

**media prima**



**ANNUAL REPORT 2022/2023**

**ADVANCING**

**media prima**

**STRATEGIC**

# YEAR BUSINESS PLAN

## OUR PURPOSE:

To influence, inform,  
educate and entertain

How will we do it?

1

Content  
Boost

2

Inventory  
Premiumisation

3

New Revenue  
Streams

By leveraging our technological expertise, valuable data insights, and talented workforce, we will ensure long-term shareholder value and drive business sustainability as a leading integrated media company.

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# ABOUT THIS REPORT

We have a long history of creating captivating content and iconic brand names that Malaysians identify and grew up with.

We are home to Malaysia's oldest newspaper, most watched television stations and news programmes, and popular brands across print, television, radio, and digital platforms. We own one of the largest out-of-home advertising networks, and one of the most popular home shopping networks in Malaysia. Tying this together is our omnichannel solution provider, revolutionising creativity and integrated marketing solutions across all our platforms. Beyond the business, we strive to uplift communities through our public-funded humanitarian fund, lending a helping hand to Malaysians and people abroad in-need.

As Malaysia's largest integrated media group, we pride ourselves on transparency and accountability, ensuring every step of our journey is guided by delivering value to all stakeholders.

This Annual Report is a dedication to our amazing team and valued stakeholders. Together, we have made this financial period an extraordinary one for our company!

## Our Reports

At the end of each financial period, we produce the Media Prima Annual Report and Sustainability Report which covers all businesses under Media Prima and elaborates on our overall business strategy, our targets and how we achieved them.



## ANNUAL REPORT

This report provides a review of our strategy, as well as financial and non-financial milestones. It has been prepared in accordance with the Main Market Listing Requirements by Bursa Malaysia, Malaysian Code on Corporate Governance 2021, Companies Act 2016, Malaysian Financial Reporting Standards and International Financial Reporting Standards. Our financial statements are independently audited by PricewaterhouseCoopers PLT.

## SUSTAINABILITY REPORT

In this report, we present Media Prima's impact on various sustainability matters. This report is guided by globally recognised sustainability frameworks including Global Reporting Initiative (GRI) Sustainability Standards, Bursa Malaysia's Sustainability Reporting Guide, and FTSE4Good Bursa Malaysia Index.

# WHO WE ARE

# “WE ARE MEDIA PRIMA”

We are Malaysia’s leading fully-integrated media company with a complete repertoire of media-related businesses in television, print, radio, out-of-home advertising, content creation and digital media.

We are Malaysia’s most popular television network through our four channels — **TV3**, **8TV**, **ntv7**, and **TV9**. Media Prima is home to home shopping network, **WOWSHOP**, the nation’s largest content production company, **Primeworks Studios**, and Malaysia’s first popular video streaming portal, **tonton**.

We are home to **The New Straits Times Press (Malaysia) Berhad**, Malaysia’s largest publisher with three national news brands — **New Straits Times**, **Berita Harian** and **Harian Metro**. Its Production and Distribution unit, **Print Towers Sdn Bhd**, is a commercial newspaper printing and logistics business that undertakes orders beyond Media Prima.

Our digital arm, **REV Media Group**, is Malaysia’s leading digital publisher, representing over 30 top authority brands with an extensive distribution network.

We are the market leader in out-of-home advertising, represented by **Big Tree**, **The Right Channel**, **Kurnia Outdoor**, **Gotcha**, **UPD**, and **Big Tree Seni Jaya**. **Big Tree** offers integrated out-of-home advertising solutions in cities, expressways, transit networks and retail hubs. This includes static and digital media formats.

In radio, **Media Prima Audio** is represented through five broadcast brands — **Hot FM**, **Kool 101**, **Molek FM**, **Fly FM** and **Eight FM** — and **Audio+**, an app that supports radio stations, podcasts and other engaging content.

Tying our businesses together is **Media Prima Omnia** — an integrated solutions provider that offers creative services and integrated marketing solutions across all Media Prima platforms, specialising in brand campaigns, events and creative content. **Omnia**’s services address 98% of Malaysian households.

Visit [www.mediaprima.com.my](http://www.mediaprima.com.my) or



X @mpbtalk



Facebook @mpbtalk



Instagram @mediaprima.official



LinkedIn at Media Prima Berhad

# CORPORATE STRUCTURE

**MEDIA PRIMA OMNIA**



100%  
Media Prima Omnia Sdn Bhd

**MEDIA PRIMA TELEVISION NETWORKS**



100%  
Sistem Televisyen  
Malaysia Berhad



100%  
Ch-9 Media  
Sdn Bhd



100%  
Metropolitan TV  
Sdn Bhd



100%  
Natseven TV  
Sdn Bhd



100%  
tonton International Sdn Bhd



100%  
WOWSHOP  
Sdn Bhd



100%  
Primeworks Studios  
Sdn Bhd



100%  
Alternate Records  
Sdn Bhd

**THE NEW STRAITS TIMES PRESS**



98%  
The New Straits  
Times Press  
(Malaysia) Berhad



100%  
Print Towers Sdn Bhd  
(100% held by The New  
Straits Times Press  
(Malaysia) Berhad)



**REV MEDIA GROUP**



100%  
REV Media Group  
Sdn Bhd  
(a subsidiary of Media  
Prima Digital Sdn Bhd)



**BIG TREE**



100%  
Big Tree Outdoor  
Sdn Bhd



100%  
Kurnia Outdoor  
Sdn Bhd



100%  
Gotcha  
Sdn Bhd



100%  
The Right Channel  
Sdn Bhd



100%  
UPD  
Sdn Bhd



60%  
Big Tree Seni Jaya  
Sdn Bhd

**MEDIA PRIMA AUDIO**



100%  
Synchrosound Studio  
Sdn Bhd



100%  
Kool FM Radio  
Sdn Bhd



100%  
Max - Airplay  
Sdn Bhd

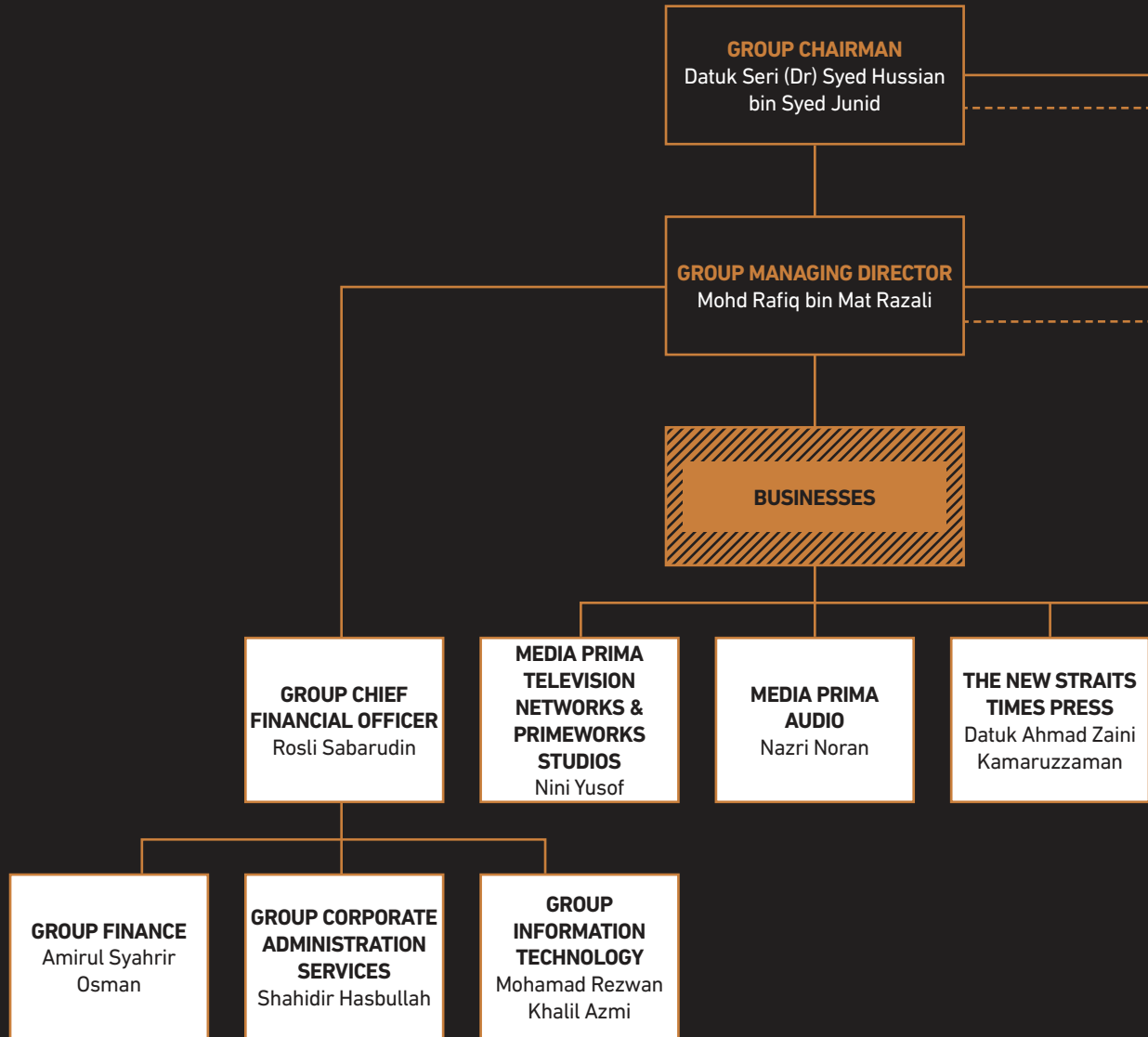


100%  
One FM Radio  
Sdn Bhd

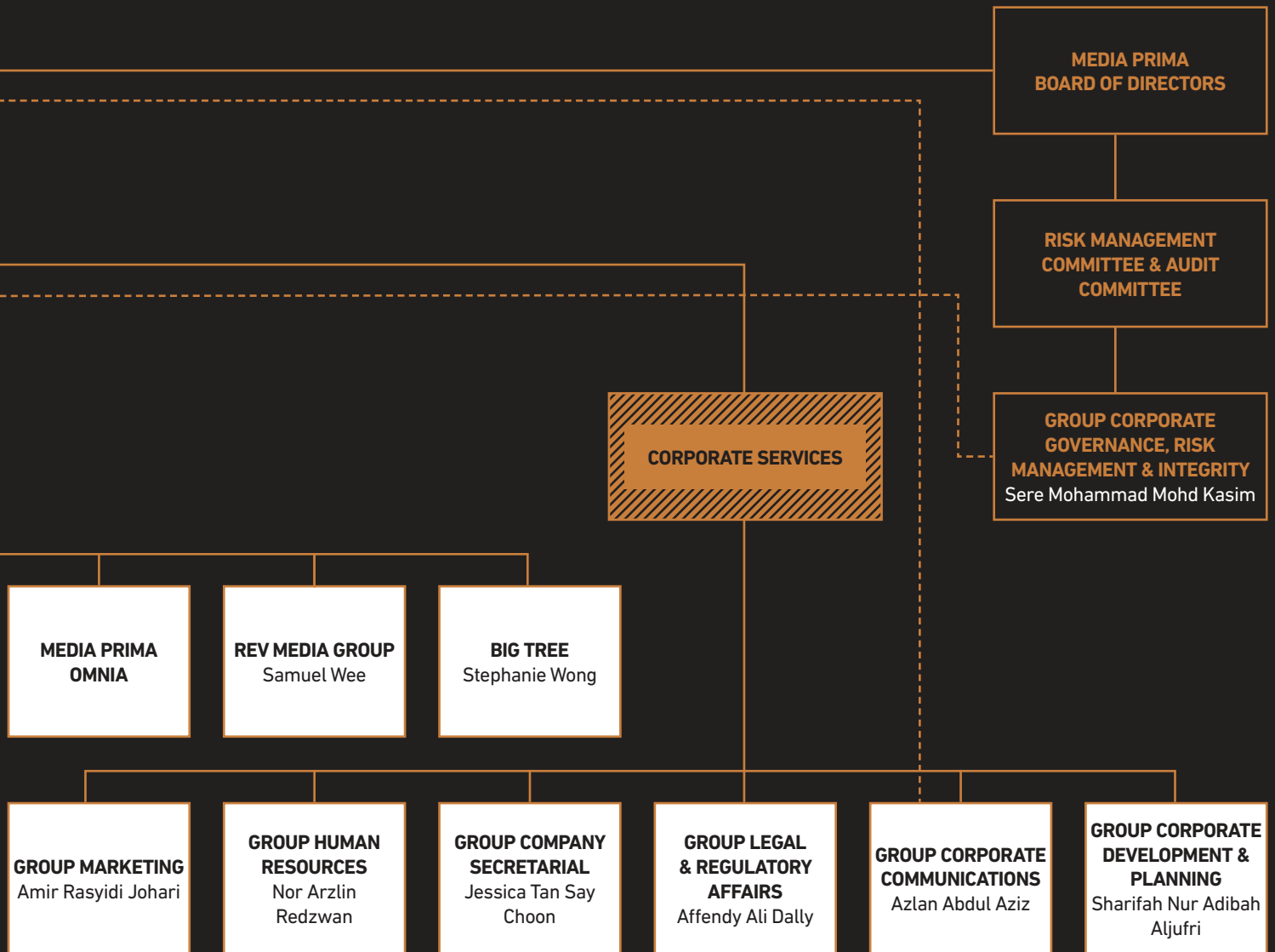


Audio+

# ORGANISATIONAL STRUCTURE







# MESSAGE FROM OUR GROUP CHAIRMAN



**Dear Shareholders, Media Prima Berhad (“Media Prima” or the “Group”) is pleased to present our Annual Report for the 18 months financial period ended 30 June 2023. This report highlights our accomplishments and provides details of our dynamic journey over the course of the last financial period.**

Despite a significantly challenging period for the media industry, Media Prima recorded RM1.4 billion in revenue for the 18 months period ended 30 June 2023. The Group demonstrated its resiliency by posting a profit after tax (“PAT”) of RM67.3 million for the period on the back of disciplined operational efficiencies. The results mark two consecutive financial periods of PAT achieved by the Group. Given the positive results, Media Prima’s Board of Directors declared a single-tier dividend of 1.5 sen per ordinary share for the financial period.

Operationally, Media Prima defended its leadership positions across its key media platforms, namely broadcasting, digital media, publishing and out-of-home. In broadcasting, Media Prima Television Networks captured over 38% of Malaysia’s broadcast audience with TV3 leading the charge while Media Prima Audio secured the top spot when Hot FM became Malaysia’s number one radio station in 2023 with 3.8 million total weekly listeners.

REV Media remained Malaysia’s leading digital publisher, reaching over 11.5 million mobile users which represents 54% of the country’s total digital population. REV Media also emerged victorious in multiple new categories at the Malaysian Digital Association’s MDA d Awards 2023. These wins showcase REV Media’s commitment to solidifying their position as industry leaders in the digital media landscape.

In publishing, the New Straits Times Press (Malaysia) Berhad continued to be the leading source for news and information. The online publications of the nation’s three key newspapers, Berita Harian, Harian Metro and New Straits Times attracted over 3.8 million, 3.6 million and 2.5 million monthly average unique visitors respectively (Comscore, June 2023) thanks to the ‘digital first’ strategy.

The year also saw the return in demand for out-of-home (“OOH”) advertising which positively impacted Big Tree’s performance. It was indeed a welcome return given the effects the Covid-19 outbreak has had on the OOH industry in general. Advertising spending on our static OOH and digital OOH for the first six months in 2023 increased significantly compared to the first half of the previous year.

In short, our accomplishments during the period truly reflect the commitment and professionalism of every member of the Group. We have again demonstrated our ability to navigate these challenges effectively by executing the right strategies.

**“In short, our accomplishments during the period truly reflect the commitment and professionalism of every member of the Group. We have again demonstrated our ability to navigate these challenges effectively by executing the right strategies.”**

## **DATUK SERI (DR) SYED HUSSIAN BIN SYED JUNID**

Group Chairman

### **WHAT’S NEXT?**

The media industry remains a major force in shaping public opinion, disseminating information and driving economic growth. Media Prima sees opportunities for innovation by harnessing emerging technologies, in particular by exploring the power of generative AI as an engine of productivity for the creative process and operational efficiency. We have started embarking on several initiatives which will act as a foundation for the Group moving forward.

Over-the-top streaming is another key driver of growth, and it is expanding most rapidly with the spread of mobile broadband. This presents major opportunities, as there is strong demand for local content which Media Prima is pushing through its over-the-top service, Tonton, and through international streaming services. Audiences are also eager to return to in-person events of all kinds, as we have seen with our popular events such as Karnival Jom Heboh and awards shows.

It is important to keep an eye on the big picture. We are committed to investing sensibly in new technologies, our content and platforms, and we believe that we have the right strategies in place to succeed in the years to come.

# MESSAGE FROM OUR GROUP CHAIRMAN

Moving forward, our 18 months Annual Report marks the beginning of an exciting new chapter for Media Prima as we embark on a fresh financial year starting 1 July. This is a strategic transition that will enhance our audit planning and optimise the allocation of resources. Rest assured that amid these changes, our unwavering commitment to delivering value to our audiences, advertisers, and shareholders remains steadfast.

We have taken meaningful steps to position ourselves for continued long term growth. In the second half of 2022, we embarked on a strategic 3-year business plan which focuses on three strategic pillars — content boost, inventories premiumisation and new revenue streams — that leverages the Group's strengths in technology, data and talents.

This strategic 3-year business plan aims to drive business sustainability by leveraging our competitive advantages as a leading integrated media company. We believe these initiatives will establish the right foundation to deliver sustainable growth for Media Prima, and give the Group a competitive edge, secure high-value clients and projects, and achieve income diversification. You can read more about this in our Group Managing Director's message.



Media Prima, together with senior representatives from the Malaysian media fraternity, was granted an audience with His Majesty Sultan of Johor and the His Royal Highness Crown Prince of Johor.

## SUPPORTING THE COMMUNITY

We understand the power of the media. Through the strength of our multiple media platforms and mass audience reach, we raise awareness on important causes that affect the rakyat to leave a positive impact on the communities we serve.

In 2022, over RM3.4 million was disbursed under the ambit of our public-funded Media Prima-NSTP Humanitarian Fund. This amount was disbursed to various relief efforts across Malaysia which include medical assistance, disaster relief, and community development. Over 11,000 individuals benefited from your donations to the Media Prima-NSTP Humanitarian Fund.

Our post disaster relief efforts include the provision of computer and studio equipment for schools, boats with engine and trailer for the local communities, as well as the disbursement of cash vouchers for the flood victims in Selangor, Negeri Sembilan, Pahang, Kelantan, Terengganu, and Sabah.

We disbursed RM960,000 to assist communities affected by humanitarian conflicts overseas as of June 2023. This includes over RM762,000 disbursed to the Malaysian Relief Agency and Aman Palestin's humanitarian missions in Palestine. Another RM198,000 was disbursed to MERCY Malaysia for the provision of healthcare access for the people of Rohingya living in Myanmar and in the Klang Valley. More details on how your donations were used can be found in our 18 months Sustainability Report.



Media Prima provided two boats with engine and trailer courtesy of public donations through the Tabung Bencana NSTP-Media Prima to communities affected by flood waters in Pahang.

## COMMITMENT TO GOOD GOVERNANCE

We are extremely honoured to be recognised by our peers for good environmental, social and governance (“ESG”) practices. As Malaysia’s leading and largest media group, it is our responsibility to ensure that we are a responsible corporate citizen and uphold the best standards to deliver long-term value to our stakeholders. Media Prima plays a vital role in our nation’s social fabric and we must benchmark against the very best in ensuring strong ESG standards across our businesses.

In 2022, we were awarded ‘Industry Excellence Award for Corporate Governance (CG) Disclosure’ at the MSWG-ASEAN Corporate Governance Award 2021, organised by the Minority Shareholders Watch Group (“MSWG”). This marks Media Prima’s second consecutive win after being awarded ‘Industry Excellence’ in the Telecommunications and Media sector at the MSWG-ASEAN Corporate Governance Award 2020. Media Prima also ranked in the List of Top 100 Companies for CG Disclosure 2021, rising from 32<sup>nd</sup> to 29<sup>th</sup>.

We were awarded Silver under the Telco and Media Sector, Equities Category, at The Edge ESG Awards 2022. The Edge ESG Awards 2022, organised by The Edge in collaboration with Bursa Malaysia and FTSE Russel, aimed to recognise public-listed companies and asset management firms that are ESG leaders in Malaysia.

## THANK YOU

I would like to extend my utmost gratitude to the Board of Directors for their commitment and knowledge that they bring to our team. In 2022, we welcomed Datuk Phang Ah Tong and Datuk Shireen Ann Zaharah Muhudeen to our Board of Directors. We are also pleased to welcome Datuk Ahmad Zaini Kamaruzzaman as Group Managing Editor of the New Straits Times Press, Stephanie Wong Pui Tse as Chief Operating Officer of Big Tree, and Nini Yusof as Chief Executive Officer of Media Prima Television Networks and Primeworks Studios. We have every confidence in our senior management team to bring Media Prima to new heights.

I would like to extend my deepest appreciation to all our diligent and dedicated employees. Thank you for persevering with us. Your hard work and dedication are essential to our success.

To all Government ministries, agencies, and regulatory bodies we’ve partnered with, thank you for your support. We appreciate your collaboration and guidance. A big thank you to all our shareholders, business partners, and clients for choosing Media Prima. Your support has allowed us to thrive as Malaysia’s leading and largest media company. Thank you!



Media Prima organised the SereniTea Afternoon Party, to express appreciation to its media clients and for the services of the Penang Government under the leadership of the Yang di-Pertua Negeri, Tun Ahmad Fuzi Abdul Razak.



Media Prima’s top management paid a courtesy call to the Minister of Communications and Digital.

Last but not least, our most heartfelt gratitude to our audiences. Thank you for choosing Media Prima as your source for entertainment and news. We are committed to delivering the best content across all our platforms, and we are always looking for new ways to engage with you.

We believe that the media industry has a vital role to play in society, and we are committed to using our platforms to inform, entertain, and inspire our audiences. We look forward to working with all of you to create a brighter future for Media Prima, and for the media industry as a whole.

**Datuk Seri (Dr) Syed Hussian bin Syed Junid**  
Group Chairman  
Media Prima

# MESSAGE FROM OUR GROUP MANAGING DIRECTOR

## MANAGEMENT DISCUSSION AND ANALYSIS (MD&A)

**What does it mean to be a media company in the 21<sup>st</sup> century? It means conquering one challenge, only to face a bigger and tougher one.**

Our industry is in a constant state of flux, and economic uncertainties, technological advancements, changing consumer preferences, audience fragmentation, shifting advertising revenue, and the proliferation of artificial intelligence, fake news, and misinformation have compounded the complexities we face.

Amid the ongoing economic challenges impacting our revenue, particularly on advertising, I'm proud to share that the Group has successfully pivoted its business model, leveraging Media Prima's strength as an integrated media company to stay competitive and sustainable. We have turned the tide from years of losses to achieve consecutive quarterly profits since the third quarter of the financial year ending on 31 December 2020.

We've come to embrace change as an inherent part of our DNA, constantly rethinking how we work, generate value for our stakeholders and stay ahead of the curve. Almost two decades ago, we boldly invested in our digital segments, anticipating and overcoming digital disruption, leading

us to become Malaysia's foremost digital publisher. We were one of the first media companies to offer a dedicated video streaming platform for our content in 2007.

As we progress, we remain undaunted by challenges like generative artificial intelligence, which we have already started integrating into our business operations. With unwavering confidence, I believe we can surmount any obstacle that comes our way given our track record to overcome challenges stemming from digital disruptions.

The road we're on requires constant reflection and resilience and we will adapt to these new realities. As an optimist, I believe in a truth that will never change and continue to carry us forward — our deep-rooted passion for our craft and a belief in the power to shape societies positively as Malaysia's leading and largest integrated media group.

Media Prima has been a cornerstone of Malaysia's media industry for many generations, shaping the local entertainment scene and keeping the public up-to-date with the latest news. At the heart of our success is our commitment to producing content that resonates with audiences across the country through multiple media platforms.

Our portfolio of popular brands spans across television, radio, print, commerce, out-of-home advertising and digital media. Through these channels, we reflect the voices and aspirations of Malaysians, while providing advertisers with access to a diverse and vast

audience. From award-winning dramas and documentaries, to popular reality shows and news programmes, Media Prima has delivered content that captures the attention and imagination of Malaysians from all walks of life.

We understand the importance of our role as purveyors of news, information, and entertainment. We take this responsibility seriously in delivering high-quality and wholesome content, upholding the principles of good journalism, and fostering informed public discourse on matters important to the *rakyat*.

In this Management Discussion and Analysis, we will provide an overview of our business performance over the 18 months from 1 January 2022 to 30 June 2023, as well as insights into our strategic priorities and plans for the future. Let's dive in.

### STRENGTHENING THE FOUNDATION

Media Prima was established in 2001 with a vision to be Malaysia's largest fully integrated media company. Through organic growth and strategic acquisitions of media assets, the Group today reaches over 90% of Malaysian households. Media Prima's carefully executed strategies, amongst others, centred on becoming a premier content provider and distributor, allowing us to dominate the traditional media platforms and use it as the foundation to propel our digital expansions.

Given the historical importance of broadcasting and publishing, we have endeavoured to defend our leadership position through innovative content offerings to our audience. We have proudly served as the go-to source for news and entertainment content, captivating audiences across Malaysia through our broadcasting and publishing platforms. Our legacy is deeply rooted in being a trusted companion for Malaysians, with almost a sizeable majority tuning in to watch, listen, or read our diverse content.



**We have turned the tide from years of losses to achieve consecutive quarterly profits since the third quarter of the financial year ending on 31 December 2020. ”**

**MOHD RAFIQ BIN**

**MAT RAZALI**

Group Managing Director



# MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

## Excellence in Broadcasting

Media Prima Television Networks (“MPTN”) captures the hearts and minds of Malaysians as the nation’s most-watched television network. In fact, nine out of the top 10 most watched television programmes in the country belonged to our stations (Nielsen, Total Audience Jan 2022 — June 2023). Our reach and relevance demonstrate the enduring importance that sets our channels apart. Our four television stations — TV3, TV9, 8TV, and ntv7 (DIDIKTV KPM) — commands over 38% of Malaysia’s television audiences.

The nation’s most popular channel, TV3, reached 34.4% (Malay 4+ audience) while 8TV garnered a 45.9% (Chinese 4+ audience) share. Meanwhile, TV9 audience share increased to 6.8% (Malay 4+ audience) thanks to an ongoing rebranding effort undertaken to boost its viewership. Meanwhile, ntv7’s DIDIKTV KPM, which provides free access to quality education in Malaysia, continues to be the go-to television channel for learning outside of the classroom.

Our prime time news programme *Buletin Utama* garnered an average of 3 million ratings, capturing almost 40% of Malaysia’s television audience. *Buletin TV9* extended its duration to one hour starting 1 January 2023 and grew its viewership as high as 552,000 viewers making it the number two most watched Malay news programme in the country. 8TV’s *Mandarin News* proved particularly popular among the Chinese audience with an average viewership share of 59%. Programmes like *Money Matters*, *Majalah Tiga*, *Malaysia Hari Ini*, *Women Talk and Helo Doktor* remain highly popular with the Malaysian audience. Additionally, crime-based documentaries *999* (TV3) and *Behind the Scams* (8TV) recorded audience shares of 50% (Malay 4+) and 66% (Chinese 4+) respectively.

Our diverse range of entertainment programmes captivated viewers from gripping dramas to thrilling reality competition shows. TV3’s *Akasia* slot featured the popular *Bisik Bisik Gelora*, attracting an average of 2.3 million viewers and a 42% share. Meanwhile, Lestary’s *Melur Untuk Firdaus* and *Akasia’s Kerana Cinta Itu Ada* secured average viewerships of 2.1 million (34% share) and 2.0 million (38% share) respectively.



Live entertainment shows proved to be a hit, with *Famili Duo* scoring an audience share of 59%, *Anugerah Juara Lagu* reaching a viewership share of 58%, and *Tonton Anugerah Drama Sangat* attaining 52% among Malay (4+) viewers. Meanwhile, 8TV dominated the Chinese (4+) audience’s preferences with shows like *This is my Showcase*, *Family Singing Show*, *Best of TVB*, and *CNY Showdown 2023*, all featuring in the top 10 highest audience share.



Media Prima is committed to producing popular content that resonates with audiences across the country.

We are also proud to see our content winning domestic and regional awards. From January 2022 to June 2023, we have received a total of 16 local awards including Drama Terbaik Seri Angkasa and one regional award for *Ejen Ali Season 3* for Best 3D Animated Series at the 27<sup>th</sup> Asian TV Awards.

Our popular and award winning content were also made available to various audiences through streaming services such as Disney+ Hotstar, VIU, iQiyi and Netflix.

2023 also marked the premiere of *Ejen Ali Season 3*, a co-production between Primeworks Studios, WAU Animation and Disney+ Hotstar. Building on the success of its Season 1 and 2, and *Ejen Ali The Movie*, Season 3 is the first Malaysian animation intellectual property to be co-produced with The Walt Disney Company.

## Topping the Airwaves

The last 18 months were a vibrant period for Media Prima Audio (“MPA”) as we aim to deliver sustainable content value to audiences and improve our reach. We explored new ways to invest in our brands by focusing on innovative content which ultimately enabled us to improve our stations’ standing among listeners.



Based on Nielsen Consumer and Media View ("CMV") for January — December 2022, Hot FM is now Malaysia's number one radio station with over 3.8 million weekly listeners and 4.8 million monthly listeners. This represents a 14% increase among individuals aged above 15 years old. The same survey reported that Fly FM is Malaysia's number two English radio station, having garnered over 2.24 million weekly listeners, representing a 13% growth from the previous year among individuals aged above 15 years.

Based on GfK RAM conducted in November 2022, our Chinese radio station, Eight FM, recorded 423,000 weekly listeners. Eight FM's *Breakfast Show* listenership for its broad and core target audience increased by 12,000 and 17,000 listeners respectively. Eight FM's *Drive Show* listenership for its core target audience gained 21,000 listeners. Eight FM's overall TSL has an increase of 1 hour 51 minutes.

In 2022, we launched our fifth radio station, Molek FM, with the tagline "Gu Pantai Timur". Molek FM aims to entertain communities in the East Coast of Malaysia through content that best represents the culture and traditions of people in that area. In less than a year, Molek FM was recognised as one of the emerging brands. Molek FM has gained 542,000 weekly listeners, an increase of 12% or 58,000 listeners over the previous GfK RAM conducted in November 2022. The number of listeners who only listen to Molek FM has increased significantly while maintaining the highest time spent listening ("TSL") for Malay radio stations, with an increase of 1 hour 31 minutes to 8 hours 35 minutes.

#### Pushing Boundaries On-Air

After much feedback from listeners, we rebranded Buletin FM to Kool 101 in July 2023 to better accommodate market demands. Kool 101 is a Malay talk radio station, targeting listeners in urban areas in the 25-44 years old age group. The number "101" on the station name refers to sharing knowledge on current day issues in a way that can be easily understood. It also reflects the station's frequency for listeners in the Klang Valley. The station also plays Malaysian adult contemporary music from the 90s to the present.

Hot FM attracted nationwide attention when it added new personalities among its announcers for the morning breakfast show. As prominent and famous figures in Malaysian popular culture, their appearances on our air waves generated substantial national interest and media coverage. This has allowed Hot FM to reach a new audience of listeners who may not have previously considered listening to the station via traditional broadcast and online.



Media Prima's Seindah Kasih x Jom Ronda was a Ramadan 2023 campaign which saw the delivery over 6,000 care packages across Peninsular Malaysia, with Panasonic Malaysia and 100PLUS as its campaign sponsors.

MPA pushed the bar further when we launched Malaysia's first artificial intelligence ("AI") radio DJ on Fly FM in June 2023. The AI DJ, Aina Sabrina, helmed a two-hour contemporary music show on Fly FM and was well accepted by listeners and advertisers alike. It did not take long for Aina to capture its first official sponsor, Calpis, Japan's cultured milk drink brand. The AI DJ was developed by an in-house team of production engineers.

MPA's strategy has enabled its brands to grow audiences on both traditional and digital platforms. We will continue venturing into AI as well as the conventional promotional efforts through on-ground experiences and use of influencers. The next 12 months will see MPA continuously raising the bar of producing great content, innovative ideas and solutions to be the best in the radio industry.

#### Beyond Print

As the leading publisher of Malaysia's three biggest daily newspaper titles — New Straits Times ("NST"), Berita Harian ("BH") and Harian Metro ("HM") — the New Straits Times Press (Malaysia) Berhad's ("NSTP") mission is to be the best provider of news and content that is relevant, compelling and attractive to readers and business partners. Though digital disruptions have impacted newspaper circulation globally, our readers continued to place their trust in us through our publications' online platforms.

By adopting a 'Digital First' approach, we have successfully strengthened NSTP's content offerings, safeguarding BH and HM's positions as Malaysia's most read online

news portals. Additionally, this approach has led to a significant increase in unique monthly visitors to NST's news portal. According to Comscore data as of June 2023, BH, HM, and NST collectively garnered a total digital population of over 3.8 million, 3.6 million, and 2.5 million monthly average unique visitors to their respective online platforms.

During the 18 months under review, NSTP continued its focus on three main strategies to improve profitability, including an aggressive cost management initiative to maintain a low operating cost environment, to enhance content offerings by focusing squarely on news and content generation both for print and digital, and to increase NSTP's readership and digital reach.

# MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

NSTP registered substantial savings in the period under review which were the results of implementing various business process improvement initiatives throughout the period. Among these initiatives include the relocation of the printing operations of the company's wholly-owned subsidiary, Print Towers Sdn Bhd, from Balai Berita Shah Alam to Balai Berita Prai in Pulau Pinang, contributing significantly to maintaining low operating costs.

We have taken the necessary steps to ensure minimal disruptions to our print operations. The expected delay in daily print newspaper distribution was mitigated with an earlier off-stone time for all titles, from 9pm previously to 6pm. Manpower resources were also restructured in line with operational requirements. Additionally, the earlier off-stone time resulted in improved content positioning between our print and digital platforms. Breaking news that occurs after off-stone are published on NSTP's online platforms.

We are committed to providing content that meets the expectations of a reputable news outlet. We prioritise speed in delivering stories while maintaining the accuracy of facts. Staying ahead of the competition, our publications offer exclusive stories and videos, catering to our audience's appreciation for quality visuals alongside well-crafted articles. By consistently delivering high-quality and engaging content, we have earned the trust and loyalty of our readers, solidifying our position as a leading news source in the digital landscape.

Moving forward, NSTP anticipates a challenging operating environment for the newspaper and media industry due to the ongoing global economic recession affecting advertising expenditure. To counter the impact of expected lower revenue, we will focus on enhancing business operation efficiencies and implementing prudent cost-saving measures. Concurrently, we remain committed to our digital initiatives, aligning with the preferences of today's consumers and advertisers. Our goal is to serve all Malaysians with high-quality, credible content across various domains, including news, information, lifestyle, and entertainment.

## GOING FOR GROWTH

We are committed to investing in rapidly growing media platforms that will drive our success moving forward. These include our digital arm, REV Media Group ("REV") and out-of-home ("OOH") business, Big Tree. These segments have potential to deliver significant growth for the Group. In 2022, advertising revenue in Malaysia experienced a 13% increase, reaching RM6.0 billion. The digital advertising sector also saw a 13% surge, constituting approximately 62% of the total media budgets. Similarly, OOH advertising in Malaysia also experienced a resurgence according to the Outdoor Association of Malaysia after pandemic restrictions were lifted and normalcy returned.

## REV's Digital Dominance

REV is Malaysia's leading digital publisher in Malaysia, representing over 35 top authority brands across multiple languages and platforms comprising news, entertainment, lifestyle, technology and more. We reach over 11.5 million mobile users which represents 54% of the country's total digital population.

We also surpass other prominent media groups in terms of audience reach within the Malaysian market, underscoring our competitive advantage and position us as a preferred destination for advertisers and partners seeking to effectively connect with a significant portion of the digital population in Malaysia.



At the MDA D Awards 2023, REV earned third place in the Grand Prix category.

The period under review saw REV brands, namely OHBULAN!, SAYS SEISMIK, and VOCKET, widen their social reach. Our overall engagements on Facebook and Instagram increased by 14.2%, while our TikTok followers grew by 53%. Our total page likes have increased by 75%, indicating a growing interest and engagement from our audience. Interaction and engagements on our TikTok channels have also seen a significant boost, with an increase of 77%. The number of video views on our TikTok content has risen by 67%, highlighting the growing visibility and appeal of our videos.

During Malaysia's 15<sup>th</sup> General Election in December 2022, our portal MyUndi ranked fifth in Google's Top Trending Search Keywords for the year. Moreover, we witnessed an average growth of 94% in traffic compared to the previous election. MyUndi achieved 43% of traffic from direct sources, a notable feat in an industry heavily reliant on social media sources for traffic.

Our performance in social media and influencer postings has seen substantial year-on-year growth of 27%. These figures underscore REV's strong position in the market and its ability to capitalise on the growing digital advertising trends, promising a bright future ahead.

#### Smart Collaborations

We formed partnerships with global and regional service providers to enhance content offerings, extend reach, and increase overall efficiencies. We teamed up with TikTok as media news partners for their lifestyle and news brands, enabling us to provide more value to our audiences with features like adding links to content. This partnership also includes internal traffic support and a dedicated representative for REV's accounts, giving us access to TikTok's vast user base and expanding our reach.

REV teamed up with Google to modernise their cloud infrastructure, resulting in increased scalability, improved reliability, and reduced costs. Adopting a serverless approach eliminates the burden of managing servers, leading to lower infrastructure and maintenance expenses. This strategic move allows REV to prioritise core business operations and enhance customer services. Additionally, the modern and efficient cloud infrastructure empowers REV to rapidly scale applications and services, meeting the demands of today's digital landscape.

Dattel Asia Group and REV partnered to launch REV Ad Manager ("RAM"), a tool SMEs can use for their ad campaign buys on REV's platforms, with target audiences based on strategic consumer insights. The partnership provides an opportunity for Malaysia's large SME market to leverage REV's mass network of audience at a very special rate with a guaranteed reach.



REV brands, namely OHBULAN!, SAYS SEISMIK, and VOCKET, have widen their reach with more exciting content across different platforms such as SEISMIK TV's popular series, 'Sambung Lagu Itu!' which aired on TV9.

REV has recently onboarded Looker as our primary data visualisation tool with the aim of promoting data literacy and driving data-based decision making across the organisation. This platform provides real-time visualisation and analysis capabilities that enable us to create custom dashboards and reports, providing us with valuable insights into our business.

#### New Technologies

REV introduced a new initiative to eliminate third-party cookie trackers and strengthen our first-party data. Internally, we implemented REV ID, a unified data backend, across our websites, apps, on-ground activations, and digital out-of-home partners. This advancement enhances our data collection and analysis, providing valuable insights into our audience and enabling us to offer more personalised experiences to our customers. With REV ID, we gain a deeper understanding of our audience, enhance targeting capabilities,

and deliver more relevant and engaging content to our customers.

We successfully launched the first phase of Single-Sign On ("SSO") across our group, centralising and securing audience login credentials from various entry points for our brands and platforms. This initiative aims to personalise content and user experiences for our audience while strengthening first-party data tied to login details. SSO simplifies the login process, making it easier for our audience to access content and services. It also empowers advertisers with improved targeting capabilities, ensuring more effective outreach to their desired audience. This milestone represents a significant advancement in our ongoing efforts to enhance audience engagement and data capabilities.

# MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)

In 2023, we made significant progress in boosting our targeting capabilities and equipping our teams with advanced tools and insights, such as the implementation of sentiment and emotional targeting to REV's array of targeting products. This innovative approach utilises the rich contextual information present in our article content, enabling us to deliver advertiser display campaigns with greater efficiency. By understanding and targeting the audience's mood while reading, we can facilitate more precise and effective ad placements across REV's platforms. This development marked a major stride forward in optimising our advertising solutions and maximising their impact.

## Growth Potential

We have taken proactive steps to ensure the long-term sustainability of our business, especially in anticipation of the cookieless future. Recognising the industry-wide shift towards more privacy-focused practices, we have made strategic investments in technologies that will future-proof our operations. By embracing these advancements, we are positioning ourselves as leaders in sustainability within our industry.

One significant area where we have focused our efforts is the optimisation of our first-party data collection. Currently, our platform boasts an active user base of over 27 million, with more than 3.7 million registered users. This substantial amount of first-party data provides us with a strong foundation for delivering personalised and targeted experiences to our audience. By leveraging this valuable asset, we can enhance our offerings and strengthen our competitive edge.

Our recent achievements showcase our industry relevance and competitiveness. At the MDA D Awards 2023, REV earned third place in the Grand Prix category, scoring 70 points. Notably, this category is usually dominated by agencies, emphasising the strength of our technology, products, content, and partnerships. We were also the sole publisher in the top 5, which highlights our value within the local industry.

Through our sustainable business practices, robust first-party data collection, and recognition within industry awards, we continue to differentiate ourselves from our competitors. We remain committed to driving innovation, providing relevant content, and fostering strong partnerships, to maintain our competitive advantage in the ever-evolving landscape.

## Outstanding Out-of-Home (OOH) Experiences

Big Tree's ability to adapt to the constantly evolving digital landscape has upheld our stature as the market leader in the Malaysian OOH advertising scene thanks to a resilient business continuity plan which enabled us to withstand the challenges posed by the Covid-19 pandemic on both global and local economies.

The period under review witnessed a drastic change in consumer behaviour following the trend of revenge spending and travelling to make up for lost time during the pandemic. This is especially apparent in the business of OOH advertising as advertisers are now eager to be seen outdoors, opening up opportunities for us to strengthen our position as the leading OOH advertising solutions provider in Malaysia. As a result, OOH advertising spending for Big Tree increased by 7% supported by the rising demand for Digital OOH which rose 21% for the first six months in 2023 as compared to the first half of the previous year.

2022 saw a renewal with one of our key concessions, RapidKL, for us to continue dominating the advertising space at the LRT Kelana Jaya Line and KL Monorail Line. On top of this, we practised asset premiumisation by upgrading our current assets with high-end digital capabilities. We upgraded five of our well-performing static unipoles located on major roads and highways into stunning premium digital screens. Big Tree saw exponential growth in DOOH where digital revenue more than doubled in 2022 compared to the previous year and reported a 31% increase from 2019's pre-covid digital revenue.

Big Tree established a stronger DOOH offering at a multiplex of market centres in the country, targeting corporate decision-makers, urbanites, shoppers and interstate and international travellers by means of brilliant resolution and interactive video advertising formats. In the 18 months, we launched five new premium digital assets CuBig @ Federal Highway, CuBig @ LDP (Damansara Utama), CuBig @ Jalan Damansara, CuBig @ Sunway and CuBig @ KL - Seremban Expressway.



Big Tree's KLCC Convex Crossing creates an outstanding presence on ceilings, walls and lightboxes to offer a 360 view-dominating immersive brand experience along the pedestrian tunnel linking Suria KLCC with KLCC Convention Centre and Aquaria KLCC.



In celebration of Ramadan and Eidul Fitri 2023, Media Prima released an exclusive romantic comedy film 'Seindah Kasih The Movie,' which was featured on the Tonton app.

In 2022, spectaculars and digital screens dominated the OOH advertising spending by 45% and 16% respectively. Understanding the high demand for spectaculars, we launched Spectacular Arch @ DUTA, an extensive static board that spans across eight lanes of the road on the New Klang Valley Expressway. We also upgraded our pillar wrap on the Federal Highway to a Spectacular Lightbox, arresting the eyes of millions day and night with better illumination.

Big Tree has taken a significant step towards enhancing OOH advertising in Malaysia by becoming programmatic-ready. Through a collaboration with Hivestack, we have enabled programmatic capabilities on a network of digital screens located in shopping malls, rail transit lines, and high-traffic commercial areas within the Klang Valley. This advancement allows us to architect more inventories that deliver high-tech advancements, enabling a tactical and diverse approach to OOH advertising. Our programmatic-ready digital screens now offer precise measurement of OOH campaign effectiveness by utilising a location-specific audience pool.

#### Pushing Boundaries with OOH

To solidify our position as Malaysia's top OOH advertising solutions provider, we amplified our online marketing with a strong social media presence. Through weekly case study sharing, we engage with internal and external stakeholders, showcasing creative OOH campaigns. We conducted a post-pandemic survey to assess OOH advertising effectiveness, incorporating the findings into our sales strategy for more informed advertiser decisions.



Since 2016, WOWSHOP has been providing Malaysians with products and services across television, online, and mobile platforms with the aim of upgrading their lifestyles and satisfying their requirements.

Additionally, 2023 saw another breathtaking innovation to our popular CuBig @ KLCC Junction named Premium Audio Timebelt @ KLCC Junction. This new crowd-pulling 1-minute advertising space provides advertisers an avenue to showcase their content with powerful audio and stunning anamorphic capabilities at the peak hour of 7pm for a greater, more cinematic brand experience on one of the busiest traffic light intersections in the Kuala Lumpur city centre.

Following the critical demand for digitalisation in the market, Big Tree has aggressively corresponded with a steadfast business plan that centres around asset premiumisation. As we progress, we will continue to upgrade well-performing static boards into impressive digital screens to allow for more creativity and online capabilities in OOH.

We will also continue to ensure a lean and premium OOH inventory through a rigorous site rationalisation plan to assure that all of our OOH media offerings meet current and future advertising demands. These robust business strategies are in-line with our mission to become an iconic OOH solutions provider architecting the landscape of

Malaysia. It complements our vision to offer cohesive and engaging OOH campaigns that seamlessly connect brands through highways, transits, shopping malls and digital platforms across the country.

#### NEW HORIZONS

Our Group's history demonstrates our ability to adapt to trends and technological advancements to bring us closer to our audience. We take this as an opportunity to venture into new revenue streams to ensure long-term sustainability through video streaming and e-commerce. Technological advancements often lead to change in audience and consumer behaviour. This has been significantly true in the way audiences consume content and consumers shopping for products.

# MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)



Tonton, Malaysia's first and largest home grown video streaming service, underwent a significant transformation, releasing a brand new look and services on web, mobile and smart televisions.

## Revisiting Tonton's Potential

Streaming services have become especially popular and prevalent among audiences in recent years, which presents an opportunity for Media Prima as Malaysia's largest provider of popular local content and video streaming service. Media Prima was one of the earliest in the region to offer video content online through its web site (2007) and later the introduction of Tonton in 2010.

Tonton, Malaysia's first and largest home grown video streaming service, underwent a significant transformation, releasing a brand new look and services on web, mobile and smart televisions. Among the key changes introduced include TontonUp, a brand new subscription service offering exclusive Tonton Originals and simultaneous release (day and date release) titles for audiences. TontonUp subscribers can catch the hottest

Korean and Japanese content within 24 hours from their home country telecast.

To celebrate the new Tonton, users were treated to special access to purchase tickets for Anugerah Juara Lagu 37 and Tonton Anugerah Drama Sangat. Tonton also hosted an exclusive online stream of both events. Off-screen, Tonton brought the cast of Tonton Originals content to meet fans at screening events of *Seindah Kasih* and *Irama Kita*, as well as *Studio Tonton Drama Sangat*, as a part of Karnival Jom Heboh.

Tonton worked alongside CJ ENM Hong Kong and tvN Asia, to serve as the Platform Partner for the *Cheongdam International High School Star Tour Campaign*. The show's two main actresses, Lee Eun-saem and Kim Ye-rim, were at the Meet and Greet to promote the high school suspense drama in Malaysia.

## A New Wow for WOWSHOP

According to the Google, Temasek, and Bain and Company e-Economy SEA 2022 report, over 95% of urban digital users use e-commerce. Through our commerce arm WOWSHOP, we are investing more resources into increasing and enhancing our presence in this segment. Despite the tough economic climate, WOWSHOP remains a popular shopping platform with over 3 million registered customers. With more than 1,600 live shows produced annually, the platform offers a diverse range of over 30,000 items across various categories for sale.

To stay ahead, we developed a new strategic direction for WOWSHOP which focuses on three main pillars — defending its core TV commercial business, strengthening digital presence via e-commerce and expansion to new business streams which includes Live Commerce and In-house Brand development.

WOWSHOP successfully transformed traditional television homeshopping into a new, all-in-one business model, catering to commercial clients. By providing television airtime and value-added marketing solutions, we offer clients a platform to showcase their products and services to a ready and available audience. Since its launch, this new business unit has expanded its client base and recorded promising revenue potential for WOWSHOP, positioning us for continued growth and success.

We also ventured into developing our very own product lines to compliment WOWSHOP's existing product lines. We launched our first IP brand Le Nona, a collection of European Rose tableware sets and the product of a partnership with Nona, TV3's longest running flagship magazine programme for women. The product tie-in with one of the nation's leading television programmes provides instant brand recognition among its target market. The European Rose tableware set garnered sales of more than RM1.2 million and became the number one item sold by WOWSHOP in 2023.

In 2023, WOWSHOP's digital presence thrived, achieving a remarkable 40% boost in social media engagement compared to 2021. Our enriched internal content captivated audiences, expanding our follower base, while the E-Commerce and Mobile Commerce platform saw a surge, attracting 3.1 million visitors. Recognising the global trend of social commerce, we expanded our presence into TikTok Shop to drive sales and tap into the purchasing power of a younger demographic. By showcasing our products

on TikTok, we continue to evolve and adapt to the changing digital landscape, ensuring our continued success and growth in the market.

To enhance the overall consumer experience, WOWSHOP is actively exploring system and service enhancements. We are focused on providing more payment options to simplify the buying process for customer convenience. Moreover, we are dedicated to upgrading and enhancing our website and mobile application systems to offer a seamless and user-friendly experience for our customers.

These improvements have not only contributed to increased sales but have also expanded our customer base and extended the reach of our brand. By continually refining our systems and services, we aim to maintain our position as a leading shopping platform and deliver unparalleled satisfaction to our valued customers.

To stay ahead and drive growth, WOWSHOP will capitalise on digital expansion and explore new revenue streams. With a focus on removing barriers for customers through diverse shopping options, we are committed to accelerating our strategic direction to capture more customers and boost revenue.

### EMPOWERING ADVERTISERS WITH 360 SOLUTIONS

Our strategic move to centralise the Group's sales and marketing functions under Media Prima Omnia ("Omnia") has been critical to the successful turnaround of our advertising

revenue. Since its inception in 2020, Omnia has provided clients with integrated solutions that maximise returns for their advertising and promotion expenses.

We provide the added advantage that clients demand which includes our data analytics capabilities and having industry experts who truly understand Malaysians. Omnia facilitates the customisation of our content offerings to meet the expectations of our clients.

### Successful Brand Partnerships and Campaigns

Omnia's expertise in raising brand awareness and engaging target audiences takes an integrated approach that leverages Media Prima's multiple platforms and mass audience reach. This is evident through the successful integration of our clients' brands into our content offerings. For example, our Tonton Original Movie, *Irama Kita*, which tells the story of four aspiring musicians pursuing their dreams, incorporated elements that helped our client F&N reach its target demographics effectively.

Released on 22 February 2023, *Irama Kita* was sponsored by F&N, a household name and a market leader in the beverage industry. The idea was to create a campaign ecosystem that attracts the attention of the Gen Z audience by seamlessly integrating their lifestyle characteristics and F&N brands together. Leveraging the extensive reach of Media Prima's platforms, the movie harnessed the collective strength of television, DOOH (Digital Out-of-Home), digital and social media advertisements and electronic direct mailers ensuring maximum exposure.

Omnia has also been successful in integrating our clients needs in platform centric programmes that targets specific market demographics. Many brands have leveraged our popular television programmes to reach audiences. Garnier, a renowned cosmetics brand, collaborated with Omnia for four consecutive years on television dramas *Serikan Hatimu* and *Menawan Impian* to boost market share. Other programmes like *Master In The House Malaysia*, *Ultimate Dance Crew* and *Helo Doktor* also attracted major advertisers. Customised content like *PediaSure Grow to Great* was also able to reach a sizeable audience on TV3.



YB Chairman of the Education, Information and Communication of Johor State Legislative Assembly (centre) and Group Managing Director of Media Prima (centre right) visited Karnival Jom Heboh at Puteri Harbour, Johor Bahru.

# MESSAGE FROM OUR GROUP MANAGING DIRECTOR (MD&A)



Media Prima's Board of Directors and Senior Management team worked closely to strategise the Group's 3-year business plan which focuses on three strategic pillars that will steer our trajectory towards growth.

On digital, Gamuda Land's *Through Your Lens* campaign was a collaboration with REV to drive footfall to their townships through short-form video submissions. Content was curated for a three month campaign, utilising holistic full funnel strategies that emphasised on mobile-first content and short-form video entries. The campaign garnered over 5.5 million total reach across Facebook and Instagram, and over 162,000 social engagements with positive audience sentiments towards the campaign. Similar campaigns were executed for other advertisers using a diverse range of digital content to increase brand awareness and call to action.

The popularity of our radio brands have also captured the attention of advertisers. The *Piknik Hot* campaign, a collaboration between Hot FM and Southeast Asia's leading bread

manufacturer, Gardenia, was a phenomenal success for both brands. Drawing a turnout of over 25,000 across four locations, the campaign garnered the attention of six million listeners over six weeks, along with almost 200,000 social media interactions and over five million video views. Other successful content collaborations for Media Prima Audio include Hot FM's partnership with Tune Talk in the production of the reality show *Lagu Cari Tuan*, and with Yayasan Budi Ihsan Malaysia on the production of *Qurban* for Hari Raya Aidil Adha which was featured on our Malay based radio stations.

Our OOH assets also saw the return of advertisers following years of limited activities due to the Covid-19 pandemic restrictions. Consumer electronics brand Sharp utilised Big Tree's Spectacular Arch, our largest OOH asset located at Malaysia's busiest Federal Highway,

generating significant impact for Sharp's new Aquos XLED TV. Other clients like Takaful Malaysia also returned with a compelling Malaysia Day campaign named *Di Hati Ku*. The campaign showcased a Spectacular Arch and Unipoles at prominent Malaysian expressways, including NKVE, MEX, Elite, and Penang, dominating the landscape and effectively reaching their target audience.



### On-ground Activation

The iconic and trailblazing Karnival Jom Heboh achieved a new milestone in 2022 when it was awarded “Longest Running Outdoor Carnival for 19 years (since 2003)” by the Malaysian Book of Records. Karnival Jom Heboh was held around Malaysia including Putrajaya, Terengganu and Johor, with support from Paynet and DuitNow as our anchor partner. Each location saw approximately 100 participating brands with an average of 300,000 visitors per location.

The iconic Karnival Jom Heboh returned again in June 2023, kicking-off in Shah Alam which recorded over 360,000 visitors. The Shah Alam event featured several exciting highlights including TV3 celebrating their 39<sup>th</sup> anniversary with visitors and loyal viewing fans on-ground with various activities and interactions with the crowd.

Our award shows continue to stay relevant with audiences. Our flagship awards show, Anugerah Juara Lagu, is the longest and most prestigious music award show in the country honouring singers, composers and lyricists. The 37<sup>th</sup> edition, whose main sponsor was cosmetics brand Alha Alfa Cosmetics, recorded over 2.6 million viewers (50.2% audience share), and was broadcasted across multiple platforms. 2023 also saw the introduction of a new award show — Anugerah Ikon Sukan, which involved Harian Metro, TV9, and Hot FM. Anugerah Ikon Sukan is the people’s choice award for outstanding sports achievements for the year. Sponsored by Gardenia, CIMB and Universiti Kebangsaan Malaysia, the awards honoured the achievements of Malaysian sportsmen and women. It reached 900,000 unique viewers on television and 1.7 million social engagements throughout the duration of the campaign.

Another campaign, Media Prima’s Jom Ronda, gained traction and popularity due to its ability to reach communities and neighbourhoods. Jom Ronda brought brands directly to their desired audiences through sampling activities in targeted areas and residential neighbourhoods, taking brands on ground and directly to reach their target consumers. In 2022, we executed three successful roadshows nationwide with support from the brands Redoxon, Listerine and F&N. In 2023, Panasonic Malaysia came on board as the campaigns main sponsor with almost 200 locations visited by the Jom Ronda squad during the Ramadan period.

### Championing the SME market

Omnia’s commitment to accessibility for clients is evident in the creation of boost packages, offering specially curated affordable options to attract smaller scale advertisers. These packages allow clients to tap into Media Prima’s extensive range of platforms and reach their target audiences. The focus on frequency in these packages ensures optimal brand awareness, enticing smaller businesses to take advantage of the opportunity.

In-line with our initiative to support SMEs and boost their business growth, Omnia featured the Jom Iklan booth at Karnival Jom Heboh. The booth showcased various packages across Media Prima platforms, providing SMEs with the opportunity to promote their businesses effectively and reach a wider audience.

As a testament to our commitment to supporting SMEs, Omnia has become an event sponsor for the Platinum Business Awards (PBA) 2023. The awards event serve as a platform for SMEs operating in the northern region to benchmark their capabilities and performance, offering them greater exposure and recognition. During events held in Penang and Ipoh, the audience was guided through the award nomination process and had the opportunity to witness presentations by major event sponsors, including Omnia.

After a strong 2022, Omnia continued to strive in the first two quarters of 2023 with reappearances of fan favourites, iconic new ideas and reaching new audiences. With 2023 starting in an exciting way, Omnia is set to have a fruitful year leading into 2024.

### WHAT’S NEXT?

For the 18 months period, we achieved a revenue of RM1.4 billion and a profit after tax (“PAT”) of RM67.3 million despite the challenging business environment and softer advertising market conditions. We are proud of our progress and diligent efforts to maintain our leadership positions. With strong brands, extensive reach, and innovative content, we are confident in continuing to resonate with our audiences.

We believe that when we are doing well, we should share the profits with three key areas: our shareholders who place their trust in us, the organisation to ensure its continued growth, and our people.

On that note, we are pleased to announce that the Board of Directors has declared a single-tier dividend of 1.5 sen per ordinary share for the financial period.

We recognise the need for constant transformation and have embraced it with humility and an open mind. As we reflect on our journey, we acknowledge the valuable lessons learned and the unyielding spirit that propels us forward.

PwC’s 26<sup>th</sup> Annual Global CEO Survey found that forty percent of global CEOs think their organisation will no longer be economically viable in ten years’ time, if it continues on its current course. Most of those CEOs feel it’s critically important for them to reinvent their businesses for the future. We must scan the horizon for growth.

I am pleased to present Media Prima’s 3-year business plan that focuses on three strategic pillars that will steer our trajectory towards growth. These pillars, namely content boost, inventory premiumisation, and the exploration of new revenue streams, are designed to harness the synergy of our Group’s technological prowess, data-driven insights, and exceptional pool of talents. Our strategic roadmap underscores our commitment to cultivating enduring shareholder value, fortifying the bedrock of business sustainability, and capitalising on our standing as an integrated media group.

### THANK YOU!

This is what it means to be a media company in the 21<sup>st</sup> century. It means being a trailblazer in the ever-evolving media industry. It means harnessing the power of technology and creativity to reach audiences far and wide, delivering captivating stories and experiences that resonate with people from all walks of life. At Media Prima, we thrive on adapting and innovating to stay ahead in this exciting and dynamic landscape.

I want to express my sincere gratitude to our shareholders, employees, stakeholders and partners for their unwavering support as we navigate these turbulent times. Your belief in Media Prima has played a key role in the Group’s success.

We are fully aware of the challenges that lie ahead, but we remain steadfast in our dedication to the media industry, our audiences, and the principles that guide us. Together, we will overcome these challenges, transform them into opportunities, and emerge stronger, ready to shape the future of the media industry.

With gratitude and determination,

**Mohd Rafiq bin Mat Razali**  
Group Managing Director  
Media Prima

# GROUP FINANCIAL REVIEW

## Overview

We changed our financial year end from 31 December to 30 June. As a result, our consolidated financial performance under review disclosed herein refers to the 18 months period from 1 January 2022 to 30 June 2023.

During the 18 months period, we successfully pivoted our business model, leveraging our strength as an integrated media company to stay competitive and sustainable, despite the ongoing economic challenges. As a result, we continued to post consecutive quarterly profits since the third quarter of the financial year ended 31 December 2020.

## Revenue

For the 18 months period, we posted a revenue of RM1,431.7 million despite the challenging business environment and softer advertising market conditions. Three of our largest revenue streams during the 18 months period were advertising revenue at RM1,086.7 million, followed by the sale of home shopping goods and content sales at RM195.8 million and RM74.7 million respectively.

## Other operating income

Other operating income in the 18 months period of RM46.0 million notably included rent concessions of RM15.2 million, gain on disposal of an industrial property in Port Klang ("Port Klang Property") of RM13.4 million and gain on termination of leases of RM6.5 million.

## Operating costs

	Financial period ended 30 June 2023 RM'000	Financial year ended 31 December 2021 RM'000
Amortisation of intangible assets (programmes and film rights)	199,134	91,947
Newsprint and newspaper production	23,134	22,923
Outdoor display and production	67,475	57,142
Cost of home shopping goods sold	141,697	188,501
Other content and media production	90,180	72,308
<b>Total direct costs</b>	<b>521,620</b>	<b>432,821</b>
Transmission, technology and distribution	86,953	62,639
Employee benefits	405,553	287,272
Occupancy	33,285	23,349
Depreciation	122,181	92,592
Amortisation of intangible assets (excluding programme and film rights)	1,623	1,462
Other operating costs	178,390	117,074
<b>Total other operating costs (before impairment of non-current assets and financial instruments)</b>	<b>827,985</b>	<b>584,388</b>
Impairment of non-current assets	1,262	15,505
Net reversal of impairment of financial instruments	(1,231)	(3,135)
<b>Total other operating costs</b>	<b>828,016</b>	<b>596,758</b>
<b>Total operating costs</b>	<b>1,349,636</b>	<b>1,029,579</b>

Total operating costs of RM1,349.6 million was incurred during the 18 months period. Direct cost incurred in generation of revenue totalled to RM521.6 million. The increase in programming and content production cost during the 18 months period was partially offset by a decrease in cost of home shopping goods sold.

Among the large other operating costs were employee benefits costs of RM405.6 million. Depreciation of fixed assets and right-of-use assets were aggregated to RM122.2 million.

#### Taxation

Tax expense of RM46.7 million in the 18 months period translates to an effective tax rate of 41%. The difference between our effective tax rate for the 18 months period and the Malaysian corporate tax rate of 24% was partly due to certain loss-making companies within the group which reduced our profit before tax and real property gains tax incurred from the disposal of the Port Klang Property.

#### Earnings

We posted a profit after tax of RM67.3 million in the 18 months period on the back of improved operational efficiencies despite the challenging operating conditions.

#### Dividend

Reflecting Media Prima's operational and financial performance in the 18 months period, the Board of Directors approved a first and final single-tier dividend of 1.5 sen per ordinary share amounting to approximately RM16.6 million.

#### Total assets

We have total assets of RM1,403.6 million as at 30 June 2023, compared to RM1,408.5 million at the end of the previous financial year ended 31 December 2021.

Non-current assets increased by 4% to RM865.8 million. The increase was mainly due to property, plant and equipment increasing by RM143.3 million due to acquisitions including the Balai Berita Kuala Lumpur property. The increase in property, plant and equipment was offset by a decrease in non-current other receivables by RM119.7 million in relation to the deposits and prepayments for the acquisition of the Balai Berita Kuala Lumpur property as at the end of the previous financial year.

Current assets as at 30 June 2023 decreased by 5% to RM537.8 million, with the decrease mainly attributed to reductions in current trade and other receivables and inventories by RM32.4 million and RM6.7 million respectively. These reductions were partially offset by an increase in current tax recoverable by RM11.9 million.

Non-current assets held for sale of RM11.6 million from the previous financial year end were derecognised during the 18 month period pursuant to the disposal of the Port Klang Property.

#### Total liabilities

Total liabilities stood at RM728.4 million as at 30 June 2023, compared to RM783.9 million as at the end of the previous financial year end. The decrease in non-current liabilities by RM12.0 million was mainly attributed to the RM13.2 million decrease in lease liabilities which was partly due to rent concessions received and termination of several lease contracts during the 18 months period.

Current liabilities reduced by RM43.5 million to RM477.6 million as at 30 June 2023. Trade and payables reduced by RM35.1 million partly due to lower home shopping cost of goods payables, offset by higher liabilities incurred for television programme production. The reduction in current tax payable by RM14.4 million corresponded to the increase in current tax recoverable.

#### Cash flow

Cash and cash equivalents increased by RM1.7 million from RM326.2 million as at 31 December 2021 to RM327.9 million as at 30 June 2023.

Net cash flow generated from operating activities amounted to RM317.6 million mainly due to improved operating performance during the period, offset by a deficit movement in working capital and income tax payments of RM26.9 million and RM71.9 million respectively.

Net cash flow used in investing activities for the 18 months period was RM221.1 million, largely attributed to payments to acquire intangible assets and property, plant and equipment of RM194.6 million and RM66.2 million respectively.

Net cash flow used in financing activities of RM94.8 million during the 18 months period was mostly from net cash outflows from lease liabilities and borrowings of RM69.7 million and RM8.3 million respectively. Net cash flow used in financing activities also consisted of dividend paid amounting to RM16.6 million.

#### Net cash

As at 30 June 2023, our net cash position increased by RM7.2 million to RM43.1 million compared to a net cash position of RM35.9 million at 31 December 2021.

Our gross debt position of RM300.2 million at 30 June 2023 comprising borrowings of RM159.0 million and lease liabilities of RM141.2 million. Reduction of gross debt position by RM5.5 million from RM305.7 million at 31 December 2021 was largely due to reduction of lease liabilities balance by RM10.8 million, as well as repayment of borrowings of RM58.0 million. The reduction is partly offset by drawdown of an Islamic term loan facility, banker's acceptances and revolving credit during the 18 months period amounting to RM48.7 million, RM7.9 million and RM5.0 million respectively.

# GROUP FINANCIAL REVIEW

## 5-Year Financial Highlights

	2022/2023 <sup>1</sup>	2021	2020	2019	2018
<b>Operating Performance (RM'000)</b>					
Revenue	<b>1,431,727</b>	1,120,188	1,041,565	1,106,039	1,185,737
Profit/(Loss) Before Tax	<b>114,038</b>	90,223	(5,787)	(173,001)	60,640
Profit/(Loss) After Tax	<b>67,320</b>	51,562	(18,086)	(185,488)	58,991
Profit/(Loss) Attributable to Owners of the Company	<b>64,625</b>	55,231	(18,378)	(177,850)	58,623
<b>Key Data on Financial Position (RM'000)</b>					
Total Assets	<b>1,403,648</b>	1,408,538	1,367,089	1,435,178	1,317,602
Total Debt <sup>2</sup>	<b>300,220</b>	305,676	310,566	252,169	4,169
Share Capital	<b>1,524,735</b>	1,524,735	1,524,735	1,524,735	1,524,735
Shareholders' Equity <sup>3</sup>	<b>680,182</b>	632,139	576,914	598,699	808,622
<b>Share Information (Sen Per Share)</b>					
Basic Earnings/(Loss) Per Share <sup>4</sup>	<b>5.83</b>	4.98	(1.66)	(16.03)	5.29
Net Assets Backing Per Share	<b>61.32</b>	56.99	52.01	53.98	72.90
Dividend Per Share <sup>5</sup>	<b>1.5</b>	1.5	-	-	-
<b>Financial Ratios</b>					
Return on Shareholders' Equity (%)	<b>10%</b>	9%	-3%	-30%	7%
Return on Total Assets (%)	<b>5%</b>	4%	-1%	-13%	4%
Gearing Ratio (Debt to Equity)	<b>0.44</b>	0.49	0.54	0.42	0.01
Interest Cover Ratio	<b>5.4</b>	6.6	0.6	(9.5)	3.8

1 Financial period for a period of eighteen (18) months from 1 January 2022 to 30 June 2023 pursuant to the change in financial year end from 31 December to 30 June

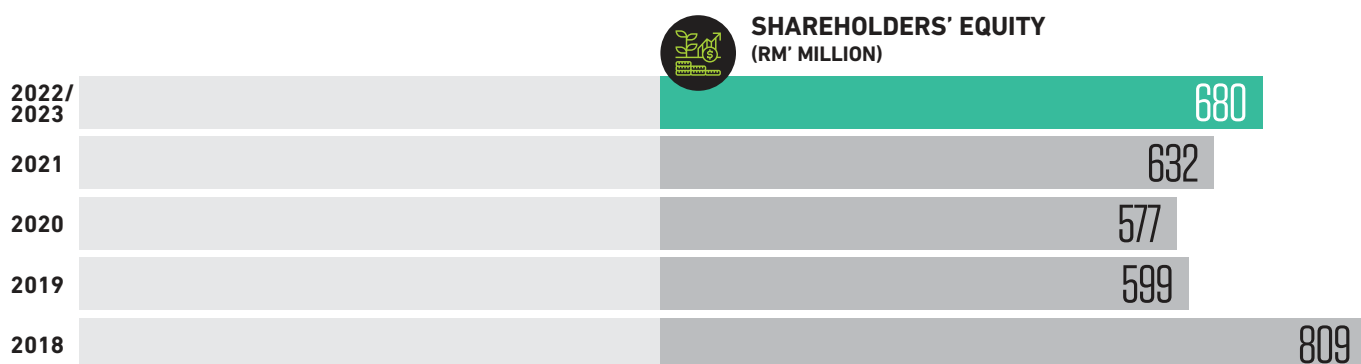
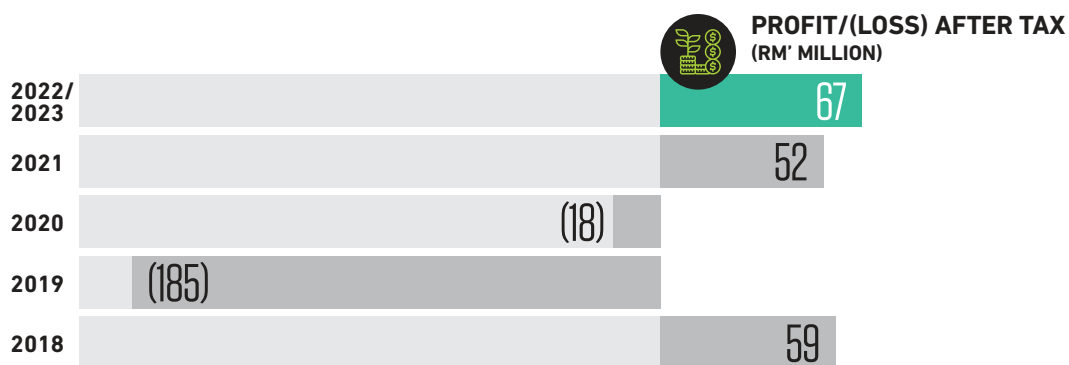
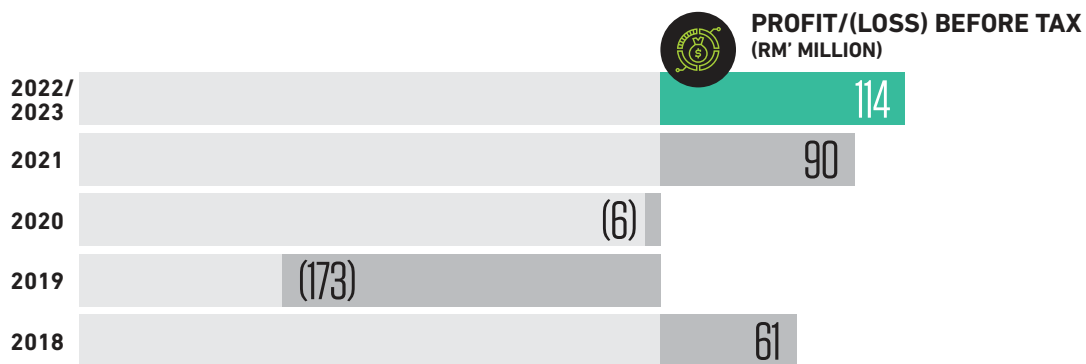
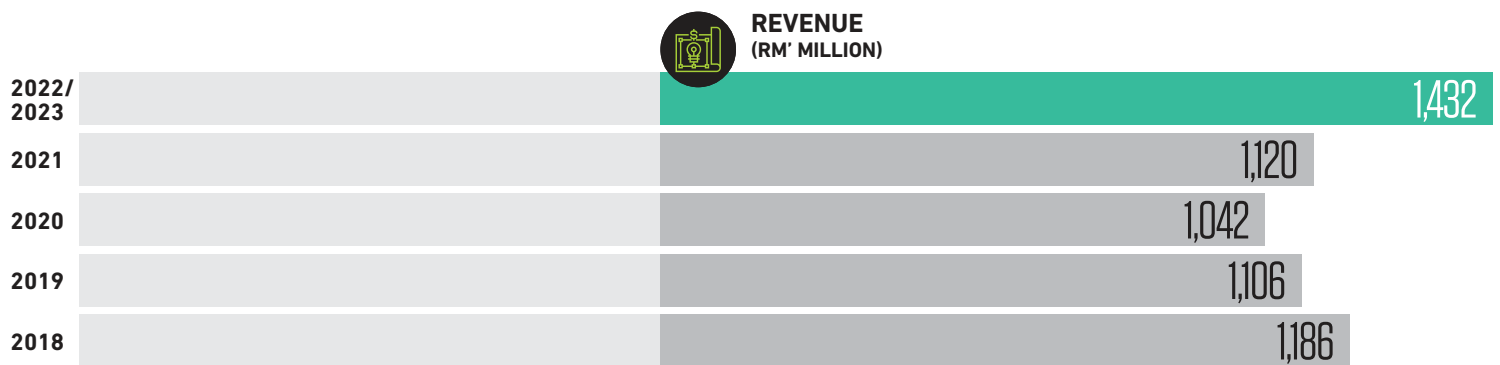
2 Comprises of borrowings and lease liabilities

3 Comprises of share capital, other reserves and (accumulated losses)/retained earnings

4 Basic earnings/(loss) per share is calculated by dividing the net profit/(loss) attributable to the owners of the Company by the weighted average number of ordinary shares in issue

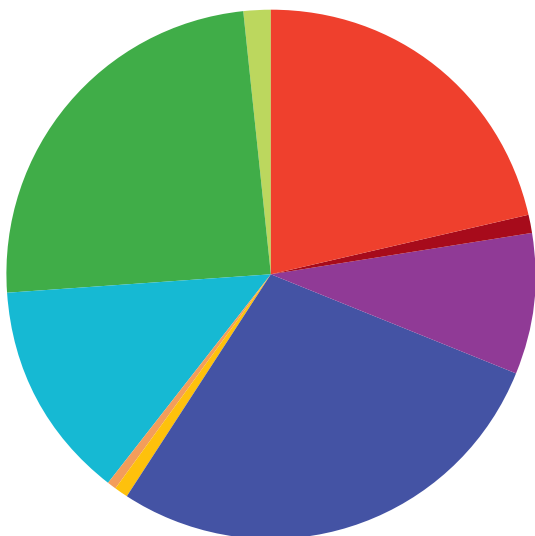
5 Dividend per share is the total dividend declared in respect of the respective financial period/year(s)

## 5-Year Performance Summary



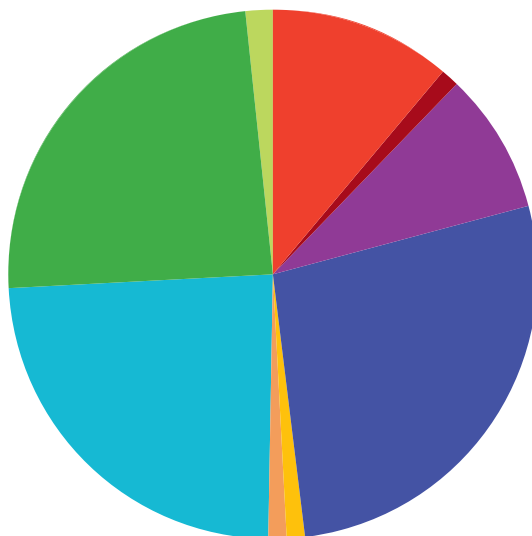
# GROUP FINANCIAL REVIEW

TOTAL ASSETS  
AS AT 30 JUNE 2023



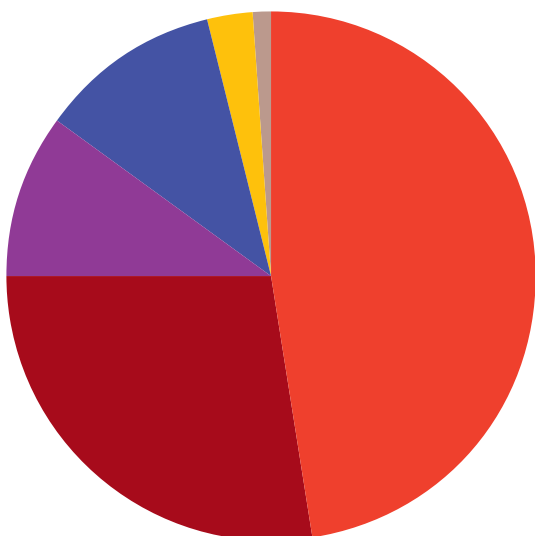
- **21.5%** Property, plant and equipment
- **1.1%** Investment properties
- **8.7%** Right-of use assets
- **28.0%** Intangible assets
- **0.9%** Deferred tax assets
- **0.6%** Inventories
- **13.3%** Trade and other receivables
- **24.5%** Cash and bank balances
- **1.4%** Other assets

TOTAL ASSETS  
AS AT 31 DECEMBER 2021



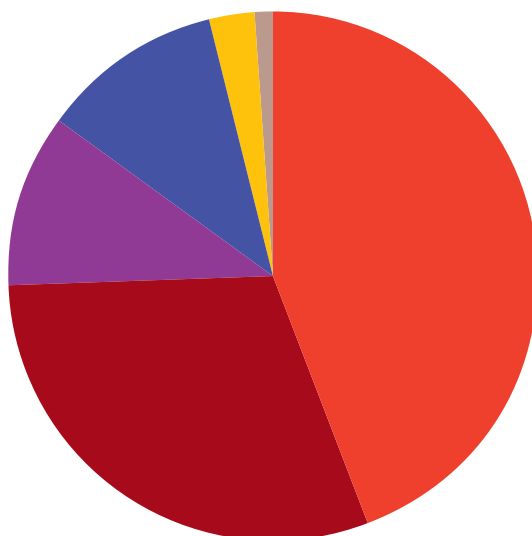
- **11.3%** Property, plant and equipment
- **1.1%** Investment properties
- **8.5%** Right-of use assets
- **27.3%** Intangible assets
- **1.0%** Deferred tax assets
- **1.1%** Inventories
- **24.0%** Trade and other receivables
- **24.3%** Cash and bank balances
- **1.4%** Other assets

TOTAL LIABILITIES & EQUITY  
AS AT 30 JUNE 2023



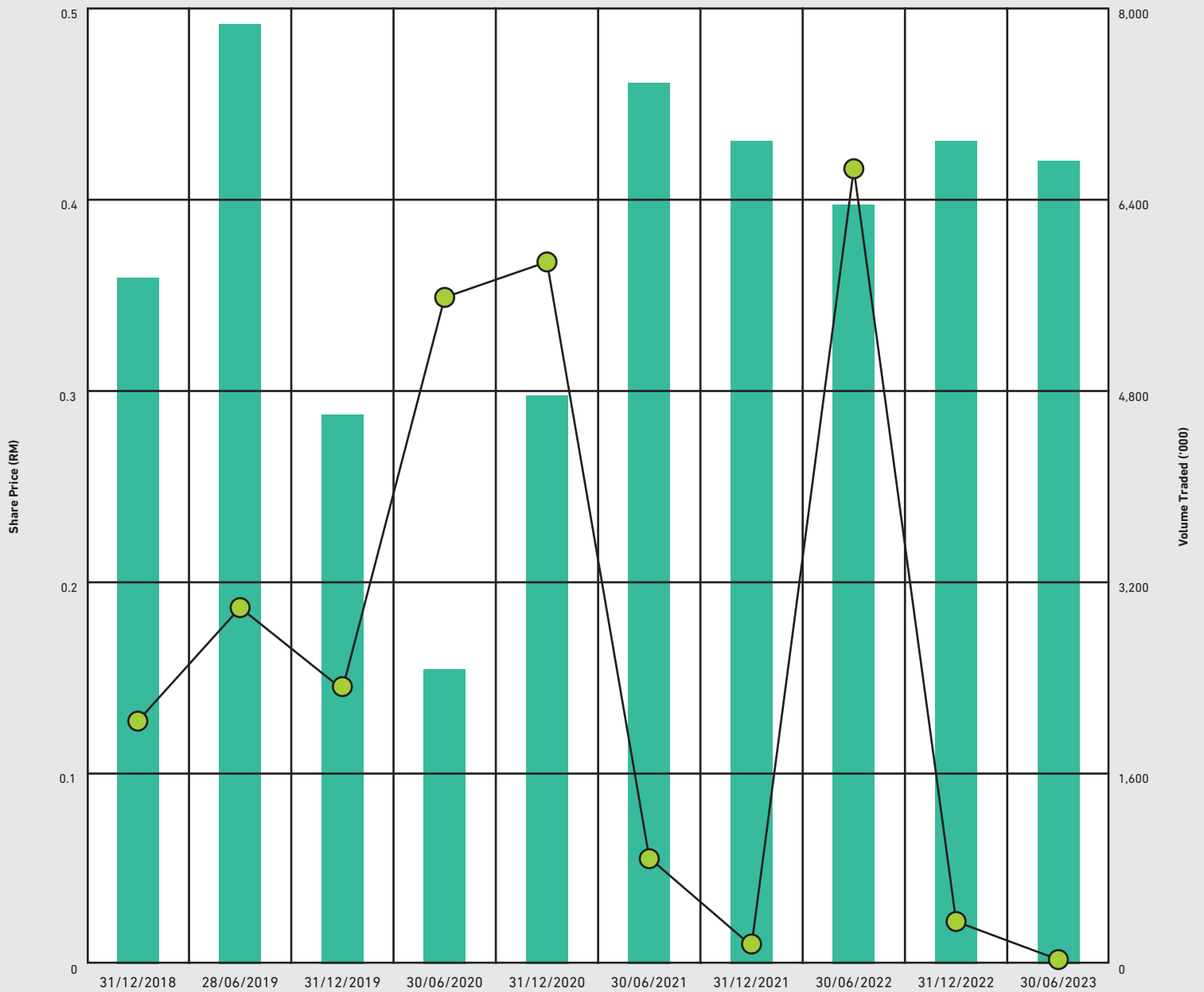
- **48.1%** Total equity
- **27.6%** Trade and other payables
- **10.1%** Lease liabilities
- **11.3%** Borrowings
- **2.6%** Deferred tax liabilities
- **0.3%** Current tax payables

TOTAL LIABILITIES & EQUITY  
AS AT 31 DECEMBER 2021



- **44.3%** Total equity
- **30.0%** Trade and other payables
- **10.8%** Lease liabilities
- **11.0%** Borrowings
- **2.6%** Deferred tax liabilities
- **1.3%** Current tax payables

# SHARE PRICE CHART



Date	31/12/2018	28/06/2019	31/12/2019	30/06/2020	31/12/2020	30/06/2021	31/12/2021	30/06/2022	31/12/2022	30/06/2023
Share Price (RM)	0.35	0.48	0.28	0.15	0.29	0.45	0.42	0.39	0.42	0.41
Volume Traded	1,964,000	2,893,000	2,246,400	5,432,600	5,723,100	837,700	139,000	6,485,900	323,300	11,700

# SUSTAINABILITY STATEMENT

## Inside This Statement

Media Prima Berhad (“Media Prima” or “the Group”) remains dedicated to expanding our business. Within the Group, concepts of business resilience and sustainability involve not only building a solid foundation in core business principles but also formulating forward-looking strategies to effectively handle challenges. This sustainability statement provides an overview of our endeavours to realise these goals, focusing on our economic, environmental, social and governance undertakings as well as accomplishments throughout the Group.

### REPORTING APPROACH, GUIDELINES AND REFERENCES

This statement has been meticulously prepared in accordance with the Sustainability Reporting Guide (3<sup>rd</sup> Edition) of Bursa Malaysia Securities Berhad. We have also referred to the Global Reporting Initiative (GRI) Standards as a guideline and aligned our initiatives with the United Nations Sustainable Development Goals (UNSDGs).



Bursa Malaysia Securities Berhad's Sustainability Reporting Guide (3<sup>rd</sup> Edition)



Global Reporting Initiative (GRI) Standards



United Nations Sustainability Development Goals (UNSDGs)

### SCOPE OF REPORTING

This statement covers the sustainability performance for all of our business platforms, comprising a group of media-related businesses involved in television and radio broadcast, print, content creation, digital, commerce, out-of-home media and sales.

While we do extend our services abroad, our primary business operations are based in Malaysia.

### REPORTING PERIOD

**1 January 2022 – 30 June 2023**

*(unless stated otherwise in the statement)*

Due to the change in our financial reporting period, this statement includes figures for 18 months. Due to the change in the reporting periods, we have disclosed information separately for 2022 covering a 12-month period and for 2023 covering a 6-month period.

While it may be challenging to make a year-on-year comparison for this period, data for the years 2020 and 2021 can be found in the Sustainability Report for reference.

Your views are important to us. Please send your feedback and suggestions to:

**Group Corporate Communications Department**

Balai Berita, Anjung Riong, 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur, Malaysia  
Contact Number: 1 300 300 672 or +603 2282 0353



**SUSTAINABILITY STRATEGY**

The Group’s sustainability strategy is anchored in our four core focus areas: Economic, Environmental, Social and Governance (EESG). These areas guide us in establishing a sustainable agenda that are aligned with our aspirations, facilitated through our diverse range of integrated media offerings.

We remain committed to engaging with our stakeholders, to foster mutual awareness and deepen our understanding as well as efforts on material matters crucial for our long-term success. It is essential to recognise that sustainability is not a static destination but an ongoing journey. Therefore, in Media Prima, we will continuously support, develop and implement initiatives that promote responsible and impactful media practices, not just within our Group but also in the wider industries.

With this approach and our persistent dedication to sustainable practices, we aim to create a lasting, positive impact and contribute to a more balanced media ecosystem.






# SUSTAINABILITY STATEMENT






## KEY STAKEHOLDERS ENGAGEMENT

Media Prima is dedicated to enriching lives through informative, entertaining and engaging media content. We have multiple stakeholders that hold a central role in our daily operations, and we place a strong emphasis on regular engagement with our key stakeholders to build powerful relationships. This approach not only enhances our accountability but also provides valuable insights into their expectations, helping us refine and strengthen our sustainability strategies.

The table outlines the various formal and informal methods through which we maintain meaningful connections with our stakeholders. Our key stakeholders encompass a diverse range, including customers, employees, government bodies, regulators, shareholders, analysts and many more. We recognise that our stakeholder groups may have varying areas of interest in our business. However, we are committed to addressing their different interests, concerns and needs via their preferred platforms or methods of engagement.

Active engagement with our stakeholders reinforces our commitment to understanding their needs and perspectives, as we collaboratively work toward a more sustainable and impactful future.

Stakeholder	Methods of Engagement	Areas of Interest	Addressing Their Interest
 <p><b>Customers</b> Including Viewers, Users, Listeners, Readers, Advertisers and Shoppers</p>	<ul style="list-style-type: none"> <li>• Customer satisfaction surveys</li> <li>• Customer complaint tools</li> <li>• Social media</li> <li>• Websites</li> <li>• Materiality survey</li> </ul>	<ul style="list-style-type: none"> <li>• Viewing preference</li> <li>• Content development</li> <li>• Technical support</li> <li>• Social discourse</li> <li>• Privacy and freedom of expression</li> <li>• Children's rights</li> </ul>	<p>Customers and the competition are instrumental to our prospects. By sharing a common goal across the Group, we give our customers value-added experiences via our products/services.</p>
 <p><b>Employees</b></p>	<ul style="list-style-type: none"> <li>• Employee satisfaction surveys</li> <li>• Employee engagement programmes</li> <li>• Internal communications such as newsletters and the intranet</li> <li>• Events and functions</li> <li>• Employee grievance system</li> <li>• Materiality survey</li> </ul>	<ul style="list-style-type: none"> <li>• Equal opportunity</li> <li>• Diversity</li> <li>• Career progression</li> <li>• Benefits and rewards</li> </ul>	<p>Employees are key to our innovation-driven culture. They drive success and we are committed to being a good employer.</p>
 <p><b>Regulatory Authorities</b></p>	<ul style="list-style-type: none"> <li>• Regular communication</li> <li>• Reports and compliance</li> <li>• Periodic meetings</li> <li>• Regular environmental reporting to the Department of Environment</li> <li>• Materiality survey</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance to all regulations</li> <li>• Reducing our environmental footprint</li> </ul>	<p>We have established sustainability governance measures to manage risk, ensure compliance and operate with integrity at all times.</p>

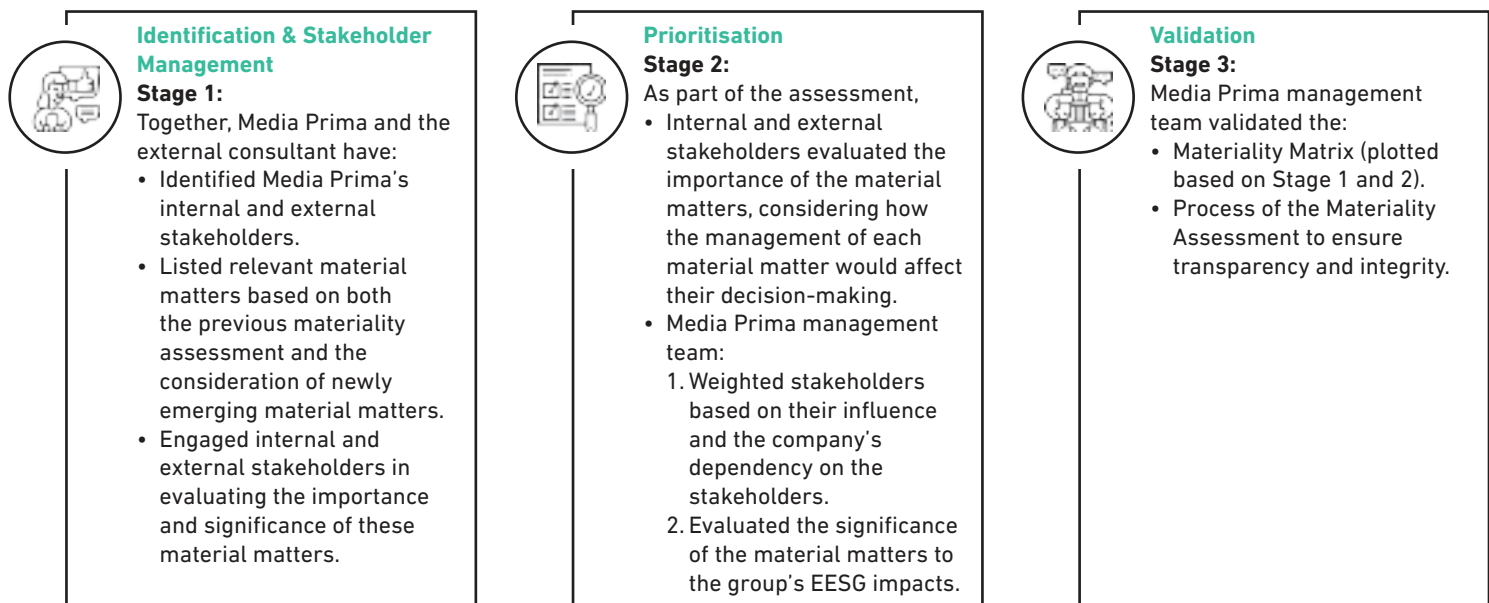
Stakeholder	Methods of Engagement	Areas of Interest	Addressing Their Interest
 <p><b>Shareholders, Analysts and Investors</b></p>	<ul style="list-style-type: none"> <li>• Results announcement meetings</li> <li>• Annual General Meetings</li> <li>• Regular updates and communications</li> <li>• Investor roadshows</li> <li>• Materiality survey</li> <li>• Video conferencing and video calls</li> </ul>	<ul style="list-style-type: none"> <li>• Long-term profitability</li> <li>• Sustainability matters</li> <li>• Company's performance against targets</li> <li>• Compliance with all relevant requirements</li> </ul>	<p>We are committed to delivering economic value to our capital providers through a strong financial performance and our engagement methods.</p>
 <p><b>Community and the Public</b></p>	<ul style="list-style-type: none"> <li>• Financial and non-financial contributions</li> <li>• Philanthropic activities</li> <li>• Volunteerism programmes</li> <li>• Events and roadshows</li> <li>• Materiality survey</li> </ul>	<ul style="list-style-type: none"> <li>• Social and economic development contributions</li> <li>• Socio-environmental impacts</li> </ul>	<p>We strive to be a strategic partner and a positive force in our local communities.</p>
 <p><b>Value Chain Partners</b> <i>Including Third-Party Suppliers and Vendors and Event Sponsor</i></p>	<ul style="list-style-type: none"> <li>• Contract bidding and procurement management</li> <li>• Training and talent management</li> <li>• Programme roadshows</li> <li>• Programme licensing negotiations</li> <li>• Materiality survey</li> <li>• Video conferencing and video calls</li> </ul>	<ul style="list-style-type: none"> <li>• Fair procurement</li> <li>• Efficient supply chain Management</li> </ul>	<p>We manage supplier relationships through our supplier code of conduct.</p> <p>Conforming to international ethical standards, this code stipulates the conduct expected from suppliers in areas such as economic sustainability, environmental sustainability and social responsibility.</p>
 <p><b>Interest Groups</b> <i>Including Non-Governmental Organisations and Industry Analysts</i></p>	<ul style="list-style-type: none"> <li>• Regular and ad-hoc meetings</li> <li>• Official launches</li> <li>• Events</li> <li>• Open dialogue</li> <li>• Interviews, press releases and websites</li> <li>• Materiality survey</li> </ul>	<ul style="list-style-type: none"> <li>• Company's performance</li> <li>• Rights of vulnerable groups</li> <li>• Future direction</li> <li>• Digital media's influence on society</li> </ul>	<p>Views of interest groups are included when considering the societal impact of operations.</p>
 <p><b>Industry Peers</b></p>	<ul style="list-style-type: none"> <li>• Conferences and meetings</li> <li>• Industry workshops</li> <li>• Networking events</li> <li>• Materiality survey</li> </ul>	<ul style="list-style-type: none"> <li>• Our performance</li> <li>• Compliance</li> <li>• Development within the media industry</li> </ul>	<p>We have an excellent record of collaborating with key partners and engaging with thousands of industry players and other stakeholders every day. Sharing ideas and inspiring positive change allows us to continue making the greatest possible difference.</p>

# SUSTAINABILITY STATEMENT

## MATERIALITY ASSESSMENT

Material matters, also known as sustainability matters, are critical aspects that can impact our business's long-term value generation. They can either pose risks that reduce value or offer opportunities that enhance value creation. In 2021, we engaged an external consultant to refresh the Materiality Assessment used in this statement, ensuring a comprehensive review of the relevance of identified material matters. For this reporting period, we have chosen to use the same materiality assessment and matrix, with plans to conduct another refresh of the materiality assessment in the next reporting period.

The Materiality Assessment process is outlined below:



Referring to the Materiality Matrix on the following page, it is noteworthy that all seventeen (17) identified material matters hold significant importance and have been classified into the four core focus areas: Economic, Environmental, Social and Governance.

This sustainability statement will provide detailed insights into how we address both opportunities and risks associated with each of these material matters.

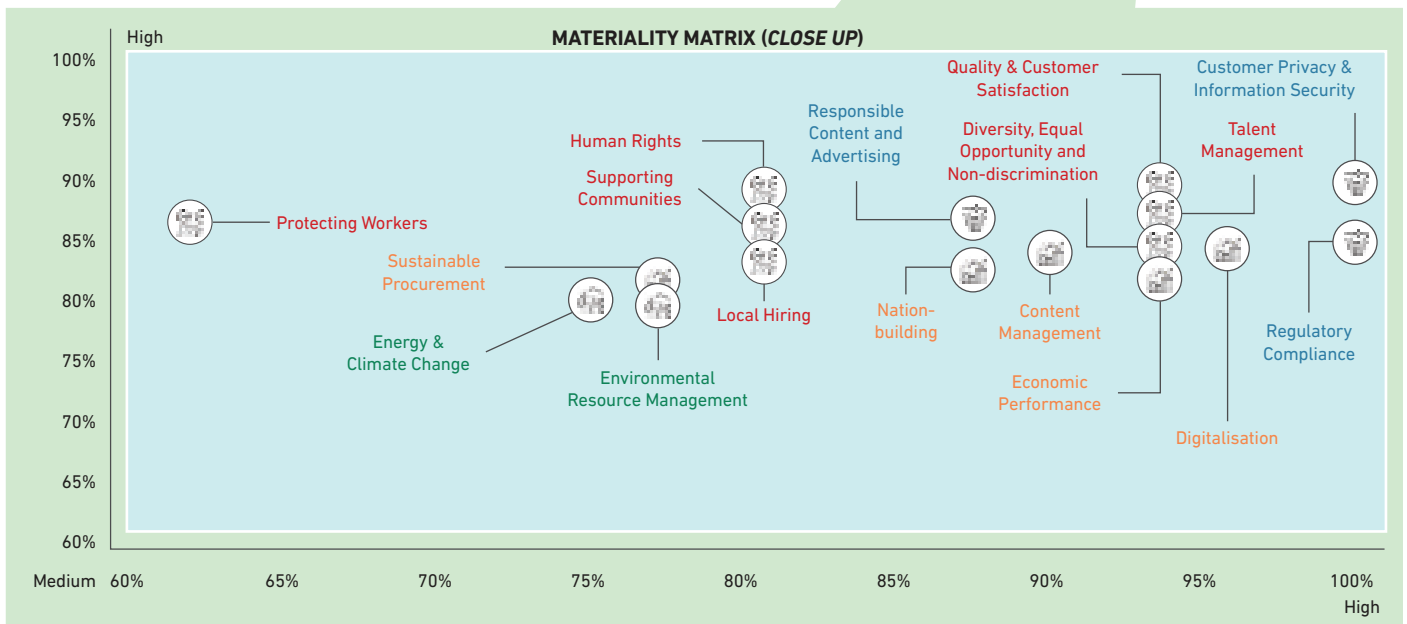
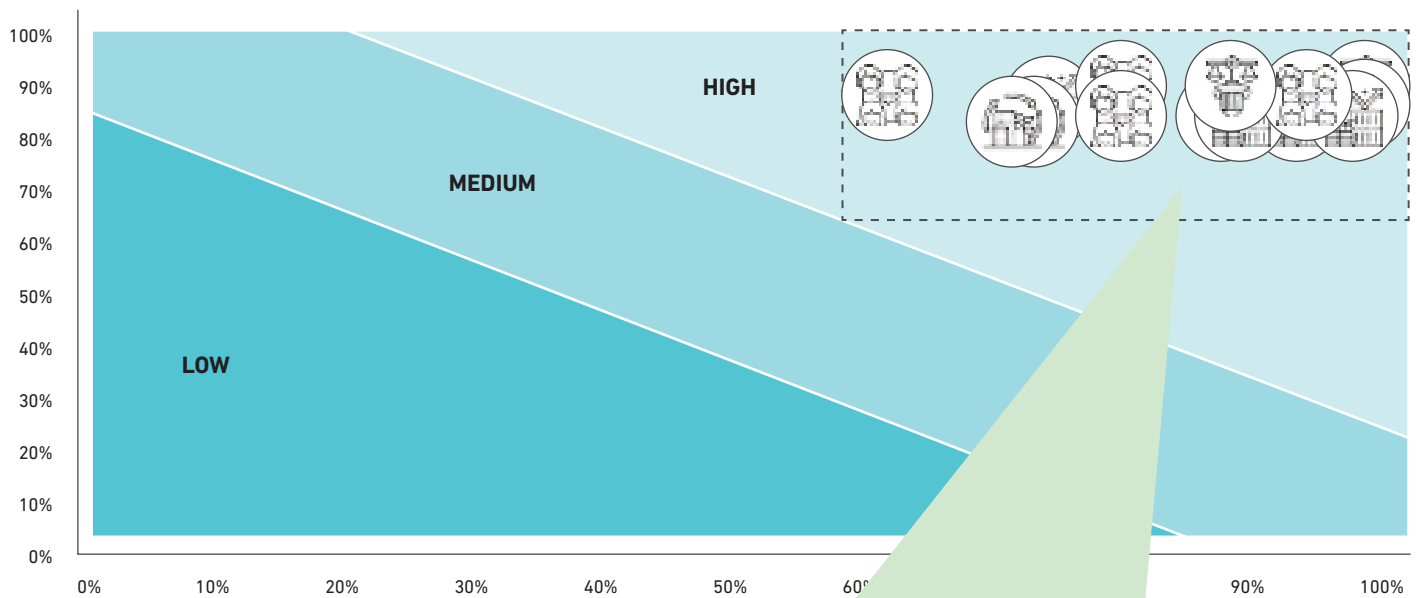
**MATERIALITY MATRIX**

Based on the materiality matrix below, seventeen (17) sustainability matters were identified as high priorities. The higher a material matter is positioned on the graph, the more important it is to our stakeholders, thereby influencing their assessments and decision-making when engaging with Media Prima. Material matters located toward the right side of the graph have a significant impact on the Group's EESG performance.

The material matters are categorised into the following four core focus areas:



**MATERIALITY MATRIX**



Significance to Group's EESG Impacts

# SUSTAINABILITY STATEMENT

## ALIGNMENT OF MATERIAL MATTERS TO UNSDGs

Media Prima has identified 12 out of the 17 United Nations Sustainable Development Goals (UNSDGs) that are aligned with the Group’s sustainability directions and initiatives. This means that as we strive to enhance our sustainability performance, we are also contributing to the UNSDGs, which serve as a global shared blueprint for promoting peace and prosperity for both people and the planet.

We have outlined the significance of each material matter to Media Prima and its corresponding contribution to the 12 identified UNSDGs:



### ECONOMIC

Material Matters	Why They Matter To Us	Contribution to UNSDGs
<b>M1 Digitalisation</b>	Stay competitive during rapid shifts in media landscape to digital advertising, home shopping, e-commerce, mobile apps and streaming	
<b>M2 Economic Performance</b>	Ensure equitable distribution of economic value among stakeholders and consider the broader economic impacts on society	
<b>M3 Content Management</b>	Ensure relevance and establish competitive advantage by managing content for traditional and digital distribution channels	
<b>M4 Nation-building</b>	Develop local infrastructure and services which will have an impact on the local community, one of our key stakeholders	
<b>M5 Sustainable Procurement</b>	Ensure provision of quality products/services and minimal disruption to the supply chain	

### ENVIRONMENTAL

Material Matters	Why They Matter To Us	Contribution to UNSDGs
<b>M6 Environmental Resource Management</b>	Optimise the use of materials and water for cost-savings as well as management of waste according to regulatory requirements	
<b>M7 Energy and Climate Change</b>	Optimise energy consumption to improve cost-effectiveness and play a role in contributing to the nation's goal of achieving Net Zero by 2050	



**SOCIAL**

Material Matters	Why They Matter To Us	Contribution to UNSDGs
<b>M8 Talent Management</b>	Strengthen content creation, audience engagement and audience loyalty because talent is a significant differentiator in a highly competitive media industry	
<b>M9 Quality and Customer Satisfaction</b>	Gain a competitive edge in the industry and improve and maintain audience retention and engagement for long-term viability	
<b>M10 Diversity, Equal Opportunity and Non-discrimination</b>	Ensure representation and inclusivity in our decision-making, ideas and practices to promote innovation, creativity and wider reach to diverse audience and customers	
<b>M11 Human Rights</b>	Uphold freedom of expression and information which is fundamental to media's role in society	
<b>M12 Supporting Communities</b>	Contribute and make a positive impact in our community while using our platforms to increase awareness and bring help to those who need	
<b>M13 Local Hiring</b>	Contribute to economic development in local areas and communities in which we operate	
<b>M14 Protecting Workers</b>	Ensure a safe and productive work environment, foster employee well-being, and maintain operational efficiency	



**GOVERNANCE**

Material Matters	Why They Matter To Us	Contribution to UNSDGs
<b>M15 Customer Privacy and Information Security</b>	Protect the safety, interest and privacy of customers and the Group's data assets	
<b>M16 Regulatory Compliance</b>	Prevent corrupt and anti-competitive behaviour and comply with all other economic, environmental and social legislation	
<b>M17 Responsible Content and Advertising</b>	Maintain credibility and trust as a reliable media group to protect the brand reputation and earn audience loyalty	

# SUSTAINABILITY STATEMENT



## DIGITALISATION

### WHAT IT IS AND WHY IT MATTERS

Digitalisation refers to the transformative integration of digital technologies across a company’s operations, processes, and offerings. In the context of Media Prima, it signifies our proactive response to the rapid shifts in the media landscape, encompassing digital advertising, home shopping, e-commerce, mobile apps, and streaming.

By embracing digitalisation, we ensure our ability to stay competitive amid these transformative changes, while also enabling innovative engagements with our audiences. This strategic adoption of digital technologies not only ensures our relevance in this dynamic era but also strengthens our sustainability efforts by optimising resource use and amplifying the impact of our media content.

The adoption of technology and the implementation of digitalisation vary across our various business platforms. Below, you will find key indicators and initiatives taken by our respective platforms during the 18 month period from January 2022 to June 2023.

#### KEY INDICATORS

*(Jan 2022 – June 2023)*

### Media Prima Television Networks

# 30

digital platforms, microsites and initiatives

⏪ ⏩ ⏸
⋮

Approximately 30 platforms, microsites, and other initiatives were rolled out over the past 18 months to acquire more digital audiences as well as grow our digital reach.

The intention is to improve our digital revenue through the enablement of programmatic ads revenue and direct client integration.

#### REV Media Group’s Award-Winning Platforms

## 2022

**MDA d Awards 2022**

- Best Digital Publisher of the Year (Gold)
- Best Integrated Media Campaign (Silver)

**Huawei Developer Day APAC 2022**

- Best Digital Media Award

**HAM Report 2022 by MARKETING Magazine**

- Sparkling Golden Recipient

## 2023

**MDA d Awards 2023**

- Best Digital Tech Product (Gold)
- Best Use of Digital Marketing Innovation (Gold)
- Best Digital Publisher of the Year (Silver)
- Best Use of Data (Silver)
- Best Use of Mobile (Silver)
- Digital Person of the Year (Silver)

**Kelantan Business Entrepreneurship Awards 2023**

- ‘Sirap Limau’ is awarded Outstanding in Digital Online Platform for Lifestyle



## WHAT WE DID

### New Digital Initiatives

**MyUndi**, a digital tech product that changed the way Malaysians participate in the democratic process, earned REV Media Group (REV) the Best Digital Tech Product (Gold) at the MDA d Awards 2023. Themed 'Holistic Digital Experience for GE15', MyUndi introduced easy-to-use features that simplify data, empowering individuals to engage and learn updates about the election process.



To enhance our services, REV has also introduced two new digital initiatives aimed at providing the following benefits:

### REV-ID

A first-party data platform that allows businesses to reach their target audience with more relevant and effective advertising. It combines data from across all of REV's properties, including websites, apps, and offline channels, to create a unique and comprehensive view of each user.

#### Benefits:

- Increased Accuracy in Ads Targeting
- Improved Relevance in Ads Creation
- Enhanced Transparency in Ads Performance

### REV AD MANAGER

A self-serve platform that allows businesses to create and manage their own advertising campaigns on REV's properties. RAM is designed to be easy to use and provides businesses with a variety of targeting options.

#### Benefits:

- Increased Revenue
- Improved Customer Service
- Growth in Brand Awareness

### AI-Powered Radio DJ

Fly FM made broadcasting history in Malaysia by unveiling the nation's inaugural artificial intelligence-powered radio DJ, Aina Sabrina. Meticulously crafted by Fly FM's adept production engineers, Aina boasts an extensive music database at her virtual fingertips.

This AI marvel possesses the ability to craft and seamlessly blend music in real-time, offering personalised music recommendations tailored to individual preferences.

As a testament to Aina's groundbreaking presence, the internationally acclaimed cultured milk brand, Calpis has joined forces with Fly FM as the official sponsor for Malaysia's inaugural AI radio show: "Calpis with Aina".



### OOH Programmatic Readiness

Big Tree has embarked on a substantial endeavour to elevate the landscape of Out-of-Home (OOH) advertising in Malaysia by embracing programmatic readiness. In partnership with Hivestack, we have seamlessly integrated programmatic capabilities into an extensive network of digital screens strategically positioned across shopping malls, rail transit lines, and bustling commercial zones within the vibrant Klang Valley.

This transformative leap empowers us to curate an expanded array of inventories that harness cutting-edge technological advancements, facilitating a multifaceted and strategic approach to OOH advertising. Our programmatic-ready digital screens now offer pinpoint accuracy in measuring the effectiveness of OOH campaigns, leveraging location-specific audience pools to enhance precision and impact.

Programmatic can measure:

- Real-time in-flight campaign pacing
- Impressions served
- Full-funnel attribution
- Brand awareness, lift or recall
- Intent and consideration
- Footfall traffic and in-store visitation
- Outcomes based on first party data

# SUSTAINABILITY STATEMENT



## ECONOMIC

### ECONOMIC PERFORMANCE & NATION BUILDING

#### WHAT IT IS AND WHY IT MATTERS

As a leading media company in Malaysia, Media Prima holds a dual responsibility: not only must it ensure the creation and equitable distribution of economic value among its diverse stakeholders, but it also bears the duty of recognising and nurturing initiatives that drive positive national transformation.

Media Prima's commitment to economic performance and nation-building extends beyond profit generation, reflecting our dedication to sustainable growth, responsible financial practices, and the lasting socio-economic well-being of our nation.

Below are some key highlights that offer insights into our economic performance, contributions to nation-building efforts in the past 18 months and a glimpse into our strategic focus and plans.

<b>KEY INDICATORS</b> (Jan 2022 – June 2023)		
	<b>Jan – Dec 2022 (12 months)</b>	<b>Jan – June 2023 (6 months)</b>
<b>Total Economic Value Generated</b>	<b>RM997,879,000</b>	<b>RM433,848,000</b>
<b>Total Economic Value Distributed</b>	<b>RM965,880,000</b>	<b>RM468,033,000</b>
<b>Types of Economic Distribution:</b>		
<b>Payment to Vendors</b>	<b>RM667,623,000</b>	<b>RM298,418,000</b>
<b>Payment to Employees</b>	<b>RM267,962,000</b>	<b>RM137,591,000</b>
<b>Tax Incurred</b>	<b>RM30,295,000</b>	<b>RM15,386,000</b>
<b>Payment of Dividends</b>	<b>-</b>	<b>RM16,638,000</b> (for the period of 18 months, distributed in 2023)
<b>Number of Employees</b>	<b>2,383</b>	<b>2,410</b>

**WHAT WE DID**

Media Prima is dedicated to creating economic value for both our stakeholders and the nation. As an integrated media company, we are committed to leading the way forward in the local entertainment landscape, keeping the public informed with the latest news, and bolstering the growth of Small and Medium Enterprises (SMEs) through our diverse range of solutions across multiple media platforms. Our efforts and achievements include the following:

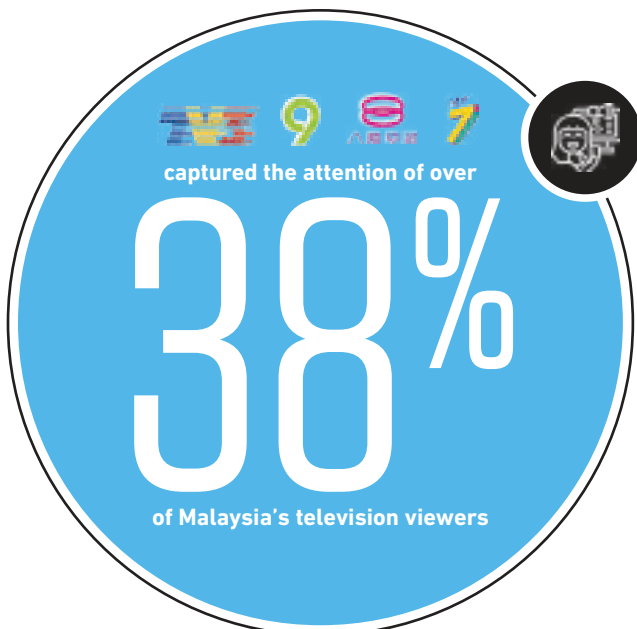
**Navigating the Changing Tides of Television**

While Over-The-Top (OTT) platforms are gaining momentum among specific audience segments, traditional television continues to captivate mass audiences, providing an opportunity for television to evolve into a more personalised and engaging experience.

MPTN has firmly cemented the status as nation’s most-watched television network. An impressive nine out of the top 10 most-watched television programmes in the country originated from our stations. We also have consistently expanded our live streaming and on-demand video offerings. This was reflected in a notable transformation occurred within Tonton, Malaysia’s pioneering homegrown video streaming service. One of the enhancements is the introduction of TontonUp.

To adapt to changing consumer habits, we are committed to producing exceptional content and forming local and regional strategic partnerships, while extensively promoting it on platforms like YouTube, TikTok, Instagram, and Facebook. In 2023, *Ejen Ali Season 3* premiered, marking a successful co-production with Primeworks Studios, WAU Animation, and Disney+ Hotstar, following the success of its predecessors.

These partnerships mirror our successes with international streaming platforms, enabling us to connect with new audiences while maintaining our reputation for innovative storytelling and top-notch production. To uphold this commitment, we are intensifying our production operations through rigorous research, meticulous planning, benchmarking, and thorough evaluation. Furthermore, we plan to invest in cutting-edge data and technology to refine audience targeting and engagement, facilitate performance measurements, and ensure compliance with evolving industry standards.



# SUSTAINABILITY STATEMENT



## ECONOMIC

### Making Waves with Media Prima Stations

Similarly in radio, Media Prima Audio (MPA) explored new ways to improve our stations standing among listeners. Some of the notable achievements include:

#### 25% of 21.4 million weekly listeners

In the first quarter of 2023, MPA's radio stations which consist of Hot FM, Buletin FM, Molek FM, Fly FM and 8FM has:

- Recorded 5.26 million average listeners in Peninsular Malaysia.

#### Addition of Molek FM to the family

MPA introduced this brand-new station, Molek FM with:

- The tagline "Gu Pantai Timur", to entertain the communities in the East Coast.
- A maintained highest time-spent listening (TSL) for a Malay radio station.

#### KJ Jadi DJ campaign

Hot FM expanded its audience through featuring Khairy Jamaluddin, a prominent Malaysian political figure, on its morning breakfast show. The campaign's success was:

- Underscored by its Gold Trophy win at the APPIES 2023 awards.
- The radio's dedication to creating innovative and relevant content for Malaysians was affirmed.

#### Fresher content with Kool 101

Buletin FM transformed into Kool 101 in July 2023. Kool 101 is:

- A Malay talk radio station catering to urban listeners aged 25-49.
- Represents a platform for sharing knowledge on contemporary issues.
- Producing programmes on women's entrepreneurship.

### Going Beyond Prints to Serve Today's and Tomorrow's Consumers

In Media Prima printing business, global digital disruptions impacting newspaper circulation are inevitable. Media Prima's three key strategies to ensure relevance and business sustainability are:

#### COST

- Adopted an aggressive cost management initiative.
- More than 60% cost saved.
- Process improvements in maintaining low operating costs.

#### CONTENT

- Commitment to delivering timely and accurate content.
- Earned trust and loyalty of readers through content generation (print and digital).

#### REACH

- Berita Harian, Harian Metro, and New Straits Times respectively drew over 3.8 million, 3.6 million and 2.5 million monthly unique online visitors.
- Continue to align with consumers and advertisers through our digital initiatives.

**Riding the Waves of Future Out-of-Home (OOH) Advertising**

During the 18 months, Big Tree observed a significant shift in consumer behaviour, marked by a trend of revenge spending and increased travel post-pandemic. This shift presented opportunities in the OOH advertising sector, as advertisers sought visibility outdoors. We pursued asset premiumisation and asset rationalisation to take advantage of the shift. Below are the details of our ongoing efforts:

**Asset Premiumisation****Enhancing our existing assets with advanced digital capabilities**

- Transformed five high-performing static unipoles into stunning premium digital screens.
- Upgraded pillar wrap on the Federal Highway to a Spectacular Lightbox.

**Asset Rationalisation****Optimise existing inventory with only high-performing assets**

- Introduced five new premium digital assets at strategic locations.
- Removed non-performing sites in order to keep the inventory lean and premium.

**Innovation, Technology and Data Plug-On**

- Rolled out iconic campaigns such as the Premium Audio Timebelt campaign.
- Programmatic Digital OOH which allows Big Tree to improve effectiveness of its campaigns through programmatic capabilities on a network of digital screens.
- Latest Trends Adoption such as the use of codes on an OOH advertisement to get more information about a brand, product or promotion.
- Provision of Omni-Channel reach across all Media Prima audience based on a collaboration with REV.



Launch of CuBIG @ KLCC Junction's Premium Audio Timebelt.

The Group consistently supports the growth of Small-Medium Enterprises (SMEs) through its product offerings, services, activities and programmes. A total of 27 SMEs were able to market their products through Media Prima with national customer reach during the past 18 months. Companies such as Bulan Bintang, Mamakidies, Tasnem Natural, Farmasia and Minda Global were able to gain awareness for their brands.

# SUSTAINABILITY STATEMENT



## ECONOMIC

### Driving Impact through Increased Awareness and SME-Support with REV

Malaysia's digital media market has experienced significant growth driven by the proliferation of mobile devices. This shift in consumer behaviour provides REV with an opportunity to expand its digital reach and engage a broader audience through its digital properties. To capitalise on this trend, REV is actively investing in digital assets and enhancing its data analytics capabilities to ensure accurate insights and combat misinformation.

On top of that, REV took on projects that raise awareness of the public by addressing taboo topics and provide a platform for marginalised communities to share their experiences. These include:

#### 30 days, 30 People

- In collaboration with Wiki Impact, SAYS created a month-long campaign that highlighted Malaysian changemakers who are making a difference in their communities. Publishing one interview a day, for thirty days, we shone a spotlight on changemakers.

#### Impact:

- Raised awareness of the impact industry in Malaysia, which could lead to more people getting involved in this important work.
- Inspired others to become changemakers and make a difference in their communities.
- Addressed social and environmental challenges.

#### Inclusive Beauty

- A joint collaboration with SAYS, SEISMIK, JUICE, and Mashable Southeast Asia, to promote beauty for every body, regardless of age, skin tone and texture, gender, body type, or ability. The campaign aims to challenge traditional beauty standards and create a more accepting and diverse beauty landscape in Malaysia.

#### Impact:

- Promoted social cohesion by highlighting the work of changemakers from different backgrounds who are working together to make a difference.
- Raised awareness of the importance of inclusivity, not just in the beauty industry but at all levels of society.
- Tackled taboo topics of racism, colourism, and prejudice, in a subtle and approachable manner.

#### All About Autism

In conjunction with Autism Acceptance Month, SAYS ran a six-week long initiative that was launched in April 2023 to raise awareness and acceptance of autism in Malaysia.

The SAYS Autism campaign has had a positive impact on the nation in a number of ways.

#### Impact:

- Raised awareness of autism spectrum disorder and the challenges that autistic individuals and their families face.
- Provided a platform for autistic individuals to share their stories and experiences, which has helped to break down stereotypes and promote understanding.
- Raised funds for The National Autism Society of Malaysia (NASOM), which will help to support the organisation's work in providing services and resources to autistic individuals and their families.
- Hosted an inclusive playgroup for families with children on the autism spectrum, in partnership with GSC, and supported by The Early Autism Project.

In the past 18 months, REV established partnerships with multiple parties to:

#### Increase access to digital marketing for SMEs

Collaborated with MyMall in August 2022 to help SME entrepreneurs in Malaysia by giving them the opportunity to advertise with REV Ad Manager (RAM) advertising platform.

This platform will allow SMEs to reach a wider audience and target their advertising more effectively. This could help them to grow their businesses and contribute to the Malaysian economy.

#### Improve data-driven decision-making

Partnered with Dattel Asia Group in March 2022 to set up a self-serve platform that empowers SMEs with data-driven advertising.

This partnership allows REV access to more data about its users, which will be used to improve ad targeting and make better decisions about content creation.

#### Strengthen Chinese-language media presence

Acquired Tantanews to gain a stronger presence in the Chinese-language media market.

This could help to reach a wider audience and promote Malaysian culture and products to the Chinese-speaking world.

**Enhancing The Wowshop Experience**

WOWSHOP, our commerce arm, is thriving in the e-commerce sector, boasting over 3 million registered customers, offering a diverse range of 30,000+ products across various categories through 1,600+ live shows annually.

Our strategic focus for WOWSHOP revolves around three pillars:

**Defending Core TV Commercial Business**

- Transformed traditional television home shopping into a versatile model, expanding our client base and revenue potential.

**Strengthening Digital E-commerce Presence**

- Experienced a 40% boost in social media engagement with 3.1 million visitors on our E-Commerce and Mobile Commerce platform in 2023.
- Ventured into TikTok Shop to reach a younger demographic.
- Formed partnerships with e-Wallets and banks to expand reach and incentivise customers with every purchase. (cashback/instant discount)

**Expanding into New Business Streams**

- Introduced in-house product lines, like Le Nona, in collaboration with TV3's renowned women's magazine programme, achieving remarkable sales and brand recognition.

Through its platform, WOWSHOP also empowers local businesses to grow their revenue and boost their brand visibility. In 2022 and 2023, 91 SMEs registered with WOWSHOP to promote their brands and products.

**OMNiA's Multifaceted Media Approach**

In an ever-evolving media landscape, the ability to adapt, innovate, and engage with audiences is paramount for media companies. OMNiA, the sales arm of the Group, is adamant about finding innovative ways to deliver relevant content and engage with the audience. Below are some of the key strategies to ensure that Media Prima stays at the forefront of the industry:

**Emphasise Collaboration and Strategic Partnerships**

- Leverage diverse media assets across Television, Outdoor, Print, Radio, and Digital to reach a wide-ranging audience and maximise revenue streams.



F&N has partnered with Media Prima for a brand refresh with 360° platform marketing domination. The campaign has full support from all platforms.



OMNiA's collaboration with our digital out-of-home media, Big Tree.

**Develop Own Digital Platform**

- Develop Tonton which is our own streaming platform to connect to a wider audience, encourage user-generated content and incorporate it back into programming decisions.



Tonton's logo, Malaysia's first and largest homegrown video streaming service.

**Invest in High-Quality, Engaging Content**

- Tonton original movie, 'Seindah Kasih' wins the Best Single Drama, Telemovie or Anthology Episode Region Malaysia in Asian Academy Creative Award 2023. This critically loved film was directed by Nik Amir Mustapha and Ariff Zulkarnain.



Best Single Drama Award for Tonton's original movie, 'Seindah Kasih'.

# SUSTAINABILITY STATEMENT



## ECONOMIC

### CONTENT MANAGEMENT

#### WHAT IT IS AND WHY IT MATTERS

For Media Prima, Content Management serves as the bedrock of our ability to deliver relevant, timely, and engaging content to our diverse audience. By effectively managing our content, we ensure alignment with our brand values, editorial standards, and audience preferences.

This process not only drives audience engagement but positions Media Prima as a frontrunner, enabling us to deliver impactful content, foster audience loyalty, and navigate the transformative shifts in the industry.

#### KEY INDICATORS

(Jan 2022 – June 2023)

As a result of effective content management efforts, Media Prima clinched **total of 46 awards in the span of 18 months:**



Note: The number in the circle indicates the number of awards received for each ceremony.



## WHAT WE DID

## High Performing Programmes



TV3's *Majalah 3* receives multiple awards, including the best TV magazine award (Majalah TV Terbaik) in 2022 and Best in National Documentary Program in 2023.



TV3's Akasia slot drama series, *Bisik-Bisik Gelora*, recorded an average of 2.3 million viewers and a 42% share.



Primeworks Studio's *Ejen Ali Season 3* won the Best 3D Animated Programme in the 27<sup>th</sup> Asian Television Awards 2022.

# SUSTAINABILITY STATEMENT



## ECONOMIC

### Global Collaboration

#### **SBS: Master In The House**

Primeworks Studios collaborated with SBS Korea to produce *Master In The House Malaysia*.

This 10-episode reality show featured five talented celebrities:

- Hael Husaini
- Scha Elinnea
- Sharifah Rose
- Andi Bernadee
- Meyrasam

With Korean Mentors:

- Son Sung Deuk, HYBE Performance Director and Choreographer
- BamBam, K-pop idol from Got7

As well as Local Mentors:

- Datuk Yusof Haslam
- Dato' Sri Siti Nurhaliza
- Datuk Rashid Sidek
- Sherson Lian
- Usamah Zaid



#### **Thai PBS: Kicking Off The Lemoi's Dream**

This is a remarkable six-part documentary series jointly produced by Media Prima Television Networks and the Thai Public Broadcasting Service.

Under the umbrella of the Asian Broadcasting Union (ABU), this joint venture was established through the Thai PBS ASEAN Documentary Co-Production Initiative which saw the participation of several television stations and production companies throughout Southeast Asia including:

- Media Prima Berhad (Malaysia)
- Thai PBS (Thailand)
- Remak Indonesia (Indonesia)
- Lao National Television (Laos)
- VTV7 (Vietnam)
- TVK (Cambodia)

The series chronicles the story of a dedicated teacher and his students, highlighting their unwavering determination to achieve their dreams amidst challenging times. Focused on a Malaysian teacher's mission to lead his football team back onto the field after the pandemic, the documentary captures the spirit of resilience, teamwork, and hope, portraying a compelling narrative of ambition and perseverance.



#### **EBS: Nomad Terakhir**

*Nomad Terakhir* is a compelling documentary capturing the life of the Batek Orang Asli tribe in the Kuala Koh Orang Asli Village, Gua Musang, Kelantan.

In collaboration with EBS Korea, TV3 produced this documentary as part of a global culinary programme spanning five countries: Korea, Mongolia, India, Thailand, and Malaysia.

The film showcases the challenges faced by the Batek tribe as they navigate the encroachment of modernity upon their traditional way of life.

## Branded Content

### Grow to Great for TV3

The *Grow to Great* programme, proudly presented by PediaSure, stands as a groundbreaking television series resulting from the impactful collaboration between OMNiA and Abbott. We are proud to share that this programme won the prestigious APPIES Award (Gold) for Best in the F&B category in 2023.

The series shows kids training to become the next generation of successful football players over the course of four weeks. Additionally, the programme was designed to nurture and educate children and teenagers about the important role of nutrition in preventing malnutrition and stunting.



### SHOPEE 2022 & 2023

We collaborated with Shopee to produce *Shopee 2022*, a redefined e-commerce show which offers online shoppers the opportunity to purchase essentials while indulging in live performances by amazing local and Korean artists. While the Korean acts are performed in their home country, their videos were shared exclusively on our show, attracting K-pop lovers in Malaysia.

Building on this success, *Shopee 2023* drew inspiration from *Saturday Night Live*, offering a fresh approach where each segment combined beloved television genres and trending topics into a sketch performance, all while conducting live sales on stage.



### DuitNow For Karnival Jom Heboh 2022

Karnival Jom Heboh introduced a hot air balloon ride for a customer experience engagement with DuitNow.

The collaboration was a huge success, winning the APPIES Award (Gold) for 'Best in Customer Experience'.



### TNB For TV3

The documentary series *Majalah 3* has won an award for its special episode, *Misi: Kembalikan Kuasa Kenyir*, which was produced by TV3 in collaboration with Tenaga Nasional Berhad (TNB).

It garnered the Bronze Award for Best Factual Programme made in Asia for a single Asia Market at the recent Content Asia Awards 2023 event that took place at Athenee Hotel in Bangkok, Thailand.

# SUSTAINABILITY STATEMENT



## ECONOMIC

### Informative Public Service Announcements

We also recognise our significant role in raising awareness about topics crucial for the improvement of our society and nation. To achieve this, we share Public Service Announcements (PSA) such as:

PSA by Malaysia Hari Ini aimed at raising awareness about scammers.

Multiple PSAs aired on Buletin TV9 aimed to increase awareness about environmental conservation and issues. These are some examples of what was aired:

- "Penternak Ikan & Kupang Tertekan Akibat Pencemaran" talks about marine livestock being affected by pollution.
- "Peluang Manfaat Tenaga Solar 'Semaksimum Mungkin' Ketika Cuaca Panas" talks about leveraging on solar energy during hot weather.

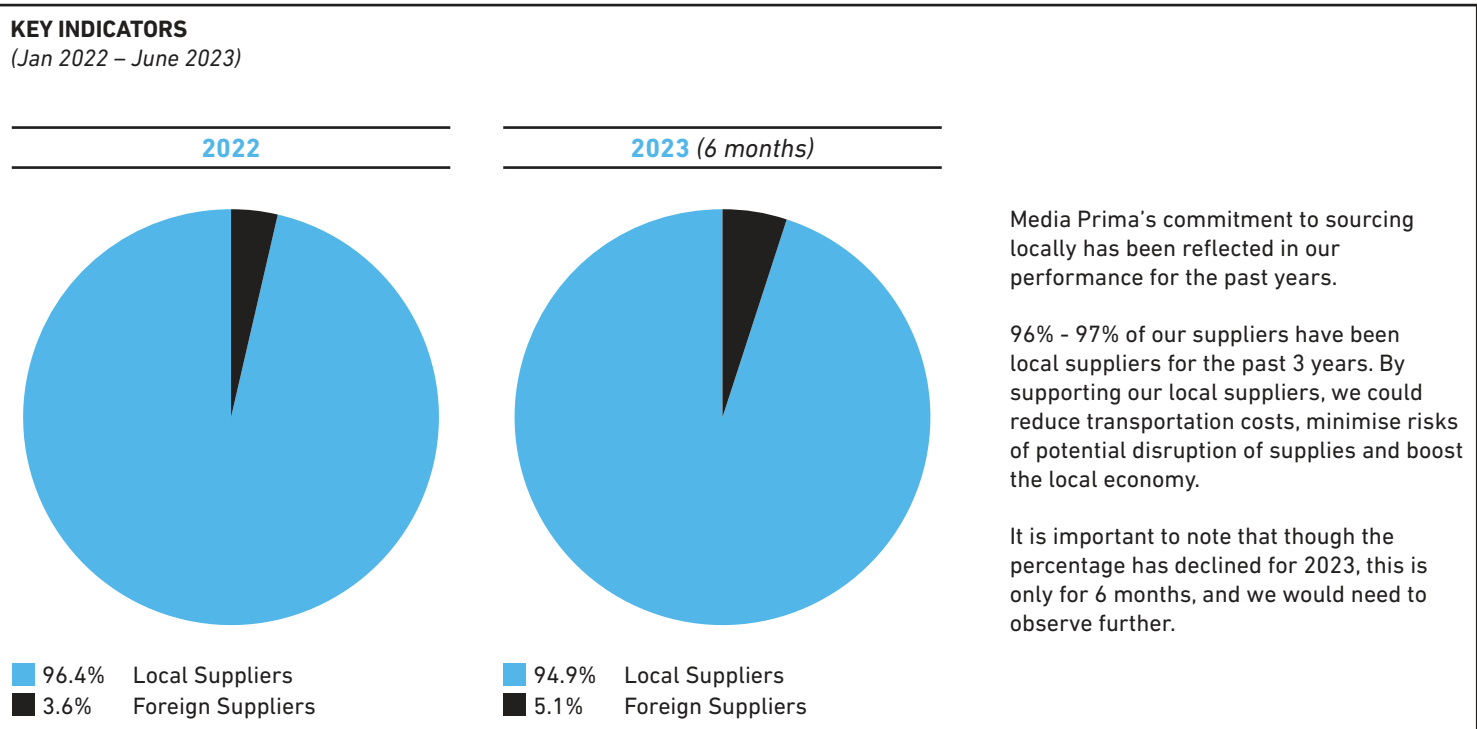


**SUSTAINABLE PROCUREMENT**

**WHAT IT IS AND WHY IT MATTERS**

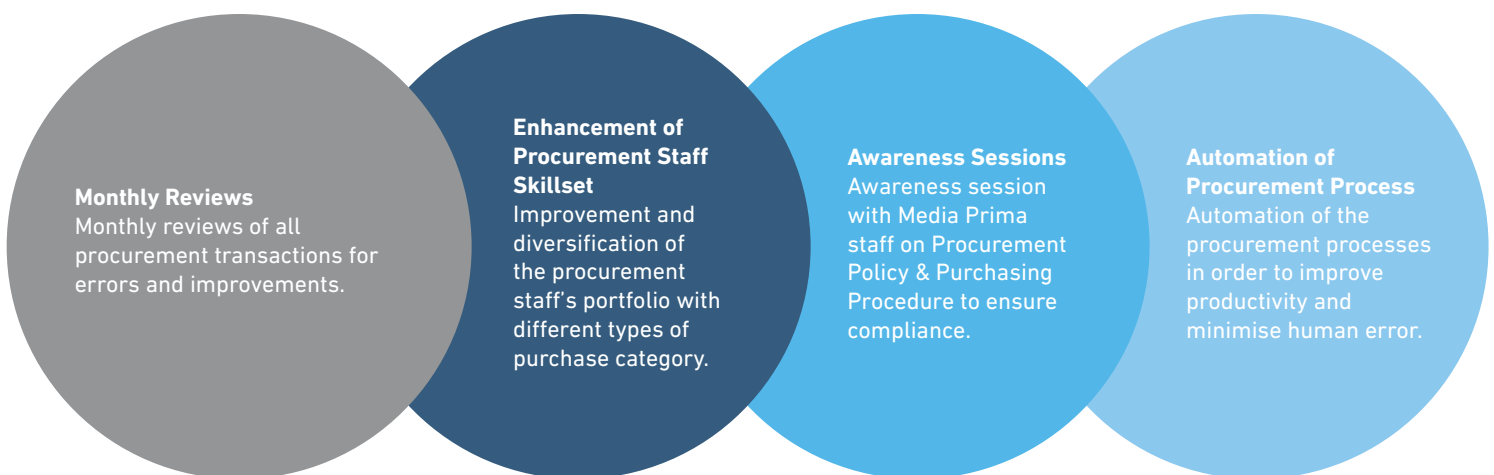
In order to continue producing quality content and providing satisfactory services to our consumers, it is important for Media Prima to ensure our procurement decisions are made wisely.

By prioritising sustainable procurement, we demonstrate our commitment to supporting ethical business practices and contributing positively to the communities we operate in. This approach aligns with our ethos of responsible corporate citizenship, ensuring that our procurement decisions resonate with our mission to create a sustainable and impactful media ecosystem.



**WHAT WE DID**

To improve the procurement experience in Media Prima, we continuously practice the following:



# SUSTAINABILITY STATEMENT



## ENVIRONMENTAL

### ENVIRONMENTAL RESOURCE MANAGEMENT

#### WHAT IT IS AND WHY IT MATTERS

Environmental resource management refers to the practice of planning, implementing, and monitoring strategies and initiatives aimed at sustainable and responsible use of natural resources and reducing negative environmental impacts. For Media Prima, this involves the management and conservation of resources such as paper, chemicals, ink and water to ensure their long-term availability while minimising adverse effects on the environment.

At Media Prima, we understand that our activities could have impacts on the environment and surrounding communities. Therefore, resource management is another key aspect of our sustainability efforts. By minimising our ecological footprint, we can maintain our competitive edge and ensure our operations are in harmony with the broader goals of sustainable development.

#### KEY INDICATORS

(Jan 2022 – June 2023)



#### Reduced Paper Consumption

We have kept paper consumption at 4,603 MT in 2022 and 1,950 MT in 2023. Compared to the year before (7,270 MT), we are using even **less paper** in our operations.

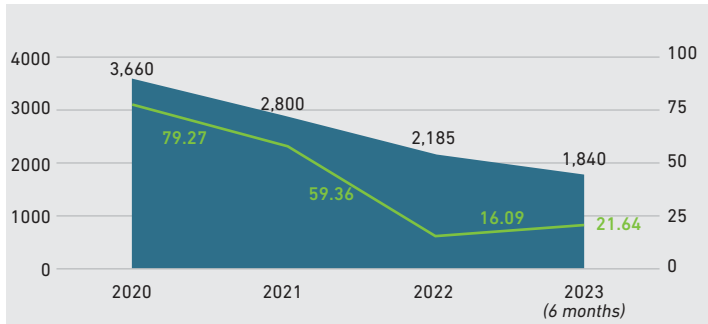


#### 100% Recycled Paper

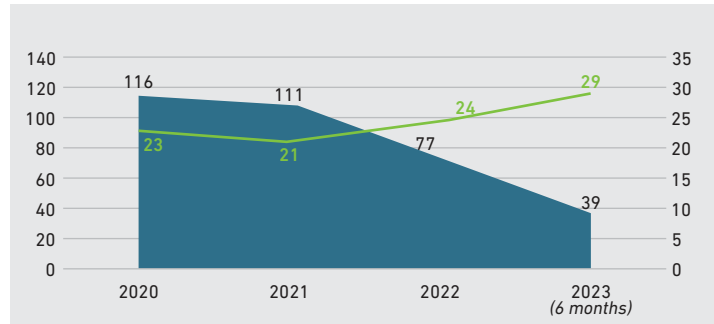
We put a strong emphasis on sustainable sourcing of materials by using **100% recycled paper** for all our prints.

The two diagrams below illustrate the declining trend in our chemical and ink usage, primarily influenced by the shift in demand for online news. The percentage of reduction in ink usage particularly is higher than the reduction in paper consumption, resulting in a greater number of gross pages per kilogram of ink consumed.

#### Reduced Chemical and Ink Usage



■ Chemical Usage, Prepress (litres)    ■ Chemical Usage, mileage (ml/m2)



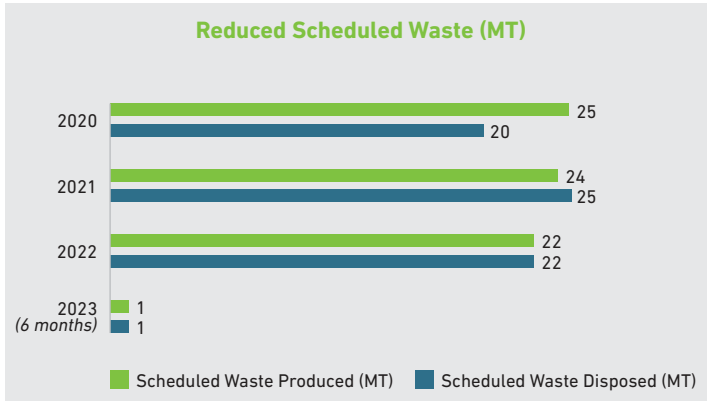
■ Ink Usage (MT)    ■ Number of Gross Pages Per KG of Ink

**KEY INDICATORS**

(Jan 2020 – June 2023)

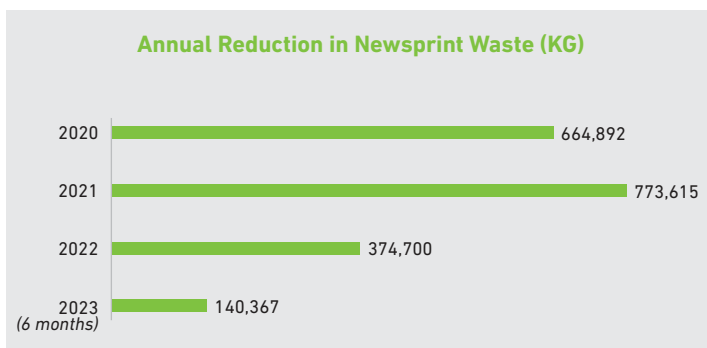
Our waste management processes have ensured that we are free from any environmental penalties related to waste disposal or discharge. Over the years of 2020 to 2022, our printing business under the New Straits Times Press’s (NSTP) scheduled waste produced has consistently declined. These scheduled waste was disposed of with care by the Department of Environment (DoE) licensed contractors in accordance with environmental regulations. We also responsibly send all paper waste to our accredited contractor for recycling.

For the rest of the Group, only general waste and solid waste are generated. They are collected and disposed of daily by an appointed contractor.



Scheduled waste include:

- E-Waste
- Vacuum Evaporator Sludge
- Used Oil
- Spent Hydraulic Oil
- Mixed Solvent
- Rotowash Carboy
- Contaminated Empty Drum
- Used Rags
- Used Printing Blanket
- Used Activated Carbon
- Ink Waste
- Filter Press Sludge



Newsprint waste include:

- Reel Ends
- Run-up Spoilage
- Empty Core
- Newsprint Covers
- Machine Waste (Scrap Paper)
- Test Run and Mock-ups

Newsprint waste has reduced for 2022 and 2023 compared to the previous years. 100% of this newsprint waste was sent to a licensed contractor to be recycled.

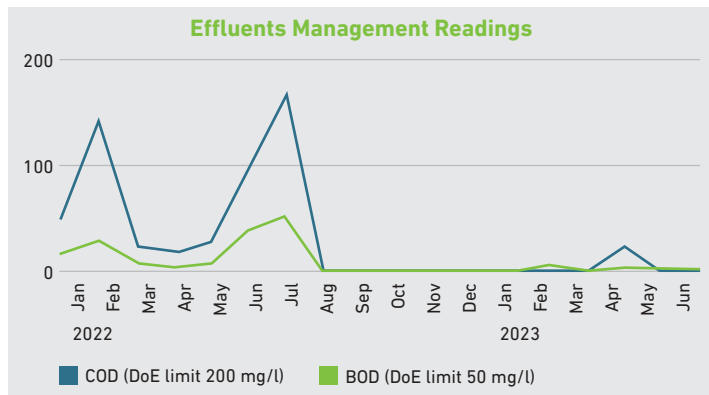
# SUSTAINABILITY STATEMENT



## ENVIRONMENTAL

### KEY INDICATORS

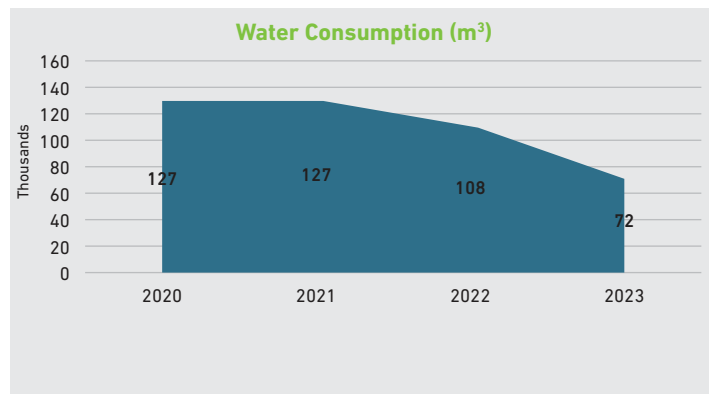
(Jan 2020 – June 2023)



### Safe Levels of Discharge

Through rigorous testing of parameters such as Biochemical Oxygen Demand (BOD), Chemical Oxygen Demand (COD), and sulphide levels, we guarantee that our discharges consistently adhere to the permissible limits set by the DoE.

We are also delighted to report that our discharge is completely chemical-free in the period of August 2022 to January 2023.



### Declining Water Consumption

In 2022, our water consumption slightly decreased due to our efficient water usage practices. For 2023, this is only a 6-month figure and we will continue to monitor our water consumption.

Note: Data revised for all financial years to include water consumption from Glenmarie Shah Alam office

### WHAT WE DID

Below are NSTP's efforts to reduce the impact of our activities towards the environment:

#### Waste Management

**Chemical-Free Plates**

We have been using chemical-free plates in our processes.

---

**ISO 12647-3 Compliant**

NSTP is compliant with ISO 12647-3 for our Ads Materials quality controls for printing.

#### Water Management

**Waste Water Treatment**

NSTP Balai Berita Shah Alam has a Waste Water Treatment Plant (WWTP) that ensures all wastewater generated on-site undergoes thorough treatment before it is safely released into the drainage system.

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**Effluent Monitoring**

In line with Department of Environment (DoE) regulations, we diligently sample our effluent discharge every week.



**ENERGY AND CLIMATE CHANGE**

**WHAT IT IS AND WHY IT MATTERS**

Energy and climate change are significant concerns for Media Prima, despite being a media company primarily focused on content creation and distribution. Media Prima recognises that our operations have environmental implications, including energy consumption and greenhouse gas emissions associated with office spaces, equipment, and technology infrastructure.

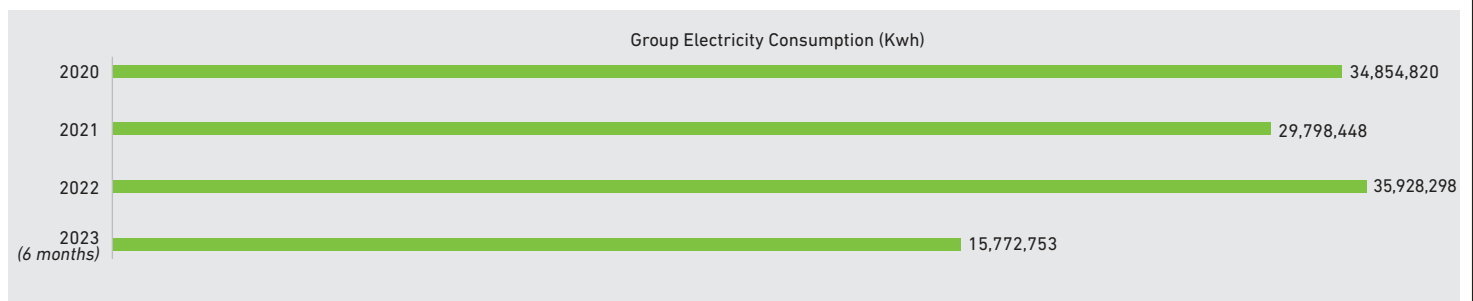
By adopting eco-friendly practices, Media Prima contributes to global climate efforts and prepares for potential environmental regulations. Implementing energy-efficient technologies can also lead to cost savings, making sustainability a financially prudent choice for the Group.

**KEY INDICATORS**

(Jan 2020 – June 2023)

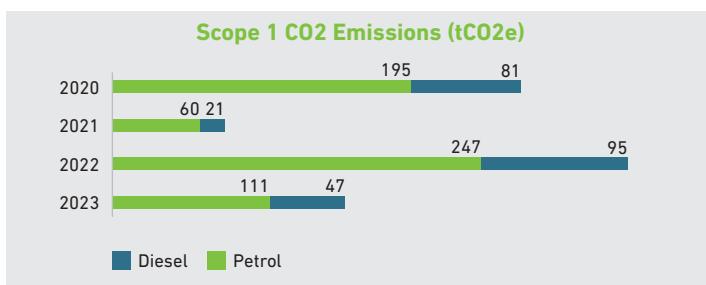
**Group Electricity Rises with Expansion**

The Group experienced a rise in electricity consumption, primarily driven by the successful expansion of our projects, especially with the deployment of new Digital OOH sites by Big Tree.

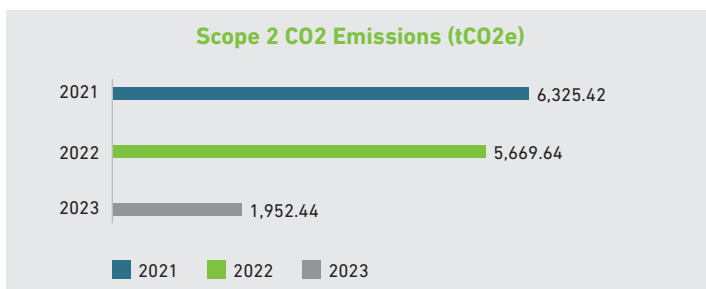


**Disclosure of Carbon Emissions**

We closely track and monitor our Scope 1 and Scope 2 emissions on an annual basis. By correlating the yearly trends with our operations, we can identify opportunities to reduce our emissions. For Media Prima, Scope 1 emissions result from the direct combustion of fossil fuels in our company-owned vehicles, while Scope 2 emissions are generated indirectly through electricity consumption.



**Scope 1 Emissions Increased** because operations adjusted to pre-pandemic levels. As we resumed our regular operations, we have also increased our newsprint coverage where demanded.



**Scope 2 Emissions Decreased** due to multiple approaches to save energy as highlighted in the section below.

**Spread Awareness of Climate Change and the Ecosystem**

As a media company, we recognise our crucial role in raising awareness about climate change and the importance of resource conservation. This responsibility has become even more pressing in light of the rapid global temperature rise. Consequently, in 2023, we have increased the frequency of public service announcements focused on climate change awareness.

**Total Public Service Announcements in 2022 and 2023**

Climate Change Awareness **6,746** | Environment Cleanliness **5,610** | Water Management **2,590** | Marine and Wildlife Conservation **2,768**

# SUSTAINABILITY STATEMENT



## ENVIRONMENTAL

### WHAT WE DID

Media Prima minimises energy usage and ultimately our carbon footprint through the measures below. Additionally, the Group is also raising awareness of climate change through public service announcements.

#### Energy Management



Timed controlling and monitoring of air conditioners or air handling units.



Scheduled chiller management by rotation to align with the working hours.



Manual monitoring for any electricity wastages by patrolling security, cleaner and maintenance services team.



Integrated solar LED floodlights at selected advertising sites, with plans for expansion to more locations

#### Climate Change Awareness



Radio Announcements on topics such as "Flood and Monsoon Awareness" and "Energy Saving Tips".



## SOCIAL

## TALENT MANAGEMENT

## WHAT IT IS AND WHY IT MATTERS

Talent management is the strategic process of acquiring, developing, and retaining skilled individuals to drive organisational success and achieve long-term goals. To Media Prima, it is about prioritising our employees because we recognise that, being in the media industry, our most valuable asset is our talent pool.

Having effective talent management:

- Ensures access to a skilled team capable of producing high-quality content that resonates with a diverse audience, thereby shaping our Group's image.
- Is the key differentiator to attract advertisers and sponsors, leading to revenue opportunities.

To exemplify our commitment to nurturing our talent, here are several key indicators:

## KEY INDICATORS

(Jan 2022 – June 2023)

## Training &amp; Development

2022 (Jan - Dec)

2023 (Jan - Jun)

Total Investment

RM796,467

RM1,047,494

Completed Courses

on Digital and Technical Upskilling, Branding and Marketing, Personal Development, Content Creation Techniques

315

95

Average Training Hours Per Employee

19

13

Man-days Spent on Training for the Group

5,786

4,065

## Talent Acquisition

2022 (Jan - Dec)

2023 (Jan - Jun)

Protégés Onboarded the Media Prima Protégé Programme

8

10

## Engagement Activities

2022 (Jan - Dec)

2023 (Jan - Jun)

Engagement Activities Conducted

Consisting of:

- Corporate Events
- Annual Group-Wide Festivities Celebrations
- Health and Wellness Activities

86

25

Note: Due to the 18 month reporting period, making a year-on-year comparison for this period may be challenging. However, you can find data for the years 2020 and 2021 in the Sustainability Report for reference.

# SUSTAINABILITY STATEMENT



SOCIAL


## WHAT WE DID

### Unlocking Potential with Employee-Centric Training and Development

At Media Prima, we understand that investing in our employees' growth and skill enhancement is important to their professional success and overall job satisfaction. We provide comprehensive and personalised employee development training that aligns with individual needs, career aspirations and the Group's strategic objectives. Besides that, our employees are invited and encouraged to join global webinars and conferences to enhance their industry knowledge.

Below are some key highlights of the trainings benefited by our employees:

<p><b>Branding &amp; Marketing</b> Strategic Brand Planning Workshop by <b>multiple award-winning marketing guru</b>.</p>	<p><b>Content Creation</b> Series of training on <b>photography, video creation, motion graphics and copywriting skills</b>.</p>
<p><b>Personal Enrichment</b> Series of training on <b>critical thinking skills, emotional intelligence at work, leadership skills</b> and more.</p>	<p><b>Industry Knowledge</b> d-Conference and d-Awards 2023: A 1.5-day conference where <b>digital industry experts share valuable insights</b> on digital marketing, technology and data.</p>

 <p><b>Media Prima Protégé Programme</b></p>	<p>Media Prima continues to actively participate and support our Government's initiatives to increase employment opportunities for Malaysian citizens. The Media Prima Protégé Programme aims to equip graduates with the right skills through industrial attachment. In addition, we ensure that our vacancy postings are widely accessible and spread across various job portals to reach our nation's talents.</p> <p>We have successfully on-boarded:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div data-bbox="633 1413 868 1519"> <p><b>8</b> Protégés in 2022</p> </div> <div data-bbox="1111 1413 1423 1519"> <p><b>10</b> Protégés in March 2023</p> </div> </div>
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### Enriching the Workplace with Employee Engagement Activities

The Group places a strong emphasis on fostering engagement, work-life balance, and overall well-being among our employees, ensuring they feel fully supported and motivated in both their professional and personal pursuits. In Media Prima, employee engagement activities encompass a range of initiatives and programmes designed to cultivate a positive and enriching work environment. These include:

#### Corporate Events

- Townhall: **23 and 13 Townhalls** were conducted in 2022 and 2023 respectively
- WOWSHOP 6-Year Anniversary
- OMNiA 2-Year Anniversary
- Teambuilding Activities



Group Townhall.

#### Annual Group-Wide Festivity Celebrations

- Ramadhan Engagement: Media Prima distributed Kurma to all employees and organised Buka Puasa sessions
- Hari Raya Celebration
- Chinese New Year Celebration
- Christmas Celebration



Group Photo of Hari Raya Celebration.

#### Health and Wellness

##### 2022:

- **14 community webinars** on health and wellness rolled out
- **249/250** participated in on-site health screening
- **294** employees participated in the Wellbeing Assessment
- **358** registered Naluri Employee Assistance Programme (EAP) to receive health coaching and tips to improve overall wellbeing
- Group Badminton Tournament: All staff members enthusiastically compete to claim the title of badminton champion

##### 2023:

- Path to Resilience Training: **More than 200 people registered** for the training on mindfulness



Group Badminton Tournament under the Media Prima Berhad FIT-Tastic Programme.

# SUSTAINABILITY STATEMENT



## SOCIAL

### QUALITY AND CUSTOMER SATISFACTION

#### WHAT IT IS AND WHY IT MATTERS

Quality content resonates with viewers, listeners, and readers, establishing a strong rapport with the audience. In an industry where content is king and audience engagement is pivotal, ensuring the highest standards of quality across all media offerings is not just a goal; it is a necessity.

#### KEY INDICATORS

(Jan 2022 – June 2023)

For Media Prima, quality and customer satisfaction means creating captivating news stories, producing top-notch television shows, and delivering impeccable print publications. These would then translate to the following results:

#### Media Prima Television Networks (MPTN)

	2022	2023 (6 months)	
<b>Number of Social Media Followers</b>	23.4 million	25.5 million	▲ 9%
<b>Number of Unique Visitors</b> (monthly average)	609.2 million Aug – Dec Only	684.8 million	▲ 12.4%
<b>Number of Social Media Video Views</b> (monthly average)	100 million	112.2 million	▲ 12.2%

Buletin TV3 News Portal which started in August has improved viewings with a 12.4% increase in average unique visitors per month in 2023, as compared to 2022. MPTN's social media followers have also increased by 9% this year, garnering more social media views as well.

#### Media Prima Audio (MPA)

	2022	2023 (6 months)	
<b>Number of Social Media Followers</b>	14.34 million	14.97 million	▲ 4.4%
<b>Number of Views/Listeners</b> (monthly average)	83.2 million	107.6 million	▲ 29.3%
<b>Number of Streaming Hours</b> (monthly average)	7.7 million	9.9 million	▲ 28.6%

MPA's efforts in increasing the content quality have borne fruits with their monthly average listeners and streaming hours increasing by 29.3% and 28.6% respectively.

**KEY INDICATORS**

(Jan 2022 – June 2023)

**The New Straits Time Press (NSTP)**

**Leading News Platform**

We take pride in the consistent success of our Group’s news platforms, Berita Harian and Harian Metro, which have maintained their positions as the top two ranking platforms for the past two financial years. Additionally, NST continues to hold a position within the top 10 platforms.

**News Portal**

**Total Unique Visitors ('000)**

BHARIAN.COM.MY	3,849
HMETRO.COM.MY	3,588
Company W	2,942
Company X	2,820
Company Y	2,732
Company Z	2,549
NST.COM.MY	2,463

Local news portal rankings as of June 2023  
Source: Comscore

Following the global trend, NSTP’s customers have shifted from print circulation to digital platforms. As of 2022, we have recorded a total of:



We have also assessed the performance of our e-commerce and out-of-home media business through customer satisfaction surveys. WOWSHOP and Big Tree have consistently earned high ratings for the quality of our products and services.

**WOWSHOP**

	2022	2023 (6 months)
<b>Customer Satisfaction Score</b>	<b>97.46%</b>	<b>97.53%</b>
<b>Average Customer Complaint Ratio</b>	<b>7.2%</b>	<b>6.8%</b>

**Big Tree**

<b>Customer Satisfaction Score</b>	<b>80%</b>	<b>80%</b>
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**WHAT WE DID**

To ensure quality content that resonates with our customers while also communicating the value of our products and services, business platforms across the Group have incorporated the following practices:




# SUSTAINABILITY STATEMENT




## DIVERSITY, EQUAL OPPORTUNITY, AND NON-DISCRIMINATION

### WHAT IT IS AND WHY IT MATTERS


As Media Prima is a powerful influencer of public opinion, we understand our responsibility to accurately portray the diverse voices, perspectives and experiences within society. We focus on fostering a sense of belonging and social cohesion in the workplace by embracing:



**Diversity**  
Entailing the inclusion of individuals with varied backgrounds, identities, and perspectives.



**Equal Opportunity**  
Providing everyone with the same opportunities for employment, salary, and career advancement.



**Non-Discrimination**  
Making sure that no one's rights are violated based on attributes like race, colour, gender, language or religion.

The Group's commitment to this sustainability matter allows us to resonate with a broader audience, connecting with various demographic groups. This not only increases the Group's reach but also enhances audience engagement, leading to higher viewership, readership, and listenership. Such engagement is pivotal in an ever-evolving and competitive media landscape.

**KEY INDICATORS**  
(Jan 2022 – June 2023)

The demographic in Media Prima reflects the Malaysia's ethnic group composition as shown below, with majority of the workforce being in their 30s to 50s.

**Diversity & Equal Opportunity**

**Percentage of Employees by Race**

Race	Percentage
Malay	77%
Chinese	17%
Indian	5%
Others	1%

**Percentage of Employees by Age Group**

Age Group	2023	2022
<30	18%	19%
30-50	68%	69%
>50	14%	12%

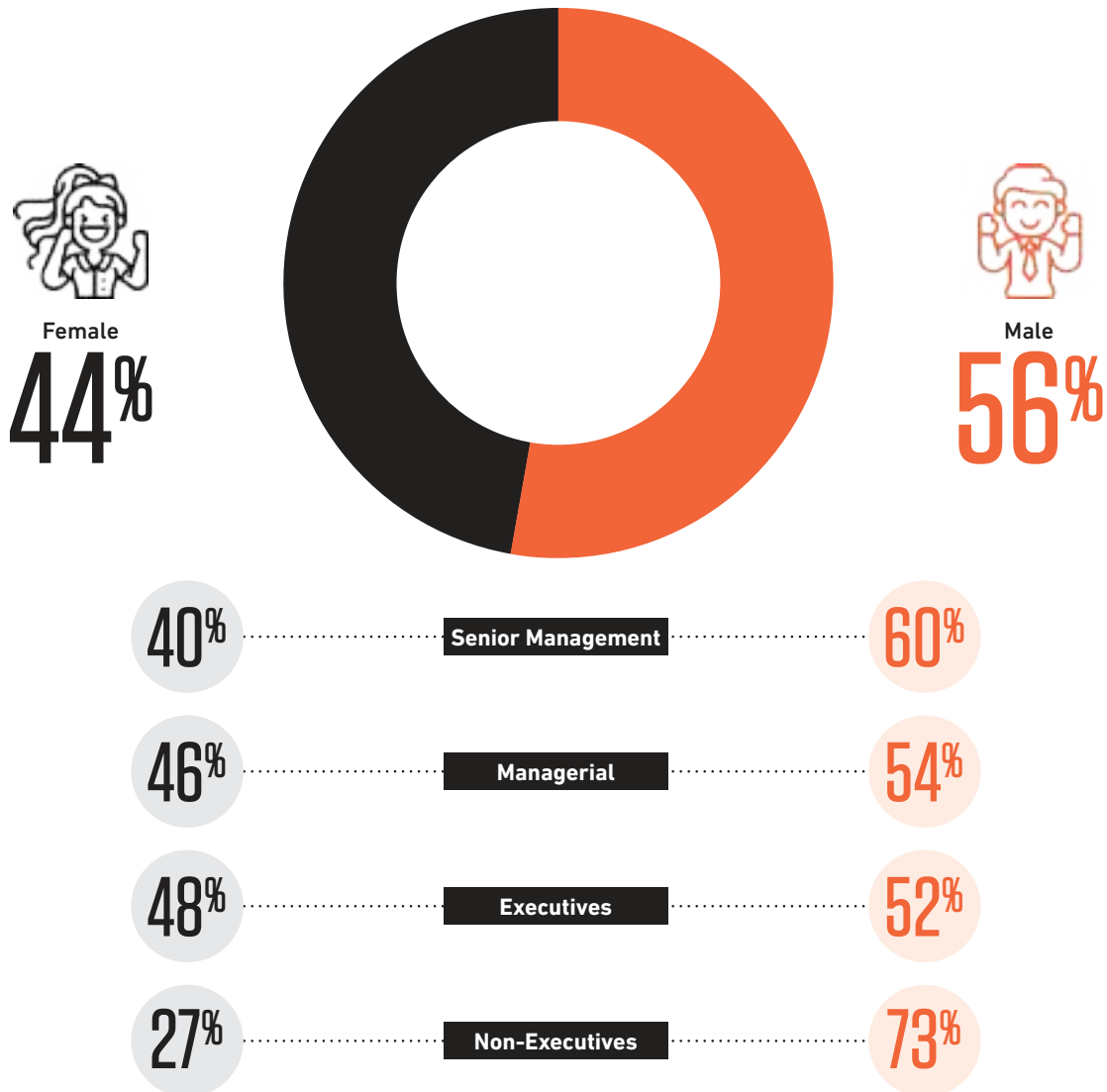


**KEY INDICATORS**  
(Jan 2022 – June 2023)

**Diversity & Equal Opportunity**


We provide equal opportunities to all our employees, irrespective of their race, background, gender, or position. It's important to note that the gender distribution may differ depending on job roles, with non-executive positions often having a higher percentage of male employees compared to female employees, primarily due to the potentially labour-intensive nature of such roles.

Percentage of employees by gender for each Employee Category



**Non-Discrimination**

In order to cultivate an inclusive work environment and culture, Media Prima provided **training on discrimination and harassment in the workplace** in 2022 and 2023:

 **5** Training sessions conducted on discrimination and harassment in the workplace (2022:1; 2023:4)

Note: Due to the 18 month reporting period, making a year-on-year comparison for this period may be challenging. However, you can find data for the years 2020 and 2021 in the sustainability report for reference.

# SUSTAINABILITY STATEMENT



## SOCIAL

### WHAT WE DID

#### Committing to Zero Harassment at the Workplace

We are resolute in establishing a workplace culture and environment that is safe, secure, and conducive to productivity. Acts of harassment, bullying, or intimidation are strictly prohibited. The Group takes decisive action to address instances of bullying and/or harassment by:



Providing a confidential **reporting** channel and **whistleblowing** system.



Providing **training** to employees of different levels on how to handle reports or cases related to bullying or harassment.

The Group has adopted a comprehensive process that involves receiving proper training, creating an open space for discussions on the issue and how to address complications when they arise.

On 30 May 2022, our employees participated in a **Grievance, Harassment & Discrimination Training session** that included classroom learning and interactive role-play activities. This training not only strengthens our organisational culture but also empowers our employees to contribute positively to a harmonious and supportive workplace community.

Furthermore, Media Prima conducted 3 other sessions to address **harassment in the workplace** for the entire group on 11 and 17 January 2023. These sessions are important for us to create a safe and respectful workplace. It equips our employees to recognise and prevent harassment, fostering a culture of inclusion, empathy, and respect.





Workplace Harassment Awareness Talk.






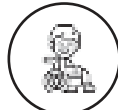
Harassment in the Workplace Training.

**Incorporating Inclusivity in Our Hiring Practices and Workplace Policies**

Inclusive hiring practices focus on a candidate’s abilities rather than their disabilities, which include:

 <p><b>Diverse Recruitment Channels</b> Candidate sourcing using diverse recruitment channels, attending various job fairs and leveraging on professional networks.</p>	 <p><b>Unbiased Job Description</b> Ensure job descriptions are: • Free from biased language. • Focusing on skills and qualifications rather than demographics.</p>	 <p><b>Inclusive Interviewing and Selection Processes</b> • Standardised evaluation criteria are used to assess candidates to reduce subjectivity. • Diverse interview panels are formed to minimise bias and provide different perspectives.</p>
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The Group creates an inclusive workplace by introducing workplace policies that promote inclusivity. They include, but are not exhaustive to:

 <p><b>Flexible Work Arrangement</b> Allows employees to make necessary arrangements due to life commitments.</p>	 <p><b>Space For Religious Practices</b> Allows employees to observe religious rituals or prayers without discrimination or inconvenience.</p>
 <p><b>Parental Leave</b> Supports parents in bonding with their new-borns and managing family responsibilities.</p>	 <p><b>Disability Support</b> Provides accessible facilities and makes building wheelchair-friendly to empower employees with disabilities.</p>

# SUSTAINABILITY STATEMENT



## SOCIAL

### HUMAN RIGHTS

#### WHAT IT IS AND WHY IT MATTERS

Media Prima operates within the framework of national and international laws and standards related to human rights. We understand that it is important to lead by example in this aspect. Furthermore, we recognise that respecting human rights is crucial for creating a positive work environment that attracts and retains talent.

#### KEY INDICATORS

(Jan 2022 – June 2023)

##### Human Rights

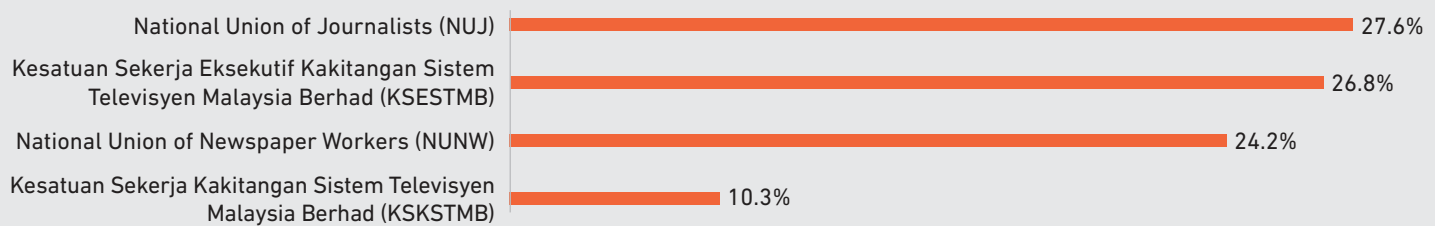


#### Complaints or Allegations

of human rights violations associated with the Group

##### Freedom of Association

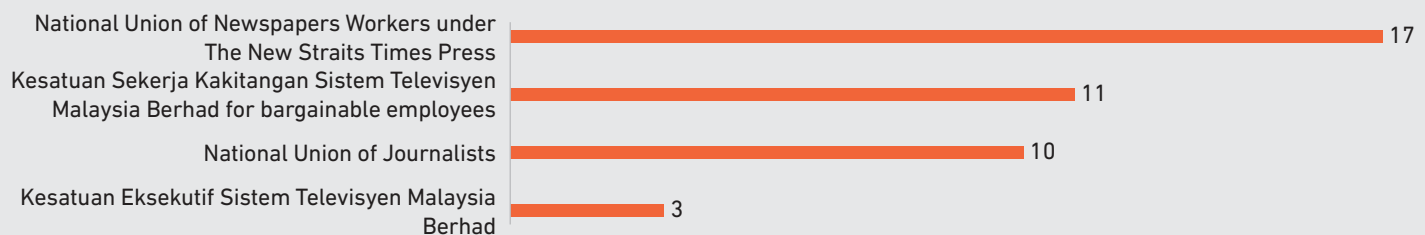
Media Prima's support for the Freedom of Association can be seen in the formation of four unions within the Group. Shown in the graph below are the **active union groups representing employees' interests** and the **percentage of the group it is representing** as of 2023:



##### Collective Bargaining

In our employees' best interest, Media Prima has effectively engaged in several collective agreements, as outlined below:

#### Number of Collective Agreements



**WHAT WE DID****Ensuring Freedom to Join Associations**

Media Prima upholds and values the rights of our employees to freely join or established organisations, including trade unions, labour unions or other associations, without any form of coercion. This is because we recognise the importance of our employees' voices, well-being, and individual needs in contributing to their overall satisfaction and positive experience with Media Prima. As a result, there are currently four unions formed within the group, namely the Kesatuan Sekerja Kakitangan Sistem Televisyen Malaysia Berhad (KSKSTMB), National Union of Newspaper Workers (NUNW), Kesatuan Sekerja Eksekutif Kakitangan Sistem Televisyen Malaysia Berhad (KSESTMB) and National Union of Journalists (NUJ).

**Evolving Together via Employer-Union Engagements****Regular Dialogue Sessions with the Group Managing Director (GMD) and Chief Executive Officers (CEOs) of Respective Platforms**

Employer-Union engagements have been conducted via regular dialogue sessions with GMD and CEOs of the respective platforms. This is to ensure the fostering of cordial working relationships and to have people's voices heard.

These engagements are done with Regular Joint Consultative Committees (JCCs), during Collective Agreement Negotiations and Informal Luncheons with Union Executive Committees (EXCO). These sessions foster transparency regarding matters affecting the company. The active participation of the union in these dialogues lends legitimacy to the openness of issues, ultimately ensuring that employees feel empowered to voice their concerns at all organisational levels.



# SUSTAINABILITY STATEMENT



## SOCIAL

### LOCAL HIRING

#### WHAT IT IS AND WHY IT MATTERS

Media Prima recognises the significance of hiring locally to foster economic growth and sustainability. By prioritising local talent acquisition, the Group is able to remain deeply connected to the local audience, understand their preferences, and cater to their needs effectively through our media offerings.

#### KEY INDICATORS

(Jan 2022 – June 2023)



# 99%

of our workforce are **Malaysians**

While we prioritise local hiring, we also welcome international talent to join us. In this financial period, we have employees from the United Kingdom, South Korea, New Zealand, Indonesia, the Philippines and India.

#### WHAT WE DID



##### Leverage Partnerships and Job Training Programmes:

Media Prima engages with local educational institutions, workforce development programmes, and regulatory organisations to identify and cultivate potential talent within the area.



##### Use Sourcing and Recruiting Platforms:

With the advantage of being a highly digitalised media company, we leverage our digital platforms to source and recruit people.



##### Join Campus Recruitment and Career Fairs:

For a more personal touch, the Group also meets potential talents in-person via participation in various campuses and career fairs.

**SUPPORTING COMMUNITIES**





**WHAT IT IS AND WHY IT MATTERS**

Supporting communities means actively engaging with and giving back to the society that forms its audience base. “With great power comes great responsibility,” Media Prima knows that our strength in reach and influence would be able to rally society to do good and with a greater impact.

By initiating and participating in various community-driven initiatives, Media Prima can address critical issues, foster a sense of unity, and empower individuals. This alignment with societal needs not only enhances the Group’s corporate social responsibility (CSR) but also acts as a bridge between those in-need, the willing individuals and organisations assisting.

**KEY INDICATORS**  
(Jan 2022 – June 2023)

Media Prima established funds to help those who are in need of financial support and even medical aid. Below is an overview of what we have disbursed to communities according to the types of CSR initiatives:

Types of CSR Initiatives	Medical	Livelihood	Disaster Relief	Education
Total Funds Disbursed	RM708,073	RM3.82 million	RM1.10 million	RM44,221
Number of Individuals Helped	32	33,247	14,860	3



# SUSTAINABILITY STATEMENT



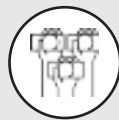
SOCIAL

## WHAT WE DID

### Providing Access to Medical Assistance

#### Media Prima-NSTP Humanitarian Fund

Through the public and organisations' contributions to the Media Prima-NSTP Humanitarian Fund, we were able to disburse RM708,073 in the past 18 months to save 32 individuals' lives. These individuals suffer from severe medical conditions that require intensive and costly healthcare.



**RM708,073**  
Total Funds Disbursed

Individuals Helped:



Single Parents



Adults



Children and Toddlers  
(below 17 years old)

The 32 individuals helped include single parents, adults who have insufficient income to support themselves as well as toddlers, children and teenagers (below the age of 17). The areas of medical help they needed included:



Cancer



Cardiovascular Conditions



Orthopaedic &  
Musculoskeletal Conditions



Diabetes



Disabilities

We worked together with Gleneagles Hospital Kuala Lumpur, Sunway Medical Centre, and Teh Lin Prosthetic and Orthopaedic to aid those who suffer from complex-heart-related and orthopaedic conditions.

### Key Highlights on Individuals Helped

- 6 months old baby girl had Double Outlet Right Ventricle (DORV), Transposition of Great Arteries (TGA), Ventricular Septal Defect and Pulmonary Atresia and needed to undergo a BT Shunt surgery to close the hole. We are delighted to announce that the surgery was successful!
- A patient had right knee Genu Valgus with Femoral Shortening and had successfully undergone Corrective Osteotomy and Lengthening Right Femur surgery in April 2022.

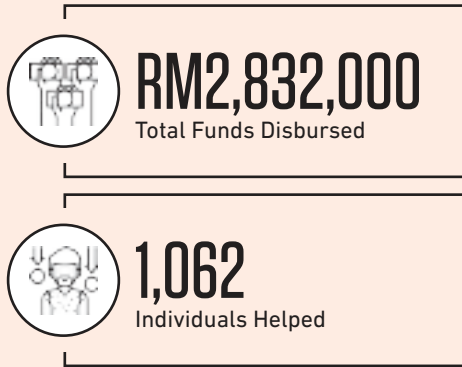


**Uplifting the Poor**

**Tabung TV3 Bersamamu**

Media Prima’s dedication to community welfare shines through the Tabung TV3 Bersamamu, initiated in 2005 as part of the Media Prima-NSTP Humanitarian Fund. This fund aims to support families enduring severe financial and physical challenges, with the help of public participation and contributions through the widely watched television program Bersamamu and related grassroots initiatives.

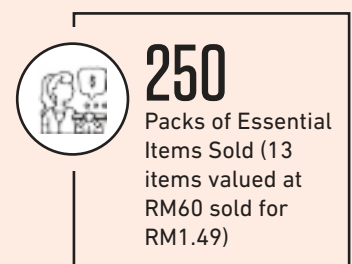
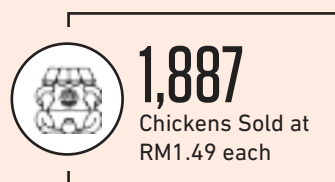
These families, comprising of single parents battling chronic illnesses, and in some cases, their children too, find themselves earning below minimum wage. This is fuelled by the added burden of job loss due to the COVID-19 pandemic. Media Prima would channel direct one-off cash donations for these individuals and families to temporarily overcome their current hurdle.



**#JanjiAyam & #JanjiBeraloi**

In addition to direct cash donations, there are also collaborative efforts with other organisations to offer deals to the public to ease their living expenses. In preparation for Raya in 2022, TV9 partnered with ST Rosyam Mart, offering the community the opportunity to purchase quality chickens for a mere RM1.49 during the two-day #JanjiAyam campaign, resulting in the sale of 1,887 chickens.

To sustain these efforts, both entities jointly organised the #JanjiBeraloi campaign during Ramadan 2023 enabling the public to acquire a bundle of 13 essential items valued at RM60 for only RM1.49. These items encompassed a range of necessities, including cordial syrup, cooking oil, flour, eggs, rice, and more, with 250 packs distributed to eager customers.



**'Dapur TempurRara' Programme Promotion**

As part of our 'Dapur TempurRara' programme promotion, TV9 engaged with selected families by providing Iftar meals and essential groceries during the Misi Ramadan activation held at Bazaar Ramadan Rawang, Semenyih, TF ValueMart Supermarket Tanjung Malim, and CS Mart Hulu Langat on 5 and 12 April 2023.



'Dapur TempurRara' 2023.

# SUSTAINABILITY STATEMENT



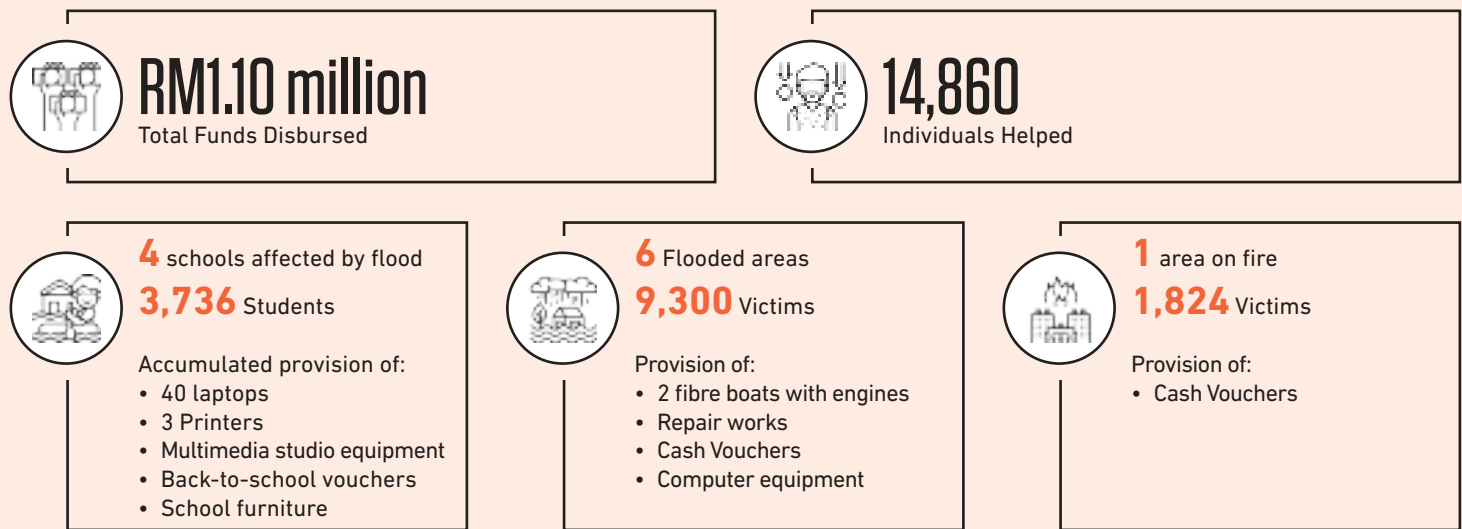
SOCIAL

## Responding to Urgent Needs During Disasters

### Tabung Bencana NSTP-Media Prima

In an effort to aid victims in reclaiming their lives after the devastation of natural disasters, Media Prima has continuously organised fundraising campaigns such as Tabung Bencana NSTP-Media Prima. This is particularly significant as Malaysia remains vulnerable to flooding during the monsoon season. During devastating times like these, Media Prima channels essentials, cash vouchers, equipment or appliances to help the victims stand up and rebuild their lives once again.

In the 18 months, the Group jointly collaborated with 13 organisations including supermarkets, uniform providers and corporate entities to help schools and victims affected by flood and fire. The aid we collectively provided is summarised below:



### Media Prima Audio Misi Banjir

Our team at Media Prima Audio dispatched radio announcers and staff from our radio stations to Baling, Kedah to contribute to relief operations.

The dedicated team offered vital assistance and essential supplies to those affected by the devastating flash floods, showcasing our solidarity with flood victims.



**Extending Compassion and Aid to Palestine: A Humanitarian Endeavor**

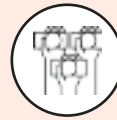
**Tabung Kemanusiaan Palestin Media Prima**

In a profound display of empathy and solidarity, Media Prima undertook a significant CSR initiative to channel essential financial assistance to the victims of the humanitarian conflict in Palestine. With a deep commitment to alleviating the suffering of those affected, the Group collaborated closely with esteemed partners to deliver impactful relief efforts.

**A Lifeline to Gaza**

In February 2023, Media Prima partnered with the Malaysia Relief Agency (MRA) to extend a helping hand to the distressed victims in Gaza. A total amount of RM254,000 was allocated to channel critical aid that benefitted 16,970 Palestinians.

This support included the provision of food baskets, funds for temporary house rentals, and fuel for hospitals – all vital resources that aimed to bring some comfort amidst dire circumstances. The initiative is not just about financial contributions but also symbolises a heartfelt gesture of hope and solidarity to the people of Palestine during their emergency.



**RM254,000**

Total Funds Disbursed

- Food baskets
- Temporary house rentals
- Fuel for hospitals



**16,970**

Individuals Helped



Food baskets being distributed to a victim.



Medical care is being provided to those who are injured.

# SUSTAINABILITY STATEMENT



## SOCIAL

### A Beacon of Hope for Ramadhan and Eid

As the holy month of Ramadhan approached in April 2023, Media Prima intensified its humanitarian efforts. In collaboration with Aman Palestin, a total of RM508,300 was raised towards providing comprehensive humanitarian aid for 12,616 individuals in Gaza.

This aid package was meticulously designed to prepare the families for the auspicious occasion of Eid, encompassing Ramadhan baskets, breakfast food supplies, Eid clothing, and essential cash contributions. This initiative not only addressed immediate needs but also aimed to restore a sense of normalcy and celebration amidst challenging times.



## RM508,300

Total Funds Disbursed

- Breakfast food supplies
- Eid clothing
- Essential cash contributions



## 12,616

Individuals Helped



NGO Aman Palestin organised Ramadan meal for communities affected by the humanitarian conflict in Palestine.

**Empathy in Action: Media Prima Extends Support to Rohingya Community**

In March 2023, Media Prima joined hands with MERCY Malaysia to address the pressing needs of the Rohingya community. This humanitarian effort transcended borders, reaching Sittwe in Myanmar. Media Prima channeled a substantial amount of RM198,000 towards this noble cause.



**RM198,000**

Total Funds Disbursed

- Health Education Sessions
- Non-communicable disease care
- Maternal and child health care
- Family planning



**2,584**

Individuals Helped



Patients are waiting for consultation in Ohn Daw Gyi camp clinic.



Medical consultation provided by doctors in Ohn Daw Gyi camp clinic.

# SUSTAINABILITY STATEMENT

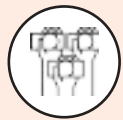


## SOCIAL

### Educating the Future Generations

#### Tabung TV3 Bersamamu Champions Education

Our youths are the leaders of the future. Tabung TV3 Bersamamu champions the aspirations of three promising students, empowering them to pursue their Diploma dreams. We are committed to covering their tuition fees until they successfully graduate. Beyond this, our business platforms have also created content and programmes to educate and increase the awareness of the public on specific topics.



**RM44,221**

Total Funds Disbursed



**3**

Individuals Helped

#### MPTN: Seindah Kasih Screening

Our over-the-top media service (OTT) arm, Tonton, orchestrated a *Seindah Kasih* screening event with the aim of fostering the growth of the entertainment industry. The event drew the participation of the *Seindah Kasih* filmmakers, cast members, as well as esteemed university professors and students. This unique gathering allowed students a valuable opportunity to engage with award-winning film directors and seasoned actors, gaining insights into their creative processes in order to enhance their own craft.



#### Big Tree: Majlis Daerah Tapah Programme - Taraweeh With Tahfiz Students and Orphans

Our Out-of-Home media division funded a programme for Tahfiz Students (students who have successfully memorised the Quran) to perform special nightly prayers called Taraweeh during the month of Ramadan. The purpose of Taraweeh is to seek spiritual reflection, gain closeness to Allah, and increase one's knowledge and understanding of the Quran.

**Helping and Inspiring Whenever We Can**

Beyond the four identified CSR categories, Media Prima also contributed through impactful events and random acts of kindness when the need arose.

**MPTN: Sembang Sahur**

MPTN hosted an event aimed at inspiring and motivating audience members to engage in charitable acts for the less fortunate during the sacred month of Ramadan. As part of the Sembang Sahur content, guests openly discussed their Suhoor experiences, and heartfelt donations were generously extended to those in need, further embodying the spirit of compassion and giving that Ramadan represents.

“Sembang Sahur” is where people gather to share their Suhoor (pre-dawn meal) experiences, fostering a sense of community and promoting informal and friendly conversations among family members and friends. This unique and heartfelt tradition offers a special opportunity for social interaction, self-reflection, and prayer before the daily fast begins at dawn.



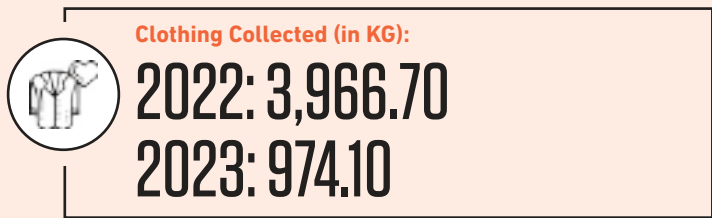
**MPA: Station Cars to the Rescue During LRT Disruption**

The Media Prima Audio team activated our station cars to help commuters affected by the disruptions to the Kelana Jaya line LRT (Light Rapid Transit), providing alternative transport options for people on the way to and from work.

**#KitarKainKita Drive Thru**

In 2022, Media Prima partnered with KlothCircularity Malaysia to host multiple clothing donation drives, aligning with significant events such as the Merdeka celebration, Pink October, and the year-end period. Similarly in 2023, the event was also held during the celebration of International Women’s Day.

The donation boxes were placed in Media Prima’s office buildings, and we take pride in announcing that we have successfully collected a total of 3,966.70 kilograms and 974.10 kilograms of clothing for donation in the respective years.



# SUSTAINABILITY STATEMENT



## SOCIAL

### PROTECTING WORKERS

#### WHAT IT IS AND WHY IT MATTERS

To protect workers in a company means ensuring their safety while they perform their jobs. Protecting workers is of paramount importance to Media Prima, not only as a moral and ethical obligation but also as a strategic imperative for the organisation's sustained success. While not in a high-risk industry, we take the health and safety of our employees seriously and are committed to ensuring the well-being, safety, and fair treatment of our employees.

#### KEY INDICATORS

(Jan 2022 – June 2023)



**0 Fatalities**  
In 2022 and 2023.



**No fines/penalties**  
on health and safety in 2022 and 2023.

**5 External Safety Inspections Conducted**  
(2022:2; 2023:3)

Media Prima conducts regular safety inspections to identify potential hazards in the workplace. This includes assessing the condition of equipment, checking for any structural issues, and ensuring compliance with safety regulations. The Group address identified hazards promptly to minimise the risk of injuries.

**9 Health and Safety Trainings Conducted**  
(2022:7; 2023:2)

Our safety officers also attend courses in order to be updated on the latest health and safety regulations. In 2022, 7 trainings were conducted involving 6% of the Group's employees; whereas 2 trainings were conducted in 2023 involving 1% of employees.



**WHAT WE DID**

The Group rolls out proactive health and safety activities such as conducting health and safety inspections, cultivating health and safety culture, practicing good housekeeping and so on. Below are some key initiatives:

**Training and Raising Awareness on Health and Safety**

We ensure that relevant employees receive thorough training on safety protocols, procedures and the proper use of equipment. Training is also periodically refreshed for existing employees. These include specific training on common risks and hazards associated with the employees' job roles. For example, relevant departments get trained on the Safe Handling of Chemicals and the use of PPE.



**Basic Occupational First Aid, CPR & AED Training**


First aid training is vital for any employee as it empowers them to provide immediate and potentially life-saving assistance in emergencies before professional help arrives.

The 2-day training equips our employees to become certified First Aiders.


Topics include CPR, choking, wound care, bleeding control, burns, fractures, and spinal injuries.

The course involves theory, practical sessions, and lifelike simulations for comprehensive emergency management skills.


One of the easiest ways to improve health and safety in the workplace is by raising employee awareness. This is to ensure employees receive appropriate knowledge to reduce or eliminate injuries in the workplace. These initiatives include:



**Posters & Notices**




**Periodic and tool-box briefing**




**Safety markings at the workplace**

**Conducting Regular Safety Inspections**


Media Prima implements regular safety inspections to identify potential hazards in the workplace. This includes assessing the condition of equipment, checking for any structural issues, and ensuring compliance with safety regulations. The Group addresses identified hazards promptly to minimise the risk of injuries. Throughout the financial period, we conducted:



**3**  
BOMBA (Fire and Rescue) Inspection



**1**  
Chemical Health Risk Assessment (CHRA) Report



**1**  
Initial Noise Risk Assessment Report

# SUSTAINABILITY STATEMENT



## SOCIAL

### Managing Noise Exposure

Given the potentially hazardous noise levels in the printing industry, we have taken proactive steps to safeguard our workers through comprehensive assessments and protective measures, which include:



#### Conducting Initial Noise Risk Assessment

An Initial Noise Risk Assessment is the first step in evaluating and managing the potential risks associated with noise exposure in a workplace. It involves an initial evaluation of the noise levels in the work environment to identify areas and tasks where employees may be exposed to high or harmful levels of noise.



#### Introduced Audiometric Programme to employees

An Audiometric Programme is a workplace initiative aimed at monitoring and safeguarding the hearing health of employees exposed to high noise levels. It includes regular hearing tests, noise exposure assessment, provision of hearing protection, and employee education to prevent occupational hearing loss and ensure early intervention if hearing deterioration occurs.



#### Providing Personal Protective Equipment (PPE) to employees

As standard procedure, we take measures to keep our printing machines isolated from our employees. Employees are assigned to work in soundproofed, quiet rooms as a protective measure against excessive noise levels. In cases where it's necessary to enter areas with elevated noise levels, employees are equipped with noise-reduction earmuffs to effectively manage their exposure.

### Managing Contractor Safety

All contractors involved in our operations are required to attend a comprehensive safety briefing conducted by our dedicated Occupational Safety and Health unit. Through these sessions, contractors gain a clear understanding of potential hazards, empowering them to make informed decisions and contribute to our goal of incident-free operations.

To make sure that the workplace is safe and secure, contractors without a working pass or license are not permitted to perform any duties in Media Prima's vicinity.



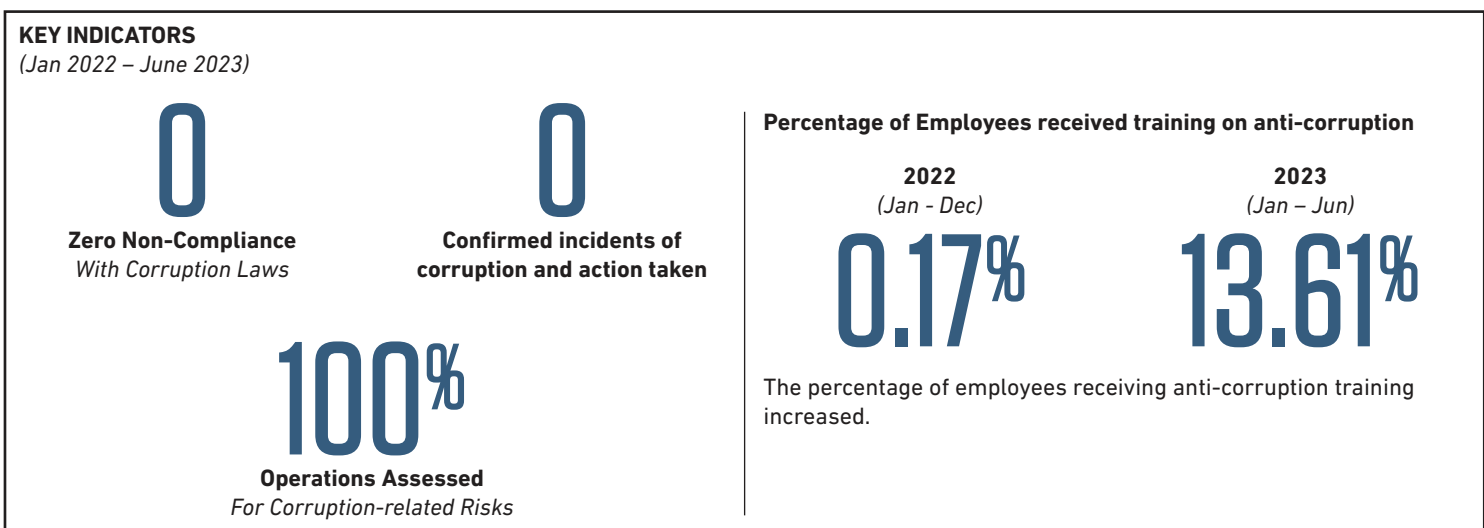
**GOVERNANCE**

**REGULATORY COMPLIANCE**

**WHAT IT IS AND WHY IT MATTERS**

Every organisation is bound by a responsibility to adhere to a structured framework of rules, laws, standards, and guidelines that define its operations within a specific industry or sector. In the sphere of media companies, regulatory compliance assumes particular significance, given the distinctive challenges and responsibilities resonating in the field. Functioning as a channel of information, influence, and creativity, media entities exert substantial sway over our society.

For Media Prima, ensuring adherence to regulatory obligations becomes essential in nurturing ethical practices, legal coherence, consumer trust, and lasting viability – all of which are fundamental elements in upholding the integrity and positive influence of media content.



Media Prima upholds a zero-tolerance approach to all forms of corruption. Directors, employees, and subsidiaries of Media Prima and are prohibited to offer, give, ask for, accept or receive any form of undue or improper gratification.

**WHAT WE DID**

Over the past 18 months, Media Prima has significantly escalated our efforts around anti-corruption, bribery prevention and ethical business conduct in order to foster awareness as well as mitigate risks. These proactive initiatives encompass:



# SUSTAINABILITY STATEMENT



## GOVERNANCE

### RESPONSIBLE CONTENT AND ADVERTISING

#### WHAT IT IS AND WHY IT MATTERS

This sustainability matter encompasses responsible content creation and dissemination, particularly through news and advertisement, in adherence to ethical, legal and acceptable societal standards at the forefront of our business. Media Prima places importance on this as we acknowledge that while operating within a dynamic and influential industry, Media Prima recognises that responsible content creation, news reporting and advertising extend beyond mere communication; they wield the power to shape and influence public discourse, attitude and behaviour.

Embracing this ethos is pivotal not only for upholding the integrity of our business but also for contributing positively to our audiences, fostering trust and ensuring the sustainable impact of our media endeavours.

#### WHAT WE DID

The Group believes in advocating and empowering our media practitioners with the best practices. In doing so, we have developed and updated internal guidelines as well as conducted 8 trainings and workshops over the span of 18 months, covering the following themes:

- |  |   |
|--|---|
| <p><b>1</b> <b>Don't Edit Me Out: A Masterclass by Lawyers Tailored for the Editorial Team</b></p>                         | <p><b>2</b> <b>2022 Content Code: Key Enhancements</b></p>                                      |
| <p><b>3</b> <b>Bengkel Kesedaran Undang-undang Jangan Potong! (For News Editors)</b></p>                                   | <p><b>4</b> <b>Sesi Taklimat Bersama LPF: "Mengelakkan Iklan Palsu Atau Mengelirukan"</b></p>   |
| <p><b>5</b> <b>Do's and Dont's From a Legal Perspective (For Media Prima Audio)</b></p>                                    | <p><b>6</b> <b>Demystifying Digital Content Publication: Navigating the Legal Landscape</b></p> |
| <p><b>7</b> <b>Memahami Undang-Undang Fitnah: Kekhilafan Penerbitan Yang Boleh Membuat Anda Dihadapkan Ke Mahkamah</b></p> | <p><b>8</b> <b>Content Code: Defining The Grey Area</b></p>                                     |



GOVERNANCE

CUSTOMER PRIVACY AND INFORMATION SECURITY

WHAT IT IS AND WHY IT MATTERS

Customer Privacy and Information Security encompasses the rigorous protection of sensitive data entrusted to a company by its stakeholders. It involves safeguarding personal information, ensuring data accuracy, and preventing unauthorised access.

In an age where digital interactions are pervasive, maintaining the confidentiality and security of customer data is not only a legal requirement but a foundational element of our commitment to ethical practice. As a trusted source of information and entertainment, Media Prima recognises that valuing and protecting customer privacy and information security is vital to maintaining audience trust, fostering long-term relationships, and nurturing sustainable success.

KEY INDICATORS

(Jan 2022 – June 2023)

0

Zero Substantiated Complaints

concerning breaches of customer privacy and losses of customer data

General Data Security and Data Protection Training

Over the span of 18 months, the group conducted 7 Cybersecurity Awareness Training Sessions, covering a wide range of cybersecurity topics, including data security and protection. The detailed breakdown is illustrated below:

2022 (12 months)	2023 (6 months)
<p><b>88.5%</b> Employees 4 Sessions</p>	<p><b>92.4%</b> Employees 3 Sessions</p>
In 2022, 4 sessions were conducted, and 88.5% employees attended the sessions.	During the first half of 2023, 3 sessions were conducted, and 92.4% employees attended them.

# SUSTAINABILITY STATEMENT



## GOVERNANCE

### WHAT WE DID

Besides educating our stakeholders and reinforcing necessary guidelines, Media Prima has also rolled out measures to protect customer data and privacy, ensure safe payment, manage threats from cyberattacks or malware as well as combat digital piracy. Below are some examples of the measures:

#### Protect Customer Data and Privacy

- All communication between the end users and our servers is handled via Secure Socket Layer (SSL), eliminating Man In The Middle (MITM) attacks and network sniffing.
- The database is securely stored isolated behind a Firewall and several layers of security.
- The data stored are only accessible by authorised personnel.

#### Ensure Safe Payment

- All payments are processed via authorised payment gateway providers.
- Stored credentials are also encrypted to ensure no data can be tampered with or reused by anyone.

#### Manage Threats From Cyberattacks or Malware

##### Physical and Environmental Security

- A security perimeter of computer rooms, media storage rooms and data centres has been identified.
- Biometric Access controls are used to access company data centres.
- Surveillance cameras and guards are in place to monitor the premises.

##### Computer and Network Management

- Virus Protection/Detection Software is installed and enabled on servers, workstations and laptops.
- Penetrations and Vulnerabilities Test are conducted annually by an appointed 3<sup>rd</sup> party security service provider.
- Connections from laptops, mobile devices, and remote users into the company's network require Citrix VPN with advanced authentication controls like two-factor authentication.
- Backups are encrypted for sensitive data and kept for a minimum of 90 days in accordance with backup policies.

#### Combat Digital Piracy

- Apart from links that are reported, we are constantly sourcing and searching for links online which will be sent to our publishing team for takedown requests.
- We are also complying with Digital Millennium Copyright Act (DMCA) Policy to initiate the takedown of content.
- For our existing partners such as YouTube and Facebook, we would upload a copy of the actual content to be flagged in their system.
- We would actively use the content manager or the copyright manager provided by our partners to review and issue takedown based on the content review. The content that infringes our rights will be issued with a takedown request.

# INVESTOR RELATIONS

**At Media Prima, we are committed to high levels of corporate disclosures and transparency, in line with global best practice to protect shareholders' interest.**

We place high emphasis on accessibility by maintaining open lines of communication and regular engagements with the investment community.

Throughout the financial year, we disseminated financial and strategic business updates in a timely and transparent manner to ensure shareholders have a clear understanding of our business developments, strategies and prospects, as we navigate an agile business environment.

## PROACTIVE AND REGULAR ENGAGEMENT

Our engagement efforts have always been focused on building and maintaining strong relationships with the investment community to facilitate two-way communication to assist their decision-making process.

For the 18 month period ended June 2023, our dialogue with the investment community included both virtual and in-person one-on-one and group meetings, as well as teleconference calls. We also widened our analyst coverage with the initiation of coverage by Maybank Kim Eng. Our stock is actively covered by ten (10) local research houses.

In February 2023, we hosted a virtual Media Prima FY22 Earnings Chat. This was a two-way discussion between buy-side and sell-side analysts and our Group Managing Director as well as our Group Chief Financial Officer.

We hosted an in-person Earnings Chat in August 2023, for Media Prima's results for the 18 month period ended June 2023. This event was attended by both buy-side and sell-side analysts, and was a very interactive session, spearheaded by the Group Managing Director.

Our corporate website ([www.mediaprima.com.my](http://www.mediaprima.com.my)) remains an important communication platform for Media Prima. We have a dedicated Investor Relations portal ([www.mediaprima.com.my/investors.html](http://www.mediaprima.com.my/investors.html)) that is updated regularly with the latest corporate, financial and stock information, and our quarterly results presentations upon release of our financial results.

The media and the public are also kept abreast of our latest developments through regular updates on our corporate website, social media platforms, press releases, and press conferences by our Corporate Communications team.



## WALKING THE EXTRA MILE

We reaffirmed our commitment to good ESG practices, which was acknowledged by the Minority Shareholders Watchdog Group ("MSWG"), The Edge ESG Awards and The Sustainability and CSR Malaysia Awards 2023.

In November 2022, we were recognised by the MSWG for "Industry Excellence" in the Telco & Media Industry at the MSWG-ASEAN Corporate Governance Award 2021, our second consecutive win after being awarded the same for 2020. In the same month, we were awarded Silver under the Telco and Media Sector, Equities Category at The Edge ESG Awards 2022 organised by The Edge in collaboration with Bursa Malaysia and FTSE Russell. The most recent award received in August 2023 was the "Company of the Year" in the media category for Media Prima's strong corporate social responsibility efforts at the Sustainability and CSR Malaysia Awards 2023.

These accolades have never been our end objective nonetheless they are testament to our commitment to good ESG practices, and it is rewarding to see our commitment and unwavering efforts acknowledged by the industry.

With the aim to continuously improve our engagement with the investment community, we seek feedback from analysts and fund managers via our Investor Relations Annual Acceptance Survey. The key areas of assessment which were rated by the investment community included transparency in providing updated information in accordance with good corporate governance practices, promptness in following up on issues and/or queries after meetings/events, availability and accessibility of Management, cooperation from and accessibility of Investor Relations Officer(s), comprehensiveness, breadth, and depth of information provided in meetings, interactivity of meetings/openness to discussion, level of disclosure, transparency and comprehensiveness in meetings, and the completeness of presented information on IR website. For the 18 month period ended June 2023, we received very encouraging feedback which is reflected in the actual achievement of 4.08/5 and 4.19/5 overall result rating for the two (2) surveys which were conducted for the financial year.

We will continue to ensure high standards in our corporate disclosures and interactive communication with all our stakeholders. Media Prima will remain in the forefront in terms of adopting best practices, ethics and governance for the benefit of our stakeholders, with the ultimate objective of enhancing shareholder value. We will strive to enhance the quality of our corporate disclosures.

Visit [www.mediaprima.com.my/investors.html](http://www.mediaprima.com.my/investors.html) or reach out to us at [investor@mediaprima.com.my](mailto:investor@mediaprima.com.my)

# FINANCIAL CALENDAR



## ANNOUNCEMENT OF CONSOLIDATED RESULTS

**30 May 2022**

Announcement of the unaudited consolidated results for the financial period ended 31 March 2022.

**24 August 2022**

Announcement of the unaudited consolidated results for the financial period ended 30 June 2022.

**25 August 2022**

Announcement of the change in the financial year end of the Company from 31 December to 30 June.

**29 November 2022**

Announcement of the unaudited consolidated results for the financial period ended 30 September 2022.

**22 February 2023**

Announcement of the unaudited consolidated results for the financial period ended 31 December 2022.

**24 May 2023**

Announcement of the unaudited consolidated results for the financial period ended 31 March 2023.

**30 August 2023**

Announcement of the unaudited consolidated results for the financial period ended 30 June 2023.



## DIVIDEND

First and Final Single-Tier Dividend of 1.5 sen per Ordinary Share for the Financial Period Ended 30 June 2023

**Announcement Date**

**Entitlement Date**

**Payment Date**

**30 August 2023**

**14 September 2023**

**3 October 2023**



## ANNUAL GENERAL MEETING

**26 October 2023**

Notice of 22<sup>nd</sup> Annual General Meeting

**23 November 2023**

22<sup>nd</sup> Annual General Meeting



# BOARD OF DIRECTORS



Notes to the Board of Directors' Profile on pages 88 to 91  
Other than as disclosed:

1. None of the Directors have any conflict of interest with the Company.
2. None of the Directors have any convictions for offences within the past five years, nor been imposed with any public sanction or penalty by the relevant regulatory bodies during the financial year, save for the public reprimand and fine of RM50,000 by Bursa Malaysia Securities Berhad on 14<sup>th</sup> February 2023 for YBhg Datuk Phang Ah Tong for breach of certain provisions of the Main Market Listing Requirements, for which he was a Director of Jerasia Capital Berhad at that material time.
3. None of the Directors have any family relationships with any Directors and/or major shareholders of the Company.

# BOARD OF DIRECTORS' PROFILE



## DATUK SERI (DR) SYED HUSSIAN BIN SYED JUNID

### Group Chairman

62 | Malaysian | Male

- > First appointment as Group Chairman-designate on 13 June 2019
- > Appointment as Group Chairman on 1 July 2019

**NRC** Chairman

Datuk Seri (Dr) Syed Hussian's illustrious career spans over 30-years in the insurance and technology sectors, with expertise in emerging technologies and in corporate transformation. He started at The American Malaysian Insurance Sdn Bhd in 1982. By 1986, he was promoted to Penang Branch Manager, followed by a promotion to Senior Regional Manager in 1989, overseeing operations in Penang, Perlis, Kedah, and Perak.

Within the Media Prima Group, he sits on the Board of Sistem Televisyen Malaysia Berhad, Synchrosound Studio Sdn Bhd, Big Tree Outdoor Sdn Bhd, Media Prima Digital Sdn Bhd, REV Media Group Sdn Bhd, Media Prima Omnia Sdn Bhd, Wowshop Sdn Bhd, Print Towers Sdn Bhd and The New Straits Times Press (Malaysia) Berhad.

Datuk Seri (Dr) Syed Hussian has held key positions at various companies that included Tanjung Offshore Berhad, AWC Berhad, Efficient E-Solutions Berhad, and AmanahRaya Reit Berhad. He also served as the Group Chairman for Western Digital's Malaysia Operations, overseeing subsidiaries like Western Digital Media (Penang), SanDisk Batu Kawan (Penang), Western Digital Substrate Johor, and Kuching. Furthermore, he is currently serving as a Director at Coherent Malaysia Sdn Bhd (formerly II-VI), contributing immensely to the prominent multinational company in Perak. These accomplishments have solidified his stature in the industry, with both Western Digital and Coherent Corporation being listed on the National Association of Securities Dealers (NASDAQ) in the US.

Recently, Datuk Seri (Dr) Syed Hussian was appointed as the Chairman of the Board of Trustees of Amanah Ikhtiar Malaysia (AIM), a foundation that assists in the reduction of poverty among poor and low-income households in Malaysia by providing micro credit financing to finance activities for income generation.

A passionate advocate for education, Datuk Seri (Dr) Syed Hussian's contributions have been hailed by leading universities. He was first appointed to the Board of University Malaysia Sarawak in 2016, an appointment supported by the Ministry of Higher Education and the Sarawak-based university and will continue to serve the institution until 2025. At Universiti Teknikal Malaysia Melaka (UTem), he was appointed as an Adjunct Professor and had served as the CEO@Faculty for the institution. His many contributions to UTeM was recognised in 2019 when he received the Honorary Degree of Doctor of Engineering Technology.

Other roles in education include as the Advisor of Universiti Malaysia Kelantan Entrepreneurship Programme and Chairman of the WD-Ministry of Higher Education Campus Connect Program. Datuk Seri (Dr) Syed Hussian is also the current Chairman of Industrial Advisory Committee (IAC) of Politeknik Sultan Salahuddin Abdul Aziz Shah, having completed his tenure as CEO@Faculty at the institution. He is now the CEO@Faculty at Multimedia University since 2022 and was appointed as Adjunct Professor at Universiti Tenaga Nasional in 2023.

Datuk Seri (Dr) Syed Hussian possesses a Diploma in Insurance from the Association for Overseas Technical Scholarship (AOTS) in Tokyo, Japan, obtained in 1988. Additionally, he holds a Certificate in Insurance from Institut Teknologi MARA, in 1982. He further enriched his knowledge through a Government Entrepreneurial Program at ASIA BUNKA Kaikan Tokyo in 1985 and a Management Program course at Re GMBH in Cologne, Germany, in 1991.

**AC** Audit Committee

**NRC** Nomination and Remuneration Committee

**RMC** Risk Management Committee



## MOHD RAFIQ BIN MAT RAZALI

### Group Managing Director

38 | Malaysian | Male

- > First appointment as Group Executive Director on 18 February 2021
- > Appointed as Group Managing Director on 1 October 2021

**RMC** Member

Rafiq holds a Bachelor of Science (First Class Honours) in Actuarial Science from Pennsylvania State University. He has comprehensive experience in business development and strategic planning. His track record includes establishing and scaling start-up companies related to digital and information technology.

His career began with Maxis Berhad where he held various positions that included responsibilities in the International Business division and the Corporate Strategy division.

In 2011, Rafiq moved on to Groupon Malaysia, an e-commerce company based in the United States connecting customers with local merchants in more than 28 countries including Malaysia. He was promoted as Groupon's Country General Manager for Malaysia in 2013, following an impressive run of performance by the outfit.

In 2015, Rafiq was part of the team that established KFit (now known as Fave), a Malaysian start-up with operations across the Asia Pacific region. Fave was recently acquired by a leading fintech company. Rafiq is also currently an Endeavor mentor.

Within the Media Prima Group, he sits on the Board of Sistem Televisyen Malaysia Berhad, Synchronsound Studio Sdn Bhd, Big Tree Outdoor Sdn Bhd, Media Prima Digital Sdn Bhd, REV Media Group Sdn Bhd, Media Prima Omnia Sdn Bhd, Wowshop Sdn Bhd, Print Towers Sdn Bhd and The New Straits Times Press (Malaysia) Berhad.

# BOARD OF DIRECTORS' PROFILE



## ABDULLAH BIN ABU SAMAH

### Independent Non-Executive Director

58 | Malaysian | Male

> First appointment as Independent Non-Executive Director on 11 March 2021

**AC** Chairman **NRC** Member

Abdullah is currently serving as a Director on the Board of Johor Plantations Berhad, Director of Al-Aqar Healthcare Reit, Al-Salam Real Estate Investment Trust and Damansara Reit Managers Sdn Bhd.

Abdullah began his career with KPMG Malaysia from 1988 to 2020. In 1993, he was seconded for two years to KPMG London to focus on the financial services sector. He served as a Partner in the Audit Division from 1997 until his retirement in 2020. He also served as a member of Exco for KPMG Malaysia from 2014 to 2018.

He has over 32 years of experience servicing clients from various industries and large multinational companies. This includes companies in oil and gas, banking and finance, construction and property development, hotel and hospitality, palm oil plantation, manufacturing, and trading sectors.

In addition to external audit, Abdullah has significant experience in reviews of prospective financial information for purposes of initial public offerings, rights issues and bond issues. He has led many audit assignments in financial due diligence reviews on behalf of acquirers.

He graduated with a Master of Business Administration from the University of Washington, Seattle, USA. He also holds a Bachelor of Science in Business Administration from the University of the Pacific, California, USA. He is a member of the Malaysian Institute of Accountants and the Malaysian Institute of Certified Public Accountants.



## DATO' SIVANANTHAN A/L SHANMUGAM

### Independent Non-Executive Director

55 | Malaysian | Male

> First appointment as Independent Non-Executive Director on 15 April 2021

**RMC** Chairman **NRC** Member

Dato' Sivananthan holds a Bachelor's Degree of Arts from the University of Malaya. He was the Managing Director of Malaysia, Sri Lanka and Maldives for Nokia, a role in which he oversees the operations of the three Asian markets. An experienced veteran with over three decades within Information Technology (IT) and Telecommunication Technology, he held various senior leadership roles in major Information Technology (IT) and Telecommunication firms such as IBM, Nortel Networks, Sapura Telecommunications, Swedtel South East Asia, Alcatel Networks and Maxis.

Dato' Sivananthan throughout his career, had developed a deep understanding of technologies i.e Industry IR 4.0, namely the internet of things (IoT), managed services, cloud technology, artificial intelligence (AI), digital transformation, e-commerce, automation, transport IP and Optics as well as 4G and 5G.

From 2017 to 2019, he was a Committee Member of Outsourcing Malaysia (OM) (now known as GBS Malaysia), a business outsourcing initiative as a global hub for high end value added services coordinated by The National ICT Association of Malaysia (PIKOM).

In 2023, Dato' Sivananthan was appointed as the Independent Non-Executive Director of C.I. Holdings Berhad and Independent Non-Executive Chairman of Watta Holding Berhad.

Dato' Sivananthan areas of expertise are in technology, business management, start-up, strategic planning, digital transformation, leadership and corporate turnaround.

**AC** Audit Committee**NRC** Nomination and Remuneration Committee**RMC** Risk Management Committee

## DATUK PHANG AH TONG

### Independent Non-Executive Director

66 | Malaysian | Male

- > First appointment as Independent Non-Executive Director on 3 June 2022

**AC** Member

Datuk Phang's career in Malaysia's civil service spans over 36 years in promoting foreign and domestic investments. He assisted in developing the manufacturing and services sectors in Malaysia under the Malaysian Investment Development Authority ("MIDA") where his last held position was the Deputy Chief Executive Officer before his retirement in 2017.

He began his career in 1981 as an Economist in MIDA where he served in various capacities including Assistant Trade Commissioner for MIDA London and Director of MIDA New York. Upon returning to the MIDA headquarters, Datuk Phang was appointed as the Director of Foreign Direct Investment ("FDI"), overseeing the promotion of global FDI into Malaysia. He was also involved in organising and participating in many Trade and Investment Missions overseas led by the Prime Minister and Ministers of International Trade and Industry.

Datuk Phang was the Chairman of the Malaysia Automotive Robotic and IOT Institute (MARii), an agency under the Ministry of Investment, Trade and Industry. He is the Independent Non - Executive Chairman of JF Technology Berhad and Cosmos Technology International Berhad (CITB), Independent Non-Executive Director of Inari Amertron Berhad and Apex Healthcare Berhad.

He holds a Bachelor of Economics (Honours) from the University of Malaya and has attended several notable Senior Management Programmes, namely the Harvard Business School and "Institut Européen d'Administration des Affaires" (INSEAD).



## DATUK SHIREEN ANN ZAHARAH BINTI MUHIUDEEN

### Independent Non-Executive Director

60 | Malaysian | Female

- > First appointment as Independent Non-Executive Director on 1 August 2022

**AC** Member **RMC** Member

Datuk Shireen's career spans over 30 years in the financial services and corporate sectors, with a strong track record in Emerging Asia Equity Markets. She was the founder, managing director and principal fund manager of Corston-Smith Asset Management, an independent asset management company that was an early signatory to the United Nations Principles for Responsible Investment ("UNPRI"), a position she held from 2004 to 2019. Prior to that, Datuk Shireen was the CEO of AIG Investment Corporation (Malaysia).

A strong advocate of Corporate Governance best practices and Environment, Social and Governance ("ESG") activism, Datuk Shireen has served on several Boards and Board Committees in public-listed companies including as Non-Executive Chairman of Bursa Malaysia. She also served as an Independent Non-Executive Director of AMMB Holdings Berhad, HSBC Bank Malaysia Berhad, Integrax Berhad, and Encorp Berhad. She was a member of the Economic Action Council, chaired by the Prime Minister as well as a Board Member of the Federal Land Development Authority ("FELDA").

In recognition of her work in the industry, in June 2011, she was named one of the 25 most influential women in the Asia-Pacific region for asset management by Asian Investor, a regional publication. In March 2014, she was honoured by Forbes Asia as one of the 50 Asia's Power Businesswomen 2014.

In April 2023, Datuk Shireen also hit Amazon #1 best seller for her latest book published in the United States, "We Are All Stakeholders - Culture, Politics and Radical Accountability in the Boardroom".

She was appointed as a Member of the Advisory Board of the Asian International Arbitration Centre effective May 2023.

Datuk Shireen holds a Masters of Business Administration from Loyola Marymount University, United States and Bachelor of Science in Business Administration from the University of Southern California, United States.

# SENIOR MANAGEMENT TEAM



**Mohd Rafiq  
bin Mat Razali**



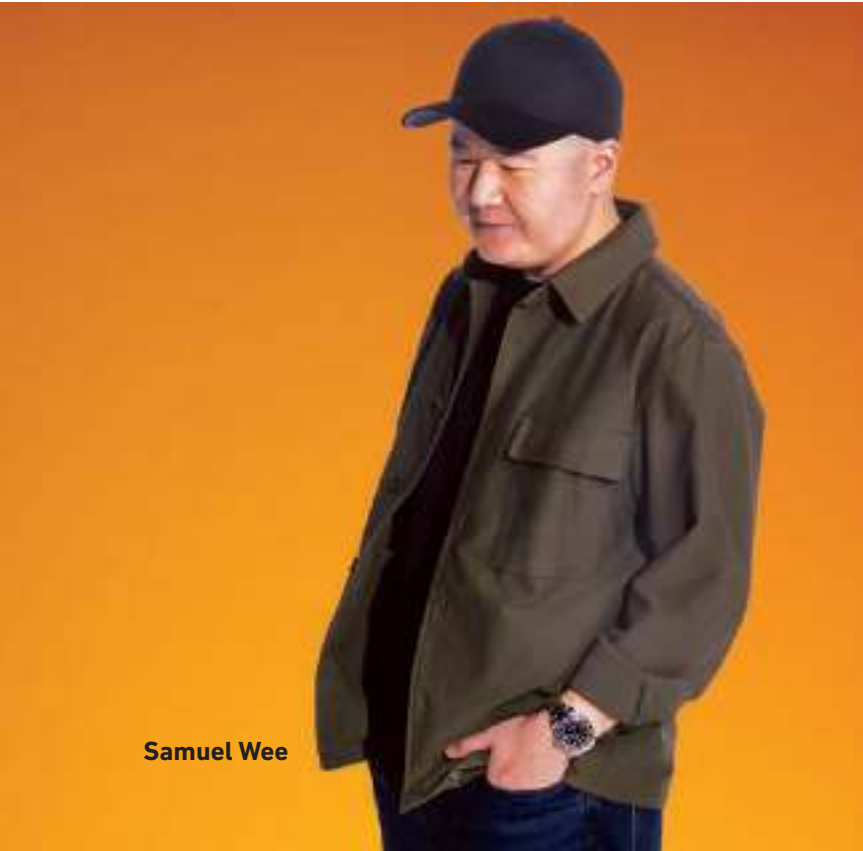
**Rosli bin  
Sabarudin**



**Nini Yusof**



**Datuk Ahmad Zaini  
Kamaruzzaman**



**Samuel Wee**



**Nazri Noran**



**Stephanie  
Wong Pui Tse**



**Datuk Mohd Efendi Omar**

# SENIOR MANAGEMENT TEAM



## MOHD RAFIQ BIN MAT RAZALI

**Group Managing Director,  
Media Prima Berhad**  
38 | Malaysian | Male

- > First appointment as Chief Executive Officer of REV Media Group on 15 April 2016
- > First appointment as Group Executive Director on 18 February 2021
- > Appointed as Group Managing Director on 1 October 2021

Rafiq holds a Bachelor of Science (First Class Honours) in Actuarial Science from Pennsylvania State University. He has comprehensive experience in business development and strategic planning. His track record includes establishing and scaling start-up companies related to digital and information technology.

His career began with Maxis Berhad where he held various positions that included responsibilities in the International Business division and the Corporate Strategy division.

In 2011, Rafiq moved on to Groupon Malaysia. Groupon is an e-commerce company based in the United States, connecting customers with local merchants in more than 28 countries including Malaysia. He was promoted as Groupon's Country General Manager for Malaysia in 2013, following an impressive run of performance by the outfit.

In 2015, Rafiq was part of the team that established KFit (now known as Fave), a Malaysian start-up with operations across the Asia Pacific region. Fave was recently acquired by a leading global fintech company. Rafiq is also currently an Endeavor mentor.



## ROSLI BIN SABARUDIN

**Group Chief Financial Officer,  
Media Prima Berhad**  
48 | Malaysian | Male

- > Appointed as Group Chief Financial Officer on 1 October 2021

Rosli started his career with Tenaga Nasional Berhad ("TNB") in 1998, bringing with him more than 24 years of experience in Accounting, Finance and Management in the utility and media industry, which include statutory financial reporting, financial operations, procurement, financial systems and asset management. One of his major strengths is his strong interest in process improvement and reengineering.

He spent 14 years in TNB assuming various roles with his last appointment as Financial Controller for TNB Remaco Sdn Bhd. He has also covered the role of Customer Service Manager, State Finance Officer, SAP System Implementer and Change Management Consultant in the CEO's office entrusted with major transformation initiatives.

Rosli joined Media Prima in 2012. His scope of responsibilities with the Group included Financial Controller for Television Networks (TV3/STMB) and Primeworks Studio. He played an instrumental role in the setting up of CJ Wow Shop, a joint venture in 2016 between Media Prima and South Korea's CJ ENM O Shopping Division and several major transformation initiatives within the Group. Rosli previously served as Group General Manager, Finance (Financial Reporting, System and Operations).

Rosli received his Accounting degree from Victoria University of Wellington, New Zealand, in 1998. Being a qualified accountant, Rosli is a Fellow with the Association of Certified Chartered Accountants (ACCA, UK) and a member of the Malaysian Institute of Accountants ("MIA").

Notes to the Senior Management Team's Profile on pages 94 to 97

Other than as disclosed:

1. None of the members of the Senior Management Team have any conflict of interest with the Company.
2. None of the members of the Senior Management Team have any convictions for offences within the past five years.
3. None of the members of the Senior Management Team have any public sanctions and/or penalties imposed on them by any regulatory bodies during 18 months (1 January 2022 - 30 June 2023).
4. None of the members of the Senior Management Team have any family relationships with any Directors and/or major shareholders of the Company.





## NINI YUSOF

**Chief Executive Officer,  
Media Prima Television Networks and Primeworks Studios**  
50 | Malaysian | Female

- > Appointed as Chief Executive Officer of Media Prima Television Networks and Primeworks Studios on 1 August 2023

Prior to her latest appointment, Nini was the Deputy Chief Executive Officer of Media Prima Television Networks ("MPTN"). Her previous senior positions include Chief Content Officer of Media Prima Omnia and Primeworks Studios, Director of Sales and Strategy of MPTN.

Nini was responsible for channel business, led content commissioning and operations across the business portfolios including the content development of Tonton and digital transformation of news and current affairs. Nini was instrumental in establishing strategic monetisation of content to various streaming and broadcast partners.

In 2016, she launched a joint venture between Media Prima and CJENM for Home Shopping and E-Commerce business — CJ Wow Shop (Wowshop). The joint venture was a key business transformation initiative aimed at diversifying the Group's revenue streams.

Before joining Media Prima, Nini was with NBC Universal. Prior to that, she was with Fox Networks Group and STAR TV. Based in Singapore, she was responsible for affiliate sales and marketing, distribution in nine markets for over 20 channels including the iconic National Geographic Channels, FOX and STAR brands. She was also part of the Fox International Productions film development team for the Indonesia market. Nini started her career with KPMG, followed by a stint at Cableview Services Sdn Bhd.

Nini holds a Bachelor of (Hons) English Language and Literature Studies (ELLS), Minor in Mass Communication and Management from Universiti Sains Malaysia (USM). She has completed Digital Marketing Program by National University of Singapore Business School and ASEAN Senior Management Development Program by Harvard Business School ACM.

Nini is the Chairman of Creative Content Association Malaysia (CCAM) and an exco member of Persatuan Filem Malaysia (PFM).



## DATUK AHMAD ZAINI KAMARUZZAMAN

**Group Managing Editor,  
The New Straits Times Press (Malaysia) Berhad**  
59 | Malaysian | Male

- > Appointed as the Group Managing Editor of The New Straits Times Press on 11 January 2023

Datuk Zaini who is also the Group Editor BH, began his career as a journalist with Bernama in 1984. He joined BH in 1991 and held various positions within the company including Kedah Bureau Chief, Assistant News Editor, News Editor, Chief News Editor, Associate Editor News and Digital, Executive Editor News and Executive Editor Commercial and Current Affairs. He was assigned as General Manager, Marketing and Sales support NSTP in 2020 and as the Group Editor, BH in June 2022.

In NSTP, his successes include establishing high-profile commercial events such as the Semarak Ramadan programme and the Anugerah Bintang Popular Berita Harian award show, to become one of the leading brands under NSTP and Media Prima. While serving as Associate News and Digital Editor of BH, he led a special project to develop BH Online to emerge as the number one news portal in Malaysia.

Datuk Zaini was also given the responsibility of starting and developing NSTP's multimedia department which involves the production of news videos, documentaries and special programmes in the form of commercials for the digital platforms BH Online, Harian Metro Online and NST Online.

Under his stewardship, NSTP won multiple awards in 2023, including the prestigious Kajai Award of the Malaysian Press Institute (MPI)-PETRONAS Malaysian Journalism Awards 2022. Other wins include the Putra Aria Brand Awards 2022 for Media Brand Choice (NST & BH), the Putra Brand Awards 2022 for Media & Entertainment (HM), and the BrandLaureate BestBrand Awards 2022/23 for Longstanding Excellence in Media and Journalism (NSTP).

These recognitions from industry peers reflect Datuk Ahmad Zaini's excellent leadership and strengthen NSTP's position as Malaysia's premier news and media powerhouse.

Datuk Zaini holds a Malaysian Higher School Certificate (HSC).

# SENIOR MANAGEMENT TEAM



## SAMUEL WEE

**Chief Executive Officer,  
REV Media Group**

37 | Malaysian | Male

> Appointed as Chief Executive Officer of REV Media Group on 1 October 2021

Samuel joined Media Prima in 2017 as the General Manager, Business Operations of REV Media Group ("REV"). He was promoted to Chief Operating Officer in 2020 and Chief Executive Officer in 2021.

He played a key role in helping REV become Malaysia's number one digital publisher which today represents over 30 top authority brands and engages more than 15 million Malaysians.

Prior to joining Media Prima, Samuel and a group of pioneers established Malaysia's leading digital media group, REV Asia Holdings, which acquired SAYS, OHBULAN!, and ViralCham to turbocharge its growth. He also led REV Asia Holdings' regional expansion into Philippines, Indonesia and Vietnam. REV Asia Holdings was acquired by Media Prima in August 2017 and rebranded as REV Media Group in 2020.

Samuel started his career with HSBC Malaysia in Corporate Strategy and Business Transformation before venturing into the start-up scene as one of the founding members of SAYS. Samuel holds a Bachelor of Business in Finance and Management from the University of Technology, Sydney, and is also the recipient of the HSBC's Young Entrepreneur Awards 2006 (Asia).



## NAZRI NORAN

**Chief Executive Officer,  
Media Prima Audio**

46 | Malaysian | Male

> Appointed as Chief Executive Officer of Media Prima Audio on 1 June 2021

Nazri Noran, a seasoned CEO in Malaysia's radio industry, boasts over two decades of experience. He began his illustrious career in 2001 at Astro Radio, rapidly rising to senior roles including Head of Programming and Senior Assistant Vice President.

Over his two-decade tenure at Astro Radio, Nazri played a pivotal role in shaping operations and driving growth in Malaysia's competitive radio landscape. His efforts garnered awards, reinvigorated Era FM's status, and set records in the Malaysia Book Of Records.

Beyond Astro Radio, Nazri consulted for Mahaka Radio Integra Indonesia for a decade, contributing to new station launches and increased market share and revenue. His consultancy spanned until 2020.

In 2021, Nazri assumed the CEO role at Media Prima Audio. Under his leadership, Media Prima Audio expanded its reach while delivering top-quality programming.

Recognised for his authority in Malaysia's radio scene, Nazri is sought after for insights into market dynamics and listener preferences. His expertise led to speaking engagements at diverse conferences and events, and he's earned accolades like the Lifetime Achievement Of The Year at the Malaysia Prestigious Industry Awards 2021 and Media Icon Of The Year 2022 at the Bumiputera Business Excellence Awards (BBEA).

As President of Commercial Radio Malaysia (CRM), Nazri stands as an influential figure, embodying his dedication to shaping the industry's future. Nazri graduated with a Postgraduate Certificate in Business Administration and Management from the University of Liverpool in 2017.



## STEPHANIE WONG PUI TSE

**Chief Operating Officer,  
Big Tree and Media Prima Omnia, Agency Solutions**  
49 | Malaysian | Female

- > Appointed as Chief Operating Officer of Big Tree in August 2022
- > Appointed as Chief Operating Officer of Media Prima Omnia, Agency Solutions, in September 2023

Stephanie is also the Chief Operating Officer for Media Prima OMNiA, Agency Solutions, a newly integrated revenue platform under Media Prima where she was a pioneering member. In this role, Stephanie identifies new collaborative opportunities with key stakeholders and leads the robust transformation of young OMNiA talents to be able to lead and adapt to the company's outstanding vision.

With over 20 years of experience in the Malaysian media industry, she exercises her interpersonal, analytical and strategic business-planning skills together with her vast knowledge of working with major stakeholders from diverse industries to bring forth exciting innovations and advancements into Big Tree's operations. Stephanie capitalises on the bullish growth of Digital, Omni-channel and Interactive Out-of-Home (OOH) to unleash more value to the Malaysian OOH scene and give advertisers cutting-edge and data-driven platforms for them to produce creatively engaging content.

Before joining Big Tree, Stephanie served with Media Prima OMNiA as a Sales Director before assuming her role as COO. She was also the General Manager for Media Prima Television Networks, Sales Manager for Seni Jaya and a Portfolio Investment Analyst for AmBank Consultant.

Stephanie graduated from Monash University, Melbourne and Sunway College with a Bachelor of Commerce.



## DATUK MOHD EFENDI BIN OMAR

**Chief Operating Officer  
Media Prima Omnia, Direct Solutions**  
40 | Malaysian | Male

- > Appointed as Chief Operating Officer of Media Prima Omnia, Direct Solutions, in August 2022

Datuk Efendi currently leads a sales team that specialises in offering business solutions to a wide range of clients and growing businesses especially in SME, Government, Regional and new businesses via Media Prima's multi platforms.

He began his career as an Administrative Officer with a Government agency. He then joined Kamal Nasir Holdings as a General Manager focusing on sales and developing new marketing strategies across the company.

In 2014, Datuk Efendi formed a media and PR agency named 99 Media. His vast experience in dealing with clients from a variety of sectors gives him a cutting edge in dealing with client relationships, and resulted in 99 Media acquiring 60% of the government media spending.

Datuk Efendi joined Media Prima Omnia in 2020 as a General Manager of Sales, overseeing and managing all government accounts and its agencies. One of his most notable achievements constitutes a remarkable contribution to society by introducing the DIDIKTV KPM programme on ntv7, a free educational channel on television for school students across the nation. This is a collaboration between Media Prima and the Ministry of Education to address educational needs during Covid-19 pandemic.

Following his impressive performance, Datuk Efendi was given additional responsibilities to grow Regional, SME, 1Klassifieds, Activation and Galeri Prima under his leadership.

Datuk Efendi graduated with a Degree in Urban and Regional Planning from University of Malaya.

# CORPORATE GOVERNANCE OVERVIEW STATEMENT

**THE BOARD OF MEDIA PRIMA BERHAD IS PLEASED TO PRESENT MEDIA PRIMA'S CORPORATE GOVERNANCE OVERVIEW STATEMENT ("OVERVIEW STATEMENT") FOR THE 18 MONTHS FINANCIAL PERIOD ENDED 30 JUNE 2023.**

The Board of Directors of Media Prima is committed towards achieving excellence in corporate governance and acknowledges that the prime responsibility for good corporate governance lies with the Board. The Board is fully committed to ensuring that the highest standards of corporate governance are practised throughout the Group as a fundamental part of discharging its responsibilities to create, protect and enhance shareholders' value.

The Board believes that good corporate governance is fundamental in achieving the Group's objectives. In order to ensure that the best interests of shareholders and other stakeholders are effectively served, the Board continues to play an active role in improving governance practices and monitor the development in corporate governance within the Group.

The overview statement demonstrates the Board's commitment towards high standards of corporate governance practices, values and ethical business conducts in consistent and complies with the following best practices and guidelines:

- 1) Main Market Listing Requirements (MMLR) of Bursa Malaysia Securities Berhad (Bursa Malaysia); and
- 2) Malaysian Code of Corporate Governance 2021 (MCCG) published by the Securities Commission.

The commitment and efforts of the Board and Management in sustaining high standards of corporate governance and investor relations have been substantiated by the following accolade received in 2022/2023:-

AWARDS	ORGANISER
Good ESG Practices at The Edge ESG Awards 2022	The Edge
MSWG-ASEAN Corporate Governance - Industry Excellence Award 2022	Minority Shareholders Watch Group (MSWG)
Sustainability and CSR Malaysia Awards 2023 - Company of the Year (Media Category)	CSR Malaysia

## MCCG'S PRINCIPLE A - BOARD LEADERSHIP & EFFECTIVENESS

### BOARD RESPONSIBILITIES

The Group is led and controlled by an effective Board. All Board members carry an independent judgement to bear on issues of strategy, performance, resources and standards of conduct. The Board recognises the Board's philosophy, principles, ethics, mission and vision and reflects this understanding on key issues throughout the year.

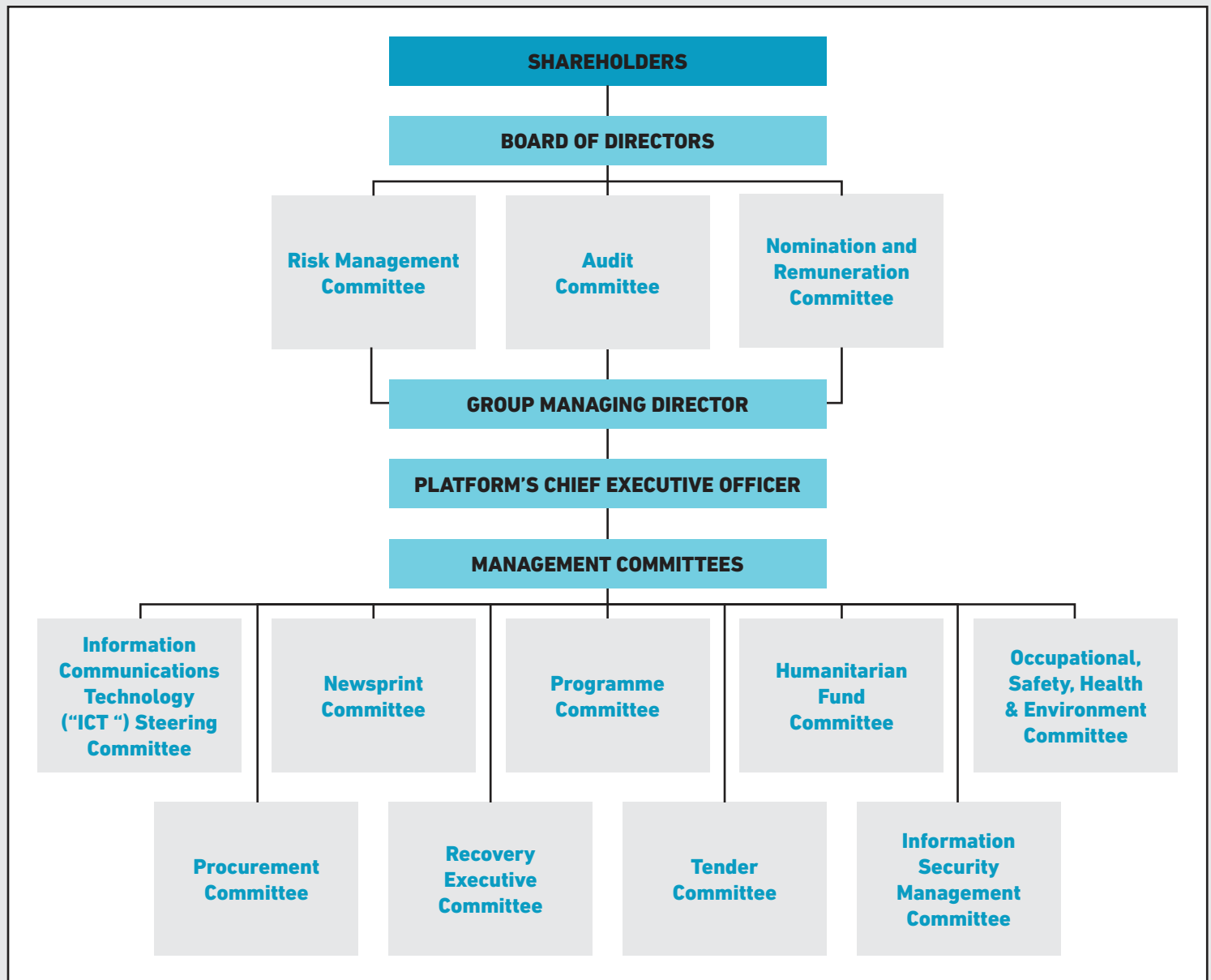
The Board plays an active role in the development of the Group's strategy. It has in place an annual strategy planning process, whereby the Management prepared and presented its Business Plan and Budget for the Board's review and approval. The Board reviews and challenges Management's views and assumptions. In furtherance of this, the Board then reviews and approves the annual budget for the ensuing year and sets the Key Performance Indicators in the Balanced Scorecard.

The Board promotes good corporate governance through sustainability practices which will translate into better corporate performance throughout the Group. A summary of these practices which demonstrate the Group's commitment to the evolving global environmental, social, governance and sustainability agenda is included in the Group's Sustainability Report 2022/2023. Detailed coverage of our corporate responsibility initiatives are explained separately in our Sustainability Report 2022/2023.

The Board is kept informed of key strategic initiatives, significant operational issues and the Group's performance based on the approved Key Performance Indicators in the Balanced Scorecard. The Chief Executive Officers of the business platforms and selected Senior Management were in attendance at Board meetings to support the Group Managing Director in presenting the updates on the progress of key initiatives, business targets and achievements to date and to provide clarification on the challenges and issues raised by the Board.

In order to ensure the effective discharge of its functions and responsibilities, the Board delegates specific authority to the relevant Board Committees and the Group Managing Director. The Group

Managing Director shall steer and govern the Company with the support of the Management via the various Management Committees, as depicted below:-



The Group Chairman leads the Board by setting the tone at the top, and manages the Board’s effectiveness by focusing on strategy, governance and compliance. The Board monitors the functions of the Board committees in accordance with their respective Terms of Reference to ensure its own effectiveness.

The position of Group Chairman and Group Managing Director are held by two (2) different individuals. There is a clear distinction of roles and responsibilities between the Group Chairman of the Board and the Group Managing Director in order to ensure that there is an equilibrium of power and authority and that no individual has unfettered powers of decision.

The Board together with the Group Managing Director have developed position descriptions for the Board and the Group Managing Director, involving definition of the limits to management’s responsibilities. The Board has also approved the corporate objectives for which the Group Managing Director is responsible to meet.

The Board is further assisted by the Group Company Secretary who is responsible for providing a central source of guidance and advice

to the Board, on its roles and responsibilities and good corporate governance.

The Board and its Committees have full and unrestricted access to all information necessary in the furtherance of their duties, which is not only quantitative but also other information deemed suitable such as customers satisfaction, product and service quality, market share, updates and reactions. The Board is provided with the agenda for every Board meeting together with comprehensive management reports in advance, for the Board’s reference. The Chairman of the Board takes primary responsibility for organising information necessary for the Board to deal with the agenda and for providing this information to directors on a timely basis.

All directors have the right and duty to make further enquiries where they consider necessary. In most instances, members of Senior Management are invited to be in attendance of the Board meetings to provide insight and to furnish clarification on issues that may be raised by the Board.

# CORPORATE GOVERNANCE OVERVIEW STATEMENT

The Board meets at least four (4) times a year, once in every quarter and has a formal schedule of matters specifically reserved for Board decisions such as the approval of corporate plans and budgets, acquisitions and disposals of assets that are material to the Group, major investments, changes to Management and control structure of the Group including key policies, procedures and authority limits. Additional meetings are held as and when required.

The Board is satisfied with the level of commitment given by the Directors towards fulfilling their roles and responsibilities as Directors of Media Prima Berhad. The Directors' commitment is affirmed by the high percentage of their attendance at the Board meetings and respective Board Committee meetings of Media Prima Berhad held during the financial period ended 30 June 2023.

## Number of meetings convened by the Board and each Board Committee

Meeting	Number of Meetings in 2022/2023
Board	18
Audit Committee	9
Risk Management Committee	6
Nomination and Remuneration Committee	9

## Board Meetings

During the financial period ended 30 June 2023, the Board of Directors had met 18 times on the following occasions:-

No	Board Meeting	Date
1	Special Meeting	24 January 2022
2	75 <sup>th</sup> Meeting	23 February 2022
3	Special Meeting	09 March 2022
4	Special Meeting	17 March 2022
5	76 <sup>th</sup> Meeting	25 May 2022
6	Special Meeting	30 May 2022
7	Special Meeting	23 June 2022
8	Special Meeting	13 July 2022
9	77 <sup>th</sup> Meeting	24 August 2022
10	78 <sup>th</sup> Meeting	29 November 2022
11	Special Meeting	30 November 2022
12	Special Meeting	11 January 2023
13	79 <sup>th</sup> Meeting	22 February 2023
14	Special Meeting	27 February 2023
15	Special Meeting	28 February 2023
16	Special Meeting	21 March 2023
17	80 <sup>th</sup> Meeting	24 May 2023
18	Special Meeting	26 June 2023

Details of Directors' attendance at the Board of Directors Meeting for the financial period ended 30 June 2023 are as follows:-

Director	Attended/ Held	Attendance
<b>Datuk Seri (Dr) Syed Hussian bin Syed Junid</b> <i>Independent Non-Executive Group Chairman</i>	18/18	100%
<b>Mohd Rafiq Mat Razali</b> <i>Executive Director</i>	18/18	100%
<b>Abdullah Abu Samah</b> <i>Independent Non-Executive Director</i>	18/18	100%
<b>Dato' Sivananthan A/L Shanmugam</b> <i>Independent Non-Executive Director</i>	18/18	100%
<b>Datuk Phang Ah Tong</b> <i>Independent Non-Executive Director</i> (appointed on 03 June 2022)	12/12	100%
<b>Datuk Shireen Ann Zaharah Muhiudeen</b> <i>Independent Non-Executive Director</i> (appointed on 01 August 2022)	10/10	100%
<b>Raja Datuk Zaharaton binti Raja Zainal Abidin</b> <i>Senior Independent Non-Executive Director</i> (retired on 27 May 2022)	5/5	100%
<b>Datin Azalina Adham</b> <i>Independent Non-Executive Director</i> (resigned on 30 June 2022)	7/7	100%

Key transactions deliberated and approved by the Board for the financial period ended 30 June 2023 include:-

AREA	KEY TRANSACTIONS
<b>Strategic Stewardship</b>	<ul style="list-style-type: none"> <li>Proposed Budget and Business Plan of the Group for the financial year ending 31 December 2022;</li> <li>Proposed 6-Month interim budget of the Group for the financial period ending 30 June 2023;</li> <li>Quarterly Risk Profiles of Media Prima Group;</li> <li>Proposed relocation exercise;</li> <li>Related party transactions.</li> </ul>
<b>Investor Relations</b>	<ul style="list-style-type: none"> <li>Quarterly Equity Structure Report;</li> <li>Quarterly Shareholding's Reports;</li> <li>Proceedings and Possible Questions and Answers for the 21<sup>st</sup> Annual General Meeting;</li> <li>Press release on the Group's Performance for the financial year ended 2021 and 2022/2023; and</li> <li>Press release on the Group's Quarterly Performance for the financial year ended 2021 and 2022/2023.</li> </ul>

AREA	KEY TRANSACTIONS
<b>Financial Reporting</b>	The release of financial results and announcements made to Bursa Malaysia Securities Berhad:- <ul style="list-style-type: none"> <li>Group consolidated financial results for the financial year ended 2022/2023; and</li> <li>Group's quarterly consolidated financial results (i.e. Q4 2021, Q1, Q2, Q3, Q4 of 2022, Q1 and Q2 2023).</li> </ul>
<b>Boardroom Affairs</b>	<ul style="list-style-type: none"> <li>Composition of the Board Members in Subsidiaries;</li> <li>Nomination of Directors/Member of Board Committees of Media Prima Berhad;</li> <li>Deliberation of Findings on Board Effectiveness Evaluation Exercise;</li> <li>Annual Review on the list/composition of Directors for the Media Prima Group of Companies; and</li> <li>Disclosure of Directors' interest.</li> </ul>
<b>Regulatory Compliance</b>	<ul style="list-style-type: none"> <li>Annual Report 2022/2023's Statements:- <ul style="list-style-type: none"> <li>Audit Committee Report;</li> <li>Statement on Risk Management and Internal Control;</li> <li>Risk Management Committee Report;</li> <li>Corporate Governance Overview Statement;</li> <li>Group Chairman's Statement; and</li> <li>Group Managing Director's Statement.</li> </ul> </li> <li>Circulars/Letters from Authorities.</li> </ul>
<b>Litigation Status</b>	Quarterly summary and status of litigations suits.
<b>Employee Welfare</b>	<ul style="list-style-type: none"> <li>Appointment and remuneration structure for the newly appointed Senior Management;</li> <li>Employees' Key Performance Indicators achievements for financial year ended 2022/2023;</li> <li>FYE 2022/2023 KPI scorecard framework;</li> <li>Senior Management's Balance Scorecard Rating for financial year ended 2022/2023.</li> </ul>

#### Board Committees

The Board committees which comprise of Audit Committee, Risk Management Committee, Nomination and Remuneration Committee assist the Board to fulfil its governance role effectively. The details on Nomination and Remuneration Committee is elaborated further under Principle A of the overview statement on page 106 whilst details on Risk Management Committee and Audit Committee are further explained under Principle B of the overview statement on page 107.

#### Board Directorships

All directors of the Group do not hold more than five (5) directorships in public listed companies as at 30 June 2023. Directorship of Board members on listed Companies including Media Prima Berhad is as follows:-

DIRECTORSHIPS	NO OF DIRECTORS	NAME OF DIRECTORS
5 Directorships	1	• Datuk Phang Ah Tong
3 Directorships	2	• Abdullah Abu Samah • Dato' Sivananthan A/L Shanmugam
1 Directorship	3	• Datuk Seri (Dr) Syed Hussian Syed Junid • Datuk Shireen Ann Zaharah Muhiudeen • Mohd Rafiq bin Mat Razali

The directors have sufficient time to carry out their responsibilities and the Group Chairman will be notified before a director accepts any new directorship.

#### Board Training

The Board acknowledges the importance of continuous development of its Directors and encourages them to partake in courses or programmes that serve to enhance their skills and update their knowledge.

All Directors had attended relevant training programmes in 2022/2023 to enhance their skills and knowledge, and to keep abreast with the relevant changes in laws, regulations and business environment in order to discharge their duties effectively. Conferences, trainings and/or seminars attended by the Board of Directors in 2022/2023 are shown below:-

CONFERENCES/SEMINARS/TRAINING	DATE	ORGANISER	DIRECTOR
<b>Leadership &amp; Strategy</b>			
Future-Ready Your Board, A Global Perspective	30 May 2022	Heidrick and Struggles	• Datuk Phang Ah Tong
Inflation, Looming Recession and Climate Change	07 November 2022	Asia School of Business, Corporate Governance and Sustainability	• Abdullah Abu Samah

# CORPORATE GOVERNANCE OVERVIEW STATEMENT

CONFERENCES/SEMINARS/TRAINING	DATE	ORGANISER	DIRECTOR
<b>Leadership &amp; Strategy</b>			
Conversation with Audit Committees - Session 1	17 November 2022	Securities Commission Malaysia	<ul style="list-style-type: none"> <li>Abdullah Abu Samah</li> <li>Datuk Shireen Ann Zaharah Muhiudeen</li> </ul>
Conversation with Audit Committees - Session 2	06 December 2022	Securities Commission Malaysia	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
Global Entertainment & Media Outlook 2022-2026	10 January 2023	Media Prima Berhad	<ul style="list-style-type: none"> <li>Datuk Seri (Dr) Syed Hussian Syed Junid</li> <li>Mohd Rafiq Mat Razali</li> <li>Abdullah Abu Samah</li> <li>Dato' Sivananthan Shanmugam</li> <li>Datuk Phang Ah Tong</li> <li>Datuk Shireen Ann Zaharah Muhiudeen</li> </ul>
Can America Stop Chinese Rise. Board Leadership Series.	12 January 2023	FIDE	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
Gearing up for Electric Vehicles Revolution - The Malaysian Story (speaker)	14 February 2023	MIDA and the Malaysia Automotive Robotics and IOT Institute	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
MITI and Its Agencies Retreat Training Programme 2023	16 - 18 February 2023	MITI	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
CGS China - ASEAN Business Leader Summit - The New EV Value Chain (speaker)	08 March 2023	CIMB Singapore	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
KPMG Tax & Business Summit 2022	15 March 2023	KPMG	<ul style="list-style-type: none"> <li>Abdullah Abu Samah</li> </ul>
Global Perspectives on Healthcare 2030	03 April 2023	Apex Health Care	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
Can Malaysia Benefit from and EV Boom (speaker)	30 May 2023	Affin Bank	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
Digital Strategies for Business: Leading the Next Generation Enterprise	15 May 2023 - 31 August 2023	Columbia Business School Executive Education	<ul style="list-style-type: none"> <li>Dato' Sivananthan Shanmugam</li> </ul>
<b>Governance</b>			
Environmental, Social and Governance Essentials	15 June 2022	Singapore Institute of Directors	<ul style="list-style-type: none"> <li>Datuk Phang Ah Tong</li> </ul>
Understanding the Requirements in Bursa Malaysia's Enhanced Sustainability Reporting Framework	02 November 2022	Media Prima Berhad	<ul style="list-style-type: none"> <li>Datuk Seri (Dr) Syed Hussian Syed Junid</li> <li>Abdullah Abu Samah</li> </ul>
ESG Roadmap	10 January 2023	Media Prima Berhad	<ul style="list-style-type: none"> <li>Datuk Seri (Dr) Syed Hussian Syed Junid</li> <li>Mohd Rafiq Mat Razali</li> <li>Abdullah Abu Samah</li> <li>Dato' Sivananthan Shanmugam</li> <li>Datuk Phang Ah Tong</li> <li>Datuk Shireen Ann Zaharah Muhiudeen</li> </ul>



CONFERENCES/SEMINARS/TRAINING	DATE	ORGANISER	DIRECTOR
<b>Leadership &amp; Strategy</b>			
MIA International Accountants Conference 2023	13 - 14 June 2023	MIA	• Abdullah Abu Samah
Board's Role in Value Creation	08 August 2023	Asia School of Business	• Dato' Sivananthan Shanmugam

## Code of Ethics

The Company's Codes of Ethics for Directors and employees govern the standards of conduct and behaviour expected from Directors and employees respectively. They are to be applied to all aspects of business and professional practices and act in good faith in the best interests of Media Prima Group and its stakeholders.

The Code of Ethics for Directors is available on [www.mediaprima.com.my](http://www.mediaprima.com.my) whilst the Code of Ethics for employees is available on the Company's Intranet System (PeopleConnect). It requires all to observe high ethical standards of honesty and integrity whilst prohibiting activities or misconduct such as accepting bribes, dishonest behaviour and sexual harassment, among others.

In line with the new Section 17A of the Malaysian Anti-Corruption Commission Act 2009 on corporate liability for corruption which came into force on 1 June 2020, the Board had on 30 May 2020, approved and adopted a Group Anti-Corruption Policy to ensure that the Group's businesses do not participate in corrupt activities for its advantage or benefits. The policy is guided by the Guidelines on Adequate Procedures issued pursuant to section 17A(5) of the Malaysian Anti-Corruption Commission Act 2009. The Policy can be accessed through the Company's website.

Awareness sessions for board members and key management personnel on Section 17A were conducted by the Group Corporate Governance, Risk Management and Integrity Department and representative from the Malaysian Anti-Corruption Commission.

In order to strengthen corporate governance practices across the Group, a whistleblowing policy was established to provide employees with accessible avenue to report suspected fraud, corruption, dishonest practices or other similar matters. The aim of this policy is to promote and encourage the reporting of such matters in good faith, with the confidence that employees making such reports will be protected from reprisal.

The whistleblowing policy and the anti-fraud policy can be accessed by all staff via the Group's intranet. The key components of the whistleblowing policy include protection to the whistleblower from any retaliation in the form of dismissal, harassment or discrimination at work, or any action in court, in respect of disclosure made by the

whistleblower to the regulators. Any employee who believes or suspects that a fraud exists or has been committed may report this to the Audit Committee Chairman.

## Environmental, Social and Governance (ESG)

The Board, together with Management, recognises the importance of ensuring sustainability risks and opportunities are considered in the development of the Group's business strategies and plans. At Management's level, the Group's sustainability management is led and driven by the GMD, with progress and key developments escalated to the Board. The GMD, together with the Management team play a leading role in ensuring that sustainability matters are addressed and integrated effectively and efficiently throughout the Group's business processes and operations.

The Board promotes good corporate governance through sustainability practices which will translate into better corporate performance throughout the Group. A summary of these practices which demonstrate the Group's commitment to the evolving global environmental, social, governance and sustainability agenda is included in the Group's Sustainability Report 2023.

## BOARD COMPOSITION

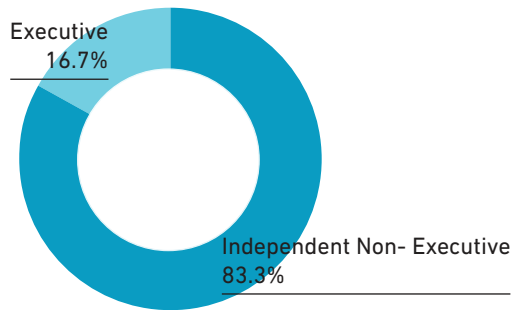
In accordance with the Company's Constitution, newly-appointed directors shall hold office until the next Annual General Meeting and shall then be eligible for re-election. The Constitution also provides that all Directors shall retire from office once in at least every three years. Retiring directors may offer themselves for re-election.

The Board comprises of five Independent Directors and an Executive Director who serves as the Group Managing Director. The strong presence of five Independent Non-Executive Directors assures effective check and balance on the functioning of the Board.

By virtue of their roles and responsibilities, all the Independent Non-Executive Directors represent the Group's minority shareholders' interests. They are independent of the Management and free from any undue influence from interested parties which could materially interfere with the exercise of their independent judgement.

# CORPORATE GOVERNANCE OVERVIEW STATEMENT

## Board Composition Of Directors

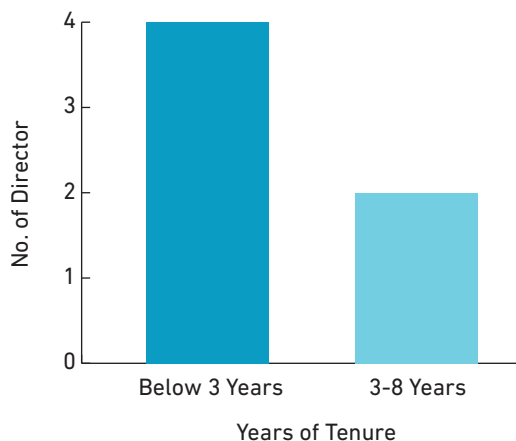


In discharging their responsibilities during each Board and Committee meeting, through their vast experience and knowledge, the directors had maintained their independence and objectivity in every major decision to safeguard the Company's and stakeholders' best interest.

The Nomination and Remuneration Committee and the Board have upon their Board Effectiveness Evaluation exercise, concluded that all of the Independent Non-Executive Directors continue to demonstrate conduct and behaviour that are essential indicators of independence, and that each of them continue to fulfil definition of independence as set out in the terms of reference and the listing requirements.

The Board recognises that an individual independence cannot be determined arbitrarily on the basis of a set period of time alone. The Board also firmly believes that the ability of a Director to serve effectively is dependent on his/her calibre, qualification, experience and personal qualities, particularly his/her integrity and objectivity. It is also believed that there are significant advantages to be gained from long-serving Directors who possess insight and knowledge of the Company's business and affairs.

## Board Member's Tenure



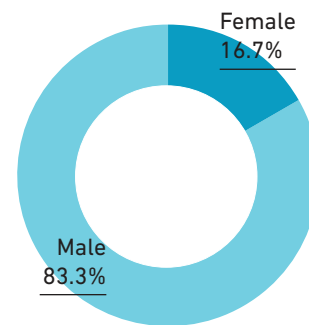
The Group Chairman and all Independent Non-Executive Directors have served the Board for less than nine (9) years where their tenures are set out in the Board of Directors' Profiles as set out on page 88 to 91 of this Annual Report.

The Nomination and Remuneration Committee is responsible for recommending to the Board those Directors who are eligible to stand for election/reappointment. This recommendation is based on formal reviews of the performance of the Directors, taking into account the Board Effectiveness Evaluation results, contribution to the Board through their skills, experience, strengths and qualities, level of independence and ability to act in the best interests of the Group in decision-making.

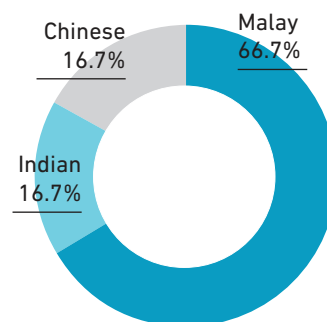
In its effort to promote boardroom diversity, the Nomination and Remuneration Committee has taken various steps to ensure that candidates are sought from various sources as part of its recruitment exercise. The experience and background of the respective Board members are described in their profiles as set out on page 88 to 91 of this Annual Report.

The Board is supportive of gender and ethnic diversity and the following diagrams depict a summary of Board diversity in Media Prima Berhad in terms of age group, gender diversification and ethnicity as at 30 June 2023:-

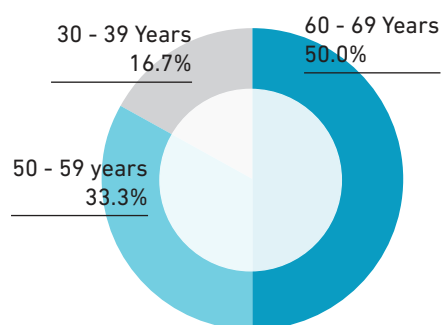
## Gender Diversity



## Board Member's Ethnicity



## Age Diversity



## REMUNERATION

The Group has established a formal and transparent procedures for developing policy on executive remuneration and for fixing the remuneration package of individual director. The objective of the Group's policy on directors' remuneration is to attract and retain directors of the calibre needed to manage the Group successfully.

The Nomination and Remuneration Committee, carries out the annual review of the overall remuneration policy for Executive Director where recommendations are submitted to the Board for approval. The remuneration for Executive Director is structured to link rewards to corporate and individual performance. It is nevertheless, the ultimate responsibility of the Board to approve the remuneration of this director.

The determination of the remuneration packages of Non-Executive Directors (whether in addition to or in lieu of their fees as directors), is a matter for the Board as a whole, subject to approval of shareholders at the Annual General Meeting. Each individual director would abstain from the Board's decision on his or her own remuneration to avoid any conflict of interest.

### a. Remuneration Package for Executive Director

The remuneration package of the Executive Director is as follows:-

#### i. **Basic Salary**

The Nomination and Remuneration Committee recommends the basic salary (inclusive of statutory employer contributions to the Employee Provident Fund) for the Executive Director, taking into account the performance of the individual, the inflation price index and information from independent sources on the rates of salary for similar positions in selected group of comparable companies.

#### ii. **Performance Bonus**

The Group operates a performance based bonus scheme for all employees, including the Executive Director. The criteria for the scheme is dependent on the achievement of KPI set for the Group's business activities as measured against targets, together with an assessment of each individual's performance during the period. Bonus payable to the Executive Director is reviewed by the Nomination and Remuneration Committee and approved by the Board.

#### iii. **Fixed Allowance**

The Executive Director is entitled for fixed allowances.

#### iv. **Benefits-in-Kind**

The Executive Directors is entitled to other customary benefits such as Group Hospitalisation and a driver.

### b. Remuneration Package for Non-Executive Directors

Non-Executive Directors are paid annual fees and attendance allowance for each Board meeting attended. They are also entitled for Group Hospitalisation and Surgical Insurance.

Directors of Media Prima Berhad are also covered under a Directors and Officers Liability Insurance Policy against any liability incurred by them in discharging their duties while holding office as directors of the Group.

Board papers are circulated on a timely basis, at least five (5) days in advance of the meeting to enable the members to have sufficient time to review the papers prepared. Board papers are comprehensive and encompass all aspects of the matters being considered, enabling the Board to look at both the quantitative and qualitative factors so that informed decisions are made. The Board papers supplied to the directors include quarterly performance reports of the Group, corporate proposals, Group's risk profiles, information on operational and financial issues, updates on Group's corporate social responsibility, business forecasts and outlook and Circular Resolutions passed.

A Board Charter had been established with the objectives to ensure that all Board members are aware of their duties and responsibilities, the various legislations and regulations affecting their conduct and that the principles and practices of good corporate governance are applied in all dealings by Board members individually and/or on behalf of the Group. The Board Charter outlines processes and procedures for the Board and its committees in discharging their stewardship effectively and efficiently.

# CORPORATE GOVERNANCE OVERVIEW STATEMENT

Media Prima's Board Charter sets out the board's strategic intent, authority and terms of reference and serves as a primary source of reference and induction literature. In addition, the Board Charter outlines the requirements, roles and responsibilities of the Board, Board Committees and individual Directors, in line with Media Prima's efforts to promote the highest standards of corporate governance. To ensure that it remains relevant, the Board Charter is reviewed every three years or as change arises to ensure the Company remains at the forefront of best practices in governance. The Board Charter is available at Media Prima Website at [www.mediaprima.com.my](http://www.mediaprima.com.my).

## Nomination and Remuneration Committee

The Nomination and Remuneration Committee was established on 14 May 2015 and is chaired by Datuk Seri (Dr) Syed Hussian bin Syed Junid. The Committee had held nine (9) meetings in 2022 and 2023 namely on 24 January 2022, 21 February 2022, 17 March 2022, 13 July 2022, 22 August 2022, 11 January 2023, 21 March 2023, 22 May 2023 and 26 June 2023 and members' attendance is as follows:-

No.	Director	Attended/ Held	Attendance
1	Datuk Seri (Dr) Syed Hussian bin Syed Junid	9/9	100%
2	Dato' Sivananthan Shanmugam	9/9	100%

No.	Director	Attended/ Held	Attendance
3	Abdullah Abu Samah (Appointed as a member on 03 June 2022)	6/6	100%
4	Raja Datuk Zaharaton Raja Zainal Abidin (Retired on 27 May 2022)	3/3	100%

The Nomination and Remuneration Committee recognises the importance of an appropriate balance and diversity of knowledge, skills, backgrounds, experience, professional qualifications and gender in building an effective Board. It has established policies, criteria and a clear methodology in accordance with its Terms of Reference which can be found in the Board Charter.

Key transactions deliberated and approved by the Board during NRC meetings in 2022/2023 include:

- Annual review of the list/composition of Directors for the MPB Group of Companies;
- Nomination/appointment of Directors;
- Proposed renewal of contract and remuneration structure for Senior Management;
- Key Performance Indicator (KPI) achievements for the year of 2022/2023;
- KPI Scorecard framework 2022/2023 for Senior Management; and
- Board Effectiveness Evaluation exercise.



**Datuk Seri (Dr) Syed Hussian bin Syed Junid**

Group Chairman

- Appointed as Member on 22 November 2019.
- Redesignated as Chairman of Nomination and Remuneration Committee on 3 April 2020.
- Chairman of the Nomination and Remuneration Committee.



**Dato' Sivananthan A/L Shanmugam**

Independent Non-Executive Director

- Appointed as Member on 15 April 2021.
- Chairman of Risk Management Committee.



**Abdullah bin Abu Samah**

Independent Non-Executive Director

- Appointed as Member on 3 June 2022.
- Chairman of Audit Committee.



**Raja Datuk Zaharaton Binti Raja Zainal Abidin**

Senior Independent Non-Executive Director

- Retired as Member on 27 May 2022.
- Member of Audit Committee.

The details on the remuneration of directors for the financial period ended 30 June 2023, distinguishing between Executive and Non-Executive Directors are as follows:

Directors	Fees (MPB & Subsidiaries) (RM)	Fees (Board Committees) (RM)	Salary (RM)	Statutory (EPF) (RM)	Other Remunerations /Emoluments (RM)	Benefits-In-Kind (RM)	Total (RM)
Datuk Seri (Dr) Syed Hussian bin Syed Junid	112,500	4,500	-	-	908,262	22,183	1,047,445
Abdullah Abu Samah	90,000	9,662	-	-	47,000	-	146,662
Dato' Sivananthan A/L Shanmugam	90,000	7,500	-	-	44,000	-	141,500
Datuk Phang Ah Tong (appointed on 03 June 2022)	64,849	4,324	-	-	19,000	-	88,173
Datuk Shireen Ann Zaharah Muhiudeen (appointed on 01 August 2022)	55,151	5,515	-	-	22,000	-	82,666
Raja Datuk Zaharaton binti Raja Zainal Abidin (retired on 27 May 2022)	24,164	2,416	-	-	12,000	-	38,580
Datin Azalina Adham (resigned on 30 June 2022)	29,754	2,975	-	-	14,000	-	46,729
<b>TOTAL FOR NON-EXECUTIVE DIRECTORS (RM)</b>	<b>466,418</b>	<b>36,892</b>	<b>-</b>	<b>-</b>	<b>1,066,262</b>	<b>22,183</b>	<b>1,591,755</b>
Mohd Rafiq Mat Razali	-	-	1,350,000	237,960	638,211	10,800	2,236,971
<b>TOTAL FOR EXECUTIVE DIRECTOR (RM)</b>	<b>-</b>	<b>-</b>	<b>1,350,000</b>	<b>237,960</b>	<b>638,211</b>	<b>10,800</b>	<b>2,236,971</b>
<b>TOTAL (RM)</b>	<b>466,418</b>	<b>36,892</b>	<b>1,350,000</b>	<b>237,960</b>	<b>1,704,473</b>	<b>32,983</b>	<b>3,828,726</b>

The remuneration paid to the Top 5 senior management of the Company during the year is as follows:-

Remuneration Range (not including Group Managing Director)	Number of Senior Management
RM5,300,001 to RM5,350,000	1
RM2,250,001 to RM2,300,000	1
RM1,700,001 to RM1,750,000	1
RM1,650,001 to RM1,700,000	1
RM1,250,001 to RM1,300,000	1

Note: Successive bands of RM50,000 are not shown entirely as they are not represented.

The remuneration including salary, benefits in-kind and other emoluments of the Top 5 Senior Management of the Company disclosed above is on an aggregate basis and in bands of RM50,000 instead of on a named basis. The Board has decided that the disclosure of the senior management's individual remuneration would not be in the best interest of the company to support the company's efforts to retain key senior management and due to sensitivity and security concerns.

## MCCG'S PRINCIPLE B - EFFECTIVE AUDIT & RISK MANAGEMENT

### AUDIT COMMITTEE

The Audit Committee was established on 19 August 2003 and is currently chaired by Encik Abdullah Abu Samah who is a member of the Malaysian Institute of Accountants ("MIA") and Malaysian Institute of Certified Public Accountants ("MICPA"). The Board believes that the current composition has the required experience and knowledge for the roles of Audit Committee.

The Audit Committee comprises of three (3) Independent Non-Executive Directors and no alternate director is appointed as member of the Audit Committee.

The Audit Committee is responsible to assess, review and monitor the performance, suitability and independence of the External Auditors and make recommendation on the appointment and removal of the External Auditors to the Board of Directors.

The Group's External Auditors Policy requires that any former key audit partner shall observe a cooling period of at least three (3) years before being appointed as a member of the Audit Committee.

A detailed report on the Audit Committee comprises of its composition, terms of reference and summary of 2022/2023 activities can be found on page 118 to 123 of this Annual Report.

# CORPORATE GOVERNANCE OVERVIEW STATEMENT

## RISK MANAGEMENT AND INTERNAL CONTROL FRAMEWORK

The Board acknowledges its responsibility for the Group's system of internal controls and risk management and for reviewing the effectiveness of these systems to ensure compliance with the applicable laws and regulations, as well as internal procedures and guidelines.

The Board is assisted by the Risk Management Committee in the oversight and its management of all identified risks. The Risk Management Committee is currently chaired by Dato' Sivanathan A/L Shanmugam.

The Risk Management Committee meets quarterly to ensure that the accountability for managing identified significant risks is clearly assigned and that any identified risks affecting the Group are being addressed, managed and mitigated on an ongoing basis. The Risk Management Committee also reviews the risk management framework to ensure that it remains relevant for use and monitors the effectiveness of risk mitigation plans for the management and controls of the key risks.

The Enterprise-wide Risk Management ("ERM") framework practiced by the Group is largely benchmarked against the ISO 31000:2018 Risk Management Guidelines. The Board, from time to time, reviews the framework to facilitate a continuous and iterative process which leads to the enhancement of risk awareness across the organisation. The Enterprise-wide Risk Management framework enables the subsidiaries, operating units and support functions to exercise a consistent approach for risk identification and institutes a common platform to deliberate and manage risks.

Further details of the activities undertaken by the Risk Management Committee during the year are set out in the Risk Management Committee Report in page 124 to 125 of this Annual Report.

### The Group's Internal Control

The Board is ultimately responsible for the adequacy and integrity of the Group's internal control system. The effectiveness of system of internal controls of the Group is reviewed by the Audit Committee during its quarterly meetings. This review covers the financial, operational and compliance controls as well as the process for the identification, evaluation and management of the significant risks faced by the Group.

A detailed report on the nature and scope of risk management and internal control in reviewing the adequacy and effectiveness of risk management and internal control of the Group during the financial year 2022/2023 is outlined on page 112 to 117 of this Annual Report.

The internal audit function within the Group is carried out by the Group Corporate Governance, Risk Management and Integrity Department. The department is led by the Group General Manager, Group Corporate Governance, Risk Management and Integrity who reports directly to the Audit Committee. The Group Corporate Governance, Risk Management and Integrity Department checks for compliance with statutory/regulatory requirements, internal policies and procedures and review the work processes/procedures for efficiency and effectiveness.

All internal audit activities during the financial year were conducted by the Group Corporate Governance, Risk Management and Integrity Department. The details of the Department's activities are presented in page 98 to 125 of this Annual Report.

## MCCG'S PRINCIPLE C - INTEGRITY IN CORPORATE REPORTING AND MEANINGFUL RELATIONSHIP WITH STAKEHOLDERS

### COMMUNICATION WITH STAKEHOLDERS

The Group maintains regular and proactive communication with its stakeholders and investors, with the provision of clear, comprehensive and timely information through a number of readily accessible channels such as Corporate Website and Investors Briefing.

Media Prima believes in building investors' confidence through good corporate governance practices. The latest information on the corporate and business aspects such as stock information, financial results, announcements and quarterly results can be accessed via our corporate website at [www.mediaprima.com.my](http://www.mediaprima.com.my). Media Prima uses various social media channels as an communication channel and to engage with stakeholders.

The Group's Investor Relations policy provides guidelines on the activities that enable the Board and Management to communicate effectively with the investment and financial community and other stakeholders including institutional investors, fund managers, analysts, bankers as well as research and stock-broking houses and the general public in relation to dissemination of timely, relevant and accurate information pertaining to the Group.

The Group welcomes inquiries and feedback from shareholders and other stakeholders. All queries and concerns regarding the Group may be conveyed to the following personnel:-

Name	Designation	Related Matters	Email/Contact No.
Rosli Sabarudin	Group Chief Financial Officer	Financial	<a href="mailto:rosli.sabarudin@mediaprima.com.my">rosli.sabarudin@mediaprima.com.my</a> /03-2724 8712
Tan Say Choon	Group General Manager, Group Secretarial	Corporate Secretarial and Board Matters	<a href="mailto:jessica@mediaprima.com.my">jessica@mediaprima.com.my</a> /03-2724 8911
Sere Mohammad bin Mohd Kasim	Group General Manager, Group Corporate Governance, Risk Management and Integrity	Governance, Internal Audit, Risk Management and Integrity	<a href="mailto:sere@mediaprima.com.my">sere@mediaprima.com.my</a> /03-2724 8975
Affendy Ali Dally	Group General Manager, Group Legal and Regulatory Affairs	Legal, Regulatory Affairs/Intellectual Property	<a href="mailto:affendy.ali@mediaprima.com.my">affendy.ali@mediaprima.com.my</a> /03-2724 8904
Sharifah Nur Adibah binti Syed Tahir	Group General Manager, Group Corporate Development and Planning	Corporate Development and Planning, Investor Relations, and ESG	<a href="mailto:nuradibah@mediaprima.com.my">nuradibah@mediaprima.com.my</a> /03-2724 8702
Azlan Abdul Aziz	Group General Manager, Group Corporate Communications and Group Chairman's Office	Corporate Communications	<a href="mailto:azlan.aziz@mediaprima.com.my">azlan.aziz@mediaprima.com.my</a> /03-2724 8949

The Group is considering to adapt integrated reporting to improve the quality of information available to investors and promotes greater transparency and accountability in the near future.

#### CONDUCT OF GENERAL MEETINGS

In addition to the Quarterly Financial Reports and annual report, the Annual General Meeting ("AGM") remains the principal opportunity for communication with shareholders and investors. At each AGM, the Board presents the progress and performance of the Group. The Group Chairman and/or the Group Managing Director presents a comprehensive review of the financial performance of the Group and value created for shareholders. This review is supported by visual and graphical presentations of key points and financial figures.

Shareholders are encouraged to participate in the proceedings and ask questions on the operations of the Group and on any resolutions being proposed. The Group Chairman will provide sufficient time for shareholders' questions on matters pertaining to the Group's performance and seek to explain concerns raised by the shareholders.

Each item of ordinary and special business included in the notice of the meeting will be accompanied by a full explanation of the effects of a proposed resolution. Separate resolutions are proposed for separate issues at the meeting and the Group Chairman declares the outcome of each resolution after proposal and secondment are done by the shareholders.

The Group had given 28 days notice to the shareholders for the 21<sup>st</sup> Annual General Meeting held on 27 May 2022.

All directors attended the 21<sup>st</sup> AGM, each Director representing each Board Committee provided meaningful responses to the questions raised by the shareholders during the session. Minutes of meeting on the AGM was uploaded timely for public viewing and is available on [www.mediaprima.com.my](http://www.mediaprima.com.my)

The Group had leveraged on technologies especially to facilitate offsite voting (including voting in absentia) and remote shareholders' participation at the AGM. These initiatives will enable shareholders to participate, engage the Board and Senior Management effectively and make informed voting decisions at AGMs.

The overview statement is to be read together with the corporate governance report which is made available on the group's official website at [www.mediaprima.com.my](http://www.mediaprima.com.my)

The Corporate Governance Overview Statement was approved by the Board of Directors during the meeting dated 30 August 2023.

# ADDITIONAL COMPLIANCE INFORMATION

## 1. UTILISATION OF PROCEEDS RAISED FROM CORPORATE PROPOSALS

There were no proceeds raised from corporate proposals during the financial period ended 30 June 2023.

## 2. AUDIT AND NON-AUDIT FEES

The amount of fees paid or payable to the external auditors, PricewaterhouseCoopers PLT ("PwC"), for statutory audit services rendered to Media Prima Berhad ("the Company") and its subsidiaries ("the Group") for the financial period ended 30 June 2023 were RM173,000 and RM1,860,000 respectively.

The amount of fees paid or payable to PwC and corporations affiliated to PwC for non-audit services rendered to the Company and the Group for the financial period ended 30 June 2023 are as follows:

	Company (RM'000)	Group (RM'000)
Tax compliance services	30	509
Training programme for employees of the Company and the Group	30	30
Agreed-upon procedures on selected financial data	-	10
<b>Total non-audit fees</b>	<b>60</b>	<b>549</b>

## 3. MATERIAL CONTRACTS INVOLVING DIRECTORS' AND MAJOR SHAREHOLDERS' INTEREST

Other than the disclosure below on RRPTs, there were no material contracts entered into by the Group involving the interest of directors and major shareholders, either still subsisting at the end of the financial period ended 30 June 2023 or entered into since the end of the previous financial year.

## 4. RECURRENT RELATED PARTY TRANSACTIONS OF REVENUE OR TRADING NATURE ("RRPTs")

The details of the shareholders' mandate for the RRPTs are set out in the Circular to Shareholders dated 26 October 2023 which is available on Bursa Malaysia Securities Berhad's ("Bursa Securities") website and the Company's website.

The shareholders of the Company had at the 21<sup>st</sup> Annual General Meeting held on 27 May 2022 granted their approval for the Company and its subsidiary companies to enter into recurrent related party transactions of a revenue or trading nature, which are necessary for its day-to-day operations and are in the ordinary course of business in order to comply with Paragraph 10.09(2)(b) of the Main Market Listing Requirements ("MMLR") of Bursa Securities.

In accordance to Paragraph 3.1.5 of Practice Note 12 of the MMLR of Bursa Securities, the details of recurrent related party transactions made during the financial period ended 30 June 2023 pursuant to the shareholders' mandate are as follows:

Item	Media Prima Berhad and/or its subsidiary companies	Transacting related party	Interested related parties	Nature of transaction	Amount transacted for the financial period ended 30 June 2023 (RM'000)
1	Media Prima Omnia Sdn Bhd ("Omnia")	TSSM Group	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Sale of media-related solutions by Omnia	18,496



Item	Media Prima Berhad and/or its subsidiary companies	Transacting related party	Interested related parties	Nature of transaction	Amount transacted for the financial period ended 30 June 2023 (RM'000)
2	Print Towers Sdn Bhd ("PTSB")	TMR Media Sdn Bhd	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Provision of printing services by PTSB	176
3	PTSB	Media Mulia Sdn Bhd	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Provision of printing services by PTSB	14,309
4	Sistem Televisyen Malaysia Berhad and its subsidiaries ("STMB Group")	MYTV Broadcasting Sdn Bhd	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Subscription of digital terrestrial television services from MYTV Broadcasting Sdn Bhd pursuant to the Malaysian Government's implementation of the National Broadcasting Digitalisation Project.	35,869
5	Media Prima Digital Sdn. Bhd. and its subsidiaries ("MPD Group")	TMR Media Sdn Bhd	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Payment of licensing fee to TMR Media by MPD Group	-
6	MPD Group	Media Mulia Sdn Bhd	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Payment of licensing fee to Media Mulia by MPD Group	1,906
7	Omnia	Media Mulia Sdn Bhd	<b>Major shareholders</b> TSSM <sup>1</sup> Restu Jernih <sup>2</sup> Tradewinds <sup>3</sup> Sutera Bakti <sup>4</sup> Aurora Mulia <sup>5</sup>	Payment of revenue share to Media Mulia for advertisements sold by Omnia on Media Mulia Sdn Bhd's media properties	1,062

## Notes:

The nature of relationship with the above related parties as at 30 June 2023 is as follows:

- <sup>1</sup> Tan Sri Dato' Seri Syed Mokhtar Shah bin Syed Nor ("TSSM") holds (via Restu Jernih/Tradewinds/Sutera Bakti) 100% effective interest in TMR Media Sdn Bhd and MYTV Broadcasting Sdn Bhd, and a 70% effective interest in Media Mulia Sdn Bhd. He also has personal controlling interest of 20% and above in numerous other private companies and entities that are in diverse businesses and charitable activities and are regarded as persons connected to TSSM. As the list of these private companies and entities are constantly changing, MPB has not listed them but identifies them as "TSSM Group". For clarity, the TSSM Group also includes Media Mulia Sdn Bhd, MYTV Broadcasting Sdn Bhd and TMR Media Sdn Bhd.
- <sup>2</sup> Restu Jernih Sdn Bhd ("Restu Jernih") holds (via Tradewinds/Sutera Bakti) 100% effective interest in TMR Media Sdn Bhd and MYTV Broadcasting Sdn Bhd, and a 70% effective interest in Media Mulia Sdn Bhd.
- <sup>3</sup> Tradewinds Group (M) Sdn Bhd (formerly known as Perspective Lane (M) Sdn Bhd) ("Tradewinds") holds (via Sutera Bakti) 100% effective interest in TMR Media Sdn Bhd and MYTV Broadcasting Sdn Bhd, and a 70% effective interest in Media Mulia Sdn Bhd.
- <sup>4</sup> Sutera Bakti Sdn Bhd ("Sutera Bakti") holds 100% effective interest in TMR Media Sdn Bhd (via Aurora Mulia), MYTV Broadcasting Sdn Bhd and a 70% effective interest in Media Mulia Sdn Bhd.
- <sup>5</sup> Aurora Mulia Sdn Bhd ("Aurora Mulia") holds 100% effective interest in TMR Media Sdn Bhd and a 70% effective interest in Media Mulia Sdn Bhd.

# STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

**THE BOARD OF MEDIA PRIMA BERHAD IS PLEASED TO PRESENT THE STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL. THE STATEMENT HIGHLIGHTS THE KEY FEATURES OF THE RISK MANAGEMENT AND INTERNAL CONTROL OF THE GROUP FOR THE 18 MONTHS FINANCIAL PERIOD ENDED 30 JUNE 2023.**

## A. RESPONSIBILITY

The Board acknowledges its responsibility to adopt sound risk management practices to safeguard Media Prima's business interest from risk events that may impede achievement of business strategies and action plan, enable value creation and process improvement.

The Enterprise-wide Risk Management ("ERM") framework practiced by the Group is largely benchmarked against the ISO 31000:2018 Risk Management Guidelines. The Board, from time to time, reviews the framework to facilitate a continuous and iterative process which leads to the enhancement of risk awareness across the organisation. The Enterprise-wide Risk Management framework enables the subsidiaries, operating units and support functions to exercise a consistent approach for risk identification and institutes a common platform to deliberate and manage risks.

Sound internal control system is a vital process developed to ensure effective and efficient operation, provide reliable and relevant reporting, and comply with applicable laws and regulations.

The Group has in place a proactive and systematic control structure and process for managing risks in order to achieve the Group's overall corporate objectives. The control structure and process which has been established throughout the Group is updated and reviewed from time to time to suit the changes in the business environment. The Group implements the three (3) line of defence concept:-

<b>First line</b>	Risk taking units (Business Units and Departments)	Manage the day-to-day management of risks inherent in its business activities.
<b>Second line</b>	Risk control unit (Risk Management Unit)	Responsible for setting the risk management framework, developing tools and methodologies.
<b>Third line</b>	Independent assurance unit (Corporate Governance Unit)	Provides independent assurance of the effectiveness of the risk management process and effectiveness of the first and second line of defence.

## B. CONTROL ENVIRONMENT AND ACTIVITIES

### 1. Key Control Structure of the Group

Media Prima has inculcated that managing risk is everyone's responsibilities. The whole Group comes together to manage risks in an effective and cost-efficient manner within the following key controls:-

#### i. Board of Directors

The Board acknowledges its overall responsibility in the establishment and oversight of the Group's risk management and internal control within the Group and is constantly keeping abreast with developments in the areas of risk and governance.

The Board meets at least quarterly, and more frequently when required, to review and evaluate the Group's operations and performance and to address key policy matters. The Group Managing Director leads the presentation of Board papers and provides comprehensive explanation over pertinent issues.

The prerequisite to decisions made in the meeting is the thorough deliberation and discussion by the Board, together with recommendations and feedback from management. In addition to quarterly financial results, corporate proposals, Group's Risk Profile and progress reports on business operations are also tabled at the Board's quarterly meetings.

Other Board Committees are also established to assist the Board in performing its oversight function namely the Audit Committee, the Nomination and Remuneration

Committee and the Risk Management Committee. Specific responsibilities have been delegated to these Board Committees, all of which have formalised terms of reference accessible via the Board Charter which is available on the Company's official website at [www.mediaprima.com.my](http://www.mediaprima.com.my). These Committees have the authority to examine all matters within their scope and report to the Board with their recommendations.

At the helm of the organisation, the Board is ultimately responsible for the overall management of risks and internal control. The Board through the Risk Management Committee and Audit Committee maintains overall responsibility for risk and control oversight respectively, within the Group.

While the Board, Risk Management Committee and Audit Committee provide oversight, the responsibility for managing risks and internal control appropriately lies with Senior Management through the following activities:-

- Providing leadership and direction to business units;
- Providing oversight responsibilities of reviewing financial information and assessing the effectiveness of the Group's internal control environment;
- Dissecting risk and internal control issues highlighted by the Group Corporate Governance, Risk Management and Integrity Department;
- Understanding the inherent risks in each business platform;
- Implementing Risk Management Framework by understanding the risk measurement, monitoring and mitigation strategy adopted, as well as the impact of on-going action plans to meet objectives; and
- Assessing the performance and state of internal controls of operating companies within the Group.

## ii. Risk Management Committee

The Board delegates the responsibility to ensure the effectiveness of the Group's Risk Management Framework to the Risk Management Committee. The Risk Management Committee updates the Board on the significant changes that affect the risk profile of the Group. The Risk Management Committee's responsibilities as stipulated in the Board Charter include:-

- Reviewing and ensuring adequacy of the risk management framework;
- Reviewing risk exposures; and
- Ensuring that infrastructure, processes, resources and systems are in place for risk management activities.

Further details of the activities undertaken by the Risk Management Committee during the year are set out in the Risk Management Committee Report on pages 124 to 125 of this Annual Report.

## iii. Audit Committee

The Board is also supported by the Audit Committee with the main responsibility of providing independent assessment on the adequacy and reliability of the risk management processes and internal control, as well as compliance with policies and regulatory requirements.

The Audit Committee comprises of three (3) Independent Non-Executive Directors who are highly experienced and whose knowledge, background and judgement are invaluable to the Group. The Audit Committee has unimpeded access to both the Internal and External Auditors and has the right to convene meetings with the auditors without the presence of the Executive Directors and Management.

The Audit Committee reviews the work of the Internal and External Auditors, their findings and recommendations to ensure that it meets the necessary level of assurance with respect to the adequacy of the internal controls.

The Audit Committee meets at least on a quarterly basis and minutes of the Audit Committee meeting are then tabled to the Board. Details of the activities undertaken by the Audit Committee during the year are set out in the Audit Committee Report on pages 118 to 123 of this Annual Report.

## iv. Operating Units

At the forefront, operating units are responsible for the identification and management of risks within its operations. The operating units are also responsible to comply with approved frameworks, policies, guidelines and procedures on all daily activities.

## Management Committees

Management Committees are established to ensure that the Group's interests are adequately protected in arriving at important business/operational decisions. The Committees include the Programme Committee, Newsprint Committee, Procurement Committee, Tender Committee, Information Communications Technology Steering Committee, Information Security Management Committee, Occupational Safety, Health and Environment Committee and Humanitarian Fund Committee which all have clearly defined terms of reference.

## Senior Management Meeting

Senior Management meetings are held on a monthly basis to formulate strategies on an on-going basis and to address issues arising from changes in both external business environment and internal operating conditions.

# STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

## 2. The Group's Control Environment

The Board is committed to maintaining a strong control structure and environment for the proper conduct of the Group's business operations. The Group's control environment comprises of the following components which have been in place throughout the financial year:-

### Risk Management Function

The approach of Media Prima's risk management is based on a principle where risks are mitigated by calibrating risks to acceptable levels whilst achieving the organisation's business plans and goals.

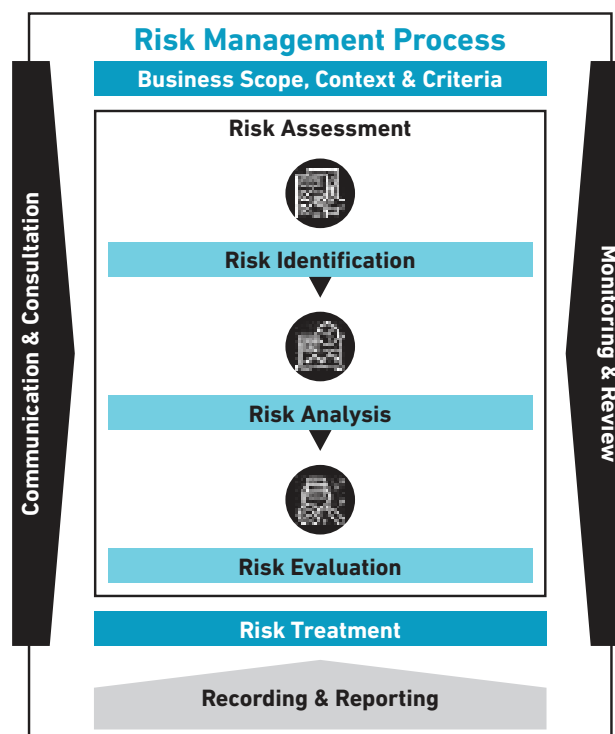
At Media Prima, risk management is integrated within Media Prima's strategy planning process and its ongoing improvement in identifying, analysing, quantifying, mitigating and monitoring of all significant risk areas. This remains a vital focus of the Board in building a successful and sustainable business.

The Company has a structured risk management reporting line to ensure significant risks are escalated to the appropriate levels. The Risk Management Committee's ("RMC") role is to provide oversight and extensive discussion on risk management matters at the Board level. The RMC reviews and assesses the adequacy of these risk management policies and ensures infrastructure, resources and systems are emplaced for risk management.

The Board and RMC is supported by the Risk Management Unit ("RMU") of Group Corporate Governance, Risk Management and Integrity Department ("GCGRI") in discharging their risk management responsibilities. The RMU together with the various business units facilitates the risk review exercise across the Group and report the significant risks faced by the company to the RMC and ultimately to the Board. RMU is also responsible for ensuring that the risk management framework is effectively implemented and that risk registers are maintained by the respective business platforms.

### Risk Management Process

A structured risk management process based on ISO 31000:2018 Risk Management Guidelines has been formulated to ensure that significant risks are identified and treated accordingly. The Risk Management Unit of GCGRI is responsible in coordinating risk review exercises and preparing quarterly reports on the company's risk management activities which include financial, operational, compliance, information technology, publishing & broadcasting management, internal controls and risk management systems.



The outcomes from the risk review exercise and other risk management activities will be documented and presented to the RMC and ultimately to the Board. Details of the risks and mitigation actions reported and deliberated in the quarterly RMC Meeting are set out in the Risk Management Committee Report on pages 124 to 125 of this Annual Report.

Whilst the Risk Management Unit's principal function is coordinating risk review and reporting to the RMC, all business units are responsible to carry out a risk review on a regular basis, especially in the context of exceptional events, to ensure that risk registers are up-to-date and risk controls are enhanced and kept current.

### Internal Audit Function

- The Group Corporate Governance, Risk Management and Integrity ("GCGRI") Department includes an in-house Internal Audit function that was established to provide independent assurance of the adequacy of risk management, internal control and governance systems within the Group and the establishment is in accordance with paragraph 15.27 of Bursa Malaysia Main Market Listing Requirement. The GCGRI Department's activities are guided by an Internal Audit Charter which is approved by the Audit Committee. The Audit Charter defines the department's roles, responsibilities, accountability and scope of work.

- The GCGRI Department undertakes regular reviews of the Group's operations and its system of internal controls. The GCGRI Department reviews the Group's activities based on an audit plan approved by the Audit Committee. The audit plan is developed based on the risk profiles of the respective business entities of the Group identified in accordance with the Group's Risk Management Framework and feedbacks from the Senior Management and the Board.
- Internal audit findings are discussed at Management level and actions are agreed in response to the GCGRI Department's recommendations. The progress of implementation of the agreed actions is being monitored by the GCGRI Department through follow up reviews in which implementation status are presented to the Audit Committee on a quarterly basis.
- The GCGRI Department has a clear line of reporting to the Audit Committee and the Audit Committee determines the remit of the Internal Audit function as conforming to Practice 11.1 of the MCCG 2021. Thus, the GCGRI Department is independent of the activities being audited and is performed with impartiality, proficiency and due professional care.
- The GCGRI Department adopts the standards and principles outlined in the International Professional Practices Framework of the Institute of Internal Auditors.
- Details of the activities undertaken by the GCGRI Department during the year are set out in the Audit Committee Report on pages 118 to 123 of this Annual Report.

#### Annual Business Plan and Budget

Annual business plans and budgets are prepared by the Company's business units, and are reviewed and approved by the Board. The performance of each business unit is assessed against the approved budget, with explanation on significant variances provided to the Board on a periodic basis allowing timely responses and corrective actions to be taken to mitigate risks.

#### Documented Policies and Procedures

- The process of development and revision of policies and procedures in Media Prima is governed by the Media Prima Policy Management Framework to ensure documents are thoroughly reviewed by the relevant stakeholders, in compliance with the Malaysian laws and regulations and appropriately approved by the authorised authority. The monitoring mechanism is also embedded in the framework to ensure the documents are still relevant and reflect the current business environment.

#### Group Human Resources Policy

- The Group has in place, a comprehensive Human Resources Policy approved by the Board that sets the tone of control consciousness and employee conduct. There is also in place, supporting procedures for the reporting and resolution of actions contravening these policies.
- There are proper guidelines within the Company regarding employment and dismissal, formal training programmes as well as other relevant procedures in place to ensure that staff are competent and adequately guided in carrying out their responsibilities.

- The policy aims to provide guidelines for the acceptable practice of the Group's Human Resource and to state the Group's stance on matters pertaining to Human Resources matters.

#### Key Performance Indicators (KPI)

- The Group has in place a Performance Management System, which is linked to and guided by the Key Performance Indicators ("KPI") and accountability.
- Key Performance Indicators helps in outlining and evaluating progress towards accomplishing organisational goals. KPIs are quantifiable, established and agreed to beforehand. It reflects the critical success factors of an organisation and also to enhance a department's performance.
- The Performance Management Framework focuses on aligning the Group direction by measuring the revenue growth, operational profit, and quality of revenue to ensure growth towards desired direction.

#### Limits of Authority

- The Limits of Authority ("LOA") stipulates the approving authority of key personnel pertaining to the strategic and operational matters such as policy approval, budget, capital and operating expenditures, human resources matters and execution of contracts.
- During the financial period ended 30 June 2023, the Group has revised the Limits of Authority LOA for Media Prima and its Subsidiaries which take effect on 11 January 2023.

#### Code of Ethics

The Code of Ethics is communicated to all employees and compliance with this Code is mandatory. The Code serves as guiding principles to assist employees to practice high ethical business standards, and it provides guidance on the way business and duties are governed in an efficient, effective and fair manner.

#### Anti-Fraud Prevention Manual and Whistleblowing Policy

The Group has established a Fraud Prevention Manual consisting of the Anti-fraud Policy and Whistleblowing Policy. The manual builds into the Group's culture, abhorrence for fraud, and that any conduct of this nature will not be tolerated. It also promotes a transparent and open environment for fraud reporting within the Group whilst protecting the identity of the person who lodges the report.

#### Anti-Corruption Policy

The Group has established an Anti-Corruption Policy to ensure that the Company's businesses do not participate in corrupt activities for its advantage or benefits. The policy is guided by the Guidelines on Adequate Procedures issued pursuant to section 17A(5) of the Malaysian Anti-Corruption Commission Act 2009 and can be accessed through the Company's website.

The Group has issued a series of monthly Integrity Newsletter called Integrity Buzz. Integrity Buzz is a medium for GCGRI to share information related to compliance, integrity and ethics across the Group.

# STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

## Supplier Code of Conduct

- The Board expects all Media Prima Berhad's suppliers to observe high ethical business standards of honesty and integrity and to apply these values to all aspects of their business and professional practices.
- A Supplier Code of Conduct is established in which the Group's minimum expectations on the supplier vis-à-vis legal compliance and ethical business practices are stipulated.
- Suppliers who want to conduct and/or continue conducting business with MPB and its group of companies is required to register with Media Prima Berhad via the Supplier e-Registry ("SUPeR").
- The Code applies to all suppliers, vendors, contractors and any other persons doing business with the Group.

## Group Information Technology Initiatives

The Board acknowledges the importance of leveraging on Information Technology ("IT") to promote the effectiveness and efficiency of business operations.

The Group Information Technology Department is continuously reviewing the Group's IT Security Policy and Procedures and regularly conducting IT security assessments to enhance the cybersecurity defense mechanisms of the Group. Cybersecurity awareness among staff is also emphasised through the launch of the Media Prima Cybersecurity Awareness Portal, which aims to educate the staff on their responsibilities to protect the Group's information assets.

Several initiatives were also undertaken, including the implementation of a high-availability firewall, hyperconverged infrastructure at the data center and ISO 27001/2013 certification for Information security management system for broadcasting.

## Business Continuity Management

Media Prima's Business Continuity Management ("BCM") Framework aims to ensure availability of the Group's core products and services by developing recovery procedures to respond and recover from significant unexpected events which in return, minimising the impact of business disruption and financial losses. A pre-emptive planning in facing unforeseen events, which threaten to disrupt the organisation's value creating activities, is taken seriously by the Group to ensure an appropriate level of business resilience Group-wide. The Board and Management are responsible to ensure Group-wide implementation of sound BCM practices as part of prudent risk management.

The Group's BCM framework includes establishing and reviewing formal Business Continuity Plans ("BCP"), setting up core services infrastructure redundancies and alternate sites, creating BCP awareness to key personnel and ensuring testing is carried out periodically. During the year under review, the following initiatives and activities have been successfully rolled out:-

Initiative/Activities	Purpose
BCP Documents Update	Business Continuity Plan ("BCP") documents were reviewed to ensure key people and recovery procedures reflect the current MPB's business environment.
Awareness Programmes	Awareness sessions are conducted annually to update and ensure key employees are aware of the Company recovery strategies. In 2022/2023, the awareness sessions were focused on refreshing new BCP Committee and critical operational personnel on the recovery procedures.
Simulation/Testing	The recent pandemic response plan had been incorporated as the scope of the simulation that covers Media Prima Berhad's core services, support services, technical testing and crisis communications.

Business Continuity Management team for the Group was established to ensure that business is able to continue its operations in the event a place of business is affected by either disaster, disruption or crisis whilst safeguarding the interest of its key stakeholders, Group's reputation, brands and value-creating activities.

## Related Party Transaction

The Board acknowledges the importance to have proper policies and procedures governing Related Party Transaction ("RPT") as part of its corporate obligations. The Group has a duty to disclose in its financial statements, the nature of the related party relationships, the identities of the related parties, as well as the types of transactions and the elements of the transactions necessary for a comprehensive and transparent understanding of the financial statements.

The policy has been established to provide guidelines on proper mechanism in identifying, monitoring, and reporting of RPT based on statutory requirement and to promote better understanding of RPT and prescribe the relevant departments' responsibilities in identifying and maintaining proper records of RPT.

### Environmental, Social and Governance (ESG)

The Board, together with Management, recognises the importance of ensuring sustainability risks and opportunities are considered in the development of the Group's business strategies and plans. At Management's level, the Group's sustainability management is led and driven by the GMD, with progress and key developments escalated to the Board. The GMD, together with the Management team play a leading role in ensuring that sustainability matters are addressed and integrated effectively and efficiently throughout the Group's business processes and operations.

### C. CONTROL ENVIRONMENT AND ACTIVITIES

The other key elements of the Group's internal control system include:-

- Monthly reporting of actual results and review against budget, with major variances being followed up and management actions taken, where necessary. The financial results are reviewed by the Board with Management on a quarterly basis, to enable both parties to gauge the Group's achievement of its annual targets and review any key financial and operational issues. The Board reviews regular reports from the Management on the key operating statistics, as well as legal and regulatory matters.
- Regular and comprehensive information provided to Management, covering financial performance and key performance indicators such as advertising market share, television viewership, programme ratings and utilisation of resources.
- Adequate insurance and physical safeguards on major assets are in place to ensure the Group's assets are sufficiently covered against any mishap that could result in material loss for the Group. An annual policy renewal exercise is undertaken by the Management to review the coverage of Group's assets against the prevailing market price for the similar assets.
- Access to company's Intranet System (i.e PeopleConnect) for updated and revised Policies and Procedures of the company, Code of Ethics, Limits of Authority and other information related to the company.
- Monitoring of performance including discussion of any significant issues at Senior Management meetings.
- Content Regulatory Awareness sessions conducted by Group Legal and Regulatory Affairs Department throughout the year as part of the initiatives to impart information and to provide explanation on the rules and regulations governing the broadcast industry based on the Communication and Multimedia Act 1998, Communication and Multimedia Content Forum Content Code and the respective license conditions of each TV Networks, Radio Networks and Print Media. Awareness sessions on Intellectual Property (IP) had been conducted to educate on the importance of protecting the Group's intellectual property.

### D. ADEQUACY OF RISK MANAGEMENT & INTERNAL CONTROL

The Board confirms that it has reviewed the effectiveness of the risk management and internal control framework and considers Media Prima's system of internal control as adequate in safeguarding the shareholders' interests and assets of the Group. The Board also confirms that there is an effective ongoing process for the identification, evaluation and management of significant risks in the Group and is committed to ongoing review of the entire control, compliance and risk management controls.

The Board believes that the development of the system of internal controls is an on-going process and has taken steps throughout the year to improve its internal control system and will continue to do so.

The Group Managing Director and the Group Chief Financial Officer had assured the Board that the Group's risk management and internal control system is operating adequately and effectively in all material aspects, based on the risk management and internal control system of the Group.

Where weaknesses and shortcomings were noted, management has taken appropriate actions to address them. All business platforms and the Group Corporate Governance, Risk Management and Integrity Department ("GCCRI") regularly review the processes to ensure the effectiveness of the existing controls. GCCRI monitors the control environment and business processes in order to ensure that the risk treatments continue to be aligned with the Group's strategic objectives.

The Board is satisfied that the system of risk management and internal control was generally satisfactory. Based on the assessment of the Group's internal control system for the year under review and up to the date of approval of this statement, no significant control failures or weaknesses that would result in material loss, contingency or uncertainty requiring disclosure in the Group's annual report were noted.

### E. REVIEW OF STATEMENT BY EXTERNAL AUDITORS






As required by Paragraph 15.23 of the Bursa Malaysia Securities Berhad Main Market Listing Requirements, the external auditors have reviewed this Statement on Risk Management and Internal Control. Their limited assurance review was performed in accordance with Audit and Assurance Practice Guide ("AAPG") 3 2018 issued by the Malaysian Institute of Accountants. AAPG 3 2018 does not require the external auditors to form an opinion on the adequacy and effectiveness of the risk management and internal control systems of the Group.

# AUDIT COMMITTEE REPORT

**THE BOARD OF MEDIA PRIMA BERHAD IS PLEASED TO PRESENT THE AUDIT COMMITTEE REPORT DESCRIBING THE AUDIT COMMITTEE'S DUTIES AND FUNCTIONS FOR THE 18 MONTHS FINANCIAL PERIOD ENDED 30 JUNE 2023.**

## A. COMPOSITION

The Audit Committee was established on 19 August 2003. The Audit Committee comprises of three (3) Independent Non-Executive Directors and no alternate director is appointed as a member of the Audit Committee.

				
<p><b>Abdullah bin Abu Samah</b></p>	<p><b>Datuk Phang Ah Tong</b></p>	<p><b>Datuk Shireen Ann Zaharah Muhiudeen</b></p>	<p><b>Raja Datuk Zaharaton Binti Raja Zainal Abidin</b></p>	<p><b>Datin Azalina Binti Adham</b></p>
<p>Independent Non-Executive Director</p>	<p>Independent Non-Executive Director</p>	<p>Independent Non-Executive Director</p>	<p>Senior Independent Non-Executive Director</p>	<p>Independent Non-Executive Director</p>
<ul style="list-style-type: none"> <li>• Appointed as Member on 11 March 2021.</li> <li>• Redesignated as Chairman on 24 June 2021.</li> </ul>	<ul style="list-style-type: none"> <li>• Appointed as Member on 3 June 2022.</li> </ul>	<ul style="list-style-type: none"> <li>• Appointed as Member on 1 August 2022.</li> </ul>	<ul style="list-style-type: none"> <li>• Retired as Member on 27 May 2022.</li> </ul>	<ul style="list-style-type: none"> <li>• Resigned as Member on 30 June 2022.</li> </ul>
<ul style="list-style-type: none"> <li>• Chairman of Audit Committee.</li> </ul>	<ul style="list-style-type: none"> <li>• Member of Audit Committee.</li> </ul>	<ul style="list-style-type: none"> <li>• Member of Audit Committee.</li> <li>• Member of Risk Management Committee.</li> </ul>	<ul style="list-style-type: none"> <li>• Member of Audit Committee.</li> </ul>	<ul style="list-style-type: none"> <li>• Member of Audit Committee.</li> <li>• Member of Risk Management Committee.</li> </ul>

The Audit Committee Chairman, Encik Abdullah Bin Abu Samah, is a member of the Malaysian Institute of Accountants (MIA) and Malaysian Institute of Certified Public Accountants (MICPA).

The current Committee members' profiles, qualification and experience can be found on page 88 to 91 of this Annual Report.



## B. MEETINGS

The Audit Committee had held a total of nine meetings during financial period 2022/2023 and details of the Committee members' attendance are as follows:-

Audit Committee Meeting	74 <sup>th</sup> ACM 21 February 2022	Special ACM 9 March 2022	Special ACM 21 April 2022	75 <sup>th</sup> ACM 23 May 2022	Special ACM 30 May 2022	76 <sup>th</sup> ACM 22 August 2022	77 <sup>th</sup> ACM 28 November 2022	78 <sup>th</sup> ACM 20 February 2023	79 <sup>th</sup> ACM 22 May 2023
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Audit Committee Member	Attendance (%)
Abdullah Bin Abu Samah (Chairman)	(9 of 9) 100%
Datuk Phang Ah Tong	(4 of 4) 100%
Datuk Shireen Ann Zaharah Muhiudeen	(4 of 4) 100%
Raja Datuk Zaharaton Binti Raja Zainal Abidin*	(4 of 4) 100%
Datin Azalina Binti Adham**	(5 of 5) 100%

\* Raja Datuk Zaharaton Binti Raja Zainal Abidin retired as Audit Committee member on 27 May 2022.

\*\* Datin Azalina Binti Adham resigned as Audit Committee member on 30 June 2022.

The Audit Committee met on quarterly basis with full quorum on each meeting. The Group Managing Director, Group Chief Financial Officer and the Group General Manager, Group Corporate Governance, Risk Management and Integrity Department were also invited for each meeting to provide clarification on the audit issues raised. The Audit Committee also invited members of the Senior Management or relevant employees within the Group to assist in resolving and clarifying matters raised in the audit reports.

The Company Secretary is the secretary of the Audit Committee. The Company Secretary is responsible for the coordination of administrative details including calling for meetings, voting and keeping of minutes. Minutes of each meeting is signed by the Chairman and extract of matters requiring actions were distributed to all attendees and members of the Committee.

The Audit Committee Chairman briefs the Board on matters discussed at every Audit Committee meeting. The Chairman is also responsible to update the Board on the Committee's activities and make appropriate recommendations when necessary. This is to ensure that the Board is aware of matters that may significantly impact the financial condition or affairs of the Group.

The Committee has the right to convene meetings with both the Internal and External Auditors without the presence of the Management. The Audit Committee had held two meetings with the External Auditors on 21 February 2022 and 28 November 2022 without the presence of the Management and the Group Managing Director.

The Chairman of the Audit Committee had also held separate meetings with the Group General Manager, Group Corporate Governance, Risk Management and Integrity Department prior to every scheduled Audit Committee meeting.

## C. TERMS OF REFERENCE

The Audit Committee is guided by its Terms of Reference in discharging its functions which is in accordance with the Main Market Listing Requirements of Bursa Malaysia Securities Berhad and the recommendations stipulated in the Malaysian Code on Corporate Governance 2021 and relevant best practices.

The Terms of Reference defines the scope, authority, duties and responsibilities of the Audit Committee, and is incorporated into the Board Charter which is accessible on the Company's official website at [www.mediaprima.com.my](http://www.mediaprima.com.my). The Board Charter is reviewed to enhance its processes and procedures and ensure alignment with any new requirements and regulations. During the year, there was no revision made to the Terms of Reference of the Audit Committee.

## D. SUMMARY OF ACTIVITIES IN 2022/2023

The Audit Committee's key focus areas which were included in the Audit Committee meetings throughout the year are summarised below:-

### RISKS AND CONTROLS

1. The Audit Committee evaluated the overall effectiveness of the system of internal controls through the review of the results of work performed by the Internal and External Auditors and discussions with Senior Management on a quarterly basis.
2. The Audit Committee had reviewed the Statement on Risk Management and Internal Control and the Audit Committee Report for the financial year 2021 on 21 February 2022 for the inclusion in Media Prima Berhad's Annual Report for 2021.

### FINANCIAL RESULTS

1. The Audit Committee had reviewed the Group's quarterly results before recommending to the Board for approval and release of the Group's results to Bursa Malaysia.

The quarterly unaudited financial statements for the first, second, third, fourth and fifth quarters of 2022/2023 were reviewed at the Audit Committee meetings on 23 May 2022, 22 August 2022, 28 November 2022, 20 February 2023 and 22 May 2023 respectively. The quarterly unaudited financial results announcements were made public through Bursa Malaysia on 30 May 2022, 24 August 2022, 29 November 2022, 22 February 2023 and 24 May 2023 respectively.

# AUDIT COMMITTEE REPORT

- The Audit Committee had reviewed the annual financial statements for the financial year ended 2021 at its meeting on 21 February 2022. The relevant announcement was made public on Bursa Malaysia on 23 February 2022.

The Audit Committee had reviewed the annual financial statements of Media Prima and its subsidiaries with the Group Managing Director, Group Chief Financial Officer and the External Auditors before recommending to the Board for their approval. In the review of the annual financial statements, the Committee had discussed with the Management and the External Auditors regarding the accounting policies and standards that were applied and their judgement of the items that may affect the financial statements.

## EXTERNAL AUDIT

- The Audit Committee had reviewed the results and issues arising from their audit of the year-end financial statements and their resolution of such issues highlighted in the External Auditor's report deliberated on 21 February 2022 with regards to the relevant disclosures in the annual audited financial statements for 2021.
- The Audit Committee had assessed Messrs PricewaterhouseCoopers ("PwC") independence before recommending for its re-appointment and remuneration. The External Auditors had on 28 August 2023 provided written assurance to the Audit Committee that, in accordance with the terms of all relevant professional and regulatory requirements, they have been independent throughout the audit engagement for 2022/2023.
- Messrs PwC was reappointed as the External Auditors for the financial year ended 2022 by the shareholders at the Media Prima Berhad 21<sup>st</sup> Annual General Meeting held on 27 May 2022.
- The Audit Committee had reviewed with the External Auditors their audit plan, strategy and scope of the statutory audits of the Group accounts for the financial period ended 30 June 2023 on 28 November 2022. The audit plan outlines their scope of work and proposed fees for the statutory audit, assurance-related review and review of the Statement on Risk Management and Internal Control.
- The Audit Committee had recommended to the Board the proposed audit fees which was duly approved by the Board on 28 November 2022.
- In relation to the Financial Statements for the Period Ended 30 June 2023, the Audit Committee at its meeting held on 28 August 2023 had been briefed by the External Auditors on the Key Audit Matters included in the External Auditor's Report. Based on the discussion between the Audit Committee and the External Auditors, the Audit Committee is satisfied with the actions taken by the Management in addressing areas, which involved significant degree of judgement and estimates that the External Auditors regard as most significant in the audit of the financial statements of the Group and the Company. Based on audit procedures performed by the External Auditors on these Key Audit Matters, no significant exceptions were noted.

## INTERNAL AUDIT

- The Audit Committee had reviewed the proposed Annual Audit Plan for the financial year ending 30 June 2024 during the 77<sup>th</sup> Audit Committee Meeting held on 28 November 2022.
- The Audit Committee had reviewed and deliberated on audit reports, follow-up reports, audit recommendations and Management's responses at Audit Committee's quarterly meetings.
- The internal audit reports, audit recommendations and Management's action plan regarding these recommendations were deliberated and closely monitored by the Audit Committee. Where appropriate, the Audit Committee requested the Management to rectify and improve the internal control systems based on Group Corporate Governance, Risk Management and Integrity (GCGRI) Department's recommendations and suggestions for improvements.
- The Audit Committee had reviewed the adequacy of resources and the competencies of staff within the Group Corporate Governance, Risk Management and Integrity Department to ensure it has the required expertise and professionalism to discharge its duties.
- The Chairman of the Audit Committee had appraised the Group General Manager, Group Corporate Governance, Risk Management and Integrity Department's performance for 2022/2023.

## TRAINING

During the year, the Audit Committee members had attended various conferences, seminars and training programmes to enhance their knowledge in order to discharge their duties effectively as well as to improve their technical competencies in their respective fields of expertise.

The trainings attended by the Committee members are reported

in the Corporate Governance Overview Statement on page 98 to 109 of this Annual Report.

## E. GROUP CORPORATE GOVERNANCE, RISK MANAGEMENT AND INTEGRITY DEPARTMENT

The Group has an established in-house Internal Audit function carried out by the Group Corporate Governance, Risk Management and Integrity ("GCGRI") Department. All internal audit activities during the financial year were conducted by the Department. There was no area of the internal audit function that had been outsourced during the year.

The GCGRI Department is headed by the Group General Manager, Encik Sere Mohammad bin Mohd Kasim who reports to the Audit Committee. He is a Chartered Member of The Institute of Internal Auditors Malaysia (CMIIA), a Certified Internal Auditor (CIA) and holds a Certification in Risk Management Assurance (CRMA) of The Institute of Internal Auditors Inc, USA. He also holds a Bachelor of Business Administration (Hons.) Finance and is a Certified Integrity Officer (CeIO) accorded by the Malaysian Anti-Corruption Commission.

The activity of the GCGRI Department are guided by the Internal Audit Charter that defines the roles, responsibilities, accountability and scope of work of the GCGRI Department. All internal audit activities in 2022/2023 were performed in-house by a group of 6 internal auditors from various background and competencies.

The total costs incurred by the GCGRI Department in discharging its functions and responsibilities in 2022/2023 amounted to RM 2,671,925 (for the 18 months financial period ended 30 June 2023) (2021: RM 1,471,279) comprising mainly of staff costs, travelling, training and professional membership subscriptions.

The Group Corporate Governance, Risk Management and Integrity Department is contactable via [gcg@mediaprima.com.my](mailto:gcg@mediaprima.com.my).

### Independence and Objectivity

The Group Corporate Governance, Risk Management and Integrity ("GCGRI") Department's activities remain free from interference by any element in the organisation, including matters of audit selection, scope, procedures, frequency, timing or report content, in order to maintain the necessary independent and objective attitude. The GCGRI Department has no direct operational responsibility or authority over any of the activities reviewed.

The GCGRI Department, through a systematic and structured approach is responsible for the following:-

1. Providing independent assurance to the Board and Management that adequate and effective internal control system is in place to safeguard the Group's assets;
2. Recommending improvements and enhancements to the existing system of internal controls and work procedures/processes; and
3. Reference point to ensure effective implementation of policies and procedures and as a catalyst to promote best corporate governance practices.

The GCGRI Department is a corporate member of The Institute

of Internal Auditors Malaysia ("IIAM"). As a member, GCGRI Department is entitled to access to books, publications, research papers, survey reports and other reference materials to enhance knowledge, attend courses for continuous professional development and a wide range of educational products.

As a corporate subscriber of the Minority Shareholder Watchdog Group ("MSWG"), the GCGRI Department receives MSWG's weekly E-newsletter "The Observer", access to the MSWG Monitoring Services, ASEAN Corporate Governance Scorecard, publications and access to online Malaysian-ASEAN Corporate Governance materials.

### Scope and Coverage

The scope of coverage encompasses all units and operations of the Group, including the subsidiaries. The selection of units to be reviewed is premised on a risk based approach which provides flexibility needed to address emerging current risks as well as potential future risks. This enhances the ability of the Group Corporate Governance, Risk Management and Integrity (GCGRI) Department to focus its resources and skills in ensuring alignment with business strategy and goals, thus maintaining relevance and driving continuous improvements within the Group.

The scope of internal audit engagements had been developed by taking into consideration the Group Risk Profile and Business Plan for 2022/2023. The key audit areas performed in 2022/2023 were as follows:-

NO.	REVIEW	AUDIT COMMITTEE MEETING/DATE
1	Content Management	75 <sup>th</sup> /23 May 2022
2	Special Review on Drama	75 <sup>th</sup> /23 May 2022
3	Operational Review on Big Tree Outdoor (BTO)	76 <sup>th</sup> /22 August 2022
4	Technical Operations	76 <sup>th</sup> /22 August 2022
5	Operational Review on Media Prima Omnia (Omnia)	77 <sup>th</sup> /28 November 2022
6	Operational Review on Media Prima Audio	77 <sup>th</sup> /28 November 2022
7	Third Party Reliance	78 <sup>th</sup> /20 February 2023
8	Credit Management	78 <sup>th</sup> /20 February 2023
9	Special Review on Media Prima Omnia's Entertainment Claims	79 <sup>th</sup> /22 May 2023
10	Media Prima Omnia's Operations	79 <sup>th</sup> /22 May 2023
11	Review on News and Editorial Operations (TVN & NSTP)	80 <sup>th</sup> /28 August 2023
12	Operational Review on Rev Media Group	80 <sup>th</sup> /28 August 2023

The corresponding reports of the audit performed were presented to the Audit Committee and forwarded to the Management for attention and corrective actions.

The Management is responsible for ensuring that corrective

# AUDIT COMMITTEE REPORT

actions on reported weaknesses are implemented within the required timeframe. GCGRI Department continuously monitor the implementation of audit recommendations through periodic follow-up reviews.

GCGRI Department also works closely with the External Auditors to resolve any control issues and assists in ensuring that appropriate management actions are taken.

During the year, the following activities were also carried out by the GCGRI Department:-

- Independent verification of results and/or votes at competition-based programmes organised by the Group such as *Muzik Muzik, Anugerah Juara Lagu 36 & 37, Anugerah Ikon Sukan Harian Metro, Anugerah Drama Sangat 2023 and Anugerah Bintang Popular Berita Harian 35*;
- Participated in tender opening process for procurement and disposal of fixed assets so as to ensure that due process had been observed and complied with according to the approved Policies and Procedures;
- Communication sessions with Management on internal audit activities and planning of audits to ensure that areas of Management concern are covered; and
- Completion of the Corporate Governance Overview Statement, the Statement on Risk Management and Internal Control and the Audit Committee Report for Media Prima Berhad's Annual Report 2022/2023.

## Practices and Framework

In order to ensure standardisation and consistency in providing assurance on the adequacy and effectiveness of the overall system of internal controls, all auditing activities of the Group Corporate Governance, Risk Management and Integrity Department are conducted in line with the Group's objectives and policies and in accordance with applicable laws and regulations and relevant policies and guidelines as prescribed by the International Professional Practices Framework (IPPF) promulgated by the Institute of Internal Auditors.

## Quality Assurance Review

In complying with the requirement of the International Standards for the Professional Practice of Internal Auditing ("Standards"), Media Prima had in 2017 engaged The Institute of Internal Auditors Malaysia ("IIAM") to conduct an external quality assurance review on the Group Corporate Governance, Risk Management and Integrity's internal audit processes. The IIAM had provided broad recommendations to enhance the ability of the Group Corporate Governance, Risk Management and Integrity Department to render effective internal audit services to its stakeholders.

## Professional Qualifications and Continuous Competency Development

The Group Corporate Governance, Risk Management and Integrity ("GCGRI") Department is committed to equip MPB's internal auditors with sufficient knowledge, skills and competencies to discharge their duties and responsibilities. In order to improve staff retention and to enhance professional competency within the department, the Audit Committee and management had agreed to reimburse the registration and examination fees of the Certified Internal Auditor (CIA) programme coordinated by The Institute of Internal Auditors, upon successful completion of the examination.

The GCGRI Department personnel had also attended various trainings and/or conferences during the year in order to enhance their skills and knowledge and to continuously provide value added services to the Group. Each training programme attended will be followed by an internal knowledge sharing session. Trainings attended in 2022/2023 include:-

<b>INTERNAL</b>	
<b>CONFERENCES/SEMINARS/COURSES TITLE</b>	<b>DATE</b>
Business Plan Management Retreat	6 - 8 September 2022
ESG Evolve 2022 - Driving Catalytic for Business Sustainability	6 - 8 December 2022
Media Prima Berhad Group's 3 Years Business Plan	9 - 12 January 2023
Budget and Business Plan Management Offsite Session	8 - 10 May 2023

<b>EXTERNAL</b>		
<b>CONFERENCES/SEMINARS/COURSES TITLE</b>	<b>DATE</b>	<b>TRAINER/ORGANISER</b>
MACC Act Section 17A: Checking your adequate procedures TRUST programme for performance, completeness and effectiveness	17 February 2022	IIA Malaysia
IT Audit for Non-IT Auditors	23 & 24 February 2022	IIA Malaysia
Ethics, Integrity & TRUST conference (Virtual)	16 & 17 March 2022	Malaysian Institute of Accountants (MIA)
Corporate Liability: The Ins and Outs of Section 17A MACC act (Virtual)	28 March 2022	MIA
Code of Ethics 2022 - 2nd Session (Virtual)	22 April 2022	IIA Malaysia
Impactful ESG Transformations (Virtual)	28 April 2022	IIA Malaysia
Risk-based Audit to Uncover Red Flags (Virtual)	13 May 2022	IIA Malaysia
IIA National Conference - Be The Change: Internal Auditors In The Age Of Disruption (Virtual)	19 - 20 October 2022	IIA Malaysia
ACIIA CAE Forum 2023 - CAE's Pivot To Meet Challenges	17 May 2023	IIA Malaysia
ESG Auditing Techniques	1 June 2023	IIA Malaysia
High-Impact Operational Audit of The HR Management Function	19-21 June 2023	IIA Malaysia

This Audit Committee Report is made on the recommendation of the Audit Committee which was approved by the Board of Directors on 30 August 2023.





# RISK MANAGEMENT COMMITTEE REPORT

Media Prima Berhad recognises that having a robust and effective risk management system is critical to achieve continued profitability and sustainable growth in shareholder value in today's globalised and inter-linked financial and economic environment. Risk Management Committee ("RMC") is cognisant of its responsibility in minimising uncertainties that could impair Media Prima from achieving its strategic objectives.

Media Prima Risk Management Framework, which was developed based on ISO 31000:2018 Risk Management Guidelines, has been the fundamental orientation in formulating mitigation plans to ensure risks are soundly managed. RMC continues to be involved in identifying, assessing and monitoring strategic risks, emerging risks and potential disruptions to Media Prima's value creating services including advising on mitigation strategies.

## A. COMMITTEE MEMBERS

The Risk Management Committee comprises of two (2) Independent Non-Executive Directors and one (1) Executive Director.

 <p><b>Dato' Sivananthan A/L Shanmugam</b></p> <p>Independent Non-Executive Director</p> <ul style="list-style-type: none"> <li>Appointed as Member on 15 April 2021.</li> <li>Redesignated as Chairman on 24 June 2021.</li> <li>Chairman of Risk Management Committee.</li> <li>Member of Nomination and Remuneration Committee.</li> </ul>	 <p><b>Datuk Shireen Ann Zaharah Muhiudeen</b></p> <p>Independent Non-Executive Director</p> <ul style="list-style-type: none"> <li>Appointed as Member on 1 August 2022.</li> <li>Member of Risk Management Committee.</li> <li>Member of Audit Committee.</li> </ul>	 <p><b>Mohd Rafiq Bin Mat Razali</b></p> <p>Group Managing Director</p> <ul style="list-style-type: none"> <li>Appointed as Member on 24 June 2021.</li> <li>Member of Risk Management Committee.</li> </ul>	 <p><b>Datin Azalina Binti Adham</b></p> <p>Independent Non-Executive Director</p> <ul style="list-style-type: none"> <li>Appointed as Member on 24 June 2021.</li> <li>Resigned from Committee on 30 June 2022.</li> </ul>
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## B. MEETINGS

- The Risk Management Committee met on quarterly basis with full quorum on each meeting. The Risk Management Committee also invited members of the Senior Management or relevant employees within the Group to deliberate on the mitigation strategies of risks highlighted.
- During the financial period ended 30 June 2023, the RMC had met six (6) times on the following occasions:-

Risk Management Committee Meeting	43 <sup>rd</sup> RMC 21 Feb 2022	44 <sup>th</sup> RMC 23 May 2022	45 <sup>th</sup> RMC 22 Aug 2022	46 <sup>th</sup> RMC 28 Nov 2022	47 <sup>th</sup> RMC 20 Feb 2023	48 <sup>th</sup> RMC 22 May 2023
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- The Company Secretary is the secretary of the Risk Management Committee. The Company Secretary is responsible for the coordination of administrative details including calling the meetings, voting and keeping of minutes.

### C. ATTENDANCE AT MEETINGS

- The attendance of the respective members are illustrated below:-

Member	Attendance
Dato' Sivananthan A/L Shanmugam	6/6 (100%)
Datuk Shireen Ann Zaharah Muhiudeen*	4/4 (100%)
Datin Azalina Adham**	2/2 (100%)
Mohd Rafiq Mat Razali	6/6 (100%)

\* Appointed as Member on 1 August 2022.

\*\* Resigned from Committee on 30 June 2022.

### D. DUTIES OF RISK MANAGEMENT COMMITTEE

- The duties of the RMC include:
  - Assessment and monitoring of all risks associated with the operations of the Group;
  - Development and implementation of internal compliance and control systems, and procedures to manage risk;
  - Assessment and monitoring of the effectiveness of controls instituted;
  - Review and make recommendations on behalf of the Board in relation to risk management;
  - Report to the Board on any material changes to the risk profile of the Group;
  - Monitor and refer to the Board any instances involving material breaches or potential breaches of the Group's risk management strategy; and
  - Report to the Board, when necessary, in connection with the Group's annual reporting responsibilities to Bursa Malaysia in relation to matters pertaining to the Group's risk management strategy.
- RMC shall have the authority to seek any information it requires from any officer or employee of the company or its subsidiary companies and such officers or employees shall be required to respond to such enquiries.
- RMC may, as and when deemed necessary, invite other Board members and management personnel to attend the meetings where risk management issues are discussed.
- RMC has the authority to direct special investigations on behalf of the Board, into significant risk management activities, as and when necessary.
- RMC is authorised to take independent professional advice as it considers necessary.

### E. RISK MANAGEMENT FRAMEWORK

- The framework adopted by the Group incorporated the latest risk management processes on a coordinated and integrated basis. To keep the framework relevant in order to support the ever evolving business, the Group will review the framework on a needed basis.
- The framework is designed to realise the Group's objectives, set forth in four (4) categories:
  - Corporate - High level goals aligned with and supporting the Group's missions.
  - Operations - Effective and efficient use of the Group's resources.
  - Reporting - Reliability of reporting.
  - Compliance - Compliance with applicable laws and regulations.

- Review of Corporate Risks.
  - At corporate level, the risks and mitigations deliberated by the Committee is centred around the following risk areas:-

<b>Economic Uncertainty</b>	Realignment of business strategies to be more efficient to counter effect of recession and stay competitive by turning the threats into opportunities.
<b>Quality Products and Content</b>	Rapid evolution of technologies changes the routine of people's behavior in consuming content. Competition from multiple platforms requires best content (products) to stay relevant to the targeted audience.
<b>Innovation</b>	Development, adoption, and implementation of new ideas, technologies, processes, or products is crucial to ensure ability in competition and protecting the ecosystem to grow market share.
<b>Cyber &amp; Information Security</b>	The rise of technology adoption and work-from-home environment increase the exposure to cyber threat. Critical information systems (e.g. Newsroom and operation/ production system) being highly critical to the continuous operations of the business having direct impact to revenue, brand reputation and market share.
<b>People</b>	Talent management is key element in achieving business goals. Recruiting, retaining and managing talent is critical especially for digital talent where the demand is so competitive in current business environment.

- Review of Business Continuity Management
  - On a regular basis, the RMC will deliberate the risks relating to business disruption and discuss on the mitigation strategy to ensure the core business operations are able to operate in the event of disaster. The mitigation strategy is translated into Business Continuity Plan ("BCP") and is tested annually to assess the readiness and effectiveness. The results of the testing will be presented to the RMC.
  - As part of the Group ongoing simulation programme, the BCP is continuously being enhanced and tested.
- Review of Risks and Risk Controls
  - On quarterly basis, top risks of the Group were reported and reviewed by the senior management. Key and material risks were then escalated to RMC for deliberation of the controls and policy in place to mitigate or manage these risks.
- Review on Sustainability Risk
  - Regular and continuous risk assessments in ensuring environmental responsibility and good governance towards positive impact of ESG commitment. Media Prima will continuously play a role as the leading integrated media solution by engaging and educating communities in ESG awareness.
- Review of Corruption Risks and Integrity
  - On an annual basis, corruption risks of the Group were assessed and reviewed to continuously improve existing controls and ensure that they are adequate. Key and material risks were then escalated to RMC for deliberation of controls and policy to mitigate or treat these risks.