

MEDIA PRIMA BERHAD (532975-A)

(Incorporated in Malaysia)

FINANCIAL RESULTS FOR THE QUARTER ENDED 31 MARCH 2009

The Board of Directors of Media Prima Berhad ("MPB or Company") is pleased to announce the unaudited results of the Group for the first quarter ended 31 March 2009.

This interim report is prepared in accordance with Financial Reporting Standards ("FRS") 134 "Interim Financial Reporting" and paragraph 9.22 of the "Bursa Malaysia Securities Berhad" (BMSB) Listing Requirements, and should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2008.

UNAUDITED CONDENSED CONSOLIDATED INCOME STATEMENT

		INDIVI	OUAL QUARTER	CUMULA	TIVE QUARTERS
	NOTE	CURRENT	PRECEDING	CURRENT	PRECEDING
		31.03.2009	31.03.2008	31.03.2009	31.03.2008
		RM'000	RM'000	RM'000	RM'000
Continuing Operations Revenue		141,177	159,586	141,177	159,586
Operating expenses	A8	(144,990)	(142,213)	(144,990)	(142,213)
Other operating income		1,329	3,902	1,329	3,902
(Loss)/profit from operations	-	(2,484)	21,275	(2,484)	21,275
Finance costs		(5,613)	(4,497)	(5,613)	(4,497)
Share of associate		(1,262)	5,706	(1,262)	5,706
(Loss)/profit before tax		(9,359)	22,484	(9,359)	22,484
Taxation	B1	(572)	(5,421)	(572)	(5,421)
Net (loss)/profit for the period from continuing operations	***********	(9,931)	17,063	(9,931)	17,063
Subsidiary Held for Sale Losses from a subsidiary acquired exclusively for sale	A4	(19,000)	-	(19,000)	-
Net (loss)/profit for the period	Sentence	(28,931)	17,063	(28,931)	17,063
Minority interests attributable to subsidiary acquired exclusively for sale		5,700	-	5,700	-
Net (loss)/profit attributable to equity holders of the Company		(23,231)	17,063	(23,231)	17,063
Earnings per share Before share of losses from a subsidiary acquired exclusively for sale					
- Basic	B13	(1.16)	2.01	(1.16)	2.01
- Diluted	B13	(1.16)	2.00	(1.16)	2.00
After share of losses from a subsidiary acquired exclusively for sale					
- Basic	B13	(2.72)	2.01	(2.72)	2.01
- Diluted	B13	(2.72)	2.00	(2.72)	2.00

The unaudited Condensed Consolidated Income Statement should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2008.

UNAUDITED CONDENSED CONSOLIDATED BALANCE SHEET

		AS AT	AS AT
	NOTE	31.3.2009	31.12.2008
		RM'000	RM'000
ASSETS			
Non Current Assets			
Property, plant and equipment		217,730	212,553
Investment properties		13,636	13,682
Other investments		2,393	2,393
Associates		346,182	347,444
Prepaid expenditure		2,780	2,622
Intangible assets		202,836	179,084
Deferred tax assets		18,844	19,445
Prepaid lease rentals		9,430	9,162
r repair react remain		813,831	786,385
Current Assets			
Inventories		68	35
Receivables, deposits and prepayments		241,661	281,023
Tax recoverable		3,910	3,814
Deposits, bank and cash balances		60,820	51,083
Deposits, balik allu casii balances		306,459	335,955
Assets of subsidiary acquired exclusively for sale		58,554	42,402
Assets of subsidiary acquired exclusively for sale	-	***************************************	
	-	365,013	378,357
TOTAL ASSETS		1,178,844	1,164,742
LIABILITIES AND EQUITY			
Non Current Liabilities	B5	231,519	229,114
Payables and borrowings	БЭ	A CONTRACTOR OF THE CONTRACTOR	
Deferred tax liabilities		20,013	20,007
	-	251,532	249,121
Current Liabilities			
Payables and borrowings	B5	395,823	349,142
Taxation	-	8,093	18,283
		403,916	367,425
Liabilities of subsidiary acquired exclusively for sale		17,216	8,427
	<u></u>	421,132	375,852
TOTAL LIABILITIES		672,664	624,973
Equity and Reserves			
Share capital		853,811	853,811
Reserves		(330,503)	(302,509)
Equity attributable to equity holders of the Company	-	523,308	551,302
Minority interests		(17,128)	(11,533)
Way and Way		506,180	539,769
Total equity		500,100	000,100
TOTAL LIABILITIES AND EQUITY		1,178,844	1,164,742
Net Assets per share (sen)		61.29	64.57

The unaudited Condensed Consolidated Balance Sheet should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2008.

		Attributa	Attributable to Equity Holders of the Company	ders of the Comp	pany —	•		
	issued ar	Issued and fully paid						
	ordinary shares of RM1 each	of RM1 each	Non - distributable	butable				
	Section Control			Revaluation				
	Number of	Nominal	Share	and other	Accumulated		Minority	
	shares	Value	Premium	reserves	losses	Total	interests	Total equity
	,000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000	RM'000
2009:								
At 1 January 2009	853,811	853,811	188,118	33,900	(524,527)	551,302	(11,533)	539,769
Currency translation differences recognized directly in equity	1	ı	à	(4,763)	i	(4,763)	105	(4,658)
Net loss for the financial period from continuing operations		•	i	•	(9,931)	(9,931)	2■ ≤	(9,931)
Losses from a subsidiary acquired exclusively for sale	918	à,	ie:		(13,300)	(13,300)	(5,700)	(19,000)
At 31 March 2009	853,811	853,811	188,118	29,137	(547,758)	523,308	(17,128)	506,180
2008:								
At 1 January 2008	842,183	842,183	183,250	30,132	(495,952)	559,613	1,922	561,535
Conversion of ICULS	1,262	1,262	631	•	ï	1,893	,	1,893
Exercise of warrants	931	931	186	(93)		1,024	1	1,024
Exercise of ESOS	423	423	170		î	593		593
Net profit for the financial period	ı	ť	i	ï	17,063	17,063	,	17,063
At 31 March 2008	844,799	844,799	184,237	30,039	(478,889)	580,186	1,922	582,108

The unaudited Condensed Consolidated Statement of Changes in Equity should be read in conjunction with the Group's audited annual financial statements for the financial year ended 31 December 2008.

UNAUDITED CONDENSED CASH FLOW STATEMENT

	NOTE	FOR THE PERIOD ENDED 31.03.2009 RM'000	FOR THE PERIOD ENDED 31.03.2008 RM'000
Cash flow from operating activities			
Receipts from customers		196,932	203,956
Payments to employees and suppliers of goods and services		(161,973)	(183,498)
Income tax paid		(10,201)	(9,881)
Not each inflam / (autilian) origina from appraising activities:			
Net cash inflow / (outflow) arising from operating activities:		24,758	10,577
- Continuing operation		(24,498)	10,077
- Subsidiary acquired exclusively for sale		260	10,577
Net cash flow from operating activities		200	10,377
Cash flow from investing activities			
Purchase of property, plant & equipment		(11,806)	(14,343)
Part proceeds from disposal of property reclassified as asset			54,000
held for sale Part payment of purchase consideration and settlement of		- u <u>- y</u>	34,000
advances for subsidiaries		(6,014)	(12,000)
Interests received		153	744
Proceeds from disposal of asset		47	•
Proceeds from disposal of investment		1	•
Net cash inflow / (outflow) arising from investing activities:			
 Continuing operation 		(17,619)	28,401
 Subsidiary acquired exclusively for sale 		(460)	(1,903)
Net cash flow from investing activities		(18,079)	26,498
Cash flow from financing activities			
Proceeds from issuance of shares			1,710
Repayments of hire purchase		(1,243)	(750)
Interests paid		(8,272)	(7,350)
Repayments of term loan		(628)	(628)
(Increase)/decrease in restricted fixed deposits		(267)	6,899
Drawdown of Commercial Papers ("CP")		43,000	2
Net cash flow from financing activities arising from continuing operations		32,590	(119)
Net increase in cash & cash equivalents		14,771	36,956
Foreign exchange differences on opening balances		(3,620)	
Cash and cash equivalents at beginning of period		44,079	126,612
Cash and cash equivalents at end of period	A12	55,230	163,568
and and additional at any of bound	40.00		

The unaudited Condensed Cash Flow Statement should be read in conjunction with the audited annual financial statements for the financial year ended 31 December 2008.

MEDIA PRIMA BERHAD (532975-A)

(Incorporated in Malaysia)

FINANCIAL RESULTS FOR THE QUARTER ENDED 31 MARCH 2009

NOTES TO THE FINANCIAL RESULTS

A1. BASIS OF PREPARATION

The unaudited condensed interim financial statements of the Group have been prepared in accordance with Financial Reporting Standards ("FRS") 134 "Interim Financial Reporting" and paragraph 9.22 of the "Bursa Malaysia Securities Berhad" (BMSB) Listing Requirements, and should be read in conjunction with the Group's audited financial statements for the financial year ended 31 December 2008.

The accounting policies, method of computation and basis of consolidation applied in the unaudited condensed interim financial statements are consistent with those used for the annual audited financial statements for the financial year ended 31 December 2008 except for the adoption of the following new standards and amendments to published standards that are effective for the financial periods beginning 1 January 2009 or later periods:

- FRS 7 "Financial Instruments: Disclosures". This standard removes duplicative disclosures and simplified the disclosures
 on concentrations of risk, credit risk, liquidity risk and market risk in IAS 32.
- FRS 8 "Operating Segments". This standard sets out requirements for disclosure of information about an entity's operating segments and also about the entity's products and services, the geographical areas in which it operates, and its major customers.
- FRS 139 "Financial Instruments: Recognition and Measurement" (effective for accounting periods beginning on or after 1 January 2010). This new standard establishes principles for recognizing and measuring financial assets, financial liabilities and some contracts to buy and sell non-financial items. Hedge accounting is only permitted only under strict circumstances. The Group will apply this standard when it becomes effective.

Apart from FRS 139, the Group has applied the above standards and amendments to the published standards effective financial period beginning 1 January 2009. The Group will apply FRS 139 when it becomes effective. With the exception of FRS 139, the application of the above standards and amendments to published standards did not result in any significant impact on the financial results and financial position of the Group in the year of initial application. As allowed under the transitional provision of FRS 139, the Group is exempted from having to disclose the possible impact of the application of this standard on the financial statements of the Group in the year of initial application.

There were no other changes in estimates that have had a material effect on the current quarter results.

The results of Media Prima Berhad's ("MPB") associated company, The New Straits Times Press (Malaysia) Berhad ("NSTP"), have been equity accounted.

A2. AUDIT QUALIFICATION

The annual audited financial statements for the financial year ended 31 December 2008 were not subject to any qualification.

A3. SEASONALITY OR CYCLICALITY OF INTERIM OPERATIONS

The business of the Group is not subject to material seasonal or cyclical fluctuations.

A4. UNUSUAL ITEMS AFFECTING ASSETS, LIABILITIES, EQUITY, NET INCOME OR CASHFLOWS

Subsidiary acquired exclusively for sale

On 25 March 2008, mm Studios Sdn Bhd (formerly known as Newslink Asia Sdn Bhd) ("MSSB"), MPB's wholly owned subsidiary entered into a Shareholders' Agreement with SBC Markwendell. Inc ("SBC") and MPB Primedia, Inc. ("MPI") for the subscription by both MSSB and SBC of their respective portions of common shares in MPI, whereby MSSB will hold 70% of the issued and paid up capital of MPI and SBC the balance 30%.

This investment represents the intended seed asset for the private-equity media fund ("the Fund") to be set-up by MPB as part of its regional strategy as disclosed in note B4.

Pending the setting up of the Fund, MSSB and MPI have entered into a Shareholders' Agreement as described above, with the intention that the Shareholders' Agreement be novated and/or MSSB interest in MPI be transferred to the Fund after the Fund has been set up.

On the basis that the investment in MPI is intended to be held temporarily and is anticipated to be transferred to the Fund within the next twelve months, under FRS5 "Non-Current Assets Held For Sale", this investment is classified as "subsidiary acquired exclusively for sale". Consequently, the losses arising from MPI's share of the losses is included in the results of the Group:

	RM'000
MPI's losses for the period ended 31 March 2009	19,000
Minority interests (SBC)	(5,700)
MPB's share of losses	13,300

A5. MATERIAL CHANGE IN ESTIMATES

There was no material change in accounting estimates used in the preparation of the financial statements in the current financial quarter as compared to the previous financial quarters or previous financial year.

A6. DIVIDENDS PAID

There was no dividend paid during the period under review.

A7. SEGMENTAL REPORTING

The Group is organised on a worldwide basis based on three geographical locations:

- ♦ Malaysia
- Republic of Ghana
- ♦ Philippines

			LOSSES	
			FROM SUBSIDIARY	
			ACQUIRED	
		LOSS	EXCLUSIVELY FOR	
	REVENUE1	BEFORE TAX	SALE	TOTAL ASSETS ²
	31.03.2009	31.03.2009	31.03.2009	31.03.2009
	RM'000	RM'000	RM'000	RM'000
Malaysia	136,706	(8,701)	-	1,087,534
Republic of Ghana	4,471	(658)		32,756
Philippines		-	(19,000)	58,554
	141,177	(9,359)	(19,000)	1,178,844
			LOSSES	
			FROM SUBSIDIARY	
			ACQUIRED	
		PROFIT	EXCLUSIVELY FOR	
	REVENUE1	BEFORE TAX	SALE	TOTAL ASSETS ²
	31.03.2008	31.03.2008	31.03.2008	31.03.2008
	RM'000	RM'000	RM'000	RM'000
Malaysia	154,261	21,245	-	1,163,914
Republic of Ghana	5,325	1,239		29,675
	159,586	22,484	_	1,193,589

¹ Advertising revenue

The Group operates primarily within one industry, being electronic and print media.

A8. OPERATING EXPENSES

Included within operating expenses for the period under review are depreciation and amortisation charges of RM11.69 million (2008: RM9.97 million).

A9. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT

The group's property, plant and equipments are stated at cost less accumulated depreciation and accumulated losses. There were no changes to valuation of property, plant and equipment brought forward from the previous financial year.

A10. CONTINGENT LIABILITIES

As at the date of this report, the following are the additional Group contingent liabilities since the last annual balance sheet date:

- 1) Three new claims totaling RM16 million for defamation brought against a subsidiary, Sistem Televisyen Malaysia Berhad ("TV3") for words mentioned during its television programme in 2007 and 2008.
- 2) On 27 February 2009 MPB announced that a copy of the Winding Up Petition by Regroup Associates Sdn Bhd ("Regroup") was served to TV3 on 6 February 2009, based on a summary judgement application that was decided in favour of Regroup on 29 May 2008. Regroup is claiming for agency commission based on a property sold by STMB. Regroup's claim is being rigorously disputed by STMB. STMB has appealed against the summary judgment decision of 29 May 2008, which was fixed for hearing on 8 April 2009. The hearing has now been postponed to 7 August 2009. The said Winding Up Petition which was scheduled for hearing on 11 February 2009 and later fixed for mention on 11 May 2009 is now fixed for mention on 2 June 2009. Meantime our application for interim and permanent stay of the Winding Up proceedings which was fixed for hearing on 11 May 2009 has also been postponed to 2 June 2009.

² Excludes deferred tax assets and tax recoverable

The Directors are of the opinion, based on legal advice, that the claims lack merit and are unlikely to succeed.

A11. CAPITAL COMMITMENTS

Capital commitments not provided for in the financial statements as at 31 March 2009 are as follows:

45,133

A12. CASH AND CASH EQUIVALENTS

Details of cash and cash equivalents are as follows:

	As at 31.3.2009	As at 31.3.2008
	RM'000	RM'000
Cash and bank balances	31,359	114,739
Deposits with licensed financial institutions:		
Deposits with licensed banks	26,245	18,061
Deposits with finance companies	1,076	1,049
Deposits with licensed discount houses	2,140	30,793
	29,461	49,903
Deposits, cash and bank balances	60,820	164,642
Cash from subsidiary acquired exclusively for sale	1,069	-
Less:		
Bank Overdraft	(981)	-
Less:		
Restricted deposits:		
Deposits with licensed banks	(5,678)	(1,074)
Cash and cash equivalents	55,230	163,568

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B1. TAXATION

	INDIVIDUAL	QUARTER	CUMULATIVE	QUARTERS
	CURRENT	PRECEDING	CURRENT	PRECEDING
	31.03.2009	31.03.2008	31.03.2009	31.03.2008
	RM'000	RM'000	RM'000	RM'000
In respect of the current period:				
Current income tax:				
- Malaysian Tax	-	5,166		5,166
- Foreign Tax		255		255
		5,421	•	5,421
Deferred tax	572	- 1	572	-
	572	5,421	572	5,421

B2. SALE OF UNQUOTED INVESTMENT AND/OR PROPERTIES

There is no sale of unquoted investment or properties included in the financial year under review.

B3. QUOTED SECURITIES

- a. There are no purchases and disposals of quoted securities during the financial year.
- b. Investment in quoted securities is as follows:

	AS AT	AS AT
	31.03.2009	31.12.2008
	RM'000	RM'000
At cost	5,501	5,501
At carrying value	2,393	2,393
At market value	2,126	2,393

B4. STATUS OF CORPORATE PROPOSALS

Establishment of a Media Fund

On 25 March 2008, MPB announced the intention of the setting up of a Media Fund ("the Fund"). The Fund, with an expected size of USD100 million, is being established for the purpose of making private equity investment in the media sector within the ASEAN emerging markets including Indonesia, the Philippines, Vietnam and Malaysia. The initial financial close of the Fund is aimed to take place by the end of the second quarter of 2009.

Should this does not materialise, MPB intends to find alternative strategic investor to take over the intended seed asset.

B5. PAYABLES AND BORROWINGS

The Group's payables and borrowings classified as short term and long term are as follows:

		31.03.2009 RM'000	31.12.2008 RM'000
Current	Secured:		
	- Term loans	218	845
	Unsecured:		
	- Term loans	14,000	14,000
	- Commercial Papers	180,000	137,000
	- Hire Purchase creditor	4,173	5,088
	- Trade and other payables	196,451	186,253
	- Bank overdrafts	981	1,674
	 Amount due to an associated company 		4,282
		395,605	348,297
		395,823	349,142
Non Current	Unsecured:		
	- Term loans	49,443	49,589
	- Hire Purchase creditor	16,764	14,585
	- Other payables	999	950
	- Medium Term Notes	164,313	163,990
		231,519	229,114
	Total payables and borrowings	627,342	578,256

Included in the Group's payables and borrowings is a term loan amounting to USD390,598 (RM1,424,317).

B6. OFF BALANCE SHEET FINANCIAL INSTRUMENTS

There were no off balance sheet financial instruments issued by the Group as at the date of this report.

B7. MATERIAL LITIGATION

Apart from the material litigation disclosed under note A10, there is no other material litigation in the current quarter since the last announcement.

B8. COMPARISON WITH IMMEDIATE PRECEDING QUARTER RESULTS

During the first quarter of 2009, MPB Group registered a lower revenue of RM141.2 million compared to RM208.9 million registered in the fourth quarter of 2008. This is attributable to the lower advertising revenue generated by all its media assets given the economic slowdown as well as the seasonal trend where advertising spend on the first quarter is traditionally lower compared to year end. Consequently, MPB Group recorded loss before taxation ("LBT") of RM9.4 million in the current quarter, compared to a profit of RM52.2 million in the fourth quarter 2008.

During the quarter, MPB has also booked its share of losses from its Philippines operations which amounts to RM13.3 million. This asset is expected to be transferred to the Fund upon the Fund's initial close slated towards the end of the second quarter of 2009 as mentioned in notes A4 and B4.

B9. REVIEW OF PERFORMANCE

MPB Group's results and revenue activities are mainly driven by the performance of Television Networks, consisting of Sistem Televisyen Malaysia Berhad ("TV3"), Metropolitan TV Sdn Bhd ("8TV"), Natseven TV Sdn Bhd ("ntv7") and Ch-9 Media Sdn Bhd ("TV9"), Radio Networks comprising of Synchrosound Studio Sdn Bhd ("Hotfm") and Max-Airplay Sdn Bhd ("Flyfm"), the Outdoor Division comprising Big Tree Outdoor Sdn Bhd ("BTO"), UPD Sdn Bhd ("UPD") and The Right Channel Sdn Bhd ("TRC") and MPB's associate company, NSTP.

The continuing effects of the global financial crisis and the economic uncertainty have negatively impacted domestic demand and consequently advertising spend.

The fall in advertising spending was especially significant at the Group TV Networks, where revenue declined by 17% compared against the first quarter of 2008. This was partly offset by the growth recorded in the Group Outdoor and Radio divisions. Overall, the Group's revenue declined by 9% from RM159.6 million to RM141.2 million in the first quarter of 2009.

Given the nature of the media business being a fixed cost business, the decline in revenue resulted in the Group recording a loss from continuing operations of RM9.9 million from a profit of RM17.1 million recorded in first quarter 2008.

B10. CURRENT YEAR PROSPECTS

The media environment is expected to continue to be challenging given the global economic crisis and its impact on the domestic market which has resulted in a slowdown in advertising spending. MPB Group is committed to maintaining its industry leadership position and its level of earnings through continued investment in quality programming and branding. At the same time, the Group will continue to exercise prudent financial and risk management and is stepping up its cost management efforts to minimize the impact of declining revenue.

Furthermore, the Group will also continuously look at investment opportunities to enhance its business activities and earnings potential. Accordingly the Board remains hopeful that the Group can return to profitability.

B11. PROFIT FORECAST/PROFIT GUARANTEE

There is no Group forecast/profit guarantee for the current year.

B12. DIVIDEND

On 27 February 2009, the Board had recommended the payment of a final dividend of 6.7 sen gross per ordinary share, less income tax at 25% in relation to the financial year ended 31 December 2008, to be paid on 28 July 2009 to shareholders registered on the Company's Register of Members at the close of business on 30 June 2009. The shareholders at the Annual General Meeting of the Company held on 28 April 2009 have approved the payment of the final dividend.

B13. EARNINGS PER SHARE

The Group's earnings per share are calculated as follows:

	INDIVIDUAL	QUARTER	CUMULATIVE	QUARTERS
	CURRENT	PRECEDING	CURRENT	PRECEDING
	31.03.2009	31.03.2008	31.03.2009	31.03.2008
(Loss)/profit attributable to ordinary equity holders of the Company (RM'000):				
- Before share of losses from a subsidiary acquired exclusively for sale	(9,931)	17,063	(9,931)	17,063
- After share of losses from a subsidiary acquired exclusively for sale	(23,231)	17,063	(23,231)	17,063
Weighted average number of ordinary shares in issue adjusted with the potential ordinary shares of the mandatorily convertible				
instruments ('000)	853,811	849,720	853,811	849,720
Basic earnings per share (sen):				
- Before share of losses from a subsidiary acquired exclusively for sale	(1.16)	2.01	(1.16)	2.01
- After share of losses from a subsidiary acquired exclusively for sale	(2.72)	2.01	(2.72)	2.01
(Loss)/profit attributable to ordinary equity holders of the Company (RM'000)	(9,931)	17,063	(9,931)	17,063
Elimination of interest expense on ICULS, net of tax effect (RM'000)		65	-	65
Net (loss)/profit used to determine diluted earnings per share (RM000):				
- Before share of losses from a subsidiary acquired exclusively for sale	(9,931)	17,128	(9,931)	17,128
- After share of losses from a subsidiary acquired exclusively for sale	(23,231)	17,128	(23,231)	17,128
Weighted average number of ordinary shares in issue ('000)	853,811	849,720	853,811	849,720
Adjustments for Warrants	v 1555 -	2,736	-	2,736
Adjustments for ESOS	*-	3,979	*-	3,979
	853,811	856,435	853,811	856,435
Diluted earnings per share (sen):				
- Before share of losses from a subsidiary acquired exclusively for sale	(1.16)	2.00	(1.16)	2.00
- After share of losses from a subsidiary acquired exclusively for sale	(2.72)	2.00	(2.72)	2.00

^{*} The ESOS were not assumed to be exercised because they were antidilutive in the current period

BY ORDER OF THE BOARD

ROSELINDA HASHIM (LS 0008976) TAN SAY CHOON (MAICSA 7057849) COMPANY SECRETARIES

Petaling 15 May 2009