MEDIA PRIMA BERHAD *(532975-A)*

(Incorporated in Malaysia)

FINANCIAL RESULTS FOR THE QUARTER ENDED 30 SEPTEMBER 2012

The Board of Directors of Media Prima Berhad (“MPB” or “Company”) is pleased to announce the unaudited consolidated results of Media Prima Berhad Group (the “Group”) for the 9 months ended 30 September 2012.

This interim report is prepared in accordance with the basis or preparation in Note A1 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 2011.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	NOTE	**INDIVIDUAL QUARTER** **30.9.2012** **RM'000**	30.9.2011 RM'000	**CUMULATIVE QUARTERS** **30.9.2012** **RM'000**	30.9.2011 RM'000
<u>Continuing Operations</u>					
Revenue		**437,211**	417,468	**1,220,118**	1,193,329
Operating expenses	A8	**(356,466)**	(346,338)	**(1,029,529)**	(1,009,134)
Other operating income	A9	**3,908**	9,630	**12,428**	19,502
Profit from operations		**84,653**	80,760	**203,017**	203,697
Finance costs		**(7,303)**	(8,727)	**(22,035)**	(25,044)
Share of associate		**2,027**	683	**4,671**	2,172
Profit before tax		**79,377**	72,716	**185,653**	180,825
Taxation	B1	**(19,948)**	(18,672)	**(47,391)**	(46,358)
Net profit for the period from continuing operations		**59,429**	54,044	**138,262**	134,467
<u>Subsidiaries Held for Sale</u>					
Operational losses		**-**	-	**-**	(153)
Gain on disposal of a subsidiary		**-**	54	**-**	54
Net profit for the period		**59,429**	54,098	**138,262**	134,368

	NOTE	INDIVIDUAL QUARTER 30.9.2012 RM'000	30.9.2011 RM'000	CUMULATIVE QUARTERS 30.9.2012 RM'000	30.9.2011 RM'000
Other Comprehensive income/(expenses):					
Movement in Available-For-Sale reserve		**-**	-	**(71)**	-
Exchange differences on translation of foreign operations		**2**	749	**40**	671
Total Comprehensive Income for the period		**59,431**	54,847	**138,231**	135,039
Profit attributable to:					
- Owners of the Parent		**59,146**	53,372	**136,726**	132,604
- Non-controlling Interest		**283**	726	**1,536**	1,764
		59,429	54,098	**138,262**	134,368
Total comprehensive income attributable to:					
- Owners of the Parent		**59,148**	54,001	**136,691**	133,193
- Non-controlling Interest		**283**	846	**1,540**	1,846
		59,431	54,847	**138,231**	135,039
Earnings per share (in sen)					
Before share of losses from subsidiaries held for sale					
- Basic	B12	**5.50**	5.09	**12.70**	12.66
- Diluted	B12	**5.19**	4.76	**11.99**	11.82
After share of losses from subsidiaries held for sale					
- Basic	B12	**5.50**	5.08	**12.70**	12.64
- Diluted	B12	**5.19**	4.75	**11.99**	11.80

The unaudited Condensed Consolidated Statement of Comprehensive Income should be read in conjunction with the Group’s audited annual financial statements for the financial year ended 31 December 2011.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	NOTE	AS AT 30.9.2012 RM'000	AS AT 31.12.2011 RM'000
ASSETS			
Non Current Assets			
Property, plant and equipment		**714,208**	727,087
Investment properties		**53,094**	55,704
Associates		**214,372**	214,501
Prepaid expenditure		**1,855**	1,855
Available-for-sale investments		**1,325**	1,400
Intangible assets		**399,383**	370,455
Deferred tax assets		**50,139**	50,139
		1,434,376	1,421,141
Current Assets			
Financial assets designated at fair value		**90**	3,318
Inventories		**78,723**	145,753
Receivables, deposits and prepayments		**360,364**	377,994
Tax recoverable		**21,589**	14,136
Deposits, bank and cash balances		**389,948**	450,096
		850,714	991,297
Non-current assets held for sale		**-**	180
		850,714	991,477
TOTAL ASSETS		**2,285,090**	2,412,618
LIABILITIES AND EQUITY			
Non Current Liabilities			
Trade and other payables		**409**	409
Borrowings	B5	**154,493**	341,988
Deferred tax liabilities		**117,441**	102,422
		272,343	444,819
Current Liabilities			
Trade and other payables		**305,342**	415,362
Borrowings	B5	**250,648**	161,610
Taxation		**4,758**	8,422
		560,748	585,394
TOTAL LIABILITIES		**833,091**	1,030,213
Equity and Reserves			
Share capital		**1,079,201**	1,068,151
Reserves		**354,714**	295,687
Equity attributable to equity holders of the Company		**1,433,915**	1,363,838
Non-controlling interest		**18,084**	18,567
Total equity		**1,451,999**	1,382,405
TOTAL LIABILITIES AND EQUITY		**2,285,090**	2,412,618
Net Assets per share (sen)		**132.86**	127.68

The unaudited Condensed Consolidated Statement of Financial Position should be read in conjunction with the group's audited annual financial statements for the financial year ended 31 December 2011.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE QUARTER ENDED 30 SEPTEMBER 2012

	Attributable to Owners of the Company							
	Issued and fully paid ordinary shares of RM1 each		Non – distributable					
	Number of shares '000	Nominal Value RM'000	Share Premium RM'000	Revaluation and other reserves RM'000	Accumulated losses RM'000	Total RM'000	Non-controlling interests RM'000	Total equity RM'000
2012:								
At 1 January 2012	1,068,151	1,068,151	372,953	156,251	(233,517)	1,363,838	18,567	1,382,405
Profit for the period	-	-	-	-	136,726	136,726	1,536	138,262
Other comprehensive income	-	-	-	(35)	-	(35)	4	(31)
Total comprehensive income for the period	-	-	-	(35)	136,726	136,691	1,540	138,231
Exercise of Employee Share Option Scheme ("ESOS")	4,206	4,206	5,147	(1,747)	-	7,606	-	7,606
Exercise of warrants	6,844	6,844	6,501	(1,027)	-	12,318	-	12,318
Cancellation of expired ESOS during the year	-	-	-	(59)	59	-	-	-
Dividends paid for the financial year ended 31 December 2011	-	-	-	-	(53,922)	(53,922)	-	(53,922)
Dividends paid for the financial year ended 31 December 2012	-	-	-	-	(32,371)	(32,371)	-	(32,371)
Effects of changes in stakes in a subsidiary	-	-	-	-	(245)	(245)	(2,023)	(2,268)
Total transaction with owners	11,050	11,050	11,648	(2,833)	(86,479)	(66,614)	(2,023)	(68,637)
At 30 September 2012	1,079,201	1,079,201	384,601	153,383	(183,270)	1,433,915	18,084	1,451,999

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE QUARTER ENDED 30 SEPTEMBER 2011

	Attributable to Owners of the Company							
	Issued and fully paid ordinary shares of RM1 each		Non – distributable					
	Number of shares ‘000	**Nominal Value RM’000**	**Share Premium RM’000**	**Revaluation and other reserves RM’000**	**Accumulated losses RM’000**	**Total RM’000**	**Non-controlling interests RM’000**	**Total equity RM’000**
2011:								
At 1 January 2011	1,006,696	1,006,696	300,004	180,513	(260,063)	1,227,150	23,043	1,250,193
Profit for the period	-	-	-	-	132,604	132,604	1,764	134,368
Other comprehensive income	-	-	-	589	-	589	82	671
Total comprehensive income for the period	-	-	-	589	132,604	133,193	1,846	135,039
Exercise of Employee Share Option Scheme (“ESOS”)	52,947	52,947	64,539	(21,902)	-	95,584	-	95,584
Exercise of warrants	4,006	4,006	4,207	(1,001)	-	7,212	-	7,212
Cancellation of expired ESOS during the year	-	-	-	(222)	161	(61)	-	(61)
Dividends paid for the financial year ended 31 December 2010	-	-	-	-	(62,997)	(62,997)	(239)	(63,236)
Dividends paid for the financial year ended 31 December 2011	-	-	-	-	(31,903)	(31,903)	-	(31,903)
Effects of changes in stakes in a subsidiary	-	-	-	-	(1,001)	(1,001)	(1,722)	(2,723)
Total transaction with owners	56,953	56,953	68,746	(23,125)	(95,740)	6,834	(1,961)	4,873
At 30 September 2011	1,063,649	1,063,649	368,750	157,977	(223,199)	1,367,177	22,928	1,390,105

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 2011.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	NOTE	FOR THE PERIOD ENDED 30.9.2012 RM'000	FOR THE PERIOD ENDED 30.9.2011 RM'000
Cash flow from operating activities			
Receipts from customers		**1,363,417**	1,290,431
Payments to employees and suppliers		**(1,063,743)**	(1,073,608)
Income tax paid		**(43,489)**	(44,101)
Net cash inflow arising from operating activities:			
- Continuing operation		**256,185**	172,722
- Subsidiaries held for sale		**-**	(9,193)
Net cash flow from operating activities		**256,185**	163,529
Cash flow from investing activities			
Purchase of property, plant & equipment		**(57,063)**	(63,828)
Acquisition of subsidiaries, net of cash acquired*		**(2,269)**	(2,723)
Interests received		**4,675**	6,223
Dividend received		**4,861**	80
Proceeds from disposal of property, plant and equipment		**919**	177
Proceeds from disposal of investment properties		**794**	240
Proceeds from disposal of investment		**3,384**	-
Net cash outflow arising from investing activities:			
- Continuing operation		**(44,699)**	(59,831)
- Subsidiaries held for sale		**-**	(3)
Net cash flow from investing activities		**(44,699)**	(59,834)
Cash flow from financing activities			
Proceeds from issuance of shares		**19,925**	102,735
Repayments of hire purchase		**(4,023)**	(5,886)
Interests paid		**(22,141)**	(33,099)
Repayment of term loan		**(7,000)**	(7,000)
Repayment of Medium Term Notes (“MTN”)		**(100,000)**	(70,000)
(Increase)/decrease in restricted fixed deposits		**(11,132)**	(7,210)
Drawdown of short term borrowings		**124,519**	62,352
Repayment of short term borrowings		**(111,204)**	(8,150)
Dividends paid		**(171,709)**	(63,236)
Net cash flow from financing activities:			
- Continuing operation		**(282,765)**	(29,494)
- Subsidiaries held for sale		**-**	(30)
Net cash flow from financing activities		**(282,765)**	(29,524)
Net (decrease)/increase in cash and cash equivalents		**(71,279)**	74,171
Foreign exchange differences on opening balances		**-**	743
Cash and cash equivalents at beginning of period		**424,916**	305,942
Cash and cash equivalents at end of period	A13	**353,637**	380,856

* Acquisition of subsidiaries, net of cash acquired consists of:		
Purchase consideration settled in cash	**2,269**	2,723
Less: Cash and cash equivalents of subsidiaries acquired	**-**	-
	2,269	2,723

The unaudited Condensed Consolidated Statement of Cash Flows should be read in conjunction with the Group’s audited annual financial statements for the financial year ended 31 December 2011.

NOTES TO THE FINANCIAL RESULTS

A1. BASIS OF PREPARATION

The unaudited interim financial statements have been prepared under the historical cost convention. The unaudited interim financial statements have been prepared in accordance with MFRS 134: Interim Financial Reporting issued by the Malaysian Accounting Standards Board ("MASB") and paragraph 9.22 of the Listing Requirements of Bursa Malaysia Securities Berhad. The unaudited interim financial statements should be read in conjunction with the audited annual financial statements of the Group for the financial year ended 31 December 2011. The explanatory notes attached to the interim financial statements provide an explanation of events and transactions that are significant to an understanding of the changes in the financial position and performance of the Group since the financial year ended 31 December 2011.

Since the previous annual audited financial statements as at 31 December 2011 were issued, the Group has adopted the Malaysian Financial Reporting Standards ("MFRS") framework issued by the Malaysian Accounting Standards Board ("MASB") with effect from 1 January 2012. This MFRS framework was introduced by the MASB in order to fully converge Malaysia's existing Financial Reporting Standards ("FRS") framework with the International Financial Reporting Standards ("IFRS") framework issued by the International Accounting Standards Board.

Whilst all FRSs issued under the previous FRS framework were equivalent to the MFRSs issued under the MFRS framework, there are some differences in relation to the transitional provisions and effective dates contained in certain of the FRSs. The financial effects of the transitional provisions of adoption of MFRSs are still being assessed due to the complexity of these new MFRSs as well as the time required to ascertain its proper accounting treatment and measurement. The Directors foresee that upon conclusion of that assessment, the Group will be adjusting its opening balances relating to Property, Plant and Equipment; Investment Properties, Asset Revaluation Reserves, Foreign Translation Reserves and Accumulated Losses; as well as the impact it has on depreciation recorded in the results for the periods in comparative year 2011 and the current quarter.

The following MFRS, Issues Committee (IC) Interpretation and Amendments to MFRSs have been adopted by the Group during the current period:

- IC Interpretation 19 Extinguishing Financial Liabilities with Equity Instruments
- Severe Hyperinflation and Removal of Fixed Dates for First-time Adopters (Amendments to MFRS 1)
- Disclosures - Transfers of Financial Assets (Amendments to MFRS 7)
- Deferred tax: Recovery of Underlying Assets (Amendments to MFRS 112)

The adoption of the IC Interpretation and Amendments to MFRSs above did not have any significant financial impact on the Group as they introduce new disclosure requirements and also mainly help to clarify the requirements of or provide further explanations to existing MFRSs. Consequently, there is no significant impact on the classification and valuation of the Group's financial instruments.

A2. AUDIT QUALIFICATION

The annual audited financial statements for the financial year ended 31 December 2011 were not subject to any qualification.

A3. SEASONALITY OR CYCLICALITY OF INTERIM OPERATIONS

The operations of our major business segments are generally affected by the major festive seasons.

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

During the period ended 30 September 2012, there were no unusual items affecting the assets, liabilities, equity, net income or cash flows of the Group.

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

On 13 July 2012, the Company paid a final single tier dividend for the financial year ended 31 December 2011 of 5.0 sen per share on 1,078,449,869 ordinary shares amounting to RM53.9 million to shareholders registered on the Company's Register of Members at the close of business on 15 June 2012.

On 28 September 2012, the Company paid an interim single tier dividend in respect of the financial year ending 31 December 2012 of 3.0 sen per share on 1,079,001,666 ordinary shares amounting to RM32.4 million to shareholders registered on the Company's Register of Members at the close of business on 5 September 2012.

A7. SEGMENTAL REPORTING

The Group determines and presents its operating segments based on information reported internally to the Group Managing Director and the Board of Directors. The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segment being made. The segment information for the current period is as follows:

9 months ended 30/9/2012	**Television Network RM'000**	**Radio Network RM'000**	**Outdoor Media RM'000**	**Print Media RM'000**	**Others RM'000**	**Elimination RM'000**	**Continuing operation RM'000**	**Subsidiaries Held for Sale RM'000**	**Consolidated RM'000**
Revenues from external customers	**497,037**	**43,409**	**115,661**	**532,684**	**31,327**	**-**	**1,220,118**	**-**	**1,220,118**
Intersegment revenues	**3,948**	**-**	**3,168**	**1,440**	**6,103**	**(14,659)**	**-**	**-**	**-**
Total Revenue									**1,220,118**
Reportable segment Profit/(loss) after tax before non-controlling interest	**95,784**	**17,755**	**23,192**	**42,633**	**15,058**	**(56,160)**	**138,262**	**-**	**138,262**

9 months ended 30/9/2011	Television Network RM'000	Radio Network RM'000	Outdoor Media RM'000	Print Media RM'000	Others RM'000	Elimination RM'000	Continuing operation RM'000	Subsidiaries Held for Sale RM'000	Consolidated RM'000
Revenues from external customers	503,471	41,411	105,104	522,422	20,921	-	1,193,329	-	1,193,329
Intersegment revenues	3,990	-	3,150	959	8,881	(16,980)	-	-	-
Total Revenue									1,193,329
Reportable segment profit / (loss) after tax before non-controlling interest	97,775	16,307	21,663	51,181	21,801	(74,260)	134,467	(99)	134,368

A8. OPERATING EXPENSES

Included within operating expenses for the period under review are the following expenses:

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2012	30.9.2011	**30.9.2012**	30.9.2011
	RM'000	RM'000	**RM'000**	RM'000
Depreciation and amortisation	**24,852**	25,881	**73,828**	73,557
Allowance/(reversal) for and write off of receivables	**776**	392	**2,402**	1,089
Allowance/(reversal) for and write off of inventories	**-**	-	**-**	(86)
Foreign exchange loss	**10**	1	**14**	6
Gain or loss on derivatives	**-**	-	**-**	-
Impairment of assets	**-**	-	**-**	153

A9. OTHER OPERATING INCOME

Included within other operating income for the period under review are the following incomes:

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2012	30.9.2011	**30.9.2012**	30.9.2011
	RM'000	RM'000	**RM'000**	RM'000
Interest income	**2,363**	2,564	**7,124**	6,223
Other income	**1,068**	6,937	**4,081**	12,614
Gain/(loss) on disposal of quoted or unquoted investments or properties	**353**	-	**457**	34
Foreign exchange gain	**124**	129	**766**	631

A10. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT

The Group's property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses. There were no changes to valuation of property, plant and equipment brought forward from the previous financial year. However, as disclosed in Note A1, the valuation of Property, Plant and Equipment brought forward from the previous financial year may be adjusted as a consequence of the adoption of MFRSs when the assessment is completed subsequent to the quarter ended 30 September 2012.

A11. CONTINGENT LIABILITIES

As at the date of this report, the following are the additional Group contingent liabilities since the last quarter announcement:

- A claim of RM1 million was brought against a subsidiary company, New Straits Times Press (M) Berhad ("NSTP") by plaintiff whom alleged he was defamed over an article published in the newspaper.

- A claim of RM50 million was brought against Sistem Televisyen Malaysia Berhad ("STMB") by plaintiff whom alleged he was defamed during a telecast.

Apart from the above, there is no new material litigation against the Group which, as at 30 September 2012 now stands at RM569 million.

It is noted that despite the amount claimed, the current trend of award for defamation is between RM100,000 to RM300,000. Hence, the likelihood of the amount claimed crystalling into the sum as claimed is highly unlikely. In addition, for the defamation suits against the Group, the Group continues to have in place insurance coverage against damages awarded against it. Based on the above and after taking appropriate legal advice, no provision has been made in the financial statements of the Group as at the date of this report as the Directors are of the opinion that most of the claims have no sustainable merit. The Directors do not therefore expect the outcome of the legal suits against the Group to have a material impact on the financial position of the Group.

A12. CAPITAL COMMITMENTS

Capital commitments not provided for in the financial statements as at 30 September 2012 are as follows:

	RM'000
Approved but not contracted:	
- Property, plant & equipment	69,758
Approved and contracted for:	
- Property, plant & equipment	33,997
	103,755

A13. CASH AND CASH EQUIVALENTS

Details of cash and cash equivalents are as follows:

	As at 30.9.2012 RM'000	As at 30.09.2011 RM'000
Cash and bank balances	**168,976**	117,664
Deposits with licensed financial institutions:		
Deposits with licensed banks	**220,972**	282,922
Deposits, cash and bank balances	**389,948**	400,586
Cash from subsidiaries held for sale	**-**	48
Less:		
Restricted deposits:		
Deposits with licensed banks	**(34,428)**	(16,144)
Less:		
Trust monies held in relation to public donations:		
Cash and bank balances	**(1,883)**	(3,634)
Cash and cash equivalents	**353,637**	380,856

A14. REALISED AND UNREALISED PROFIT/(LOSSES)

	As at 30.09.2012 RM'000	As at 31.12.2011 RM'000
MPB realised retained earnings	**62,960**	136,847
Total accumulated losses of its subsidiaries:		
- Realised	**(288,843)**	(448,432)
- Unrealised	**(65,634)**	(50,327)
Total share of (accumulated losses)/retained profits from associated companies:		
- Realised	**(8,401)**	(11,459)
- Unrealised	**4,754**	3,226
Add: Consolidation adjustments	**111,894**	136,628
Total group accumulated losses as per consolidated accounts	**(183,270)**	(233,517)

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B1. TAXATION

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2012	30.9.2011	**30.9.2012**	30.9.2011
	RM'000	RM'000	**RM'000**	RM'000
In respect of the current period:				
Current Malaysian income tax	**14,140**	14,364	**32,528**	31,807
Deferred tax	**5,965**	5,482	**15,020**	15,725
(Over)/under provision of taxation in prior year	**(157)**	(1,174)	**(157)**	(1,174)
	19,948	18,672	**47,391**	46,358

B2. DEBT SECURITIES

The Group issued 4.95% redeemable fixed rate bonds at a total nominal value of RM150 million with 50 million detachable warrants on 23 March 2010. The bonds mature five years from the issue date at their nominal value of RM150 million. The value of the liability component (RM141.9 million) and the warrant component (RM1.8 million), net of transaction costs of RM1.5 million, were determined at issuance of the bond. The fair value of the liability component included in long-term borrowings was calculated using a market interest rate for an equivalent non-convertible bond. The liability component is subsequently stated at amortised cost until extinguished on maturity of the bond. The residual amount, representing the value of the warrant component, is included in shareholders' equity in warrant reserves.

B3. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES

As at 30 September 2012, the Group does not have any financial liabilities measured at fair value through profit or loss.

B4. STATUS OF CORPORATE PROPOSALS

Acquisition of Kurnia Outdoor Sdn Bhd and Jupiter Outdoor Networks Sdn Bhd (collectively known as "Kurnia")

On 13 November 2009, MPB announced the acquisition of 100% issued and paid-up capital of Kurnia for an aggregate purchase consideration of RM42.076 million and an additional bonus consideration of up to RM4.291 million which is dependent on the achievement of certain profitability targets for the financial years ended 31 December 2009, 31 December 2010 and 31 December 2011. The acquisition was completed in four (4) tranches and the stages of completion to date are as follows which completes the entire 100% acquisition of Kurnia:

Date of acquisition	% of issued & paid up share capital of Kurnia	Purchase consideration	Bonus consideration	Profit target year
13 November 2009	80%	RM33.00 million	Not applicable	Not applicable
19 April 2010	9%	RM4.08 million	RM1.8 million	31 December 2009
10 May 2011	6%	RM2.72 million	RM1.1 million	31 December 2010
13 April 2012	5%	RM2.27 million	RM0.9 million	31 December 2011

B5. BORROWINGS

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

		30.9.2012 RM'000	31.12.2011 RM'000
Current	Unsecured:		
	- Term loans	**194,000**	14,000
	- Hire Purchase creditors	**1,380**	5,404
	- Banker's acceptance	**18,268**	31,953
	- Revolving credit	**37,000**	10,000
	- Medium Term Notes	**-**	100,253
		250,648	161,610
Non Current	Unsecured:		
	- Term loans	**-**	187,000
	- Hire Purchase creditors	**8,309**	8,309
	- Bond with detachable warrant	**146,184**	146,679
		154,493	341,988
	Total borrowings	**405,141**	503,598

B6. MATERIAL LITIGATION

Apart from the material litigation disclosed under Note A11, there was no other material litigation in the period under review since the last announcement.

B7. COMPARISON WITH IMMEDIATE PRECEDING QUARTER RESULTS

The Group registered slight contraction in revenue compared to the preceding quarter due to EUFA EURO 2012 attracted more advertisers in the second quarter as compared to Olympics in the third quarter, a result of fragmentation of viewers.

For the third quarter 2012, the Group recorded a Profit Before Tax ("PBT") of RM79.4 million an increase RM2.0 million or 2.6% as compared to the PBT of RM77.4 million for the preceding quarter ended 30 June 2012. The results by platform are as follows:

a) Television Network – profit after tax for the quarter grew by 63% as a result of higher cost to broadcast EUFA EURO 2012 in the second quarter.
b) Print Media – profit after tax contracted by 10% due to 2% contraction in revenue and higher newsprint and overhead costs.
c) Outdoor Media – profit after tax improved by 24% as a result of production revenue growth coupled with efficient cost management.
d) Radio Network – profit after tax increased by 7% in the current quarter mainly due from strengthening share in Chinese market segment resulting in a higher revenue growth in OneFM.

B8. REVIEW OF PERFORMANCE FOR THE NINE MONTHS FINANCIAL QUARTER ENDED 30 SEPTEMBER 2012

The Group recorded a growth in Profit After Tax and Minority Interest ("PATAMI") of 3% compared to the corresponding period last year. The results reflect a moderate growth, reflecting the challenges faced following the gradual slowdown in advertisement expenditure (ADEX) spending trend. Performances of the respective platforms were as follows:

a) Television Network – better performance of the TV Network in the second and third quarter, closing the gap of the shortfall in the first quarter.
b) Print Media – revenue grew by 2% and outpace the industry, however, registered a lower profit after tax by 17% compared to the same period last year mainly due to higher overhead costs incurred.
c) Outdoor Media – profit after tax increased by 7% against previous corresponding period as a result of revenue growth of 10% with increased contributions from expressway and digital media. Outdoor media division continues to offer innovative and creative advertising solutions that attract the attention of the consumers.
d) Radio Network – strengthening share in Chinese market segment in OneFM resulting in a higher revenue growth by 5% while profit after tax increased by 9% due to conservative spending.

B9. PROSPECTS FOR 2012

Though the market remain cautious, the Group is committed to maintaining its industry leadership position and earnings growth through continued investment in quality and relevant content. Concurrently, the Group will continue to exercise prudent financial and risk management whilst leveraging on operating efficiency.

The Group is cognisant of the challenges faced by the industry at large and its respective platforms and will strategise as follows:

a) Television Network – continue to invest in compelling quality content and ground events across the nation to sustain its leadership position in television viewership and brand loyalty.
b) Print Media – optimal management of newsprint inventories in light of the softening newsprint price; reviving of brand, image and content; focusing on print quality and productivity as well as maximising advertising revenue from the buoyant Malay readership.
c) Outdoor Media – maintain its industry edge by investing in higher yield assets and exploring new mediums of display at strategic key locations.
d) Radio Network – continue to develop new talent to attract listeners in order to maintain and strengthen its listenership evident in the improvement of overall listenership across all radio stations operated by the Group.

The Group expects the digital media would continue to grow, complementing the traditional media, namely television, print and radio. The Board expects the business environment in media industry to remain highly challenging for the remaining part of the year and the Group will do its best to deliver its 2012 target leveraging through its various media reach and to continue to attract the Non Traditional Advertisers.

B10. PROFIT FORECAST/PROFIT GUARANTEE

The Group has not issued any Group forecast/profit guarantee during the current financial period.

B11. DIVIDEND

The Board of Directors declares a second interim single tier dividend for the financial year ending 31 December 2012 of 3.0 sen (2011: 3.0) per ordinary share, to be paid on 28 December 2012 to shareholders whose names appear in the Record of Depositors at the close business on 7 December 2012.

With the declaration of the second interim single-tier dividend, total dividends declared for the current financial period is 6.0 sen per ordinary share.

B12. EARNINGS PER SHARE

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2012	30.9.2011	**30.9.2012**	30.9.2011
Profit attributable to ordinary equity holders of the Company (RM'000):				
- Before share of losses from subsidiaries held for sale	**59,146**	53,423	**136,726**	132,816
- After share of losses from subsidiaries held for Sale	**59,146**	53,372	**136,726**	132,604
Weighted average number of ordinary shares in issue adjusted with the potential ordinary shares of the mandatorily convertible instruments ('000)	**1,076,262**	1,049,053	**1,076,262**	1,049,053
Basic earnings per share (sen):				
- Before share of losses from subsidiaries held for sale	**5.50**	5.09	**12.70**	12.66
- After share of losses from subsidiaries held for sale	**5.50**	5.08	**12.70**	12.64
Net profit used to determine diluted earnings per share (RM000):				
- Before share of losses from subsidiaries held for sale	**59,146**	53,423	**136,726**	132,816
- After share of losses from subsidiaries held for sale	**59,146**	53,372	**136,726**	132,604
Weighted average number of ordinary shares in issue ('000)	**1,076,262**	1,049,053	**1,076,262**	1,049,053
Adjustments for Warrants ('000)	**59,702**	63,792	**59,702**	63,792
Adjustments for ESOS ('000)	**4,280**	10,566	**4,280**	10,566
	1,140,244	1,123,411	**1,140,244**	1,123,411
Diluted earnings per share (sen):				
- Before share of losses from subsidiaries held for sale	**5.19**	4.76	**11.99**	11.82
- After share of losses from subsidiaries held for sale	**5.19**	4.75	**11.99**	11.80

BY ORDER OF THE BOARD

TAN SAY CHOON (MAICSA 7057849)

TASNEEM MOHD DAHALAN (LS 6966)

COMPANY SECRETARIES

Petaling

22 November 2012

The full financial analysis of Media Prima Berhad Group can also be viewed at Media Prima Berhad's website: http://www.mediaprima.com.my/investorcenter/quarterly_reports.aspx