MEDIA PRIMA BERHAD (532975-A)

(Incorporated in Malaysia)

INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER ENDED 31 MARCH 2017

The Board of Directors of Media Prima Berhad ("MPB" or "Company") wishes to announce the unaudited consolidated results of Media Prima Berhad Group (the "Group") for the financial period ended 31 March 2017.

This interim report is prepared in accordance with the basis of 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 2016.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

		INDIVIDUAL QUARTER		**CUMULATIVE QUARTERS**	
	NOTE	**31.3.2017**	31.3.2016	**31.3.2017**	31.3.2016
		RM'000	RM'000	**RM'000**	RM'000
Revenue		**272,200**	304,063	**272,200**	304,063
Operating expenses	A7	**(312,742)**	(285,705)	**(312,742)**	(285,705)
Other operating income	A8	**6,387**	5,738	**6,387**	5,738
(Loss)/profit from operations		**(34,155)**	24,096	**(34,155)**	24,096
Finance costs		**(3,320)**	(3,378)	**(3,320)**	(3,378)
Share of results of an associate		**(1,885)**	574	**(1,885)**	574
(Loss)/profit before tax		**(39,360)**	21,292	**(39,360)**	21,292
Taxation	B1	**(2,001)**	(4,052)	**(2,001)**	(4,052)
Net (loss)/profit and total comprehensive (loss)/income for the financial period		**(41,361)**	17,240	**(41,361)**	17,240
(Loss)/profit and total comprehensive (loss)/income attributable to:					
- Owners of the Company		**(38,465)**	17,246	**(38,465)**	17,246
- Non-controlling interests		**(2,896)**	(6)	**(2,896)**	(6)
		(41,361)	17,240	**(41,361)**	17,240
(Loss)/earnings per share (sen)					
- Basic and diluted	B11	**(3.47)**	1.55	**(3.47)**	1.55

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 2016.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	NOTE	AS AT 31.3.2017 RM'000	AS AT 31.12.2016 RM'000
ASSETS			
Non-Current Assets			
Property, plant and equipment		**616,119**	623,003
Investment properties		**32,457**	32,711
Associates		**144,510**	146,395
Prepaid transmission station rentals		**365**	437
Available-for-sale financial assets		**2,472**	2,472
Intangible assets		**435,897**	437,140
Deferred tax assets		**110,369**	110,518
		1,342,189	1,352,676
Current Assets			
Financial assets at fair value through profit or loss		**-**	90
Inventories		**50,946**	55,244
Trade and other receivables		**263,711**	318,872
Current tax assets		**31,359**	33,456
Deposits, cash and bank balances		**373,908**	374,898
		719,924	782,560
Non-current assets held for sale		**13,361**	16,541
TOTAL ASSETS		**2,075,474**	2,151,777
LIABILITIES AND EQUITY			
Non-Current Liabilities			
Deferred tax liabilities		**69,199**	69,563
Current Liabilities			
Trade and other payables		**257,460**	294,796
Borrowings	B5	**303,348**	300,108
Current tax liabilities		**615**	1,097
		561,423	596,001
TOTAL LIABILITIES		**630,622**	665,564
Equity and Reserves			
Share capital		**1,109,199**	1,109,199
Reserves		**313,965**	352,430
Equity attributable to owners of the Company		**1,423,164**	1,461,629
Non-controlling interests		**21,688**	24,584
Total equity		**1,444,852**	1,486,213
TOTAL LIABILITIES AND EQUITY		**2,075,474**	2,151,777
Net Assets per share attributable to equity holders of the Company (sen)		**128.31**	131.77

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 2016.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE PERIOD ENDED 31 MARCH 2017

	Attributable to Owners of the Company						
	Issued and fully paid-up ordinary shares	Non – distributable		Distributable			
	Share capital RM'000	Share premium RM'000	Other reserves RM'000	(Accumulated losses)/ Retained earnings RM'000	Total RM'000	Non-controlling interests RM'000	Total equity RM'000
2017:							
At 1 January 2017	**1,109,199**	**415,536**	**1,755**	**(64,861)**	**1,461,629**	**24,584**	**1,486,213**
Net loss and total comprehensive loss for the period	**-**	**-**	**-**	**(38,465)**	**(38,465)**	**(2,896)**	**(41,361)**
At 31 March 2017	**1,109,199**	**415,536**	**1,755**	**(103,326)**	**1,423,164**	**21,688**	**1,444,852**
2016:							
At 1 January 2016	1,109,199	415,536	2,255	93,665	1,620,655	14,477	1,635,132
Net profit and total comprehensive income for the period	-	-	-	17,246	17,246	(6)	17,240
At 31 March 2016	1,109,199	415,536	2,255	110,911	1,637,901	14,471	1,652,372

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 2016.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	NOTE	**FOR THE PERIOD ENDED 31.3.2017**	FOR THE PERIOD ENDED 31.3.2016
		RM'000	RM'000
Cash flows from operating activities			
Receipts from customers		**339,878**	361,154
Payments to employees and suppliers		**(328,280)**	(321,496)
Income tax paid (net of refund)		**(600)**	(6,399)
Net cash flows from operating activities		**10,998**	33,259
Cash flows from investing activities			
Purchase of property, plant and equipment		**(18,164)**	(17,324)
Interest received		**2,688**	3,072
Proceeds from disposal of property, plant and equipment		**17**	-
Proceeds from disposal of non-current assets held for sale		**3,849**	-
Net cash flows used in investing activities		**(11,610)**	(14,252)
Cash flows from financing activities			
(Decrease)/increase in restricted bank balances		**-**	22
Dividends paid to non-controlling interests		**(378)**	(549)
Net cash flows used in financing activities		**(378)**	(527)
Net movement in cash and cash equivalents		**(990)**	18,480
Cash and cash equivalents at beginning of the financial period		**370,973**	415,684
Cash and cash equivalents at end of the financial period	A12	**369,983**	434,164

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 2016.

INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER ENDED 31 MARCH 2017

NOTES TO THE INTERIM FINANCIAL REPORT

A1. BASIS OF PREPARATION

The unaudited interim financial statements have been prepared in accordance with MFRS 134: Interim Financial Reporting 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 2016, which were prepared in compliance with Malaysian Financial Reporting Standards ("MFRS"), International Financial Reporting Standards and the requirements of the Companies Act, 2016 in Malaysia. 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 2016.

The unaudited interim financial statements have been prepared under the historical cost convention, as modified by the revaluation of available-for-sale financial assets, and financial assets and financial liabilities (including derivative instruments, if any) at fair value through profit and loss.

The adoption of the following applicable amendments and improvements to MFRS that came into effect on 1 January 2017 did not have any significant impact on the Group upon the initial application.

Description		Effective for annual periods beginning on or after
Amendments to MFRS 107	Statement of Cash Flows - Disclosure Initiative	1 January 2017
Amendments to MFRS 112	Income Taxes - Recognition of Deferred Tax Assets on Unrealised Losses	1 January 2017
Amendments to MFRS 12	Disclosure of Interests in other Entities	1 January 2017

NOTES TO THE INTERIM FINANCIAL REPORT

A1. BASIS OF PREPARATION (CONTINUED)

The Group will be adopting the following MFRSs when they become effective in the respective financial periods.

Description		Effective for annual periods beginning on or after
Amendments to MFRS 140	Investment Properties	1 January 2018
IC Interpretation 22	Foreign Currency Transactions and Advance Consideration	1 January 2018
MFRS 9	Financial Instruments	1 January 2018
MFRS 15	Revenue from Contracts with Customers	1 January 2018
MFRS 16	Leases	1 January 2019

The effects of the above standards are currently being assessed by the Directors.

A2. AUDITORS' REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS

The auditors' report on the audited annual financial statements for the financial year ended 31 December 2016 was not qualified.

A3. SEASONALITY OR CYCLICALITY FACTORS

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

There were no unusual items affecting the assets, liabilities, equity, net income or cash flows of the Group in the first quarter ended 31 March 2017.

A5. MATERIAL CHANGES IN ESTIMATES

There were no material changes in estimates of amounts reported in prior financial years that have a material effect in the first quarter ended 31 March 2017.

NOTES TO THE INTERIM FINANCIAL REPORT

A6. 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 financial period is as follows:

Period ended 31 March 2017	Television Networks RM'000	Radio Networks RM'000	Outdoor Media RM'000	Print Media RM'000	Digital Media RM'000	Content Creation RM'000	Home Shopping RM'000	Corporate RM'000	Elimination RM'000	Consolidated RM'000
Revenues from external customers	**106,663**	**12,290**	**37,365**	**82,199**	**404**	**5,547**	**27,732**	**-**	**-**	**272,200**
Inter-segment revenue	**1,532**	**22**	**385**	**680**	**9,515**	**20,827**	**-**	**55,412**	**(88,373)**	**-**
	108,195	**12,312**	**37,750**	**82,879**	**9,919**	**26,374**	**27,732**	**55,412**	**(88,373)**	**272,200**
Royalties	**(547)**	**(62)**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**(609)**
	107,648	**12,250**	**37,750**	**82,879**	**9,919**	**26,374**	**27,732**	**55,412**	**(88,373)**	**271,591**
Reportable segment (loss)/profit after tax before non-controlling interest	**(23,029)**	**2,051**	**7,089**	**(16,965)**	**190**	**1,359**	**(4,164)**	**26,921**	**(34,813)**	**(41,361)**

Period ended 31 March 2016	Television Networks RM'000	Radio Networks RM'000	Outdoor Media RM'000	Print Media RM'000	Digital Media RM'000	Content Creation RM'000	Home Shopping ^ RM'000	Corporate RM'000	Elimination RM'000	Consolidated RM'000
Revenues from external customers	138,701	14,560	36,553	110,148	549	3,552	-	-	-	304,063
Inter-segment revenue	1,239	83	47	25	8,047	22,930	-	65,493	(97,864)	-
	139,940	14,643	36,600	110,173	8,596	26,482	-	65,493	(97,864)	304,063
Royalties	(698)	(5)	-	-	-	-	-	-	-	(703)
	139,242	14,638	36,600	110,173	8,596	26,482	-	65,493	(97,864)	303,360
Reportable segment profit/(loss) after tax before non-controlling interest	5,935	3,669	7,297	(931)	506	3,201	-	39,543	(41,980)	17,240

^ The comparative information for Home Shopping segment is not available as the business activity for this segment commenced on 1 April 2016.

NOTES TO THE INTERIM FINANCIAL REPORT

A7. OPERATING EXPENSES

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2017	31.3.2016	**31.3.2017**	31.3.2016
	RM'000	RM'000	**RM'000**	RM'000
Depreciation and amortisation	**26,104**	25,836	**26,104**	25,836
Impairment of receivables	**395**	582	**395**	582
Foreign exchange loss	**821**	352	**821**	352
Provision for impairment of financial assets at fair value through profit or loss	**90**	-	**90**	-

A8. OTHER OPERATING INCOME

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2017	31.3.2016	**31.3.2017**	31.3.2016
	RM'000	RM'000	**RM'000**	RM'000
Interest income	**2,688**	3,072	**2,688**	3,072
Other income	**2,509**	2,166	**2,509**	2,166
Gain on disposal of property plant and equipment	**17**	-	**17**	-
Gain on disposal of non current assets held for sale	**669**	-	**669**	-
Reversal of receivables impairment	**30**	251	**30**	251
Foreign exchange gain	**474**	249	**474**	249
	6,387	5,738	**6,387**	5,738

A9. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT

The Group's property, plant and equipment are stated at cost less accumulated depreciation and accumulated impairment losses.

A10. CONTINGENT LIABILITIES

The Group is a defendant in 19 (As at 31.12.2016: 20) legal suits with contingent liabilities amounting to approximately RM3.8 million (As at 31.12.2016: RM4.0 million). All of the 19 legal suits are for alleged defamation.

After taking appropriate legal advice, no provision has been made in the financial statements of the Group 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.

NOTES TO THE INTERIM FINANCIAL REPORT

A11. CAPITAL COMMITMENTS

Capital commitments not provided for in the financial statements as at 31 March 2017 are as follows:

	RM'000
Approved but not contracted:	
- Property, plant and equipment	**86,955**
- Intangible assets	**134,930**
Approved and contracted for:	
- Property, plant and equipment	**19,231**
	241,116

A12. CASH AND CASH EQUIVALENTS

Details of cash and cash equivalents are as follows:

	As at 31.3.2017 RM'000	As at 31.3.2016 RM'000
Cash and bank balances	**223,489**	187,807
Deposits with licensed banks	**150,419**	251,308
Deposits, cash and bank balances	**373,908**	439,115
Less: Restricted deposits		
Deposits with licensed banks	**(3,925)**	(4,951)
Cash and cash equivalents	**369,983**	434,164

A13. REALISED AND UNREALISED PROFIT

	As at 31.3.2017 RM'000	As at 31.12.2016 RM'000
MPB realised retained earnings	**172,165**	145,247
Total accumulated losses of its subsidiaries:		
- Realised	**(553,971)**	(487,404)
- Unrealised	**40,073**	40,081
	(513,898)	(447,323)
Total share of retained profits from associated companies:		
- Realised	**(11,212)**	(11,518)
- Unrealised	**3,505**	5,662
	(7,707)	(5,856)
Total Group's accumulated losses (before consolidation adjustments)	**(349,440)**	(307,932)
Add: Consolidation adjustments	**246,114**	243,071
Total Group retained earnings as per consolidated accounts	**(103,326)**	(64,861)

A14. CHANGES IN COMPOSITION OF THE GROUP

(a) The Company received the final notice dated 23 March 2017 pursuant to Section 308(4) of the Companies Act, 1965 from Suruhanjaya Syarikat Malaysia (SSM). The notice confirmed that the name of Uni-Talent Gateway Sdn Bhd ("Uni-Talent"), a subsidiary of the Company, has been struck-off from the Register of Companies and the notice shall be published in the gazette. As such, Uni-Talent has ceased to be a subsidiary of the Company.

(b) The Company received the final notice dated 23 March 2017 pursuant to Section 308(4) of the Companies Act, 1965 from SSM. The notice confirmed that the name of Encorp Media Technology Sdn Bhd ("Encorp"), a subsidiary of the Company, has been struck-off from the Register of Companies and the notice shall be published in the gazette. As such, Encorp has ceased to be a subsidiary of the Company.

A15. SIGNIFICANT EVENT AFTER REPORTING PERIOD

On 8 May 2017, Media Prima Digital Sdn. Bhd. ("MPD"), a wholly-owned subsidiary of the Company had entered into a conditional sale and purchase agreement ("SPA") with Rev Asia Berhad ("RAB") and Youth Asia Sdn. Bhd. to acquire 15,828,831 ordinary shares in Rev Asia Holdings Sdn. Bhd. ("RAHSB"), representing 100% of the issued and paid up capital of RAHSB, for a total consideration of RM105.0 million ("Proposed Acquisition").

Pursuant to the Proposed Acquisition, MPD, will, at the time of completion of the SPA, acquire RAHSB comprising only the following subsidiaries:

a) Rev Digital Sdn. Bhd.;
b) Rev Lifestyle Sdn. Bhd.;
c) Rev Social Malaysia Sdn. Bhd.;
d) Rev Social International Sdn. Bhd.;
e) Rev Entertainment Sdn. Bhd.

(Collectively referred to as, the "Subsidiaries").

The other subsidiaries, Rev Luxury Enterprise Sdn. Bhd. and Rev Home Sdn. Bhd., which are excluded from the Proposed Acquisition will be disposed by RAHSB prior to completion of the SPA.

The Proposed Acquisition is expected to provide the Group with an opportunity to solidify the Group's presence in the digital publishing business, which in turn is expected to facilitate the continued growth of the enlarged Group moving forward. The Proposed Acquisition provides synergistic benefits to the Group. The Group's track record of success in traditional media and its commitment to further grow its digital presence make the Proposed Acquisition an ideal arrangement to significantly expand the Group's reach while solidifying the Group's position as the leading digital publisher in Malaysia.

Upon the completion of the Proposed Acquisition, RAHSB and the Subsidiaries will become indirect wholly-owned subsidiaries of the Company.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B1. TAXATION

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	31.3.2017	31.3.2016	**31.3.2017**	31.3.2016
	RM'000	RM'000	**RM'000**	RM'000
In respect of the current period:				
- Current income tax	**2,214**	4,267	**2,214**	4,267
- Deferred taxation	**(213)**	(215)	**(213)**	(215)
	2,001	4,052	**2,001**	4,052

The Group incurred tax expense for the period despite being in a loss before tax position primarily due to income tax on profitable subsidiaries which cannot be fully set-off against losses incurred by other subsidiaries.

B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES

As at 31 March 2017, the Group does not have any financial liabilities measured at fair value through profit or loss.

B3. STATUS OF CORPORATE PROPOSALS

There were no corporate proposals as at the date of this report.

B4. MATERIAL LITIGATION

Apart from the material litigation disclosed under Note A10, there was no other material litigation in the period under review since the last announcement.

B5. BORROWINGS AND DEBT SECURITIES

	31.3.2017	31.12.2016
	RM'000	RM'000
Current Borrowings		
Unsecured:		
- 5 years MTN 2012/2017 with a coupon rate of 4.38%, maturing on 28 December 2017	**303,348**	300,108
Total borrowings	**303,348**	**300,108**

The Group's borrowing is denominated in Ringgit Malaysia.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER VS. PRECEDING QUARTER

	Quarter ended 31.3.2017 RM'000	Quarter ended 31.12.2016 RM'000
Revenue	**272,200**	318,634
(Loss)/Profit Before Tax (LBT/PBT)	**(39,360)**	(4,839)
(Loss)/Profit After Tax (LAT/PAT)	**(41,361)**	1,866

Group revenue for 1QFY17 decreased by 15% against the immediate preceding quarter (4QFY16). The substantial decline in revenue was attributed to the continued subdued adex which was further affected by the low momentum after Chinese New Year. Consequently, the Group incurred a loss before tax and loss after tax of RM39.4 million and RM41.4 million respectively for 1QFY17.

The performance of the respective business platforms for 1QFY17 against the preceding quarter is as follows:

a) Television Networks – Revenue contracted by 24% against the preceding quarter primarily due to cyclical impact during the early part of financial year.
b) Print Media – Print revenue saw a 6% decline attributed to lower advertising and newspaper sales in the quarter.
c) Outdoor Media – 1QFY17 revenue declined by 12% against the immediate preceding quarter.
d) Radio Networks – Decrease in 1QFY17 revenue by 36% against 4QFY16.
e) Digital Media – Revenue increased by 37% against the preceding quarter.
f) Content Creation – The platform saw a 20% contraction in revenue for 1QFY17 against the preceding quarter.
g) Home Shopping – 1QFY17 revenue increased by 16% from 4QFY17 due to growth in number of products sold and increase in customer base.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B7. REVIEW OF PERFORMANCE FOR THE CURRENT PERIOD TO DATE VS. PREVIOUS PERIOD TO DATE

	Period ended 31.3.2017 RM'000	Period ended 31.3.2016 RM'000
Revenue	**272,200**	304,063
(Loss)/Profit Before Tax (LBT/PBT)	**(39,360)**	21,292
(Loss)/Profit After Tax (LAT/PAT)	**(41,361)**	17,240

Revenue declined by 10% compared to the previous financial period mainly attributed to lower advertising and newspaper sales as traditional media faced ongoing challenges of subdued adex and the shift to digital media. While the group has ventured into new digital and consumer-based business initiatives to compliment the Group's traditional media segments, these initiatives remain in gestation period. The Group recorded an LAT of RM41.4 million against PAT of RM17.2 million in the corresponding period.

The performance of respective platforms for the financial period ended 31 March 2017 as compared to the comparative financial year is analysed as follows:

a) Television Networks – Segment revenue declined by 22% compared to corresponding period as Free-to-Air ("FTA") television remains pressured by the weak adex sentiment. The segment incurred a loss of RM23.0 million as a result of the lower advertising revenue and higher operating costs for the digital business initiatives.

b) Print Media – Print segment performance remains challenging as 1QFY17 revenue declined by 25% with advertising revenue and newspaper sales declined further against 1QFY16. As a result, loss for the current period increased to RM17.0 million from RM0.9 million in 1QFY16.

c) Outdoor Media – Start-up costs of the new MRT concession operations led to 3% decline in quarter PAT despite a 3% increase in revenue against the corresponding period.

d) Radio Networks – 16% lower revenue led to PAT reduction of 44% against the corresponding period.

e) Digital Media – Increase in revenue by 15% against corresponding period. However, PAT recorded lower at RM0.2 million.

f) Content Creation – PAT decreased by 58% despite revenue remaining flat against 1QFY16.

g) Home Shopping – Revenue of RM27.7 million with a loss of RM4.2 million was posted for the current period. The comparative information for home shopping segment is not available as the business activities of the particular segment commenced on 1 April 2016.

<u>ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS</u>

B8. PROSPECTS FOR 2017

The outlook for the Group is expected to remain challenging as traditional media remains pressured by prolonged weak adex and the industry faces increasing customer fragmentation, technological advancement and shift to digital media. Furthermore, new business initiatives implemented by the Group in 2016 to diversify its revenue portfolio is expected to remain in gestation for 2017.

Prospects for the business platforms for the year are as follows:

a) Television Networks – Several major advertising clients have recently concluded their annual commitment agreement for 2017. *tonton* video on demand service is also seeking to grow its subscriber base through more partnerships with other telco players and intensive on-ground promotions.

b) Print Media – Despite the challenging outlook for traditional newspaper business, the Group remains committed in defending its print business. Continuous cost management and operational efficiency is crucial with the lower advertising and newspaper sales outlook affecting the industry. Diversification into digital shall be able to complement the existing traditional business.

c) Outdoor Media – Further rollout of assets for rapid transit concessions are scheduled to commence later in the year. Other out-of-home platforms are expected to maintain its high occupancy rates throughout the year.

d) Radio Networks – The recently launched initiatives, notably podcasts, e-Commerce partnerships and brand icons, offer new opportunities for Media Prima Radio Networks ("MPRN") to compete in the rapidly digitalised media landscape. These new initiatives should provide MPRN with new ways to entice advertisers to have all rounded campaigns from on-air to digital space.

e) Digital Media – The proposed acquisition of RAHSB will enable access to resources and competencies to drive growth in digital business by acquiring expertise in digital content curation and digital content marketing. The acquisition of RAHSB increases content monetisation opportunities for the key market segments by leveraging on the Group's audience base, big data initiative and traditional media platforms to strengthen the newly acquired business further.

f) Content Creation – Exploring potential new IPs for animation and co-production with external broadcasters while expanding the current content sales in overseas markets. Measures are also being taken to improve production capacity and efficiency as the segment expects to reduce its reliance on Television Networks.

g) Home Shopping – With the encouraging growth recorded for this new platform, the outfit is looking at additional avenues in increasing its exposure to further tap the nation's home shopping/e-commerce growing market. In addition, it is looking at expanding by diversifying into more local products in its offerings.

ADDITIONAL INFORMATION AS REQUIRED BY THE BMSB's LISTING REQUIREMENTS

B9. PROFIT FORECAST/PROFIT GUARANTEE

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

B10. DIVIDEND

At the Annual General Meeting of the Company held on 27 April 2017 the shareholders approved the payment of a single tier dividend of 4.0 sen per ordinary share for the financial year ended 31 December 2016 to be paid on 30 June 2017 to Depositors, whose names appear in the Record of Depositors at the close business on 2 June 2017.

No dividends have been declared by the Board of Directors for the quarter ended 31 March 2017 (2016: Nil).

B11. (LOSS)/EARNINGS PER SHARE

The Group's (loss)/earnings per share are calculated as follows:

	INDIVIDUAL QUARTER		**CUMULATIVE QUARTERS**	
	31.3.2017	31.3.2016	**31.3.2017**	31.3.2016
(Loss)/profit attributable to owners of the Company (RM'000)	**(38,465)**	17,246	**(38,465)**	17,246
Weighted average number of ordinary shares in issue ('000)	**1,109,199**	1,109,199	**1,109,199**	1,109,199
Basic and diluted (loss)/earnings per share (sen)	**(3.47)**	1.55	**(3.47)**	1.55

BY ORDER OF THE BOARD

TAN SAY CHOON (MAICSA 7057849)
FARNIDA BINTI NGAH (MIA 22495)
COMPANY SECRETARIES

Kuala Lumpur
29 May 2017

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