



**MEDIA PRIMA BERHAD**  
Registration No. 200001030368 (532975-A)  
(Incorporated in Malaysia)

**INTERIM FINANCIAL REPORT FOR THE THIRD QUARTER  
ENDED 30 SEPTEMBER 2021**

25 November 2021

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		30.9.2021 RM'000	30.9.2020 RM'000	30.9.2021 RM'000	30.9.2020 RM'000
Revenue	A7	<b>257,307</b>	268,765	<b>804,287</b>	743,479
Operating expenses		<b>(223,788)</b>	(224,937)	<b>(693,603)</b>	(688,135)
Other operating income		<b>1,707</b>	7,960	<b>5,017</b>	12,734
Earnings before interest, taxation, depreciation, amortisation and impairment ("EBITDA")		<b>35,226</b>	51,788	<b>115,701</b>	68,078
Depreciation on right-of-use assets		<b>(7,848)</b>	(14,789)	<b>(28,677)</b>	(43,965)
Other depreciation		<b>(12,156)</b>	(14,801)	<b>(35,750)</b>	(41,447)
Amortisation of intangible assets (excluding programme and film rights)		<b>(314)</b>	(337)	<b>(1,125)</b>	(1,264)
Finance income		<b>1,544</b>	1,411	<b>4,407</b>	5,288
Finance costs on lease liabilities		<b>(996)</b>	(2,830)	<b>(5,755)</b>	(9,229)
Finance costs on financial liabilities		<b>(1,669)</b>	(1,548)	<b>(5,949)</b>	(4,259)
Share of results of associates		<b>(72)</b>	(40)	<b>(186)</b>	(121)
Profit/(loss) before tax	A8	<b>13,715</b>	18,854	<b>42,666</b>	(26,919)
Taxation	B1	<b>(7,144)</b>	(7,068)	<b>(19,286)</b>	(9,300)
Net profit/(loss) and total comprehensive income/(loss) for the financial period		<b>6,571</b>	11,786	<b>23,380</b>	(36,219)
<b>Profit/(loss) and total comprehensive income/(loss) attributable to:</b>					
- Owners of the Company		<b>7,628</b>	12,430	<b>26,289</b>	(37,215)
- Non-controlling interests		<b>(1,057)</b>	(644)	<b>(2,909)</b>	996
		<b>6,571</b>	11,786	<b>23,380</b>	(36,219)
Earnings/(loss) per share (sen)					
- Basic and diluted	B12	<b>0.69</b>	1.12	<b>2.37</b>	(3.36)

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 2020.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

	NOTE	AS AT 30.9.2021 RM'000	AS AT 31.12.2020 RM'000
<b>Assets</b>			
Property, plant and equipment		183,278	210,396
Right-of-use assets		128,340	157,017
Investment properties		27,704	28,136
Associates		2,492	2,678
Financial assets at fair value through other comprehensive income		688	688
Intangible assets		383,630	387,139
Deferred tax assets		11,501	11,584
<b>Non-current assets</b>		<b>737,633</b>	<b>797,638</b>
Inventories		17,483	24,097
Trade and other receivables		217,971	220,135
Contract assets		9,676	12,857
Current tax recoverable		6,562	8,354
Deposits, cash and bank balances	A12	359,673	303,783
<b>Current assets</b>		<b>611,365</b>	<b>569,226</b>
<b>Non-current assets held for sale</b>		<b>-</b>	<b>225</b>
<b>Total assets</b>		<b>1,348,998</b>	<b>1,367,089</b>
<b>Liabilities and equity</b>			
<b>Liabilities</b>			
Lease liabilities		115,396	144,790
Borrowings	B5	58,231	79,583
Deferred tax liabilities		39,447	37,501
<b>Non-current liabilities</b>		<b>213,074</b>	<b>261,874</b>
Trade and other payables		318,790	324,948
Contract liabilities		63,020	70,816
Provisions		75,870	48,825
Lease liabilities		36,961	40,291
Borrowings	B5	37,696	45,902
Current tax payable		7,140	1,366
<b>Current liabilities</b>		<b>539,477</b>	<b>532,148</b>
<b>Total liabilities</b>		<b>752,551</b>	<b>794,022</b>
<b>Equity and Reserves</b>			
Share capital		1,524,735	1,524,735
Reserves		(921,532)	(947,821)
Equity attributable to owners of the Company		603,203	576,914
Non-controlling interests		(6,756)	(3,847)
<b>Total equity</b>		<b>596,447</b>	<b>573,067</b>
<b>Total liabilities and equity</b>		<b>1,348,998</b>	<b>1,367,089</b>
<b>Net assets per share attributable to equity holders of the Company (sen)*</b>		<b>54.38</b>	<b>52.01</b>

\* Net assets per share is calculated by dividing the net assets (excluding the portion allocated to non-controlling interests) of the Group by the number of ordinary shares in issue at the statement of financial position date.

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 2020.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY**

	Attributable to owners of the Company			Total RM'000	Non- controlling interests RM'000	Total equity RM'000
	Share capital RM'000	Other reserves RM'000	Accumulated losses RM'000			
<b>2021</b>						
At 1 January 2021	1,524,735	4	(947,825)	576,914	(3,847)	573,067
Net profit and total comprehensive income for the financial period	-	-	26,289	26,289	(2,909)	23,380
<b>At 30 September 2021</b>	<b>1,524,735</b>	<b>4</b>	<b>(921,536)</b>	<b>603,203</b>	<b>(6,756)</b>	<b>596,447</b>
<b>2020</b>						
At 1 January 2020	1,524,735	4	(926,040)	598,699	(2,546)	596,153
Net loss and total comprehensive loss for the financial period	-	-	(37,215)	(37,215)	996	(36,219)
<b>Transaction with owners:</b>						
Acquisition of additional interest in a subsidiary	-	-	(3,407)	(3,407)	(1,593)	(5,000)
<b>At 30 September 2020</b>	<b>1,524,735</b>	<b>4</b>	<b>(966,662)</b>	<b>558,077</b>	<b>(3,143)</b>	<b>554,934</b>

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 2020.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS**

NOTE	FOR THE PERIOD ENDED 30.9.2021 RM'000	FOR THE PERIOD ENDED 30.9.2020 RM'000
<b>Cash flows from operating activities</b>		
Profit/(loss) for the financial period	23,380	(36,219)
Adjustments for:		
- Non-cash items	166,300	182,626
- Finance costs on lease liabilities	5,755	9,229
- Finance costs on financial liabilities	5,949	4,259
- Finance income	(4,407)	(5,288)
<b>Operating cash flows before changes in working capital</b>	<b>196,977</b>	<b>154,607</b>
Changes in working capital	(58,631)	(210,470)
<b>Cash flows from operations</b>	<b>138,346</b>	<b>(55,863)</b>
Income tax (paid)/refunded	(9,301)	7,267
<b>Net cash flows generated from/(used in) operating activities</b>	<b>129,045</b>	<b>(48,596)</b>
<b>Cash flows from investing activities</b>		
Property, plant and equipment:		
- Additions	(7,269)	(10,095)
- Proceeds from disposals	209	389
Intangible assets (excluding programme and film rights):		
- Additions	-	(364)
Settlement of a deferred purchase consideration of an acquisition of a subsidiary	-	(780)
Finance income received	4,392	4,562
<b>Net cash flows used in investing activities</b>	<b>(2,668)</b>	<b>(6,288)</b>
<b>Cash flows from financing activities</b>		
Finance cost paid on financial liabilities	(3,195)	(3,428)
Finance cost paid on lease liabilities	(5,755)	(9,229)
Drawdown of borrowings	3,317	204,200
Repayment of borrowings	(35,898)	(70,804)
Increase in restricted bank balances	-	(12,186)
Acquisition of additional interest in a subsidiary	-	(5,000)
Payment of principal element of lease liabilities	(28,956)	(29,417)
<b>Net cash flows (used in)/generated from financing activities</b>	<b>(70,487)</b>	<b>74,136</b>
<b>Net movement in cash and cash equivalents</b>	<b>55,890</b>	<b>19,252</b>
<b>Cash and cash equivalents at beginning of the financial period</b>	<b>291,303</b>	<b>256,944</b>
<b>Cash and cash equivalents at end of the financial period</b>	A12 <b>347,193</b>	<b>276,196</b>

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 2020.

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 2020, 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 2020.

The Group have applied the following amendments for the first time for the financial period beginning on 1 January 2021:

**Effective for annual periods beginning on or after 1 January 2021:**

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Description	
Amendments to MFRS 9, MFRS 139, MFRS 7, MFRS 4 and MFRS 16	Interest Rate Benchmark Reform – Phase 2

**Effective for annual periods beginning on or after 1 April 2021:**

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Description	
Amendments to MFRS 16	Covid-19-Related Rent Concessions beyond 30 June 2021

The Group has early adopted Amendments to MFRS 16 ‘Covid-19-Related Rent Concessions beyond 30 June 2021’, with an initial application date of 1 January 2021.

The initial application of the above amendments did not have any material impact to the consolidated financial statements of the Group.

**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
Annual Improvements to MFRS 1	Reference to cumulative translation differences	1 January 2022
Amendments to MFRS 3	Reference to the Conceptual Framework	1 January 2022
Amendments to MFRS 116	Proceeds before Intended Use	1 January 2022
Amendments to MFRS 137	Onerous Contracts – Cost of Fulfilling a Contract	1 January 2022
Annual Improvements to MFRS 9	Fees in the 10% test for the derecognition of financial liabilities	1 January 2022
Amendments to MFRS 101	Classification of liabilities as current or non-current	1 January 2023
Amendments to MFRS 101	Disclosure of Accounting Policies	1 January 2023
Amendments to MFRS 108	Definition of Accounting Estimates	1 January 2023
Amendments to MFRS 112	Deferred Tax related to Assets and Liabilities arising from a Single Transaction	1 January 2023

The above amendments to published standards are not expected to have a significant effect on the Group.

**A2. AUDITORS' REPORT ON PRECEDING ANNUAL FINANCIAL STATEMENTS**

The auditors' report on the audited annual financial statements for the financial year ended 31 December 2020 was not qualified.

**A3. SEASONAL OR CYCLICAL FACTORS**

The operations of the Group's 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 financial period ended 30 September 2021.

**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 third quarter ended 30 September 2021.

**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. During the financial period, the operating segments of the Group have been redefined by the Board of Directors.

	Omnia RM'000	Broad- casting RM'000	Out-of- Home RM'000	Publish- ing RM'000	Digital Media RM'000	Content Creation RM'000	Home Shopping RM'000	Corporate RM'000	Elimination RM'000	Total RM'000
<b>Period ended</b>										
<b><u>30 September 2021</u></b>										
Revenue from external customers	460,866	15,155	50,318	43,999	2,037	14,945	216,967	-	-	804,287
Inter-segment revenue	-	310,834	18,504	54,458	64,584	939	-	36,130	(485,449)	-
	<b>460,866</b>	<b>325,989</b>	<b>68,822</b>	<b>98,457</b>	<b>66,621</b>	<b>15,884</b>	<b>216,967</b>	<b>36,130</b>	<b>(485,449)</b>	<b>804,287</b>
<b>Reportable segment profit/(loss) after tax before non-controlling interest</b>	<b>224</b>	<b>40,969</b>	<b>(9,645)</b>	<b>532</b>	<b>6,288</b>	<b>11,694</b>	<b>5,189</b>	<b>4,471</b>	<b>(36,342)</b>	<b>23,380</b>
<b>Period ended</b>										
<b><u>30 September 2020</u></b>										
Revenue from external customers	215,891	80,614	87,659	70,478	50,142	7,759	230,936	-	-	743,479
Inter-segment revenue	-	165,788	416	36,439	10,463	44,279	-	53,071	(310,456)	-
	<b>215,891</b>	<b>246,402</b>	<b>88,075</b>	<b>106,917</b>	<b>60,605</b>	<b>52,038</b>	<b>230,936</b>	<b>53,071</b>	<b>(310,456)</b>	<b>743,479</b>
<b>Reportable segment (loss)/profit after tax before non-controlling interest</b>	<b>(6,080)</b>	<b>17,141</b>	<b>439</b>	<b>(26,899)</b>	<b>8,983</b>	<b>(5,546)</b>	<b>9,515</b>	<b>(53,996)</b>	<b>20,224</b>	<b>(36,219)</b>



**NOTES TO THE INTERIM FINANCIAL REPORT**

**A7. REVENUE**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.9.2021</b>	30.9.2020	<b>30.9.2021</b>	30.9.2020
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
Revenue from contracts with customers:				
Advertising revenue	<b>166,555</b>	167,300	<b>507,686</b>	447,950
Newspaper sales	<b>8,987</b>	10,200	<b>29,304</b>	36,113
Newspaper printing and distribution	<b>4,668</b>	5,469	<b>14,420</b>	9,668
Content production	<b>679</b>	1,731	<b>1,242</b>	2,978
Content sales	<b>8,337</b>	3,755	<b>29,073</b>	8,735
Sales of home shopping goods	<b>65,219</b>	78,172	<b>216,967</b>	230,936
License income	<b>15</b>	295	<b>230</b>	1,381
Seminar services, events, books, magazines and other ancillary revenue	<b>1,907</b>	1,059	<b>2,289</b>	3,321
	<b>256,367</b>	267,981	<b>801,211</b>	741,082
Revenue from other sources:				
Rental income from investment properties and outdoor cellular antenna space	<b>940</b>	784	<b>3,076</b>	2,397
	<b>257,307</b>	268,765	<b>804,287</b>	743,479

**A8. PROFIT/(LOSS) BEFORE TAX**

Profit/(loss) before tax is stated after crediting/(charging):

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.9.2021</b>	30.9.2020	<b>30.9.2021</b>	30.9.2020
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
Net impairment reversal/(charge) on financial instruments	<b>4,954</b>	(3,553)	<b>3,301</b>	(7,008)
Net foreign exchange gain/(loss)	<b>87</b>	34	<b>(133)</b>	(177)
Inventories written back/(written-down)	<b>-</b>	(4)	<b>26</b>	(150)
(Loss)/gain on disposal of property, plant and equipment	<b>(36)</b>	(404)	<b>408</b>	(414)

**A9. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT**

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

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A10. CONTINGENT LIABILITIES**

The Group is a defendant in 22 legal suits (as at 31.12.2020: 19 suits) with contingent liabilities amounting to approximately RM4.1 million (as at 31.12.2020: RM5.6 million). The legal suits mainly consist of claims on defamation.

Apart from the foregoing, the Directors are not aware of any other proceedings pending against the Group or of any facts likely to give rise to any proceedings which might materially affect the financial position or business operations of the Group.

**A11. CAPITAL COMMITMENTS**

Capital commitments not provided for in the financial statements as at 30 September 2021 are as follows:

	<b>RM'000</b>
Approved but not contracted for:	
- Property, plant and equipment	<b>23,839</b>
- Intangible assets	<b>47,703</b>
Approved and contracted for:	
- Property, plant and equipment	<b>3,641</b>
- Intangible assets	<b>1,697</b>
	<b>1,697</b>

**A12. CASH AND CASH EQUIVALENTS**

Details of cash and cash equivalents are as follows:

	<b>As at 30.9.2021 RM'000</b>	<b>As at 30.9.2020 RM'000</b>
Cash and bank balances	<b>298,624</b>	228,549
Deposits with licensed banks	<b>61,049</b>	60,033
<b>Deposits, cash and bank balances</b>	<b>359,673</b>	288,582
<i>Less: Restricted deposits</i>		
Deposits with licensed banks	<b>(12,480)</b>	(12,386)
<b>Cash and cash equivalents</b>	<b>347,193</b>	276,196

NOTES TO THE INTERIM FINANCIAL REPORT

A13. SIGNIFICANT RELATED PARTY TRANSACTIONS

Significant related party transactions for the period ended 30 September 2021 are as follows:

	<b>For the period ended 30.9.2021 RM'000</b>	For the period ended 30.9.2020 RM'000
Associate companies:		
- Purchase of services	<b>1,382</b>	1,458
Companies related by virtue of a common major shareholder with a significant influence over the Company:		
- Revenue from contracts	<b>16,455</b>	11,075
- Rental income	<b>167</b>	115
- Purchase of goods and services	<b>(21,686)</b>	(15,243)

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B1. TAXATION**

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2021 RM'000	30.9.2020 RM'000	30.9.2021 RM'000	30.9.2020 RM'000
In respect of the current period:				
- Current income tax	6,761	7,110	18,937	9,351
- Deferred taxation	1,681	(42)	1,647	(51)
- Over accruals of taxation in prior year	(1,298)	-	(1,298)	-
	<b>7,144</b>	<b>7,068</b>	<b>19,286</b>	<b>9,300</b>

The difference in the Group's effective tax rate for the current quarter and period and the statutory corporate tax rate of 24% is partly due to several loss-making companies within the Group which reduces the Group's profit before tax.

**B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES**

As at 30 September 2021, the Group does not have any financial liabilities measured at fair value through profit or loss.

**B3. MATERIAL LITIGATION**

The status of material litigation is disclosed in Note A10 of this interim financial report.

**B4. STATUS OF CORPORATE PROPOSALS**

Save as below, the Group does not have any other corporate proposal that has been announced and is pending completion:

- (a) On 3 September 2021, STMB Properties Sdn. Bhd. (formerly known as Big Events Sdn. Bhd.), a wholly-owned subsidiary of Sistem Televisyen Malaysia Berhad which in turn is a wholly-owned subsidiary of the Company, entered into a conditional sale and purchase agreement with PNB Development Sdn. Berhad for the proposed acquisition of two (2) pieces of freehold land held under title no. GERAN 31811, Lot 443 and GERAN 31812, Lot 444, Seksyen 96A, Bandar Kuala Lumpur, Daerah Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, measuring a total of approximately 151,814 square feet and the buildings erected thereon, for a total purchase consideration of RM156,397,500 to be satisfied entirely by cash ("Proposed Acquisition").

An Extraordinary General Meeting ("EGM") of the Company was convened on 17 November 2021 to seek the shareholders' approval for the Proposed Acquisition. The Board of Directors of the Company announced that the resolution set out in the Notice of EGM dated 28 October 2021 and tabled at the EGM of the Company held on 17 November 2021 was duly passed.

As at the date of this interim financial report, the Proposed Acquisition is pending fulfilment of the conditions precedent under the terms of the conditional sale and purchase agreement and is expected to be completed in the fourth quarter of 2021.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B4. STATUS OF CORPORATE PROPOSALS (CONTINUED)**

(b) On 15 July 2021, The New Straits Times Properties Sdn. Bhd. (“NST Properties”), a wholly-owned subsidiary of The New Straits Times Press (Malaysia) Berhad, which in turn is a 98.17% owned subsidiary of the Company, entered into a conditional sale and purchase agreement with Alam Flora Environmental Solutions Sdn. Bhd. (formerly known as DRB-HICOM Environmental Services Sdn. Bhd.) (“AFES”) for the proposed disposal of one (1) parcel of leasehold industrial land held under H.S.(D) 116410, PT 237, Bandar Sultan Sulaiman, Daerah Klang, Negeri Selangor measuring approximately 23,370 square metres and bearing the postal address Lot 33, Lebuh Sultan Mohamed 1, Jalan Lebu 1, Kawasan Perindustrian Bandar Sultan Sulaiman, 42000 Port Klang, Selangor Darul Ehsan together with two (2) single storey detached warehouses identified as Block A and Block B erected thereon registered under NST Properties to AFES for a total disposal consideration of RM25,000,000 to be satisfied entirely by cash (“Proposed Disposal”).

As at the date of this interim financial report, the Proposed Disposal is pending fulfilment of the conditions precedent under the terms of the conditional sale and purchase agreement and is expected to be completed in the fourth quarter of 2022.

**B5. BORROWINGS**

	As at 30.9.2021 RM'000	As at 30.9.2020 RM'000
<b><u>Non-current</u></b>		
Secured:		
- Term loan	<b>58,231</b>	89,965
<b><u>Current</u></b>		
Secured:		
- Term loan	<b>32,500</b>	24,375
Unsecured:		
- Banker's acceptance	<b>5,196</b>	24,575
	<b>37,696</b>	48,950
<b>Total borrowings</b>	<b>95,927</b>	138,915

The Group's borrowings are denominated in Ringgit Malaysia.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER AGAINST THE COMPARATIVE QUARTER**

	<b>Quarter ended 30.9.2021 RM'000</b>	Quarter ended 30.9.2020 RM'000
Revenue	<b>257,307</b>	268,765
Profit after tax	<b>6,571</b>	11,786

The Group posted a 3QFY21 profit after tax of RM6.6 million compared to a profit after tax of RM11.8 million in 3QFY20. 3QFY20 saw a one-off recognition of rental rebates amounting to RM6.9 million.

Revenue decreased slightly by 4% from RM268.8 million in 3QFY20 to RM257.3 million in 3QFY21 attributed mainly to lower home shopping revenue which was partially offset by growth in content sales. The Group's sales arm, Omnia, recorded an increase in revenue by 35% against the comparative quarter driven by higher advertising revenue.

The performance of other platforms for the current quarter ended 30 September 2021 as compared to the comparative quarter ended 30 September 2020 are as follows:

- (a) Broadcasting - Revenue increased by 16% in 3QFY21 compared to 3QFY20 led by stronger television advertising revenue in the current quarter.
- (b) Digital Media – Recorded a 9% increase in revenue for 3QFY21 against the corresponding quarter.
- (c) Publishing – Revenue decreased by 15% in 3QFY21 against the comparative quarter attributed to lower advertising and printing revenue.
- (d) Home Shopping - Current quarter revenue decreased by 17% against the corresponding quarter.
- (e) Out-of-Home - Decline in revenue by 25% against the comparative quarter due to lower display advertising revenue.
- (f) Content Creation - Revenue decreased by 96% against the comparative quarter as programme production services were transferred to the Broadcasting segment since 3QFY20, therefore resulting in a lower intersegment revenue. Pursuant to the transfer, the Content Creation segment revenue largely consists of content sales to third-party video streaming and over-the-top digital media platforms.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B7. REVIEW OF PERFORMANCE FOR THE CURRENT FINANCIAL PERIOD TO DATE AGAINST THE PREVIOUS FINANCIAL PERIOD TO DATE**

	<b>Period ended 30.9.2021 RM'000</b>	Period ended 30.9.2020 RM'000
Revenue	<b>804,287</b>	743,479
Profit/(loss) after tax	<b>23,380</b>	(36,219)
Profit/(loss) after tax excluding Exceptional Item	<b>23,380</b>	(24,923)

The Group's revenue grew by 8% in the financial period ended 30 September 2021 driven by higher advertising revenue during the current financial period driven by Omnia. Omnia's revenue grew by more than 113% against the comparative period as a result of nine months operation in 2021 against six months operation in 2020.

The Group posted a profit after tax of RM23.4 million in the current financial period compared to a loss after tax of RM36.2 million in the comparative period.

The performance of other platforms for the financial period ended 30 September 2021 as compared to the comparative financial period are as follows:

- (a) Broadcasting - Revenue increased by 32% against the comparative period as a result of strong advertising revenue during the current period.
- (b) Digital Media – Recorded a revenue growth of 10% against the previous period.
- (c) Home Shopping – Revenue decreased by 6% against the comparative period mainly attributed to lower consumer spending during the period.
- (d) Publishing – Revenue decreased slightly by 8% mainly due to lower newspaper sales, offset by a 49% growth in newspaper printing and distribution revenue in the period under review.
- (e) Out-of-Home – Overall revenue saw a 22% decline against the comparative period mainly contributed by lower display advertising segment revenue.
- (f) Content Creation — Revenue declined by 69% against the comparative period as programme production services were transferred to the Broadcasting segment in 3QFY20 resulting in lower revenue intersegment revenue. Pursuant to the transfer, the Content Creation segment revenue largely consists of content sales to third-party video streaming and over-the-top digital media platforms.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B8. COMPARISON OF PERFORMANCE FOR THE CURRENT QUARTER AGAINST THE IMMEDIATE PRECEDING QUARTER**

	<b>Quarter ended 30.9.2021 RM'000</b>	Quarter ended 30.6.2021 RM'000
Revenue	<b>257,307</b>	292,447
Profit before tax	<b>13,715</b>	19,333

Revenue decreased by 12% in 3QFY21 against the immediate preceding quarter (2QFY21), as the higher revenue in 2QFY21 was contributed by higher advertising and home shopping revenue during the Hari Raya festive period. Nonetheless, the Group held its position in the current quarter despite certain restrictions still in place to contain the Covid-19 pandemic.

**B9. PROSPECTS FOR 2021**

With the gradual recovery of the Covid-19 situation in Malaysia and as the entire country moves into Phase Four of the National Recovery Plan, the Group expects an improvement in advertising spending towards the end of the year. In response to this, Omnia will continue to provide innovative and integrated media solutions for advertisers by leveraging the Group's wide reaching media platforms and popular brands as part of its media solutions to advertisers.

The Group also intends to expand its content reach and availability given the growth in streaming and increased presence of over-the-top digital media platforms in line with the evolving media consumption trends in Malaysia.

While the Group remain upbeat on its prospects moving into the fourth quarter of the year, cost and operating efficiency remain a key area that shall continuously be monitored and assessed.

**B10. PROFIT FORECAST/PROFIT GUARANTEE**

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

**B11. DIVIDEND**

No dividends have been declared by the Board of Directors for the third quarter ended 30 September 2021.



**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B12. EARNINGS/(LOSS) PER SHARE**

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2021	30.9.2020	30.9.2021	30.9.2020
Profit/(loss) attributable to owners of the Company (RM'000)	<b>7,628</b>	12,430	<b>26,289</b>	(37,215)
Weighted average number of ordinary shares in issue ('000)	<b>1,109,199</b>	1,109,199	<b>1,109,199</b>	1,109,199
<b>Basic and diluted earnings/(loss) per share (sen)</b>	<b>0.69</b>	1.12	<b>2.37</b>	(3.36)

The Group does not have in issue any financial instruments or other contracts that may entitle its holders to ordinary shares and potentially dilute its earnings/(loss) per share.

**BY ORDER OF THE BOARD**

**TAN SAY CHOON**

**(MAICSA 7057849 / SSM PRACTISING CERTIFICATE NO. 202008003070)**

**GROUP COMPANY SECRETARY**

**Kuala Lumpur**

**25 November 2021**

*The full financial analysis of Media Prima Berhad Group can also be viewed at Media Prima Berhad's website:*

<http://www.mediaprima.com.my>