



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

**INTERIM FINANCIAL REPORT FOR THE THIRD QUARTER  
ENDED 30 SEPTEMBER 2022**

29 November 2022

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME**

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		30.9.2022 RM'000	30.9.2021 RM'000	30.9.2022 RM'000	30.9.2021 RM'000
Revenue	A7	<b>237,157</b>	257,307	<b>745,208</b>	804,287
Operating expenses		<b>(201,980)</b>	(223,788)	<b>(633,347)</b>	(693,603)
Other operating income		<b>1,066</b>	1,707	<b>6,689</b>	5,017
Earnings before interest, taxation, depreciation and amortisation ("EBITDA")		<b>36,243</b>	35,226	<b>118,550</b>	115,701
Depreciation on right-of-use assets		<b>(11,115)</b>	(7,848)	<b>(31,124)</b>	(28,677)
Other depreciation		<b>(8,577)</b>	(12,156)	<b>(27,025)</b>	(35,750)
Amortisation of intangible assets (excluding programme and film rights)		<b>(211)</b>	(314)	<b>(744)</b>	(1,125)
Finance income		<b>2,037</b>	1,544	<b>5,124</b>	4,407
Finance costs on lease liabilities		<b>(2,816)</b>	(996)	<b>(7,381)</b>	(5,755)
Finance costs on financial liabilities		<b>(2,091)</b>	(1,669)	<b>(6,349)</b>	(5,949)
Share of results of associates		<b>35</b>	(72)	<b>72</b>	(186)
Profit before tax	A8	<b>13,505</b>	13,715	<b>51,123</b>	42,666
Taxation	B1	<b>(7,383)</b>	(7,144)	<b>(24,153)</b>	(19,286)
Net profit and total comprehensive income for the financial period		<b>6,122</b>	6,571	<b>26,970</b>	23,380
<b>Profit and total comprehensive income attributable to:</b>					
- Owners of the Company		<b>7,163</b>	7,628	<b>29,008</b>	26,289
- Non-controlling interests		<b>(1,041)</b>	(1,057)	<b>(2,038)</b>	(2,909)
		<b>6,122</b>	6,571	<b>26,970</b>	23,380
Earnings per share (sen)					
- Basic and diluted	B12	<b>0.65</b>	0.69	<b>2.62</b>	2.37

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 2021.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

	NOTE	AS AT 30.9.2022 RM'000	AS AT 31.12.2021 RM'000
<b>Assets</b>			
Property, plant and equipment		317,016	158,603
Right-of-use assets		157,983	119,357
Investment properties		15,758	16,066
Associates		1,313	1,241
Financial assets at fair value through other comprehensive income		688	688
Intangible assets		385,103	384,496
Other receivables		18,944	138,764
Deferred tax assets		14,383	14,383
<b>Non-current assets</b>		<b>911,188</b>	<b>833,598</b>
Inventories		10,939	14,976
Trade and other receivables		191,827	199,437
Current tax recoverable		11,511	7,330
Deposits, cash and bank balances	A12	344,665	341,621
<b>Current assets</b>		<b>558,942</b>	<b>563,364</b>
<b>Non-current assets held for sale</b>		<b>11,576</b>	<b>11,576</b>
<b>Total assets</b>		<b>1,481,706</b>	<b>1,408,538</b>
<b>Liabilities and equity</b>			
<b>Liabilities</b>			
Lease liabilities		131,814	105,488
Borrowings	B5	145,180	120,073
Deferred tax liabilities		37,237	37,288
<b>Non-current liabilities</b>		<b>314,231</b>	<b>262,849</b>
Trade and other payables		420,528	422,981
Lease liabilities		65,765	46,554
Borrowings	B5	39,107	33,561
Current tax payable		7,214	17,977
<b>Current liabilities</b>		<b>532,614</b>	<b>521,073</b>
<b>Total liabilities</b>		<b>846,845</b>	<b>783,922</b>
<b>Equity and reserves</b>			
Share capital		1,524,735	1,524,735
Reserves		(880,173)	(892,596)
Equity attributable to owners of the Company		644,562	632,139
Non-controlling interests		(9,701)	(7,523)
<b>Total equity</b>		<b>634,861</b>	<b>624,616</b>
<b>Total liabilities and equity</b>		<b>1,481,706</b>	<b>1,408,538</b>
<b>Net assets per share attributable to equity holders of the Company (sen)*</b>		<b>58.11</b>	<b>56.99</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 2021.

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

	<u>Attributable to owners of the Company</u>			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>2022</b>						
At 1 January 2022	1,524,735	4	(892,600)	632,139	(7,523)	624,616
Net profit/(loss) and total comprehensive income/(loss) for the financial period	-	-	29,008	29,008	(2,038)	26,970
<b>Transaction with owners:</b>						
First and final dividend paid for the financial year ended 31 December 2021	-	-	(16,641)	(16,641)	-	(16,641)
Transactions with non-controlling interests	-	-	56	56	(140)	(84)
<b>At 30 September 2022</b>	<b>1,524,735</b>	<b>4</b>	<b>(880,177)</b>	<b>644,562</b>	<b>(9,701)</b>	<b>634,861</b>
<b>2021</b>						
At 1 January 2021	1,524,735	4	(947,825)	576,914	(3,847)	573,067
Net profit/(loss) and total comprehensive income/(loss) 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>

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 2021.

**UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS**

NOTE	FOR THE PERIOD ENDED 30.9.2022 RM'000	FOR THE PERIOD ENDED 30.9.2021 RM'000
<b>Cash flows from operating activities</b>		
Profit for the financial period	26,970	23,380
Adjustments for:		
- Non-cash items	172,270	166,300
- Finance costs on lease liabilities	7,381	5,755
- Finance costs on financial liabilities	6,349	5,949
- Finance income	(5,124)	(4,407)
<b>Operating cash flows before changes in working capital</b>	<b>207,846</b>	<b>196,977</b>
Changes in working capital	(4,668)	22,337
<b>Cash flows from operations</b>	<b>203,178</b>	<b>219,314</b>
Income tax paid	(38,723)	(9,301)
<b>Net cash flows generated from operating activities</b>	<b>164,455</b>	<b>210,013</b>
<b>Cash flows from investing activities</b>		
Property, plant and equipment:		
- Additions	(58,382)	(7,269)
- Proceeds from disposals	399	209
Intangible assets:		
- Additions	(87,665)	(80,968)
Finance income received	5,099	4,392
<b>Net cash flows used in investing activities</b>	<b>(140,549)</b>	<b>(83,636)</b>
<b>Cash flows from financing activities</b>		
Finance cost paid on financial liabilities	(5,740)	(3,195)
Finance cost paid on lease liabilities	(7,381)	(5,755)
Drawdown of borrowings	55,322	3,317
Repayment of borrowings	(25,444)	(35,898)
Payment of principal element of lease liabilities	(20,894)	(28,956)
Increase in restricted bank balances	(89)	-
Transactions with non-controlling interests	(84)	-
Dividend paid to Company's shareholders	(16,641)	-
<b>Net cash flows used in financing activities</b>	<b>(20,951)</b>	<b>(70,487)</b>
<b>Net movement in cash and cash equivalents</b>	<b>2,955</b>	<b>55,890</b>
<b>Cash and cash equivalents at beginning of the financial period</b>	<b>326,156</b>	<b>291,303</b>
<b>Cash and cash equivalents at end of the financial period</b>	A12 <b>329,111</b>	<b>347,193</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 2021.

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 2021, 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 2021.

The Group have applied the following amendments for the first time for the financial period beginning on 1 January 2022:

**Effective for annual periods beginning on or after 1 January 2022:**

<b>Description</b>	
Annual Improvements to MFRS 1	Reference to cumulative translation differences
Amendments to MFRS 3	Reference to the Conceptual Framework
Amendments to MFRS 116	Proceeds before Intended Use
Amendments to MFRS 137	Onerous Contracts – Cost of Fulfilling a Contract
Annual Improvements to MFRS 9	Fees in the 10% test for the derecognition of financial liabilities
Annual Improvements to Illustrative Example accompanying MFRS 16	Lease Incentives

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.

<b>Description</b>	<b>Effective for annual periods beginning on or after</b>
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 2021 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, net income or cash flows of the Group in the third quarter ended 30 September 2022.

**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 2022.

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A6. SEGMENTAL REPORTING**

The Group determines and presents its operating segments based on information reported internally to the Senior Management and the Board of Directors (collectively the chief operating decision-maker (“CODM”). The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segments being made. During the financial year, the operating segments of the Group have been redefined by the CODM. Current period information and corresponding information for the comparative period have been restated where applicable based on the changes below:

- Corporate and Others      Content creation segment includes feature film production, procurement and distribution, music production and studio recording and talent management of artistes.
- Corporate segment includes management services to subsidiaries.

The principal activities above, apart from management services to subsidiaries, were previously reported under the Content Creation segment. It is now reported under Corporate and Others since it does not require reporting under a separate segment in accordance with the quantitative thresholds set in MFRS 8 Operating Segments.

Other existing operating segments remain unchanged as reported in the audited financial statements for the financial year ended 31 December 2021.

	Omnia RM'000	Broad- casting RM'000	Out-of- Home RM'000	Publish- ing RM'000	Digital Media RM'000	Home Shopping# RM'000	Corporate and Others RM'000	Elimination RM'000	Total RM'000
<b><u>Period ended</u></b>									
<b><u>30 September 2022</u></b>									
Revenue from external customers	543,465	45,582	2,330	31,687	3,456	117,110	1,578	-	745,208
Inter-segment revenue	-	309,494	82,524	60,184	70,351	27	40,050	(562,630)	-
	543,465	355,076	84,854	91,871	73,807	117,137	41,628	(562,630)	745,208
<b>Reportable segment profit/(loss) after tax before non-controlling interest</b>	<b>952</b>	<b>63,609</b>	<b>(6,123)</b>	<b>348</b>	<b>8,565</b>	<b>(15,217)</b>	<b>11,332</b>	<b>(36,496)</b>	<b>26,970</b>



**NOTES TO THE INTERIM FINANCIAL REPORT**

**A6. SEGMENTAL REPORTING (CONTINUED)**

	Omnia RM'000	Broad- casting RM'000	Out-of- Home RM'000	Publish- ing RM'000	Digital Media RM'000	Home Shopping# RM'000	Corporate and Others RM'000	Elimination RM'000	Total RM'000
<u>Period ended</u>									
<u>30 September 2021</u>									
Revenue from external customers	460,866	15,155	50,318	43,999	2,037	216,967	14,945	-	804,287
Inter-segment revenue	-	310,834	18,504	54,458	64,584	-	37,069	(485,449)	-
	460,866	325,989	68,822	98,457	66,621	216,967	52,014	(485,449)	804,287
Reportable segment profit/(loss) after tax before non-controlling interest	224	40,969	(9,645)	532	6,288	5,189	16,165	(36,342)	23,380

# The reportable loss after tax before non-controlling interest for the Home Shopping segment includes intersegment charges incurred for television broadcasting fees. Excluding the intersegment charges, the Home Shopping segment reported a loss after tax before non-controlling interest of RM5.1 million (2021: profit after tax before non-controlling interest of RM15.5 million).

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A7. REVENUE**

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.9.2022</b>	30.9.2021	<b>30.9.2022</b>	30.9.2021
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
Revenue from contracts with customers:				
Advertising revenue	<b>175,356</b>	168,332	<b>545,848</b>	509,463
Newspaper sales	<b>7,386</b>	8,987	<b>21,991</b>	29,304
Newspaper printing and distribution	<b>3,034</b>	4,668	<b>9,439</b>	14,420
Content sales	<b>17,062</b>	8,337	<b>45,848</b>	29,073
Sales of home shopping goods	<b>32,710</b>	65,219	<b>116,946</b>	216,967
Other ancillary revenue	<b>525</b>	824	<b>2,145</b>	1,984
	<b>236,073</b>	256,367	<b>742,217</b>	801,211
Revenue from other sources:				
Rental income from investment properties and outdoor cellular antenna space	<b>1,084</b>	940	<b>2,991</b>	3,076
	<b>237,157</b>	257,307	<b>745,208</b>	804,287

**A8. PROFIT BEFORE TAX**

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

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.9.2022</b>	30.9.2021	<b>30.9.2022</b>	30.9.2021
	<b>RM'000</b>	RM'000	<b>RM'000</b>	RM'000
Net impairment reversal on financial instruments	<b>1,786</b>	4,954	<b>8,050</b>	3,301
Net foreign exchange gain/(loss)	<b>307</b>	87	<b>633</b>	(133)
Inventories written-back	-	-	<b>38</b>	26
Gain on termination of leases	-	-	<b>3,238</b>	-
Gain/(loss) on disposal of property, plant and equipment	<b>76</b>	(36)	<b>63</b>	408
Legal claims	<b>(1,500)</b>	-	<b>(4,782)</b>	-

**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 13 legal suits (as at 31.12.2021: 17 suits) with contingent liabilities amounting to approximately RM2.5 million (as at 31.12.2021: RM3.9 million). The legal suits mainly consist of claims on defamation.

Apart from the information disclosed in this interim financial report, the Directors are not aware of any other legal proceedings pending against the Group or of any facts likely to give rise to any legal 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 2022 are as follows:

	<b>RM'000</b>
Approved but not contracted for:	
- Property, plant and equipment	<b>26,573</b>
- Intangible assets	<b>20,499</b>
Approved and contracted for:	
- Property, plant and equipment	<b>13,416</b>
- Intangible assets	<b>15,583</b>

**A12. CASH AND CASH EQUIVALENTS**

Details of cash and cash equivalents are as follows:

	<b>As at 30.9.2022 RM'000</b>	<b>As at 30.9.2021 RM'000</b>
Cash and bank balances	<b>271,412</b>	298,624
Deposits with licensed banks	<b>73,253</b>	61,049
<b>Deposits, cash and bank balances</b>	<b>344,665</b>	359,673
<i>Less: Restricted deposits</i>		
Deposits with licensed banks	<b>(15,554)</b>	(12,480)
<b>Cash and cash equivalents</b>	<b>329,111</b>	347,193

**NOTES TO THE INTERIM FINANCIAL REPORT**

**A13. SIGNIFICANT RELATED PARTY TRANSACTIONS**

Significant related party transactions for the period ended 30 September 2022 are as follows:

	<b>For the period ended 30.9.2022 RM'000</b>	For the period ended 30.9.2021 RM'000
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Associate companies:		
- Purchase of services	<b>(588)</b>	(1,382)
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Parties related by virtue of common major shareholders with a significant influence over the Company:		
- Revenue from contracts	<b>15,874</b>	16,455
- Rental income	<b>445</b>	167
- Purchase of goods and services	<b>(20,507)</b>	(21,686)
- Finance cost on borrowings	<b>(3,340)</b>	-
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**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B1. TAXATION**

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2022 RM'000	30.9.2021 RM'000	30.9.2022 RM'000	30.9.2021 RM'000
In respect of the current period:				
- Current income tax	7,582	6,761	24,384	18,937
- Deferred tax (credit)/charge	(19)	1,681	(51)	1,647
- Over accruals of taxation in prior year	(180)	(1,298)	(180)	(1,298)
	<b>7,383</b>	<b>7,144</b>	<b>24,153</b>	<b>19,286</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 and therefore led to a higher effective tax rate.

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

As at 30 September 2022, 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 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 98.18% 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, Lebuhr Sultan Mohamed 1, Jalan Lebuhr 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 RM25.0 million 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.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B5. BORROWINGS**

	<b>As at 30.9.2022 RM'000</b>	<b>As at 30.9.2021 RM'000</b>
<b><u>Non-current</u></b>		
Secured:		
- Term loan	<b>26,570</b>	58,231
- Islamic term loan	<b>118,610</b>	-
	<b>145,180</b>	58,231
<b><u>Current</u></b>		
Secured:		
- Term loan	<b>32,500</b>	32,500
Unsecured:		
- Banker's acceptance	<b>1,607</b>	5,196
- Revolving credit	<b>5,000</b>	-
	<b>39,107</b>	37,696
<b>Total borrowings</b>	<b>184,287</b>	95,927

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 30.9.2022 RM'000</b>	Quarter ended 30.9.2021 RM'000
Revenue	<b>237,157</b>	257,307
Profit after tax	<b>6,122</b>	6,571

Notwithstanding the challenging economic climate, the Group still posted a profitable quarter with a slightly lower profit after tax against the quarter ended 30 September 2021.

Cost savings initiatives together with growth in advertising revenue was able to cushion the reduction in overall revenue as tabulated in the chart above.

Revenue for the current quarter decreased by 8% against the comparative quarter mainly due to lower commerce revenue, resulting in a lower profit after tax for the current quarter by 7% against the comparative quarter.

The performance of the Group's segments for the current quarter ended 30 September 2022 as compared to the comparative quarter ended 30 September 2021 are as follows:

- (a) Out-of-Home – Current quarter posted a commendable 49% growth in revenue. The comparative period saw several deferments in clients' contracts partly due to the extended Movement Control Order.
- (b) Digital Media - Segment revenue grew by 4% on the back of higher digital advertising revenue.
- (c) Omnia - Revenue for the quarter saw a slight increase of 4%.
- (d) Broadcasting - Decline in advertising revenue during the quarter was cushioned by an increase in content sales, resulting in a lower segment revenue by 2%.
- (e) Publishing - Increase in advertising revenue had partially offset the decrease in newspaper and printing sales, resulting in segment revenue to reduce by 4% against the comparative quarter.
- (f) Home Shopping - Revenue decreased by 50% compared to the corresponding quarter, affected by cautious consumer spending and competition from other options available to consumers following the relaxing of movement restrictions during the year.

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B7. REVIEW OF PERFORMANCE FOR THE CURRENT PERIOD AGAINST THE COMPARATIVE PERIOD**

	<b>Period ended 30.9.2022 RM'000</b>	Period ended 30.9.2021 RM'000
Revenue	<b>745,208</b>	804,287
Profit after tax	<b>26,970</b>	23,380

Advertising revenue saw a 7% growth in the period ended 30 September 2022 against the comparative period. The increase in advertising revenue was able to partially offset the lower non-advertising revenue, resulting in a 7% decrease in total revenue compared to the corresponding period.

Lower operating expenses during the period was able to cushion the lower revenue, resulting in the Group's profit after tax registering an improvement of 15% against the comparative period.

The performance of the Group's segments for the current period ended 30 September 2022 as compared to the comparative period ended 30 September 2021 are as follows:

- (a) Out-of-Home - Increase in revenue by 23% reflects the gradual recovery of out-of-home advertising following the opening of the economy as the country moves into the endemic phase of Covid-19 earlier in the year.
- (b) Omnia - Revenue for the period saw a 18% increase against the comparative period partly due to advertising revenue from the Group's out-of-home platform was only consolidated under Omnia from the third quarter of comparative period. Excluding the out-of-home platform, the segment still reported an increase of revenue by 4%.
- (c) Digital Media - Higher digital advertising revenue in the current period contributed to a 11% revenue growth for the segment.
- (d) Broadcasting - Segment revenue grew by 9% against the comparative period driven by higher advertising and content revenue.
- (e) Publishing - Segment revenue decreased by 7% mainly due to lower newspaper and printing revenue despite the growth in advertising revenue.
- (f) Home Shopping - Increased in-store shopping following Malaysia's endemic phase coupled with subdued consumer spending had a significant effect on the Home Shopping segment, which saw a 46% reduction in revenue for the current period.



**ADDITIONAL LISTING REQUIREMENT INFORMATION**

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

	<b>Quarter ended 30.9.2022 RM'000</b>	Quarter ended 30.6.2022 RM'000
Revenue	<b>237,157</b>	260,577
Profit before tax	<b>13,505</b>	23,207

Revenue for the quarter ended 30 September 2022 decreased by 9% against the immediate preceding quarter ended 30 June 2022, mainly attributed to lower advertising revenue in the current quarter compared to the immediate preceding quarter.

The reduction in revenue contributed to the lower profit before tax for the current quarter by 42% compared to the immediate preceding quarter.

**B9. PROSPECTS FOR 2022**

The Group remains cautious on the overall outlook of 2022 notwithstanding the stronger economic performance indicators for Malaysia released during the past few weeks. Leveraging OMNiA's strength since its inception in 2020, the Group shall continue to offer innovative marketing solutions for advertisers across its wide reaching media platforms and brands.

Content sales has seen stronger performance this year and the Group will continue to invest in compelling content propositions to enable a continuous supply of quality content to the market.

The Group will nevertheless remain vigilant and will continue to monitor business conditions whilst prudently managing its operating efficiency amid the economic uncertainties.

**B10. PROFIT FORECAST/PROFIT GUARANTEE**

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

**ADDITIONAL LISTING REQUIREMENT INFORMATION**

**B11. DIVIDEND**

No dividend have been declared by the Board of Directors for the third quarter ended 30 September 2022.

**B12. EARNINGS PER SHARE**

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

	<b>INDIVIDUAL QUARTER</b>		<b>CUMULATIVE QUARTERS</b>	
	<b>30.9.2022</b>	30.9.2021	<b>30.9.2022</b>	30.9.2021
Profit attributable to owners of the Company (RM'000)	<b>7,163</b>	7,628	<b>29,008</b>	26,289
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 per share (sen)</b>	<b>0.65</b>	0.69	<b>2.62</b>	2.37

The Group has not issued any financial instrument or contract that may entitle its holders to ordinary shares and potentially dilute its earnings per share.

**BY ORDER OF THE BOARD**

**TAN SAY CHOON**

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

**GROUP COMPANY SECRETARY**

**Kuala Lumpur**

**29 November 2022**

*Additional financial analysis of Media Prima Berhad is available on Media Prima Berhad's website:*

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