



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

**INTERIM FINANCIAL REPORT FOR THE FIRST QUARTER
ENDED 30 SEPTEMBER 2024**

27 November 2024

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	NOTE	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
		30.9.2024 RM'000 3 months	30.9.2023 RM'000 3 months	30.9.2024 RM'000 3 months	30.9.2023 RM'000 3 months
Revenue	A8	194,938	213,923	194,938	213,923
Operating expenses		(172,634)	(186,022)	(172,634)	(186,022)
Other operating income		1,095	8,951	1,095	8,951
Earnings before interest, taxation, depreciation and amortisation ("EBITDA")		23,399	36,852	23,399	36,852
Depreciation on right-of-use assets		(10,943)	(9,589)	(10,943)	(9,589)
Other depreciation		(7,081)	(8,469)	(7,081)	(8,469)
Amortisation of intangible assets (excluding programme and film rights)		(441)	(245)	(441)	(245)
Finance income		3,176	2,729	3,176	2,729
Finance cost on lease liabilities		(1,233)	(1,506)	(1,233)	(1,506)
Finance cost on financial liabilities		(2,410)	(2,257)	(2,410)	(2,257)
Share of results of associate		-	15	-	15
Profit before tax	A9	4,467	17,530	4,467	17,530
Taxation	B1	(3,083)	(3,610)	(3,083)	(3,610)
Net profit and total comprehensive income for the financial period		1,384	13,920	1,384	13,920
Profit and total comprehensive income attributable to:					
- Owners of the Company		1,859	14,056	1,859	14,056
- Non-controlling interests		(475)	(136)	(475)	(136)
		1,384	13,920	1,384	13,920
Earnings per share (sen)					
- Basic and diluted	B11	0.17	1.27	0.17	1.27

The unaudited condensed consolidated statement of comprehensive income should be read in conjunction with the Group's audited financial statements for the financial year ended 30 June 2024.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

	NOTE	AS AT 30.9.2024 RM'000	AS AT 30.6.2024 RM'000
Assets			
Property, plant and equipment		297,966	291,342
Right-of-use assets		78,873	84,254
Investment properties		26,862	27,073
Financial assets at fair value through other comprehensive income		688	688
Associate		-	-
Intangible assets		400,187	400,270
Other receivables		13,363	14,399
Deferred tax assets		13,156	13,156
Non-current assets		831,095	831,182
Inventories		8,589	9,708
Trade and other receivables		152,885	199,688
Current tax recoverable		25,797	23,481
Deposits, cash and bank balances		389,169	375,158
Current assets		576,440	608,035
Total assets		1,407,535	1,439,217
Liabilities and equity			
Liabilities			
Lease liabilities		48,940	53,491
Borrowings	B5	208,044	200,944
Other payables		2,075	2,354
Deferred tax liabilities		37,443	37,450
Non-current liabilities		296,502	294,239
Trade and other payables		340,328	361,132
Provision for site restoration		5,136	5,136
Lease liabilities		44,804	46,024
Borrowings	B5	15,182	12,161
Current tax payable		2,181	1,671
Current liabilities		407,631	426,124
Total liabilities		704,133	720,363
Equity and reserves			
Share capital		1,524,735	1,524,735
Reserves		(815,523)	(800,744)
Equity attributable to owners of the Company		709,212	723,991
Non-controlling interests		(5,810)	(5,137)
Total equity		703,402	718,854
Total liabilities and equity		1,407,535	1,439,217
Net assets per share attributable to equity holders of the Company (sen)*		63.94	65.27

* 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 financial statements for the financial year ended 30 June 2024.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	<u>Attributable to owners of the Company</u>				Non- controlling interests RM'000	Total equity RM'000
	Share capital RM'000	Other reserves RM'000	Accumulated losses RM'000	Total RM'000		
At 1 July 2024	1,524,735	4	(800,748)	723,991	(5,137)	718,854
Net profit and total comprehensive income for the financial period	-	-	1,859	1,859	(475)	1,384
<u>Transactions with owners:</u>						
Dividend payable in respect of the financial year ended 30 June 2024	-	-	(16,638)	(16,638)	-	(16,638)
Dividend payable to non-controlling interests	-	-	-	-	(198)	(198)
At 30 September 2024	1,524,735	4	(815,527)	709,212	(5,810)	703,402
At 1 July 2023	1,524,735	4	(844,557)	680,182	(4,968)	675,214
Net profit and total comprehensive income for the financial period	-	-	14,056	14,056	(136)	13,920
<u>Transactions with owners:</u>						
Dividend paid in respect of the financial period ended 30 June 2023	-	-	(16,638)	(16,638)	-	(16,638)
Dividend paid to non-controlling interests	-	-	-	-	(182)	(182)
At 30 September 2023	1,524,735	4	(847,139)	677,600	(5,286)	672,314

The unaudited condensed consolidated statement of changes in equity should be read in conjunction with the Group's audited financial statements for the financial year ended 30 June 2024.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CASH FLOWS

	FOR THE PERIOD ENDED 30.9.2024 RM'000 3 months	FOR THE PERIOD ENDED 30.9.2023 RM'000 3 months
Cash flows from operating activities		
Profit for the financial period	1,384	13,920
Adjustments for:		
- Non-cash items	43,242	36,741
- Finance cost on lease liabilities	1,233	1,506
- Finance cost on financial liabilities	2,410	2,257
- Finance income	(3,176)	(2,729)
Operating cash flows before changes in working capital	45,093	51,695
Changes in working capital	17,181	(27,988)
Cash flows from operations	62,274	23,707
Income tax paid	(6,133)	(5,812)
Net cash flows generated from operating activities	56,141	17,895
Cash flows from investing activities		
Property, plant and equipment:		
- Additions	(12,576)	(1,165)
- Proceeds from disposal	94	50
Intangible assets:		
- Additions	(26,264)	(27,670)
Investment properties:		
- Proceeds from disposal	-	5,952
Finance income received	3,176	2,729
Net cash flows used in investing activities	(35,570)	(20,104)
Cash flows from financing activities		
Finance cost paid on lease liabilities	(1,233)	(1,506)
Finance cost paid on financial liabilities	(2,764)	(2,206)
Drawdown of borrowings	12,609	78,901
Repayment of borrowings	(2,619)	(40,386)
Payment of principal element of lease liabilities	(12,553)	(7,393)
Decrease in restricted bank balances	-	2,280
Dividends paid to shareholders of the Company	-	(16,638)
Net cash flows (used in)/generated from financing activities	(6,560)	13,052
Net movement in cash and cash equivalents	14,011	10,843
Cash and cash equivalents at beginning of the financial period	361,973	327,863
Cash and cash equivalents at end of the financial period	375,984	338,706

For the purpose of the condensed consolidated statement of cash flows, cash and cash equivalents comprised the following:

Deposits, cash and bank balances	389,169	351,891
Less: Restricted bank balances	(13,185)	(13,185)
Cash and cash equivalents	375,984	338,706

The unaudited condensed consolidated statement of cash flows should be read in conjunction with the Group's audited financial statements for the financial year ended 30 June 2024.

NOTES TO THE INTERIM FINANCIAL REPORT

A1. BASIS OF PREPARATION

The unaudited interim financial report has 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 report should be read in conjunction with the audited financial statements of the Group for the financial year ended 30 June 2024, 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 report 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 30 June 2024.

The Group have applied the following amendments to published standards for the first time for the financial year beginning on 1 July 2024:

Effective for annual periods beginning on or after 1 January 2024:

Description	
Amendments to MFRS 16	Lease Liability in a Sale and Leaseback
Amendments to MFRS 101	Classification of Liabilities as Current or Non-current
Amendments to MFRS 101	Non-current Liabilities with Covenants
Amendments to MFRS 107 and MFRS 7	Supplier Finance Arrangements

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

The Group will be adopting the following standards and amendments to published standards when they become effective in the respective financial periods:

Description		Effective for annual periods beginning on or after
Amendments to MFRS 121	Lack of Exchangeability	1 January 2025
Amendments to MFRS 9 and MFRS 7	Classification and Measurement of Financial Instruments	1 January 2026
Amendments to MFRS 1	Annual Improvements to MFRSs	1 January 2026
Amendments to MFRS 7	Annual Improvements to MFRSs	1 January 2026
Amendments to MFRS 9	Annual Improvements to MFRSs	1 January 2026
Amendments to MFRS 10	Annual Improvements to MFRSs	1 January 2026
Amendments to MFRS 107	Annual Improvements to MFRSs	1 January 2026
MFRS 18	Presentation and Disclosure of Financial Statements	1 January 2027

NOTES TO THE INTERIM FINANCIAL REPORT

A1. BASIS OF PREPARATION (CONTINUED)

The Group will be adopting the following standards and amendments to published standards when they become effective in the respective financial periods: (continued)

Description	Effective for annual periods beginning on or after
MFRS 19 Subsidiaries without Public Accountability: Disclosures	1 January 2027

The Directors are currently assessing the financial impact that may arise from the adoption of the above standard and amendments to published standards that are not yet effective.

A2. AUDITORS' REPORT ON PRECEDING AUDITED FINANCIAL STATEMENTS

The auditors' report on the audited financial statements for the financial year ended 30 June 2024 was not qualified.

A3. SEASONAL OR CYCLICAL FACTORS

The operations of the Group's major business segments are generally affected by major festive seasons.

A4. MATERIAL CHANGES IN ESTIMATES

There were no material changes in estimates of amounts reported in prior financial periods that had a material effect in the financial period ended 30 September 2024.

A5. 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 quarter ended 30 September 2024.

A6. DIVIDENDS PAID

The amount of dividends paid to the shareholders of the Company during the financial period ended 30 September 2024:

	For the period ended 30.9.2024	For the period ended 30.9.2023
	RM'000	RM'000
	3 months	3 months
<u>In respect of the financial period ended 30 June 2023:</u>		
First and final single-tier dividend of 1.5 sen	-	16,638

In respect of the financial year ended 30 June 2024, the Directors on 28 August 2024 approved the payment of a first and final single-tier dividend of 1.5 sen per ordinary share amounting to RM16,637,989 which was paid on 7 October 2024. A dividend payable was recognised and presented in the condensed consolidated statement of changes in equity of the interim financial report for the financial period ended 30 September 2024.

NOTES TO THE INTERIM FINANCIAL REPORT

A7. SEGMENTAL REPORTING

The Group determines and presents its operating segments based on information reported internally to the Board of Directors and Senior Management (collectively the chief operating decision-maker (“CODM”). The Group predominantly operates in Malaysia and consequently, there is no disclosure on geographical segments. The segmental information for the current financial period is as follows:

	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 30 September 2024</u>									
Revenue from external customers	159,201	2,670	763	11,194	541	20,117	452	-	194,938
Inter-segment revenue	-	79,448	27,479	19,308	24,220	-	38,266	(188,721)	-
	159,201	82,118	28,242	30,502	24,761	20,117	38,718	(188,721)	194,938
Reportable segment profit/(loss) after tax before non-controlling interest	370	1,527	1,118	3,647	1,618	(1,838)	30,242	(35,300)	1,384
<u>Period ended 30 September 2023</u>									
Revenue from external customers	174,306	6,502	1,139	10,663	72	20,538	703	-	213,923
Inter-segment revenue	-	91,541	30,607	21,385	24,346	-	37,173	(205,052)	-
	174,306	98,043	31,746	32,048	24,418	20,538	37,876	(205,052)	213,923
Reportable segment profit/(loss) after tax before non-controlling interest	635	9,650	1,219	12,751	1,828	(4,378)	27,270	(35,055)	13,920

The reportable loss after tax 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 of RM0.5 million (2023: loss after tax of RM3.1 million) for the financial period ended 30 September 2024.

NOTES TO THE INTERIM FINANCIAL REPORT

A8. REVENUE

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2024 RM'000 3 months	30.9.2023 RM'000 3 months	30.9.2024 RM'000 3 months	30.9.2023 RM'000 3 months
Revenue from contracts with customers:				
- Advertising revenue	160,223	174,710	160,223	174,710
- Newspaper sales	6,377	6,238	6,377	6,238
- Newspaper printing and distribution	4,639	4,248	4,639	4,248
- Content sales	1,151	5,782	1,151	5,782
- Sale of home shopping goods	19,774	20,057	19,774	20,057
- Other ancillary revenue	1,791	1,709	1,791	1,709
	193,955	212,744	193,955	212,744
Revenue from other sources:				
- Rental income from investment properties and outdoor cellular antenna space	983	1,179	983	1,179
	194,938	213,923	194,938	213,923

A9. PROFIT BEFORE TAX

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2024 RM'000 3 months	30.9.2023 RM'000 3 months	30.9.2024 RM'000 3 months	30.9.2023 RM'000 3 months
Net reversal of impairment of financial assets	2,069	6,408	2,069	6,408
Net foreign exchange (loss)/gain	(310)	213	(310)	213
Insurance claims received	-	2,231	-	2,231
Gain on disposal of property, plant and equipment	81	50	81	50
Gain on disposal of investment properties	-	3,735	-	3,735

A10. VALUATIONS OF PROPERTY, PLANT & EQUIPMENT

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

A11. CONTINGENT LIABILITIES

The Group is defending 8 legal suits (as at 30.6.2024: 8 suits) with contingent liabilities amounting to RM1.3 million (as at 30.6.2024: RM1.3 million). The legal suits consist mainly of alleged defamation claims.

Apart from the information disclosed in this interim financial report, the Directors are not aware of any legal proceedings pending against the Group or of any facts that are likely to give rise to any legal proceedings, which might materially affect the financial position or business operations of the Group.

NOTES TO THE INTERIM FINANCIAL REPORT

A12. CAPITAL COMMITMENTS

	As at 30.9.2024 RM'000	As at 30.6.2024 RM'000
Approved but not contracted for:		
- Property, plant and equipment	74,051	98,802
- Intangible assets	94,638	129,162
Approved and contracted for:		
- Property, plant and equipment	22,779	24,046
- Intangible assets	11,015	4,140

A13. SIGNIFICANT RELATED PARTY TRANSACTIONS

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2024	30.9.2023	30.9.2024	30.9.2023
	RM'000	RM'000	RM'000	RM'000
	3 months	3 months	3 months	3 months
Associate companies:				
- Purchase of services	(23)	(28)	(23)	(28)
Parties related by virtue of common major shareholders with significant influence over the Company:				
- Revenue from contracts with customers	5,934	5,931	5,934	5,931
- Finance income	1,227	711	1,227	711
- Purchase of goods and services	(5,364)	(6,189)	(5,364)	(6,189)
- Finance cost on borrowings	(2,716)	(2,353)	(2,716)	(2,353)

ADDITIONAL LISTING REQUIREMENT INFORMATION

B1. TAXATION

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2024	30.9.2023	30.9.2024	30.9.2023
	RM'000	RM'000	RM'000	RM'000
	3 months	3 months	3 months	3 months
- Current income tax	3,090	3,624	3,090	3,624
- Deferred tax arising from origination and reversal of temporary differences	(7)	(14)	(7)	(14)
	3,083	3,610	3,083	3,610

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

B2. FAIR VALUE CHANGES OF FINANCIAL LIABILITIES

As at 30 September 2024, 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 A11 of this interim financial report.

B4. STATUS OF CORPORATE PROPOSALS

As at the date of this interim financial report, the Group does not have any announced corporate proposals pending completion.

B5. BORROWINGS

	As at 30.9.2024 RM'000	As at 30.6.2024 RM'000
<u>Non-current</u>		
Secured:		
- Islamic term loans	208,044	200,944
<u>Current</u>		
Secured:		
- Islamic term loans	11,225	9,350
Unsecured:		
- Banker's acceptance	3,957	2,811
	15,182	12,161
Total borrowings	223,226	213,105

The Group's borrowings are denominated in Ringgit Malaysia.

ADDITIONAL LISTING REQUIREMENT INFORMATION

B6. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER/PERIOD AGAINST THE COMPARATIVE QUARTER/PERIOD

	Quarter/period ended 30.9.2024 RM'000	Quarter/period ended 30.9.2023 RM'000
Revenue	194,938	213,923
Profit after tax	1,384	13,920

The Group recorded a revenue of RM194.9 million for the current quarter ended 30 September 2024. Advertising and non-advertising revenue streams continued to be impacted by challenging market and industry conditions which resulted in a 9% reduction in revenue against the comparative quarter ended 30 September 2023.

In line with the lower revenue in the current quarter coupled with a notable decrease in other operating income, profit after tax in the current quarter reduced by 90% against the comparative quarter.

The performance of the Group's segments for the current quarter against the comparative quarter are as follows:

- (a) Digital Media - Posted a 1% increase in revenue for the quarter attributed to a slightly higher advertising and inter-segment shared service revenues.
- (b) Home Shopping - Wowshop posted a slight decrease in revenue by 2% notwithstanding the competitive consumer shopping space dominated by large e-commerce platforms.
- (c) Publishing - Higher newspaper circulation, printing and distribution revenue was able to partially offset the lower advertising revenue resulting in a 5% reduction in overall segment revenue.
- (d) Omnia - Lower advertising revenue across most of the Group's media platforms during the quarter resulted in a 9% reduction in revenue for the segment.
- (e) Out-of-Home - Segment revenue was lower by 11% against the comparative quarter mainly due to lower overall display revenue in the current quarter.
- (f) Broadcasting - Audio platform posted higher advertising revenue which slightly cushioned the impact on lower advertising and non-advertising revenue for Television Networks platform. Overall, the segment recorded a 16% reduction in revenue.

ADDITIONAL LISTING REQUIREMENT INFORMATION

B7. REVIEW OF PERFORMANCE FOR THE CURRENT QUARTER AGAINST THE IMMEDIATE PRECEDING QUARTER

	Quarter ended 30.9.2024 RM'000	Quarter ended 30.6.2024 RM'000
Revenue	194,938	193,104
Profit before tax	4,467	36,870
Normalised profit before tax (excluding Exceptional Items)	4,467	6,737

Revenue in the current quarter ended 30 September 2024 increased slightly by 1% against the immediate quarter ended 30 June 2024 mainly due to higher advertising revenue in the current quarter. Compared to the normalised profit before tax in the immediate preceding quarter, the current quarter's profit before tax was lower by 34%.

B8. PROSPECTS FOR THE FINANCIAL YEAR ENDING 30 JUNE 2025

The Group expects outlook for the media landscape to remain challenging as the advertising market remains pressured by economic uncertainties and continuous digital disruption. Focus of the Group remains on sustaining our performance across all platforms and optimising operational efficiencies to support our 3-year business plan guided by three growth pillars - content quality boost, inventory premiumisation, and exploration of new revenue streams.

B9. PROFIT FORECAST/PROFIT GUARANTEE

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

B10. DIVIDENDS DECLARED

No dividend has been declared by the Board of Directors in respect of the financial period ended 30 September 2024.

ADDITIONAL LISTING REQUIREMENT INFORMATION

B11. EARNINGS PER SHARE

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

	INDIVIDUAL QUARTER		CUMULATIVE QUARTERS	
	30.9.2024	30.9.2023	30.9.2024	30.9.2023
	RM'000	RM'000	RM'000	RM'000
	3 months	3 months	3 months	3 months
Profit attributable to owners of the Company (RM'000)	1,859	14,056	1,859	14,056
Weighted average number of ordinary shares in issue ('000)	1,109,199	1,109,199	1,109,199	1,109,199
Basic and diluted earnings per share (sen)	0.17	1.27	0.17	1.27

The Company 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

AZLAN BIN AHMAD (LS0009209 / SSM PRACTISING CERTIFICATE NO. 202308000379)
TAN SAY CHOON (MAICSA 7057849 / SSM PRACTISING CERTIFICATE NO. 202008003070)
GROUP COMPANY SECRETARIES

Kuala Lumpur
27 November 2024

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

<https://www.mediaprima.com.my/investors.html>