media prima annual report 2015

vision

A content powerhouse offering multiple media platforms.

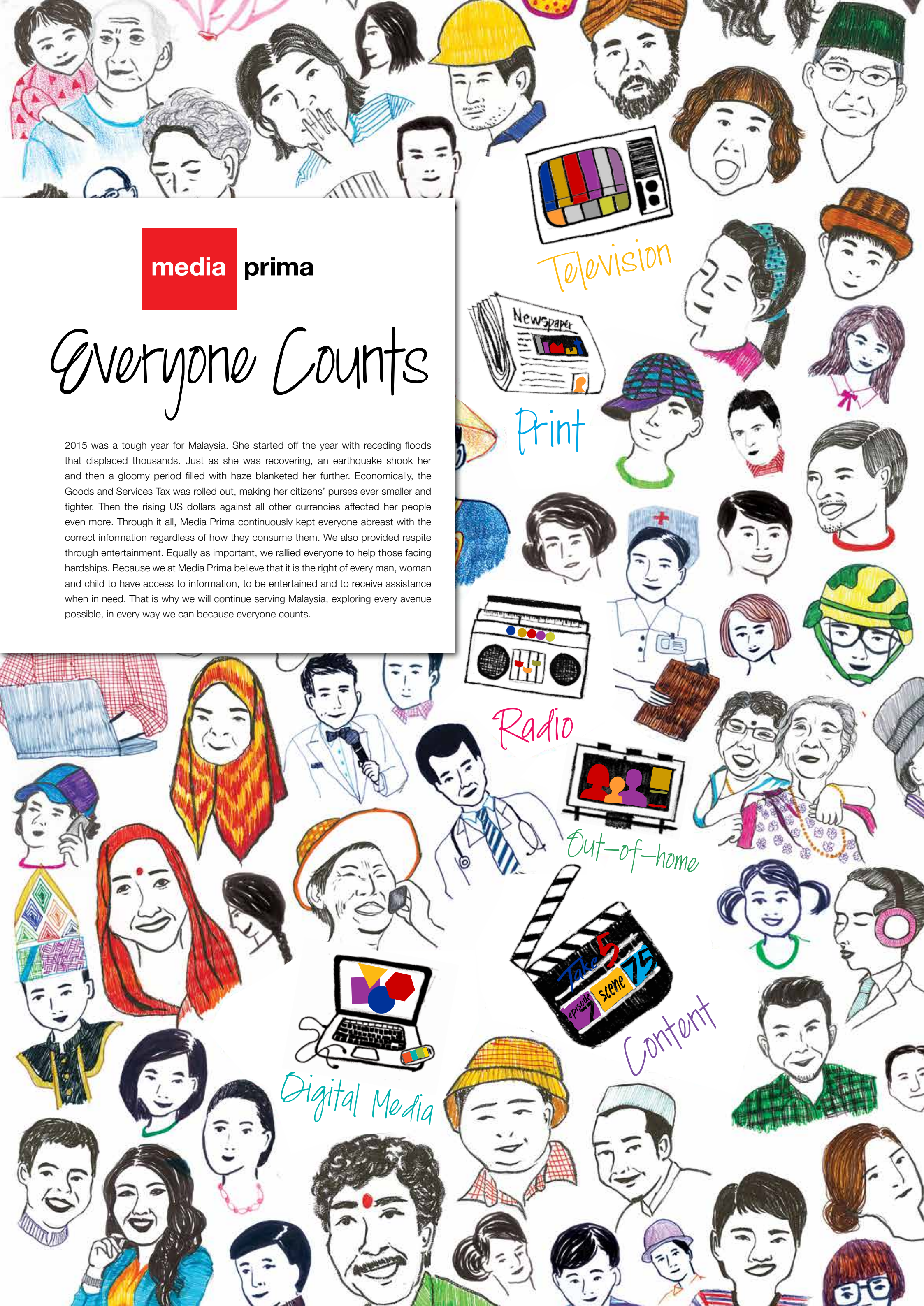
mission

To produce "best-in-class" content, products and services. Content that is accessible via multi-platforms and is unique, relevant and contemporary.

media prima

Everyone Counts

2015 was a tough year for Malaysia. She started off the year with receding floods that displaced thousands. Just as she was recovering, an earthquake shook her and then a gloomy period filled with haze blanketed her further. Economically, the Goods and Services Tax was rolled out, making her citizens' purses ever smaller and tighter. Then the rising US dollars against all other currencies affected her people even more. Through it all, Media Prima continuously kept everyone abreast with the correct information regardless of how they consume them. We also provided respite through entertainment. Equally as important, we rallied everyone to help those facing hardships. Because we at Media Prima believe that it is the right of every man, woman and child to have access to information, to be entertained and to receive assistance when in need. That is why we will continue serving Malaysia, exploring every avenue possible, in every way we can because everyone counts.



Our Company

Corporate Profile 44
Our Milestones 46
Corporate Structure 49
Organisation Structure 50

Our Perspective

Group Chairman's Statement 4
Group Managing Director's Statement 8
Review of Operations 12

Our Strategy & Achievements

Snapshots of 2015 52
Awards and Recognition 2015 54
Media Prima in the News 56

Our Performance

5-Year Financial Highlights 58
5-Year Growth Summary 59
Simplified Group Statement of Financial Position 60
Segmental Analysis 61
Statement of Value Added & Distribution of Value Added 62
Viewership, Listenership & Readership Data 63
Share Price Chart 64
Group Financial Review 65

Our Social Responsibility

Corporate Responsibility 66
Investor Relations 74

Special Features

Feedback

You count. We welcome your feedback to make sure we are covering the things that matter to you.

GET IT
Download the "QR Code Reader" on App Store or Google Play.

1

RUN IT
Run the QR Code Reader app and point your camera to the QR Code.

2

ACCESS IT
Get access to the feedback form.

3

Alternatively, you can also email to
communications@mediaprima.com.my

AGM Information

170 Notice of Annual General Meeting
172 Statement Accompanying Notice of Annual General Meeting
173 Financial Calendar
- Proxy Form
- Group Directory

170

165

page counts

103

76

98

Additional Information

163 Analysis of Shareholdings
165 List of Properties Held by the Group and Usage of Properties
168 Corporate Information

Our Financials

103 Financial Statements

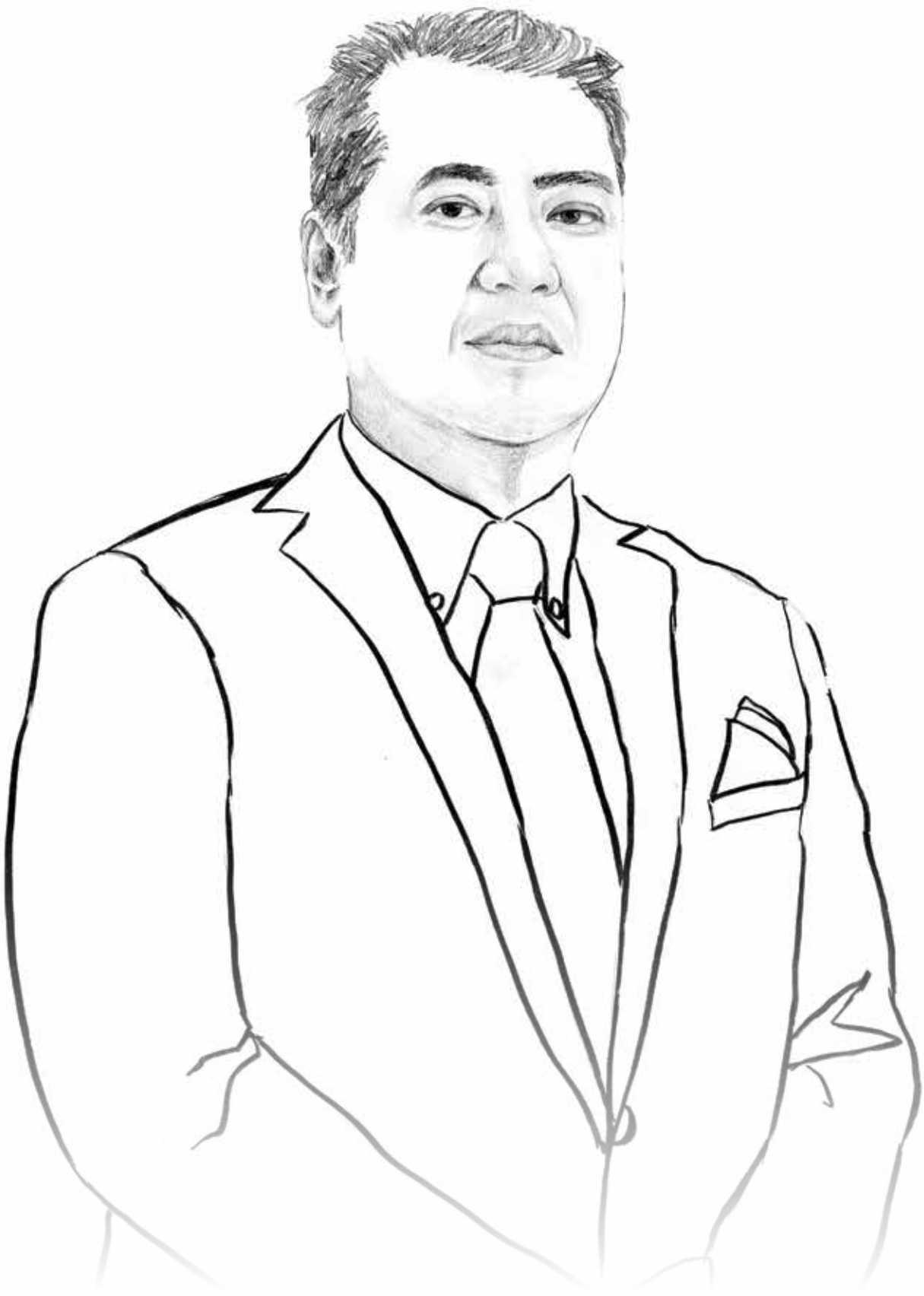
Our Corporate Governance

86 Statement on Corporate Governance
93 Additional Compliance Information
94 Statement on Risk Management and Internal Control
98 Audit Committee Report
101 Risk Management Committee Report

Our Leadership

75 Our Board of Directors
76 Directors' Profile
82 Senior Management Team

GROUP CHAIRMAN'S STATEMENT



Datuk Seri Fateh Iskandar
Bin Tan Sri Dato' Mohamed Mansor
Group Chairman

Dear Shareholders,

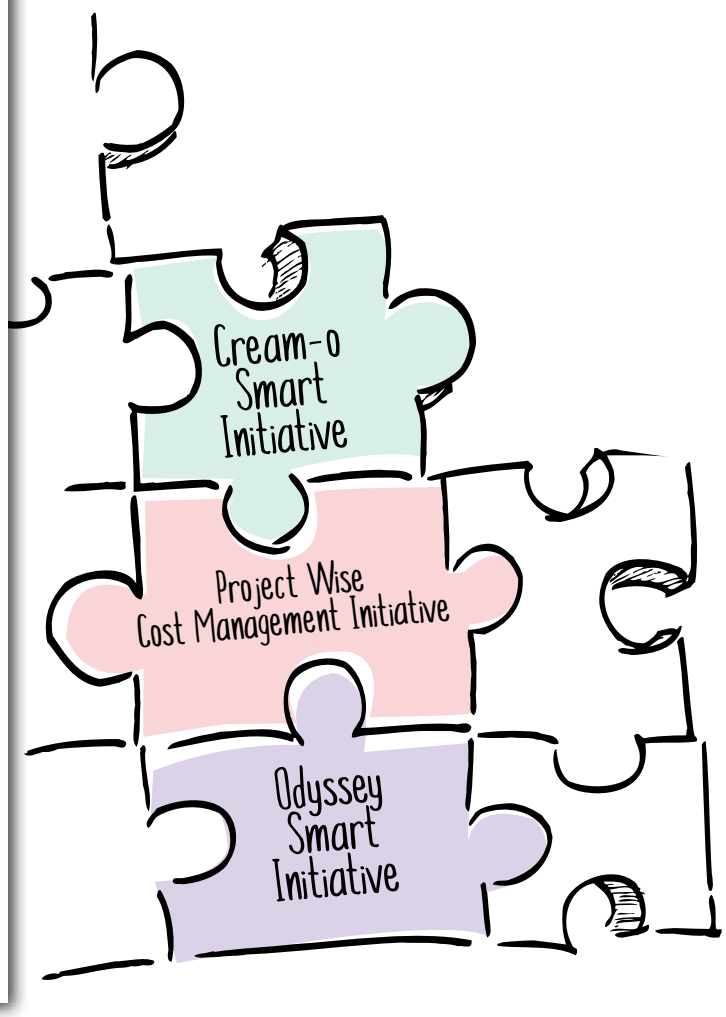
On behalf of the Board of Directors, I am pleased to present Media Prima Berhad's ("Media Prima" or "the Group") Annual Report 2015 for the Financial Year ended 31 December 2015. While I have had to hit the ground running as the new Group Chairman of the Board, I am both excited and honoured to have been accorded the role.

Challenging Financial Year

The last financial year was a tough one for the Group as its performance had been generally affected by the soft advertising spending and subdued market sentiments given the persistently low oil prices and unfavourable currency exchange. The net advertising revenue for the financial year 2015 contracted by 4 per cent against the previous year, affecting all its media platforms with the exception of its Out-of-Home advertising business. Meanwhile, circulation revenue for its Print media decreased by 15 per cent, in tandem with declining global circulation trends. All in all, a very challenging year.

But, despite the extremely challenging business environment, your Company, Media Prima, forged ahead and recorded revenue and profit after tax (PAT) of RM1.4 billion and RM138.7 million respectively. This was mainly attributed to the effective implementation of cost optimisation strategies such as Project Wise 2.0 and improved operational efficiencies as reflected by the 5 per cent growth in EBITDA.

Media Prima's post—flood rebuilding efforts included repairing and constructing a playground for children of Kuala Krai in Kelantan via TV9's Pulihkan Harapan TV programme. Pictured here are Media Prima and TV9 representatives with children and citizens of Kuala Krai district.



As the leading integrated media Group in Malaysia, your Company is committed to enhancing shareholder value. The Board of Directors ("the Board") recommends a final single tier dividend of 5.0 sen per ordinary share for the financial year ended 31 December 2015 which is subject to the approval of shareholders at the Group's forthcoming Fifteenth (15th) Annual General Meeting. With the recommendation of the final single tier dividend, total dividends declared for the financial year is 10.0 sen per ordinary share which represents 80 per cent of the Group's PATAMI.

Coping with Natural Disasters

For the year 2015, besides launching various initiatives to overcome business challenges, your Company led the way in demonstrating what it means to be Malaysian. Media Prima kicked off 2015 by extending assistance to hundreds of thousands of flood victims throughout the country. The Group re-launched its *Tabung Bencana NSTP-Media Prima* so that like-minded individuals could render help to the hapless. After allocating significant amounts of air time and space to generate awareness of the plight of the victims, funds collected from the public were used to extend much needed assistance – from immediate delivery of basic food and medical assistance to post-flood rebuilding efforts like rebuilding homes, providing potable water, repairing damaged public amenities, replacing school library books, building playgrounds for children and many others.

Unfortunately, just as we were striving to resume normality, we were hit by the landscape-changing earthquake in Sabah. Those affected such as the Malim (local mountaineers) families were rendered immediate assistance of food while Media Prima worked with the Armed Forces to later help rebuild their damaged homes. Throughout the year, Media Prima continued its service of giving out medical assistance and other forms of aid to the less fortunate, much like what it had been doing since many decades ago.

Why is Media Prima doing this? Because in its ever evolving eco-system, people matter the most if we are to hand a legacy to our future generation. Every member of the media eco-system matters a great deal to Media Prima. It is befitting that for the Annual Report 2015, the Group has chosen the theme of "Everyone Counts". Your Company deeply believes that in facing the turbulent economic conditions, challenging business environment and natural catastrophes, one must render help where possible.

Nurturing Talents

Internally too, people rank highest in importance. This can be gauged by the solid work the Group's Human Resource Department had done in 2015, resulting among others, in it bagging the Grand Winner title at the region's Human Resources Excellence Award 2015 after winning in 11 different categories such as the Excellence in Employee Development and Excellence in Employee Engagement awards.

Your company's efforts to meet society's expectations also includes its support towards women empowerment and development.

Due to the many practices in this regard, the Commonwealth Businesswomen Network bestowed its Commonwealth Media of the Year Award to Media Prima for its practise where women make up 25% of the Board and about 60% of managerial positions in the Group.

Media Prima's London correspondent Haliza Hashim–Doyle (right) received the Commonwealth Media of the Year Award on behalf of the Group. The award was presented in London by Commonwealth Journalists Association President Ms Rita Payne (left)

GROUP CHAIRMAN'S STATEMENT

Media Prima Berhad is by no means a young entity. You may be aware that we have, in our integrated media group, a newspaper that is much older than the nation itself. The New Straits Times (NST) celebrated its 170th year in 2015. The newspaper not only grew with the nation but played an influential role in nation building. To celebrate this milestone, the NST held a series of modest but impactful campaigns to remind consumers that it still holds the country's welfare close to heart. Meanwhile, the Malay publications BH (59 years old) and Harian Metro (24 years old) remain very much in touch with Malaysians from every generation.

In Television, Media Prima has a TV station that has been broadcasting to the mass audience well past 30 years in TV3 and networks that continue to attract urban viewers in TV9, ntv7 and 8TV. Apart from that, Media Prima has several radio stations that have been on the air for more than a decade and an out-of-home advertising outfit that has expanded rapidly while contributing to the modern cityscape of Kuala Lumpur and other parts of the country.

That much of Media Prima's media platforms are still around and have maintained their leadership positions after such long periods of existence underlines the Group's ability to succeed and advance in all circumstances and symbolises the enormous responsibility that everyone in the company shoulders.

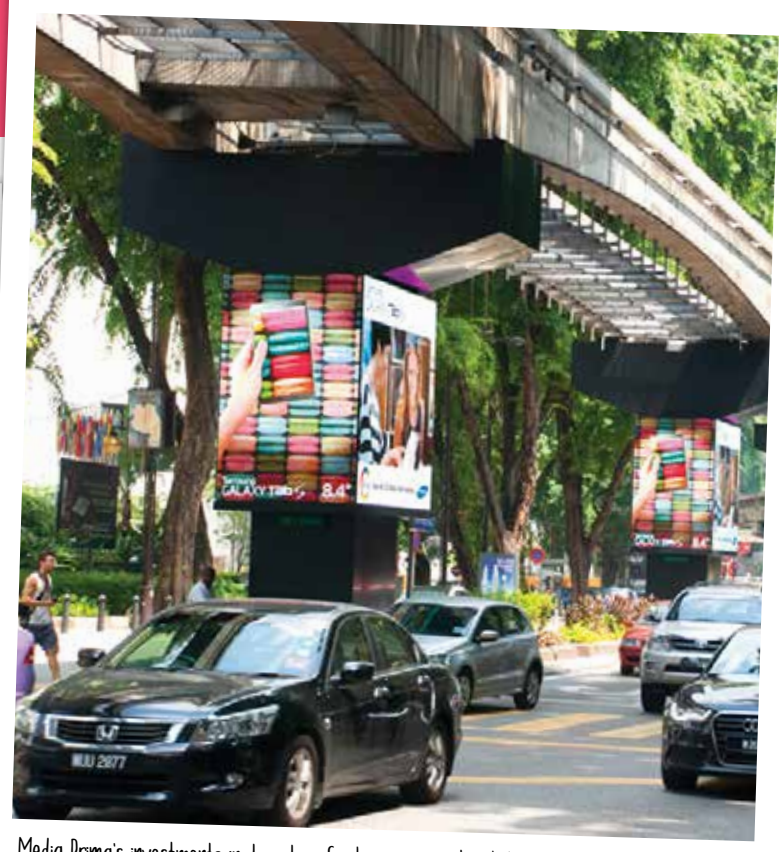
The length of time your Company has been in the media business also means that it is used to constant challenges such as the need to change some of the traditional ways of conducting business. More so now since changes have become not only rapid but necessary, given the very different landscape of the media industry.

Living Digital

Despite the mounting challenges, I would say that these are exciting times indeed because I believe that if it is quick in adapting to the changes, Media Prima will, in fact, reap benefits the new media world order promises. Much has been written about how the Internet has changed the way we do things. No, it is in fact, more than that. The Internet has changed almost everything.

Like many others, never in my wildest dreams did I expect even as recently as the turn of the last millennium that we would one day be able to watch television and movies on our telephones. Nor did I expect to be able to read news happening on the other side of the globe on the same telephone, and in real time. I am pleased to inform you that the Group has not remained static, nor has it been overwhelmed by these rapid technology-spurred advancements within the industry. It is actively executing plans it has conceived earlier in order to ride the changes and continue to prosper.

NST's modest but impactful celebratory campaign included going to the grounds to meet consumers.



Media Prima's investments in its out-of-home segment includes Cubiq series digital screens featuring the latest technology in outdoor advertising.

Media Prima's big win at the Human Resources Excellence Awards shows how important Media Prima ranks people especially its own staff. Seen here is the Group Human Resources team bagging 11 awards.

THREE KEY WORDS IN THE NEWS AND ENTERTAINMENT INDUSTRY

As I pondered over the challenges Media Prima must face, it occurred to me that amid the chaos created by technology, there remained a constant element. The business ecosystem which the Group is in has not changed. People have not stopped consuming content, be it news or entertainment. It is still the desire of every human to get hold of the latest information of happenings either around them or those that may influence their lives, as do their desire to be entertained. The only thing that has changed is the medium of choice for the consuming public.

Primarily, three developments in technology have fueled these rapid changes. One is the advent of the Internet, the second would be the progress of wireless communication which has freed us from the shackles of cables, and thirdly, the rapid advancement of mobile telephony which was the anticipated progression from the rapid emergence of wireless communication over the Internet. The three keywords in the news and entertainment industry now are 'real-time', 'mobile' and 'on-demand'.

I am pleased to report to you that your Company is not behind in this race and neither is Media Prima lacking in strategies to anticipate and ride whatever the future may hold for the industry. In the Print segment, its publications have aggressively established its presence digitally, through online portals, mobile applications as well as offering news content through digital platforms such as Google Play Newsstand and social media spheres. In Television, the Group continues to make prudent investments in its content lineup and coming up with new programmes to attune to the younger generation. The Group also strengthened its on-demand elements offered via its video portal 'Tonton' which currently has over 5 million registered users. In fact, Tonton is also now in the groove with the increasing demand for local content and archived material on the Internet, especially those offering past programmes. Increasingly, studies show that consumers are willing to pay for such content.

Similar changes have also been undertaken in your Company's Radio, Out-Of-Home, Digital Media and Content creation units. The Group's Radio stations have successfully established their online presence, complementing the content offered to the traditional listeners over the airwaves. The stations' applications are now readily available on mobile devices while their presence on popular social media applications such as Youtube, Facebook and Instagram are immense with over 6 million followers. Many of the online services offered to date were developed by Media Prima Digital which continues to provide a platform to innovate and incubate new applications. Meanwhile, Media Prima's Out-Of-Home unit has increased investment in the latest advertising technologies available to cater to the ever discerning market. Strengthening the Group's Content creation business also has a lot to do with its overall plan to diversify its earnings base. Content creation will continue to produce hit content for traditional media both for domestic and global markets, as well as digital platforms.

Corporate Governance

Your Company will continue to make prudent investments to keep pace with the industry in time to come but at the same time, allow me to assure you that adequate and proper check and balance procedures are constantly put in place to ensure that Media Prima takes only well-calculated risks and that new investments it commits to, will commensurate with potentially viable returns.

In order to do this, the Board has ensured that the Risk Management Committee has refined the risk management framework to be more holistic and quantifies impacts clearly while our Audit Committee ensures solid and ethical business practices are constantly adhered to. Both committees report directly to the Board of Directors. I believe it is this sound practice that was appreciated by the UK-based Ethical Boardroom journal when it bestowed upon Media Prima its "Best Corporate Governance (Media Category) – Asia" award status in November 2015.

Moving Forward

I am guardedly optimistic of 2016 being a good one for Media Prima but at the same time, the industry, like almost all others, is expecting a challenging year ahead as the global economic environment continues to remain uncertain. Malaysia is not insulated, with the 2016 national GDP being forecasted lower. At the industry level, factors such as consumer fragmentation, technological advancements, the shift to digital media advertising and increased competition from new entrants and global media players will continue to pose challenges to Media Prima.

It is in a period such as this that it must be agile and constantly look for ways to realise new opportunities. The Group will surely continue with its efforts to ensure that it will be in the right place when the economic recovery begins.

In Gratitude

On behalf of the Board of Directors ("Board") and Management of Media Prima, I would like to welcome YM Raja Datuk Zaharaton binti Raja Zainal Abidin and Datuk Mohd Nasir Ahmad to our Board, both of whom bring a wealth of experience and expertise having helmed leading positions in various leading organisations.

I would like to take this opportunity to also express the deepest gratitude to my predecessor, Tan Sri Johan Jaaffar, who during his chairmanship, had contributed greatly to establishing Media Prima as the leading integrated media company in Malaysia. We wish him well in his future endeavours.

I would also like to express my appreciation to the Board members for their invaluable support and guidance. Thank you to all our shareholders, clients and business partners also.

My deep thanks also go to the Senior Management and employees of Media Prima, led by the very abled Group Managing Director, Dato' Sri Amrin Awaluddin. I wish to thank all employees for their contributions and hope we will continue to operate as a team to keep the Group at its rightful place as the leader in the Malaysian media industry.

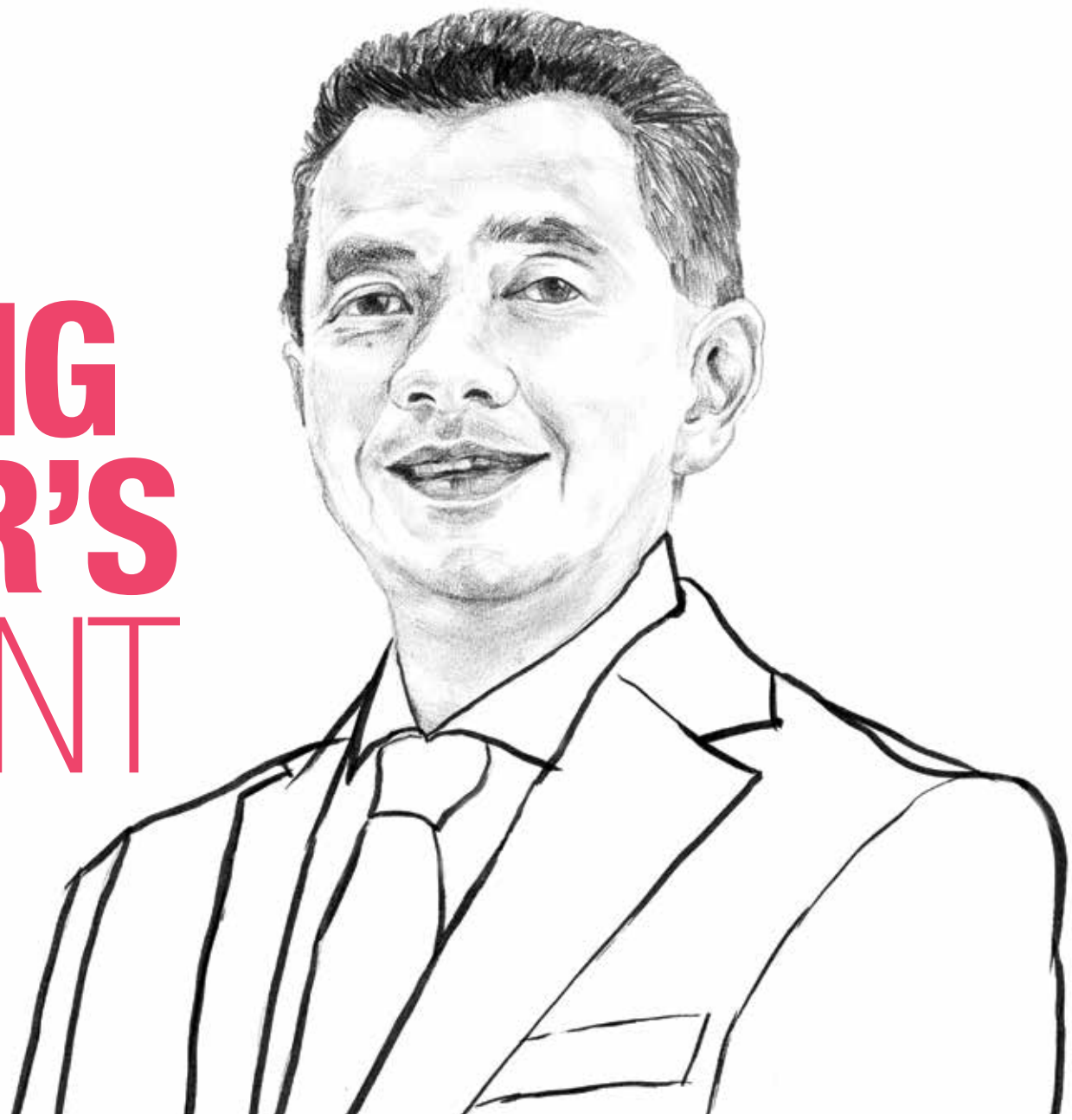
Many thanks must also be recorded to the Ministry of Communications and Multimedia, the Malaysian Communications and Multimedia Commission, Government Ministries, Regulatory Bodies and agencies that Media Prima works closely with throughout the year.

Finally, thank you to all our viewers, readers and listeners for your continued support of Media Prima.

Datuk Seri F.D. Iskandar

From giving aid to the needy to championing the entertainment industry with awards shows, to connecting with its audience during ground events, Media Prima also embraces innovation to continuously remain relevant in people's lives because Everyone Counts.

GROUP MANAGING DIRECTOR'S STATEMENT



Dear stakeholders of Media Prima Berhad,

> There isn't a better way to describe 2015 other than it being a tough year, both for Malaysia as a nation, as well as Media Prima as a business entity although in the final analysis and despite the challenges, we remain focused on our plans to forge ahead.

The nation started 2015 with a significant portion of the population inundated by floods, resulting in thousands being displaced and massive economic losses. East Peninsular Malaysia suffered the most as raging flood waters destroyed, for many, all that they had.

Just as we were recovering from the calamity, an earthquake with a magnitude unseen before struck the beautiful state of Sabah, and that too resulted in loss of lives and properties.

The second half of 2015 brought even more hardships as the entire nation was blanketed by thick smog resulting from uncontrolled open burning in a neighbouring country. Malaysians felt helpless and like the choking haze, a sense of despair engulfed us throughout the period.

At the same time, a period of anxiety continued to prevail in the economy, given the prolonged weakness in global oil and other commodities prices and as a section of Malaysia's traditional trading partners resorted to quantitative easing to safeguard their own economies, consequently dampening the economic sentiment even more.

As a trading nation which essentially depends significantly on revenues from oil and gas as well as other primary commodities such as palm oil and rubber, Malaysia's outlook amongst investors suffered a beating.

Like other emerging economies, Malaysia too saw the rapid departure of foreign funds from its shores in 2015, as portfolio managers sought safer havens and alternatives. This resulted in the rapid decline in the ringgit's exchange value against major currencies to levels similar to those seen during the 1998 regional economic crisis.

The eventual introduction of the Goods and Services Tax (GST) in April 2015, while planned much earlier, added more to the already weak consumer sentiment. While the initial fears later showed signs of receding, other economic factors such as the increase in the costs of living, unfortunately kept spending patterns weak as consumers held back on purchases due to sentiments.

As a Group which derives about 90 per cent of its earnings from advertising revenue, Media Prima relies heavily on the consumer market maintaining a vibrant environment. The weak consumer sentiment throughout much of 2015 has indeed affected the Group, at least in realising its full potential for the year.

And all these, amid an even greater challenge provided by the rapidly-changing business environment on account of the fast advancing technology especially the widening role of the Internet as a new medium for communication, presented our group with an overall challenging operating environment throughout the year.

While the challenges posed by technology to the media industry is not new, we knew that we had to be continuously equipped with the proper business plans to navigate through what we saw as disruptors to our traditional business models.

Dato' Sri Amrin Bin Awaluddin
Group Managing Director

New technology and innovation has led to evolution within society and consequently rapid changes in consumer behaviour. Studies have shown, and continue to show, that all traditional ways of conducting business such as ours are being threatened, be it our Radio, Print, Television as well as our Out-of-Home advertising concerns.

As a group, we have seen the development keenly over the past few years, knowing well that we cannot stop the global technological advancement and changing consumer behaviour. We have made a conscious decision to embrace the changes technology brings, while assuring ourselves that as a Group, Media Prima has undergone even more difficult periods before, and survived.

We have decided that the key to our continued existence and viability has been our ability to keep the team intact in whatever situation. We realised that only by working as a team would we be able to preserve our environment and the ecosystem that we are in as a media group. With that in mind, we have relooked at our traditional ways of doing business and innovated as much as we could to keep abreast with the new environment whilst remaining relevant to our consumers.

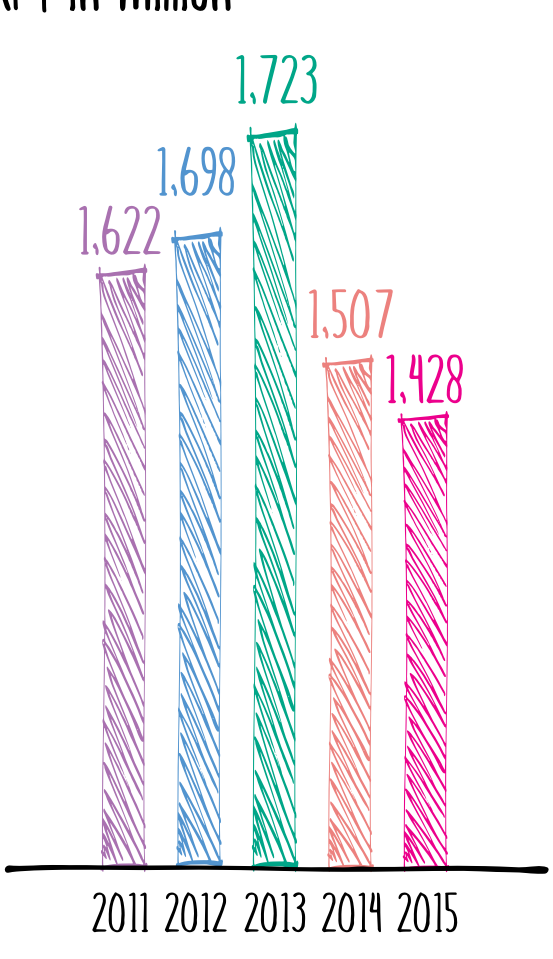
As the only integrated media group in Malaysia, we are involved in the broadest spectrum of the business, ranging from printed newspapers, online news and content offerings, free-to-air television networks, content creation, radio and out-of-home advertising.

Throughout the period that Media Prima has been conducting business, our stakeholders, consumers of our products, advertisers and our employees have been an integral part of the entire eco-system. That eco-system itself has not changed despite the rapid change in the way our products are consumed and distributed.

Media Prima staff worked tirelessly to pack relief items for flood victims in the country. This is part of many other initiatives to help victims of disasters.

Group Revenue

RM in million



Which is why that although the larger business environment was somewhat weakened in 2015, we have decided that none of the components constituting our ecosystem are to be left out. As far as Media Prima is concerned, everyone counts.

From our own colleagues to the society served by all our media platforms, Media Prima continues to put people at the very top of its priority. We were quick to mobilise assistance and support during the national floods and the Sabah earthquake tragedy while continuing our efforts to help the needy especially in forging links between them and potential donors.

All our media platforms consciously worked towards keeping the public informed during those periods of disaster, not only to ensure the society we serve are rendered assistance as quickly as possible, but more importantly to enable them to get back on their feet as soon as possible.

While business conditions were tough in 2015, Media Prima managed to maintain its profitability, recording a net profit of about the same level as what was achieved in 2014. Much of this was made possible on account of effective cost management through the reactivation of our Project WISE 2.0 and our ventures into new areas, such as our forging of business relationships with small-and-medium enterprises.

The Group-wide Project Wise 2.0 *"Susah Senang Bersama"* entails removing unnecessary costs and promoting prudence across the organisation. We managed to cut costs across the board while being constantly mindful of the need to balance between such exercise and maintaining high levels of quality of our products and services.

In addition, 2015 saw the benefits of the workforce rightsizing exercise we undertook towards the end of 2014 through a Mutual Separation Scheme. As the scheme ensured participating staff were accorded adequate compensation, it was well-received.

Media Prima Television Networks maintains domination of viewership share of 37 per cent albeit rapid fragmentation of television audience due to technology evolution and changing consumer behavior. It occupied the top 40 slots for most viewed programmes amongst all channels throughout 2015. Our TV3 remains a leader in the premium mass Malay television market.

TV3's continuous efforts to maintain relevance of its offerings amidst a constantly demanding audience has borne fruits when among others, it charted history by winning the Gold Award at the Putra Brand Awards 2015 under the media category.

In its online platform, TV3 continues to enhance its online viewing offerings through Tonton Premier, resulting among others with the title *"Akasia: Mencintaimu"* recording the highest buy ever in the online video portal's history.

During the year, our ntv7 and 8TV also made significant efforts to enhance their content offerings. ntv7 aired a new morning breakfast show *'Good Morning Tai Tai'*, the first of its kind, to the market while efforts made by 8TV brought positive results in the form of increased engagements with its audiences through interactive activities, strengthening its image as a 'brand that cares'.

GROUP MANAGING DIRECTOR'S STATEMENT

One FM's environmental campaign is one of many socially responsible activities MPRN conducts to engage listeners and upkeep Mother Earth.

In the Radio segment of the business, our radio networks were the most followed on social media during the year. During the year, the Group's radio networks participated in collaborations across Media Prima's platforms, such as through *'Projek Muzik Hot FM'*, a corporate social responsibility programme in collaboration with the most prestigious music programme in Malaysia, TV3's *'Muzik Muzik'*, to fund and commercialise the winning song and unearth local talents in songwriting.

In the printed newspaper segment, our oldest member in the stable, The New Straits Times (NST), celebrated its 170th year of publishing last year. The country's oldest English newspaper continued with its rebranding and positioning efforts during the year.

Throughout 2015, NST undertook campaigns to rejuvenate itself in conjunction with its 170th anniversary. Among others, it introduced changes in the daily's look and feel, with more visuals on its front and back pages and also increasing the usage of graphics. For the first time, last year the NST broke the 35-year monopoly enjoyed by Malay-language newspapers in winning the coveted Kajai Award for the 2014 edition.

The NST also tied up with internet giant, Google, to offer news content on the Google Play Newsstand. It also launched its mobile app known as NST Mobile in October 2015.

MPRN HAS **6.2** MILLION
SOCIAL MEDIA FOLLOWERS

NEW STRAITS TIMES CELEBRATED ITS 170TH YEAR OF PUBLISHING

HARIAN METRO
REMAINED THE COUNTRY'S NO.1
PRINTED NEWSPAPER
WITH ABOUT
3.7 MILLION PEOPLE READING IT DAILY

OUT-OF-HOME ADVERTISING UNIT
CONTINUES TO LEAD THE MARKET
BY INTRODUCING NEW ADVERTISING SOLUTIONS TO POTENTIAL CLIENTS

Our popular Malay-language tabloid, Harian Metro, despite having experienced a decline in readership during the year, continued to make inroads in the online publishing field by introducing digital offerings including *'Zon Interaktif Persona'*, Tech Kingdom and HM Mobile Apps. Harian Metro is also on Google Newsstand.

Having enjoyed consistently high readership during the past years, Harian Metro remained the country's number one printed newspaper in terms of readership for the 10th year running in 2015 with about 3.7 million readers reading it daily.

Our established Malay language daily, BH, performed well in 2015, recording an unprecedented 29 per cent growth in overall readership, well above the overall Malay language dailies' readership expansion of 8 per cent.

During the year, BH strengthened its brand through the campaign *'Satu Untuk Semua'* a marketing campaign it undertook in collaboration with the Group's other media platforms such as Television, Print, Out-of-Home advertising and online media. BH was offered through the Google Play Newsstand from September 2015 while its BH Mobile app was launched the following month.

Our OOH advertising unit continues to lead the market, maintaining its dominant share of 44 per cent as it introduces new advertising solutions to potential clients. During the year, it was also awarded several new key concessions which includes stations naming rights for Prasarana Malaysia Berhad which was taken up by partners such as AirAsia and Bank Rakyat.

Other achievements in 2015 by our OOH division include the launch of Cubiq@Imbi as well as the Cubiq@Jalan Bangsar, both of which are interactive-enabled high quality LED screens that have the capacity to execute synchronised animated multi-screen connectivity.

This deep belief in providing value to all customers via innovative and creative solutions has yielded results when the company won the Gold Award at the Spark Awards for Media Excellence 2015 under the Best Media Solution OOH category. The win was based on BTO's successfully executed campaign – the first 5-sensorial creative OOH campaign in Malaysia which uses the sense of smell, sound, touch, sight and taste.

A major scoop for BTO in 2015 was when it also won another Gold and a Silver awards under the Best Engagement Strategy and Best Experiential categories, in addition to the Gold award for Best Media Solutions.

In the digital sphere, the Group as a whole made strong inroads into the digital solutions and creative strategies markets including offerings in diversified advertising platform services. Through Media Prima Digital, we were involved in the development of mobile applications and internet game business.

Spurred by our resilience in the challenging period of 2015, we now look forward to strengthening our relationships within the eco-system as the Group continues to execute and monetise the various plans it has made within the past years.

With completion of our CREAM-O initiatives, the Group has embarked on a new strategy called *'Odyssey'*, essentially comprising efforts to integrate vertically all our offerings via the multitude of platforms we own.

Through vertical integration of our offerings, we will be able to diversify our revenue stream, 90 per cent of which is now derived from advertising. From the high dependency on advertising, some 80 per cent is derived from our television and print businesses, and 90 per cent of this from the domestic market.

We are well on our way towards changing the composition of our earnings base by increasing non advertising revenue, non-television and non-print revenue, earnings derived from outside Malaysia, and at the same time to continue growing our traditional sector whilst retaining a DNA that of an integrated media group.

From being limited to a business-to-business operations, we are gradually introducing more business-to-consumer offerings such as digital content through our Tonton mobile television platform which has registered an increase in subscribers, our ZIP portal offered by Harian Metro and BH's digital magazine, *BHPlus*. The NST has meanwhile strengthened its digital news division and will also enter the digital magazine market soon.

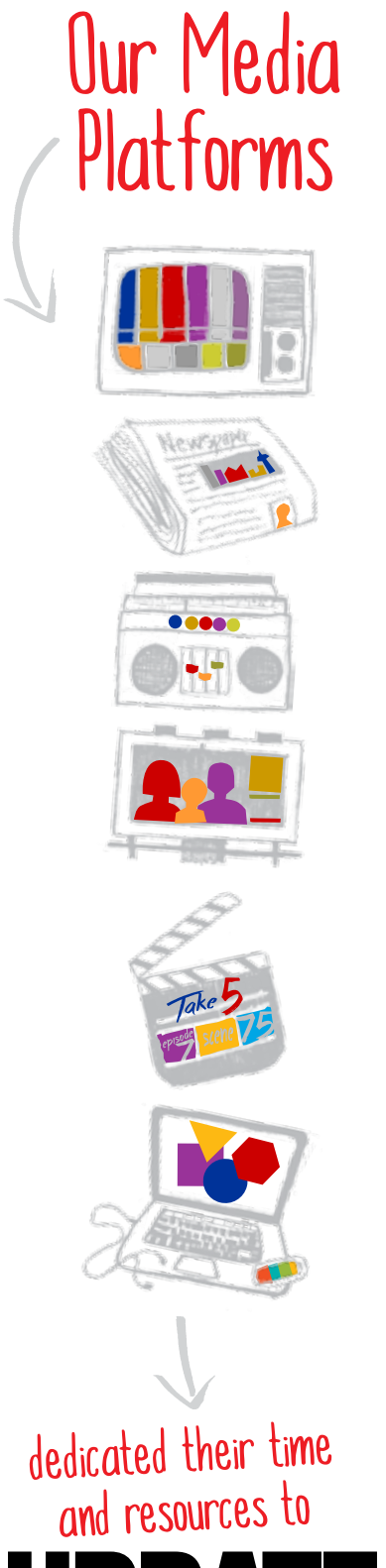
Indeed the industry is undergoing exciting times and our quest to realise our full potential as an integrated media group will continue. For our colleagues, we will strive to ensure that Media Prima is the choice working place where their ideas and creativity will evolve.

For the general public, we will continue to inform them and keep society abreast with the latest developments and for our customers, to ensure that amid the rapid developments in the media world, we will continue to offer them the best solutions for their needs and requirements.

As for the catastrophe that has occurred, we would like to thank the caring public for their contributions towards the Tabung Bencana NSTP-Media Prima that have enabled thousands to benefit. On our part, we will continue to create awareness of the plights of the victims. Why? Because Everyone Counts.

Dato' Sri Amrin Bin Awaluddin
Group Managing Director

CUBIC @ Jalan Bangsar digital panels, launched in Q3 2015, are among the milestones for MPB's OOH segment.



media prima

Review of Operations

WE BELIEVE THAT TO SUSTAIN THE BEST WE HAVE TO CREATE AND NURTURE AN ECO-SYSTEM THAT IS PRODUCTIVE, CREATIVE AND INNOVATIVE

Television

Media Prima TV Networks operates Malaysia's four leading free to-air television stations namely TV3, Malaysia's No.1 TV station in the country; TV9, popular amongst Young Fresh Mass Malays; as well as 8TV and ntv7, No.1 and No.2 leading channels for the Chinese and Urban demographics. It is also home to Tonton, Malaysia's free video portal.

14

Print

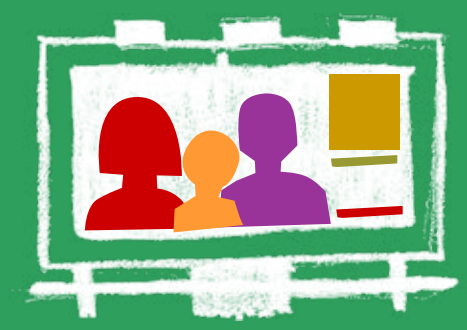
Media Prima owns more than 98% equity interest in The New Straits Times Press (Malaysia) Berhad, which publishes three of Malaysia's most recognised national newspapers, New Straits Times, BH and Harian Metro, as well as their respective weekend editions.

20

Radio

"Home of the Gen-Y", Media Prima Radio Networks has four popular stations namely Fly FM, Hot FM, One FM and Kool FM to cater to all types of listeners and engage them all day long.

26



Out-of-Home

Big Tree Outdoor is Malaysia's leading Out-of-Home advertising company with a string of exclusive concessions at major highways, key rail transit system, prominent lifestyle shopping malls, selected international airports and key market centres. Big Tree together with Kurnia, UPD, TRC and Gotcha continue to hold a commanding 44% market share with more than 8,000 advertising panels nationwide.

32

Content

Media Prima owns and operates Primeworks Studios Sdn Bhd, an established content production company in Malaysia with more than 5,000 hours of content output in diverse categories covering television, cinema and digital platforms every year.

36

Digital Media

Media Prima Digital embraces technical innovation, digital solutions and creative strategies. It offers a holistic digital consultancy which encompasses creative solutions, diversified platform services, e-commerce expertise and is also involved in the development of mobile applications and games.

40

media prima

Television

"The fantastic programmes on television are made much more enjoyable when viewed with your loved ones. It is part of my quality bonding with the family."

- Aziah McNamara
Lecturer

THE GROUP'S **No.1** POSITION

it takes

integrity

WITH EACH CHANNEL DEDICATED TO SPECIFIC **AUDIENCE** TARGET SEGMENTS

THE 4 CHANNELS COLLECTIVELY HOLD **37%** MALAYSIA TELEVISION VIEWERSHIP

Media Prima Television Networks

Media Prima TV Networks operates Malaysia's four leading free-to-air television stations namely TV3, Malaysia's No.1 TV station in the country; TV9, popular amongst Young Fresh Mass Malays; as well as 8TV and ntv7, No.1 and No.2 leading channels for the Chinese and Urban demographics.

SISTEM TELEVISYEN MALAYSIA BERHAD

CH-9 MEDIA SDN BHD

NATSEVEN TV SDN BHD

METROPOLITAN TV SDN BHD

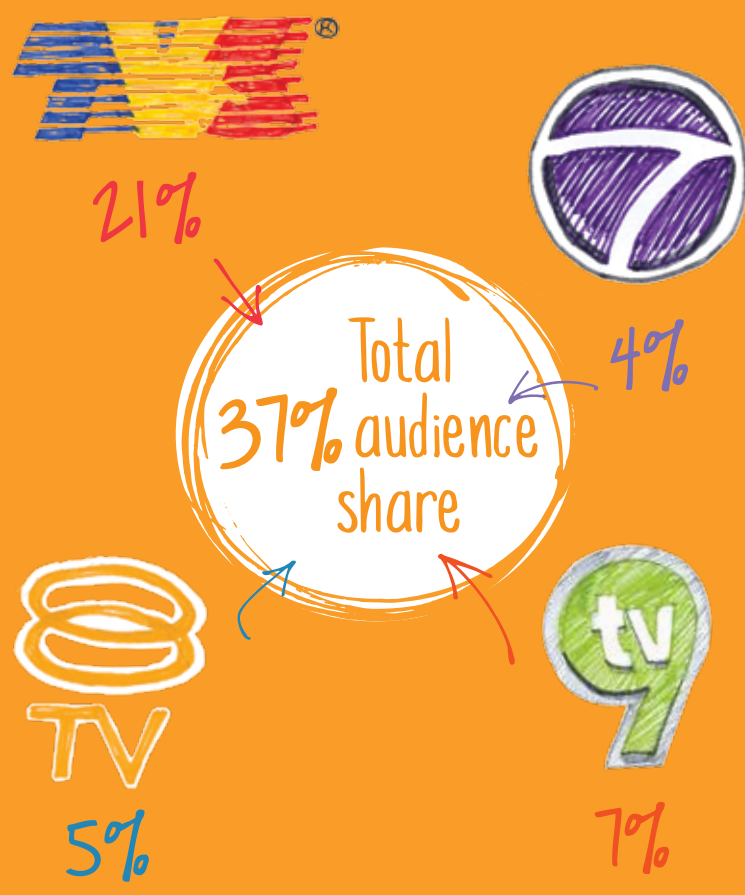
tonton® www.tonton.com.my

www.tonton.com.my

Television

THE MALAYSIAN TOP 40

Yuan Carnival is held especially for ntv7 and 8TV audience.



Media Prima Television Networks (MPTN) strives every day to connect with its audience across all four of its television stations namely TV3, TV9, ntv7 and 8TV. That is the reason why the top 40 programmes with the highest viewership across all channels (including pay TV) in 2015, according to Nielsen, belong to MPTN. Call it the Malaysian Top 40.

"Over the years, we have invested substantial resources into research to better understand our audiences' preferences. We also frequently hold engagement based events which help us connect with them. With all the insights we have gathered, MPTN can then continuously deliver award-winning and engaging content that is fresh and relevant. Our programmes continue to attract huge numbers of viewers and evoke strong emotional responses and conversations amongst our 6 million strong legion of social media followers.

Ground events like Karnival Jom Heboh continue to engage audiences year after year.

Our ground events like TV3's hugely popular Karnival Jom Heboh, and TV9's Raudhah attracted over 300,000 visitors while thousands more throng to 8TV's and ntv7's Yuan Carnival. These events help us maintain our relevance with our fans.

MPTN's Chief Executive Officer
Datuk Kamal Khalid

Datuk Kamal added that MPTN's strength lies in its diverse range of content and programming that resonates with different types of audiences. "MPTN's 'mass effect' is still unbeatable. Hence we make reaching target markets that much more specific and easy for our clients," he concluded.

Raudhah ground events never fail to capture the crowd at all venues.

The first television, an electromechanical device capable of producing very small and blurry monochrome images, was developed in 1884.

As a recognised market leader renowned for innovative programming, MPTN continues to push the envelope to meet the increasingly sophisticated demands of Malaysian viewers. Amongst the notable achievements for the year include:

Musical Entertainment

TV3 continues to reach millions through its staple brands like *Anugerah Juara Lagu* (6 million), *Anugerah Skrin* (5.1 million), *Anugerah Drama Festival* (4.6 million) and *Mentor Legend Raya* (3.6 million).

Reality Shows

MPTN's hugely popular reality shows help uncover new talents. Three of the shows feature amongst the top 10 programmes with the highest reach in 2015. They are musical entertainment based reality show, *Bintang Bersama Bintang* (5.2 million), *Mentor Legend* (4.3 million) and religious themed *Da'I Pentas Akhir* (3.8 million).

Dramas

As home to Malaysia's popular television dramas, it is not surprising that most dramas on TV3 and TV9 dominate the top 40 by expanding its original content offerings featuring drama serieses that build emotional connections with viewers. The two stations also conducted an activation called *"Drama Sangat! Bus Tour"* which went to all over the Klang Valley, Kedah, Perlis and Perak to reward loyal fans by bringing their favourite drama stars for meet and greet sessions.

MPTN delivered Malaysian football to the public for free.

Sports

In 2015, Malaysian football fans were entertained with live matches of the Malaysian Super League, Piala FA, Piala Malaysia dan Piala AFC on TV3 and TV9. We delivered the best of local football to the public for free.

News and Documentary

Buletin Utama, *Berita TV9*, *7 Edition News* and 8TV's Mandarin news continued to be the preferred choice of Malaysian viewers. *Buletin Utama* in particular has a viewership of over 2 million. Long running documentaries and magazine programmes like *999* and *Majalah 3* maintained its popularity, reaching on average an audience of above 2 million per episode.

Chinese Content

ntv7's *The Golden Awards* became the highest-rated 'live' Chinese programme to date with over 1.2 million viewership and a 46% Chinese audience share for both the Live Show and its preceding Red Carpet. MPTN also continued its investment in the local industry through the Hong Drama belt which continues to attract a large audience. *The Cage* – a collaboration with Media Prima's Grand Brilliance to produce the first of its kind reality movie, was another innovative offering. The product was well received by movie critics and audiences alike.

Going Green

A programme celebrating 8TV's 10th anniversary by launching a "Go Green Campaign" with creative on air and online capsules to educate viewers on ways to reduce, reuse and recycle. A TV reality show called *Let's Cycle* was also launched by this channel which sees two hosts traveling across the country on their bicycles advocating various environmentally friendly tips to everyone.

The Cage, an innovative offering in reality movies.

Children Entertainment

MPTN's Bananana slot was created to ensure quality children's content is offered by all its television channels. Among the offerings include the hugely popular local cartoon series *Boboiboy* and *Awang Khenit* as well as various international fares like the Nickelodeon series of *SpongeBob Squarepants*, *Winx Club*, *Rugrats*, *iCarly* and *Dora The Explorer*. The Bananana slot enjoys viewership ratings of between 200,000 and 400,000 for its programmes. MPTN is also proud of its Bananana Hari Kantin activation where Canteen Day is celebrated with Bananana cast and crew visiting selected schools around the country. Activities designed to inculcate the spirit of teamwork while introducing entrepreneurial skills to children were held.

"At MPTN, we continue to focus on the fundamental principle of why people watch television in the first place. As with any other medium, be it online, print, radio, or on the big screen, it is the content that counts. When the things that we do resonate well with viewers, we have the ability to build a lasting relationship with them as we have done over the past 31 years," concluded Datuk Kamal.

DFKL: A CROSS-CHANNEL COLLABORATION TO UNEARTH NEW TALENTS

In line with Media Prima group's integration efforts, it was only natural for TV3 to work with TV9 in organising the second edition of the hugely popular Drama Festival Kuala Lumpur (DFKL).

DFKL was launched in 2014 as Malaysia's first and biggest drama festival. In 2015 it again brought together thousands of creative and aspiring young Malaysian talents with award-winning industry experts such as directors, producers and scriptwriters. Workshops and training sessions gave participants the chance to develop their skills as well as provide a platform to showcase their content. DFKL ended on a high note with a grand gala dinner *"Anugerah DFKL"* which was aired live on TV3 to recognise the best videos in various categories. #DramaFestKL also trended No.1 in Malaysia during the live broadcast of the awards show.

Anugerah DFKL gala dinner was the highlight of the DFKL.

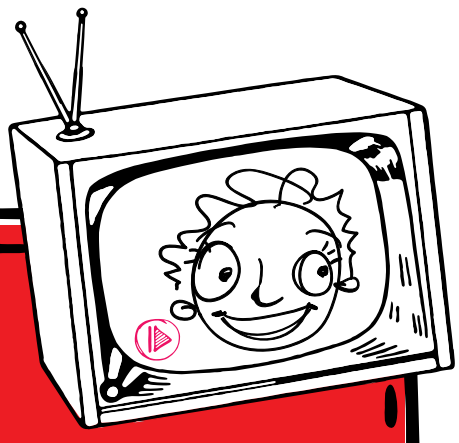
TONTON: PROVIDING MALAYSIA WITH ON-DEMAND VIEWING

Launched in 2009, Media Prima's Tonton remains the leading portal for live and free content in the form of drama, lifestyle, entertainment, news and talk show programmes. To date the Tonton portal enjoys more than 700 million page views and up to 40 million video views per year.

"The figures keep increasing in line with the changing content consumption habits from traditional methods to new media. We introduced a new feature, Tonton Premiere, whereby for a nominal fee, viewers can watch some of our hit programmes seven days before it airs on television," said Nur Airin Zainul, Group General Manager (ntv7 & 8TV) whose team also manages the Tonton portal.

Besides Tonton, MPTN has developed Tonton Premiere too.

MPTN CELEBRATES WITH EVERYONE



When TV3 started broadcasting on 1 June 1984, Facebook founder Mark Zuckerberg was just two weeks old!

Ini Malaysia Kita Sejati Sejiwa concert was held to mark Merdeka Day

After more than three decades in the business, MPTN has a way of keeping the relationship with its audience alive and exciting. A key strategy is to celebrate festivities together. "For us at MPTN, it is not enough that we meet our audience during ground events, or help provide assistance to the needy. We also understand how much it means to have a 'friend' celebrate your festivities with you," disclosed Datuk Kamal.

In 2015, TV3, ntv7, 8TV and TV9 collaborated to commemorate national festivities such as Chinese New Year, Ramadan, Hari Raya Aidil Fitri, Deepavali, Christmas and the Merdeka month. In the spirit of promoting tolerance, respect and unity, activities held throughout the year for all Malaysians included:

a) A very "Goat" Chinese New Year: A roadshow and tour visiting trade and agency friends. Along the way the public were brought Goat figurines to take 'selfies' with during the season.
b) 178 Chingay Festival: ntv7 and 8tv participated in the huge national Chingay Parade held in Johor Bahru, Johor where more than 300,000 people took part to march all over the southern state city.
c) Bazaar Syukur Selalu: A series of bazaars were held for the public to enjoy the holy month together while preparing for the upcoming Hari Raya Aidil Fitri Celebrations. The initiative attracted more than 400,000 visitors.
d) Ini Malaysia Kita-Sehati Sejiwa: A concert held at the National Stadium in Bukit Jalil to mark National Day.

TRAVELLING BERUANG AND BERSAMAMU – BRINGING OUT THE BEST IN PEOPLE

MPTN tries to use its platform as the nation's leading channel to reach out and make a difference in people's lives. That is why it produces programmes such as TV3's Bersamamu, which highlights the plight of the underprivileged, and Travelling Beruang, to help cancer-stricken children.

TV3's *Bersamamu* successfully celebrated its 10th year in 2015. The programme highlights the plight of individuals and families plagued by poverty, chronic illnesses, abuse, and unfortunate circumstances. In conjunction with the milestone, the station held a year-long charity campaign to raise funds for the programme's Tabung TV3 Bersamamu, the first such charity campaign held by the programme. It culminated in Festival #KAMIBERSAMAMU held in December at the Alamanda shopping mall in Putrajaya.

Meanwhile, *Travelling Beruang* began as an idea for a telemovie before graduating into a nationwide movement led by TV3. Helmed by popular local artiste Ungku Ismail Aziz, *Travelling Beruang* is a charity travelogue, aimed at raising funds for Nur Hasmime Abd Hamid (fondly known as Adik Mime) and other Malaysian children fighting cancer. Adik Mime is a cancer patient whose dream is to see the world. Due to her condition, however, she is unable to do so and instead has asked for her favourite soft toy, Mr Bear, to be taken on the journeys instead. The year-long campaign was conducted in collaboration with the National Cancer Council Malaysia (MAKNA).

TV3 personalities with Mr. Bear and a cancer patient.

#KAMIBERSAMAMU festival was the climax of a year-long charity campaign.

THURSDAY, OCTOBER 29, 2015 — NEW STRAITS TIMES | PAGE

beat JOM! BROUGHT TO YOU BY LIFE & TIMES

SPURRED ON BY A NOBLE CAUSE

Actor **Ungku Ismail Aziz** gives his thoughts on being part of a campaign to raise awareness of childhood cancer

IT feels like it was just yesterday the Travelling Beruang campaign kicked off, though it has been almost five months since its launch on June 9. I am most grateful to be part of the Travelling Beruang telefilm.

I found a new purpose in my passion — acting — when I became involved with this campaign to raise funds for children diagnosed with cancer in Malaysia. Other than that, it's hard to believe that we are almost done with the telefilm, which will air in two parts on TV3.

The first part premiered at a charity screening at GSC, Tropicana City Mall last weekend. Tickets for the charity screening were sold at RM25 each with proceeds channelled to the Travelling Beruang Makna Fund.

I also got to travel as the telefilm was shot in various countries such as Indonesia, Australia, Vietnam, Japan, Cambodia and China.

Meanwhile, Adik Mime, with whom I share my travel experiences, is getting back on her feet.

Recently, I had the privilege to talk about the campaign at the Attorney General's Chambers in Putrajaya. I was surprised with the invitation. It never crossed my mind that they would be interested or be supportive of this campaign.

As of now, there are more than 10,000 photos posted on Instagram with the hashtag #TravellingBeruang. What is more important is the love and support from those who donated.

The funds are not limited to the purchase of teddy bears sold on Air Asia flights (AK flights).

You can also donate to the Travelling Beruang Makna Fund via its Maybank account, 5140 7561 6705.

TRAVELLING BERUANG

For his role as a father of a cancer-stricken child in an upcoming telemovie, **Ungku Ismail Aziz** was compelled to explore the reality of kid... in Malaysia. His research brought him to 7-year old Mime fro... whose cancer keeps her indoors and limits her activities. Insp... courage and positive spirit, he decided to travel the world and ... world to her via a little brown teddy bear. From just a telemovie ... **Beruang** is now a campaign launched to encourage society ... children with cancer. Reach Ungku Ismail at **traveltimes@nst.**

Ungku Ismail hosts Travelling Beruang, a charity travelogue on TV3.

> While our dramas and telemovies are extremely popular, our community-based programmes like Bersamamu and Malaysia Hari Ini help create awareness of the hardships suffered by the less fortunate in our society. Our experience shows that our viewers are compassionate, and when they learn about the anguish of disaster victims or the tribulations of the poor, they are generous in contributing to relieve the difficulties faced by the less fortunate.
>
> **Sherina Mohamad Nordin**
> Group General Manager (TV3/TV9)

media prima

Print

“Integrity is a newspaper’s greatest asset and to me, this is the single most important value we can impart to our children and grandchildren.”

- Zikri Azri
Lawyer

NEW STRAITS TIMES
THE NATION'S
MOST
ESTABLISHED+INFLUENTIAL
ENGLISH LANGUAGE
NEWSPAPER

it takes
commitment

HARIAN METRO
THE BAHASA NEWSPAPER WITH THE HIGHEST READERSHIP IN THE COUNTRY

BH
WHICH REACHES OUT TO A BROAD CROSS SECTION OF READERS

Media Prima's Print Platform

Media Prima owns more than a 98% equity interest in The New Straits Times Press (Malaysia) Berhad, which publishes three of Malaysia's most recognised national newspapers, New Straits Times, BH and Harian Metro, as well as their respective weekend editions.

NEW STRAITS TIMES | Harian Metro | BH Berita Harian

NSTP RESILIENT AMIDST CHALLENGING GLOBAL OUTLOOK

Media Prima's Print business is placed under The New Straits Times Press (M) Berhad (NSTP) banner. It is home to New Straits Times (NST), the nation's oldest newspaper, BH, Malaysia's first Romanised Malay newspaper and Harian Metro, the much sought-after Malay tabloid.

In 2015, NST turned 170 years old, while BH crossed its half century line some years back and Harian Metro inches closer to its silver jubilee mark. The year, while very challenging for a company that produces some very mature newspapers, proved that NSTP has what it takes to remain resilient against the backdrop of a general slowdown in global economy and ever-changing consumer behaviour. NSTP is still the most influential print news organisation in Malaysia.

"Six out of 10 newspaper readers in Malaysia pick up NSTP publications. Harian Metro and Metro Ahad remain as the Group's newspapers with the highest readership and circulation figures," said NSTP's Chief Executive Officer Dato' Mohammad Azlan Abdullah.

The huge leap in readership numbers for BH (20%) and BH Ahad (29%), however, more than made up for Harian Metro's drop as well as NST's, which saw a slight dip of 7% in readership for 2015. Dato' Azlan attributed BH's readership increase to the improved content offerings in the newspaper and online portal which includes a premium news segment called BH PLUS.

The year under review saw many circulation and marketing initiatives being rolled out in an effort to expand the brand presence of all NSTP products. This included on-ground and digital engagement activities.

"In terms of market penetration, NST registered significant readership increases in Ipoh (+143%), Johor Bahru (+167%) and Penang (+17%). Its readership base in the southern region (Malacca and Johor) also grew by 87%, as with its readership base in the northern region (Perlis, Kedah, Penang and Perak), which grew by 48% in total. Harian Metro meanwhile, saw significant growth in Penang (+104%) as well as the southern region (Malacca and Johor), which grew by approximately 7%," disclosed Dato' Azlan.

He said NSTP has been and will continue to produce quality and relevant news content and that in 2015, the focus was to ensure that content is delivered via both the traditional method (the newspapers) as well as to suit with the changing news consumption trends.

"Leveraging on our award-winning content and our aggressive approach in reaching the consumers, we will continue to churn out new initiatives to expand reach and relevance to our consumers through the launch of lifestyle e-magazine called ZIP and technology-based infotainment e-magazine Tech Kingdom," he said.

ZIP (which stands for Zone Interaktif Pesona) was launched in March 2015 and until today remains as the first and only bilingual lifestyle e-magazine in Malaysia. It is well-received by advertisers who love its video window as actual TV commercials can be uploaded as opposed to using static print advertisements. To date, downloads of the ZIP app are reaching 100,000 and growing.

Tech Kingdom, launched in July 2015, focuses to provide the latest on gadgets, electronics, devices, smartphones, games and other technology applications. Both ZIP and Tech Kingdom feature a number of interactive functions designed to improve readers' experience as well as augment existing content.

> "Six out of 10 newspaper readers in Malaysia pick up NSTP publications. Harian Metro and Metro Ahad remain as the group's newspapers with the highest readership and circulation figures."

Dato' Mohammad Azlan Abdullah
NSTP's Chief Executive Officer

Readership and Circulation Snapshot 2015

	Readership	Circulation (average copies sold)
New Straits Times	224K (-7%)	55,886
New Sunday Times	179K (-11%)	66,941
BH	1.225 mil (+29%)	103,303
BH Ahad	1.236 mil (+20%)	119,227
Harian Metro	3.679 mil (-3%)	217,384
Metro Ahad	4.008 mil (-3%)	237,722

Sources: Audit Bureau of Circulations, Jan-June 2015, Nielsen Consumer and Media View report, July 2014-June 2015

CELEBRATING 170 YEARS WITH THE NATION
NEW STRAITS TIMES
ESTD 1845

- **4th April 1973 – NSTP was listed on the board of the Kuala Lumpur Stock Exchange (KLSE), the same day when the World Trade Centre in New York City was officially opened.**

Happening: The NST Editorial team.

For NST's 170th year anniversary celebrations, a series of modest but impactful campaigns were held to reinforce NST's position as a newspaper that continuously places importance of integrity, quality and relevance as its utmost brand essence. In conjunction with the celebrations, the newspaper underwent a revamp in its look and feel with more visuals and graphics added especially to the front and back pages to enhance readers' experience. The Life & Times pullout as well as the New Sunday Times had a design revamp for a more organised read with articles on current issues encompassing health, fashion, food, travel, entertainment, education and lifestyle to satisfy reader's appetite for credible, quality content and information.

Another milestone for NSTP in 2015 was when BH organised for the second year running its Fiesta Muslimah BH 2015, a bazaar concept event featuring Islamic apparel, scarves and accessories as well as beauty and health products plus a mixture of fashion shows, motivational talks and knowledge-sharing on arts and entertainment under one roof. A much bigger event as compared to the first, it received overwhelming response from our business partners and the public.

Moving in time with the changes in technology, the NSTP has identified several new revenue streams while exploring new business models and improving business processes to optimise cost efficiency.

Harian Metro partnered with Yeo's to hold concerts at six venues nationwide in conjunction with Merdeka Day.

In 2015, Fiesta Muslimah was much bigger.....and better.

"One of the most significant is the move towards producing and marketing our own digital content, since mobility is the key to business growth these days. Strategically, all news publishers have been and will continue to work harder to expand their exposure in the new media segment," informed Dato' Azlan.

Content wise, NSTP is working towards a fully integrated newsroom with the primary objective of offering news round-the-clock, with breaking news first channelled online, followed by regular updates as events unfold, together with video elements whenever possible.

The nation's oldest newspaper, NST is also progressively entering the social medial domain, not only to disseminate information and news but also to provide an interactive option for readers to participate in real-time public discourses, quite similar to the printed newspaper's offering within the opinion and letters pages.

For our best-selling Harian Metro, the focus will be on producing content that is more relevant to the mass market, including youths. Digital products and videos from MyMetroTV will also be given more emphasis, as with introducing new products for the business segments. HM will also be celebrating its Silver Jubilee in 2016 and exciting plans are in store in collaboration with its business partners to celebrate and reward its loyal readers.

BH meanwhile, will continue to drive content via the four key content pillars (exclusive, community, education and lifestyle) focussing on enlarging and gaining readers from both the young adults and youth through on-going marketing campaigns and on-ground engagement.

"It is with these measures that we hope to continue to rejuvenate each of the three newspaper brands under the NSTP umbrella, and leveraging on the strength of Media Prima as a fully-integrated media powerhouse," ended Dato' Azlan.

The Android was first released in 2008, the same year the first RHB New Straits Times National Spell-it-Right Challenge for the all primary and secondary students started.

STRENGTHENING CONTENT DELIVERY FOR THE MASSES

As part of its ongoing efforts to expand brand presence, the NSTP tied-up with Google to offer news content from NST, BH and Harian Metro at Google Play Newsstand, which was launched in September 2015, followed by the launch of the mobile app a month later. In December 2015, NSTP joined Facebook Instant Articles to provide interactive and fast responsive news articles from its three titles to any FB users worldwide.

Not withstanding to the newspaper's extension into mobile, all content and news produced by each dailies are already available via multiple media platforms including on its respective website. The platform extensions on ePaper, Google Play Newsstand and on social media platforms including Facebook, Instagram, Twitter and Youtube further augments the NSTP's entire content delivery strategy to the masses.

Another significant milestone for NSTP is the introduction of BH PLUS – a new news segment and digital content for BH and BH Ahad, now available on the news portal BH Online and mobile platforms. BH PLUS offers premium news and reports, as well as a compilation of the best news report from BH print newspaper. Videos, photos, infographics and location maps are also added to enrich reader's experience.

BOLSTERING CONTENT INTEGRITY IN NEWS REPORTING

A forerunner of modern newspapers was the Notizie scritte (written notices) published monthly in Venice from 1556, priced at one Venetian coin called a 'gazetta', which is why the word 'gazette' later came to mean a newspaper.

Beyond the expansion of content delivery platforms, several measures were also adopted to strengthen the integrity of the content and reinforce brand positioning.

NST for instance, continued with its year-round brand positioning campaign entitled "A Sharper Read", to educate, engage and build loyalty; to challenge current news consumption behaviour and to show how far it will go to give facts, insights and none of the speculations.

The BT (Business Times) pullout also introduced a more in-depth analysis of what a particular news means to business communities, including more commentaries from writers with authority on specific subjects, as well as additional foreign business news items.

BH meanwhile, continued to push non-partisan content and engaged in brand building by strengthening its four main content pillars - Exclusive, Community, Education and Lifestyle - via the "Satu Untuk Semua" campaign.

Harian Metro on the other hand, adopted a more pragmatic approach to strengthen its brand with the "Padat" thematic campaign, promising content that is beyond sensation for its readers. A three-month complimentary contest was also initiated to increase its younger readership audience aged 15-19 years old, utilising social media and to reward its loyal readers. The content focus for HM has always been "news beyond sensation" – a publication providing not only news but also information and in-depth research presented through clean layout, clear infographics and eye-catching images to provide easy reading.

STIRRING UP INTEREST, GARNERING SUPPORT WITH GROUND EVENTS

The NST-MAI Asean Autoshow 2015 was graced by the presence of DYMM Sultan Selangor.

Media Prima and Harian Metro management (in blue and yellow) handing aid to the needy under the Titipan Kasih Harian Metro programme.

As the publisher of the nation's foremost group of newspapers, Dato' Azlan said NSTP is always mindful of the true role it needs to play to better understand the demands of its valued readers, and to listen more intently to its treasured customers. For this purpose, various ground events, campaigns and partnerships were established throughout 2015 designed specifically for each group of stakeholders. They are:

January – April 2015	Anugerah Bintang Popular BH	Organised for the 28th year, it is the only people's choice awards that recognises the most popular Malaysian personalities in the entertainment industry. It is also a platform for brand recognition and circulation driven activities.
January 2015	Geng Rover Harian Metro	A roving team promoting HM products within the Klang Valley and selected towns nationwide.
April-October 2015	RHB-NST National Spell-It-Right Challenge 2015	An annual event to encourage the usage of English in a fun way among students and challenging young Malaysians on their verbal and intellectual prowess in mastering English. It is also aimed at promoting the use of the newspaper as an educational tool.
January-December 2015	Titipan Kasih Harian Metro	A Corporate Social Responsibility programme to help less fortunate, including orphans, single mothers and poor families. The needy received some basic groceries and financial aid.
May - September 2015	Karnival GP Joran BH	Organised by BH Joran, GP Joran is an iconic fishing competition for anglers. Year 2015 was the 20th consecutive time the event was organised.
May & November 2015	Gotong-Royong Suara Komuniti BH	A programme to publicise Suara Komuniti BH's ability to highlight and respond to local community issues. Volunteers from Briged Sukarelawan Media Prima-NSTP and BH took part in community activities held at Jerantut, Pahang and Perling, Johor.
June 2015	Bicara BH	A forum to provide a platform for intellectual discourse regarding business, economic and social issues.
June 2015	Anugerah Pelajar Cemerlang BH 2014	A platform to reward the hard work and efforts of primary and secondary students who had excelled in their studies after attending all of BH's educational workshops and seminars in 2014.
June 2015	New Straits Times Akademi Sains Malaysia Future Malaysia Forum	Organised by NST and Akademi Sains Malaysia with an aim to help stakeholders, including policymakers, ministries, agencies, institutions of higher learning, the private sector and the media to make informed decisions to chart the way forward towards a sustainable and prosperous nation.
September 2015	NST-Petronas Urania Truck of the Year (TOTY) 2015 Awards Night	Acknowledging and recognising the best vehicles and manufacturers in the domestic commercial vehicles industry. To reward exemplary conduct and best business practices.
October 2015	Fiesta Muslimah BH 2015	A bazaar concept event featuring Muslimah related apparel, tudung and accessories as well as beauty and health products with a mixture of fashion shows, motivational talks and knowledge-sharing on arts and entertainment under one roof.
November 2015	NST-MAI Asean Autoshow 2015	A four-day autoshow for automotive brand owners to showcase their cars, bikes and trucks, held at the spacious Mines International Exhibition & Convention Centre.
November 2015	NST-Maybank Car of the Year (COTY) 2015 Awards Night	COTY is the country's first motoring award to honour and acknowledge achievements within the motoring industry. It was first organised in 2002 by Cars, Bikes & Trucks - the motoring section of NST.
November 2015	BH Boat on the Road	A freshwater fishing competition featuring bottom and casting categories held at Tasik Kenyir in Terengganu in collaboration with the Terengganu State Government.
February, July, August, October & November 2016	NST Outreach Programme	A CSR programme that started in 2014 tailoring on the strength of the brand, which is providing assistance to improve English proficiency among school children via classes and workshops. SK Bukit Lanjan was adopted, the only Orang Asli school in the Klang Valley.

MULTIPLE AWARDS SOLIDIFY CREDIBILITY

Continuing its fine run of award-winning ways, the New Straits Times last year broke a 35-year monopoly of Malay-language newspapers when three of its journalists won the coveted Kajai Award at the MPI-Petronas Journalism Awards 2014. The win was in recognition of the team's daring exposé on contaminated water being channelled to local rivers and into homes for mass consumption, an ecological cause which has been quite central to NST for a long time.

In total, NSTP was honoured in 30 different journalism and publishing awards throughout 2015. They are:

1. Anugerah Kewartawanan Kenyalang 2015 (1 winner)
2. Anugerah Pelancongan Langkawi 2015 (1 winner)
3. Prime Minister's Hibiscus Award 2014 (1 winner)
4. Anugerah Media Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan 2015 (1 winner)
5. Anugerah Media Dewan Bahasa dan Pustaka (2 winners)
6. Anugerah Cemerlang Keselamatan dan Kesihatan Pekerjaan Kebangsaan 2015 (1 winner)
7. Kinabalu Shell Press Awards 2015 (13 winners)
8. Anugerah Kewartawanan Mayor, Dewan Bandaraya Kota Kinabalu (5 winners)
9. Anugerah Malam Media Polis Diraja Malaysia (2 winners)
10. Anugerah Penghargaan Media CIDB (1 winner)
11. Malaysian Press Institute-Petronas Malaysian Journalists Awards 2014 (6 winners)
12. Pahang-DRB Hicom Media Awards 2014 (4 winners)
13. Anugerah Media Kelantan (2 winners)
14. Johor Media Awards 2014 (6 winners)
15. Anugerah Citra Sahabat Dewan Bahasa dan Pustaka (DBP)(1 winner)
16. Health Ministry Media Awards 2014 (3 winners)
17. Anugerah Tokoh Seni Budaya Pulau Pinang 2015 (1 winner)
18. Anugerah Sukan Majlis Sukan Institusi Pengajian Tinggi Malaysia (MASISWA)(1 winner)
19. Universiti Sains Malaysia Media Awards 2014 (5 winners)
20. 14th Annual World Association of Newspapers and News Publishers (WAN-IFRA) Asian Media Awards (2 winners)
21. World Bloggers and Social Media Awards (1 winner)
22. Takaful Starnite Award 2015 (1 winner)
23. Malaysia Productivity Corporation (MPC)(2 winners)
24. Anugerah Kewartawanan Universiti Sultan Zainal Abidin (UniSZA) 2015 (1 winner)
25. Anugerah Greentech (1 winner)
26. Majlis Penghargaan Media Lembaga Kemajuan Ikan Malaysia 2014 (2 winners)
27. The Secretariat For Empowerment of Indian Entrepreneurs (Seed)(1 winner)
28. Pertandingan Fotografi Jabatan Bomba dan Penyelamat Malaysia (2 winners)
29. Majlis Penghargaan CyberSecurity Malaysia (2 winners)
30. Malam Apresiasi Media Universiti Malaysia Terengganu 2015 (1 winner)

The NSTP team winning the 14th Annual WAN IFRA Awards held in Bangkok, Thailand.

The first reference to "News Papers" in English was in 1667...and the earliest citation in the Oxford English Dictionary of it spelled as one word is from 1688.

RETHINKING NEWSPAPER PRODUCTION

"With an overall aim to improve yield and increase bottom line, the focus throughout 2015 has been on keeping the costs down, reviewing and implementing better business processes for the entire newspaper production and delivery."

Dato' Mohammad Azlan Abdullah
on NSTP's cost management efforts.

In a world that is increasingly being defined by costs and profit margins, NSTP had embarked on some of the industry's most extreme cost-cutting measures which transcend across all operations and platforms.

Some of the key measures initiated all year round include areas relating to production, such as using a lesser paper grammage as well as work to improve overall yield by reducing material spoilage and proper maintenance of printing machines.

"Since raw material cost is an ever-present concern, as the nation's largest newspaper publisher, it is important for us to maintain every production target and constantly work to reduce unsold copies with more streamlined market monitoring," he said.

Going mobile: NST, BH and Harian Metro now reach readers on mobile applications.

media prima

“Hot FM is an incredibly exciting radio station. Listening to it is an experience that is meant to be shared.”

- Sharifah Rafidah Wan Mansor
Entrepreneur

Radio

OUR RADIO NETWORKS BROADCASTS TO ALMOST

4

MILLION LISTENERS

it takes

simplicity

TOGETHER WE COMMAND
THE ATTENTION OF

6.2mil

SOCIAL MEDIA

FOLLOWERS, THE HIGHEST IN

MALAYSIA

Media Prima Radio Networks

"Home of the Gen-Y", Media Prima Radio Networks has four popular stations namely Fly FM, Hot FM, One FM and Kool FM to cater to all types of listeners and engaging them all day long.

Fly FM
MAX - AIRPLAY SDN BHD

hot fm
SYNCHROSOUND STUDIO SDN BHD

One FM
ONE FM RADIO SDN BHD

kool fm
temanmu - muzikmu
COPYRIGHT LAUREATE SDN BHD

MEDIA PRIMA RADIO NETWORKS

Radio

Listen Up!!!

Malaysia's leading Radio network, Media Prima Radio Networks (MPRN), is set to soar higher with more stations, greater engagement with listeners and more innovative deals for advertisers. MPRN's latest product is expected to inject more hype into the radio industry. Stakeholders too may expect bigger Adex share and greater listenership share in concert with the various impressive efforts of MPRN's stations Fly FM, Hot FM and One FM.

Announcers from Hot FM, Fly FM and One FM worked together in aid of the needy.

With almost 4 million listeners tuning in to MPRN's stations each week, the new station is expected to drive significant growth of this figure, adding an air of inspiring upbeat tempo among MPRN team members who are largely made up of dynamic, young and exceptionally creative members who love their jobs with a passion that competitors should pay heed to.

"We created this (environment) because radio must be fun. It must be energetic and vibrant because we are the Home of the Gen Y. The young absorb what they hear and they tend to quickly respond via whatever channels MPRN makes available – Instagram, Youtube, Twitter, Facebook, website and etc," explained the network's Group General Manager Anida Mohd Tahrim. She beams with triumphant pride at her team's obvious focus in delivering the relevant content demanded by listeners and improving accessibility (the digital efforts) in line with the changes in consumer behavior.

"Every listener matters a great deal to us. Every suggestion, demand, comment and criticism means a lot to our team in order for us to keep on elevating the ante so that we are prepared for the future," she shared, adding that all feedback is then used as a guide to plan out MPRN's key business strategies to keep listeners engaged, including improved accessibility, better listening experiences and enhanced presence in the hearts and minds of radio followers.

All efforts to grow MPRN have a positive impact – listenership has grown to 4 million (3.6 million in 2014), while a whopping 6.2 million users follow MPRN radio stations on social media that has resulted in 55 million hours of online streaming monthly. (MPRN social media followers were 4.4m in 2013 and 5.2m in 2014).

As The Home of Gen Y, MPRN also believes deeply in giving back to society – each station is heavily involved in its own CSR initiatives. Besides organising a Kenduri Doa Selamat, all three stations participated in flood relief missions to Kelantan and Terengganu as part of the Media Prima Group effort. It had also helped generate awareness to facilitate donation for the said cause. For example, Fly FM rolled out its *Ben and Hafiz Apam Balik War*, where some uniquely flavoured Apam Balik were sold to raise funds that was channeled to the homeless people in Kuala Lumpur.

If there is one thing MPRN strives on, it is its WOBI (We Love Big Ideas) tagline. "We welcome all ideas - big or small – and we love turning them into creative ways to suit the client's needs in reaching their target market. In the past we went beyond commercials, beyond expectations on stunts, ground activation and station campaigns, such as "rebranding" Hot FM to "Cool FM" for a day in conjunction with the new look of 100PLUS. We will continue to be aggressive in providing healthy competition in the radio industry in Malaysia," said Seelan.

REACHING 4 million LISTENERS

facebook
instagram
twitter
youtube

MPRN Social Media followers

Media Prima expands radio operations

In October 2015, Media Prima added two new radio stations to its stable. The purchase was in line with Media Prima's business strategy of acquiring more media assets to add to its portfolio, allowing the Group to further participate in the market for radio advertising.

The new radio stations are also expected to derive potential synergistic benefits from collaborative sales and marketing strategies between the radio and other media platforms while enjoying significant cost savings through consolidation of back office and operational costs.

GLOBAL RECOGNITION FOR MPRN'S PSAs

Giving back to society in the most creative and engaging ways is among MPRN's strengths. This was proven when in June 2015, MPRN received Bronze, Silver and Gold awards at the Summit Creative Awards 2015 held in Portland, Oregon, USA, for work its Public Service Announcements (PSAs).

Radio Media Prima raih anugerah SCA

Kreativiti warga kerja MPRN diiktiraf antarabangsa

Oleh Shahrizan Salian

Rangkaian Radio Media Prima (MPRN) yang merangkumi tiga stesen radio iaitu Fly Fm, Hot Fm dan one FM menggondol anugerah Emas dan Perak bagi kategori Perkhidmatan Awam Radio pada Anugerah Sidang Kemuncak Kreatif 2015 (SCA) di Portland Oregon, Amerika Syarikat (AS).

Anugerah Emas dan Perak itu menerusi penyertaannya dalam mesej perkhidmatan awam masing-masing bertajuk 'Keganasan Domestik-Penghantaran Pizza' dan 'Peluang Kedua'.

Ia juga meraih anugerah Gangsa bagi kategori Kempen Radio menerusi penyertaan bertajuk 'Mula Bersuara' dalam majlis berkenaan.

Pengurus Besar Jualan dan Pemasaran MPRN, Elaine Lee, berkata kemenangan di SCA itu adalah petunjuk jelas kekuatan serta keunikan syarikat untuk menarik perhatian pendengar.

"Kami bukan hanya memainkan skrip biasa namun terdapat juga elemen audio untuk menarik perhatian pendengar. Ia mustahak kerana dengan radio, anda perlu mendapatkan kesan audio untuk tertarik dalam tempoh yang lama," katanya menerusi satu kenyataan.

Penulis Naskhah Iklan Fly Fm, Wan Hafiz Wan Ahmad pula berkata mereka dimaklumkan mengenai kemenangan menerusi e-mel pada 3 Jun lalu.

Suatu penghormatan

"Ia satu penghormatan kepada pasukan kerja MPRN kerana satu pengiktirafan antarabangsa ke atas kreativiti kami dan dinilai dalam kalangan ribuan penyertaan dari seluruh dunia," katanya.

Beliau terbabit dalam kempen radio 'Mula Bersuara' yang mendapat inspirasi daripada pelbagai isu keganasan domestik.

Penulis Naskhah Iklan one FM, Jackson Tan yang terbabit dalam penyertaan bertajuk 'Keganasan Domestik-Penghantaran Pizza' pula berkata mesej yang dihantar bukan sekadar pengumuman perkhidmatan awam (PSA) biasa, namun sesuatu yang dapat menarik perhatian dan membolehkan pendengar berfikir.

*Warga kerja Rangkaian Radio Media Prima yang **merangkul anugerah SCA** di Amerika Syarikat baru-baru ini.*

Fara Fauzana also bagged the Most Popular Female Announcer at the Anugerah Bintang Popular Berita Harian 2014

The Gold and Silver awards were won in the Public Service Radio category by MPRN's work entitled "*Domestic Violence*" and "*Second Chance*" entry respectively. The Bronze award was accorded under the Radio Campaign category with a work called "*Break The Silence*".

A recognition given to creative firms, the Summit Creative Awards is an international advertising competition that offers participants a unique opportunity to showcase their talents alongside similarly positioned agencies, and to have their work judged by experts in the advertising field. Companies and individuals from more than 50 countries and across five continents have participated in this prestigious 22-year-old competition - the first and best of its kind.

"Over the years, we highly encourage our team to give their best effort and participate as this is an important platform to showcase their talent," said Mr Seelan Paul, Chief Executive Officer of MPRN.

Besides the SCA, one of MPRN's announcers, Fara Fauzana, also bagged the Most Popular Female Announcer at the Anugerah Bintang Popular Berita Harian 2014. This was her eighth consecutive win(!) reflecting how talents are being groomed and developed at Media Prima.

MPRN: INTERACTIVITY AND ENGAGEMENT IS THE NAME OF THE GAME

To keep things exciting, MPRN's Head of Marketing Elaine Lee said campaigns, events and lots of interactivity are lined up year after year. "For 2015, we conducted more than 20 campaigns and events such as *Hot Fly Mash Up*, *#30Hari30Masjid* and One FM *Happy Kaki* besides producing some very unique content in our programmes," disclosed Elaine whose job to entice advertisers is also boosted via the network's resources to also conduct cross-platform integrated investment opportunities.

Among the cross-platform campaigns conducted in 2015 included *Projek Muzik Hot FM*, a collaboration between Hot FM station and TV3's highly rated *Muzik Muzik*, to not only unearth local talents in songwriting but to also help fund and introduce undiscovered local talents to the market. *Projek Muzik Hot FM* successfully garnered almost 3,000 entries. There was also the Chinese New Year Goat Tour that helped introduce CNY albums featuring talents from the radio and television.

Elaine also disclosed that the ground events, an integral part of MPRN's many strategies, provided on-ground activation where the stations could get closer to their listeners. "Because each listener matters to us, these events have enabled us to successfully bring our talents and announcers to our fans and them to us. Campaigns such as *Honda Family Road Trip* and *Hot FM Akustika*, meanwhile, have been triumphant in helping our business partners reach their goals".

Digitalisation of radio, especially via mobile applications, has helped to increase accessibility and improve both domestic and global listenership for MPRN. It is one of the key strategies for the network to adapt to the changes of how listeners are tuning into radio. The applications provide features that allow greater interaction between MPRN and consumers.

MPRN's continuous improvement of digital offerings also helps to provide other forms of content to complement radio programming, said MPRN Chief Executive Officer Seelan Paul. Other offerings include YouTube channels which offer exclusive videos of local celebrities, key events and promotional campaigns and provides additional content to further enhance the listening experience.

"For 2015, we conducted more than 20 campaigns and events such as Hot Fly Mash Up, #30Hari30Masjid and One FM Happy Kaki besides producing some very unique content in our programmes."

>> Elaine Lee Yee Lim

MPRN's Head of Marketing

MPRN'S ACTIVITIES AND UNIQUE CONTENTS

PIX HIGHLIGHT

#1

Concert Hot Jam was held in Penang and Johor in conjunction with Hot FM 9th Anniversary.

#1

One FM Music Tour was received well by listeners.

#1

Fly FM announcers distributed food to the homeless in Chow Kit Kuala Lumpur.

No.2 english station with 529,000 listeners

with almost 2.4 million listeners

with almost 1 million listeners

#1

PROJEK MUZIK HOT FM

A CSR project collaborating with the country's most prestigious music show, *Muzik Muzik* (of TV3). Aim: Unearth local talents, fund and to commercialise winning song.

#2

CHINESE NEW YEAR GOAT TOUR

A collaboration between Radio and TV for CNY 2015 to bring 178 goat figurines around the country for photo moments with the public. Also introduced CNY album, featuring talents from Radio and Television.

#3

WOBI – CAMPAIGNS DRIVEN BY GREAT IDEAS

To sustain healthy business relationships with clients and advertisers.

#4

INTERADS

A customised sales strategy called InterAds2 to maximise revenue stream. First in region to explore InterAds evolvement in digital space.

#5

HONDA FAMILY ROAD TOUR

A series of activity-filled road tours nationwide to reach out to the potential buyers. Successfully into its third consecutive year by 2015.

#6

HOT FLY MASH UP

A collaboration with a client in conjunction in their promotions to introduce new products, where Hot FM and Fly FM together delivered cross-language messages (Fly FM in Bahasa Melayu and Hot FM was conducted in English).

#7

KARNIVAL USAHAWAN DESA 2015 PUTRAJAYA

An activation with the Rural and Regional Development Ministry where *Kunci Masyuk Hot FM Finale* ground event was held with the grand prize of RM300,000 awarded to the main winner.

#8

CALTEX #RAYA30RUMAH

Another collaboration with a client, Hot FM brought its announcers to visit listeners throughout Syawal to celebrate the festivities. Caltex contributed a RM500 hamper for each visit.

#9

SOCIAL MEDIA ADVANCEMENT AND ONLINE ENGAGEMENT

MPRN surpassed 6.2 million users and an average of 55 million hours of online streaming per month. This is besides social media and digital engagement efforts like Instagram, Facebook, Twitter and Youtube.

#10

#HOTFMBELANJASAYA

An activation to reward and engage listeners via Instagram. One of the winning entries was a request for a wheelchair, and this garnered huge talkability while touching the hearts of Netizens.

#11

#30HARI30MASJID

Throughout Ramadan, Hot FM announcers visited selected mosques for IFTAR with the local community and they shared stories, experiences and special moments with listeners via Instagram and Facebook.

AM (Amplitude Modulation) was one of the first radio waves to be used for radio broadcasting. Its wavelength is about as long as a football field and the antennas used to transmit them consumed up to 50,000 watts of power.

30th November 2013 – Hot FM reached its 1 millionth Facebook follower on the fanpage.

#12

HOT FM AKUSTIKA

Airing online via Hot FM's official YouTube channel, local and international artists were invited to record their current popular songs in acoustic version. Tremendous response from the public.

#13

#FLYFMRT4RM

An engagement activity that uses the Twitter to connect and get reactions from listeners. Cash prizes allocated for winning callers.

#14

ONE FM HAPPY KAKI

One FM announcers (Yin Yin, Nicholas, William and Wayne) searched for popular local food places with help from listeners. Listeners' engagement was simply to join the announcers at the spot, and they will get treated!

#15

MASH UP HOT FM

Each month, two local talents collaborated to produce a knock-out performance on this morning shows. Aired every last Friday of the month.

#16

HOT JAM

Two concerts, held in Penang and Johor in conjunction with Hot FM's 9th anniversary, garnered a total of 18,000 audience.

#17

HOT FM BUSKING JAM

A small stint that featured Caliph Buskers and KRU in Central Market evolved into bigger shows held in Port Dickson (Negeri Sembilan) and Terengganu, attracting a total of 6,000 audience.

#18

HOT TV

Supporting local talents, this 2-year-old programme was aired on TV9 with contents deriving from Hot FM's Top 5 radio show.

#19

ONE LIVE STAND

A ground activity for pre-Valentine's Day where local musicians Talitha Tan, Narmi and Elizabeth Tan performed at Page 2, Publika.

#20

FLY FM STRIPPED ONE LIVE STAND VALENTINE'S EDITION

A special live show during Valentine's Day period that received overwhelming response from the public. On-air winners were treated to front-row seats of the musical fun time.

#21

BEN AND HAFIZ ICE CREAM WAR

Fly FM's morning announcers battle it out with each other in an ice cream war. The result was many new flavours of ice-cream, based on votes received from listeners.

#22

BEN AND HAFIZ APAM BALIK WAR

A charity-based activation that engaged listeners while raising funds for the homeless.

#23

SOCIAL VIDS

Branded video/radio content which has received high acceptance among clients. This engagement is expected to continue at MPRN.

#24

#HAFIZDENNISGUIBO

A talent search to find a replacement for Ben who was a morning show announcer over at Fly FM but since he left, Dennis emerged as the latest talent to take over his place. The trio is also known as #flywolfpack.

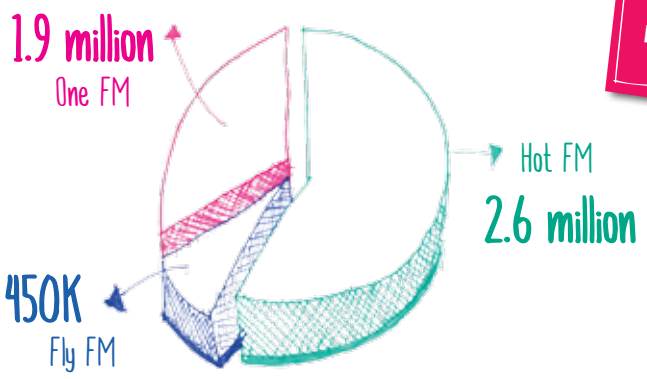
#25

THE ONE DJ SEARCH

A talent search among the young to add to One FM's stable of announcers and Brandon was chosen to take up the responsibility.

Digital listernership as of November 2015

As at November 2015



In radio terms FM stands for Frequency Modulation.

#1

In collaboration with Caltex for #Raya3Orumah, Hot FM announcers visited the campaign winners and surprised them with cash and hampers...

#1

A scene at One FM music tour in Penang.

#1

One FM announcers during the "Kembalikan Kehijauan bersama One FM" CSR Project.

#1

Fly FM's morning announcers engaged with listeners during an ice cream war.

media prima

“Our brand awareness and sales increased by placing our advertisements on unipoles. Hence, we will continue spending on OOH as we have done for the past 2 years. We believe it also builds trust and confidence in our brand.”

– Mawar Binti Abdul Karim
Director of Fareeda Global Resources Sdn Bhd

Out-of-Home

FUTURISTIC
DIGITAL MEDIA SERIES
TO ALL MARKET SEGMENT

it takes
versatility

INTEGRATED
OOH
SOLUTIONS
TO ALL MARKET SEGMENTS

Media Prima Out-of-Home

Big Tree is Malaysia's leading Out-of-Home advertising company with a string of exclusive concessions at major highways, key rail transit system, prominent lifestyle shopping malls, selected international airports and key market centres. Big Tree together with Kurnia, UPD, TRC and Gotcha continues to hold a commanding 44% market share with more than 8,000 advertising panels nationwide.

BIG TREE OUTDOOR SDN BHD
KURNIA OUTDOOR SDN BHD
GOTCHA SDN BHD
THE RIGHT CHANNEL SDN BHD
UPD SDN BHD

Out-of-home

BTO LEADING WITH INNOVATIVE SOLUTIONS

Station Naming Rights – Air Asia
Bukit Bintang Station (KL Monorail)

As Malaysia's undisputed market leader in the Out-of-Home (OOH) advertising industry, Media Prima's Big Tree Outdoor (BTO) is also the only provider of integrated OOH media solutions. In the OOH arena, the Group is not only represented by BTO but also Kurnia Outdoor, The Right Channel, Gotcha and UPD – all of which are combined to provide business partners with an integrated OOH media solution catering to all segments of the market.

For 2015, Big Tree maintains its past year's standing, commanding 44% share in OOH media solutions market with more than 8,000 advertising panels planted in strategic locations across Malaysia. The huge market share translates to almost RM170 million in revenue.

8,000
ADVERTISING PANELS AT
STRATEGIC LOCATIONS
ACROSS MALAYSIA

EVERY EYEBALL COUNTS

"We strongly believe in providing value to all customers through creative OOH advertising solutions. At the same time, we help enhance the picturesque cityscape of Kuala Lumpur and the landscapes of all other states in Malaysia with colours and sounds. BTO's solutions are used by some of the world's leading brands because of our ability to provide customised advanced solutions that have the ability to help advertisers gain more eyeballs," said BTO Chief Executive Office Jeff Cheah.

The year in review saw BTO bidding and winning new key concessions that will help radically expand its reach and strengthen its position as the market leader. They include OOH advertising at Nu Sentral Mall in Kuala Lumpur, a trendy shopping destination being described as Malaysia's first integrated lifestyle and transit mall hub through its seamless link to "Stesen Sentral". Another breakthrough for BTO is developing the Station Naming Rights (SNR) programme together with light rail operator Prasarana Malaysia Berhad.

"We consider it a breakthrough in terms of providing our clients with maximum value to promote their services and bring their brands closer to consumers. By strategically immersing commuters of Light Rail Transit (LRT) with creative advertising solutions, the SNR programme really enhances the ambience of rail stations and makes travelling exciting for commuters," said Jeff. BTO's SNR is currently available at the Kelana Jaya Line Bank-Rakyat-Bangsar, KL Gateway Universiti and KL Monorail Air Asia Bukit Bintang stations.

The Intermark Elevated Walkway

CREATIVITY + HARD WORK = GREAT PAYOFF

LuMi Pillars at Jalan Bangsar

Throughout 2015, many initiatives were launched by BTO to boost revenue and generate sales and hype for all brands under the Media Prima OOH arm. Roadshows and events, launches of new sites for products and other creative initiatives have all paid off for BTO.

The "Fantastic Packages" targeted at Small & Medium Enterprises (SME) was launched in early Q1 to kick off the year followed by another exercise in Q2 themed "Boost Programme". The latter was launched to generate new sales revenue and push utilisation of any unoccupied sites under BTO.

"Of course, remembering our East Malaysian friends, we conduct quarterly Roadshows in Sabah and Sarawak in order to maintain our services to clients there while taking the opportunity to meet potential advertisers interested to explore chances of being seen on our billboards located at the Kuching, KK International airports as well as in Miri," said Jeff.

Other milestones achieved by BTO in 2015 included the launch of Cubiq@Imbi as well as the Cubiq@Jalan Bangsar. The Cubiq series is BTO's latest interactive enabled LED spectacular that puts an edge to BTO's offerings. Cubiq's digital screens have the capacity to execute synchronised animated multi-screen connectivity.

Besides these product and services, BTO also upgraded some of its sites in order to increase the value of the assets. This would help in garnering higher advertising rates and provide organic growth.

Ideas and solutions abound at BTO. A new media idea that proved to be a major score was the Cosmic Digital Towers at Nu Sentral.

AWESOME SOLUTIONS
GET AWARDS FOR BTO

Major scoop for BTO at the Spark Awards for Media Excellence 2015.

BTO's deep belief in providing value to all customers via innovative and creative solutions has borne fruit when the company was selected to receive Gold award recognition at the Spark Awards for Media Excellence 2015 under the Best Media Solution OOH category. The win was through BTO's successfully executed campaign – the first 5-sensorial creative OOH campaign in Malaysia which uses the sense of smell, sound, touch, sight and taste.

Another major scoop was when BTO also won the two Gold and one Silver awards under the Best Engagement Strategy and Best Media Solution – Experiential categories at the same award events.

BTO was awarded the Gold Award for Best Media Solution Out-of-Home category for their successfully executed 5-sensorial creative OOH campaign in Malaysia encompassing creative ways to stimulate sight, sound, smell, touch and taste to entice consumers for a client's coffee product. The Spark Awards for Media Excellence, organised annually by the Marketing magazine, recognises the top media solutions, products and services from media owners and publishers across South Asia, Southeast Asia and ANZ. The Awards acts as the main platform for media owners to demonstrate their innovations and effectiveness to advertisers, agencies and clients.

OOH MEDIA OF THE YEAR

Big Tree Outdoor's (BTO) dominance as a market leader is undisputed when, in 2015, it won the OOH Media of the Year award for the sixth consecutive year! The accolade, by Advertising & Marketing magazine, is an indicator of the value BTO has brought to its clients over the years. BTO's CEO Jeff Cheah said with this latest win, the team is even more eager to provide the best solutions to advertisers, and enhance Malaysia's city-scape better.

Cosmic Digital Tower @ NU Sentral

A BRIGHT FUTURE BECKONS BTO

"Being the biggest group of OOH companies in the country, we constantly strive to lead the way in terms of solutions, innovation and creativity. The pressure to keep ahead of the pack is a stimulating one that we enjoy very much," assured Jeff. Beautifying the cityscape and attracting eyeballs are BTO's utmost priorities too.

BTO has expanded its OOH inventory to provide a more comprehensive nationwide network and concurrently provide solutions that are different and innovative. For instance, some strategically located sites BTO enjoys include prime locations along Jalan Maarof, Jalan Bangsar, Jalan Bukit Bintang and Jalan Sultan Ismail.

"Advertisers love these screens as they allow them to creatively and effectively communicate to their customers," he said.

Among the plans up BTO's sleeves are enhanced media formats and improved aesthetic appearances for all its assets which is then often associated with better occupancy, greater yield and higher revenue performance for the company. This is in line with the Group's overall emphasis and commitment to all stakeholders.

Content

Take 5 episode 7 scene 75

"There is a story to tell out of everyone and every happening. It is interesting to watch the various engaging ways the stories are presented – some in documentaries, drama series, travelogue, films, and entertainment shows."

– Mohd Nazuan Salleh
Creative Director

Media Prima Primeworks Studios

Media Prima owns and operates Primeworks Studios Sdn Bhd, an established content production company in Malaysia with more than 5,000 hours of content output in diverse categories covering television, cinema and digital platforms every year.

Content

PRIMEWORKS STUDIOS, SPEARHEADING THE WORLD OF CONTENT

CONTENT IS A BIG PART OF MEDIA PRIMA AND A BIG PORTION OF CONTENT WORK IS PRODUCED BY SUBSIDIARY PRIMEWORKS STUDIOS SDN BHD, ONE OF THE LARGEST AND MOST ESTABLISHED PRODUCTION COMPANIES IN MALAYSIA. "WE PRODUCE ABOUT 5,000 HOURS OF EXCITING CONTENT FOR TELEVISION AND DIGITAL PLATFORMS AS WELL AS CINEMATIC BLOCKBUSTERS ANNUALLY," INFORMS THE COMPANY'S CHIEF EXECUTIVE OFFICER, AHMAD IZHAM OMAR.

Primeworks Studio's Asian origin has become a strong influence in the company's unique narratives and perspectives, which bodes well for the company as it aims to captivate local and international audiences with engaging and contemporary content.

In 2015, Primeworks Studios continued to produce outstanding content for Media Prima Television Networks (MPTN) enabling the latter to maintain its popularity and dominant stature. Shows produced by Primeworks Studios dominated the top 10 programmes with the highest viewership in Malaysia across all television channels. These include the annual songwriting competition Anugerah Juara Lagu (3.7 million viewers), the star-studded annual awards shows Anugerah Bintang Popular Berita Harian (3.2 million viewers), Anugerah Skrin (2.3 million viewers) and reality programmes aimed at unearthing local talents such as Bintang Bersama Bintang (2.7 million viewers), Da'i (2.4 million viewers) and Mentor Legend (2.3 million viewers). "2015 also saw the return of Malaysian football programmes and matches on TV3 and TV9 which was produced by Primeworks Studios," disclosed Izham.

Primeworks Studios continued to invest in existing and new programmes, enabling them to have a strong and loyal following amongst television viewers. Among those that have become household names include flagship programmes like *999* (2.3 million viewers), *Majalah 3* (2.3 million viewers), *Bersamamu* (1.8 million viewers) and others, all of which continuously resonates well with viewers.

"Primeworks Studios is also actively producing local Chinese content like *The Golden Awards, Good Morning Tai Tai, Ho Chak, Step Forward* and *8 Style* for 8TV and ntv7. These programmes, besides giving our audience the kind of entertainment they want, is also Media Prima's way of becoming an industry builder where we nurture local talents to front and produce content. The same can be said of our efforts on talents in local dramas where the endeavor is also making us become the main provider of Chinese local dramas," said Izham.

TV3 and TV9's popularity amongst followers of local television dramas and television movies are partly due to the successful content produced by Primeworks Studios for this genre. "Dramas and telemovies produced by Primeworks Studios regularly fill the highly popular Akasia, Lestary, Miranda, Cerekarama, Ratu and Aurora slots. Dramas such as *Teman Lelaki Upahan* (2.3 million viewers) and the award winning *Hidayahmu Ramadan* (1.7 million viewers) captivated the audience with good viewerships both on air and online via Tonton," explained Izham.

On the movie front, Grand Brilliance's films continue to win accolades and critical and commercial acclaim. *Cicakman 3* (its co-production with KRU Studios and Astro Shaw) was one of the Top 5 box office films in 2015, while others such as *Girlfriend Kontrak*, *Rembat* and *Love, Supermoon* were well received by audiences and critics alike. Grand Brilliance also created history in 2015 by releasing Singapore's first commercial Malay film in years called *Banting*. The film *KIL* won Best Screenplay at the Asean International Film Festival and Award 2015 while *Gila Baby's* sterling performance swept five major awards including Best Comedy Film at Anugerah Lawak Warna 2015 and two acting awards in Anugerah Skrin 2015.

On the Animation front, Primeworks Studios led in the aqcuisition of *Ejen-Ali* for the Group. The effort is a co-investment venture with Wau Animations (one of the creators of the globally popular Upin & Ipin) to develop and produce the animated series. "We expect *Ejen Ali* to be a huge hit just like Upin & Ipin for which there would be other spin-offs like merchandising, mobile games and apps. It will be a brand to look out for," said Izham. So far, he said the Company has received great interest from international buyers.

Primeworks Studios was born on the same day as the opening of the Olympics Games in Beijing China - 8th August 2008.

"Ho Chak" features hosts Gary(left) and Orange(right) in its exciting series.

BREAKING BORDERS, BUILDING BRIDGES

Host Baki Zainal takes audience on a travel adventure in Step Forward.

The company has always aimed to bring its truly Asian content across geographical boundaries. Co-productions with globally renowned brands remain a key strategy to achieve this target as well as to bring in new perspectives into our narrative.

"As the content viewing world becomes borderless, it makes sound business sense to break geographical boundaries and help promote all things Asian."

Ahmad Izham

CLEVER GIRL

He added that in 2015, these collaborations have enabled the production of gems such as *Ishikawa Kau Memang Lawa!* and *Mad Markets Ishikawa* (with Hokuriku Asahi Broadcasting, Japan), *Best In The World Japan* (Nippon TV), *Majalah 3: Badminton Sensei* (Fuji TV, Japan), *Ke Indonesia Ke Kita* (Airbnb) and *Clever Girl* (FreemantleMedia Asia). These programmes complement the existing array of award-winning content produced exclusively by Primeworks Studios, thus providing further impetus to penetrate new markets all around the world.

Primeworks Distribution (PWD) has made significant inroads in tapping the international content sales market, which is in line with Media Prima's strategy to seek new sources of revenue. In 2015, PWD successfully ventured into new territories, recording sales in Qatar, Oman, Japan, Hong Kong and Macau. PWD also made headway into the up and coming over the top ("OTT") market with content sales to Iflix, VUCLIP, VIKI and Hooq. Moving forward, the advent of OTT, Multi Channel Networks (MCN) in Malaysia would present new opportunities for Primeworks Studios to expand its earnings potential.

Cinema came to Malaya in 1933 with the screening of Laila Majnum, a story based on a Sanskrit play of two ill-fated lovers. It was directed by B.S. Rajhans and produced by the Singapore-based Motilal Chemical Company.

media prima

Digital Media

“My iPad is set up so i can watch Tonton on it. It allows me to get away from things – i’m independent and mobile. I can even watch ‘Autumn di Hatiku’ in the car.”

- Hazelynna Jasni
Advertising Executive

it takes

innovation

Media Prima Digital (MPD)

Media Prima Digital embraces technical innovation, digital solutions and creative strategies. It offers a holistic digital consultancy which encompasses creative solutions, diversified platform services, e-commerce expertise and is also involved in the development of mobile applications and games.

media prima DIGITAL

MEDIA PRIMA DIGITAL SDN BHD

MEDIA PRIMA LABS

MEDIA PRIMA DIGITAL: OFFERING ELECTRIFYING DIGITAL ADVENTURES

As the leading Digital Media Group in Malaysia, Media Prima Digital (MPD) has been prominently involved in the development and management of Media Prima Berhad's online operations, including the assets belonging to the various platforms – TV3, ntv7, 8TV, TV9, Fly FM, Hot FM, One FM, New Straits Times, BH and Harian Metro. Every platform's online presence will not be complete without MPD's input and assistance. In short, 2015 has been about continuing to bring electrifying solutions and assistance to the Media Prima group and all its clients.

"There has been a lot of innovation and incubation in the last 5 years. In 2015 alone, we focused more on developing our expertise and staying ahead of the digital game. At the same time, we also 'returned' all of the Group's digital initiatives back to respective platform owners," said MPD General Manager (Product and Innovation) Nicholas Sagau.

For example, Tonton which was initially meant to provide television viewers with exclusive shows and appointment viewing of their favourite shows, was initiated and developed by MPD. The initiative was to help extend the life of and expand the reach of Media Prima's television programmes. To date, there are more than 5 million registered users of Tonton and the figure keeps increasing.

"We did a lot of improvement along the years, adding in interactive features and made sure the back end of Tonton ran smoothly before handing its total management back to Media Prima Television Networks (MPTN) mid this year 2015," disclosed Nicholas. Tonton's success has also seen a by-product in the form of Tonton Premier, a digital service that offers exclusive viewing of programmes seven days ahead of airing time on television.

Similarly, the same 'handing over' of digital assets were done with News Straits Times, BH and Harian Metro for their onward management and development of respective e-newspapers.

After the handover, MPD moved on to offering digital consultancy to the group's clients by helping them communicate with their audiences through strategic digital campaigns and fully managing the execution of it. The service aims at providing expertise in digital communications and engagement by building competencies in communication-based content strategies suited for the digital space and current media consumption patterns, such as Social Media Marketing, Search Engine Marketing, etc.

This consultancy arm of the MPD also functions as a digital production unit that creates and maintains microsites, produces online viral videos, conceptualises services for mobile application development and provides editorial support for clients.

Another venture MPD went into in 2015 was in providing e-commerce services to all platforms within the Group. "Via digital, there are so many possibilities to extend the branding of every platform and product, and we have a team of experts to help in collaboration with external third parties to make e-commerce a key revenue generator," said Nicholas.

"We are also embarking on data and analytics work because we feel the Group's business should also be driven by it. Hopefully, we can start seeing some results of this work by mid-2016," said Nicholas.

With the increasing demand and trend for the Mobile Applications and Games within the digital industry, MPD has taken the step forward to champion the development within this industry, hence the Media Prima Labs (MPLabs) is established. MPLab leverages on the unique intellectual properties of Media Prima Group, such as *Jalan-Jalan Cari Makan*, *Joran*, *Harian Metro Mountain Bike Grand Prix*, *Ejen Ali* and more. Aside from developing mobile products for Media Prima's group of companies, MPLabs also welcomes ideas from the public, in accelerating and helping to materialise the ideas to an actual product as well as seeking strategic partnerships with technology startups and game developers.

MPLab has since embarked on an exciting work including the production of mobile applications and games. Among the example of mobile application already made available is the *Jalan-Jalan Cari Makan* (JJCM) app which was produced to further lengthen life span of the television programme of the same name while offering users its functions that feature latest food promotions and locations.

"We are working with many parties to add more features and interactivity into the JJCM app such as restaurant booking as well as home delivery services besides the normal listing, rating, commentary plus deals and discounts"

Nicholas Sagau
MPD General Manager (Product and Innovation)

INNOVATION AND INCUBATION: THE *EJEN ALI* HACKATHON

In a world where digital invention is becoming a norm, MPD is well equipped to help the Media Prima Group generate some new and non-traditional revenue streams. Among them include the potential sales of games and applications, products that are seemingly becoming popular among today's discerning consumers.

"Take the *Ejen Ali* game for example. Besides just a game product to be downloaded, it is also an extension of the *Ejen Ali* television programme. This shows how MPD can help promote a brand and widen its reach to consumers at the same time," disclosed Nicholas, adding that this is the Group's first attempt at extending one of its Intellectual Properties (IP) to the mobile game industry.

A hackathon, a gathering of game creators to plan, design and create new mobile games that features *Ejen Ali*, was organised to source for talents to further develop the efforts. It is hoped that the *Ejen Ali* game will be launched together with the television animated series in 2016.

"The Malaysian digital and gaming industry contains a lot of talents that we can tap into to push forward our own IP, like this animation. This is one of the ways for us to embark and go further into the digital world," said Nicholas.

Developers and gamers talk and compete during the hackathon.

According to National Geographic, the internet is almost 50 years old! The internet was born in 1969 when "…two computers passed test data through a 15-foot gray cable," inviting several universities to join up on the ARPANET.

DELIVERING SUCCESSFUL STORIES

THE LAST 5 YEARS SAW MPD CARRYING OUT A LOT OF INNOVATION AND INCUBATION WORK. AMONG THEM WAS BACK-END IMPROVEMENT OF THE TONTON SERVICES.

"Tonton was initially a catch-up service we provided so that viewers who missed a certain programme on television can watch it at a time convenient to them. The aim then was to extend the shelf life of programmes and brands which the Group created in television. While doing that, we discovered that a whole lot more features could be added to Tonton to make it a really satisfying experience for the users. With this in mind, MPD then took Tonton many steps further by developing the service to include advertising, content, marketing and engagement models for Tonton," said Chan Sow Boon, MPD's Marketing Communications Manager.

Once Tonton started moving smoothly, the entire management of Tonton's content and business was transferred to its rightful owner, the Media Prima Television Networks. This occurred in mid-2015 and Tonton is expected to be relaunched by Q1 2016.

Tonton was made available so that consumers can still get their favourite shows and programmes in their favourite methods.

Larry Page and Sergey Brin are the two masterminds behind the world's largest search engine Google, and it was developed as a project during their graduate studies at Stanford University!

Able to know what users like, dislike, even shopping habits

Throughout 2015, one of MPD's deliverables included migrating the entire group's user database into an industry standard data. This will then set the pace for an industry-based standard data analytics work, also known as big data.

THE NEXT FRONTIER: BIG DATA BUSINESS

The MPD team ready to go into the "big data" business.

"Completion of this work will allow Media Prima to go into the big data business which can then assist us in monetising a lot of our services. We are also able to provide data services to our internal stakeholders. An example is how much deeper we can delve into data of our Tonton registered users as well as the Group's data. Once we go deep into Tonton audience profiling, for instance, we are able to know their likes and dislikes, shopping habits and etc. Then we can offer them improved services in various ways. This will add value to the Group," said MPD chief Nicholas Sagau. This work is expected to bear fruit in 2016.

Nicholas and his team at MPD are very excited about joining what they call 'the big data game' due to the endless possibilities of revenue streams it represents.

"The big data game is about limitless possibilities of business ventures that can be delved into, all in digital languages, but which can be translated into services and products development. With big data also, MPD would be able to assist in the Group's strategy of increasing its non-traditional revenue streams," he said.

Admittedly, a big chunk of MPD's work is not tangible. But rest assured, as with all platforms within the Media Prima Group, MPD's activities will have a positive bottom line contribution.

"Also, we are aggressively looking into partnering with developers to find new ways to extend the commercial viability of existing IPs. This is merely scratching the surface of games helping other businesses," he said.

CORPORATE PROFILE

PRINT

Media Prima owns more than a 98% equity interest in The New Straits Times Press (Malaysia) Berhad, which publishes three of Malaysia's most recognised national newspapers: New Straits Times, BH and Harian Metro, as well as their respective weekend editions.

TELEVISION

Media Prima owns and operates four free-to-air television stations, which include TV3, Malaysia's No.1 station by audience share; TV9, the country's top station dedicated to Young Fresh Mass Malays or YFMs; as well as ntv7 and 8TV, the two leading channels for the country's Chinese and Urban demographics. It is also home to Tonton, a free video portal.

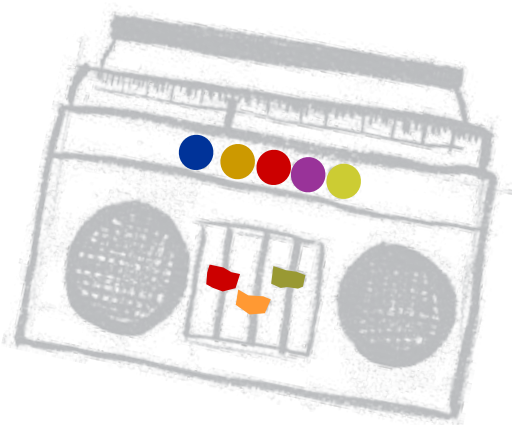
MALAYSIA'S LEADING FULLY-INTEGRATED MEDIA COMPANY

OUT-OF-HOME

Media Prima is the leading player in Malaysia's Out-of-Home Advertising sector and is represented in the market by some of the country's most recognised brand names in the industry: Big Tree Outdoor Sdn Bhd, Kurnia Outdoor Sdn Bhd, The Right Channel Sdn Bhd, Gotcha Sdn Bhd and UPD Sdn Bhd.

RADIO

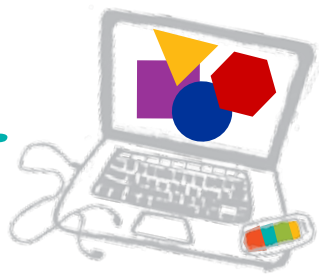
Media Prima carries three of Malaysia's most popular youth oriented radio stations, which include Hot FM, the nation's No.2 radio station for listeners below 25 years old, Fly FM, Malaysia's No.2 English station for listeners below the age of 30; as well as One FM, a fast-growing station catered to the Chinese community. Its latest addition is Kool FM, launched in March 2016.



Listed on the Main Board of Bursa Malaysia, Media Prima Berhad is the country's leading fully-integrated media group, with a complete repertoire of businesses – television, print, radio, out-of-home, content and digital media.

DIGITAL MEDIA

Media Prima, through its 100% owned subsidiary Media Prima Digital Sdn Bhd, maintains a robust online presence for all its media platforms and delivers compelling content through its multiple online portals.



CONTENT

Media Prima owns and operates Primeworks Studios Sdn Bhd, an established content production company in Malaysia with more than 5,000 hours of content output in diverse categories covering television, cinema and digital platforms every year.

OUR MILESTONES

1845

15 JULY

The Straits Times Singapore Journal Commerce is first published in Singapore. It is an eight-paged folio sized paper published every Thursday with circulation of less than 200 copies and sold at 10 cents each.

1957

1 JULY

The Straits Times Ltd produces Berita Harian, the first romanised Malay newspaper in the country.

1972

14 OCTOBER

The Straits Times Press (Malaya) Berhad transfers the Malaysian newspaper business, together with its related assets and liabilities to a wholly-owned subsidiary, The New Straits Times Press (M) Sdn Bhd. This marks the birth of the company in its current form.

1973

4 APRIL

NSTP is listed on the Main Board of the Kuala Lumpur Stock Exchange.

1976

4 OCTOBER

The first local financial newspaper, called Business Time (BT) is published by Financial Publications Sdn Bhd, a subsidiary of NSTP. Today, BT is part of NST.

1984

1 JUNE

Sistem Televisyen Malaysia Berhad is incorporated as Malaysia's first private commercial television station. Transmission starts six months ahead of schedule, making it the fastest station ever established in the East.

1988

25 APRIL

TV3 is listed on the Main Board of the Kuala Lumpur Stock Exchange, the first station to be publicly traded in Malaysia.

31 AUGUST

TV3 begins transmission in Kuching and Sibu, Sarawak.

1991

25 MARCH

Harian Metro, Malaysia's first Malay daily afternoon newspaper is published.

1998

ntv7 first comes on air on 7 April 1998 as Malaysia's third private free-to-air TV station. The station specialises in urban and international content and catalyses profound growth in the media industry across the country.

2003

To celebrate its 19th anniversary, TV3 organises the *Karnival TV3 2003 Sure Heboh* which travels to Johor Bahru, Malacca, Kuantan, Penang, Ipoh and Kuala Lumpur. It is now known as *Karnival Jom Heboh* and is visited by an estimated 5 million people every year.

2004

8 JANUARY

8TV begins operations on January 8th 2004 and transmits free to the entire West Coast of Peninsular Malaysia and Kuantan on the UHF band carrying the tagline "We Are Different".

2005

30 DECEMBER

Media Prima completed the acquisition of the highly popular ntv7, strengthening its position in the lucrative urban market.

2006

6 FEBRUARY

Hot FM begins transmitting nationwide with *"Lebih Hangat Daripada Biasa"* Tagline.

22 APRIL

TV9 begins broadcasting carrying the tagline *"Dekat Dihati"*.

2008

8 AUGUST

Primeworks Studios is launched.

2009

19 JANUARY

Radio Networks expands with the addition of one FM.

2010

6 AUGUST

Tonton, Malaysia's premier video portal is launched.

2012

15 SEPTEMBER

The first LED trimmed lightboxes in the country are rolled-out at the KLCC Convention Centre – KL Pavilion Elevated Walkway.

2013

27 JUNE

Big Tree Outdoor launches its first synchronised digital screens in Bukit Bintang.

2014

20 JANUARY

NST – Permanis 5D Campaign - the scented newspaper was part of NST's 5D sensory campaign to engage its readers through sight, sound, smell, touch, and taste with the launch of Wonda, a Japanese premium ready-to-drink coffee from Permanis Sandilands.

28 MAY

BH organises the first Bicara BH to provide a platform for intellectual discourse regarding business, economic and social issues.

18 AUGUST

Grand Brilliance's feature films sweep all Top 5 nominations for Best Film, Best Directing, Best Screenplay, Best Editing and Best Sound at the 26th Malaysia Film Festival.

22 AUGUST

First ever breaking news via live streaming on out-of-home digital boards; related to the tragic airline incident; at Jalan Maarof Bangsar, Kuala Lumpur.

1 SEPTEMBER

Media Prima Digital ranks No.1 in the Top 20 Web Properties visited from Mobile Devices in Malaysia with 1.9 million unique visitors.

5 SEPTEMBER

As part of TV3's 30th Anniversary celebration, 30 underpriviledged individuals were sent to Mekah to perform the Haj.

20 SEPTEMBER

Golden Awards 2014 garners over 1.2 million viewership with a whopping 46% Chinese audience share for both its live show and Red Carpet, making it the No.1 most-watched primetime Chinese programme of that night across all networks.

22 SEPTEMBER

Project Orange Tropicana NSTP - In the week-long campaign, the pages of NST and BH were decked in orange, coupled with images of the fruit, as well as stories relating to juices and their benefits in Life & Times and BH2.

29 DECEMBER

Media Prima is selected as one of the few Malaysian companies that met the globally-recognised standards for inclusion in the FTSE4Good Bursa Malaysia Index.

2015

10 APRIL

Big Tree Outdoor registered its CuBig Digital Series design with Perbadanan Harta Intelek Malaysia as a significant milestone towards the digital era of outdoor advertising.

3 JUNE

Media Prima Radio Network bagged Gold and Silver awards for the Public Service Radio category in Domestic Violence during Summit Creative Awards held in the USA.

9 JUNE

TV3 launched *Kempen Travelling Beruang* to raise funds to help child cancer patients in Malaysia through the Travelling Beruang MAKNA Fund.

12 JUNE

Big Tree Outdoor acquired Nu Sentral Shopping Centre havens as part of its Big Buy advertising opportunities with a newly crafted out-of-the box media designs in line with Nu Sentral's image of being Urban, Fresh & Agile!

15 JUNE

New Straits Times (NST) celebrated its 170th anniversary, launching a series of low key but highly impactful activities engaging readers and stakeholders.

22 AUGUST

Grand Brilliance's feature film won all awards in the film category for the movie 'Gila Baby' at Anugerah Lawak Warna 2015 (ALW2015).

23 AUGUST

Media Prima bagged the Bronze Award in the Non-Traditional Annual Report – Media Category at the 29th MerComm Annual Report Competition (The International ARC Awards) 2015.

1 OCTOBER

Media Prima expands its radio operations by acquiring Ultra FM and Pi Mai FM radio broadcasting stations.

21 OCTOBER

NSTP launched its mobile applications to enable readers to access the contents of the latest news in the NST, BH and Harian Metro newspapers.

31 OCTOBER

Media Prima was ranked Best Corporate Governance (Media Category) in Asia by UK-based Ethical Boardroom magazine.

media prima

Whether left-brained

Or right-brained,

YOU'LL FIT RIGHT IN

ADVERTISEMENT

CORPORATE STRUCTURE

TELEVISION

- TV3 — 100% — Sistem Televisyen Malaysia Berhad
- tv9 — 100% — Ch-9 Media Sdn Bhd
- TV — 100% — Metropolitan TV Sdn Bhd
- 100% — Natseven TV Sdn Bhd
- WOWSHOP — 51% — Media Prima CJ O Shopping Sdn Bhd
- tonton (www.tonton.com.my) — www.tonton.com.my

PRINT

- NSTP — 98% — The New Straits Times Press (Malaysia) Berhad
- Harian Metro, myMetro, HM, HM MOBILE, HM e-Paper
- BH Berita Harian, BH MOBILE, DIGITAL BH, BH ONLINE, BH PLUS
- NEW STRAITS TIMES, NEW STRAITS TIMES ONLINE, NST DIGITAL, NST MOBILE
- ZIP

RADIO

- FlyFm — 100% — Max - Airplay Sdn Bhd
- hotfm — 100% — Synchrosound Studio Sdn Bhd
- One FM — 99% — One Fm Radio Sdn Bhd
- koolfm (temanmu · muzikmu) — 100% — Copyright Laureate Sdn Bhd

OUT-OF-HOME

- BIG TREE — 100% — Big Tree Outdoor Sdn Bhd
- KURNIA OUTDOOR — 100% — Kurnia Outdoor Sdn Bhd
- GOTCHA — 100% — Gotcha Sdn Bhd
- TRC — 100% — The Right Channel Sdn Bhd
- UPD — 100% — UPD Sdn Bhd

CONTENT

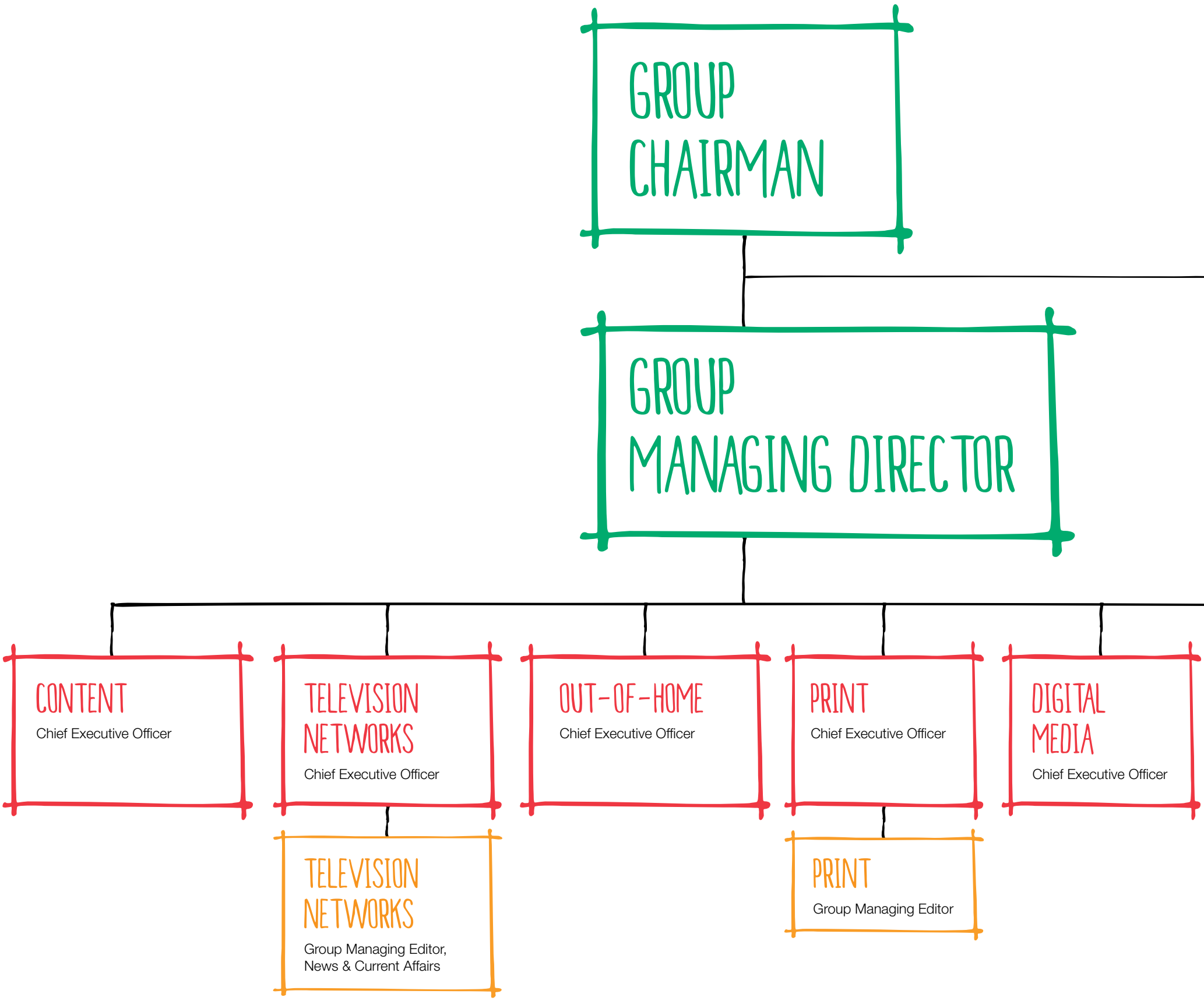
- primeworks studios — 100% — Primeworks Studios Sdn Bhd
- primeworks distribution — 100% — Primeworks Distribution Sdn Bhd
- MONKEY BONE — 100% — Alternate Records Sdn Bhd
- the 8unit — 100% — The Talent Unit Sdn Bhd
- gb grand brilliance

DIGITAL MEDIA

- media prima DIGITAL — 100% — Media Prima Digital Sdn Bhd
- MEDIA PRIMA LABS

COMPANY BRAND

ORGANISATION STRUCTURE



MEDIA PRIMA BOARD OF DIRECTORS

GROUP CHAIRMAN'S OFFICE
General Manager

GROUP CORPORATE GOVERNANCE
Group General Manager

GROUP RISK MANAGEMENT
Group General Manager

RADIO NETWORKS
Chief Executive Officer

RADIO NETWORKS
Group General Manager

GROUP FINANCE & CORPORATE SERVICES
Group Chief Financial Officer

GROUP FINANCE & SECRETARIAL
Group General Manager

GROUP INFORMATION TECHNOLOGY
Group Chief Technology Officer

GROUP MANAGEMENT SERVICES
Group General Manager

GROUP LEGAL
General Manager

INTEGRATED MARKETING
Group Chief Marketing Officer

GROUP CORPORATE PLANNING, STAKEHOLDER MANAGEMENT & REGULATORY AFFAIRS
Group General Manager

GROUP HUMAN RESOURCES
Group General Manager

GROUP CORPORATE COMMUNICATIONS
Group General Manager

Snapshots of 2015

CNY Open House

MPB held its CNY Open House for customers and other stakeholders at Sime Darby Convention Centre on 5 March 2015. There was also Yee Sang which symbolises abundance, prosperity and vigour.

Anugerah Juara Lagu Ke-29

The 29th Anugerah Juara Lagu was held at the Stadium Putra Bukit Jalil. The prestigious annual music awards, aired live on TV3 and via live streaming worldwide, garnered over 6 million viewership.

Flood Mission

More than 60 volunteers together with Hot FM's announcers and Briged Sukarelawan Media Prima-NSTP members helped clean up SK Tebing Tinggi in Kelantan which was affected by the flood early 2015.

HR Excellence Awards 2015

Media Prima was recognised as the Grand Winner at the HR Excellence Awards 2015 for its HR and people management practices and all-round growth of the business, employees, industry and nation.

Karnival Jom Heboh

TV3 rolled out its signature annual ground event, Karnival Jom Heboh, in Melaka. The event was subsequently held in several locations Malaysia, attracting hundreds of thousands of visitors at every location.

Raudhah Di Hatiku

TV9's family-oriented Raudhah Di Hatiku in Kota Bharu, Kelantan, successfully attracted over 200,000 visitors.

Anugerah Bintang Popular BH 2014

A prestigious night of recognition that is held annually to pay homage to the artistes and personalities in Malaysia's entertainment industry.

Pintar

The one day programme consisted of motivational talks conducted by TV9 and Hot FM personalities, En Aminhayat Abd Rahim and En Hafizi Roslan for MPB adopted Sekolah Kebangsaan Cherating under the flagship of PINTAR School Adoption Programme.

Anugerah Kecemerlangan Pendidikan 2014

Media Prima celebrated its employees' children who achieved good results in the 2014 Ujian Penilaian Sekolah Rendah (UPSR), Penilaian Menengah Rendah (PMR) and Sijil Pelajaran Malaysia (SPM).

Spark Awards 2015

Big Tree Outdoor and NSTP were crowned Gold and Bronze category winners respectively during a regional industry awards that recognises the best of the best in the media industry.

RHB–NST National Spell–It–Right Challenge 2015

A collaboration project between RHB Banking Group and New Straits Times, this nationwide spelling challenge has attracted over 15,000 primary school students.

#30 Hari 30 Masjid

During the holy month of Ramadhan, Hot FM announcers visited selected mosques for IFTAR with the local community and they shared stories, experiences and great moments with listeners via Instagram and Facebook.

Hot Jam

Over 18,000 people joined the Hot Jam concert held in Penang and Johor in conjunction of Hot FM's 9th birthday. It was also as an appreciation to loyal listeners.

Fiesta Muslimah BH 2015

BH organised its first Fiesta Muslimah BH aimed at creating an engagement with ardent fashionistas and Muslimah entrepreneurs.

NST Body Makeover Challenge

NST in collaboration with sports drink Gatorade organised a 12-week training programme to encourage Malaysians to maintain a healthy weight and promote the importance of hydration, post-exercise.

NST 170Th Anniversary Campaign

The NST turned 170 years old with a series of celebrations that engaged the public while thanking employees and partners.

MPB Hari Raya Open House

MPB held its Hari Raya Open House for customers and other stakeholders at Hilton KL on 5 August 2015. The event provided an excellent opportunity for MPB to celebrate Hari Raya in a warm and friendly atmosphere filled with a sense of goodwill, in the company of external stakeholders.

Rebuilding Homes

Media Prima joined forces with the Malaysian Armed Forces ("ATM") to repair homes damaged during the earthquake in Sabah under the latter's Program Jiwa Murni.

Ejen Ali Hackaton

MPB organised a two-day hack-aton as an avenue for developers to create mobile game apps for the upcoming animated television series Ejen Ali.

Program Jiwa Murni

Launch of Program Jiwa Murni collaboration between Media Prima and MINDEF to undertake flood relief efforts to areas that required assistance.

AWARDS AND RECOGNITION 2015

MEDIA PRIMA BERHAD

- Commonwealth Media of The Year 2015 by The Commonwealth Businesswomen's Network
- Best Corporate Governance, Media Company, Asia, 2015, by Ethical Boardroom UK
- ARC Awards International 2015 (Bronze) for Media Prima Annual Report 2014
- IP Management 2015 award by Ministry of Domestic Trade, Cooperative and Consumerism Malaysia
- Human Resources Excellence Award 2015

The NSTP team with their winnings at the Malaysia Press Institute - Petronas Malaysian Journalists Awards 2014.

MEDIA PRIMA TELEVISION NETWORKS

Putra Brand Award 2015

1. NTV7 (Bronze)
2. TV3 (Gold)

Seoul International Drama Award

1. NTV7 - Nominations in Best Television Drama Award

MPI+Petronas Journalism Award 2014

1. TV9 - Anugerah Berita Video/TV Cemerlang

MEDIA PRIMA RADIO NETWORKS

Summit International Awards

1. Domestic Violence - Pizza Delivery on One FM (Gold)
2. Second Chances on One FM (Silver)
3. Break The Silence on Fly FM (Bronze)

Anugerah Bintang Popular Berita Harian 2014

1. Recipient: Fara Fauzana (for 8 years consecutively)

BIG TREE OUTDOOR

The Spark Awards for Media Excellence 2015

1. Winning Gold for Best Media Solution – OOH
2. Winning Gold for Best Media Solution – Experiential
3. Winning Silver for Best Engagement Strategy

THE NEW STRAITS TIMES PRESS (MALAYSIA) BERHAD

Prime Minister's Hibiscus Award 2014

1. Environmental Journalism Award (Honourable Mention)
   - New Straits Times

Kinabalu Shell Press Awards 2015

1. Environmental Journalism Award (BM)
   - Grand Prize - Suzianah Jiffar (BH)
   - Merit - Poliana Ronnie Sidom (BH)
2. Environmental Journalism Award (ENG)
   - Merit – Olivia Miwil (NST) & Kristy Inus (NST)
3. Sports Journalism Award
   - Grand Prize - Roy Anthony Goh (NST)
   - Merit - Olivia Miwil (NST)
4. News Reporting Award (BM)
   - Grand Prize - Junaidi Ladjana (HM)
   - Merit - Thaddius Unnip (BH) & Poliana Ronnie Sidom (BH)
5. Business & Economic Reporting Award (BM)
   - Grand Prize - Suzianah Jiffar (BH)
   - Merit – Thaddius Unnip (BH) & Nazlie Zainul (BH)
6. Business & Economic Reporting Award (ENG)
   - Grand Prize - Roy Anthony Goh (NST)
   - Merit - Olivia Miwil (NST)
7. Journalism Award for News Stringers
   - Grand Prize - Ruslan Lusi (NSTP)
   - Merit - Francis Andin (BH) & Mohd Nazllie Zainul (BH)
8. Journalism Award (Feature & News Feature)
   - Merit - Roy Anthony Goh (NST) & Olivia Miwil (NST)
9. Entertainment Reporting Award (BM)
   - Merit - Poliana Ronnie Sidom (BH), Thaddius Unnip (BH) & Nazlie Zainul (BH)
10. Best News Photography Awards
    - Merit - Izhari Ariffin
11. Best Picture Award (Environment)
    - Merit - Malai Rosmah Tuah & Izhari Ariffin
12. Best Photograph for New Stringers
    - Grand Prize - Ruslan Lusi
    - Merit - Mohd Adam Eussoffuddin & Erdiehazuan Ab Wahid
13. Sports Photography Award
    - Merit - Izhari Ariffin

The coveted Spark Awards won by Big Tree Outdoor.

Malaysian Press Institute–Petronas Malaysian Journalists Awards 2014

1. Kajai Award - Farrah Naz Karim (NST), Haris Hussain (NST), Aliza Shah Muhammad Shah (NST)
2. Best International Journalism Award - Arman Ahmad (NST)
3. Best Photo Essay Award- Osman Adnan (NST)
4. Best Public Service Journalism Award - Azrul Affandi Sobry (BH) & Wan Norhayati Wan Alias (BH)
5. Best News Coverage Award - Wan Norhayati Wan Alias (BH)
6. Best Photo Journalism Award - Khairull Azry Bidin (HM)

Pahang–DRB Hicom Media Awards 2014

1. Overall Journalism Award – Shah Rul Aswari Abdullah (HM)
   Best English News – Main Award : M. Hamzah Jamaluddin (NST), Second Place : M. Hamzah Jamaluddin (NST) and Third Place : Zulkepli Osman (NSTP)
2. Best Bahasa Malaysia News – Main Award : Shah Rul Aswari Abdullah (HM) and Second Place : Mohd Pauzi Abdullah (HM)
3. Best Human Interest Photography – Main Award : Zulkepli Osman (NSTP) and Second Place : Nazirul Roselan (HM Stringer)
4. Best Sport News – Second Place : Mohd Rafi Mamat (HM Stringer)

Anugerah Media Kelantan

1. Anugerah Berita Bahasa Melayu Terbaik – Nur Fazlina Abdul Rahim (BH)
2. Anugerah Foto Terbaik – Fathil Asri (NSTP)

Johor Media Awards 2014

1. Best Economic News Story – Jassmine Shadique (NST)
2. Best Development News Story – Norbaiti Phaharoradzi (NST)
3. Best Economy Story – BH
4. Best Feature Story – BH
5. Best Sports Story – BH
6. Menteri Besar Johor Special Award – Muhammad Badrul Kamal Zakaria (BH)

DIVISION:

PRIMEWORKS STUDIOS

Anugerah Meletop Era 2015

1. Nominated in Drama TV Meletop: *Kerana Terpaksa Aku Relakan*
2. Nominated in Filem Meletop: *Sejoli, Penanggal*
3. Program TV Meletop: *Anugerah Juara Lagu ke-28*

AIFFA 2015

1. Nominated in Best Actor: Redza Minhat - *KIL*
2. Nominated in Best Screenplay: Nik Amir Nik Mustapha – *KIL*

World Premieres Film Festival Philippines 2015

1. Selected for ASEAN Skies Category – *Pekak*

Anugerah Lawak Warna 2015

1. Filem Komedi Terbaik: *Gila Baby*
2. Pelakon Komedi Lelaki Terbaik (Filem): Beto Kusyairy - *Gila Baby*
3. Pelakon Komedi Wanita Terbaik (Filem): Nadiya Nisaa - *Gila Baby*
4. Lakon Layar and Skrip Komedi Terbaik (Filem): Alfie Palermo & Kabir Bhatia - *Gila Baby*
5. Pengarah Komedi Terbaik (Filem): Kabir Bhatia - *Gila Baby*

ABU Prizes 2015

1. Nominated in Entertainment Category (TV): *Hip-Hoppin' Asia: The Saga Continues*

The International "Gold Panda" Awards for Documentary

1. Selected for Official Selection: Dunia Tersembunyi - *The Duck Race*

Cambodian International Film Festival

1. Selected: *KIL*

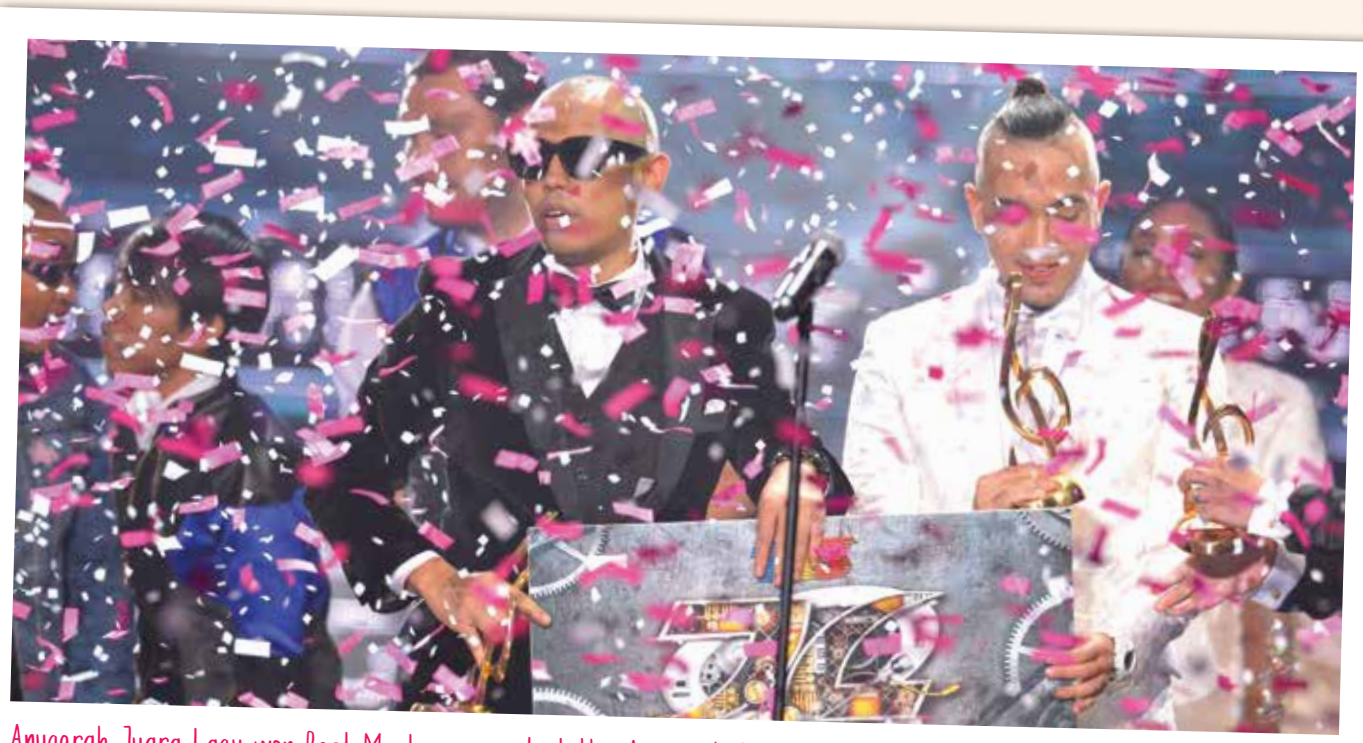
Anugerah Skrin 2015

TV

1. Drama Rantaian Terbaik – *Hidayahmu Ramadan*
2. Rancangan Bual Bicara Terbaik – *Wanita Hari Ini : Banduan Akhir*
3. Rancangan Dokumentari/Majalah Terbaik – *Welcome To The Rail World*
4. Rancangan Hiburan Terbaik – *The Gadabout Barber*
5. Rancangan Anugerah Terbaik – *Anugerah Juara Lagu 29*
6. Rancangan Realiti Terbaik – *Mentor Legend: Konsert Akhir*
7. Videografi Terbaik – *Hip-Hoppin' Asia (The Saga Continues)*
8. Suntingan Terbaik – *The Gadabout Barber*
9. Penataan Cahaya Siaran Langsung Terbaik – *Anugerah Juara Lagu 29*
10. Penataan Bunyi Siaran Langsung Terbaik – *Mentor Legend Akhir*
11. Rekabentuk Set Terbaik – *Mentor Legend Akhir*
12. Montaj Terbaik – *Anugerah Juara Lagu 29*

FILM

1. Pelakon Lelaki Terbaik – Beto Kusyairy (*Gila Baby*)
2. Pelakon Pembantu Lelaki Terbaik – Sharnaaz Ahmad (*Gila Baby*)



Anugerah Juara Lagu won Best Montage award at the Anugerah Skrin 2015.

"Gila Baby" by Primeworks Studios' Grand Brilliance swept a record – breaking 5 awards at the Anugerah Lawak Warna 2015.

Sukarelawan Media Prima hulur bantuan

Ranau: Briged Sukarelawan Media Prima Bhd (MPB)-The New Straits Times Press (M) Bhd (NSTP) menyumbang makanan dan barangan keperluan kepada malim gunung yang terjejas akibat gempa bumi di sini, semalam.

Ia bagi mengurangkan beban mereka yang hilang punca pendapatan berikutan pemberhentian sementara aktiviti mendaki di Gunung Kinabalu.

Sumbangan diserahkan oleh Ketua Biro New Straits Times Sabah, Roy Goh, kepada Persatuan Malim Gunung Kinabalu yang diterima Pengerusinya, Richard Soibi.

Richard berkata, sumbangan itu akan diagihkan kepada ahli yang kehilangan punca rezeki susulan penutupan Taman Kinabalu.

"Kami harap malim gunung turut diberi keutamaan melakukan kerja pembaikan kerosakan di sepanjang laluan pendakian supaya boleh mendapat punca kewangan dalam tempoh itu

"Turut terjejas ialah pemandu teksi, bas, penjual sayur, petani dan kakitangan pusat penginapan yang bergantung terhadap aktiviti di Taman Kinabalu," katanya ketika berucap pada majlis penyerahan bantuan itu.

MPB bags four media awards

SPARK AWARDS: Big Tree, NST and 'Berita Harian' win for two media campaigns

FAREZZA HANUM RASHID
KUALA LUMPUR
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MEDIA Prima Berhad won big at the Spark Awards for Media Excellence 2015 in Singapore yesterday, bringing home four awards for its two media campaigns.

Its out-of-home advertising brand, Big Tree Outdoor, bagged two gold awards in the "Best Media Solution — Out of Home" and "Best Media Solution — Experiential" categories.

Big Tree also bagged a silver award in the "Best Engagement Strategy" category.

readers with their senses of touch, sig[ht], sound, smell and taste.

Meanwhile, the *New Straits Times* and *Ber[ita] Harian* jointly won the bronze award in t[he] "Best Media Solution — Print" category for th[eir] orange campaign with Permanis Sandfla[nds] Sdn Bhd. The NST and *Berita Harian* had [the] tinted orange-coloured newsprint in conju[nc]tion with Permanis Sandflands' Tropica[na] Twister campaign.

The award presentation at the Singapo[re] Marriott Tang Plaza Hotel saw top media co[m]pa[nies] battling in 24 categories to set a power[ful] benchmark in the region.

The panel of judges consisted of 23 sen[ior] media agency professionals, including Are[a] Media Indonesia managing director Anwe[ar] Bose, Dentsu Aegis Network Southeast As[ia] chief client officer Audrey Ensh, Dentsu M[edia] Southeast Asia president Mitsuyuki Nai[to]mura and Unilever global media director C[hi]radeep Gupta.

Initiated last year, the Spark Awards rec[og]nises top media solutions, products and s[er]vi[ces]

Mentor Legend cecah 4.8 juta penonton

Oleh Michelle Gun
michelle@hmetro.com.my

Program realiti Mentor Legend yang melahirkan tiga pada 22 Februari lalu berjaya mengekalkan jumlah penonton yang mencecah 4.8 juta pada malam kemuncak itu.

Turut meninggalkan apabila program realiti tanah air itu mendominasi kampir 36 peratus penonton, seterusnya mendahului beberapa rancangan menarik di siaran televisyen lain yang turut bersiaran pada waktu sama.

Statistik di atas tallan turut mencatatkan 6.4 juta pengguna laman sosial menggunakan "hashtag" #MentorLegend pada malam kemuncak.

Ia sekali gus menyaksikan program realiti terbitan TV3 itu 'trending' di seluruh negara dan juga dunia.

Tinjauan sahaja di kaca televisyen, konseri minggu[an] program realiti itu turut disiarkan menerusi laman portal rasmi Tonton dengan pengguna boleh menyaksikan siaran ulangan Mentor Legend.

Sehingga kini, video Mentor Legend di laman web itu sudah mencecah 22,617 sonosuan dan dijangka meningkat setiap hari.

Manakala, laman web rasmi Mentor Legend mencatat 78,234 kunjungan pengguna.

Selain itu, jualan tiket Mentor Legend merath kutipan RM30,390 dan dana itu akan disalurkan ke Tabung Bersamamu TV3.

Konseri final Mentor Legend menyaksikan protege Dayang Nurfaizah, Azmil dinobatkan juara program realiti itu.

Mereka masing-masing membawa pulang sebuah Proton Iriz dan berkongsi wang tunai RM300,000.

Tempat kedua disandang Aina manakala tempat ketiga dimenangi Sarah.

Harian Metro raih anugerah CyberSecurity

Kuala Lumpur: Akhbar Harian Metro menerima Anugerah Media Percetakan Yang Paling Menyokong bagi kategori akhbar Media Paling Menyokong Cyber Security Malaysia 2014 yang diadakan dalam satu majlis penghargaan, di sini, semalam.

Anugerah berkenaan disampaikan Timbalan Menteri Sains Teknologi dan Inovasi Datuk Dr Abu Bakar Mohamad Diah kepada Pengarang Eksekutif (Berita dan Hal Ehwal Semasa) Harian Metro Sharifludin Mohamed.

Malaysia, Jeneral (B) Tan Sri Mohd Azumi Mohammed berkata, ancaman siber yang kian berkembang memerlukan pembabitan semua pihak termasuk kerajaan, penguatkuasaan undang-undang, sektor swasta dan setiap lapisan masyarakat bagi memastikan persekitaran siber yang selamat.

"Usaha CyberSecurity mendekati sektor awam dan swasta bagaimanapun, tidak mungkin tercapai tanpa kerjasama padu daripada industri media di Malaysia.

cabar dengan kebangkitan media dalam talian yang membolehkan ia dikongsi orang ramai dalam sekelip mata," katanya ketika berucap pada majlis berkenaan.

Sementara itu, Kumpulan Media Prima Berhad turut dinobatkan menerima Anugerah Syarikat Media Paling Menyokong dan New Straits Times Paling Menyokong Bagi Anugerah Media Pe[rcetakan] adalah TV1 RTM bagi kategori penyiaran dan BERNAMA Radio 24 kategori ra[dio] terwo[rth] mener[ima] Percet[akan]

DR Abu Bakar (dua dari kanan) menyerahkan anugerah kepada Sha[rifludin] diperhatikan Mohd Azumi (dua dari kiri), semalam.

"Usaha CyberSecurity tidak tercapai tanpa kerjasama daripada industri media" Mohd Azumi Mohammed

TV3 wins Best Report Award

THE sports report, *Jantaiahan Warta[wan] Negara Arab* by Primeworks Studios and TV3 Malaysia's sports journalism team, clinched the Best Report Award at the Sportswriters Association of Malaysia (SAM)-100 PLUS Awards recently.

Held at Hilton Hotel Petaling Jaya, the award was presented by Malaysian Youth and Sports Minister Khairy Jamaluddin and the Youth and Sports Deputy Minister Datuk M. Saravanan.

Journalist Hasnida Hanim Ahmad Kamil and cameraman Mohd Suhaili Salaiman were in attendance to receive the award.

Jantaiahan Wartawan Negara Arab is an insightful look at the plight faced by sports journalists with regard to inefficient transportation during the 17th Incheon Asian Games, which led to protests by Arabian media members at the event. The report was broadcast on TV3's primetime Buletin Utama during

Abu Bakar Aras.

the channel's coverage of the Asian Games.

Hasnida and Suhaili said, "We are truly honoured for this prestigious award. We would like to extend our gratitude to our sports team, who worked passionately with us in producing this award-winning report.

"Our appreciation also goes to Primeworks Studios and TV3 for providing us with the opportunity to be involved in a major sporting event like the 17th Incheon Asian Games. It has provided us with a valuable experience in regional events coverage, especially in finding hard-hitting stories to highlight."

Primeworks Studios' commentary piece, *Pingat Emas Yang Terlepas*, was also shortlisted among the Top 5 nominees for Best Commentary Award. The piece provided a thorough review of the Malaysian contingent's performance at the Asian Games.

"This win is most exciting for us, being the first time our sports team has been awarded such a prestigious recognition. We make it a point to go beyond the standard sports reporting routine and find relevant story-telling angles that best capture the audience's interests," said Abu Bakar Aras, Head of Sports Production, Primeworks Studios.

"Being recognised for our reports and commentary pieces serves as an inspiration for us to continue finding unique stories to tell in a bid to offer strong sports content for our viewers."

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Hasnida Hanim (fourth from right) with cameraman Suhaili (third from right) with their awards at the Sportswriters Association of Malaysia (SAM)-100 PLUS Awards presentation.

MEDIA PRIMA IN THE NEWS

WHAT VIEWERS WANT

With two wins at Putra Brand Awards 2015, the head honchos of TV3 and ntv7 tell **Aref Omar** that it's all about keeping viewers happy

"W[e] ...

"The real challenge is being able to give viewers what they want, when they want it, on different mediums."

Media Prima menang besar

Oleh Mahadzura Abd Malik
mahadzura@hmetro.com.my
Kuala Lumpur

KEMENANGAN Media Prima Berhad menyaingkan Anugerah Utama pada majlis malam tadi.

FAKTA
Anugerah Kecemerlangan Bursa[ra] Malaysia 2015 untuk edisi ketiga [ber]turut[an] [me]nang Bursa[ra] Malaysia di Singapura

JOM HEBOH masih relevan

Lokasi pertama di Stadium Hang Jebat, Melaka tampil logo baru, reka bentuk gerai lebih meriah

Oleh Michelle Gun
michelle@hmetro.com.my

Radio Media Prima raih anugerah SCA

» *Kreativiti warga kerja MPRN diiktiraf antarabangsa*

Oleh Shahrizan Salian
shahrizan_salian@bh.com.my

Rangkaian Radio Media Prima (MPRN) yang merangkumi tiga stesen radio iaitu Fly Fm, Hot Fm dan one FM menggondol anugerah Emas dan Perak bagi kategori Perkhidmatan Awam Radio pada Anugerah Sidang Kemuncak Kreatif 2015 (SCA) di Portland Oregon, Amerika Syarikat (AS).

Anugerah Emas dan Perak itu menerusi penyertaannya dalam mesej perkhidmatan awam masing-masing bertajuk 'Keganasan Domestik/Penghantaran Pizza' dan 'Pelung Kedua'.

Ia juga meraih anugerah Gangsa bagi kategori Kempen Radio menerusi penyertaan bertajuk 'Mula Bersuara' dalam majlis berkenaan.

Pengurus Besar Jualan dan Pemasaran MPRN, Elaine Lee, berkata kemenangan di SCA itu adalah petunjuk jelas kekuatan serta keunikan syarikat untuk menarik perhatian pendengar.

"Kami bukan hanya memasukkan skrip biasa namun terdapat juga elemen audio untuk menarik perhatian pendengar. Ia mustahak kerana dengan radio, anda perlu mendapatkan kesan audio untuk tertarik dalam tempoh yang lama," katanya menerusi satu kenyataan.

Penulis Naskhah Iklan Fly Fm, Wan Hafiz Wan Ahmad pula berkata mereka dimaklumkan mengenai kemenangan menerusi e-mel pada 3 Jun lalu.

Suatu penghormatan

"Ia satu penghormatan kepada pasukan kerja MPRN kerana satu pengiktirafan antarabangsa ke atas kreativiti kami dan dinilai dalam kalangan ribuan penyertaan dari seluruh dunia," katanya.

Beliau terbabit dalam kempen radio 'Mula Bersuara' yang mendapat inspirasi daripada pelbagai isu keganasan domestik.

Penulis Naskhah Iklan one FM, Jackson Tan yang terbabit dalam penyertaan bertajuk 'Keganasan Domestik/Penghantaran Pizza' pula berkata mesej yang dihantar bukan sekadar pengumuman perkhidmatan awam (PSA) biasa, namun sesuatu yang dapat menarik perhatian dan memboleh[kan] pendengar berfikir.

Warga kerja Rangkaian Radio Media Prima yang **merangkul anugerah SCA** di Amerika Syarikat baru-baru ini.

Record 5.2m viewership for TV3's Anugerah Skrin 2015

PETALING JAYA: Anugerah Skrin 2015 (ASK 2015) broadcast live on TV3 from Putra World Trade Centre (PWTC), Jalan Putra, Kuala Lumpur, on Nov 8 had a record viewership of 5.2 million or 32 per cent of total viewers throughout its duration between 9pm and midnight on the network.

The Red Carpet event, half an hour prior to the awards, was broadcast on TV3's *Nip TV* programme and recorded 1.2 million viewers @Isen Audience Measurement).

Both the Red Carpet event and the awards show proper were also viewed via "global live streaming" at

On Twitter, #ASK2015 achieved top global ranking and the "catch up" for ASK 2015's video had more than 20,000 views on www.tonton.com.my.

ASK2015 was co-hosted by singer-actor Aleif and actress-cum-TV-personality Fara Fauzana, while the Red Carpet event was co-hosted by Hani Hatim, Ain Edruce and Muadz Mohamad.

Babies Blinks Gold was the awards' main sponsor with Huawei its co-sponsor. The other sponsors were Kotex and Alfel. The awards was supported by Tonton, Hot FM, *Harian Metro* and ZIP.

Media Prima untung RM61.7j

» *Pendapatan suku kedua syarikat turut meningkat*

Oleh Shahrizan Salian
shahrizan_salian@bh.com.my

Media Prima Bhd, kumpulan pelaburan media tersenarai di Bursa Malaysia, mencatatkan pendapatan RM605.2 juta dan keuntungan bersih RM61.7 juta bagi enam bulan pertama tahun kewangan berakhir 31 Disember 2015.

Pendapatan Media Prima pada suku kedua 2015 meningkat 11 peratus kepada RM305.8 juta berbanding suku pertama, manakala keuntungan bersihnya dalam tempoh sama meningkat lebih 100 peratus berikutan kesan-kesan bermusim yang terdiah pada suku pertama setelah sentimen pemisiagaan meningkat pada Jun sempena Ramadan dan Aidilfitri.

Pengerusi Media Prima, Tan Sri Johan Jaaffar, berkata kepunyaan kewangan kumpulan bagi tempoh enam bulan pertama tahun ini terjejas disebabkan perbelanjaan pengiklanan yang perlahan dan sentimen makro-ekonomi berwaspada.

Terajui industri

"Bagaimanapun, kami yakin berjaya mengekalkan kedudukan sebagai peneraju industri iaitu sebagai konglomerat media terbesarnya yang terus memberikan pulangan yang terbaik kepada pemegang saham," katanya menerusi satu kenyataan, semalam.

Johan menambah, Lembaga Pengarah Media Prima meng-isytiharkan dividen interim pertama sebanyak 3 sen seshare bias bagi tahun kewangan berakhir 31 Disember 2015, yang akan dibayar pada 30 September ini.

Mengenai prospek bagi 2015, Pengarah Urusan Kumpulan Media Prima, Datuk Seri Amrin Awaluddin berkata margin keuntungan selepas cukai yang positif mencerminkan usaha berterusan untuk mengkaji semula dan meningkatkan kecekapan dalaman bagi menyampingkan kos dengan berkesan.

"Disebabkan permiagaan dan keadaan pasaran yang mencabar, Media Prima akan fokus terhadap pelaksanaan strategi utama kepada pertumbuhan pengiklanan dalam tempoh kewangan enam bulan yang berikutnya kerana perbelanjaan pengiklanan dijangka akan meningkat di akhir tahun ini berdasarkan arah aliran yang lalu.

Tingkat kecekapan

"Media Prima sebelum ini telah mengambil beberapa tindakan strategik termasuk menjadikan pengurusan kewangan berbentuk sanging-menging dengan kecekapan kos-kos kakitangan dan pelbagai platform yang melangkaui kaedah tradisional.

"Salah satu contoh adalah bagaimana sesetengah kandungan sedang dipancarkan kepada saksaran luar Kangkatan Televiyen Media Prima (MPTN), yang akan menawarkan peluang baharu bagi kumpulan," katanya.

Amrin berkata, Media Prima akan terus memperkukuh kandungan tempatan dan enterprise-nya yang terbaik melalui perkongsian dengan pengeluar kandungan lain, penyiar asing dan penyedia media digital sedang pesat berkembang di samping berfokus untuk memperbesi pasaran baharu dan memfokus aliran pendapatan tambahan.

"Melangkah ke depan, Media Prima berjaya mengekalkan kedudukannya sebagai peneraju yang kuat dengan meningkatkan strategi platform pemiagaan masing-masing termasuk memperdalam kandungan yang menarik, pengalaman kandungan, meningkatkan penawaran perkhidmatan dan memberikan penyelesaian pengiklanan yang menarik kepada pelanggan," katanya.

Syarikat umum pelantikan Fateh Iskandar

Media Prima Bhd mengumumkan pelantikan Datuk Seri Fateh Iskandar Mohamed Mansor sebagai Pengerusi Bukan Eksekutif Lembaga Pengarah berkuat kuasa 1 September 2015.

Ia susulan beralihnya portfolionya ke-menteriang Tan Sri Johan Jaaffar selama-nya tahun pada 31 Ogos ini.

Iskandar, 47, dilantik ke Lembaga Pengarah Media Prima pada 1 September 2009 dan, sebarang ini adalah Naib Pengerusi serta Pengarah Bebas Bukan Eksekutif Kanan Kumpulan.

Dalam Lembaga Pengarah Media Prima, beliau menyandang jawatan Pengerusi Jawatankuasa Nominasi dan Ganjaran serta Jawatankuasa Pengurusan Risiko.

Bekas pelajar Kolej Melayu Kuala Kangsar ini mendapat pendidikan Undang-Undang di Universiti Queensland, Australia.

Beliau juga adalah Pengarah Urusan Kumpulan merangkap Ketua Pegawai Eksekutif Ekonar Bhd selain menjadi ahli Lembaga Pengarah Axis-Reits Managers Bhd, Telekom Malaysia Bhd dan YADH Bhd.

Antara pengerusi Malaysian Property Incorporated (MPI), Iskandar adalah juga Presiden Persatuan Pemiaju Hartanah dan Perumahan Malaysia (REHDA) serta Pengerusi bersama Panduan Petugas Khas Pemudahcara Permiagaan (PEMUDAH) untuk Perkhidmatan dan Perancangan.

Lebih 3 juta ikuti FB BH Online

» *Portal berita kekal terima pengunjung tertinggi bagi laman sosial akhbar arus perdana*

Oleh Mohd Nasaruddin Parzi
mnasaruddin@bh.com.my

► Kuala Lumpur

Lebih tiga juta pembaca kini mengikuti laman Facebook *BH Online* (www.facebook.com/bhonline), menjadikan ia laman sosial portal berita paling popular di negara ini.

Jumlah itu dicatatkan selepas hampir enam tahun laman yang menyokong versi dalam talian akhbar *BH* dilancarkan. *BH Online* boleh dicapai menerusi laman web www.bharian.com.my.

Papar isu semasa

Paparan pelbagai kandungan isu semasa seperti setahun kehilangan pesawat MH370 dan kematian pelakon, Allahyarham Harun Salim Bachik pada 8 Mac lalu, berjaya menarik 'like' pembaca tertinggi sepanjang tempoh tujuh bulan tahun ini.

Entri lain turut mendapat perhatian pengikut Facebook *BH Online*, adalah paparan kisah selebriti popular Tasha Shilla menerusi artikel bertajuk "Tasha Shilla perjelas isu dikaitkan sebagai escort girl" yang disiarkan pada 12 Februari lalu.

Pemergian bekas Menteri Besar Kelantan yang juga Mursyidul Am PAS, Allahyarham Datuk Nik Abdul Aziz Nik Mat serta pengalas sukan terkenal, Allahyarham Datuk Hasbullah Awang turut menyumbang capaian Facebook *BH Online*.

> *"Paparan isu seperti setahun kehilangan pesawat MH370 dan kematian pelakon, Harun Salim Bachik pada 8 Mac lalu,* ***menarik 'like' pembaca tertinggi*** *sepanjang tempoh tujuh bulan tahun ini"*

Artikel popular lain ialah berkaitan bekas Ketua Pembangkang, Datuk Seri Anwar Ibrahim yang tidak diberi layanan istimewa di perjara dan pengumuman bantuan khas untuk perjawat awam oleh Perdana Menteri, Datuk Seri Najib Razak yang disiarkan pada Jun lalu.

Turut popular ialah laporan insiden gempa bumi yang menggegarkan Sabah pada bulan sama serta kehilangan kapal tangki *MT Orkim Harmony* di perairan Timur Tanjung Sedili, Kota Tinggi, Johor.

Segmen BH PLUS

Selain itu, pelancaran paparan segmen digital berbayar, *BH PLUS* bermula 10 April lalu turut mengukuhkan lagi kedudukan *BH*, sekali gus membolehkan akhbar ini kekal relevan dengan kehendak pembaca, khususnya generasi muda dalam menyaluhkan maklumat melalui media baharu.

Kini Facebook juga menjadi penghubung untuk *BH* memperkenalkan kandungan berita eksklusif menerusi kupasan lebih segar, selain mampu merangsang minda pembaca dengan konsep yang lebih santai dan padat.

Media Prima kekal peneraju industri

■ Catat untung selepas cukai RM61.7 juta 6 bulan pertama

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Media Prima Berhad (Media Prima), kumpulan media tersenarai, mencatatkan pendapatan RM605.2 juta dan keuntungan selepas cukai (PAT) RM61.7 juta bagi tempoh enam bulan pertama bagi tahun kewangan berakhir 31 Disember 2015 dengan margin keuntungan selepas cukai positif sekali gus menyampingkan kos dengan berkesan.

Pengerusi Media Prima, Tan Sri Johan Jaaffar, berkata kepunyaan kewangan kumpulan bagi tempoh enam bulan pertama tahun ini terjejas disebabkan perbelanjaan pengiklanan yang perlahan dan sentimen makro-ekonomi berwaspada.

Terajui industri

"Bagaimanapun, kami yakin berjaya mengekalkan kedudukan sebagai peneraju industri iaitu sebagai konglomerat media terbesarnya yang terus memberikan pulangan yang terbaik kepada pemegang saham," katanya menerusi satu kenyataan, semalam.

Johan menambah, Lembaga Pengarah Media Prima mengisytiharkan dividen interim pertama sebanyak 3 sen seshare bias bagi tahun kewangan berakhir 31 Disember 2015, yang akan dibayar pada 30 September ini.

Mengenai prospek bagi 2015, Pengarah Urusan Kumpulan Media Prima, Datuk Seri Amrin Awaluddin berkata margin keuntungan selepas cukai yang positif mencerminkan usaha berterusan untuk mengkaji semula dan meningkatkan kecekapan dalaman bagi menyampingkan kos dengan berkesan.

"Disebabkan permiagaan dan keadaan pasaran yang mencabar, Media Prima akan fokus terhadap pelaksanaan strategi utama kepada pertumbuhan pengiklanan dalam tempoh kewangan enam bulan yang berikutnya kerana perbelanjaan pengiklanan dijangka akan meningkat di akhir tahun ini berdasarkan arah aliran yang lalu.

Tingkat kecekapan

"Media Prima sebelum ini telah mengambil beberapa tindakan strategik termasuk menjadikan pengurusan kewangan berbentuk sanging-menging dengan kecekapan kos-kos kakitangan dan pelbagai platform yang melangkaui kaedah tradisional.

"Salah satu contoh adalah bagaimana sesetengah kandungan sedang dipancarkan kepada saksaran luar Kangkatan Televiyen Media Prima (MPTN), yang akan menawarkan peluang baharu bagi kumpulan," katanya.

Amrin berkata, Media Prima akan terus memperkukuh kandungan tempatan dan enterprise-nya yang terbaik melalui perkongsian dengan pengeluar kandungan lain, penyiar asing dan penyedia media digital sedang pesat berkembang di samping berfokus untuk memperbesi pasaran baharu dan memfokus aliran pendapatan tambahan.

"Melangkah ke depan, Media Prima berjaya mengekalkan kedudukannya sebagai peneraju yang kuat dengan meningkatkan strategi platform pemiagaan masing-masing termasuk memperdalam kandungan yang menarik, pengalaman kandungan, meningkatkan penawaran perkhidmatan dan memberikan penyelesaian pengiklanan yang menarik kepada pelanggan," katanya.

NST wins Kajai Award

RM30,000: Probe team's story on contaminated mining water got ministry's attention

New Sunday Times' journalist ***Arman Ahmad*** *won the International Report Awards category*

'New Straits Times' (from left) Farrah Naz Karim, Alina Shah and Hariz Hussain with their rock-climbing gear in Kuala Lumpur yesterday. Pic by Azhar Ramli

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THE *New Straits Times* (NST) broke a 35-year monopoly by Malay-language newspapers when its probe team won the country's most coveted award in journalism, the Kajai Award.

News Editor Farrah Naz Karim, Associate Editor (Production) Hariz Hussain and Journalist Alina Shah won the award at the MPI-Invocas 2014 press awards yesterday.

The trio highlighted how contaminated mining water was being channelled to rivers in Selangor and into the water supply.

The water was being channelled to some two million residents.

Using independent lab analysis, the article got the attention of the Health Ministry to review the Water Quality Act to ensure clean water was channelled to residents.

The trio won RM30,000, 10 Ogra gold shillings and a certificate.

NSTP Group Managing Editor Datuk Abdul Jalil Hamid said NSTP scored big at the awards, sweeping up most of the prizes in the print categories and winning the Kajai Award for the third consecutive year.

He said NST made MPI history by winning the Kajai Award for the first time as a non-Bahasa Malaysia publication.

"On behalf of the board and management of NSTP, I would like to congratulate the winners.

"This is yet another recognition of the quality of journalism that we have produced and nurtured in our long history."

He said we also a recognition of the professionalism, diligent hard work and tireless efforts journalists in breaking new gr and producing quality content NST's discerning readers.

"We will strive to do even bet and Jalil.

→ Turn to Page

Page one pic: Communications and Multimedia Minister ***Datuk S Ahmad Shabery Cheik*** *(fourth from left) and Malaysia Press Insti chief executive officer* ***Datuk Ir Chanti Wariya*** *(right) presenting re cheques to Kajai Award winners — 'New Straits Times' journalists* ***Farr Naz Karim*** *(third from left),* ***Hariz Hussain*** *(second from right) a* ***Alina Shah*** *(second from left) — at the MPI-Invocas 2014 press awa in Kuala Lumpur yesterday.* Pic by Azyat Hanafi

Misi terbesar

■ TKHM 2015 buka tirai bantu mangsa bah di Perak

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Program Titipan Kasih Harian Metro (TKHM) membuka tirai 2015 dengan menganjurkan misi bantuan untuk mangsa banjir di daerah Perak Tengah, Perak, bermula hari ini.

Misi dua hari itu disertai kira-kira 130 sukarelawan terdiri daripada kakitangan Media Prima Berhad (MPB) dan The New Straits Times Press (Malaysia) Berhad yang bergabung dengan ahli Persatuan Seni Silat Cekak Malaysia (PSSCM), Kelab Basikal Harian Metro (HMCC) dan Big Bike Riders.

Ini adalah program bantuan bencana terbesar dilaksanakan TKHM bersama Tabung Bencana NSTP-Media Prima apabila 1,000 keluarga mangsa banjir dari 13 Kampung di sekitar Lambor Kanan dan Lambor Kiri dalam makim Bota diberikan bantuan barang keperluan harian seperti beras, minyak, tepung, makanan dalam tin dan alatan dapur bernilai RM200 bagi setiap keluarga.

Selain itu, sukarelawan TKHM akan turut membantu kerja pembersihan dan membaik pulih tiga sekolah agama rakyat (SAR) serta menyumbangkan pelbagai kelengkapan sekolah termasuk meja dan kerusi murid serta guru dan almari.

Sumbangan dalam bentuk al-Quran, sejadah dan barangan perabot turut diberikan kepada Surau Kampung Rimba Raja, Lambor Kanan.

Nilai keseluruhan bantuan yang dihulurkan kepada 1,000 keluarga mangsa banjir dan tiga SAR serta sebuah surau itu berjumlah

Media Prima brings cheer to kids

FLOOD-HIT AREA: It donates playground equipment to Dataran Taman Cintawangsa

Kuala Kubu Baru District Council president ***Engku Amat Tengku Ampar*** *(second from left), TV9 chief news editor* ***Wan Suhaimie Wardih Ali*** *(left) and Media Prima Berhad group of corporate affairs general manager* ***Azlan Abdul Aziz*** *(right) looking at the new playground equipment at* ***Dataran Taman Cintawangsa,*** *Tuali, Kuala Kubu Baru yesterday.* Pic by Zarum Nasir

MEDIA Prima Berhad (MPB) yesterday donated playground equipment worth RM60,000 to the Kuala Kubu Baru District Council.

A children's playground was built at Dataran Taman Cintawangsa here and it was extended by some 200 square feet for children.

Presenting the equipment to Kuala Kubu Baru District Council president Engku Amat Tengku Ampar was TV9 chief news editor Wan Suhaimie Wardih Ali.

Asked why the equipment was bought with funds from the NSTP-Media Prima Disaster Fund that were donated by the public through a special so-called Tabung Bencana, she said the Petition Harapan Negara (HARAPAN) is the first to go to MPB's News and Current Affairs Department and was distributed through TV9 since March.

"We decided to replace the old playground equipment because we want to bring cheer to the people, particularly the children, in Kuala Kubu Baru and Tanjung Malim, Perlis and Tanjung Tokong, Penang and Johor.

Tengku Amat thanked MPB, especially TV9, for helping the Kuala Kubu Baru District Council with the donation.

Media Prima ranked top in corporate governance

ETHICAL BOARDROOM AWARDS: Group named Asia's best in media category

KUALA LUMPUR

Media Prima Bhd, Malaysia's leading media investment group, was recently recognised for Best Corporate Governance (Media Category) in Asia by the United Kingdom-based Ethical Boardroom Journal.

Media Prima is one of two companies in Malaysia receiving the award.

In a statement yesterday, Ethical Boardroom said Corporate Governance Awards 2015 recognises the outstanding leadership from boards of public companies who have raised the bar to ensure that strong corporate governance stays on every CEO and director's agenda.

"Awards is making great strides in corporate governance, role, reaching top management, boards and investors," it said.

Media Prima chairman Farabi Seri Fateh Iskandar Mohamed Mansor said: "We are honoured to be recognised for our commitment to implement and adhere to the highest standards of good governance and adoption of global best practices in our business operations."

"We have always emphasised integrity and transparency at all levels of our business while continuing to deliver value for all our stakeholders," he added.

Media Prima has consistently been recognised in ensuring that its Malaysia and the region's good corporate governance.

This year alone, the group received recognition in the "Best Disclosure and Transparency" and "Best for Investor Relations"

MPB bantu 170 mangsa kebakaran

» *Sumbangan menerusi Tabung Bencana NSTP-Media Prima*

Oleh Abdul Rahemang

Briged Sukarelawan Media Prima-NSTP.

Petugas TV3 gendong jemaah uzur 3km

Kuala Lumpur: Dua petugas media yang mengikuti lipatan ibadat haji di Makkah bukan sahaja melaksanakan tanggungjawab menyampaikan maklumat tetapi turut berlumba-lumba tenaga menggendong jemaah haji yang uzur, semalam.

Wartawan TV3, Meor Shahrom Zainuddin dan jurukamernya, Jasme Saidin, melupakan sebentar tugas rasmi mereka dengan melakukan kebajikan itu apabila tidak sampai hati melihat seorang jemaah haji wanita dari Malaysia yang kelelihan dan tidak berdaya berjalan selepas melontar jamrah.

Meor ketika dihubungi *BH* berkata, beliau kasihan melihat wanita berkenaan yang tidak berdaya tangguang untuk berjalan selepas melontarkan lontaran di Jamrah Kubra, walaupun dipapah oleh petugas Tabung Haji.

Terbayang ibu sendiri

"Saat melihat makcik itu, kami terbayang ibu sendiri lantas memberikan bantuan.

"Kami menggendong beliau sejauh 3 kilometer dari tempat melakukan lontaran sehingga ke klinik berdekatan maktab Tabung Haji," katanya yang bergilir berbuat demikian dengan Jasme untuk jarak sejauh tiga kilometer.

Jalan sejauh 7 kilometer

Secara purata, jemaah haji terpaksa berjalan sejauh tujuh kilometer dari khemah ke tempat melontar ketiga-tiga jamrah.

Berkata itu menarik perhatian Timbalan Menteri di Jabatan Perdana Menteri, Datuk Dr Asyraf Wajdi Dusuki, yang memuat naik gambar ke akaun Facebook beliau, malam tadi.

"Semoga Allah merahmati semua petugas Tabung Haji dan pihak media yang tidak henti erti lelah dan penat dalam menjalankan amanah serta tanggungjawab dalam memastikan kebajikan jemaah haji Malaysia. Syabas juga buat semua petugas Tabung Haji," tulisnya.

Jasme dan Meor Shahrom (dua dari kanan) bergilir-gilir menggendong ***jemaah haji warga Malaysia yang kepenatan*** *di Jamrah Kubra, Mina, Arab Saudi, semalam.*

Media Prima wins Commonwealth award

MEDIA OF THE YEAR: Nod to its impact on women's economic empowerment

ROY GOH
LONDON

Media Prima representative ***Ibrahim Ibrahim*** *(second from right) and High Commissioner of Lesotho* ***Jotsang Mahlatsi*** *(third from right) receiving the award in London yesterday. With them is CBN executive director* ***Arif Zaman*** *(left).* Pic by Ryling Goh

MEDIA Prima Bhd has won an international award in recognition of its work and impact on women's economic empowerment here.

The leading Malay-language media company received the Commonwealth Media Excellence Award at the Association of Commonwealth Universities Awards Dinner here on Tuesday.

It was part of the 2nd Commonwealth Business Women Awards. The award was jointly presented to Lesotho-based Multichoice Group and Multichoice Africa.

Media Prima representative Ibrahim Ibrahim said the awards were an important theme for Commonwealth countries.

"The awards are great for us as we are a Malaysian company and we are the Commonwealth.

"The awards are great for us as we are a Malaysian company and we are the Commonwealth.

NSTP lancar tiga aplikasi mudah alih

» *Pembaca mudah akses berita terkini akhbar BH, NST Harian Metro*

Oleh Rozwan Faizal Mohamed
Pengarah Kandungan Digital

Aplikasi BH Online, BH Mobile dan NST Mobile.

THE New Straits Times Press (M) Berhad (NSTP), melancarkan tiga aplikasi mudah alih bagi membolehkan pembaca mengakses berita terkini akhbar New Straits Times (NST), Harian Metro (HM) dan Berita Harian (BH).

Aplikasi itu boleh dimuat turun dari NSTP Mobile atau dicari di Google Play Store dan App Store.

NSTP juga baru melancarkan beberapa aplikasi digital yang lain, iaitu Sport Malaysia dan BE Plus. Aplikasi Sport Malaysia membolehkan pengguna mengikuti perkembangan terkini sukan tempatan dan antarabangsa, termasuk bola sepak, badminton, hoki, bola keranjang dan sukan lain.

Aplikasi BE Plus pula menyediakan pelbagai maklumat mengenai gaya hidup, hiburan dan kesihatan.

Ketua Pegawai Eksekutif NSTP, Datuk Mohammad Nasir Ahmad, berkata, aplikasi berkenaan boleh dimuat turun secara percuma dan pembaca boleh membuat pembelian dalam aplikasi untuk mengakses kandungan premium.

"Kami sedar ramai pembaca kini lebih gemar mengakses berita menerusi peranti mudah alih mereka dan kami mahu memberikan pengalaman membaca yang terbaik kepada mereka.

"Kami juga mahu memberikan pilihan kepada pembaca untuk mengakses berita menerusi platform yang mereka gemari, sama ada melalui laman web, aplikasi atau media sosial.

"Kami yakin aplikasi ini akan memberikan pengalaman yang lebih baik kepada pembaca dan kami akan terus memperbaiki aplikasi ini dari semasa ke semasa berdasarkan maklum balas pengguna," katanya pada majlis pelancaran aplikasi berkenaan di Kuala Lumpur, semalam.

Hadir sama, Ketua Pegawai Eksekutif Media Prima, Datuk Seri Amrin Awaluddin dan Pengarah Kandungan Digital NSTP, Rozwan Faizal Mohamed.

Amrin berkata, aplikasi berkenaan adalah sebahagian daripada usaha Media Prima untuk menyediakan platform yang lebih baik kepada pembaca dan pengiklan.

"Kami sedang berada di tengah-tengah perubahan landskap media dan kami perlu bergerak seiring dengan perubahan ini.

"Kami mahu memastikan pembaca mempunyai pilihan untuk mengakses berita dan kandungan yang mereka gemari, di mana dan bila mereka mahu," katanya.

Aplikasi BH Online, BH Mobile dan NST Mobile juga menyediakan pelbagai kandungan eksklusif yang tidak boleh didapati di laman web.

Antaranya, pengguna boleh mengakses berita terkini dari Bernama, NSTP Digital, BH Digital dan HM Digital, selain berita dari agensi berita antarabangsa.

Aplikasi itu juga menyediakan kandungan video berita terkini.

Aplikasi itu juga menyediakan kandungan eksklusif yang tidak boleh didapati di laman web, antaranya kandungan media cetak yang disediakan khas untuk pembaca aplikasi berkenaan.

Pengguna juga boleh menyimpan berita untuk dibaca kemudian dan menggunakan fungsi carian untuk mencari berita yang diminati.

Aplikasi itu juga menyediakan pilihan untuk pembaca menerima berita terkini dari kawasan tertentu di seluruh negara.

Pengguna juga boleh menyesuaikan saiz fon dan warna latar belakang aplikasi berkenaan.

Aplikasi berkenaan boleh dimuat turun secara percuma dari Google Play Store dan App Store.

Platform terbaik

■ Media Prima sasar jalin usahasama sampaikan kandungan berkesan kepada 80 peratus pengguna Melayu

Oleh Hafiz Ithnin
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Kuala Lumpur

> Syukur Selalu menyediakan peluang bagi jenama sepanjang Ramadan dan Aidilfitri"
> ***Ahmad Izham Omar***

Media Prima Bhd (Media Prima) merupakan dua saluran televisyen paling popular di Malaysia iaitu TV3 dan TV9 serta barisan platform bersepadanya menyasarkan untuk menjalin usahasama dengan jenama bagi mendorong kempen terbaik bagi saluran paling kerap ditonton sejak 30 tahun lalu. Kami arif dengan kehendak dan permintaan pengguna Melayu.

"Selain capaian mehas di seluruh negara, syarikat dan jenama juga boleh bergantung pada kefahaman Media Prima terhadap demografik Melayu bagi menghasilkan kandungan yang sesuai, mencapai sasaran penonton tepat dan meraih pulangan maksimum daripada perbelanjaan pemasaran mereka," katanya dalam kenyataan di sini, semalam.

Syukur Selalu adalah kempen anjuran Media Prima yang menawarkan pelbagai kandungan menerusi platform bersepadu bagi menzahirkan sambutan Ramadan dan Hari Raya. Syukur Selalu mendorong rakyat Malaysia untuk melahirkan kesyukuran dan menghargai segala nikmat menuju kebahagiaan sebenar.

Menerusi kaji selidik proprietari dan analisis data dari Nielsen's Audience Measurement Malaysia, Media Prima mendapati penonton itu yang dinamakan sebagai Golongan Melayu Premium berusia antara 15 dan 49 tahun mewakili peluang sedia ada dan pasaran yang belum diterokai di seluruh pusat bandar, kawasan bandar lain dan luar bandar.

Golongan Melayu Premium ini mempunyai pendapatan isi rumah melebihi RM5,000 sebulan dan berbelanja lebih RM1,000 sebulan untuk barangan runcit.

Golongan Melayu Premium dari setiap kelompok memaparkan psikografik tersendiri yang sesuai dijadikan asas bagi memastikan sasaran kandungan

New travelogue on ntv7

Find The Wasabi — Noriko's Hunters is a collaboration between Japan, Malaysia, Thailand and Singapore

(from left) Adrian, Noriko, Golfand Jeffrey

NTV7 will air an innovative reality-travel-variety series entitled Find The Wasabi — Noriko's Hunters on Monday.

The 13-episode series is the second edition of Cerita Kita, Find The Wasabi series. It is a collaboration between Japan's Tokyo Broadcasting System, Malaysia's Primeworks Studios, Singapore's Mediacorp Studios and Thailand's GMM Grammy. It will feature three local celebrities known as "hunters" who go on a special mission to find the "secret spice" of Japan, while living together in a house in the town Tokyo.

Representing the six-member cast are singer Adrian Pan, Adrian, who was recently signed as the Top Talent Popular Male Artiste at the Golden Awards 2014, will be joined by Gulf Kanawut from Thailand and Jeffrey Zulkifle Singapore.

Gulf's popularity reached Japan after the release of his single with popular Japanese singer Tomohisa Yamashita. The singer and actor has now signed to feature his Thai TV series including *Love Beyond Promise*. Meanwhile, Jeffrey won the Best Supporting Actor title at the prestigious Asia Tokusatsu Awards in 2015.

In each episode of Find The Wasabi — Noriko's Hunters, the cast members are challenged by a commander to solve mysteries about Japan. Taking on the role of the Wasabi Commander is Japanese actress Noriko Fujimura. Noriko has acted in Japanese dramas such as OTO, Love Generation and Wild Love.

"I am honoured to work with Adrian, Gulf and Jeffrey. I have visited Malaysia as well as other Asian countries for business and leisure trips but this is the first time I will be in the shoes of the people there," says Noriko who starred alongside Aaron Kwok in the Commonwealth Film Festival Opening Movie, *Chinese Paladin*.

She adds: "It is welcoming the hunters to Japan. I chose to wear a Kimono which is the formal attire of the country. I also dyed with the most difficult technique which is popular in Asia.

"I hope the hunters will unveil the many attractions and beauty of Japan through their missions and make fascinating discoveries along the way."

Winning of the series started from the moment the hunters set foot on Narita International Airport. Adrian, Gulf and Jeffrey were instructed to obtain tickets to the Tokyo Tower by Edo-Ki-Ni-Ki Temple in Tokyo where they met Noriko who sent them on their first mission.

The cast is captured their budding friendship and continued to follow them as they progressed through their missions.

The participants were challenged as this is my first time travelling to Japan, let alone participating in such a reality series! I will never forget the fun, laughter, and joy we shared. The experience was amazing," says Adrian.

"What's more, I realised about this show is that all of us were able to discover a new side of Japan and her beauty in her and others. I've grown a lot as an individual and I'm truly grateful for the opportunity," adds Gulf.

The group's many hosts have also left a mark in their memories as they were kind enough to share their stories with the cast.

The hunters also travelled to Hiroshima where they were sent on different missions to experience the

Helping hand from radio stations

MEDIA Prima Radio Network (MPRN) recently came to the aid of flood victims in Kelantan. The radio stations under MPRN — Fly FM, Hot FM and One FM — initiated a Flood Relief Mission as part of its Corporate Social Responsibility programme.

Through Biro Bantuan Pasca Bencana, MPRN helped clean up Sekolah Kebangsaan Tebing Tinggi in Tanah Merah, Kelantan. It also contributed school supplies and stationery to 275 students from the school.

In conjunction with the reactivation of Tabung Bencana NSTP-Media Prima, MPRN carried out a recruitment drive seeking volunteers via its radio stations' respective websites. Thirty-one volunteers were recruited. And together with 36 MPRN employees, the group went on a two-day expedition to Kelantan beginning Jan 10.

Joining the event were Fly FM announcer Ivan, Hot FM announcers from Hot FM Central, Kelate and T'Ganu, Fara Fauzana, AG, Fizie, Ikhwan, Liza, Tun Nadia, Deen, Hariq, Fahmi, Farid, Rea and Raffy, and One FM announcers Yin Yin, William and Angeline.

The clean-up was a major success. The volunteers were divided into 10 groups as they worked on every affected sector of the school, from the canteen to the corridors and entrance.

5-YEAR FINANCIAL HIGHLIGHTS

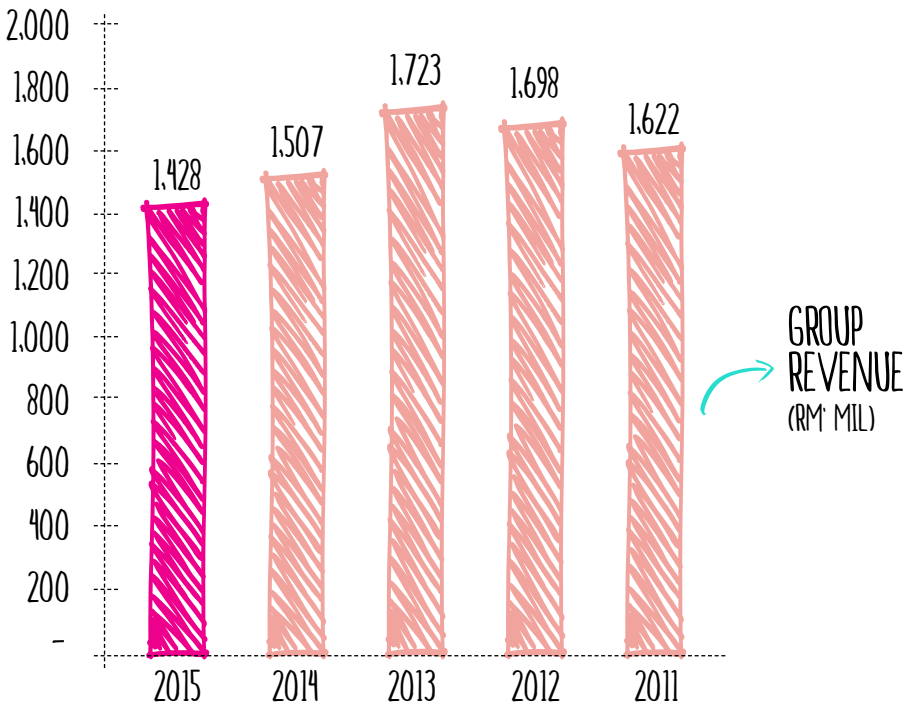
	Year ended 31 Dec 2015 RM'000	Year ended 31 Dec 2014 RM'000	Year ended 31 Dec 2013 RM'000	Year ended 31 Dec 2012 RM'000	Year ended 31 Dec 2011 RM'000
OPERATING RESULTS					
Revenue	**1,427,693**	1,506,981	1,722,943	1,697,845	1,622,133
Profit Before Taxation	**200,068**	101,441	289,981	282,945	277,742
Net Profit After Taxation	**138,708**	76,622	216,416	211,312	208,578
Net Profit Attributable to Owners of the Company	**138,717**	75,528	214,165	209,312	206,585
Non-Controlling Interests	**9**	(1,094)	(2,251)	(2,000)	(1,993)
KEY DATA OF FINANCIAL POSITION					
Total Assets	**2,330,054**	2,478,521	2,606,662	2,668,170	2,463,615
Total Borrowings	**300,108**	453,092	499,366	682,746	503,597
Share Capital	**1,109,199**	1,109,107	1,100,529	1,079,692	1,068,151
Shareholders' Equity*	**1,620,655**	1,592,577	1,656,429	1,547,290	1,443,459
Earnings Per Share (sen) (Basic)**	**12.51**	6.83	19.62	19.45	19.68
FINANCIAL RATIOS					
Return on Shareholders' Equity (%)	**9%**	5%	13%	14%	14%
Return on Total Assets (%)	**6%**	3%	8%	8%	8%
Net Assets Backing Per Share (RM)	**1.46**	1.44	1.51	1.43	1.35
Gearing Ratio	**0.19**	0.28	0.30	0.44	0.35
Interest Cover Ratio	**21.3**	10.1	15.6	11.3	9.7
Dividend Per Share (sen)***	**10.0**	11.0	14.0	13.0	16.0
Number of Employees	**4,236**	4,171	4,654	4,721	4,680

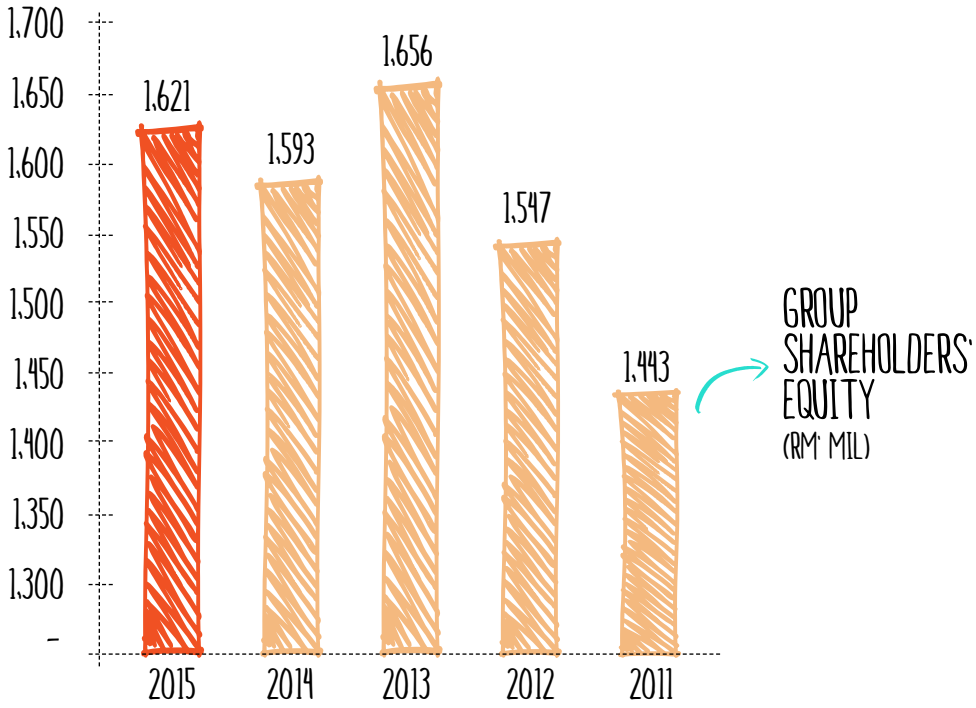
* Shareholders' Equity: Share Capital + Share Premium + Other Reserves + Retained Earnings/(Accumulated Losses)

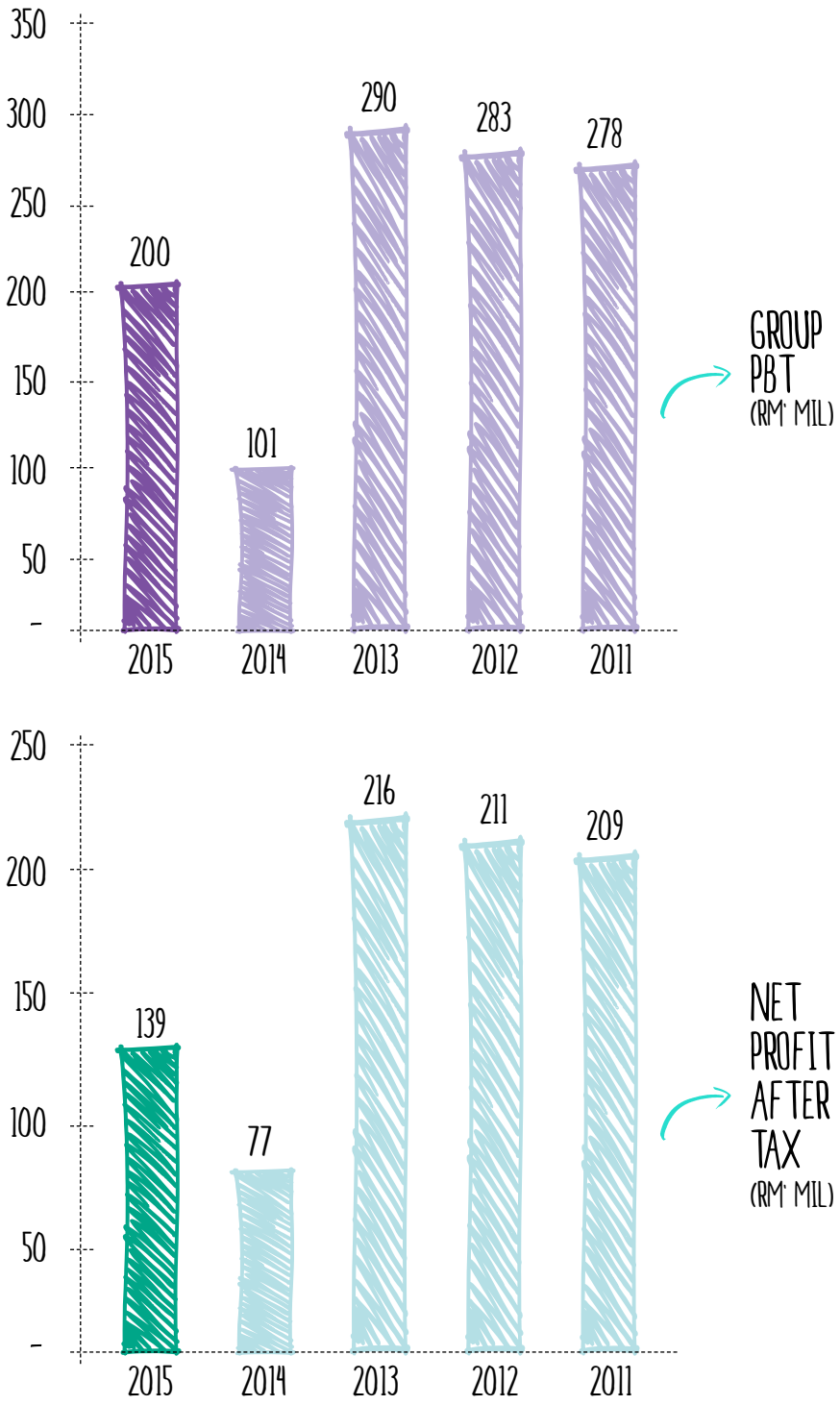
** Earnings Per Share (Basic): Net profit attributable to the owners of the Company of RM138,717,000 (2014: RM75,528,000) and the weighted average number of ordinary shares in issue of 1,109,192,000 (2014: 1,105,261,000)

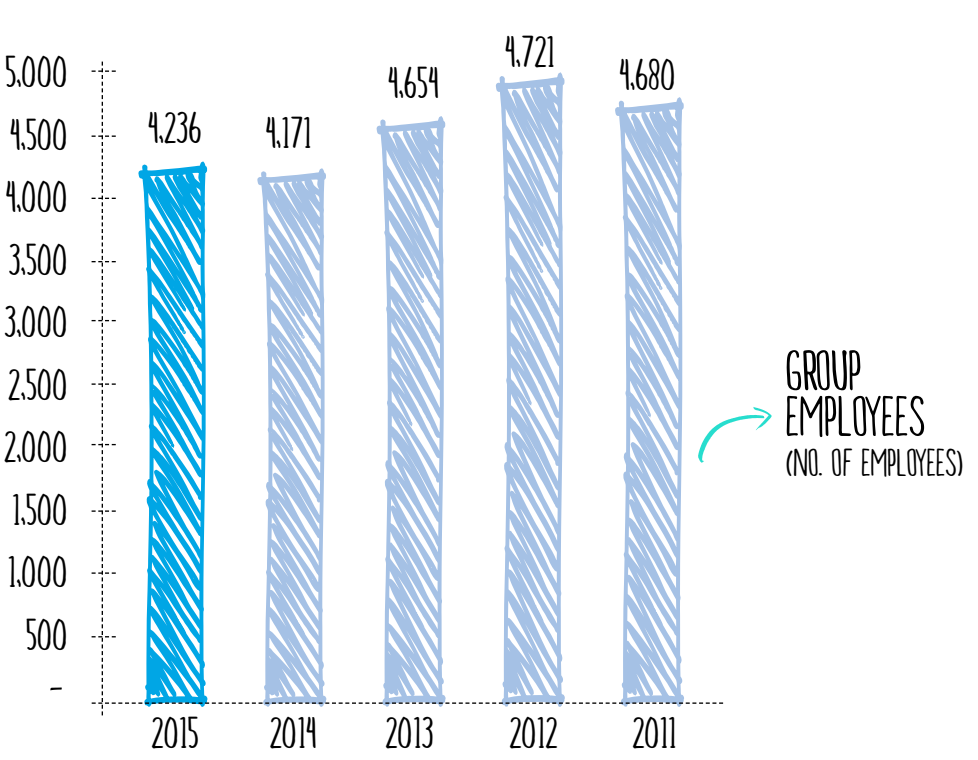
*** Dividend per share is the total dividend declared for the respective financial year

5-YEAR GROWTH SUMMARY



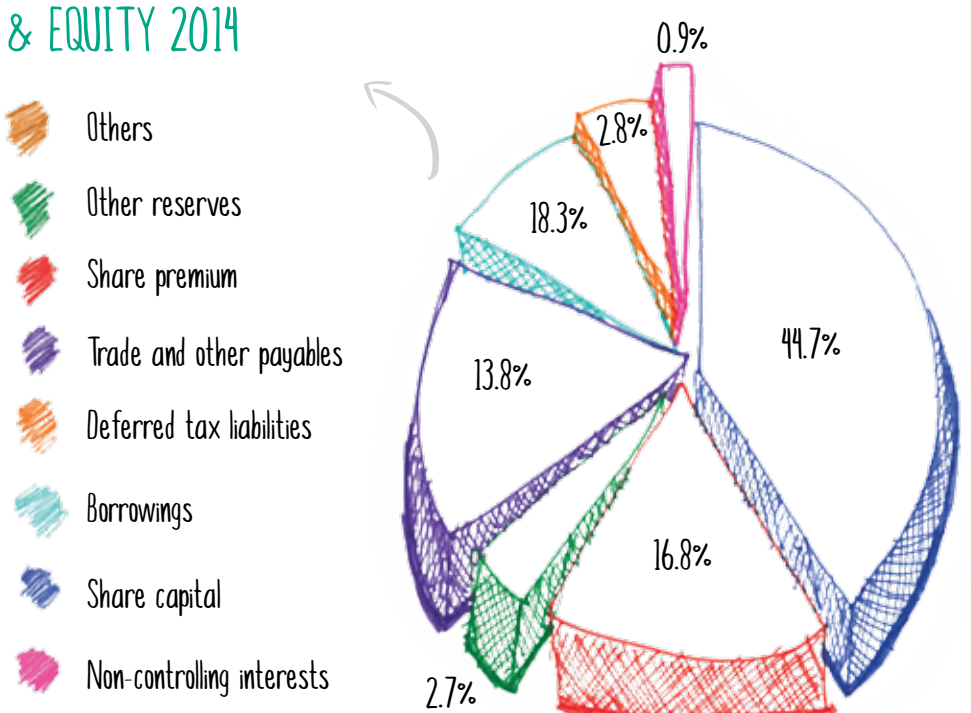




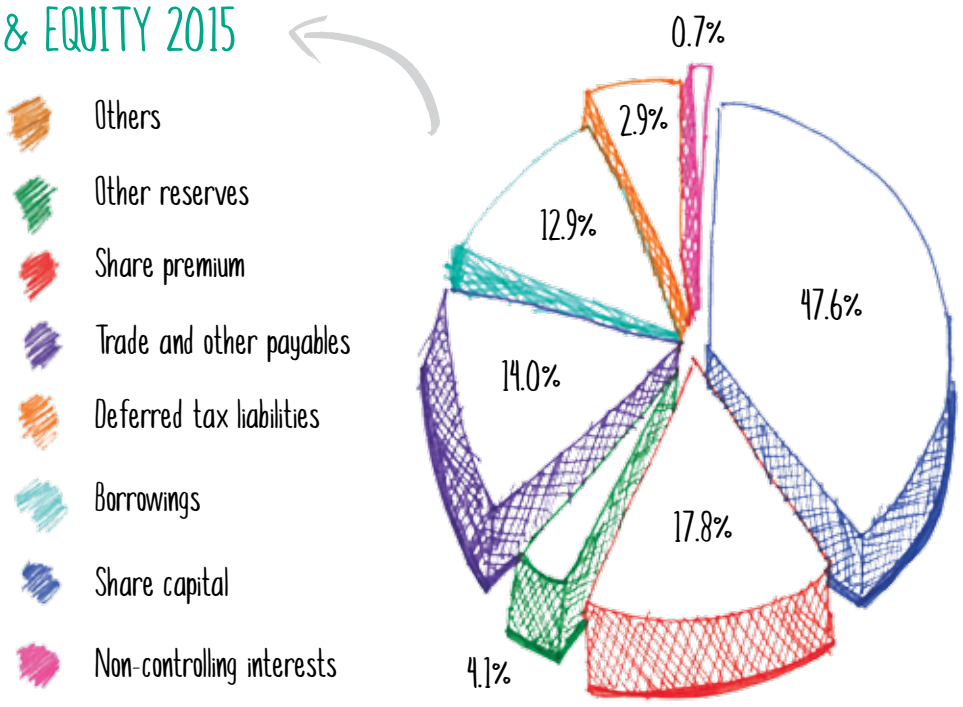


SIMPLIFIED GROUP STATEMENT OF FINANCIAL POSITION

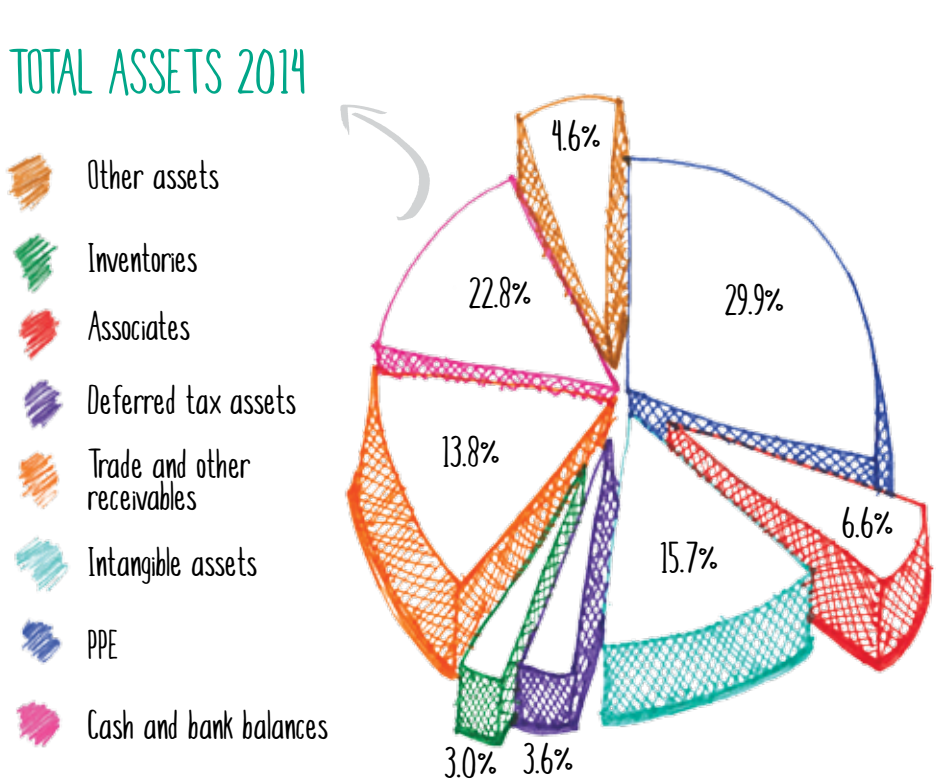
TOTAL LIABILITIES & EQUITY 2014



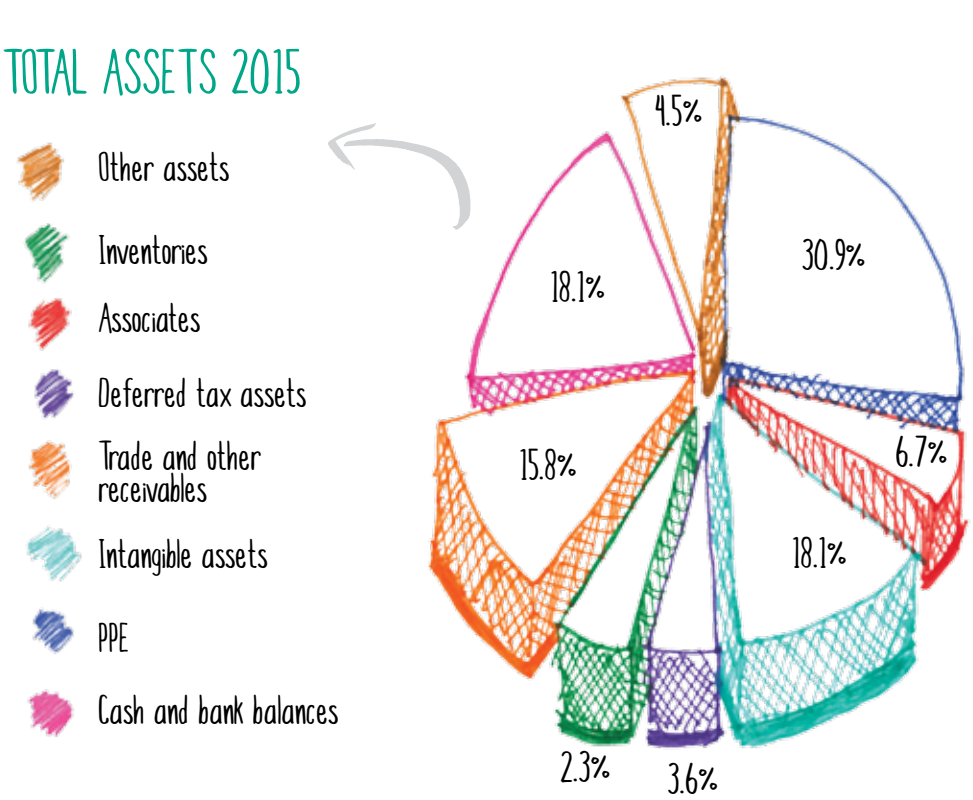
TOTAL LIABILITIES & EQUITY 2015



TOTAL ASSETS 2014

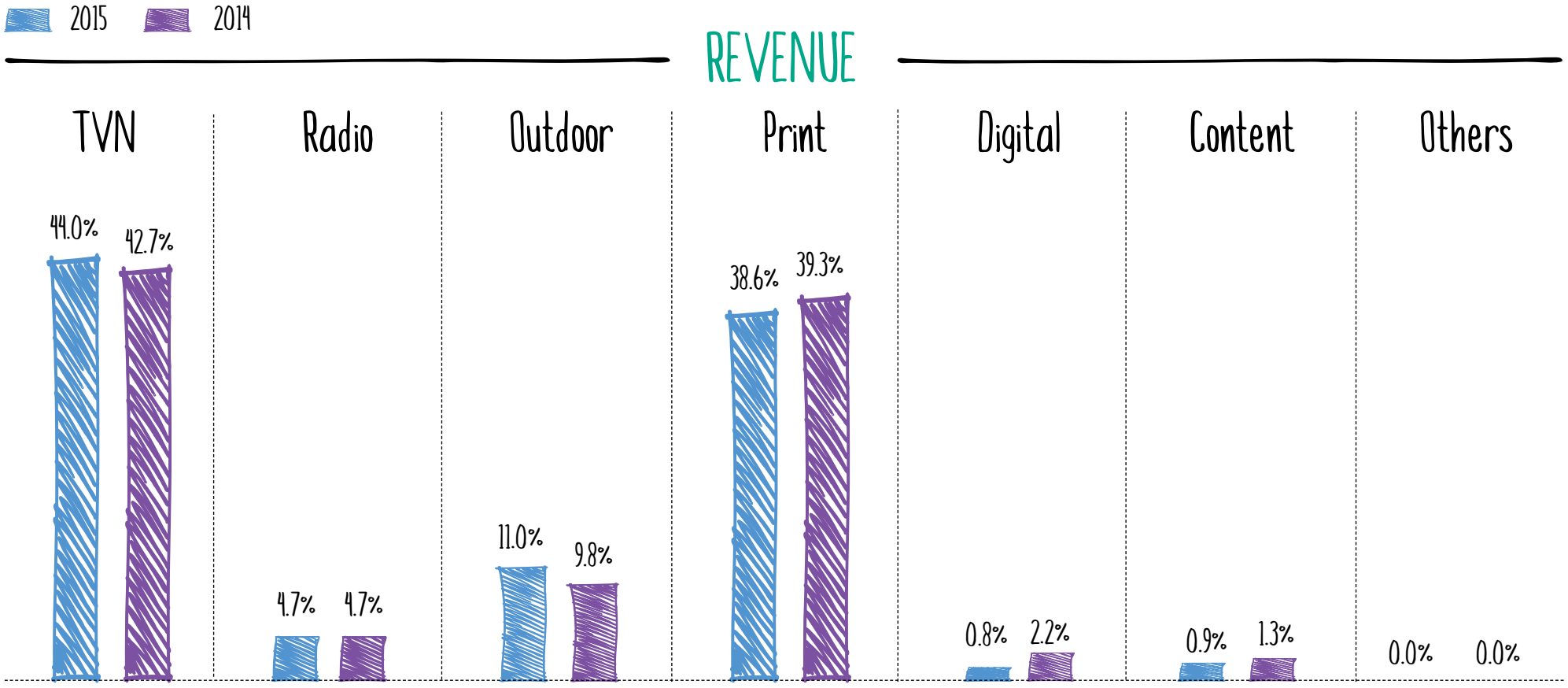


TOTAL ASSETS 2015

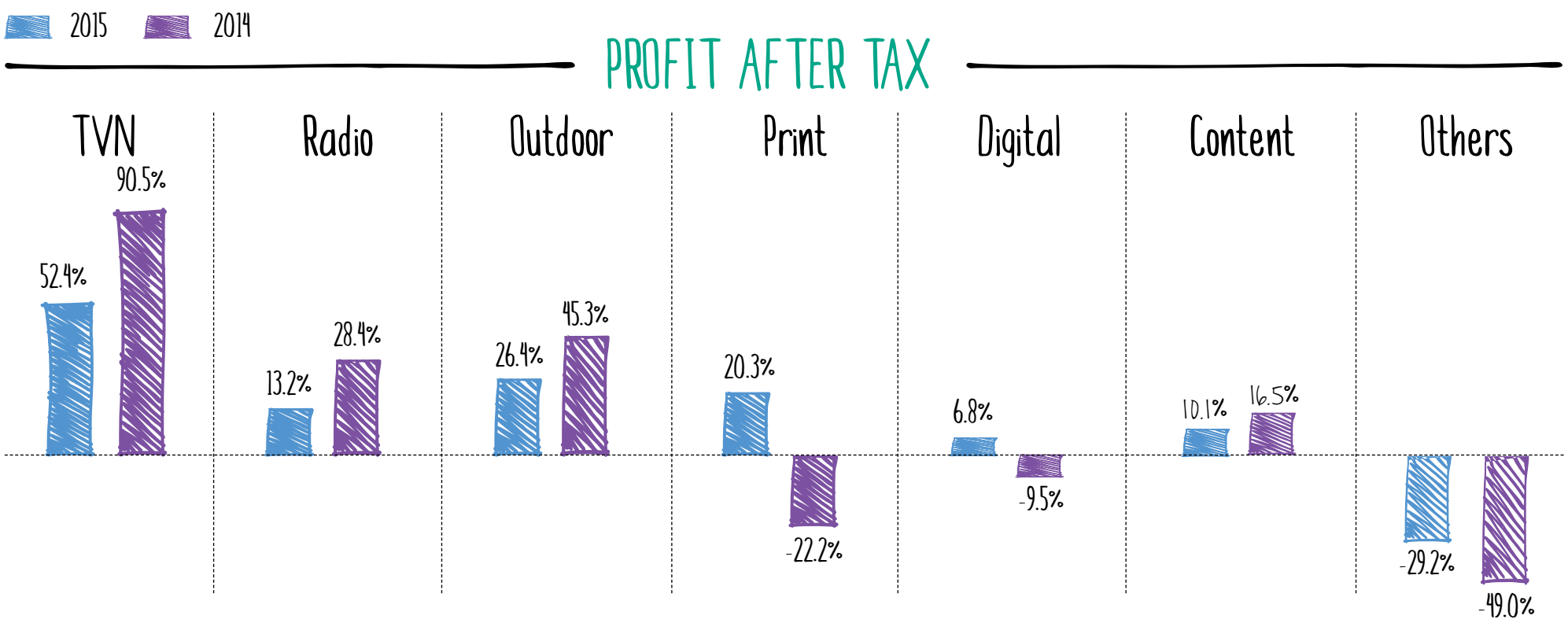


SEGMENTAL ANALYSIS

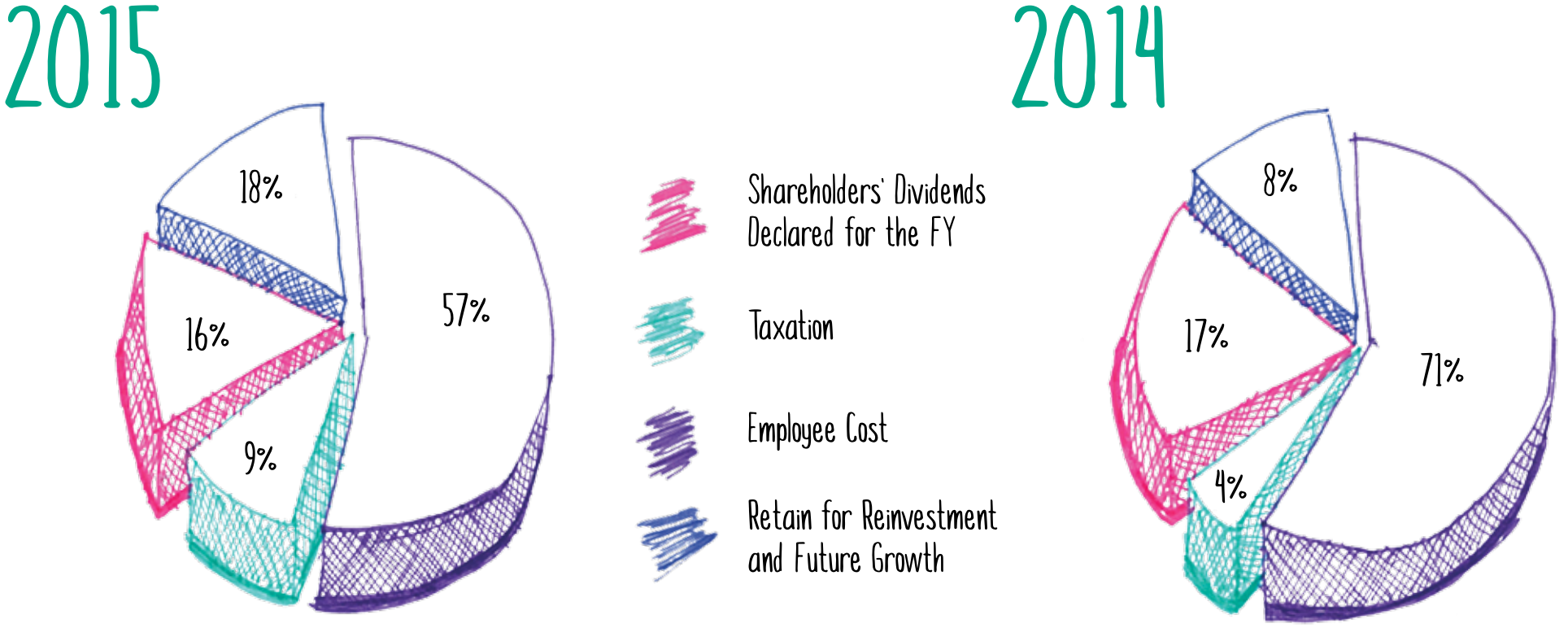
REVENUE



PROFIT AFTER TAX



STATEMENT OF VALUE ADDED & DISTRIBUTION OF VALUE ADDED

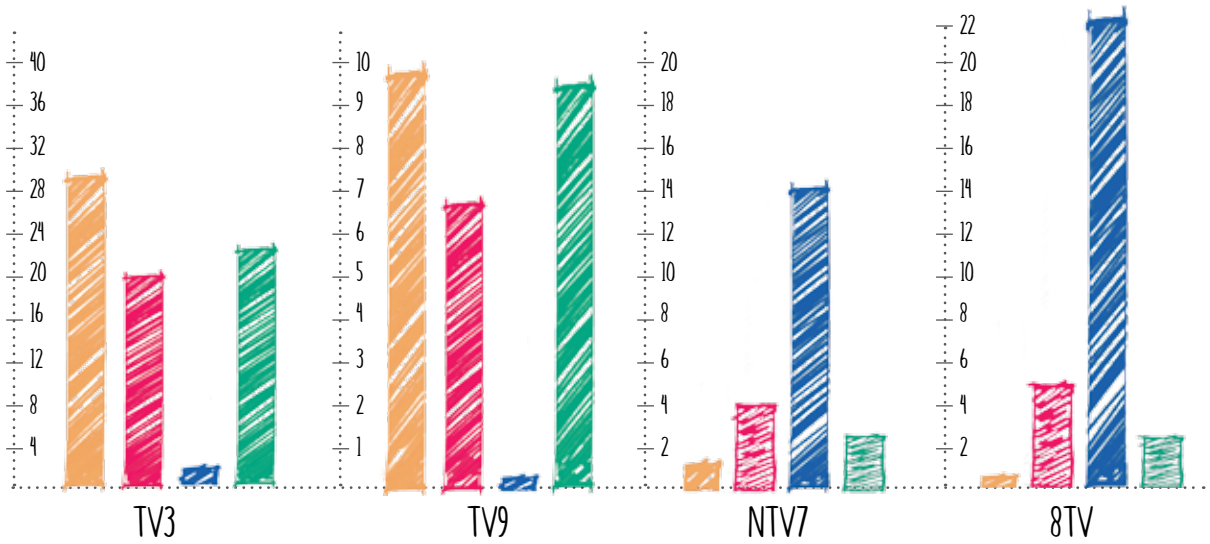


RM'000	FYE 2015		FYE 2014	
Revenue	**1,427,693**		**1,506,981**	
Royalties	(1,741)		(3,615)	
Operating Expenses	(724,944)		(808,197)	
Value Added By The Group	**701,008**		**695,169**	
Other Operating Income	16,639		15,990	
Finance Income	13,682		16,833	
Finance Costs	(15,300)		(22,901)	
Share Of Results Of An Associate	(7,245)		(6,283)	
Value Added For Distribution	**708,784**		**698,808**	
Distribution Of Profits				
1. Employee Cost	405,578	57%	496,980	71%
2. Taxation	61,360	9%	24,819	4%
3. Shareholders' Dividends Declared For The Financial Year				
- Shareholders of Media Prima Berhad	110,925	16%	121,891	17%
- Non-Controlling Interests	914		367	
4. Retain For Reinvestment And Future Growth				
- Depreciation, Amortisation & Impairment	103,138	18%	100,387	8%
- Retained Profit	26,869		(45,636)	
	708,784	**100%**	**698,808**	**100%**

VIEWERSHIP, LISTENERSHIP & READERSHIP DATA

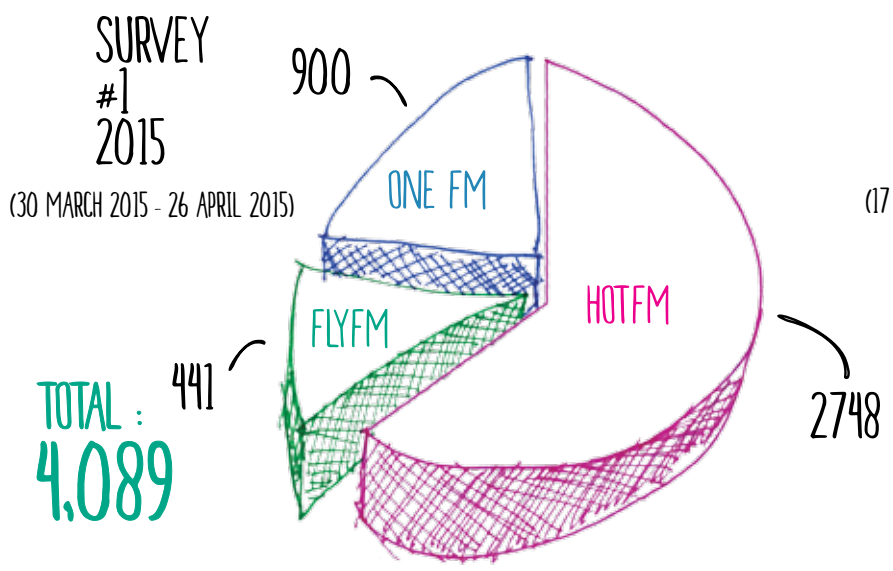
VIEWERSHIP PERFORMANCE (VIEWING SHARE %)

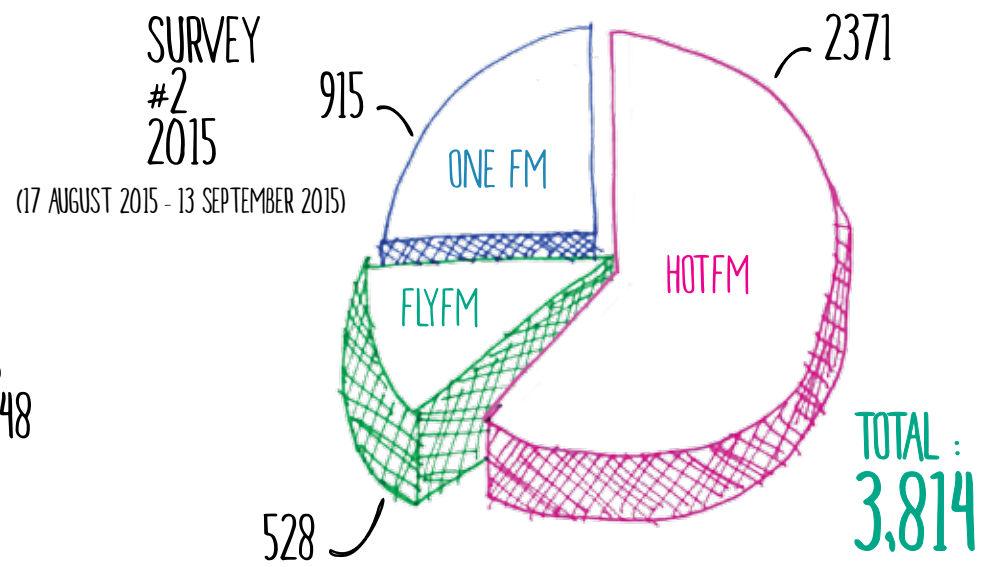
Target	Malay 4+	Urban 4+	Chinese 4+	Age 4-14years
Channel\ Variable	Share	Share	Share	Share
TV3	28.8	19.0	1.9	22.5
TV9	9.9	6.8	0.6	9.7
NTV7	1.7	4.4	14.6	3.3
8TV	0.7	5.3	22.9	3.1



Source: Nielsen Audience Measurement
1 January 2015 - 31 December 2015

LISTENERSHIP - RADIO NETWORKS REACH (000s) ALL PEOPLE 10+

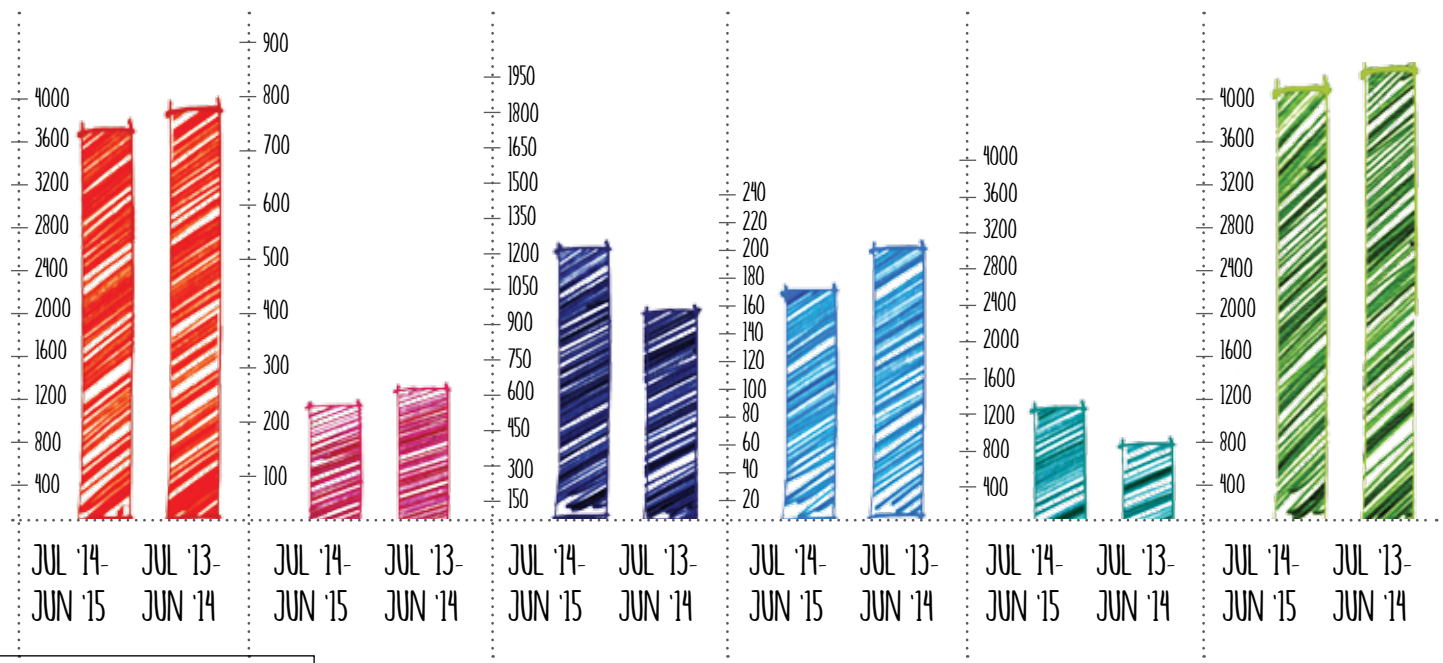




Source: Nielsen Radio Audience Measurement

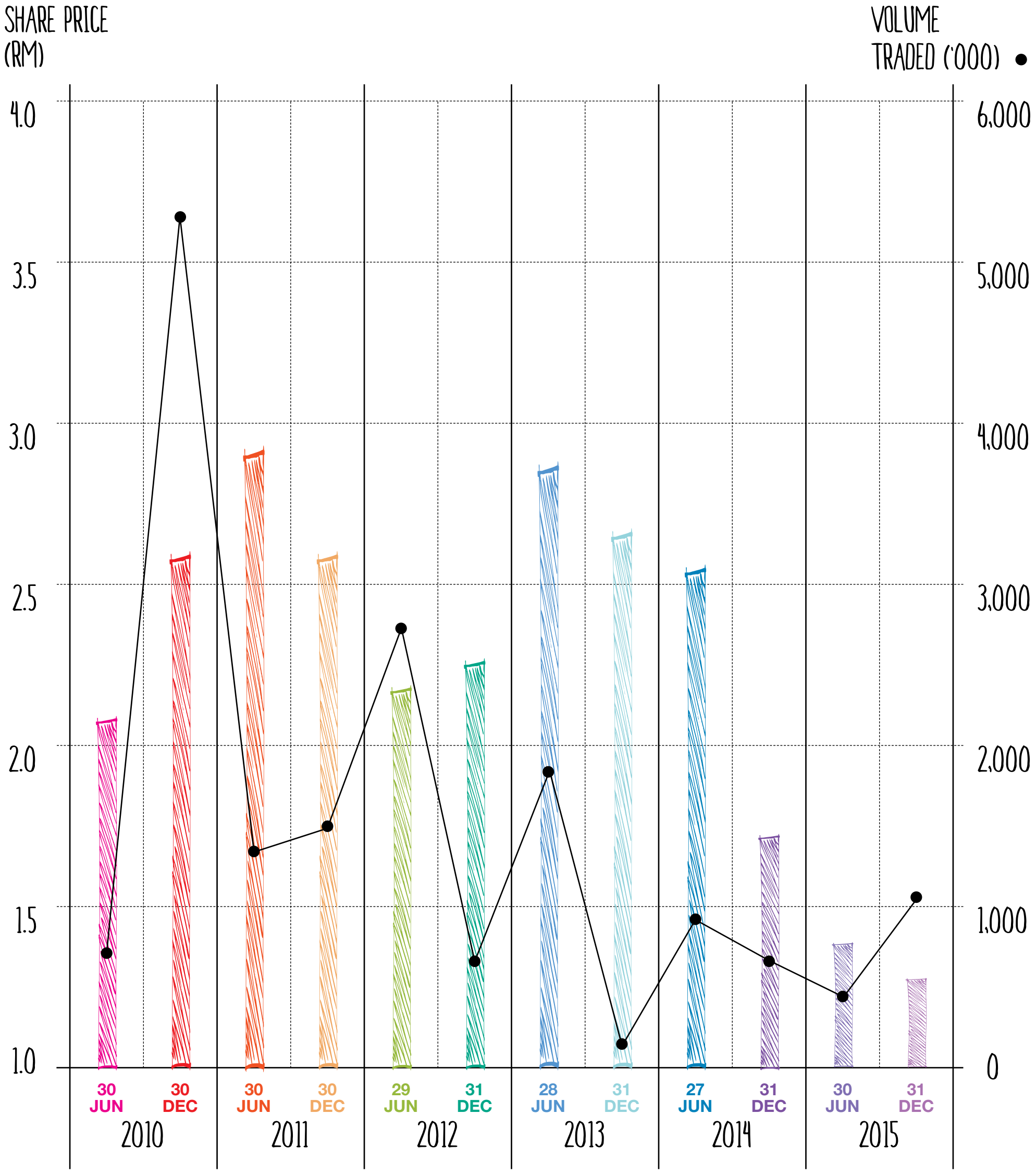
READERSHIP TREND (000s) ALL INDIVIDUALS 15+

	Jul '14-Jun '15 ('000)	Jul '13-Jun '14 ('000)
Harian Metro	3,679	3,812
New Straits Times	224	240
BH	1,225	947
New Sunday Times	179	202
BH Ahad	1,236	1,034
Metro Ahad	4,008	4,152



Source: - July14-June15 Nielsen Consumer & Media View (Media Prima)
- July13-June14 Nielsen Consumer & Media View (NSTP)

SHARE PRICE CHART



Date	30.06.2010	30.12.2010	30.06.2011	30.12.2011	29.06.2012	31.12.2012	28.06.2013	31.12.2013	27.06.2014	31.12.2014	30.06.2015	31.12.2015
Share Price (RM)	2.11	2.60	2.90	2.60	2.21	2.34	2.80	2.62	2.58	1.76	1.46	1.27
Volume Traded	744,500	5,279,700	1,385,000	1,419,500	2,733,200	735,500	1,885,300	137,600	977,200	733,200	561,300	1,076,900

Source: Bloomberg

GROUP FINANCIAL REVIEW

REVENUE

The Group's intergrated position and strong presence across its media platforms enables the Group to remain resilient and relevant by being able to offer comprehensive, customised and intergrated solutions to the client.

Group revenue for FY2015 had been generally affected by the soft advertising spending and subdued market sentiment. The challenging environment was reflected in revenue which decreased by 5.3% from RM1.5 billion in FY2014 to RM1.4 billion in FY2015.

TV NETWORKS

TVN's FY2015 revenue of RM626.2 million is a 2.7% decrease from FY2014's RM643.5 million. TVN's revenue was largely attributed to the lower advertising expenditure ("adex") in FY2015.

PRINT MEDIA

Print revenue for FY2015 reduced by 6.8% from RM592.1 million in FY2014 to RM551.6 million in FY2015 as advertising and circulation revenue fell by 2.7% and 14.5% respectively.

OUTDOOR MEDIA

Revenue of RM157.2 million with a 6.2% growth from the preceding year was driven by new digital rollouts at key and premium sites throughout FY2015.

RADIO NETWORKS

Radio Networks FY2015 revenue declined by 5.0% against FY2014's revenue of RM71.1 million as the share of adex between radio stations remains highly competitive.

DIGITAL MEDIA

Streamlining of business operations within the Group during FY2015 saw Digital Media's external revenue shrink by 65.0% from RM32.6 million in FY2014 to RM11.4 million in FY2015.

CONTENT CREATION

Content Creation recorded external revenues of RM13.4 million, which is a 32.2% decline from FY2014. The decline is due to lower content and license sales and limited film releases.

CORPORATE & OTHERS

Corporate and other services mainly comprises of the corporate office and shared service functions. Revenues are mostly intercompany in nature and are eliminated for consolidation.

OPERATING EXPENSES

Operating expenses for FY2015 reduced by 12.4% compared to FY2014 in tandem with the decrease in revenue. In addition, the Group managed to achieve savings in significant areas such as programme costs, newsprint costs and staff costs.

AMORTISATION OF INTANGIBLE ASSETS

The Group's total amortisation of intangible assets reduced by 4.3% against the preceding year. Savings in programming and content saw the most significant component of amortisation, programmes and film rights, recorded a decrease in amortisation from RM192.5 million in FY2014 to RM182.7 million in FY2015.

NEWSPRINT AND NEWSPAPER PRODUCTION COSTS

Savings in newsprint consumption and operational efficiencies resulted in newsprint and newspaper production costs decrease from RM186.1 million in FY2014 to RM136.8 million in FY2015.

EMPLOYEE BENEFITS COSTS

Employee benefits costs decreased by 18.4% in FY2015 as compared to FY2014 as a one-off Mutual Seperation Scheme ("MSS") of RM79.8 million was recorded in FY2014. If the MSS cost is excluded from FY2014, employee benefit costs in FY2015 reduced by 2.8%.

The Group's employee benefits costs accounted for 32.8% of total operating costs.

DEPRECIATION

Total depreciation of property, plant and equipment and investment properties increased by RM2.6 million to RM99.8 million compared to RM97.2 million in the preceeding financial year. The higher depreciation charge is consistent with increased assetisation of assets under construction during the financial year.

TAXATION

Taxation of RM61.4 million is mainly as a result of under accrual of prior year income tax of RM10.2 million and net deferred tax charge of RM3.2 million.

DEPOSITS, CASH & BANK BALANCES

Deposits, cash and bank balances reduced by 25.5% from RM565.0 million to RM420.7 million is due to the settlement of Redeemable Fixed Rate Bonds ("RFRB") amounting to RM150.0 million in March 2015. A net cash outflow of RM18.9 million from the acquisition of a subsidiary during the financial year also contributed to the decrease in cash and cash equivalents.

TRADE & OTHER RECEIVABLES

Trade and other receivables increase of 7.7% is in line with the lower trade receivables turnover as well as increase in sundry debtors.

TOTAL LIABILITIES

Reduction of Group's liabilities by 19.7% is significantly due to the full settlement of the RFRB and lower payables during the financial year.

BORROWINGS

The Group's borrowings stands at RM300.1 million comprising of only Commercial Paper Medium Term Note. Borrowings reduced by 33.8% as the RFRB of RM150.0 million was fully settled during the financial year.

TOTAL EQUITY

Total equity increased by 1.4% from RM1,613.2 million in FY2014 to RM1,635.1 million in FY2015 on the back of higher FY2015 profit. Equity is also higher due to FY2015 dividend paid of 5.0 sen per ordinary share as at year end compared to FY2014 dividend paid of 6.0 sen per ordinary as at the preceding reporting date.

EARNINGS PER SHARE ("EPS") & RETURN ON EQUITY ("ROE")

Basic EPS increased from 6.83 sen per ordinary share to 12.51 sen per ordinary share. ROE increased from 5% to 9% in FY2015 as a result of higher profit for the financial year.

DIVIDENDS

The Company paid a FY2015 first interim single tier dividend of 3.0 sen per ordinary share on 30 September 2014 and a second interim single tier dividend of 2.0 sen per ordinary share on 30 December 2015. The first and second interim single tier dividends attributable to FY2015 amounted to RM55.5 million.

In addition, the Board of Directors has recommended a final single tier dividend of 5.0 sen per ordinary share in respect of FY2015. With the recommendation of the final single tier dividend, total dividends declared for FY2015 amounted to 10.0 sen per ordinary share.

CORPORATE RESPONSIBILITY

Over the course of the last year, we listened to our stakeholders to understand what information mattered most for inclusion in this year's sustainability report. This report reflects our responses to key areas highlighted by our stakeholders. It demonstrates how we have integrated sustainability issues with other business drivers.

As a media company, we engage with our stakeholders every day at all levels of our business. Our key stakeholders and methods of communication are presented in the diagram on the right.

Materiality Counts

Materiality is about identifying the issues that matter most to our business and to our stakeholders. We plot the economic, social and environmental issues that are of top concern to our stakeholders, against the impacts these issues may have on our reputation, operations and finances. We use them to help select the information to feature in this report, in order to meet stakeholder expectations. This section provides an outline of our material issues, in accordance with GRI G4 standards and Bursa Malaysia's latest requirements, and highlights their level of impact throughout Media Prima's value chain.

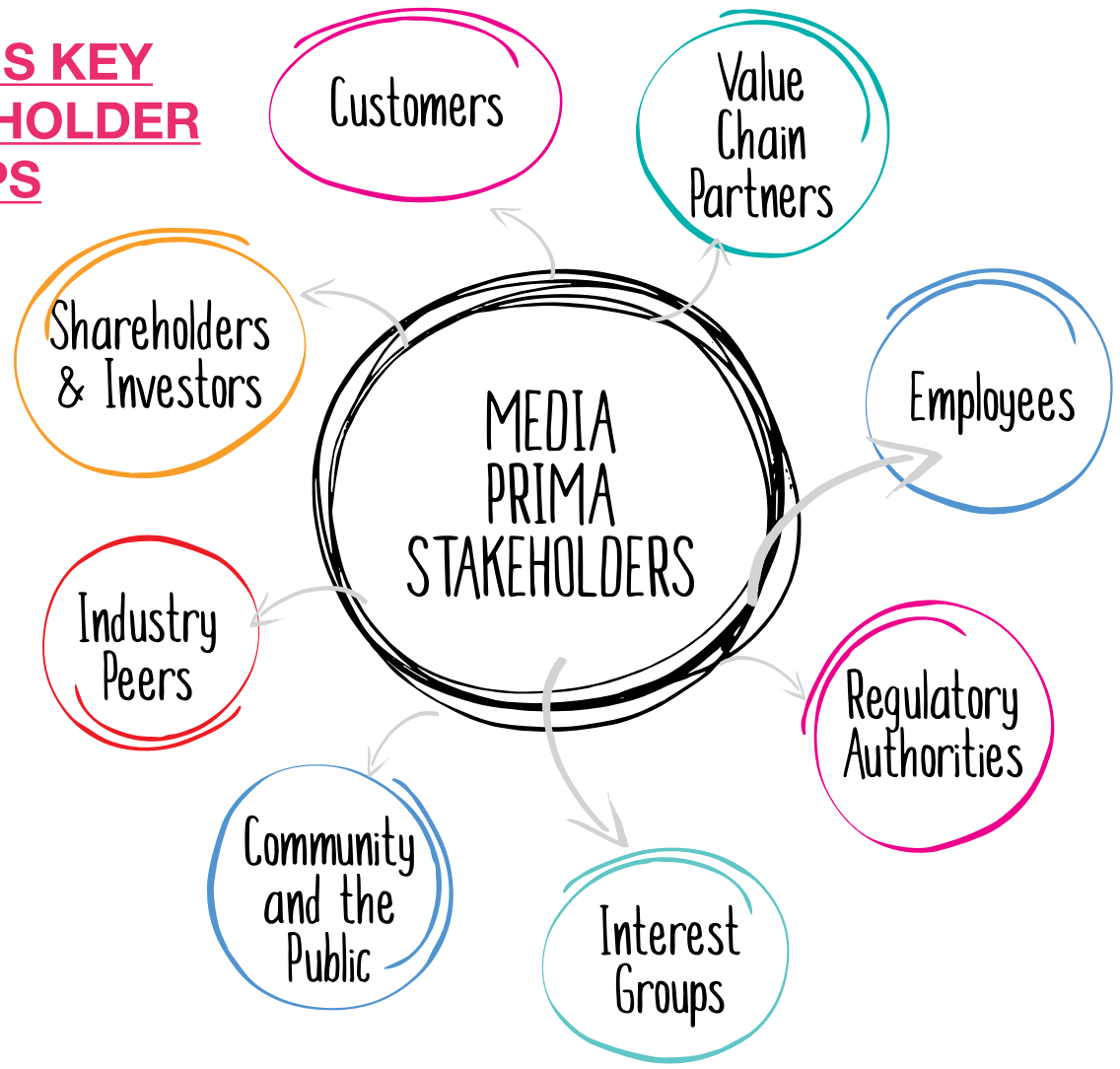
The Media Prima Stakeholders Materiality Survey 2015 was conducted in the last quarter of 2015. To ensure impartiality and secure the anonymity of the respondents, the survey was performed by an external consultant. The opinions of representatives from the following major stakeholder groups were sought:

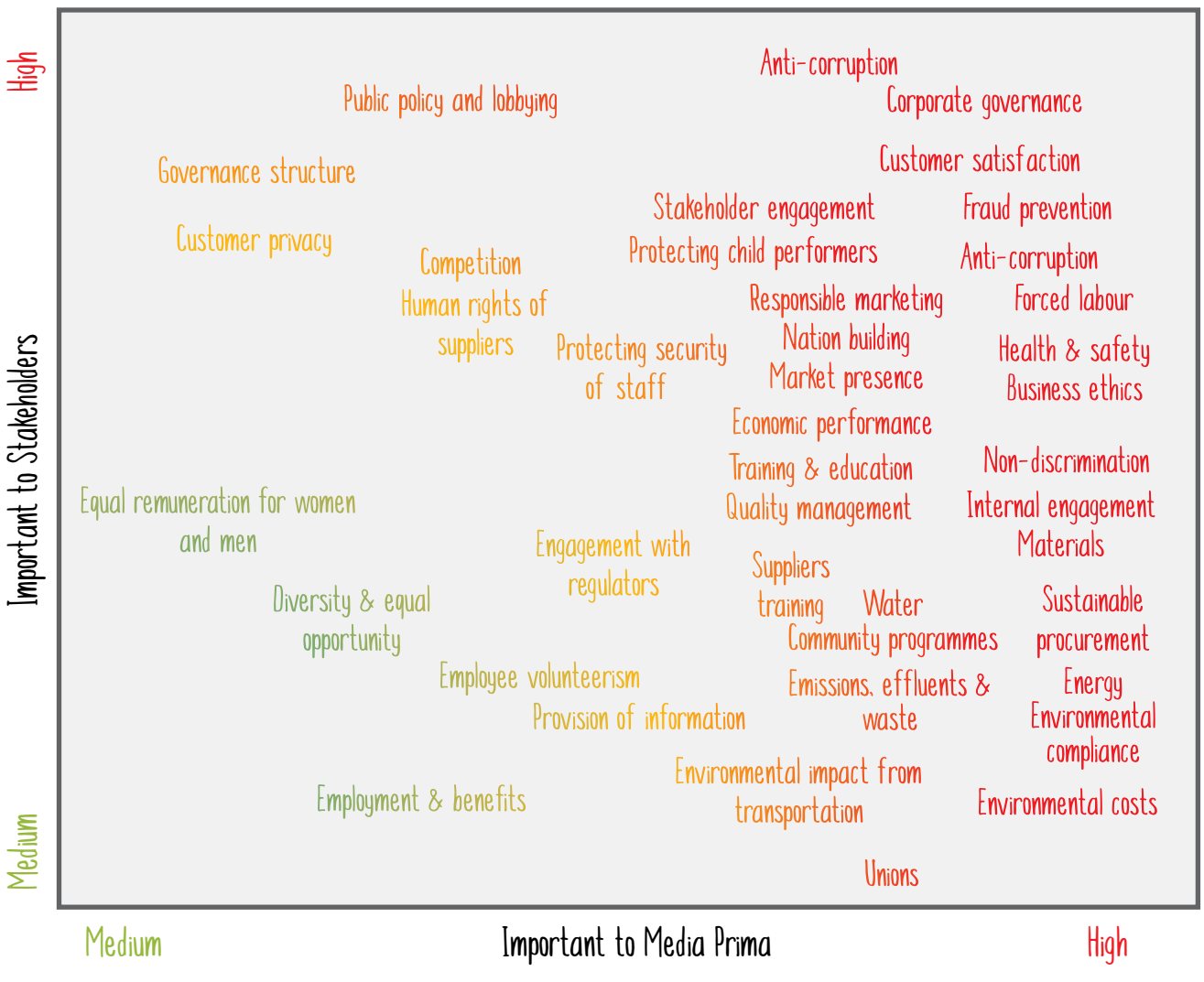
- Government and Authorities
- Shareholders, Investors and Analysts
- Business Partners and Suppliers
- Employees
- Trade Unions and Professional Bodies
- General Public and Community
- NGOs, Consumer Groups and active organisations
- Mainstream and Social Media
- Customers – current and potential

The Results

Results of the analysis were then used to develop a materiality matrix, with the level of importance to Media Prima plotted along the X axis and importance to stakeholders on the Y axis. The matrix is presented in the following diagram on the right.

MEDIA PRIMA'S KEY STAKEHOLDER GROUPS





Economic

Programmes like Da'i (above) were meticulously analysed before being produced or acquired.

Famous local artistes like Bocey (left) and Tomok were among the talents Media Prima have helped groomed and managed.

Sustainable Supply Chain

Sourcing and Managing of Programmes
It is the responsibility of our Acquisition and Content Management (ACM) Team and the Brand Management Group (BMG) to respond to the market and secure in-demand programmes. BMG is the custodian of TV networks and discusses the purchase of suggested programmes, internally. Once confirmed, the ACM negotiates the programme license. If the budget and content fits our requirements, a financial evaluation report is raised. This report contains detailed analysis of a programme including a Return on Investment projection. This report is tabled at our monthly programme committee meeting for approval or rejection. The Media Prima's Programme Committee also decides on the platform to air the programme. This committee consists of the Group Chairman; Group Managing Director; Group Chief Financial Officer; General Manager of BMG for all networks; General Manager of ACM; and General Manager of the Group Finance Department.

The BMG team presents a master schedule to ensure our programme offers have a balanced combination of programmes suitable for all demographic groups. This master schedule contains the programmes that are planned for a specified period.

Sourcing and Managing of Artistes
Artistes are managed by our subsidiary, the Talent Unit Sdn Bhd, also known as the 8unit. The 8unit prioritises local artistes when searching for new talents, especially those who have been groomed through our in-house programmes. In-house reality TV shows are an excellent way of discovering outstanding talent among artistes.

Once hired, the 8unit helps these artistes realise their dreams and create memorable lifetime moments. Our management team provides continuous career development and coaching. The 8unit has a reputable network of media contacts, partners and clientele. It strives for maximum exposure and opportunities to build a successful and multi-faceted career path for these artistes. We provide regular training sessions depending on their credibility and attributes required to perform their roles.

Media Prima artist, Black (centre), is part of the programme developed to unearth new talents as seen here in Bintang Bersama Bintang show on TV3.

Our team also conducts an active talent scouting programme that discovers potential outstanding artistes through various on-ground activities.
We also participate in activities conducted by each of our TV programmes. Sought-after traits include credibility, personality, and industry knowledge. Other role-specific criteria are also important such as vocal skills, attractive appearance and age.

CORPORATE RESPONSIBILITY

Environmental

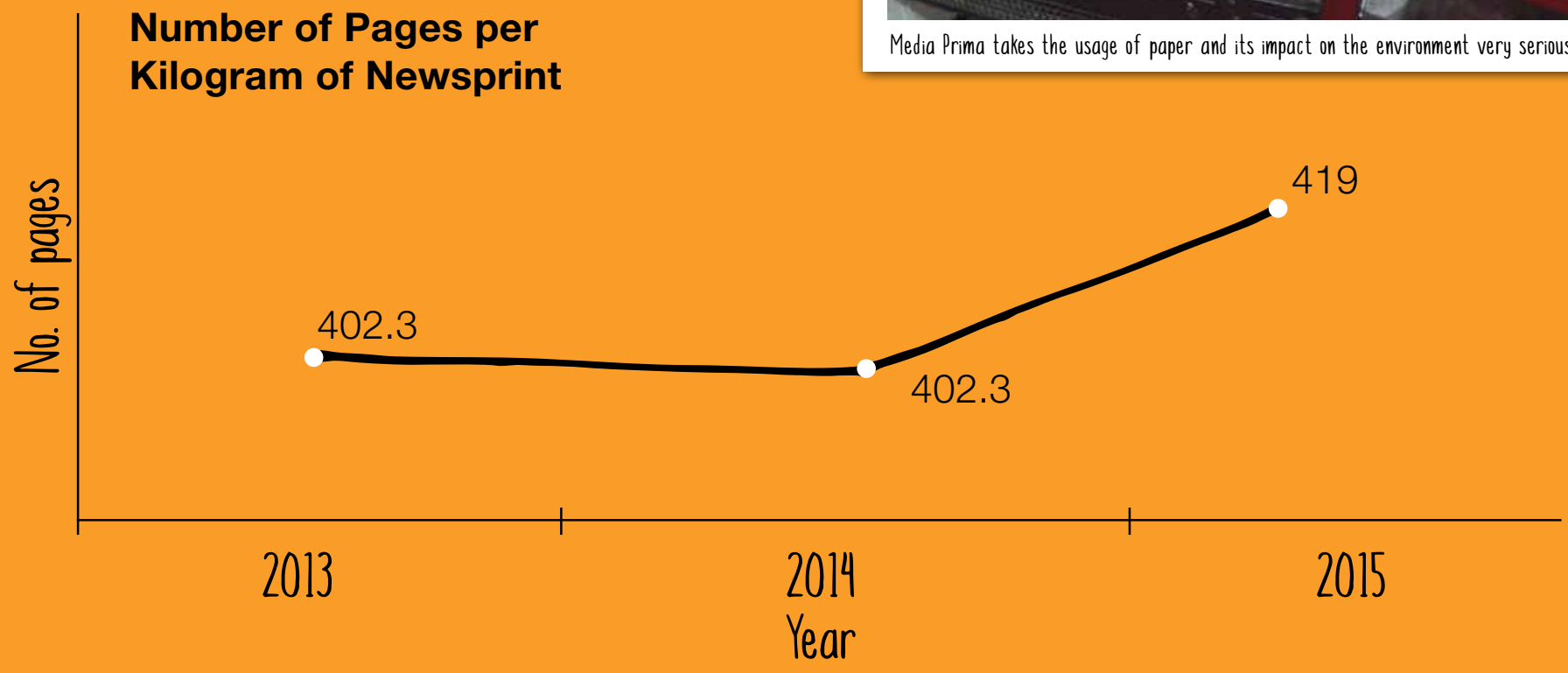
We seek to profitably produce goods while minimising our environmental impact, use of natural resources and energy consumption. We believe companies that use both environmentally and economically sound practices have significant competitive advantage. Environmental considerations are particularly important for NSTP as our printing plants consume large amounts of materials and energy.

Materials Management
We are meticulous about our materials management, which encompasses several invaluable roles required to maintain production and cost efficiency. Materials management is one of the most important factors affecting NSTP's profits as a printing company. We analyse materials consumption in our printing plants to ensure they are used effectively and efficiently.

Paper
The use of paper and its impact on the environment is arguably one of the hottest topics of discussion in our industry today. The number of pages is a good indicator of paper use efficiency. The number of pages per kg of newsprint increased by 4.15% in 2015 compared to the previous year. This increase was due to our migration from a substance of 45g/m^2 to 42g/m^2.

We also guided the Malaysian newspaper industry to produce the lighter substance as standard. This engagement makes it easier for other publishers to adopt this new paper as their standard.

Media Prima takes the usage of paper and its impact on the environment very seriously.



Environmentally-friendly Plates
Printing plants use chemicals as part of the prepress process. Our chemistry improves print clarity and maintains the cleanest possible backgrounds at pH7 when using both conventional and UltraChrome inks. Sharper colours are reproduced and optimum ink and water balance is maintained, with no corrosion to the press.

Environmentally-friendly plates are used for our printing.

Materials management and machine maintenance are always a priority at Media Prima.

Chemical Usage, Prepress (litres)

Year	Shah Alam	Prai	Senai	Ajil	Total
2013	14,831	10,100	8,670	7,900	43,514
2014	15,452	9,779	5,665	5,270	38,180
2015	10,279	9,605	2,620	3,160	27,679

Balai Berita Shah Alam, Senai and Ajil have all used significantly fewer chemicals than in previous years. The older processes used developers to remove the image coating. Shah Alam uses chemical-free plates; whereas Senai and Ajil both use chemical-less plates. Chemical-less processes have led to a reduced use of chemicals. Our chemicals usage should reduce more in 2016 when Prai converts to a chemical-less plate.

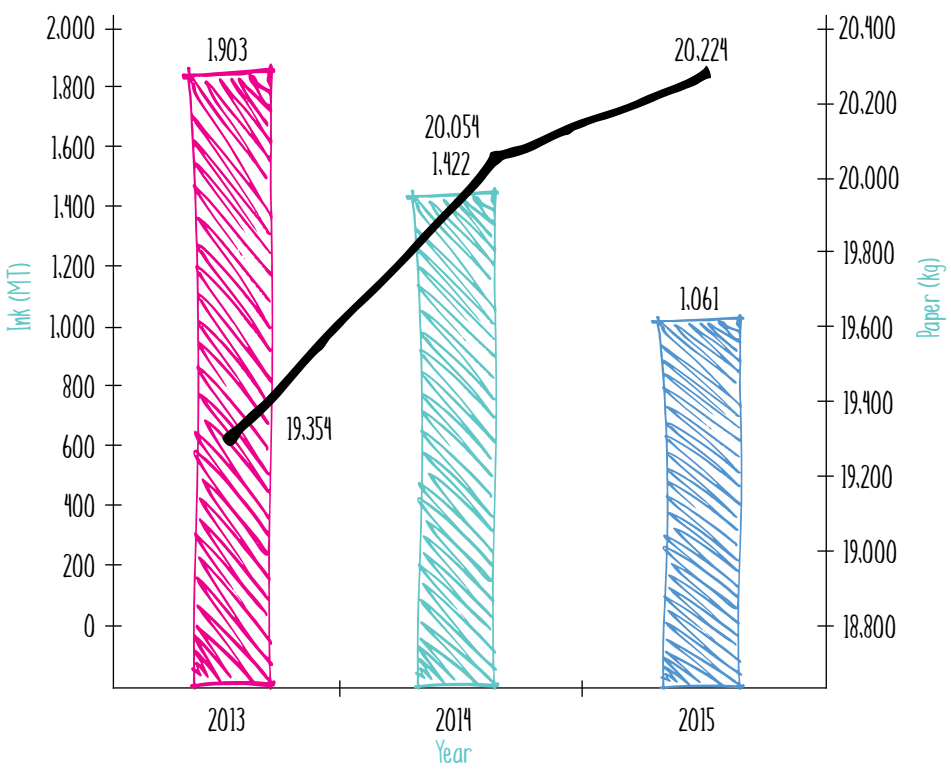
Ink

Our printing process follows the ISO 12647-3 graphic technology standard. This ISO standard is important as it specifies several process parameters and their values to be applied when producing colour separation and printing forms for newspaper single or four-colour printing. The parameters and values covering the process stages are 'colour separation', 'making of the printing formed', 'OK print or proof' and 'production printing'. NSTP is working towards ISO 12647-3 certification by the World Association of Newspapers and News Publishers (WAN-IFRA).

NSTP entered the preliminary evaluation by sending the first print test to WAN-IFRA India in November 2015. The full evaluation will be conducted between 25 and 29 January 2016. The certification is stringent to ensure quality in our reproduction.

We aim to keep the gross number of pages per kg of ink high. In 2014, the gross number of pages per kg of ink increased by 3.62% compared to 2013. In 2015, it also increased by 0.85%. In 2015, our ink usage reduced by 25.39%. Fewer newspapers were printed and less ink was used as efficiency improved. An increase in ink mileage from 20,054 pages/kg to 20,224 pages/kg was due to reduced printing wastage.

Number of Gross Pages per Kilogram of Ink and Ink Usage



Energy Management

Media Prima is aware of the need to improve its energy efficiency. We constantly identify and implement energy-reducing measures that also lower costs for the Group.
In 2015, we introduced Project WISE 2.0. This office campaign raises awareness of overusing electricity, water and other resources. We constantly reminded all employees to adopt good simple habits by switching off lights and computers when not in use.
We also continued to install inverters and replace the Air Handling Units (AHU) at our printing plants. In 2015, we made the following improvements:

- Installed an inverter at AHU 6 at Balai Berita Ajil;
- Replaced AHU 4 and 5 at Balai Berita Shah Alam; and
- Installed inverters at AHU 2,3,4, NSD1, PP1, RR2 and PDQ1 at Balai Berita Prai.

We also resized our air compressors from 350hp to 150hp based on actual demand at all plants.

In 2016, we will focus on lowering our air conditioning energy intensity to below 0.72 kWh per tonnage chiller operation. This is important as air conditioning chillers consume approximately 40% of the total energy.

Waste Management

Waste management is the processes involved in dealing with all waste produced by our operations. NSTP's operations produce both solid and scheduled waste.

Media Prima's NSTP is working towards ISO 12647-3 certification by the World Association of Newspapers and News Publishers (WAN-IFRA).

Solid Waste

We employ the Reduce, Reuse and Recycle (3R) concept to reduce the amount of waste we discard. Waste disposal uses natural resources, landfill space and energy. It can also be quite costly for the company.

NSTP sends 100% of its paper waste to Malaysian Newsprint Industries (MNI) for recycling. The collection of other wastes including aluminium and cores are being tendered.

Unsellable waste is disposed of according to the environmental regulations. The breakdown of newsprint waste sent to MNI in 2015 is presented below.

Solid Waste Disposal by Type

Newsprint Wastage	Amount (kg)		
	2013	2014	2015
Stripping	5,674	2,592	2,689
Reel Ends	188,684	104,734	84,608
Run-up Spoilage	1,986,949	1,698,349	1,535,260
Empty Core	292,927	218,268	164,760
Newsprint Covers	309,109	218,288	164,849
Machine Waste (Scrap Paper)	278,171	236,253	191,099
Press Spoilage	1,871		
Test Run & Mock-ups	34,494	34,184	40,803
Non Production Spoilage	1,921	4,530	-
Total	**3,099,800**	**2,517,199**	**2,184,068**

Scheduled Waste

Scheduled waste at NSTP's printing plants consists of contaminated rags, drums, waste ink and chemical waste. This waste is collected, stored and disposed of by the Department of Environment's (DOE) licensed contractors including Kualiti Alam, Tex Cycle, 3R Quest, Nature Energy Products Sdn Bhd, Alivirgo Sdn Bhd and Alam Aliran Kualiti Sdn Bhd. The contaminated rags are washed and returned for reuse. Chemical waste is sent to an in-house wastewater treatment plant (WWTP). Ink is stored in drums and stacked on pallets before being collected by licensed contractors. Electronic equipment is packed in metal drums and palletised before being sent to Kualiti Alam. Monthly reports are sent to the DOE and sludge produced by the WWTP is disposed of as scheduled waste.

Waste Category	Waste Code	Ajil	Prai	Senai	Shah Alam	Total
E-Waste	SW109/110	0.13	-	-	0.39	0.52
Ink Sludge and Evaporator Sludge	SW416	3.48	-	0.9	8.42	12.8
Used Oil	SW305	1.5	0.34	0.37	4	6.21
Mixed Solvent	SW322		0.62		2.35	2.97
Rotowash Carboy	SW409	1.06	2.74	2.1	0.91	6.81
Contaminated Empty Drum	SW409		1.26		0.94	2.2
Used Rags	SW410	4.39	21	17.6	7.86	50.85
Used Activated Carbon	SW411		0.82	0.64	0	1.46
Ink Waste	SW418	0.71	0.2	0.57	5.84	7.32
Filter Press Sludge	SW416	2.7	0.66		7.88	11.24
Total		13.97	27.6	22.18	38.59	102.38

CORPORATE RESPONSIBILITY

Social: Best Practices in the Workplace

Fun team bonding sessions are important in developing enthusiastic employees.

Training its talents rank highly at Media Prima.

Briged Sukarelawan Media Prima-NSTP is trained to provide appropriate response team-structure for identified CSR initiatives.

Our Group holistically embraces the concept of moral economic imperative.

We consider public interests, as well as our bottom line, to improve the lives of the local community and general society.

We established our volunteers' brigade, Briged Sukarelawan Media Prima-NSTP, which had a total of 120 registered members as at 31 December 2015. Briged Sukarelawan Media Prima-NSTP is trained to provide appropriate response team structure for identified CSR initiatives. The size and budget of the brigade for each CSR initiative is set based on the level of involvement and location.

Competitive Remuneration and Benefits

We perform a remuneration review once every three years to determine adequate remuneration for our employees. This helps us align our remuneration packages with the changing business environment. We can be more equitable in rewarding high achievers at the workplace, develop employee talent and determine our competitiveness vis-à-vis the market.

A percentage of employees' basic salaries are given to the Employees Provident Fund (EPF) as per statutory requirements. This contribution is inclusive of the contribution of any employer to the Employees Provident Fund required by law from time to time.

We define benefits as forms of value, other than payment, that is provided to employees in return for their contribution to the organisation. We offer various employment benefits to employees of all levels.

Key Benefits

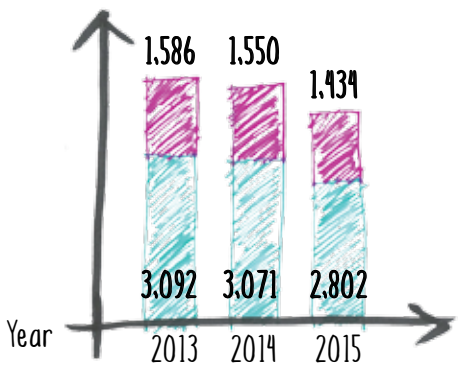
- Employee's Provident Fund
- Life and personal accident insurance
- Performance bonus
- Medical benefits for employees and their dependants
- Annual increment
- Leave: annual leave, pilgrimage leave, maternity leave
- Local and overseas allowance
- Pertubuhan Keselamatan Sosial (PERKESO)

Upgrading of Facilities for Better Well-being

It is important that employees enjoy their work; we want their professional lives to be fulfilling, rewarding and fun. We have upgraded the gym facilities with new equipment at our corporate headquarters and given it a new look. The gym provides employees with a place to refresh their minds and bodies, before and after work or during their lunch breaks. Employees may also visit the café, which offers a wide range of meals. They also have access to a sports centre and a prayer room. Various sports events are held to encourage healthy and active lifestyles in our workforce.

Diversity

With our diverse businesses, the diversity of our people is part of what makes Media Prima exceptional. We recognise that each person has unique strengths. And by embracing those strengths, we all deliver high performance—together.

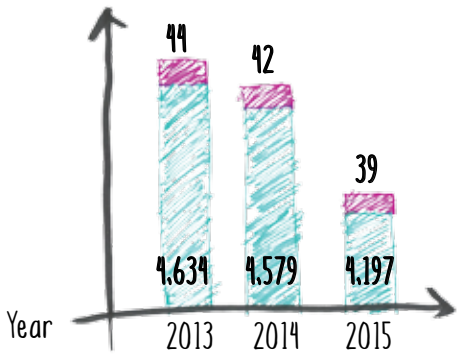


Breakdown of Employees by Type

No. of Employees

Non-Executive

Executive

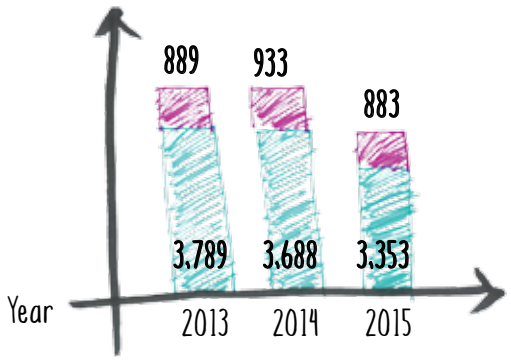


Breakdown of Employees by Region

No. of Employees

East Malaysia

West Malaysia

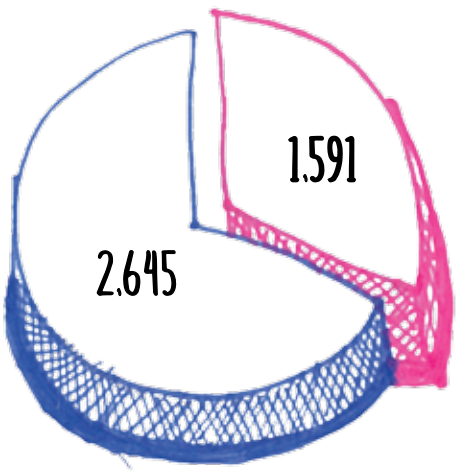


Breakdown of Employees by Contract

No. of Employees

Non-permanent staff

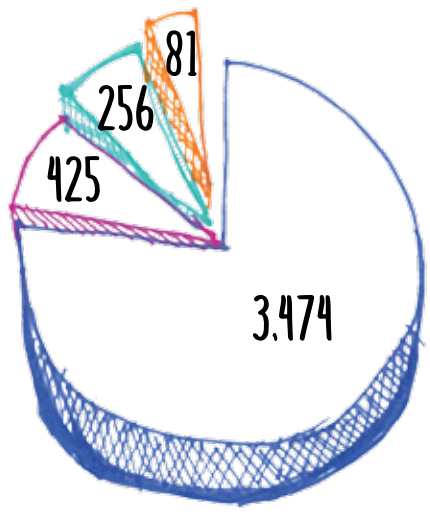
Permanent staff



Breakdown of Employees by Gender

Male

Female



Breakdown of Employees by Race

Malay

Chinese

Indian

Others

World-class training and development programmes help boost skills set and Media Prima's productivity.

Training and Development

Media Prima is committed to enhancing the skills and competencies, as well as personal growth and development, of its employees. We provide our people with multiple opportunities to enrol in world-class training and development programmes and encourage cross-functional movement to gain meaningful experience and exposure. Performance management is a critical area for Media Prima, and we invest in planning each employee's career and aligning his or her goals with larger organisational targets.

Group Internal Training Courses

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	182	4,093	4,038	809,827.70
Organisational	93	3,724	3,700	866,539.62
Leadership	13	229	405	130,622.12

Group External Training Courses

Type of Course	Number of Courses	Number of Attendees	Man-days	Investment (RM)
Functional	185	819	1,601	790,462.61
Organisational	1	6	36	17,100.00
Leadership	3	6	50	80,432.28

Employee Training Hours and Budget

Training	Unit	2015
Average training budget per employee	RM	635
Average number of hours of training per year per employee by employee category.	Hours	19

Health and Safety at Work

We are dedicated to providing a safe and healthy work environment for all our employees, contractors and business partners. We maintain a fully integrated Health, Safety and Environmental (HSE) management system and a number of related procedures. We have adopted various health and safety measures relevant to the media industry.

The Occupational Safety and Health (OSH) committee at Sri Pentas is represented by 0.01% of total workforce; while Balai Berita OSH Committee is represented by 0.05%. The committee proposes action to be taken in the event of an incident or accident.

Besides OSH training, staff of Media Prima are also encouraged to contribute to society.

CORPORATE RESPONSIBILITY

Social: Society

At Media Prima, we recognise that our organisation can have a considerable impact on society and local communities. We are structured in a way that helps our communities to maximise the impact of support programmes. We link our community initiatives with the nature of each business unit. Our contributions to society and the nation at large are summarised in the table below.

Business Unit	Programme
Media Prima Berhad	Promoting Intelligence, Nurturing Talent & Advocating Responsibility (PINTAR)
	Collaboration with Mindef in Aid of Flood Victims
	Collaboration With Universiti Kebangsaan Malaysia to Provide Medical Relief and Undertake Disease Prevention Initiatives
New Straits Times (NST)	Newspaper In Education (NIE)
	Flood Relief Mission to Maran, Pahang
	Post-Flood Gotong-Royong Programme in Temerloh, Pahang
	Donation of Refurbished Computers to Sekolah Kebangsaan Jengka 6, Pahang
	Chinese New Year Festive Visit to Assunta Hospital
	NST Outreach Programmes
	Briged Sukarelawan Media Prima – NSTP
Berita Harian	BH Education Unit
	Gotong-Royong Suara Komuniti BH
	Semarak Ramadan BH
	Program Semarak Qurban BH - BIMB
Harian Metro	Titipan Kasih Harian Metro (TKHM)
Media Prima Radio Networks	Projek Muzik Hot FM
	Misi Banjir (Hot FM, Fly Fm and one FM)
	Ben and Hafiz Apam Balik War Fly Fm
TV Networks	Karnival Jom Heboh
	Traveling Beruang
	Bersamamu
	#KAMIBERSAMAMU
	DA'I
	Nona 30 Tahun
	Rumah Terbuka Aidilfitri - "Kampung Gua Hebat TV3 & TV9"
	BAZAR #SYUKURSELALU
	Drama Sangat Bas TV3 & TV9
	Ini Malaysia Kita Concert
	Raudhah Di Hatiku
	Let's Go Carnival
	Yuan Carnival
	Let's Cycle Season 2
	Goat Year
Big Tree Outdoor	Project Everyone

Tabung Bencana NSTP-Media Prima

The Tabung Bencana NSTP-Media Prima was originally launched on 1 October 2009 in response to a huge earthquake that occurred in Padang, Sumatera and other Southeast Asian countries. Today, the fund remains active and has been used to provide funds and relief assistance to victims of natural disasters in Malaysia and abroad. Disaster relief missions are carried out by Briged Sukarelawan Media Prima–NSTP.

Tabung Bencana NSTP-Media Prima Contributions in 2015

Humanitarian Cause	Contribution by Tabung Bencana NSTP-Media Prima
Projek Jiwa Murni in aid of earthquake victims in Sabah	RM 200,000.
Semporna fire victims	RM59,000 including RM350 in household items.
Medical assistance to flood victims	RM300,000 including 2000 survival kits.
Flood relief mission at Membakut, Sabah	• RM72,500 worth of food and household essentials • Seven mosques and two churches received RM5,000 each for refurbishment work
Tabung Bencana NSTP-Media Prima and MPH Bookstores	Books worth RM384,000 were donated to 32 schools in Kelantan to replace those destroyed by the floods.
Building 20 tube wells in Kelantan	RM200,000 used to build 20 tube wells in schools which were destroyed by the floods.
Providing aid to Karak landslide victims	Volunteers from Briged Sukarelawan Media Prima-NSTP were mobilised for a one-day programme to pack and distribute relief items for 12 families and five bachelors whose houses were damaged by the landslide. Each family received basic necessities worth RM500.
Flood relief mission at Kuala Selangor	Volunteers from Briged Sukarelawan Media Prima-NSTP helped to pack and distribute relief items for 217 families. Each family received basic necessities worth of RM200.

Social: Ensuring Quality and Satisfaction

Audience satisfaction is essential for the success of our multi-platform media business. We use the best tools to assess programme quality and set market standards. To discover what is most important to our audience, it is important to ascertain:

- What matters most to our audience?
- How do they spend their time consuming media content?
- What time of day and lifestyle choices do the viewers make?

TV Networks

Our Research Department uses Nielsen Audience Measurement data to monitor programme performance. This system generates reports that are useful when making internal assessments and benchmarking our programmes against the offerings of our competitors.

Our rating method assessment evolved from an analogue system to the new digital Peoplemeter in 2005.

In Malaysia, audiences are measured by a panel of 1,100 homes with almost 5,000 individuals. This sample accurately represents the country's demographics.

Tabung Bencana NSTP-Media Prima has stayed active in order to help the needy.

Radio Networks' team enjoys "testing" various delivery concepts to continuously engage listeners as seen here.

Every programme shown on Media Prima's TV channels are closely monitored via Nielsen Audience Measurement. Muzik Muzik, like the above, ranks very highly.

Young readers visiting an NSTP plant to better understand newspaper production.

Daily, weekly, monthly and yearly viewership reports are generated for each channel, down to the micro-level analysis of minute-by-minute viewing numbers. The data can be filtered by a specific time, programme or advertisement to extract viewership data according to a particular demographic profile. We study factors that influence the ratings such as the credibility of a presenter or content quality. We determine which programme represents a particular brand most accurately.

Radio Networks

Our radio network team monitors customers' satisfaction by researching content and music preferences. Our focus group and music research allow us to understand our listeners' preferences and decide on content for each target market. Focus groups involve eight to 10 respondents from a particular age group. During the sessions, participants share their preferences on content, music, selection, lifestyle, talents and celebrities.

We conduct research to test all songs in our stations' music bank. All songs are evaluated based on listeners' preferences. These musical likings are used to design the stations' playlists.

The research results guide each station's direction and strategy. As music preferences and genres change periodically, it is very useful to understand the latest trend that our target markets want to hear.

These exercises are conducted on a monthly, quarterly and half-yearly basis. This ensures we remain relevant to our listeners while maintaining the best relationships with clients and partners.

We conduct research to test all songs in our stations' music bank. All songs are evaluated based on listeners' preferences. These musical likings are used to design the stations' playlists.

NSTP

At NSTP, we monitor customers' satisfaction of our products and services in several ways. We conduct in-house research to discover readers' experiences and also engage external parties to track customers' satisfaction. NSTP subscribes to Nielsen Company's Consumer and Media View (CMV) database to track the performance of its printed and online publications. Audit Bureau of Circulation Reports are another important measurement tool that help NSTP gauge product accomplishments.

Internal Research

NSTP recognises the importance of measuring customer satisfaction and perceptions of product and service quality. The company has conducted many studies in these areas. Annually, NSTP conducts a minimum of four studies of its print and online products to gain insight on:

- Customer satisfaction on product content, features, product availability and services;
- Effectiveness of product campaigns;
- The strengths and weaknesses of products and services;
- Feedback on new product ideas and development; and
- Consumer media habits, behaviour and lifestyle.

We employ several other customer satisfaction techniques including focus group discussions, face-to-face interviews and online surveys.

Our research unit works closely with internal clients and external research agencies to check the studies meet the set objectives. The approach also ensures the research findings are beneficial, particularly for planning and strategising product improvements and developments.

External Research: Nielsen Consumer and Media View (CMV)

NSTP monitors readership performance by subscribing to the Nielsen CMV database. The Nielsen CMV database contains primary data from a survey conducted of 10,000 people aged 15 and above in Peninsular Malaysia. Data is collected from face-to-face interviews twice each year.

This data helps NSTP understand the media habits, behaviour and lifestyles of consumers. NSTP tracks readership performance of print and digital newspapers as well as its websites. It monitors changes in readers' demographic profiles over time.

Although the CMV does not measure consumer satisfaction levels, it provides information on consumer media preference. This data can help NSTP improve its products and develop a brand plan. It can also assist in devising strategies and campaigns that improve readers' awareness, consumption and acceptance of products and services.

INVESTOR RELATIONS

The Board actively demonstrates and promotes the value of transparency, accountability and integrity in all its dealings with its stakeholders. The Board also maintain lines of communication with major shareholders, mindful of their concerns over matters relating to corporate governance and the Group's performance.

Matters pertinent to stakeholders include financial results, strategic developments, and material business matters affecting the Company and Group. Recognising the importance of an effective communication channel between the Company, its shareholders and the general public the Group promotes and maintains regular and proactive engagement with the Investment Community, with the provision of clear, comprehensive and timely information through a number of authorised and accessible channels including the Group's corporate website, the Annual General Meeting and Investors' Briefings.

The Group's Investor Relations policy facilitates timely and accurate disclosure of the Company's affairs, providing guidelines on the activities that enable the Board, Management and authorised Investor Relations personnel to communicate effectively with the Investment Community and other stakeholders including institutional investors, fund managers, research analysts, bankers as well as research and stock-broking houses and the general public in relation to dissemination of timely, relevant and accurate information pertaining to the Group. Senior Management of the Company actively engages with the Investment Community and the Board is periodically updated on these interactions. The Corporate Finance & Investor Relations Unit, under direct supervision of the Group Chief Financial Officer facilitates communication between the Company and the Investment Community and is tasked with the responsibility to respond to all queries raised by the Investment Community during the year.

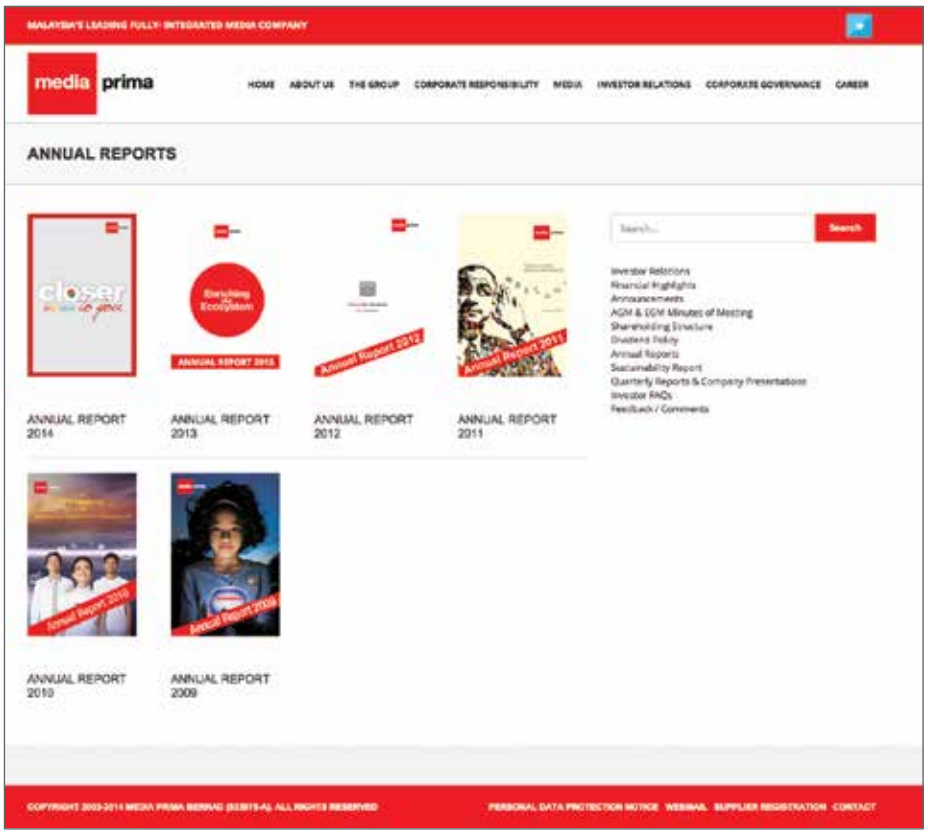
In line with good corporate governance practices, the Corporate Finance & Investor Relations Unit prepares an annual programme that involves the holding of regular meetings, conference calls and site visits, all intended to keep the Investment Community, both local and international, abreast of the Company's strategic developments and financial performance. In addition, investment conferences and road shows are held to further engage with shareholders and potential investors. This is particularly important to keep the Investment Community well-informed of the latest developments in the business and to help them understand the underlying drivers of the Group's success. To maintain good rapport and relationship with local and foreign investors and fund managers, the Group Chief Financial Officer and the Investor Relations personnel attended presentations and meetings in Singapore and a series of local road shows during the year.

The Corporate Finance and Investor Relations Unit has conducted an Investor Relations survey in December 2015 to assess the levels of satisfaction and effectiveness of Media Prima's Investor Relations activities for 2015. Analysts, shareholders and fund managers were invited to participate in the survey. Media Prima has scored an overall score of 4.10 rating points (out of a maximum of 5 rating points) which exceeds Media Prima's internal KPI target rating for the survey of 3.80 rating points.

The timely release of financial results on a quarterly basis provides the Investment Community with an up-to-date view of the Group's performance and operations. Briefings with investors and analysts are also held concurrently with the second and fourth quarter financial results announcement to Bursa Securities to explain the Group's strategy, performance and major developments and to address other matters affecting shareholders' interest. This further enhances the Group's credibility in dealing with investors and in promoting good corporate governance practice. In effort to widen the reach to stakeholders, outlines of the quarterly financial results are announced in selected daily newspapers and copies of the full announcement and investor presentations are normally supplied to shareholders and members of the Investment Community upon request. Shareholders are welcome to raise queries by contacting the Company at any time throughout the year and need not wait for the AGM for such an opportunity. The Group Corporate Communications Department is responsible to coordinate investor relations events which include organising Annual General Meeting, Investors Briefing, press conferences and also providing a platform other than the Annual General Meeting for stakeholders to meet the Management and be updated on Group's performance and initiatives.

In addition to corporate announcements, events and developments are notified to the public via press releases and/or by holding press conferences after general meetings or corporate events. These would provide shareholders, analysts and the investing public with an overview of the Group's performance and operations. All press releases are consistent with announcement to Bursa Securities.

All corporate and financial information, such as the Annual Report of Media Prima Berhad, the quarterly announcements of the financial results of the Group, and other announcements and disclosures are available on Media Prima's website, **www.mediaprima.com.my.**



Investors can find all pertinent info on Media Prima from the Annual Reports in the website.

OUR BOARD OF DIRECTORS

From left to right:

YM RAJA DATUK ZAHARATON BINTI RAJA ZAINAL ABIDIN

DATO' GUMURI BIN HUSSAIN

DATO' ABDUL KADIR BIN MOHD DEEN

DATO' SRI AMRIN BIN AWALUDDIN

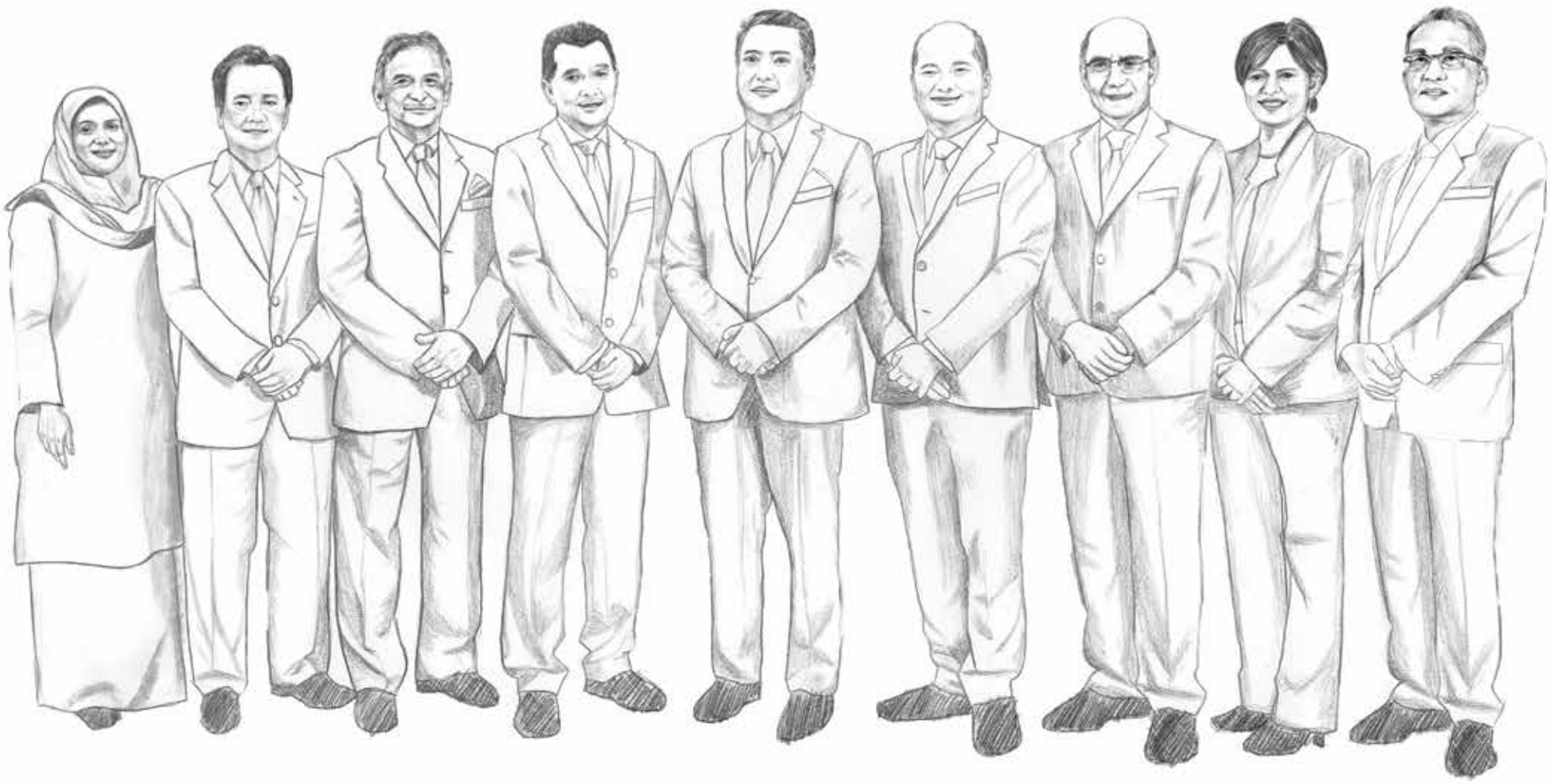
DATUK SERI FATEH ISKANDAR BIN TAN SRI DATO' MOHAMED MANSOR *(GROUP CHAIRMAN)*

DATUK SHAHRIL RIDZA BIN RIDZUAN

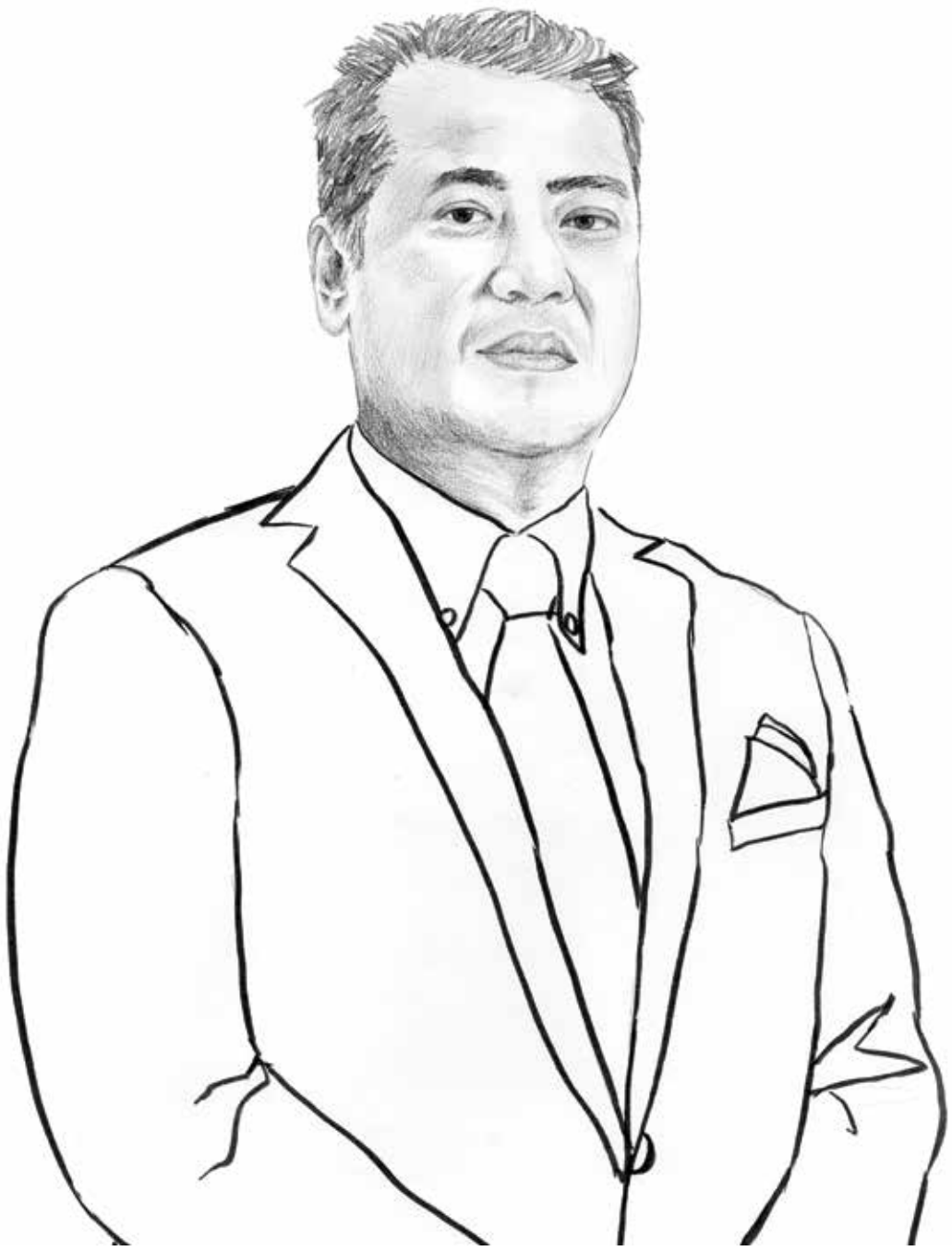
TAN SRI DATO' SERI MOHAMED JAWHAR

LYDIA ANNE ABRAHAM

DATUK MOHD NASIR BIN AHMAD



DIRECTORS' PROFILE



Datuk Seri Fateh Iskandar Bin Tan Sri Dato' Mohamed Mansor

GROUP CHAIRMAN

(Appointed as Group Chairman on 1 September 2015)
Chairman of the Nomination & Remuneration Committee, and Risk Management Committee of Media Prima

Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor, aged 48, a Malaysian, is the Independent Non-Executive Chairman of Media Prima Berhad ("Media Prima"). He was appointed to the Board of Media Prima on 4 September 2009, and is the Chairman of the Nomination & Remuneration Committee and Risk Management Committee of Media Prima.

Datuk Seri Fateh Iskandar attended the Malay College Kuala Kangsar (MCKK) and later obtained his law degree from the University of Queensland, Australia and subsequently went on to obtain his Masters in Business Administration.

He practiced law in Australia before coming back to Malaysia joining Kumpulan Perangsang Selangor Berhad (KPS) as its Corporate Manager. He left KPS to join Glomac in 1992 as General Manager for Business Development and climbed the way up the corporate ladder. In February 1997, he was appointed to the Board of Glomac Berhad. He is currently the Group Managing Director / Chief Executive Officer of Glomac Berhad, a main board property company listed on Bursa Malaysia since June 2000.

Apart from sitting on several private limited companies, Datuk Seri Fateh Iskandar sits on the Board of Axis-REIT Managers Berhad, the first REITs company to be listed on Bursa Malaysia. He is also a Director of Telekom Malaysia Berhad, Malaysia's broadband champion and leading integrated information and communications Group. In October 2014, he was appointed as a Director for VADS Berhad, a joint venture IT Company between Telekom and IBM servicing the IT and Telecommunications Industry. He is also a Member of the City Advisory Board for DBKL effective November 2014 by His Majesty the King.

He is currently the President of The Real Estate & Housing Developer's Association (REHDA) Malaysia and Immediate Past Chairman of REHDA Selangor Branch. He is the former Deputy Chairman of the Malaysian Australian Business Council (MABC), former Chairman of Gagasan Badan Ekonomi Melayu, Selangor Branch (GABEM), a body that promotes entrepreneurship amongst Malays in the country. He is the Co-Chair of the Special Taskforce to Facilitate Business Group (PEMUDAH) on Legal & Services and is also a Member of PEMUDAH Selangor Group. He was one of the founding directors of MPI (Malaysian Property Incorporated), a partnership between the Government and the private sector that was established to promote property investments and ownership to foreigners all around the world.

With around 25 years of experience and involvement in the property development industry, his vast experience and expertise has made him a very well-known and respected figure among his peers locally as well as on the international arenas. He is frequently invited as a guest speaker in forums, seminars and conventions to offer his insights and views and to share his wealth of experience and has given talks both locally and internationally on the property market in Malaysia over the years. He was awarded the "Malaysian Business Award in Property 2012" and won another award in 2013 from the Asean Business Council for Property Excellence. In mid-2013 he was also accorded the "Entrepreneurship Award – Property & Real Estate" by Asia Pacific Entrepreneurship Malaysia. In April 2014, Datuk Seri Fateh Iskandar was awarded by The Leaders International the "Global Leadership Awards 2014 – Commercial Property Development. In November 2004, he was awarded The Brand Laureate Corporate Leader Brand Icon Award by the Asia Pacific Brands Foundation. Latest in addition was the "Global Leadership Awards 2015 – Masterclass Developer Of The Year" organised by The Leaders International.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Sri Amrin Bin Awaluddin

GROUP MANAGING DIRECTOR

Dato' Sri Amrin bin Awaluddin, aged 49, a Malaysian, is the Group Managing Director of Media Prima. He was appointed to the Board of Media Prima on 1 September 2009.

He held various positions within the Group prior to assuming his current position on 1 September 2009 and holds a Bachelor of Business Administration (Honours) from Acadia University, Canada and Master of Business Administration (Finance) with Distinction from University of Hull, England. He is a member of the Chartered Institute of Management Accountants (CIMA), United Kingdom.

He joined the Group as the Chief Financial Officer of Sistem Televisyen Malaysia Berhad ("STMB") in November 2001. In September 2003, he was appointed as Group Chief Financial Officer of Media Prima Berhad. He assumed the position of Chief Executive Officer of Natseven TV Sdn Bhd (ntv7) in January 2006 and then as the Chief Executive Officer of Sistem Televisyen Malaysia Berhad (STMB) in April 2008.

Dato' Sri Amrin sits on the Board of Media Prima's subsidiaries amongst them NSTP, STMB, Synchrosound Studio, BTO, Primeworks Studios and Media Prima Digital Sdn Bhd. He is also the Independent Non-Executive Director of Taliworks Corporation Berhad and CIMB Banking Group.

He is the Deputy President of Kuala Lumpur Business Club (KLBC), a Member of the Asian Television Awards Advisory Board, a Board Advisor of Pusat Sains Negara, Member of the Board of Yayasan Kelana Ehsan, Member of the Board of Trustees of Enactus Education Foundation, Ahli Lembaga Pengurus Tabung Amanah Perwira dan Pertahanan Negara (TAPPN).

Prior to joining the Group, Dato' Sri Amrin was with Amanah Merchant Bank Berhad, Renong Berhad, Malaysia Resources Corporation Berhad and Putera Capital Berhad.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

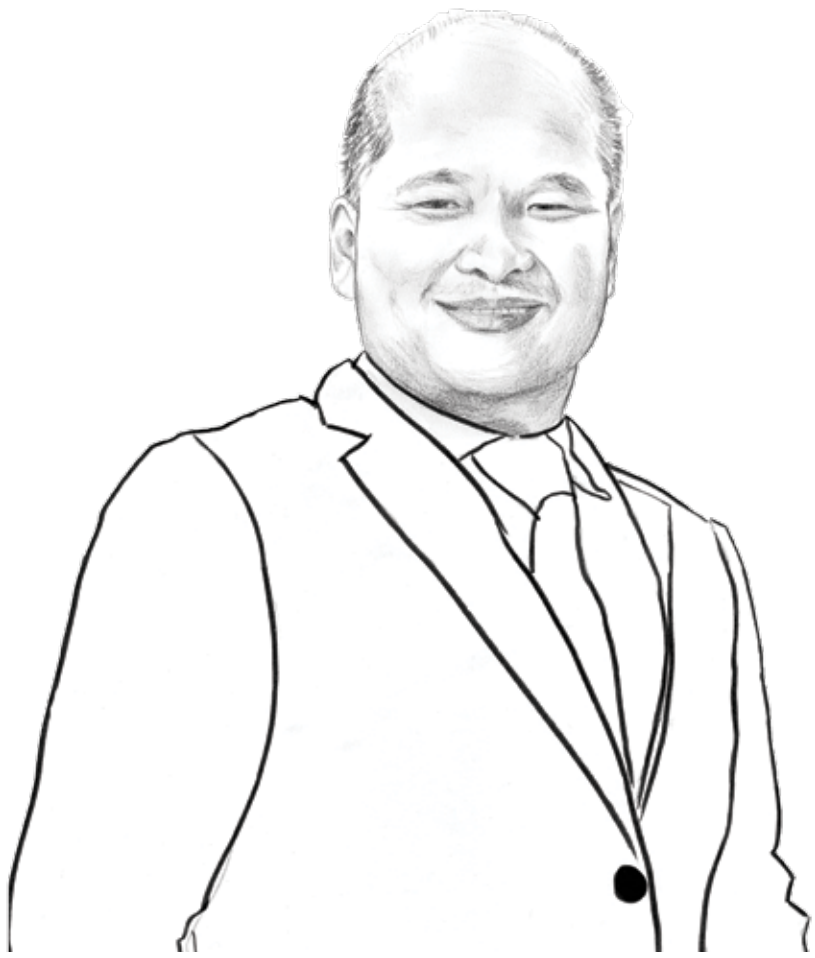
Datuk Shahril Ridza bin Ridzuan, aged 45, a Malaysian, is a Non-Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 22 October 2001 and is a member of the Nomination & Remuneration Committee of Media Prima.

Datuk Shahril Ridza holds a Bachelor of Civil Law (1st Class) from Oxford University, England, a Master of Arts (1st Class) from Cambridge University, England, and was called to the Malaysian Bar and the Bar of England & Wales.

Datuk Shahril Ridza currently sits on the Boards of Malaysian Resources Corporation Berhad, Malaysia Building Society Berhad and Pengurusan Danaharta Nasional Berhad.

Datuk Shahril Ridza began his career as a Legal Assistant at Zain & Co from 1994 to 1996. He then became Special Assistant to the Executive Chairman of Trenergy (M) Berhad/Turnaround Managers Inc (M) Sdn Bhd from 1997 to 1998. He subsequently joined Pengurusan Danaharta Nasional Berhad in 1998 for a year before joining SSR Associates Sdn Bhd as Executive Director from 1999 to August 2001. He served as Group Managing Director, Malaysian Resources Corporation Berhad ("MRCB") until November 2009 and is presently Chief Executive Officer at Employees Provident Fund ("EPF").

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima Berhad. He has had no convictions for any offences within the past ten years.



Datuk Shahril Ridza Bin Ridzuan

Non-Independent Non-Executive Director
Member of the Nomination & Remuneration Committee of Media Prima

DIRECTORS' PROFILE

Tan Sri Dato' Seri Mohamed Jawhar

Non-Independent Non-Executive Director
Member of the Audit Committee, Nomination & Remuneration Committee and Risk Management Committee of Media Prima

Tan Sri Dato' Seri Mohamed Jawhar, aged 71, a Malaysian, is a Non-Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 30 August 2006. He is also a member of the Audit Committee, Nomination & Remuneration Committee and Risk Management Committee of Media Prima.

He holds a BA Hons. from University Malaya.

Within the Media Prima Group, he is Chairman of NSTP and Board Member of STMB.

His other positions include and has included: Chairman and Chief Executive, Institute of Strategic and International Studies (ISIS) Malaysia; Member, Securities Commission Malaysia; Member, Malaysian Anti-Corruption Commission Operations Review Panel; Distinguished Fellow, Institute of Diplomacy and Foreign Relations (IDFR); Distinguished Fellow, Malaysian Institute of Defence and Security (MiDAS); Distinguised Fellow, Institute of Public Security Malaysia (IPSOM); Expert and Eminent Person, ASEAN Regional Forum (ARF); Board Member, International Institute of Advanced Islamic Studies (IAIS) Malaysia; Member, National Unity Advisory Panel, Malaysia (2004-2009); Chairman, Malaysian National Committee, Pacific Economic Cooperation Council (2005-2009); Co-Chair, Network of East Asia Think-tanks (NEAT) (2005-2006); and Co-Chair, Council for Security Cooperation in the Asia Pacific (CSCAP) (2006-2008).

He served with the government for over 22 years before joining ISIS Malaysia as Deputy Director-General in 1990. He was appointed as Director-General in March 1997 and later as Chairman and CEO in 2006. He served as its Chairman until January 2015.

During his government service, his positions included Director-General, Department of National Unity; Under-Secretary, Ministry of Home Affairs; Director (Analysis) Research Division Prime Minister's Department; and Principal Assistant Secretary, National Security Council. He has also served as Counselor in the Malaysian Embassies in Indonesia and Thailand.

Other than disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Abdul Kadir bin Mohd Deen, aged 71, a Malaysian, is an Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 29 May 2007. He is also a Member of the Nomination & Remuneration Committee and Audit Committee of Media Prima.

He holds a B.A. (Hons) from University of Lancaster, United Kingdom.

Within the Media Prima Group, Dato' Abdul Kadir sits on the Board of Synchrosound Studio and Media Prima Digital Sdn Bhd. He is also the Chairman of Primeworks Studios Sdn Bhd. Outside the Group, he is the Chairman of Eco Motive Sdn Bhd.

Dato' Abdul Kadir was with the Ministry of Foreign Affairs for over 33 years and served in various overseas postings, including Second Secretary at the Embassy of Malaysia in Manila, Philippines, 1973-1976 and First Secretary at the Embassy of Malaysia, Kuwait, 1977-1979. He also served as the Minister Counselor Deputy Permanent Representative, Malaysian Permanent Mission to the United Nations, New York from 1984-1988. He was subsequently assigned as Deputy Chief of Mission, Embassy of Malaysia, Beijing, People's Republic of China from March 1988 to December 1989. In October 1990 he was reassigned as Minister, Deputy Chief of Mission, Embassy of Malaysia, Tokyo, Japan and thereafter in July 1992 he was appointed High Commissioner of Malaysia to Sri Lanka until December 1996. From January 1997 to February 1999 he was High Commissioner of Malaysia to South Africa. He was reassigned as Ambassador of Malaysia to the Federal Republic of Germany concurrently accredited to Switzerland and Greece from 1999 to 2003, before his retirement from the Malaysian Diplomatic Service.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Dato' Abdul Kadir Bin Mohd Deen

Independent Non-Executive Director
Member of the Nomination & Remuneration Committee and Audit Committee of Media Prima

Dato' Gumuri Bin Hussain

Senior Independent Non-Executive Director
Chairman of the Audit Committee and
Member of the Risk Management Committee of Media Prima

Dato' Gumuri bin Hussain, aged 70, a Malaysian, is the Senior Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 29 April 2008. He is also the Chairman of the Audit Committee and member of the Risk Management Committee of Media Prima.

Dato' Gumuri is a Fellow of the Institute of Chartered Accountants in England and Wales, a member of the Malaysian Institute of Accountants and the Malaysian Institute of Certified Public Accountants.

Dato' Gumuri is currently a Board member of Metrod Holdings Berhad. Dato' Gumuri is also a member of the Securities Commission and Audit Oversight Board. Within the Media Prima Group, he is the Chairman of Sistem Televisyen Malaysia Berhad and sits on the Boards of BTO and PWS.

Dato' Gumuri was the Chairman of SME Bank from 2005 until 2013. He was also the Managing Director and Chief Executive Officer of Penerbangan Malaysia Berhad from 2002 to 2004. Prior to this, he was a Senior Partner and Deputy Chairman of the Governance Board of PricewaterhouseCoopers Malaysia. He has also served as a Non-Executive Director of Rangkaian Hotel Seri Malaysia Berhad, Bank Industri & Teknologi Malaysia Berhad, Malaysia Airlines System Berhad and Sabah Bank Berhad.

Other than as disclosed, he does not have any family relationship with any Directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

Lydia Anne Abraham, aged 58, a Malaysian, is an Independent Non-Executive Director of Media Prima. She was appointed to the Board of Media Prima on 19 November 2013, and is a member of the Risk Management Committee and Audit Committee of Media Prima.

Anne holds a B.A. in Mathematics from Essex University, United Kingdom and a Higher National Diploma of Computer Studies from Plymouth Polytechnic, United Kingdom.

Within the Media Prima Group, she is the Chairman of Media Prima Digital Sdn Bhd.

Anne has over 20 years of experience in the Information Technology industry, starting out as a technical Trainer in 1990, moving her way up to be the Managing Director for the Cisco Malaysian operations in 2008, a position she held for three years. Prior to that role, she was the Country Manager for the SAP Malaysian Operations for over two years. Holding leadership positions in two of the largest global technology corporations allowed her to be involved in strategic and significant technology discussions, recommendations and implementations across both government and corporate sectors in Malaysia. Her career track includes positions in Baan Asia Pacific, Oracle Malaysia and MCSB Systems Malaysia.

In the course of her corporate career, she has always been a strong advocate for women's advancement into leadership positions. In August 2011 she decided to leave the corporate world to establish a consulting and training organisation committed to changing perceptions and mindsets on the significance of balanced gender leadership. Hence the establishment of LeadWomen Sdn Bhd in August 2011. As founder and Chief Executive Officer of LeadWomen, Anne plays a pivotal role in guiding the company's vision and mission towards developing and advancing women into leadership positions across the corporate and government sectors in the ASEAN Region. Currently, she is working on a Malaysian government initiative to drive for at least 30% women representation in decision-making positions and boards of Malaysian public listed companies.

Other than as disclosed, she does not have any family relationship with any Directors and/or major shareholders of Media Prima. She has no personal interest in any business arrangements involving Media Prima. She has had no convictions for any offences within the past ten years.

Lydia Anne Abraham

Independent Non-Executive Director
Member of the Risk Management Committee and
Audit Committee of Media Prima

DIRECTORS' PROFILE

Raja Datuk Zaharaton Binti Raja Zainal Abidin

Independent Non-Executive Director
Member of the Nomination & Remuneration Committee Media Prima

Raja Datuk Zaharaton binti Raja Zainal Abidin, aged 67, is an Independent Non-Executive Director. She was appointed to the Board of Media Prima on 13 August 2015. She is also a member of the Nomination & Remuneration Committee of Media Prima.

She holds a Bachelor Degree in Economics from University of Malaya and a Masters in Economics in 1979 from the University of Leuven, Belgium.

A former civil servant for 34 years, her last post in the Government was as Director General of the Economic Planning Unit specialising in policy analysis and financial evaluation. Upon retirement, the Government of Malaysia appointed her as Chairman of Technology Park Malaysia Corporation Sdn Bhd from January 2006 to December 2008. Subsequent to that the Government appointed her as Chairman of Ninebio Sdn Bhd from January 2009 for a two-year period. Beginning 24 June 2014, she was appointed as Chairman of Global Maritime Ventures Berhad, a subsidiary of Bank Pembangunan Malaysia Berhad. She was appointed as visiting scholar to the Institute for Environment and Development (LESTARI) at Universiti Kebangsaan Malaysia between 2006 and 2012 and continued to undertake collaborative research on sustainable development. Since 2013 she was appointed "Fellow Kebangsaan" at SEADPRI.

Within the Media Prima Group, Raja Datuk Zaharaton is the Chairman of Big Tree Outdoor Sdn Bhd and sits on the board of Primeworks Studios Sdn Bhd. She is a Director of her family owned company Kumpulan RZA Sdn Bhd and its subsidiary Raza Sdn Bhd, as well as its associate companies, ASTRA Capital and ARECA Capital. She is also an independent non-executive director of Taliworks Corporation Berhad

Other than as disclosed, she does not have any family relationship with any Directors and/or major shareholders of Media Prima. She has no personal interest in any business arrangements involving Media Prima. She has had no convictions for any offences within the past ten years.

Datuk Mohd Nasir Bin Ahmad

Independent Non-Executive Director

Datuk Mohd Nasir bin Ahmad, aged 61, is an Independent Non-Executive Director of Media Prima. He was appointed to the Board of Media Prima on 26 February 2016.

He is a Fellow of the Association of Chartered Certified Accountants (ACCA) United Kingdom and a Chartered Accountant with the Malaysian Institute of Accountants (MIA). He was the President of MIA from August 2011 to July 2013 and elected as a Council Member of the ACCA (UK) in September 2013. He holds a Master of Business Administration (Finance) from Universiti Kebangsaan Malaysia.

Datuk Mohd Nasir brings with him vast experience in the areas of finance, accounting and management which spans 36 years, having started his career as a Trainee Accountant with Tenaga Nasional Berhad (TNB) in 1979 and moving on to hold various positions in the Finance Division. In January 1993, he was seconded to TNB's subsidiary company, Malaysia Transformer Manufacturing Sdn Bhd as the Financial Controller before being appointed as Chief Executive Officer (CEO) in June 1994.

In January 2000, he joined Sharikat Permodalan Kebangsaan Berhad as its CEO. On 1 June 2001, he was appointed CEO of Perbadanan Usahawan Nasional Berhad, a position he held until his retirement on 1 June 2011.

Currently, Datuk Mohd Nasir also sits on the Boards of Bina Darulaman Berhad, Sumatec Resources Berhad, CIMB Group Holdings Berhad, CIMB Bank Berhad, MIMOS Berhad, SIRIM Berhad and Prokhas Sdn Bhd. He is the Chairman of UKM Holdings Sdn Bhd, Chairman of SIRIM Tech Venture Sdn Bhd and a member of the Board of Universiti Kebangsaan Malaysia besides being a member of the Listing Committee of Bursa Malaysia and the Board of Trustee of Yayasan Canselor UNITEN. Within the Media Prima Group, he sits on the Board of Synchrosound Studio Sdn Bhd.

Other than as disclosed, he does not have any family relationship with any other directors and/or major shareholders of Media Prima. He has no personal interest in any business arrangements involving Media Prima. He has had no convictions for any offences within the past ten years.

ADVERTISEMENT

SENIOR MANAGEMENT TEAM

We recognise that it's a continuous journey to be a market leader - we must evolve, embrace innovation and remain relevant in every aspect of our product and to be everyone's preferred brand.

Dato' Sri Amrin bin Awaluddin

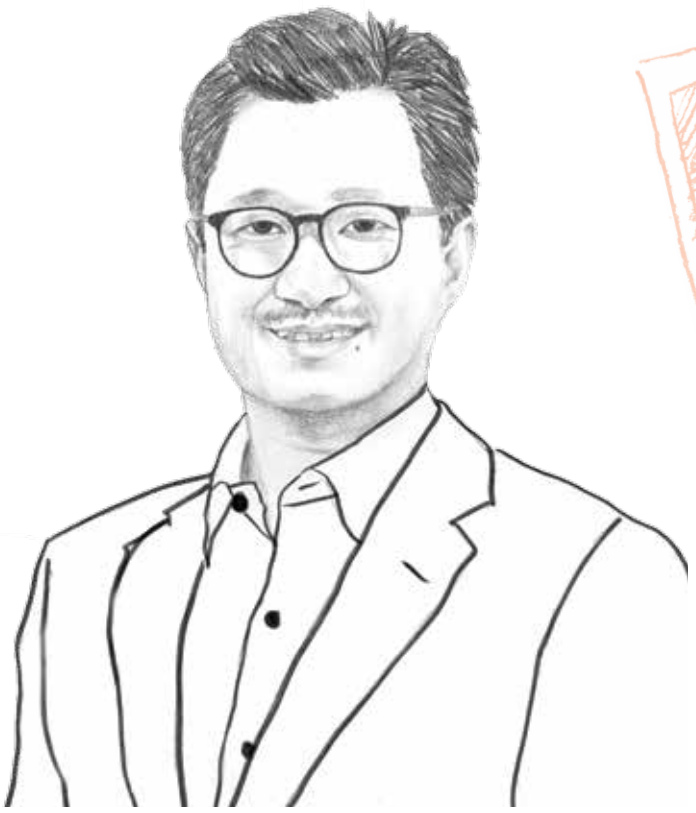
Group Managing Director

Dato' Sri Amrin bin Awaluddin, a Malaysian, aged 49, joined the Group on 1 November 2001 as the Chief Financial Officer of Sistem Televisyen Malaysia Berhad (TV3). He was appointed as the Group Managing Director of Media Prima on 1 September 2009.

He started his career with Development and Commercial Bank Berhad and garnered working experiences at Amanah Merchant Bank Berhad, Renong Berhad, Malaysian Resources Corporation Berhad and Putera Capital Berhad prior to him joining the Group. He has over 26 years of invaluable experience in the financial services and corporate sectors.

He holds a Bachelor of Business Administration (Honours in Finance) from the Acadia University, Canada and a Masters of Business Administration (Distinction) from the University of Hull, United Kingdom. He is a member of the Chartered Institute of Management Accountants, United Kingdom (CIMA).

We pride ourselves as being a big tent for content – we try to serve the needs of all segments of the public that we reach. This is not always easy, given the fact that Malaysia is a kaleidoscope of communities. But it is an enjoyable challenge and we do have fun thinking up ways we can better entertain, educate and inform. After all, everyone is important. And everyone should count.



A Malaysian, aged 45, Datuk Kamal Khalid joined in May 2009, after serving as the Head of the Communications Unit in the Prime Minister's Office from 2003.

Datuk Kamal has also worked in the financial services sector in Kuala Lumpur, gaining experience in banking and private equity financing. He also spent three and a half years at in the Policy and Development Division at the Kuala Lumpur Stock Exchange (now Bursa Malaysia). He also was an independent, non-executive director of Utusan Melayu (M) Berhad from 2004 to 2009.

Datuk Kamal received his secondary education at MRSM Muar, Johor and graduated with a Bachelor of Law (with Honours) Degree from the University of Nottingham, England in 1994. He was selected to become Malaysia's Eisenhower Fellow in 2005.

Datuk Kamal Khalid

Chief Executive Officer
Media Prima Television Networks (MPTN)
(Appointed on 1 January 2016)

We know we have what it takes to strive. We know what it takes to remain relevant in our ecosystem. We also know what our stakeholders expect from us. No one is less important than the other.

Mohamad Ariff Ibrahim

Group Chief Financial Officer

Mohamad Ariff Ibrahim, aged 50, a Malaysian, is the Group Chief Financial Officer of Media Prima Berhad since April 2010.

He started his career with Pricewaterhouse in 1991. He then moved to Malaysia Mining Corporation Berhad as an Internal Auditor. He then joined the New Straits Times Press (Malaysia) Bhd (NSTP) in 1993 where he held various positions in the Finance Department.

In 2000, he was transferred from NSTP to its subsidiary namely Commerce Assurance Berhad and promoted as a Senior Manager of Finance until 2002. In 2003, he was promoted to Assistant General Manager, overseeing Bancassurance Division and in 2004 was promoted to Senior Vice President, Corporate Services until 2006. He was actively involved in the rationalisation of the Insurance & Takaful industry and the corporate exercise under taken by CIMB Insurance & Takaful Division, holding his last post as Director of Operations until 2008. In 2009, became Chief Financial Officer (CFO) of the NSTP before assuming his current position.

He is a fellow member of The Chartered Association of Certified Accountants (UK) and a Chartered Accountant of the Malaysian Institute of Accountants (MIA).

Working together we can achieve things we would not have been able to if we worked alone.

Ahmad Izham Omar

Chief Executive Officer
Primeworks Studios Sdn Bhd

With a mission to always produce something new, exciting and different, Ahmad Izham Omar has ignited many different industries.

After a sterling performance heading Media Prima Television Network (MPTN), Ahmad Izham Omar, a Malaysian aged 46, is now heading Primeworks Studios (PWS) as its Chief Executive Officer where his creative prowess and ingenuity are expected to spur Malaysia's leading content company, specialising in movies, television programmes, animation and more. Besides MPTN, Izham's other notable stints have included heading the company's Radio Networks.

A multi award-winning music producer, arranger, songwriter and musician, Izham's musical career started with legendary Positive Tone record label in 1994, producing progressive music that captured the imagination of Malaysia. His other feats also include launching a world-class video portal called Tonton (heralded as a breakthrough by the global industry), being awarded the Most Promising Entrepreneur Award by Enterprise Asia, being accepted as a delegate in the prestigious Asia Society 21 Young Leader's Summit, and recognised with the Lifetime Achievement Award by VIMA (Voice of Independent Music Awards) for his contribution to music.

Izham is also the Chairman of the Communications and Multimedia Content Forum of Malaysia (CMCF) besides being a Trustee of Yayasan 1Malaysia. He has a monthly column in The New Straits Times called "For The Record" where he talks about all things music and creativity.

SENIOR MANAGEMENT TEAM

News and content are our core products. As we enter the new world, we have to provide news and content of high quality, and are relevant and compelling, that can be accessed and consumed in various formats and platforms, at the convenience of our readers whenever and whenever they prefer to do so.

Dato' Mohammad Azlan Abdullah

Chief Executive Officer
The New Straits Times Press (Malaysia) Berhad (NSTP)

Dato' Mohammad Azlan Abdullah, aged 47, was appointed as the Chief Executive Officer of The New Straits Times Press (Malaysia) Berhad (NSTP) on 1 January 2012 after serving as the Chief Executive Officer of Big Tree Outdoor which he joined in 2001.

He started his career at Coopers and Lybrand, a public accounting firm in 1991 and later joined Projek Lebuhraya Utara Selatan Bhd (PLUS) from 1992 - 1999. He then moved to the Renong Group as its Senior Manager in the property division in 1999.

He is a graduate of University of Tasmania, Australia, with a Bachelor of Business (Accounting). He is also a Fellow Member of Certified Practising Accountant (CPA) Australia and is a Chartered Accountant, of the Malaysian Institute of Accountants (MIA).

A quote from the movie The Fault In Our Stars - "That's the thing about pain, it demands to be felt", depicts really well about radio. It is a medium strongly felt by consumers and holds a significant engagement value. With current technology and social behaviour, this engagement has been taken to an even greater level hence making radio one of the most powerful mediums to connect with consumers.

Seelan Paul

Chief Executive Officer
Media Prima Radio Networks (MPRN)

A Malaysian, aged 42, Seelan Paul joined Media Prima Radio Networks (MPRN) on 1 August 2005 as the Network Manager. Being one of the pioneer members of MPRN, Seelan has demonstrated strong leadership and steered the company towards unprecedented growth of MPRN from having only one radio station (Fly Fm) to establishing three main brands (Fly Fm, Hot FM and one FM) and two suburban radio stations (Hot Klate and Hot T'ganu).

Seelan was first exposed to the media industry as a radio announcer prior to stepping into the corporate world with Media Prima. A few years later, he was given the trust to assume the role of Chief Operating Officer in 2009 and subsequently, Chief Executive Officer in 2011. This graduate of Universiti Putra Malaysia (with a Bachelors Degree in Education) has played an integral role in Media Prima's recent acquisition of two additional radio stations. His experience and expertise will again be crucial as the enlarged MPRN is now embarking on the relaunch of these newly acquired radio stations.

In recognition of Seelan's contribution towards the local radio industry, he was appointed President of Commercial Radio Malaysia in October 2015. He is also a Committee Member of the National Football Development Programme Malaysia.

We strongly believe in providing value to all customers through creative Out-of-Home (OOH) advertising solutions. At the same time, we help enhance the picturesque cityscape of Kuala Lumpur and the landscapes of all other states in Malaysia with colours and sounds.

Jeff Cheah

Chief Executive Officer
Big Tree Outdoor Sdn Bhd

Jeff Cheah, a Malaysian, aged 40, joined the Group on 15 January 2001 as Account Manager –Billboard. His career took off and he was eventually appointed as the Chief Executive Officer of Big Tree Outdoor on 3 January 2013.

He is also the president of Outdoor Advertising Association of Malaysia (OAAM) where he spearheads the association to mitigate and administrate an avenue for both the government and industry players in dealing with issues pertaining to the OOH advertising industry.

In 1995, he joined Intraco Plastic (M) Sdn Bhd before continuing his studies at the University of South Australia, Adelaide majoring in Marketing. Upon graduation, he joined Metromedia Technologies (M) Sdn Bhd.

He has impeccable knowledge and experience in marketing and advertising given his 14 years of experience in the OOH advertising industry.

Our journalists at the NSTP work tirelessly to bring the news fast, crisp, accurate and reliable to all segments of the community that we served. From disasters to tragedies and issues that touch the ordinary people, we are also driven to provide deeper and more insightful analyses and commentaries. We continue to improve our content offerings and also how we deliver them – seamlessly across all our growing print, digital, TV, radio and outdoor platforms.

Datuk Abdul Jalil Hamid

Group Managing Editor
The New Straits Times Press (Malaysia) Bhd

A Malaysian, aged 58, Datuk Abdul Jalil joined the NSTP October 2011 after a vibrant journalism career spanning four countries.

Datuk Jalil served Bernama for seven years prior to joining Reuters. During his 18 years with Reuters, he was posted to offices in London, Singapore and Jakarta, covering equities, energy, commodities markets and general news and politics.

He then joined Securities Commission Malaysia as Head of Corporate Affairs Department before moving on to lead the National Communications Team under the Prime Minister's Office where he spearheaded strategic communications planning and execution for the government.

A graduate from UiTM in Mass Communications, he also attended journalism fellowship programmes in the United States and Japan.

Winning in this climate depends on how well we are able to strategise and be ready to quickly seize opportunities as they arise. Everyone counts, and in this sense we must integrate our multiple resources to deliver clients with synchronised valued solutions and effective messaging that reaches out to all levels of the community.

Shareen Ooi KMN

Group Chief Marketing Officer
Integrated Marketing

Shareen Ooi is Group Chief Marketing Officer and leads Media Prima's group marketing. She is responsible for the marketing of Media Prima's integrated services portfolio to a wide range of clients, growing business for the organisation and its multi-platforms that include TV, Radio, Print, Digital and Outdoors.

Notable is Shareen's tenure at Media Prima servicing for more than 30 years. She began her career as a pioneer marketing and sales staff of TV3 since 1985 and rose all the way up to Group Chief Marketing Officer, Media Prima Berhad.

Shareen thrives on challenges, particularly those that expand the company's reach. She focuses on developing marketing strategies and campaigns that differentiate Media Prima and its offerings in the market.

Shareen believes that every client counts and in providing clients with a unique strategic approach, excellent creativity, message consistency, expertise with both traditional and new media and cost effective delivery. She is confident that this will give the client an edge in navigating the demanding complexities of modern marketing and the challenges of today's competitive environment.

Shareen's dynamism, unique approach and strong networking skills have opened many new opportunities for the company by winning new clients, including those from the financial, government and SME sectors.

She hopes to continue to bring the company to greater heights in the coming year and at the same time help clients to achieve sustainable growth through ideas, strategies and solutions that will effectively bring results.

As methods of news delivery continue to evolve globally, we at the News and Current Affairs Department will strive towards bringing news to everyone's palms wherever they may be. Besides strengthening our traditional platforms, Year 2016 will see our online news being developed into a force to be reckoned with.

Datuk Seri Mohd Ashraf Abdullah

Group Managing Editor
News & Current Affairs, Television Networks

A Malaysian, aged 49, Datuk Seri Ashraf joined TV3 as Group Editor on 17 June 2009. He was promoted as Group Managing Editor, News and Current Affairs, Television Networks on 19 November 2013.

He started his career in journalism with the New Straits Times as a cadet reporter in 1987. In his 17-year career with the NST, he served the company in various positions including London Correspondent, Specialist Writer (politics), Assistant News Editor and News Editor. He left the daily in 2004 to join Golden Hope Plantations Berhad as the General Manager of Group Corporate Affairs. In 2007, he was appointed as Director of Fourth Estate Media (M) Sdn Bhd.

He is a British Government Chevening Scholar and graduated from the University of London's School of Oriental and African Studies with a Master of Arts in International Studies & Diplomacy.

He is also a Jefferson's Fellow.

STATEMENT ON CORPORATE GOVERNANCE

The Board of Directors of Media Prima Berhad is committed towards achieving excellence in corporate governance and acknowledges that the prime responsibility for good corporate governance lies with the Board. The Board is fully committed to ensuring that the highest standards of corporate governance are practised throughout Media Prima and its subsidiaries (the Group) as a fundamental part of discharging its responsibilities to create, protect and enhance shareholders' value and the performance of the Group.

The Malaysian Code on Corporate Governance 2012 (refer to herein as the Code) aims to set out principles and best practices on structures and processes that companies may apply in their operations towards achieving the optimal governance framework. The Board reaffirms its supports to the Code and believes that good corporate governance is fundamental in achieving the Group's objectives. In order to ensure that the best interests of shareholders and other stakeholders are effectively served, the Board continues to play an active role in improving governance practices and monitors the development in corporate governance including the Code.

Media Prima Berhad's 14th Annual General Meeting

THE STATEMENT ON CORPORATE GOVERNANCE OF MEDIA PRIMA BERHAD AIMS TO PROVIDE SHAREHOLDERS WITH A DESCRIPTION OF THE CORPORATE GOVERNANCE PRACTICES OF THE GROUP AND ITS COMPLIANCE WITH THE CODE.

The commitment and efforts of the Board, Management and employees of Media Prima in sustaining high standards of corporate governance and investor relations is proven by the following accolades received in 2015:

Award	Organiser
Ethical Boardroom Corporate Governance Awards 2015	
• Best Corporate Governance in Asia (Media Category)	Ethical Boardroom Journal (UK)
29th MerComm Annual Report Competition ('The International ARC Awards') 2015	
• Non-Traditional Annual Report – Media Category (Bronze)	MerComm Inc.
Human Resources Excellence Awards 2015	
• HR Grand Winner 2015	Human Resources Magazine (by Lighthouse Independent Media Publication)
• Excellence in Employee Work-Life Balance (Gold)	
• Excellence in HR Social Media (Gold)	
• Excellence in Mature Workforce Practices (Gold)	
• Excellence in Employee Development (Gold)	
• Excellence in Leadership Development (Silver)	
• Excellence in HR Strategic Plan (Silver)	
• Excellence in Employer Branding (Bronze)	
• Excellence in Workplace Well-Being (Bronze)	
• Excellence in Training, Learning & Development Programmes (Bronze)	
• Excellence in Employee Engagement (Bronze)	
• Excellence in CSR Practices (Bronze)	
Asia Recruitment Awards 2015	
• Best Recruitment Evaluation Technique (Silver)	Human Resources Magazine (by Lighthouse Independent Media Publication)
• Best Use of Digital Media (Bronze)	
• Best Diversity & Inclusion Strategy (Bronze)	
National Intellectual Property (IP) Award 2015	
• Consolation in Best IP Management (Organisation) Category	Ministry of Domestic Trade, Co-operatives and Consumerism Malaysia

Media Prima Berhad was listed on the FTSE4Good Bursa Malaysia Index following the December 2015 review, screened in accordance with the transparent and defined Environmental, Social and Governance (ESG) criteria. The index has been designed to identify Malaysian companies with recognised corporate responsibility practices, expanding the range of the benchmarks of the FTSE Bursa Malaysia Index Series for the Malaysian Markets.

The Board of Media Prima is pleased to report to the shareholders, the Group's application of the Principles in the Code and the extent to which the Group has complied with the "Recommendations" of the Code during the financial year ended 31 December 2015.

A. THE BOARD OF DIRECTORS

The Group is led and controlled by an effective Board. All Board members carry an independent judgement to bear on issues of strategy, performance, resources and standards of conduct. The Board understands the Board's philosophy, principles, ethics, mission and vision and reflects this understanding on key issues throughout the year.

The Board delegates authority and vests accountability for the Group's day to day operations with a Management team led by the Group Managing Director (GMD). The Board, however assumes the following responsibilities in discharging its duty of stewardship of the Group:

- Reviewing and adopting a strategic plan for the Group;
- Overseeing the conduct of the Group's business to evaluate whether the Group is being properly managed;
- Succession planning including appointing, training, fixing the compensation of and where appropriate, replacing Senior Management;
- Identifying principal risks and ensuring implementation of appropriate systems to manage these risks;
- Developing and implementing an investor relations programme and shareholder communications policy for the Group; and
- Reviewing the adequacy and integrity of the Group's internal control systems and management information systems, including systems for compliance with applicable laws, regulations, rules, directives and guidelines.

Board Composition and Balance

The Board comprises of individuals who are highly experienced in their respective fields of endeavour and whose knowledge, background and judgement is valuable in ensuring that the Group achieves the highest standards of performance, accountability and ethical behaviour as expected by Media Prima's stakeholders.

The Board has a balanced composition of Executive and Non-Executive Directors (including Independent Directors) such that no individual or group of individuals can dominate the Board's decision-making powers and processes. The Independent Non-Executive Director makes up more than 1/3 of the Board membership which complies with Paragraph 15.02 of the Main Market Listing Requirement of Bursa Malaysia Securities Berhad (Listing Requirement) and Recommendation 3.5 of the Code.

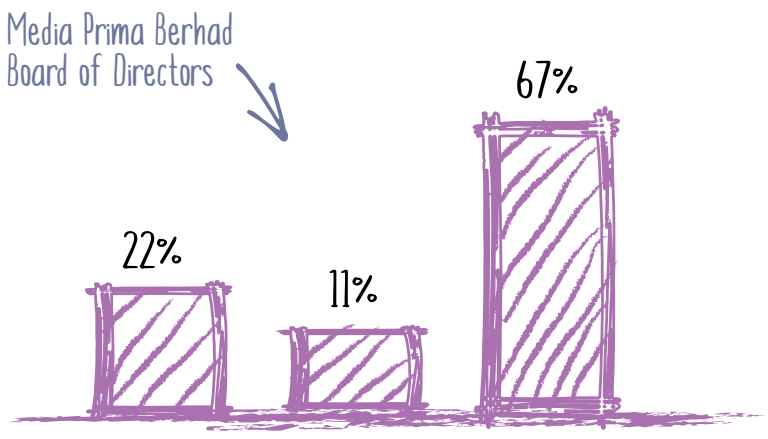
The directors of the Group do not hold more than 5 directorships in public listed companies, in compliance with Paragraph 15.06 of the Listing Requirement.

Significant changes to the Board composition that took place during the year include:

Date of Change	Details
23 April 2015	Tan Sri Lee Lam Thye retired from Media Prima Berhad and the Audit Committee.
14 May 2015	Lydia Anne Abraham was appointed as a member of the Audit Committee.
14 May 2015	Merger of the Nomination Committee and Remuneration Committee.
13 August 2015	YM Raja Datuk Zaharaton Raja Zainal Abidin was appointed as the Group's Independent Non-Executive Director.
31 August 2015	Tan Sri Johan Jaaffar resigned as Chairman and Independent Non-Executive Director.
31 August 2015	Tan Sri Dato' Seri Mohamed Jawhar, who has served the Board more than 9 years was re-designated from Independent Director to Non-Independent Director.
1 September 2015	Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor was re-designated from Deputy Chairman to Group Chairman.
19 November 2015	YM Raja Datuk Zaharaton Raja Zainal Abidin was appointed as an additional member of the Nomination and Remuneration Committee.
23 Feb 2016	Dato' Gumuri Hussain was re-designated from Independent Non-Executive Director to Senior Independent Non-Executive Director.
26 Feb 2016	Datuk Mohd Nasir Ahmad was appointed as the Group's Independent Non-Executive Director.

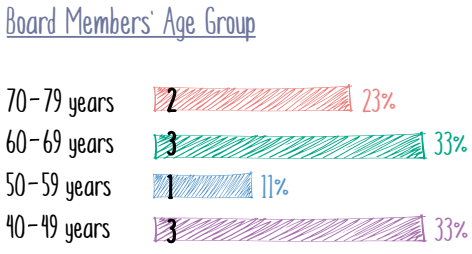
The Board comprises nine (9) members, of which one (1) is an Executive Director and eight (8) are Non-Executive Directors.

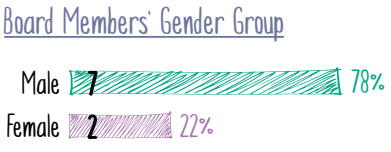
The Board believes that the size of the Board is optimum given the scope and size of the Group, and sufficient to provide effective debate and decision making with a substantial degree of independence from the Management. A brief description of the background of each director is set out on pages 75 to 80 of this Annual Report.



Board Diversity

Pursuant to Recommendation 2.2 of the Code, the Board believes that the various background and difference in the wide range of skills, industry experience, age and gender have contributed to boardroom diversity. The experience and background of the respective Board members are described in their profiles as set out on pages 75 to 80. The following diagrams depict a summary of Board diversity in Media Prima Berhad in terms of age and gender.





Demarcation of Roles between The Board and Management

There is clear distinction of roles and responsibilities between the Group Chairman of the Board and the Group Managing Director (GMD) to ensure that there is an equilibrium of power and authority and that no individual has unfettered powers of decision. The Group Chairman of the Board is responsible for ensuring the Board's effectiveness and conduct whilst the GMD has overall responsibility over the business operations on a day-to-day basis, organisational effectiveness and implementation of the Board's policies, strategies and decisions. The current Group Chairman is not the previous Chief Executive Officer of the Company.

The Board together with the GMD have developed position descriptions for the Board and the GMD, involving definition of the limits to management's responsibilities. The Board has also approved the corporate objectives for which the GMD is responsible to meet.

Independent Non-Executive Directors

The Independent Non-Executive Directors are credible, of calibre and have the necessary skills and experience to carry sufficient weight in Board decisions. Although all the directors have an equal responsibility for the Group's operations, the role of these Independent Non-Executive Directors is particularly important in ensuring that the strategies proposed by the Management are fully discussed and examined, and take account of the long term interests, not only of the shareholders, but also of employees, customers, suppliers and the many communities in which the Group conducts its business.

Senior Independent Non-Executive Director

Dato' Gumuri Hussain who joined the Board on 29 April 2008 was selected among the Independent Non-Executive Directors to assume the role of a Senior Independent Non-Executive Director, to whom concerns pertaining to the Group may be conveyed by shareholders and the public.

Shareholders and any other interested parties may contact Dato' Gumuri Hussain to express any concerns in writing at the following address:

Email address : gumuri@mediaprima.com.my
Office address : Media Prima Berhad,
Group Secretarial,
Level 3, Balai Berita, Anjung Riong,
No. 31, Jalan Riong, Bangsar,
59100 Kuala Lumpur.

Directors' Code of Ethics

Media Prima has established a Directors' Code of Ethics to guide the Board in discharging its oversight role effectively. The Code of Ethics requires all directors to observe high ethical business standards of honesty and integrity and to apply these values to all aspects of our business and professional practices and act in good faith in the best interests of Media Prima Group and its shareholders.

Appointments to the Board

The Malaysian Code on Corporate Governance 2012 endorses as good practice, a formal procedure for appointment to the Board, with a Nomination and Remuneration Committee making recommendations to the Board. The Nomination and Remuneration Committee of the Board of Media Prima scrutinises the sourcing and nomination of suitable candidates for appointment as a Director in Media Prima and its subsidiary companies and to the Committees of the Board, before making recommendations to the Board for approval. This Committee carries out an annual assessment to review the composition of the Board as well as its Group of companies to ensure the selection of Board members with different mixture of skill sets, competencies and gender diversity.

The Board is supportive of gender diversity recommendations made in The Code and had on 13 August 2015 appointed YM Raja Datuk Zaharaton Raja Zainal Abidin as an additional female Independent Non-Executive Director.

Re-election of Directors

In accordance with the Company's Articles of Association, newly-appointed directors shall hold office until the next Annual General Meeting (AGM) and shall then be eligible for re-election. The Articles also provide that all directors shall retire from office once at least in every three (3) years. Retiring directors may offer themselves for re-election.

Board Effectiveness Evaluation

The Board through the Nomination and Remuneration Committee conducts an effective assessment to evaluate the effectiveness of the Board as a whole, the Committees of the Board and the contribution of each individual director. The Board has also reviewed its required mix of skills and experience, gender diversity and other qualities, including core competencies, which Non-Executive Directors should bring to the Board. The Board also examines its size, with a view to determine the effective number of Board members. The Board is of the view that the current size of the Board is appropriate.

Performance indicators for the Board Effectiveness Evaluation (BEE) include the Board's responsibility, composition, administration and process, conduct, interaction and communication with Management and stakeholders, and its evaluation of the Group Chairman and Group Managing Director. Performance indicators for individual Directors cover personality and quality aspects such as dynamics and participation, integrity and objectivity, technical competencies, recognition and independence.

The Directors' responses are submitted to Company Secretary for collation and analysis. A comprehensive summary of the findings and recommendations is submitted to the Nomination and Remuneration Committee for deliberation, after which, the findings and recommendations are escalated to the Board and Board Committees for further review and proposed actions. Recommendations affecting the Company's management and operations arising from the BEE exercise are communicated to Management for implementation.

STATEMENT ON CORPORATE GOVERNANCE

Board Charter

A Board Charter had been established with the objectives to ensure that all Board members are aware of their duties and responsibilities, the various legislations and regulations affecting their conduct and that the principles and practices of good corporate governance are applied in all dealings by Board members individually and/or on behalf of the Company. Board Charter outlines processes and procedures for the Board and its committees in discharging their stewardship effectively and efficiently.

The Board Charter focuses on:

- Board's roles and responsibilities;
- Board's composition and balance;
- Board's performance;
- Board's meetings;
- Remuneration policies;
- Access to information and independent advice;
- Financial reporting;
- Stakeholder communication;
- Company Secretary; and
- Conflict of interest.

The Board Charter is subject to review from time to time to ensure that it remains consistent with the Board's objectives and current laws and practices. The Board Charter is available online through the Company's official website at **www.mediaprima.com.my** and is in line with Recommendation 1.7 of the Code.

Company Secretary

The Company Secretary provides a central source of guidance and advice to the Board, on matters of ethics and good corporate governance. The Company Secretary is required to provide the directors, collectively and individually, with detailed guidance on their duties and responsibilities. The Company Secretary assists in determining the annual board plan and board agenda and in formulating governance and board-related matters.

The Board has unrestricted access to the advice and services of the Company Secretary who is responsible for providing directors with the Boards' papers and related matters. The Company Secretary coordinates the induction programme for newly-appointed directors as well as the Board assessment process.

Board Meetings

Board meetings are scheduled in advance at the beginning of the new financial year to enable Board members to plan ahead and fit the year's meetings into their own schedules. The Board meets at least four (4) times a year, once in every quarter and has a formal schedule of matters specifically reserved to it for decision, such as the approval of corporate plans and budgets, acquisitions and disposals of assets that are material to the Group, major investments, changes to Management and control structure of the Group, including key policies, procedures and authority limits. Additional meetings are held as and when required.

Key transactions deliberated and approved by the Board in 2015 include:-

Areas	Key Transactions
Business Plan	• Proposed Budget and Business Plan of the Group for the financial year ending 31 December 2016. • Proposed Organisational Structure Post Mutual Separation Scheme (MSS).
Investor Relations	• Proposed final single tier interim dividend for the financial year 2014.
Financial	• Proposed quarterly consolidated financial results for release to Bursa Malaysia Securities Berhad.
Employee Relations	• Proposed Key Performance Indicators achievements and ex-gratia payment for financial year 2014. • Proposed Employees and Senior Management merit increment for 2015. • Proposed Balanced Scorecard for Senior Management for financial year 2015.

Board meetings are conducted in a manner that encourages open communication, meaningful participation and timely resolution of issues. Decisions are made on a consensus basis after due deliberation.

During the financial year ended 31 December 2015, the Board of Directors had met seven (7) times on the following occasions:

No.	BoD Meeting	Date
1	47th Meeting	25 February 2015
2	Special Meeting	23 April 2015
3	48th Meeting	14 May 2015
4	49th Meeting	13 August 2015
5	Special Meeting	30 September 2015
6	50th Meeting	19 November 2015
7	Special Meeting	25 November 2015

Details of the Board movement and attendance at meetings for financial year ended 31 December 2015 are set out below:

No.	Director	Attendance	%
1	**Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor*** Independent Non-Executive Group Chairman (appointed on 4 September 2009)	7 out of 7	100
2	**Dato' Sri Amrin Awaluddin** Group Managing Director (appointed on 1 September 2009)	7 out of 7	100
3	**Tan Sri Dato' Seri Mohamed Jawhar**** Non-Independent Non-Executive (appointed on 30 August 2006)	7 out of 7	100
4	**Datuk Shahril Ridza Ridzuan** Non-Independent Non-Executive (appointed on 22 October 2001)	7 out of 7	100
5	**Dato' Abdul Kadir Mohd Deen** Independent Non-Executive (appointed on 29 May 2007)	7 out of 7	100
6	**Dato' Gumuri Hussain** Senior Independent Non-Executive (appointed on 29 April 2008)	7 out of 7	100
7	**Lydia Anne Abraham** Independent Non-Executive (appointed on 19 November 2013)	7 out of 7	100
8	**YM Raja Datuk Zaharaton Raja Zainal Abidin** Independent Non-Executive (appointed on 13 August 2015)	3 out of 3	100
9	**Datuk Mohd Nasir Ahmad** Independent Non-Executive (appointed on 26 February 2016)	N/A	N/A
10	**Tan Sri Johan Jaaffar** Independent Non-Executive (appointed on 30 April 2009 and resigned on 31 August 2015)	4 out of 4	100
11	**Tan Sri Lee Lam Thye** Independent Non-Executive (appointed on 18 August 2003 and retired on 23 April 2015)	2 out of 2	100

* Re-designated from Deputy Chairman to Group Chairman effective 1 September 2015.

** Re-designated from Independent Director to Non-Independent Director effective 31 August 2015 in compliance with Principle 3 of the Code.

*** Re-designated from Independent Non-Executive Director to Senior Independent Non-Executive Director effective 23 February 2016.

Supply of Information

The Board and its Committees have full and unrestricted access to all information necessary in the furtherance of their duties, which is not only quantitative but also other information deemed suitable such as customer satisfaction, product and service quality, market share and market reaction.

The Board is provided with the agenda for every Board meeting together with comprehensive management reports, in advance, for the Board's reference. The Group Chairman of the Board takes primary responsibility for organising information necessary for the Board to deal with the agenda and for providing this information to directors on a timely basis.

All directors have the right and duty to make further enquiries where they consider necessary. In most instances, members of Senior Management are invited to be in attendance at Board meetings to provide insight and to furnish clarification on issues that may be raised by the Board.

The Board papers are circulated on a timely basis, at least five (5) days in advance of the meeting to enable the members to have sufficient time to review the papers prepared. Board papers are comprehensive and encompass all aspects of the matters being considered, enabling the Board to look at both the quantitative and qualitative factors so that informed decisions are made.

The Board papers supplied to the directors include:

- Quarterly performance reports of the Group;
- Corporate proposals;
- Group's risk profile;
- Information on operational and financial issues;
- Updates on Group's corporate social responsibility;
- Business forecasts and outlook; and
- Circular resolutions passed.

The Board recognises that the Group Chairman is entitled to the strong and positive support of the Company Secretary in ensuring the effective functioning of the Board. All directors have access to the advice and services of the Company Secretary and, whether as a full board or in their individual capacities, directors are also at liberty to take independent professional advice on any matter connected with the discharge of their responsibilities as they may deem necessary and appropriate, at the Company's expense.

Directors' Training

In line with Recommendation 4.2 of the Code, the Board acknowledges the importance of continuous development of its directors and encourages them to partake in courses or programmes that serve to enhance their skills and update their knowledge. This will enable directors to sustain their active participation in Board deliberation.

All directors attended relevant training programmes in 2015 to enhance their skills and knowledge, and to keep abreast with the relevant changes in laws, regulation and business environment in order to discharge their duties more effectively.

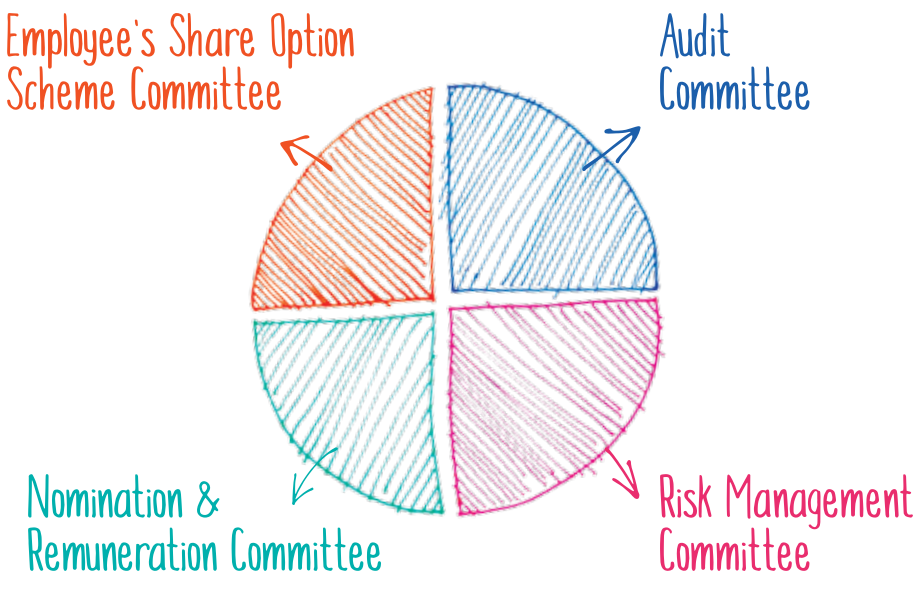
Trainings, seminars and conferences attended by the Board of Directors in 2015 include:

Conference/ Seminar and Course Title	Trainer/Organiser	Date
CAP 10 ASEAN CEO Summit – Pathways To Your ASEAN Prosperity	Maybank & Bursa Malaysia	12 Feb 2015
CAM Corporate Leadership Dialogue Series – Navigating Through the Middle Income Trap	Chevening Alumni of Malaysia (CAM)	12 Mar 2015
ASEAN Regional Forum – Experts and Eminent Person	Ministry of Foreign Affairs, Malaysia	12 – 13 Mar 2015
12th ASEAN Leadership Forum	ASEAN Strategy & Leadership Institute	26 – 27 Apr 2015
26th ASEAN Summit	ASEAN Summit Secretariat	27 Apr 2015
Amundi World Investment Forum 2015 – Looking Beyond the Horizon	Amundi Group	4 – 5 Jun 2015
7th Annual Corporate Governance Summit	Institute for Democracy and Economic Affairs	8 – 9 Jun 2015
Risk Appetite Workshop	CIMB	9 Jun 2015
Risk Management & Internal Control Workshop – Is Our Line of Defence Adequate and Effective?	Taliworks Corporation Berhad	11 Jun 2015
Value Proposition of ESG Investment	Bursa Malaysia & Malaysian Investor Relations Assoc.	17 Jun 2015
Government Linked Companies (GLC) Open Day	Khazanah Nasional	7 Aug 2015
16th International Anti-Corruption Conference	Malaysian Anti-Corruption Commission	2 Sep 2015
World Capital Markets Symposium	Securities Commission	3 - 4 Sept 2015
CG Breakfast Series with Directors – How to Maximise Internal Audit	Bursa Malaysia	9 Sep 2015
Media Prima Board of Directors' Workshop	Media Prima Berhad	30 Sep 2015
EPF Risk Management Seminar 2015	Employees Provident Fund (EPF)	8 Oct 2015
BFM's General Management Programme	BFM Business School	27 Oct 2015

Board Committees

The Board delegates certain responsibilities to Board Committees, each with defined terms of reference and responsibilities and the Board receives reports of their proceedings and deliberations. Where Committees have no authority to make decisions on matters reserved for the Board, recommendations would be highlighted to the Board of Directors for approval. The Group Chairman of the various Committees report the outcome of the Committee meetings to the Board and relevant decisions are incorporated in the minutes of the Board of Directors' meetings.

The Board Committees in Media Prima Berhad are as follows:



The composition, responsibilities and activities of the respective Board Committees are described below:

Audit Committee

The Audit Committee was established on 19 August 2003. The Committee held five (5) meetings in 2015 namely on 11 February 2015, 25 February 2015, 11 May 2015, 10 August 2015 and 16 November 2015 respectively and the members are:

Members	Attendance	Percentage
Dato' Gumuri Hussain (Chairman)	5 / 5	100%
Tan Sri Dato' Seri Mohamed Jawhar	5 / 5	100%
Dato' Abdul Kadir Mohd Deen	4 / 5	80%
Tan Sri Lee Lam Thye (retired on 23 April 2015)	2 / 2	100%
Lydia Anne Abraham (appointed on 14 May 2015)	2 / 2	100%

A full Audit Committee report detailing its composition, terms of reference and summary of activities during the year is set out on pages 98 to 100 of this Annual Report.

Risk Management Committee

The Risk Management Committee was established on 12 May 2011. The Committee held four (4) meetings in 2015 namely on 11 February 2015, 14 May 2015, 13 August 2015 and 19 November 2015 respectively and the members are:

Members	Attendance	Percentage
Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor (Chairman)	4 / 4	100%
Tan Sri Dato' Seri Mohamed Jawhar	4 / 4	100%
Dato' Gumuri Hussain	4 / 4	100%
Lydia Anne Abraham	4 / 4	100%

A Risk Management Committee report detailing its responsibilities, terms of reference and summary of initiatives/activities during the year is set out on page 101 of this Annual Report.

Nomination and Remuneration Committee

The Board had on 14 May 2015 approved the proposed merger of the existing Nomination Committee and Remuneration Committee into the Nomination and Remuneration Committee (NRC). The rationale of the proposed merger is to increase efficiency and expediency as the majority of the common members are entrusted with the functions for both the Nomination Committee and Remuneration Committee.

Members of the NRC are aware of their duties and responsibilities which are clearly defined and demarcated in the agendas of meeting and also reflected in the Board Charter. The NRC committee comprises exclusively of Non-Executive Directors of which 60% of its members are independent and this is in line with the Listing Requirement.

The Committee held three (3) meetings in 2015, namely on 13 August 2015, 30 September 2015 and 19 November 2015 and the members are:

Members	Attendance	Percentage
Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor (Chairman)	3 / 3	100%
Datuk Shahril Ridza Ridzuan	3 / 3	100%
Tan Sri Dato' Seri Mohamed Jawhar	3 / 3	100%
Dato' Abdul Kadir Mohd Deen	3 / 3	100%
YM Raja Datuk Zaharaton Raja Zainal Abidin (appointed on 19 November 2015)	N/A	N/A

Responsibilities and Activities:

- To assist the Board in assessing its overall effectiveness.
- To assist the Board in reviewing its required mix of skills, experience and other qualities Non-Executive Directors should bring to the Board.
- To identify and recommend new nominees to the Board and Committees of the Board of Media Prima and nominees to the Board of its subsidiaries. All decisions and appointments are made by the respective Boards after considering the recommendation of the NRC.
- To formulate the nomination, selection and succession policies for the Members of the Board, Board Committees and the Group's key management personnel as may be determined by the NRC from time to time.
- To review any major changes in employee benefit structures throughout the Company or Group, and if fit, recommend to the Board for adoption.
- To review and recommend to the Board for adoption the framework for the Company's annual incentive scheme. The framework for the annual incentive scheme may include:
  - Merit Increment;
  - Merit Bonus; and
  - Incentives (based on sales and others).
- To review and recommend to the Board improvements (if any) on designated Executive Managements' remuneration policy and package and any other issues relating to benefits of designated Executive Management on an annual basis.
- To establish a formal and transparent procedure for developing policy on the total individual remuneration package of Executive Directors, GMD and other designated Executive Management including, where appropriate, bonuses, incentives and share options.
- To design the remuneration package for all Executive Directors, GMD and other Executive Management with the aim of attracting and retaining high-calibre designated Executive Management who will deliver success for shareholders and high standards of service for customers, while having due regard to the business environment in which the Group operates. Once formulated, to recommend to the Board for approval.
- To determine and recommend to the Board the framework or broad policy for the remuneration packages of the GMD, the Group Chairman of the Company and such other members of the Executive Management as it is designated to consider.

STATEMENT ON CORPORATE GOVERNANCE

Prior to the merger of the Nomination Committee and the Remuneration Committee, the composition and meetings conducted are as follows:

Members	Establishment Date	Date of Meeting	Attendance	Percentage
Nomination Committee				
Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor (Chairman)	19 August 2003	14 May 2015	1 / 1	100%
Tan Sri Dato' Seri Mohamed Jawhar			1 / 1	100%
Dato' Abdul Kadir Mohd Deen			1 / 1	100%
Tan Sri Lee Lam Thye (retired on 23 April 2015)			N/A	N/A
Remuneration Committee				
Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor (Chairman)	19 August 2003	25 February 2015 and 14 May 2015	2 / 2	100%
Datuk Shahril Ridza Ridzuan			2 / 2	100%
Dato' Abdul Kadir Mohd Deen			2 / 2	100%
Tan Sri Lee Lam Thye (retired on 23 April 2015)			1 / 1	100%

Employee's Share Option Scheme (ESOS) Committee

ESOS Committee was established on 27 August 2004 and the Committee had not held any meeting in 2015.

Members
Dato' Abdul Kadir Mohd Deen (Chairman)
Datuk Seri Fateh Iskandar Tan Sri Dato' Mohamed Mansor
Dato' Sri Amrin Awaluddin

Responsibilities and Activities:

- To implement and administer the Media Prima Employees' Share Option Scheme in accordance with the by-laws approved by the shareholders of the Company.
- To determine participation eligibility, option offers and share allocations and to attend to such other matters as may be required.

Management Committee

The Company has established various Management Committees to help the Board fulfil its responsibilities. The Management Committees and its respective salient terms of reference are as follows:

Committee	Responsibility
Programme Committee	To ensure transparency of the procurement process of television contents.
Group Risk Management & Audit Committee	To oversee the Group's risk management activities and internal control processes.
Procurement and Tender Committee	To ensure transparency and integrity of the procurement process on capital and operational expenditures.
ICT Steering Committee	To review and monitor the status of implementation of ICT initiatives within the Group.
Integration Committee	To assist and monitor the process of integration and internal wide restructuring exercise for the Group.
Recovery Executive Committee	To plan and manage business recovery and business operations in the event of a disaster or major disruption to key business operations.
Newsprint Committee	To ensure that the supply of newsprint is sufficient and the acquisition of the newsprint is in the best interest of the Company.
Project Serumah Committee	To ensure effective relocation process between MPB's premises and accommodate expansion plan for the Group.
Humanitarian Fund Committee	To set annual plan for the fund raising campaigns and to monitor the charity events organised by the Group.
Digital TV Committee	To ensure proper processes for MPB's Digital TV development are in place and to keep abreast with the industry's Digital TV development and market demands.
Intellectual Property (IP) Committee	To oversee the IP Management in MPB under the scopes of planning & coordination, protection & management, commercialisation, database and training & publication.

B. DIRECTORS' REMUNERATION

Level and Make-up of Remuneration

The Group has established a formal and transparent procedure for developing policy on executive remuneration and for fixing the remuneration package of individual directors. The objective of the Group's policy on directors' remuneration is to attract and retain directors of the calibre needed to manage the Group successfully. This is in line with Recommendation 2.3 of the Code in attracting and retaining Directors and also reflecting the Board's responsibilities, expertise and complexity of the business activities.

The Nomination and Remuneration Committee (NRC), comprising of wholly Non-Executive Directors, carries out the annual review of the overall remuneration policy for Executive Director whereupon recommendations are submitted to the Board for approval. The remuneration for Executive Director is structured to link rewards to corporate and individual performance. It is nevertheless, the ultimate responsibility of the Board to approve the remuneration of this director.

An annual review by the NRC records the performance of the GMD and submits recommendations to the Board on specific adjustments in remuneration and/or reward payments that reflect contributions for the year, and which are competitive and in tandem with Media Prima's corporate objectives, culture and strategy.

The determination of the remuneration packages of Non-Executive Directors (whether in addition to or in lieu of their fees as directors), is a matter for the Board as a whole, subject to approval of shareholders at the AGM. Each individual director abstains from the Board's decision on his own remuneration to avoid any conflict of interest.

Remuneration Package for Executive Director

The remuneration package of the Executive Director is as follows:

i. Basic Salary

The NRC recommends the basic salary (inclusive of statutory employer contributions to the Employee Provident Fund) for the Executive Director, taking into account the performance of the individual, the inflation price index and information from independent sources on the rates of salary for similar positions in a selected group of comparable companies.

ii. Performance Bonus

The Group operates a performance based bonus scheme for all employees, including the Executive Director. The criteria for the scheme is dependent on the achievement of KPI set for the Group's business activities as measured against targets, together with an assessment of each individual's performance during the period. Bonus payable to the Executive Director is reviewed by the NRC and approved by the Board.

iii. Fixed Allowance

The Executive Director is entitled for fixed allowances.

iv. Employees' Share Option Scheme (ESOS)

The Executive Director is also eligible to participate in the employees' share option scheme designed to incentivise employees of the Group.

v. Benefits-in-Kind

The Executive Director is entitled to other customary benefits such as Group Hospitalisation and Surgical Insurance, car and driver.

Remuneration Package for Non-Executive Directors

Non-Executive Directors are paid annual fees, attendance allowance for each Board meeting attended. They are also entitled for Group Hospitalisation and Surgical Insurance.

Directors of Media Prima are also covered under a Directors and Officers Liability Insurance Policy against any liability incurred by them in discharging their duties while holding office as directors of the Group. The directors contribute partially toward the payment of the insurance premium.

The details on the aggregate remuneration of directors for the financial year ended 31 December 2015, distinguishing between Executive and Non-Executive Directors with categorisation into appropriate components are as follows:

Remuneration	Non-Executive Director	Executive Director	Total
	RM		
Fees (Media Prima)	456,589	-	456,589
Fees (Subsidiaries)	477,337	-	477,337
Salary	-	1,135,300	1,135,300
Bonus	380,732	-	380,732
EPF	21,816	254,674	276,490
Other Remuneration/Emoluments	785,096	148,715	933,811
Benefits in Kind	40,062	33,410	73,472
Total	**2,161,632**	**1,572,099**	**3,733,731**

The remuneration paid to directors during the year, analysed into bands of RM50,000, which complies with the disclosure requirements under Listing Requirements is as follows:

Remuneration Band	Non-Executive Director	Executive Director
	RM	
Less than RM100,000	2*	-
RM100,001 – RM150,000	2**	-
RM150,001 – RM200,000	2	-
RM200,001 – RM250,000	2	-
RM950,001 – RM1,000,000	1***	-
RM1,550,001 – RM1,600,000	-	1
Total	**9**	**1**

Note: Successive bands of RM50,000 are not shown entirely as they are not represented.

* 1 Non-Executive Director was appointed during the year.

** 1 Non-Executive Director retired during the year.

*** 1 Non-Executive Director resigned during the year.

C. SHAREHOLDERS

Investor Relations

The Group maintains regular and proactive communication with its shareholders and investors, with the provision of clear, comprehensive and timely information through a number of readily accessible channels such as Corporate Website, Annual General Meeting and Investors Briefing.

The Group's Investor Relations policy provides guidelines on the activities that enable the Board and Management to communicate effectively with the investment and financial community and other stakeholders including institutional investors, fund managers, analysts, bankers as well as research and stock-broking houses and the general public in relation to dissemination of timely, relevant and accurate information pertaining to the Group.

A summary of investor relations activities undertaken by Media Prima Berhad during the year is set out on page 74 of this Annual Report.

Dividend Policy

A dividend policy would provide the flexibility to the Group to channel excess cash flow to maximise shareholders' returns. Dividend policy reflects the Board's current views on the Group financial and cash flow position. Dividend policy will be reviewed from time to time as it is the policy of the Board, in recommending dividend distribution.

The Board of Directors has approved a dividend policy with a pay-out ratio ranging from a minimum of 60% to the maximum of 80% based on;

- PATAMI
- Funding requirement (capital expenditure and investments); and
- Availability of cash flow.

Websites

The Group strives to ensure that shareholders and the general public would have an easy and convenient access to the Group's latest financial results, press releases, annual reports and other corporate information via its website **www.mediaprima.com.my**. Each of Media Prima's subsidiaries have also established their own websites as a source of information and excellent medium of communication to shareholders and the general public.

Annual General Meeting (AGM)

In addition to the quarterly financial reports and annual report, the AGM remains the principal opportunity for communication with shareholders and investors. At each AGM, the Board presents the progress and performance of the Group. The Group Chairman and/ or the Group Managing Director presents a comprehensive review of the financial performance of the Group and value created for shareholders. This review is supported by visual and graphical presentations of key points and financial figures.

Shareholders are encouraged to participate in the proceedings and ask questions on the operations of the Group and on any resolutions being proposed. The Group Chairman will provide sufficient time for shareholders' questions on matters pertaining to the Group's performance and seek to explain concerns raised by the shareholders.

Each item of ordinary and special business included in the notice of the meeting will be accompanied by a full explanation of the effects of a proposed resolution. Separate resolutions are proposed for separate issues at the meeting and the Group Chairman declares the outcome of each resolution after proposal and secondment are done by the shareholders. A press conference is held immediately after the AGM where the Group Chairman and the Group Managing Director will clarify and explain issues raised by the media and analysts. An analyst briefing will also be held in the course of providing all stakeholders with the latest updates on the Group.

The Group welcomes inquiries and feedback from shareholders and other stakeholders. All queries and concerns regarding the Group may be conveyed to the following personnel:

Name	Related Matters
Mohamad Ariff Ibrahim Group Chief Financial Officer Phone No: 603 2724 8778	Financial/ Investor Relations
Sere Mohammad Mohd Kasim Group General Manager, Group Corporate Governance Phone No: 603 2724 8975	Internal Control and Internal Audit
Mohd Hisham Md. Shazli Group General Manager, Group Risk Management Phone No: 603 2724 8988	Risk Management
Tuan Haji Zulkifli Haji Mohd Salleh Group General Manager, Group Stakeholder Management & Regulatory Affairs Phone No: 603 2724 8923	Stakeholder Management / Regulatory Compliance
Azlan Abdul Aziz Group General Manager, Group Corporate Communications Phone No: 603 2724 8949	Corporate Responsibility and Other Queries
Amal @ Nur Amal Abdul Manaf General Manager, Group Legal Phone No: 603 2724 8904	Legal

D. ACCOUNTABILITY AND AUDIT

Financial Reporting

The Board aims to present a balanced and understandable assessment of the Group's financial position and prospects in presenting the annual financial statements and quarterly announcement to shareholders. This also applies to other price-sensitive public reports and reports to regulators.

On behalf of the Board, the Audit Committee scrutinises the financial and statutory compliance aspects of the audited financial statements and adherence to internal policies and procedures prior to full deliberation at the Board level. The Board ensures the integrity of the Group's financial reporting and fully recognises that accountability in financial disclosure forms an integral part of good corporate governance practices.

Whistle-blowing Policy

In order to strengthen corporate governance practices across the Group, a whistle-blowing policy was established to provide employees with accessible avenue to report suspected fraud, corruption, dishonest practices or other similar matters. The aim of this policy is to promote and encourage the reporting of such matters in good faith, with the confidence that employees making such reports will be protected from reprisal.

The whistle-blowing policy together with anti-fraud policy is available for all staff and can be accessed via the Group's intranet. The key components of the whistle blowing policy include protection to the whistle blower from any retaliation in the form of dismissal, harassment or discrimination at work, or any action in court, in respect of disclosure made by the whistle blower to the regulators. Any employee who believes or suspects that a fraud exists or has been committed should report this to the Group General Manager, Group Corporate Governance Department.

Internal Control

The Board acknowledges its responsibility for the Group's system of internal controls and risk management and for reviewing the effectiveness of these systems. Such systems are designed to manage rather than eliminate the risk of failure to achieve business objectives. Any system can only provide a reasonable but not absolute assurance against material misstatements, loss or fraud.

The Statement on Risk Management and Internal Control furnished on pages 94 to 97 of the Annual Report provides an overview on the state of risk management and internal control system within the Group.

Corporate Responsibility

The Group's Corporate Responsibility initiatives are explained separately in our Sustainability Report 2015.

Relationship with the Auditors

The Board has established a formal, transparent and appropriate relationship with the Group's auditors, both external and internal, through the Audit Committee.

The Audit Committee meets regularly with the external and internal auditors to discuss and review the audit plan, quarterly financial results, annual financial statements and the audit findings, and makes recommendations for the Board's approval. During the year, the Board has also met with the external and internal auditors without the presence of the Executive Director and Management.

A report by the Audit Committee and its Terms of Reference are provided on pages 98 to 100 of the Annual Report.

E. STATEMENT OF DIRECTOR'S RESPONSIBILITY IN RELATION TO THE AUDITED FINANCIAL STATEMENTS

The Board is responsible for the preparation of the financial statements of the Group and the Company. The Board has ensured that the financial statements have been prepared based on accounting policies that have been consistently and properly applied, supported by reasonable and prudent judgements and estimates and in adherence to all applicable accounting standards.

It is also the Board's responsibility to ensure that accounting records are accurate, within margins of reasonableness, which discloses the financial position of the Group and the Company in a true and fair manner.

This Statement on Corporate Governance is made in accordance with the resolution of the Board of Directors dated 26 February 2016.

ADVERTISEMENT

ADDITIONAL COMPLIANCE INFORMATION

1. SHARE BUY-BACK

There was no share buy-back by the Company during the financial year.

2. OPTIONS, WARRANTS OR CONVERTIBLE SECURITIES

The Company did not issue any Options, Warrants and Convertible Securities during the financial year ended 2015 save for the following:-

(a) Employees' Share Options Scheme ("ESOS")

(i) The Company's ESOS was approved at an Extraordinary General Meeting ("EGM") held on 14 May 2010, for a period of five (5) years up to 13 May 2015 ("MPB ESOS"). As at 31 December 2015, three (3) offers were made to employees, the details of which are set out below:-

Exercise Price	Total of Options Granted ('000)	Options Exercised and Shares Issued during 2015 ('000)	Options Exercised and Shares Issued since commencement of MPB ESOS ('000)
RM1.80	79,283	92	71,160
RM1.98	2,322	0	2,165
RM2.10	480	0	385

The MPB ESOS had expired on 13 May 2015.

Under the MPB ESOS, a total of 1,550,000 options were granted to the Executive Directors at the exercise price of RM1.80. During the financial year ended 31 December 2015, no options were exercised as the total of the 1,550,000 options have been duly exercised by the Executive Directors since commencement of the MPB ESOS.

(ii) Under the approval made at the EGM, the aggregate maximum allocation applicable to Directors and Senior Management shall not exceed 50% of the options offered available under MPB ESOS. The actual percentage granted to them was 4.8%.

3. DEPOSITORY RECEIPT PROGRAMME

The Company did not sponsor any Depository Receipt Programme during the financial year.

4. NON-AUDIT FEES

The amount of Non-Audit Fees paid/payable to external auditors and their affiliated companies by the Company for the financial year ended 31 December 2015 is set out in Note 6 to the financial statements for the financial year ended 31 December 2015 on page 124 of this Annual Report.

5. PROFIT GUARANTEE

There was no profit guarantee for the financial year ended 31 December 2015.

6. LIST OF PROPERTIES AND REVALUATION POLICY

The list of properties is set out on pages 165 to 167 of this Annual Report. There was no revaluation of properties of the Group during the financial year other than the result of impairment assessment whereby the carrying value of certain properties were increased due reversal of impairment losses. This has been disclosed in Note 22 and Note 23 to the financial statements for the financial year ended 31 December 2015 on pages 136 to 139 of this Annual Report.

7. MATERIAL CONTRACTS

There was no material contract entered into by the Group involving the interest of directors and major shareholders, either still subsisting at the end of the financial year ended 31 December 2015 or entered into since the end of the previous financial year.

8. SANCTIONS AND/OR PENALTIES

There were no significant sanctions and/or penalties imposed on the Company and/or its subsidiary companies, Directors or management by the relevant regulatory bodies during the financial year.

9. RECURRENT RELATED PARTY TRANSACTIONS ("RRPTs") OF REVENUE NATURE

There were no RRPTs during the financial year ended 31 December 2015.

10. VARIATION IN RESULTS

There was no variation in results (differ by 10% or more) from any profit estimate/forecast/projection/unaudited results announced.

11. UTILISATION OF PROCEEDS RAISED FROM CORPORATE PROPOSALS

There were no proceeds raised from corporate proposals during the financial year.

STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

MEDIA PRIMA BERHAD (MPB) HAS COMPLIED WITH PRINCIPLE 6 OF THE MALAYSIAN CODE OF CORPORATE GOVERNANCE 2012 THAT REQUIRES THE BOARD OF DIRECTORS (BOARD) TO ESTABLISH A SOUND RISK MANAGEMENT FRAMEWORK AND INTERNAL CONTROLS SYSTEM.

Accordingly, in compliance with Paragraph 15.26(b) of the Main Listing Requirement of Bursa Malaysia Securities Berhad, the Board is pleased to provide the Statement on Risk Management and Internal Control that was prepared in accordance to the "Statement on Risk Management and Internal Control – Guidelines for Directors of Listed Issuers". This guideline outlines the processes to be adopted by the Board in reviewing the adequacy and effectiveness of risk management and internal control of the Group during financial period under review.

A. RESPONSIBILITY

The Board acknowledges its responsibility to adopt sound risk management practices to safeguard Media Prima Berhad's (MPB) business interest from risk events that may impede achievement of business strategy and action plan, enable value creation, process improvement and measuring achievement as assurance to the Group's various stakeholders.

MPB advocates a continuous and iterative process for enhancing risk awareness across the organisation through an Enterprise-Wide Risk Management (ERM) framework which is largely benchmarked against the ISO 31000:2009 Risk Management – Principles and Guidelines. The framework provides the subsidiaries (business platforms), operating units and support functions (business units) a consistent approach for risk identification and institutes a common platform to discuss and manage risks.

Sound internal control system is a vital process developed to ensure effective and efficient operation, provide reliable and relevant reporting, and compliance with the applicable laws and regulations.

The Group has in place a continuous, proactive and systematic control structure and process for identifying, evaluating and managing significant risks pertinent to the achievement of the Group's overall corporate objectives. The control structure and process which has been established throughout the Group is updated and reviewed from time to time to suit the changes in business environment.

The Group established the three lines of defence concept: risk taking units (business platforms), risk control unit (Group Risk Management Department), and risk checking unit (Group Corporate Governance Department). The risk taking units manage the day-to-day management of risks inherent in its business activities, while the risk control unit is responsible for setting the risk management framework, developing tools and methodologies. Complementing this is the risk checking unit or internal audit, which provides independent assurance of the effectiveness of the internal control approach.

B. CONTROL ENVIRONMENT AND ACTIVITIES

1. Key Control Structure of the Group

MPB has inculcated that managing risk is everyone's business. The whole Group comes together to manage risks in a successful and cost-efficient manner. Key control lies in the four lines of defence:

i. Board of Directors

The Board meets at least quarterly, and more frequently when required, to review and evaluate the Group's operations and performance and to address key policy matters. The Group Managing Director leads the presentation of Board papers and provides comprehensive explanation over pertinent issues.

The prerequisite to decisions made in the meeting is the thorough deliberation and discussion by the Board, together with recommendations and feedback from Management. In addition to quarterly financial results, corporate proposals, Group's Risk Profile and progress reports on business operations are also tabled at the Board's quarterly meetings.

Other Board Committees are also established to assist the Board in performing its oversight function namely Nomination and Remuneration Committee and Employee Share Option Scheme Committee. Specific responsibilities have been delegated to these Board Committees, all of which have formalised terms of reference. These Committees have the authority to examine all matters within their scope and report to the Board with their recommendations.

At the helm of the organisation, the Board is ultimately responsible for the overall management of risks. The Board through Risk Management Committee (RMC) maintains overall responsibility for risk oversight within the Group.

While the Board and RMC provide oversight, the responsibility for managing risks appropriately lies with Senior Management:

- Provide leadership and direction to business units;
- Dissect risk issues highlighted at the Group Risk Management & Audit Committee Meetings;
- Understand the inherent risks in each business platform; and
- Implement Risk Management Framework by understanding the risk measurement, monitoring and mitigation strategy adopted, as well as the impact of on-going action plans to meet objectives.

ii. Risk Management Committee

The Board has also delegated the responsibility of reviewing the risk management systems and to ensure the effectiveness of the Group's Risk Management Framework to the Risk Management Committee. The RMC updates the Board on the significant changes that affect the risk profile of the Group. The RMC's responsibilities include:

- Reviewing and ensuring adequacy of risk management policies and procedures;
- Reviewing risk exposures; and
- Ensuring that infrastructure, resources and systems are in place for risk management activities.

Further details of the activities undertaken by the RMC during the year are set out in the Risk Management Committee Report on page 101.

iii. Independence of the Audit Committee

The Board is also supported by the Audit Committee with responsibility to provide independent assessment on the adequacy and reliability of the risk management processes and internal control, as well as compliance with policies and regulatory requirements.

The Audit Committee is comprised of four (4) Non-Executive Directors who are highly experienced and whose knowledge, background and judgment are invaluable to the Group. The Audit Committee has unimpeded access to both the Internal and External Auditor and has the right to convene meetings with the auditor without the presence of Executive Director and Management.

The Audit Committee reviews the work of the Internal and External Auditor, their findings and recommendations to ensure that it obtains the necessary level of assurance with respect to the adequacy of the internal controls.

The Audit Committee meets at least on a quarterly basis and minutes of the Audit Committee meeting are then tabled to the Board. Further details of the activities undertaken by the Audit Committee during the year are set out in the Audit Committee Report on page 98 to 100.

iv. Operating Units

At the forefront, operating units are responsible for identification and management of risks within its operations. The operating units are also responsible for compliance of all daily activities with the approved policies, guidelines and procedures. One of the key activities undertaken in 2015 was the aggregation of the risks identified by each of the six business platforms and quantifying the impact of materiality should these risks occur.

Management Committees

Management Committees have been established to ensure that the Group's interests are adequately protected in arriving at important business/operational decisions. The Committees include the Programme Committee, Newsprint Committee, Group Risk Management & Audit Committee, Procurement & Tender Committee, ICT Steering Committee, Humanitarian Fund Committee, Integration Committee, Project Serumah Committee, Recovery Executive Committee, Digital TV Committee and Intellectual Property Committee with clearly defined terms of reference.

Senior Management Meeting

Senior Management meetings are held on a monthly basis to formulate strategies on an on-going basis and to address issues arising from changes in both external business environment and internal operating conditions.

2. Group's Control Environment

The Board is committed to maintaining a strong control structure and environment for the proper conduct of the Group`s business operations. The Group's control environment comprises of the following components which have been in place throughout the financial year:

Risk Management Function

MPB's risk management philosophy is built on a culture where risks are mitigated by calibrating risks to acceptable levels whilst achieving the organisation's business plans and goals.

In MPB, risk management is integrated within MPB's strategic planning process and its ongoing improvement in strengthening the quantification, review and monitoring of all significant risk areas remain a vital focus of the Board in building a successful and sustainable business.

The Risk Management Committee (RMC) has been established in MPB to provide oversight and extensive discussion on risk management matters at the Board level. The RMC reviews and assesses the adequacy of these risk management policies and ensures infrastructure, resources and systems are emplaced for risk management.

MPB has formed the Group Risk Management Department (GRM) to support the Board and RMC in discharging their risk management responsibilities. Together with the various business units, GRM coordinates the risk review exercise across the Group to identify, manage and report the significant risks faced by the company to the RMC and ultimately to the Board. GRM is also responsible for ensuring that the risk management framework is effectively implemented and that risk registers are maintained by the respective business platforms.

Risk Management Framework

MPB's risk management framework is designed based on ISO 31000:2009 Risk Management – Principles and Guidelines, where it sets out the risk management governance and infrastructure, risk management processes and control responsibilities. The framework encapsulates an on-going process of identifying, assessing, controlling, monitoring and reporting material risks affecting the achievement of MPB's business objectives.

The following principles are the crux of the MPB's risk management framework:

- Risks can be managed, but cannot be totally eliminated.
- Risks are aligned with, and driven by, business values, targets and objectives.
- Risk ownership lies with the chief executive officers of the business platforms and head of departments of the business units.
- Risks on material matters are highlighted to RMC with constant engagement on development of risk controls and mitigation processes.
- Risk management processes are integrated with other processes including budgeting, planning and business development.

Risk Management Process

MPB has in place a structured risk management process coordinated by Group Risk Management Department (GRM). GRM facilitates risk review exercise and prepares quarterly reports on the company's risk management activities which include financial, operational, compliance, information technology, printing & broadcasting management, internal controls and risk management systems.

The risk review exercise encompasses the following activities:

- Identifying key risks affecting business objectives and strategic plans.
- Defining a common understanding of risk classification tolerance through quantification, whenever possible, and development of criteria matrix that reflects the impact and likelihood of the risk materialising.
- Evaluating adequacy of existing controls and developing additional plans, if required, to treat these risks.
- Monitoring effectiveness of measures taken to mitigate risks.
- Seizing prospects through evaluation of 'opportunity risks' so that management proactively realises opportunities.
- Identifying changes to risks or emerging risks and promptly bringing these to the attention of the Board where appropriate.

The outcome of the risk review exercise and other risk management activities will be documented and presented to the RMC and ultimately to the Board.

At strategic level, the Board's focus is centered around the following risk areas:

- **BUSINESS INTERRUPTION RISK** - The Board recognises the widespread of negative impact of this type of emergency. The key to risk management is to build enough awareness, measures and systems (internal controls) in place so that, ideally nothing will shut down or be interrupted. The less downtime occurs, the faster normal operations resume, the better the platform's position.
- **COMPETITIVENESS RISK** – New media landscape has emerged. Emerging technology empowers consumers to be in control of their media choices in terms of timing, format and platform. It is important to analyse these changes from the viewpoint of media consumers and the effect to marketers (sales personnel). Prudent risks that enable platforms to forecast external and internal factors that could cause gradual or sudden changes in platforms business plans need to be constantly analysed.
- **CONSUMER BEHAVIOUR RISK** – Traditional advertising increasingly viewed as passive medium for brand awareness. Consumers prefer mediums that they can interact anytime, anywhere. The challenge is to meet these changing consumer behaviour.

Whilst GRM principal function is coordinating risk reviews and other risk management activities, all business units are responsible to carry out a risk review on a regular basis, especially in the context of exceptional events, to ensure that risk registers are up-to-date and risk controls are enhanced and kept current.

Internal Audit Function

- The Group Internal Audit function was set up by the Board to provide independent assurance of the adequacy of risk management, internal control and governance systems. Group Internal Audit activities are guided by an Internal Audit Charter which is approved by the Audit Committee.
- The Group Internal Audit function undertakes regular reviews of the Group's operations and its system of internal controls. The Internal Audit function reviews the Group's activities based on an approved audit plan presented to the Audit Committee. The annual audit plan is developed based on the risk profiles of the respective business entities in accordance with the Group's Risk Management Framework, Group's business plans and input from the Senior Management and the Board.
- Internal audit findings are discussed at Management level and actions are agreed in response to the Internal Audit recommendations. The progress in the implementation of the agreed actions is being monitored through follow up reviews.
- The Internal Audit function has a clear line of reporting to the Audit Committee and the Audit Committee determines the remit of the Internal Audit function. Thus, the Internal Audit function is independent of the activities being audited and is performed with impartiality, proficiency and due professional care.

Annual Business Plan and Budget

Annual business plans and budgets are prepared by the Company's business units, and reviewed and approved by the Board. The performance of each business unit is assessed against the approved budget, with explanation on significant variances provided to the Board on a periodic basis allowing timely responses and corrective actions to be taken to mitigate risks.

Documented Policies and Procedures

- Media Prima Berhad (MPB) has reengineered its way of managing policies and procedures to the more structured framework which is aimed at federating governing documents oversight and promoting a proper governance in handling policies and procedures.
- The framework, tailored based on ISO 9001 and industry best practices, streamlines the review process of all policies and procedures within MPB.
- The fresh Policy Management Framework is driven by MPB's business objectives with the end in mind is to build and shape corporate culture and consistency across business units within MPB.
- During the year, the following policies and procedures have been endorsed for implementation across business units within MPB:

STATEMENT ON RISK MANAGEMENT AND INTERNAL CONTROL

Policy	Purpose
Group Humanitarian Fund Administration	Outlines requirements and principles on the administration of the humanitarian fund and to ensure consistency and continuity throughout MPB's operations.
Group Procurement	Promotes the proficient supply of goods and services by ensuring fairness, cost-effective and equitable treatment through the promotion and application of best procurement practices with high business ethics.
Intellectual Assets Management System And Intellectual Property	Outlines requirements to assist MPB in implementing its Intellectual Property (IP) principles as well as to provide guidance for the management of IP throughout its lifecycle, including its creation, identification, management and sharing.

Procedure	Purpose
Group Advances and Claims	Governs all activities related to advances and claims thus it could be conducted diligently, with probity and transparency, in a controlled environment.
Group Petty Cash	Provides guidance for the authorisation, establishment and maintenance of petty cash funds, including appropriate uses and security standards within MPB Group of Companies.

Group Human Resources Policy

- The Group has in place, a comprehensive Human Resources Policy approved by the Board that sets the tone of control consciousness and employee conduct. There are also supporting procedures for the reporting and resolution of actions contravening these policies.

- There are proper guidelines within the Company regarding employment and dismissal, formal training programmes as well as other relevant procedures in place to ensure that staff are competent and adequately guided in carrying out their responsibilities.

- The policy aims to provide guidelines for the acceptable practice of the Group's Human Resource and to state the Group's stance on matters pertaining to Human Resource matters. This policy is accessible by all employees via the Company's Intranet System (PeopleConnect) for reference at their convenience.

Key Performance Indicators (KPI)

- The Group has also in place a Performance Management System, which is linked to and guided by Key Performance Indicators and accountability. KPIs help in defining and measuring progress towards attaining organisational goals.

- KPIs are quantifiable measurements, agreed beforehand, that reflect the critical success factors of an organisation and a series of goal-setting and coaching sessions has been rolled out since the beginning of 2015 to line managers and also general managers to enhance staff's performance.

Limits of Authority

- The Limits of Authority (LOA) for the Group has been structured to define all the common matters pertaining to operations such as policy approval, awarding of projects and capital & operational expenditure. It serves as a control whereby a cross-check system has been incorporated to minimise any abuse of authority.

- The system provides that approvals granted should be supported by a recommendation from the subordinates and notified to the superior of the approving authority particularly pertaining to material transactions.

- The highest approving authority is the Board of Directors where the transactions will determine the direction and financial position of the Group and are above the limit that has been granted to the Group Managing Director.

- A separate LOA for each business platform has been prepared in order to ensure adequate management control and smooth operations at platform level. All Heads of respective platforms shall be governed by the authority limits accorded to them in the LOA.

Code of Ethics

- The Code of Ethics is communicated to all employees and compliance with this Code is mandatory. The Code serves as reference to assist employees to live up to the high ethical business standards, and it provides guidance on the way business and duties are conducted in an efficient, effective and fair manner.

- The Code highlights key issues and identifies the relevant policies and procedures and resources to help employees conduct business and duties with high integrity in line with the Group's acceptable practices.

- The No Festive Gift Policy was established to complement the existing Employee Code of Ethics. This policy aims to assist employees in conducting business in an environment which is free from conflict of interest.

Annual Assessment of Internal Control

- In line with the Board's request, an annual assessment to evaluate the effectiveness of risk management and internal control systems of operating companies/departments within Media Prima Berhad was conducted during the year. A General Audit Report (GAR) was issued to all the operating companies/departments within the Group at the end of the assessment.

- The rating system evaluates the achievement of the following key components:

  i. Meeting key objectives and financial performance including cost control measures;
  ii. Compliance with risk management framework and internal control procedures; and
  iii. The effectiveness of management supervision and the quality of staffing.

- The assessment provides the Board with the necessary assurance that a sound control environment and structure are in place.

Fraud Prevention Manual and Whistle-Blowing Policy

- The Group has established a Fraud Prevention Manual consisting of the Anti-fraud Policy and Whistle-blowing Policy. The manual builds into the Group's culture, abhorrence for fraud, and that any conduct of this nature will not be tolerated. It also promotes a transparent and open environment for fraud reporting within the Group.

Policy	Description
Anti-fraud Policy	• Defines fraud and fraudulent activities. • Facilitates in the prevention and detection of fraud against the Group. • To limit the opportunity for fraud by increasing the prevention, detection and prosecution of fraudulent activities.
Whistle-blowing Policy	• Provides guidance to employees in communicating illegal or immoral conduct to the appropriate party within the Group without having to worry about being victimised and discriminated. • Provides proper investigation on all allegations or reports from within and outside of the Group.

Supplier Code of Conduct

- The Board expects all Media Prima's suppliers to observe high ethical business standards of honesty and integrity and to apply these values to all aspects of their business and professional practices.

- A Supplier Code of Conduct is established in which the Group's minimum expectations on the supplier vis-à-vis legal compliance and ethical business practices are stipulated.

- Suppliers who want to conduct and/or continue conducting business with MPB and its Group of companies need to be registered with Media Prima Berhad via Supplier e-Registry (SUPeR) online. Once the registration is successful, suppliers can conduct business with MPB and its Group of companies, effective upon receipt of an email notifying the same.

- A Supplier Code of Conduct applies to all suppliers, vendors, contractors and any other persons doing business with Media Prima and its subsidiary companies.

Group Information Technology Initiatives

- The Board acknowledges the importance of leveraging on Information Technology (IT) to promote effectiveness and efficiency of business operations.

- Reliance of key business operations to IT has been augmented with the following initiatives during the year:

Initiative	Purpose
Enterprise Storage Archival System	To provide overall storage infrastructure including cloud-based archiving to cater storage system consumption for the MPB Group.
Human Resource Management System Upgrade	To consolidate human resource activities, processes and reports and to ease system support and maintenance in an integrated system.
Integrated Newsroom Automation and Computer System	To consolidate the workflows of News Operations for Media Prima TV channels in order to cater to various technological requirements in multiple platforms.

Information Security

- In line with the requirement made by the Malaysian Communication and Multimedia Communication for organisation with critical communication and multimedia and in order to enhance the level of information security management, Media Prima Berhad had embarked on a project to design, plan and implement an Information Security Management System (ISMS).

- Media Prima Berhad has been awarded with MS ISO/IEC 27001:2007 by CyberSecurity Malaysia for the ISMS for the management and operation of the broadcast and automation systems used for TV Networks. ISMS is a set of policies concerned with information security management of core operations or IT related risks.

- A management framework that includes ICT Steering Committee and an Information Security Officer had been put in place to manage enterprise security architecture and information security audit framework within the organisation.

C. OTHER KEY ELEMENTS OF INTERNAL CONTROL

The other key elements of the Group's internal control system include:

- Monthly reporting of actual results and review against budget, with major variances being followed up and management actions taken, where necessary. The financial results are reviewed by the Board with Management on a quarterly basis, to enable both parties to gauge the Group's achievement of its annual targets and review any key financial and operational issues. The Board reviews reports from the Management on the key operating statistics, as well as legal and regulatory matters on a regular basis.

- Regular and comprehensive information provided to Management, covering financial performance and key performance indicators such as advertising market share, television viewership, programme ratings and utilisation of resources.

- Monitoring of performance including discussion of any significant issues at Senior Management meetings.

- Access to Company's Intranet System (PeopleConnect) for updated and revised Policies and Procedures of the Company, Code of Ethics, Limits of Authority and other information related to the Company.

- Business continuity simulation for broadcast operations and disaster recovery simulation for core IT systems to ensure timely business resumption and minimal service disruption.

- Content Regulatory Workshops conducted by the Regulatory Affairs unit throughout the year as part of the initiatives to impart information and to provide explanation on the rules and regulations governing the broadcast industry based on the Communication and Multimedia Act 1998, Communication and Multimedia Content Forum Content Code and the respective license conditions of each TV Networks, Radio Networks and Print Media.

- Intellectual Property (IP) Seminars and Workshops conducted by the Intellectual Property unit, in communicating the importance of IP, protection and ownership of IP to the respective stakeholders.

The officers responsible for monitoring of internal control, risk management, regulatory compliance and legal matters for the Group are as follows:

Name and Designation	Matters
Sere Mohammad Mohd Kasim Group General Manager, Group Corporate Governance	Internal Control and Internal Audit
Mohd Hisham Md. Shazli Group General Manager, Group Risk Management	Risk Management
Tuan Haji Zulkifli Haji Mohd Salleh Group General Manager, Group Stakeholder Management & Regulatory Affairs	Stakeholder Management & Regulatory Affairs
Amal @ Nur Amal Abdul Manaf General Manager, Group Legal	Legal

D. ADEQUACY OF RISK MANAGEMENT & INTERNAL CONTROL

The Board believes that the development of the system of internal controls is an on-going process and has taken steps throughout the year to improve its internal control system and will continue to do so.

The Board has received assurance from the Group Managing Director and Group Chief Financial Officer that the Group's risk management and internal control system is operating adequately and effectively in all material aspects, based on the risk management and internal control system of the Group.

Where weaknesses and shortcomings were noted, management has taken appropriate actions to address them. All business platforms and Group Corporate Governance regularly review the processes to ensure the effectiveness of the existing controls. There has been no significant change in MPB's risk management environment. Group Risk Management monitors the control environment and business processes to ensure that the risk treatments continue to be aligned with the Group's strategic objectives.

The Board is satisfied that the system of risk management and internal control was generally satisfactory. Based on the assessment of the Group's internal control system for the year under review and up to date of approval of this statement, no significant control failures or weaknesses that would result in material loss, contingency or uncertainty requiring disclosure in the Group's annual report were noted.

This statement, prepared for inclusion in the Annual Report of the Company for the year ended 31 December 2015 has been reviewed by the Audit Committee and Risk Management Committee prior to their recommendation to the Board for approval.

This statement is made on the recommendation of the Audit Committee and Risk Management Committee to the Board of Directors and as per the Board's resolution dated 26 February 2016.

E. ASSOCIATED COMPANY

The state of risk management and internal control of Malaysian Newsprint Industries Sdn Bhd (MNI), an associated company of Media Prima Berhad is excluded from this statement. However, two Senior Management members from Media Prima Berhad namely Dato' Mohammad Azlan Abdullah and Encik Mohamad Ariff Ibrahim were appointed to MNI's Board, attend its Board meetings and review the key financial information of the company. These directors report to the Media Prima Berhad's Board in the event that the Company does not appropriately manage significant risks. These also provide the Media Prima Berhad's Board with performance related information to enable timely and informed decision making on the Group's investment in such companies.

F. REVIEW OF THE STATEMENT BY EXTERNAL AUDITORS

This Statement on Risk Management and Internal Control has been reviewed by the External Auditors as required by Paragraph 15.23 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad for the inclusion in the Annual Report of Media Prima Berhad for the year ended 31 December 2015.

The limited assurance review was performed in accordance with Recommended Practice Guide (RPG) 5 (Revised) issued by the Malaysian Institute of Accountants. RPG 5 (Revised) does not require the External Auditors to form an opinion on the adequacy and effectiveness of the risk management and internal control systems of the Group.

The External Auditors have reported to the Board that nothing has come to their attention that causes them to believe that the statement is inconsistent with their understanding of the process adopted by the Board in reviewing the adequacy and integrity of risk management and internal controls system of the Group.

AUDIT COMMITTEE REPORT

The Board of Directors of Media Prima Berhad is pleased to present the report on the Audit Committee of the Board for the financial year ended 31 December 2015. The Audit Committee Report provides insights into the manner in which the Audit Committee discharged its functions for the Group in 2015.

The Audit Committee was established on 19 August 2003. The Audit Committee consists of 4 Non-Executive Directors with majority of them being independent directors and no alternate director is appointed as member of the Audit Committee. This is in accordance with the relevant provisions in the Board Charter and Paragraph 15.09 of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad (Listing Requirements).

DATO' GUMURI HUSSAIN

Independent Non-Executive Director

- Chairman of Audit Committee.
- Member of Risk Management Committee.
- Member of the Malaysian Institute of Accountants.
- Member of the Malaysian Institute of Certified Public Accountants.
- Fellow of the Institute of Chartered Accountants in England and Wales.

TAN SRI DATO' SERI MOHAMED JAWHAR

Non-Independent Non-Executive Director

- Member of Risk Management Committee.
- Member of Nomination and Remuneration Committee.

DATO' ABDUL KADIR MOHD DEEN

Independent Non-Executive Director

- Chairman of Employees' Share Option Scheme (ESOS) Committee.
- Member of Nomination and Remuneration Committee.

LYDIA ANNE ABRAHAM

Independent Non-Executive Director

- Member of Risk Management Committee.

In 2015, membership of the Audit Committee underwent a few changes and announcements on the same were made to Bursa Malaysia accordingly.

Tan Sri Lee Lam Thye had retired on 23 April 2015 as Board member and member of the Audit Committee. Subsequently, Lydia Anne Abraham was appointed on 14 May 2015 as an additional member of the Audit Committee. With over 20 years of experience in the information technology industry, the Board believes that she has the required experience and knowledge for the position. Lydia Anne's profile, qualification and experience can be found on page 79 of this annual report.

A. TERMS OF REFERENCE

Composition of Members

1. The Committee shall be appointed from amongst its directors which fulfil the following requirements:
   - The Audit Committee must be composed of no fewer than three (3) members; and
   - At least one member of the Audit Committee:
     i. Must be a member of the Malaysian Institute of Accountants (MIA); or
     ii. If he is not a member of the MIA, he must have at least 3 years' working experience; and
     - He must have passed the examination specified in Part I of the 1st Schedule of the Accountants Act 1967; or
     - He must be a member of one of the associations of accountants specified in Part II of the 1st Schedule of the Accountants Act 1967.
2. The Chairman and majority of the Audit Committee members must be Independent Non-Executive Directors.
3. No alternate director is appointed as a member of the Audit Committee.
4. Where the Chairman is unable to attend the meeting, the members shall elect a person among themselves as Chairman.
5. In the event of any vacancy in the Audit Committee resulting in the non-compliance of the above requirements, the Company must fill the vacancy within 3 months.
6. The Company Secretary shall act as Secretary to the Committee.

The Terms of Reference (ToR) of the Audit Committee continues to remain aligned with the Listing Requirements, recommendations of the Malaysian Code on Corporate Governance 2012 (MCCG 2012) and relevant best practices.

The roles of Audit Committee is accessible in the Board Charter on the Company's official website at **www.mediaprima.com.my.**

Scope

1. The Audit Committee shall be granted the authority to investigate any activity of the Company and its subsidiaries and all employees shall be directed to cooperate as requested by members of the Committee.
2. The Audit Committee shall be empowered to retain persons having special competence as necessary to assist the Committee in fulfilling its responsibilities.
3. The Audit Committee shall provide assistance to the Board in fulfilling its fiduciary responsibilities particularly relating to business ethics, policies, financial management and control.
4. The Audit Committee, through regularly scheduled meetings, shall maintain a direct line of communication between the Board, External Auditor, Internal Auditor and Management.
5. The Audit Committee shall provide greater emphasis on the audit functions by increasing the objectivity and independence of External and Internal Auditors and providing a forum for discussion that is independent of the Management.
6. The Audit Committee may invite any person to the meeting to assist the Committee in decision-making process and that the Committee may meet exclusively as and when necessary.
7. Serious allegations that have financial implications against any employee of the Company shall be referred to the Audit Committee for investigation to be conducted.

Authority

The Audit Committee shall have the following authority as empowered by the Board of Directors:

1. Have authority to investigate any matter within its terms of reference;
2. Have the resources which are required to perform its duties;
3. Have full, free and unrestricted access to any information, records, properties and personnel of the Company and any other companies within the Group;
4. Have direct communication channels with the External Auditor and Internal Auditor carrying out the internal audit function or activity;
5. Be able to obtain independent professional advice, legal or otherwise deemed necessary; and
6. Be able to convene meetings with the External Auditor and Internal Auditor together with other independent members of the Board excluding the attendance of the Executive members of the Committee whenever deemed necessary.

B. DUTIES AND RESPONSIBILITIES

The primary duties and responsibilities of the Audit Committee with the following groups are as follows:

Board / Management

1. The Chairman of the Audit Committee is to provide written reports/updates on deliberations and decisions made at the Committee's level to the Board on regular basis with focus given to significant issues and resolutions by the Committee.

2. To submit to the Board a summary of material concerns and weaknesses in the control environment noted during the year and the corresponding measures taken to address the issues.
3. To obtain satisfactory response from Management on reports issued by Internal and External Auditor.
4. To highlight significant findings identified and the impact of the audit findings on the operations.
5. Where review of audit reports of subsidiaries and any related corporation also falls under the jurisdiction of the Committee, all the above mentioned functions shall also be performed by the Committee in co-ordination with the Board of Directors of the subsidiaries and related corporation.
6. To review arrangements established by Management for compliance with any regulatory or other external reporting requirements, by-laws and regulation related to the Media Prima Group's operations.
7. To consider other areas as defined by the Board.

Internal Audit

1. To oversee the Internal Audit function by:
   - Reviewing the adequacy of the scope, functions and resources of the Internal Audit function, Internal Audit Charter and that it has the necessary authority to carry out its work;
   - Reviewing the Internal Audit programme, the results of the Internal Audit programme, processes or investigation undertaken and ensure that appropriate action is taken on the recommendations of the Internal Audit;
   - Reviewing any appraisal or assessment of the performance of members of the Internal Audit function;
   - Determining and recommending to the Board the remit of the Internal Audit function, including the remuneration of the Group General Manager, Group Corporate Governance;
   - Approving any appointment or termination of senior staff of the Internal Audit function;
   - Informing itself of resignations of Internal Audit staff and provide the resigning staff an opportunity to submit his reasons for resigning;
   - Ensuring on an on-going basis that Internal Audit has adequate and competent resources;
   - Monitoring closely any significant disagreement between Internal Audit and Management irrespective of whether they have been resolved; and
   - Ensuring that Internal Audit reports are not subject to the clearance of the Group Managing Director/ Chief Executive Officer, save for purposes of presentation to the Group Risk Management & Audit Committee.
2. To consider the major findings of internal investigations and management's response.

External Audit

1. Review the appointment of the External Auditor, the audit fee and any questions of resignation or dismissal and to make recommendations to the Board.
2. Assess the qualification, expertise, resources and effectiveness of the External Auditor.
3. Monitor the effectiveness of the External Auditor's performance and their independence and objectivity.
4. Review the nature and scope of the audit and ensure co-ordination where more than one audit firm is involved.
5. Review the assistance given by the employees of the Company to the External Auditor.
6. To discuss with the External Auditor, audit report and evaluation of the system of the internal controls.
7. Review major audit findings and reservations arising from the interim and final audits, any matter the Auditor may wish to discuss.
8. Review the External Auditor management letter and management response.
9. Meet with the External Auditors at least twice in the financial year (without the presence of other directors and employees, whenever deemed necessary) to discuss problems and reservations arising from the interim and final audits, and any matters the External Auditors may wish to discuss.

Financial Reporting

Review the quarterly and year-end financial statements of the Company, focusing particularly on:
- Any changes in accounting policies and practices;
- Significant adjustments arising from the audit;
- The going concern assumption; and
- Compliance with accounting standards and other legal requirements.

Annual Reporting

Review and recommend the Statement on Risk Management and Internal Control and the Audit Committee Report to the Board for approval.

Related Party Transactions

Review any related party transactions that may arise within the Company or Group including any transaction, procedure or course of conduct that raises questions of Management's integrity.

C. ACTIVITIES OF THE AUDIT COMMITTEE

The Committee carried out the following activities during the year in discharging its duties and responsibilities as stipulated in its Terms of Reference:

Attendance of Meetings

The Audit Committee held a total of five (5) meetings during the financial year 2015 and the details of attendance of the Committee members are as follows:

Name of Director	46th ACM	Special Meeting ACM	47th ACM	48th ACM	49th ACM
	11 Feb 2015	25 Feb 2015	11 May 2015	10 Aug 2015	16 Nov 2015
Dato' Gumuri Hussain (Chairman)	√	√	√	√	√
Tan Sri Dato' Seri Mohamed Jawhar	√	√	√	√	√
Dato' Abdul Kadir Mohd Deen	√	√	√	√	*
Tan Sri Lee Lam Thye**	√	√	N/A	N/A	N/A
Lydia Anne Abraham***	N/A	N/A	N/A	√	√

ACM: Audit Committee Meeting
**Absent with Apologies*
***Tan Sri Lee Lam Thye retired as Audit Committee member effective 23 April 2015.*
****Lydia Anne Abraham was appointed as Audit Committee member effective 14 May 2015.*

The Audit Committee meets on scheduled basis at least once every quarter. The Group Managing Director, the Group Chief Financial Officer and the Group General Manager, Group Corporate Governance were also invited for each meeting.

The Audit Committee also invited members of the Senior Management or relevant employees within the Group who the Committee deems fit to attend its meetings to assist in resolving and clarifying matters raised in audit reports.

The quorum for each meeting shall be three (3) members. The Company Secretary is responsible for the co-ordination of administrative details including calling for meetings, voting and keeping of minutes. Minutes of each meeting is signed by the Chairman and extract of matters requiring actions were distributed to all attendees and members of the Committee.

The Audit Committee Chairman briefed the Board on matters discussed at every Audit Committee meeting. The Chairman is also responsible to update the Board about Committee activities and make appropriate recommendations when necessary. This is to ensure that the Board is aware of matters that may significantly impact the financial condition or affairs of the business.

The Committee has the explicit right to convene meetings with both the Internal and External Auditors without the presence of other directors and employees. The Audit Committee held two meetings with the External Auditors on 11 February 2015 and 10 August 2015 respectively in the absence of the Management and Executive Director.

The Chairman of Audit Committee held separate meetings with the Group General Manager, Group Corporate Governance prior to every scheduled Audit Committee meeting.

Risks and Controls

1. Evaluated the overall effectiveness of the system of internal controls through the review of the results of work performed by Internal and External Auditor and discussions with Senior Management.
2. Reviewed the results of the Annual Assessment exercise.
3. Reviewed the Statement on Risk Management and Internal Control and Audit Committee Report prior to their inclusion in the Company's Annual Report.

Financial Results

1. Reviewed the Group's quarterly results before recommending to the Board for their approval and release of the Group's results to the Bursa Securities focusing on the following areas, where relevant:
   - Listing Requirements of the Bursa Securities;
   - Provisions of the Companies Act, 1965;
   - Applicable approved accounting standards; and
   - Other legal and regulatory requirements.
2. Reviewed the audited financial statements of Media Prima and its subsidiaries with the Group Managing Director, Group Chief Financial Officer and the External Auditor before recommending to the Board for their approval.
3. In the review of the annual audited financial statements, the Committee discussed with the Management and the External Auditor regarding the accounting policies and standards that were applied and their judgement of the items that may affect the financial statements.

External Audit

1. Reviewed with the External Auditor their audit plan, strategy and scope of the statutory audits of the Group accounts for the financial year ended 31 December 2015.
2. Reviewed the results and issues arising from their audit of the year-end financial statements and their resolution of such issues highlighted in their report to the Committee.
3. Reviewed their performance and independence before recommending to the Board their re-appointment and remuneration.

Internal Audit

1. Reviewed the annual audit plan for the financial year ended 31 December 2015 ensuring the principal risk areas were adequately identified and covered in the plan.

AUDIT COMMITTEE REPORT

2. Reviewed the scope and coverage of the audit over the activities of the respective operating units of the Group and the basis of assessment and risk of the proposed areas of audit.
3. Reviewed and deliberated on audit reports and follow-up reports prepared by Group Corporate Governance.
4. Reviewed the recommendations by Group Corporate Governance and appraised the adequacy and effectiveness of Management Response in resolving the audit issues reported.
5. Reviewed the corrective actions taken by Management in addressing and resolving issues as well as ensuring that all issues were adequately addressed on a timely basis.
6. Reviewed the adequacy of resources and the competencies of staff within the Internal Audit function to ensure it has the required expertise and professionalism to discharge its duties.
7. Appraised the performance of the Group General Manager, Group Corporate Governance.

Employees' Share Option Scheme

As per Paragraph 8.17(2) of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad, the Audit Committee will review and verify any allocation of share options under Media Prima Berhad Employees' Share Option Scheme (ESOS), to ensure compliance with the allocation criteria determined by the ESOS Committee and in accordance with the by-laws of the Media Prima ESOS.

The Audit Committee shall undertake any such other function as may be determined by the Board from time to time.

Training

During the year, Audit Committee members attended various conferences, seminars and training programmes to enhance their knowledge in order to efficiently discharge their duties as Directors of the Company as well as to improve their technical competencies in their respective fields of expertise.

The training attended by the Committees is reported under the Statement on Corporate Governance in page 89.

D. INTERNAL AUDIT FUNCTION

The Group has an established in-house Internal Audit function carried out by the Group Corporate Governance Department (GCG). All internal audit activities during the financial year were conducted by GCG. There was no area of the internal audit function being outsourced.

The GCG is headed by the Group General Manager, Encik Sere Mohammad Mohd Kasim and reports to the Audit Committee. The activities of GCG are guided by the Internal Audit Charter that defines the roles, responsibilities, accountability and scope of work of the Department. This is to enable the Internal Audit function to remain relevant in the context of new challenges and opportunities in the changing global business and economic environment.

The GCG has a total manpower strength of 14 as at 31 December 2015. There were 3 new recruits during the year. The total operation costs of the department for 2015 was RM 1,341,689 (2014: RM 1,482,141) and comprising mainly on salaries, training and travelling.

The GCG is contactable via gcg@mediaprima.com.my

Practices and Framework

In order to ensure standardisation and consistency in providing assurance on the adequacy and effectiveness of the overall system of internal controls, all auditing activities of the GCG are conducted in line with the Group's objectives and policies and in accordance with applicable laws and regulations and relevant policies and guidelines as guided by the Code of Ethics and International Standards for the Professional Practice of Internal Auditing (Standards) promulgated by the Institute of Internal Auditors (IIA).

Independence and Objectivity

The GCG activities remain free from interference by any element in the organisation, including matters of audit selection, scope, procedures, frequency, timing or report content, to maintain the necessary independent and objective attitude.

The GCG has no direct operational responsibility or authority over any of the activities audited. Accordingly, the GCG will not implement internal controls, develop procedures, install systems, prepare records or engage in any other activity that impair the internal auditors' judgment.

The GCG, through a systematic and structured approach is responsible for the following:

i. Provide independent assurance to the Board and Management that adequate and effective internal control system is in place to safeguard Company's assets;

ii. Recommend improvements and enhancements to the existing system of internal control and work procedures/processes; and

iii. Reference point to ensure effective implementation of policies and procedures and as agent of change to promote best corporate governance practices.

The GCG is a corporate member of The Institute of Internal Auditors Malaysia (IIAM). As a member, the department is entitled to access to publications, research papers, survey reports and other reference materials to enhance knowledge, attend courses for the continuous professional development and wide range of educational products and receive the monthly IIAM's Internal Auditor Journal. The Journal provides up to date and pertinent information on auditing techniques, applications, trends and best practices that has been a good reference to the department.

Scope and Coverage

The scope of coverage encompasses all units and operations of the Group, including the subsidiaries. The selection of units to be audited is premised on a risk based approach which provides flexibility needed to address emerging current risks as well as potential future risks. This enhances the ability of the GCG to focus its resources and skills in ensuring alignment with business strategy and goals, thus maintaining relevance and driving continuous improvements within the Group.

During the year, the GCG has completed and issued internal audit reports for 11 assignments based on approved annual audit plan. The audit conducted in 2015 covered a wide range of operational areas within the Group which include review on Compliance to Industry's Rules & Regulations, Branded Content, Goods and Services Tax Implementation, Digital Television Broadcast, Third Party Reliance, Credit Control, Intellectual Property Management, Risk Management, Human Capital Management, Annual Assessment and Annual Stock Take.

The corresponding reports of the audits performed were presented to the Audit Committee and forwarded to the Management for attention and corrective actions.

Members of the Management were invited to the Audit Committee meetings from time to time, where necessary to provide further clarification on issues highlighted.

The Management is responsible for ensuring that corrective actions on reported weaknesses are implemented within the required timeframe. The GCG continuously monitors the implementation of audit recommendations through periodic follow-up reviews.

The GCG also works closely with the External Auditors to resolve any control issues and assists in ensuring that appropriate management actions are taken. Management is responsible for ensuring that a written report on action planned/completed is sent to the Audit Committee and the Group General Manager, GCG.

During the year under review, the following activities were also carried out by GCG:

- Provided independent verification of results and/or SMS votes at competition-based programmes organised by the Group such as Anugerah Juara Lagu, Anugerah Bintang Popular Berita Harian, Mentor Legend, National Spell-It-Right Challenge and Anugerah Skrin;

- Proposed process improvements to ground events organised by the Group such as Karnival Jom Heboh and Raudhah Dihatiku;

- Participated in tender opening process for both procurement and disposal of assets so as to ensure due process had been observed and complied with according to approved Policies and Procedures;

- Conducted communication sessions with Management on Internal Audit activities and planning of audits to ensure that areas of Management concern are covered;

- Prepared the Statement on Corporate Governance, the Statement on Risk Management and Internal Control and the Audit Committee Report for Media Prima Berhad's Annual Report for 2015;

- Conducted an online Client Satisfaction Survey; and

- Presented Media Prima Berhad's integrity best practice at the Malaysian Communications and Multimedia Commission's Integrity Day.

Commitment to Competence

GCG personnel had attended various trainings and/or conferences during the year in order to enhance their skills and knowledge and to continuously provide value added services to the Group. Each training programme attended will be followed by an internal knowledge sharing session. Trainings attended in 2015 include:

Conference/ Seminar and Course Title	Trainer/Organiser
Konvensyen Pegawai Integriti Bertauliah	Malaysia Anti-Corruption Academy
Risk Management Assurance	The Institute of Internal Auditors Malaysia (IIAM)
Fraud and Cyber Security Conference	IIAM
National Conference of Governance, Risk and Control	IIAM
Related Party Transaction Audit	IIAM
Beginning Auditor Tools and Techniques	IIAM
GST Audit Workshop	IIAM
Managing the Risk of Cyber Attacks	PricewaterhouseCoopers
Getting Ready for Goods and Services Tax (GST)	Malaysian Institute of Accountants
ACCA Annual Conference 2015	The Association of Chartered Certified Accountants (ACCA)
Digital TV Switchover	In-house training

During the year, GCG personnel also attended in-house training courses on leadership, communication and presentation to enhance their organisational skills.

GCG personnel had also attended training on ISO/IEC 27001: 2013 Information Security Management System (ISMS) Lead Auditor and had been certified accordingly.

This report is made on the recommendation of the Audit Committee to the Board of Directors and as per the Board's resolution dated 26 February 2016.

RISK MANAGEMENT COMMITTEE REPORT

Media Prima Berhad is in an industry unlike any other. We are in the content industry, an industry defined by ideas, new thinking, innovation and above all, creative thinking beyond the ordinary. Ideas matter. In churning out ideas of extraordinary standard, we must be willing to risk the unusual.

In the process of nurturing unusual ideas, the Board needs to be assured that the sources of uncertainty that could impair continuing operations or events that can derail Media Prima from reaching its strategic objective is soundly managed. To manage risks better, the Risk Management Committee (RMC) has refined the risk management framework to be more holistic and quantifies the impact more clearly.

A. RESPONSIBILITY AND DUTIES

- The duties of the RMC shall include:
  - Assessment and monitoring of all risks associated with the operations of the Group;
  - Development and implementation of internal compliance and control systems, and procedures to manage risk;
  - Assessment and monitoring of the effectiveness of controls instituted;
  - Review and make recommendation on behalf of the Board in relation to risk management;
  - To consider and make recommendations on behalf of the Board in connection with the compliance by the Group with its risk management strategy;
  - To report to the Board on any material changes to the risk profile of the Group;
  - To monitor and refer to the Board any instances involving material breaches or potential breaches of the Group's risk management strategy; and
  - To report to the Board, when necessary, in connection with the Group's annual reporting responsibilities to Bursa Malaysia in relation to matters pertaining to the Group's risk management strategy.
- RMC shall have the authority to seek any information it requires from any officer or employee of the company or its subsidiary companies and such officers or employees shall be required to respond to such enquiries.
- RMC may, as and when deemed necessary, invite other Board members and management personnel to attend the meetings where risk management issues are discussed.
- RMC has the authority to direct special investigations on behalf of the Board, into significant risk management activities, as and when necessary.
- RMC is authorised to take such independent professional advice as it considers necessary.
- RMC shall make recommendations to the Board but shall have no executive powers with regards to its findings and recommendations.

B. COMMITTEE MEMBERS

Member
Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor (Group Chairman)
Tan Sri Dato' Seri Mohamed Jawhar
Dato' Gumuri Hussain
Lydia Anne Abraham

- RMC must compose of no fewer than 4 members.
- Majority of the members must be independent directors.
- The Chairperson shall be an independent, non-executive director.
- No alternate director shall be appointed as a member of the RMC.
- In the event of any vacancy in the RMC resulting in the non-compliance of the above requirements, the company must fill the vacancy within 3 months.
- The Company Secretary shall act as Secretary to the RMC.

C. MEETINGS

- To form a quorum in respect of a meeting, the Committee shall be a minimum of three (3) members.
- Meeting of the Committee shall be held at least four times per year.
- The Chairperson will call a meeting of the RMC if so directed by the Board. The Chairperson will call a meeting of the RMC if so requested by any Committee Member or the Group Managing Director (GMD).
- The Secretary is responsible for the coordination of administrative details including calling the meetings, voting and keeping of minutes of the meetings.

D. ATTENDANCE AT MEETINGS

During the financial year ended 31 December 2015, the Risk Management Committee (RMC) had met four (4) times and attendances of members are illustrated below:-

Member	Attendance
Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor (Group Chairman)	4/4
Tan Sri Dato' Seri Mohamed Jawhar	4/4
Dato' Gumuri Hussain	4/4
Lydia Anne Abraham	4/4

E. RISK MANAGEMENT COMMITTEE REPORT

- Risk Management Framework - Since 2004, a formalised risk management framework has been implemented across MPB Group for which risks are identified, evaluated and controlled on a coordinated and integrated basis. The framework is geared towards achieving the Group's objectives, set forth in four categories:

Strategic

High level goals aligned with and supporting the Group's mission.

Operations

Effective and efficient use of the Group's resources.

Reporting

Reliability of reporting.

Compliance

Compliance with applicable laws and regulations.

- Review of Crisis Management
  - During the year under review, MPB conducted several Business Continuity Plan (BCP) simulation exercises to assess the readiness and effectiveness of its recovery plan. Simulation was done in the crucial areas involving broadcasting, transmission of data, printing operations and IT readiness. These form an integral part of the Group's contingency plan to minimise operational disruptions in the event of a disaster. As part of the Group's ongoing test/simulation programme, the business continuity plan is continuously being enhanced and tested.
- Availability of Time Risk Responses
  - The group monitors its broadcasting "downtime" (time where there is no transmission of content of audio and/or visual). The average downtime for period under review is well below the 1% allowable downtime target set forth by the authority. The transmission availability for the three major platforms ranges 99.92% to 99.99% throughout the year.
- Review of Risks and Risk Controls
  - On quarterly basis top risks of the Group were reported and reviewed first at the management's Group Risks Management & Audit Committee level. Key and material risks were then escalated to Board's Risk Management Committee for elaboration of the controls and policy in place to mitigate or treat these risks.

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SOCIAL MEDIA

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Financial Statements

Directors' Report 104

Statements of Comprehensive Income 107

Statements of Financial Position 108

Consolidated Statement of Changes in Equity 109

Statement of Changes in Equity 110

Statements of Cash Flows 111

Summary of Significant Accounting Policies 112

Notes to the Financial Statements 122

Supplementary Information Disclosed Pursuant to Bursa Malaysia Securities Berhad Listing Requirements 160

Statement by Directors 161

Statutory Declaration 161

Independent Auditors' Report 162

DIRECTORS' REPORT

The Directors have pleasure in submitting their report with the audited financial statements of the Group and of the Company for the financial year ended 31 December 2015.

Principal Activities

The principal activities of the Company are investment holding and the provision of management services to its subsidiaries.

The principal activities of the Group consist of investment holding, commercial television and radio broadcasting, publishing, sale of newspapers, provision of internet based online services, general media advertising, provision of advertising space and related production works, sale of programme rights, sale of videos, cable and streaming rights, content production, property management services and other media industry related services.

There have been no significant changes in the nature of these activities during the financial year.

The principal activities of the subsidiaries and associates are set out in Note 24 and Note 25 to the financial statements respectively.

Financial Results

	Group	Company
	RM'000	RM'000
Net profit for the financial year	138,708	118,362
Attributable to:		
Owners of the Company	138,717	
Non-controlling interests	(9)	
Net profit for the financial year	138,708	

Dividends

The dividends paid or declared by the Company since 31 December 2014 were as follows:

	RM'000
(1) In respect of the financial year ended 31 December 2014, a final single tier dividend of 5.0 sen per share on 1,109,199,286 ordinary shares, paid on 26 June 2015	55,460
(2) In respect of the financial year ended 31 December 2015, a first interim single tier dividend of 3.0 sen per share on 1,109,199,286 ordinary shares, paid on 30 September 2015	33,281
(3) In respect of the financial year ended 31 December 2015, a second interim single tier dividend of 2.0 sen per share on 1,109,199,286 ordinary shares, paid on 30 December 2015	22,184
	110,925

The Directors had on 26 February 2016 recommended the payment of a final single tier dividend of 5.0 sen per ordinary share, subject to the approval of the shareholders at the forthcoming Annual General Meeting of the Company.

Reserves And Provisions

All material transfers to or from reserves and provisions during the financial year are shown in the financial statements.

Issuance Of Shares

During the financial year, 91,760 new ordinary shares of RM1.00 each were issued by the Company comprising 91,760 ordinary shares of RM1.00 each pursuant to the exercise of the Company's Employees' Share Option Scheme ("ESOS") at exercise prices of RM1.80 per option. The premium arising from the exercise of ESOS of RM86,522 has been credited to the Share Premium reserve.

The new ordinary shares issued during the financial year ranked pari passu in all respects with the existing ordinary shares of the Company.

Change In The Group's Composition

Material changes in the Group's composition during the financial year are as follows:

(a) On 21 October 2015, Synchrosound Studio Sdn Bhd, a wholly-owned subsidiary of the Company, completed the acquisition of 100% equity interest in Copyright Laureate Sdn Bhd, a company incorporated in Malaysia, for a total cash consideration of RM20.0 million.

(b) On 16 November 2015, Synchrosound Studio Sdn Bhd, a wholly-owned subsidiary of the Company, acquired an additional 19.6% equity interest in a subsidiary, One FM Radio Sdn Bhd for a total consideration of RM5.3 million. Subsequently, the effective equity interest in One FM Radio Sdn Bhd has increased to 99.6%.

Significant Event After The Reporting Period

On 18 January 2016, Sistem Televisyen Malaysia Berhad ("STMB"), a wholly-owned subsidiary of the Company, had entered into a Joint Venture Agreement ("JVA") with CJ O Shopping Co., Ltd ("CJ O") to establish a joint venture company ("JV Co") for the purposes of a home shopping business. The JV Co had been incorporated on 22 February 2016 as Media Prima CJ O Shopping Sdn Bhd ("Media Prima CJ O") with an initial issued and paid-up share capital of RM100 comprising 100 ordinary shares of RM1.00 each, issued to STMB and CJ O in the ratio of 51% and 49% respectively. Media Prima CJ O shall have an eventual issued and paid up capital of RM65.0 million and the shareholding structure of Media Prima CJ O shall be held by STMB and CJ O in the ratio of 51% and 49% respectively.

Employees' Share Option Scheme ("ESOS")

The Company's ESOS was approved by the shareholders on 15 April 2010 which became effective on 14 May 2010 for a period of five (5) years and had expired on 13 May 2015.

Details of the ESOS are set out in Note 12 to the financial statements.

Directors

The Directors who have held office during the period since the date of the last report are:

Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor	(redesignated as Group Chairman on 1 September 2015)
Dato' Sri Amrin Awaluddin	
Datuk Shahril Ridza Ridzuan	
Tan Sri Dato' Seri Mohamed Jawhar	
Dato' Abdul Kadir Mohd Deen	
Dato' Gumuri Hussain	
Lydia Anne Abraham	
Datuk Mohd Nasir Ahmad	(appointed on 26 February 2016)
YM Raja Datuk Zaharaton Raja Zainal Abidin	(appointed on 13 August 2015)
Tan Sri Johan Jaaffar	(resigned on 31 August 2015)
Tan Sri Lee Lam Thye	(retired on 23 April 2015)

Directors' Benefits

During and at the end of the financial year, no arrangements subsisted to which the Company is a party, being arrangements with the object or objects of enabling Directors of the Company to acquire benefits by means of the acquisition of shares in, or debentures of, the Company or any other body corporate.

Since the end of the previous financial year, no Director has received or become entitled to receive a benefit (other than Directors' remuneration and benefits-in-kind disclosed in Note 7 to the financial statements) by reason of a contract made by the Company or a related corporation with the Director or with a firm of which the Director is a member, or with a company in which the Director has a substantial financial interest.

Nomination And Remuneration Committee

The Nomination and Remuneration Committee concluded the annual review of the overall remuneration policy for Directors, the Group Managing Director and the Senior Management Officers where upon recommendations are made to the Board of Directors for approval. The members of the Nomination and Remuneration Committee at the date of this report comprise:

Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor (Committee Chairman)	
Tan Sri Dato' Seri Mohamed Jawhar	
Dato' Abdul Kadir Mohd Deen	
Datuk Shahril Ridza Ridzuan	
YM Raja Datuk Zaharaton Raja Zainal Abidin	(appointed on 19 November 2015)
Tan Sri Lee Lam Thye	(retired on 23 April 2015)

Directors' Interests

According to the Register of Directors' shareholdings, none of the Directors in office at the end of the financial year held any interest in shares and options over ordinary shares in the Company and its related corporations during the financial year.

DIRECTORS' REPORT

Statutory Information On The Financial Statements

Before the statements of comprehensive income and statements of financial position of the Group and of the Company were made out, the Directors took reasonable steps:

(a) to ascertain that proper action had been taken in relation to the writing off of bad debts and the making of allowance for doubtful debts and satisfied themselves that all known bad debts had been written off and that adequate allowance had been made for doubtful debts; and

(b) to ensure that any current assets, other than debts, which were unlikely to realise in the ordinary course of business their values as shown in the accounting records of the Group and of the Company had been written down to an amount which they might be expected so to realise.

At the date of this report, the Directors are not aware of any circumstances:

(a) which would render the amounts written off for bad debts or the amount of the allowance for doubtful debts in the financial statements of the Group and of the Company inadequate to any substantial extent; or

(b) which would render the values attributed to current assets in the financial statements of the Group and of the Company misleading; or

(c) which have arisen which render adherence to the existing method of valuation of assets or liabilities of the Group and of the Company misleading or inappropriate.

No contingent or other liability has become enforceable or is likely to become enforceable within the period of twelve months after the end of the financial year which, in the opinion of the Directors, will or may affect the ability of the Group or of the Company to meet their obligations when they fall due.

At the date of this report, there does not exist:

(a) any charge on the assets of the Group or of the Company which has arisen since the end of the financial year which secures the liability of any other person; or

(b) any contingent liability of the Group or of the Company which has arisen since the end of the financial year.

At the date of this report, the Directors are not aware of any circumstances not otherwise dealt with in this report or the financial statements which would render any amount stated in the financial statements misleading.

In the opinion of the Directors:

(a) the results of the Group's and of the Company's operations during the financial year were not substantially affected by any item, transaction or event of a material and unusual nature except as disclosed in the financial statements; and

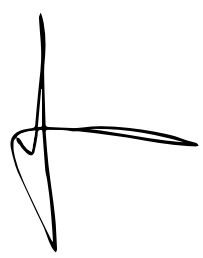
(b) there has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely to affect substantially the results of the operations of the Group or of the Company for the financial year in which this report is made.

Auditors

The auditors, PricewaterhouseCoopers, have expressed their willingness to continue in office.

Signed on behalf of the Board of Directors in accordance with a resolution dated 26 February 2016.

DATUK SERI FATEH ISKANDAR BIN TAN SRI DATO' MOHAMED MANSOR
GROUP CHAIRMAN



DATO' SRI AMRIN AWALUDDIN
GROUP MANAGING DIRECTOR

STATEMENTS OF COMPREHENSIVE INCOME

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

	Note	Group 2015 RM'000	Group 2014 RM'000	Company 2015 RM'000	Company 2014 RM'000
Revenue	2	**1,427,693**	1,506,981	**173,177**	141,640
Other operating income		**16,639**	15,990	**1,896**	6
Finance income	4	**13,682**	16,833	**11,407**	14,553
Intangible assets					
- Amortisation	27	**(187,338)**	(195,699)	**-**	-
- Impairment	27	**(46)**	(6)	**-**	-
Newsprint and newspaper production cost		**(136,800)**	(186,134)	**-**	-
Other editorial charges		**(10,717)**	(10,331)	**-**	-
Other direct costs		**(112,925)**	(113,253)	**-**	-
Newspaper distribution expenses		**(26,872)**	(30,521)	**-**	-
Employee benefits costs	5	**(405,578)**	(496,980)	**(32,183)**	(32,079)
Advertising and promotion expenses		**(31,462)**	(28,033)	**(1,471)**	(720)
Transmission and bandwidth expenses		**(37,689)**	(42,247)	**-**	-
Repairs and maintenance		**(50,556)**	(43,047)	**(88)**	(64)
Utilities		**(33,417)**	(33,393)	**(222)**	(199)
Professional and consultancy fees		**(8,901)**	(11,957)	**(1,699)**	(561)
Rental of premises		**(14,367)**	(14,913)	**-**	-
Travelling		**(8,586)**	(11,635)	**(413)**	(786)
Research and survey		**(7,962)**	(8,149)	**(40)**	-
License fees		**(9,333)**	(9,489)	**-**	-
Property, plant and equipment					
- Depreciation	22	**(98,236)**	(95,584)	**(28)**	(32)
- Write offs	22	**(32)**	(7)	**-**	-
- Impairment	22	**(267)**	-	**-**	-
- Net gain on disposal		**929**	2,730	**-**	-
Investment properties				**-**	-
- Depreciation	23	**(1,524)**	(1,592)	**-**	-
- Reversal of impairment	23	**1,479**	-	**-**	-
- Net gain on disposal		**-**	171	**-**	-
Net provision for impairment of trade and other receivables		**(3,554)**	(6,074)	**-**	-
Other operating expenses		**(51,647)**	(73,036)	**(6,363)**	(3,395)
Profit from operations	6	**222,613**	130,625	**143,973**	118,363
Finance cost	4	**(15,300)**	(22,901)	**(15,097)**	(21,871)
Share of results of an associate		**(7,245)**	(6,283)	**-**	-
Profit before taxation		**200,068**	101,441	**128,876**	96,492
Taxation	8	**(61,360)**	(24,819)	**(10,514)**	6,791
Net profit for the financial year		**138,708**	76,622	**118,362**	103,283
Other comprehensive income:					
Items that may be subsequently reclassified to profit or loss					
- Revaluation of available-for-sale financial assets	28	**147**	-	**-**	-
Net other comprehensive income for the financial year, net of tax		**147**	-	**-**	
Total comprehensive income for the financial year		**138,855**	76,622	**118,362**	103,283
Profit attributable to:					
- Owners of the Company		**138,717**	75,528		
- Non-controlling interests		**(9)**	1,094		
		138,708	76,622		
Total comprehensive income attributable to:					
- Owners of the Company		**138,861**	75,528		
- Non-controlling interests		**(6)**	1,094		
Total comprehensive income for the financial year		**138,855**	76,622		
Earnings per share:					
- Basic (sen)	9(a)	**12.51**	6.83		
- Diluted (sen)	9(b)	**12.51**	6.73		

Items in the statement above are disclosed net of tax. The income tax relating to each component of other comprehensive income is disclosed in Note 8.

The accounting policies on pages 112 to 121 and the notes on pages 122 to 159 form an integral part of these financial statements.

STATEMENTS OF FINANCIAL POSITION

AS AT 31 DECEMBER 2015

	Note	Group 2015 RM'000	Group 2014 RM'000	Company 2015 RM'000	Company 2014 RM'000
NON-CURRENT ASSETS					
Property, plant and equipment	22	**720,312**	740,514	**132**	133
Investment properties	23	**37,704**	50,743	**-**	-
Subsidiaries	24	**-**	-	**1,663,571**	1,665,644
Associates	25	**156,484**	163,729	**-**	-
Prepaid transmission station rentals		**720**	1,004	**-**	-
Available-for-sale financial assets	28	**2,472**	2,325	**-**	-
Intangible assets	27	**421,172**	388,004	**-**	-
Deferred tax assets	21	**84,016**	88,039	**-**	-
		1,422,880	1,434,358	**1,663,703**	1,665,777
CURRENT ASSETS					
Inventories	29	**53,268**	74,313	**-**	-
Trade and other receivables	30	**368,715**	342,279	**1,170**	483
Amounts due from subsidiaries	31	**-**	-	**173,540**	165,383
Tax recoverable		**50,288**	59,792	**1,602**	12,029
Financial assets at fair value through profit or loss	26	**90**	90	**-**	-
Deposits, cash and bank balances	32	**420,657**	564,990	**137,954**	283,158
		893,018	1,041,464	**314,266**	461,053
NON-CURRENT ASSETS HELD FOR SALE	36	**14,156**	2,699	**-**	-
TOTAL ASSETS		**2,330,054**	2,478,521	**1,977,969**	2,126,830
NON-CURRENT LIABILITIES					
Commercial papers medium term notes	15(i)	**300,108**	300,108	**300,108**	300,108
Deferred tax liabilities	21	**68,280**	69,094	**-**	-
		368,388	369,202	**300,108**	300,108
CURRENT LIABILITIES					
Trade and other payables	20	**317,683**	343,397	**14,045**	15,782
Amounts due to subsidiaries	31	**-**	-	**24,896**	27,933
Amount due to an associate	33	**1,726**	816	**-**	-
Redeemable fixed rate bonds	15(ii)	**-**	151,689	**-**	151,689
Current tax liabilities		**7,125**	213	**-**	-
		326,534	496,115	**38,941**	195,404
TOTAL LIABILITIES		**694,922**	865,317	**339,049**	495,512
EQUITY ATTRIBUTABLE TO OWNERS OF THE COMPANY					
Share capital	11	**1,109,199**	1,109,107	**1,109,199**	1,109,107
Share premium	13	**415,536**	415,449	**415,536**	415,449
Other reserves	14	**2,255**	4,584	**-**	2,473
Retained earnings		**93,665**	63,437	**114,185**	104,289
		1,620,655	1,592,577	**1,638,920**	1,631,318
NON-CONTROLLING INTERESTS		**14,477**	20,627	**-**	-
TOTAL EQUITY		**1,635,132**	1,613,204	**1,638,920**	1,631,318
TOTAL LIABILITIES AND EQUITY		**2,330,054**	2,478,521	**1,977,969**	2,126,830

	Sen	Sen
NET ASSETS PER SHARE*	**146.11**	143.59

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

The accounting policies on pages 112 to 121 and the notes on pages 122 to 159 form an integral part of these financial statements.

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

GROUP 2015	Note	Attributable to owners of the Company: Non-distributable: Share capital RM'000	Non-distributable: Share premium RM'000	Non-distributable: Other reserves RM'000	Retained earnings RM'000	Total RM'000	Non-controlling interests RM'000	Total equity RM'000
At 1 January 2015		**1,109,107**	**415,449**	**4,584**	**63,437**	**1,592,577**	**20,627**	**1,613,204**
Net profit for the financial year		**-**	**-**	**-**	**138,717**	**138,717**	**(9)**	**138,708**
Other comprehensive income:								
- Revaluation of available-for-sale financial assets	28	**-**	**-**	**144**	**-**	**144**	**3**	**147**
Total comprehensive income for the financial year		**-**	**-**	**144**	**138,717**	**138,861**	**(6)**	**138,855**
Transaction with owners:								
Exercise of Employees' Share Option Scheme ("ESOS")	11(b)	**92**	**87**	**(14)**	**-**	**165**	**-**	**165**
Cancellation of expired ESOS	14	**-**	**-**	**(2,459)**	**2,459**	**-**	**-**	**-**
Acquisition of additional interest in a subsidiary	38(b)	**-**	**-**	**-**	**(23)**	**(23)**	**(5,230)**	**(5,253)**
Final dividends paid for the financial year ended 31 December 2014	10	**-**	**-**	**-**	**(55,460)**	**(55,460)**	**-**	**(55,460)**
First interim dividends paid for the financial year ended 31 December 2015	10	**-**	**-**	**-**	**(33,281)**	**(33,281)**	**-**	**(33,281)**
Second interim dividends paid for the financial year ended 31 December 2015	10	**-**	**-**	**-**	**(22,184)**	**(22,184)**	**-**	**(22,184)**
Dividends paid/payable to non-controlling interests		**-**	**-**	**-**	**-**	**-**	**(914)**	**(914)**
Total transactions with owners for the financial year		**92**	**87**	**(2,473)**	**(108,489)**	**(110,783)**	**(6,144)**	**(116,927)**
At 31 December 2015		**1,109,199**	**415,536**	**2,255**	**93,665**	**1,620,655**	**14,477**	**1,635,132**
2014								
At 1 January 2014		1,100,529	407,037	15,703	133,160	1,656,429	19,900	1,676,329
Net profit and total comprehensive income for the financial year		-	-	-	75,528	75,528	1,094	76,622
Transaction with owners:								
Exercise of Employees' Share Option Scheme ("ESOS")	11(b)	964	1,178	(399)	-	1,743	-	1,743
Cancellation of ESOS	14	-	-	(112)	112	-	-	-
Exercise of warrants	11(a)	7,614	7,234	(1,142)	-	13,706	-	13,706
Cancellation of expired warrants	14	-	-	(9,466)	9,466	-	-	-
Third interim dividends paid for the financial year ended 31 December 2013	10	-	-	-	(33,120)	(33,120)	-	(33,120)
Final dividends paid for the financial year ended 31 December 2013	10	-	-	-	(55,273)	(55,273)	-	(55,273)
First interim dividends paid for the financial year ended 31 December 2014	10	-	-	-	(33,195)	(33,195)	-	(33,195)
Second interim dividends paid for the financial year ended 31 December 2014	10	-	-	-	(33,241)	(33,241)	-	(33,241)
Dividends paid to non-controlling interests		-	-	-	-	-	(367)	(367)
Total transactions with owners for the financial year		8,578	8,412	(11,119)	(145,251)	(139,380)	(367)	(139,747)
At 31 December 2014		1,109,107	415,449	4,584	63,437	1,592,577	20,627	1,613,204

The accounting policies on pages 112 to 121 and the notes on pages 122 to 159 form an integral part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

	Note	Non-distributable			Distributable	
		Share capital RM'000	Share premium RM'000	Other reserves RM'000	Retained earnings RM'000	Total equity RM'000
COMPANY						
2015						
At 1 January 2015		**1,109,107**	**415,449**	**2,473**	**104,289**	**1,631,318**
Net profit and total comprehensive income for the financial year		**-**	**-**	**-**	**118,362**	**118,362**
Transaction with owners:						
Exercise of ESOS	11(b)	**92**	**87**	**(14)**	**-**	**165**
Cancellation of expired ESOS	14	**-**	**-**	**(2,459)**	**2,459**	**-**
Final dividends paid for the financial year ended 31 December 2014	10	**-**	**-**	**-**	**(55,460)**	**(55,460)**
First interim dividends for the financial year ended 31 December 2015	10	**-**	**-**	**-**	**(33,281)**	**(33,281)**
Second interim dividends for the financial year ended 31 December 2015	10	**-**	**-**	**-**	**(22,184)**	**(22,184)**
Total transactions with owners for the financial year		**92**	**87**	**(2,473)**	**(108,466)**	**(110,760)**
At 31 December 2015		**1,109,199**	**415,536**	**-**	**114,185**	**1,638,920**
2014						
At 1 January 2014		1,100,529	407,037	13,592	146,257	1,667,415
Net profit and total comprehensive income for the financial year		-	-	-	103,283	103,283
Transaction with owners:						
Exercise of ESOS	11(b)	964	1,178	(399)	-	1,743
Cancellation of ESOS	14	-	-	(112)	112	-
Exercise of warrants	11(a)	7,614	7,234	(1,142)	-	13,706
Cancellation of expired warrants	14	-	-	(9,466)	9,466	-
Third interim dividends paid for the financial year ended 31 December 2013	10	-	-	-	(33,120)	(33,120)
Final dividends paid for the financial year ended 31 December 2013	10	-	-	-	(55,273)	(55,273)
First interim dividends for the financial year ended 31 December 2014	10	-	-	-	(33,195)	(33,195)
Second interim dividends for the financial year ended 31 December 2014	10	-	-	-	(33,241)	(33,241)
Total transactions with owners for the financial year		8,578	8,412	(11,119)	(145,251)	(139,380)
At 31 December 2014		1,109,107	415,449	2,473	104,289	1,631,318

The accounting policies on pages 112 to 121 and the notes on pages 122 to 159 form an integral part of these financial statements.

STATEMENTS OF CASH FLOWS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

	Note	Group 2015 RM'000	Group 2014 RM'000	Company 2015 RM'000	Company 2014 RM'000
CASH FLOWS FROM OPERATING ACTIVITIES					
Cash flows generated from/(used in) operations	35	**267,647**	269,565	**(34,169)**	(24,652)
Income tax paid (net of refund)		**(41,735)**	(64,072)	**(87)**	1,765
Net cash flow generated from/(used in) operating activities		**225,912**	205,493	**(34,256)**	(22,887)
CASH FLOWS FROM INVESTING ACTIVITIES					
Acquisition of a subsidiary (net cash acquired)	38(a)	**(18,949)**	-	**-**	-
Property, plant and equipment					
- Additions		**(79,381)**	(77,993)	**(27)**	(24)
- Proceeds from disposals		**1,386**	3,302	**-**	-
Investment properties					
- Proceeds from disposals		**-**	996	**-**	-
Non-current assets held for sale					
- Proceeds from disposal		**3,345**	720	**-**	-
Intangible assets – computer software					
- Additions		**(5,666)**	-	**-**	-
Redemption of redeemable preference shares in an associate		**-**	5,360	**-**	-
Disbursement of intercompany loan	31(a)	**-**	-	**(17,000)**	(20,000)
Repayment of intercompany loan by a subsidiary	31(a)	**-**	-	**40,000**	-
Interest received		**13,682**	16,833	**11,407**	14,553
Dividends received		**-**	811	**132,218**	172,756
Net cash flow (used in)/generated from investing activities		**(85,583)**	(49,971)	**166,598**	167,285
CASH FLOWS FROM FINANCING ACTIVITIES					
Repayment of:					
- Redeemable fixed rate bonds		**(150,000)**	-	**(150,000)**	-
- Hire purchase and lease creditors		**(1,295)**	(2,519)	**-**	-
- Revolving credit		**-**	(10,000)	**-**	-
- Banker's acceptance		**(1,400)**	(35,098)	**-**	-
Drawdown of:					
- Banker's acceptance		**1,400**	-	**-**	-
Acquisition of additional interest in a subsidiary	38(b)	**(5,253)**	-	**-**	-
Net proceeds from issuance of ordinary shares arising from:					
- Exercise of warrants		**-**	13,706	**-**	13,706
- Exercise of ESOS		**165**	1,743	**165**	1,743
Restricted bank balances		**8,565**	(4,042)	**8,960**	(3,945)
Interest paid		**(16,989)**	(21,558)	**(16,786)**	(20,528)
Dividends paid to shareholders of the Company		**(110,925)**	(154,829)	**(110,925)**	(154,829)
Dividends paid to non-controlling interests		**(365)**	(367)	**-**	-
Net cash flow used in financing activities		**(276,097)**	(212,964)	**(268,586)**	(163,853)
NET MOVEMENT IN CASH AND CASH EQUIVALENTS DURING THE FINANCIAL YEAR		**(135,768)**	(57,442)	**(136,244)**	(19,455)
CASH AND CASH EQUIVALENTS AT BEGINNING OF THE FINANCIAL YEAR		**551,452**	608,894	**273,041**	292,496
CASH AND CASH EQUIVALENTS AT END OF THE FINANCIAL YEAR	34	**415,684**	551,452	**136,797**	273,041

The accounting policies on pages 112 to 121 and the notes on pages 122 to 159 form an integral part of these financial statements.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

Unless otherwise stated, the following accounting policies have been applied consistently in dealing with items that are considered material in relation to the financial statements.

A Basis Of Preparation

The financial statements of the Group and the Company have been prepared in accordance with the Malaysian Financial Reporting Standards ("MFRS"), International Financial Reporting Standards and the requirements of the Companies Act, 1965 in Malaysia.

The 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 or loss.

The financial statements are presented in Ringgit Malaysia ("RM") and all values are rounded to the nearest thousand (RM'000) except when otherwise indicated.

The preparation of financial statements in conformity with MFRS requires the use of certain critical accounting estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reported period. It also requires Directors to exercise their judgment in the process of applying the Group and Company's accounting policies. Although these estimates and judgment are based on the Directors' best knowledge of current events and actions, actual results may differ.

The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements are disclosed in Note AC.

The financial statements have been approved for issuance in accordance with a resolution of the Board of Directors on 26 February 2016.

(a) Amendments to published standards that are effective

The amendments to published standards that are effective for the Group and Company's financial year beginning on or after 1 January 2015 are as follows:

- Annual Improvements to MFRSs 2010-2012 Cycle (Amendments to MFRS 2 "Share-based Payment", MFRS 3 "Business Combinations", MFRS 8 "Operating Segments", MFRS 13 "Fair Value Measurement", MFRS 116 "Property, Plant and Equipment", MFRS 124 "Related Party Disclosures" and MFRS 138 "Intangible Assets")
- Annual Improvements to MFRSs 2011-2013 Cycle (Amendments to MFRS 3 "Business Combinations", MFRS 13 "Fair Value Measurement" and MFRS 140 "Investment Property")
- Amendments to MFRS 119 "Employee Benefits - Defined Benefits Plans: Employee Contributions"

The above amendments to published standards did not have any material impact on the financial statements of the Group and Company.

(b) Standards and amendments to published standards that are applicable to the Group but not yet effective

(i) Financial year beginning on/after 1 January 2016

- Amendments to MFRS 11 "Joint Arrangements"
- Amendments to MFRS 116 "Property, Plant and Equipment" and MFRS 138 "Intangible Assets"
- Amendments to MFRS 10 "Consolidated Financial Statements" and MFRS 128 "Investments in Associates and Joint Ventures"
- Amendments to MFRS 127 "Separate Financial Statements"
- Amendments to MFRS 101 "Presentation of Financial Statements"
- Annual Improvements to MFRSs 2012 - 2014 Cycle (Amendments to MFRS 5 "Non-Current Assets Held for Sale and Discontinued Operations", MFRS 7 "Financial Instruments: Disclosures", MFRS 119 "Employee Benefits" and MFRS 134 "Interim Financial Reporting")

(ii) Financial year beginning on/after 1 January 2018

- MFRS 9 "Financial Instruments"
- MFRS 15 "Revenue from Contracts with Customers"

The effects of the above standards and amendments to published standards are currently being assessed by the Directors.

B Basis Of Consolidation

(a) Subsidiaries

Subsidiaries are all those entities (including special purpose entities) over which the Group has control. The Group controls an entity when the Group is exposed to, or has right to, variable returns from its involvement with the entity and has the ability to affect those returns through its power over the entity. Subsidiaries are fully consolidated from the date on which control is transferred to the Group and are de-consolidated from the date that control ceases.

The Group applies the acquisition method to account for business combinations. The consideration transferred for acquisition of a subsidiary is the fair values of the assets transferred, the liabilities incurred to the former owners of the acquiree and the equity interests issued by the Group. The consideration transferred includes the fair value of any asset or liability resulting from a contingent consideration arrangement. Acquisition-related costs are expensed as incurred. Identifiable assets acquired and liabilities and contingent liabilities assumed in a business combination are measured initially at their fair values at the acquisition date.

The excess of the consideration transferred, the amount of any non-controlling interest in the acquiree and the acquisition-date fair value of any previous equity interest in the acquiree over the fair value of the Group's share of the identifiable net assets acquired is recorded as goodwill. If this is less than the fair value of the net assets of the subsidiary acquired in the case of a bargain purchase, the difference is recognised in profit or loss. Refer to accounting policy Note C on goodwill.

Non-controlling interest is the equity in a subsidiary not attributable, directly or indirectly, to a parent. On an acquisition-by-acquisition basis, the Group measures any non-controlling interest in the acquiree either at fair value or at the non-controlling interest's proportionate share of the recognised amounts of acquiree's identifiable net assets. At the end of reporting period, non-controlling interest consists of amount calculated on the date of combinations and its share of changes in the subsidiary's equity since the date of combination.

All earnings and losses of the subsidiary are attributed to the parent and the non-controlling interest, even if the attribution of losses to the non-controlling interest results in a debit balance in the shareholders' equity. Profit or loss attribution to non-controlling interests for prior years is not restated.

B Basis Of Consolidation (Continued)

(a) Subsidiaries (continued)

If the business combination is achieved in stages, the acquisition date fair value of the acquirer's previously held equity interest in the acquiree is remeasured to fair value at the acquisition date, any gains or losses arising from such re-measurement are recognised in profit or loss.

Any contingent consideration to be transferred by the Group is recognised at fair value at the acquisition date. Subsequent changes to the fair value of the contingent consideration that is deemed to be an asset or liability is recognised in accordance with MFRS 139 either in profit or loss or as a change to other comprehensive income. Contingent consideration that is classified as equity is not remeasured, and its subsequent settlement is accounted for within equity.

The Group applies predecessor accounting to account for business combinations under common control. Under the predecessor accounting assets and liabilities acquired are not restated to their respective fair values but at the carrying amounts from the consolidated financial statements of the ultimate holding company of the Group and adjusted to ensure uniform accounting policies of the Group. The difference between any consideration given and the aggregate carrying amounts of the assets and liabilities (as of the date of the transaction) of the acquired entity is recorded as an adjustment to retained earnings. No additional goodwill is recognised.

The acquired entity's results, assets and liabilities are consolidated from the date on which the business combination between entities under common control occurred. Consequently, the consolidated financial statements do not reflect the results of the acquired entity for the period before the transaction occurred. The corresponding amounts for the previous year are not restated.

Intercompany transactions, balances and unrealised gains or losses on transactions between Group companies are eliminated. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the Group.

When the Group ceases to consolidate because of a loss of control, any retained interest in the entity is remeasured to its fair value with the change in carrying amount recognised in profit or loss. This fair value becomes the initial carrying amount for the purposes of subsequently accounting for the retained interest as an associate, joint venture or financial asset. In addition, any amounts previously recognised in other comprehensive income in respect of that entity are accounted for as if the Group had directly disposed of the related assets or liabilities. This may mean that amounts previously recognised in other comprehensive income are reclassified to profit or loss.

Gains or losses on the disposal of subsidiaries include the carrying amount of goodwill relating to the subsidiaries sold.

(b) Associates

Associates are those corporations, partnerships or other entities in which the Group has significant influence, but which it does not control, generally accompanying a shareholding of between 20% and 50% of the voting rights. Significant influence is the power to participate in the financial and operating policy decisions of the associates but not the power to exercise control over those policies.

Investments in associates are accounted for using the equity method of accounting and are initially recognised at cost. The Group's investment in associates includes goodwill identified on acquisition, net of any accumulated impairment losses.

The Group's share of its associates' post-acquisition profits or losses is recognised in the profit or loss, and its share of post-acquisition movements in reserves is recognised in other comprehensive income. The cumulative post-acquisition movements are adjusted against the carrying amount of the investment. If the Group's share of losses of an associate equals or exceeds its interest in the associate, the Group discontinues recognising its share of further losses. The interest in an associate is the carrying amount of the investment in the associate under the equity method together with any long-term interests that, in substance, form part of the Group's net investment in the associate. After the Group's interest is reduced to zero, additional losses are provided for, and a liability is recognised, only to the extent that the investor has incurred legal or constructive obligations or made payments on behalf of the associate. If the associate subsequently reports profits, the Group resumes recognising its share of those profits only after its share of the profits equals the share of losses not recognised.

The Group determines at each reporting date whether there is any objective evidence that the investment in the associate is impaired. If this is the case, the Group calculates the amount of impairment as the difference between the recoverable amount of the associate and its carrying value and recognises the amount adjacent to "share of profit/(loss) of an associate" in the statement of comprehensive income.

Unrealised gains on transactions between the Group and its associates are eliminated to the extent of the Group's interest in the associates and unrealised losses are also eliminated unless the transaction provides evidence of impairment of the asset transferred.

Where necessary, in applying the equity method, adjustments are made to the financial statements of associates to ensure consistency of accounting policies with those of the Group.

If the ownership interest in an associate is reduced but significant influence is retained, only a proportionate share of the amounts previously recognised in other comprehensive income is reclassified to profit or loss where appropriate.

Dilution gains and losses in associates are recognised in the profit or loss.

For incremental interest in an associate, the date of acquisition is the purchase date at each stage and goodwill is calculated at each purchase date based on the fair value of assets and liabilities identified. There is no "step up to fair value" of net assets previously acquired and the share of profits and equity movements for the previously acquired stake is recorded directly through equity.

(c) Transactions with non-controlling interest

The Group applies a policy of treating transactions with non-controlling interests as transactions with equity owners to the Group. For purchases from non-controlling interests, the difference between any consideration paid and the relevant share of the carrying value of net assets of the subsidiary acquired is deducted from equity. For disposals to non-controlling interests, differences between any proceeds received and the relevant share of non-controlling interests are also recognised in equity.

(d) Changes in ownership interests

When the Group ceases to have control, joint control or significant influence, any retained interest in the entity is remeasured to its fair value with the change in carrying amount recognised in profit or loss. This fair value is its fair value on initial recognition as a financial asset in accordance with MFRS 139. Any amounts previously recognised in other comprehensive income in respect of that entity are accounted for as if the Group had directly disposed of the related assets or liabilities.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

C Goodwill

Goodwill represents the excess of the cost of an acquisition over the fair value of the Group's share of the net identifiable assets of the acquired subsidiary at the date of acquisition. Goodwill on acquisitions of subsidiaries is included in "Intangible Assets".

Goodwill is tested annually for impairment and carried at cost less accumulated impairment losses. Impairment losses on goodwill are not reversed. Gains and losses on the disposal of an entity include the carrying amount of goodwill relating to the entity sold.

Goodwill is allocated to cash-generating units for the purpose of impairment testing. The allocation is made to those cash-generating units or groups of cash-generating units that are expected to benefit from the synergies of the business combination in which the goodwill arose identified according to the operating segment. See accounting policy Note I on impairment of non-financial assets.

Goodwill in respect of acquisitions prior to 2006 were written off to reserves.

D Research And Development

Research and development costs are charged to the profit or loss in the financial year in which they are incurred. Development costs previously recognised as an expense are not recognised as an asset in the subsequent financial year. Costs incurred on development projects (relating to the design and testing of new or improved products) are recognised as intangible assets when the following criteria are fulfilled:

(i) it is technically feasible to complete the intangible asset so that it will be available for use or sale;
(ii) management intends to complete the intangible asset and use or sell it;
(iii) there is an ability to use or sell the intangible asset;
(iv) it can be demonstrated how the intangible asset will generate probable future economic benefits;
(v) adequate technical, financial and other resources to complete the development and to use or sell the intangible asset are available; and
(vi) the expenditure attributable to the intangible asset during its development can be reliably measured.

Capitalised development costs recognised as intangible assets are amortised from the point at which the asset is ready for use on a straight-line basis over its useful life, not exceeding 3 years.

E Investments In Subsidiaries And Associates

In the Company's separate financial statements, investments in subsidiaries and associates are stated at cost less accumulated impairment losses. Where an indication of impairment exists, the carrying amount of the investment is assessed and written down immediately to its recoverable amount. See accounting policy Note I on impairment of non-financial assets.

On disposal of an investment, the difference between the net disposal proceeds and its carrying amount is charged/credited to the profit or loss.

The amounts due from subsidiaries of which the Company does not expect repayment in the foreseeable future are considered as part of the Company's investment in subsidiaries.

F Property, Plant And Equipment

Property, plant and equipment are stated at cost less accumulated depreciation and impairment losses. The cost of an item of property, plant and equipment initially recognised includes its purchase price and any cost that is directly attributable to bringing the asset to the location and condition necessary for it to be capable of operating in the manner intended by management. Cost also includes borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying asset.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Group and the cost of the item can be measured reliably. The carrying amount of the replaced part is derecognised. All other repairs and maintenance costs are charged to the profit or loss during the financial year in which they are incurred.

Freehold land is not depreciated as it has an infinite life. Depreciation on assets under construction commences when the assets are ready for their intended use.

Depreciation on the other property, plant and equipment is calculated so as to write off the cost or valuation of the assets to their residual values on a straight line basis over the expected useful lives of the assets, summarised as follows:

Buildings	20 – 50 years
Plant and machinery	4 – 25 years
Broadcasting and transmission equipment	10 years
Production equipment	5 – 10 years
Office equipment, furniture and fittings	3 – 10 years
Office renovations	3 – 10 years
Motor vehicles	5 years
Leasehold improvements	3 – 15 years
Structures	5 – 10 years

Leasehold land is amortised over the remaining period of the respective leases ranging from 40 and 96 years.

Residual values and useful lives of assets are reviewed, and adjusted if appropriate, at each financial position date.

At each financial position date, the Group assesses whether there is any indication of impairment. If such indications exist, an analysis is performed to assess whether the carrying amount of the asset is fully recoverable. A write down is made if the carrying amount exceeds the recoverable amount. See accounting policy Note I on impairment of non-financial assets.

Gains and losses on disposals are determined by comparing proceeds with carrying amounts and are included in the profit or loss.

G Investment Properties

Investment properties comprise principally land and buildings held for long term rental yields or for capital appreciation or both, and are not occupied by the Group.

Investment properties are stated at cost less accumulated depreciation and accumulated impairment losses. Investment property is depreciated on the straight line basis to allocate the cost to their residual values over their estimated useful lives.

Subsequent expenditure is capitalised to the asset's carrying amount only when it is probable that future economic benefits associated with the expenditure will flow to the Group and the cost of the item can be measured reliably. All other repairs and maintenance costs are expensed when incurred. When part of an investment property is replaced, the carrying amount of the replaced part is derecognised.

Freehold land is not depreciated as it has an infinite life.

Depreciation on the other investment properties is calculated so as to write off the cost of the assets to their residual values on a straight line basis over the expected useful lives of 20 to 99 years.

On disposal of an investment property, or when it is permanently withdrawn from use and no future economic benefits are expected from its disposal, it shall be derecognised. The difference between the net disposal proceeds and the carrying amount is recognised in the profit or loss in the financial year of the retirement or disposal.

H Intangible Assets

(a) Programmes and film rights

Programmes and film rights are stated at cost less accumulated amortisation and accumulated impairment losses, if any.

The programmes and film rights are recognised after they are contracted for, after receipt of materials and after approvals are obtained from the censorship authority. Cost comprises contracted cost and direct expenditure. Amortisation is calculated so as to write off the relevant portion of the cost of programmes and film rights which fairly represents its relevant attached rights, to match against recognised revenue from these programmes and film rights.

Where an indication of impairment exists, the carrying amount of the asset is assessed and written down immediately to its recoverable amount. See accounting policy Note I on impairment of non-financial assets.

(b) Acquired concession rights and outdoor advertising rights

Acquired concession rights and outdoor advertising rights that have a finite useful life are carried at cost less accumulated amortisation and impairment losses. Amortisation is calculated using the straight-line method to allocate the cost of concession rights and outdoor advertising rights over their respective concession lives of 2 to 17 years. Where an indication of impairment exists, the carrying amount of the asset is assessed and written down immediately to its recoverable amount. See accounting policy Note I on impairment of non-financial assets.

Acquired concession rights and outdoor advertising rights that have an indefinite useful life are assessed for any indication of impairment on an annual basis or where an indication of impairment exist. A write-down is made if the carrying amount exceeds the recoverable amount. See accounting policy Note I on impairment of non-financial assets.

(c) Acquired publishing rights and contracts

Acquired publishing rights and contracts that have an indefinite useful life are assessed for any indication of impairment on an annual basis or where an indication of impairment exist. A write-down is made if the carrying amount exceeds the recoverable amount. See accounting policy Note I on impairment of non-financial assets.

(d) Computer software

Costs that are directly associated with identifiable and unique software products controlled by the Group and that will probably generally economic benefits exceeding costs beyond one year, are recognised as intangible assets. Computer software recognised are amortised from the point at which asset is ready for use over their estimated useful lives, which does not exceed 3 years.

I Impairment Of Non-Financial Assets

Assets that have an indefinite useful life, for example, goodwill or intangible assets, are not subject to amortisation and are tested annually for impairment. Assets that are subject to amortisation are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value-in-use. For the purposes of assessing impairment, assets are grouped at the lowest levels for which there are separately identifiable cash flows (cash-generating units). Non-financial assets other than goodwill that suffered impairment are reviewed for possible reversal of the impairment at each reporting date.

The impairment loss is charged to profit or loss unless it reverses a previous revaluation in which case it is charged to the revaluation surplus. Impairment losses on goodwill are not reversed. In respect of other assets, any subsequent increase in recoverable amount is recognised in profit or loss unless it reverses an impairment loss on a revalued asset in which case it is taken to revaluation surplus reserve.

J Non-Current Assets Held For Sale

Non-current assets are classified as assets held for sale when their carrying amount is to be recovered principally through a sale transaction and a sale is considered highly probable. They are stated at the lower of carrying amount and fair value less costs to sell if their carrying amount is to be recovered principally through a sale transaction rather than through continuing use and a sale is considered highly probable.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

K Trade Receivables

Trade receivables are amounts due from customers for goods sold or services performed in the ordinary course of business. If collection is expected in one year or less (or in the normal operating cycle of the business if longer), they are classified as current assets. If not, they are presented as non-current assets.

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less accumulated impairment losses which are determinable based on accounting policy at Note AA(v) on impairment of financial assets.

Advanced billings are billings made to customers in advance of display rental, advertisement production works or events. Advanced billings collected are disclosed in the financial statements as deferred income. Advanced billings not collected are excluded from trade receivables until revenue is recognised.

L Inventories

Inventories are stated at the lower of cost and net realisable value. Net realisable value is the estimate of the selling price in the ordinary course of business, less costs of completion and applicable variable selling expenses.

Cost comprises direct labour, materials, sub-contract costs and related expenditure and is determined on a weighted average basis.

M Cash And Cash Equivalents

For the purpose of the cash flow statements, cash and cash equivalents comprise cash on hand, bank balances, demand deposits, short term highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

N Leases

(a) Accounting by lessee

(i) Finance leases

Leases of property, plant and equipment where the Group assumes substantially all the benefits and risks of ownership are classified as finance leases.

Finance leases are capitalised at the inception of the lease at the lower of the fair value of the leased asset and the present value of the minimum lease payments. Each lease payment is allocated between the liability and finance charges so as to achieve a constant periodic rate of interest on the balance outstanding. The corresponding rental obligations, net of finance charges, are included in payables. The interest element of the finance lease is charged to the statement of comprehensive income over the lease period, so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period.

Initial direct costs incurred by the Group in negotiating and arranging finance leases are added to the carrying amount of the leased assets and recognised as an expense in profit or loss over the lease term on the same basis as the lease expense.

Property, plant and equipment acquired under finance leases are depreciated over the estimated useful lives of the assets, in accordance with the annual rates stated in Note F above. Where there is no reasonable certainty that the ownership will be transferred to the Group, the asset is depreciated over the shorter of the lease term and its estimated useful life.

(ii) Operating leases

Leases of assets where a significant portion of the risks and rewards of ownership are retained by the lessor are classified as operating leases. Payments made under operating leases are charged to the profit or loss on a straight line basis over the period of the lease.

Prepaid lease rentals for transmission stations are charged to the profit or loss on a straight line basis over the respective period of the leases, ranging between 31 and 36 years.

(b) Accounting by lessor

(i) Operating leases

When assets are leased out under an operating lease, the asset is included in the statement of financial position based on the nature of the asset. Lease income is recognised over the term of the lease on a straight-line basis.

O Current And Deferred Tax

The tax expense for the period comprises current and deferred tax. Tax is recognised in the net profit for the financial year except to the extent that it relates to items recognised in other comprehensive income or directly in equity. In this case, the tax is also recognised in other comprehensive income or directly in equity.

The current tax charge is calculated on the basis of the tax laws enacted or substantively enacted at the statement of financial position date in the countries where the Company and its subsidiaries operate and generate taxable income.

Management periodically evaluates positions taken in tax returns with respect to situations in which applicable tax regulation is subject to interpretation. It establishes provisions where appropriate on the basis of amounts expected to be paid to the tax authorities.

O Current And Deferred Tax (Continued)

Deferred tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the consolidated financial statements. However, deferred tax liabilities are not recognised if they arise from the initial recognition of goodwill; deferred tax is not accounted for if it arises from initial recognition of an asset or liability in a transaction other than a business combination that at the time of the transaction occurring, it affects neither accounting nor taxable profit nor loss. Deferred tax is determined using tax rates (and laws) that have been enacted or substantially enacted by the statement of financial position date and are expected to apply when the related deferred tax asset is realised or the deferred tax liability is settled.

Deferred tax is provided on temporary differences arising on investments in subsidiaries and associates, except for deferred tax liability where the timing of the reversal of the temporary difference is controlled by the Group and it is probable that the temporary difference will not reverse in the foreseeable future.

Deferred tax assets and liabilities are offset when there is a legally enforceable right to offset current tax assets against current tax liabilities and when the deferred tax assets and liabilities relate to income taxes levied by the same taxation authority on either the same taxable entity or different taxable entities where there is an intention to settle the balances on a net basis.

Deferred tax assets (including tax benefit from reinvestment allowances) are recognised to the extent that it is probable that future taxable profit will be available against which the deductible temporary differences, unused tax losses or unused tax credits can be utilised.

P Employee Benefits

(i) Short-term employee benefits

The Group recognises a liability and an expense for bonuses based on a formula that takes into consideration the net profit/(loss) for the financial year after certain adjustments. The Group recognises a provision where there is a contractual obligation or where there is a past practice that has created a constructive obligation.

Wages, salaries, sick leave, paid annual leave, bonuses and non-monetary employee benefits are accrued in the financial year in which the associated services are rendered by employees of the Group.

(ii) Post-employment benefits - defined contribution plans

A defined contribution plan is a pension plan under which the Group pays fixed contributions into a separate entity (a fund) and will have no legal or constructive obligations to pay further contributions if the fund does not hold sufficient assets to pay all employee benefits relating to the employee service in the current and prior periods.

The Group's contributions to defined contribution plans, including the national defined contribution plan, the Employees' Provident Fund ("EPF"), are charged to the profit or loss in the financial year to which they relate. Once the contributions have been paid, the Group has no further payment obligations. Prepaid contributions are recognised as an asset to the extent that a cash refund or a reduction in the future payments is available.

(iii) Termination benefits

Termination benefits are payable whenever an employee's employment is terminated before the normal retirement date or whenever an employee accepts voluntary redundancy in exchange for these benefits. The Group recognises termination benefits when it is demonstrably committed to either terminate the employment of current employees according to a detailed formal plan without the possibility of withdrawal or to provide termination benefits as a result of an offer made to encourage voluntary redundancy. Benefits which are due more than 12 months after the financial position date are discounted to present value.

(iv) Share-based compensation

The Group operates an equity-settled, share-based compensation plan for its employees i.e. Employee Share Options Scheme ("ESOS").

The fair value of the employee services received in exchange for the grant of the share options is recognised as an expense in the profit or loss as staff cost over the vesting period, with a corresponding increase in equity.

The total amount to be expensed over the vesting period is determined by reference to the fair value of the share options granted:

- including any market performance conditions;
- excluding the impact of any service and non-market performance vesting conditions (for example, profitability, sales growth targets and the remaining employee of the entity over a specified time period); and
- excluding the impact of any non-vesting conditions (for example, the requirement for employees to save).

Non-market vesting conditions are included in the assumptions about the number of options that are expected to vest. At each balance financial position, the Group revises its estimates of the number of share options that are expected to vest. It recognises the impact of the revision of original estimates, if any, in the profit or loss, with a corresponding adjustment to equity.

When the options are exercised, the Company issues new shares. The proceeds received net of any directly attributable transaction costs are credited to share capital (nominal value) and share premium when the options are exercised. When options are not exercised and lapsed, the share option reserve is transferred to retained earnings.

Recharges made by the Company in respect of options granted to subsidiaries are accounted for as amounts receivable from subsidiaries.

Q Trade Payables

Trade payables are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less (or in the normal operating cycle of the business if longer). If not, they are presented as non-current liabilities.

Trade payables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

R Provisions

Provisions are recognised when the Group has a present legal or constructive obligation as a result of past events, when it is probable that an outflow of resources will be required to settle the obligation, and when a reliable estimate of the amount can be made.

Where the Group expects a provision to be reimbursed, the reimbursement is recognised as a separate asset but only when the reimbursement is virtually certain. Provisions are not recognised for future operating losses.

Where there are a number of similar obligations, the likelihood that an outflow will be required in settlement is determined by considering the class of obligations as a whole. A provision is recognised even if the likelihood of an outflow with respect to any one item included in the same class of obligations may be small.

Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to passage of time is recognised as finance cost expense.

S Contingent Liabilities And Contingent Assets

The Group and Company do not recognise a contingent liability but disclose its existence in the financial statements. A contingent liability is a possible obligation that arises from past events whose existence will be confirmed by the occurrence and non-occurrence of one or more uncertain future events beyond the control of the Group and Company or a present obligation that is not recognised because it is not probable that an outflow of resources will be required to settle the obligation. A contingent liability also arises in the extremely rare circumstance where there is a liability that cannot be recognised because it cannot be measured reliably. However, contingent liabilities do not include financial guarantee contracts.

A contingent asset is a possible asset that arises from past events whose existence will be confirmed by the occurrence or non-occurrence of one or more uncertain future events beyond the control of the Group and Company. The Group and Company do not recognise contingent assets but disclose their existence where inflows of economic benefits are probable, but not virtually certain.

T Share Capital

Ordinary shares are classified as equity.

Incremental external costs directly attributable to the issuance of new shares or options are shown in equity as a deduction, net of tax, from the proceeds.

Dividend distribution to the Company's shareholders is recognised as a liability in the Group's financial statements in the period in which the dividends are approved by the Company's shareholders. However, in the case of interim dividends, it is recognised as liability upon approval by the Board of Directors of the Company.

U Debt Instruments

Debt instruments are recognised initially at fair value, net of transaction costs incurred with any difference between the initial fair value and proceeds (net of transaction costs) being charged to profit or loss at initial recognition. In subsequent periods, debt instruments are stated at amortised cost using the effective interest method with the difference between the initial fair value and the redemption value is recognised in the profit or loss over the period of the debt instruments.

V Warrants Reserve

Proceeds from the issuance of warrants, net of issuance costs, are credited to warrants reserve which is non-distributable. Warrants reserve are transferred to the share premium reserve upon the exercise of warrants. Warrants reserve in relation to unexercised warrants at the expiry of the warrants period is transferred to retained earnings.

W Borrowings

Borrowings are recognised initially at fair value, net of transaction costs incurred with any difference between the initial fair value and proceeds (net of transaction costs) being charged to profit or loss at initial recognition. In subsequent periods, borrowings are stated at amortised cost using the effective interest method with the difference between the initial fair value and the redemption value is recognised in the profit or loss over the period of the borrowings.

Interest, dividends, losses and gains relating to a financial instrument, or a component part, classified as a liability is reported within finance cost in the profit or loss.

Borrowings are classified as current liabilities unless the Group has an unconditional right to defer settlement of the liability for at least 12 months after the financial position date.

General and specific borrowing costs directly attributable to the acquisition, construction or production of qualifying assets, which are assets that necessarily take a substantial period of time to get ready for their intended use or sale, are added to the cost of those assets, until such time as the assets are substantially ready for their intended use or sale.

Investment income earned on the temporary investment of specific borrowings pending their expenditure on qualifying assets is deducted from the borrowing costs eligible for capitalisation.

All other borrowing costs are recognised in profit or loss in the period in which they are incurred.

Fees paid on the establishment of loan facilities are recognised as transaction costs of the loan to the extent that it is probable that some or all of the facilities will be drawn down. In this case, the fee is deferred until the draw-down occurs. To the extent there is no evidence that it is probable that some or all of the facilities will be drawn down, the fee is capitalised as a prepayment for liquidity services and amortised over the period of the facility to which it relates.

X Revenue Recognition

Revenue comprises the fair value of the consideration received or receivable for the sale of goods and services in the ordinary course of the Group's activities. Revenue is shown net of estimated returns, discounts, commissions, rebates and taxes and after eliminating sales within the Group.

The Group recognises revenue when the amount of revenue can be reliably measured, it is probable that future economic benefits will flow to the entity and specific criteria have been met for each of the Group's activities. The amount of revenue is not considered to be reliably measurable until all contingencies relating to the sale have been resolved. The Group bases its estimates on historical results, taking into consideration the type of customer, the type of transaction and the specifics of each arrangement.

Dividend income is recognised when the right to receive payment is established.

Revenue of the Company from the provision of management services to subsidiaries is recognised when the services have been rendered.

Revenue of the subsidiaries is recognised upon the delivery of products and customer acceptance or performance of services, or upon broadcast or publishing of advertisements, net of discounts, returns, sales commissions, sales rebates and taxes, if any. Revenue from display rental income, advertisement production works and events are recognised in accordance with the terms of the sales contract which is principally over the period of the contract, on an accrual basis. Accordingly, all amounts received in advance are disclosed in the financial statements as deferred income.

Interest income of the Group and Company is recognised using the effective interest rate method.

Rental income is recognised on an accrual basis.

Y Foreign Currencies

(a) Functional and presentation currency

Items included in the financial statements of each of the Group's entities are measured using the currency of the primary economic environment in which the entity operates (the "functional currency"). The financial statements are presented in Ringgit Malaysia ("RM"), which is the Company's functional and presentation currency.

(b) Transactions and balances

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions or valuation where items are remeasured. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the net profit for the financial year, except when deferred in other comprehensive income as qualifying cash flow hedges and qualifying net investment hedges.

Foreign exchange gains and losses that relate to borrowings and cash and cash equivalents are presented in the profit or loss within "finance income or cost". All other foreign exchange gains and losses are presented in profit or loss within other operating expenses.

Changes in the fair value of monetary securities denominated in foreign currency classified as available-for-sale are analysed between translation differences resulting from changes in the amortised cost of the security and other changes in the carrying amount of the security. Translation differences related to changes in amortised cost are recognised in profit or loss, and other changes in carrying amount are recognised in other comprehensive income.

Translation differences on non-monetary financial assets and liabilities such as equities held at fair value through profit or loss are recognised in profit or loss as part of the fair value gain or loss. Translation differences on non-monetary financial assets, such as equities classified as available-for-sale, are included in other comprehensive income.

(c) Group companies

The results and financial position of all the Group entities (none of which has the currency of a hyperinflationary economy) that have a functional currency different from the presentation currency are translated into the presentation currency as follows:

- assets and liabilities for each financial position date presented are translated at the closing rate at the date;
- income and expenses for each statement of comprehensive income are translated at average exchange rates (unless this average is not a reasonable approximation of the cumulative effect of the rates prevailing on the transaction dates, in which case income and expenses are translated at the rate on the dates of the transactions); and
- all resulting exchange differences are recognised as a separate component of other comprehensive income.

On consolidation, exchange differences arising from the translation of the net investment in foreign operations are taken to other comprehensive income. When a foreign operation is partially disposed of or sold, exchange differences that were recorded in equity are recognised in the profit or loss as part of the gain or loss on sale.

Goodwill and fair value adjustments arising on the acquisition of a foreign entity are treated as assets and liabilities of the foreign entity and are translated at the closing rate.

Z Segment Reporting

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision-maker. The chief operating decision-maker, who is responsible for allocating resources and assessing performance of the operating segments, has been identified as the Senior Management and the Board of Directors that makes strategic decisions.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

AA Financial Assets

(i) Classification

The Group classifies its financial assets in the following categories: at fair value through profit or loss, loans and receivables, and available-for-sale. The classification depends on the purpose for which the financial assets were acquired. Management determines the classification of its financial assets at initial recognition.

(a) Financial assets at fair value through profit or loss

Financial assets at fair value through profit or loss are financial assets held for trading. A financial asset is classified in this category if acquired principally for the purpose of selling in the near term. Derivatives are also categorised as held for trading unless they are designated as hedges. The assets in this category are classified as current assets if expected to be settled within 12 months; otherwise, they are classified as non-current.

(b) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They are included in current assets, except for maturities greater than 12 months after the end of the reporting period. These are classified as non-current assets.

(c) Available-for-sale financial assets

Available-for-sale financial assets are non-derivatives that are either designated in this category or not classified in any of the other categories. They are included in non-current assets unless the investment matures or management intends to dispose of it within 12 months of the end of the reporting period.

(ii) Recognition and initial measurement

Regular purchases and sales of financial assets are recognised on the trade-date, the date on which the Group commits to purchase or sell the asset.

Financial assets are initially recognised at fair value plus transaction costs for all financial assets not carried at fair value through profit or loss. Financial assets carried at fair value through profit or losses are initially recognised at fair value, and transaction costs are expensed in profit or loss.

(iii) Subsequent measurement – gains and losses

Available-for-sale financial assets and financial assets at fair value through profit or loss are subsequently carried at fair value. Loans and receivables are subsequently carried at amortised cost using the effective interest method.

Changes in the fair values of financial assets at fair value through profit or loss, including the effects of currency translation, interest and dividend income are recognised in the profit or loss in the period in which the changes arise.

Changes in the fair value of available-for-sale financial assets are recognised in other comprehensive income, except for impairment losses (see accounting policy Note AA(v)) and foreign exchange gains and losses on monetary assets.

Interest and dividend income on available-for-sale financial assets are recognised separately in the profit or loss. Interest on available-for-sale debt securities calculated using the effective interest method is recognised in net profit for the financial year. Dividends income on available-for-sale equity instruments are recognised in net profit for the financial year when the Group's right to receive a payment is established.

(iv) Offsetting financial instruments

Financial assets and liabilities are offset and the net amount reported in the statement of financial position when there is a legally enforceable right to offset the recognised amounts and there is an intention to settle on a net basis or realise the asset and settle the liability simultaneously.

(v) Subsequent measurement - impairment of financial assets

(a) Assets carried at amortised cost

The Group assesses at the end of each reporting period whether there is objective evidence that a financial asset or group of financial assets is impaired. A financial asset or a group of financial assets is impaired and impairment losses are incurred only if there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset (a 'loss event') and that loss event (or events) has an impact on the estimated future cash flows of the financial asset or group of financial assets that can be reliably estimated.

The criteria that the Group uses to determine that there is objective evidence of an impairment loss include:

- significant financial difficulty of the issuer or obligor;
- a breach of contract, such as a default or delinquency in interest or principal payments;
- the Group, for economic or legal reasons relating to the borrower's financial difficulty, granting to the borrower a concession that the lender would not otherwise consider;
- it becomes probable that the borrower will enter bankruptcy or other financial reorganisation;
- the disappearance of an active market for that financial asset because of financial difficulties;
- observable data indicating that there is a measurable decrease in the estimated future cash flows from a portfolio of financial assets since the initial recognition of those assets, although the decrease cannot yet be identified with the individual financial assets in the portfolio, including:

  (i) adverse changes in the payment status of borrowers in the portfolio; and
  (ii) national or local economic conditions that correlate with defaults on the assets in the portfolio.

The amount of the loss is measured as the difference between the asset's carrying amount and the present value of estimated future cash flows (excluding future credit losses that have not been incurred) discounted at the financial asset's original effective interest rate. The carrying amount of the asset is reduced and the amount of the loss is recognised in the net profit for the financial year. If a loan has a variable interest rate, the discount rate for measuring any impairment loss is the current effective interest rate determined under the contract. As a practical expedient, the Group may measure impairment on the basis of an instrument's fair value using an observable market price.

AA Financial Assets (Continued)

(v) Subsequent measurement - impairment of financial assets (continued)

(a) Assets carried at amortised cost (continued)

If, in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognised (such as an improvement in the debtor's credit rating), the reversal of the previously recognised impairment loss is recognised in the profit or loss.

When an asset is uncollectible, it is written off against the related allowance account. Such assets are written off after all the necessary procedures have been completed and the amount of the loss has been determined.

(b) Assets classified as available-for-sale

The Group assesses at the end of the reporting period whether there is objective evidence that a financial asset or a group of financial assets is impaired.

For debt securities, the Group uses criteria and measurement of impairment loss applicable for "assets carried at amortised cost" above. If, in a subsequent period, the fair value of a debt instrument classified as available-for-sale increases and the increase can be objectively related to an event occurring after the impairment loss was recognised in net profit for the financial year, the impairment loss is reversed through the profit or loss.

In the case of equity securities classified as available-for-sale, in addition to the criteria for "assets carried at amortised cost" above, a significant or prolonged decline in the fair value of the security below its cost is also considered as an indicator that the assets are impaired. If any such evidence exists for available-for-sale financial assets, the cumulative losses that had been recognised directly in equity is removed from equity and recognised in net profit for the financial year. The amount of cumulative losses that is reclassified to net profit for the financial year is the difference between the acquisition cost and the current fair value, less any impairment losses on that financial asset previously recognised in net profit for the financial year. Impairment losses recognised in net profit for the financial year on equity instruments classified as available-for-sale are not reversed through profit or loss.

(vi) De-recognition

Financial assets are de-recognised when the rights to receive cash flows from the investments have expired or have been transferred and the Group has transferred substantially all risks and rewards of ownership.

When available-for-sale financial assets are sold, the accumulated fair value adjustments recognised in other comprehensive income are reclassified to profit or loss.

AB Financial Liabilities

A financial liability is any liability that is a contractual obligation to deliver cash or another financial asset to another enterprise, or to exchange financial liabilities with another enterprise under conditions that are potentially unfavourable.

The Group's and the Company's financial liabilities are classified as "other financial liabilities" and are recognised initially at fair value plus transaction costs and thereafter, at amortised cost using the effective interest method. Amortisation is charged to profit or loss. It is capitalised as part of the cost of a qualifying asset only if the amortisation is directly attributable to the acquisition, construction or production of the asset. Capitalisation of such borrowing costs commences when the activities to prepare the asset are incurred. Borrowings costs are capitalised until the assets are substantially completed for their intended use or sale.

Financial liabilities are classified as current liabilities for those having maturity dates of less than 12 months after the reporting date, and the balance is classified as non-current.

Financial liabilities are derecognised when the obligation specified in the contract is discharged or cancelled or expired.

AC Critical Accounting Estimates And Judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

(a) Critical accounting estimates and assumptions

The Group makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, rarely equal the related actual results. To enhance the information content of the estimates, certain key variables that are anticipated to have a material impact to the Group's results and financial position are tested for sensitivity to changes in the underlying parameters. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are outlined below:

(i) Assessment of impairment of non-financial assets

The Group assesses impairment of the non-financial assets (excluding goodwill) whenever the events or changes in circumstances indicate that the carrying amount may not be recoverable (i.e. the carrying amount is more than the recoverable amount).

The Group tests annually whether goodwill has suffered any impairment, in accordance with the accounting policy.

Recoverable amount is measured at the higher of the fair value less cost to sell for that asset and its value-in-use ("VIU"). The VIU is the net present value of the projected future cash flows derived from the cash generating units discounted at an appropriate discount rate. Projected future cash flows are estimates made based on historical, sector and industry trends, general market and economic conditions, changes in technology and other available information.

Projected future cash flows are based on Group's judgement in terms of assessing future uncertain parameters such as estimated revenue growth, operating costs, margins, future inflationary figures, appropriate discount rates and other available information. These judgements are based on the historical track record and expectations of future events that are believed to be reasonable under the current circumstances.

(b) Critical judgements in applying the Group's accounting policies

There are no critical judgements made in applying the Group's accounting policies.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

1 General Information

The principal activities of the Company are investment holding and the provision of management services to its subsidiaries.

The principal activities of the Group consist of investment holding, commercial television and radio broadcasting, publishing, editorial services, sale of newspapers, provision of internet based online services, general media advertising, provision of advertising space and related production works, sale of programme rights, sale of videos, cable and streaming rights, content production, property management services, procurement services and other media industry related services.

There have been no significant changes in the nature of these activities during the financial year.

The principal activities of the subsidiaries and associates are set out in Note 24 and Note 25 to the financial statements respectively.

The Company is a public limited liability company, incorporated and domiciled in Malaysia and listed on the Main Board of the Bursa Malaysia Securities Berhad ("Bursa Malaysia").

The address of the registered office and principal place of business of the Company is as follows:

Balai Berita Anjung Riong
No. 31 Jalan Riong, Bangsar
59100 Kuala Lumpur

2 Revenue

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Advertising revenue	**1,232,430**	1,283,946	**-**	-
Newspaper sales	**179,048**	209,504	**-**	-
Sale of programmes, videos, cable and streaming rights	**15,351**	9,456	**-**	-
Fees from provision of production and sponsorship services	**433**	3,694	**-**	-
Rental income from investment properties	**431**	381	**-**	-
Management fees	**-**	-	**16,065**	-
Dividends from subsidiaries	**-**	-	**157,112**	141,640
	1,427,693	1,506,981	**173,177**	141,640

Revenue recognised from exchanges of goods and services ("contra arrangements") included in advertising revenue amounted to RM571,000 (2014: RM706,000).

3 Segment Information

Management has determined the operating segments based on the reports reviewed by the senior management and the Board of Directors (chief operating decision-maker) that are used to make strategic decisions.

The chief operating decision-maker considers the business primarily from a product perspective as the activities of the Group are predominantly domestic based.

The reportable operating segments derive their revenue primarily from commercial television and radio broadcasting, media advertising, digital media, sale of programme rights, provision of outdoor advertising space and related production works, content creation, talent management and publishing and sale of newspapers.

Other services include music recording. The results of these operations are included in the "Corporate and Others" column.

The chief operating decision-maker assesses the performance of the operating segments, before its respective tax charged or tax credits, based on a measure of Earnings Before Interest, Taxation, Depreciation and Amortisation ("EBITDA"). Since the chief operating decision-maker reviews EBITDA, the share of associates' results are not included in the measure of EBITDA.

The chief operating decision-maker assesses the assets and liabilities of the operations on a Group basis whereby the Television Networks, Radio Networks, Outdoor Media, Print Media, Digital Media and Content Creation makes up individual segments. Within each segment, a significant portion of the assets and operations are based on shared resources basis i.e. centralised Group treasury, management services, finance, engineering, information technology, human resource and other support services. Consequently, no segmental analysis is done.

3 Segment Information (Continued)

The segment information provided to the chief operating decision-maker for the reportable segments is as follows:

2015	Television Networks RM'000	Radio Networks RM'000	Outdoor Media RM'000	Print Media RM'000	Digital Media RM'000	Content Creation RM'000	#Corporate and Others RM'000	Elimination RM'000	Total RM'000
Revenue from external customers	**626,188**	**67,503**	**157,229**	**551,619**	**11,408**	**13,367**	**379**	**-**	**1,427,693**
Royalties	**(1,496)**	**(245)**	**-**	**-**	**-**	**-**	**-**	**-**	**(1,741)**
	624,692	**67,258**	**157,229**	**551,619**	**11,408**	**13,367**	**379**	**-**	**1,425,952**
Dividends from subsidiaries	**47,000**	**-**	**36,000**	**-**	**-**	**-**	**157,112**	**(240,112)**	**-**
Inter-segment revenue	**4,470**	**174**	**361**	**10**	**15,683**	**97,270**	**16,065**	**(134,033)**	**-**
	676,162	**67,432**	**193,590**	**551,629**	**27,091**	**110,637**	**173,556**	**(374,145)**	**1,425,952**
EBITDA	**134,452**	**26,971**	**57,553**	**103,775**	**394**	**19,265**	**149,173**	**(165,832)**	**325,751**
Depreciation and amortisation	**(38,674)**	**(1,923)**	**(9,017)**	**(48,621)**	**(1,786)**	**(125)**	**(28)**	**(2,964)**	**(103,138)**
Finance cost	**(4,434)**	**-**	**-**	**(1,130)**	**-**	**-**	**(15,097)**	**5,361**	**(15,300)**
Taxation	**(18,475)**	**(6,744)**	**(11,971)**	**(18,663)**	**10,800**	**(5,136)**	**(10,512)**	**(659)**	**(61,360)**
Share of results of an associate	**-**	**-**	**-**	**(7,245)**	**-**	**-**	**-**	**-**	**(7,245)**
Reportable segment profit after tax before allocation to non-controlling interest	**72,869**	**18,304**	**36,565**	**28,116**	**9,408**	**14,004**	**123,536**	**(164,094)**	**138,708**
2014									
Revenue from external customers	643,488	71,067	148,090	592,054	32,568	19,701	13	-	1,506,981
Royalties	(3,260)	(355)	-	-	-	-	-	-	(3,615)
	640,228	70,712	148,090	592,054	32,568	19,701	13	-	1,503,366
Dividends from subsidiaries	22,175	-	-	-	-	-	141,640	(163,815)	-
Inter-segment revenue	5,208	-	4,055	413	-	106,040	-	(115,716)	-
	667,611	70,712	152,145	592,467	32,568	125,741	141,653	(279,531)	1,503,366
EBITDA	132,030	28,762	55,547	36,734	(5,683)	11,067	118,094	(145,539)	231,012
Depreciation and amortisation	(37,618)	(2,134)	(8,912)	(46,908)	(1,564)	(167)	(104)	(2,980)	(100,387)
Finance cost	(4,598)	-	-	(2,150)	-	-	(21,871)	5,718	(22,901)
Taxation	(20,486)	(4,852)	(11,942)	1,612	-	1,740	6,791	2,318	(24,819)
Share of results of an associate	-	-	-	(6,283)	-	-	-	-	(6,283)
Reportable segment profit after tax before allocation to non-controlling interest	69,328	21,776	34,693	(16,995)	(7,247)	12,640	102,910	(140,483)	76,622

These items are predominantly (more than 90%) relating to the Company for which, the financial information is disclosed separately on the face of the financial statements as well as the Notes to the financial statements.

Certain comparatives were reclassified to conform to the current year's presentation.

4 Finance Income And Cost

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Finance income:				
- Interest income	**(13,682)**	(16,833)	**(11,407)**	(14,553)
Finance cost:				
Interest expenses on				
- Revolving credit	**-**	832	**-**	-
- Banker's acceptance	**168**	-	**-**	-
- Commercial Paper Medium Term Notes	**13,104**	13,176	**13,104**	13,176
- Redeemable Fixed Rate Bonds	**1,993**	8,695	**1,993**	8,695
- Hire purchase	**35**	198	**-**	-
	15,300	22,901	**15,097**	21,871
Net finance cost	**1,618**	6,068	**3,690**	7,318

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

5 Employee Benefits Costs

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Wages, salaries and bonus	**333,006**	346,704	**23,012**	24,483
Defined contribution retirement plan	**50,514**	50,277	**5,234**	4,358
Termination benefits	**118**	79,776	**-**	2,035
Other employee benefits	**21,940**	20,223	**3,937**	1,203
	405,578	496,980	**32,183**	32,079

6 Profit From Operations

Profit from operations is stated after charging/(crediting):

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Royalties	**1,741**	3,615	**-**	-
Auditors' remuneration:				
- Statutory audit	**1,400**	1,400	**65**	65
- Other services	**96**	214	**96**	-
- Tax services	**297**	297	**18**	18
(Gain)/loss on disposal of non-current assets held for sale	**(646)**	167	**-**	-
Provision for impairment of amounts due from subsidiaries	**-**	-	**117**	-
Amortisation of prepaid transmission station rentals	**283**	283	**-**	-
Provision for impairment of investment in subsidiaries	**-**	-	**2,073**	-
Rental expenses:				
- Transmitters	**16,710**	17,941	**-**	-
- Office equipment	**4,246**	4,995	**-**	-
Rental income:				
- Equipment	**(1,497)**	(2,732)	**-**	-
- Premises	**(827)**	(326)	**-**	-
Operating lease payments	**12,439**	10,953	**-**	-
Provision for inventory obsolescence	**-**	582	**-**	-
Foreign exchange losses (net):				
- Realised	**2,065**	(574)	**-**	-
- Unrealised	**88**	65	**-**	-
Gain on disposal of unsold newspapers	**(8,931)**	(8,015)	**-**	-

7 Directors' Remuneration

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Non-executive Directors:				
- Fees	**934**	979	**457**	538
- Allowances	**744**	626	**402**	347
- Defined contribution retirement plan	**22**	99	**11**	55
- Other remuneration	**422**	207	**421**	207
Executive Directors:				
- Basic salaries and bonus	**1,135**	2,052	**1,135**	2,052
- Allowances	**149**	173	**149**	173
- Defined contribution retirement plan	**255**	379	**255**	379
	3,661	4,515	**2,830**	3,751
Estimated monetary value of benefits-in-kind	**73**	153	**33**	69

8 Taxation

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Current tax:				
- Current financial year	**47,964**	28,316	**-**	-
- Under/(over) accruals in prior financial years	**10,187**	(2,742)	**10,514**	(6,791)
	58,151	25,574	**10,514**	(6,791)
Deferred tax:				
- Origination and reversal of temporary differences (Note 21)	**3,209**	(755)	**-**	-
	61,360	24,819	**10,514**	(6,791)

Income tax is calculated at the statutory tax rate of 25% (2014: 25%) of the estimated assessable profit for the financial year.

The explanation of the relationship between taxation and profit before taxation is as follows:

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Profit before taxation	**200,068**	101,441	**128,876**	96,492
Tax calculated at the Malaysian corporate income tax rate of 25% (2014: 25%)	**50,017**	25,360	**32,219**	24,123
Tax effects of:				
- Expenses not deductible for tax purpose	**3,284**	6,946	**282**	5,880
- Income not subject to tax	**(3,313)**	(4,989)	**(42,129)**	(39,048)
- Temporary differences and unutilised tax losses not recognised as deferred tax	**5,502**	5,185	**2,831**	3,285
- Temporary differences in respect of previous years	**(7,059)**	(6,818)	**-**	-
- Share of results of an associate	**1,811**	1,571	**-**	-
- Expenses eligible for double deduction	**(266)**	(405)	**-**	-
- Under/(over) accruals of taxation in prior financial years	**10,187**	(2,742)	**10,514**	(6,791)
- Effect of change in tax rate	**1,197**	711	**111**	-
- Utilisation of group tax relief	**-**	-	**6,686**	5,760
Taxation	**61,360**	24,819	**10,514**	(6,791)

Included in income tax expense of the Group are tax savings amounting to RM9.8 million (2014: RM9.1 million) from utilisation of group tax reliefs.

There is no tax charge/credit relating to components of other comprehensive income.

9 Earnings Per Share

(a) Basic earnings per share

The basic earnings per share is calculated by dividing the net profit for the financial year by the weighted average number of ordinary shares in issue during the financial year.

		Group	
		2015	2014
Net profit for the financial year attributable to owners of the Company	(RM'000)	**138,717**	75,528
Weighted average number of ordinary shares in issue	('000)	**1,109,192**	1,105,261
Basic earnings per share for:			
Net profit for the financial year attributable to owners of the Company	(Sen)	**12.51**	6.83

(b) Diluted earnings per share

For the diluted earnings per share calculation, the weighted average number of ordinary shares in issue is adjusted to assume conversion of all dilutive potential ordinary shares.

In respect of share options granted to employees or warrants, a calculation is done to determine the number of shares that could have been acquired at fair value (determined as the annual average share price of the Company's shares) based on the monetary value of the subscription rights attached to outstanding share options or warrants. The number of shares calculated is compared with the number of shares that would have been issued assuming the exercise of the share options or warrants. The difference is added to the denominator as an issue of ordinary shares for no consideration. This calculation serves to determine the "bonus" element to the ordinary shares outstanding for the purpose of computing the dilution. No adjustment is made to net profit for the financial year for the share options and warrants calculation.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

9 Earnings Per Share (Continued)

(b) Diluted earnings per share (continued)

		Group	
		2015	2014
Weighted average number of ordinary shares in issue	('000)	**1,109,192**	1,105,261
Adjustments for:			
Warrants	('000)	**-**	15,010
ESOS	('000)	**-**	1,416
Weighted average number of ordinary shares for purposes of computing diluted earnings per share	('000)	**1,109,192**	1,121,687
Diluted earnings per share for:			
Net profit for the financial year attributable to owners of the Company	(Sen)	**12.51**	6.73

10 Dividends

	Group and Company			
	2015		2014	
	Gross dividend per share Sen	Amount of net dividend RM'000	Gross dividend per share Sen	Amount of net dividend RM'000
Dividends paid:				
Third interim dividend for the previous financial year	**-**	**-**	3.0	33,120
Final single tier dividend for the previous financial year	**5.0**	*** 55,460**	5.0	55,273
First interim single tier dividend	**3.0**	**33,281**	3.0	33,195
Second interim single tier dividend	**2.0**	**22,184**	3.0	33,241
	10.0	**110,925**	14.0	154,829

* Paid during the financial year

At the forthcoming Annual General Meeting of the Company, a final single tier dividend of 5.0 sen per ordinary share in respect of the financial year ended 31 December 2015 will be proposed for shareholders' approval. This final dividend will be accrued as a liability in the financial year ended 31 December 2016 when approved by the shareholders.

11 Share Capital

		Group and Company	
	Note	2015 RM'000	2014 RM'000
Ordinary shares of RM1.00 each:			
Authorised			
At 1 January/31 December		**2,000,000**	2,000,000
Issued and fully paid			
At 1 January		**1,109,107**	1,100,529
Issuance of shares arising from:			
- Exercise of warrants	(a)	**-**	7,614
- Exercise of ESOS	(b)	**92**	964
At 31 December		**1,109,199**	1,109,107

During the financial year, the Company increased its issued and fully paid share capital from RM1,109,107,526 to RM1,109,199,286 by way of the issuance of:

(a) Nil (2014: 7,613,790) ordinary shares of RM1.00 each pursuant to the exercise of the Company's warrants at exercise price of RM1.80 per warrant (2014: RM1.80). The premium arising from the exercise of warrants of Nil (2014: RM7,234,101) has been credited to the Share Premium reserve.

(b) 91,760 (2014: 964,329) ordinary shares of RM1.00 each pursuant to the exercise of the Company's Employees' Share Option Scheme ("ESOS") at exercise price of RM1.80 (2014: RM1.80 and RM1.98) per option. The premium arising from the exercise of ESOS of RM86,522 (2014: RM1,177,632) has been credited to the Share Premium reserve.

The new ordinary shares issued during the financial year ranked pari passu in all respects with the existing ordinary shares of the Company.

12 Share-Based Payments

Employees' Share Option Scheme ("ESOS")

On 15 April 2010, the Company's shareholders had approved an ESOS which became effective on 14 May 2010 for a period of five (5) years and had expired on 13 May 2015 ("2010 MPB ESOS").

The main features of the 2010 MPB ESOS were:

(i) The total number of ordinary shares to be issued by the Company under the ESOS as approved by the Securities Commission should not exceed ten per centum (10%) of the total issued and paid-up share capital of the Company at any one time during the existence of the ESOS.

(ii) The options granted could be exercised at any time within the option period whilst the Grantee is employed by a corporation in the Group.

(iii) The exercise price is at a discount of 10% from the weighted average market price of the shares for the five (5) market days immediately preceding the respective dates of offer of the options or the par value of the shares of the Company of RM1.00, whichever is higher.

(iv) Options granted under the ESOS carry no dividend or voting rights. Upon exercise of the options, shares issued rank pari passu in all respects with the existing ordinary shares of the Company.

(v) The persons to whom the options had been granted have no right to participate by virtue of the options in any share issue of any other company.

Set out below were details of options over ordinary shares of the Company granted under the ESOS:

			Number of options over ordinary shares of RM1.00 each				
Grant date	Expiry date	Exercise price RM/ share	At 1 January RM'000	Exercised RM'000	Cancelled/ Expired RM'000	At 31 December RM'000	Fair value of options RM'000
Financial year ended 31 December 2015							
16 December 2010	**13 May 2015**	**2.10**	**63**	**-**	**(63)**	**-**	**-**
18 November 2010	**13 May 2015**	**1.98**	**121**	**-**	**(121)**	**-**	**-**
31 May 2010	**13 May 2015**	**1.80**	**5,767**	**(92)**	**(5,675)**	**-**	**-**
			5,951	**(92)**	**(5,859)**	**-**	**-**
Financial year ended 31 December 2014							
16 December 2010	13 May 2015	2.10	80	-	(17)	63	40
18 November 2010	13 May 2015	1.98	175	(39)	(15)	121	62
31 May 2010	13 May 2015	1.80	6,938	(926)	(245)	5,767	2,364
			7,193	(965)	(277)	5,951	2,466

	2015 '000	2014 '000
Number of options over ordinary shares vested, as at the end of the financial year	-	5,951

The fair value of the ESOS granted in which MFRS 2 "Share-based payment" were applied and determined using the Trinomial Valuation model. The significant inputs in the model were as follows:

	2010 MPB Options 31 May 2010	2010 MPB Options 18 November 2010	2010 MPB Options 16 December 2010
Fair value per option (RM)	0.41	0.51	0.64
Exercise price	1.80	1.98	2.10
Option life (number of days to expiry from date of issuance)	1,808 days	1,637 days	1,609 days
Weighted average share price at grant date	2.07	2.33	2.60
Expected dividend yield	5.77%	5.77%	5.77%
Risk free interest rates (Yield of Malaysian Government Securities)	3.11%	3.11%	3.04%
Expected volatility	24.54%	22.35%	22.14%
MPB share historical volatility period:			
From	60 days to 9 July 2010	May 2010	May 2010
To	-	December 2010	December 2010

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

13 Share Premium

	Note	Group and Company 2015 RM'000	2014 RM'000
At 1 January		**415,449**	407,037
Arising from:			
- Exercise of warrants	11(a)	**-**	7,234
- Exercise of ESOS	11(b)	**87**	1,178
At 31 December		**415,536**	415,449

14 Other Reserves

Group 2015	Capital redemption reserve RM'000	Share option reserve RM'000	Available-for-sale reserve RM'000	Total RM'000
1 January 2015	**500**	**2,473**	**1,611**	**4,584**
Cancellation of expired ESOS	**-**	**(2,459)**	**-**	**(2,459)**
Exercise of ESOS	**-**	**(14)**	**-**	**(14)**
Revaluation of available-for-sale financial assets	**-**	**-**	**144**	**144**
At 31 December 2015	**500**	**-**	**1,755**	**2,255**

Group 2014	Capital redemption reserve RM'000	Warrants reserve RM'000	Share option reserve RM'000	Available-for-sale reserve RM'000	Total RM'000
1 January 2014	500	10,608	2,984	1,611	15,703
Cancellation of ESOS	-	-	(112)	-	(112)
Exercise of ESOS	-	-	(399)	-	(399)
Exercise of warrants	-	(1,142)	-	-	(1,142)
Cancellation of expired warrants	-	(9,466)	-	-	(9,466)
At 31 December 2014	500	-	2,473	1,611	4,584

Company 2015	Share warrants reserve RM'000	Option reserve RM'000	Total RM'000
At 1 January 2015	**-**	**2,473**	**2,473**
Cancellation of expired ESOS	**-**	**(2,459)**	**(2,459)**
Exercise of ESOS	**-**	**(14)**	**(14)**
At 31 December 2015	**-**	**-**	**-**
2014			
At 1 January 2014	10,608	2,984	13,592
Cancellation of ESOS	-	(112)	(112)
Exercise of ESOS	-	(399)	(399)
Exercise of warrants	(1,142)	-	(1,142)
Cancellation of expired warrants	(9,466)	-	(9,466)
At 31 December 2014	-	2,473	2,473

15 Debt Instruments

	Group and Company	
	2015 RM'000	2014 RM'000
Commercial Papers Medium Term Notes ("CPMTN") (Note (i))	**300,108**	300,108
Redeemable Fixed Rate Bonds (Note (ii))	**-**	151,689
	300,108	451,797

(i) Commercial Papers Medium Term Notes ("CPMTN")

	Group and Company	
	2015 RM'000	2014 RM'000
Non-current:		
5-year 4.38% CPMTN (unsecured)	**300,108**	300,108

In 2012, the Company undertook a 7-year Commercial Paper Medium Term Notes ("CPMTN") programme of up to RM500.0 million in nominal value.

The CPMTN Programme was constituted by a Trust Deed and a Programme Agreement, both dated 13 December 2012. As at 31 December 2015, the Group has issued MTNs in the nominal value of RM300.0 million (2014: RM300.0 million).

The principal terms of the CPMTN are as follows:

(a) Issuance of CP and/or MTN of up to an aggregate limit of RM500.0 million in nominal value. The tenure of the CP/MTN Programme shall be up to seven (7) years from the date of the first issue;

(b) The CP will be issued on a zero coupon basis. In respect of coupon bearing MTN, the coupon rate is to be determined prior to the issue date of each issue;

(c) The CPMTN Programme shall have an availability period of up to seven (7) years from the date of first issuance of CP or MTN under the CPMTN Programme;

(d) The proceeds of the CPMTN Programme shall be utilised for investments, capital expenditure, working capital requirements and/or general corporate purposes of the Group. The capital expenditure of the Group will include, among others, investment in new media platforms and investment in connection with digital television broadcasting; and

(e) The interest on the MTN of RM300.0 million is 4.38% per annum, payable semi-annually in arrears, calculated on the basis of the actual number of days of 365 days with the last payment of interest to be made on the maturity date of the MTN. The tenure of the MTN of RM300.0 million is 5 years from the date of issue of 28 December 2012.

(ii) Redeemable Fixed Rate Bonds ("RFRB")

	Group and Company	
	2015 RM'000	2014 RM'000
Current:		
5-year 4.95% RFRB	-	151,689
Total	-	151,689

On 23 March 2010, the Company issued RM150,000,000 nominal 5-year, 4.95% coupon rate and 6.5% yield to maturity RFRB with RM50,000,000 detachable warrants (Note 16). The RFRB is constituted by a Subscription Agreement dated 23 February 2010.

The fair value of the liability component, included in non-current borrowings, was calculated using a market interest rate for an equivalent bond with no warrants attached. The residual amount, representing the value of the equity conversion option, is included in shareholders' equity in other reserves representing fair value of the warrants (Note 16).

The principal terms of the RFRB are as follows:

(a) The coupon on the RFRB will accrue at 4.95% per annum based on the face value and shall be payable semi-annually in arrears, calculated on the basis of the actual number of days elapsed in a year;

(b) The tenure of the RFRB is five (5) years from the date of issue; and

(c) The bonds shall be redeemed at nominal value on the 5th anniversary of issuance date in cash which will be settled through the Real Time Electronic Transfer of Funds and Securities ("RENTAS") system of Bank Negara Malaysia.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

16 Warrants

Pursuant to the acquisition of The New Straits Times Press (Malaysia) Berhad ("NSTP") in 2009, warrants of the Company were offered for free as part of the purchase consideration to acquire the remaining NSTP's ordinary shares not owned by the Company ("Consideration Warrant"). The Company had also issued Bonus Warrants to existing shareholders of the Company ("Bonus Warrant"). The Consideration and Bonus Warrants were constituted by a Deed Poll dated 17 December 2009.

The principal terms of the Consideration and Bonus Warrants (collectively known as "warrants") are as follows:

(a) The exercise price of the warrants is fixed at RM1.80 per warrant;

(b) The warrants may be exercised at any time on or before the maturity date, 31 December 2015, falling five (5) years from the date of issue of the first (1st) tranche of warrants which was on 31 December 2009. Unexercised warrants after the exercise period will thereafter lapse and cease to be valid;

(c) The warrants will rank pari passu without any preference or priority among themselves including in an event of liquidation; and

(d) The warrants are listed on Bursa Malaysia.

In 2010, the Company issued 50,000,000 warrants to investors as part of the issuance of RFRB (Note 15(ii)). The principal terms of the newly issued warrants are as disclosed above.

At maturity date on 31 December 2014, 65,174,840 warrants which remained unexercised have lapsed and were cancelled. Warrants reserve of RM9,465,419 has been transferred to retained earnings.

17 Financial Instruments By Category

(a) Financial assets and financial liabilities are categorised as follows:

Group	Loans and receivables RM'000	Assets designated at fair value through profit and loss RM'000	Assets designated as available-for-sale RM'000	Total RM'000
Financial assets				
31 December 2015				
Trade and other receivables excluding prepayments and statutory refunds	**328,613**	**-**	**-**	**328,613**
Deposit, cash and bank balances	**420,657**	**-**	**-**	**420,657**
Financial assets at fair value through profit or loss	**-**	**90**	**-**	**90**
Available-for-sale financial assets	**-**	**-**	**2,472**	**2,472**
Total	**749,270**	**90**	**2,472**	**751,832**
31 December 2014				
Trade and other receivables excluding prepayments	285,580	-	-	285,580
Deposit, cash and bank balances	564,990	-	-	564,990
Financial assets at fair value through profit or loss	-	90	-	90
Available-for-sale financial assets	-	-	2,325	2,325
Total	850,570	90	2,325	852,985

17 Financial Instruments By Category (Continued)

(a) Financial assets and financial liabilities are categorised as follows: (continued)

Group	Other financial liabilities at amortised cost RM'000	Total RM'000
Financial liabilities		
31 December 2015		
Trade and other payables excluding statutory liabilities	**277,250**	**277,250**
CPMTN	**300,108**	**300,108**
Amount due to an associate	**1,726**	**1,726**
Total	**579,084**	**579,084**
31 December 2014		
Trade and other payables excluding statutory liabilities	333,780	333,780
RFRB	151,689	151,689
CPMTN	300,108	300,108
Amount due to an associate	816	816
Total	786,393	786,393

Company	2015 RM'000	2014 RM'000
Financial assets classified as loans and receivables		
Trade and other receivables excluding prepayments and statutory refunds	**394**	149
Deposit, cash and bank balances	**137,954**	283,158
Amounts due from subsidiaries	**173,540**	165,383
Total	**311,888**	448,690
Financial liabilities classified as other financial liabilities at amortised cost		
Trade and other payables excluding statutory liabilities	**12,609**	13,939
RFRB	**-**	151,689
CPMTN	**300,108**	300,108
Amounts due to subsidiaries	**24,896**	27,933
Total	**337,613**	493,669

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

17 Financial Instruments By Category (Continued)

(b) Offsetting of financial assets and financial liabilities:

(i) Financial assets

The following financial assets are subject to offsetting, enforceable master netting arrangements and similar arrangements.

Company	Gross amounts of recognised financial assets RM'000	Gross amounts of recognised financial liabilities set-off in the statement of financial position RM'000	Net amount RM'000
At 31 December 2015			
Amounts due from subsidiaries	**193,060**	**(19,520)**	**173,540**
At 31 December 2014			
Amounts due from subsidiaries	169,826	(4,443)	165,383

(ii) Financial liabilities

The following financial liabilities are subject to offsetting, enforceable master netting arrangements and similar arrangements.

Company	Gross amounts of recognised financial liabilities RM'000	Gross amounts of recognised financial assets set-off in the statement of financial position RM'000	Net amount RM'000
At 31 December 2015			
Amounts due to subsidiaries	**195,134**	**(170,238)**	**24,896**
At 31 December 2014			
Amounts due to subsidiaries	207,565	(179,632)	27,933

18 Credit Quality Of Financial Assets

The credit quality of financial assets that are not impaired can be assessed by reference to external credit ratings (if available) or to historical information about counterparty default rates:

Group	2015 RM'000	2014 RM'000
Trade receivables:		
Counterparties without external credit rating		
- Group 1	**6,366**	6,732
- Group 2	**256,511**	232,582
Total unimpaired trade receivables	**262,877**	239,314

Group 1 – new customers (less than 6 months).
Group 2 – existing customers (more than 6 months) with no defaults in the past.

None of the financial assets that are fully performing has been renegotiated in the last year.

18 Credit Quality Of Financial Assets (Continued)

Group	2015 RM'000	2014 RM'000
Cash at bank and short-term bank deposits:		
AAA/P1	**317,190**	413,180
AA3/P1	**59,247**	107,464
AA2/P1	**43,603**	34,264
AA1/P1	**130**	-
A3/P1	**-**	3,024
A2/P1	**-**	5,347
A1/P1	**302**	-
Unrated	**185**	1,711
	420,657	564,990

Company	2015 RM'000	2014 RM'000
Cash at bank and short-term bank deposits:		
AAA/P1	**90,552**	177,340
AA3/P1	**47,402**	95,729
AA2/P1	**-**	5,044
A2/P1	**-**	5,045
	137,954	283,158

19 Hire Purchase And Lease Creditors

This represents future instalments under hire purchase and lease agreements, repayable as follows:

	Group	
	2015 RM'000	2014 RM'000
Finance lease liabilities:		
Minimum lease payments:		
- not later than 1 year	**-**	1,327
	-	1,327
Future finance charges on finance leases	**-**	(32)
Present value of finance lease liabilities	**-**	1,295
Present value of finance lease liabilities:		
- not later than 1 year	**-**	1,295
	-	1,295
Analysed as:		
Due within 1 year (Note 20)	**-**	1,295
	-	1,295

Finance lease liabilities are effectively secured as the rights to the leased assets revert to the lessors in the event of default. The finance lease liabilities contain covenants, which require a subsidiary to maintain minimum debt service ratio.

As at 31 December 2015, the weighted average effective interest rate applicable to the lease liabilities as at the financial year end is Nil (2014: 7.42%) per annum and interest for the financial year is fixed at 4.00% (2014: 4.00%) per annum for the Group. The entire balance is denominated in Ringgit Malaysia.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

20. Trade And Other Payables

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Trade payables	**44,458**	56,942	**-**	-
Programme rights payables	**10,269**	10,877	**-**	320
	54,727	67,819	**-**	320
Trade and other accruals	**189,089**	188,604	**12,453**	15,107
Other payables	**62,596**	76,062	**1,592**	355
Hire purchase and lease creditors (Note 19)	**-**	1,295	**-**	-
Deferred income	**10,722**	9,617	**-**	-
Dividends payable	**549**	-	**-**	-
	262,956	275,578	**14,045**	15,462
	317,683	343,397	**14,045**	15,782

The trade and other payables are denominated as follows:

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Ringgit Malaysia	**314,659**	338,894	**14,045**	15,782
US Dollar	**2,667**	4,058	**-**	-
Others	**357**	445	**-**	-
	317,683	343,397	**14,045**	15,782

Credit terms of trade payables range from no credit to 90 days (2014: 90 days).

Deferred income represent rental charges in advance based on the relevant rental contract and advance payments received from customers on contract that have yet to be completed.

21 Deferred Taxation

Deferred tax assets and liabilities are offset when there is a legally enforceable right to set off current tax assets against current tax liabilities and when the deferred taxes relate to the same tax authority. The following amounts, determined after appropriate offsetting, are shown in the statement of financial position:

	Group	
	2015 RM'000	2014 RM'000
Deferred tax assets		
- To be recovered after more than 12 months	**75,509**	72,275
- To be recovered within 12 months	**8,507**	15,764
	84,016	88,039
Deferred tax liabilities		
- To be recovered after more than 12 months	**(66,907)**	(68,174)
- To be recovered within 12 months	**(1,373)**	(920)
	(68,280)	(69,094)

21 Deferred Taxation (Continued)

The movement during the financial year relating to deferred tax is as follows:

	Group	
	2015 RM'000	2014 RM'000
At 1 January	**18,945**	18,190
Charged/(credited) to profit or loss (Note 8)		
- Property, plant and equipment	**5,788**	4,129
- Intangible assets	**879**	890
- Allowances and provisions	**3,611**	(7,315)
- Hire purchase creditors	**(518)**	(436)
- Unused tax losses	**5,305**	4,604
- Unabsorbed capital allowances	**(2,470)**	904
- Advance billings	**986**	(410)
- Reinvestment allowance	**(16,641)**	(1,757)
- Inventories	**(149)**	146
	(3,209)	755
At 31 December	**15,736**	18,945
Deferred tax assets (before offsetting)		
- Allowances and provisions	**15,966**	12,355
- Hire purchase creditors	**-**	518
- Unused tax losses	**41,106**	35,801
- Advance billings	**4,388**	3,402
- Unabsorbed capital allowances	**15,281**	17,751
- Reinvestment allowances	**61,690**	78,331
- Inventories	**5**	154
	138,436	148,312
Offsetting	**(54,420)**	(60,273)
Deferred tax assets (after offsetting)	**84,016**	88,039
Deferred tax liabilities (before offsetting)		
- Intangible assets	**(47,140)**	(48,019)
- Property, plant and equipment	**(75,560)**	(81,348)
	(122,700)	(129,367)
Offsetting	**54,420**	60,273
Deferred tax liabilities (after offsetting)	**(68,280)**	(69,094)

The amount of allowances, deductible temporary differences and unused tax losses (which have no expiry date) for which no deferred tax asset is recognised in the statement of financial position is as follows:

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Unused tax losses	**193,969**	196,264	**55,451**	43,843
Deductible temporary differences	**20,864**	24,016	**16,845**	16,532
Unabsorbed capital allowances	**278**	16,868	**278**	253
	215,111	237,148	**72,574**	60,628
Deferred tax assets not recognised at 24%	**51,627**	56,916	**17,418**	14,551

The deductible temporary differences and unused tax losses are available indefinitely for offset against future taxable profits of the Group and Company, subject to agreement with the Inland Revenue Board. These tax benefits will only be obtained if the Group and Company derive future assessable income of a nature and amount sufficient for the tax benefits to be utilised. Deferred tax assets have not been recognised in respect of the tax losses and deductible temporary differences of certain entities within the Group as these entities have a history of losses or are dormant.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

22 Property, Plant And Equipment

	Leasehold land RM'000	Freehold land RM'000	Buildings RM'000	Plant and machinery RM'000	Broadcasting and transmission equipment RM'000	Production equipment RM'000	Office equipment, furniture and fittings RM'000	Office renovations RM'000	Motor vehicles RM'000	Leasehold improve-ments RM'000	Assets under construction RM'000	Structures RM'000	Total RM'000
Group 2015													
Cost													
At 1.1.2015	**17,456**	**95,278**	**309,623**	**703,388**	**715,321**	**1,358**	**390,766**	**30,356**	**19,292**	**31,996**	**16,457**	**139,747**	**2,471,038**
Additions	**-**	**-**	**1,157**	**9,597**	**28,477**	**-**	**12,787**	**-**	**1,345**	**6,743**	**19,091**	**755**	**79,952**
Disposals	**-**	**-**	**-**	**(30,601)**	**(1,110)**	**-**	**(978)**	**-**	**(819)**	**-**	**-**	**(258)**	**(33,766)**
Write offs	**-**	**-**	**-**	**-**	**(317)**	**-**	**(407)**	**-**	**-**	**-**	**-**	**(767)**	**(1,491)**
Transfer from investment properties (Note 23)	**122**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**122**
Transfer to non-current assets held for sale (Note 36)	**(1,503)**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**(1,503)**
Reclassification	**-**	**-**	**-**	**683**	**-**	**-**	**19,230**	**-**	**-**	**-**	**(25,058)**	**5,145**	**-**
At 31.12.2015	**16,075**	**95,278**	**310,780**	**683,067**	**742,371**	**1,358**	**421,398**	**30,356**	**19,818**	**38,739**	**10,490**	**144,622**	**2,514,352**
Accumulated depreciation													
At 1.1.2015	**4,403**	**-**	**126,834**	**476,125**	**515,609**	**1,294**	**289,815**	**29,168**	**14,576**	**31,051**	**-**	**101,690**	**1,590,565**
Charge for the financial year	**457**	**-**	**7,403**	**21,469**	**31,761**	**-**	**28,167**	**442**	**1,427**	**1,369**	**-**	**5,741**	**98,236**
Disposals	**-**	**-**	**-**	**(30,496)**	**(1,030)**	**-**	**(917)**	**-**	**(800)**	**-**	**-**	**(66)**	**(33,309)**
Write offs	**-**	**-**	**-**	**-**	**(317)**	**-**	**(407)**	**-**	**-**	**-**	**-**	**(735)**	**(1,459)**
Transfer from investment properties (Note 23)	**21**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**21**
Transfer to non-current assets held for sale (Note 36)	**(240)**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**(240)**
At 31.12.2015	**4,641**	**-**	**134,237**	**467,098**	**546,023**	**1,294**	**316,658**	**29,610**	**15,203**	**32,420**	**-**	**106,630**	**1,653,814**
Accumulated impairment losses													
At 1.1.2015	**-**	**3,265**	**50,020**	**42,985**	**38,422**	**-**	**3,975**	**-**	**910**	**-**	**-**	**382**	**139,959**
Charge for the financial year	**-**	**-**	**-**	**-**	**-**	**-**	**267**	**-**	**-**	**-**	**-**	**-**	**267**
At 31.12.2015	**-**	**3,265**	**50,020**	**42,985**	**38,422**	**-**	**4,242**	**-**	**910**	**-**	**-**	**382**	**140,226**
Net book value													
At 31.12.2015	**11,434**	**92,013**	**126,523**	**172,984**	**157,926**	**64**	**100,498**	**746**	**3,705**	**6,319**	**10,490**	**37,610**	**720,312**

22 Property, Plant And Equipment (Continued)

	Leasehold land RM'000	Freehold land RM'000	Buildings RM'000	Plant and machinery RM'000	Broadcasting and transmission equipment RM'000	Production equipment RM'000	Office equipment, furniture and fittings RM'000	Office renovations RM'000	Motor vehicles RM'000	Leasehold improve-ments RM'000	Assets under construction RM'000	Structures RM'000	Total RM'000
Group													
2014													
Cost													
At 1.1.2014	17,456	95,278	309,623	709,313	694,997	1,358	364,749	30,356	19,537	31,023	4,871	132,815	2,411,376
Additions	-	-	-	6,465	23,518	-	19,188	-	1,282	974	25,653	1,619	78,699
Disposals	-	-	-	(12,390)	(3,246)	-	(795)	-	(1,527)	(1)	(117)	(761)	(18,837)
Write offs	-	-	-	-	-	-	(20)	-	-	-	-	(180)	(200)
Reclassification	-	-	-	-	52	-	7,644	-	-	-	(13,950)	6,254	-
At 31.12.2014	17,456	95,278	309,623	703,388	715,321	1,358	390,766	30,356	19,292	31,996	16,457	139,747	2,471,038
Accumulated depreciation													
At 1.1.2014	3,946	-	119,443	466,165	488,497	1,294	265,035	28,574	14,555	30,246	-	95,684	1,513,439
Charge for the financial year	457	-	7,391	22,006	30,281	-	25,563	594	1,548	805	-	6,939	95,584
Disposals	-	-	-	(12,046)	(3,169)	-	(763)	-	(1,527)	-	-	(760)	(18,265)
Write offs	-	-	-	-	-	-	(20)	-	-	-	-	(173)	(193)
At 31.12.2014	4,403	-	126,834	476,125	515,609	1,294	289,815	29,168	14,576	31,051	-	101,690	1,590,565
Accumulated impairment losses													
At 1.1.2014/ At 31.12.2014	-	3,265	50,020	42,985	38,422	-	3,975	-	910	-	-	382	139,959
Net book value													
At 31.12.2014	13,053	92,013	132,769	184,278	161,290	64	96,976	1,188	3,806	945	16,457	37,675	740,514

	Company	
	2015 RM'000	**2014 RM'000**
Office equipment, furniture & fittings		
Cost		
At 1 January	**3,744**	3,720
Additions	**27**	24
At 31 December	**3,771**	3,744
Accumulated depreciation		
At 1 January	**3,611**	3,579
Charge for the financial year	**28**	32
At 31 December	**3,639**	3,611
Net book value		
At 31 December	**132**	133

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

22 Property, Plant And Equipment (Continued)

The value of property, plant and equipment of the Group includes the following assets acquired under hire purchase and finance lease agreements:

	Cost	Accumulated depreciation	Net book value
	RM'000	RM'000	RM'000
Group			
2015			
Broadcasting, transmission and production equipment	**1,250**	**(1,250)**	**-**
Office equipment and furniture and fittings	**10,008**	**(10,008)**	**-**
	11,258	**(11,258)**	**-**
2014			
Broadcasting, transmission and production equipment	1,250	(635)	615
Office equipment and furniture and fittings	10,008	(10,008)	-
	11,258	(10,643)	615

23 Investment Properties

	Leasehold land RM'000	Freehold land RM'000	Buildings RM'000	Cinema RM'000	Total RM'000
Group					
Cost					
At 1 January 2015	**6,609**	**10,808**	**44,980**	**2,382**	**64,779**
Transfer to property, plant and equipment (Note 22)	**(122)**	**-**	**-**	**-**	**(122)**
Transfer to non-current assets held for sale (Note 36)	**-**	**(1,608)**	**(12,279)**	**(2,382)**	**(16,269)**
At 31 December 2015	**6,487**	**9,200**	**32,701**	**-**	**48,388**
Accumulated depreciation					
At 1 January 2015	**400**	**-**	**6,550**	**700**	**7,650**
Charge for the financial year	**38**		**1,486**	**-**	**1,524**
Transfer to property, plant and equipment (Note 22)	**(21)**	**-**	**-**	**-**	**(21)**
Transfer to non-current assets held for sale (Note 36)	**-**	**-**	**(1,281)**	**(700)**	**(1,981)**
At 31 December 2015	**417**	**-**	**6,755**	**-**	**7,172**
Accumulated impairment losses					
At 1 January 2015	**2,239**	**1,104**	**1,361**	**1,682**	**6,386**
Reversal of impairment loss	**-**	**-**	**-**	**(1,479)**	**(1,479)**
Transfer to non-current assets held for sale (Note 36)	**-**	**(1,104)**	**(88)**	**(203)**	**(1,395)**
At 31 December 2015	**2,239**	**-**	**1,273**	**-**	**3,512**
Net book value					
At 31 December 2015	**3,831**	**9,200**	**24,673**	**-**	**37,704**
Cost					
At 1 January 2014	6,609	10,808	47,749	2,382	67,548
Disposal	-	-	(1,131)	-	(1,131)
Transfer to non-current assets held for sale (Note 36)	-	-	(1,638)	-	(1,638)
At 31 December 2014	6,609	10,808	44,980	2,382	64,779
Accumulated depreciation					
At 1 January 2014	353	-	5,387	700	6,440
Charge for the financial year	47	-	1,545	-	1,592
Disposal	-	-	(306)	-	(306)
Transfer to non-current assets held for sale (Note 36)	-	-	(76)	-	(76)
At 31 December 2014	400	-	6,550	700	7,650
Accumulated impairment losses					
At 1 January 2014/ 31 December 2014	2,239	1,104	1,361	1,682	6,386
Net book value					
At 31 December 2014	3,970	9,704	37,069	-	50,743

23 Investment Properties (Continued)

During the financial year, the Group recognised a reversal of impairment loss on an investment property amounting to RM1.5 million (2014: Nil) to bring its carrying value to its recoverable amount. The recoverable amount was based on the investment property's fair value less cost to sell.

The fair value of the properties is estimated at RM93.3 million (2014: RM87.3 million) based on valuations by independent professional valuers during the financial year. Valuations were based on current prices in an active market.

Direct operating expenses from investment properties that generated rental income of the Group during the financial year amounted to RM309,000 (2014: RM318,000).

Direct operating expenses from investment properties that did not generate rental income of the Group during the financial year amounted to RM112,000 (2014: RM106,000).

The titles to freehold and leasehold properties included in the investment properties for the Group at net book value of RM0.7 million (2014: RM0.7 million) are in the process of being transferred to the Group. Risks, rewards and effective titles to those properties have been passed to the Group upon unconditional completion of the acquisition of the properties. The Group has submitted the relevant documents to the authorities for transfer of legal titles to the Group and is awaiting the process and formalities of this transfer to be completed.

24 Subsidiaries

	Company	
	2015 RM'000	2014 RM'000
Unquoted shares, at cost	**1,089,779**	1,089,779
Less: Accumulated impairment losses	**(749)**	(119)
	1,089,030	1,089,660
Redeemable preference shares ("RPS")	**577,684**	577,684
Less: Accumulated impairment losses	**(3,143)**	(1,700)
	574,541	575,984
	1,663,571	1,665,644

The amount due from a subsidiary of which the Company does not expect repayment in the foreseeable future is considered as part of the Company's investment in the subsidiary.

During the financial year, the Company recognised a provision for impairment amounting to RM2.1 million (2014: Nil) on the cost of investment of certain subsidiary companies to bring its carrying value to its recoverable amount.

The details of the subsidiaries are as follows:

Name of company	Country of incorporation	Principal activities	Interest in equity 2015 %	2014 %
Sistem Televisyen Malaysia Berhad ("STMB")	Malaysia	Commercial television broadcasting	**100**	100
Synchrosound Studio Sdn Bhd	Malaysia	Commercial radio broadcasting	**100**	100
Big Tree Outdoor Sdn Bhd ("BTO")	Malaysia	Provision of advertising space and related services, investment holding and management services	**100**	100
Primeworks Studios Sdn Bhd	Malaysia	Production of television content and motion picture films, acquiring ready made films from local producers and production houses and investment holding	**100**	100
Big Events Sdn Bhd	Malaysia	Events management	**100**	100
The Talent Unit Sdn Bhd	Malaysia	Talent management of artistes	**100**	100
Alternate Records Sdn Bhd	Malaysia	Album production and recording studio	**100**	100
Amity Valley Sdn Bhd	Malaysia	Dormant	**100**	100
Esprit Assets Sdn Bhd	Malaysia	Property investments and provision of property management services	**100**	100
Animated & Production Techniques Sdn Bhd	Malaysia	Dormant	**100**	100
Primeworks Distribution Sdn Bhd	Malaysia	Content procurement and sale of content to IPTV, cable, video and rights	**100**	100

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

24 Subsidiaries (Continued)

Name of company	Country of incorporation	Principal activities	Interest in equity 2015 %	Interest in equity 2014 %
Able Communications Sdn Bhd	Malaysia	Dormant	**100**	100
Encorp Media Technology Sdn Bhd ^	Malaysia	Dormant	**100**	100
Star Crest Media Sdn Bhd	Malaysia	Dormant	**100**	100
Lazim Juta Sdn Bhd	Malaysia	Investment holding	**100**	100
The New Straits Times Press (Malaysia) Berhad ("NSTP")	Malaysia	Publishing and sale of newspaper and investment holding	**98.17**	98.17
Held by STMB				
Ch-9 Media Sdn Bhd ("TV9")	Malaysia	Commercial television broadcasting	**100**	100
Natseven TV Sdn Bhd ("ntv7")	Malaysia	Commercial television broadcasting	**100**	100
Merit Idea Sdn Bhd	Malaysia	Investment holding	**100**	100
Held by Merit Idea Sdn Bhd				
Metropolitan TV Sdn Bhd ("8TV")	Malaysia	Commercial television broadcasting	**100**	100
Held by Synchrosound Studio Sdn Bhd				
Perintis Layar Sdn Bhd	Malaysia	Investment holding	**100**	100
One FM Radio Sdn Bhd ("OneFM")	Malaysia	Commercial radio broadcasting	**99.6**	80
Copyright Laureate Sdn Bhd (Note 38(a))	Malaysia	Commercial radio broadcasting	**100**	-
Held by Perintis Layar Sdn Bhd				
Max-Airplay Sdn Bhd ("FlyFM")	Malaysia	Commercial radio broadcasting	**100**	100
Held by NSTP				
Berita Book Centre Sdn Bhd	Malaysia	Dormant	**100**	100
Berita Harian Sdn Bhd	Malaysia	Dormant	**100**	100
Business Times (Malaysia) Sdn Bhd	Malaysia	Dormant	**100**	100
Marican Sdn Bhd	Malaysia	Dormant	**92.5**	92.5
New Straits Times Sdn Bhd	Malaysia	Dormant	**100**	100
New Straits Times Technology Sdn Bhd	Malaysia	Dormant	**100**	100
NSTP e-Media Sdn Bhd	Malaysia	Internet based online services	**100**	100
Shin Min Publishing (Malaysia) Sdn Bhd	Malaysia	Dormant	**89.6**	89.6
The New Straits Times Properties Sdn Bhd	Malaysia	Property management services	**100**	100
Held by New Straits Times Technology Sdn Bhd				
Berita Information Systems Sdn Bhd ^	Malaysia	Dormant	**100**	100
Held by Jupiter Outdoor Network Sdn Bhd				
Calcom Sdn Bhd	Malaysia	Dormant	**100**	100
Lokasi Sejagat Sdn Bhd	Malaysia	Dormant	**100**	100

24 Subsidiaries (Continued)

Name of company	Country of incorporation	Principal activities	Interest in equity 2015 %	Interest in equity 2014 %
Skyten Marketing Sdn Bhd	Malaysia	Dormant	**100**	100
Held by Big Tree Outdoor Sdn Bhd				
UPD Sdn Bhd ("UPD")	Malaysia	Outdoor advertising	**100**	100
The Right Channel Sdn Bhd ("TRC")	Malaysia	Outdoor advertising	**100**	100
Kurnia Outdoor Sdn Bhd ("Kurnia")	Malaysia	Outdoor advertising	**100**	100
Jupiter Outdoor Network Sdn Bhd	Malaysia	Dormant	**100**	100
Big Tree Productions Sdn Bhd	Malaysia	Outdoor advertising business and carrying out related production works	**100**	100
Uniteers Outdoor Advertising Sdn Bhd	Malaysia	Advertising contracting and agents, sale of advertising space	**100**	100
Gotcha Sdn Bhd	Malaysia	Outdoor advertising business and carrying out related production works	**100**	100
Eureka Outdoor Sdn Bhd	Malaysia	Dormant	**100**	100
Anchor Heights Sdn Bhd	Malaysia	Dormant	**100**	100
Uni-Talent Gateway Sdn Bhd ^	Malaysia	Dormant	**100**	100
Held by Alternate Records Sdn Bhd				
Booty Studio Productions Sdn Bhd	Malaysia	Dormant	**60**	60
Held by Primeworks Studios Sdn Bhd				
Media Prima Digital Sdn Bhd (formerly known as Alt Media Sdn Bhd)	Malaysia	Digital Media businesses and related activities	**100**	100
Held by UPD Sdn Bhd ("UPD")				
Utusan Sinar Media Sdn Bhd ^	Malaysia	Dormant	**100**	100
Held by The Right Channel Sdn Bhd ("TRC")				
MMC-AD Sdn Bhd	Malaysia	Dormant	**100**	100
Media Master Industries (M) Sdn Bhd	Malaysia	Dormant	**100**	100
Held by Kurnia Outdoor Sdn Bhd				
Kurnia Outdoor Productions Sdn Bhd	Malaysia	Production of advertising display	**100**	100
Held by Lazim Juta Sdn Bhd				
Strategic Media Asset Mgmt Co Ltd	Labuan	Dormant	**100**	100

^ As at the end of the reporting period, the companies are in the process of having their names being struck-off from the Registrar of Companies pursuant to Section 308 of the Companies Act, 1965.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

24 Subsidiaries (Continued)

The subsidiaries of the Company that have material non-controlling interests to the Group are as follows:

Proportion of equity interest held by non-controlling interests:

Name of subsidiary	Interest in equity 2015 %	2014 %
NSTP Group	**1.83**	1.83
OneFM	**0.40**	20.00

	2015 RM'000	2014 RM'000
Carrying amount of non-controlling interests:		
NSTP Group	**14,300**	15,953
OneFM	**165**	3,762
Other subsidiaries with immaterial non-controlling interests	**12**	912
	14,477	20,627
Profit/(loss) attributable to non-controlling interests:		
NSTP Group	**515**	(311)
OneFM	**1,634**	1,406
Other subsidiaries with immaterial non-controlling interests	**(2,158)**	(1)
	(9)	1,094

The summarised financial information of these subsidiaries is provided below. This information is based on amounts before intercompany elimination.

Summarised statement of comprehensive income for the financial year ended 31 December 2015 and 2014:

	NSTP Group		OneFM	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Revenue	**551,629**	592,467	**17,464**	16,911
Net profit/(loss) for the financial year	**28,116**	(16,995)	**8,252**	7,028
Total comprehensive income/(loss) for the financial year	**28,263**	(16,995)	**8,252**	7,028
Profit/(loss) attributable to non-controlling interests	**515**	(311)	**1,634**	1,406
Dividends paid/payable to non-controlling interests	**914**	367	**-**	-

Summarised statement of financial position as at 31 December 2015 and 2014:

	NSTP Group		OneFM	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Non-current assets	**685,932**	746,229	**2,128**	2,425
Current assets	**231,037**	225,814	**28,824**	20,554
Non-current liabilities	**(586)**	(496)	**(243)**	(243)
Current liabilities	**(143,017)**	(176,416)	**(4,770)**	(5,048)
Net assets	**773,366**	795,131	**25,939**	17,688

Summarised cash flows information for the financial year ended 31 December 2015 and 2014:

	NSTP Group		OneFM	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Net cash flow from operating activities	**28,439**	139,412	**6,702**	6,421
Net cash flow (used in)/generated from investing activities	**(16,165)**	(28,533)	**637**	(14,752)
Net cash flow used in financing activities	**(24,585)**	(93,111)	**-**	-
Net (decrease)/increase in cash and cash equivalents	**(12,311)**	17,768	**7,339**	(8,331)

25 Associates

The amount recognised in the statement of financial position is as follows:

	Group	
	2015 RM'000	2014 RM'000
Share of net assets	**156,484**	163,729

The amount recognised in the statement of comprehensive income is as follows:

Share of results of an associate	**(7,245)**	(6,283)

Group

Set out below is the summarised financial information for Malaysian Newsprint Industries ("MNI"), an associate of the Group as at 31 December 2015, which, in the opinion of the Directors, is material to the Group and is accounted for using the equity method.

Summarised key financial information from the statement of comprehensive income for the financial year ended 31 December 2015 and 2014:

	2015 RM'000	2014 RM'000
Revenue	**403,568**	417,389
Loss before taxation	**(37,167)**	(23,823)
Taxation	**3,247**	(5,592)
Net loss and total comprehensive loss for the financial year	**(33,920)**	(29,415)
Dividend received from associate	**-**	811

Summarised statement of financial position as at 31 December 2015 and 2014:

	2015 RM'000	2014 RM'000
Non-current assets	**710,914**	733,259
Cash and cash equivalents	**11,785**	6,315
Other current assets (excluding cash and cash equivalents)	**90,049**	73,316
Current assets	**101,834**	79,631
Financial liabilities (excluding trade payables)	**(141,077)**	(78,002)
Other current liabilities (including trade payables)	**(46,120)**	(46,098)
Current liabilities	**(187,197)**	(124,100)
Non-current liabilities	**(196,225)**	(225,544)
Net assets (excluding redeemable preference shares)	**429,326**	463,246

Reconciliation of the summarised financial information of the Group's associate presented to the carrying amount of its interest in associate:

	2015 RM'000	2014 RM'000
Opening net assets 1 January	**463,246**	496,454
Net loss and total comprehensive loss for the financial year	**(33,920)**	(29,415)
Dividends paid	**-**	(3,793)
Closing net assets 31 December	**429,326**	463,246
Interest in associates (21.36%)	**91,704**	98,949
Redeemable preference shares	**64,780**	64,780
Carrying value	**156,484**	163,729

MNI supplies newsprint materials to the Group's print business segment.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

25 Associates (Continued)

The Group's equity interests in the associates, their respective principal activities and countries of incorporation are as follows:

Name of company	Principal activities	Group effective interest in equity 2015 %	2014 %
Held by NSTP			
Asia Magazines Limited (Incorporated in Hong Kong)	Dormant	**26.41^**	26.41^
Malaysian Newsprint Industries Sdn Bhd	Manufacture and sale of newsprint and related paper products	**21.00^**	21.00^

^ Effective interest via 98.17% interest in NSTP.

The associates are private companies and there is no quoted market price available for its shares.

There are no contingent liabilities relating to the Group's interest in the associates.

26 Financial Assets At Fair Value Through Profit Or Loss

	Group 2015 RM'000	2014 RM'000
Shares in corporations, quoted in Malaysia	**2**	2
Shares in corporations, unquoted in Malaysia	**88**	88
	90	90

Changes in fair values of financial assets at fair value through profit or loss are recorded on the face of the profit or loss.

The fair value of all equity securities are based on their current bid prices in an active market.

27 Intangible Assets

Group	Programmes rights (definite life) RM'000	Film rights (definite life) RM'000	Computer software (definite life) RM'000	Goodwill (indefinite life) RM'000	Acquired concession rights and outdoor advertising rights (definite life) RM'000	Acquired concession rights and outdoor advertising rights (indefinite life) RM'000	Acquired publishing rights and contracts (indefinite life) RM'000	Total RM'000
At 1 January 2015	**32,393**	**14,730**	**-**	**128,170**	**12,253**	**39,446**	**161,012**	**388,004**
Additions	**191,477**	**3,748**	**5,666**	**-**	**-**	**-**	**-**	**200,891**
Acquisition of a subsidiary (Note 38(a))	**-**	**-**	**-**	**19,661**	**-**	**-**	**-**	**19,661**
	223,870	**18,478**	**5,666**	**147,831**	**12,253**	**39,446**	**161,012**	**608,556**
Amortisation during the financial year	**(176,332)**	**(6,415)**	**(1,419)**	**-**	**(3,172)**	**-**	**-**	**(187,338)**
Impairment during the financial year	**(46)**	**-**	**-**	**-**	**-**	**-**	**-**	**(46)**
At 31 December 2015	**47,492**	**12,063**	**4,247**	**147,831**	**9,081**	**39,446**	**161,012**	**421,172**
At 1 January 2014	23,080	16,542	-	128,170	15,464	39,446	161,012	383,714
Additions	182,735	17,260	-	-	-	-	-	199,995
	205,815	33,802	-	128,170	15,464	39,446	161,012	583,709
Amortisation during the financial year	(173,416)	(19,072)	-	-	(3,211)	-	-	(195,699)
Impairment during the financial year	(6)	-	-	-	-	-	-	(6)
At 31 December 2014	32,393	14,730	-	128,170	12,253	39,446	161,012	388,004

27 Intangible Assets (Continued)

Intangible assets with indefinite useful lives are tested for impairment on an annual basis. Included in intangible assets are acquired rights which have indefinite useful lives, totalling RM200.5 million (2014: RM200.5 million). These assets are deemed to have indefinite useful lives as they are renewable with minimum cost to the Group and there is no foreseeable limit to the period over which the assets are expected to generate net cash inflows for the Group. Based on the test performed as described below, the Directors concluded that the recoverable amount, calculated based on value-in-use, is higher than the carrying amount.

Impairment tests for intangible assets with indefinite useful life

The carrying amounts of intangible assets allocated to the Group's cash-generating units ("CGUs") are as follows:

Group	Radio Networks RM'000	NSTP Group RM'000	Outdoor Group RM'000	Total RM'000
At 31 December 2015				
Goodwill	**34,747**	**-**	**113,084**	**147,831**
Intangibles with indefinite life	**-**	**161,012**	**39,446**	**200,458**
	34,747	**161,012**	**152,530**	**348,289**
At 31 December 2014				
Goodwill	15,086	-	113,084	128,170
Intangibles with indefinite life	-	161,012	39,446	200,458
	15,086	161,012	152,530	328,628

Certain comparatives were reclassified to conform to the current year's presentation.

No impairment loss was required for the carrying amounts of the intangible assets above assessed as at 31 December 2015 as their recoverable amounts were in excess of their carrying amounts.

The recoverable amounts of the CGUs are determined based on value-in-use ("VIU") calculations. Cash flows are derived based on the approved budgeted cash flows for 2016 and projections for the subsequent period of four (4) years, based on external data. The projections reflect management's expectation of revenue growth, operating costs and margins for the cash-generating unit based on current assessment of market share, expectations of market growth and industry growth.

The key assumptions used for the value-in-use calculations are as follows:

	NSTP Group %	Outdoor Group %	Radio Networks %
2015			
Average revenue growth	**2.8**	**3.0**	**4.0**
Pre-tax discount rate	**9.2**	**16.8**	**15.2**
Terminal growth rate	**1.0**	**2.0**	**3.0**
2014			
Average revenue growth	3.4	5.0	5.0
Pre-tax discount rate	9.9	11.4	11.4
Terminal growth rate	2.5	2.5	2.5

(i) The growth in overhead costs are determined based on past performance and expected inflationary factors and is consistent with previous years.

(ii) Contribution margins and EBITDA margins are projected based on the industry trends, together with the trends observed within the Group.

(iii) Maintenance costs and taxes at 24% (2014: 24%) is incorporated in the cash flows.

The Group's review includes an impact assessment of changes in key assumptions. Based on the sensitivity analysis performed, the Directors concluded that no reasonable change in the base case assumptions would cause the carrying amounts of the CGUs to exceed their recoverable amounts.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

28 Available-For-Sale Financial Assets

	Group	
	2015 RM'000	2014 RM'000
At 1 January	**2,325**	2,325
Revaluation gain recognised in other comprehensive income	**147**	-
At 31 December	**2,472**	2,325

Available-for-sale financial assets comprise of unquoted shares and are denominated in Ringgit Malaysia.

The fair value of unlisted securities are based on inputs rather than quoted prices included within active markets that are not observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices) which is within level 2 of the fair value hierarchy. The fair value of available-for-sale assets equals the carrying amount.

29 Inventories

	Group	
	2015 RM'000	2014 RM'000
Raw materials	**53,205**	74,250
Publication stocks	**63**	63
	53,268	74,313

Cost of inventories recognised as expenses during the financial year amounted to RM136.8 million (2014: RM186.1 million).

30 Trade And Other Receivables

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Trade receivables	**329,130**	314,923	**-**	-
Less: Provision for impairment	**(58,494)**	(69,136)	**-**	-
	270,636	245,787	**-**	-
Less: Advanced billings	**(7,759)**	(6,473)	**-**	-
	262,877	239,314	**-**	-
Deposits	**11,340**	13,539	**307**	104
Prepayments	**40,736**	56,699	**480**	334
Other receivables	**223,374**	202,777	**383**	45
	275,450	273,015	**1,170**	483
Less: Provision for impairment of other receivables	**(169,612)**	(170,050)	**-**	-
	105,838	102,965	**1,170**	483
	368,715	342,279	**1,170**	483

All receivables are mostly due within 12 months from the end of the reporting period. The credit terms of the trade receivables range from 60 days to 120 days (2014: 60 days to 120 days).

The fair values of trade and other receivables approximates the carrying value.

As at 31 December 2015, trade receivables of RM156,264,000 (2014: RM142,567,000) were not past due and were fully performing for the Group.

30 Trade And Other Receivables (Continued)

As of 31 December 2015, trade receivables that were past due but not impaired are as disclosed below. These relate to a number of independent customers for whom there is no recent history of default. The ageing analysis of these trade receivables is as follows:

	Trade receivables	
Group	2015 RM'000	2014 RM'000
Ageing 3 to 6 months	**64,737**	61,211
Ageing 7 to 12 months	**32,618**	35,347
Over 12 months	**17,017**	6,662
	114,372	103,220

As of 31 December 2015, trade receivables of RM58,494,000 (2014: RM69,136,000) and other receivables of RM169,612,000 (2014: RM170,051,000) were impaired and provided for. The individually impaired receivables mainly relate to customers that defaulted in payment, which are in unexpectedly difficult financial position. It was assessed that an insignificant portion of the receivables is only expected to be recovered. The ageing of these receivables is as follows:

	Trade receivables		Other receivables	
Group	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Ageing 7 to 12 months	**-**	43	**-**	-
Over 12 months	**58,494**	69,093	**169,612**	170,050
	58,494	69,136	**169,612**	170,050

The carrying amounts of the Group's trade receivables are denominated in the following currencies:

	Group	
	2015 RM'000	2014 RM'000
RM	**329,075**	309,265
USD	**20**	1,734
SGD	**35**	3,740
Others	**-**	184
	329,130	314,923

Movements on the Group's provision for impairment of receivables are as follows:

	Group			
	2015 Trade receivables RM'000	2015 Other receivables RM'000	2014 Trade receivables RM'000	2014 Other receivables RM'000
At 1 January	**69,136**	**170,050**	63,218	169,894
Charge for the financial year	**4,291**	**-**	6,964	192
Reversal during the financial year	**(637)**	**(100)**	(1,046)	(36)
Written-off	**(14,296)**	**(338)**	-	-
At 31 December	**58,494**	**169,612**	69,136	170,050

The creation and release of provision for impaired receivables have been included as a net amount in the profit and loss. Amounts charged as impairment are generally written off when there is no expectation of recovering additional cash.

The other classes within trade and other receivables do not contain impaired assets.

The maximum exposure to credit risk at the reporting date is the carrying value of each class of receivables mentioned above. The Group holds bank guarantees and deposits amounting to RM56.9 million (2014: RM43.5 million) as collateral to reduce its credit risk.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

31 Amounts Due From/To Subsidiaries

	Company	
	2015 RM'000	2014 RM'000
Amounts due from subsidiaries (Note a)	**56,677**	25,403
Less: Provision for impairment	**(137)**	(20)
	56,540	25,383
Intercompany loans (Note b)	**117,000**	140,000
	173,540	165,383
Amounts due to subsidiaries (Note c)	**(24,896)**	(27,933)

(a) The amounts due from subsidiaries classified as current are denominated in Ringgit Malaysia, unsecured and interest free. These balances are expected to be realisable within the next financial year.

(b) Intercompany loans to subsidiaries classified as current are denominated in Ringgit Malaysia, unsecured, repayable on demand and charged at prevailing market rate applicable on the day of the disbursement.

(c) The amounts due to subsidiaries are denominated in Ringgit Malaysia, unsecured, have no fixed terms of repayment and bear no interest.

Movements on the provision for impairment on amounts due from subsidiaries are as follows:

	2015 RM'000	2014 RM'000
At 1 January	**20**	20
Charge for the financial year	**117**	-
At 31 December	**137**	20

32 Deposits, Cash And Bank Balances

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Cash and bank balances	**81,166**	80,210	**1,665**	11,486
Deposits with licensed banks	**339,491**	484,780	**136,289**	271,672
Deposits, cash and bank balances (Note 34)	**420,657**	564,990	**137,954**	283,158

The deposits, cash and bank balances are denominated in Ringgit Malaysia.

During the financial year, the interest rates for the deposits ranged from 3.25% to 4.00% (2014: 3.00% to 4.00%) per annum for the Group and for the Company.

Bank balances are deposits held at call with banks and earn no interest.

33 Amount Due To An Associate

The amount due to an associate is denominated in Ringgit Malaysia, unsecured, interest free and repayable on demand.

34 Cash And Cash Equivalents

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Deposits, cash and bank balances (Note 32)	**420,657**	564,990	**137,954**	283,158
Less:				
Restricted deposits:				
- Deposits with licensed banks	**(4,973)**	(13,538)	**(1,157)**	(10,117)
	415,684	551,452	**136,797**	273,041

34 Cash And Cash Equivalents (Continued)

Bank balances at the end of the financial year include the following deposits which are not available for use by the Group and the Company:

(a) Deposits with a licensed bank, amounting to RM1,156,633 (2014: Nil), which have been placed with the licensed bank for bank guarantee facilities extended to the Company. These are restricted cash up to 2016.

(b) Deposits with a licensed bank, amounting to RM3,817,179 (2014: RM3,420,489), which have been placed with the licensed bank for bank guarantee facilities extended to a subsidiary company. These are restricted cash up to 2016.

(c) Deposits with licensed bank of Nil (2014: RM5,046,154) which have been placed with the licensed bank for bond security. These were restricted cash up to 2015.

(d) Proceeds received from exercise of warrants amounting to Nil (2014: RM5,070,896) have been placed under proceeds account in a licensed bank pursuant to the RFRB Deed Poll. These were restricted cash up to 2015.

35 Cash Flows Generated From Operations

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Net profit for the financial year	**138,708**	76,622	**118,362**	103,283
Adjustments for:				
Intangible assets				
- Amortisation	**187,338**	195,699	**-**	-
- Impairment	**46**	6	**-**	-
Property, plant and equipment				
- Depreciation	**98,236**	95,584	**28**	32
- Gain on disposals	**(929)**	(2,730)	**-**	-
- Impairment	**267**	-	**-**	-
- Write offs	**32**	7	**-**	-
- Contra arrangement revenue	**(571)**	(706)	**-**	-
Investment properties				
- Depreciation	**1,524**	1,592	**-**	-
- Gain on disposal	**-**	(171)	**-**	-
- Reversal of impairment	**(1,479)**	-	**-**	-
Non-current assets held for sale				
- (Gain)/loss on disposal	**(646)**	167	**-**	-
Interest expenses	**15,300**	22,901	**15,097**	21,871
Provision for inventory obsolescence	**-**	582	**-**	-
Provision for impairment of investment in subsidiaries	**-**	-	**2,073**	-
Share of results of an associate	**7,245**	6,283	**-**	-
Unrealised foreign exchange loss, net	**88**	65	**-**	-
Dividend income	**-**	-	**(157,112)**	(141,640)
Interest income	**(13,682)**	(16,833)	**(11,407)**	(14,553)
Taxation	**61,360**	24,819	**10,514**	(6,791)
Net provision for impairment of receivables				
- Trade and other receivables	**3,554**	6,074	**-**	-
- Amounts due from subsidiaries	**-**	-	**117**	-
	496,391	409,961	**(22,328)**	(37,798)
Changes in working capital:				
Inventories	**21,045**	43,068	**-**	-
Receivables	**(29,377)**	37,968	**(687)**	(121)
Payables	**(26,097)**	(23,270)	**(1,737)**	2,694
Intangible assets – acquisition of programme and film rights	**(195,225)**	(196,802)	**-**	-
Amounts due from subsidiaries	**-**	-	**(9,417)**	10,573
Amount due to an associate	**910**	(1,360)	**-**	-
Cash flows generated from/(used in) operations	**267,647**	269,565	**(34,169)**	(24,652)

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

36 Non-Current Assets Held For Sale

The details of non-current assets held for sale are as follows:

	Group	
	2015 RM'000	2014 RM'000
Property, plant and equipment	**1,263**	-
Investment properties	**12,893**	2,699
	14,156	2,699

The movements during the financial year relating to non-current assets held for sale are as follows:

	Group	
	2015 RM'000	2014 RM'000
At 1 January	**2,699**	2,024
Transfer from property, plant and equipment (Note 22)	**1,263**	-
Transfer from investment properties (Note 23)	**12,893**	1,562
Disposals	**(2,699)**	(887)
At 31 December	**14,156**	2,699

During the financial year, property, plant and equipment and investment properties valued at RM1.3 million and RM12.9 million respectively had been identified for disposal. Disposal of investment properties with the carrying value of RM2.7 million had been completed during the financial year and the disposal of remaining assets are expected to be completed in financial year 2016.

37 Significant Non-Cash Transactions

The significant non-cash transactions during the financial year were as follows:

	Group	
	2015 RM'000	2014 RM'000
Property, plant and equipment obtained through:		
- contra arrangements with customers	**571**	706

38 Significant Acquisitions During The Financial Year

(a) Acquisition of a subsidiary – Copyright Laureate Sdn Bhd

On 21 October 2015, Synchrosound Studio Sdn Bhd, a wholly-owned subsidiary of the Company, completed the acquisition of 100% equity interest in Copyright Laureate Sdn Bhd ("CLSB"), a company incorporated in Malaysia, for a total cash consideration of RM20.0 million.

CLSB is principally engaged in commercial radio broadcasting as disclosed in Note 24. The acquisition of CLSB provides potential growth opportunities for the Group's Radio Networks operating segment and is in line with the Group's business strategy of procuring strategic media assets to add to its existing portfolio.

Details of the assets, liabilities and net cash outflow arising from the acquisition of CLSB are as follows:

	RM'000
Purchase consideration:	
- Cash and cash equivalents	**19,000**
- Retention sum	**1,000**
Total consideration	**20,000**
Identifiable assets acquired and liabilities assumed:	
- Trade and other receivables	**329**
- Deposits, cash and bank balances	**51**
- Trade and other payables	**(41)**
Total identifiable net assets	**339**
Goodwill on acquisition (Note 27)	**19,661**
Total	**20,000**
Purchase consideration settled in cash and cash equivalents	**(19,000)**
Deposits, cash and bank balances acquired	**51**
Net cash outflow of the Group on acquisition	**(18,949)**

38 Significant Acquisitions During The Financial Year (Continued)

(a) Acquisition of a subsidiary – Copyright Laureate Sdn Bhd (continued)

The goodwill of RM19.7 million comprises the value of expected potential synergistic benefits from collaborative sales and marketing strategies between Radio Networks and other operating segments within the Group. The acquisition of CLSB would also enable the Group to further expand its radio offerings to a wider segment of listeners, media buyers and advertisers. None of the goodwill recognised is expected to be deductible for income tax purposes.

The fair value of trade receivables was RM182,938. The gross contractual amount for trade receivables amounted to RM416,869 of which RM233,931 was expected to be uncollectible.

Acquisition-related cost of RM341,884 was charged to profit or loss as professional and consultancy fees.

The following are the results of operations of CLSB to the Group for the financial year from the date of its acquisition.

	2015 RM'000
Revenue	**-**
Loss for the financial year	**231**

Had CLSB been consolidated from 1 January 2015, the Group statements of comprehensive income would show a pro-forma profit for the financial year of RM136.7 million.

(b) Acquisition of additional interest in a subsidiary – One FM Radio Sdn Bhd

On 16 November 2015, Synchrosound Studio Sdn Bhd, a wholly-owned subsidiary of the Company, acquired an additional 19.6% equity interest in a subsidiary, One FM Radio Sdn Bhd ("OneFM") for a total cash consideration of RM5.3 million. Subsequently, the effective equity interest in OneFM has increased to 99.6%.

Immediately prior to the additional acquisition, the carrying amount of the existing 20% non-controlling interest in OneFM was RM5.3 million. The Group recognises a decrease in non-controlling interest of RM5.2 million and a decrease in retained earnings of RM 23,000. The effect on the retained earnings during the financial year is summarised as follows:

	2015 RM'000
Carrying amount of non-controlling interest	**5,230**
Consideration paid to non-controlling interest	**5,253**
Differences on acquisition recognised in retained earnings	**(23)**

39 Significant Related Party Disclosures

(a) Key management compensation

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the Group, directly or indirectly, including any director (whether executive or otherwise) of the Group.

Key management personnel of the Company are the Executive Directors and the senior management of the Company. Key management compensation was as follows:

	Group		Company	
	2015 RM'000	2014 RM'000	2015 RM'000	2014 RM'000
Key management:				
- Basic salaries, bonus and other remunerations	**8,672**	8,520	**3,000**	4,376
- Allowances	**874**	2,020	**332**	181
- Defined contribution retirement plan	**1,630**	1,690	**636**	784
	11,176	12,230	**3,968**	5,341
Estimated monetary value of benefits-in-kind	**229**	289	**79**	148

Included in the key management compensation is Directors' remuneration as disclosed in Note 7 to the financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

39 Significant Related Party Disclosures (Continued)

(a) Key management compensation (continued)

Key management personnel of the Group and of the Company have been granted options under the ESOS on the same terms and conditions as those offered to other employees of the Group (see Note 12) as follows:

			Number of options over ordinary shares of RM1.00 each			
	Grant date	Expiry date	Exercise price RM/ share	At 1 January '000	Lapsed/ Expired '000	At 31 December '000
Financial year ended 31 December 2015	**31 May 2010**	**13 May 2015**	**1.80**	**350**	**(350)**	**-**
Financial year ended 31 December 2014	31 May 2010	13 May 2015	1.80	350	-	350

The ESOS was expired without being exercised on 13 May 2015.

(b) Transactions between Group entities

Name of company	Relationship
The New Straits Times Press (Malaysia) Berhad ("NSTP")	A subsidiary of the Company
Sistem Televisyen Malaysia Berhad ("STMB")	A subsidiary of the Company
Metropolitan TV Sdn Bhd ("8TV")	A subsidiary of the Company
Natseven TV Sdn Bhd ("ntv7")	A subsidiary of the Company
Ch-9 Media Sdn Bhd ("Ch-9")	A subsidiary of the Company
Big Tree Outdoor Sdn Bhd	A subsidiary of the Company
Perintis Layar Sdn Bhd	A subsidiary of the Company
Synchrosound Studio Sdn Bhd	A subsidiary of the Company
One FM Radio Sdn Bhd	A subsidiary of the Company
Big Events Sdn Bhd	A subsidiary of the Company
Primeworks Distribution Sdn Bhd	A subsidiary of the Company
Media Prima Digital Sdn Bhd (formerly known as Alt Media Sdn Bhd)	A subsidiary of the Company
Primeworks Studios Sdn Bhd	A subsidiary of the Company
Malaysian Newsprint Industries Sdn Bhd ("MNI")	An associate of the Group

In addition to related party disclosures mentioned elsewhere in the financial statements, set out below are other significant related party transactions:

Sales and purchases of goods and services

	Group	
	2015 RM'000	2014 RM'000
(i) Purchase of newsprints by NSTP from:		
- MNI	**(67,233)**	(59,948)
(ii) Disposal of unsold newspapers by NSTP to:		
- MNI	**8,931**	8,015

	Company	
	2015 RM'000	2014 RM'000
(i) Management fees charged to:		
- NSTP	**5,970**	-
- STMB	**4,277**	-
- Primeworks Studios Sdn Bhd	**2,011**	-
(ii) Procurement fees charged to:		
- Ch-9	**1,876**	-
(iii) Production services for advertising and promotional events from:		
- Primeworks Studios Sdn Bhd	**(250)**	-

39 Significant Related Party Disclosures (Continued)

(b) Transactions between Group entities (continued)

Sales and purchases of goods and services (continued)

	Company	
	2015 RM'000	2014 RM'000
(iv) Dividends received/receivable net of tax from:		
- STMB	**69,000**	90,000
- Big Tree Outdoor Sdn Bhd	**30,000**	20,000
- NSTP	**49,112**	19,640
- Synchrosound Studio Sdn Bhd	**2,000**	12,000
- Primeworks Studios Sdn Bhd	**7,000**	-
(v) Intercompany loans		
- Disbursement to Synchrosound Studio Sdn Bhd	**17,000**	-
- Disbursement to NSTP	**-**	20,000
- Interest income on intercompany loans	**4,712**	5,701

(c) Significant related party balances

(i) Amounts due from/(to) subsidiaries

	Company	
	2015 RM'000	2014 RM'000
ntv7	**3,883**	1,615
STMB	**(23,819)**	(26,325)
Primeworks Distribution Sdn Bhd	**(148)**	(47)
NSTP	**32,609**	5,252
Media Prima Digital Sdn Bhd (formerly known as Alt Media Sdn Bhd)	**16,667**	16,157
Ch-9	**775**	1,040
Big Tree Outdoor Sdn Bhd	**(367)**	(290)
Synchrosound Studio Sdn Bhd	**69**	(388)
8TV	**803**	799
Primeworks Studios Sdn Bhd	**1,179**	(69)
Perintis Layar Sdn Bhd	**248**	248
One FM Radio Sdn Bhd	**(88)**	(349)
Big Events Sdn Bhd	**(262)**	(262)

(ii) Intercompany loans

	Company	
	2015 RM'000	2014 RM'000
STMB	**100,000**	100,000
NSTP	**-**	40,000
Synchrosound Studio Sdn Bhd	**17,000**	-

(iii) Amount due to an associate

	Group	
	2015 RM'000	2014 RM'000
MNI	**1,726**	816

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

40 Commitments

(a) Capital commitments

	Group	
	2015 RM'000	2014 RM'000
Capital commitments, approved but not contracted for		
- Property, plant and equipment	**109,463**	98,848
- Programmes and film rights	**201,614**	207,315
	311,077	306,163
Capital commitments, approved and contracted for		
- Property, plant and equipment	**48,551**	45,665
	359,628	351,828
Share of an associate's capital commitments	**449**	1,313

(b) Operating lease commitments – as lessee

The future minimum lease payments under non-cancellable operating leases are as follows:

	Group	
	2015 RM'000	2014 RM'000
- Not later than 1 year	**13,451**	12,439
- Later than 1 year and not later than 5 years	**55,357**	55,441
- Later than 5 years	**61,066**	74,433
	129,874	142,313

The Group leases premises for the use of offices and studios under non-cancellable operating lease agreements. The leases have varying terms, escalation clauses and renewal rights.

41 Contingent Liabilities

The Group is a defendant in 27 (2014: 35) legal suits with contingent liabilities amounting to approximately RM4.7 million (2014: RM15.3 million) as at 31 December 2015. Of the 27 (2014: 35) legal suits, 27 (2014: 33) suits are for alleged defamation (of which 15 (2014: 24) are against NSTP), and nil (2014: 2) are for alleged breaches of contracts.

In so far as the suits for the alleged copyright and breaches of contract are concerned, the Directors have been advised and are of the considered view that most are unsustainable against the Group.

It is noted that despite the amount claimed, the current trend of award for defamation are significantly lower. Hence, the likelihood of the amount claimed crystallising into the sum as claimed is highly unlikely.

Based on the above and after taking appropriate legal advice, no provision has been made in the financial statements of the Group as at the date of this report as the Directors are of the opinion that most of the claims have no sustainable merit. The Directors do not therefore expect the outcome of the legal suits against the Group to have a material impact on the financial position of the Group.

42 Significant Event After The Reporting Period

On 18 January 2016, Sistem Televisyen Malaysia Berhad ("STMB"), a wholly-owned subsidiary of the Company, had entered into a Joint Venture Agreement ("JVA") with CJ O Shopping Co., Ltd ("CJ O") to establish a joint venture company ("JV Co") for the purposes of a home shopping business. The JV Co had been incorporated on 22 February 2016 as Media Prima CJ O Shopping Sdn Bhd ("Media Prima CJ O") with an initial issued and paid-up share capital of RM100 comprising 100 ordinary shares of RM1.00 each, issued to STMB and CJ O in the ratio of 51% and 49% respectively.

Media Prima CJ O shall have an eventual issued and paid up share capital of RM65.0 million and the shareholding structure of Media Prima CJ O shall be held by STMB and CJ O in the ratio of 51% and 49% respectively.

43 Financial Risk Management

The Group's activities expose it to a variety of financial risks, including:

(a) Market risks

(i) foreign currency exchange risk – risk that the value of a financial instrument will fluctuate due to changes in foreign exchange rates

(ii) fair value interest rate risk – risk that the value of a financial instrument will fluctuate due to changes in market interest rates

(iii) cash flow interest rate risk – risk that future cash flows associated with a financial instrument will fluctuate. In the case of a floating rate debt instrument, such fluctuations result in a change in the effective interest rate of the financial instrument, usually without a corresponding change in its fair value

(iv) price risk – risk that the value of a financial instrument will fluctuate as a result of changes in market prices, whether those changes are caused by factors specific to the individual instrument or its issuer or factors affecting all instrument traded in the market

(b) Credit risk – risk that one party to a financial instrument will fail to discharge an obligation and cause the other party to incur a financial loss

(c) Liquidity risk (funding risk) – risk that an entity will encounter difficulty in raising funds to meet commitments associated with financial instruments

The Group's overall financial risk management programme focuses on the unpredictability of financial markets and seeks to minimise potential adverse effects on the financial performance of the Group. Financial risk management is carried out through risk reviews, internal control systems, insurance programmes and adherence to the Group's financial risk management policies. The Board regularly reviews these risks and approves the treasury policies, which covers the management of these risks.

(a) Market risks

(i) Foreign currency exchange risk

The Group operates nationally but some of its cost is exposed to foreign exchange risk arising from various currency exposures, primarily with respect to the US Dollar. The main costs with such exposure are programme rights and newsprint.

The Group monitors the foreign currency market closely to ensure optimal levels of inventories are purchased when prices are favourable to mitigate purchase requirement when prices are unfavourable.

If the Ringgit Malaysia ("RM") had weakened or strengthened by 10% and 20% against the foreign currencies for which the financial instruments are denominated in, with all other variables remain unchanged, post tax profit for the year would have been higher or lower by the following amounts:

	Foreign currency denominated financial instruments			Impact of changes in exchange rate to profit and loss (net of tax)			
				RM weaken by		RM strengthen by	
Foreign currency	Trade receivables (Note 30) RM'000	Trade payables (Note 20) RM'000	Currency translation rate RM	-20% RM'000	-10% RM'000	10% RM'000	20% RM'000
As at 31 December 2015							
1USD	**20**	**(2,667)**	**4.2935**	**(397)**	**(199)**	**199**	**397**
1AUD	**-**	**(144)**	**3.1407**	**(22)**	**(11)**	**11**	**22**
1SGD	**35**	**(213)**	**3.0395**	**(27)**	**(13)**	**13**	**27**
	55	**(3,024)**		**(446)**	**(223)**	**223**	**446**
As at 31 December 2014							
1USD	1,734	(4,058)	3.4950	(349)	(174)	174	349
1EUR	-	(1)	4.2513	-	-	-	-
1AUD	-	(444)	2.8664	(67)	(33)	33	67
1SGD	3,740	-	2.6449	561	280	(280)	(561)
1BND	182	-	2.6451	27	14	(14)	(27)
1PHP	2	-	7.8066	-	-	-	-
	5,658	(4,503)		172	87	(87)	(172)

* No sensitivity analysis is performed for Company level as it has no balance denominated in foreign currency.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

43 Financial Risk Management (Continued)

(a) Market risks (continued)

(ii) Price risk

The Group is exposed to equity securities price risk because of investments held by the Group classified on the consolidated statement of financial position as available-for-sale and fair value through profit and loss. The Group is not exposed to commodity price risk. No financial instruments or derivatives have been employed to hedge this risk as the risk is deemed to be insignificant.

(iii) Cash flow and fair value interest rate risk

The Group's interest rate risk arises from long-term borrowings and debt instruments. Borrowings issued at variable rates expose the Group to cash flow interest rate risk which is partially offset by cash held at variable rates. The Group policy is to maintain appropriate level of borrowings in fixed rate instruments to ensure that some level of predictability in cash flows are preserved while ensuring that the Group maintains its cost of debt and gearing ratio at healthy levels within the limits of any covenants.

The Group has no borrowings and debt instruments which exposes the Group to interest rate risk as at the end of the financial year.

(b) Credit risk

Credit risk arises when sales are made on deferred credit terms. The Group seeks to invest cash assets safely and profitably. It also seeks to control credit risk by setting counterparty limits and ensuring that sales of products and services are made to customers with an appropriate credit history. The Group considers the risk of material loss in the event of non-performance by a financial counterparty to be unlikely.

The Group has no significant concentration of credit risk except that the majority of its deposits are placed with major financial institutions in Malaysia.

The Group trades with a large number of customers who are nationally and internationally dispersed but within the commercial television, radio broadcasting, outdoor advertising, content production/provision and publishing/print industry. Due to these factors, the Group believes that no additional credit risk beyond amounts allowed for collection losses is inherent in the Group's trade receivables.

Credit risk is managed on a group basis, except for credit risk relating to accounts receivable balances. Each entity is responsible for managing and analysing the credit risk for each of their new clients before standard payment and delivery terms and conditions are offered. Credit risk arises from cash and cash equivalents and deposits with banks and financial institutions, as well as credit exposures on outstanding receivables and committed transactions. For banks and financial institutions, only independently rated parties with a minimum rating of "A" are accepted. Customer's credit quality is assessed, taking into account its financial position, past experience and other factors if no external credit ratings available for the customers. Individual risk limits are set based on internal or external ratings. The utilisation of credit limits is regularly monitored. The Group does not expect any losses from non-performance by these counterparties.

(c) Liquidity risk

Cash flow forecasting is performed in the operating entities of the Group and aggregated by Group Treasury. Group Treasury monitors rolling forecasts of the Group's liquidity requirements to ensure it has sufficient cash to meet operational needs while maintaining sufficient headroom on its undrawn committed borrowing facilities at all times so that the Group does not breach borrowing limits or covenants (where applicable) on any of its borrowing facilities. Such forecasting takes into consideration the Group's debt financing plans, covenant compliance, compliance with internal balance sheet ratio targets and, if applicable external regulatory or legal requirements – for example, currency restrictions.

Surplus cash held by the operating entities over and above balance required for working capital management are transferred to the Group Treasury. Group Treasury invests surplus cash in interest bearing current accounts, time deposits, money market deposits and marketable securities, choosing instruments with appropriate maturities or sufficient liquidity to provide sufficient headroom as determined by the above-mentioned forecasts. The Group Treasury also considers the impact of discharging borrowings within the Group by relocating cash between subsidiaries whereby new borrowings are entered into whilst available cash is used to settle existing loans in a manner that reduces the Group's finance cost.

Available credit facilities of the Group as at 31 December 2015 amounts to RM391.3 million (2014: RM420.0 million).

The table below analyses the Group's and Company's non-derivative financial liabilities into relevant maturity groupings based on the remaining period at the statements of financial position date to the contractual maturity date. As the amounts included in the table are contractual undiscounted cash flows, these amount will not reconcile to the amounts disclosed on the statement of financial position for borrowings, debt instruments and trade and other payables.

	Less than 3 months RM'000	Between 3 months and 1 year RM'000	Between 1 – 2 years RM'000	Total RM'000
Group				
At 31 December 2015				
Trade and other payables	**253,723**	**23,527**	**-**	**277,250**
Amount due to an associate	**1,726**	**-**	**-**	**1,726**
CPMTN*	**-**	**13,140**	**313,140**	**326,280**
	255,449	**36,667**	**313,140**	**605,256**

43 Financial Risk Management (Continued)

(c) Liquidity risk (continued)

	Less than 3 months RM'000	Between 3 months and 1 year RM'000	Between 1 – 2 years RM'000	Between 2 – 5 years RM'000	Total RM'000
Group					
At 31 December 2014					
Trade and other payables	300,823	31,630	-	-	332,453
Amount due to an associate	816	-	-	-	816
Hire purchase	596	731	-	-	1,327
RFRB*	153,713	-	-	-	153,713
CPMTN*	-	13,140	13,140	313,140	339,420
	455,948	45,501	13,140	313,140	827,729

* These also apply to the Company level liquidity profile. All other non-derivative financial liabilities of the Company are less than 3 months.

Capital risk management

The Group's objectives when managing capital are to safeguard the Group's ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure to reduce the cost of capital.

Consistent with others in the industry, the Group monitors capital on the basis of the gearing ratio. This ratio is calculated as debt divided by total equity. Net debt is calculated as total borrowings (including "current and non-current borrowings" as shown in the consolidated statement of financial position). Total equity is calculated as "equity" as shown in the consolidated statement of financial position.

The Group's strategy was to maintain the gearing ratio within the limits allowed by covenants and an AA1 (CP) credit rating.

The Group and Company have complied with the capital requirement imposed by their borrowings.

The AA1 (CP) credit rating rated by RAM Ratings has been maintained throughout 2014 until 2015. The gearing ratios as at 31 December 2015 and 2014 were as follows:

	2015 RM'000	2014 RM'000
Debt instruments (Note 15)	**300,108**	451,797
Hire purchase (Note 19)	**-**	1,295
Total debt	**300,108**	453,092
Total equity	**1,635,132**	1,613,204
Gearing ratio	**0.18**	0.28

The decrease in the gearing ratio during the financial year ended 31 December 2015 was due to the repayment of RFRB during the financial year (Note 15(ii)) amounting to RM151.7 million.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE FINANCIAL YEAR ENDED 31 DECEMBER 2015

44 Fair Value

(a) Fair value

The carrying amounts of cash and cash equivalents, short term receivables and payables and short term borrowings approximate fair values due to the relatively short term nature of these financial instruments.

The fair values of other financial assets and liabilities, together with the carrying amounts shown in the statement of financial position, are as follows:

	2015		2014	
	Carrying amount RM'000	Fair value RM'000	Carrying amount RM'000	Fair value RM'000
Group				
Investment in quoted shares ^	**2**	**2**	2	2
Investment in unquoted shares**	**2,560**	**2,560**	2,413	2,413
Investment properties^^	**37,704**	**93,305**	50,743	87,316
CPMTN (non-current)*#	**300,108**	**298,913**	300,108	298,456
RFRB (current)*#	**-**	**-**	151,689	152,210

* The fair value of these financial instruments has been estimated using future contractual cash flows discounted at current market interest rates available for similar financial instruments/loans.

^ The fair value of these items has been estimated using quoted market prices at financial position dates.

^^ The fair value of these items has been based on valuations by independent professional valuers as at financial position dates.

** The fair values of the unquoted shares are based on market value of the unlisted securities derived from arm's length transactions.

These also apply to the Company level financial liabilities.

(b) Fair value hierarchy

The table below analyses financial instruments carried at fair value, by valuation method. The different levels have been defined as follows:

- Level 1: Quoted prices (unadjusted) in active markets for identical assets or liabilities.
- Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices).
- Level 3: Inputs for the assets or liability that are not based on observable market data (unobservable inputs).

Assets measured at fair value

Group	**Level 1 RM'000**	**Level 2 RM'000**	**Level 3 RM'000**	**Total RM'000**
2015				
Financial assets				
Investment in quoted shares	**2**	**-**	**-**	**2**
Investment in unquoted shares	**-**	**2,560**	**-**	**2,560**
	2	**2,560**	**-**	**2,562**
2014				
Financial assets				
Investment in quoted shares	2	-	-	2
Investment in unquoted shares	-	2,413	-	2,413
	2	2,413	-	2,415

44 Fair Value (Continued)

(b) Fair value hierarchy (continued)

Assets and liabilities with fair value disclosure

Group	Level 1 RM'000	Level 2 RM'000	Level 3 RM'000	Total RM'000
2015				
Assets				
Investment properties	**-**	**93,305**	**-**	**93,305**
Financial liabilities				
CPMTN (non-current)*	**-**	**298,913**	**-**	**298,913**
2014				
Assets				
Investment properties	-	87,316	-	87,316
Financial liabilities				
CPMTN (non-current)*	-	298,456	-	298,456
RFRB*	-	152,210	-	152,210
	-	450,666	-	450,666

* These also apply to the Company level liabilities measured at fair value.

SUPPLEMENTARY INFORMATION DISCLOSED PURSUANT TO BURSA MALAYSIA SECURITIES BERHAD LISTING REQUIREMENTS

The following analysis of realised and unrealised retained profits/(accumulated losses) at the legal entity level is prepared in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants whilst the disclosure at the Group level is based on the prescribed format by the Bursa Malaysia Securities Berhad.

	2015 RM'000	2014 RM'000
Retained profit of MPB (realised)	**114,182**	104,295
Total accumulated losses of subsidiaries		
- Realised	**(270,643)**	(299,031)
- Unrealised	**13,998**	19,037
	(256,645)	(279,994)
Total share of retained profits from associated companies		
- Realised	**1,995**	9,107
- Unrealised	**2,054**	2,054
	4,049	11,161
Total Group's accumulated losses (before consolidation adjustments)	**(138,414)**	(164,538)
Add: Consolidation adjustments	**232,079**	227,975
Total Group's retained earnings as per consolidated accounts	**93,665**	63,437

The disclosure of realised and unrealised profits/(losses) above is solely for compliance with the directive issued by the Bursa Malaysia Securities Berhad and should not be used for any other purpose.

STATEMENT BY DIRECTORS

PURSUANT TO SECTION 169(15) OF THE COMPANIES ACT, 1965

We, Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor and Dato' Sri Amrin Awaluddin, two of the Directors of Media Prima Berhad, do hereby state that, in the opinion of the Directors, the financial statements set out on pages 107 to 159 are drawn up so as to give a true and fair view of the state of affairs of the Group and of the Company as at 31 December 2015 and of the results and cash flows of the Group and of the Company for the financial year ended on that date in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and comply with the provisions of the Companies Act, 1965.

The supplementary information set out in page 160 to the financial statements have been compiled in accordance with the Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosures Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, issued by the Malaysian Institute of Accountants.

Signed on behalf of the Board of Directors in accordance with their resolution dated 26 February 2016.

DATUK SERI FATEH ISKANDAR BIN TAN SRI DATO' MOHAMED MANSOR
GROUP CHAIRMAN

DATO' SRI AMRIN AWALUDDIN
GROUP MANAGING DIRECTOR

STATUTORY DECLARATION

PURSUANT TO SECTION 169(16) OF THE COMPANIES ACT, 1965

I, Mohamad Ariff bin Ibrahim, the Officer primarily responsible for the financial management of Media Prima Berhad, do solemnly and sincerely declare that the financial statements set out on pages 107 to 159 are, in my opinion, correct and I make this solemn declaration conscientiously believing the same to be true, and by virtue of the provisions of the Statutory Declarations Act, 1960.

MOHAMAD ARIFF BIN IBRAHIM
GROUP CHIEF FINANCIAL OFFICER

Subscribed and solemnly declared by the above named Mohamad Ariff bin Ibrahim, at Petaling Jaya, Malaysia on 26 February 2016, before me.

COMMISSIONER FOR OATHS

PESURUHJAYA SUMPAH
NO. B 460
S. AROKIADASS A.M.N
MALAYSIA

No. 34A(Tkt 1), Jalan SS2/67
47300 Petaling Jaya
Selangor Darul Ehsan

INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF MEDIA PRIMA BERHAD

(INCORPORATED IN MALAYSIA) (COMPANY NO: 532975 A)

Report On The Financial Statements

We have audited the financial statements of Media Prima Berhad on pages 107 to 159 which comprise the statements of financial position as at 31 December 2015 of the Group and of the Company, and the statements of comprehensive income, changes in equity and cash flows of the Group and of the Company for the financial year then ended, and a summary of significant accounting policies and other explanatory notes, as set out on Notes 1 to 44.

Directors' Responsibility for the Financial Statements

The directors of the Company are responsible for the preparation of financial statements so as to give a true and fair view in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Companies Act, 1965 in Malaysia. The Directors are also responsible for such internal control as the Directors determine are necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgment, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the entity's preparation of financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements give a true and fair view of the financial position of the Group and of the Company as of 31 December 2015 and of their financial performance and cash flows for the financial year then ended in accordance with Malaysian Financial Reporting Standards, International Financial Reporting Standards and the requirements of the Companies Act, 1965 in Malaysia.

Report On Other Legal And Regulatory Requirements

In accordance with the requirements of the Companies Act, 1965 in Malaysia, we also report the following:

(a) In our opinion, the accounting and other records and the registers required by the Act to be kept by the Company and its subsidiaries of which we have acted as auditors have been properly kept in accordance with the provisions of the Act.

(b) We are satisfied that the financial statements of the subsidiaries that have been consolidated with the Company's financial statements are in form and content appropriate and proper for the purposes of the preparation of the financial statements of the Group and we have received satisfactory information and explanations required by us for those purposes.

(c) The audit reports on the financial statements of the subsidiaries did not contain any qualification or any adverse comment made under Section 174(3) of the Act.

Other Reporting Responsibilities

The supplementary information set out on page 160 is disclosed to meet the requirement of Bursa Malaysia Securities Berhad and is not part of the financial statements. The Directors are responsible for the preparation of the supplementary information in accordance with Guidance on Special Matter No. 1, Determination of Realised and Unrealised Profits or Losses in the Context of Disclosure Pursuant to Bursa Malaysia Securities Berhad Listing Requirements, as issued by the Malaysian Institute of Accountants ("MIA Guidance") and the directive of Bursa Malaysia Securities Berhad. In our opinion, the supplementary information is prepared, in all material respects, in accordance with the MIA Guidance and the directive of Bursa Malaysia Securities Berhad.

Other Matters

This report is made solely to the members of the Company, as a body, in accordance with Section 174 of the Companies Act, 1965 in Malaysia and for no other purpose. We do not assume responsibility to any other person for the content of this report.

PRICEWATERHOUSECOOPERS
(No. AF: 1146)
Chartered Accountants

AZIZAN BIN ZAKARIA
(No. 2930/05/16 (J))
Chartered Accountant

Kuala Lumpur
26 February 2016

ANALYSIS OF SHAREHOLDINGS

Authorised Share Capital	RM2,000,000,000 divided into 2,000,000,000 ordinary shares of RM1.00 each
Issued and Paid Up Share Capital	RM1,109,199,286 comprising 1,109,199,286 ordinary shares of RM1.00 each
Class of Share	Ordinary Shares of RM1.00 each
No. of Shareholders	23,180
Voting Rights	One (1) vote per Ordinary Share

Distribution of Shareholdings
As At 29 February 2016

SIZE OF SHAREHOLDINGS	NO. OF SHAREHOLDERS	% OF SHAREHOLDINGS	NO. OF SHARES	% OF ISSUED SHARE CAPITAL
1 - 99	4,908	21.01	190,482	0.02
100 - 1,000	9,433	40.37	4,618,957	0.42
1,001 - 10,000	7,438	31.83	24,298,136	2.20
10,001 - 100,000	1,130	4.84	28,528,037	2.58
100,001 to less than 5% of issued shares	268	1.15	686,483,595	62.19
5% and above of issued shares	3	0.01	365,080,079	33.07
Total	**23,180**	**99.21**	**1,109,199,286**	**100.00**

Directors' Shareholding
As At 29 February 2016

NO.	NAME OF DIRECTORS	TOTAL SHARES	%
1	Datuk Seri Fateh Iskandar bin Tan Sri Dato' Mohamed Mansor	-	-
2	Dato' Sri Amrin bin Awaluddin	-	-
3	Datuk Shahril Ridza bin Ridzuan	-	-
4	Tan Sri Dato' Seri Mohamed Jawhar	-	-
5	Dato' Abdul Kadir bin Mohd Deen	-	-
6	Dato' Gumuri bin Hussain	-	-
7	Lydia Anne Abraham	-	-
8	Raja Datuk Zaharaton binti Raja Zainal Abidin	-	-
9	Datuk Mohd Nasir bin Ahmad	-	-
	Total	**-**	**-**

Substantial Shareholders
As At 29 February 2016

NO.	NAME OF SHAREHOLDERS	NO. OF ISSUED SHARES	% OF ISSUED SHARES
1	Employees Provident Fund Board Citigroup Nominees (Tempatan) Sdn Bhd <for Employees Provident Fund> 153,764,138	153,764,138	13.86
2	KAF Trustee Berhad KIFB for Gabungan Kesturi Sdn Bhd	123,024,270	11.09
3	Amanah Raya Berhad	*123,024,270	11.09
4	KAF Trustee Berhad KIFB for Altima, Inc	88,291,671	7.96
	Total	**365,080,079**	**32.91**

* Deemed interested by virtue of its 100% equity interest in Gabungan Kesturi Sdn Bhd

ANALYSIS OF SHAREHOLDINGS

Top 30 Securities Account Holders

As At 29 February 2016

NO.	NAME OF SHAREHOLDERS	NO. OF ISSUED SHARES	% OF ISSUED SHARES
1	Employees Provident Fund Board Citigroup Nominees (Tempatan) Sdn Bhd <for Employees Provident Fund> 153,764,138	153,764,138	13.86
2	KAF Trustee Berhad KIFB for Gabungan Kesturi Sdn Bhd	123,024,270	11.09
3	KAF Trustee Berhad KIFB for Altima, Inc	88,291,671	7.96
4	Amanahraya Trustees Berhad Skim Amanah Saham Bumiputera	54,410,627	4.91
5	Maybank Nominees (Tempatan) Sdn Bhd Maybank Trustees Berhad for Public Regular Savings Fund (N14011940100)	39,616,720	3.57
6	HSBC Nominees (Asing) Sdn Bhd TNTC For Edgbaston Asian Equity Trust	39,019,900	3.52
7	Citigroup Nominees (Tempatan) Sdn Bhd Exempt An for AIA Bhd	27,011,000	2.44
8	Malaysia Nominees (Tempatan) Sendirian Berhad Great Eastern Life Assurance (Malaysia) Berhad (PAR 1)	25,946,980	2.34
9	Kumpulan Wang Persaraan (Diperbadankan)	23,053,200	2.08
10	Citigroup Nominees (Asing) Sdn Bhd GSCO For Blackwell Partners LLC (Series A)	22,475,400	2.03
11	HSBC Nominees (Asing) Sdn Bhd BBH And Co Boston For GMO Emerging Domestic Opportunities Fund	22,234,644	2.00
12	HSBC Nominees (Asing) Sdn Bhd TNTC For Somerset Emerging Markets Small Cap Fund LLC	17,772,548	1.60
13	Amanahraya Trustees Berhad Amanah Saham Malaysia	17,475,300	1.58
14	DB (Malaysia) Nominee (Asing) Sdn Bhd SSBT Fund NJ3F For Discerene Fund LP	16,669,100	1.50
15	HSBC Nominees (Asing) Sdn Bhd Exempt An for J.P. Morgan Bank Luxembourg S.A.	13,893,500	1.25
16	DB (Malaysia) Nominee (Asing) Sdn Bhd SSBT Fund NJ4P For Dinard Fund LP	11,449,100	1.03
17	HSBC Nominees (Asing) Sdn Bhd Exempt AN For JPMorgan Chase Bank, National Association (U.S.A)	10,456,900	0.94
18	HSBC Nominees (Asing) Sdn Bhd TNTC For The EdgeBaston Asian Equity (Jersey) Trust	9,719,100	0.88
19	AmanahRaya Trustees Berhad AS 1Malaysia	9,473,600	0.85
20	HSBC Nominees (Tempatan) Sdn Bhd HSBC (M) Trustee Bhd for AMB Value Trust Fund (4249)	9,103,300	0.82
21	HSBC Nominees (Asing) Sdn Bhd BBH And Co Boston For GMO Emerging Markets Fund	8,306,865	0.75
22	Hong Leong Assurance Berhad As Beneficial Owner (Life Par)	8,051,100	0.73
23	Cartaban Nominees (Asing) Sdn Bhd GIC Private Limited for Government of Singapore (C)	7,948,300	0.72
24	Citigroup Nominees (Asing) Sdn Bhd CBNY For DFA Emerging Markets Small Cap Series	7,530,003	0.68
25	Citigroup Nominees (Asing) Sdn Bhd Exempt AN for Citibank New York (Norges Bank 12)	6,922,000	0.62
26	CIMB Commerce Trustee Berhad Public Focus Select Fund	6,790,600	0.61
27	Cartaban Nominees (Asing) Sdn Bhd Exempt AN for State Street Bank & Trust Company (West CLT OD67)	6,789,700	0.61
28	Citigroup Nominees (Tempatan) Sdn Bhd Kumpulan Wang Persaraan (Diperbadankan) (Aberdeen)	6,300,000	0.57
29	HSBC Nominees (Asing) Sdn Bhd TNTC For LSV Emerging Markets Equity Fund L.P.	6,220,800	0.56
30	Citigroup Nominees (Asing) Sdn Bhd CBNY For Dimensional Emerging Markets Value Fund	6,006,900	0.54
	Total	**805,727,266**	**72.64**

LIST OF PROPERTIES HELD BY THE GROUP AND USAGE OF PROPERTIES

AS AT 31 DECEMBER 2015

NO.	PROPERTIES	TYPE	TENURE	DATE OF ACQUISITION	AREA		DESCRIPTION	AGE OF BUILDINGS (YEARS)	NBV (RM)
					BUILT-UP AREA SQ FT	LAND AREA SQ FT			
1	Lot 2494, Mukim Peringat, Daerah Peringat, Kampung Parit, Kota Bharu, Kelantan	Leasehold	-	16 August 1987	12,400	75,750	Television transmission station	25	180,655
2	Lot 374 , Block 12, Miri Concession Land District, KM 3, Jalan Miri-Bintulu, Miri, Sarawak	Leasehold	60 years Expiry: 2053	8 April 1993	4,218	51,700	Television transmission station	20	99,264
3	Commerce Square, Batu 10 Jln kelang Lama SS8/1, Petaling Jaya Selatan, Mukim Damansara, Petaling, Selangor	Leasehold	99 years Expiry: 2091	30 May 2001	2,963 & 3,130	N/A	Commercial building	14	1,179,358
4	Lembah Beringin, P.T. No 2133, Mukim Sungai Gumut, Hulu Selangor, Selangor	Freehold	-	27 July 1999	N/A	43,560	Residential land	13	130,000
5	Lembah Beringin, P.T. No 2134, Mukim Sungai Gumut, Daerah Hulu Selangor, Selangor	Freehold	-	27 July 1999	N/A	53,561	Residential land	13	149,721
6	Lembah Beringin, Lot No 60, Mukim Sungai Gumut, Daerah Hulu Selangor, Selangor	Freehold	-	21 September 2004	N/A	10,934	Vacant Land	8	112,142
7	Lembah Beringin, Lot No 61, Mukim Sungai Gumut, Hulu Selangor, Selangor	Freehold	-	21 September 2004	N/A	10,955	Vacant Land	8	112,415
8	Putrajaya Precint 8 Phase 5A, Unit C-3A-3A, Level 4 (Tingkat 3), Block C, Pusat Pentadbiran Kerajaan Persekutuan Putrajaya	Freehold	-	22 December 2000	1,351	N/A	Commercial building	12	108,190
9	Summerset Resort, Unit No D120, Mukim Rompin, Daerah Rompin, Negeri Pahang	Leasehold	99 years Expiry: 2094	12 December 2002	1,455	7,273	Holiday Bungalow	10	262,910
10	Summerset Resort, Unit No D124, Mukim Rompin, Daerah Rompin, Negeri Pahang	Leasehold	99 years Expiry: 2094	12 December 2002	1,455	7,273	Holiday Bungalow	10	241,331
11	Summerset Resort, Unit No GS-01-11, Mukim Rompin, Daerah Rompin, Negeri Pahang	Leasehold	99 years Expiry: 2094	12 December 2002	377	N/A	Studio Apartment	10	121,969
12	Summerset Resort, Unit No D108, Mukim Rompin, Daerah Rompin, Negeri Pahang	Leasehold	99 years Expiry: 2094	4 May 2004	1,500	8,623	Holiday Bungalow	8	268,953
13	Glomac City Sdn Bhd, D-09-2, Plaza Glomac, No 6 Jalan SS 7/19, Kelana Jaya 47301 PJ	Leasehold	99 years Expiry: 2103	1 June 2009	1,292	N/A	1 unit shop office	6	386,456
14	No. 2B-4.20 & 2B-4.21, Kompleks Tun Abdul Razak, Georgetown, Penang	Leasehold	99 years Expiry: 2093	31 May 1995	6,555	N/A	Cineplex	17	1,479,397
15	Damai Laut Holiday Apartment, Lot F2-01-03A, Jalan Titi Panjang, 32200 Lumut, Perak	Freehold	-	5 August 1997	990	N/A	Apartment	14	1
16	Damai Laut Holiday Apartment, Lot F2-GF-03A, Jalan Titi Panjang, 32200 Lumut, Perak	Freehold	-	5 August 1997	970	N/A	Apartment	14	1

LIST OF PROPERTIES HELD BY THE GROUP AND USAGE OF PROPERTIES

AS AT 31 DECEMBER 2015

NO.	PROPERTIES	TYPE	TENURE	DATE OF ACQUISITION	AREA		DESCRIPTION	AGE OF BUILDINGS (YEARS)	NBV (RM)
					BUILT-UP AREA SQ FT	LAND AREA SQ FT			
17	Lot No. 2.30, South City Plaza, Seri Kembangan, Petaling, Selangor	Leasehold			604	N/A	Retail Lots	8	1
18	Lot No. 2.31, Summit Centre Shopping Complex, Mines Wonderland, Seri Kembangan, Petaling, Selangor	Leasehold	99 years Expiry: 2093	15 September 2004	604	N/A	Retail Lots	8	1
19	Lot No. 2.32, Summit Centre Shopping Complex, Mines Wonderland, Seri Kembangan, Petaling, Selangor	Leasehold	99 years Expiry: 2093	15 September 2004	597	N/A	Retail Lots	8	1
20	Lot 159 & 160, Jalan Jurubina U1/18, Sek U1, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor	Freehold	-	12 November 1996	93,948	80,033	Commercial land	-	7,093,700
21	Lot 7/9, Jalan Jurubina U1/18, Sek U1, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor	Freehold	-	12 November 1996			Commercial building	-	5,014,885
22	No. 9-2b, Jalan Desa 9/4, Bandar Country Homes, 48000 Rawang, Selangor	Freehold	-	28 December 1998	700	N/A	Office unit	14	35,927
23	31, Jalan Riong, Off Jalan Bangsar, Kuala Lumpur	Freehold	-	1972	407,387	81,174	Head Office	42	5,357,356
24	9 Jalan Liku, Kuala Lumpur	Freehold	-	1986	407,387	70,586	Head Office	23	49,097,622
25	Lot 323, 324 & 325, Jalan Bangsar Utama 1, Bangsar Utama, 59000 Kuala Lumpur	Leasehold	99 years Expiry: 2085	1994	25,000	5,423	5-storey shop office	28	9,732,121
26	No. 16, Jalan U8/88 Bukit Jelutong Industrial Park, 40000 Shah Alam, Selangor	Freehold	-	1995	335,000	655,000	Regional Printing Plant	14	96,180,426
27	24 Jalan SS2/61, Petaling Jaya, Selangor	Freehold	-	1981	6,000	1,680	Shophouse	33	3,200,000
28	Lot 33, Lebuh Sultan Mohamad 1, Jalan Lebuh 1, Kawasan Perindustrian Bandar Sultan Sulaiman, Pelabuhan Klang Utara, Klang, Selangor	Leasehold	99 years Expiry: 2091	1991	138,000	251,000	Warehouse	23	12,479,012
29	Leisure Commerce Square, Blk A-04-01 & 02, Jln PJS 8/9, Petaling Jaya, Selangor	Leasehold	99 years Expiry: 2095	1999	3,875	N/A	Office space	15	728,471
30	Lot 322 & 323, Prai Industrial Estate, Seberang Prai Tengah, Pulau Pinang	Leasehold	99 years Expiry: 2039	1978	110,076	157,128	Regional Printing Plant	36	1,316,418
31	Mukim 1, Kawasan Perusahaan Prai, Seberang Prai, Pulau Pinang	Leasehold	99 years expiry: 2035	1998		87,044	Regional Printing Plant	14	15,215,084
32	No. 33, Jalan Sultan Ahmad Shah, Pulau Pinang	Freehold	-	1992	12,951	13,771	2 1/2-detached office block	22	6,338,710

NO.	PROPERTIES	TYPE	TENURE	DATE OF ACQUISITION	AREA		DESCRIPTION	AGE OF BUILDINGS (YEARS)	NBV (RM)
					BUILT-UP AREA SQ FT	LAND AREA SQ FT			
33	Lot PLO T2&T3, Kawasan Perindustrian Senai, 81400 Senai, Johor	Leasehold		1978	187,866	174,240	Regional Printing Plant	35	3,891,423
34	Lot PL02, Kawasan Zon Perdagangan Bebas, Senai, Johor	Leasehold	99 years Expiry: 2043	1997	187,866	183,709	Regional Printing Plant extention	17	17,571,969
35	Lot 11141, Tampoi Commercial Centre, Johor Bharu, Johor	Leasehold	99 years Expiry: 2081	1990	9,920	3,308	3 storey shophouse	24	906,338
36	Kawasan Perindustrian Ajil, Hulu Terengganu, Terengganu	Leasehold	60 years Expiry: 2057	1998	N/A	610,404	Regional Printing Plant	14	24,075,278
37	No. 1107-U, Jalan Pejabat, Kuala Terengganu, Terengganu	Freehold	-	1981	4,600	1,636	3 storey shophouse	33	1,197,500
38	235 Jalan Taman Melaka Raya, Melaka	Leasehold	99 years Expiry: 2075	1981	5,400	1,830	3 storey shophouse	33	876,923
39	No. 89, Jalan Toman 5 Kemayan Square, Off Jalan Sg Ujong, Seremban, Negeri Sembilan	Freehold	-	1997	5,304	5,778	3 storey corner shophouse	17	516,667
40	Lot 1024, KM13, Mukim Sri Rusa Batu 8 3/4, Jalan Pantai Teluk Kemang, Port Dickson, Negeri Sembilan	Freehold	-	1990	35,122	64,304	3 storey condominium with training & recreation facility	23	4,347,266
41	Lot G-14, Bangunan Sri Kinta, Ipoh Perak	Freehold	-	1982	4,510	N/A	Groud floor, 13-storey complex	32	533,333
42	Lot No. 219, Muar Cottage Lady Maxwell Road, Fraser's Hill, Pahang	Freehold	-	1979	3,252	11,547	Holiday Bungalow	35	534,344
43	Lot 9, Taman Kayangan, Fraser's Hill, Pahang	Leasehold	Expiry: 2051	1990	N/A	44,105	Vacant land	-	87,179
44	Lot 78, Tingkat Bawah, Kompleks Alor Setar, Alor Setar, Kedah	Leasehold	99 years Expiry: 2083	1988	1,080	N/A	Ground floor, 3-storey shophouse	26	185,370
45	Lot 79, Tingkat Bawah, Kompleks Alor Setar, Alor Setar, Kedah	Leasehold	99 years Expiry: 2083	1986	4,198	N/A	3-storey shophouse	28	386,575
46	Lot 80, Tingkat Bawah, Kompleks Alor Setar, Alor Setar, Kedah	Leasehold	99 years Expiry: 2083	1986	5,371	N/A	3-storey shophouse	28	614,795
47	Lot 184, Jalan Kuala Krai, Kota Bharu, Kelantan	Leasehold	Expiry: 2061	1995	5,600	1,604	3 1/2 storey shophouse	19	793,725
48	Lot 65, Block G, Asia City, Kota Kinabalu, Sabah	Freehold	-	1996	4,801	N/A	4-storey shophouse	18	1,157,143
49	Lok Kawi, District of Papar, Kota Kinabalu, Sabah	Leasehold	Expiry: 2042	1996	N/A	112,063	Vacant land	-	1,174,194
50	7 Wyndham Mews, London W1	Freehold	-	1979	N/A	N/A	Residential house	35	3,165,456
51	108 Whitehall Court, London SW1	Freehold	Expiry: 2086	1976	N/A	N/A	Apartment	38	3,335,449

CORPORATE INFORMATION

BOARD OF DIRECTORS

Datuk Seri Fateh Iskandar Bin Tan Sri Dato' Mohamed Mansor*
Group Chairman

Dato' Sri Amrin Bin Awaluddin
Group Managing Director

Datuk Shahril Ridza Bin Ridzuan***

Tan Sri Dato' Seri Mohamed Jawhar***

Dato' Abdul Kadir Bin Mohd Deen*

Dato' Gumuri Bin Hussain**

Lydia Anne Abraham*

YM Raja Datuk Zaharaton Binti Raja Zainal Abidin*

Datuk Mohd Nasir Bin Ahmad*

* Independent Non-Executive Director
** Senior Independent Non-Executive Director
*** Non-Independent Non-Executive Director

GROUP COMPANY SECRETARIES

Jessica Tan Say Choon
(MAICSA 7057849)

Farnida Ngah
(MIA 22495)

REGISTERED OFFICE

Media Prima Berhad
Balai Berita, Anjung Riong
No. 31, Jalan Riong, Bangsar
59100 Kuala Lumpur
Tel: 1300 300 672
Fax: 03 2282 0806

AUDIT COMMITTEE MEMBERS

Chairman
Dato' Gumuri Bin Hussain**

Members
Tan Sri Dato' Seri Mohamed Jawhar***
Dato' Abdul Kadir Bin Mohd Deen*
Lydia Anne Abraham*

* Independent Non-Executive Director
** Senior Independent Non-Executive Director
*** Non-Independent Non-Executive Director

SOLICITORS

M/s Suflan TH Liew & Partners
Advocates & Solicitors
Level 3, Block B, Plaza Damansara
No. 45, Medan Setia 1
Bukit Damansara
50490 Kuala Lumpur
Tel: 03 2089 5000
Fax: 03 2089 5001

M/s Raja Riza & Associates
Advocates & Solicitors
Suite 11-3A, Level 11
Wisma UOA II
No. 21, Jalan Pinang
50450 Kuala Lumpur
Tel: 03 2711 8118
Fax: 03 2163 3464

M/s Wong & Partners
Advocates & Solicitors
Level 21, The Gardens South Tower
Lingkaran Syed Putra
59200 Kuala Lumpur
Tel: 03 2298 7888
Fax: 03 2282 2669

BANKER

Malayan Banking Berhad
No.2, Lorong Rahim Kajai 14
Taman Tun Dr Ismail
60000 Kuala Lumpur
Tel: 03 7727 9459
Fax: 03 7729 2770

AUDITORS

PricewaterhouseCoopers
Level 10, 1 Sentral Jalan Rakyat
Kuala Lumpur Sentral P. O. Box 10192
50706 Kuala Lumpur
Tel: 03 2173 1188
Fax: 03 2173 1288

REGISTRAR

Symphony Share Registrars Sdn Bhd
Level 6, Symphony House
Pusat Dagangan Dana 1
Jalan PJU 1A/46
47301 Petaling Jaya
Selangor Darul Ehsan
Tel: 03 7841 8000/7849 0777
Fax: 03 7841 8151/8152

MEDIA PRIMA BERHAD

Datuk Seri Fateh Iskandar Bin Tan Sri Dato' Mohamed Mansor
Group Chairman

Dato' Sri Amrin Awaluddin
Group Managing Director

Mohamad Ariff Ibrahim
Group Chief Financial Officer, MPB

Shareen Ooi Bee Hong
Group Chief Marketing Officer, Integrated Marketing, MPB

Zuraidah Atan
Group Chief Technology Officer, Group IT, MPB

Jessica Tan Say Choon
Group Company Secretary, MPB

Sere Mohammad Mohd Kasim
Group General Manager, Group Corporate Governance, MPB

Mohd Hisham Md Shazli
Group General Manager, Group Risk Management, MPB

Tuan Hj Zulkifli Hj Mohd Salleh
Group General Manager, Group Stakeholder Management & Regulatory Affairs, MPB

Group General Manager, Group Corporate Planning, MPB

Nor Arzlin Redzwan
Group General Manager, Group Human Resources, MPB

Azlan Abdul Aziz
Group General Manager, Group Corporate Communications, MPB

Abd Wahab Mohamad
Group General Manager, Group Management Services, MPB

Mohd Najmuddin Abdul Razak
General Manager, Chairman's Office, MPB

Farnida Ngah
Group General Manager, Group Finance & Secretarial, MPB

Rosli Sabarudin
General Manager, Group Finance Financial Reporting, Operations & System, MPB

Abdul Hamid Abdullah
General Manager, Group Finance Group Treasury & Credit Control, MPB

Sharifah Nur Adibah Syed Tahir
Manager, Corporate Finance & Investor Relations, MPB

Nur Amal Abdul Manaf
General Manager, Group Legal, MPB

BIG TREE OUTDOOR SDN BHD

Jeff Cheah See Heong
Chief Executive Officer

Mohamad Shukor Ariffin
General Manager, Operations

Shirley Gan
General Manager,
Procurement & Corporate Services

Ling Siew Lan
General Manager,
Sales (Big Drive)

Gan Kai Wen
General Manager,
Sales (Big Ride, Big Buy, Big Fly & Big Digital & Monorail)

Nismanita Zulkifli
Head, Intergrated & Intelligence Marketing

Mohd Asmidar Abdul Wahab
Manager, Project

MEDIA PRIMA TELEVISION NETWORKS

Datuk Kamal Khalid
Chief Executive Officer,
Television Networks

Sherina Mohamad Nordin
Group General Manager, TV3/TV9

Nur Airin Zainul
Group General Manager, ntv7 & 8TV

Datuk Seri Mohd Ashraf Abdullah
Group Managing Editor,
News & Current Affairs, Television Networks

Dato' Manja Ismail
Deputy Group Managing Editor,
News & Current Affairs, Television Networks

Ahmad Kamaludin bin Zaba'ai
Group General Manager,
News & Current Affairs, Television Networks

Sofwan Mahmood
Group General Manager,
News Operations, Television Networks

Dr Ahmad Zaki Mohd Salleh
Group General Manager,
Engineering, Television Networks

Abdul Rashid Malik Khushi Muhammad
Group General Manager,
Airtime Management, Group Television Networks

Nini Yusof
Group General Manager,
Client Servicing Group, Television Networks

Siti Nurlisia Mohd Nadzri
General Manager, Programming TV3

Zurina Othman
General Manager, Programming TV9

Emilya Suzana Ab. Rahim
General Manager, ntv7 & 8TV (Urban)

Goh Ling Ling
General Manager, ntv7 & 8TV (Chinese)

Cheah Cheng Imm
General Manager, Acquisition
& Content Management Television Networks

Marzina Ahmad
General Manager, Research, MPB

Halim Mas'od
General Manager, Project Management, Television Networks

Farah Shamsudin
General Manager,
Creative Marketing, Television Networks

Douglas Khoo Hong Seng
Creative Director,
Creative Services, Television Networks

Sunil Kumar
General Manager,
Studio 8

MEDIA PRIMA DIGITAL

Nicholas Sagau Tong Ngimat
General Manager,
Product & Innovation / Acting Head

Paul Moss
General Manager, Platform & Technology

Adelina Ooi Gaik Bee
General Manager, Business Development & Interactive

MEDIA PRIMA RADIO NETWORKS

Seelan Paul
Chief Executive Officer,
Radio Networks

Anida Mohd Tahrim
Group General Manager,
Radio Networks

Elaine Lee Yee Lim
General Manager,
Marketing

THE NEW STRAITS TIMES PRESS (MALAYSIA) BERHAD

Dato' Mohammad Azlan Abdullah
Chief Executive Officer,
The New Straits Times Press (M) Berhad

Datuk Abdul Jalil Hamid
Group Managing Editor,
The New Straits Times Press (M) Berhad

Datuk Mahfar Ali
Group Editor, Berita Harian

Datuk Mustapa Omar
Group Editor, Harian Metro

Mustapha Kamil Mohd Janor
Group Editor, News Straits Times

Aszman Kasmani
General Manager, Production

Law Hun Ley
General Manager,
Newspaper Sales & Distribution

Jeannie Leong Lee Eu
General Manager, Advertisement

Farah Ezrin Mohd Rashidi
General Manager, Marketing

PRIMEWORKS STUDIOS SDN BHD

Ahmad Izham Omar
Chief Executive Officer

Azhar Borhan
Group General Manager,
Production & Operations

Abdull Aziz Ismail
General Manager, Factual

Tengku Iesta Tengku Alaudin
General Manager, Film Production

Mas Ayu Ali
General Manager,
Chinese Entertainment

Hemanathan Paul
General Manager,
Entertainment, Drama & Sports

Nurin Marini Ramlan
General Manager,
Innovation & Primeworks Distribution

Nor Shahila Harun Shah
General Manager,
Content Development, Talent Unit & Monkey Bone

Azlinadia Mohd Nawawi
Manager, Operations

NOTICE OF ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the Fifteenth (15th) Annual General Meeting of **MEDIA PRIMA BERHAD** ("the Company") will be held at the Topaz Ballroom (Level G), One World Hotel, First Avenue, Bandar Utama City Centre, 47800 Petaling Jaya, Selangor, Malaysia on Thursday, 21 April 2016 at 10.00 a.m. for the transaction of the following business:-

AGENDA

ORDINARY BUSINESS

1. To receive the Audited Financial Statements for the financial year ended 31 December 2015 and the Reports of the Directors and Auditors thereon. — **Please refer to Explanatory Note 1**

2. To approve the payment of final single-tier dividend of 5.0 sen per ordinary share for the financial year ended 31 December 2015. — **Resolution 1**

3. To re-elect Lydia Anne Abraham who retires in accordance with Article 100 of the Company's Articles of Association. — **Resolution 2**

4. To re-elect the following Directors who retire in accordance with Article 105 of the Company's Articles of Association:-

   i. Raja Datuk Zaharaton binti Raja Zainal Abidin — **Resolution 3**
   ii. Datuk Mohd Nasir bin Ahmad — **Resolution 4**

5. To consider and if thought fit, to pass the following resolutions:-

   i. "That Tan Sri Dato' Seri Mohamed Jawhar who retires pursuant to Section 129 of the Companies Act, 1965 be and is hereby re-appointed as Director of the Company to hold office until the conclusion of the next annual general meeting of the Company". — **Resolution 5**

   ii. "That Dato' Gumuri bin Hussain who retires pursuant to Section 129 of the Companies Act, 1965 be and is hereby re-appointed as Director of the Company to hold office until the conclusion of the next annual general meeting of the Company". — **Resolution 6**

6. To approve the payment of Directors' fees of RM456,589.00 for the financial year ended 31 December 2015. — **Resolution 7**

7. To re-appoint Messrs PricewaterhouseCoopers as Auditors of the Company and to authorise the Board of Directors to determine their remuneration. — **Resolution 8**

SPECIAL BUSINESS

To consider and if thought fit, to pass the following Ordinary Resolutions with or without modifications:-

8. **Proposed Retention of Independent Non-Executive Director**

   "That subject to the passing of Resolution 5, Tan Sri Dato' Seri Mohamed Jawhar who has served as an Independent Non-Executive Director of the Company for a cumulative term of more than nine (9) years, be and is hereby redesignated and retained as an Independent Non-Executive Director of the Company until the conclusion of the next Annual General Meeting." — **Resolution 9**

9. **Proposed Renewal of Share Buy-Back Authority**

   "THAT, subject to the provisions of the Companies Act, 1965, the Articles of Association of the Company, Bursa Malaysia Securities Berhad ("Bursa Securities") Main Market Listing Requirements and the approvals of all relevant government and/or regulatory authorities, the Company be and is hereby authorised to purchase such number of ordinary shares of RM1.00 each of the Company ("Proposed Share Buy-back") as may be determined by the Directors of the Company from time to time through Bursa Securities upon such terms and conditions as the Directors may deem fit in the interest of the Company provided that the aggregate number of Shares to be purchased pursuant to this resolution does not exceed ten per cent (10%) of the total issued and paid-up share capital for the time being of the Company and an amount not exceeding the Company's retained profits and/or share premium of the Company be allocated by the Company for the Proposed Share Buy-Back; — **Resolution 10**

   THAT at the discretion of the Directors, upon such purchase by the Company of its own shares, the purchased shares will be cancelled and/or retained as treasury shares and subsequently be cancelled, distributed as dividends or resold on Bursa Securities;

   THAT the directors be and are hereby empowered to do all acts and things and to enter into and execute all commitments, transactions, deeds, agreements, arrangements, undertakings, indemnities, transfers, assignments and/or guarantees as the Directors may deem fit and expedient in order to implement, finalise and give full effect to the Proposed Share Buy-Back with full powers to assent to any conditions, modifications, revaluations, variations and/or amendments as may be required or imposed by any relevant authorities and/or any amendments, variations and/or modifications in the interest of the Company as may be approved by any relevant authorities if such approvals are required;

   AND THAT the authority hereby given shall commence immediately upon the passing of this resolution and shall continue in force until:-

   i. the conclusion of the next Annual General Meeting ("AGM") of the Company at which time it will lapse, unless the authority is renewed by ordinary resolution passed at that meeting, either unconditionally or subject to conditions; or

   ii. the expiration of the period within which the next AGM of the Company after that date is required by law to be held; or

   iii. revoked or varied by ordinary resolution passed by the shareholders of the Company in a general meeting,

   whichever occurs first but not so as to prejudice the completion of the purchase of its own shares by the Company before the aforesaid expiry date and, in any event, in accordance with the provisions of Bursa Securities Main Market Listing Requirements or any other relevant authorities."

10. To transact any other business of which due notice shall have been given in accordance with the Companies Act 1965 and the Company's Articles of Association.

NOTICE OF DIVIDEND ENTITLEMENT AND PAYMENT

NOTICE IS ALSO HEREBY GIVEN that a final single-tier dividend of 5.0 sen per ordinary share for the financial year ended 31 December 2015, if approved by the shareholders at the Fifteenth (15th) Annual General Meeting, will be paid on 24 June 2016 to Depositors whose names appear in the Record of Depositors at the close of business on 3 June 2016.

A Depositor shall qualify for entitlement to the dividend only in respect of:-

a. shares transferred into the Depositor's Securities Account before 4.00 p.m. on 3 June 2016 in respect of transfers;

b. shares deposited into the Depositor's Securities Account before 12.30 p.m. on 1 June 2016 in respect of shares exempted from mandatory deposit; and

c. shares bought on Bursa Securities on a cum entitlement basis according to the Rules of Bursa Securities.

BY ORDER OF THE BOARD

TAN SAY CHOON (MAICSA 7057849)
FARNIDA BINTI NGAH (MIA 22495)
Group Company Secretaries

Kuala Lumpur
Date: 30 March 2016

Notes:-

Proxy

1. Only members whose names appear in the Record of Depositors on 14 April 2016 ("General Meeting Record of Depositors") shall be eligible to attend in person or appoint proxies to attend and/or vote on their behalf at the AGM.
2. A member of the Company who is entitled to attend and vote at this meeting is entitled to appoint not more than two (2) proxies to attend and vote in his stead. A proxy may but need not be a member of the Company. There shall be no restriction as to the qualification of a proxy and the provisions of Section 149(1)(b) of the Companies Act, 1965 shall not apply to the Company.
3. Where a member appoints two (2) proxies, the appointment shall be invalid unless the proportion of the shareholdings to be represented by each proxy is specified.
4. Where a member of the company is an exempt authorized nominee which holds ordinary shares in the Company for multiple beneficial owners in one securities account ("omnibus account"), there is no limit to the number of proxies which the exempt authorized nominee may appoint in respect of each omnibus account it holds.
5. The instrument appointing a proxy shall be in writing under the hand of the appointer or of his attorney duly appointed under a power of attorney. In the case of a corporation, it shall be executed under its Common Seal or signed by its attorney duly authorised in writing or by an officer on behalf of the corporation.
6. Duly completed Proxy Form must be deposited at Symphony Share Registrars Sdn Bhd, Level 6, Symphony House, Pusat Dagangan Dana 1, Jalan PJU 1A/46, 47301 Petaling Jaya, Selangor, Malaysia not less than 48 hours before the time set for holding the meeting or any adjournment thereof.

Explanatory Notes:-

1. Audited Financial Statements for financial year ended 31 December 2015

The Audited Financial Statements in Agenda 1 is meant for discussion only as it does not require shareholders' approval under the provisions of Section 169(1) and (3) of the Companies Act, 1965. Hence, it will not be put for voting.

2. Resolution 5 and Resolution 6 : Proposed Re-appointment of Directors pursuant to Section 129 of the Companies Act 1965

The re-appointment of Tan Sri Dato' Seri Mohamed Jawhar and Dato' Gumuri bin Hussain, persons over the age of 70 years as Directors of the Company to hold office until the conclusion of the next annual general meeting of the Company shall take effect if the proposed Resolution 5 and Resolution 6 have been passed by a majority of not less than three-fourths (3/4) of such members as being entitled to vote in person, or where proxies are allowed, by proxy, at the 15th AGM.

3. Resolution 9 : Proposed Retention of Independent Non-Executive Director

The Malaysian Code on Corporate Governance 2012 prescribes that approval of shareholders be sought in the event that the Company intends to retain as an Independent Director, a person who has served in that capacity for more than 9 years.

The Nomination & Remuneration Committee and Board of Directors have assessed the independence of Tan Sri Dato' Seri Mohamed Jawhar and recommended him to be retained as Independent Non-Executive Director of the Company based on the following justifications:-

i. He fulfills the criteria under the definition of Independent Director as defined in the Main Market Listing Requirements of Bursa Malaysia Securities Berhad;
ii. He is familiar with the Group's business operations which enables him to participate actively and contribute positively during deliberations or discussions at Board and Board Committee Meetings;
iii. He has devoted sufficient time and attention to his professional obligations and attended the Board and Board Committee Meetings for an informed and balanced decision-making; and
iv. He has exercised due care during his tenure as Independent Non-Executive Director of the Company and carried out his professional duties in the best interest of the Company without being subject to the influence of the Management.

4. Resolution 10 : Proposed Renewal of Share Buy-Back Authority

Please refer to the Statement to Shareholders dated 30 March 2016 for further information.

STATEMENT ACCOMPANYING NOTICE OF ANNUAL GENERAL MEETING

Directors who are standing for re-election and re-appointment at the Fifteenth (15th) Annual General Meeting of Media Prima Berhad are:-

(i) Lydia Anne Abraham **(Resolution 2)**

(ii) Raja Datuk Zaharaton binti Raja Zainal Abidin **(Resolution 3)**

(iii) Datuk Mohd Nasir bin Ahmad **(Resolution 4)**

(iv) Tan Sri Dato' Seri Mohamed Jawhar **(Resolution 5)**

(v) Dato' Gumuri bin Hussain **(Resolution 6)**

The details of the above Directors who are seeking re-election and re-appointment are set out in the "Board of Directors Profiles" which appear from pages 76 to 80 of the Annual Report.

Dato' Abdul Kadir bin Mohd Deen who is due to retire at the 15th Annual General Meeting, has opted not to offer himself for re-election. Hence, he will retain office until the close of the 15th Annual General Meeting.

The details of Directors' securities holdings in the Company are set out in the "Statement of Directors' Interests" which appear on page 163 of the Annual Report.

FINANCIAL CALENDAR

ANNOUNCEMENT OF CONSOLIDATED RESULTS

14 May
2015

Announcement of the unaudited consolidated results for the 1st quarter ended 31 March 2015.

13 August
2015

Announcement of the unaudited consolidated results for the 2nd quarter ended 30 June 2015.

19 November
2015

Announcement of the unaudited consolidated results for the 3rd quarter ended 30 September 2015.

26 February
2016

Announcement of the unaudited consolidated results for the 4th quarter and financial year ended 31 December 2015.

DIVIDENDS

1st Interim Single-Tier
Dividend of 3.0 sen

Notice : 13 August 2015
Entitlement : 11 September 2015
Payment : 30 September 2015

2nd Interim Single-Tier
Dividend of 2.0 sen

Notice : 19 November 2015
Entitlement : 10 December 2015
Payment : 30 December 2015

ANNUAL GENERAL MEETING

30 March
2016

Notice of Annual General Meeting

21 April
2016

15th Annual General Meeting

ADVERTISEMENT

(Company No: 532975 A)

PROXY FORM

CDS Account No	
Number of Ordinary Share(s) held	

I/We .....

(FULL NAME OF SHAREHOLDER AS PER NRIC / CERTIFICATE OF INCORPORATION IN CAPITAL LETTERS)

NRIC No. / Company No. ..... of .....

.....

(FULL ADDRESS)

being a member of MEDIA PRIMA BERHAD hereby appoint :

First Proxy

Full Name of Proxy in capital letters		**Proportion of shareholdings**	
		Number of shares	**Percentage (%)**
NRIC Number			

and/or failing him/her,

Second Proxy

Full Name of Proxy in capital letters		**Proportion of shareholdings**	
		Number of shares	**Percentage (%)**
NRIC Number			

or failing him/her the Chairman of the Meeting as my/our proxy to attend and vote for me/us on my/our behalf at the Fifteenth (15th) Annual General Meeting of the Company to be held at Topaz Ballroom (Level G), One World Hotel, First Avenue, Bandar Utama City Centre, 47800 Petaling Jaya, Selangor, Malaysia on Thursday, 21 April 2016 at 10.00 a.m. and at any adjournment thereof, on the following resolutions referred to in the Notice of 15th AGM. My/our proxy is to vote as indicated below:-

RESOLUTION NO	RESOLUTIONS	FOR	AGAINST
Resolution 1	To approve the payment of a final single-tier dividend of 5.0 sen per ordinary share for the financial year ended 31 December 2015.		
Resolution 2	To re-elect Lydia Anne Abraham pursuant to Article 100.		
Resolution 3	To re-elect Raja Datuk Zaharaton binti Raja Zainal Abidin pursuant to Article 105.		
Resolution 4	To re-elect Datuk Mohd Nasir bin Ahmad pursuant to Article 105.		
Resolution 5	To re-appoint Tan Sri Dato' Seri Mohamed Jawhar pursuant to Section 129 of the Companies Act 1965.		
Resolution 6	To re-appoint Dato' Gumuri bin Hussain pursuant to Section 129 of the Companies Act 1965.		
Resolution 7	To approve the payment of Directors' fees of RM456,589.00 for the financial year ended 31 December 2015.		
Resolution 8	To re-appoint Messrs PricewaterhouseCoopers as Auditors of the Company and to authorise the Directors to determine their remuneration.		
Resolution 9	To redesignate and retain Tan Sri Dato' Seri Mohamed Jawhar as Independent Non-Executive Director		
Resolution 10	To approve the proposed Renewal of Share Buy-Back Authority		

Please indicate with an "X" in the appropriate space how you wish your vote to be cast. If you do not indicate how you wish your proxy to vote on any resolution, the proxy shall vote as he thinks fit, or at his discretion, abstain from voting.

Dated this _____ day of _____ 2016

_____

Signature of Member/Common Seal

Notes:

1. Only members whose names appear in the Record of Depositors on 14 April 2016 ("General Meeting Record of Depositors") shall be eligible to attend in person or appoint proxies to attend and/or vote on their behalf at the AGM.
2. A member of the Company who is entitled to attend and vote at this meeting is entitled to appoint not more than two (2) proxies to attend and vote in his stead. A proxy may but need not be a member of the Company. There shall be no restriction as to the qualification of a proxy and the provisions of Section 149(1)(b) of the Companies Act, 1965 shall not apply to the Company.
3. Where a member appoints two (2) proxies, the appointment shall be invalid unless the proportion of the shareholdings to be represented by each proxy is specified.
4. Where a member of the company is an exempt authorized nominee which holds ordinary shares in the Company for multiple beneficial owners in one securities account ("omnibus account"), there is no limit to the number of proxies which the exempt authorized nominee may appoint in respect of each omnibus account it holds.
5. The instrument appointing a proxy shall be in writing under the hand of the appointer or of his attorney duly appointed under a power of attorney. In the case of a corporation, it shall be executed under its Common Seal or signed by its attorney duly authorised in writing or by an officer on behalf of the corporation.
6. Duly completed Proxy Form must be deposited at Symphony Share Registrars Sdn Bhd, Level 6, Symphony House, Pusat Dagangan Dana 1, Jalan PJU 1A/46, 47301 Petaling Jaya, Selangor, Malaysia not less than 48 hours before the time set for holding the meeting or any adjournment thereof.

STAMP

MEDIA PRIMA BERHAD

C/O REGISTRAR
SYMPHONY SHARE REGISTRARS SDN BHD

Level 6, Symphony House
Pusat Dagangan Dana 1
Jalan PJU 1A/46
47301 Petaling Jaya
Selangor, Malaysia

GROUP DIRECTORY

MEDIA PRIMA BERHAD
Balai Berita, Anjung Riong
31, Jalan Riong, Bangsar
59100 Kuala Lumpur
Tel : 1 300 300 672
Fax : +603 - 2283 0353
Email : communications@mediaprima.com.my
Website : www.mediaprima.com.my

CH-9 MEDIA SDN BHD
Sri Pentas, 4th Floor, North Wing
No.3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : +603 - 7952 7999
Fax : +603 - 7952 7819 / 7809
Website : http://www.tv9.com.my

SISTEM TELEVISYEN MALAYSIA BERHAD
Sri Pentas, No 3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan (Mailbox 11124, 50736 KL)
Tel : +603 - 7726 6333
Fax : +603 - 7726 1333
Email : enquiries@tv3.com.my
Website : http://www.tv3.com.my

METROPOLITAN TV SDN BHD
Sri Pentas, 3rd Floor, South Wing
No 3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : +603 - 7728 8282
Fax : +603 - 7726 8282
Website : http://www.8tv.com.my

NATSEVEN TV SDN BHD
Sri Pentas, No.3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : +603 - 7726 8777
Fax : +603 - 7728 0219
Email : feedback@ntv7.com.my
Website : http://www.ntv7.com.my

BIG TREE OUTDOOR SDN BHD
2nd Floor, Balai Berita, Anjung Riong
31, Jalan Riong, Bangsar
59100 Kuala Lumpur
Tel : +603 - 7729 3889
Fax : +603 - 7729 3999
: +603 - 2282 1639
Website : http://www.bigtreeoutdoor.com

THE NEW STRAITS TIMES PRESS (M) BERHAD
Balai Berita, 31 Jalan Riong, Bangsar
59100 Kuala Lumpur
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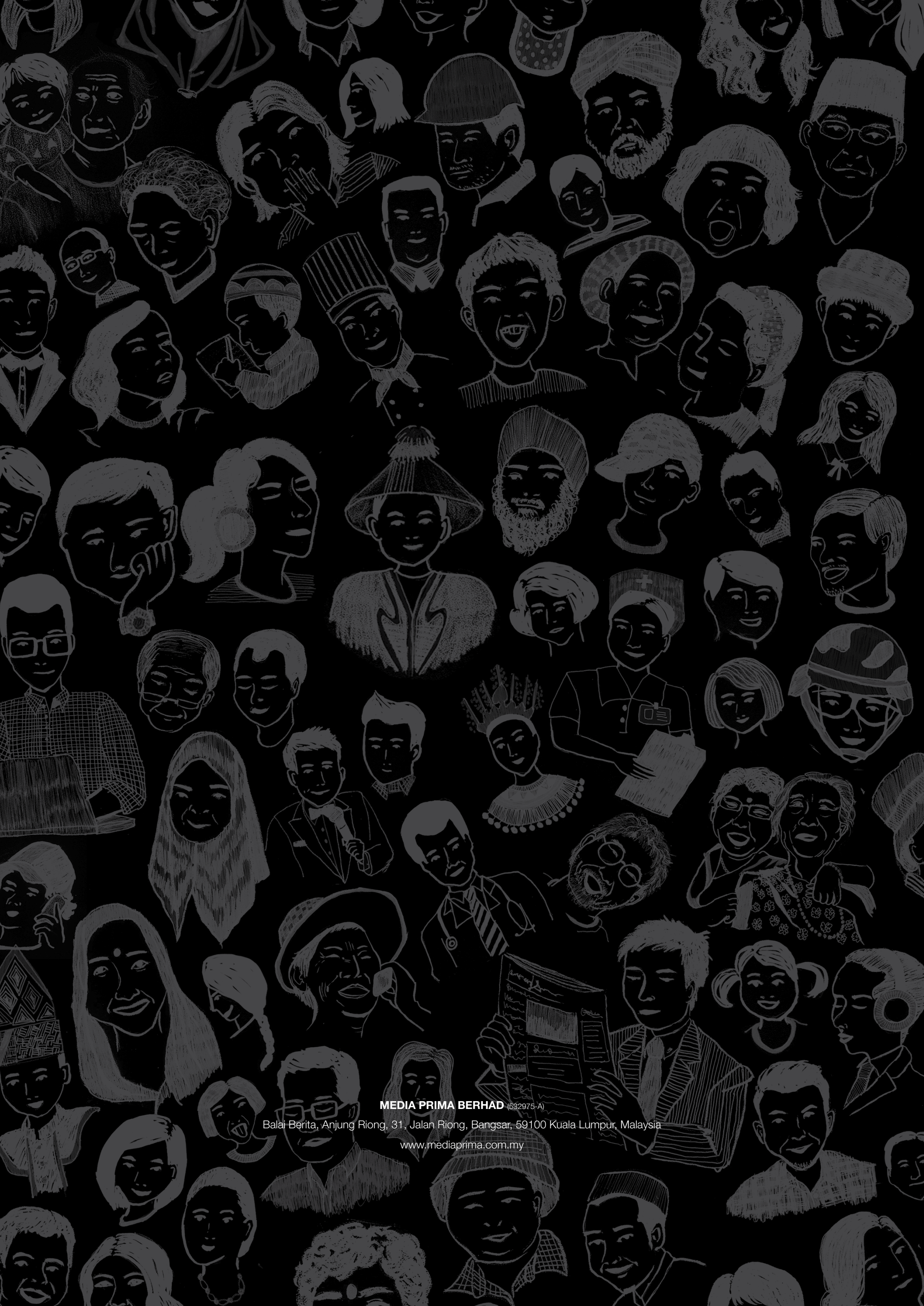
: +603 - 2056 9499 (International)
Classified : 1 300 808 123
Fax : +603 2056 7187
Email : NSTPCorpComm@mediaprima.com.my
Website : http://www.nstp.com.my

SYNCHROSOUND STUDIO / MAX - AIRPLAY / ONE FM
Sri Pentas, 4th Floor, North Wing
No.3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : +603 - 7710 5022
Fax : +603 - 7710 7098
Website : http://www.hotfm.com.my
: http://www.flyfm.com.my
: http://www.onefm.com.my
: http://www.koolfm.com.my

PRIMEWORKS STUDIOS SDN BHD
Sri Pentas, 1st Floor, North Wing
No.3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : +603 - 7726 6333
Fax : +603 - 7710 1333
Website : http://www.primeworks.com.my

MEDIA PRIMA DIGITAL
1st Floor, Balai Berita, Anjung Riong
31, Jalan Riong, Bangsar
59100 Kuala Lumpur
Tel : 1 300 22 6787
Fax : +603 - 2282 0615
Website : http://www.mediaprimadigital.com.my

MEDIA PRIMA DIGITAL at SRI PENTAS
Sri Pentas, 3rd Floor, North Wing
No.3, Persiaran Bandar Utama
Bandar Utama, 47800 Petaling
Selangor Darul Ehsan
Tel : +603 - 7726 6333
Fax : +603 - 7710 3816



MEDIA PRIMA BERHAD (532975-A)

Balai Berita, Anjung Riong, 31, Jalan Riong, Bangsar, 59100 Kuala Lumpur, Malaysia

www.mediaprima.com.my