

ADMINISTRATIVE GUIDE

49TH ANNUAL GENERAL MEETING OF STAR MEDIA GROUP BERHAD

MODE OF MEETING

1. In view of the COVID-19 outbreak which may continue to pose a threat to the health and safety of the shareholders even after the expiry of the Movement Control Order imposed by the Government of Malaysia and in line with the revised Guidance Notes on the Conduct of General Meetings for Listed Issuers issued by the Securities Commission Malaysia (“SC Guidance Notes”), the Forty-Ninth (49th) Annual General Meeting (“AGM”) of Star Media Group Berhad (“the Company”) will be conducted as a **fully virtual meeting** through live streaming and online remote voting.

The date, time and Broadcast Venue of the 49th AGM of the Company are as follows:

Date : **Monday, 24 May 2021**

Time : **10.00 a.m.**

Broadcast Venue : **Cyberhub, Level 2, Menara Star, 15, Jalan 16/11, 46350 Petaling Jaya, Selangor Darul Ehsan, Malaysia**

2. The Broadcast Venue is strictly for the purpose of complying with Section 327(2) of the Companies Act 2016 and Clause 69 of the Company’s Constitution which require the Chairman of the meeting to be present at the main venue of the meeting. **Please note that shareholders/proxies are not allowed to attend the 49th AGM in person at the Broadcast Venue on the day of the meeting.**
3. Due to the constant evolving COVID-19 situation in Malaysia, we may be required to change the arrangement of our 49th AGM at short notice. Kindly check the Company’s website or announcement(s) for the latest updates on the status of the 49th AGM of the Company. The Company will continue to observe the guidelines issued by the Ministry of Health and will take the relevant precautionary measures as advised.

ENTITLEMENT TO PARTICIPATE AND VOTE

1. Only members whose names appear on the Record of Depositors on **17 May 2021** shall be eligible to participate and vote at the 49th AGM or appoint a proxy(ies) to participate and vote on his/her behalf at this AGM.

REMOTE PARTICIPATION AND VOTING

1. Shareholders who wish to participate at the 49th AGM may do so using the Remote Participation and Voting (“RPV”) facilities to be provided by the appointed Share Registrar, Tricor Investor & Issuing House Services Sdn Bhd (“Tricor”). To participate, shareholders are required to register via Tricor’s TIIH Online website at <https://tiih.online> prior to the meeting. For more details, please refer to the “Procedures for RPV” as set out in **Appendix I**.

APPOINTMENT OF PROXY

1. If a shareholder is unable to participate at the 49th AGM, he/she may appoint his/her proxy(ies) to participate and vote on his/her behalf and indicate the voting instruction in the Proxy Form. Alternatively, the shareholder may also appoint the Chairman of the meeting as his/her proxy and indicate the voting instruction in the Proxy Form. The Proxy Form is available on the Company's website at <https://www.starmediagroup.my/investors-relations/annual-general-meeting/>
2. A shareholder who has appointed a proxy(ies) or attorney(s) or authorised representative(s) to participate and vote at the 49th AGM must request his/her proxy(ies) or attorney or authorised representative to register himself/herself for RPV at TIIH Online website at <https://tiih.online>. Please refer to the "Procedures for RPV" as set out in **Appendix I**.
3. The appointment of proxy(ies) may be made via hard copy or by electronic means. To be valid, the Proxy Form duly completed must be received by the Company via its Share Registrar, Tricor not less than forty-eight (48) hours before the time set for the 49th AGM or **no later than Saturday, 22 May 2021 at 10.00 a.m.**
 - (a) In hard copy

The Proxy Form shall be deposited at the Share Registrar's office at Unit 32-01, Level 32, Tower A, Vertical Business Suite, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia or its Customer Service Centre at Unit G-3, Ground Floor, Vertical Podium, Avenue 3, Bangsar South, No. 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia.
 - (b) By electronic means

The Proxy Form can be electronically lodged via Tricor's TIIH Online website at <https://tiih.online>. Please refer to **Appendix II** for "Procedures for Electronic Lodgement of Proxy Form".
4. If a shareholder wishes to personally participate in the 49th AGM, please do not submit any Proxy Form. The shareholder will not be allowed to participate in the 49th AGM together with a proxy appointed by the shareholder.
5. If a shareholder has submitted a Proxy Form appointing his/her proxy, the proxy appointment can be revoked should the shareholder decide to personally participate at the 49th AGM of the Company via RPV. Please contact the persons stated under "ENQUIRY" section below **not later than Saturday, 22 May 2021 at 10.00 a.m.** to request for revocation. However, if a shareholder who has registered to participate via RPV for the 49th AGM subsequently wishes to appoint his/her proxy to participate on his/her behalf, please contact the persons stated under "ENQUIRY" section below and deposit the Proxy Form **not later than Saturday, 22 May 2021 at 10.00 a.m.**

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POLL VOTING

1. The voting at the AGM will be conducted by poll in accordance with Paragraph 8.29A of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad. For this purpose, the Company has appointed Tricor as poll administrator to conduct the poll voting electronically and Coopers Professional Scrutineers Sdn Bhd as the scrutineers to verify the poll results.
2. Shareholders and proxies can proceed to vote on the resolutions at any time from the commencement of the meeting at 10.00 a.m. but before the end of the voting session which will be announced by the Chairman of the meeting. Please refer to “Procedures for RPV” in **Appendix I** for guidance on how to vote remotely via TIIH Online.
3. Upon completion of the voting session for the 49th AGM, the scrutineers will verify and announce the poll results followed by the Chairman’s declaration whether the resolutions are duly passed.

SUBMISSION OF QUESTIONS PRIOR TO AND DURING THE AGM

1. Shareholders of the Company may submit questions relating to the resolutions to be tabled for approval at the AGM or the Company’s businesses and operations. The Company will endeavour to address questions that are substantial and relevant during the meeting. If there is time constraint, the responses from the Company will be emailed to the shareholder at the earliest possible, after the meeting. The responses in respect of clarifications sought, or questions on substantial and relevant matters will also be included in the minutes of the AGM to be published by the Company on its corporate website.
2. Shareholders may submit their questions prior to the 49th AGM of the Company **no later than Monday, 17 May 2021 at 10.00 a.m.** through any of the following means:
 - (a) via the Tricor’s TIIH Online website at <https://tiih.online>. To do so, select “e-Services” to login, pose questions and submit electronically; or
 - (b) by email to investor-relations@thestar.com.my or cosec@thestar.com.my.
3. Shareholders may also use the Query Box facility to transmit questions to the Board of Directors via the RPV facilities during live streaming of the 49th AGM.

NO RECORDING OR PHOTOGRAPHY

1. STRICTLY NO recording or photography of the 49th AGM proceedings is allowed.

NO DISTRIBUTION OF DOOR GIFT OR FOOD VOUCHER

1. There will be **NO** distribution of door gift/food voucher to shareholders/proxies who participate in the 49th AGM of the Company.

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REQUEST FOR PRINTED COPY OF THE ANNUAL REPORT 2020

1. The Annual Report 2020 is available on the Company's website at <https://www.starmediagroup.my/investors-relations/annual-general-meeting/> and Bursa Malaysia's website at www.bursamalaysia.com under "**Company Announcements**".
2. A member of the Company may request for a printed copy of the Annual Report 2020 at <https://tiih.online> by selecting "**Request for Annual Report**" under the "**Investor Services**". Alternatively, a member may also make the request through telephone or email to the following persons from the Share Registrar. The Share Registrar will send it to the member by ordinary post as soon as reasonably practicable after the receipt of the request. However, please consider the environment before requesting for the printed copy of the Annual Report.

ENQUIRY

If you have any enquiries, please contact the following persons from our Share Registrar, Tricor on Mondays to Fridays from 9.00 a.m. to 5.30 p.m. (except on public holidays):

Telephone number :	General line	+603 2783 9299 (is.enquiry@my.tricorglobal.com)
and email	Ms. Lim Lay Kiow	+603 2783 9232 (lay.kiow.lim@my.tricorglobal.com)
	Ms. Siti Zalina Osmin	+603 2783 9247 (siti.zalina@my.tricorglobal.com)

PROCEDURES FOR REMOTE PARTICIPATION AND VOTING (RPV)

Please read and follow the procedures and actions reflected below to engage in remote participation through live streaming and online remote voting at the 49th AGM of the Company using the RPV facilities.

	Procedure	Action
BEFORE THE DAY OF THE AGM		
a)	Register as a user with TIIH Online	<ul style="list-style-type: none"> ▪ Access the website at https://tiih.online. Register as a user under the “e-Services” and select “Create Account by Individual Holder”. Refer to the tutorial guide posted on the homepage for assistance. ▪ Registration as a user will be approved within one (1) working day and you will be notified via e-mail. ▪ If you are already a user with TIIH Online, you are not required to register again. You will receive an e-mail to notify you that the remote participation is available for registration at TIIH Online.
b)	Submit your request to attend the 49 th AGM remotely	<ul style="list-style-type: none"> ▪ Registration is open from Monday, 26 April 2021 until the day of 49th AGM on Monday, 24 May 2021. Shareholder(s) or proxy(ies) or corporate representative(s) or attorney(s) are required to pre-register their attendance for the 49th AGM to ascertain their eligibility to participate the meeting using the RPV. ▪ Login with your user ID and password and select the corporate event: “(REGISTRATION) STAR 49TH AGM”. ▪ Read and agree to the Terms and Conditions and confirm the Declaration. ▪ Select “Register for Remote Participation and Voting”. ▪ Review your registration and proceed to register. ▪ System will send an e-mail to notify that your registration for remote participation is received and will be verified. ▪ After verification of your registration against the General Meeting Record of Depositors as at 17 May 2021, the system will send you an e-mail to approve your registration for remote participation. In the event your registration is not approved, you will also be notified via email. <p><i>Notes: Please allow sufficient time required for approval of new user of TIIH Online and registration for the RPV.</i></p>

PROCEDURES FOR REMOTE PARTICIPATION AND VOTING (RPV) (cont'd)

	Procedure	Action
ON THE DAY OF THE AGM (24 MAY 2021)		
c)	Login to TIIH Online	<ul style="list-style-type: none"> ▪ Login with your user ID and password for remote participation at the 49th AGM at any time from 9.00 a.m. i.e. one (1) hour before the commencement of meeting at 10.00 a.m. on Monday, 24 May 2021.
d)	Participate through live streaming	<ul style="list-style-type: none"> ▪ Select the corporate event: (LIVE STREAMING MEETING) STAR 49TH AGM” to engage in the proceedings of the 49th AGM remotely. ▪ If you have any question for the Board/Management, you may use the Query Box to transmit your question. The Board/Management will endeavour to respond to relevant questions submitted by remote participants. If there is time constraint, the responses will be emailed to you at the earliest possible, after the meeting.
e)	Online remote voting	<ul style="list-style-type: none"> ▪ Voting session commences from 10.00 a.m. Monday, 24 May 2021 until a time when the Chairman announces the completion of the voting session. ▪ Select the corporate event: (REMOTE VOTING) STAR 49TH AGM or if you are on the live stream meeting page, you can select “GO TO REMOTE VOTING PAGE” button below the Query Box. ▪ Read and agree to the Terms and Conditions and confirm the Declaration. ▪ Select the CDS account that represents your shareholdings. ▪ Indicate your votes for the resolutions that are tabled for voting. ▪ Confirm and submit your votes.
f)	End of remote participation	Upon the announcement by the Chairman of the meeting on the conclusion of the 49 th AGM, the live streaming will end.

Notes to users of the RPV facilities:

- i) Should your registration for RPV be approved, we will make available to you the rights to join the live stream meeting and to vote remotely. Your login to TIIH Online on the day of meeting will indicate your presence at the virtual meeting.
- ii) The quality of your connection to the live broadcast is dependent on the bandwidth and stability of the internet at your location and the device you use.
- iii) In the event you encounter any issues with logging-in, connection to the live stream meeting or online voting, kindly contact **Tricor Help Line** at 011-4080 5616/ 011-4080 3168/ 011-4080 3169/ 011-4080 3170 or e-mail to tiih.online@my.tricorglobal.com for assistance.

PROCEDURES FOR ELECTRONIC LODGEMENT OF PROXY FORM

Procedure	Action
Steps for individual shareholders	
Register as a user with TIIH Online	<ul style="list-style-type: none"> ▪ Access the website at https://tiih.online. Register as a user under the “e-Services”. Please refer to the tutorial guide posted on the homepage for assistance. ▪ If you are already a user with TIIH Online, you are not required to register again.
Proceed with submission of Proxy Form	<ul style="list-style-type: none"> ▪ After the release of the Notice of Meeting by the Company, login with your username (i.e. email address) and password. ▪ Select the corporate event: STAR 49th AGM - “Submission of Proxy Form”. ▪ Read and agree to the Terms and Conditions and confirm the Declaration. ▪ Insert your CDS account number and indicate the number of shares for your proxy(s) to vote on your behalf. ▪ Indicate your voting instructions – FOR or AGAINST, otherwise your proxy will decide on your votes. ▪ Review and confirm your proxy(s) appointment. ▪ Print the Proxy Form for your record.
Steps for corporation or institutional shareholders	
Register as a user with TIIH Online	<ul style="list-style-type: none"> ▪ Access TIIH Online at https://tiih.online. ▪ Under e-Services, the authorised or nominated representative of the corporation or institutional shareholder selects “Create Account by Representative of Corporate Holder”. ▪ Complete the registration form and upload the required documents. ▪ Registration will be verified, and you will be notified by email within one (1) to two (2) working days. ▪ Proceed to activate your account with the temporary password given in the email and re-set your own password. <p><i>Note: The representative of a corporation or institutional shareholder must register as a user in accordance with the above steps before he/she can subscribe to this corporate holder electronic proxy submission.</i></p> <p><i>Please contact our Share Registrar if you need clarifications on the user registration.</i></p>

PROCEDURES FOR ELECTRONIC LODGEMENT OF PROXY FORM (cont'd)

Procedure	Action
Steps for corporation or institutional shareholders	
Proceed with submission of Proxy Form	<ul style="list-style-type: none"> ▪ Login to TIIH Online at https://tiih.online. ▪ Select the corporate event name: “STAR 49th AGM - “Submission of Proxy Form”. ▪ Agree to the Terms and Conditions and Declaration. ▪ Proceed to download the file format for “Submission of Proxy Form” in accordance with the Guidance Note set therein. ▪ Prepare the file for the appointment of proxies by inserting the required data. ▪ Submit the proxy appointment file. ▪ Login to TIIH Online, select corporate event name: “STAR 49th AGM - “Submission of Proxy Form”. ▪ Proceed to upload the duly completed proxy appointment file. ▪ Select “Submit” to complete your submission. ▪ Print the confirmation report of your submission for your record.