



3Q17 Results

Analyst Briefing
30 November 2017

THE STAR MEDIA GROUP

Read. Listen. Watch. Think. Be Inspired

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Agenda

1

**Quarter 3
2017
Highlights**

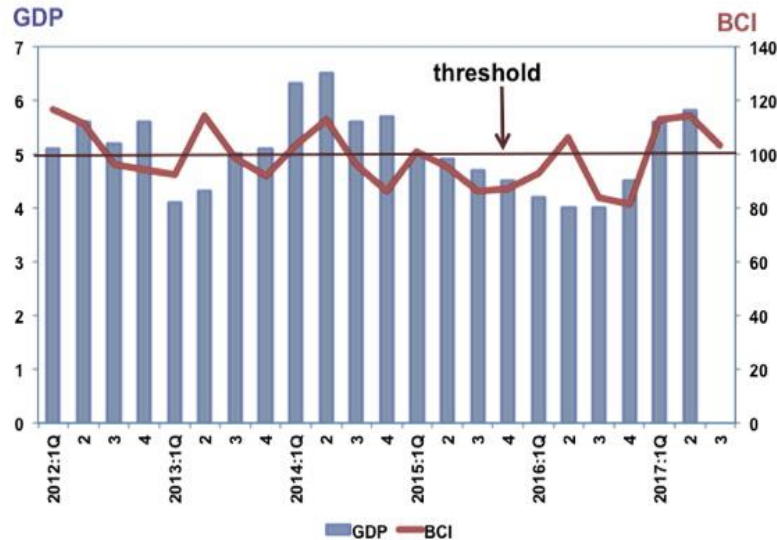
2

**Quarter 3
2017 Group
Financials**

3

**Business
Segments
financials**

Macroeconomic indices



Source: MIER

- BCI stands at 103.1 points, down from the previous quarter's reading of 114.1
- Macroeconomic numbers remained lacklustre



- CSI retreats to 77.1 in 3Q17 from 80.7 in 2Q17
- Lower household income
- Rising inflation levels

Key takeaways 3Q17

1.

- Good 3Q vs 2Q 2017

2.

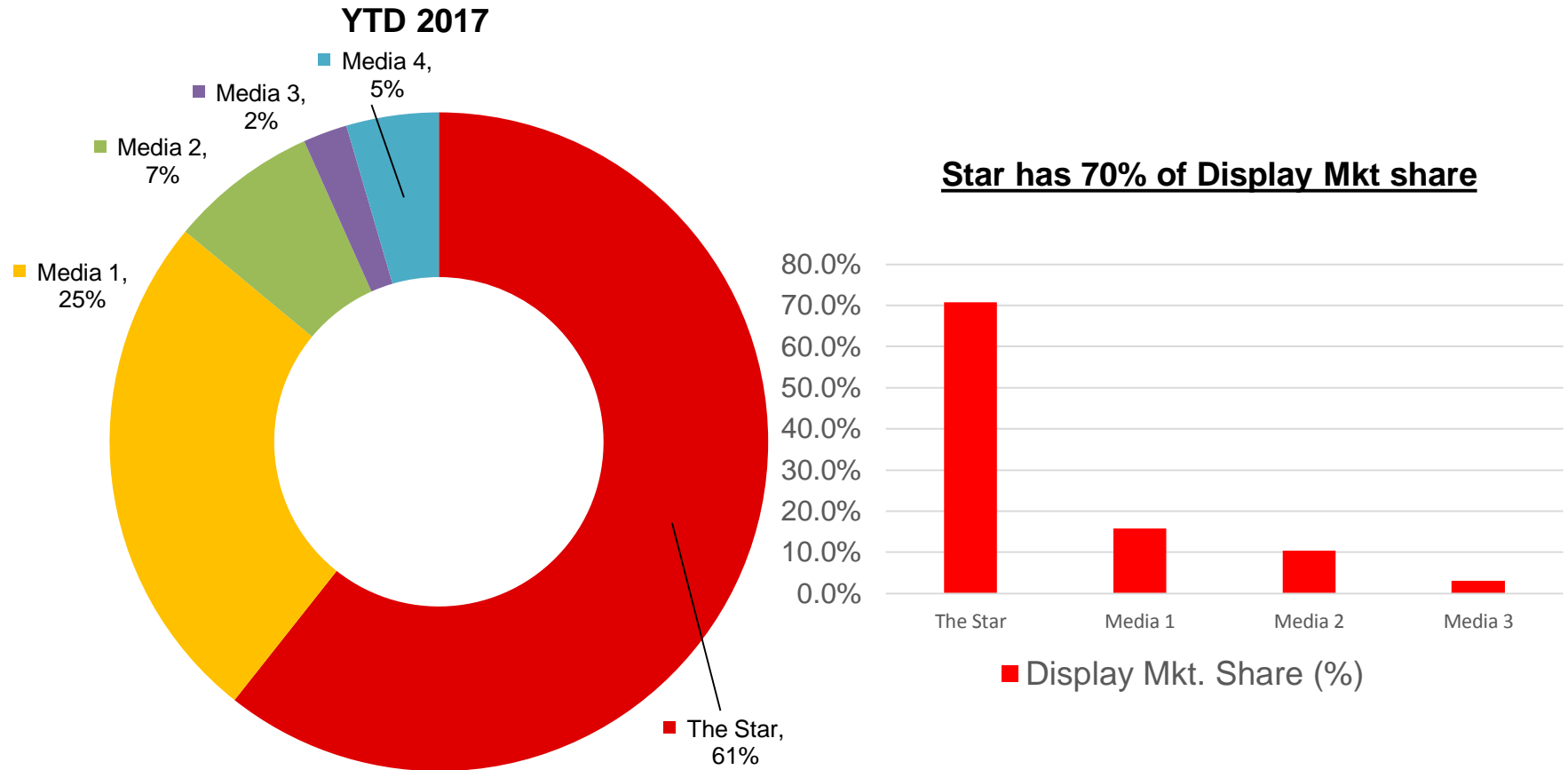
- Slight recovery in print revenue and further opex savings

3.

- Impact from cost savings from disposal of 2 stations and further opex savings

YTD Sept '17; English paper adex

Total English newspapers Adex, Peninsular Malaysia YTD Sept (%)



Source: Nielsen AIS.

Despite a tough market, The Star still leads

3Q17 highlights

Gold tribute to Malaysia's champions



3Q17 highlights

Raise the flag campaign



By AMANDA YEAP
amandayeap@thestar.com.my

IPOR: Year Three pupil Ho Rui Sheng thinks many people forget about the number of states that Malaysia has.

To remind them, the nine-year-old decorated his T-shirt template with all the 13 state flags and wrote "Malaysia is my country" in big, colourful letters.

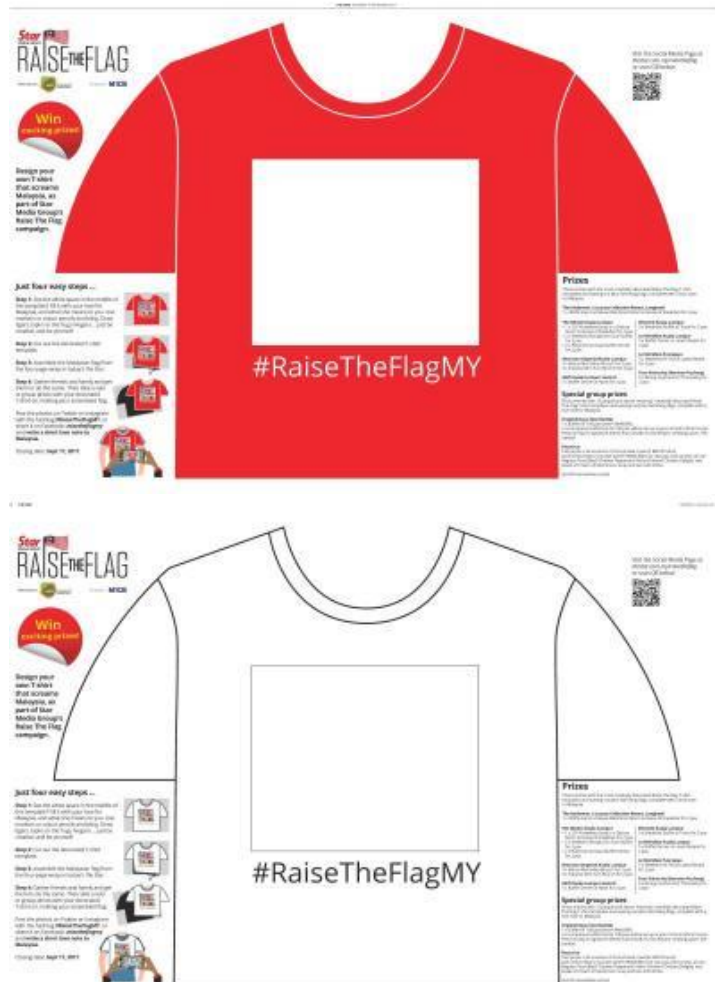


designs from each year.

Wong added that the school chose to support the Raise The Flag initiative because they wanted to inculcate the spirit of patriotism among their pupils.

Under the campaign, which runs until Malaysia Day on Sept 16 and is meant to strengthen national pride, special four-page spreads wrapping the newspaper will enable readers to cut out and assemble their own flag.

3Q17 highlights



3Q17 highlights

#RideForMalaysia 2017



#AnakAnakMalaysia
Walk



3Q17 highlights

40th edition of Penang Starwalk 2017 in the Malaysia Book of Records



Thirty walkers making a beeline for refreshing 100% Active isotonic drinks at the F&N Beverages booth.



Walkers collecting John's biscuits at the Perfect Food Market/Acting booth.



The Federal Duty Free Shop booth getting good response from walkers at the event.



Star Media Group chief executive officer and managing director Ouh Seng Chai (left) and regional operations general manager Ibrahim Simons (right) with the main sponsors at Penang Starwalk 2017.

Jubilant 40th year with fun walkers

Penang Starwalk a big hit with over 20,000 people taking to the streets

Penang The weather was just what we needed for the 40th anniversary of the Penang Starwalk. It was certainly a Sunday morning to enjoy the more than 20,000 people as they took to the streets to celebrate Penang Starwalk 40th Anniversary.

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An aerial view showing a large crowd passing through the Gurney Drive roundabout during the walk.



YTL Communications vice president (left) and chief executive officer (right) of YTL Communications, YTL Communications vice president (left) and chief executive officer (right) of YTL Communications, YTL Communications vice president (left) and chief executive officer (right) of YTL Communications.



Sponsors glad to be part of iconic event

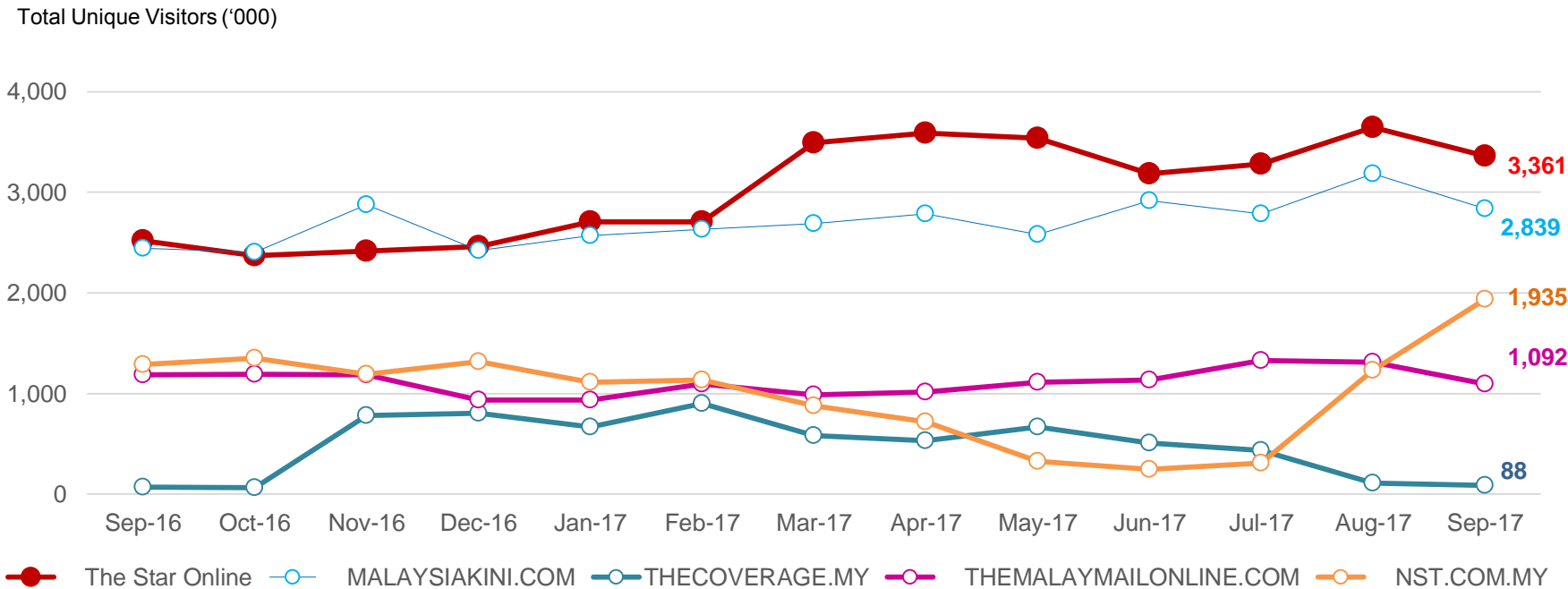
A GLASSON was the star of the show among the many sponsors at the 40th Penang Starwalk at Gurney Drive, Penang. It was a Corporate Group chief executive officer (CEO) of the Penang Starwalk 40th Anniversary.

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TSOL, Sep '16 – Sep' 17

English News Portals Performance Sep'16 - Sep'17 (Combined PC & Mobile)



The Star Online UV ('000)

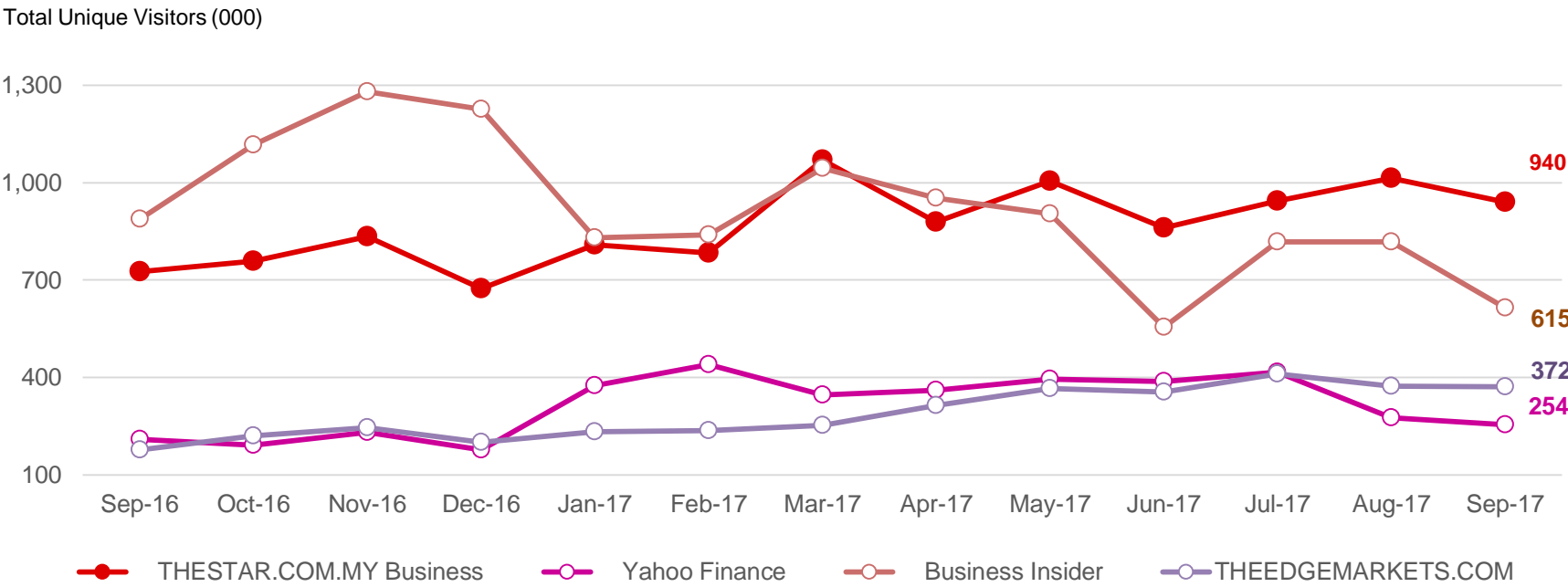
Sep'16	Oct'16	Nov'16	Dec'16	Jan'17	Feb'17	Mar'17	Apr'17	May'17	Jun'17	Jul'17	Aug'17	Sep'17
2,518	2,368	2,417	2,460	2,708	2,707	3,490	3,588	3,538	3,187	3,279	3,644	3,361

• The Star Online remains as top local English news portal for Sept 2017

Source: comScore Media Metrix / Mobile Metrix

Star Biz, Sep '16 – Sep '17

The Star Online Business versus Competitors; Sep'16- Sep'17 (Combined PC & Mobile)

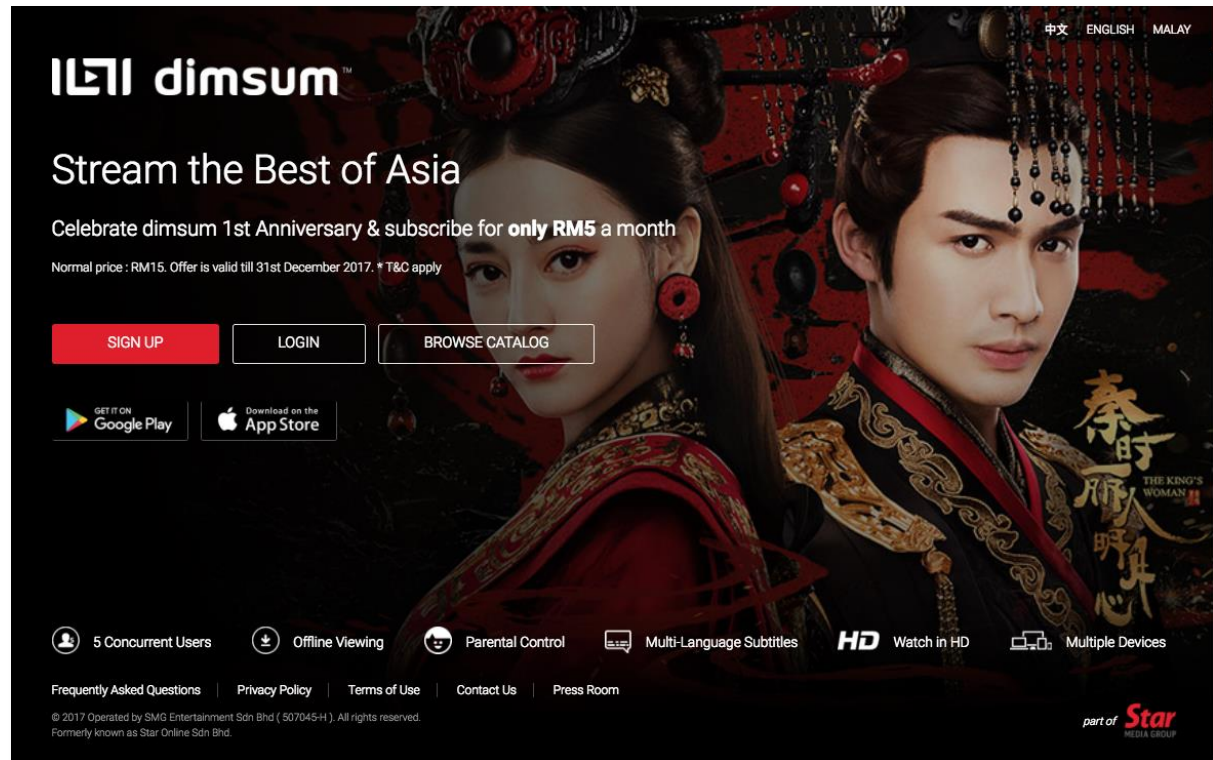


thestar.com.my business UV ('000)

Sep'16	Oct'16	Nov'16	Dec'16	Jan'17	Feb'17	Mar'17	Apr'17	May'17	Jun'17	Jul'17	Aug'17	Sep'17
726	758	834	673	809	783	1,069	879	1,005	860	944	1,013	940

Source: comScore Media Metrix / Mobile Metrix

dimsum



- **5X** subscriber growth q-o-q, past 6 months
- **285% Growth** On Video Views, q-o-q past 6 months
- **> 200k** Apps Downloaded

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📅 24th Sept 2017
🕒 7:00am
📍 Eco Majestic, Semenyih

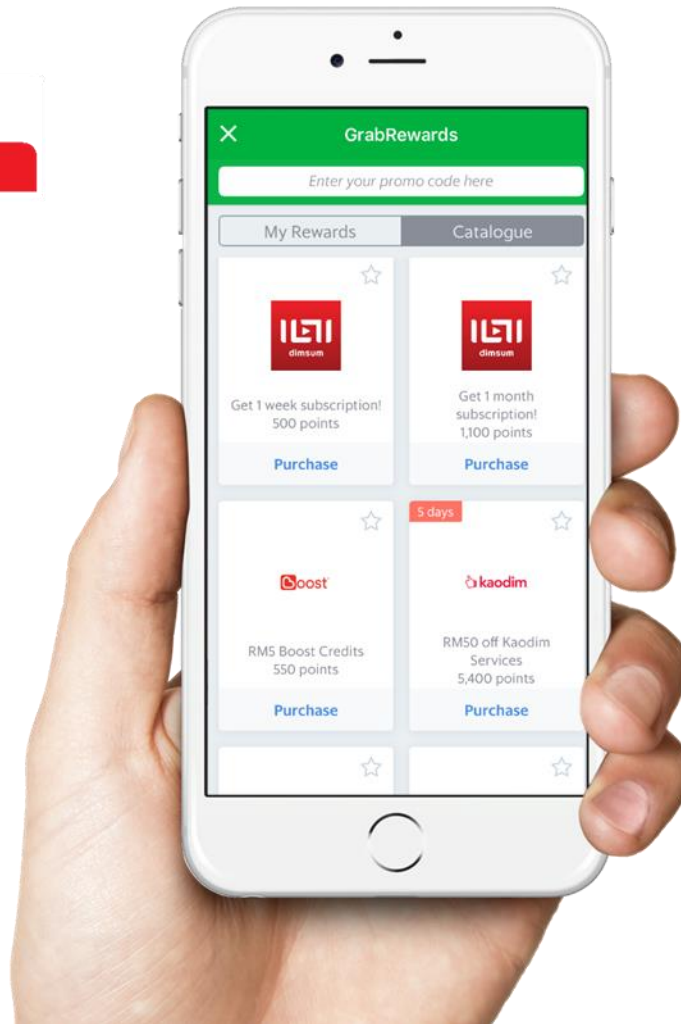
Daftar Sekarang
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PROGRAMME**



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Payment Integration & promotions with major telcos

A promotional banner for celcom dimsum. On the left, it says 'be more walla!' with a photo of a man and woman. Below that is the dimsum logo. On the right, a dark circular callout contains the celcom logo and text: 'A warm welcome to our celcom users', 'You can now subscribe your dimsum monthly subscription with celcom auto billing for only RM15/month. Cancel anytime', and an 'OK' button.

celcom

be more **walla!**
MORE ENTERTAINMENT. MORE POWER TO YOU.
THAT'S WHAT WALLA IS ABOUT.

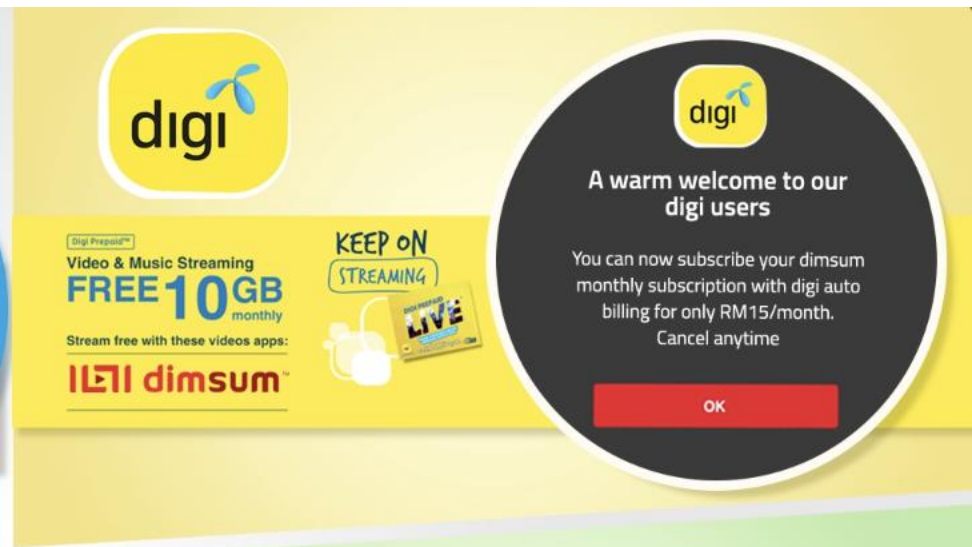
dimsum

celcom

A warm welcome to our celcom users

You can now subscribe your dimsum monthly subscription with celcom auto billing for only RM15/month. Cancel anytime

OK

A promotional banner for digi dimsum. On the left, it says 'Video & Music Streaming FREE 10GB monthly' and 'Stream free with these videos apps:'. Below that is the dimsum logo. On the right, a dark circular callout contains the digi logo and text: 'A warm welcome to our digi users', 'You can now subscribe your dimsum monthly subscription with digi auto billing for only RM15/month. Cancel anytime', and an 'OK' button.

digi

Video & Music Streaming
FREE 10GB
monthly

Stream free with these videos apps:

dimsum

KEEP ON STREAMING

digi

A warm welcome to our digi users

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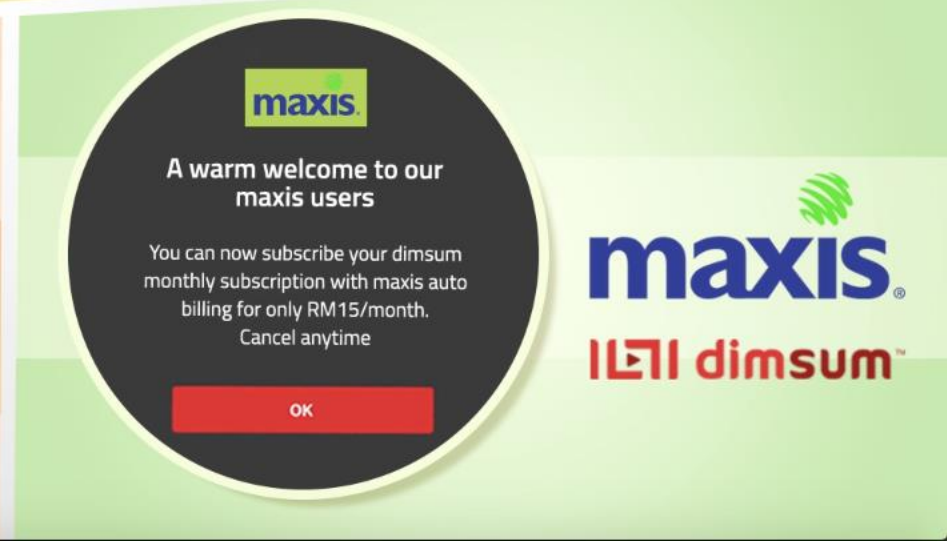
OK

A promotional banner for u mobile dimsum. On the left, a dark circular callout contains the text: 'VIDEO ONZ™ FREE UNLIMITED DATA FOR VIDEO STREAMING.', the dimsum logo, and the u mobile logo. On the right, the u mobile logo is shown again.

VIDEO ONZ™
FREE
UNLIMITED
DATA FOR VIDEO STREAMING.

dimsum

u mobile

A promotional banner for maxis dimsum. On the left, a dark circular callout contains the maxis logo and text: 'A warm welcome to our maxis users', 'You can now subscribe your dimsum monthly subscription with maxis auto billing for only RM15/month. Cancel anytime', and an 'OK' button. On the right, the maxis logo and the dimsum logo are shown.

maxis

A warm welcome to our maxis users

You can now subscribe your dimsum monthly subscription with maxis auto billing for only RM15/month. Cancel anytime

OK

maxis

dimsum

New Regional Content Partners



Largest media/ entertainment group in Thailand
producing Thai Idol drama series

Dec, 2017



Edutainment channel from Hong Kong for 3-6
years old kids

Dec, 2017



Japanese animation channel

Dec, 2017



Taiwanese travel channel

Dec, 2017

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Performance of Star Media Group

(RM million)	3Q17	3Q16	Var (%)	2Q17	Var (%) 3Q17 v 2Q17	9M17	9M16	Var (%)
Revenue	130.88	153.62	(14.8%)	129.38	1.2%	391.39	477.06	(18.0%)
EBITDA	12.99	25.31	(48.7%)	6.82	90.5%	29.71	76.34	(61.1%)
PBT (excluding exceptional items)	13.61	19.43	(30.0%)	0.57	>100%	20.61	61.47	(66.5%)
Exceptional items	206.86	-	-	-	-	206.86	21.07	>100%
PBT (continuing operations)	220.47	19.43	>100%	0.57	>100%	227.47	82.54	>100%
PBT (discontinued operations)	-	(1.58)	100%	19.86	(100%)	27.19	16.14	68.5%
Total PBT (all operations)	220.47	17.85	>100%	20.43	>100%	254.66	98.68	>100%
EBITDA Margin	9.9%	16.5%	-	5.3%	-	7.6%	16.0%	-
PBT Margin	>100%	12.6%	-	0.4%	-	58.1%	17.3%	-

Lower revenue contribution from core segment

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3Q17 Business Segments

1.

- **Print and Digital**

2.

- Event, Exhibition, Interior and Thematic

3.

- Radio

Performance of Star Media Group

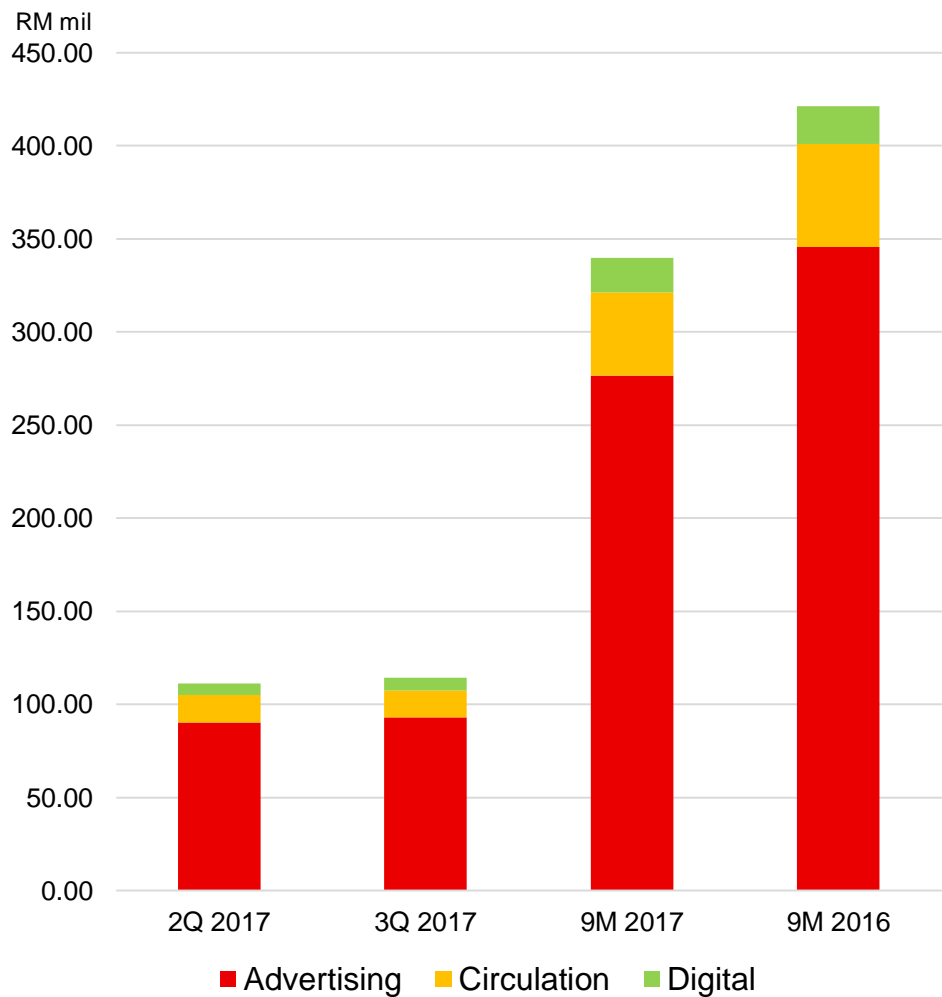
Print and Digital Segment

(RM million)	3Q17	3Q16	Var. (%)	2Q17	Var (%) 3Q17 vs 2Q17	9M17	9M16	Var (%)
Revenue	114.21	136.11	(16.1%)	111.34	2.6%	339.76	421.27	(19.3%)
EBITDA	12.97	27.99	(53.7%)	9.04	43.5%	33.55	84.72	(60.4%)
PBT	20.59	24.22	(15.0%)	2.99	>100%	31.68	74.40	(57.4%)
EBITDA Margin	11.4%	20.6%	-	8.1%	-	9.9%	20.1%	-
PBT Margin	18.0%	17.8%	-	2.7%	-	9.3%	17.7%	-

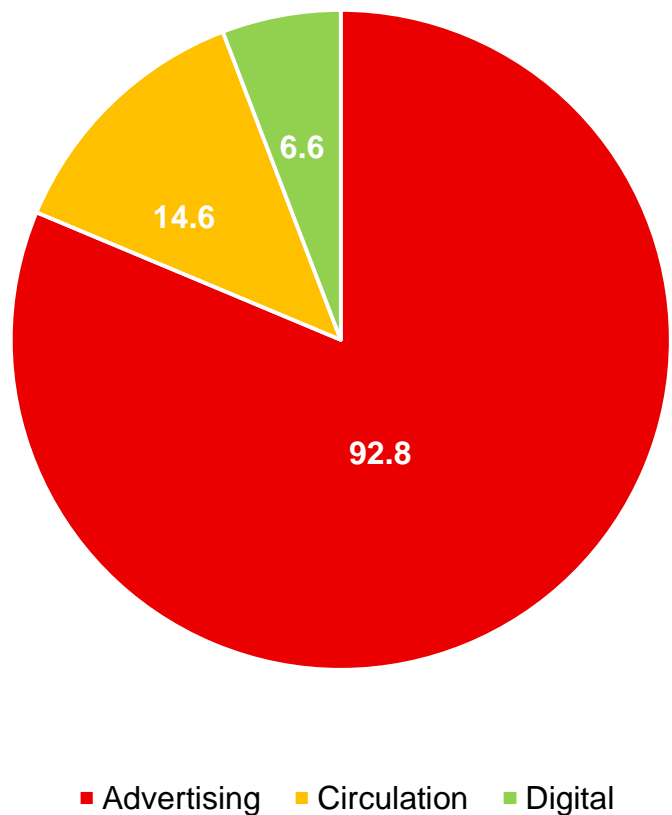
Lower adex due to poor market sentiment

Breakdown of revenue 3Q17

Q-on-Q and 9M-on-9M comparison



3Q17 revenue of RM114.21m vs RM 136.11m in 3Q2016



3Q17 Business Segments

1.

- Print and Digital

2.

- **Event, Exhibition, Interior and Thematic**

3.

- Radio

Performance of I.Star Ideas Factory

(RM million)	3Q17	3Q16	Var. (%)	2Q17	Var (%) 3Q17 vs 2Q17	9M17	9M16	Var. (%)
Revenue	1.14	1.24	(8.1%)	3.59	(68.2%)	6.89	9.04	(23.8%)
EBITDA/ (LBITDA)	(0.38)	(0.43)	11.6%	(0.14)	(>100%)	(0.53)	(0.16)	(>100%)
PBT/LBT	(0.67)	(0.49)	(36.7%)	0.10	(>100%)	(0.62)	(0.21)	(>100%)
EBITDA/ (LBITDA) Margin	(33.3%)	(34.7%)	-	(3.9%)	-	(7.7%)	(1.8%)	-
PBT/LBT Margin	(59.0%)	(39.5%)	-	3%	-	(9.0%)	(2.3%)	-

Lower exhibitors' participation led to marginal decrease in revenue

3Q17 Business Segments

1.

- Print and Digital

2.

- Event, Exhibition, Interior and Thematic

3.

- **Radio**

Performance of Radio Operations

Star Media Radio Group

(RM million)	3Q17	3Q16	Var (%)	2Q17	Var (%) 3Q17 vs 2Q17	9M17	9M16	Var (%)
Revenue	10.26	9.83	4.4%	10.0	2.6%	30.17	30.72	(1.8%)
(LBITDA)/EBITDA	2.03	(1.05)	>100%	0.52	>100%	3.68	(2.74)	>100%
(LBT)/PBT	2.04	(1.27)	>100%	0.55	>100%	3.66	(3.52)	>100%
(LBITDA)/EBITDA Margin	12.2%	(10.7%)	-	5.2%	-	19.8%	(8.9%)	
(LBT)/PBT Margin	12.1%	(12.9%)	-	5.5%	-	19.9%	(11.5%)	

(after inter company transaction eliminations)



Cost savings from disposal of 2 stations resulted in profitable 9M 2017

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