



VIVA

VIVA GROUP PRESENTATION

DB Conference

April 13, 2015

A Group member of VIVA



viva.co.id



This presentation has been prepared by PT Visi Media Asia Tbk (the “Company”) and is only for the information of its investors. None of the information appearing in this presentation may be distributed to the press or other media or reproduced or redistributed in whole or in part in any form at any time.

This presentation is intended for discussion purposes only and does not create any legally binding obligations on the part of PT Visi Media Asia Tbk and/or its affiliates (“VIVA”). This presentation does not constitute an offer, invitation to offer or recommendation to enter into any transaction, it is not a commitment to lend, syndicate a financing, underwrite or purchase securities, commit capital nor does it obligate us to enter into such commitment. Nor are we acting in any other capacity as a fiduciary to you. By accepting this presentation, subject to applicable law or regulation, you agree to keep confidential the existence of and proposed terms for any transaction. When making and investment decision, you should rely on the final documentation relating to the transaction and not the summary contained herein.

Prior to entering into any transaction, you should determine, without reliance upon us or our affiliates, the economic risks and merits (and independently determine that you are able to assume these risks) as well as the legal, tax and accounting characterizations and consequences of any such transaction. In this regard, by accepting this presentation, you acknowledge that (a) we are not in the business of providing (and you are not relying on us for) legal, tax or accounting advice, (b) there may be legal, tax or accounting risks associated with any transaction, (c) you should receive (and rely on) separate and qualified legal, tax and accounting advice and (d) you should apprise senior management in your organization as to such legal, tax and accounting advice (and any risks associated with any transaction and our disclaimer as to these matters.

The information contained in this document is based on material we believe to be reliable; however, we do not represent that it is accurate, current, complete, or error free. Assumptions, estimates and opinions contained in this document constitute our judgement as of the date of the document and are subject to change without notice. Any projections are based on a number of assumptions as to market conditions and there can be no guarantee that any projected results will be achieved. Past performance is not a guarantee of future results. VIVA specifically disclaims all liability for any direct, indirect, consequential or other losses or damages including loss of profits incurred by you or any third party that may arise from any reliance on this document or for the reliability, accuracy, completeness or timeliness thereof.

1

Our Company

2

Our Industry

3

Our Entertainment

4

Our News

5

Our Digital

6

Our Strategy

Our Company



VIVA is the fastest growing media company

- Operating in a young and growing Indonesian population that will be empowered by a growing domestic economy
- VIVA's key management team has extensive experience in the media industry, with deep understanding of local habits and strong belief in New Media convergence
- Free to Air (FTA) TV is the most influential media platform to reach and acquire audience in Indonesia. VIVA is aggressively developing opportunities in new media by leveraging its extensive FTA audience and integrating New Media content partnerships.
 - VIVA reaches nearly 170mn audience through two Top FTA TV stations and is looking for opportunities in regional/local network
 - Over 70% of content produced in-house
 - Incubated top online news portal (viva.co.id), demonstrating growth synergies between FTA TV & online.

A Group member of VIVA





VIVA's key management personnel has helped in turning around the company

Key Management Profiles

Anindya N. Bakrie

Gained his MBA degree from Stanford Graduate School of Business in 2001. Elected as CEO of VIVA in 2014.

Erick Thohir

Gained his MBA degree from National University, California in 1993. Elected as CEO of MDIA and ANTV in 2014, previously CEO of VIVA and tvOne.

Robertus B. Kurniawan

Gained his MBA degree from University of Wisconsin in 1995. Held position of Vice President Director of VIVA since 2011.

Otis Hahijari

Gain his Master of Arts in Management from San Diego State University in 1995 and Master of Science in Finance from Lancaster University, England, in 1996. He is the Chief of Programming in ANTV and tvOne.

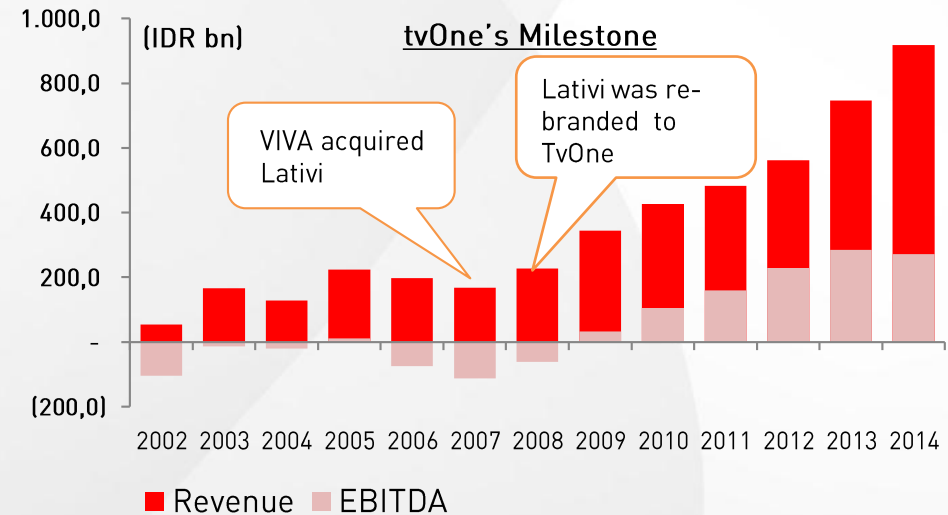
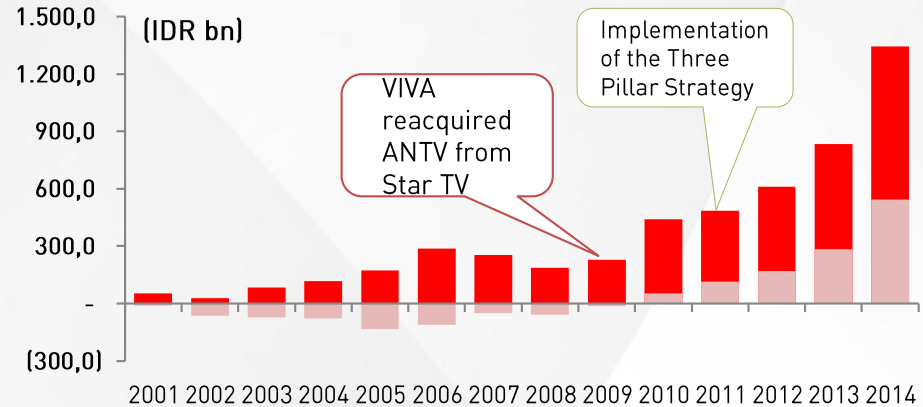
Anindra Ardiasyah Bakrie

Gained his MBA degree from Bentley, McCallum Graduate School of business in 2005. Held position of Director of VIVA since 2011 and also serves as President Director of tvOne and viva.co.id

Karni Ilyas

Graduated with a Law degree from University of Indonesia in 1986. Has held the positions of Vice President Director and Editor in Chief of tvOne.

ANTV's Milestone



A Group member of VIVA





VIVA's Financial Highlight

(IDR bn)	2013	2014	% change YoY
Revenues	1.674	2.253	35%
Operating Expenses	1.088	1.481	36%
EBIT	587	771	31%
EBITDA	655	866	32%
Net Income*	107	144	34%
Audience Share			
TA: All People	11,0%	15,7%	
TA: Target Market	12,0%	17,1%	
TV Rating			
TA: All People	1,3%	2,0%	
TA: Target Market	1,4%	2,1%	

*Net Income attributable to owners of the parent

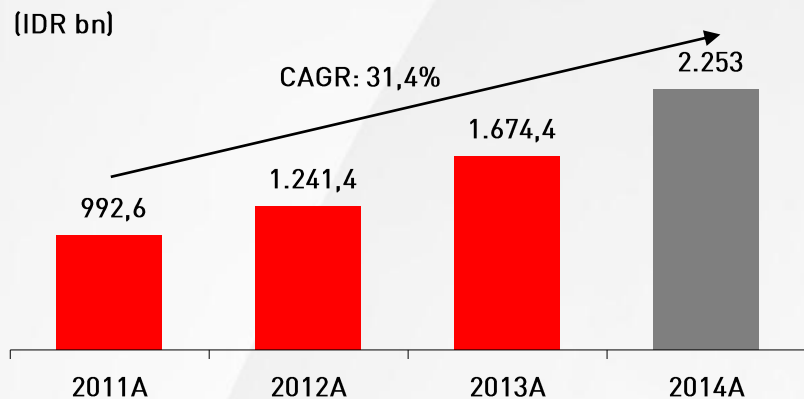
A Group member of VIVA



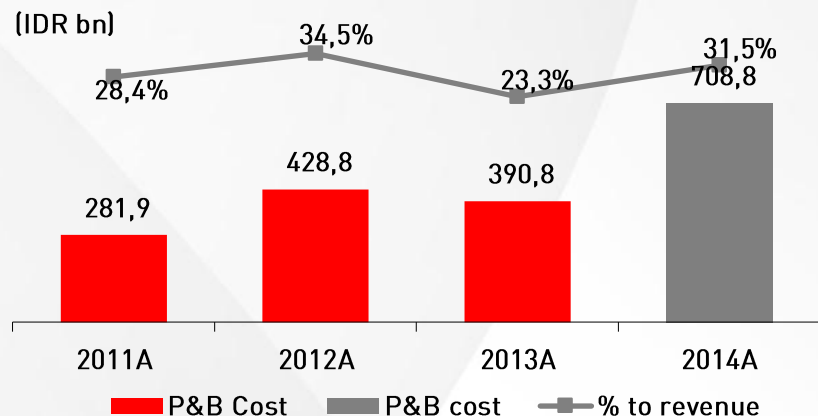


VIVA Consolidated: Summary of Financial Performance 2010-2014A

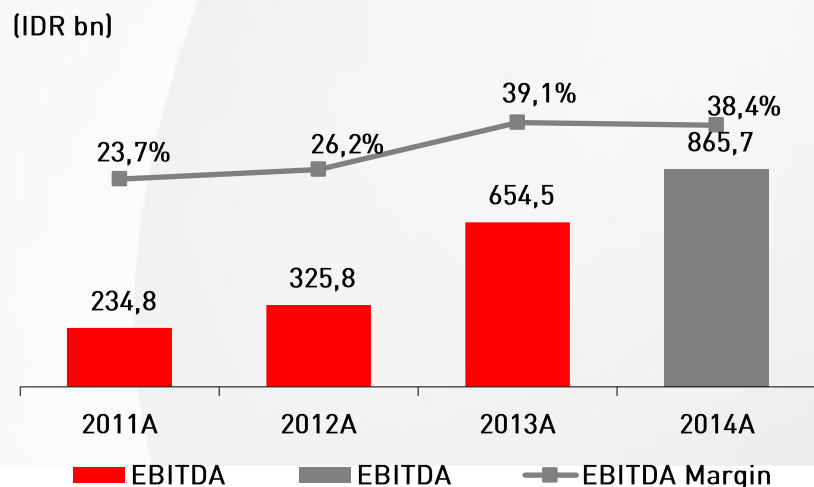
Revenue



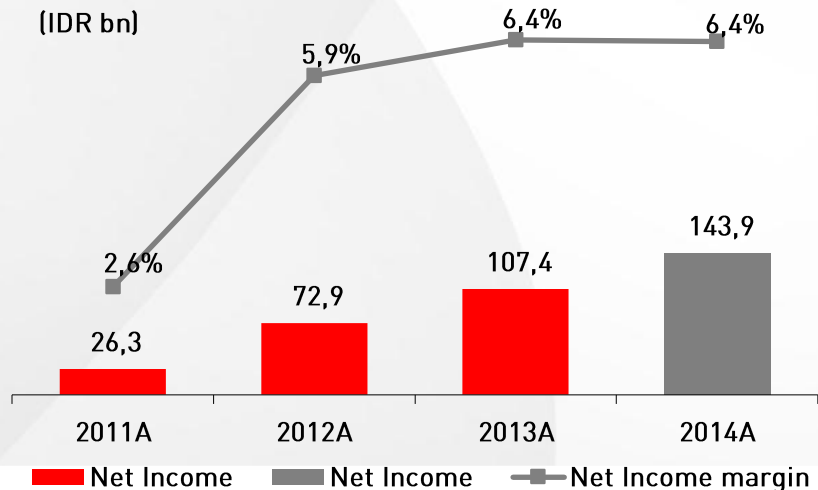
P&B Cost



EBITDA



Net Income



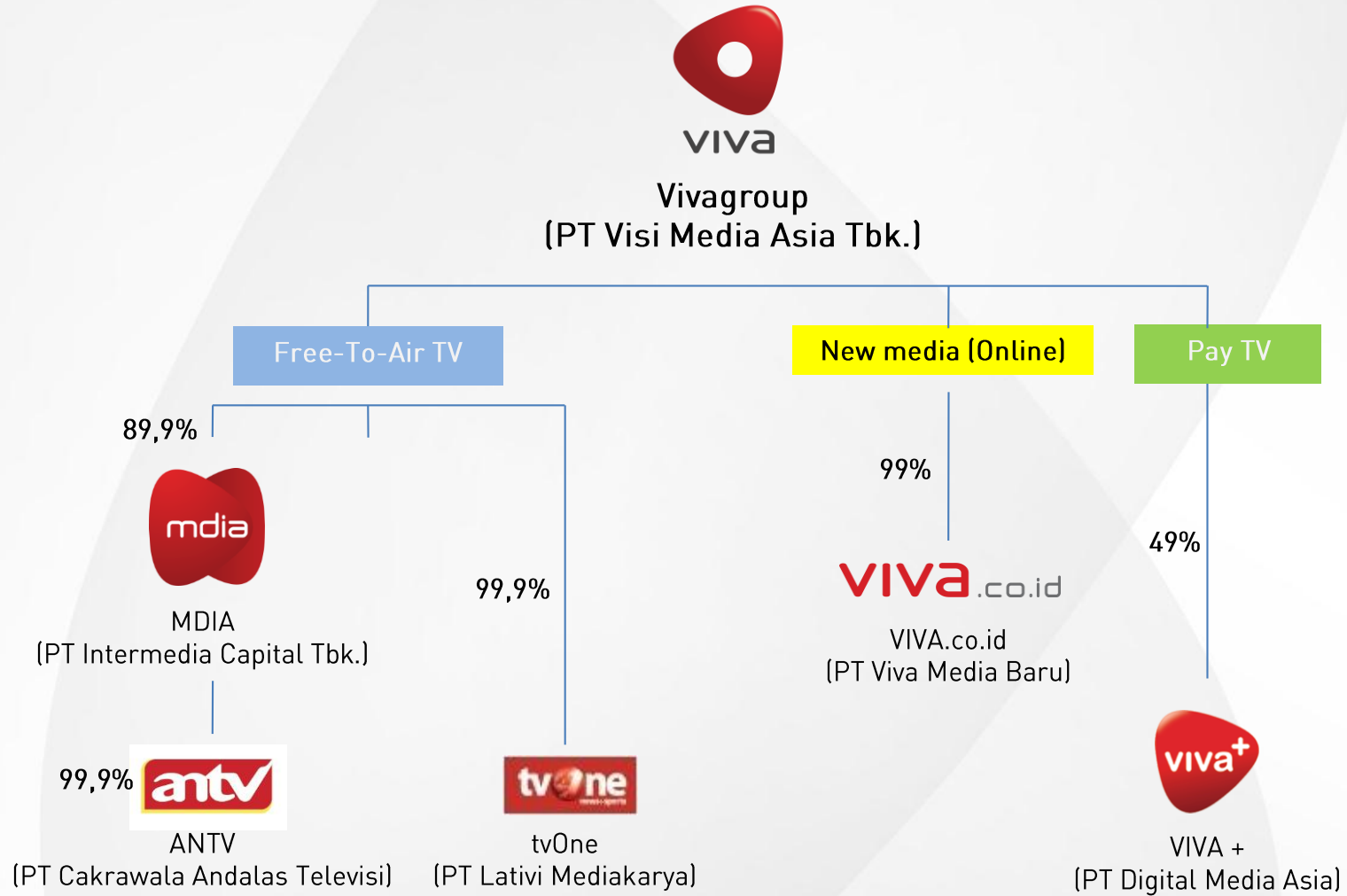
A Group member of VIVA

*Notes: Net Income figures attributable to owners of the parent





VIVA owns two leading FTA stations and an online portal



A Group member of VIVA



Micro Targeting

- Target a specific viewer segment and deliver contents designed for that segment

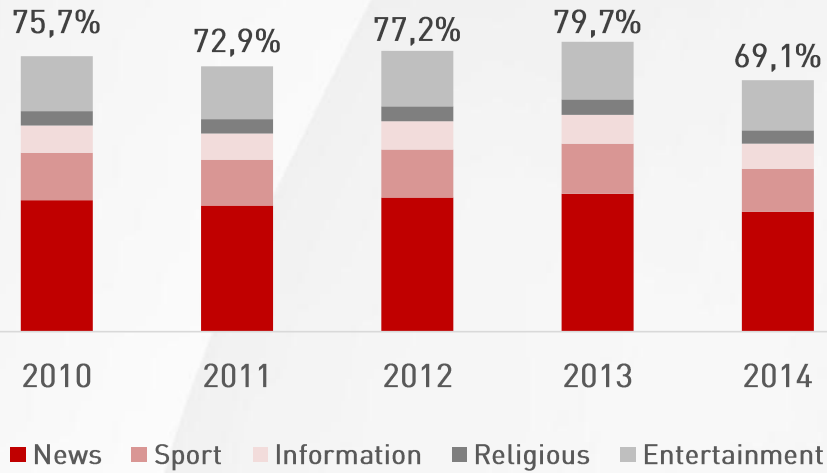
Low Cost High Impact

- Focus on in-house production
- Increase competency, efficiency and synergy between subsidiaries

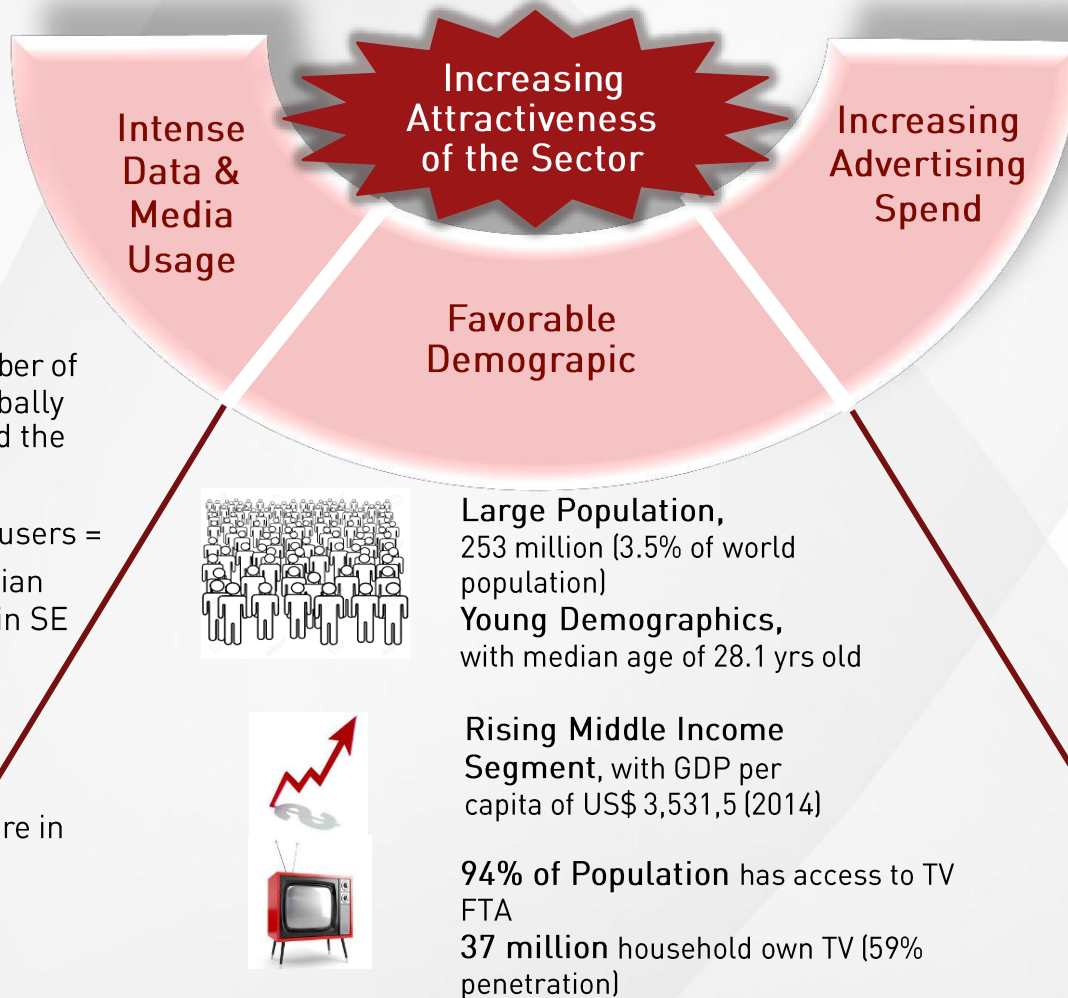
Innovative Customer Experience

- Viewers having the ability to access our contents “Any time, anywhere and any how (through all platforms and device)”

In-House Program Composition




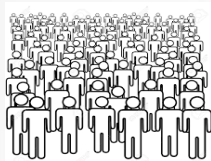
Our Industry



 **6th** highest number of Twitter users globally (Jakarta is ranked the 13th tweet-city)

 **41m** Facebook users = **90%** of Indonesian online users (#1 in SE Asia)

 **78%** Internet-enabled phone penetration (#2 after Singapore in SEA)



Large Population, 253 million (3.5% of world population)
Young Demographics, with median age of 28.1 yrs old



Rising Middle Income Segment, with GDP per capita of US\$ 3,531,5 (2014)
94% of Population has access to TV FTA
37 million household own TV (59% penetration)

9,1% yoy growth in FY14
 Estimated Net AdSpend



40,7% growth in online advertising



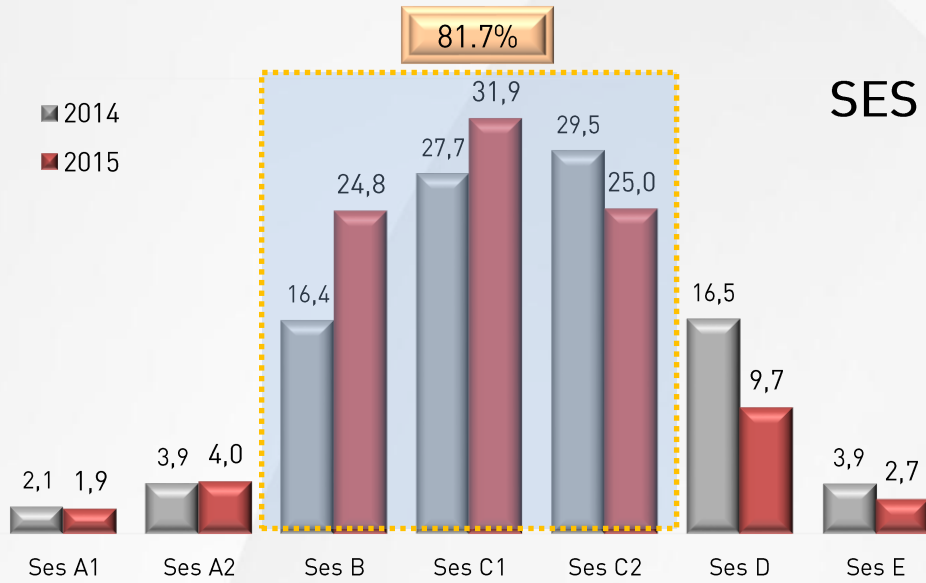
7,2% growth in TV advertising



Source: AGB Nielsen Media Research , PWC Media, MPA database 2014-2015, BPS

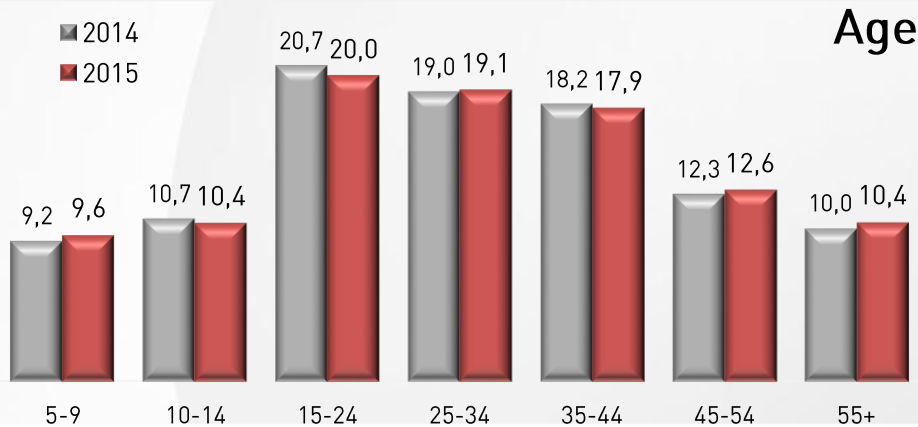
A Group member of VIVA

Indonesia's demographic is characterized by a young population and growing middle class



SES

SES	SES Range 2011-2013	SES Range 2014-2015
A1	> Rp 4,500,000	> Rp 6,000,000
A2	Rp 3,000,001 - Rp 4,500,000	Rp 4,000,001 - Rp 6,000,000
B	Rp 2,000,001 - Rp 3,000,000	Rp 2,500,001 - Rp 4,000,000
C1	Rp 1,500,001 - Rp 2,000,000	Rp 1,750,000 - Rp 2,500,000
C2	Rp 1,000,001 - Rp 1,500,000	Rp 1,250,000 - Rp 1,750,000
D	Rp 700,001 - Rp 1,000,000	Rp 900,000 - Rp 1,250,000
E	< Rp 700,000	< Rp 900,000

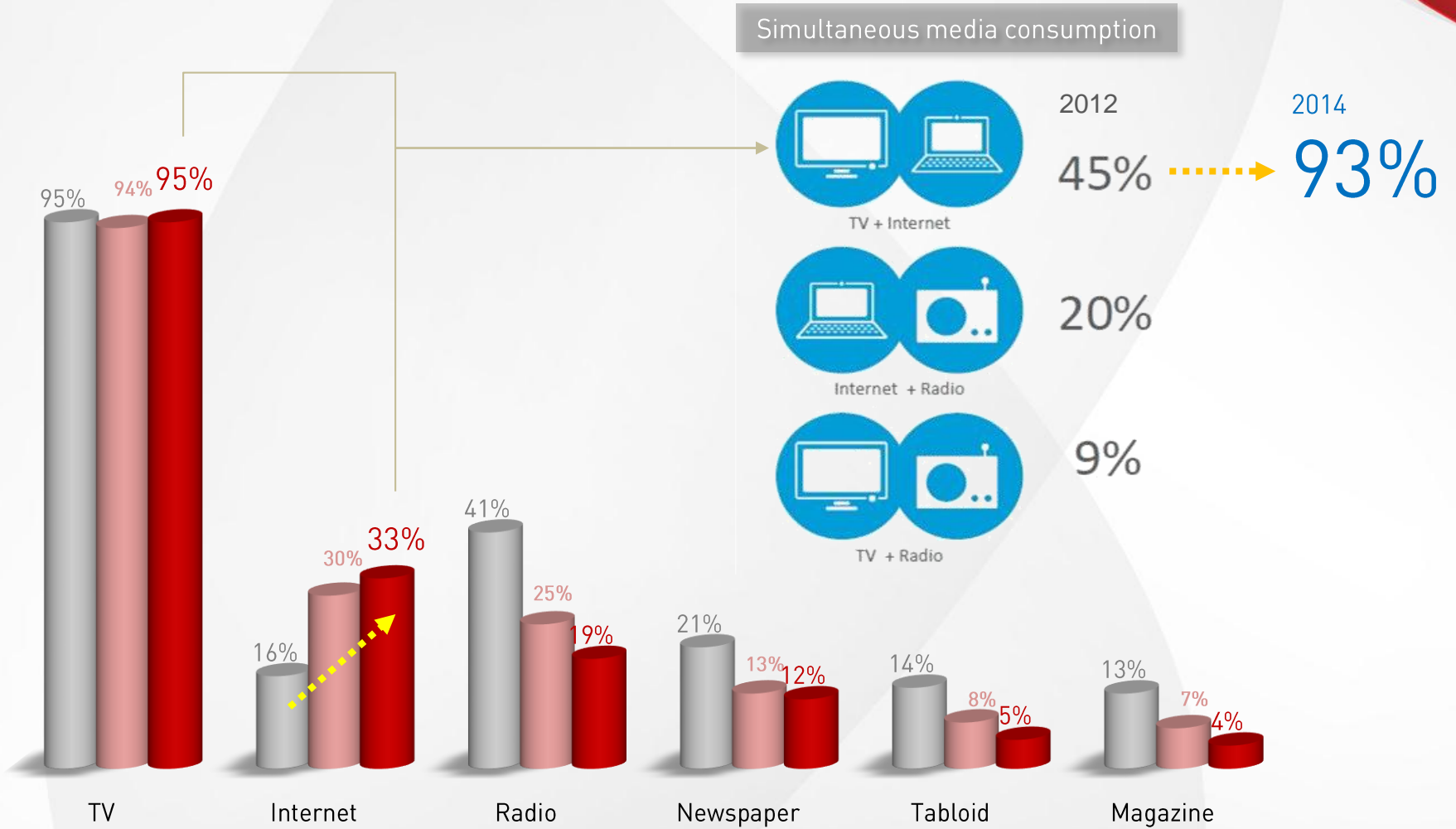


Age

Source: 01 Jan – 08 April 2015, All Channel, All Market, Reach 000's

A Group member of VIVA





Source: Nielsen 2014

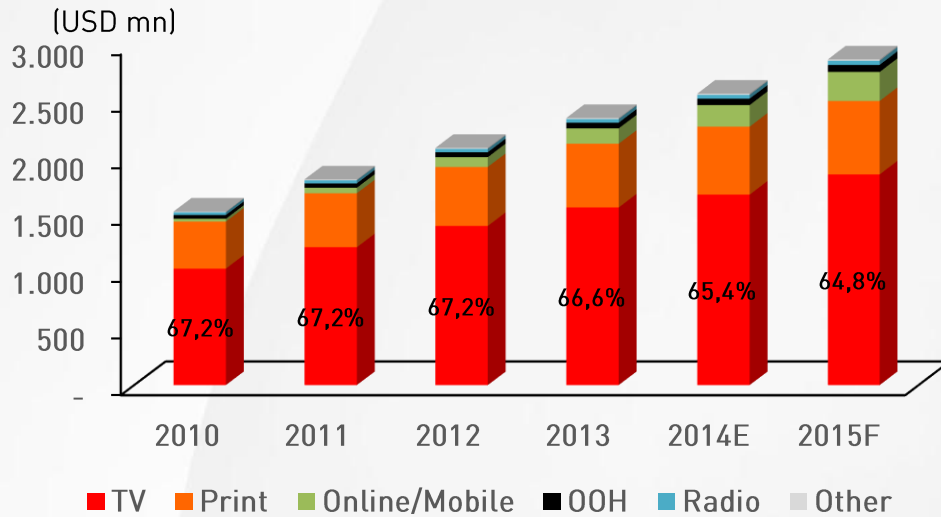
■ 2008 ■ 2012 ■ 2014

A Group member of VIVA



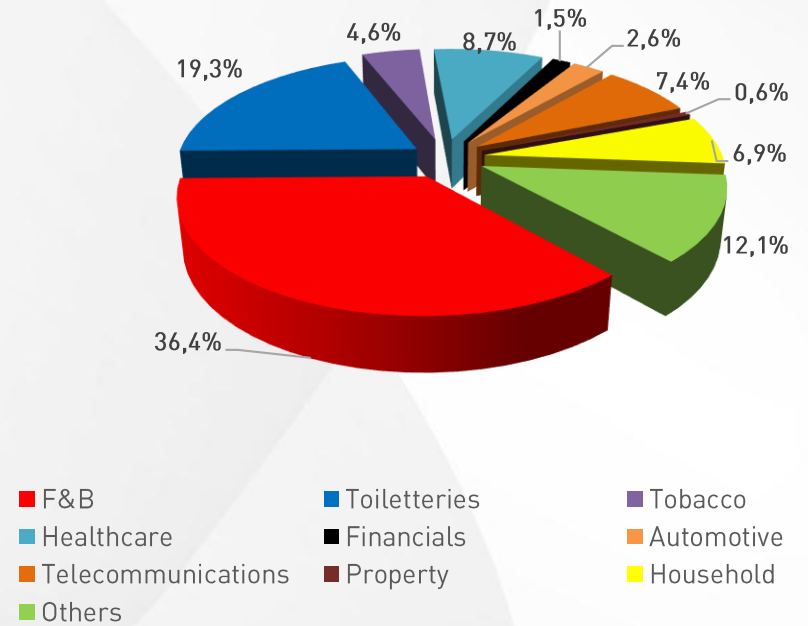
FTA is the preferred advertising platform, capturing 65% of advertising market. Online is the fastest growing platform taking adshare from print and radio media.

Indonesia's Net Advertising Revenues



Source: Media Partners Asia Database 2014-2015.

Advertising Expenditure by Industry's Segment



Source: Nielsen Media Research FY 2014

A Group member of VIVA





VIVA groups' FTA TV stations specifically target different audiences

Audience Profile by Index

Target Audience		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	METRO
Gender	Male	90	102	90	105	90	88	91	87	96	103
	Female	110	98	110	95	111	112	110	113	104	97
Age	5-9	115	53	82	120	153	98	82	76	70	57
	10-14	107	72	96	112	118	131	83	97	92	71
	15-24	75	70	89	94	73	98	83	96	91	74
	25-34	102	86	95	98	96	89	97	104	108	85
	35-44	114	117	105	100	117	102	98	105	103	113
	45-54	92	129	120	102	90	104	130	102	119	146
	55+	114	201	124	83	84	88	145	115	112	178
Social Economic	SES A	71	114	83	97	61	64	72	86	91	136
	SES B	97	138	99	97	101	92	100	108	106	139
	SES C	102	89	102	104	103	103	104	97	101	88
	SES D	108	66	99	89	110	127	93	98	85	58
	SES E	122	57	102	90	82	99	105	129	86	54

Indeks < 100 less effective
 Indeks > 100 more effective
 Indeks = 100 effective

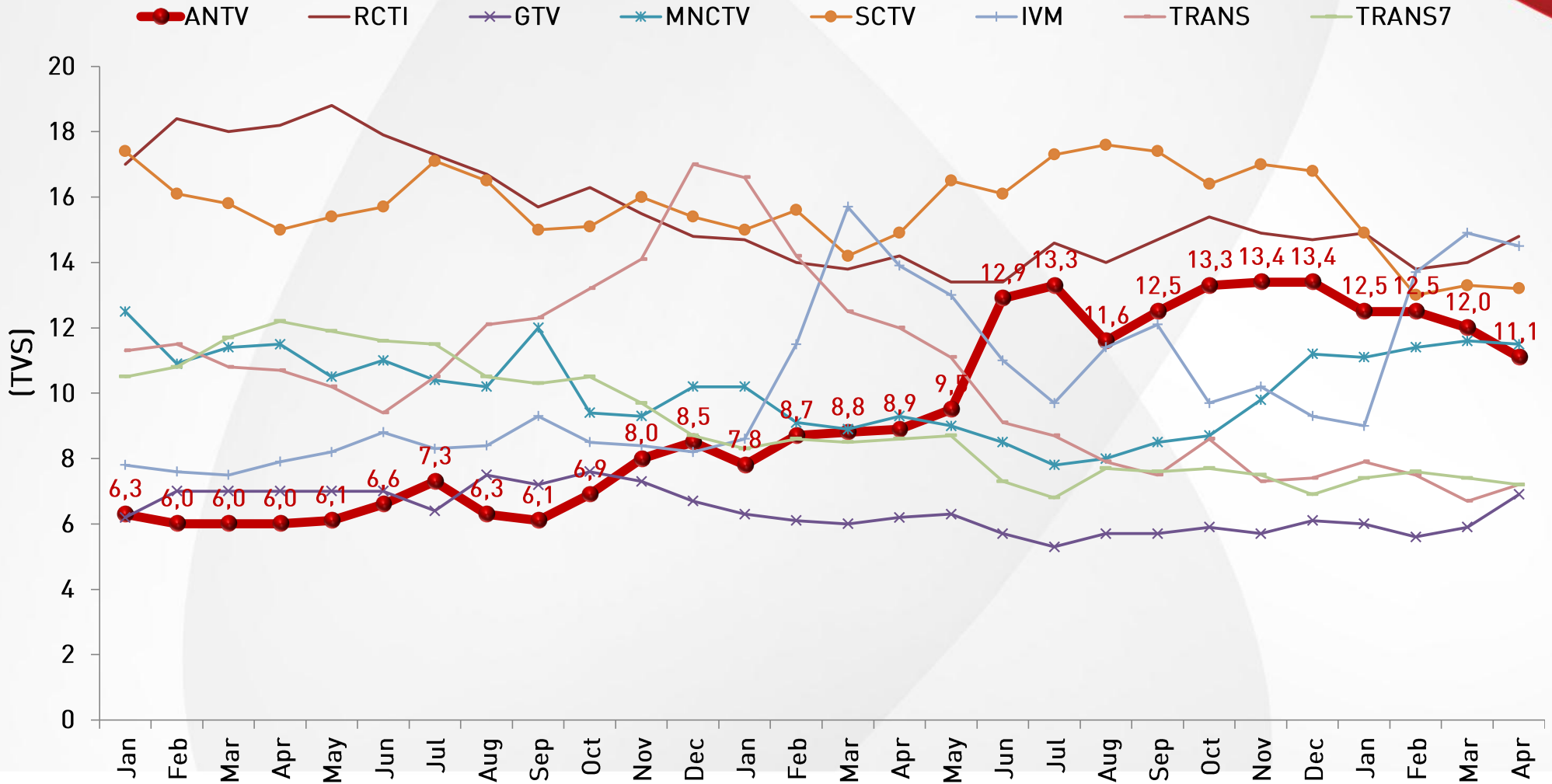
Source AGB Nielsen Media Research 10 cities, index, 1 Jan – 08 Apr 2015

A Group member of VIVA



Our Entertainment

Entertainment Station



A Group member of VIVA

Source: AGB Nielsen Media Research 10 cities, 1 Jan 2013 - 08 Apr 2015, TA : All People



#1 Entertainment Program in the morning time slot (TA: MF 25-44) with TVR of 1.6

Period: 17 Nov 2014 – 08 Apr 2015



#1 Quiz and Game Show Program in its genre (TA: All People) with TVR of 2.3

Period: 01 Oct 2014 – 08 Apr 2015



#1 Entertainment Comedy Program in its genre (TA: All People) with TVR of 1.7

Period: 01 Jan – 08 Apr 2015



#1 Animation Program in its time slot (TA: kids 05-09) with TVR of 3.1

Period: 12 Jan – 08 Apr 2015



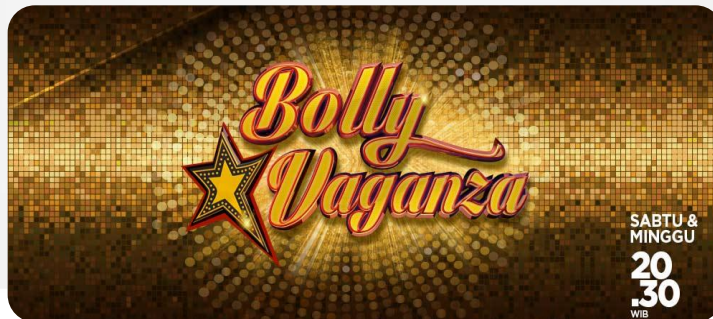
#1 Drama Series in its time slot (TA: All People) with TVR of 5.3

Period: 05 Jan – 08 Apr 2015



#1 Drama Series Program in its time slot (TA: MF 25-44) with TVR of 2,9

Period: 22 Dec 2014 – 08 Apr 2015



#1 Variety Show Program in its genre (TA: All People) with TVR of 2.9

Period: 14 Feb – 08 Apr 2015

Special Events generated high TVR



Mahabharata Show recorded TVR of 7.5, which was higher than Final Match of the 2014 FIFA World Cup Brazil which generated TVR 6.2 (TA: All People)



Mahacinta Show generated TVR of 5,2 (TA: All People)



ANTV's 22th Anniversary celebration generated TVR of 4.3 (TA: All People)

INDIA



RUSSIA



PHILIPINES



TURKEY



JAPAN



CHINA



USA



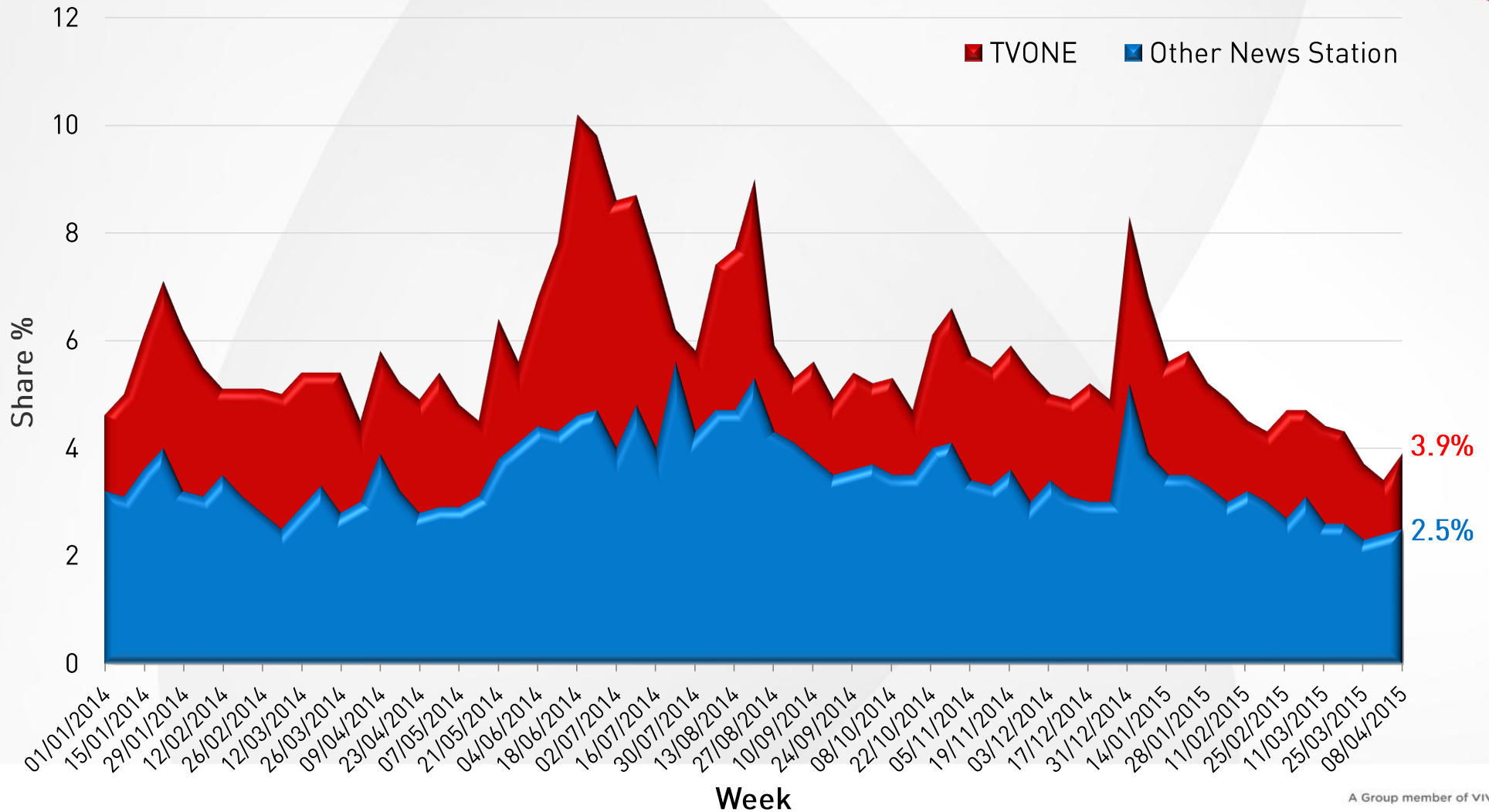
ASIA



Unparalleled know-how in discovering global content

Our News

tvOne has dominated the news segment since its inception and continues to extend its dominance



Source: Nielsen 10 Cities (Jan 2014 – Apr 08, 2015), TA 15+ ABC1

A Group member of VIVA



Leader in Prime Time and Non-Prime Time News Program



1 Prime Time News Program

With total audience of
2.2 mill



1 Non Prime Time News Program

With total audience of
1.4 mill

Source: Nielsen 10 Cities (Jan - 08 Apr 2015), TA 15+ ABC1

A Group member of VIVA



#1: Indonesia Lawyers Club

TVR 1.3



#2: Negeri 1/2 Demokrasi

TVR 0.9



#3: Meja Bundar

TVR 0.9



#4: Gestur

TVR 0.9



#5: Apa Kabar Indonesia Malam

TVR 0.9



#6: Alfito

TVR 0.8



#7: Apa Kabar Indonesia

TVR 0.8



#8: Debat

TVR 0.8

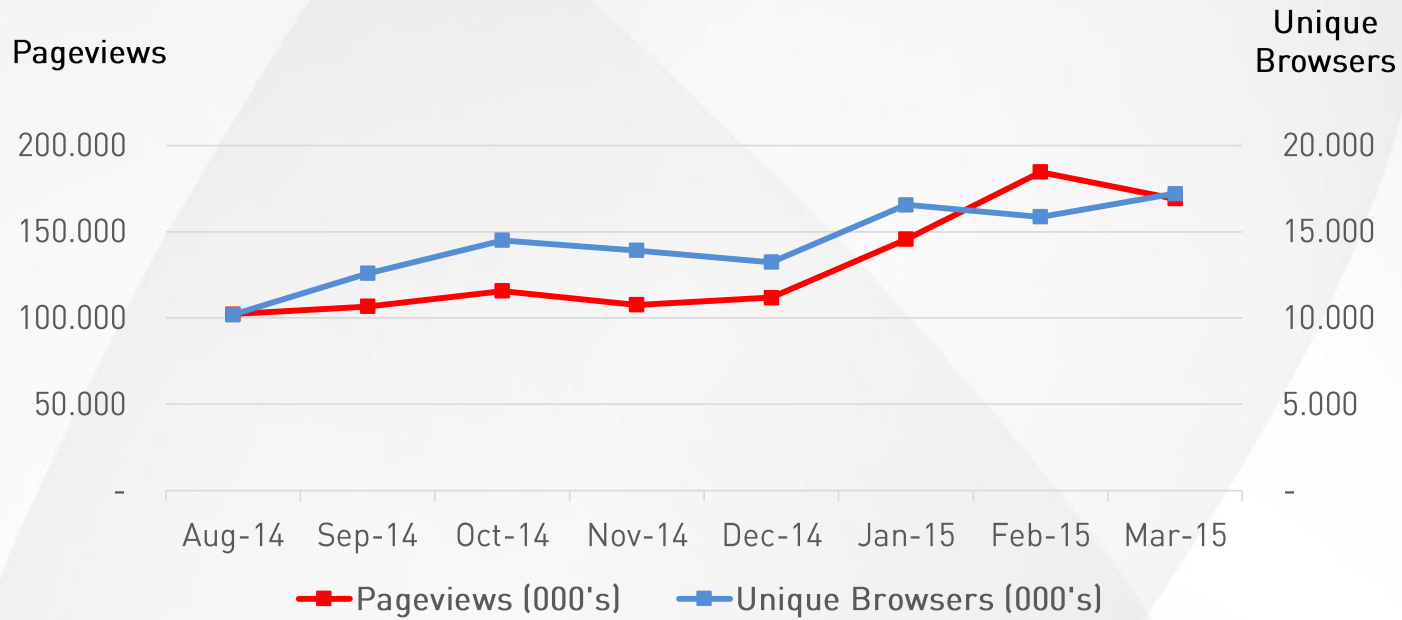
Source: Nielsen 10 Cities Jan 1 – Mar 29, 2015, TA 15+ ABC1

A Group member of VIVA

Our Digital



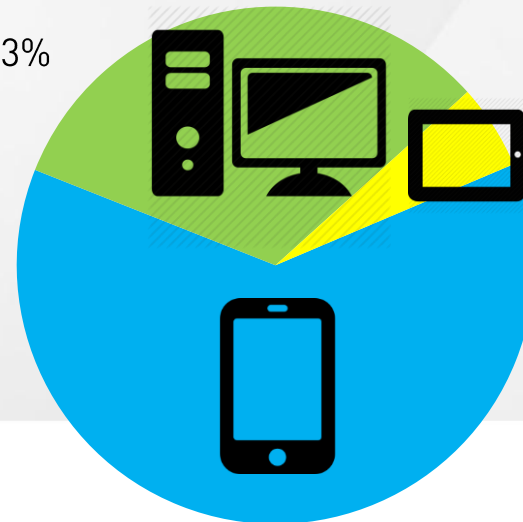
VIVA.co.id unique browsers and pageviews experience sharp increase since synergizing with TV



VIVA.co.id

Over 60% visitors of VIVA.co.id come from *mobile device*

32,3%



67,7%

Source: Effective Measure, AT Internet Mar 2015

A Group member of VIVA



Over 60% of VIVA.co.id users originate from mobile devices



Source: AT Internet, Mar 2015

A Group member of VIVA

Our Strategy

Leading FTA Player

1. Build up content production and sourcing
2. Maintain tvOne as the “#1 News Station” and ANTV as “Top 3 Entertainment Station”

Leading Digital Player

1. Revamp news portal
2. Continue to add “features”
3. Recruit talent to revitalize and refresh “look and fee”

Ramp Up Capabilities

1. Continuously develop “creative” capabilities
2. Expand current in-house production capability
3. Further deepen mobile development and access platform

Organization Transformation

Synergize Business and Supporting functions across all Subsidiaries



VIVA is positioned to monetize and develop opportunities through leveraging its FTA TV assets

- Management team with strong understanding of local audience, experienced and has a successful track record
 - Revenue growth of 26,2% CAGR 2010-2014
 - Combined TVS 17,1% from 12% in 2014 (based on target market)
- Monetize and leverage its FTA TV stations to improve financial performance
- VIVA is poised to undertake a transformation program in order to become the leading traditional and digital media player in Indonesia and further develop its reach

A Group member of VIVA

Thank You

For More Information, Visit
www.vivagroup.co.id