



VIVA

VIVA GROUP PRESENTATION

Citi ASEAN Investor Conference - Singapore

June 3, 2015

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viva.co.id



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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.

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

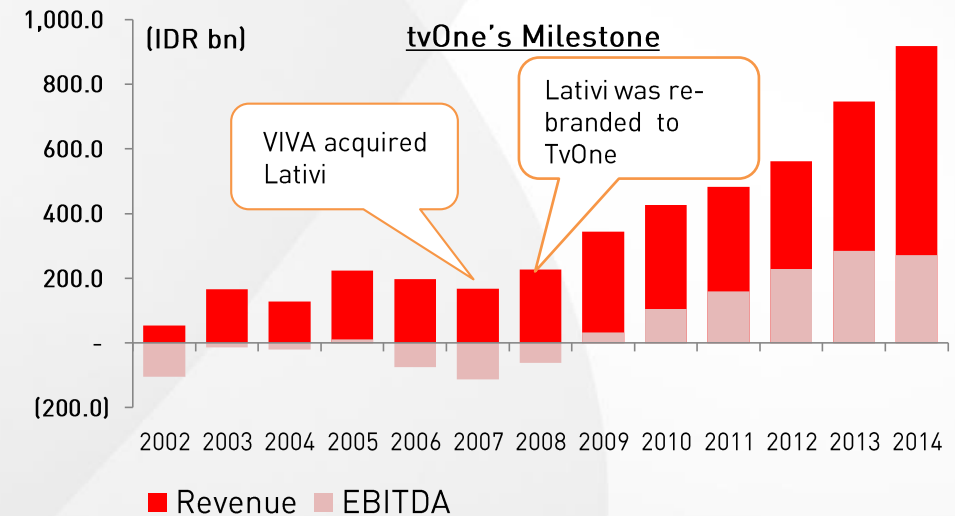
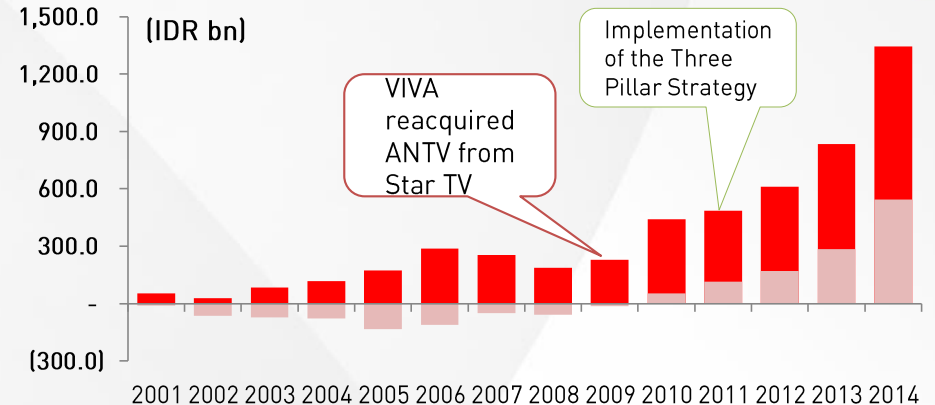
David Eric Burke

Gained his Degree in Business Economics from London School of Economics. Elected as Chief of Operating Officer of VIVA in 2015.

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





VIVA's Financial Highlight

(IDR bn)	1Q14	1Q15	% change Year-on-Year
Revenues	396	533	34%
Operating Expenses	290	353	22%
EBIT	107	180	69%
EBITDA	129	205	59%
Net Income*	11	18	61%
Audience Share			
TA: All People	12.5%	16.3%	
TA: Target Market	13.8%	17.2%	
TV Rating			
TA: All People	1.6%	2.1%	
TA: Target Market	1.8%	2.2%	

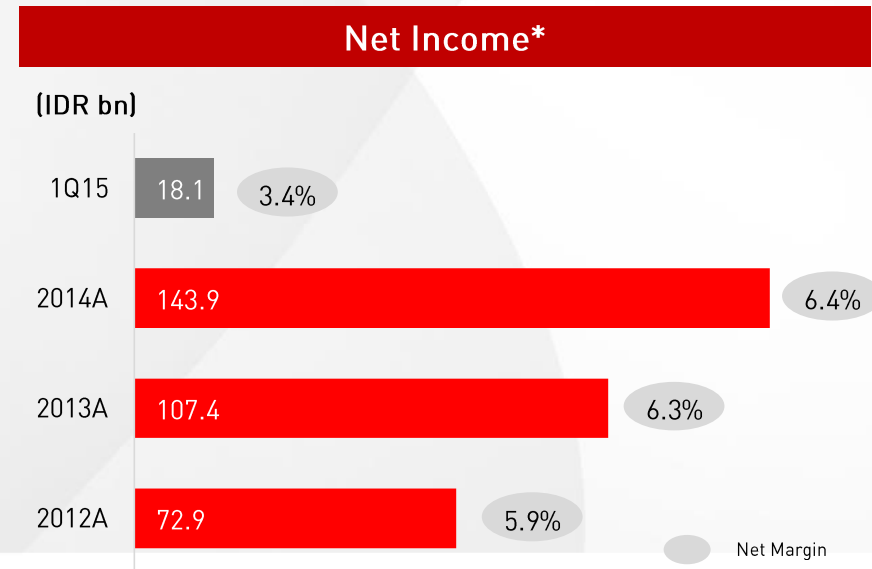
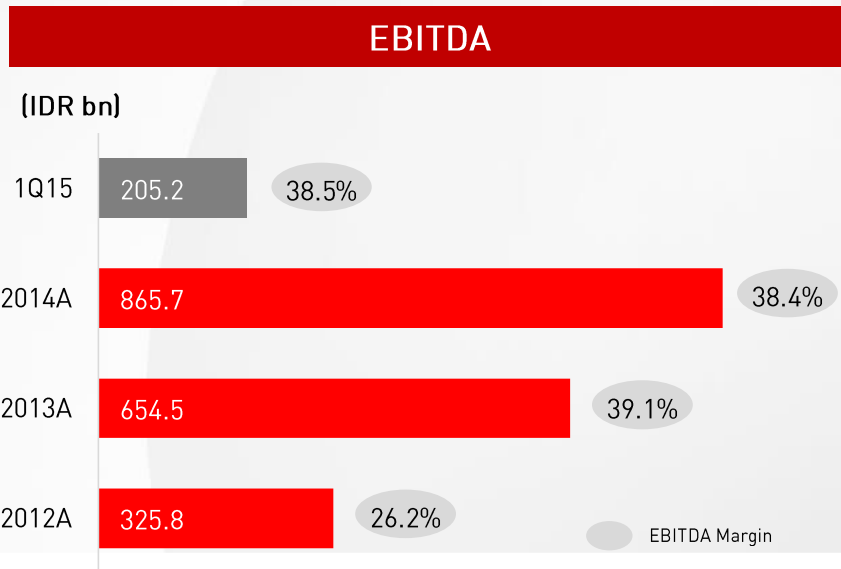
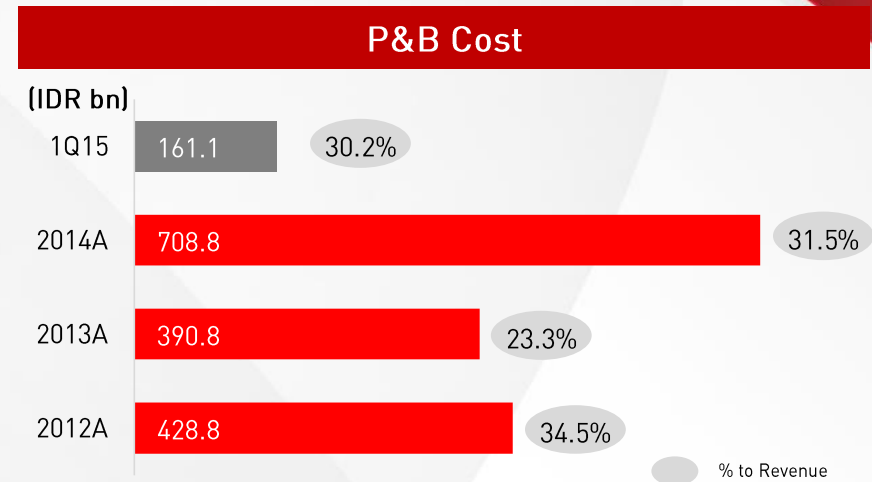
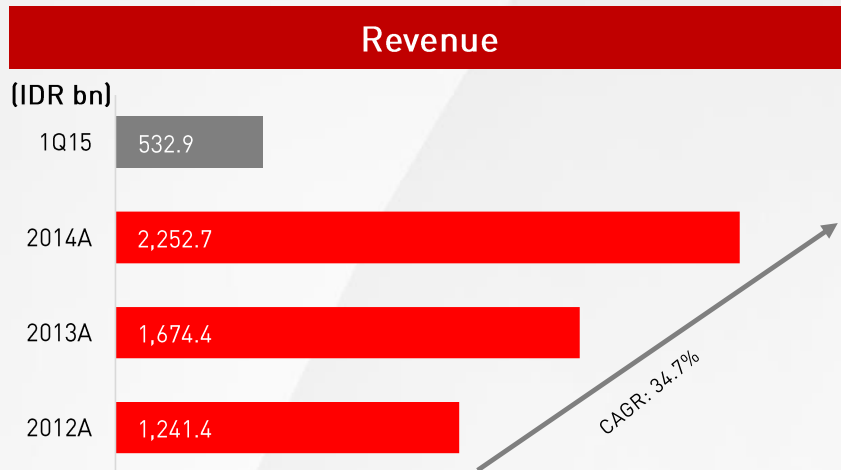
*Net Income attributable to owners of the parent

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VIVA Consolidated: Summary of Financial Performance 2012-1Q2015A



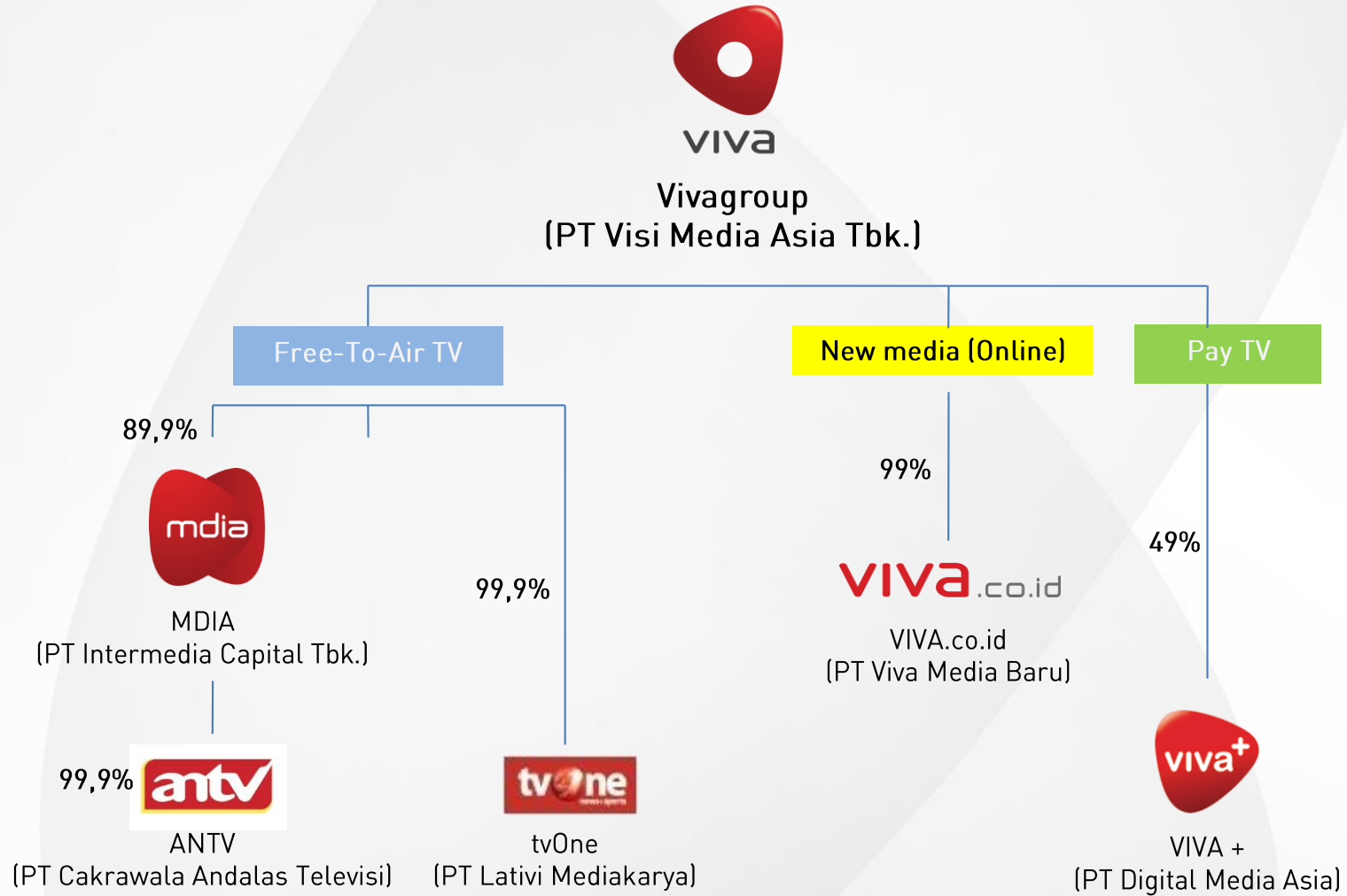
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*Notes: Net Income figures attributable to owners of the parent





VIVA owns two leading FTA stations and an online portal



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Micro Targeting

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

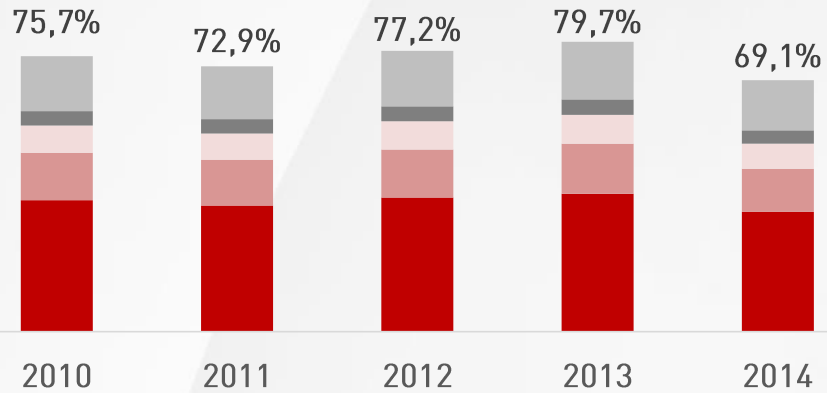
Low Cost High Impact

- 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)”

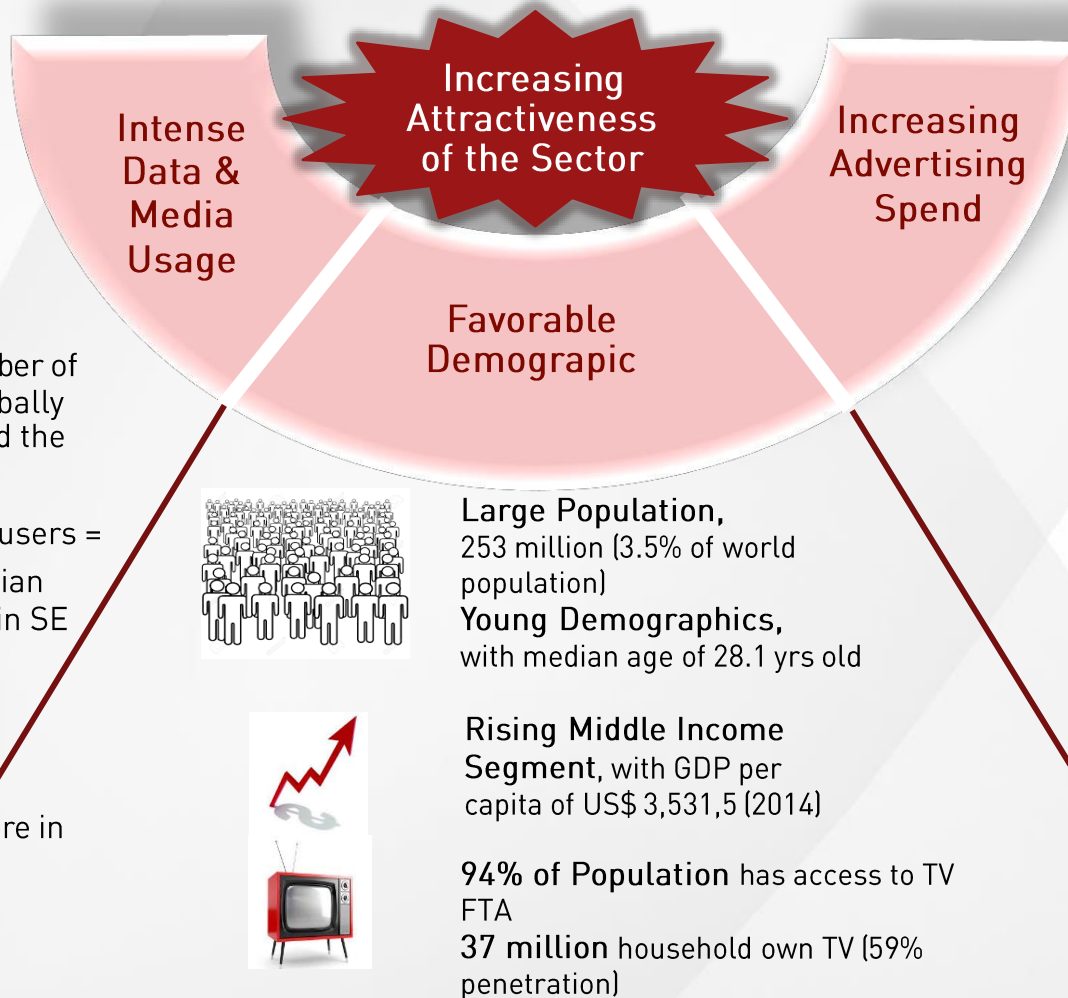
In-House Program Composition



■ News ■ Sport ■ Information ■ Religious ■ Entertainment



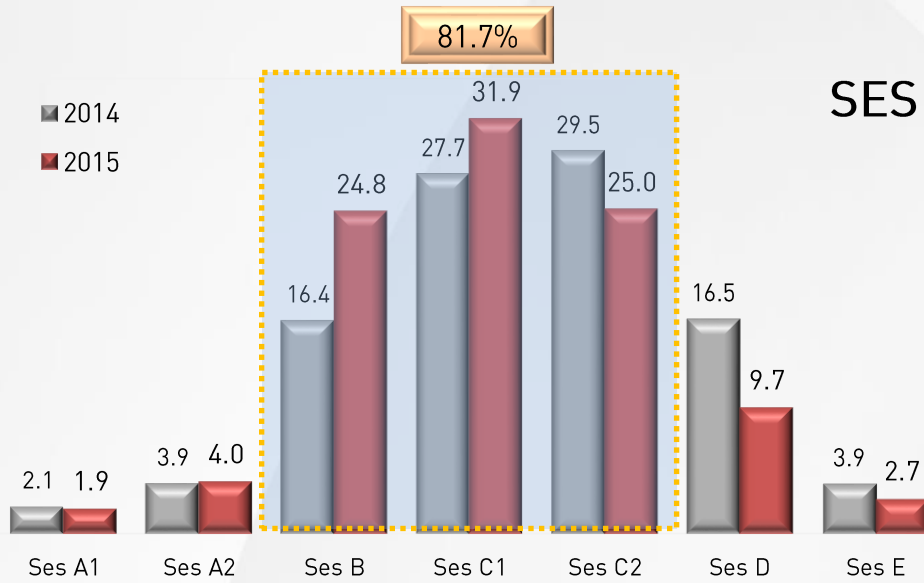
Our Industry



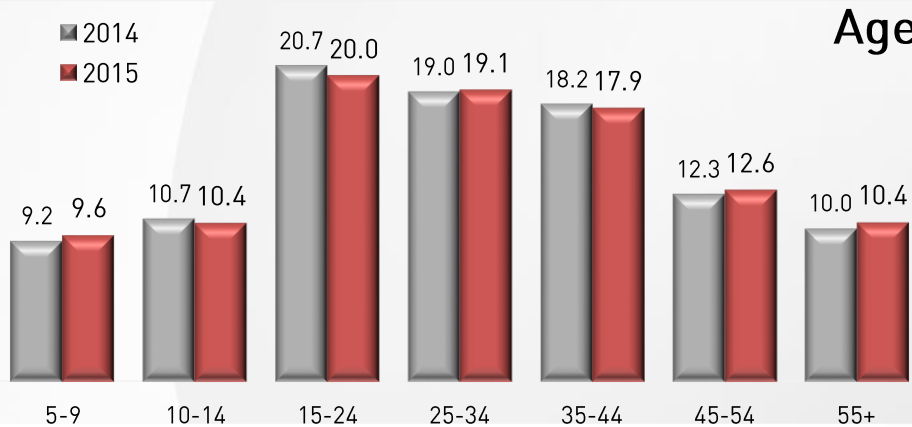
Source: AGB Nielsen Media Research , PWC Media, MPA database 2014-2015, BPS

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



SES



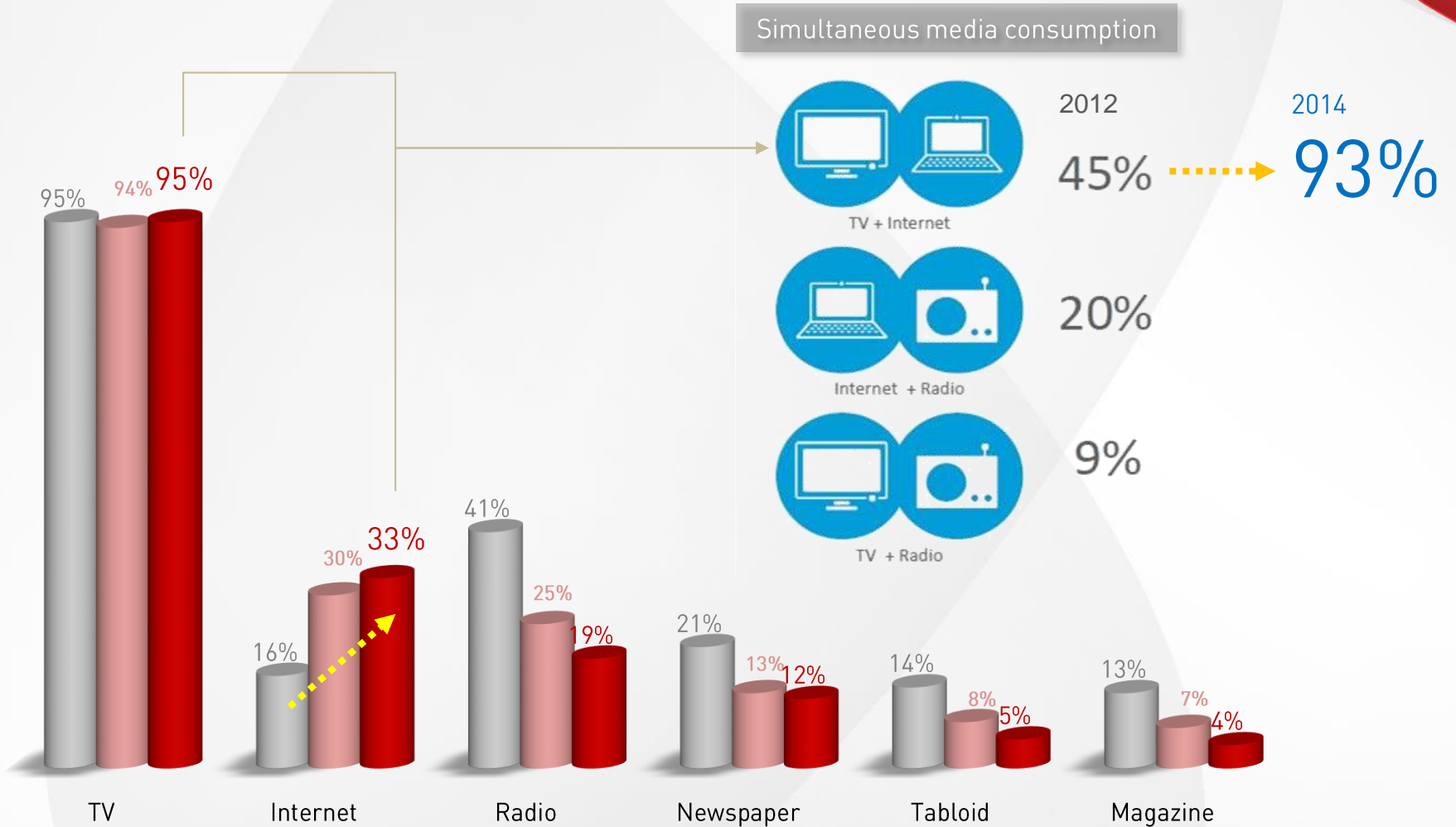
Age

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

Source: AGB Nielsen Media Research

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Source: AGB Nielsen Media Research

■ 2008

■ 2012

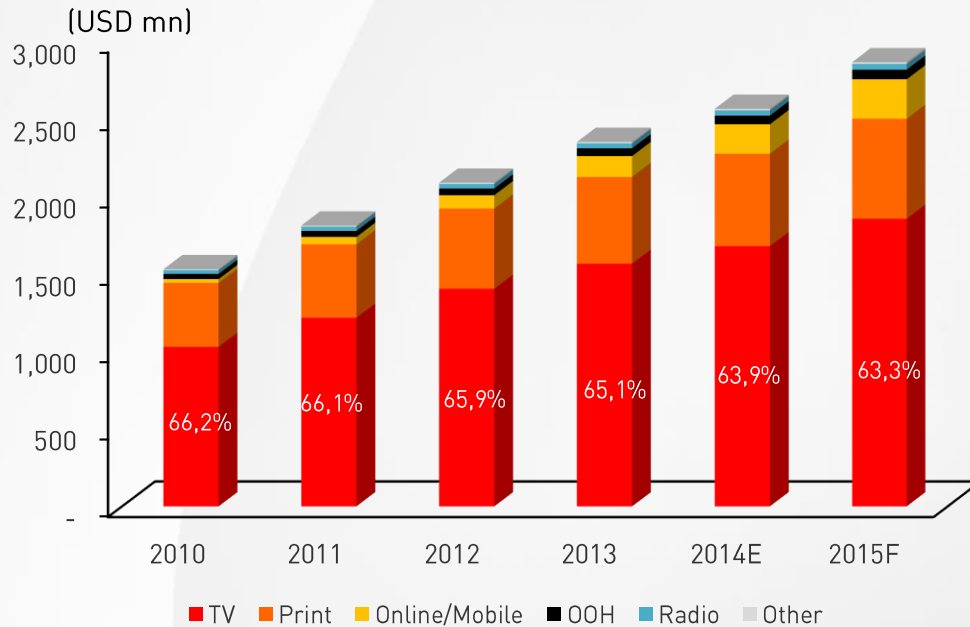
■ 2014

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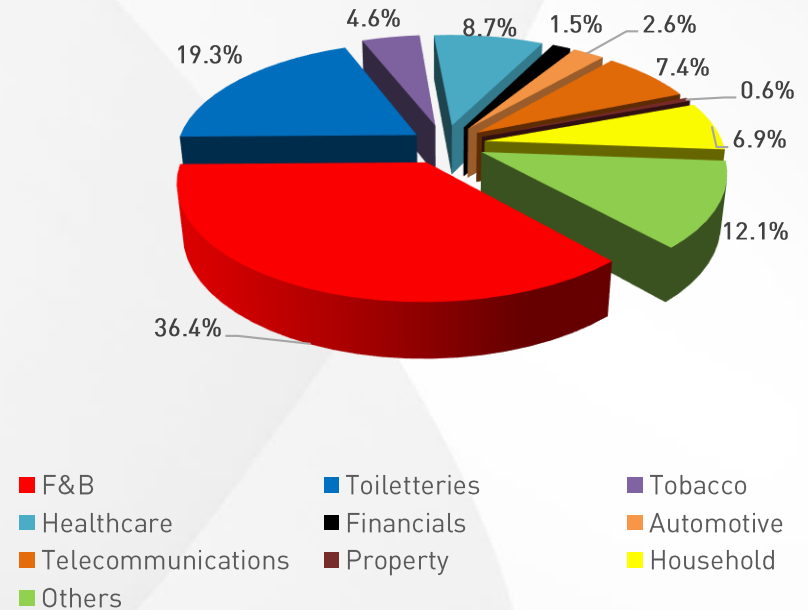
FTA is the preferred advertising platform, capturing 63.9% of advertising market. Online is the fastest growing platform taking adshare from print and radio media.

Indonesia's Net Advertising Revenues



Source: Media Partners Asia Database 2014-2015.

Advertising Expenditure by Industry's Segment



Source: AGB Nielsen Media Research FY 2014

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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	89	104	90	106	89	88	89	86	97	103
	Female	111	96	110	94	111	112	111	114	103	97
Age	5-9	115	55	84	120	152	102	82	77	73	58
	10-14	111	76	98	116	122	132	88	100	96	76
	15-24	75	69	90	97	71	97	83	97	91	73
	25-34	101	86	93	97	96	86	95	100	105	84
	35-44	114	118	106	99	116	105	99	106	106	117
	45-54	94	127	117	101	91	102	131	103	115	141
	55+	112	197	122	79	84	88	142	115	111	175
Social Economic	SES A	72	113	84	92	58	60	69	91	87	137
	SES B	97	136	102	100	100	98	98	110	109	137
	SES C	101	89	102	103	104	101	105	96	100	87
	SES D	109	69	96	89	106	118	95	96	87	63
	SES E	129	58	100	90	86	110	108	123	85	55

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

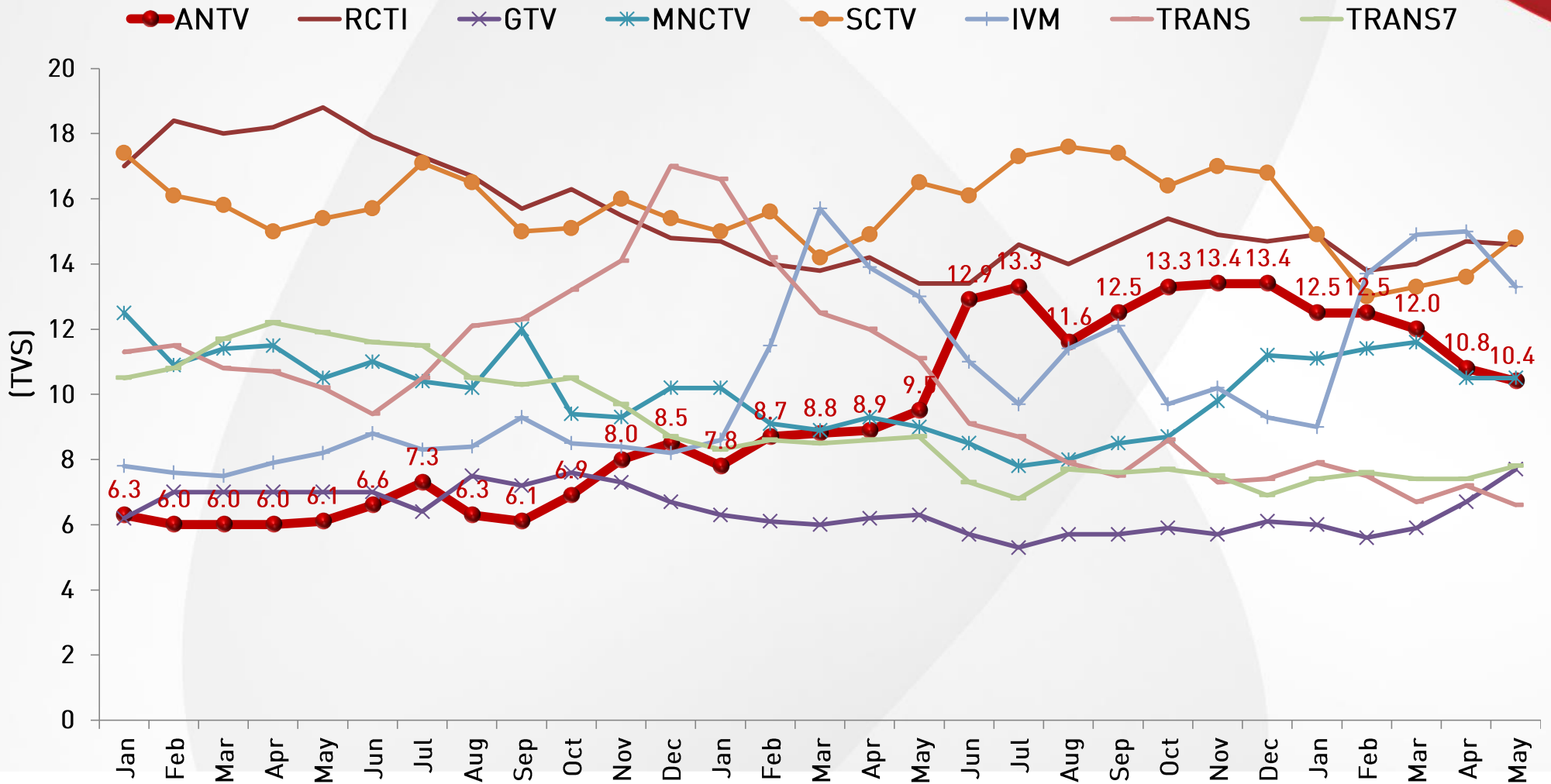
Source: AGB Nielsen Media Research 10 cities, index, 01 Jan – 31 May 2015

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Our Entertainment

Share Trend Performance 2013-2015 (based on target market)

Entertainment Station



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Source: AGB Nielsen Media Research 10 cities, 1 Jan 2013 – 31 May 2015, TA : All People



#1 Entertainment Program in the morning time slot (TA: MF 25-44) with TVR of 1.4

Period: 1 Jan – 31 May 2015 (Weekdays)



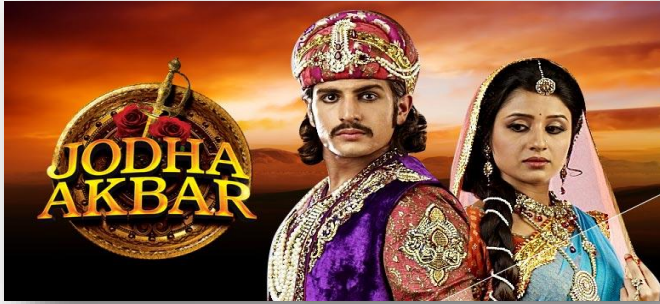
#1 Entertainment Comedy Program in its genre(TA: All People) with TVR of 1.8

Period: 01 Jan– 31 May 2015 (Weekdays)



#1 Animation Program in its time slot 10.00-16.00 (TA: kids 05-09) with TVR of 2.9

Period: 01 Jan – 31 May 2015 (Weekdays)



#2 Drama Series in its time slot (TA: MF 25-34) with TVR of 4.0

Period: 01 Mar – 31 May 2015



#3 Drama Series Program in its time slot (TA: All People) with TVR of 2.2

Period: 01 Jan – 31 May 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



CHINA



PHILIPPINES



JAPAN



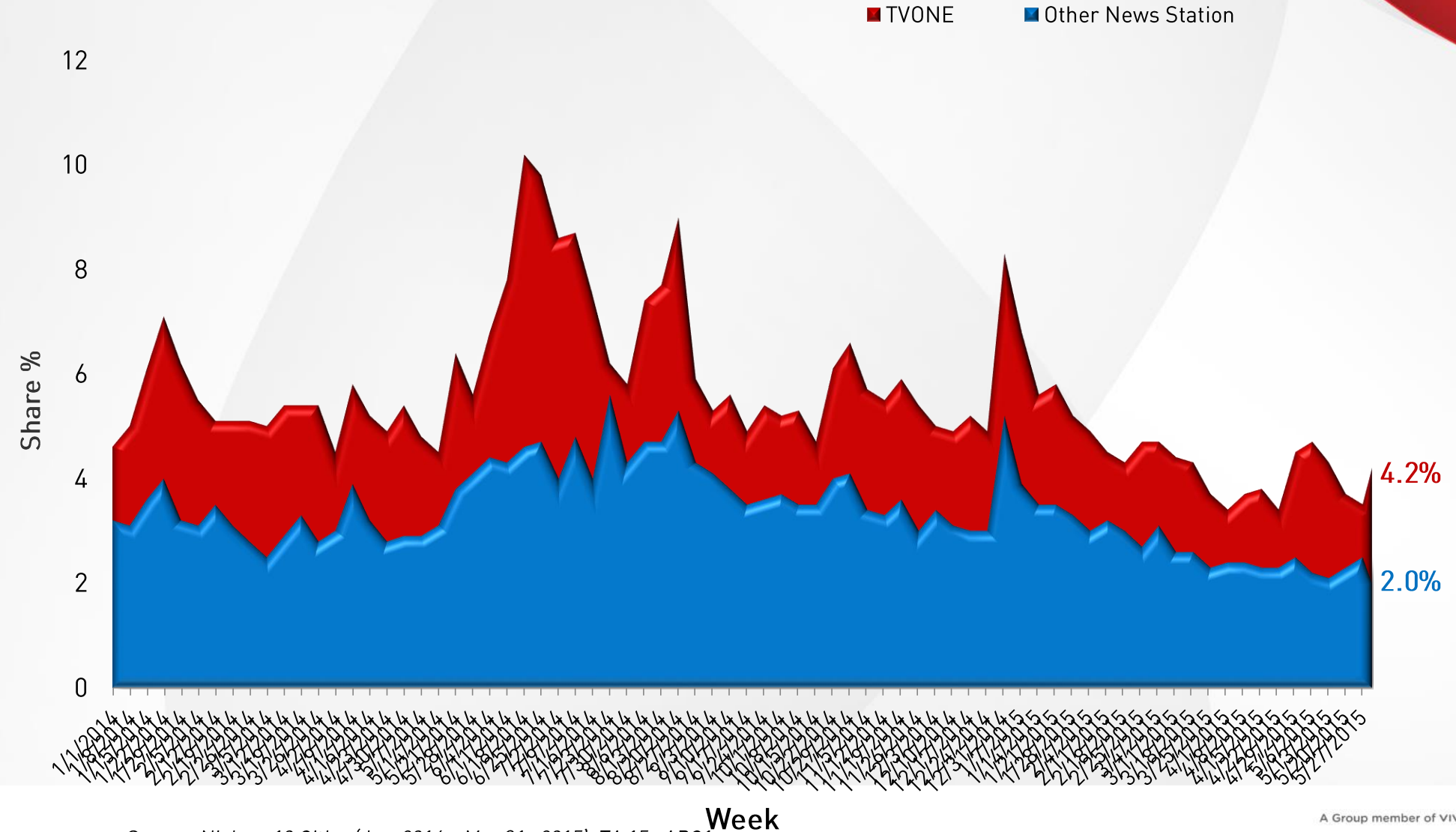
USA



Unparalleled know-how in discovering global content

Our News

tv0ne has dominated the news segment since its inception and continues to extend its dominance



Source: Nielsen 10 Cities (Jan 2014 - May 31, 2015), TA 15+ ABC1

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Leader in Prime Time and Non-Prime Time News Program



1 Prime Time News Program

With total audience of
2.1 mill



1 Non Prime Time News Program

With total audience of
1.4 mill

Source: AGB Nielsen Media Research 10 Cities Jan 2015 - May 31, 2015 TA 15+ ABC1



#1: Indonesia Lawyers Club

TVR 1.3



#2: Negeri 1/2 Demokrasi

TVR 0.9



#3: Gestur

TVR 0.9



#4: Meja Bundar

TVR 0.8



#5: Apa Kabar Indonesia Malam

TVR 0.8



#7: Debat

TVR 0.7



#8: Apa Kabar Indonesia Akhir Pekan

TVR 0.7



#10: Apa Kabar Indonesia Pagi

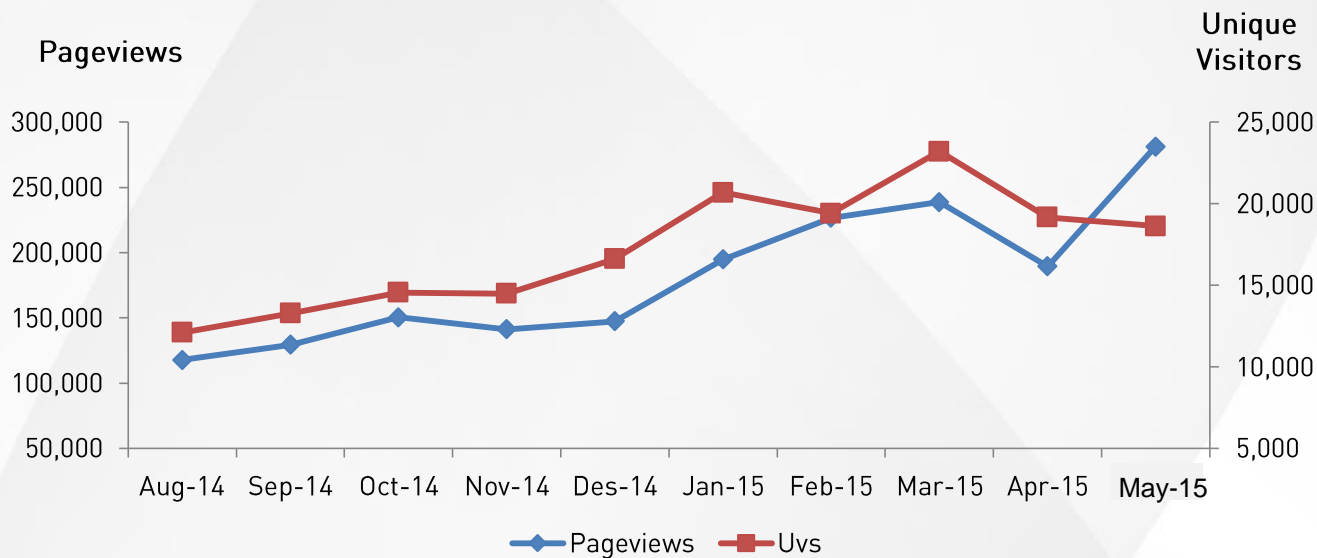
TVR 0.6

Source: AGB Nielsen Media Research 10 Cities Jan 1 – May 31, 2015, TA 15+ ABC1

Our Digital



viva.co.id unique visitors and pageviews

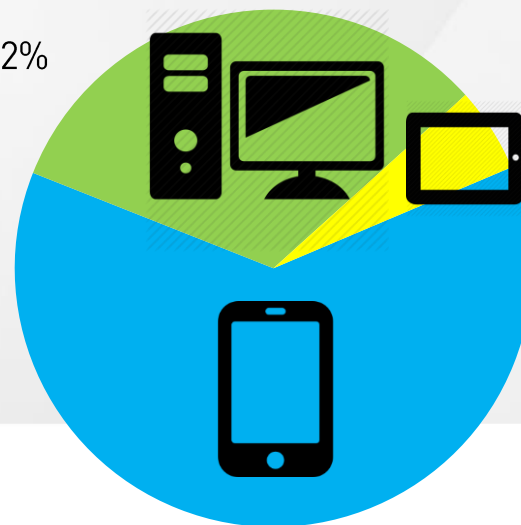


viva.co.id

Over 65.5% visit to VIVA.co.id come from *mobile device*

Source: AT Internet Apr 2015

29.2%



65.5%

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

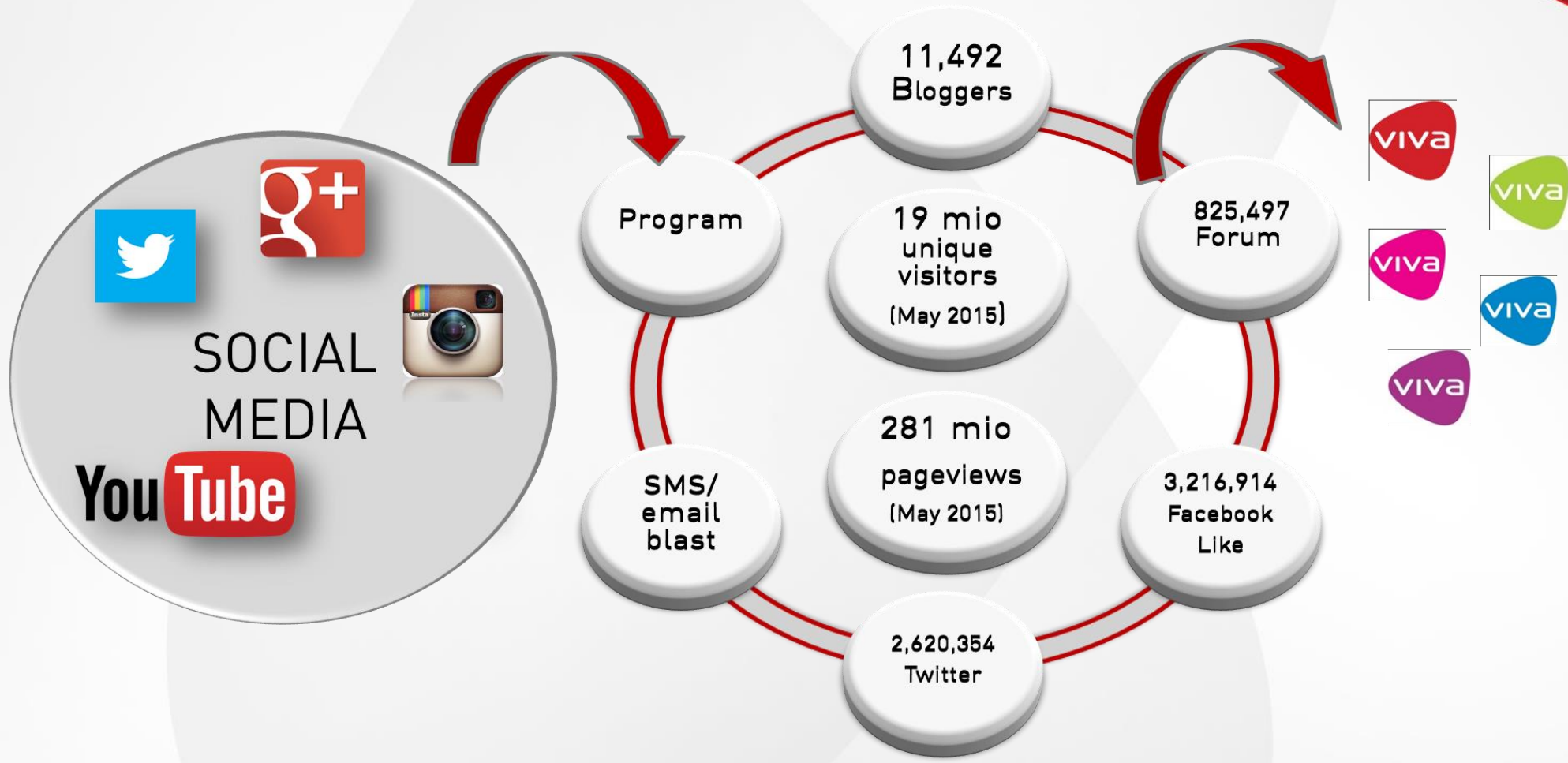


Source: AT Internet, April 2015

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Reach and engage with our community



Our Strategy

Leading FTA Player

1. Build up content
2. Maintain tvOne as the “#1 News Station” and ANTV as “Top 3 Entertainment Station”
3. Look for opportunities in local/regional play

Leading Digital Player

1. Revamp news portal
2. Continue to add “features”

Ramp Up Capabilities

1. Continuously develop “creative” capabilities
2. Expand current in-house production capability

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 23.5% CAGR 2010-2014
 - Combined TVS 15,7% from 11% in the past 12 months
- Monetize and leverage its FTA TV stations

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Thank You

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