



VIVA

VIVA GROUP PRESENTATION

DB RoadShow Conference

18 March 2015

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viva.co.id



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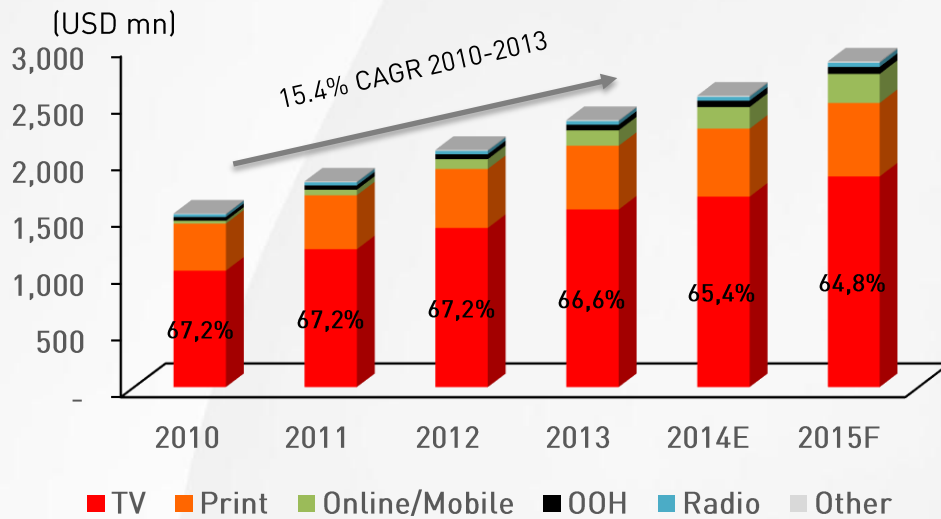
VIVA is the fastest growing media company in Indonesia

- VIVA has been growing revenues at 23.5% CAGR 2010-2013 versus industry adex growth of 15.4% CAGR 2010-2013. In the future the industry is expected to grow by an average of 11.4% for 2015-2018 (according to MPA) on the back of stronger economic growth and a growing middle income
- VIVA was founded and is managed by two of the most prominent and dynamic TMT figures in Indonesia: Anindya Bakrie and Erick Thohir. VIVA's key management team has extensive experience in the media industry and deep understanding of local habits
- VIVA has implemented the Three Pillar Strategy, which has been proven to successfully increase VIVA's performance. The Three Pillar Strategy consist of:
 1. Micro Targeting
 2. Low Cost High Impact
 3. Innovative Customer Experience

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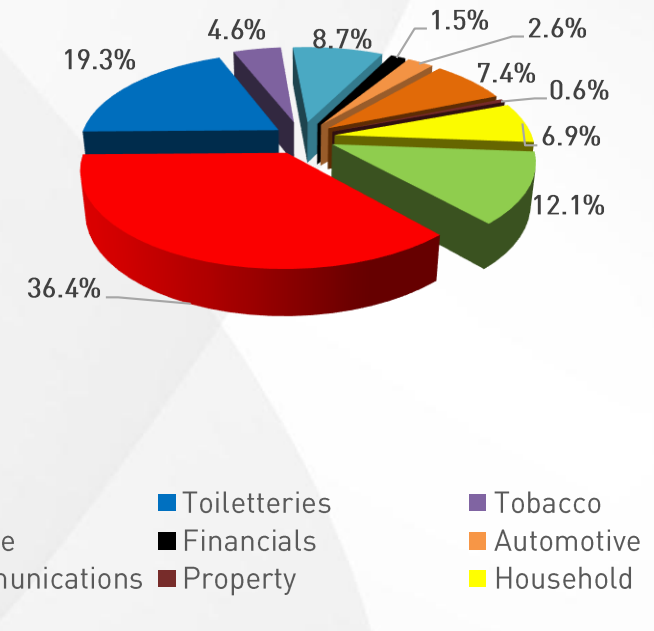
VIVA has been growing faster than the industry

Indonesia's Net Advertising Revenues



Source: Media Partners Asia Database 2014-2015.

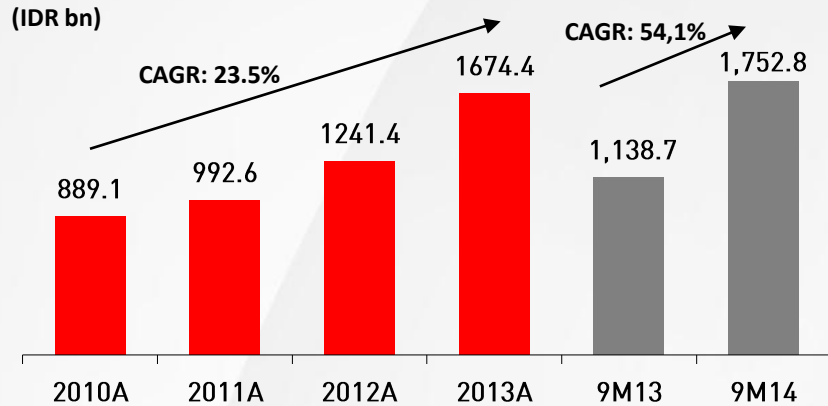
Advertising Expenditure by Industry's Segment



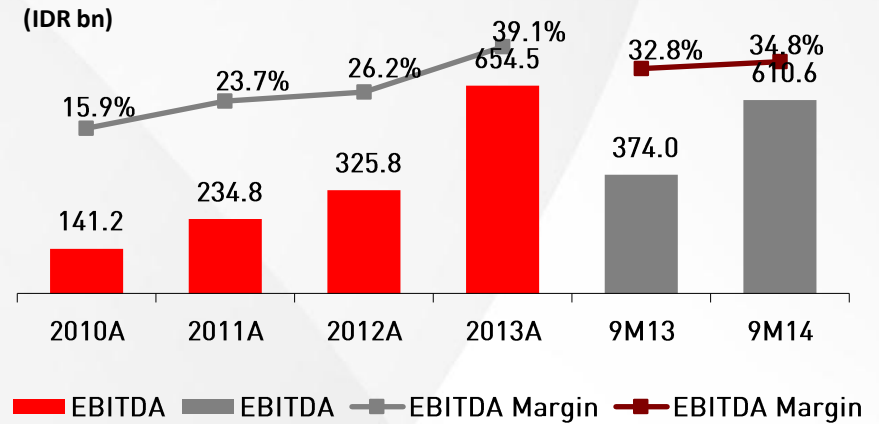
Source: Nielsen Media Research FY 2014

VIVA Consolidated: Summary of Financial Performance 2010A-9M14

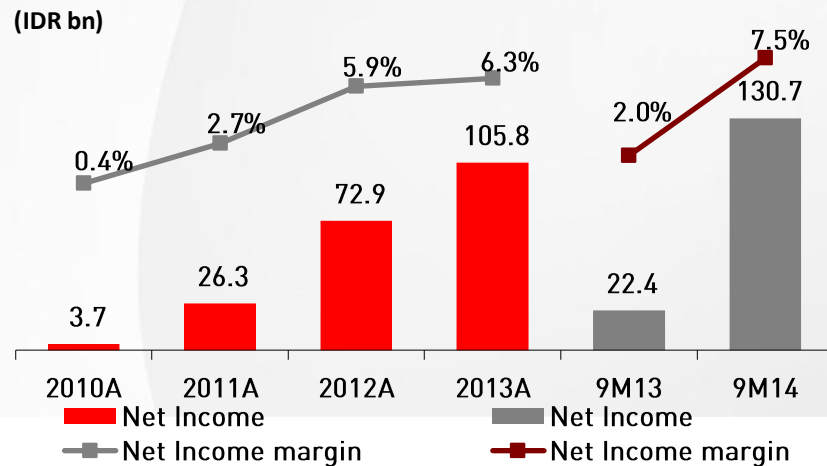
Revenue



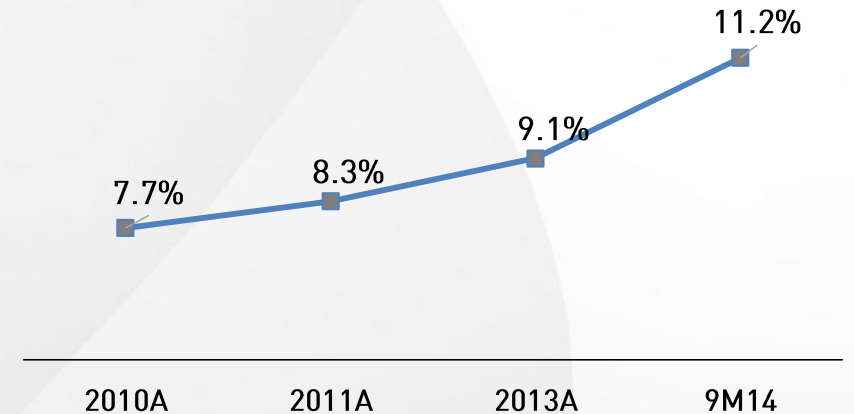
EBITDA



Net Income



Market Share (Net Adex Share)



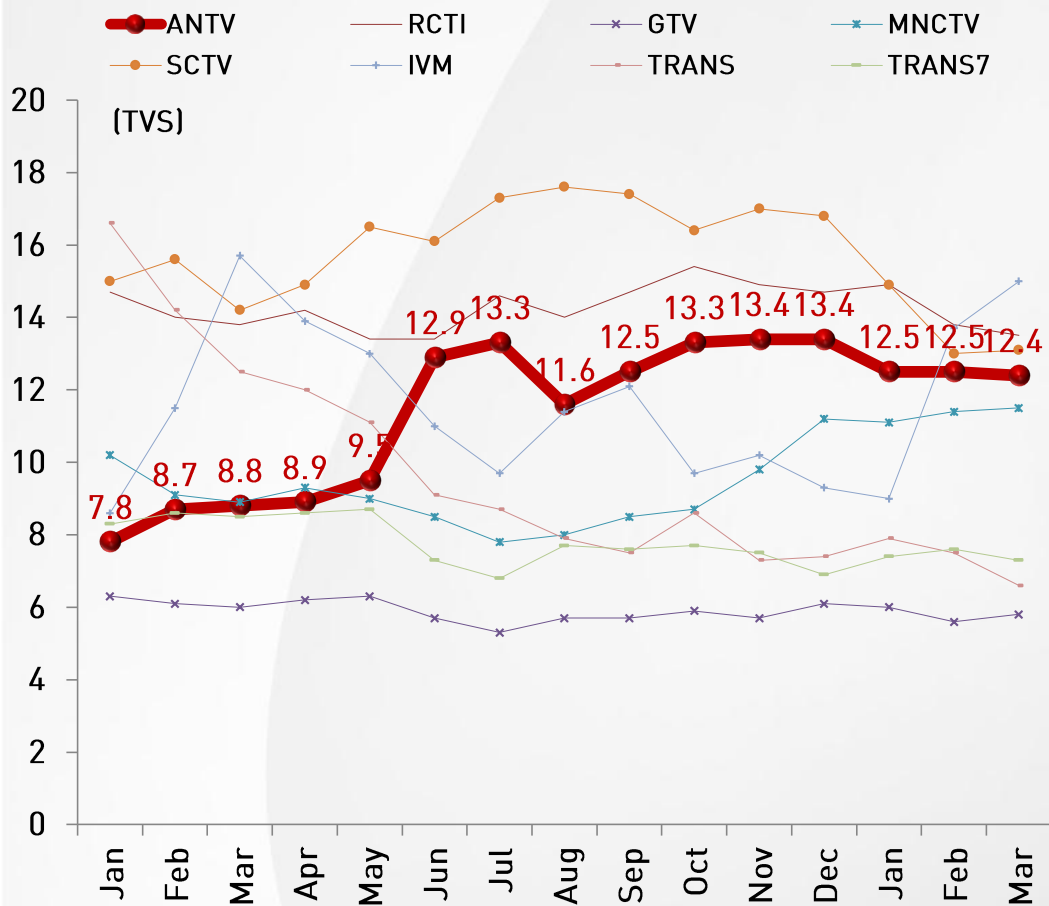
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*Notes: Net Income figures attributable to owners of the parent and non-controlling interest



ANTV is dominating the Top 15 Entertainment program

Entertainment Station



Top Program Industry (5+ ABCD)					
No	Program	Channel	Level 2 ^{Variable}	TVR	Share
1	JODHA AKBAR	ANTV	Series:Drama	5.5	21.7
2	7 MANUSIA HARIMAU	RCTI	Series:Drama	4.9	20.3
3	D ACADEMY 2	IVM	Entertainment:Talent	4.3	20.0
4	TUKANG BUBUR NAIK HAJI THE SER	RCTI	Series:Drama	4.3	17.6
5	SHAKUNTALA	ANTV	Series:Drama	3.9	14.9
6	GANTENG GANTENG SERIGALA	SCTV	Series:Drama	3.8	14.8
7	ADIT & SOPO JARWO	MNCTV	Children:Series Anim	3.5	17.8
8	KEJAYAAN MAHABHARATA	ANTV	Series:Drama	3.3	12.3
9	ASIA'S GOT TALENT	ANTV	Entertainment:Talent	3.2	13.3
10	SAMSON & DAHLIA	SCTV	Series:Drama	3.1	15.0
11	BOLLY VAGANZA	ANTV	Entertainment:Variety	3.0	13.9
12	NAVYA	ANTV	Series:Drama	2.8	11.7
13	BOBOI BOY	MNCTV	Children:Series Anim	2.8	20.4
14	DORAEMON	RCTI	Children:Series Anim	2.8	21.2
15	OPERATION WEDDING SERIES	SCTV	Series:Drama	2.8	15.3

Source: Nielsen, 01 Jan – 16 Mar 2015, All Market, TA 5+ ABCD

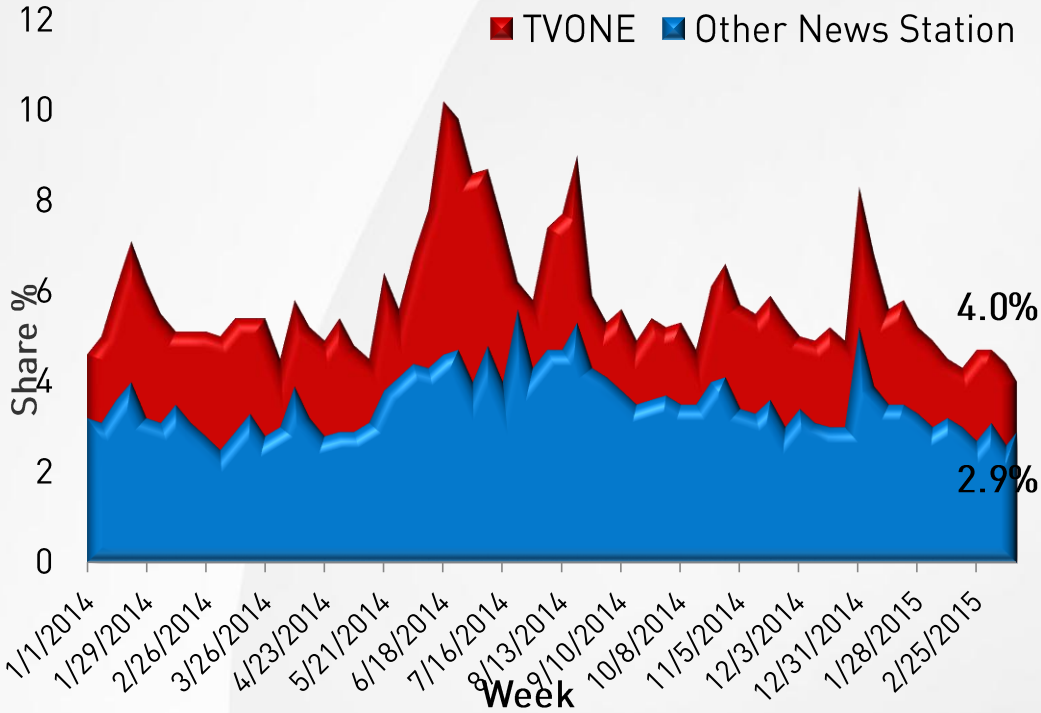
Source: AGB Nielsen Media Research 10 cities, 1 Jan 2014– 16 Mar 2015, TA : All People

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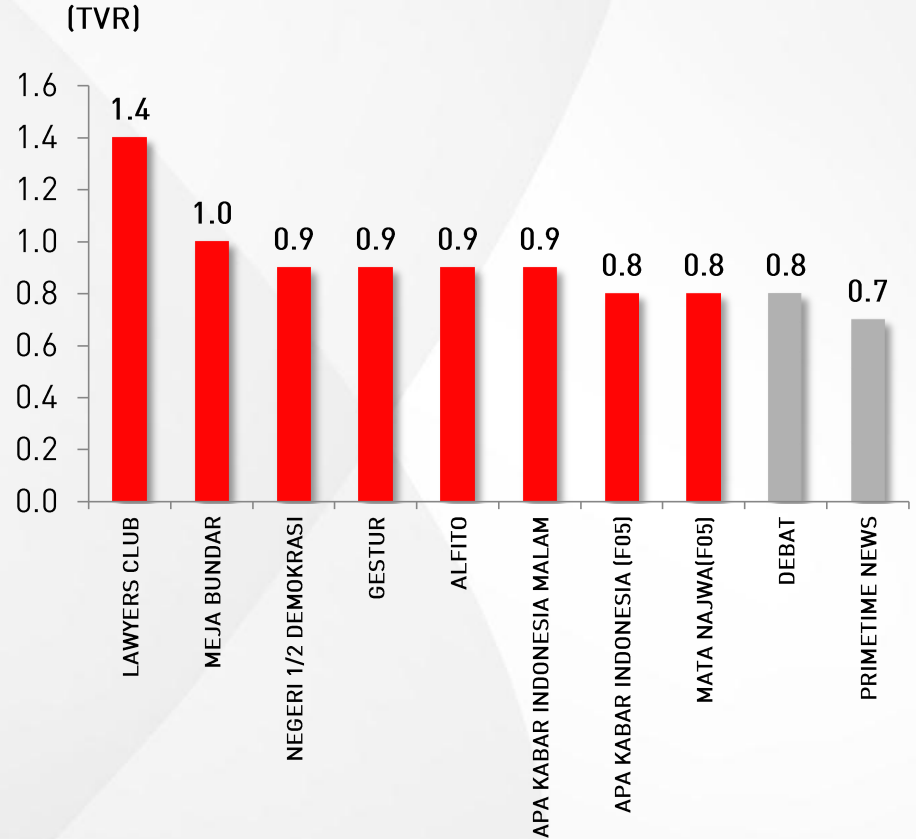




tvOne has the # 1 News Channel since its inception



Source: Nielsen 10 Cities (Jan 2014 – Mar 16, 2015), TA 15+ ABC1



Source: Nielsen 10 Cities Jan 1 – Mar 16, 2015, TA 15+ ABC1

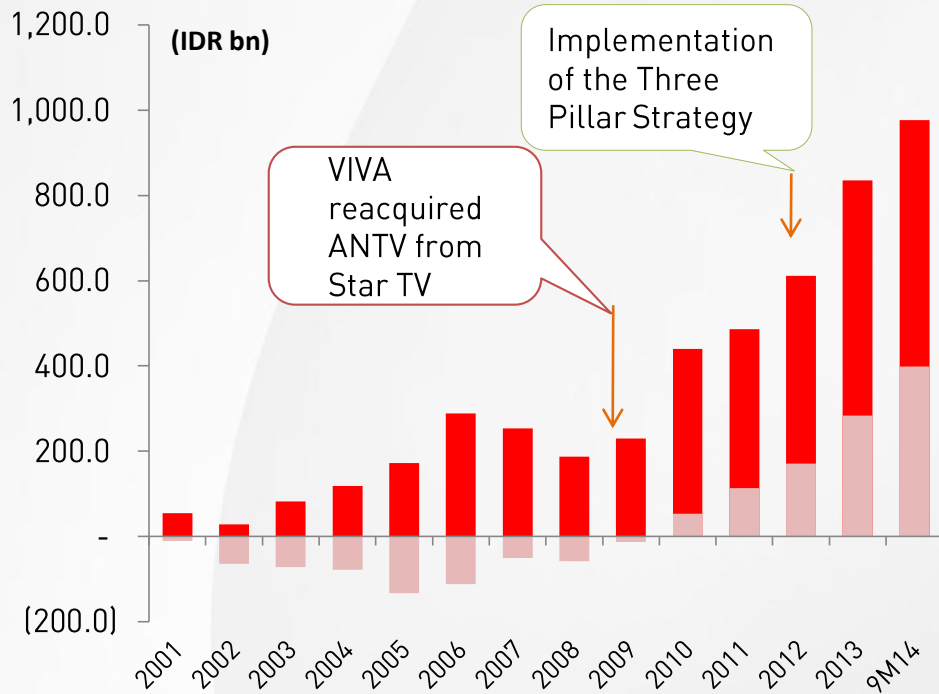
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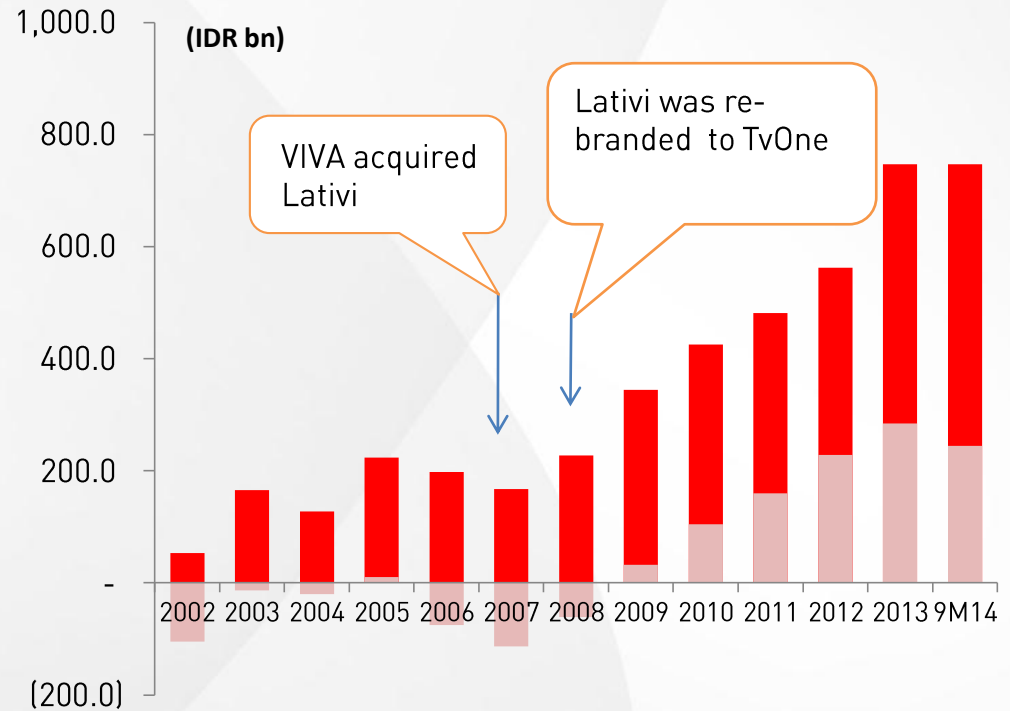


VIVA's key management personnel has helped accelerate growth

ANTV's Milestone



tvOne's Milestone



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VIVA's Sustainable Strategy

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)”

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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	91	103	89	104	90	89	91	88	96	104
	Female	109	97	111	96	110	111	109	113	104	96
Age	5-9	116	54	82	123	158	98	83	76	69	56
	10-14	104	70	95	110	118	128	80	96	90	69
	15-24	75	68	89	93	72	99	83	96	90	72
	25-34	104	86	94	96	94	90	96	105	107	86
	35-44	113	119	106	103	118	101	99	106	104	115
	45-54	93	131	119	102	88	105	127	100	121	145
	55+	116	202	125	83	84	89	148	116	114	181
Social Economic	SES A	64	113	82	98	64	68	75	84	91	131
	SES B	95	138	99	96	99	89	100	107	105	138
	SES C	104	89	102	104	103	104	103	98	102	89
	SES D	109	66	99	88	113	129	94	97	81	55
	SES E	121	54	106	93	84	95	104	127	82	52

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

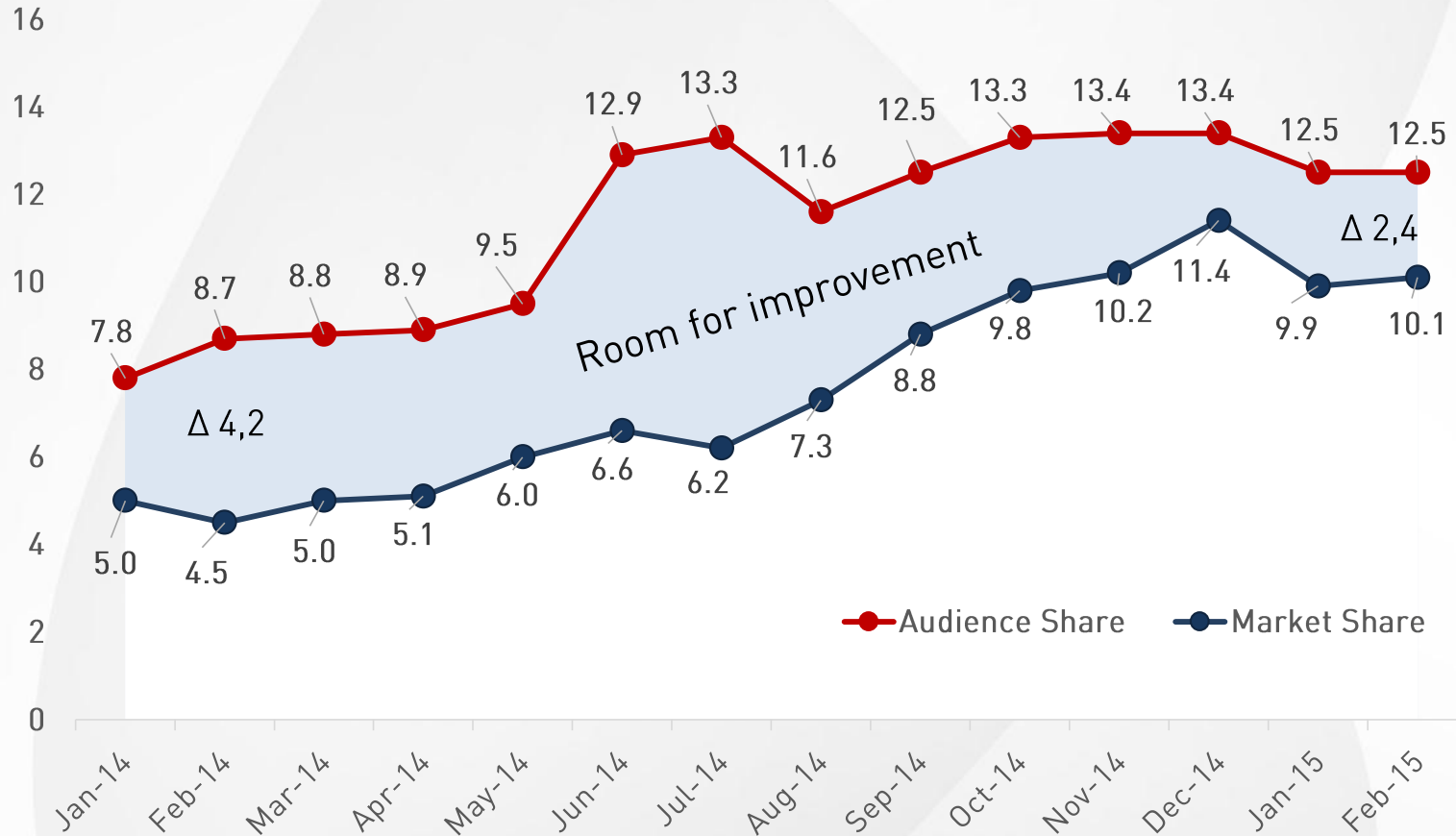
Source AGB Nielsen Media Research 10 cities, index, 1 Jan – 16 Mar 2015

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The growth opportunity to ANTV as entertainment TV station is still very high



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