



viva

VIVA GROUP PRESENTATION

October 1 2015

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viva.co.id





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Our Company

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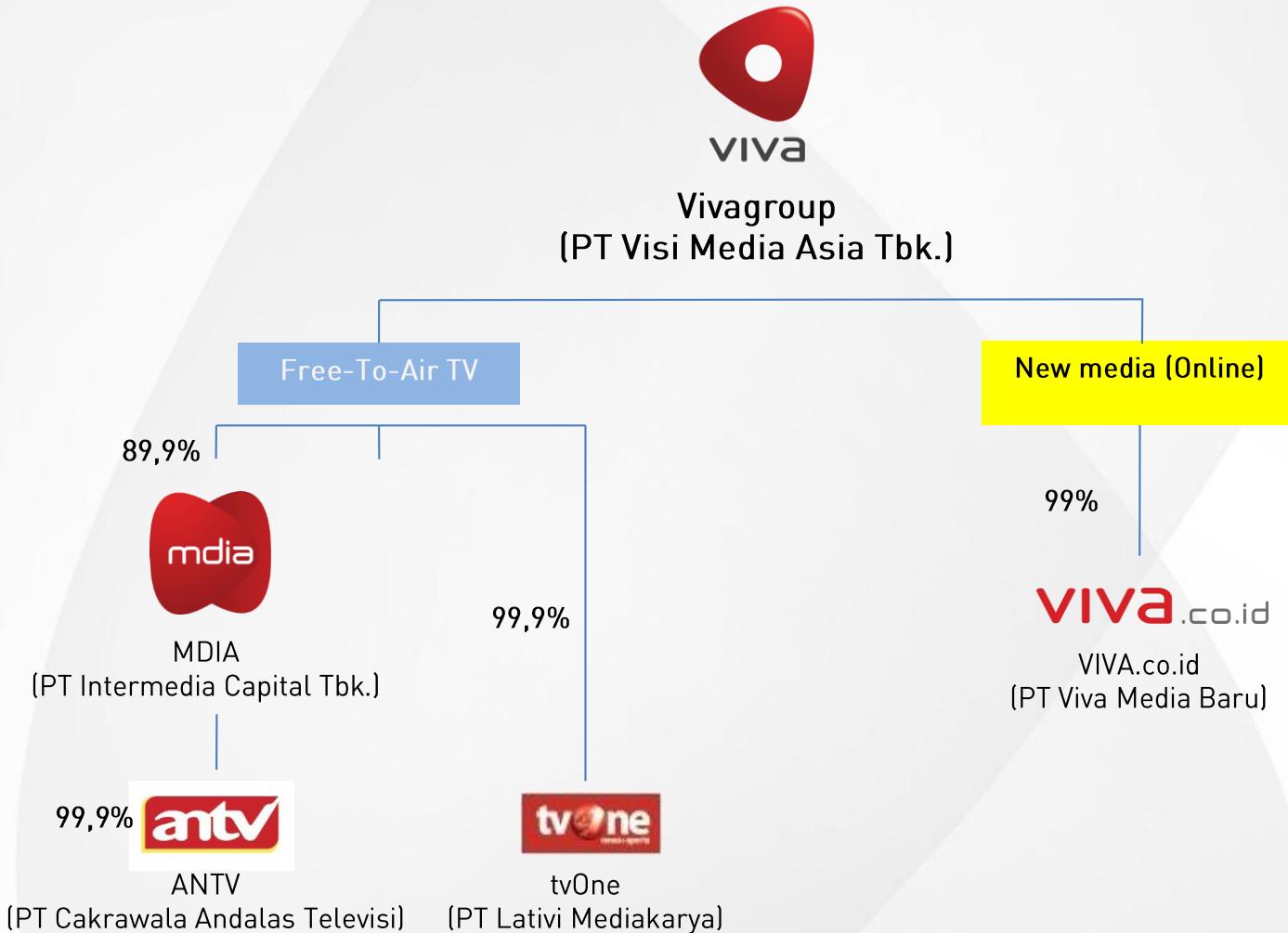


VIVA is the fastest growing media company

- 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 Corporate Structure and Business Segment



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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

Gained 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 Ardiansyah 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

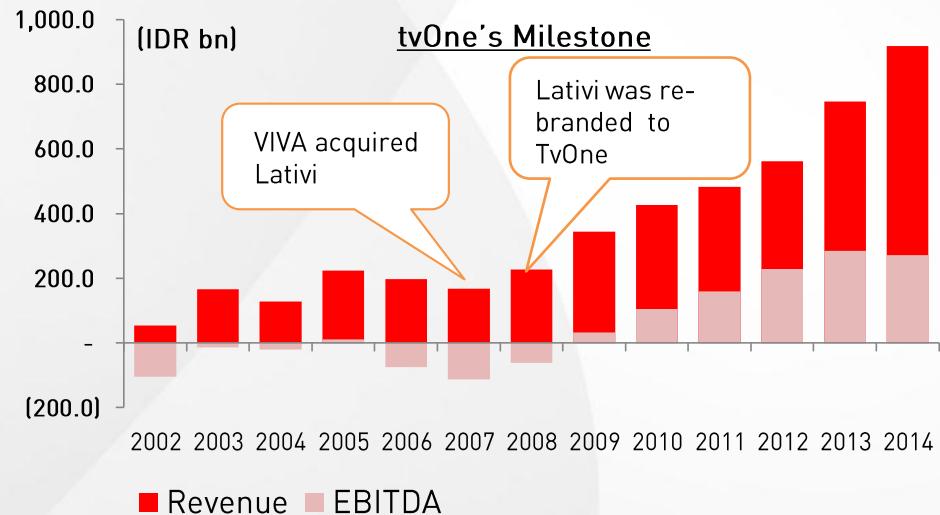
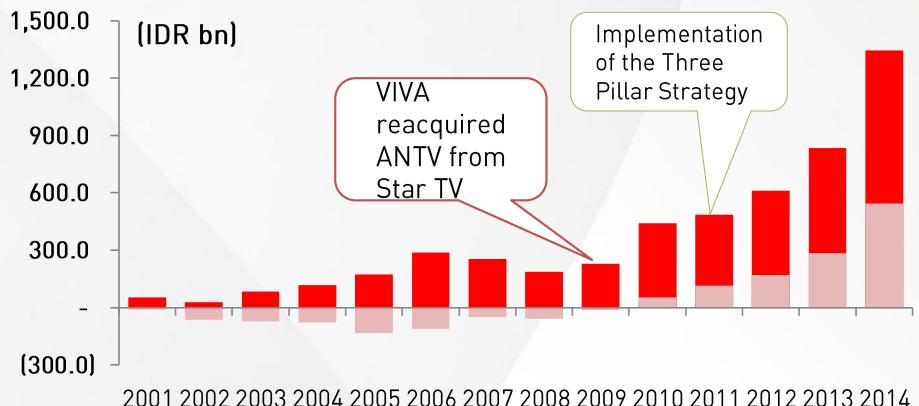
David Eric Burke

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.

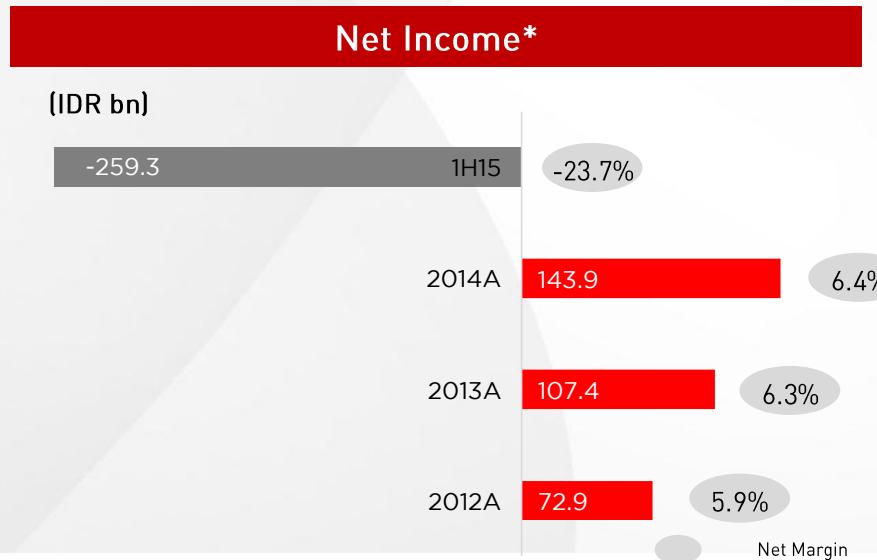
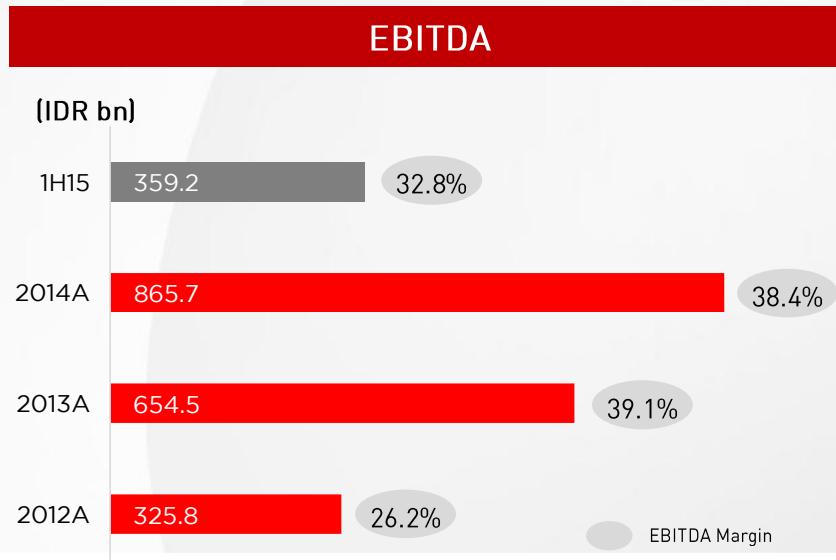
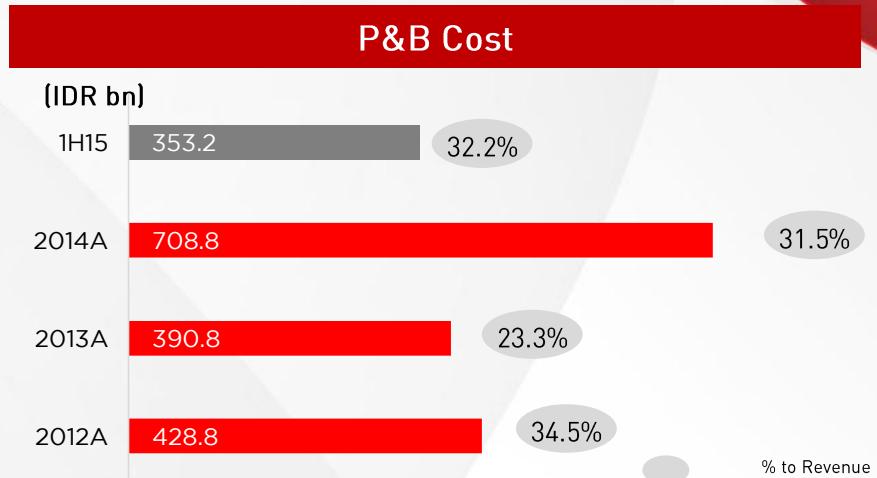
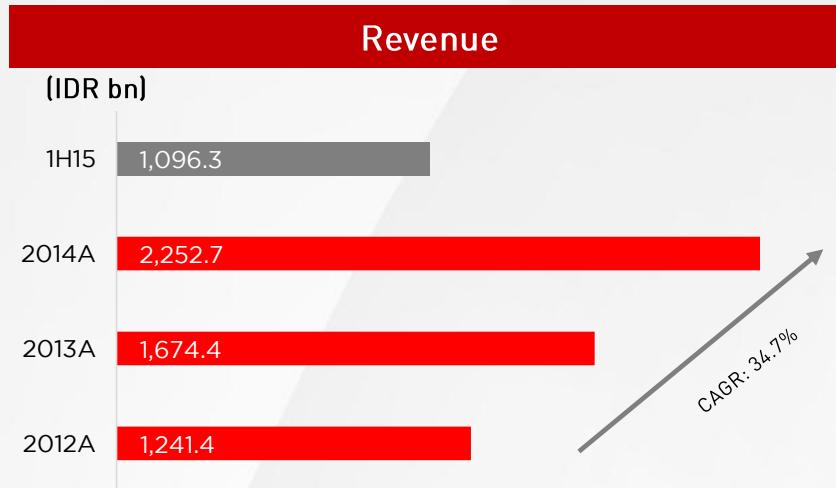
ANTV's Milestone





VIVA Consolidated: Summary of Financial Performance

2012-1H2015A



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

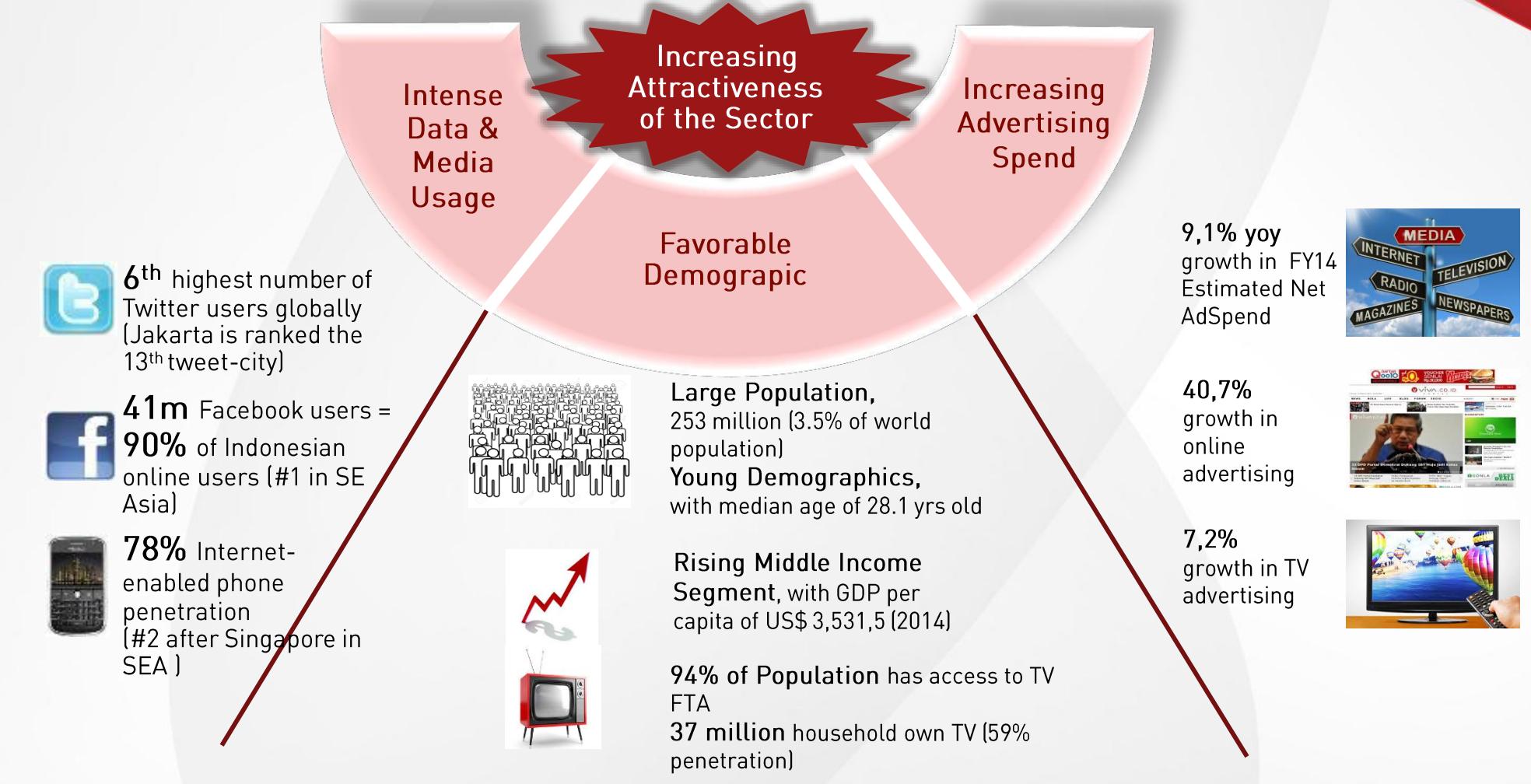
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Our Industry

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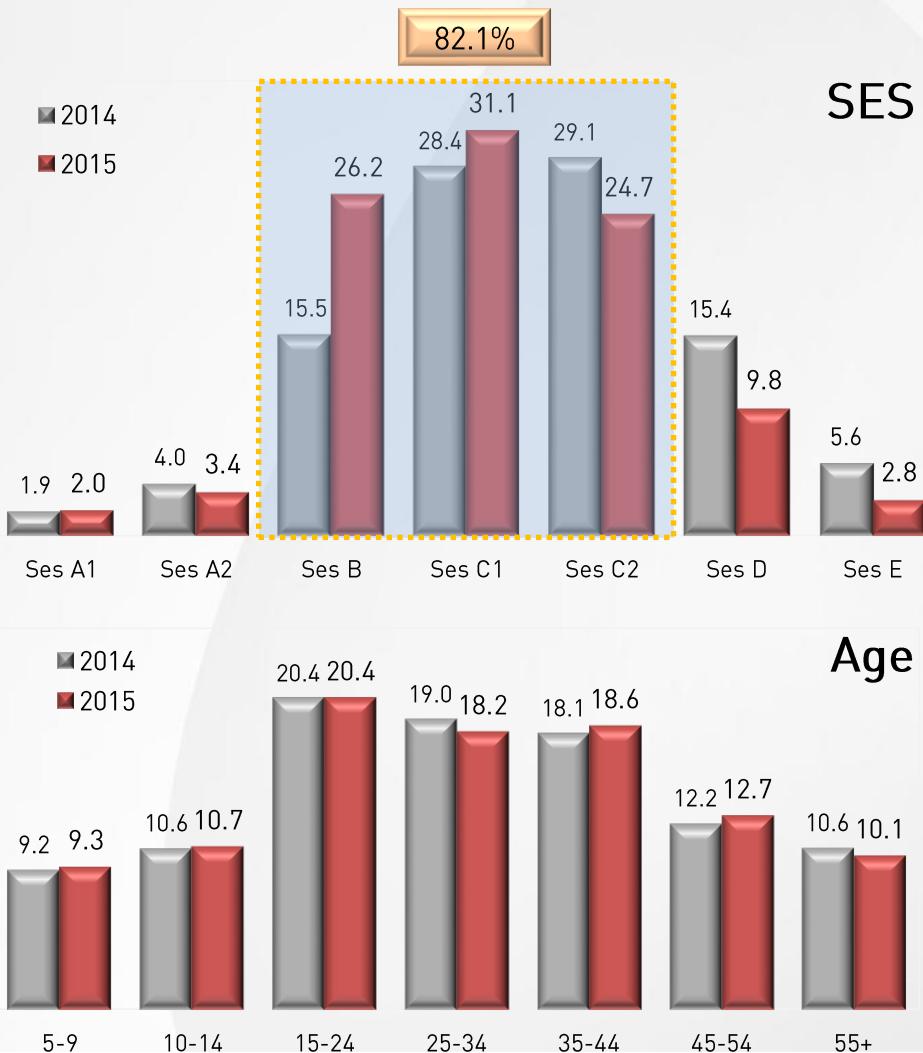
Indonesia Summary



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

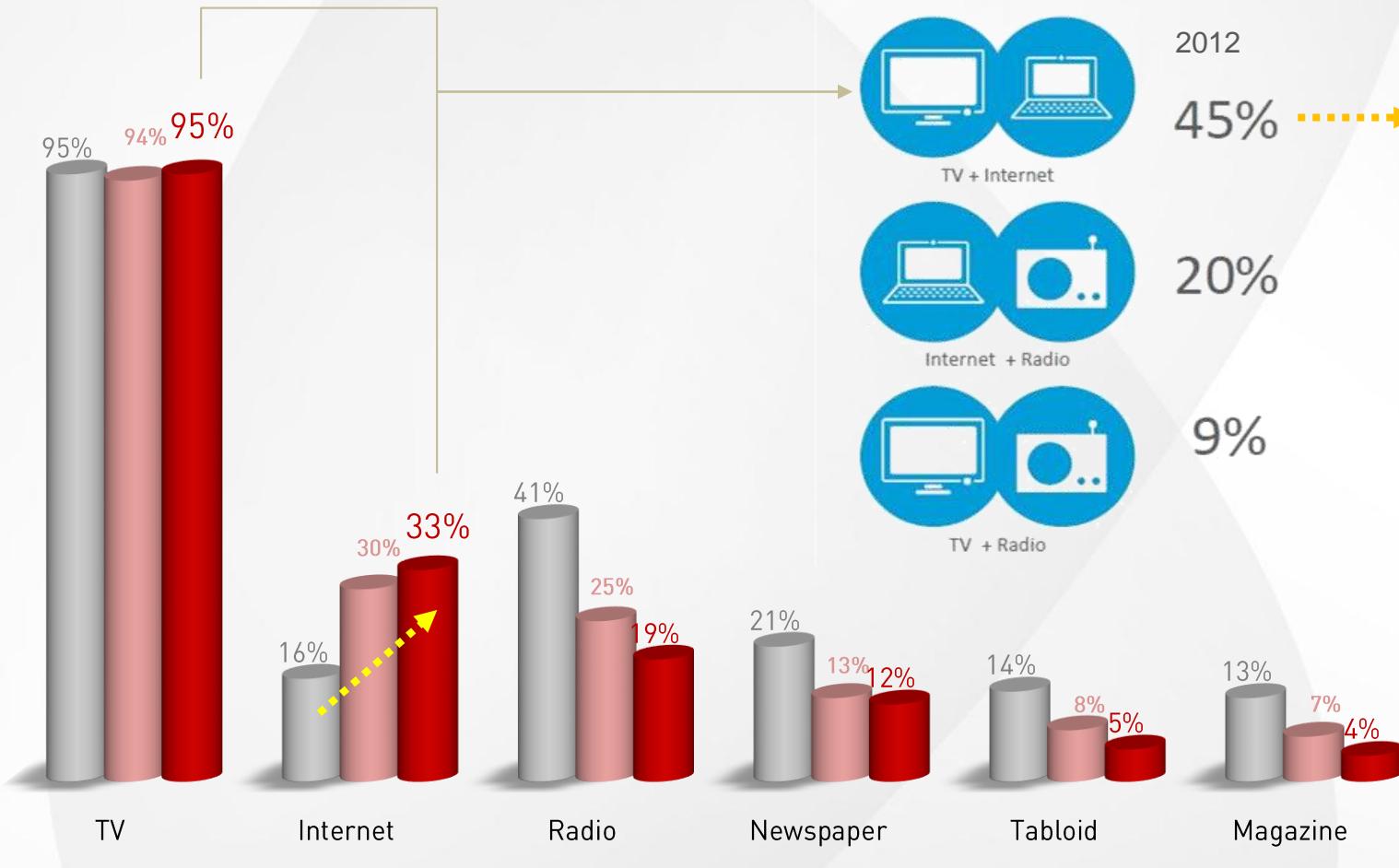


SES	SES Range 2011-2013	SES Range 2014-2015
A1	> Rp 4,500,000	> Rp 6,000,000
A2	Rp 3,000,001 - Rp 4,500,000	Rp 4,000,001 - Rp 6,000,000
B	Rp 2,000,001 - Rp 3,000,000	Rp 2,500,001 - Rp 4,000,000
C1	Rp 1,500,001 - Rp 2,000,000	Rp 1,750,000 - Rp 2,500,000
C2	Rp 1,000,001 - Rp 1,500,000	Rp 1,250,000 - Rp 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: 01 Jan – 20 Sept 2014 & 2015, All Channel, All Market, Reach 000's

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Media penetration 2014



Source: AGB Nielsen Media Research

■ 2008

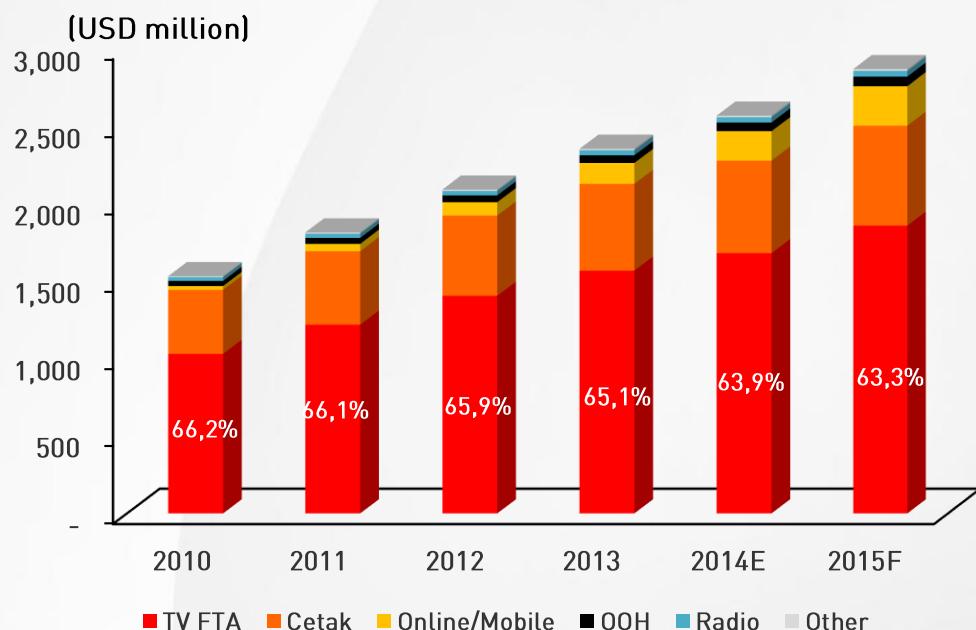
■ 2012

■ 2014

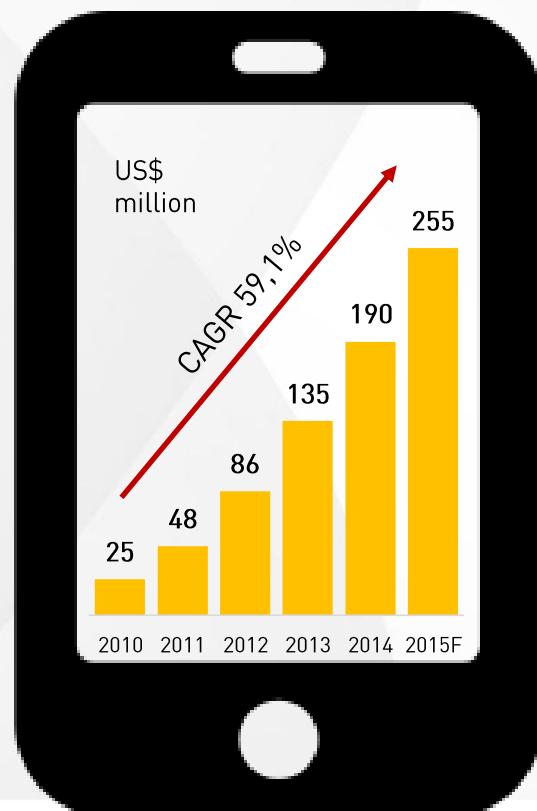
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FTA TV is the preferred advertising platform, capturing 63.9% of advertising market. Online is the fastest growing platform taking adshare from print and radio media.

Indonesia's Net Advertising Revenues



Online/Mobile Segment's Net Aex



Source: Media Partners Asia Database 2014-2015.

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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 METRO
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	
Gender	Male	90	104	92	106	89	89	91	88	98	102
	Female	110	96	108	94	111	111	109	112	102	98
Age	5-9	118	59	84	116	156	101	78	75	74	57
	10-14	111	74	100	120	129	128	90	102	97	76
	15-24	76	71	90	95	71	96	82	97	91	75
	25-34	97	84	91	95	91	82	95	99	104	83
	35-44	114	119	107	103	117	109	102	105	108	119
	45-54	95	132	116	100	89	106	130	108	113	141
	55+	114	185	122	80	82	88	138	112	110	168
Social Economic	SES A	70	114	82	85	55	60	70	89	86	145
	SES B	95	133	105	105	102	100	95	109	113	135
	SES C	102	90	101	102	104	103	105	97	98	87
	SES D	113	69	92	88	106	103	103	96	89	62
	SES E	140	63	103	88	87	118	110	111	80	61

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

Source: AGB Nielsen Media Research 10 cities, index, 01 Jan – 20 Sept 2015

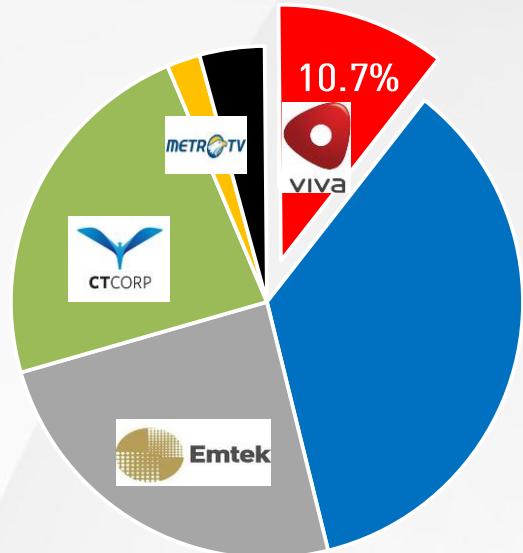
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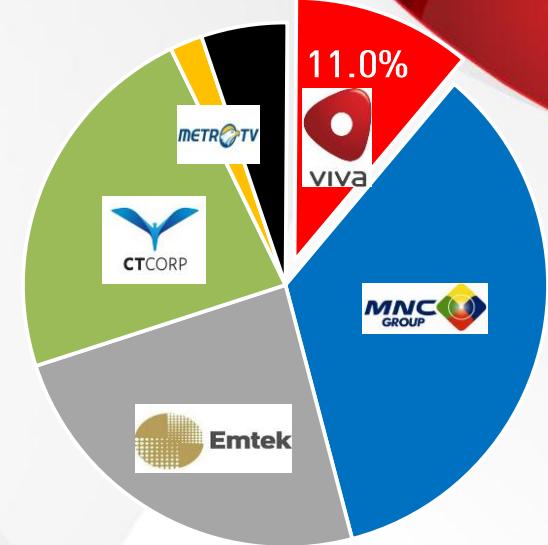


VIVA manage to continuously improve its combined TVS

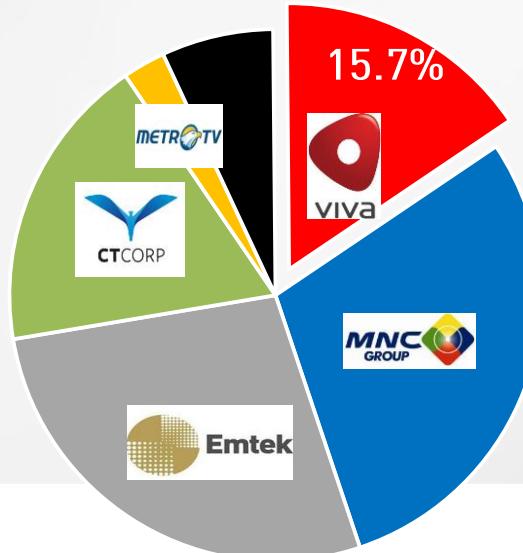
2012



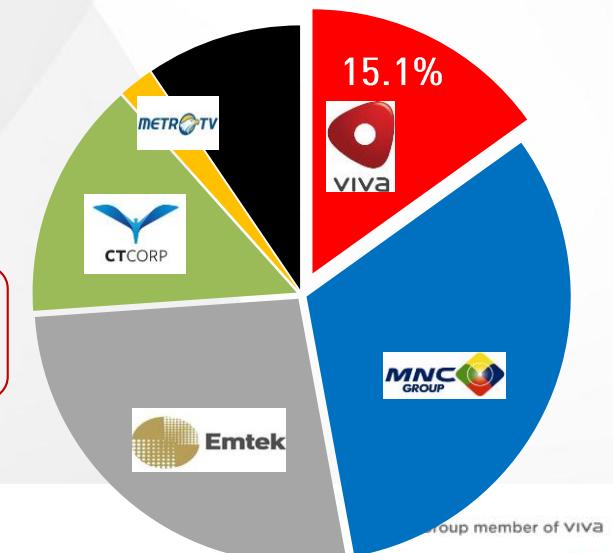
2013



2014



2015*

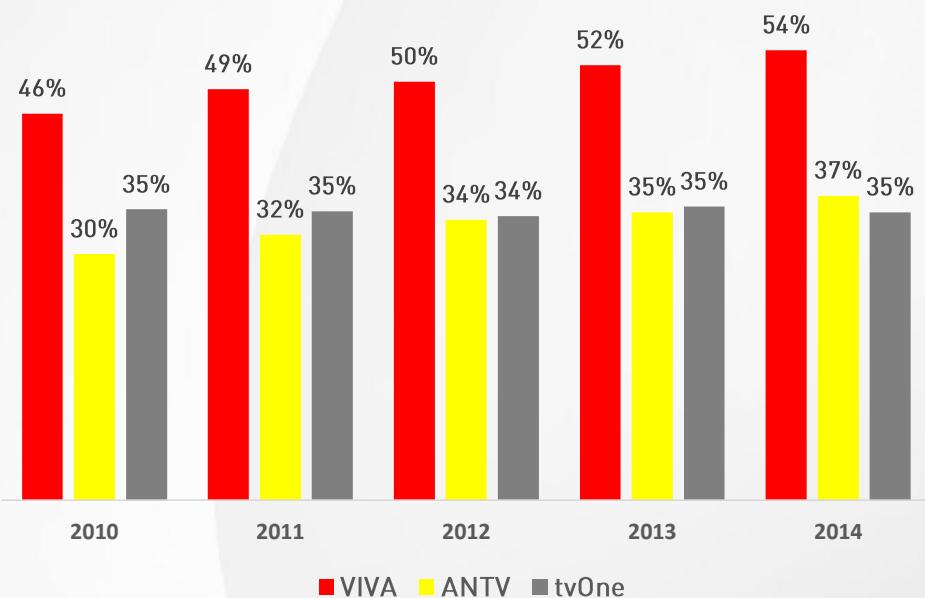


Source: AGB Nielsen Media Research 10 cities, Share, all people 2012-20 Sept 2015*



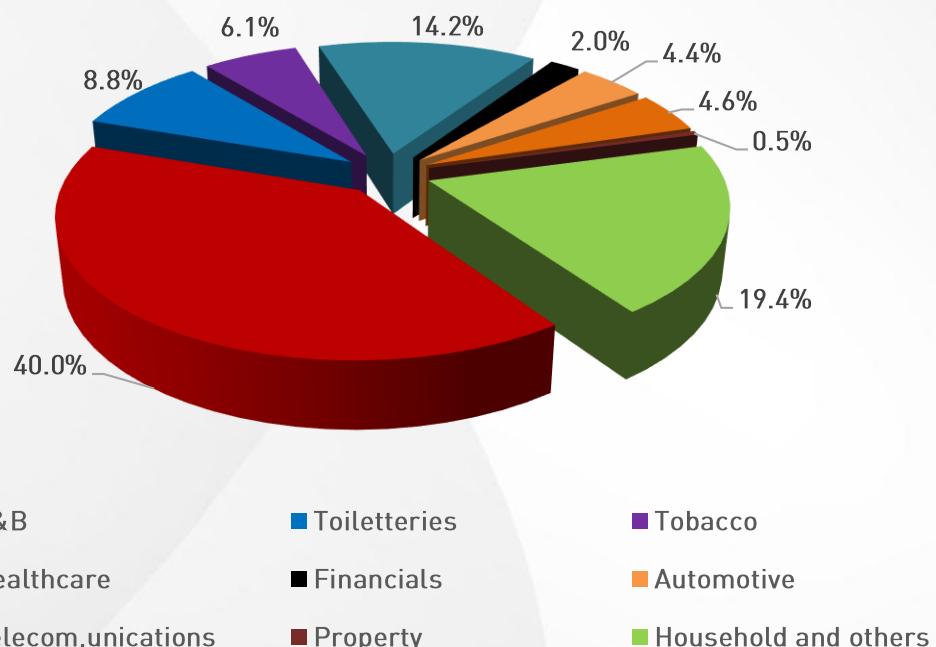
Number of brands advertising through VIVA reach 54% of total brand in Industry. F&B products are the biggest contributor.

% of number of brand advertising in VIVA, ANTV, tvOne vs industri (2010-2014)



Source: AGB Nielsen Media Research

Advertising Expenditure by Industry's Segment (1Q15)



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Our Entertainment

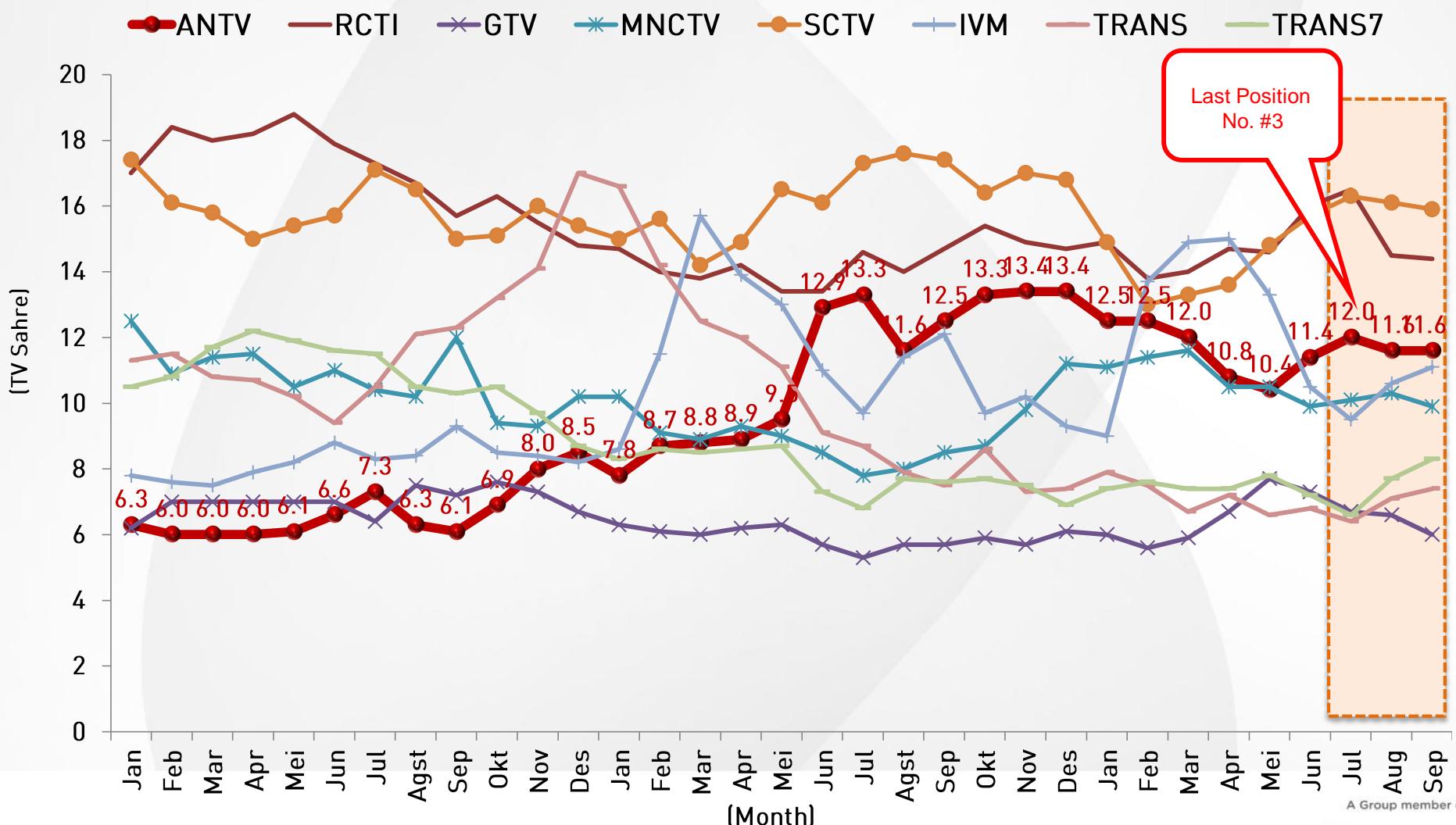
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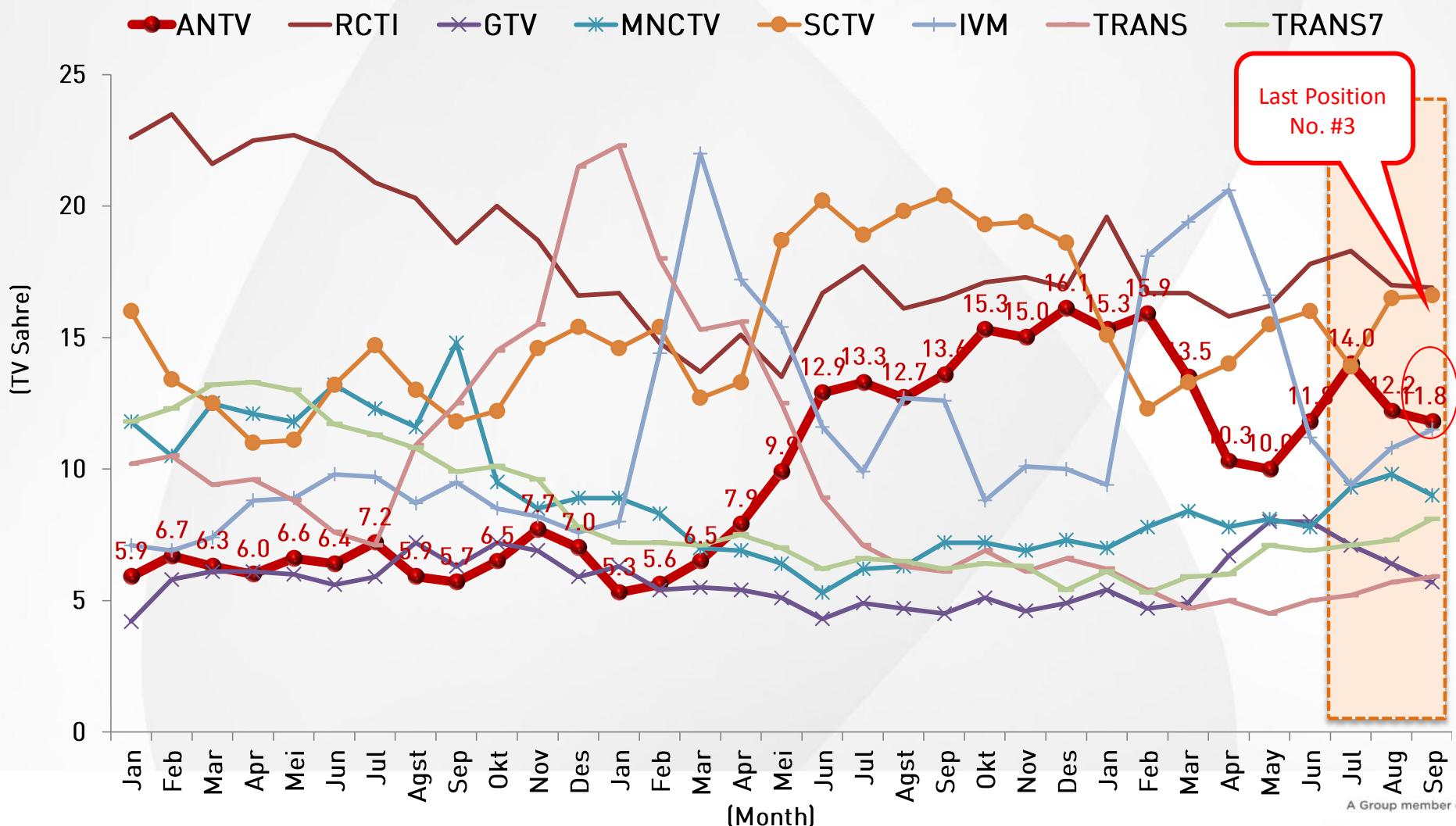
Share Trend Performance (2013 – 2015*)

All Daypart

Entertainment Station



Entertainment Station

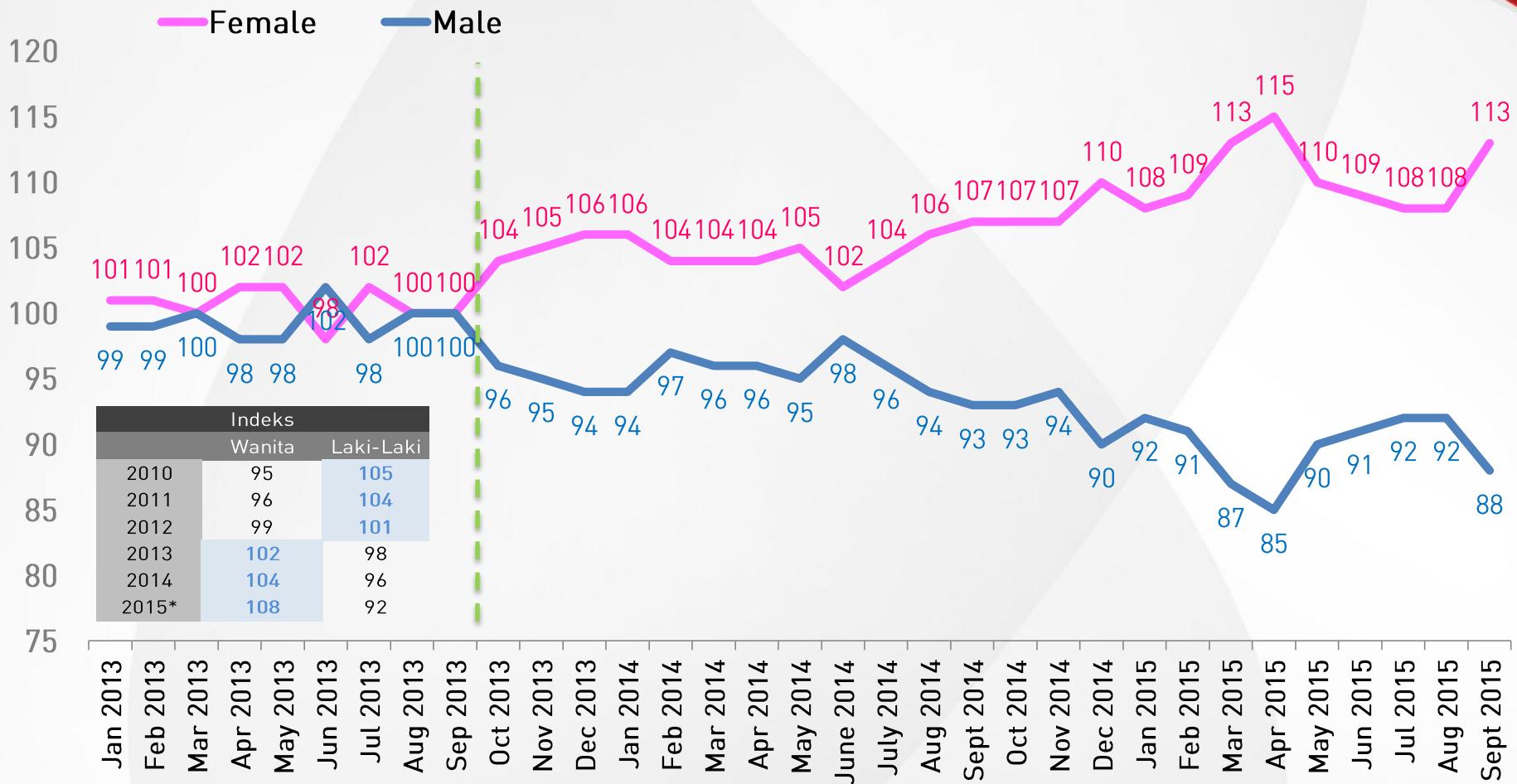


Source: AGB Nielsen Media Research 10 cities, 1 Jan 2013 – 20 Sept 2015, Prime Time,
TA : All People

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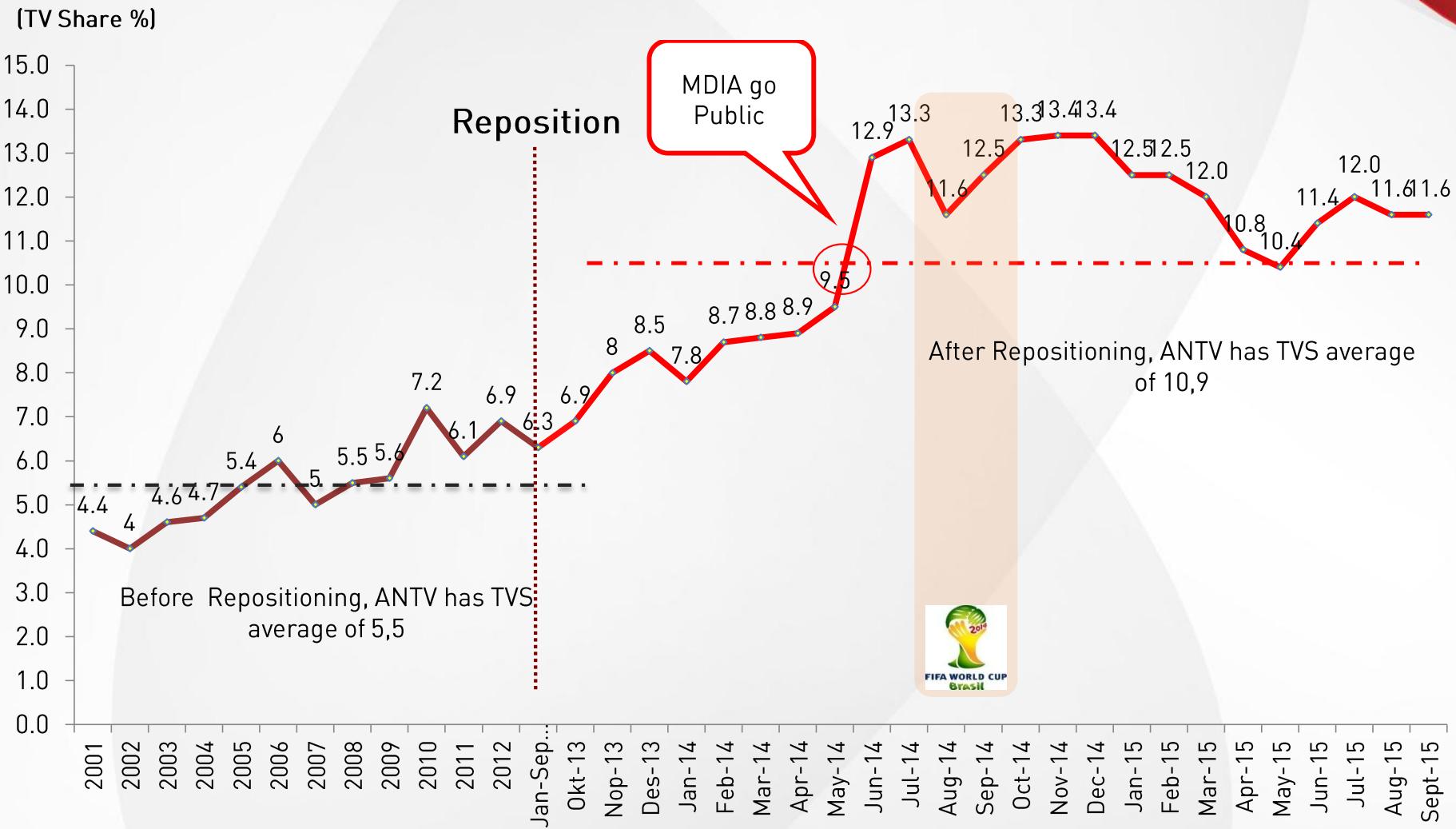
ANTV's with new strategy proving to be a splash among female audience



Source: AGB Nielsen Media Research, Index by Month, 1 Jan 2013 – 02 Sept 2015,
*without World Cup 2014

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ANTV's strategy and repositioning indicate share increase



January 2001- 02 Sept 2015, Source: Nielsen, based on the target audience All People

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ANTV manage to contribute more programs into Top 15 Program Industry

Period : (01 Jan – 30 Jun 2015)

Top Program Industry (5+ ABCD)					
No	Program	Channel	Level 2\Variable	TVR	Share
1	D ACADEMY 2	IVM	Entertainment:Talent	4.5	21.3
2	7 MANUSIA HARIMAU	RCTI	Series:Drama	4.4	18.9
3	JODHA AKBAR	ANTV	Series:Drama	4.4	18.0
4	PREMAN PENSIUN 2	RCTI	Series:Drama	4.3	22.5
5	TUKANG BUBUR NAIK HAJI THE SER	RCTI	Series:Drama	4.1	17.0
6	MADUN	SCTV	Series:Drama	3.8	16.2
7	SAKINAH BERSAMAMU	RCTI	Series:Drama	3.6	19.7
8	SAMSON & DAHLIA	SCTV	Series:Drama	3.4	15.3
9	3 SEMPRUUUL MENGEJAR SURGA	SCTV	Series:Drama	3.2	21.1
10	CINTA DI LANGIT TAJ MAHAL	ANTV	Series:Drama	3.2	14.1
11	GANTENG GANTENG SERIGALA	SCTV	Series:Drama	3.2	13.6
12	ADIT & SOPO JARWO(D03)	MNCTV	Children:Series Anim	3.2	15.4
13	X-FACTOR INDONESIA 2015	RCTI	Entertainment:Talent	3.1	16.9
14	AKU ANAK INDONESIA	RCTI	Series:Drama	3.1	14.1
15	BINTANG PANTURA	IVM	Entertainment:Talent	2.9	14.2

Period : (01 Aug – 20 Sept 2015)

Top Program Industry (5+ ABCD)					
No	Program	Channel	Level 2\Variable	TVR	Share
1	PANGERAN	SCTV	Series:Drama	4.7	21.1
2	TUKANG BUBUR NAIK HAJI THE SER	RCTI	Series:Drama	3.9	17.1
3	7 MANUSIA HARIMAU	RCTI	Series:Drama	3.4	16.8
4	RAJAWALI	RCTI	Series:Drama	3.3	14.5
5	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	Series:Drama	3.3	14.1
6	MADUN	SCTV	Series:Drama	3.2	14.2
7	CANSU & HAZAL	ANTV	Series:Drama	3.2	15.1
8	ELIF	SCTV	Series:Drama	3.1	23.1
9	JODHA AKBAR	ANTV	Series:Drama	3.1	13.0
10	X FACTOR INDONESIA	RCTI	Filler:Others	3.0	13.5
11	GO - BMX	MNCTV	Series:Drama	3.0	13.1
12	CINTA DI LANGIT TAJ MAHAL	ANTV	Series:Drama	2.9	12.7
13	AKU ANAK INDONESIA	RCTI	Series:Drama	2.9	15.4
14	ADIT & SOPO JARWO(D03)	MNCTV	Children:Series Anim	2.9	15.1
15	SHEHRAZAT 1001 MALAM	ANTV	Series:Drama	2.8	15.9

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Source: Nielsen, 01 Jan – 20 Sept 2015, All Markets, 5+ ABCD (Existing Program)





ANTV contributes 33% of Top 15 program Drama in Industry

Period: (01 Jan – 30 Jun 2015)

Top Program Industry (5+ ABCD)

No	Program	Channel	Level 2\Variable	TVR	Share
1	7 MANUSIA HARIMAU	RCTI	Drama	4.4	18.9
2	JODHA AKBAR	ANTV	Drama	4.4	18.0
3	PREMAN PENSIUN 2	RCTI	Drama	4.3	22.5
4	TUKANG BUBUR NAIK HAJI THE SER	RCTI	Drama	4.1	17.0
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11	AKU ANAK INDONESIA	RCTI	Drama	3.1	14.1
12	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	Drama	2.7	12.8
13	ELIF	SCTV	Drama	2.5	18.1
14	BAALVEER	ANTV	Drama	2.5	15.9
15	TOP TUKANG OJEK PENGKOLAN	RCTI	Drama	2.4	16.2

Source: Nielsen, 01 Jan – 20 Sept 2015, All Markets, 5+ ABCD
(Existing Program)

Period: (01 Aug – 20 Sept 2015)

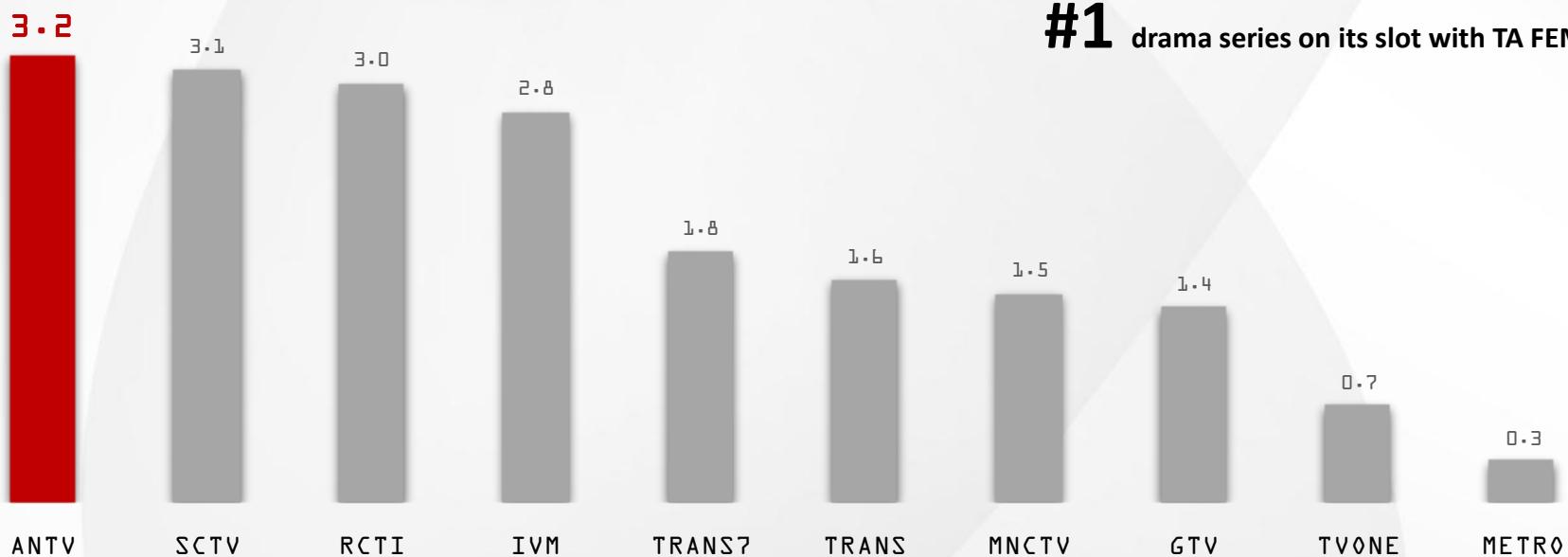
Top Program Industry (5+ ABCD)

No	Program	Channel	Level 2\Variable	TVR	Share
1	PANGERAN	SCTV	Drama	4.7	21.1
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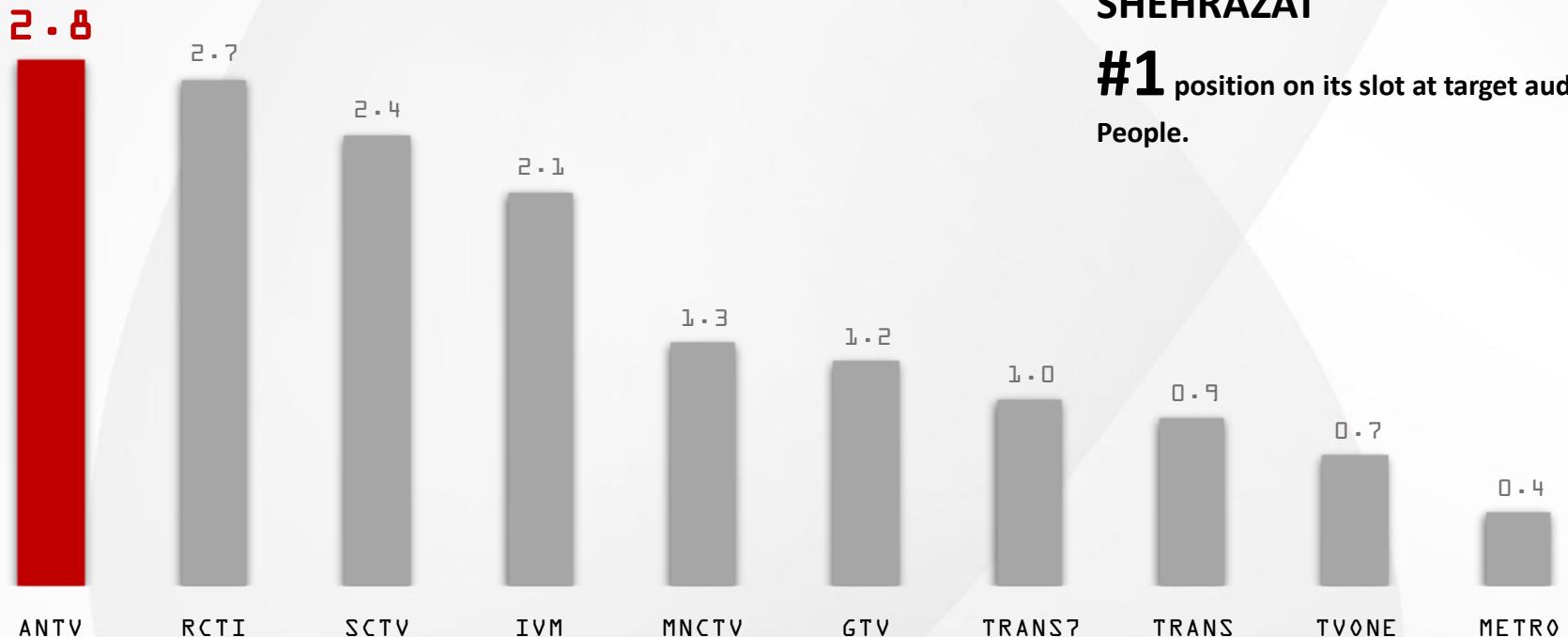


Cinta Di Langit Taj Mahal



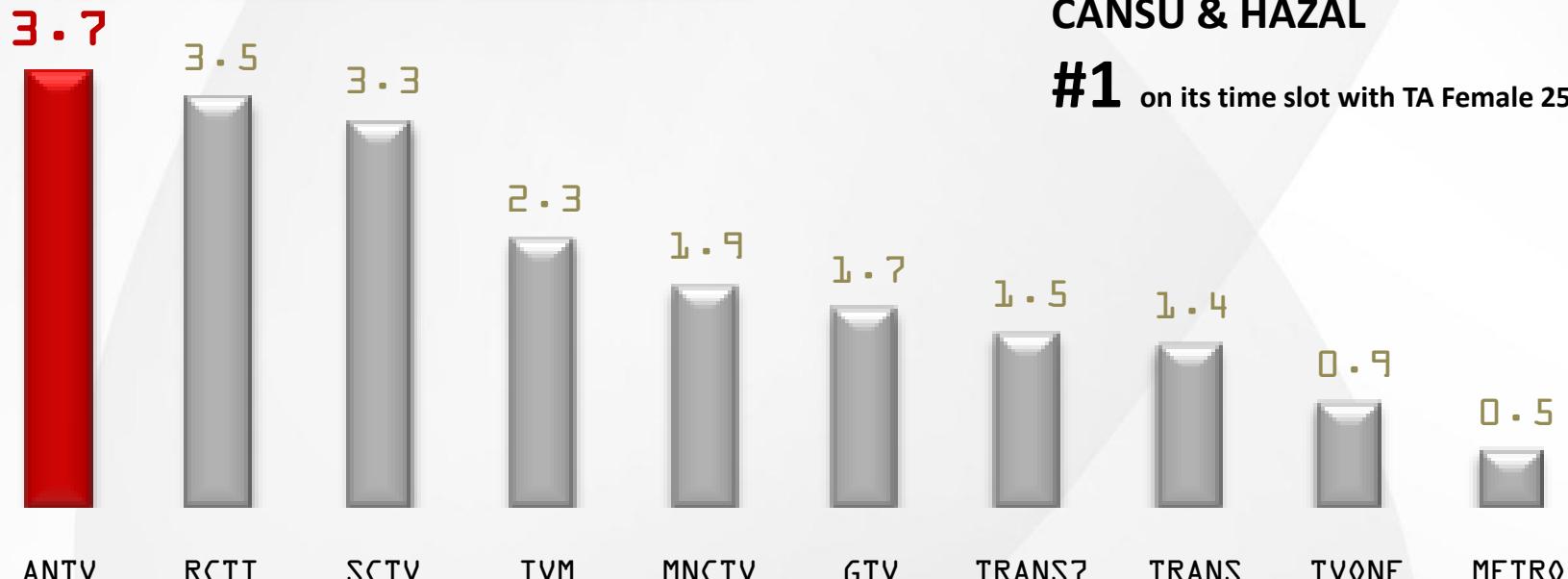
Source: AGB Nielsen Media Research, 08 Jun – 20 Sept 2015, TA: FEMALE 25-34

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Source: AGB Nielsen Media Research, 03 Aug - 20 Sept 2015, TA: All People

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Source: AGB Nielsen Media Research, 01 – 30 Jun 2015, Female 25-44

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The New Eat Bulaga



1.5

1.3

1.3

1.1

1.0

0.8

0.7

0.6

0.5

0.5

THE NEW EAT
BULAGA!
INDONESIA

INBOX(C06)

DAHSYAT(C06)

KABAR
BINTANG

CCTV

SKETSA

SELEB HATERS

DUO PEDANG

ASLI KENA
JEBAK

RANKING 1

TA : MF 35-44

The New Eat Bulaga Indonesia **#1** in Morning Entertainment Program (06.00 – 11.00).

Source: AGB Nielsen Media Research, 17 Nov 2014 – 20 Sept 2015 (Weekdays) slot Time 06.00-11.00, MF 35-44

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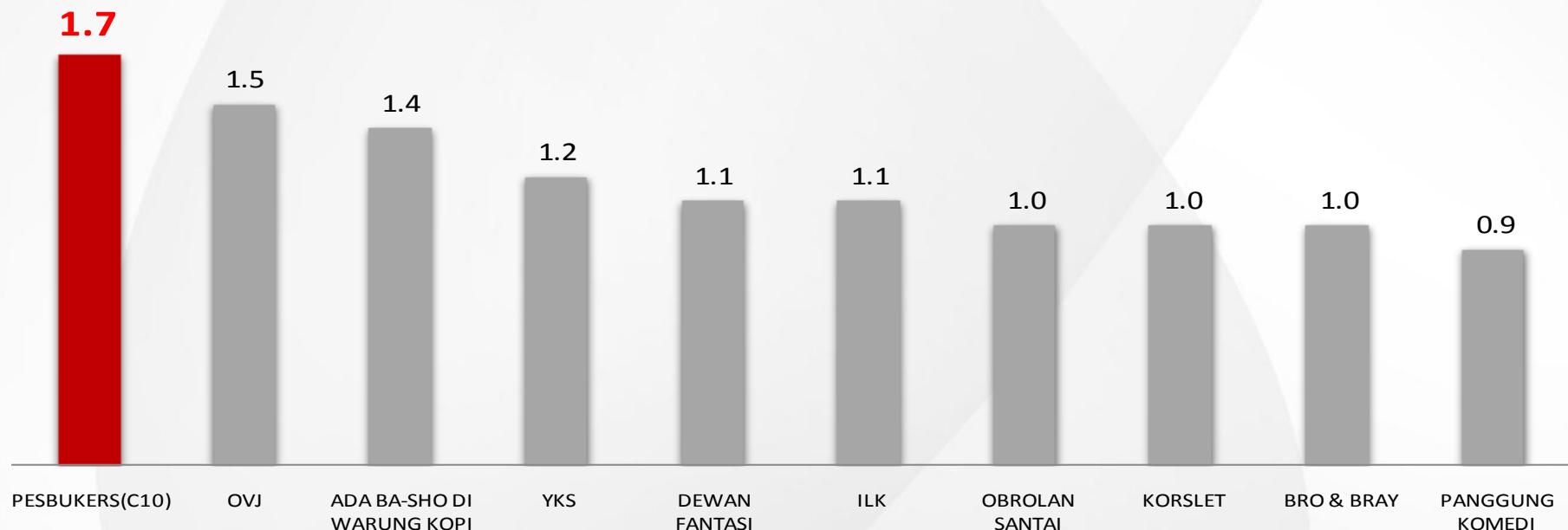
ANTV #1 with Pesbuker



TA : ALL PEOPLE

PESBUKERS

1st Position on Top Entertainment Comedy Program



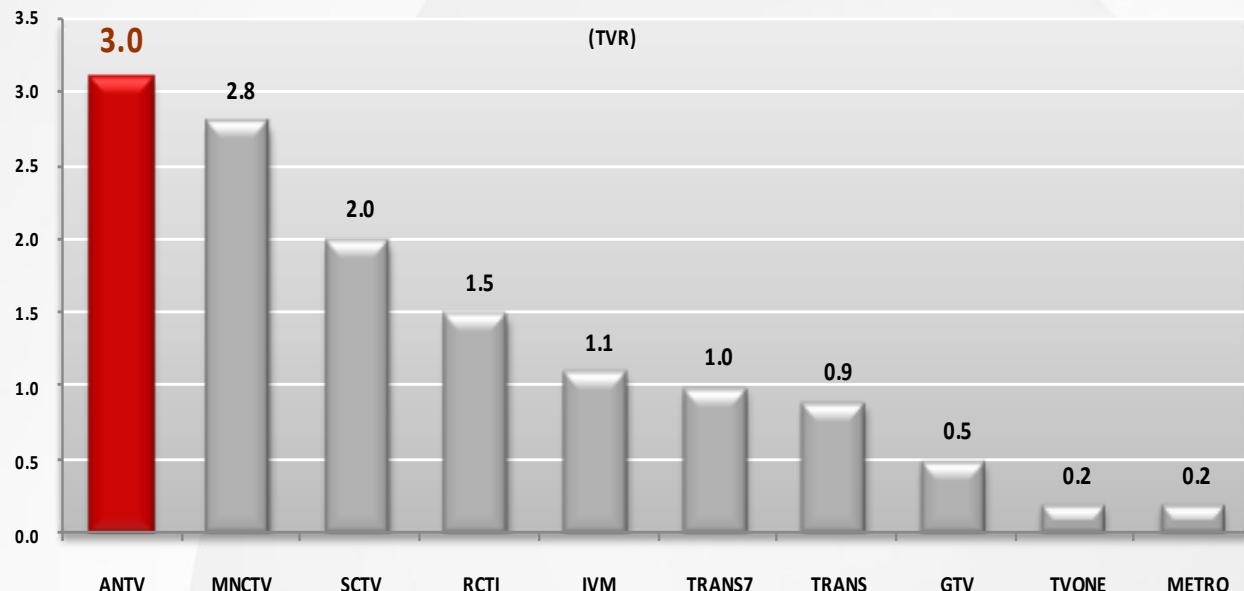
Source: AGB Nielsen Media Research, 01 Jan- 20 Sept 2015, TA: All People

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ANTV #1 with Animation Program



Masha and The Bear



ANTV has increased its time slot on children animated program. ANTV during the slot 10.30-16.00 has reached 1st position in industry on target audience Kids 05-09

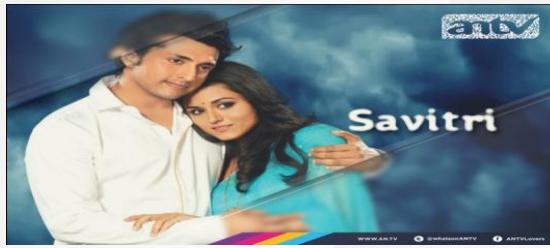


Source: Nielsen Media ; 10 Cities; 01 Jan – 20 Sept 2015 (Weekdays), Kids 05-09



Global Content Acquisition Strategy

INDIA



PHILIPINES



JAPAN



CHINA



USA

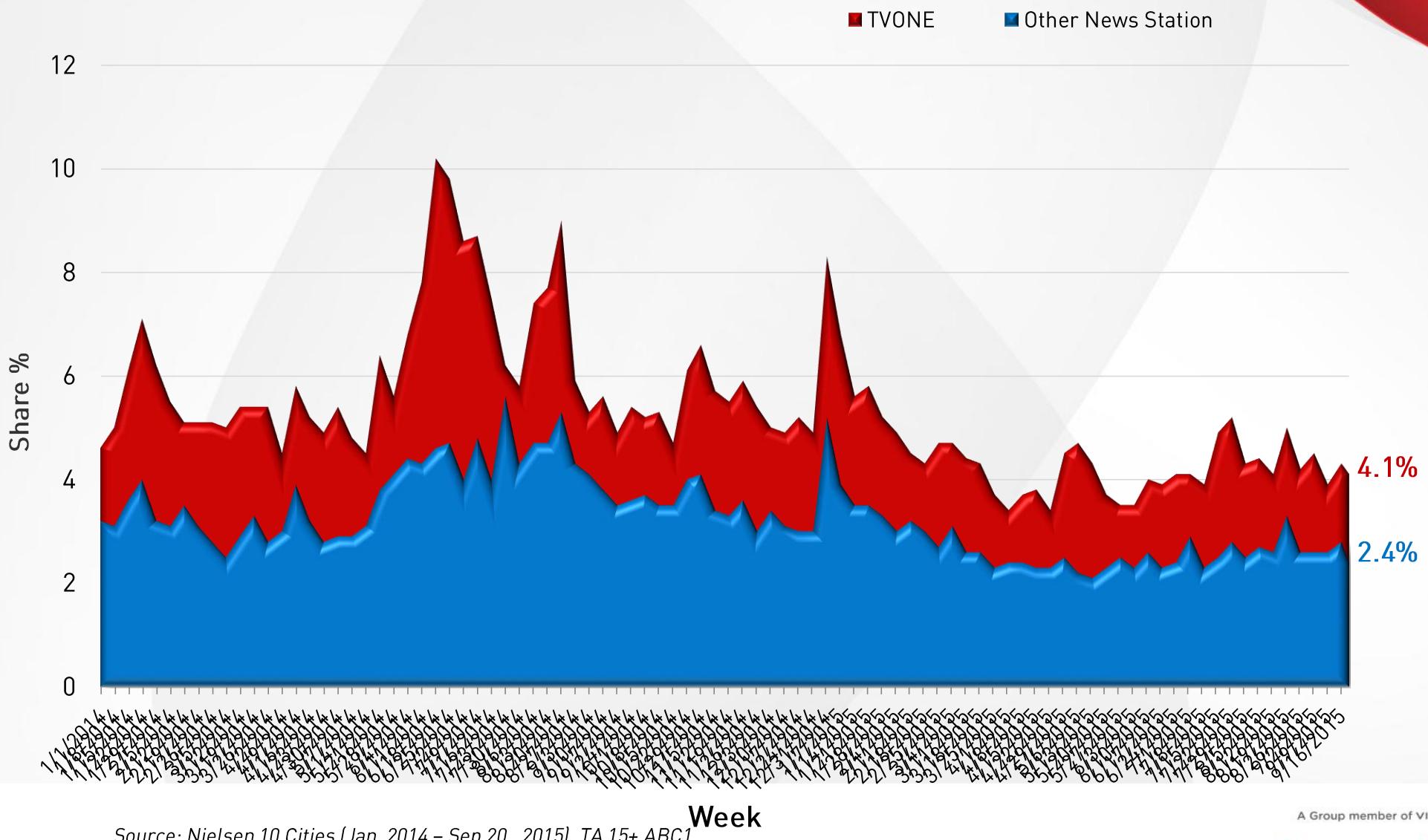


Unparalleled know-how in discovering global content

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



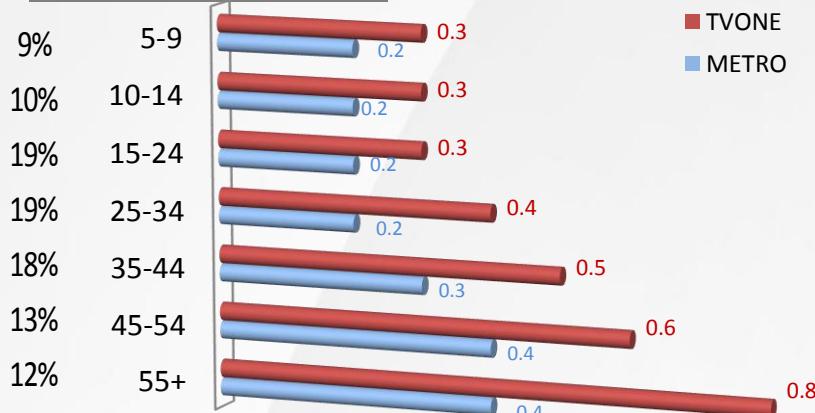
Source: Nielsen 10 Cities (Jan 2014 – Sep 20, 2015), TA 15+ ABC1

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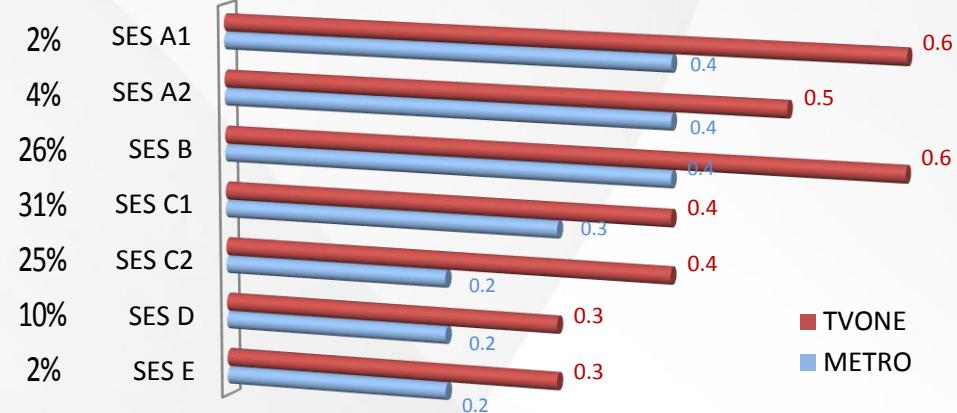


tvOne lead in terms of number of viewers in all categories

Age



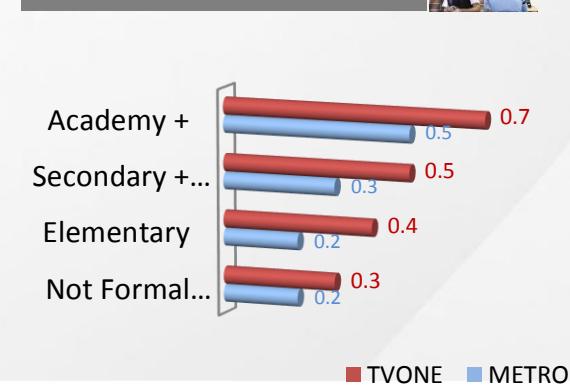
Socio Economic Status (SES)



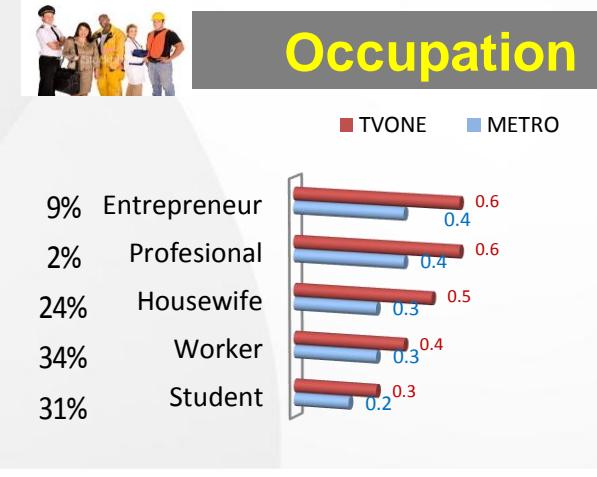
Gender



Education



Occupation



Source: Nielsen 10 Cities Rating (%) Jan 2015 – Sep 20, 2015

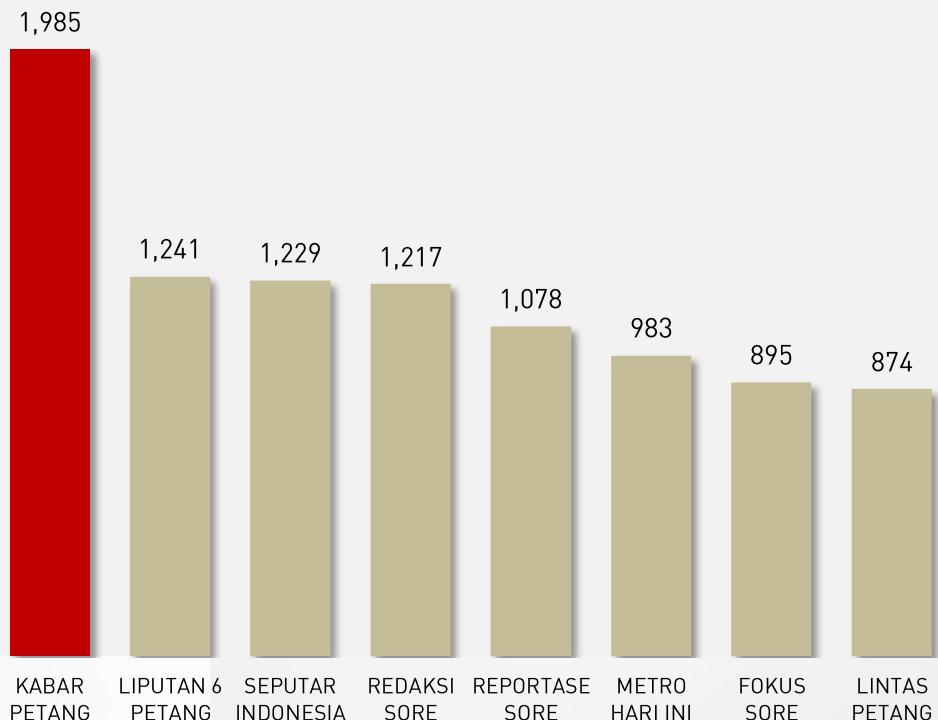
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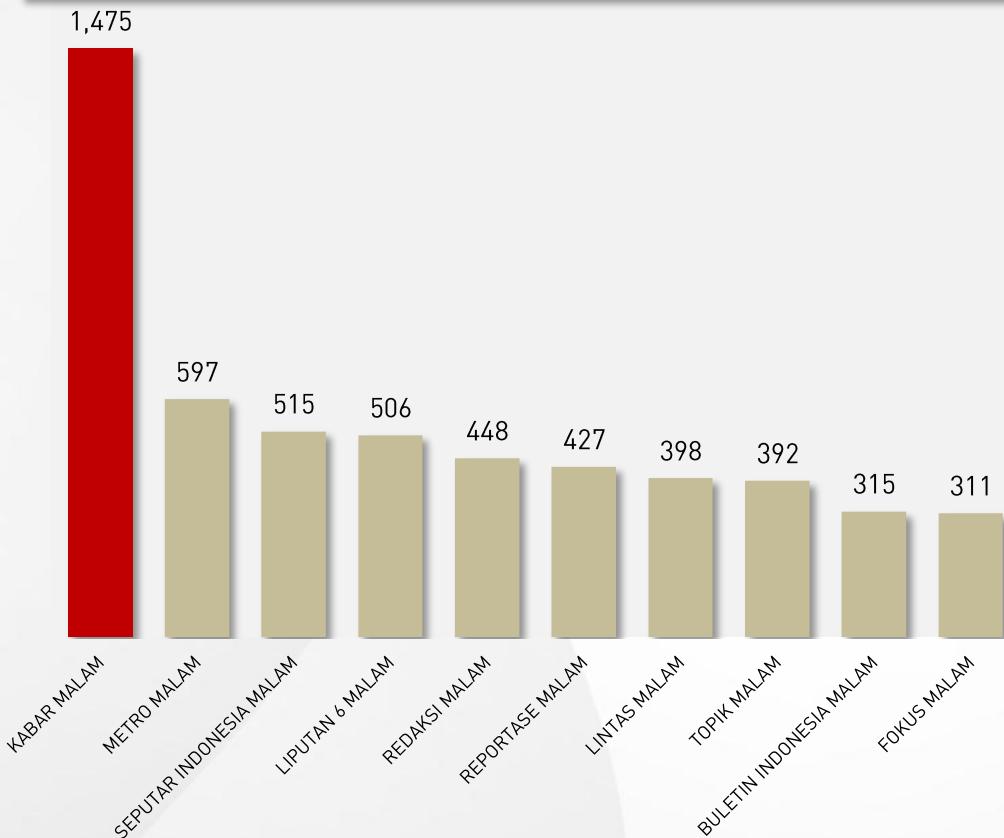


Leader in Prime Time and Non-Prime Time News Program

Prime Time News Program (reach 000's)



Non Prime Time News Program (reach 000's)



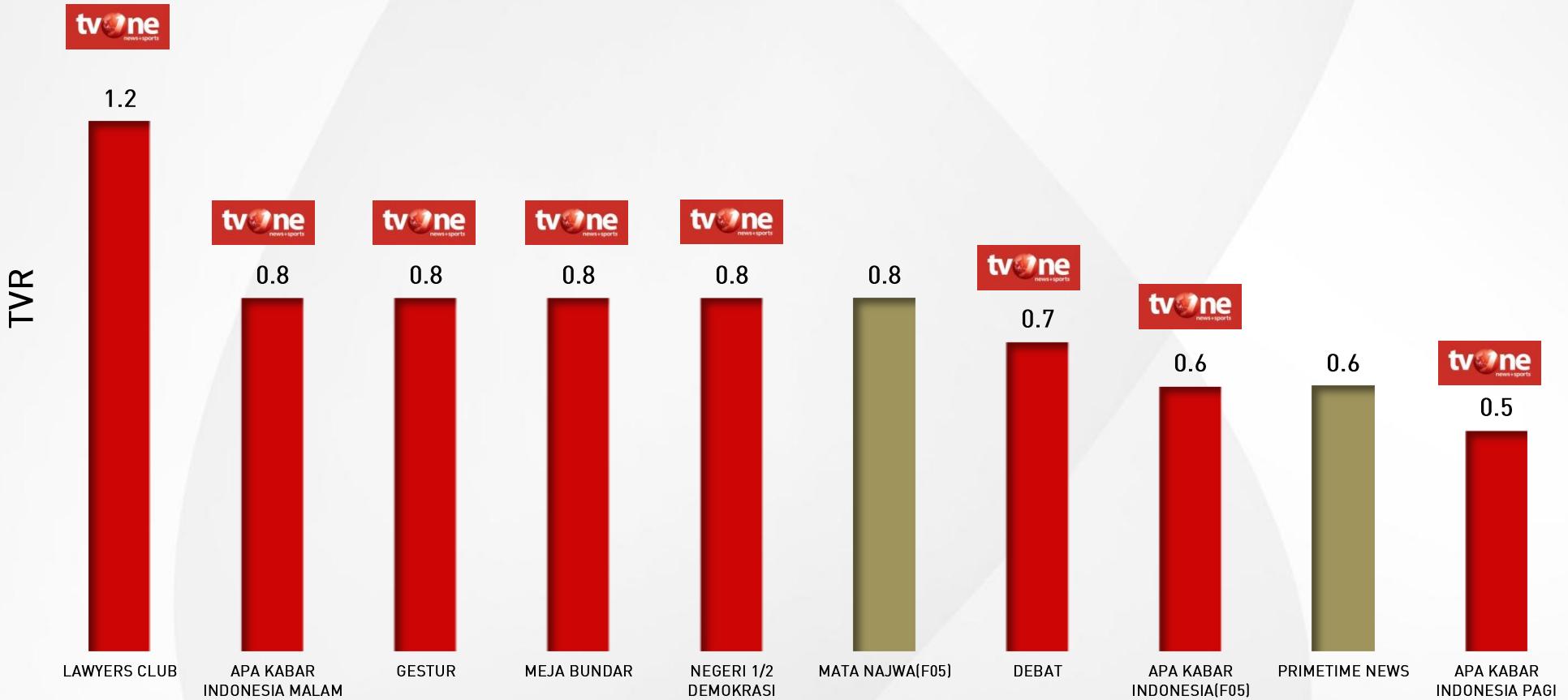
Source: Nielsen 10 Cities Jan 2015 - Sep 20, 2015 TA 15+ ABC1

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tvOne dominates TOP 10 Talkshow Program



Source: Nielsen 10 Cities Jan 1 – Sep 20, 2015, TA 15+ ABC1

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tvOne's Top Program (Jan 1 – Sep 20, 2015)

No	Program	Genre	TVR	Share
1	WORLD BOXING (L)	Sport:Match	1.6	12.9
2	LAWYERS CLUB	News:TalkShow	1.2	5.6
3	MENYINGKAP TABIR	News:Feature	1.0	5.2
4	TELUSUR	News:Feature	1.0	5.0
5	KABAR MALAM	News:Hard News	0.9	4.1
6	KABAR PETANG	News:Hard News	0.8	4.7
7	APA KABAR INDONESIA MALAM	News:TalkShow	0.8	3.5
8	GESTUR	News:TalkShow	0.8	3.6
9	MEJA BUNDAR	News:TalkShow	0.8	3.4
10	NEGERI 1/2 DEMOKRASI	News:TalkShow	0.8	3.4

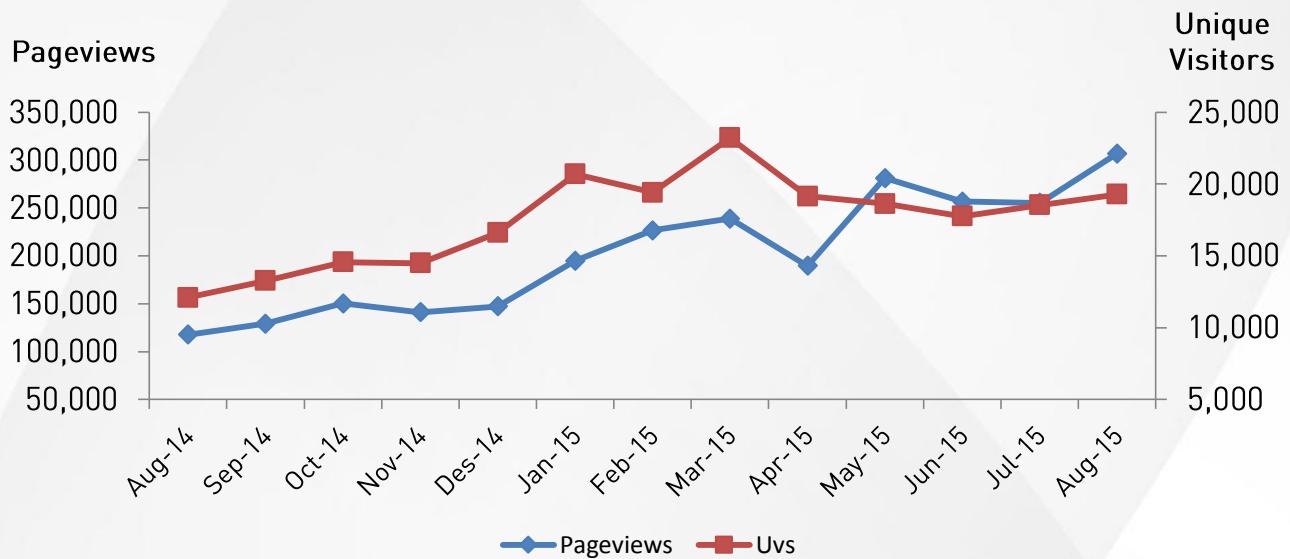


Source: Nielsen 10 Cities Jan 1 – Sep 20, 2015, TA 15+ ABC1

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Our Digital

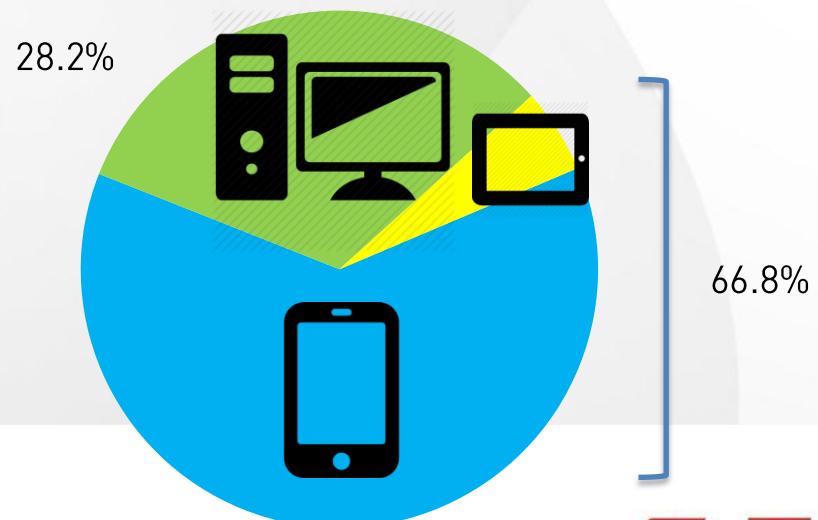
viva.co.id unique visitors and pageviews



viva.co.id

Over 66.8% visit to
VIVA.co.id come from
mobile device

Source: AT Internet



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



Source: AT Internet, April 2015

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Our Strategy

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Our Strategy to become an integrated media and content group

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

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Our Strategy for Sustainability

Micro Targeting

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

Low Cost High Impact

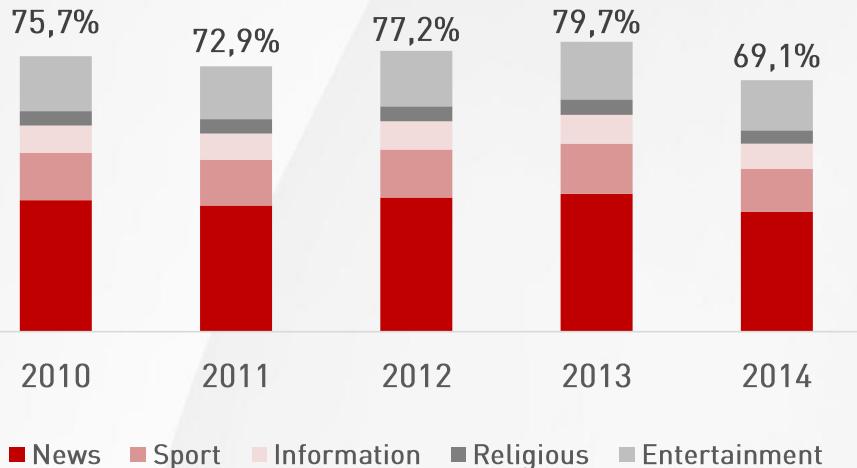
- Focus on in-house production
- Increase competency, efficiency and synergy between subsidiaries

Innovative Customer Experience

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

70% of content produced in-house enabling creative selling

In-House Program Composition



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Thank You

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

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