



# VIVA Group Corporate Presentation

August 2019

A Group member of VIVA



viva.co.id

This document has been prepared by PT Visi Media Asia Tbk (“VIVA” or the “Company”) solely for use at its presentation to the stakeholders. By accepting this document, you agree to maintain absolute confidentiality regarding the information disclosed in this document

The information contained in this document has not been independently verified. No representation or warranty express or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of such information or opinions contained herein. The information contained in this document should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date of the presentation. None of the Company nor any of its respective affiliates, advisers or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising from any use of this document or its contents or otherwise arising in connection with this document

This document contains statements that reflect the Company’s beliefs and expectations about the future. These forward-looking statements are based on a number of assumptions about the Company’s operations and factors within or beyond the Company’s control, and accordingly, actual results may differ materially from these forward-looking statements. The Company does not undertake to revise forward-looking statements to reflect future events or circumstances

This document contains proprietary information and no part of it may be reproduced, redistributed or passed on, directly or indirectly to any other person (whether within or outside your organization / firm) or published in indirectly, published, whole or in part, for any purpose

1

Our Company

2

Industry Overview

3

Our Performance

4

ANTV

5

tvOne

6

Our Digital





# VIVA Corporate Structure, lean and focused on core businesses



(PT Visi Media Asia Tbk.)



A Group member of VIVA



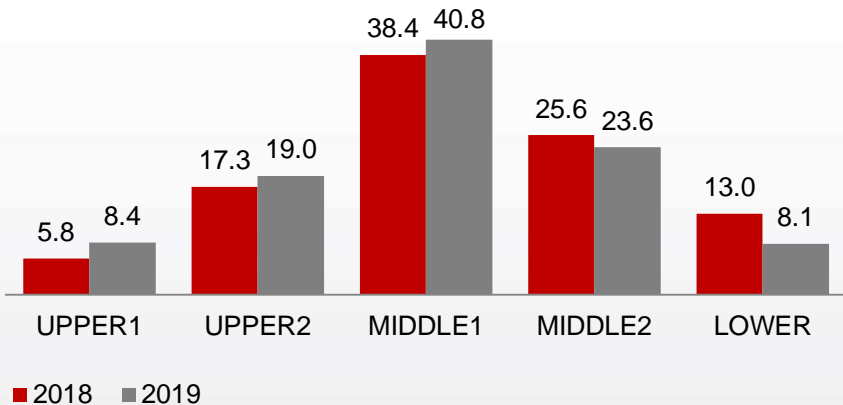


# **INDUSTRY OVERVIEW**

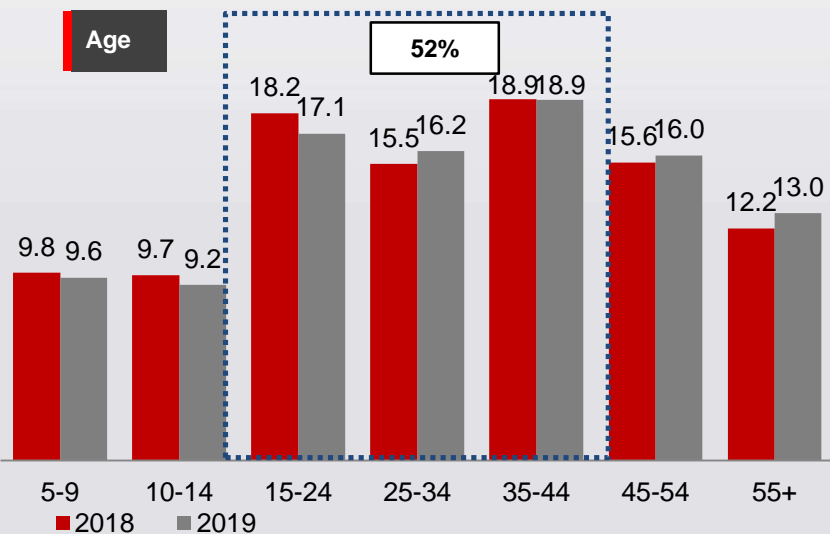


# Indonesia's demography: Female, young, rapidly growing middle class

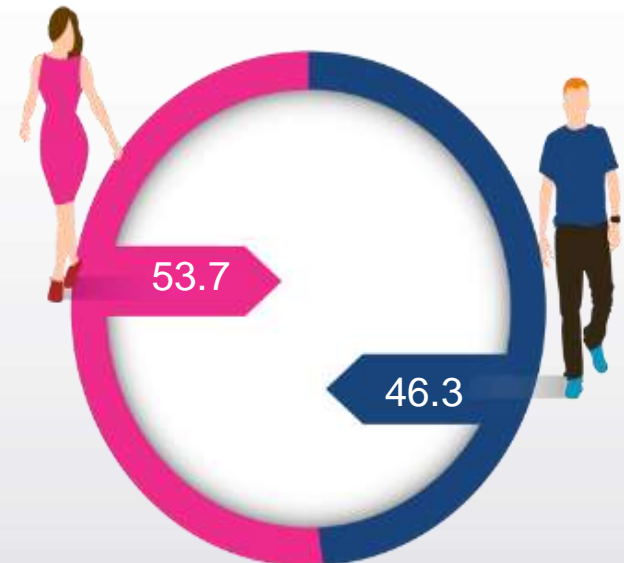
## Social Economic Classification (SEC)



## Age



Female ■ Male ■



2018 — 2019

Female — 52.5 — 53.7

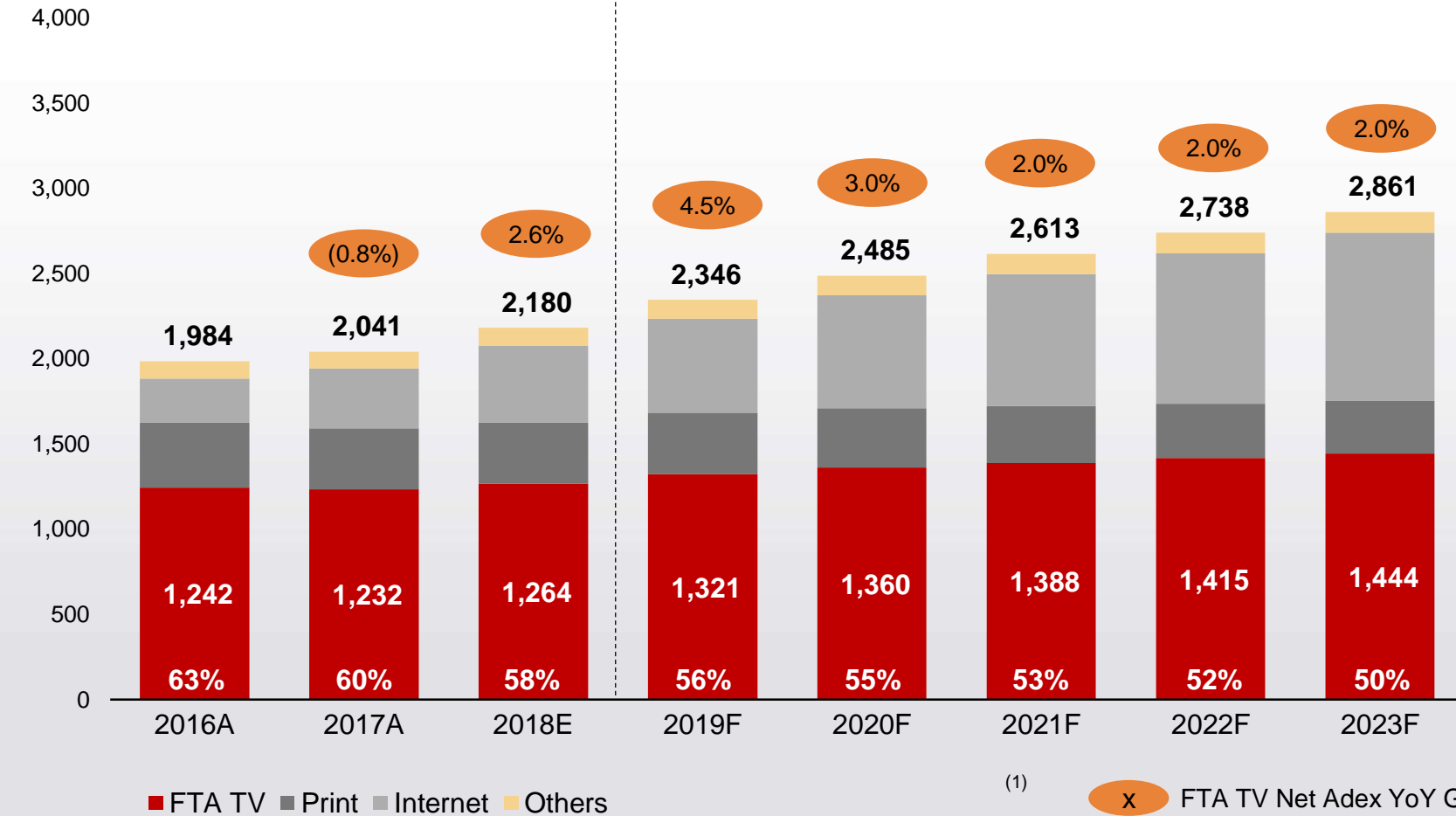
Male — 47.5 — 46.3

Source: 1 Jan – 31 Jul 2018 & 1 Jan – 31 Jul 2019, Total TV, 11 Cities, Reach 000's



# FTA TV remains dominant within the Indonesian Media Advertising Industry

(in USD mn)



Source: Media Partners Asia, "Asia Pacific Advertising Trends 2019"

Note: IDR:USD = 14,100.

(1) Others include Pay TV, Radio, Out-of-home and other advertising mediums.

A Group member of VIVA





# VIVA FTA TV stations focused, specific, targeted and successful

Target Audience		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	METRO
Gender	Male		107								
	Female	113									
Age	5-9	122									
	10-14	108									
	15-24										
	25-34										
	35-44	101	109								
	45-54	112	148								
	55+	109	202								
SEC	Upper 1		158								
	Upper 2		113								
	Middle 1	108									
	Middle 2	115									
	Lower	118									

Effective → More Effective
  Effective → More Effective

Source: AGB Nielsen Media Research 11 cities, index, 1 Jan – 31 Jul 2019

A Group member of VIVA





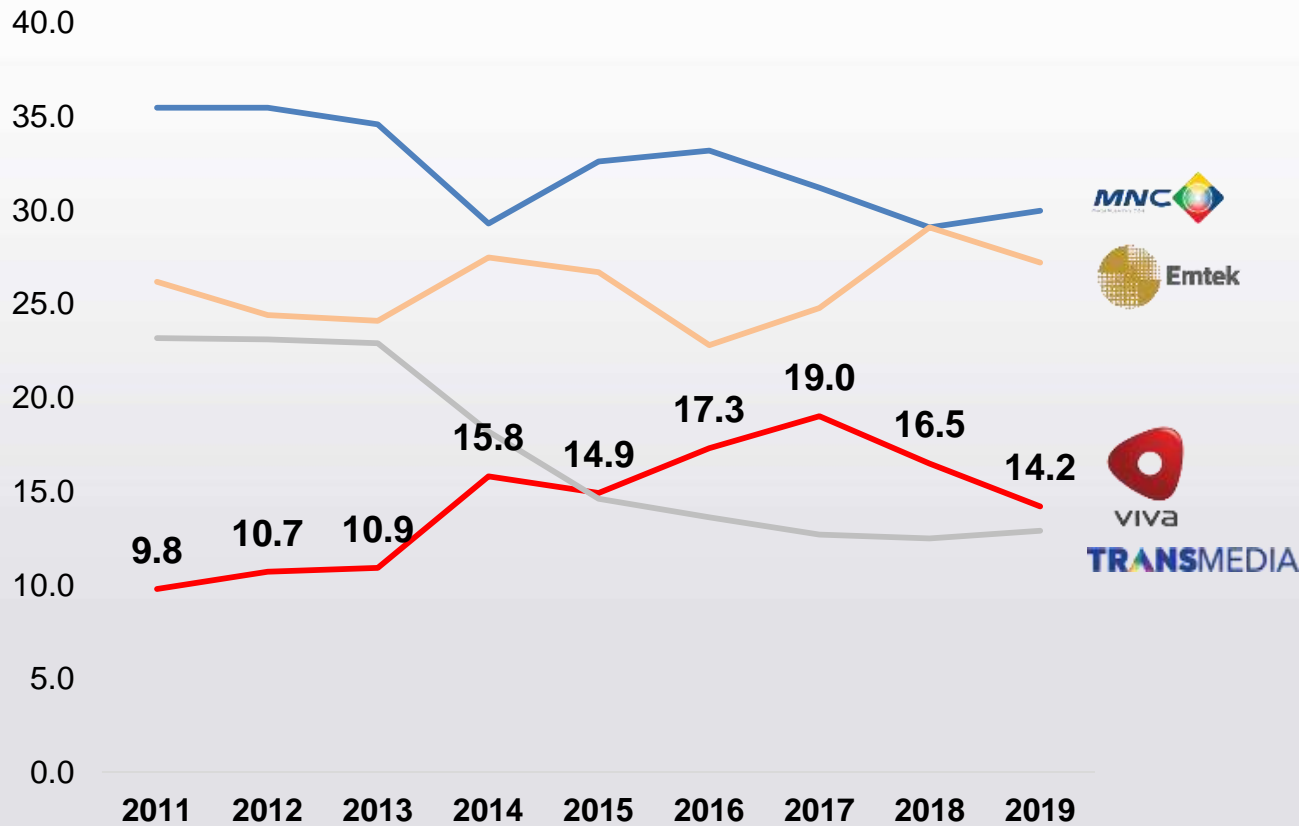


**OUR  
PERFORMANCE**

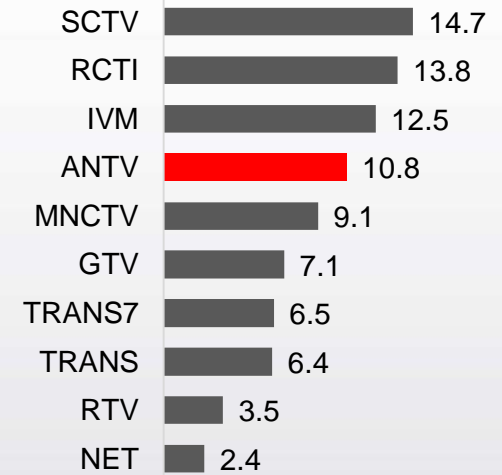


# VIVA is the fastest media group by far, increased TV Share by 45% since 2011

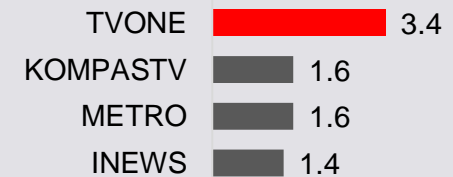
## MEDIA GROUP SHARE PERFORMANCE 2011 – 2019 YTD



## ENTERTAINMENT TV



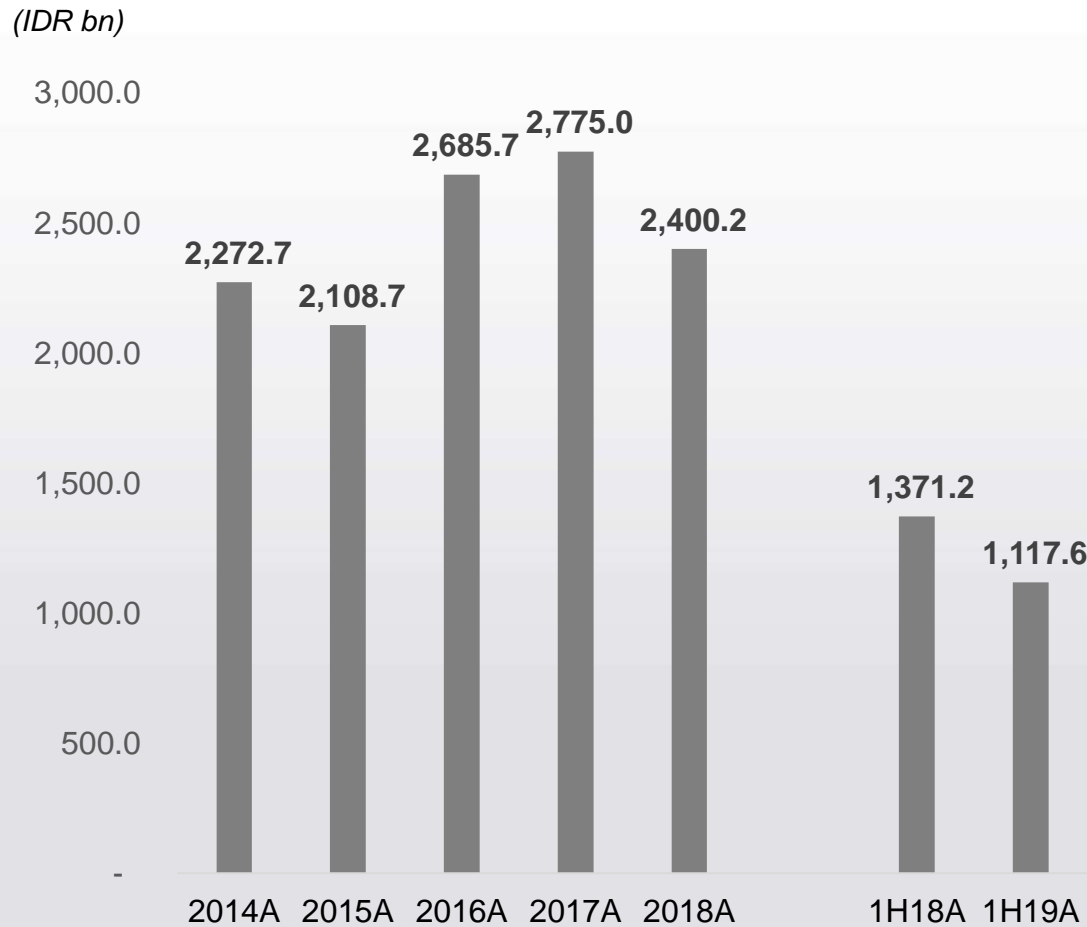
## NEWS TV



Source: Nielsen TA All People, 1 Jan 2011 – 31 Jul 2019

A Group member of VIVA





## Revenue Contribution Prime Time (PT) vs. Non-Prime Time (NPT)

		1H18	1H19
ANTV	PT	37.1%	42.9%
	NPT	62.9%	57.1%
tvOne	PT	31.4%	38.5%
	NPT	68.6%	61.5%

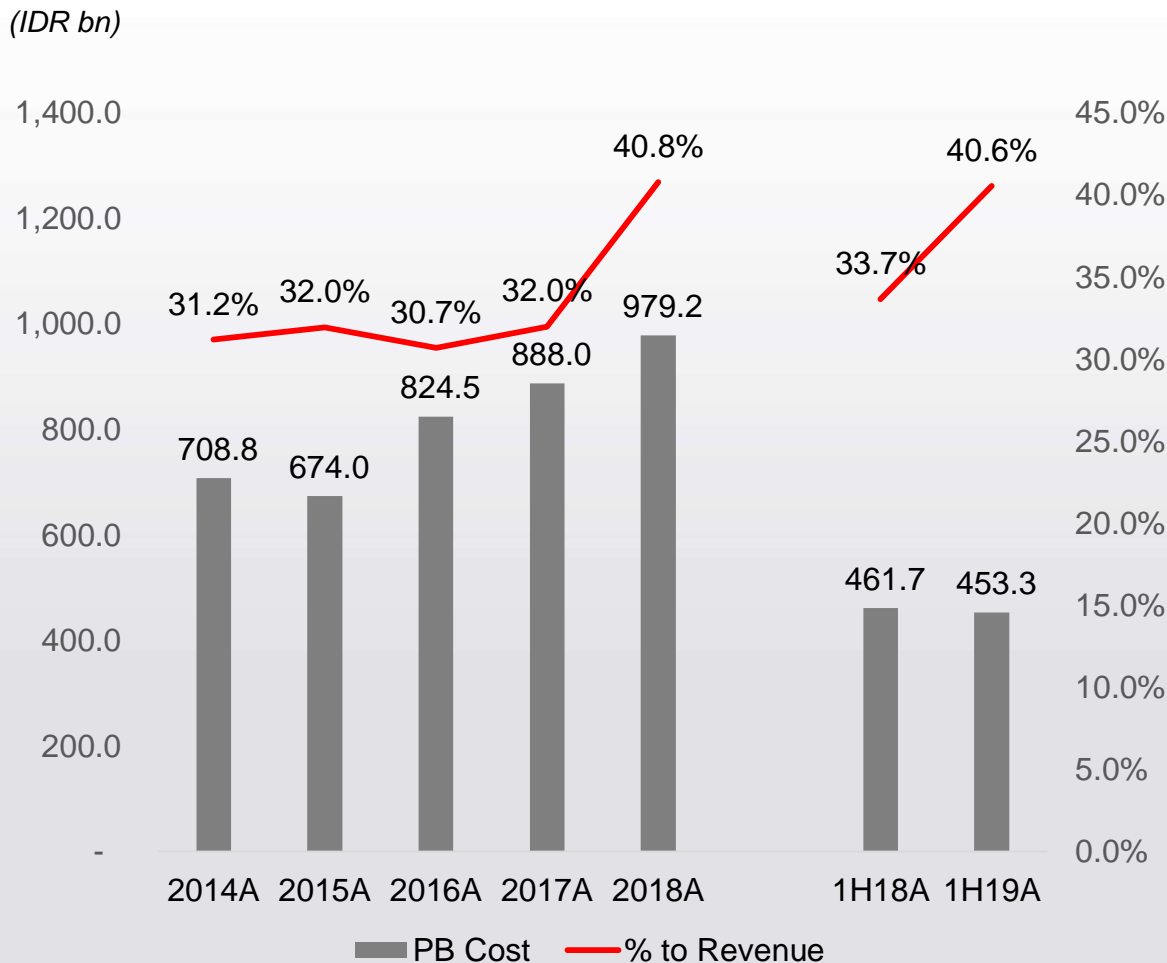
## Competitors Revenue and Growth

(IDR bn)	1H18	1H19	Y-o-Y
MNCN	3,690	4,252	15.2%
SCMA	2,587	2,766	6.9%
<b>Listed Media Competitors</b>	<b>6,277</b>	<b>7,018</b>	<b>11.8%</b>
VIVA	1,371	1,118	-18.5%
<b>Listed Media</b>	<b>7,648</b>	<b>8,136</b>	<b>6.4%</b>

Source: IDX, Company Financial Report



# Programming & Broadcasting (PB) cost kept under control and remain lowest amongst listed peers



## % PB Cost to revenue VIVA vs. Peers

(%)	1H18	1H19
VIVA	33.7%	40.6%
MNCN	37.8%	35.0%
SCMA	43.0%	45.3%

Source: IDX, Company Financial Report

## PB Cost per Hour VIVA vs. Peers

(IDR mn/hr)	1H18	1H19
VIVA	53.1	52.2
MNCN	80.3	85.6
SCMA	127.9	144.4

Source: IDX, Company Financial Report



# Despite tight cost management, EBITDA is under pressure from weak 1H19 revenue

<i>(IDR bn)</i>	1H18	1H19	Y-o-Y (%)
<b>Revenue</b>	<b>1,371.2</b>	<b>1,117.6</b>	<b>-18.5%</b>
PB Cost	(461.7)	(453.3)	-1.8%
Op Expense	(605.2)	(607.9)	0.5%
Depreciation	(47.8)	(45.9)	
<b>EBITDA</b>	<b>304.3</b>	<b>56.3</b>	<b>-81.5%</b>
<i>EBITDA Margin (%)</i>	22.2%	5.0%	
<b>Net Income (Loss)*</b>	<b>(204.0)</b>	<b>(233.3)</b>	<b>N/A</b>
<i>Net Margin (%)</i>	-14.9%	-20.9%	

\*Net Income (Loss) Attributable to Owner of the parent

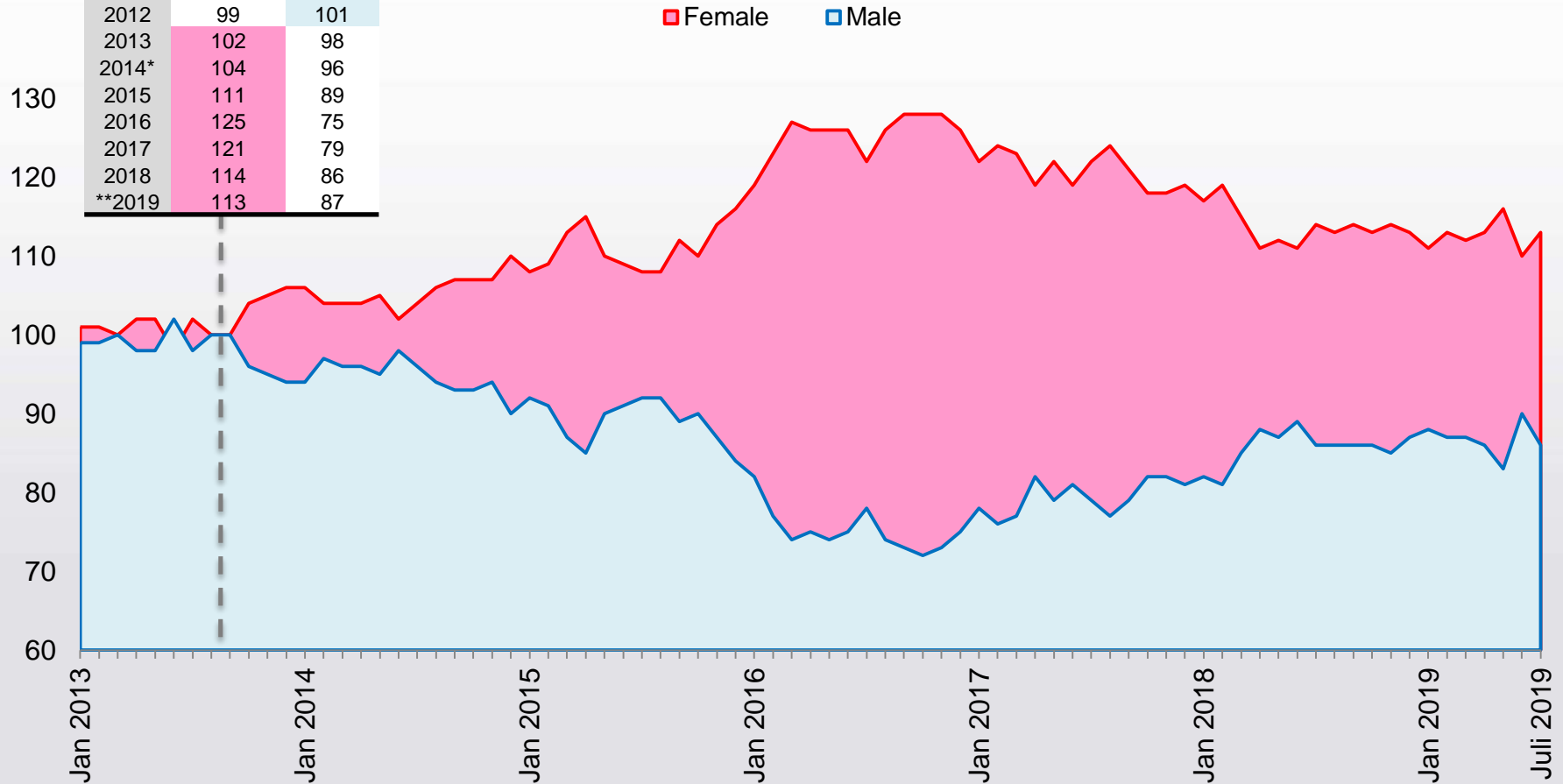
The logo consists of two overlapping red squares. The top-left square is slightly offset to the left and top, while the bottom-right square is offset to the right and bottom. The overlapping area in the center is a darker shade of red. The text 'ANTV' is centered within this overlapping area.

**ANTV**

# ANTV is dominant with the female audience

Female ADEX is about 60% of total ADEX in 2015 and is growing in each year

INDEX		
Year	Female	Male
2010	95	105
2011	96	104
2012	99	101
2013	102	98
2014*	104	96
2015	111	89
2016	125	75
2017	121	79
2018	114	86
**2019	113	87



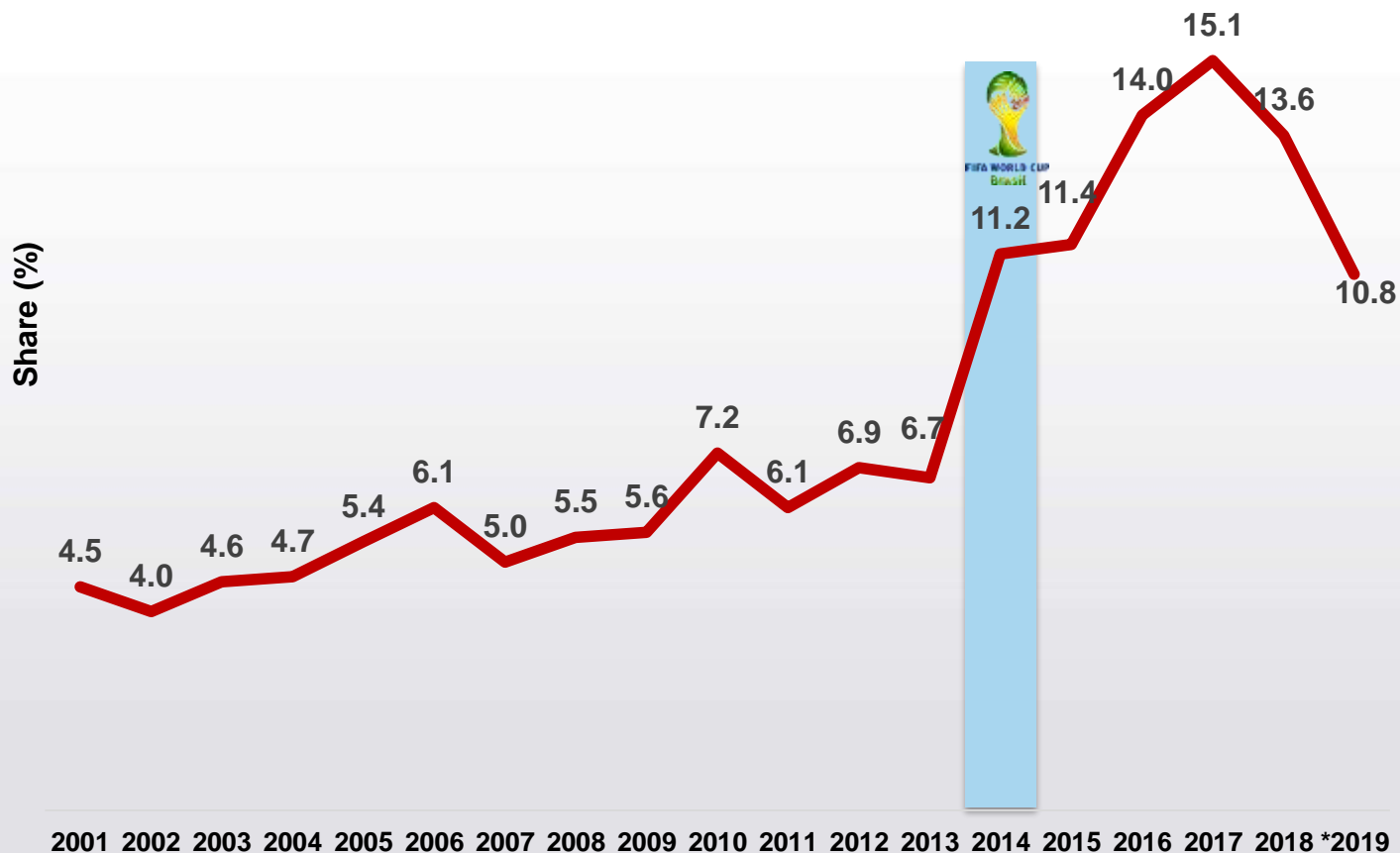
Source: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 31 Jul 2019  
 \*) without World Cup 2014 \*\*) update to 30 Jun 2019



# ANTV's average TV Share 2019 YTD of 10.8% ranks #4 amongst FTA TV stations

## YTD ANTV's share performance

Channel	Variable	TVR	SHARE
SCTV		1.9	14.7
RCTI		1.7	13.8
IVM		1.6	12.5
<b>ANTV</b>		<b>1.4</b>	<b>10.8</b>
MNCTV		1.2	9.1
GTV		0.9	7.1
TRANS7		0.8	6.5
TRANS		0.8	6.4
RTV		0.4	3.5
TVONE		0.4	3.4
NET		0.3	2.4
KOMPASTV		0.2	1.6
METRO		0.2	1.6
INEWS		0.2	1.4



Source: AGB Nielsen Media Research, all people, 1 Jan 2001 – 31 Jul 2019. All People

A Group member of VIVA







# At ANTV we treat every daypart as a Prime Time



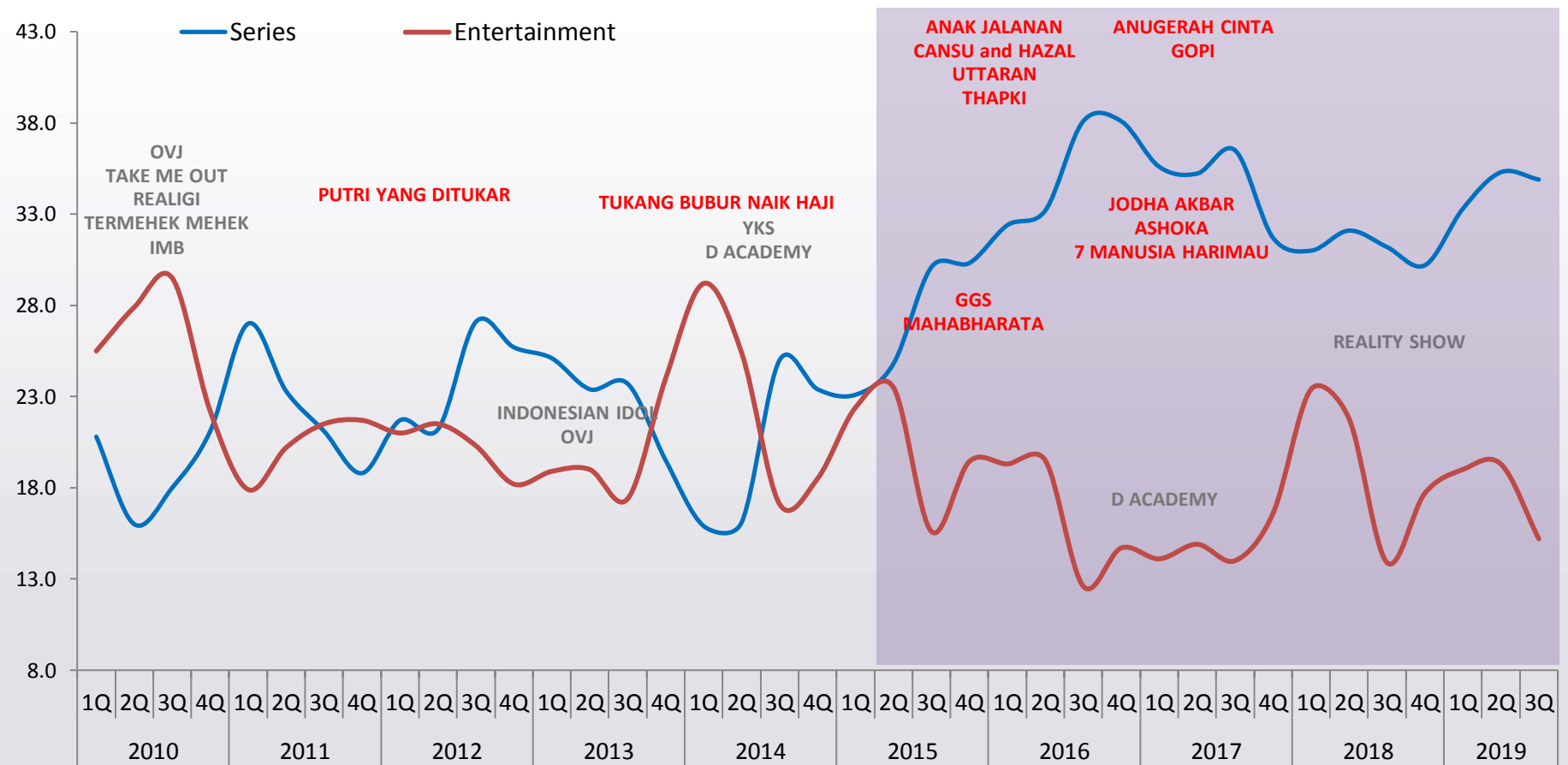
A Group member of VIVA

Source: AGB Nielsen Media Research, 11 Cities, 1 Jan – 31 Jul 2019. All People



# The industry consists of mainly Series and Entertainment genres ...

Cumulative TV Share (%)



Source: Nielsen as of 31 Jul 2019

## ANTV's Top Series Program

2016				
No	Program's name	Genre	TVR	TVS
1	UTTARAN	Series:Drama	3.9	22.7
2	LONCENG CINTA	Series:Drama	3.2	15.8
3	GOPI	Series:Drama	3.1	22.4

2017				
No	Program's name	Genre	TVR	TVS
1	JODOH WASIAT BAPAK	Series:Drama	3.7	16.5
2	GOPI	Series:Drama	2.9	19.0
3	GEET	Series:Drama	2.9	21.3

2018				
No	Program's name	Genre	TVR	TVS
1	CHANDRA NANDINI	Series:Drama	3.9	16.0
2	KARMA THE SERIES	Series:Drama	3.3	15.0
3	JODOH WASIAT BAPAK	Series:Drama	2.7	11.4

2019*				
No	Program's name	Genre	TVR	TVS
1	AISYAH	Series:Drama	3.0	11.5
2	FITRI	Series:Drama	2.9	13.3
3	JODOH	Series:Drama	2.2	9.3

## ANTV's Top Entertainment Program

2016				
No	Program's name	Genre	TVR	TVS
1	TAKE ME OUT INDONESIA	Entertainment:Reality Show	2.0	12.8
2	SUPER FAMILY 100	Entertainment:Quiz	2.0	8.9
3	PESBUKERS	Entertainment:Comedy	1.9	10.7

2017				
No	Program's name	Genre	TVR	TVS
1	BIKIN MEWEK	Entertainment:Reality Show	3.9	28.0
2	BOLLYVAGANZA	Entertainment:Variety Show	2.8	18.9
3	PESBUKERS	Entertainment:Comedy	2.4	18.7

2018				
No	Program's name	Genre	TVR	TVS
1	KARMA	Entertainment:Reality Show	2.9	22.1
2	BIKIN MEWEK	Entertainment:Reality Show	2.2	16.5
3	BOLLY MASUK DESA	Entertainment:Reality Show	2.1	16.7

2019*				
No	Program's name	Genre	TVR	TVS
1	PESBUKERS (C10)	Entertainment:Comedy	1.5	9.5
2	KILLER KARAOKE INDONESIA	Entertainment:Comedy	1.4	8.4
3	MENEMBUS MATA BATHIN	Entertainment:Reality Show	1.4	11.8

Source: Nielsen as of 31 July 2019



# Our foreign programs have done well, and dominate Top 10 Foreign Program performance

## 2016

No.	Description (grouped)	Channel	TVR	Share
1	UTTARAN	ANTV	3.9	22.6
2	LONCENG CINTA	ANTV	3.2	15.8
3	GOPI	ANTV	3.1	22.5
4	THAPKI	ANTV	3.1	23.2
5	MOHABBATEIN	ANTV	2.9	12.3
6	ARCHANA MENCARI CINTA	ANTV	2.7	20.6
7	ANANDHI	ANTV	2.4	17.9
8	ELIF SEASON 2	SCTV	2.2	11.4
9	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	2.1	9.8
10	VEERA	ANTV	2.0	16.0

## 2018

No.	Description (grouped)	Channel	TVR	Share
1	CHANDRA NANDINI	ANTV	3.9	16.0
2	PARDES	ANTV	2.2	11.9
3	SHANI	ANTV	2.1	12.3
4	LONCENG CINTA	ANTV	1.5	12.5
5	METEOR GARDEN	SCTV	1.4	11.4
6	TAKDIR LONCENG CINTA	ANTV	1.3	13.0
7	MUTYA THE MERMAID PRINCESS	ANTV	1.3	12.1
8	AIR MATA ANAKKU	RCTI	1.3	10.0
9	MAHAKAALI	ANTV	1.2	9.5
10	INIKAH CINTA ?	SCTV	1.2	11.9

## 2017

No.	Description (grouped)	Channel	TVR	Share
1	GOPI	ANTV	2.9	19.0
2	GEET	ANTV	2.8	15.8
3	ARCHANA MENCARI CINTA	ANTV	2.7	20.7
4	THAPKI	ANTV	2.7	21.4
5	ANANDHI	ANTV	2.6	19.7
6	LONCENG CINTA	ANTV	2.5	11.1
7	MOHABBATEIN	ANTV	2.5	10.1
8	NAKUSHA	ANTV	2.4	19.4
9	DEV & SONA	ANTV	2.3	16.0
10	PANGAKO SA'YO(JANJIKU)	MNCTV	2.3	9.5

## 2019\*

No.	Description (grouped)	Channel	TVR	Share
1	ISHQ SUBHAN ALLAH	ANTV	1.7	13.9
2	ISHQ MEIN MARJAWAN	ANTV	1.7	14.0
3	SALIM ANARKALI	ANTV	1.5	7.2
4	WHAT'S WRONG WITH SECRETARY KIM	TRANS	1.5	6.7
5	THE LAST EMPRESS	TRANS	1.4	6.1
6	100 DAYS MY PRINCE	TRANS	1.3	5.5
7	ENCOUNTER	TRANS	1.2	5.5
8	MY ID IS GANGNAM BEAUTY	TRANS	1.1	4.8
9	ARJUN & AROHI	ANTV	1.1	10.4
10	STRONG GIRL BONG-SOON	TRANS	1.0	4.6

Source: Nielsen as of 31 July 2019

A Group member of VIVA





# ANTV is also gaining increasing TV share on our local series

No.	Program Title	Channel	Genre/Sub-genre	TVR	Share
1	CINTA SUCI	SCTV	Series:Drama	4.1	16.3
2	CINTA YANG HILANG	RCTI	Series:Drama	3.6	15.2
3	CINTA BUTA	SCTV	Series:Drama	3.6	15.0
4	DUNIA TERBALIK	RCTI	Series:Drama	3.4	16.7
5	TOP TUKANG OJEK PENGKOLAN	RCTI	Series:Drama	3.4	16.5
6	RINDU TANPA CINTA	RCTI	Series:Drama	3.0	13.8
<b>7</b>	<b>AISYAH</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>3.0</b>	<b>11.5</b>
8	ANAK LANGIT	SCTV	Series:Drama	2.9	15.6
<b>9</b>	<b>FITRI</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.9</b>	<b>13.3</b>
10	ORANG KETIGA	SCTV	Series:Drama	2.7	15.5
11	PARA PENCARI TUHAN JILID 12	SCTV	Series:Drama	2.7	19.7
12	CALON PRESIDEN	SCTV	Series:Drama	2.2	12.6
13	FATIH DI KAMPUNG JAWARA	MNCTV	Series:Drama	2.2	8.8
14	KUN ANTA 2	MNCTV	Series:Drama	2.2	8.3
<b>15</b>	<b>JODOH</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.2</b>	<b>9.3</b>
<b>16</b>	<b>EMPAT PULUH HARI</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.1</b>	<b>8.7</b>
<b>17</b>	<b>FIRASAT</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.0</b>	<b>8.5</b>
18	CAHAYA TERINDAH	RCTI	Series:Drama	2.0	13.3
19	AKU BUKAN USTADZ	RCTI	Series:Drama	1.9	17.6
20	KUN ANTA 3	MNCTV	Series:Drama	1.8	7.8

Source: Nielsen, 1 Jan – 31 Jul 2019. 11 Cities

A Group member of VIVA





## LOCAL SERIES PROGRAMS



## FOREIGN SERIES PROGRAMS



## ENTERTAINMENT PROGRAMS



## MORNING ANIMATION



## NEWS and SPORT PROGRAMS



ANTV brings together a complete portfolio of programs for our targeted viewer segments

**Meet and Greet Veera  
(All People)**



21 Feb 2016

**Ketemu Uttaran  
(All People)**



5 Jun 2016

**Meet and Greet  
Lonceng Cinta  
(All People)**



27 Nov 2016

**Meet and Greet Thapki  
(All People)**



5 Feb 2017

**Show Spektakuler  
Mahabharata  
(All People)**



19 Nov 2017

**Meet and Greet Baalveer  
(All People)**



20 Dec 2015

**Meet and Greet Gopi  
(All People)**



25 Dec 2016

**Rahasia Hati Cansu and Hazal  
(All People)**



4 Aug 2016

**Melodi Lonceng Cinta  
(All People)**



22 Apr 2017

**Bollyvaganza  
Meet and Greet Jamai Raja  
(All People)**



24 Aug 2017

**Takdir Lonceng Cinta  
Show  
(All People)**



28 Sep 2018



## Cinta Di Langit Taj Mahal 1 and 2



## Roro Jonggrang



## Malaikat Kecil Dari India



Mahabharata:  
Shaheer Sheikh



Jodha Akbar:  
Ravi Bhatia



Jodha Akbar:  
Ravi Bhatia



Veera:  
Bhavesht Balchandani  
Harshita Ojha



Uttaran:  
Vaishali Thakkar



A Group member of VIVA





**antv**  
KEREN

**MAHACINTA SHOW**

**MAHABHARATA SHOW**

**ASHOKA SHOW**

**1001 KISAH**

**ROMANSA CINTA UTTARAN**

**INDONESIA KEREN**

WWW.AN.TV

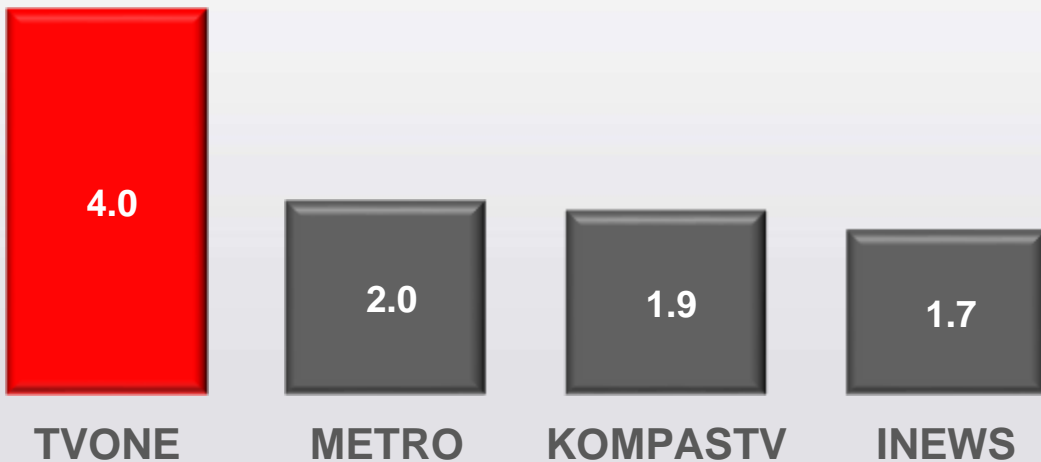
ANTVLOVERS @WAJIBDARTV ARTKIREK ANTV PROGRAM



**TVONE**

## NEWS TV AUDIENCE SHARE

Jan-Jul 2019 ; TA 15+UM1, 11 Cities



Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1; 1 Jan—31 Jul 2019; 4 News Channels



# tvOne #1 for Breaking News "Always"

Indonesia Sunda Stait  
Tsunami  
23 Dec '18 07:22-19:30

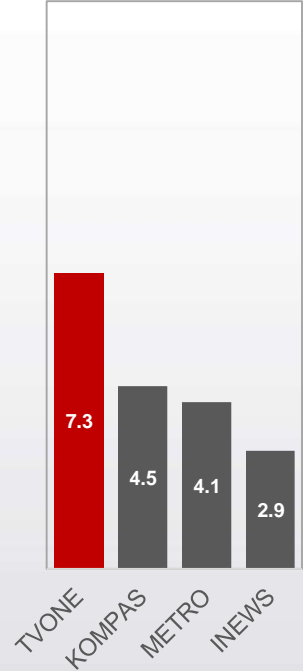
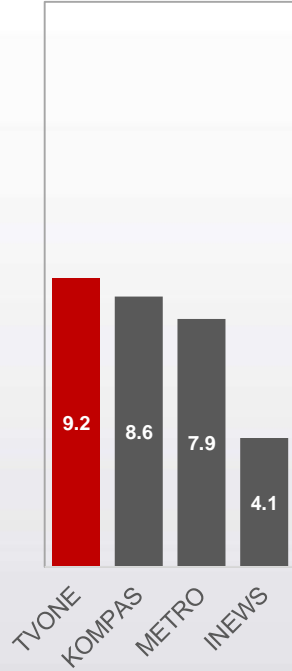
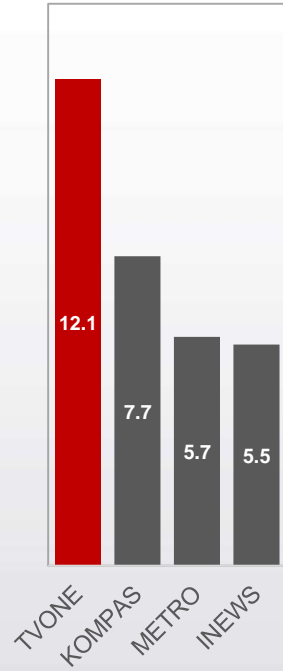
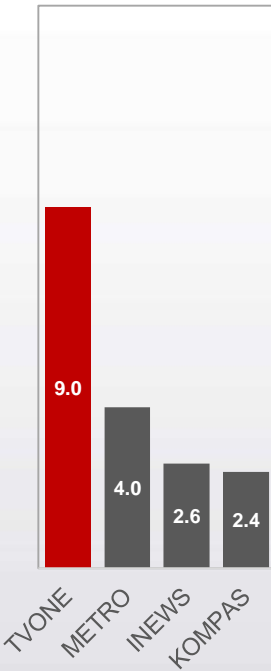
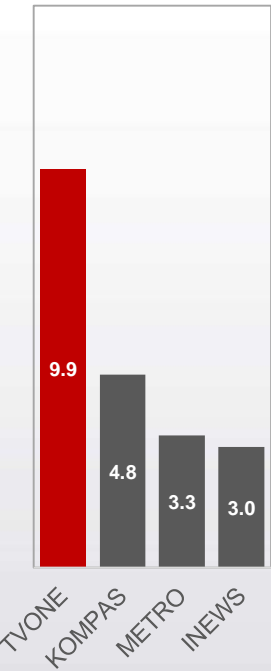
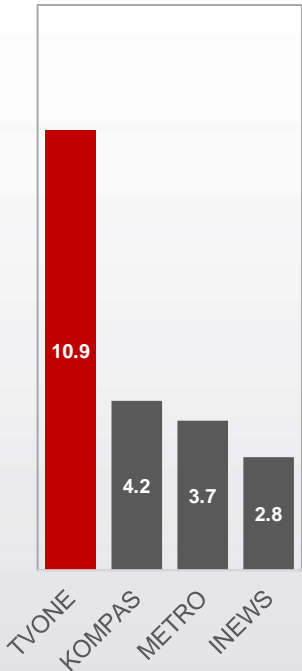
Presidential Election  
17 Apr '19  
05:59-23:00

Isbat Ramadan 1440  
5 May '19  
15:00-19:19

Protest in Bawaslu  
22 May '19  
06:09-25:32

Rest in Peace  
Ani Yudhoyono  
2 Jun '19  
06:00-15:34

Presidential Election  
Dispute Decision  
27 Jun '19  
10:00-23:39



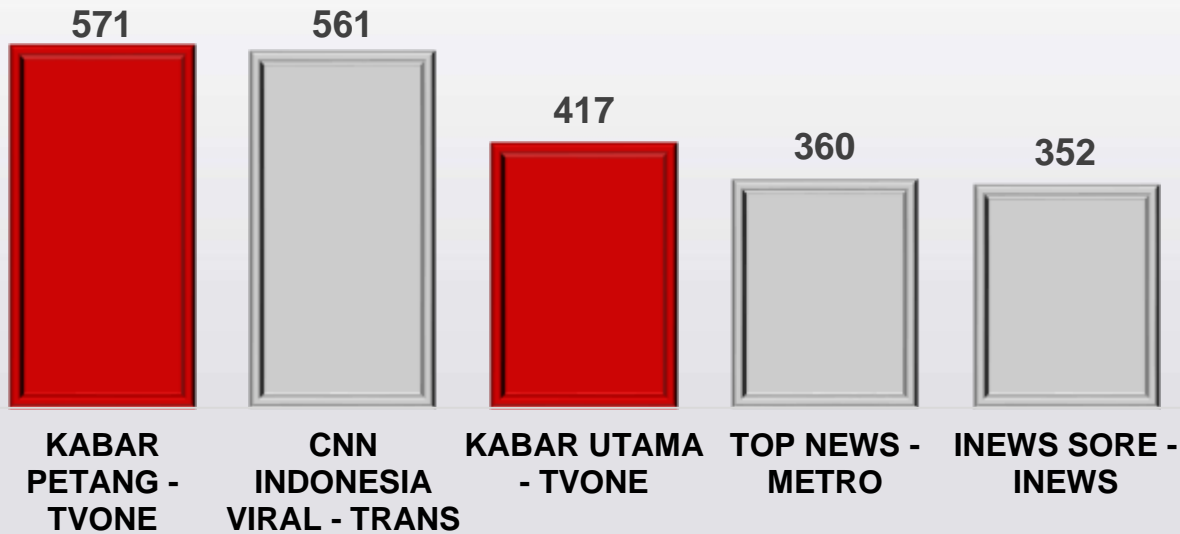
Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1.



**tvOne's credibility, quick and in-depth coverage of major news resulted in a strong brand name that is trusted by major international media**

## PRIME TIME NEWS PROGRAM

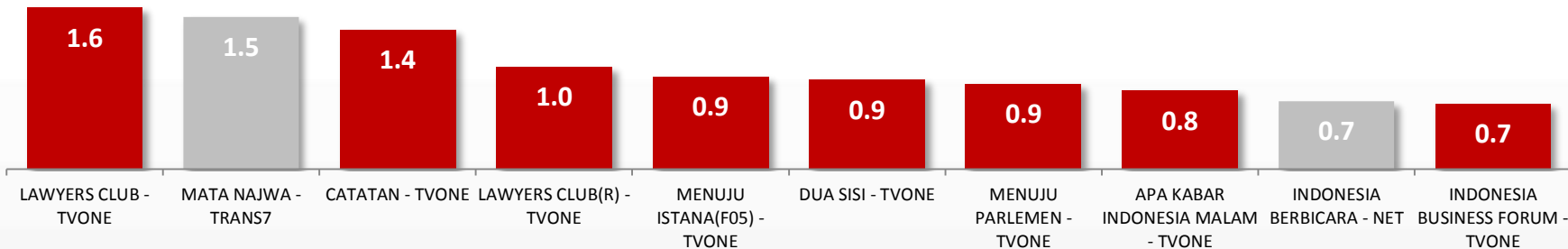
REACH 000s



Source: Nielsen 11 Cities; Jan 1 – Jul 31, 2019; 20+ Upper  
\*Excluding Special Program



## TV Rating (%) for leading talk show programs



Source: Nielsen; 11 Cities; 15+ Upper Middle1; 1 Jan—31 Jul 2019  
\*Excluding Election and Special Programs



19 Mar '19 TVR 2.3 TVS 11.2



26 Feb '19 TVR 2.3 TVS 8.6



9 Apr '19 TVR 2.2 TVS 10.1



16 Apr '19 TVR 1.9 TVS 8.7



## TOP LIVE WORLD BOXING (Audience Share in %)



Source: Nielsen 11 Cities; M 35+ Upper Middle 1; Share

## ONE PRIDE PRO NEVER QUIT (Audience Reach in 000s)



Source: Nielsen 11 Cities; M 35+ Upper Middle 1; Reach 000s; (1 Jan 2017—31 Jul 2019)  
All Live Matches

A Group member of VIVA





**OUR DIGITAL**



# Launching new channels and microsites constantly evolving

viva.co.id

## Web Platform



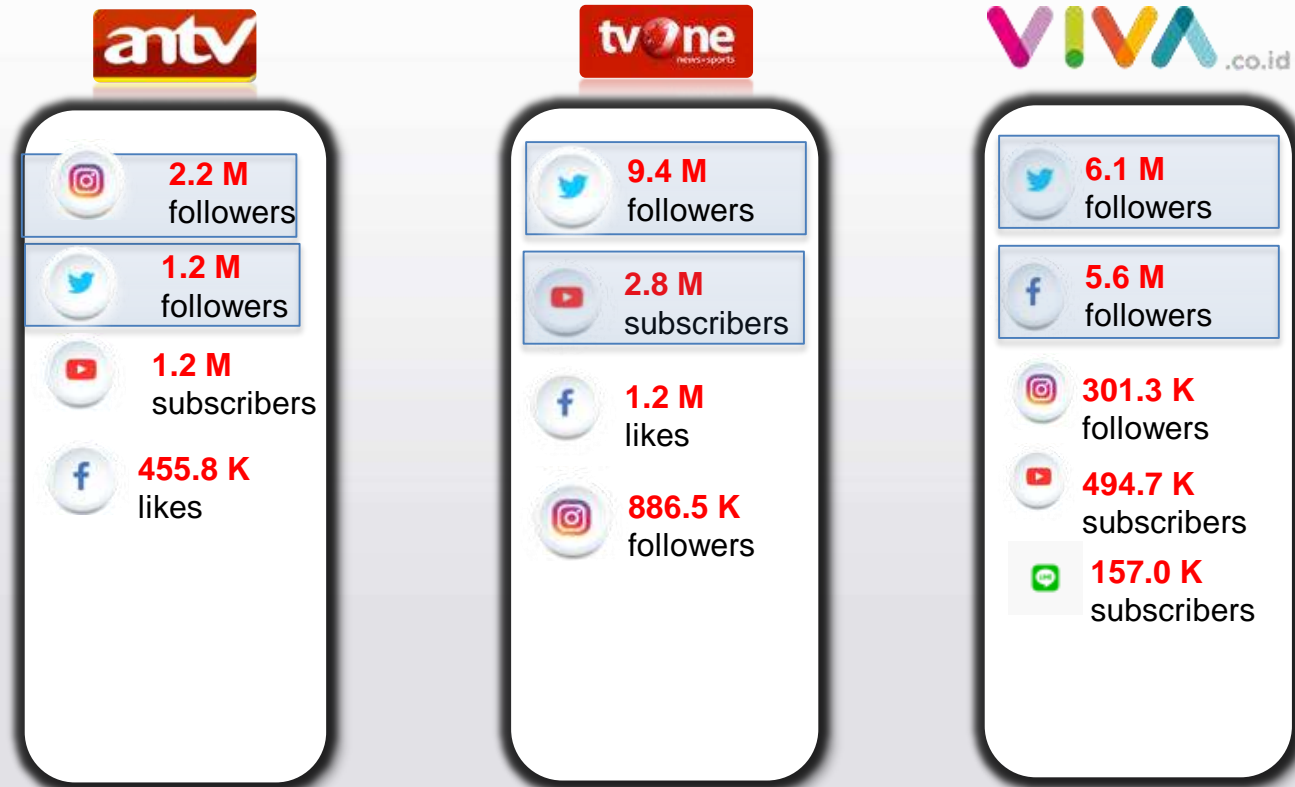
## Mobile Web Platform



## Mobile Application



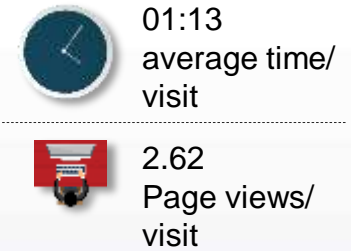
A Group member of VIVA



\*All Social Media Data as of 30 July 2019



# Viva.co.id Portal generated 112 Mio Monthly (avg) Pageviews and 17 Mio Monthly (avg) Unique Visitors



Source: Google Analytics, 1 Jan – 31 Jul 2019

A Group member of VIVA





# VIVA App is a mobile app that holds a bouquet content of VIVA group (articles, live stream & VOD)



**1,434,674 DOWNLOAD** (per 31 July 2019)  
**9.22 MN SCREEN VIEW** (avg/mo)  
**3,443,240 VIDEO VIEW** (avg/mo)



**LIVE STREAMING**  
Pesbukers, Bollyvaganza, News, ILC, Liga Indonesia, One Pride MMA, 100, Damai Indonesiaku



**VIDEO ON DEMAND**  
Curated Video Content From tvOne, ANTV and VIVA.CO.ID Media Partners.



**UP TO DATE ARTICLES**  
Wide Ranging Articles From News, Entertainment, Lifestyle and Sport.



Source: Google Analytics, 1 Jan – 31 Jul 2019

A Group member of VIVA





## WATCH & CONNECT



**1.009.000 DOWNLOAD**  
**2.4 MN SCREEN VIEW (avg/mo)**  
**122 K VIDEO VIEW (avg/mo)**



**LIVE STREAMING**  
 News, ILC, Liga Indonesia, One Pride MMA, Super Family 100, Damai Indonesiaku



**VIDEO ON DEMAND**  
 News, ILC, Liga Indonesia, One Pride MMA, Super Family 100, Damai Indonesiaku



**INTERACTIVE CONTENT**  
 User generated content : Quiz, polling, video upload

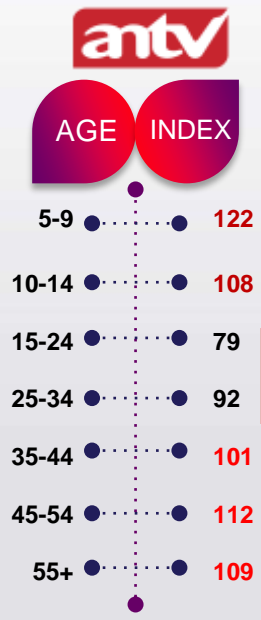
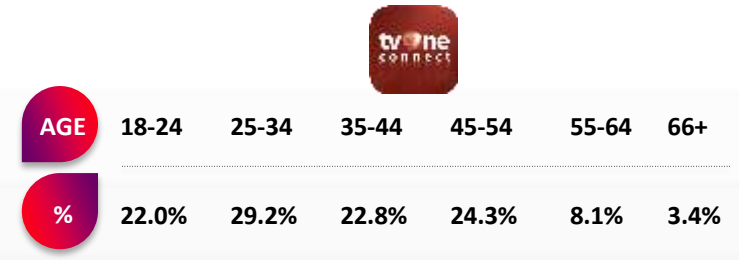
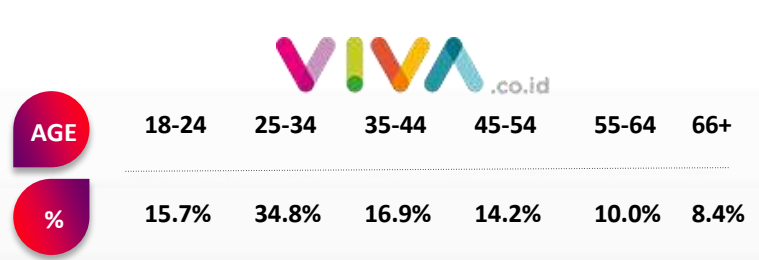


Source: Google Analytics, , 1 Jan – 31 Jul 2019



# Our Digital Products aim to fill the gap of Youth

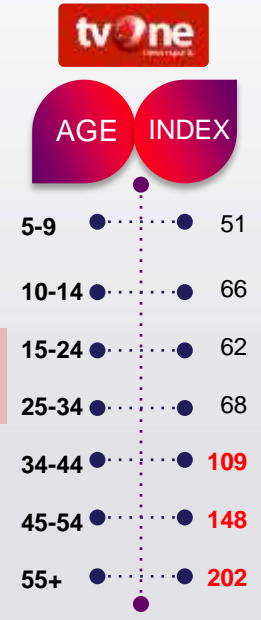
## DIGITAL REACH



New target segment



New target segment



Source: Nielsen Media Research 11 cities, index, 1 Jan – 31 Jul 2019 Viva.co.id Data based on Comscore, 1 Jan – 31 Jul 2019

A Group member of VIVA



Thank you

A Group member of VIVA



viva.co.id

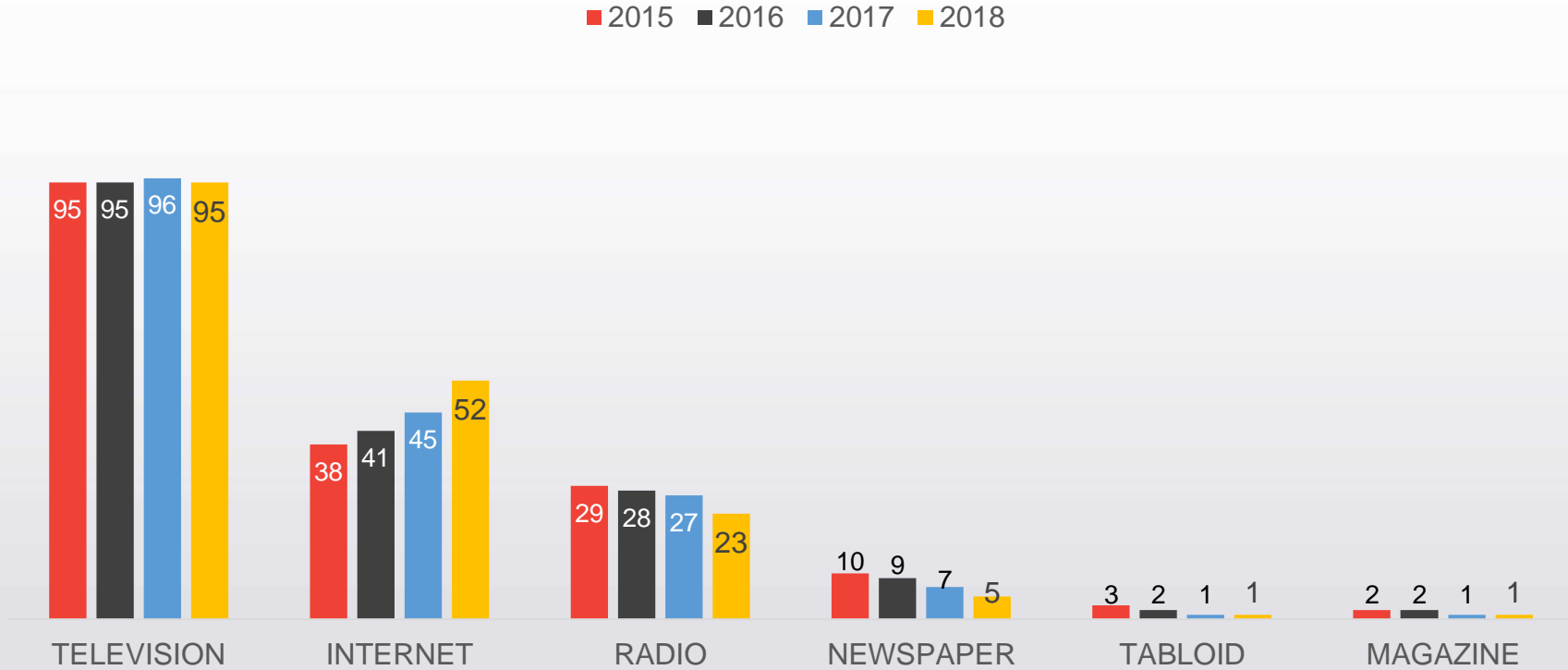


A large red graphic composed of overlapping squares and rectangles, creating a layered effect. The word "APPENDIX" is centered in white, bold, uppercase letters within the central area of the graphic.

# APPENDIX

<i>(IDR bn)</i>	2012A	2013A	2014A	2015A	2016A	2017A	2018A
<b>Revenue</b>	<b>1,241.4</b>	<b>1,674.4</b>	<b>2,272.7</b>	<b>2,108.7</b>	<b>2,685.7</b>	<b>2,775.0</b>	<b>2,400.2</b>
<i>Revenue Growth (%)</i>	25.1%	34.9%	35.7%	-7.2%	27.4%	3.3%	-13.5%
PB Cost	428.8	390.8	708.8	674.0	824.5	888.0	979.2
Operating Expense	486.9	629.0	697.7	806.4	1,003.0	1,083.2	1,269.2
Depreciation	66.9	67.7	94.3	105.8	101.8	97.6	94.4
<b>EBITDA</b>	<b>325.8</b>	<b>654.5</b>	<b>866.2</b>	<b>628.4</b>	<b>858.1</b>	<b>803.8</b>	<b>151.8</b>
<i>EBITDA Margin (%)</i>	26.2%	39.1%	38.1%	29.8%	32.0%	29.0%	6.3%
<i>EBITDA Growth (%)</i>	38.7%	100.9%	32.3%	-27.5%	36.6%	-6.3%	-81.1%
<b>Net Income (Loss)</b>	<b>72.9</b>	<b>107.4</b>	<b>144.3</b>	<b>(511.8)</b>	<b>408.6</b>	<b>151.7</b>	<b>(1,101.0)</b>
<i>Net Margin (%)</i>	5.9%	6.4%	6.4%	-24.3%	15.2%	5.5%	-45.9%
<i>Net Income Growth (%)</i>	177.2%	47.3%	34.4%	NM	NM	-62.9%	NM

- TV penetration stayed at 95%, internet reached 52%, while other media continued to go down



Source: AGB Nielsen Media Research