



VIVA Group Corporate Presentation

24th CLSA Investors' Forum
September 11-15, 2017
Hong Kong

A Group member of VIVA



viva.co.id

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.)

Free-To-Air (FTA) TV

New media (Online)

89.9%



(PT Intermedia Capital Tbk.)

99.9%



(PT Cakrawala Andalas Televisi)

#2 Entertainment TV Station in FY2016, focusing on entertainment content for families and children.

99.9%



(PT Lativi Mediakarya)

#1 News and Sport TV Station for eight consecutive years focusing on content for a male audience.

99%



(PT Viva Media Baru)

Leading digital multiplatform portal focusing on news and lifestyle content.



>175M TV Audience



>70% Content produced in-house



40M Digital Audience

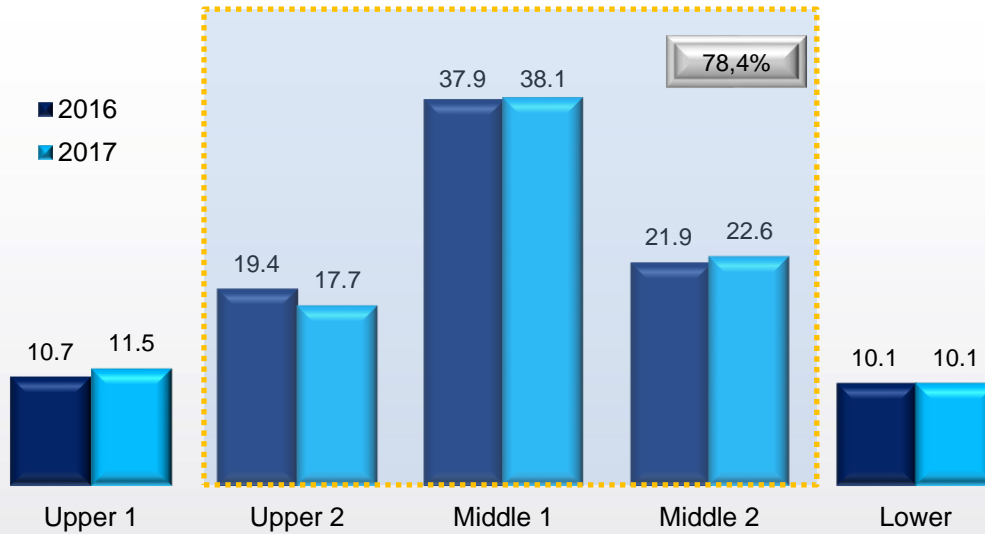
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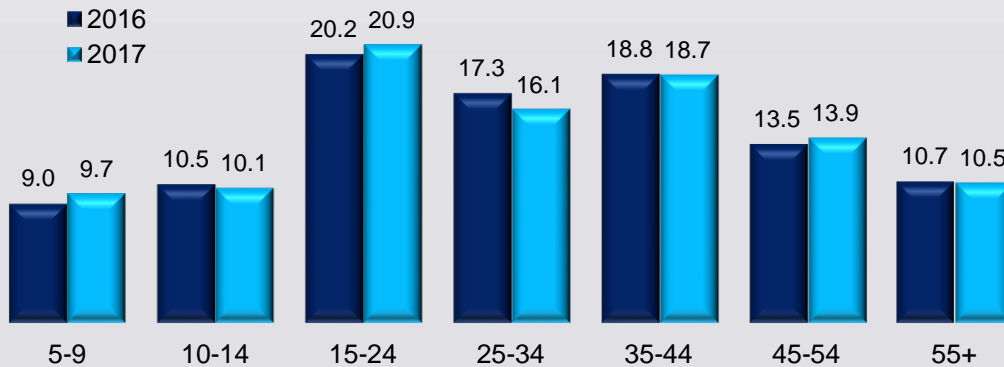


INDUSTRY OVERVIEW

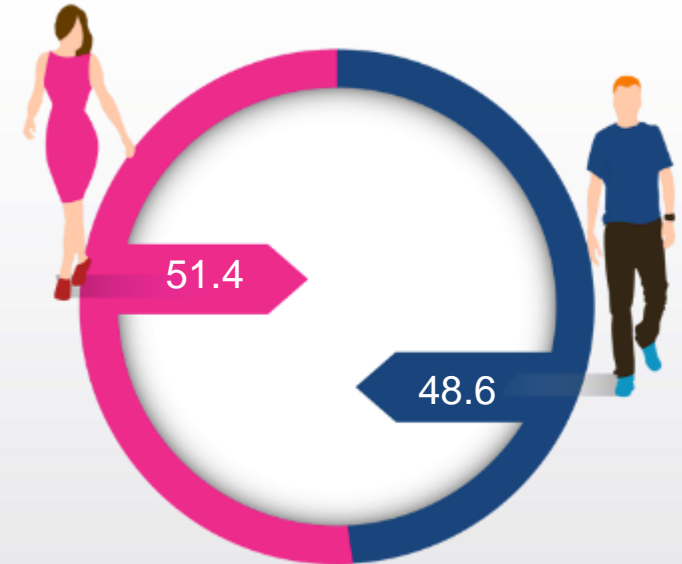
Social Economic Classification (SEC)



Age



Female ■ Male ■



2016 — 2017

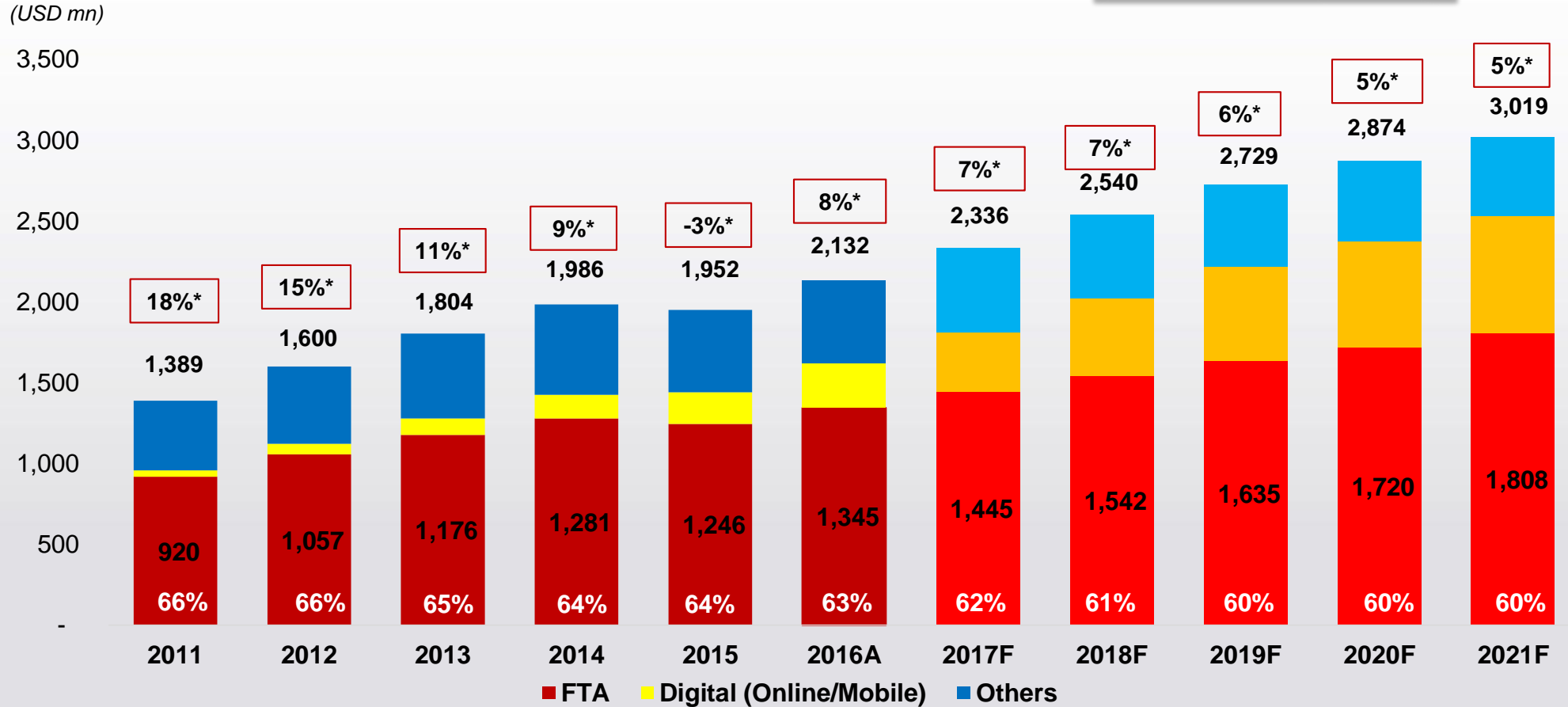
Female — 51.1 — 51.4

Male — 48.9 — 48.6



Media industry advertising expenditure has increased by 53% during 2011-2016, still growing and FTA TV remain as the dominant media platform

Industry Landscape
by Media Partners Asia April 2017



* FTA Net Adex YoY growth



VIVA FTA TV stations focused, specific, targeted and successful

Audience Profile by Index

Target Audience		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	METRO
Gender	Male		110								
	Female	122									
Age	5-9	118									
	10-14	106									
	15-24										
	25-34										
	35-44	117									
	45-54	107	155								
	55+	111	196								
SEC	Upper 1										
	Upper 2	105	104								
	Middle 1	104									
	Middle 2	108	114								
	Lower	117									

Source: AGB Nielsen Media Research 11 cities, index, 01 Jan – 31 Aug 2017

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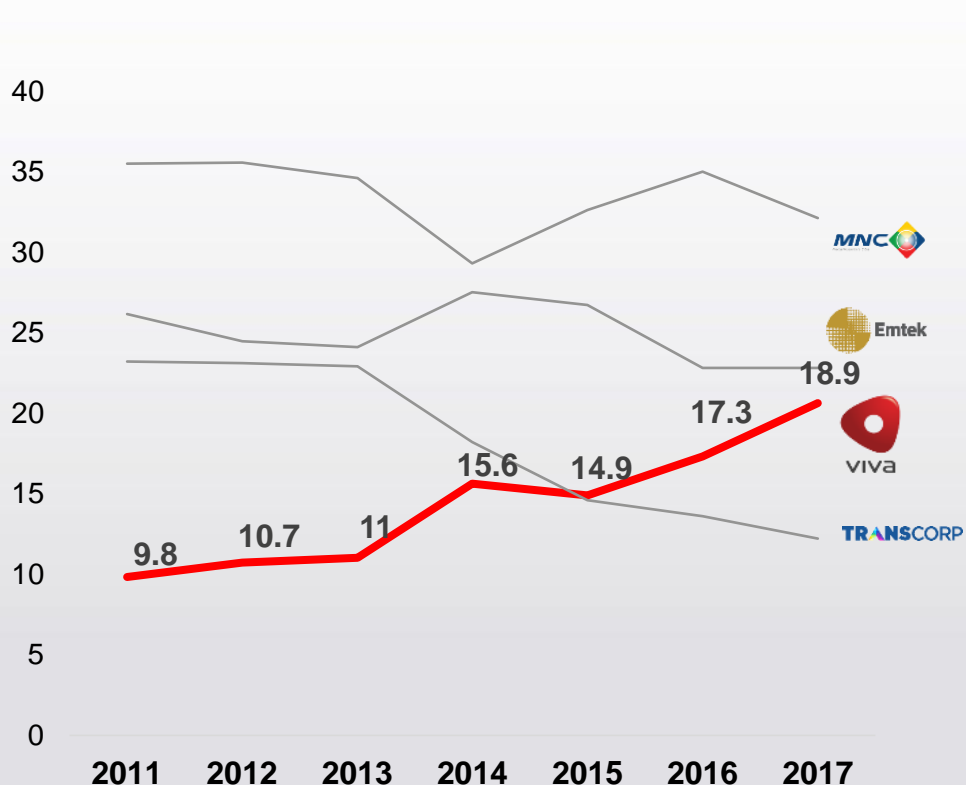
A graphic consisting of a large red square with a white border. The square is slightly offset to the right and down from the top-left corner. The text "OUR PERFORMANCE" is centered within the square in white, bold, uppercase letters. The background is a light gray gradient.

**OUR
PERFORMANCE**



VIVA is the fastest growing media group by far, increased TV Share by 92% since 2011, top gainer from 2016 to 2017

MEDIA GROUP SHARE PERFORMANCE 2011 – August 2017

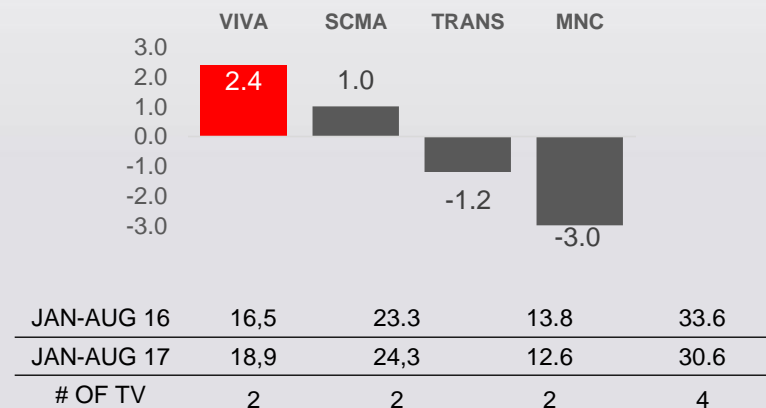


ENTERTAINMENT TV

NEWS TV



TV SHARE GAIN (LOSS) 2016 to Aug 2017

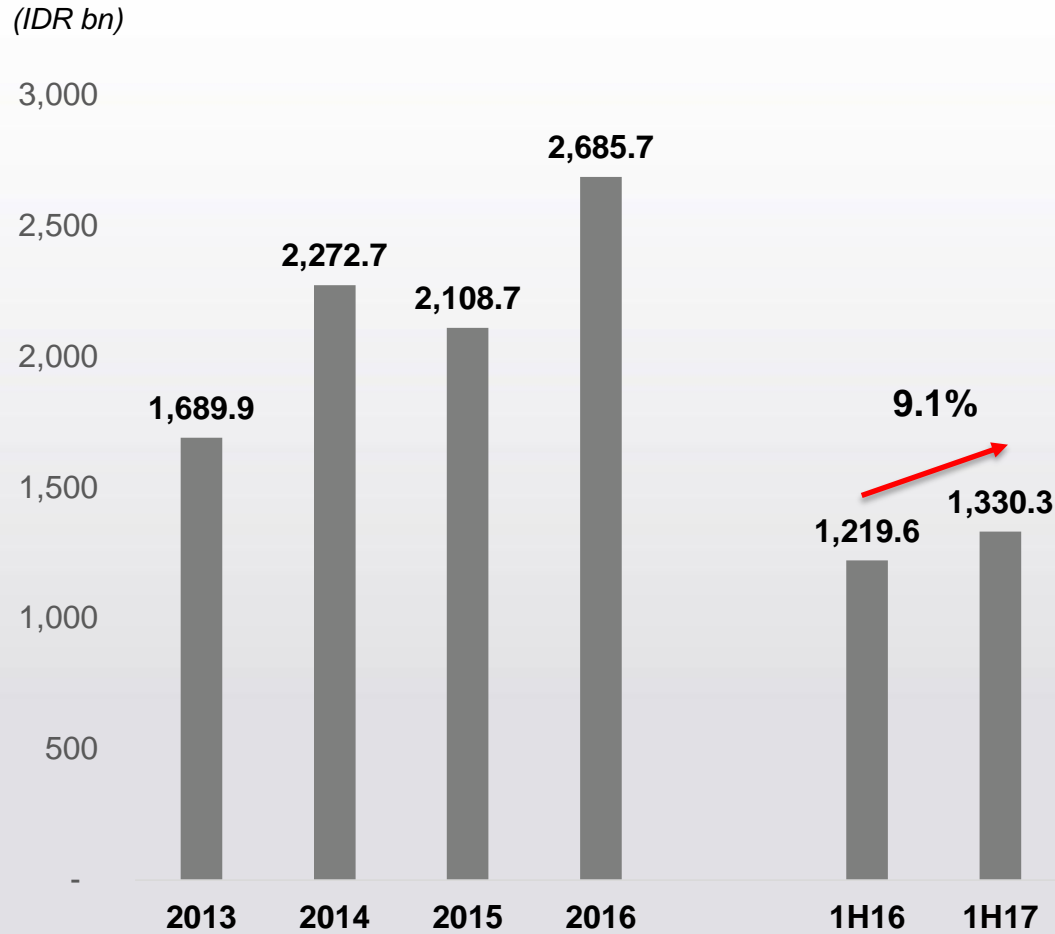


Source: Nielsen TA All People, 1 Jan - 31 Aug 2016, 1 Jan - 31 Aug 2017

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Moderate 1H17 revenue growth of 9.1% YoY was still more than double growth of competitors



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

		1H16	1H17
ANTV	PT	33.6%	36.4%
	NPT	66.4%	63.6%
tvOne	PT	34.4%	32.9%
	NPT	65.6%	67.1%

Competitors Revenue and Growth

(IDR bn)	1H16	1H17	Y-o-Y
MNCN	3,569	3,625	1.6%
SCMA	2,340	2,416	3.2%
Listed Media Competitors	5,909	6,041	2.2%
VIVA	1,220	1,330	9.1%
Listed Media	7,129	7,371	3.4%

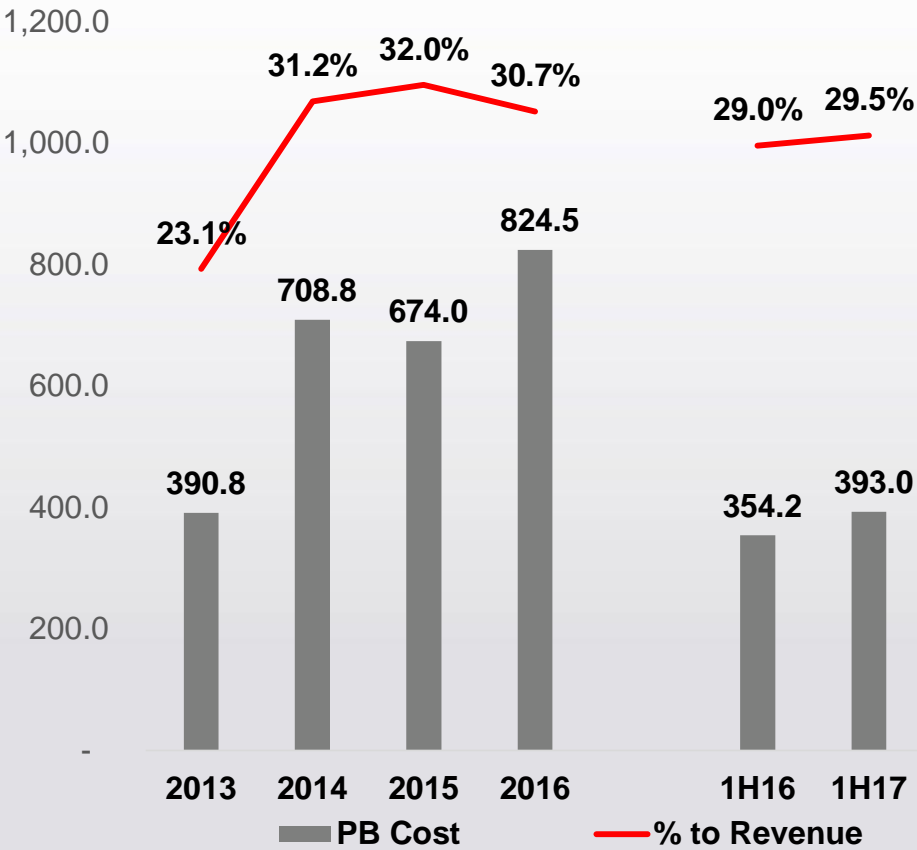
Source: IDX, Company Financial Report

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Programming & Broadcasting (PB) cost has risen in-line with Tier 1 status, however, VIVA is able to control PB cost to revenues at 30-34%

(IDR bn)



% PB Cost to revenue VIVA vs. Peers

(%)	1H 2016	1H 2017
VIVA	29.0%	29.5%
MNCN	41.4%	39.1%
SCMA	36.0%	35.6%

Source: IDX, Company Financial Report

PB Cost per Hour VIVA vs. Peers

(IDR mn/hr)	1H 2016	1H 2017
VIVA	40.5	45.2
MNCN	84.5	81.6
SCMA	96.4	98.9

Source: IDX, Company Financial Report

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Tight cost management softened moderate 1H17 revenue growth, leading to 1% YoY increase in EBITDA

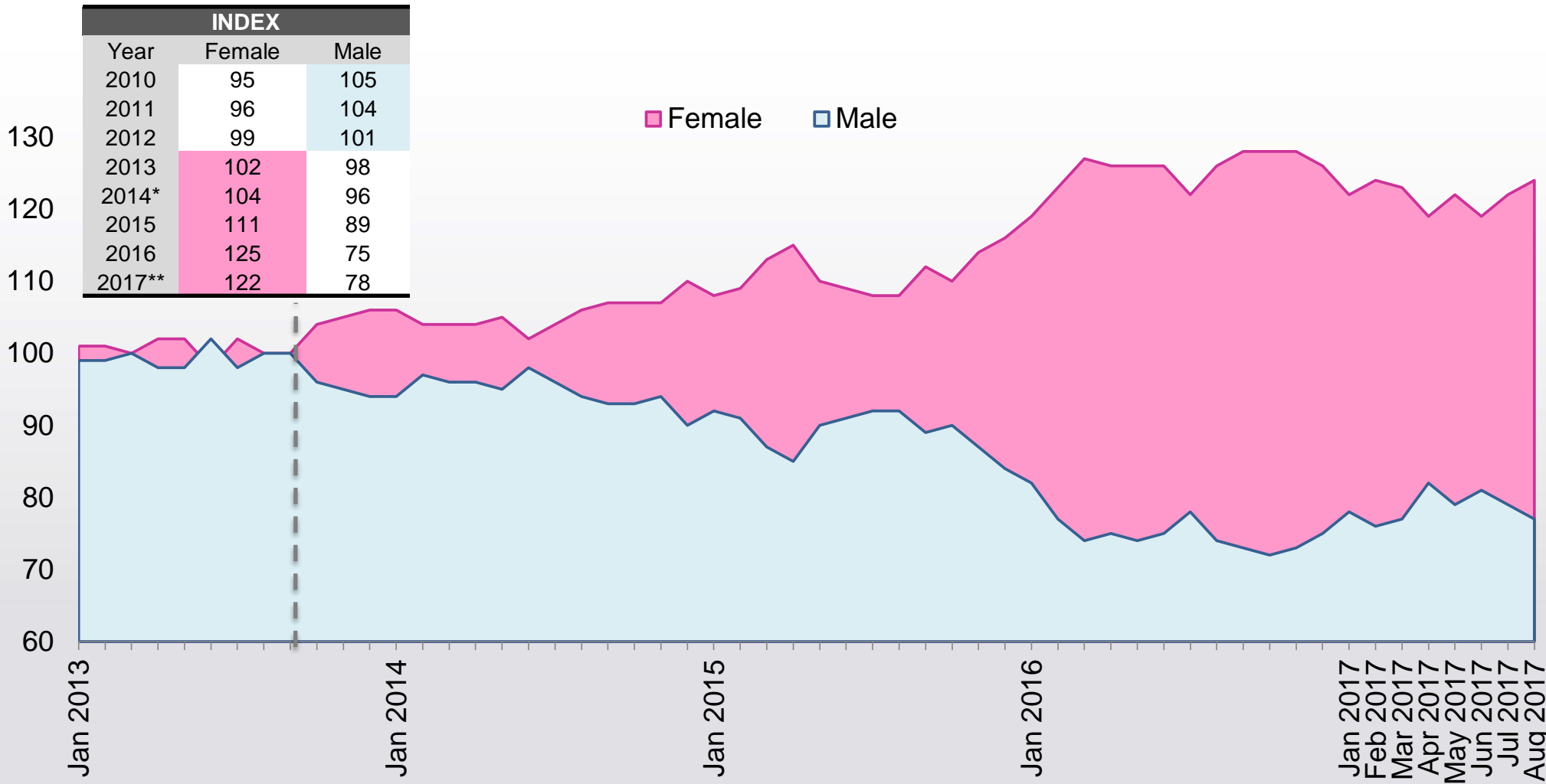
<i>(IDR bn)</i>	1H 2016	1H 2017	Y-o-Y (%)
Revenue	1,219.6	1,330.3	9.1%
PB Cost	354.2	393.0	11.0%
Op Expense	466.5	534.7	14.6%
Depreciation	50.3	48.5	(3.5%)
EBITDA	398.8	402.6	1.0%
<i>EBITDA Margin (%)</i>	32.7%	30.3%	
Net Income (Loss)	122.5	243.8	99.1%
<i>Net Margin (%)</i>	10.0%	18.3%	

The logo consists of a large red square with a white border. The square is divided into four quadrants by a diagonal line from the top-left to the bottom-right. The top-left and bottom-right quadrants are a darker shade of red, while the top-right and bottom-left quadrants are a lighter shade of red. The text 'ANTV' is centered in the white area.

ANTV

ANTV dominant with the female audience

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



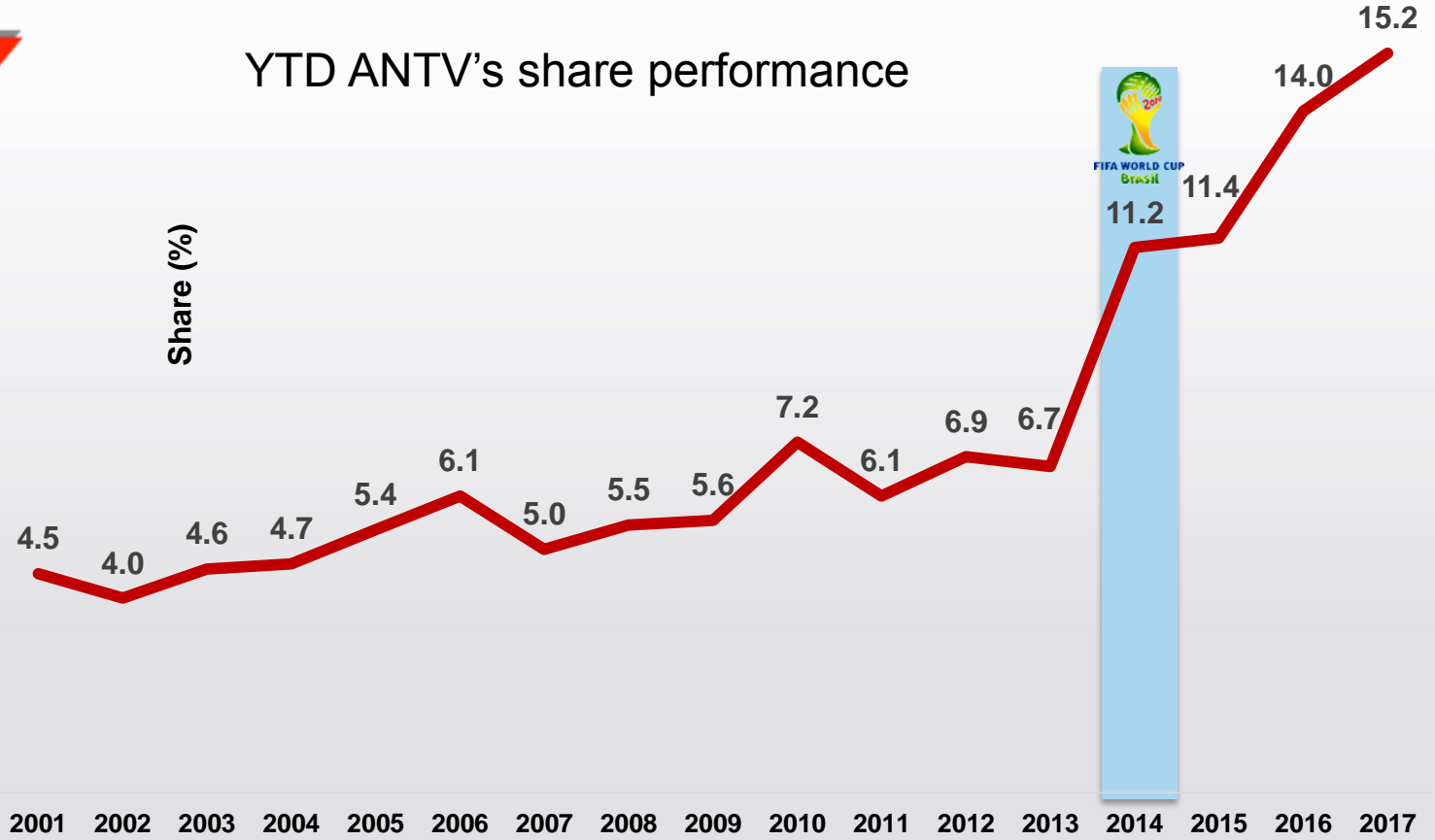
Source: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 31 Aug 2017
 *) without World Cup 2014, **) 1 Jan 2017 – 31 Aug 2017



ANTV's average TV Share in 2017 of 15.2% ranks #2 amongst FTA TV stations, still continues to be above our target of Top 3

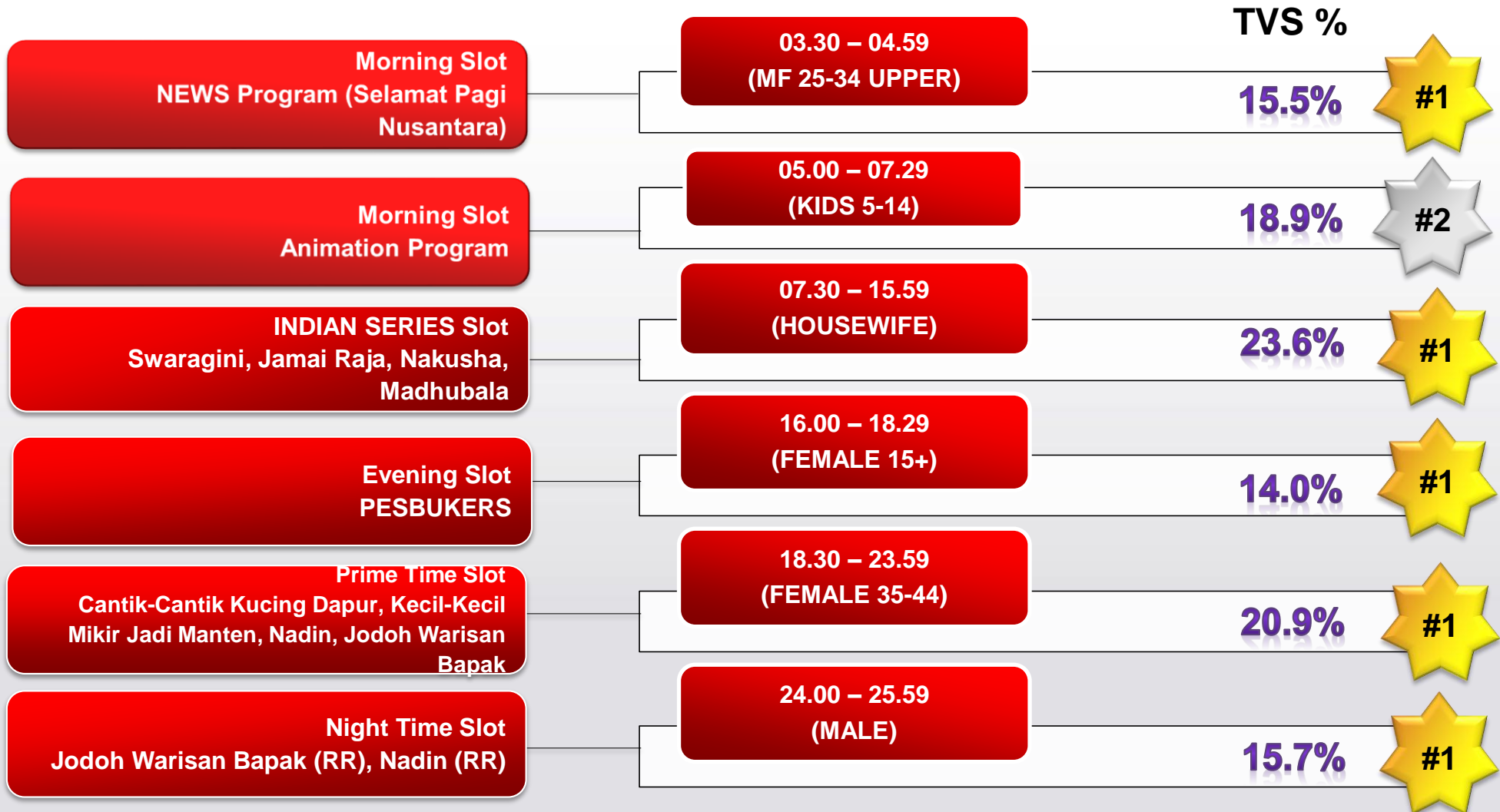
Channel	Variable	TVR	SHARE
RCTI	1.9	15.6	
ANTV	1.9	15.2	
SCTV	1.7	13.4	
IVM	1.3	10.9	
MNCTV	1.2	9.7	
TRANS7	0.8	6.9	
TRANS	0.7	5.7	
GTV	0.7	5.3	
TVONE	0.5	3.7	
NET	0.4	3.6	
RTV	0.3	2.7	
METRO	0.2	1.7	
INEWSTV	0.2	1.4	
KOMPASTV	0.2	1.4	

YTD ANTV's share performance



Source: AGB Nielsen Media Research, all people, 1 Jan 2001 – 31 Aug 2017

At ANTV we treat every daypart as a Prime Time





DRAMA SERIES PROGRAMS



ENTERTAINMENT PROGRAMS



MORNING CINEMA



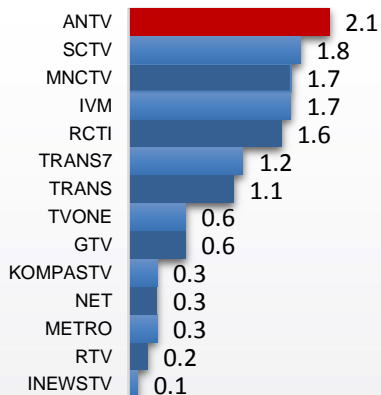
NEWS & SPORT PROGRAMS



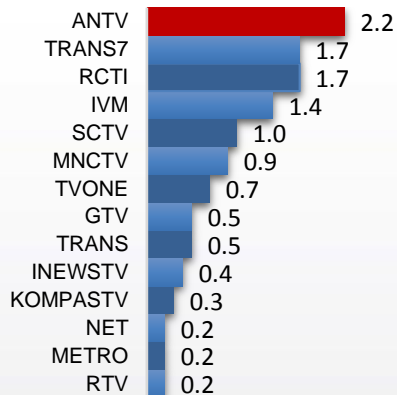


Bringing the stars closer to the audience develops brand loyalty

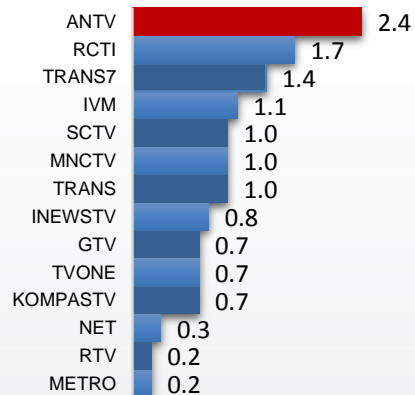
Meet & Greet Veera (All People)



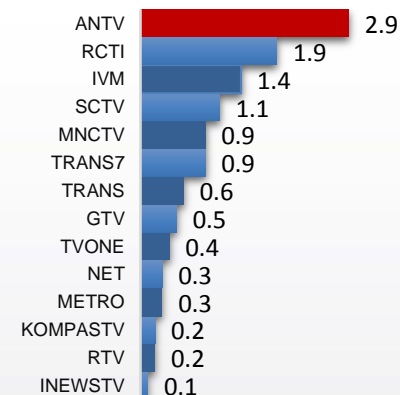
Ketemu Uttaran (All People)



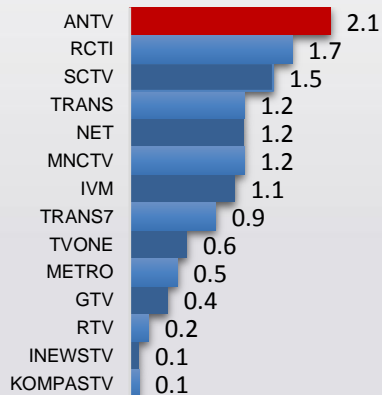
Meet & Greet Lonceng Cinta (All People)



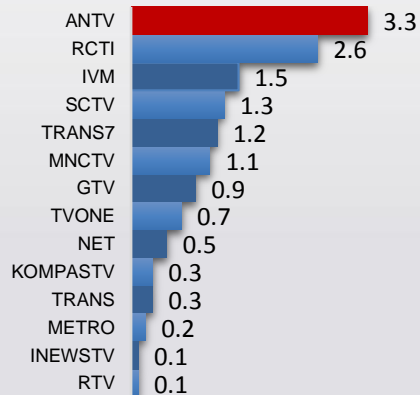
Meet & Greet Thapki (All People)



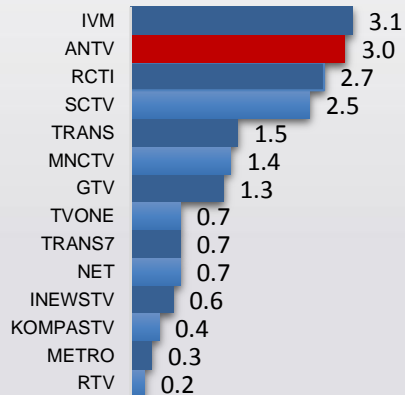
Meet & Greet Baalveer (All People)



Meet & Greet Gopi (Female)



Rahasia Hati Cansu & Hazal (F 25+ Upper)



Building ties with audience by extending stars into local shows

Cinta Di Langit Taj Mahal 1 & 2



Roro Jonggrang



Malaikat Kecil Dari India



Mahabharata:
Shaheer Sheikh



Jodha Akbar:
Ravi Bhatia



Jodha Akbar:
Ravi Bhatia



Veera:
Bhavesh Balchandani
Harshita Ojha



Uttaran:
Vaishali Thakkar

2017





MAHACINTA SHOW



MAHABHARATA SHOW



ASHOKA SHOW



1001 KISAH

WWW.AN.TV



ROMANSA CINTA UTTARAN



INDONESIA KEREN

ANTVLOVERS @WHATSONANTV ANTVKEREN ANTV PROGRAM



ANIMATION



INDIAN SERIES



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SAJIAN UTAMA

INDONESIA

MOST CREATIVE COMPANIES 2017

KATEGORI PERUSAHAAN UMUM

1 **PT. KERETA API INDONESIA (PERSERO)**
TOTAL **95,00**

- INOVASI & KREATIVITAS**
- Melakukan revolusi pelayanan KRL Jabodetabek menggunakan tiket elektronik sehingga mempercepat layanan, menghilangkan penumpang tanpa tiket, dan ujungnya meningkatkan jumlah penumpang yang bisa diangkut
 - Memberlakukan reservasi online tiket KA jarak jauh untuk menghapus percaloan
 - Melakukan transformasi manajemen KA commuter line dan jarak jauh untuk meningkatkan layanan
 - Memberlakukan sistem check in dan boarding pass bagi para penumpang kereta api jarak jauh yang telah membeli tiket secara online
 - Menyediakan E-Kiosk, yaitu mesin untuk pemesanan tiket secara mandiri tanpa harus mengantre di loket
 - Melakukan pembenahan di setiap stasiun baik bangunan fisik maupun manajemen untuk meningkatkan pelayanan
 - AC-nisasi seluruh KA Ekonomi
 - Larangan merokok di stasiun dan di atas KA

2 **PT PRODIA UTAMA**
TOTAL **93,00**

- INOVASI & KREATIVITAS**
- Mengelola jasa laboratorium kesehatan dengan manajemen modern untuk meningkatkan daya saing dan pelayanan kepada konsumen
 - Mengembangkan laboratorium Molekular Diagnostik
 - Menghadirkan Prodia Health Care yang berkonsep Wellness Clinic dengan semboyan Brining Wellness to Your Life
 - Terus meningkatkan jumlah cabang untuk mendekati konsumen. Memiliki 128 cabang (261 outlet) di 104 kota

3 **PT ASTRA DAIHATSU MOTOR**
TOTAL **91,50**

- INOVASI & KREATIVITAS**
- Meluncurkan mini MPV berpenumpang 7 (yang diberi merek Daihatsu Sigra & Toyota Calya), yang merupakan mobil hasil penelitian Astra Daihatsu yang dirancang dan di-desain untuk pasar Indonesia. Sigra & Calya merupakan mo LCGC (Low Cost Green Car) yang merupakan kelanjutan dari Ayla & Agya. Sigra & Calya mencatat prestasi gemilang di pasar, masing-masing terjual sebanyak 31.939 unit dan 47.267 unit selama 2016.

4 **PT HARTONO ISTANA TEKNOLOGI (POLYTRON)**
TOTAL **91,00**

- INOVASI & KREATIVITAS**
- Merupakan perusahaan elektronik lokal yang konsisten membangun merek
 - Salah satu produk andalannya, Home Theatre Polytron, cukup berhasil di pasar
 - Meluncurkan mesin cuci berteknologi (Zromatic Belleza), yakni mesin cuci yang dipoperasikan dengan satu sentuhan untuk memudahkan konsumen. Produk ini cukup berhasil di pasaran
 - Meluncurkan Polytron Prime 7s: Smartphone premium dengan harga terjangkau yang dilengkapi sistem operasi buatan dalam negeri (Fira OS)

5 **PT. TELEKOMUNIKASI INDONESIA, TBK. (INDIHOME)**
TOTAL **90,00**

- INOVASI & KREATIVITAS**
- Menghadirkan Telkom IndiHome, yang merupakan layanan triple play, meliputi telepon, internet dan TV interaktif.
 - Sejak diluncurkan pada tahun 2015 IndiHome berhasil menjangkau banyak pelanggan, kini jumlah pelanggannya mencapai 1,7 juta

6 **PT PERTAMINA LUBRICANTS**
TOTAL **88,00**

- INOVASI & KREATIVITAS**
- Menghasilkan berbagai varian pelumas mobil dan motor dengan kualitas yang tidak kalah dengan merek asing
 - Meluncurkan berbagai merek pelumas untuk membidik segmen pasar yang berbeda-beda dari berbagai merek
 - Menjadi market leader pasar pelumas di Indonesia

10 **PT CAKRAWALA ANDALAS TELEVISI (ANTV)**
TOTAL **85,50**

- INOVASI & KREATIVITAS**
- Sukses melakukan reposisi menjadi TV yang fokus menggarap segmen wanita

7 **PT PPP PROPERTI TBK**
TOTAL **87,50**

- INOVASI & KREATIVITAS**
- Fokus menggarap mass market dengan kisaran harga Rp 10-20 juta per meter persegi untuk produk residensial (apartemen)
 - Mengembangkan desain-desain inovatif seperti apartemen 2 kamar untuk dihuni sendiri dan disewakan
 - Menjalin kerja sama dengan pemain lain untuk mempercepat penetrasi (baik untuk residensial, mall maupun hotel)

8 **PT. D&V INTERNATIONAL MAKMUR GEMILANG (DV MEDIKA)**
TOTAL **87,00**

- INOVASI & KREATIVITAS**
- Membuat tempat tidur pasien yang ergonomis sehingga pasien bisa tetap nyaman dalam waktu yang lama
 - Revolusi layanan kepada pelanggan dalam tempo 80 menit sejak call, teknisi sudah hadir, serta siaga non stop 24 jam
 - Melayani konsumen dengan sepenuh hati dan menjadikan konsumen yang puas sebagai marketer yang akan merekomendasikan kepada konsumen lain

9 **ERHA CLINIC**
TOTAL **86,00**

- INOVASI & KREATIVITAS**
- Menjadi pelopor klinik modern untuk kesehatan kulit di Indonesia yang didukung tim dokter ahli kulit serta produk dan layanan inovatif
 - Jasa yang ditawarkan terus berkembang mulai dari Personal Rejuvenation Program, Personal Acne Cure Program, Personal Hair Growth Program, Personal Body program, Children Dermatology, Senior Dermatology, General Dermatology

10 **PT CAKRAWALA ANDALAS TELEVISI (ANTV)**
TOTAL **85,50**

- INOVASI & KREATIVITAS**
- Menjadi trend setter dalam penayangan sinetron India
 - Meningkatkan engagement pelanggan/pemirs dengan acara off air yang menghadirkan bintang-bintang sinetron asli (dari India) yang juga ditayangkan ANTV
 - Membuat sinetron re-make tahun 90-an misalnya Jinny oh, Jinny, Tuyul & Mbak Yul

PT CAKRAWALA ANDALAS TELEVISI (ANTV)

Repositioning the television station to focus on Female Segment

#1 Most Creative Company (MEDIA)
#10 Most Creative Company



09 XXXIII
27 APRIL - 9 MEI 2017
Rp 38.600

- Kiat Unsat Menubruk Peluang Menggunakan Bisnis Satelit
- Strategi Perguruan Tinggi Unggulan Menjawab Kebutuhan Pasar
- Sajian Khusus Terobosan & Solusi Merespon Era Disruption

INDONESIA BEST INNOVATION + CREATIVITY IN BUSINESS 2017

SIAPA JUARA OCI (OUTSTANDING CORPORATE INNOVATOR) INDONESIA

SIAPA MASUK DALAM INDONESIA 35 MOST CREATIVE COMPANIES

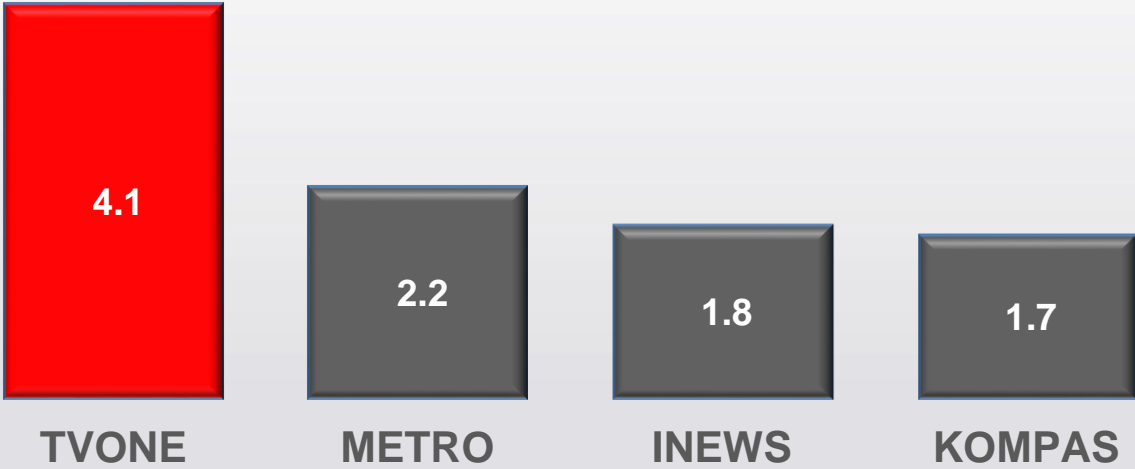
ISSN 2339-1885
9 772339 185505
WWW.SWA.CO.ID

A red square graphic with a white border and a diagonal split, containing the text 'TVONE'. The square is positioned on the left side of the page, with a white background to its right. The text 'TVONE' is centered within the square in a white, bold, sans-serif font.

TVONE

NEWS TV AUDIENCE SHARE

Jan—Aug 2017 ; TA 15+UM1, 11 Cities



APA KABAR INDONESIA
Setiap TV Dunia yang menampilkan program esklusif setiap minggu...
SENIN - JUMAT PKL. 06.30 WIB
SABTU - MINGGU PKL. 06.00 WIB

ONE PRIDE
Menyajikan pertandingan pertempuran dengan olahraga yang paling berbahaya...
SETIAP SABTU PKL. 22.00 WIB

KABAR PETANG
Hard news selalu menarik untuk ditonton...
SETIAP HARI - PKL. 17.00 WIB

LIVE WORLD BOXING
Tidak pernah pengantar Big, tentu sudah menyajikan pertandingan...
SETIAP MINGGU PKL. 09.00 WIB

SATU JAM LEBIH DEKAT
Program hiburan bintang untuk keluarga...
SETIAP JUMAT PKL. 19.30 WIB

KABAR AGENA
Kumpulan kisah-kisah terbaru dan terkini...
SENIN - JUMAT PKL. 19.00 WIB

THE PHENOMENAL FIGHT
FLOYD MAYWEATHER VERSUS CONOR MCGREGOR
MINGGU 27 AGUSTUS 2017 08.30 WIB

GOJEK traveloka Liga 1

LIGA 2

Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1; 1 Jan—31 Aug 2017



tvOne #1 for Breaking News "Always"

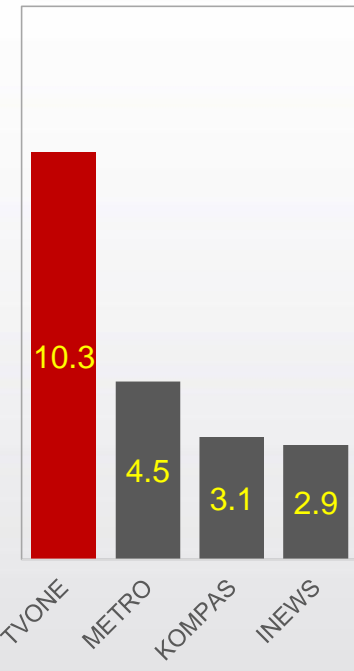
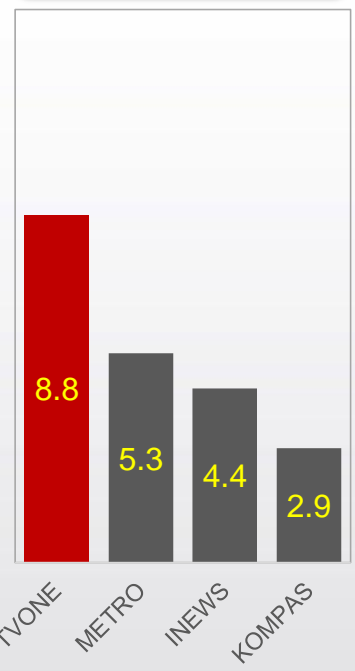
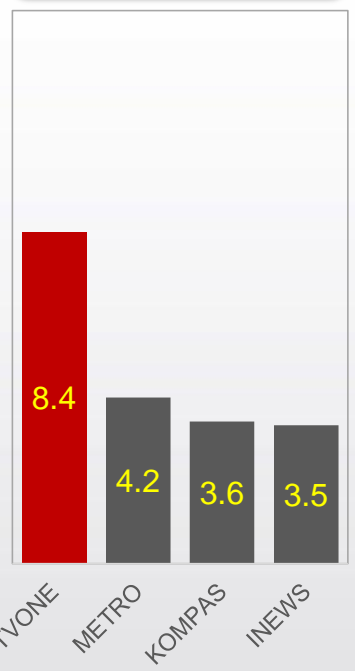
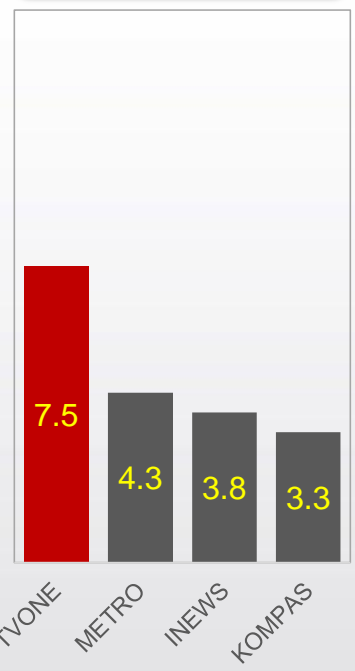
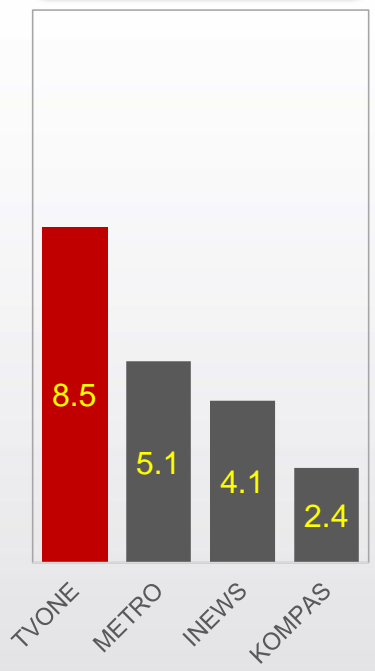
Ahok Trial Special News
3 Jan '17 08:30-09:30

Rakyat Memilih Special News
15 Feb '17 06:30-23:00

Choosing the next Leader of
Jakarta Breaking News 16
Apr '17 07:00-20:30

Ahok Verdict Breaking News
9 May '17 07:00-14:00

Bomb in Kampung Melayu
Breaking News 24 May '17
22:00-02:30



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

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tvOne the #1 source for global coverage by International media



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tvOne #1 Talk Show Programs to supplement leading news coverage



Source: Nielsen; 11 Cities; 15+ Upper Middle 1; 1 Jan—31 Aug 2017
*Excluding Election Program



8 Nov '16 TVR 4.4 TVS 19.2



4 Oct '16 TVR 2.8 TVS 14.3



11 Oct '16 TVR 2.5 TVS 11.4



2 Feb '16 TVR 2.3 TVS 11.2

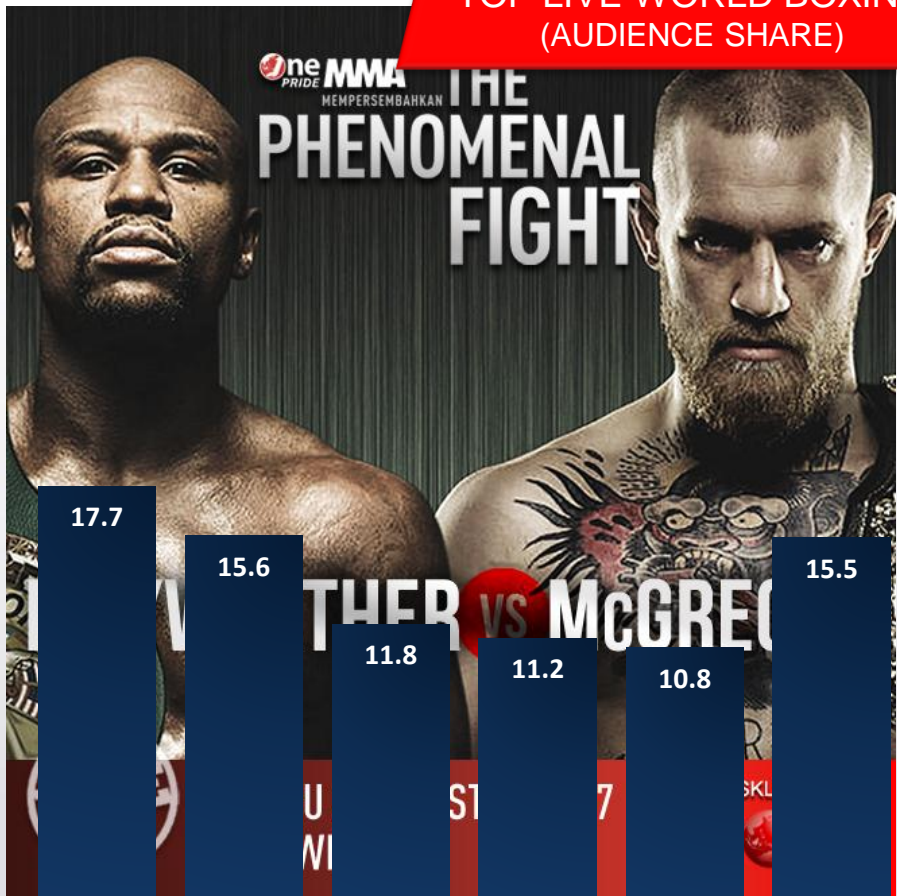
INDONESIA LAWYERS CLUB

Talkshow unggulan tvOne dikemas secara apik dan kolosal untuk memberikan pembelajaran hukum bagi para pemirsanya. Dipandu seorang jurnalis senior berlatar belakang sarana hukum, maka bahasan diskusi hukum menjadi lebih mudah dicerna dan ditonton, jauh dari kesan menjenuhkan.

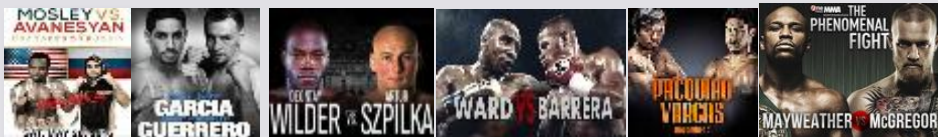
SETIAP SELASA PKL. 19.30 WIB

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TOP LIVE WORLD BOXING (AUDIENCE SHARE)



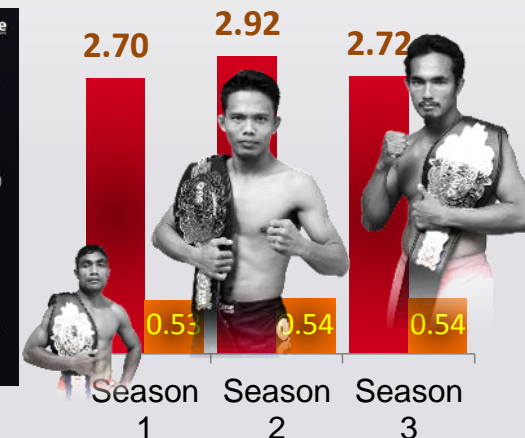
Pacquiao vs Vargas 06/11/2016
 Ward vs Barrera 27/03/2016
 Wilder vs Szpilka 17/01/2016
 Garcia vs Guerrero 24/01/2016
 Mosley vs Avanesyan 29/05/2016
 Mayweather vs McGregor 27/08/2017



ONE PRIDE MMA (MILLION REACH*)



■ One Pride
■ UFC-INEWSTV



One Pride Audition

Season 1: 9 Apr-28 May '16,
 Season 2: 10 Sep-17 Oct '16,
 Season 3: Feb-Apr '17

* Total Individuals
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Liga 1 & Liga 2 serves as a share booster for tvOne



TVS
14.4

TVR
2.7



TVS
10.1

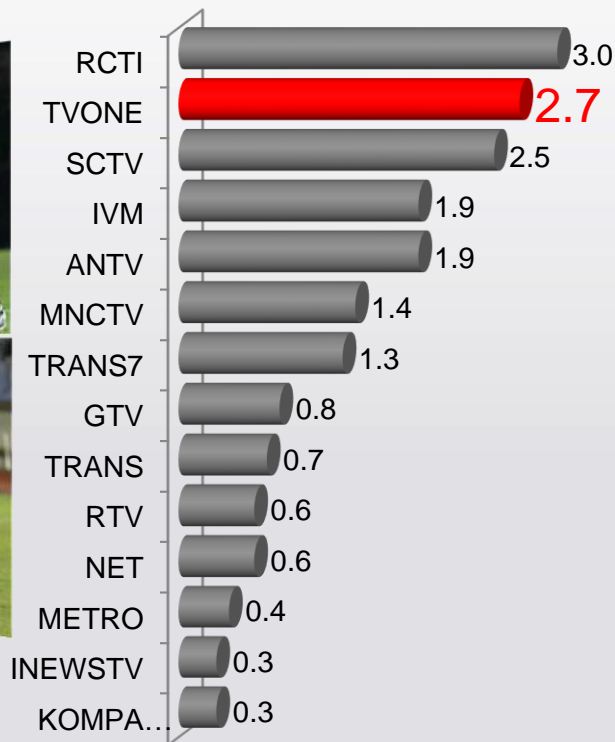
TVR
1.3

LIGA 1
203

LIGA 2
58

ALL MATCH

261



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Slot Competition TVONE on Liga 1
Nielsen, 15 Apr – 4 Sep 2017, TA: Male 30+



OUR DIGITAL



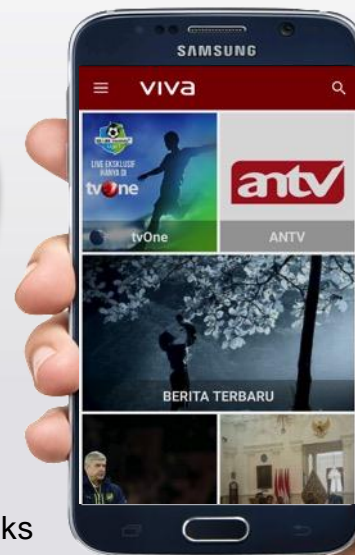
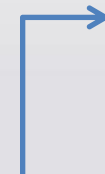
Viva.co.id Portal generated 111 Mio Monthly (avg) Pageviews and 15 Mio Monthly (avg) Unique Visitors



02:48
average time/
visit



2.87
Page views/
visit



1 MIO Download (↑ 100.000) in the last 2 weeks
Total Active user increase 149.000 (↑ 50%) in the last two weeks










Source: Google Analytics, 1 January – 31 aug 2017





A Group member of viva











-  **83.7 K** likes
-  **538.9K** followers
-  **135.9 K** subscribers
-  **4.0 M** followers
-  **924 K** followers
-  **3.4 K** followers
-  **11.2K** followers



-  **835.0 K** likes
-  **117.0 K** subscribers
-  **9.0 M** followers
-  **149.5 K** followers



-  **5.7 M** likes
-  **1.5 M** followers
-  **26.4 K** subscribers
-  **5.9 M** followers
-  **118.3 K** followers
-  **1.3 K** subscribers

viva.co.id

Web Platform



Mobile Web Platform

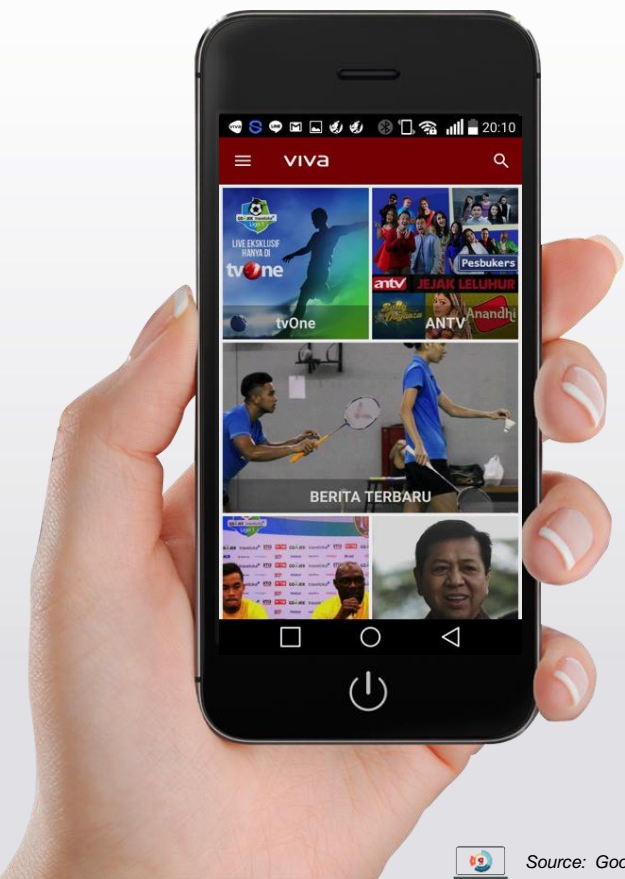


Mobile Application





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



1.300.000 DOWNLOAD
21.5 MN SCREEN VIEW (avg/mo)
1 MN 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.

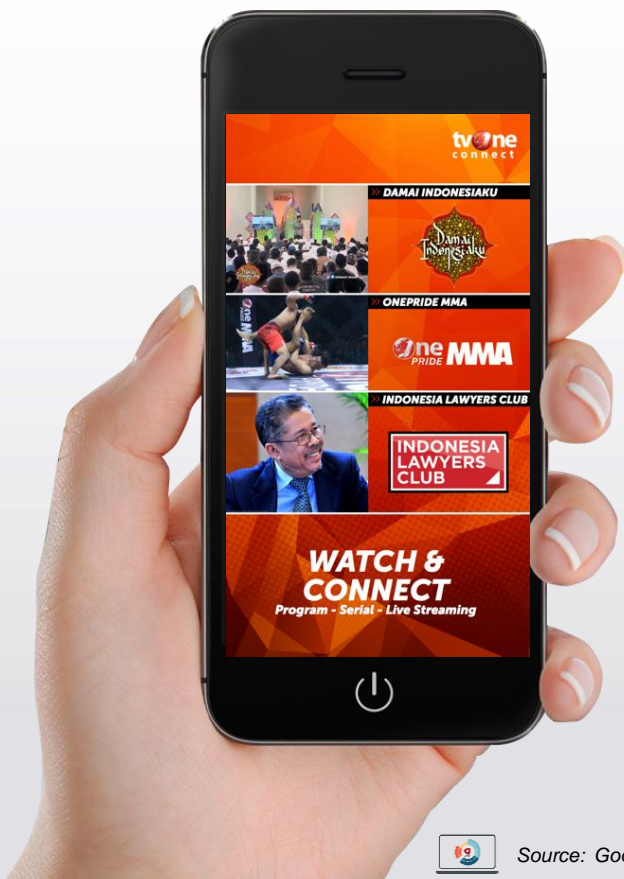
Source: Google Analytics, 1 January – 31 Aug 2017

A Group member of VIVA





Watch live broadcast and video-on demand of many exceptional program from tvOne



WATCH & CONNECT



330.000 DOWNLOAD
8.5 MN SCREEN VIEW (avg/mo)
146K 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, 18 May – 31 Aug 2017



Thank you

A Group member of VIVA



viva.co.id

A large red geometric graphic consisting of two overlapping 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 word "APPENDIX" is centered in white, bold, uppercase letters within the overlapping area.

APPENDIX

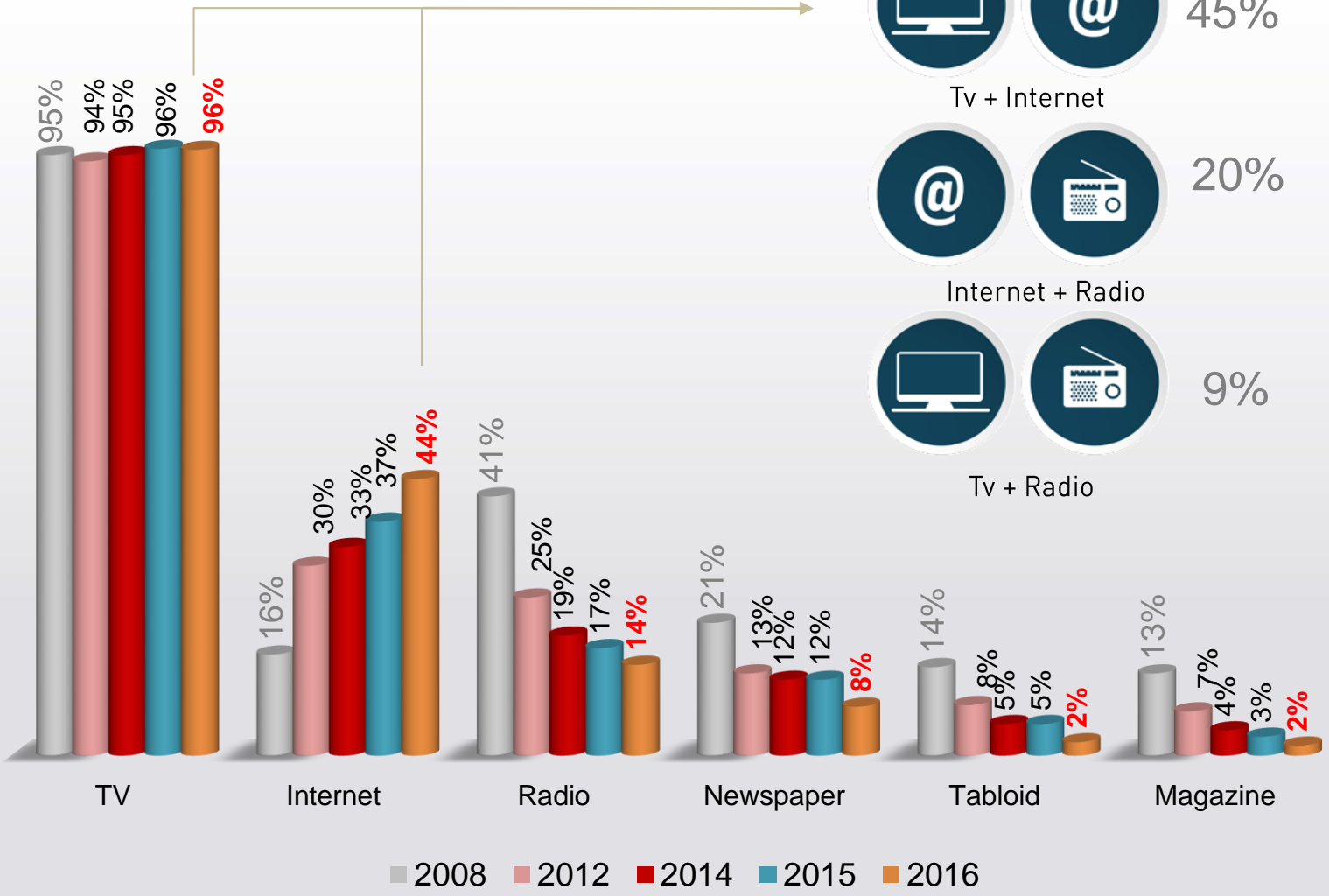
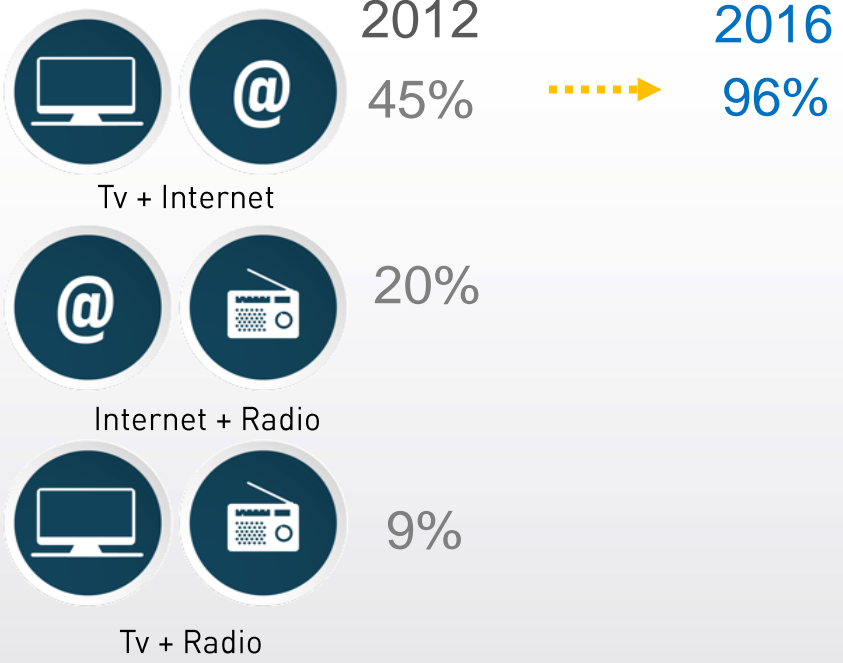
Summary P&L (Rp bn)	2011	2012	2013	2014	2015	2016
Revenue	999	1,253	1,690	2,273	2,109	2,686
Growth (%)	11.9%	25.4%	34.9%	34.5%	-7.2%	27.4%
Programming and Broadcasting Cost	(282)	(429)	(391)	(709)	(674)	(825)
Growth (%)	-18%	52%	-9%	81%	-5%	22%
G&A Expense	(482)	(498)	(645)	(698)	(806)	(1,003)
EBIT	152	259	587	772	523	757
EBIT Growth (%)		70.0%	126.7%	31.5%	-32.3%	44.8%
<i>Depreciation</i>	<i>(82)</i>	<i>(67)</i>	<i>(68)</i>	<i>(94)</i>	<i>(106)</i>	<i>(102)</i>
EBITDA	235	326	655	866	628	858
EBITDA Growth (%)	66.0%	38.7%	100.9%	32.3%	-27.5%	36.6%
EBITDA Margin (%)	23.5%	26.0%	38.7%	38.1%	29.8%	32.0%
Non-Operating Income (Expenses)	(111)	(75)	(344)	(397)	(869)	(113)
Net Income Before Taxes	42	184	243	375	(346)	644
Net Income (loss) After Taxes	26	73	106	173	(482)	477
Net Income (Loss) Growth (%)	619.5%	177.2%	45.1%	64.0%	N/A	N/A
Net Income (Loss) Margin (%)	2.6%	5.8%	6.3%	7.6%	N/A	17.8%



Media penetration, TV & internet simultaneous consumption

96%, our strategy is to operate in both platforms

Simultaneous Media Consumption



Source: AGB Nielsen Media Research