



VIVA Group Corporate Presentation

November 2019

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viva.co.id

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Our Company

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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.)



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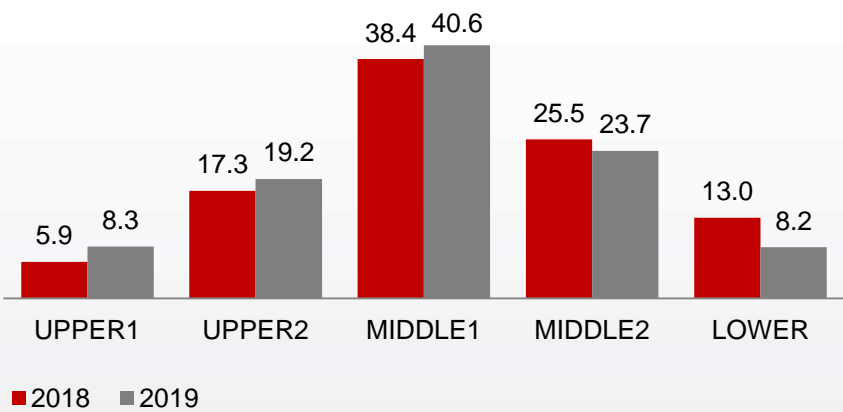


INDUSTRY OVERVIEW

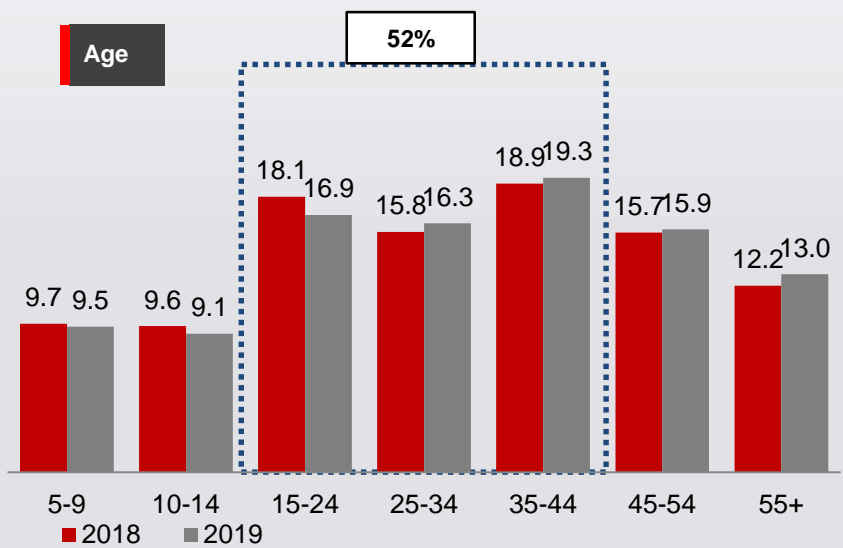


Indonesia's demography: Female, young, rapidly growing middle class

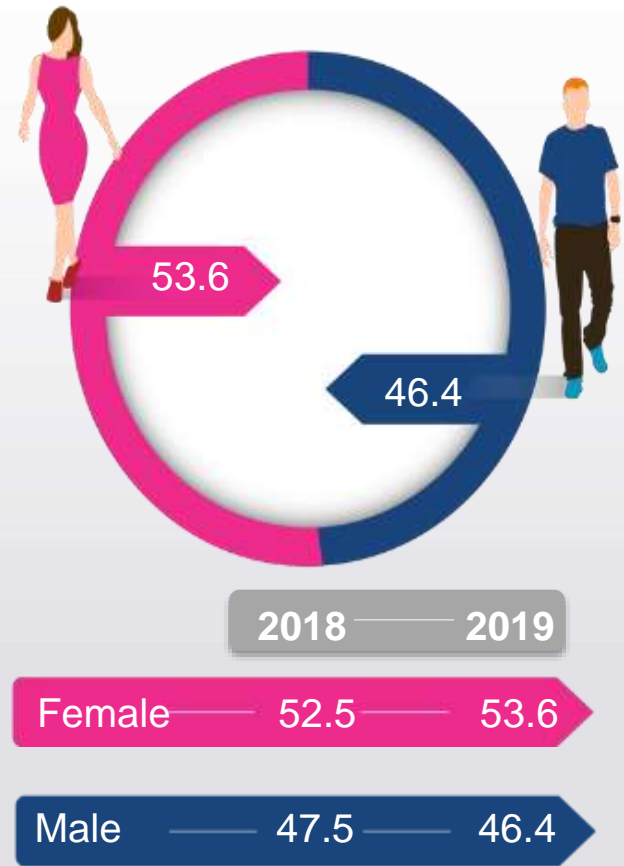
Social Economic Classification (SEC)



Age



Female ■ Male ■



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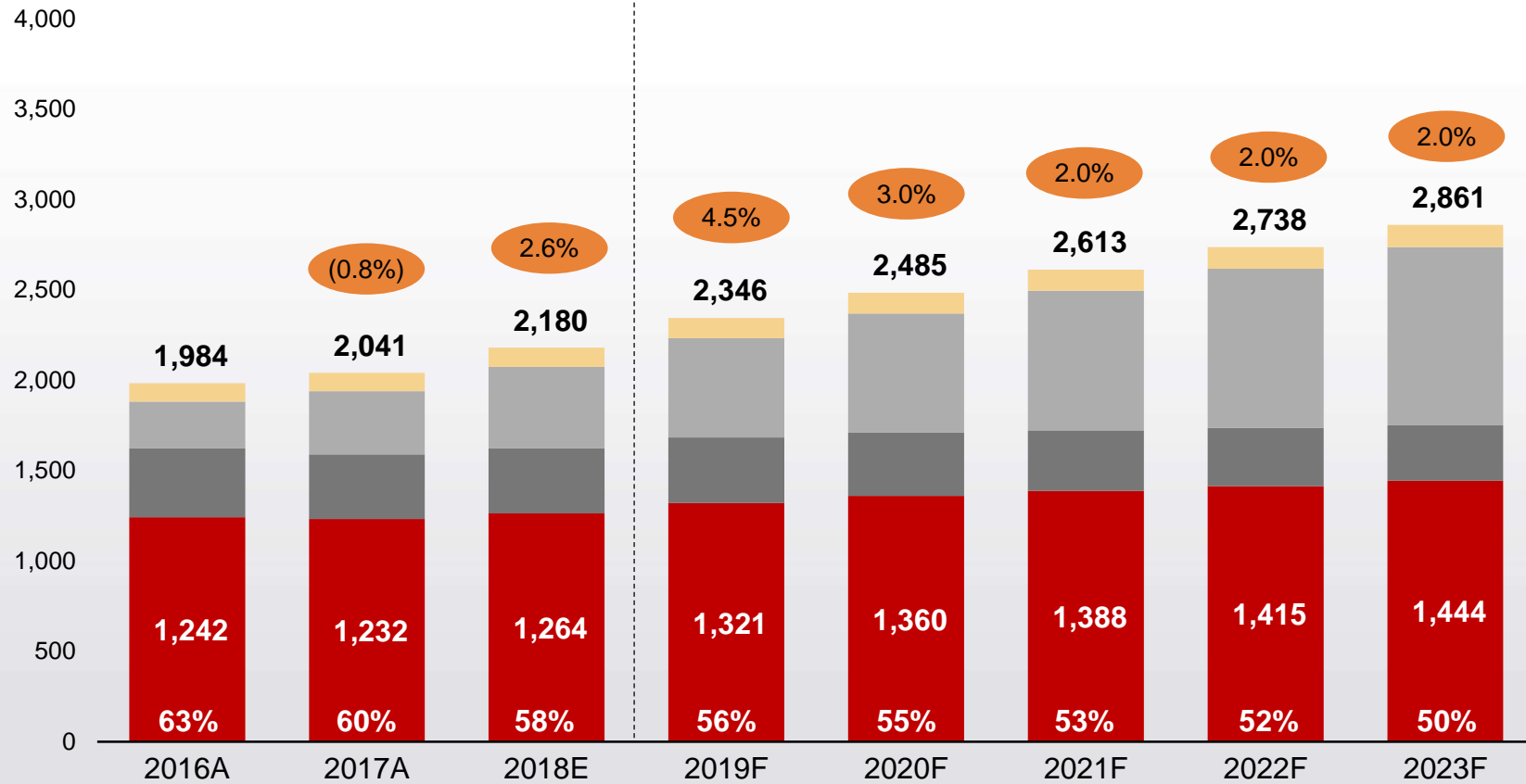


Source: 1 Jan – 31 Oct 2018 & 1 Jan – 31 Oct 2019, Total TV, 11 Cities, Reach 000's



FTA TV remains dominant within the Indonesian Media Advertising Industry

(in USD mn)



■ FTA TV ■ Print ■ Internet ■ Others

(1) x FTA TV Net Adex YoY Growth

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.

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VIVA FTA TV stations focused, specific, targeted and successful

Target Audience		Audience Profile by Index									
		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	METRO
Gender	Male		108								
	Female	115									
Age	5-9	113									
	10-14	101									
	15-24										
	25-34										
	35-44	103	111								
	45-54	118	149								
	55+	107	201								
SEC	Upper 1		155								
	Upper 2		113								
	Middle 1	109									
	Middle 2	113									
	Lower	123									

Effective → More Effective
 Effective → More Effective

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

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**OUR
PERFORMANCE**

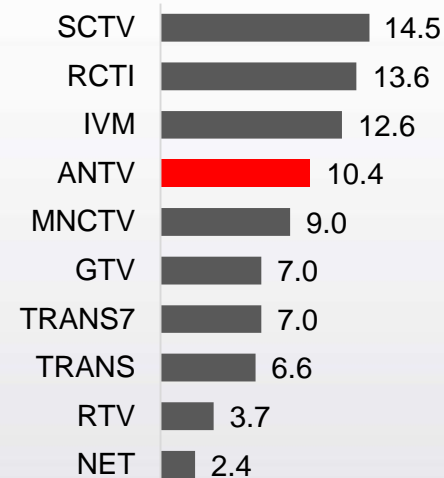


VIVA is the fastest media group by far, increased TV Share by 38% since 2011

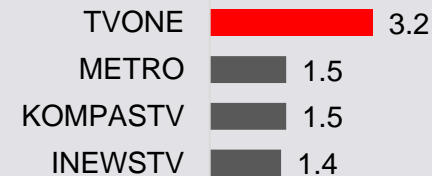
MEDIA GROUP SHARE PERFORMANCE 2011 – 2019 YTD



ENTERTAINMENT TV



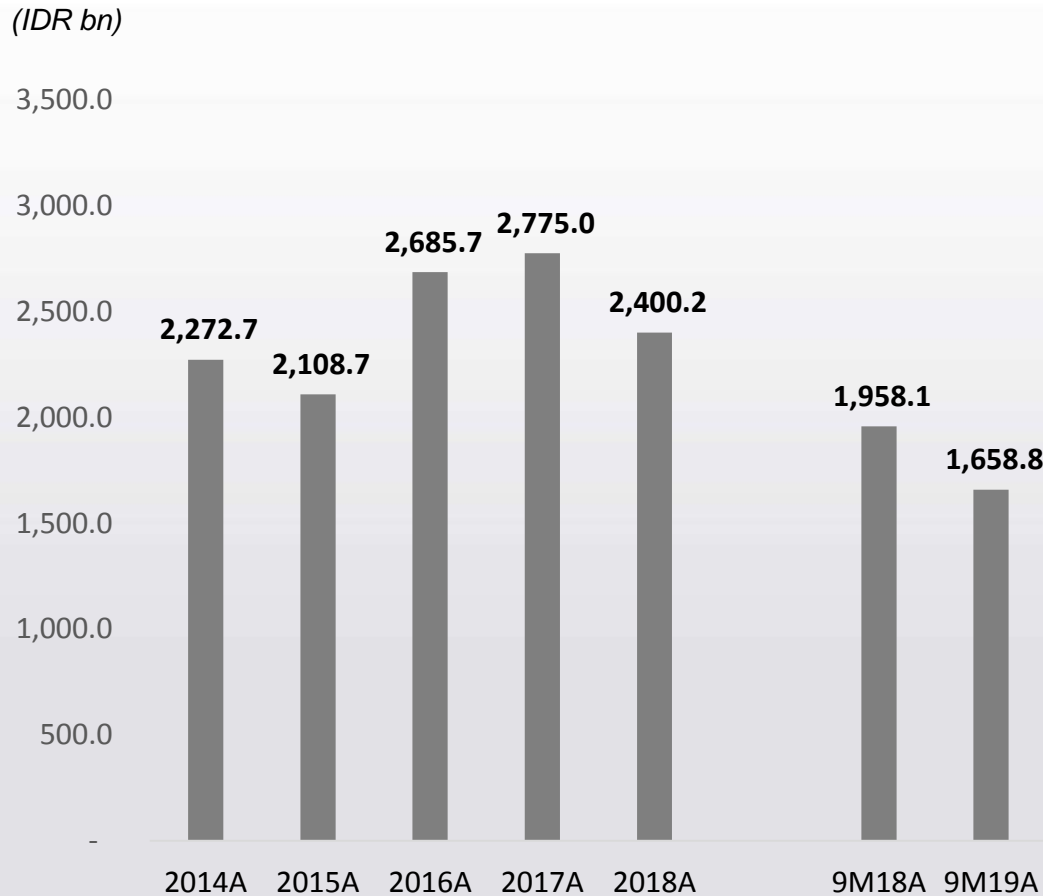
NEWS TV



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

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

		9M18	9M19
ANTV	PT	39.5%	44.5%
	NPT	60.5%	55.5%
tvOne	PT	31.3%	36.6%
	NPT	68.7%	63.4%

Competitors Revenue and Growth

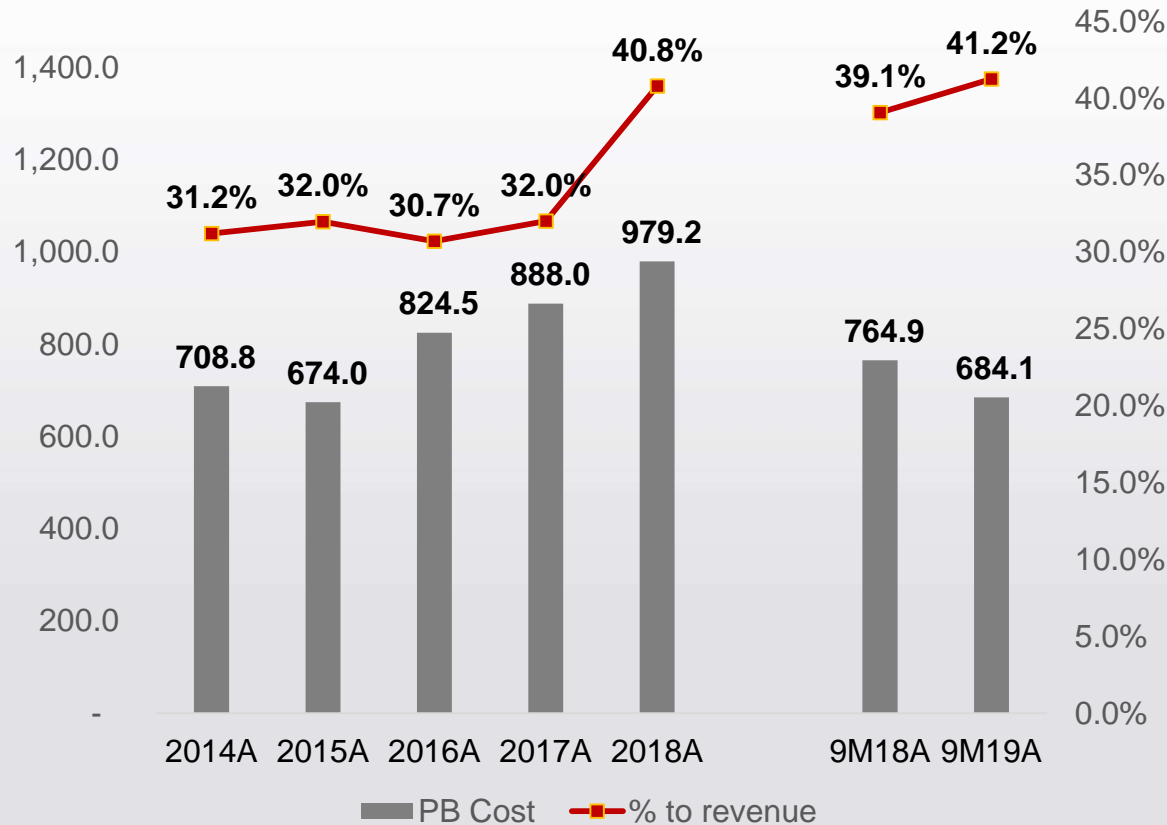
(IDR bn)	9M18	9M19	Y-o-Y
MNCN	5,530.0	6,271.1	13.4%
SCMA	3,984.2	4,145.3	4.0%
Listed Media Competitors	9,514.2	10,416.4	9.5%
VIVA	1,958.1	1,658.8	-15.3%
Listed Media	11,472.3	12,075.2	5.3%

Source: IDX, Company Financial Report



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

(IDR bn)



% PB Cost to revenue VIVA vs. Peers

(%)	9M18	9M19
VIVA	39.1%	41.2%
MNCN	38.1%	35.8%
SCMA	43.9%	48.0%

Source: IDX, Company Financial Report

PB Cost per Hour VIVA vs. Peers

(IDR mn/hr)	9M18	9M19
VIVA	58.4	52.2
MNCN	80.3	85.6
SCMA	133.5	152.0

Source: IDX, Company Financial Report

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Despite tight cost management, EBITDA is under pressure from weak 9M19 revenue

<i>(IDR bn)</i>	9M18	9M19	Y-o-Y (%)
Revenue	1,958.1	1,658.8	-15.3%
PB Cost	(764.9)	(684.1)	-10.6%
Op Expense	(919.1)	(903.8)	-1.7%
Depreciation	(72.7)	(68.0)	
EBITDA	274.0	70.8	-74.2%
<i>EBITDA Margin (%)</i>	<i>14.0%</i>	<i>4.3%</i>	
Net Income (Loss)*	(498.0)	(361.6)	N/A
<i>Net Margin (%)</i>	<i>(25.4%)</i>	<i>(21.8%)</i>	

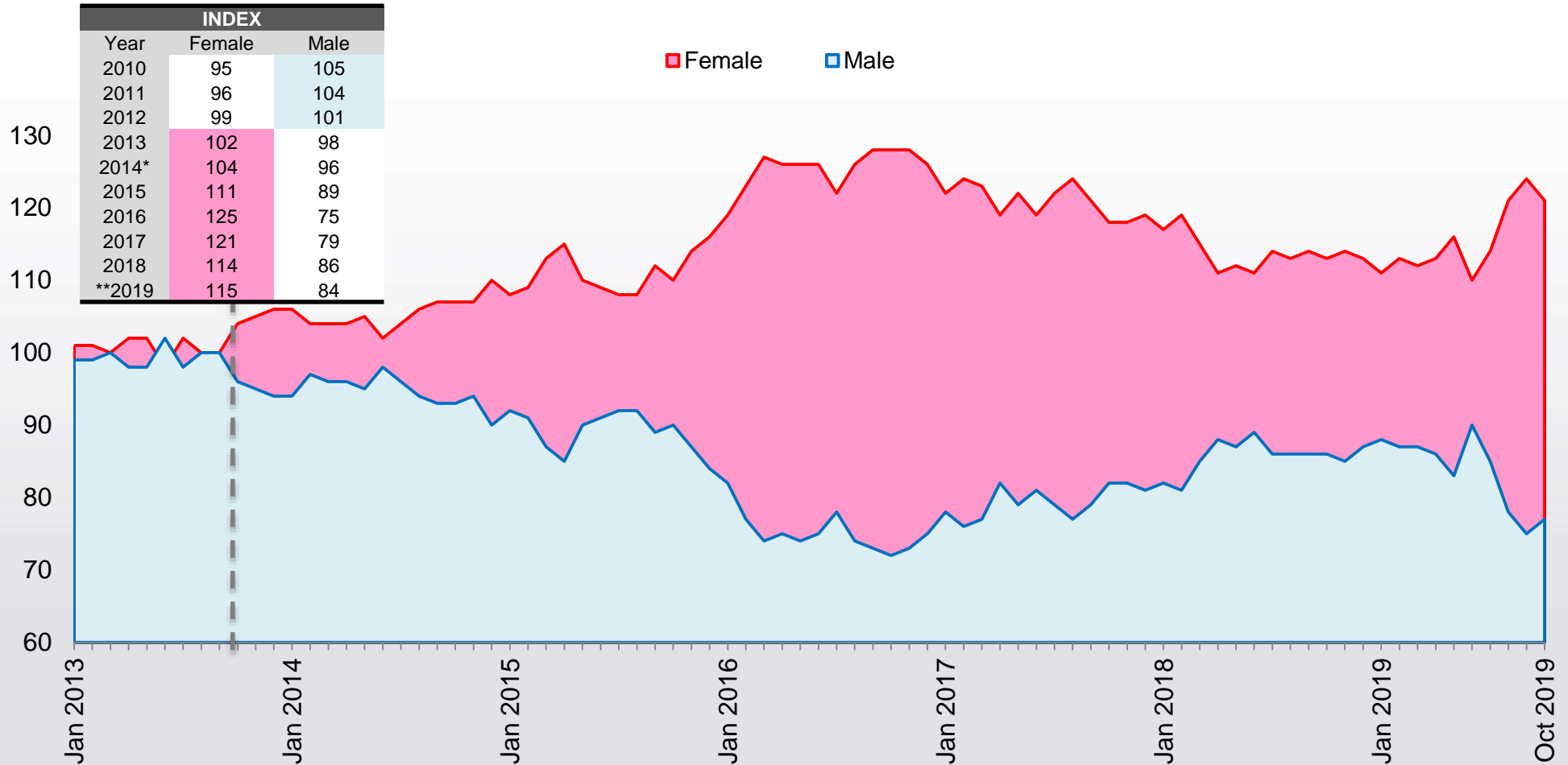
*Net Income (Loss) Attributable to Owner of the parent

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



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



ANTV's average TV Share 2019 YTD of 10.4% ranks #4 amongst FTA TV stations

YTD ANTV's TV Share performance

Channel	Variable	TVR	SHARE
SCTV		1.8	14.5
RCTI		1.7	13.6
IVM		1.5	12.6
ANTV		1.3	10.4
MNCTV		1.1	9.0
GTV		0.9	7.0
TRANS7		0.9	7.0
TRANS		0.8	6.6
RTV		0.5	3.7
TVONE		0.4	3.2
NET		0.3	2.4
METRO		0.2	1.5
KOMPASTV		0.2	1.5
INEWSTV		0.2	1.4



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

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At ANTV we treat every daypart as a Prime Time

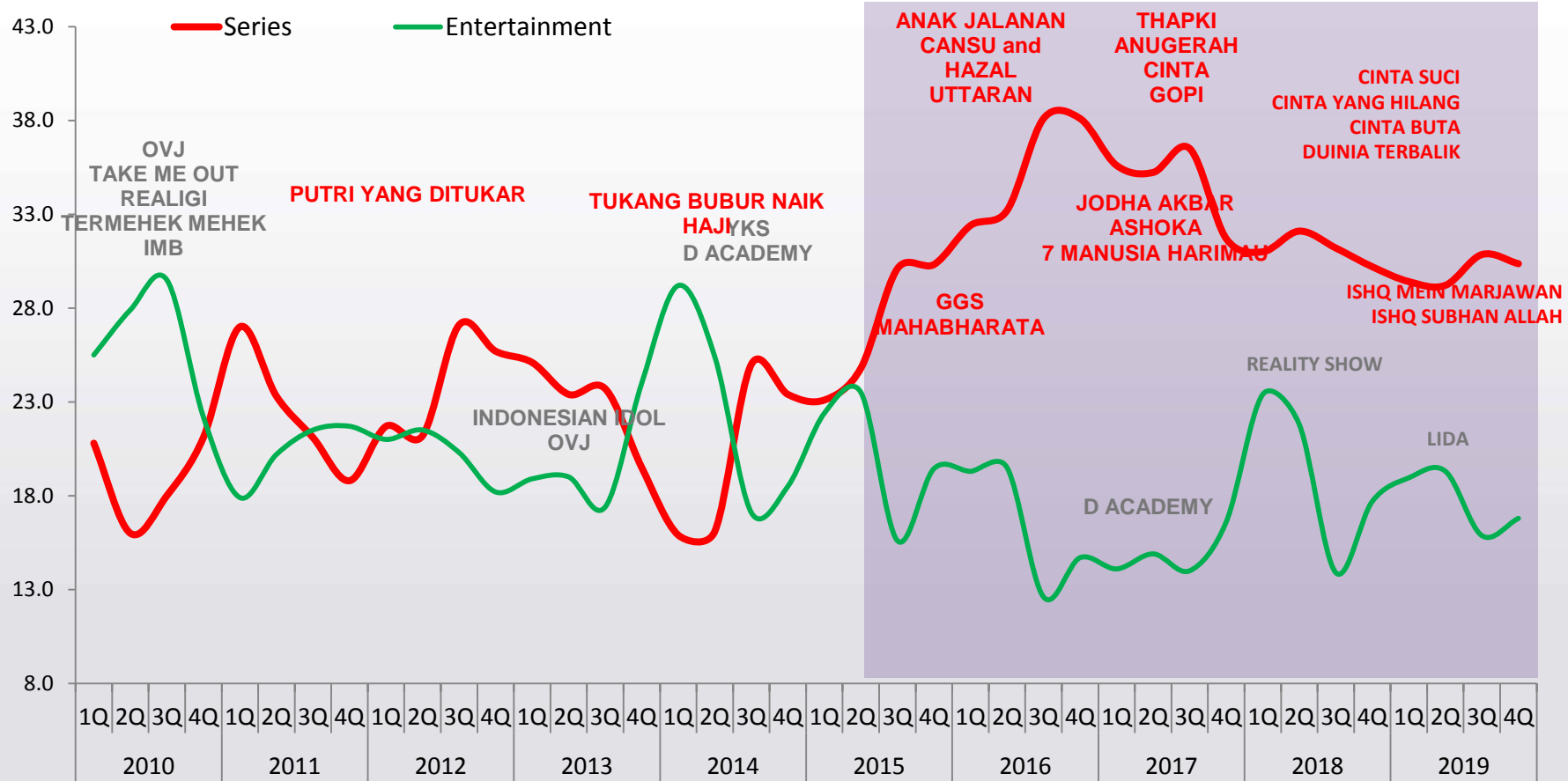


Source: AGB Nielsen Media Research, 11 Cities, 1 Jan – 31 Oct 2019. All People



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

Cumulative TV Share (%)



Source: Nielsen as of 31 Oct 2019. Entertainment Channels

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	2.4	10.2
2	FITRI	Series:Drama	2.3	10.9
3	JODOH WASIAT BAPAK	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	1.4	9.3
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 Oct 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 MEIN MARJAWAN	ANTV	1.8	14.5
2	SALIM ANARKALI	ANTV	1.5	7.2
3	WHAT'S WRONG WITH SECRETARY KIM	TRANS	1.5	6.7
4	THE LAST EMPRESS	TRANS	1.4	6.1
5	ISHQ SUBHAN ALLAH	ANTV	1.4	11.5
6	100 DAYS MY PRINCE	TRANS	1.3	5.5
7	SILSILA	ANTV	1.3	11.9
8	ENCOUNTER	TRANS	1.2	5.5
9	KASAM	ANTV	1.2	10.2
10	MY ID IS GANGNAM BEAUTY	TRANS	1.1	4.8

Source: Nielsen as of 31 Oct 2019

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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	TOP TUKANG OJEK PENGKOLAN	RCTI	Series:Drama	3.6	16.6
4	CINTA BUTA	SCTV	Series:Drama	3.5	15.0
5	CINTA KARENA CINTA	SCTV	Series:Drama	3.3	15.0
6	CINTA ANAK MUDA	SCTV	Series:Drama	3.3	14.2
7	DUNIA TERBALIK	RCTI	Series:Drama	3.2	16.6
8	PARA PENCARI TUHAN JILID 12	SCTV	Series:Drama	2.7	19.7
9	ANAK LANGIT	SCTV	Series:Drama	2.7	15.4
10	ORANG KETIGA	SCTV	Series:Drama	2.6	15.2
11	RINDU TANPA CINTA	RCTI	Series:Drama	2.4	11.7
12	AISYAH	ANTV	Series:Drama	2.4	10.2
13	FITRI	ANTV	Series:Drama	2.3	10.9
14	KEMBALINYA RADEN KIAN SANTANG	MNCTV	Series:Drama	2.3	9.9
15	CALON PRESIDEN	SCTV	Series:Drama	2.2	12.6
16	FATIH DI KAMPUNG JAWARA	MNCTV	Series:Drama	2.2	8.8
17	KUN ANTA 2	MNCTV	Series:Drama	2.2	8.3
18	JODOH	ANTV	Series:Drama	2.2	9.3
19	EMPAT PULUH HARI	ANTV	Series:Drama	2.1	8.7
20	FIRASAT	ANTV	Series:Drama	2.0	8.5

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



LOCAL SERIES PROGRAMS

FOREIGN SERIES PROGRAMS

ENTERTAINMENT PROGRAMS

MORNING ANIMATION

NEWS and SPORT PROGRAMS



Fitri



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:
Bhavesh Balchandani
Harshita Ojha



Uttaran:
Vaishali Thakkar



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antv
KEREN

MAHACINTA SHOW

MAHABHARATA SHOW

ASHOKA SHOW

1001 KISAH

ROMANSA CINTA UTTARAN

INDONESIA KEREN

WWW.AN.TV

[ANTVLOVERS](#) [@WAJIBDARTV](#) [ANTVKEREN](#) [ANTV PROGRAM](#)



TVONE

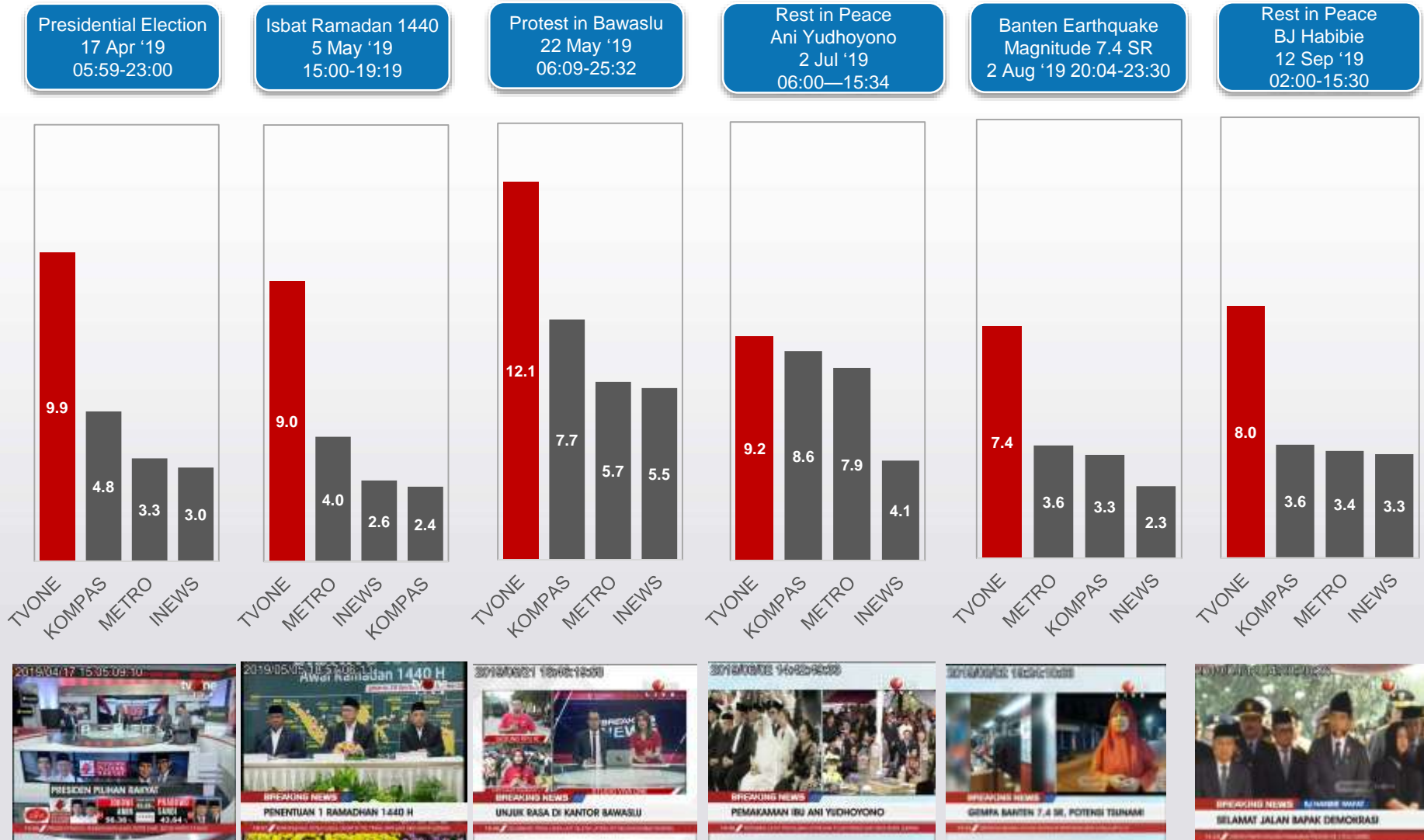
NEWS TV AUDIENCE SHARE

Jan—Oct 2019 ; TA 15+UM1, 11 Cities



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

tvOne #1 for Breaking News "Always"



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

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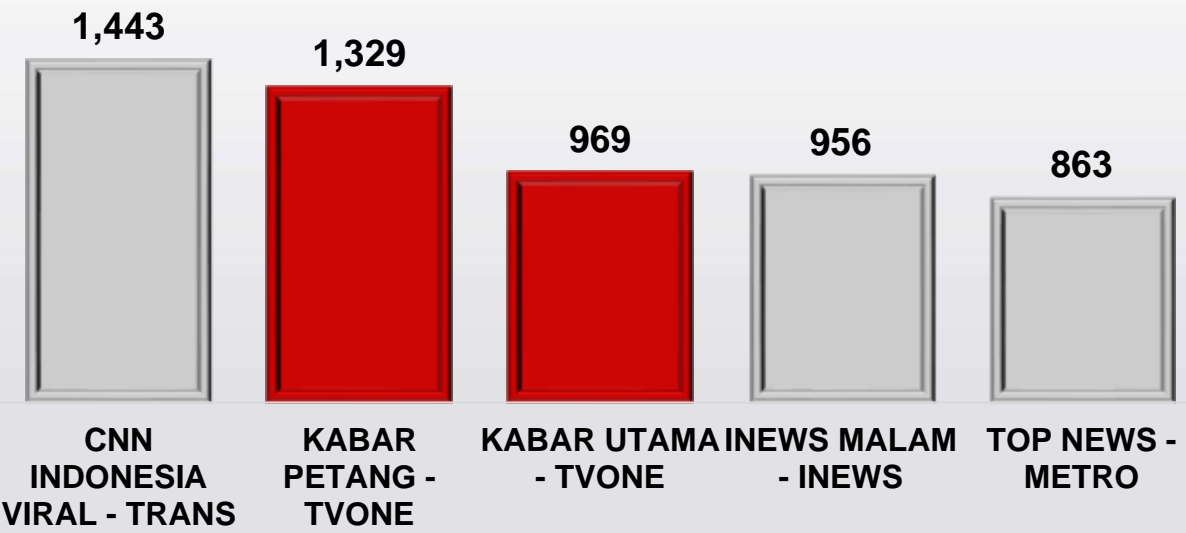
tvOne the #1 source for global coverage by International media



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 – Oct 31, 2019; 15+ Upper Middle1
 *Excluding Special Program



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TV Rating (%) for leading talk show programs



Source: Nielsen; 11 Cities; 20+ Upper; 1 Jan—31 Oct 2019
*Excluding Election and Special Programs



26 Feb '19 TVR 3.3 TVS 13.0



9 Apr '19 TVR 3.1 TVS 14.9



16 Apr '19 TVR 3.1 TVS 14.5



19 Mar '19 TVR 3.1 TVS 16.8



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 Oct 2019)
All Live Matches

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OUR DIGITAL



Viva Networks: A multi-brand online media platforms serving multiple interest segments

VIVA
NETWORKS
LEADING MULTI-HUB CONVERSATION PLATFORM

Jago
Sangket

100KPIJ.com

Sahijab

SELEB.com

VIVA.co.id
#1 newstainment

VLIX

vivanews

info@thevivaneetworks.com

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**33
million**

TOTAL PAGEVIEW

**16.7
million**

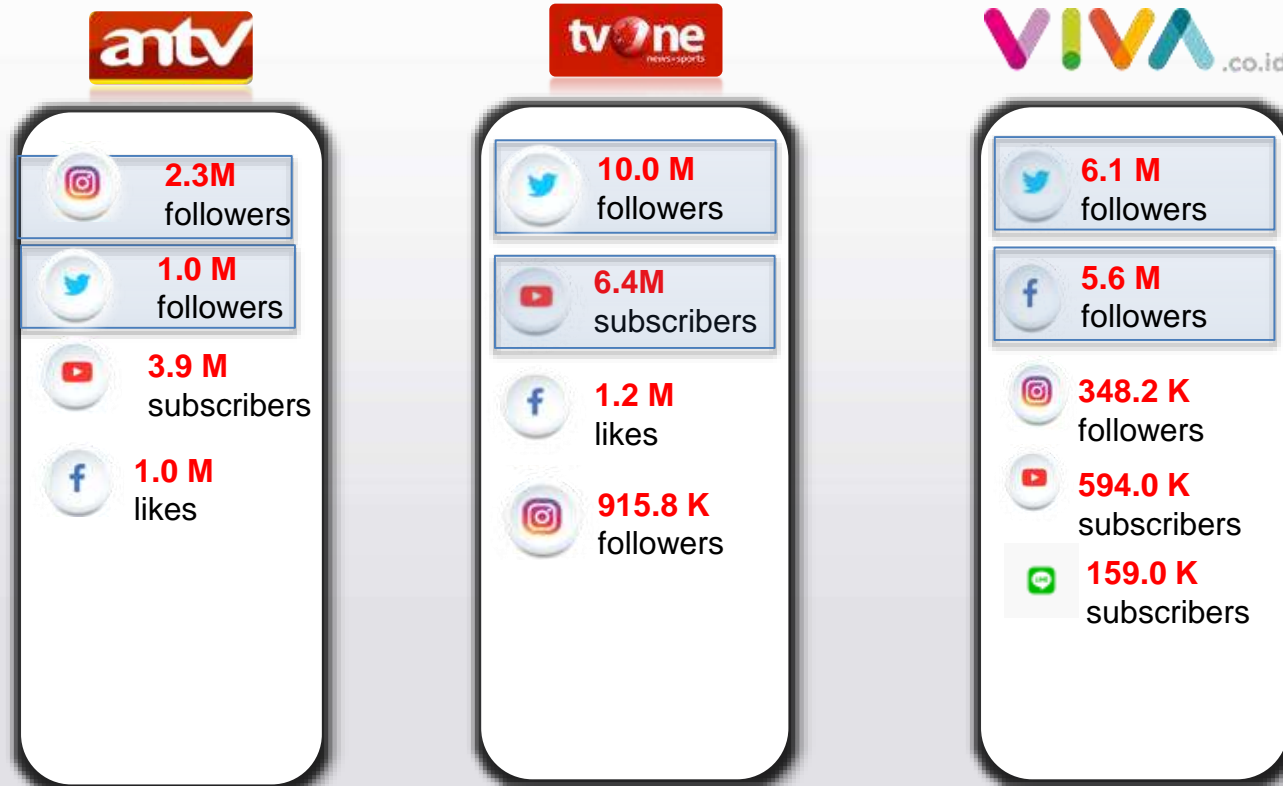
TOTAL VISIT

**13.1
million**

**TOTAL UNIQUE
VISITOR**



Source: Google Analytics, Oct 2019



*All Social Media Data as of 31 Oct 2019



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



1,426,399 DOWNLOAD (per 31 Oct 2019)
8.28 MN SCREEN VIEW (avg/mo)
3,580,326 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 Oct 2019

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WATCH & CONNECT



1,050,000 DOWNLOAD
5.3 MN SCREEN VIEW (avg/mo)
137 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

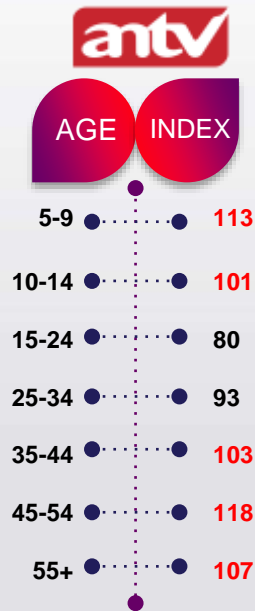
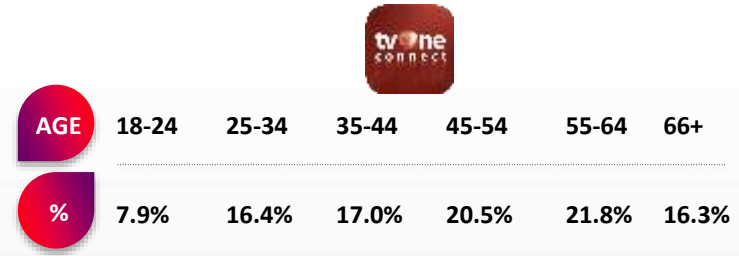


INTERACTIVE CONTENT
 User generated content : Quiz, polling, video upload



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

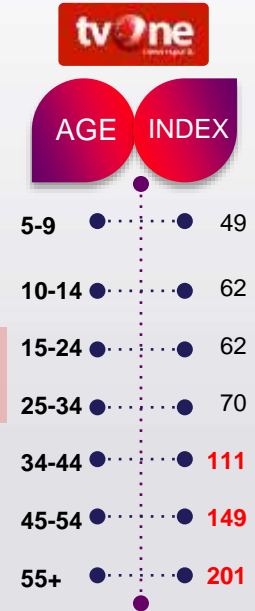
DIGITAL REACH



New target segment



New target segment



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



Thank you

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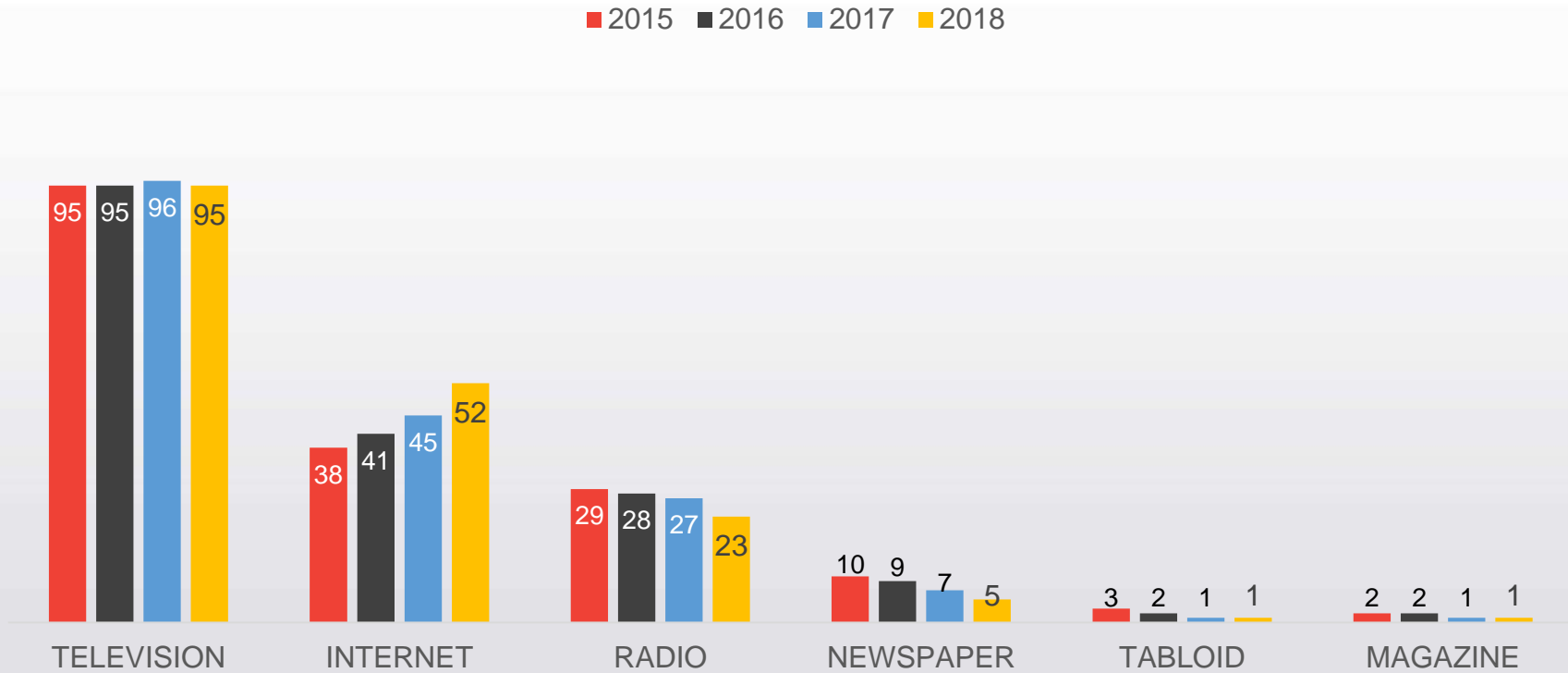
viva.co.id



APPENDIX

<i>(IDR bn)</i>	2012A	2013A	2014A	2015A	2016A	2017A	2018A
Revenue	1,241.4	1,674.4	2,272.7	2,108.7	2,685.7	2,775.0	2,400.2
<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
EBITDA	325.8	654.5	866.2	628.4	858.1	803.8	151.8
<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%
Net Income (Loss)	72.9	107.4	144.3	(511.8)	408.6	151.7	(1,101.0)
<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