



VIVA Group Corporate Presentation

March 2017

A Group member of VIVA



viva.co.id

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Our Company

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Industry Overview

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Our Performance

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Our Entertainment

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Our News

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Our Digital





(PT Visi Media Asia Tbk.)

Free-To-Air (FTA) TV

New media (Online)

89.9%



(PT Intermedia Capital Tbk.)

99.9%



(PT Lativi Mediakarya)

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

99%

viva.co.id

(PT Viva Media Baru)

Leading digital multiplatform portal focusing on news and lifestyle content.

99.9%



(PT Cakrawala Andalas Televisi)

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



>175M
TV Audience



>70%
Content produced
in-house

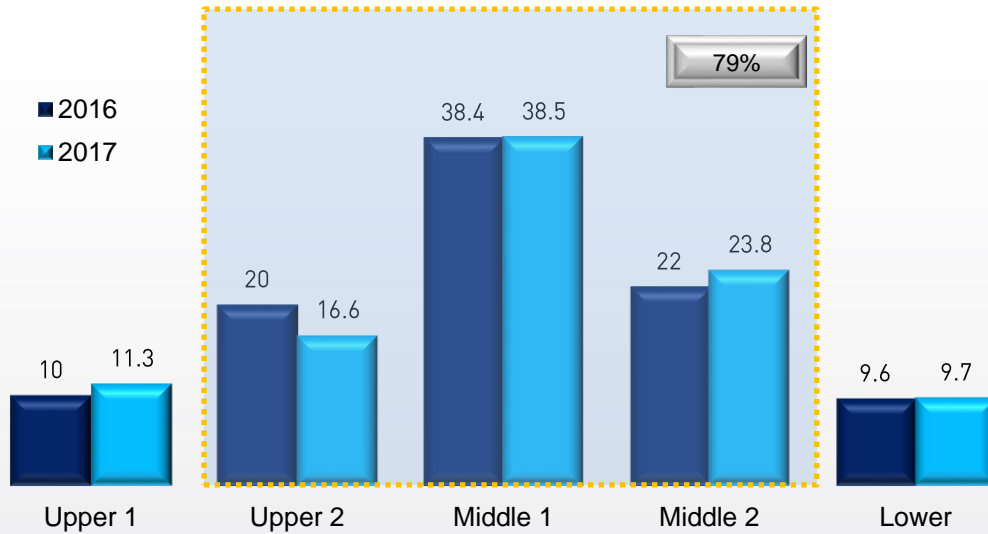


40M
Digital Audience

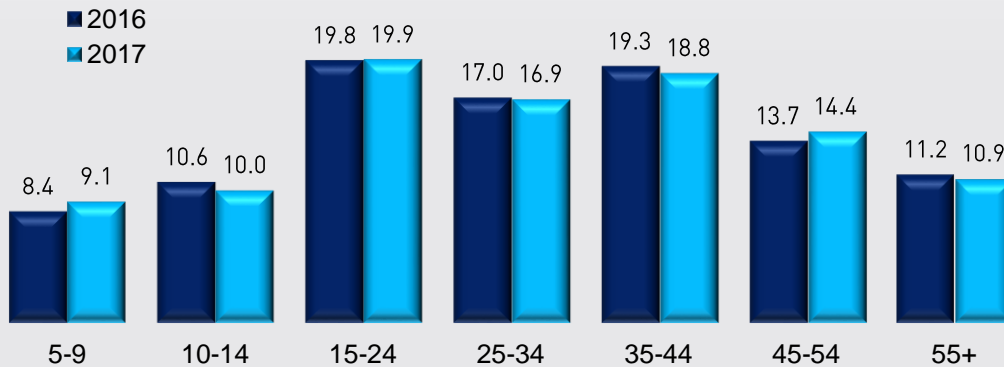


**INDUSTRY
OVERVIEW**

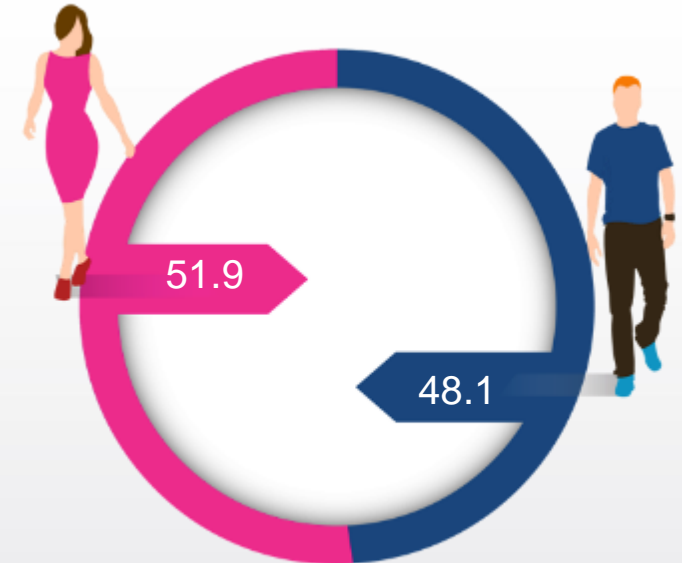
Social Economic Classification (SEC)



Age



Female ■ Male ■



2016 — 2017

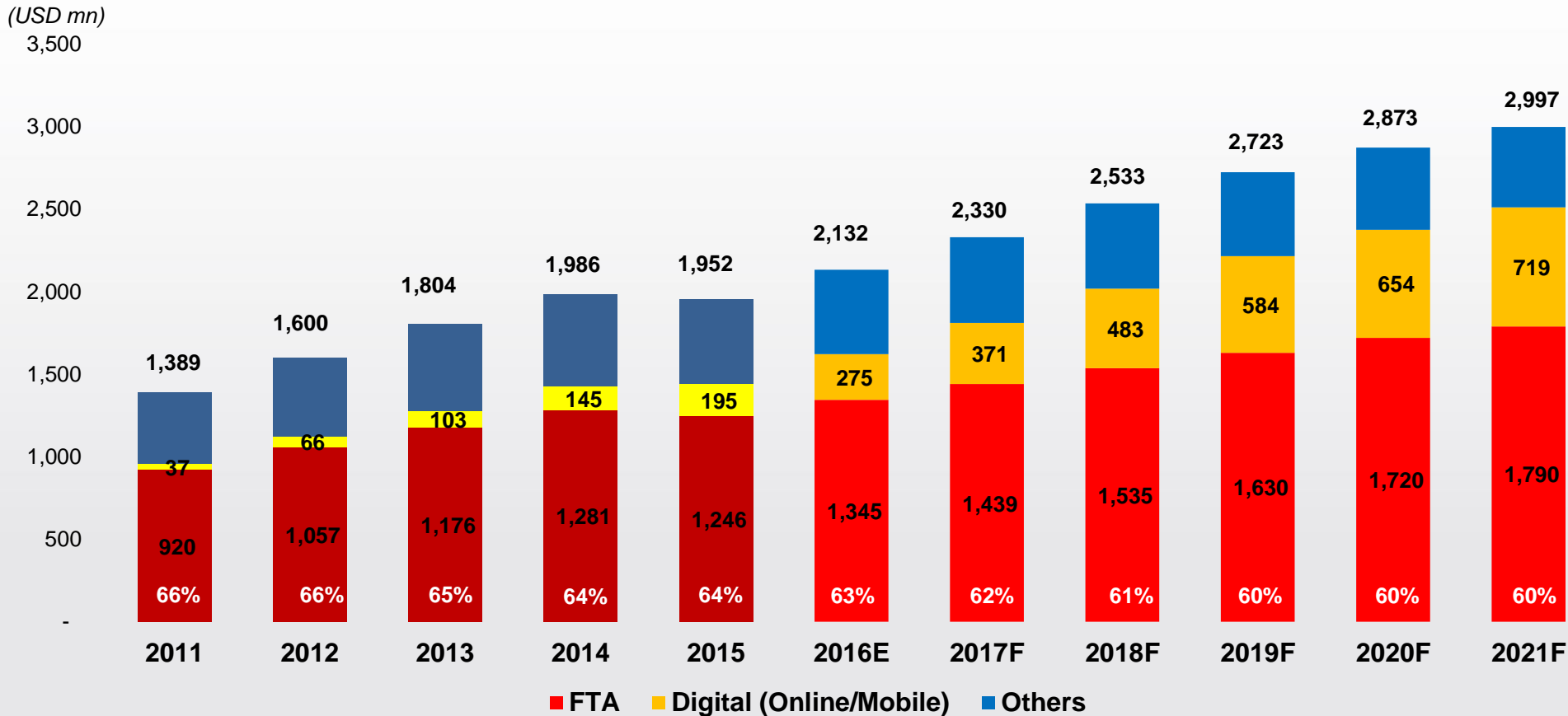
Female — 51.4 — 51.9

Male — 48.6 — 48.1



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

Industry Landscape
by Media Partners Asia February 2017



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VIVA FTA TV stations focused, specific, targeted and successful

TARGET AUDIENCE		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCMA	IVM	TRANS	TRANS7	METRO
GENDER	MALE		109								
	FEMALE	123									
AGE	5-9	133									
	10-15										
	15-24										
	25-34										
	35-44	117	102								
	45-54	108	174								
	55+	115	206								
SEC	UPPER 1		117								
	UPPER 2	105	107								
	MIDDLE 1	105									
	MIDDLE 2	106	107								
	LOWER	102									

Less Effective
 Effective → More Effective

Source: AGB Nielsen Media Research 11 cities, index, 01 Jan – 28 Feb 2017

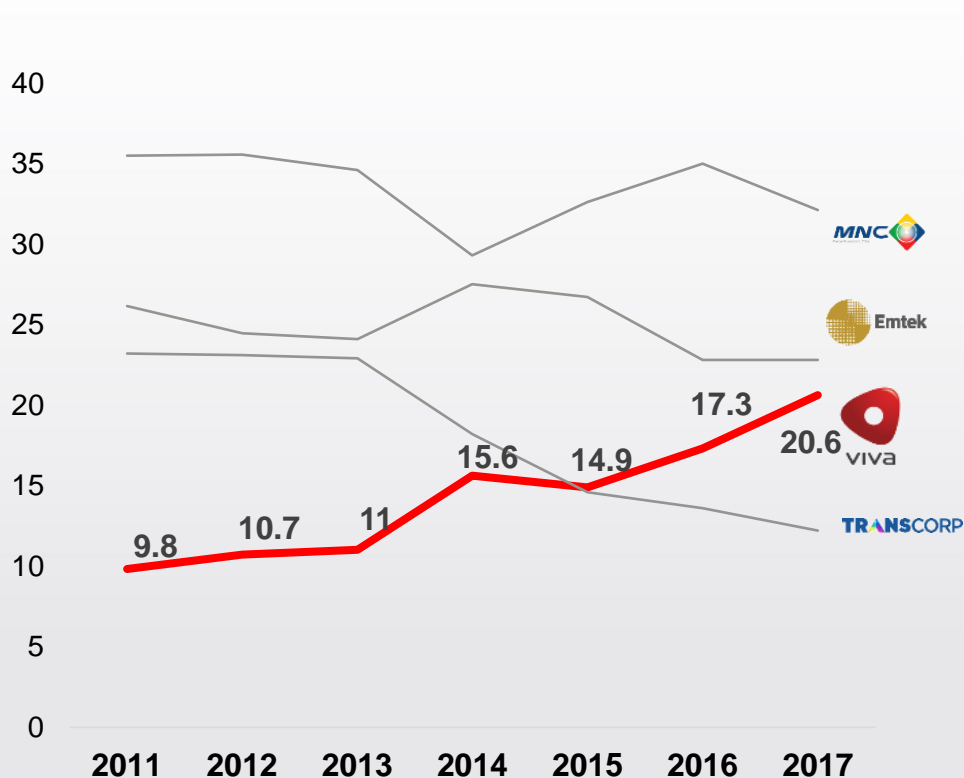
A large red graphic consisting of two overlapping squares. The top-left square is slightly offset to the left and top, while the bottom-right square is slightly offset to the right and bottom. The text 'OUR PERFORMANCE' is centered in white on the overlapping area.

**OUR
PERFORMANCE**

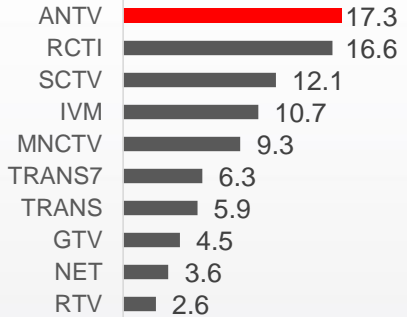


VIVA is the fastest growing media group by far, increased TV Share by 110% since 2011, top gainer from 2016 to 2017

MEDIA GROUP SHARE PERFORMANCE 2011 - 2017



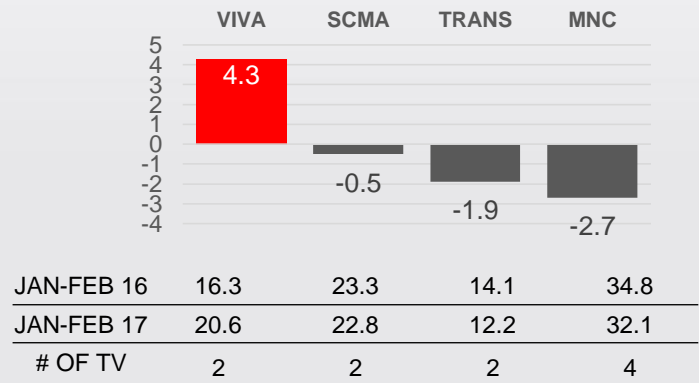
ENTERTAINMENT TV



NEWS TV



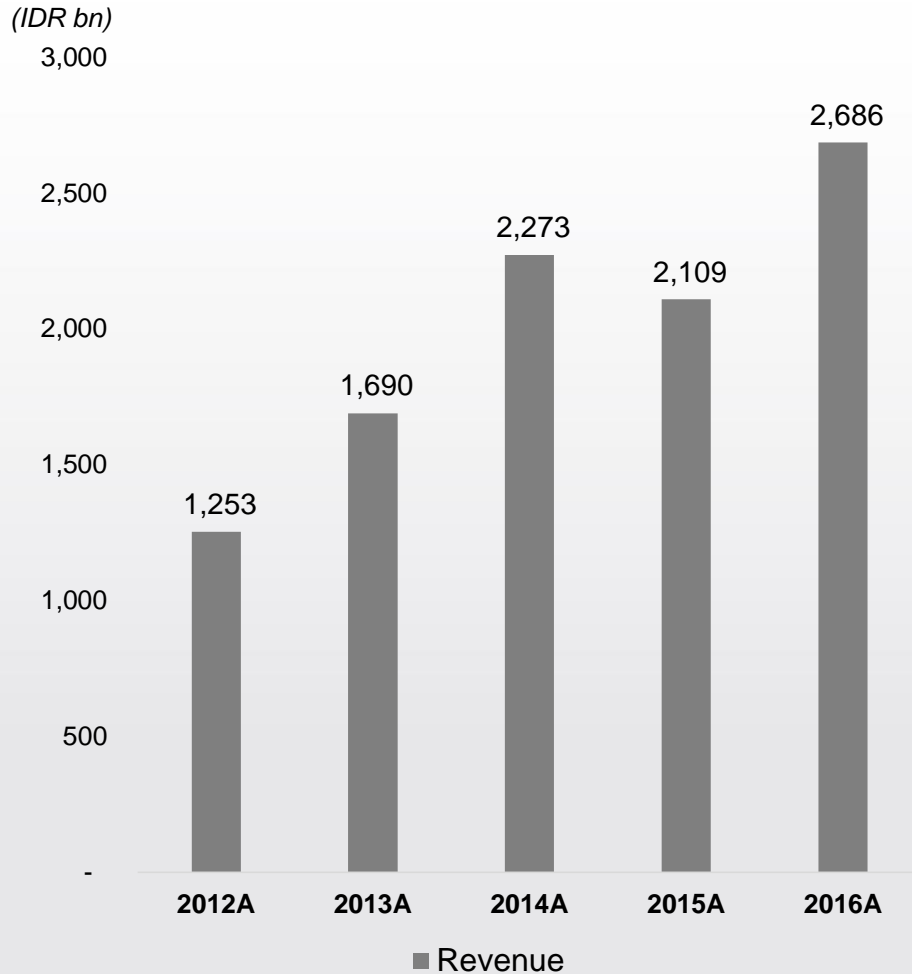
TV SHARE GAIN (LOSS) 2016 TO 2017



Source: Nielsen TA All People, 1 Jan - 28 Feb 2016, 1 Jan - 28 Feb 2017



VIVA has a proven track record of outperforming industry revenue, 2012-2016 revenue CAGR of 16.5%



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

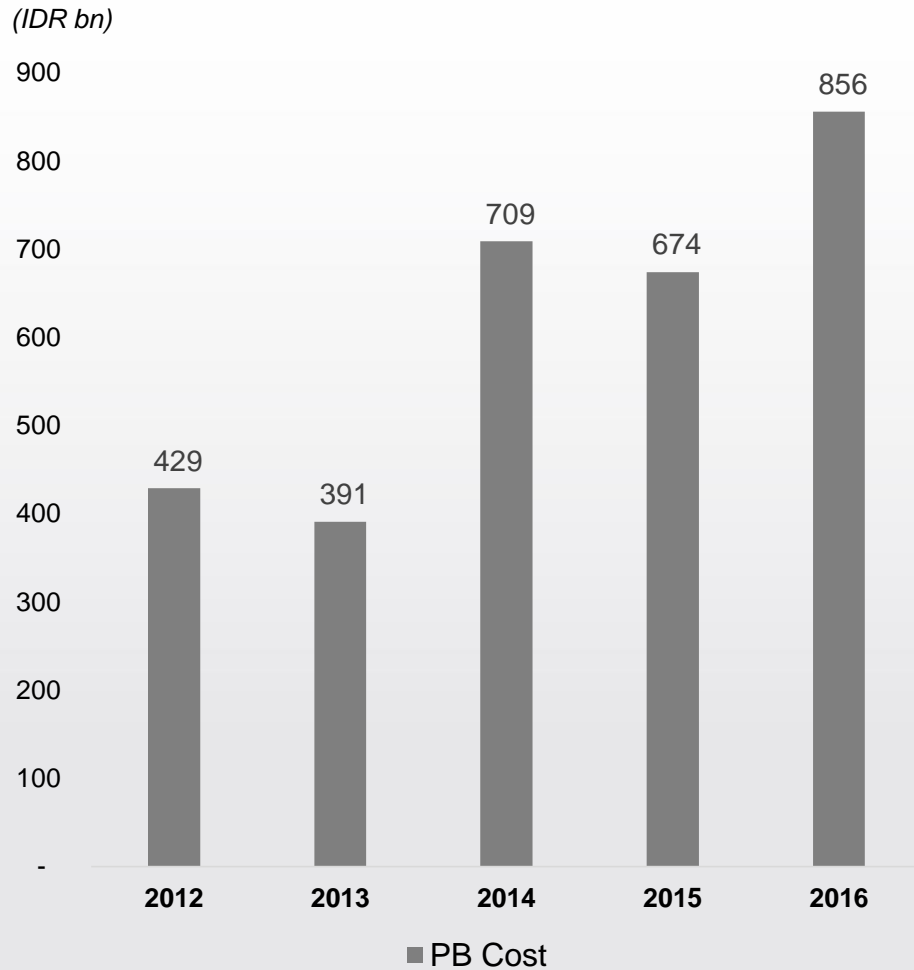
		2012	2013	2014	2015	2016
ANTV	PT	51%	50%	54%	58%	36%
	NPT	49%	50%	46%	42%	64%
tvOne	PT	38%	36%	32%	33%	34%
	NPT	62%	64%	68%	66%	66%

Gross Advertising by Sector

	2012	2013	2014	2015	2016
F&B	34.3%	33.6%	39.9%	45.4%	41.8%
Toiletries	16.7%	14.6%	11.0%	12.3%	16.9%
Healthcare	10.8%	12.4%	12.0%	12.2%	11.9%
Household	6.8%	6.4%	5.8%	6.9%	7.1%
Telco	6.7%	7.8%	10.2%	6.7%	6.6%
Tobacco	2.8%	3.0%	4.3%	3.8%	4.6%
Automotive	3.3%	3.1%	3.6%	2.0%	1.2%
Financials	1.8%	2.1%	1.8%	1.6%	1.3%
Property	1.1%	0.5%	0.4%	0.2%	0.1%
Others	15.7%	16.5%	11.1%	8.9%	8.5%



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%



% PB Cost to revenue VIVA vs. Peers					
(%)	2012	2013	2014	2015	2016*
VIVA	34.2%	23.1%	31.2%	32.0%	32.2%
MNCN	44.6%	42.4%	40.9%	42.4%	42.0%
SCMA	31.1%	34.7%	36.2%	35.8%	38.6%

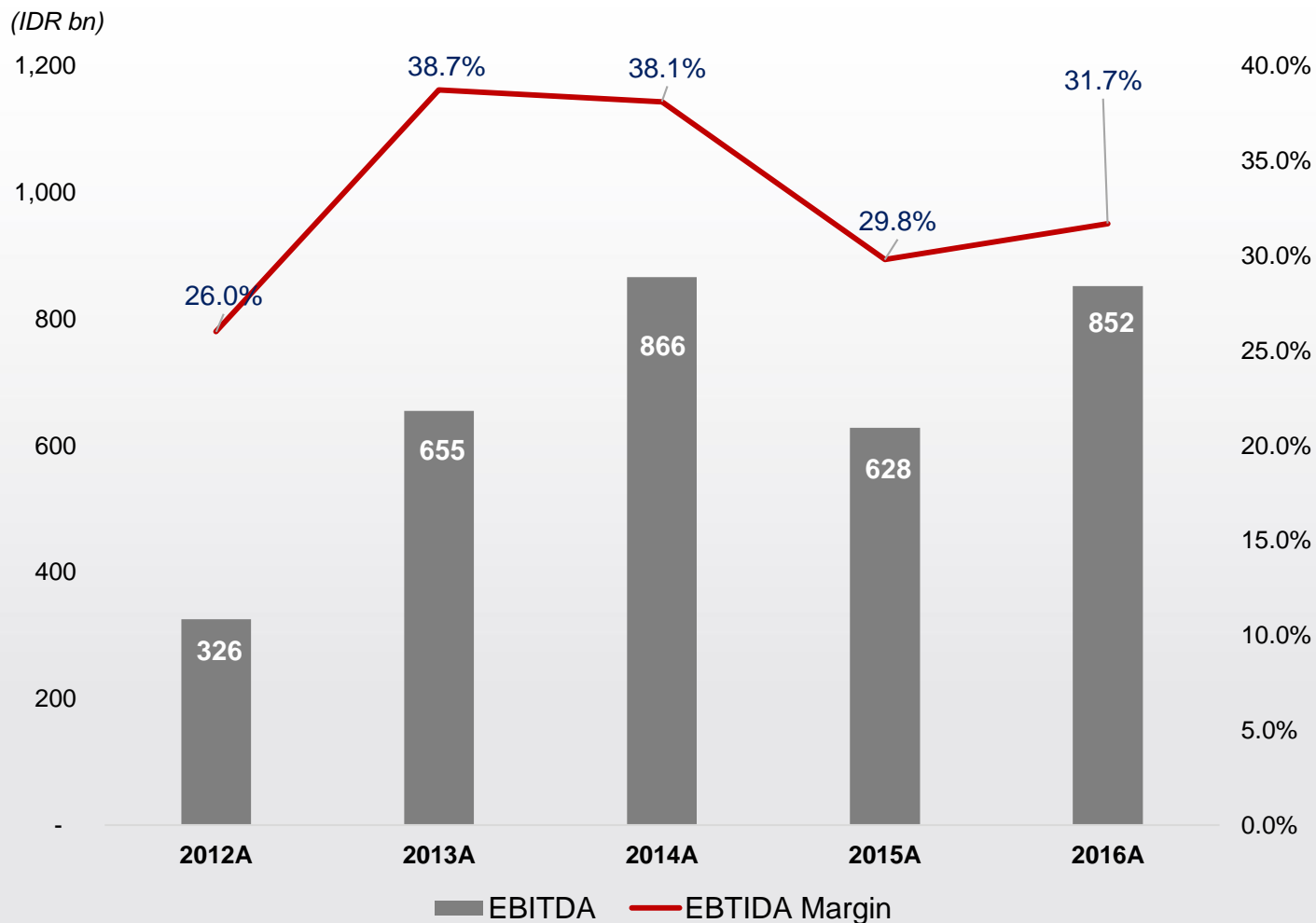
*) MNCN and SCMA's figures are adjusted annualized figures over 9M16

PB Cost per Hour VIVA vs. Peers					
(IDR mn)	2012	2013	2014	2015	2016*
VIVA	24.4	22.3	40.5	38.5	49.3
MNCN	106.1	105.1	103.6	103.9	84.0
SCMA	58.1	73.3	84.2	86.7	100.2

*) MNCN and SCMA's figures are adjusted annualized figures over 9M16



2016 EBITDA margin improved to 31.7%, with further room for improvement as margin targeted to be on par with peers



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(IDR bn)	2012A	2013A	2014A	2015A	2016A
Revenue	1,253	1,690	2,273	2,109	2,686
<i>Revenue Growth (%)</i>	25.4%	34.9%	34.5%	-7.2%	27.4%
PB Cost	(429)	(391)	(709)	(674)	(825)
Op Expense	(498)	(645)	(698)	(806)	(1,003)
Depreciation	(67)	(68)	(94)	(106)	(102)
EBITDA	326	655	866	628	858
<i>EBITDA Margin (%)</i>	26.0%	38.7%	38.1%	29.8%	32.0%
Net Income (Loss)	73	106	173	(482)*	477
<i>Net Margin (%)</i>	5.8%	6.3%	7.6%	-22.9%	17.8%

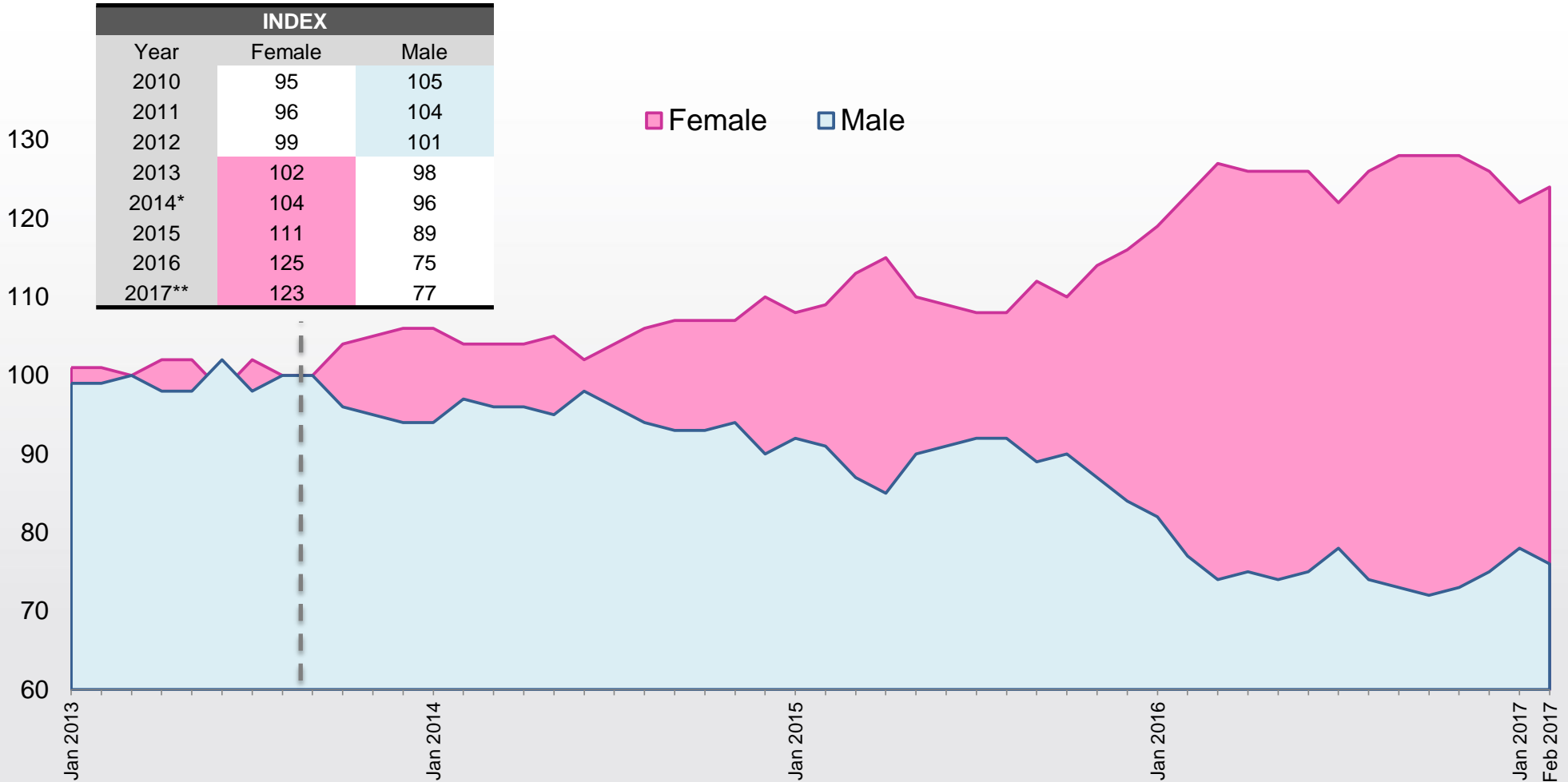
* Net Loss in 2015 was mainly attributed to unrealized forex losses



**OUR
ENTERTAINMENT**

ANTV dominant with the female audience

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

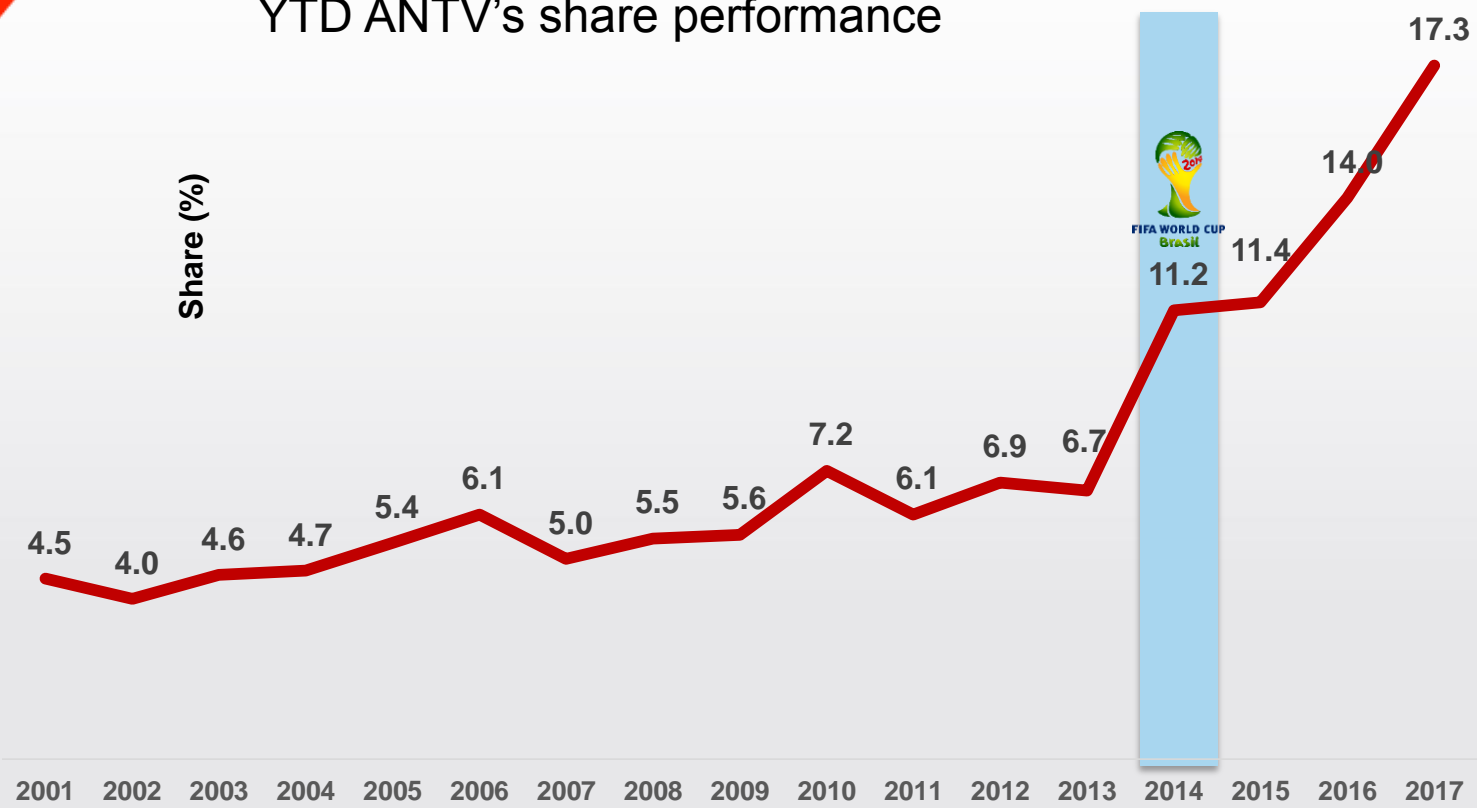


Source: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 28 Feb 2017

*) without World Cup 2014, **) 1 Jan 2017 – 28 Feb 2017

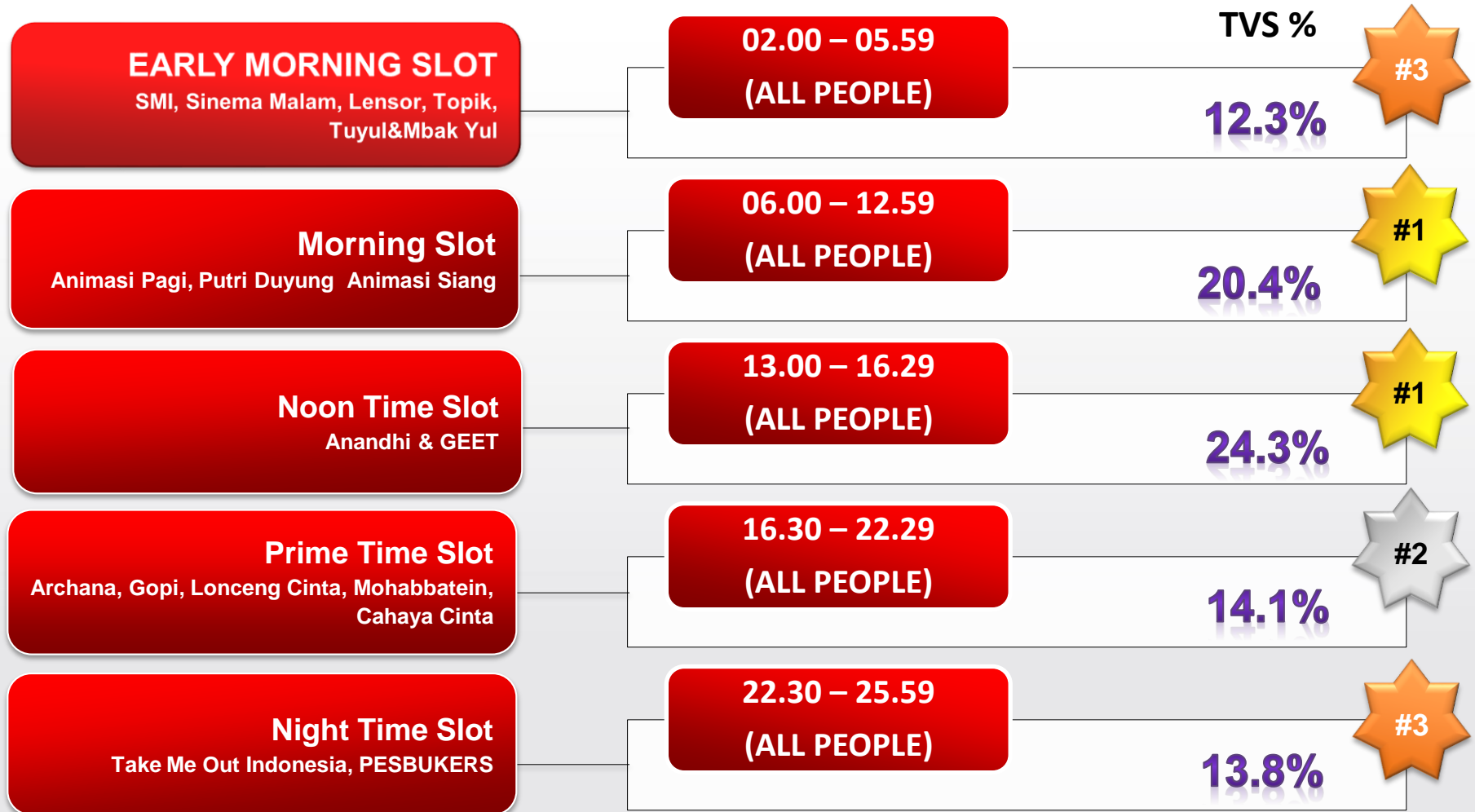
Channel	Variable	TVR	SHARE
ANTV		2.2	17.3
RCTI		2.1	16.6
SCTV		1.5	12.1
IVM		1.3	10.7
MNCTV		1.2	9.3
TRANS7		0.8	6.3
TRANS		0.7	5.9
GTV		0.6	4.5
NET		0.4	3.6
RTV		0.3	2.6

YTD ANTV's share performance



Source: AGB Nielsen Media Research, all people, 1 Jan 2001 – 28 Feb 2017

At ANTV we treat every daypart as a Prime Time



Source: AGB Nielsen Media Research, 11 Cities, 1 Jan – 28 Feb 2017. All People



DRAMA SERIES PROGRAMS



ENTERTAINMENT PROGRAMS



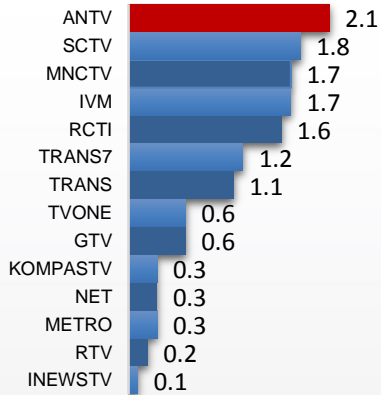
MORNING CINEMA



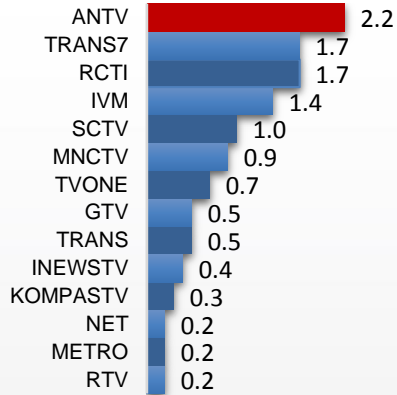
NEWS & SPORT PROGRAMS



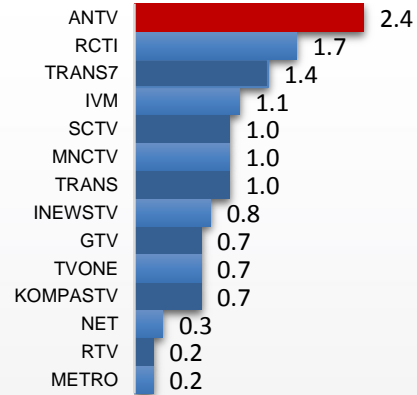
**Meet & Greet Veera
(All People)**



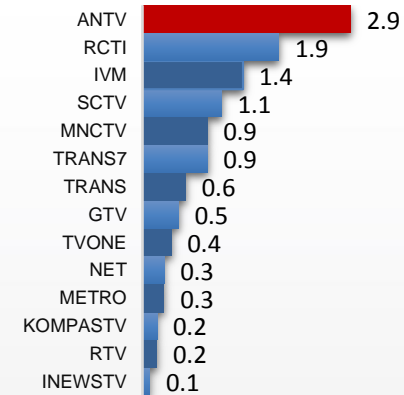
**Ketemu Uttaran
(All People)**



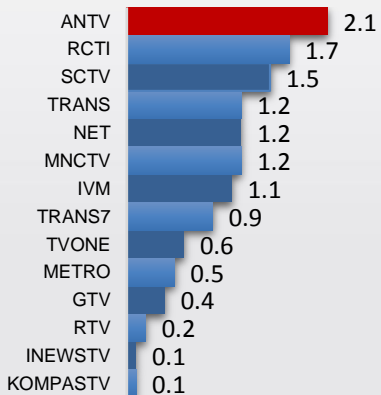
**Meet & Greet Lonceng Cinta
(All People)**



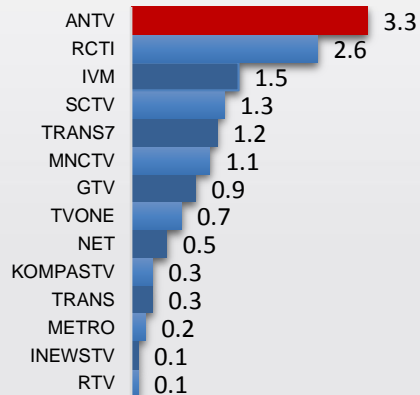
**Meet & Greet Thapki
(All People)**



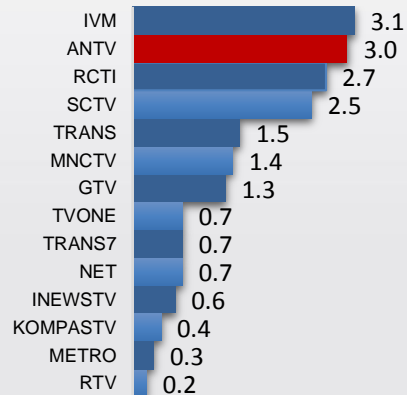
**Meet & Greet Baalveer
(All People)**



**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
PLAN





MAHACINTA SHOW



MAHABHARATA SHOW



ASHOKA SHOW



1001 KISAH

WWW.AN.TV



ROMANSA CINTA UTTARAN



INDONESIA KEREN

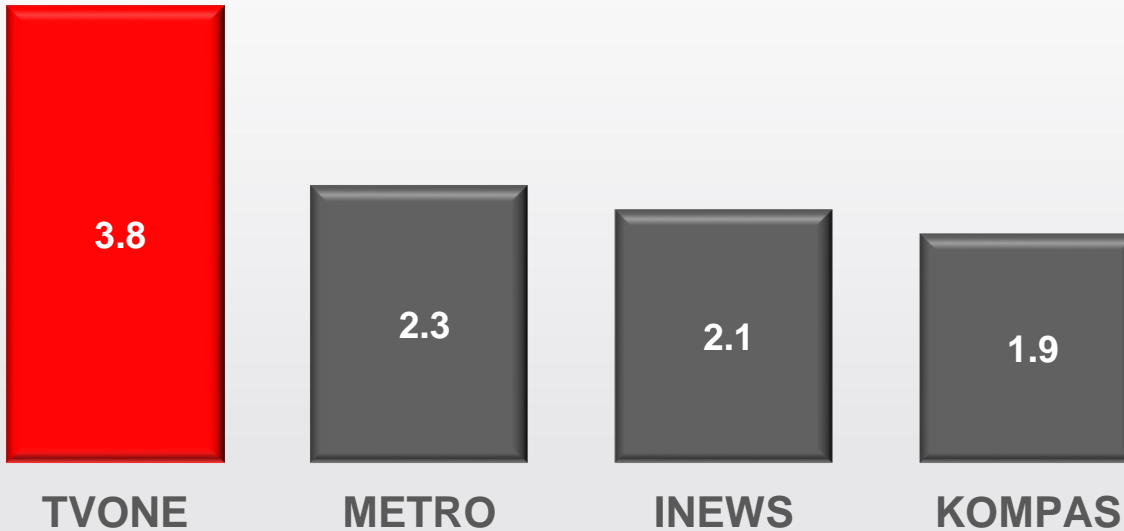
[ANTVLOVERS](#) [@WHATSONANTV](#) [ANTVKEREN](#) [ANTV PROGRAM](#)



OUR NEWS

NEWS TV AUDIENCE SHARE

February 2017 ; TA 15+UM1, 11 Cities



Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1; 1 Jan – 28 Feb 2017

tvOne #1 for Breaking News "Always"

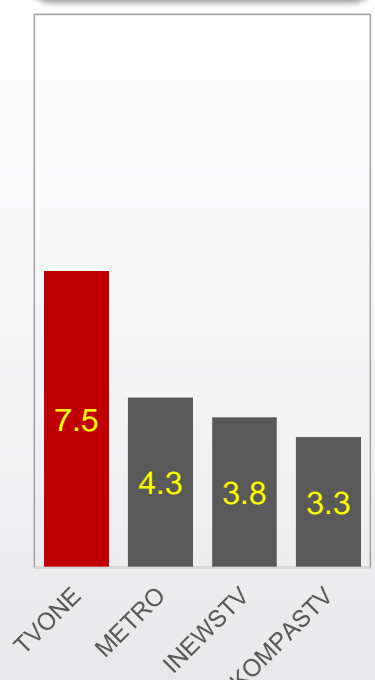
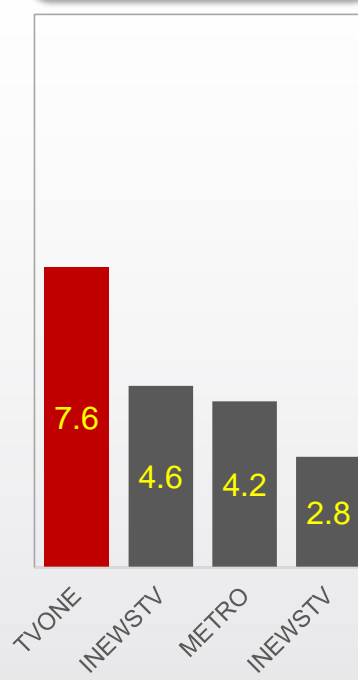
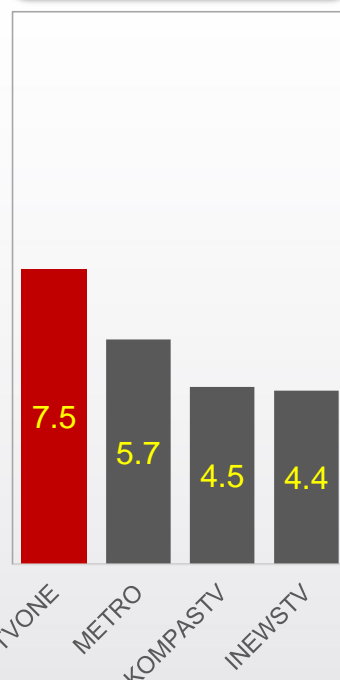
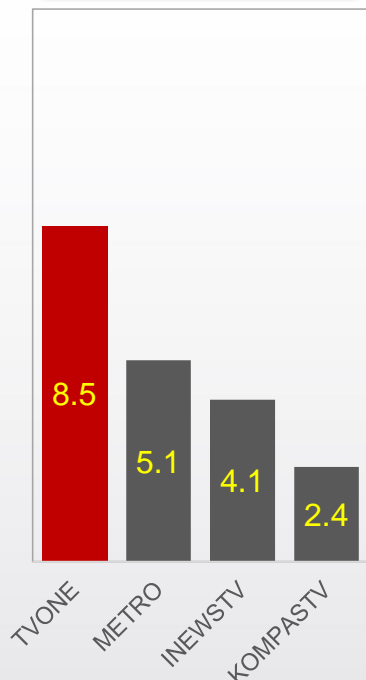
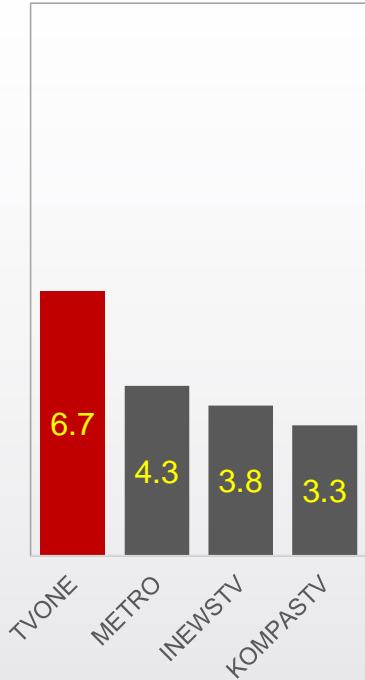
Ship on Fire Breaking News
1 Jan '17 15:00-17:00

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

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

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

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



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

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Source: Nielsen; 11 Cities; 15+ Upper Middle 1; 1 Jan—28 Feb 2017



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



INDONESIA LAWYERS CLUB

Talkshow unggulan tvOne dikemas secara apik dan kolosal untuk memberikan pembelajaran hukum bagi para pemirsanya. Dipandu seorang jurnalis senior berlatar belakang sarjana 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 WORLD BOXING LIVE 2016 (AUDIENCE SHARE)



ONE PRIDE MMA (MILLION REACH)



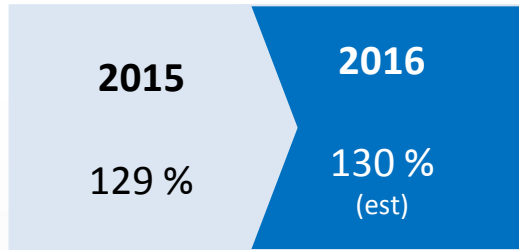
Season 1: 9 Apr-28 May '16, Season 2: 10 Sep-17 Oct '16

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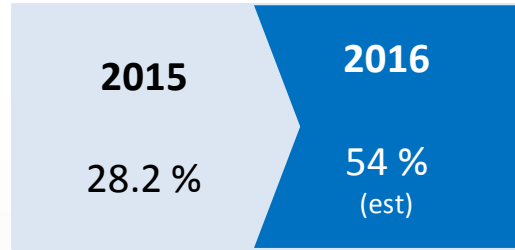


OUR DIGITAL

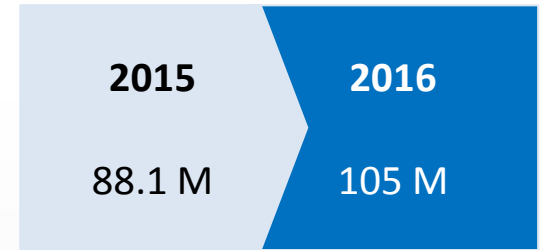
Indonesia is the sleeping giant for digital media!



Mobile Penetration



Smartphone Penetration



Internet User



*) Based on each device's share of total web pages served to web browsers.

87.5M Users
(2017 est)



18.9M Users
(2017 est)



60M Users*
(2017 est)

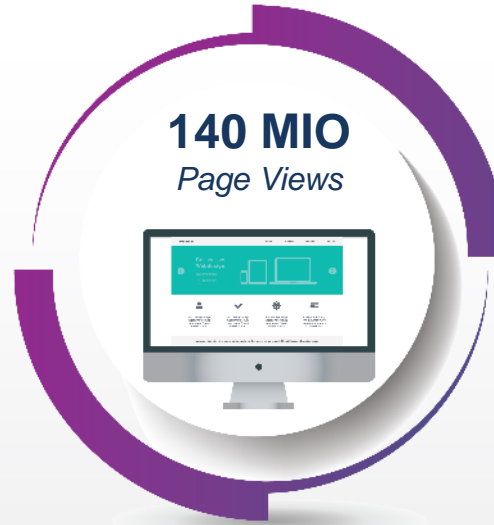


28M Users
(2016)



Source: Effective Measure, Daily Social id, Indonesia TMT Updates, Statista

*) Monthly unique user



06:52
average time/ visit



3.33
Page views / visit



Source: Google Analytics, 1 January – 28 February 2017

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antv

- 66.4 K** likes
- 539.5 K** followers
- 70 K** subscribers
- 3.7 M** followers
- 621 K** followers
- 3.4 K** followers
- 11.5K** followers

tvone

- 812.5 K** likes
- 31.6 K** subscribers
- 8.7 M** followers
- 73.2 K** followers

viva.co.id

- 5.6 M** likes
- 1.5 M** followers
- 10.4 K** subscribers
- 4.1 M** followers
- 87.5 K** followers
- 0.4K** subscribers

*All Social Media Data as of 28 Feb 2017



CONTENT

- Adjust content from hard news dominant to be more soft news dominant with shorter articles and less in-depth stories to attract younger/female audience :
 - **30% HARD NEWS**
 - **40% SOFT NEWS & ENTERTAINMENT**
 - **30% SPORT, AUTOMOTIVE & OTHER**
- Maximize content synergy with tvOne and ANTV



PERFORMANCE

- Maximize traffic performance (deeper review on performance and define strategy to increase traffic)
- Invest in Digital Marketing to drive traffic
- Maximizing partnership strategy with FTA unit to improve branding and drive traffic



PRODUCT

- Focusing Mobile First/Video First
- Optimize mobile web experience
- Optimize Desktop Product



REVENUE

- Optimized Programmatic Ads (Pricing and Spot optimization)
- Sales Partnership with FTA TV Unit to generate sales from major agency/advertiser



INFRASTRUCTURE

- Provide Redundancy System (Back-up)
- Provide Infrastructure to support latest technology
- Provide adequate work-tools



Launching new channels and microsites constantly evolving

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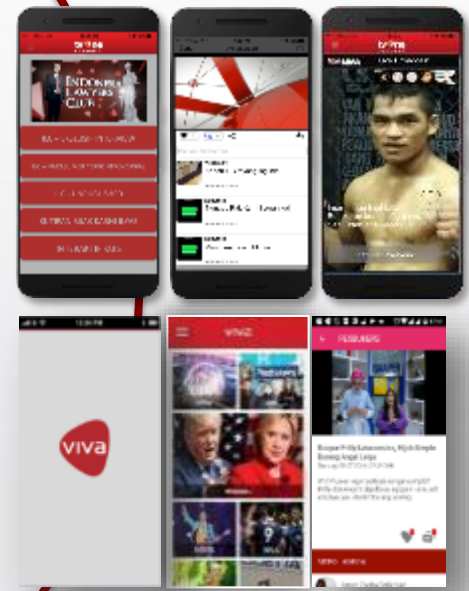
Web Platform



Mobile Web Platform



Mobile Application



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Thank you

For more information, please contact ir@vivagroup.co.id

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A large red 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>	(82)	(67)	(68)	(94)	(106)	(102)
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 93%, our strategy is to operate in both platforms



Simultaneous Media Consumption

