



# VIVA Group Corporate Presentation

May 2017

A Group member of VIVA



viva.co.id

1

Our Company

2

Industry Overview

3

Our Performance

4

ANTV

5

tvOne

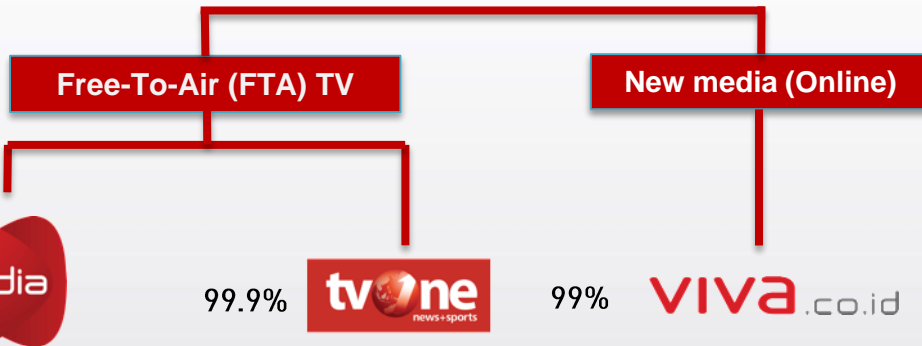
6

Our Digital





(PT Visi Media Asia Tbk.)



(PT Intermedia Capital Tbk.)



(PT Lativi Mediakarya)

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

(PT Viva Media Baru)

Leading digital multiplatform portal focusing on news and lifestyle content.

(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

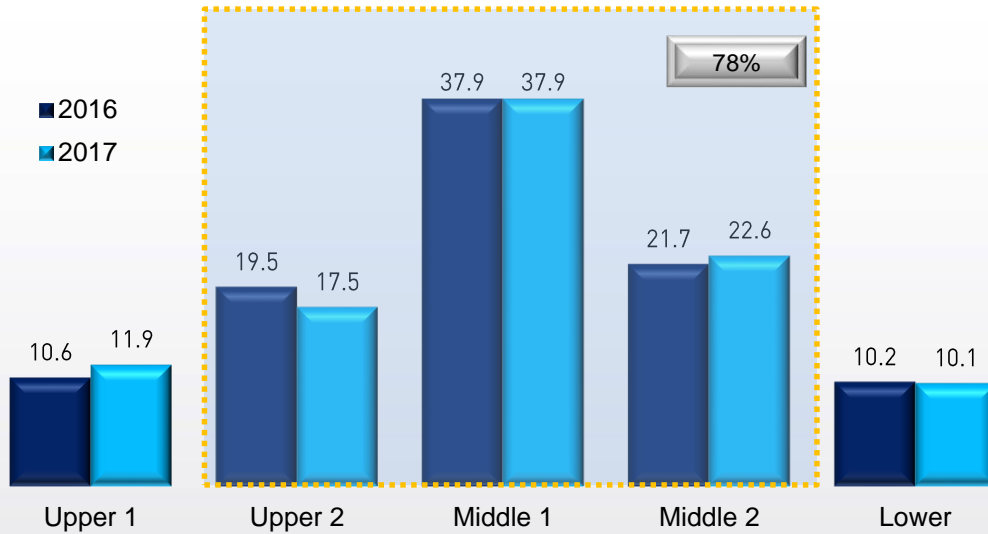


40M  
Digital Audience

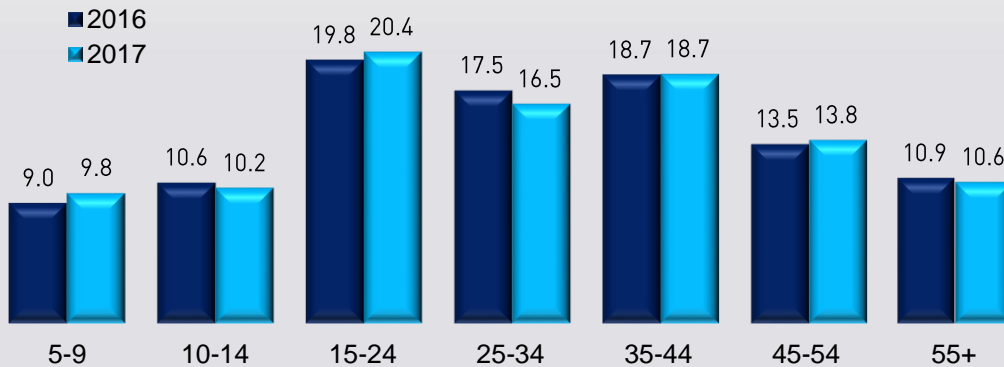


# **INDUSTRY OVERVIEW**

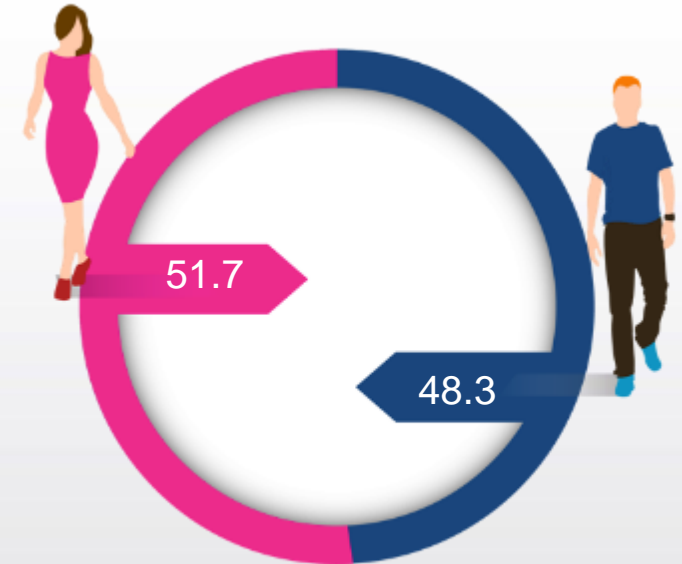
## Social Economic Classification (SEC)



## Age



Female ■ Male ■



2016 — 2017

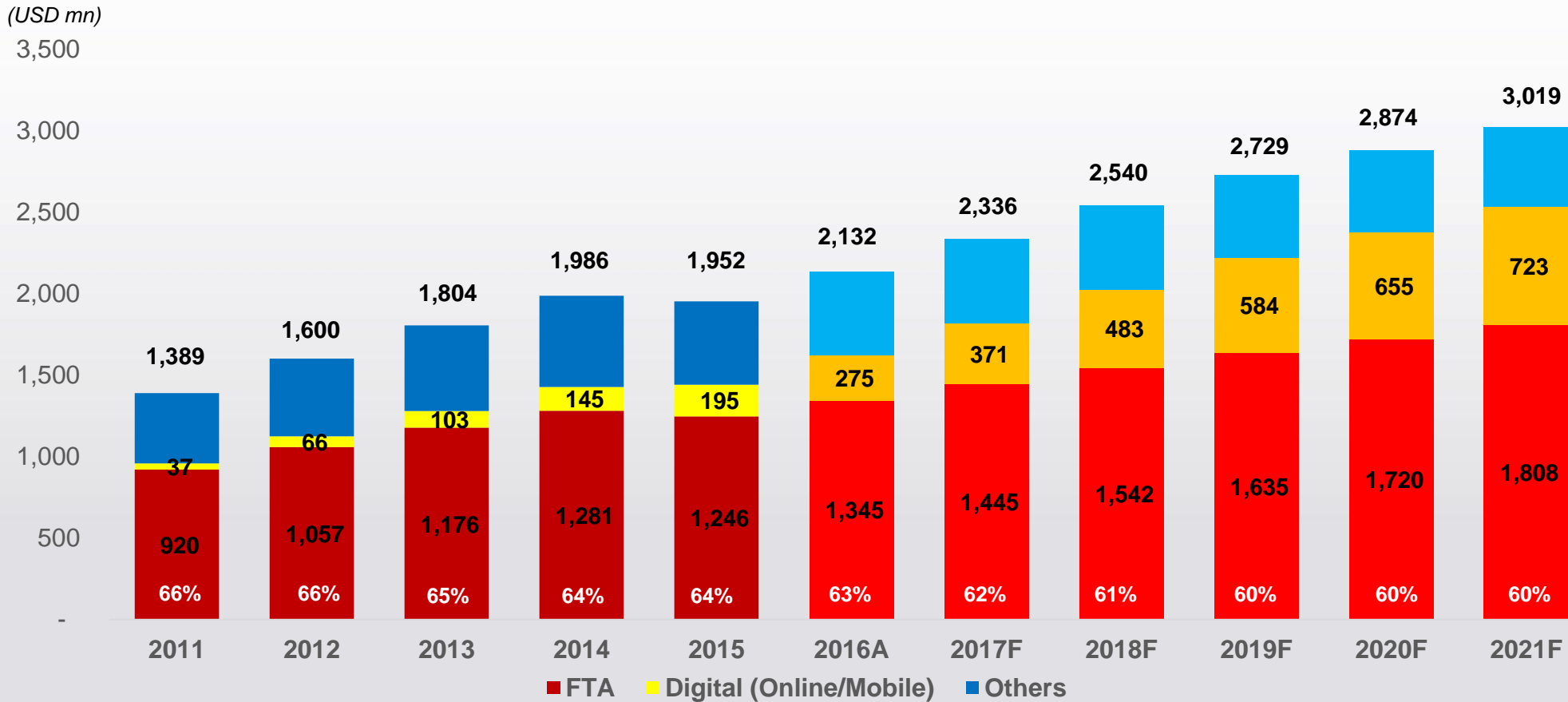
Female — 51.2 — 51.7

Male — 48.8 — 48.3



# 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 April 2017



A Group member of VIVA





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

## Audience Profile by Index

TARGET AUDIENCE		VIVA		MNC			EMTEK		TRANS CORP		MEDIA METRO
		ANTV	TVONE	RCTI	GTV	MNCTV	SCMA	IVM	TRANS	TRANS7	
GENDER	MALE		109								
	FEMALE	122									
AGE	5-9	136									
	10-15										
	15-24										
	25-34										
	35-44	116	104								
	45-54	105	159								
	55+	116	208								
SEC	UPPER 1		111								
	UPPER 2	105	104								
	MIDDLE 1	105									
	MIDDLE 2	105	112								
	LOWER	102									

Less Effective  
 Effective → More Effective

Source: AGB Nielsen Media Research 11 cities, index, 01 Jan – 30 Apr 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 offset to the right and bottom. The text 'OUR PERFORMANCE' is centered in white on the overlapping area.

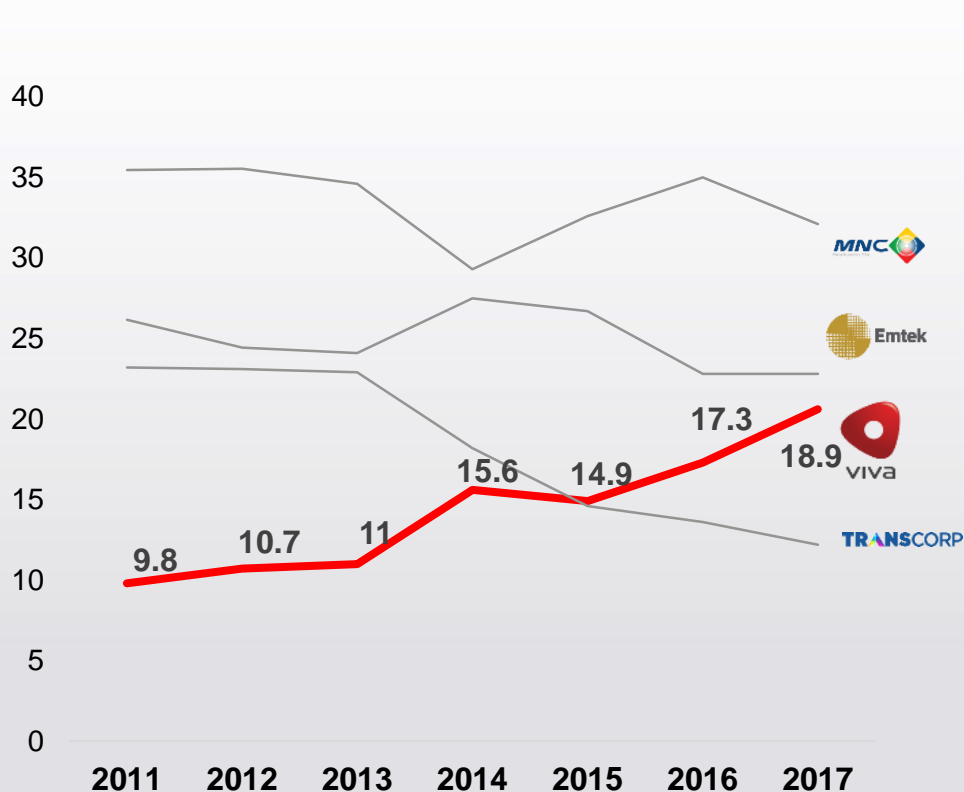
**OUR  
PERFORMANCE**





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

## MEDIA GROUP SHARE PERFORMANCE 2011 - 2017

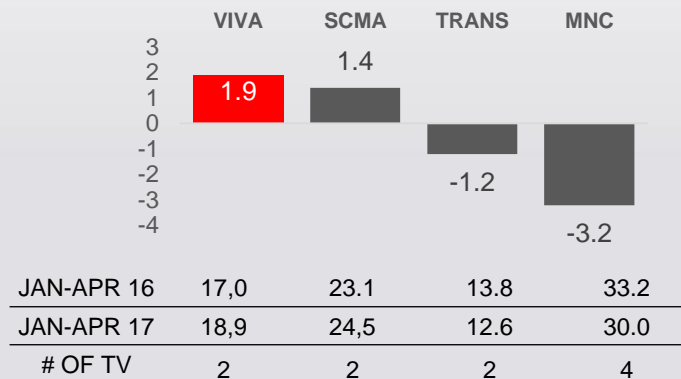


### ENTERTAINMENT TV

### NEWS TV



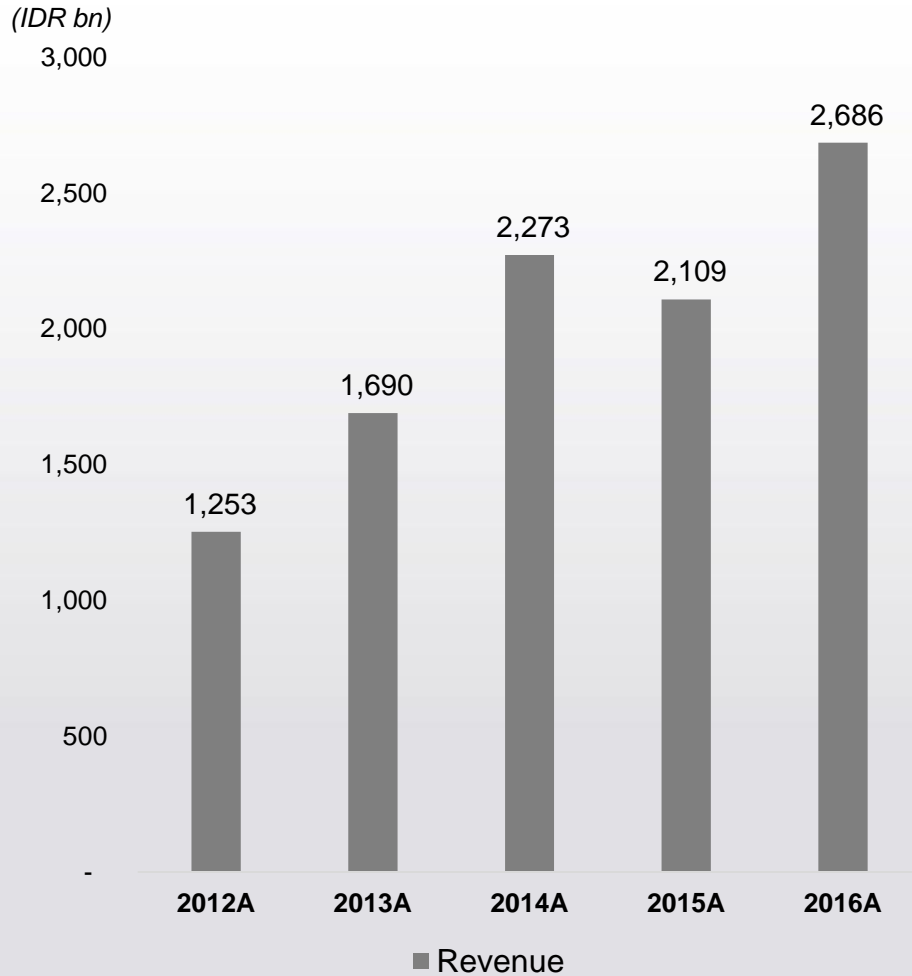
### TV SHARE GAIN (LOSS) 2016 TO 2017



Source: Nielsen TA All People, 1 Jan - 30 Apr 2016, 1 Jan - 30 Apr 2017



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



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

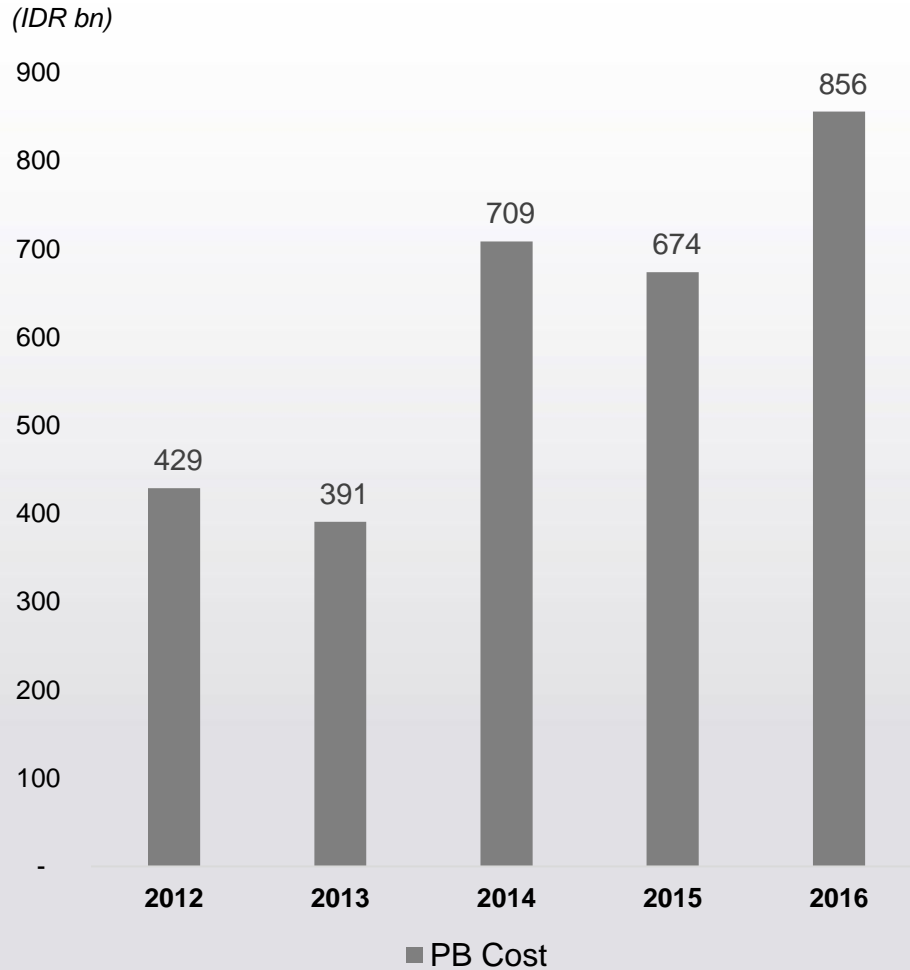
		2012	2013	2014	2015	2016
ANTV	PT	51%	50%	54%	58%	36%
	NPT	49%	50%	46%	42%	64%
tvOne	PT	38%	36%	32%	33%	34%
	NPT	62%	64%	68%	66%	66%

## 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%	38.1%
SCMA	31.1%	34.7%	36.2%	35.8%	39.2%

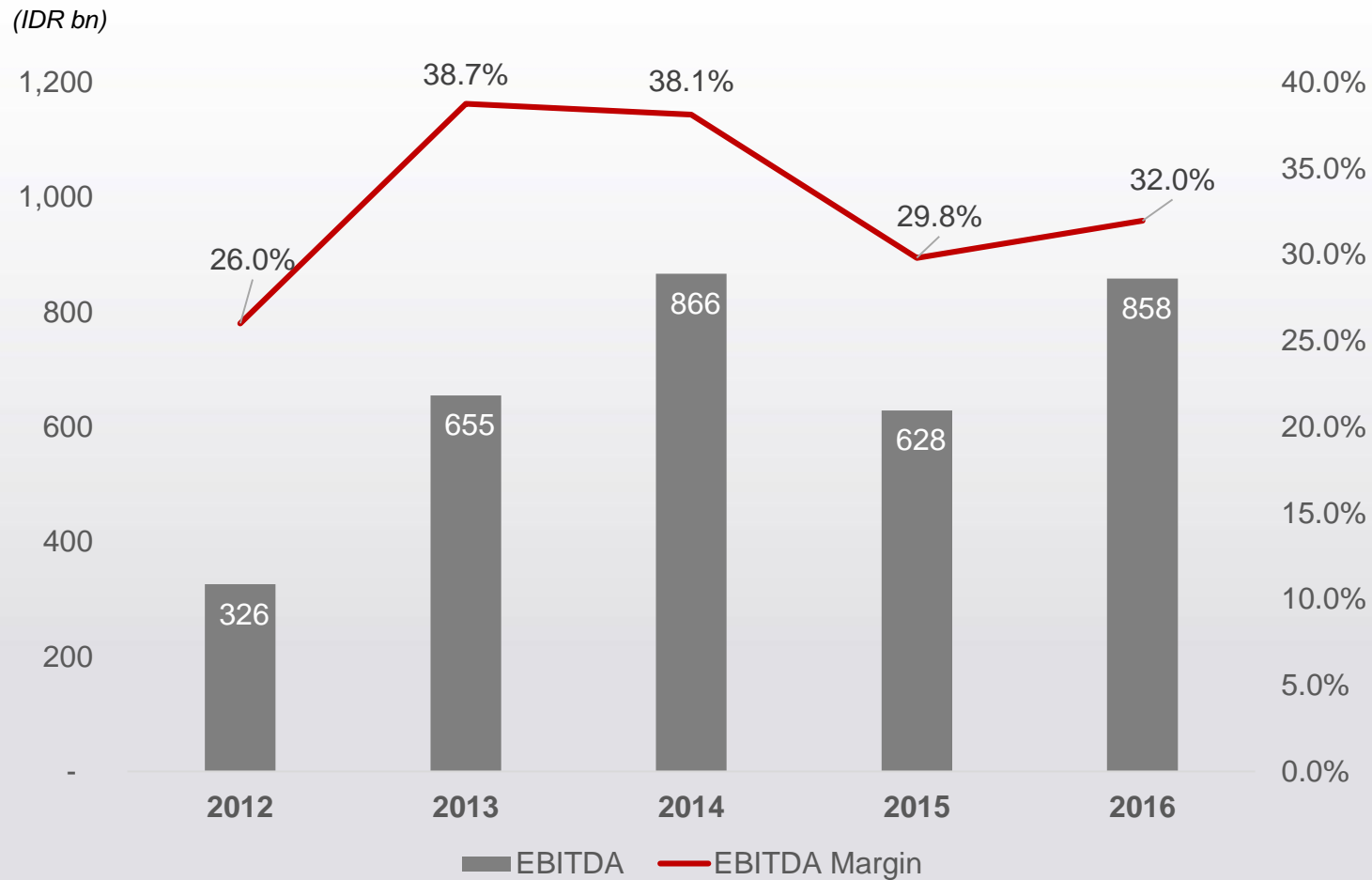
Source: IDX, Audit Financial Report

PB Cost per Hour VIVA vs. Peers					
(IDR mn/hr)	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	73.0
SCMA	58.1	73.3	84.2	86.7	101.0

Source: IDX, Audit Financial Report



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



A Group member of VIVA

(IDR bn)	2012A	2013A	2014A	2015A	2016A
<b>Revenue</b>	<b>1,253</b>	<b>1,690</b>	<b>2,273</b>	<b>2,109</b>	<b>2,686</b>
<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)
<b>EBITDA</b>	<b>326</b>	<b>655</b>	<b>866</b>	<b>628</b>	<b>858</b>
<i>EBITDA Margin (%)</i>	26.0%	38.7%	38.1%	29.8%	32.0%
<b>Net Income (Loss)</b>	<b>73</b>	<b>106</b>	<b>173</b>	<b>(482)*</b>	<b>477</b>
<i>Net Margin (%)</i>	5.8%	6.3%	7.6%	-22.9%	17.8%

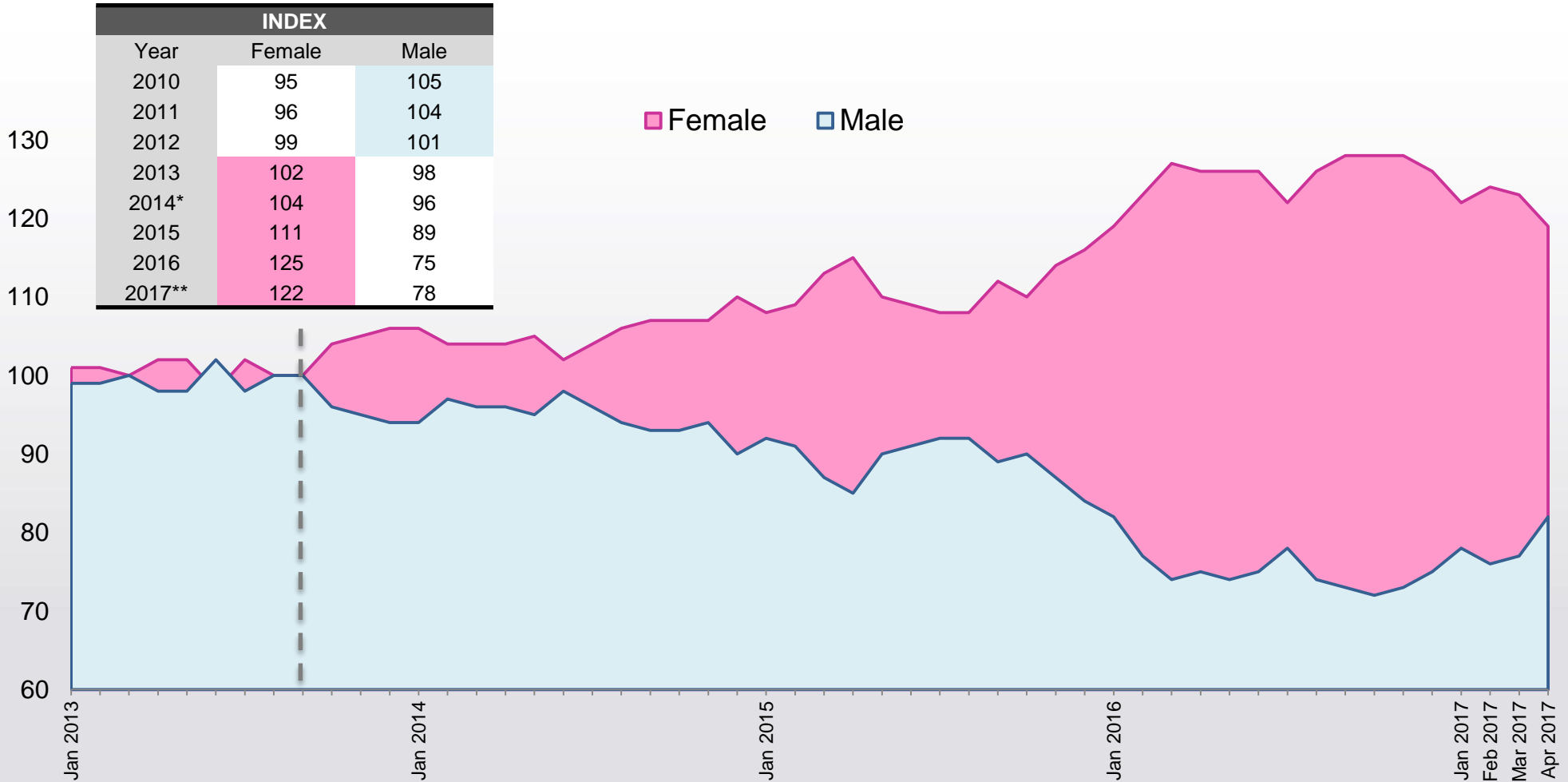
\* Net Loss in 2015 was mainly attributed to unrealized forex losses

The logo for ANTV is 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 border.

**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 – 30 Apr 2017

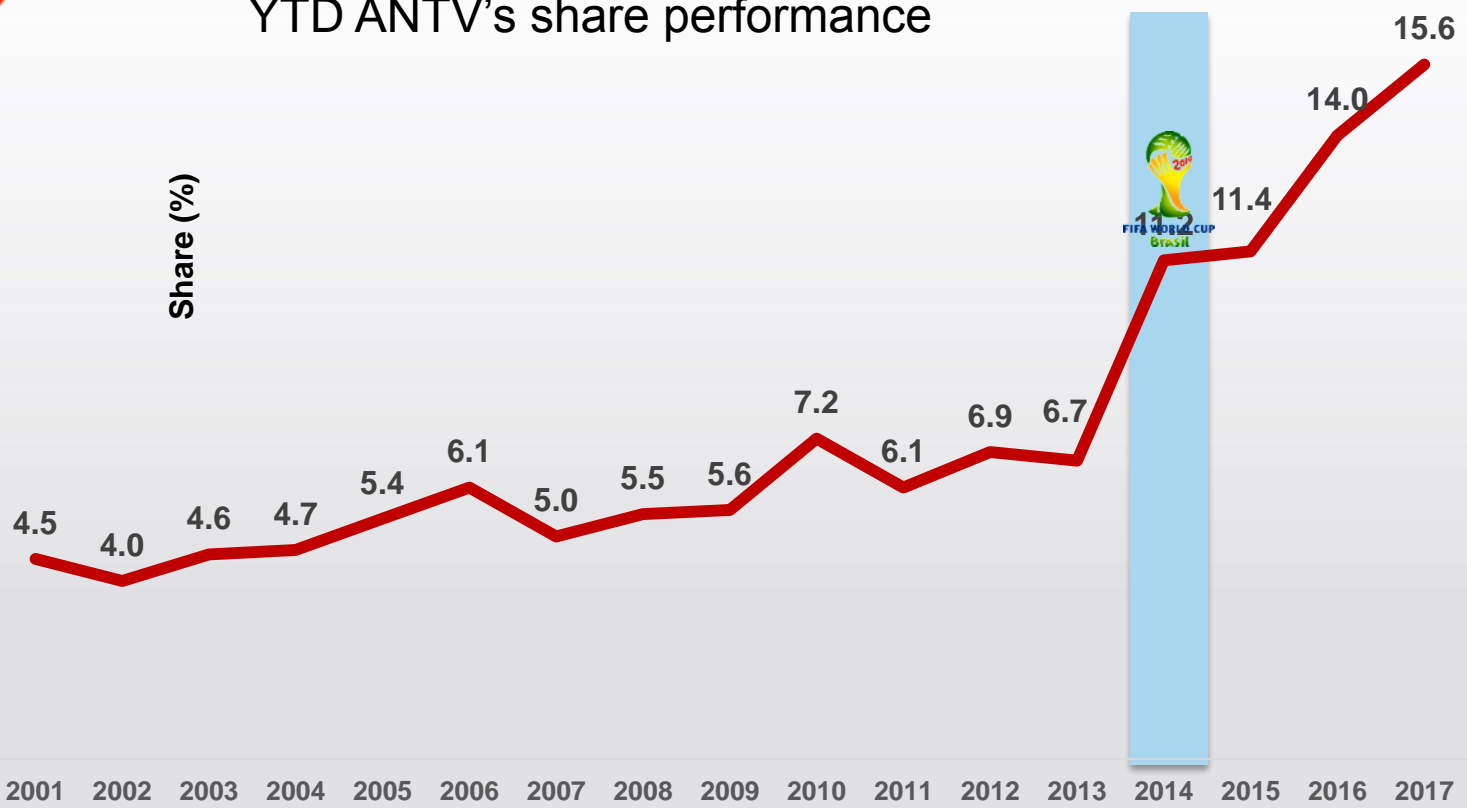
\*) without World Cup 2014, \*\*) 1 Jan 2017 – 30 Apr 2017



# ANTV's average TV Share in 2017 of 15.6% ranks #2 amongst FTA TV stations, still continues to be above our target of Top 3

Channel	Variable	TVR	SHARE
RCTI		2.0	15.7
<b>ANTV</b>		<b>1.9</b>	<b>15.6</b>
SCTV		1.7	14.0
IVM		1.3	10.5
MNCTV		1.2	9.3
TRANS7		0.8	6.7
TRANS		0.7	5.9
GTV		0.6	5.0
NET		0.4	3.6
TVONE		0.4	3.3
RTV		0.3	2.6
METRO		0.2	1.8
INEWSTV		0.2	1.6
KOMPASTV		0.2	1.5

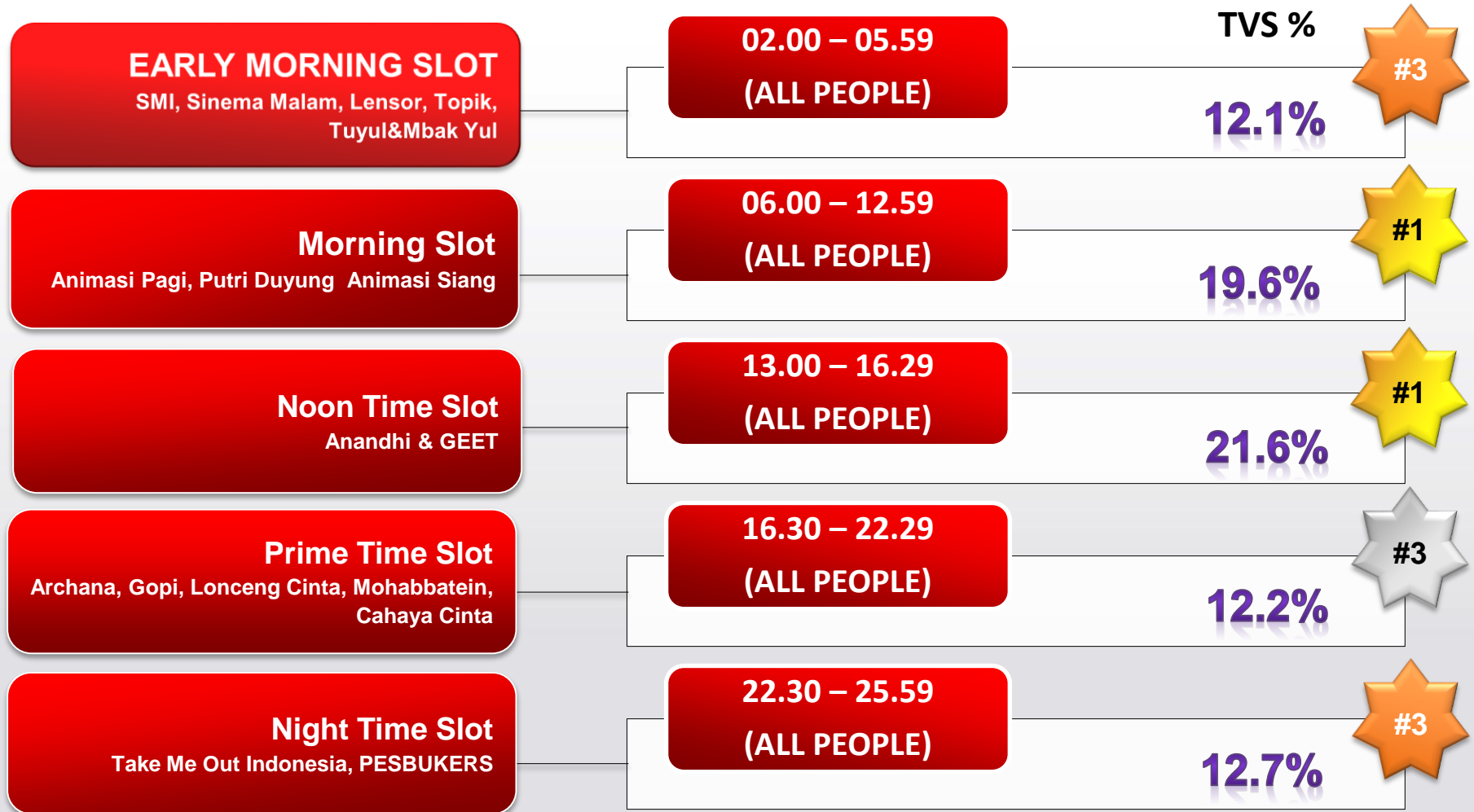
### YTD ANTV's share performance



Source: AGB Nielsen Media Research, all people, 1 Jan 2001 – 30 Apr 2017



# At ANTV we treat every daypart as a Prime Time



Source: AGB Nielsen Media Research, 11 Cities, 1 Jan – 30 Apr 2017. All People



## DRAMA SERIES PROGRAMS



## ENTERTAINMENT PROGRAMS



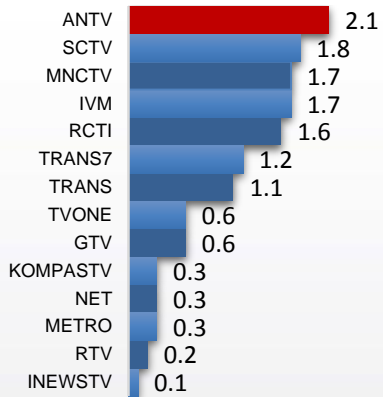
## MORNING CINEMA



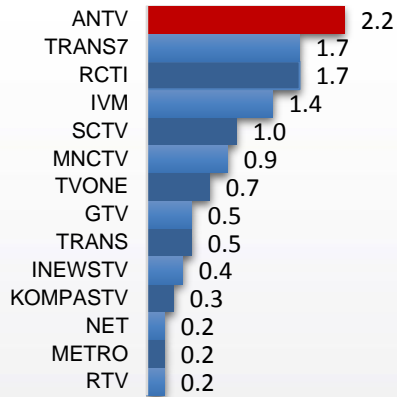
## NEWS & SPORT PROGRAMS



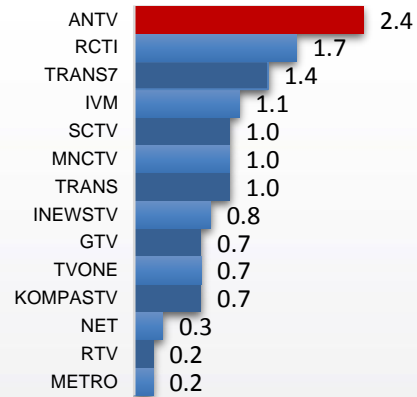
**Meet & Greet Veera (All People)**



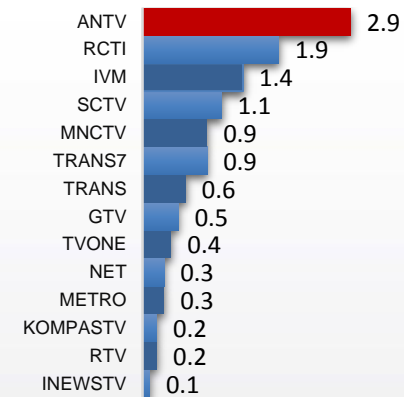
**Ketemu Uttaran (All People)**



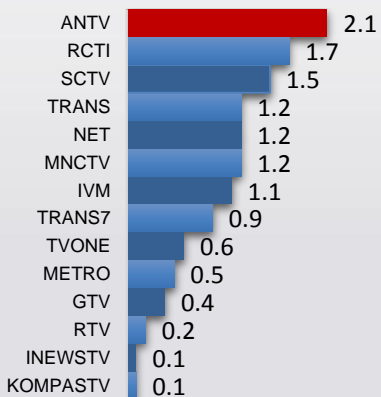
**Meet & Greet Lonceng Cinta (All People)**



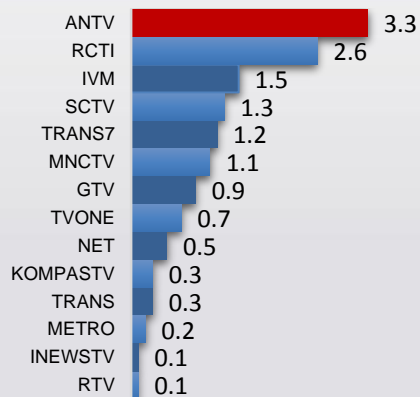
**Meet & Greet Thapki (All People)**



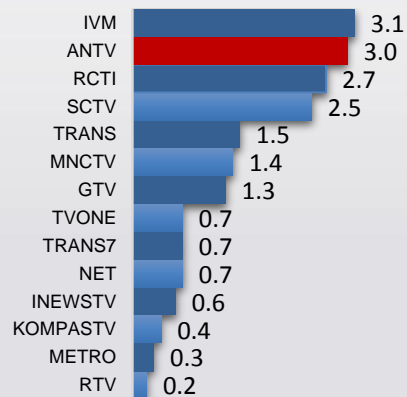
**Meet & Greet Baalveer (All People)**



**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:  
Bhaves Balchandani  
Harshita Ojha



Uttaran:  
Vaishali Thakkar

**2017**  
PLAN



**antv**  
KEREN

**MAHACINTA SHOW**

**MAHABHARATA SHOW**

**ASHOKA SHOW**

**1001 KISAH**

**ROMANSA CINTA UTTARAN**

**INDONESIA KEREN**

WWW.AN.TV

ANTVLOVERS @WHATSONANTV ANTVKEREN ANTV PROGRAM





## ANIMATION



## INDIAN SERIES



A Group member of viva



**TVONE**





# tvOne #1 for Breaking News "Always"

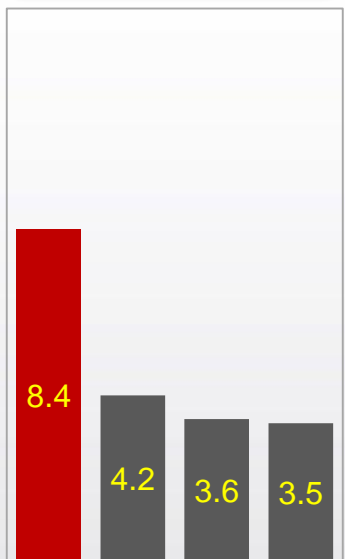
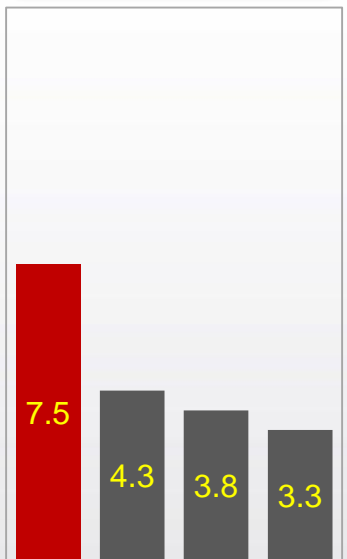
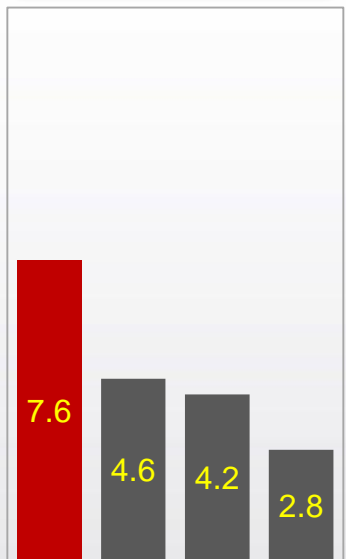
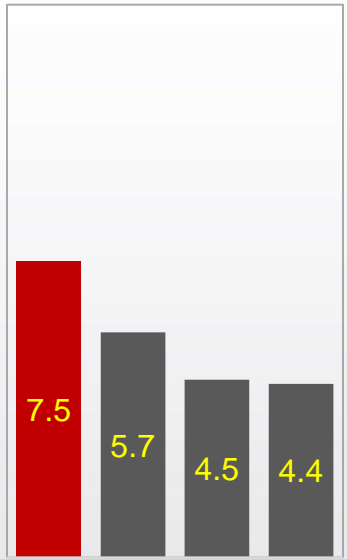
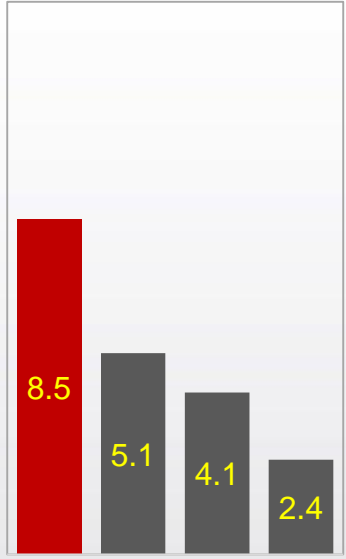
Ahok Trial Special News  
3 Jan '17 08:30-09:30

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

Choose Jakarta Leader  
Breaking News 16 Apr '17  
07:00-20:30



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

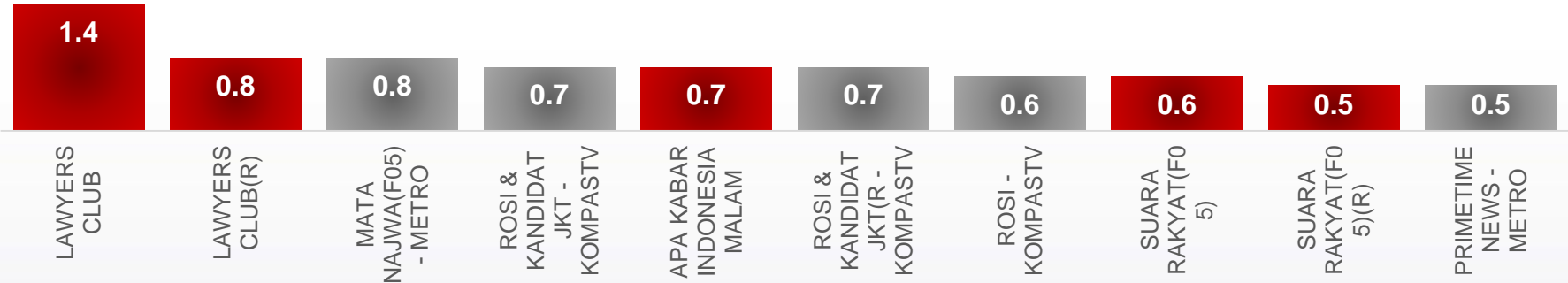


# tvOne the #1 source for global coverage by International media



A Group member of VIVA





Source: Nielsen; 11 Cities; 15+ Upper Middle 1; 1 Jan—30 Apr 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



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**

A Group member of viva

## TOP WORLD BOXING LIVE 2016 (AUDIENCE SHARE)



## ONE PRIDE MMA (MILLION REACH)



9.10

5.37

### One Pride Audition

### Season 1 Season 2

A Group member of viva

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





# New Programs for tvOne 2017



LIGA 1  
**203**  
LIGA 2  
**58**

ALL MATCH   
**261**



**SUPER FAMILY 100**

tvOne newsports

MULAI SABTU  
15 APRIL 2017

**20.30**  
WIB

tvOneNews f tvOneNews @tvOneNews @tvOneNews

<b>ENDLESS LOVE</b> tvOne SENIN-JUMAT <b>11.00</b> WIB (PAGI)	<b>Orphan Flowers</b> tvOne 09.00	<b>SHEHRAZAT</b> tvOne 07.00 07.30
<b>WINTER SUN</b> tvOne 21.30 20.30	<b>torn apart</b> tvOne 22.30 21.30 22.00	

f tvOneNews @tvOneNews @tvOneNews

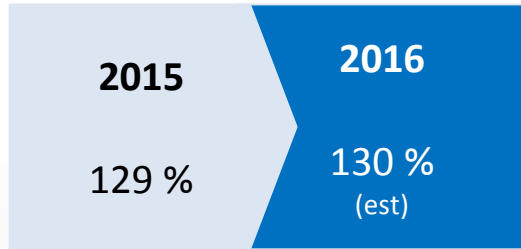
A Group member of VIVA



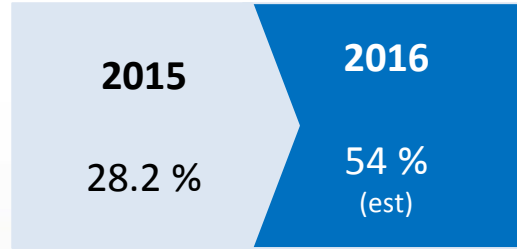


**OUR DIGITAL**

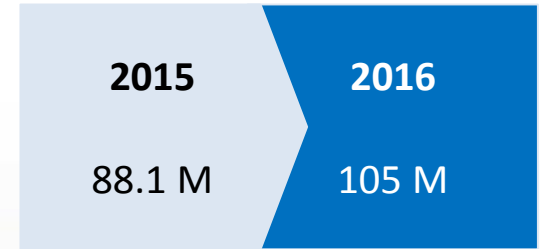
# Indonesia is the sleeping giant for digital media!



**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)

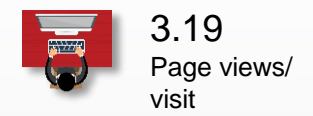


Source: Effective Measure, Daily Social id, Indonesia TMT Updates, Statista

\*) Monthly unique user



# Viva.co.id Portal generated 118 Mio Monthly (avg) Pageviews and 14 Mio Monthly (avg) Unique Visitors



**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 – 30 April 2017

A Group member of viva













-  **69.6 K** likes
-  **539.6 K** followers
-  **84.2 K** subscribers
-  **3.8 M** followers
-  **665 K** followers
-  **3.4 K** followers
-  **11.1K** followers



-  **820.9 K** likes
-  **46.2 K** subscribers
-  **8.9 M** followers
-  **102.1 K** followers



-  **5.6 M** likes
-  **1.5 M** followers
-  **14.7 K** subscribers
-  **5.8 M** followers
-  **95.4 K** followers
-  **0.5K** subscribers

\*All Social Media Data as of 30 Apr 2017



# Launching new channels and microsites constantly evolving

viva.co.id

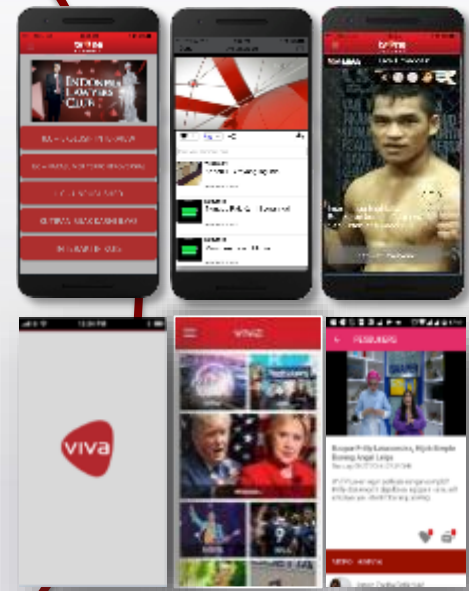
## Web Platform



## Mobile Web Platform



## Mobile Application



A Group member of viva



Thank you

For more information, please contact [ir@vivagroup.co.id](mailto:ir@vivagroup.co.id)

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 text within the overlapping area.

# APPENDIX

Summary P&L (Rp bn)	2011	2012	2013	2014	2015	2016
<b>Revenue</b>	<b>999</b>	<b>1,253</b>	<b>1,690</b>	<b>2,273</b>	<b>2,109</b>	<b>2,686</b>
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)
<b>EBIT</b>	<b>152</b>	<b>259</b>	<b>587</b>	<b>772</b>	<b>523</b>	<b>757</b>
EBIT Growth (%)		70.0%	126.7%	31.5%	-32.3%	44.8%
<i>Depreciation</i>	(82)	(67)	(68)	(94)	(106)	(102)
<b>EBITDA</b>	<b>235</b>	<b>326</b>	<b>655</b>	<b>866</b>	<b>628</b>	<b>858</b>
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
<b>Net Income (loss) After Taxes</b>	<b>26</b>	<b>73</b>	<b>106</b>	<b>173</b>	<b>(482)</b>	<b>477</b>
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

