



VIVA Group Corporate Presentation

31 August 2017

A Group member of VIVA



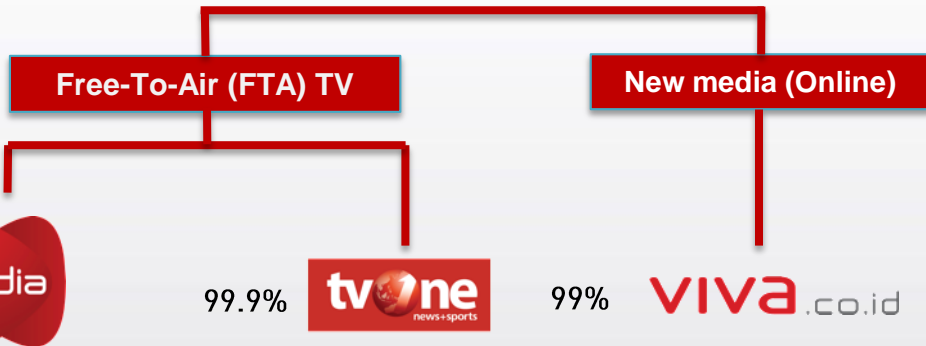
viva.co.id

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

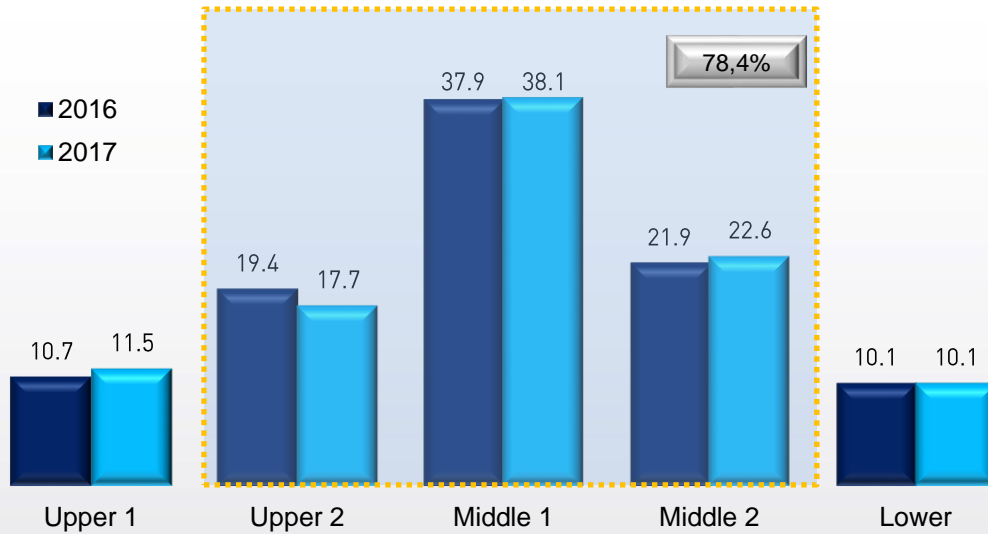


40M
Digital Audience

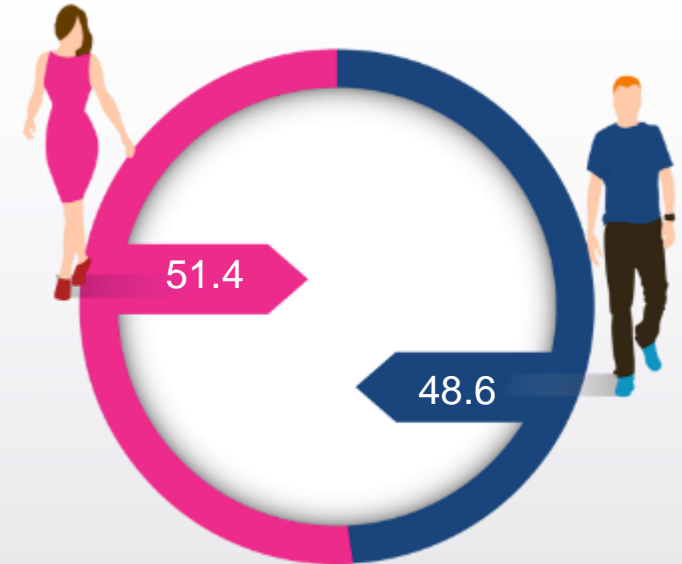


INDUSTRY OVERVIEW

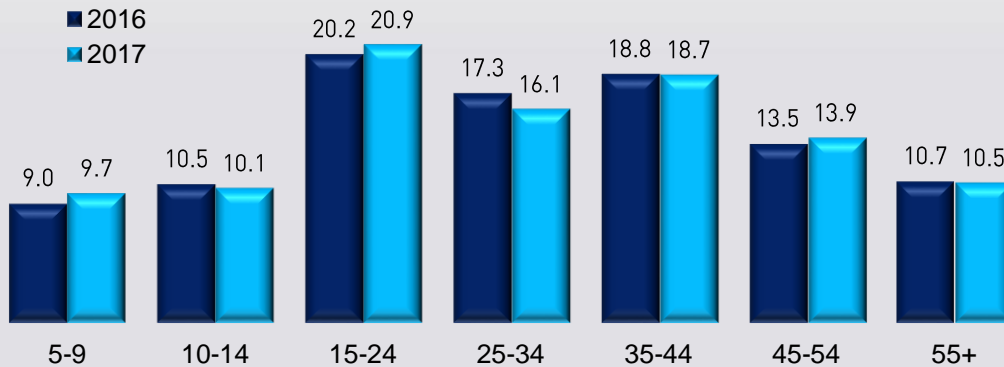
Social Economic Classification (SEC)



Female ■ Male ■



Age



2016 — 2017

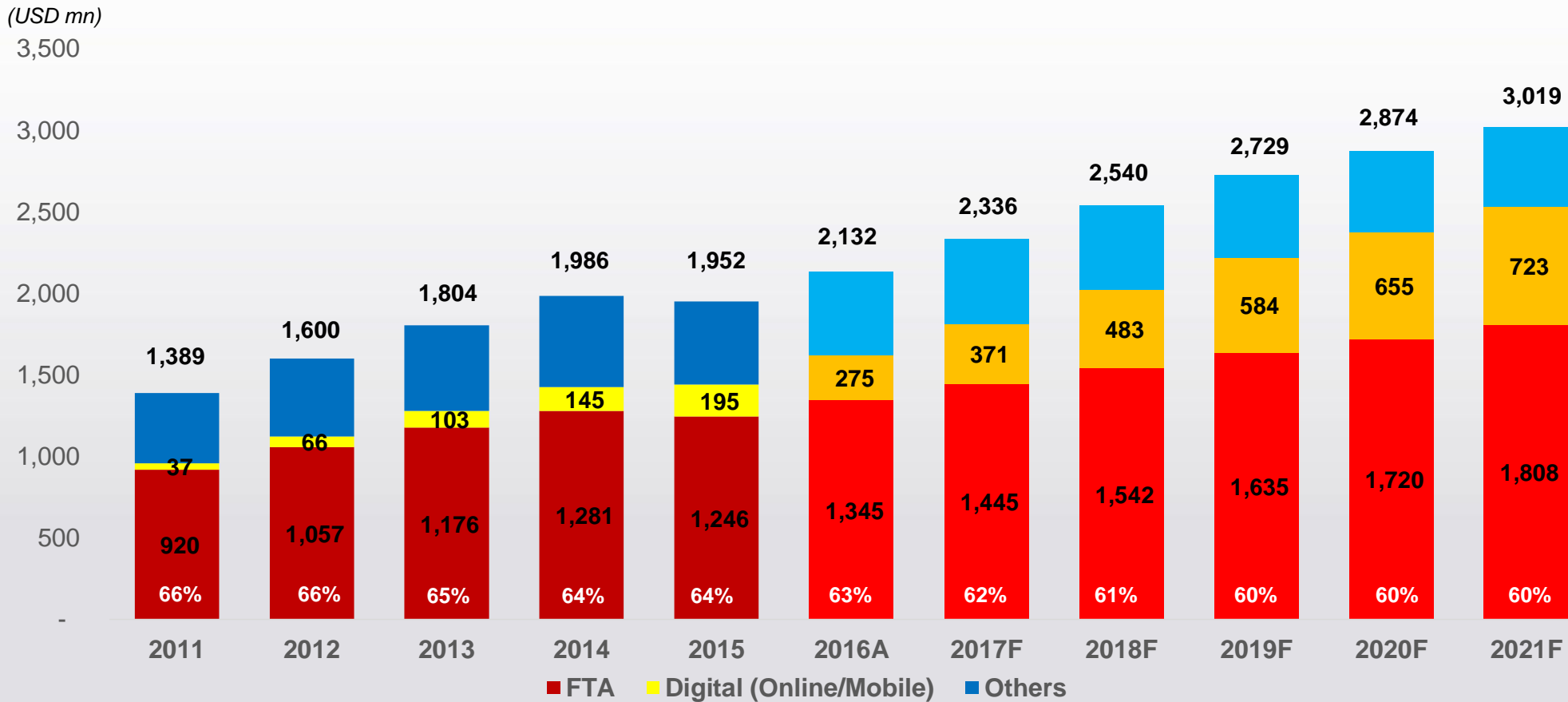
Female — 51.1 — 51.4

Male — 48.9 — 48.6



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

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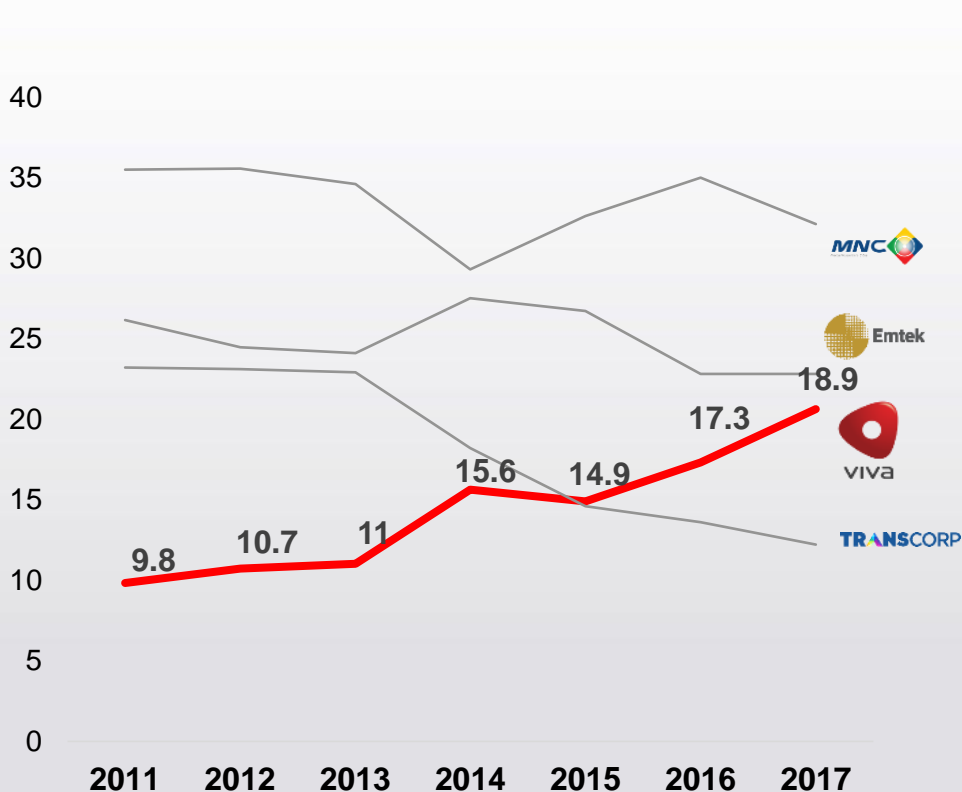
A large red graphic consisting of two overlapping squares. The top-left square is slightly offset to the left and top, while the bottom-right square is offset to the right and bottom. The text 'OUR PERFORMANCE' is centered in white on the overlapping area.

**OUR
PERFORMANCE**

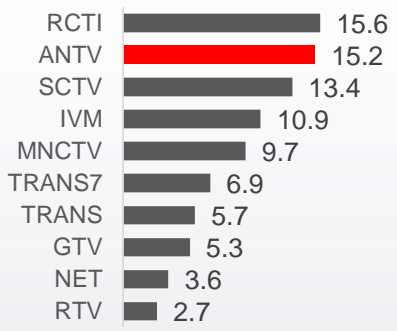


VIVA is the fastest growing media group by far, increased TV Share by 92% since 2011, top gainer from 2016 to 2017

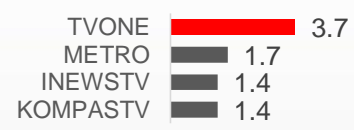
MEDIA GROUP SHARE PERFORMANCE 2011 - 2017



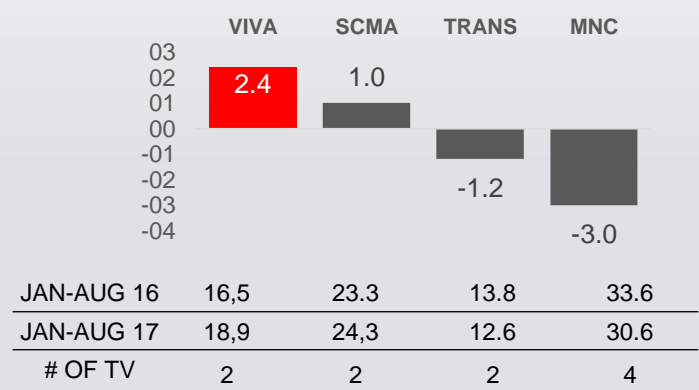
ENTERTAINMENT TV



NEWS TV



TV SHARE GAIN (LOSS) 2016 TO 2017



Source: Nielsen TA All People, 1 Jan - 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

(IDR bn)



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

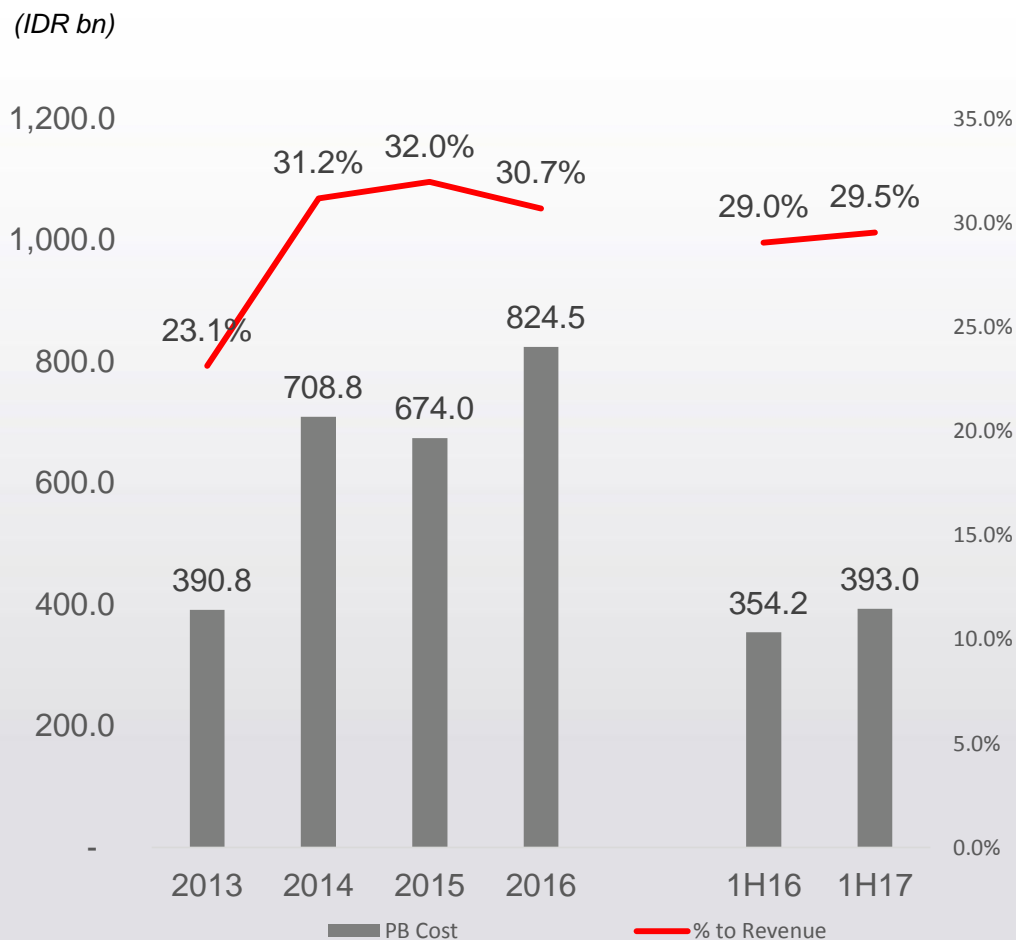
		1H16	1H17
ANTV	PT	33.6%	36.4%
	NPT	66.4%	63.6%
tvOne	PT	34.4%	32.9%
	NPT	65.6%	67.1%

Gross Advertising by Sector

	1H16	1H17
F&B	42.7%	42.4%
Toiletries	15.4%	15.6%
Healthcare	12.1%	11.8%
Household	6.9%	5.9%
Telco	6.6%	10.8%
Tobacco	5.7%	2.3%
Automotive	1.3%	1.1%
Financials	1.1%	0.8%
Property	0.1%	0.2%
Others	8.1%	9.1%



VIVA group continues to control PB cost to revenues at 30-34%, PB cost per hour is half of competitors



% 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, Audit 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, Audit Financial Report



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

(IDR bn)	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%	



Historical performance provides optimism for future ability to outgrow industry growth and deliver EBITDA expansion

(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%

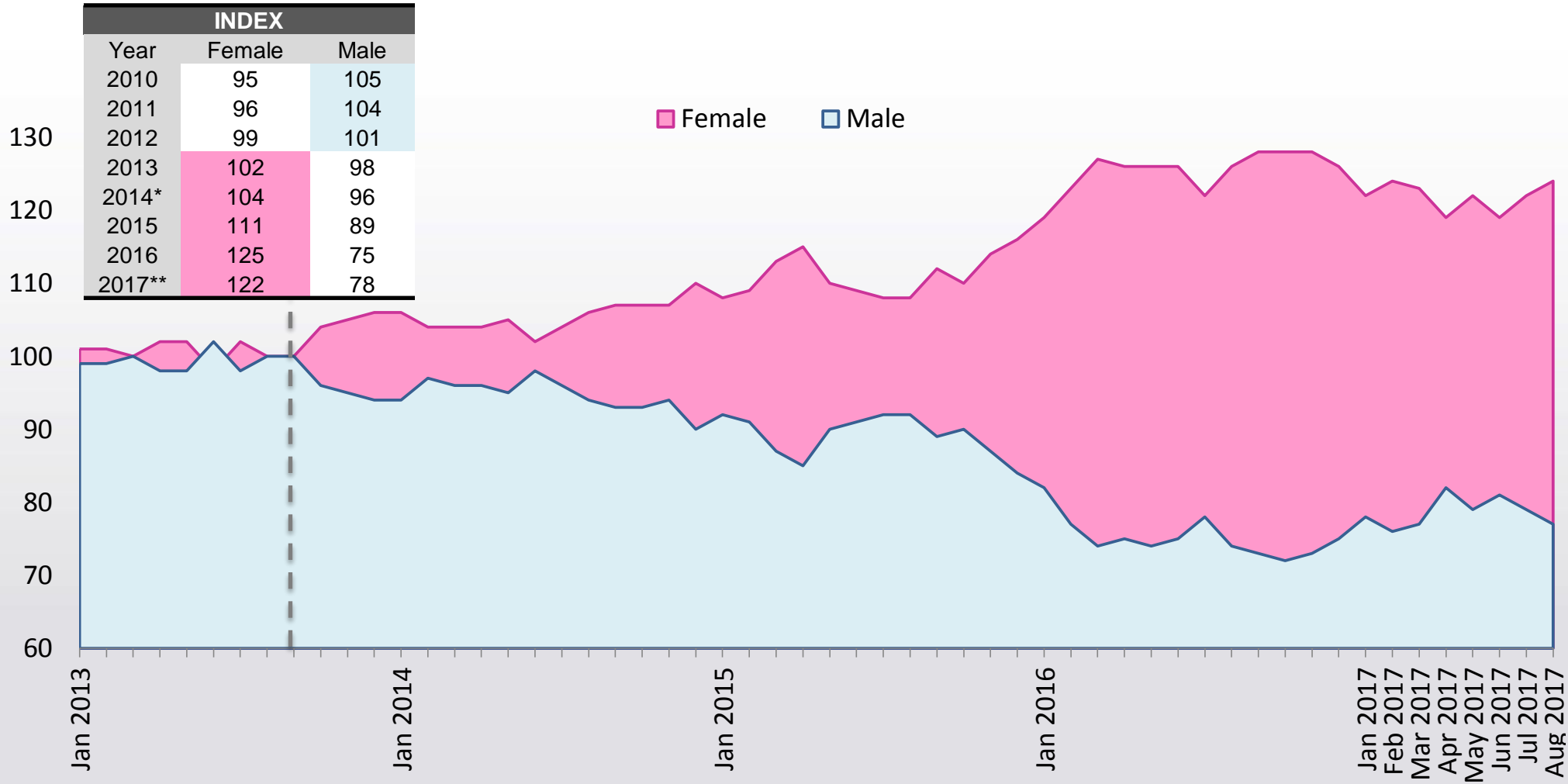
* Net Loss in 2015 was mainly attributed to unrealized forex losses

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

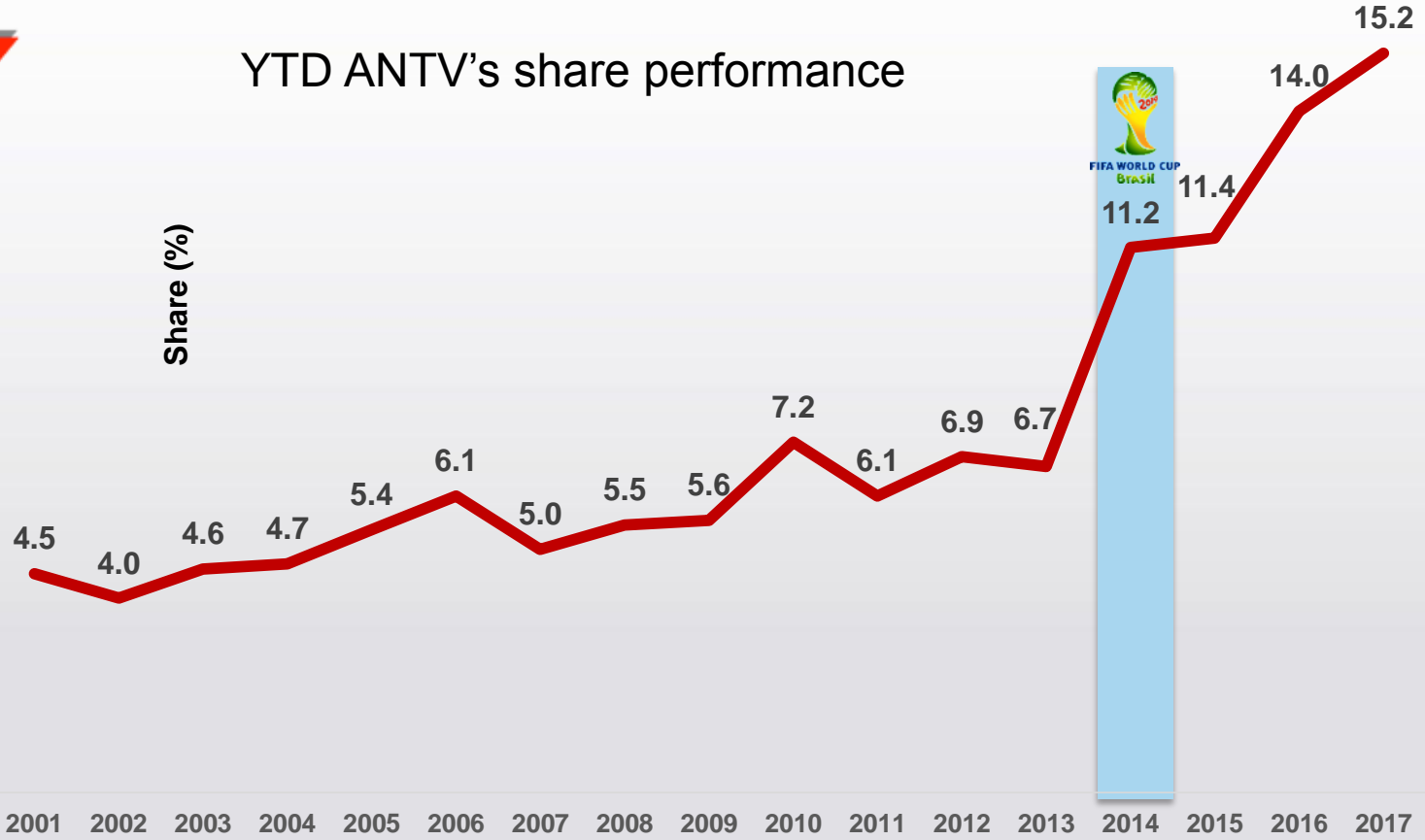
*) without World Cup 2014, **) 1 Jan 2017 – 31 Aug 2017



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

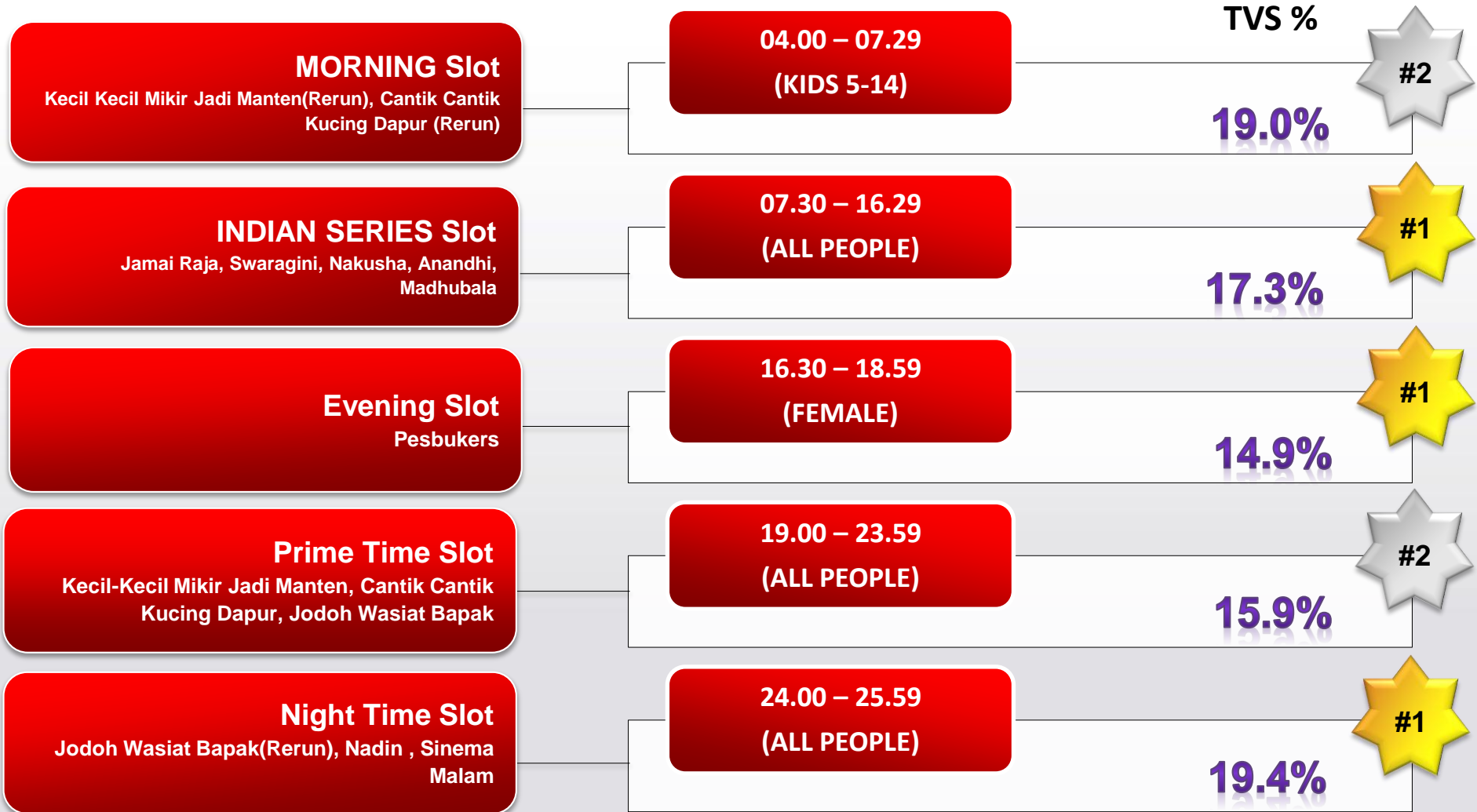
Channel	Variable	TVR	SHARE
RCTI	1.9	15.6	
ANTV	1.9	15.2	
SCTV	1.7	13.4	
IVM	1.3	10.9	
MNCTV	1.2	9.7	
TRANS7	0.8	6.9	
TRANS	0.7	5.7	
GTV	0.7	5.3	
TVONE	0.5	3.7	
NET	0.4	3.6	
RTV	0.3	2.7	
METRO	0.2	1.7	
INEWSTV	0.2	1.4	
KOMPASTV	0.2	1.4	

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



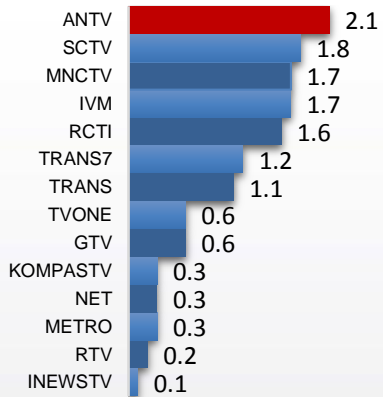
MORNING CINEMA



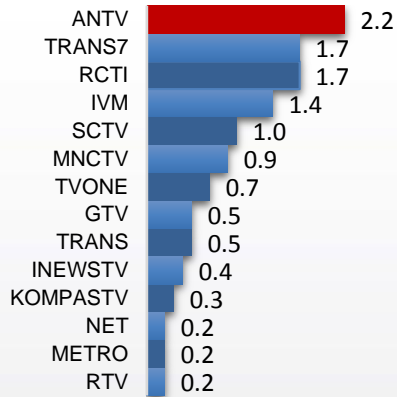
NEWS & SPORT PROGRAMS



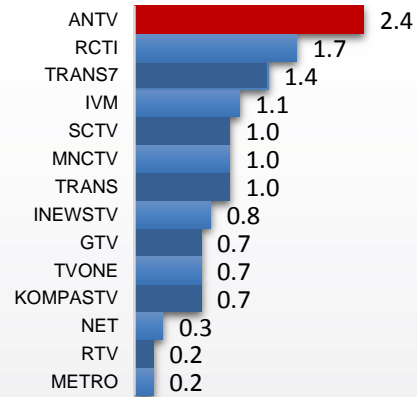
Meet & Greet Veera (All People)



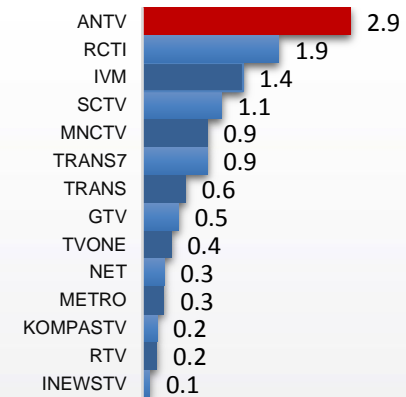
Ketemu Uttaran (All People)



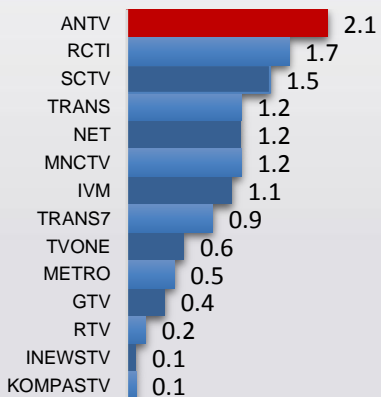
Meet & Greet Lonceng Cinta (All People)



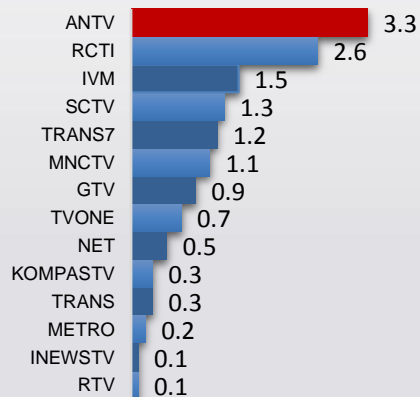
Meet & Greet Thapki (All People)



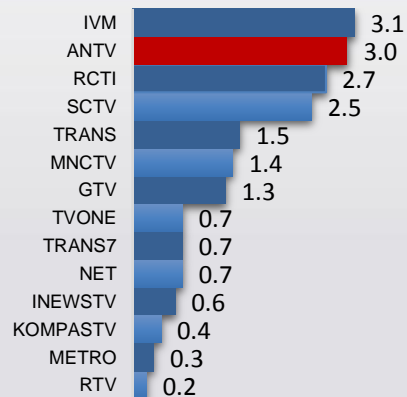
Meet & Greet Baalveer (All People)



Meet & Greet Gopi (Female)



Rahasia Hati Cansu & Hazal (F 25+ Upper)



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



ANTV's signature shows are linked to drama series



ANTV
KEREN





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**
- Melakukan perusahaan elektronik lokal yang konsisten membangun merek
 - Salah satu produk andalannya, Home Theatre Polytron, cukup berhasil di pasar
 - Meluncurkan mesin cuci berteknologi (Zeromatic 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

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 38.000

- 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

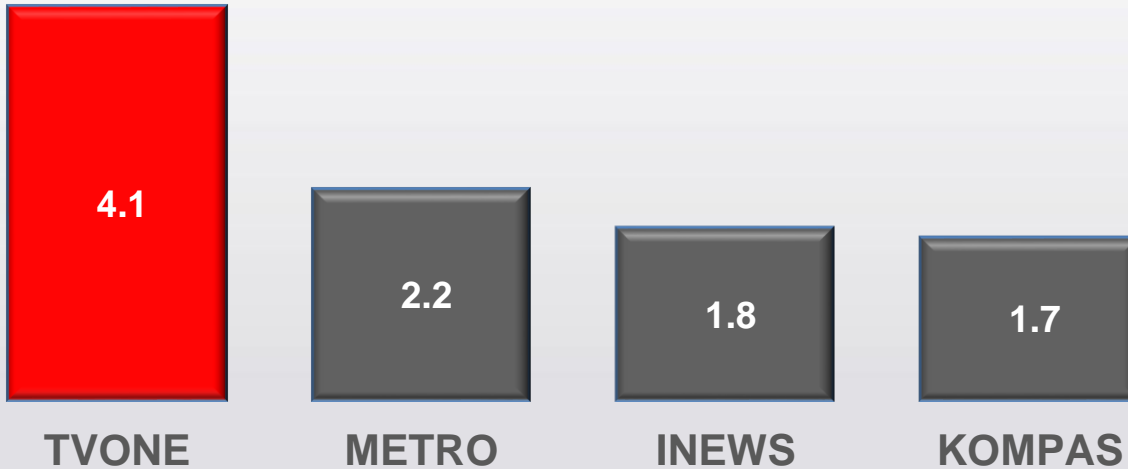
ISSN 2339-1885
9 772339 185505
WWW.SWA.CO.ID

A red square graphic with a white shadow and a diagonal split, containing the text 'TVONE'. The square is positioned on the left side of the page. The text 'TVONE' is centered within the square in a white, bold, sans-serif font. The square is split diagonally from the top-left to the bottom-right, with the top-left and bottom-right triangles being a darker shade of red, and the top-right and bottom-left triangles being a lighter shade of red. The square has a white shadow on its left and bottom sides, giving it a 3D effect.

TVONE

NEWS TV AUDIENCE SHARE

Jan—Aug 2017 ; TA 15+UM1, 11 Cities



APA KABAR INDONESIA PAKSI
 Setiap TV Dunia yang menginspirasi, program ini berisi kisah-kisah pembuat untuk dan di antara kita. Menghimpun informasi dan berita yang menarik. Menghimpun berita untuk masa depan bangsa dengan keadilan publik.
SENIN - JUMAT PKL. 06.30 WIB
SABTU - HINGGU PKL. 06.00 WIB

PRIDE
 Menampilkan pertandingan perlin dengan atlet jawa pilihan prestasi. Menampilkan atlet MMA dengan pertandingan menarik. Atlet jawa, atlet MMA, jujitsu, judo, ronyo, dan karate.
SETIAP SABTU PKL. 22.00 WIB

KABAR PETANG
 Hari ini ada apa saja? Apa saja yang terjadi di dunia ini? Kabar petang ini akan memberikan informasi yang menarik dan penting. Kabar petang ini akan memberikan informasi yang menarik dan penting. Kabar petang ini akan memberikan informasi yang menarik dan penting.
SETIAP HARI - PKL. 17.00 WIB

LIVE WORLD BOKING
 Untuk para penggemar boking, live world boking ini akan memberikan pertandingan-pertandingan boking dunia yang menarik. Dapatkan informasi boking yang menarik dan penting. Dapatkan informasi boking yang menarik dan penting.
SETIAP MINGGU PKL. 09.00 WIB

SATU JAM LEBIH DEKAT
 Program ini akan membahas berita-berita yang menarik dan penting. Dapatkan informasi yang menarik dan penting. Dapatkan informasi yang menarik dan penting.
SETIAP JUMAT PKL. 19.30 WIB

KABAR GENA
 Kabar petang ini akan memberikan informasi yang menarik dan penting. Kabar petang ini akan memberikan informasi yang menarik dan penting. Kabar petang ini akan memberikan informasi yang menarik dan penting.
JUMAT PKL. 19.00 WIB

THE PHENOMENAL FIGHT
 FLOYD MAYWEATHER VERSUS CONOR MCGREGOR
LIVE MINGGU 27 AGUSTUS 2017 08.30 WIB
 EKSKLUSIF DI tvone

GOJEK traveloka Liga 1 LIGA 2

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

tvOne #1 for Breaking News "Always"

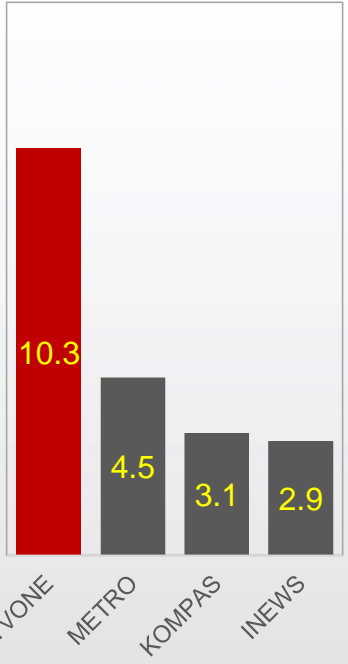
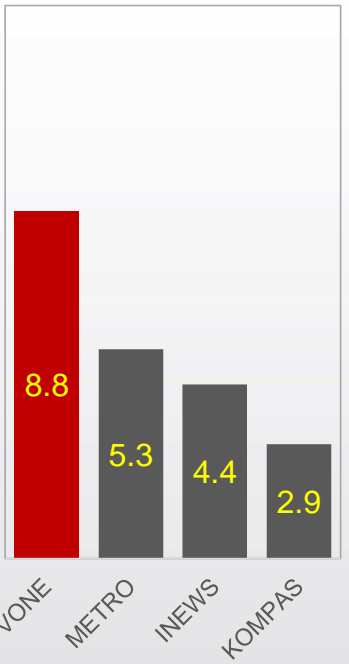
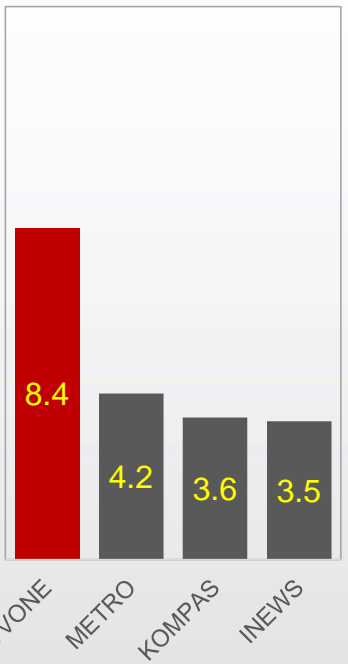
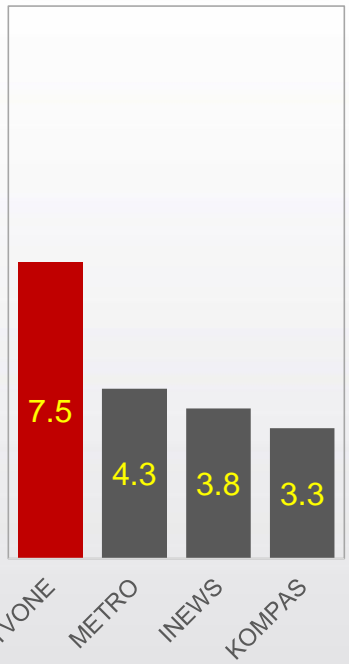
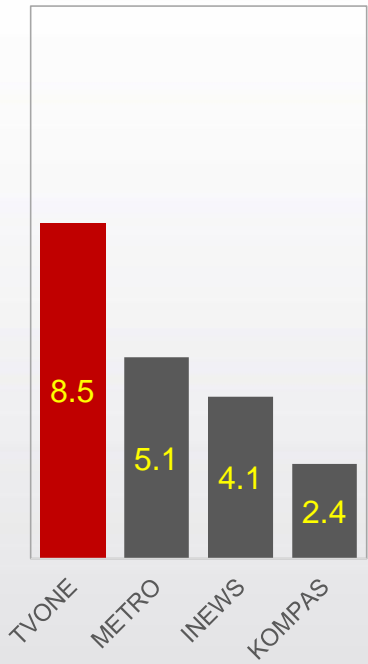
Ahok Trial Special News
3 Jan '17 08:30-09:30

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

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

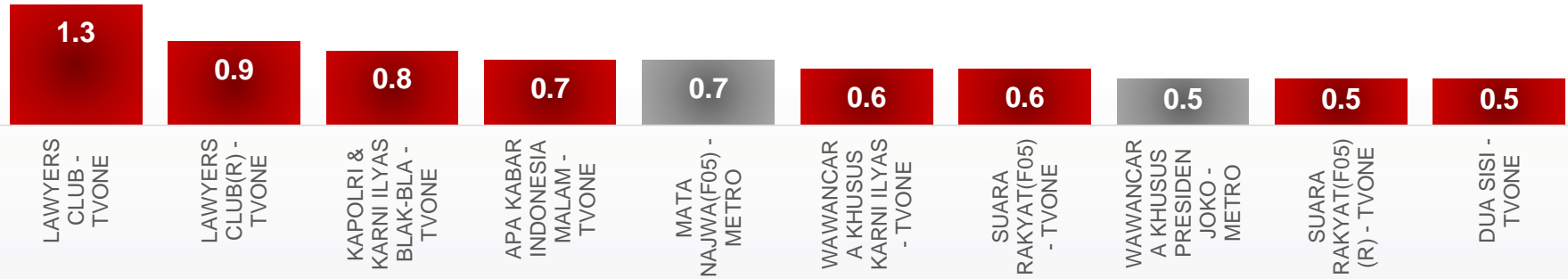
Ahok Verdict Breaking News
9 May '17 07:00-14:00

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



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





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.

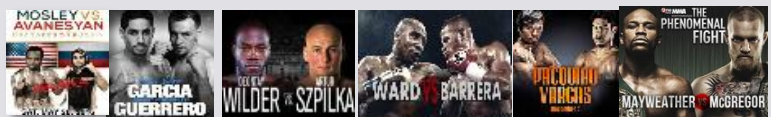
SETIAP SELASA PKL. 19.30 WIB

A Group member of viva

TOP WORLD BOXING LIVE (AUDIENCE SHARE)



Pacquiao vs Vargas 06/11/2016 | Ward vs Barrera 27/03/2016 | Wildier 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 Audition

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



* Total Individuals

29



Strengthening content offering with game changing domestic soccer league that is generating TVS of 7.8



LIGA 1
203
LIGA 2
58

ALL MATCH 
261



	TVR	TVS
Liga 1 & Liga 2	1.4	7.8

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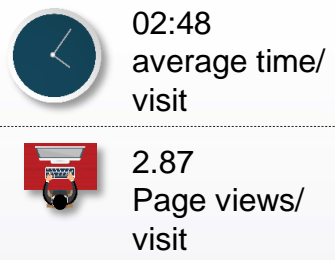




OUR DIGITAL










Viva.co.id Portal generated 116 Mio Monthly (avg) Pageviews and 15 Mio Monthly (avg) Unique Visitors







Source: Google Analytics, 1 January – 31 Aug 2017









-  **83.7K** 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

*All Social Media Data as of 31 Augt 2017



Launching new channels and microsites constantly evolving

viva.co.id

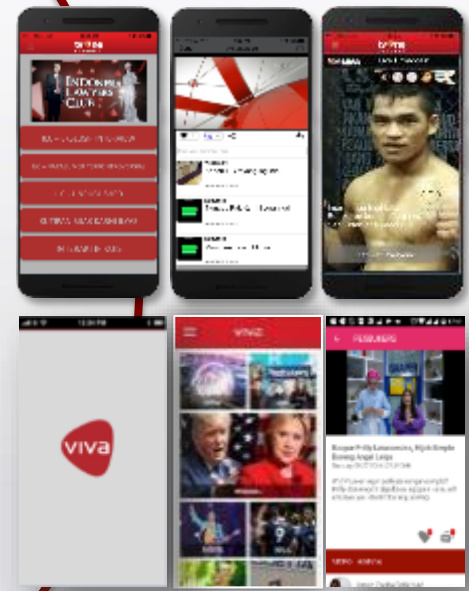
Web Platform



Mobile Web Platform



Mobile Application



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Thank you

A Group member of VIVA



viva.co.id

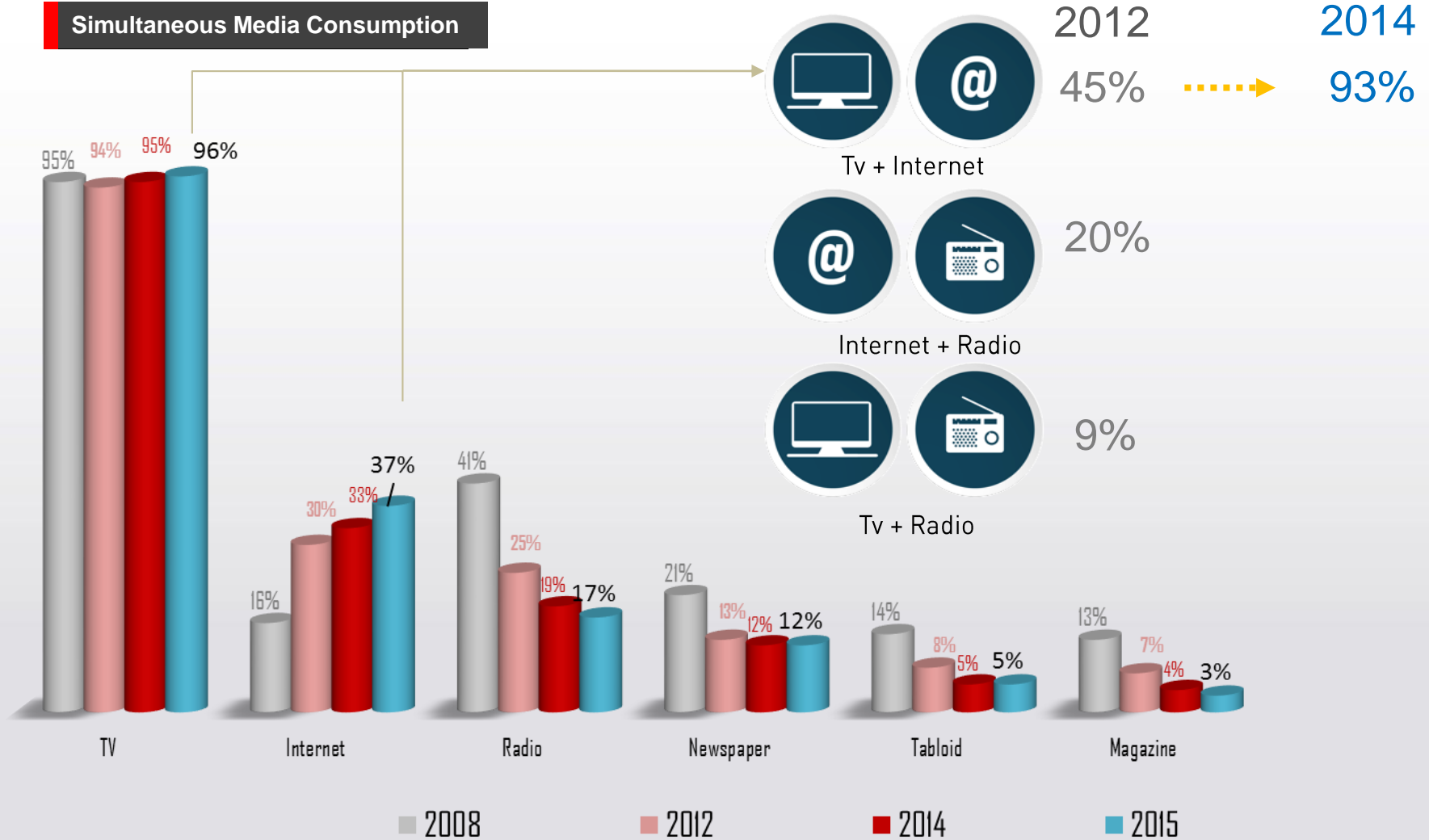
APPENDIX

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%

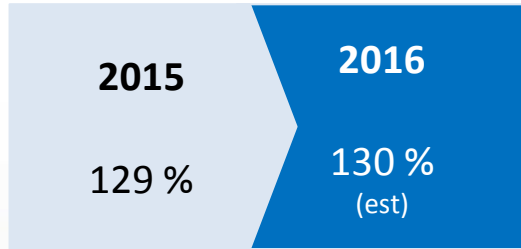
Media penetration, TV & internet simultaneous consumption 93%, our strategy is to operate in both platforms



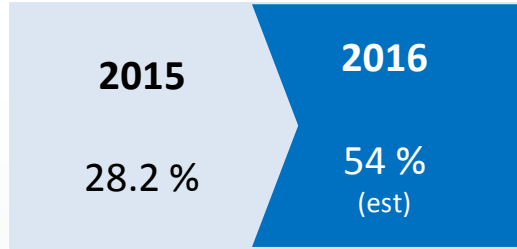
Simultaneous Media Consumption



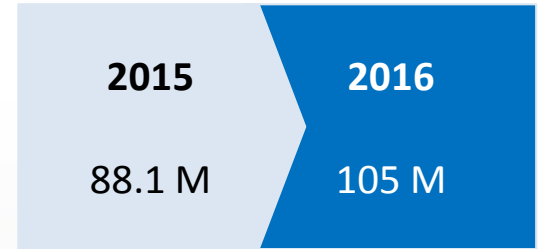
Indonesia is the sleeping giant for digital media!



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