



# VIVA Group Corporate Presentation

Credit Suisse Indonesia Conference  
7-8 August 2017  
Ritz Carlton Hotel, Singapore

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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ANTV

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tvOne

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Our Digital

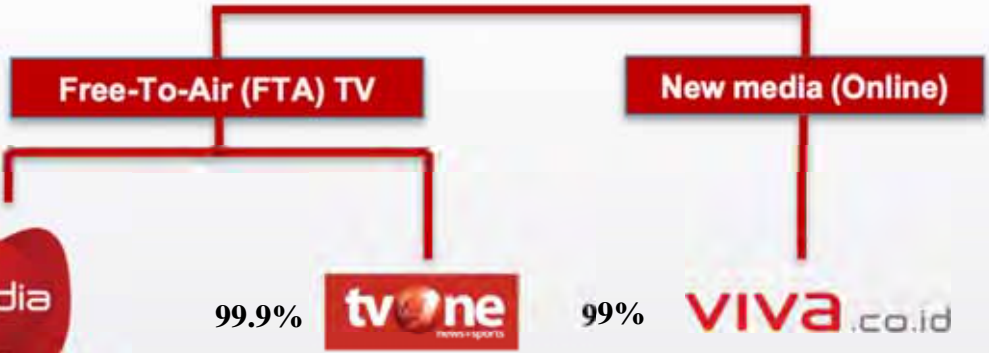




# VIVA Corporate Structure, lean and focused on core businesses



(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.



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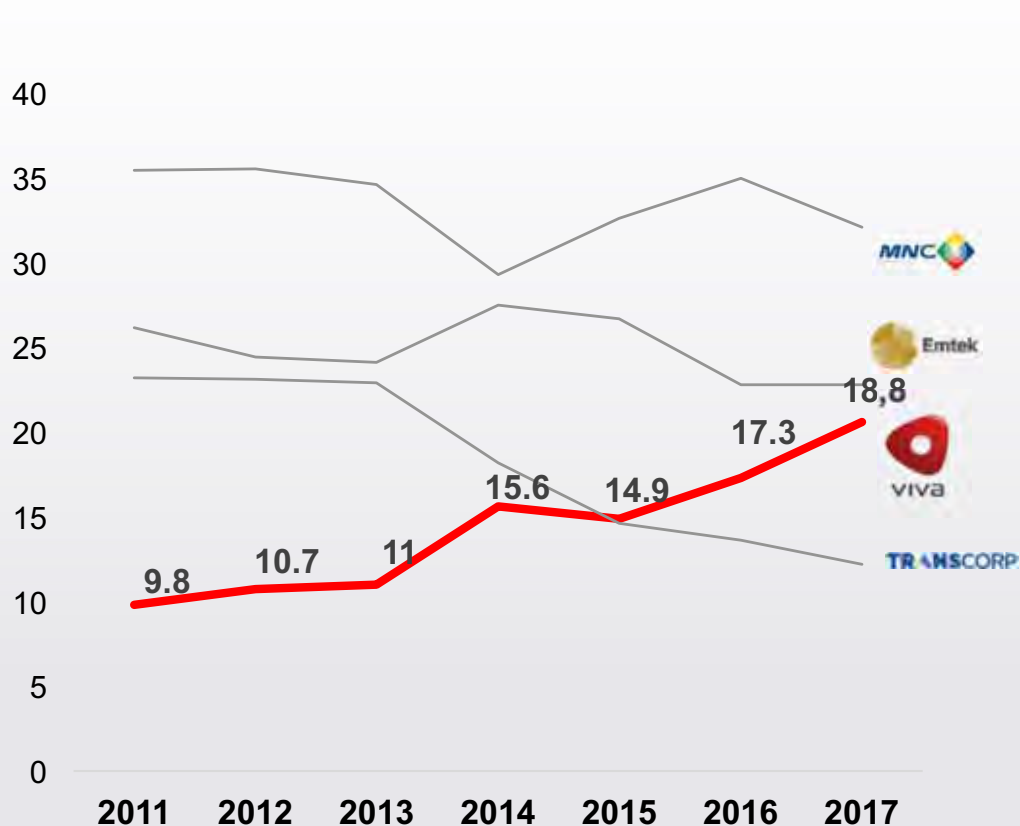
A graphic consisting of two overlapping red squares. The top-left square is slightly offset to the left and top, creating a shadow effect on the bottom-right square. The text 'INDUSTRY OVERVIEW' is centered within the overlapping area.

# **INDUSTRY OVERVIEW**



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

**MEDIA GROUP SHARE PERFORMANCE  
2011 – July 2017**

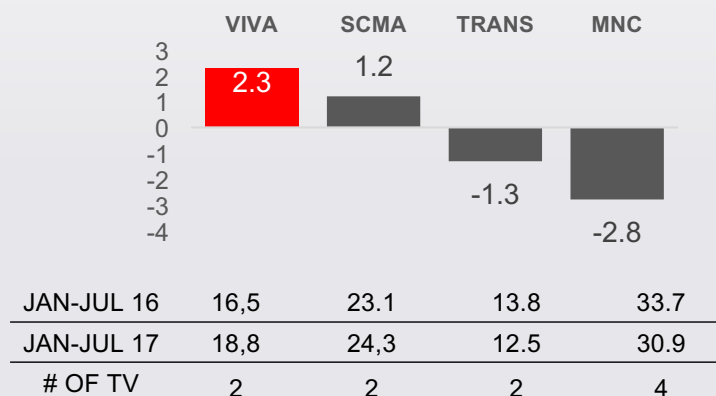


**ENTERTAINMENT TV**

**NEWS TV**



**TV SHARE GAIN (LOSS) 2016 to July 2017**



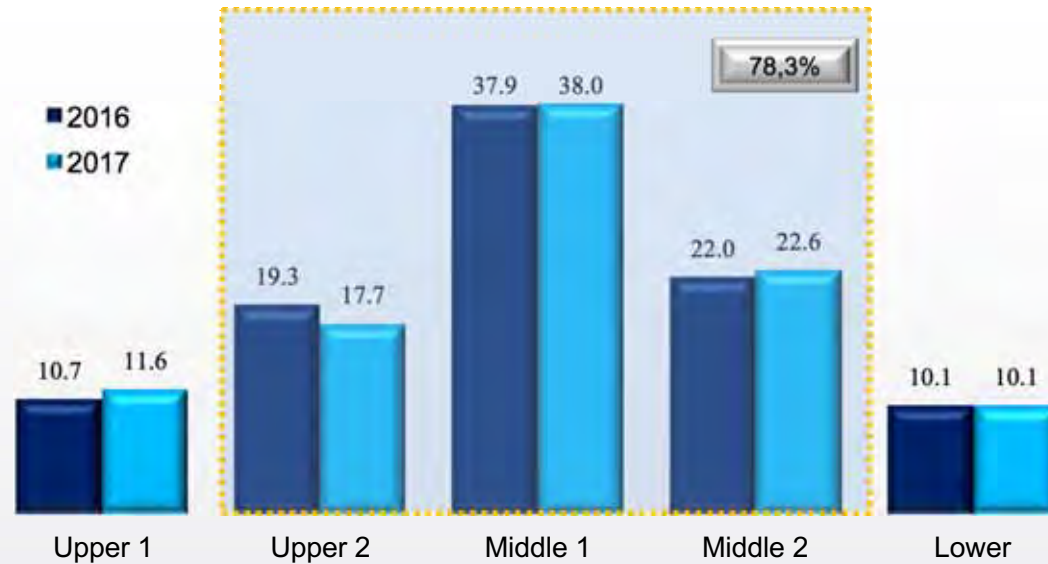
Source: Nielsen TA All People, 1 Jan - 31 Jul 2016, 1 Jan - 31 Jul 2017

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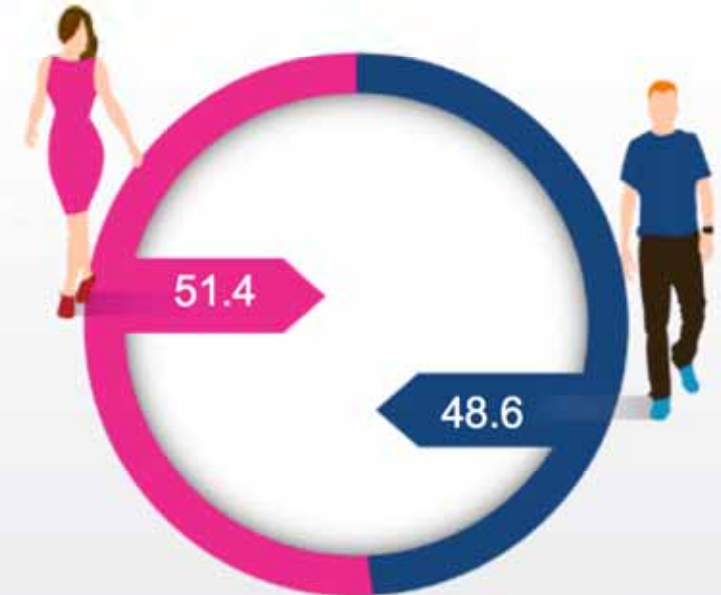




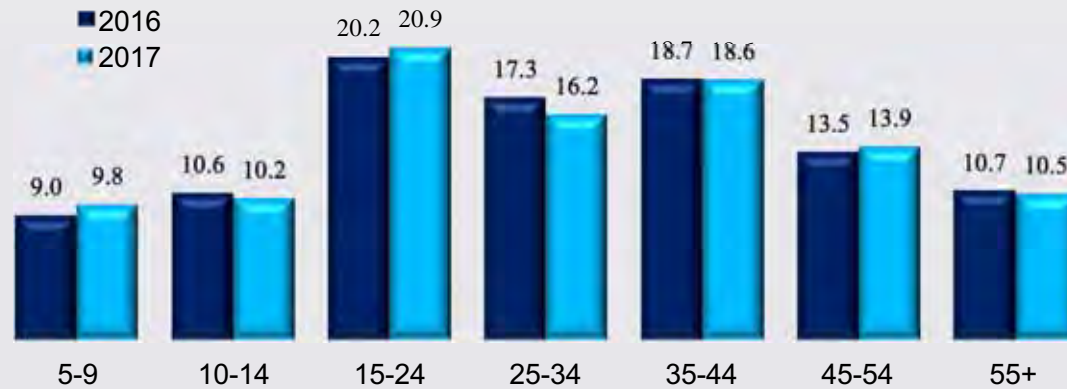
## Social Economic Classification (SEC)



## Female Male



## Age



2016 — 2017

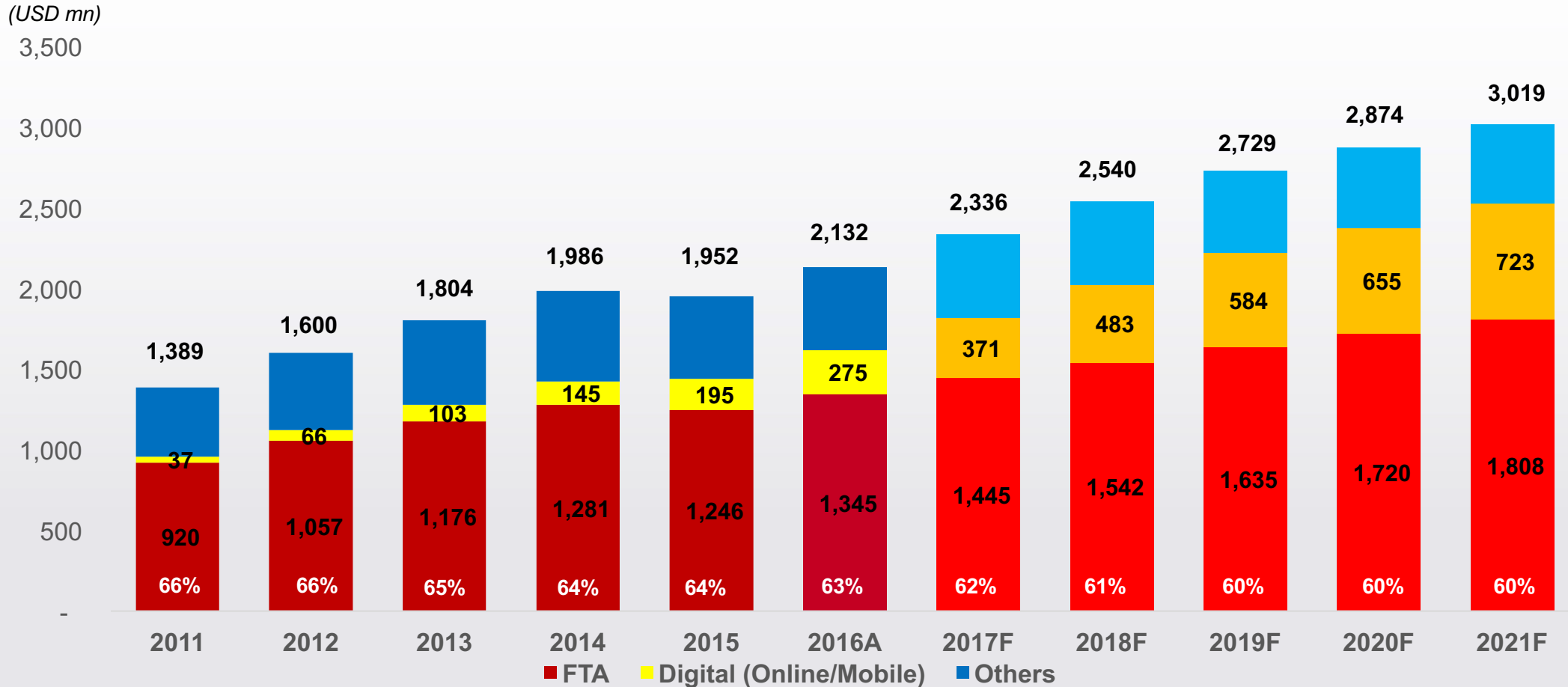
Female — 51.1 — 51.4

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



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# 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		109								
	Female	121									
Age	5-9	123									
	10-14	108									
	15-24										
	25-34										
	35-44	115	100								
	45-54	106	154								
	55+	113	197								
SEC	Upper 1										
	Upper 2	105	103								
	Middle 1	104									
	Middle 2	107	114								
	Lower	114									

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

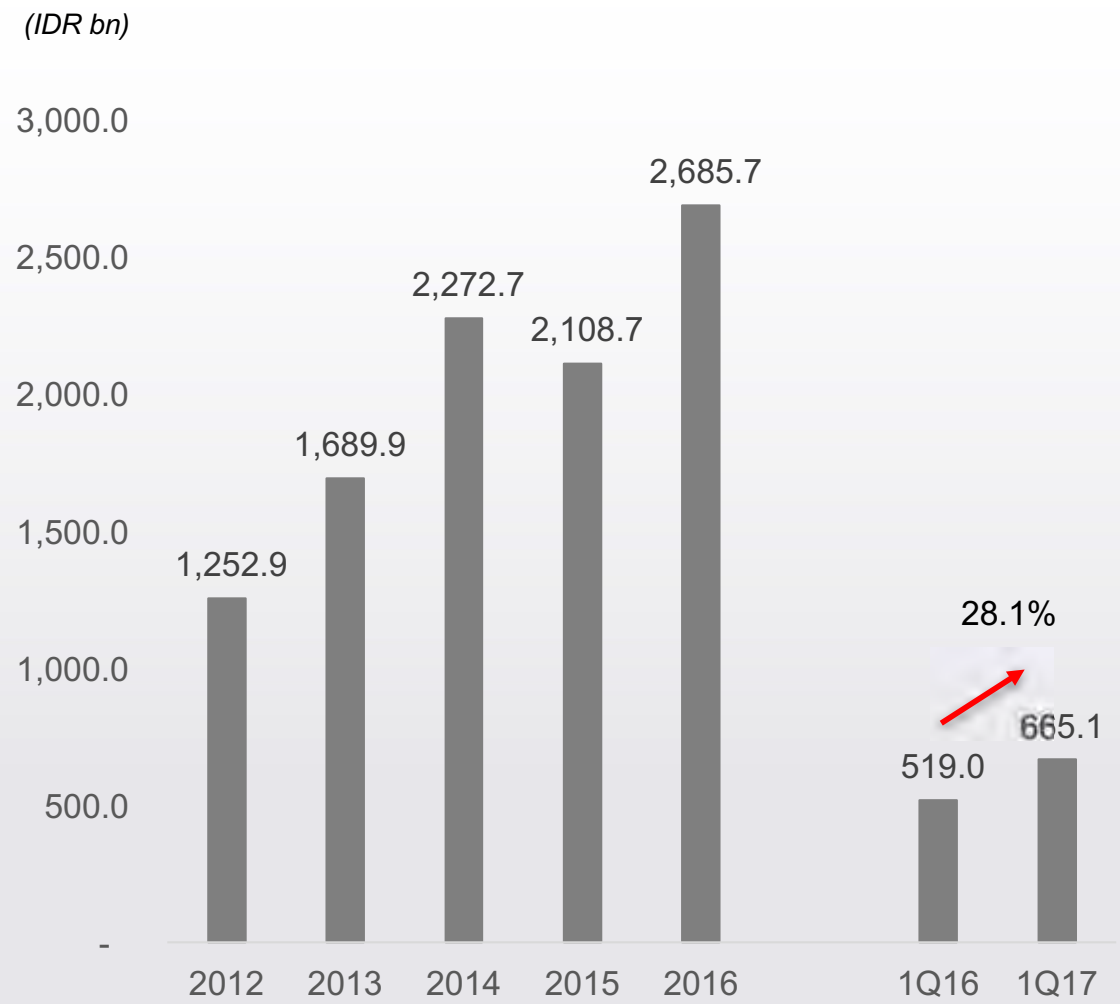


A graphic consisting of two overlapping red squares. The top-left square is slightly offset to the left and top, creating a shadow effect on the bottom-right square. The text 'OUR PERFORMANCE' is centered in white on the bottom-right square.

**OUR  
PERFORMANCE**



# VIVA was able to carry through strong 2016 revenue growth to 1Q2017 with growth of 28.1%



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

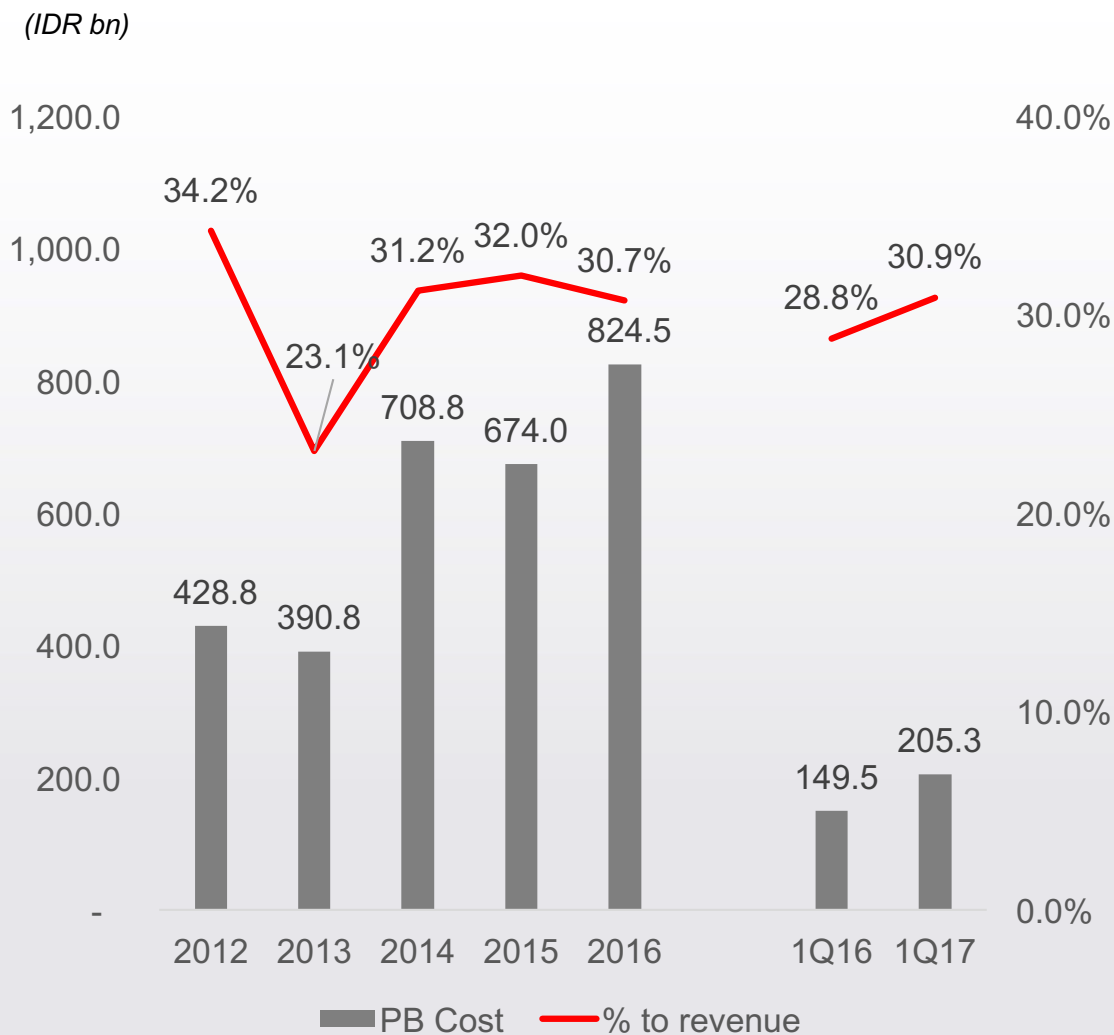
		1Q 2016	1Q 2017
ANTV	PT	36.6%	41.6%
	NPT	63.4%	58.4%
tvOne	PT	35.6%	34.6%
	NPT	64.4%	65.4%

## Gross Advertising by Sector

	1Q 2016	1Q 2017
F&B	42.4%	43.9%
Toiletries	15.9%	16.3%
Healthcare	13.5%	13.8%
Household	7.3%	5.4%
Telco	5.2%	7.2%
Tobacco	7.2%	2.8%
Automotive	1.2%	1.1%
Financials	0.7%	0.8%
Property	0.1%	0.2%
Others	6.5%	8.6%



# 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		
(%)	1Q 2016	1Q 2017
VIVA	28.8%	30.9%
MNCN	40.9%	39.8%
SCMA	36.1%	40.2%

Source: IDX, Audit Financial Report

PB Cost per Hour VIVA vs. Peers		
(IDR mn/hr)	1Q 2016	1Q 2017
VIVA	34.2	47.5
MNCN	72.0	74.2
SCMA	88.4	93.7

Source: IDX, Audit Financial Report

(IDR bn)	1Q 2016	1Q 2017	Y-o-Y (%)
<b>Revenue</b>	<b>519.0</b>	<b>665.1</b>	<b>28.1%</b>
PB Cost	149.5	205.3	37.3%
Op Expense	193.0	245.4	27.1%
Depreciation	25.1	24.3	-3.0%
<b>EBITDA</b>	<b>176.5</b>	<b>214.5</b>	<b>21.5%</b>
<i>EBITDA Margin (%)</i>	<i>34.0%</i>	<i>32.2%</i>	
<b>Net Income (Loss)</b>	<b>94.6</b>	<b>32.4</b>	<b>-65.7%</b>
<i>Net Margin (%)</i>	<i>18.2%</i>	<i>4.9%</i>	

(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



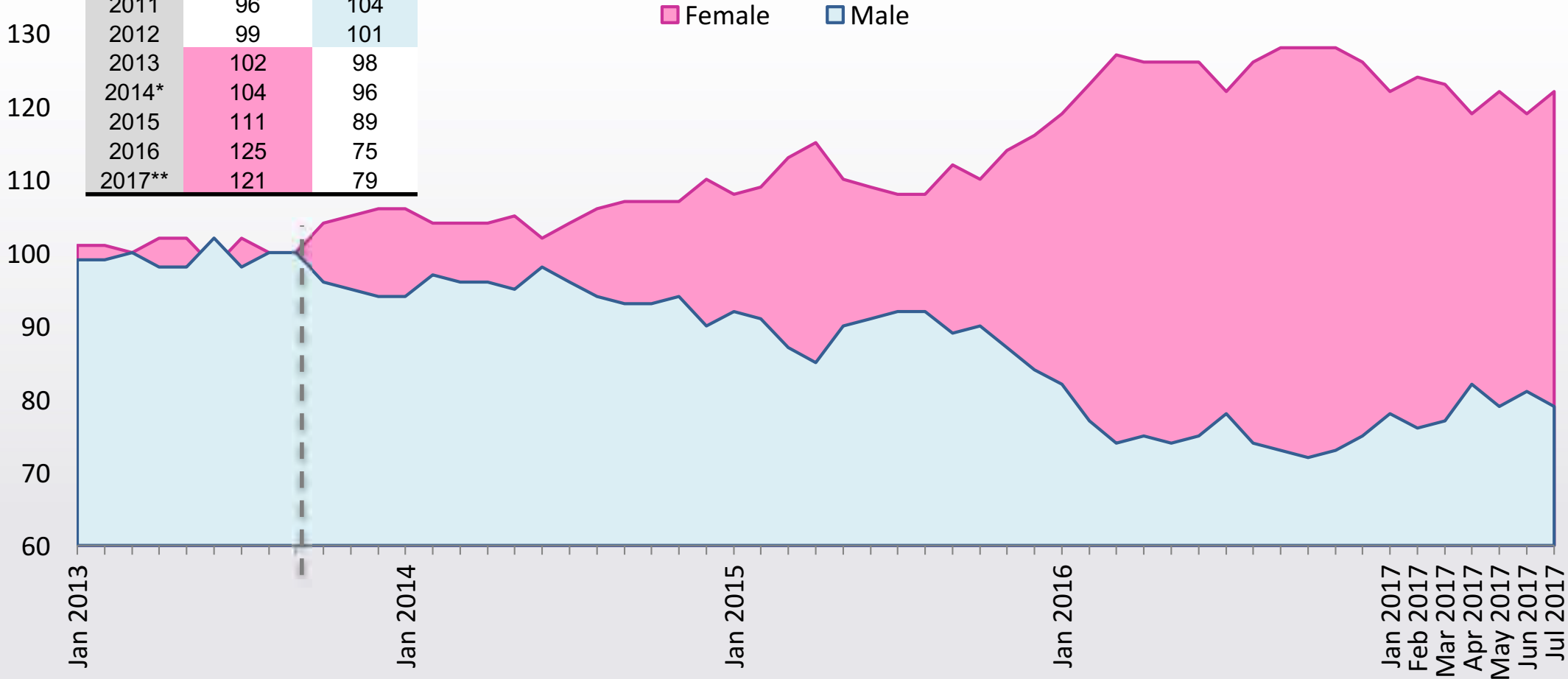
The logo consists of a large, solid red square. Overlaid on this square are two smaller, semi-transparent red squares. One is positioned in the top-left corner, and the other is in the bottom-right corner. The overlapping areas create a darker shade of red. The text 'ANTV' is centered within the main red square.

**ANTV**

# ANTV dominant with the female audience

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

INDEX		
Year	Female	Male
2010	95	105
2011	96	104
2012	99	101
2013	102	98
2014*	104	96
2015	111	89
2016	125	75
2017**	121	79



Source: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 31 Jul 2017

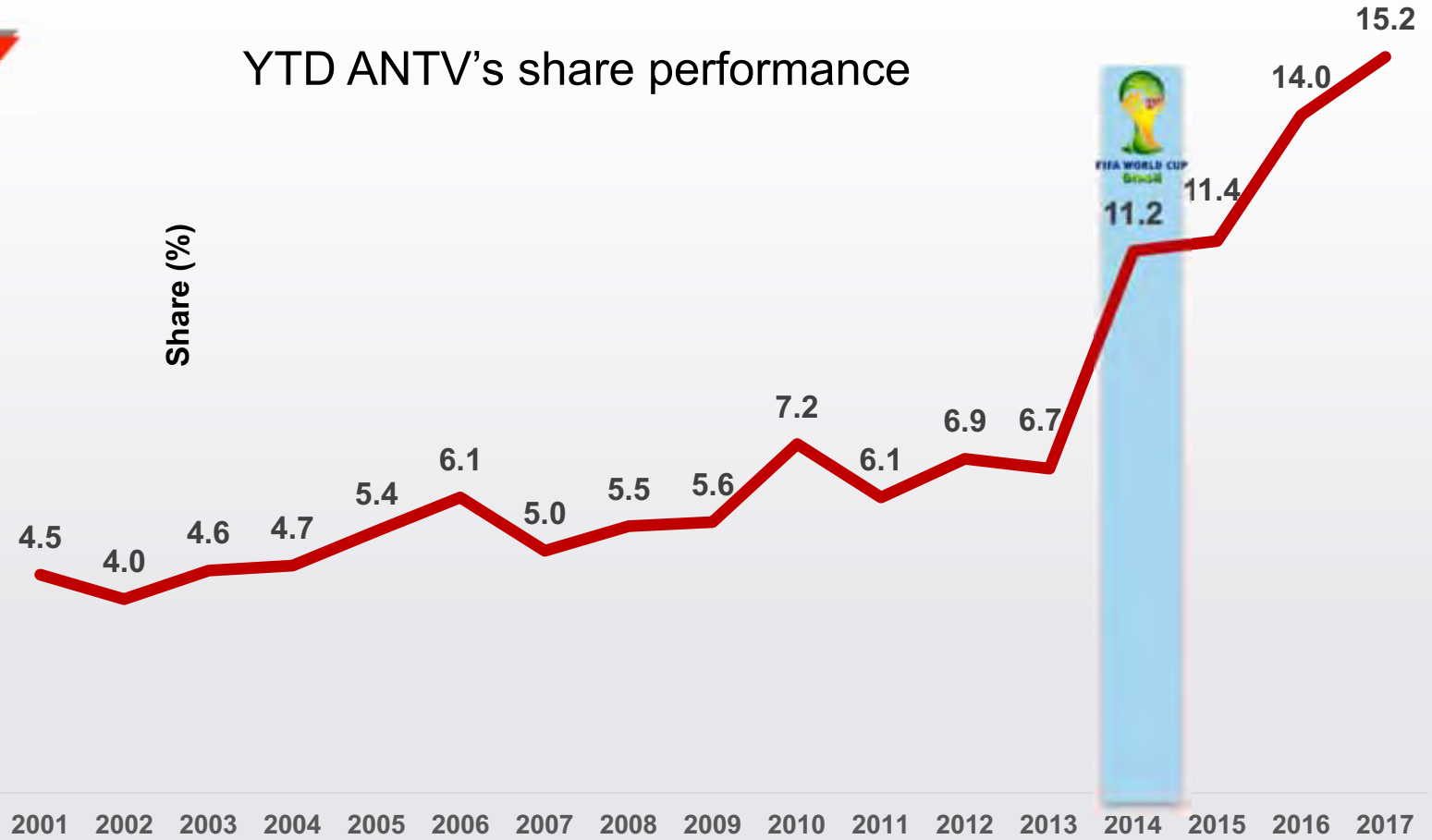
\*) without World Cup 2014, \*\*) 1 Jan 2017 – 31 Jul 2017



# 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		2.0	15.8
<b>ANTV</b>		<b>1.9</b>	<b>15.2</b>
SCTV		1.7	13.6
IVM		1.3	10.7
MNCTV		1.2	9.7
TRANS7		0.9	6.8
TRANS		0.7	5.7
GTV		0.7	5.4
NET		0.5	3.7
TVONE		0.5	3.6
RTV		0.3	2.6
METRO		0.2	1.7
INEWSTV		0.2	1.5
KOMPASTV		0.2	1.4

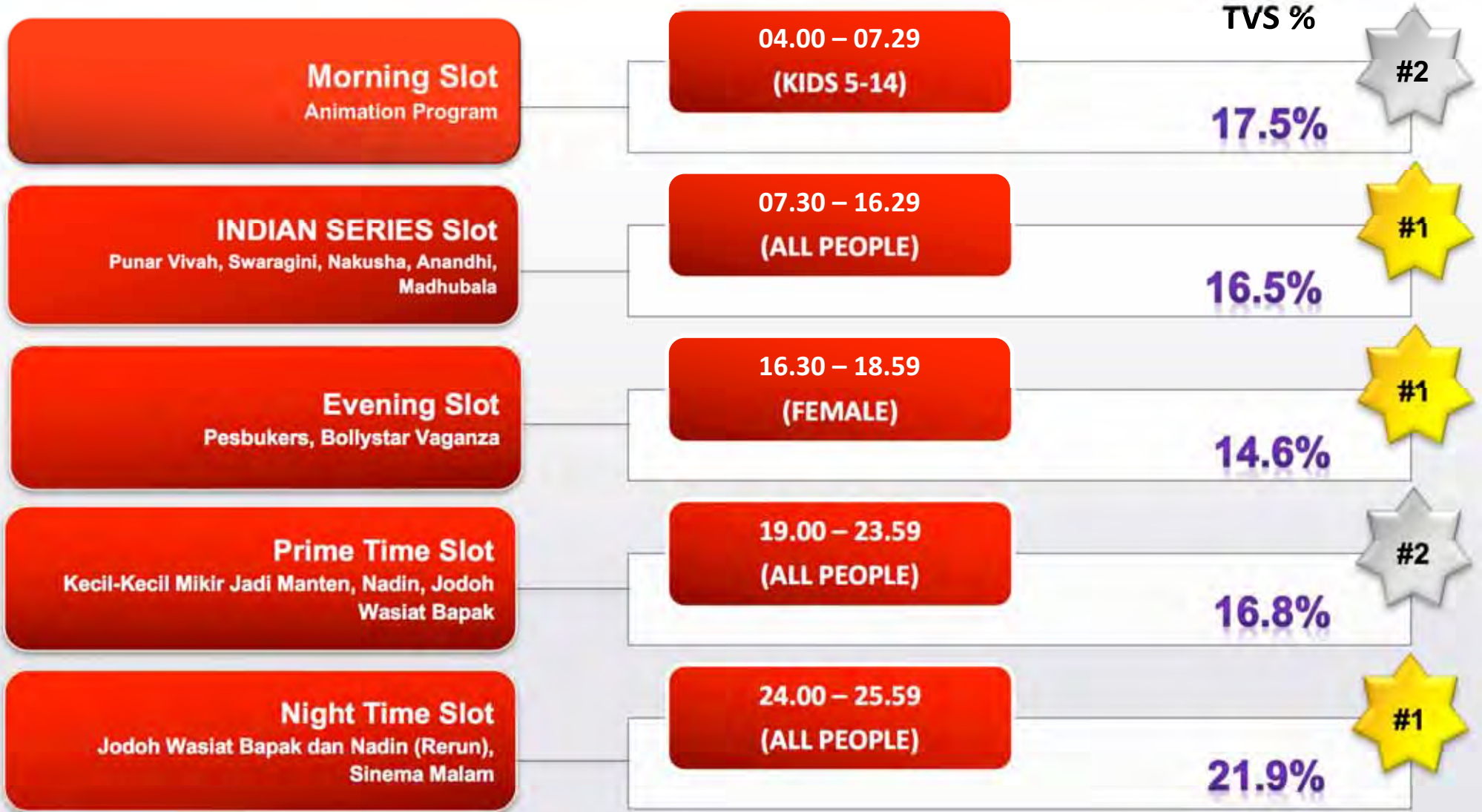
YTD ANTV's share performance



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



# At ANTV we treat every daypart as a Prime Time



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Source: AGB Nielsen Media Research, 11 Cities, 12 – 31 Jul 2017. All People





**DRAMA SERIES PROGRAMS**



**ENTERTAINMENT PROGRAMS**



**MORNING CINEMA**



**NEWS & SPORT PROGRAMS**

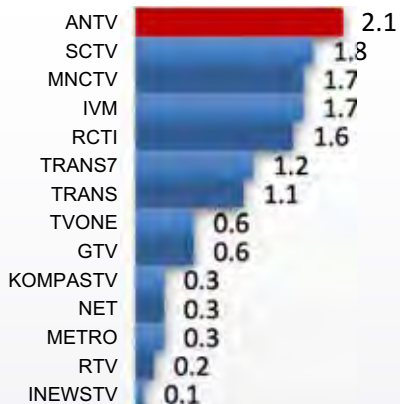




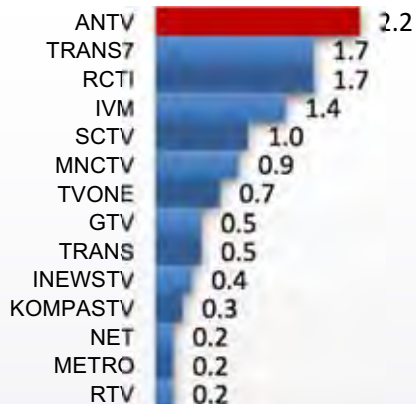


# Bringing the stars closer to the audience develops brand loyalty

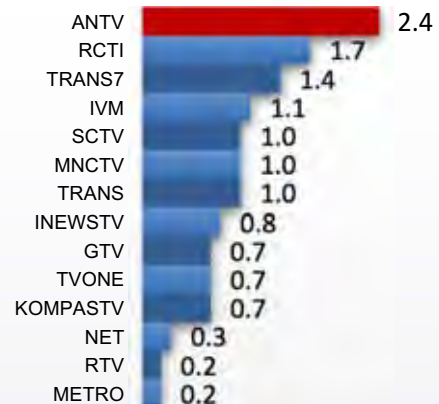
### Meet & Greet Veera (All People)



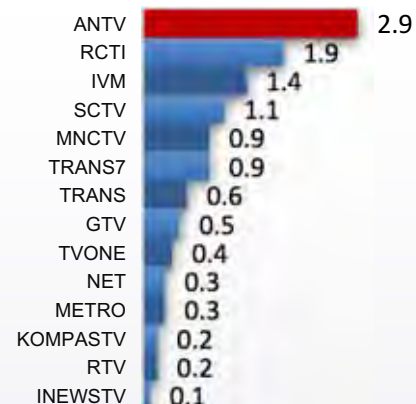
### Ketemu Uttaran (All People)



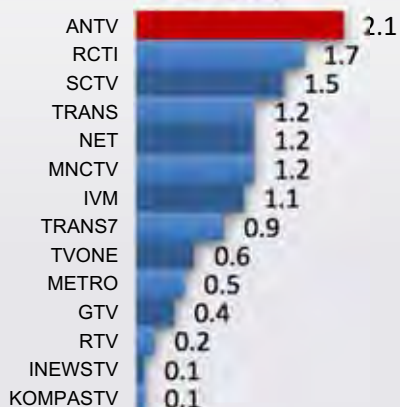
### Meet & Greet Lonceng Cinta (All People)



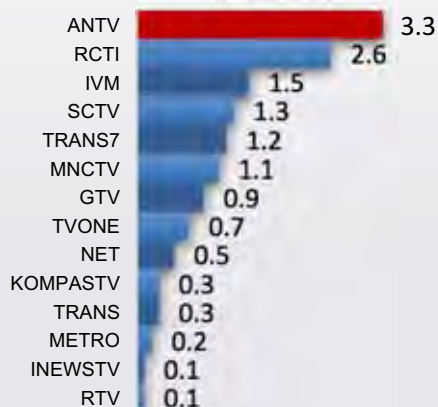
### Meet & Greet Thapki (All People)



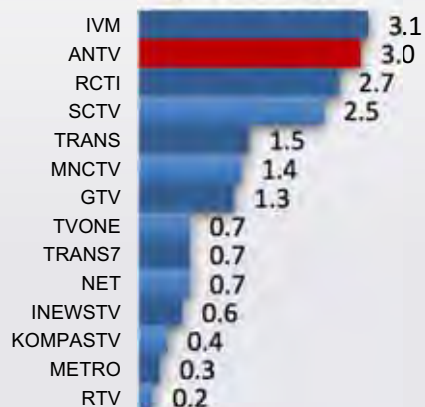
### Meet & Greet Baalveer (All People)



### Meet & Greet Gopi (Female)



### Rahasia Hati Cansu & Hazal (F 25+ Upper)



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# 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



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**MAHACINTA SHOW**



**MAHABHARATA SHOW**



**ASHOKA SHOW**



**1001 KISAH**

[WWW.AN.TV](http://WWW.AN.TV)



**ROMANSA CINTA UTTARAN**



**INDONESIA KEREN**

[ANTVLOVERS](#) [@WRATTONANTV](#) [ANTYKEREN](#) [ANTV PROGRAM](#)





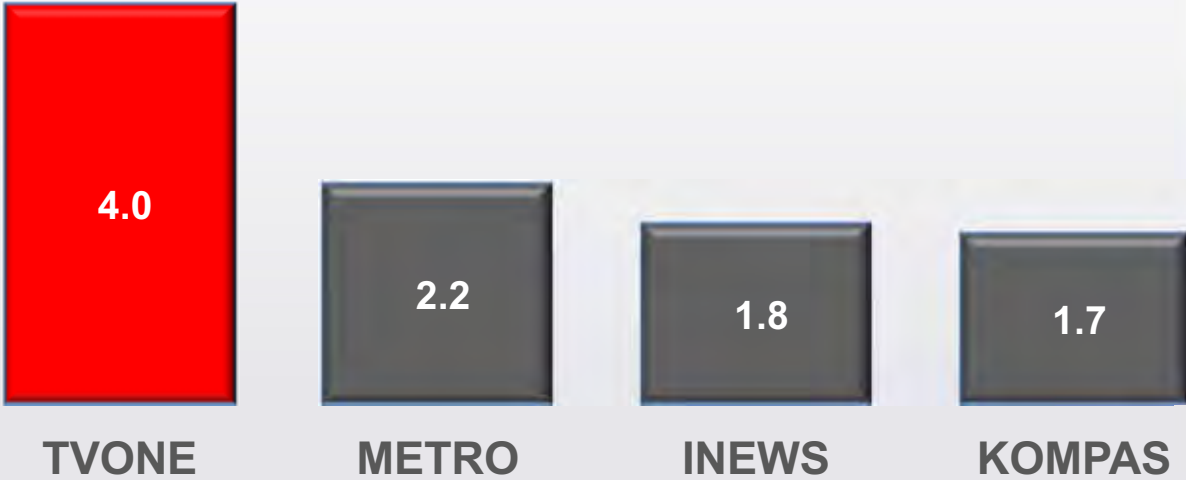


**TVONE**



## NEWS TV AUDIENCE SHARE

Jan-Jul 2017 ; TA 15+UM1, 11 Cities



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



# tvOne #1 for Breaking News "Always"

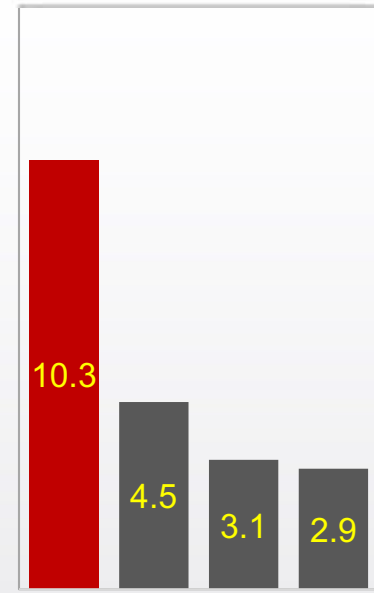
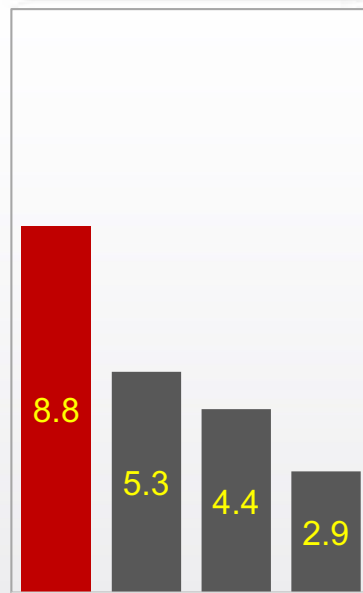
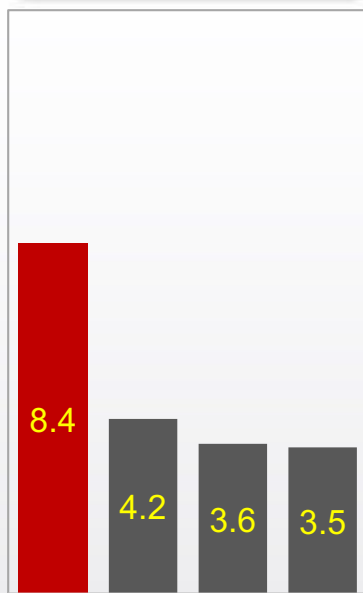
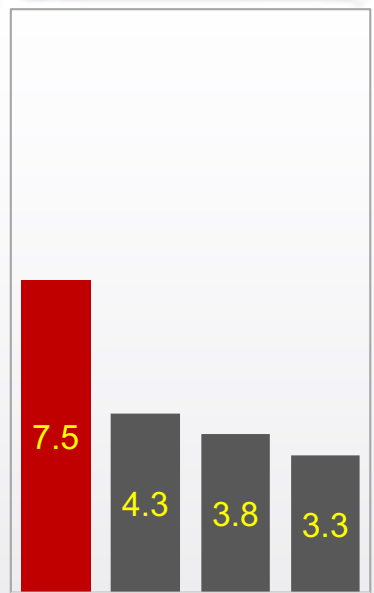
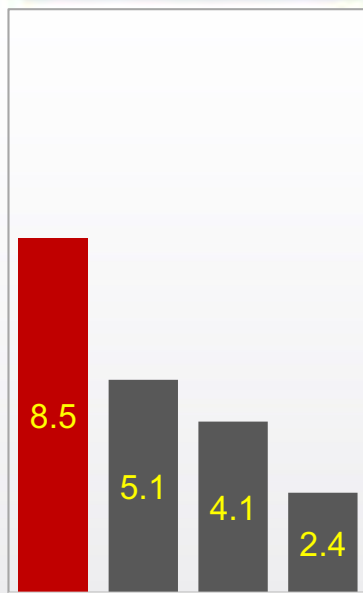
Ahok Trial Special News  
3 Jan '17 08:30-09:30

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



TVONE METRO INEWS KOMPAS

TVONE METRO INEWS KOMPAS

TVONE METRO KOMPAS INEWS

TVONE METRO INEWS KOMPAS

TVONE METRO KOMPAS INEWS



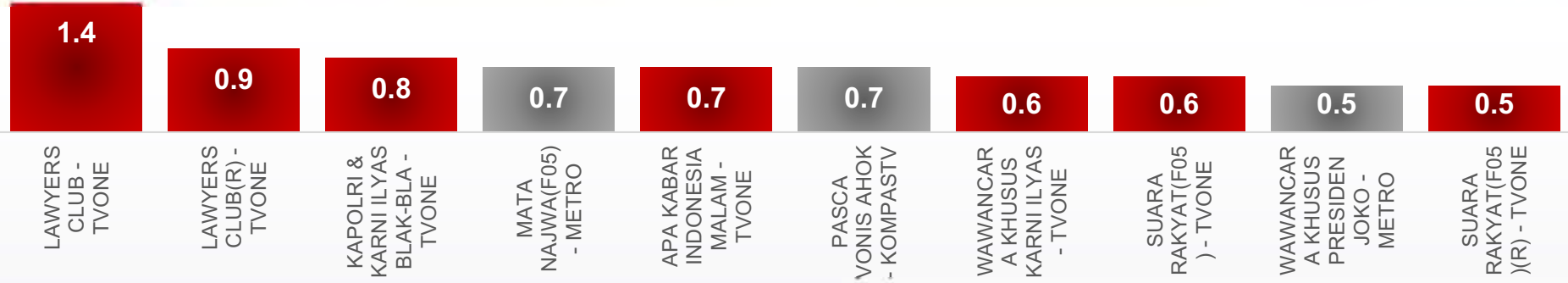
Sumber: Nielsen - 11 Cities; Share; 15+ UpperMiddle1

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Source: Nielsen; 11 Cities; 15+ Upper Middle 1; 1 Jan—31 Jul 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 membahas permasalahan 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 meronjatkan.

**SETIAP SELASA  
PKL. 19.30 WIB**

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## TOP WORLD BOXING LIVE 2016 (AUDIENCE SHARE)



Mosley vs Avanesyan  
29/05/2016

Garcia vs Guerrero  
24/01/2016

Wilder vs Szpilka  
17/01/2016

Ward vs Barrera  
27/03/2016

Pacquiao vs Vargas  
06/11/2016



## ONE PRIDE MMA (MILLION REACH)



One Pride Audition



Season 1 Season 2

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



# Domestic soccer league 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 107 Mio Monthly (avg) Pageviews and 14 Mio Monthly (avg) Unique Visitors



**02:49**  
average time/  
visit

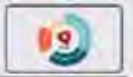


**2.90**  
Page views/  
visit



**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 July 2017

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-  **78.6 K** likes
-  **538.9K** followers
-  **117.8 K** subscribers
-  **3.9 M** followers
-  **890 K** followers
-  **3.4 K** followers
-  **11.2K** followers



-  **831.0 K** likes
-  **76.7 K** subscribers
-  **9.0 M** followers
-  **137.7 K** followers



-  **5.7 M** likes
-  **1.5 M** followers
-  **21.8 K** subscribers
-  **5.8 M** followers
-  **108.0 K** followers
-  **1.2 K** subscribers

\*All Social Media Data as of 31 July 2017





# Launching new channels and microsites constantly evolving

viva.co.id

Web Platform



Mobile Web Platform



Mobile Application



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Thank you

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

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A graphic consisting of several overlapping red squares of varying shades, creating a layered effect. The word "APPENDIX" is written in white, bold, uppercase letters across the center of the composition.

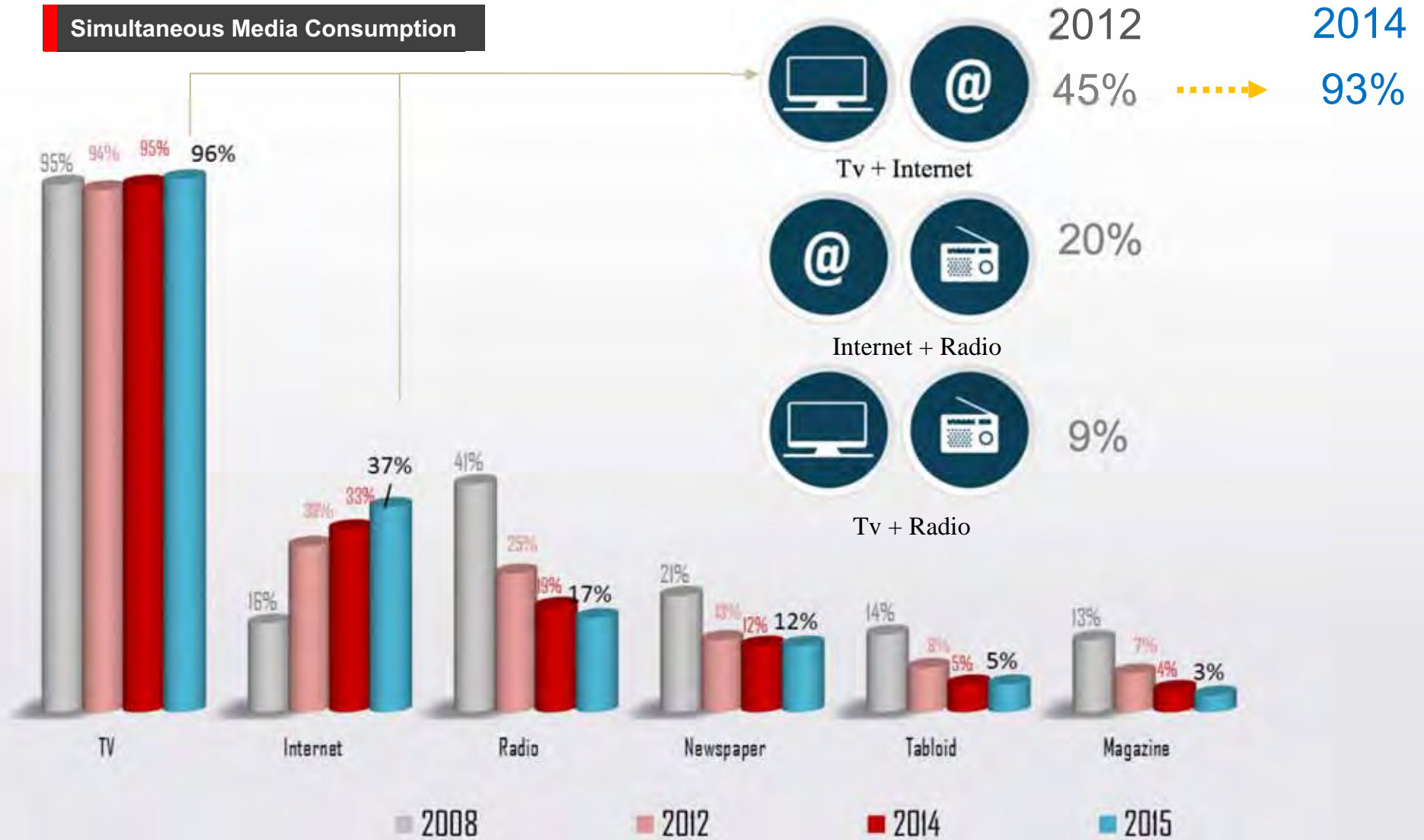
# APPENDIX

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

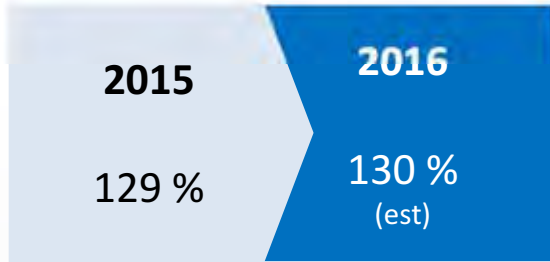


## Simultaneous Media Consumption

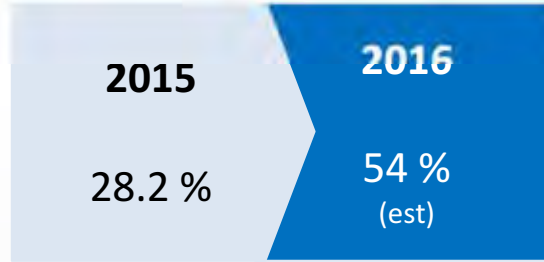




# Indonesia is the sleeping giant for digital media!



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