




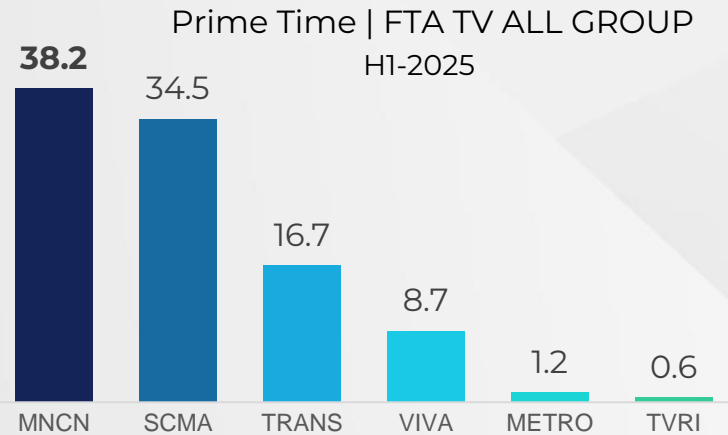
Corporate Update

AUGUST 2025

 Listed and traded on the Indonesia Stock Exchange | STOCK CODE: MNCN



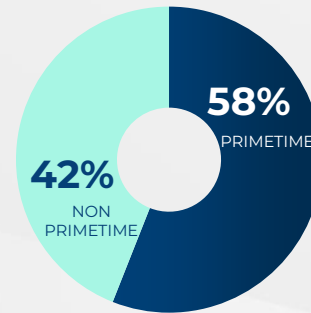
AUDIENCE SHARE



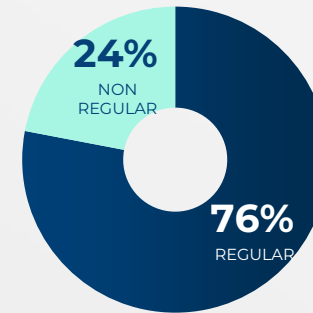
Source: Nielsen

REVENUE CONTRIBUTION

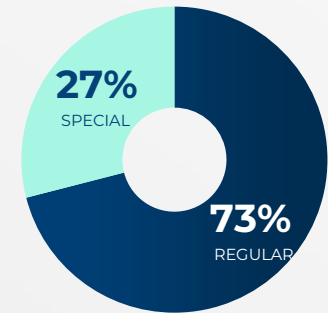
H1-2025



By Daypart



By Ads Type



By Program

CONTENT PRODUCTION

Digital & Non Digital Content



Content Library

>300K

Hours



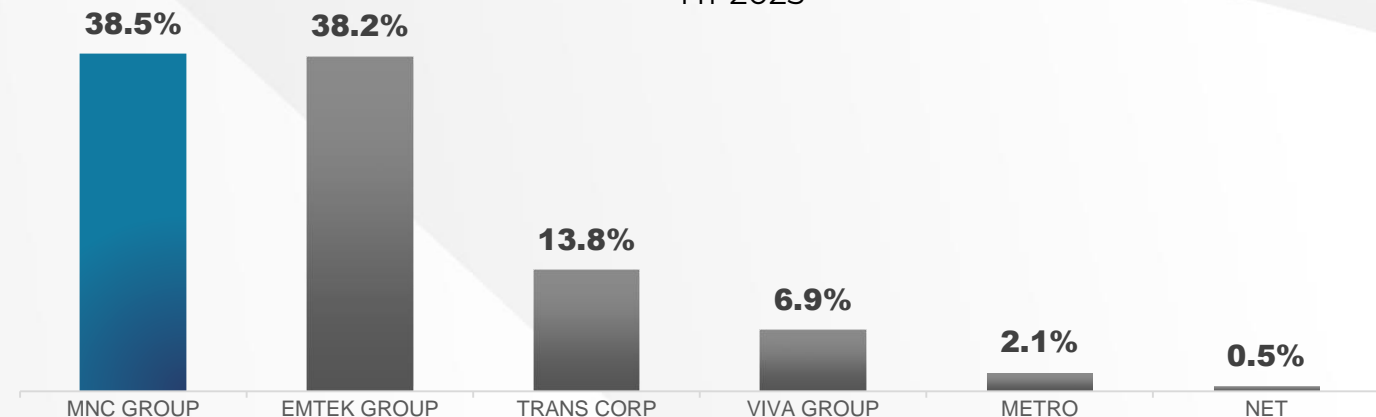
Fresh Production

+20KHrs

Annually

AD SPEND SHARE BY MEDIA GROUP

H1-2025



Source : Marketing Corporate Analyst Data Source – incl Digital Ad Spend (Report Adex Nett Assumption), Periode 2025

iNews MEDIA GROUP



*as of July 2025

#1 CONTENT PRODUCTION & LIBRARY IN INDONESIA

TALENT SEARCH

#1 Production Output
Performance **3 of 5**
Top Program

DRAMAS

#1 Production Output
Performance **4 of 5**
Top Program

ANIMATIONS

#1 Production Output
#1 Animation Program
65 Countries

ORIGINALS AND MICRO DRAMA



SPECIAL PROGRAMS

#1 Production Output
Performance **3 of 5**
Top Program

REALITY PROGRAMS

#1 Production Output
Performance **2 of 4**
Top Program

INFOTAINMENT

#1 Production Output

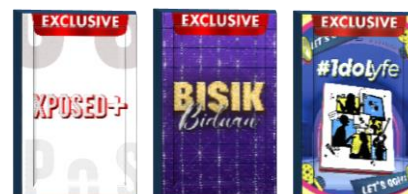
BOX OFFICE MOVIE



DRAMA SERIES



R+ ORIGINALS



MICRO DRAMA



V+ ORIGINALS



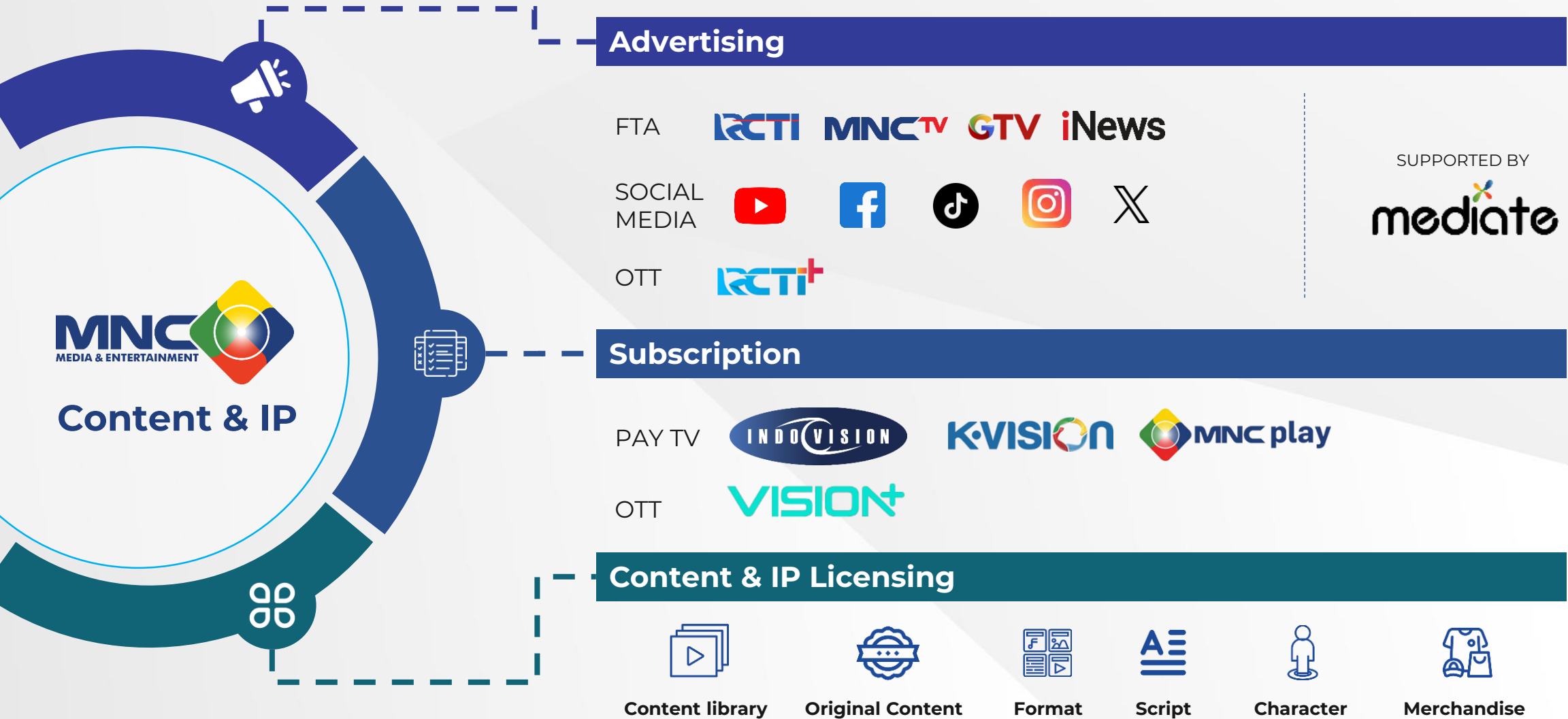
ANIMATION



REALITY SHOW



MOST COMPREHENSIVE CONTENT, CHANNELS, & IP MONETIZATION WITH 4 IN 1 CONCEPT





21 ha

Located only 45 minutes from Jakarta with its direct toll road access & exit, Movieland allows a more productive & efficient content production.

SPEED & QUALITY

Movieland streamlines film and TV series production across all stages, from pre-production to post-production, with every process managed in one unified and controlled environment.

**Cost
Savings**

20%

**Production
Quantity**

as per Q2-2025

1,200+ Episodes

Backlot & Facades



THE LARGEST MCN AND DIGITAL MARKETING

500-700

Daily Social Media Uploads*

1.5 Billion

Views Per Month

200+

Influencers

Monetization Schemes



Ads Sense



Digital Marketing

Performance Highlights



ALL GROUP's MCN

259M subs
136B views



ALL MCN STARHITS

155M subs
74.2B views



TOTAL IG FOLLOWERS

80+M followers



196 TIKTOK'S ACCOUNT

271M followers



MCN @ FACEBOOK

71.9M followers
9.6B views



Top 5 MCN Channels



RCTI Layar
Drama
Indonesia



MNC TV
Official



Official
iNews



RCTI Mega
Entertainment



HITS
Record

END TO END TALENT SOURCING & POOL MANAGEMENT

TALENT AGENCY

Official Talent Management



400+ Artist



Manages Talent to Perform On Air – Off Air – Digital

10 years Contract

MUSIC LABEL & PUBLISHING

Music Labels & Publishing

HITSRECORDS



starcipta
musikindo

Music Labels Consisting of

177
Music Artists

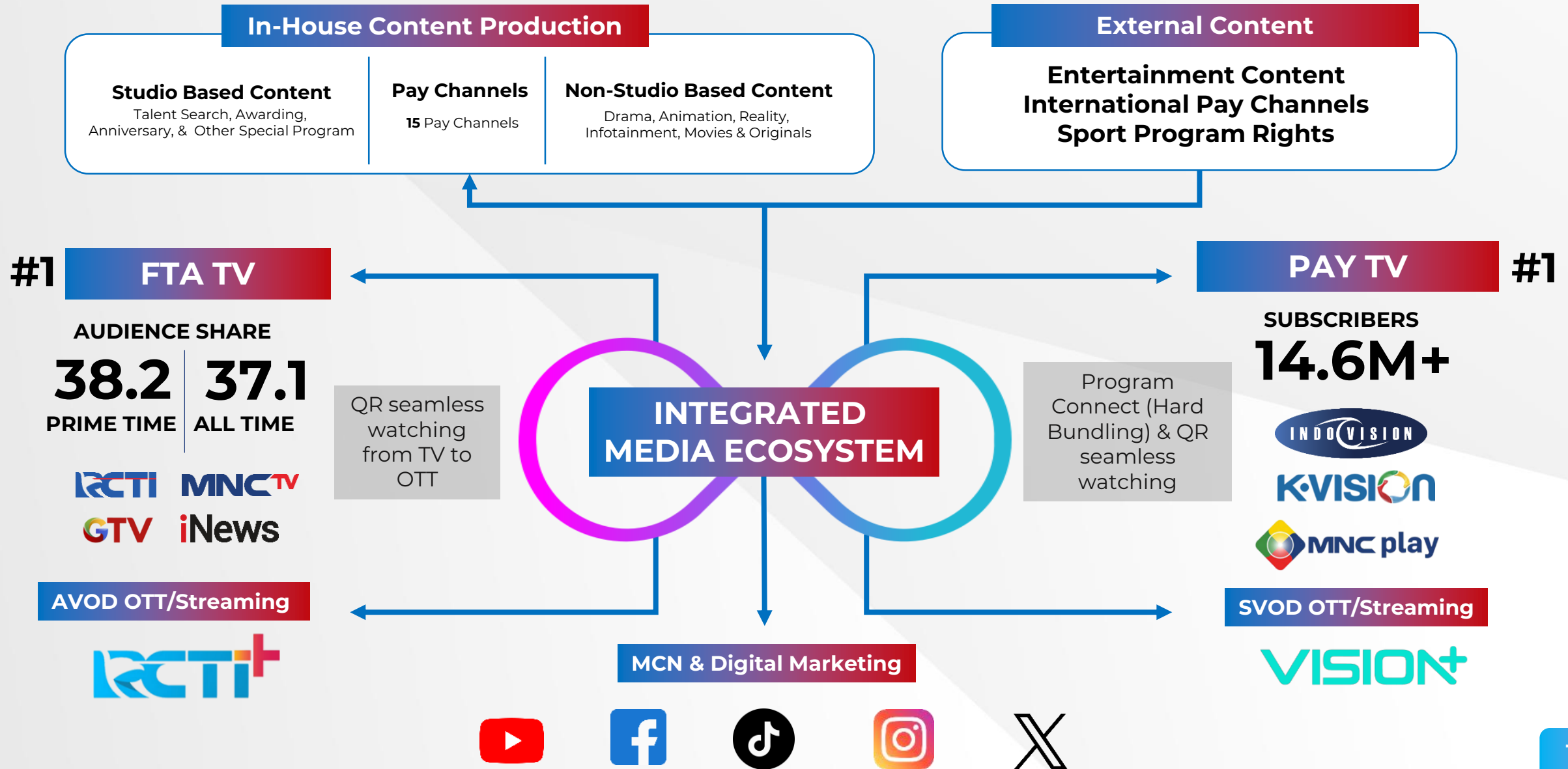
650+
Songs

Operates as music publisher
with **163 Song Writers**
and **370 Compositions**

Official Partners



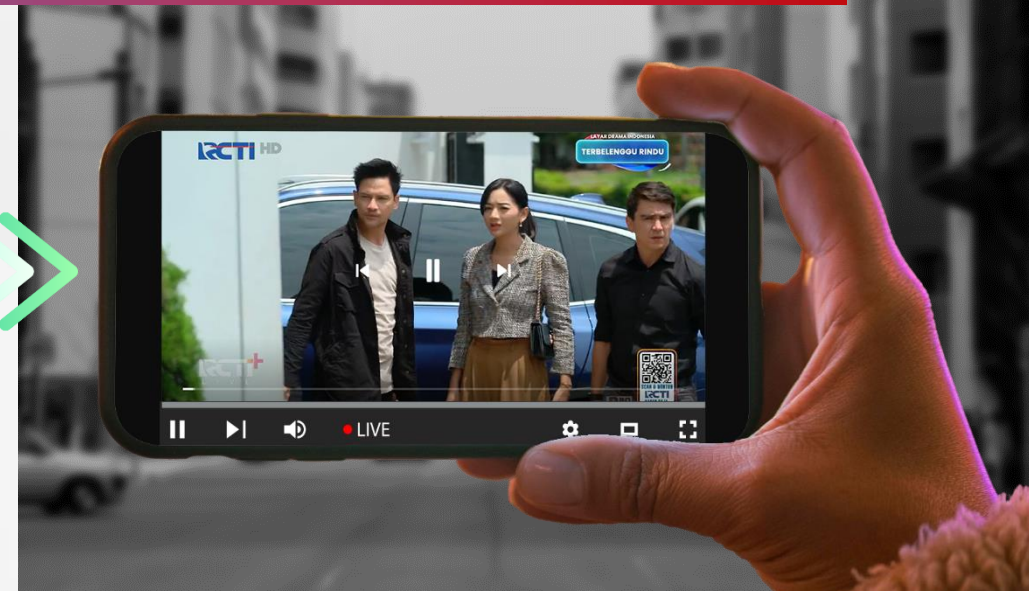
MNC MEDIA PLATFORM & CONTENT IN AN INTEGRATED ECOSYSTEM



PATENTED QR CODE TECHNOLOGY

Enable users to **transition** from **non-digital (FTA & Pay TV) to digital platform**

Scan QR Code from TV



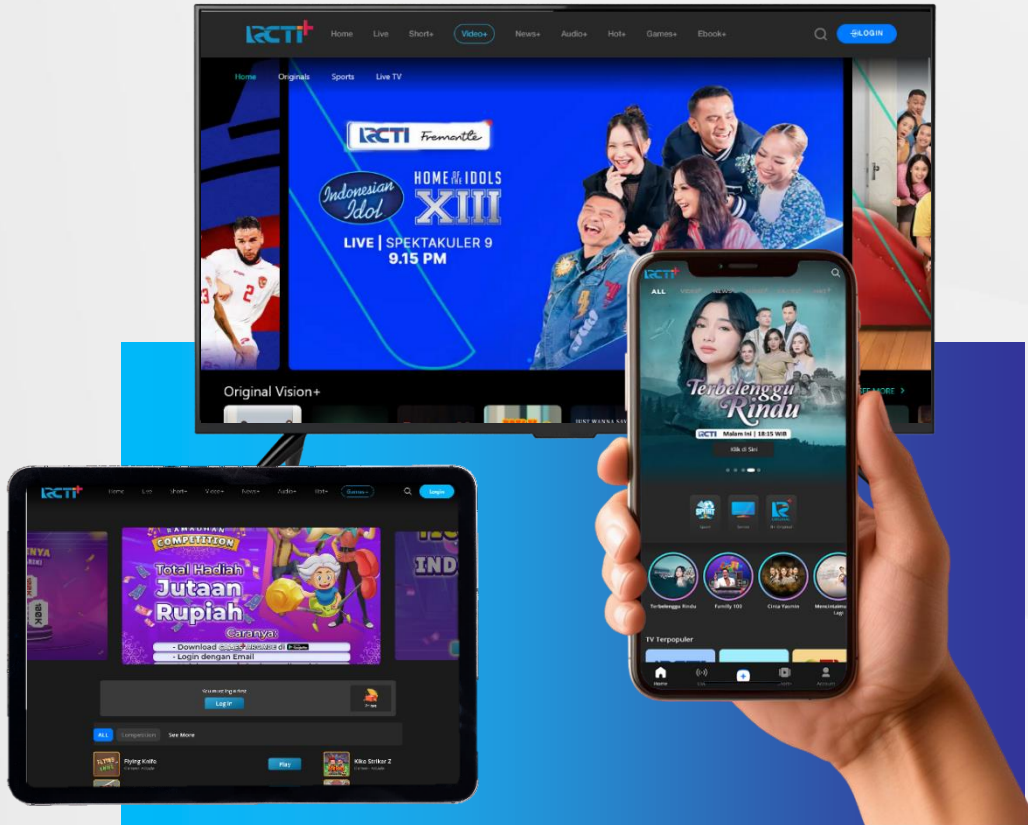
Move Seamlessly
to RCTI+ & Vision+

RCTI+ **VISION+**

AVOD SUPERAPP – RCTI+



- AVOD Superapp with the most content category offerings, comprising of Video, News, Audio, Games, UGC, and Digital Book
- RCTI+ is the only AVOD OTT streaming service that offers Indonesia's four most-watched FTA channels (RCTI, GTV, MNCTV, and iNews), along with exclusive original content and micro-dramas.
- News+: Equipped with smart audio news & article reading feature.
- Creation of independent (standalone) advertising inventory on top of ads bundle from MNC Media's 4 FTA TV to drive incremental ads revenue.



VIDEO+

NEWS+

AUDIO+

GAMES+

HOT+

EBOOK+

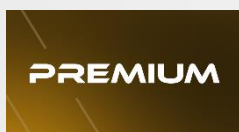
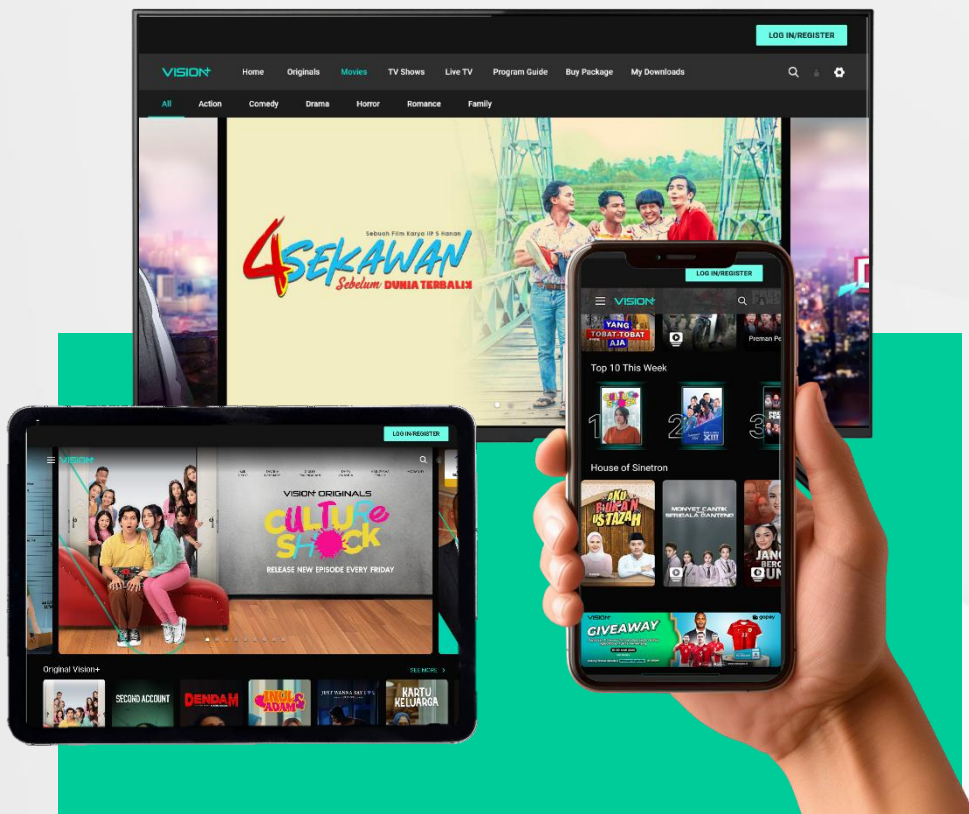
SVOD SUPERAPP – VISION+



VISION+

Premium SVOD OTT Platform with the Most Diverse & Exclusive Lineup

- Exclusive Sports Hub: AFF, AFC, and UEFA Euro Cup rights secured through 2028.
- Award-Winning Originals: Home to acclaimed Vision+ Originals and hit short series.
- Box Office Library: Top local & global blockbuster films across genres.
- Kids & Family: Rich catalogue of animation and live-action for children.
- Unmatched Content Access: 35,000+ VOD hours & 110+ linear channels with catch-up.
- Exponential Growth: 5x transaction surge in 2024—from 1.1M to 5.4M YoY.



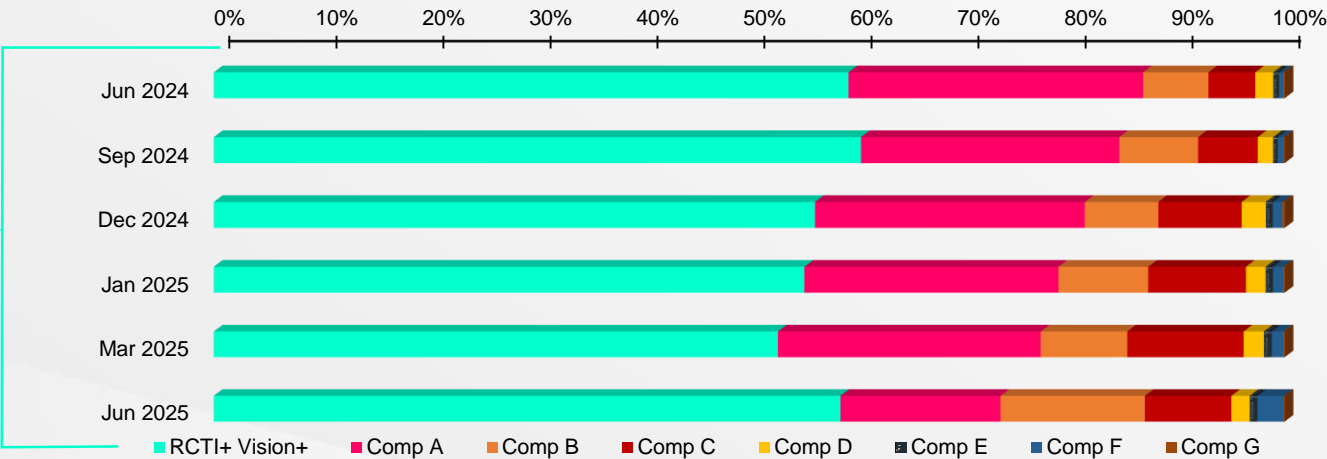
#1 OTT STREAMING IN INDONESIA



CONSISTENTLY #1 SPOT



Comscore Ranking
Video Streaming Platform (Indonesia)



CONTENT PACKAGE PLANS

PREMIUM

PREMIUM SPORTS

PREMIUM MOVIES

PREMIUM KIDS

beIN SPORTS

UPIN & IPIN

PREMIUM ULTIMATE

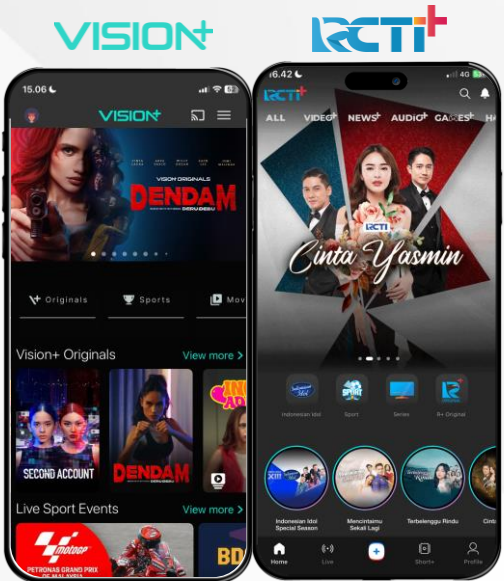
Combo VIU+ V+

CONTENT VOD LIBRARY

TOTAL PLAYS

35,956 Hours

2.190 Billion



TOTAL MAU 110M | PAID SUBS 4.1M

CONTENT PILLAR

Video+
Video Streaming

News+
General & News Portal

Hot+
UGC Content

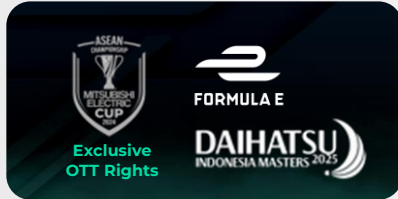
Audio+
Digital Audio Streaming

Games+
Variety of Games Choices

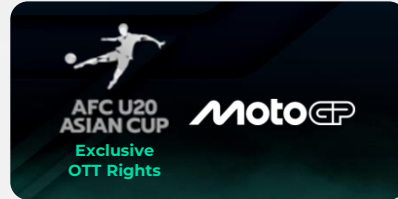
Ebook+
Digital Book

+ SPORTS CONTENT CALENDAR 2025

January



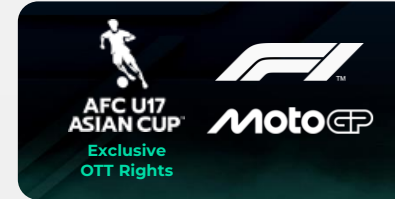
February



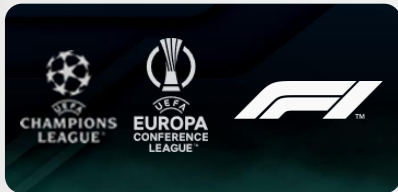
March



April



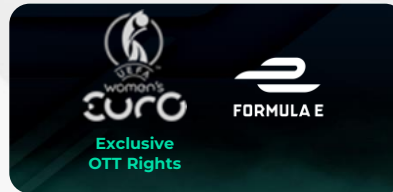
May



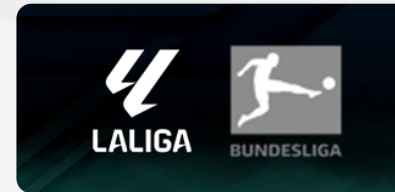
June



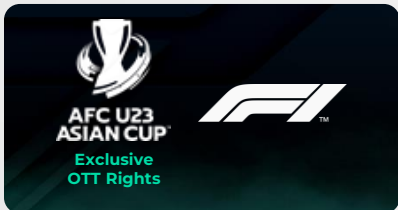
July



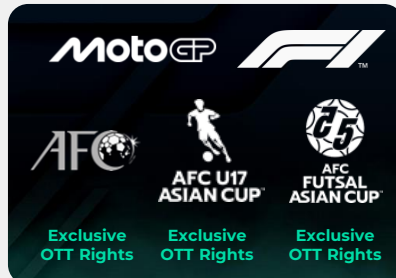
August



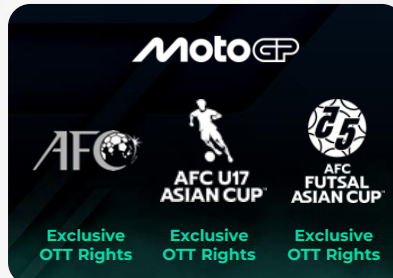
September



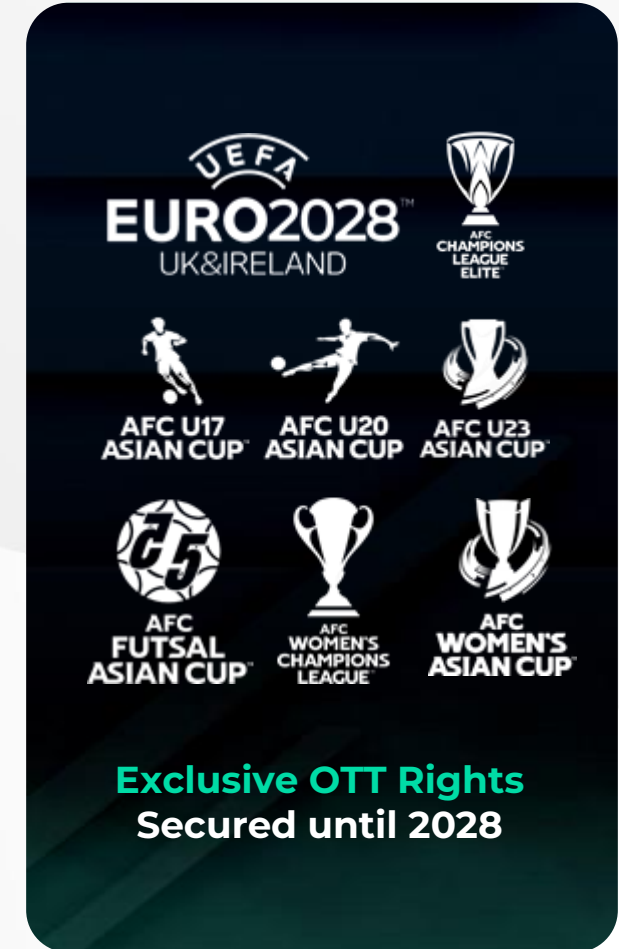
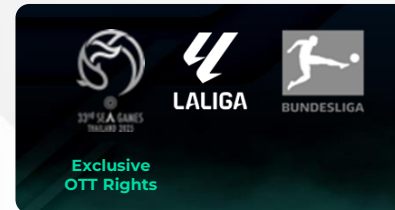
October



November



December



Consolidated Income Statement (in million IDR)	Actual		Var
	H1-2025	H1-2024	YoY
Revenues	4,125,324	4,345,886	-5%
Advertisement	2,797,443	3,374,744	-17%
Ads Related	1,437,745	1,383,089	4%
Non-Digital Advertising	1,359,698	1,991,655	-32%
Content and IP	1,020,047	978,948	4%
Subscription	398,039	319,710	25%
Others	48,112	49,914	-4%
(Elimination)	(138,317)	(377,430)	-63%
Direct Cost *)	1,992,726	2,019,335	-1%
Depreciation & amortization	188,558	184,008	2%
Gross Profit	1,944,040	2,142,543	-9%
<i>Gross Profit Margin</i>	47%	49%	
General and Administrative Expenses *)	822,653	793,692	4%
Depreciation & amortization	214,699	198,979	8%
EBITDA	1,309,945	1,532,859	-15%
<i>EBITDA margin</i>	32%	35%	
Net Income (Loss)	718,238	883,314	-19%
<i>Net Income Margin</i>	17%	20%	

*) : Excluding depreciation and amortization

FINANCIAL RESULTS: MNCN (FY-2024)

Income Statements (in Million IDR)	Actual		Var
	YTD 2024	YTD 2023	YoY
In IDR mio	7,953,813	7,783,252	2%
Advertisement	5,836,420	6,633,101	-12%
Digital	2,662,686	2,555,106	4%
Non-digital	3,173,734	4,077,995	-22%
Content and IP	1,765,117	1,279,738	38%
Subscription	714,811	498,013	44%
Others	119,070	137,107	-13%
(Elimination)	(481,606)	(764,706)	-37%
Direct Cost *)	3,929,468	3,782,220	4%
Depreciation and amortization	365,798	387,573	-6%
Gross profit	3,658,546	3,613,459	1%
Gross profit margin	46%	46%	
General & Administrative expense *)	1,635,020	1,675,027	-2%
Depreciation and amortization	417,676	437,517	-5%
EBITDA	2,389,324	2,326,006	3%
EBITDA Margin	30%	30%	
Net Income	1,141,475	1,091,546	5%
Net income margin	14%	14%	

*) : excluding depreciation and amortization



Thank You