




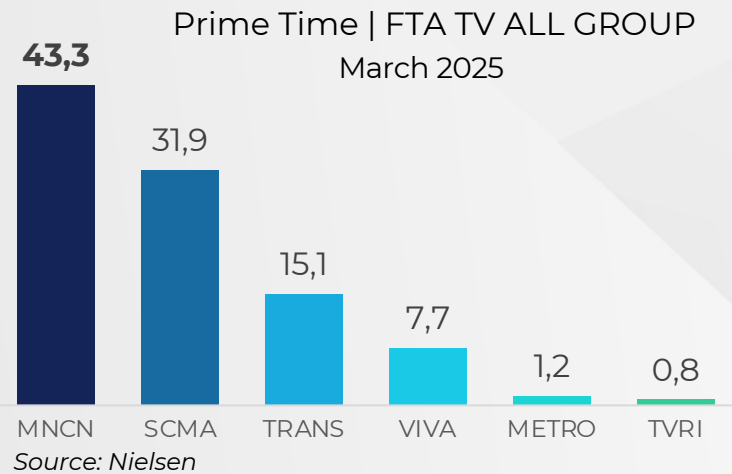
Corporate Update

May 2025

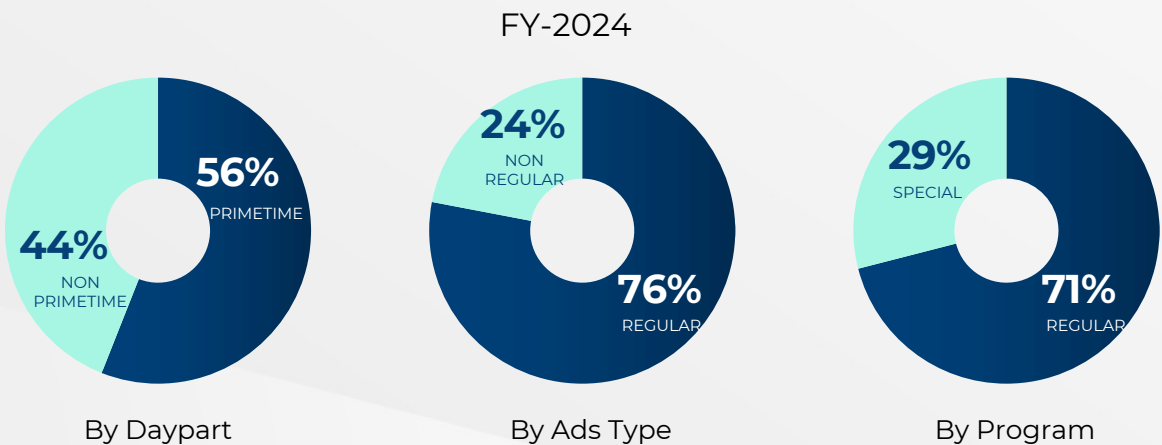
 Listed and traded on the Indonesia Stock Exchange | STOCK CODE: MNCN



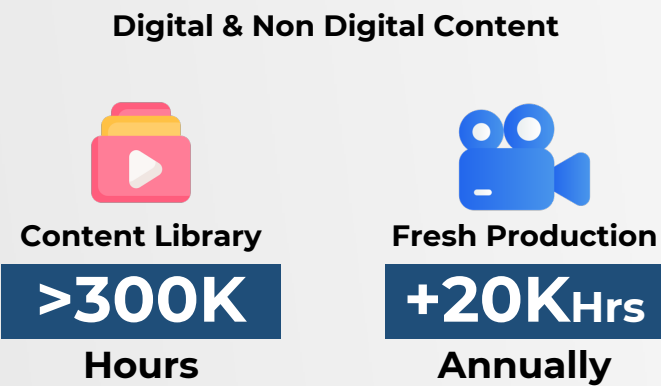
AUDIENCE SHARE



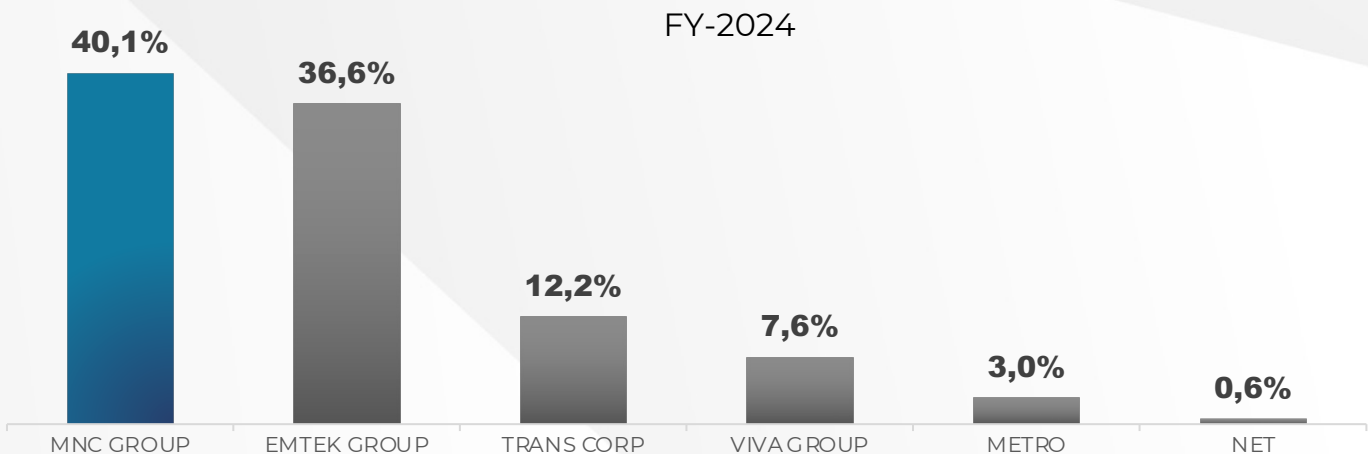
REVENUE CONTRIBUTION



CONTENT PRODUCTION



AD SPEND SHARE BY MEDIA GROUP



Source : Marketing Corporate Analyst Data Source – incl Digital Ad Spend (Report Adex Nett Assumption), Periode 2024

iNews MEDIA GROUP



*as of April 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

SHORT SERIES



BOX OFFICE MOVIE



SPECIAL PROGRAMS

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

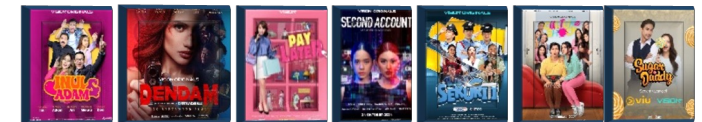
REALITY PROGRAMS

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

INFOTAINMENT

#1 Production Output

ORIGINALS



Total
Audience Share
43.8%

Performance
10 of 20
Top Channels

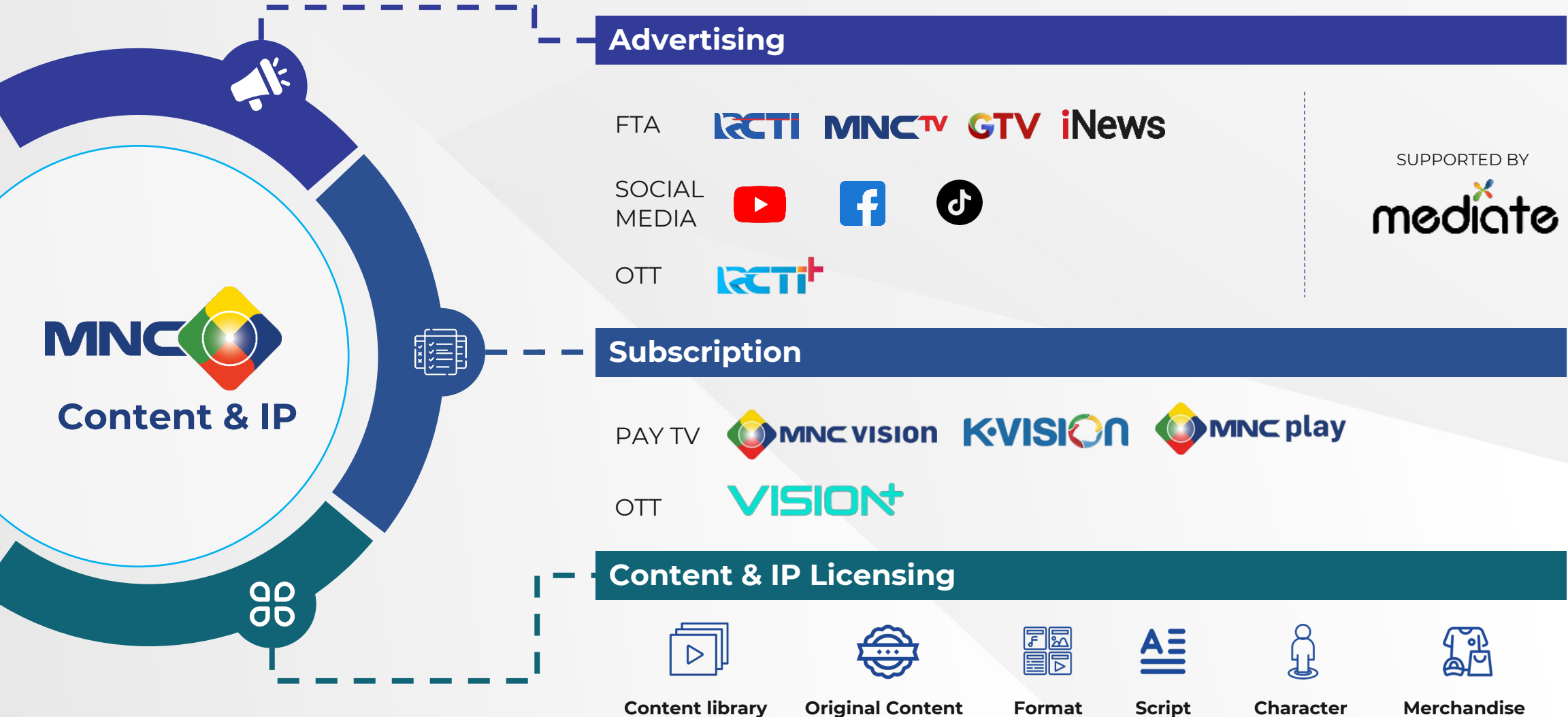


sportstars sportstars2 sportstars3 sportstars4



And Many More

MOST COMPREHENSIVE CONTENT, CHANNELS, & IP MONETIZATION





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 Q1-2025

1,000+ Episodes

Backlot & Facades



END TO END TALENT SOURCING & POOL MANAGEMENT

TALENT MANAGEMENT

- Talent Search
- MNC Production
- Organic

400+ Artist



**Manages Talent to Perform
On Air – Off Air – Digital
(Group or Non Group)
10 years Contract**

MULTI CHANNEL NETWORK

- **200+ Influencers**
- **MNC Group Social Media Channels**







Highest Traffic Generator
Consistently Generates

1.5 Billion
Views/month

500-700
Daily Social Media Upload
from Content Library and
Original Production

MCN

Content Creator & MNC Group

 ALL GROUP 261M subs 127B views	 ALL MCN STARHITS 156.9M subs 67.3B views
 134 FACEBOOK PAGE 74.6M followers 9.6B views	 196 TIKTOK'S ACCOUNT 306.6M followers

MUSIC LABEL & PUBLISHING

Music Labels & Publishing



Music Labels Consisting of

177
Music Artists

650+
Songs


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

Official Partners



THE BIGGEST ENTERTAINMENT TALENT POOL

600+
Artists & Influencers

 **175+** Singers



LYODRA MAHALINI TIARA ANDMESH

 **85+** Multi talents



BOY WILLIAM ROBBY PURBA SERE KALINA ANWAR

 **140+** Others



LIMBAD LORD ADI RHOMEDAL

 **200+** MCN Channels



NIHONGO MANTAPU VINCENT RADITYA GRITTE AGATHA AISH TV

Official Talent Management



156+M 
Total IG Followers

10 Years
Contract

THE LARGEST MCN AND SOCIAL MEDIA OPERATOR

500-700

Daily Social Media Uploads*

1.5 Billion

Views Per Month

200+

Influencers

Performance Highlights



ALL GROUP

261M subs
127B views



ALL MCN STARHITS

156.9M subs
67.3B views



134 FACEBOOK PAGE

74.6M followers
9.6B views



196 TIKTOK'S ACCOUNT

306.6M followers

TOP 5 Channels – All Group



RCTI - Layar Drama



MNCTV Official



RCTI Entertainment



iNews Official



HITS Records

TOP 5 Channels - MCN



Nihongo Mantappu



MOP Channel



Vincent Raditya



Gritte Agatha



Boy William

MNC MEDIA PLATFORM & CONTENT IN DYNAMICS HIGH TECHNOLOGY INTEGRATED ECOSYSTEM



In-House Content Production

Studio Based Content

Talent Search, Awarding,
Anniversary, & Other Special Program

Pay Channels

15 Pay Channels

Non-Studio Based Content

Drama, Animation, Reality,
Infotainment, Movies & Originals

#1 FTA TV

AUDIENCE SHARE

43.3 | **40.4**
PRIME TIME | ALL TIME

RCTI **MNC TV**
GTV **iNews**

AVOD OTT/Streaming

RCTI+

QR seamless
watching
from TV to
OTT

DYNAMIC MEDIA ECOSYSTEM

Program
Connect
& Hard
Bundling

PAY TV

#1

SUBSCRIBERS

14M+

MNC VISION

K-VISION

MNC play

SVOD OTT/Streaming

VISION+

External Content

Entertainment Content

International Pay Channels

Sport Program Rights

PATENTED QR CODE TECHNOLOGY

Enable users to **transition** from **non-digital** 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, Music, and Digital Book**

- RCTI+ and Vision+ are **the only OTT Streaming service** that carry Indonesia's most watched 4 FTA channels, RCTI, GTV, MNCTV, and iNews.

- 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+

GA+ES+

HOT+

EBOOK+

MUSIC+

SVOD SUPERAPP – VISION+



VISION+

- SVOD OTT Streaming with the most content (VOD) and linear channels selections.
 - **35,000+** hours of VOD content
 - **110+** local and international channels
- Secured multiple marquee sports event rights, including AFF, AFC and EURO Cup **exclusively** until 2028.
- Top notch award winning original productions **exclusive** for Vision+ subscribers.
- The fastest growing number of transactions from 1.1 million to 5.4 million in 2024, increased close to 5x YoY.

Premium

Premium
Sports

Premium
Movies

beIN Sports

MeVVah

Premium
Ultimate

Other
Premium
Package

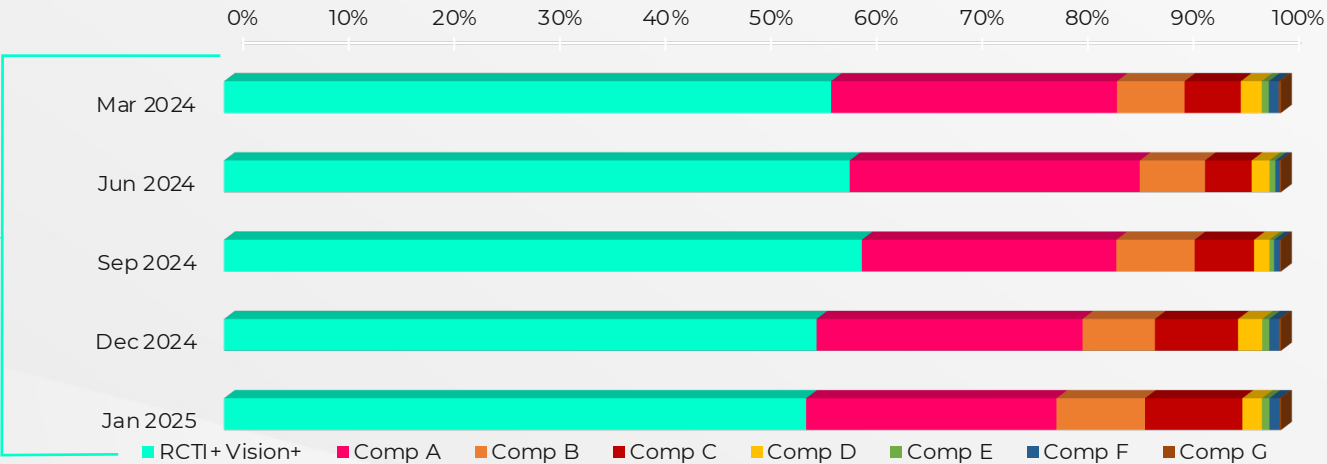
#1 OTT STREAMING IN INDONESIA



CONSISTENTLY #1 SPOT



Comscore Ranking
Video Streaming Platform (Indonesia)



CONTENT PACKAGE PLANS

Premium
Originals,
Sinetron, Reality,
TV Shows

Premium Sports
TimNas, Bundesliga,
MotoGP, F1

Premium Movies
All Premium &
International
Box Office

beIN Sports
All Movies, UCL,
UEL, La Liga, F1

MeVVah
Premium Sports
+ VIU Premium

Premium Ultimate
All Premium
Movies, Sports &
beIN Sports

Other Premium Package

CONTENT VOD
LIBRARY

TOTAL
PLAYS

35,956 Hours

2.190 Billion



TOTAL MAU 100M+ | PAID SUBS 3.7M

CONTENT PILLAR

Video+
Video Streaming

News+
General &
News Portal

Hot+
UGC Content

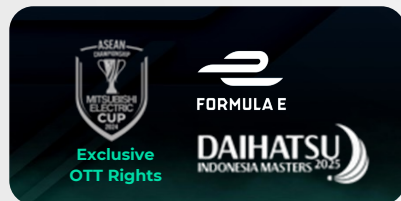
Audio+
Digital Audio Streaming

Music+ (Trebel)
Music Streaming

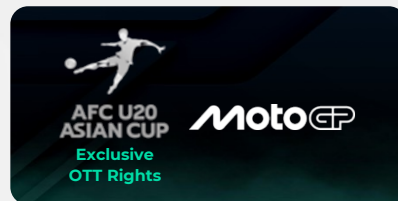
Ebook+
Digital Book

+ SPORTS CONTENT CALENDAR 2025

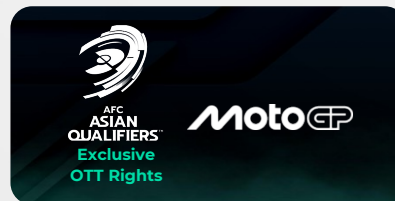
January



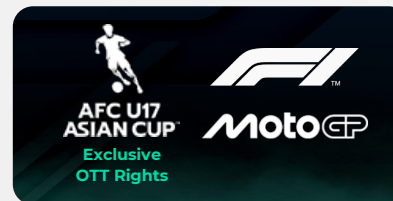
February



March



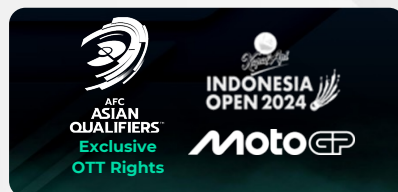
April



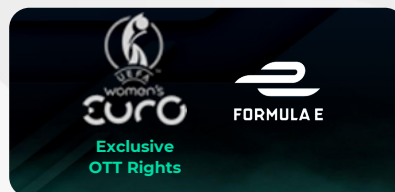
May



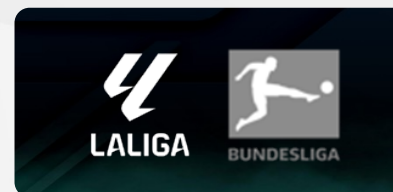
June



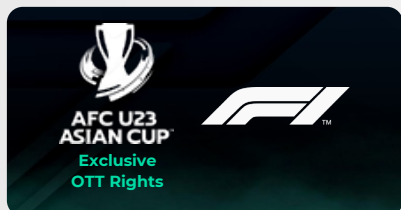
July



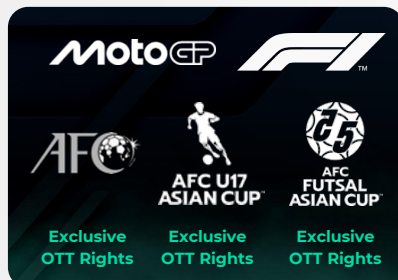
August



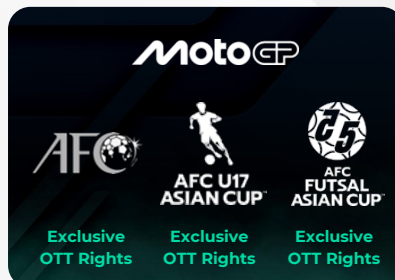
September



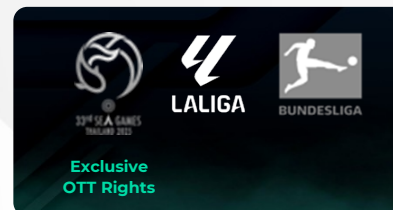
October



November



December



Financial Results: MNCN (Q1-2025)

Consolidated Income Statement (in million IDR)	Actual		Var
	Q1-2025	Q1-2025	YoY
Revenues	2,376,148	2,327,658	2%
Advertisement	1,733,081	1,884,758	-8%
Digital	823,892	727,203	13%
Non-Digital Advertising	909,189	1,157,555	-21%
Content and IP	478,562	472,367	1%
Subscription	227,079	130,746	74%
Others (MNC)	23,742	23,702	0%
(Elimination)	(86,316)	(183,915)	-53%
Direct Cost *)	1,088,989	907,516	20%
Depreciation & amortization (DC)	92,440	93,351	-1%
Gross Profit	1,194,719	1,326,791	-10%
<i>Gross Profit Margin</i>	<i>50%</i>	<i>57%</i>	
General and Administrative Expenses *)	453,300	478,090	-5%
Depreciation & amortization (GA)	108,129	99,341	9%
EBITDA	833,859	942,052	-11%
<i>EBITDA margin</i>	<i>35%</i>	<i>40%</i>	
Net Income (Loss)	484,731	576,201	-16%
<i>Net Income Margin</i>	<i>20%</i>	<i>25%</i>	

*) : 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