



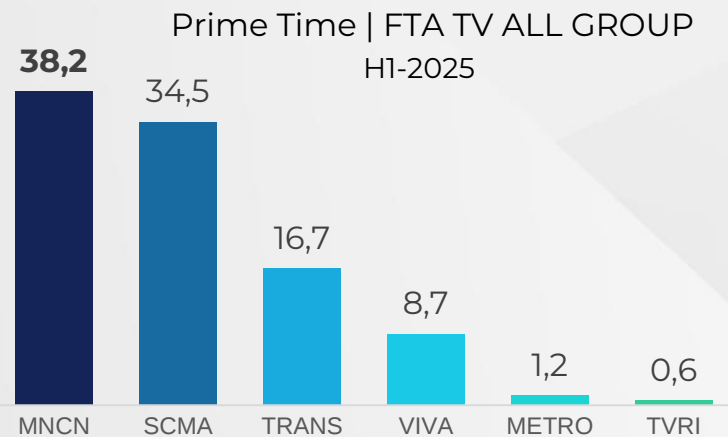
Corporate Update

October 2025

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



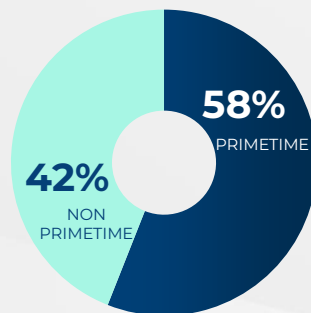
AUDIENCE SHARE



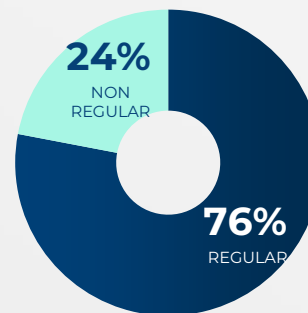
Source: Nielsen

REVENUE CONTRIBUTION

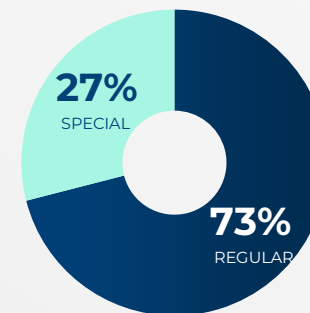
H1-2025



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



DRAMAS

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

ANIMATIONS

#1 Production Output
#1 Animation Program
62 Countries

ORIGINALS & MICRO DRAMA



REALITY PROGRAMS

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

INFOTAINMENT

#1 Production Output



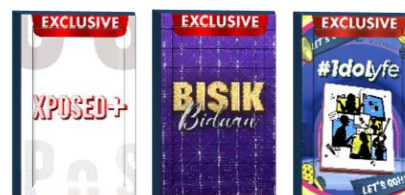
15 Pay Channels



DRAMA SERIES



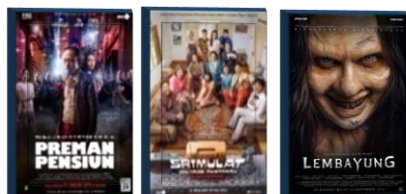
R+ ORIGINALS



V+ ORIGINALS



BOX OFFICE MOVIE



ANIMATION



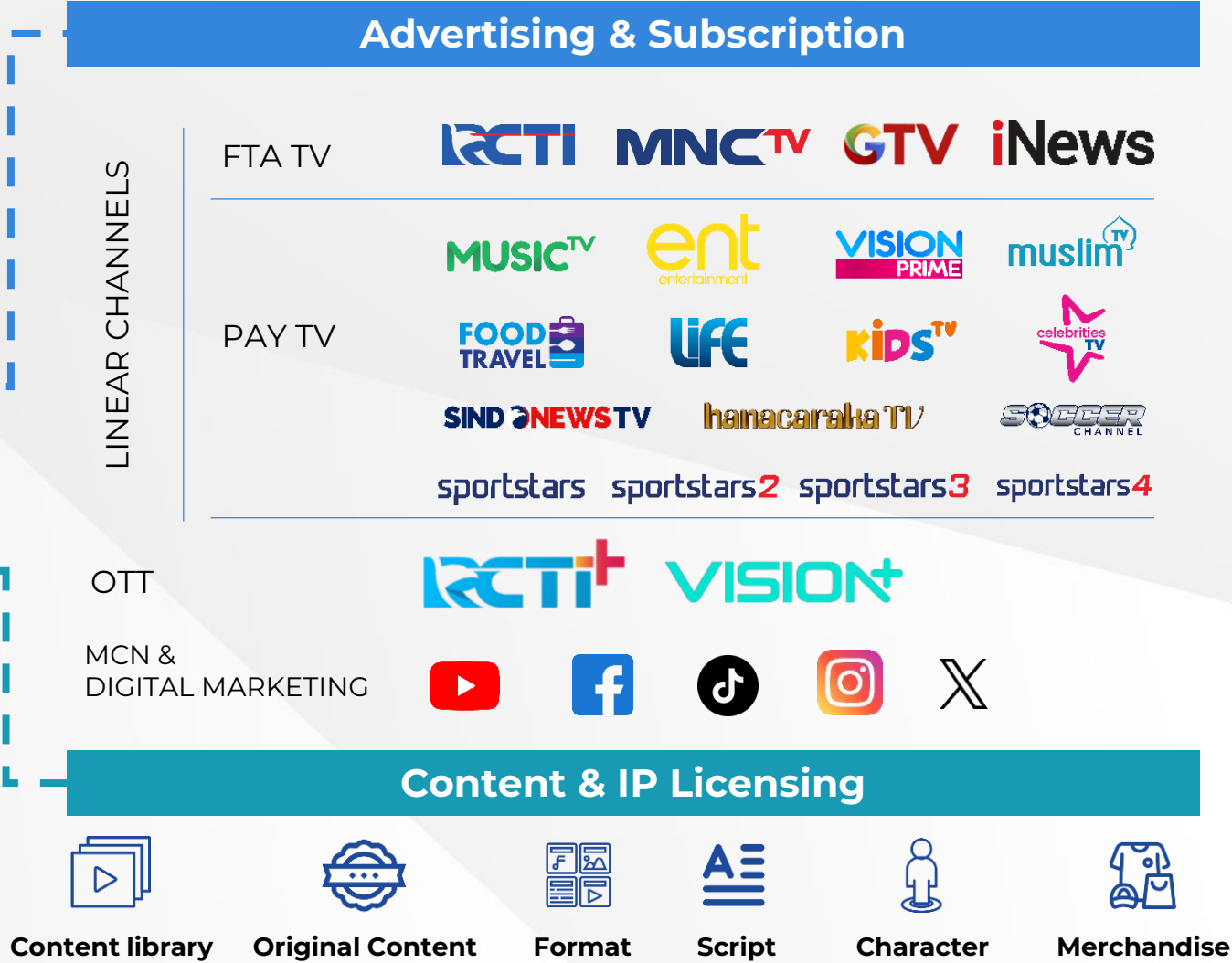
REALITY SHOW



MICRO DRAMA



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



Monetization Schemes



Ads
Sense



YouTube
Memberships

500-700

Daily Social
Media Uploads*

1.5 Billion

Views Per Month

200+

In-house & Influencer
Channels

Penetrating Other Regions

Available on other languages



English



Spanish / Latin

Performance Highlights

▶ ALL GROUP's MCN

263M subs
140B views

▶ ALL MCN STARHITS

158M subs
78.2B views

f MCN @ FACEBOOK

73.9M followers
9.6B views

Instagram TOTAL IG FOLLOWERS

80+M followers

TikTok 196 TIKTOK'S ACCOUNT

285M followers



Top 5 MCN Channels



RCTI Layar
Drama
Indonesia



MNCTV
Official



Official
iNews



RCTI Mega
Entertainment



HITS
Record

*Derived from content library

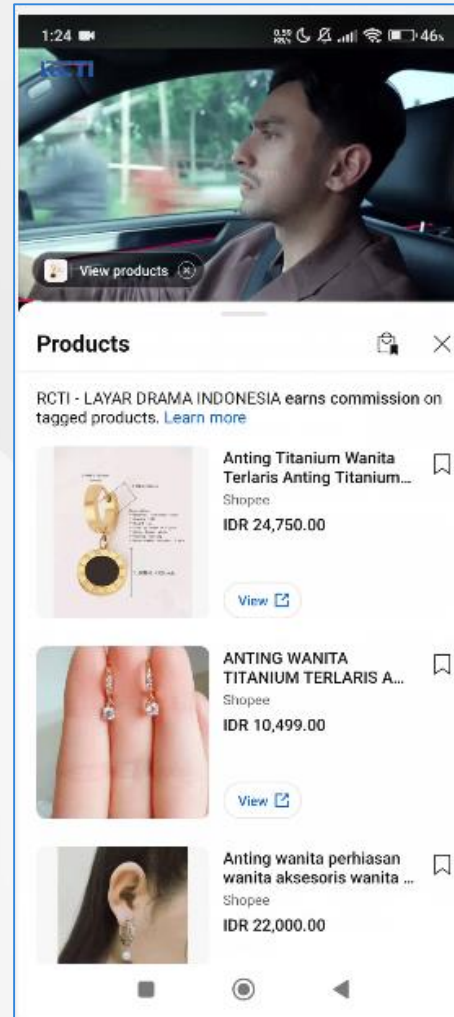
THE LARGEST MCN AND DIGITAL MARKETING

Monetization Schemes

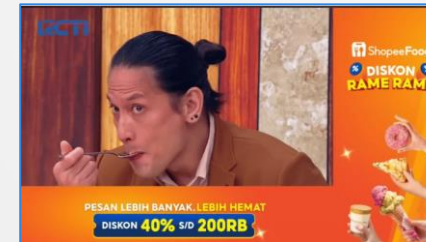


Benefits:

- Direct Sponsorship to MCN content
- Higher Revenue Potential
- Control over Pricing
- Better Audience Experience
- Stronger Brand Partnerships



Tag Product



Squeeze Frame



Creative Content Marketing



Blocking Branded on Side Content



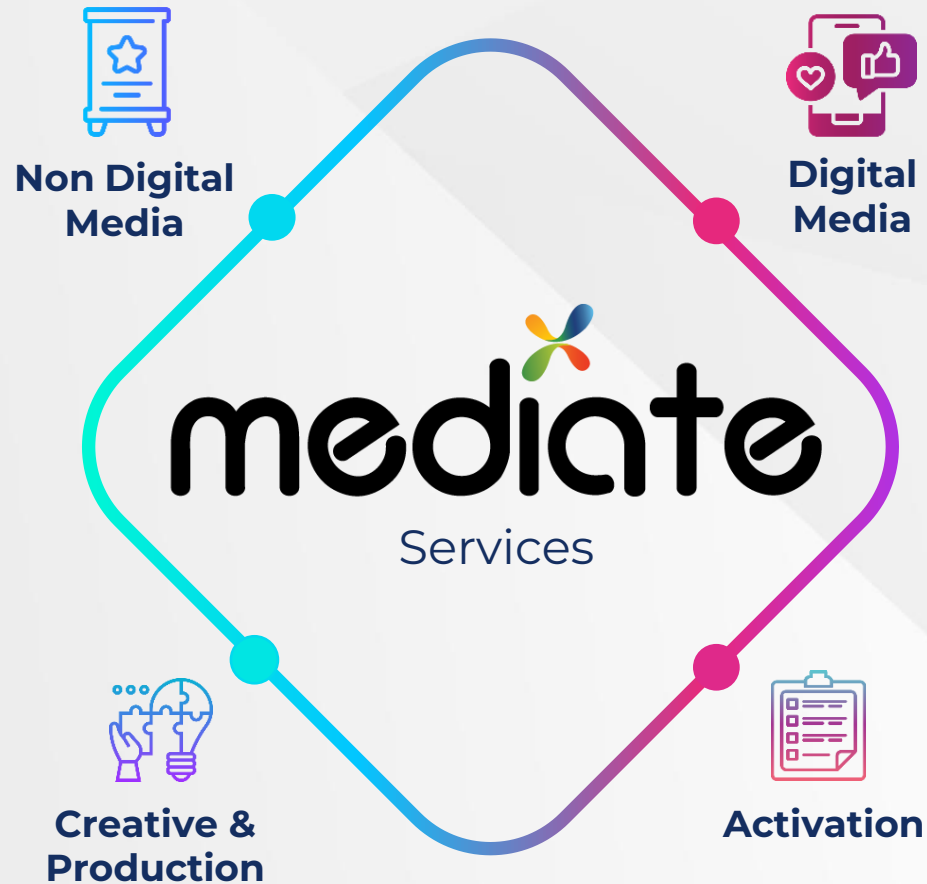
Institched Pre-roll



Live Shopping



Extended Ads



- **Comprehensive Advertising Reach**

Serving ads across, both non-group and group platforms, including FTA TV, digital marketing, built-in content, and RCTI+

- **Bundled Advertising Solutions**

Supporting the sales of integrated ad packages across group platforms

- **Diverse Advertising Offerings**

Providing, both digital and non-digital advertising format

- **Advertising Trading Expertise**

Undertaking advertising trading activities



**Market
Intelligence**



**Bulk Inventory
Purchase and
Trading**

END TO END TALENT SOURCING & POOL MANAGEMENT



TALENT AGENCY

Official Talent Management



400+ Artist



Manages Talent to Perform On Air – Off Air – Digital

**STAGE NAME
RIGHTS**

**10 YEARS
CONTRACT**

MUSIC LABEL & PUBLISHING

Music Labels & Publishing

HITSRECORDS



starcipta
musikindo

Music Labels Consisting of

177
Music Artists

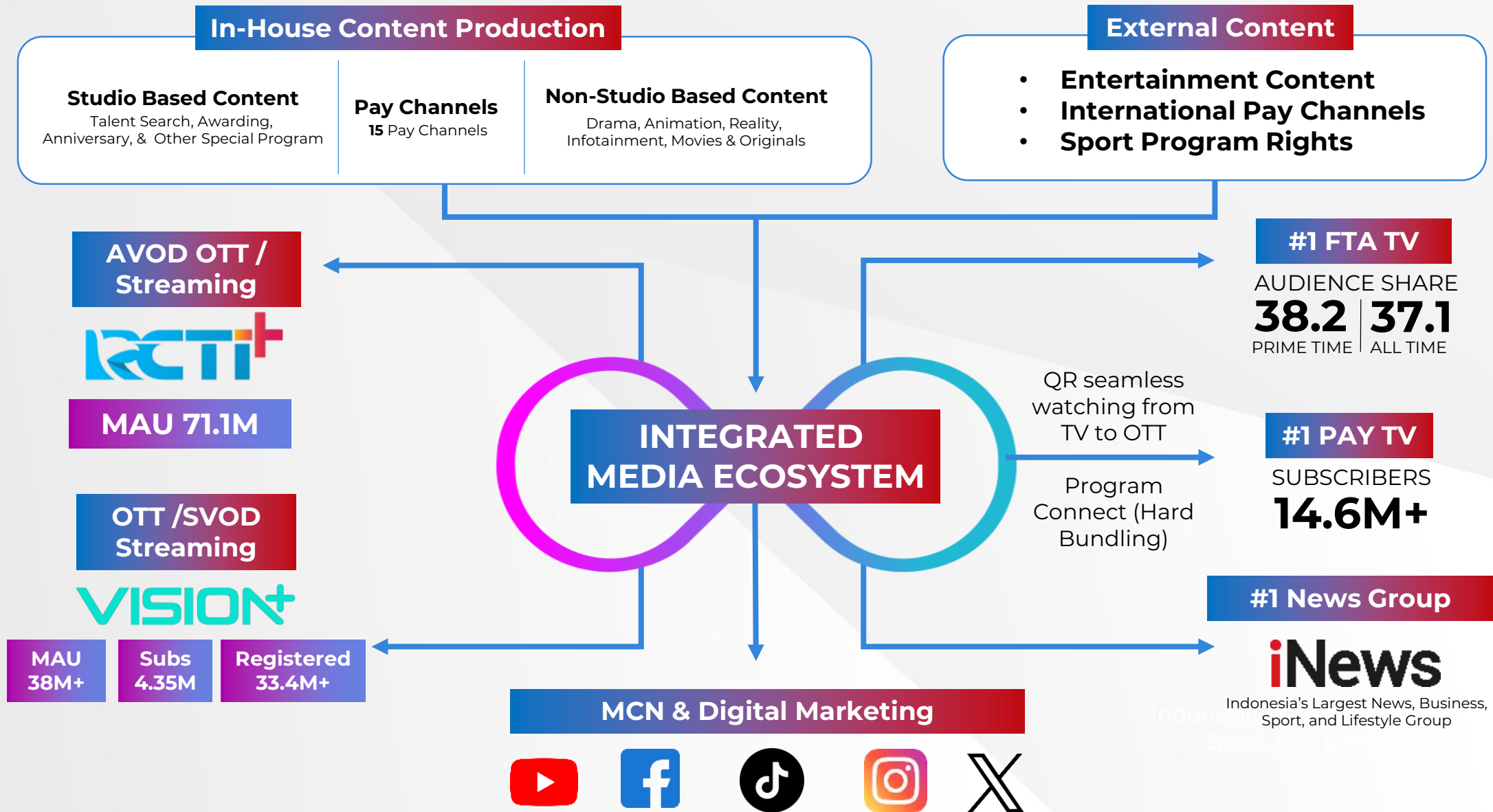
650+
Songs

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

Official Partners



MNC MEDIA PLATFORM & CONTENT IN AN INTEGRATED ECOSYSTEM



AVOD SUPERAPP – RCTI+



**LIVE
STREAMING
WITH CATCH UP**

**EXTENDED
FTA CONTENT**

**EXCLUSIVE
RCTI+
ORIGINALS**

**REPACKAGED
CONTENT
LIBRARY**

**MICRO
DRAMAS**

- 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+

GAES+

HOT+

EBOOK+

SVOD SUPERAPP – 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 micro-dramas.
- 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.



PREMIUM ULTIMATE
RP 59K

VISION+

MEVVAH
RP 65K



PREMIUM SPORTS
RP 40K

Sports Channels
• Soccer Channel
• Sportstar
• Sportstar 2
• SpoTV 1
• SpoTV 2
Timnas and
Special events

BEIN
RP 36K

Bein Channels
• Bein 1
• Bein 2
• Bein 3

PREMIUM MOVIES
RP 35K

New Acquisition Contents, New Original Series,
New Micro Drama Productions and Acquisitions

Channels

- AXN
- TVN
- Galaxy
- Galaxy Premium
- Studio Universal
- Celestial Movies
- Rock Action
- Animax
- One

VOD

- Paramount
- Millenium
- Studio Universal
- Starvision
- Horror
- MVP
- MNCP

PREMIUM KIDS
RP 30K

Channels

- Nick
- Nick Jr
- Moonbug
- Doraemon

VOD

- Moonbug
- MNC Animation
- Spongebob
- Doraemon

New Acquisition
Content/Production

UPIN-IPIN PACK
RP 25K

VOD from
Les Copaque
• Upin Ipin
• Putri Limau
• Pada Jaman
Dahulu

PREMIUM VISION+
RP 20K
VOD
CHANNELS

Future Bundle Offering
with Worldwide
Streaming Platform

SPORTS

ALL VOD SPORTS

- Fight Sport
- V+ Sport (Bundesliga all matches, and Selected matches from AFC Champion league, Shopee Cup, UEFA Nation League, Futsal, Bilyard)
- LOVE NATURE, OUTDOOR CHANNEL, BBC EARTH, HISTORY, Sindo News, IDX, Bloomberg, CNBC Asia, EURO News, BBC World News

MOVIES

Original Series (> 1 week after full eps), Micro Drama
Acquisitions and Productions (> 1 week), Library FTA, FTV

- MNC FTA
- MNC Channels
- GLOBAL TREKKER, LIFETIME, CELESTIAL CLASSIC MOVIES, TVN Movies, HITS Movie, Thrill, Zee Bioskop, Originals, Cineedge, Buddy Star, Superrix, Uniques, Indonesia Movie Channel, MTV 90, MTV LIVE, HITS, KIX, CRIME & INVESTIGATION, ROCK ENTERTAINMENT,

KIDS

Channels
• Kids TV
• Cbeebies
• Zoomoo
• DreamWorks

- VOD Kids TV,
- Shaun the Sheep
- Backkom

New Acquisition
Content/Production

MALE

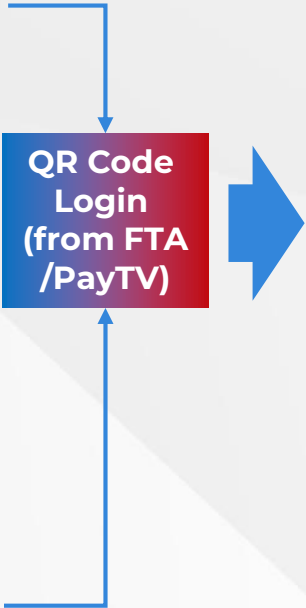
FEMALE

KIDS

DIVERSE CHANNELS FUNNEL AUDIENCES INTO OUR PLATFORM



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



CONSISTENTLY #1 SPOT

CONTENT VOD LIBRARY

35,956 Hours

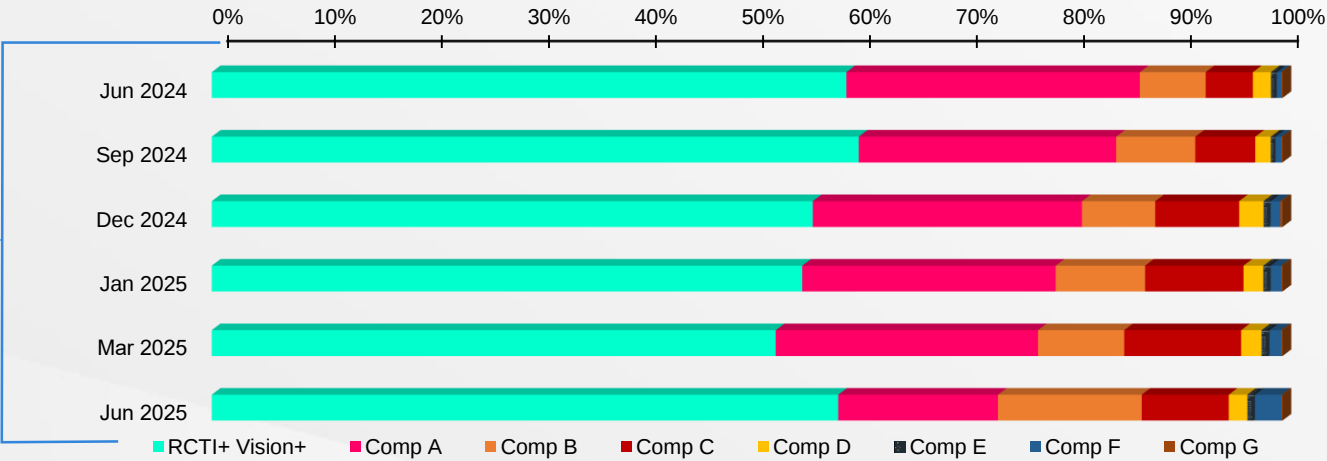
TOTAL PLAYS

2.190 Billion

TOTAL MAU **110M**

PAID SUBS **4.35M**

Comscore Ranking
Video Streaming Platform (Indonesia)



CONTENT PILLAR

Video+
Video Streaming

News+
General & News Portal

Hot+
UGC Content

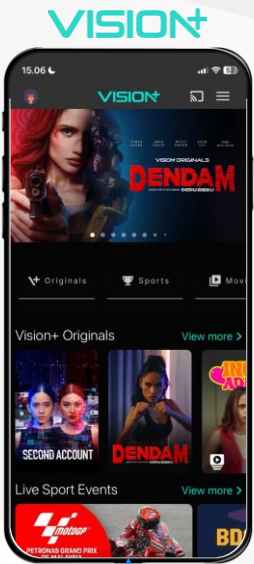
Audio+
Digital Audio Streaming

Games+
Variety of Games Choices

Ebook+
Digital Book



UPSELLING
OPPORTUNITIES
(AVOD/SVOD Integration)



CONTENT PACKAGE PLANS

PREMIUM

PREMIUM SPORTS

PREMIUM MOVIES

PREMIUM KIDS

LOG IN SPORTS

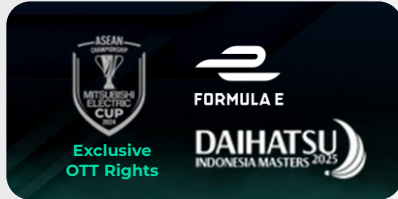
UPIN & IPIN

PREMIUM ULTIMATE

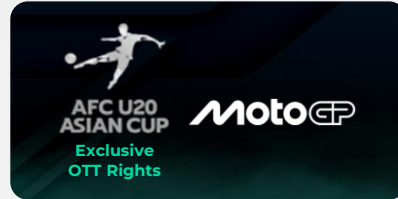
Combo viu + v+

+ SPORTS CONTENT CALENDAR 2025

January



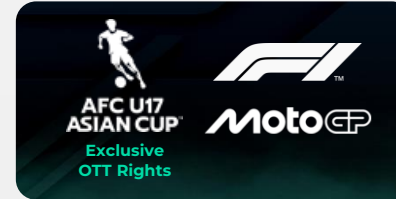
February



March



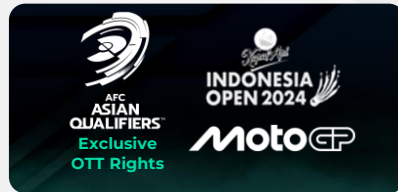
April



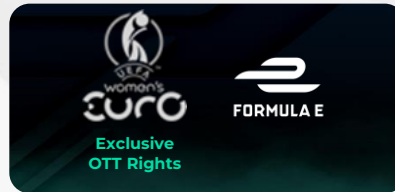
May



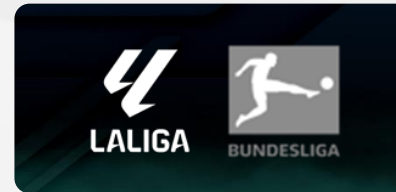
June



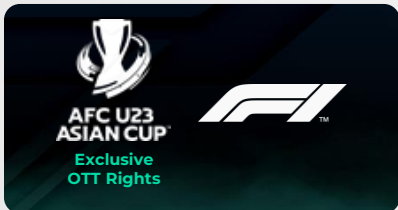
July



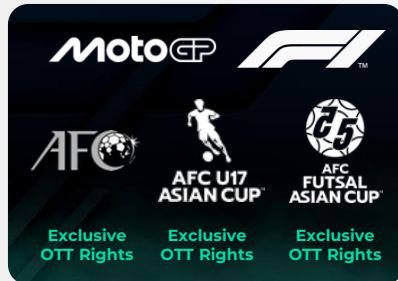
August



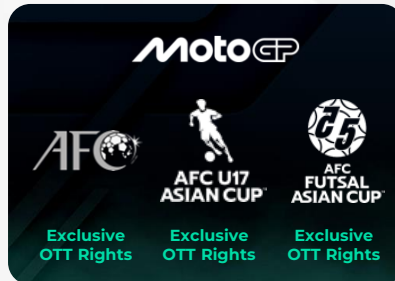
September



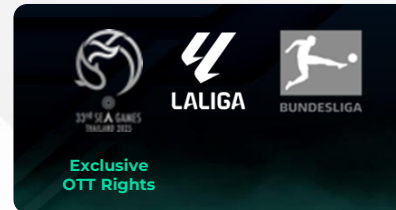
October



November



December





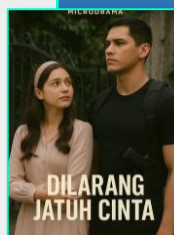
MOST RECENT AND UPCOMING TITLES



VISION+ ORIGINALS



Micro Drama



Import
+
Micro
Dramas

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