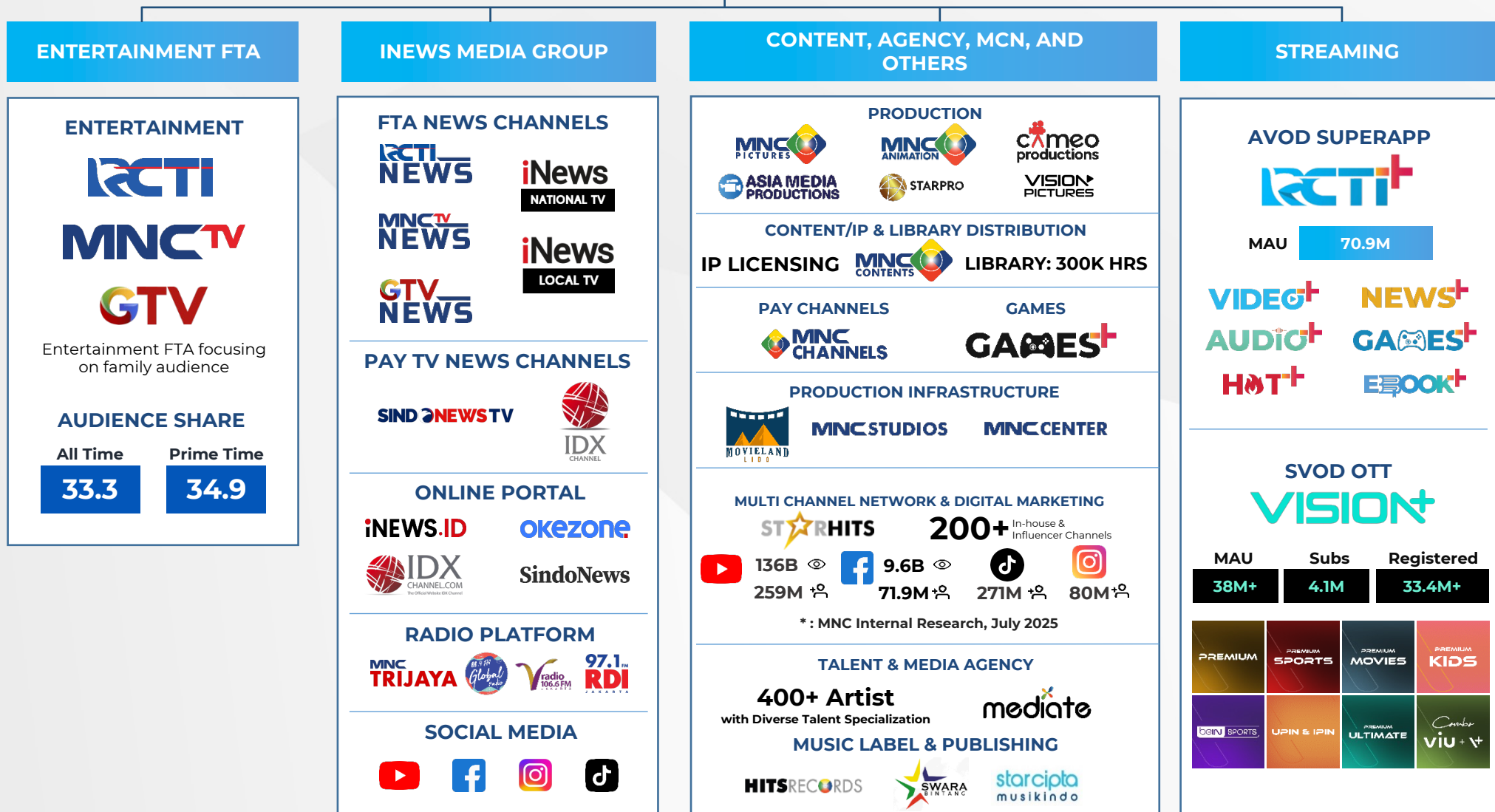




# Corporate Update

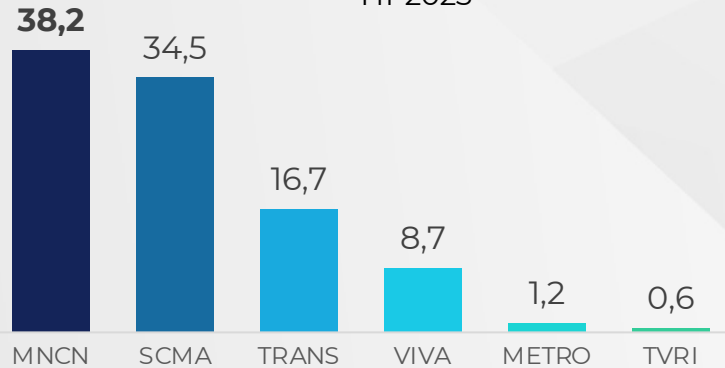
## September 2025

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



## AUDIENCE SHARE

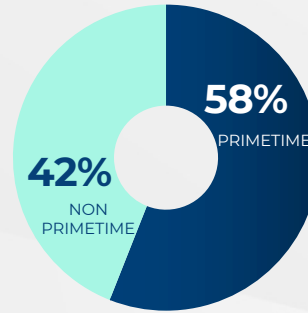
Prime Time | FTA TV ALL GROUP  
H1-2025



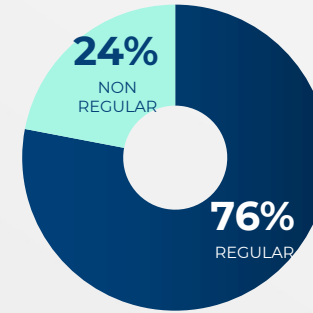
Source: Nielsen

## REVENUE CONTRIBUTION

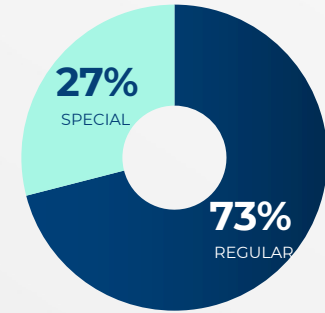
H1-2025



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

38,5%



MNC GROUP

38,2%



EMTEK GROUP

13,8%



TRANS CORP

6,9%



VIVA GROUP

2,1%



METRO

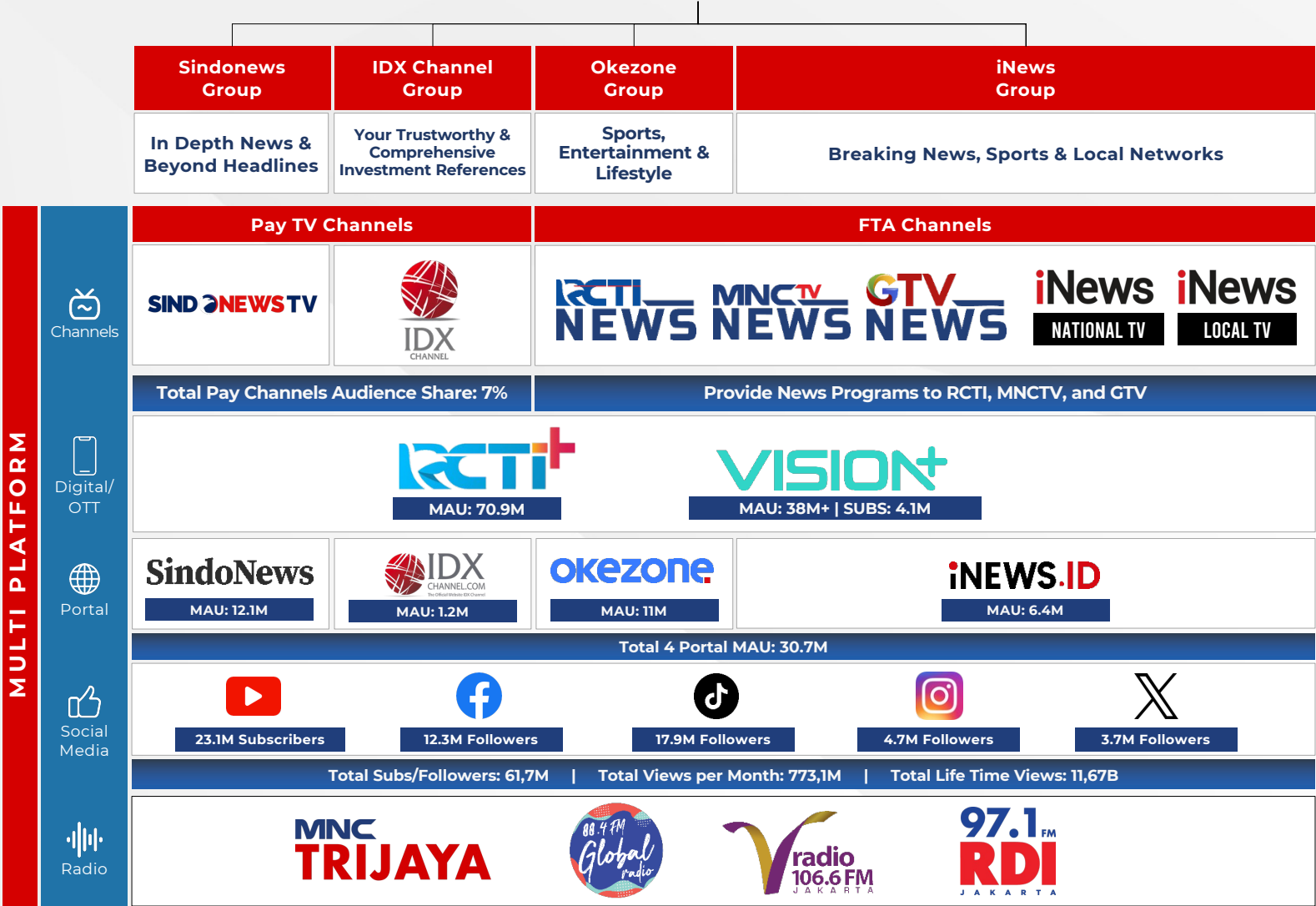
0,5%



NET

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



**15** Pay Channels



## REALITY PROGRAMS

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

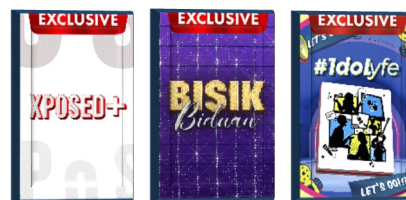
## INFOTAINMENT

**#1** Production Output

## DRAMA SERIES



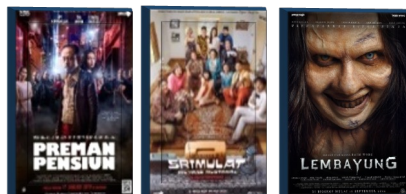
## R+ ORIGINALS



## V+ ORIGINALS



## BOX OFFICE MOVIE



## ANIMATION



## REALITY SHOW



## MICRO DRAMA



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



Advertising & Subscription

LINEAR CHANNELS

FTA TV



PAY TV



OTT



MCN & DIGITAL MARKETING



Content & IP Licensing



Content library



Original Content



Format



Script



Character



Merchandise





# 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

260M subs  
138B views

▶ ALL MCN STARHITS

156M subs  
76.4B views

f MCN @ FACEBOOK

73.6M followers  
9.6B views

Instagram TOTAL IG FOLLOWERS

80+M followers

TikTok 196 TIKTOK'S ACCOUNT

280M followers



## Top 5 MCN Channels



RCTI Layar  
Drama  
Indonesia



MNCTV  
Official



Official  
iNews



RCTI Mega  
Entertainment



HITS  
Record

\*Derived from content library



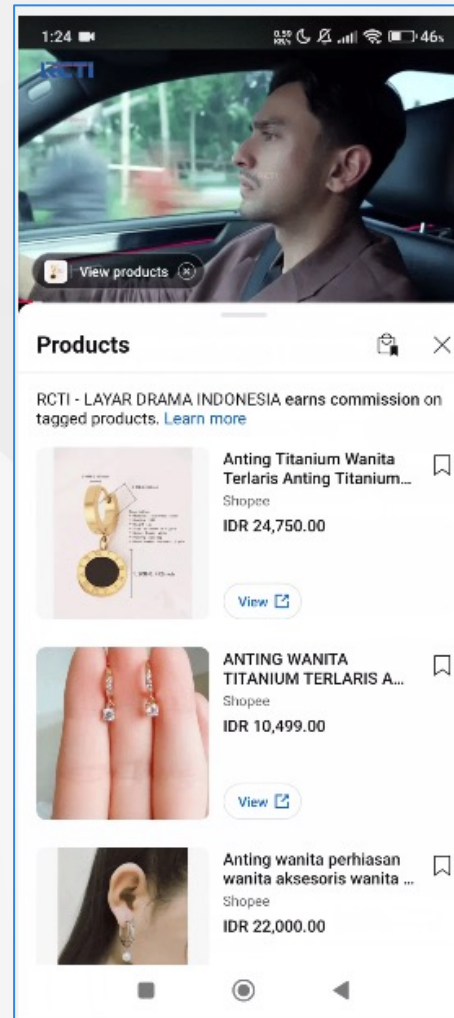
# THE LARGEST MCN AND DIGITAL MARKETING

## Monetization Schemes



### Benefits:

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



Tag Product



Squeeze Frame



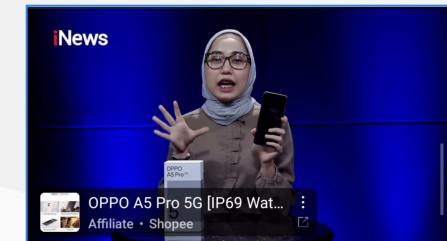
Creative Content Marketing



Blocking Branded on Side Content



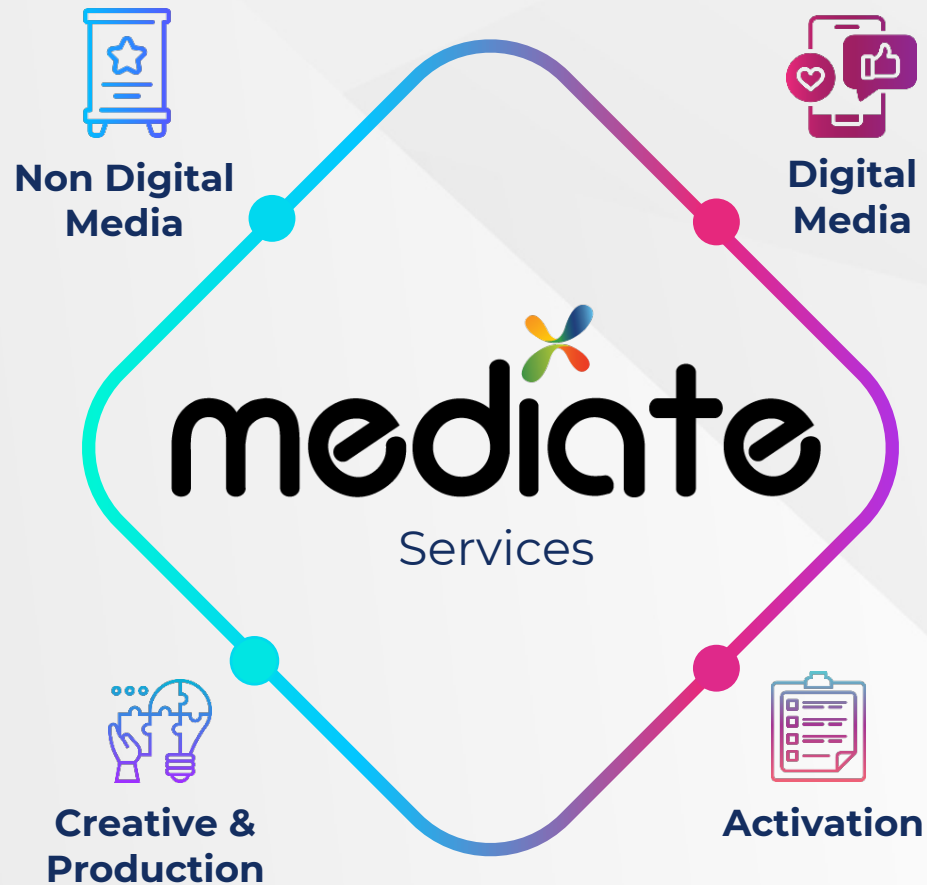
Institched Pre-roll



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

**HITS**RECORDS



starcipta  
musikindo

### Music Labels Consisting of

**177**  
Music Artists

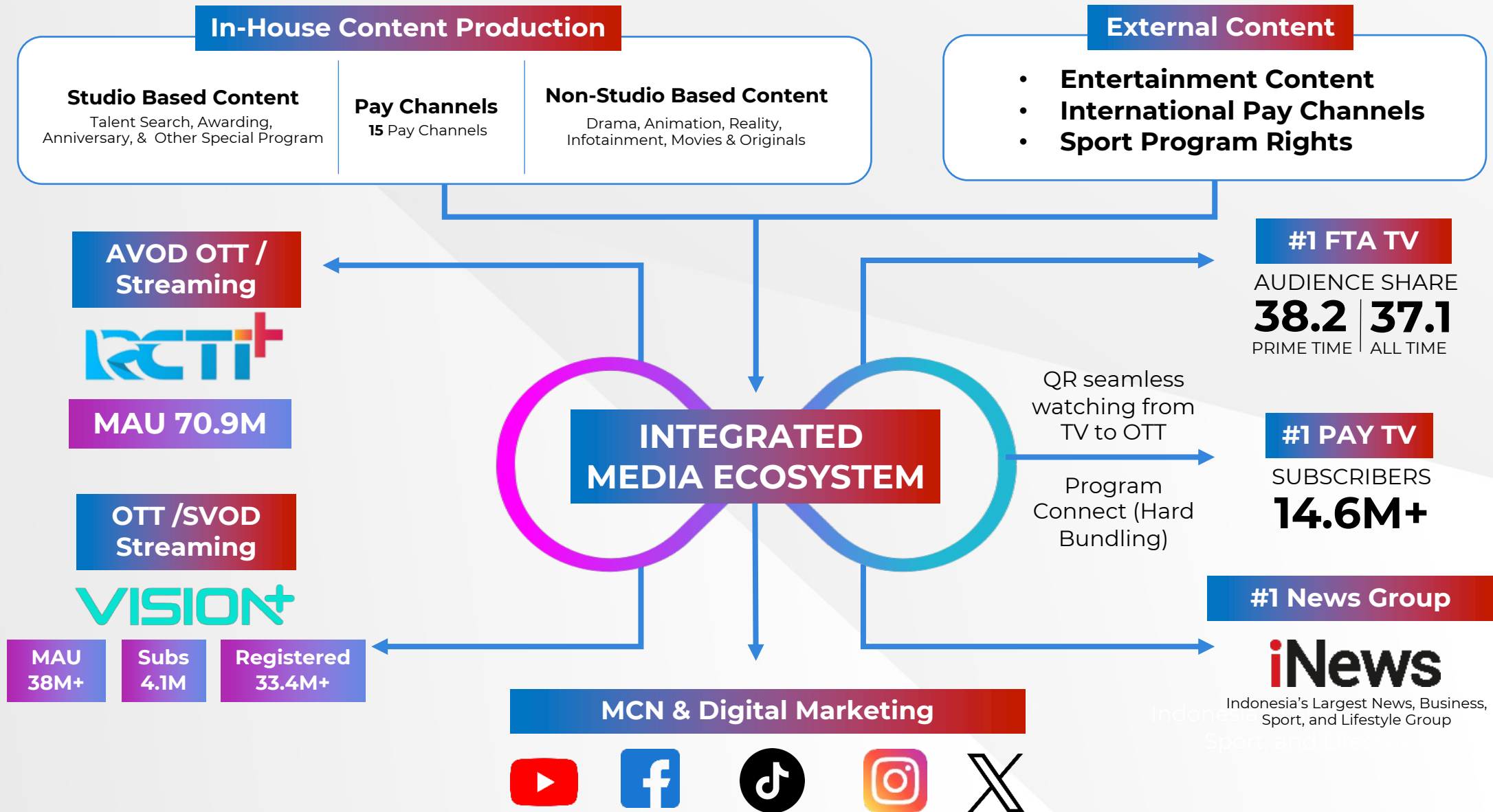
**650+**  
Songs

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+**

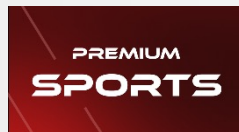
# SVOD SUPERAPP – VISION+

# 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

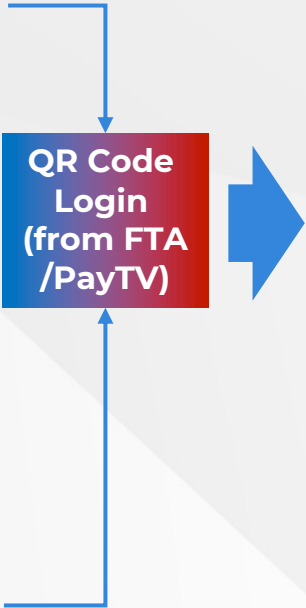
KIDS




# 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**



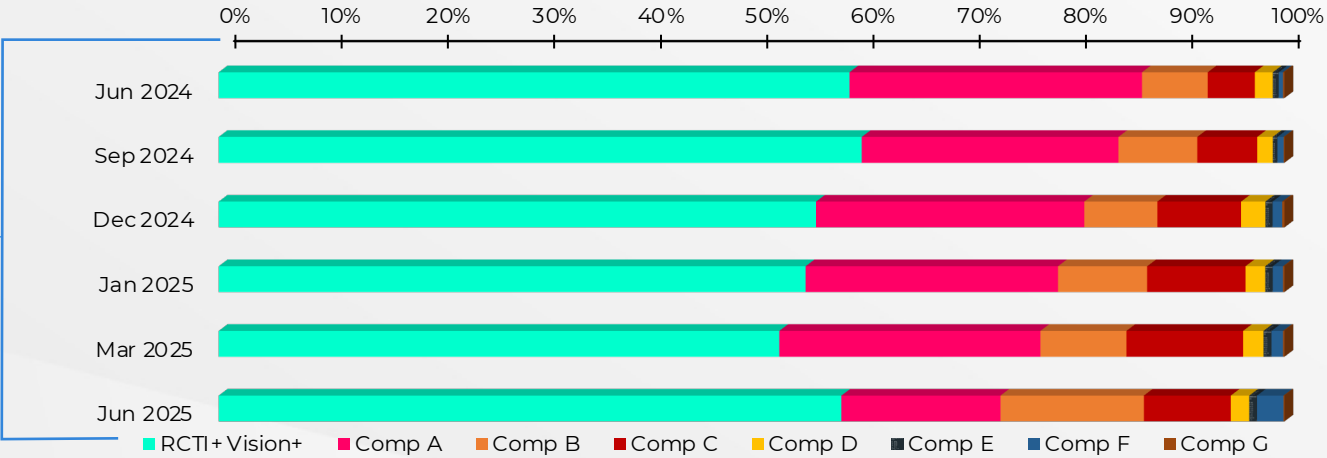
TOTAL PLAYS

**2.190 Billion**

TOTAL MAU **110M**

PAID SUBS **4.1M**

Comscore Ranking  
Video Streaming Platform (Indonesia)



CONTENT PILLAR



**Video+**  
Video Streaming



**News+**  
General & News Portal



**Hot+**  
UGC Content



**Audio+**  
Digital Audio Streaming



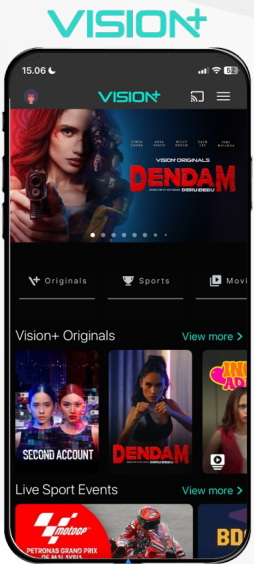
**Games+**  
Variety of Games Choices



**Ebook+**  
Digital Book



UPSELLING  
OPPORTUNITIES  
(AVOD/SVOD Integration)



CONTENT PACKAGE PLANS

**PREMIUM**

**PREMIUM SPORTS**

**PREMIUM MOVIES**

**PREMIUM KIDS**

**LOG IN SPORTS**

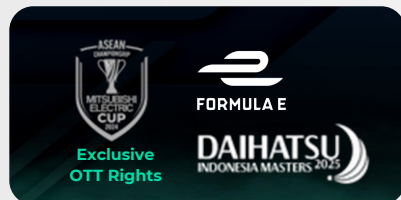
**UPIN & IPIN**

**PREMIUM ULTIMATE**

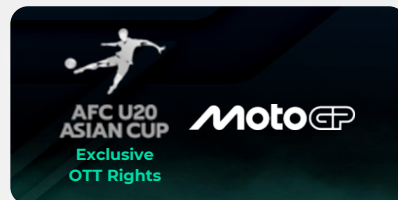
**Combo viu + v+**

# + SPORTS CONTENT CALENDAR 2025

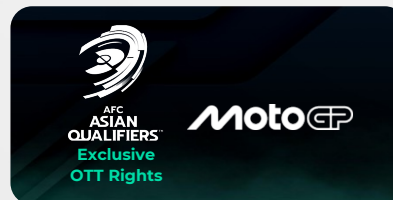
## January



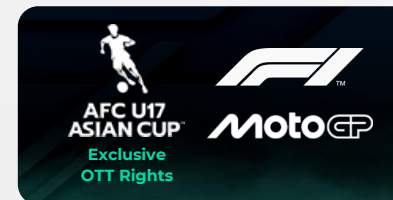
## February



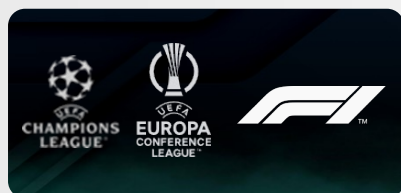
## March



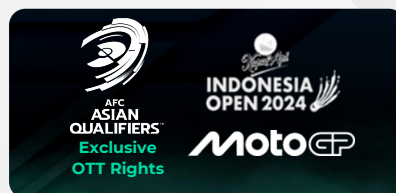
## April



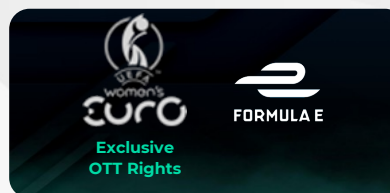
## May



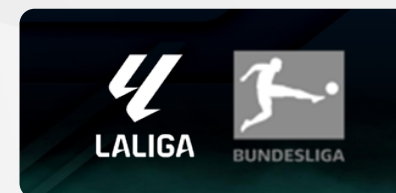
## June



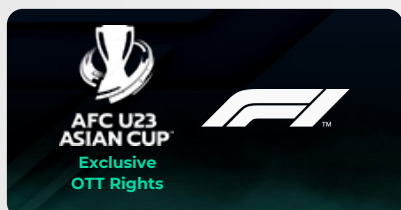
## July



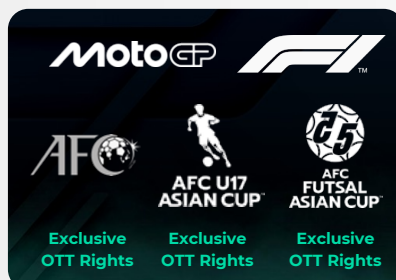
## August



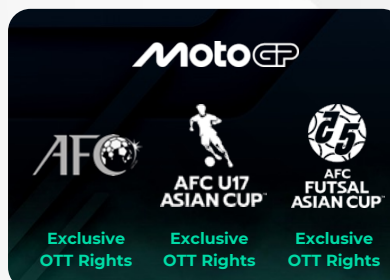
## September



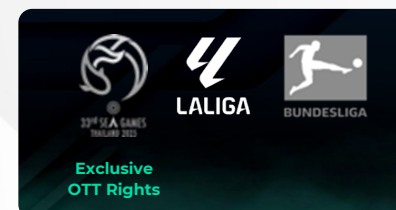
## October



## November



## December



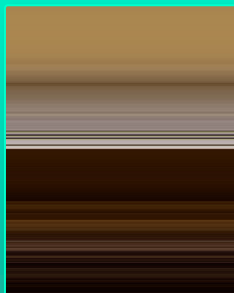




# MOST RECENT AND UPCOMING TITLES



## VISION+ ORIGINALS



## Micro Drama



Import  
+  
Micro  
Dramas

Consolidated Income Statement (in million IDR)	Actual		Var
	H1-2025	H1-2024	YoY
<b>Revenues</b>	<b>4,125,324</b>	<b>4,345,886</b>	<b>-5%</b>
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%
<b>Gross Profit</b>	<b>1,944,040</b>	<b>2,142,543</b>	<b>-9%</b>
<i>Gross Profit Margin</i>	47%	49%	
General and Administrative Expenses *)	822,653	793,692	4%
Depreciation & amortization	214,699	198,979	8%
<b>EBITDA</b>	<b>1,309,945</b>	<b>1,532,859</b>	<b>-15%</b>
<i>EBITDA margin</i>	32%	35%	
<b>Net Income (Loss)</b>	<b>718,238</b>	<b>883,314</b>	<b>-19%</b>
<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
<b>In IDR mio</b>	<b>7,953,813</b>	<b>7,783,252</b>	<b>2%</b>
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%
<b>Gross profit</b>	<b>3,658,546</b>	<b>3,613,459</b>	<b>1%</b>
Gross profit margin	46%	46%	
General & Administrative expense *)	1,635,020	1,675,027	-2%
Depreciation and amortization	417,676	437,517	-5%
<b>EBITDA</b>	<b>2,389,324</b>	<b>2,326,006</b>	<b>3%</b>
EBITDA Margin	30%	30%	
<b>Net Income</b>	<b>1,141,475</b>	<b>1,091,546</b>	<b>5%</b>
Net income margin	14%	14%	

\*) : excluding depreciation and amortization



**Thank You**