
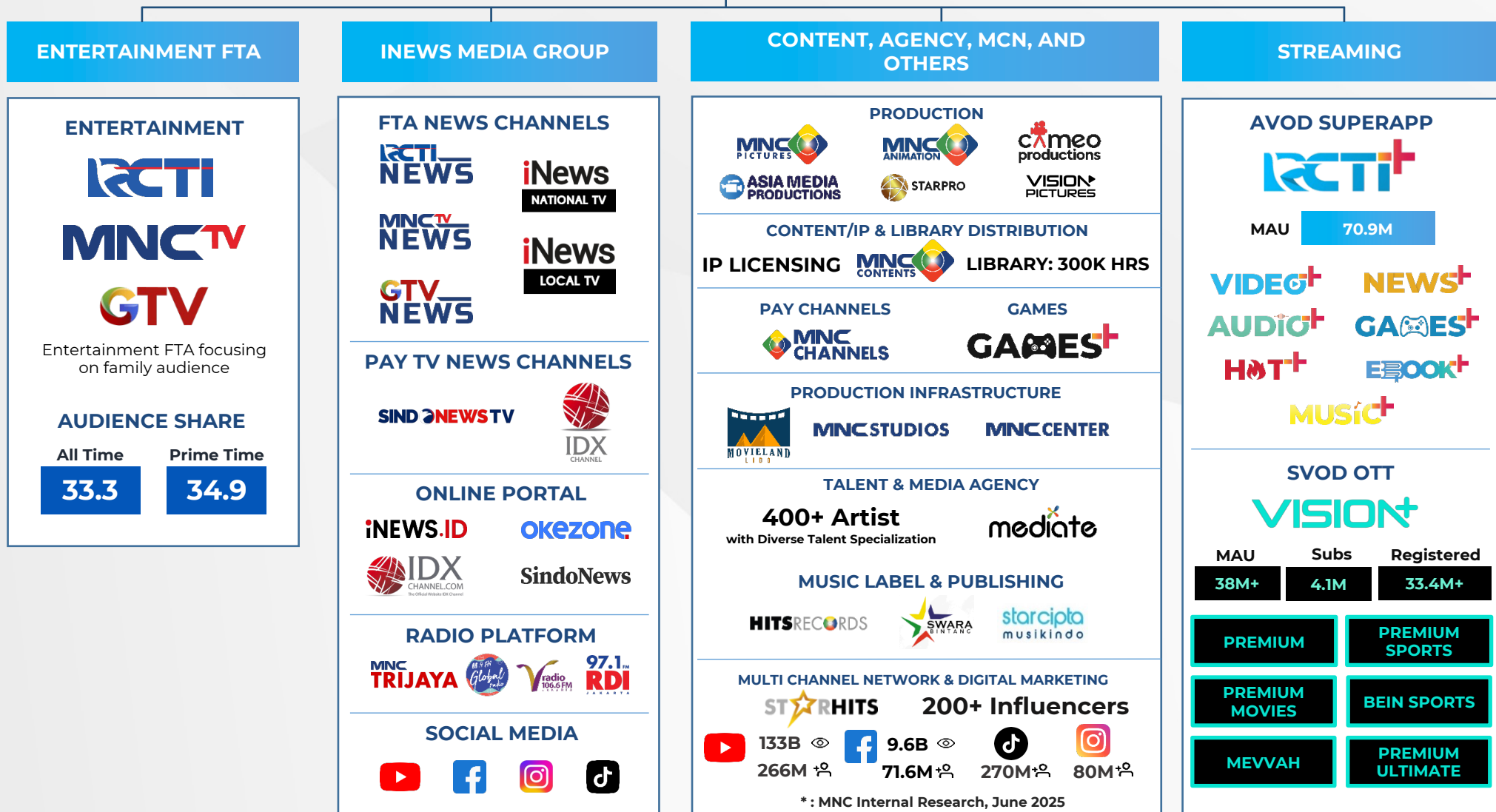




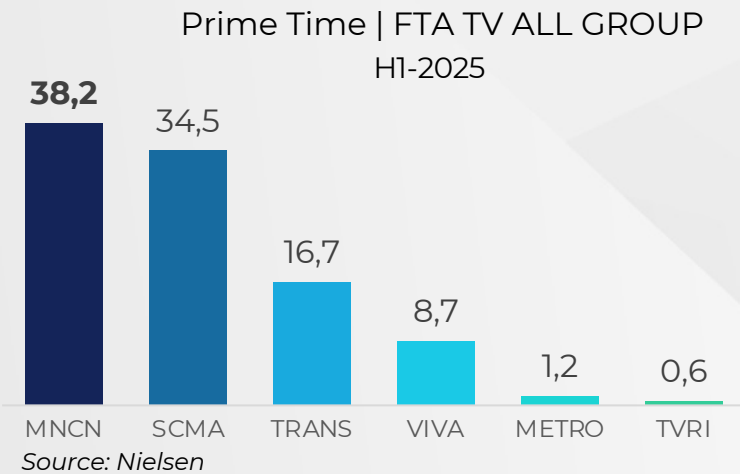
Corporate Update

July 2025

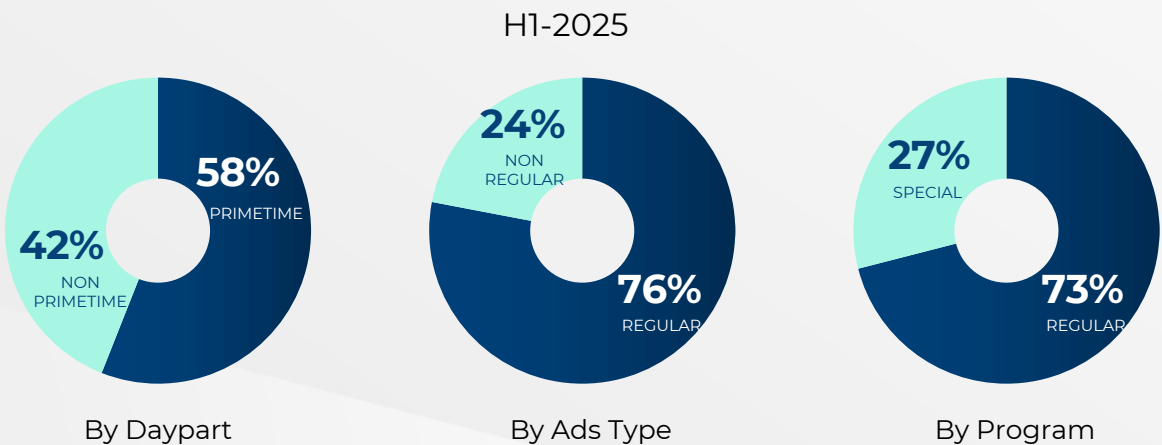
 Listed and traded on the Indonesia Stock Exchange | STOCK CODE: MNCN



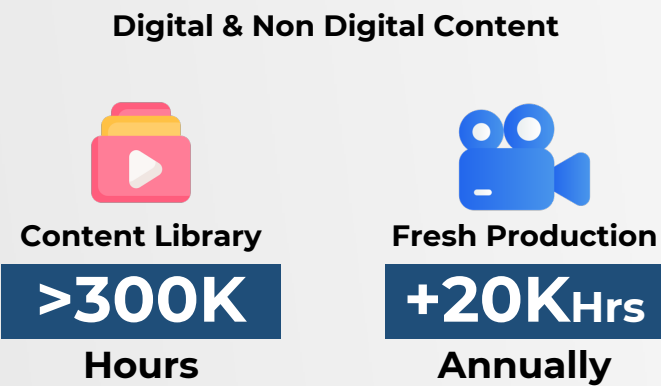
AUDIENCE SHARE



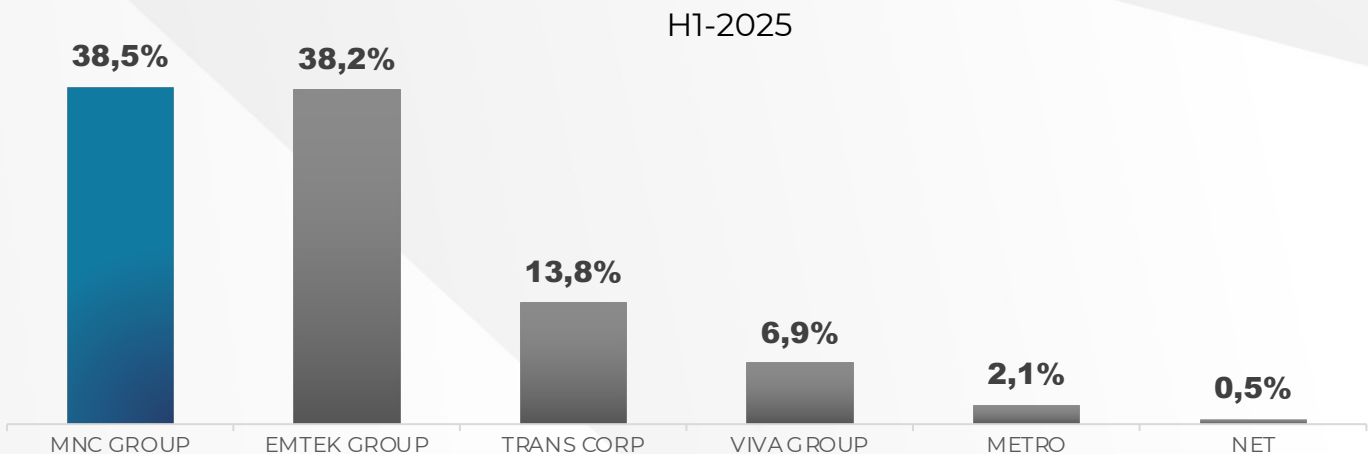
REVENUE CONTRIBUTION



CONTENT PRODUCTION

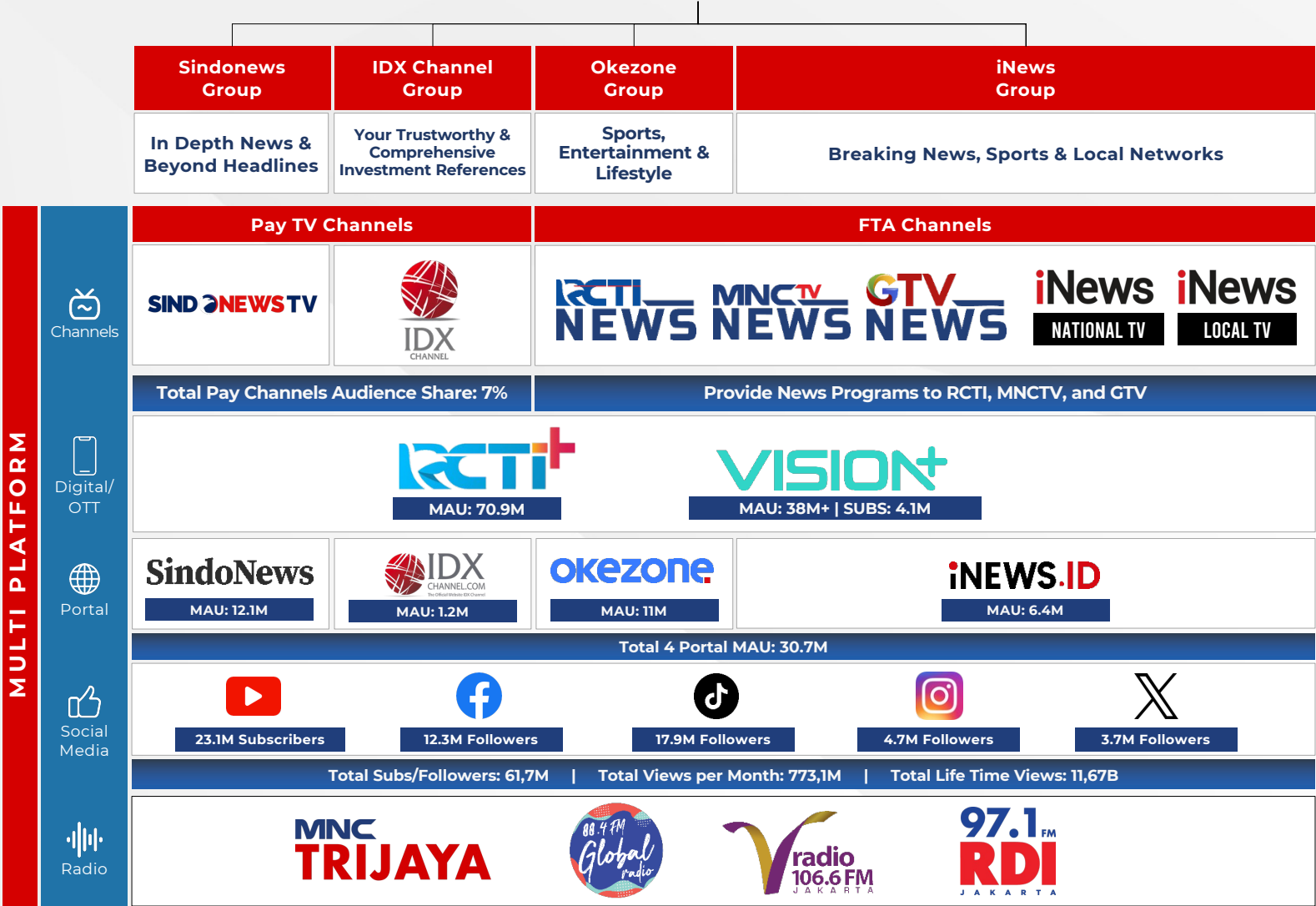


AD SPEND SHARE BY MEDIA GROUP



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

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

MICRO DRAMA



BOX OFFICE MOVIE



SPECIAL PROGRAMS

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

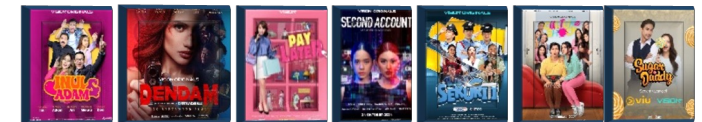
REALITY PROGRAMS

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

INFOTAINMENT

#1 Production Output

ORIGINALS



Total
Audience Share
42.5%

Performance
9 of 20
Top Channels

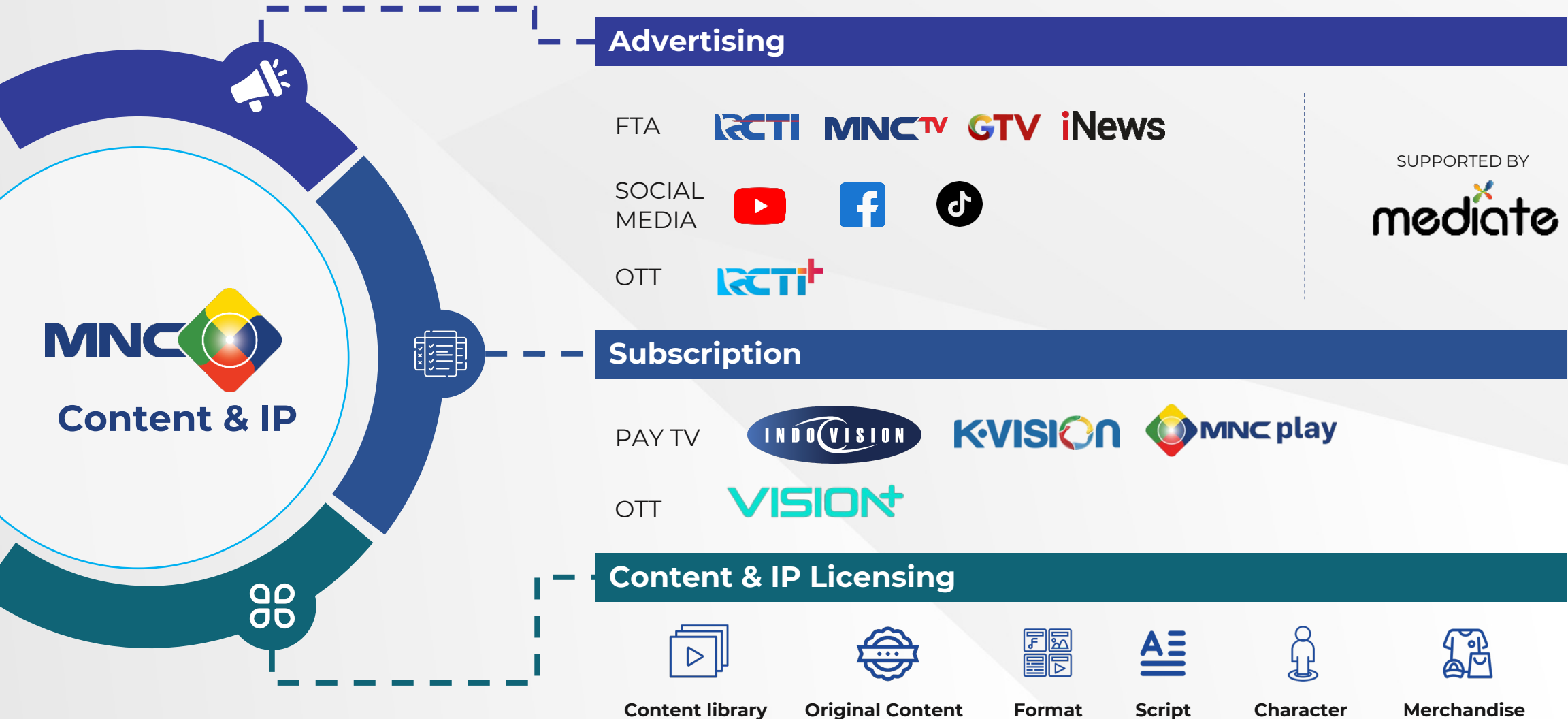


sportstars sportstars2 sportstars3 sportstars4



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 Q2-2025

**1,200+
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 258M subs 131B views	 ALL MCN STARHITS 153.2M subs 70.1B views
 134 FACEBOOK PAGE 71.7M followers 9.6B views	 196 TIKTOK'S ACCOUNT 294.5M 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

 **85+** Multi talents

 **140+** Others

 **200+** MCN Channels



LYODRA MAHALINI TIARA ANDMESH



BOY WILLIAM ROBBY PURBA SERE KALINA ANWAR



LIMBAD LORD ADI RHOMEDAL



NIHONGO MANTAPU VINCENT RADITYA GRITTE AGATHA AISH TV

80+M 
Total IG Followers

10 Years
Contract

Official Talent Management



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

258M subs
131B views



ALL MCN STARHITS

153.2M subs
70.1B views



134 FACEBOOK PAGE

71.7M followers
9.6B views



196 TIKTOK'S ACCOUNT

294.5M 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

38.2 | **37.1**
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

14.6M+

INDOVISION

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+

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.



Premium

Premium
Sports

Premium
Movies

beIN Sports

MeVVah

Premium
Ultimate

Other
Premium
Package

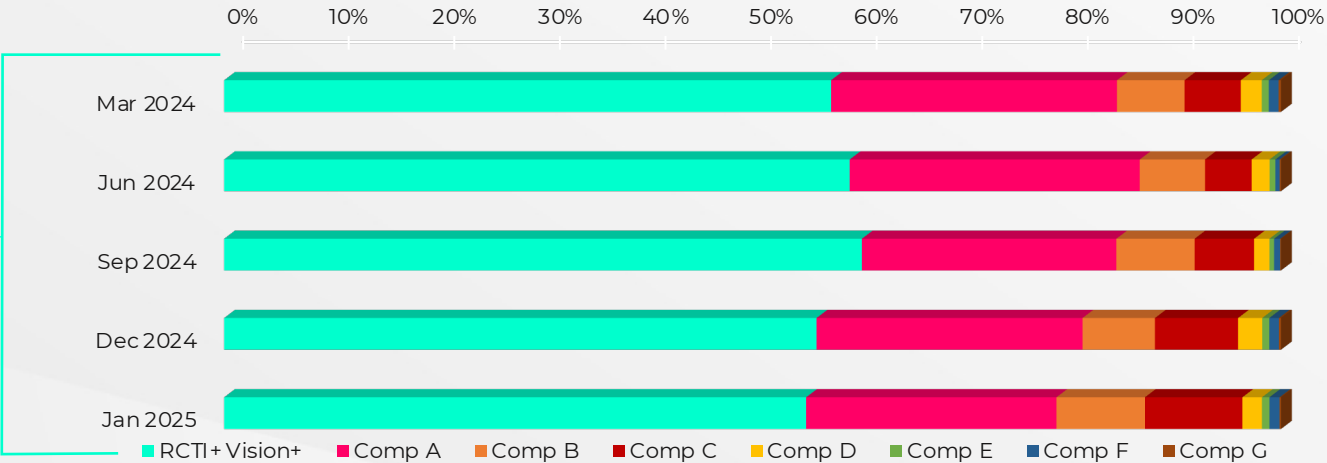
#1 OTT STREAMING IN INDONESIA



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

110M

PAID SUBS 4.1M

CONTENT PILLAR



Video+
Video Streaming



News+
General &
News Portal



Hot+
UGC Content



Audio+
Digital Audio Streaming



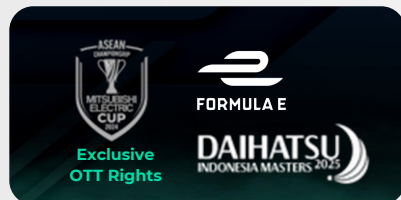
Music+ (Trebel)
Music Streaming



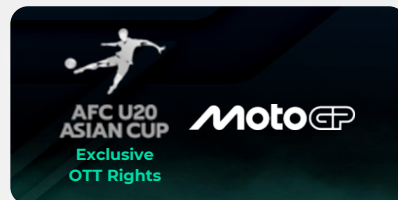
Ebook+
Digital Book

+ SPORTS CONTENT CALENDAR 2025

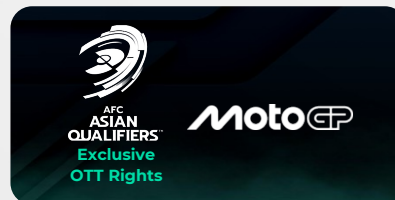
January



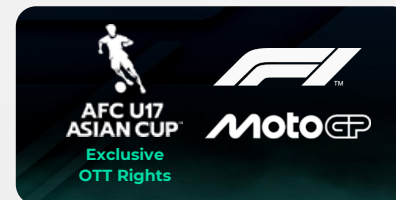
February



March



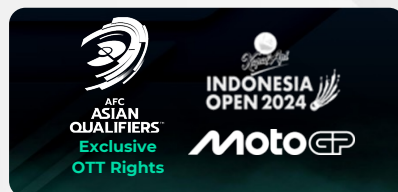
April



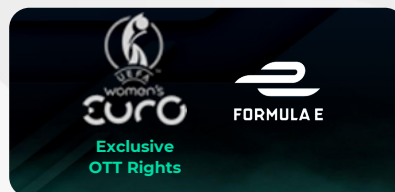
May



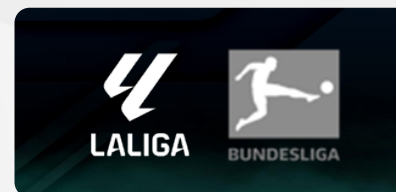
June



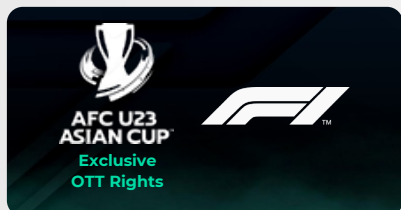
July



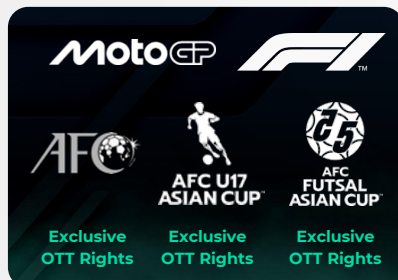
August



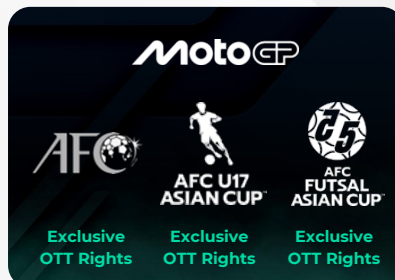
September



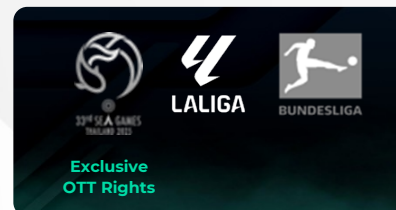
October



November



December



Financial Results: MNCN (Q1-2025)

Consolidated Income Statement (in million IDR)	Actual		Var
	Q1-2025	Q1-2024	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%
Gross Profit Margin	50%	57%	
General and Administrative Expenses *)	453,300	478,090	-5%
Depreciation & amortization (GA)	108,129	99,341	9%
EBITDA	833,859	942,052	-11%
EBITDA margin	35%	40%	
Net Income (Loss)	484,731	576,201	-16%
Net Income Margin	20%	25%	

*) : 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