

## **MNC Media & Entertainment Scores Exclusive Broadcast Rights for UEFA EURO 2024 & 2028**

MNC Media & Entertainment, through PT Rajawali Citra Televisi Indonesia ("RCTI"), a wholly owned subsidiary of PT Media Nusantara Citra Tbk ("MNCN" or the "Company") has managed to obtain Indonesia's exclusive broadcasting rights for UEFA European Football Championship 2024 & 2028, including all qualifiers and the UEFA Nations League.

Noted as one of the biggest events in the world of football, UEFA EURO is highly anticipated by sports enthusiasts all over the globe. The events have a proven track record in terms of gaining high audience shares as well as ratings, and is coveted as one of the major drivers for viewership and engagements, especially with the massive existence of football fanatics in the country.



Kindly note, in 2021, RCTI has managed to garnered an all-time audience share of 25.3%, while during the period of UEFA EURO (11 June - 12 July 2021) alone, average audience share for all UEFA EURO matches stood at 38.1%, with an impressive 50.3% audience share for UEFA UERO Final.

Considering numerous headwinds experienced towards the media industry, this event will be a catalyst for MNCN to regain strength and captivate audiences as well as attracting more advertisers. In addition, prominent sporting programs like UEFA EURO is also expected to bring positive impact towards other programs, especially boosting the audience shares and ratings to programs that are scheduled to air prior to and following the event, which will ultimately increase the performance across the Company's FTA TVs.

Through this deal, Indonesian audience can access live UEFA EURO 2024 matches through MNC Media & Entertainment's FTA TV, Pay TV, and SVOD superapp, Vision+. Additionally, other related activation program/content (non-match) for the event will be made available on AVOD superapp, RCTI+.

UEFA EURO 2024 kicks off in Munich on Friday, 14 June 2024 and ends with the final in Berlin in 14 July 2024.

### ◆ Comments from Hary Tanoesoedibjo, Executive Chairman of MNC Group

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MNCN is always committed in delivering high quality content to its audience, and this includes top sports tournament like UEFA EURO. We are convinced that striking the right balance between entertainment and sports is essential to maintain high viewership as well as increasing substantial commercial opportunities. The UEFA EURO is a major international football tournament that captures the attention of millions of football fans around the world. We believe that this will create more rooms for advertising, sponsorships, and partnerships, which can be lucrative for the Group's ecosystem.

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