PT Media Nusantara Citra Tbk

Business Update – August 2023

MNC Digital

TOTAL POPULATION
277.7 MILLION
URBANISATION
57.9%

CELLULAR MOBILE CONNECTION
370.1 MILLION
vs. POPULATION
133.3%

INTERNET USERS
204.7 MILLION
vs. POPULATION
73.7%

ACTIVE SOCIAL MEDIA USERS
191.4 MILLION
vs. POPULATION
68.9%

*INDONESIA HAS 176 MILLION CITIZENS UNDER 40 YEARS OLD

FEB 2022

DAILY TIME SPENT ON MEDIA
THE AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES

INDONESIA

TIME SPENT USING THE INTERNET
8H 36M
YoY CHANGE
-3.0% (-16 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
2H 50M
YoY CHANGE
-0.6% (-1 MIN)

TIME SPENT USING SOCIAL MEDIA
3H 17M
YoY CHANGE
+1.5% (+3 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 47M
YoY CHANGE
+9.2% (+9 MINS)

TIME SPENT lISTENING TO MUSIC STREAMING SERVICES
1H 40M
YoY CHANGE
-3.0% (-16 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO
0H 37M
YoY CHANGE
+12.1% (+4 MINS)
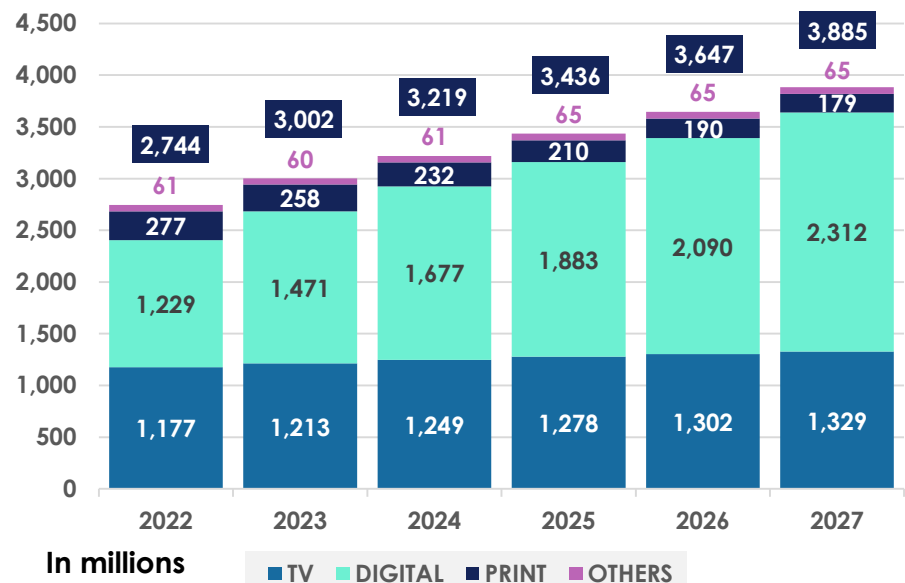
TIME SPENT LISTENING TO PODCAST
0H 55M
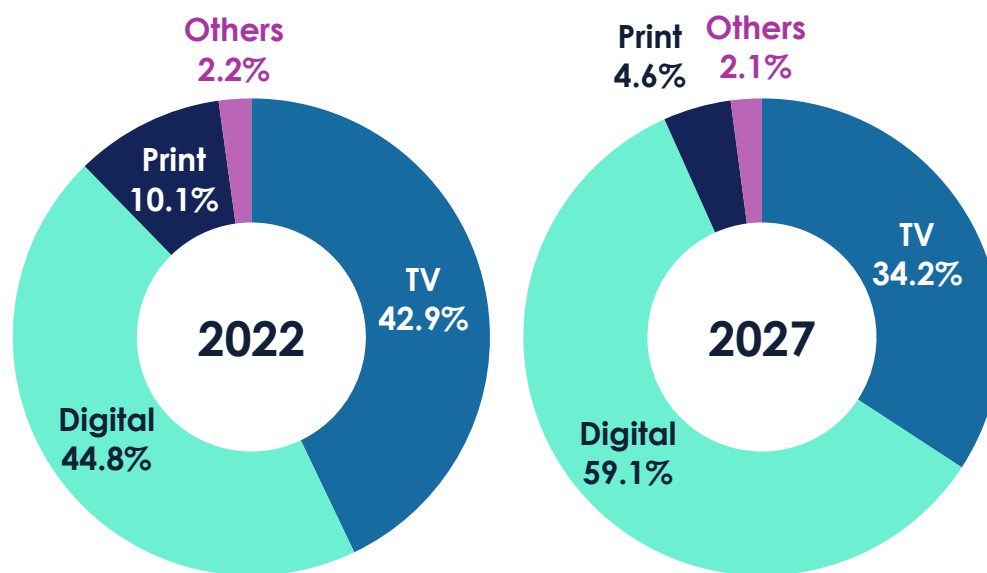YoY CHANGE
+25.0% (+11 MINS)

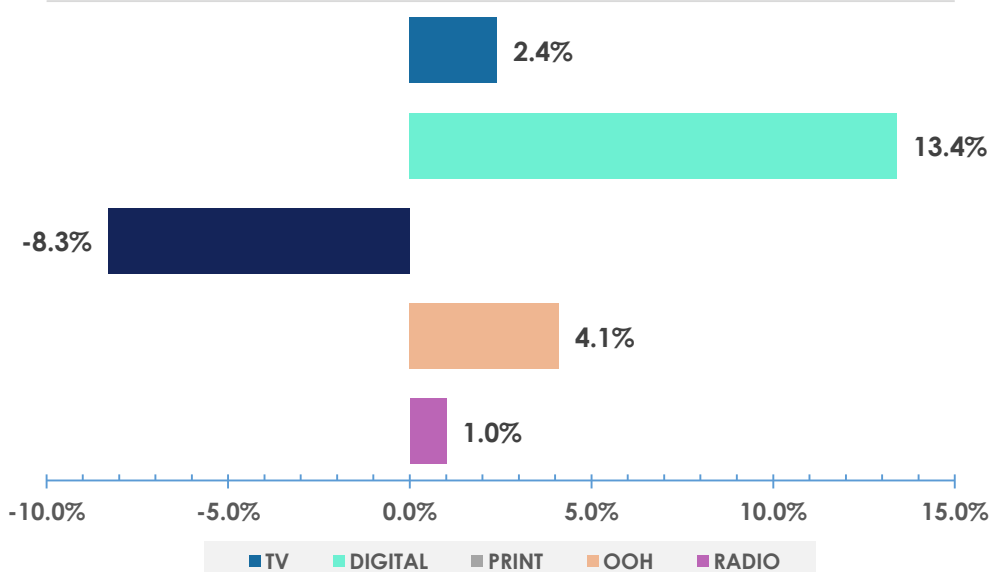**TIME SPENT USING A GAMES CONSOLE**
1H 19M
YoY CHANGE
+3.9% (+3 MINS)

SOURCE: HOOTSUITE / WE ARE SOCIAL INDONESIA DIGITAL REPORT 2022

ADS MARKET IN ABSOLUTE TERMS ($)

In millions

	2022	2023	2024	2025	2026	2027
Total	2,744	3,002	3,219	3,436	3,647	3,885
OTHERS	61	60	61	65	65	65
PRINT	277	258	232	210	190	179
DIGITAL	1,229	1,471	1,677	1,883	2,090	2,312
TV	1,177	1,213	1,249	1,278	1,302	1,329

■ TV ■ DIGITAL ■ PRINT ■ OTHERS

MARKET SHARE ALL MEDIA

2022
- Others 2.2%
- Print 10.1%
- TV 42.9%
- Digital 44.8%

2027
- Print 4.6%
- Others 2.1%
- TV 34.2%
- Digital 59.1%

CAGR 2022 - 2027

- TV: 2.4%
- DIGITAL: 13.4%
- PRINT: -8.3%
- OOH: 4.1%
- RADIO: 1.0%

-10.0% -5.0% 0.0% 5.0% 10.0% 15.0%

■ TV ■ DIGITAL ■ PRINT ■ OOH ■ RADIO

DIRECT SVOD SUBS

CAGR 11%

2022	2027
20.3M	30.4M

■ Subscribers

ONLINE VIDEO REVENUE

CAGR 18%

	2022	2027
Total	969M	2170M
AVOD	602M	1400M
SVOD	367M	770M

■ SVOD ■ AVOD

MNC Digital

Corporate Structure (MNCN)

MNC

Free to Air (FTA) TV

Entertainment

RCTI MNCTV GTV

Entertainment FTA focusing on family audience

News and Sports

iNews

Largest news TV and provide news programs to the Group's 3 entertainment FTA

Content & Digital Entertainment

MNC Digital

Content/IP and E-Sports & Gaming	Talent, MCN & Socmed
iNews Media Group (Portal)	AVOD & SVOD Superapps

Non-Digital Rights by FTA

Content Library **>300,000** Hours

Fresh Production **+20,000Hrs** Annually

Digital Rights by MNC Digital

MNCN FTA PERFORMANCE

AUDIENCE SHARE
PRIMETIME | FTA TV ALL GROUP
YTD JULY 2023

Channel	Share
MNCN	42.5
SCMA	34.1
TRANS	13.9
VIVA	7.6
METRO	1.4
TVRI	0.6
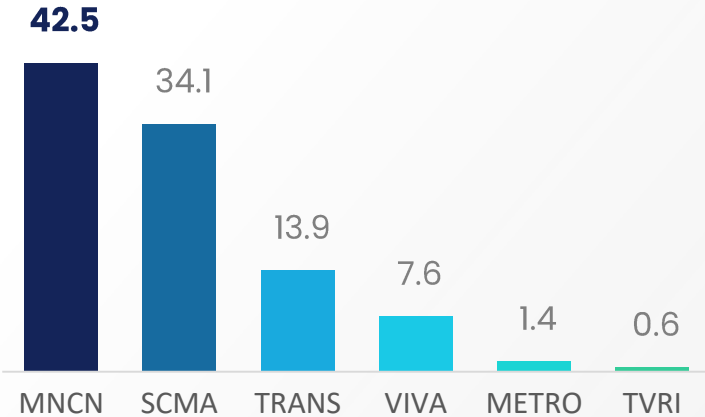
Source: Nielsen

CONTENT PRODUCTION

CONTENT LIBRARY
>300.000 HOURS

FRESH PRODUCTION
+20.000 Hrs ANNUALLY
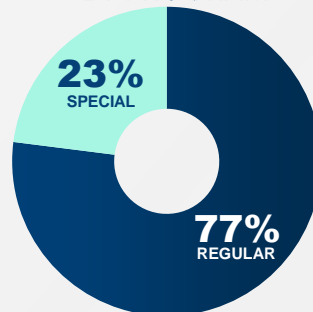
REVENUE CONTRIBUTION
H1 2023

BY DAYPART
- 50% NON PRIMETIME
- 50% PRIMETIME

BY ADS TYPE
- 21% NON REGULAR
- 79% REGULAR
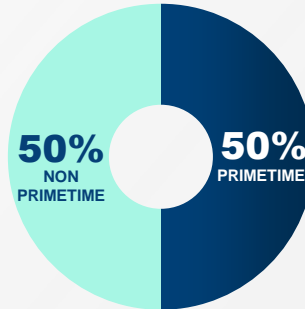
BY PROGRAM
- 23% SPECIAL
- 77% REGULAR
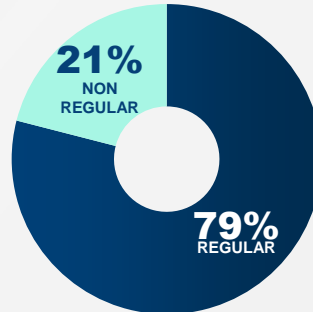
AD SPEND SHARE BY MEDIA GROUP
H1 2023

MNCN DOMINATES FTA AD SPEND MARKET SHARE WITH 46.1%

Media Group	Share
MNC GROUP	46.1%
EMTEK GROUP	30.0%
TRANS CORP	11.8%
VIVA GROUP	9.0%
METRO	2.6%
NET	0.6%
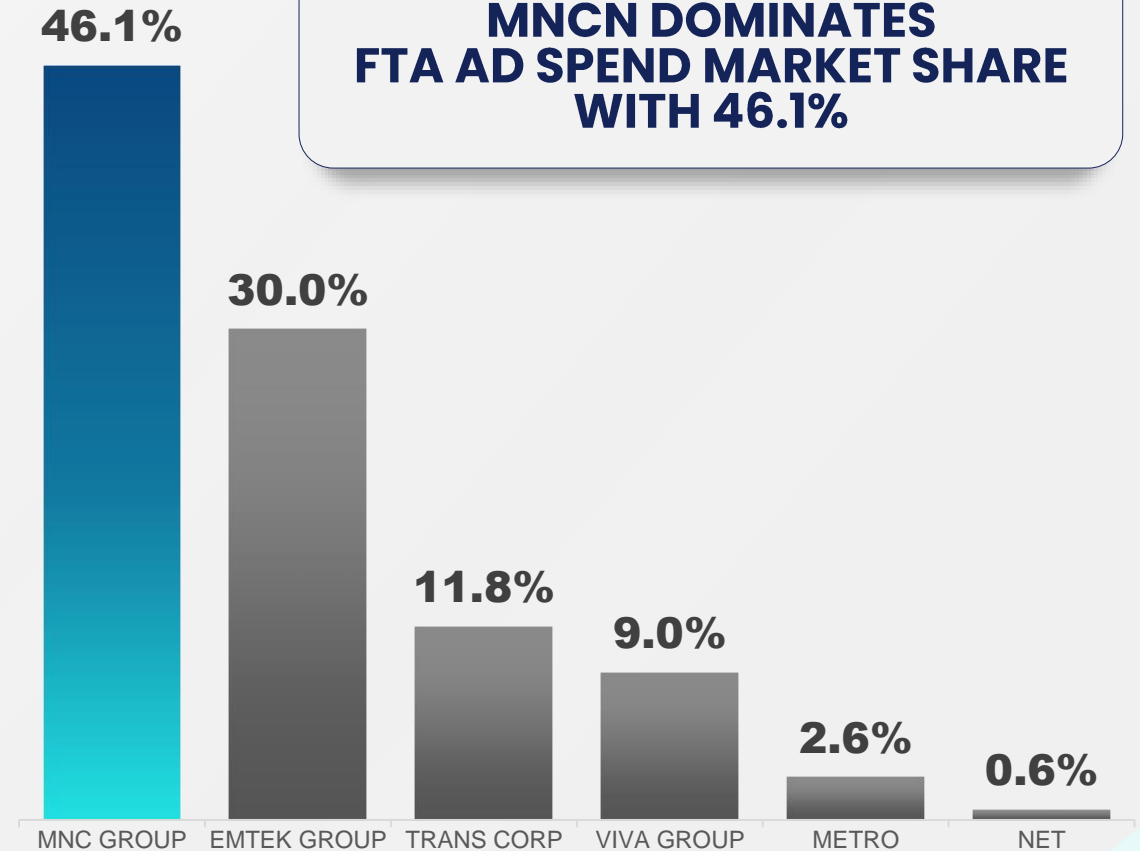
Source : Marketing Corporate Analyst Data Source (Report Adex Nett Assumption), Periode Jan – Jun 2023

MNC Digital Corp Structure

Content/IP, E-Sports & Gaming

Production House
- MNC PICTURES
- MNC FILM INDONESIA
- MNC ANIMATION
- ASIA MEDIA PRODUCTIONS
- STARPRO
- VISION PICTURES

Production Infrastructure
- MOVIELAND LIDO

IP & Distribution Management
- IP MANAGEMENT
- MNC CONTENTS

ESPORTS STAR INDONESIA
- Game Development & Publishing
- E-Sports Team Management
- Professional E-Sports Competition and Talent Search Program
- Local Game Partnership & Business Development

Talent, MCN & Socmed

400+ Artist with Diverse Talent Specialization
- STAR MEDIA NUSANTARA

Social Media & MCN
- STARHITS
- 200+ MCN Channels

YouTube	Facebook	TikTok
*76.3B 👁	7.8B 👁	265M 👤
203.2M 👤	69.7M 👤	

*: MNC Internal Research, July 2023

Music Label & Publishing
- HITS RECORDS
- starcipta musikindo
- SWARA BINTANG

iNews Media Group

Portal & Apps
- iNews.id
- Okezone.com
- IDX CHANNEL.COM
- SINDONEWS.com

Linear Free/ Pay Channels
- iNews
- OkezoneTV
- IDX CHANNEL
- SINDONEWS TV
- celebrities TV
- sportstars
- sportstars2
- sportstars3
- sportstars4
- SOCCER CHANNEL

Social Media
- YouTube
- Facebook
- Instagram
- TikTok

Radio Platform
- MNC TRIJAYA
- Okezone RADIO 88.4 FM JAKARTA
- celebrities radio
- 97.1 FM RDI JAKARTA

AVOD & SVOD Superapps

Extension of FTA
- RCTI+
- VIDEO+
- NEWS+
- BuddyKu
- HOT+
- AUDIO+
- TREBEL
- ROOV

Pay TV Authenticated & OTT
- VISION+
- V+ CHANNELS
- V+ SPORTS
- V+ LIBRARY
- VISION+ ORIGINALS

Other Content
- V+ E-Book
- V+ Games

CONTENT & PRODUCTION MARKET SHARE

MNC Digital

THE BIGGEST CONTENT PRODUCER & IP OWNER FOR DIGITAL & NON DIGITAL PLATFORM	70,000+ ARTICLES MONTHLY	500-700 DAILY SOCIAL MEDIA UPLOADS	300,000+HRS DIGITAL CONTENT LIBRARY

#1

DRAMAS

33.1%
Nationwide Market Share

1362 hrs Content (H1-2023) **5150 hrs** Content (FY-2022)

#1

ANIMATIONS

68.1%
Nationwide Market Share

65 hrs Content (H1-2023) **283 hrs** Content (FY-2022)

MOVIES

10-12
Movies Per Year
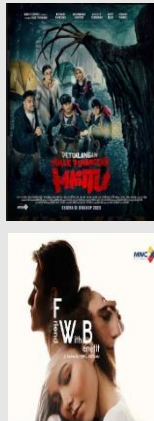
#1

REALITY PROGRAMS

62%
Nationwide Market Share

772 hrs Content (H1-2023) **1302 hrs** Content (FY-2022)

#1

INFOTAINMENT

31%
Nationwide Market Share

860 hrs Content (H1-2023) **1709 hrs** Content (FY-2022)

ORIGINALS

Platform Distribution

FTA / PAY TV

APP/WEB/OTT

SOCIAL MEDIA

YouTube

Facebook

TikTok

ONLINE TO OFFLINE ENTERTAINMENT HUB

MOVIELAND: *The Most Integrated and One Stop Studios*

- **MOVIELAND is one of the Creative Economy Hubs in MNC Lido City**, covering an area of 21 hectares. It is planned as the largest center for film and TV series production in Southeast Asia, integrated with various international-standard facilities and equipment.

- **The construction of Movieland has already begun in 2021, and some buildings have already been completed and started to be used for shooting activities**, such as Elite House Backlot, Menteng House Backlot, Conventional House Backlot, Townhouse Backlot, Convenience Store Backlot, Resto & Café Backlot. The project will be completed in Q1 2024.

- **Movieland will make film and TV Series production more efficient**, as all stages of production, from pre-production to post-production, are integrated in one place with a controllable environment.

ELITE HOUSE A BACKLOT

Pre Production

Production Preparation Stages:
- Film cast selection
- Location selection
- Shooting time planning

Production

Production Stages:
- Shooting with backlot facilities, with types according to scenarios such as: Elite, Middle Class, Café & Resto Backlot etc
- Or Sound Stage (indoor studio)

Post Production

Post Production Stages:
- Editing, Sound & music
- Color grading

CAFÉ BACKLOT

TOWNHOUSES BACKLOT

RESTO BACKLOT

CONVENIENCE STORE

RUMAH MENTENG (CONVENTIONAL HOUSE BACKLOT)

MNC Digital

IP LICENSING & NFT MONETIZATION

TITLE/ FORMAT

SCRIPT/ CHARACTER

IP MONETIZATION

Ikatan Cinta

Putri untuk Pangeran

KiKo

BIMA

ESPORTS STAR INDONESIA

LICENSEE

Shopee

MAYORA

lemonilo

Bihunku
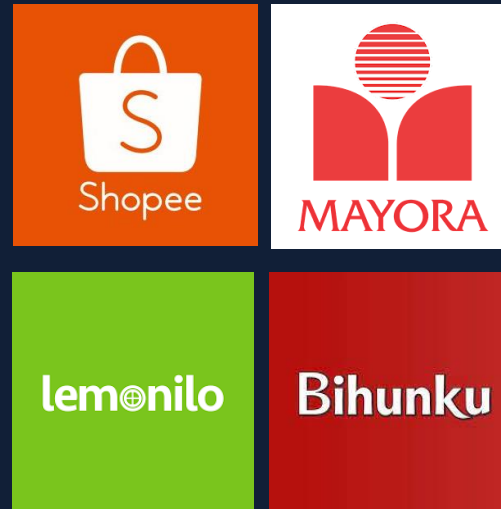
NFT MONETIZATION

Content library
>300.000 hours

Celebrities/Talents

Content Characters

DEDICATED GAMING ARM

ESPORTS STAR INDONESIA Provides:

- Game Development & Publishing
- E-Sports Team Management
- Professional E-Sports Competition & Talent Search Program
- Local Game Partnership & Business Development

FIGHT OF LEGENDS

▶▶ *Trailer Fight of Legends*

Launched in 23 Nov 2022 ▶▶

SEA Launch in 2023 ▶▶

E-SPORTS PRODUCTION & BROADCASTING INVOLVEMENT

PARTNERS	IESPL BY KINCIR	Garena connecting the dots	MOONTON	Broadcast Involvement
EVENTS	PIALA PRESIDEN ESPORTS 2019 / PIALA PRESIDEN ESPORTS 2020	FREE FIRE MASTER LEAGUE SEASON II / FREE FIRE MASTER LEAGUE SEASON III DIVISI 1 / FREE FIRE MASTER LEAGUE SEASON IV DIVISI 1	ESPORTS STAR INDONESIA / ESPORTS STAR INDONESIA SEASON 2	**GTV** For Domestic Audience
	JAN - MAR 2019 / OCT 2019 - FEB 2020	AUG - OCT 2020 / JAN - MAR 2021 / AUG - OCT 2021	AUG - DEC 2020 / OCT - DEC 2021	**RCTI+** For Domestic & International Audience

FIGHT OF LEGENDS SCHOOL COMPETITION SERIES

MNC Digital

BIGGEST TALENT MANAGEMENT

400+ ARTIST

200+ MCN Channels

IN CONTRACT FOR EFFECTIVELY **10 YEARS**

MANAGES TALENT TO PERFORM
ON AIR - OFF AIR - DIGITAL (GROUP OR NON GROUP)

TV SHOWS | RADIOS | ON GROUND EVENTS | OOH/TVC
LIVE CHAT (RCTI+) | CONTENT CREATORS ON MCN

Revenue split between talent and the Company for all bookings, including endorsements on their respective social media platforms.

Official Talent Management For MNCN Talent Search Programs

- Indonesian Idol
- Indonesian Idol Junior
- The Master
- The X Factor
- The Voice Indonesia
- The Voice Kids Indonesia
- KDI 2020
- Miss Indonesia 2022
- MasterChef INDONESIA
- MasterChef JUNIOR
- RISING STAR INDONESIA

Highlighted Talents

Mahalini	Lyodra	Tiara	Marion Jola	Andmesh
Ayu Ting Ting	Arnold Poernomo	Robby Purba	Anwar	Boy William
Brisia Jodie	Dede Sunandar	Ghea Indrawari	Felicya Angelista	Ziva Magnolya
Limbad	Aya Renita	Sere Kalina	James Purba	Anneth
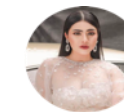
Leading Indonesian Music Labels

HITS RECORDS Focus on Pop Genre

SWARA BINTANG Focus on Dangdut & Melayu

SOCIAL MEDIA PRESENCE

YouTube

ALL MNC GROUP		ALL MCN STARHITS	
76.3 Billion views	**203.2** Million Subs	**27** Billion views	**113** Million Subs

Facebook

FROM 99 FACEBOOK PAGE

Est. July 2020

7.8 Billion views   **69.7** Million Followers

TikTok

FROM 186 TIKTOK'S ACCOUNT

Est. September 2020

265 Million Followers

- o **Revenue share model**
- o **Generate 1.5 – 2 billion views/month**
- o **Operate as a multi-channel network, allowing monetization of third party content creators.**
- o **Utilizing the group's huge content library to generate traffic and at the same time promote the content itself.**

Source: MNC Internal Research - July 2023

YOUTUBE MONETIZATION

1. Library Clips

4:48	**4:29**	**3:09**	**12:03**	**6:57**	**3:45**
Ada Surga Dimata Ibuku - Gawattt Mau Dibawa Kema...	BINTANG DI HATIKU - Gawattt Bonny Nyebur Kali [...	CAHAYA HATI - Gilak Ringgo Minta Tebusan 100jt [12...	BINTANG DI HATIKU - Poppy Tak Mampu Lagi Mengejar [...	BINTANG DI HATIKU - Apa Yang Terjadi Dengan Lolly [...	BINTANG DI HATIKU - Kasihan Shelly Diganggu...
335M views • 3 years ago	96M views • 3 years ago	95M views • 3 years ago	81M views • 4 years ago	71M views • 4 years ago	69M views • 3 years ago

2. Original Production / Sponsorship Based Web-Series

8:18	**8:12**	**7:59**	**9:50**	**6:57**	**2:00**
Dunia Terbalik-balik - CEMBURU BUTA #Episode5	Dunia Terbalik-balik - BETAH KARENA TOILET...	Dunia Terbalik-balik - AHLI TOILET DUDUK #Episode3	Dunia Terbalik-balik - PEMENANG TANTANGAN...	Dunia Terbalik-balik - TANTANGAN VLOG RAFFI...	TOILET CANGGIH TOTO BIKIN DUNIA TERBALIK-...
132K views • 2 years ago	134K views • 2 years ago	141K views • 2 years ago	141K views • 2 years ago	154K views • 2 years ago	24K views • 2 years ago

3. MCN – Multi Channel Network

TALENT MANAGEMENT
SOCIAL MEDIA CONTRIBUTION
(YOUTUBE ONLY)

200+ MCN CHANNELS

27 Billion VIEWS

113 Million SUBS

ST★RHITS

AVOD Superapp - RCTI+

1. Video Streaming — VIDEO+

- Live TV, catch up TV, and FTA programs – current, library, fresh extended content and FTA unaired content.
- Quiz, reward system, original short, mid, & long form content, voting, and chats with MNC talents.
- Capitalizing on the FTA group strong audience share.

2. News Aggregator — NEWS+ / BuddyKu

- Supply of the online portals top news content into RCTI+.
- Aggregate news from other publishers.
- Generates 3000+ articles on a daily basis.

3. Audio Aggregator — AUDIO+ / ROOV

- Consisting of audio series, audio book, podcast and radio aggregator (more than 2000 radio channels – domestic & international).
- A direct beneficiary of the group strong and popular IP's to create audio based content.

RCTI+ Entertainment Super-App

4. UGC Competition — HOT+

- Capitalizing on the group's 18 years experience on producing and managing talent search format.
- Providing incentive for talents to be managed by Indonesia's biggest talent management unit.

5. Music Streaming — TREBEL

- Free music app, download feature and listen offline, no ad interference, plus music identification feature.
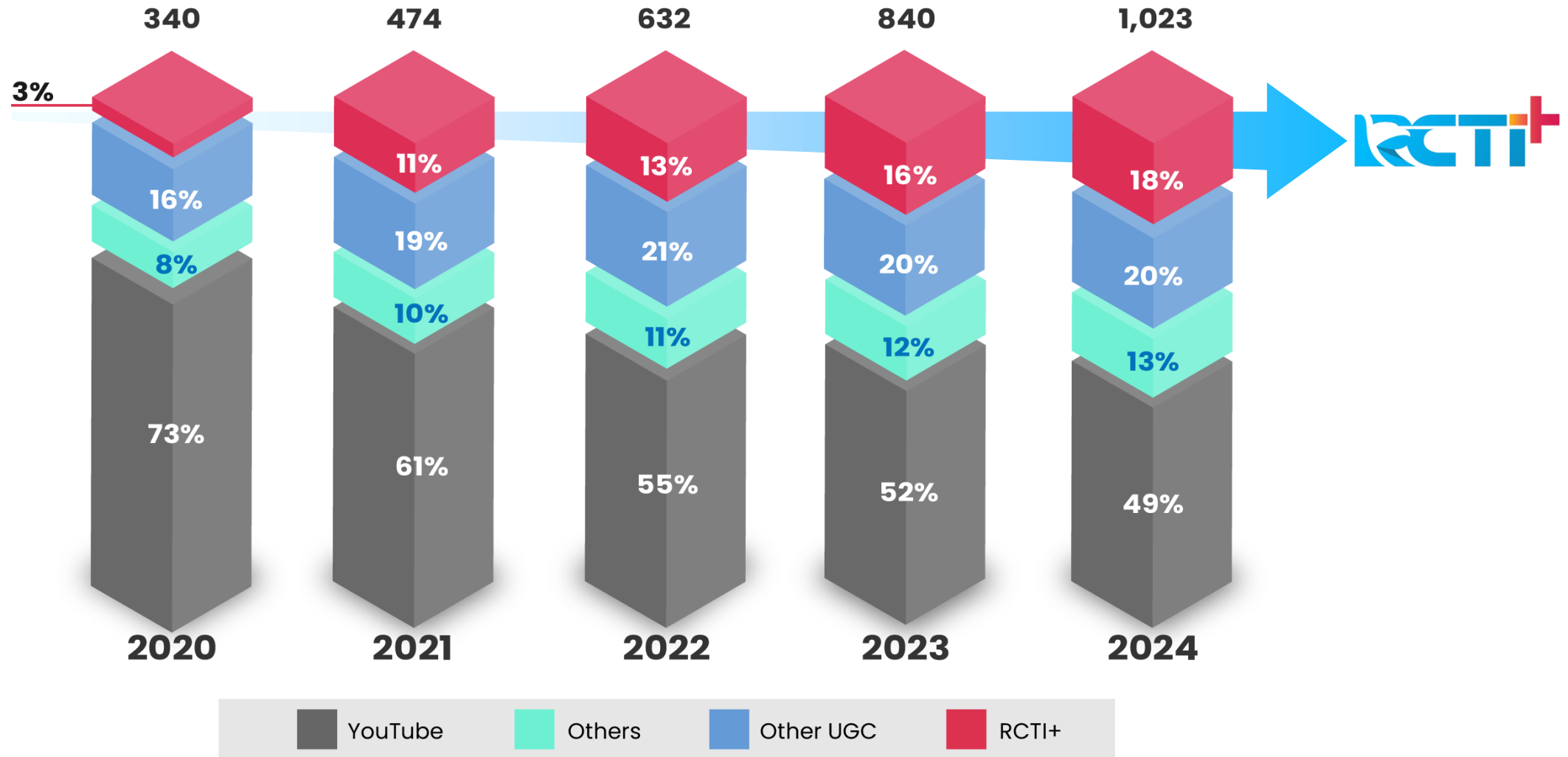
RCTI+ MONTHLY ACTIVE USER (IN MILLION)

Q3 21	Q4 21	Q1 22	Q2 22	Q3 22	Q4 22	Q1 23	Q2 23	Jul-23
59.9	63.8	64.4	65.1	65.8	66.9	67.8	68.5	68.8
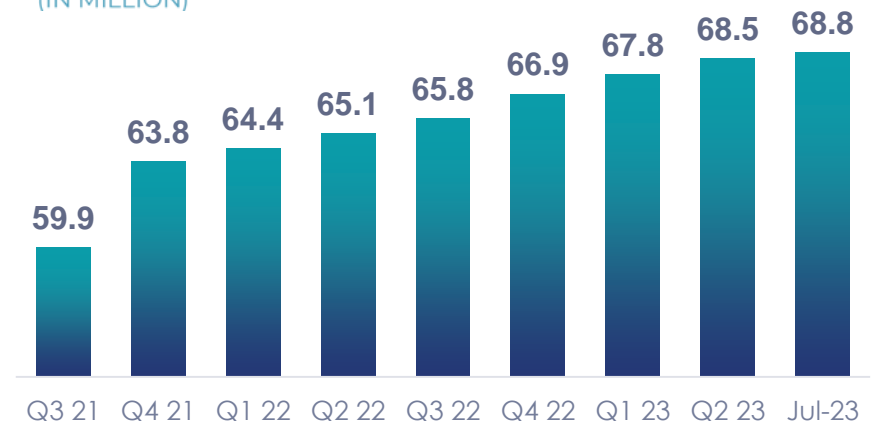
Source: Google Analytics

RCTI+ Will Grow Total AVOD Market Share to 18% by 2024

Indonesia AVOD Revenue Market Share (in US$ millions)

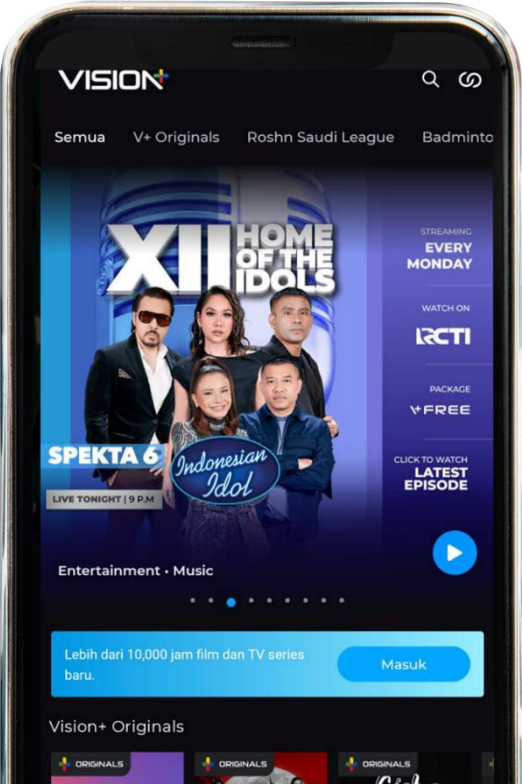|	2020	2021	2022	2023	2024
Total	340	474	632	840	1,023
RCTI+	3%	11%	13%	16%	18%
Other UGC	16%	19%	21%	20%	20%
Others	8%	10%	11%	12%	13%
YouTube	73%	61%	55%	52%	49%

Legend: YouTube · Others · Other UGC · RCTI+

Source: Media Partners Asia

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11.8M *Registered Users*

41.1M *Monthly Active Users**

As of Jul'23

VISION+ TV Anywhere, Anytime

Subscription Video on Demand (SVOD)

✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

Advertising Video on Demand (AVOD)

✓ Vision+ offers all of the Group's Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.

✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from weekly, monthly, and annually subscription fee.

Future roadmap includes VISION+

to become a **SVOD** based **SUPER APP** by adding new engaging content category

Vision+ Subscriber's Growth (in millions)
data as of Q2-2023

Paid Subs

2020	2021	2022	Q1-23	Q2-23
1,610	2,081	2,398	2,481	2,518

Source : Company Data

MNC Digital
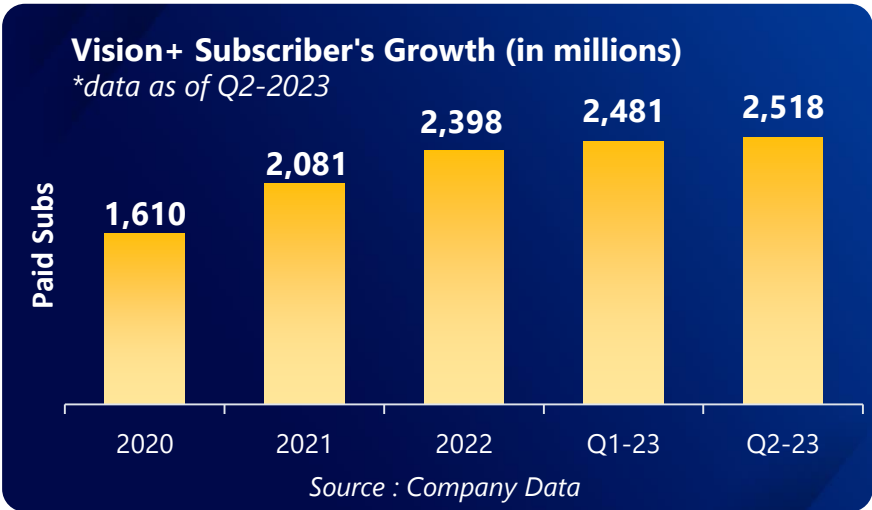
V+ Channel

110+
Linear
Channels
Local + Foreign

Premium SVOD platform with the most linear TV offering for OTT in the market

V+ Library

Exclusive
20,000+
Hours

The highest quality local content in the country including top rated drama series, movies, and other leading contents

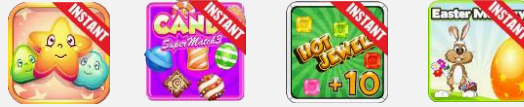**V+ Sports**

A variety of sporting programs

V+ Original Productions

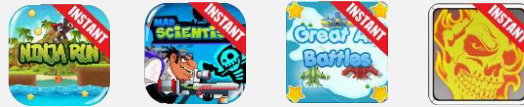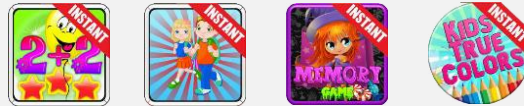**Key drivers to attract subscribers to Vision+ with aggressive original productions**

19

MNC Digital

Puzzle Games
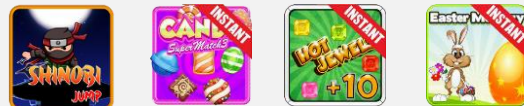
Adventure Games
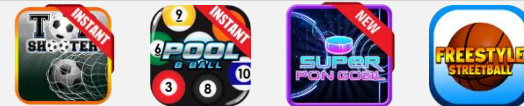
Word & Trivia Games

Action Games

Shooting Games
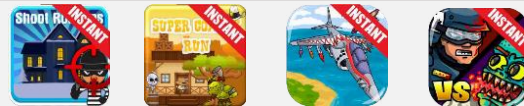
Casual Games

Arcade Games

Sport Games

75 OWNED CASUAL GAMES

and other publisher games

Part of VISION+ content offering to increase stickiness

In-App-Purchase added to Android, IOS on final adjustments

Future Plan: **Games+ 2.0** (New UI, Loyalty point Daily Login)

Games+ also creates games based on Vision+ Original Series, as a way to keep users engage between show releases

Lukas Journey

Arab Maklum

Menggapai Ikatan Cinta

Caddy Candy

VISION+ E-Book (Klaklik)

Vision+ eBook, is part of Vision+ content offering that provides story based (text format) content, such as e-novels, e-books, stories, and other type of text based content
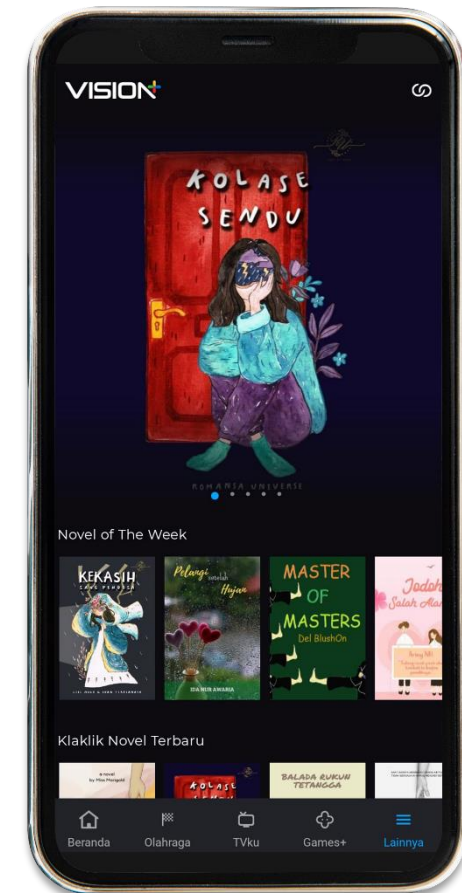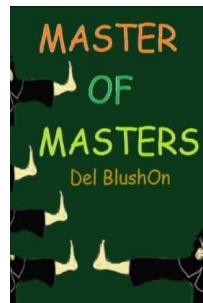
STORY

Collection of novels, short stories, fan fiction, and movie script from various genres

COMICS

Comics with numerous genres and from other creators

Key Penetration Strategies to Expedite Subs Growth

DTH Pay TV and Fixed Broadband & IPTV

Total Subscribers

12.3M+

As of Q2-23

MNC VISION **K·VISION** **MNC play**

Jointly Develop Vision+ Fully-offline Experience Tailored

TO THE MASS-MARKET SEGMENT ('VISION+ ON MIGO')

VISION+ + Migo

MIGO is a **last mile content distribution platform** tailored around **optimizing customer experience for the mass market**, and **offers fully offline video-on-demand** via its **network of partner corner stores**, or 'Warung MIGO"

WHY **MIGO** ?

- Affordable Price
- No internet needed
- No ads
- No buffering
- Wide coverage area

Targeting
20M+
paying monthly watchers across Indonesia

VISION+ ON Migo

Targeting
Rp15,000
average spend, per customer, per month

Targeting
100,000 locations across Indonesia
*Migo Download Station Deployments

Warung Migo

Major Strategic Collaboration With Telkom Indonesia

IndiHome
The largest broadband Provider in Indonesia with

9M
Internet subscribers

30%
Video service subscribers

Mobile Operator Partners

Telkomsel **XL axiata**

indosat OOREDOO HUTCHISON **smartfren.**

Penetrating organic users through Telco partnership

MNC Digital

Financial Results: MNCN (H1-2023)

Income Statements In IDR mio	YoY		Variance YoY
	H1-2023	H1-2022	
Revenues	**4,446,018**	**5,274,312**	**-16%**
Advertisement	3,886,036	4,764,516	-18%
Digital	1,350,167	1,342,833	1%
Non-digital	2,535,869	3,421,683	-26%
Content	727,788	835,773	-13%
Subscription	249,035	262,576	-5%
Others	48,600	46,103	5%
(Elimination)	(465,441)	(634,656)	-27%
Direct Cost *)	2,109,038	2,132,595	-1%
Depreciation and amortization	189,739	183,628	3%
Gross profit	**2,147,241**	**2,958,089**	**-27%**
Gross profit margin	*48%*	*56%*	
General & Administrative expense *)	847,078	944,300	-10%
Depreciation and amortization	209,438	215,376	-3%
EBITDA	**1,489,902**	**2,197,417**	**-32%**
EBITDA Margin	*34%*	*42%*	
Net Income	**829,823**	**1,342,735**	**-38%**
Net income margin	*19%*	*25%*	

*) : excluding depreciation and amortization