

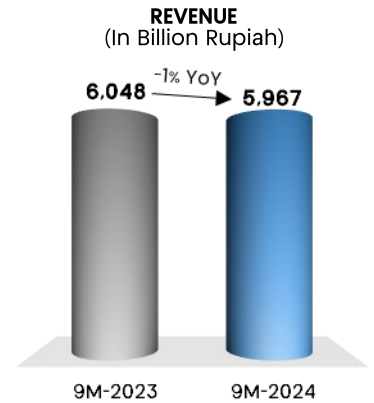
PT MEDIA NUSANTARA CITRA Tbk

SUMMARY OF 9M-2024 & Q3-2024 RESULTS



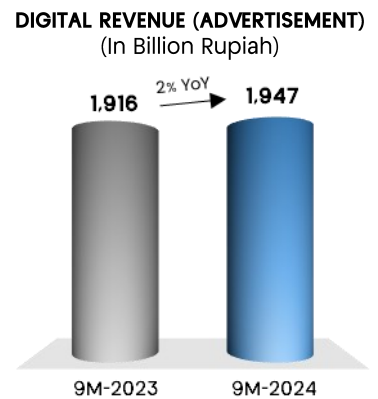
◆ Revenue

PT Media Nusantara Citra Tbk (IDX: "MNCN" or "the Company") announced its revenue for the first nine months of 2024 at Rp5,967 billion, reflecting a slight decrease of 1% YoY from Rp6,048 billion in the same period of 2023. In Q3-2024, revenue rose by 1% YoY to Rp1,621 billion.



◆ Digital Revenue (Advertisement)

MNCN reported a 2% YoY rise in digital revenue, reaching Rp1,947 billion for 9M-2024. This growth was driven by strong performance across its digital platforms, including the AVOD superapp RCTI+, online portals via iNews Media Group, and earnings from social media. To add, starting in November 2024, there will be an incremental advertisement revenue of FTA channels on RCTI+, as the Company has integrated sales effort in selling ads inventory, bundled between FTA TV platform & RCTI+ and new ads inventory as a stand-alone slots on RCTI+.



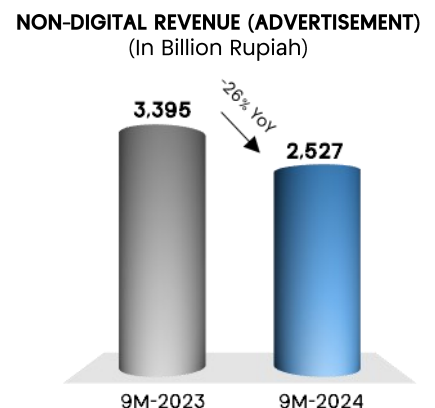
SOCIAL MEDIA

	251M subs	107B views
	72.6M followers	9.3B views
	294.7M followers	

YTD SEP 2024

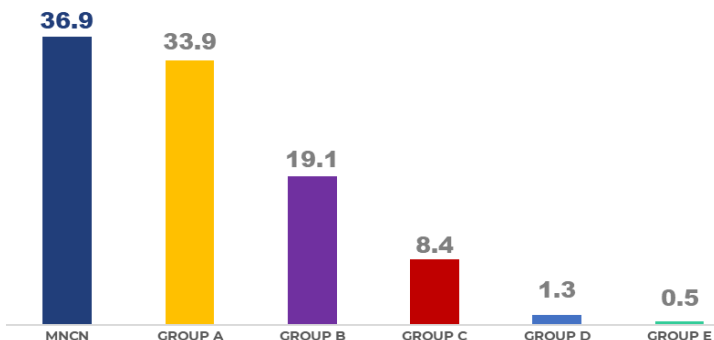
◆ Non-Digital Revenue (Advertisement)

The Company's non-digital revenue fell by 26% YoY to Rp2,527 billion in 9M-2024. However, despite this decline, the Company has retained its position as an industry leader by providing robust TV programming, achieving a 36.9% audience share. In addition, MNCN looks forward to improved FTA TV revenue in Q4-2024, driven by a compelling programming line-up for the end of the year. New initiatives on MNCN's FTA Channels will also derived from broadcasting Vision+ originals and tap into local FTA ads sales through iNews Local TV Networks, Indonesia's no 1 news TV.



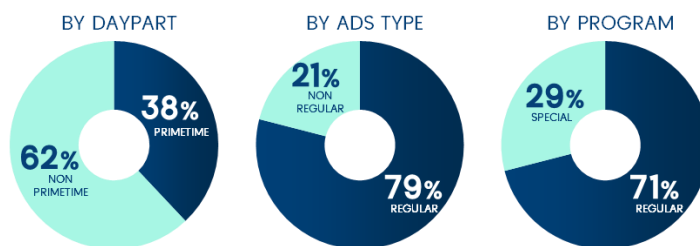


AUDIENCE SHARE ALL TIME - YTD SEP 2024



Source : Nielsen

REVENUE CONTRIBUTION YTD SEP 2024



Source : Marketing Corporate Analyst Data Source, Periode Jan - Sep 2024

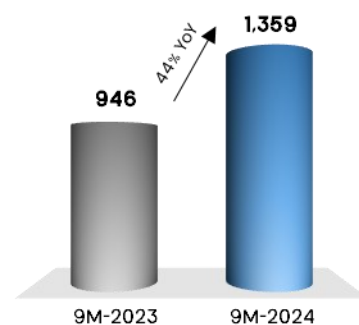
UPCOMING PROGRAM Q4-2024



Content and IP Revenue

As of 9M-2024, revenue from content and IP has reached Rp1,359 billion, reflecting a 44% YoY increase compared to the same period last year. This growth was primarily driven by higher sales of original content and licensing from the library to third parties. On a net basis, revenue from content and IP to third parties was at Rp916 billion in 9M-2024, calculated as content and IP revenue minus elimination.

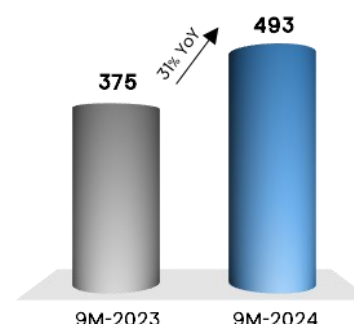
CONTENT AND IP REVENUE (In Billion Rupiah)

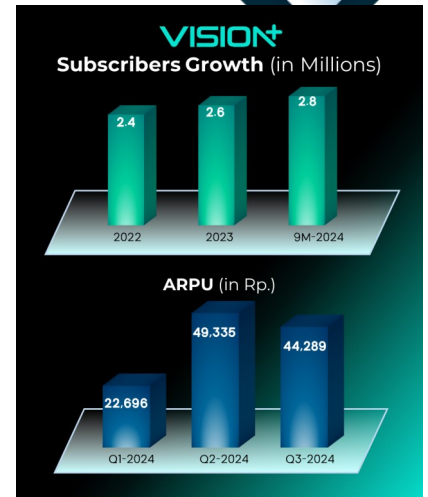


Subscription Revenue

In 9M-2024, subscription revenue from MNCN's SVOD superapp, Vision+, grew significantly from Rp375 billion to Rp493 billion, marking a 31% YoY increase. In Q3-2024, subscription revenue increased by 37% YoY to Rp173 billion. The main catalyst for Vision+'s surge this year was derived from better subscription premium packages, various prominent soccer competitions, Vision+'s originals growing popularity, targeted marketing efforts, and ISP & telco partnerships.

SUBSCRIPTION REVENUE (In Billion Rupiah)

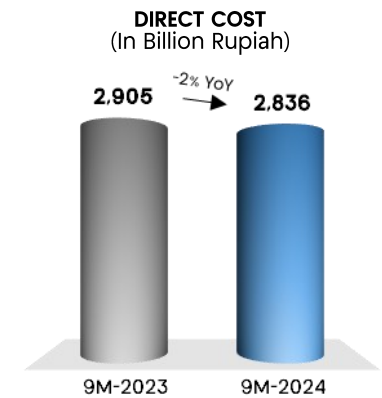




◆ Direct Cost

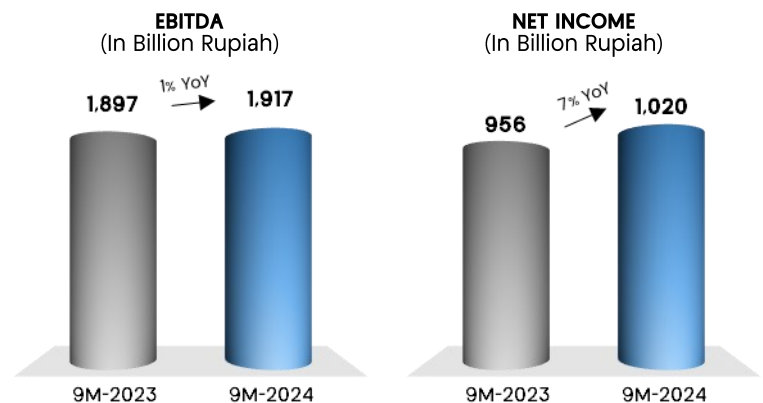
Direct cost decreased slightly by 2% YoY to Rp2,836 billion in 9M-2024, attributed to improved efficiency in content procurement and certain TV titles being produced at the Company's wholly owned outdoor studio facility, Movieland, which offers a range of backlots and facades suitable for content production, contributing to greater efficiency and cost-effectiveness.

Although, some production activities have been conducted in Movieland, kindly note that it will be fully completed in Q1-2025, where this can significantly lower production cost in the range of 10-15%.



◆ EBITDA & Net Income

In 9M-2024, the Company reported an EBITDA of Rp1,917 billion, reflecting 1% YoY increase from the previous year. This represents to an EBITDA margin of 32%. Furthermore, the Company achieved a net income of Rp1,020 billion during the same period, leading to a net income margin of 17%.



◆ Comments from Angela Tanoesoedibjo, Co-CEO MNC Group

“ I am content with an encouraging 9M-2024 results. Despite facing several headwinds in the industry, MNCN has successfully expanded its revenue through digital, subscription, and content sales. Although revenue from FTA broadcasting has decreased due to various macroeconomic factors, the Company has still managed to achieve positive revenue growth in Q3-2024. With MNCN's extensive media resources, fostering a cohesive ecosystem is becoming increasingly vital in today's landscape. Moving forward, we will continue to prioritize and grow our other revenue streams, invest wisely in the right area to support the business, and focus on ongoing technological advancements. We are confident that these efforts will further enhance MNCN's performance. ”

◆ Summary of Key Financial Performances 9M-2024

Consolidated Income Statement (in million IDR)	Actual		Var
	9M 2024	9M 2023	YoY
Revenues	5,966,510	6,048,151	-1%
Advertisement	4,474,359	5,310,576	-16%
Digital	1,947,434	1,916,051	2%
Non-Digital Advertising	2,526,925	3,394,525	-26%
Content and IP	1,359,434	945,572	44%
Subscription	492,712	374,887	31%
Others	82,948	75,439	10%
(Elimination)	(442,944)	(658,323)	-33%
Direct Cost *)	2,835,620	2,904,887	-2%
Depreciation & amortization	273,712	285,728	-4%
Gross Profit	2,857,177	2,857,536	0%
<i>Gross Profit Margin</i>	<i>48%</i>	<i>47%</i>	
General and Administrative Expenses *)	1,214,387	1,246,484	-3%
Depreciation & amortization	298,685	322,337	-7%
EBITDA	1,916,503	1,896,780	1%
<i>EBITDA margin</i>	<i>32%</i>	<i>31%</i>	
Net Income (Loss)	1,020,100	956,117	7%
<i>Net Income Margin</i>	<i>17%</i>	<i>16%</i>	

*) : Excluding depreciation and amortization



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