

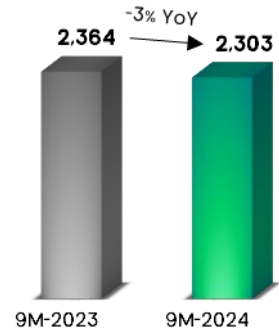
# PT MNC DIGITAL ENTERTAINMENT Tbk

## SUMMARY OF 9M-2024 & Q3-2024 RESULTS

### Revenue

PT MNC Digital Entertainment Tbk (IDX: "MSIN"), a subsidiary of PT Media Nusantara Citra Tbk (IDX: "MNCN"), reported revenues of Rp2,303 billion for 9M-2024, marking a 3% YoY decrease from Rp2,364 billion during the same period last year. However, in Q3-2024, the Company achieved a 6% YoY revenue growth, reaching Rp666 billion.

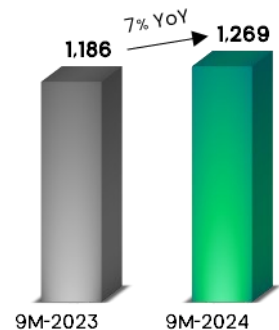
**REVENUE**  
(In Billion Rupiah)



### Content & IP and Talent Revenue

In 9M-2024, the Company's content and talent business grew by 7% YoY to Rp1,269 billion. This growth is primarily attributed to an increase in orders for MSIN's content, especially productions for MNCN FTA TV and licensed to external platforms. In Q3-2024, revenue from content & IP and talent reached Rp385.6 billion, reflecting a 50% YoY increase. Furthermore, there is a significant increase in original content licensing to third party platforms that cause the big jump in revenue for Q3-2024.

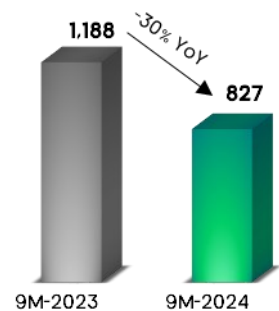
**CONTENT & IP AND TALENT REVENUE**  
(In Billion Rupiah)



### Digital Revenue

The Company's digital revenue fell by 30% YoY to Rp827 billion, largely due to various macroeconomic factors affecting advertising spending on digital platforms in Indonesia. Despite this decline, operational metrics indicate that MSIN's social media, online portals, and RCTI+ have continued to perform well.

**DIGITAL REVENUE**  
(In Billion Rupiah)



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+.



**RCTI+**  
MAU  
**70.2M**



**okezone** **iNews.id**  
**SINDO NEWS.com** **IDX**  
Portals MAU  
**40.1M**

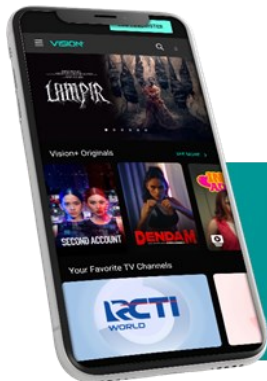
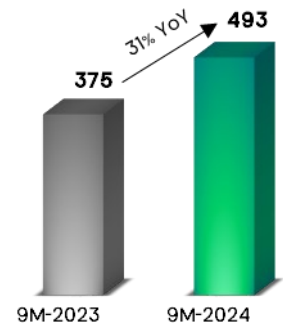
**SOCIAL MEDIA**

<b>251M subs</b> 107B views	<b>72.6M followers</b> 9.3B views	<b>294.7M followers</b>
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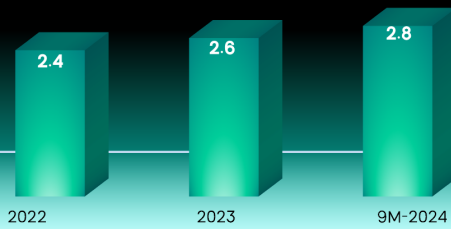
## Subscription Revenue

For 9M-2024, subscription revenue from MSIN's SVOD superapp, Vision+, rose substantially from Rp374.9 billion to Rp492.7 billion, reflecting a 31% YoY growth. In the third quarter of 2024, subscription revenue climbed 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. Lastly, another new monetization scheme would be coming from new initiative on airing Vision+ originals content on MNCN FTA TV, where ads revenue generated will be shared to Vision + as well.

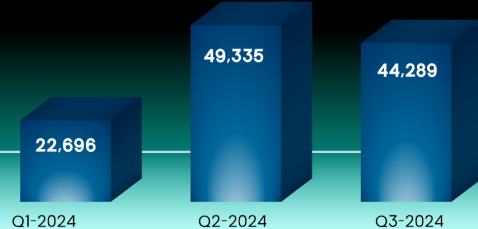
**SUBSCRIPTION REVENUE**  
(In Billion Rupiah)



**Subscribers Growth** (in Millions)



**ARPU** (in Rp.)

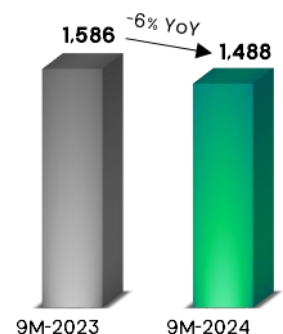


## Direct Cost

Direct costs decreased by 6% YoY to Rp1,488 billion. This reduction was primarily due to lower content production expenses for various MSIN produced content conducted at Movieland.

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%.

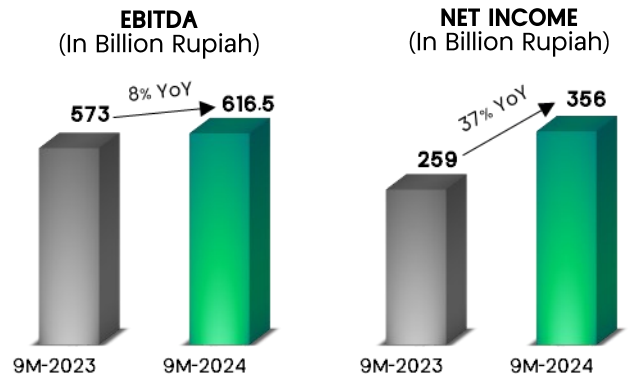
**DIRECT COST**  
(In Billion Rupiah)





### EBITDA & Net Income

EBITDA grew by 8% YoY in the first nine months of 2024, reaching Rp616.5 billion, with an EBITDA margin of 27%. Additionally, net income increased by 37% compared to the same period last year, totaling Rp356 billion, which corresponds to a net income margin of 15%. Both EBITDA and net income experienced notable YoY growth in Q3-2024.



### Comments from Angela Tanoesoedibjo, Co-CEO MNC Group

“

I am happy to share that MSIN has shown strong performance in both 9M-2024 and Q3-2024. As we look forward, we believe Q4 will see even greater improvements, driven by various strategic initiatives we have in place. Additionally, we expect a positive outlook for 2025, bolstered by favorable macroeconomic conditions in Indonesia, especially on consumption, which will likely boost advertising spending. Overall, we are dedicated to fostering growth and providing value to our stakeholders.

”

## Summary of Key Financial Performances 9M-2024

Income Statements In IDR mio	YoY		Var %
	Sept 24	Sept 23	
<b>Revenues</b>	<b>2,302,921</b>	<b>2,364,423</b>	<b>-3%</b>
Content & IP, Talent	1,269,361	1,186,150	7%
Digital	826,742	1,188,328	-30%
Subscription	492,712	374,887	31%
(elimination)	(285,894)	(384,941)	
Direct Cost *)	1,487,933	1,585,905	-6%
Depreciation and amortization	53,724	46,077	17%
<b>Gross profit</b>	<b>761,264</b>	<b>732,441</b>	<b>4%</b>
<i>Gross profit margin</i>	<i>33%</i>	<i>31%</i>	
General & Administrative expense *)	198,514	205,236	-3%
Depreciation and amortization	176,167	200,049	-12%
<b>EBITDA</b>	<b>616,474</b>	<b>573,282</b>	<b>8%</b>
<i>EBITDA Margin</i>	<i>27%</i>	<i>24%</i>	
<b>Net Income</b>	<b>355,978</b>	<b>259,315</b>	<b>37%</b>
<i>Net income margin</i>	<i>15%</i>	<i>11%</i>	

\*) : Excluding depreciation and amortization

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