

360° CUSTOMER TOUCHPOINTS

across multiple platforms -
we are just a call, a click, a post and a tweet away

CUSTOMER



Our customers can watch their favourite content via linear and On Demand on any device

Households

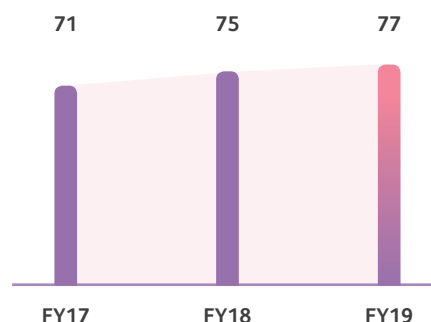
Expanding household penetration through dual-model approach

We continued to strengthen our presence in Malaysia in FY19, broadening our reach to 5.7 million households through our dual-model Pay-TV and NJOI propositions, and increasing household penetration from 75% to 77%. Our broad penetration provides abundant opportunities for advertisers to consolidate reach and tap into our diversified customer base, fuelling Astro's future adex and commerce growth.

Our eclectic content slate offers a wide array of choices for customers. In FY19, nine new HD channels were rolled out, including Oasis HD, Prima HD, Citra HD, Naura, Hello, beIN Sports MAX, Zee Tamil HD, Colors Tamil HD and Channel News Asia. To further drive the adoption of HD, we also launched the Starter Pack, which was positioned as the basic HD bundle with an add-on option at an affordable price point. In FY19, we observed an upward trend in PPV consumption which resulted in an increase in PPV revenue by 10% versus FY18 (excluding the 2018 FIFA World Cup). Overall, our ARPU remained resilient at RM99.9 in FY19 supported by the breadth and depth of our

value-added products and services. NJOI, our subscription-free service introduced six years ago utilises a freemium model by providing customers free access to 30 TV and 20 radio channels, beyond which a customer is able to purchase additional content on a prepaid basis. We maintained a steady growth trajectory for NJOI in FY19, driven by efforts to provide NJOI customers with more variety and value in our product offerings. To cater

Household penetration rate (%)



to different segments, we introduced a prepaid channel, Naura, targeted at contemporary Muslim audience, as well as tactical channel bundles including RaRa (Raya Ramadhan).

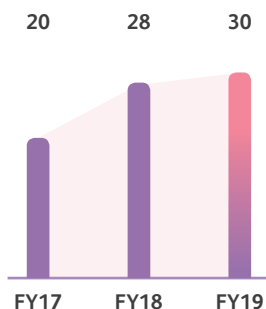
We also launched NJOI TV, a dedicated NJOI freeview channel that gives our customers quality content, sneak previews, as well as catch-up content of our prepaid offerings to further encourage prepaid purchases. The channel also provides NJOI customers with exclusive promotions such as Go Shop discounts. We developed a dedicated NJOI website to provide a focal point for customers' top-up and purchasing needs, and introduced a 'shopping cart' functionality and new payment options to allow for multiple purchases of channels and packs. Furthermore, with our expanding NJOI electronic prepaid touchpoints, covering 95% of nationwide convenient marts and 100% of local banks, our customers can now transact with greater convenience. By enhancing our offerings and simplifying the purchase experience, NJOI prepaid revenue increased to RM55.3 million, a 13% year-on-year growth.

Delivering the ultimate fan experience to sports enthusiasts

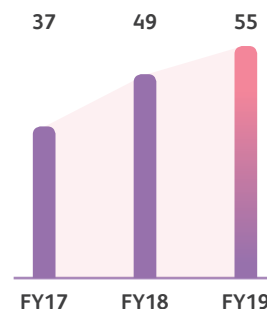
FY19 was a big year for sports, with an exciting line-up of major sporting events including the Winter Olympics, the Commonwealth Games and the highly-anticipated World Cup.

As the official broadcaster of the 2018 FIFA World Cup, we broadcast all 64 matches, 37 of which were exclusive to Astro in Malaysia under FIFA's Pay-TV broadcasting rights. We drove sales of more than 120,000 World Cup passes and special PPV single match passes, registering an increase of 18% in passes sold and a 48% hike in revenue compared to the 2014 FIFA World Cup as we capitalised on our multiplatform reach including Astro GO and NJOI Now, as well as Stadium Astro and the FIFA Virtual Reality ("VR") app.

NJOI Prepaid touchpoints ('000)



NJOI Prepaid revenue (RM m)



nJOI Prepaid

Langgan sekarang dan berhiburlah sepuasnya daripada SERENDAH RM1 SEHARI

Layari <http://www.njoi.com.my>

NJOI BERBALOI OOOi...

Tertakluk kepada Terma dan Syarat

Thumbnails of TV channels: Arena, NJOI, OJO, and others.

NJOI offers 30 free TV channels with an option to purchase additional content on an à la carte basis

CUSTOMER



Our connected customers have access to over 25,000 hours of content within our OD library

Touching more lives than ever before

The recent liberalisation of Malaysia's broadband sector provides a new opportunity for us to leverage our strong household penetration and expand our product offerings through value-for-money bundled broadband propositions designed for the connected lifestyle of the modern household. Within the IPTV space, we undertook a market realignment exercise to provide existing Astro-Maxis IPTV customers with speed upgrades and corresponding price reductions starting December 2018.

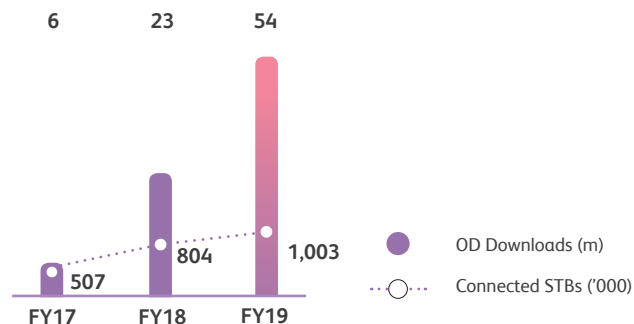
In early 2019, we collaborated with a TNB subsidiary on its pilot broadband initiative covering 1,100 potential homes in Jasin, Melaka where we offered a bundled broadband and content package starting from RM99. Following the encouraging success of the project, Astro continues to pursue collaborative partnerships in the broadband space to fuel customer demand for better connectivity, choice and convenience.

Catering to diverse viewing tastes

We continue to improve our offerings to enable customers to watch their favourite programmes, whether through linear or OD. In FY19, we grew our connected STBs by 25%, reaching over 1 million households, primarily driven by our aggressive marketing of OD offerings.

With our OD service, customers can download and watch movies and TV series instantly on TV or OTT. Customers utilising connected STBs, which are internet-ready, can access our OD library featuring over 25,000 hours of content which is regularly updated, including premiere episodes and a collection of content from past seasons for binge-viewing. In FY19, we differentiated our OD proposition by increasing popular Day/Date titles, offering content on-demand ahead of linear transmission, and investing in niche content. We also brought in more exclusive content with same-day TV series from Korea, China, Hong Kong and Taiwan, as well as the US and UK. With these initiatives, cumulative OD downloads more than doubled to 54 million and OD buys surged by 87% to almost 350,000.

OD downloads



Individuals

Developing individual relationships across our ecosystem

Alongside the expansion in our household reach, we remain strategically focused on replicating this onto the individuals' space to cultivate personal relationships with customers in our ecosystem through our OTT, digital brands, radio and commerce. Our foray into data and analytics has allowed us to understand our customers better at an individual level and enhance our offerings to cater for their progressively digital lifestyle needs.

Engaging individuals through OTT

Championing a seamless multiscreen experience across TV and personal devices, Astro GO provides Pay-TV customers access to live streaming of channels and an OD library with over 26,000 hours of content anytime, anywhere. NJOI Now, our freemium OTT platform, allows registered users to watch 20 Astro channels and selected OD content for free, on top of a library of local and international content that users can watch via PPV.

In FY19, Astro GO registered users increased by 32% to 2.2 million with an average weekly viewing time of 149 minutes per active user. NJOI Now was launched in FY18 and its registered user base has since steadily grown to 221,000 with active users consuming an average of 137 minutes of content weekly.

Following a strategic business review conducted towards the end of 2018, a decision was made to cease operations of our regional OTT Tribe and live streaming app Tamago due to the challenging landscape, resulting in disproportionate cost liabilities from marketing, content and technology perspectives as compared to the potential for monetisation. We continue to serve our regional audience through content collaborations.

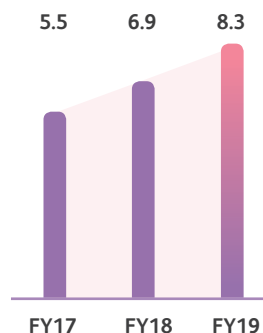
Engaging through digital offerings

Our digital offerings boast a variety of means to engage with individuals online as individuals look beyond one-size-fits-all

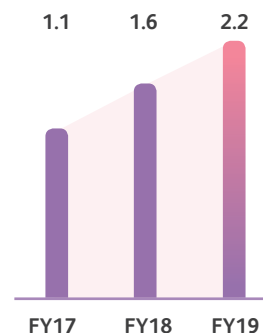
experiences in a world of personalisation. Over 8.3 million average monthly unique visitors access our popular vernacular digital brands, a steady 20% increase from FY18. These include Gempak, AWANI, Xuan, Ulagam, Rojak Daily, and Syok, which features the latest local entertainment, lifestyle and millennial-centric news.

In FY19, Astro's digital marketing arm, Blaze Digital, partnered Nu Ideaktiv and GMK to create Malaysia's largest Malay digital content network. 15 popular brands such as Remaja, Mingguan Wanita, Media Hiburan and Rasa supplemented our array of digital brands, allowing us to not only meet the growing demand of consumers for direct-to-consumer vernacular brands, but also provide advertisers more customised advertising solutions leveraging the greater digital ecosystem including social, audience extensions and influencer marketing. We are committed to innovation and the enablement of digital engagement in traditional platforms to facilitate interaction between customers and their favourite brands through radio, TV and even print ads in real time.

Average monthly unique visitors on digital brands (m)



Astro GO registered users (m)



No. 1 digital entertainment brand in Malaysia



402m

FY19 digital views

5.6m

Fan base

No. 1 local Chinese digital entertainment brand



24m

FY19 digital views

800k

Fan base

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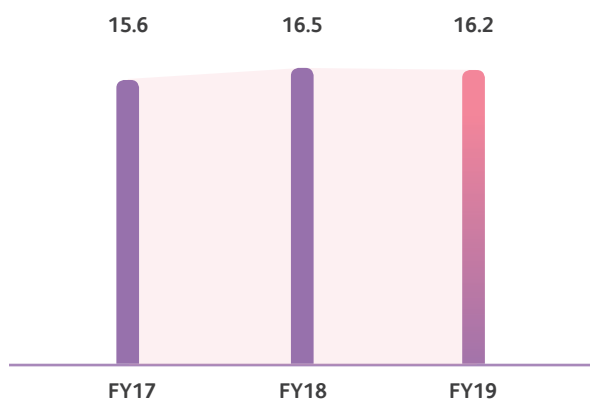
360° radio engagement

Astro Radio has evolved over the years into a brand that connects communities beyond traditional airwaves, expanding to mobile, web, social media, on-ground events and talent.

With our “Watch Radio” tagline, we continued to solidify our online presence by focusing on curating and creating content which resonates with different segments of the population through our 11 brands. In FY19, we reached a weekly audience of 16.2 million, alongside 1.0 billion video views, 17.9 million social media followers, and 14.8 million average monthly digital streams (where people listen to us digitally both online and through our apps). Our overall footprint comprising terrestrial and online has grown, underpinned by the accelerating traction in our digital footprint.

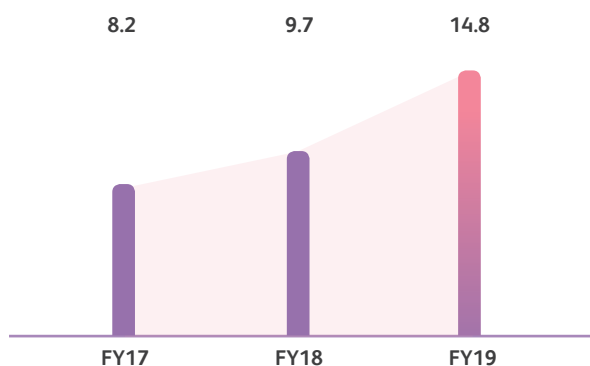
Terrestrial

Weekly radio listenership (m)



Online

Average monthly digital streaming sessions (m)



Amid the fluid media landscape, Astro Radio stays relevant – once again emerging as Malaysia’s top radio operator across all four major languages. ERA, Malaysia’s top Malay-language radio brand brings in a 6.2 million weekly audience, while HITZ is the top English brand with a 2.4 million weekly audience. MY and RAAGA also maintain their incumbent pole positions in the Chinese and Tamil-language segments, with 2.0 million and 1.2 million weekly listeners respectively.

Our digitally-led radio brands ZAYAN and GOXUAN just celebrated their first anniversary in October 2018, having achieved growing popularity with their specific target markets – the tech-savvy modern Muslims and the younger Chinese digital natives. ZAYAN and GOXUAN respectively garnered around 165,000 and 95,000 digital streams monthly. Both achieved over 30% in monthly Facebook engagement rate compared to the industry average of 4%, signalling a promising start for our newest brands.



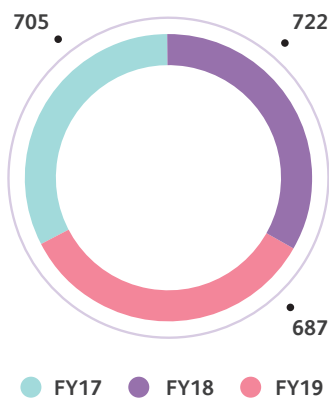
ERA continues to be the top Malay-language radio brand, entertaining and engaging over 6 million listeners weekly

Sustaining adex with our multiplatform reach

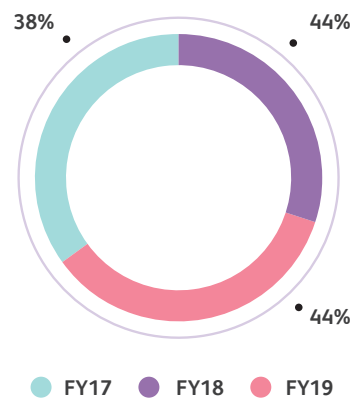
With our multiplatform media reach encompassing households and individuals, we continue to attract strong audiences and engagement on TV, radio and digital brands. Astro's integrated adex proposition is attractive to marketers, differentiated by creativity and boosted by our strength in content, talent, on-ground events and growing data capabilities for audience targeting.

Despite a challenging advertising market in FY19, Astro's share of TV adex, radex and digidex increased to 44%, 76% and 5% respectively. Adex totalled RM687 million, down 5%, amid a 2% contraction of the Malaysian adex market. We initiated disclosure of digidex in FY19, which grew by 43% to RM50 million, and we will continue to prioritise growing our presence in the digital space.

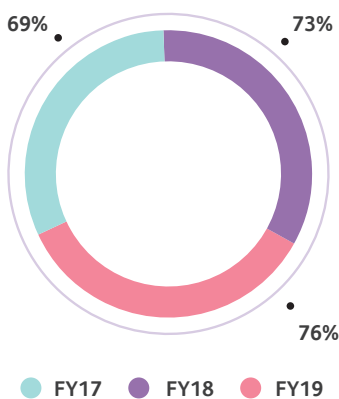
Total adex revenue (RM m)



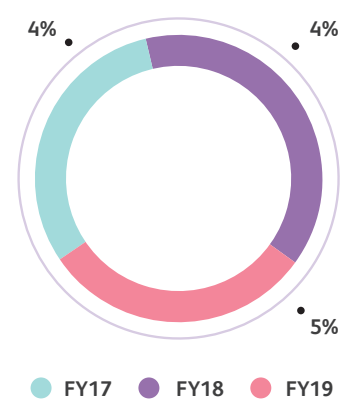
TV adex share*



Radex share*



Digidex share*



Note:

* Digidex is disclosed as a standalone component in FY19, prior years' comparatives have been restated accordingly



Dato' Seri Siti Nurhaliza broke Go Shop's sales record during the launch of her limited edition Vantage cookware in January 2019

A holistic shopping experience for all

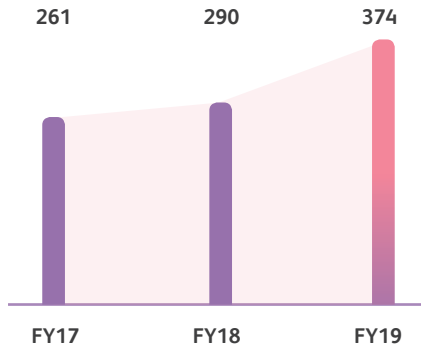
Now in its fourth year of operation, Go Shop, our commerce business continues to grow as Malaysia's No. 1 home shopping platform. Revenue increased by 29% to RM374 million while Go Shop's registered customer base has grown by a similar percentage to 1.8 million.

Go Shop's position as a premium commerce platform leverages the popularity of Astro's content production and breadth of talents and social influencers, as evident in the success of its flagship programmes such as *Chef Wan the Shopping King*, *Go Pak Nil* and *Mei Yan Show*. We also welcomed celebrities including Dato' Seri Siti Nurhaliza and Dato' Aliff Syukri to host special Go Shop live shows which have been very well-received.

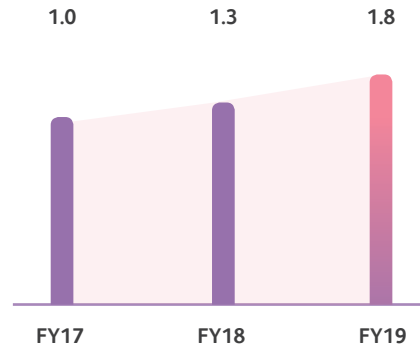
Alongside our three dedicated Malay and Mandarin Go Shop channels, in FY19 we introduced programming in Tamil and English on Vaanavil and Hello channels respectively. We also produced Go Shop programmes featuring different dialects that are aired on Astro vernacular channels including Wah Lai Toi (Cantonese) and Hua Hee Dai (Hokkien).

We cater to our diverse customer base by creating differentiated content formats across various platforms. Short-form content including *Go News* and *Masterclass for Raya Season*, as well as live streams on social media platforms deepened customer engagement and reach across smaller screens. Collaborating with GEGAR, Malaysia's No. 1 East Coast radio brand, we delivered Malaysia's first radio home shopping experience to audiences via GEGARMall. In addition, we have successfully trialled a 360° engagement with our customers via *Chef Wan the Shopping King* programme with on-ground events to complement his live shows on TV.

Revenue (RM m)



Registered customer (m)



Our diversified product solutions, ranging from beauty and fashion products to household and digital items, serve customers from all walks of life. This is complemented by partnerships with multiple logistics companies to ensure smooth product delivery and return processes, as well as a user-friendly payment system that allows our customers to purchase products with ease using debit and credit cards, online banking, cash on delivery and e-wallet.

Our multilingual, multiplatform and multiproduct strategy resulted in a wider customer reach across TV, OTT, radio and digital platforms as we continue growing Go Shop and delivering a premium shopping experience to customers.

Prioritising local enterprise in sourcing

Go Shop, our commerce arm focuses on bringing about positive economic outcomes to the local community by prioritising local vendors in sourcing for merchandise. Over the last three years, over 95% of Go Shop's merchandise was sourced from local SMEs.



We promote products sourced from local SMEs to boost demand for domestic goods