ASTRO MALAYSIA HOLDINGS BERHAD INTEGRATED ANNUAL REPORT 2021

Our Value Creation

By adopting integrated reporting we provide relevant qualitative and quantitative information to our stakeholders to facilitate informed decision-making. Harnessing our six capitals, we create value through our Strategic Drivers, namely Content, Experience & Technology and Talent to serve our Customers, Community & Environment and generate sustainable outcomes benefitting our business and stakeholders.

> **INPUTS STRATEGIC DRIVERS**



Intellectual Capital

We are the largest content creator in Malaysia, with over 9,000 hours produced and commissioned in FY21. Our intellectual capital includes Astro's brand and reputation, copyrights, systems, software and licences.



Industrial Capital

Our robust capability to produce, aggregate and distribute content across all platforms, alongside our extensive market reach.



Human Capital

We nurture, harness and hone the diverse skill sets and expertise of Team Astro's on-screen and off-screen talents.



§ Financial Capital
S Our cash-generative business allows us to reward shareholders with dividends and reinvest for future growth. We have ample access to financial markets and institutional lenders.



Social and Relationship Capital
We develop and maintain We develop and maintain good relationships with the stakeholders, understanding and addressing their concerns to ensure we maintain our social licence to operate.



Natural Capital

In running our business, we utilise natural resources responsibly and are mindful of our environmental footprint.





our ecosystem Growing our customer reach and content capabilities amid industry upheavals and the threat of piracy for

business sustainability

17.0m Weekly radio listeners

RM4.4b

Revenue

5.7m

> MARKET REACH

TV Households

2.8m Registered Go Shop customers

74%

Household

penetration

OUTPUTS

14.0m MUV on digital brands

8,300

Enterprise

customers

RM1.2b Total content investment

> CONTENT

9.000 hours

Local content

produced

Enhancing

shareholder value Delivering positive operational performance and rewarding shareholders through

dividend distributions

RM417m Dividend in respect of FY21

> FINANCIALS RM540m

> PATAMI 9% Dividend yield

RM1.3b FCF

29% FCF yield

Supporting

the economy Contributing to the Malaysian economy both directly and indirectly

> TALENT

4.490 **RM537m Employees** Staff costs

22.415 Training hours

> GOVERNMENT & INDUSTRY

RM320m Local content investment

RM165m Corporate tax

RM2.7b Payment to vendors

Responsible **ESG**-focused corporate citizen Operating responsibly

and contributing to the betterment of our community and environment

> COMMUNITY

5m Students reached annually through Astro's educational content

RM7m Investment in educational and learning content

RM4m Investment in community projects

> ENVIRONMENT

1.7m kWh

renewable energy generated in 2020 from our solar panel system 964 tCO_{.e} Carbon avoidance