

# Bringing Us Together With Engaging Stories And Experiences



Keeping Malaysians entertained and informed across all screens

As the largest Pay-TV operator in South East Asia, we leverage our strong content slate including our local signatures, live sports, as well as regional and international content to entertain 5.7 million homes, 8,300 enterprises, 17 million weekly radio listeners on FM and digital, 14 million digital MUV and 2.8 million shoppers across Astro's TV, radio, digital and commerce platforms.

We are focused on expanding individual reach via streaming services, commerce, radio and digital brands, even as we reinforce our core home segment aimed at families through Pay-TV, broadband bundles and NJOI.

Greater emphasis will also be placed on our enterprise business to offer flexible content and advertising solutions across all platforms. Our ability to effectively consolidate a diversified customer base appeals to advertisers who value our ability to persuade and market to their target audience.

Initiatives are ongoing to improve and simplify the customer experience and journey across all product offerings. Amid the challenging operating environment as lockdowns were imposed in Malaysia, we supported the nation, our customers and communities by keeping Malaysians entertained and informed at home. Efforts included complimentary viewing of selected content for Pay-TV and NJOI customers as well as on Astro GO for all Malaysians while we helped ease customers' financial pressure through various proactive initiatives.

**We supported the nation, our customers and communities by keeping Malaysians entertained and informed at home**

## Customer

### MALAYSIA'S #1 ENTERTAINMENT DESTINATION



DEEPEN HOME  
ENGAGEMENT

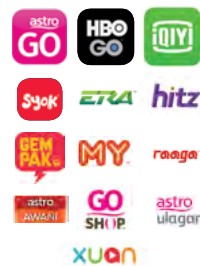


BROADEN REACH  
TO INDIVIDUALS



FLEXIBLE CONTENT AND  
ADVERTISING SOLUTIONS  
FOR ENTERPRISE

Serving customers through:



#### HOMES

Our core business serves 74% of Malaysian TV households through Pay-TV and NJOI. We continue to stabilise and strengthen this segment through a compelling and refreshed content slate, stronger value proposition, enhanced customer experience, bundled connectivity, improved customer service and exclusive rewards.

##### Fortifying Pay-TV proposition

Despite adverse market conditions, muted consumer sentiments and a RM40 one-off Sports Pack rebate given to customers in FY21, Pay-TV ARPU is steady at RM96.9. During the year, we deepened engagement by offering complimentary viewing of Movie, News, Learning and Stay Home Concert channels on Pay-TV to our customers and opened up Astro GO to all Malaysians with complimentary viewing of selected channels.

Mindful of the MCO impact on household income, we proactively engaged customers to recalibrate subscription packages and offered payment flexibility to those eligible. We also temporarily paused disconnections for the 10-week duration of the initial MCO in March 2020.

Supported by a robust acquisition and retention programme implemented during the year together with our initiatives during the MCO, we recorded a significant improvement in customer churn rate by four percentage points in FY21. This improvement is also underpinned by a stronger bundle proposition including broadband, enhanced marketing efforts highlighting our eclectic content slate which caters to Malaysians' diverse viewing preferences, alongside better customer service and experience.

In FY21, we strengthened our Pay-TV proposition by enhancing our bundled packs and giving customers more value from their content bundles. As a result, 78% of our customers are now on bundled packs, up by 16 percentage points from last year.



Customers can stream their favourite content in 4K UHD on Ultra Box

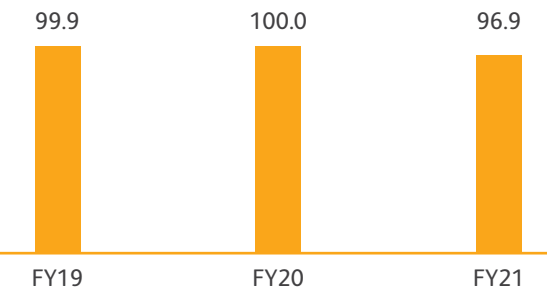
Our TV viewership share of 73% is boosted by over 65,000 titles in our On Demand library, with an average viewing time of over four hours daily across TV, On Demand and Astro GO. As Malaysians' viewing patterns extend to include non-linear content consumption, average weekly viewing time on On Demand increased by 46% to 699 minutes as the number of On Demand shows streamed tripled to 222 million.

With 80% of our customers engaged in HD viewing, HD is now the new norm. In FY21, we introduced 26 new HD channels across various genres bringing the total number of HD channels to 127. We also added 4K UHD content to our On Demand library so customers can enjoy a better viewing experience on the Ultra Box.

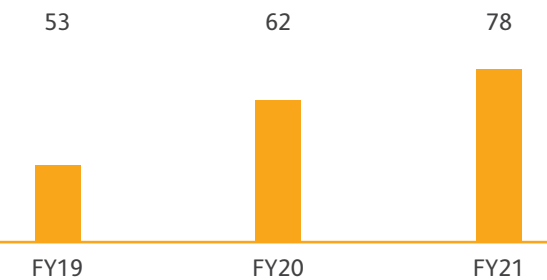
For more on the new Astro viewing experience, refer to pages 77 to 78 of the Experience & Technology section.

**Supported by a robust acquisition and retention programme, customer churn rate improved by four percentage points in FY21**

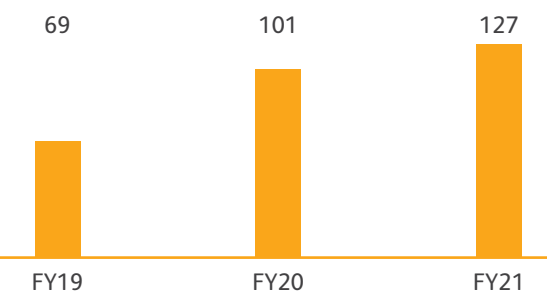
#### ARPU (RM)



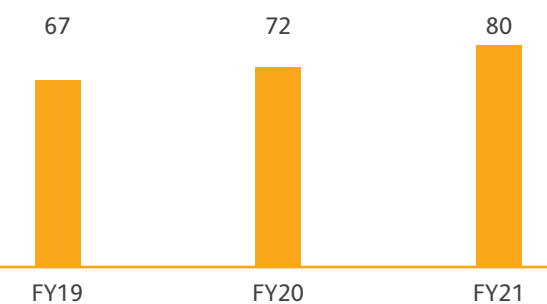
#### CUSTOMERS ON BUNDLED PACKS (%)



#### NUMBER OF HD CHANNELS



#### HD SERVICE PENETRATION RATE (%)





## Customer



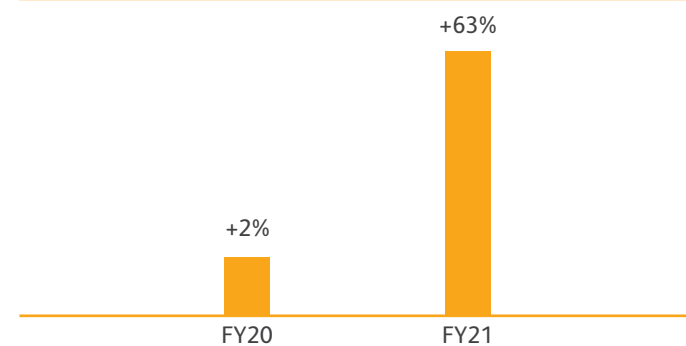
We cater to the modern home by offering both connectivity and entertainment

### Broadband connectivity to all corners of Malaysia

Leveraging our reach to Malaysian homes, our broadband bundles cater to the connected lifestyle of the modern home, driving convenience for customers. Through our partnerships with Maxis and Allo Technology, we now offer broadband at speeds up to 1Gbps bundled with our content packages to provide both connectivity and entertainment for the entire family.

These partnerships extend our broadband footprint to include both urban and suburban locations such as Alor Gajah and Jasin, Melaka. Astro broadband customers grew by over 60% in FY21, putting us on a firm footing for FY22.

### BROADBAND CUSTOMER GROWTH



### Winning the remaining homes with NJOI

NJOI, Malaysia's first freemium satellite TV service is positioned to serve the remaining TV households in Malaysia while acting as our recruitment brand for eventual Pay-TV upgrades. Offering free access to 30 TV channels, 20 radio channels and over 60 prepaid channels and packs, NJOI continues to expand its reach across the remaining untapped Malaysian homes. NJOI's growing customer base reinforces our appeal to advertisers while expanding the potential market for Go Shop, our commerce business. During the initial MCO, NJOI customers received complimentary viewing of additional channels namely KIX, Nat Geo Wild, Celestial Movies and Cartoon Network for a 10-week period.

In FY21, we added four new packs to our prepaid offering and increased à la carte prepaid channels from 38 to 55. Vernacular content remains the favourites among Malaysians with prepaid channels such as Ria, Ceria and Citra attracting the highest prepaid buys in FY21. Local first-run movie premieres on our home cinema offering, Astro First also proved popular.

We will continue to simplify customer experience, and expand digital top-up options as well as NJOI's content menu to drive prepaid activations.



Astro GO caters to customers who prefer to consume content on the go



### INDIVIDUALS

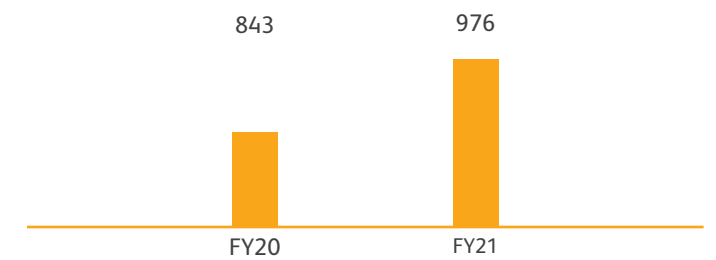
#### Aggregating streaming services

Streaming services broaden our reach to digital natives, expanding content choice and making Astro the one-stop shop for entertainment in Malaysia. We will be adding on more streaming services to our family, currently consisting of Astro GO, HBO GO and iQIYI so Malaysians can enjoy the best content from around the globe.

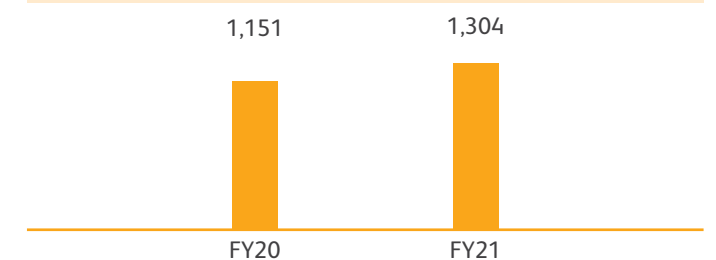
Astro GO, our complementary Pay-TV app, delivers over 120 live-streamed channels and 65,000 On Demand titles seamlessly, allowing our customers to enjoy Astro anytime, anywhere. In FY21, we introduced the download feature, enabling customers to watch their shows offline and saw a 13% jump in MAU with average viewing time up by 23% to 213 minutes. Over 970,000 Pay-TV customers are enjoying Astro GO on up to four concurrent devices. With pre-access, new customers to our Pay-TV service can immediately enjoy Astro GO upon sign-up.

Through our strategic partnership with HBO Asia, over 4,700 hours of premium Hollywood content is made available to Malaysians via the HBO GO app for a monthly fee. Our Movies Pack customers are able to enjoy complimentary access to HBO GO app while other Astro customers benefit from preferential subscription rates.

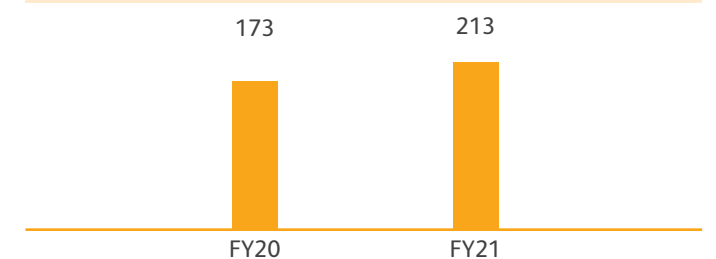
### PAY-TV CUSTOMERS LINKED TO ASTRO GO ('000)



### ASTRO GO MAU ('000)



### ASTRO GO WEEKLY VIEWING MINUTES





## Customer



*Our streaming partnerships unlock a wealth of international content*

Our partnership with iQIYI, China's largest streaming service provides customers with access to the latest Chinese, Korean, Hong Kong and Malay content via TV, On Demand and streaming services. As iQIYI's first international app partner, we made available the iQIYI app to all Malaysians on a freemium basis with Astro customers being offered iQIYI VIP access at a privileged rate, so they can enjoy ad-free content as well as access to the latest content. Through this partnership, Astro supports iQIYI in marketing, advertising sales and customer acquisition.

We intend to deploy more functionality on Astro GO and introduce a new freemium streaming service, anchored by compelling vernacular and sports content curated for younger audiences.

 <p><b>3.2m MUV</b> Malaysia's No. 1 entertainment brand</p>	 <p><b>1.3m MUV</b> No. 1 local Chinese digital entertainment brand</p>	 <p><b>652,000 MUV</b> No. 1 Indian digital brand</p>
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### Rise of vernacular digital brands

Our digital brands cater to the demand for vernacular digital offerings across market segments including entertainment, news and Islamic lifestyle. Underpinned by our strong vernacular content line-up, we strengthened our slate of digital brands, catering to digital natives' demand for short-form content. Commanding a large fanbase, Gempak, Xuan, Astro Ulagam lead in their respective vernacular languages with 3.2 million, 1.3 million and 652,000 MUV respectively.

Meanwhile, with 5.7 million MUV, AWANI is Malaysia's No. 1 TV news brand on social media and was named Malaysia's Most Trusted News Brand in 2020 by Reuters for the third year running. Engaging the Chinese speaking news fans with over 359,000 MUV, Hotspot is the fastest growing Chinese news portal in the country.

Overall, MUV across Astro's digital brands recorded an increase of 21% to 14.0 million year-on-year. Leveraging our strong vernacular IP curation capability, we aim to grow these vernacular brands while serving advertisers' needs to engage with their desired target segments.

*For more on Astro's digital brands, refer to pages 63 to 64 of the Content section.*

### Capitalising on strong listenership

Astro Radio is the No. 1 radio brand in Malaysia. With 17.0 million weekly listeners on FM and digital including mobile, web and social media, our 11 radio brands lead across all four major languages, capturing 76% radex share.

ERA, Malaysia's No. 1 Malay-language radio brand, achieved new highs in FY21 with 6.2 million weekly listeners. ERA's fanbase also includes 3.9 million Facebook followers and 980,000 YouTube subscribers.

MY and RAAGA also cemented their positions as the No. 1 Chinese and Tamil language radio brands with 2.0 million and 1.3 million weekly listeners respectively. In FY21, both MY and RAAGA's YouTube page reached 100,000 subscribers, affirming the brand's popularity among our audience. HITZ is Malaysia's No. 1 English-language channel with over 2.5 million weekly listeners.

SYOK, our integrated radio app continues to engage fans beyond airwaves by offering live radio, original multilingual podcasts and videos. Many of our radio talents have become household names, drawing audiences through on-ground, advertising and digital engagements as well as hosting live programmes on Go Shop. In FY21, our podcasts across all four major languages recorded 5.6 million streams.

### Stellar home shopping performance

Go Shop, Malaysia's No. 1 home shopping brand hit new milestones in FY21, with revenue up 26% to RM461 million and customer base expanding by 30% to 2.8 million. Go Shop's success leverages Astro's content production capabilities, sought-after roster of on-screen talents and social influencers, and our agility to quickly adapt to changes in market demand and supply.

Now in the sixth year of operation, Go Shop reaches all Malaysians through five dedicated 24/7 multilingual channels on Pay-TV, NJOI and on Free-To-Air ("FTA"), as well as numerous hourly slots across Astro-branded channels catering to a multilingual customer base.

Early on in the pandemic, we calibrated our product portfolio and expanded product range to meet the high demand for healthcare products, daily essentials and fresh produce. Though live studio filming of our programmes was prohibited during the MCO, we leveraged our digital and social media presence to engage with customers to accelerate buying momentum.

**Go Shop hit new milestones with revenue up 26% to RM461 million and customer base expanding by 30% to 2.8 million**



*Serving 17 million weekly listeners with engaging content across FM and digital*



## Customer

Go Shop's website and mobile app supports a holistic shopping experience, allowing customers to catch up on their favourite live streams anytime, anywhere. Meanwhile, the app MAU grew 40% to 1.4 million, driving digital sales with more than 50% of Go Shop's sales now transacted online.

Go Shop is focused on creating immersive consumer-centric programmes, offering quality products and specially-curated bundles to differentiate from other commerce players and augment brand trust among Malaysians.



### ENTERPRISE

#### Serving enterprise content solutions

Astro BUSINESS offers content solutions for enterprise customers, including F&B outlets, hotels, government and private offices, retail stores as well as service and healthcare providers as we extend Astro's reach beyond Malaysian homes.



Leveraging our content production capabilities and on-screen talents to deliver a delightful shopping experience

Our enterprise activities were impacted, as movement restrictions and social distancing requirements suppressed the performance of the F&B and hospitality sectors. To support enterprise customers, we promptly responded by rolling out various initiatives including goodwill rebates, flexible subscription options and payment arrangements for those eligible. We also connected enterprises to our commerce platform Go Shop and provided in-house brand placements and attractive rates for them to advertise with Astro. We collaborated with key industry associations including PRESMA and MAH, and various governmental as well as non-governmental organisations to provide greater pricing flexibility to microbusinesses and SMEs. We also worked closely with enterprise customers to increase brand visibility of their premises by providing prominent signages at their storefront to drive higher customer traffic flow.

In FY21, we launched Astro SINI, a satellite-based TV hotspot which allows streaming of Astro content via satellite on a personal device without consuming the enterprises' nor patrons' internet bandwidth. Enterprises, especially those with customer holding areas, are thus able to provide quality Astro content for their patrons to enjoy while waiting to be served.

Going forward, greater emphasis will be placed on growing Astro BUSINESS as a strong adjacency for the Group. We look forward to working together with these enterprises to rebuild their businesses as the economy recovers.

#### Solid market share across TV adex, radex & digidex

Astro Media Solutions, Astro's advertising arm provides integrated media solutions leveraging our strength across content production, talent, on-ground events and audience targeting to help businesses and advertisers maximise returns from their advertising investments.

Our advertising business took a hit from the pandemic as clients pulled back on spends resulting from the significant economic contraction and substantial dip in consumer sentiments. With Astro's signature content underpinning a majority of our advertising revenue, the halt in production enforced during the initial lockdown also adversely impacted the business. We recovered as restrictions gradually eased and recorded RM428 million advertising revenue in FY21 with adex share across TV, radio and digital standing at 41%, 76% and 3% respectively.



Astro BUSINESS extends our reach beyond homes to enterprise customers