

Strategic Priorities

Astro has cemented its position as Malaysia's leading content powerhouse by delivering impactful, entertainment across languages and platforms. Our strategic focus goes beyond content where we are building a 360° entertainment ecosystem that integrates digital platforms, social engagement, talent development, partnerships, and on-ground experiences. This positions Astro to deepen audience connection, drive new revenue streams, and lead the evolution of Malaysia's media landscape.



Content

Powering growth through local IPs and live content

LOCAL

We will prioritise strengthening our existing intellectual properties (IPs) while also developing new ones, focusing on local stories that resonate with and engage a wide range of audience segments. Our signature live shows like *Gegar Vaganza* and *Muzikal Lawak Superstar* returned with new seasons, drawing in 121 million total views and 49.8 million total views, respectively. We kept audiences engaged through our Megadrama slot with popular titles like *Dia Imamku* which amassed over 2.4 billion views on TikTok and became a cultural phenomenon. *Dia Bukan Syurga* attracted a total of 92.5 million total views. We also expanded into new genres to meet evolving viewer tastes, with series such as *Seribu Tahun* that tackles sensitive age-relevant issues.

Other standout titles included *The Exiled*, being the most-watched Chinese drama series on the Astro platform during the same period, attracting viewers beyond the Chinese-speaking market, with 2.9 million total views and nearly 1.0 million unique viewers.

House Kanavan, from the creators of Malaysia's No. 1 Tamil series, *Pasanga 3*, continued the winning formula of family dramas for Indian audiences with 228 episodes, reaching 8.7 million total views and 1.2 million unique viewers.

To adapt to evolving viewer preferences, we expanded beyond dramas by introducing innovative formats and strengthening talent development. Flagship talent development platforms like *Big Stage Alpha* which aimed to form the next-generation boy group captivated audiences with a total view of 72.8 million. *Raise The Star* a groundbreaking music competition where contestants vied to perform original songs composed by Malaysia's top talents, garnered 18.4 million total views. Fresh concepts such as *Talk To My Manager* featured celebrities managing

their kids as they performed on stage attracted nearly 62.4 million views and generated a massive buzz online with 293.0 million social views. *Mualim Muda* broadened our appeal to family and religious audiences, reinforcing our commitment to diverse and engaging content. Additionally, *Jaguh Rakan Muda*, a sports-focused program has been developed to connect with both urban and rural youth, embedding important social messaging such as anti-bullying awareness.

We also capitalised on the strength of established IPs by developing spin-offs that keep existing fans engaged while drawing in new viewers. A standout example is *Alpha Dreams Unlocked* that documented ALPHA's journey into the entertainment industry which captured 14.1 million total views. Building on this momentum, we are strategically extending this model to other key titles, including *Travelawak: Projek Bapak Bapak* with its spin-off *Dapur Bapak Bapak* and *Misi Lawak Superstar*, an offshoot of *Muzikal Lawak Superstar*, to maximise IP value, deepen audience engagement, and drive sustainable growth across our content portfolio.

We continue to strengthen our role as a trusted and leading strategic content partner by delivering tailored original productions that align with our partner's brand objectives while upholding Astro's high storytelling standards. Collaborations such as *Dapur Goodday: Misi Sarimah & Tuyah vs Che Ton* not only attracted branded partnerships but also earned industry recognition, winning Gold for Best in Festive and Bronze for Best in Influencer & Creative Marketing at APPIES 2025. Other collaborations included *Goodday KidSTART*, *Travel Anak Beranak* for Tourism Australia, and *Chef Terangkat* for Watsons, exemplify our ability to craft engaging, purpose-driven content that deepens client relationships and drives audience connection.

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LOCAL (Cont'd)

As part of our efforts to monetise Astro-owned IPs, we are scaling the exportability and monetisation of Astro-owned IPs beyond traditional platforms and domestic borders to international OTT players. In addition, we are focusing on enhancing the value of our existing app ecosystem to attract more subscribers such as the introduction of special Astro One and third-party streaming apps pack. Simultaneously, we are constantly strengthening collaboration with our partners to enhance content visibility and user experience through curated rail strategies and premium title placement on our set-top boxes where improved highlight placements and thematic rails have helped reduce streaming fatigue and simplify content discovery.

On the silver screen, Astro Shaw continues to create breakthroughs in the local film landscape with a strong lineup of releases such as *Papa Zola The Movie* which grossed over RM69.0 million becoming the highest-grossing animation of all time in Malaysia. *Malam Terlarang* emerged as the highest-grossing local horror film, post-pandemic, earning close to RM13.0 million in Gross Box Office (GBO). We also led the release and promotion of *Banduan*, an adaptation of the 2019 Tamil blockbuster *Kaithi*. The film

delivered a strong box office performance, surpassing RM7.7 million in gross revenue, and went on to earn global acclaim with three nominations at the IIFA Awards.

Astro Shaw will continue to strengthen collaborations with leading industry players while actively growing partnerships beyond Malaysia, leveraging its creative capabilities and deep audience insights to explore new genres, broaden its content slate, and unlock regional growth opportunities. At the same time, the company is focused on reinforcing its role as a trusted and innovative film marketing partner by delivering integrated, culturally resonant campaigns with clear commercial impact. Building on the success of initiatives like *Keluang Man*, where collaboration with Wonda Coffee transformed the revival of a local icon into a nationwide phenomenon, Astro Shaw will pursue more brand partnerships that seamlessly merge storytelling with product relevance, creating immersive, multiplatform experiences from on-ground activations to branded content and merchandising that elevate film IPs, drive measurable brand results, and open new revenue streams and audience segments.

SPORTS

We remain the trusted home for sports in Malaysia, offering an unparalleled breadth of top tier global live sporting content that drives sustained viewership and strengthens our competitive advantage such as the Premier League, Speak Takraw League, Netball Super League, BWF World Championship. Despite no major sporting events in 2025, we have still seen an improved overall performance, reflected in rising consumption, deeper audience interaction, and sustained subscriber gains across both linear and digital platforms. For example, Stadiumastro.com delivered a record-breaking performance with 44 million page views and Astro Arena's TikTok surpassed one million followers in October, with over 50 million likes. On top of this, 2026 promises to be a big sporting year with the Asian Games and SUKMA in addition to our usual marquee content.

Looking ahead to FY27, there will be a concerted effort to expand our local home-grown sports events given the successful impact we had in the previous year. The Netball Super League (NSL) will start with a pre-season and end

with a newly introduced Regional Cup. For Speak Takraw League (STL), we will launch our next edition, the seventh *Grand Prix*. Both leagues continued to champion grassroots development. Klinik STL reached five states – Pahang, Penang, Johor, Perak, and Kuala Lumpur engaging over 2,000 youth participants, with the Top 40 selected to train at the newly launched National Sepak Takraw Academy. NSL's outreach focused on inclusivity, hosting clinics in Selangor, Johor, and Kuala Lumpur. The final clinic at SMK Pulau Carey, home to a large Orang Asli community, provided essential netball equipment including official balls, goal posts, bibs, cones, and markers ensuring access and opportunity for all.

Building on the success and traction of Malaysian sports, our strategic focus will centre on two core growth drivers: enhancing the competitiveness and commercial potential of the local futsal league and deepening our investment in school level sports development to build a sustainable talent pipeline.

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NEWS

We are humbled that Astro AWANI was named Malaysia's most trusted news brand for the eighth consecutive year in Reuters Institute's Digital News Report 2025. This recognition reaffirms our leading position of credible and independent journalism since first achieving the ranking in 2018. On the international front, Astro AWANI will continue to solidify our role as a trusted global voice, delivering nuanced and timely insights that decode the complexities of international relations and shifting power structures. Our content will anticipate and align with regional transformations, including deeper ASEAN integration and the expanding influence of the Asia-Pacific, thereby reinforcing Malaysia's diplomatic and economic leadership through:

- **Fostering SME growth:** Astro AWANI's flagship sub-brand, *Jiwa SME*, will be revitalised to attract a broader Malaysian audience by blending SME growth with lifestyle appeal. Through marketplaces, live pitching, expert talks, and networking, the event will deliver direct engagement and multi-platform branding for sponsors energising SMEs and communities nationwide.
- **Driving the Future of News:** Digital innovation remains a key strategic priority, focused on improving efficiency and deepening audience engagement. We've integrated AI tools to streamline publishing and campaigns, enhanced content delivery through predictive and personalised systems, and activated our Customer Data Platform (CDP) to enable precise targeting and data-driven decisions. Cross-platform insights from web, app, and social channels now provide a unified view of audience behaviour, supporting more effective engagement strategies. Astro AWANI will also double down efforts in the integration of AI tools across publishing, reporting, and campaign workflows to reduce manual processes and enhance operational efficiency.



KIDS & YOUTH

Our edutainment offering continues to record positive on-demand performance, online sentiment, and social media engagement reflecting a demand for family-oriented original IPs rooted in local values with existing franchises like *Hikayat Batu Belah Batu Bertangkup* which quickly rose to become the number one scripted family series drawing over 4.8 million total views. *Didi & Friends Storytime* returned as the latest season of Malaysia's top preschool IP, contributing 26.1 million in total views. Positive reception was also given to brand new IPs such as *Jutawan Ekspres* which garnered 5.3 million total views and 23.5 million social views. This underscores the strategic opportunity to further invest in content that aligns with audience preferences while strengthening brand affinity and long-term viewership growth.

In today's AI-driven and digital-first environment, experience has become a powerful currency. Astro is strategically leveraging this through IP-driven on-ground events like Home of Kids, designed to create meaningful, real-world engagement with families across Malaysia. Demand for our IPs has also extended beyond local borders, as demonstrated by our recent partnership with Kidzstart to bring beloved brands such as *Cocomelon*, *Didi & Friends*, and *Omar & Hana* to audiences in Brunei. Moving forward, we will continue to unlock the full commercial potential of our IPs through diversified monetisation streams including toys, games, books, and merchandise strengthening Astro's ecosystem and deepening audience loyalty.





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ANTI-PIRACY: Protecting content integrity through strong enforcement, technology and industry collaboration

Digital content piracy remains a material risk to the sustainability of Malaysia’s media and creative industry. Astro continues to work closely with key authorities including the Malaysian Communications and Multimedia Commission (MCMC), the Royal Malaysia Police (PDRM) and the Ministry of Domestic Trade and Cost of Living (KPDN) to disrupt piracy networks and protect the integrity of legitimate content distribution. These collaborations have strengthened Malaysia’s regulatory and enforcement framework, including the approved amendment to the FINAS Act 1981 to explicitly address digital piracy within the regulatory regime.

In FY26, Astro took firm and decisive criminal and civil action against sellers and distributors of illicit streaming devices (ISDs). These efforts resulted in RM464,000 in criminal fines imposed by Malaysian courts, as well as RM936,000 in civil damages awarded to Astro and its commercial establishments subscription business.

As piracy operations increasingly leverage artificial intelligence and more sophisticated digital infrastructures, Astro has enhanced its anti-piracy capabilities through the deployment of AI-driven technologies. These tools improve the speed and effectiveness of detecting, monitoring, and removing infringing content, as well as identifying and taking down e-commerce listings for ISDs and illicit streaming services (ISSs). This strengthens enforcement outcomes while protecting intellectual property rights and consumer interests.

Collaboration remains a critical enabler. Astro has deepened engagement with regulatory and enforcement partners, including the National Cyber Security Agency (NACSA) and Cyber Security Malaysia, and expanded platform-level cooperation with e-commerce and social media players to

enable faster takedown of infringing listings and content. Internationally, Astro joined the Alliance for Creativity and Entertainment (ACE), the world’s leading anti-piracy coalition of over 50 global media companies, further strengthening cross-border enforcement collaboration.

To raise public and stakeholder awareness, findings from two research papers highlighted the cybersecurity risks associated with ISDs and ISSs, as well as the broader economic impact of digital content piracy on Malaysia. The analysis found that almost all popular illicit streaming applications analysed contained malware or spyware, exposing users to risks such as data theft, surveillance and wider cyberthreats. Some applications were also found to communicate covertly with remote servers without user awareness, raising concerns around unauthorised data transmission and potential misuse. These findings also point to the broader adverse effects on the local creative industry, including job losses and reduced tax revenue. The insights continue to inform Astro’s engagement with regulators and industry stakeholders, supporting the development of stronger policies to address digital piracy and emerging cybersecurity risks.

Astro’s sustained investment in anti-piracy is critical to the long-term sustainability of the media and content ecosystem. These efforts protect shareholder value, preserve industry livelihoods, and reduce cybersecurity and online harm risks to consumers and the nation. Our Group continues to strengthen preventive, detective, and corrective measures through legislative advocacy, enhanced IP protection, engineering innovation, legal enforcement, and public education. By leveraging technology and deepening collaboration with fellow content producers and regulators, Astro aims to combat piracy effectively across all platforms.

MOVING FORWARD



- Strengthen Astro’s local content leadership by growing signature IPs, developing new genres and formats, and scaling spin-offs, branded content collaborations and IP monetisation across domestic and international platforms.
- Reinforce Astro’s position as Malaysia’s home of sports by expanding local sports properties, deepening grassroots and school-level development, and enhancing the competitiveness and commercial sustainability of home-grown leagues.
- Advance Astro AWANI’s role as a trusted regional and international news voice through digital-first, AI-enabled journalism, stronger audience data capabilities and expanded purpose-led platforms that deepen engagement and commercial relevance.
- Accelerate growth in kids & youth by expanding family-oriented IPs through experiential engagement, regional partnerships and diversified monetisation streams, strengthening long-term brand affinity and loyalty.
- Strengthen regional content distribution to enable Astro’s local content IPs to travel, scale, and monetise beyond current markets such as Singapore and Brunei.