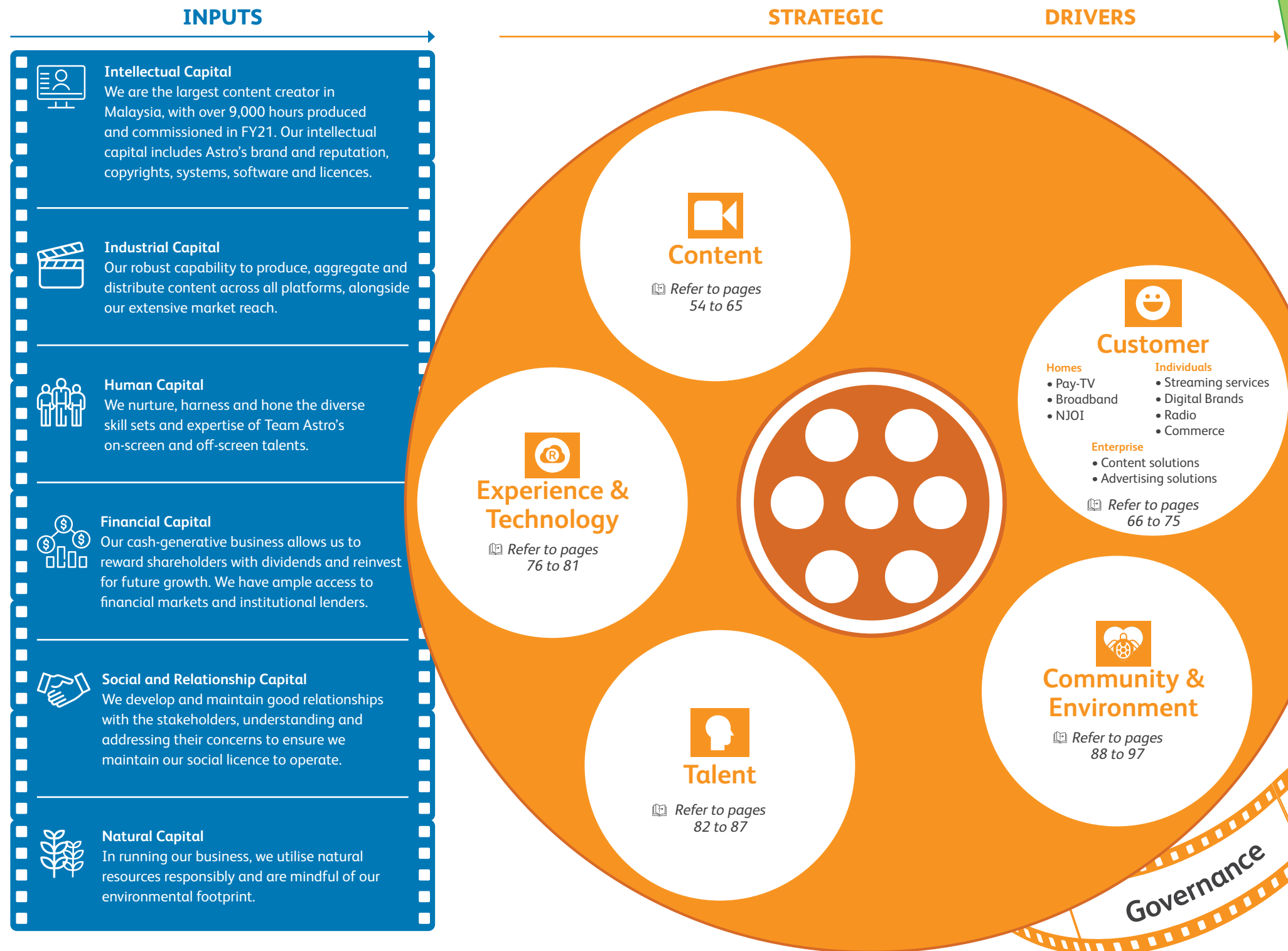


# Our Value Creation

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.



**OUTPUTS**

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

> MARKET REACH			> CONTENT	
<b>5.7m</b> TV Households	<b>74%</b> Household penetration	<b>8,300</b> Enterprise customers	<b>9,000 hours</b> Local content produced	
<b>17.0m</b> Weekly radio listeners	<b>2.8m</b> Registered Go Shop customers	<b>14.0m</b> MUV on digital brands	<b>RM1.2b</b> Total content investment	

**Enhancing shareholder value**  
Delivering positive operational performance and rewarding shareholders through dividend distributions

> FINANCIALS		
<b>RM4.4b</b> Revenue	<b>RM540m</b> PATAMI	<b>RM1.3b</b> FCF
<b>RM417m</b> Dividend in respect of FY21	<b>9%</b> Dividend yield	<b>29%</b> FCF yield

**Supporting the economy**  
Contributing to the Malaysian economy both directly and indirectly

> TALENT		
<b>4,490</b> Employees	<b>RM537m</b> Staff costs	<b>22,415</b> Training hours
> GOVERNMENT & INDUSTRY		
<b>RM320m</b> Local content investment	<b>RM165m</b> Corporate tax	<b>RM2.7b</b> Payment to vendors

**Responsible ESG-focused corporate citizen**  
Operating responsibly and contributing to the betterment of our community and environment

> COMMUNITY		
<b>5m</b> Students reached annually through Astro's educational content	<b>RM7m</b> Investment in educational and learning content	<b>RM4m</b> Investment in community projects
> ENVIRONMENT		
<b>1.7m kWh</b> renewable energy generated in 2020 from our solar panel system	<b>964 tCO<sub>2</sub>e</b> Carbon avoidance	