

Our Value Creation

Harnessing our six Capitals, we utilise our Strategic Drivers of Content, Experience & Technology, and Talent to serve our Customers and deliver our Social & Environmental agenda while creating sustainable value and outcomes for our stakeholders. By adopting the Integrated Reporting approach, our value creation model provides both quantitative and qualitative information to stakeholders to facilitate informed decision making.



Intellectual Capital
We are the largest vernacular content creator in Malaysia with over 11,000 hours produced and commissioned in FY22. Our intellectual capital extends beyond content IPs to include our strong brand reputation, underpinned by an integrated risk management culture and a sound corporate governance framework. This also includes Astro's copyrights, systems, software and licences.



Industrial Capital
Our media assets across TV, radio and digital allow us to reach, influence, market and distribute to our extensive customer base across Malaysian homes, individuals and enterprises.



Human Capital
We nurture, harness and hone the diverse skill sets and expertise of Team Astro's on-screen and off-screen talents while championing a culture of creativity, inclusivity and accountability.



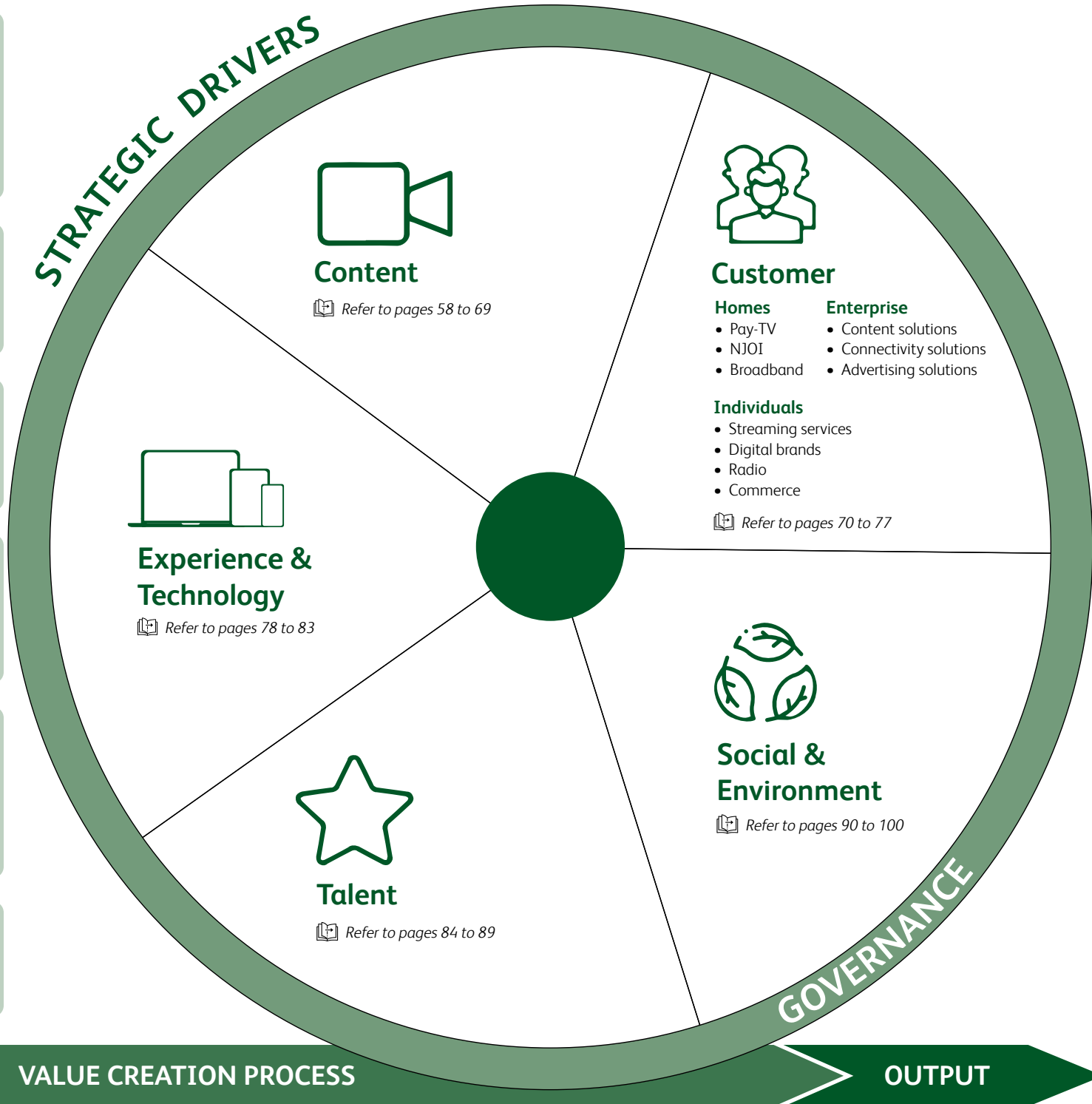
Financial Capital
Supported by our cash-generative business and disciplined cost management, we are able to reward shareholders with dividends and concurrently reinvest for future growth. We have ample access to financial markets and institutional lenders.



Social and Relationship Capital
We develop and maintain strong relationships with our stakeholders, understanding and addressing their concerns to ensure we maintain our social licence to operate. Our extensive ESG efforts, especially in the Social sphere, generates long-lasting positive impact for our community.



Natural Capital
We are mindful of our environmental footprint and utilise natural resources responsibly through more sustainable environmental practices in our business.



Strengthening our ecosystem

Growing our customer reach and content creation capabilities amid industry upheavals and the threat of piracy for business sustainability	Market Reach			
	5.6m	72%	8,000	17.5m
	TV households	Household penetration	Enterprise customers	Weekly radio listeners
	3.2m		14.0m	
	Registered Go Shop customers		MUV on digital brands	
	Content			
	11,000 hours		RM1.2b	
	Local content produced		Total content investment	

Enhancing shareholder value

Delivering positive operational performance and rewarding shareholders through dividend distributions	Financials		
	RM4.2b	RM461m	RM692m
	Revenue	PATAMI	FCF
	RM352m	7%	14%
	Dividend in respect of FY22		Dividend yield FCF yield

Supporting the local economy

Contributing to the Malaysian economy and local media industry, both directly and indirectly	Talent		
	4,191	RM547m	14,374
	Employees	Staff costs	Training hours
	Government & Industry		
	RM275m	RM130m	RM3.0b
	Local content investment	Corporate tax	Payment to vendors

ESG-focused corporate citizen

Operating responsibly and contributing to the betterment of our community and environment	Social	
	5m	RM7m
	Students reached annually through Astro's educational content	Investment in educational and learning content
	Environment	
	1.6m kWh	925 tCO₂e
	Renewable energy generated by our solar panel system	Carbon avoidance