Value Creation Model

This diagram, depicting our value creation process, should be read in conjunction with Our Strategic Priorities on pages 35 to 41. We harness our six capitals as inputs that fuel our economic value creation, the output of which is distributed to stakeholders and shared with society.

INPUT

VALUE CREATION PROCESS



Intellectual Capital

We are the largest vernacular content creator in Malaysia with 10,300 hours produced and commissioned in FY23. Our intellectual capital extends beyond content IPs to include our strong brand reputation, business processes, strategies and proprietary information, products, trademarks, copyrights, systems, software and licences.



Industrial Capital

Our proven capabilities to produce, aggregate, and distribute content across our media assets (TV, radio, digital) and at cinemas and on-ground events, leveraging our ready customer base and extensive market reach to Malaysian households, individuals and enterprises.



Human Capital

This comprises the collective knowledge, experience and expertise within our Group as we continue to nurture, hone and harness the diverse skill sets and expertise of Team Astro's on- and off-screen talents while championing diversity and inclusion, creativity and accountability.



Financial Capital

This consists of the pool of funding available to our Group, sourced from our cash-generative business and our ample access to financial markets and institutional lenders. This is deployed to reinvest for future growth and to reward shareholders with dividends.



Social and Relationship Capital

This encompasses the strong relationships and rapport we develop and maintain with our stakeholders over time, 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-term positive impact for our community.



Natural Capital

We are committed to Carbon Neutrality by 2040. Mindful of our environmental footprint, we utilise natural resources responsibly through more sustainable environmental practices in our business.



OUTPUT

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Strengthening our ecosystem

Growing our customer reach and content creation capabilities amid industry changes and piracy for business sustainability

Market Reach			Content
5.5m	69%	8,900	10,300 hours
TV households	Household penetration	Enterprise customers	Local content produced
17.7m	3.3m	8.4m	RM1.3b

Enhancing shareholder value

Delivering positive operational performance and rewarding shareholders through dividend distributions

Financials

RM3.8b	RM259m	RM784m	RM156m	4.9%	13%
Revenue	PATAMI	FCF	Dividend in respect of FY23	Dividend yield	FCF yield

Supporting the local economy

Contributing to the Malaysian economy and local media industry, both directly and indirectly

3,623 RM476m RM308m RM78m	ent & Industry	Government 8	Talent	
Employees Staff costs Local content investment Cornerate tay	3m RM78m	RM308m	RM476m	3,623
Employees Starr costs Local content investment. Corporate tax	ent investment Corporate ta	Local content in	Staff costs	Employees
c.160,000 RM1.9b	b	RM1.9b		c.160,000
Training Payment to hours local vendors				9

ESG-focused corporate citizen

Operating responsibly and contributing to the betterment of our community and environment

Social		Environmental	
5m	RM131m	1.5m kWh	1,182 tCO₂e
Students reached annually through Astro's educational content	Investment in educational and learning content since 2012	Renewable energy generated by our solar photovoltaic system	Carbon avoidance



Customer

Serve all customer segments across homes, individuals and enterprises through differentiated offerings catering to their diverse preferences and spending propensity

(Refer pages 52 to 59)