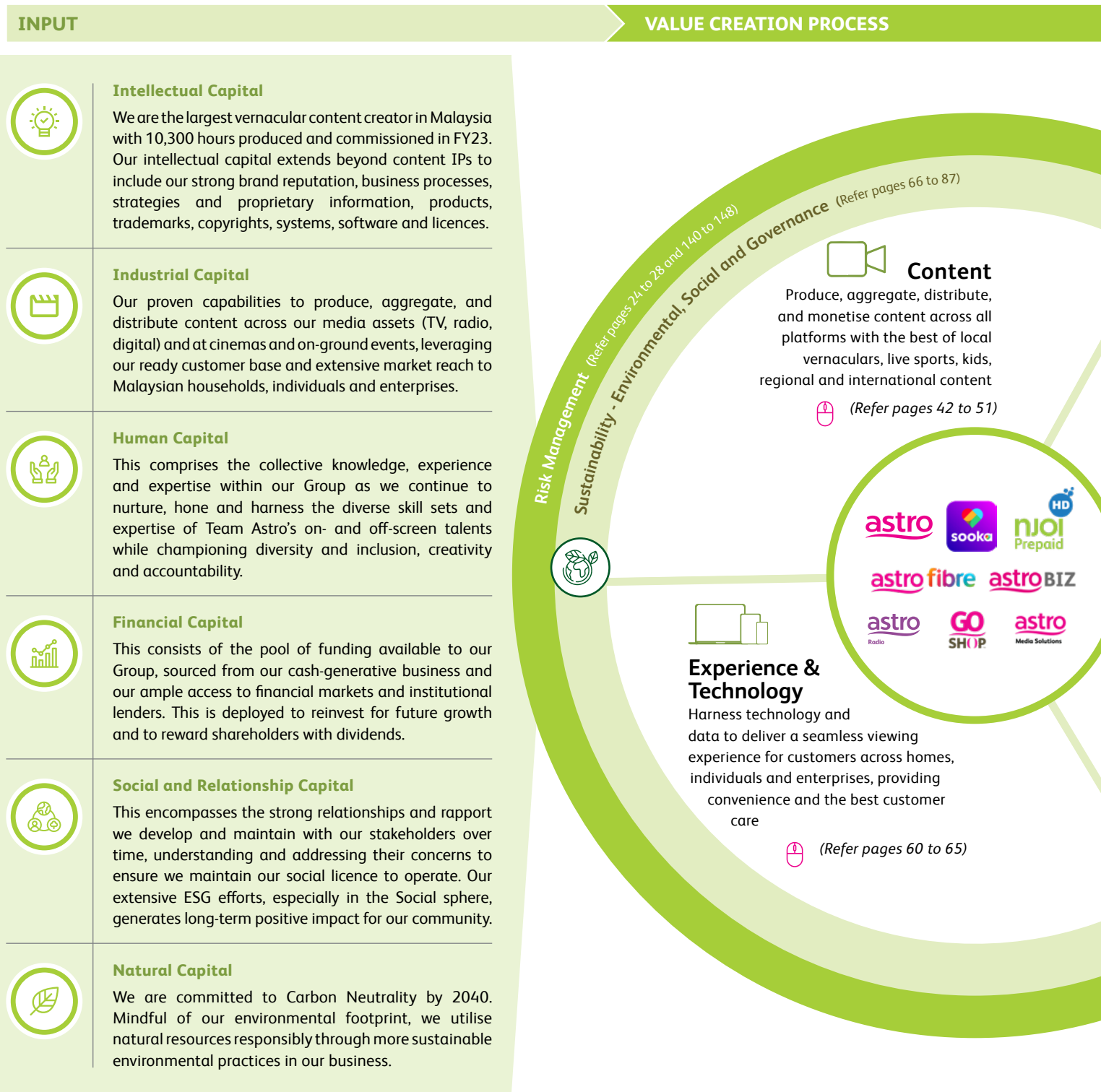


# Value Creation Model

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.




OUTPUT



**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)

**Strengthening our ecosystem**

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

**Market Reach**

**5.5m**

TV households

**69%**

Household penetration

**8,900**

Enterprise customers

**Content**

**10,300 hours**

Local content produced

**17.7m**

Weekly listeners on FM radio and online

**3.3m**

Registered Go Shop customers

**8.4m**

MUV on digital brands

**RM1.3b**

Total content investment

**Enhancing shareholder value**

**Delivering positive operational performance and rewarding shareholders through dividend distributions**

**Financials**

**RM3.8b**

Revenue

**RM259m**

PATAMI

**RM784m**

FCF

**RM156m**

Dividend in respect of FY23

**4.9%**

Dividend yield

**13%**

FCF yield

**Supporting the local economy**

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

**Talent**

**3,623**

Employees

**RM476m**

Staff costs

**Government & Industry**

**RM308m**

Local content investment

**RM78m**

Corporate tax

**c.160,000**

Training hours

**RM1.9b**

Payment to local vendors

**ESG-focused corporate citizen**

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

**Social**

**5m**

Students reached annually through Astro's educational content

**RM131m**

Investment in educational and learning content since 2012

**Environmental**

**1.5m kWh**

Renewable energy generated by our solar photovoltaic system

**1,182 tCO<sub>2</sub>e**

Carbon avoidance