

OUR ODYSSEY



MPRN'S E-COMMERCE BUSSINESS IS NOW LIVE

MEDIA PRIMA RADIO NETWORKS (MPRN) has ventured into the e-commerce business by launching its first e-commerce site, SuperDeals.

This new and exciting e-commerce platform available in English, Bahasa Malaysia and Chinese, offers a variety of attractive deals from food and beverage, beauty and spa, travel, services to activities, and so much more.

Seelan Paul, CEO of MPRN, said that they are now are taking a bold step to build consumer revenue through SuperDeals, the first in the region by a radio station. "We have innovated our business proposition and have grown both our

traditional and digital revenue over the years. Our reach on both traditional and digital platforms will allow us to market this heavily and create huge interest among consumers.

"We are able to reach almost 5 million radio listeners on a weekly basis and market our offerings to our almost 10 million people online. We are also working closely with a global technology platform to ensure great consumer experience on the site. We are confident on building our share of the pie in the ever growing e-commerce industry in Malaysia."

Visit www.superdeals.com.my for more.

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PAGES**



SUPERDEALSMY



SUPERDEALSMY



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FAST FACTS

57,000
PORTAL VIEWS

67,000
PORTAL SESSIONS

75,000
PAGE VIEWS

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SOCIAL MEDIA
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HIJABNHEELS



HIJABHEELS



HIJABHEELSOFFICIAL

NSTP CATERS FOR THE MODERN MUSLIMAH HIJAB & HEELS IS A NEW LIFESTYLE PORTAL DEDICATED TO WOMEN

THE NEW STRAITS TIMES PRESS (Malaysia) Bhd (NSTP) has launched its first lifestyle portal for women, Hijab & Heels. It is the first digital platform brand launched by the NSTP Women Lifestyle team, featuring a dynamic editorial team aided by product development and brand management.

The Malay-language portal was created to bring the very latest in fashion and lifestyle trends to Muslim women, especially those who wear the hijab. Its sections include beauty and fashion, health and wellness, family and nutrition as well as recreation.

Hijab & Heels also features consultants such as grooming and lifestyle gurus as well as beauty care consultants who can respond to queries via the portal's live chat application.

Since going live in January 2018, Hijab & Heels has managed to attract approximately 57,000 portal viewers and 67,000 portal sessions to date, amassing close to 75,000 page views, not only from Malaysian audiences but also from Singapore, Brunei and Indonesia.

For the latest lifestyle solutions, trends and tips on beauty and fashion, log on to www.hijabnheels.com.

ANGGUN LIFE FESTIVAL DEBUTS IN JOHOR



MORE THAN 5,000 people thronged the Persada Johor International Convention Centre for the first day of Media Prima Anggun Life Festival on 8 June.

The event, which showcases a staggering array of clothes, beauty essentials, health and lifestyle products, ran over two days.

Other activities held throughout the event included meet-and-greet sessions with Anggun Life ambassadors Amar Baharin and Amyra Rosli.

TV3's *WHI* hosted a talk session with Permatang Pau MP Nurul Izzah Anwar during the event, where she spoke on the need to further explore the potential of young women, especially in the rural areas.

Media Prima TV Networks chief executive officer Johan Ishak said the fun will continue in an even bigger fashion event in September at the Putra World Trade Center in Kuala Lumpur.

NST WINS 'EXCELLENCE IN BREAKING NEWS' AWARD AT SOPA

FOR its headline-grabbing coverage of the 2017 assassination of Kim Jong-nam, the New Straits Times (NST) won the coveted 'Excellence in Breaking News' at the Society of Publishers in Asia (SOPA) Awards in Hong Kong.

NST was the first to confirm, in an exclusive report, that the murder victim was Jong-nam, the estranged half-brother of North Korean strongman Kim Jong-un.

The newspaper became the reference point for the world's media, which had descended on Kuala Lumpur to chase the story.

The SOPA Awards is recognised as a world-class benchmark for best-practices in journalism in Asia-Pacific. This year it received more than 850 entries in English and Chinese for the SOPA 2018 Awards for Editorial Excellence.

MEDIA PRIMA WINS GOLD AT AUSTRALASIAN REPORTING AWARDS

MEDIA PRIMA received a Gold Award for its Annual Report at the Australasian Reporting Awards (ARA).

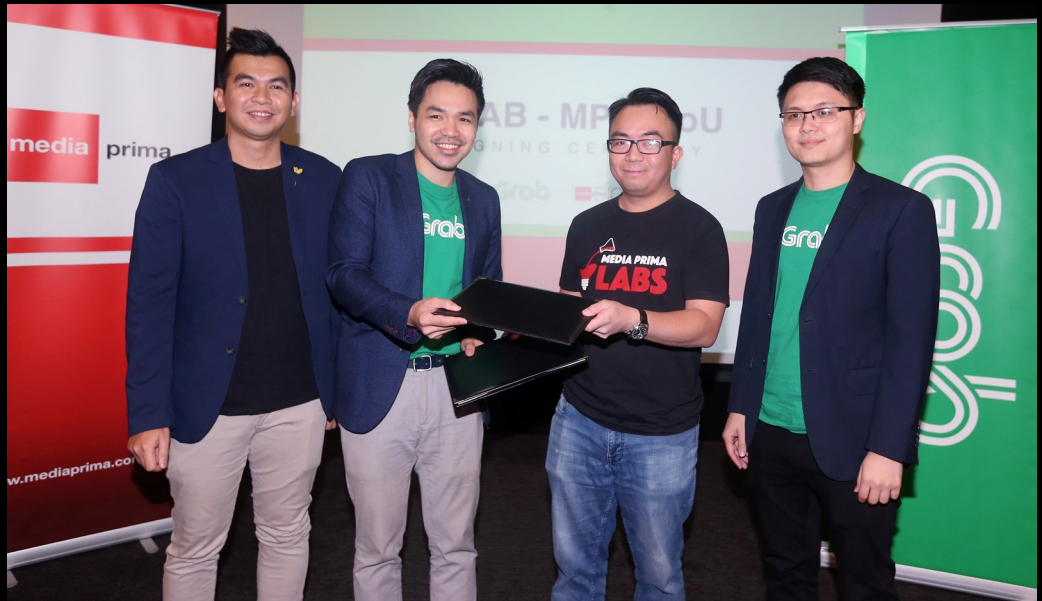
The Group's 2016 Annual Report, themed "Our Stories", was recognised for "Distinguished Achievement in Reporting" at the annual award event organised by the Australasian Reporting Awards Limited, an independent not-for-profit organisation run by volunteer professionals.

It also represents the Group's second ARA recognition after receiving a Bronze Award for its 2015 Annual Report.

ARA was established in 1950 to enable companies to benchmark the quality of their Annual Reports against a criteria based on world best practices.

Reports that achieve a Gold Award satisfy all of the criteria and should be model reports for other organisations to follow.

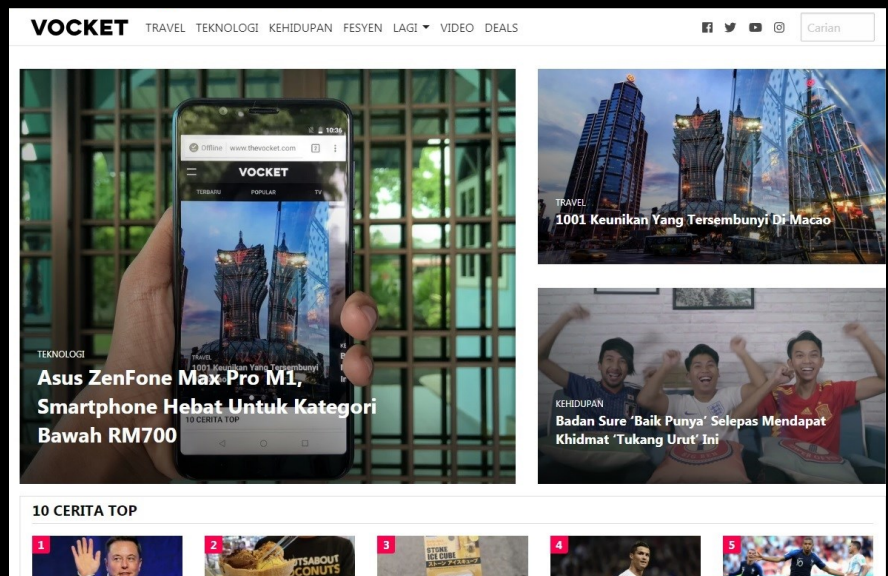
MEDIA PRIMA DIGITAL AND GRAB PARTNER FOR IN-CAR MEDIA PLATFORM



A MEMORANDUM OF UNDERSTANDING was signed between Rafiq Razali, CEO of Media Prima Digital, and Sean Goh, Grab Malaysia's Country Head, to embark on a partnership on the very first Grab In-Car Media Platform in Malaysia. Media Prima Digital will deliver various short-form content for in-transit viewing.

The Grab In-Car Media Platform is another way for Media Prima and advertisers to reach a wider audience. More than 250 Grab cars around Klang Valley are equipped with the In-Car Media Platform to date. Grab aims to have more than a thousand cars equipped with this feature by year end.

VOCKET JOINS THE REV ASIA FAMILY



THE POPULAR Malay-language social news portal, VOCKET, has joined REV Asia Holdings. Launched in 2014, VOCKET features the latest on travel, technology, fashion, lifestyle and creativity.

According to Internet analytics provider Comscore Inc, VOCKET generates an average of a million monthly unique visitors and has consistently placed in the Top 10 Malay language news portals visited by Malaysian Internet users. Google

Analytics reported a total of 1.1 million unique visitors with 3.1 million page views for VOCKET in May this year.

REV Asia is one of Southeast Asia's largest digital media companies with a combined digital following of 8.4 million monthly average unique visitors according to Google Analytics. Its portfolio includes SAYS, OhBulan!, RojakLah, Viral Cham, 8coin, Sirap Limau, MyResipi, Kongsi Resepi and JUICE.

GALERI PRIMA HOSTED ART EXHIBITION BY TEEN WITH DYSPRAXIA



GALERI PRIMA hosted an exhibition titled *Art Stories* by the young, talented and up-and-coming artist, Luqman Hakim who struggled with learning and coordination issues arising from dyspraxia.

Art Stories is Luqman's first solo exhibition as an artist and illustrator. Through his works, Luqman unfolds solace and sadness, joy and pain in life, giving every painting a story of its own.

NSTP-MEDIA PRIMA HELPS FLOOD VICTIMS IN PERAK



OVER six hundred and sixty flood victims from the Larut Matang and Selama district in Perak received aid from the NSTP-Media Prima Disaster Fund.

The aid, in the form of RM200 worth of Tesco vouchers for each of the 189 families, was given to help victims buy daily essentials.

You can contribute to the Media Prima-NSTP Humanitarian Fund by depositing your donations to our Malayan Banking Berhad account number **5141-0532-3170**.

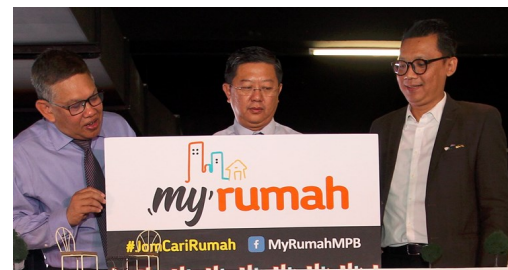
You can also donate via the Boost mobile app available on the Google Play or App Store.

MYRUMAH SHOWCASES PROPERTIES IN KEDAH

THE MyRumah Property Exhibition organised by NSTP kicked-off its second series for this year with a three-day exhibition at Amanjaya Mall, Kedah.

The exhibition showcased a variety of new housing projects in southern Kedah, offering homes with larger built-up space and lower prices compared to Seberang Prai or Penang.

MyRumah 2017 recorded more than 45,000 visitors across four exhibitions held around Malaysia with 68 units of homes sold involving a total value of RM27 million.



CONTRIBUTE TO OUR CAUSES

TABUNG BENCANA NSTP-MEDIA PRIMA

5141-0532-0757
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TABUNG KEMANUSIAAN ROHINGYA MEDIA PRIMA

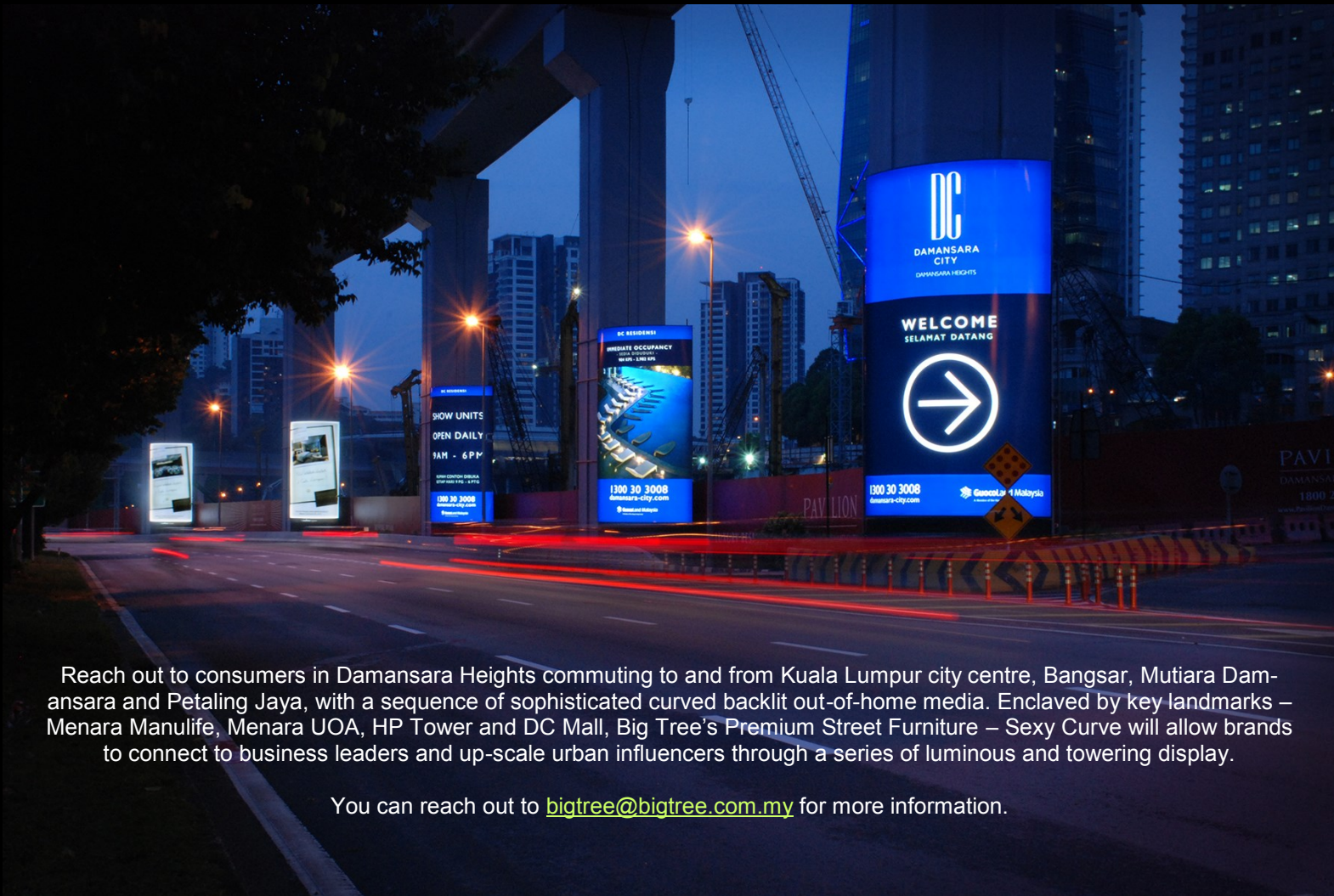
5642-7652-2630
(MAYBANK)

TABUNG KEMANUSIAAN PALESTIN MEDIA PRIMA

5642-7651-0331
(MAYBANK)

SPOTLIGHT

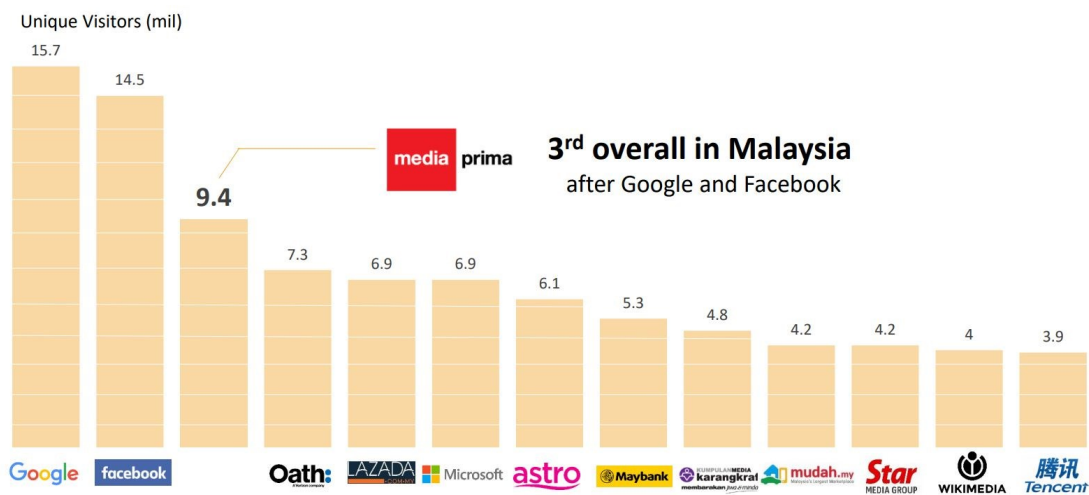
PREMIUM STREET FURNITURE – SEXY CURVE



Reach out to consumers in Damansara Heights commuting to and from Kuala Lumpur city centre, Bangsar, Mutiara Damansara and Petaling Jaya, with a sequence of sophisticated curved backlit out-of-home media. Enclaved by key landmarks – Menara Manulife, Menara UOA, HP Tower and DC Mall, Big Tree's Premium Street Furniture – Sexy Curve will allow brands to connect to business leaders and up-scale urban influencers through a series of luminous and towering display.

You can reach out to bigtree@bigtree.com.my for more information.

#1 Malaysian Digital Media Company by Audience Size



Source: Comscore MMX March 2018

Companies can benefit from partnering with our platforms to reach millions of consumers effectively. You can reach out to us or visit our website for more details.