

PUBLIC EXPOSE

PT SURYA CITRA MEDIA TBK.
SCTV Tower – Senayan City
Jl. Asia Afrika Lot. 19, Jakarta 10270
June 12, 2024



⇒ **OVERVIEW**

⇒ **TRACK RECORDS**

⇒ **FINANCIAL PERFORMANCE**

SCM

SURYA
CITRA
MEDIA

OVERVIEW



Dewan Komisaris

Board of Commissioners



Adi W. Sariaatmadja

Komisaris Utama
President Commissioner

Warga Negara Indonesia
Nationality Indonesian

Usia 39 tahun
Age 39 years old



Suryani Zaini

Wakil Komisaris Utama dan Komisaris Independen
Vice President Commissioner and Independent Commissioner

Warga Negara Indonesia
Nationality Indonesian

Usia 61 tahun
Age 61 years old



Glenn M. Surya Yusuf

Komisaris Independen
Independent Commissioner

Warga Negara Indonesia
Nationality Indonesian

Usia 68 tahun
Age 68 years old



Jay Geoffrey Wachter

Komisaris
Commissioner

Warga Negara Australia
Nationality Australian

Usia 56 tahun
Age 56 years old

Direksi

Board of Directors



Sutanto Hartono

Direktur Utama
President Director

Warga Negara Indonesia
Nationality Indonesian

Usia 56 tahun
Age 56 years old



Harsiwi Achmad

Direktur
Director

Warga Negara Indonesia
Nationality Indonesian

Usia 57 tahun
Age 57 years old



Imam Sudjarwo

Direktur
Director

Warga Negara Indonesia
Nationality Indonesian

Usia 68 tahun
Age 68 years old



Rusmiyati Djajaseputra

Direktur
Director

Warga Negara Indonesia
Nationality Indonesian

Usia 45 tahun
Age 45 years old



David Setiawan Suwanto

Direktur
Director

Warga Negara Indonesia
Nationality Indonesian

Usia 37 tahun
Age 37 years old



Mutia Nandika

Direktur Independen
Independent Director

Warga Negara Indonesia
Nationality Indonesian

Usia 43 tahun
Age 43 years old

MEDIA PLATFORM

3 Nationwide FTA Stations in Indonesia



Digital TV



DTH Pay TV



Leading Outdoor Ads in Indonesia



MEDIA PLATFORM

CONTENT HUB

CONTENT & PRODUCTION



MARKETING SERVICES

MARKETING SERVICES



DIGITAL MEDIA

A group of:



DIGITAL MEDIA

SCM SURYA
CITRA
MEDIA

TRACK RECORDS





Outstanding Contribution to Asian Television in 28th Asian Television Award



The Best Indonesia Finance 2023 - Economic Review



Great Place To Work



HR Excellence Award 2023



ContentAsia Awards 2023



Best Asian Talkshow in Content Asia Awards 2023



Best Sport Program to Asian Television in 28th Asian Television Award



Best Television Media Reporter of Zakat Movement in BAZNAS AWARD 2023

Aligned with the current trend, SCMA has transformed from “Broadcasting business” to “Multimedia, Content, and Advertising Business”

01

Multi-platforms Media Dominant Players



SCTV **INDOSIAR** **MOJI** **mentari tv**
eye **KLY** **Vidio** **nex parabola**

02

Established extensive Content Production capabilities



IEG **SinemArt PICTURES** **VIP** **AMADEUS** **sky films**
SCREENPLAY **FRONTIER PICTURES** **BASE ENTERTAINMENT** **IEP**

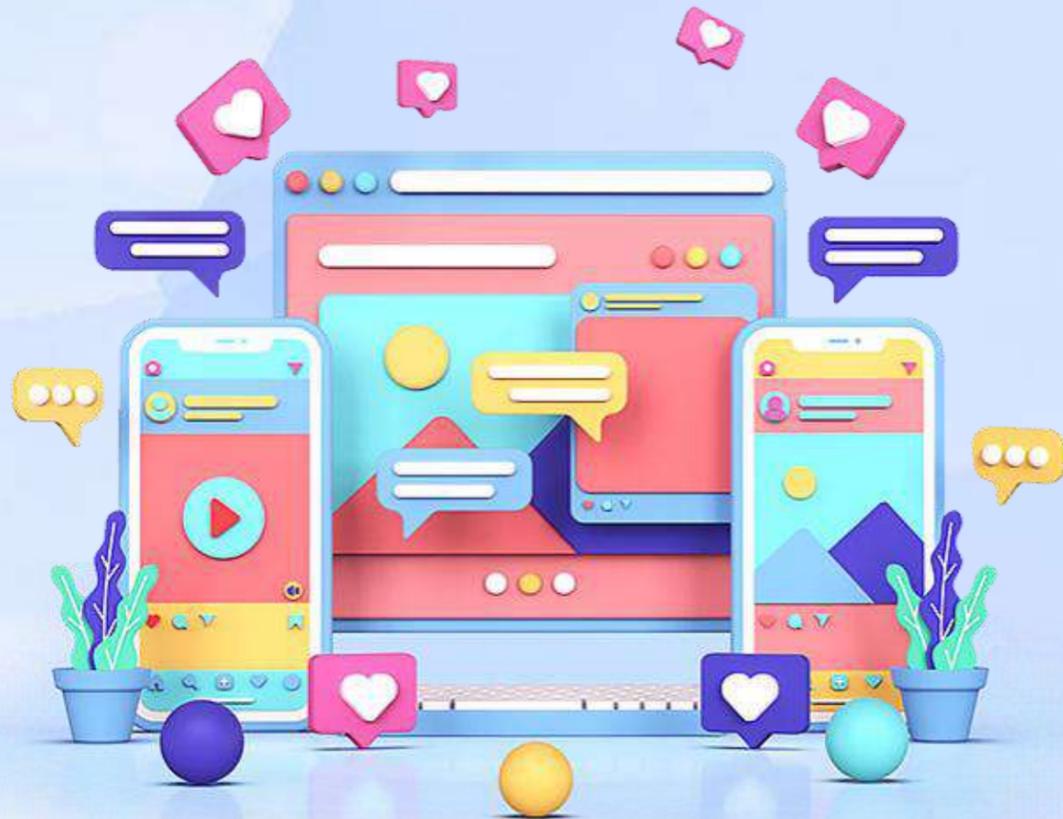
03

Built other Marketing / Advertising business capabilities



Samara **WHISPER MEDIA** **SUPER FANTASY**
RANS ENTERTAINMENT **EMTEK EX** **Emfiliate**

WE ARE
THE MOST PROMINENT
 & **FASTEST-GROWING**
 MEDIA GROUP
 IN INDONESIA



33.4%
 Share combined
ALL TIME

#1 FTA
 Media Group in Indonesia



97+ Mio
 Monthly visitors

#1 OTT
 in Indonesia
 By MAU & Subs.



104+ Mio
 Monthly visitors

#2 Publisher Group
 Based on number of unique visitor
 (Similarweb)



152+ Mio
 Total Followers

Engagement Rate
18.5%

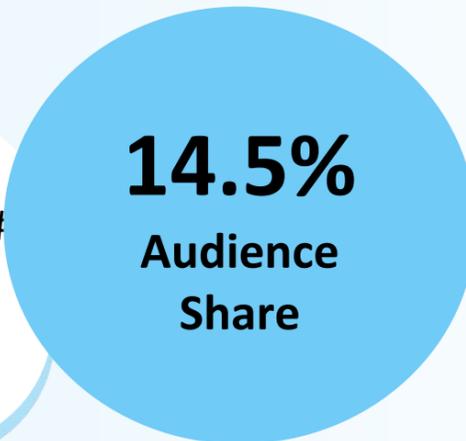


147+ Mio
 Total followers

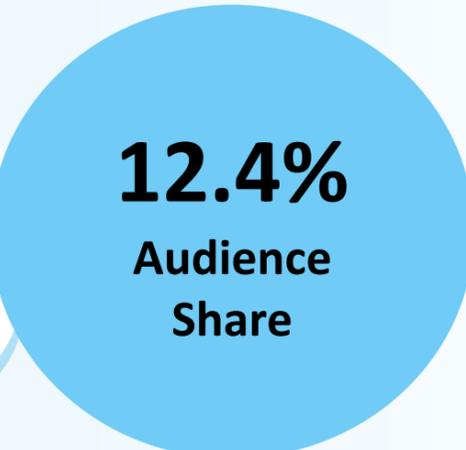
SCTV and Indosiar keep on innovating their contents and developing new initiatives throughout the year, alternating with each other as #1 FTA



#1 FTA in Indonesia for 2023 & Q1 2024. SCTV held #1 position from Nov 2022 until Aug 2023 and Jan - Apr 2024 including during Ramadan period



#1 FTA in Indonesia for Sept-Dec 2023, and also remained on Top 2 since early this year. Overall, IVM is #2 FTA in Indonesia for 2023



Notes: Audience share data as of Jan-Mar 2024 data

Since its launch in Q4 2022, Mentari has recorded impressive achievement as the new digital TV ~ #6 FTA in Indonesia in Q1 2024



#6 FTA Nationwide

Indonesia's fastest growing TV station



Kids/Moms w/ Kids

Kids & Youth Contents

6.5% Audience Share



Notes: Audience share data as of Jan-Mar 2024 data





Our DTH satellite TV service covering areas in Indonesia not covered by terrestrial network

4.4 Mio

est. active household users

39%

est. market share of DTH

34
provinces

coverage across Indonesia

4 years

since launch to reach 39% DTH market share



We also invested on Leading Outdoor Advertising in Indonesia

- Established since 1993, EYE provides 1-stop OOH service agreement, including: Media Placement, Strategy and Creative Production & Construction Building, Ads.Tax & Site Arrangement
- Holds long term concessions for LED sites at strategic locations around Jakarta CBD
- Large national network of partners to service OOH Ad placements around Indonesia





We secured the **upstream of content production** through JVs with many top Production Houses in the country



TV Dramas & OTT Originals



>33mio views
#1 Viu original series
in Indonesia & Malaysia

>50mio views
Trending in 8
Countries



Top Performing (#1 rating) Sinetron Producer



Theatrical Movies, OTT originals, dan FTV



with
Joko Anwar



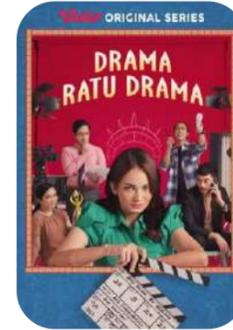
with
Bumi Langit
Studios



with
Timo Tjahjanto



Theatrical Movie



OTT Original



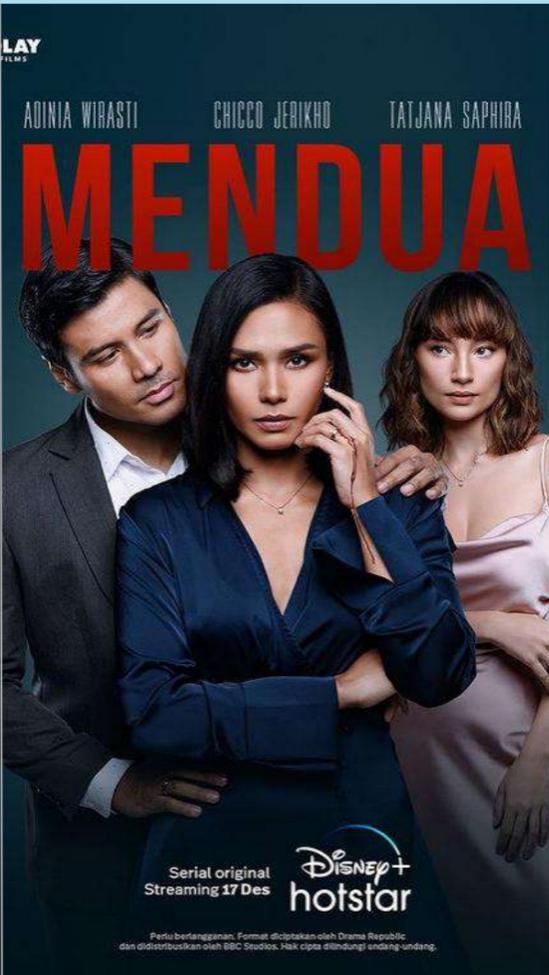
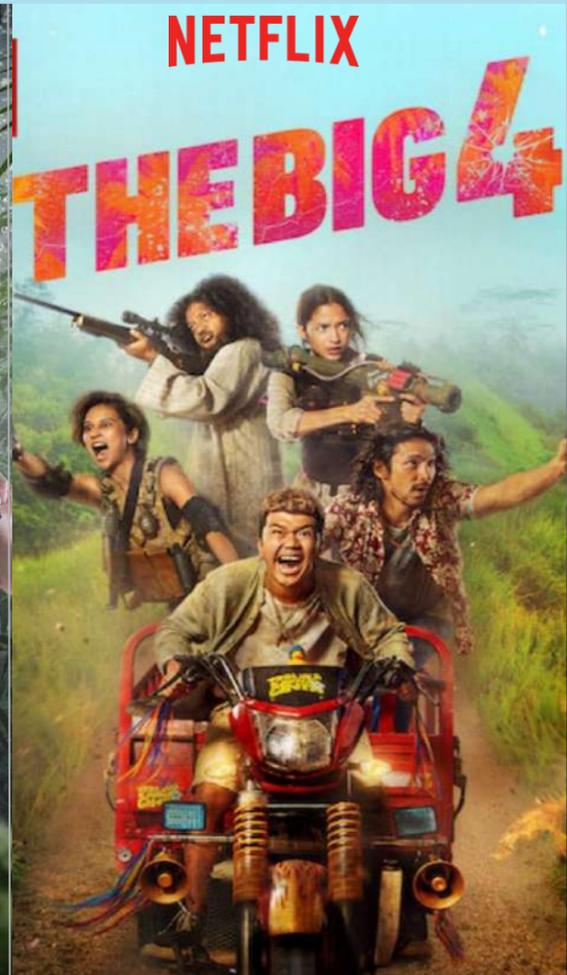
Music, Talent Search, Awards & Special Show



Commercial Content Production, Live Streaming Production, Creative Ideation, Social Media Management



Our top quality & sought-after contents have successfully dominated the market leaderboard across multiple platforms



Shines at the 28th Busan International Film Festival

Top 5 Indonesia Box Office Movie 2023 reaching 2.4M audiences

The second most watched non-English language title on Netflix in its first weekend

Official Adaptation of The British Award - Winning Series "Doctor Foster"

Won Best Asian Drama for A Single Market in Asia from Content Asia Awards 2023

#1 Prime Time Series among All TVs in Jan 2023 - Mar 2024)
(Peak TVR 6.1%
Peak Share 23.6%)

Our News, Entertainment, Lifestyle, Sports, and Automotive have reached more than 100 Mio users

Extensive publisher* network with 8 Top performing sites

NEWS & MEDIA



ARTS & ENTERTAINMENT



LIFESTYLE



SPORTS

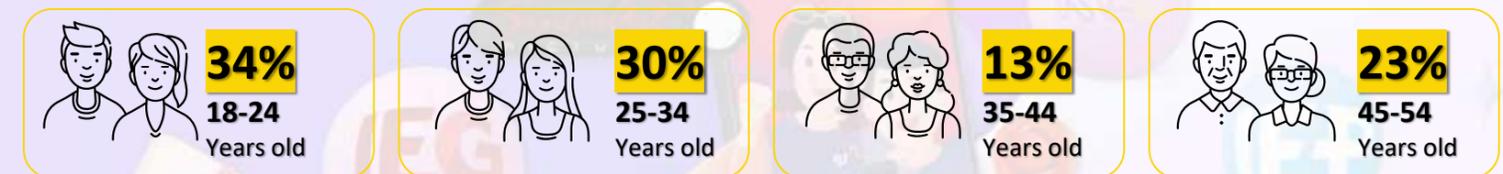


VEHICLES



104+ Mio

Avg. Monthly Users
(January-March 2024)



*Similarweb Publisher Only, Jan-Mar 2024



Vidio

manage to be the **leader OTT**, beating
global and regional
OTT players



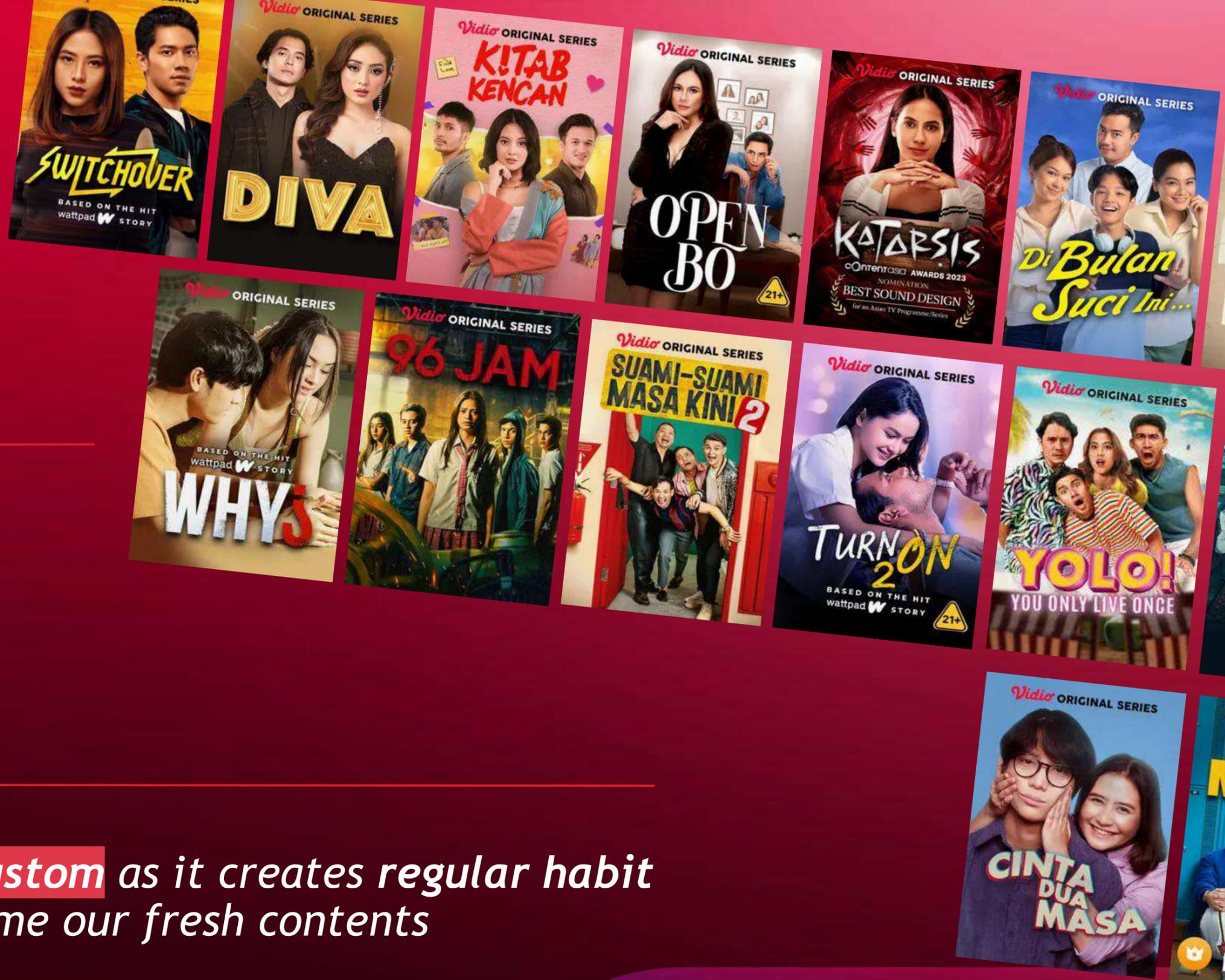
Vidio

is committed
to be the leader and
most aggressive in
Local Original Series

81

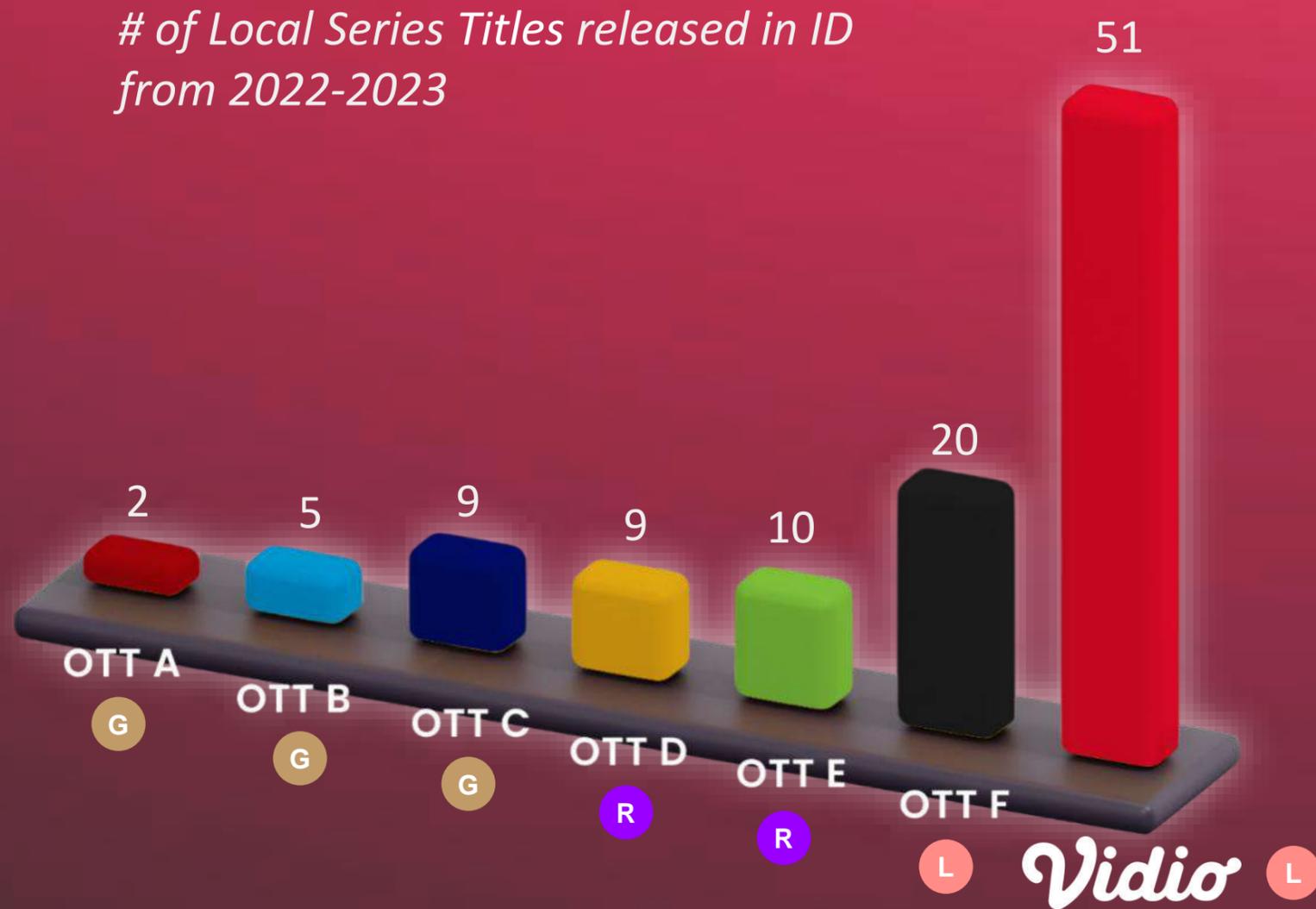
Vidio original
titles released
until Mar '24

VOS also **build the subscription custom** as it creates regular habit
of our Users to continuously consume our fresh contents

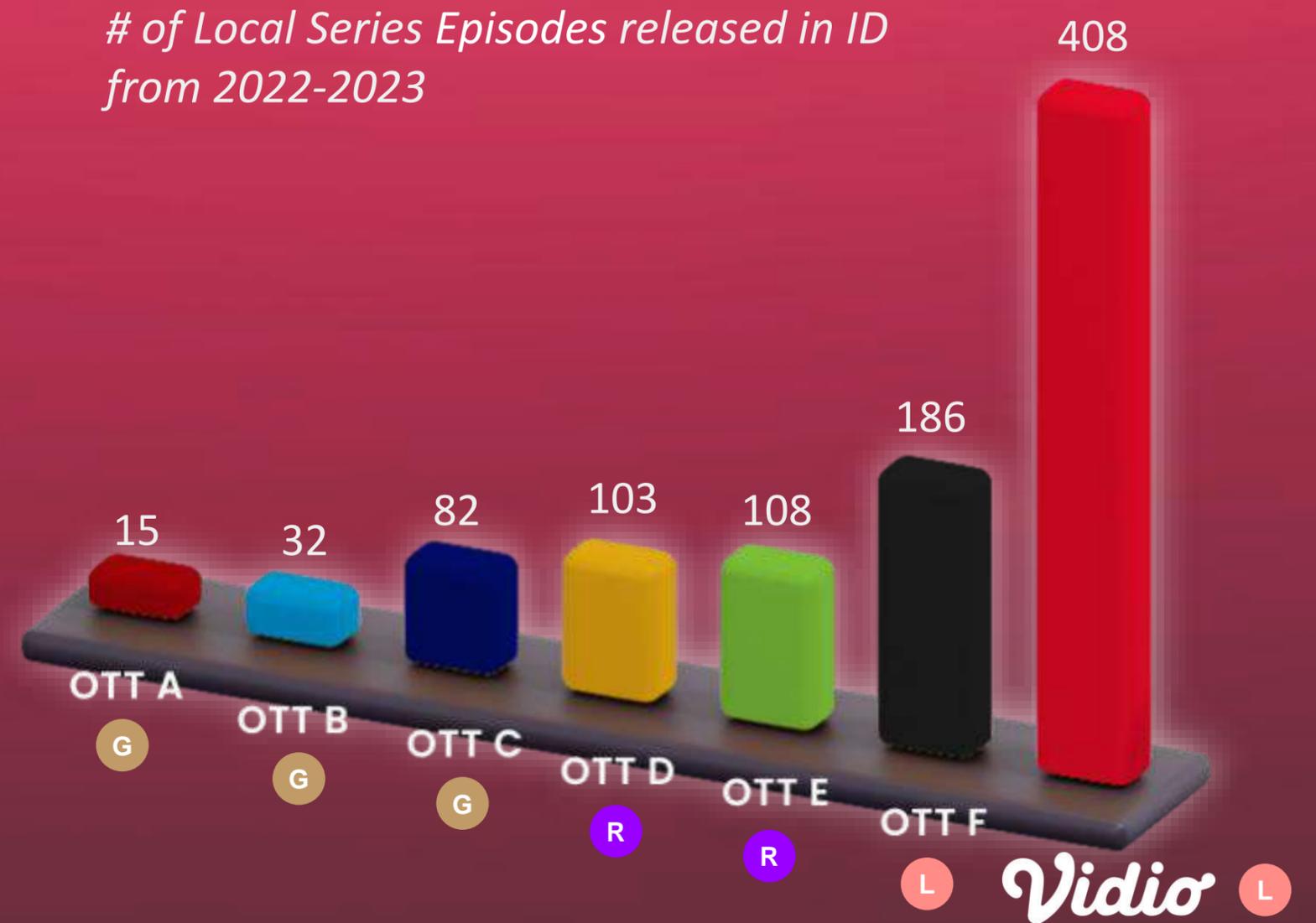


Compared to other OTTs, we have the largest Premium Local Content library

of Local Series Titles released in ID from 2022-2023



of Local Series Episodes released in ID from 2022-2023

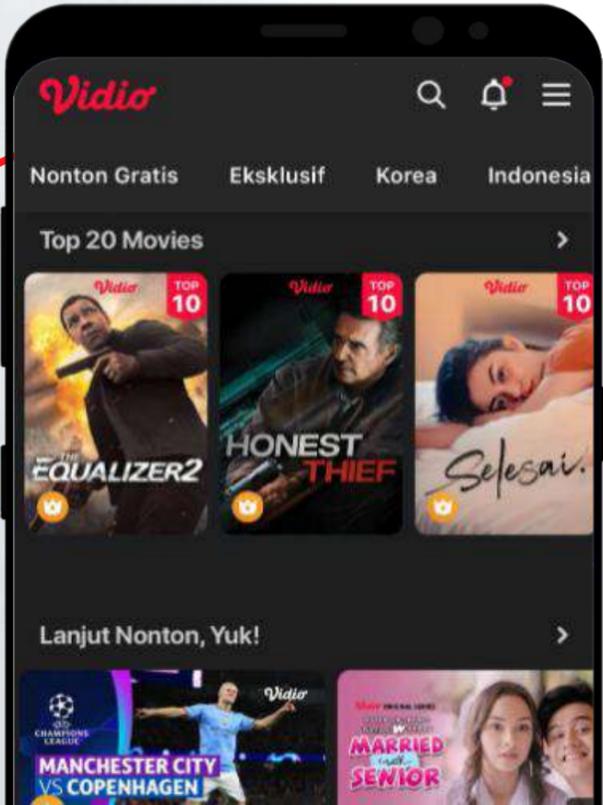


(L) = Local OTT (R) = Regional OTT (G) = Global OTT

We're also aggressively building **AI-based Technology** to create the best content & user journey experience

PERSONAL RECOMMENDATION

Locally-developed AI-based personal recommendation that successfully increased the CTR of our "Top 10" section, outperforming recommendation engine from global OTT players



QUALITY SPORTS HIGHLIGHTS

AI-based capabilities to produce the fastest & most premium quality highlights or clips of Sports contents



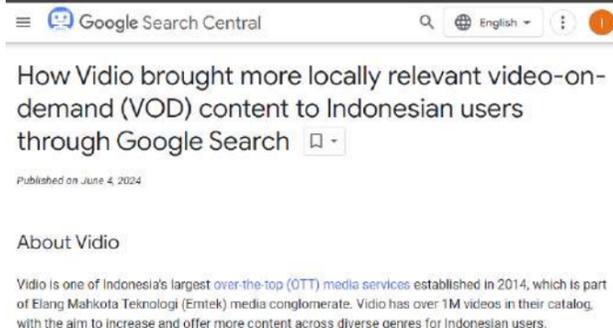
Parade Gol | Southampton vs Liverpool | Premier League...
Premier League



5 Momen Terbaik | Southampton vs Liverpool | Premier League...
Premier League

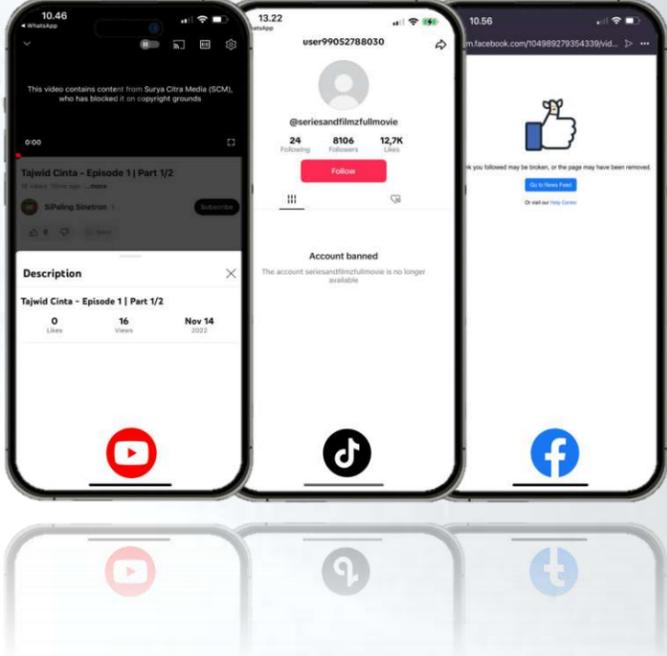
Localizing INT'L Content

Automatically generate local languages subtitles (e.g.: Javanese & Sundanese) using Natural Language Processing service



Anti-piracy control

Machine learning technology to detect unique Content ID for taking down pirated contents more efficiently across social media platforms



We transform to serve advertisers **beyond conventional media platforms** ~ social influencers, affiliate network, social media & DBI

SOCIAL INFLUENCERS

Community, Influencers and Affiliate Marketing



EMTEK EX



147M+ Followers



NAGITA SLAVINA



Digital Built-In

WHISPER MEDIA



Virtual Studios

SCMA invest in Talents that will enable us to build the premier “House of Influencers”

More than 10 Bio. followers with very strong engagement in digital & offline



MUSICAL ARTISTS



ACTORS & ACTRESS



STAND-UP COMEDIAN



Our synergy with **RANS** enables us to deliver Diversified Types of Content, Audience, and Platform Approach for Brand

~152 million followers on RANS entire ecosystem; reaching about ~40% of Indonesia's population



RANS ENTERTAINMENT

TOKO MAMA GIGI

GRATIS ONGKIR

GRAND LAUNCHING Toko Mama Gigi

6 DES 2022

Jam 10.00 - 22.00

RANS ANIMATION STUDIO

PETUALANGAN CIPUNG & MONSTARS

Yang Baru di Mentari TV!

CIPUNG ABUBU

Setiap Hari | Pukul 17.30 WIB

Nonton di Vidio

RANS FOOTBALL CLUB

RANS lagi-lagi Tenis

JUMAT, 23 JUNE 2023

TENIS INDOOR SEMAYAN

Presented by PERTAMINA

LIVE STREAMING DI RANS Entertainment Raffi Ahmad @raffi_nagla

Raffi Ahmad | Dedy Mahendra Desta | Dion Wiyoko | Dikta Wicaksono
Nagita Slavina | Luna Maya | Gege Elisa | Nia Ramadhani
Vayuk Basuki | Angelique Widjaja | David Agung S. | Anthony Susanto | Kevin Sanjaya | Agus Fitriadi
Christopher Rungkat | Rizki Fitriadi | Special Performance: GAC

JAJARAN FESTIVAL

and more...

OFF-AIR

Big Impact:
Unlocking Experiences,
Cultivating Crowds





SCM SURYA
CITRA
MEDIA

FINANCIAL PERFORMANCE

SCTV

FAS FAMOUS
ALLSTARS

IEG
INDONESIA
ENTERTAINMENT
GROUP

RANS
ENTERTAINMENT

5mi
STREAM
entertainment

KLY
KEMERDEGAAN
KOLABORASI

IEP

SinemArt
ARTS
STUDIO

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

In million Rupiah

Description	Jan-Mar 2023	Jan-Mar 2024	Variance
Net Revenues	1,529,266	1,757,011	14.9%
Gross Profit	560,048	619,367	10.6%
<i>% Net Revenues</i>	<i>36.6%</i>	<i>35.3%</i>	
Operating Expenses and Others	(494,843)	(404,739)	-18.2%
Profit from Operations	65,205	214,628	229.2%
<i>% Net Revenues</i>	<i>4.3%</i>	<i>12.2%</i>	
Profit before Income Tax Expense	77,658	245,672	216.4%
<i>% Net Revenues</i>	<i>5.1%</i>	<i>14.0%</i>	
Profit for the Period	9,666	153,856	1,491.7%
<i>% Net Revenues</i>	<i>0.6%</i>	<i>8.8%</i>	
Total Comprehensive Income for the Period Attributable to Owners of the Parent Entity	62,997	192,717	205.9%
<i>% Net Revenues</i>	<i>4.1%</i>	<i>11.0%</i>	
Basic Earnings Per Share Attributable to Owners of the Parent Entity (full amount)	1.05	3.01	186.7%

In million Rupiah

Description	31 Dec 2023	31 Mar 2024	Variance
Assets			
Total Current Assets	7,427,106	7,427,529	0.0%
Total Non-Current Assets	3,625,400	3,686,736	1.7%
Total Assets	11,052,506	11,114,265	0.6%
Liabilities			
Total Current Liabilities	2,278,213	2,180,501	-4.3%
Total Non-Current Liabilities	291,721	290,732	-0.3%
Total Liabilities	2,569,934	2,471,233	-3.8%
Equity			
Total Equity Attributable to Owners of the Parent Entity	7,488,760	7,683,284	2.6%
Non-controlling interests	993,812	959,749	-3.4%
Total Equity	8,482,572	8,643,032	1.9%
Total Liabilities and Equity	11,052,506	11,114,265	0.6%

In million Rupiah

Description	Jan-Mar 2023	Jan-Mar 2024	Variance
Net Cash Provided by Operating Activities	382,194	34,230	-91.0%
Net Cash Used in Investing Activities	(74,654)	(262,341)	251.4%
Free Cash Flows	307,541	(228.111)	-174.2%
Net Cash Used in Financing Activities	(298,972)	(644)	-99.8%
Net Increase/(Decrease) in Cash and Cash Equivalents	8,568	(228,755)	-2,769.9%
Cash and Cash Equivalents at Beginning of the Period	2,330,538	634,488	-72.8%
Cash of Newly Acquired Subsidiary at Beginning	1,459	-	-100.0%
Effect of Changes in Foreign Exchange Rates on Cash and Cash Equivalents	(46,632)	2,658	105.7%
Cash and Cash Equivalents at Ending of the Period	2,293,934	408,390	-82.2%
Other Current Financial Assets *)	200,602	2,453,109	1,122.9%
Cash and Cash Equivalent + Other Current Financial Assets	2,494,536	2,861,499	14.7%

*) Other Current Financial Assets consists of investment in deposit with maturities more than 3 months, government bonds etc

SCM

SURYA
CITRA
MEDIA

THANK YOU

