



AGM Presentation

Strategy Update and FY22 Results

19 August 2022

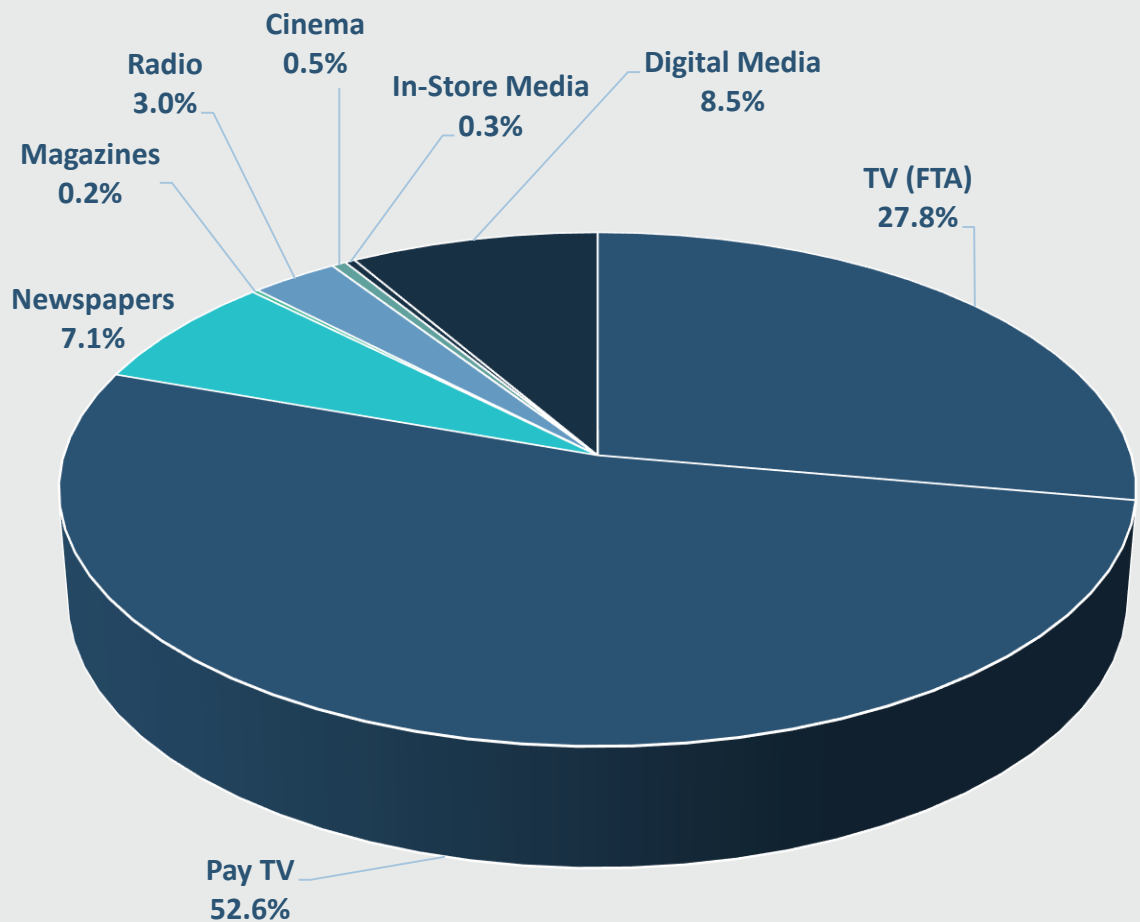
Agenda

1. FY 2022 Recap
2. Key Financial Highlights
3. Business Outlook
4. Strategic Update
5. Our Approach to ESG

FY 2022 Recap

- Negative COVID-19 impact on the Group
 - Hong Kong's strict border controls require incoming vaccinated residents to quarantine for 7 days
 - China's "Zero COVID" policy prolonged lockdown in China could have a significant impact on Malaysia and Hong Kong operations
- Geopolitical and economic uncertainties
 - Ukraine war
 - Inflation
 - US-China tension over Taiwan & Tariff wars
 - Political uncertainties in Malaysia

Adex Malaysia (April to March)



Total Adex (2022)

RM12,933m

↑ 26%

Total Adex (2021)

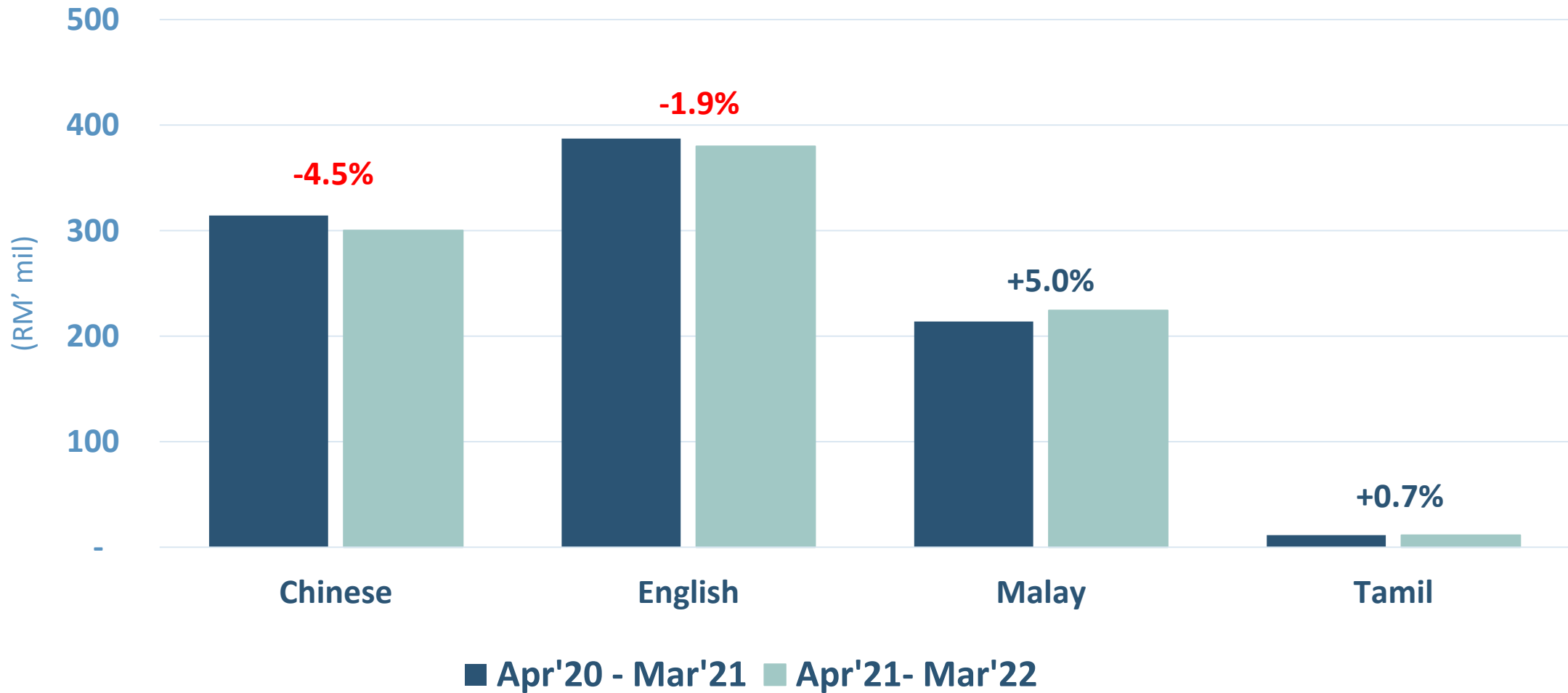
RM10,270m

	2022	2021	% Change
Newspapers	916	927	-1.2%
Magazines	26	21	24.8%
TV (FTA)	3,593	2,734	31.4%
Pay TV	6,809	5,295	28.6%
Radio	386	312	23.9%
Cinema	64	23	174.6%
In-Store Media	44	72	-38.3%
Digital Media	1,095	886	23.6%

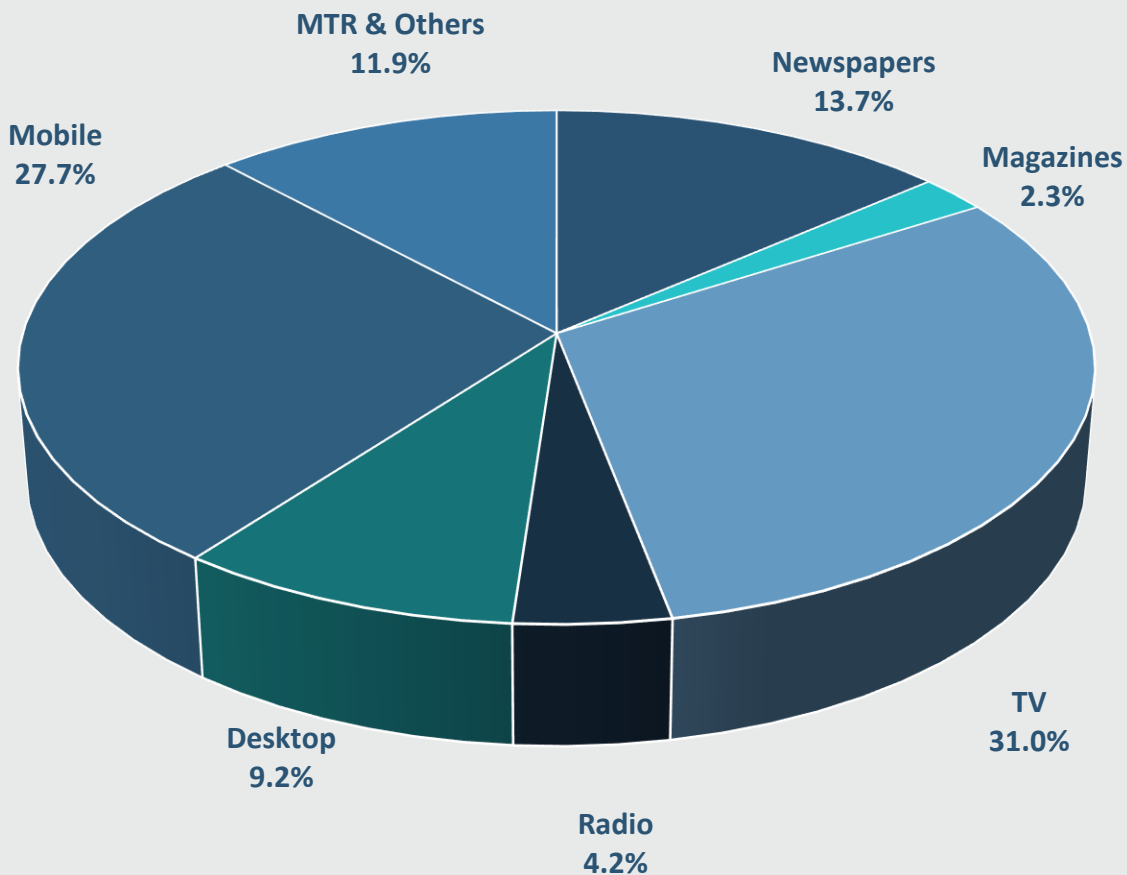
↓ -0.6%

↑ 28.6%

Malaysia Newspaper Adex



Adex Hong Kong (Apr to March)



Total Adex (2022)

HKD100,692m

↑ 18%

Total Adex (2021)

HKD85,306m

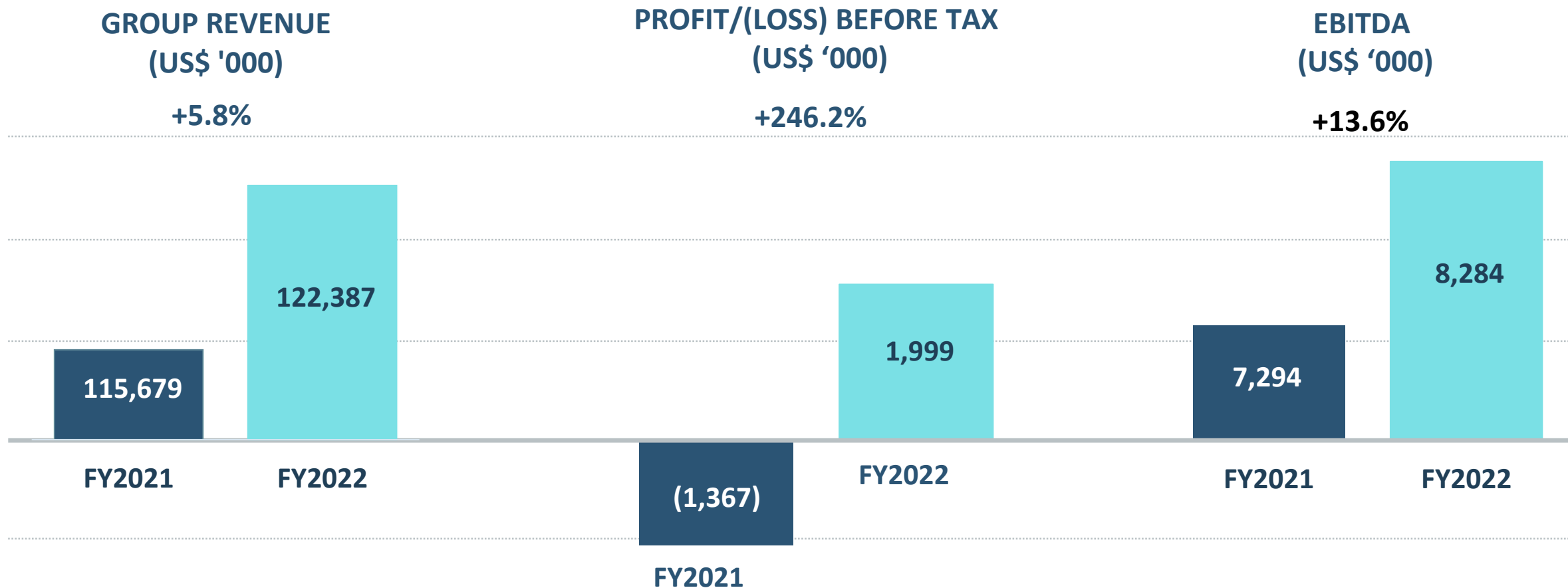
	2022	2021	% Change
Newspapers	13,771	14,316	-3.8%
Magazines	2,345	2,340	0.2%
TV	31,188	26,704	16.8%
Radio	4,199	3,811	10.2%
Desktop	9,252	7,246	27.7%
Mobile	27,931	20,460	36.5%
MTR & Others	12,006	10,429	15.1%

↓ -3.2%

↑ 23.2%

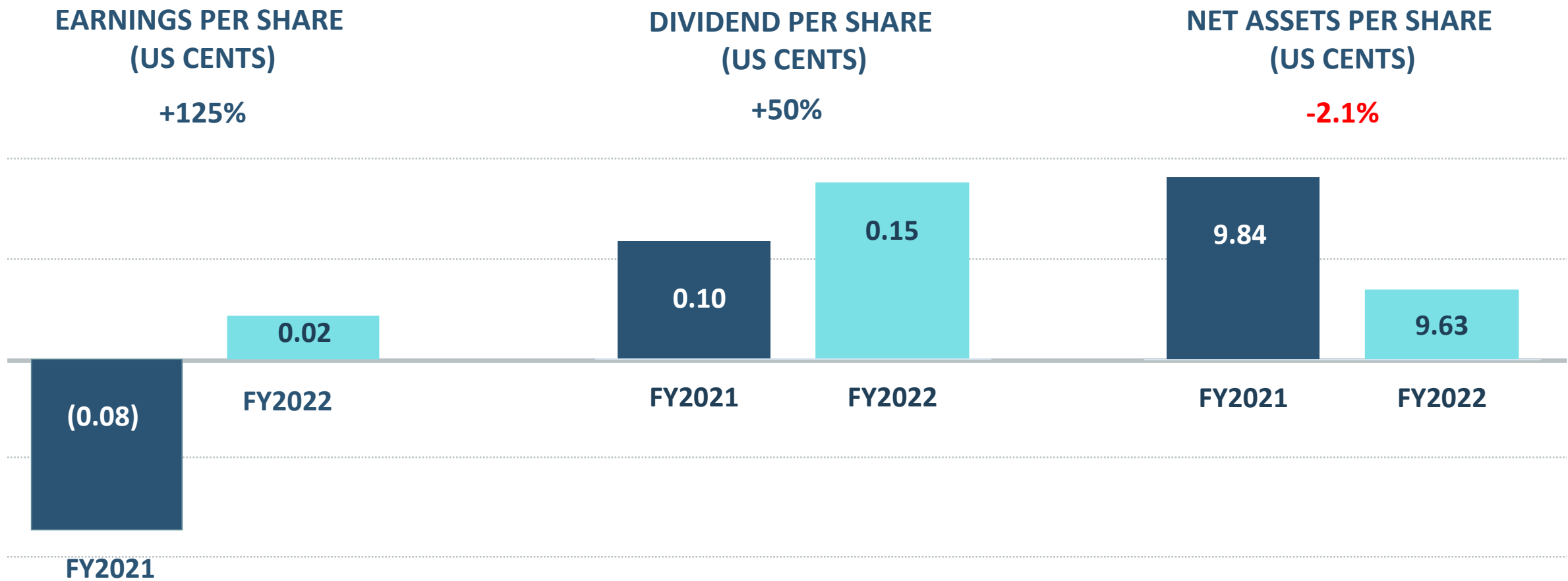
FY 22 Key Financial Highlights

Resilient performance in challenging conditions



FY 22 Key Financial Highlights

Resilient performance in challenging conditions



Business Outlook - Challenging Market Environment

- Global growth outlook uncertain
 - Inflationary pressure
 - Rising interest rates
 - Russia Ukraine impact
 - US-China tension over Taiwan & Tariff wars
- Cost pressures
 - Rising newsprint prices
 - Staff cost pressure for recruitment and retention of young IT talents
 - Weak Ringgit Malaysia-adverse impact on raw material prices
- The duration and severity of the COVID-19 pandemic in China
- Market conditions and the impact of political events in Malaysia
- The uncertain speed of Hong Kong opening up its borders with International communities and China

Our Strategic Priorities

We are well-positioned to leverage on the recovery, and our 3 strategic pillars:-

- Diversifying revenue streams through integration of all platforms
- Accelerate digital audience and revenue
- Efficient Cost Management

Strategic Update (Hong Kong)



- Market channels expansion - Beyond Print
- Driving results for customers through bundling products/multi platforms
- Increasing brand value through content marketing

Opinion leaders
Expos
Video
Productions

Paid Webinars
Social media Live
Facebook feed
e-Commerce

- Integration opportunities generating revenue across China and Greater Bay Areas

壹周刊 2023年11月16日

越秀集團
YUEXU GROUP

36 年
1987年
成立

越秀集團2021年康獻再捐1億

三年累計捐贈2.8億港元 推動香港科技大學發展

粵港合作 共創未來

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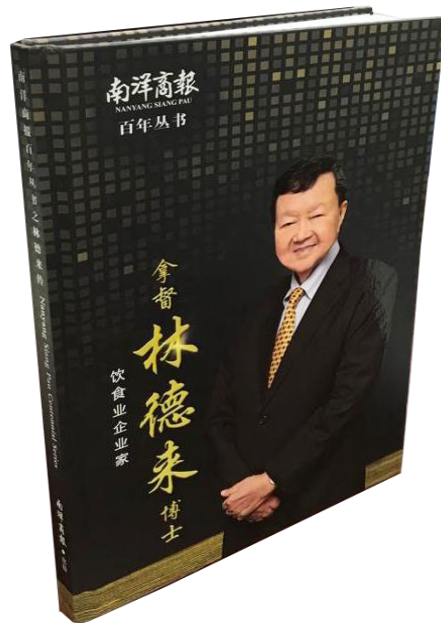
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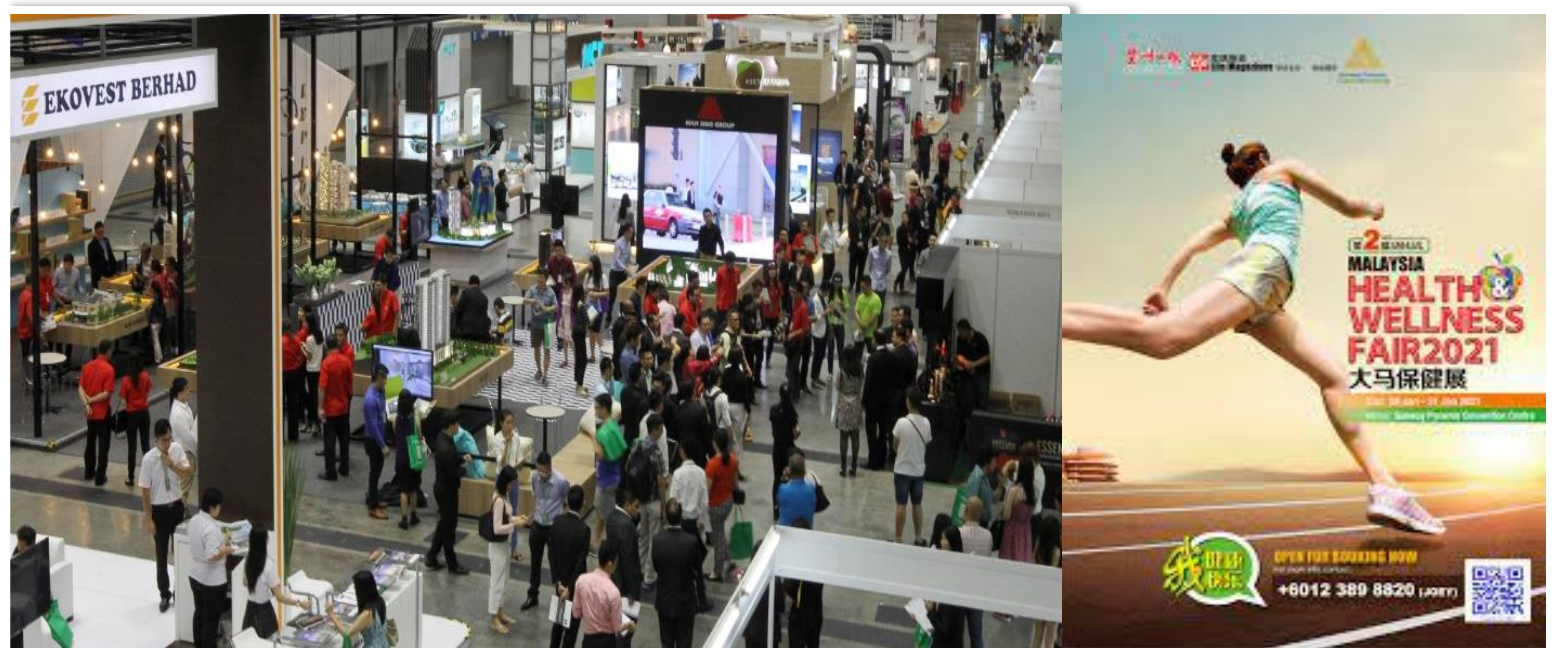
Strategic Update (Malaysia)

- Leveraging our brands and audiences for events/fairs to create new business opportunities
- Developing new products

Nanyang 100 Years Elite Books



Launch Property Fair, Health Fair, Education Fair, Food Bazaar and etc.



Strategic Update

- Selling digital audiences not just platforms

Launched “M-Lab” – a one stop solution to reap gains from integrated marketing and digital analytics capabilities

- Tied-up with creative, advertising sales, content creation, distribution, data analytics and marketing
- Enhance customer experience, which allow right content, promotions and offers to the right Audience
- Data sharing to improve consumer insight and enhance audience targeting

Strategic Update



- Sense and seek new opportunities, adding new digital products

New Digital Products launched:

- 就醬YOUNG
- Sin Chew E-Guide
- mywheels.my
- Nanyang Property



Strategic Update

- Growing through audience engagement

成为星洲革新的一员
注册成为星洲会员，掌握最新消息，
享有星洲人独家福利。

星洲人VIP会员
一年 RM 70

- 享有“星洲人VIP内容专区”
全站阅读权限
- 星洲网平台内容
- 星洲公开活动
- 享有一般折扣和优惠
- 免费一年星洲电子报
- 星洲人特选活动和特别优惠

星洲人普通会员

- 享有“星洲人VIP内容专区”
部分文章阅读权限
- 星洲网平台内容
- 星洲公开活动
- 享有一般折扣和优惠

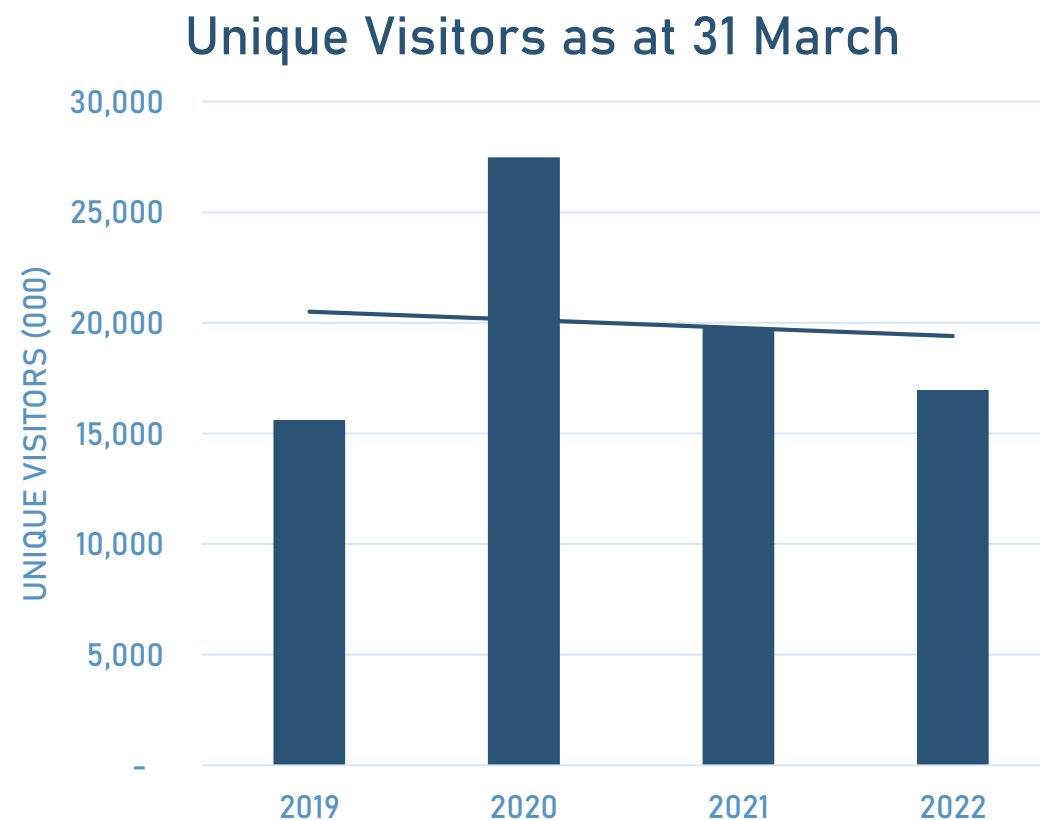
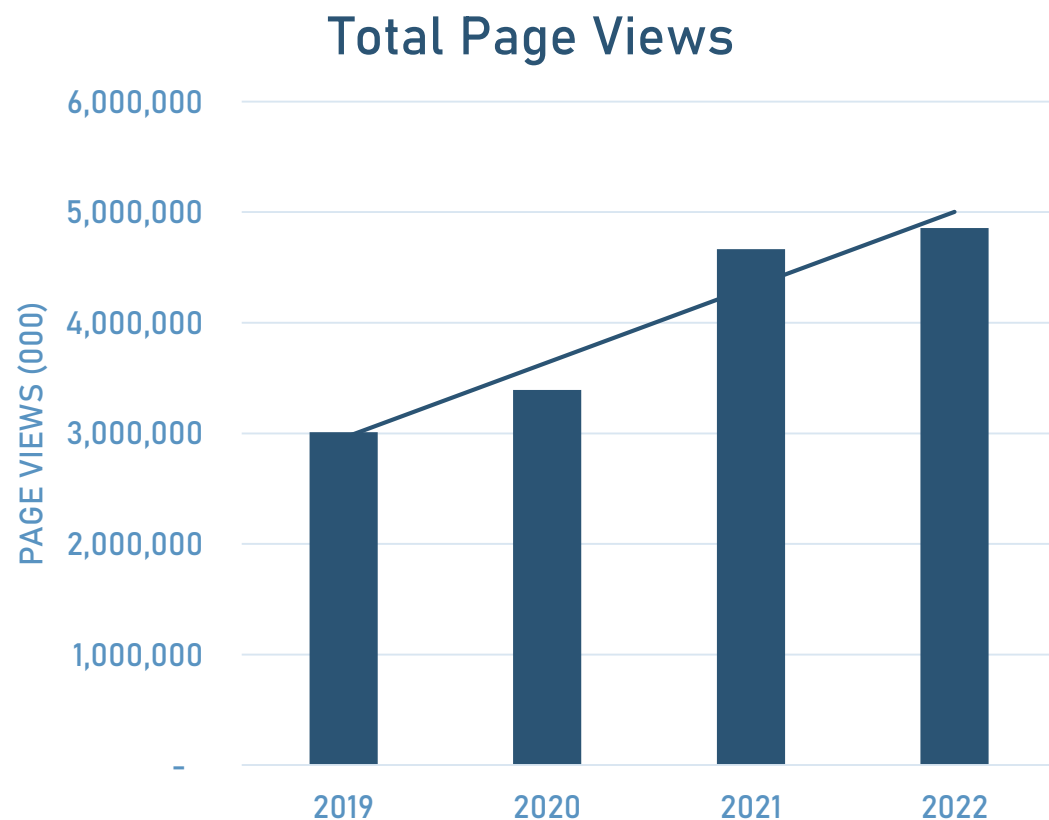
订购



- Enhancement of *Sin Chew+*, *China Press* & *Ming Pao* Membership offerings through providing premium content
- Exclusive online events with health specialists, industry experts and etc.
- More personalised and relevant content

Strategic Update (Malaysia)

- Strong momentum in page views

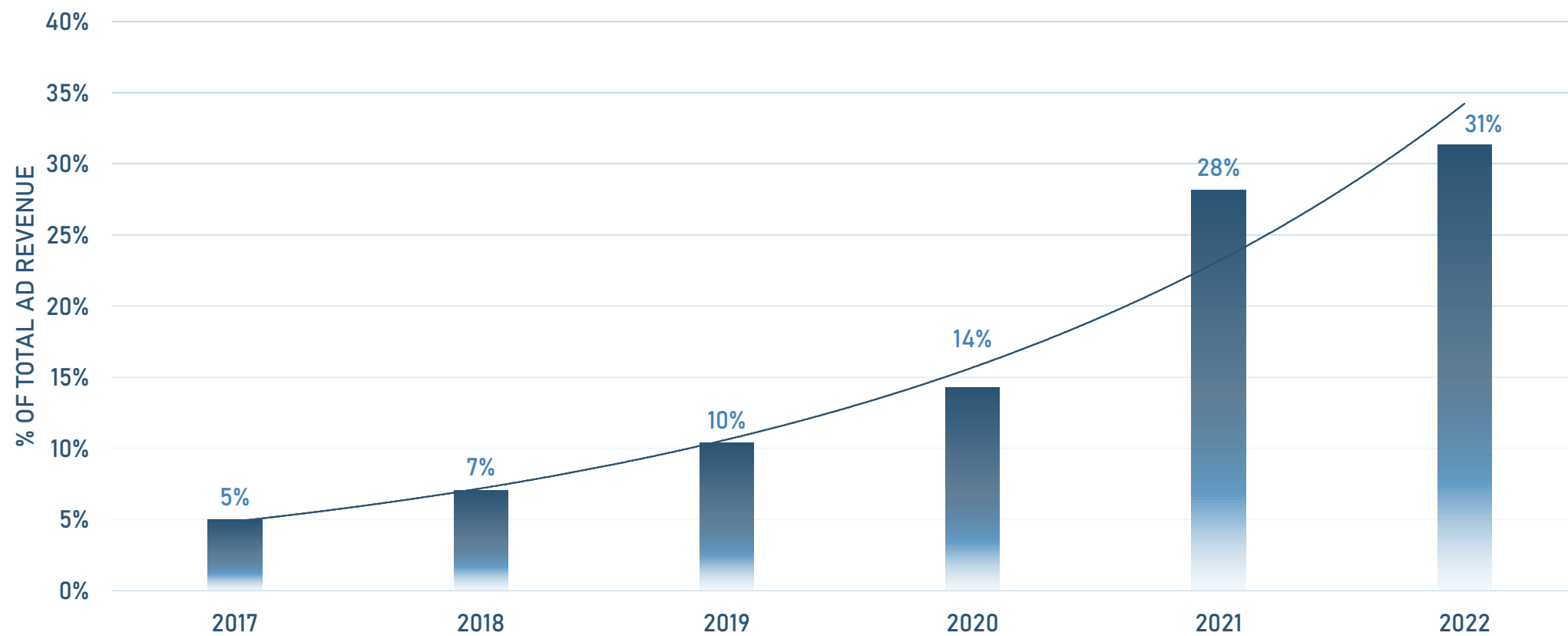


“inflated “2020 unique visitors due to pandemic stories

Strategic Update

- Digital revenue accelerating

DIGITAL AD REVENUE AS % OF TOTAL AD REVENUE



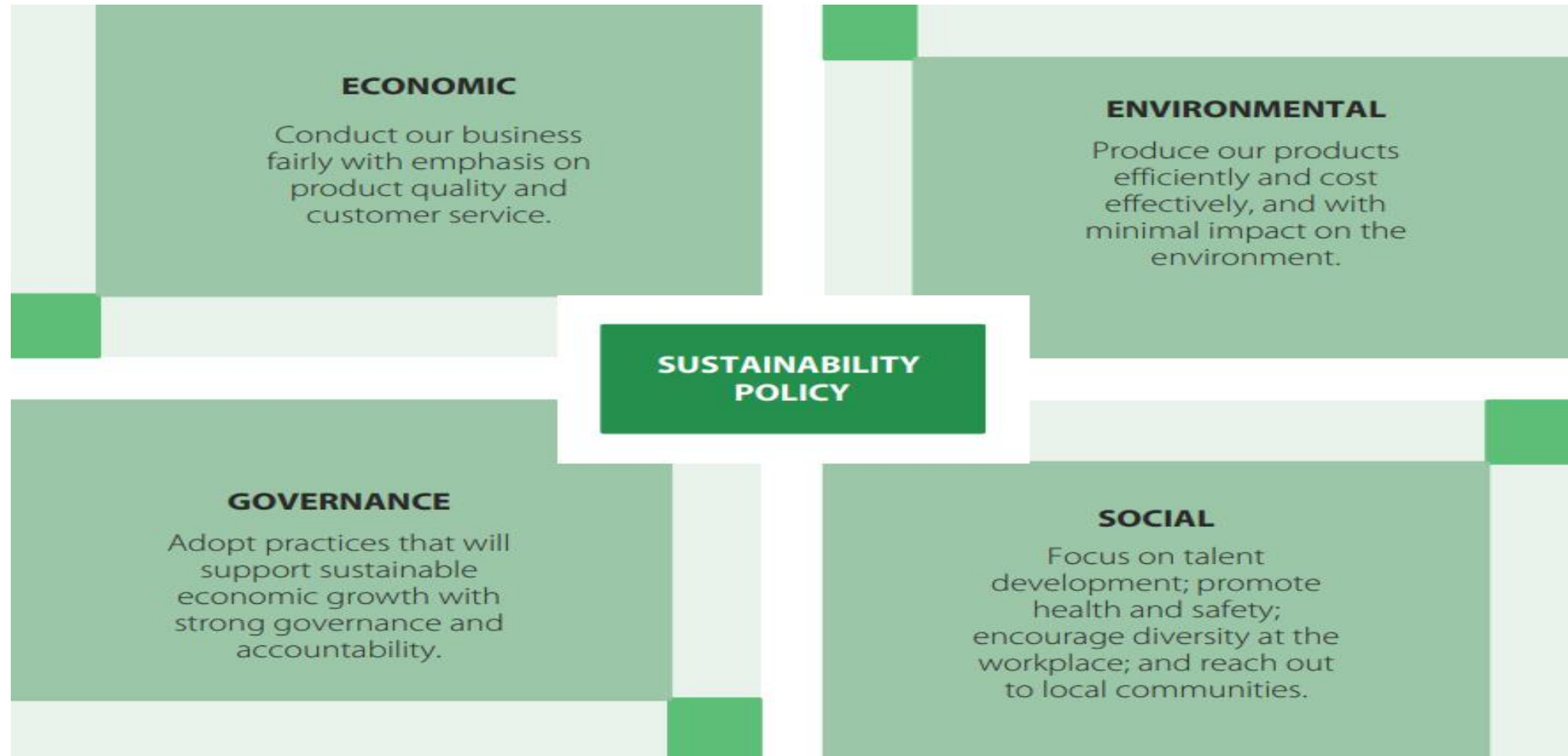
Strategic Update

- Efficient cost management

- Maintained cost discipline
- Relatively high newsprint stock cushioning the rising newsprint prices
- Optimization of printing network
- Driving operational efficiency & synergies

Our Approach to ESG : Four Pillars

- We are honoured to be included in FTSE4Good Bursa Malaysia Index



See our Annual Report for additional information and detailed disclosures

Forward Looking Statements

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THANK YOU!