



**SOUTH EAST ASIA'S
LARGEST CONTENT &
DIGITAL ENTERTAINMENT GROUP**

Company Presentation – March 2025

Listed and traded on the Indonesia Stock Exchange | **STOCK CODE: MSIN**

SOUTH EAST ASIA'S LARGEST CONTENT & DIGITAL ENTERTAINMENT GROUP



Content, IP, and Others

Production House

MNC PICTURES, MNC ANIMATION, ASIA MEDIA PRODUCTIONS, STARPRO, VISION PICTURES

Content/IP & Distribution Management

IP MANAGEMENT, MNC CONTENTS

Pay Channels

MNC CHANNELS

Media Agency

mediate

Games

GAAMES+

Production Infrastructure

MOVIELAND LTD, MNC STUDIOS, MNC CENTER

Talent, Social Media, and Labels

Talent Management

400+ Artists, STAR MEDIA NUSANTARA

Social Media & MCN

STARHITS, 200+ Influencers

YouTube: 255,7M followers, 120B views
Facebook: 74,1M followers, 9,5B views
TikTok: 284,8M followers

Music Label & Publishing

HITSRECORDS, SWARA BINTANG, starcipta, musikindo

AVOD OTT/Streaming

RCTI+

VIDEO+, NEWS+, AUDI+, GAAMES+, HOT+, TREBEL, EBOOK+

SVOD OTT/Streaming

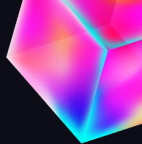
VISION+

Premium, Premium Sports, Premium Movies, beIN Sports, MeVVah, Premium Ultimate, Other Premium Package

TOTAL OTT MAU'S

100M+

Paid Subs 3.3M+



Content Library
Over
300K
Digital Content Library

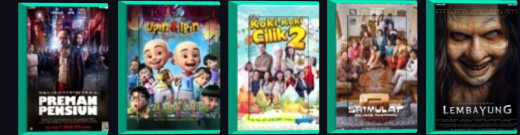
DRAMAS

#1 Production Output
Performance **4 of 5**
Top Program

ANIMATIONS

#1 Production Output
#1 Animation Program
62 Countries

BOX OFFICE MOVIE



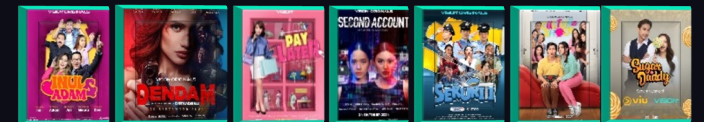
REALITY PROGRAMS

#1 Production Output
Performance **2 of 4**
Top Program

INFOTAINMENT

#1 Production Output

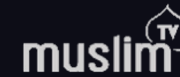
ORIGINALS



15 In-House Channels

Total Audience Share
34.3%

Performance
10 of 20
Top Channels



sportstars sportstars2 sportstars3 sportstars4



And Many More

MOST COMPREHENSIVE CONTENT & IP MONETIZATION CHANNELS

MNC
Digital
Content & IP

Advertising

FTA **RCTI** **MNC TV** **GTV** **iNews**

SOCIAL MEDIA

PAY TV **MNC vision** **K·VISION** **MNCplay**

OTT **RCTI+** **VISION+**



SUPPORTED BY

mediate

Subscription

PAY TV **MNC vision** **K·VISION** **MNCplay**

OTT **VISION+**

Content & IP Licensing



Content library



Original Content



Format



Script



Character



Merchandise



21 ha

Located only 45 minutes from Jakarta with its direct toll road access & exit, Movieland allows a more productive & efficient content production.

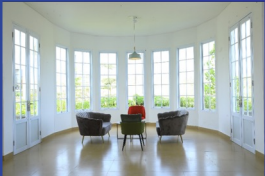
SPEED & QUALITY

Movieland streamlines film and TV series production across all stages, from pre-production to post-production, with every process managed in one unified and controlled environment.

Cost Savings
20%

Production Quantity
as per Q1-2025
1,000+
Episodes

Backlot & Facades



END TO END TALENT SOURCING & POOL MANAGEMENT

TALENT MANAGEMENT

- Talent Search
- MNC Production
- Organic

400+ Artist



Manages Talent to Perform
On Air – Off Air – Digital
(Group or Non Group)
10 years Contract

SOCIAL MEDIA AND MCN

- 200+ Influencers
- MNC Group Social Media Operator



Highest Traffic Generator
Consistently Generates

1.5 Billion
Views/month

500-700
Daily Social Media Upload
from Content Library and
Original Production

Social Media
Content Creator & MNC Group

| | | | |
|--|-------------------------------|--|-----------------------------|
| | ALL GROUP | | ALL MCN STARHITS |
| | 255.7M subs 120B views | | 153.3M subs 61.1B views |
| | 134 FACEBOOK PAGE | | 196 TIKTOK'S ACCOUNT |
| | 74.1M followers 9.5B views | | 284.9M followers |

MUSIC LABEL & PUBLISHING

Music Labels & Publishing



starcipta
musikindo

Music Labels Consisting of

177
Music Artists

650+
Songs

Operates as music publisher
with **163 Song Writers**
and **370 Compositions**

Official Partners



THE BIGGEST ENTERTAINMENT TALENT POOL

600+
Artists & Influencers

175+ Singers

85+ Multi talents

140+ Others

200+ MCN Channels



LYODRA MAHALINI TIARA ANDMESH



BOY WILLIAM ROBBY PURBA SERE KALINA ANWAR



LIMBAD LORD ADI RHOMEDAL



NIHONGO MANTAPU VINCENT RADITYA GRITTE AGATHA AISH TV

Official Talent Management

156+M 
Total IG Followers

10 Years
Contract



500-700

Daily Social Media Uploads*

1.5 Billion

Views Per Month

200+

Influencers

Performance Highlights



ALL GROUP

255.7M subs
120B views



ALL MCN STARHITS

153.3M subs
61.1B views



134 FACEBOOK PAGE

74.1M followers
9.5B views



196 TIKTOK'S ACCOUNT

284.9M followers

TOP 5 Channels – All Group



RCTI - Layar Drama



MNCTV Official



RCTI Entertainment



iNews Official

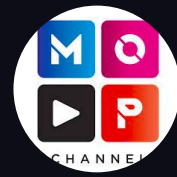


HITS Records

TOP 5 Channels - MCN



Nihongo Mantappu



MOP Channel



Vincent Raditya



Gritte Agatha



Boy William

MNC MEDIA PLATFORM & CONTENT IN DYNAMICS HIGH TECHNOLOGY INTEGRATED ECOSYSTEM

In-House Content Production

Studio Based Content

Talent Search, Awarding, Anniversary, & Other Special Program

Pay Channels

15 Pay Channels

Non-Studio Based Content

Drama, Animation, Reality, Infotainment, Movies & Originals

#1

FTA TV

AUDIENCE SHARE

41.3 | **35.1**
PRIME TIME | ALL TIME

RCTI **MNC TV**
GTV **iNews**

AVOD OTT/Streaming



QR seamless watching from TV to OTT

DYNAMIC MEDIA ECOSYSTEM

Program Connect & Hard Bundling

PAY TV

#1

SUBSCRIBERS

14M+



SVOD OTT/Streaming



External Content

Entertainment Content

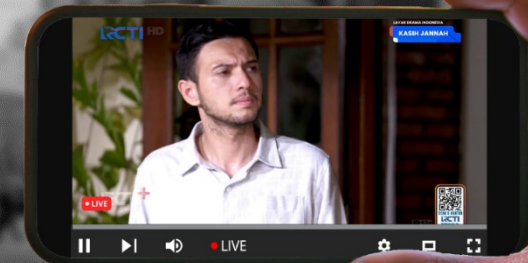
International Pay Channels

Sport Program Rights

Enable users to **move seamlessly** from **non-digital to digital platform**



Scan QR Code



Similar features
are coming to
Pay TV for **VISION+**

AVOD SUPERAPP – RCTI+



- AVOD Superapp with the most content category offerings, comprising of **Video, News, Audio, Games, UGC, Music, and Digital Book**

- RCTI+ and Vision+ are **the only OTT Streaming service** that carry Indonesia's most watched 4 FTA channels, RCTI, GTV, MNCTV, and iNews.

- News+: Equipped with smart audio news & article reading feature.

- Creation of independent (standalone) advertising inventory on top of ads bundle from MNC Media's 4 FTA TV to drive incremental ads revenue.

VIDEO+

NEWS+

AUDIO+

GAME+

HMT+

TREBEL

EBOOK+



VISION+

- SVOD OTT Streaming with the most content (VOD) and linear channels selections.
 - **35,000+** hours of VOD content
 - **110+** local and international channels
- Secured multiple marquee sports event rights, including AFF, AFC and EURO Cup **exclusively** until 2028.
- Top notch award winning original productions **exclusive** for Vision+ subscribers.
- The fastest growing number of transactions from 1.1 million to 5.4 million in 2024, increased close to 5x YoY.

Premium

Premium Sports

Premium Movies

beIN Sports

MeVVah

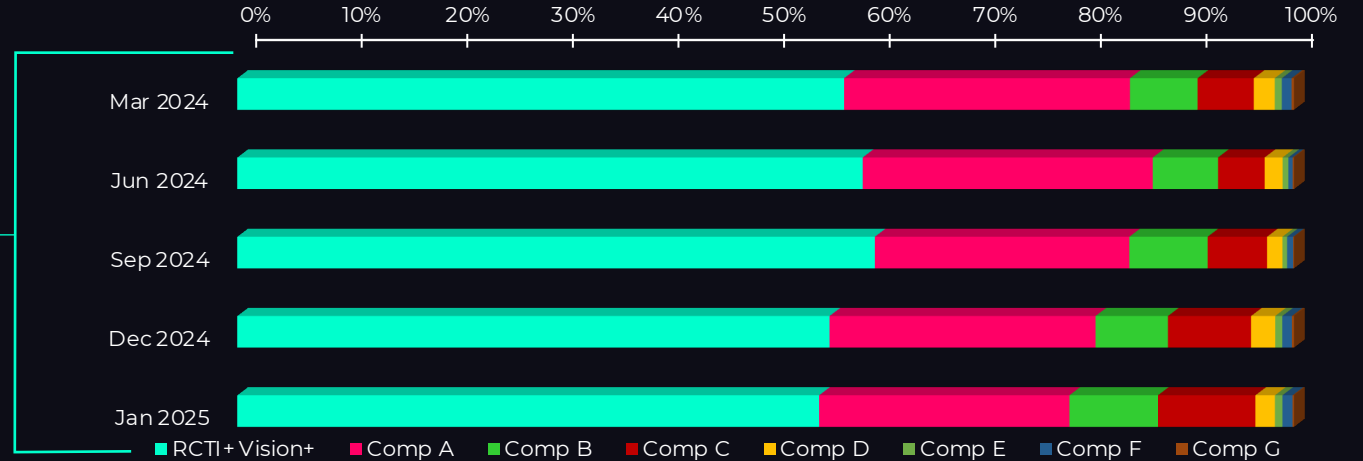
Premium Ultimate

Other Premium Package

CONSISTENTLY #1 SPOT



Comscore Ranking
Video Streaming Platform (Indonesia)



CONTENT PACKAGE PLANS

- Premium**
Originals, Sinetron, Reality, TV Shows
- Premium Sports**
TimNas, Bundesliga, MotoGP, F1
- Premium Movies**
All Premium & International Box Office

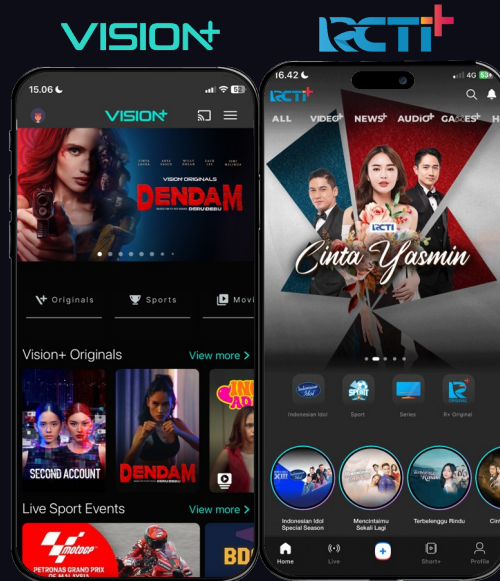
- beIN Sports**
All Movies, UCL, UEL, La Liga, F1
- MeVVah**
Premium Sports + VIU Premium
- Premium Ultimate**
All Premium Movies, Sports & beIN Sports
- Other Premium Package**

CONTENT VOD LIBRARY

TOTAL PLAYS

35,437 Hours

2,057 Billion



TOTAL MAU **100M+** | PAID SUBS **3.3M**

CONTENT PILLAR

- Video+**
Video Streaming
- News+**
General & News Portal
- Hot+**
UGC Content
- Audio+**
Digital Audio Streaming
- Music+ (Trebel)**
Music Streaming
- Ebook+**
Digital Book

January



February



March



April



May



June



July



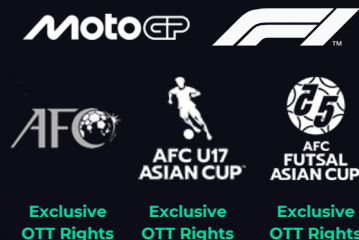
August



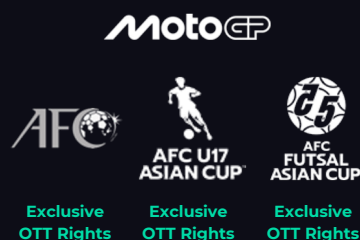
September



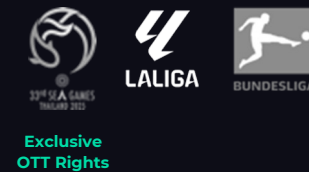
October



November



December



Exclusive OTT Rights Secured until 2028

FINANCIAL RESULTS: MSIN (FY-2024)

Income Statements

| In IDR Mio | Full year | | |
|-------------------------------------|------------------|------------------|------------|
| | Des 24 | Des 23 | % |
| Revenues | 3,470,199 | 2,952,629 | 18% |
| Direct Cost *) | 2,433,105 | 2,058,340 | 18% |
| Depreciation and amortization | 71,839 | 69,647 | 3% |
| Gross profit | 965,255 | 824,642 | 17% |
| <i>Gross profit margin</i> | 28% | 28% | |
| General & Administrative expense *) | 277,413 | 271,921 | 2% |
| Depreciation and amortization | 251,521 | 258,072 | -3% |
| EBITDA | 759,681 | 622,368 | 22% |
| <i>EBITDA Margin</i> | 22% | 21% | |
| Net Income | 399,380 | 264,822 | 51% |
| <i>Net income margin</i> | 12% | 9% | |

*) : Excluding depreciation and amortization



THANK YOU