

**Connecting with Customers that matters
most.**

MAP





HIGH REACH & FREQUENCY = HIGH BRAND RECALL

RADIO

- Affordable - options of Nationwide/ Regional coverage
- Easy execution and fast turnaround time
- High reach and strong in call-to-action campaign

- 17mil radio listeners weekly (FM & digital)
- No 1 radio brand in every language - Malay, English, Chinese and Tamil
- SYOK app aggregates live radio, podcast, video

TV

- Captive audience with higher engagement and credibility
- Wide range of channels across genres & natives = Targeted Audience
- TV remains the most trusted medium with massive reach - The 4 key digital players FANG (FB, Amazon, Netflix, Google) have increased 70%/ US1.6B TV ad spend in 2018.

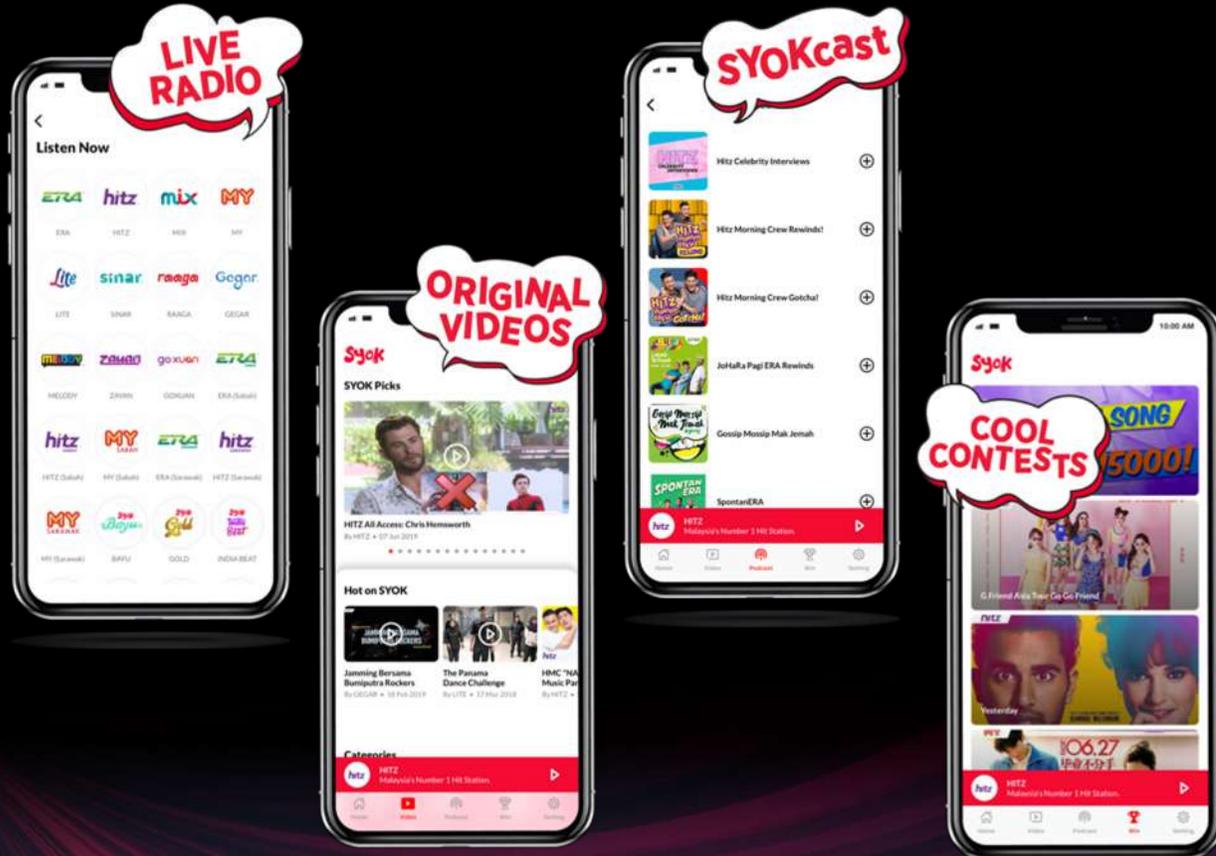
- Largest Pay TV operator in SEA
- Serving 5.7mil households
- 74% household penetration
- 8.7k enterprise customers

DIGITAL

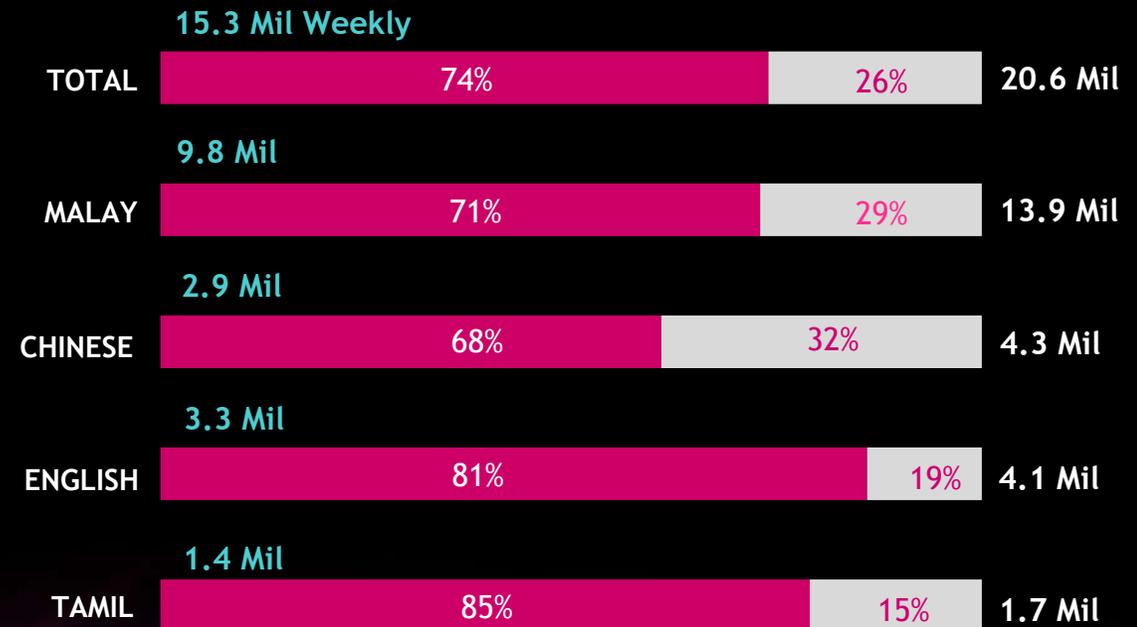
- Affordable & cost-effective
- Big and established universe of digital assets covering diverse range of consumers in a brand safe environment
- Precise targeting with guaranteed deliverables

- 13.7mil digital MUV across 25 brands
- Gempak - #1 Malaysian digital entertainment brand
- AWANI - the most trusted news brand with 8.9mil followers on social media.

Serving 17 Mil Radio Fans Weekly on FM + Digital
74% Penetration *Peninsular Malaysia Listeners %
67% Penetration *East Malaysia Listeners %



Astro Radio fanbase Penetration by Language (Pen. Malaysia)



Source:

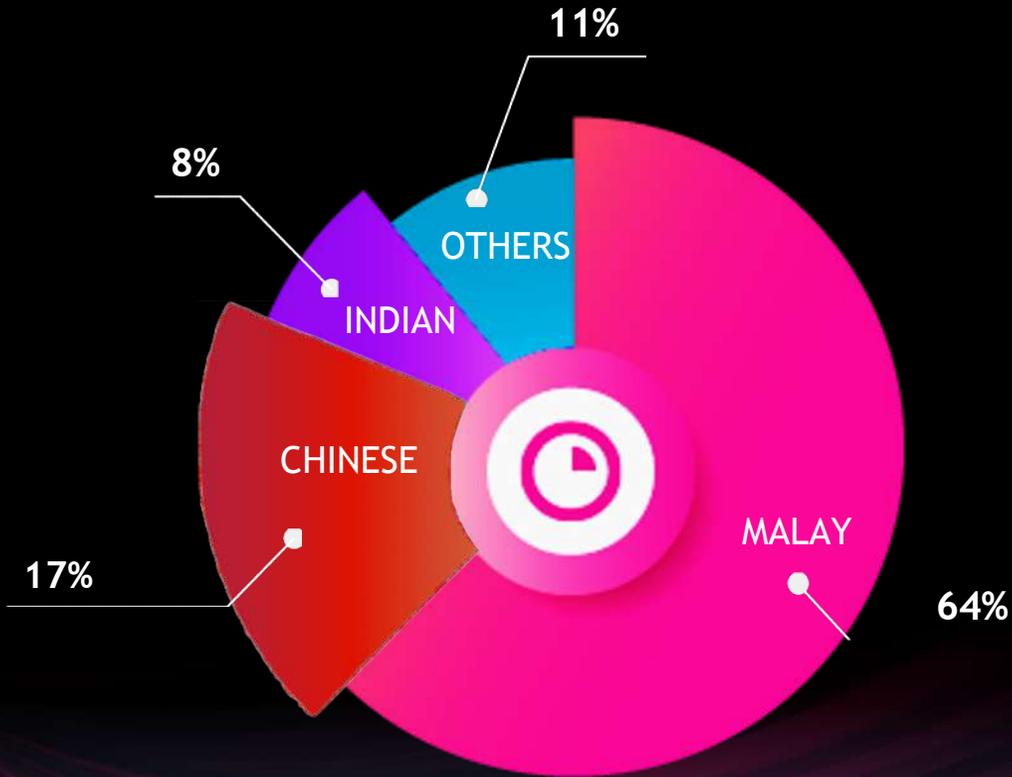
(1) <https://analytics.radioactive.sg>

(2) Pen Msia: GfK Radio Audience Measurement (RAM), Adults 10+, Wave 1 2021

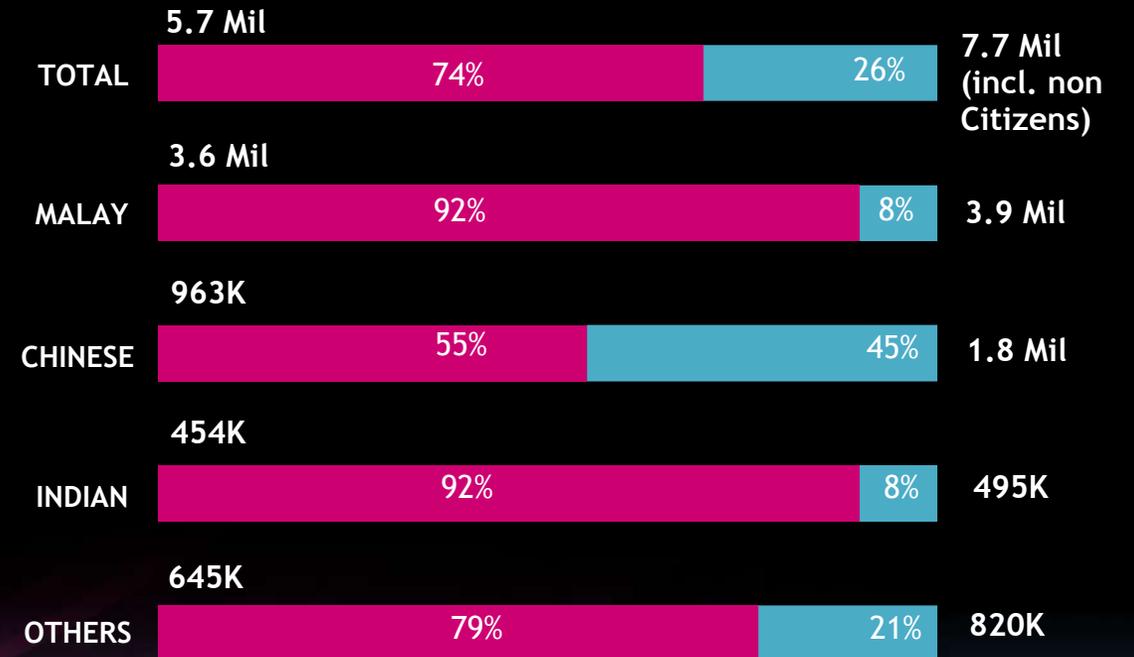
(3) East Msia: GfK Radio Listenership Survey East Malaysia 2019 (Kota Kinabalu and Kuching)

Serving 5.7 Mil TV Households with 74% Penetration

Astro Subscriber Composition by Race



Astro Household Penetration by Race



Source: Astro Q1FY22 Analyst Presentation

Digital Brands: Serving 13.7 Mil Visitors Monthly

Malay



Chinese



Indian



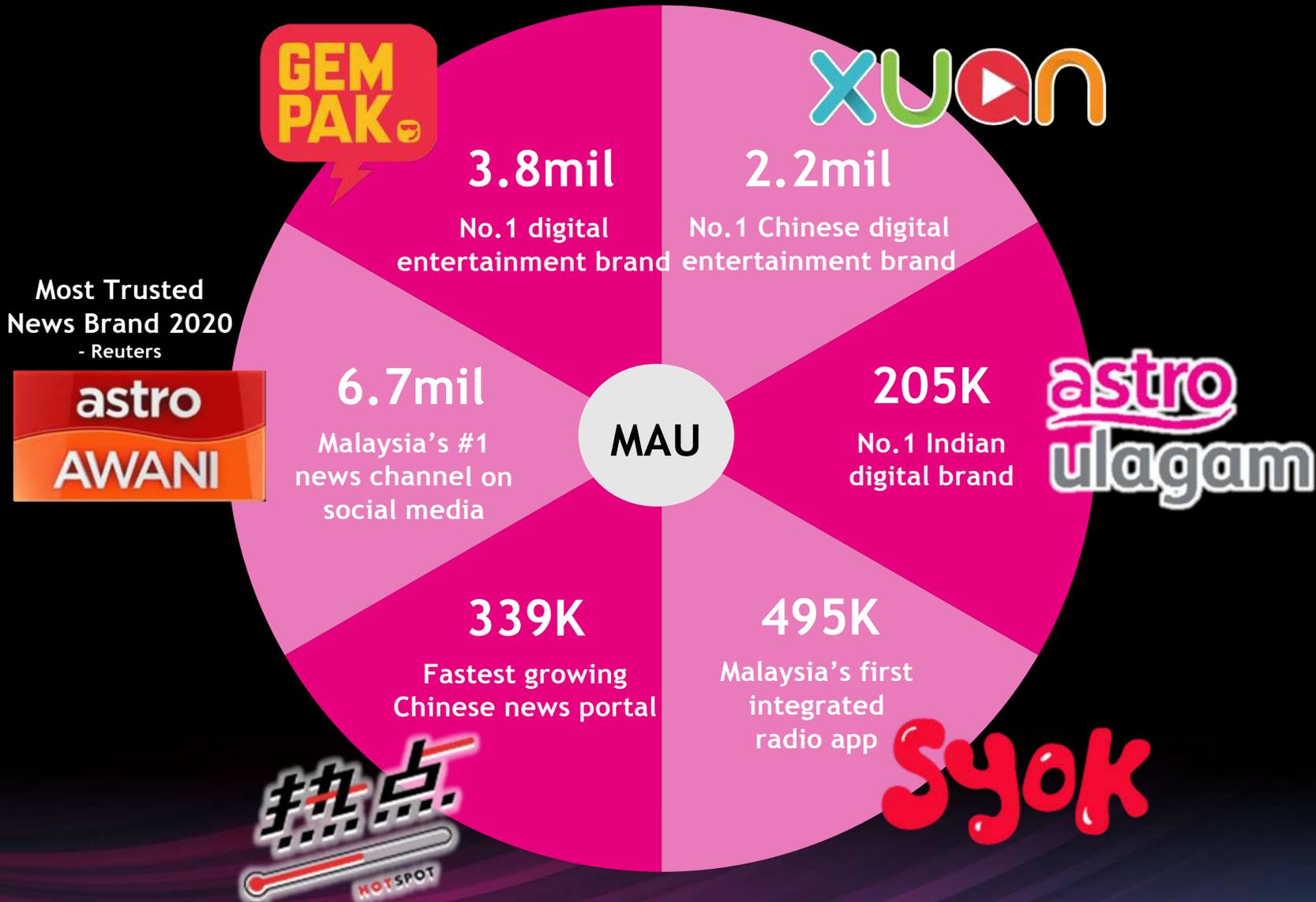
English



*Source: Digital monthly unique visitors ("MUV") to Astro's digital brands, averaged over 3 months (Feb – Apr 2021) based on Google Analytics

*Monthly unique visitors quoted above exclude: IMPIANA, Hijabista, Keluarga, Pa&Ma, Maskulin, Uman, LIBUR, Media Hiburan, Mingguan Wanita, Nona, Persona Pengantin, RASA, REMAJA, Vanilla Kismis, Kashoorga, iQIYI, sooka, MyDunia, Siakap Keli, & The ASEAN Post.

Digital Brands: Serving Digital Natives



Most Trusted News Brand 2020
- Reuters

RELEVANCY & ENGAGEMENT = HIGH BRAND AFFINITY

- Astro is Malaysia's leading content creator, producer & aggregator across all platforms
- Produced and commissioned over 9k hours of local content in 2020
- Provide platform for advertisers to leverage on strong content and creating contextual brand associations with targeted audience

Content Marketing

RELEVANCY & ENGAGEMENT = HIGH BRAND AFFINITY

Achieved 1mil YouTube subscribers. First of its kind in M'sia for a radio brand!



Genre

MeleTOP

Talk Show

MegaDrama

Drama Series Belt @ 10pm

Maharaja Lawak Mega

Comedy Reality Show

Weekly Listener

Malaysia's No. 1 radio brand

6.1mil

No. 2 Malay radio brand in Malaysia

4.9mil

Malaysia's No. 1 East Coast radio brand

2.4mil

TV Viewers

1.4 Mil

5.8 Mil

6.0 Mil

Social Media

Instagram 3.7mil

Facebook 4.1mil

Page Views 5.5mil

Instagram 1.5mil

Facebook 2.0mil

Page Views 3.3mil

Instagram 290k

Facebook 1.5mil

Page Views 1.8mil

Core Audience Reach %

62% of Malay 4+

64% of Malay 15-29

61% of Malay 4+

Key Segment

6am – 10am

JoHaRa Pagi ERA with Johan, Haniff & Ray

6am – 10am

Pagi Di SINAR with Jep, Rahim & Angah

4pm – 8pm

3-7pm : GEGAR Petang with Ewan & Nazz 7-8pm : Senja Pantai Timur

Digital Views

14 Mil

14.7 Mil

33 Mil

[\(video link\)](#)

[\(video link\)](#)

[\(video link\)](#)

Content
Marketing

OUR HAPPY ADVERTISERS

MAXIS SPARK USAHAWIRA

- Door Gift

DOOR GIFT : #bangkitbersamaSME360

Join



and be Rewarded !

Enjoy 20% Free Ad Credits!

The Gift

Enjoy 20% Free Ad Credit

- Type of Purchase: Any Advertising Packages on Astro TV, Radio & Digital
- Valid till 31 January 2022
- Terms and Conditions apply

How to Redeem

Open to all attendees of SPARK #UsahaWira

- Fill in your particular at <https://forms.gle/Ks6RzH3YsiriH37V7> for verification

MAXIS SPARK USAHAWIRA - Lucky Draw

LUCKY DRAW : #bangkitbersamaSME360

Join **Spark⁷ UsahaWIRA** and Menang Besar !

REAL PEOPLE, REAL BUSINESS

Stand a chance to win FREE ad credits worth over RM4mil. Sign up now !

The Prizes

Advertising packages across TV, Radio and Digital

Media Value : Up to RM400,740 per package

Total Winner : 10 Winners

Package utilization by 31 January 2022

Terms and Conditions apply

How to Win

Opened to all attendees of SPARK #UsahaWira

- Become a member of SME360, sign up at sme.quake.com.my/signup
- Complete the registration form in SME360 portal