

TURNING AMBITION INTO ACHIEVEMENT: OTT PERFORMANCE SOARS AND THE BEST IS YET TO COME

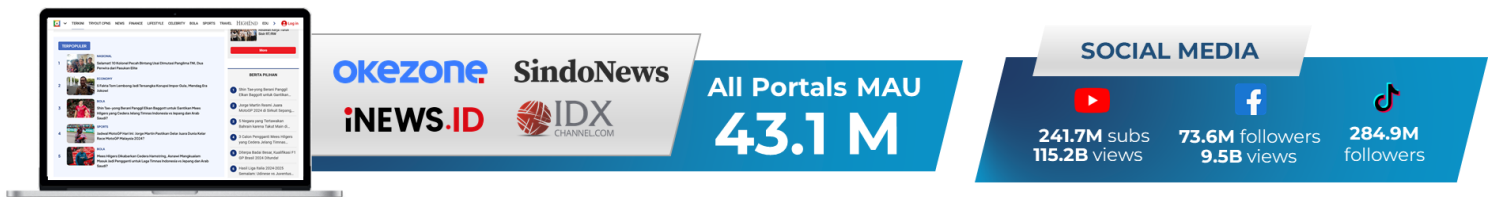
PT MNC Digital Entertainment Tbk (IDX: "MSIN" or "the Company"), a subsidiary of PT Media Nusantara Citra Tbk (IDX: "MNCN"), reported its unaudited financial report for 2024. MSIN revenue for 2024 was Rp3,470 billion, representing 18% YoY growth while EBITDA grew to Rp760 billion, up by 22% YoY.

The Company's strong performance was partly attributable to MSIN's Content and IP production increased output, in the form of drama, infotainment, reality and animation content. Apart from that, other lines of business, such as talent, social media, portals, and others remains a strategic part of the business and improved positively in 2024.

CONTENT & PRODUCTION MARKET SHARE FY-2024



PORTALS MAU & SOCIAL MEDIA HIGHLIGHTS FY-2024



At the present time, MSIN is excited to announce its combined OTT performance for FY-2024, which now represents a major part of the group. RCTI+ (AVOD superapp) and Vision+ (SVOD superapp) has reached over 100 million monthly active users and 2.85 million paid subscribers in FY-2024. This remarkable growth in both free and paid user bases is a direct result of the Company's content strategy, offering a diverse range of top-tier in-house productions and popular sports programming throughout the year.



MSIN's superapps generated Rp1,480 billion in revenue for FY-2024, reflecting an 11% YoY increase, while EBITDA reached Rp329 billion, marking a 6% growth YoY. To put how well the superapps has done into perspective, in terms of revenue and EBITDA, it has both contributed 43% to MSIN's financial attainment.

This performance was driven by its extensive in-house content library, offering more than 27,000 hours of VOD content across both platforms, along with original productions and premium sports programming, which played a key role in these impressive results. Moreover, Vision+ total transaction in 2024 has also increased dramatically to 5.4 million from 1.1 million in 2023.

Original production is one of the main catalysts that is driving new users into the platform. Vision+ has produced over 10 new titles in 2024, such as Inul & Adam, Dendam, Pay Later, Second Account, and Sekuriti. Next in line, Culture Shock is due to be release in 21 February 2025 and Sugar daddy in May 2025.



In 2024, Vision+ showcased a range of exceptional sports programs, including exclusive rights to AFC and AFF competitions, Indonesia's FIFA World Cup 2026 qualifiers, FIFA World Cup Qualifiers, EURO 2024, and other major non-soccer sporting events. Looking ahead to 2025, the platform plans to continue broadcasting high-profile sports content to attract more paid subscribers.



MSIN anticipates further advancements in 2025, not only through the growth of its paid subscriber base but also by implementing a strategic expansion plan for its AVOD superapp. This includes developing its own advertising inventory across MNCN's four FTA TV streams, adding over 2,300 new ad slots daily. Previously, advertisements on these FTA TV streams were simply mirrored from those sold by and on the FTA Group.

◆ Comment from Valencia Tanoesoedibjo, Director of MSIN

“ We are very pleased with MSIN’s performance and particularly content with the strong position of our OTT platforms, especially as the OTT industry continues to experience significant growth in Indonesia. MSIN stands to gain the most from this momentum, benefiting from a steady supply of high-quality content from within the group. As we look ahead to 2025, we are excited about the opportunities to reach new heights and drive further advancements. We are optimistic that our latest initiatives will yield great results and contribute to our continued success. ”

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