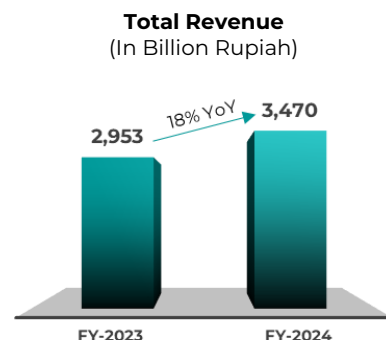


## INVESTOR RELEASE PT MNC DIGITAL ENTERTAINMENT TBK ("MSIN")

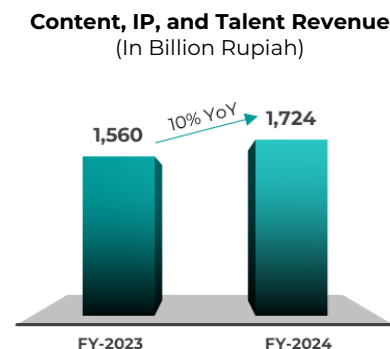
### Total Revenue

PT MNC Digital Entertainment Tbk (IDX: "MSIN" or "the Company"), a subsidiary of PT Media Nusantara Citra Tbk (IDX: "MNCN"), has reported a revenue of Rp3,470 billion for FY-2024. This represents an increase of 18% YoY from Rp2,953 billion in FY-2023. Moreover, on a QoQ basis, revenue has rose by 98% YoY to Rp1,167 billion in Q4-2024.



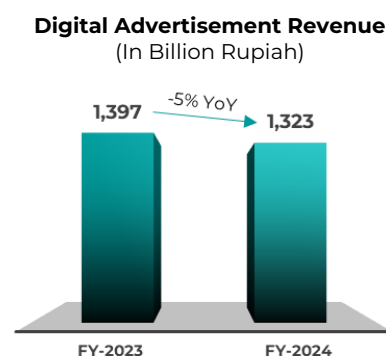
### Content, IP, and Talent Revenue

Revenue from content, IP, and talent amounted to Rp1,724 billion for FY-2024, exhibits an increase of 10% YoY compared to same corresponding period last year. The improved revenue from this segment was mainly due to the increase capacity of 3rd party content licensing to international media distribution platforms.



### Digital Advertisement Revenue

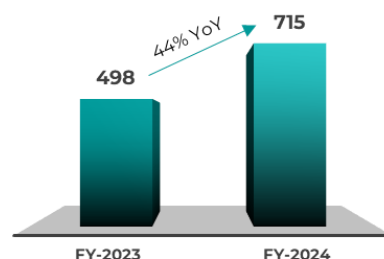
Digital advertising revenue was down by 5% YoY to Rp1,323 billion from Rp1,397 billion in FY-2023. The decreased of digital advertising revenue in FY-2024 was attributed by a shift in advertiser's advertising behavior that began to go directly to KOL (key opinion leader) and a decline in ad sense revenue share handed by social media platforms in Indonesia, which was applicable to all content creators nationally. Kindly note, RCTI+ (AVOD superapp OTT) was a major contributor to MSIN digital advertisement revenue amounted to more than 55%.



## Subscription Revenue

Subscription revenue was up by a whopping 44% YoY during FY-2024 to Rp715 billion and 80% QoQ to Rp222 billion in Q4-2024. This performance was driven by its extensive in-house content library, offering more than 27,000 hours of VOD content, along with top notch original productions and premium sports programming, which played a key role in the big jump of revenue.

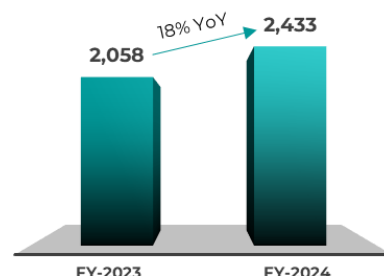
**Subscription Revenue**  
(In Billion Rupiah)



## Direct Cost

Direct cost experienced an 18% YoY increase, amounting to Rp2,433 billion. The increase on direct cost was mainly due to a higher volume in the production of original series that provided the path for a significant increase in the Company's OTT performance as well as 3rd party content licensing revenue growth in FY-2024.

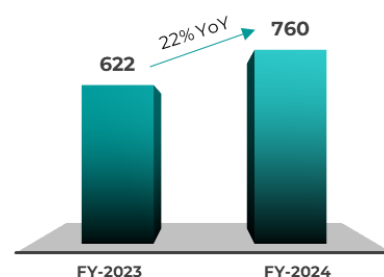
**Direct Cost**  
(In Billion Rupiah)



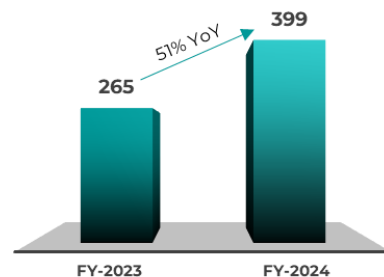
## EBITDA and Net Income

EBITDA for FY-2024 increased significantly by 22% YoY to Rp760 billion, representing to an improved EBITDA margin of 22%. Additionally, MSIN reported a net income of Rp399 billion for FY-2024, a 51% YoY increase compared to the previous year.

**EBITDA**  
(In Billion Rupiah)



**Net Income**  
(In Billion Rupiah)



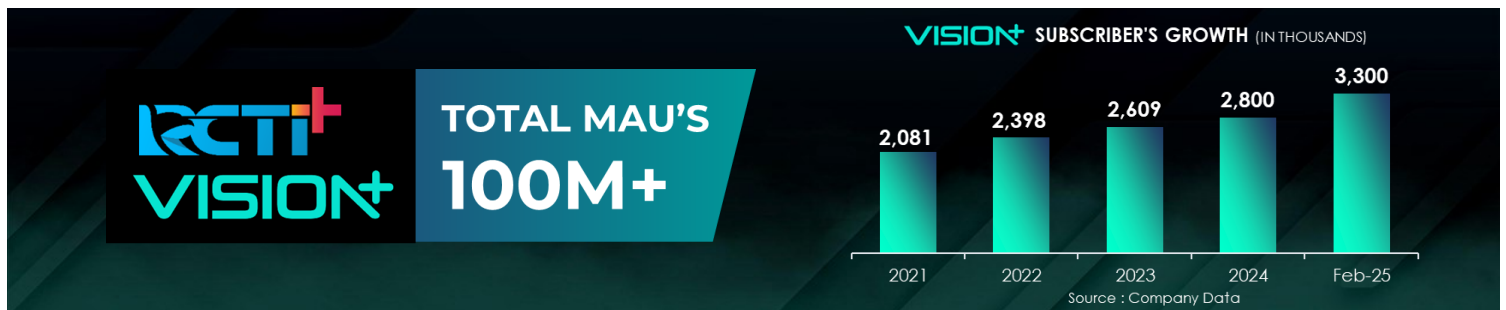


# A STREAMING GIANT IS BORN

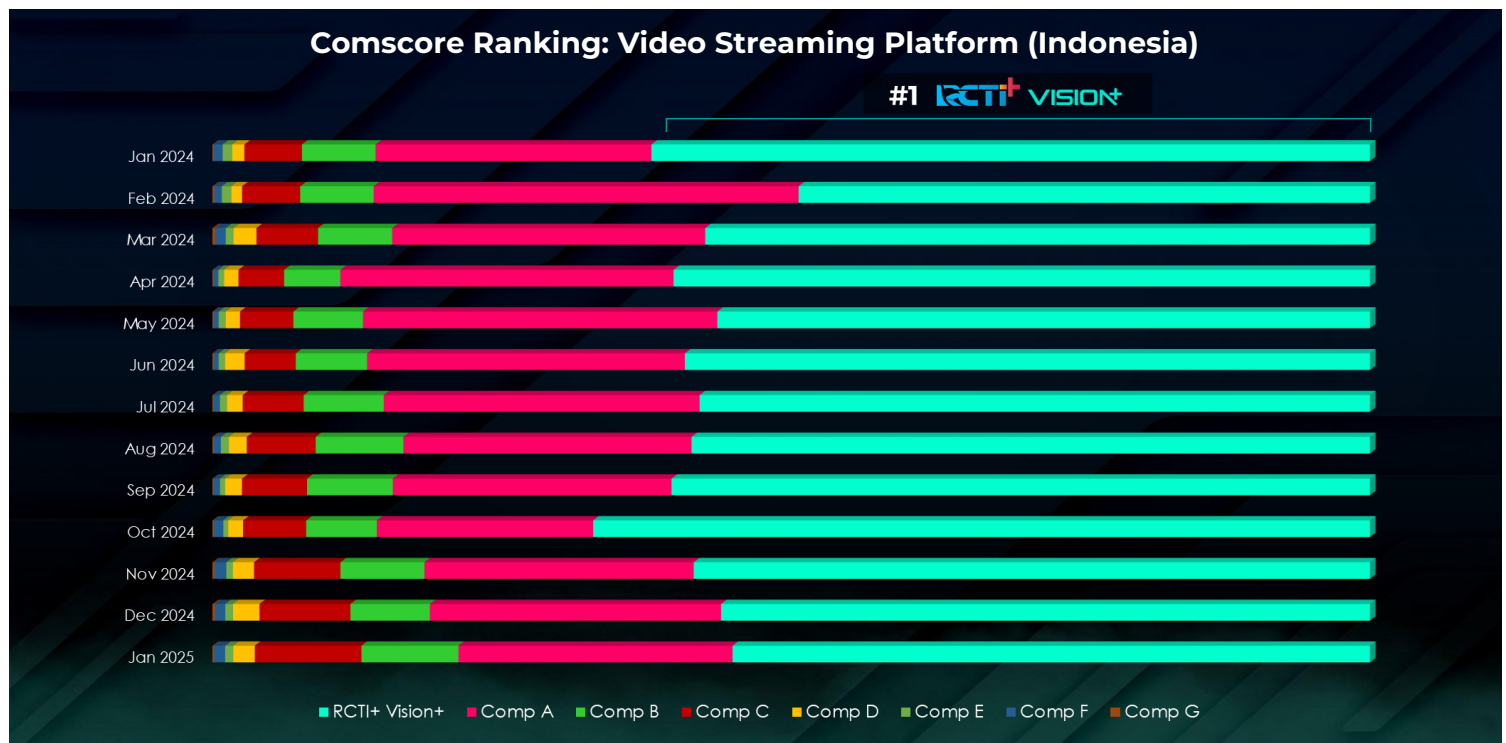
The Company's Rise to the Top of Indonesia's OTT Market

MSIN's superapps, RCTI+ and Vision+, generated Rp1,480 billion in revenue for FY-2024, reflecting an 11% YoY increase, while EBITDA reached Rp329 billion, a rare feat for a streaming platform to achieve profitability in the current competitive streaming space in Indonesia. For 2024, the Company's superapps have contributed 43% to MSIN's revenue and EBITDA, respectively.

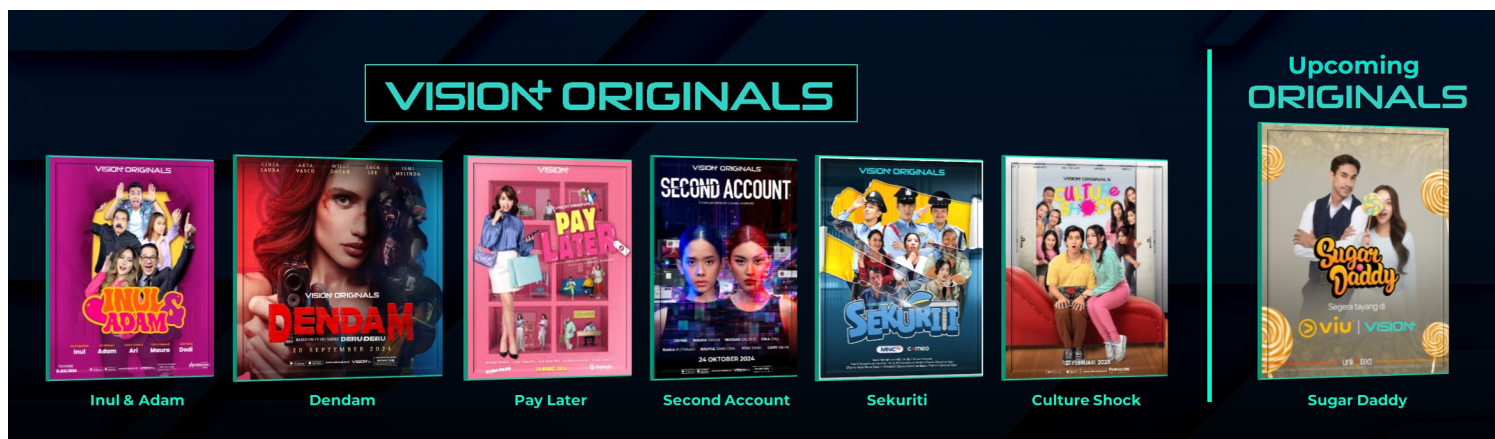
As of February 2025, RCTI+ (AVOD superapp OTT) and Vision+ (SVOD OTT) have surpassed 100 million monthly active users and 3.3 million paid subscribers (2.8 million paid subscribers in 2024). This impressive growth in both free and paid user segments is a direct outcome of the Company's content strategy, which includes a wide array of in-house productions and popular sports programming.



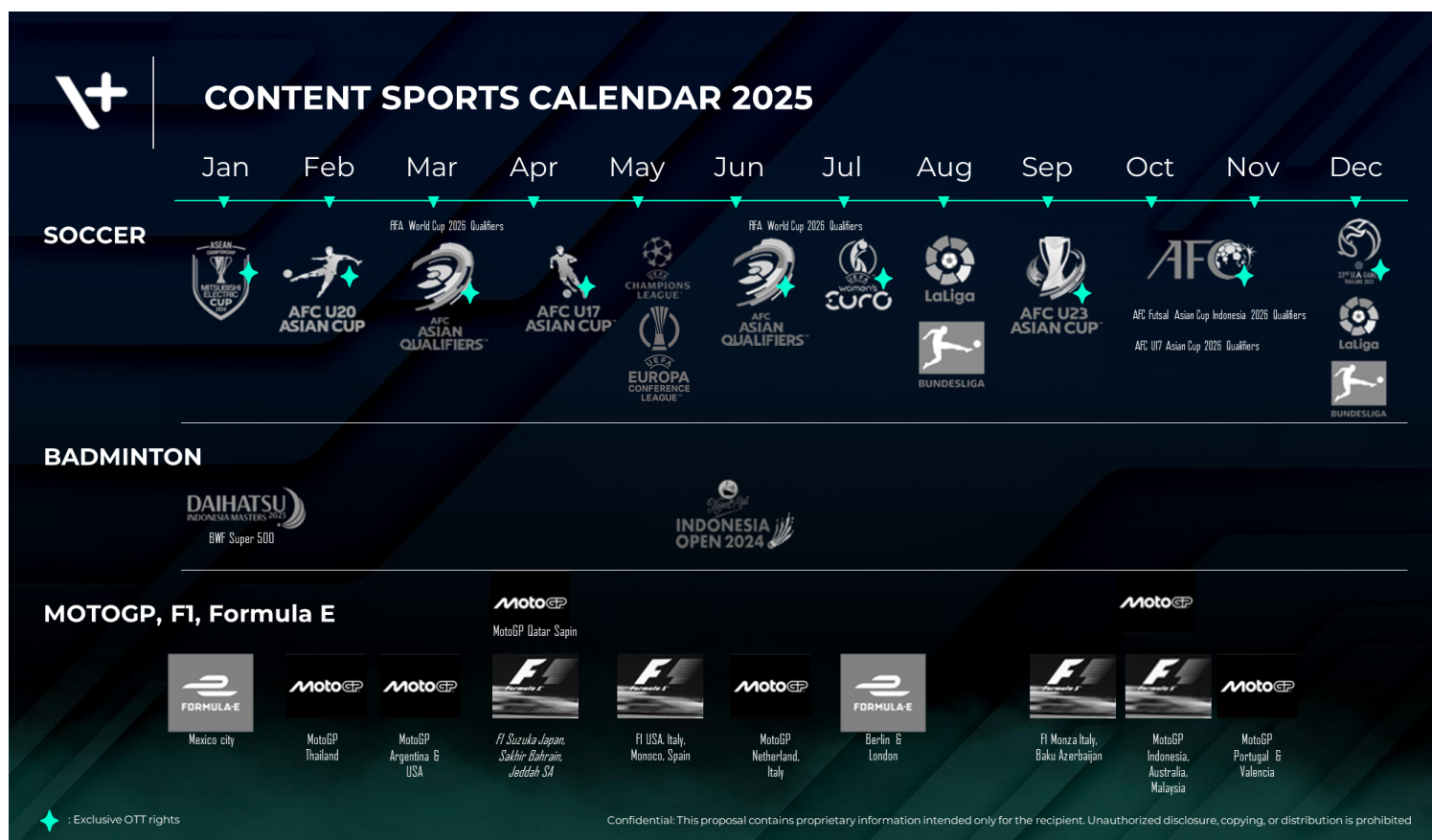
According to Comscore, an American-based global media measurement analytics company, the Company's OTT is ranked no 1 for Indonesia's video streaming platform in January 2025. This achievement more than doubled the 2nd player's attainment for the period.



Original content is a key factor in attracting new users to the platform. Vision+ latest release includes, Inul & Adam, Dendam, Pay Later, Second Account, Sekuriti, Culture Shock, and an upcoming new title, Sugar Daddy, which is set to be released in May 2025.



In 2025, MSIN has secured multiple exclusive OTT rights to some of the nation's most sought after sports programs, including AFC & AFF competitions, Indonesia's FIFA World Cup 2026 qualifiers, and others. The Company's sports programming pipeline for 2025 are shown on the diagram below.



As previously mentioned, MSIN expects significant progress in 2025, driven by the expansion of its paid subscriber base and advertising revenue. Among the new initiatives planned for the year are: the launch of short-form serialized dramas tailored for mobile viewing, optimization of subscription packages, development of independent advertising inventory across MNCN's four FTA TV streams, and continued monetization of premium sports and entertainment content, among others. With these efforts, MSIN's OTT is projected to surpass Rp2 trillion in revenue in 2025.

### **Comment from Valencia Tanoesoedibjo, Director of MSIN**

“

As we reflect on our FY-2024 results, I am pleased to report that the performance has been exceptional. Our growth has been strong and with the momentum we have, 2025 is shaping up to be an even better year. A key highlight has been the continued success of our OTT platform, which is now a major contributor to our revenue. We are proud to share that our OTT service is now the number one platform in Indonesia, a testament to the hard work and dedication of our team. Looking ahead, we are extremely optimistic about the future of OTT, and the outlook is even brighter. With exciting developments in the pipeline, we are eager to continue this journey and achieve even greater milestones. The future is incredibly promising, and we are excited for what lies ahead.

”



## Summary of Key Financial Performances FY-2024

Income Statements In IDR Mio	Full year		%
	Des 24	Des 23	
<b>Revenues</b>	<b>3,470,199</b>	<b>2,952,629</b>	<b>18%</b>
Content & IP, Talent	1,724,150	1,560,399	10%
Digital Advertisement	1,323,279	1,396,856	-5%
Subscription	714,811	498,013	44%
(elimination)	(292,041)	(502,639)	
Direct Cost *)	2,433,105	2,058,340	18%
Depreciation and amortization	71,839	69,647	3%
<b>Gross profit</b>	<b>965,255</b>	<b>824,641</b>	<b>17%</b>
<i>Gross profit margin</i>	<i>28%</i>	<i>28%</i>	
General & Administrative expense *)	277,413	271,921	2%
Depreciation and amortization	251,521	258,072	-3%
<b>EBITDA</b>	<b>759,681</b>	<b>622,368</b>	<b>22%</b>
<i>EBITDA Margin</i>	<i>22%</i>	<i>21%</i>	
<b>Net Income</b>	<b>399,380</b>	<b>264,822</b>	<b>51%</b>
<i>Net income margin</i>	<i>12%</i>	<i>9%</i>	

\*) : Excluding depreciation and amortization

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