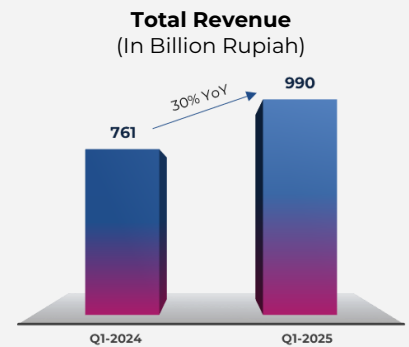


PT MNC DIGITAL ENTERTAINMENT TBK ("MSIN") FINANCIAL PERFORMANCES Q1-2025

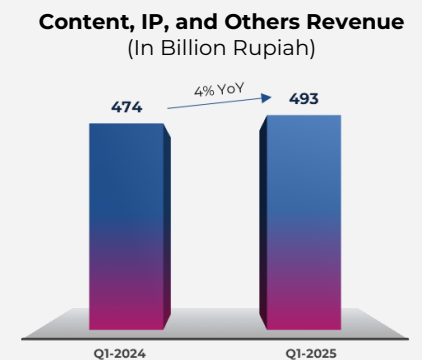
» Total Revenue

PT MNC Digital Entertainment Tbk (IDX: MSIN), a key digital subsidiary under PT Media Nusantara Citra Tbk (IDX: MNCN), posted robust top-line growth in the first quarter of 2025, recording revenues of Rp989.8 billion. This marks a strong 30% YoY increase from Rp760.7 billion in the same period last year, reflecting continued momentum in the Company's digital monetization strategy.



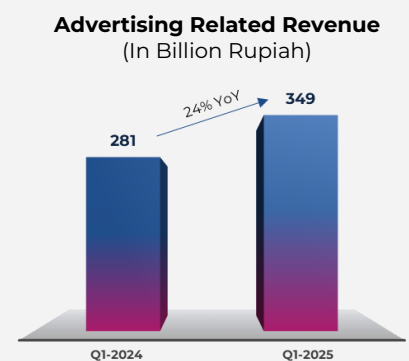
» Content, IP, and Others Revenue

Revenue from the Company's content and intellectual property (IP) segment rose by 4% YoY, reaching Rp492.8 billion in Q1-2025 compared to Rp474.2 billion in the prior-year period. This growth was primarily driven by an uptick in the production of original drama content for MNCN's free-to-air (FTA) television channels, as well as increased licensing activity from MSIN's expanding digital content library to third-party platforms.



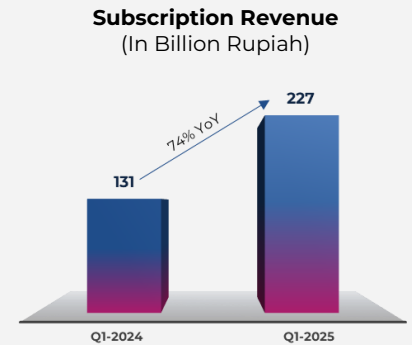
» Advertising Related Revenue

Advertising revenue reached Rp348.8 billion in Q1-2025, reflecting a solid 24% YoY increase from Rp281.4 billion in the same period last year. This growth was supported by a more favourable macroeconomic environment in Indonesia, which spurred higher advertising spend across the board. Additionally, MSIN's AVOD superapp, RCTI+, was a key driver behind the surge, contributing significantly to overall gains, while monetization through social media platforms also continued on an upward trajectory.



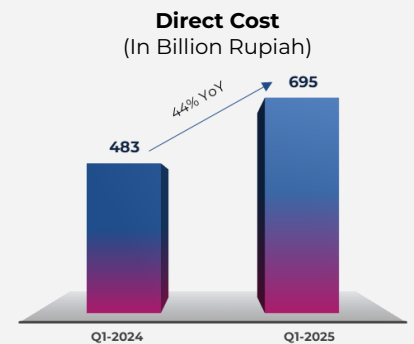
» Subscription Revenue

Subscription-based revenue from MSIN's SVOD OTT platform, Vision+, surged by 74% YoY to Rp227.1 billion in Q1-2025. This remarkable growth was fuelled by a continued expansion in the platform's subscriber base, which rose to 3.7 million by the end of the quarter, up from 2.85 million at the close of 2024.



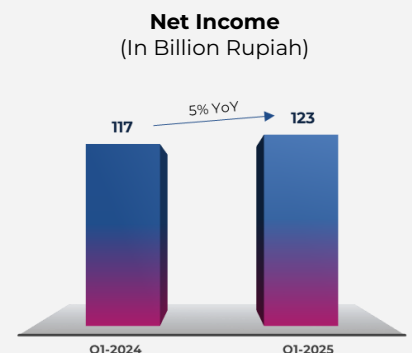
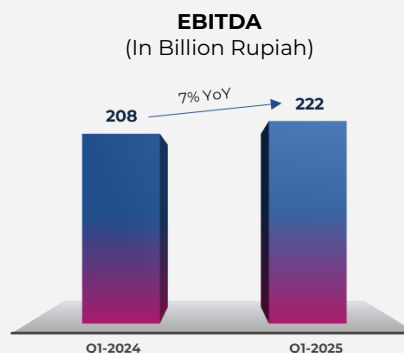
» Direct Cost

Direct costs rose 44% YoY to Rp694.5 billion in Q1-2025, up from Rp482.5 billion in the same period last year. The increase was primarily driven by a ramp-up in content production, notably from MSIN's wholly owned subsidiaries, MNC Pictures, which focuses on drama titles, and Vision Pictures, which produces original series. Additionally, the Company began producing short-form series for both RCTI+ and Vision+ during the quarter, further contributing to the higher cost base.



» EBITDA and Net Income

MSIN delivered EBITDA of Rp222.1 billion in Q1-2025, marking a 7% YoY increase and maintaining a healthy EBITDA margin of 22%. Net income for the quarter also grew by 5% to Rp123.2 billion, translating to a net margin of 12%, underscoring the Company's continued focus on operational efficiency and bottom-line growth.



Comment from Valencia Tanoesoedibjo, Director of MSIN

“ We are extremely pleased with our first-quarter performance, which reflects the strength of our digital-first strategy and the scalability of our content-driven ecosystem. The substantial growth in subscription revenue and advertising underscores the increasing relevance of our platforms in Indonesia’s evolving media landscape. Vision+ and RCTI+ continue to outperform expectations, validating our commitment to original content and platform innovation. As we move forward, we remain focused on sustaining high-quality growth, maximizing monetization across digital verticals, and delivering long-term value to our stakeholders. ”

Summary of Key Financial Performances Q1-2025

Income Statements In IDR mio	Y on Y		Var
	Q1-25	Q1-24	%
Revenues	989,790	760,720	30%
Content, IP & Others	492,825	474,242	4%
Ads Related	348,846	281,402	24%
Subscription	227,079	130,746	74%
(elimination)	(78,960)	(125,670)	
Direct Cost *)	694,515	482,525	44%
Depreciation and amortization	19,403	19,762	-2%
Gross profit	275,872	258,433	7%
<i>Gross profit margin</i>	28%	34%	
General & Administrative expense *)	73,197	70,070	4%
Depreciation and amortization	67,038	58,775	14%
EBITDA	222,078	208,125	7%
<i>EBITDA Margin</i>	22%	27%	
Net Income	123,174	116,970	5%
<i>Net income margin</i>	12%	15%	

*) : Excluding depreciation and amortization

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