

OTT MOMENTUM CONTINUES: ADDS NEARLY 1 MILLION PAID SUBSCRIBERS IN JUST ONE QUARTER

Jakarta, Indonesia - 07 May 2025

PT MNC Digital Entertainment Tbk (IDX: "MSIN") proudly reports that its over-the-top (OTT) platforms, RCTI+ and Vision+, sustained strong growth momentum in Q1-2025. The OTT segment alone delivered outstanding results, generating Rp418.8 billion in revenue, marking an impressive 41% YoY increase from Rp297.4 billion in Q1-2024. EBITDA from the segment reached Rp101.7 billion, reflecting 37% YoY growth, highlighting the increasing scale, monetization capabilities, and strategic importance of MSIN digital platforms in Indonesia's fast-evolving media and entertainment industry.

The OTT segment has emerged as MSIN's dominant revenue driver, now delivering a commanding 42% of total revenue and an even stronger 46% of EBITDA, clear proof that RCTI+ and Vision+ are not just growing, but leading the Company's profitability and future trajectory.

RCTI+ VISION+ Financial Achievements Q1-2025

Revenue
Rp 418.8 bn **41%** YoY

EBITDA
Rp 101.7 bn **37%** YoY

CONTRIBUTION TO MSIN
Q1-2025

Revenue
42%

EBITDA
46%

The Company's OTT platforms continued to deliver impressive user engagement and monetization metrics in Q1-2025. Monthly active users grew to 113 million, up from 109 million in 2024, while paid subscribers surged to 3.7 million, reflecting a sharp increase from 2.85 million in 2024. Transactions rose significantly YoY, reaching 1.25 million compared to 770 thousand in Q1-2024, demonstrating deeper user monetization. Total plays hit 2.2 billion, underscoring strong content consumption across both platforms. Reinforcing its leadership position, MSIN's OTT maintained its #1 ranking among video streaming platforms in Indonesia, according to Comscore.

RCTI+ VISION+ Important Metrics Q1-2025



Demonstrating its commitment to innovation and user-centric technology, the Company has introduced a patented QR code feature, an industry-first. This breakthrough allows viewers to scan QR code directly from their TV screens and seamlessly continue their viewing experience on RCTI+ or Vision+, bridging traditional and digital consumption effortlessly. By simplifying access for existing users and lowering the barrier for new user acquisition, this proprietary technology reinforces MSIN's leadership in driving digital transformation through exclusive, scalable innovation.

Scan QR Code from TV



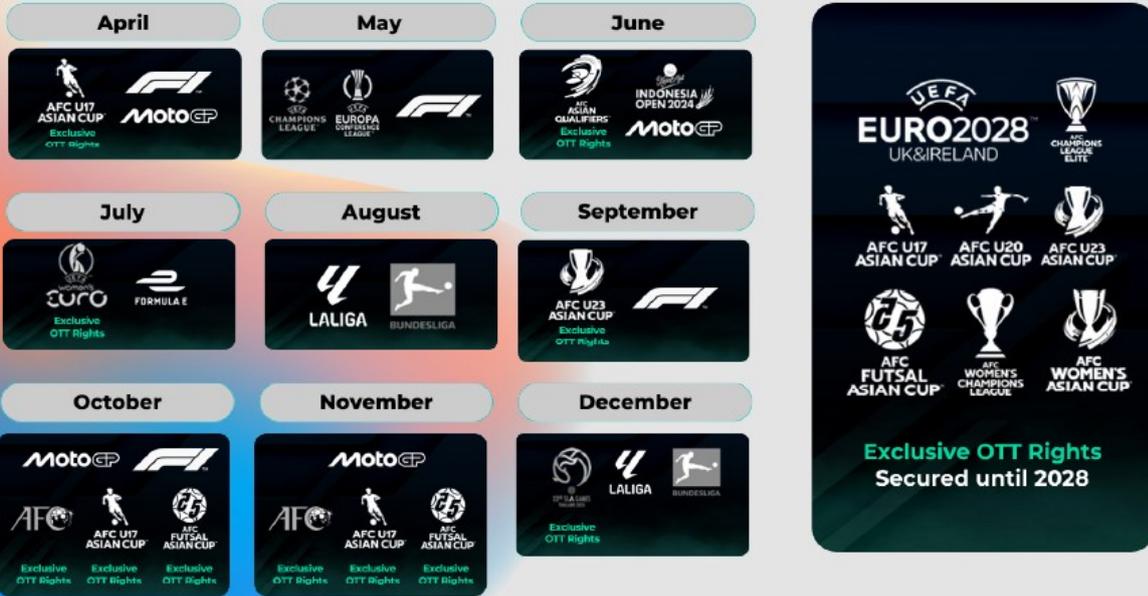
Move Seamlessly to

RCTI+ VISION+



The continued outperformance of MSIN's OTT platforms is anchored in a robust content and programming strategy, featuring an expansive library of over 35,000 hours of VOD, access to 110+ linear channels, high-quality original series, and exclusive sports programming. Looking ahead, the momentum is set to continue with exclusive sport programs and a slate of highly anticipated original titles slated for Q2-2025 and Q3-2025, including Sugar Daddy, Arab Maklum 3, Ejakulasi Dini, Still Single, and Catatan Hati Seorang Istri.

+ SPORTS CONTENT CALENDAR 2025



Further enhancing engagement, MSIN has introduced short series formats, bite-sized episodic content designed for quick, addictive consumption that has become increasingly popular among digital audiences. In response to strong reception, the Company plans to inject a steady pipeline of short series titles each month on both RCTI+ and Vision+, capitalizing on this rising trend to drive deeper user retention and platform stickiness.

RCTI+ VISION+
Short Series



Comment from Valencia Tanoesoedibjo, Director of MSIN

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The performance of our OTT platforms in Q1-2025 reflects not only the strength of our digital strategy but also our unwavering commitment to innovation, content excellence, and user experience. With RCTI+ and Vision+ now contributing nearly half of MSIN's revenue and EBITDA, it's clear that our platforms are no longer complementary, they are central to the Company's growth engine. Our leadership in content, technology, and audience engagement continues to set us apart in Indonesia's digital entertainment industry, and we are confident that the momentum will accelerate further as we roll out more original series, short-form content, and next-generation features in the quarters ahead.

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