MNC DIGITAL

Regional to Global Mobile First Entertainment Ecosystem

Listed and traded on the Indonesia Stock Exchange | **STOCK CODE: MSIN**

Content. Distribution. Talent. We Own All Three.

Production Factory

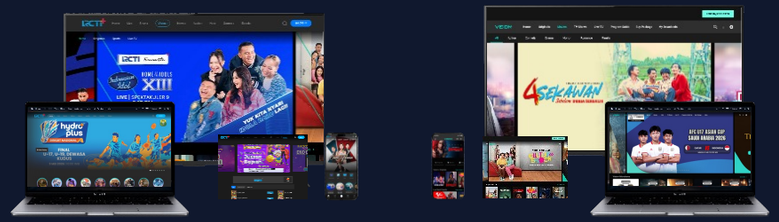


300,000+ ***HOURS***	*Content library (largest private library in Southeast Asia, per MPA)*
14,950 ***EPISODES/YEAR***	*7 specialized Production unit*
~20% ***COST ADVANTAGE***	*via 21-ha Movieland studio (Lido SEZ) vs. third-party rentals*
Multi-Format ***capabilities***	*Production in vertical / horizontal format. Short and Long form content.*

Integrated production drives cost efficiency and faster content cycles

Digital Distribution

RCTI+ VISION+



110M ***MAU***	*MAU across RCTI+ (AVOD) & Vision+ (SVOD) as of 31 December 2025*
#1 ***IN INDONESIA***	*Premium AVOD platform 51% revenue share – RCTI+*
#2 ***IN INDONESIA***	*SVOD platform 5.7M subscribers 16.4% market share –Vision+*

Owned platforms enable direct monetization and proprietary first-party data

Talent, Social, and IP Engine



400+	*exclusive talents*
200+	*content creators (MCN)*
625M+	*social subscribers / followers*
1.5B	*average monthly views*

Perpetual ownership of stage name rights and exclusive long term contract

Talent scale strengthen a self-reinforcing content and monetization flywheel

Growth Drivers

AI-AUGMENTED & SYNTHETIC PRODUCTION

AI across scripting, editing, localization, and full AI end-to-end production

MICRODRAMA PLATFORM

Global Shorts, Local Hits
Tap into fast-growing microdrama TAM

AI TALENT & DIGITAL TWINS

Globally scalable AI talents and digitalization of original & existing talents

Source: Company Data as of Dec 2025, Platform Ranking by MPA

One Production Cost, Multiple Revenue Streams

TALENT & IP

Talent & IP Flywheel

400+ exclusive talents



200+ creators (MCN)



625M+ subs & followers

1.5B avg monthly views

PRODUCTION

- 7 studio 14,950 episodes annually
- 20% cost efficiency
- TAX Holiday (SEZ)
- Physical production / human cast production



High-quality, cost-efficient content at scale

MNCDIGITAL

SELF-REINFORCING FLYWHEEL

DATA

First-Party Data Engine

- **Captured across all platforms & channels**
- **Patented QR Code Login System**
- **Recommendation engine & predictive analysis**

DISTRIBUTION

TV · Smartphone (vertical) · Smartphone (horizontal) · Tablet PC · Laptop · Desktop · Other Screens

***OWNED IP, ALL FORMATS** - Full rights across all platforms*

1 — Proprietary OTT Distribution

Dual OTT Leadership

- RCTI+ — *Free ad-supported (AVOD)*
- VISION+ — *Premium subscription (SVOD)*

Microdrama Platform

- Short

Revenue Type

- ***B2B** (telco/ISP, manufactures, and commerce shopping)*
- ***D2C** (digital ads, and recurring subs, PPV)*

2 — MCN Distribution

200+ Exclusive channels
1.5 billion Monthly views

Ad-share/brand partnerships

FTA & Pay-TV

RCTI · MNC TV · GTV · iNews · MNC VISION

30-40M *Households*

Revenue Share / Licensing fees *(connected network sales)*

3 — External Media Platforms

FTA · OTT · PAY TV · MEDIA ON MASS TRANSPORTATION

International licensing fees

Four Strategies: Lead, Partner, Expand, and Automate

Growth Strategies



Solidifying our market leadership in SEA



Being the partner of choice across the value chain



Global Expansion through Microdrama



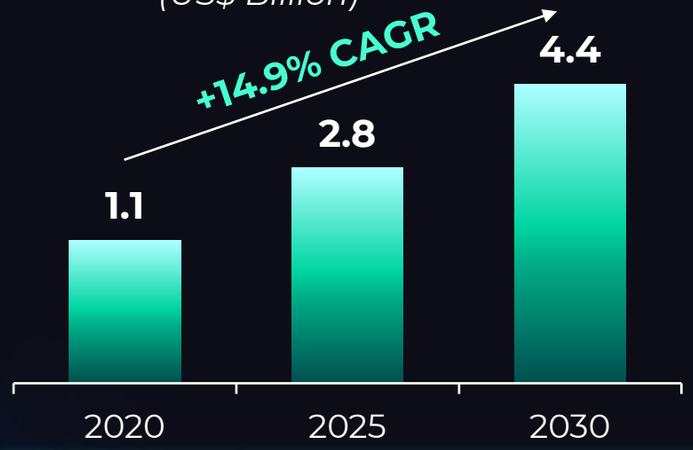
Accelerating AI-driven innovation across operations

Indonesia as a Strategic Operating Advantage

Fast-Growing Market

Indonesia's Digital Media Entertainment Market

(US$ Billion)



Driver #1: Demographic

284M → 297M+
Indonesia population from 2025 to 2030

US$5K → 7K
GDP per capita from 2025 to 2030

59%
aged 15–54 in 2025

1.8%
of nominal GDP per capita allocated to screen-based entertainment, above the US (1.5%) and China (1.0%)

Driver #2: Digital Connectivity

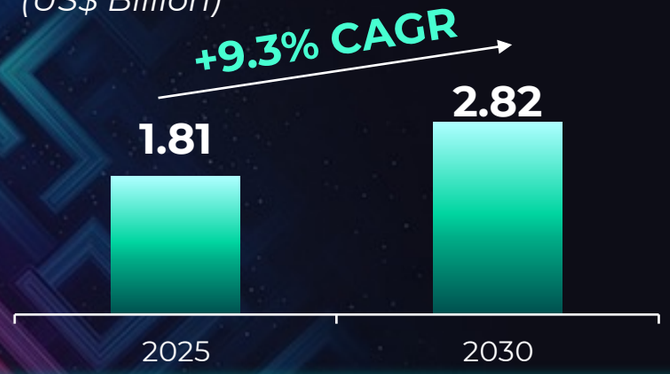
30% → 54%
Connected TV penetration rate from 2025 to 2030

17% → 22%
SVOD penetration rate from 2025 to 2030

Ample Monetization Headroom

Online Video Market (AVOD & SVOD)

(US$ Billion)

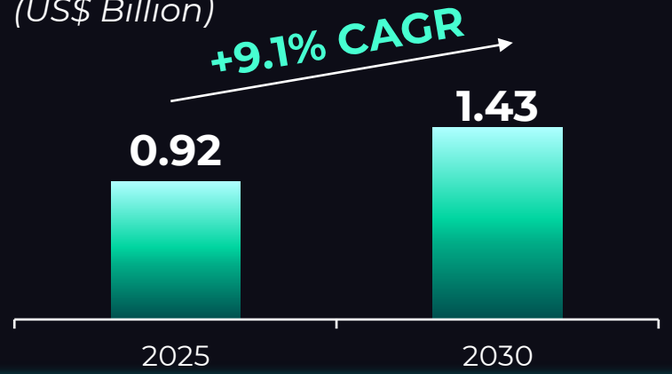


Monthly Screen ARPU in 2025 *(US$)*

7.5	32.6
54.3	25.6
11.2	11.6

Talent & Social Media

(US$ Billion)



Source: MPA

The Most Complete OTT Offering in Indonesia

AVOD SUPERAPP



- **FTA Live Streaming** with catch up
- **Extended FTA Content** Companion Content & Behind-the-Scenes Experiences
- **Exclusive Originals** Original series & entertainment
- **Repackage Library Content** Curated VOD Collections

Unified Platform

PREMIUM SVOD OTT

- **Exclusive Sports Hub** AFF, AFC, UEFA Euro Cup rights secured through 2028
- **Vision+ Originals** Award-winning originals
- **Box Office Library** Top local & global blockbuster films
- **Unmatched Access** 35,000+ VOD hours & 110+ linear channels



#1 IN INDONESIA — *Premium AVOD platform 51% revenue share*

#2 IN INDONESIA — *SVOD platform 5.7M subscribers 16.4% market share*

110M	35K+	5.7M
TOTAL MAU	CONTENT HOURS	PAID SUBS
13.8B+	**110+**	
TOTAL PLAYS	LINEAR CHANNELS	

SECURED WORLD CLASS SPORTS RIGHTS - 2028

EURO2028 UK&IRELAND · UEFA CHAMPIONS LEAGUE · BUNDESLIGA · MotoGP · F1 · FORMULA E

INDONESIAN FAVOURITE SPORTS

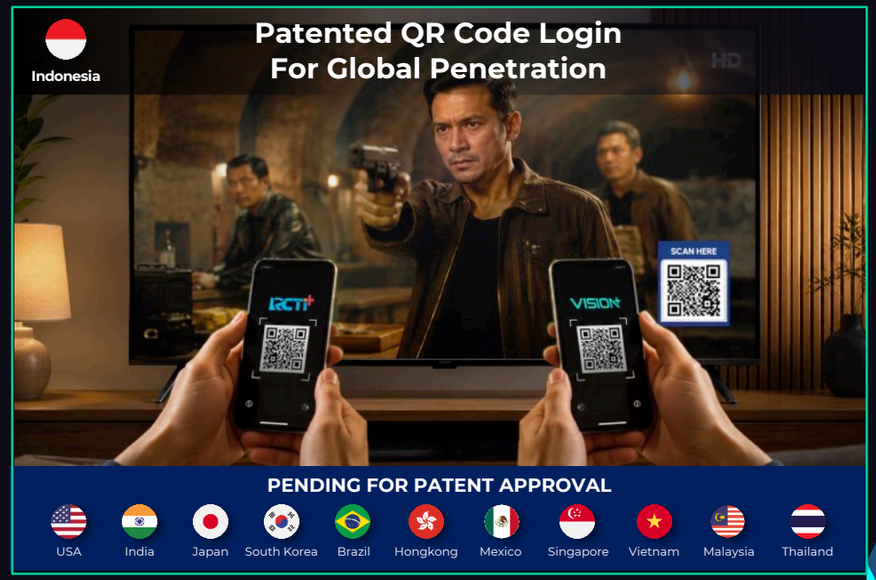
AFC U17 WOMEN'S ASIAN CUP · AFC WOMEN'S ASIAN CUP · AFC U17 ASIAN CUP · AFC U20 ASIAN CUP · AFC U23 ASIAN CUP · AFC FUTSAL ASIAN CUP · AFC WOMEN'S CHAMPIONS LEAGUE · AFC CHAMPIONS LEAGUE ELITE · AFC ASIAN QUALIFIERS

Most Complete OTT Offering
Live, VOD, Originals, FTA, Microdrama, News, Sports, Kids, Movies & more

Cost synergy
Unified infrastructure and cost base, centralized tech, operations, and app management

Monetization synergy
AVOD scale + SVOD premium subscriptions + Bundled offerings

Stronger Brand Identity
Consolidating market leadership into a single, dominant household brand



The US$26bn Microdrama Opportunity: Scaling Beyond China

Global Macro Data

8.1bn
Global Population 2025

6bn
Internet Users 2025

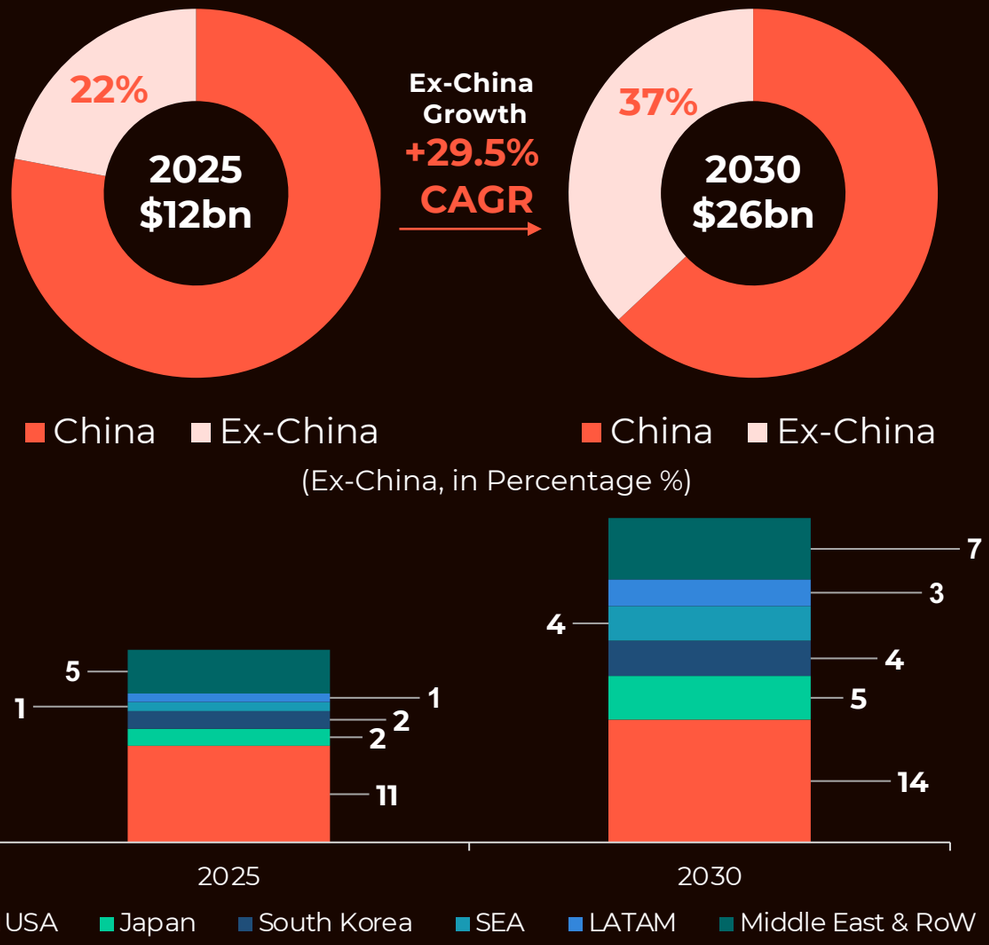
7.4bn -> 8.5bn
Smartphone User from 2025 to 2030

8.2 Hrs -> 9.2 Hrs
Daily Entertainment & Media screen time from 2025 to 2030

25% -> 50%+
AI Content supply within online video from 2025 to 2030

63% -> 75-80%
Short form video User from 2025 to 2030

Microdrama Market Share



Source: Statista, ITU, SCI-TECH, MPA Micro-Drama Economy 2025

V+Short – Live, Global & Already Scaling

MAY	JUNE	Q3 – 2026	Q4 - 2026
V+Short PUBLIC LAUNCH		• 15 AI-based Production • 15 Physical Production	• 20 AI-based Production • 20 Physical Production
10.8M Total App Installs  India 31%, Philippines 23%, Mexico 12%, Rest of World 26%, Indonesia 9%		30 in-house titles/month (~1000 eps.)	40 in-house titles/month (~1200+ eps)
130+ Countries Global User Footprint		60 acquired titles/month (~2000 eps.)	

Available Language

English, Bahasa Indonesia

English, Bahasa Indonesia, Mandarin, Hindi, Spanish, Arabic, Portuguese

Monetization

- D2C – Subscription, coins, and ad-supported
- B2B – Telco partnerships
- Branded content –embedded advertisement
- Content licensing

Our Global Agency Network

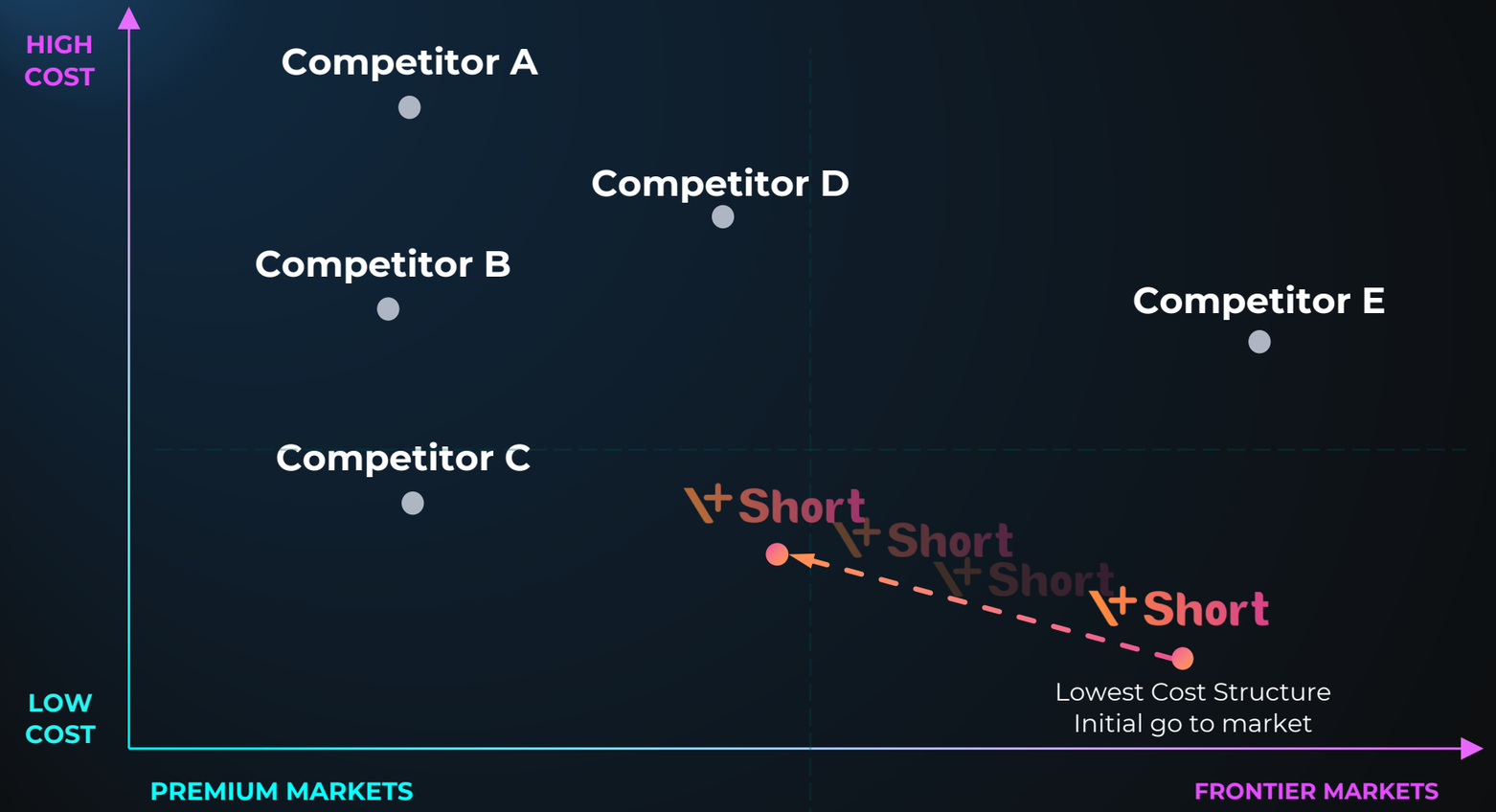
Omnicom MediaGroup, HAVAS, PUBLICIS GROUPE, IPG, dentsu, WPP Media

Built for global audience

- Multilingual subtitles and dubbing
- Optimized for mobile-first viewing
- Serving worldwide audience in all major languages

Why V+Short Wins: Cost, Content, and Frontier Focus

MICRODRAMA COST & MARKET FOCUS



Note:
Competitor A – US based market leader known for scaling premium original micro-drama content globally.
Competitor B – US based growth platform focused on high-volume serialized dramas and rapid user acquisition.
Competitor C – Hong Kong based platform emphasizing multilingual content and international audience reach.
Competitor D – Singapore based platform with a broad portfolio of genre-driven short-form dramas.
Competitor E – US based mobile-first platform centered on engagement and frequent content releases.

WHY V+SHORT WINS

Frontier Market Leadership
Penetrating underserved high-growth frontier markets with lower competition.

Exclusive Content Engine
In-house exclusive content uploaded daily to drive engagement and retention.

Diverse Content Mix
All-inclusive content catalog featuring diverse genres and multi-cultural narratives.

Lowest Cost Structure
AI-supported production and owned infrastructure lower production cost per title.

Affordable Pricing
Lowest subscription package among major microdrama platforms.

Scalable Growth Model
Lower production and marketing costs, coupled with multi-channel monetization, support scalable profitability

AI: Lower Cost, Faster Output, and More Titles

AI-AUGMENTED PRODUCTION

- AI-assisted Scripting
- Video Generation
- AI-assisted Editing
- Format Conversion
- Multi-language Subtitling & Dubbing
- Metadata Generation
- Analytics-driven Optimization

AI TALENT

AI-powered digital personalities



Digital Twins

AI-powered MSIN owned live talent replication



Internal Models

Proprietary systems built by MSIN

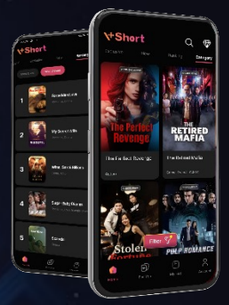
AI-SYNTHETIC PRODUCTION

AI Production

1/3 Content Cost
vs Physical Production

2x Faster Output

Scalable More Titles Produced

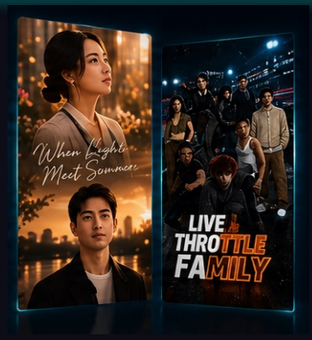


CONTENT IS THE CORE SUCCESS FACTOR

1. **Strong Scriptwriting**
2. **High-quality Editing**
3. **Effective Execution**

Short AI Content

Original Stories, Powered by AI



7x Views vs Physical Production

AI Improves Monetization, Not Just Cost

User Experience

- AI-driven Personalization
- Semantic search
- Intelligent recommendation
- Engagement & retention uplift

Monetization

- Audience segmentation
- Ad inventory optimization
- Yield optimization
- Unified optimization across TV, OTT and digital

Talent & IP

- Creator discovery
- Campaign optimization
- AI-enabled talent management
- AI-enabled & virtual talents

AI Architecture

Fine-tuned Open-source Models

Adapted to our content, language and audience

Third-party AI Services (APIs)

Best-in-class capabilities where it adds value

Data control, human-in-the-loop quality control

FINANCIAL RESULTS: MSIN H1-2026

Income Statements	H1		Variance	
In IDR mio	June 30, 2026	June 30, 2025	Amount	%
Revenues	**2,002,723**	**1,822,958**	**179,765**	**10%**
Content, IP & Others	1,109,844	966,341	143,503	15%
Online Advertisement	444,446	427,129	17,317	4%
Subscription	448,433	429,488	18,945	4%
Direct Cost *)	(1,340,583)	(1,255,653)	(84,930)	7%
Gross profit	**662,140**	**567,305**	**94,834**	**17%**
Gross profit margin	*33%*	*31%*		
Selling and marketing expense	(6,656)	(4,587)	(2,069)	45%
General & administrative expense *)	(138,895)	(103,412)	(35,483)	34%
EBITDA	**516,588**	**459,306**	**57,282**	**12%**
EBITDA margin	*26%*	*25%*		
Net income	**279,036**	**245,561**	**33,475**	**14%**
Net income margin	*14%*	*13%*		

*)Exclude Depreciation and amortization

MNCDIGITAL

THANK YOU