



**PT SURYA CITRA MEDIA Tbk (“SCM”)  
TRADING UPDATE – 2 March 2017**

(All figures are un-audited and in Rupiah unless otherwise stated)

SCM expects Q1 2017 revenue will decrease by an estimated 8-10% year on year. This is not out of line with PT Surya Citra Televisi’s (“SCTV”) prime time audience share trend over the past 16 months, which culminated in the weak Q1 2017 revenue number, after a remarkably resilient FY 2016 during which SCM’s revenue grew by 6.8%.

However, in January 2017 SCM acquired leading local production house PT Sinemart Indonesia (“Sinemart”). Sinemart has a long history delivering consistently strong ratings with high quality programs. To support Sinemart’s programs launching on SCTV on 20 February 2017, SCM restricted advertising in the new programs for several days. The introduction of Sinemart’s programming has also enabled SCM to promote the digital brand integrations of Whisper Media Pte Ltd (“Whisper”), a 50% owned subsidiary, whose technology was used to great effect as an alternative to traditional TV ads.

SCM is confident that the improvement in prime time share that has been achieved since the Sinemart commencement will be sustainable through the year ahead, and also that Whisper will become a meaningful SCM revenue growth engine in the future, being a leading digital brand product that offers diversification from traditional 30 second advertising spots.

Despite a weak Q1 2017 revenue performance, we expect stronger prime time audience share to support solid FY 2017 revenue growth of approximately +10% year on year.

Audience share update from commencement of Sinemart’s programming on SCTV

Since Sinemart’s program launch on SCTV on 20 February 2017, SCTV’s prime time audience share has grown from 11.7% on average (for the previous part of February) to 24.7% on average for the period ending 28 February 2017. This shows an increase of 111%.

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