



## PT Mahaka Media Tbk Reports Second Quarter 2024 Results

**Jakarta, 31 July 2024** – PT Mahaka Media Tbk (IDX: ABBA), on 30 July 2024, released financial results for the quarter ended June 30, 2024.

In 2Q 2024, the company booked Net Profit of IDR6 billion and EBITDA of IDR9.7 billion, supported among others by an increase in Gross Profit of 7% q-o-q, expansion in Gross Profit Margin and Other Income, despite a slight decline in Revenue compared to the previous quarter. Revenue from media buying business and venue rental had solid growth of 14% q-o-q and 10% q-o-q, respectively. “In the meantime revenue from news ads and books had a decent growth of 5% q-o-q, however, it was a very important turning point marking this business segment’s path to its profitability”, explained Farash Farich, President Director of Mahaka Media.

In 1H 2024, Revenue grew by 9% y-o-y and Operating Expense declined by 12% y-o-y which led to positive EBITDA of IDR2.3 billion. “The revenue growth was driven by several business segments with major contributors from event organizer and digital marketing. Strong demand for offline events and digital content is expected to still have solid contribution to the company’s revenue going forward. Lower Operating Expense was a result of efficiency conducted within the group and assisted the company to reduce Net Loss significantly in 1H 2024”, added Farash Farich.

### Second Quarter 2024 Financial Highlights

The following table summarizes our consolidated financial results for the quarter ended 30 June 2024 and 31 March 2024.

<i>Figures are in IDR millions except for percentages</i>	3 Months Period		
	30-Jun-24	31-Mar-24	Increase (Decrease) in Percentage
Revenue	38.053	41.607	-9%
Gross Profit	14.128	13.209	7%
<i>Gross Profit Margin</i>	37%	32%	
EBT	6.134	(10.758)	-157%
<i>EBT Margin</i>	16%	-26%	
EBITDA	9.763	(7.441)	-231%
<i>EBITDA Margin</i>	26%	-18%	
NPAT	6.099	(10.788)	-157%
<i>NPAT Margin</i>	16%	-26%	



<i>Figures are in IDR millions except for percentages</i>	<b>3 Months Period</b>		
	<b>30-Jun-24</b>	<b>31-Mar-24</b>	<b>Increase (Decrease) in Percentage</b>
<b>Revenue per Segment</b>			
Event organizer	9.738	14.453	-33%
Media buying	8.427	6.126	14%
Rent	7.483	6.792	10%
Digital marketing	5.347	7.372	-13%
Circulation, books and newspaper ads	6.005	5.696	5%
Television broadcasting	808	932	-13%
Information and technology services	245	236	4%
<b>Total</b>	<b>38.053</b>	<b>41.607</b>	

The following table summarizes our consolidated financial results for the semester ended 30 June 2024 and 30 June 2023.

<i>Figures are in IDR millions except for percentages</i>	<b>Six Months Period</b>		
	<b>30-Jun-24</b>	<b>30-Jun-23</b>	<b>Increase (Decrease) in Percentage</b>
Net Revenue	79.660	73.281	9%
Cost of Goods Sold	(52.323)	(45.133)	16%
Gross Profit	27.337	28.148	-3%
<i>Gross Profit Margin</i>	34%	38%	
Operating Expenses	(47.136)	(53.545)	-12%
Other Income	15.175	914	1560%
EBT	(4.624)	(24.483)	-81%
<i>EBT Margin</i>	-6%	-33%	
EBITDA	2.322	(17.515)	-113%
<i>EBITDA Margin</i>	3%	-24%	
NPAT	(4.689)	(24.483)	-81%
<i>NPAT Margin</i>	-6%	-33%	



<i>Figures are in IDR millions except for percentages</i>	Six Months Period		Increase (Decrease) in Percentage
	30-Jun-24	30-Jun-23	
<b>Revenue per Segment</b>			
Event organizer	24.191	15.562	55%
Media buying	14.553	15.278	-5%
Rent	14.275	13.338	7%
Digital marketing	12.719	8.847	44%
Circulation, books and newspaper ads	11.701	17.116	-32%
Television broadcasting	1.740	3.140	-45%
Information and technology services	481	-	n/a
<b>Total</b>	<b>79.660</b>	<b>73.281</b>	

#### Forward-Looking Statements

This press release may contain forward-looking statements regarding our future business plans and expectations that may involve risks and uncertainties. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors and reported results should not be considered as an indication of future performance. Any forward-looking statements contained herein are based on assumptions that we believe to be reasonable as of this date. We undertake no obligation to update these statements as a result of new information or future events.

#### About Mahaka X

Mahaka X is a brand transformation of PT Mahaka Media as an adaptation to development in the media industry and technology in Indonesia. The transformation has made Mahaka X as a tech-based media company that offers full-service, media-tech solutions for brands in Indonesia.

Mahaka X has a vision with focus on digital media and technology that empower creators, communities, conversational, and commerce. These aspects are well-represented in our business units which are Republika, Inspire, Mahaka Radio, JakTV, Alive dan Creative Intel. At Mahaka X, we strive to always incorporate business, technology, and creativity cohesively in order to bring sustainable growth through a complete creator ecosystem.

#### Contact:

S. Pramudityo Anggoro

GM Legal & Corporate Secretary

Email: [corsec@mahakax.com](mailto:corsec@mahakax.com) Website: [www.mahakax.com](http://www.mahakax.com)