#### **Astro Malaysia Holdings Berhad**

(Company No. 201101004392 (932533-V)) (Incorporated in Malaysia)

Minutes of the Tenth Annual General Meeting of ASTRO MALAYSIA HOLDINGS BERHAD ("AMH" or "Company" or "Astro") held at the Broadcast Venue at Nexus 3, Level 3A, Connexion Conference & Event Centre at Nexus, Bangsar South City, No. 7, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia on a virtual basis via the online meeting platform at <a href="https://meeting.boardroomlimited.my">https://meeting.boardroomlimited.my</a> on Wednesday, 22 June 2022 at 2.00 p.m.

PRESENT : YBhg. Tun Dato' Seri Zaki bin Tun Azmi

(Independent Non-Executive Chairman)

YBhg. Datuk Yau Ah Lau @ Fara Yvonne (Senior Independent Non-Executive Director)

Mr. Renzo Christopher Viegas (Independent Non-Executive Director)

YAM. Tunku Ali Redhauddin Ibni Tuanku Muhriz (Independent Non-Executive Director)

Ms. Nicola Mary Bamford (Independent Non-Executive Director)

Mr. Lim Ghee Keong (Non-Independent Non-Executive Director)

Mr. Simon Cathcart (Non-Independent Non-Executive Director)

Pn. Mazita binti Mokty (Non-Independent Non-Executive Director)

Mr. Kenneth Shen (Non-Independent Non-Executive Director)

Pn. Rossana Annizah binti Ahmad Rashid (Non-Independent Non-Executive Director)

MEMBERS AND PROXIES

: 1,580 shareholders participated in person or by proxy or corporate representatives via the online meeting platform as per the Attendance List.

BY INVITATION : Mr. Henry Tan Poh Hock

(Group Chief Executive Officer)

En. Shafiq bin Abdul Jabbar (Group Chief Financial Officer)

Mr. Euan Daryl Smith

(Group Chief Operating Officer / Chief Executive Officer, TV)

Ms. Pauline Ho (Representative of PricewaterhouseCoopers)

Representatives of Boardroom Share Registrars Sdn Bhd (Poll Administrator)

Representatives of Asia Securities Sdn Bhd (Independent Scrutineer)

Other participants as per the Attendance List

IN ATTENDANCE : Ms. Liew Wei Yee Sharon

(Company Secretary)

#### 1.0 CHAIRMAN'S OPENING REMARK

- 1.1 YBhg. Tun Dato' Seri Zaki bin Tun Azmi chaired the Meeting and called the Tenth Annual General Meeting ("10<sup>th</sup> AGM" or "Meeting") of the Company to order at 2.00 p.m.
- 1.2 Tun Chairman informed that he will be stepping down as the Chairman of Astro upon conclusion of the 10<sup>th</sup> AGM and YAM Tunku Ali Redhauddin Ibni Tuanku Muhriz will take over the chairmanship on the next day, i.e. 23 June 2022. Tun Chairman expressed his utmost gratitude to his fellow Directors on the Board of Directors of Astro ("Board"), former Board members, Astro Management, the Ministry of Communications and Multimedia Malaysia, the Ministry of Domestic Trade and Consumer Affairs, the Malaysian Communications and Multimedia Commission and other governmental authorities, industry peers, esteemed customers and business partners, and last but not least, Astro shareholders for their unwavering support and loyalty throughout his journey in Astro.
- 1.3 Tun Chairman introduced the members of the Board and the Executive Committee ("Exco") which comprises the Group Chief Executive Officer ("GCEO"), Group Chief Financial Officer ("GCFO") and Group Chief Operating Officer/Chief Executive Officer, TV ("GCOO"), as well as the Company Secretary and the Engagement Partner from PricewaterhouseCoopers, the Company's external auditor.

#### 2.0 QUORUM

- 2.1 The Meeting was informed that pursuant to Rule 92 of the Company's Constitution, two members present in person or by proxy or by authorised representatives shall constitute a quorum for the Meeting, and that Rule 95 of the Company's Constitution stipulates that members are deemed to be present in person where adequate audio-visual facilities are in place.
- 2.2 The Secretary then confirmed that at the commencement of the Meeting, 360 individuals representing 70.24% of the total issued share capital of the Company have logged-in to the online meeting platform. 342 members holding 83.11% of the total issued share capital had appointed proxies or authorised representatives within the stipulated timeframe, of which 189 members holding 7.25% of the total issued share capital had appointed the Chairman to be their proxy.
- 2.3 Upon confirmation of quorum, Tun Chairman declared that the 10<sup>th</sup> AGM of the Company duly convened.

#### 3.0 COMMENCEMENT OF VOTING

With the confirmation of quorum, the voting session commenced. Tun Chairman announced that all shareholders, proxies and authorised representatives may cast their votes at any time until the voting session is declared closed.

#### 4.0 GROUP CHIEF EXECUTIVE OFFICER'S REPORT

- 4.1 Tun Chairman invited the GCEO, Mr. Henry Tan Poh Hock to brief the shareholders on Astro's performance in the financial year ended 31 January 2022 ("FY22") and the key strategies for the financial year ending 31 January 2023 ("FY23").
- 4.2 The GCEO's presentation which encompassed, inter alia, the FY22 Financial Highlights, the New Astro Experience, FY23 Key Strategies and Astro's commitment on the Environment, Social and Governance, is attached herewith as **Appendix I**.

#### 5.0 NOTICE OF MEETING

5.1 The Notice of the 10<sup>th</sup> AGM was issued on 24 May 2022, which was 28 clear days prior to the Meeting. The said Notice, Astro's Integrated Annual Report 2022 ("IAR2022") and Circular to Shareholders were also published and made available for download from Astro's corporate website on the same day.

- 5.2 Tun Chairman explained the voting procedures in respect of 20 ordinary resolutions as set out in the Notice of 10<sup>th</sup> AGM to be voted by way of poll in accordance with Paragraph 8.29A of the Main Market Listing Requirements ("MMLR") of Bursa Malaysia Securities Berhad ("Bursa Malaysia"), and the rights of members to vote pursuant to Rule 106.2 of the Company's Constitution.
- 5.3 Boardroom Share Registrars Sdn Bhd was engaged as the poll administrator to conduct the poll by online remote voting and Asia Securities Sdn Bhd was engaged as the independent scrutineer for verification of the poll results.
- 5.4 Tun Chairman proceeded to table the resolutions set out under the Ordinary Business of the Agenda of the 10<sup>th</sup> AGM, and noted that the GCEO and the Company Secretary, both being shareholders of the Company, proposed and seconded the said resolutions to be tabled for voting.

#### 6.0 <u>AUDITED FINANCIAL STATEMENTS FOR THE FINANCIAL YEAR ENDED 31 JANUARY</u> 2022 AND THE REPORTS OF THE DIRECTORS AND AUDITORS

Agenda item 1 was to receive the Audited Financial Statements of the Company for FY22 and the Reports of the Directors and Auditors pursuant to Section 340 of the Companies Act 2016 ("Act"). The agenda item was not required to be put forward for voting under the Act.

#### 7.0 RESOLUTION NO. 1

#### FINAL SINGLE-TIER DIVIDEND OF 0.75 SEN PER ORDINARY SHARE FOR THE FINANCIAL YEAR ENDED 31 JANUARY 2022

Ordinary Resolution 1 was to approve a Final Single-Tier Dividend of 0.75 sen per ordinary share for FY22 ("Final Dividend"). If approved, the total dividends declared for FY22 would be 6.75 sen, representing an annualised Profit After Tax payout ratio of 76%. The Final Dividend would be paid on 20 July 2022 to shareholders whose names appear in the Record of Depositors of the Company at the close of business on 7 July 2022.

#### 8.0 <u>RESOLUTIONS NO. 2 AND 3</u> RE-ELECTION OF DIRECTORS PURSUANT TO RULE 126 OF THE COMPANY'S CONSTITUTION

Ordinary Resolutions 2 and 3 related to the re-election of Mr. Simon Cathcart ("SC") and Pn. Mazita binti Mokty ("MM") who retired by rotation in accordance with Rule 126 of the Company's Constitution, and being eligible, had offered themselves for re-election as Directors of the Company. Rule 126 stipulates that at least one-third of the Directors of the Company shall retire at each general meeting.

Tun Chairman informed that the Board carries out an annual evaluation of the Board's performance and of each of its Directors. The Board Effectiveness Evaluation for FY22 indicated that the Directors of the Company had performed satisfactorily and contributed to the overall effectiveness of the Board. On this basis, the Board, save for SC and MM who have abstained from deliberating and voting, had recommended that SC and MM be reelected as Directors of the Company.

#### 9.0 RESOLUTIONS NO. 4, 5 AND 6 RE-ELECTION OF DIRECTORS PURSUANT TO RULE 115 OF THE COMPANY'S CONSTITUTION

Ordinary Resolutions 4, 5 and 6 related to the re-election of Pn. Rossana Annizah binti Ahmad Rashid who was appointed as a Non-Independent Non-Executive Director of the Company on 1 July 2021, as well as YAM Tunku Ali Redhauddin Ibni Tuanku Muhriz and Ms. Nicola Mary Bamford, who were appointed as Independent Non-Executive Directors of the Company on 6 May 2022.

The said Directors retired in accordance with Rule 115 of the Company's Constitution and being eligible, had offered themselves for re-election. Rule 115 stipulates that a Director of the Company who is appointed to fill a casual vacancy or as an addition to the existing Board, shall hold office only until the conclusion of the next annual general meeting ("AGM") and that they are eligible for re-election.

#### 10.0 RESOLUTION NO. 7 PAYMENT OF DIRECTORS' FEES AND BENEFITS

Ordinary Resolution 7 was in relation to the payment of fees and benefits to the Non-Executive Directors of the Company for the period from 23 June 2022 until the next AGM to be held in 2023 in accordance with the indicative remuneration structure set out in Explanatory Note 4, page 323 of the IAR2022, which is reproduced below. The fees and benefits payable to the Directors of the Company are subject to a maximum amount of up to RM3.81 million, payable on a monthly basis and/or as and when incurred.

In accordance with Guidance 7.2 of the Malaysian Code on Corporate Governance 2021, Directors who are shareholders of the Company abstained from voting on this resolution.

Type of Fees/Benefits	Rates (RM)
Board Chairman	600,000 per annum
Non-Executive Director	280,000 per annum
Audit and Risk Committee	
Chairman	50,000 per annum
<ul><li>Member</li></ul>	25,000 per annum
Nomination, Remuneration and Corporate Governance	
Committee	
Chairman	40,000 per annum
<ul><li>Member</li></ul>	20,000 per annum
Strategy and Business Transformation Committee	
<ul><li>Chairman</li></ul>	40,000 per annum
<ul><li>Member</li></ul>	20,000 per annum
Meeting Allowance	1,000 per day
Benefits-in-Kind	Company car, petrol
	and driver for Board
	Chairman

#### 11.0 RESOLUTION NO. 8

#### RE-APPOINTMENT OF PRICEWATERHOUSECOOPERS PLT AS AUDITORS OF THE COMPANY

Ordinary Resolution 8 was in relation to the re-appointment of PwC as auditors of the Company. Tun Chairman explained that an auditor of a public company shall be appointed for each financial year to hold office until the conclusion of the next AGM of the company pursuant to Section 271 of the Act. PwC was re-appointed as the auditors of the Company at the Ninth AGM held on 24 June 2021 and they have consented to be re-appointed for FY23.

The Board, through the Audit and Risk Committee, had reviewed PwC's performance and assessed their independence during the last financial year. Having satisfied themselves with the outcome of the evaluation, the Board had recommended that PwC be retained as the auditors of the Company to hold office until the conclusion of the next AGM in 2023, and that the Directors of the Company be authorised to fix their remuneration.

#### 12.0 RESOLUTION NO. 9

PROPOSED OFFER, ISSUANCE, ALLOTMENT AND/OR TRANSFER OF ORDINARY SHARES IN THE COMPANY TO THE GROUP CHIEF EXECUTIVE OFFICER OF THE COMPANY PURSUANT TO THE ASTRO MALAYSIA HOLDINGS BERHAD LONG TERM INCENTIVE PLAN

Ordinary Resolution 9 was in relation to the proposal to offer, issue, allot and/or procure the transfer to Mr. Henry Tan Poh Hock being the GCEO of the Company, such number of ordinary shares in the Company ("Shares") that is equivalent to an amount of up to RM10.692 million based on the five-day weighted average market price of the Shares immediately preceding the date of such letter containing an offer to Mr. Henry Tan Poh Hock or such other basis as the relevant authorities may permit, in accordance with the by-laws governing the AMH Long Term Incentive Plan ("LTIP"), the Employment Agreement between the Company and Mr. Henry Tan Poh Hock dated 31 January 2019 as extended vide a letter dated 16 November 2021 and/or any amendments thereto, and subject always to meeting the performance targets set by the Nomination, Remuneration and Corporate Governance Committee or any other scheme committee to be established by the Board to implement and administer the LTIP.

#### 13.0 RESOLUTION NO. 10

#### AUTHORITY TO ISSUE SHARES PURSUANT TO SECTIONS 75 AND 76 OF THE COMPANIES ACT 2016

Ordinary Resolution 10 was in relation to a proposal to grant authority to the Directors of the Company, pursuant to Section 75 and 76 of the Act to issue new ordinary shares in the Company of up to an aggregate number not exceeding 10% of the total number of issued shares of the Company for the time being, for such purposes as the Directors consider to be in the interest of the Company. Ordinary Resolution 10, if passed, would renew the authority that was granted at the Ninth AGM held on 24 June 2021 and would continue to empower the Directors of the Company to issue ordinary shares in the Company. Further details of the proposal had been set out under the Statement Accompanying the Notice of 10<sup>th</sup> AGM.

#### 14.0 RESOLUTION NO. 11

#### RENEWAL OF AUTHORITY FOR THE COMPANY TO ISSUE SHARES PURSUANT TO THE DIVIDEND REINVESTMENT PLAN

Ordinary Resolution 11 was in relation to the renewal of authority for the Company to issue shares pursuant to the Dividend Reinvestment Plan ("DRP"). The DRP was approved at the Ninth AGM of the Company held on 24 June 2021, to provide the shareholders of the Company with an option to reinvest their cash dividends in new ordinary shares in the Company. Ordinary Resolution 11, if passed, would renew such authority and would continue to empower the Directors of the Company to issue ordinary shares in the Company in respect of any dividends to be declared.

#### 15.0 RESOLUTIONS NO. 12 TO 20

PROPOSED SHAREHOLDERS' MANDATE FOR THE COMPANY AND/OR ITS SUBSIDIARIES TO ENTER INTO RECURRENT RELATED PARTY TRANSACTIONS OF A REVENUE OR TRADING NATURE

Ordinary Resolutions 12 to 20 were in relation to the proposed mandate for AMH and its subsidiaries ("Group") to enter into recurrent related party transactions of a revenue or trading nature in the ordinary course of business ("RRPTs") with the following related parties:

- (i) Usaha Tegas Sdn Bhd and/or its affiliates
- (ii) Maxis Berhad and/or its affiliates
- (iii) MEASAT Global Berhad and/or its affiliates
- (iv) Astro Holdings Sdn Bhd and/or its affiliates
- (v) Sun TV Network Limited and/or its affiliates

- (vi) GS Retail Co. Ltd. and/or its affiliates
- (vii) SRG Asia Pacific Sdn Bhd and/or its affiliates
- (viii) Ultimate Capital Sdn Bhd, Ultimate Technologies Sdn Bhd, Kotamar Holdings Sdn Bhd and/or Dato' Hussamuddin bin Haji Yaacub and/or their affiliates
- (ix) Telekom Malaysia Berhad and/or its affiliates.

Approval was sought for a renewal of the mandate in respect of the existing RRPTs and the grant of a new mandate for additional RRPTs, details of which are set out in the Company's Circular to Shareholders dated 24 May 2022.

Ordinary Resolutions 12 to 20, if passed, would enable the Group to enter into RRPTs which are necessary for the Group's day-to-day operations and based on terms that are not more favourable to the related parties than those generally available to the public. Such mandate shall lapse at the conclusion of the next AGM in 2023 unless authority for its renewal is obtained from the shareholders of the Company at a general meeting.

The Directors of the Company have abstained from deliberating and deciding on the resolutions in which they are deemed interested, where relevant. Such Directors and persons connected to them had also undertaken to abstain from voting on such resolutions at the 10<sup>th</sup> AGM.

#### 16.0 QUESTIONS AND ANSWERS

- 16.1 Tun Chairman informed that the Company had received questions from the Minority Shareholders' Watchdog Group ("MSWG") as well as the shareholders, proxies and authorised representatives prior to the Meeting. Tun Chairman further informed that the Group's Corporate Assurance team had been tasked to independently observe the moderation of questions. At Tun Chairman's request, the GCFO, Encik Shafiq bin Abdul Jabbar, read the Company's responses to the questions posed by the MSWG, which are attached herewith as **Appendix II**.
- 16.2 Tun Chairman addressed the questions on the provision of door gift which were submitted prior to the Meeting, and announced that an e-voucher containing RM50 worth of "Go Points", which are redeemable on Go Shop, Astro's e-commerce platform, would be given to every shareholder and/or proxy who participated in the 10<sup>th</sup> AGM virtually.
- 16.3 This was followed by the Company's responses to the questions submitted by the shareholders, proxies and corporate representatives prior to the 10<sup>th</sup> AGM, which was read by the GCEO and a copy of which is attached herewith as **Appendix III**.
- 16.4 Thereafter, Tun Chairman invited the shareholders, proxies and authorised representatives to submit their questions via the online meeting portal, and sought their cooperation to refrain from asking questions that are not related to the items on the Agenda of the Meeting. Tun Chairman further informed that repetitive questions would be answered via the direct messaging function on the online meeting platform in order to ensure a more efficient use of time. A copy of the Company's responses to the questions submitted prior to the 10<sup>th</sup> AGM is attached herewith as **Appendix IV**.

#### 17.0 CLOSURE OF POLLING

Prior to concluding the Questions and Answers session, Tun Chairman informed that the Company would respond to any questions that were not answered during the Meeting as a result of time constraints via email. The Questions and Answers session ended and Tun Chairman announced a final voting session of 10 minutes followed by the verification of polling results by the independent scrutineer, estimated to take 20 minutes. The Meeting was adjourned at this juncture.

#### 18.0 POLL RESULTS

At approximately 4.40 p.m., the 10<sup>th</sup> AGM was re-convened by Tun Chairman upon completion of the polling and verification process for the announcement of the poll results. Tun Chairman read the results of the poll which had been verified by the independent scrutineer, and declared that Ordinary Resolutions 1 to 20 as set out in the Notice of 10<sup>th</sup> AGM were all duly carried. A summary of the polling results is attached as **Appendix V**.

#### 19.0 CLOSURE

There being no other business, the 10<sup>th</sup> AGM of the Company was declared closed at 4.45 p.m.

Confirmed by,

YBhg. Tun Dato' Seri Zaki bin Tun Azmi Chairman of the Board Astro Malaysia Holdings Berhad





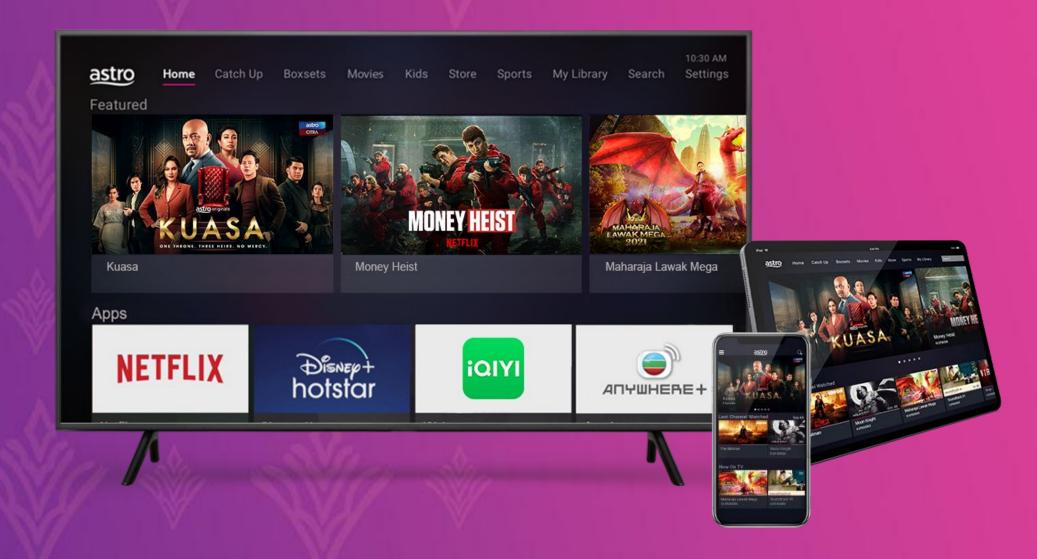


Annual General Meeting 2022





# Hello To the New Astro Experience





coming soon















## Powering Up New Growth



















coming soon







## FY23 Key Strategies



More Astro Originals



Aggregate & Integrate Streaming Services



Reinvent Audio



Drive Home Shopping

## **Our New Internet Service**



## Pioneer Audience-based Advertising





**First in Southeast Asia** 

Available across:







## **Growing Digidex**



No.1 news on social media



No.1 family brand



No.1 digital entertainment



No.1 parenting portal



No.1 Chinese digital entertainment



No.1 food portal



No.1 Indian digital entertainment



No.1 women's lifestyle portal

Over

14.0m

Monthly Unique Visitors

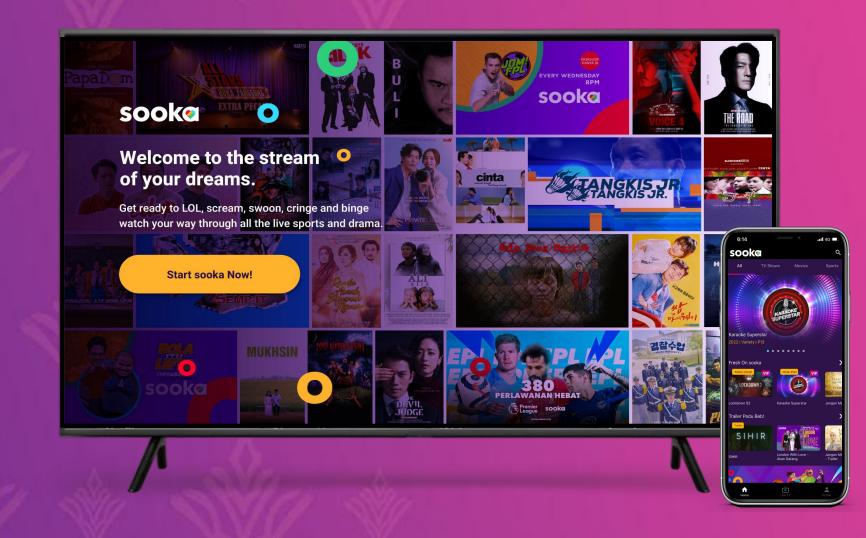
## 3 Distinct Services







## Serving Millennials and Cord-nevers



## 15,000 hours

of content



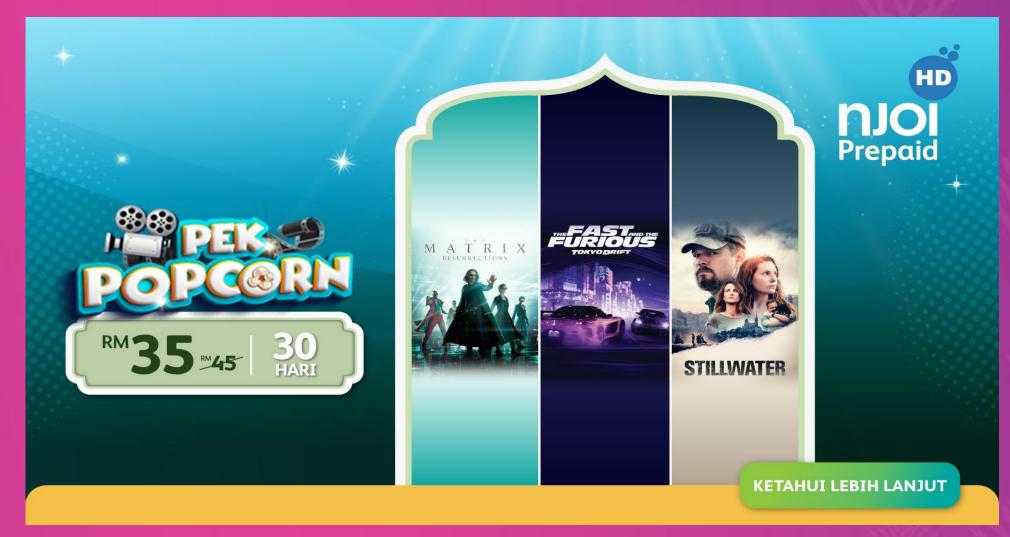
556m

Minutes watched to date

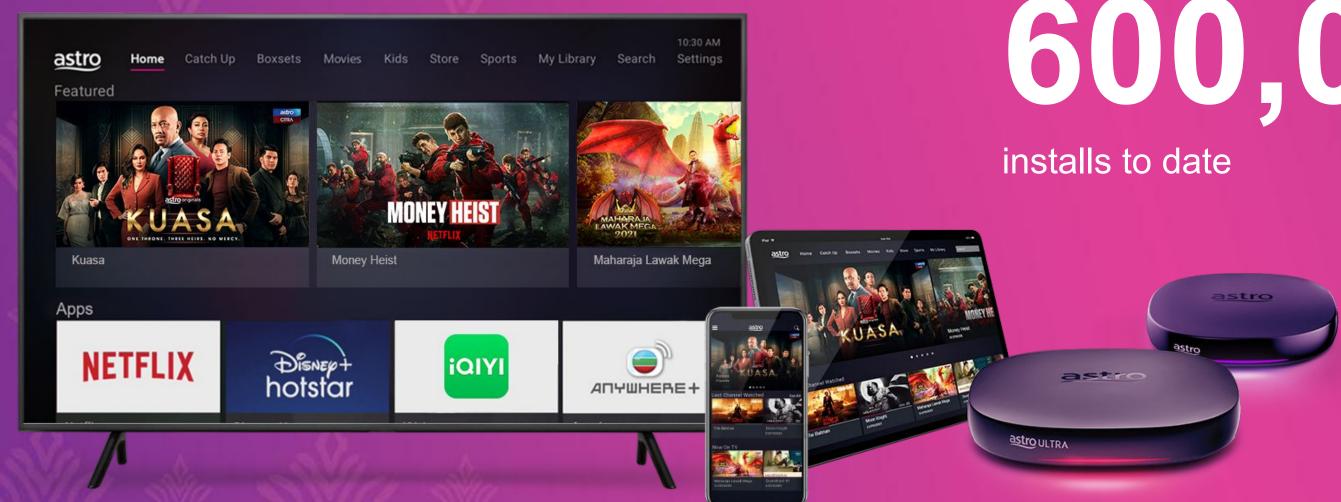
71%
Mobile Users

## Strengthen Prepaid Offerings





## Ultra & Ulti Boxes Gaining Momentum



600,000













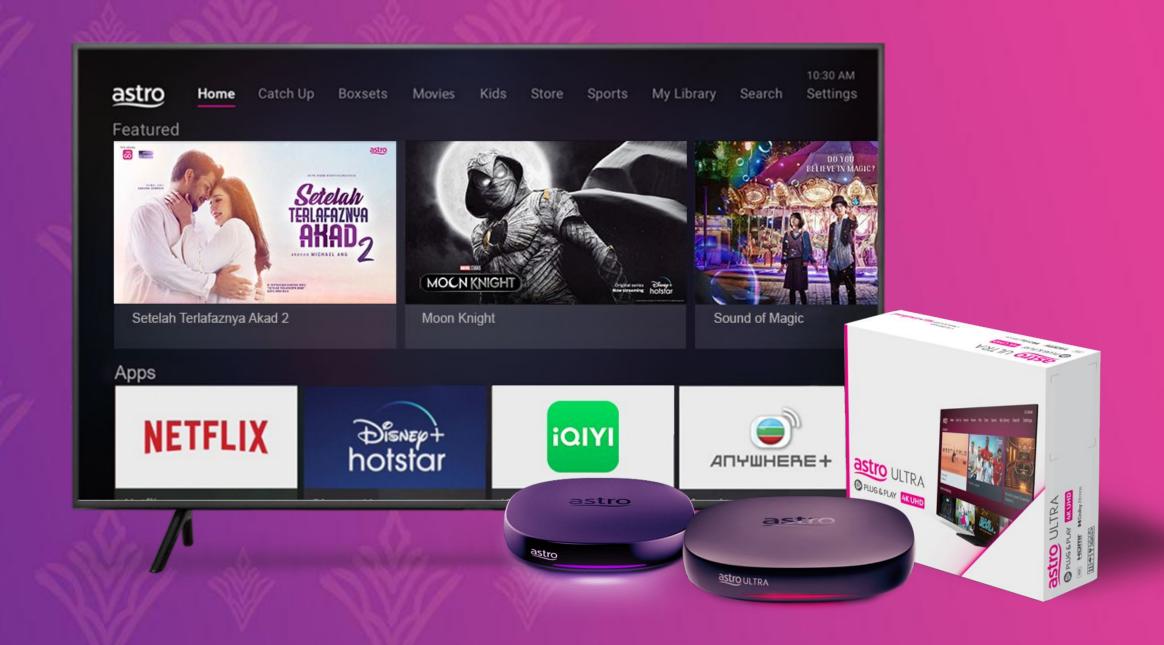
coming soon







## With Over 90,000 On Demand Titles



- Continuous Viewing
  - ontinuous

    ewing

    Play From Start
- R Cloud Recording
- New Home Screen

VOD Discover VOD

Search

Call or WhatsApp Us at

03-9543 3838





## Our Local Content is the Key Differentiator









Asian Academy Creative
Awards 2021
Winner of Best Drama Series





Asian Academy Creative
Awards 2021
Winner of Best Music and Dance Programme





## Customer Engagement Across Platforms

# 4 Hours Daily

Viewing across TV, OD and Astro GO

astro

72%

TV Viewership Share

on demand vod

530m

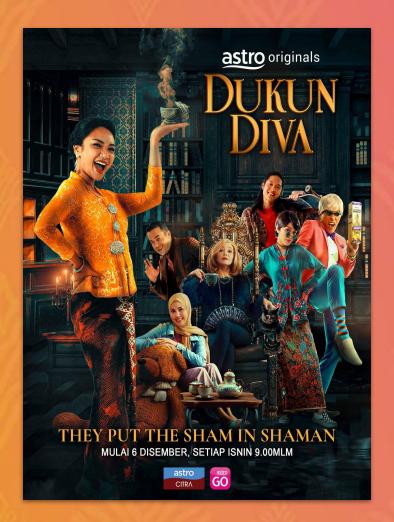
**OD Shows Streamed** 

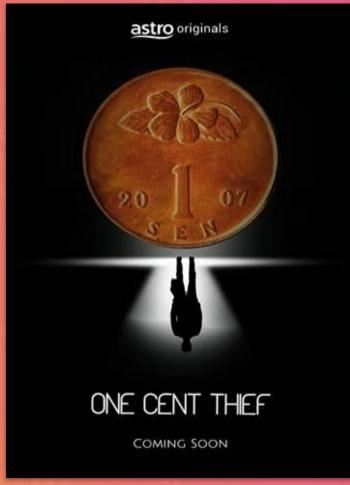
astro GO

244

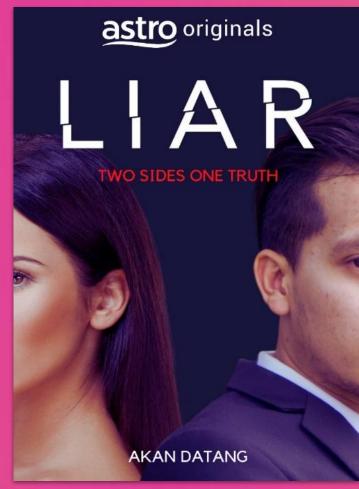
Average Weekly Minutes

# Raising the Bar with Astro Originals and Local Signatures







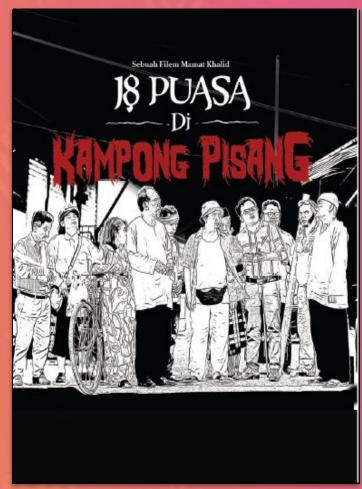


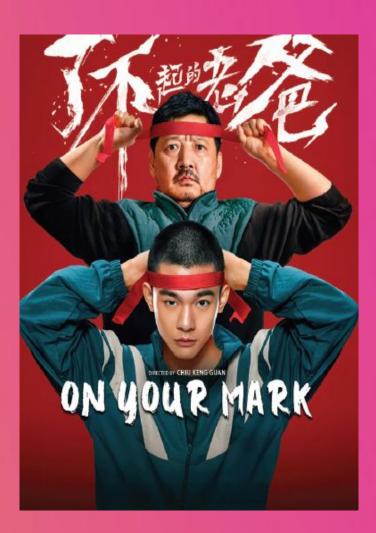


## Collaborations with Industry Talent

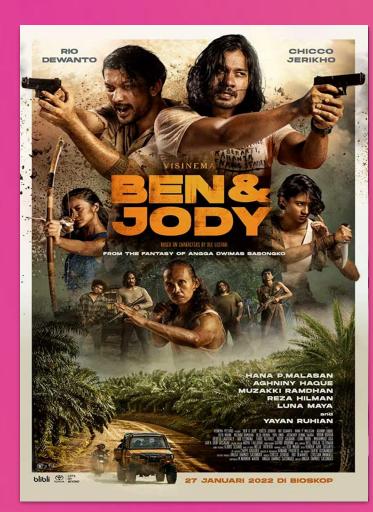


2021's No.1 local horror film franchise





2021's No.1 local film in Malaysia





## No.1 News Brand on Social Media



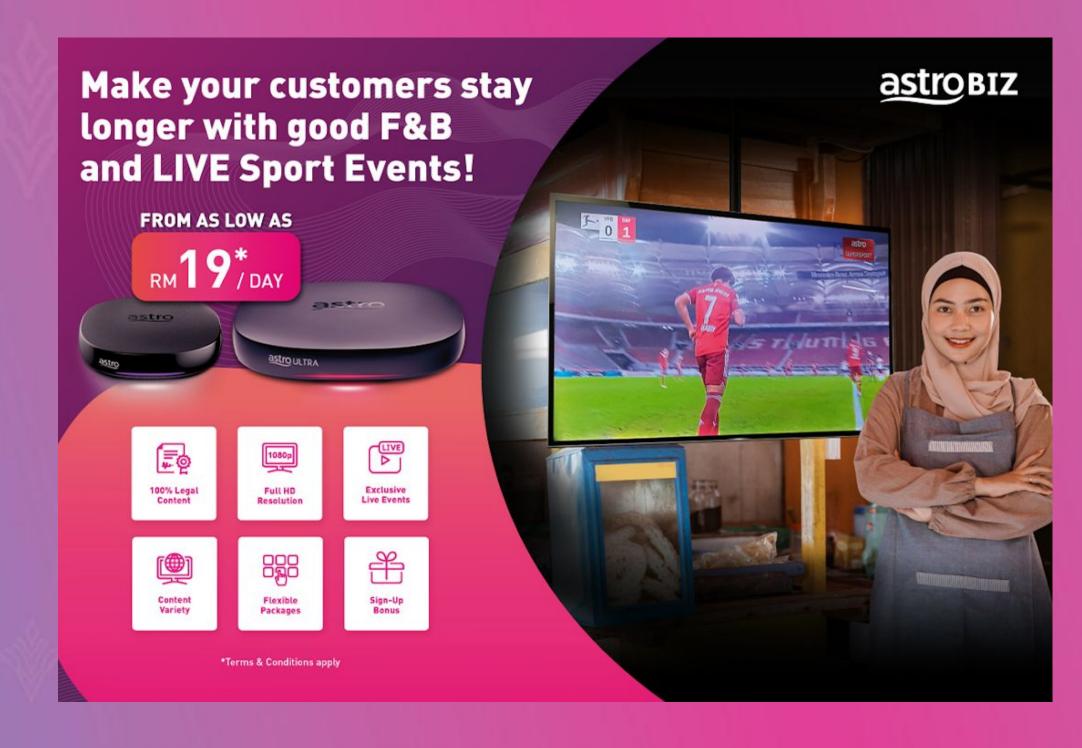


# Malaysia's Undisputed Home of Sports



# MORE SPORTS MORE THRILLS MORE DRAMA

## Supporting Enterprises



## Reinventing Radio as Audio





Over //.svn/... 17.5 m Listeners Weekly

Radex Share

New Online Radio Stations























## Leveraging Base to Drive Commerce



Over

3.2m

Registered Customers

1200

Available on:















## FY22 Financial Highlights



## **Share Price**

RM1.25
Average Target Price

Buys

Holds

Sell

## **Committed Towards Sustainability**



## **Committed Towards Sustainability**





Constituent of FTSE4Good Bursa Malaysia Index since December 2013

## **Education for All**



Over

# RM126m

Invested in education content since FY12

## Voice for Good



Over

11,600 Hours
of Public Service Announcements Aired

## Combating Piracy as a Social Agenda

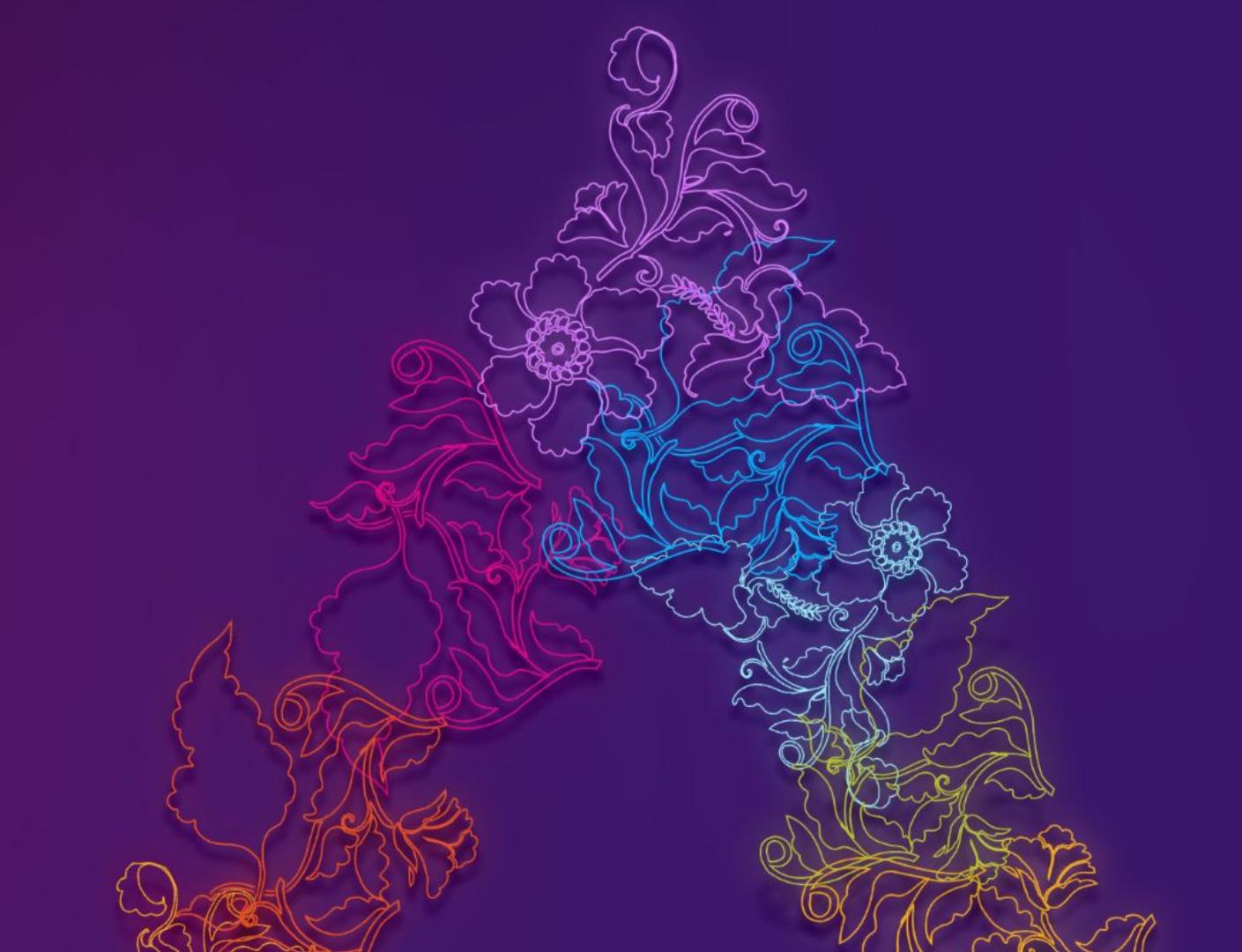




Annual General Meeting 2022

# HELLO TOMORROW

Reinventing Malaysian Entertainment



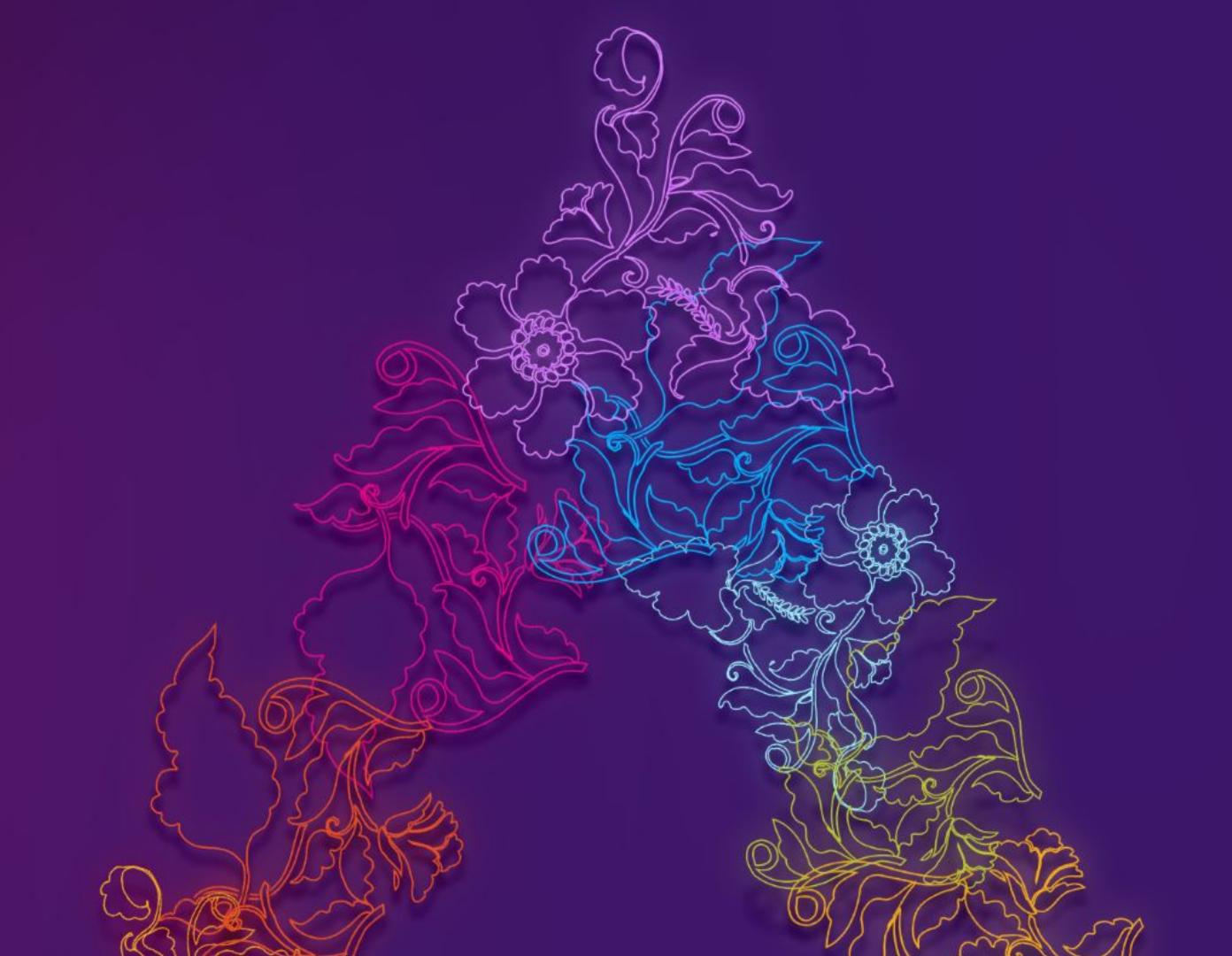
Thank You, Tun Zaki

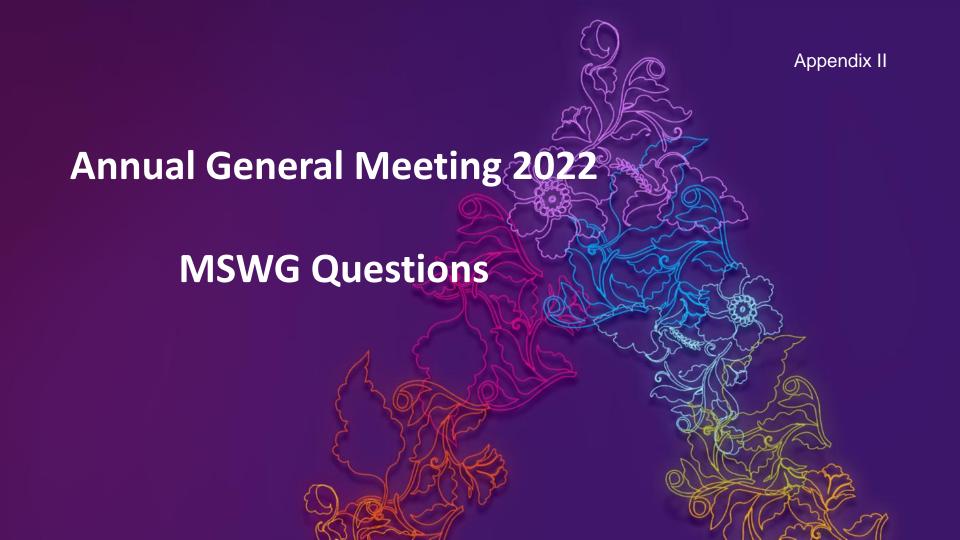




Annual General Meeting 2022

# Thank You







Q1: The momentum will continue into FY23 as Astro powers up its adjacent growth by becoming an internet service provider ("ISP") with the launch of its new Astro Fibre service, as well as the full-scale rollout of its addressable advertising proposition – the first in Southeast Asia (Page 15 of IAR 2022)

What are the progress and achievements made in regard to Astro's venture into providing internet service and addressable advertising?



Astro is now a full-fledged internet service provider. We launched our high-speed Internet service, Astro Fibre in March 2022 riding on existing infrastructure with over 5 million homes passed. This is now available to our Astro and NJOI customers, either bundled with content or on a standalone basis, and soon, to our enterprise customers. To date, a large majority of our broadband sales are on Astro Fibre, and this is increasing monthly.

We were the first in Southeast Asia to launch addressable advertising in late 2021. This was initially made available for our Video On Demand offering on Ultra and Ulti Boxes, Astro GO and sooka. Just last week, we expanded this service onto linear TV and target to reach all Astro homes by end of year.

Addressable offers advertisers next-gen audience targeting on TV and we are seeing initial success with a growing number of clients signing up for this service. As this is a new market offering, we are focused on raising awareness through education on audience-based advertising to drive adoption.



Q2: The upside for sooka is promising, particularly in digital advertising ("digidex") once a loyal following has been firmly established (Page 16 of IAR 2022).

What is the current following for sooka? What is the expected following to be firmly established to create an impact for digidex?



Our streaming service sooka serves local content and live sports to digital natives. Since its launch a year ago, sooka has achieved over 1.5 million app downloads and 556 million minutes watched, with a content library now exceeding 15,000 hours. sooka supports our digital advertising ambition as users on the free-tier can stream content with advertisements. sooka is already contributing towards digidex, and its impact will be more apparent over time as its user base grows. We expect sooka to do well this year supported by the bumper sports calendar including most notably the World Cup and sooka Originals such as *London with Love*.



Q3: Go Shop faced several headwinds in FY22 including prolonged lockdowns which had a noticeable adverse impact on household income and spending, sourcing disruptions arising from global supply-chain issues, and lockdown fatigue that drove footfall to physical stores as the economy gradually reopened in the latter part of the year (Page 21 of IAR 2022).

With the reopening of the economy, has sourcing disruptions ceased and has the performance of Go Shop improved significantly?



Sourcing disruptions continue to impact the global supply chain, mainly due to current geopolitical events and COVID-19 restrictions imposed in countries including China. Lockdown fatigue also continues to be apparent with consumers frequenting physical stores. Consumers are also reducing discretionary spends as they face cost of living concerns due to inflationary pressures and interest rate hike. These factors continue to impact the retail industry, including Go Shop. We continue to monitor changes in consumer preferences, expand our product portfolio mix and product bundles, and leverage data to drive targeted sales.



Q4: Overall, adex registered a 5% growth for the full year to RM449 million. Astro's radex, TV adex and digidex shares stood at 77%, 35% and 3% respectively (FY21: 76%, 41%, 3%) (Page 26 of IAR 2022).

(a) What are the respective growth rates for each of the 3 channels of adex?

The growth rates for TV, radio and digital in FY22 are +4%, +4% and +14%, respectively.



Q4: Overall, adex registered a 5% growth for the full year to RM449 million. Astro's radex, TV adex and digidex shares stood at 77%, 35% and 3% respectively (FY21: 76%, 41%, 3%) (Page 26 of IAR 2022). [Con't]

(b) Why was there a sizeable drop in market share for TV adex from 41% in FY21 to 35% in FY22? What actions have been taken to address the situation and is the Management confident of getting back the lost share?

Astro's TV adex is driven by our own live variety shows and popular dramas. During the intermittent lockdowns in FY22, our productions were halted as shooting of entertainment programmes were not allowed, causing shows to be cancelled or delayed and affecting our TV advertising revenue. Management is reasonably confident of regaining market share over the medium-term as our addressable advertising solution becomes more understood and accepted by advertisers.



Q4: Overall, adex registered a 5% growth for the full year to RM449 million. Astro's radex, TV adex and digidex shares stood at 77%, 35% and 3% respectively (FY21: 76%, 41%, 3%) (Page 26 of IAR 2022). [Con't]

(c) Why is the market share for digidex so low and what is the Group's targeted share and the timeline to secure that share?



Global tech giants own the lion's share of digidex in Malaysia with Google and Facebook (Meta) accounting for c.90% share of Malaysia's digidex. This is in line with global trends.

Astro aims to grow its digidex share over time supported by our vernacular digital brands such as AWANI, Gempak, Xuan, Ulagam, SYOK, Keluarga, Pa&Ma and Rasa which welcome over 14 million unique visitors monthly. With data privacy laws tightening globally, we see good demand for our addressable advertising as we can leverage first-party data from our own customer base to offer advertisers access to their desired audience segments. Over time, this trend should benefit companies with strong digital presence and access to first-party customer data such as Astro.



Q5: Anti-piracy efforts by the authorities, content partners and industry players saw significant progress including landmark rulings to denounce content piracy as theft, illegal, and punishable by law. More recently, the passing of the Copyright (Amendment) Act 2022 is another major step forward in addressing piracy under Malaysian law, enabling legal action to be taken against sellers of illicit streaming devices (Page 28 of IAR 2022).

Subsequent to all the aforesaid developments, has there been a significant drop in piracy that has boosted Astro's performance?



The broadcasting and content industry welcomes the anti-piracy efforts and support by the authorities. We have seen enforcements being carried out by authorities on retailers selling illicit streaming devices. While this is progressing in the right direction, more concerted effort is needed including enforcement on errant F&B and commercial establishments. We are monitoring the situation and will continue to support the relevant authorities, and collaborate with industry partners to battle piracy.



Q6: Supported by the strong demand for connectivity arising from the pandemic as many continued to work and study from home, Astro's broadband customers increased by 58% in FY22. From a business perspective, broadband is key in its customer retention efforts with churn lower among its broadband base (Page 73 of IAR 2022).

What is the breakdown in number of subscribers between households and enterprises? What is the expected growth rate in FY23?



Almost all of our broadband subscribers at present are household customers as our enterprise broadband was only recently launched. We expect a double-digit growth in broadband customers in FY23.



Q7: Marketing and market research expenses rose sharply to RM84.938 million in FY22 from RM57.443 million in FY21(Page 221 of IAR 2022).

Why was there such a huge increase in marketing and market research expenses in FY22 and to which areas do they relate to? Have such expenses translated into any evident increase in revenue?



The increase in marketing and market research expenses were primarily due to the launch of new products including the New Astro experience, our new TV packs, Ultra and Ulti boxes, aggregation and integration of streaming services including Netflix, as well as sooka, our own streaming service. Substantial marketing and promotional activities were, and continue to be, carried out to build consumer awareness on our new streaming and digital offerings. We are seeing some early wins on getting brownfield and greenfield customers signed up for these.



Q8: As at end FY22 and FY21, gross trade receivables stood at RM277.430 million and RM295.824 million respectively. Impairment of trade receivables amounted to RM42.361 million and RM48.733 million constituting 15.3% and 16.5% respectively (Pages 249 and 274 of IAR 2022).

Why is there such a high percentage of trade receivables which is impaired? Should there not be a review of the Group's credit risk management policy to minimize the amount of trade receivables that are being impaired? What is the probability of recovering the impaired amount?



The impairment of trade receivables as disclosed in Note 22 of the IAR is a balance sheet provision for impairment. This balance sheet provision for impairment, as a percentage of balance sheet trade receivables, has improved from 16.5% in FY21 to 15.3% in FY22.

From an income statement perspective, the ratio of impairment charge to revenue has improved from 0.8% in FY21 to 0.6% in FY22. In addition, write-back of bad debts have also improved from RM12.5m in FY21 to RM15.9m in FY22 (please refer to Note 6(b) of the IAR).

The Group applies the accounting standard MFRS 9 (Financial Instruments) "simplified approach" to measure expected credit loss (ECL) ("Simplified ECL"). Under Simplified ECL, the loss allowance is derived using the actual collection trends for the past 24 months with a forward-looking scalar applied for macroeconomic factors.

(Con't)

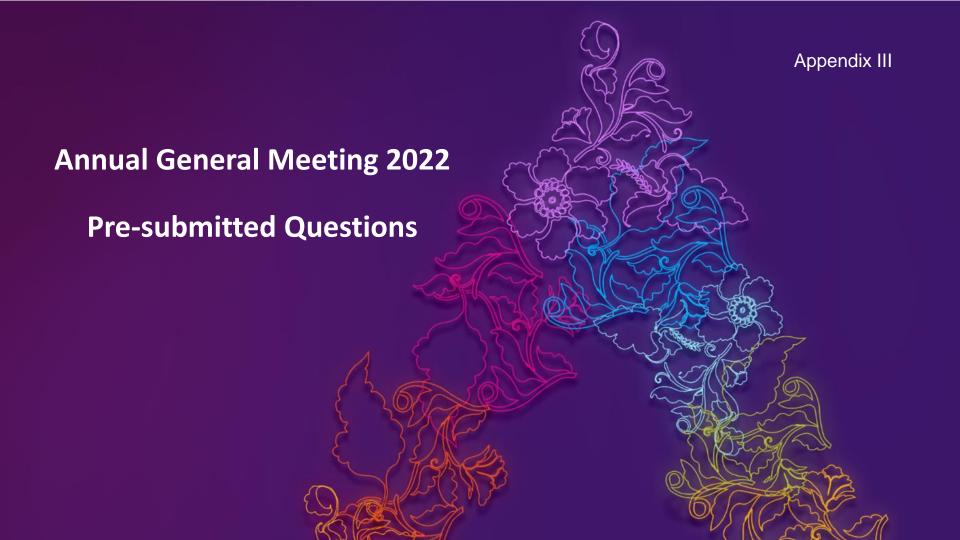


(Con't)

The adequacy of provision for impairment of receivables has also been reviewed by the external auditors as part of their audit for FY22.

The Group's credit risk assessment and management policy remains robust. These are regularly evaluated and enhanced, with periodic reviews performed by both internal and external auditors.





#### **Gift**

- Q1- [Yong Joon Fah] Is the company giving any doorgift to shareholders attending this AGM?
- Q2 [Kow Lih Shi] Does this year's distribute door gift as tng reload? Or increase voucher value much as rm 300?
- Q3 [Lee Mun Hoe] Kindly provide e-voucher to those who attend this virtual AGM as a form of appreciation and advertising strategy
- Q4 [Lee Yong Choy] Any door gift or e-voucher give to shareholders and proxies for AGM meeting?
- Q5 [Stephen Lye Tuck Meng] Dear BOD Kindly give us some e-vouchers, food vouchers or e-wallet (no discount vouchers please) for being loyal shareholders and attending this meeting. Times are bad now. Please be considerate to us shareholders during these trying times. TQ
- Q6 [Chi Wai Lin] Since Virtual AGM does not have any walking in Gift such as GoShop Voucher. Very much appreciated and glad if ASTRO can give or claim the GoShop Voucher or Electronic Voucher.
- Q7 [Lee Yoon Mooi] Kindly provide e-voucher to those who attend this virtual AGM
- Q8 [Lee Choon Meng] Please provide e-voucher to those who participate in this virtual AGM
- Q9 [Foong Siew Chui] Kindly provide e-voucher as a gesture to improve shareholder relationship



#### <u>Gift</u>

In recognition of your continuous support to Astro, the Company is giving out a token of appreciation of RM50 worth of "Go Points", which are redeemable on Go Shop to every individual who is a shareholder and/or proxy attending this AGM.

The gift voucher code will be emailed to you by Boardroom within 2 working days



#### **Policies**

Q10 - [Kow Lih Shi] Does company will recruit retired or aging for programme advisories or producer advice? How was company benefit from recruit?

We adopt an equal opportunity policy ensuring fair recruitment and equitable compensation based on matching of skill sets and experience to the relevant job scope, without discrimination of any form, including age.



#### **Business Outlook**

Q11 - [Kow Lih Shi] The Netflix as well as some internal portal are getting operational income crisis alert, how was company remain high return while minim wages rm 1500 impose?

Q12 - [Teo Cher Ming] What is the impact of cukai makmur, minimum wage and weak ringgit. Any numbers that can be shared?

Q13 - [Kow Lih Shi] The increase rm 1500 minimum wages, does effect overall operational cost? What is copy right pay out for costing? Annual or quartly spences for overseas copy right payment?



#### Business Outlook [Q11, Q12 & Q13 Con't]

On minimum wage, we do not foresee any significant impact arising from the recent increase in the minimum wage to RM1,500.

On Cukai Makmur, this has been accounted for in FY22 but its impact was mitigated by the recognition of deferred tax assets, income not subject to tax as well as overprovision of taxes in prior year.

The ringgit depreciated by 3% versus the US Dollar ("USD") in FY22. This led to unrealised forex post-tax losses totalling RM13mn in relation to USD denominated unhedged transponder-related lease liabilities. Our forex exposure is generally mitigated by our policy of hedging out USD commitments due 6 to 12 months ahead on a rolling basis, including for content and technology spends.

On copyright payment, we license and purchase content from overseas content partners. This accounts for around two-thirds of our total content cost.



#### **Business Outlook**

Q14 - [Teo Cher Ming] Any new OTT provider that is coming to astro? just to recap last year astro announced Netflix in last year AGM

How is the market response to sooka after 1 years?

On new OTTs, we are looking to aggregate 5 to 6 more new streaming services this year, including Zee5, BeIN and BBC Player. These will be integrated into our Ultra and Ulti Boxes for a seamless big-screen experience.

On sooka, the response has been good with over 1.5mn app downloads with a content library that's more than doubled to 15,000 hours since its launch a year ago. To date, sooka users spent 556mn minutes watching sooka Originals, vernacular content, and live sports. 71% of all consumption happens on mobile devices.



#### **Business Outlook**

Q15 - [Lee Mun Hoe] Any plan to revamp channel package?

We introduced our new TV packs in November 2021 that bundles in streaming services and empowers customers with greater flexibility in terms of content choice, contract period and add-on services, including broadband. We continually tweak our TV packs and content mix based on customer feedback.



#### **Strategy**

Q16 - [Teo Cher Ming] Astro has managed to keep the EPL rights for the new 3 season up to 2025 in view of the pandemic has the cost trend downwards compared to previous seasons

We are excited to secure the renewal of the Premier League on an exclusive basis up to the 2024/25 season. While we are unable to disclose deal specifics due to the confidentiality agreement in place, we are pleased with the deal secured which takes into account our longstanding relationship with the Premier League.



#### **Strategy**

Q17 - [Teo Cher Ming] Astro has launched astro broadband. How is the customers response up to date

Our own internet service Astro Fibre was launched in March 2022 and is now available to Astro, NJOI and soon to enterprise customers. Response has been good, riding mainly on our content-broadband bundles with a market-leading WiFi 6 router and free Mesh offer to ensure an optimal high-speed WiFi experience. To date, a large majority of our broadband installs are on Astro Fibre, and this continues to increase monthly.



#### **Strategy**

Q18 - [Teo Cher Ming] Goshop performance seems to be getting lower and lower as the nation reopen and the public return back to the malls and reduce their home/online shopping. What is the management gameplan to reduce this decline further

Q19 - [Lee Mun Hoe] How about Astro Go Shop business upon border open?



#### Strategy [Q18 & Q19 Con't]

As restrictions eased and businesses resumed, consumers moved from online to offline physical shopping, partly due to lockdown fatigue. Meanwhile, geopolitical events continue to impact the global supply chain, while other headwinds including inflation and interest rate hikes are causing consumers to be more cautious with discretionary spending. These factors continue to impact the retail industry, including Go Shop.

#### Moving forward, we plan to:

- Launch new brands and diversify product assortment for different customer segments
- Expand our product offering to cater to changing consumer demands
- Leverage data to drive targeted sales, and
- Expand our reach to Malaysians on digital



#### **Strategy**

Q20 (a) - [Teo Cher Ming] Is Astro repositioning its channels for example Astro Shuang Xing which mainly shows drama from China/Taiwan is showing some shows that was in Astro AEC genres. Astro Warna which is a comedy centric channel now shows reality tv

What is the response from the viewers and marketers/advertisers on these new reposition?

We feature local content on both Astro AEC and Astro Shuang Xing in response to the increasing demand for local Chinese content with Shuang Xing targeting a younger audience. Astro Warna features a variety of shows including rating winners such as *Maharaja Lawak Mega, Sepahtu Live, Muzikal Lawak Superstar* and *Masked Singer* that fares well with advertisers and marketers with their strong viewership.



#### **Strategy**

Q20 (b) - [Teo Cher Ming] OTT platforms Netflix, Viu, D+H are showing K-drama as soon as same time with Korea. 24 hour express doesn't really work anymore. Astro need to rethink of this with content partners in order not to impact viewership of astro Korean linear channels

Netflix and Disney+ Hotstar are our streaming partners, and hence our customers have access to the dramas offered via these apps. Content rights and timing of broadcast is subject licensing negotiations. Our 24-hour express are subtitled based on customer demand, which requires some lead time.



#### **Strategy**

Q21 - [Teo Cher Ming] With regards to last year Measat satellite disruptions did astro received any compensation from Measat

In June 2021, M3 satellite became unresponsive due to a technical outage anomaly and was subsequently de-orbited. Of the 12 failed transponders on M3 supplied to Astro, 4 replacement transponders were secured on another satellite. Astro ceased payments for the remaining 8 transponders from the point of outage.



### **Strategy**

Q22 (a) - [Teo Cher Ming] What is the investment to introduce addressable advertising and what is the expected returns in terms of Adex rate premium? How is the response from marketers and advertisers?

We do not disclose specific investments, but these are included within our yearly Capex budget. Adex rates for addressable advertising are at a premium versus market digital rates due to the higher quality inventory. Addressable offers advertisers next-gen audience targeting on TV. As this is a new market offering, we are focused on raising awareness through education on audience-based advertising to drive adoption.



#### **Strategy**

Q22 (b) - [Teo Cher Ming] Media Prima credited OMNIA for its turnaround and higher Adex. How about astro QUAKE, how much does it contribute to the financial performance.

Quake is very different from OMNIA, as Quake is a media-themed community targeted primarily at the SME market with the aim of market education and sharing. We launched the SME360 portal within Quake to accept online inquiries and simplify the bookings process for SMEs. Take up rate in terms of the number and value of bookings from SME360 has been positive.



#### **Strategy**

Q23 - [Teo Cher Ming] With the new astro experience and introduction of new packs how many % of existing customers has migrated to the new packs and do astro still intent to allow customers to keep their existing packs or auto migrate them to the new packs? How do astro intent to encourage subscribers who have yet to migrate to new packs like me to migrate. I would love to add Netflix but after adding Netflix and my existing contents it would be an increase of almost 50% compared to what I am paying now which means the value is not there yet.



### Strategy [Q23 Con't]

Our new Astro TV packs are designed to provide the best value, choice and viewing experience to customers at each price point by bundling their preferred Astro content, popular streaming apps, and Astro Fibre broadband. This is an opt-in model allowing customers to choose their preferred package.

Take up rate for this is in line with our expectations. We continue to drive customer awareness of these new products through marketing initiatives, alongside tactical campaigns to drive adoption of these packs.

I understand that our team has reached out to Mr Teo separately. We are in the process of following up with Mr Teo to land on a suitable package.



#### **Strategy**

Q24 - [Kow Lih Shi]

Does company able competitive with online TV or some social media as well as tik tok, since nowadays is less demand on some programme or comedies, is easy be entertain of simple sharing and viral in short time?

Social media platforms offer a different proposition, which is akin to a free content service. Meanwhile, Astro is a Pay-TV platform catering to people with interest in particular types of high-quality content. We believe there is space for both to co-exist and we utilise social media platforms to amplify promotion of Astro's shows with the intent of drawing audiences to Astro's platforms to watch our content.



#### **Strategy**

Q25 - [Lee Mun Hoe] Any plans to explore more business opportunity?

We are constantly exploring new business opportunities that meet our strategic objectives and/or internal return thresholds as and when they arise. For now, we are focused on adjacent growth in the area of broadband, addressable advertising, aggregating and integrating new streaming services, as well as growing our sooka, own streaming service for millennials.



#### **Others**

Q26 - [Wong Chie Kheong] Why Astro ultra box subscribers are not informed that UHD 4k channel 780 has been cut off and without offering any substitute UHD 4k channel? What Astro ultra box subscribers are subscribing now as the only UHD 4k channel has already been cut off without properly informed and replaced with a similar UHD 4k channel?

On Channel 780, it was availed to all customers as an introductory offer to promote our 4K UHD offering. This channel now forms part of our Sports Pack to provide greater viewing experience for Sports fans, given how most of the global content supply for 4K UHD is dedicated to sports.

Customers can access a significant amount of 4K Video On Demand content through their Ultra box for their viewing pleasure.



#### **Others**

Q27 - [Wong Chie Kheong] Why the recorded content on cloud storage for Astro subscribers are deleted automatically? The cloud storages are offered to Astro subscribers to record and to keep the favourite movies so why Astro deletes such movies without the subscribers consent or request to delete such movies? Astro subscribers have rights to keep the movies as much and as long as possible in the given cloud storage as the subscribers are paying subscription every month to Astro.

All content is subject to licensing rights, and unfortunately cannot be stored beyond their respective licence period. Astro customers are entitled to a complimentary 200 hours of cloud recording and will receive periodic reminders to delete recordings once they approach their storage limit. Once storage is full, the oldest recordings are automatically deleted to make space for new recordings.



### **Others**

Q28 - [Wong Chie Kheong] Why Astro keeps repeating already aired movies, dramas, shows etc as Astro subscribers are paying their subscriptions every month? If Astro keeps repeating such aired movies as if no new shows can be aired so can Astro subscribers stop paying next subscriptions because they have paid for such aired movies in the past months?

Linear TV operates on the principle of providing additional screenings to enable our customers to catch up on all channels and programmes, and to optimise exposure to audiences. In terms of content, Astro produced and commissioned over 11,000 hours of fresh content in FY22. We also acquire fresh content from our global content partners and aggregate the best streaming services from around the world.

We encourage customers to connect their Ultra and Ulti Boxes to access our On Demand library featuring over 90,000 titles, and streaming services including Netflix and Disney+ Hotstar, with more coming soon.



### **Others**

Q29 - [Wong Chie Kheong] If Astro responses for question above is showing old, repeated movies to tailor some customers who like to watch them then put all these movies into a single channel and archive for those customers to watch but not on other live streaming channels. Besides, Astro is streaming repeated shows at different time slots so why some programs like Big City Shop on channel 310 airing at 1:05pm on weekdays do not have a repeated airtime?



### Others [Q29 Con't]

Our channels are sorted into different genres to serve difference audiences. In addition to linear viewing, the New Astro experience provides access to 90,000 hours of On Demand titles and streaming services. So as viewing shifts, most content can be found On Demand even if customers miss the linear episode.

Specifically, on Channel 310 - TVB Jade Channel is a channel owned and operated by TVB International. We will communicate this feedback to TVBI. Alternatively, you can also record the show on your Ultra and Ulti boxes.



#### **Others**

Q30 - [Wong Chie Kheong] Why Astro customer service system (tel: 03-9543-3838) is different to Astro centre such that agent from Astro customer service hotline is claiming case created by staffs from the Astro centre cannot be accessed so there is no progress update for the case?

Besides, agent from Astro customer service hotline is asking customers to go back to Astro centre to check for status update. However, the staffs at the Astro centre is telling customers that they can check status update of their case by calling Astro hotline or whatsapp. This is contradicting among the Astro staffs and causing hassle and inconvenience for customer to check for status update on their cases. Why ask Astro customer to go here and there to check case status? Can't Astro staffs service the customer? Isn't Astro should have good internal communication and services to serve Astro customers?



### Others [Q30 Con't]

Both our Customer Call Centre and Customer Service Centre personnel have access to our internal system to check and obtain updates on customers' case.

Our team has reached out to Mr Wong separately and we are happy to follow up on his issue.



#### **Others**

Q31 - [Wong Chie Kheong] Why Astro Customer Service hotline 03-9543-3838 is so difficult to talk to a live agent? The system will drop the call despite of keying Astro account or IC number and a slow response through whatsapp. Can't Astro get someone to pick up a call and talk to the customer right away? This is very frustrating when there is an urgent issue that need Astro agent to work on it.



### Others [Q31 Con't]

Based on customer feedback, their preference is for self-serve and an automated process, so we introduced our Interactive Voice Response (IVR) to assist them in resolving simple issues. This frees up our customer service agents to focus on more complex requests where they can add the most value, and thus allows us to maximise the number of customers we serve at any particular point.

We measure our call abandon rates and performance through all of our chat and call channels, and are pleased with the significant improvement made over the last 2 years to deliver a best-in-class service, versus all benchmarks we measure against.

Our team has reached out to Mr Wong separately and we are happy to assist him with his request.



### **Others**

Q32 - [Stephen Lye Tuck Meng] Mr Chairman - Kindly allow us to vote when the meeting starts and not keep us waiting long. TQ

Voting has commenced at the start of the AGM as declared by the Chairman.



#### **Others**

Q33 - [Kow Lih Shi] The low orbit or measat satellite is highly depended overseas provider, does astro are partner with overseas or invotories satellite relating services for cost saving and less services costing to be bare?

Astro utilises high power geo satellites provided by MEASAT, with a track record of more than 25 years of serving domestic and international clients. This ensures we have support of a reputable counterparty in the event of satellite or transponder-related failure.

Astro engages third party advisors to perform benchmarking and ensures price competitiveness when leasing new transponders or satellite. We also leverage technology advancements to optimise costs including video compression technology to reduce the number transponders required to broadcast our service.





#### <u>APPENDIX IV – QUESTIONS RECEIVED DURING THE VIRTUAL MEETING</u>

#### STRATEGY AND BUSINESS

- 1. a) Why is Astro price weak? Issue price was RM3.00 (TAY KENG HOCK)
  - b) Astro's Pay TV subscription revenue and the number of subscribers have been in a downtrend over the past 5 years. Despite Management's numerous efforts such as content aggregator strategies, introducing Ultra Box, etc. there is no sign of the churn rate slowing down. Please explain why. Does Management expect this downtrend to be inevitable and will continue for many years to come? (CHUA SONG YUN)
  - c) Revenues continue to decline and EPS at its lowest in the last 5 years. When will our business be rejuvenated with growth and increasing profit going forward? What are the revenue and profit contributions attributed to Netflix related businesses and what is the outlook going forward? When will our Company be taken private? (HO YUEH WENG)

Chairman: The key challenges faced by Astro were shared by the GCEO in his presentation. In summary, the Group is facing various headwinds such as inflation, interest rate hikes, supply chain disruptions and political uncertainties including geo-political events which are affecting consumers and businesses. While Astro is encouraged by the re-opening of the economy, Management continues to monitor the business conditions and cost optimise while actively managing capital.

GCEO: There continues to be disruptions across the entire media and entertainment landscape in Malaysia and globally which include structural changes, and Astro is no different. Astro is pushing ahead with its transformation plans and pursuing new growth opportunities such as Astro Fibre and Addressable Advertising. However, piracy is also compounding the challenges in the market.

GCFO: In so far as Management is concerned, the focus is on running the business and creating value for shareholders, thus the question of privatisation is more suited for the shareholders.

GCOO: Specific numbers on Netflix cannot be shared due to a Non-Disclosure Agreement with Netflix. Netflix is generally pleased with the progress made to date on customer acquisition, both on bundled packages and standalone. It is still early days and Management continues to address headwinds in the market that are causing a squeeze on customer wallets. Astro's key objective is to create awareness and educate the public that taking a bundled product comprising Netflix, Disney+ Hotstar and/or other streaming apps together with Astro content and Astro Fibre, is the best value proposition in the Malaysian ecosystem, offering significant discounts when compared to buying each service individually.

2. TVB has been a long time partner of Astro for Chinese content. Yesterday, it was reported that TVB is starting TVB Malaysia, which would focus not only on creating local Chinese content, but also Malay content. Should Astro be worried about this? (TEO CHER MING)

GCEO: Astro encourages its partners to produce content locally and welcomes TVB's initiatives. The biggest scourge for the media industry is illegitimate content and piracy, which is akin to theft and nullifies investments, ideas and efforts by the legitimate industry players. Astro's strengths lie in its reach, customer base and local content, as a result of which many global and regional players are keen on partnering Astro. However, Astro is selective on the choice of partners and streaming services to be aggregated in view of a complicated technical integration process.

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3. Has the Company grown customer subscriptions or lost existing customers after the pandemic? (KOW LI SHI)

GCOO: The pandemic was a double-edged sword for viewership. Customers obtained great value from Astro during the lockdown, but since the Movement Control Order ("MCO") 3.0 ended, there has been an increase in the number of customers on legacy packages who are under significant pressure due to a higher cost of living, especially those at the lower average revenue per user ("ARPU") levels. This headwind continues as the cost of living increases. Against that backdrop, Astro launched the new Astro pricing and packaging in November 2021, which is aimed at adding more value at each price point. Astro is seeing increasing month-onmonth traction in greenfield customer acquisition and brownfield customers migrating from legacy packs to the new packages. However, the market is clearly under high pressure and so, as shareholders will have noticed, the progress of customer acquisitions is constantly being monitored and changes made to the offer portfolio as necessary to make it as attractive as possible, e.g. driving Astro Fibre and educating the market on the benefits of the new packages.

4. How to manage labour shortage, talent shortage and manpower issues? Are there synergies in merging Maxis with Astro and are there any M&A prospects in the pipeline. Is there a tie-up with Netflix in Malaysia? (TEH KIAN LANG)

GCEO: Broadly, there are no specific labour shortages faced by Astro except for specialised talent for the industry that Astro operates in, which is generally scarce in Malaysia as well as globally. Astro has invested a significant amount of time and energy to invest in training, upskilling and reskilling its workforce to achieve greater efficiencies, and as the business is pivoted and undergoes transformation, new skill sets are required. The Group has conducted over 40,000 hours of training which is still ongoing. In relation to a Netflix tie-up, there is already an existing collaboration with Netflix as one of Astro's streaming partners.

- 5. a) With Broadband offering on board, what is the target subscriber growth with this bundle? Adex in Q1 fell year-on-year and ARPU is also weaker.
  - b) Do you mind guide us on full year Adex for Astro? For ARPU, what are the measures being taken to address the issues?
  - c) Home shopping dipped into the red in Q1 as consumers returned to shopping malls. How is Astro going to turn the segment back into black (GHO CHEE YUAN)

Chairman: These questions have been addressed in the GCEO's presentation and the Company's response to the questions from the Minority Shareholders' Watchdog Group.

6. One of the Management's KPIs is customer satisfaction. Can Management please share the latest customer satisfaction ratings and its trend over the past few years? (CHUA SONG YUN)

GCOO: Astro does not publish specific customer satisfaction ratings, but over the last 2 years there has been significant uptake in customer satisfaction ratings across all the "go-to" market channels such as the contact centre. The quality of customer satisfaction on calls has improved due to new solutions such as Whatsapp and better team scheduling (despite the adherence to strict SOPs) and agents working from home during the MCOs). The net promoter score or NPS (which is a proxy for customer satisfaction) has also been seen to have improved significantly for customers who have the new Ultra / Ultri box (compared to legacy boxes) and who have adopted the New Astro experience via Astro's new packages. The overall customer satisfaction trend is positive and encouraging; Astro's challenge is to migrate many more of the legacy base to New Astro.

7. May I know how Astro Awani processes the data of share prices daily? (TAN CHEW BOON)

Chairman: The share prices are direct real-time data provided by the service provider, Bursa Malaysia.

8. Amid rising content costs and operating costs, is Astro considering to raise package prices to protect margin? (GHO CHEE YUAN)

Chairman: In relation to pricing, Astro carries out studies and modifies its packages from time to time taking into consideration customer insights. New packages and pricing providing bundled value propositions were introduced in November 2021. In addition, costs are reviewed constantly across the board.

9. Arising from the satellite outage on 21 June 2021, my query on 30 June to the Senior Independent Director was to evaluate whether Astro's response time of "within 72 hours" (Whatsapp) and "48 working hours" in the system was appropriate. The time appears very long to serve customers and my experience with local utilities companies is that they have impressive record. I did not receive a reply. However, Management's response was one of apology and empathy. Not sure if it is the Board's policy not to respond to stakeholders. My query is has the review been done and the Company needs to review whether the oversight of Management on strategic and operational matters is effective. The latter is raised on financial results trend in recent years and poor share price.

Senior Independent Director: It is regretful that the shareholder feels that his query was not given a response. Rather than discussing this specific query, it should be noted that Astro has a policy of open communications, transparency and respect for all shareholders. In relation to the question on whether a review of the satellite outage was done, the Board held several meetings to review the incident, including addressing both short term and long term solutions.

GCOO: The status of recovery and an updated business continuity plan ("BCP") on the MEASAT-3 satellite ("M3") outage was presented to the Board in July 2022. It is inaccurate to state that the response time is within 72 hours, rather the restoration time of services is within 72 hours.

The incident took place on Tuesday, 22 June 2021 at 1420 hours. At that point, the Recovery Director (who is also the GCOO) was notified and the response / disaster recovery plan was triggered immediately. At point of outage, M3 had been carrying 107 services comprising TV, radio and pay per view services. The recovery process was complicated as it required movement of channels from one satellite to other satellites. By end Tuesday, all services except for 16 were recovered. By end Wednesday, 23 June 2021, all services were recovered and Astro shareholders were informed accordingly during the AGM last year. M3 was advised to have recovered by the vendor and the process of transferring services back began. However, M3 was not fully stable and unfortunately, encountered further issues. The transfer was paused and as further recovery efforts were triggered before ultimately, M3 failed on Sunday, 26 June 2021 at 6 a.m. The teams again undertook immediate restoration activities and brought all services back to other satellites by the end of the same day.

Over that period, operating plans were refined. Since then, additional capacity has been built on-ground to put more services on each currently available transponder, which provides a reasonably good (but not complete) level of BCP. Astro will have full disaster recovery in place again when the MEASAT-3d satellite ("M3D") is made available for use. M3D will launch on 23 June 2022 and is expected to be available to Astro to use in August 2022.

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- 10. a) Astro has lost the use of one of its satellites, despite much assurance initially that all was well. Have we obtained services of a replacement satellite and what was the cost/capex for the replacement? Are satellites protected from the growing frequency of cosmic events, especially solar flares?
  - b) What percentage of revenues and profits will now be from optic fibre-based services versus satellite-based services? (HO YUEH WENG)

GCOO: The reason to have more than 1 satellite and a full BCP plan is to protect from risks (which includes solar flares). Astro had the services of three satellites before the outage and will revert to three satellites when the M3D is launched and stabilised over the next few weeks.

Revenue and profits attributable to optic fibre-based services versus satellite-based services will largely depend on the relative customer take-up in the future. Astro has sooka which is an entirely over-the-top ("OTT") service, is delivering higher on-demand viewing via the Ultra / Ulti box, seeing strong usage of Astro Go, and increasing numbers of Astro customers have the Plug & Play hybrid box. Therefore, the number of customers using broadband to access Astro services is increasing over time. Astro's objective is to be transmission agnostic whereby Astro delivers the best customer experience according to how customers prefer to receive the services, whether via satellite or broadband.

11. Will Astro produce more local Chinese variety and singing talent show? (LEE CHOON MENG)

GCEO: Astro has switched its strategy to focus more on local content over the last few years in view that local content viewership and engagement are increasing year-on-year.

- 12. a) Is Astro seeing slow Adex spending ahead amid inflationary environment?
  - b) What are the major international streaming services that Astro is keen to work with and how many deals will be concluded by this fiscal year? (GHO CHEE YUAN)

GCFO: Astro launched Addressable Advertising last week which received encouraging feedback from the market. This is a fresh and exciting new product that will transform the advertising industry in Malaysia, and Astro is uniquely positioned to deliver targeted advertising. Management is working on creating more awareness and educating the market to raise the level of adoption against a backdrop of macroeconomic headwinds which are beyond Management's control.

GCEO: Astro's strengths lie in its reach, customer base and local content, as a result of which many global and regional players are keen on partnering Astro. However, Astro is selective on the choice of partners and streaming services to be aggregated having regard to a complicated technical integration process.

13. Based on personal experience, the Ultra box which is an enhancement and upgraded version, is more unstable than the previous decoder (MOK KEE LAM)

GCOO: This is a surprise as the net promoter score or NPS on the Ultra box is significantly higher compared to the legacy boxes. However, the Ultra box relies on broadband connectivity for some of its services, which may affect individual user experience if their broadband provider's service is poor. Management is happy to look at any individual's case.

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14.	How many users subscribe Netflix and Disney+ through the Astro platform (HIU CHEE
	KEONG)

GCOO: Astro is not permitted under Non-Disclosure Agreements to disclose specific numbers for Netflix and Disney+ Hotstar. All Movie pack customers have automatic access to Disney+ Hotstar through the Ultra box. Both partners seem reasonably happy with the performance to date.

15. Astro is not willing to offer reasonable pricing for its packages and broadband since it is monopolising the market. E.g. Digi is offering 300 Mbps for RM100 whereas Astro Kencang is RM129 for 100 Mbps (SAM WAY BING)

GCOO: It is inaccurate to state that Astro is monopolising the market. The question itself shows that Astro operates in a highly competitive market. Management is unable to comment on the specific example, but it is unlikely to be a like-for-like comparison. Astro offers a bundled package at RM129 for 50 Mbps broadband and the Primary pack, which is extremely competitive in the market. Reviews are undertaken regularly to monitor the progress of Astro's offers vis-à-vis its competitors' offers. Astro is a relatively a new player in the broadband market which is dominated by TM, Maxis, Digi and others; Astro's unique selling point is that the offer includes a Wifi 6 router and mesh, bundled with Astro content.

16. Astro Board and Management seem to be not very transparent to shareholders, i.e. not disclosing more specific information such as Pay TV subscriber numbers, Astro Fibre numbers, customer satisfaction scores, etc. and answer in high level. These information does not seem to be sensitive that will add any advantage to your competitors (CHUA SONG YUN)

GCOO: Some information requested is market sensitive and will be of significant value to Astro's competitors. On balance, the information provided by Astro in the published reports and analyst briefings has roughly the same level of insights and response as players in the other markets that I am familiar with.

17. Are there going to be promotion to package Astro subscription plus Wifi service? (TAN LIONG LAI @ TAN TEONG LAI)

Chairman: Yes, there are promotions as mentioned by the GCOO.

18. Better diversify to technology, food and beverage or oil and gas (LIM SAN KIM)

Chairman: No comment at this juncture as this suggestion will have to be studied.

19. How many Astro subscribers have terminated their service over these last couple of years? (TAN LIONG LAI @TAN TEONG LAI)

Chairman: Subscriber churn numbers are not specifically disclosed.

20. When will iQIYI and TVB Anywhere be accessible on the Ultra box? Any additional charge? (ENG AH LEK)

Chairman: Currently, the iQIYI channel and TVB content are available on the set-top-box. The iQIYI and TVB Anywhere+ app will be integrated on the Ultra and Ulti box soon.

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21. Friends are terminating their subscriptions as they were disillusioned with many recycled programs and some fake mainstream media news (TAN LIONG LAI @ TAN TEONG LAI)

Chairman: Awani has been voted for several years as the most trusted Malaysian news brand by The Reuters Institute Digital News Report.

22. Special price packages for its broadband and contents to shareholders to encourage more upgrades or sign-ups (ENG BENG WENG)

Chairman: There are no such plans at this moment.

23. Will Astro expand its business in overseas markets? (TEOH POH KWENG)

Chairman: There are no such plans in the near future.

#### **FINANCIALS**

1. Can the dividend payout be sustained in the near future/term? (HO CHUN KIT & LIM ENG WAH)

Chairman: The Board and Management are continuing to work towards sustaining dividend, and the GCEO has shared Astro's plans to increase shareholder value in his presentation. Although encouraged by the re-opening of the economy, Astro is mindful of headwinds arising from the macroeconomic issues, local political situation and inflation, amongst others.

- 2. a) Quarter 1 results was weak due to higher financing cost.
  - b) Can Management provide some input on Hari Raya, i.e. is it stronger than last year or comparable with 2022 Chinese New Year (TEO CHER MING)

Chairman: Interest expense was actually lower by RM6 million on a year-on-year basis. The impact on Quarter 1 results was due to the strengthening of the US Dollar ("USD") exchange rate.

GCFO: Astro has been de-leveraging its Balance Sheet by reducing its debt obligations. Q1 results were affected by an increase in the cost of financing arising from the forex mark-to-market on USD transponder lease liabilities, which is recorded as an interest expense under the accounting rules. The performance during Hari Raya was slightly better compared to last year, particularly in advertising. However, Management is cautious that the global macroeconomic landscape is skewing towards a bearish outlook given interest rate hikes, volatility in commodity prices and cost push inflation.

3. Referring to Note 36 on Related Party Disclosures (page 269), the transaction amount for purchase of goods and services from Maxis Broadband Sdn Bhd has increased from RM61.3 million to RM107.5 million in FY22. Please explain why considering MEASAT-3 service disruption last year and there are no significant increase in Astro customers in FY22 (CHUA SONG YUN)

GCFO: There was a significant increase in broadband customers in FY22 which Astro offered under a reseller arrangement entered into with Maxis. This has contributed to the increase in goods and services procured from Maxis.

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4. Revenue, EBITDA and PATAMI from 2018 to 2022 appear/reported to have gone down 25%, 30% and 40% respectively. EBITDA and PATAMI were down 13% and 15% respectively from last year, yet the salary cost of senior team members has gone up by 28% in the same period. What is the key reason for this salary increase? Does the Board have a strategy to reverse the above serious downtrend (LAU DUNG SHIN)

GCEO: The key rationale for the increase in the salary cost of the senior team is the need to hire specialised talent for the new and transformative business growth areas.

#### **VIRTUAL MEETING**

1.	a) Will Astro revert to a physical AGM next year? (TEH KIAN LIANG)								
	b)	How much does the Company spend to hold this virtual AGM plus remote participation & voting? (LIEW CHEE MENG)							
	enak signi four cons RM2	rman: The virtual AGM has provided a platform for more questions to be posed and bled higher shareholder participation at a lower cost compared to a physical AGM. A ficant portion of the cost is the door gifts. The cost of a physical AGM is estimated to be to five times higher. Nevertheless, the Board will explore this further taking into sideration the overall benefits and market practice. The cost of the virtual AGM is c. 250,000 including the e-gift voucher equivalent to RM50 Go Shop points to every cipating shareholder and proxy.							
2.	Woman directors can be appointed if they can perform and bring in profit (CHEA AH CHUN)  Chairman: At the present moment, there are four women directors on the Board and the Board								
	is open to appointing more women directors if they can contribute and add value.								
3.	3. Please don't use Boardroom (LYE BOON KIN)								
	Chairman: The suggestion is duly noted. Astro selects the best service provider who is capa of providing good service at the best price.								
4. Chairman should try to answer all questions submitted before the voting begins (CHOONG BENG HIN)									
	("Q8 Mee	Chairman: A final 10 minutes will be allocated for voting after the Questions and Answers ("Q&A") session ends. Shareholders can therefore exercise their right to vote during the Meeting as the voting session has commenced since 2.05 pm, but for those preferring to vote after the Q&A session, a final 10 minutes will be given.							
5.		se increase e-voucher to at least RM100, the amount you use to award shareholders be physical AGM. When do you envisage a physical AGM? (TAN CHUN HUEI)							
	Chairman: The Board is unable to commit now and this will be reviewed next year.								

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#### **OTHERS**

1. Resolution 7 – Directors' Fees and Benefits. Note 4 shows that the proposed sum to be approved is RM3.81 million, which is 17% higher than the expected payment for 2021 of RM3.26 million. This does not augur well where the Group's profit after tax dropped by 13% from RM527 million to RM460 million. The latest Q1 profit has also dropped. Please explain the rationale for the higher payout for approval (CHOONG BENG HIN)

Chairman of the Nomination, Remuneration and Corporate Governance Committee: As a Board, the Directors are mindful of ensuring that the fees payable to the Directors are competitive and commensurate with merit and quality. Directors' remuneration over the past three years is on a reducing trend. Last year, the Remuneration Committee was merged into the Nomination Committee which led to a reduction in fees. Going forward, the Board is also looking at increasing the number of Directors to 10 Directors from an average of eight in previous years, in order to evolve with the transformation needs as well as to meet the recommendation of 50% independent directors—under the Malaysian Code on Corporate Governance ("MCCG"). The proposed sum has also taken into consideration the potential need for additional Board committees, the number of meetings to be held and has included the new Chairman's fees. Apart from this, the fee rates for the Non-Executive Directors have not changed.

In the previous years, the actual amounts incurred were below the amount approved by the shareholders. Therefore, the proposed amount of RM3.81 million from the 10<sup>th</sup> AGM to the next AGM in 2023 may not be fully incurred. This will depend on the Board's plans and activities as mentioned above.

- 2. a) With such poor performance, did the senior management and Directors receive increment and bonus this year? (HIU CHEE KEONG)
  - b) Astro should consider Directors' emoluments and benefits pegged to the Company's performance. The same should apply to all public listed companies (TAN LIONG LAI @ TAN TEONG LAI)

Senior Independent Director: Directors are not paid bonuses and in so far as senior Management is concerned, the Executive Committee members were not given any salary increment. The staff were given an increment taking into consideration the cost of inflation, amongst others. Directors' emoluments and benefits are not pegged to performance, which is in line with market practice as well as the existing regulations.

3. Have we not reached the optimum level (number) of directors we need in this challenging times? (CHOONG BENG HIN)

Senior Independent Director: The Board aspires to achieve at least 50% independent directors as recommended by the MCCG, hence the need to appoint additional Directors while maintaining a balance with the number of non-independent Directors on the Board. More importantly, any appointment of Directors should be fit for Astro's purposes.



22 June 2022

The Board of Directors
ASTRO MALAYSIA HOLDINGS BERHAD

All Asia Broadcast Centre Technology Park Malaysia Lebuhraya Puchong-Sungai Besi Bukit Jalil, 57000 Kuala Lumpur Malaysia.

Dear Sirs

RE: ANNUAL GENERAL MEETING OF ASTRO MALAYSIA HOLDINGS BERHAD ("THE COMPANY")

We have performed the scope of work as stated in our quotation letter dated 01 March 2022 with respect to the poll undertaken at the Annual General Meeting of the Company held fully virtual via online meeting platform at https://meeting.boardroomlimited.my on Wednesday, 22 June 2022 at 02.00 p.m. to assist the Company in complying with Paragraph 8.29A(2) of the Main Market Listing Requirements of Bursa Malaysia Securities Berhad.

Based on the information and documents made available to us, we report our findings as follows:

- a) we verified poll reports issued by the Poll Administrator; and
- b) we found the additions of the totals on the Results on Voting by Poll provided to us by the Poll Administrator to be correct.

The Company is responsible for ensuring the completeness and authenticity of all votes cast and proxy forms and for ensuring each voter's entitlement to vote. Our work and this report do not constitute confirmation of such nor confirmation of, or advice on, any legal matters or matters subject to legal interpretation. This report is solely for the purpose set forth in the first paragraph above and for your information only and is not to be used for any other purpose or to be distributed to any other parties. We shall not be held liable to any such party in this respect.

Yours faithfully, For and On Behalf of Asia Securities Sdn Bhd

my



The Chairman

Wednesday, 22 June, 2022

#### ASTRO MALAYSIA HOLDINGS BERHAD

Dear Sir,

As Poll Administrator appointed for the purpose of the Poll taken at the 10th Annual General Meeting of the Members of the Company held on 22nd June 2022. I HEREBY CERTIFY that the result of the poll is correctly set out as follows:

#### **Polling Results**

	Vote FOR NO. OF			Vote AGAINST NO. OF			TOTAL Vote NO. OF
RESOLUTION	RECORDS	SHARES	%	RECORDS	SHARES	%	SHARES
RESOLUTION 1	1,707	4,721,832,512	99.9986	78	64,239	0.0014	4,721,896,751
RESOLUTION 2	1,587	4,654,716,081	98.5799	191	67,055,370	1.4201	4,721,771,451
RESOLUTION 3	1,575	4,662,383,379	98.7428	198	59,363,072	1.2572	4,721,746,451
RESOLUTION 4	1,572	4,662,207,479	98.7453	200	59,242,372	1.2547	4,721,449,851
RESOLUTION 5	1,600	4,715,870,587	99.8754	176	5,881,664	0.1246	4,721,752,251
RESOLUTION 6	1,625	4,721,116,948	99.9910	149	423,303	0.0090	4,721,540,251
RESOLUTION 7	1,506	3,640,626,627	99.9742	263	939,696	0.0258	3,641,566,323
RESOLUTION 8	1,637	4,715,606,107	99.8684	143	6,213,144	0.1316	4,721,819,251
RESOLUTION 9	1,421	4,546,610,745	96.3040	356	174,494,106	3.6960	4,721,104,851
RESOLUTION 10	1,561	3,246,222,339	68.7489	221	1,475,627,912	31.2511	4,721,850,251
RESOLUTION 11	1,610	3,638,948,378	77.0697	171	1,082,683,373	22.9303	4,721,631,751
RESOLUTION 12	1,591	2,567,389,513	99.9805	172	501,512	0.0195	2,567,891,025
RESOLUTION 13	1,612	2,567,432,017	99.9899	150	259,008	0.0101	2,567,691,025
RESOLUTION 14	1,615	2,567,454,037	99.9830	148	436,988	0.0170	2,567,891,025
RESOLUTION 15	1,614	1,489,777,510	99.9881	145	177,588	0.0119	1,489,955,098
RESOLUTION 16	1,607	1,489,648,589	99.9794	152	306,509	0.0206	1,489,955,098
RESOLUTION 17	1,622	4,721,184,343	99.9941	153	277,308	0.0059	4,721,461,651
RESOLUTION 18	1,609	2,567,380,916	99.9879	153	310,109	0.0121	2,567,691,025
RESOLUTION 19	1,600	4,721,156,441	99.9915	175	401,810	0.0085	4,721,558,251
RESOLUTION 20	1,627	3,643,658,915	99.9955	145	163,409	0.0045	3,643,822,324

Yours faithfully, For and on behalf of Boardroom Share Registrars Sdn Bhd

Mohamed Sophiee Ahmad Nawawi

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Boardroom Share Registrars Sdn. Bhd. Registration Number: 199601006647 (378993-D) 11th Floor, Menara Symphony, No. 5, Jalan Prof. Khoo Kay Kim, Seksyen 13, 46200 Petaling Jaya, Selangor, Malaysia T: (60) 3 7890 4700, F: (60) 3 7890 4670 www.boardroomlimited.com