



**INVESTORS' RELEASE B31 – 29 March 2010
PT SURYA CITRA MEDIA Tbk.**

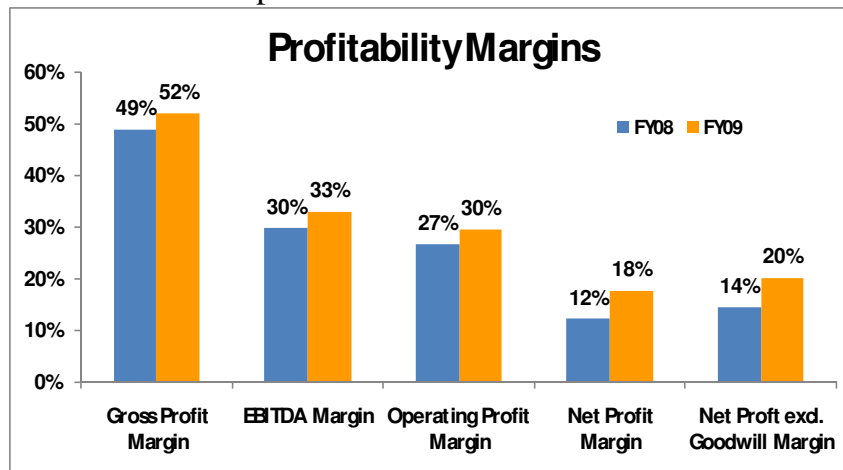
FY2009 RESULTS ANNOUNCEMENT

(All figures are audited and in Rp. bn unless otherwise stated)

PT. Surya Citra Media Tbk (SCM) and its wholly owned subsidiary, Surya Citra Televisi (SCTV), are pleased to announce their FY 2009 results.

Profitability improved in all categories

Management's focus upon managing costs resulted in significant margin improvement in all categories in 2009 as compared to 2008:



Despite consolidated net revenues declining by 6.4% in 2009 from 2008, management successfully maintained or grew 2009 consolidated profitability:

- ✓ Gross Profit was nearly flat in 2009 at Rp. 839.4bn
- ✓ EBITDA increased by 4.6% to Rp. 533.9bn
- ✓ EBIT grew by 4.0% to Rp. 477.5bn
- ✓ Net Profit grew by 37.3% to Rp. 285.5bn
- ✓ Net Profit excluding Goodwill grew by 31.2% to Rp 326.0bn

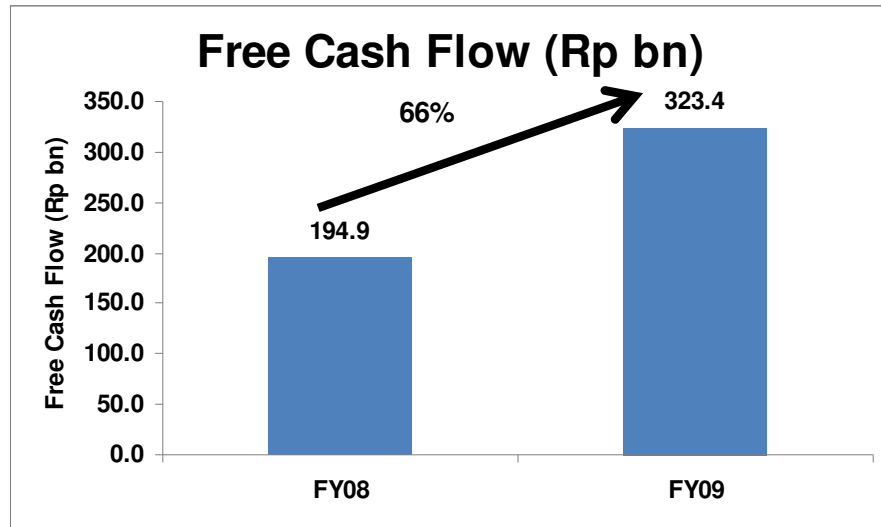
SCM's Earnings per Share with and without Goodwill Amortization is summarized in the table below for 2009 and 2008:

Full Year Earnings per Share (Rp)	FY09		
	FY09	FY08	Difference
including Goodwill	149.8	109.9	36.3%
excluding Goodwill	171.1	131.3	30.3%



2009 Free Cash Flow increased by 66%

Management's strong focus upon minimizing working capital needs and investment resulted in the 2009 Consolidated Free Cash Flow to grow by 66.0% to Rp 323.4bn





PT. SURYA CITRA MEDIA Tbk			
Profit & Loss Statement			
(in Billion of Indonesian Rupiahs)			
	Dec-08	Dec-09	FY09/FY08 % Change
Net Revenue	1,723.9	1,614.4	-6.4%
Programs & Broadcasting Expenses	(881.1)	(775.1)	-12.0%
Gross Profit	842.8	839.4	-0.4%
as % of Net Revenues	48.9%	52.0%	
General & Administrative Expenses	(332.3)	(305.4)	-8.1%
as % of Net Revenues	-19.3%	-18.9%	
EBITDA	510.6	533.9	4.6%
as % of Net Revenues	29.6%	33.1%	
Depreciation & Amortisation Expenses	(51.3)	(56.4)	
EBIT	459.3	477.5	4.0%
as % of Net Revenues	26.6%	29.6%	
Net Interest Expenses	(54.7)	(29.4)	-46.3%
<u>Other Income/(Expenses)</u>			
Miscellaneous	(15.2)	0.9	-105.9%
Amortization of Goodwill	(40.5)	(40.5)	0.0%
Other Income/(Expenses)	(55.7)	(39.6)	-28.9%
EBT	348.9	408.5	17.1%
as % of Net Revenues	20.2%	25.3%	
Tax Expense	(140.9)	(123.1)	
Net Profit After Tax	208.0	285.5	37.3%
as % of Net Revenues	12.1%	17.7%	
NPAT Before Goodwill	248.5	326.0	31.2%
as % of Net Revenues	14.4%	20.2%	

TABLE 2			
PT. SURYA CITRA MEDIA Tbk			
BALANCE SHEETS			
(in Billion of Indonesian Rupiahs)			
	Dec-08	Dec-09	FY09/FY08 Growth (%)
ASSETS			
<u>Current Assets</u>			
Cash and cash equivalents	405.4	483.1	19.2%
Trade receivable	589.9	544.1	-7.8%
Other receivables	7.9	10.2	29.9%
Inventories	180.8	203.7	12.7%
Prepaid expenses and other current assets	28.0	34.4	22.7%
Total Current Assets	1,212.1	1,275.6	5.2%
<u>Non Current Assets</u>			
Fixed Assets - net	394.8	368.6	-6.6%
Investment in property - net	0.0	33.5	
Goodwill	523.3	482.8	-7.7%
Estimated claim for tax refund	0.1	0.0	-81.0%
Deferred tax assets	8.4	14.3	70.6%
Prepaid long term rent	167.6	164.8	-1.7%
Others	15.9	20.2	27.0%
Total Non Current Assets	1,110.2	1,084.2	-2.3%
Total Assets	2,322.3	2,359.8	1.6%
LIABILITIES AND STOCKHOLDERS' EQUITY			
<u>Current Liabilities</u>			
Trade payable	158.5	159.0	0.3%
Other payables	10.2	26.9	163.8%
Accrued expenses	127.9	127.9	0.0%
Taxes Payable	77.8	52.6	-32.4%
Advances from customers	6.4	3.8	-40.1%
Total Current Liabilities	380.7	370.2	-2.8%
<u>Non Current Liabilities</u>			
Bonds	572.3	573.1	0.1%
Estimated liability for employees' benefits	13.3	20.8	57.2%
Total Non Current Liabilities	585.6	594.0	1.4%
Minority interest in net assets of subsidiaries	0.0	0.0	
<u>Stockholders' Equity</u>			
Paid in Capital	475.2	477.7	0.5%
Additional paid in capital	529.5	533.3	0.7%
Treasury Stock	(0.8)	(0.8)	
Share options	24.2	20.4	-15.7%
Retained Earnings	327.8	365.0	11.3%
Total Stockholders' Equity	1,356.0	1,395.7	2.9%
Total Liabilities and Stockholders' Equity	2,322.3	2,359.8	1.6%



Investor Relations contact details:

Indra Christanto
Investor Relations, SCM
e-mail: indra.christanto@scm.co.id
Phone: (021) 2793-5599
Fax : (021) 2793-5598
www.scm.co.id

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