



**INVESTORS' RELEASE B32 – 04 May 2010  
PT SURYA CITRA MEDIA Tbk.**

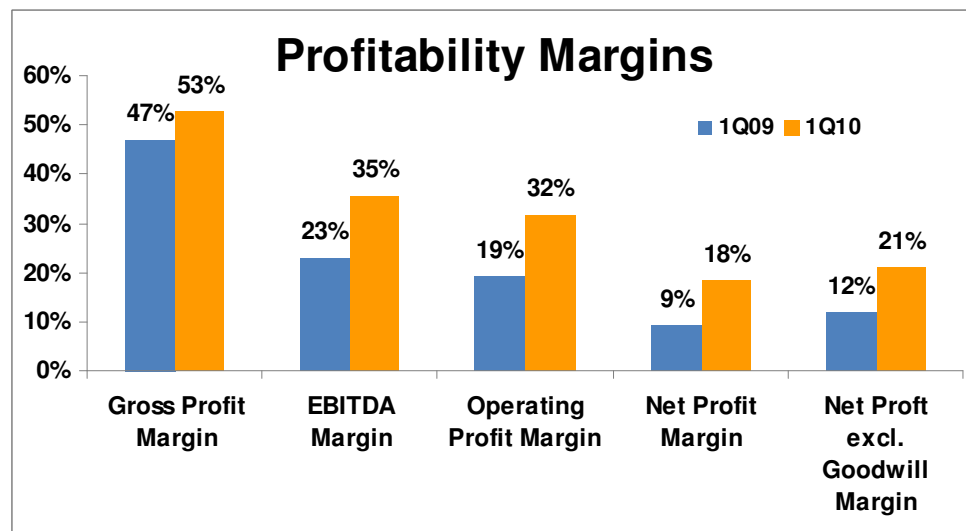
**1Q2010 RESULTS ANNOUNCEMENT**

(All figures are unaudited 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 1Q 2010 results.

**Strong Revenue and Profitability Growth**

Q1 2010 revenues totaled Rp. 380.1bn a 5.1% growth over Q1 2009. Management's focus upon managing costs resulted in significant margin improvement in all categories in 2010 as compared to 2009:



- ✓ Gross Profit grew by 18.0% to Rp. 200.5bn
- ✓ EBITDA increased by 62.0% to Rp. 134.5bn
- ✓ EBIT grew by 75.1% to Rp. 120.0bn
- ✓ Net Profit grew by 114.5% to Rp. 70.2bn
- ✓ Net Profit excluding Goodwill grew by 87.4% to Rp 80.4bn

As at end of March 2010, the Company had a cash position of Rp. 610.9bn, a 4.9% growth compared to the end of March 2009.



## Audience Share

SCTV's Q1 2010 all time audience share performance was strong achieving a 15.4 share which was just 0.6 lower than the top rated channel and 0.5 lower than SCTV's 2009 shares, as shown in the below table.

All Time - All Demographics 5+			
	2009	Q1 2010	Change
<b>SCTV</b>	16.0	15.4	(0.5)
<b>RCTI</b>	17.4	16.0	(1.4)
<b>IVM</b>	13.9	10.9	(3.0)
<b>TRANS</b>	14.6	13.2	(1.4)
<b>TPI</b>	8.9	11.0	2.1
<b>ANTV</b>	5.8	7.7	2.0
<b>TRANS7</b>	8.7	10.2	1.5
<b>TVONE</b>	5.3	4.8	(0.4)
<b>GTV</b>	6.4	7.3	0.9
<b>METRO</b>	2.2	2.6	0.4
<b>Others</b>	0.9	0.9	0.0
<b>Total</b>	100.0	100.0	(0.0)



<b>Table 1</b>			
<b>PT. SURYA CITRA MEDIA Tbk</b>			
<b>Profit &amp; Loss Statement</b>			
<b>(in Billion of Indonesian Rupiahs)</b>			
	<b>Q1 2009</b>	<b>Q1 2010</b>	<b>Q1 '10/Q1 '09 % Change</b>
Net Revenue	<b>361.6</b>	<b>380.1</b>	<b>5.1%</b>
Programs & Broadcasting Expenses	<b>(191.6)</b>	<b>(179.6)</b>	<b>-6.3%</b>
Gross Profit	<b>170.0</b>	<b>200.5</b>	<b>18.0%</b>
as % of Net Revenues	47.0%	52.8%	
General & Administrative Expenses	<b>(86.9)</b>	<b>(66.0)</b>	<b>-24.1%</b>
as % of Net Revenues	-24.0%	-17.4%	
EBITDA	<b>83.1</b>	<b>134.5</b>	<b>62.0%</b>
as % of Net Revenues	23.0%	35.4%	
Depreciation & Amortisation Expenses	<b>(14.5)</b>	<b>(14.6)</b>	
EBIT	<b>68.5</b>	<b>120.0</b>	<b>75.1%</b>
as % of Net Revenues	18.9%	31.6%	
Net Interest Expenses	<b>(5.2)</b>	<b>(8.0)</b>	<b>54.7%</b>
<u>Other Income/(Expenses)</u>			
Miscellaneous	0.0	<b>(5.5)</b>	<b>-69962.1%</b>
Amortization of Goodwill	<b>(10.1)</b>	<b>(10.1)</b>	<b>0.0%</b>
Other Income/(Expenses)	<b>(10.1)</b>	<b>(15.6)</b>	<b>54.4%</b>
EBT	<b>53.2</b>	<b>96.4</b>	<b>81.0%</b>
as % of Net Revenues	14.7%	25.3%	
Tax Expense	<b>(20.5)</b>	<b>(26.1)</b>	
Net Profit After Tax	<b>32.8</b>	<b>70.2</b>	<b>114.5%</b>
as % of Net Revenues	9.1%	18.5%	
NPAT Before Goodwill	42.9	80.4	<b>87.4%</b>
as % of Net Revenues	11.9%	21.1%	

<b>TABLE 2</b>			
<b>PT. SURYA CITRA MEDIA Tbk</b>			
<b>BALANCE SHEETS</b>			
<b>(in Billion of Indonesian Rupiahs)</b>			
	<b>Mar-09</b>	<b>Mar-10</b>	<b>1Q10/1Q09 Growth (%)</b>
<b>ASSETS</b>			
<u>Current Assets</u>			
Cash and cash equivalents	582.5	610.9	4.9%
Trade receivable	448.0	476.7	6.4%
Other receivables	10.7	14.1	32.3%
Inventories	202.6	195.9	-3.3%
Prepaid expenses and other current assets	37.5	43.6	16.3%
<b>Total Current Assets</b>	<b>1,281.2</b>	<b>1,341.2</b>	<b>4.7%</b>
<u>Non Current Assets</u>			
Fixed Assets - net	388.9	355.3	-8.7%
Investment in property - net	0.0	33.4	
Goodwill	513.2	472.7	-7.9%
Estimated claim for tax refund	0.1	5.6	3912.7%
Deferred tax assets	9.5	11.2	17.8%
Prepaid long term rent	171.9	164.0	-4.6%
Others	15.5	20.1	29.8%
<b>Total Non Current Assets</b>	<b>1,099.1</b>	<b>1,062.1</b>	<b>-3.4%</b>
<b>Total Assets</b>	<b>2,380.3</b>	<b>2,403.3</b>	<b>1.0%</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>			
<u>Current Liabilities</u>			
Trade payable	210.1	178.0	-15.3%
Other payables	11.6	25.0	116.3%
Accrued expenses	103.6	81.9	-21.0%
Taxes Payable	68.0	53.1	-22.0%
Advance payment	0.9	0.6	-31.1%
Advances from customers	9.0	3.3	-63.5%
<b>Total Current Liabilities</b>	<b>403.2</b>	<b>341.8</b>	<b>-15.2%</b>
<u>Non Current Liabilities</u>			
Bonds	572.5	573.3	0.1%
Estimated liability for employees' benefits	14.4	22.3	55.0%
Subscriber's Deposit	1.5	0.0	-100.0%
<b>Total Non Current Liabilities</b>	<b>588.4</b>	<b>595.6</b>	<b>1.2%</b>
Minority interest in net assets of subsidiaries	0.0	0.0	N/A
<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)	0.0%
Share options	24.2	20.4	-15.7%
Retained Earnings	360.6	435.2	20.7%
<b>Total Stockholders' Equity</b>	<b>1,388.7</b>	<b>1,465.9</b>	<b>5.6%</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>2,380.3</b>	<b>2,403.3</b>	<b>1.0%</b>



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