



## INVESTORS' RELEASE B33 – August 4<sup>th</sup> 2010 PT SURYA CITRA MEDIA Tbk.

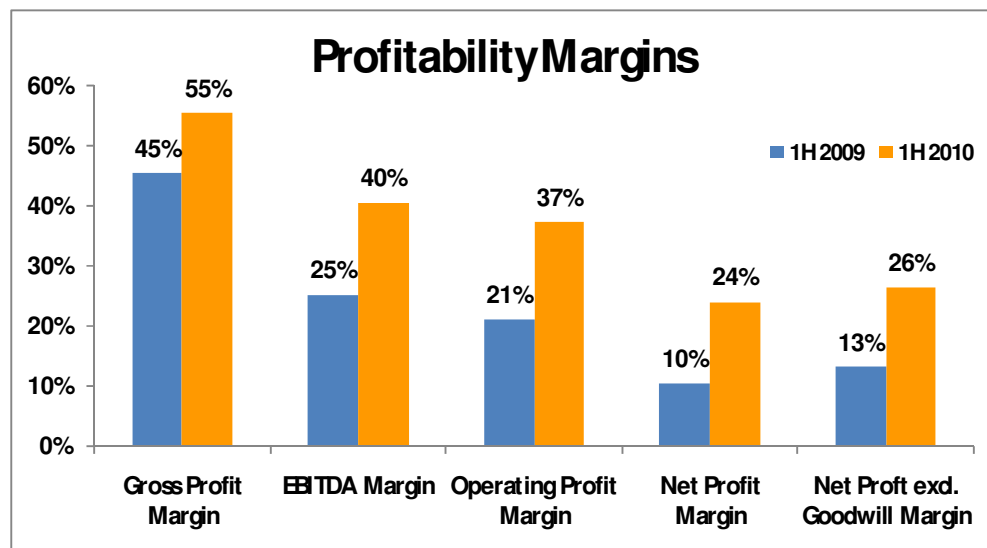
### 1H 2010 RESULTS ANNOUNCEMENT

(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 1H 2010 results.

#### *Strong revenue growth and stringent cost controls led to improved profitability*

SCM's 1H 2010 revenues totaled Rp. 879.3bn, increasing by 23.5% over 1H 2009. Strong growth in advertising expenditure during the six month period contributed to the improved revenue growth and together with management's focus on cost controls, profitability margins grew substantially in the 1H 2010 as shown below:



- ✓ Gross Profit grew by 50.7% to Rp. 486.5bn
- ✓ EBITDA grew by 98.4% to Rp. 355.3bn
- ✓ EBIT increased by 118.5% to Rp. 326.5bn
- ✓ Net Profit grew by 189.2% to Rp. 210.4bn
- ✓ Net Profit excluding Goodwill grew by 148.0% to Rp 230.7bn

As at end of June 2010, the Company had a cash position of Rp. 754.3bn. Outstanding debt at 30 June 2010 was Rp. 573.5bn.



### ***15.5% dividend yield***

At SCM's Annual General Meeting (AGM) on 25<sup>th</sup> May 2010, SCM declared a dividend of Rp. 170/share. Based on SCM's closing stock price of Rp 1,100 the day before the AGM (24<sup>th</sup> May 2010), SCM delivered a 15.5% dividend yield.

The SCM dividend was paid on 5<sup>th</sup> July 2010.

### ***SCTV maintains it's audience share position at #2***

SCTV's 1H 2010 all time – all demographics 5+ audience share was 15.2, the second highest in the industry, as shown below:

<b>All Time - All Demographics 5+</b>			
	<b>2009</b>	<b>1H 2010</b>	<b>Change</b>
<b>RCTI</b>	17.4	16.6	(0.8)
<b>SCTV</b>	16.0	15.2	(0.8)
<b>TRANS</b>	14.6	12.9	(1.8)
<b>TPI</b>	8.9	11.5	2.5
<b>INDOSIAR</b>	13.9	10.5	(3.4)
<b>TRANS7</b>	8.7	10.3	1.6
<b>ANTV</b>	5.8	7.7	1.9
<b>GTV</b>	6.4	7.4	1.1
<b>TVONE</b>	5.3	4.8	(0.5)
<b>METRO</b>	2.2	2.4	0.3
<b>TVRI1</b>	0.7	0.6	(0.1)
<b>LOKAL TV</b>	0.2	0.3	0.0
<b>Total</b>	100.0	100.0	0.0

Source: AGB Nielsen

### ***Share issuance during 1H 2010***

As a part of Company's Employee Share Option Plan, a total of 10,577,650 warrants were converted into new additional shares during the period from May 14<sup>th</sup> to June 25<sup>th</sup> 2010. As a result, the total number of SCM shares outstanding as at 30 June 2010 increased to 1,921,556,030.



<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>Jun-09</b>	<b>Jun-10</b>	<b>1H10/1H09 % Change</b>
Net Revenue	<b>712.2</b>	<b>879.3</b>	<b>23.5%</b>
Programs & Broadcasting Expenses	<b>(389.3)</b>	<b>(392.7)</b>	<b>0.9%</b>
Gross Profit	<b>322.9</b>	<b>486.5</b>	<b>50.7%</b>
as % of Net Revenues	45.3%	55.3%	
General & Administrative Expenses	<b>(143.8)</b>	<b>(131.2)</b>	<b>-8.8%</b>
as % of Net Revenues	-20.2%	-14.9%	
EBITDA	<b>179.1</b>	<b>355.3</b>	<b>98.4%</b>
as % of Net Revenues	25.1%	40.4%	
Depreciation & Amortisation Expenses	<b>(29.7)</b>	<b>(28.8)</b>	
EBIT	<b>149.4</b>	<b>326.5</b>	<b>118.5%</b>
as % of Net Revenues	21.0%	37.1%	
Net Interest Expenses	<b>(11.1)</b>	<b>(13.5)</b>	<b>21.2%</b>
<u>Other Income/(Expenses)</u>			
Miscellaneous	<b>(2.5)</b>	<b>(5.9)</b>	<b>130.7%</b>
Amortization of Goodwill	<b>(20.3)</b>	<b>(20.3)</b>	<b>0.0%</b>
Other Income/(Expenses)	<b>(22.8)</b>	<b>(26.1)</b>	<b>14.5%</b>
EBT	<b>115.5</b>	<b>286.9</b>	<b>148.4%</b>
as % of Net Revenues	16.2%	32.6%	
Tax Expense	<b>(42.7)</b>	<b>(76.5)</b>	
Net Profit After Tax	<b>72.8</b>	<b>210.4</b>	<b>189.2%</b>
as % of Net Revenues	10.2%	23.9%	
NPAT Before Goodwill	93.0	230.7	<b>148.0%</b>
as % of Net Revenues	13.1%	26.2%	

<b>TABLE 2</b>			
<b>PT. SURYA CITRA MEDIA Tbk</b>			
<b>BALANCE SHEETS</b>			
<b>(in Billion of Indonesian Rupiahs)</b>			
	<b>Jun-09</b>	<b>Jun-10</b>	<b>1H10/1H09 Growth (%)</b>
<b>ASSETS</b>			
<u>Current Assets</u>			
Cash and cash equivalents	656.8	754.3	14.8%
Trade receivable	388.8	516.4	32.8%
Other receivables	12.8	13.7	6.8%
Inventories	205.8	192.6	-6.4%
Prepaid expenses and other current assets	50.4	53.4	6.0%
<b>Total Current Assets</b>	<b>1,314.7</b>	<b>1,530.5</b>	<b>16.4%</b>
<u>Non Current Assets</u>			
Fixed Assets - net	421.0	341.5	-18.9%
Investment in property - net	0.0	33.3	N/M
Goodwill	503.1	462.6	-8.1%
Estimated claim for tax refund	0.0	0.0	-11.0%
Deferred tax assets	10.7	14.6	37.1%
Prepaid long term rent	174.8	163.3	-6.6%
Others	21.4	19.7	-8.1%
<b>Total Non Current Assets</b>	<b>1,131.0</b>	<b>1,035.0</b>	<b>-8.5%</b>
<b>Total Assets</b>	<b>2,445.7</b>	<b>2,565.4</b>	<b>4.9%</b>
<b>LIABILITIES AND STOCKHOLDERS' EQUITY</b>			
<u>Current Liabilities</u>			
Trade payable	195.0	163.6	-16.1%
Other payables	307.5	342.9	11.5%
Accrued expenses	123.5	120.1	-2.8%
Taxes Payable	30.7	53.9	75.7%
Advances from customers	23.0	5.6	-75.7%
<b>Total Current Liabilities</b>	<b>679.7</b>	<b>686.1</b>	<b>0.9%</b>
<u>Non Current Liabilities</u>			
Bonds	572.7	573.5	0.1%
Estimated liability for employees' benefits	9.1	23.7	160.7%
Subscriber's Deposit	1.1	0.0	-100.0%
<b>Total Non Current Liabilities</b>	<b>582.9</b>	<b>597.2</b>	<b>2.4%</b>
Minority interest in net assets of subsidiaries	0.0	0.0	
<u>Stockholders' Equity</u>			
Paid in Capital	477.7	480.4	0.6%
Additional paid in capital	533.3	538.1	0.9%
Treasury Stock	(0.8)	(0.8)	0.0%
Share options	20.4	15.6	-23.5%
Retained Earnings	152.3	248.8	63.3%
<b>Total Stockholders' Equity</b>	<b>1,183.0</b>	<b>1,282.1</b>	<b>8.4%</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>2,445.7</b>	<b>2,565.4</b>	<b>4.9%</b>



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