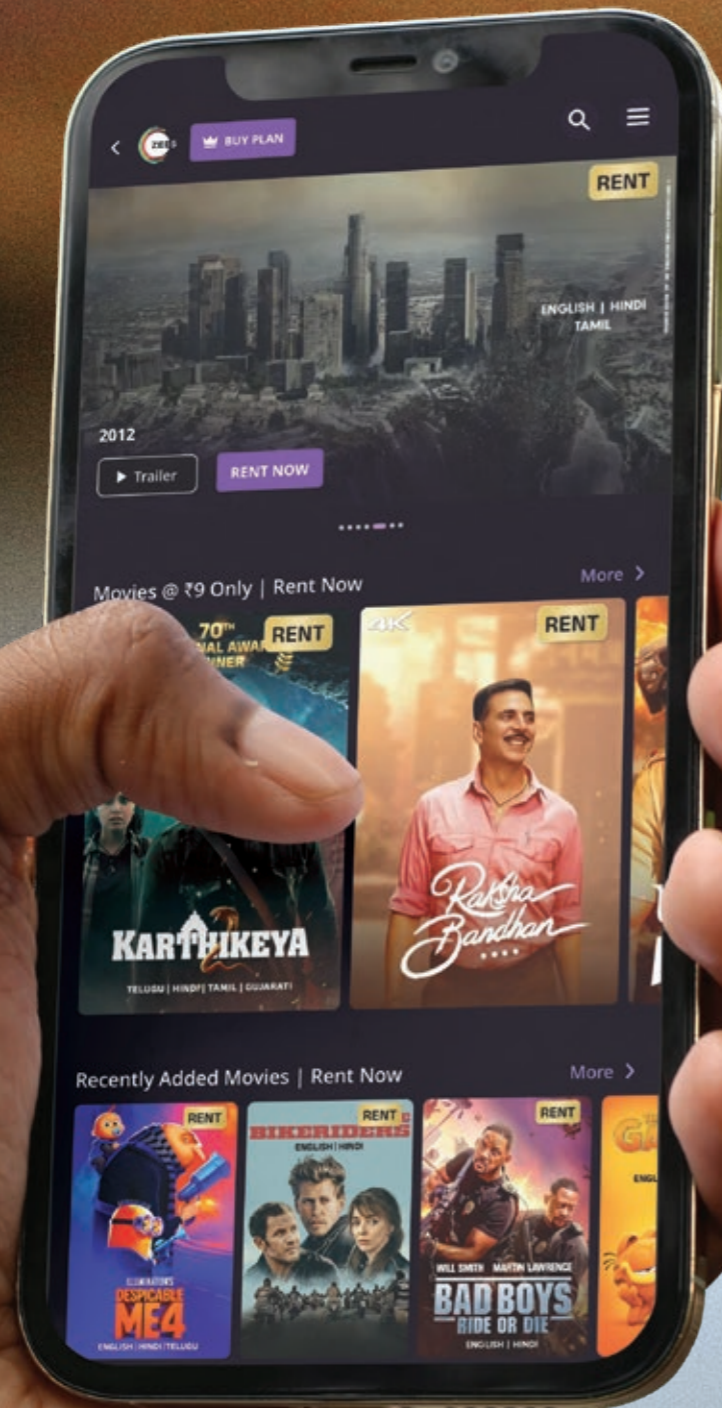


A TURNING POINT

We are living in a fast-changing media world. As we passionately usher in the next-gen entertainment for our viewers, we remain committed to our trifecta of optimism, resilience and financial prudence.



Optimism

To deliver superior media experience through a vast content library and deep insights into consumer behavior. Our Technology & Innovation Centre (TIC) has now integrated high-ROI AI capabilities across all platforms. This upgrade promises increased revenue, enhanced viewer satisfaction and added value for advertisers in the coming quarters.



Resilience

To anticipate, hear, understand and meet needs of our viewers, employees and shareholders. To keep running behind our big audacious goals even during times of uncertainty. To always be able to keep our customers first and identify and resolve problems which have a high impact on business by providing innovative solutions and ensuring implementation with excellent execution.



Financial prudence

We work with a singular objective—to deliver sustainable shareholder value through market-beating performance and to drive societal change through our stories. With eyes on performance management, we are now implementing measures focused on accelerating growth and enhancing profitability.