



Nation Media Group
Media of Africa for Africa

INVESTOR BRIEFING
2021 HALF YEAR PERFORMANCE

WEDNESDAY 25TH AUGUST 2021





Agenda

- 1. Introduction**
- 2. NMG Strategic Objective**
- 3. Digital Transformation Journey**
- 4. Financial Performance**
- 5. Questions/ Answers**

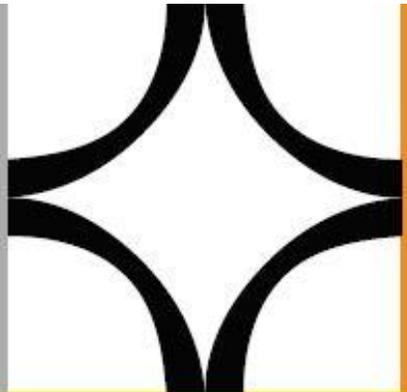


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→ nation.africa/subscribe



we are



NATION

Empower Africa.



nation.africa

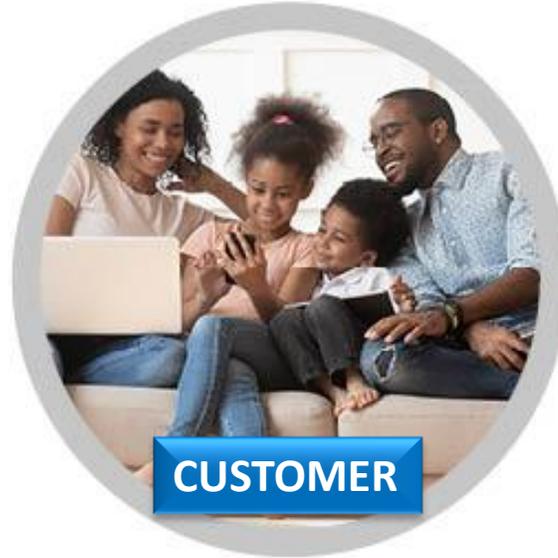
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Empower Africa.

Strategic Objective



GROW CONTENT BUSINESS

- Creating diverse streams of relevant content
- Strengthen the bond with our audiences through quality, credible & trusted content
- Invest in our capacity (people, technology) to generate quality content



CREATING NEW VALUE

- Invest in new ventures that complement/ link to the content business
- Develop new ways of providing solutions to our audience needs



Living Our Values

- Embed our values to drive enhanced performance (Consumer Focus, Continuous improvement and innovation, Drive for performance, Working as a team, Integrity and Trust)



Innovation

- Challenge old habits (status quo) and ways of doing things
- Take and allow time for creativity
- Being relevant in the future



Digital

- Mobile first operations
- Leverage on our digital assets to engage and acquire audiences
- Monetisation of audiences

Grow current business & build a strong digital foundation for a sustainable future



Our Transformation Agenda

- New Business Model: Advertiser and Reader revenue
- Development of an Africa-wide digital brand
- An agile and responsive organisation structure + Talent & Skillset
- Innovation, Partnerships, Mergers & Acquisitions
- The “New Nation Journalist”: Changing skills and attitudes
- Print media: Continuously re-invent for commercial viability
- Increasing the voice of the youth in Nation platforms
- Video and Audio: growth & monetisation
- Cost optimisation
- Financial sustainability

New Business Model : Audience acquisition, Engagement and Monetisation

- Acquiring and owning the new digital audiences
- Investment in tools for engagement: Newsletters, Emails, Comments, Events
- Monetisable products for local and diaspora markets
- Focus on verticals to drive audience aggregation and monetisation including Health, Agriculture, Education, Tech, Parenting

Focus on a definite and addressable audience

Development of an Africa-wide digital brand

we are

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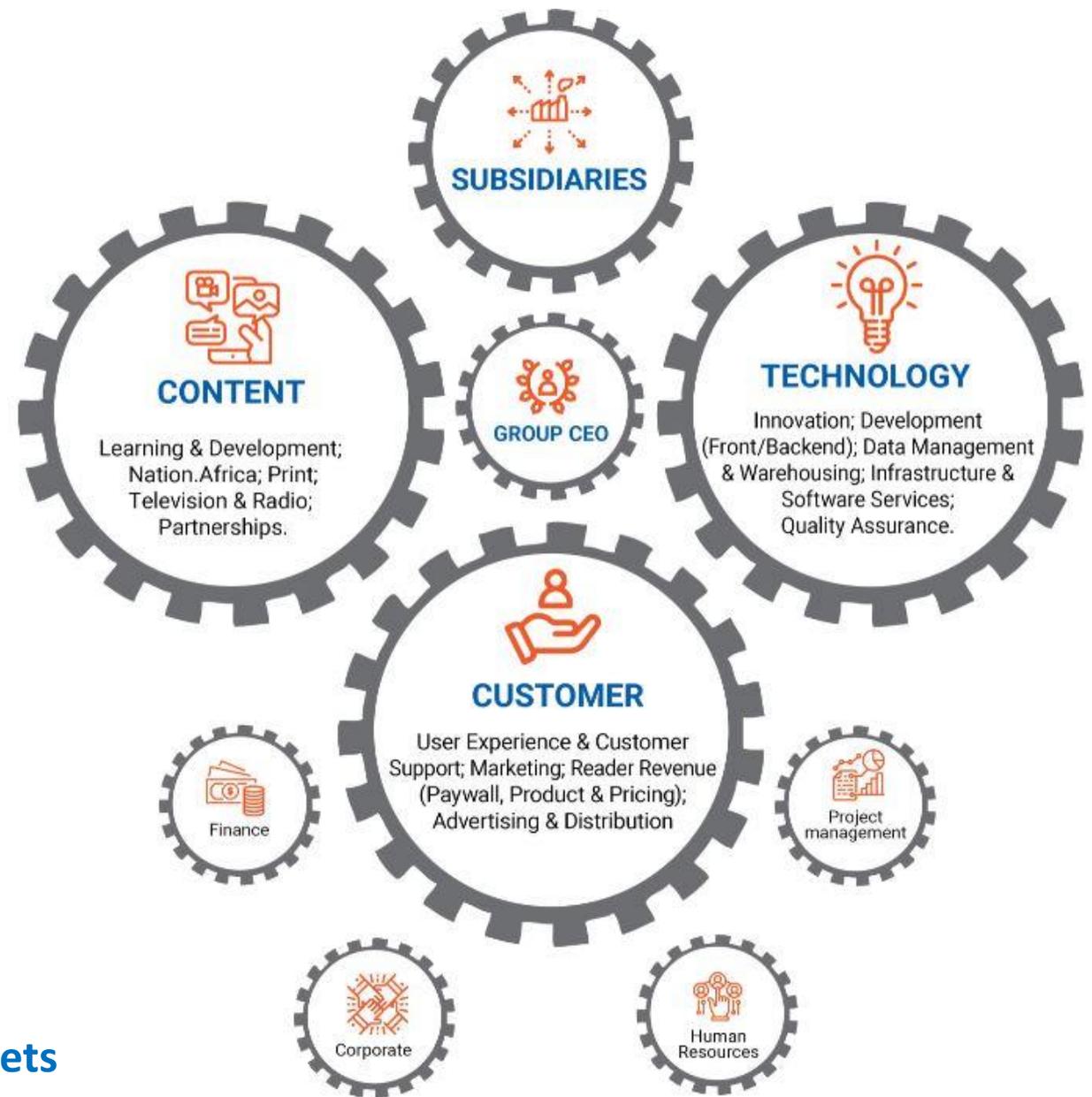
nation.africa

- Rolled out our digital brand – Nation.Africa
- Invested in resources and infrastructure to drive scale
- Carefully curated news and information

An agile and responsive organisation structure

Content, customer service and effective deployment of technology

A digitally savvy human resource: talent & skillsets



THOUGHT LEADERSHIP



NATION LEADERSHIP FORUM

Best in Africa
GLOBAL MEDIA AWARDS 2021

UNIVERSAL HEALTH COVERAGE: ACCESS FOR ALL

H.E. Prof. Anyang' Nyong'o
Governor
County Government of Kisumu

PANELIST

Dr. Mercy M. Mwangangi
Chief Administrative Secretary
Ministry of Health

PANELIST

Dr. Peter Kamunyo
Chief Executive Officer
NHIF

PANELIST

Dr. Githinji Gitahi, MBS
Group Chief Executive Officer
Amref Health Africa

PANELIST

Dr. Kanyenje Gakombe
Chairman
Kenya Healthcare Federation

PANELIST

Smriti Vidyarthi
Senior News Anchor &
Special Assignments Editor
NTV

MODERATOR

19th August, 2021 Join us this Thursday Live on NTV @ 7.30 p.m. as we discuss:

- Implementation of UHC
- Role of Health Industry Players
- NHIF Amendment Bill 2021

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Partnership with:

@NMGLeadershipForum | www.NationLeadershipForum.com | Nation Leadership Forum

COVID-19 & THE ECONOMY || #NMGLeadershipForum

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COVID-19 AND THE ECONOMY



Corporate Social Responsibility

- Environment
- Education
- Community Support



WORLD ATHLETICS U20 CHAMPIONSHIPS
NAIROBI 21
CLOSING CEREMONY
 ntv **LIVE** 7:30PM
 22:08:2021

GOTV Channel 91 | DStv Channel 271 | StarTimes Channel 106 | zuku Channel 13 | The SIGnet Available on Siget | ADN Available NTV1
<https://ntv.nation.co.ke/live>

ntv turning on your world
 @NtvKenya

Attitude.

SUNDAY 10:00PM

GOTV Channel 91 | DStv Channel 271 | StarTimes Channel 106 | zuku Channel 13 | The SIGnet Available on Siget

THE GAME PLAN

NATIONFM 96.3^{FM} WHERE GOOD MUSIC LIVES
 SATURDAYS 3PM

ntv turning on your world
 MONDAYS 10PM

96.3 | 101.5 | 102.1 | 102.7 | 97.7 | 104.9 | 95.9

GOTV Channel 91 | DStv Channel 271 | StarTimes Channel 106 | zuku Channel 13 | The SIGnet Available on Siget | ADN Available NTV1

ntv turning on your world
 @ntvkenya

KIGODA CHAKO

MARTHA KARUA
 KINARA, NARC-K

MADA: SAFARI YA UCHAGUZI MKUU **7PM**
 JUMATATU 23:08:2021

#WADR

Mental Health & Illness

MINDING OUR MINDS AND MAKING SENSE OF THIS MONUMENTAL CONCERN

DR. CHITRAYI MWARUBALA
 PRESIDENT - KENYA PSYCHIATRIC ASSOC.

SYLVIA KASIRIRA
 NOM. SENATOR - MACHAKOS

MARABUL MOHAMMED
 LOISE MACHARIA
 MENTAL HEALTH ADVOCATE

TED JOSIAH
 RECORD LABEL CEO, ENTREPRENEUR

WITH ALL DUE RESPECT
 With James Smart

ntv turning on your world
 TUE. 27TH JULY 9:00PM

ntv WEEKEND EDITION
 WITH DENNIS OKARI

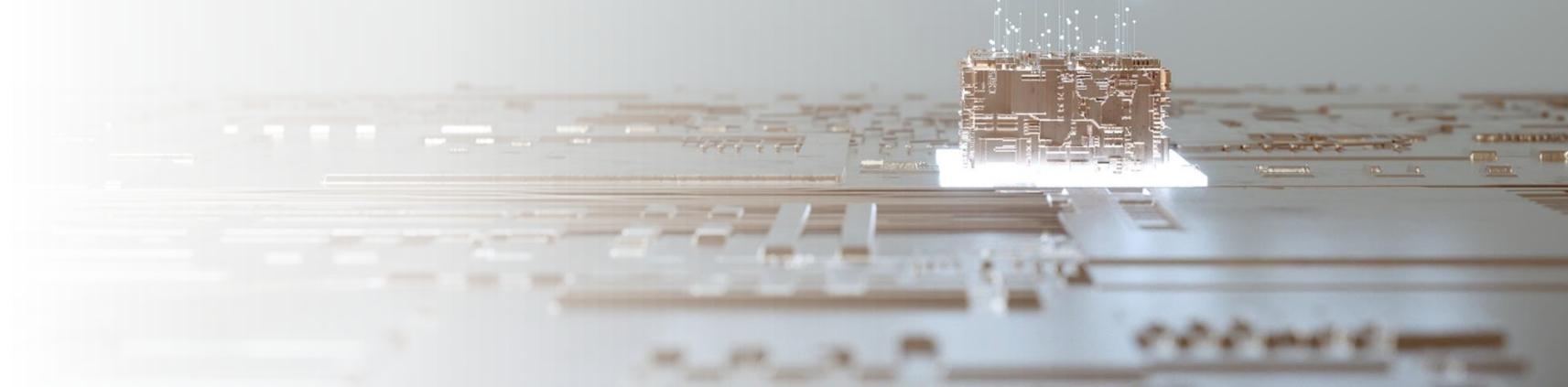
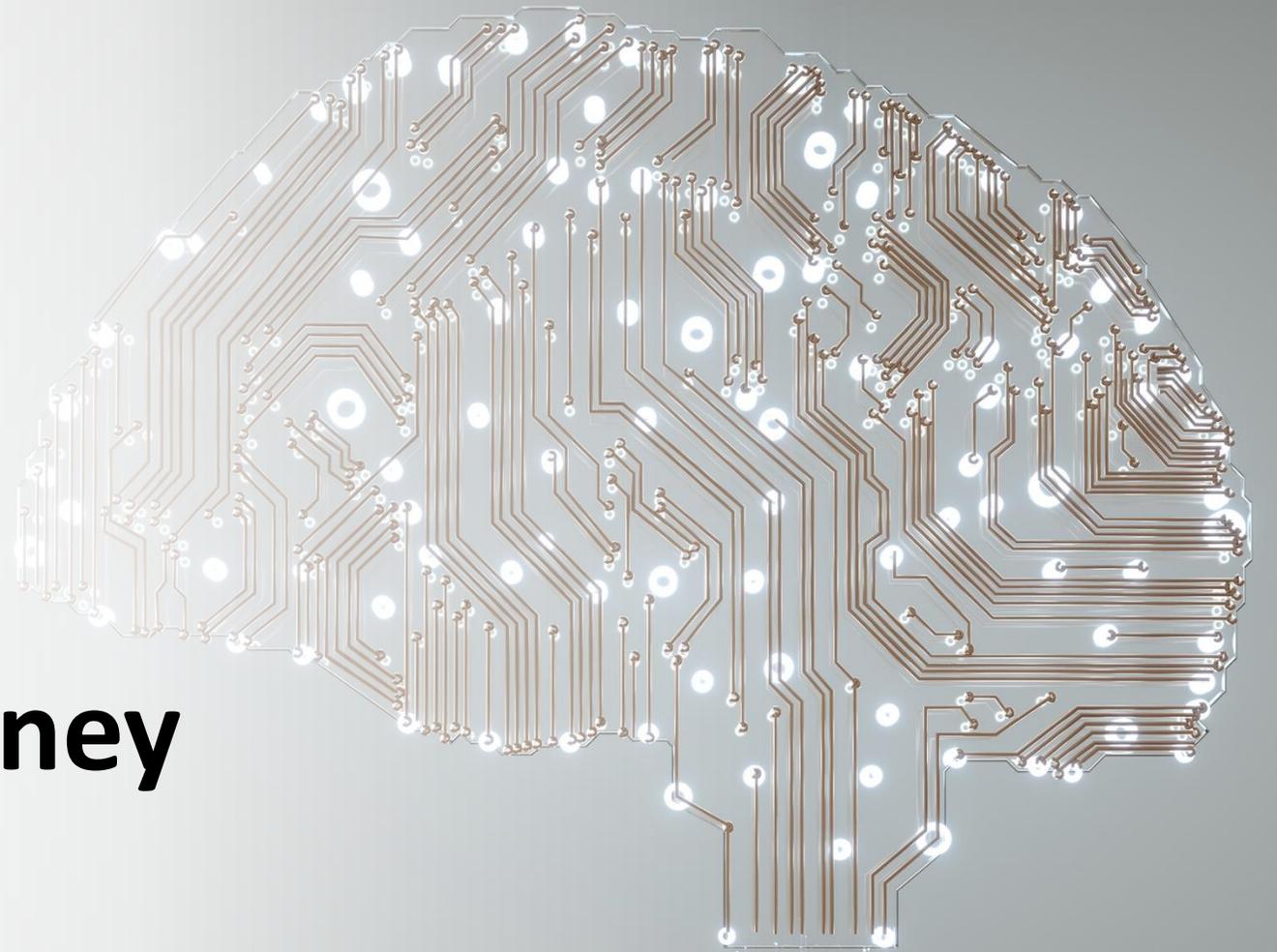
Dr. Willis Akhwale
 Chair, COVID-19 Vaccine Deployment Taskforce

Dr. Githinji Gitahi
 Group CEO, AMREF Health Africa

#ShotOfHope NTV Virtual Town Hall on Kenya's Vaccination exercise

Send questions via WhatsApp to 0112 001 644
 Sunday, 4th April 2021 | 9:00pm

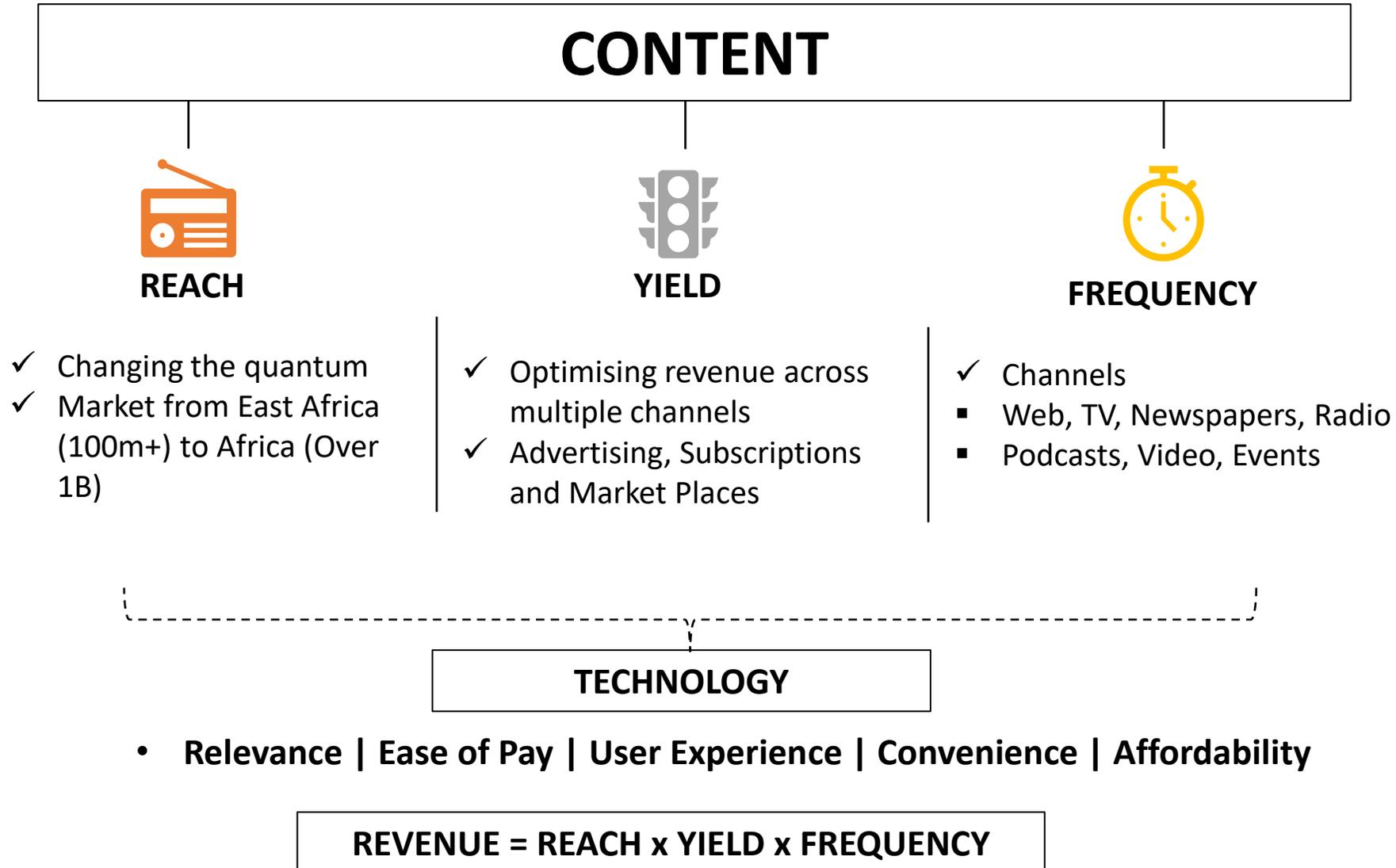
Our Digital Transformation Journey

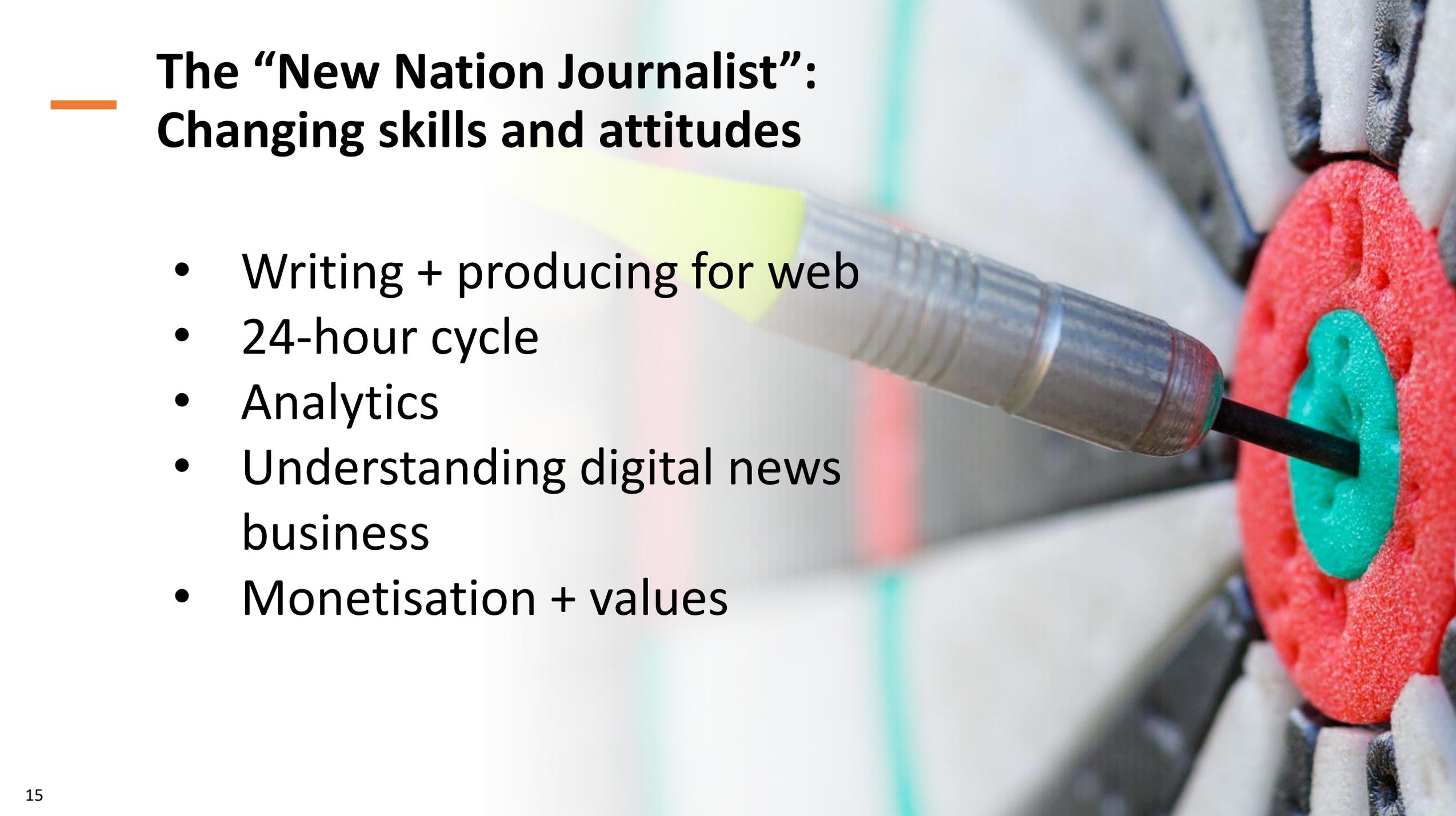


— Global Media Trends

- Trust in news up
- Paying audiences up
- Big brands do better
- Disinformation major concern

Taking Nation to Africa





The “New Nation Journalist”: Changing skills and attitudes

- Writing + producing for web
- 24-hour cycle
- Analytics
- Understanding digital news business
- Monetisation + values

Print media: Continuously re-invent for commercial viability



Redesigned our print products



Continuously improve product offering



Key partnerships to improve/ grow content



Investment in processes of writing and editing



Investment in data journalism

Increasing the voice of the youth in Nation platforms



Television and Video: Revenue headroom; video monetisation

- Create daily short form video to drive engagement and monetisable traffic.
- Co-create Advertiser Video on Demand
- Curate TV Archive for Nation.Africa
- Reposition the TV/Video business to meet the needs of younger audiences



Nation.Africa Milestones

Launched Digital brand and Africa portal, *Nation.Africa*.

Strategy to drive and measure user acquisition and tools to engage them.

Youth strategy to build audience funnel.

Launched Paywall

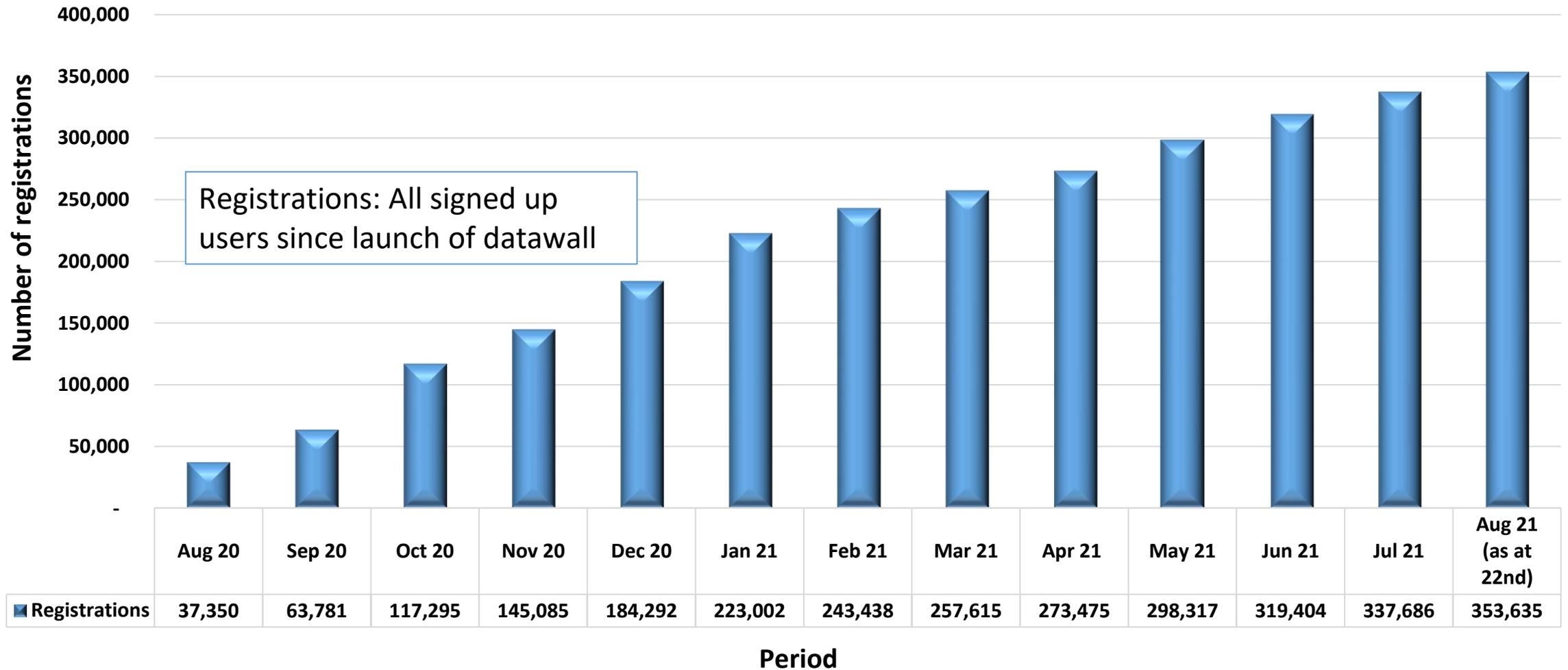
Mobile newsroom to frontline digital journalism.

Capacity building: Skillset mapping, training and culture change

Launched podcasts to expand audio channels.

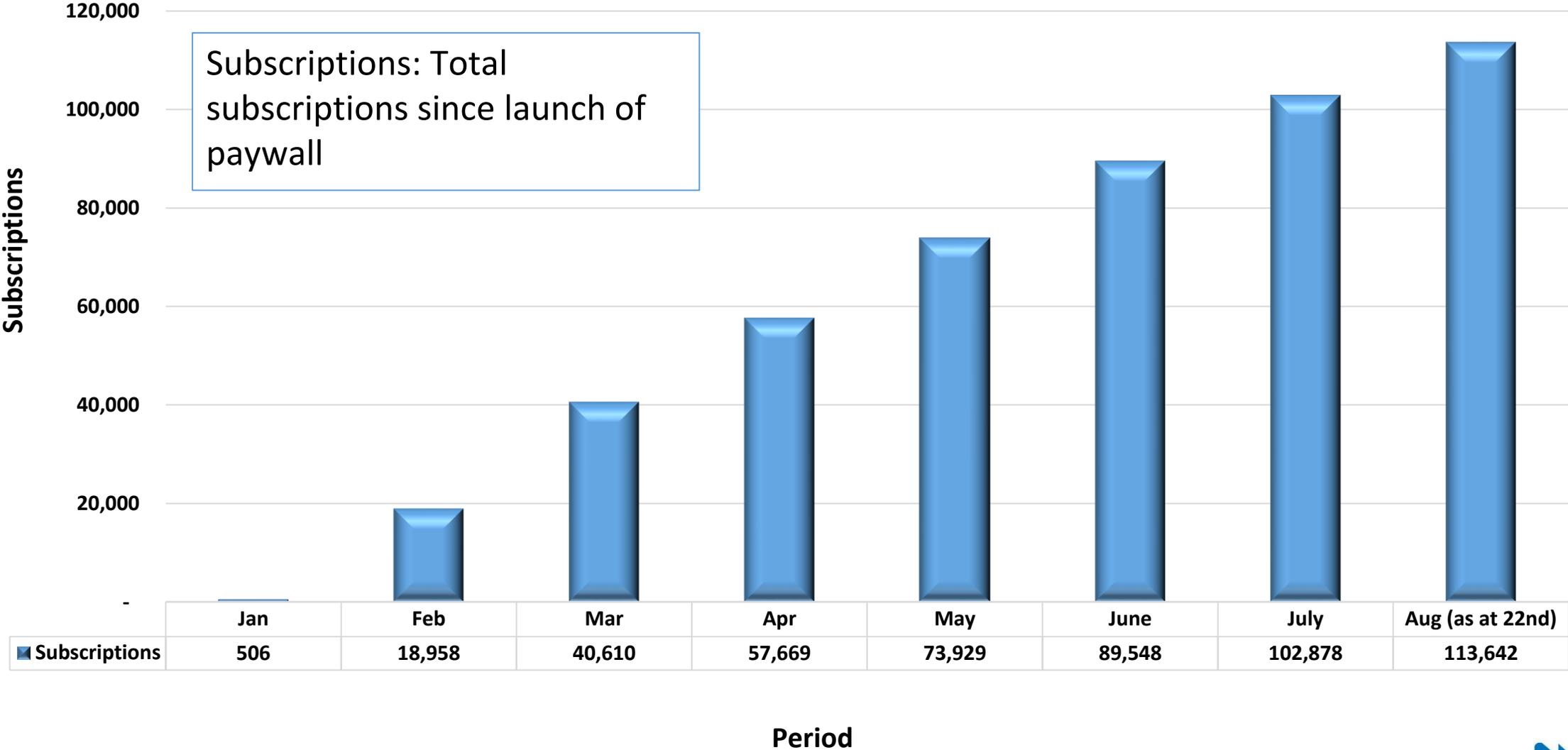
Premium events
(Nation Digital Summits)

Nation.Africa: Registrations Trend (As at 22nd Aug 2021)



Target: 500,000 registrations by end of December 2021

Nation.Africa Subscriptions Trend (As at 22nd Aug 2021)





NATION

→ Puzzles

REGISTER and Start Playing Today!
nation.africa/puzzles

Can't get enough of the games?

If you are done with this one then
there's more online.

Get started at
www.nation.africa/kenya/puzzles

Nation Puzzles



THE RISE.

Catch The rise, the fall and the attempt at resurrection of **SportPesa** on **Nation Audio**. Register today and get to learn that it wasn't just a change in the city, there was a plan in place.. Press play to listen.

nation.africa/audio

REGISTER, Listen and Get Empowered.

Scan To Register



NATION

→ Audio



#HearingIsBelieving

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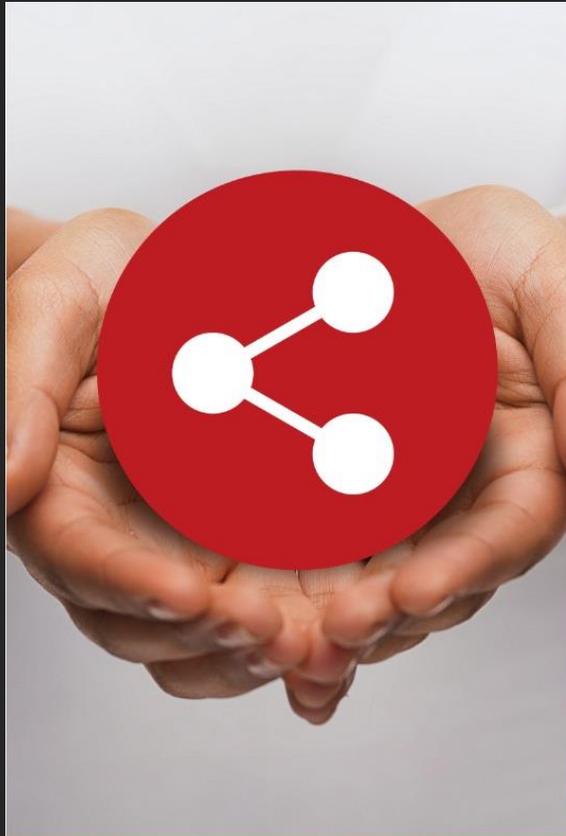


NATION 
→ Audio



CASE ZERO: EPISODE TWO - TWISTED GENIUS
The life of the man Bogonko

Duration: 32:37 Minutes



GIVE THEM A GIFT OF THE TRUTH.

Empower your network of friends with The Truth by sharing the sign-up link and get a 10% discount in your next subscription.



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Media of Africa for Africa



GIVE THEM A GIFT OF THE TRUTH.

Every time you share a sign up link with 3 friends and they subscribe you get a 10% discount and they get to join the source of truth. Share so that they can enjoy the benefits.

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www.nationmedia.com

Nation.Africa

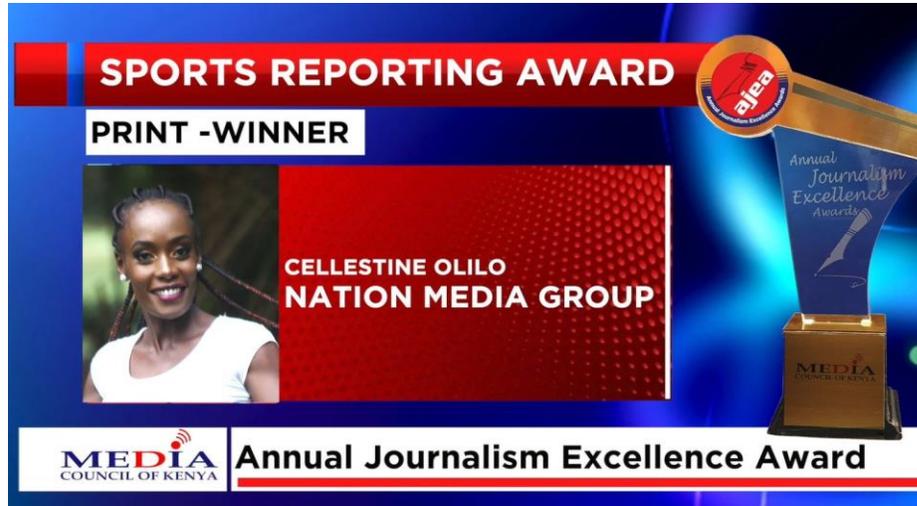
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Promoting excellence



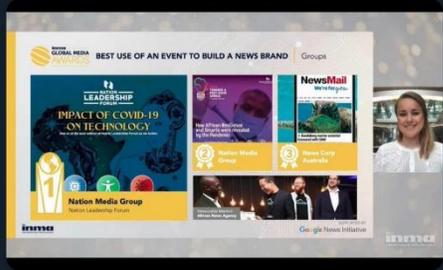


- Nation.Africa won two International Forum (iF) Design Awards, for:
 - ✓ The design system and
 - ✓ The brand campaign video



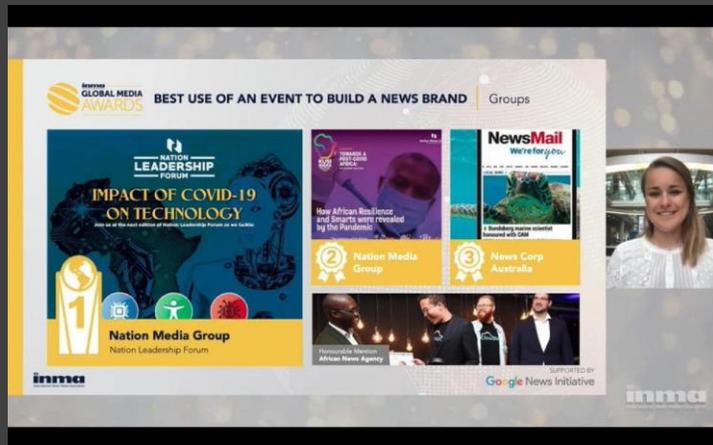
INMA
@INMAorg

First place in Best Use of an Event to Build a News Brand, Groups, goes to @NationMediaGrp for "Nation Leadership Forum" ow.ly/MHZa50F283h #GMA2021 #INMA2021



INMA
@INMAorg

The Global Media Awards Best in Africa regional winner @NationMediaGrp for "Nation Leadership Forum." #GMA2021 #INMA2021 ow.ly/DnXB50F2cBs





Financial Performance



Performance Highlights H1 2021



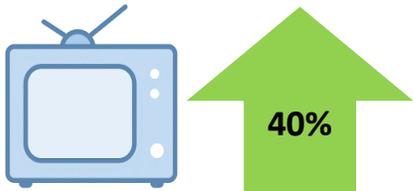
Print advertising
revenue recovery



Online advertising
revenue growth



Operating costs;
increased efficiencies



Television
revenue

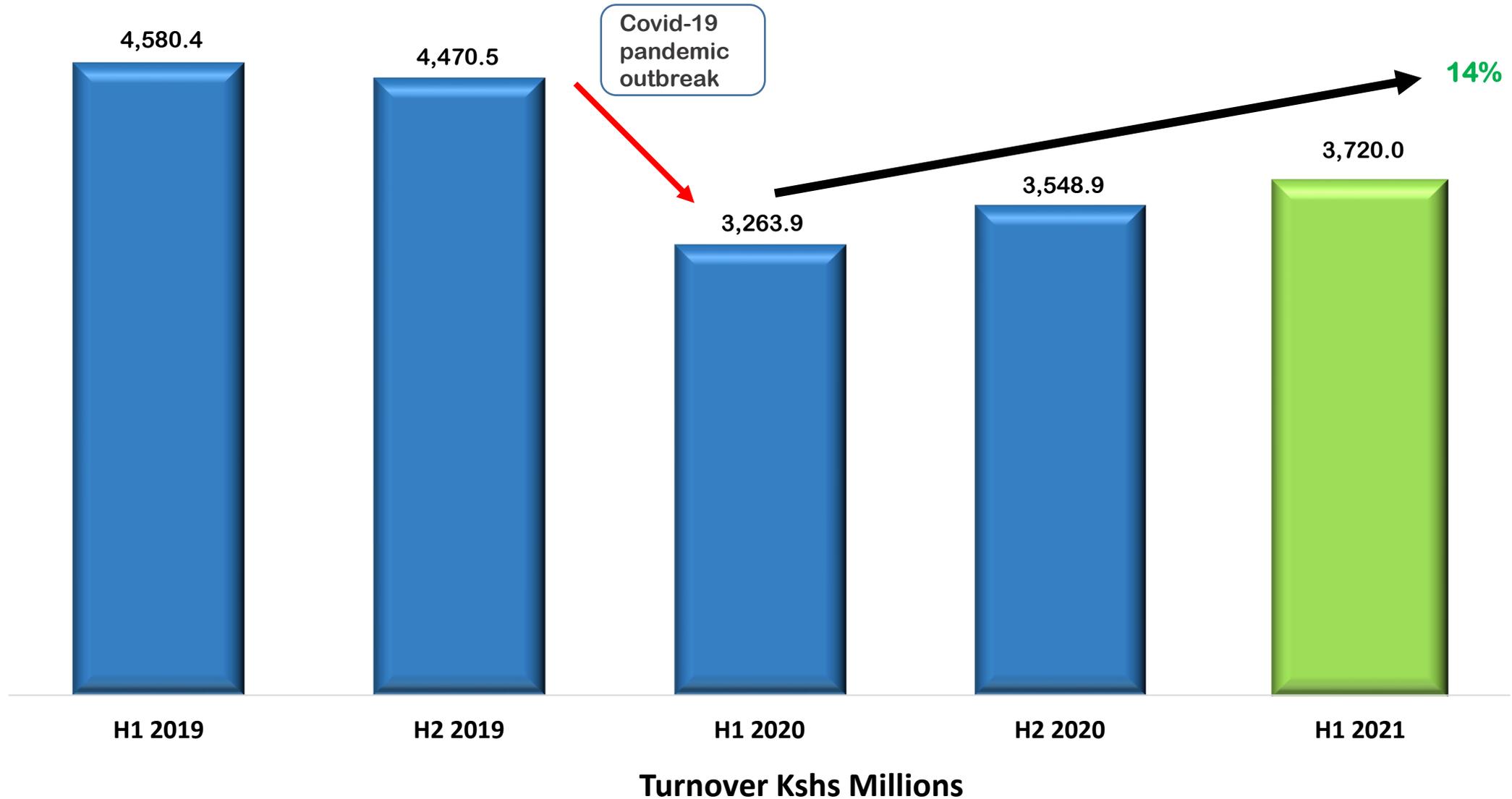


Total Cash

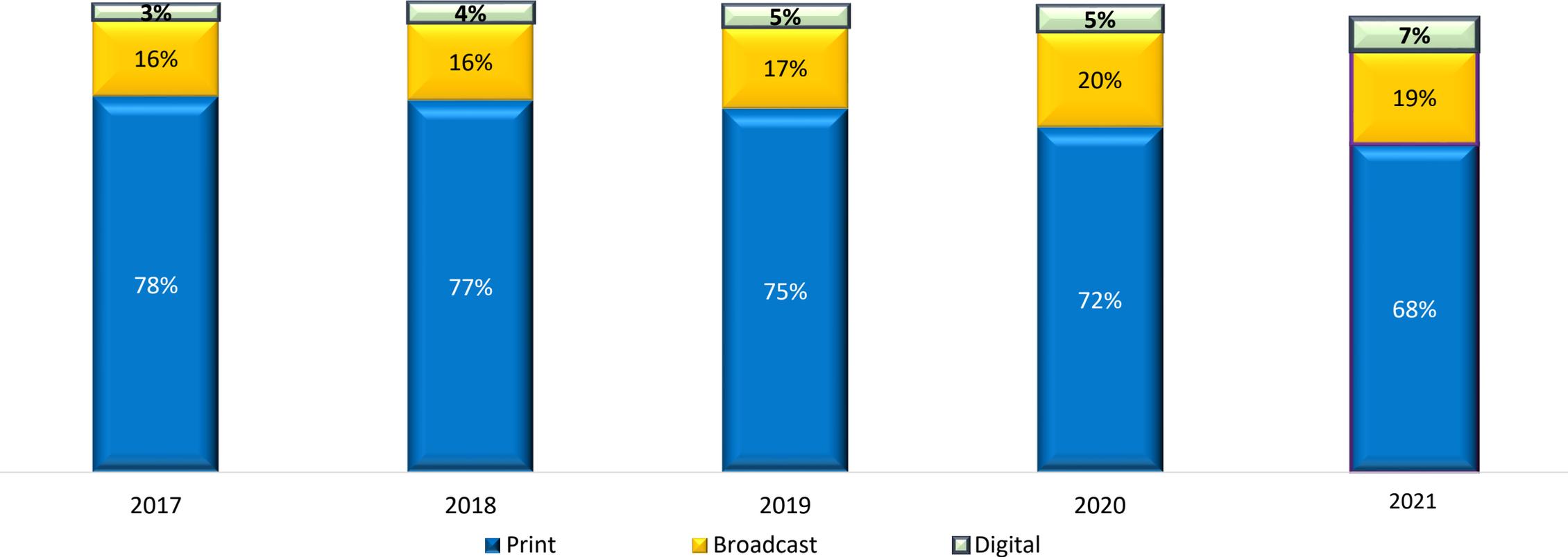


E-paper
subscriptions

Sustained revenue recovery across all segments

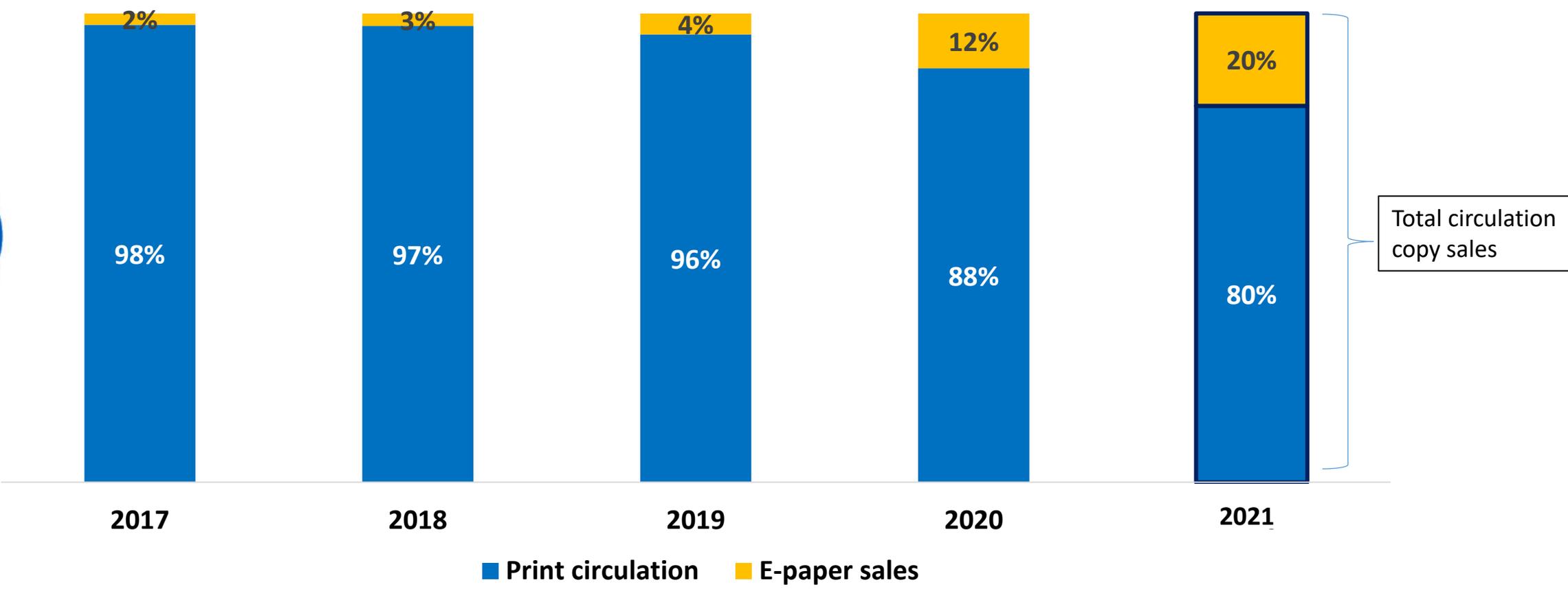


Growth in Digital and Television revenue contribution to Group

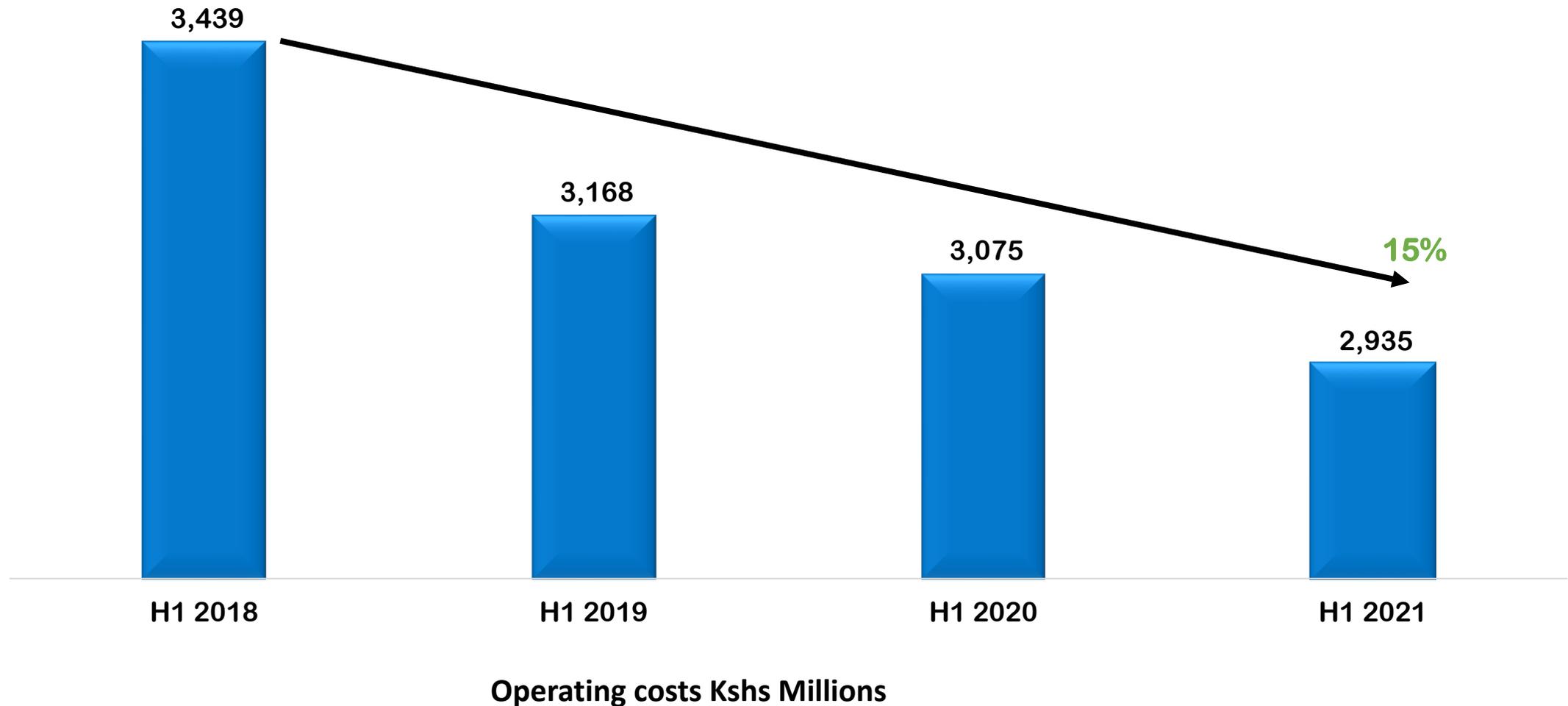


Growing Digital revenue contribution from e-paper, online advertising and *Nation.Africa* subscriptions

E-paper subscriptions positive trend with accelerated shift to consumption of online content

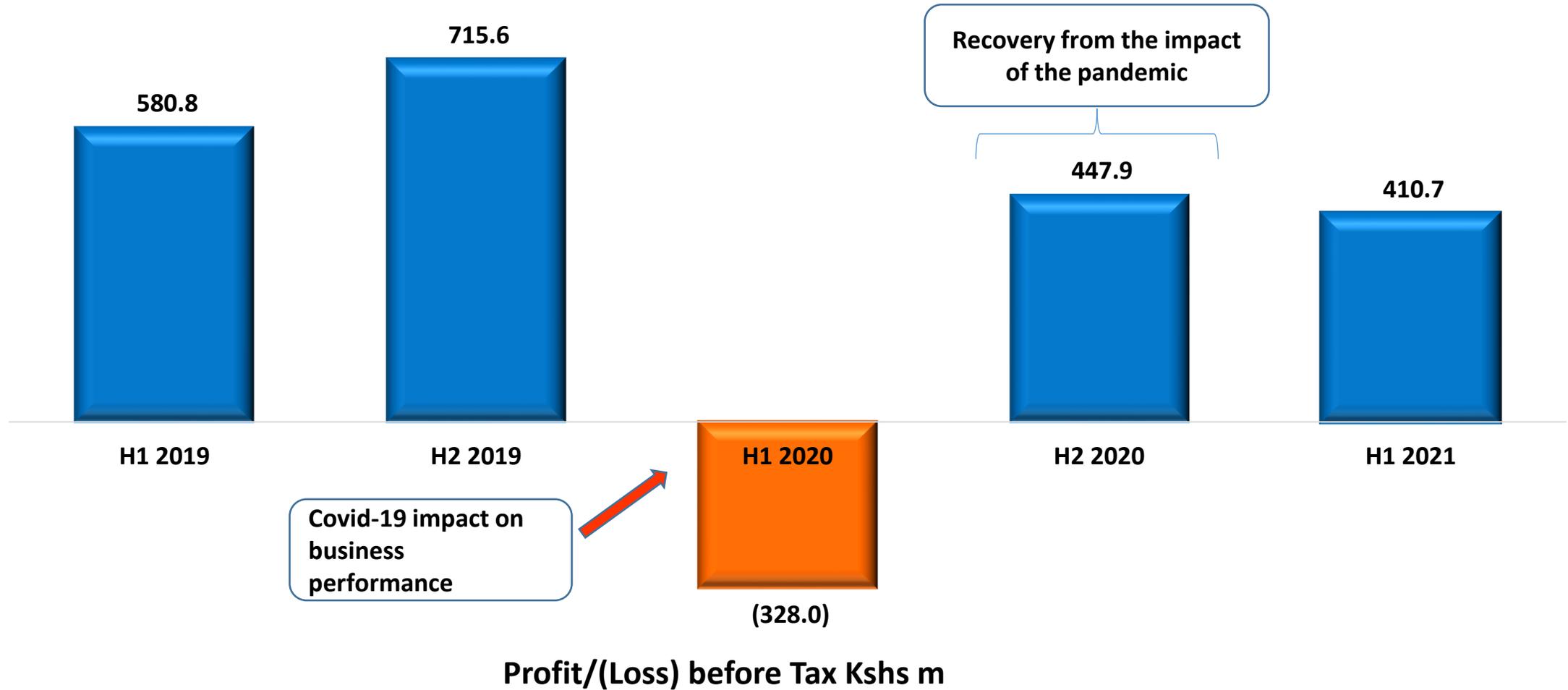


Sustained operational efficiencies

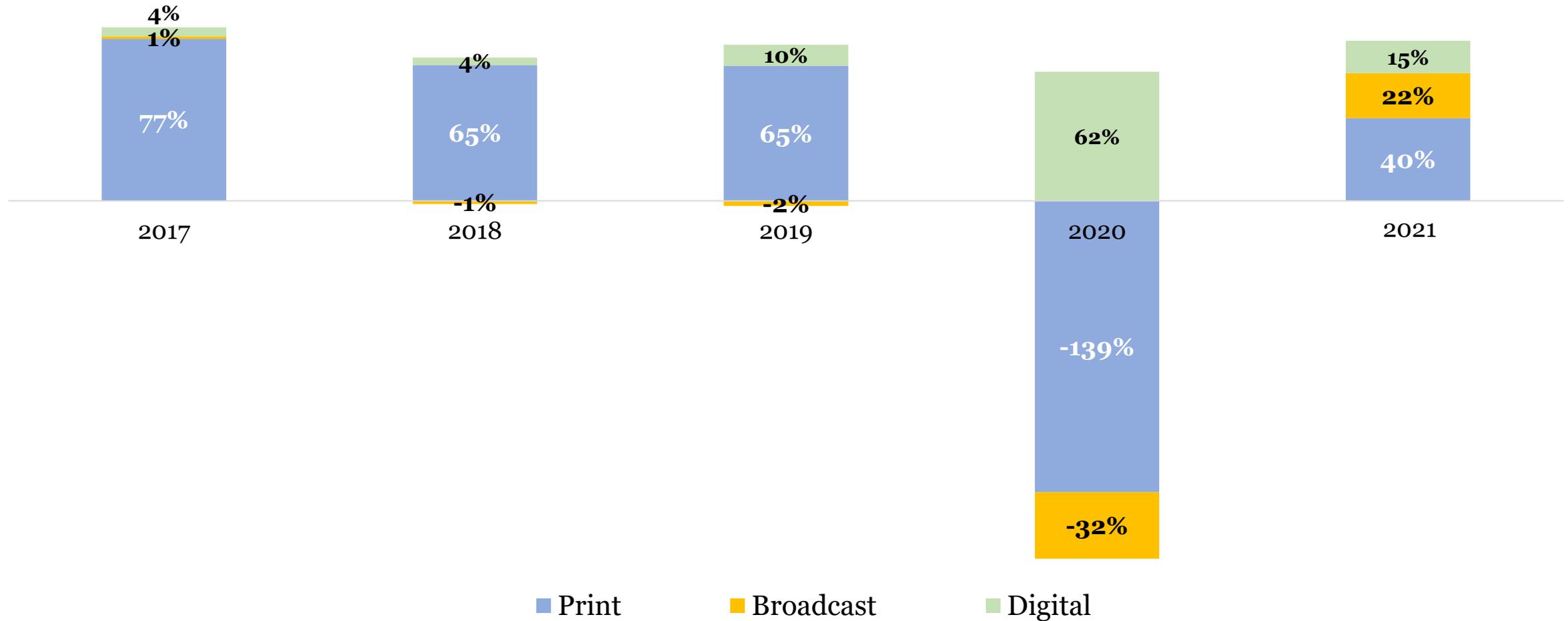


Cost containment and optimization measures rolled out on the onset of the pandemic have resulted in improved operational efficiency, positively impacting profitability.

Group profitability bounces back despite a challenging business environment



Digital and Television contribution to profitability



Significant business recovery in H1 2021 vs H1 2020

Profit/ (Loss) Summary	H1 2021 Kshs m	H1 2020 Kshs m	Change %
Turnover	3,720.0	3,263.9	+14
Gross profit	3,199.5	2,622.7	+22
Profit/(Loss) before income tax	410.7	(328.0)	+225
Income tax expense	(125.5)	(47.3)	-165
Other comprehensive income	4.8	22.5	-79
Total comprehensive income	290.0	(352.8)	+182

— Share Buyback Status

- Target: 10% of issued shares (20.74 million shares)
- Price: Kshs. 25/- per share
- Uptake: As at 23th August 2021, 80.9% (16.77 million shares)
- Closing date: 24th September 2021 or on 100% uptake



Q & A Session

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Nation Media Group

Media of Africa for Africa



The East African

BUSINESS DAILY
■ more possibilities

DAILY NATION

MWANANA
Spoti

**TAIFA
LEO**
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THE CITIZEN

MWANANCHI
LIMESHEHENI

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