



media prima

creating  
a media masterpiece

annual report 2005

To be a leading Malaysian networked media investment group that provides unique solutions to advertisers and distinctive content to consumers across **all media platforms**; delivered with passion, teamwork and creativity and looking to positively impact growth and **profitability** for the benefit of all stakeholders



# rationale

A masterpiece is an outstanding piece of work.  
It is original and innovative, the result of a creative impulse to open eyes and set minds thinking.  
It excites, entices and entertains. It persuades, pleases and provokes.

These are attributes that also describe Media Prima Group – a group of companies, covering newsprint, broadcasting, radio and advertising, that aims to create a new paradigm in the media industry.

Media Prima Group is exciting, passionate and catalytic. It is a media masterpiece.



# integrated for growth

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