



FOR IMMEDIATE RELEASE

Catcha Media Sees Strong Growth in Its Online Media Business for Second Quarter 2011

- Media company Catcha Media to list on July 22
- Releases Financial Results for First Half 2011
- Strong Q2 '11 results attributed to Q-on-Q growth in online media Adex

Kuala Lumpur, Malaysia; 4 July 2011 – Catcha Media Berhad (“Catcha Media”) today announced its financial results for the first two quarters of 2011, reporting total revenues of RM20.09 million for the period of 1 January to 30 June, 2011, on the back of strong performance in its online media business during the second quarter. Catcha Media, which is due to list on Bursa Malaysia’s ACE Market on 22 July 2011, currently operates magazine publishing and online media businesses in Malaysia.

Patrick Grove, Catcha Media’s Founder and Director, said: “Catcha Media is pleased with the RM20.09 million revenue recorded for the first half of 2011, especially since we are in a business where revenue growth is important and stronger revenues are traditionally achieved during the second half of the year.”

Catcha Media’s total revenues for 2010 were RM 35.42 million.

Catcha Media enjoyed a quarterly revenue growth of 150.6% from RM5.73 million (for the first quarter ended 31 March) to RM14.36 million (for the second quarter ended 30 June), driven by a 212.3% quarter-on-quarter increase in online media revenues. For the period of 1 January to 30 June 2011, Catcha Media’s online media operations contributed revenues of RM14.51 million, constituting about 72.2% of total revenues. Profit before tax for the first six months of 2011 was RM2.41 million.

The company attributed this quarter-on-quarter revenue growth to the seasonality of media advertising expenditure (Adex), which generally sees a lower performance in the first quarter of any calendar year, due to reduced work days in January and February arising from festive holidays.

Grove elaborated further: “Another factor contributing to our strong second quarter performance was the increase in online media Adex, in line with the growth trends we are seeing in that sector in Malaysia, as well as the region. Catcha Media has also recorded steady growth in online traffic, which, in turn, has attracted a higher spend by advertisers.”

According to Frost & Sullivan, online media was the fastest-growing media sector in Malaysia over the last four years, with a Compound Annual Growth Rate (CAGR) of 27.1%. Based on industry estimates, total online media Adex grew from RM45.73 million in 2007 to an estimated RM93.90 million in 2010.

CATCHA MEDIA

“Our strong second quarter performance puts Catcha Media in a competitive position to further expand our market share in the high-growth sector of online media,” said Grove. “We are on track to deliver what we stipulated in our IPO prospectus that we launched last week and to give Malaysians an opportunity to invest in a quality stock with attractive growth prospects for the short and long term.”

Catcha Media launched its IPO prospectus on 30 June 2011. Subscription for the public placement is open until 8 July 2011. Catcha Media is due to list its shares on Bursa Malaysia’s ACE Market on 22 July 2011. A copy of the prospectus relating to this offering may be obtained from Bursa Malaysia’s website (www.bursamalaysia.com) or Catcha Media’s website (www.catchamedia.com).

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