

Media Nusantara Citra (MNCN): IDR 304, HOLD – SSI TP: 340 (from 300); Cons. TP: 604



2Q24 Results: 31 July 2024

(IDRbn)	2Q23	1Q24	2Q24	QoQ (%)	YoY (%)	6M23	6M24	YoY (%)	6M24/ SSI (%)	6M24/ Cons. (%)
Revenue	2,004	2,328	2,018	(13.3)	0.7	4,446	4,346	(2.3)	40.6	57.7
Gross Profit	723	1,327	816	(38.5)	12.9	2,147	2,143	(0.2)	32.4	59.8
EBITDA	433	942	591	(37.3)	36.5	1,490	1,533	2.9	37.0	-
Operating Profit	237	749	401	(46.6)	69.3	1,091	1,150	5.4	30.1	80.6
Net Profit	139	542	267	(50.7)	92.1	746	808	8.3	32.2	77.6
Key Ratios										
GPM (%)	36.1	57.0	40.4	-	-	48.3	49.3	-	-	-
EBITDA Margin (%)	21.6	40.5	29.3	-	-	33.5	35.3	-	-	-
OPM (%)	11.8	32.2	19.8	-	-	24.5	26.5	-	-	-
NPM (%)	6.9	23.3	13.2	-	-	16.8	18.6	-	-	-

SWOT Analysis of The Results (SSI: Below; Cons: Above)

Strength

In June 2024, MNCN maintained its position as leader in audience share (37.1%) and ad spend share (44.4%), allowing for some YoY revenue support in 2Q24; 6.2% YoY reduction in COGS due to efficiency in content procurement and the use of its outdoor studio facility, Movieland

Weakness

Free-to-air (FTA) TV revenue (historically c.80% of top line) continued to decline (-20.9% QoQ, -10.3% YoY); despite diversification efforts, the company still faces challenges in its non-digital business, highlighting its dependence on traditional media channels

Opportunity

Additional revenues from successful in-house special programs such as Indonesian Idol and MasterChef Indonesia as well as concerts and international artist festivals in 2H24; Movieland's outdoor studio facilities can further enhance content production capabilities and reduce costs

Threat

Economic fluctuations and rapid technological advancements can impact advertising budgets and consumer spending on subscription services, hampering traditional media companies; severe YTD market underperformance may persist going forward

Peer Comparables

Company Ticker	Last Price	Market Cap.	Rating	Target Price	Ytd Net Buy (Sell)	2024F			
	(IDR)	(IDRTn)			(IDRbn)	P/E (x)	P/BV (x)	EV/EBITDA (x)	ROE (%)
FILM IJ	4,710	44.8	BUY	5,500	785.2	257.6	24.9	354.6	10.1
SCMA IJ	128	9.47	HOLD	134	-55.7	20.9	1.1	13.8	5.5
MNCN IJ	310	4.67	HOLD	340	(292.1)	3.8	0.2	2.6	4.9
Sector		58.9			437.4	199.5	19.1	272	8.9

Relative Performance vs JCI

