

**DEFINITIONS**

Unless otherwise indicated, the following words and abbreviations shall apply throughout this Prospectus:

ACE Market	: ACE Market of Bursa Securities
Acquisition	: The acquisition of the entire issued and paid-up share capital of AMSB comprising 100,000,000 ordinary shares of RM0.10 each from WHSB, MASB, TJBSB and BTV for a total purchase consideration of RM12,999,998 satisfied by the issuance of 129,999,980 new Shares in our Company
Act	: Companies Act, 1965 including any statutory modification, amendment or re-enactment thereof for the time being in force
ADA	: Authorised Depository Agent
Adex	: Advertising expenditure, the amount spent by an organisation or person on advertising
AMSB	: Asia Media Sdn Bhd
Application Form(s)	: The application form(s) for the application for our IPO Shares accompanying this Prospectus
Asia Media or Company	: Asia Media Group Berhad ( <i>formerly known as Gerak Bayan Sdn Bhd</i> )
Asia Media Marketing	: Asia Media Marketing Sdn Bhd ( <i>formerly known as Ciri Kesturi Sdn Bhd</i> )
Asia Media Interactive	: Asia Media Interactive Sdn Bhd ( <i>formerly known as Ibizasia.com Sdn Bhd</i> )
ASP Class License	: License issued by MCMC to conduct any one or all the application services as stipulated under Sections 44, 126 and 127 of the Communications and Multimedia Act, 1998
ATM	: Automated teller machine
Authorised Financial Institution(s)	: The authorised financial institution(s) participating in the Internet Share Applications with respect to payments for our IPO Shares under the Public Issue
Board	: Board of Directors of our Company
BTV	: BTV Cinebus Sdn Bhd
Bursa Depository	: Bursa Malaysia Depository Sdn Bhd
Bursa Securities	: Bursa Malaysia Securities Berhad
CAGR	: Compounded annual growth rate
CASP Individual License	: License issued by MCMC to provide (i) subscription broadcasting; (ii) terrestrial radio broadcasting; and (iii) non-subscription based TV broadcasting
Causeway Link Buses	: Bus services covering Johor Bahru, Larkin terminal and cross border services to Singapore operated by Handal Indah Sdn Bhd
CDS	: Central Depository System
CMSA	: Capital Markets and Services Act 2007, including any statutory modification, amendment or re-enactment thereof for the time being in force
Director(s)	: Director(s) of our Company and shall have the meaning given in Section 4 of the Act

**DEFINITIONS (Cont'd)**

EBITDA	:	Earnings before interest, taxation, depreciation and amortisation
Electronic Prospectus	:	Copy of this Prospectus that is issued, circulated or disseminated via the internet and/or an electronic storage medium, including but not limited to CD-ROMs or floppy diskettes
Electronic Share Application	:	Application for the 8,000,000 IPO Shares under the Public Issue through a Participating Financial Institution's ATM
EPS	:	Earnings per Share
FPE	:	Financial period ended 31 December
FYE	:	Financial year ended/ending 31 December
GP	:	Gross profit
GPRS	:	General packet radio services
Group	:	Our Company and subsidiary companies, collectively
GRPS	:	General packet radio services
ICT	:	Information and Communication Technology
IMR	:	Independent market researcher or Frost & Sullivan Malaysia Sdn Bhd
IMR Report	:	Frost & Sullivan Malaysia Sdn Bhd's independent market research report on the independent assessment of the DOOH transit media industry dated December 2010
Internet Participating Financial Institution(s)	:	The institution(s) participating in the Internet Share Applications, namely, RHB Bank Berhad, Malayan Banking Berhad, CIMB Bank Berhad, CIMB Investment Bank Berhad and Affin Bank Berhad
Internet Share Application(s)	:	The application(s) for the 8,000,000 IPO Shares under the Public Issue through an online share application service provided by the Internet Participating Financial Institution(s)
IPO	:	This initial public offering of our Shares
IPO Price	:	RM0.23 for each IPO Share
IPO Share(s)	:	98,000,000 new Shares to be issued pursuant to the Public Issue
Issuing House	:	Malaysian Issuing House Sdn Bhd
KL Monorail	:	Kuala Lumpur Monorail system operated by KL Monorail Sdn Bhd
KTMB Intercity	:	Intercity train service operated by KTM Berhad
KTMB Komuter	:	Electrified commuter train service operated by KTM Berhad
Listing	:	Admission of our Company to the Official List of Bursa Securities and the listing of and quotation for our entire enlarged issued and paid-up share capital of RM22,800,000 comprising 228,000,000 Shares on the ACE Market of Bursa Securities
Listing Requirements	:	ACE Market Listing Requirements of Bursa Securities and any amendments thereto from time to time
LPD	:	6 December 2010, being the latest practicable date prior to the registration of this Prospectus
LRT	:	Light Rail Transit system operated by Rangkaian Pengangkutan Integrasi Deras Sdn Bhd
Managing Underwriter	:	PM Securities

**DEFINITIONS (Cont'd)**

Market Day	: Any day on which Bursa Securities is open for the trading of securities
MASB	: Matrix Angle Sdn Bhd
MCMC	: Malaysian Communications and Multimedia Commission
MDeC	: Multimedia Development Corporation Sdn Bhd
MSC Malaysia	: Multimedia Super Corridor Malaysia
MSC Malaysia Status	: The status of MSC Malaysia
NA	: Net assets
NFP Individual License	: License issued by MCMC to allow us to provide, construct and maintain telecommunications infrastructure such as earth stations, fixed links and cables, radio communications transmitters, satellite hubs and links, towers, poles, ducts and pits
Nice and Nice++	: Long distant express bus services operated by Plusliner Sdn Bhd
NSP Individual License	: License issued by MCMC to allow us to provide nationwide broadcasting and data services
NTA	: Net tangible assets
Official List	: A list specifying all securities which have been admitted for listing on Bursa Securities
OOH	: Out-of-home
Participating Financial Institution(s)	: Participating financial institution(s) for Electronic Share Application, a list as set out in Section 17.5.2 of this Prospectus
PAT	: Profit after taxation
PBT	: Profit before taxation
PE multiple	: Price earnings multiple
Placement Agent	: PM Securities
Plusliner	: Long distant express bus services operated by Plusliner Sdn Bhd
PM Securities	: PM Securities Sdn Bhd
Promoters	: WHSB, Wong Shee Kai and Teh Sew Wan, collectively
Public	: All persons or members of the public excluding our Directors, substantial shareholders and persons connected or associated with them (as defined in the Listing Requirements)
Public Issue	: Public issue by our Company of the IPO Shares to be allocated in the manner set out in Section 4.3 of this Prospectus
RapidKL	: Rangkaian Pengangkutan Integrasi Deras Sdn Bhd, a government-owned company
RapidKL Buses	: Bus services in Klang Valley operated by RapidKL
Record of Depositors	: A record of depositors provided by Bursa Depository under the rules of Bursa Depository
Reporting Accountants	: Messrs Tan Chin Huat & Co.
RM and sen	: Ringgit Malaysia and sen respectively
R&D	: Research and development
SC	: Securities Commission

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**DEFINITIONS (*Cont'd*)**

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SD	:	Standard definition
Share(s)	:	Ordinary share(s) of RM0.10 each in our Company
SME	:	Small and medium enterprises
SMS	:	Short messaging services
Sponsor	:	PM Securities
SSA	:	Share Sale Agreement dated 3 May 2010, entered into by our Company with WHSB, MASB, TJBSB and BTV pursuant to the Acquisition
TESB	:	Transnet Express Sdn Bhd
TJBSB	:	Transnet (JB) Sdn Bhd
TV	:	Television
Underwriters	:	PM Securities and JF Apex Securities Berhad
Underwriting Agreement	:	Underwriting Agreement dated 3 December 2010 entered into between our Company, PM Securities and JF Apex Securities Berhad
US	:	United States of America
USD	:	US Dollar
WHSB	:	Wong SK Holdings Sdn Bhd

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