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## TRANSFORMATION

Social media, mobile and internet – these are technologies that have revolutionised the way people and businesses communicate, connect and discover.

These disruptions have changed audience behaviours, values and expectations, and how they consume media as part of their lifestyles.

We have embraced these challenges, and we strive to turn them into opportunities.

As part of our transformation efforts, we will continue to strengthen and innovate our core media business. We will also strategically diversify and invest in adjacent businesses to stay nimble and profitable.