

## Codemill awarded a five-year product contract, enabling digital transformation to the cloud for Media Prima Berhad, Malaysia

**Umeå, Sweden, Monday, July 2nd 2024 - Codemill (Nasdaq: CDMIL) has been awarded a five-year contract to deliver its hybrid-Cloud MAM system Cantemo, as well as Accurate.Video, to Malaysia's Media Prima Berhad ("Media Prima" or "the Group"). The agreement is valued at 6 MSEK over five years and will take effect in Q3 2024. In addition, Codemill will provide Digital Services, enabling Media Prima to migrate from multiple, legacy on-premise systems, to a new hybrid cloud platform, leveraging Amazon Web Services (AWS), thereby unifying their broadcast and digital media workflows.**

Media Prima is the largest media and entertainment conglomerate with the highest audience reach in Malaysia. The Group's media platforms include television, digital media, print, radio, out-of-home advertising, content creation and home shopping.

Mohamad Rezwani Khalil Azmi, Chief Technology Officer of Media Prima Berhad, commented, "As Malaysia's leading fully integrated media company, Media Prima Berhad has a long history of creating captivating content and iconic brand names that Malaysians identify with and grow up with. We are constantly adopting new technologies to improve our efficiencies and delivery of content to our audience. Cantemo Cloud Hybrid MAM has enabled us to centralize our extensive assets and streamline our processes through one user interface. With this, we aim to continue delivering high-quality content, preserving our brand's essence while embracing tomorrow's technology advancements".

Codemill has partnered with Kuala Lumpur-based media systems integrator IPSB Technology, Media Prima's Preferred partner and managed services provider, to deliver the new hybrid cloud system, migrating from a legacy, on-premise MAM to enable remote working, cloud-based quality control, editorial compliance, ad-break workflows, and content preparation across Media Prima's linear broadcast, digital channels, TonTon OTT service and social media.

Mardhiah Nasir, Executive Director of IPSB Technology, expressed her enthusiasm: "IPSB Technology has been a trusted partner of Media Prima for many years, providing innovative solutions for managing petabytes of storage data and broadcast network infrastructure. We have chosen Codemill to deliver Cantemo for Media Prima, as we believe Codemill can empower media teams through its bespoke digital services and Media Asset Management workflows".

Maria Hellström, CEO of Codemill, commented "This is an exciting next step for Codemill in the South East Asian market. We are proud to support Media Prima in their digital transformation to the cloud. Our local partner IPSB Technology will support and maintain the complete solution for Media Prima."

### **About Codemill**

Codemill is a technology company publicly listed on Nasdaq First North Growth Market, offering custom software development and products for the Media and Entertainment industry. Codemill's Accurate.Video, Accurate Player SDK and Cantemo MAM products power the world's leading broadcast, VOD/OTT, Content Supply Chain and Media Asset Management workflows.

Codemill's clients are the major Hollywood studios including Paramount Global, broadcasters such as BBC, ITV and ProSieben.Sat1, VOD/OTT services including Joyn, and news publishers such as The Guardian.

Certified Adviser is Carnegie Investment Bank AB (publ).

### **About IPSB**

IPSB Technology is a premier System Integrator specializing in Managed Services for Big Data Infrastructure and Digital Media solutions. With over 15 years of expertise in the industry and successfully managing 20 petabytes of data, we offer cutting-edge and sustainable technology solutions.

IPBS offers turnkey services for broadcasters and enterprises from Ingest-Process-Store-Broadcast to Monetize featuring hyper-converged and multi-cloud capabilities that reduce costs and improve operational efficiency. This is shown through our successful projects in developing online streaming platforms for local public broadcasters as demonstrated by RTMKlik, Malaysia's national broadcaster and RTBGo, Brunei's national broadcaster. These initiatives reflect IPSB's commitment to optimizing workflows, improving delivery, and unlocking new revenue streams.

### **About Media Prima Berhad**

Media Prima Berhad, Malaysia's leading integrated media group, continues to shape the media landscape with its diverse portfolio of television, print, radio, out-of-home advertising, content creation, commerce, and digital media platforms. From pioneering free-to-air television with iconic channels like TV3, ntv7, 8TV, and TV9 to setting the airwaves abuzz with popular radio stations like Fly FM, Hot FM, Kool FM & Molek FM, Media Prima has been at the forefront of media innovation in Malaysia. Media Prima's influence extends beyond broadcasting. Its New Straits Times Press (NSTP) publishes the renowned New Straits Times and Berita Harian newspapers. The company's out-of-home advertising division transforms urban spaces into vibrant showcases of creativity. Embracing the digital era, Media Prima's digital arm, Rev Media Group, produces engaging online content, while its e-commerce platform, Wow Shop, revolutionises the way Malaysians shop. Combined, Media Prima's digital assets provide the widest audience reach cutting across multiple demographics. The Group is committed to empowering diverse voices and telling stories that resonate with Malaysians from all walks of life. The company also actively nurtures local talent, paving the way for the next generation of media professionals.

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### **Certified Adviser:**

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## Attachments

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