



HITZ SABAH, the No. 1 Radio brand in Sabah with 112k weekly listeners. The brand accompanies audience by playing only the biggest hit, exclusive interviews with international stars and localized digital content.

**Brand Positioning:**  
ALL THE HITZ, ALL THE TIME.

**Target Audience:**  
10 - 29 years old (Chinese & Bumiputra)

**Language:**  
English

FREQUENCY LISTING:

- 92.9FM Klang Valley
  - 92.8FM Penang
  - 97.6FM Johor / Johor Bahru
  - 92.8FM Alor Setar
  - 93.6FM Taiping
  - 92.7FM Ipoh
  - 95.0FM Seremban
  - 93.0FM Melaka
  - 93.2FM Kuantan
  - 94.8FM Kuala Terengganu
  - 92.8FM Kota Bharu
  - 92.4FM Langkawi
  - 95.3FM Kuching
  - 100.8FM Kota Kinabalu
  - 105.8FM Miri
  - 105.1FM Sibu
  - 99.8FM Sandakan
- Astro Channel 852







ARNOLD, can be summed up in one word "Bro". That's exactly how everyone relates to this champion. The everyday guy for the everyday Malaysian found his way into HITZ Morning Crew as one usually does; simply wake up one morning and decide "I wanna be a radio announcer". As fate would have it, best decision ever. His general perspective of life and opinions keep mornings fresh, with listeners in stitches.



EAN, the epitome of playfulness. Parody hit-maker and lover of burgers, he is always up and ready to tickle your funny bone with his wit and humour. Crowd favourite with his cheeky personality, Ean is ready to keep fans 'woke' through weekday morning rush-hour traffic alongside 'bro' Arnold, making your mornings a whole lot naughtier on the HITZ Morning Crew.



RAJ, your resident Geek is in the building! Need to know a trivia from any of the Star Wars movies? Raj will gladly give you a full lesson + a tour of his memorabilia with one condition: just don't touch them. He's fluent in 3 languages, English, Bahasa Malaysia and Sarcasm. (He's also learning Mandarin at the moment). On the weekends, you can find Raj exploring the streets of Kuala Lumpur, trying new food and breaking friendships over board games.



ANNE, loud, feisty and dramatic is all you need to describe her! With her bright highlighter Pink hair, you won't miss her in person and on Tik Tok! Makeup is totally her thing, but she's still trying to look for the perfect foundation shade. If you ever need to get her something for her birthday, think The Weeknd, she loves him so much her socials are named after him! (@theweekanne).



ARKA, Outgoing and adventurous! You are gonna love being around Arka! She has a personality of the girl next door but with that star power vibe! She brings a different kind of energy as soon as she walks into the room.







KEANU's not into football and superhero movies but he's a sucker for rom coms, gossipy news and teen TV shows. He's often dubbed as the noisiest and most panicky person in the room but he's trying his best to become calmer in 2019. Keanu's also 22 years old and has never tried banana leaf in his life (Really?).

ILI, is always known as the ball of sunshine whether on radio, tiktok, instagram or even through her music. That's just how versatile this young star is, she does radio, she sings and is also an up and coming social media star. But don't be fooled by her petite size and cute personality, this girl even rock climbs, believe it or not.



## Segments

**6.00 am – 10.00 am**

### **HITZ Morning Crew with Ean, Arnold, Raj & Anne**

From laugh out loud moments, the HITZ Morning Crew links you to what's being talked about and trending from Malaysia and around the globe.

**10.00 am – 3.00 pm**

### **HITZ Days with Caleb**

Your pulse on everything that's anything. Biggest hits, hottest celeb gossip, and all things and trend breaking the internet, and taking over world.

**3.00 pm – 8.00 pm**

### **HITZ Drive with Arka**

Heard of the term hard candy with a surprise center? That's exactly how Arka is – full of surprises! You will definitely love the kind of energy she brings! Did we mention our gril can skate too?! Yeap, told you she's full of surprises

**8.00 pm – 12.00 pm**

### **HITZ Night with Keanu & Ili**

Your destination for all things 'pop culture' and the 'biggest hits right now'.