



With a weekly reach of 829K on radio, MIX boasts a huge audience base amongst English radio brands in Malaysia. The brand plays the best mix of music from the 2000's and now and delivers daily entertainment news on the rich and famous to fans, while celebrating everyday life in a fun way.

**Brand Positioning:**  
Today's Best Music

**Target Audience:**  
20 – 39 year olds

**Language:**  
English

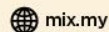
#### FREQUENCY LISTING :

94.5FM Klang Valley  
91.0FM Penang Johor  
99.1FM Bahru Alor Setar  
91.0FM Taiping  
91.3FM Ipoh Seremban  
94.3FM Melaka Kuantan  
94.2FM Kuala  
91.1FM Terengganu Kota  
94.1FM Bharu Kuching  
98.3FM Kota Kinabalu  
94.6FM Sandakan  
97.7FM  
101.6FM  
99.8FM

Astro Channel 855



## TODAY'S BEST MUSIC





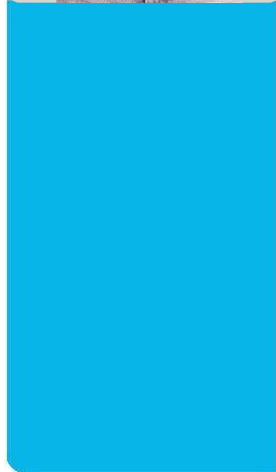
AISHAH, an accomplished TV host, emcee and actor before she joined The MIX Breakfast. Aishah can be serious on issues she's passionate about and yet inject her fun side when the need calls for it. The devoted mother of two also has a big love for the environment and an avid Liverpool FC supporter.



RD, culinary-trained turned radio host, RD is versatile and has hosted a variety of shows. RD is still an avid foodie and chef while taking on the entertainment world.



HANI FADZIL, an emcee and TV Host in the industry for around 16 years has also been in the radio industry for 10 years. Known to be a Korean Culture enthusiast, Hani has hosted countless Kpop events and interviews. She is also a foodie and a fan of travelling.



HAFIZ, an emcee, host and podcaster, Hafiz has been a long-time household name on radio and the entertainment industry. Recently, he's also taken on the marketing and retail world while still remaining a loyal Chelsea football club fan.



GUIBO, has been known for keeping Malaysians entertained in the mornings and evenings for over a decade. Pulling in star power during interviews with Hollywood stars and international artists. Guibo has also recently discovered an entrepreneurial side to his life.



## Segments

**6.00 am – 10.00 am**

### **MIX Breakfast with Aishah & RD**

Keeping your mornings real with Aishah & RD from The MIX Breakfast Show.

**10.00 am - 3.00 pm**

### **MIX Days with Hani**

10 songs in a row commercial free & very little talk.  
Just the way you like it.

**3.00 pm – 8.00 pm**

### **MIX Drive with Hafiz & Guibo**

Packed with fun and entertaining segments, they're your next door bros, your pick-me-up after a long week, and your go-to for not so serious chatter.