

LIFESTYLE

entertainment



MAJOR CINEPLEX GROUP PLC.

2Q17 Analyst Meeting
Paragon Cineplex, 15th August 2017

AGENDA

FINANCIAL OVERVIEW	P.3
FINANCIAL HIGHLIGHT RESULT	P.4
REVENUE BREAKDOWN BY SEGMENT	P.6
QUARTERLY REVENUE BREAKDOWN	P.7
BALANCE SHEET SNAPSHOT	P.10
STRATEGIC INVESTMENT	P.11
DIVIDEND PAYOUT	P.12
GROWTH PROTENTIALS	P.13
COMING ATTRACTION MOVIE LINE-UP	P.14
EXPANSION PLAN	P.15

LIFESTYLE

entertainment



IMAX

FINANCIAL OVERVIEW

2Q17 QUARTERLY BRIEFING

Financial Highlights

LIFESTYLE
entertainment



Bt.Million	2Q16		2Q17		Growth	
					Amt.	%
Revenue	2,787	100%	2,779	100%	(8)	(0%)
Gross Margin	1,118	40%	1,053	38%	(65)	(6%)
EBITDA	956	34%	996	36%	40	4%
EBIT	710	25%	726	26%	16	2%
Net Profit	544	20%	554	20%	10	2%



- Total Revenue declined from MPIC Group.
- EBITDA improved from efficiency SG&A management.

1H17 HALF YEARLY BRIEFING

Financial Highlights

LIFESTYLE
entertainment

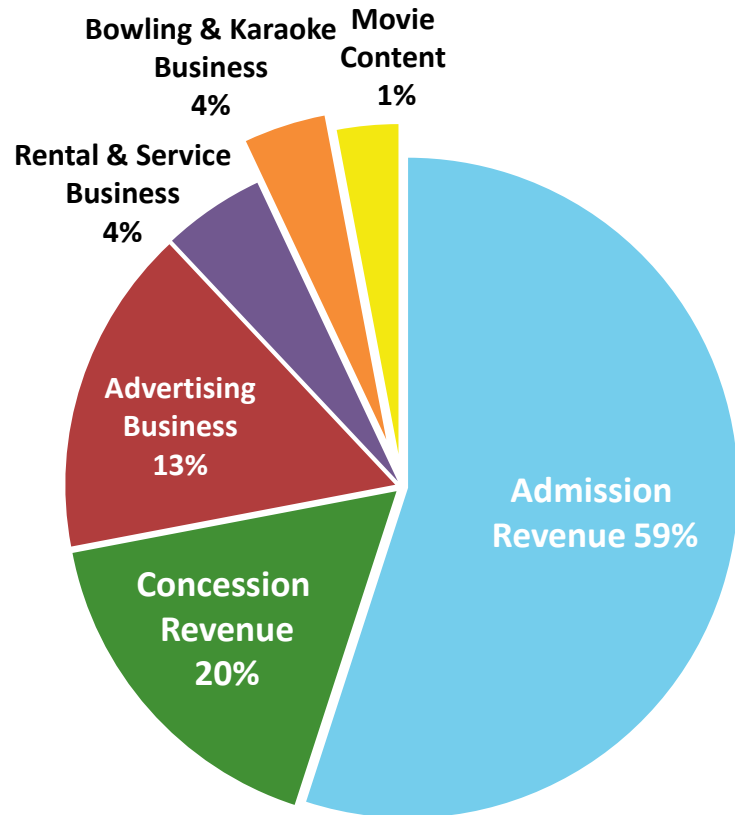


Bt.Million	1H16		1H17		Growth		
					Amt.	%	
Revenue	4,723	100%	4,913	100%	190	4%	
Gross Margin	1,790	38%	1,769	36%	(21)	(1%)	
EBITDA	1,598	34%	1,566	32%	(33)	(2%)	
EBIT	1,018	22%	1,079	22%	61	6%	
Net Profit	770	16%	816	17%	46	6%	

2Q17 QUARTERLY BRIEFING

Revenue Breakdown by segment

LIFESTYLE
entertainment

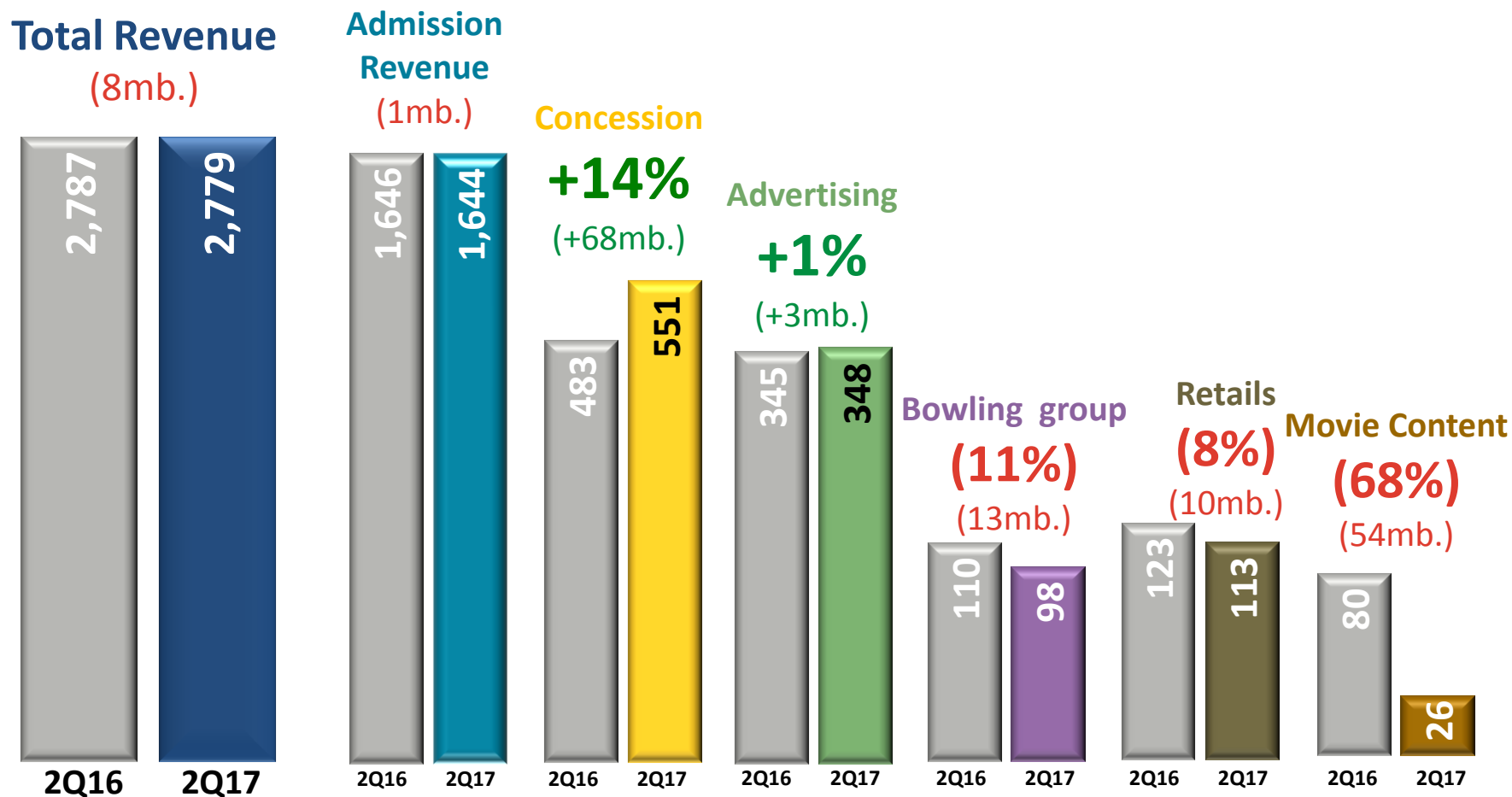


Major Group's Revenue Breakdown	2Q17	Margin
Cinema	79%	32%
Admission Revenue	59%	20%
Concession Revenue	20%	70%
Advertising Business	13%	87%
Bowling & Karaoke Business	4%	35%
Rental & Service Business	4%	11%
Movie Content (Content Provider & Local Production)	1%	(35%)
Total Revenue	100%	38%

2Q17 QUARTERLY BRIEFING

Revenue Breakdown

LIFESTYLE
entertainment



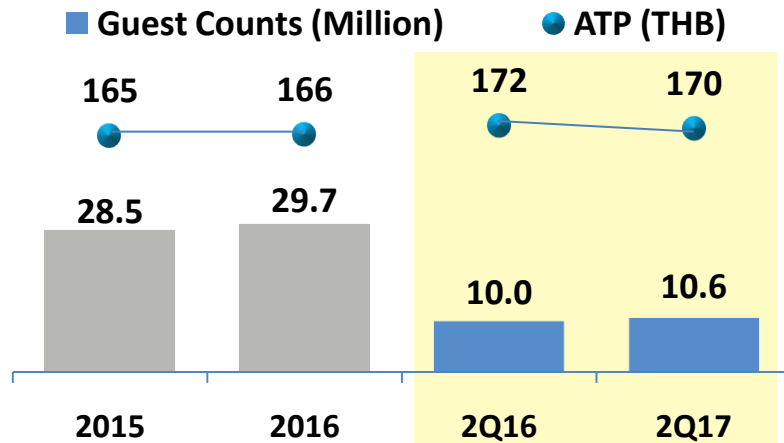
2Q17 QUARTERLY BRIEFING

LIFESTYLE
entertainment

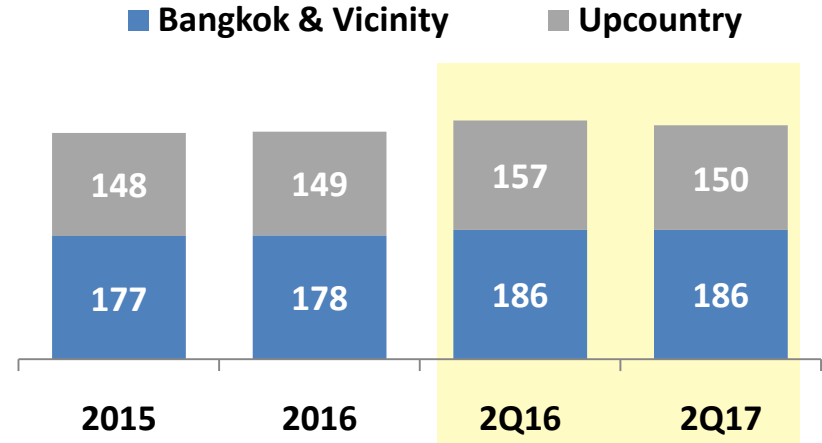


Revenue : Admissions

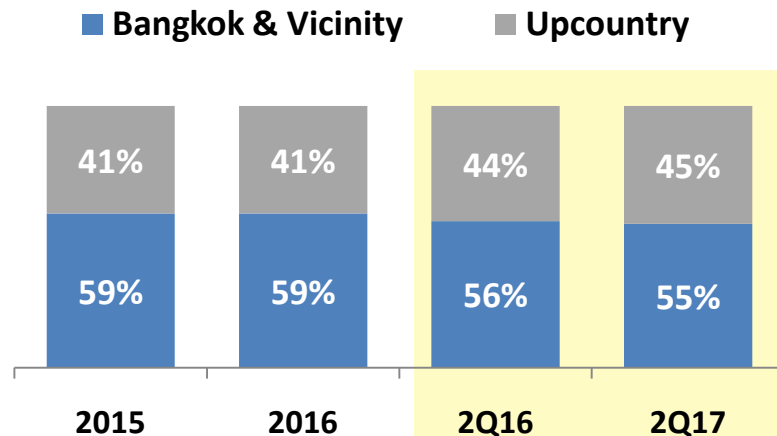
ATP & Guest Counts



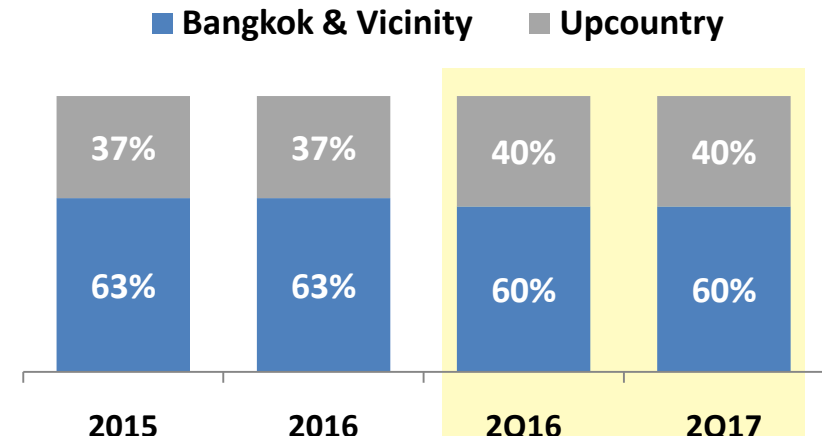
ATP Breakdown (THB)



Guest Counts Breakdown by Regional



Box Office Breakdown by Regional



2Q17 QUARTERLY BRIEFING

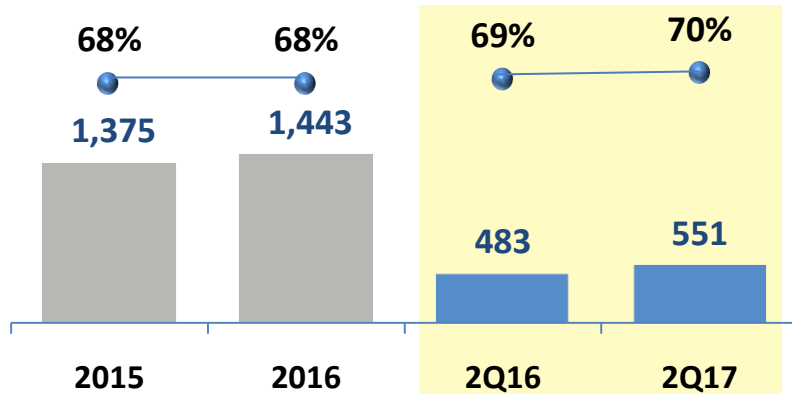
Revenue : Concession

LIFESTYLE
entertainment



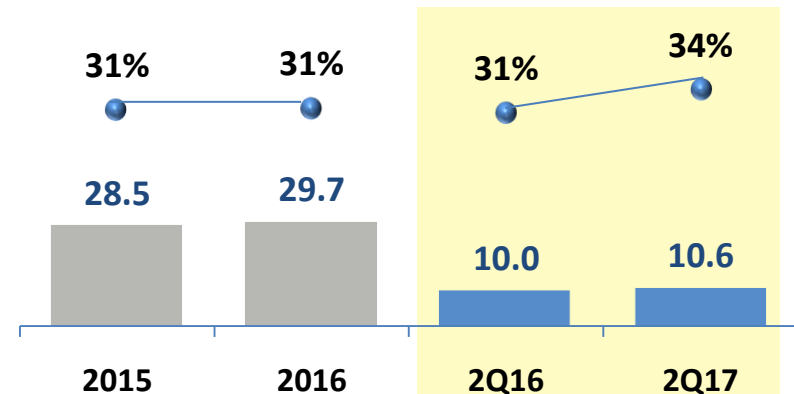
Concession Revenue & Margin

■ Concession Revenue (THB) ● Margin (%)



% Con to Box Ratio

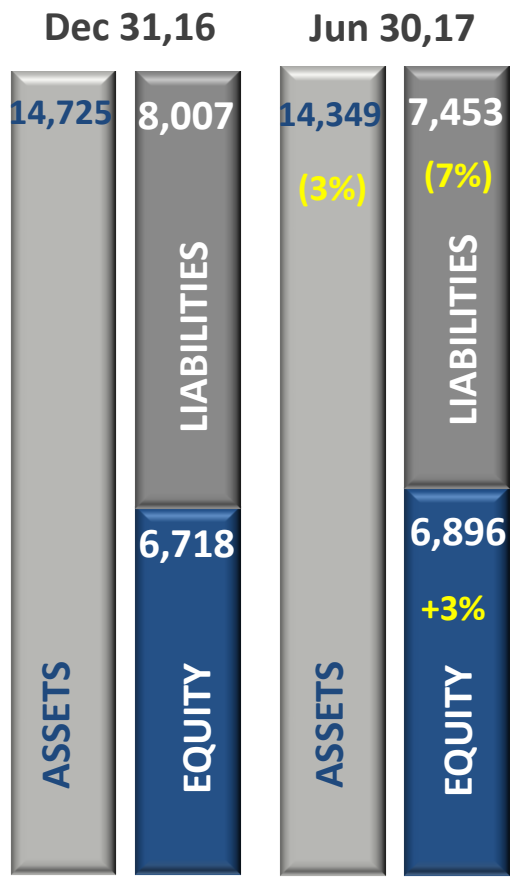
■ Admission (Million) ● % Con to Box



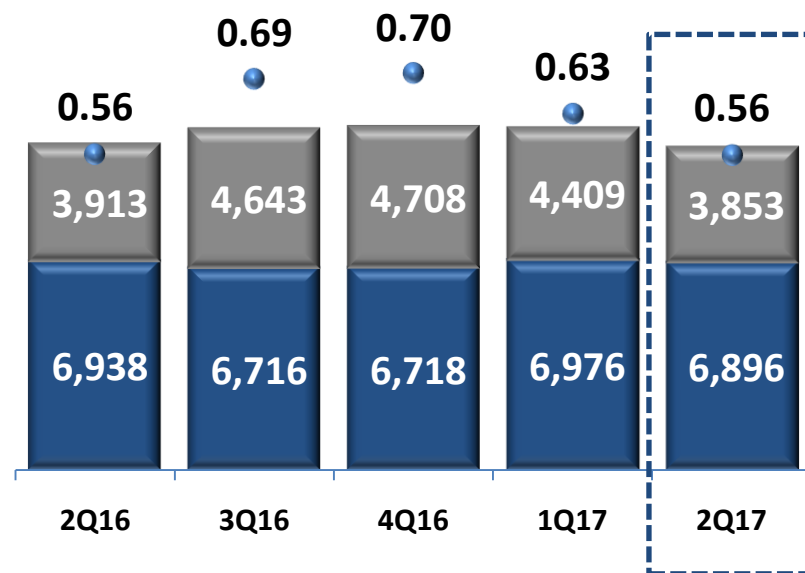
Balance Sheet Snapshot

Bt.million	Dec 31,16	Jun 30, 17	%chg
Assets	14,725	14,349	(3%)
Liabilities	8,007	7,453	(7%)
Equity	6,718	6,896	+3%

- Good performance result to good liabilities and Equity.



■ Equity ■ Net interest-bearing debts ● Net D/E



2Q17 QUARTERLY BRIEFING

Strategic investment and hidden profit

LIFESTYLE
entertainment



Closing price as on 30 June 2017

Bt.million

Investments	%Share	Cost per Share	Major's Cost	Market Value	Unrealized Gain (Loss)
Siam Future	25.19%	2.93	1,313	2,685	1,373
MJLF	33.00%	10.00	1,089	1,416	327
MPIC	92.46%	1.67	2,003	2,344	341
PVRL	1.05%	120.45	59	340	280
Total			4,464	6,785	2,321

Investment portfolio as of 30th June, 2017:

- 25.19% in Siam Future Development Plc. (SF)
- 33.00% in Major Cineplex Lifestyle Leasehold Property Fund (MJLF)
- 92.46% in M Pictures Entertainment Plc. (MPIC)
- 40.00% in Thai Ticket Major Co., Ltd.
- 1.05% in PVR Limited (PVRL)
- 49.00% in PVR blu-O Entertainment Limited
- 69.97% in Major Platinum Cineplex Co.,ltd. (Cambodia)
- 59.98% in Major Platinum Cineplex Co.,ltd. (Lao)
- 99.99% in Cineplex (Lao) Sole Co.,ltd.
- 49.00% in CJ Major Entertainment

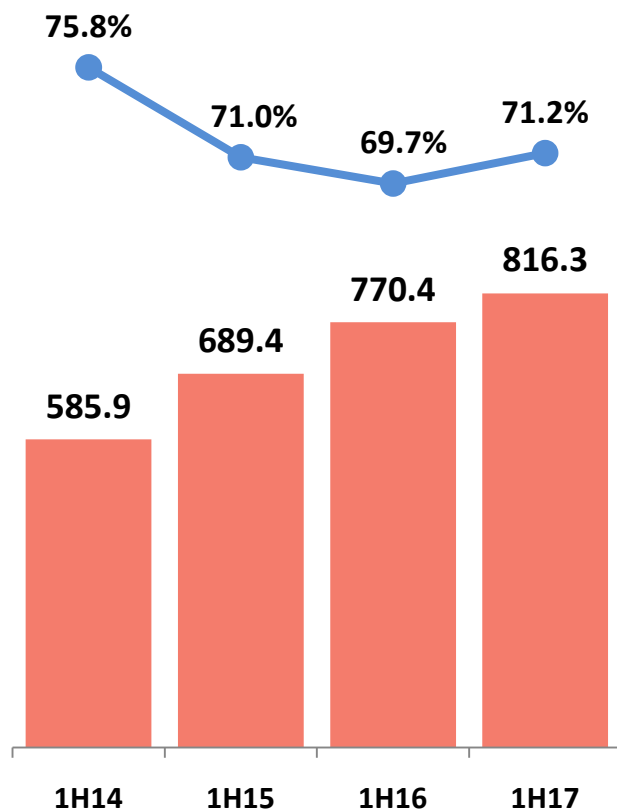
2Q17 QUARTERLY BRIEFING

Dividend Payout

LIFESTYLE
entertainment



Net Profit (MB) % Dividend Payout



	1H14	1H15	1H16	1H17
Net Profit (MB)	585.93	689.41	770.40	816.26
% Dividend Payout	75.75%	71.02%	69.65%	71.24%
EPS (THB)	0.66	0.77	0.86	0.91
DPS (THB)	0.50	0.55	0.60	0.65
Closed price (THB) as of 30 June 17	18.80	33.75	33.00	33.75
Dividend yield (%)	2.7%	1.6%	1.8%	1.9%

Share 895 Million share
Dividend paid 0.65 Baht per Share
Dividend amount 582 MB

LIFESTYLE

entertainment



GROWTH POTENTIALS

MAJOR CINEPLEX GROUP

LIFESTYLE
entertainment



2H17 Coming Highlight Movies

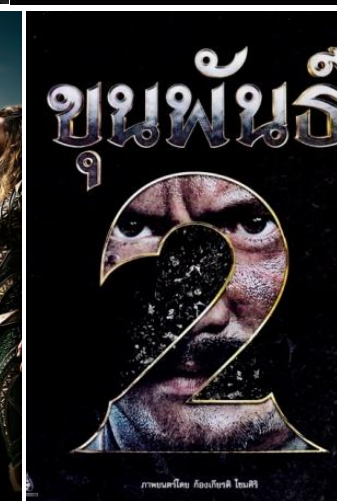
3Q17

Spider-Man: Home Coming ★
War for the Planet of the Apes★
Dunkirk ★
 Valerian and the City
 Kingsman: The Golden Circle
 Cars 3
 Baby Driver
 Atomic Blonde
 Slum Boy - Comedy
 Som Pak Sian - Comedy
 Pemika – Comedy/Horror
 The promise - Horror
 Estimate 12 Thai Movies in 3Q17



4Q17

Thor: Ragnarok★
Justice League ★
Star War: The Last Jedi ★
 Jumanji
 Blade Runner 2049
 Khun Pun 2 - Action
 Estimate 9 Thai Movies in 4Q17



*Please note that release dates are subject to change. 14

EXPANSION PLAN

LIFESTYLE
entertainment



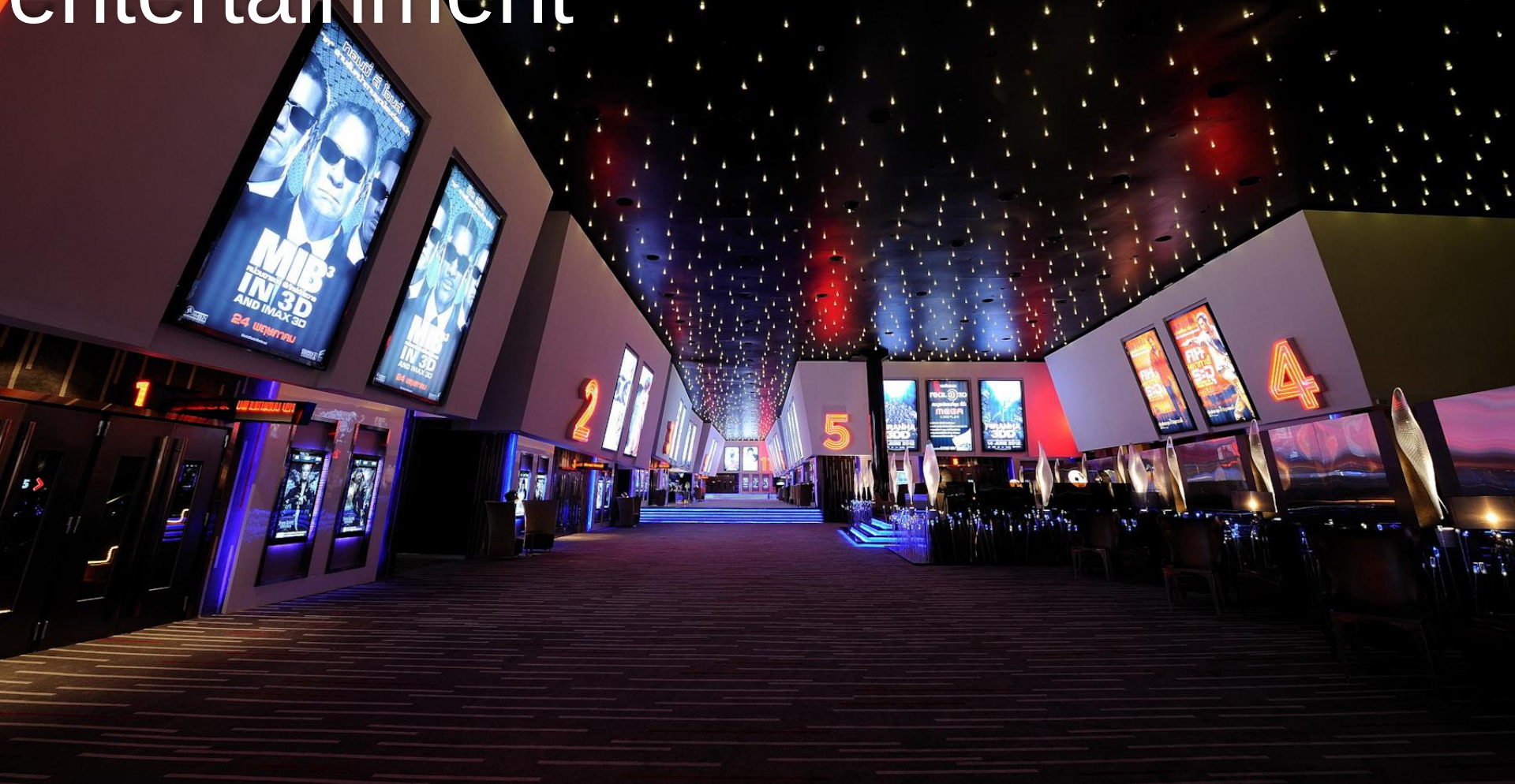
MAJOR currently operated 689 screens nationwide and CLMV.

Screen Opening in 2017 (Tentative) – 18 Locations in upcountry, 3 locations in Bangkok & Vicinity and 2 locations in CLMV.

No.	Location	Screens	Location	BKK	UPC	Inter	Opening Date
1	Lotus Nakornpathom (Opened 6 Apr)	2	114	✓			2Q17 (11 Screens)
2	Robinson Phetchaburi (Opened 19 May)	5	115		✓		
-	BluO Vientiane Center (Laos) - 8 Bowling Lanes (Opened 5 May)						
3	Big C Korat 2 (Nakornratchasima)	4	116		✓		
4	Big C Pathumthani	5	117	✓			2H17 (48 Screens)
5	Lotus Yasotorn	2	118		✓		
6	Lotus Sukhothai	1	119		✓		
7	Big C Udonthani	1	120		✓		
8	Big C Ubon Ratchathani	1	121		✓		
9	Big C Wichian Buri (Phetchabun)	1	122		✓		
10	Lotus Phitsanulok	3	123		✓		
11	Big C Tah Ta Ko	1	124		✓		
12	Big C Dan Khun Thot (Nakhonratchasima)	1	125		✓		
13	Big C Wang Nam Yen	1	126		✓		
14	Sahathai Nakhonsithammarat	3	127		✓		
15	Big C Suvarnabhumi	1	128	✓			
16	Big C Sattahip	3	129		✓		
17	Robinson Kamphaeng Phet	4	130		✓		
18	Lotus Phatthalung	3	131		✓		
19	Lotus Phichit	3	132		✓		
20	Lotus Trad	2	133		✓		
21	Phichit	3	135		✓		
22	Phnom Penh	6	136			✓	
23	Siem Reap	3	137			✓	

LIFESTYLE

entertainment



MAJOR CINEPLEX GROUP PLC.