



3Q07

Quarterly

Results Briefing



Paragon Cineplex, Siam Paragon
November 15, 2007

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3Q07 Financial Review

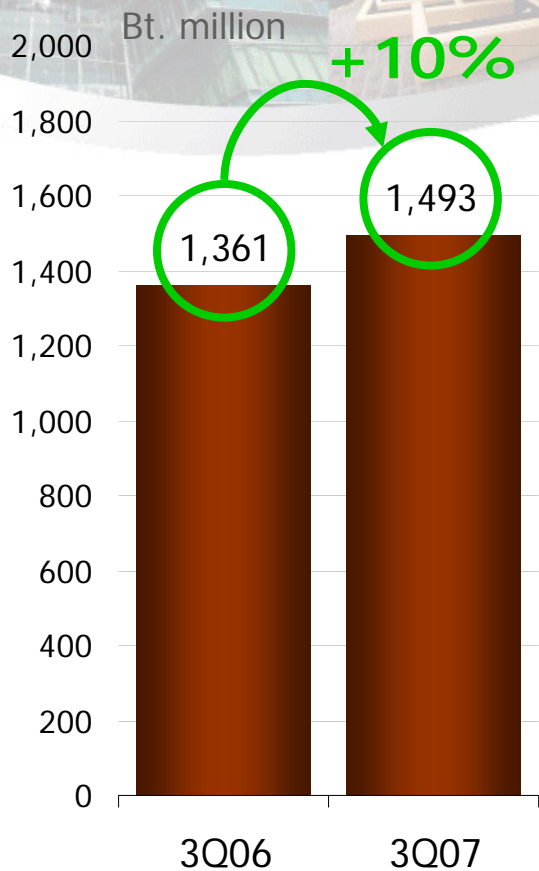


3Q07 Financial Review

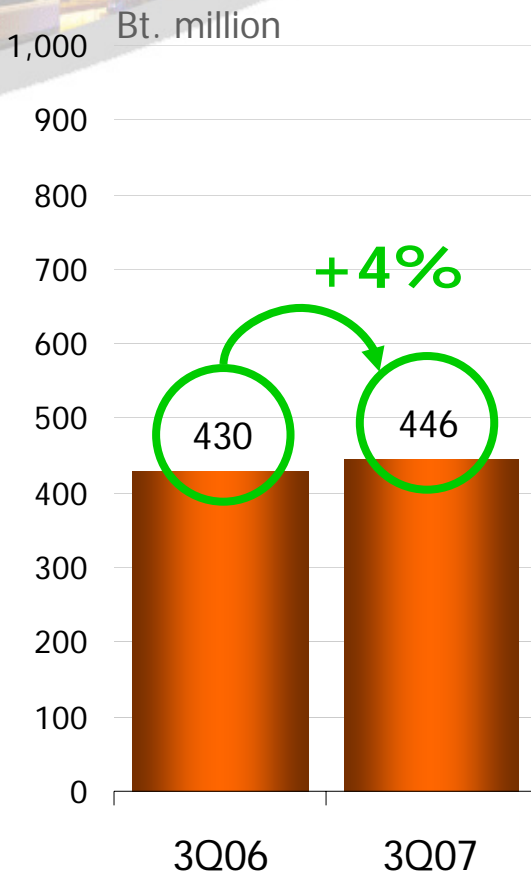
P&L snapshot



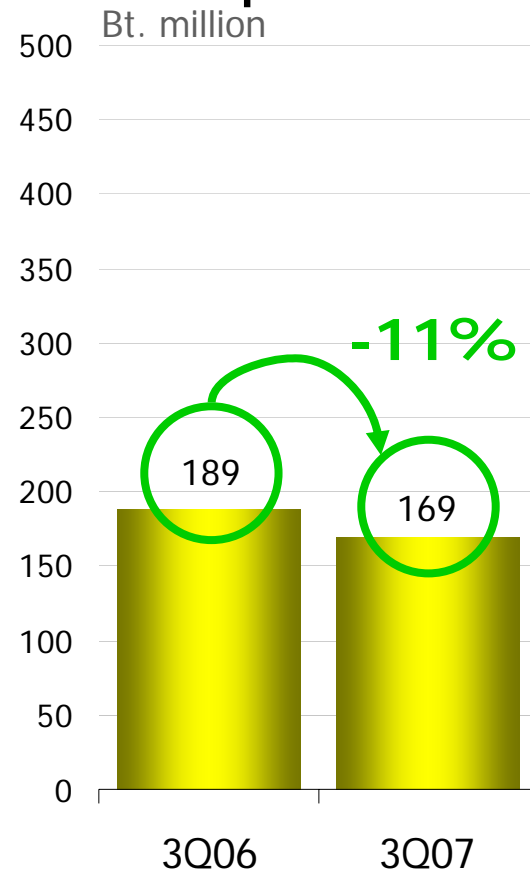
Revenues



EBITDA



Net profit

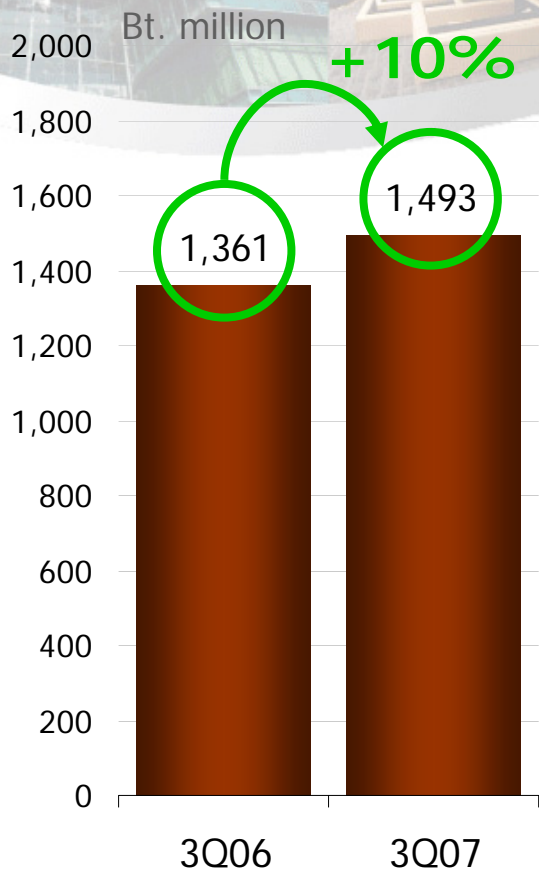


3Q07 Financial Review

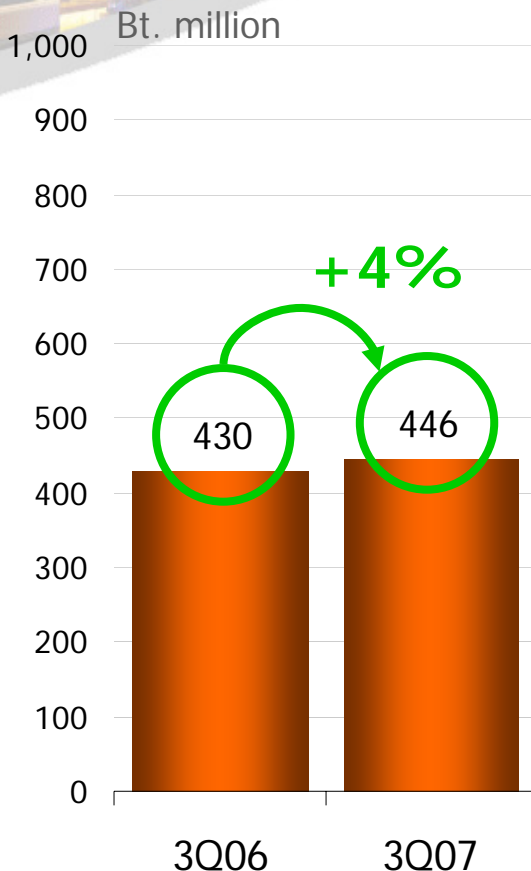
P&L snapshot



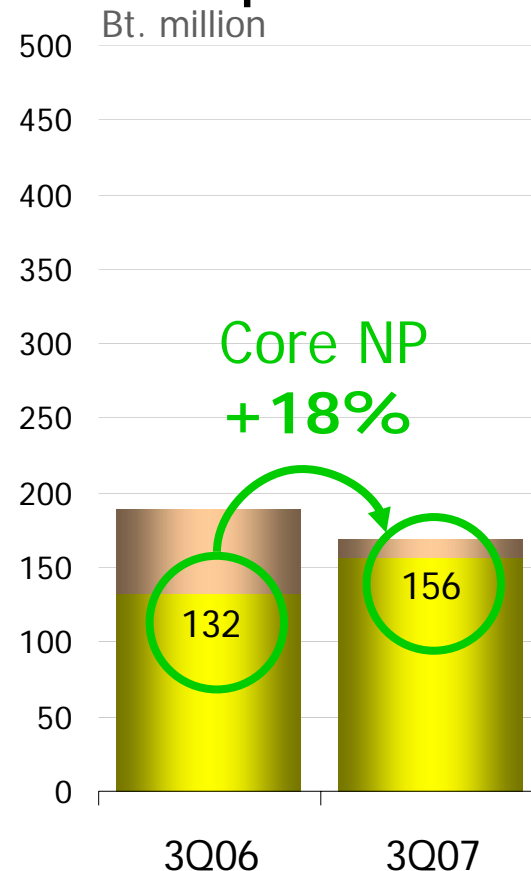
Revenues



EBITDA



Net profit

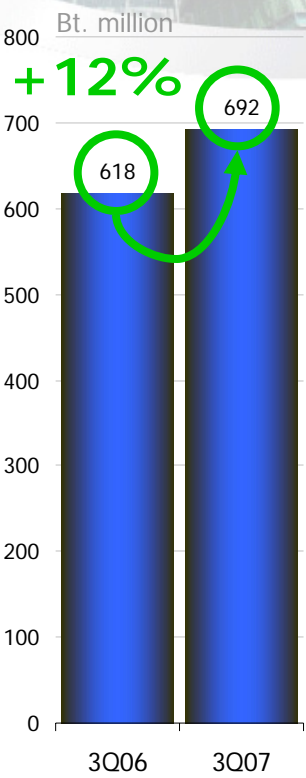


3Q07 Financial Review

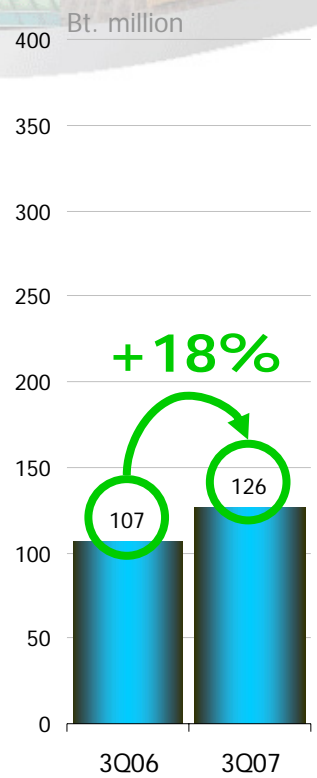
Revenue growth contributors



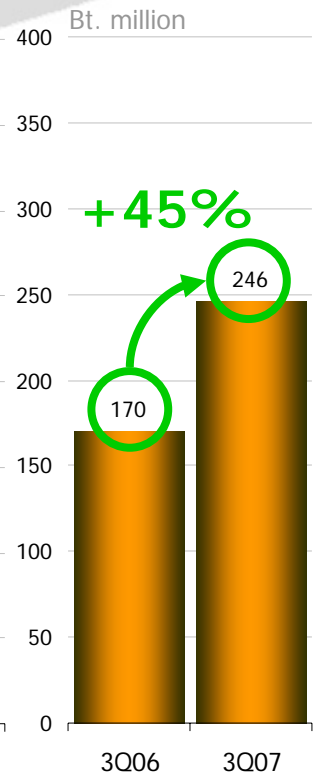
Admissions Sales



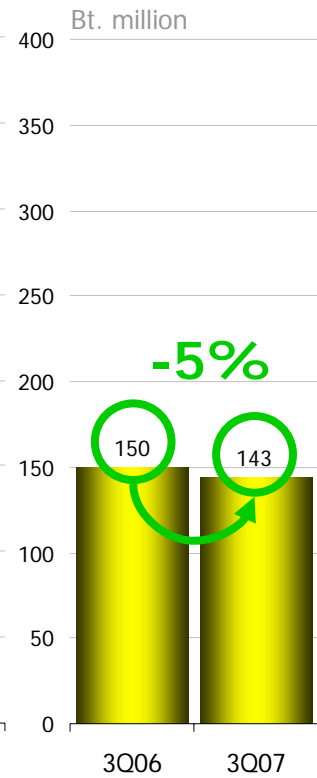
Concessions Sales



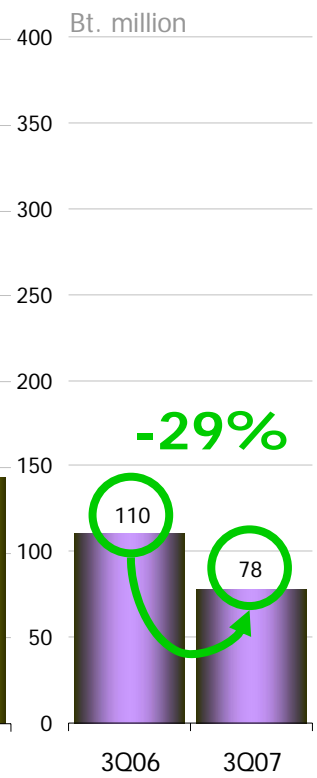
Advertising Income



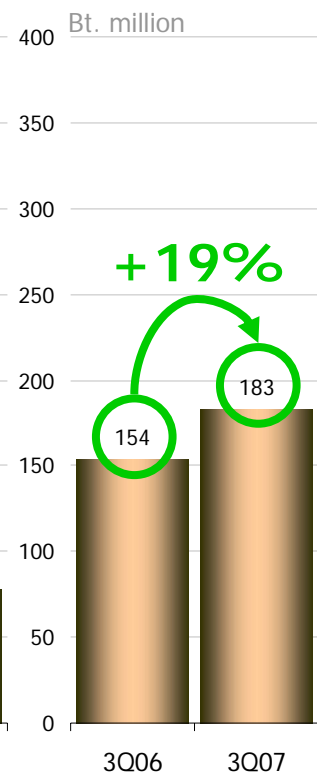
Bowling & Karaoke



Rental & Services

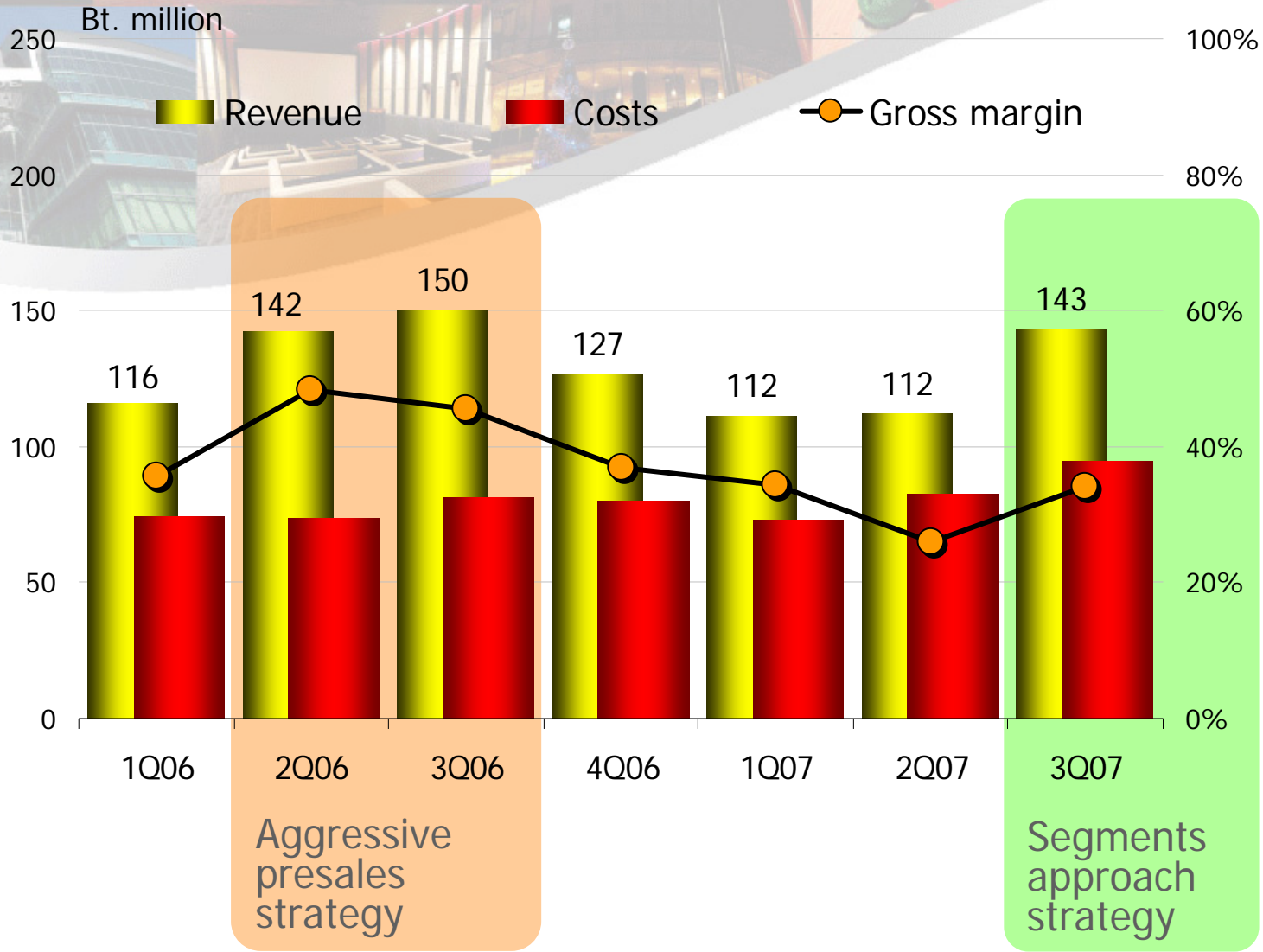


Film Distribution



3Q07 Financial Review

Major Bowl Group turnaround





9M07 Financial Review

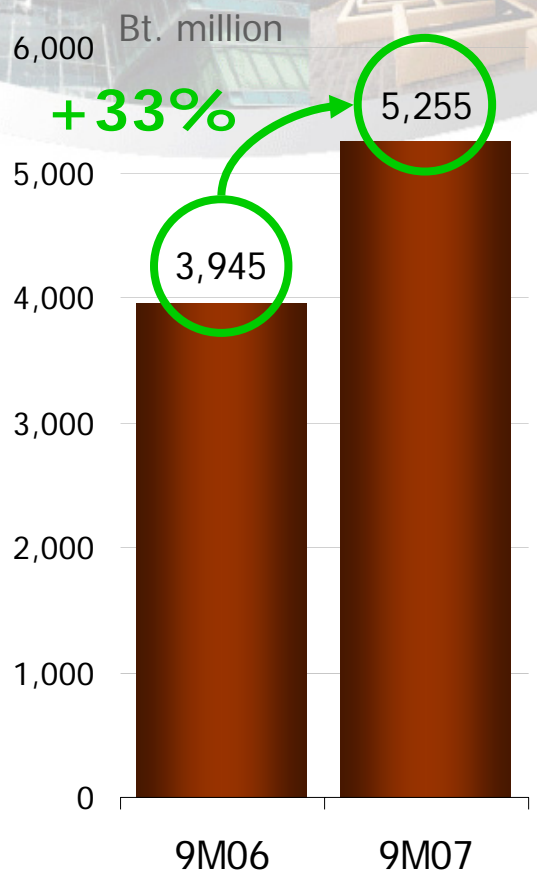


9M07 Financial Review

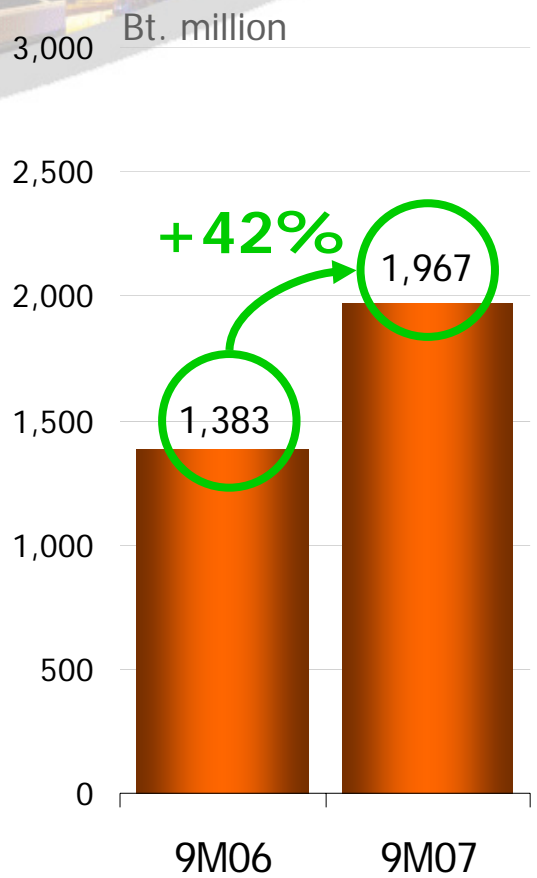
P&L snapshot



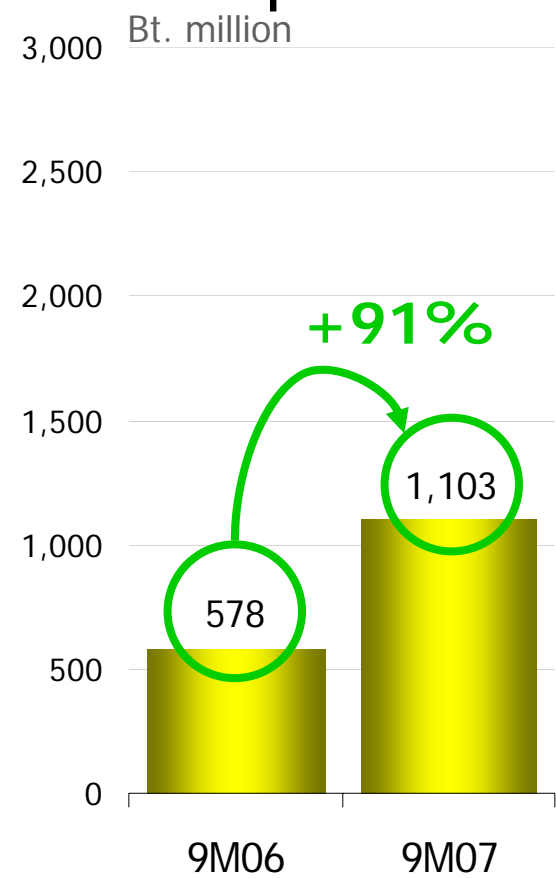
Revenues



EBITDA



Net profit

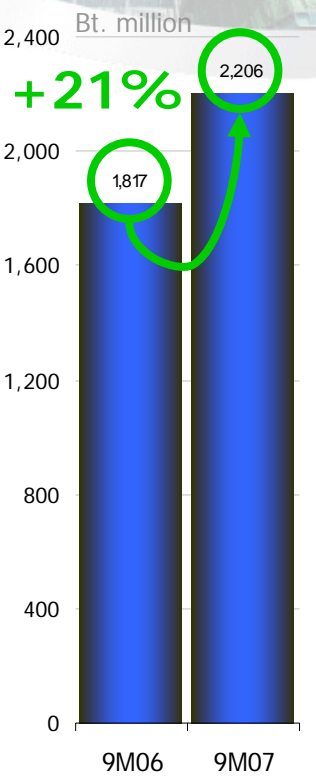


9M07 Financial Review

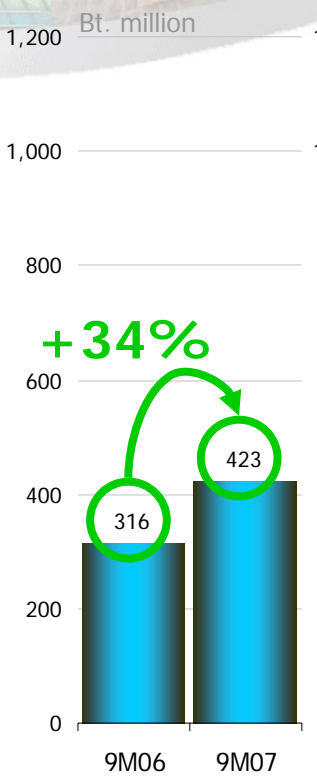
Revenue growth contributors



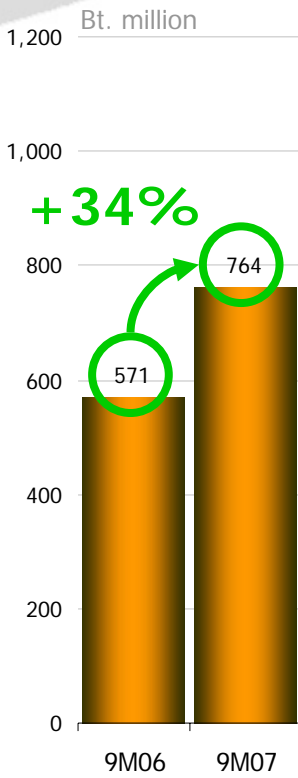
Admissions Sales



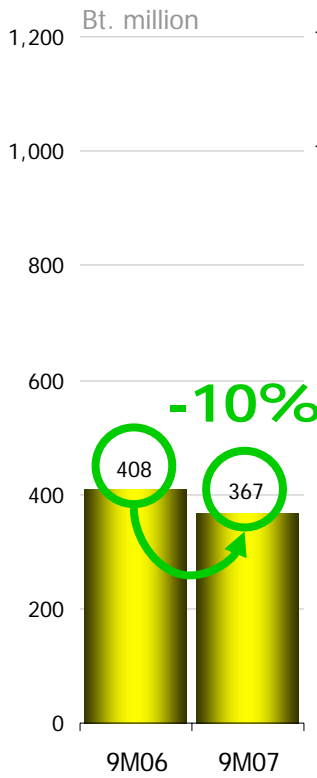
Concessions Sales



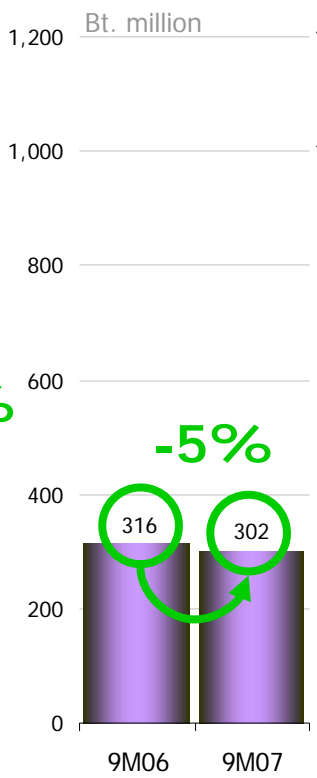
Advertising Income



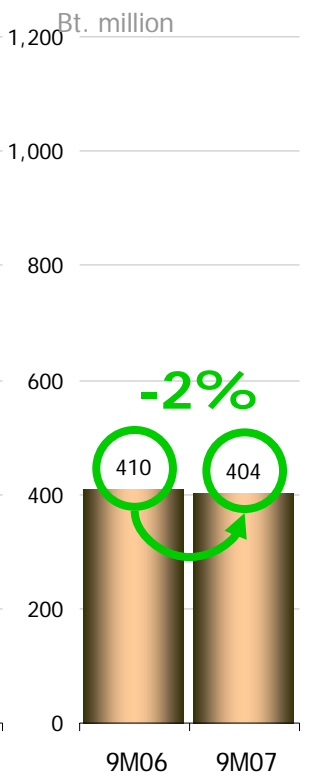
Bowling & Karaoke



Rental & Services



Film Distribution



9M07 Financial Review

Key financial summary

Bt. Million	Dec 31, 06	Sep 30, 07	%Chg
Total assets	8,782	9,158	4%
Total liabilities	4,585	3,653	-20%
Total equity	4,197	5,505	31%
D/E ratio	1.1	0.7	
Net D/E ratio	0.62	0.31	

Bt. Million	9M06	9M07	%Chg
Total revenues	3,945	5,255	33%
Gross profit	1,538	2,400	56%
EBITDA	1,383	1,967	42%
Net profit	578	1,103	91%
Gross margin	39%	46%	
EBITDA margin	35%	37%	
Net margin	15%	21%	
EPS (Bahts)	0.78	1.28	64%



18-mo Outlook

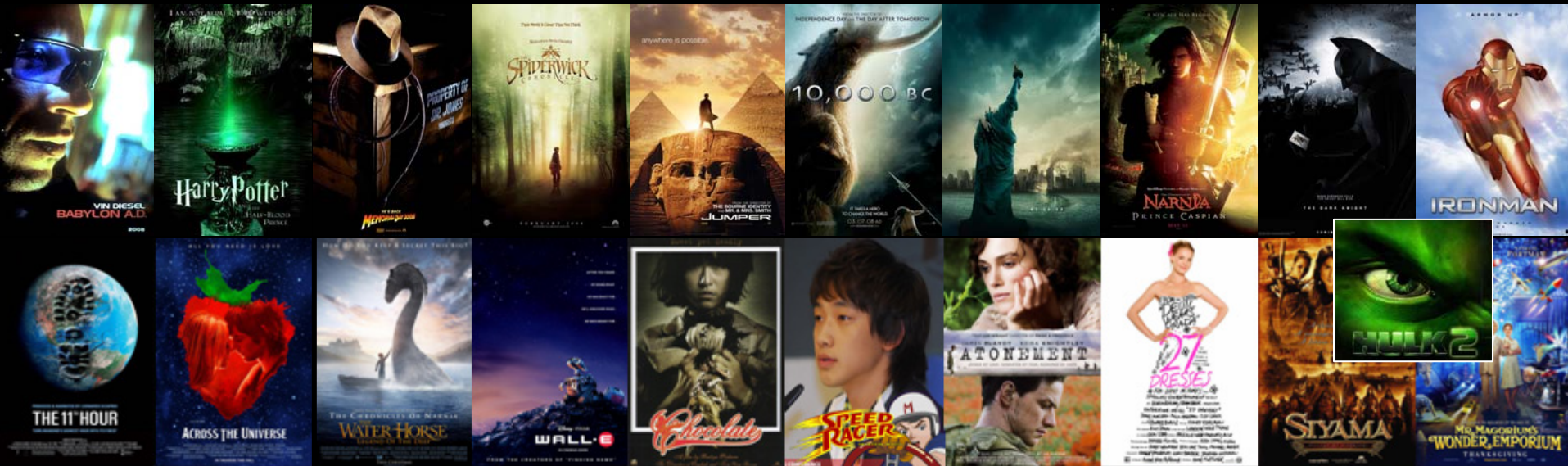


18-month Outlook

4Q07 films line-up



18-month Outlook FY08 films line-up



Top Blockbusters

- Harry Potter & the Half-Blood Prince
- Jumper
- Hulk 2
- King Naresuan 3
- Babylon A.D.
- 10,000 D.C.
- Speed Racer
- องค์บาก 2
- Indiana Jones 4
- Cloverfield
- 007
- แหยมยโสธร 2
- Spiderwick
- Batman 2
- Mummy 3
- ปีนใหญ่จอมสลัด

18-month Outlook

New capacities



FY06	1H07	2H07	FY08	
<p>Siam Paragon 16 screens</p> <p>Hua –Hin 4 screens</p> <p>Samui 3 screens</p> <p>Pitsanulok 4 screens</p> <p>Esplanade 12 screens</p>	<p>Samrong 12 screens</p>	<p>Opened Changwatana 5 screens</p> <p>Opened Pattaya 8 screens</p> <p>Opened Cholburi 4 screens</p> <p>Dec-07 Krabi 4 screens</p>	<p>Rama 4 4 screens</p> <p>Ekamai 4 screens</p> <p>Ratanathibate 15 screens</p> <p>Navanakorn 8 screens</p> <p>Thunyaburi 5 screen</p> <p>Ayudhya 4 screens</p> <p>Salaya 5 screens</p> <p>45 new screens in FY08</p>	
<p>Siam Paragon 38 lanes</p> <p>Hua –Hin 8 lanes</p> <p>Samui 8 lanes</p> <p>Changwatana 14 lanes</p> <p>Esplanade 22 lanes</p>	<p>Samrong 20 lanes</p> <p>Ladprao 10 lanes</p>	<p>Opened Pitsanulok 8 lanes</p> <p>Opened Pattaya 22 lanes</p> <p>Opened Cholburi 10 lanes</p>	<p>Ratanathibate 20 lanes</p> <p>Ayudhya 12 lanes</p> <p>32 new lanes in FY08</p>	

18-month Outlook

Update on the two mega projects

Major Avenue @ Ratchayotin

- 14-story parking structure to be completed within Dec-07
- Foundation works for main building completed, now constructing 1/F & 2/F
- Commercial launch expected in Apr-08
- JV expects to book upfront lease payments in 2Q08

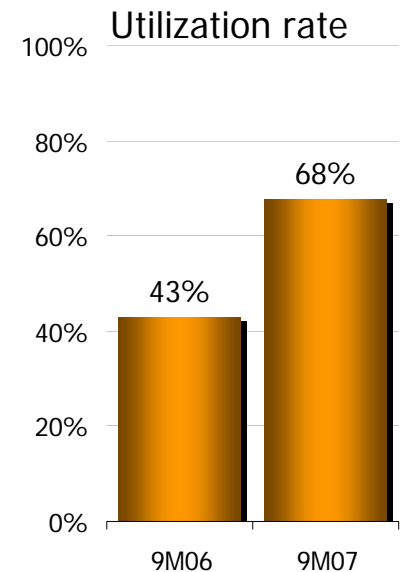
Ratanathibate Cineplex

- Commercial launch expected in Dec-08, just in time to screen **King Naresuan 3**
- MAJOR expects to book upfront lease payments in 4Q08

18-month Outlook

Cinemia: Still room to grow

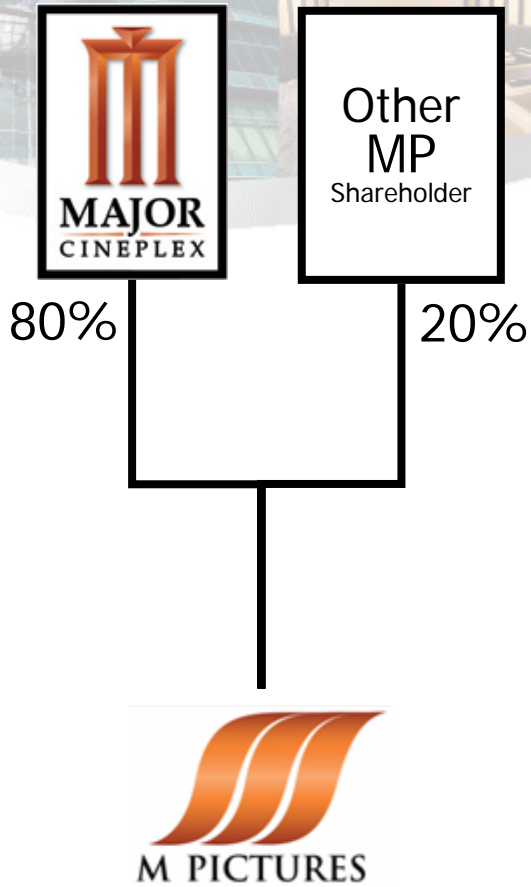
- +34% vs. +1% for total ad industry
- Potential further revenue drivers:
 - Customized sales package capitalizing on films line-up
 - Regional sales teams for UPC target groups
 - Cinemia as first choice for BTL activities & events
 - Leveraging Group companies strengths
 - New media initiatives
 - Digital media i.e. plasma, Internet, etc.
 - Business partners with other media



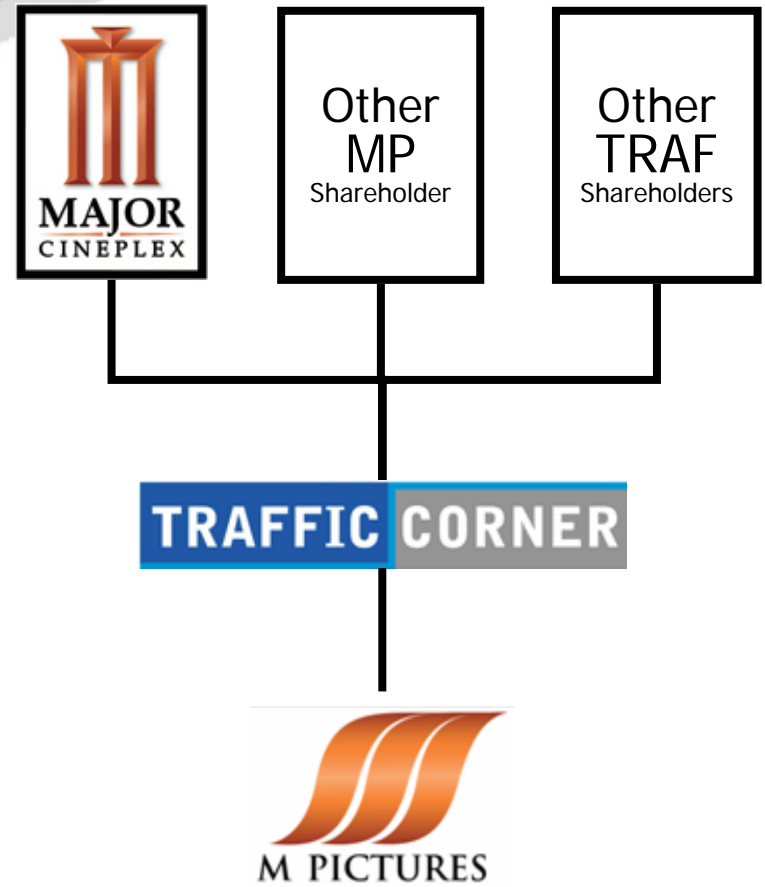
18-month Outlook

Partnerships with Traffic Corner Plc.

The Transactions



Before



After

Pending TRAF shareholders meeting

Key Takeaway Points



- Dec-07 line-up expected to drive 4Q07 admissions growth
- FY08 line-up “may be better than many expect!”
- 45 new cinema screens in FY08 well underway
Krabi shifted up with commercial launch in Dec-07
- Two “mega projects” on schedule, expecting to start contribute significantly to the bottom-line growth in FY08 & FY09
- Still plenty of room to drive media revenues
- Partnership with TRAF expected to contribute to both cinema & media business.



3Q07

Quarterly Results Briefing



THANK YOU