

LIFESTYLE

entertainment

Quarterly Briefing

1Q12

MAJOR CINEPLEX GROUP PLC.



Analyst Meeting

Paragon Cineplex, Siam Paragon : May 11th, 2012

The Bottom Line

1Q12 Financial Review

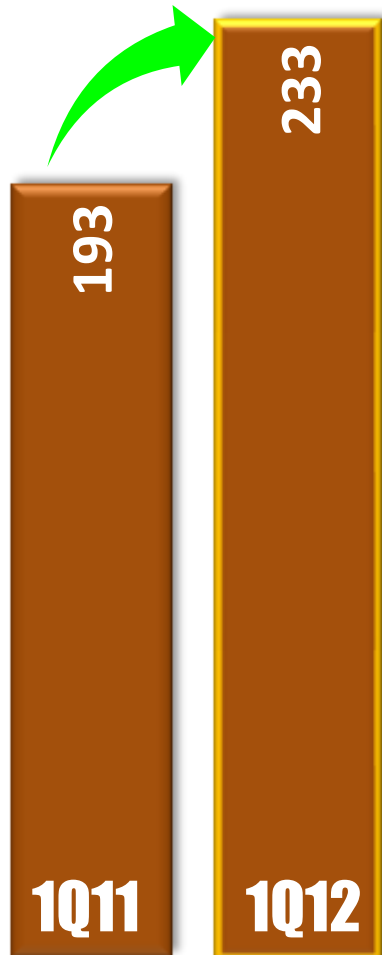
Review of Revenue, Net profit
B/S snapshot

Growth Potentials

The Bottom Line

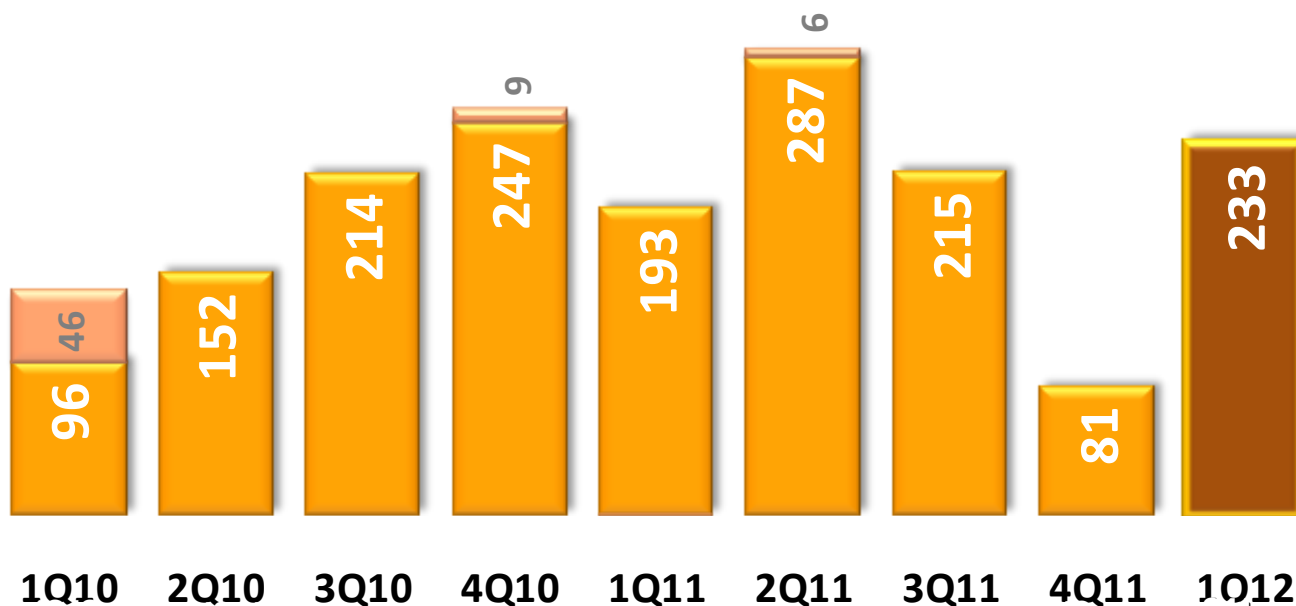
Bt.million

Net profit
+21%



21% Profit Growth mainly from

- Insurance claimed from Bangna Branch
- Profit booking from divestment in SF



Net Profit Bt.million

*Gain from Financial lease

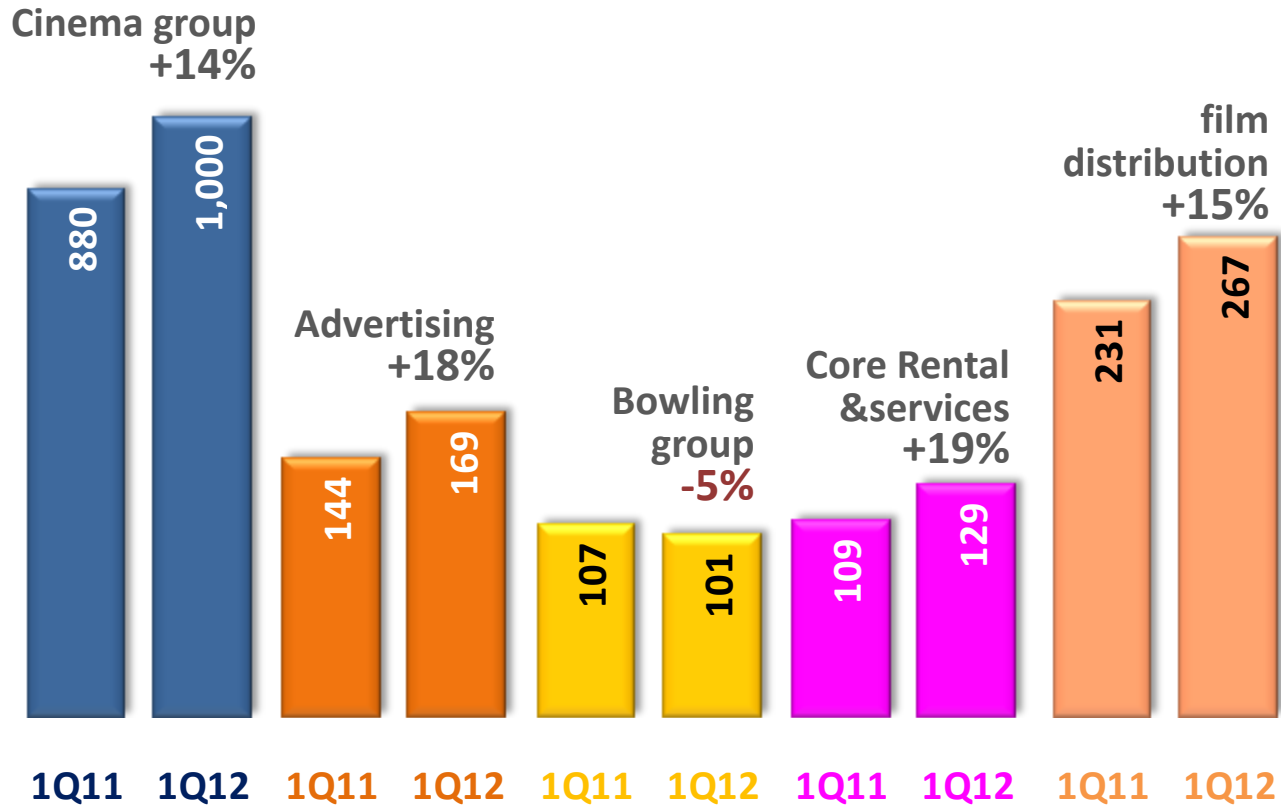
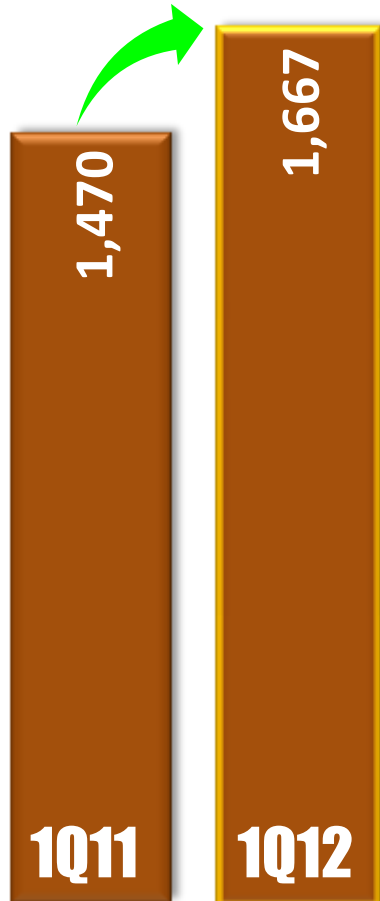


The Revenue Review

Continuous growth from key businesses

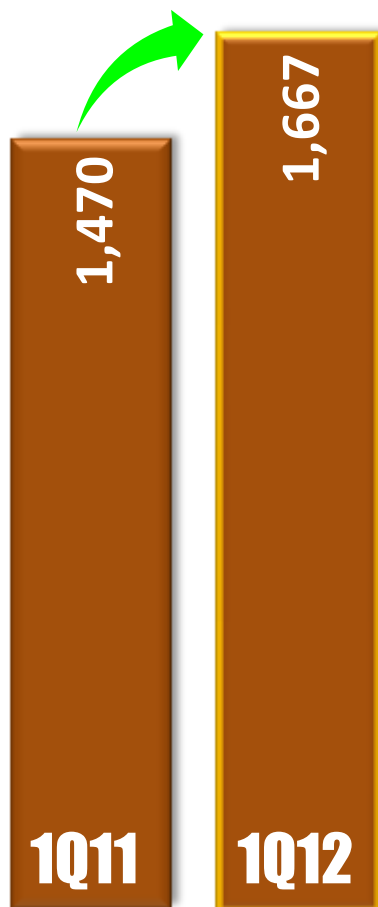
- 13% revenue growth YoY
- Cinema, Advertising and Rental as key drivers

Bt.million
Core Revenue
+13%



The Revenue Review : Cinema

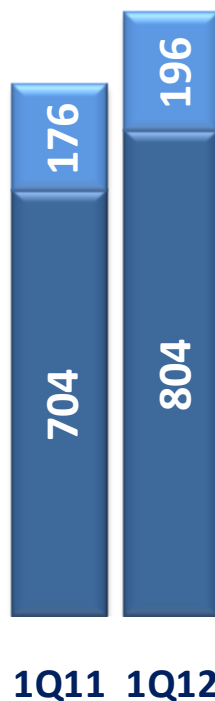
Bt.million
Core Revenue
+13%



Cinema is stronger especially from Thai films

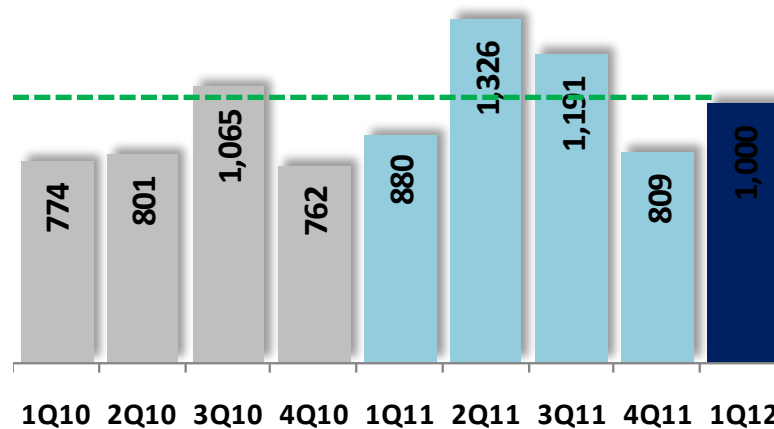
- Thai films as key driver in 1Q12
- Digital theatres also drive revenue

Cinema group
+14%



Concessions
+11%

GBO
+14%

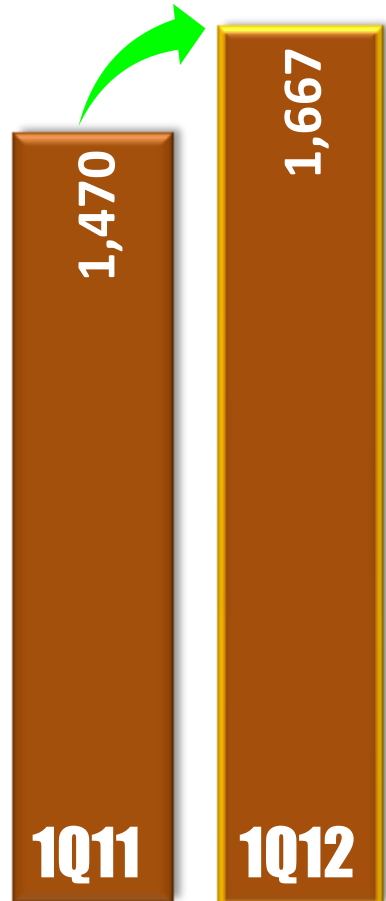


Cinema revenues Bt.million



The Revenue Review : Cinema (con't)

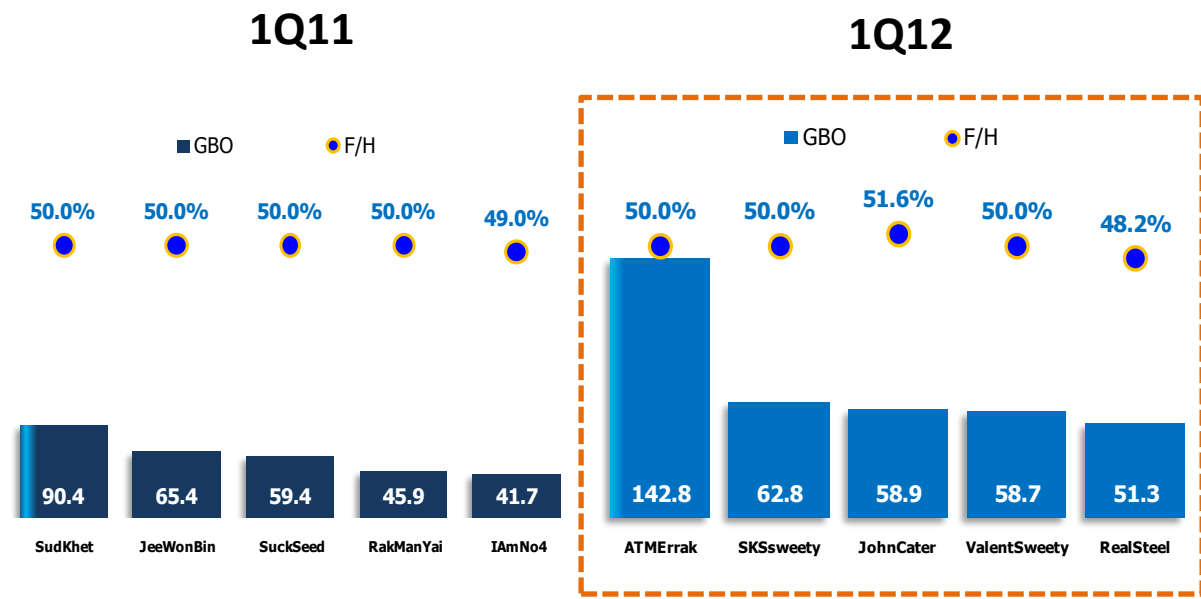
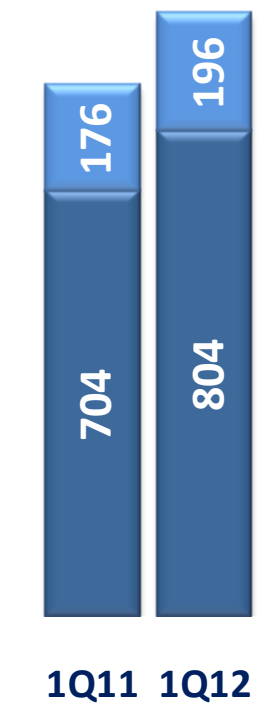
Bt.million
Core Revenue
+13%



14% YoY Growth in Cinema

- Mainly from ATM err-rak error, sor kor sor sweety, valentine sweety
- Avg. film hire increase 1%

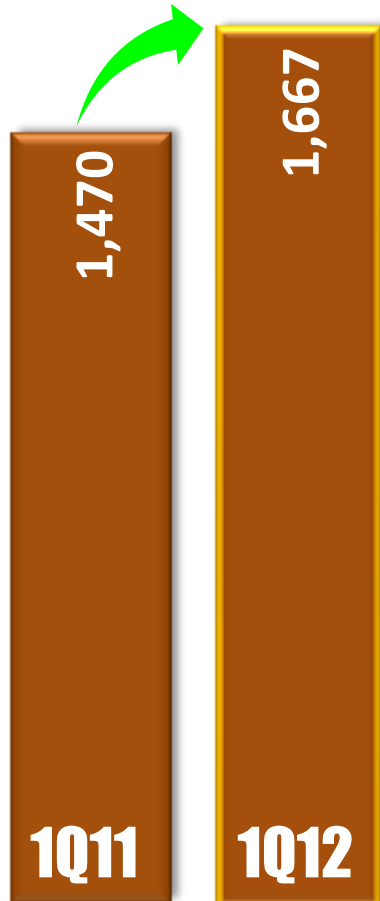
Cinema group
+14%



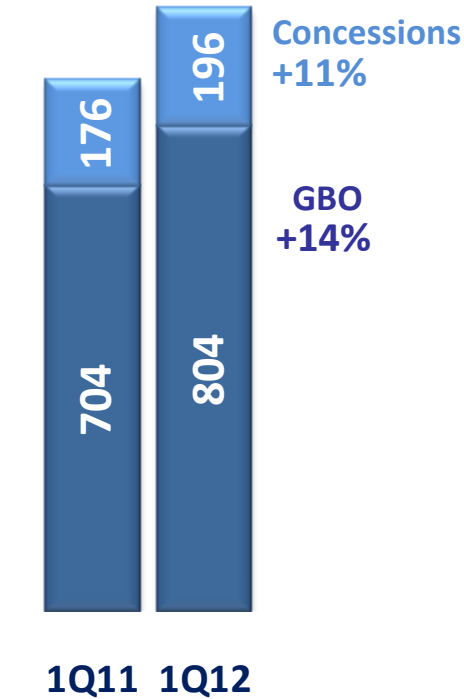
Cinema revenues Bt.million

The Revenue Review : Cinema (con't)

Bt.million
Core Revenue
+13%



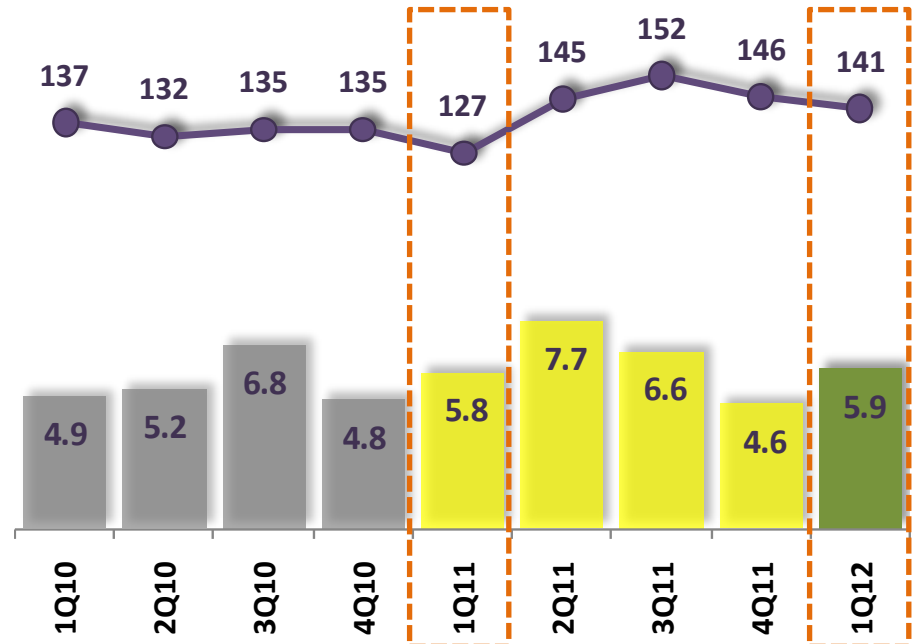
Cinema group
+14%



11% YoY ATP Growth

- ATP and Admission increase
- More Digital theatres makes ATP gets more higher

ATP & Admission (Net Complimentary)

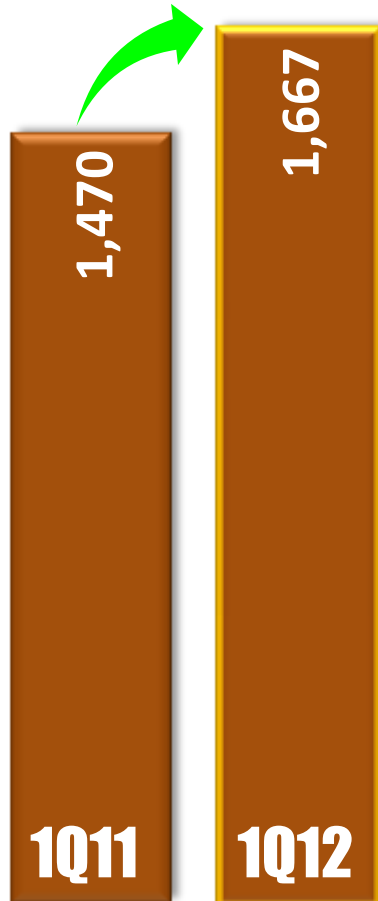


The Revenue Review : Advertising

Continue growth in Advertising

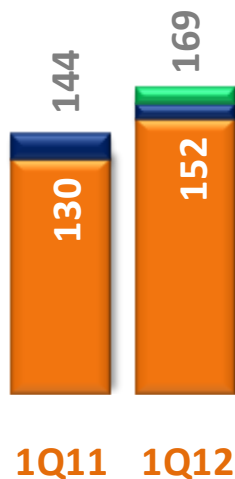
- Good response in By-movie ads package
- Drink & Snack and Telecommunication are still main clients

Bt.million
Core Revenue +13%

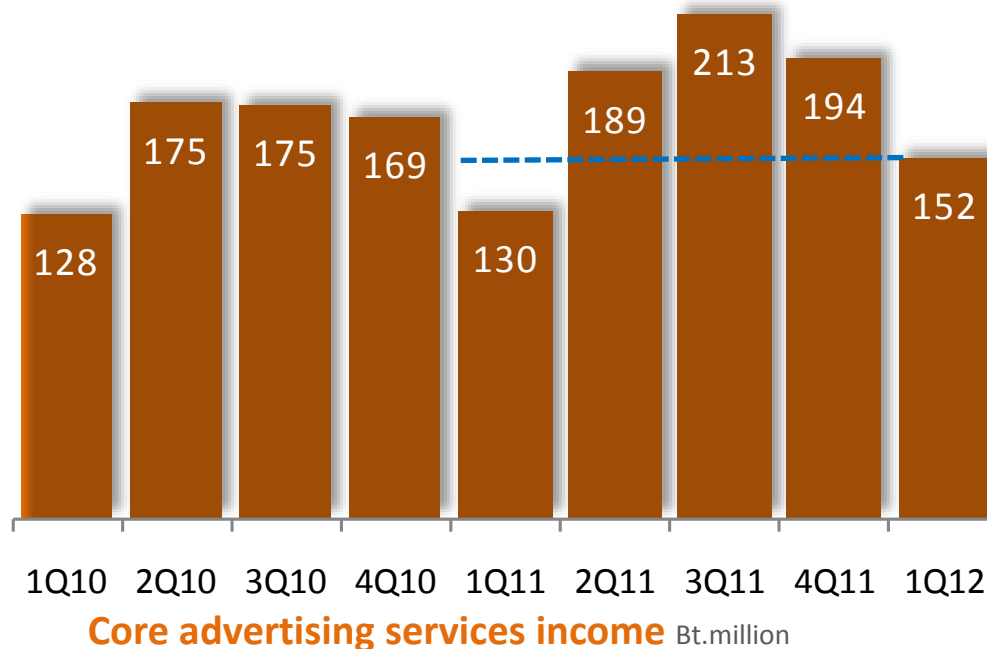


■ TalentOne
■ MPIC
■ CineAd

Advertising +18%



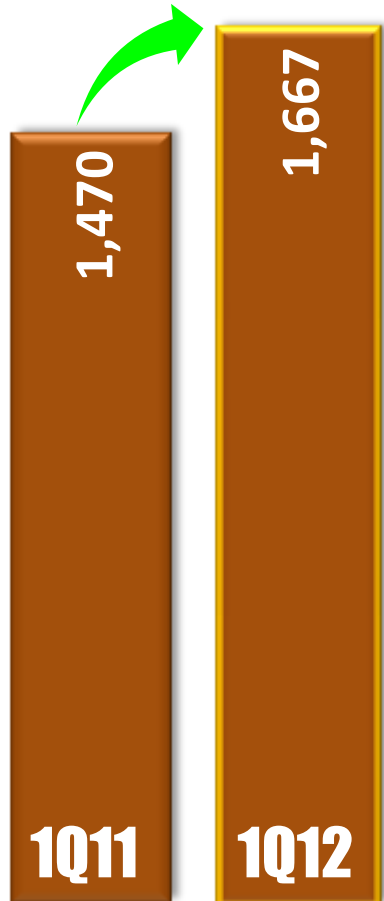
Core Advertising +17% YoY



The Revenue Review : Bowling

Bt.million

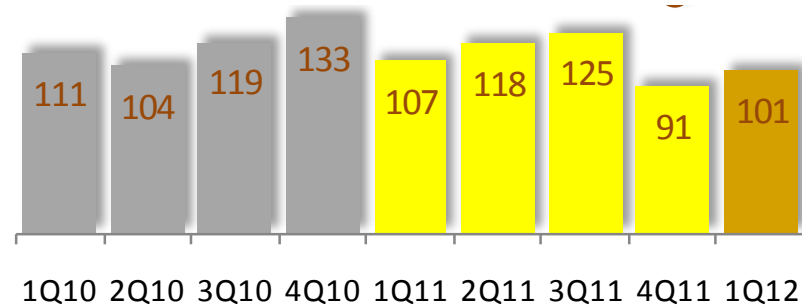
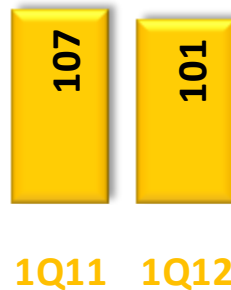
**Core Revenue
+13%**



Revenue slightly softened

- Closed down 2 branches: Piyarom and Ladprao

**Bowling
group
-5%**



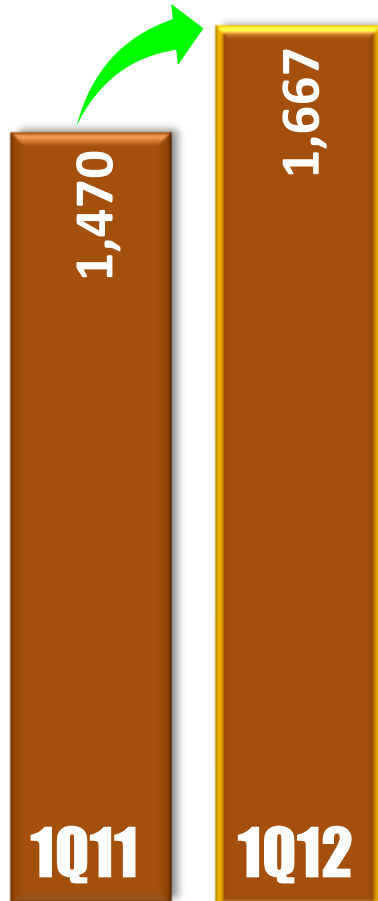
Bowling & Karaoke revenues Bt.million

The Revenue Review : Retail

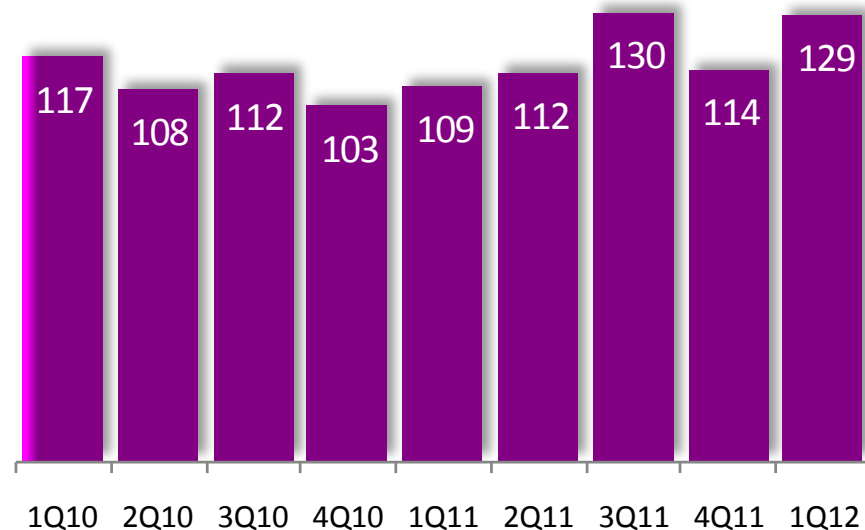
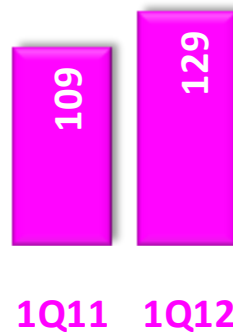
Fully occupancy in Metropolis drive up revenue

- Metropolis is fully occupied
- Slight drop on promotional area

Bt.million
Core Revenue
+13%



Core Rental
& services
+19%



Core rental & services income Bt.million

Excl. Finance Lease

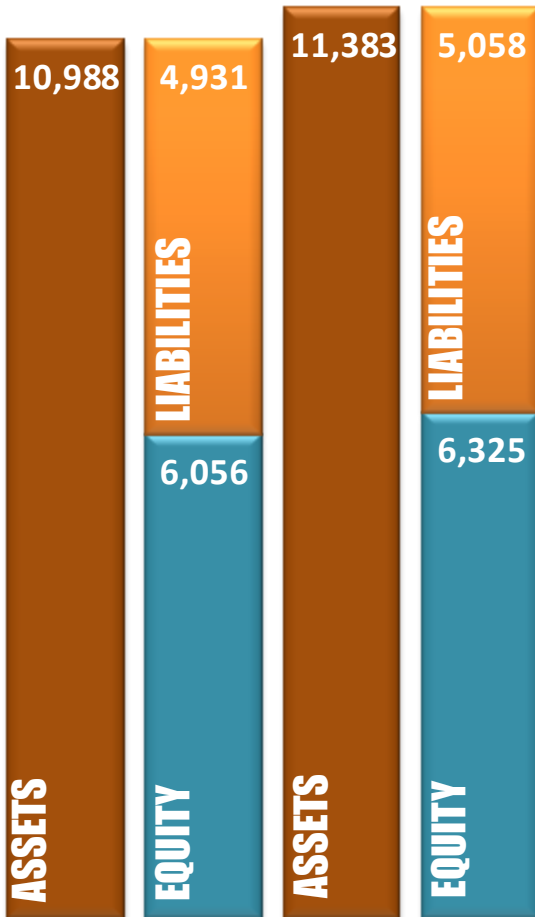


B/S Snapshot

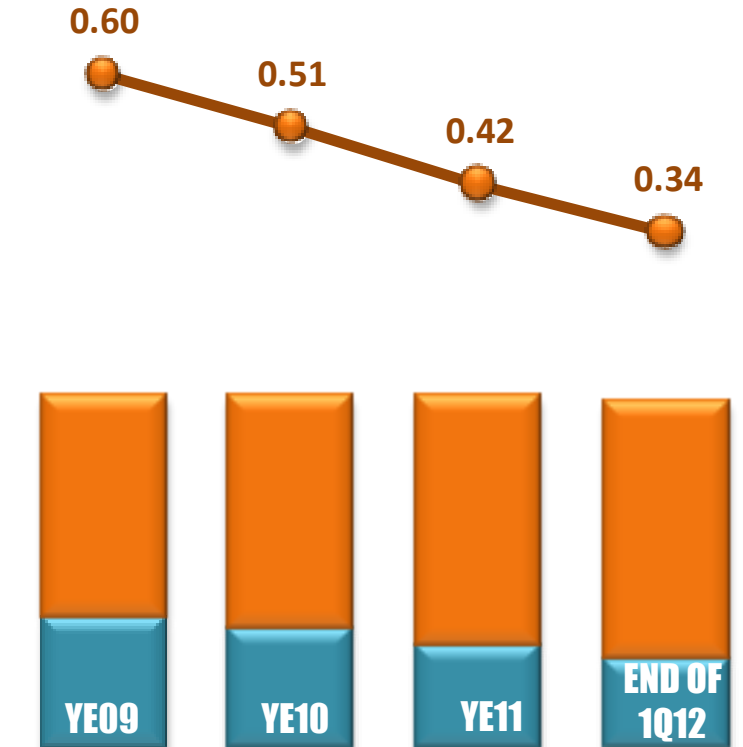
Bt.million	Dec 31, 11	Mar 31, 12	%chg
Assets	10,988	11,383	4%
Liabilities	4,931	5,058	3%
Equity	6,056	6,325	4%

Dec 31, 11

Mar 31, 12



Net interest-bearing debts Equity Net D/E





Investments Portfolio vs. Interest-bearing debts

Mar31, 12

Bt.million

Investments	%Shareholding	Cost per Share	Market value*
MJLF	33.0%	10.00	1,307
Siam Future	22.9%	2.38	2,206
MPIC	66.1%	1.55	691
PVRL	9.9%	91.06	202
Total			4,406

11,383

5,058

Bt.million

Interest-bearing debts	1Q12
Bank OD & ST loans	477
CP of LT borrowings	1,558
LT borrowings	158
Debentures	800
Total	2,994

LIABILITIES

6,325

ASSETS

EQUITY

*Closing price on May 5,2012

- Investment portfolio as of 20th Apr 12:

- 23% in Siam Future Development Plc. (SF)
- 66% in M Pictures Entertainment Plc. (MPIC)
- 33% in Major Cineplex Lifestyle Leasehold Property Fund (MJLF)
- 40% in ThaiTicketMajor Co., Ltd.
- 45% in Major Kantana Broadcasting Co., Ltd.
- 9.9% in PVR Limited (PVRL)
- 49% in PVR blu-O Entertainment Limited
- 80% in Talent One Co.,Ltd.

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1Q12

GROWTH POTENTIALS



GROWTH POTENTIALS

FY12 Strategic Focus

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Main concept still remain - Continue growth with more screens, higher ATP and convert to Digital's format theme

- More focus on optimizing returns from existing assets, given the solid film line-up and Major's increased market penetration
- Cautious expansion, focusing on prime new locations
- Increase number of digital theaters to eventually replace film
- Driving same store growth for higher revenues and yields
 - Focus on optimizing multi-tier pricing
 - Increase cinema occupancy
 - Improve ticketing convenience to both increase customer satisfaction and encourage pre-bookings i.e. Counter Service
 - Maximize M-Gen campaign to increase customer loyalty and communications to customers
- Increase quality of Digital theatres and maximize 3D films to increase ATP
- Further expansion into India while exploring other International markets

Strategic Investment: Lifestyle Mall Investment



MEGA BANGNA



- Rapid and economical expansion arm without zoning limitation
- Neighborhood Center / Stand-Alone Retail Store / Lifestyle center / Entertainment Center

GROWTH POTENTIALS

FY12 Blockbuster Highlight

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1Q12

- ATM Er-Rak-Eror
- Valentine Sweet
- Underworld4
- John Carter
- Hanger Games
- Wrath of TITANS



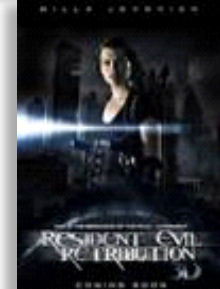
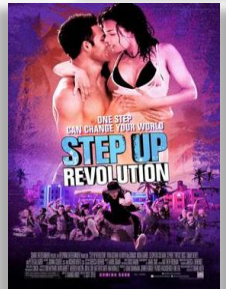
2Q12

- Battleship
- The Avengers
- Men In Black 3
- Snow White and the Huntsman
- G.I. Joe 2: Retaliation



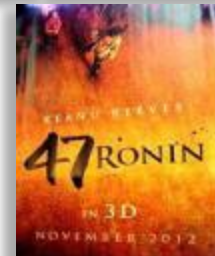
3Q12

- The Amazing Spider-Man
- The Dark Knight Rises
- Step Up Revolution
- Naresuan 5
- Total Recall
- Resident Evil 5



4Q12

- Bond 23 (007)
- The Twilight Saga : Breaking Dawn 2
- 47 Ronin
- The Hobbit



GROWTH POTENTIALS

Capacities

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As of Apr 2012



	FY10	FY11	FY12	
Screens	361	383	53	
BKK & Vicinity	252	259	IKEA	16
			Bangkae	10
			TBA	5
Provincial	109	124	Ubonratchathi Additional screens	2
			Bangna Additional screens	1
			Udonthane Additional screens	4
			TBA	15
Lanes	504	506	196	
BKK & Vicinity	386	386	IKEA	24
			Bangkae	16
Provincial	94	94		
International	24	Vasant Kunj	Bangalore	60
			Pune	36
			Mumbai	12
			Raja Garden	22
			Chandigarh	26

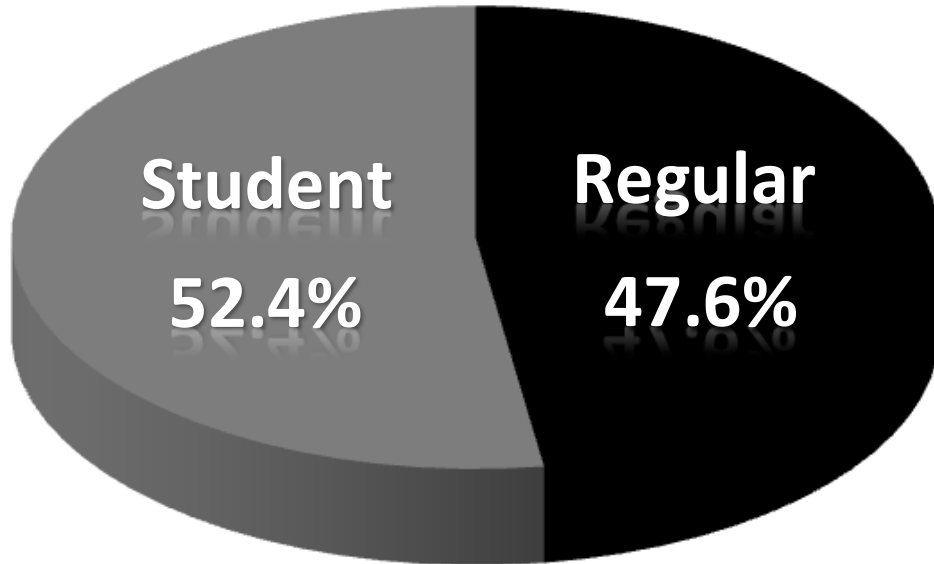
GROWTH POTENTIALS

M Generation

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Ratio M Gen Card : Regular & Student



Total 1,485,073 members

71.7
Bt.million

As of
May 9th 12

- Loyalty card to customers
- Customer insights & Direct marketing channel for MAJOR to drive same-store growth

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MAJOR CINEPLEX GROUP PLC.



Thank You