

LIFESTYLE

entertainment

Quarterly Briefing

3Q12

MAJOR CINEPLEX GROUP PLC.



Analyst Meeting

Paragon Cineplex, Siam Paragon : Nov 12nd, 2012



The Bottom Line

3Q12 Financial Review

Review of Revenue, Net profit
B/S snapshot

Growth Potentials

Snapshot

Operation

- Strengthen movie variety by driving Indian movie
- Successfully launch side-line product “Doraemon topper”
- Brand Engagement: Bangkok Airways Blue Ribbon Screens
- More than a theatre
 - Live football broadcast (Man Utd Vs Liverpool)
 - Super Model International 2012 @ M Max Theatre

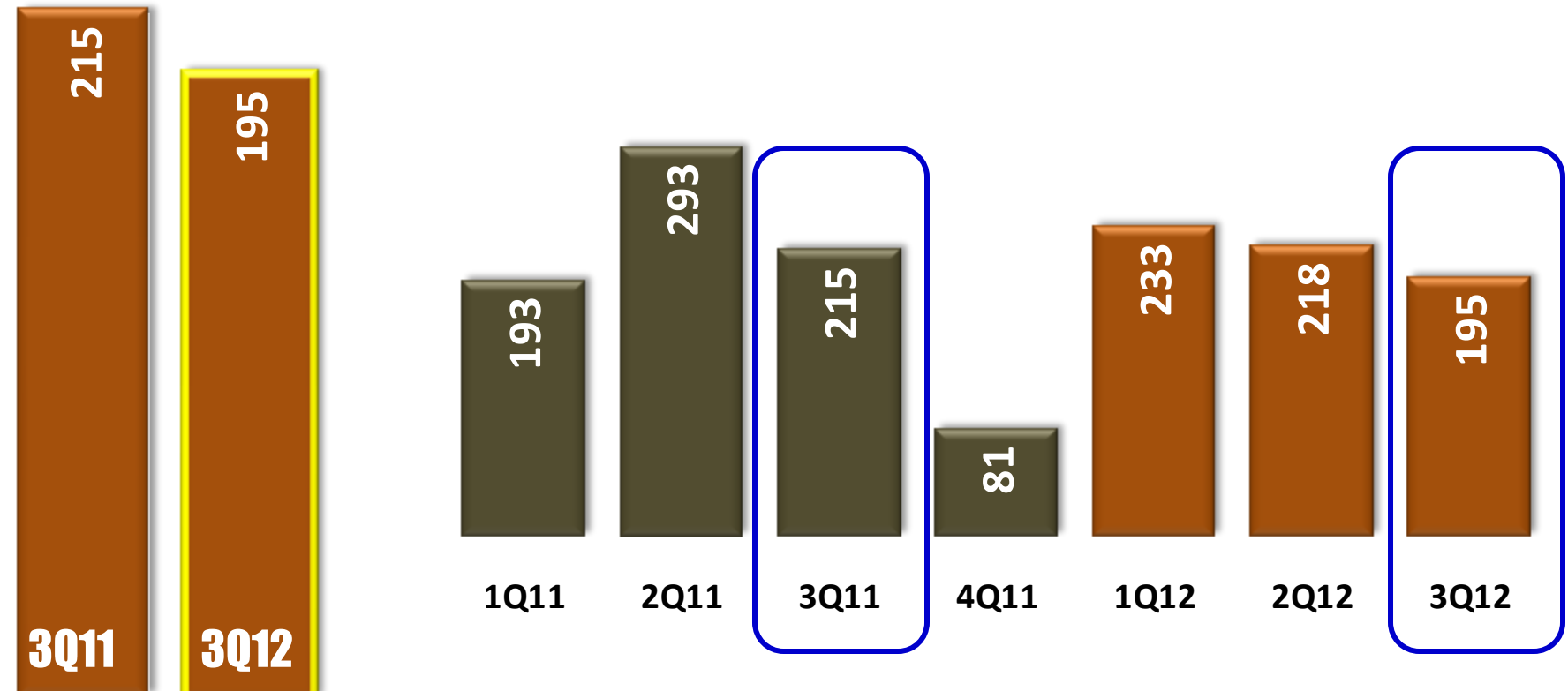
Expansion & Investment

- EGV Seacon Bangkae
- Successful transformation to 200th digital screens

The Bottom Line Trend

Better cost control though YOY profit slowed down

Bt.million
Net profit
-9%YoY

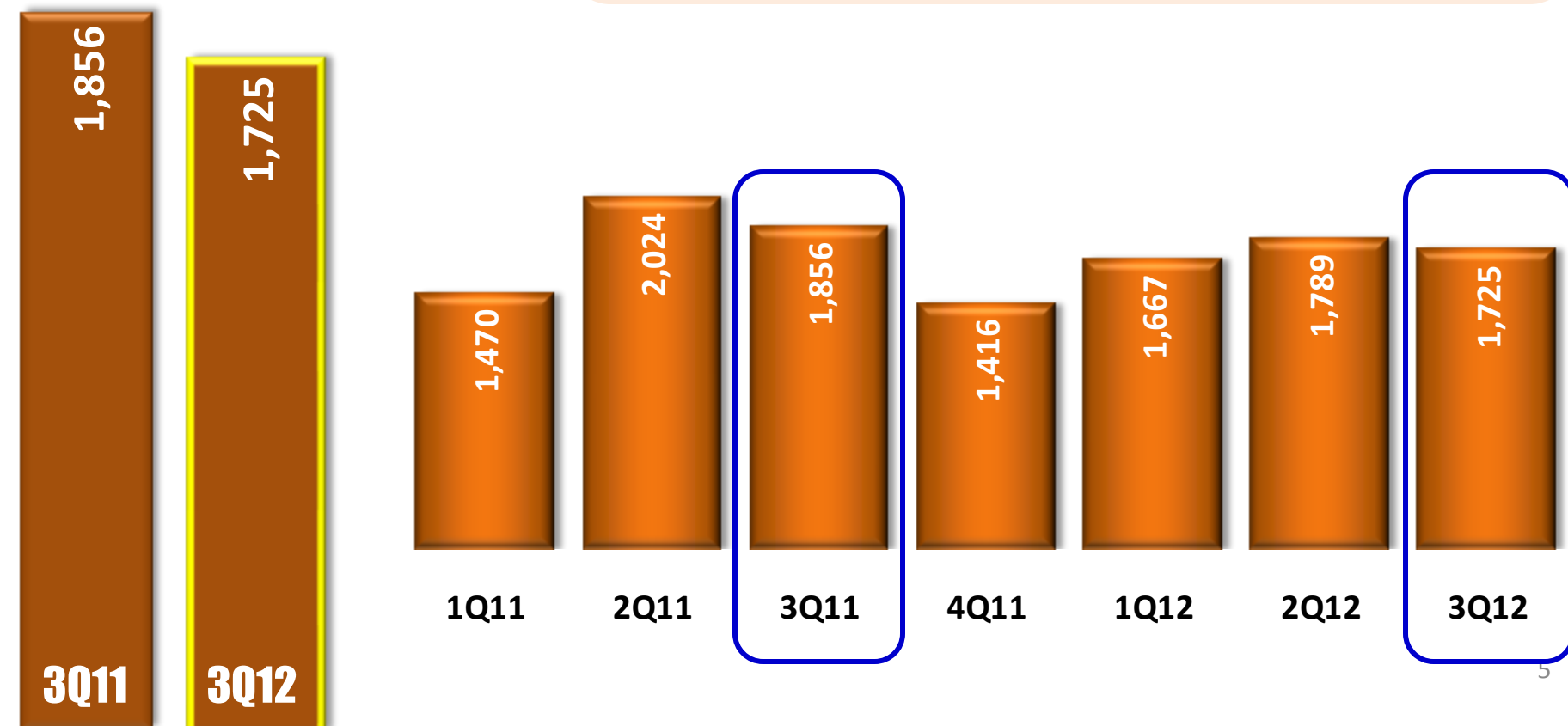


The Revenue Review Trend

Bt.million
Revenue
-7%YoY

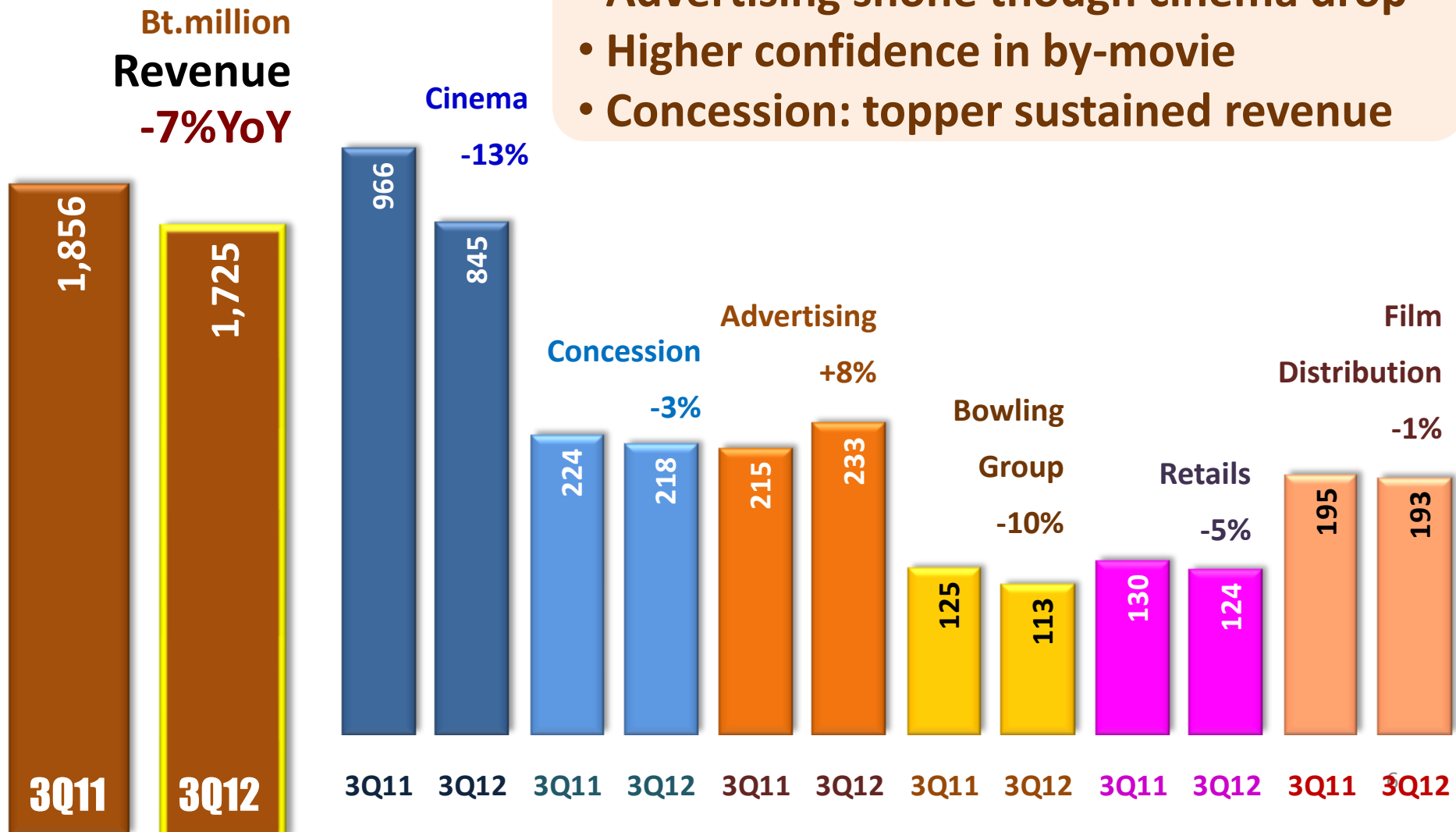
Revenue slightly drop

- 3Q11 had a stronger line up



The Revenue Review breakdown

- Advertising shone though cinema drop
- Higher confidence in by-movie
- Concession: topper sustained revenue



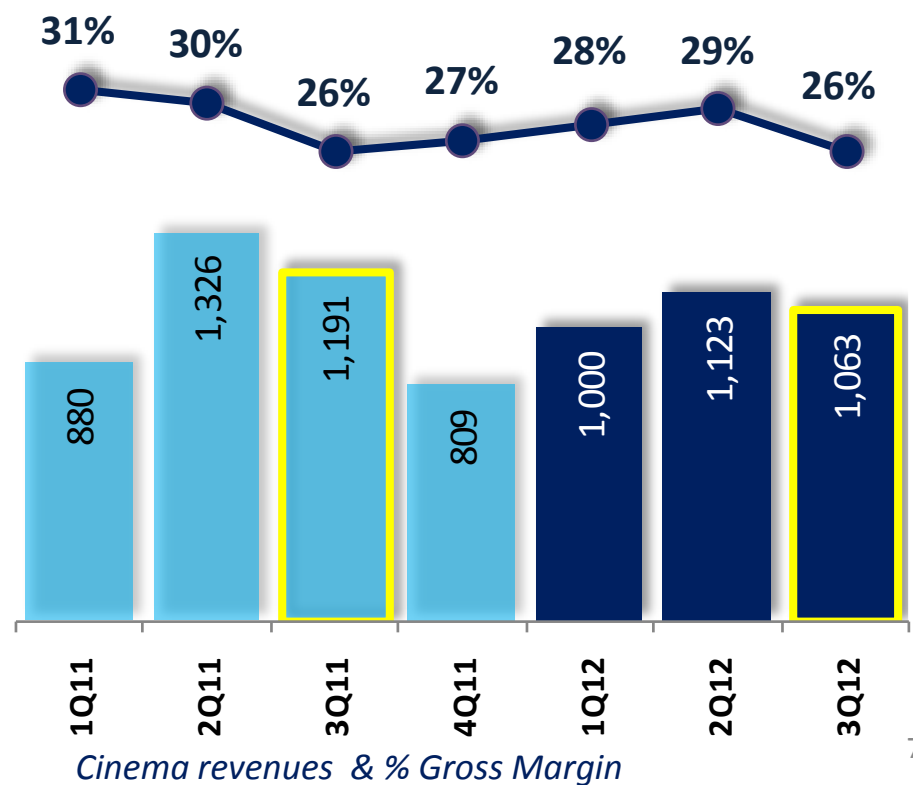
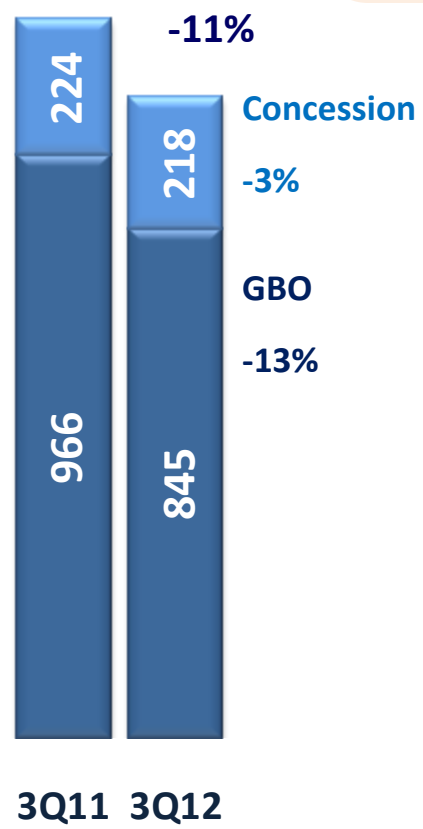
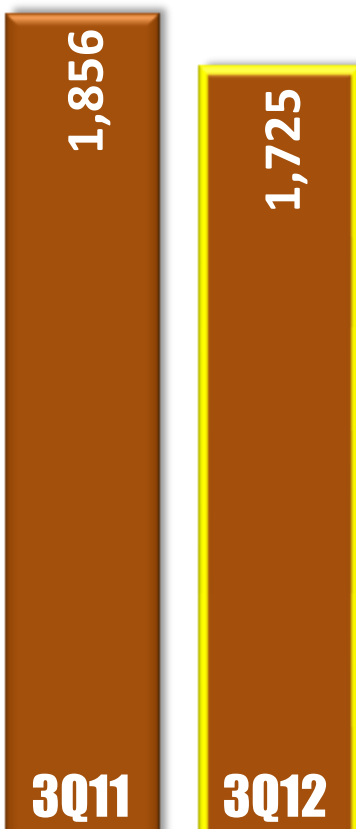
The Revenue Review : Cinema

Bt.million
Revenue
-7%YoY

Cinema Group

Margin compare 2Q12 drop from

- Film hire(48%) (2Q12 : 47%)
- Opened Seacon Bangkae(28 Sep12)
- Electricity up rate , high rental cost for central



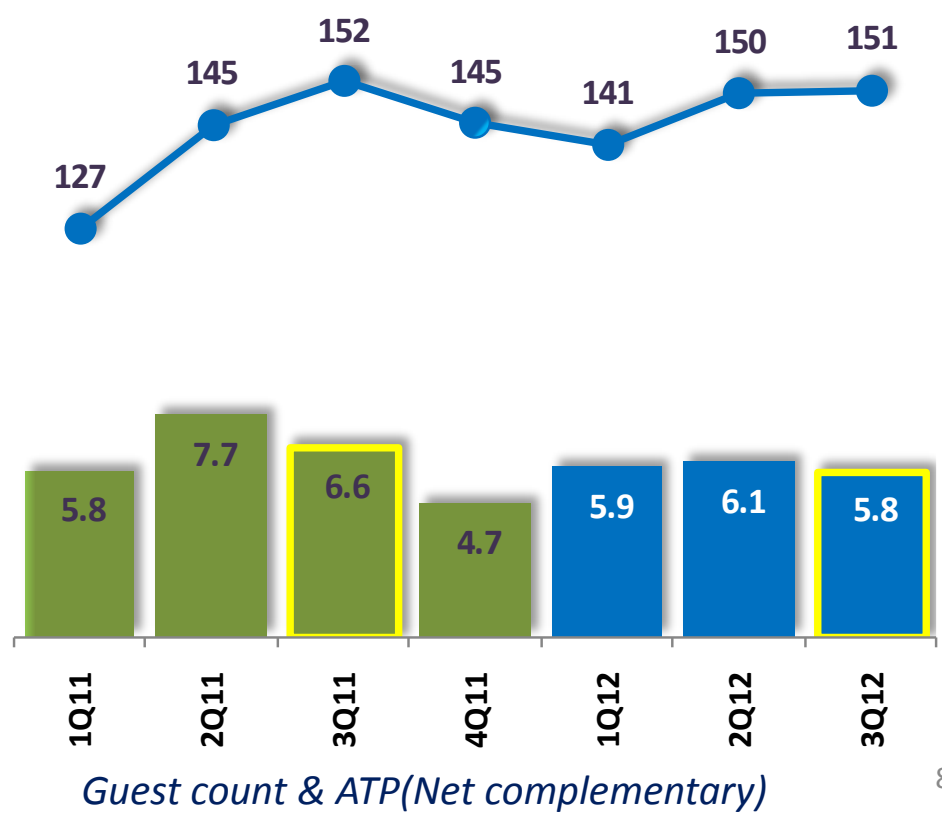
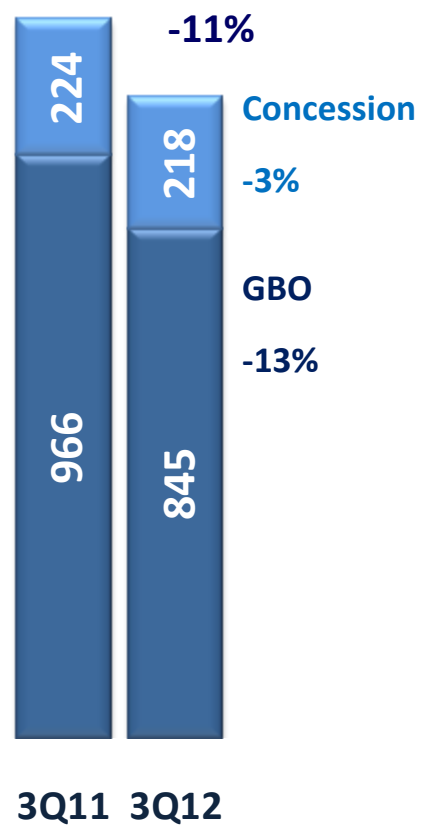
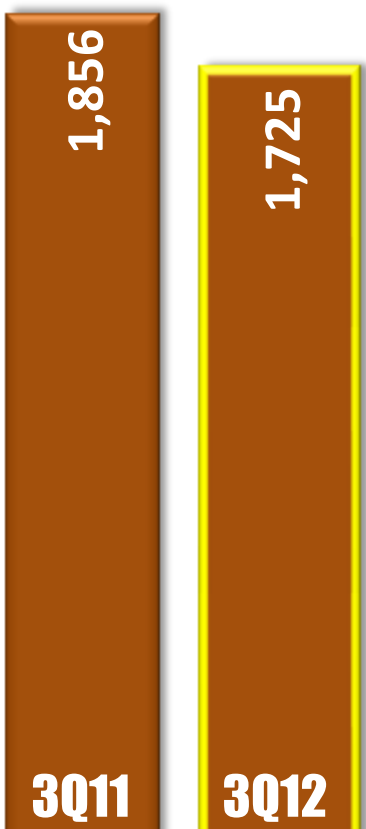


The Revenue Review : Cinema(con't)

Bt.million
Revenue
-7%YoY

Cinema Group

Digital format drove revenue
•Still a growth platform in Y2013

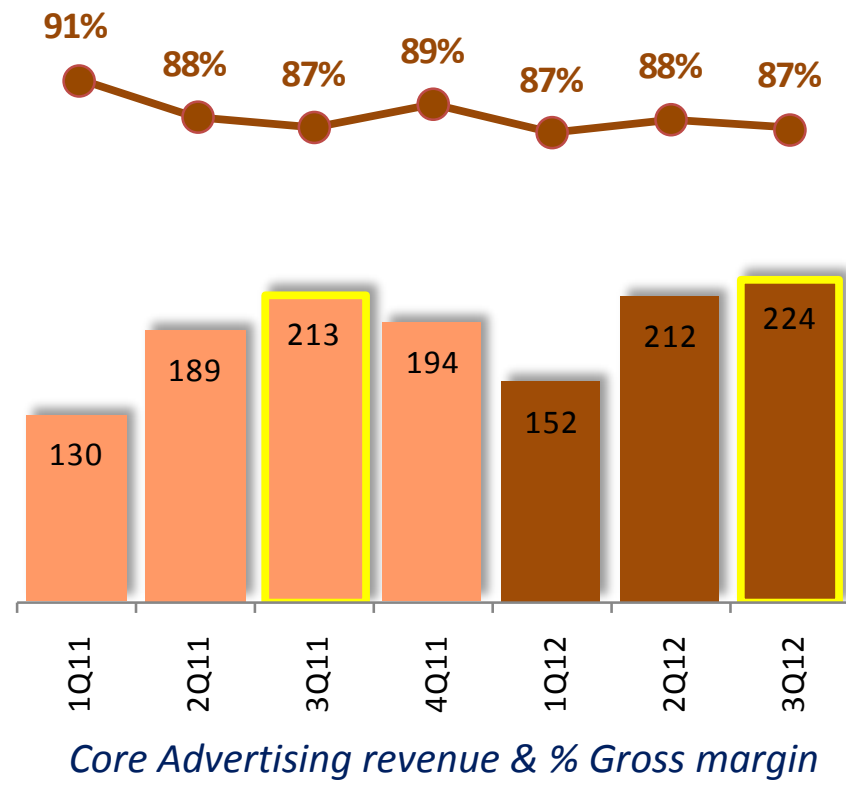
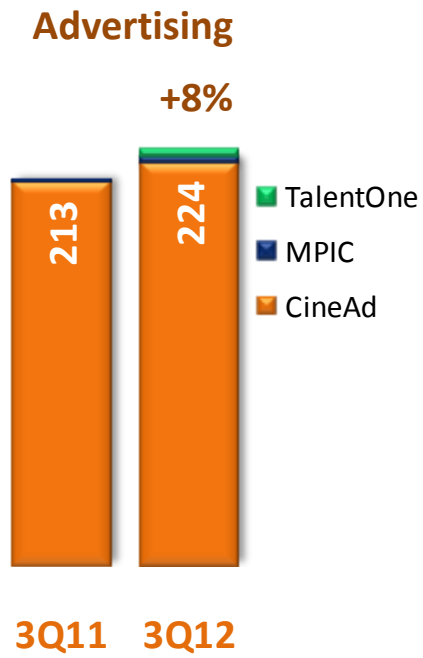
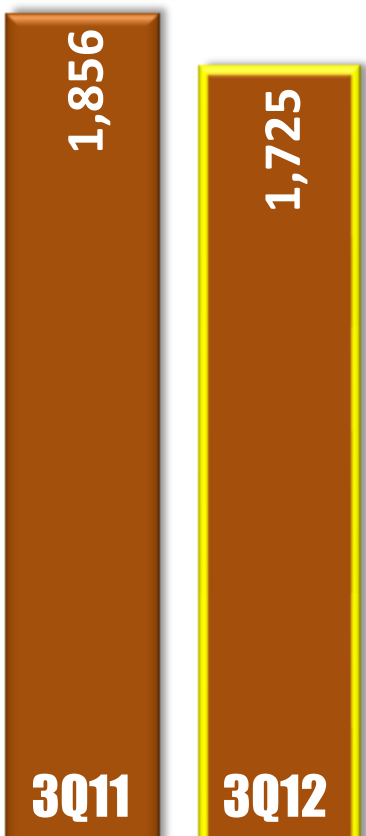


The Revenue Review : Advertising

Bt.million
Revenue
-7%YoY

Automotive & Bank boosted revenue

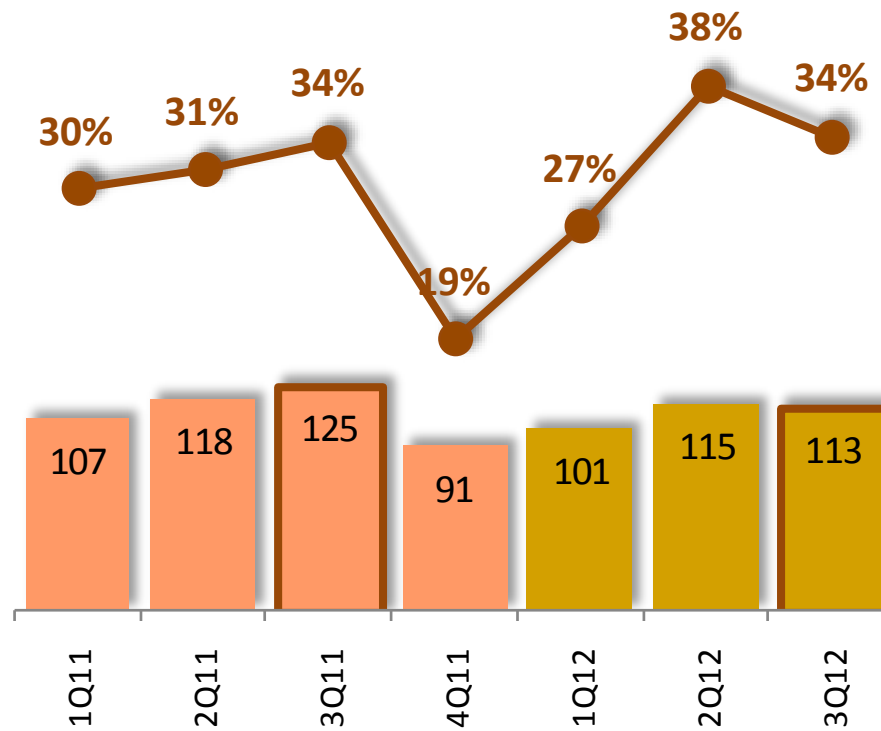
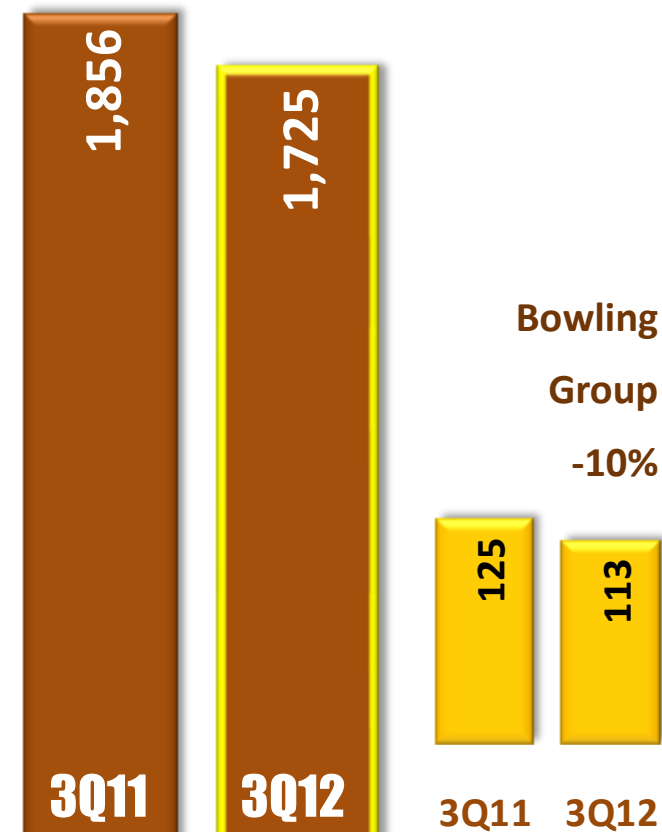
- Toyota, Isuzu and Kbank
- Bangkok Airway's naming sponsor



The Revenue Review : Bowling

Bt.million
Revenue
-7%YoY

Revenue drop from 3 closed branches but better cost control

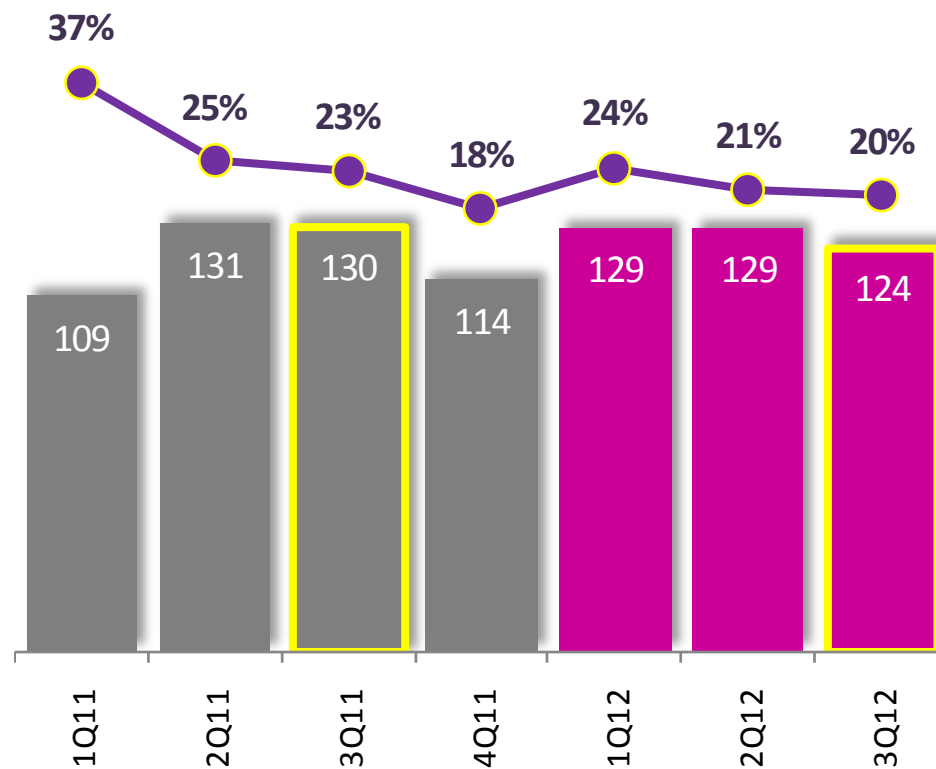
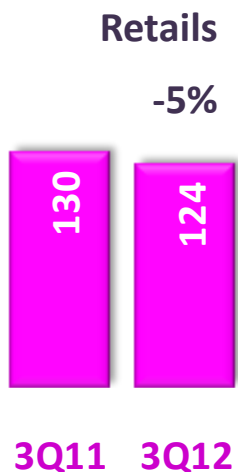
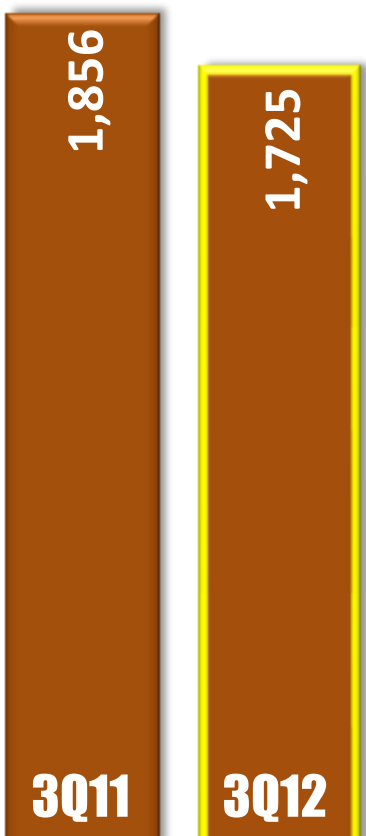


Bowling Group Revenue & % Gross margin

The Revenue Review : Retail

Bt.million
Revenue
-7%YoY

A bit drop from CAWOW and Outdoor shop

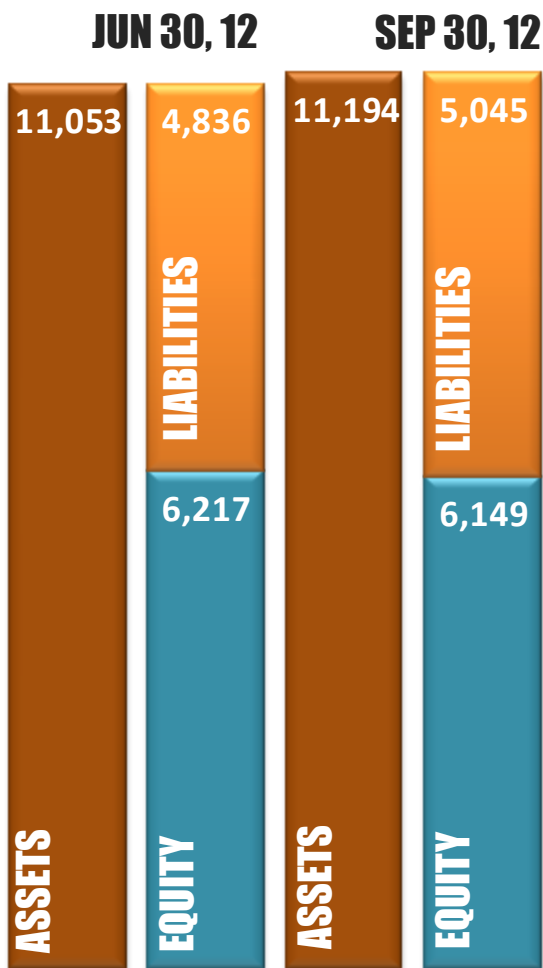


Retails Revenue & % Gross margin

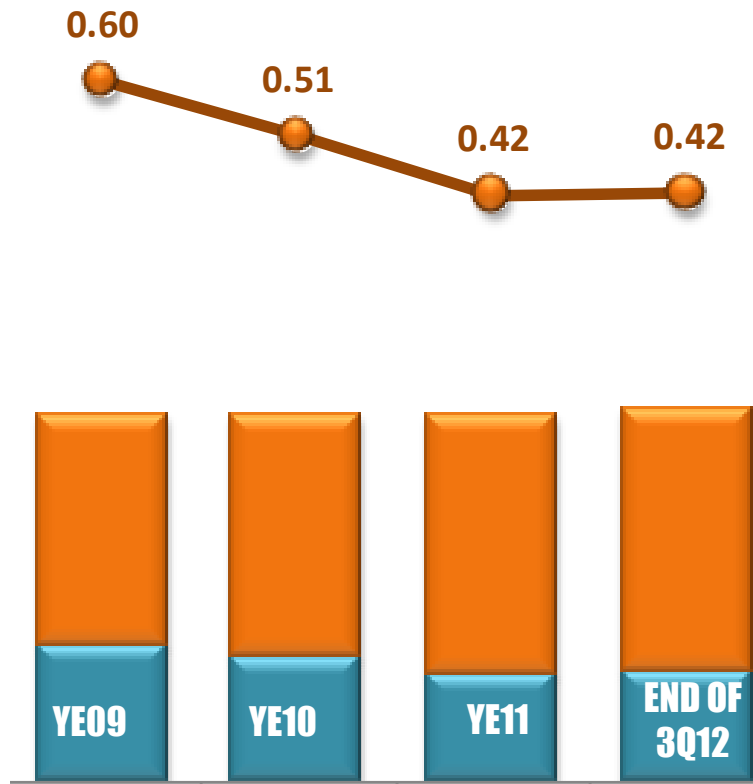
B/S Snapshot

Bt.million	'Jun 30, 12	Sep 30, 12	%chg
Assets	11,053	11,194	1%
Liabilities	4,836	5,045	4%
Equity	6,217	6,149	-1%

**Net D/E increased from debenture
Bt 1000m**



Net interest-bearing debts Equity Net D/E





Investments Portfolio vs. Interest-bearing debts

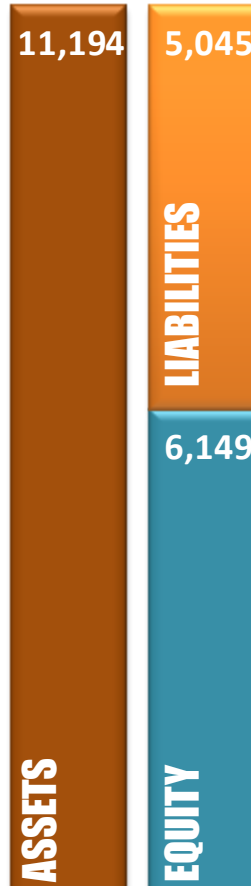
Bt.million					
Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
MJLF	33.0%	10.00	1,503	1,089	414
Siam Future	23.1%	2.21	2,039	597	1,442
MPIC	66.1%	1.55	593	657	(64)
PVRL	9.9%	89.69	312	229	83
Total			4,448	2,572	1,875

*Closing price on Nov 6,2012

Investment portfolio as of 6th Nov 12:

- 66% in M Pictures Entertainment Plc. (MPIC)
- 23% in Siam Future Development Plc. (SF)
- 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.
- 50% in K-Arena

SEP 30, 12



Bt.million	
Interest-bearing debts	2Q12
Bank OD & ST loans	831
CP of LT borrowings	874
LT borrowings	166
Debentures	1,000
Total	2,870

As of 3Q12

LIFESTYLE

entertainment

Quarterly Briefing

3Q12

GROWTH POTENTIALS



Major Cineplex's Mission

LIFESTYLE
entertainment



- Build Movie Culture in Thailand like a Bollywood in Indian.
- Achieve sustainable growth in Movie & Entertainment industry.
- 600 screens in 2015 and 1,000 screens in 2020.
- Create Social Business Model.
- Go Asian

FY13 Strategic Focus



- Continues expansion to growth areas.
- Driving same store growth by driving **M-Generation card**.
- Cost control by using technology to decrease manpower.
- Further expansion into India while exploring other International markets in South East Asia.

Strategic Investment: Lifestyle Mall Investment



MEGABANGNA



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

GROWTH POTENTIALS

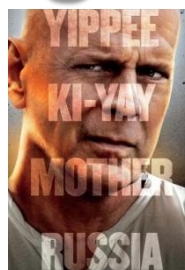
FY13 Blockbuster Highlight

LIFESTYLE
entertainment



1Q13

HANSEL & GRETEL : WITCH HUNTERS
A GOOD DAY TO DIE HARD (DIE HARD 5)
G.I.JOE : RETALIATION
Les Miserables



2Q13

IRON MAN 3
Oblivion
FAST SIX (FAST & FURIOUS 6)
After Earth



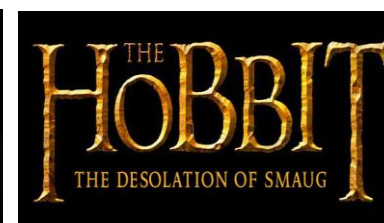
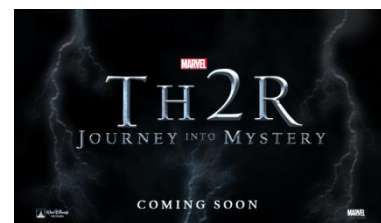
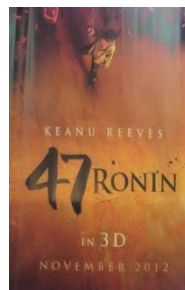
3Q13

The Long Ranger
Man of Steel
The Wolverine
Pacific Rim
Percy Jackson: Sea of Monsters



4Q13

The Hunger Games: Catching Fire
Thor: The Dark World
47 Ronin
The Hobbit: There and Back Again



GROWTH POTENTIALS

Capacities

LIFESTYLE
entertainment
As of Nov 2012



	FY10	FY11	FY12	FY13
Screens	361	383	36	119
BKK & Vicinity	252	259	IKEA Bangkae	Bangyai Emporium 2 TBA
Provincial	109	124	Ubonratchathani Additional screens Bangna Additional screen Udonthanee Additional screens Nakornsrithamaraj	Maesod Roi-Et Nakornsawan2 Ampo Mall Ayutthaya Ubonratchathani 2 Nongbualumphu Suratthani Satoon Sakonnakhon Prachinburi Suphanburi Songkla Suratthani 2 Klaeng Hadyai Chiangmai 2 Samui TBA
Lanes	504	506	180	16
BKK & Vicinity	386	386	IKEA	
Provincial	94	94		Hadyai
International	24	Vasant Kunj 26	Bangalore Pune Mumbai Raja Garden Chandigarh	

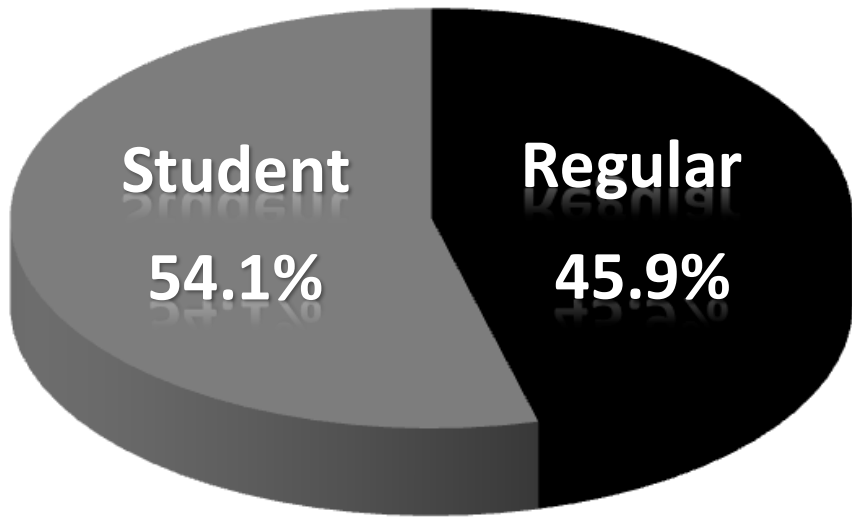
GROWTH POTENTIALS

M Generation

LIFESTYLE
entertainment



Ratio M Gen Card : Regular & Student



Total 1,720,409 members

85.6
Bt.million

As of
Nov 6th 12

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

***0.5m members (Bt 28m) for Y2012*

LIFESTYLE

entertainment

Quarterly Briefing

3Q12

MAJOR CINEPLEX GROUP PLC.



Thank You