

# LIFESTYLE

entertainment



Quarterly Briefing

1Q13

# MAJOR CINEPLEX GROUP PLC.

Major Cineplex Group PLC.

Analyst Meeting, Paragon Cineplex: May 13<sup>rd</sup>, 2013

# 1Q13 QUARTERLY BRIEFING

## contents

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## The Bottom Line

### 1Q13 Financial Review

Review of Revenue, Net profit  
B/S snapshot

## Growth Potentials

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## Highlight Results

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### Operation

“Major contribution are coming from cinema and advertising”

### Expansion & Investment

- Lotus Maesod (4 Screens)
- Big C Roi Et (5 Screens)
- Lotus Nakornsawan (4 Screens)
  
- Successful transformation to 268 digital screens

# 1Q13 QUARTERLY BRIEFING

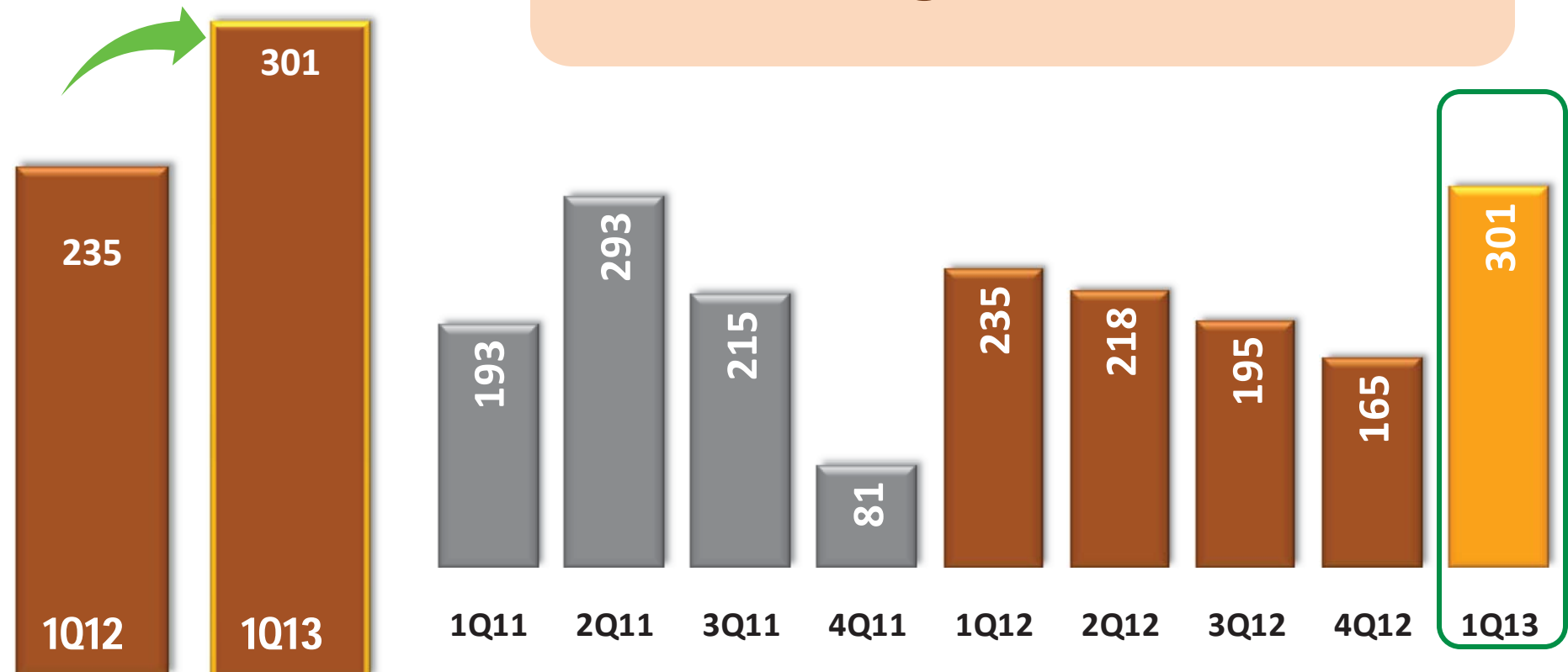
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## The Bottom Line Trend

Bt.million  
Net profit  
**+28%YoY**

High profit from Advertising & selling investment



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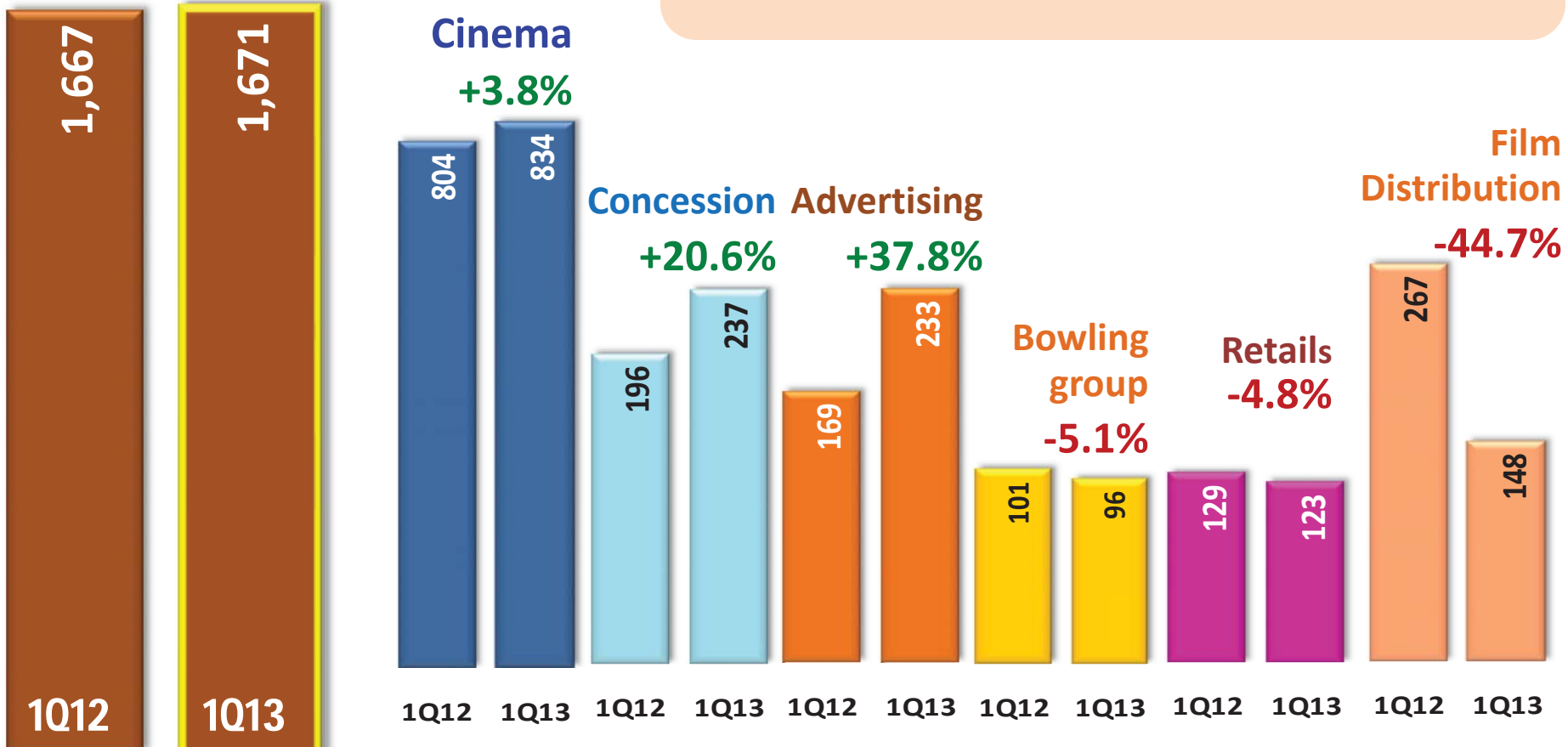
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## The Revenue Review breakdown

Bt.million  
Revenue  
**+0.3%YoY**

Cinema, Concession and Advertising  
drove core revenue



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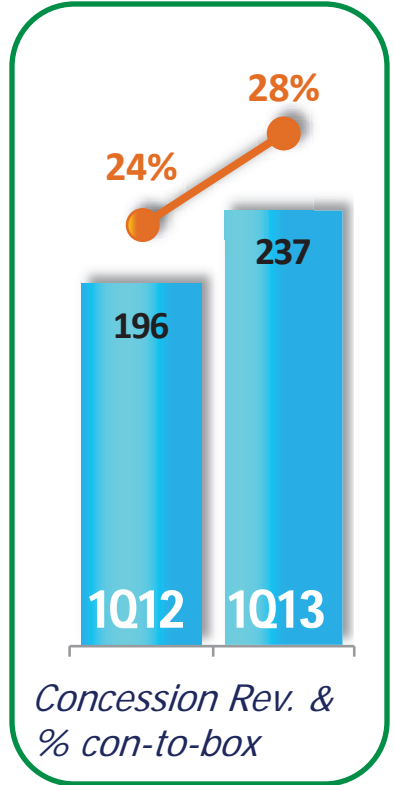
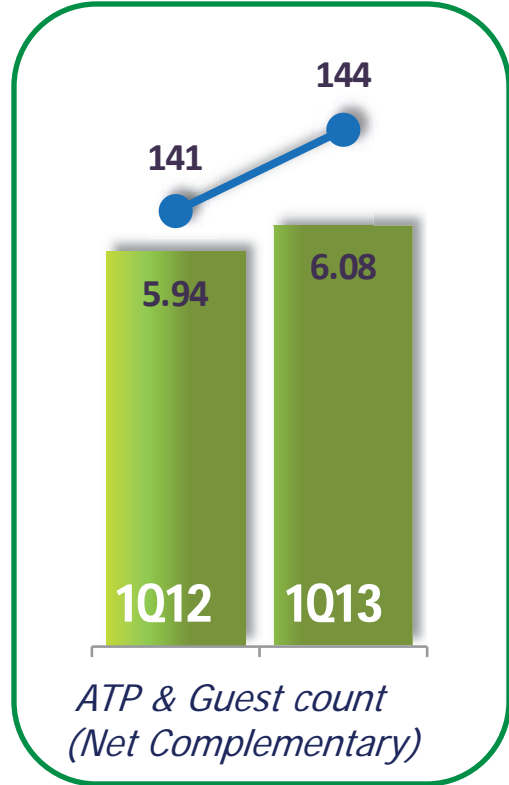
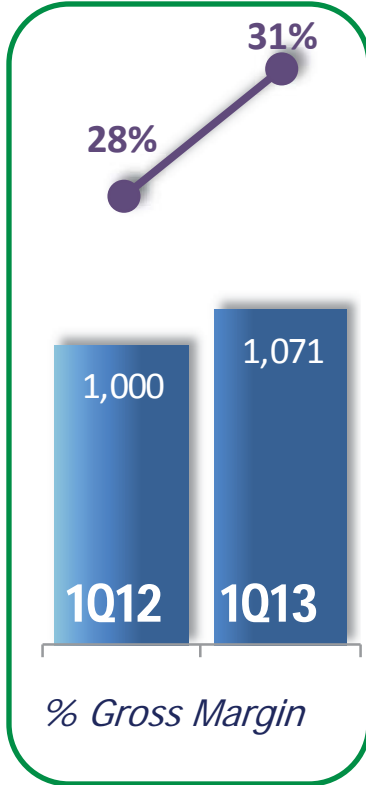
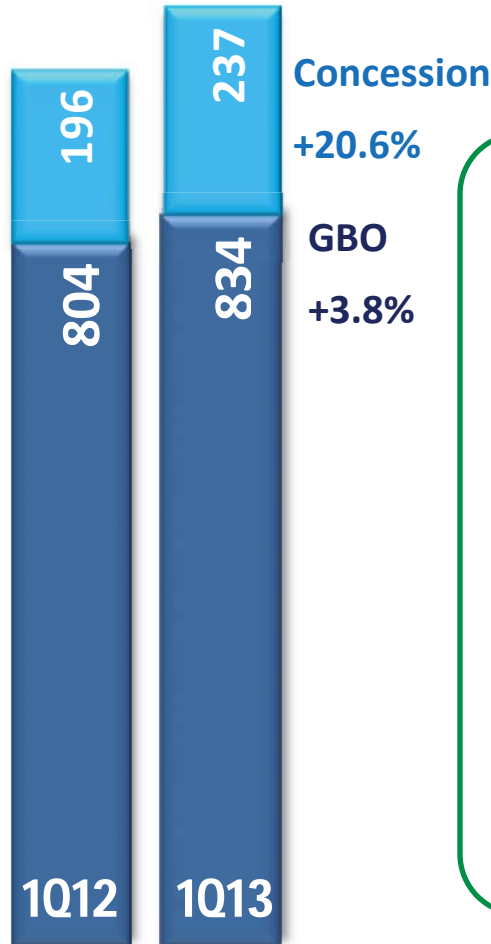
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## The Revenue Review : Cinema

**Strong film line-up and concession variety built margin**

Bt.million  
Cinema Group  
**+7.1%YoY**



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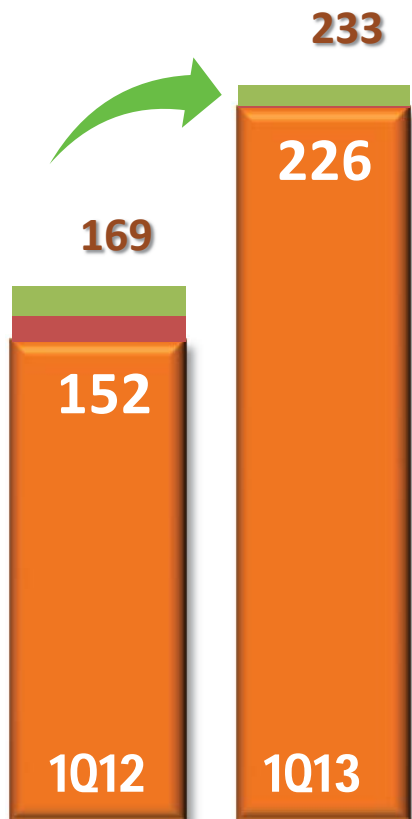
## The Revenue Review : Advertising

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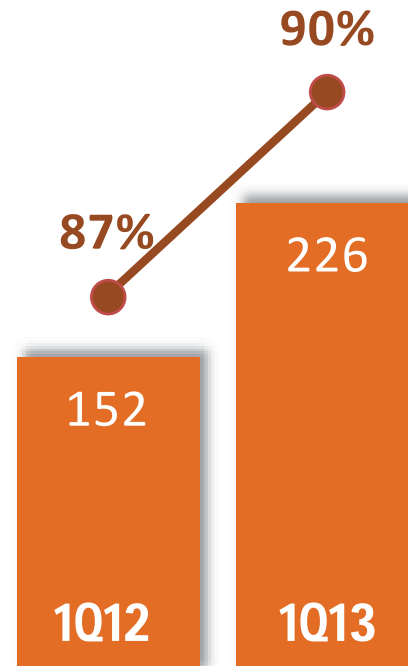


Bt.million  
**Advertising**  
**+37.8%YoY**

More advertising revenue from confident sponsors  
i.e. Toyota and Pepsi



■ TalentOne  
■ MPIC  
■ CineAd



Core Advertising revenue & % Gross margin

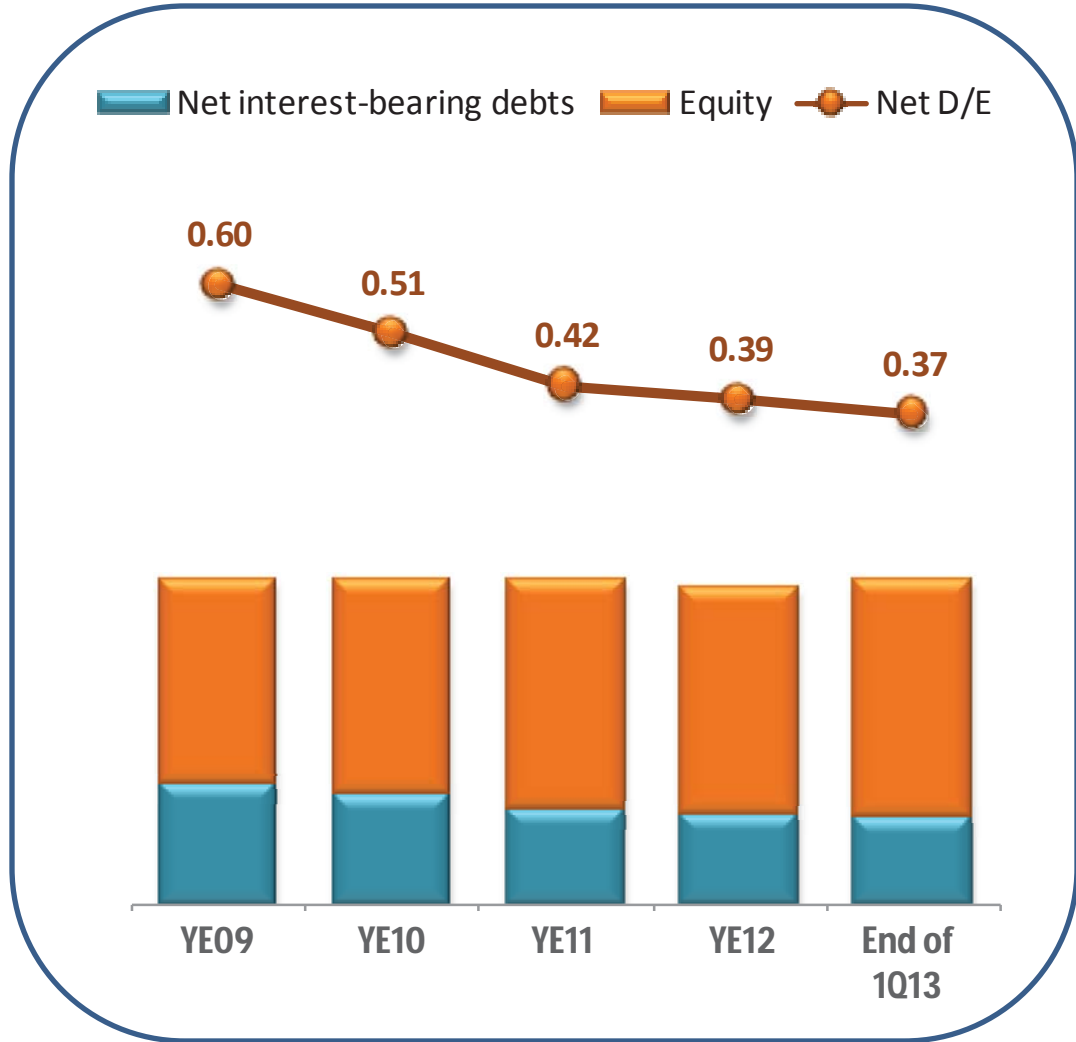
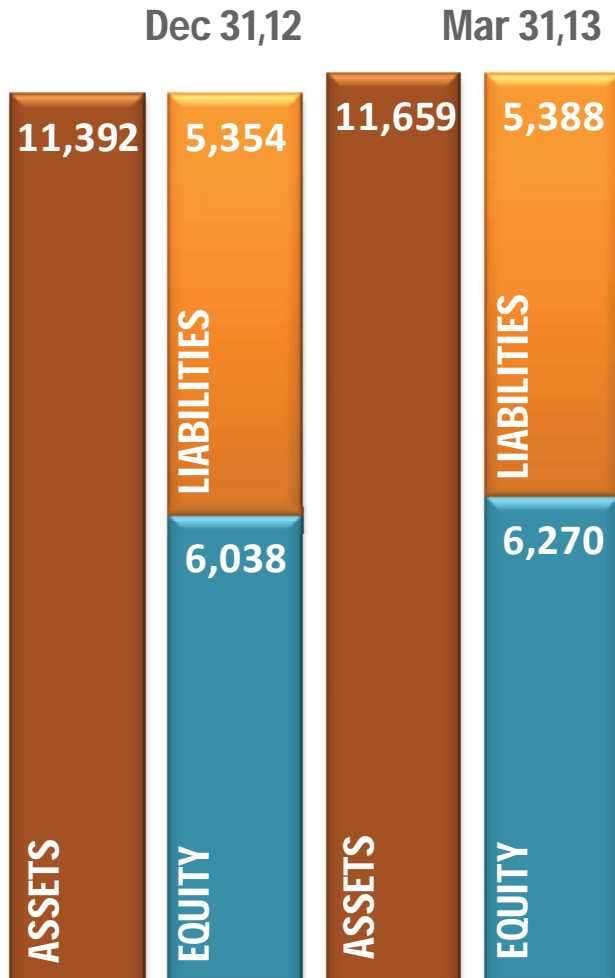
# 1Q13 QUARTERLY BRIEFING

## B/S Snapshot

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Bt.million	Dec 31, 12	Mar 31, 13	%chg
Assets	11,392	11,659	2%
Liabilities	5,354	5,388	1%
Equity	6,038	6,270	4%





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## Investments Portfolio vs. Interest-bearing debts

Bt.million

Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
MJLF	33%	10.00	1,525	1,089	436
Siam Future	20%	2.64	2,551	623	1,929
MPIC	74%	1.61	1,173	768	405
PVRL	8.8%	89.69	527	229	298
<b>Total</b>			<b>5,776</b>	<b>2,709</b>	<b>3,067</b>

\*Closing price on May 9,2013

- **Investment portfolio** as of May 10,2013:

- 20% in **Siam Future Development Plc. (SF)**
- 74% 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.**
- 8.8% in **PVR Limited (PVRL)**
- 49% in **PVR blu-O Entertainment Limited**
- 80% in **Talent One Co.,Ltd.**
- 50% in **K-Arena**

Mar 31,13

11,659

5,388

ASSETS

LIABILITIES

6,270

EQUITY

Bt.million

Interest-bearing debts	1Q13
Bank OD & ST loans	842
CP of LT borrowings	886
LT borrowings	174
Debentures	1,000
<b>Total</b>	<b>2,901</b>

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# GROWTH POTENTIALS

# GROWTH POTENTIALS

## FY13 Strategic Focus

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- Complete transformation into 100% Digital Format.
- Shift Media Selling Strategy to high gear.
- Utilize M-Generation database to maximize online revenue.

# GROWTH POTENTIALS

## FY13 Blockbuster Highlight

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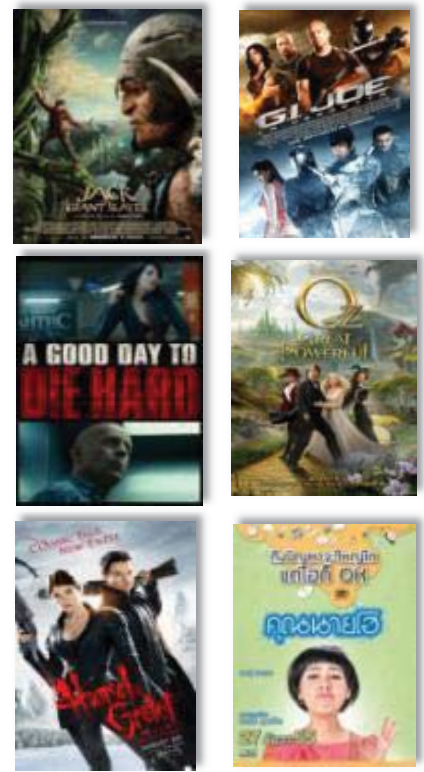
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#### Hollywood Movies

- Jack the Giant Slayer
- G.I. Joe 2
- A Good Day to Die Hard
- Oz: The Great and Powerful
- Hansel and Gretel : Witch Hunters

#### Thai Movies

- Pee Mak Phrakhanong - 27 Mar
- Khun nai Ho(M39)



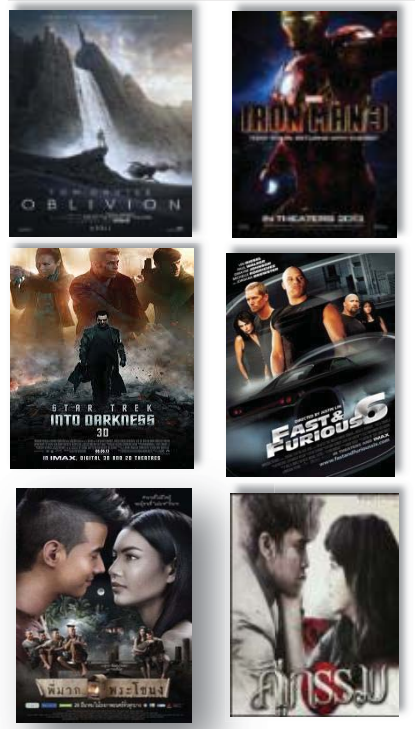
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#### Hollywood Movies

- OBLIVION
- IRON MAN 3
- STAR TREK INTO THE DARKNESS
- THE GREAT GATSBY
- FAST SIX (FAST & FURIOUS 6)
- AFTER EARTH
- SUPERMAN: MAN OF STEEL
- WORLD WAR Z

#### Thai Movies

- Pee Mak Phrakhanong
- Sunset / คู่กรรม (M39)



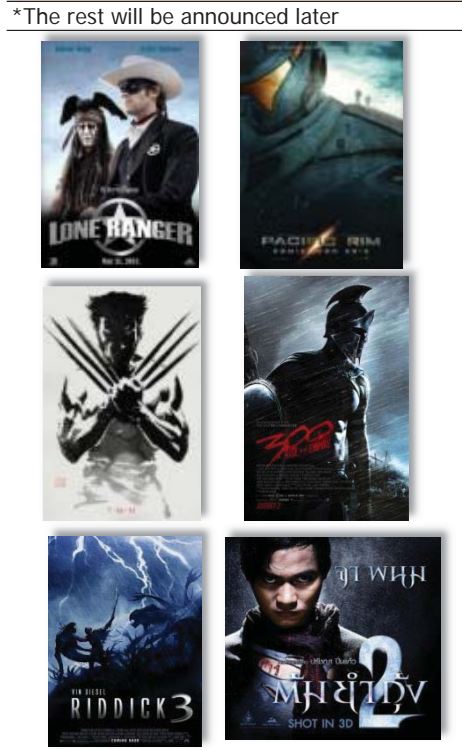
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#### Hollywood Movies

- THE LONE RANGER
- PACIFIC RIM
- R.I.P.D.
- THE WOLVERINE
- 300: RISE OF AN EMPIRE
- PERCY JACKSON : SEA OF MONSTERS
- WHITE HOUSE DOWN
- RIDDICK 3
- ELYSIUM

#### Thai Movies

- TOOM YUM KUNG / ต้มยำกุ้ง



### 4Q13

#### Hollywood Movies

- THOR : THE DARK WORLD
- THE HUNGER GAMES : CATCHING FIRE
- THE HOBBIT 2 : THE DESOLATION OF SMAUG
- 47 RONIN
- CAPTAIN PHILLIPS

#### Thai Movies

- \*The rest will be announced later



\*Movie line up will be add in movie line up around 3 months before showing

# GROWTH POTENTIALS

## Capacities

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Expand more screens into high growth potential areas especially provincial.

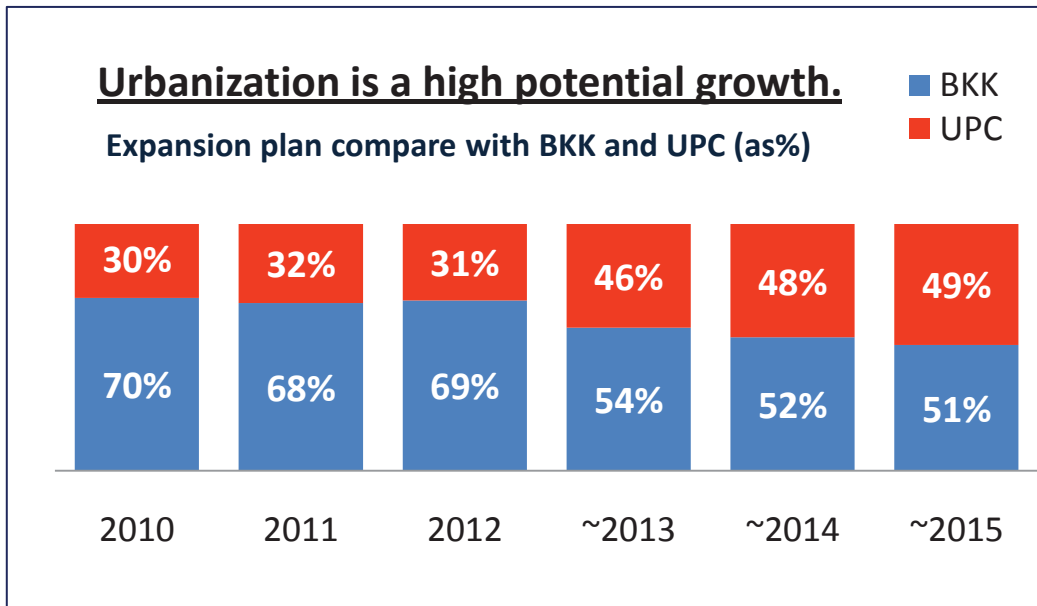
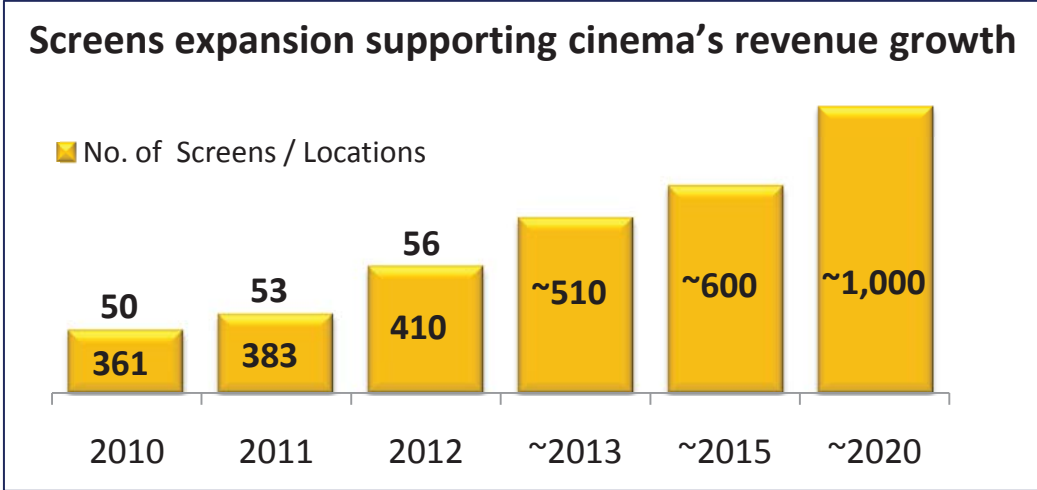
As of Apr 2013

	FY10	FY11	FY12	FY13
<b>Screens</b>	<b>361</b>	<b>383</b>	<b>289</b>	<b>119</b>
BKK & Vicinity	252	259	284	Bangyai 5 Emporium 2 8 TBA 5
Provincial	109	124	4	Maesod 4 Roi-Et 5 Nakornsawan2 4 Ubonratchathani 2 7 Nongbualumphu 4 Ampo Mall Ayutthaya 4 Suratthani 7 Satoon 5 Sakonnakhon 4 Prachinburi 4 Suphanburi 4 Songkla 5 Suratthani 2 5 Klaeng 4 Hadyai 10 Chiangmai 2 11 Samui 5 TBA 9
<b>Lanes</b>	<b>504</b>	<b>506</b>	<b>180</b>	<b>94</b>
BKK & Vicinity	386	386	24	
Provincial	94	94		Hadyai 16
International	24	Vasant Kunj 26	Bangalore 60 Pune 36 Mumbai 12 Raja Garden 22 Chandigarh 26	TBA 78

# Major Cineplex's Expansion Trend

Major continues to expand more especially in provincial area which is high potential growth.

Major has presented in only 31 out of 77 provinces.

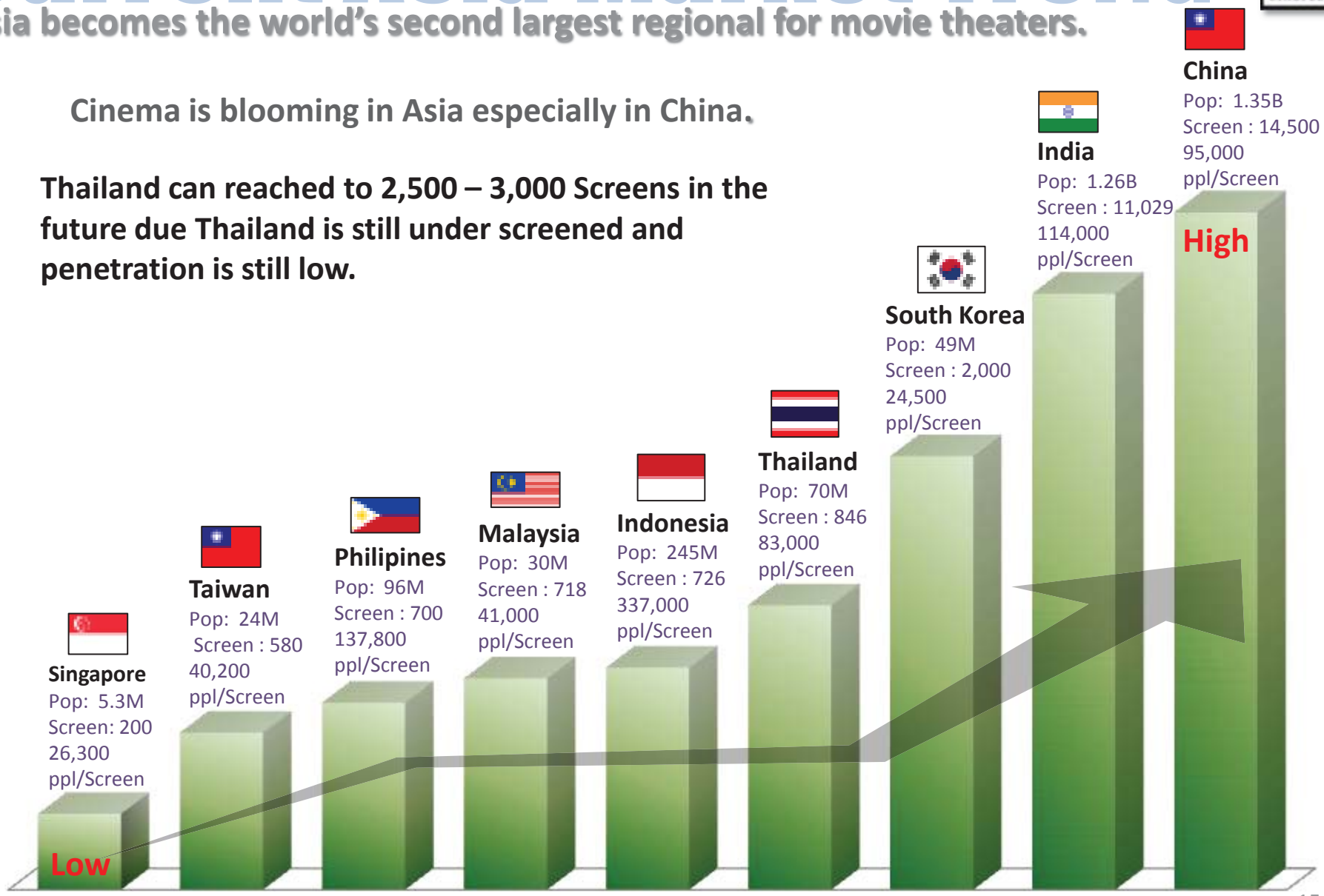


# Current Asia Market Trend

Asia becomes the world's second largest regional for movie theaters.

Cinema is blooming in Asia especially in China.

Thailand can reached to 2,500 – 3,000 Screens in the future due Thailand is still under screened and penetration is still low.



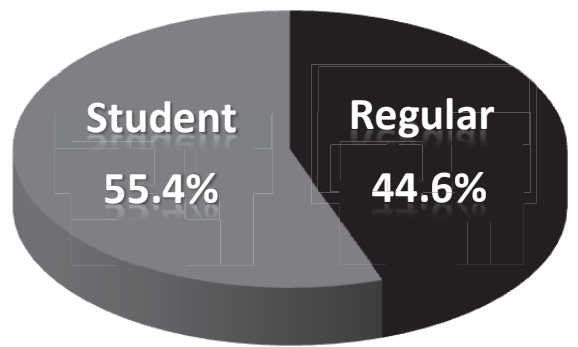
Density: Population per Screen

# GROWTH POTENTIALS



We are the only movie theaters in the world which collected customer database. Also adding value by using social media such as Online E-ticketing, Facebook, Twitter, Line, Mobile application, etc.

Ratio M Gen Card : Regular & Student  
 Total 1,945,078 members (As of Apr'13)



**ดูหนังใหม่ ไม่ตกเทรนด์ !!!**  
 อัปเดตความเคลื่อนไหวของวงการหนัง ส่งตรงถึงมือคุณ  
 กับช่องทางสุดท้ายที่ **Major Friends**

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สำหรับผู้ที่ใช้มือถือสาร์ก้าโฟน ค้นหา LINE ID #majorfriends

คลิกเมนู QR CODE นี้

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- ดูหนังฟรีทุกเดือน
- อัปเดตหนังใหม่ทั้งที่เข้าฉายในโรงและสปดาห์
- อัปเดตข่าวสารหนังใหม่ ภาพเบื้องหลังหนังดัง
- รางวัลอันยิ่งใหญ่ทั้งงานทุกสัปดาห์

www.majorcineplex.com/app

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 App เดียว ครบทุกเรื่องหนังในมือคุณ

SHOWTIME CINEMA BOOK&BUY TICKETS TRAILERS

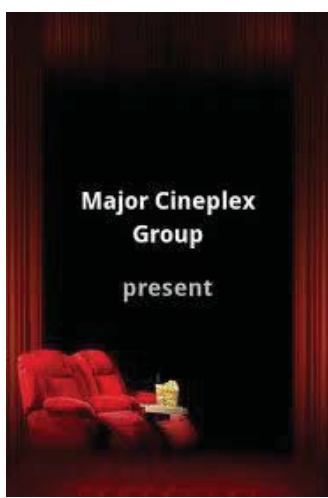
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เพื่อ ดูหนัง ฟังเพลง ดูคอนเสิร์ต ชมภาพไลฟ์สดในโรงหนัง  
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Thank you