

LIFESTYLE

entertainment



Quarterly Briefing

2013

MAJOR CINEPLEX GROUP PLC.

Analyst Meeting

Paragon Cineplex, Siam Paragon: August 13th, 2013

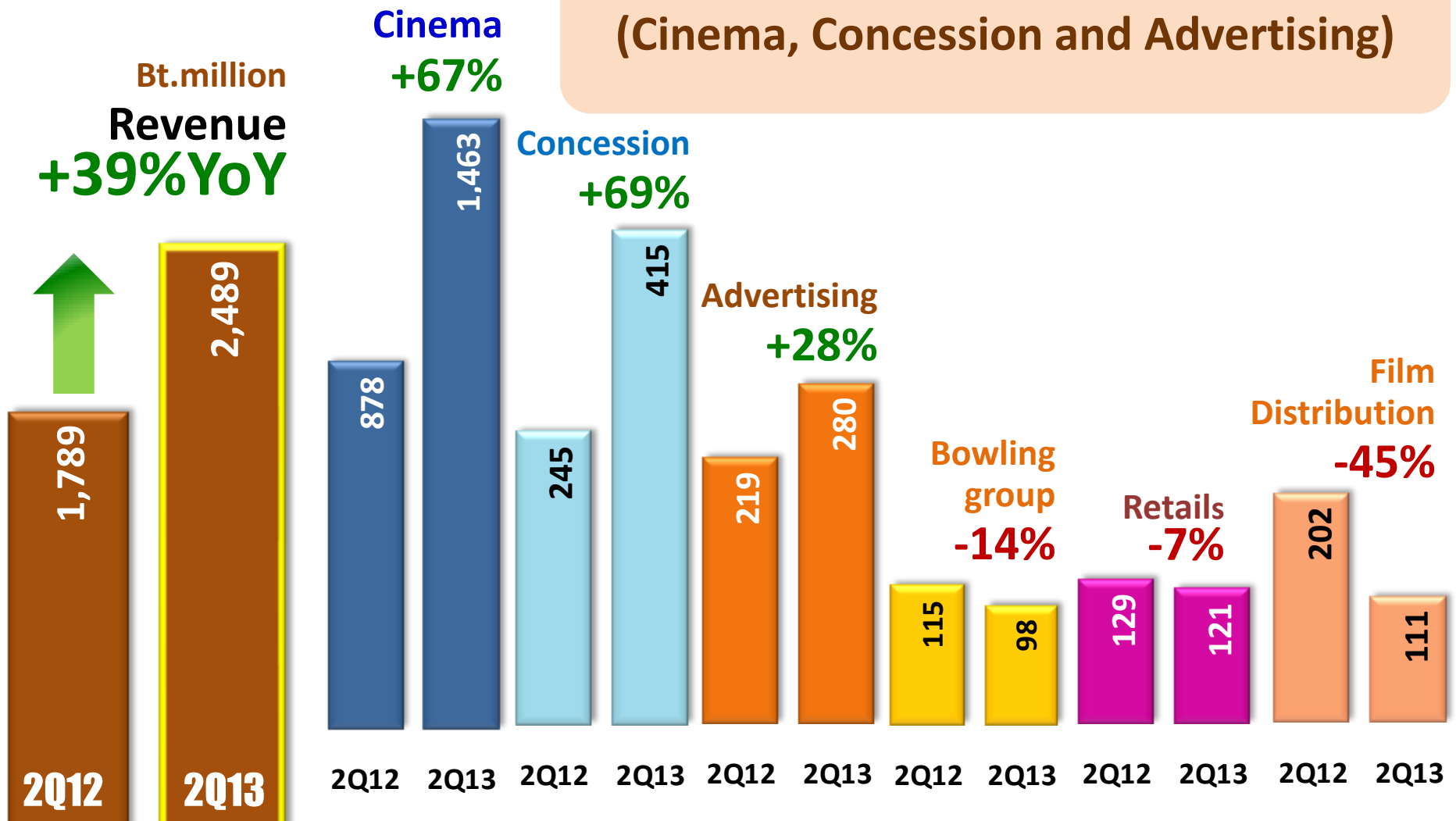
2013 QUARTERLY BRIEFING

The Revenue breakdown

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Solid growth driven by core business (Cinema, Concession and Advertising)



2013 QUARTERLY BRIEFING

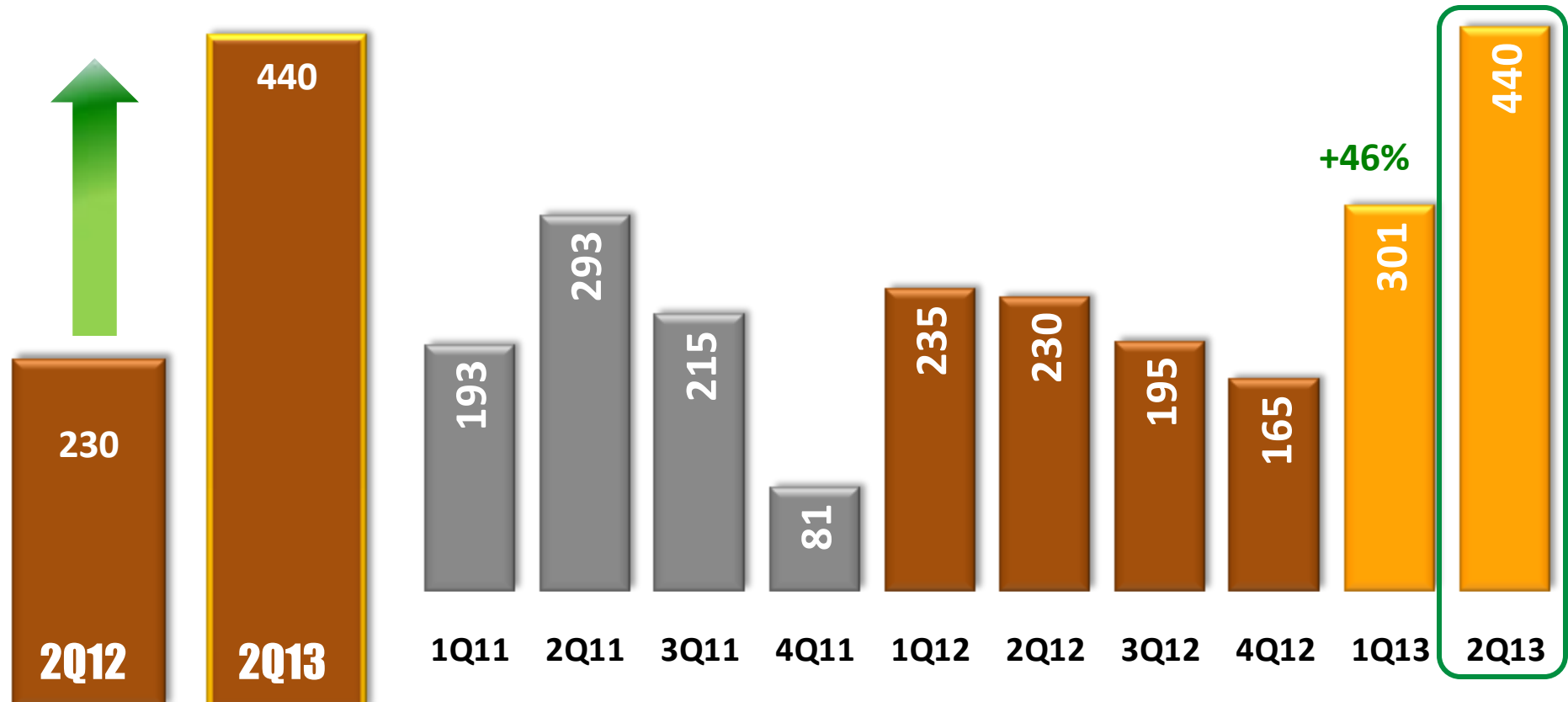
The Bottom Line Trend

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Record-high profit from strong movies line-up,
Healthy Advertising revenue and
divestment of Siam Future (SF)

Bt.million
Net profit
+92%YoY



2013 QUARTERLY BRIEFING

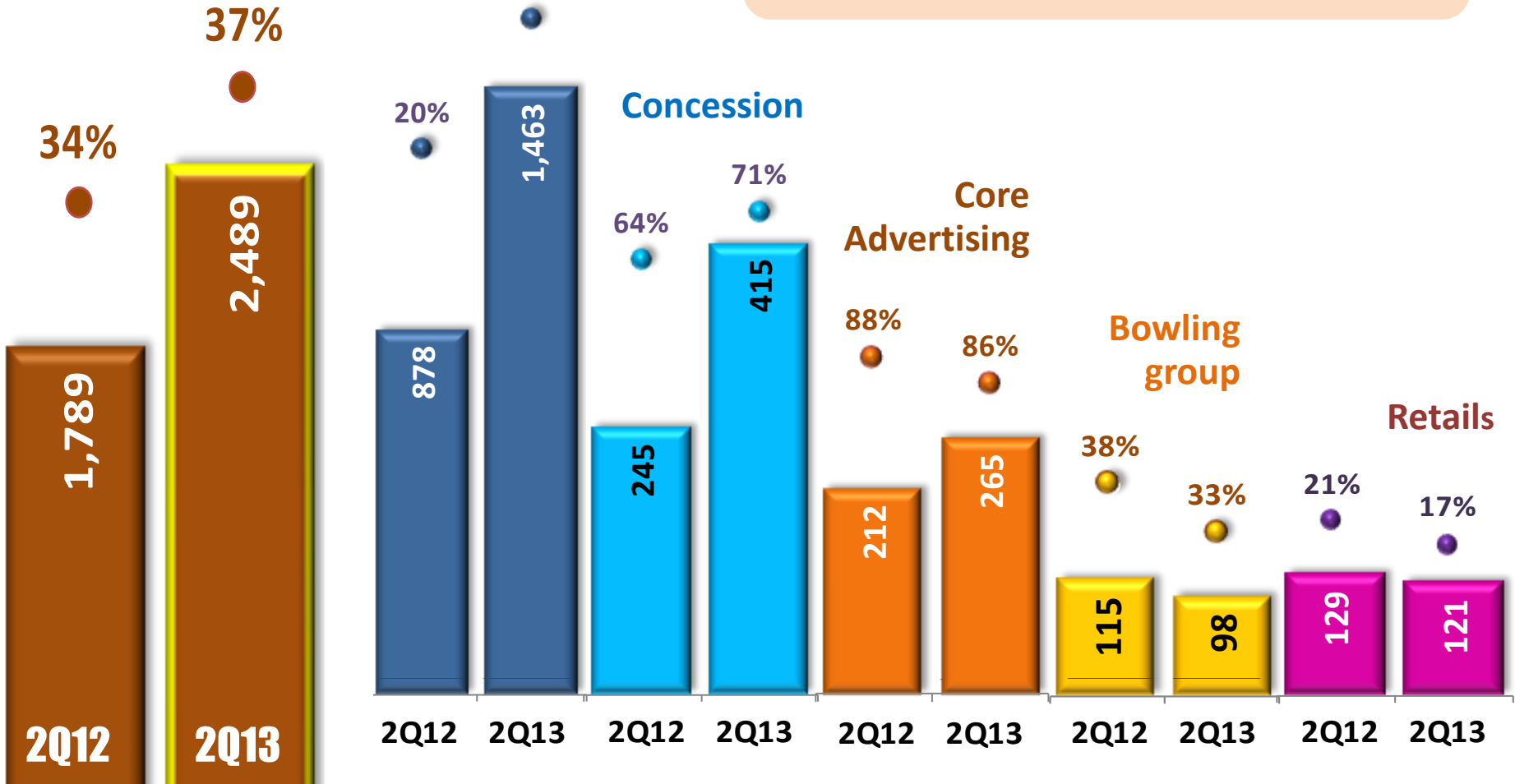
The Gross Margin breakdown

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Bt.million
Gross Margin
+3%YoY

Margin is improving in
Cinema & Concession section.



2013 QUARTERLY BRIEFING

The Revenue Review : Cinema

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Bt.million
Cinema Group
+67%YoY



Concession
+69%
GBO
+67%

•Exceptional performance from 3 blockbuster films which generated more than 200MB for each movie.

	2Q13		
	Movies	GBO	GC
Pee Mak		463	3.5
Iron3		243	1.6
Fast6		215	1.5



* GC = Guest Counts

Expansion & Investment – 2Q13

- Lotus Nongbualumphu (4 Screens),
 - Central Ubonrajathanee (7 Screens),
 - Robinson Sakonnakhon (4 Screens)
- YTD Jun13 Total 441 Screens
- Successful transformation to 348 digital screens

2012 2013

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The Revenue Review : Cinema

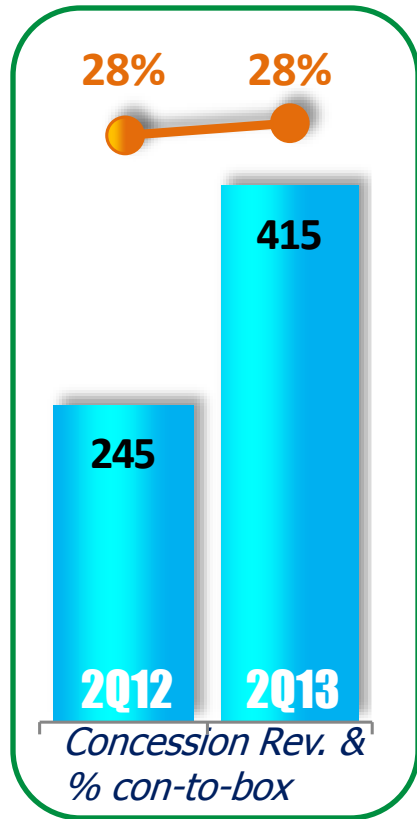
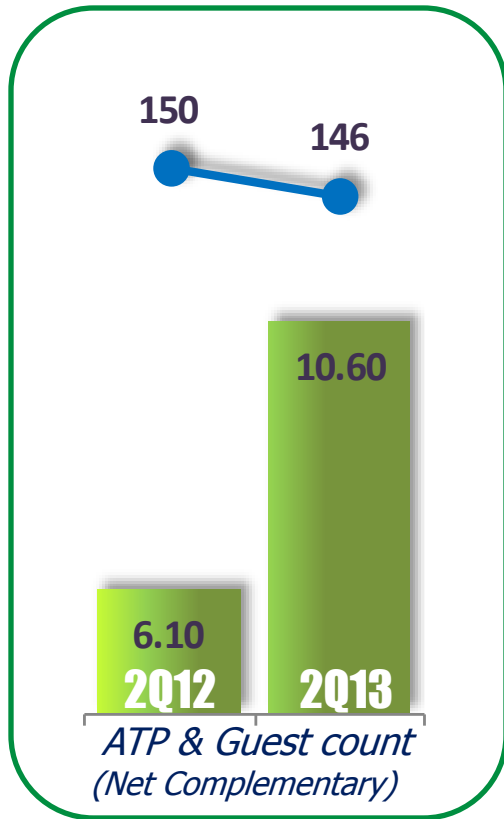
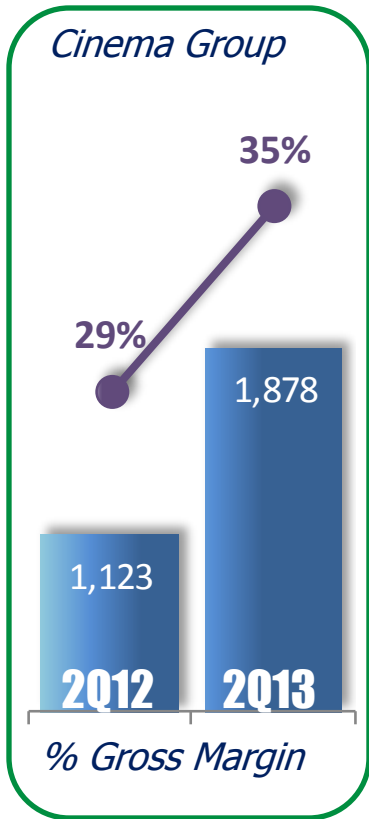
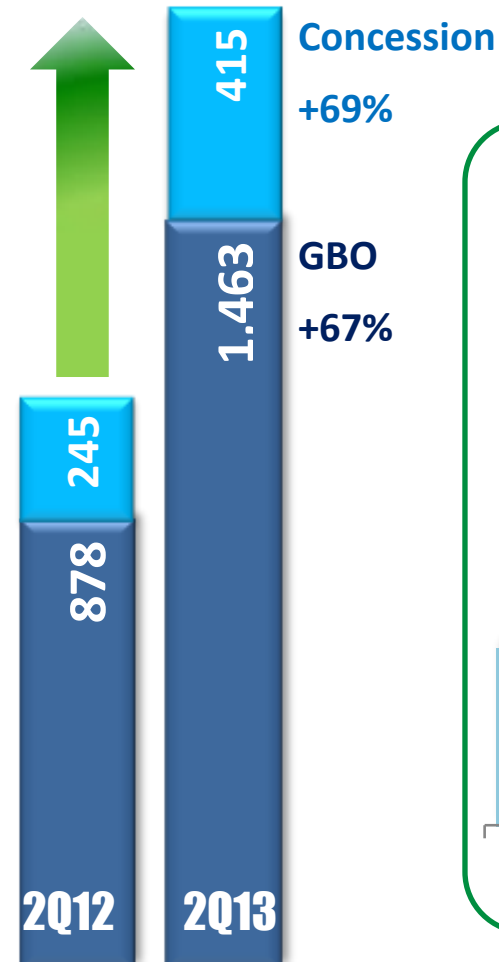
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• Strong movies line-up and concession boost margin

Bt.million

Cinema Group
+67%YoY



2013 QUARTERLY BRIEFING

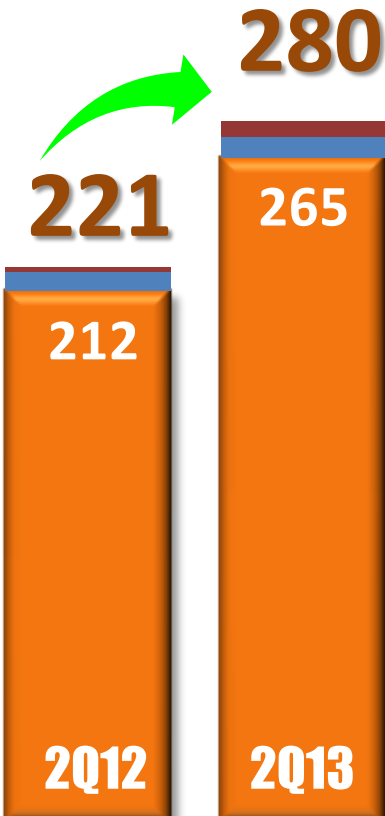
The Revenue Review : Advertising

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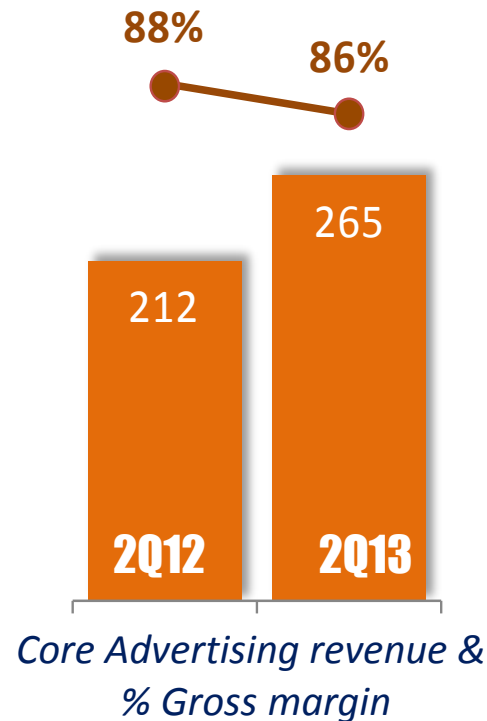


Bt.million
Advertising
+28%YoY

- Advertising revenue contributed significant from highlight sponsors i.e. Toyota , Pepsi and Samsung.
- However margin is dropping because depreciation of LED & Plasma.



■ TalentOne
■ MPIC
■ CineAd



2Q13 QUARTERLY BRIEFING

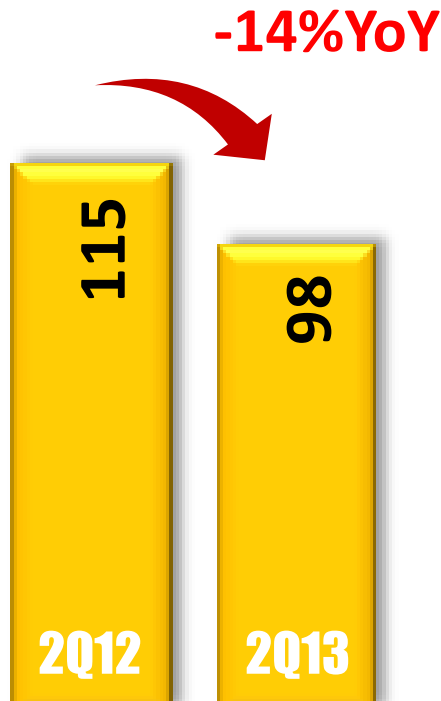
The Revenue Review

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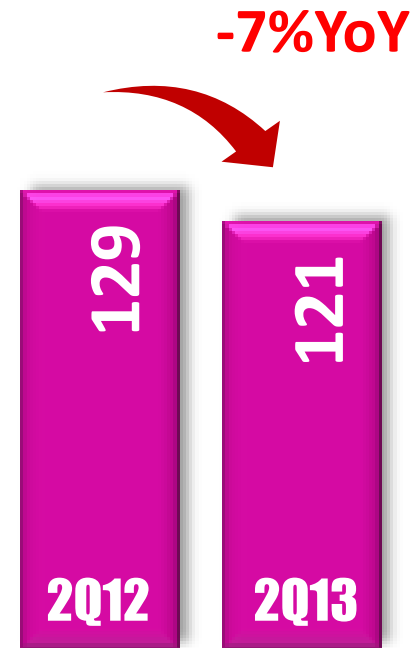
Bowling

Revenue drop from
4 branches closed
(Rama2,Rama3,Bangna,Thonglor)



Retail

Revenue drop from CAWOW ,
Sizzler at Rama2 branch



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B/S Snapshot

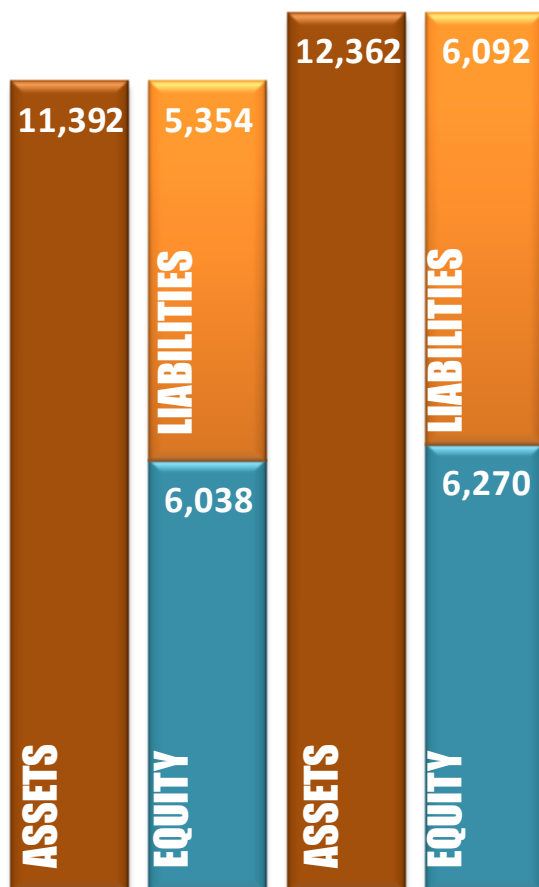
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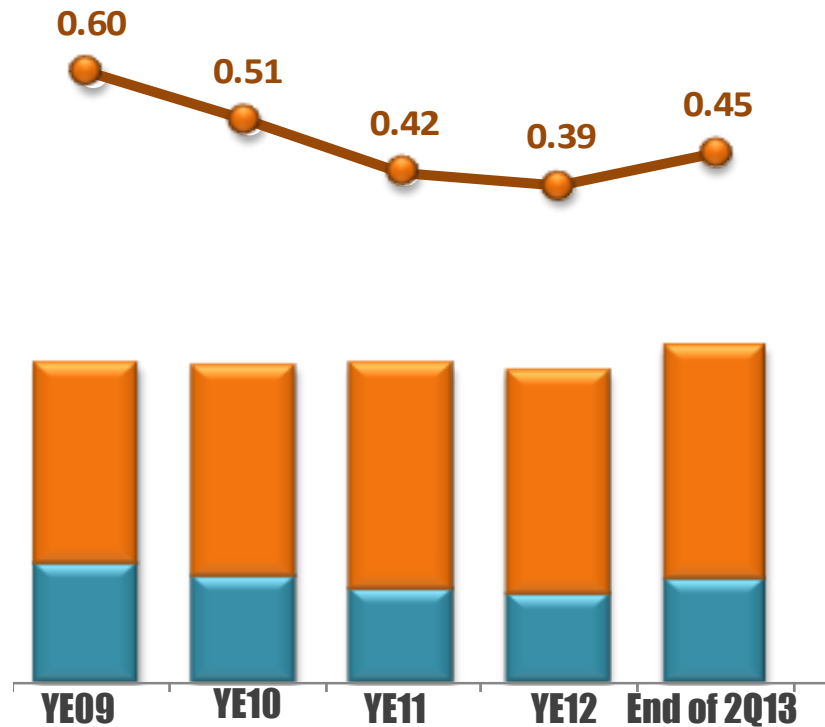
Bt.million	Dec 31, 12	Jun 30, 13	%chg
Assets	11,392	12,362	9%
Liabilities	5,354	6,092	14%
Equity	6,038	6,270	4%

Dec 31,12

Jun 30,13



Net interest-bearing debts Equity Net D/E



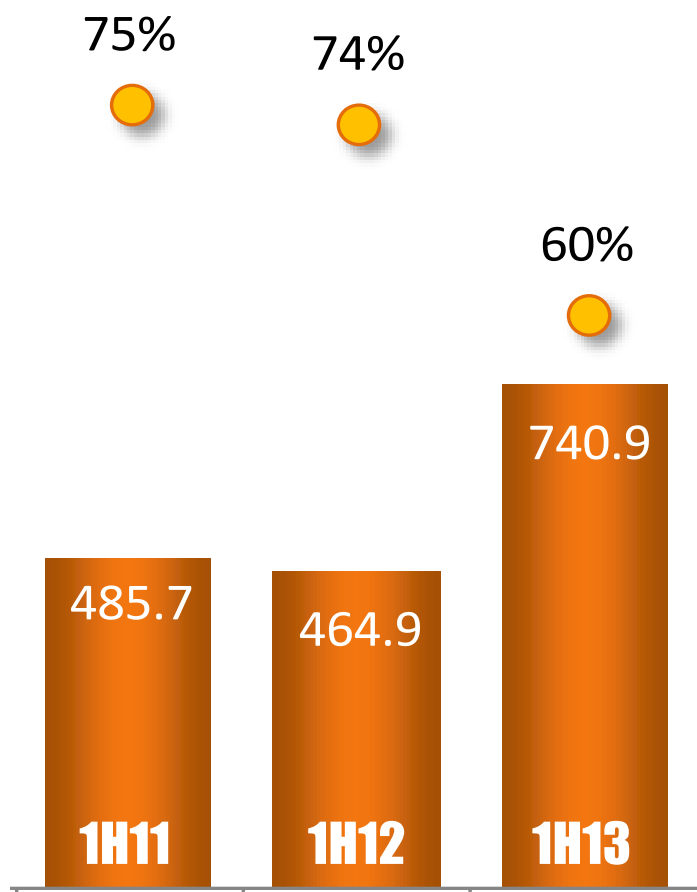
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Interim Dividend Payout

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■ Net Profit (Bt. Million) ● % Dividend Payout



	1H11	1H12	1H13
Net Profit (Bt. Million)	485.75	464.94	740.88
% Dividend Payout	75%	74%	60%
EPS (Bahts)	0.57	0.53	0.83
DPS (Bahts)	0.43	0.39	0.50

Dividend payment is about Bt 443 million on Sep 6, 2013

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Investments Portfolio vs. Interest-bearing debts

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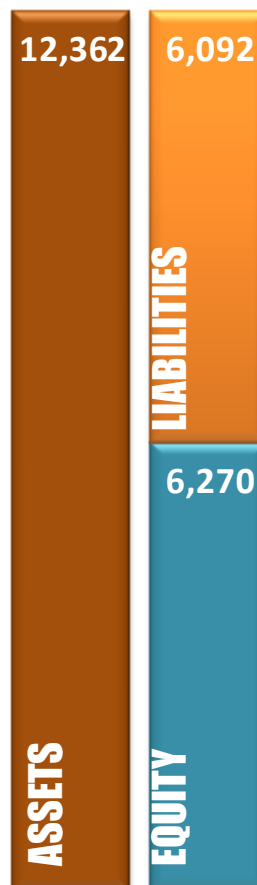
Bt.million					
Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
Siam Future	22%	2.94	1,840	292	1,548
MJLF	33%	10.00	1,470	1,089	381
MPIC	75%	1.64	1,253	493	760
PVRL	6.5%	79.88	508	204	304
Total			3,232	1,787	1,445

*Closing price on Aug 7,2013

- **Investment portfolio** as of Aug 7,2013:

- 22% in **Siam Future Development Plc. (SF)**
- 33% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
- 75% in **M Pictures Entertainment Plc. (MPIC)**
- 40% in **ThaiTicketMajor Co., Ltd.**
- 45% in **Major Kantana Broadcasting Co., Ltd.**
- 6.5% in **PVR Limited (PVRL)**
- 49% in **PVR blu-O Entertainment Limited**
- 80% in **Talent One Co.,ltd.**
- 50% in **K-Arena**

Jun 30,13



Bt.million	
Interest-bearing debts	2Q13
Bank OD & ST loans	541
CP of LT borrowings	190
LT borrowings	620
Debentures	1,800
Total	3,152

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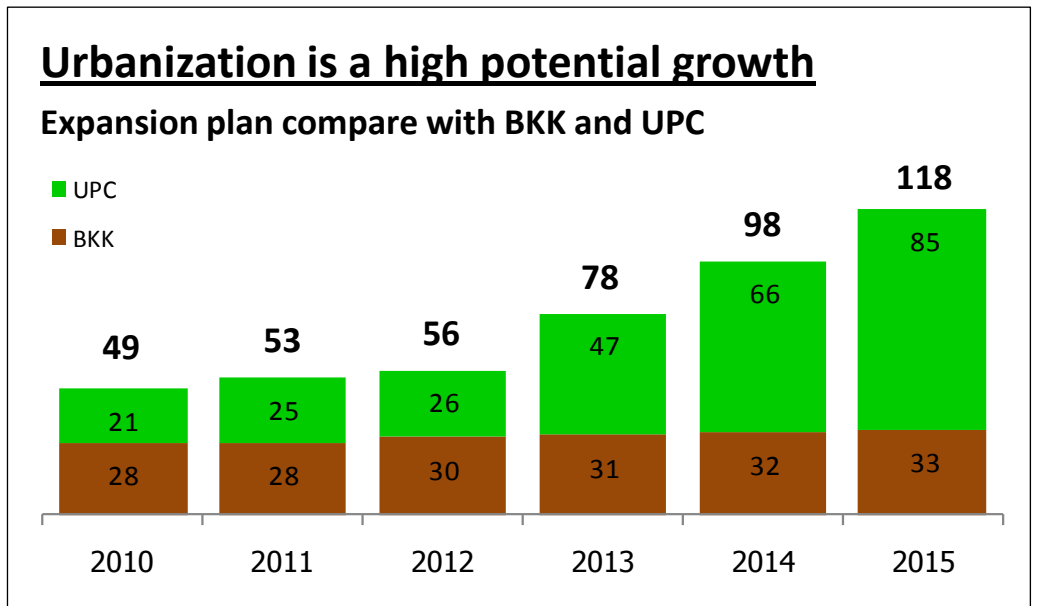
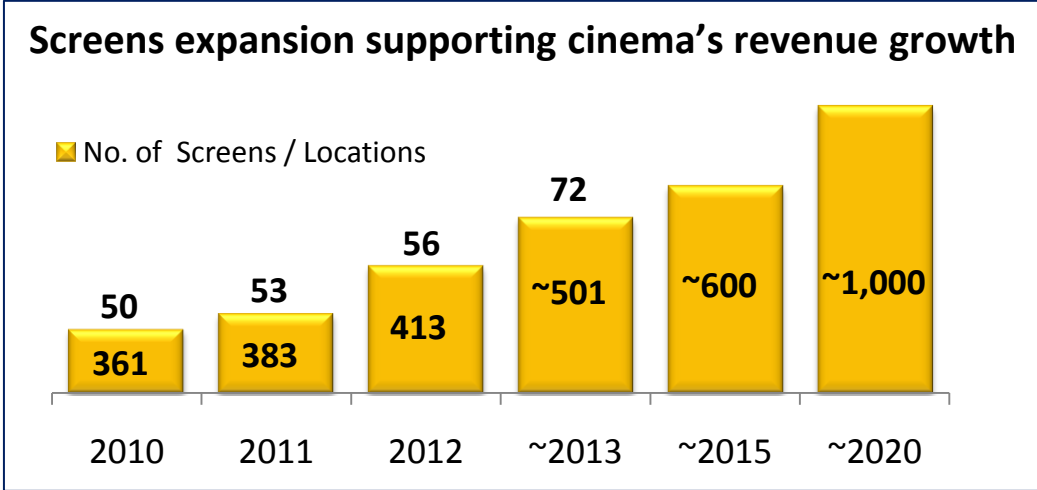
Quarterly Briefing
2Q13

GROWTH POTENTIALS

Major Cineplex's Expansion Trend

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

Major has presented in only 30 out of 77 provinces.



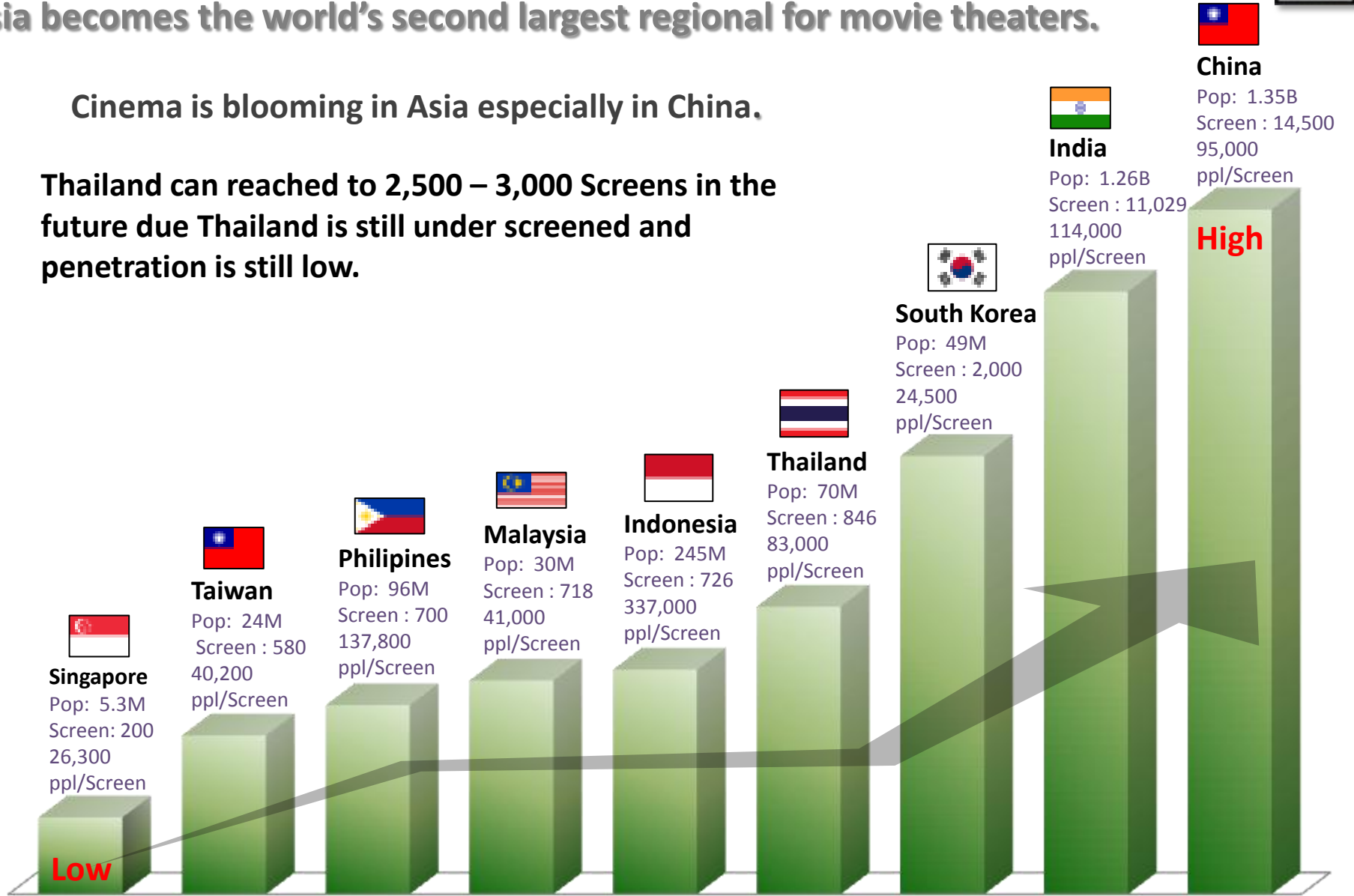
Current Asia Market Trend



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.



Low

High

Density: Population per Screen

What happens in Year 2013

FY13 Blockbuster Highlight

What happens in Year 2013

FY14 Blockbuster Highlight

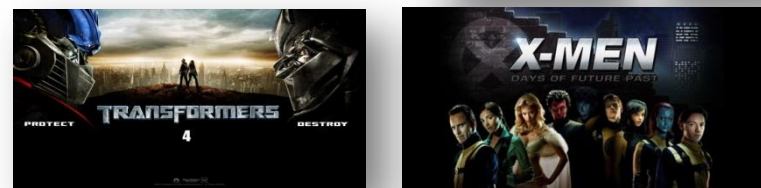
3Q13
Hollywood Movies
PACIFIC RIM
THE WOLVERINE
R.I.P.D.
ELYSIUM
PERCY JACKSON : SEA OF MONSTERS
WHITE HOUSE DOWN
RIDDICK 3
Thai Movies
YAM YASOTHORN / แหยม ยโสธร (Thai)



4Q13
Hollywood Movies
THOR : THE DARK WORLD
CAPTAIN PHILLIPS
THE HUNGER GAMES : CATCHING FIRE
THE HOBBIT 2 : THE DESOLATION OF SMAUG
47 RONIN
Thai Movies
TOOM YUM KUNG / ต้มยำกุ้ง (Thai)
* 4 Thai Coming Attraction Movies



Year 2014
Robocop
Need for Speed
Captain America: The Winter Soldier
Godzilla
Maleficent
Robopocalypse
Transformer 4
X-Men: Days of future past
Dawn of the planet of the apes
The amazing of spider man 2
Hercules: The Thracian Wars
Resident Evil 6
The Hunger Games: Mockingjay, Part 1
The Hobbit: There and Back Again
Veronica Mars
Noah
Vampire Academy: Blood Sisters
Hercules: The Thracian Wars



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

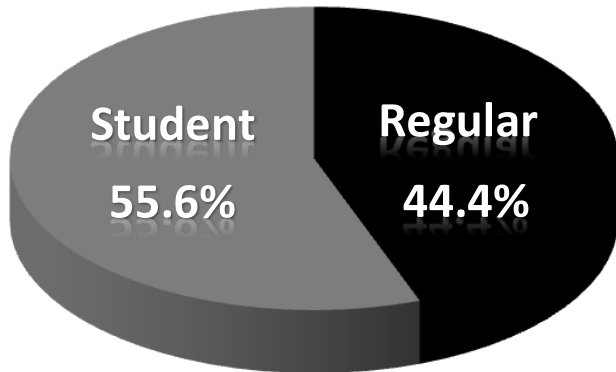
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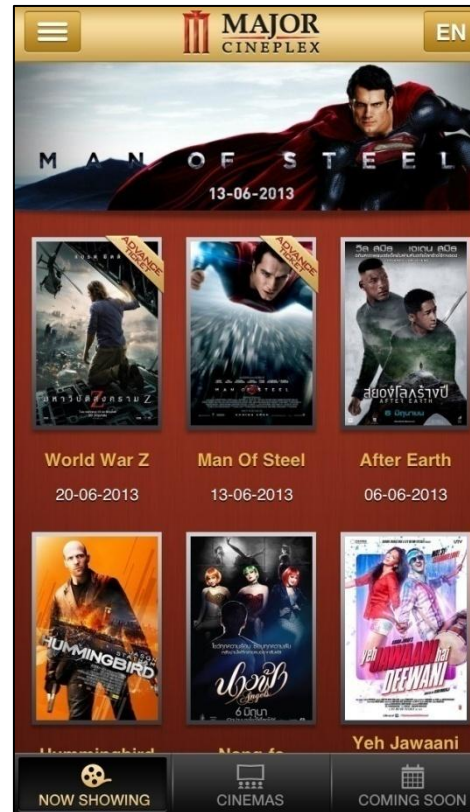


We are the only movie theaters in the world which collected customer database. Also adding value by using social media such as Online E-ticketing, Facebook, Twitter, Line, Mobile application, etc.

Ratio M Gen Card : Regular & Student
Total **2,049,435** members (As of Aug7'13)



Major Movie plus Application
1,800,000 Members
(Andriod, IOS, Blackberry, Window 8)



GROWTH POTENTIALS



Major is expert in online entertainment and interesting in online media.

facebook.com/majorgroup @majorgroup



Major Group:
1,100,000 Members



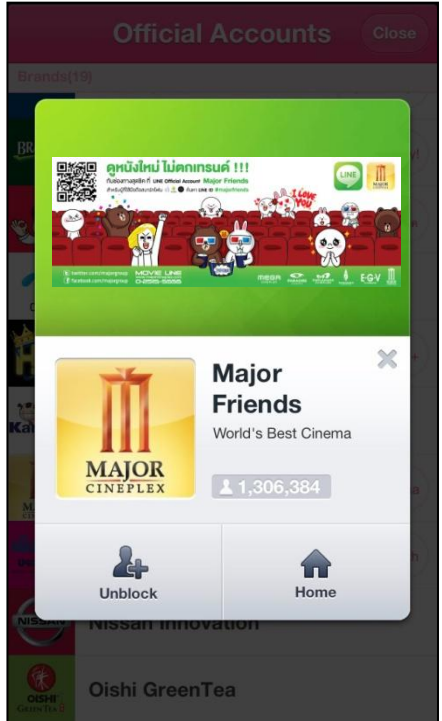
Major Friends:
1,300,000 Members



Instagram:
15,000 Members



Twitter Major Group:
500,000 Followers



International Project

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India: PVR Cinemas



Currently, PVR cinema has got 383 screens in 36 cities and another 75 new screens will be added in year 2013-2014.

Major hold 6.5% of PVR Cinemas (PVRL)

PVR Cinemas is now India's Largest Multiplex Chain.



International Project

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India: PVR BluO

Currently, PVR BluO has got 110 Bowling lanes in 5 Locations and 78 Bowling lanes will be added in year 2013-2014.



PEPSI
bluO
RHYTHM & BOWL

Bowling | Dining | Party Lounges | Live DJ

INDIA'S LARGEST BOWLING CENTRE

NOW OPEN

Orion Mall, Dr. Rajkumar Road, Malleshwaram-Rajajinagar



International Project

Cambodia & Other Countries

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Cambodia: Major is partnering Japan's Aeon Mall to operate a cinema complex in Cambodia's capital with 7 screens with 1,400 seats and 14 bowling lanes.

The investment of 150 million baht will be made through a holding company of Major's international joint venture with a local firm.

This project will be finished in mid of year 2014.

Other Opportunities in South East Asia:

- Cambodia, Vietnam are the first target.
- JV with strong local partner.
- Conditions must be reasonable



International Project

Cambodia with Aeon Mall

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OVERALL PICTURE



ZONE "A" 2,3F RC WORK



Mechanical work



ZONE "B" 2F RC WORK

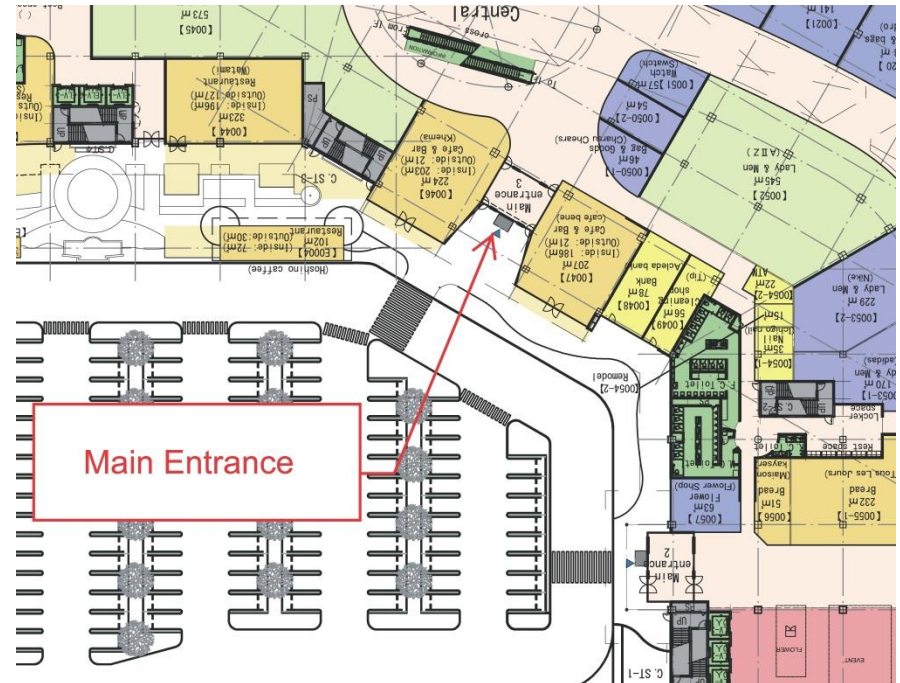
International Project

Cambodia with Aeon Mall

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G, 1st & 2nd Floor Slab & 2nd to 3rd Floor Columns



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Thank You