

LIFESTYLE

entertainment



Yearly Briefing

2013

MAJOR CINEPLEX GROUP PLC.

Analyst Meeting

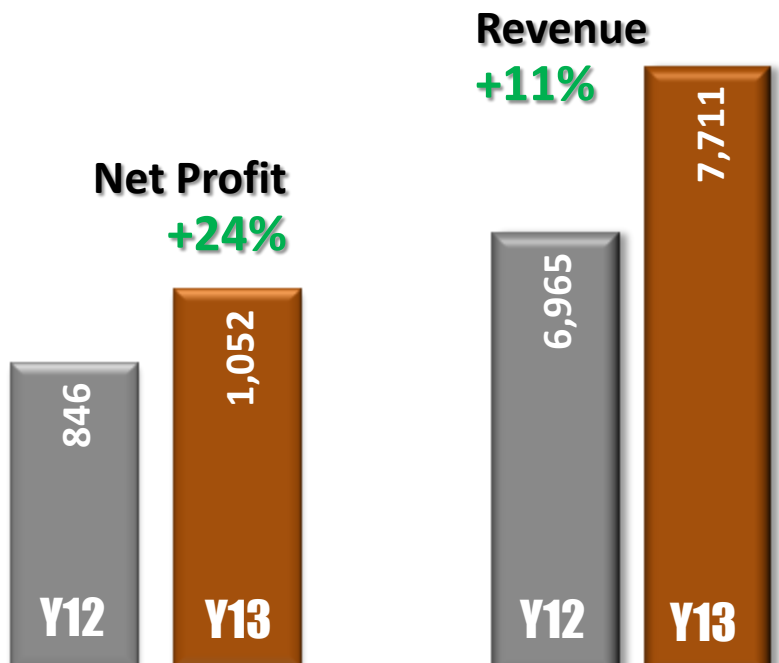
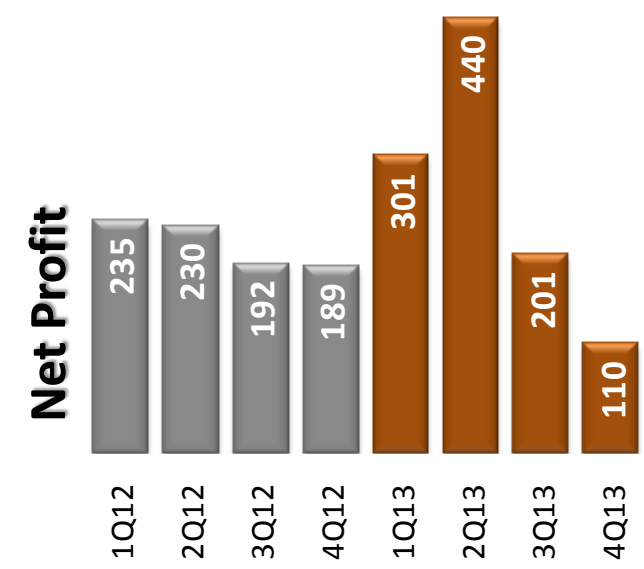
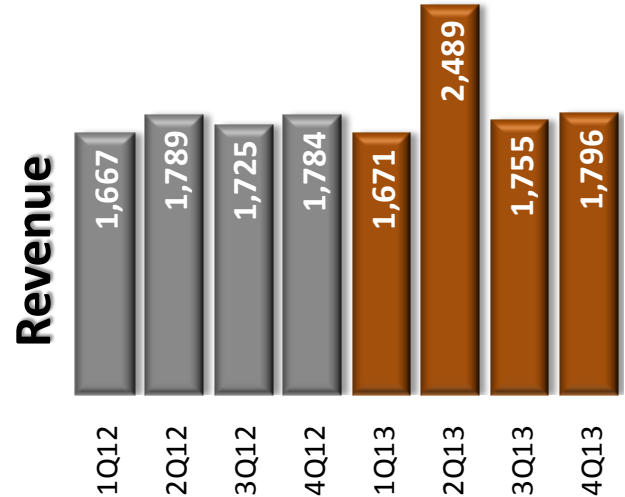
Paragon Cineplex, Siam Paragon: February 17th, 2014

2013 YEARLY BRIEFING

Financial Summary

- More Movie highlight and expansion branch drove to Net profit growth

| Bt. Million | Restated Y2012 | Y2013 | Amt. ▲ | % |
|------------------|-------------------|------------|--------|-----|
| Revenue | 6,965 100% | 7,711 100% | 745 | 11% |
| Gross margin | 2,248 32% | 2,699 35% | 452 | 20% |
| Operating profit | 1,014 15% | 1,261 16% | 247 | 24% |
| EBITDA | 2,328 33% | 2,542 33% | 214 | 9% |
| Net Profit | 846 12% | 1,052 14% | 206 | 24% |

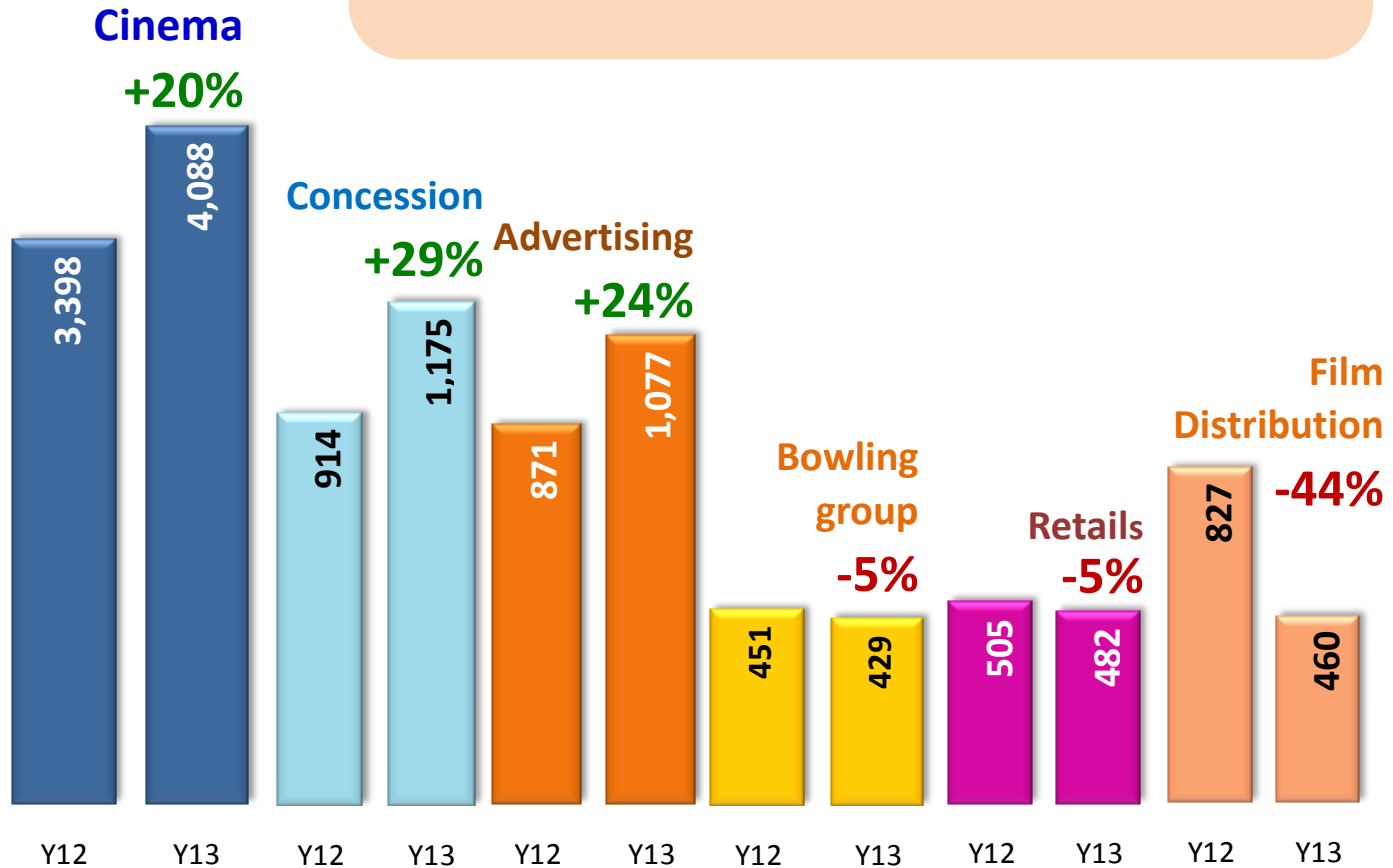
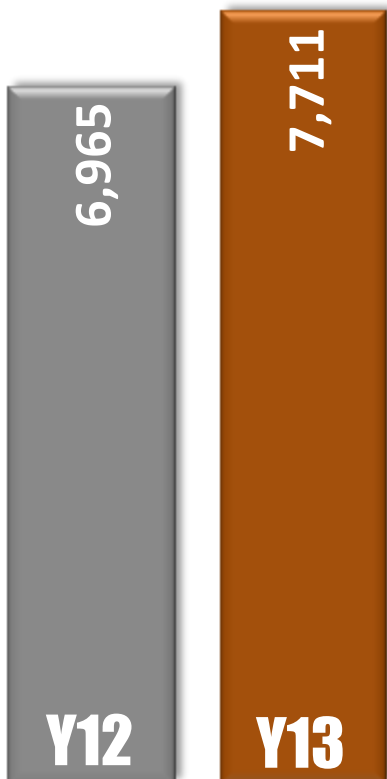


2013 YEARLY BRIEFING

The Revenue Break down

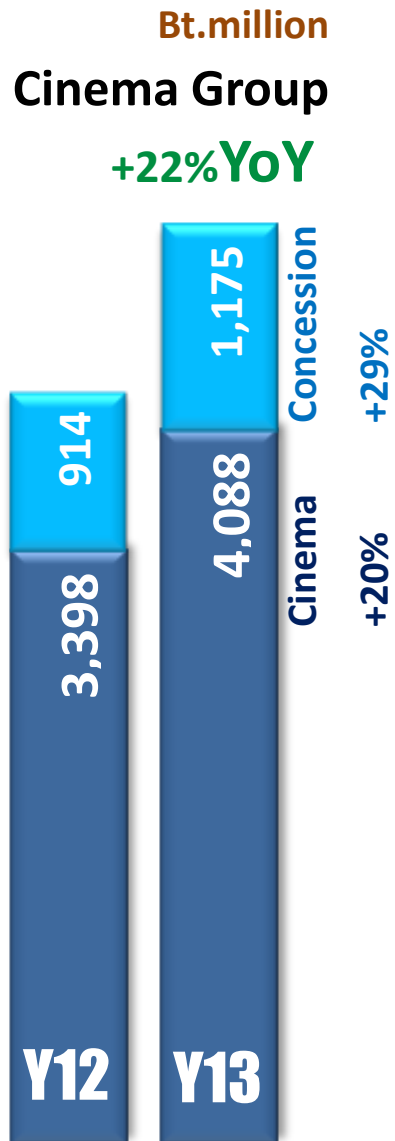
Cinema, Concession and Advertising are driving to core business

Bt.million
Revenue
+11%YoY

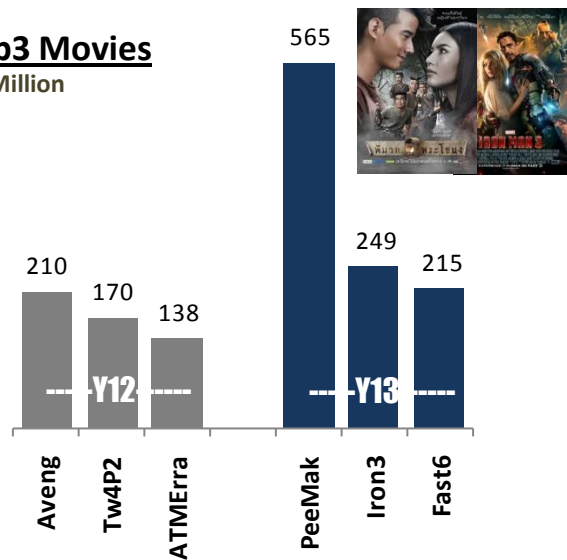


2013 YEARLY BRIEFING

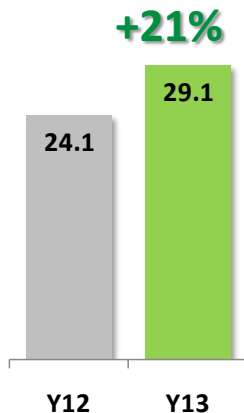
The Revenue Break down : Cinema



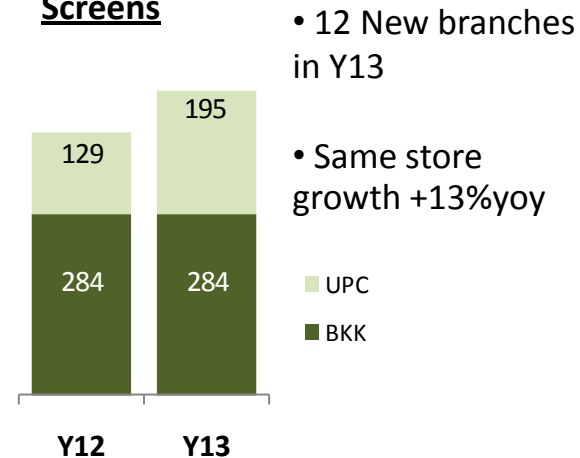
Top3 Movies
Bt.Million



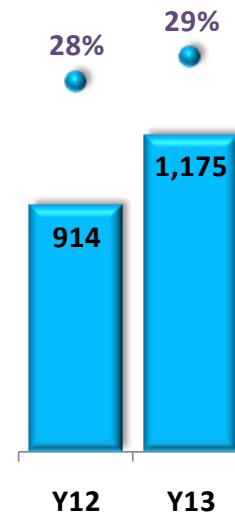
Guestcount(-C)
Million



Screens



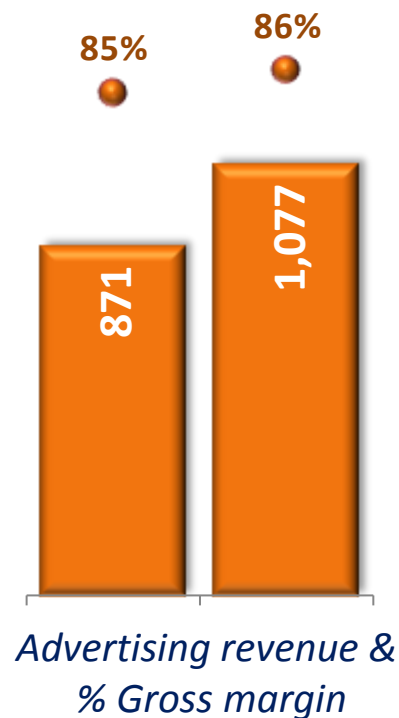
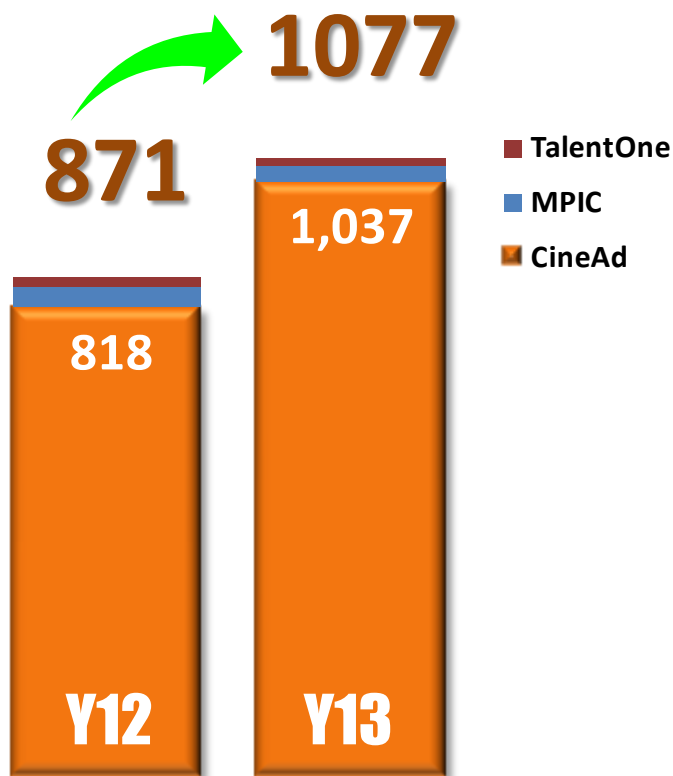
Con Rev. & %CTB



The Revenue Review : Advertising

- More advertising revenue from Automotive & Softdrink
- Slightly increase %gross margin

Bt.million
Advertising
+24%YoY

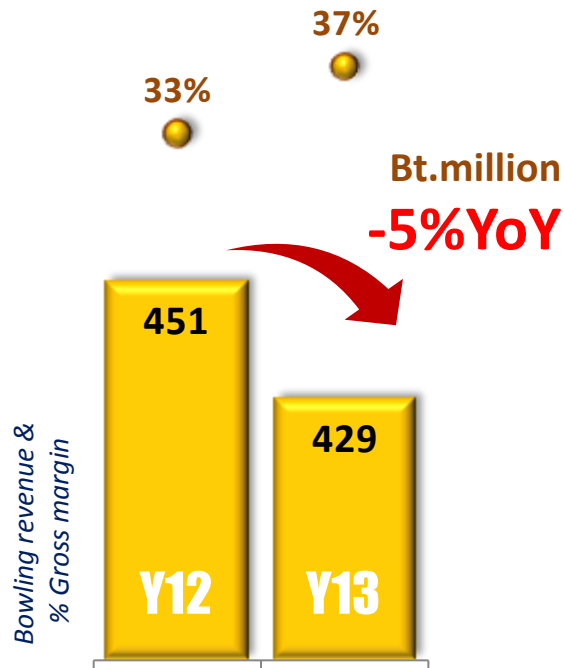


2013 YEARLY BRIEFING

The Revenue Review

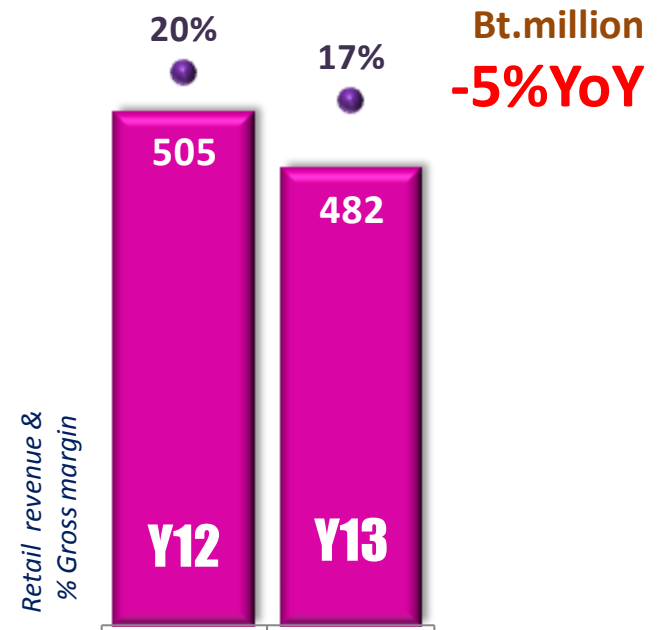
Bowling

Margin increase from up price & closed 4 branches
(Rama2,Rama3 ,Bangna,Thonglor)



Retails

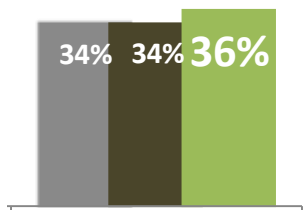
Revenue drop from Sizzler at Rama2 and Renovated shop of Nana Market at Aomyai



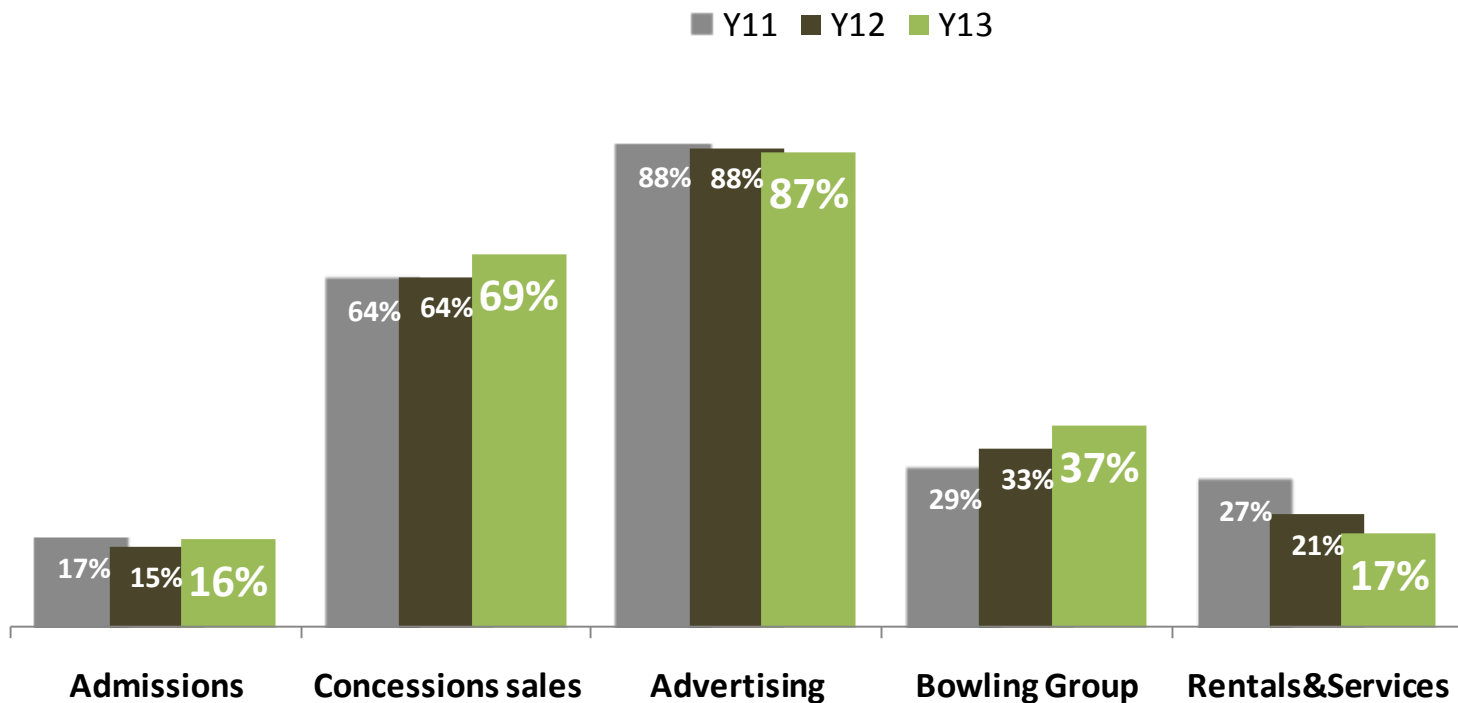
2013 YEARLY BRIEFING

Core Business Margin

+2%yoy



%Total Core Gross Margin



2013 YEARLY BRIEFING

B/S Snapshot

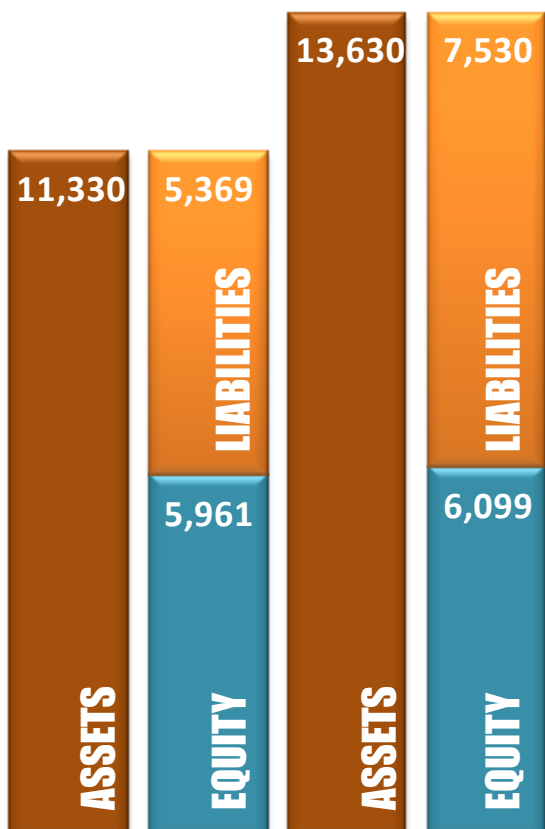
| Bt.million | Dec 31, 12 | Dec 31, 13 | %chg |
|-------------|------------|------------|------|
| Assets | 11,330 | 13,630 | 20% |
| Liabilities | 5,369 | 7,530 | 40% |
| Equity | 5,961 | 6,099 | 2% |

Net D/E increase from

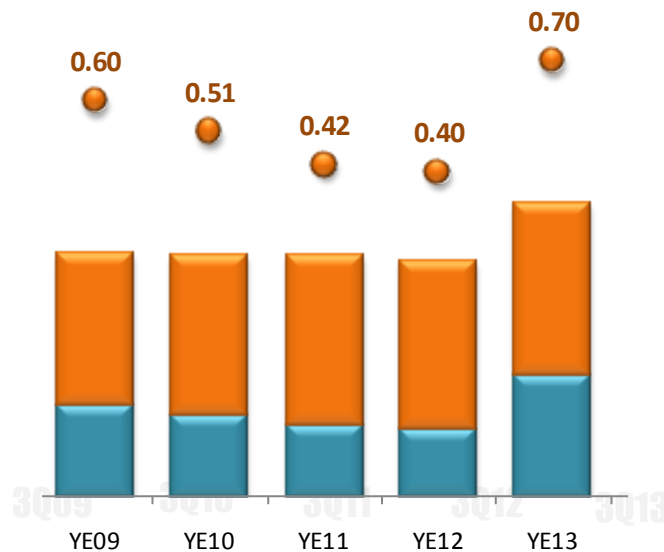
- Loan for Cinema branch expansion and investment in MPIC & SF

Dec 31,12

Dec 31,13



Net interest-bearing debts Equity Net D/E



2013 YEARLY BRIEFING

Investments Portfolio vs. Interest-bearing debts

Bt.million

| Investments | %Share | Cost per Share | Market value* | Major's Cost | Gain(Loss) |
|--------------|--------|----------------|---------------|--------------|--------------|
| Siam Future | 23.7% | 3.14 | 1,795 | 981 | 814 |
| MJLF | 33.0% | 10.00 | 1,241 | 1,089 | 152 |
| MPIC | 91.4% | 1.83 | 1,563 | 1,101 | 462 |
| PVRL | 6.4% | 81.63 | 803 | 209 | 594 |
| Total | | | 5,401 | 3,380 | 2,022 |

*Closing price on Feb 11,2014

- **Investment portfolio** as of Feb11,2014:
 - 91.4% in **M Pictures Entertainment Plc.** (MPIC)
 - 23.89% in **Siam Future Development Plc.** (SF)
 - 33% in **Major Cineplex Lifestyle Leasehold Property Fund** (MJLF)
 - 40% in **ThaiTicketMajor Co., Ltd.**
 - 6.4% in **PVR Limited** (PVRL)
 - 49% in **PVR blu-O Entertainment Limited**
 - 50% in **K-Arena**



Bt.million

| Interest-bearing debts | Y13 |
|------------------------|--------------|
| Bank OD & ST loans | 2,239 |
| CP of LT borrowings | 204 |
| LT borrowings | 552 |
| Debentures | 1,800 |
| Total | 4,795 |

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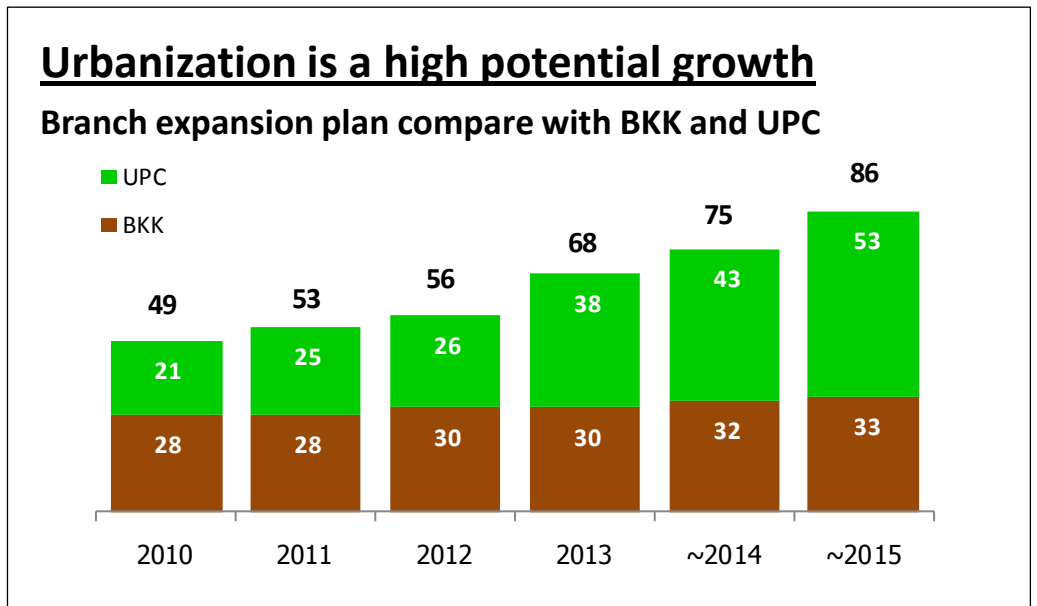
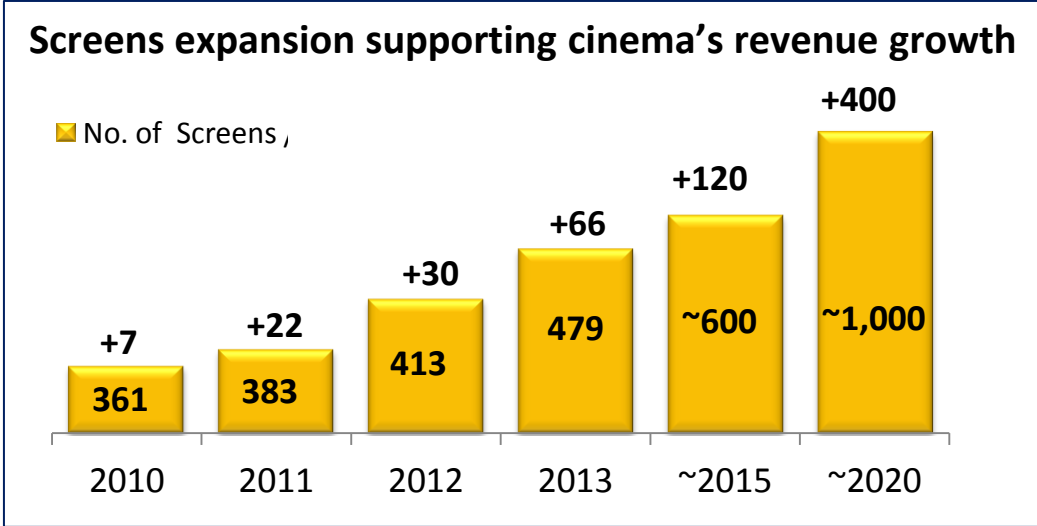
2013

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 33 out of 77 provinces.



* Information as of Feb 13, 2013

Big Movie 2014

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FY14 Blockbuster Highlight

Y2014

Captain America: The Winter Soldier

Transcendence

The Amazing Spider-Man 2

Godzilla

X-Men: Days of Future Past

Ninja Turtles

Transformer 4

Maleficent

Dawn of the Planet of the Apes

Hercules: The Thracian Wars

Guardians of the Galaxy

The Hunger Games: Mockingjay, Part 1

The Hobbit: There and Back Again

Minions

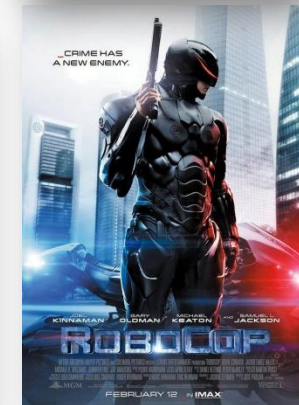
Veronica Mars

Robocop

300: Rise of an Empire

King Naresuan 5

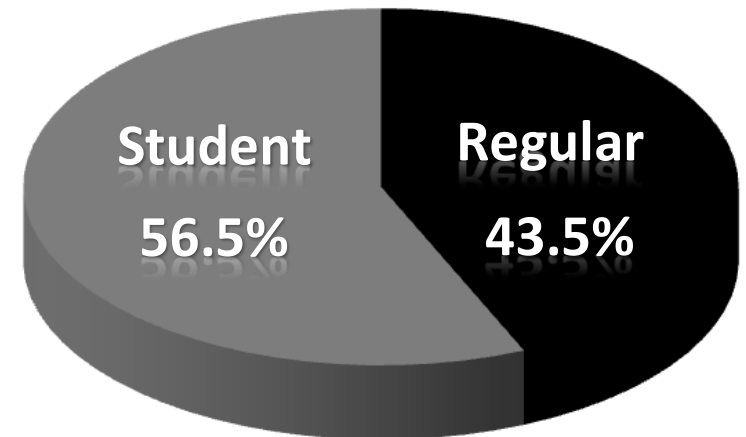
Edge of Tomorrow



*Please note that release dates are subject to change.

“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 **2,222,203** members (As of Feb12'14)





Website

- Website Visitor =1.2 MBonth YR 2012
- Now Visit 1.2 M / Month



Movie Mail
Subscriber : 750,000



Subscriber: 10,000



Facebook : 1.3 M Fanpage
Twitter : 610 K. Follower

Social Network



Instagram

KPI 100,000 Follow
Now : 35,000 Follower



Official Line
9.4 M friends



We chat
50,000 Download



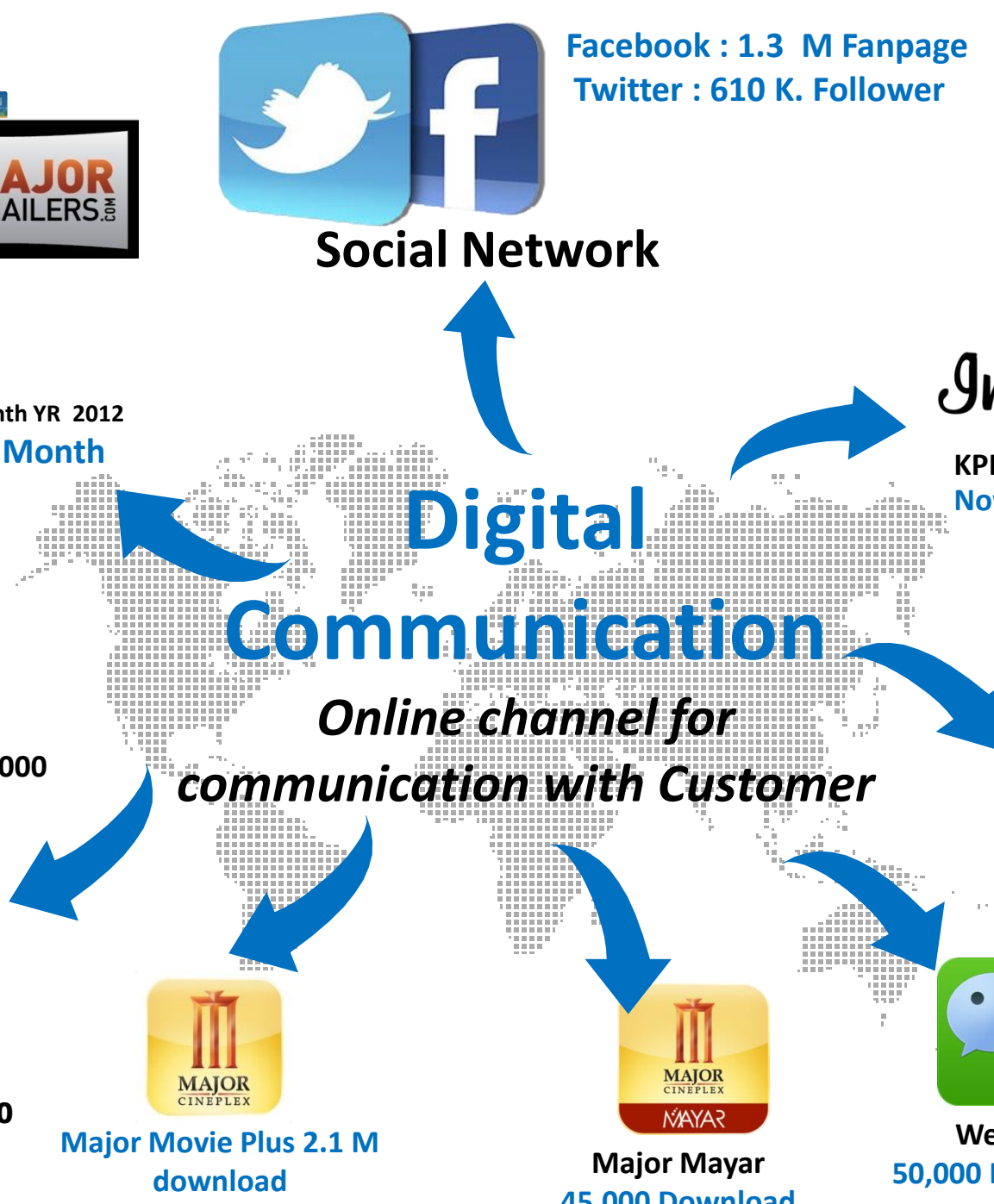
Major Movie Plus 2.1 M
download



Major Mayar
45,000 Download

Digital Communication

Online channel for
communication with Customer



International Project

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India: PVR Cinemas



Currently, PVR cinemas has got **398** screens in 38 cities and will be reach by 500 screens by year 2015.

Major hold 6.4% 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



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Thank You