

LIFESTYLE

entertainment



CINEMA

Quarterly Briefing

2014

MAJOR CINEPLEX GROUP PLC.

Analyst Meeting 2Q14

Paragon Cineplex, Siam Paragon: August 13rd, 2014

2Q14 QUARTERLY BRIEFING

Financial Highlights

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- Revenue growth from Movie Contents, Hollywood films and New branches.
- Gross Margin improved from more revenue recognition.
(Bowling & Ice skate in Chingmai2,Hadyai) , WE Fitness)
- In 2Q13, Divestment gains from SF amount 65MB.

Bt.Million	2Q13		2Q14		growth	
					Amt.	%
Revenue	2,488	100%	2,643	100%	156	6%
Gross margin	919	37%	1,027	39%	108	12%
EBITDA	865	35%	880	33%	15	2%
EBIT	588	24%	584	22%	(4)	-1%
Net Profit	440	18%	446	17%	6	1%
Net Profit (excl.divest. in SF)	375	15%	446	17%	71	19%

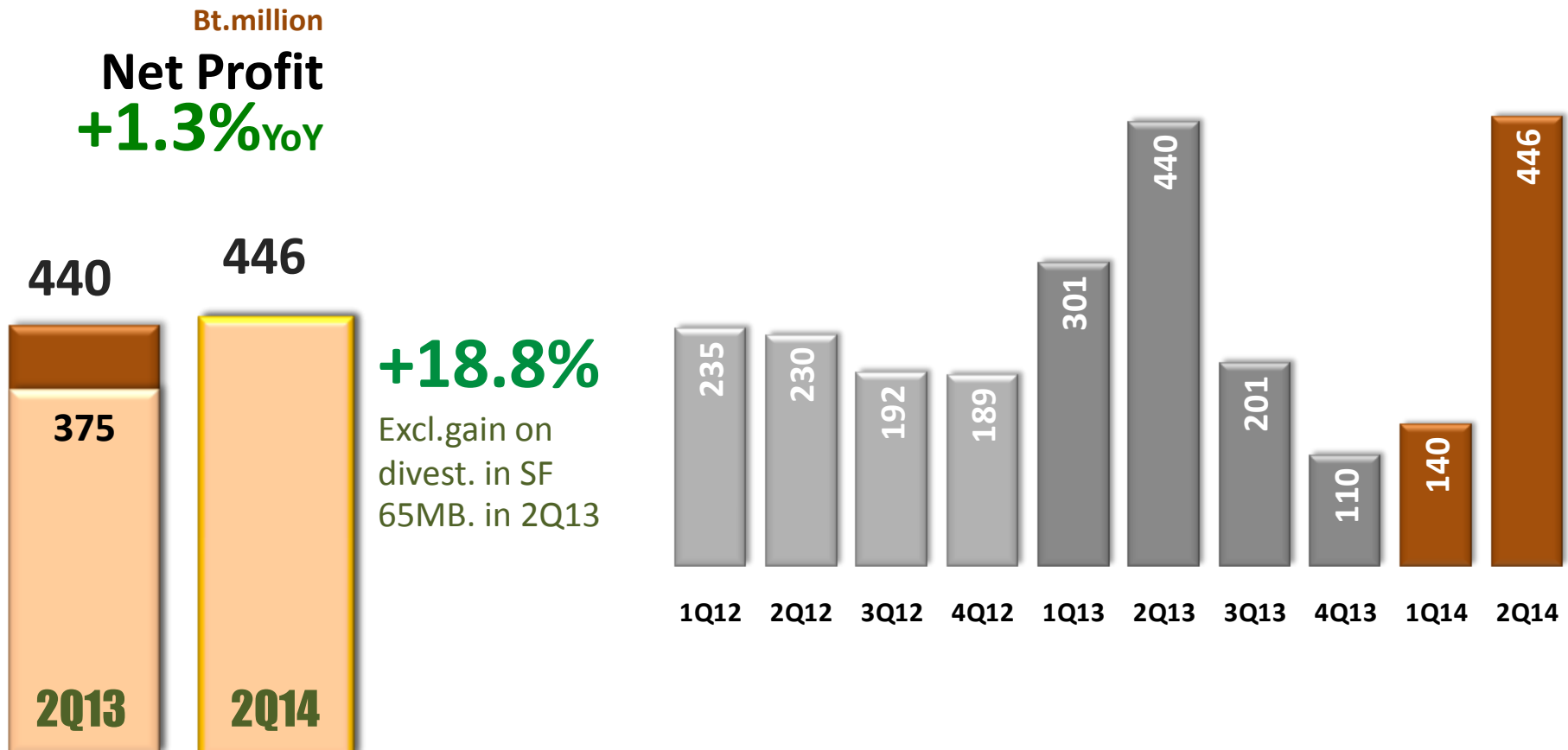
2014 QUARTERLY BRIEFING

The Net profit Trend

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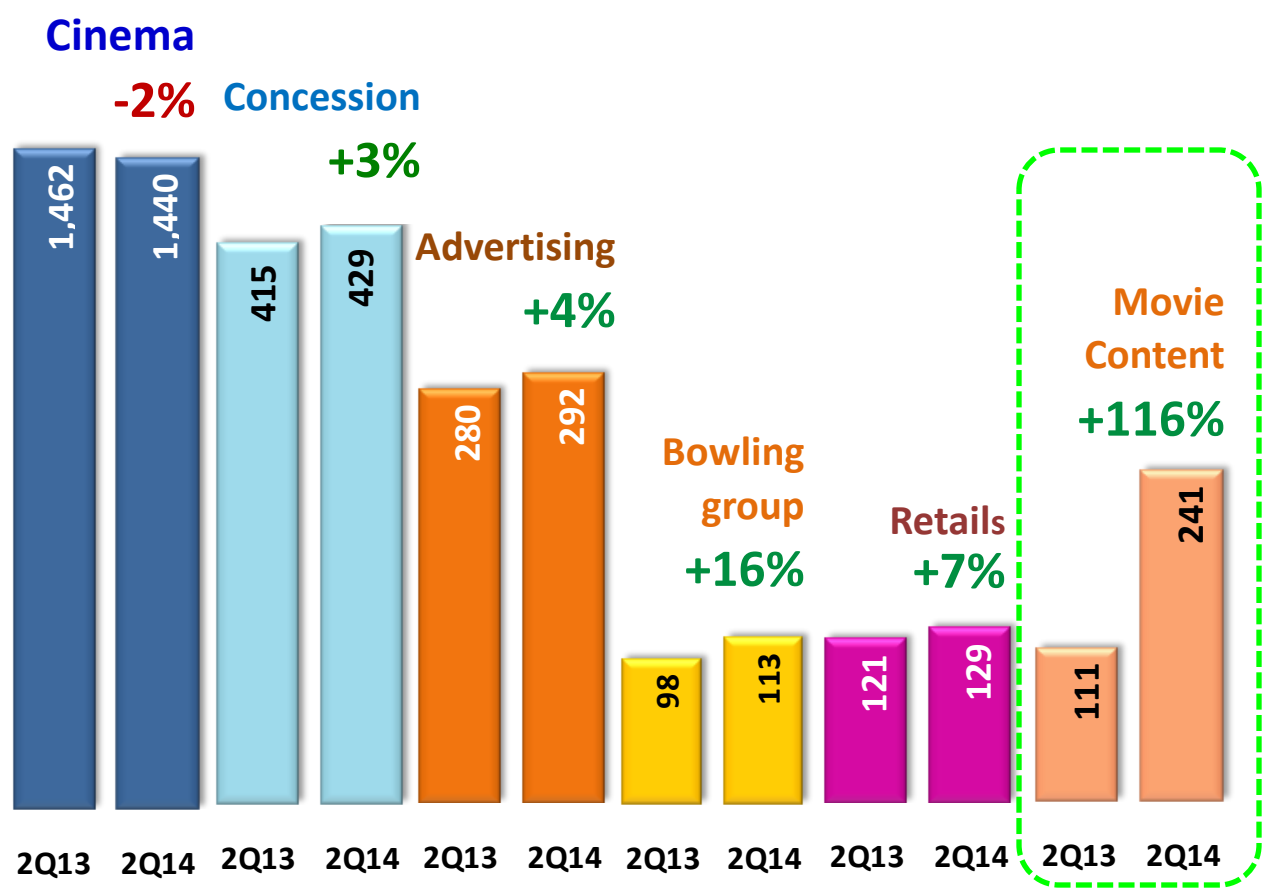
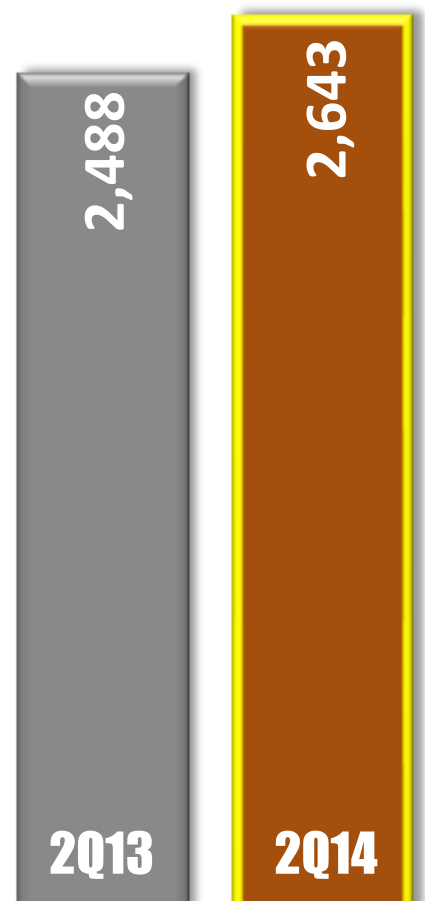
Net Profit growth from New branches & performance improvement.



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The Revenue Break down

Bt.million
Revenue
+6%YoY

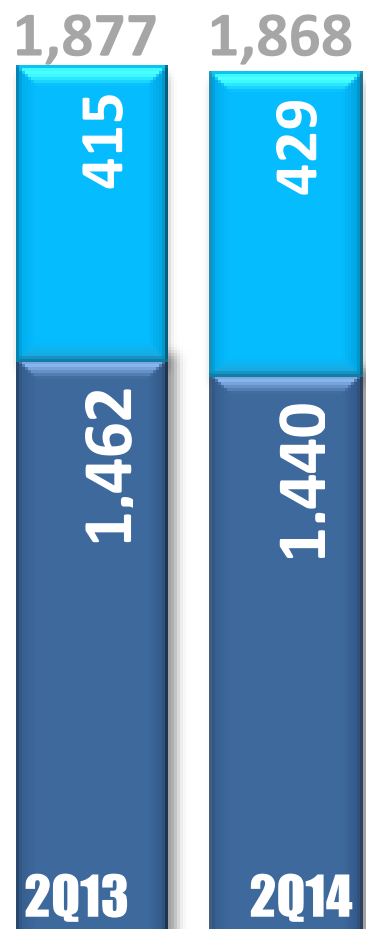


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The Revenue : Cinema

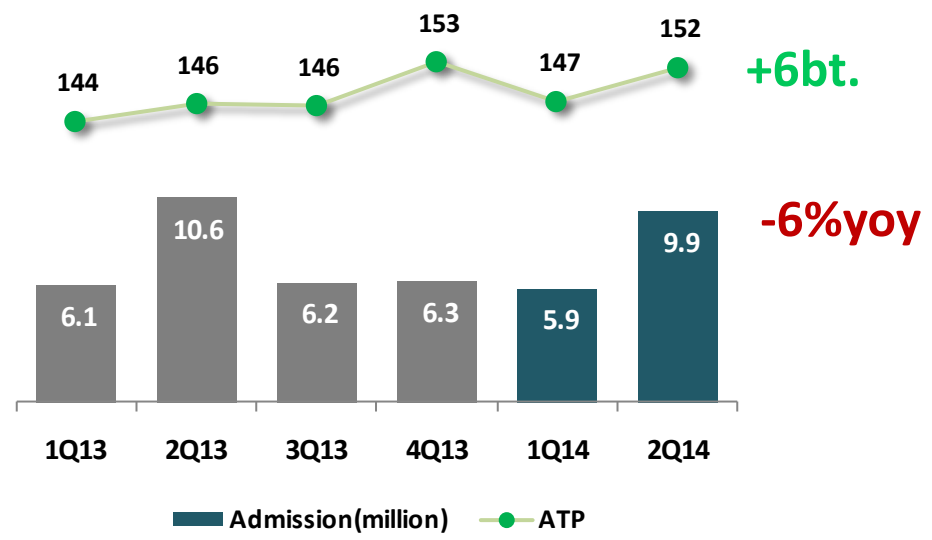
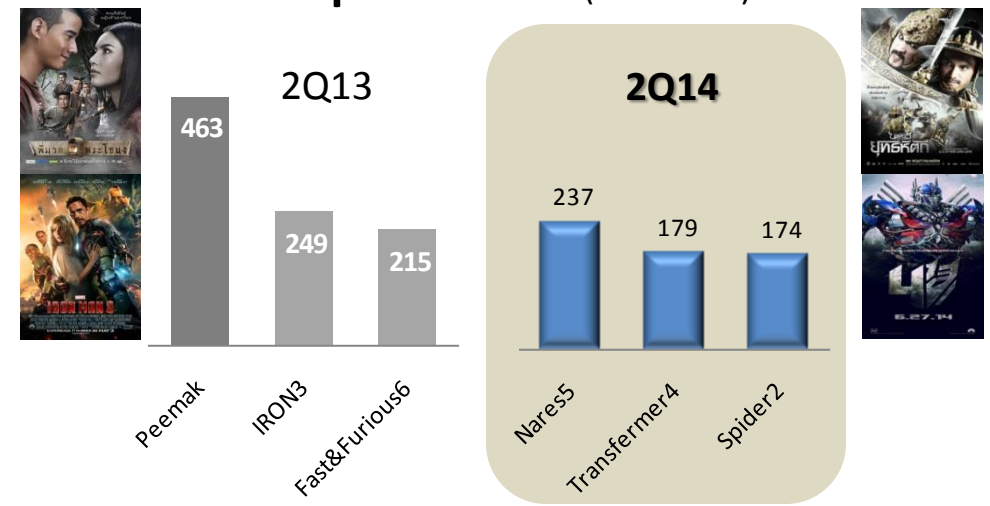
Bt.million

Cinema Group
-0.5%YoY



Cinema -2% Concession +3%

Top 3 Movies (Bt.million)

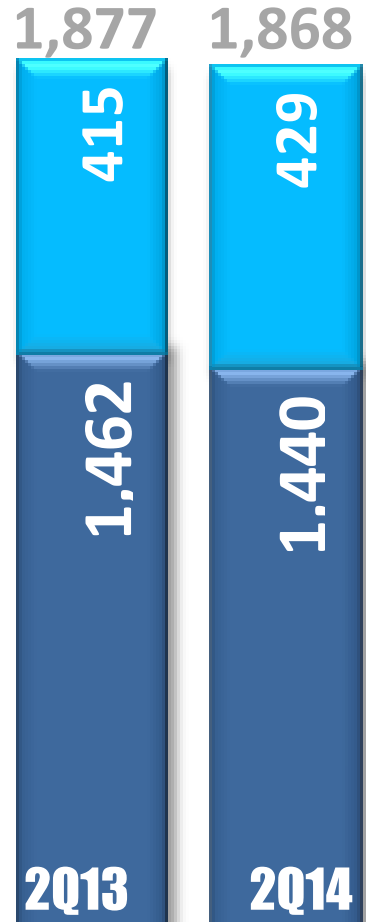


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The Revenue : Concession

Bt.million

Cinema Group
-0.5%YoY

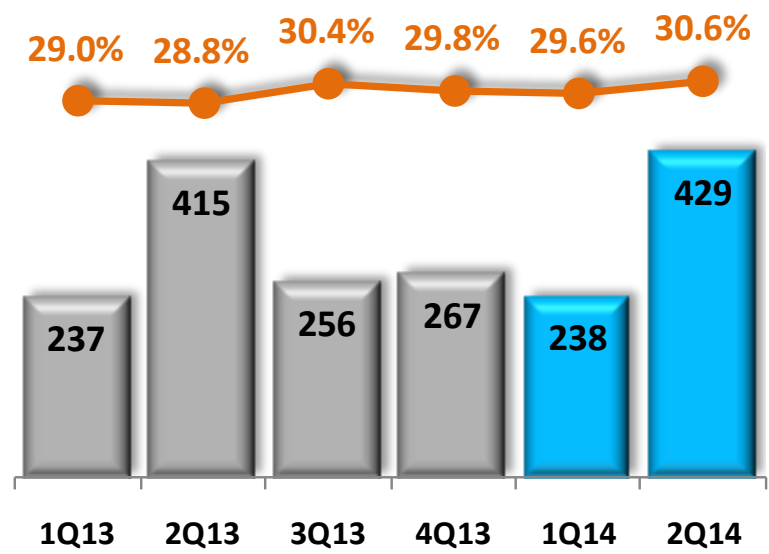


Cinema -2% Concession +3%

- Raise the price in some branches.
- Popular Bucket set increased revenue.
(Transformenr 4, Spiderman 2)



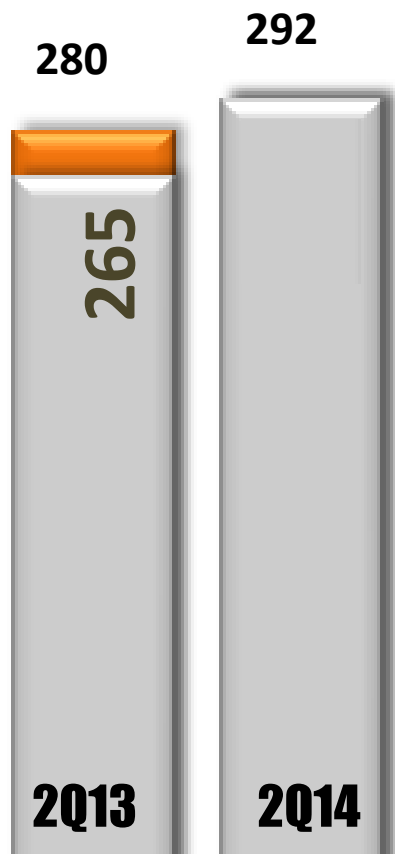
Concessions sales %Concessions-to-Gross Box Office



The Revenue : Advertising

Bt.million

Advertising
+4% YoY

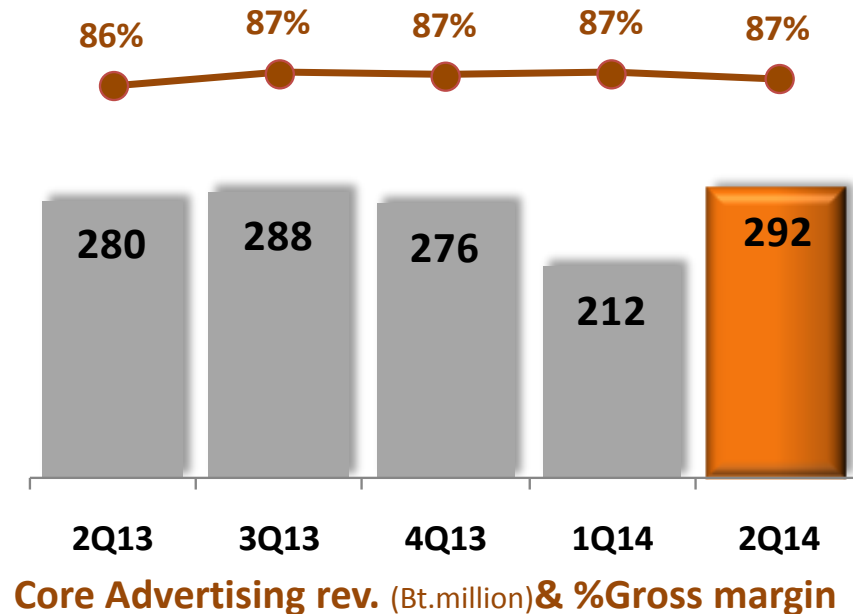


+10% Core Advertising

- More Megabox Films & more Screens drove to revenue growth.

(Nares5,TF4,Spider2,Godzilla,Xmens,Captain 2)

- 2Q13 Mpicture had sponsor from Thai Movie (Koo-Gum) amount 11MB.

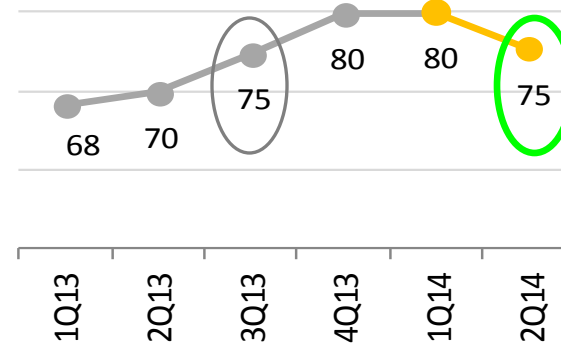


2014 QUARTERLY BRIEFING

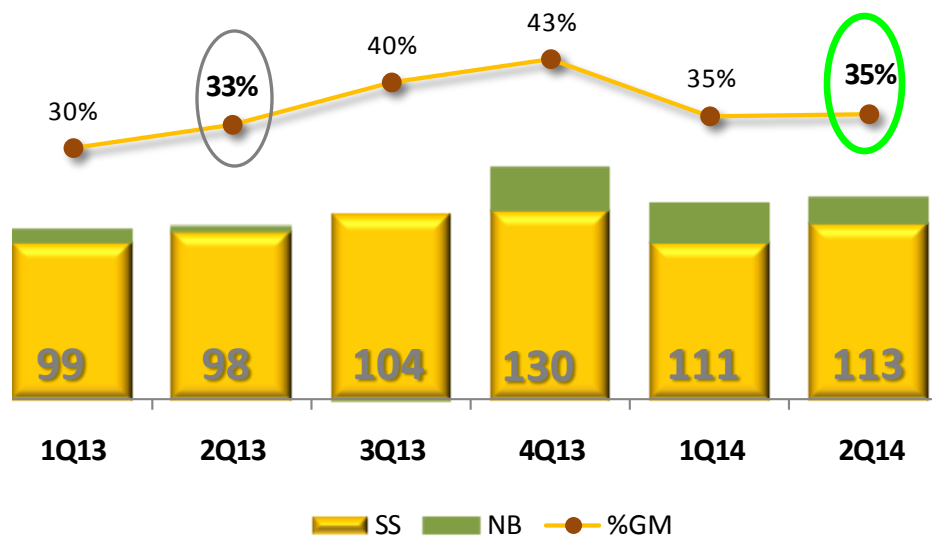
The Revenue : Bowling Group

“Revenue growth from raise Bowling game fee and New branches”

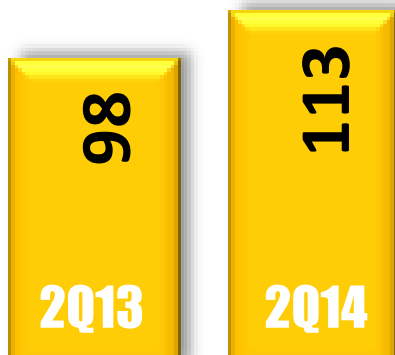
Avg. Game Fee (Bt.)



Revenue (Bt.million)



Bt.million
Bowling
+16%YoY



2014 QUARTERLY BRIEFING

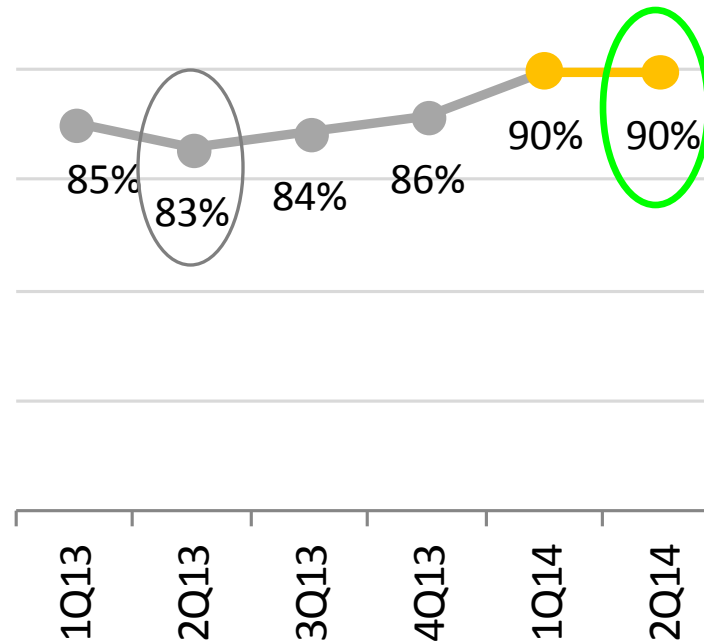
The Revenue : Retails

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“ %Occ increase from
WE Fitness at Sukhumvit location and
Center point at Ratchayothin location”

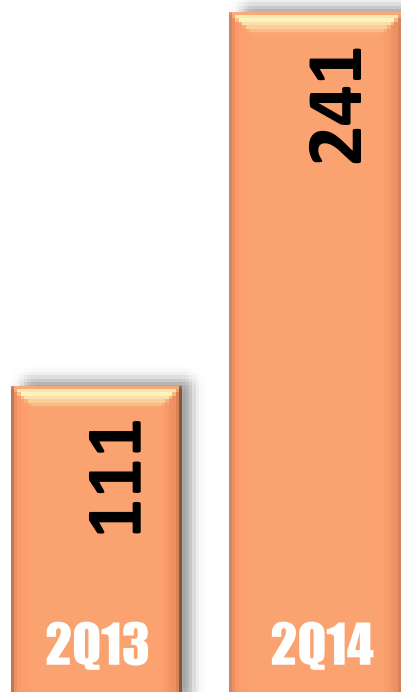
Bt.million
Retails
+7%YoY



The Revenue : Movie Content

- Recognize MONO film right's revenue & Major Kantana's film right's to Outsiders.
- Most popular movie drove to revenue increase. (Brick Mansion)

Bt.million
Movie Content
+116%YoY

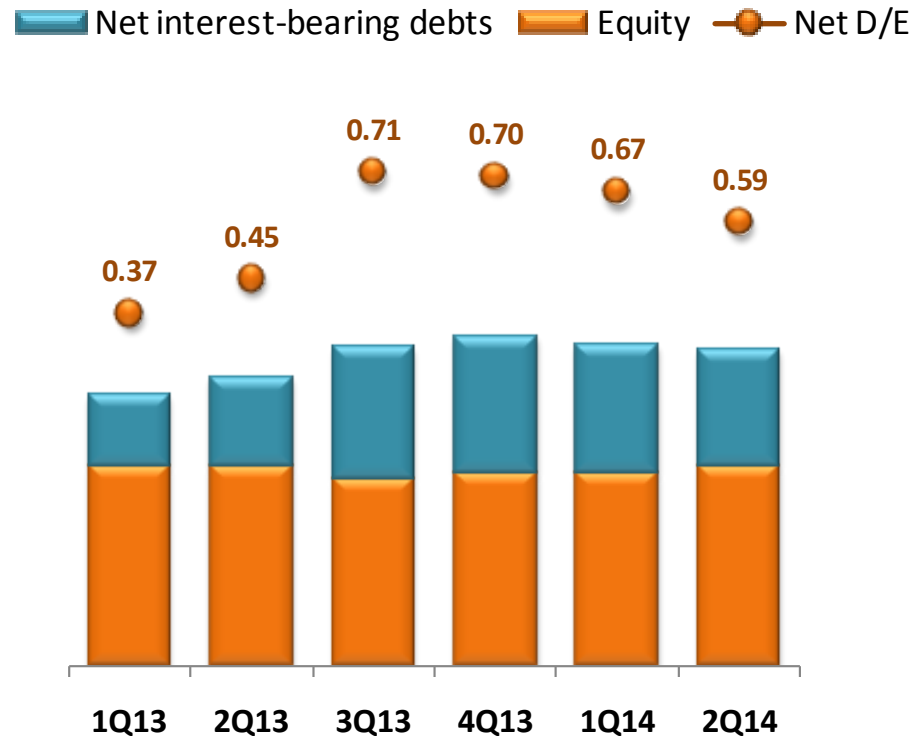
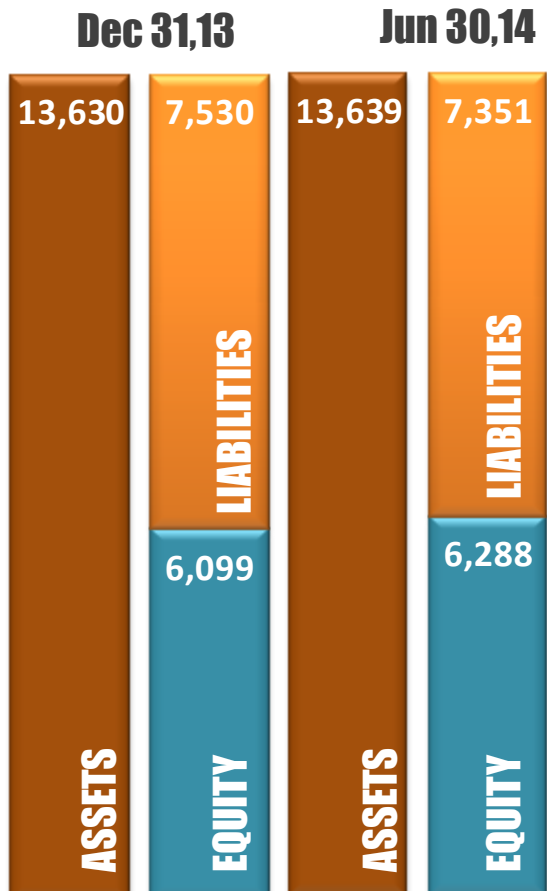


	2Q13		2Q14		Change	
	Revenue	GM%	Revenue	GM%	Revenue	GM%
Film Right	15	-233%	139	40%	836%	273%
Sales of VCD/DVD	61	26%	90	21%	47%	-6%
Production	35	0%	9	-228%	-76%	-229%
Pocket Book		0%	4	48%	0%	48%
	111	-16%	241	24%	116%	40%

B/S Snapshot

Bt.million	Dec 31,13	Jun 30,14	%chg
Assets	13,630	13,639	0%
Liabilities	7,530	7,351	-2%
Equity	6,099	6,288	3%

Better Net D/E by Debt payment



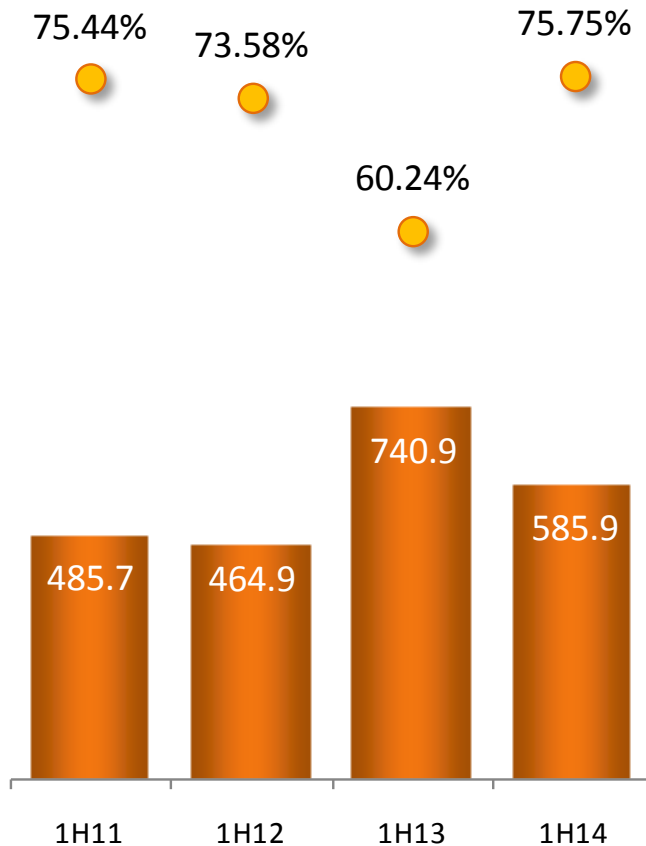
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Interim Dividend Payout

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



	1H11	1H12	1H13	1H14
Net Profit (Bt. Million)	485.75	464.94	740.88	585.93
% Dividend Payout	75.44%	73.58%	60.24%	75.75%
EPS (Bahts)	0.57	0.53	0.83	0.66
DPS (Bahts)	0.43	0.39	0.50	0.50

Dividend payment is about Bt 444 million on Sep 5th, 2014

Investments Portfolio vs. Interest-bearing debts

Bt.million					
Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
Siam Future	23.67%	2.83	2,243	991	1,251
MJLF	33.00%	10.00	1,339	1,089	250
MPIC	91.37%	1.83	1,178	1,101	77
PVRL	6.08%	120.45	923	301	621
Total			5,683	3,483	2,200

*Closing price on Aug 7,2014

Bt.million	
Interest-bearing debts	2Q14
Bank OD & ST loans	1,757
CP of LT borrowings	238
LT borrowings	461
Debentures	1,800
Total	4,256

Jun 30,14



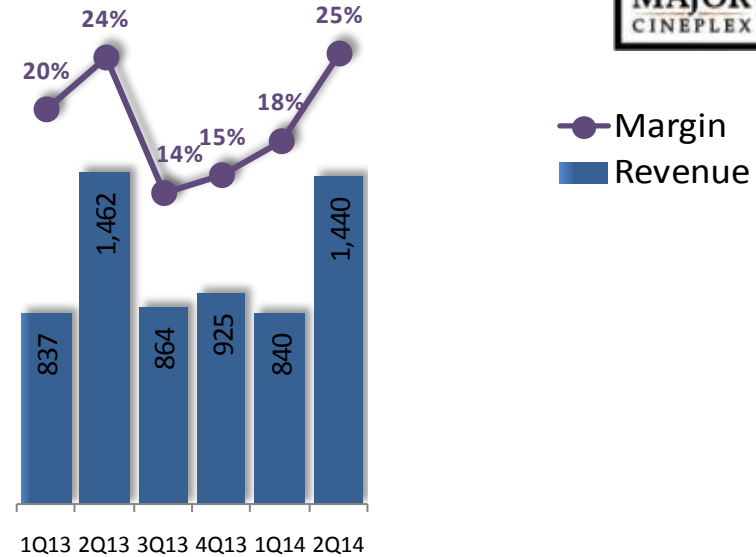
• Investment portfolio as of Aug 7,2014:

- 23.67% in **Siam Future Development Plc. (SF)**
- 33.00% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
- 91.37% in **M Pictures Entertainment Plc. (MPIC)**
- 40.00% in **ThaiTicketMajor Co., Ltd.**
- 6.08% in **PVR Limited (PVRL)**
- 49.00% in **PVR blu-O Entertainment Limited**
- 50.00% in **K-Arena**

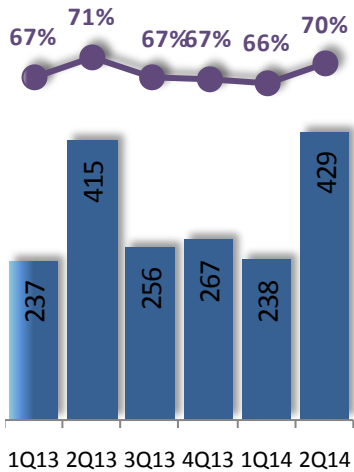
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Core Business margin

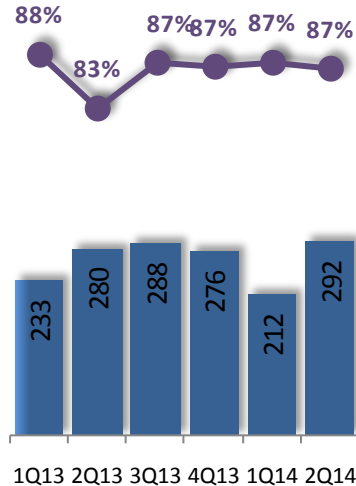
Margins	2Q13	2Q14	Δ
Admissions	24%	25%	0%
Concessions	71%	70%	-1%
Advertising services	83%	87%	4%
Bowling group	33%	35%	2%
Rentals & services	17%	18%	1%
Blended	37%	39%	2%



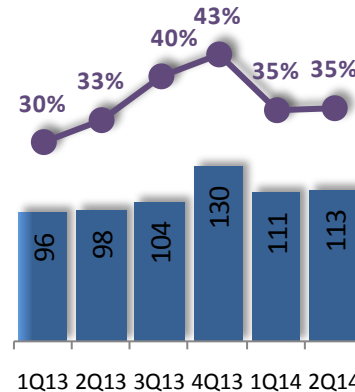
Admissions



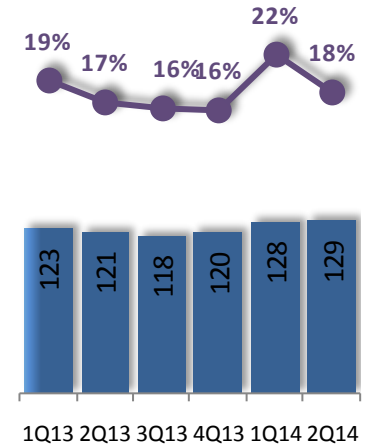
Concession



Advertising



Bowling group



Rentals

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Growth Potentials

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2014 Blockbuster Highlight

3Q14

Hollywood Movies

Transformers: Age of Extinction

Dawn of the Planet of the Apes

Guardians of the Galaxy

Teenage Mutant Ninja Turtles

Step Up: All In

Hercules

The Expendables 3

Thai Movies

Secret of sassy girl (M39)

Love comedy movie (Transformation Flim)

The Swimmer (GTH)

4Q14

Hollywood Movies

The Hunger Games: Mockingjay, Part 1

The Equalizer

The Hobbit3: There and Back Again

Paranormal Activity 5

Dracula Untold

Night at Museum

Thai Movies

Triple A (Transformation Flim)

Love comedy movie (M39)

Cop-aholic Girl (Talent 1)

Love comedy movie (Transformation Flim)

The Partner (Talent 1)

The Moment (Talent 1)



*Please note that release dates are subject to change.

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2015 Blockbuster Highlight

Year 2015
The Avengers : Age of Ultron
Star Wars VII
Man of Steel 2 : Superman/Batman
Pirates of The Caribbean : Dead Men Tell No Tales
Independence Day II
Fantastic Four Reboot
Terminator 5
The Hunger Games : Mockingjay Part II
Ant-Man
James Bond 24
Finding Dory
Assassin's Creed
Snow White And The Hunstman 2
Kung Fu Panda 3
Jurassic Park IV
Ted 2
Mission Impossible 5
Die Hardest
Inside Out
Gone Girl
Inferno
Cinderella
World of Warcraft

Mega Blockbuster in Year 2015 are still attractive. Superhero-related, sequels or animated films are continuous released.



*Please note that release dates are subject to change.

GROWTH POTENTIALS

M Generation: Member Card

“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.”

Mgen Student



Mgen (General)



Mgen First Class

Watching 50 movies a year
(Invitation Only)



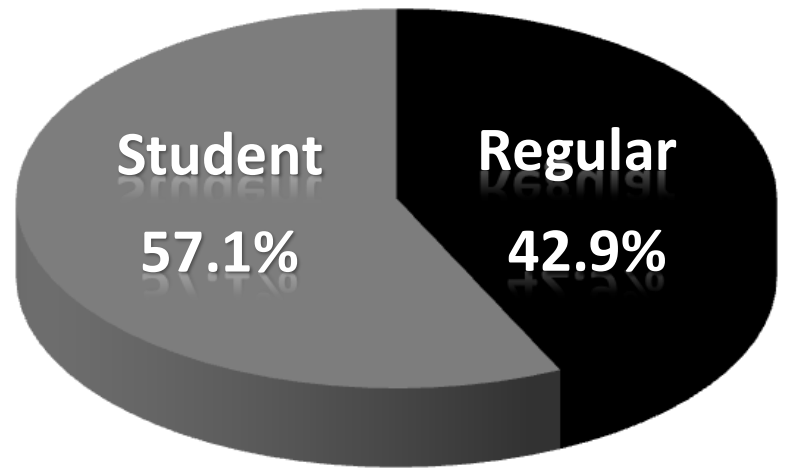
Mgen Freedom

Over 60 Years Old
•60THB Ticket in first show time



Ratio M Gen Card : Regular & Student

Total **2,477,778** members (As of August 2014)



GROWTH POTENTIALS

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

facebook.com/majorgroup @majorgroup

LINE Official Account



+ Major Friends



Major Group:

2,100,000 Members



Major Friends:

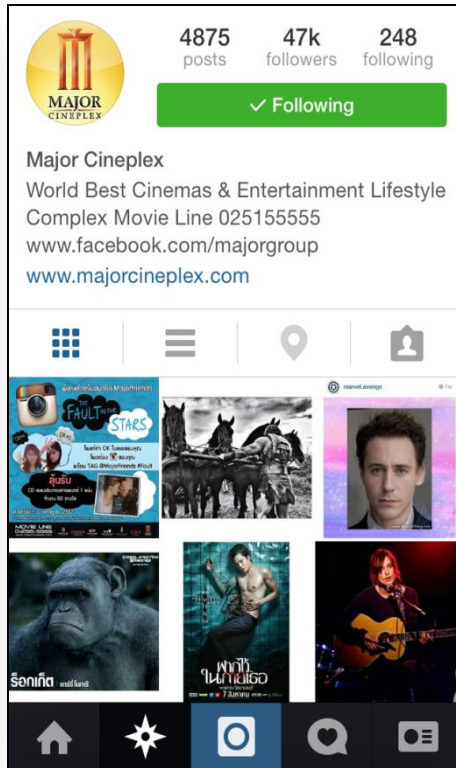
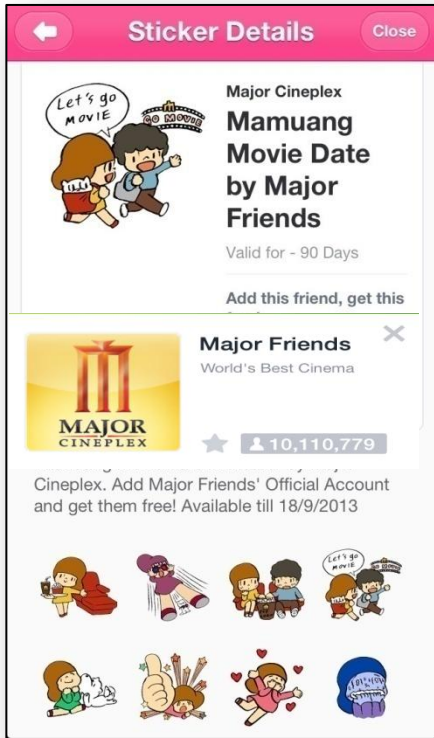
10,228,000

Members



Instagram:

52,000 Members



Twitter Major Group:

700,000 Followers



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Expansion Plan Year 2014 (Data as of June 2014)

Item	Location	Screens	Opening Date
1	Lotus: Songkhla	5	1Q14 (11 Screens)
2	Lotus: Suphanburi	4	
3	Big C: Nakorn Pa Nom	2	
4	Big C: Prachinburi	2	2Q14
5	Sahathai Suratthani	7	3Q14
6	Lotus Bangyai	8	(15 Screens)
7	Emquatier	8	4Q14
		36	

International Project: Cambodia

8	Aeon Mall Phnom Penh Bowling 13 lanes	7	2Q14
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Thank You