

# LIFESTYLE

entertainment



## Quarterly Briefing

# 1Q15

# MAJOR CINEPLEX GROUP PLC.

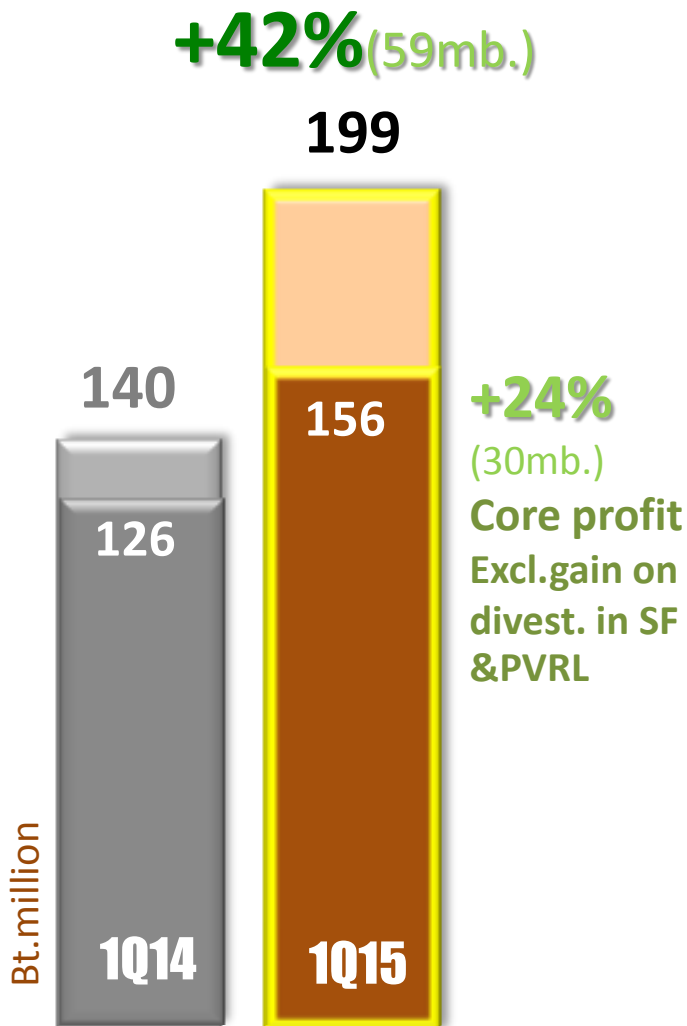
**Analyst Meeting 1Q15**  
**Quatier Cine Art, 11<sup>th</sup> May, 2015**

## Financial Highlights

Bt.Million	1Q14		1Q15		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	1,703	100%	1,749	100%	45	3%
Gross margin	588	35%	604	35%	16	3%
EBITDA	421	25%	502	29%	81	19%
EBIT	226	13%	292	17%	65	29%
Net Profit	140	8%	199	11%	59	42%
<b>Net Core Profit</b> (excl.divest. in SF&PVRL)	126	7%	156	9%	30	24%

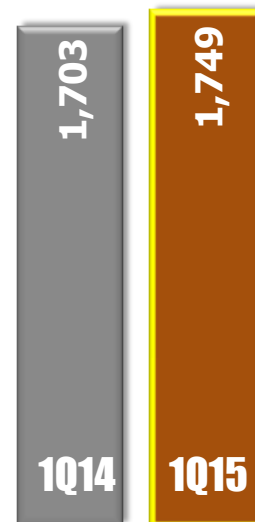
- Revenue growth from Cambodia & new branches & up price.
- Maintain gross margin & EBIT improved from
  - efficiently cost management & Selling expenses.
  - profit from divestment in SF&PVRL.
  - High profit from portfolio
- Strong net core profit.

## Net profit



## Revenue

**+3%**(45mb.)



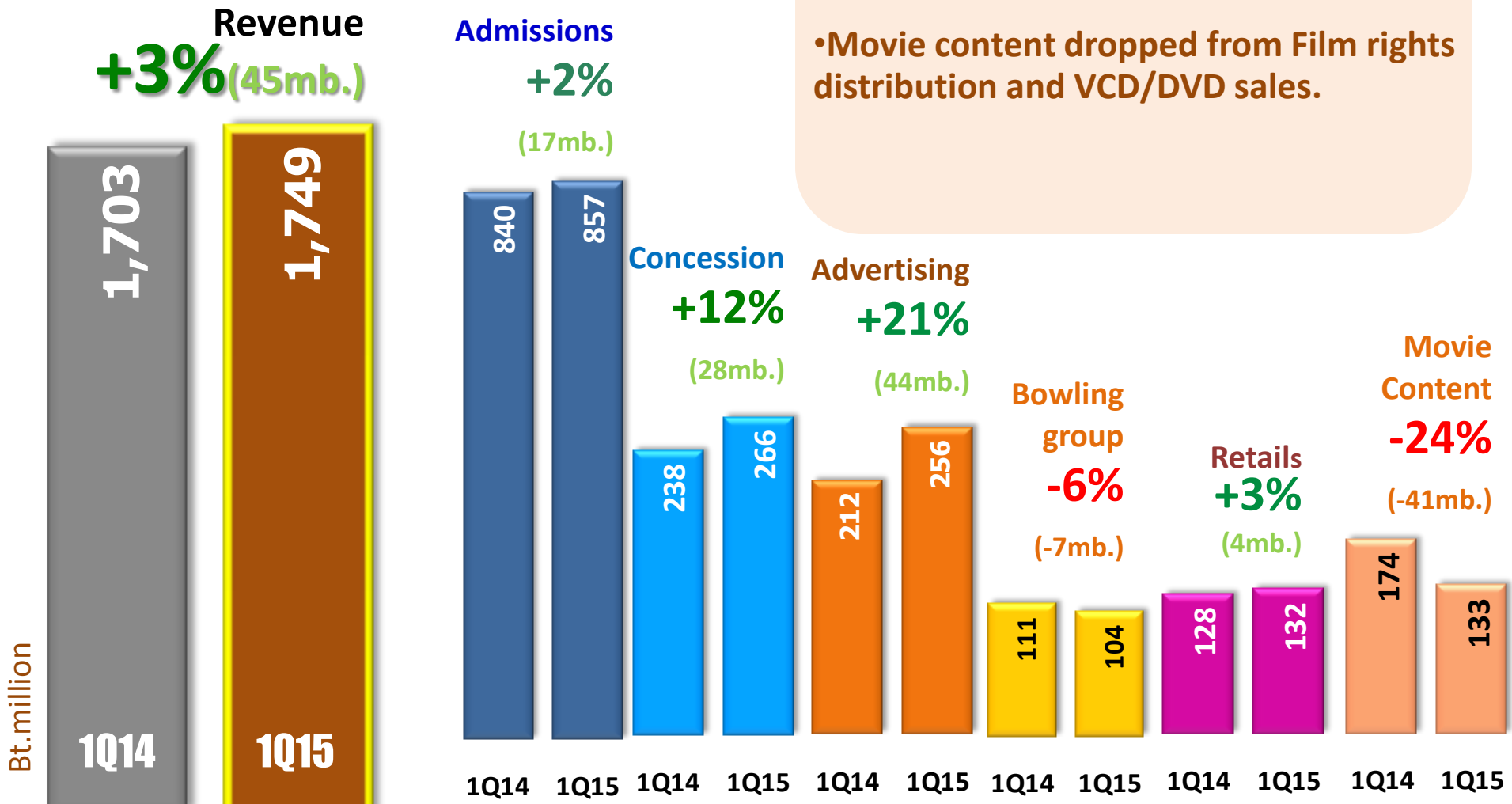
### Net profit growth from ;

- 6 branches expansion in cinema BU.
- Investment in Cambodia.
- Cost control is effective improvement and continue.
- Profit from divestment in SF&PVRL.
- High profit in portfolio(SF, TTM)

Margins	1Q14	1Q15	variance
Admissions	18%	13%	(5%)
Concessions	65%	71%	6%
Advertising services	87%	87%	
Bowling group	35%	28%	(6%)
Rentals & services	22%	24%	1%
Movie Contents	15%	13%	(2%)
<b>Consol</b>	<b>35%</b>	<b>35%</b>	

## Revenue Break down

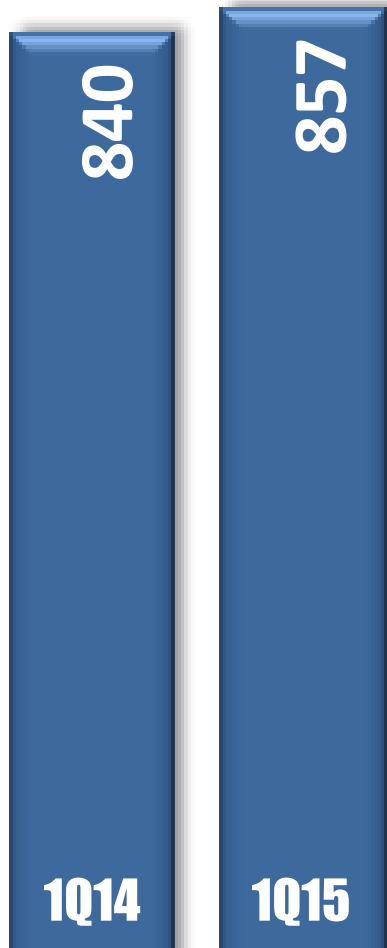
- Revenue growth in main core businesses and also cinema in Cambodia.
- Movie content dropped from Film rights distribution and VCD/DVD sales.



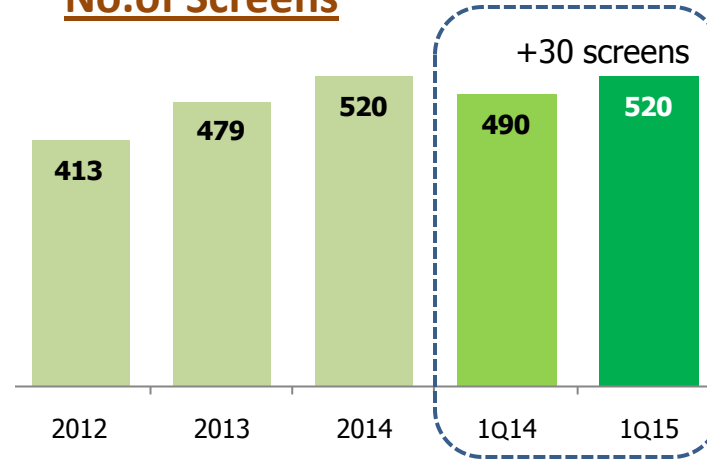
Bt.million

## Revenue : Admissions Sale

Admissions sale  
**+2%**(17mb.)



### No. of Screens

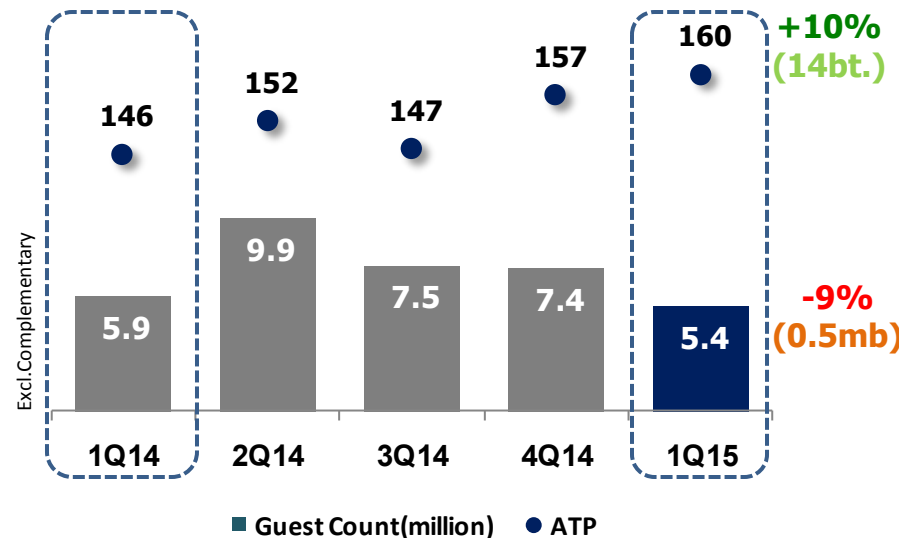


### 1Q15

#### +30 new screens

- 6 branches(+26 screens)
- Cambodia(+7 screens)  
(opened in 2Q14)
- Closed BigC Nawanakorn  
(-3 screens in May2014)

### Guest Count & ATP

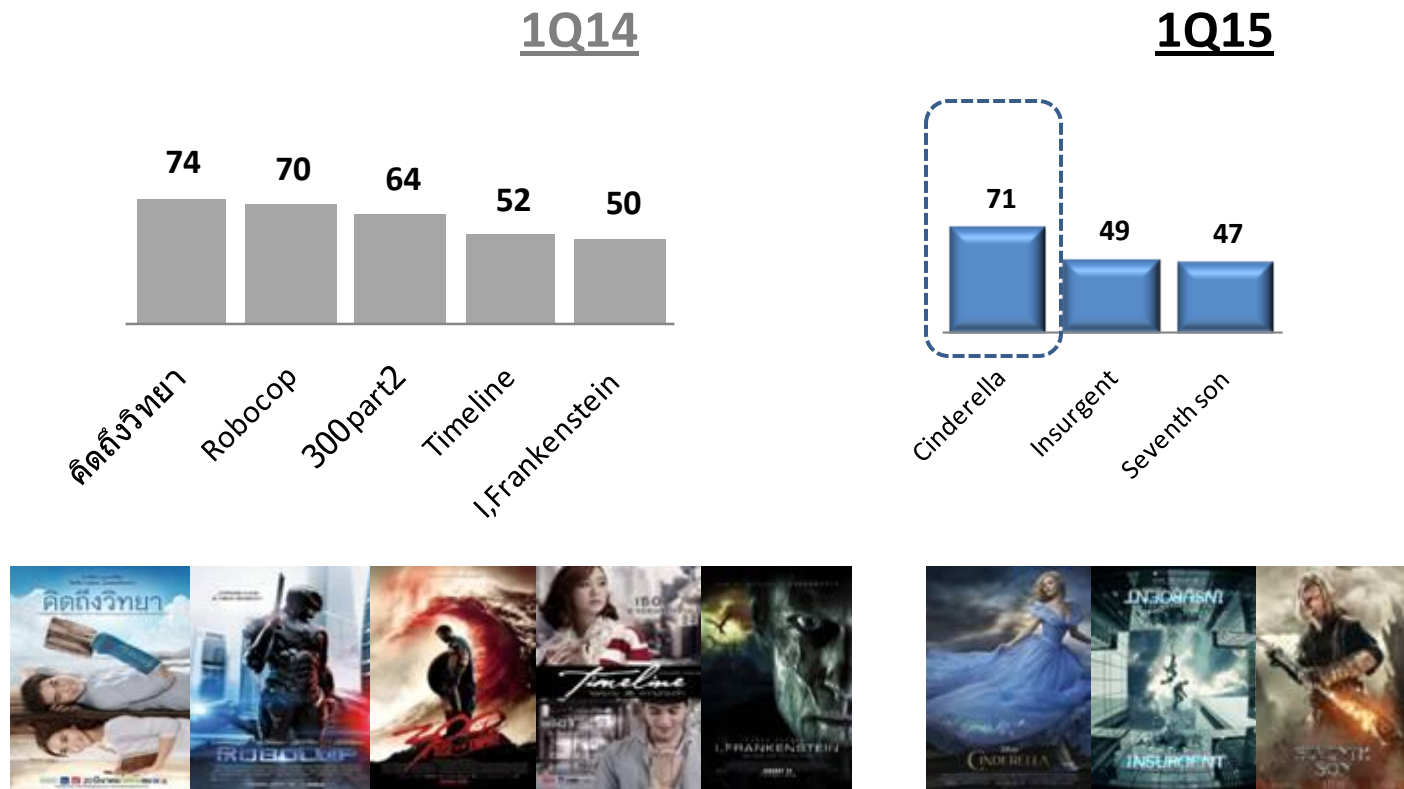
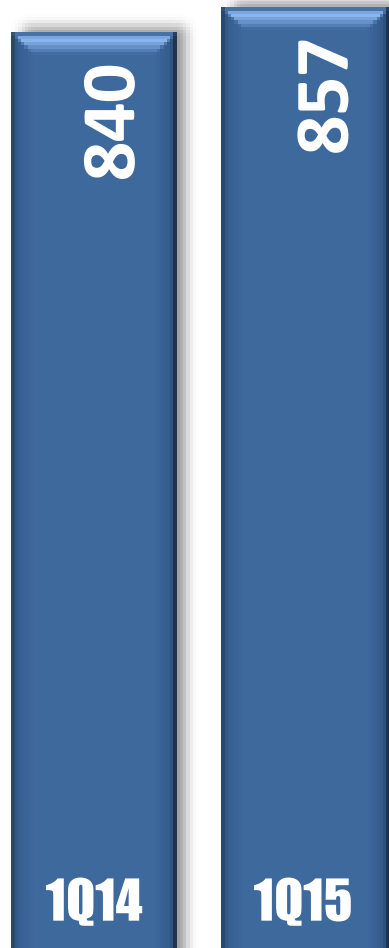


ATP increased from up price and manage price tiers in each locations.

## Revenue : Admissions Sale

Admissions sale  
**+2%(17mb.)**

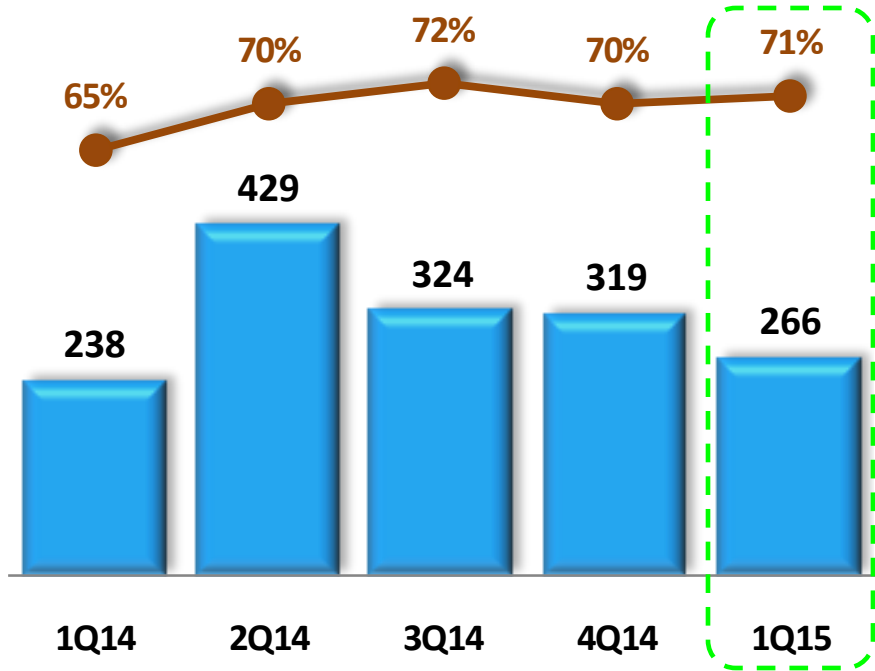
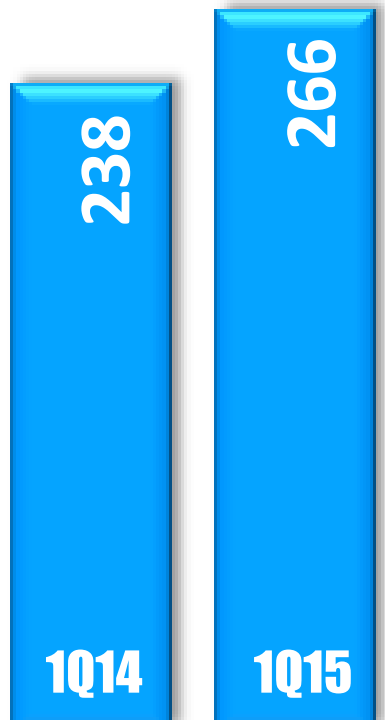
The number of movies that made more than 50mb. In 1Q15 less than 1Q14



## Revenue : Concession

Concession sales and margin improved from cost control, variety of bucket sets and up price.

Concession sale  
**+12%**  
(28mb.)



■ Concession Sales    ● %Concession margins

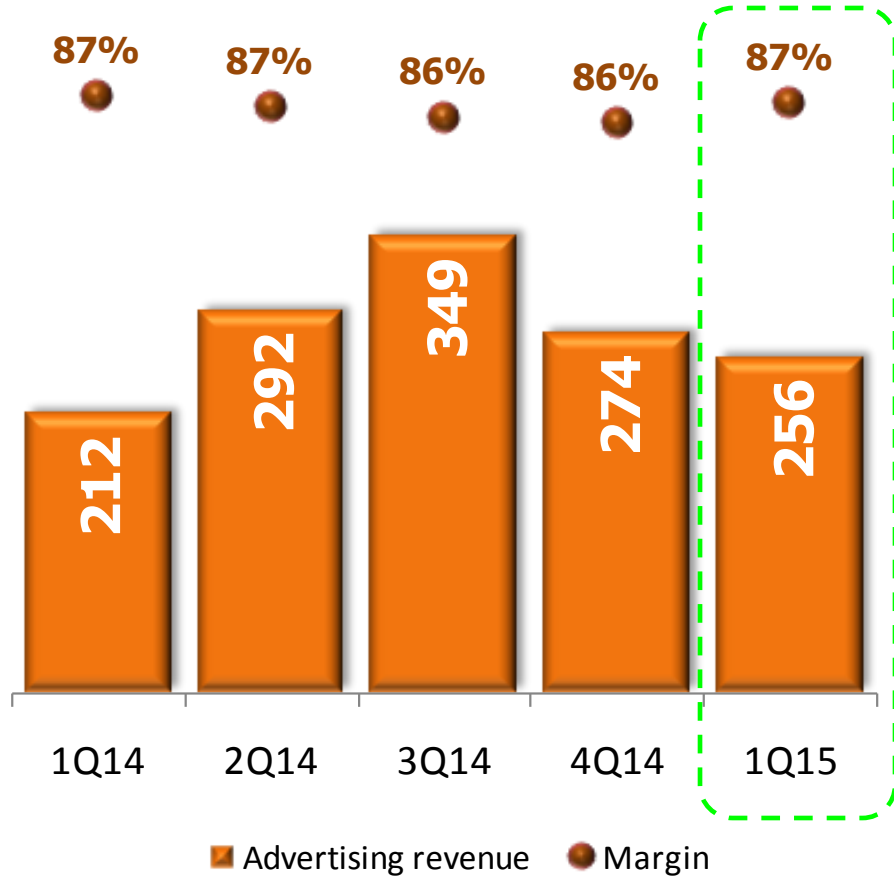
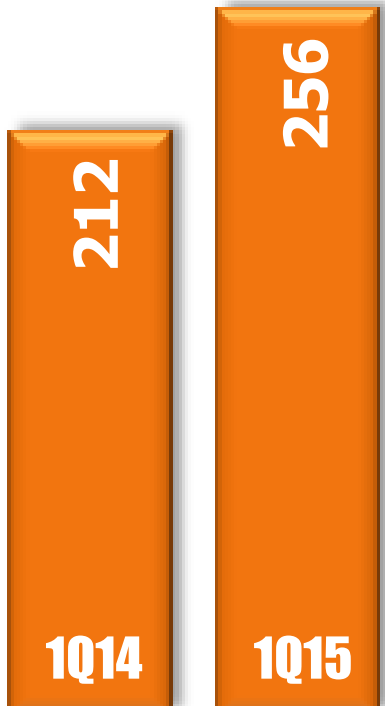


Bt. million

## Revenue : Advertising

Growth from more media & sponsor from Automobile industry.

Advertising sale  
**+21%**  
(44mb.)



Bt. million

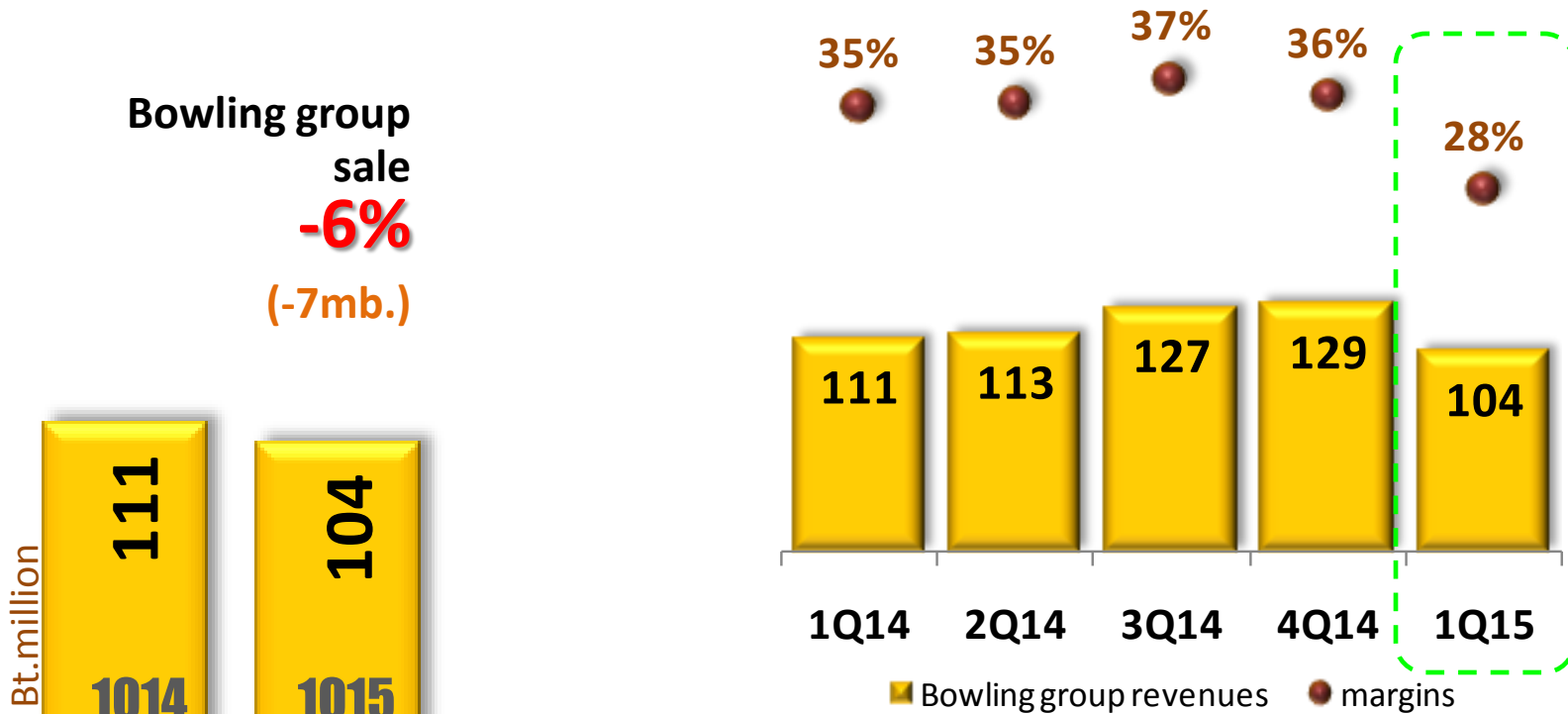
■ Advertising revenue

● Margin



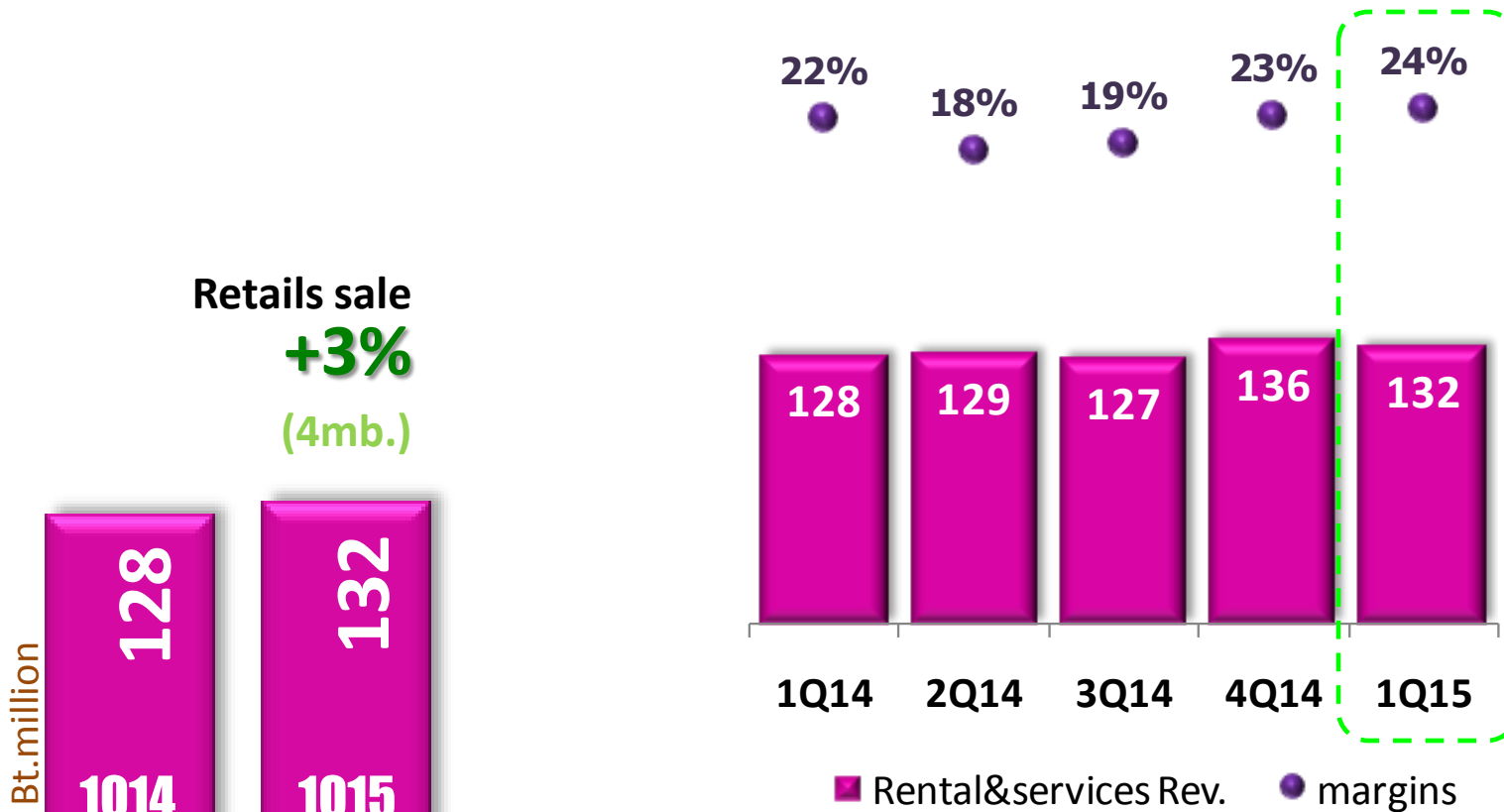
## Revenue: Bowling Group

Revenue Ice skate dropped while fixed cost maintained.



## Revenue : Retails

- Revenue increased from Center point at Ratchayothin location and Mini mall at Aomyai
- Occupancy increase from 90.3% to 91.6%

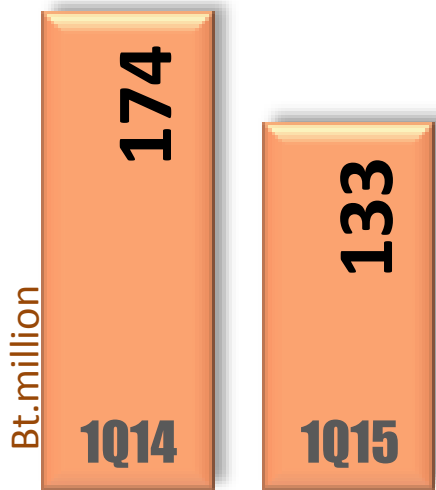


## Revenue : Movie Content

Revenue dropped in 1Q15 compared with 1Q14 from;

- Less numbers of home entertainment
- Less popular MPIC movies

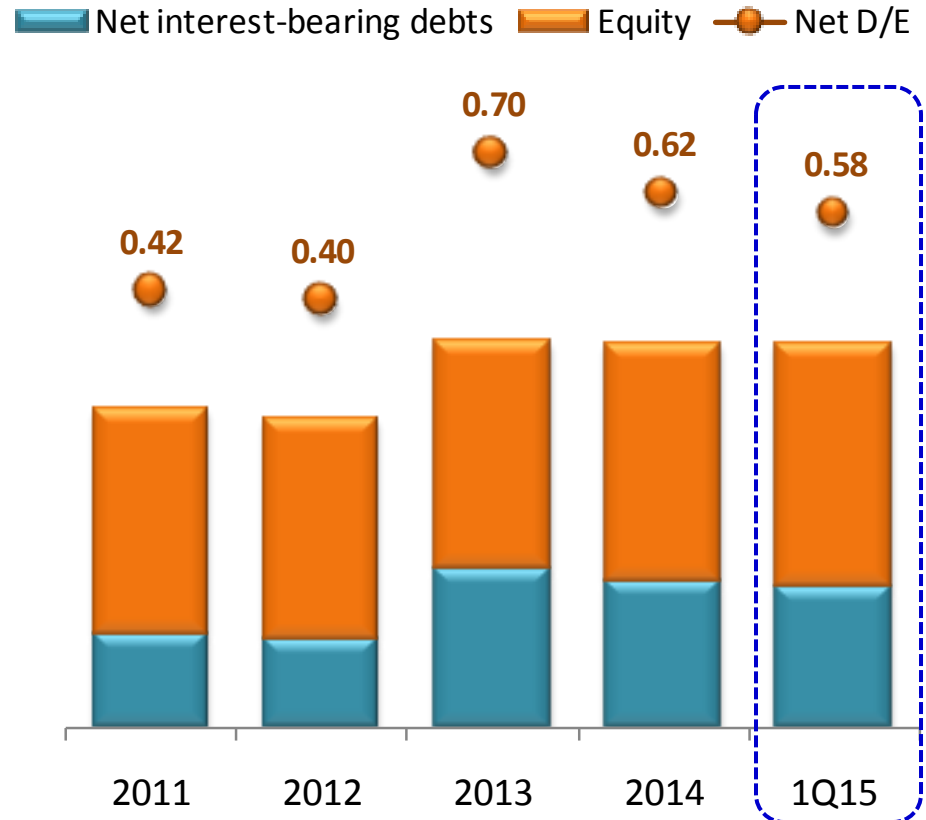
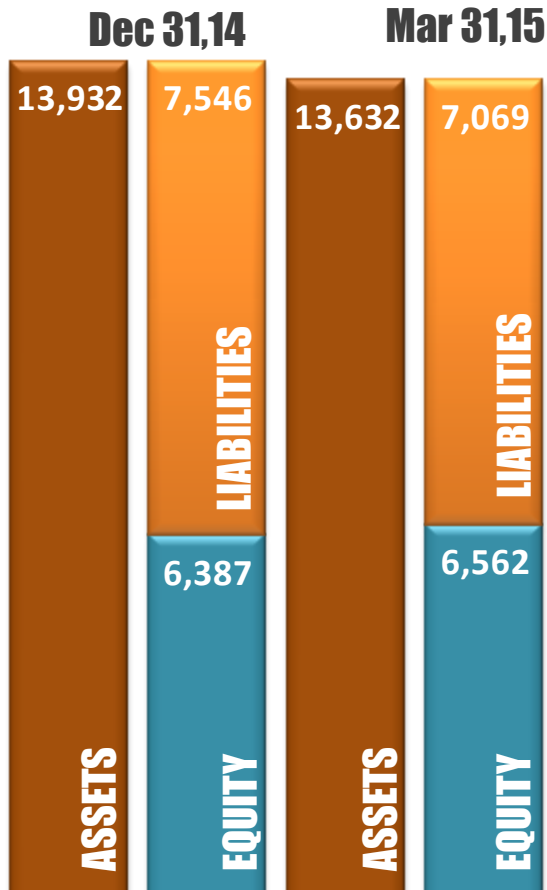
Movie content  
sale  
**-24%**  
(-41mb.)



## B/S Snapshot

Bt.million	Dec 31,14	Mar 31,15	%chg
Assets	13,932	13,632	-2%
Liabilities	7,546	7,069	-6%
Equity	6,387	6,562	3%

Slightly decrease D/E ratio



## Investments Portfolio vs. Interest-bearing debts

Bt.million

Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
Siam Future	23.35%	2.97	2,005	1,025	980
MJLF	33.00%	10.00	1,361	1,089	272
MPIC	92.49%	1.67	2,200	2,003	197
PVRL	5.56%	120.45	719	277	442
<b>Total</b>			<b>6,285</b>	<b>4,394</b>	<b>1,891</b>

\*% Share & Closing price on 6May15

Bt.million

Interest-bearing debts	Mar 31'15
Bank OD & ST loans	2,000
CP of LT borrowings	116
LT borrowings	358
Debentures	1,800
<b>Total</b>	<b>4,275</b>

Mar 31,15

13,632

7,069

ASSETS

LIABILITIES

6,562

EQUITY

### • Investment portfolio as of 6 May 2015:

- 92.49% in **M Pictures Entertainment Plc. (MPIC)**
- 23.35% in **Siam Future Development Plc. (SF)**
- 33.00% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
- 40.00% in **ThaiTicketMajor Co., Ltd.**
- 5.56% in **PVR Limited (PVRL)**
- 49.00% in **PVR blu-O Entertainment Limited**
- 70.00% in **Major Platinum Cineplex Co.,ltd.(Cambodia)**

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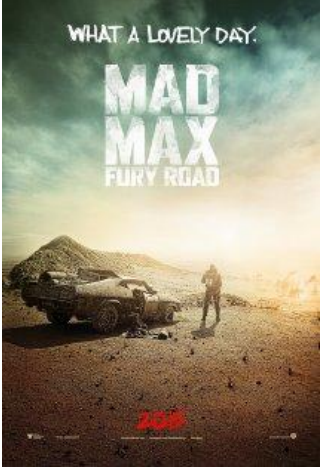
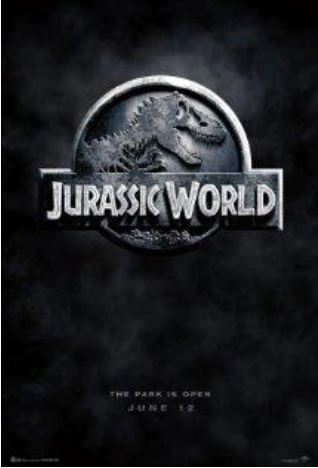
# GROWTH POTENTIALS

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## 2Q15 Blockbuster Highlight

2Q15
<b>Fast &amp; Furious 7 (Warner)</b>
<b>Avengers: Age of Ultron (Sony)</b>
<b>Tomorrowland (Sony)</b>
<b>Jurassic World (UIP)</b>
<b>Mad Max : Fury Road (Warner)</b>
<b>Spy (Warner)</b>
<b>Chappie (Sony)</b>
<b>Run All Night (Warner)</b>
<b>San Andreas (Warner)</b>
<b>Paul Blart: Mall Cop 2 (Sony)</b>
<b>King Naresuan 6 (Mongkol)</b>
<b>Cha Luiew (MPIC)</b>
<b>She's happy (MPIC)</b>



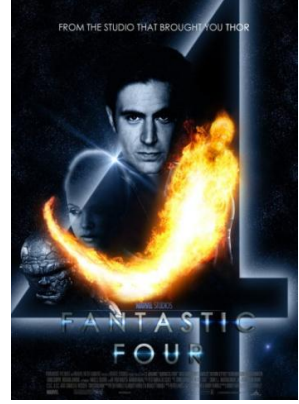
\*Please note that release dates are subject to change.

# GROWTH POTENTIALS



## 2H15 Blockbuster Highlight

2H15
<b>Jurassic World (UIP)</b>
<b>Terminator: Genisys (UIP)</b>
<b>Minions (UIP)</b>
<b>Ant-Man (Sony)</b>
<b>Mission: Impossible 5 (UIP)</b>
<b>The Fantastic Four (Warner)</b>
<b>Bond 24: Spectre (Sony)</b>
<b>Star Wars: Episode VII (Sony)</b>
<b>The Hunger Games: Mockingjay, Part 2</b>
<b>Hitman : Agent 47 (Warner)</b>
<b>Pixels (Sony)</b>
<b>Maze Runner (Warner)</b>
<b>Victor Frankenstein (Warner)</b>
<b>Ted 2 (UIP)</b>
<b>Crimson Peak (UIP)</b>
<b>The Good Dinosaur (Disney)</b>
<b>Pan (Warner)</b>
<b>Attack on Titan (M Pictures)</b>



\*Please note that release dates are subject to change.



# GROWTH POTENTIALS

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



ID line: **MajorFriends**

**15,000,000 Friends**



**Mobile Application**

**4,800,000 Download**



Facebook: **[www.facebook.com/MajorGroup](http://www.facebook.com/MajorGroup)**

**2,300,000 Fan page**



Twitter: **MajorGroup**

**896,900 Followers**



Instagram: **MajorFriends**

**160,000 Followers**



YouTube Channel: **Major Trailers**

**70,000 Subscriber**

## Online Booking: E-Ticketing, Mobile Application and Online ticketing

- Customers can book the ticket through many channels like E-Ticketing Machines, Mobile Application (iOS, Android), Major Cineplex's website, also customers can pick up the tickets by using barcode at kiosks or receive the tickets at 7-11 (Convenience store)
- 85% of admission revenue comes from non box office (Data as of 1Q15)
- Those technology will come to replace manpower in box office areas.

### E-Ticketing Machine

**433 Units in 76 Branches**



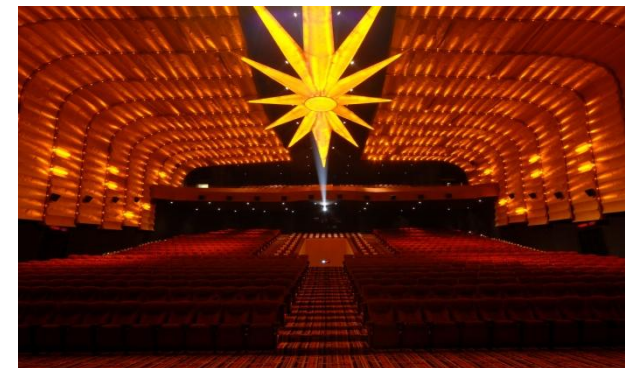
# MAJOR CINEPLEX GROUP

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## Expansion Plan: Major will reach 600 Screens by year 2015 (Data as of April 2015)

No.	Location	Screens	Opening Date
1	Emquartier (Opened 1Apr)	8	2Q15 (26 Screens)
2	Lotus Nakornsrihammarat (Opend 10Apr)	4	
3	Central Rayong	8	
4	Big C Nan	2	
5	Big C Udonthani	4	
6	Big C Ratburanah	4	2H15 (71 Screens)
7	Big C Ratchaburi	4	
8	Central West Gate (Bang Yai)	12	
9	Promanade	8	
10	Central East Ville (Ekamai - Ramindra)	8	
11	Lotus (Location: TBA)	2	
12	Lotus (Location: TBA)	5	
13	Lotus (Location: TBA)	5	
14	Lotus (Location: TBA)	4	
15	Lotus (Location: TBA)	5	
16	Sahathai Suratthani	7	
17	Central Samui	3	
18	Local Developer	4	



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# INTERNATIONAL PROJECT

# International Project

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## India: PVR Cinemas



Currently, PVR cinemas has got **462** Screens in **104** Locations and will be reach by 500 screens by year 2015.

Major hold 5.56% 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.



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

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## Cambodia

**Cambodia:** Major is partnering Japan's Aeon Mall to operate a cinema complex in Cambodia's capital with **7 screens 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. Major hold 70% of JV.

**This project opened since 30<sup>th</sup> June 2014**



Major Cineplex's Mr Vicha (centre) and partners Sila Chy Thmor (left) and Raam Punjabi.



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Thank You