

LIFESTYLE

entertainment



Quarterly Briefing

2015

MAJOR CINEPLEX GROUP PLC.

Analyst Meeting 2Q15

Paragon Cineplex, 10th August 2015

2015 QUARTERLY BRIEFING

Financial Highlights



Bt. Million	2Q14		2Q15		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	2,643	100%	2,666	100%	23	1%
Gross margin	1,027	39%	1,013	38%	(14)	-1%
EBITDA	786	30%	871	33%	85	11%
EBIT	584	22%	656	25%	72	12%
Net Profit	446	17%	491	18%	45	10%

	1H14		1H15		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	4,347	100%	4,415	100%	68	2%
Gross margin	1,615	37%	1,617	37%	2	0%
EBITDA	1,206	28%	1,373	31%	167	14%
EBIT	810	19%	947	21%	137	17%
Net Profit	586	13%	689	16%	103	18%

- **Revenue growth** from Blockbuster movies, New branches, Cambodia(Opened 29Jun14) & price increased.
- **Gross margin dropped** mainly from Movie contents business.

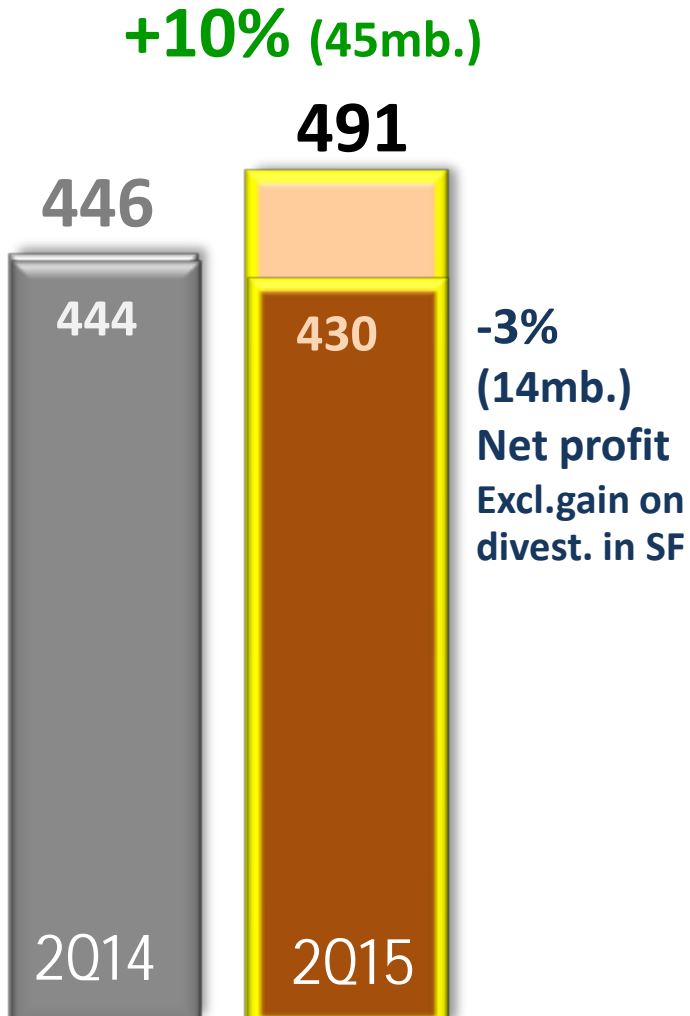
Net profit improved from ;

- Efficiency expenses management.
- Profit from divestment in SF.
- High profit from portfolio.

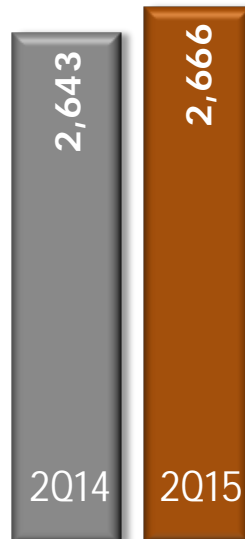
2015 QUARTERLY BRIEFING



Net profit



Revenue
+1% (23mb.)



Gross margin dropped from Cinema : from costs in 9 branches expansion and 1 branch in Cambodia.

Advertising : from more events and grand opening in Quatier Cineart.

Bowling : from Ice skate business.

Movie contents : from one time revenue in 2Q14 from sold movie license to Mono channel and MVD revenue dropped

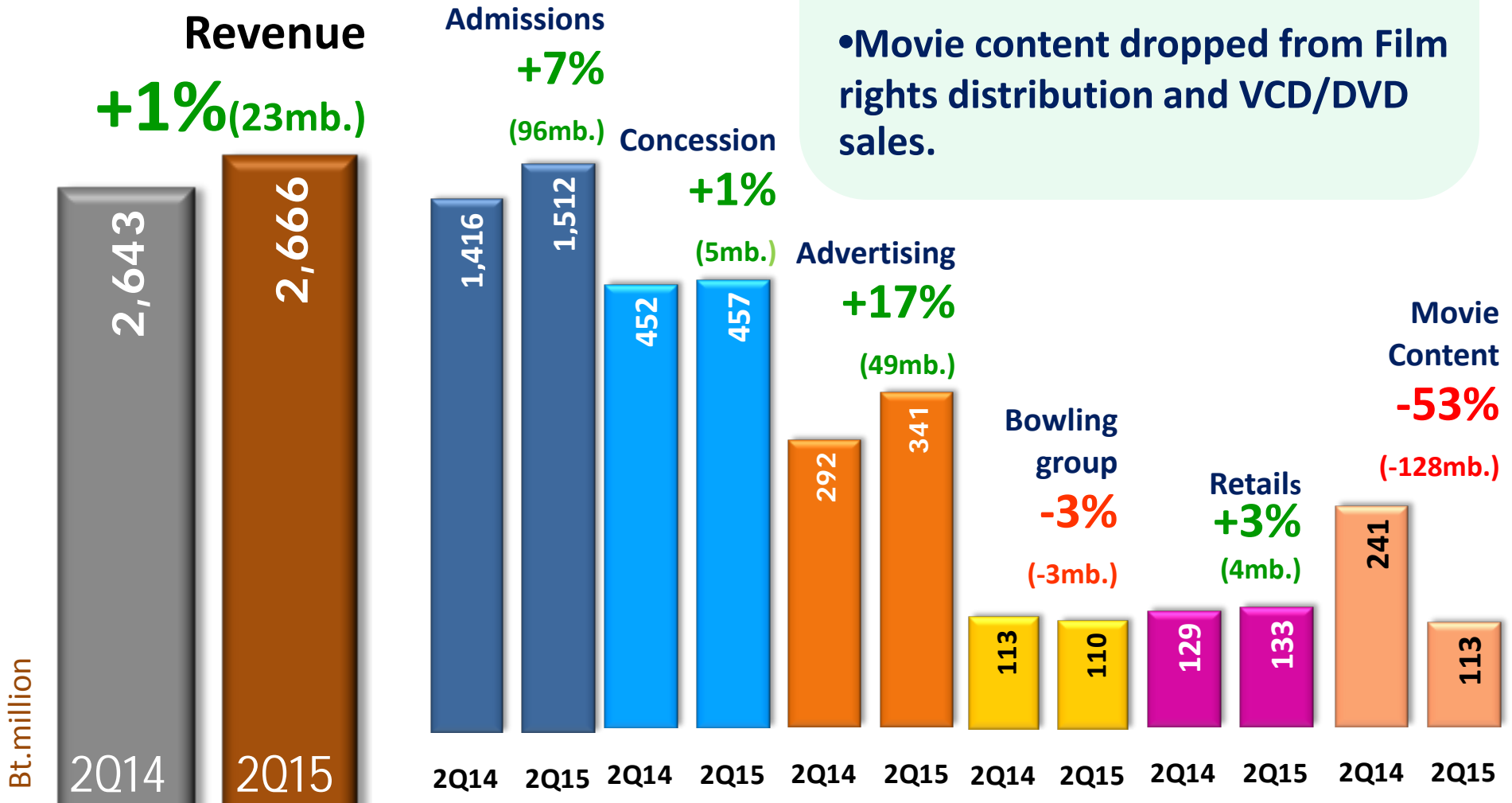
Margins	2Q14	2Q15	variance
Admissions	24%	21%	(2%)
Concessions	70%	70%	
Advertising services	87%	84%	(2%)
Bowling group	35%	31%	(4%)
Rentals & services	18%	21%	3%
Movie Contents	24%	18%	(6%)
Consol	39%	38%	(1%)

2015 QUARTERLY BRIEFING

Revenue Breakdown



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



Bt.million

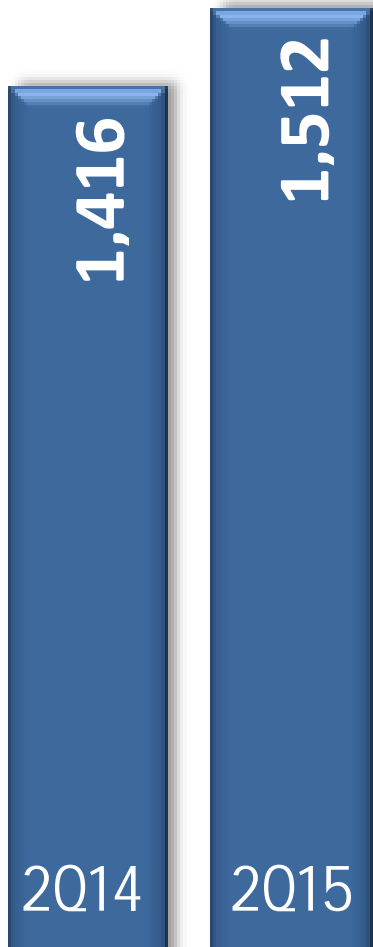
2015 QUARTERLY BRIEFING



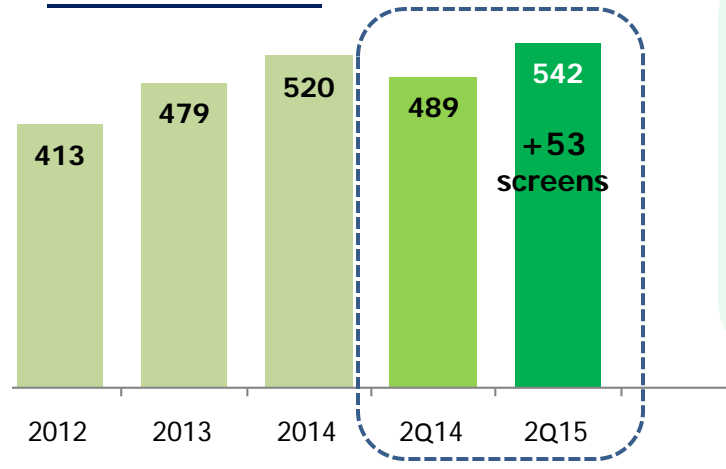
Revenue : Admissions Sale

Admissions sale

+7% (96mb.)



No. of Screens

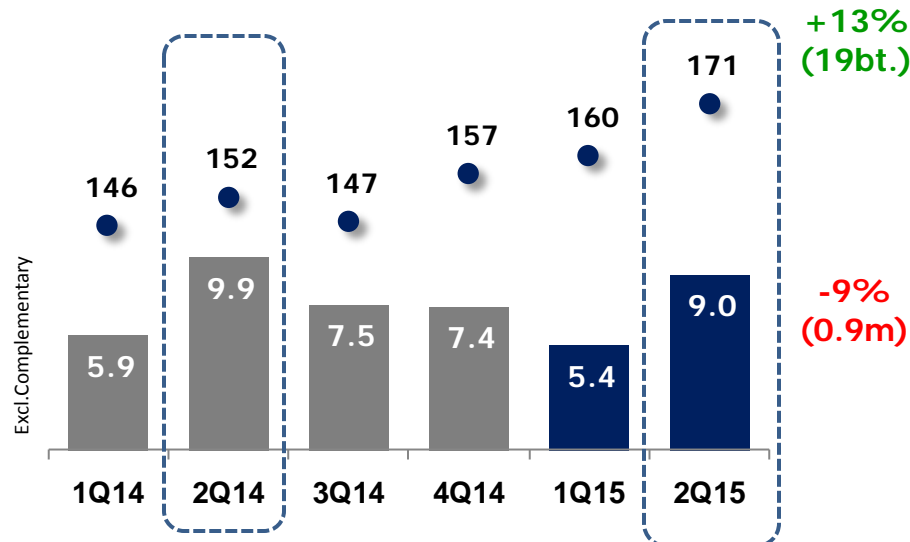


2Q15

+53 new screens

- 9 branches (+46 screens)
- Cambodia (+7 screens)
(opened 29 Jun14)

Guest Count & ATP



+13% (19bt.)

-9% (0.9m)

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

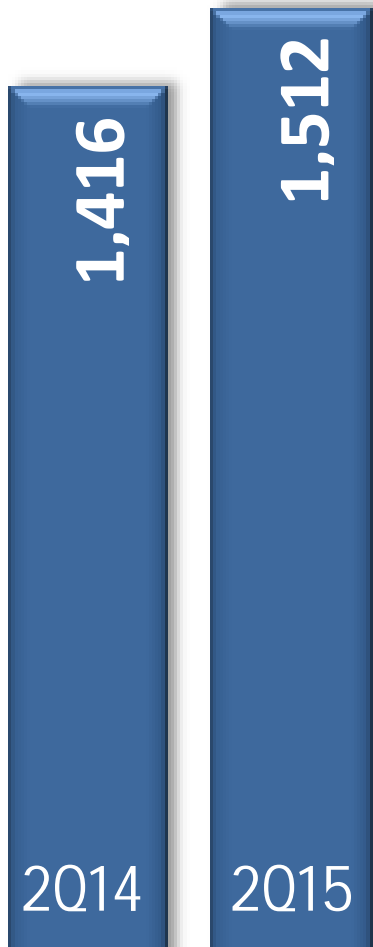
2015 QUARTERLY BRIEFING

Revenue : Admissions Sale

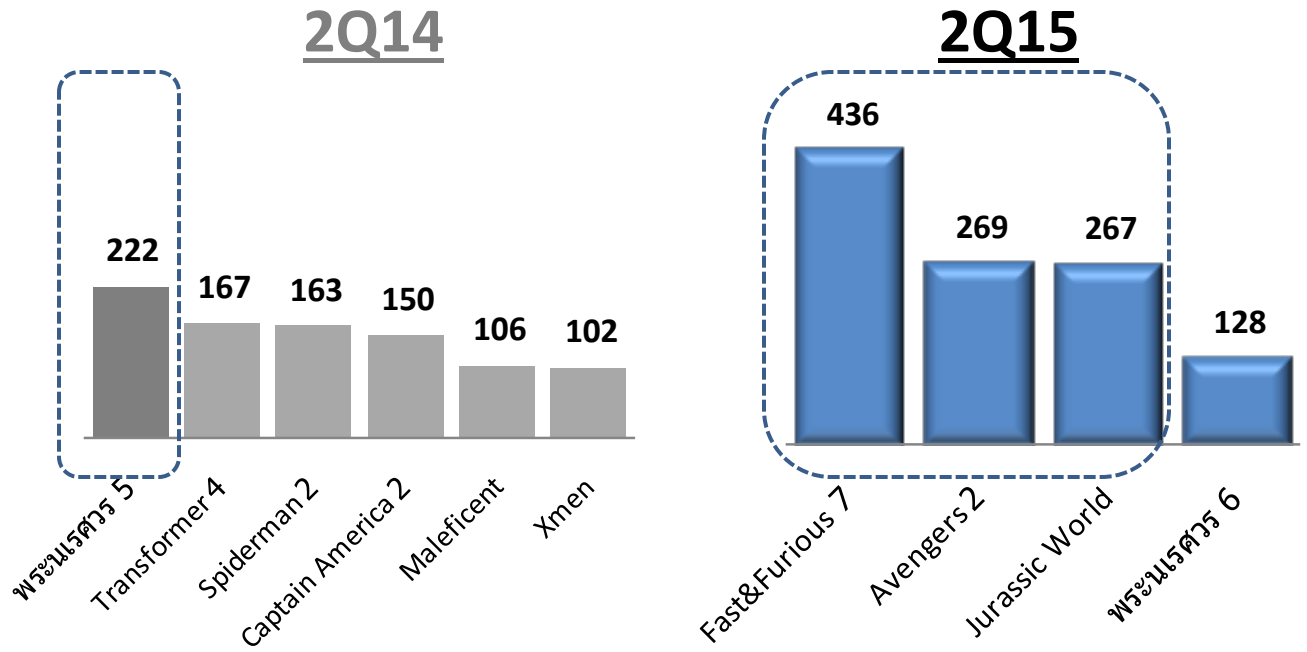


Admissions sale

+7%(96mb.)



3 blockbuster films which generated more than 200MB for each movie.



Bt. million

2015 QUARTERLY BRIEFING

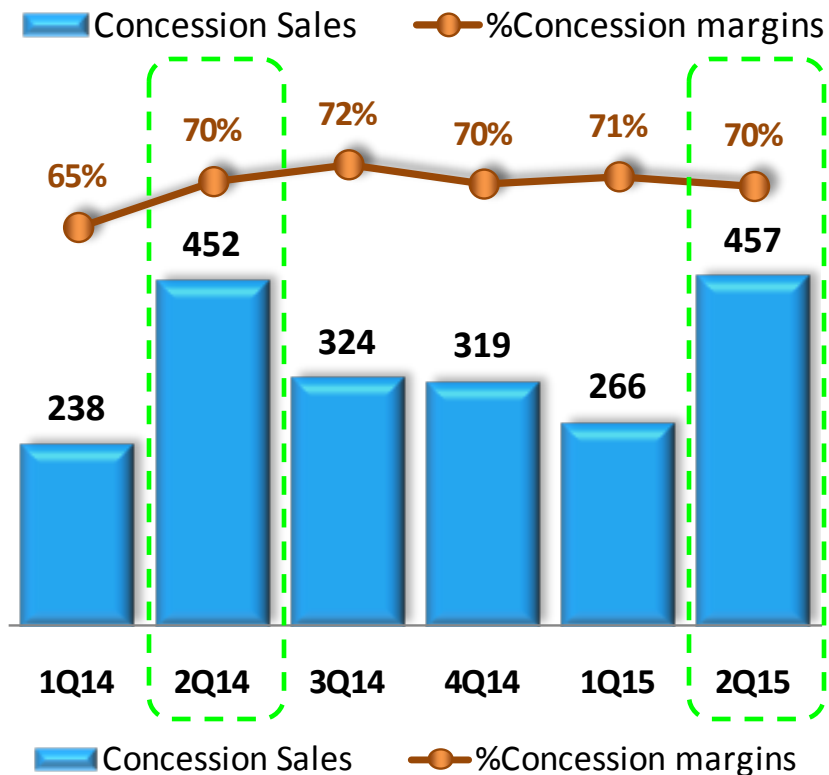
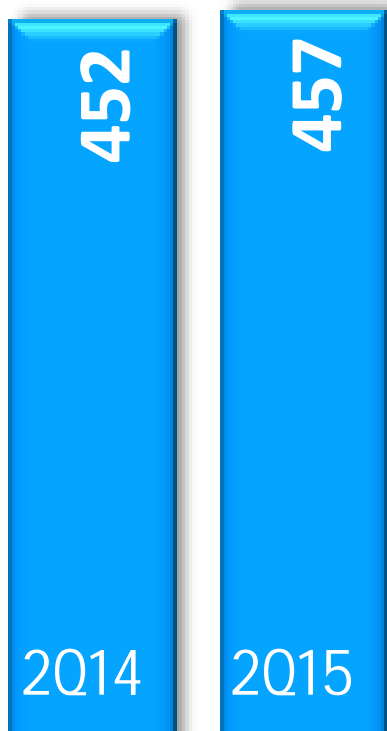
Revenue : Concession



- Concession sales slightly growth from variety of bucket sets less than 2Q14.
- Maintain margin from cost control.

Concession sale

+1% (5mb.)



2Q15



2Q14



Bt. million

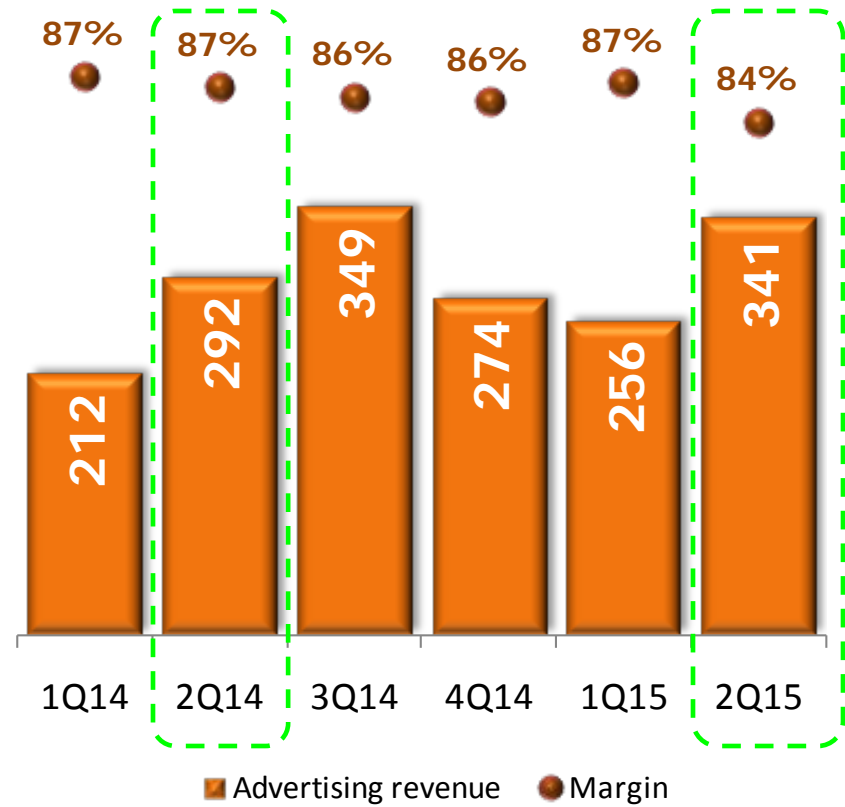
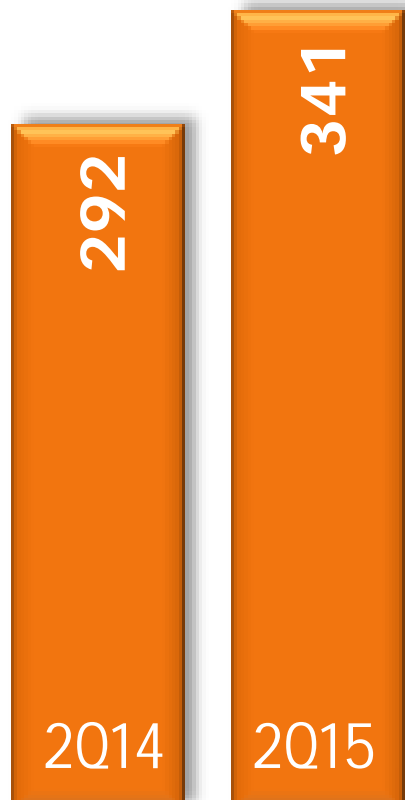
2015 QUARTERLY BRIEFING



Revenue : Advertising

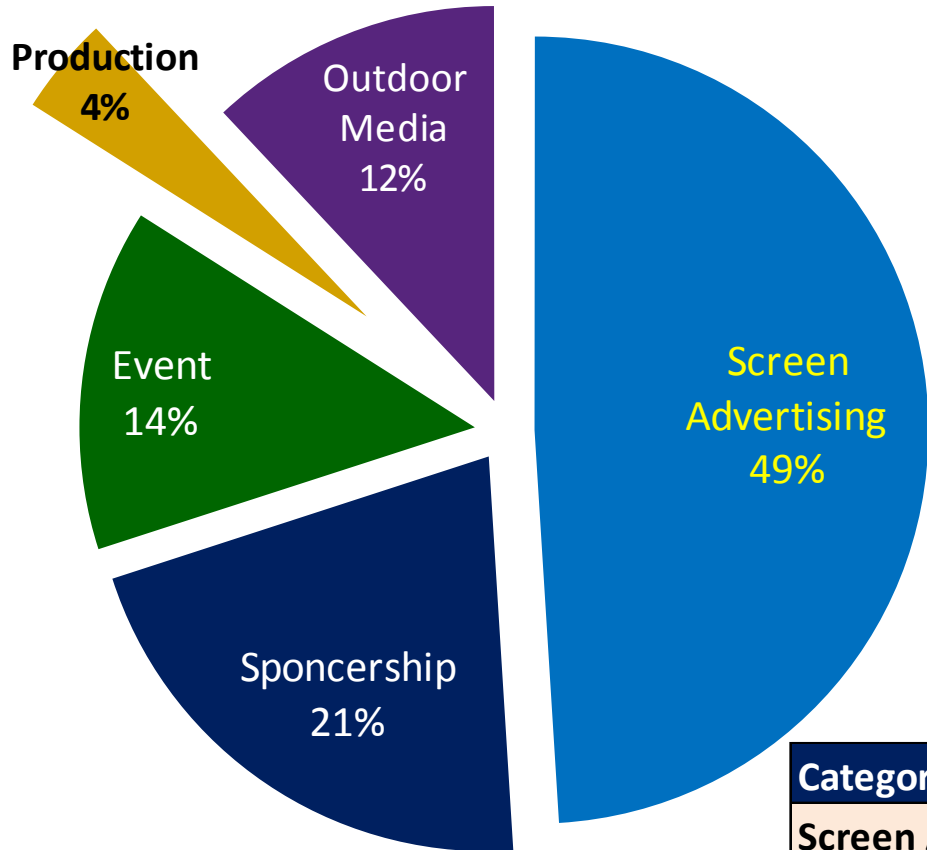
- Revenue growth from movie highlight, expansion screens and new flagship store. (Quatier Cineart)
- Gross margin dropped from more events and grand opening at Quatier Cineart.

Advertising sale
+17% (49mb.)



Advertising Business

Advertising Revenue Mix



Beside of Screen advertising , Major get what we called “Engagement package”, Agency can customize advertising package to match with their target group, interactive with customers by using Major’s social media, cross promotion, event.

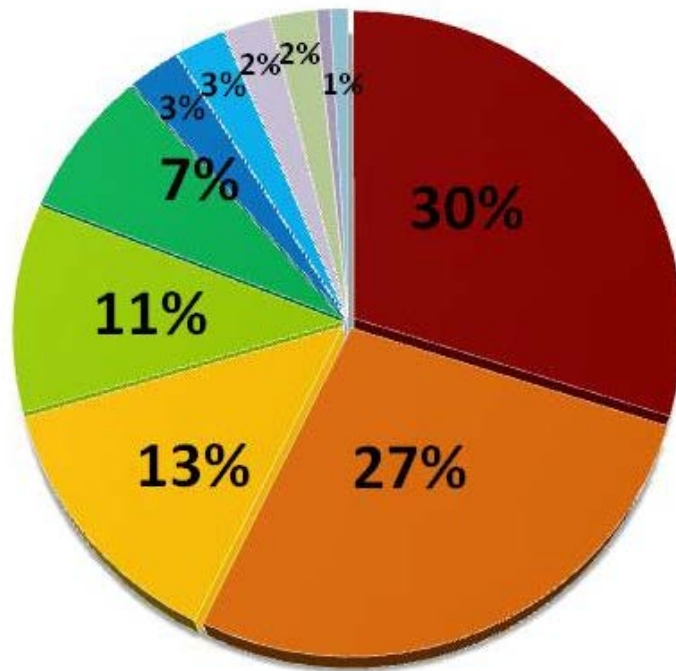
Categories	1H15	1H14
Screen Advertising	49%	56%
Sponcership	21%	20%
Event	14%	15%
Production (Royal Anthem)	4%	5%
Outdoor Media (Digital Media, LED, etc.)	12%	4%

Advertising Business

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The Revenue Review: Ad-spending by Category



- Automotive & Petrol
- Food & Beverage
- Electronic & Communication
- Personal Product
- Finance & Insurance
- Government & Organization
- Travel & Tours
- Media & Entertainment
- Store & Outlet
- Property
- Other

Top 3 advertising spender in the last 3 Years

(Data as of 1H15)

No.	2013	2014	1H15
1	Food & Beverage	Food & Beverage	Automotive & Petrol
2	Automotive & Petrol	Automotive & Petrol	Food & Beverage
3	Electronic & Communication	Electronic & Communication	Electronic & Communication

2015 QUARTERLY BRIEFING



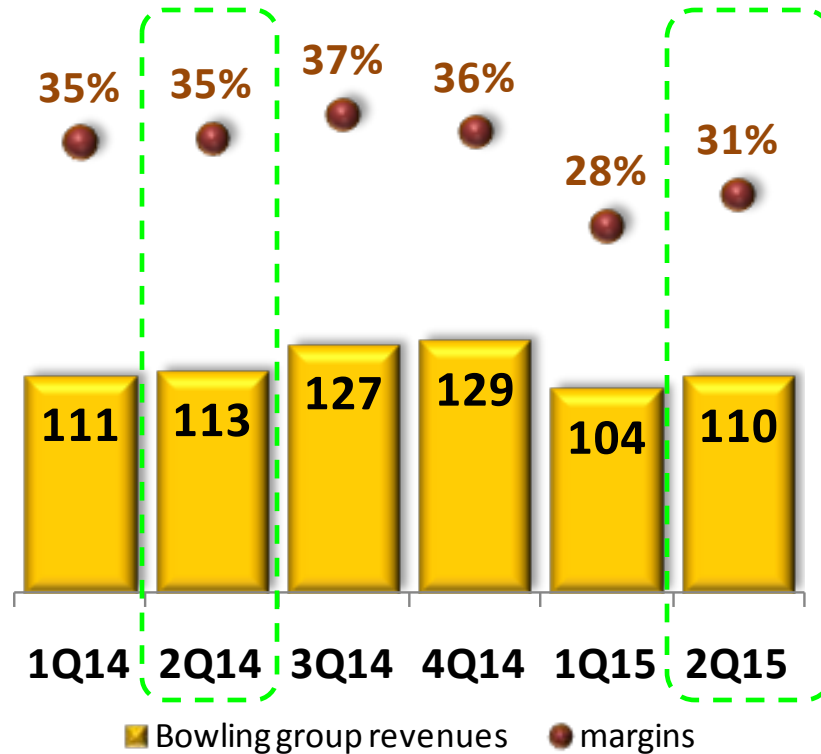
Revenue : Bowling Group

- Ice skate revenue & gross margin less than 2Q14.
- Gross margin improve from 1Q15 by efficiency cost management (mainly from utility & rental cost).

Bowling group sale

-3% (-3mb.)

Bt.million

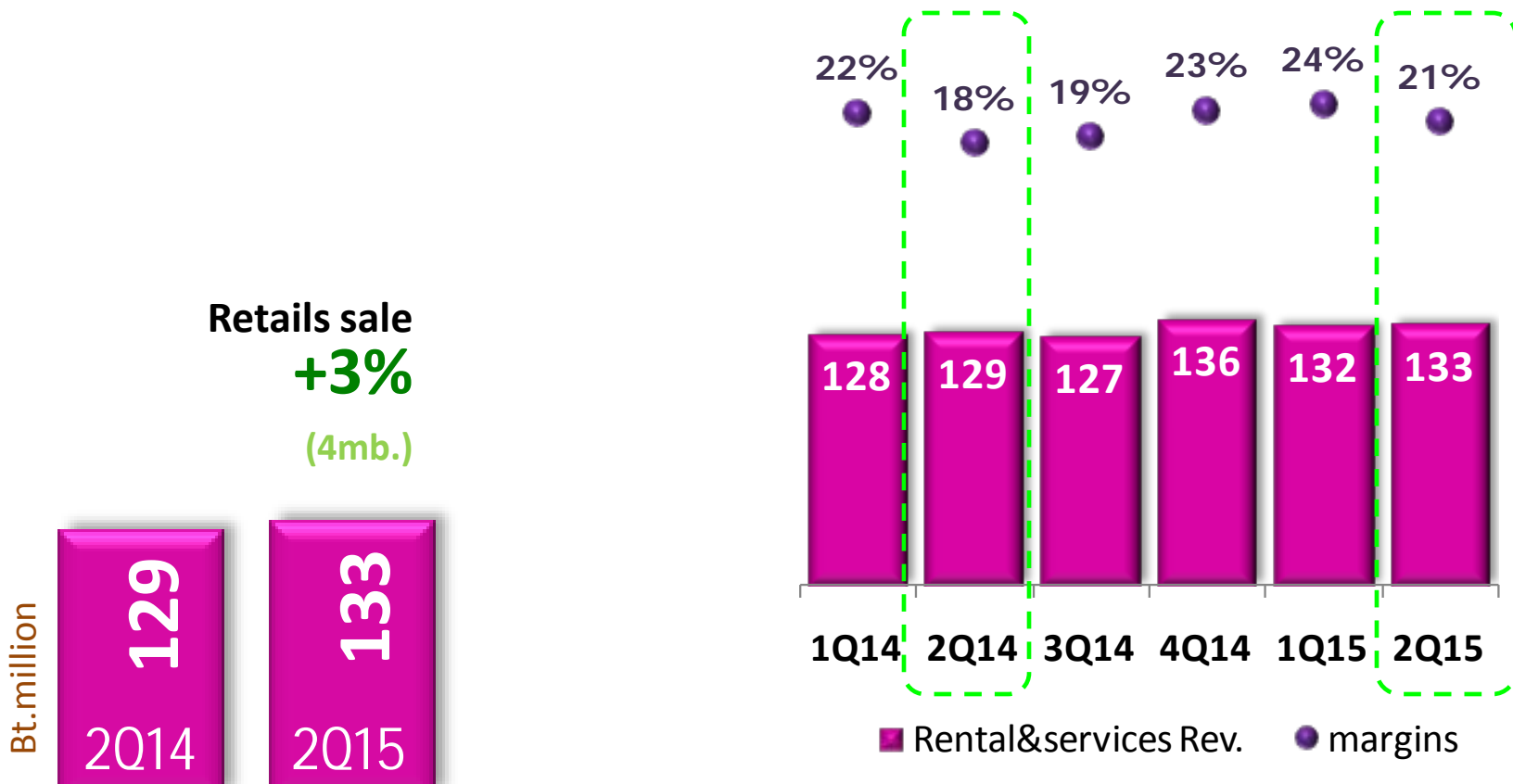


2015 QUARTERLY BRIEFING



Revenue : Retails

- Revenue increased from Center point at Ratchayothin and Mini mall at Aomyai and up price in Metropolis.
- Occupancy increase from 90.3% to 91.5%
- Gross margin variance from Utility cost.



2015 QUARTERLY BRIEFING

Revenue : Movie Contents



Revenue dropped from ;

- One time revenue in 2Q14 from sold movie license to Mono channel and M Channel sold to outsider.
- More highlight movies in 2Q14 effect to Film right distribution and sales of VCD/DVD dropped.

Movie content sale

-53% (-128mb.)

241

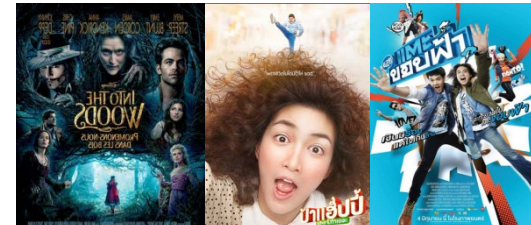
113

2014

2015

2014

2015



Bt. million

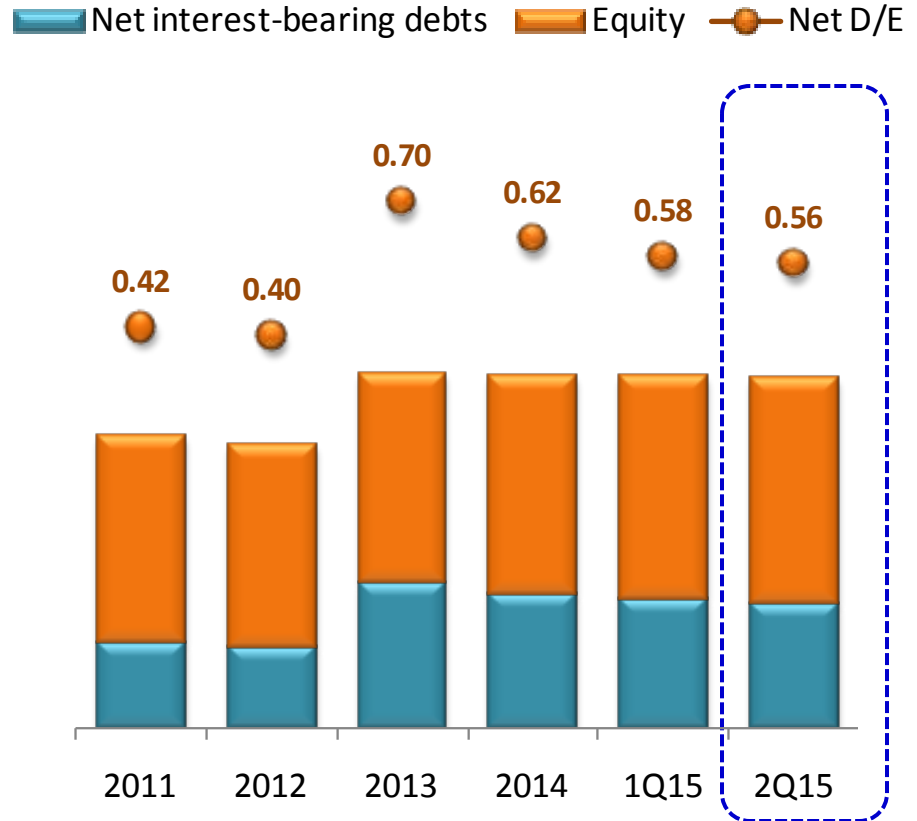
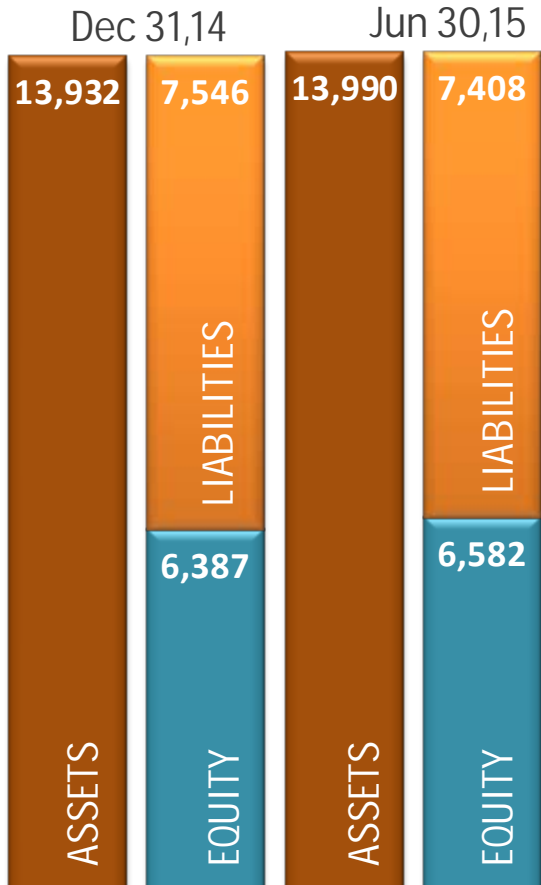
2015 QUARTERLY BRIEFING



B/S Snapshot

Bt.million	Dec 31,14	Jun 30,15	%chg
Assets	13,932	13,990	0.4%
Liabilities	7,546	7,408	-1.8%
Equity	6,387	6,582	3.1%

Slightly decrease D/E ratio



2015 QUARTERLY BRIEFING



Investments Portfolio vs. Interest-bearing debts

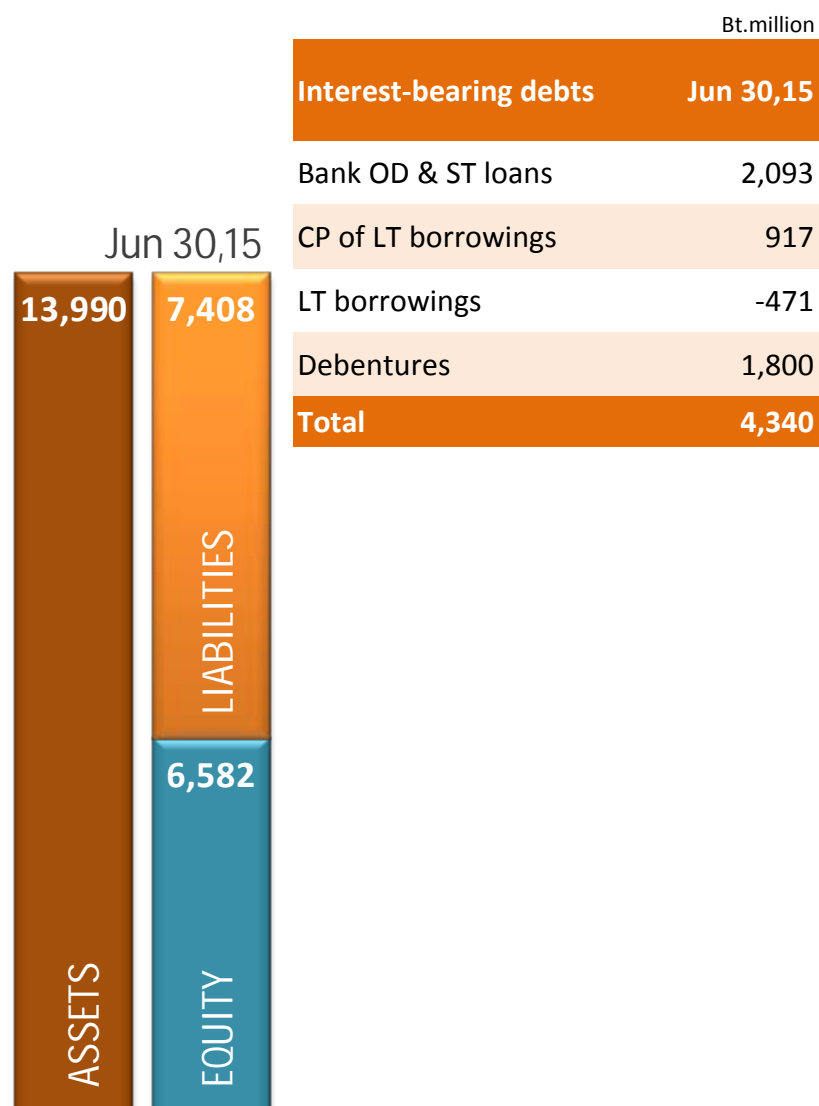
Bt.million

Investments	%Share (as of 4 Aug'15)	Cost per Share	Market value*	Major's Cost	Gain(Loss)
Siam Future	22.46%	2.49	2,195	995	1,199
MJLF	33.00%	10.00	1,427	1,089	338
MPIC	92.46%	1.67	2,008	2,003	5
PVRL	4.57%	120.45	818	229	590
Total			6,447	4,316	2,131

*% Share & Closing price on 6 Aug'15

• Investment portfolio as of 6 August 2015:

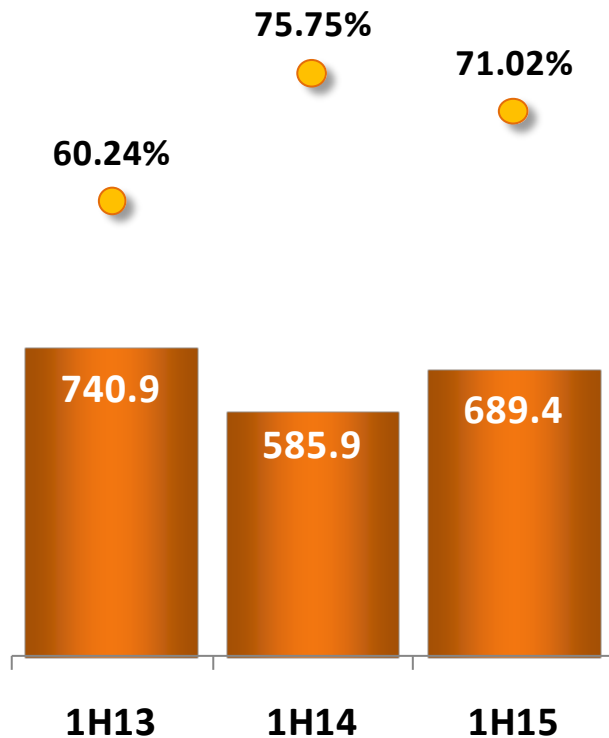
- 92.46% in **M Pictures Entertainment Plc. (MPIC)**
- 22.46% in **Siam Future Development Plc. (SF)**
- 33.00% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
- 40.00% in **ThaiTicketMajor Co., Ltd.**
- 4.57% in **PVR Limited (PVRL)**
- 49.00% in **PVR blu-O Entertainment Limited**
- 70.00% in **Major Platinum Cineplex Co.,Ltd.(Cambodia)**



2015 QUARTERLY BRIEFING

Dividend payout

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



2nd dividend pay of Bt 0.55/share

	1H12	1H13	1H14	1H15
Net Profit (Bt.Million)	464.94	740.88	585.93	689.41
% Dividend Payout	73.58%	60.24%	75.75%	71.02%
EPS (Bahts)	0.53	0.83	0.66	0.77
DPS (Bahts)	0.39	0.50	0.50	0.55
Closed price(Bt.) as of 30 June	15.30	19.60	18.80	33.75
Dividend yield (%)	2.5%	2.6%	2.7%	1.6%

Dividend payment is about Bt 490.66 million on September 4, 2015

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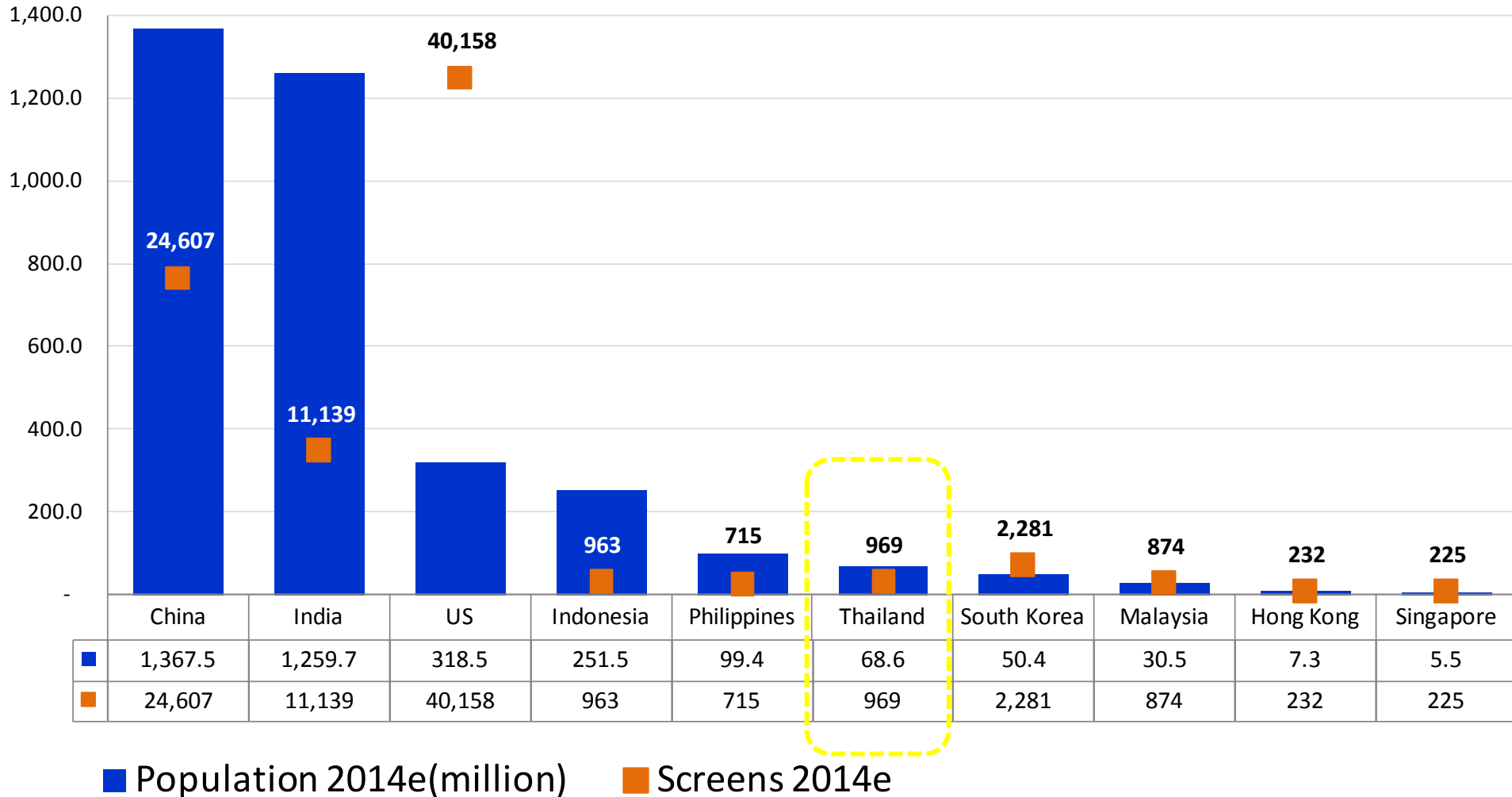
GROWTH POTENTIALS

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Population and Screen comparison



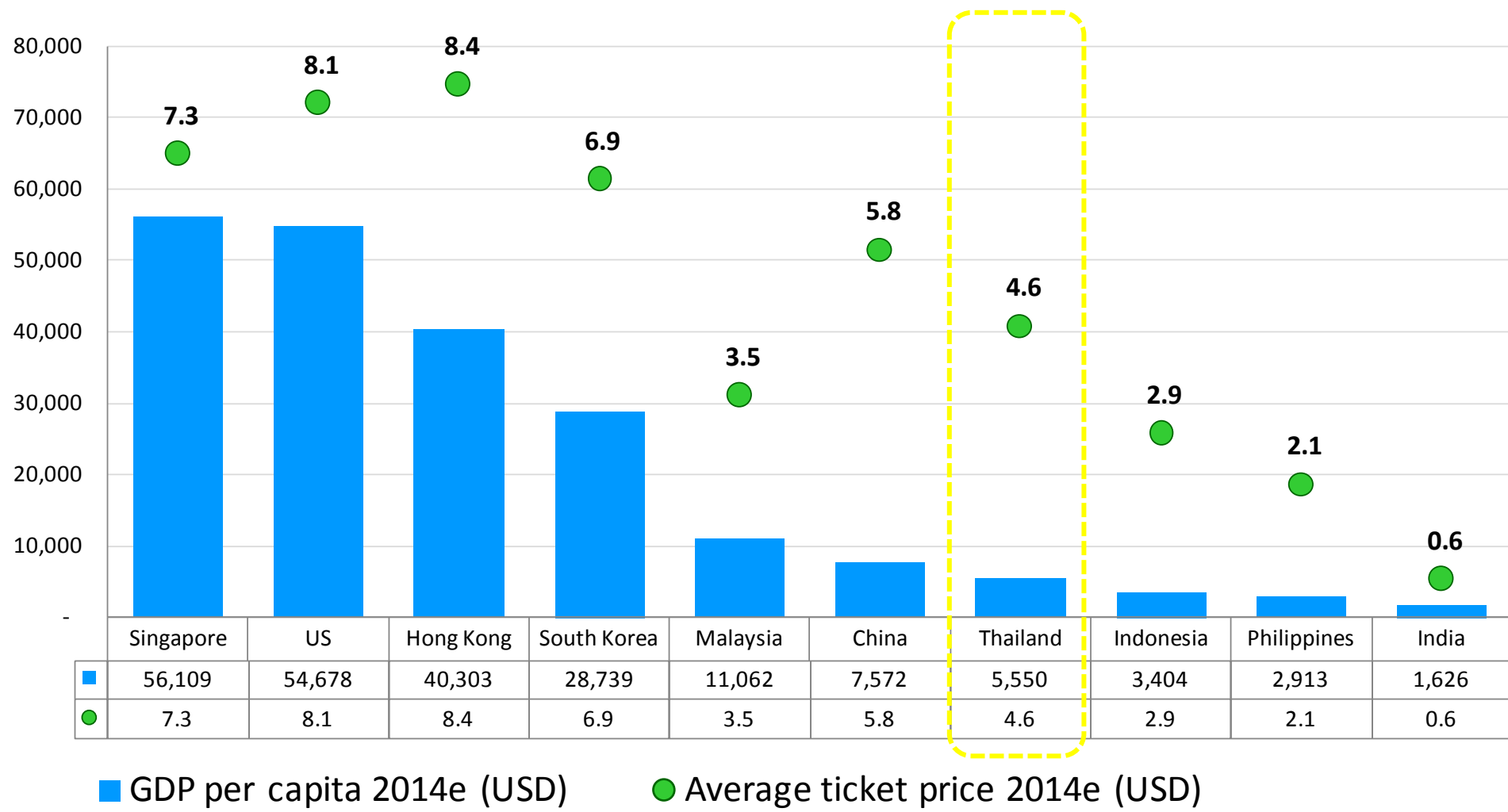
Source: Marche Du Film, data as of 2014e

GROWTH POTENTIALS

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GDP per Capita and Average Ticket Price (ATP) Comparison

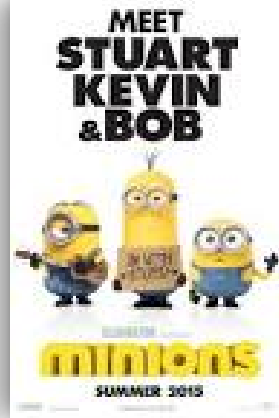


Source: Marche Du Film, data as of 2014e

GROWTH POTENTIALS

3Q15 Blockbuster Highlight

3Q15
Mission: Impossible 5 (UIP)
Ant-Man (Sony)
Terminator: Genisys (UIP)
Minions (UIP)
The Fantastic Four (Warner)
Maze Runner (Warner)
Ted 2 (UIP)
Inside Out (Sony)
Transporter Refueled (Mongkol)
Everest (UIP)
Hitman : Agent 47 (Warner)
Pixels (Sony)
Thai Movie
Freelance (GTH)
Jo Watermellon (MPIC)



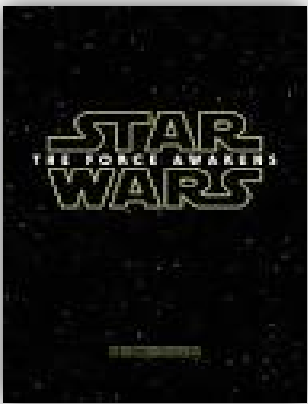
*Please note that release dates are subject to change.

GROWTH POTENTIALS



4Q15 Blockbuster Highlight

4Q15
Bond 24: 007: Spectre (Sony)
Star Wars: Episode VII (Sony)
The Hunger Games: Mockingjay, Part 2
Victor Frankenstein (Warner)
Fallen (MPIC)
Attack on Titan: Part 2 (M Pictures)
Crimson Peak (UIP)
In the Heart of the Sea (Warner)
Hotel Transylvania 2 (Sony)
Doraemon the Movie 2015
The Good Dinosaur (Disney)
Pan (Warner)
Everest (UIP)
Jem and the Holograms (UIP)
The 33 (Warner)
<u>Thai Movie</u>
May Who (GTH)
JYT (MPIC)



*Please note that release dates are subject to change.

GROWTH POTENTIALS

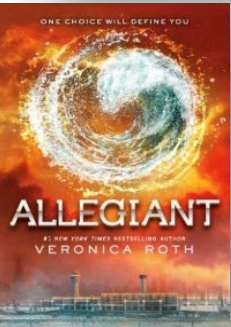
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Blockbuster Highlight Released In 2016

Year 2016
Batman V Superman: Dawn of Justice
Suicide Squad
Captain America 3
X-Men Apocalypse
Amazing Spider-Man 3
Deadpool
Resident Evil: The Final Chapter
The Divergent Series: Allegiant Part 1
Independence Day 2 Resurgence
Teenage Mutant Ninja Turtles 2
London Has Fallen
Kung Fu Panda 3
Ice Age 5
Frozen 2
Finding Dory
Knights of the Round Table King Arthur

Mega Blockbuster in Year 2016 are still attractive. Superhero-related, sequels or animated films are continuous released.



*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**

15,012,000 Friends



Mobile Application

5,050,000 Download



Facebook: **www.facebook.com/MajorGroup**

2,321,000 Fan page



Twitter: **MajorGroup**

1,000,000 Followers



Instagram: **MajorFriends**

189,000 Followers



YouTube Channel: **Major Trailers**

70,000 Subscriber

GROWTH POTENTIALS

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 2Q15)
- Those technology will come to replace manpower in box office areas.

E-Ticketing Machine

454 Units in 84 Branches



MAJOR CINEPLEX GROUP

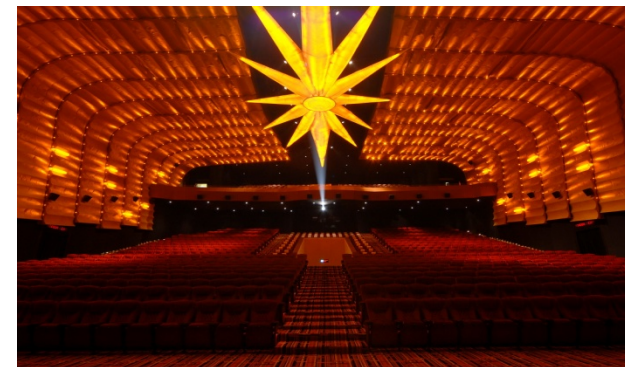
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Expansion Plan: Major will open 101 screens in year 2015

(Data as of August 2015)

No.	Location	Screens	Opening Date
1	Emquartier (Opened 1Apr)	8	2Q15 (22 Screens)
2	Lotus Nakornsrihammarat (Opend 10Apr)	4	
3	Central Rayong (Opend 27May)	8	
4	Big C Nan (Opend 29May)	2	
5	Big C Udonthani (Opened 9July)	4	3Q15 (37 Screens)
6	Sahathai Suratthani (Opened 16July)	7	
7	Vientiane Center, Laos	5	
8	Central West Gate (Bang Yai)	12	
9	Lotus Suratthani	6	
10	Central Samui	3	
11	Lotus Khon Kaen	5	4Q15 (37 Screens)
12	Central East Ville (Ekamai - Ramindra)	8	
13	Big C Ratburanah	4	
14	Big C Ratchaburi	4	
15	Promanade	8	
16	Lotus Yasothon	3	
17	Big C Lampang	5	
18	Lotus Nadee (Udon)	5	



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INTERNATIONAL PROJECT

International Project

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India: PVR Cinemas



Currently, PVR cinemas has got **474** Screens in **106** Locations.

Major hold 4.57% 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 125 Bowling lanes in 7 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 with local partner to operate a cinema complex located in Aeon Mall in Cambodia's capital with **7 screens** comprising five standard cinemas, one VIP cinema and one 4D cinema (1,560 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. Major hold 70% of JV.

This project opened since 30th June 2014

The first year since Major Cineplex Cambodia opened, become the biggest cinema chain with 70% market share and 850,000 admissions has been sold.



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

International Project



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Laos

Laos: Major will open a cinema complex called **“Major Platinum Cineplex By Huawei”** in Vientiane center with **5 screens (1,150 seats)**.



The investment of **50 million baht** will be made through a holding company of Major's international joint venture with Platinum Cineplex Ltd. (Local). Major hold **60%** of JV.

This project opened since 7th Aug 2015.



Also the second project in Laos partnering THE LAOS World Trade Centre (WTC) and Major Cineplex Group have signed a cooperation agreement to open a new cinema complex in Vientiane in the signing ceremony in Bangkok on July 24.



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Thank you