

LIFESTYLE

entertainment



MAJOR CINEPLEX GROUP PLC.

2Q16 Analyst Meeting
Paragon Cineplex, 15th August 2016

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A wide-angle, fisheye photograph of a modern IMAX theater. The theater is filled with rows of plush, dark-colored seats with red accents, arranged in a semi-circle facing a large, curved white screen. The walls are dark with a grid of glowing red lines, and the floor has a patterned carpet. The overall lighting is warm and red-toned.

IMAX

FINANCIAL OVERVIEW

Financial Highlights

2Q16

6 Months

Bt. Million	2Q15		2Q16		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	2,666	100%	2,787	100%	120	5%
Gross margin	1,013	38%	1,118	40%	104	10%
EBITDA	871	33%	956	34%	85	10%
EBIT	656	25%	710	25%	55	8%
Net Profit	491	18%	544	20%	54	11%

Bt. Million	1H15		1H16		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	4,415	100%	4,723	100%	308	7%
Gross margin	1,617	37%	1,790	38%	172	11%
EBITDA	1,538	35%	1,513	32%	(26)	-2%
EBIT	947	21%	1,018	22%	71	7%
Net Profit	689	16%	770	16%	81	12%

- The Best Record-high profit.
- Growth from blockbuster movies.
- Gross margin level improvement.

2Q16 QUARTERLY BRIEFING

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Revenue Breakdown

Total Revenue

+5%
(120mb.)

Admissions Sale

+7%
(113mb.)

Concession

+11%
(47mb.)

Advertising

+1% (4mb.)
+10%*

(Exclude Grand Opening Sponsor at Quartier 26 MB THB)

Core businesses growth from blockbuster movies and more locations.

(Admissions rev., Concession rev., Advertising rev.)

Bowling group

-0.2%
(-0.2mb.)

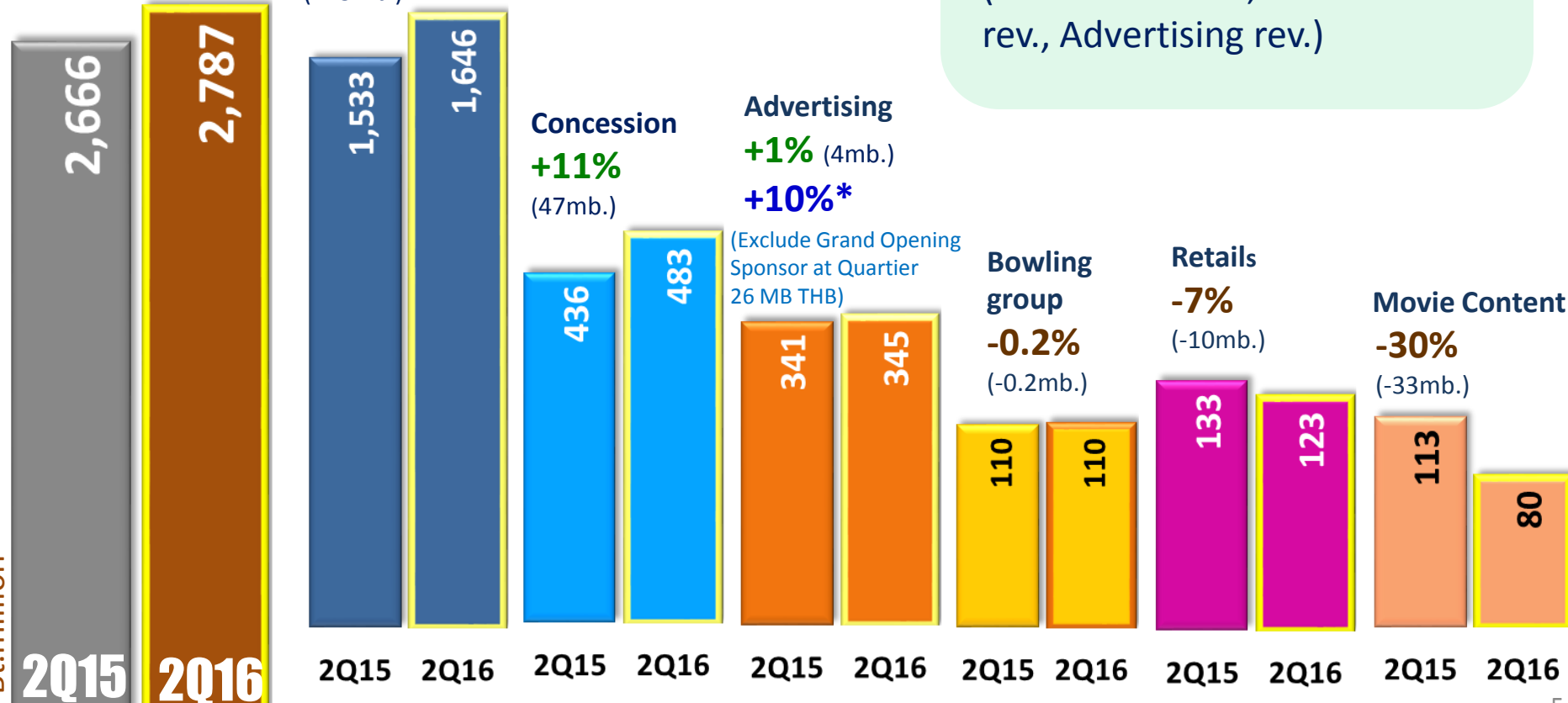
Retails

-7%
(-10mb.)

Movie Content

-30%
(-33mb.)

Bt.million



2Q16 QUARTERLY BRIEFING

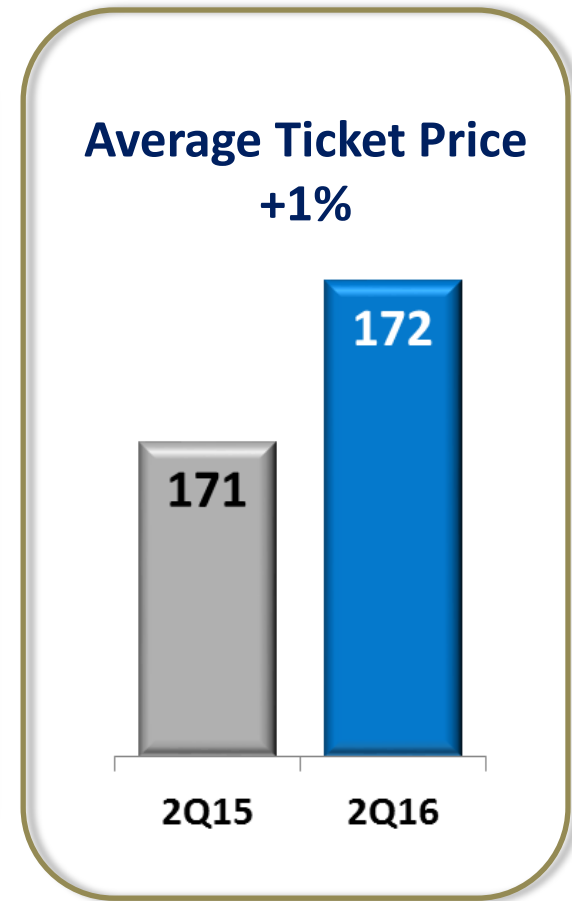
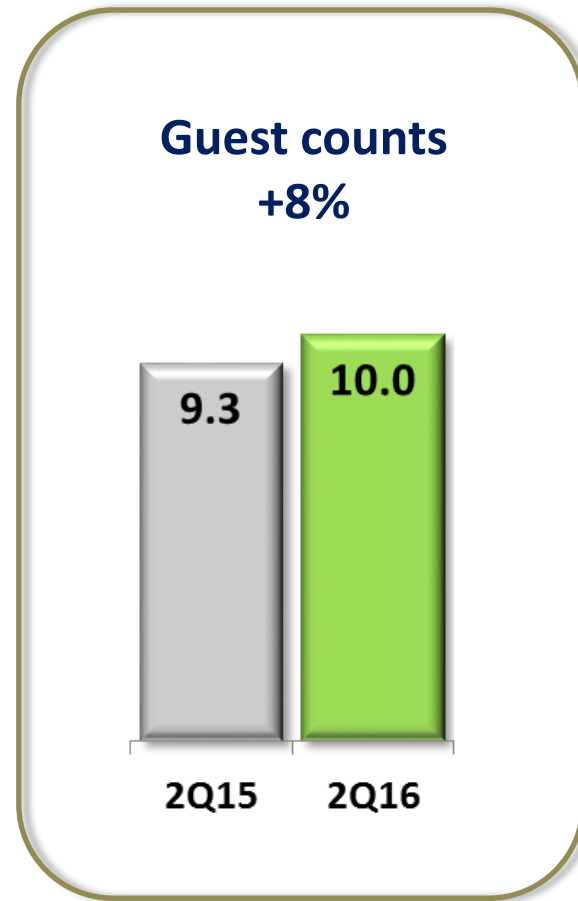
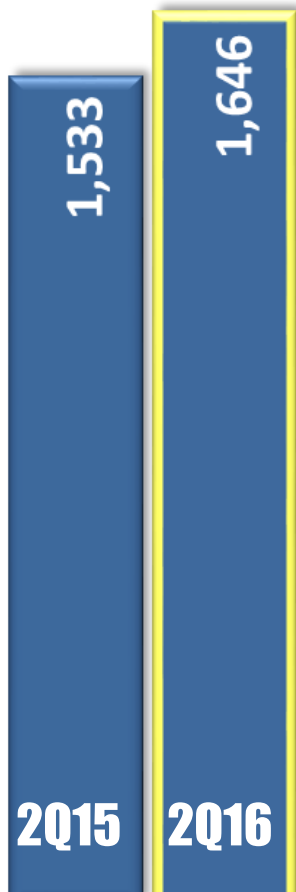
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Revenue : Admissions

Admissions Sale

+7%



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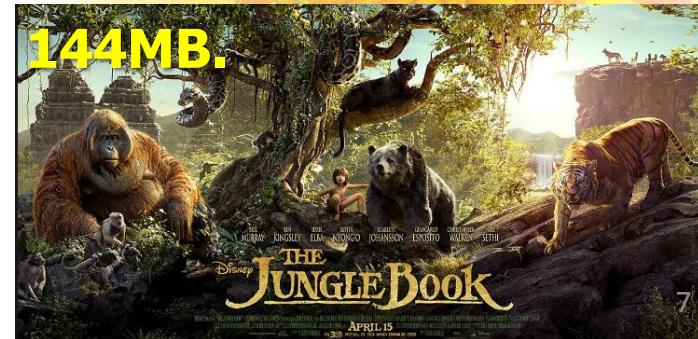
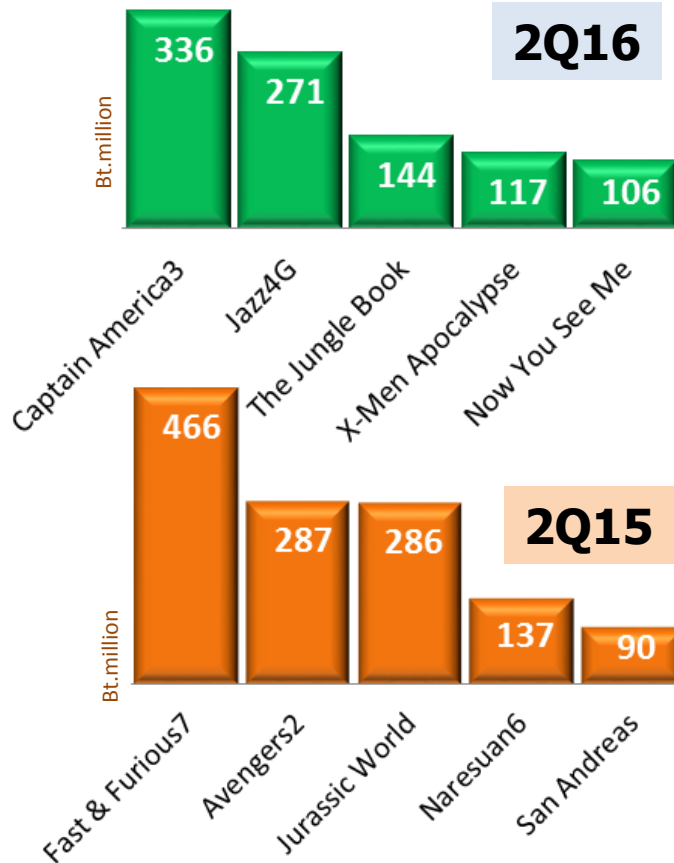
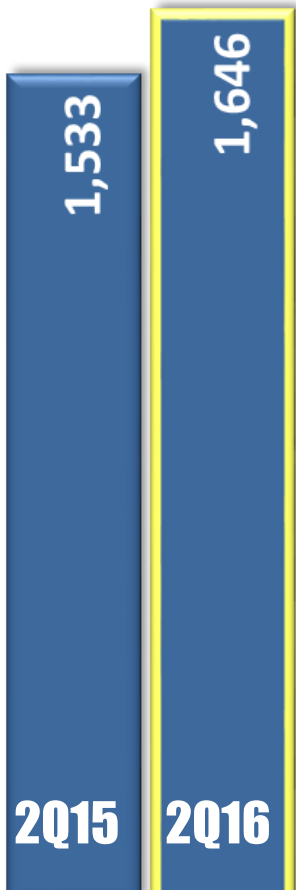
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Revenue : Admissions

Admissions Sale
+7%

“Revenue growth mainly from 5
blockbuster movies & more
screens.”



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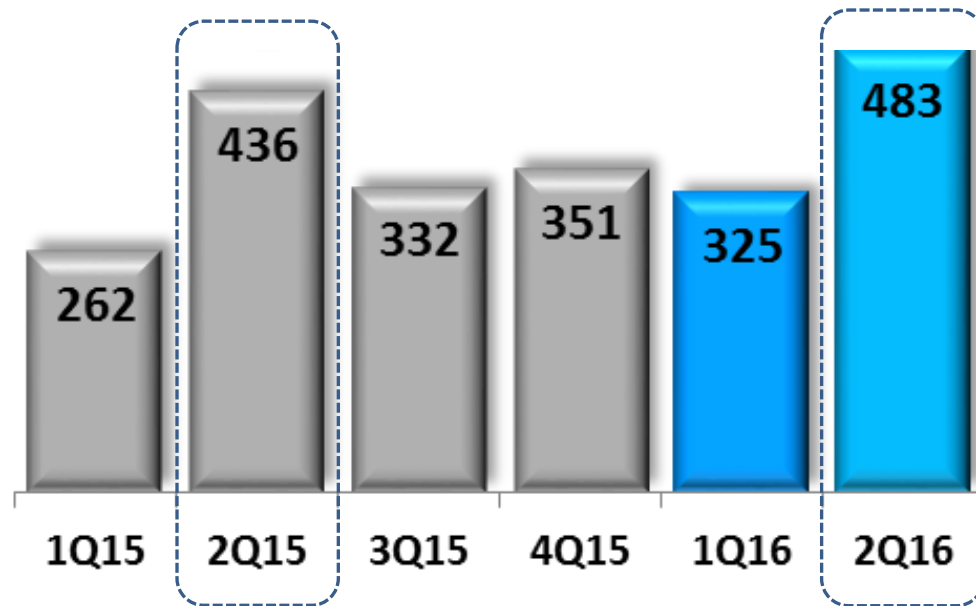
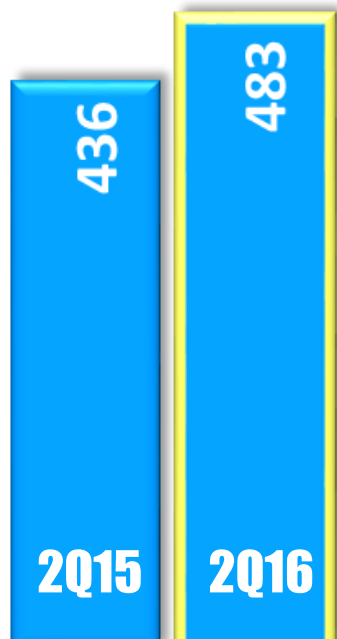
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Revenue : Concession

Concession Revenue

+11%



Bt. million

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Revenue : Advertising

Advertising Revenue

+1%

341 **345**

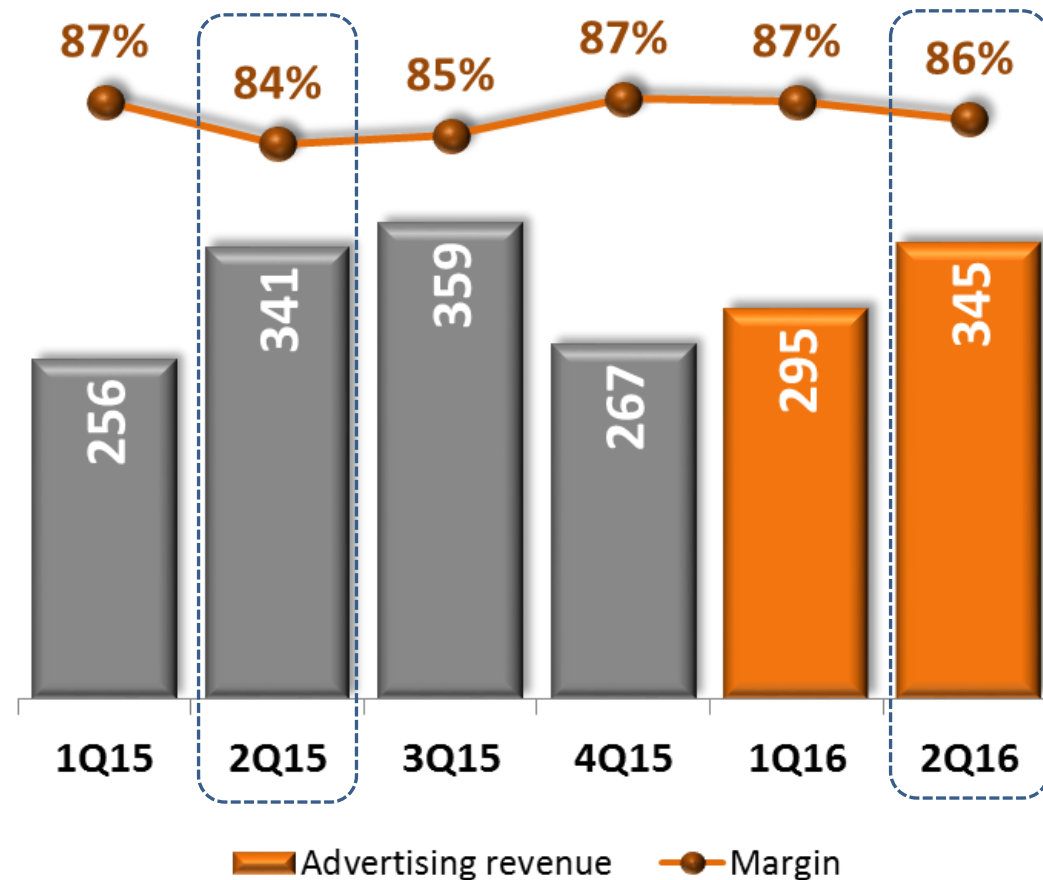
+10%*

(Exclude Grand Opening Sponsor at Quartier 26 MB THB)

315

2Q15

2Q16



Bt.million

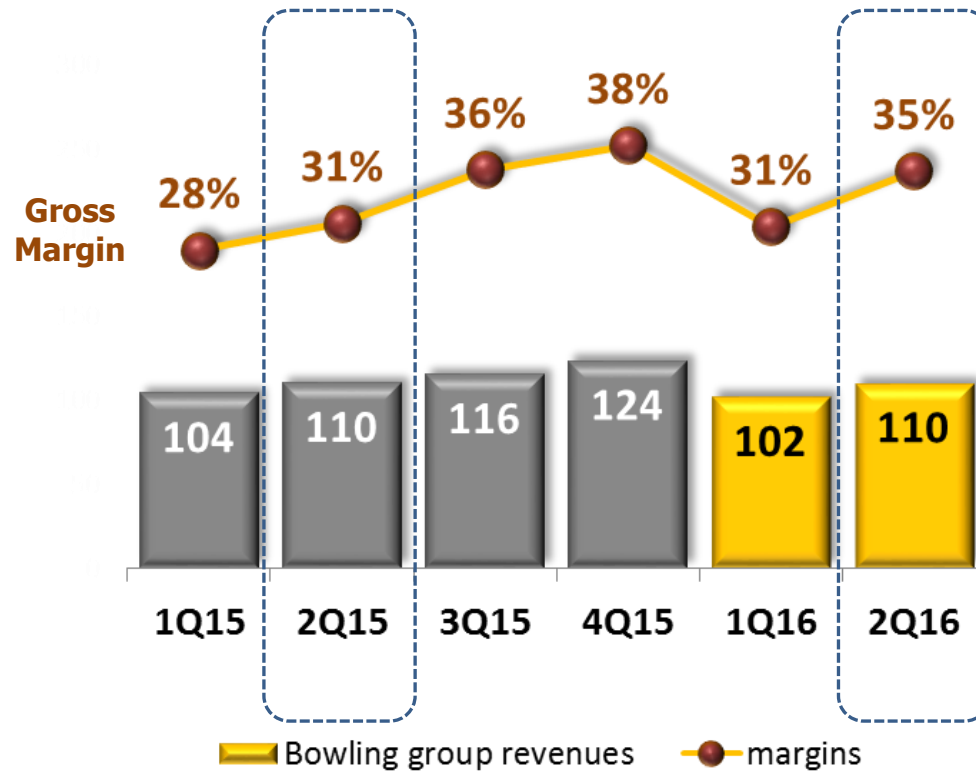
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Revenue : Bowling Group

Maintain revenue while closed 8 locations.



Bowling group
-0.2%



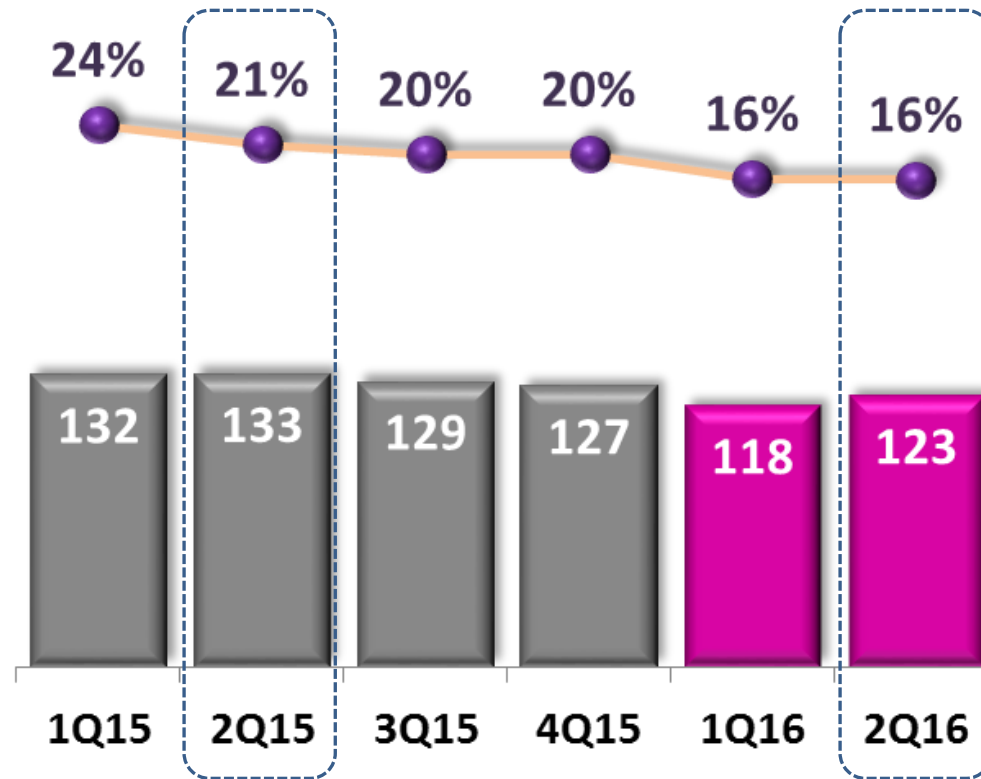
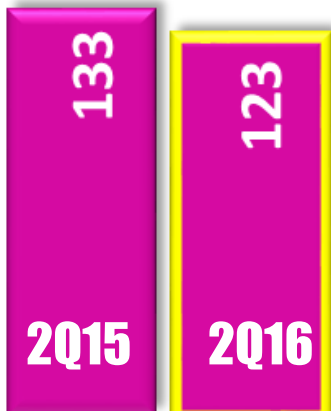
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Revenue : Retails

Retails Revenue
-7%



Rental & services Rev. margins

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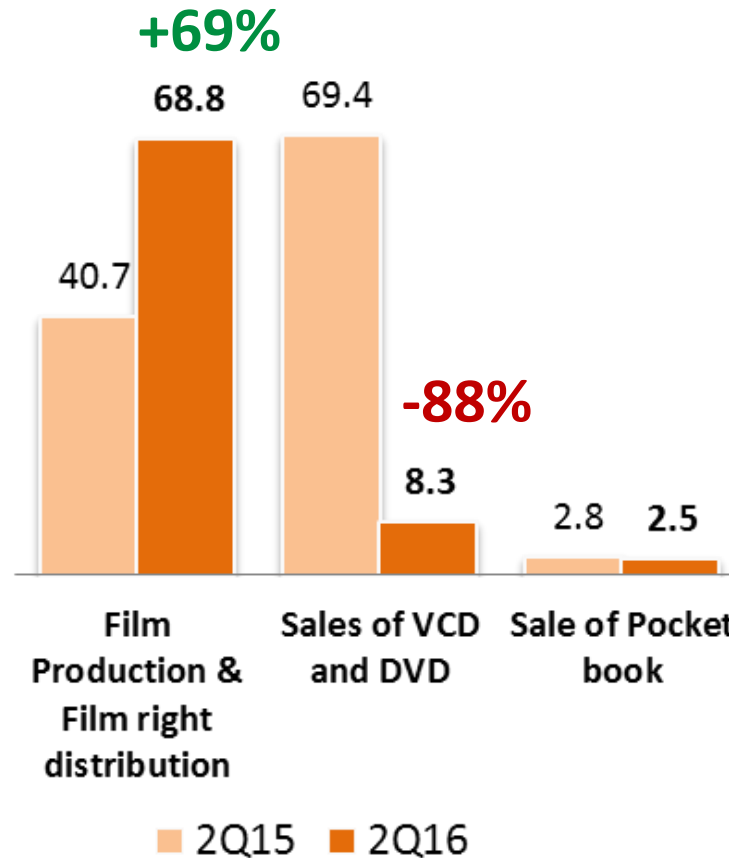
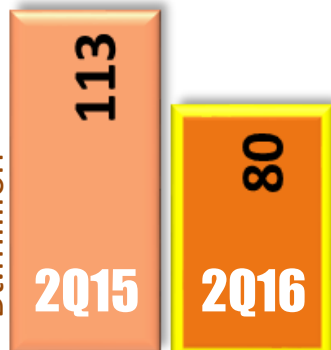


Revenue : Movie Contents

Consolidation

- MPIC PLC. record profit 2Q16 at 33.02 MB THB.
- Revenue dropped scale down Home entertainment business.

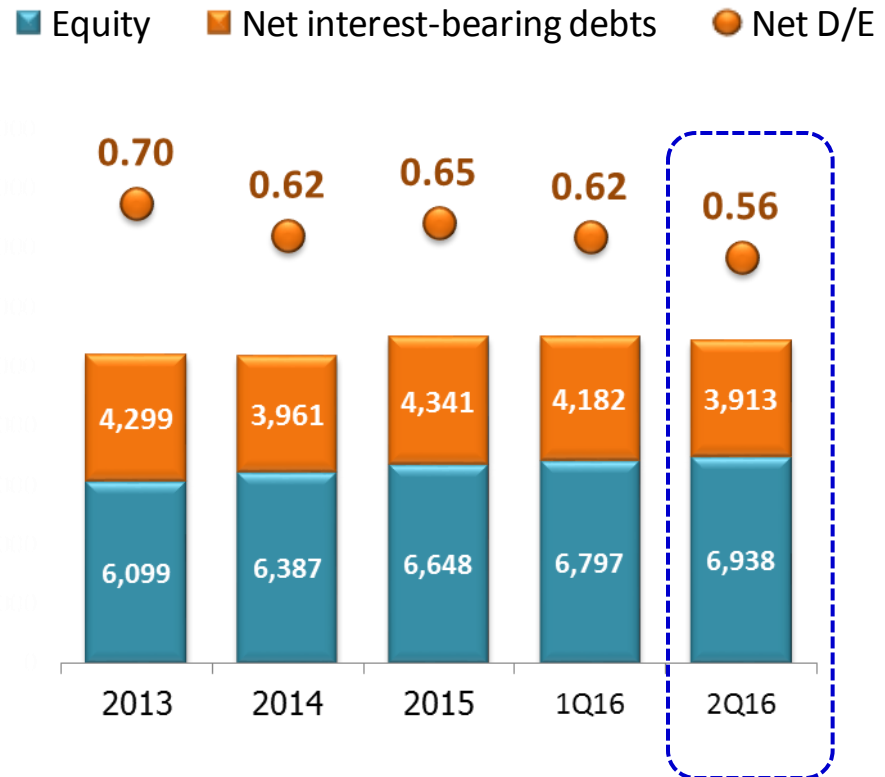
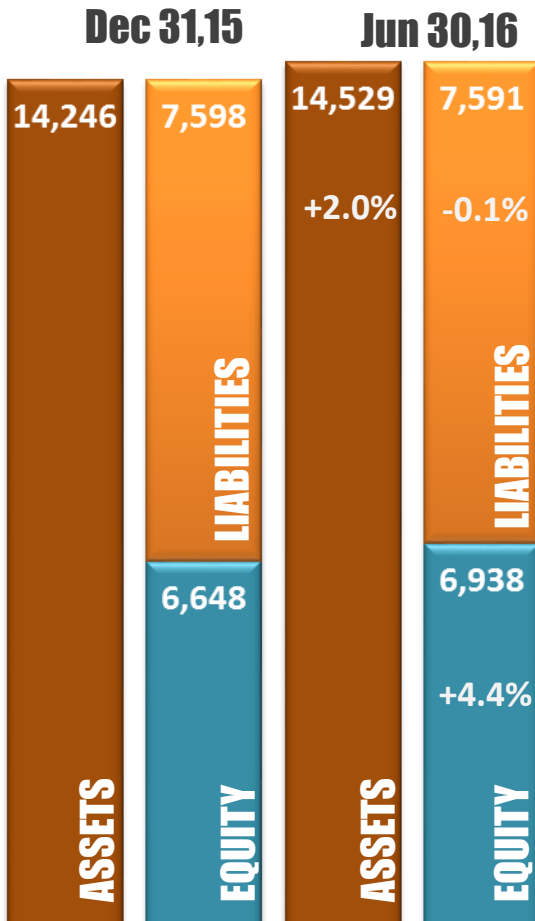
Movie Content Revenue -30%



B/S Snapshot

Bt.million	Dec 31,15	Jun 30,16	%chg
Assets	14,246	14,529	2.0%
Liabilities	7,598	7,591	-0.1%
Equity	6,648	6,938	4.4%

Asset grew slightly due to branches expansion while Net D/E maintained at low level.



2Q16 QUARTERLY BRIEFING

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%Share & Closing price as on 10 Aug 2016

Bt.million

Investment	%Share	Cost per Share	Major's Cost	Market value	Unrealized Gain(Loss)
Siam Future	24.89%	2.88	1,273	2,719	1,446
MJLF	33.00%	10.00	1,089	1,644	555
MPIC	92.46%	1.67	2,003	2,008	5
PVRL	2.78%	120.45	157	756	600
Total			4,522	7,128	2,606

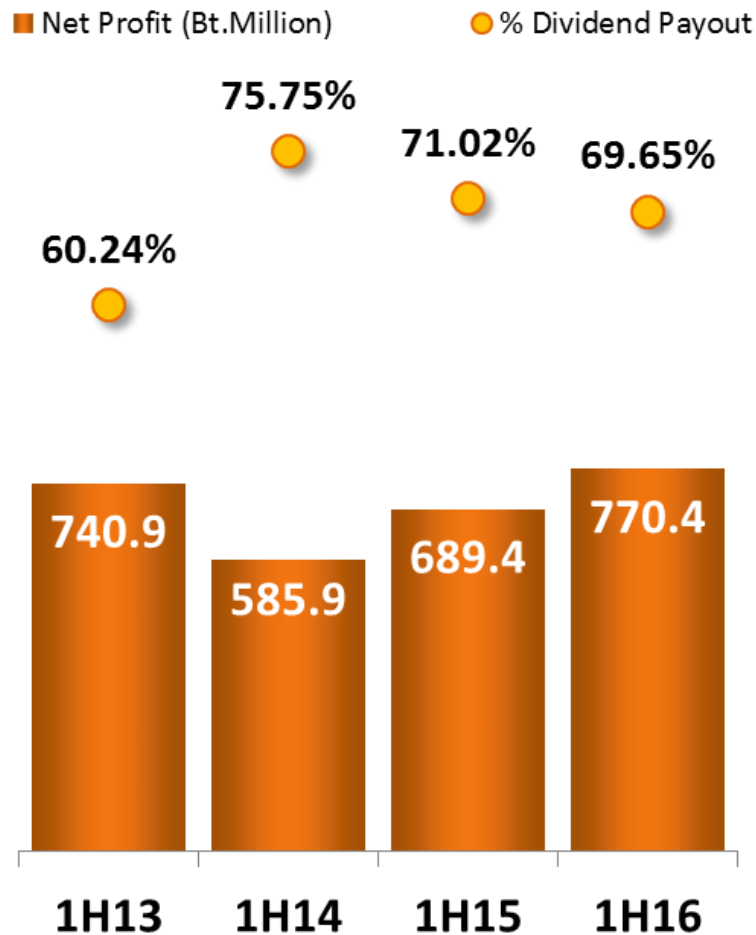
- **Investment portfolio as of 10th Aug,2016:**

- 24.89% in Siam Future Development Plc. (SF)
- 33.00% in Major Cineplex Lifestyle Leasehold Property Fund (MJLF)
- 92.46% in M Pictures Entertainment Plc. (MPIC)
- 40.00% in Thai Ticket Major Co., Ltd.
- 2.78% in PVR Limited (PVRL)
- 49.00% in PVR blu-O Entertainment Limited
- 70.00% in Major Platinum Cineplex Co.,Ltd. (Cambodia)
- 60.00% in Major Platinum Cineplex Co.,Ltd. (Lao)
- 49.00% in CJ Major Entertainment

2Q16 QUARTERLY BRIEFING

Dividend payout

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	1H13	1H14	1H15	1H16
Net Profit (Bt. Million)	740.88	585.93	689.41	770.40
% Dividend Payout	60.24%	75.75%	71.02%	69.65%
EPS (Bahts)	0.83	0.66	0.77	0.86
DPS (Bahts)	0.50	0.50	0.55	0.60
Closed price(Bt.) as of 30 June	19.60	18.80	33.75	33.00
Dividend yield (%)	2.6%	2.7%	1.6%	1.8%

Share 894 million share
 Dividend paid 0.60 bt.per share
 Dividend amount 537 mb.

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GROWTH POTENTIALS

2H16 Coming Attraction **Hollywood** Movies

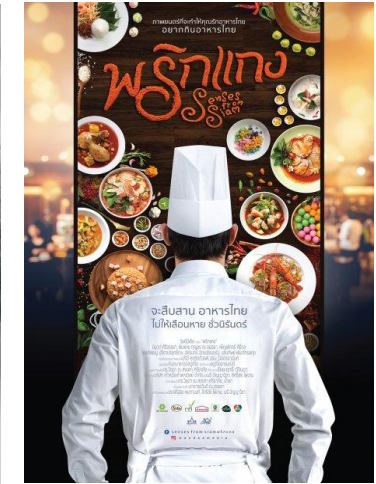
- Suicide Squad ★
- Doctor Strange ★
- Fantastic Beasts and Where to Find Them ★
- Star War: Rogue One ★
- The Inferno
- Alice in Wonderland
- Godzilla Resurgence
- Miss Peregrine's Home for Peculiar Children
- The Magnificent Seven



*Please note that release dates are subject to change.

2H16 Coming Attraction **Thai** Movies

Total 20 Movies in 2H16 (10 Movies in 1H16)
Midnight University (MPIC) - Horror Comedy
888 Bus (MPIC) - Comedy ★
Vichien Jumnie Tomorn (MPIC) - Comedy ★
Untitled movie from Transformation Film (MPIC)
4 Cities (MPIC) - Romantic
Fifteen (MPIC) - Horror
Miss Granny (CJMajor) - Comedy Drama ★
Fanday (GDH) - Romantic Comedy ★
New Year's Gift (GDH) - Romantic Comedy ★
Khun Pan (MongKol) - Action
Senses from Siam - Cooking



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Movie lineup in 2017 suppose to be the golden year for Hollywood.

Fast & Furious 8 ★★★★★

Transformers 5 ★★★★★

Pirates of the Caribbean

The Justice League Part One

Spider-Man

Thor: Ragnarok

Wolverine 3

Wonder Woman

The Lego Batman Movie

Terminator 2

World War Z 2

Star Wars : Episode VIII

Resident Evil: The Final Chapter

Kong: Skull Island

The Divergent Series: Ascendant

Beauty and the beast

The Maze Runner: The Death Cure

Guardians of the Galaxy Vol. 2

The Mummy



*Please note that release dates are subject to change.

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Big Blockbuster Studios Release Schedule 2017



xXx
Jan'17

Wolverine 3
Mar'17

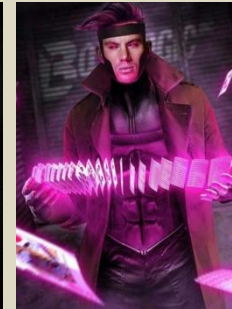


Pirates of the Caribbean
May'17

Wonder Woman
Jun'17



Spider-Man
Jul'17



Gambit
Oct'17

Thor: Ragnarok
Nov'17



1H17

2H17

Resident Evil
Jan'17



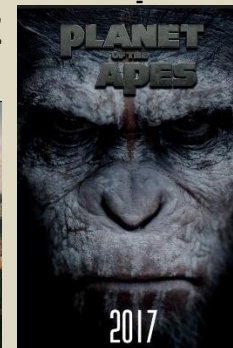
Fast 8
Apr'17



Transformer 5
Jun'17



World War Z
Jun'17



War for the Planet
of the Apes
Jul'17

Justice League
Nov'17



Star Wars: VII
Dec'17



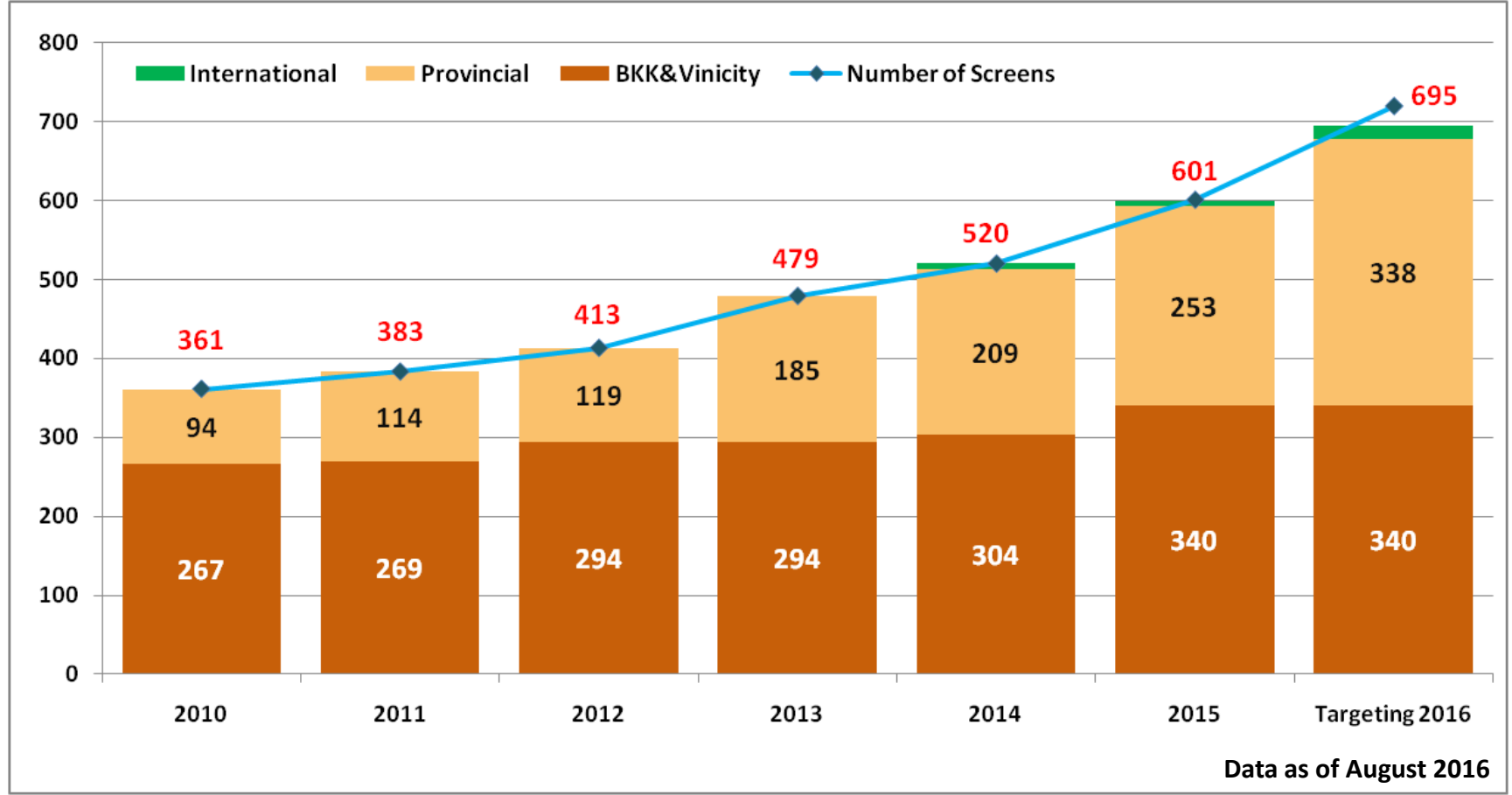
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EXPANSION PLAN



Focus on growth strategy platform to remain strong momentum earnings.

Capitalizing on provincial growth. MAJOR plans to expand its locations more in provincial, where there is room for growth. Cinema is cheap entertainment that young people love to come and it got less impact from macro economic.



EXPANSION PLAN

MAJOR plans to new 94 screens to its portfolio in 2016 and currently operated 625 screens nationwide and plan to open another 90 screens in 2017.

No.	Location	Screens	Opening Date
1	Big C Lopburi (Opened 18February)	5	1Q16
2	Big C Ratchaburi (Opened 31 March)	4	(9 Screens)
3	Phayao (Opened 6 April)	3	2Q16 (15 Screens)
4	Ayuttaya Park (Opened 12 May)	6	
5	Big C Ranong (Opened 13 May)	3	
6	Tesco Lotus Satoon (Opened 19 May)	3	
7	Friendship Mall Pakse (Opened 11 Aug)	4	3Q16 (13 Screens)
8	Tesco Lotus Nakornpathom (Opened 16 Aug)	4	
9	Tesco Lotus Nadee (Opened 25 Aug)	3	
10	The Mall Korat (Additional VIP Screens)	2	

No.	Location	Screens	Opening Date
11	Big C Buriram	5	4Q16 (57 Screens)
12	Blu Port (Hua Hin)	6	
13	Big C Lampang	4	
14	Big C Suksawas	4	
15	Tesco Lotus Phimai	2	
16	Big C Sichon	2	
17	Tesco Lotus Cha-Na (Song Kla)	2	
18	Jaemfah Lamphun	4	
19	Tesco Lotus Sa-Dao (Song Kla)	2	
20	Big C Bang Bon	4	
21	Big C Baan Pai (Khon Kaen)	2	
22	Tesco Lotus Phayakkhum Pisai	2	
23	Big C Lamphun	3	
24	Tesco Lotus Kantaraluk (Sisaket)	3	
25	Big C Samutprakarn	3	
26	Big C Ratburanah	5	
27	Uttaradit	4	

MAJOR seek for **long-term investment strategy growth**, by plans to expand in both nationwide, but the focus is more branches in upcountry via hyper mart (Big C, Tesco Lotus) partners.

We expect the positive momentum to continue over as Major targets as of 1,000 screens by 2020.

(Data as of July 2016)

International Project

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Cambodia

June 2014: Major opened Major Cineplex by Cellcard with **7 screens** comprising five standard cinemas, one VIP cinema and one 4DX cinema (1,560 seats) **and 14 bowling lanes** at **Aeon Mall, Phnom Penh**.

With 150 million baht investment (MAJOR hold 70%), it has been break even since **November 2015**. Currently, Major Cineplex Cambodia holds 70% share of the market. Total 1,035,026 admissions were sold in year 2015.



Laos

August 2016: Major opened Major Cineplex Pakse at **Friendship Mall, Pakse** with **4 screens** (1,087 seats).

The investment of 45 million baht will be made through a holding company of Cineplex (Lao) Sole Co, Ltd. **Major holds 100%**.



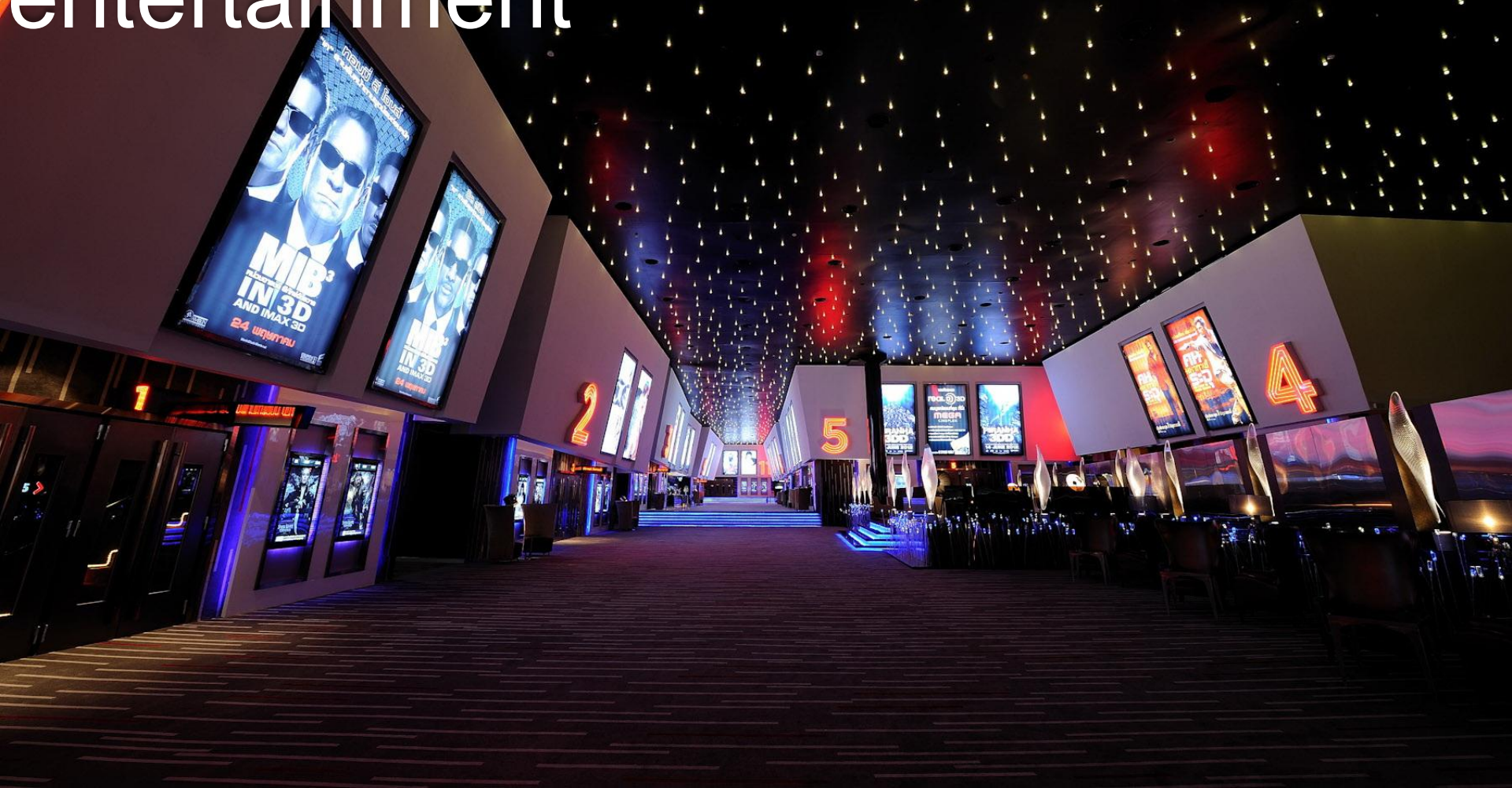
August 2015: Major opened Major Platinum Cineplex By Huawei at **Vientiane center, Vientiane** with **5 screens** (1,150 seats).

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 holds 60% of JV.



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Thank You