

LIFESTYLE

entertainment



MAJOR CINEPLEX GROUP PLC.

1Q17 Analyst Meeting
Paragon Cineplex, 12th May 2017

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IMAX



FINANCIAL OVERVIEW

1Q17 QUARTERLY BRIEFING

Financial Highlights

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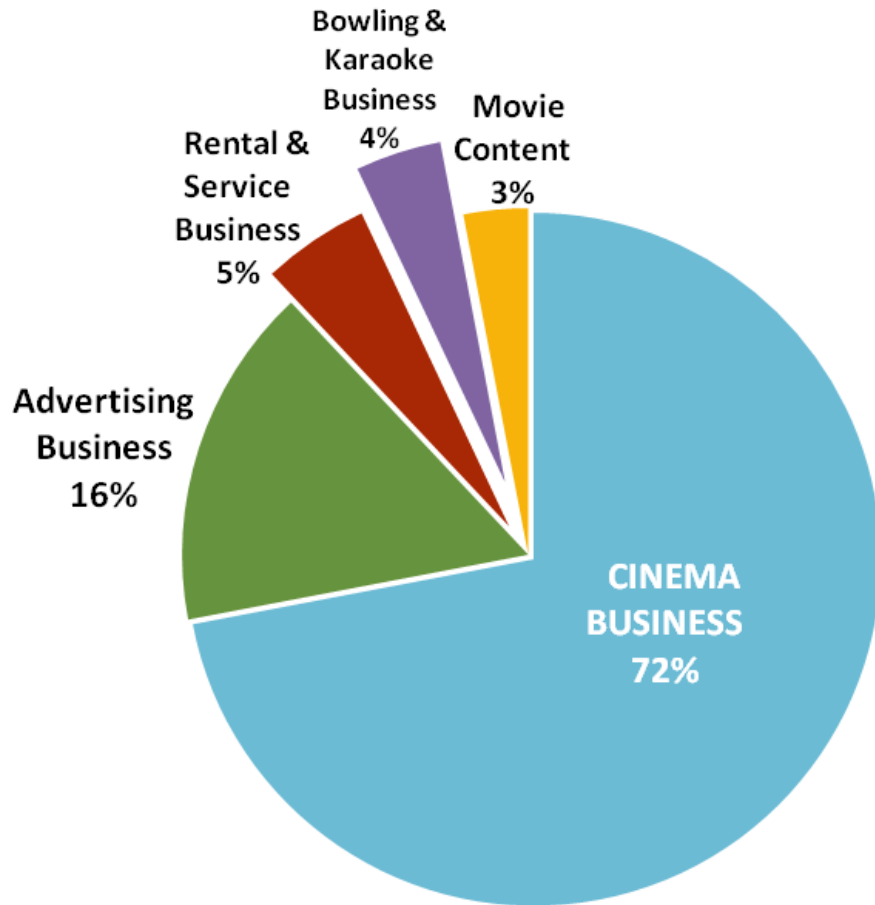
Bt.Million	1Q16		1Q17		Growth		
					Amt.	%	
Revenue	1,936	100%	2,134	100%	198	10%	
Gross Margin	672	35%	716	34%	44	7%	
EBITDA	556	29%	625	29%	68	12%	
EBIT	308	16%	353	17%	45	14%	
Net Profit	226	12%	262	12%	36	16%	

- More highlight Movie and Expansion branches built more revenue and high margin.

1Q17 QUARTERLY BRIEFING

Revenue Breakdown by segment

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Major Group's Revenue Breakdown	1Q17
Cinema Business	72%
<i>Admission sales</i>	55%
<i>Concession sales</i>	17%
Advertising Business	16%
Rental & Service Business	5%
Bowling & Karaoke Business	4%
Movie Content <i>(Content Provider & Local Production)</i>	3%
Total Revenue	100%

Data as of 1Q17

1Q17 QUARTERLY BRIEFING

Revenue Breakdown

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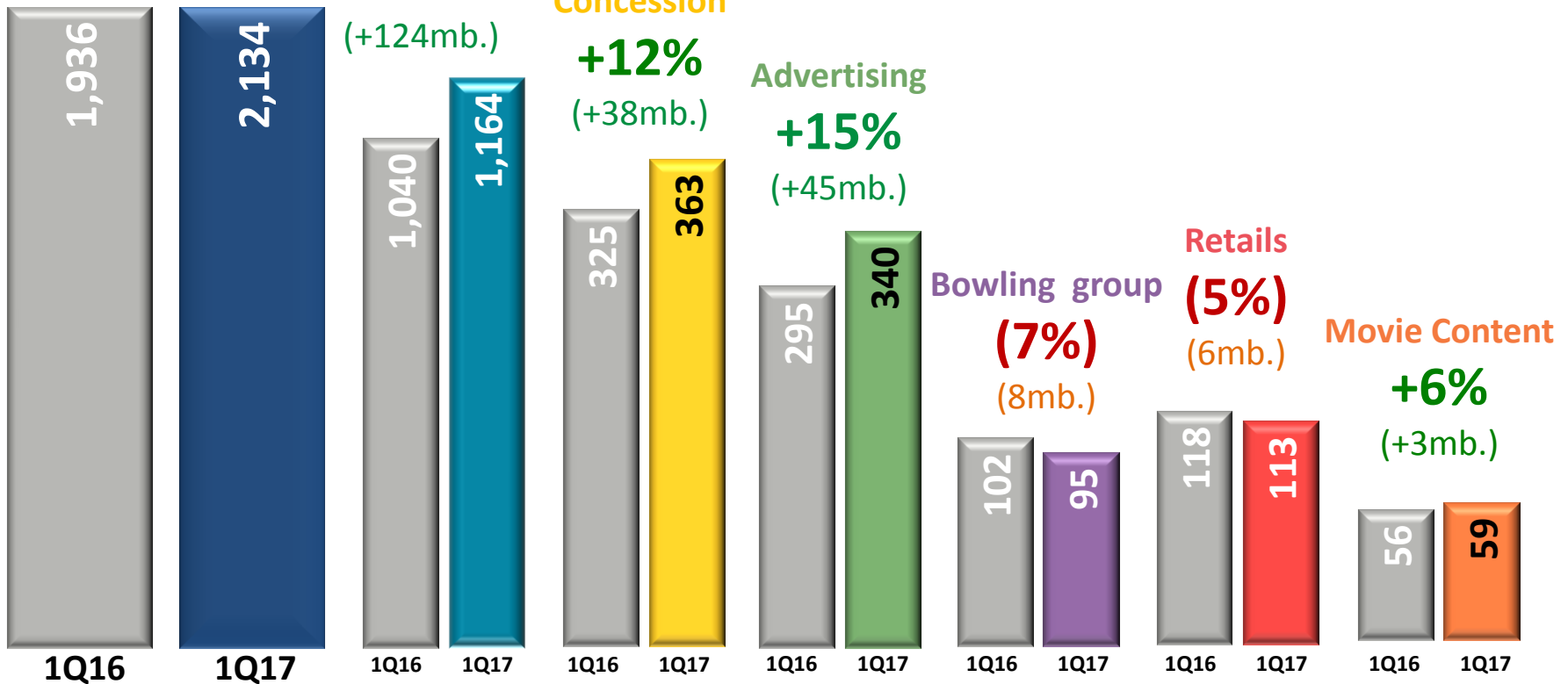
Core businesses growth from more locations.

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

Total Revenue

+10%

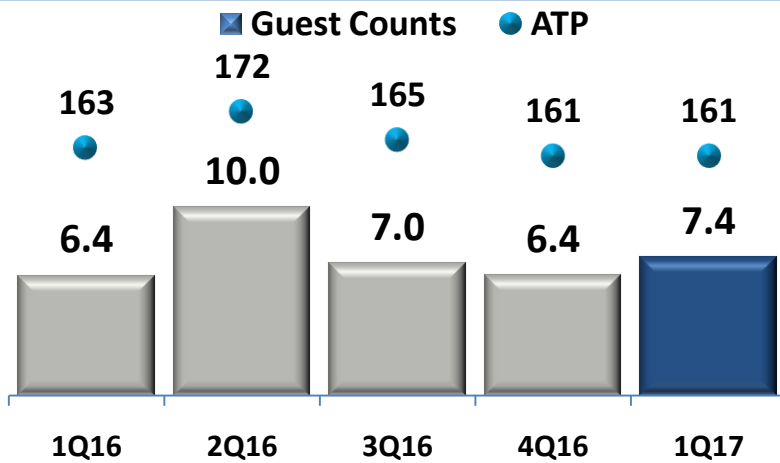
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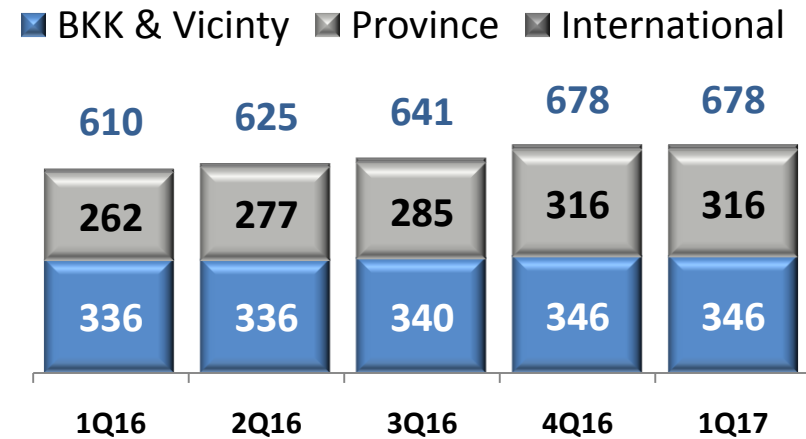
1Q17 QUARTERLY BRIEFING

Revenue : Admissions

ATP & Guest Counts



Screens



Top 3 Box Office 1Q2017



Admission sales growth +12% YoY

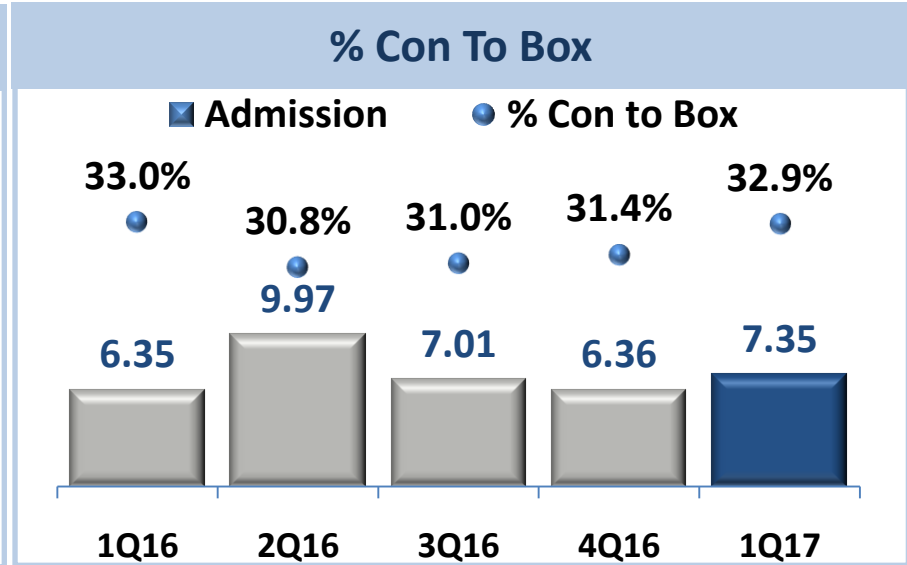
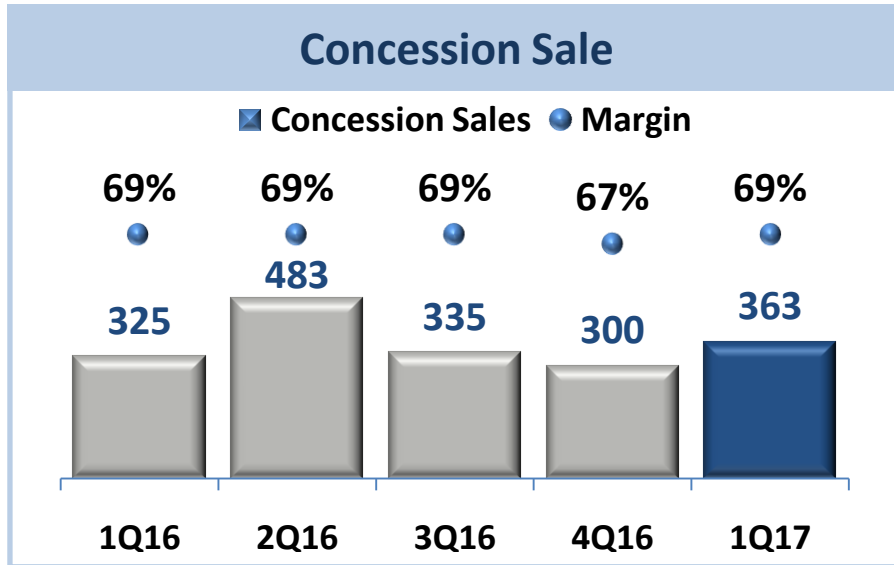
- Several number of Hollywood blockbusters in 1Q17
(No. of movie in 1Q17 = 114 Movies, 1Q16 = 103 Movies)
- Focus on expand customer base by create cross promotion with partners in some locations to drive number of admission .

1Q17 QUARTERLY BRIEFING

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Revenue : Concession



Concession sales growth +12% YoY

- Maintain consistence gross margin.
- More admission boost concession revenue.
- More attractive concession bucket sets.
- Seasonal favor is one of our key drive.

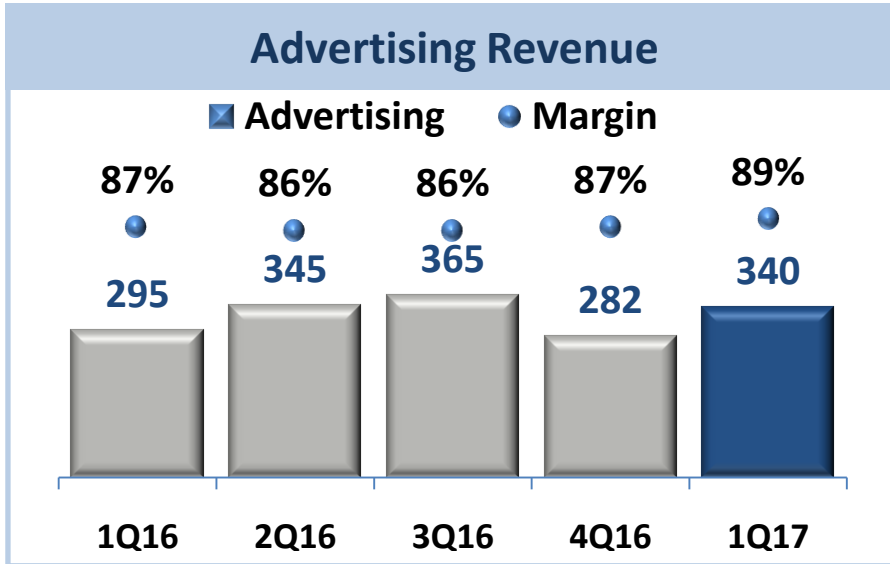


1Q17 QUARTERLY BRIEFING

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Revenue : Advertising



Advertising sales growth +15% YoY

- More Screens can generate more advertising revenue.
- Create flexible advertising package to match with partner's need.
- Maintain consistence high gross margin.

Movie on the beach 2017 with Chang, Moccona, Mama, True, Nivea, We Fitness, M Channel.



Interactive event in 4DX screen with Essence brand

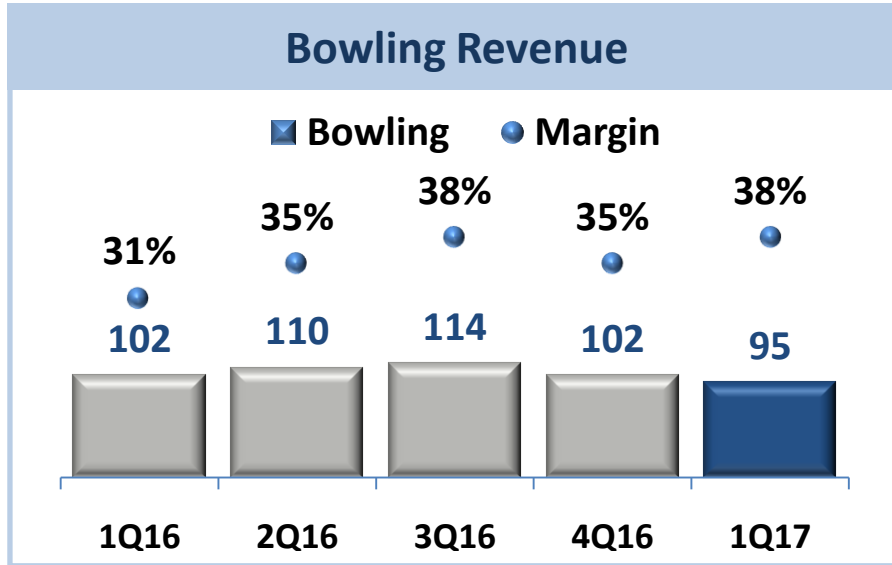


1Q17 QUARTERLY BRIEFING

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Revenue: Bowling Group



Bowling declined -7%, Margin +7% YoY

- Revenue declined from 4 locations closure (YOY).
- Gross Margin improved from lower cost management.
- Focus on function, corporate events, competition and create attractive event to draw customers such as concert.

blu.O
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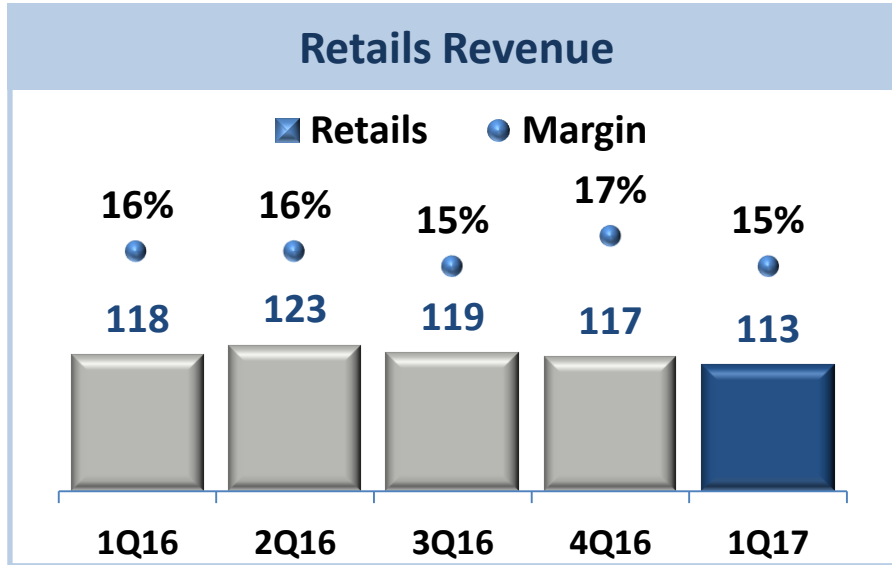
การแข่งขันลีคฮอกกี้น้ำแข็งระดับเยาวชน
ที่ยิ่งใหญ่ที่สุดในเมืองไทย
ร่วมชมและเชียร์นักกีฬา
ระหว่างมกราคม - มีนาคม 2560
ที่ซิมซิตี ไอซ์สเก็ต คลับ ชั้น 2 เมกาบางนา

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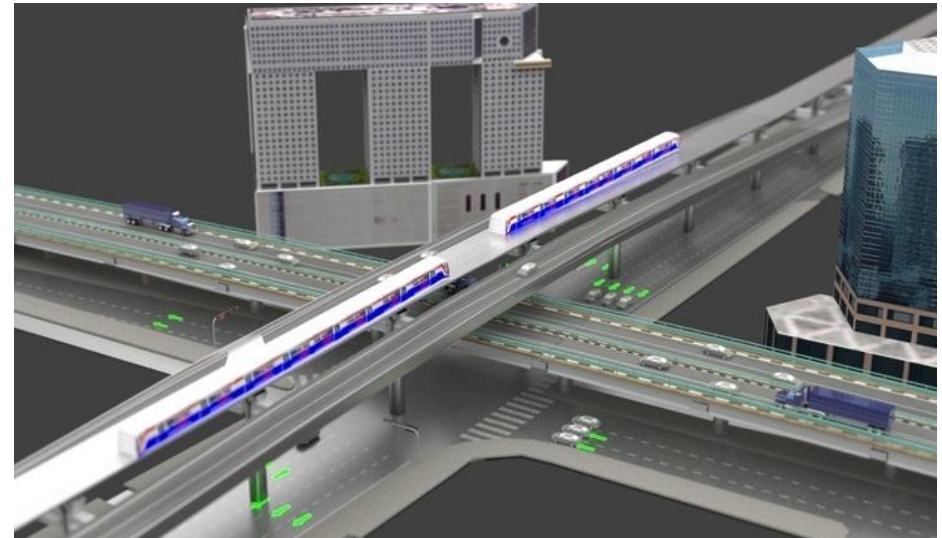


Revenue: **Retails**



Rental and Services declined -5% YoY

- Revenue declined from impacted of removal of Ratchayothin Flyover and the construction of Bangkok Mass Transit System (BTS) Green Line extension.
- The tunnel at Ratchayothin intersection will approximately open May 2017.

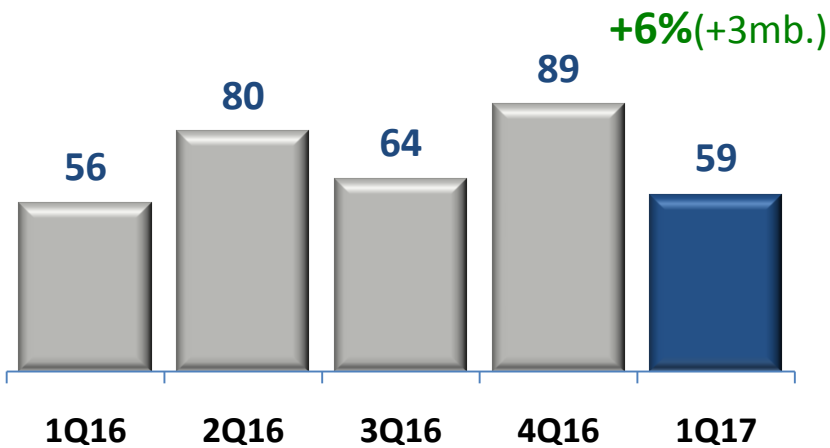


1Q17 QUARTERLY BRIEFING

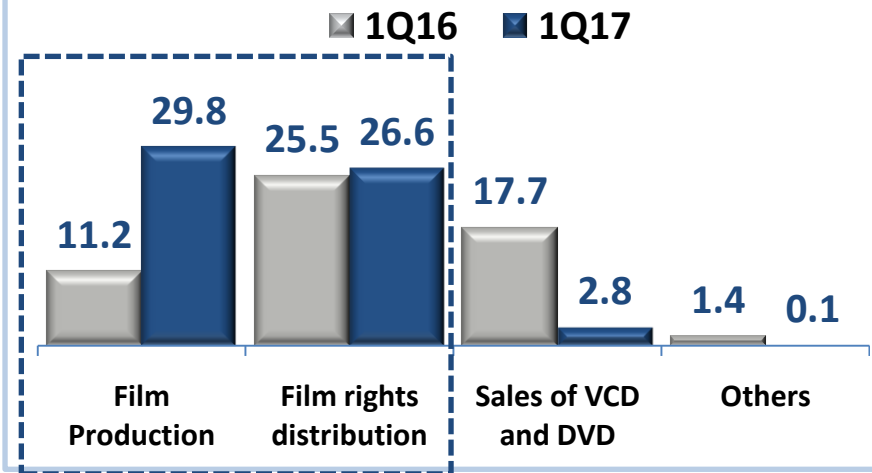
Revenue: **Movie Contents**

Consolidation

Movie Contents Revenue



Movie Contents Breakdown



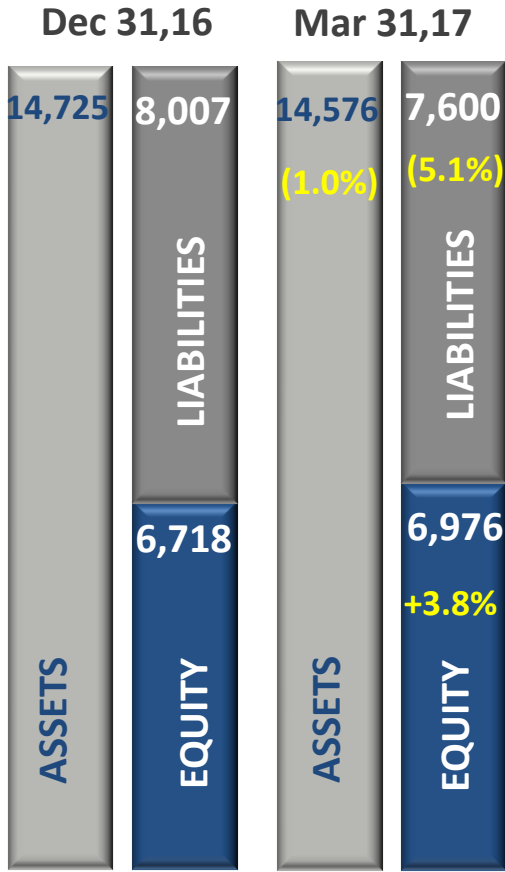
Movie Content growth 6% YoY

- Revenue growth from Film Production from subsidiaries company – I love you two, The Moment, Mr.Hurt.
- Scale down home entertainment business.

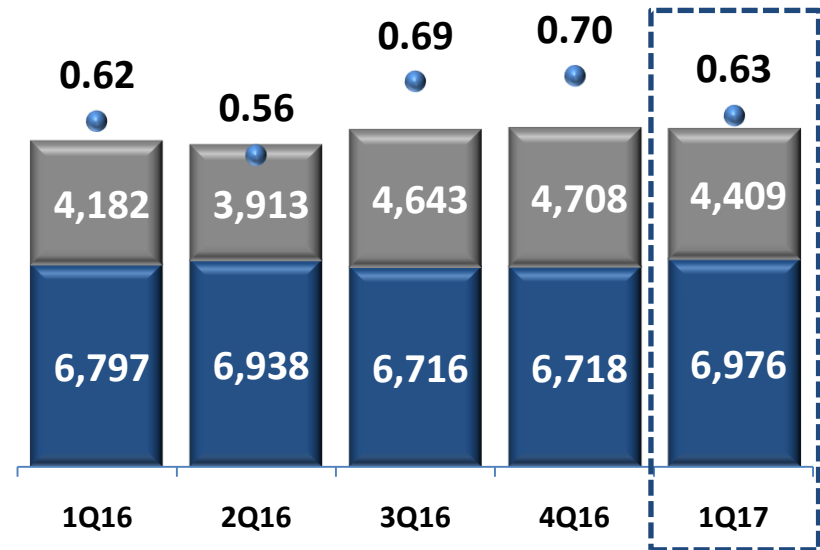
B/S Snapshot

Bt.million	Dec 31,16	Mar 31,17	%chg
Assets	14,725	14,576	(1.0%)
Liabilities	8,007	7,600	(5.1%)
Equity	6,718	6,976	3.8%

- Asset decreased from useful life of Fix Asset.
- Good performance result to good liabilities and Equity.



■ Equity ■ Net interest-bearing debts ● Net D/E



1Q17 QUARTERLY BRIEFING

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Strategic investment and hidden profit

Closing price as on 8 May 2017

Bt.million

Investments	%Share	Cost per Share	Major's Cost	Market Value	Unrealized Gain (Loss)
Siam Future	25.19%	2.93	1,311	2,775	1,464
MJLF	33.00%	10.00	1,089	1,514	425
MPIC	92.46%	1.67	2,003	1,827	(176)
PVRL	1.50%	120.45	84	548	464
Total			4,488	6,664	2,176

Investment portfolio as of 9th May, 2017:

- 25.19% 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.
- 1.50% in PVR Limited (PVRL)
- 49.00% in PVR blu-O Entertainment Limited
- 69.97% in Major Platinum Cineplex Co.,ltd. (Cambodia)
- 59.98% in Major Platinum Cineplex Co.,ltd. (Lao)
- 99.99% in Cineplex (Lao) Sole Co.,ltd.
- 49.00% in CJ Major Entertainment

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GROWTH POTENTIALS

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2Q17 Coming Attraction Movies

2Q17
Fast & Furious 8 ★
Transformers: The Last Knight ★
Pirates of the Caribbean 5 ★
Guardians of the Galaxy 2 ★
The Mummy ★
King Arthur
Wonder Woman
Alien: Covenant
Despicable Me 3
Smurfs: The Lost Village
The Monster
Baywatch
Doraemon Space Hero
<u>Thai Movies</u>
Chalard Games Goeng – Drama
Thailand Only - Comedy
Zombie fighter - Horror/Comedy
Estimate Total 5 Thai Movies



*Please note that release dates are subject to change. 16

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2H17 Coming Attraction Movies

2H17

Spider-Man: Home Coming ★

Thor: Ragnarok ★

Justice League ★

War for the Planet of the Apes

Star War: The Last Jedi

Jumanji

Cars 3

Blade Runner 2049

Valerian and the City

Insidious: Chapter 4

Kingsman: The Golden Circle

Annabelle 2

Flatliners

The Hit's Man Bodyguard

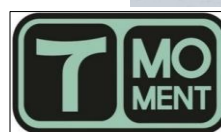
Geo Storm

Coco

The Lego Ninjago

Thai Movies

Estimate 20 Thai Movies in 2H17



*Please note that release dates are subject to change. 17

EXPANSION PLAN

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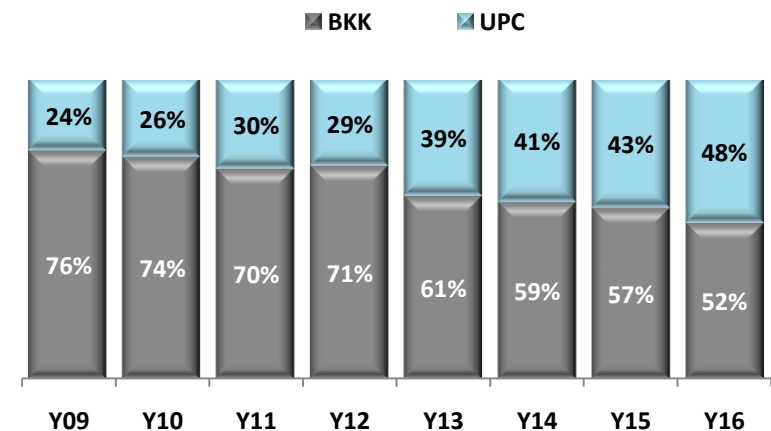
MAJOR plan to open another 70-80 screens in 2017 and currently operated 680 screens nationwide.

Screen Opening in 2017 (Tentative) – 16 Locations in upcountry, 1 locations in Bangkok, 1 location international

No.	Location	Screens	Location	Opening Date
1	Lotus Nakornpathom (Opened 6 Apr)	2	114	2Q17 (12 Screens)
2	Lotus Sukhothai	1	115	
3	Robinson Phetchaburi	5	116	
4	Big C Korat 2 (Nakornratchasima)	4	117	
5	Big C Pathumthani	5	118	2H17 (50 Screens)
6	Uttaradit	4	119	
7	Lotus Yasotorn	2	120	
8	Big C Ubon Ratchathani	4	121	
9	Lotus Phitsanulok	2	122	
10	Sahathai Nakhonsithammarat	2	123	
11	Big C Chonburi	3	124	
12	Ocean Chumphon	5	125	
13	Lotus Phatthalung	3	126	
14	Singburi	3	127	
15	Loei	3	128	
16	Robinson Hua Mark	4	129	
17	Lotus Phichit	3	130	
18	World Trade Center Viantian - Laos	7	131	

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.



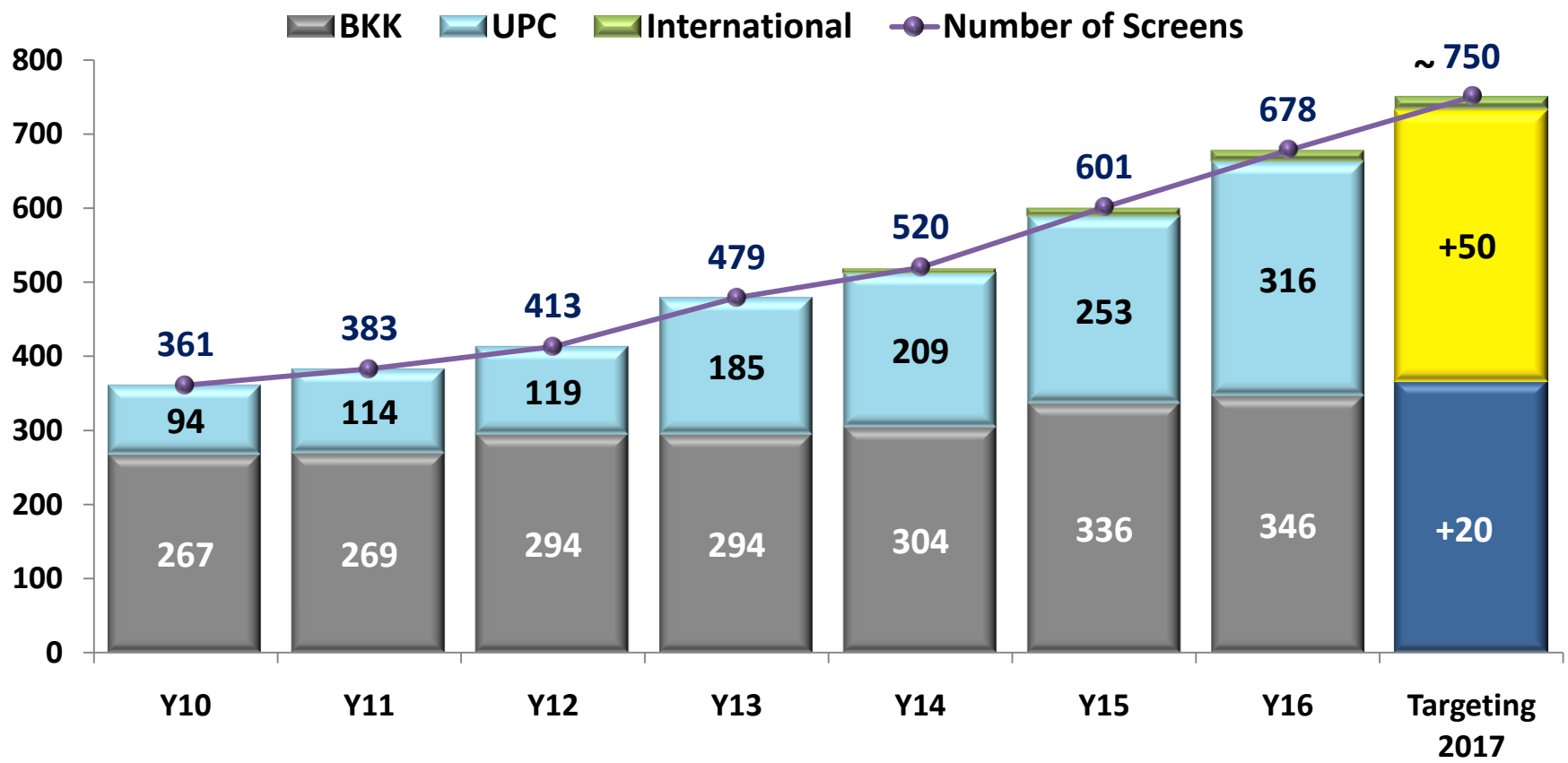
Data as of February 2017

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.



Data as of February 2017

SOCIAL MEDIA PLATFORM

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Major leverage by using social media and loyalty program to create frequency movie as well as nurture movie culture.



ID line: **MajorFriends**

15,464,000 Friends



Mobile Application

7,500,000 Download



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

3,837,000 Fan page



Twitter: **MajorGroup**

2,160,00 Followers



Instagram: **MajorFriends**

261,000 Followers



M Generation (Loyalty Program)

3,400,000 Members

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