

# LIFESTYLE

entertainment



# MAJOR CINEPLEX GROUP PLC.

3Q17 Analyst Meeting  
Paragon Cineplex, 13<sup>th</sup> November 2017

## AGENDA

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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 lights. The floor has a patterned carpet. The overall atmosphere is dark and cinematic.

IMAX

# FINANCIAL OVERVIEW

# 3Q17 QUARTERLY BRIEFING

## Financial Highlights



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Bt.Million	3Q16		3Q17		Growth	
					Amt.	%
Revenue	2,127	100%	2,200	100%	74	3%
Gross Margin	779	37%	712	32%	(67)	(9%)
EBITDA	702	33%	674	31%	(29)	(4%)
EBIT	445	21%	402	18%	(43)	(10%)
Net Profit	333	16%	302	14%	(30)	(9%)

- Revenue growth from Cinema business.
- Net Profit decreased from divestment of PVRL (3Q17 : 98mb., 3Q16: 149mb.)

## Financial Highlights

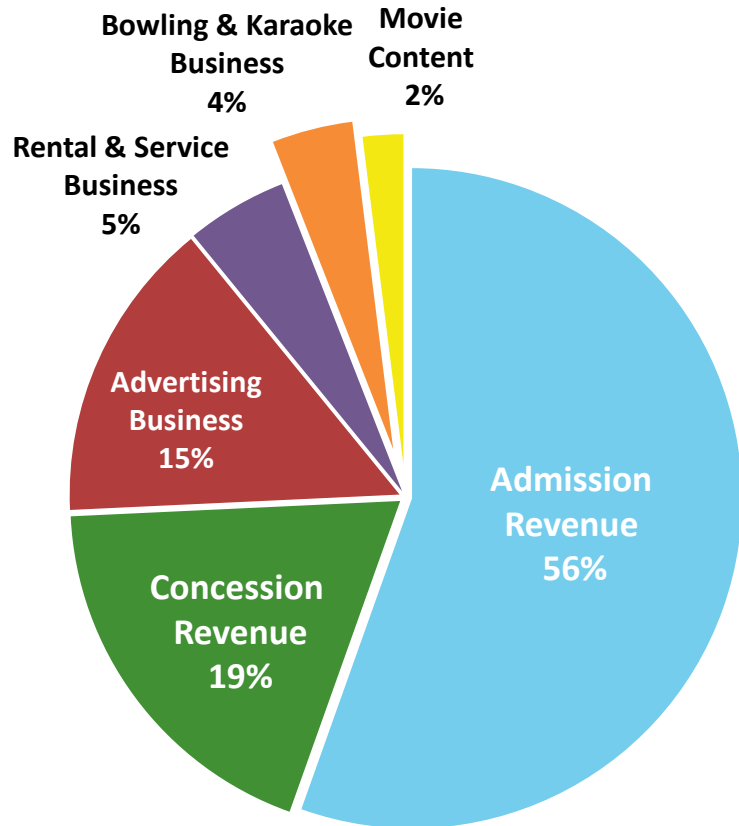
Bt. Million	9M16		9M17		Growth		
					Amt.	%	
Revenue	6,850	100%	7,114	100%	264	4%	
Gross Margin	2,569	38%	2,481	35%	(88)	(3%)	
EBITDA	2,215	32%	2,295	32%	80	4%	
EBIT	1,463	21%	1,481	21%	17	1%	
Net Profit	1,103	16%	1,119	16%	16	1%	

Revenue growth from Core business.

# 3Q17 QUARTERLY BRIEFING

## Revenue Breakdown by segment

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Major Group's Revenue Breakdown	9M17	Margin
<b>Cinema</b>	74%	29%
<i>Admission Revenue</i>	56%	15%
<i>Concession Revenue</i>	19%	67%
<b>Advertising Business</b>	15%	87%
<b>Bowling &amp; Karaoke Business</b>	4%	38%
<b>Rental &amp; Service Business</b>	5%	9%
<b>Movie Content</b> <i>(Content Provider &amp; Local Production)</i>	2%	(42%)
<b>Total Revenue</b>	100%	35%

# 3Q17 QUARTERLY BRIEFING

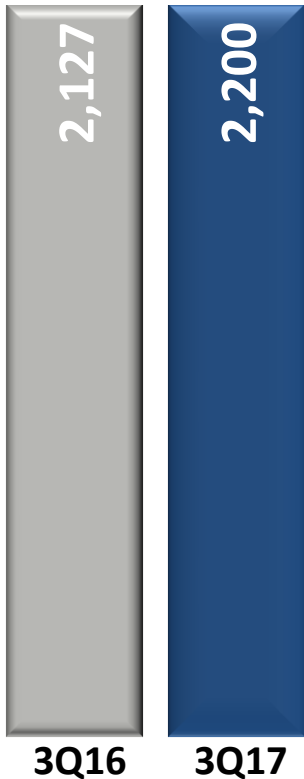
## Revenue Breakdown

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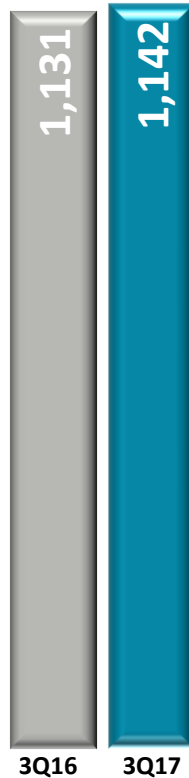
### Total Revenue

**+3%**  
(+75mb.)



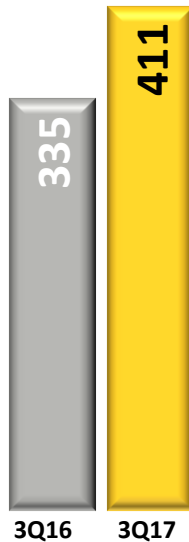
### Admission Revenue

**+1%**  
(+11mb.)



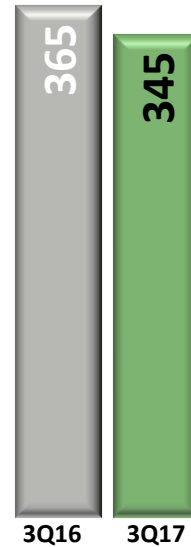
### Concession

**+23%**  
(+76mb.)



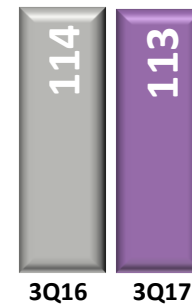
### Advertising

**(5%)**  
(19mb.)



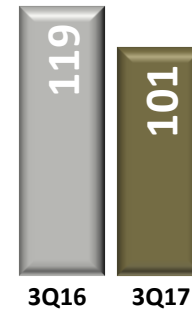
### Bowling group

**(1%)**  
(1mb.)



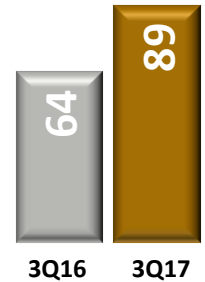
### Retails

**(15%)**  
(17mb.)



### Movie Content

**+40%**  
(+25mb.)



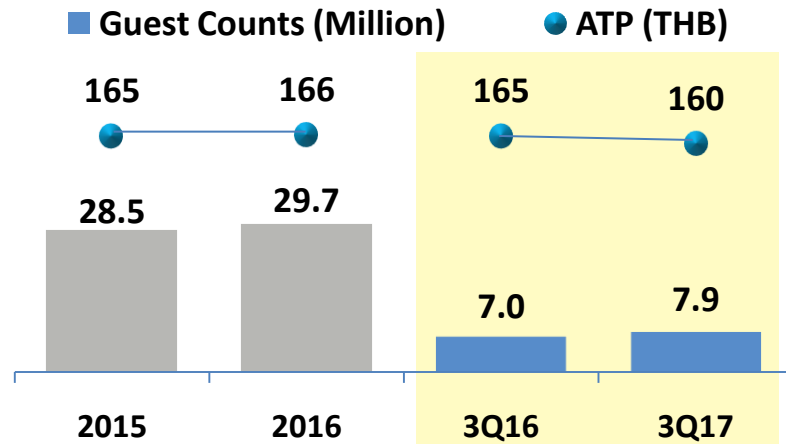
# 3Q17 QUARTERLY BRIEFING

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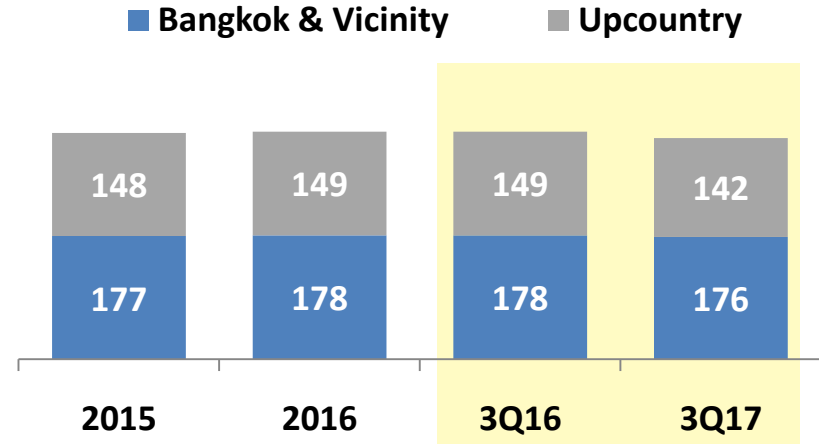


## Revenue : Admissions

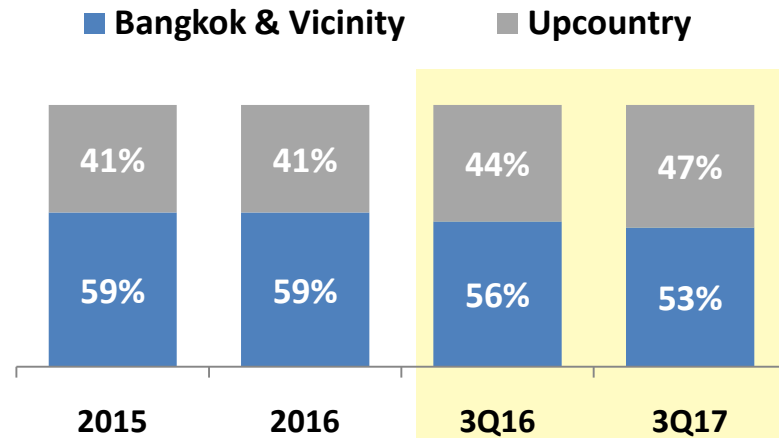
### ATP & Guest Counts



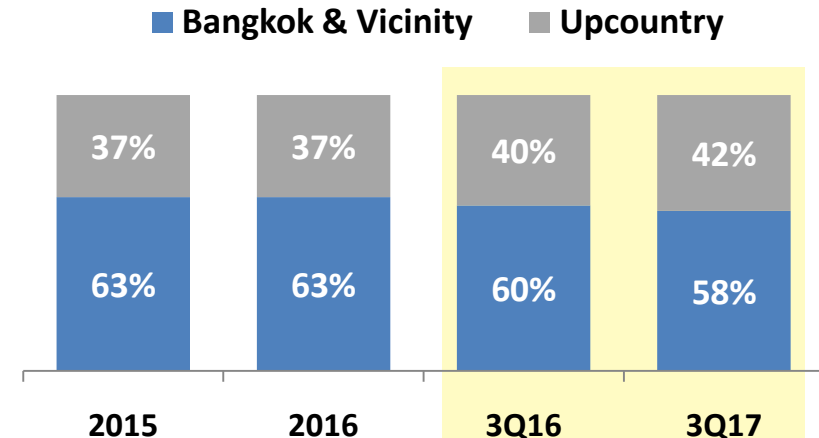
### ATP Breakdown (THB)



### Guest Counts Breakdown by Regional



### Box Office Breakdown by Regional





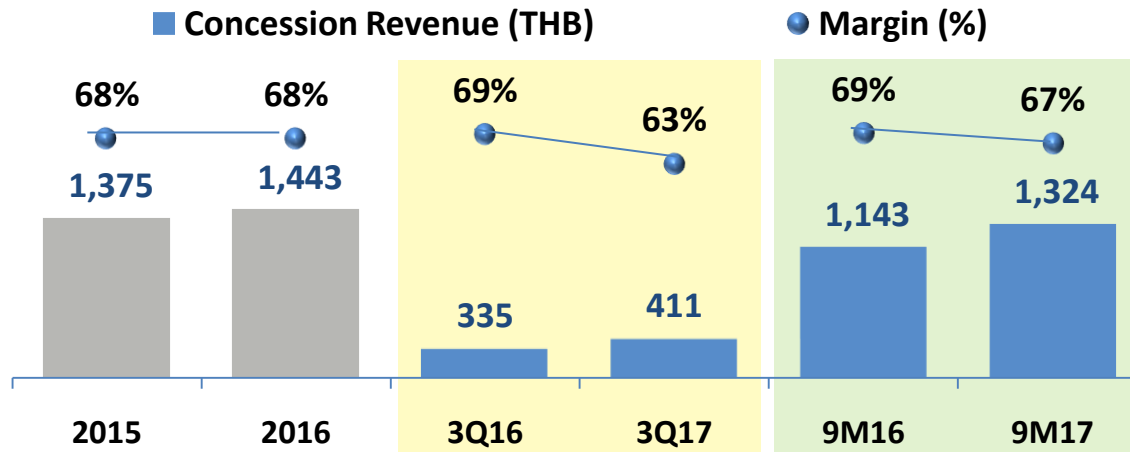
# 3Q17 QUARTERLY BRIEFING

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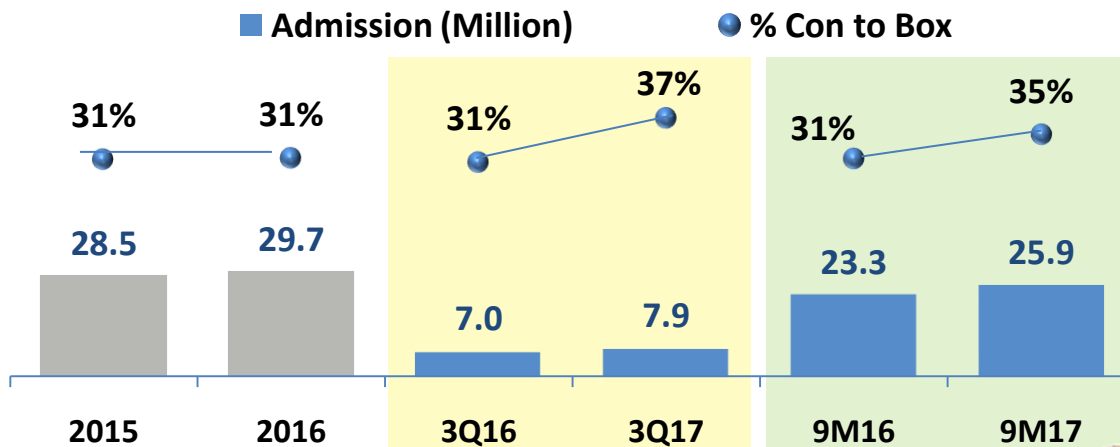


## Revenue : Concession

### Concession Revenue & Margin



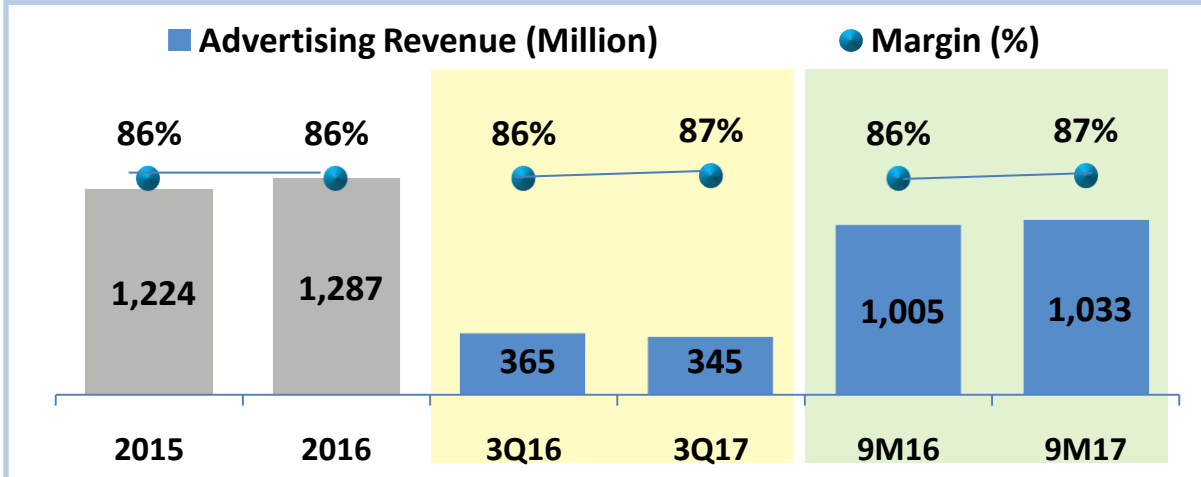
### % Con to Box Ratio



# 3Q17 QUARTERLY BRIEFING

## Revenue : Advertising

### Advertising Revenue



- Advertising revenue was temporary declined due to main sponsor reduce advertising budget.
- Consistence high margin.

### Suzuki Movie Marathon 2017



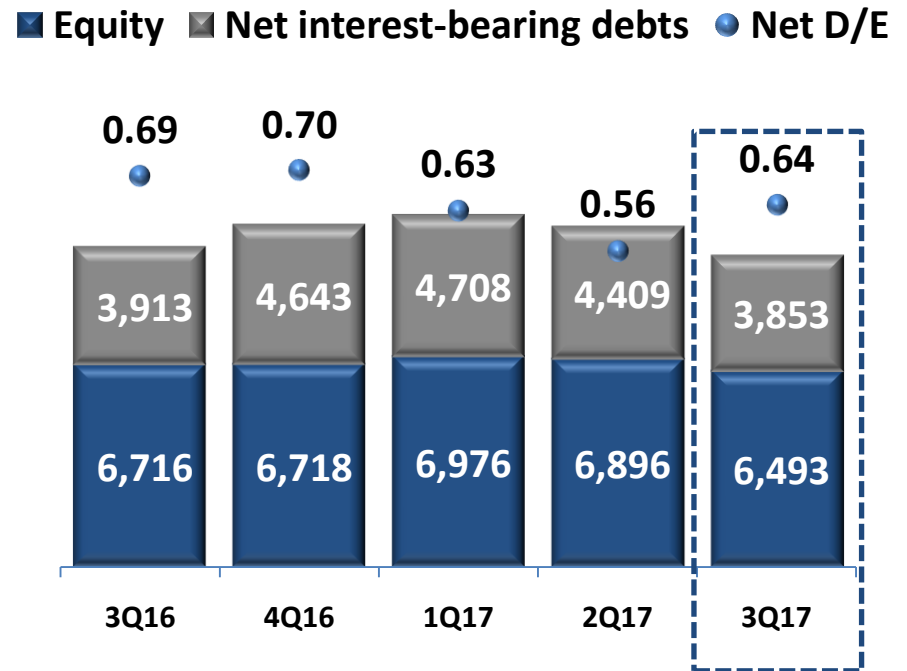
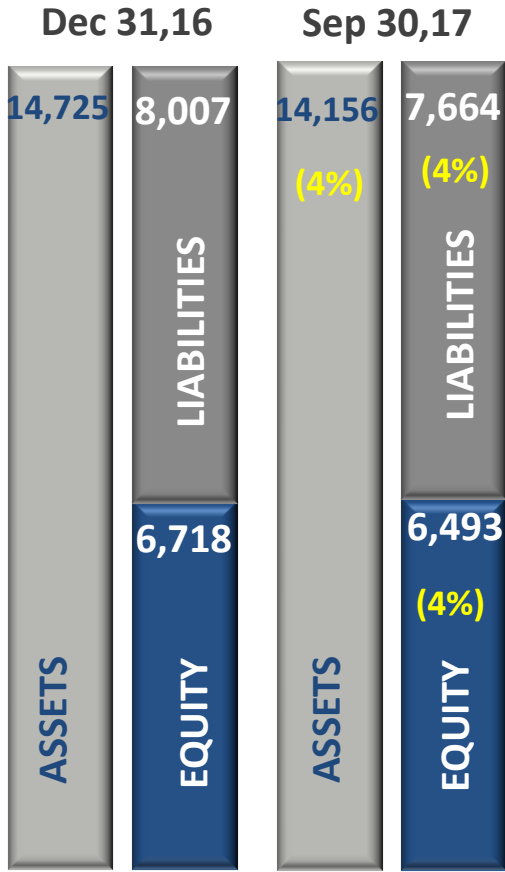
### Isuzu national anthems press conference



## Balance Sheet Snapshot

Bt.million	Dec 31,16	Sep 30, 17	%chg
Assets	14,725	14,156	(4%)
Liabilities	8,007	7,664	(4%)
Equity	6,718	6,493	(3%)

Net D/E ratio maintained at low level compare with Y2016 even though Major has continued expansion.



# 3Q17 QUARTERLY BRIEFING

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## Strategic investment and hidden profit

Closing price as on 30 September 2017

Bt.million

Investments	%Share	Cost per Share	Major's Cost	Market Value	Unrealized Gain (Loss)
Siam Future	25.27%	3.64	1,636	2,874	1,238
MJLF	33.00%	10.00	1,089	1,361	272
MPIC	92.46%	1.67	2,003	2,044	41
PVRL	0.62%	120.45	35	212	177
<b>Total</b>			<b>4,763</b>	<b>6,491</b>	<b>1,728</b>

### **Investment portfolio as of 30<sup>th</sup> September, 2017:**

- 25.27% 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.
- 0.62% 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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## 4Q17 Coming Highlight Movies

4Q17
Thor: Ragnarok
Justice League
Star War: The Last Jedi
Geostorm
Jumanji
Murder on the Orient Express
Only the Brave
Beyond Skyline
Olaf's Frozen Adventure
Coco
The Snowman
Pitch Perfect 3
Ferdinand
Blade Runner 2049
<u>Thai Movies</u>
Jazz the dog - Comedy
Pemika - Comedy/Horror
Realms - Thriller
Total 9 Thai Movies in 4Q17



\*Please note that release dates are subject to change. 14

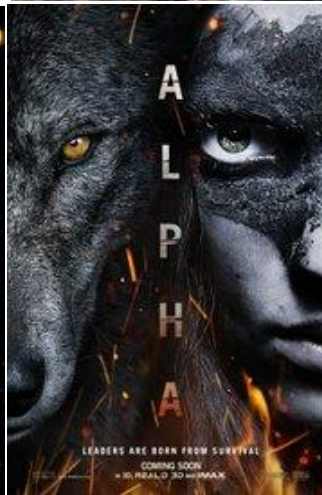
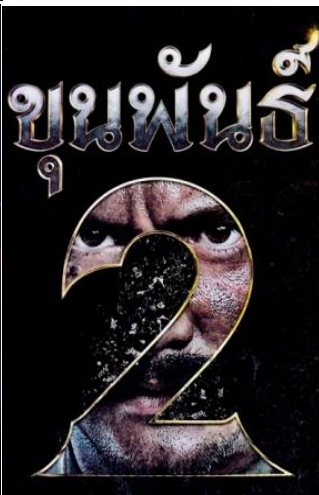
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## 1Q18 Coming Highlight Movies

1Q18
Pacific Rim: Uprising
Black Panther
Maze Runner
Tomb Raider
Insidious : Chapter 4
Fifty Shades Freed
Alpha
Cloverfield 2017
Samson
Red Sparrow
Ready Player One
Robin Hood: Origins
<u>Thai Movies</u>
9 Satra - Animation
Khun Pun 2 – Action
Tud Tu Goo Chart – Comedy
3 AM 100 Days – Horror
Sodemacom Killers – Comedy
Estimate 10 Thai Movies in 1Q18



\*Please note that release dates are subject to change. 15

# MOVIE LINE UP 2018

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2018 Coming Attraction with many blockbusters and sequel movies.

1Q18	Black Panther ★
	Pacific Rim: Uprising ★
	Tomb Raider ★
	Maze Runner ★
	Insidious : Chapter 4
Ready Player One	
2Q18	Jurassic World: Fallen ★
	Avengers: Infinity War ★
	X-Men: The New Mutants ★
	Deadpool 2 ★
	Star Wars: Han Solo ★
3Q18	Ant-Man and the Wasp ★
	Mission Impossible 6 ★
	The Predator ★
	The Equalizer 2 ★
	The Purge 4
4Q18	Jungle Book 2 ★
	X-Men: Dark Phoenix ★
	Venom (Animated Spider Man) ★
	Aquaman ★
	Fantastic Beast 2 ★
	Bumblebee ★





# EXPANSION PLAN

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**MAJOR currently operated 702 screens nationwide and CLMV.**

**Screen Opening in 2017 (Tentative) – 16 Locations in upcountry, 2 locations in Bangkok & Vicinity and 2 locations in CLMV.**

No.	Location	Screens	Location	BKK& Vicinity	UPC	Inter	Opening Date
1	Lotus Nakornpathom (Opened 6 Apr)	2	114	✓			<b>2Q17 (11 Screens)</b>
2	Robinson Phetchaburi (Opened 19 May)	5	115		✓		
-	BluO Vientiane Center (Laos) - 8 Bowling Lanes (Opened 5 May)						
3	Big C Korat 2 (Opened 8 Jun)	4	116		✓		
4	Big C Pathumthani (Opened 7 Jul)	5	116	✓			<b>2H17 (39 Screens)</b>
5	Lotus Sukhothai (Opened 1 Sep)	1	117		✓		
6	Lotus Yasotorn (Opened 8 Sep)	2	118		✓		
7	Big C Ubon Ratchathani (Opened 22 Sep)	1	119		✓		
8	Big C Udonthani (Opened 24 Sep)	1	120		✓		
9	Lotus Phitsanulok (Opened 29 Sep)	3	121		✓		
10	Big C Dan Khun Thot (Nakhonratchasima)	1	122		✓		
11	Big C Tah Ta Ko	1	123		✓		
12	Big C Wang Nam Yen	1	124		✓		
13	Big C Suvarnabhumi	1	125		✓		
14	Robinson Kamphaeng Phet	4	126		✓		
15	Sahathai Nakhonsithammarat	3	127		✓		
16	Tops Phichit	3	128		✓		
17	Big C Vichenburi	1	129		✓		
18	Lotus Phichit	2	130		✓		
19	Sorya Phnom Penh	6	131			✓	
20	Platinum Siem Reap	3	132			✓	

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