

LIFESTYLE
entertainment

Quarterly Briefing

3Q11

MAJOR CINEPLEX GROUP PLC.



Paragon Cineplex, Siam Paragon
Nov 14, 2011

The Bottom Line

3Q11 Financial Review

Review of Revenue, Net profit
B/S snapshot

Growth Potentials

Flood effect

The Bottom Line

Slightly better net profit from 3Q10

- Strong film line-up drives core business
- Higher film hire due to Block Buster Movies



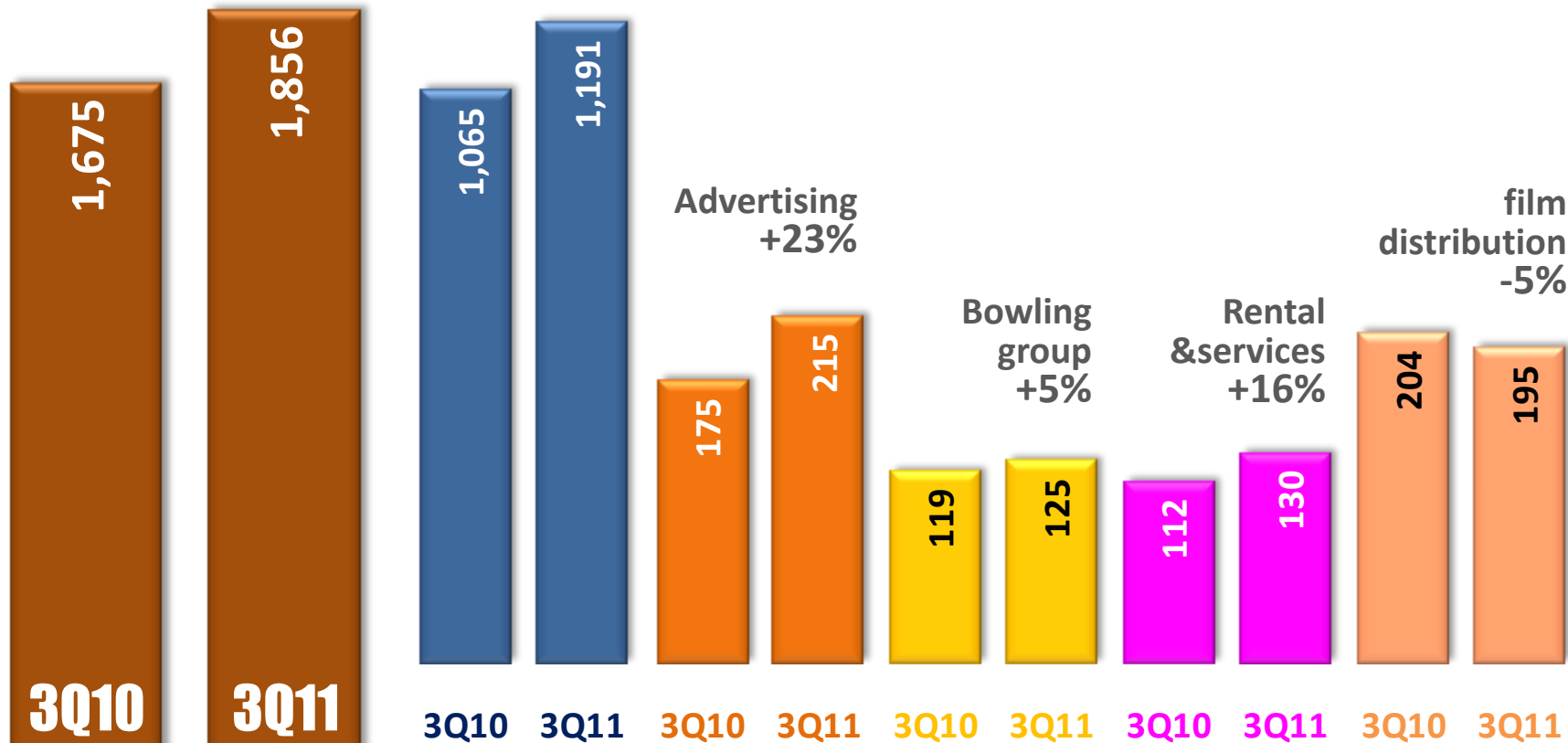
3Q11 Financial Review

Bt.million
Revenues
+11%

Cinema
group
+12%
SSSG
+6%

Healthy revenue growth sustained

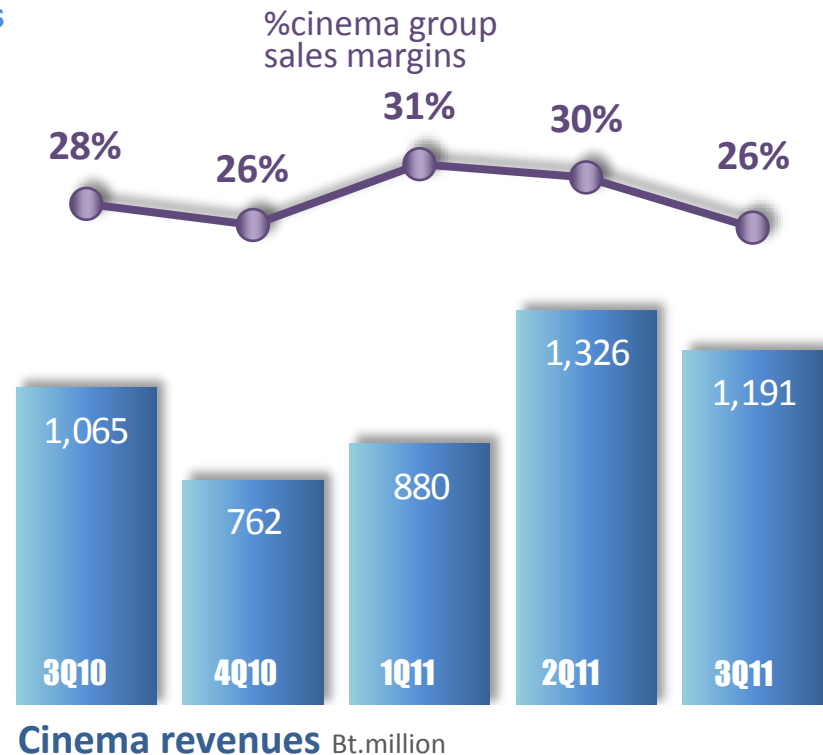
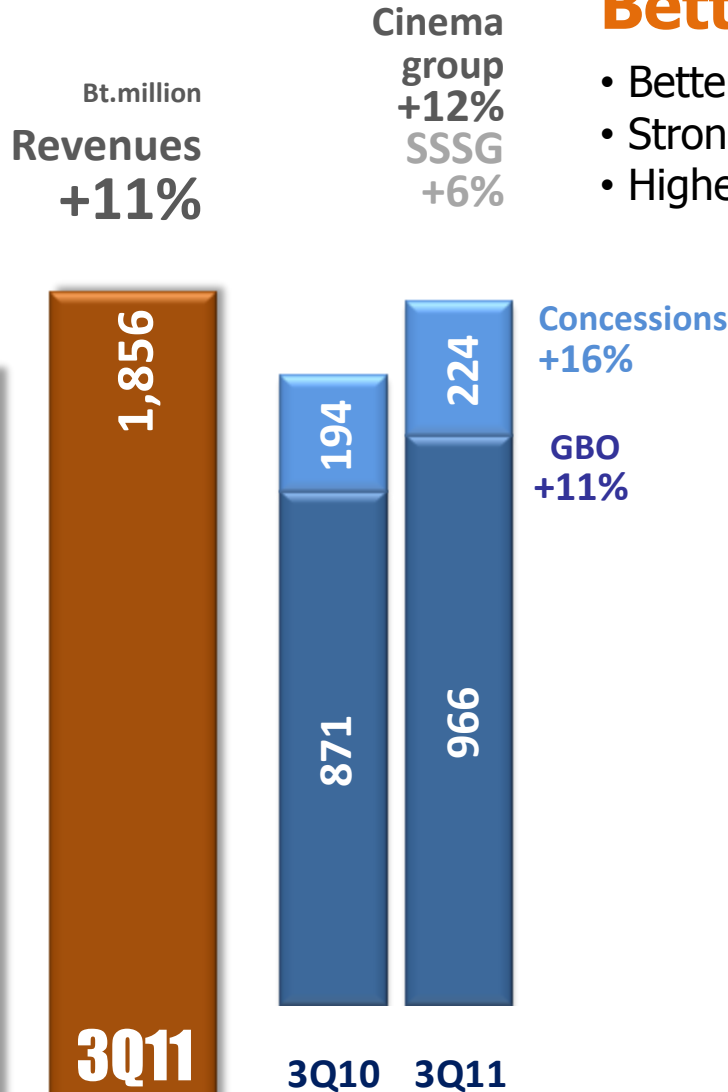
- Strong line-up i.e. Transformer3, HP7.2 and Naresuan4
- More digital projectors driving ATP
- Also contribution from Advertising and Rental & Services



3Q11 Financial Review : Cinema

Better revenue than 3Q10

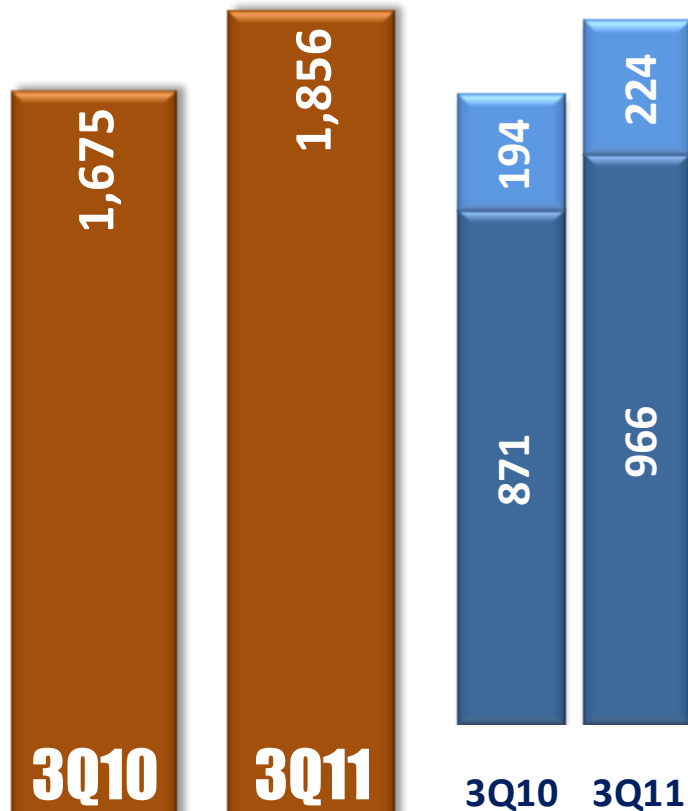
- Better ATP from increasing digital projectors
- Strong line-up i.e. Transformer3, HP7.2 and Naresuan4
- Higher film hire reflects to lower margin



3Q11 Financial Review : Cinema (Con't)

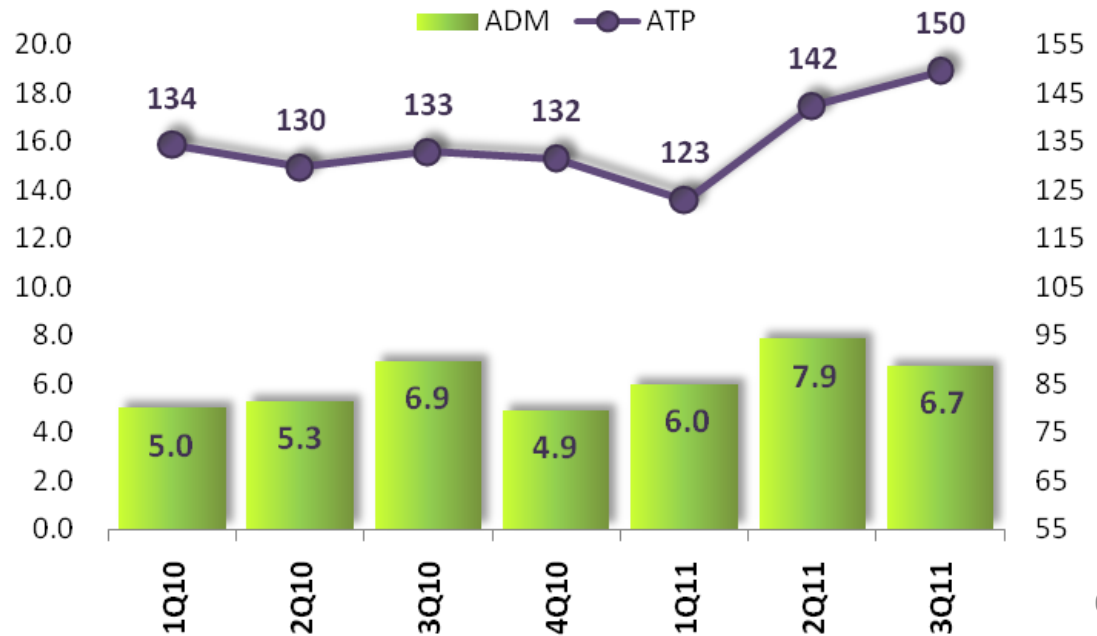
Bt.million
Revenues
+11%

Cinema
group
+12%
SSSG
+6%



Better revenue than 3Q10

- **Better ATP** from increasing digital projectors
- Strong line-up i.e. Transformer3, HP7.2 and Naresuan4
- Higher film hire reflects to lower margin



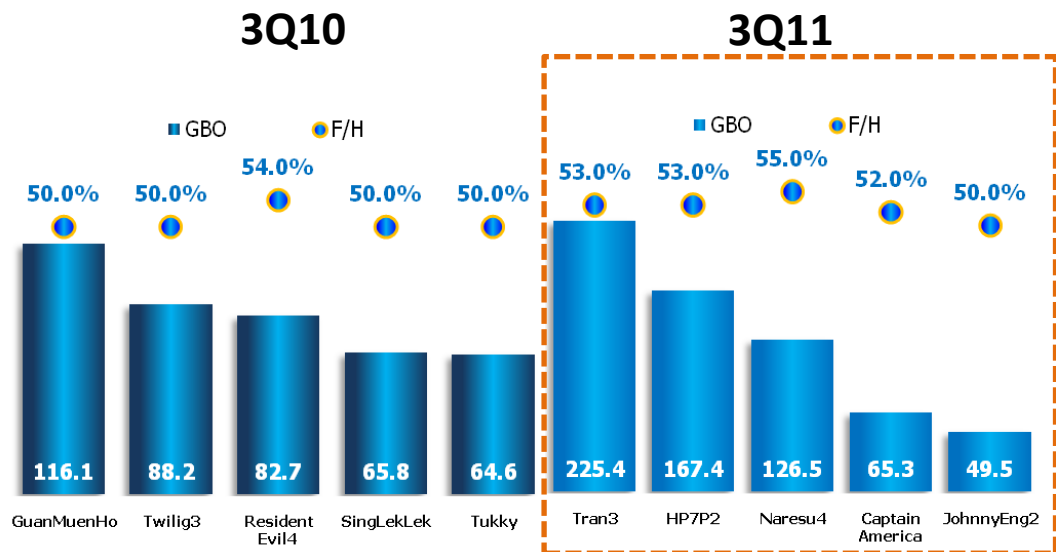
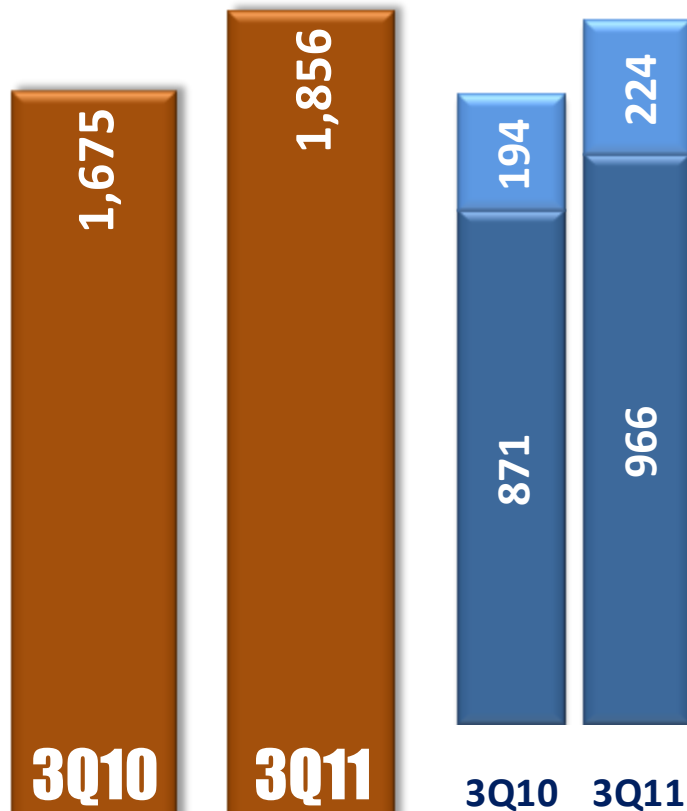
3Q11 Financial Review : Cinema (Con't)

Bt.million
Revenues
+11%

Cinema
group
+12%
SSSG
+6%

Better revenue than 3Q10

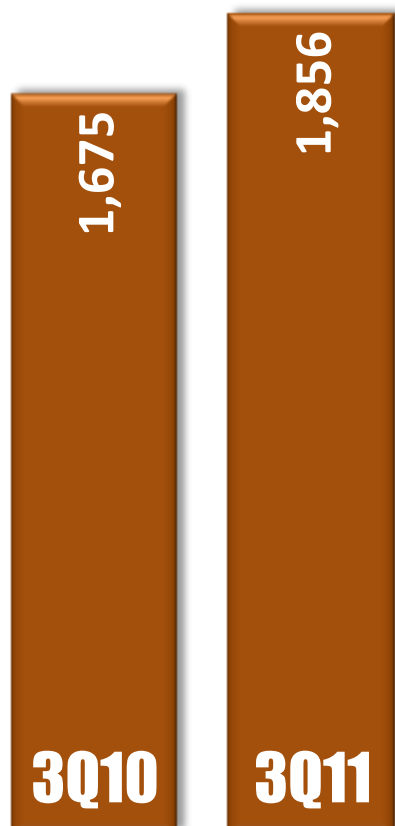
- Better ATP from increasing digital projectors
- Strong line-up i.e. Transformer3, HP7.2 and Naresuan4
- **Higher film hire reflects to lower margin**



Cinema revenues Bt.million

3Q11 Financial Review : Advertising

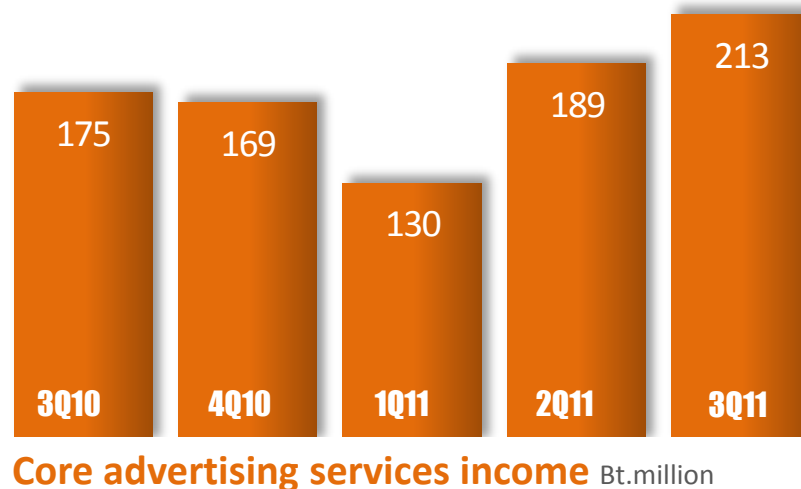
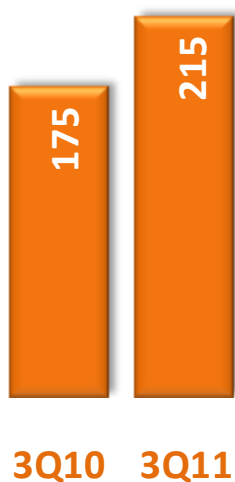
Bt.million
Revenues
+11%



Continuous growth in Advertising

- Automotive bounced back from Tsunami

Advertising
+23%

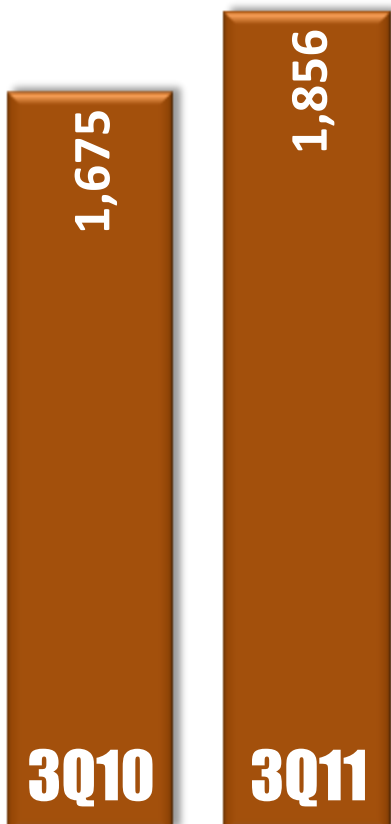


3Q11 Financial Review : Bowling

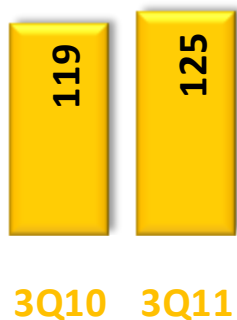
Continuous growth in Bowling Business

- Corporate Activities & Tournament drive business
- Stronger in both revenue and margin

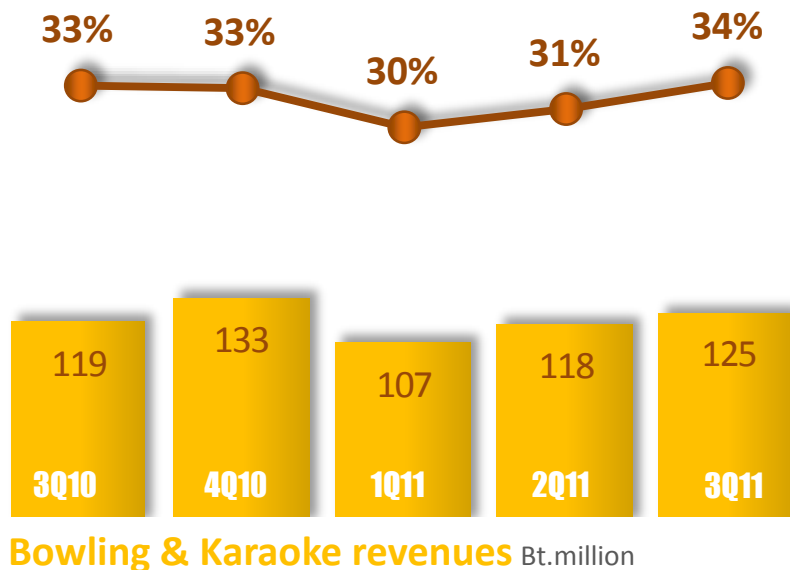
Bt.million
Revenues
+11%



Bowling
group
+5%



%bowling group
sales margins

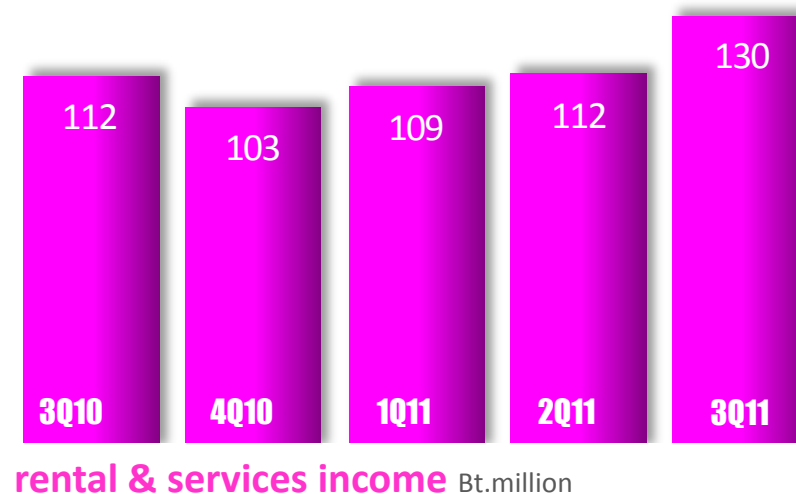
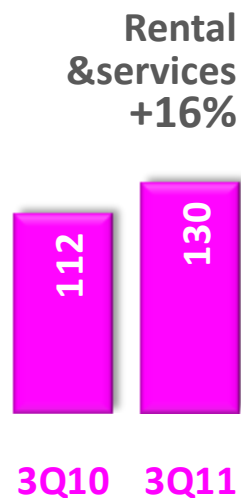
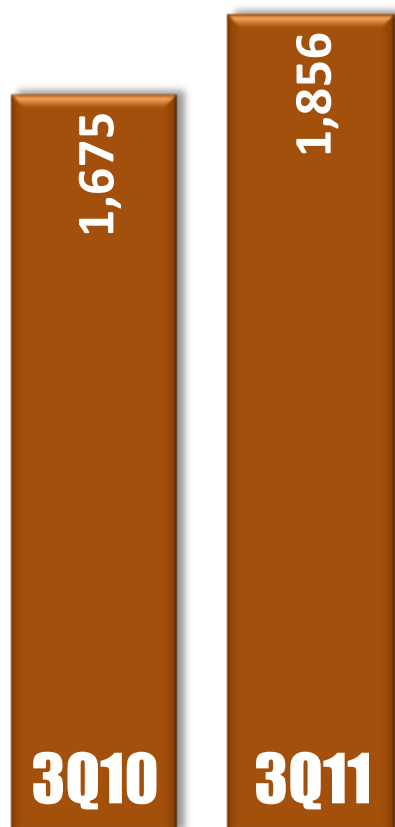


Bowling & Karaoke revenues Bt.million

3Q11 Financial Review : Rental & Service

Bt.million
Revenues
+11%

Full occupancy in Metropolis drove up revenue

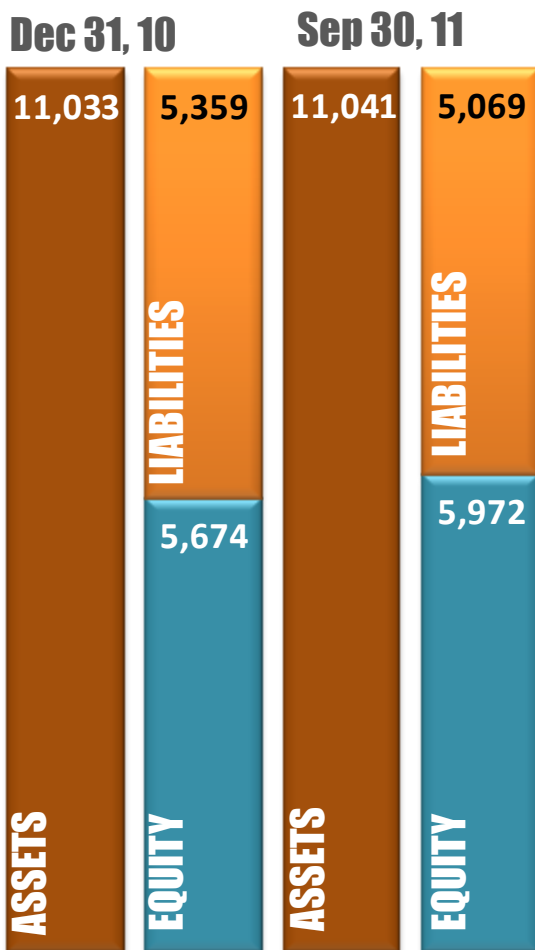


B/S Snapshot

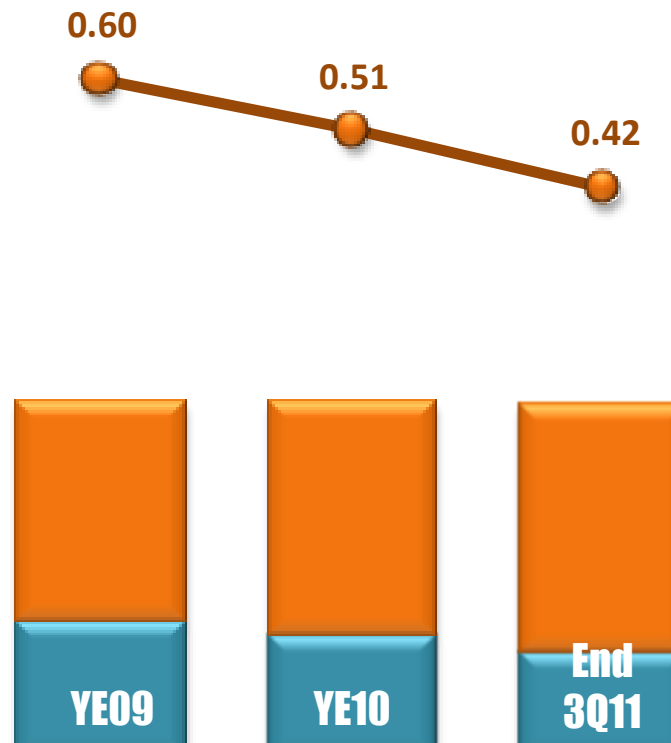
Bt.million	Dec 31, 10	Sep 30, 11	%chg
Assets	11,033	11,041	0%
Liabilities	5,359	5,069	-5%
Equity	5,674	5,972	5%

Liabilities decreased comparing 3Q11 vs. YE10

- Debts repaid



Net interest-bearing debts Equity Net D/E



Investments Portfolio vs. Interest-bearing debts

Sep30, 11

		Bt.million
Investments	%Shareholding	Market value*
MJLF	33.0%	1,165
Siam Future	24.5%	1,559
MPIC	66.1%	627
PVRL	9.4%	231
Total		3,582

*Closing price on Nov 7,2011

11,041

5,069

LIABILITIES

5,972

ASSETS

EQUITY

	Bt.million
Interest-bearing debts	3Q11
Bank OD & ST loans	569
CP of LT borrowings	46
LT borrowings	193
Debentures	2,300
Total	3,108

As of 3Q11

- **Investment portfolio** as of 30th Sep 11:

- 66% in **M Pictures Entertainment Plc.** (MPIC)
- 24% in **Siam Future Development Plc.** (SF)
- 33% in **Major Cineplex Lifestyle Leasehold Property Fund** (MJLF)
- 40% in **ThaiTicketMajor Co., Ltd.**
- 45% in **Major Kantana Broadcasting Co., Ltd.**
- 9.4% in **PVR Limited** (PVRL)
- 49% in **PVR blu-O Entertainment Limited**

LIFESTYLE
entertainment

Quarterly Briefing

3Q11

GROWTH POTENTIALS



GROWTH POTENTIALS

FY11 Strategic Focus

LIFESTYLE
entertainment



- More focus on existing assets given solid film line-up
- Driving same store growth for higher revenue
 - Increase cinema occupancy
 - Improve ticketing convenience
 - Customer-oriented thru m-Gen
- Concentrate more on Digital & 3D films to increase ATP
- Further inroad into India while exploring other international markets

GROWTH POTENTIALS

FY11 Films line-up

LIFESTYLE
entertainment



		3Q11		4Q11			
Jun	Jul	Aug	Sep	Oct	Nov	Dec	
							ส.ค.ส. สวีทตี้(M39) Real Steel The Advantures of TINTIN (3D) ★ Sherlock Holmes 2 Mission: Impossible: Ghost Protocol Immortals ★ The Twilight Saga: Breaking Dawn: Part 1 Puss in boots Drive มิติใหม่ส์ Racing Love 30 กำลังแจ๋ว(M39) In Time Top Secret ภัยซ่อนพินล้าน Spy Kids 4: All The Time In The World (3D) 30+ โสด ON SALE Smurf's (3D) Love Summer รักตะลอน ออนเดอะบีช Cars 2 (3D) Abduction ★ Johnny English Reborn ราโซมอน อุโมงค์ผาเมือง Colombiana Final Destination 5 ★ King Naresuan 4 ตีกันนทพเรง Rise of the Planet of the Apes Captain America: The First Avenger พุ่มพวง ดวงจันทร์ ★ Harry Potter & the Deathly Hallows: Part 2 Transformers: Dark of the Moon

Selected films only,subject to change

GROWTH POTENTIALS

FY12 Films line-up

LIFESTYLE
entertainment



1Q12			2Q12			3Q12			4Q12		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											Django Unchained
											Life of Pi
											Monster Inc. 2
											World War Z
											Rise of the Guardians
											The Twilight Saga: Breaking Dawn Part II
											James Bond 23
											Halloween 3D
											The Big Wedding
											Kill Bin Laden
											The Texas Chainsaw Massacre 3D
											Savages
											Dredd
											Resident Evil: Retribution
											The Expendables 2
											Brave
											Total Recall
											The Bourne Legacy
											The Dark Knight Rises
											Ice Age: Continental Drift
											The Amazing Spider-Man
											G.I. Joe: Retaliation
											Jack the Giant Killer
											Madagascar 3
											Men in Black III
											Dark Shadows
											The Avengers
											รักเหล็กล้น (M39)
											Battleship
											King Naresuan 5 ยุทธหัตถ์
											Titanic (3D)
											Crash of the Titans(3D)
											7th anniversary GTH
											Hugo Cabret (3D)
											Ghost rider : Spirit of Vengeance
											Star Wars : Episode I - The Phantom Menace (3D)
											วาเลนไทน์ สวิทช์(M39)
											Safe House
											Underworld: Awakening Red Tails Haywire
											Contraband
											ปล้นนระยะ 2

Selected films only,subject to change

GROWTH POTENTIALS

Capacities

LIFESTYLE
entertainment

As of Nov 2011



	FY10	FY11	FY12
Screens	361	25	46
BKK & Vicinity	252	Paradise Park Additional screens 2	IKEA 16 Bangkae 10 TBA 5
Provincial	109	Chiang-rai 5 Pitsanuloke 5 Chantaburi 5 Ubonratchathani 2 Additional screens Khonkaen 5 Bangna 1 Additional screens	TBA 15
Lanes	504	26	196
BKK & Vicinity	386		IKEA 24 Bangkae 16
Provincial	94		
International	24	Vasant Kunj 26	Bangalore 60 Pune 36 Mumbai 12 Chandigarh 26 Raja Garden 22

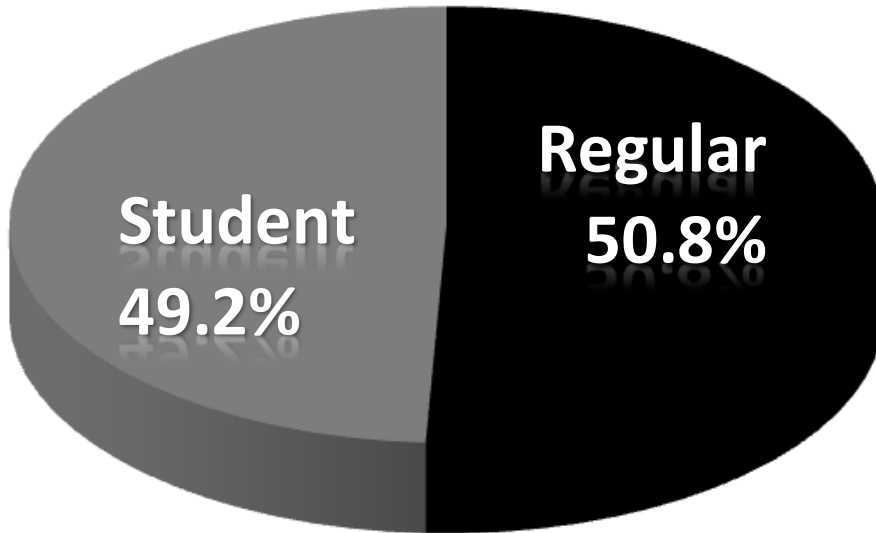
GROWTH POTENTIALS

M Generation

LIFESTYLE
entertainment



Ratio M Gen Card : Regular & Student



Total 1,042,274 members

- Loyalty card to customers
- Customer insights & Direct marketing channel for MAJOR to drive same-store growth

46.3
Bt.million

As of
Nov 8th 11

GROWTH POTENTIALS

PVR blu-O

LIFESTYLE
entertainment



Roll out Plan for next 3 years

Sl. No	Particulars (Rs million)	Lanes	Handover Date	Opening Date	Total Project Cost	Already Incurred	Balance Project Cost
1	Ambience Mall, Vasant Kunj	26	Jul-10	Sep-11	156	109	48
2	Orion Mall, Bangalore	28	Jul-11	Jan-12	173	3	170
3	Plaza Center, Pune	20	Jul-11	Jun-12	120	2	117
4	Bannergutta, Bangalore	16	Oct-11	Jun-12	118	-	118
5	Mkt City. Kurla, Mumbai	12	Nov-11	Jun-12	155	-	155
6	Mkt City, Pune	16	Aug-11	Apr-12	135	-	135
7	Market City, Bangalore	16	Sep-11	May-12	130	-	130
8	Raja Garden	22	Nov-11	Jul-12	144	-	144
9	L&T Mall, Chandigarh	26	Jan-12	Sep-12	169	-	169
10	Bharti Group, Ludhiana	16	Jul-12	Feb-13	113	-	113
11	Logix Group, Noida	26	Feb-13	Aug-13	187	-	187
Total		224			1,598	114	1,484

GROWTH POTENTIALS

PVR blu-O : 1Q12

LIFESTYLE
entertainment



> Bangalore

> Pune



Orion Mall



Plaza Center

GROWTH POTENTIALS

PVR blu-O : 2Q12

LIFESTYLE
entertainment



> Pune



Market City

GROWTH POTENTIALS

PVR blu-O : 2Q12

LIFESTYLE
entertainment



> Bangalore



Mkt City, Whitefield



Banerghatta

GROWTH POTENTIALS

PVR blu-O : 3Q12

LIFESTYLE
entertainment



> Mumbai



Kurla

> Chandigarh



L&T Mall

LIFESTYLE

entertainment

FLOOD EFFECT



FLOOD EFFECT

LIFESTYLE
entertainment



No.	Branch Name	Closed date	Re-open date	Total Screens	Total Seats	Total Bowling
1	Nakornsawan	12-Oct-11	Open (18-Oct-11)	5	1,138	12
2	Big-C Ayutthaya	15-Oct-11	Open (1-Nov-11)	4	1,300	10
3	Lotus Navanakorn	19-Oct-11	-	4	1,200	
4	Big-C Navanakorn	19-Oct-11	-	3	600	
5	Rungsit	19-Oct-11	-	16	3,100	26
6	Future Park Rungsit	19-Oct-11	-	10	1,700	
7	Big-C Thanyaburi	26-Oct-11	-	4	1,100	
8	Central Pinklao	26-Oct-11	Open (13-Nov-11)	11	1,900	
9	Pinklao	27-Oct-11	Open (12-Nov-11)	13	4,000	18
10	Lotus Salaya	28-Oct-11	-	5	1,200	
11	Changwattana	31-Oct-11	Open (12-Nov-11)	16	4,200	14
12	Big-C Petchakasem	2-Nov-11	-	6	1,700	12
13	Ratchayothin	3-Nov-11	-	15	3,300	38
14	Fashion Island	4-Nov-11	-	11	2,400	16
			Total	123	28,838	146

FLOOD EFFECT



Lotus Salaya

Major Rangsit

LIFESTYLE
entertainment

Quarterly Briefing

3Q11

MAJOR CINEPLEX GROUP PLC.



Thank You