

LIFESTYLE
entertainment

YEARLY Briefing

FY11

MAJOR CINEPLEX GROUP PLC.



Paragon Cineplex, Siam Paragon
Feb 17, 2012

The Bottom Line

FY11 Financial Review

Review of Revenue, Net profit
B/S snapshot

Growth Potentials

The Bottom Line

Bt.million

Net profit

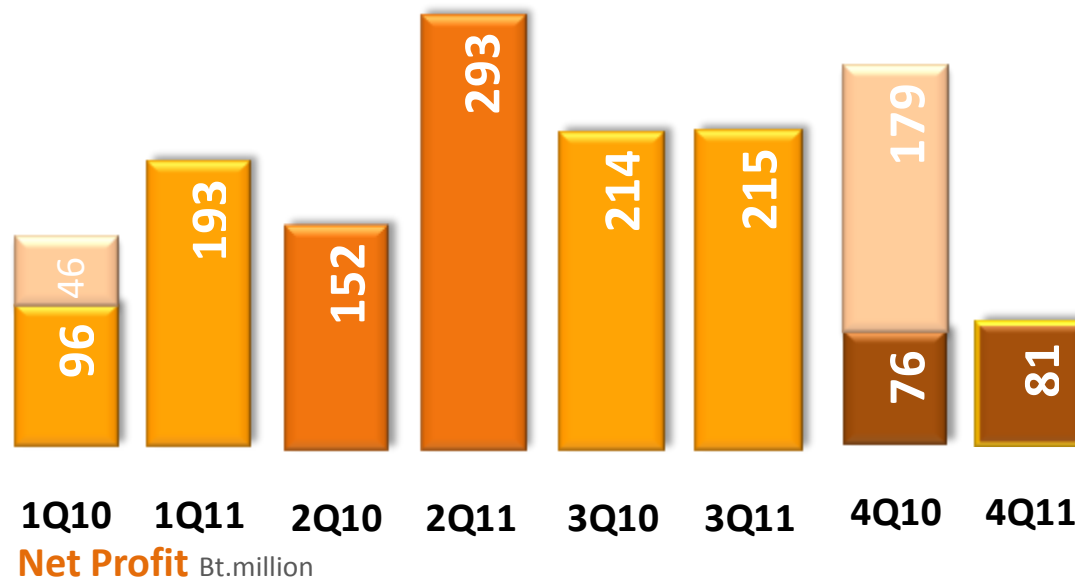
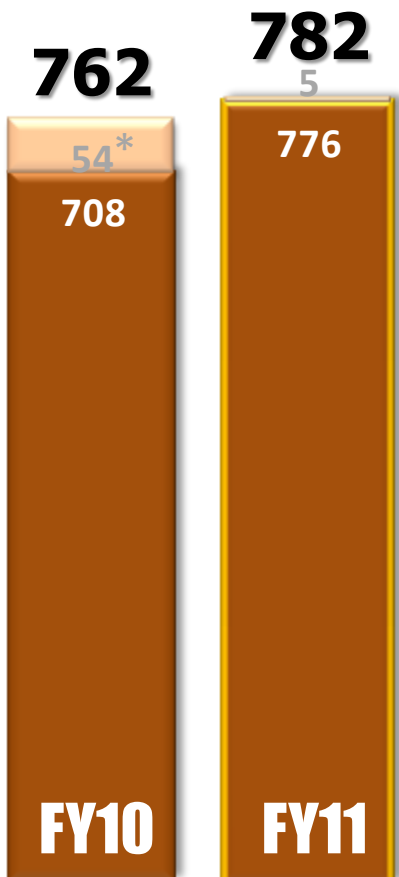
+3%

Net core profit

+10%

Healthier profit from the core business

- 10% net core profit growth YoY
- Accelerating growth in profitability
- Still grew up in 4Q11 despite flood impact



*Gain from Financial lease

FY11 Financial Review

Positive momentum from key business

- 14% revenue growth YoY
- Dynamic growth though impeded by flood in 4Q11
- Cinema, Advertising and Rental gear the business forward

Bt.million
Core Revenues
+14%

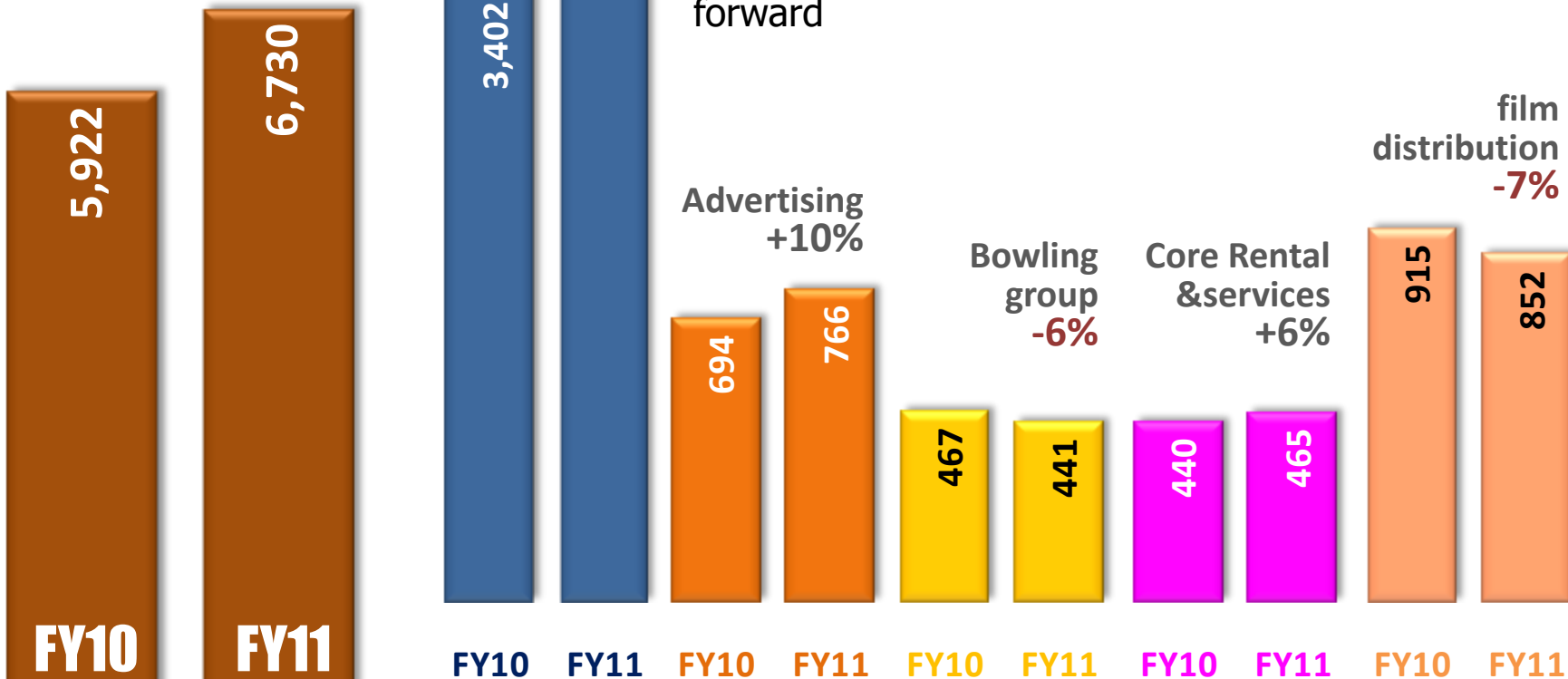
Cinema
group
+24%

film
distribution
-7%

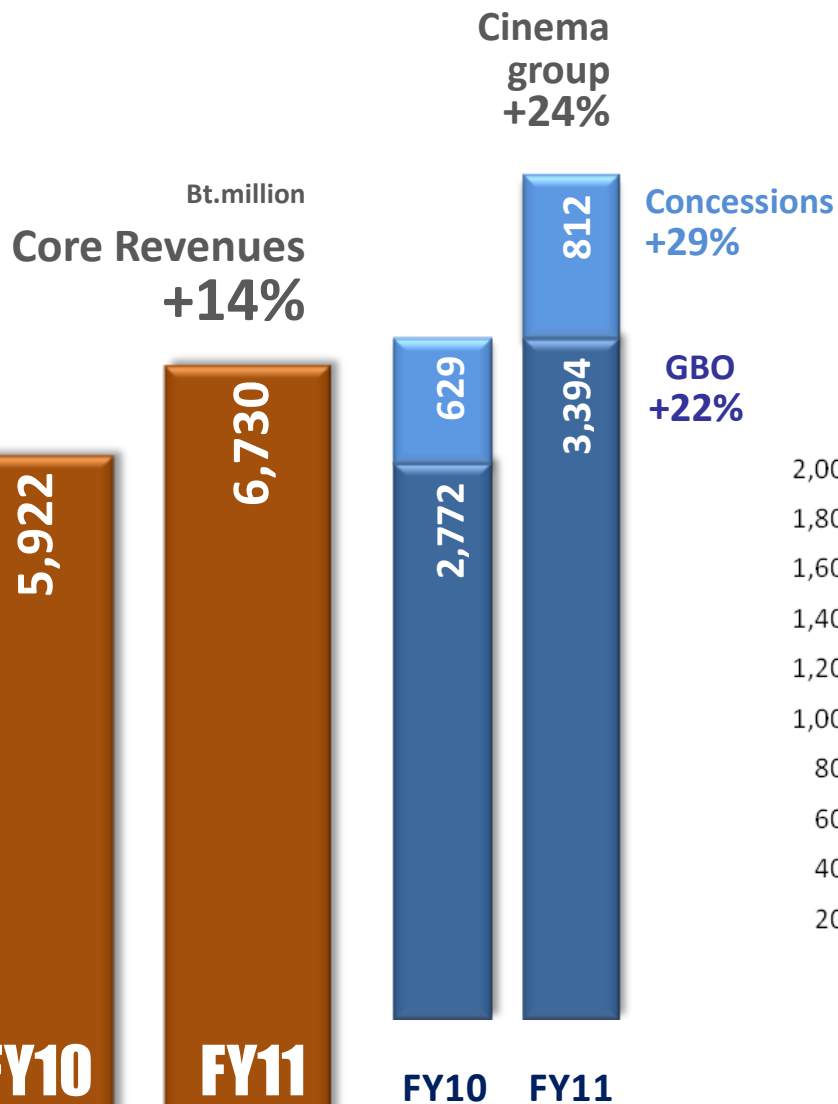
Advertising
+10%

Bowling
group
-6%

Core Rental
& services
+6%

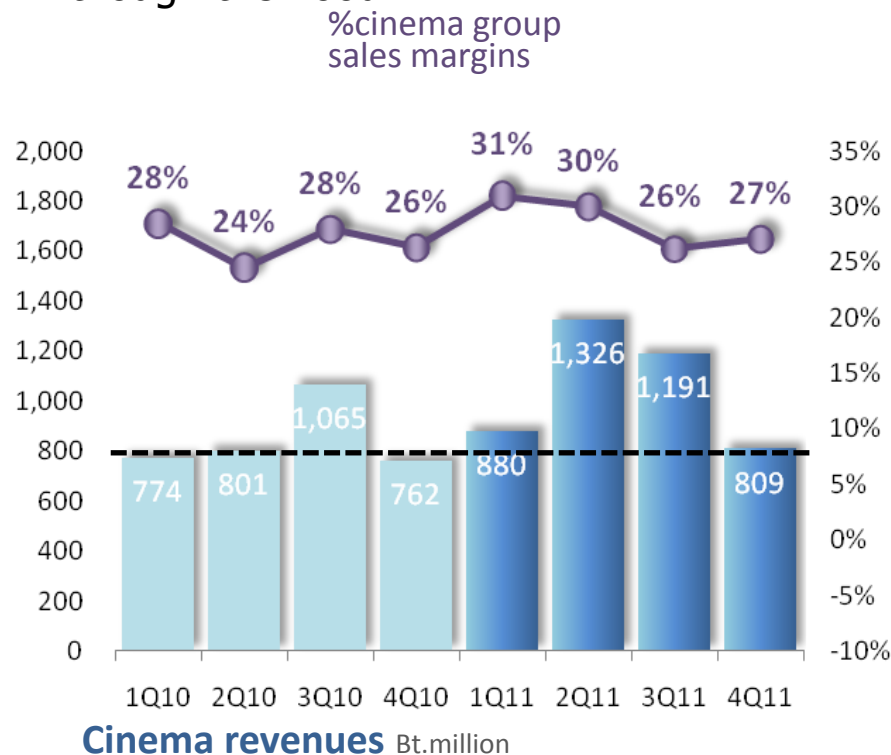


FY11 Financial Review : Cinema

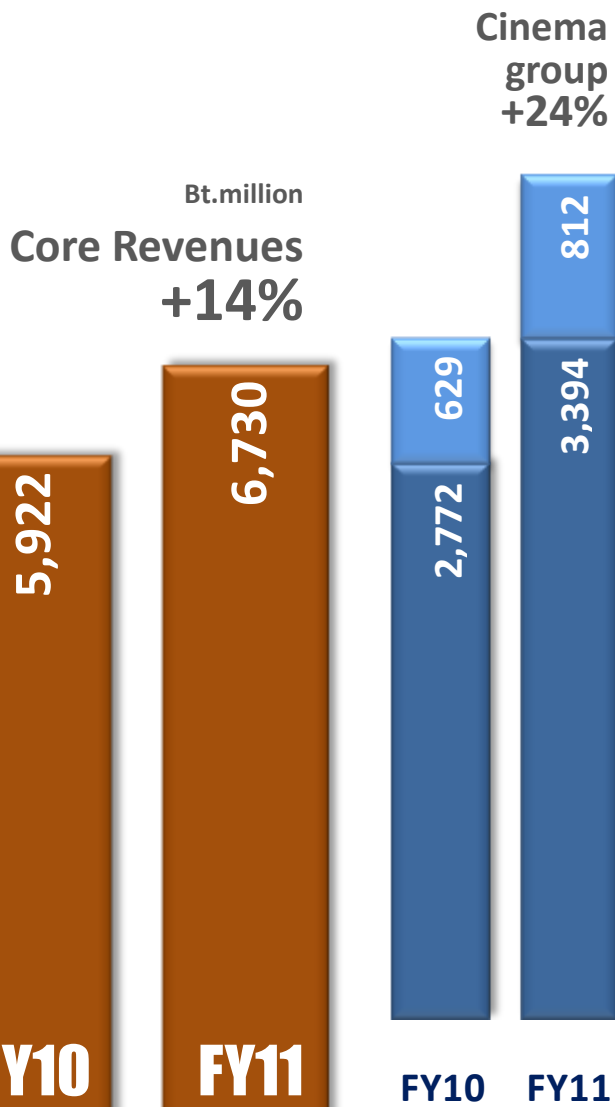


Hugh Revenue Growth

- Healthier revenue from QoQ and YoY
- Set up new height in Cinema Standard
- Crisis Management secured a growth in 4Q11 though the flood

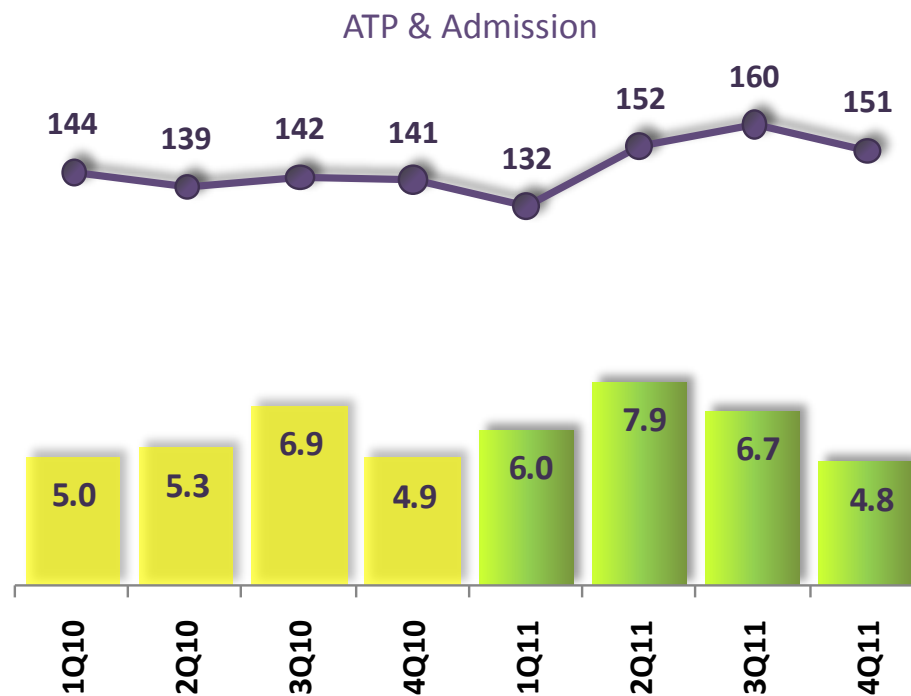


FY11 Financial Review : Cinema (Con't)



Driving toward best-in-class

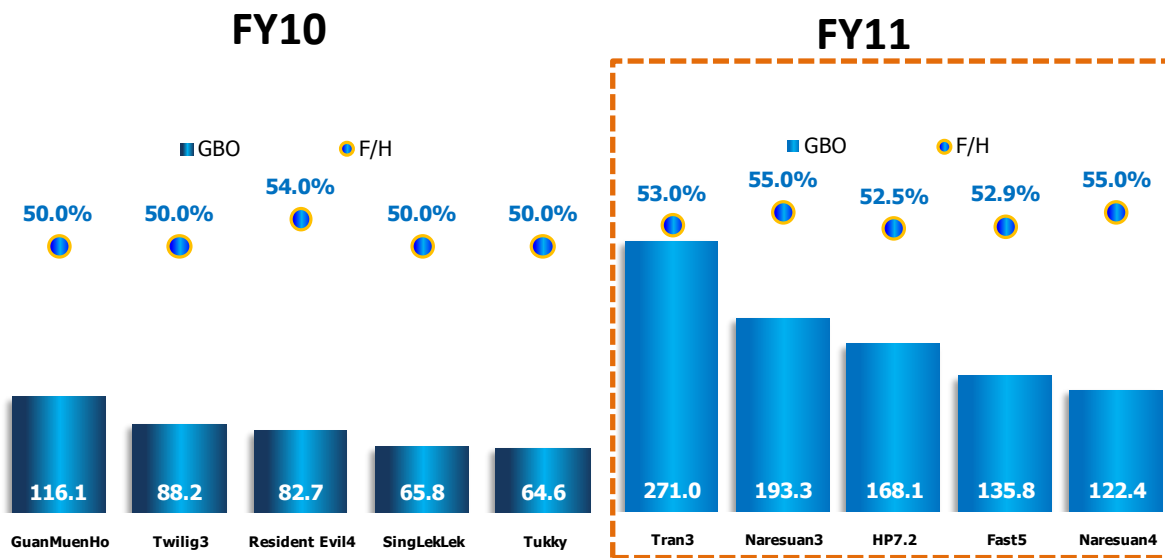
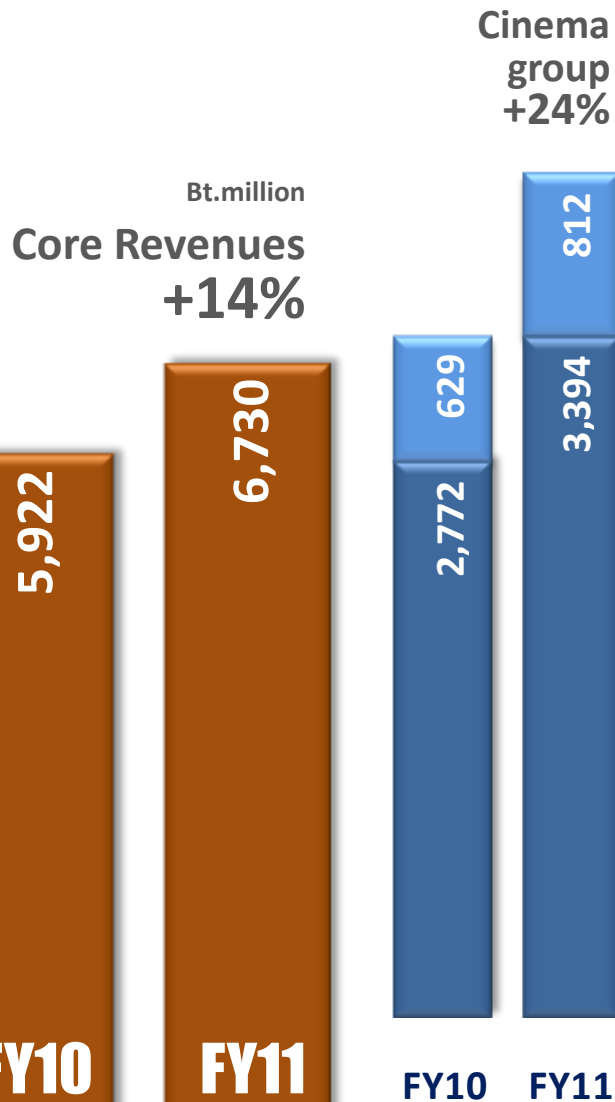
- ATP and Admission growth drive business
- Digital Cinema strengthen up ATP



FY11 Financial Review : Cinema (Con't)

Strength in Core Products

- Strong line-up i.e. Transformer3, HP7.2 and Naresuan4



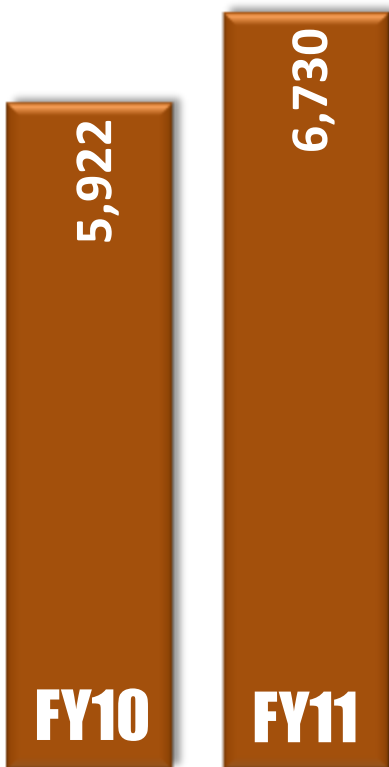
Cinema revenues Bt.million

FY11 Financial Review : Advertising

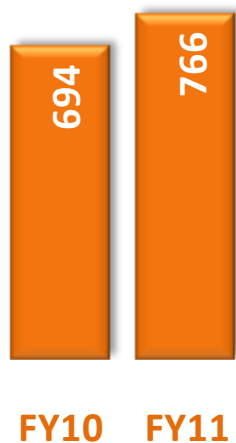
Continuous growth in Advertising

- Increase in both Core Ads and Mpic
- Better performance despite difficult environment
(2Q11: Tsunami in Japan, 4Q11: Flood)

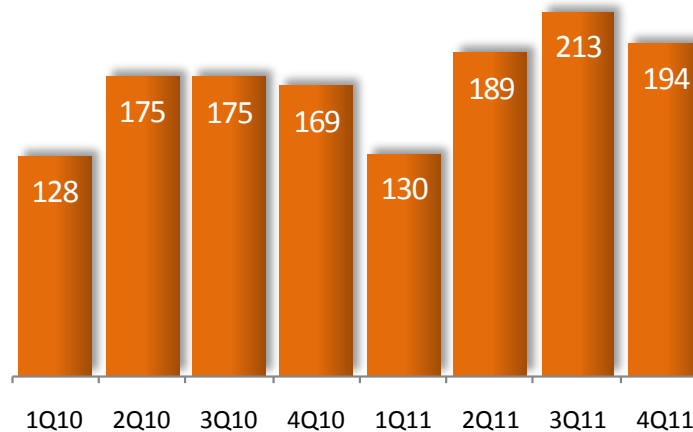
Bt.million
Core Revenues
+14%



Advertising
+10%



Core Advertising +12% YoY



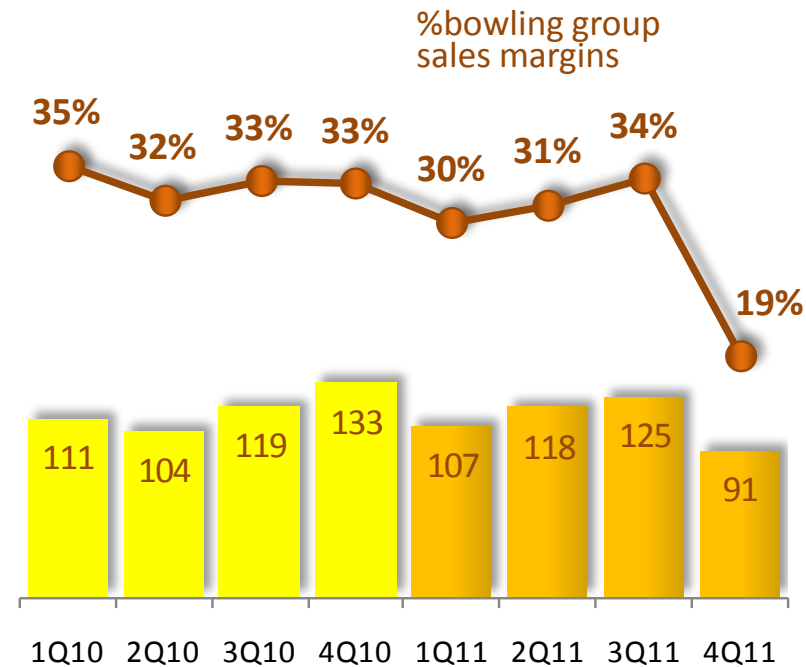
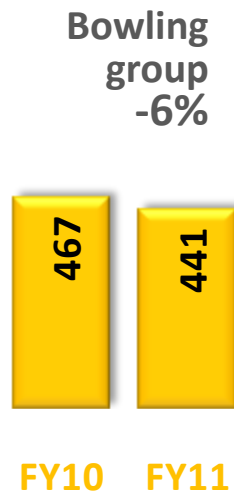
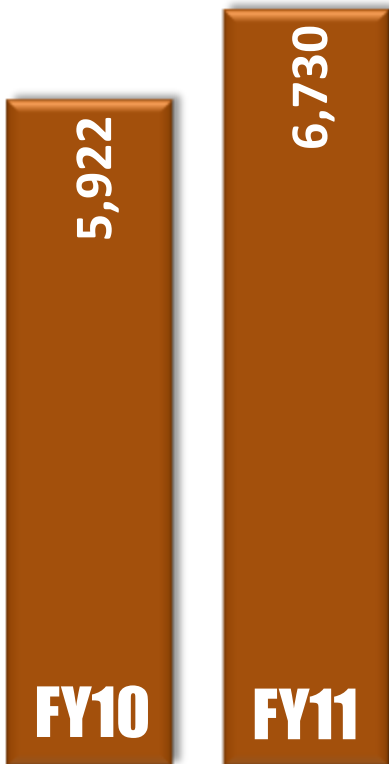
Core advertising services income Bt.million

FY11 Financial Review : Bowling

Flood impact slowed business revival

- Better performance in 2Q11 and 3Q11
- Environment difficulty impeded business growth in 4Q11

Bt.million
Core Revenues
+14%



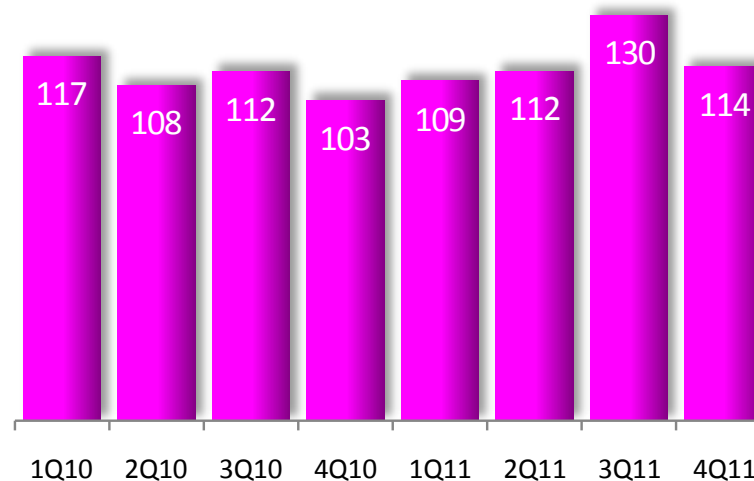
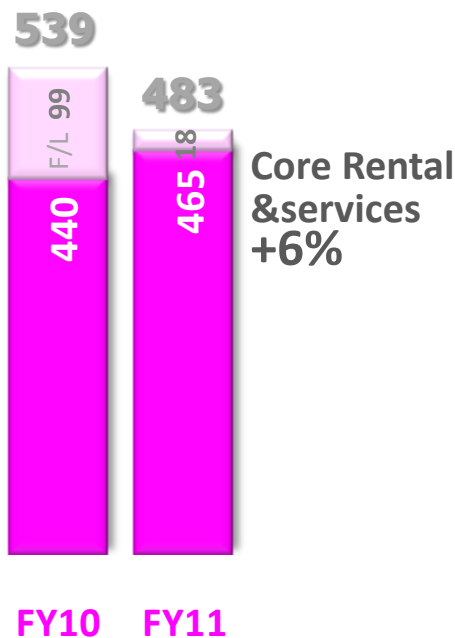
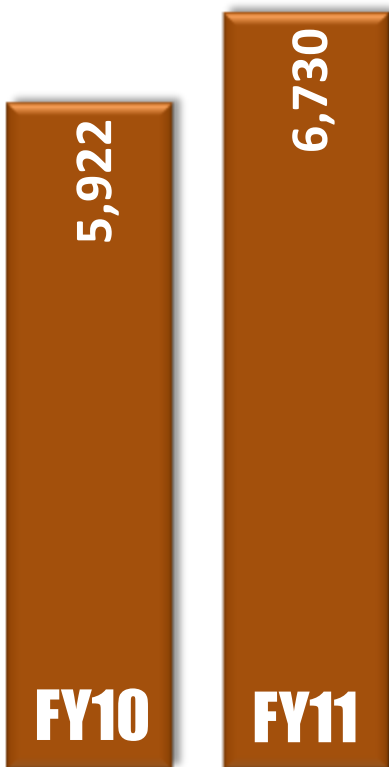
Bowling & Karaoke revenues Bt.million

FY11 Financial Review : Rental & Service

Full occupancy in Metropolis drove up revenue

Bt.million
Core Revenues
+14%

- Strength from the core business
- Full Metropolis' occupancy in late 3Q11



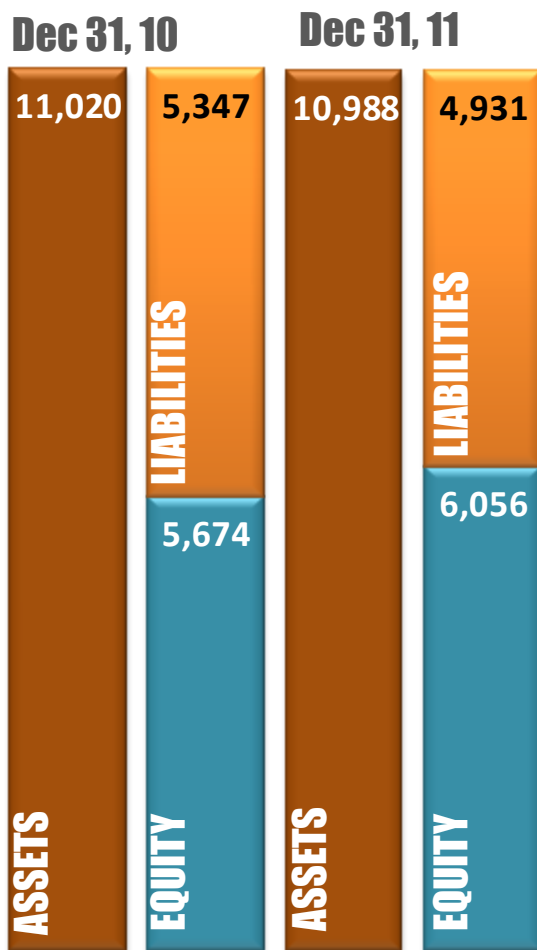
Core rental & services income Bt.million

B/S Snapshot

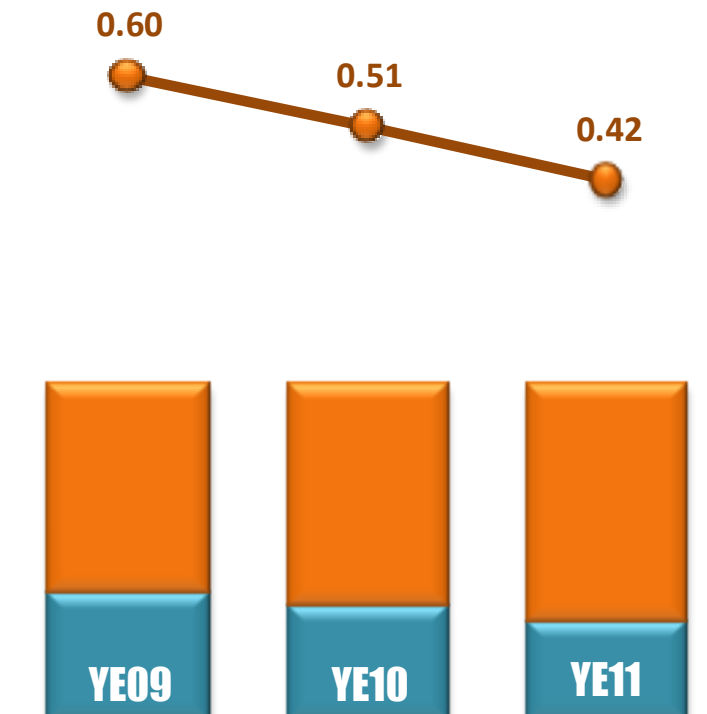
| Bt.million | Dec 31, 10 | Dec 31, 11 | %chg |
|-------------|------------|------------|------|
| Assets | 11,020 | 10,988 | 0% |
| Liabilities | 5,347 | 4,931 | -8% |
| Equity | 5,674 | 6,056 | 7% |

Liabilities decreased comparing FY11 vs. YE10

- Debts repaid



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



Investments Portfolio vs. Interest-bearing debts

DEC31, 11

| Investments | %Shareholding | Market value* | Bt.million |
|--------------|---------------|---------------|------------|
| MJLF | 33.0% | 1,263 | |
| Siam Future | 24.4% | 1,831 | |
| MPIC | 66.1% | 686 | |
| PVRL | 9.9% | 216 | |
| Total | | 3,997 | |

*Closing price on Feb 15,2012

10,988

4,931

LIABILITIES

6,056

ASSETS

EQUITY

| Interest-bearing debts | YE11 | Bt.million |
|------------------------|------|--------------|
| Bank OD & ST loans | | 473 |
| CP of LT borrowings | | 1,546 |
| LT borrowings | | 167 |
| Debentures | | 800 |
| Total | | 2,987 |

- Investment portfolio as of 14th Feb 12:

- 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.
- 9.9% in PVR Limited (PVRL)
- 49% in PVR blu-O Entertainment Limited

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GROWTH POTENTIALS



GROWTH POTENTIALS

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FY12 Strategic Focus

- More focus on optimizing returns from existing assets, given the solid film line-up and Major's increased market penetration
- Cautious expansion, focusing on prime new locations
- Increase number of digital theaters to eventually replace film
- Driving same store growth for higher revenues and yields
 - Focus on optimizing multi-tier pricing
 - Increase cinema occupancy
 - Improve ticketing convenience to both increase customer satisfaction and encourage pre-bookings i.e. Counter Service
 - Maximize M-Gen campaign to increase customer loyalty and communications to customers
- Increase quality of Digital theatres and maximize 3D films to increase ATP
- Further expansion into India while exploring other International markets

GROWTH POTENTIALS

FY12 Films line-up

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| 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 |
| | | | | | | | | | | | Argo |
| | | | | | | | | | | | Ted |
| | | | | | | | | | | | 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 |
| | | | | | | | | | | | รักล้นเหลือ (M39) |
| | | | | | | | | | | | Battleship |
| | | | | | | | | | | | King Naresuan 5 มุทหัตถ์ |
| | | | | | | | | | | | Titanic (3D) |
| | | | | | | | | | | | Crash of the Titans(3D) |
| | | | | | | | | | | | 7th anniversary GTH |
| | | | | | | | | | | | Hugo Cabret (3D) |
| | | | | | | | | | | | I Miss You (M39) |
| | | | | | | | | | | | Ghostrider : Spirit of Vengence |
| | | | | | | | | | | | วาเลนไทน์ สวิทต์ (M39) |
| | | | | | | | | | | | Star Wars : Episode I - The Phantom Menace (3D) |
| | | | | | | | | | | | Journey 2 : The Mysterious Island |
| | | | | | | | | | | | ปัญญาเรณู 2 |
| | | | | | | | | | | | Underworld: Awakening Red Tails Haywire |
| | | | | | | | | | | | ATM เอลรักเออเร่อ |
| | | | | | | | | | | | รักวัยเยาว์ |
| | | | | | | | | | | | Dragon Gate |

Selected films only,subject to change

GROWTH POTENTIALS

Capacities

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As of Feb 2012

| | FY10 | FY11 | FY12 |
|----------------|------------|----------------|---|
| Screens | 361 | 383 | 53 |
| BKK & Vicinity | 252 | 259 | IKEA 16 Bangkae 10 TBA 5 |
| Provincial | 109 | 124 | Ubonratchathani 2 Additional screens Bangna 1 Additional screens Udonthanee 4 Additional screens TBA 15 |
| Lanes | 504 | 506 | 196 |
| BKK & Vicinity | 386 | 386 | IKEA 24 Bangkae 16 |
| Provincial | 94 | 94 | |
| International | 24 | Vasant Kunj 26 | Bangalore 60 Pune 36 Mumbai 12 Raja Garden 22 Chandigarh 26 |

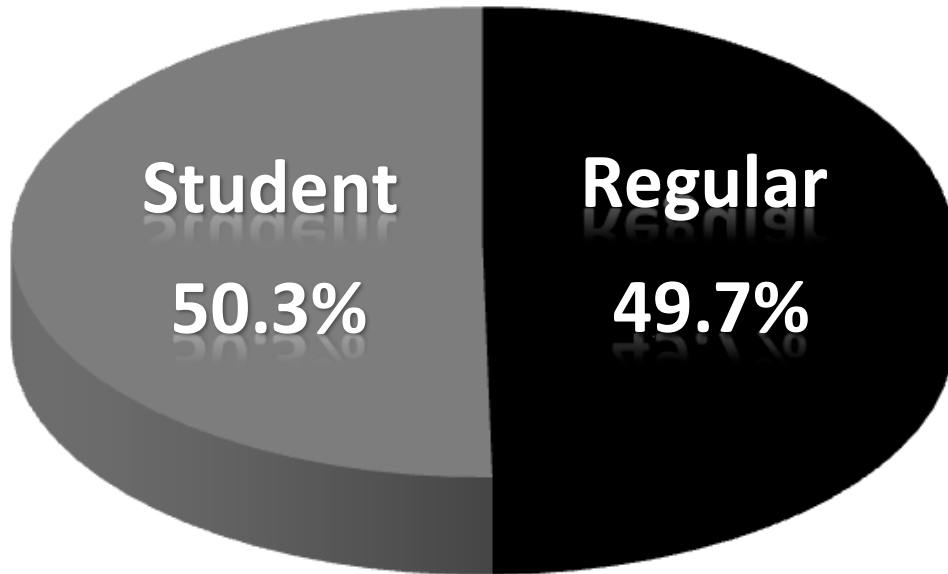
GROWTH POTENTIALS

M Generation

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Ratio M Gen Card : Regular & Student



Total 1,306,205 members

59.8
Bt.million

As of
Feb 15th 12

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

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MAJOR CINEPLEX GROUP PLC.



Thank You