

LIFESTYLE

entertainment

Quarterly Briefing

2012

MAJOR CINEPLEX GROUP PLC.



Analyst Meeting

Paragon Cineplex, Siam Paragon : Aug 15th, 2012

The Bottom Line

2Q12 Financial Review

Review of Revenue, Net profit
B/S snapshot

Growth Potentials



The Bottom Line

-26%YoY: Not enough revenue

Revenue drop in cinema and film distribution business

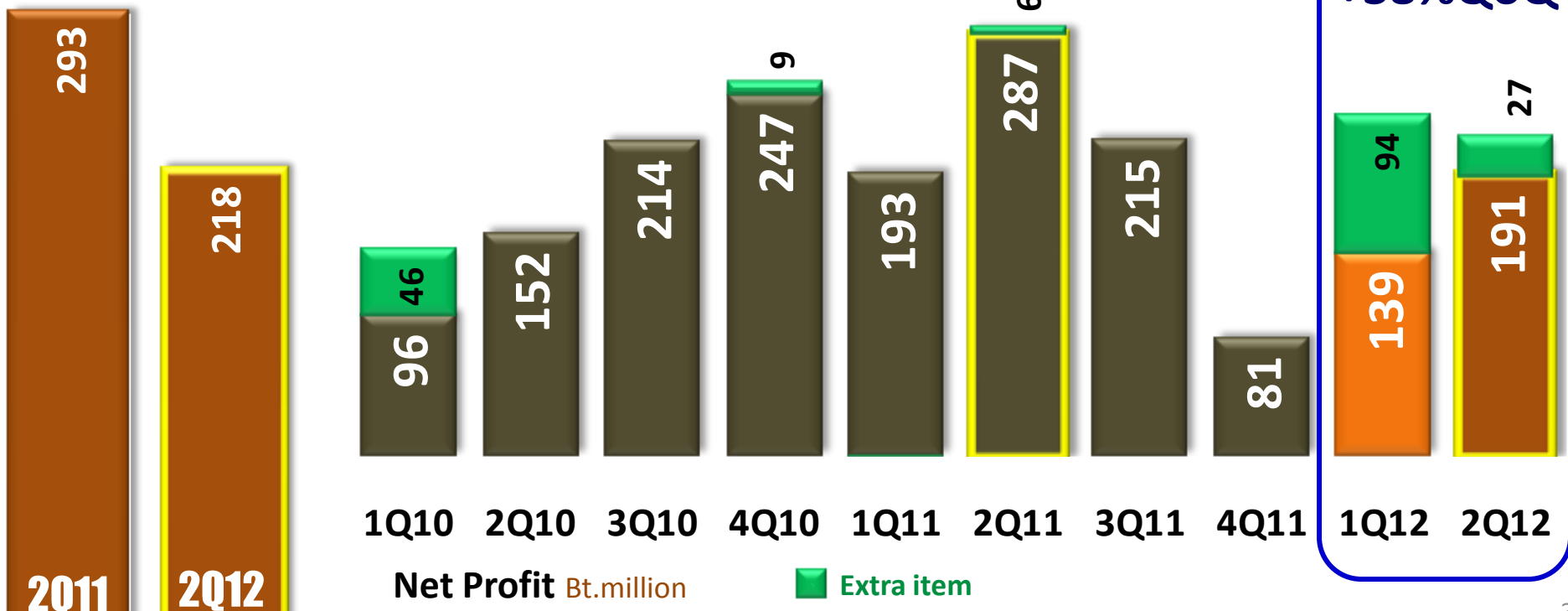
+38%QoQ: Net profit straight in the Core

1Q12 acknowledged gain from selling investment-SF & Insurance claim-Bangna

Bt.million

Net profit

-26%YoY

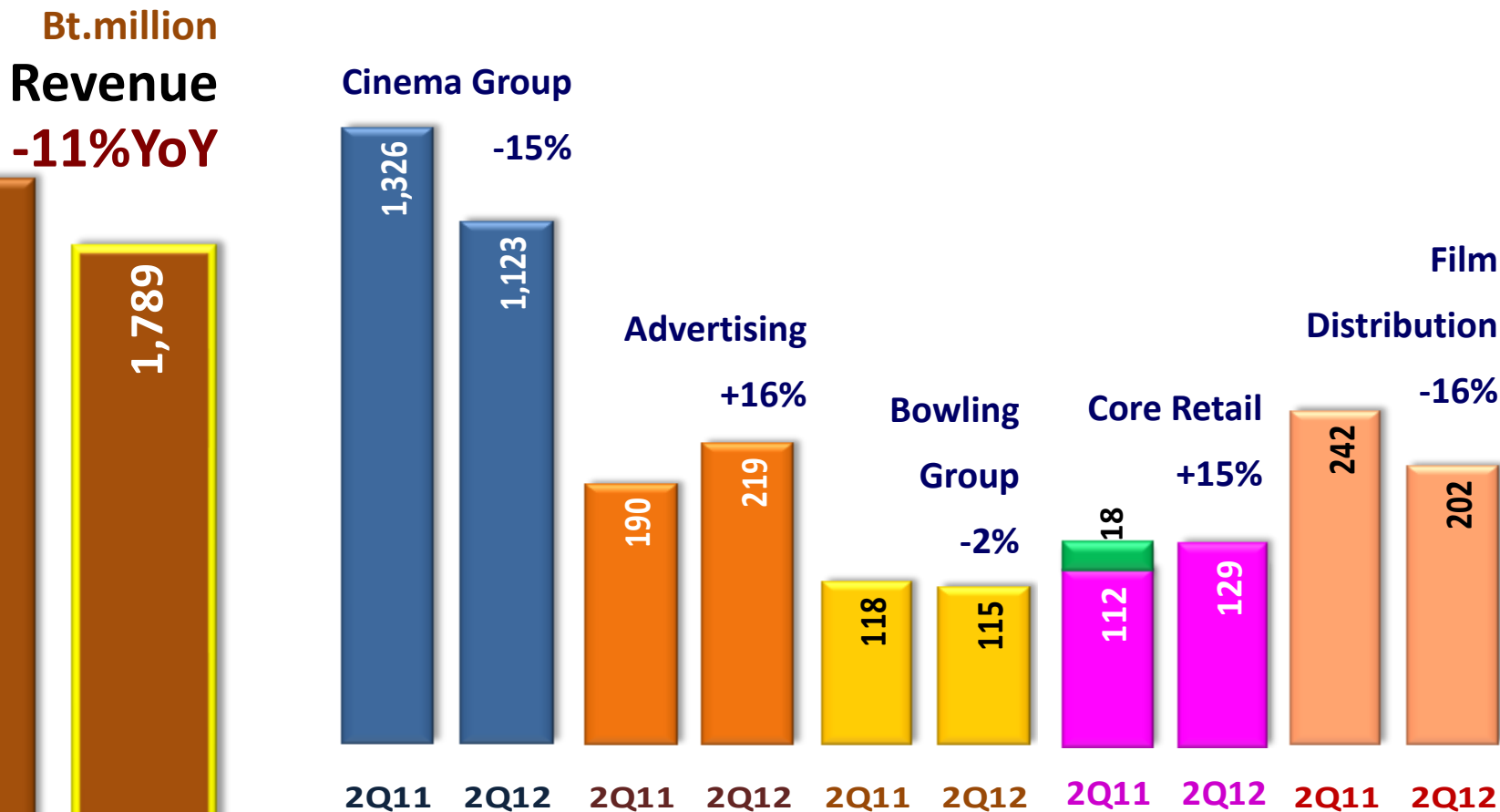


The Revenue Review

-11%YoY: Revenue drop in cinema and film distribution

Strong film in 1Q11: Naresuan3, Fast5, Xmen1st, Pirate4

Core Advertising remains strong

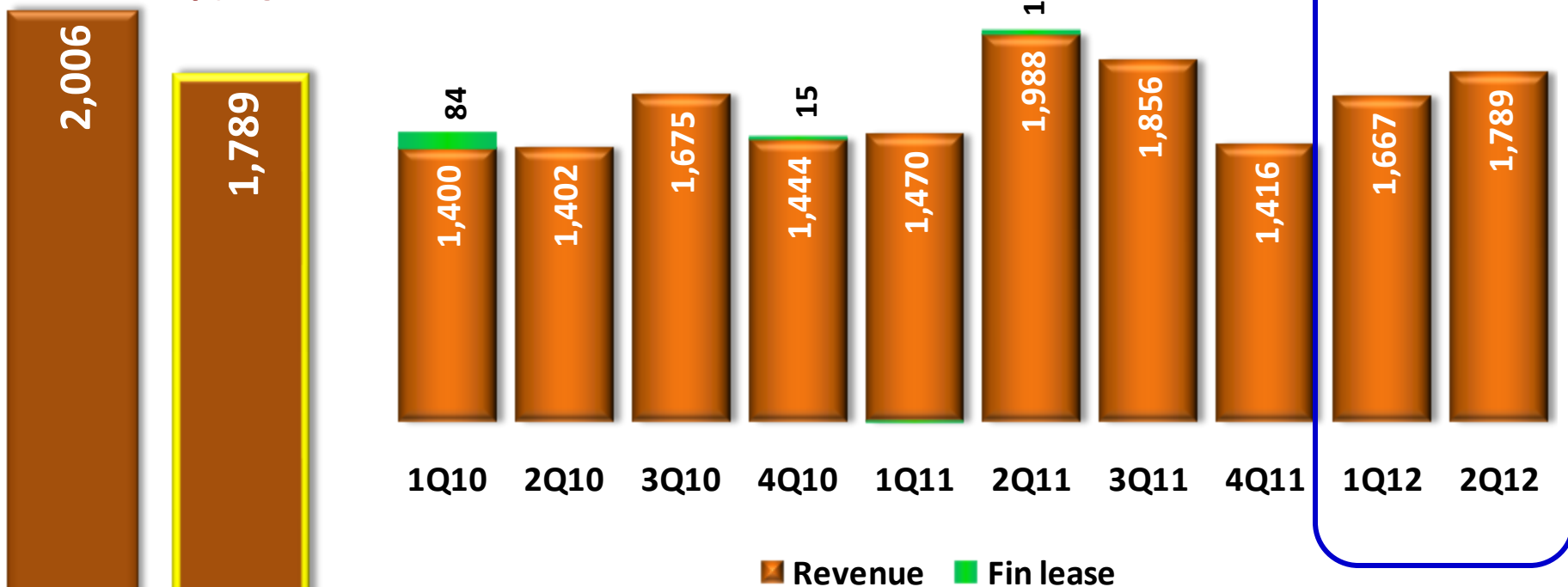




The Revenue Review

+7%QoQ: strong film, growth trend in core advertising and new branch (Mega bangna)

Bt.million
Revenue
-11%YoY

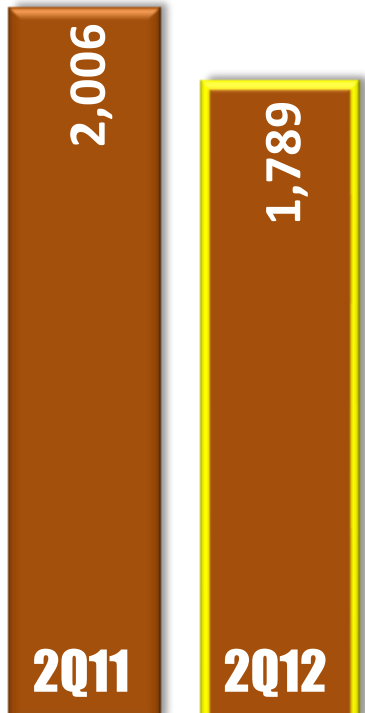


The Revenue Review : Cinema

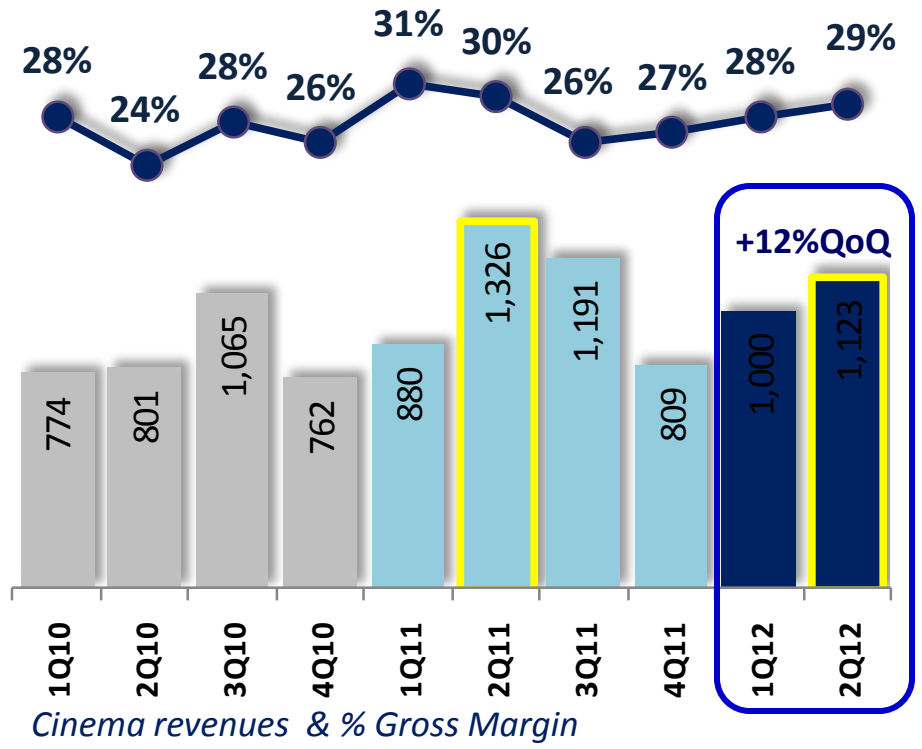
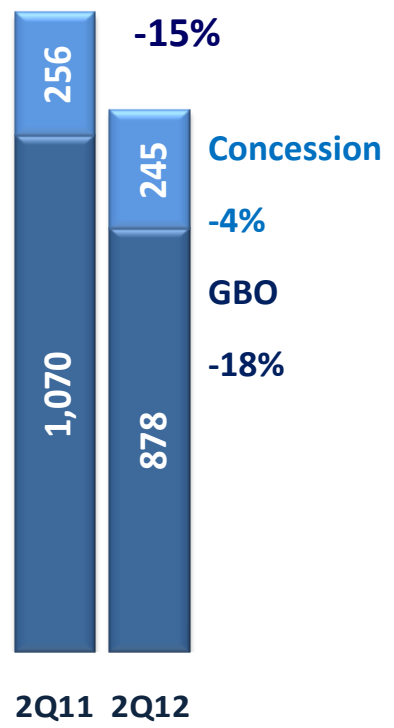
-15%YoY: Cinema revenue drop in 2Q12 due to strong movie in 1Q11 i.e. Naresuan3, Fast5, Xmen1st, Pirate4

+12%QoQ: Cinema revenue increase from Stronger Hollywood film in 2Q12 i.e. The Avengers, Battleship, MIB3, The Snowwhite & the Hunter and slightly margin increased from film hire cost management

Bt.million
Revenue
-11%YoY



Cinema Group



Cinema revenues & % Gross Margin

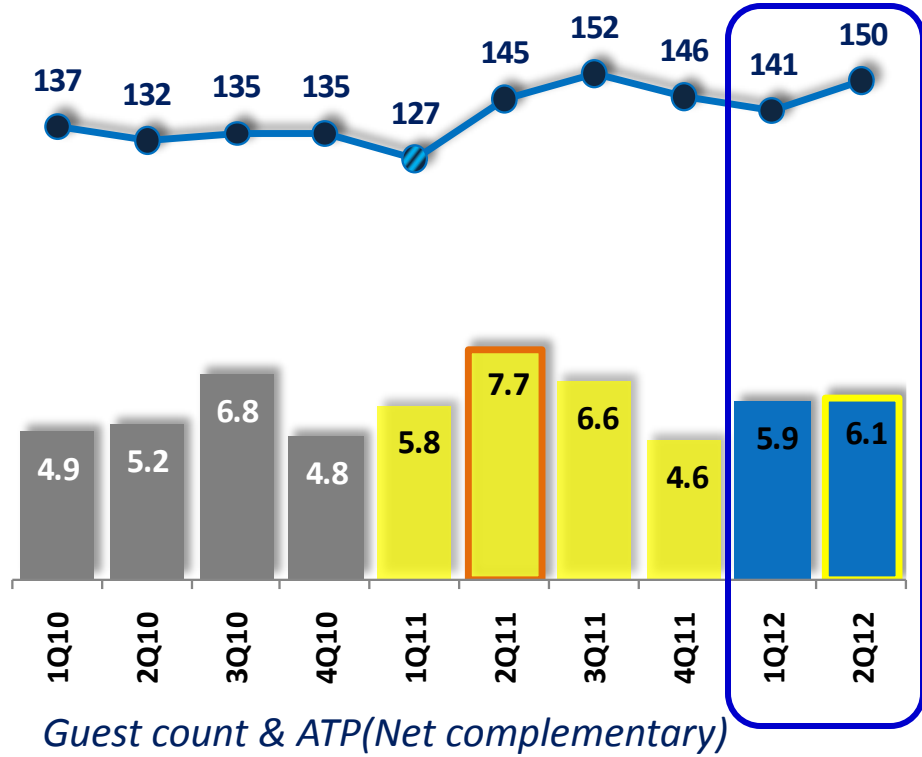
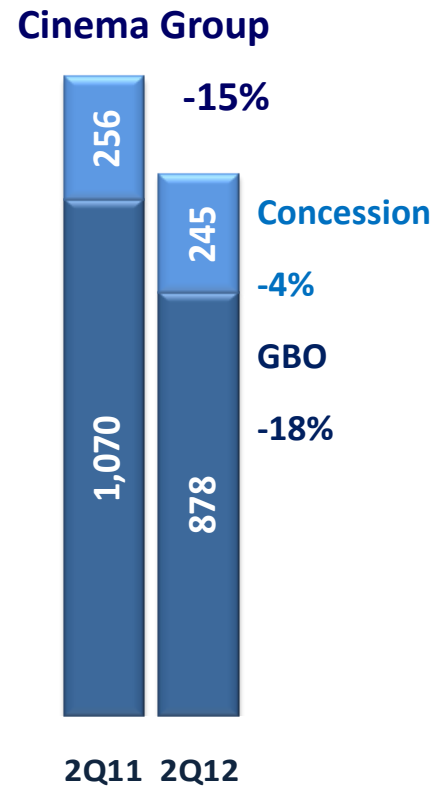
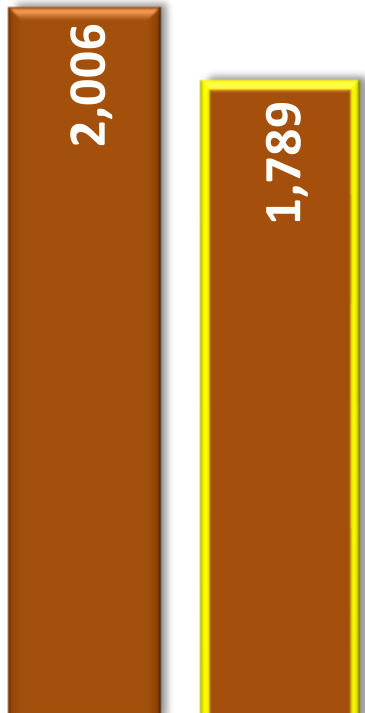


The Revenue Review : Cinema (con't)

-15%YoY: GC drop from higher blockbuster in 2Q11 i.e. Naresuan3, Fast5, Xmen1st, Pirate4

12%QoQ: ATP & GC drive growth

Bt.million
Revenue
-11%YoY

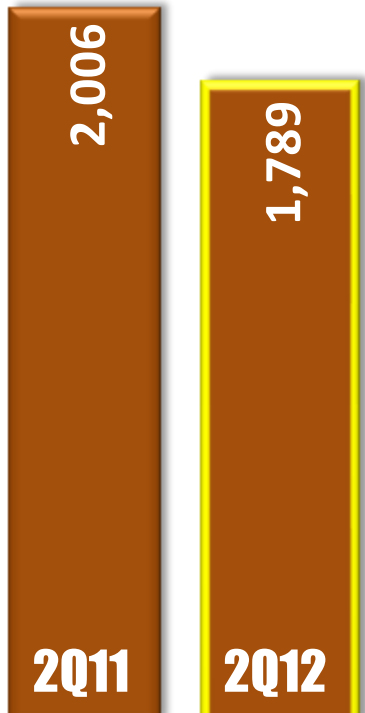


The Revenue Review : Advertising

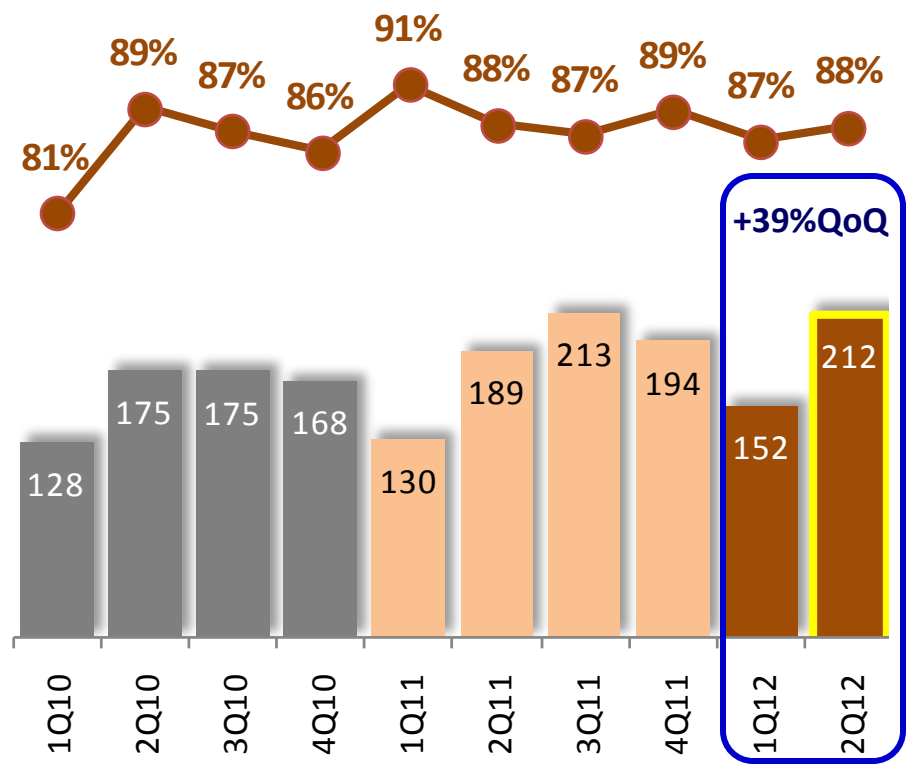
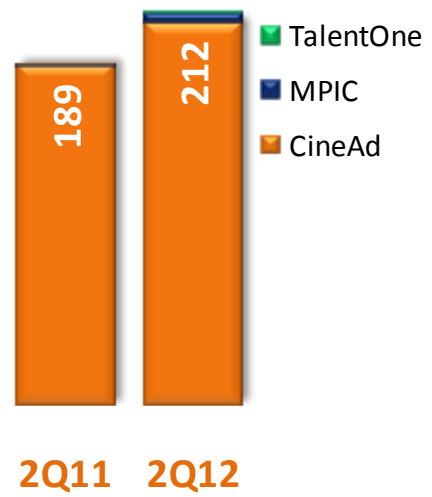
+13% YoY (+39% QoQ) Core Advertising

- Clients are more confident in by-movie ads
- Higher growth in personnel product & Automotive

Bt.million
Revenue
-11%YoY



Core Advertising
+13%



Core Advertising revenue & % Gross margin

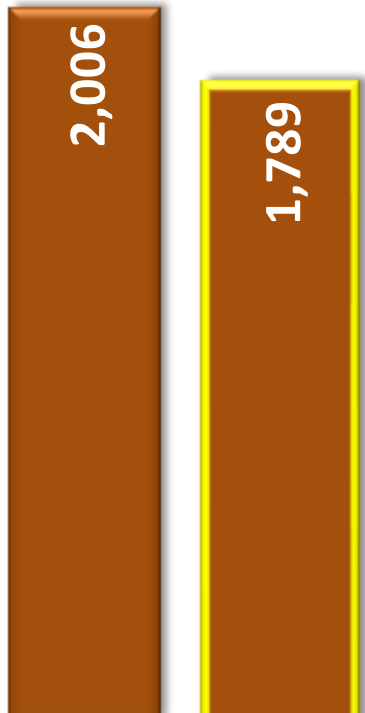


The Revenue Review : Bowling

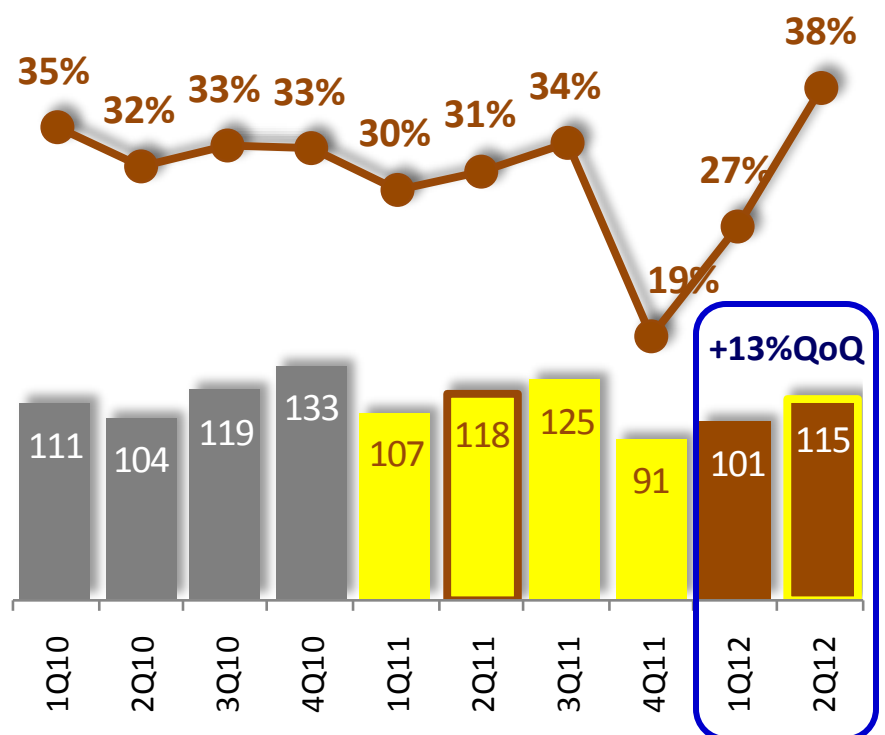
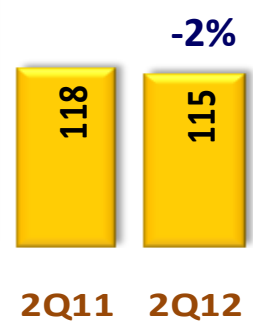
-2%YoY: revenue stagnant

+13%QoQ: Expansion branch (*Mega bangna & Ice skate –sukhumvit*)
and closed down 2 branches (*Piyarom, Ladprao*) **effect higher revenue and more margin in 2Q12**

Bt.million
Revenue
-11%YoY



Bowling Group



Bowling Group Revenue & % Gross margin

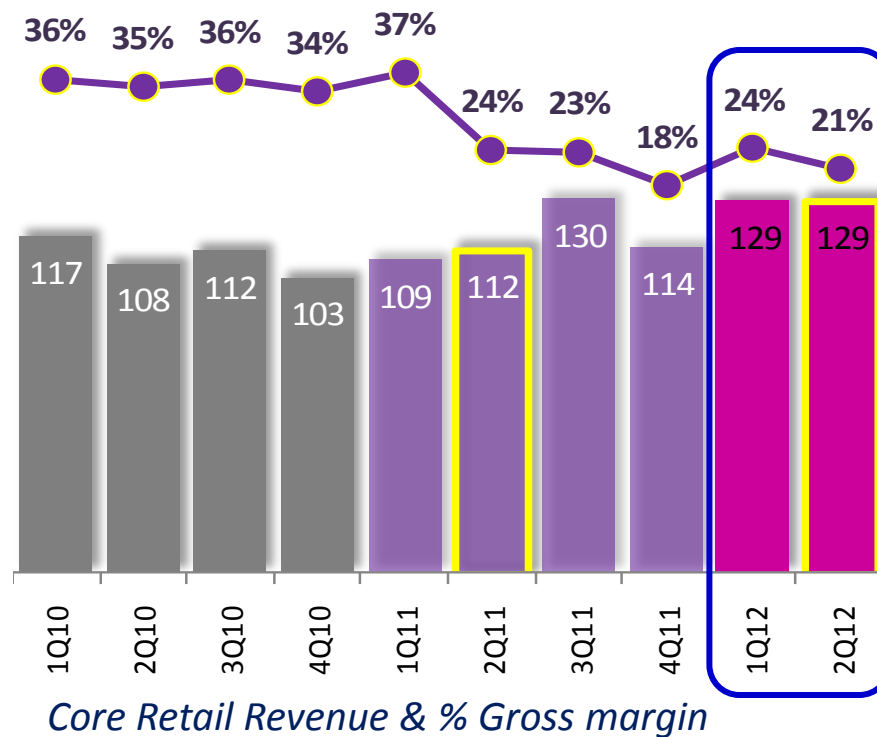
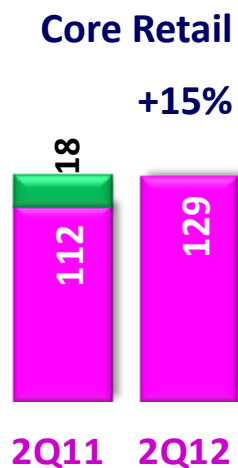
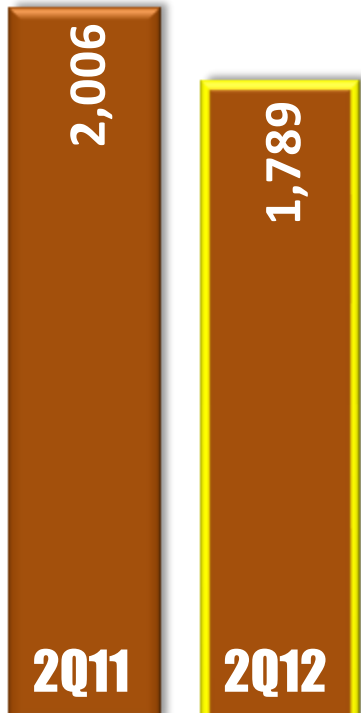
The Revenue Review : Retail

Core Retail revenue +15%YoY: mainly from Metropolis drove up revenue

Core Retail margin QoQ drop from

- Occupancy of Metropolis decreased from NANTA contract cancelled
- Many Shops under renovation in 2Q12

Bt.million
Revenue
-11%YoY

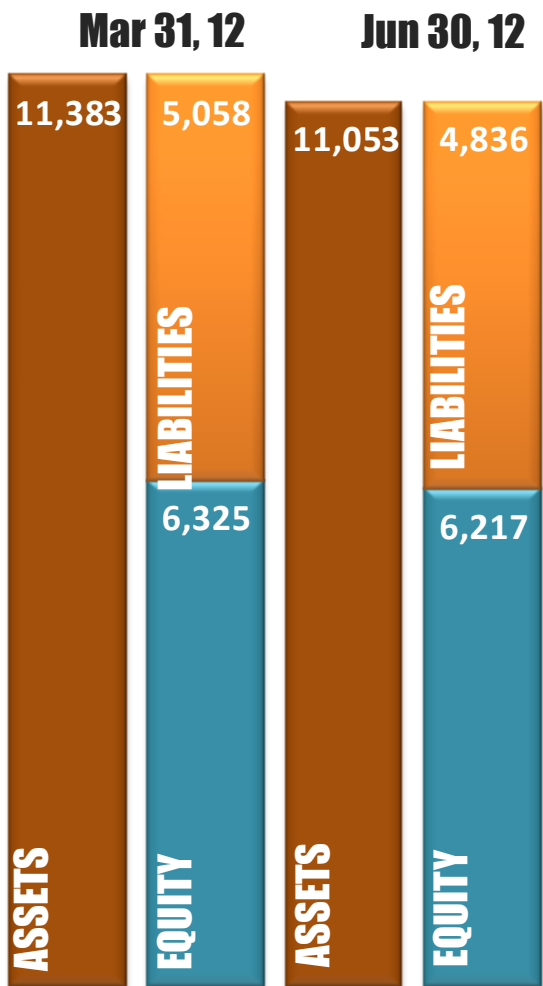




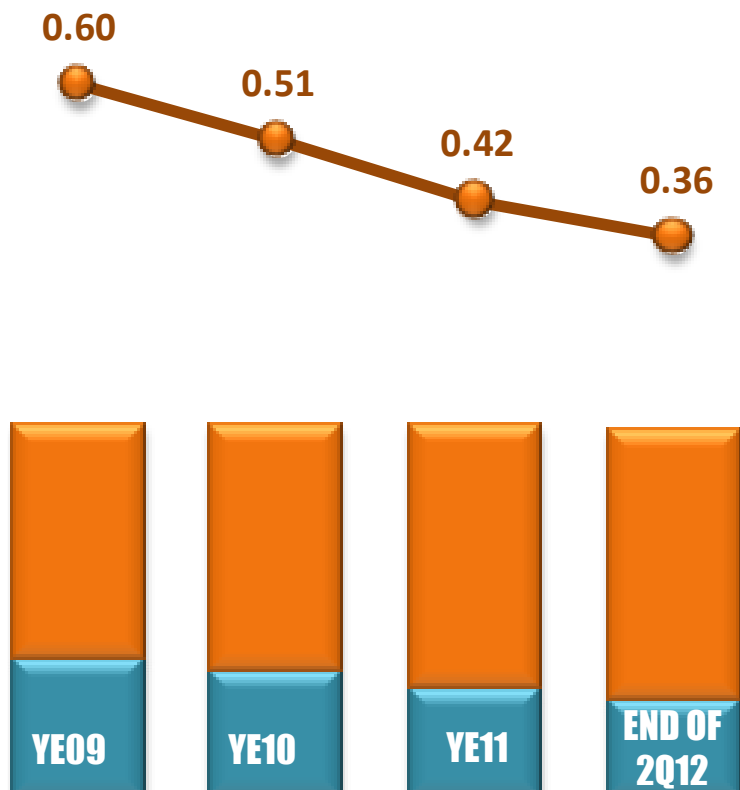
B/S Snapshot

Bt.million	Mar 31, 12	Jun 30, 12	%chg
Assets	11,383	11,053	-3%
Liabilities	5,058	4,836	-4%
Equity	6,325	6,217	-2%

**Net D/E decreased from Bond repayment
Bt 500m in Jun 12**



Net interest-bearing debts Equity Net D/E





Investments Portfolio vs. Interest-bearing debts

Bt.million

Investments	%Shareholding	Cost per Share	Market value*
MJLF	33.0%	10.00	1,394
Siam Future	22.9%	2.15	2,099
MPIC	66.1%	1.55	585
PVRL	9.9%	80.77	248
Total			4,326

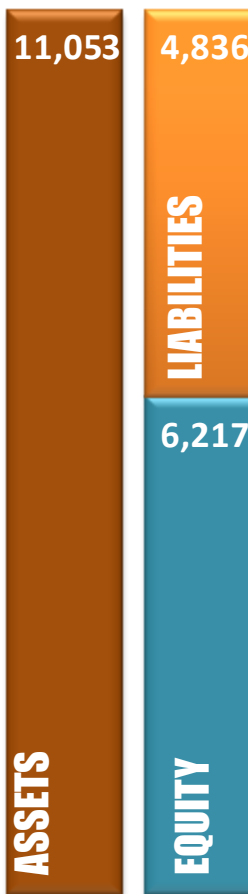
*Closing price on Aug 8,2012

Bt.million

Interest-bearing debts	2Q12
Bank OD & ST loans	1,615
CP of LT borrowings	861
LT borrowings	166
Debentures	-
Total	2,643

As of 2Q12

Jun 30, 12



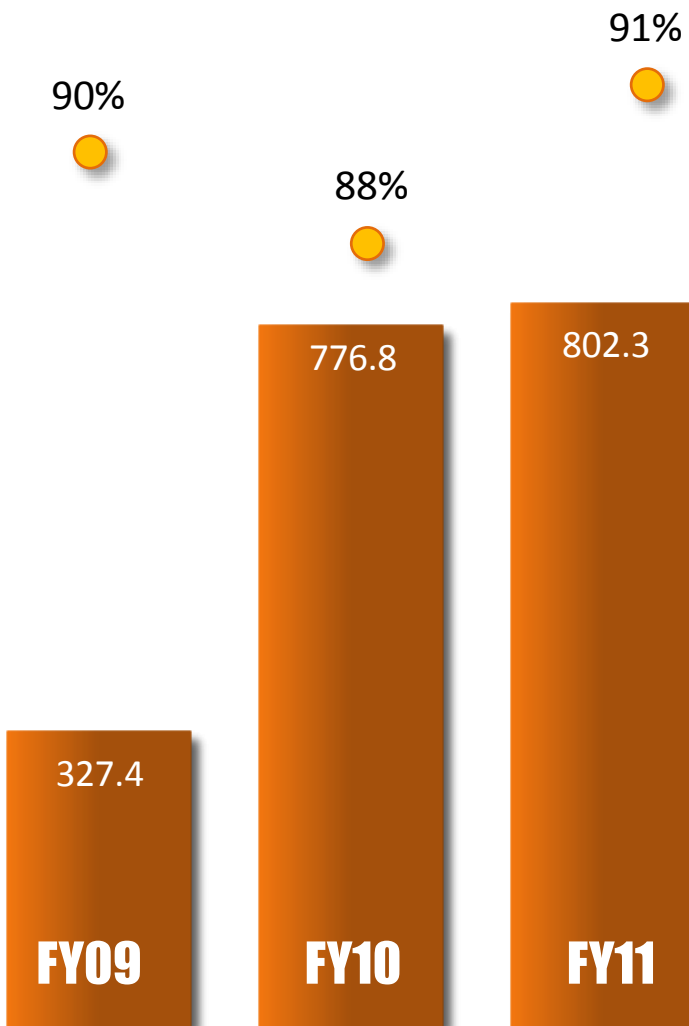
- Investment portfolio as of 10th Aug 12:

- 66% in M Pictures Entertainment Plc. (MPIC)
- 23% 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
- 80% in Talent One Co.,Ltd.
- 50% in K-Arena



Interim Dividend payout

■ Net Profit (Bt. Million) ● % Dividend Payout



Interim dividend of Bt0.39/share

	1H09	1H10	1H11	1H12
Net Profit (Bt. Million)	25.58	292.69	485.75	450.99
EPS (Baht)	0.03	0.35	0.57	0.51
%Dividend payout	-	57	75	77
DPS (Baht)	-	0.20	0.43	0.39

Dividend payment is about Bt 345 million on Sep 11, 2012

LIFESTYLE

entertainment

Quarterly Briefing

2012

GROWTH POTENTIALS



FY12 Strategic Focus

Main concept still remain - Continue growth with more screens, higher ATP and convert to Digital's format theme

- Improve ticketing convenience to both increase customer satisfaction and encourage pre-bookings i.e. Counter and Internet Services
- Maximize M-Gen campaign to increase customer loyalty and regular communications to customers
- Increase quality of Digital theatres and maximize 3D films to increase ATP and more advertising is coming
- Department store expansion with Department stores and Hyper Markets to additional provinces
- Customer lifestyle supports our Loyalty program (MGen) which has been tremendously successful (1.6 million members and growing)
- More focus on optimizing returns from existing assets, given the solid film line-up and Major's increased market penetration
- Driving same store growth for higher revenues and yields
- Focus on optimizing multi-tier pricing
- Increase cinema occupancy
- Further expansion into India while exploring other International markets

Strategic Investment: Lifestyle Mall Investment



MEGA BANGNA



- Rapid and economical expansion arm without zoning limitation
- Neighborhood Center / Stand-Alone Retail Store / Lifestyle center / Entertainment Center

GROWTH POTENTIALS

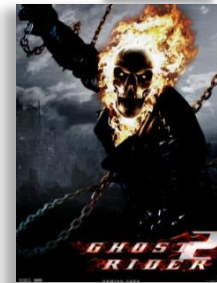
FY12 Blockbuster Highlight

LIFESTYLE
entertainment



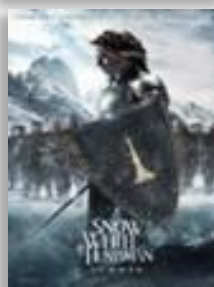
1Q12

- ATM Er-Rak-Error
- SKS Sweety
- Valentine Sweety
- John Carter
- Real Steel
- Ghost rider2



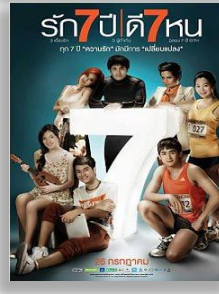
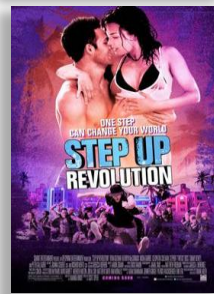
2Q12

- The Avengers
- Battleship
- Snow White and the Huntsman
- Men In Black 3
- Wrath of Titan
- I Miss U



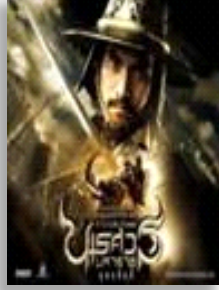
3Q12

- The Dark Knight Rises
- The Amazing Spider-Man
- Step Up Revolution
- Rak-7-Pee
- Total Recall
- Resident Evil 5



4Q12

- 007 Skyfall
- The Twilight Saga : Breaking Dawn2
- The Hobbit
- Naresuan 5
- Rise of the Guardians
- YAK



GROWTH POTENTIALS

Capacities

LIFESTYLE
entertainment
As of Aug 2012



	FY10	FY11	FY12	FY13
Screens	361	383	32	95
BKK & Vicinity	252	259	IKEA Bangkae	Bangyai Emporium 2 TBA
Provincial	109	124	Ubonratchathani Additional screens Bangna Additional screens Udonthanee Additional screens	Maesod Roi-Et Nongbualumphu Prachinburi Nakornsawan Ubonratchathani Suratthani Klaeng Satun Hatyai Chiangmai 2 TBA
Lanes	504	506	196	
BKK & Vicinity	386	386	IKEA Bangkae	
Provincial	94	94		
International	24	Vasant 26	Bangalore Pune Mumbai Raja Garden Chandigarh	

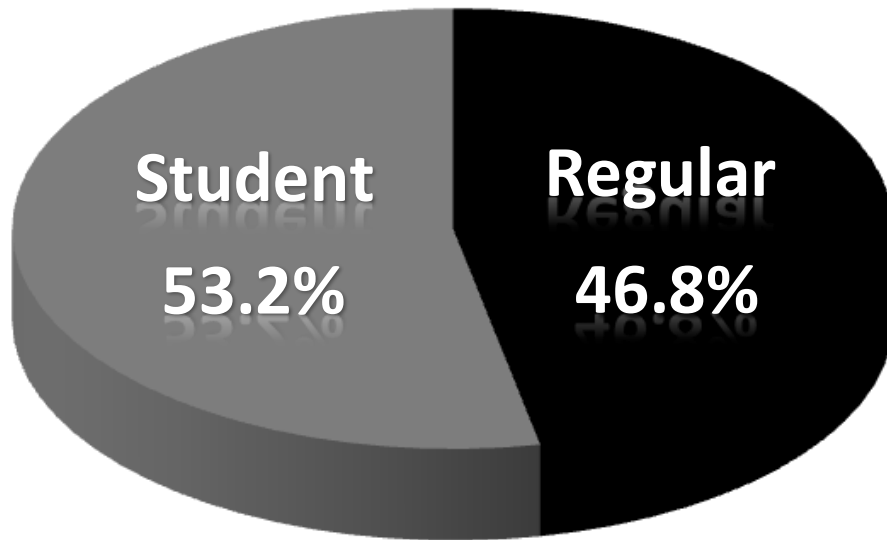
GROWTH POTENTIALS

M Generation

LIFESTYLE
entertainment



Ratio M Gen Card : Regular & Student



Total 1,609,895 members

79.3
Bt.million

As of
Aug 8th 12

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

***0.4m members (Bt 22m) for Y2012*

LIFESTYLE

entertainment

Quarterly Briefing

2012

MAJOR CINEPLEX GROUP PLC.



Thank You