

# LIFESTYLE

entertainment

YEARLY Briefing

# 2012

# MAJOR CINEPLEX GROUP PLC.



Analyst Meeting

Paragon Cineplex, Siam Paragon: February 18<sup>th</sup>, 2013

# 2012 YEARLY BRIEFING

## contents

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## The Bottom Line

## 2012 Financial Review

Review of Revenue, Net profit

B/S snapshot

## Growth Potentials

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## Highlight Results

### Operation

- ❑ Digital Cinema and Concession strengthen cinema revenue though a comparatively weaker line-up than 2011
- ❑ Better confidence in media leads to higher spending from current clients
- ❑ Higher revenue from full year Metropolis's occupancy
- ❑ Slightly gain from Bowling by expanding 2 new ice skating branches

### Expansion & Investment

- ❑ EGV Seacon Bangkae , Mega Cineplex , Nakornsri thamaraj
- ❑ Successful transformation to 207 digital screens

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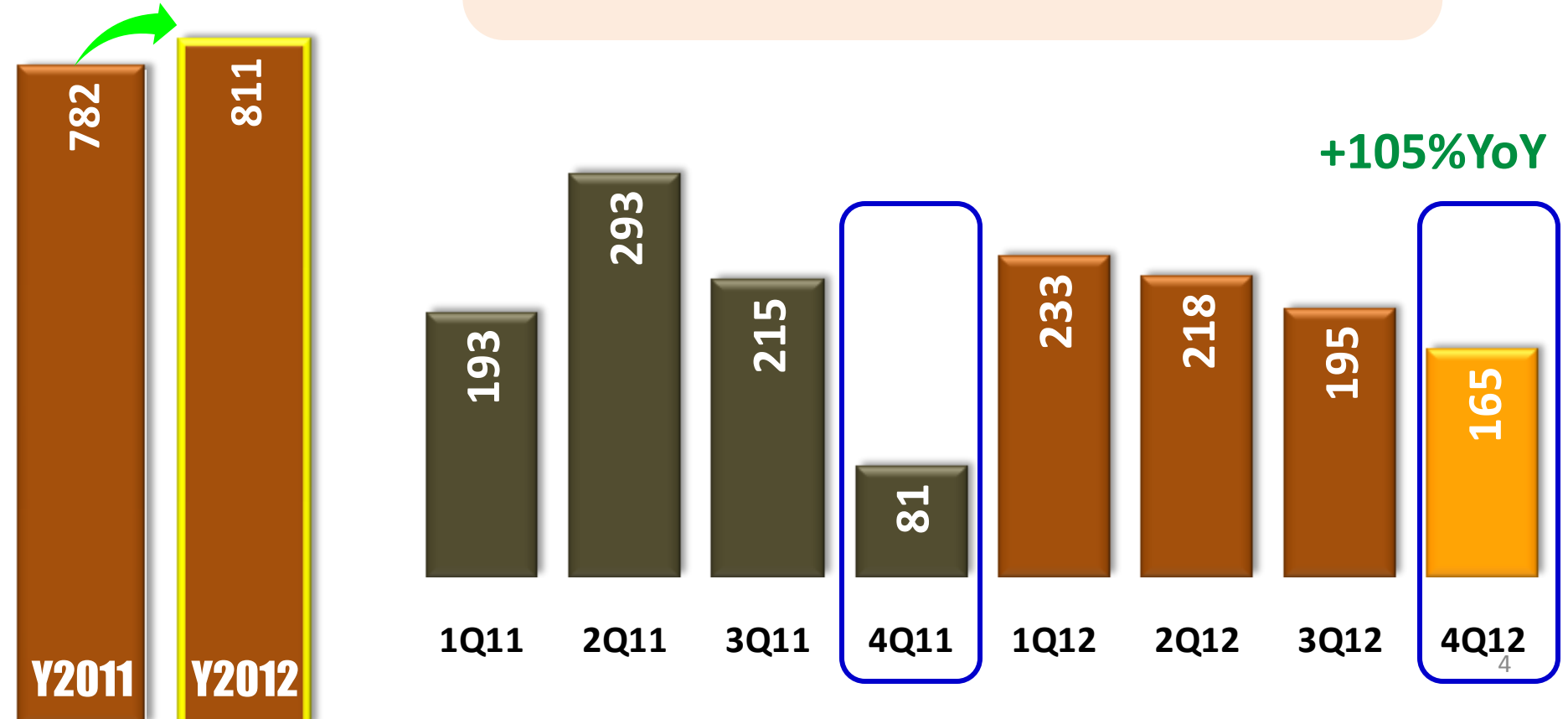
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## The Bottom Line Trend

Bt.million  
Net profit  
**+4%YoY**

Better net profit from extra gain  
though absorbing loss in MPIC



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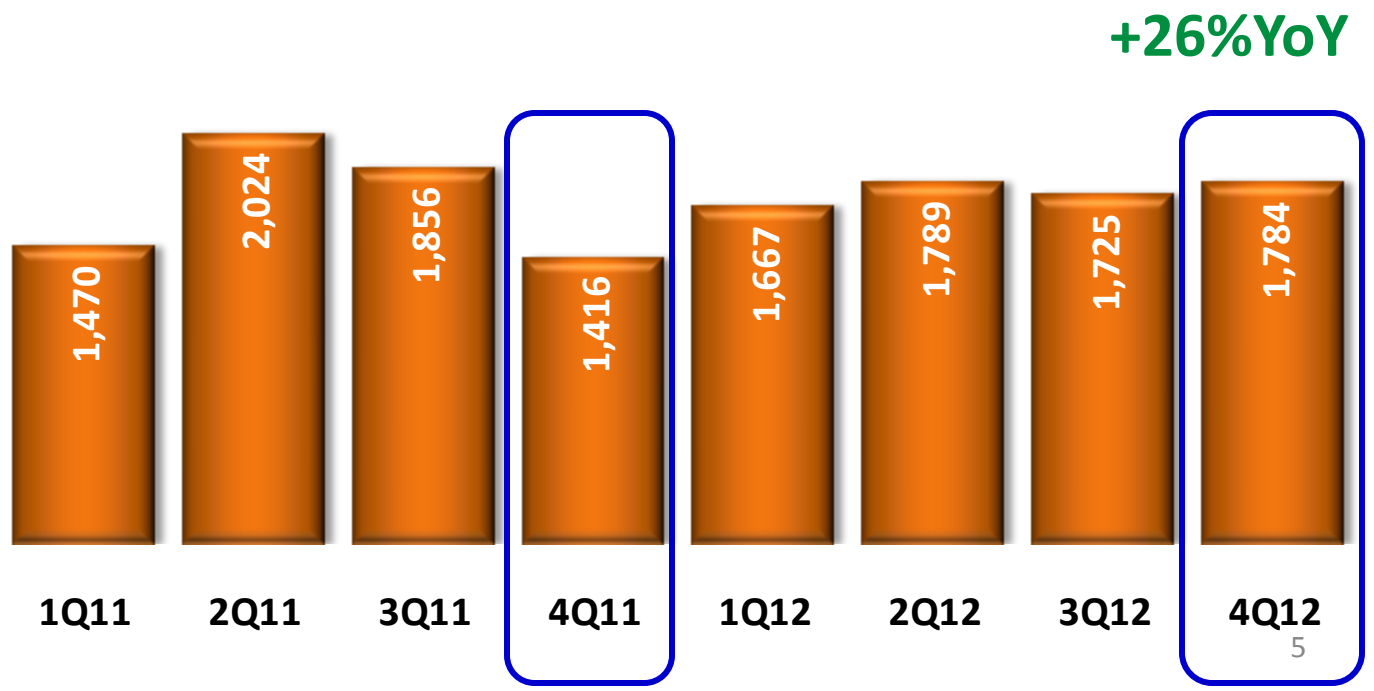
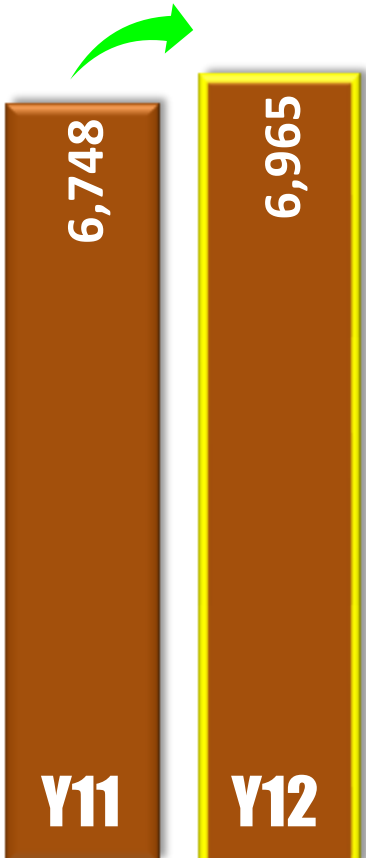
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## The Revenue Review Trend

**Revenue slightly grew**  
•The weaker line up than Year 2011

Bt.million  
Revenue  
**+3%YoY**



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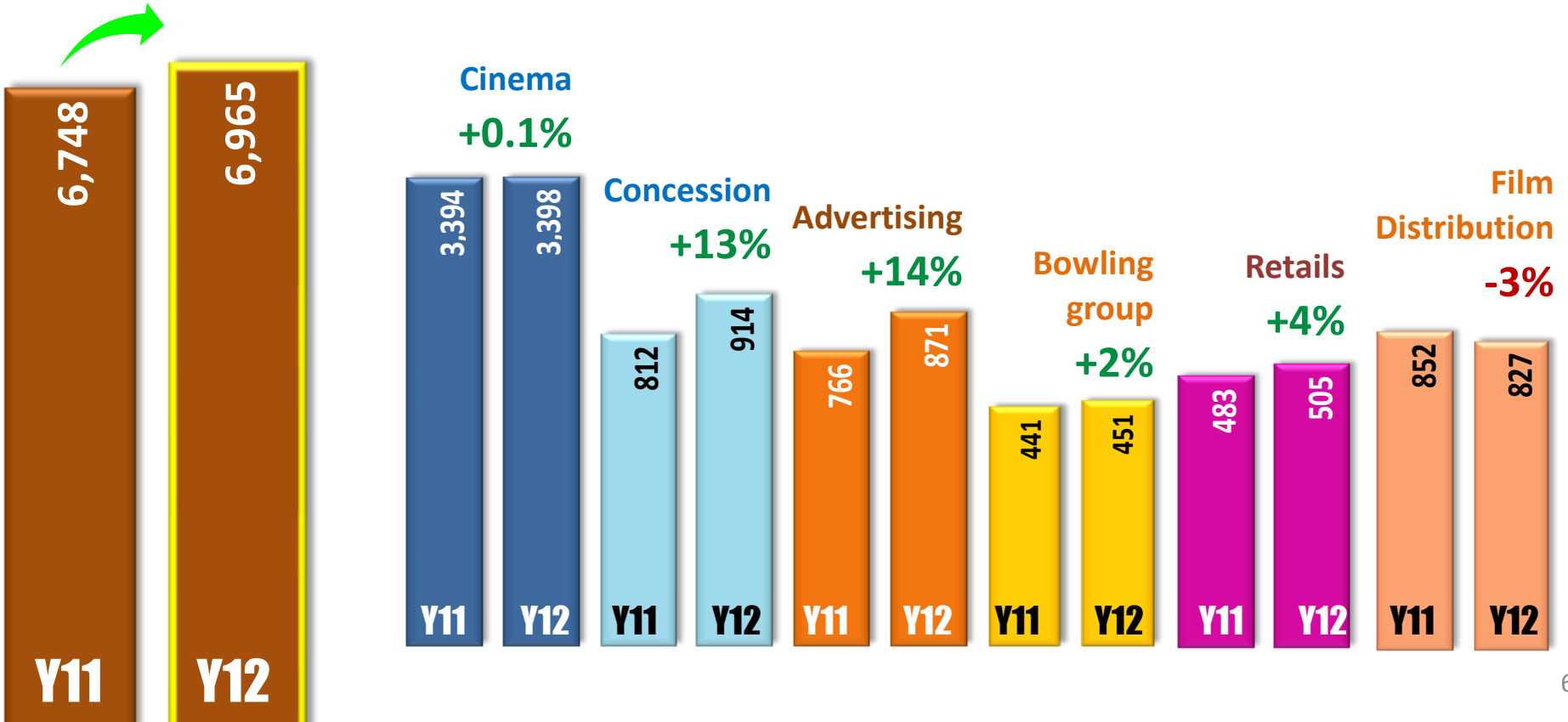
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## The Revenue Review breakdown

Concession and Advertising drove to core revenue's growth

Bt.million  
Revenue  
+3%YoY



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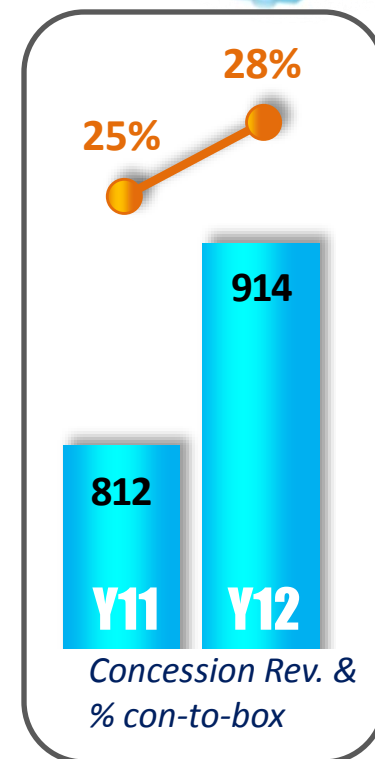
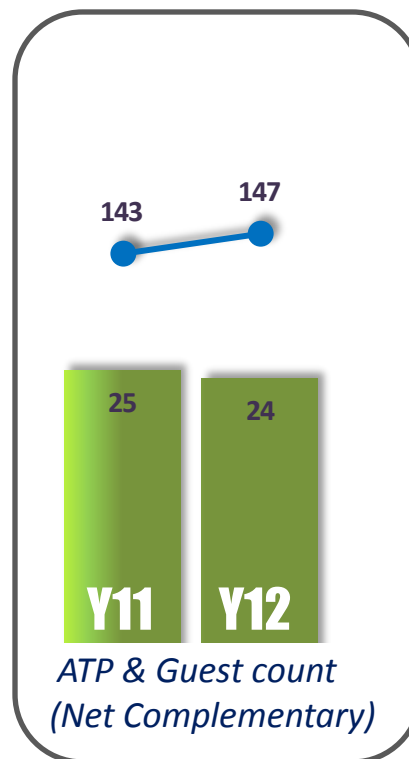
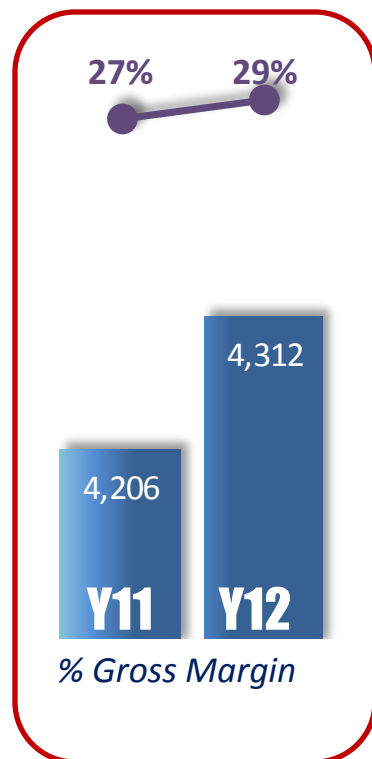
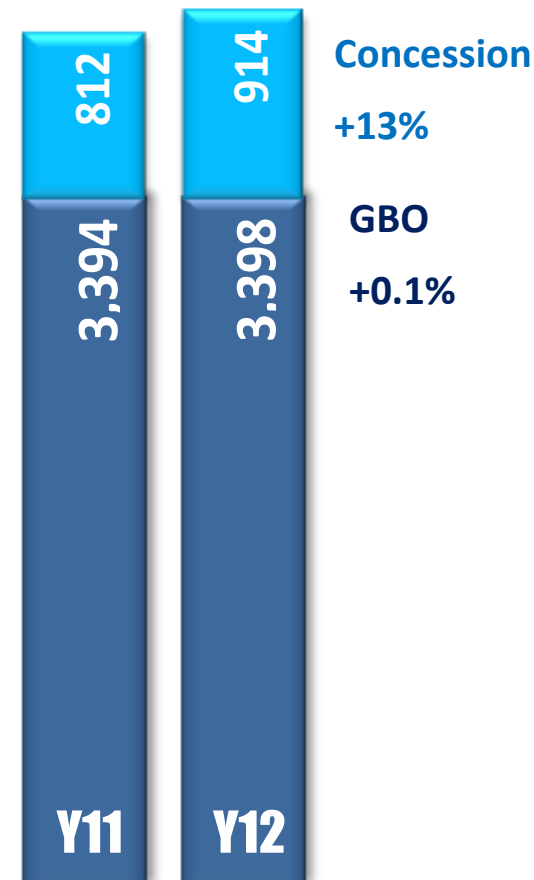
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## The Revenue Review : Cinema

Cinema Group  
**+3%YoY**

- Digital film drove ATP though a slight drop in admission because of weaker film line-up
- Better focus on concession to gain higher margin



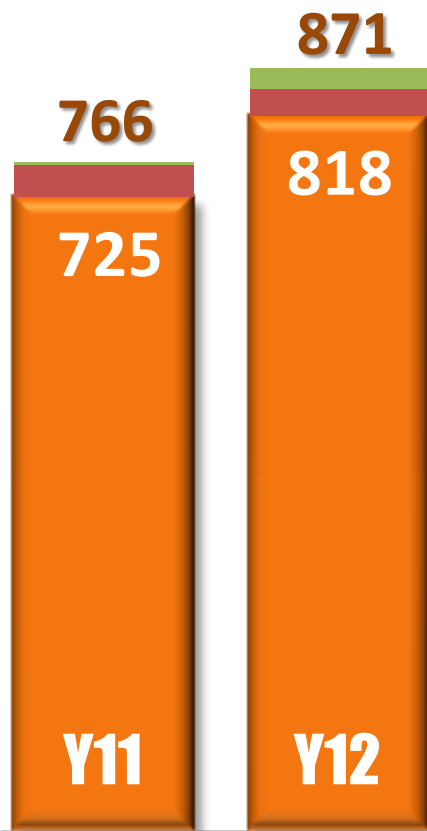
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## The Revenue Review : Advertising

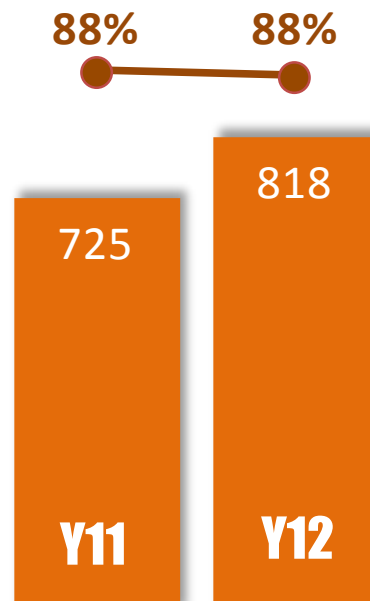
Advertising  
+14%YoY



TalentOne  
MPIC  
CineAd

Automotive & Finance sector boosted revenue

- Toyota, KTB , COKE and Thai Beverage
- Bangkok Airway's naming sponsorship



Core Advertising revenue & % Gross margin

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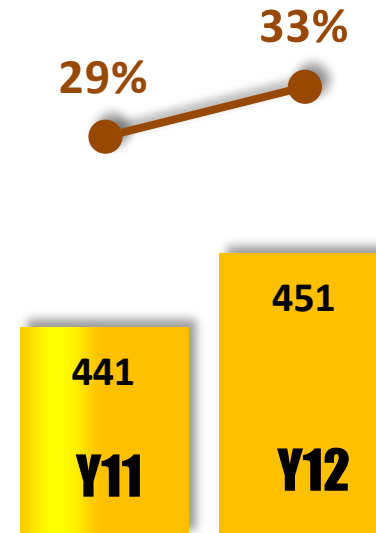
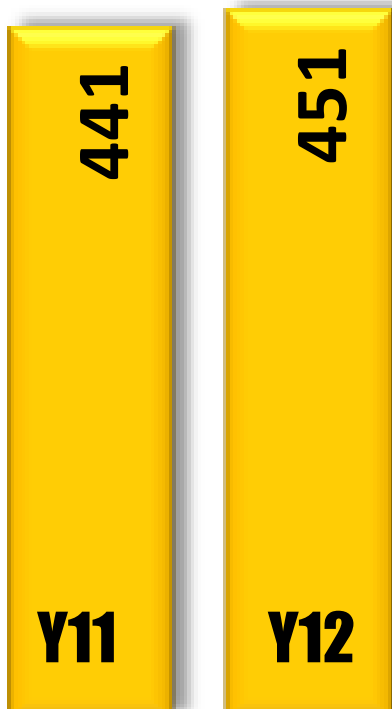
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## The Revenue Review : Bowling

Slightly gain from Bowling by expanding  
2 new ice skating branches

Bowling  
group  
+2%YoY

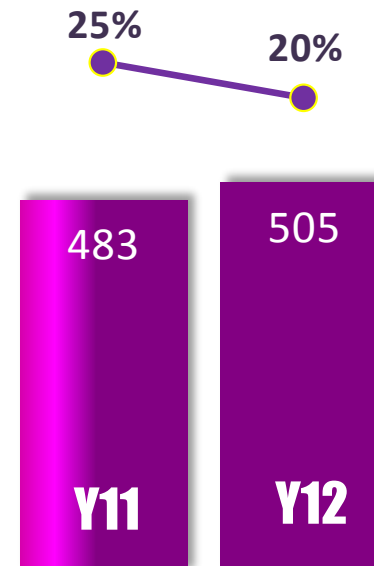
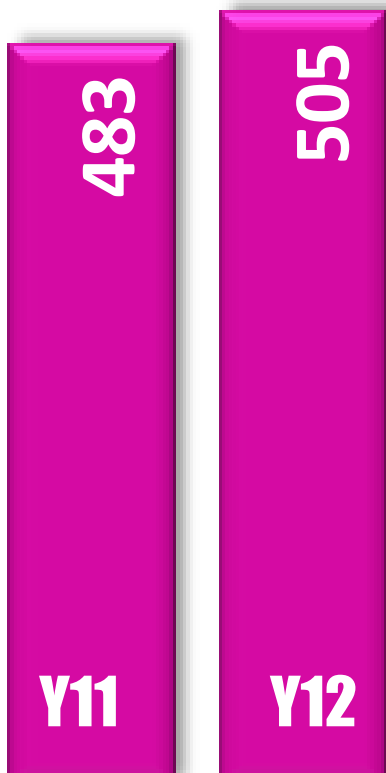


*Bowling Group Revenue & % Gross margin*

## The Revenue Review : Retail

Higher revenue from full year  
Metropolis's occupancy

Retails  
+4%YoY



Retails Revenue & % Gross margin

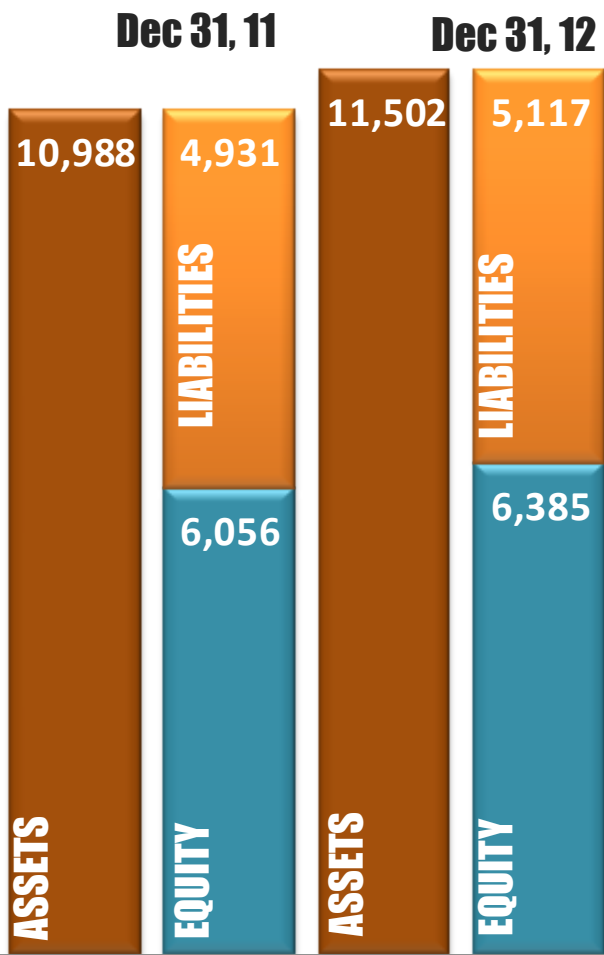
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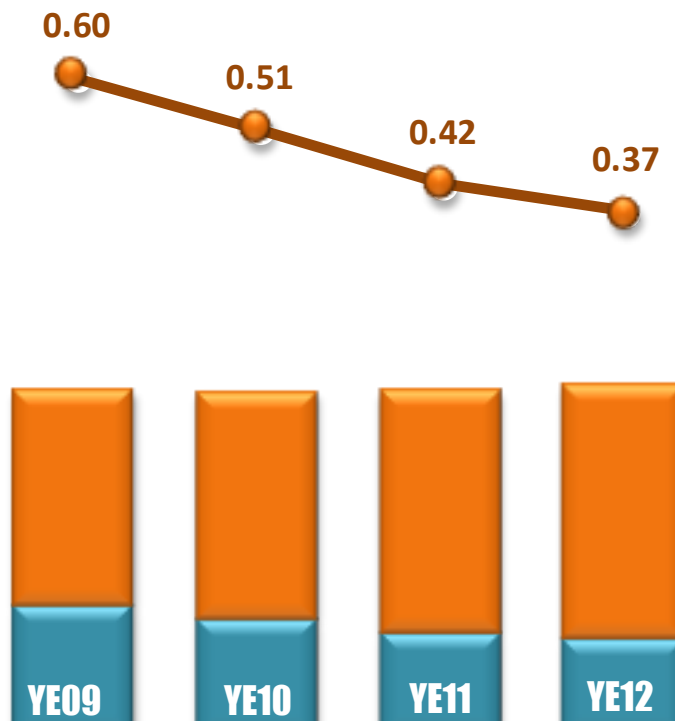


## B/S Snapshot

Bt.million	'Dec 31, 11	'Dec 31, 12	%chg
Assets	10,988	11,502	5%
Liabilities	4,931	5,117	4%
Equity	6,056	6,385	5%



Net interest-bearing debts Equity Net D/E



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## Investments Portfolio vs. Interest-bearing debts

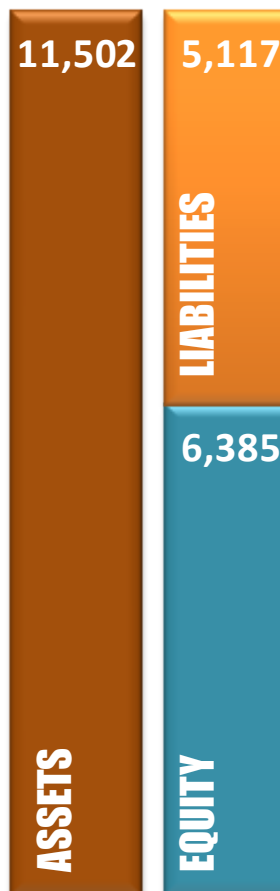
Bt.million					
Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
MJLF	33.0%	10.00	1,601	1,089	512
Siam Future	20.3%	2.21	2,139	597	1,542
MPIC	69.8%	1.55	891	657	234
PVRL	9.9%	89.69	340	229	111
<b>Total</b>			<b>4,971</b>	<b>2,572</b>	<b>2,399</b>

\*Closing price on Feb 13,2013

### • Investment portfolio as of 14<sup>th</sup> Feb13:

- 70% in M Pictures Entertainment Plc. (MPIC)
- 20% 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

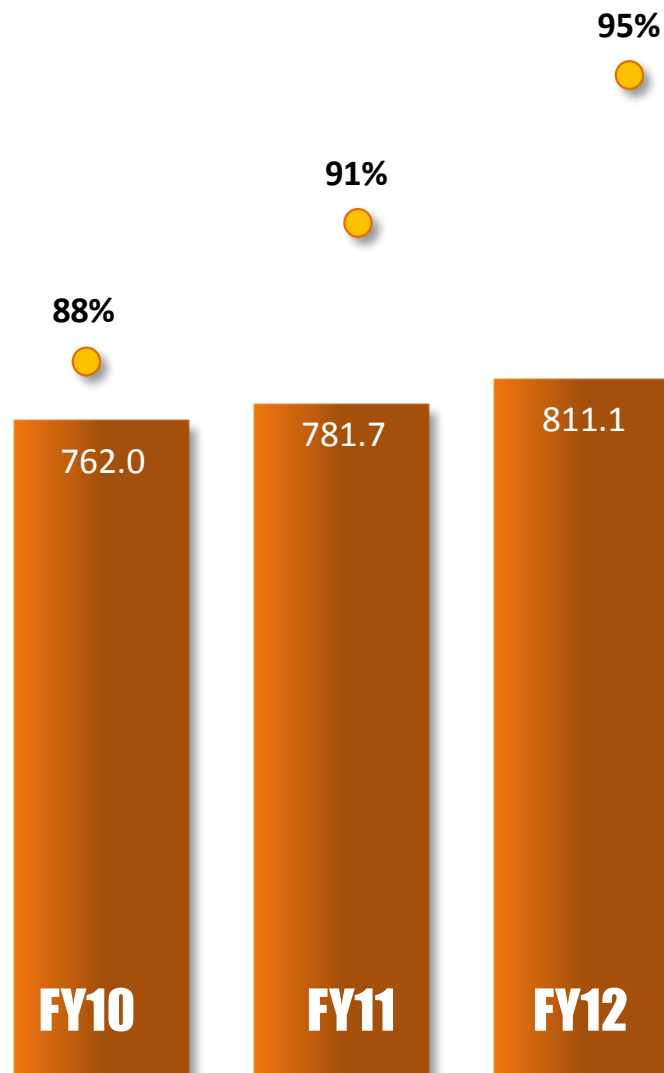
Dec 31, 12



Bt.million	
Interest-bearing debts	FY12
Bank OD & ST loans	801
CP of LT borrowings	881
LT borrowings	170
Debentures	1,000
<b>Total</b>	<b>2,852</b>

## Dividend payout

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



### 2<sup>nd</sup> dividend pay of Bt 0.48/share

	FY10	FY11	FY12
Net Profit (Bt. Million)	761.99	781.67	811.14
% Dividend Payout	88%	91%	95%
EPS (Bahts)	0.91	0.90	0.92
DPS (Bahts)	0.80	0.82	0.87
DPS (Bahts) 1 <sup>st</sup> Half	0.20	0.43	0.39
DPS (Bahts) 2 <sup>nd</sup> Half	0.60	0.39	0.48

Dividend payment is about Bt 426 million on May 2, 2013

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# GROWTH POTENTIALS



## Major Cineplex's Mission

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- Build Movie Culture in Thailand like a Bollywood in Indian.
- Achieve sustainable growth in Movie & Entertainment industry.
- 600 screens in 2015 and 1,000 screens in 2020.
- Create Social Business Model.
- Go Asian

## FY13 Strategic Focus



- Continues expansion to growth areas.
- Driving same store growth by driving **M-Generation card**.
- Cost control by using technology to decrease manpower.
- Further expansion into India while exploring other International markets in South East Asia.

# 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

## FY13 Blockbuster Highlight



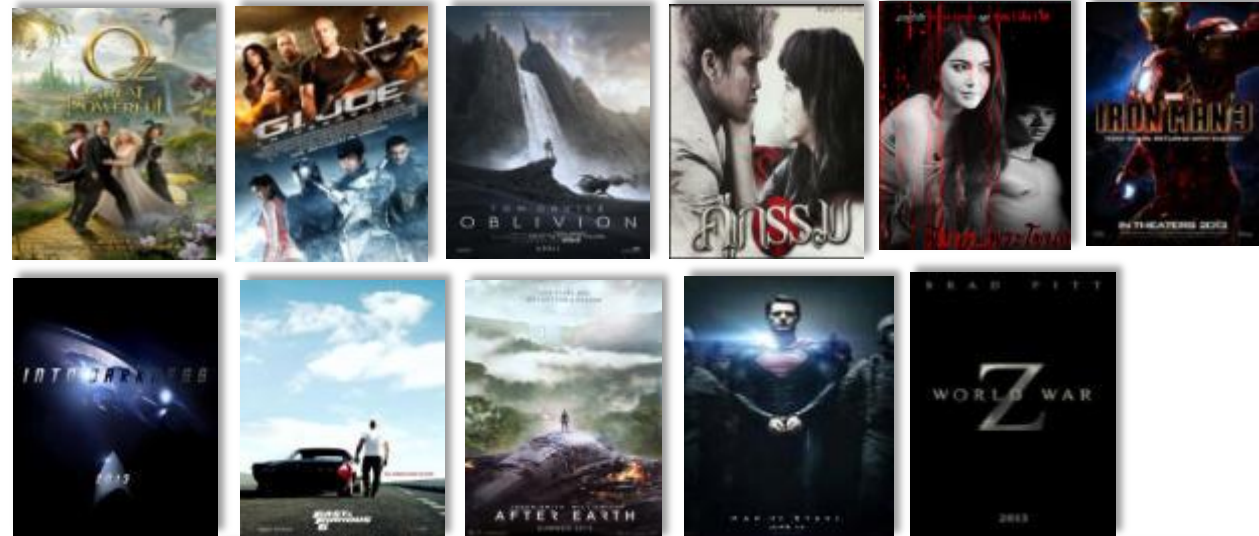
### 1Q13

- คุณนายโฮ
- Hansel and Gretel: Witch Hunters
- จันดารา ไร่ฉิมบท
- A Good Day to Die Hard
- Beautiful Creatures
- Jack the Giant Slayer
- Oz: The Great and Powerful



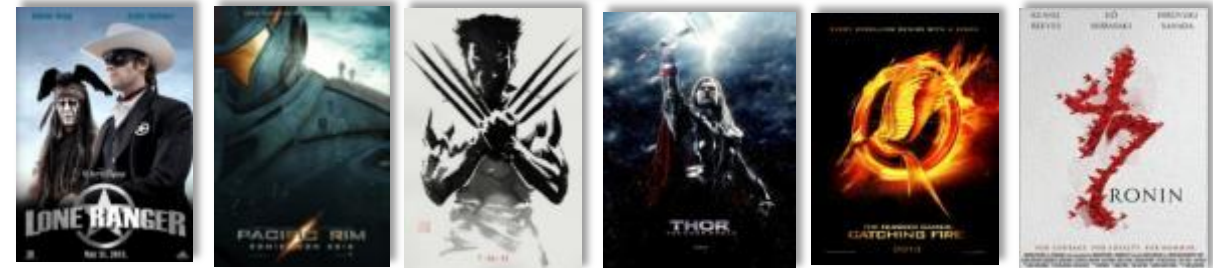
### 2Q13

- G.I. Joe: Retaliation
- Oblivion
- คู่กรรม
- พี่มาก..พระโขนง
- Iron Man 3
- Star Trek Into Darkness
- The Fast and the Furious 6
- After Earth
- Man of Steel
- World War Z



### 3Q13

- The Lone Ranger
- Pacific Rim
- The Wolverine



### 4Q13

- Thor: The Dark World
- The Hunger Games: Catching Fire
- The Hobbit : The Desolation of Smaug
- 47 Ronin



# GROWTH POTENTIALS

## Capacities

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As of Feb 2013



	FY10	FY11	FY12	FY13
<b>Screens</b>	<b>361</b>	<b>383</b>	<b>413</b>	<b>119</b>
BKK & Vicinity	252	259	284	Bangyai 5 Emporium 2 8 TBA 5
Provincial	109	124	129	Maesod 4 Roi-Et 5 Nakornsawan2 4 Ampo Mall Ayutthaya 4 Ubonratchathani 2 7 Nongbualumphu 4 Suratthani 7 Saton 5 Sakonnakhon 4 Prachinburi 4 Suphanburi 4 Songkla 5 Suratthani 2 5 Klaeng 4 Hadyai 10 Chiangmai 2 11 Samui 5 TBA 9
<b>Lanes</b>	<b>504</b>	<b>530</b>	<b>541</b>	<b>77</b>
BKK & Vicinity	386	386	326	
Provincial	94	94	94	Hadyai 16
International	24	50	121	Ellante Mall, Chandigarh 25 Plaza Centre, Pune 20 Bharti Mall, Ludhiana 16
		Vasant Kunj/26	Pune/17 Bangalore/27 Orion Mall/27	

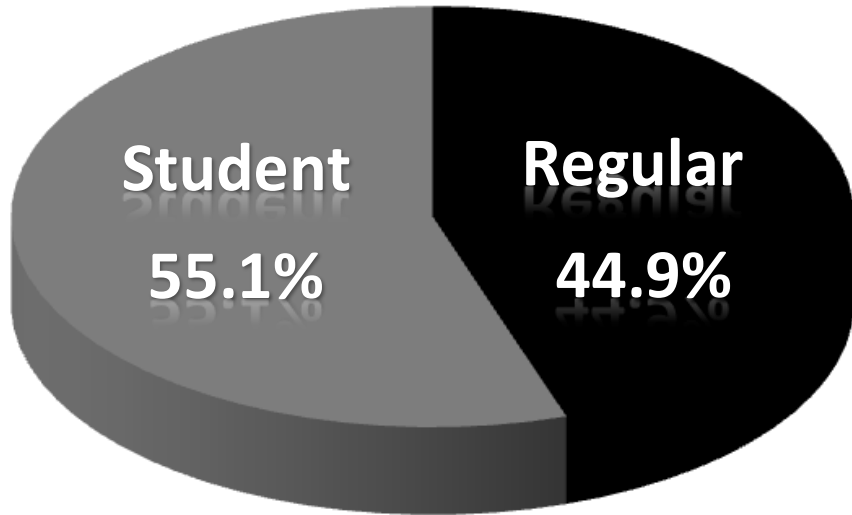
# GROWTH POTENTIALS

## M Generation

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### Ratio M Gen Card : Regular & Student



**Total 1,856,189 members**

**93.1**  
Bt.million

As of  
Feb13<sup>th</sup> 13

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

*\*\*0.6m members (Bt 33m) for Y2012*

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Thank You