

# LIFESTYLE

entertainment



CINEMA

## Quarterly Briefing

# 1Q14

# MAJOR CINEPLEX GROUP PLC.

**Analyst Meeting**

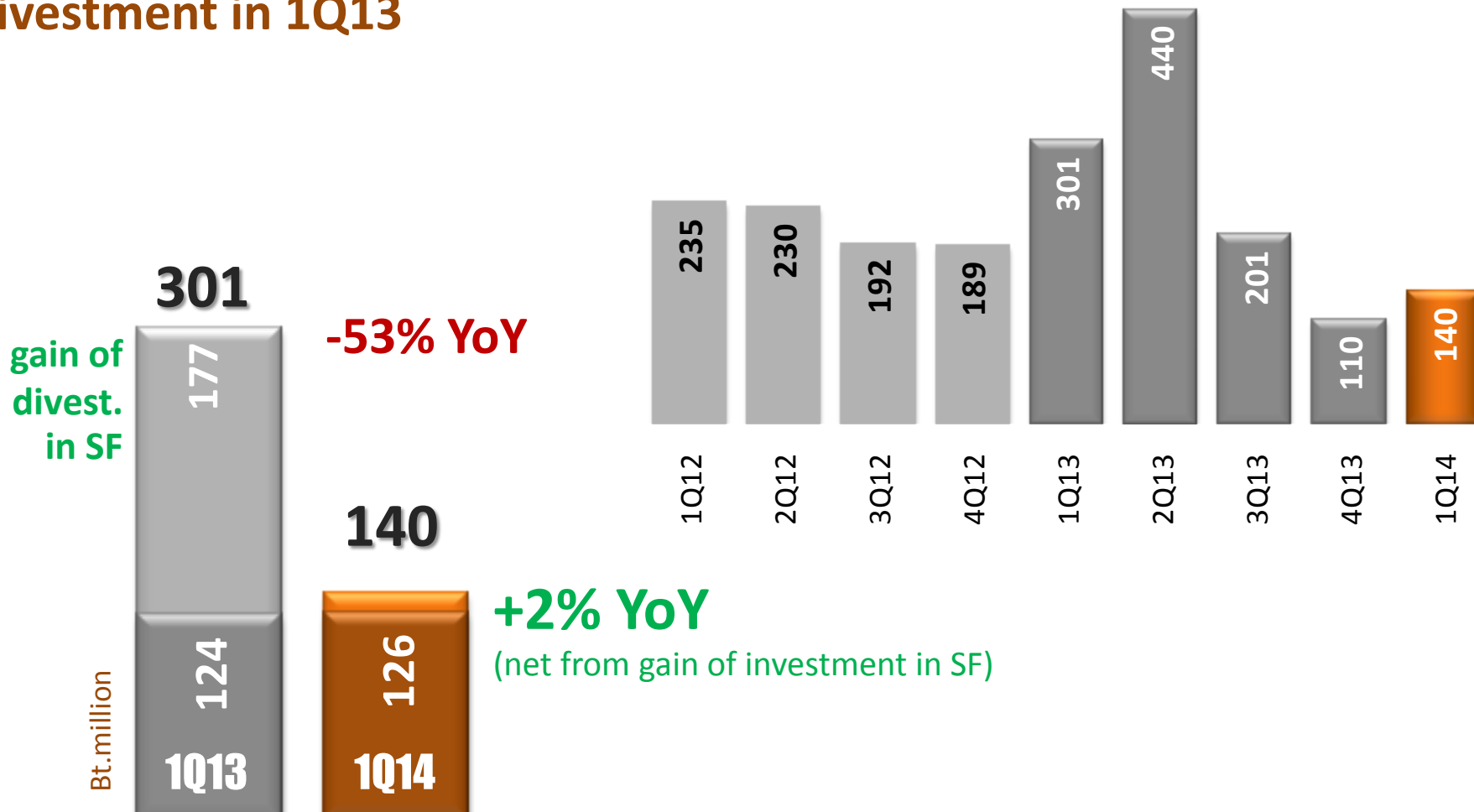
Paragon Cineplex, Siam Paragon: May 12<sup>nd</sup>, 2014



# 1Q14 QUARTERLY BRIEFING

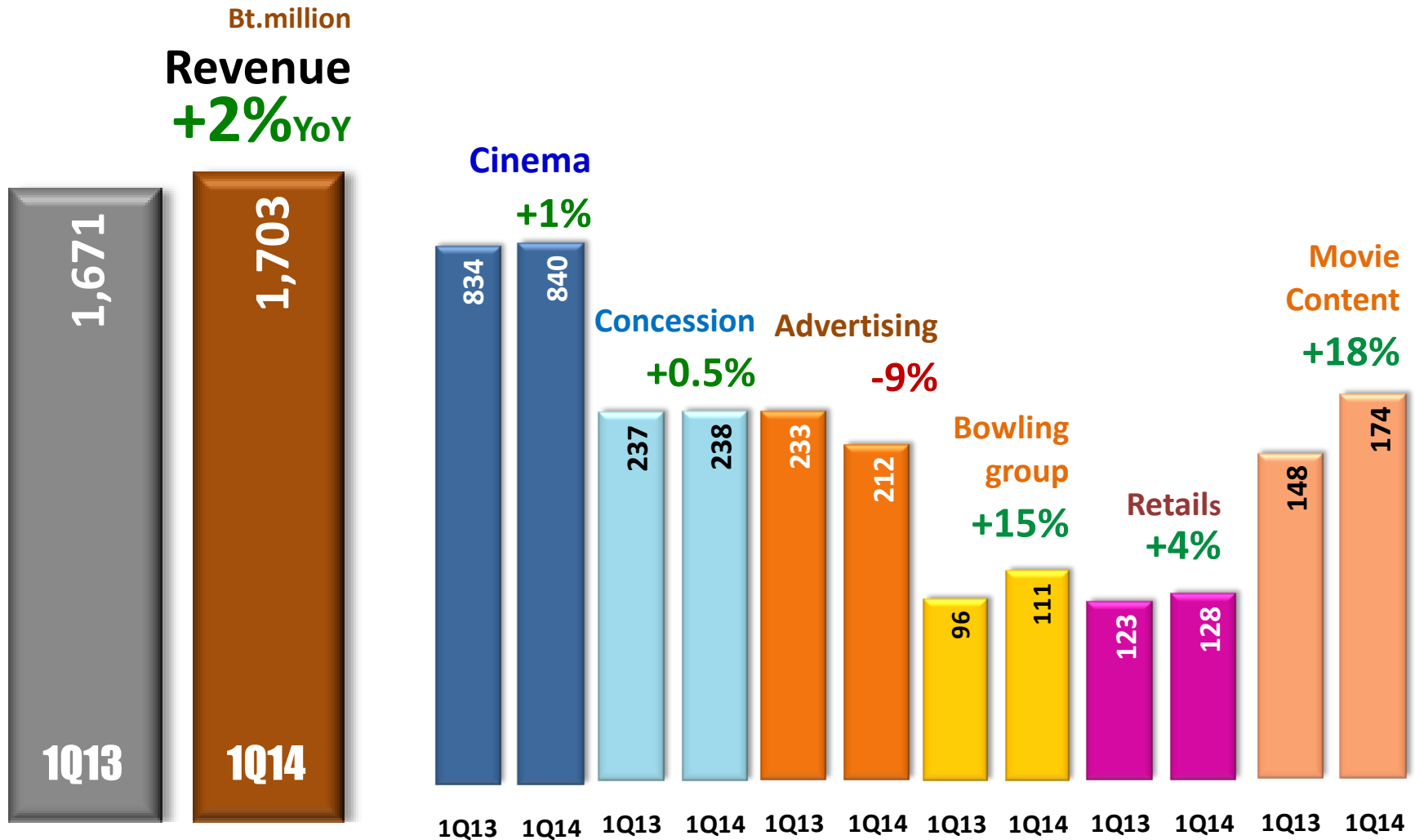
## The Net profit Trend

- Hollywood film and expansion branch drove to revenue growth
- Net Profit decreased mainly from there is no extra gain on SF divestment in 1Q13



# 1Q14 QUARTERLY BRIEFING

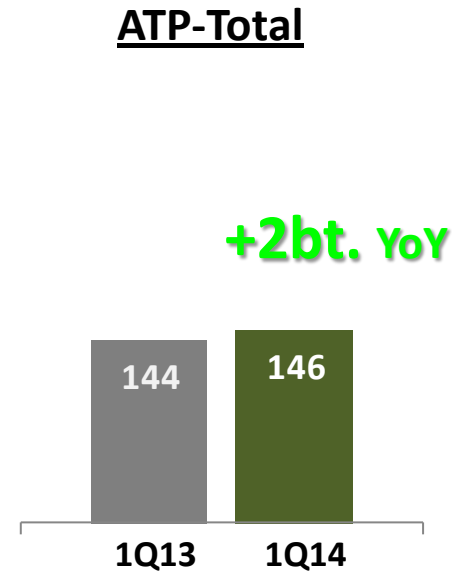
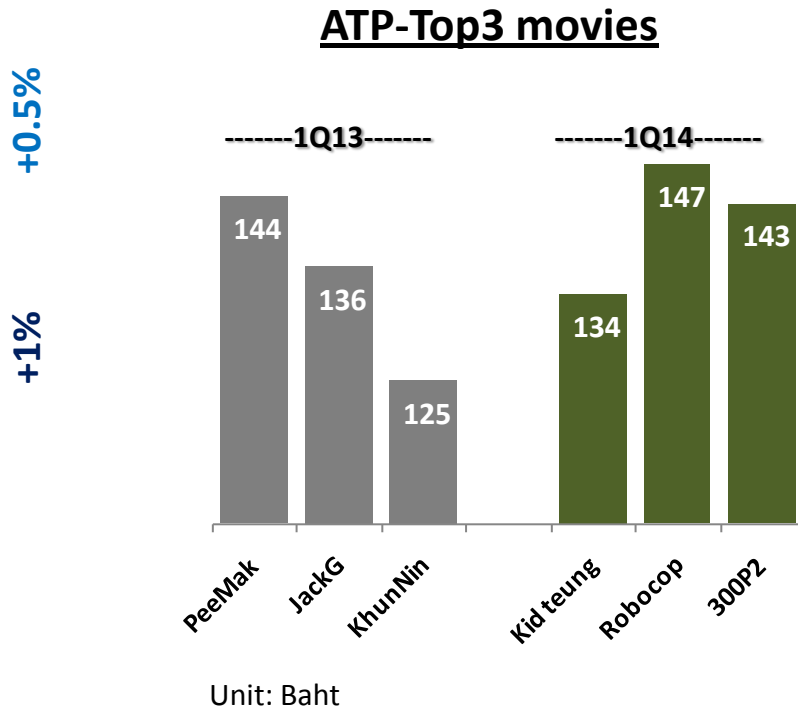
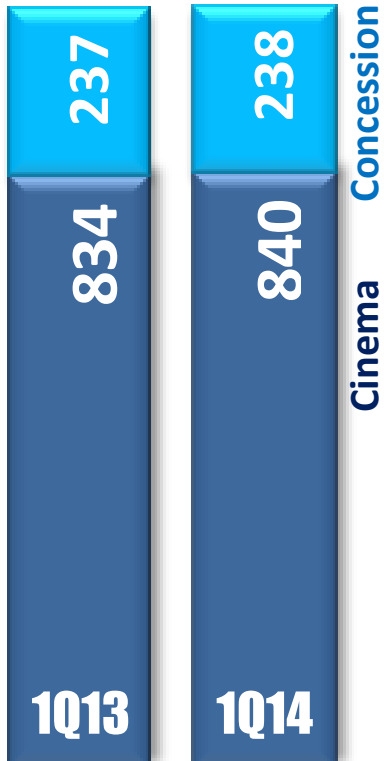
## The Revenue Break down



## The Revenue Break down : Cinema

• More Hollywood film and 3D,4D system drove to ATP growth

Bt.million  
Cinema Group  
**+1%YoY**

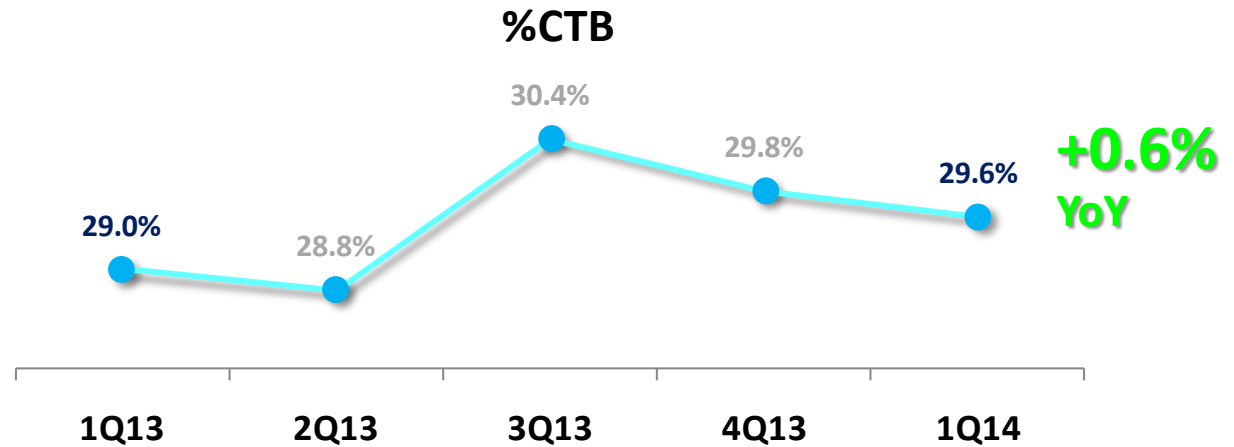
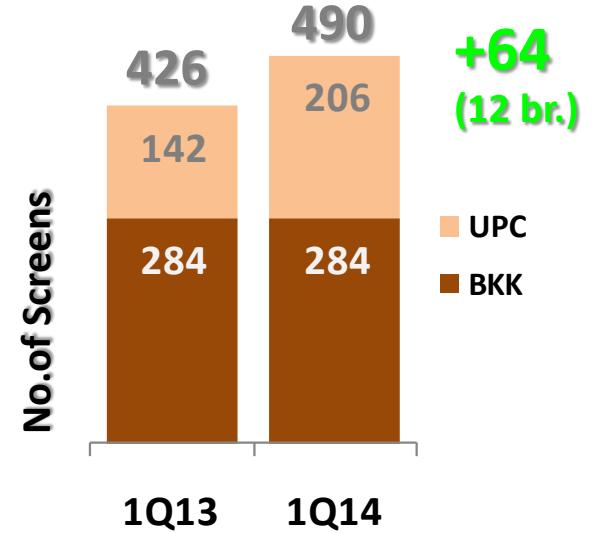
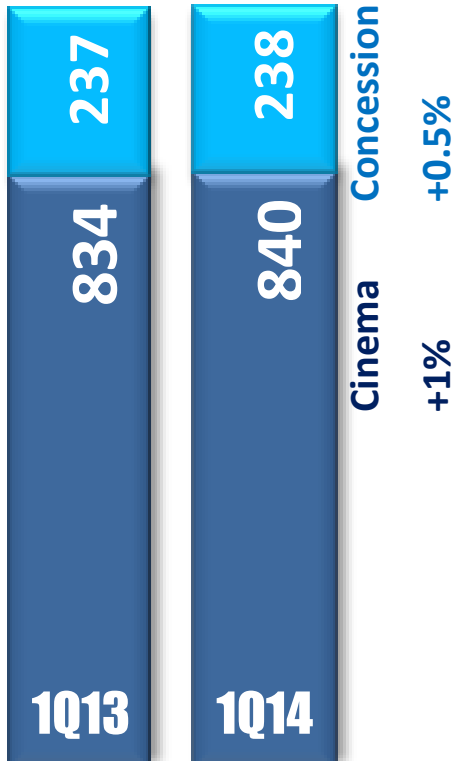


# 1Q14 QUARTERLY BRIEFING

## The Revenue Break down : Cinema

• Expansion 12 branches to UPC

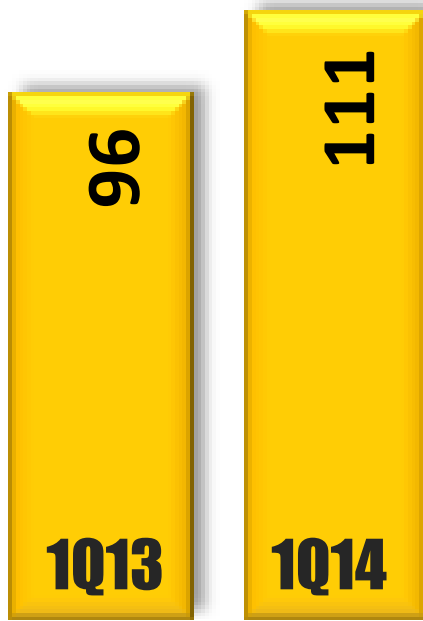
Bt.million  
Cinema Group  
**+1%YoY**



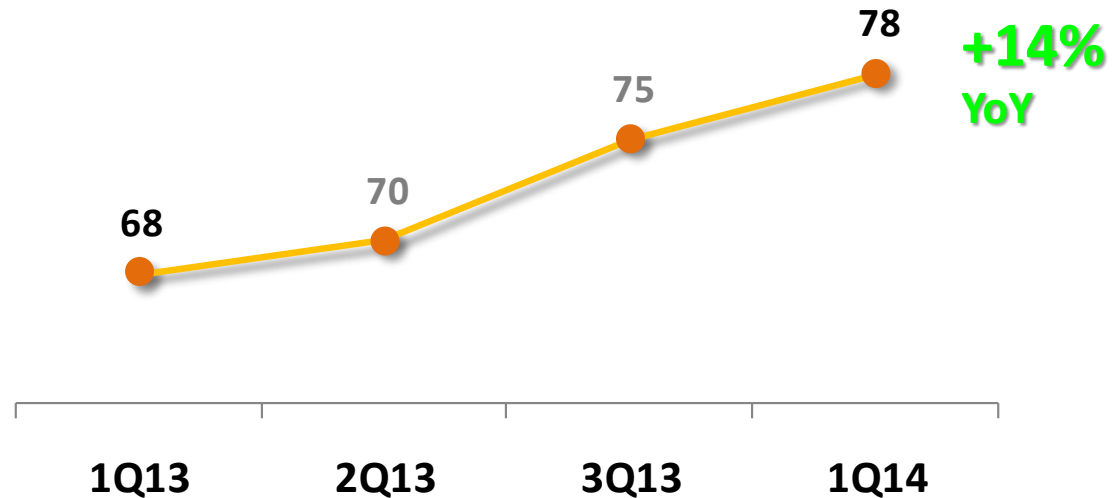
## The Revenue Break down : Bowling

- Up price Bowling game and New branch drove to revenue growth

Bt.million  
Bowling Group  
**+15%YoY**



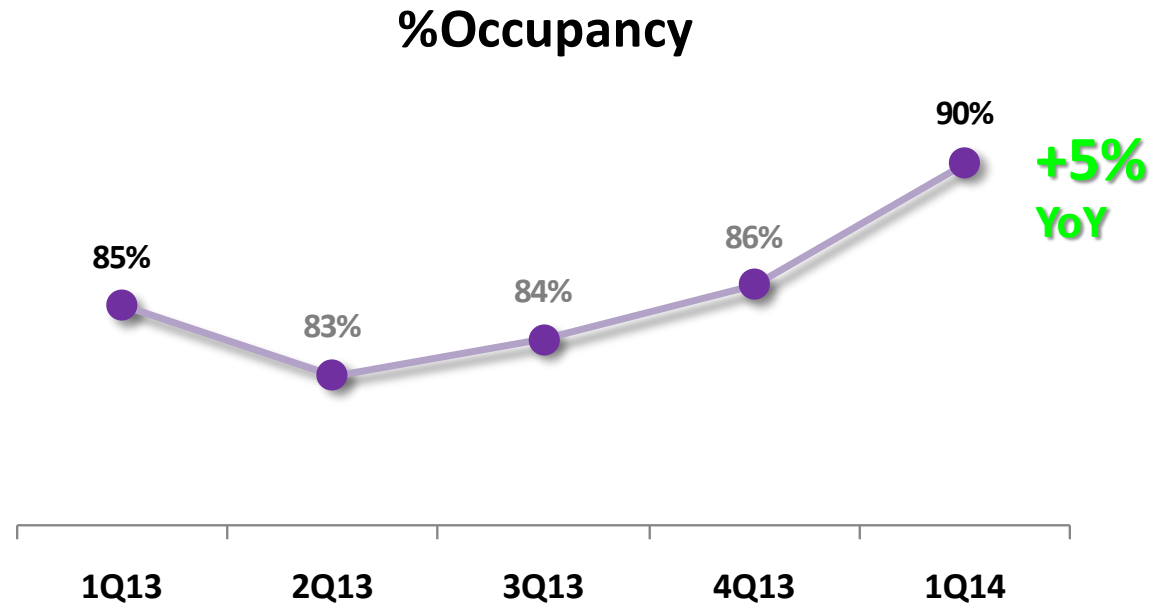
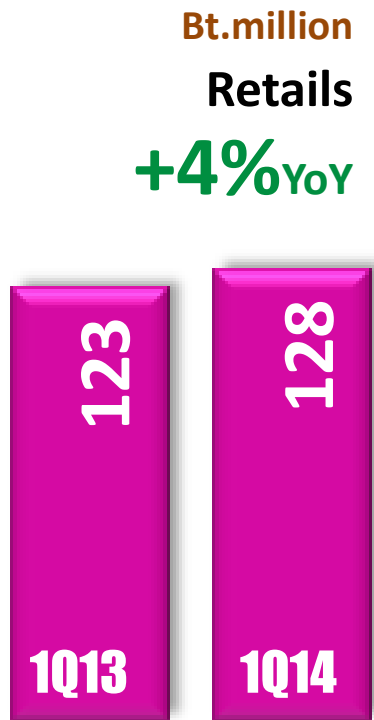
Average Game Fee (Bt.)



# 1Q14 QUARTERLY BRIEFING

## The Revenue Break down : Retails

- %Occ increase from WE Fitness@Sukhumvit and Center point @ Ratchayothin



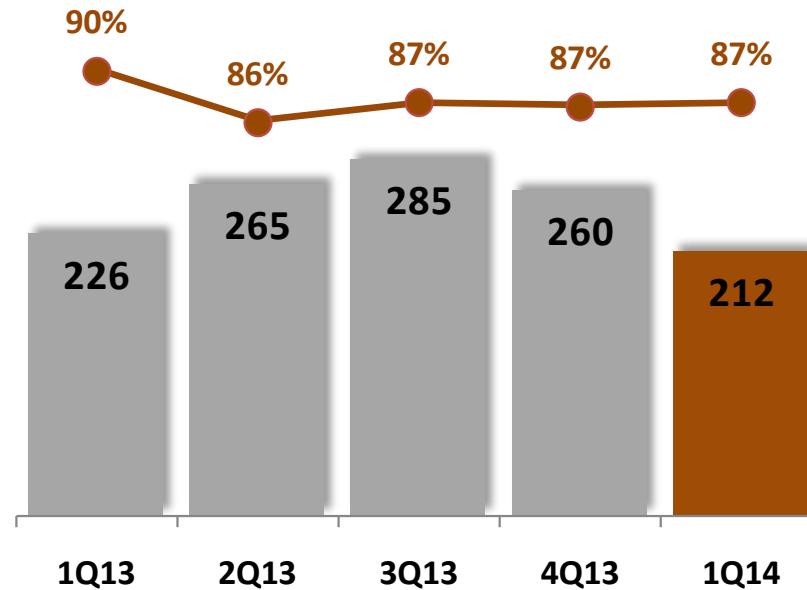
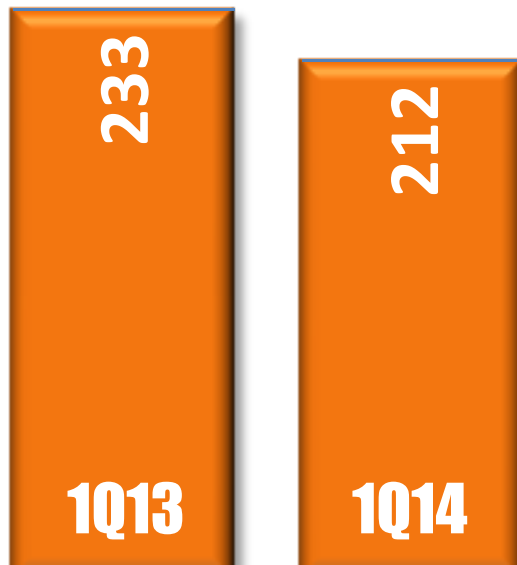


## The Revenue Break down : Advertising

- More Pepsi sponsor in 1Q13 amount Bt60m

Bt.million  
Advertising

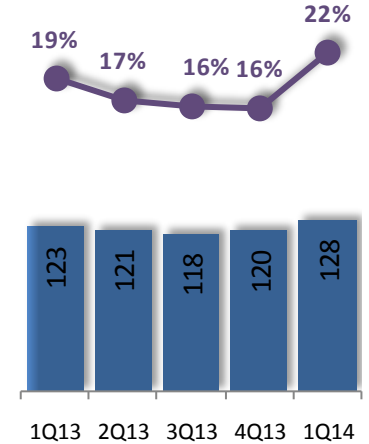
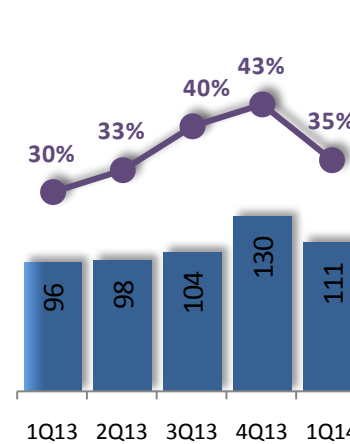
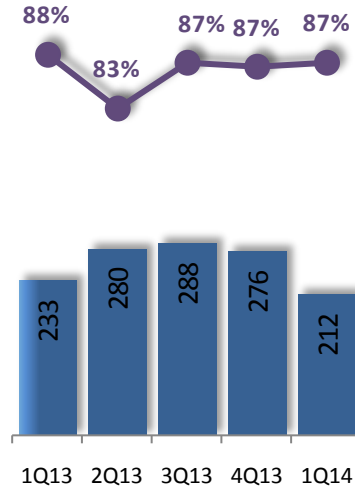
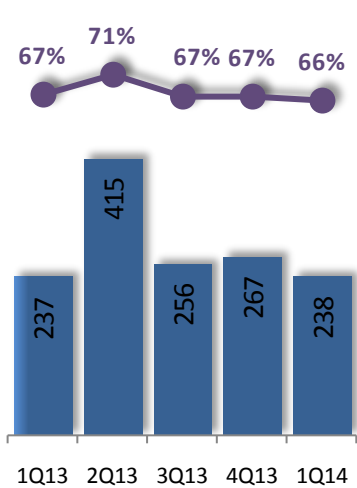
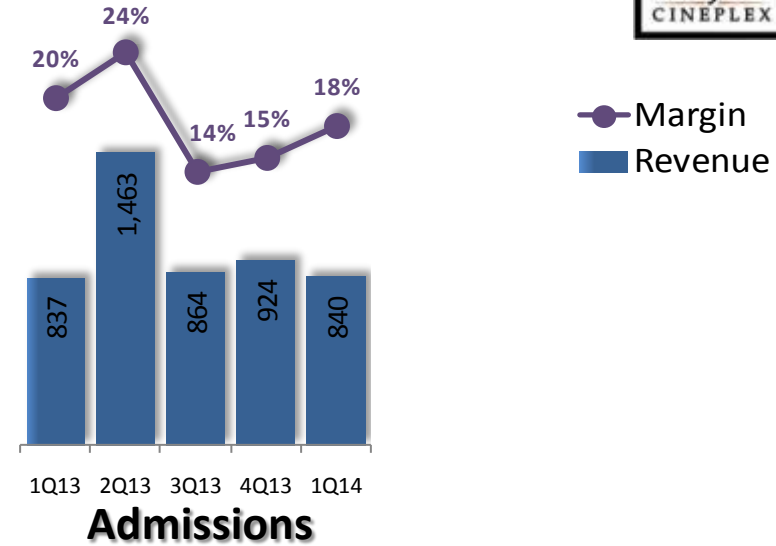
**-9%YoY**



# Q14 QUARTERLY BRIEFING

## Core Business margin

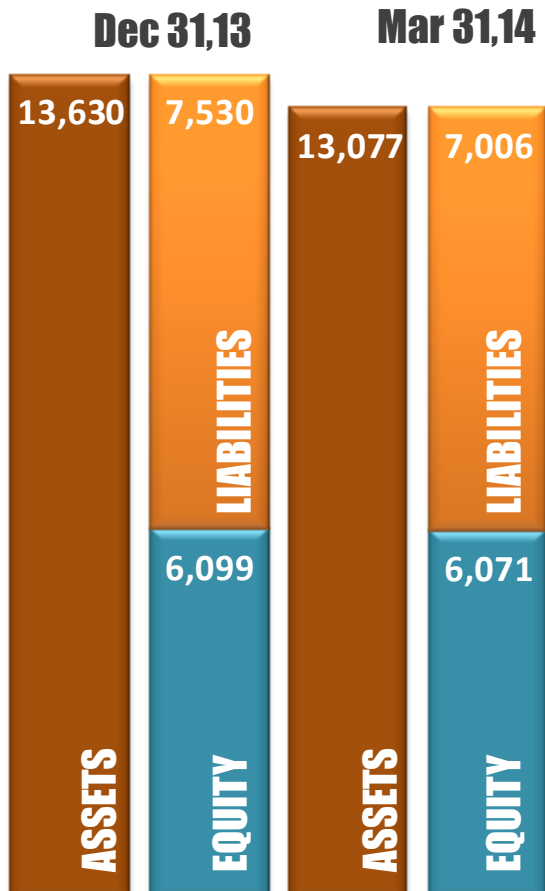
Margins	1Q13	1Q14	Δ
Admissions	20%	18%	-2%
Concessions	67%	66%	-1%
Advertising service	88%	87%	-1%
Bowling group	30%	35%	5%
Rentals & services	19%	22%	3%
<b>Blended</b>	<b>35%</b>	<b>35%</b>	<b>0%</b>



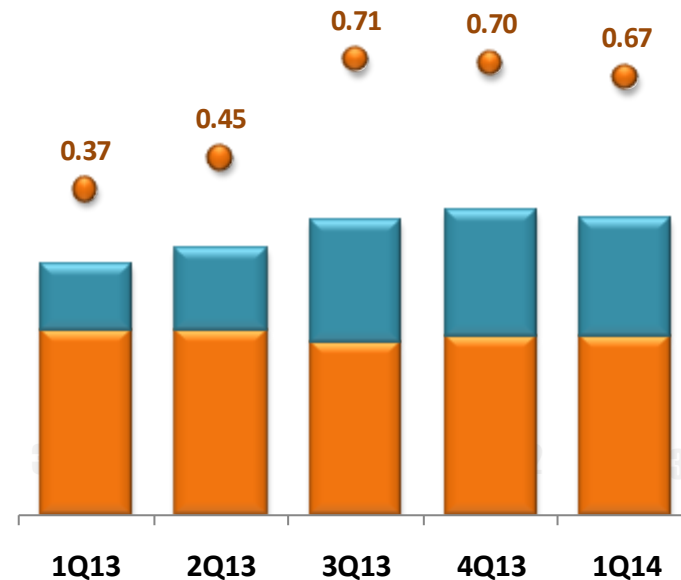
## B/S Snapshot

Bt.million	Dec 31,13	Mar 31,14	%chg
Assets	13,630	13,077	-4%
Liabilities	7,530	7,006	-7%
Equity	6,099	6,071	0%

Net D/E Slightly improve by payment loan



Net interest-bearing debts Equity Net D/E



## Investments Portfolio vs. Interest-bearing debts

Bt.million

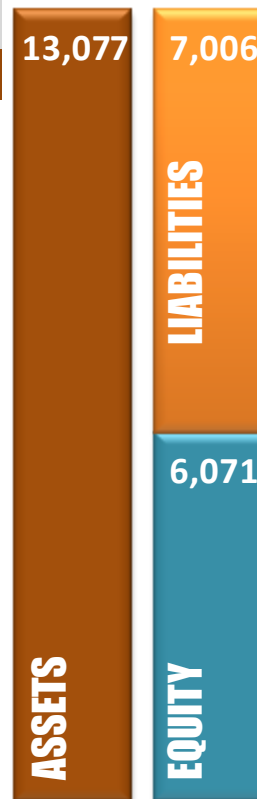
Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
Siam Future	23.49%	2.81	1,913	977	936
MJLF	33.00%	10.00	1,285	1,089	196
MPIC	91.37%	1.83	1,635	1,101	534
PVRL	6.22%	83.82	664	214	449
<b>Total</b>			<b>5,497</b>	<b>3,381</b>	<b>2,115</b>

\*Closing price on May 7,2014

### • Investment portfolio as of May 7,2014:

- 91.37% in **M Pictures Entertainment Plc. (MPIC)**
- 23.49% in **Siam Future Development Plc. (SF)**
- 33.00% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
- 40.00% in **ThaiTicketMajor Co., Ltd.**
- 6.22% in **PVR Limited (PVRL)**
- 49.00% in **PVR blu-O Entertainment Limited**
- 50.00% in **K-Arena**

Mar 31,14



Bt.million

Interest-bearing debts	1Q14
Bank OD & ST loans	1,835
CP of LT borrowings	210
LT borrowings	514
Debentures	1,800
<b>Total</b>	<b>4,359</b>

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# 1Q14

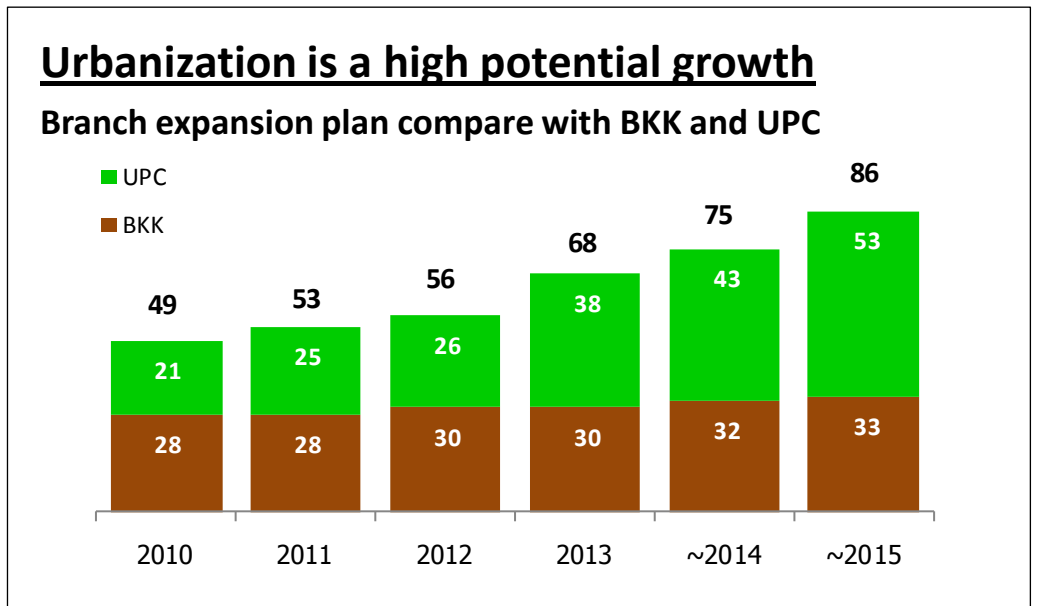
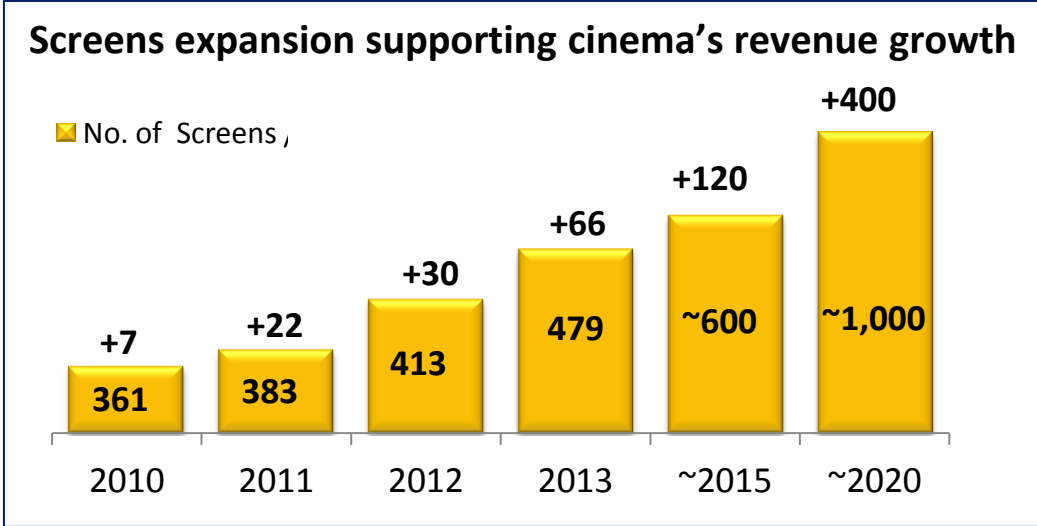
# MAJOR CINEPLEX GROUP PLC.

## Growth Potentials

# Major Cineplex's Expansion Trend

Major continues to expand more especially in provincial area which is high potential growth.

Major has presented in only 34 out of 77 provinces.



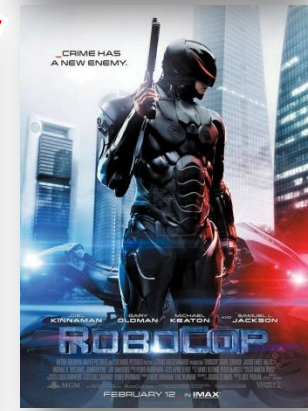
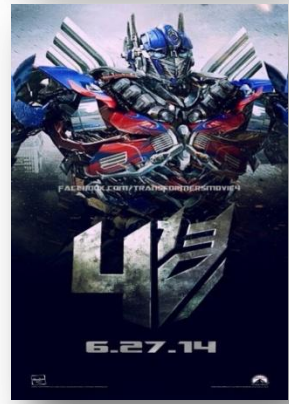
\* Information as of May 8,2014

# Big Movie 2014

## FY14 Blockbuster Highlight

### Y2014

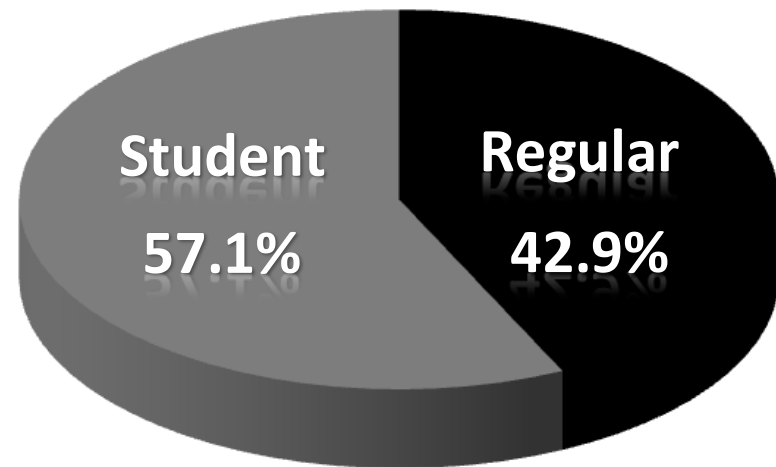
- Captain America: The Winter Soldier
- Transcendence
- The Amazing Spider-Man 2
- Godzilla
- X-Men: Days of future past
- Ninja Turtles
- Transformer 4
- Maleficent
- Dawn of the planet of the apes
- Hercules: The Thracian Wars
- Guardians of The Galaxy
- The Hunger Games: Mockingjay, Part 1
- The Hobbit: There and back Again
- Minions
- Veronica Mars
- Robocop
- 300: Rise of an Empire
- King Naresuan 5
- Edge of Tomorrow



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

**“We are the only movie theaters in the world which collected customer database. Also adding value by using social media such as Online E -ticketing, Facebook, Twitter, Line, Mobile application, etc.”**

Ratio M Gen Card : Regular & Student  
Total **2,311,013** members (As of May7'14)







Website

- Website Visitor =1.2 MBonth YR 2012
- Now Visit 1.2 M / Month



Movie Mail  
Subscriber : 750,000



Subscriber: 10,000



Facebook : 1.3 M Fanpage  
Twitter : 610 K. Follower

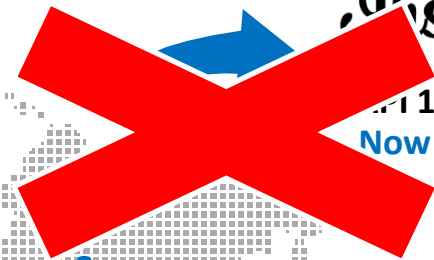
Social Network



Instagram

100,000 Follow  
Now : 35,000 Follower

Digital  
Communication



Online channel for  
communication with Customer



Official Line  
9.4 M friends



Major Movie Plus 2.1 M  
download



Major Mayar  
45,000 Download



We chat  
50,000 Download

# International Project

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## India: PVR Cinemas



Currently, PVR cinemas has got **398** screens in 38 cities and will be reach by 500 screens by year 2015.

Major hold 6.4% of PVR Cinemas (PVRL)

**PVR Cinemas is now India's Largest Multiplex Chain.**



# International Project

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## India: PVR BluO

Currently, PVR BluO has got 110 Bowling lanes in 5 Locations and 78 Bowling lanes will be added in year 2013-2014.



PEPSI  
bluO  
RHYTHM & BOWL

Bowling | Dining | Party Lounges | Live DJ

INDIA'S LARGEST BOWLING CENTRE

**NOW OPEN**

Orion Mall, Dr. Rajkumar Road, Malleshwaram-Rajajinagar



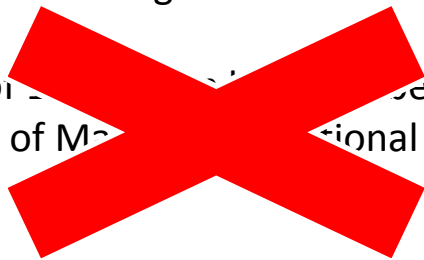
# International Project

## Cambodia & Other Countries



**Cambodia:** Major is partnering Japan's Aeon Mall to operate a cinema complex in Cambodia's capital with 7 screens with 1,400 seats and 14 bowling lanes.

The investment of [redacted] will be made through a holding company of Major [redacted] international joint venture with a local firm.



**This project will be finished in mid of year 2014.**

### Other Opportunities in South East Asia:

- Cambodia, Vietnam are the first target.
- JV with strong local partner.
- Conditions must be reasonable



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Thank You