

LIFESTYLE

entertainment



CINEMA

Quarterly Briefing

3Q14

MAJOR CINEPLEX GROUP PLC.

Analyst Meeting 3Q14

Paragon Cineplex, Siam Paragon: November 7th, 2014

3Q14 QUARTERLY BRIEFING

Financial Highlights

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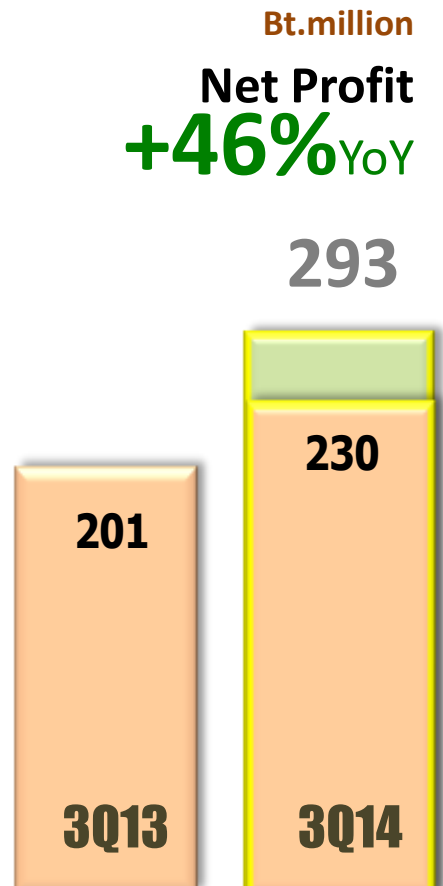
- Revenue growth from highlight movies, new branches and up price.
- Gross margin and EBIT improved from efficient cost management.
- Divestment from SF and PVRL in 3Q14, net amount 63MB.

Bt.Million	3Q13		3Q14		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	1,756	100%	2,153	100%	397	23%
Gross margin	606	35%	803	37%	197	32%
EBITDA	463	26%	620	29%	157	34%
EBIT	279	16%	412	19%	133	48%
Net Profit	201	11%	293	14%	92	46%
Net Profit (excl.divest. in SF&PVRL)	201	11%	230	11%	29	15%

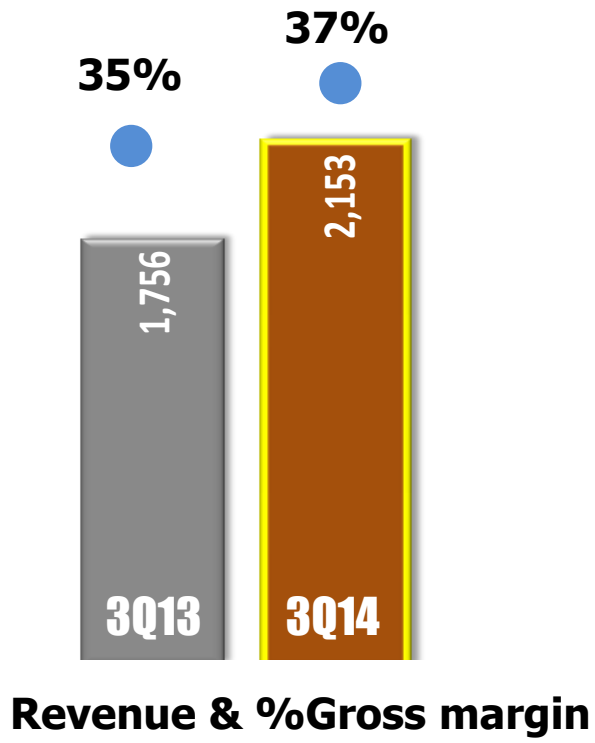
Net profit

46% Net profit growth from

- Expansion 9 branches in cinema BU.
- Strong Advertising revenue
- Investment in Cambodia



+15%
Excl.gain on
divest. in SF &PVRL
63MB.

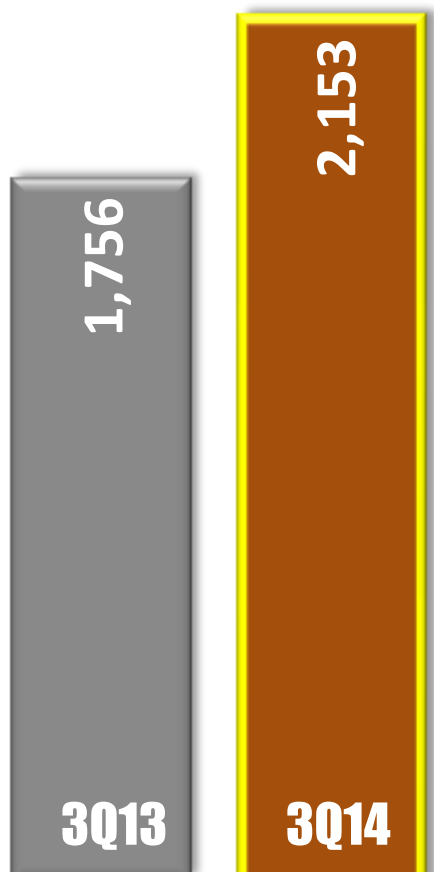


3Q14 QUARTERLY BRIEFING

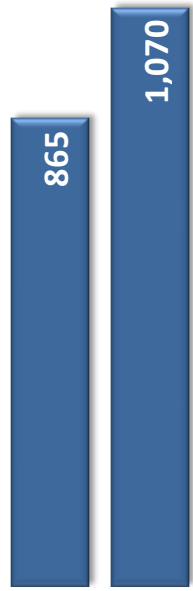
Revenue Break down

Bt.million
Revenue
+23%YoY

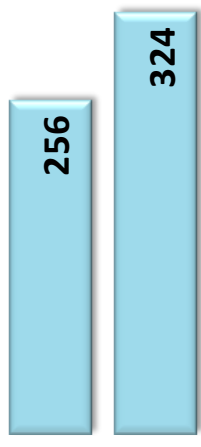
Revenue growth in all business units



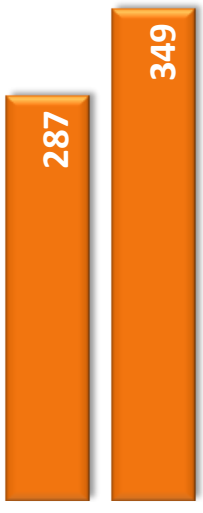
Admissions
+24%



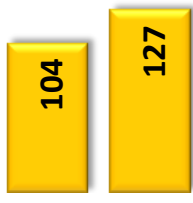
Concession
+26%



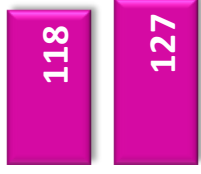
Advertising
+21%



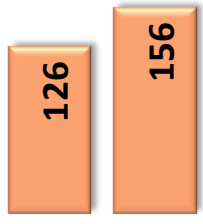
Bowling group
+22%



Retails
+8%



Movie Content
+24%

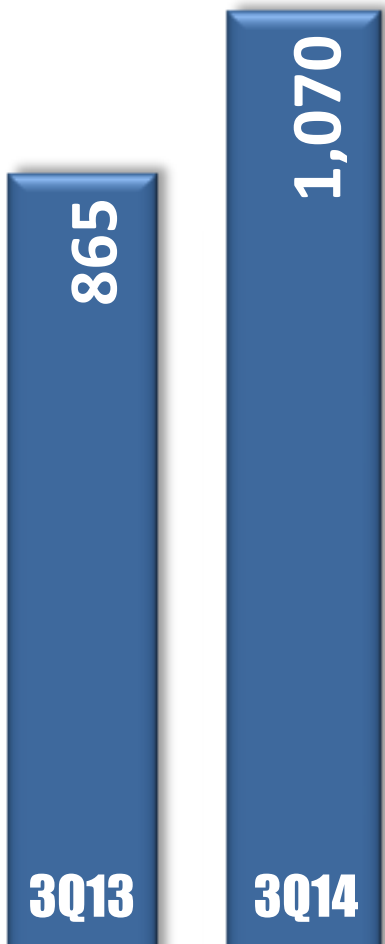


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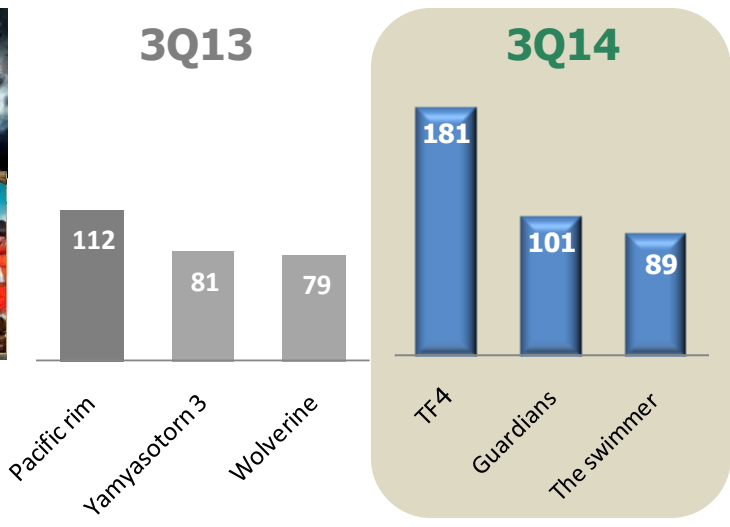
3Q14 QUARTERLY BRIEFING

Revenue : Admissions

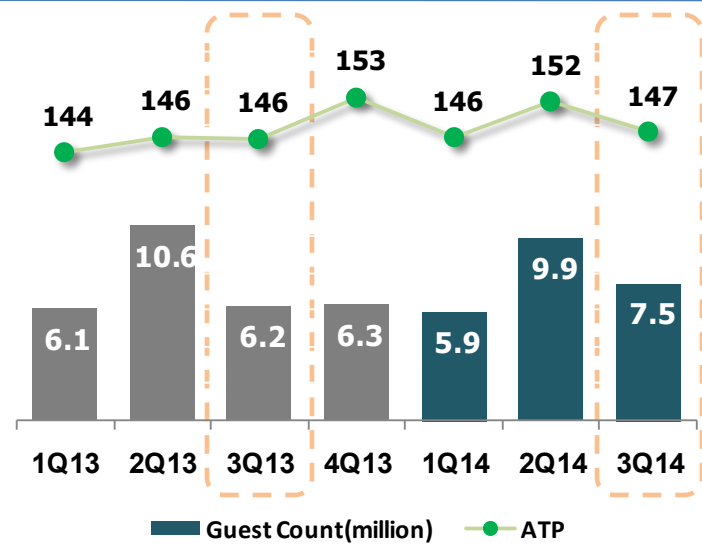
Bt.million
Admissions sale
+24%YoY



"Top 3 Movies" (Bt.million)



"Guest Count & ATP"



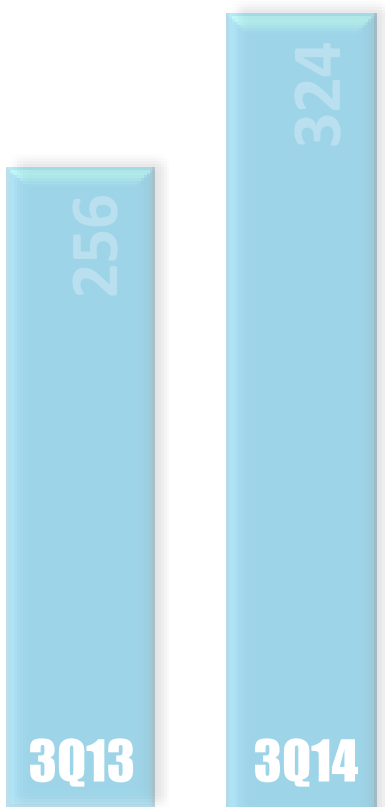
+1bt.

+21%yoy

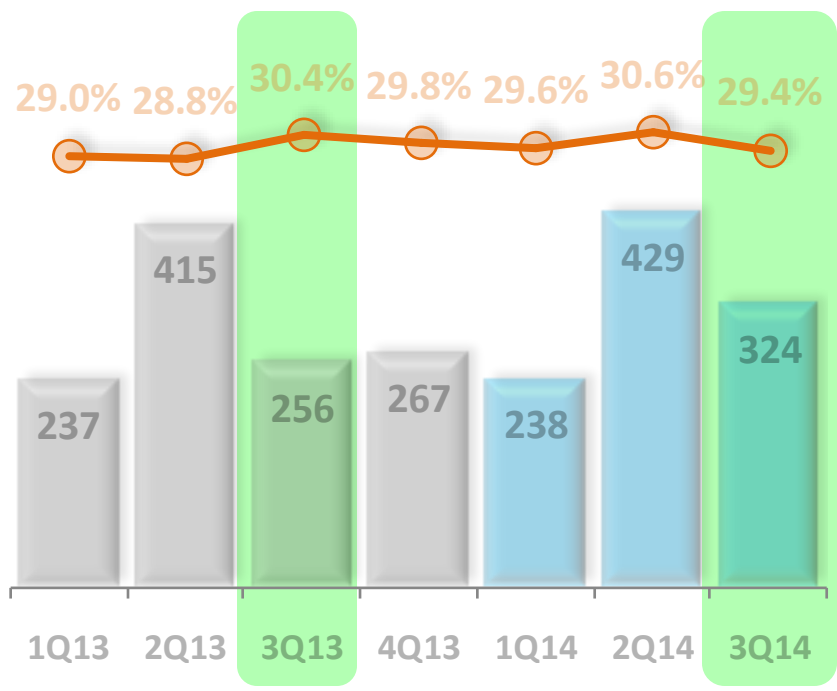
3Q14 QUARTERLY BRIEFING

Revenue : Concession

Bt.million
Concession
+26%YoY



Most of revenue growth from New branch (+20%)



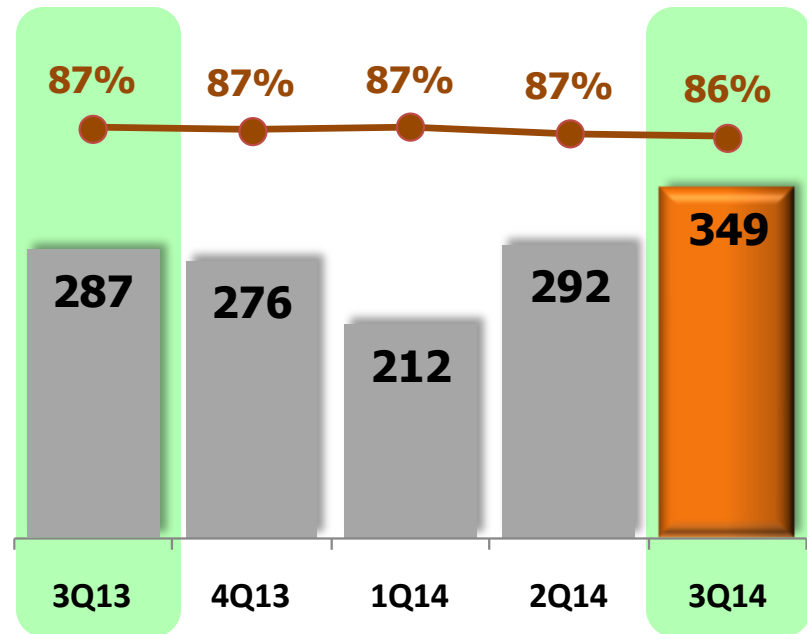
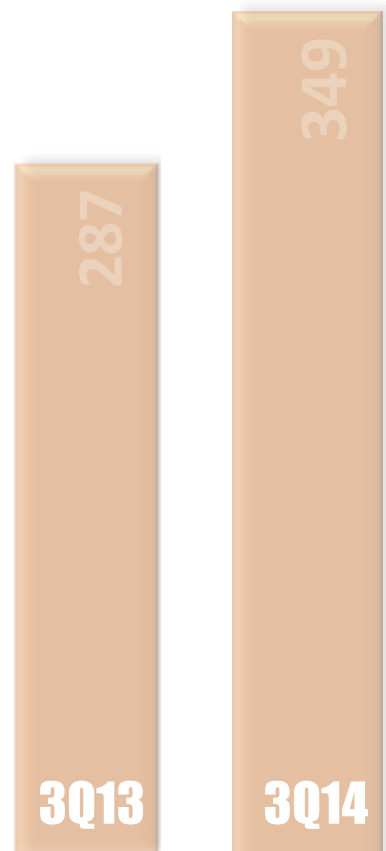
■ Concessions sales ● %Concessions-to-Gross Box Office

3Q14 QUARTERLY BRIEFING

Revenue : Advertising

- Strong growth mainly from Movie package and more screens.
- Slightly decrease gross margin from invest in Digital screens.

Bt.million
Advertising
+21%YoY



Advertising rev. (Bt.million) & %Gross margin

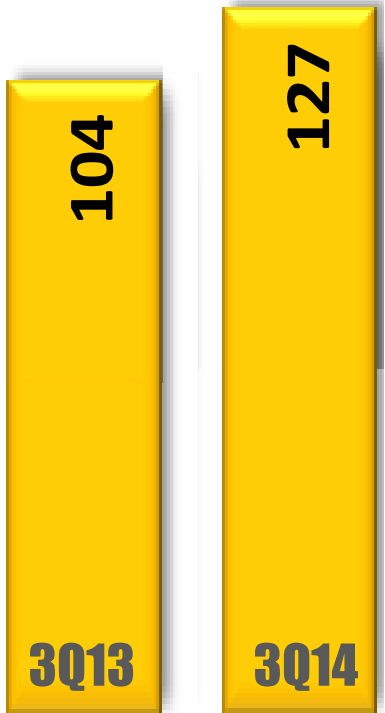
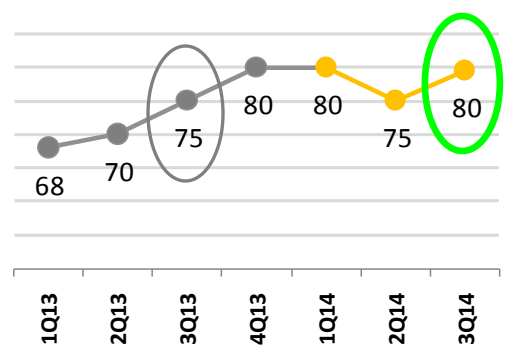
3Q14 QUARTERLY BRIEFING

Revenue : Bowling Group

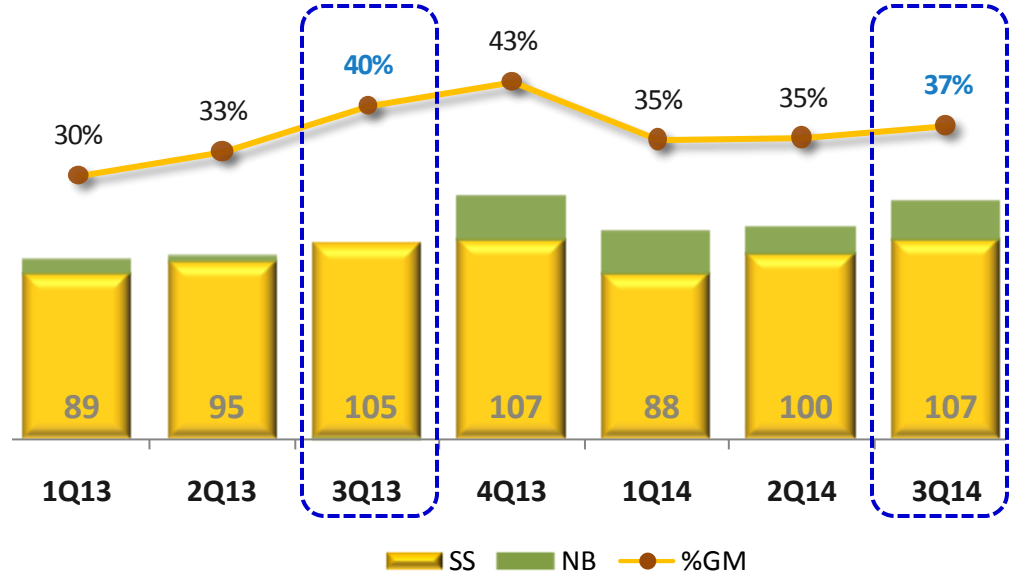
Revenue growth from new branches and increasing game fee

Bt.million
Bowling
+22%YoY

Avg. Game Fee (Bt.)



Revenue (Bt.million)



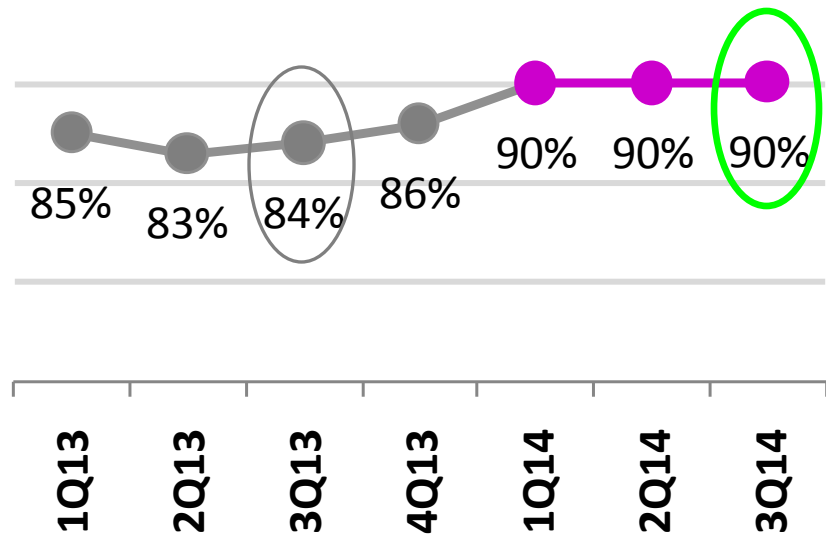
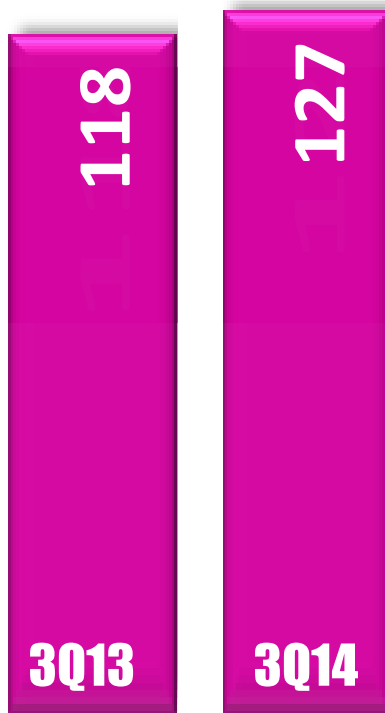
3Q14 QUARTERLY BRIEFING



Revenue : Retails

%Occupancy increase from WE Fitness at Sukhumvit location and Center point at Ratchayothin location.

Bt.million
Retails
+8%YoY

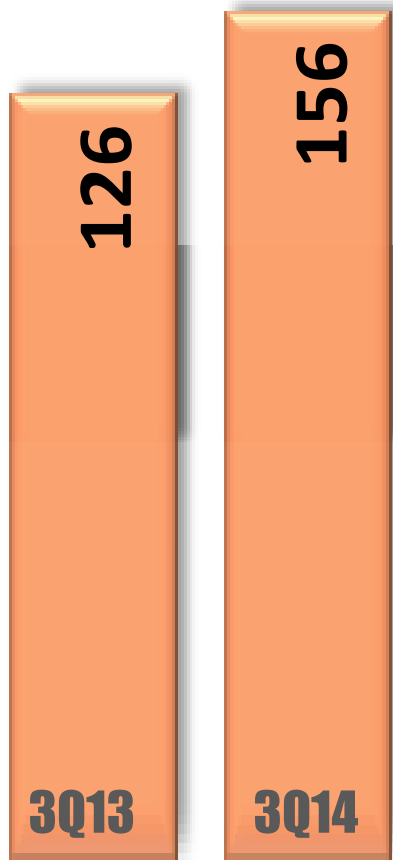


3Q14 QUARTERLY BRIEFING

Revenue : **Movie Content**

Bt.million

Movie Content
+24%YoY



- 20mb from “The secret of sassy women”



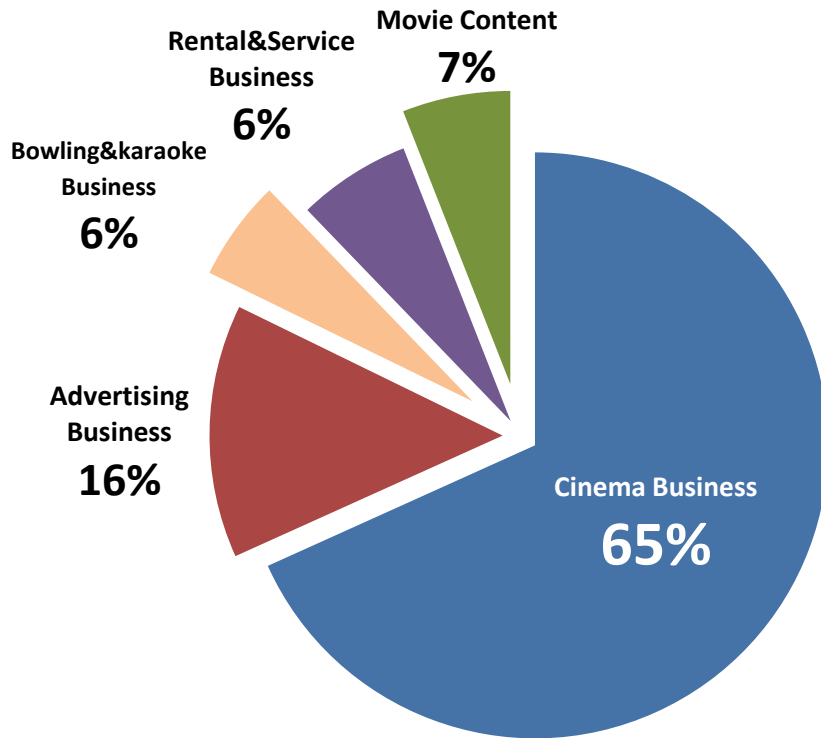
- Revenue increased from **distribution home entertainment (DVD)**

- Highlight movie such as “Begin Again, Expendable 3, November man”



Financial Review

Revenue Breakdown by segment



Major Group's Revenue Breakdown;

65% Cinema Business

(Admission sales + Concession sales)

16% Advertising Business

6% Rental & Service Business

6% Bowling & Karaoke Business

7% Movie Content

(Content Provider & Local Production house)

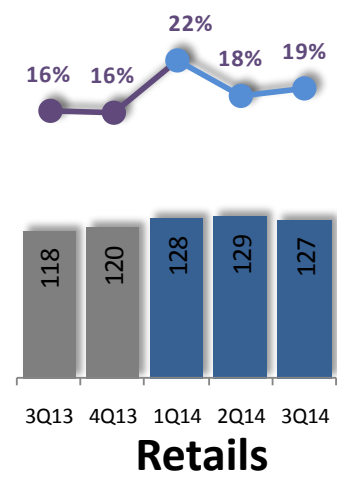
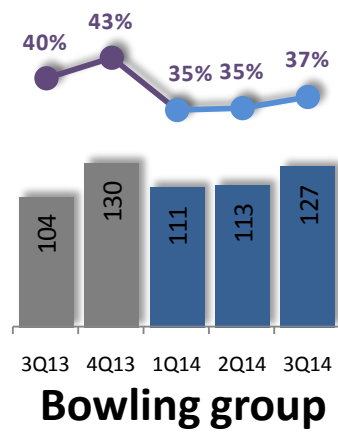
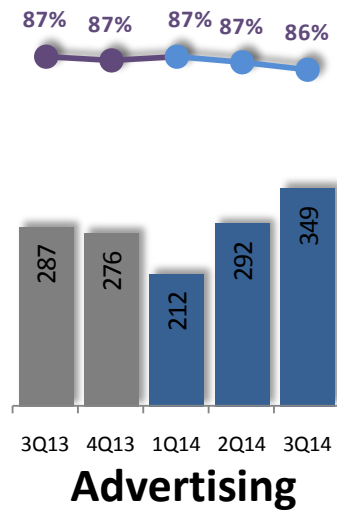
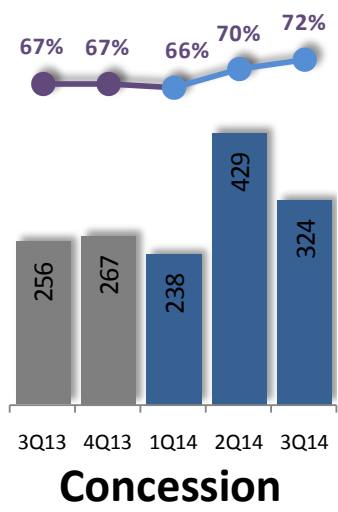
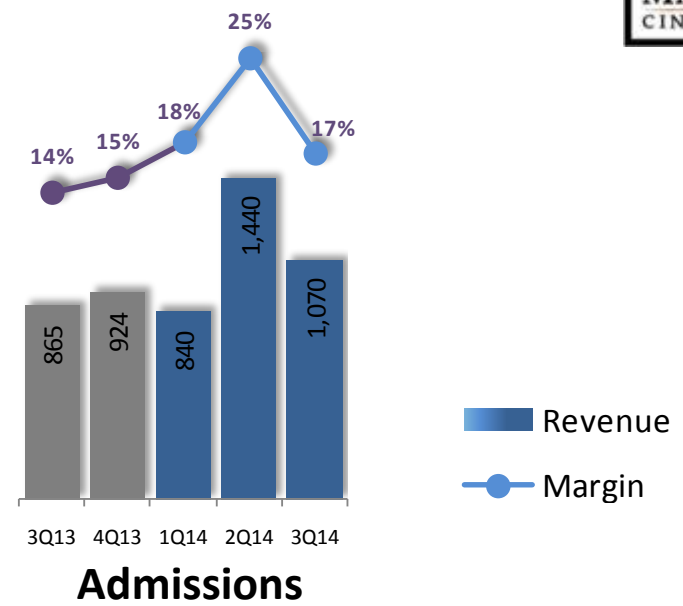
Data as of 3Q14

Major Group's Revenue Breakdown	3Q14	3Q13
Cinema Business (Admission sales + Concession sales)	65%	64%
Advertising Business	16%	16%
Rental & Service Business	6%	7%
Bowling & Karaoke Business	6%	6%
Movie Content (Content Provider & Local Production)	7%	7%
Total Revenue	100%	100%

3Q14 QUARTERLY BRIEFING

Core Business margin

Gross Margins	3Q13	3Q14	Δ
Admissions	14%	17%	3%
Concessions	67%	72%	5%
Advertising services	87%	86%	-1%
Bowling group	40%	37%	-3%
Rentals & services	16%	19%	3%
Consolidate	35%	37%	3%

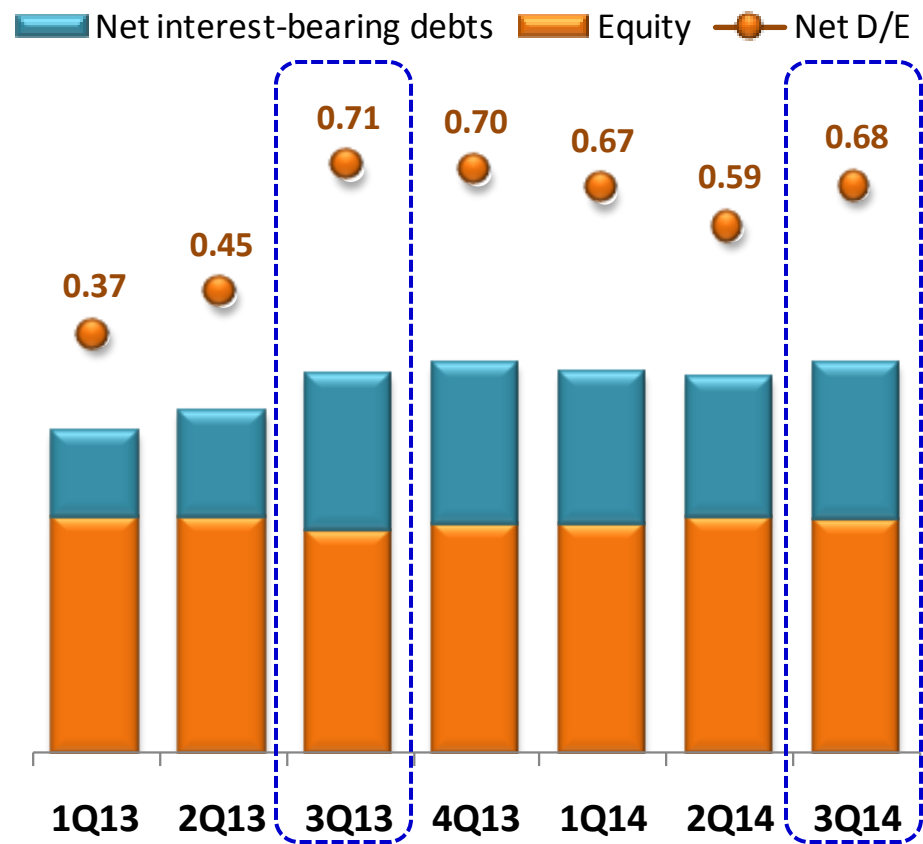
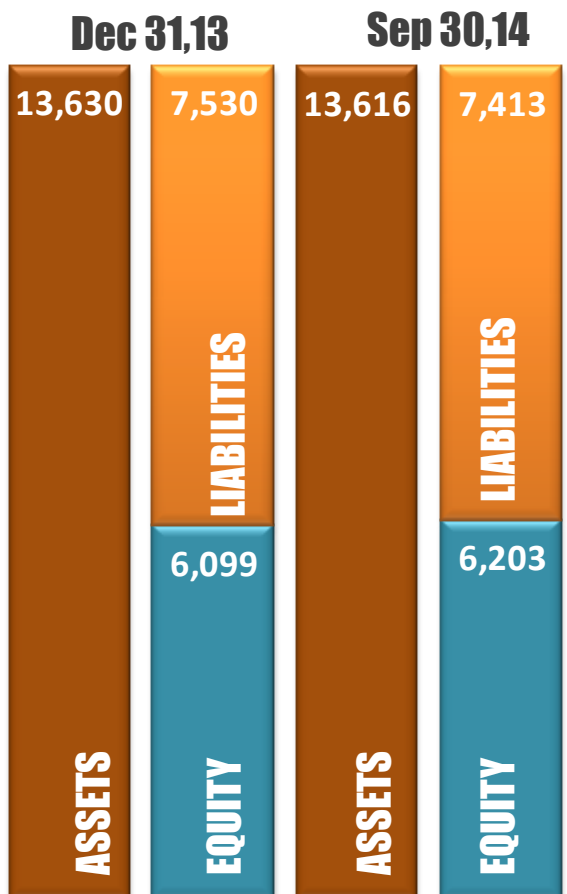


3Q14 QUARTERLY BRIEFING

B/S Snapshot

Strong D/E though rapid expansion

Bt.million	Dec 31,13	Sep 30,14	%chg
Assets	13,630	13,616	0%
Liabilities	7,530	7,413	-2%
Equity	6,099	6,203	2%



Investments Portfolio vs. Interest-bearing debts

Bt.million

Investments	%Share	Cost per Share	Market value*	Major's Cost	Gain(Loss)
Siam Future	23.01%	2.83	2,283	964	1,319
MJLF	33.00%	10.00	1,339	1,089	250
MPIC	92.49%	1.67	2,236	2,003	233
PVRL	5.82%	120.45	818	289	529
Total			6,676	4,345	2,331

*% Share as of Oct14 & Closing price on Nov 5,2014

Bt.million

Interest-bearing debts	3Q14
Bank OD & ST loans	2,220
CP of LT borrowings	115
LT borrowings	417
Debentures	1,800
Total	4,552



• Investment portfolio as of October 2014:

- 92.49% in **M Pictures Entertainment Plc. (MPIC)**
- 23.01% in **Siam Future Development Plc. (SF)**
- 33.00% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
- 40.00% in **ThaiTicketMajor Co., Ltd.**
- 5.82% in **PVR Limited (PVRL)**
- 49.00% in **PVR blu-O Entertainment Limited**
- 50.00% in **K-ARENA**
- 70.00% in **Major Platinum Cineplex Co.,Ltd.(Cambodia)**

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GROWTH POTENTIALS

GROWTH POTENTIALS



2015 Blockbuster Highlight

Year 2015

- The Avengers: Age of Ultron**
- Fast & Furious 7**
- Man of Steel 2: Superman / Batman**
- Fantastic Four Reboot**
- Terminator: Genisys**
- James Bond 24**
- Mission Impossible 5**
- Jurassic World**
- The Hunger Games: Mocking Jay Part II**
- Seventh Son**
- Taken 3**
- Into the Woods**
- Jupiter Ascending**
- Kingsman: The Secret Service**
- Ant - Man**
- Finding Dory**
- Assassin's Creed**
- Kung Fu Panda 3**
- Star War VII**
- Ted 2**
- Inside Out**
- Inferno**
- Cinderella**
- World of Warcraft**

Mega Blockbuster in Year 2015 are still attractive. Superhero-related, sequels and animated films are continuous released.



*Please note that release dates are subject to change.

GROWTH POTENTIALS

M Generation: Member Card

“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.”

Mgen Regular



Mgen Student



Ratio M Gen Card : Regular & Student

Total **2,516,848** members
(As of October 2014)

Mgen Freedom (60Yrs Old)



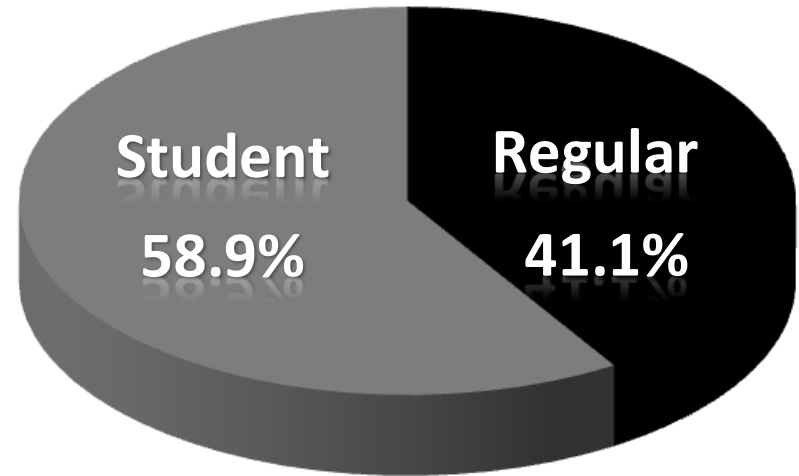
Mgen First (Invitation Only)



Mgen Kids



Mgen IMAX





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GROWTH POTENTIALS

Major is expert in online entertainment and interesting in online media.

facebook.com/majorgroup @majorgroup

LINE Official Account



+ Major Friends



Major Group:

2,278,000 Members



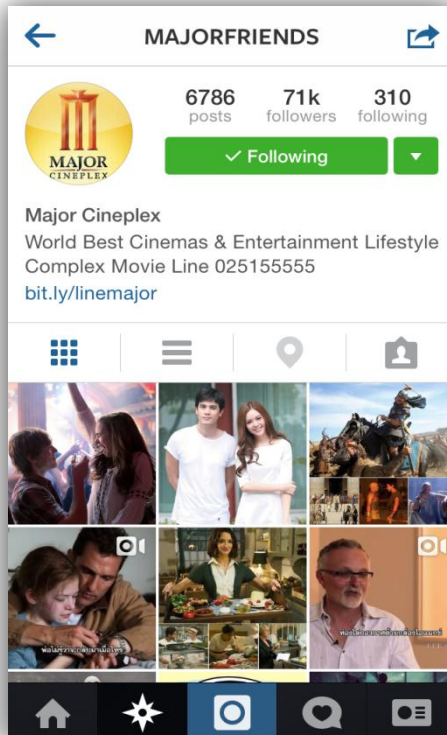
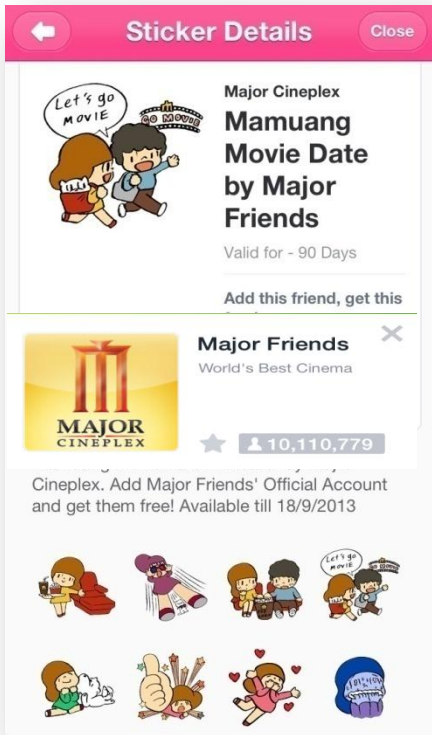
Major Friends:

10,495,000 Members



Instagram:

71,000 Members



Twitter Major Group:

761,000 Followers



GROWTH POTENTIALS

Online Booking: E-Ticketing, Mobile Application and Online ticketing

- Customers can book the ticket through many channels like E-Ticketing Machines, Mobile Application (iOS, Android), Major Cineplex's website, also customers can pick up the tickets by using barcode at kiosks or receive the tickets at 7-11 (Convenience store)
- 60% - 70% of admission revenue comes from non box office (Data as of 3Q14)
- Those technology will come to replace manpower in box office areas.



E-Ticketing Machine 401 Units in 72 Branches



Major Movie plus Application 3,300,000 Members

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Expansion Plan Year 2014 (Data as of October 2014)

Item	Location	Screens	Opening Date
1	Lotus: Songkhla	5	1Q14 (11 Screens)
2	Lotus: Suphanburi	4	
3	Big C: Nakorn Pa Nom	2	
4	Big C: Prachinburi	2	2Q14
5	Lotus Bangyai	8	3Q14
6	Robinson Roi Et	4	4Q14 (16 Screens)
7	Robinson Samutprakarn	5	
8	Pang Nga (Local Developer)	3	
9	Robinson Mukdahan	4	
		37	
Remark*	Emquatier	8	Postpone to 1Q15
International Project: Cambodia			
10	Aeon Mall Phnom Penh Bowling 13 lanes	7	2Q14



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INTERNATIONAL PROJECT

International Project

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India: PVR Cinemas



Currently, PVR cinemas has got **454** screens in 43 cities and will be reach by 500 screens by year 2015.

Major hold 5.82% 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.



Bowling | Dining | Party Lounges | Live DJ

INDIA'S LARGEST BOWLING CENTRE

NOW OPEN

Orion Mall, Dr. Rajkumar Road, Malleshwaram-Rajajinagar



International Project

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Cambodia & Other Countries

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

The investment of 150 million baht will be made through a holding company of Major's international joint venture with a local firm. Major hold 70% of JV.

This project opened since 30th June 2014

Other Opportunities in South East Asia:

- CLMV is further regional expansion.
- JV with strong local partner.
- Conditions must be reasonable



Major Cineplex's Mr Vicha (centre) and partners Sila Chy Thmor (left) and Raam Punjabi.



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MAJOR CINEPLEX GROUP PLC.

Thank You