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entertainment



MAJOR CINEPLEX GROUP PLC.

1Q16 Analyst Meeting
Paragon Cineplex, 16th May 2016



AGENDA

COMING ATTRACTION MOVIE LINE-UP 2016 - 2017	P.3
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COMING ATTRACTION MOVIES

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Blockbuster Studios Release Schedule 2016



Captain America
Apr'16



Warcraft
May'16



Finding Dory
Jun'16



Ice Age
Jul'16



Suicide Squad
Aug'16



Thai Movies from;
- Talent 1 (MPIC)*
- GDH555
- Khun Pan (MongKol)



Dr.Strange
Oct'16



Star Wars: Rouge One
Dec'16

2Q16

3Q16

4Q16

Luang Pee Jazz 4G
(MPIC)*
Apr'16



X-Men: Apocalypse
May'16



Independence Day
Jun'16



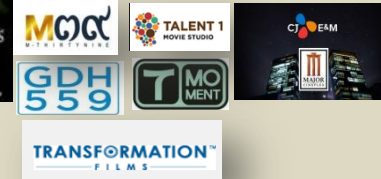
Star Trek Beyond
Jul'16



Alice in Wonderland
Aug'16



Thai Movies from;
- CJ Major*
- Transformation (2)*
- Talent 1 (MPIC)*
- GDH555
- T moment



Fantastic Beasts and Where to Find Them
Nov'16



*Please note that release dates are subject to change.

COMING ATTRACTION MOVIES

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1H16 Coming Attraction Movies

Captain America: Civil War
Batman VS Superman: Dawn of Justice
X-Men Apocalypse
Independence Day 2 Resurgence
Deadpool
Kung Fu Panda 3
The Jungle Book
The Huntsman: Winter's War
Allegiant Part 1
Finding Dory
Angry Birds
Teenage Mutant Ninja Turtles 2
Thai Movies
11-12-13 (M39) (Ghost movie)
Luang Pee Jazz 4G (MPIC) (Comedy)
Take Me Home (Horror)
Midnight University (MPIC)
Ghost Movie
Buppha Arigato (Mongkol) (Comedy)
Total 16 Thai Movies in 1H16*



COMING ATTRACTION MOVIES

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2H16 Coming Attraction Movies

Suicide Squad
Doctor Strange
The Legend of Tarzan
Fantastic Beasts and Where to Find Them
Star War: Rogue One
The Inferno
Ice Age : Collision Course
Alice in Wonderland
The Magnificent Seven
Underworld 5
Jumanji
Ghostbusters
Star Trek Beyond
Thai Movies
8 Movies confirmed from MPIC Group*
2 Movies confirmed from GDH555
1 Movies confirmed from T Moment
Total 30 Thai Movies in 2H16




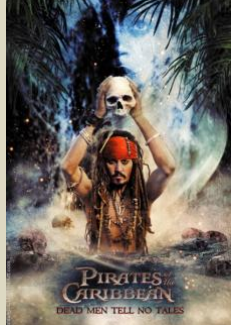




*Please note that release dates are subject to change.

COMING ATTRACTION MOVIES

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Big Blockbuster Studios Release Schedule 2017

 <p>Wolverine 3 Mar'17</p>	 <p>Pirates of the Caribbean May'17</p>	<p>Wonder Woman Jun'17</p> 	 <p>Spider-Man Jul'17</p>	 <p>X-Men: Gambit Oct'17</p>	 <p>Thor: Ragnarok Nov'17</p>
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1H17

2H17

 <p>Resident Evil Jan'17</p>	 <p>Fast 8 Apr'17</p>	 <p>Transformer 5 Jun'17</p>	 <p>World War Z 2 Jun'17</p>	 <p>War for the Planet of the Apes Jul'17</p>	 <p>Justice League: Part I Nov'17</p>	 <p>Star Wars: VIII Dec'17</p>
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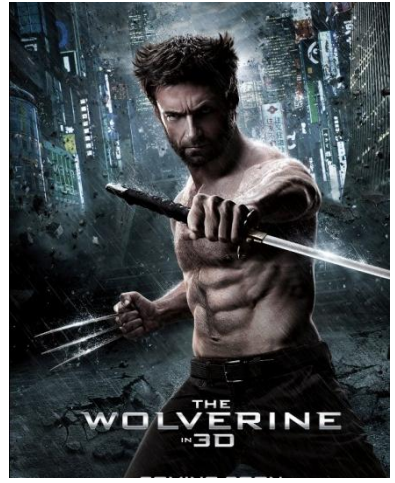
COMING ATTRACTION MOVIES

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Movie lineup in 2017 is strong to robust Admission sales.

Fast & Furious 8
Transformers 5
Pirates of the Caribbean
The Justice League Part One
Spider-Man
Thor: Ragnarok
Wolverine 3
Wonder Woman
The Lego Batman Movie
Terminator 2
World War Z 2
Star Wars : Episode VIII
Resident Evil: The Final Chapter
Kong: Skull Island
The Divergent Series: Ascendant
Beauty and the beast
War for the Planet of the Apes
The Maze Runner: The Death Cure
Guardians of the Galaxy Vol. 2
The Mummy



*Please note that release dates are subject to change.

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IMAX

FINANCIAL OVERVIEW

Financial Highlights

Bt. Million	1Q15		1Q16		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	1,749	100%	1,936	100%	188	11%
Gross margin	604	35%	672	35%	68	11%
EBITDA	502	29%	556	29%	54	11%
EBIT	292	17%	308	16%	16	6%
Net Profit	199	11%	226	12%	27	14%



- Revenue increased from blockbuster movies and advertising business.

1Q16 QUARTERLY BRIEFING

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Revenue Breakdown

Core businesses growth from blockbuster movies and more locations.

(Admissions rev., Concession rev., Advertising rev.)

Total Revenue
+11%(188mb.)

Admissions Sale
+21%(180mb.)

Concession
+24%(63mb.)

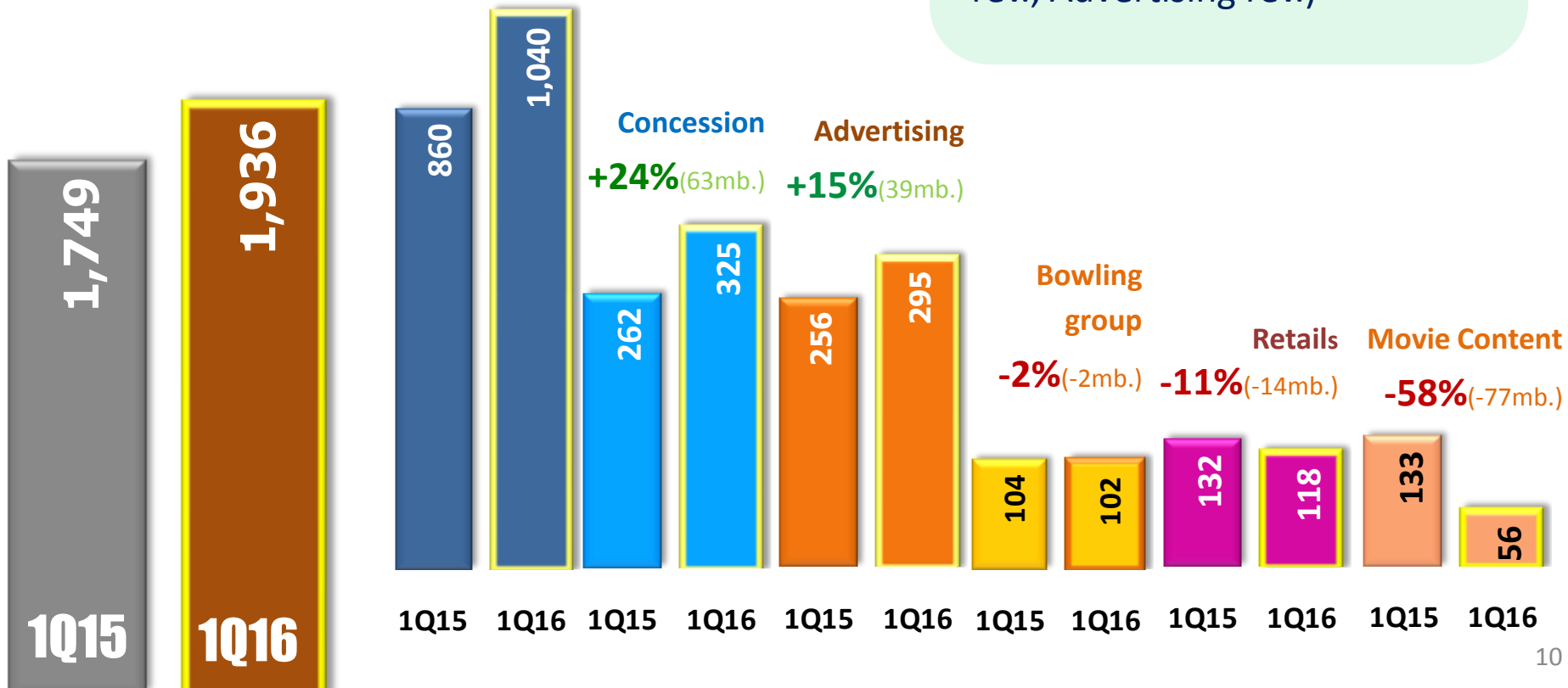
Advertising
+15%(39mb.)

Bowling group
-2%(-2mb.)

Retails
-11%(-14mb.)

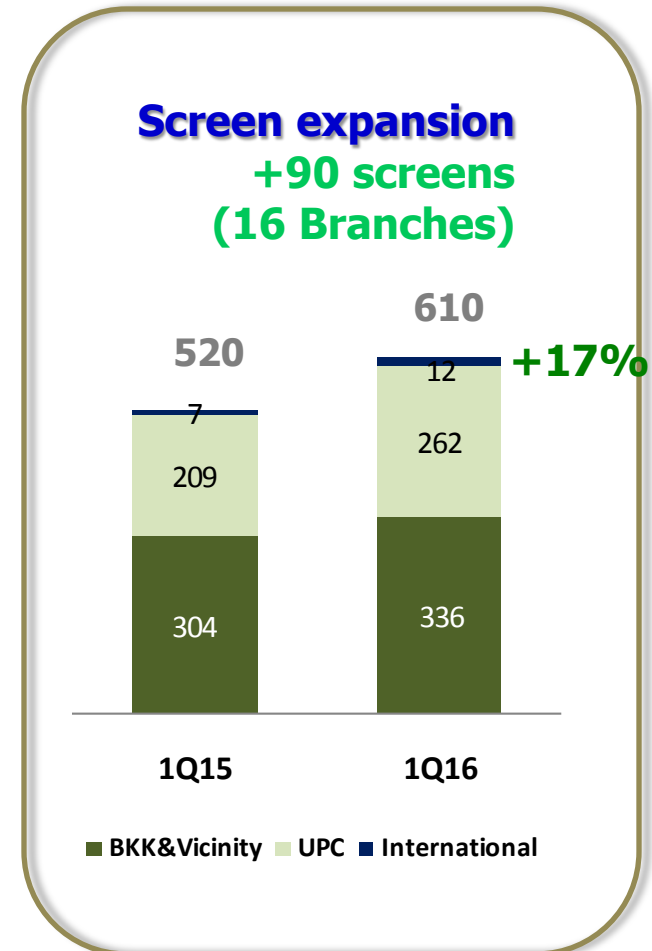
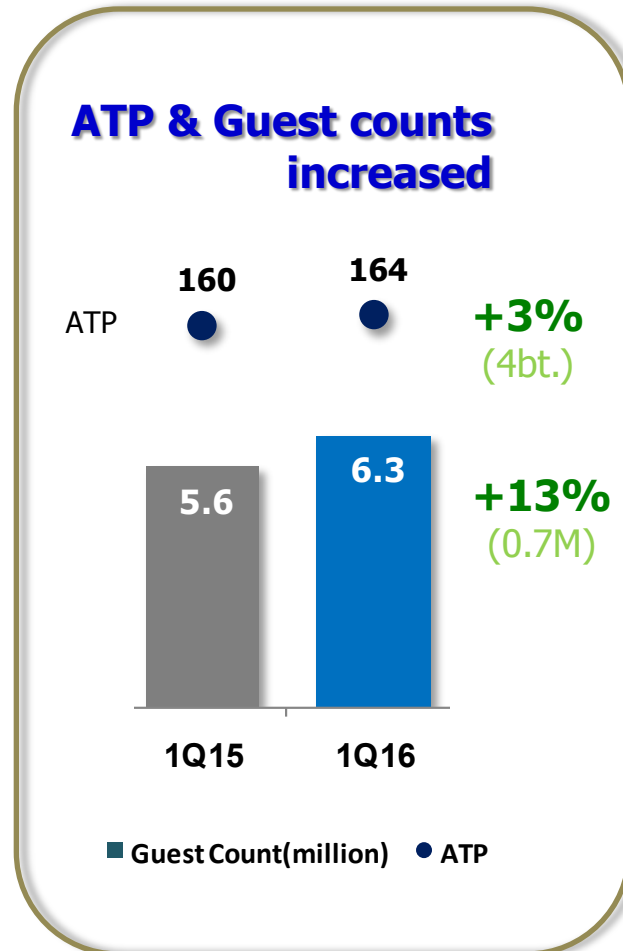
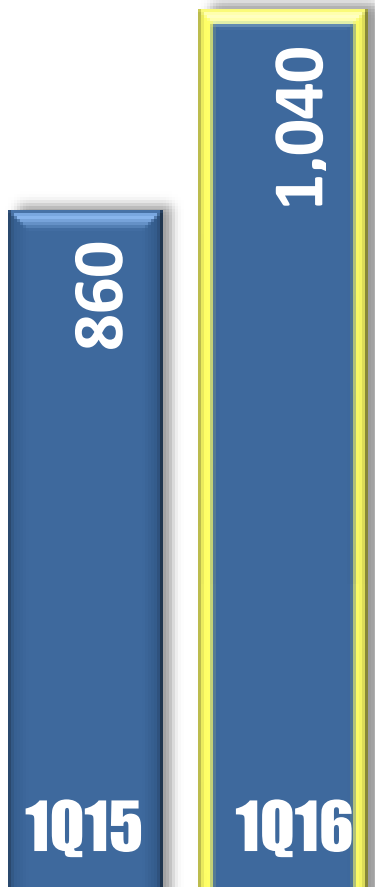
Movie Content
-58%(-77mb.)

Bt. million



Revenue : Admissions

Admissions
Revenue
+21% (180mb.)



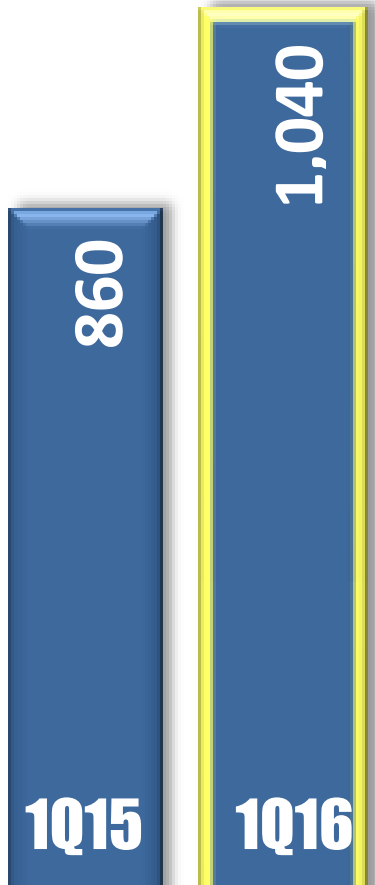
1Q16 QUARTERLY BRIEFING

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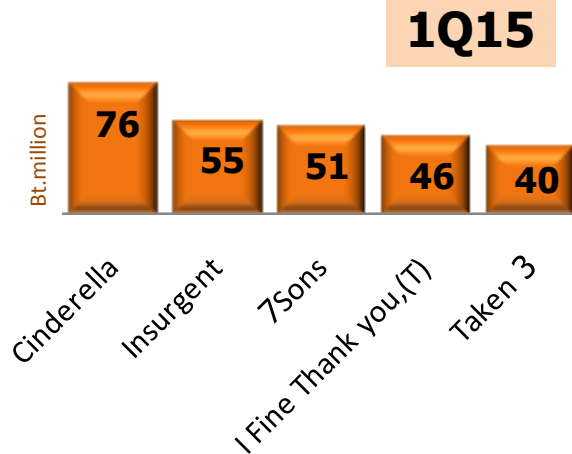
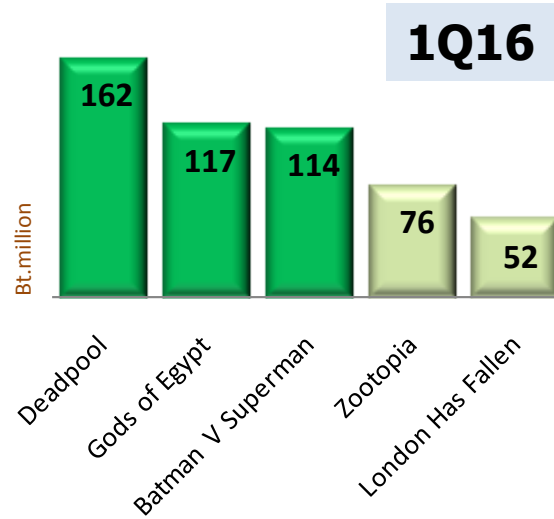


Revenue : Admissions

Admissions
Revenue
+21% (180mb.)



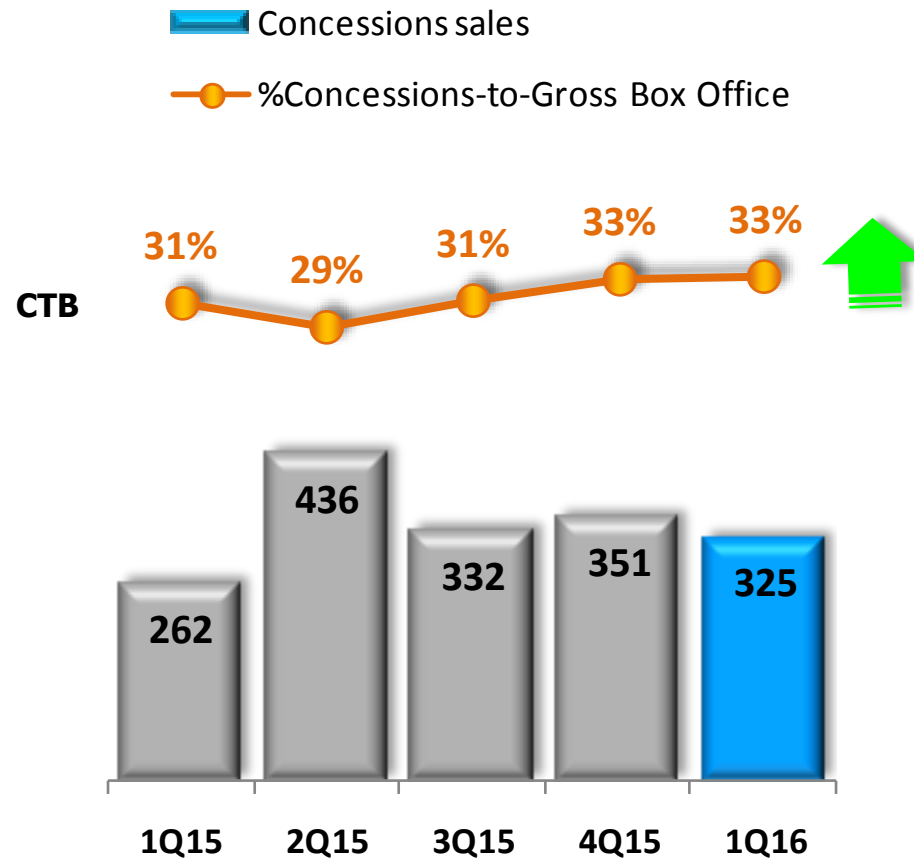
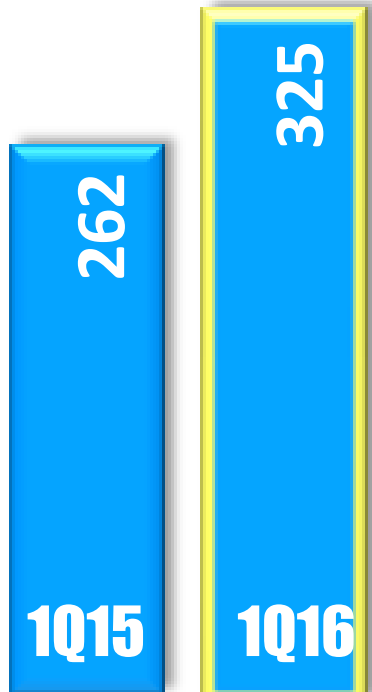
“3 blockbuster movies made over 100mb. in 1Q16”



Revenue : Concession

“Maintain Concession-To-Box office momentum”

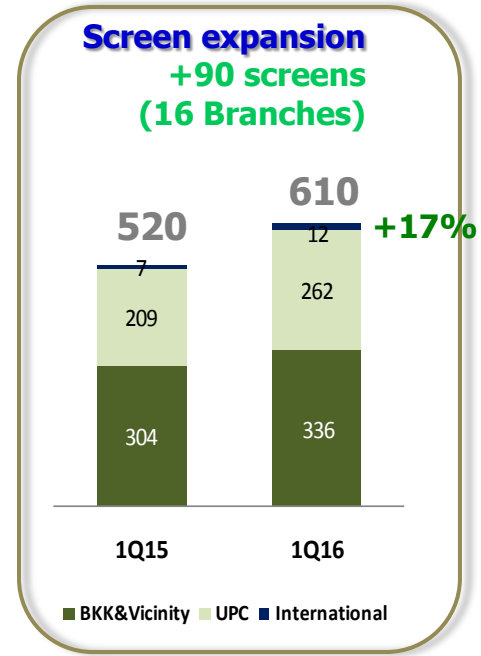
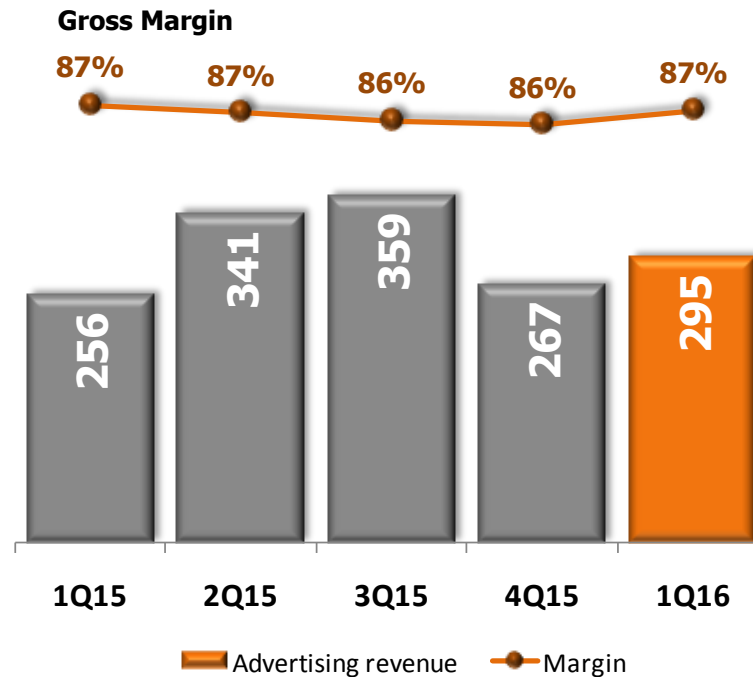
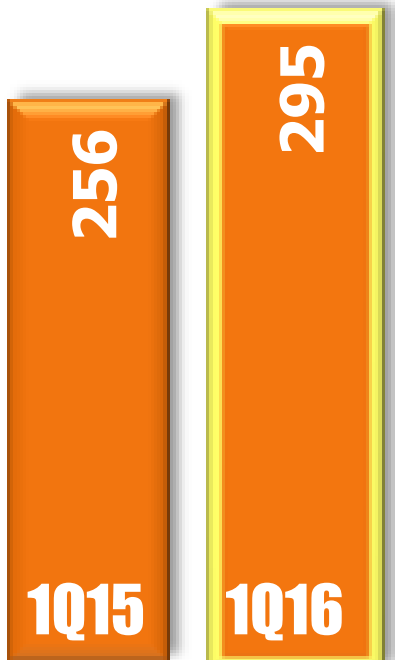
Concession
Revenue
+24% (63mb.)



Revenue : Advertising

• The more screens, the higher advertising revenue.

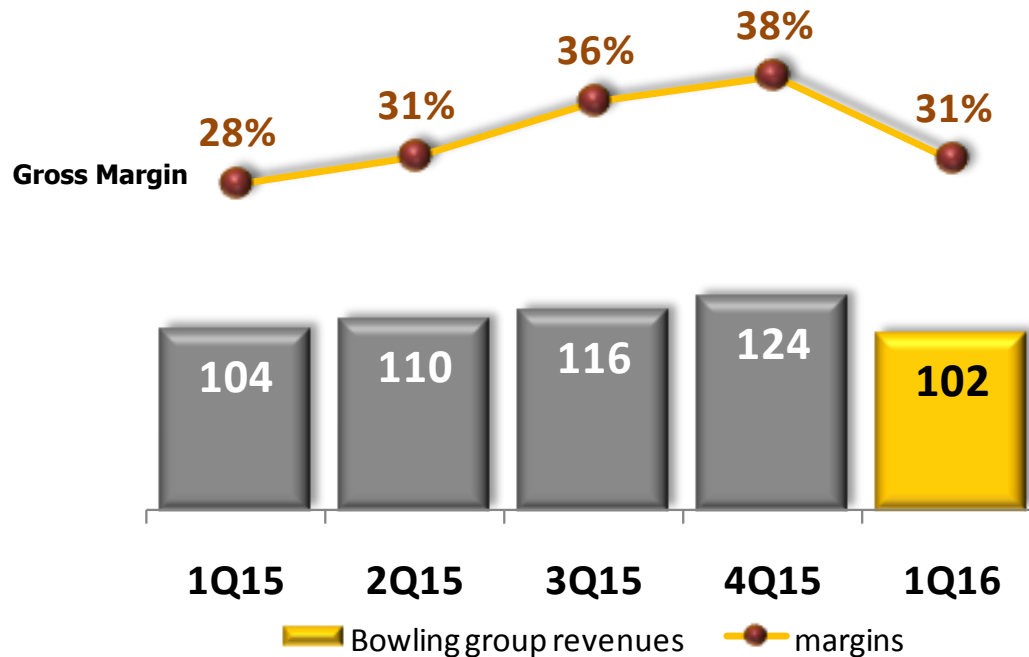
Advertising Revenue
+15% (39mb.)



Revenue : Bowling Group

- Revenue slightly decline due to 6 non performing locations closure.

Bowling group
-2%(-2mb.)



Bt. million

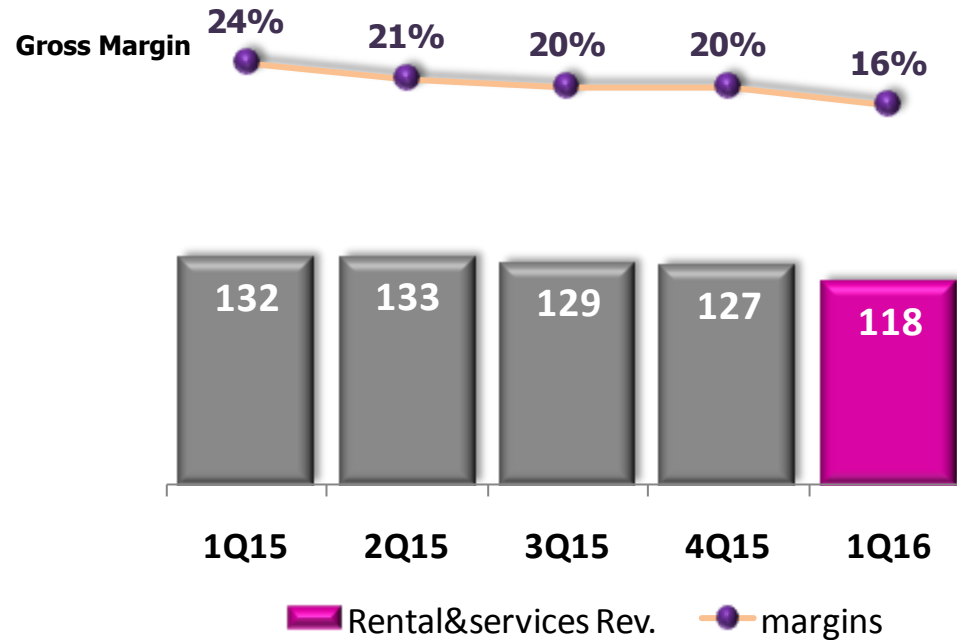
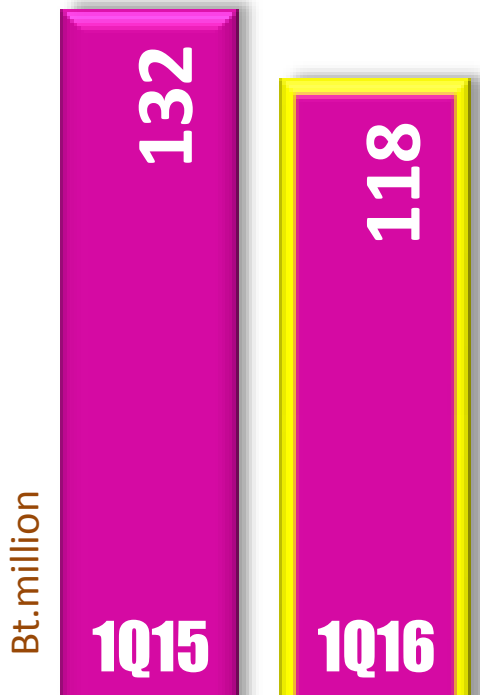
1Q15

1Q16

Revenue : Retails

- Occupancy decrease slightly from 91.8% to 90.7%

Retails
Revenue
-11%(-14mb.)



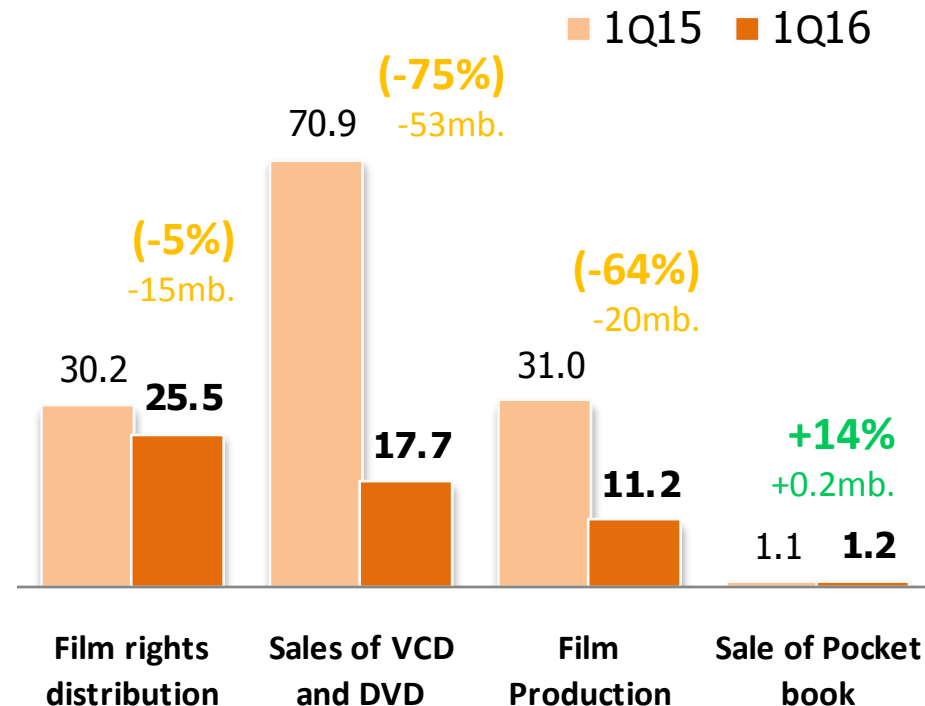
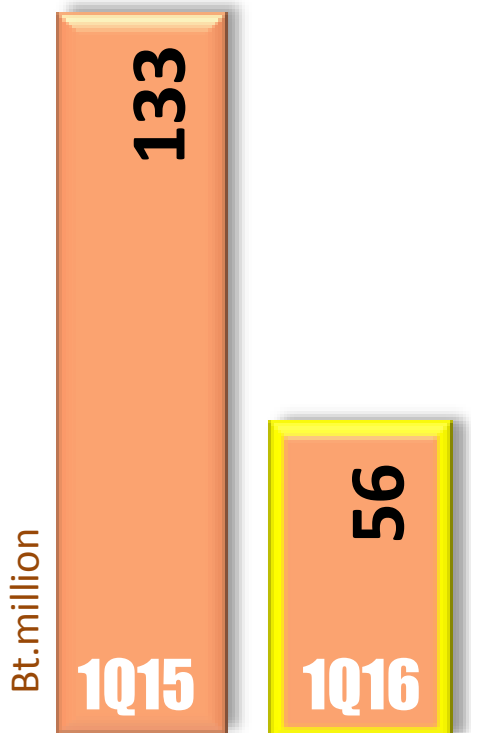
Revenue : Movie Contents

Revenue dropped from

- Film right distribution : Less movie titles than 1Q15.
- Sale of VCD/DVD : Exiting this sunset industry.
- Film production : Recognize one series in 1Q15.

Movie Content Revenue

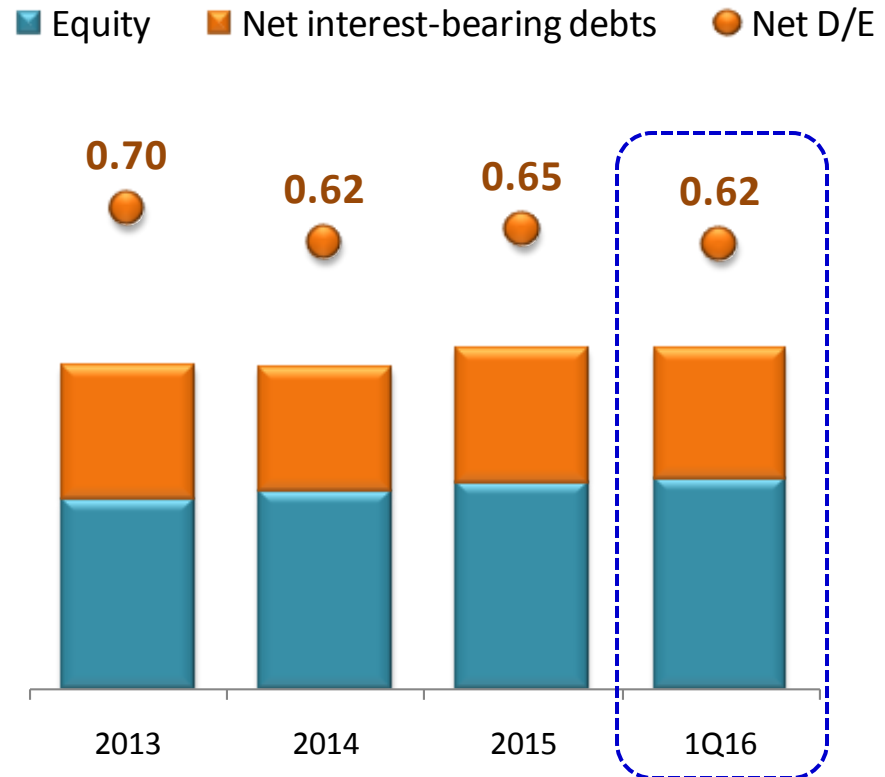
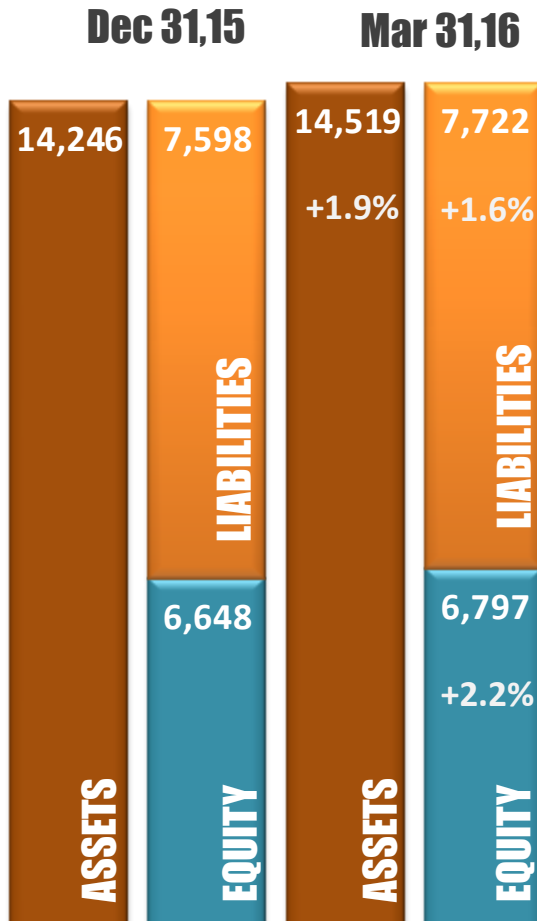
-58%(-77mb.)



B/S Snapshot

Bt.million	Dec 31,15	Mar 31,16	%chg
Assets	14,246	14,519	1.9%
Liabilities	7,598	7,722	1.6%
Equity	6,648	6,797	2.2%

Asset grew slightly due to branches expansion while Net D/E maintained at low level.



Strategic investment and hidden profit

%Share & Closing price as on 10 May 2016

Bt.million

Investments	%Share	Cost per Share	Major's Cost	Market value	Unrealized Gain(Loss)
Siam Future	24.18%	2.80	1,205	2,556	1,351
MJLF	33.00%	10.00	1,089	1,634	545
MPIC	92.46%	1.67	2,003	2,104	101
PVRL	3.60%	120.45	203	687	484
Total			4,499	6,980	2,481

- **Investment portfolio as of 10 May,2016:**

- 24.18% in Siam Future Development Plc. (SF)
- 33.00% in Major Cineplex Lifestyle Leasehold Property Fund (MJLF)
- 92.46% in M Pictures Entertainment Plc. (MPIC)
- 40.00% in Thai Ticket Major Co., Ltd.
- 3.60% in PVR Limited (PVRL)
- 49.00% in PVR blu-O Entertainment Limited
- 70.00% in Major Platinum Cineplex Co.,ltd. (Cambodia)
- 60.00% in Major Platinum Cineplex Co.,ltd. (Lao)
- 49.00% in CJ Major Entertainment

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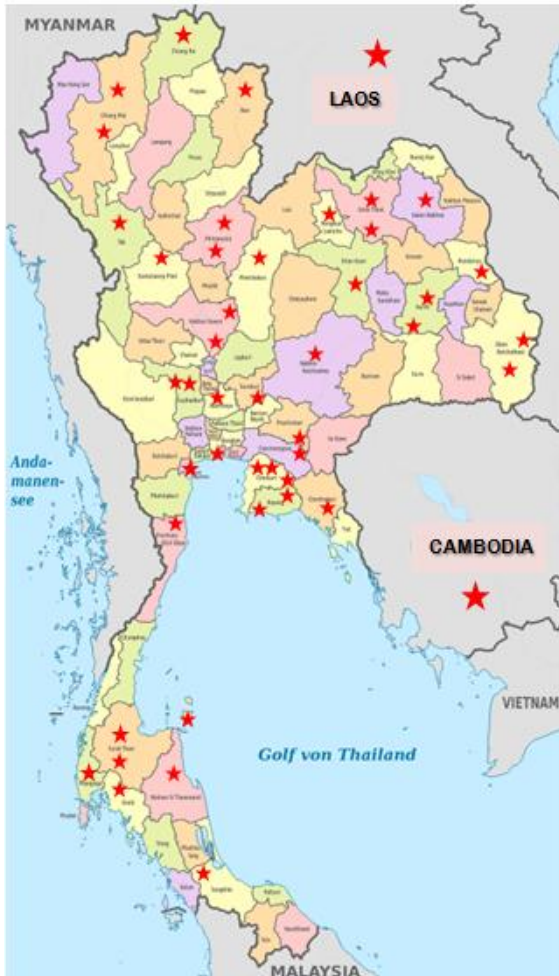
A wide-angle, fisheye photograph of a modern IMAX theater. The theater is filled with rows of plush, dark-colored seats with red accents, arranged in a curved pattern. The walls are dark with a grid of glowing red lines. A large white screen at the front displays the word 'IMAX' in large, white, sans-serif capital letters. The floor has a patterned carpet with a red and black geometric design.

IMAX

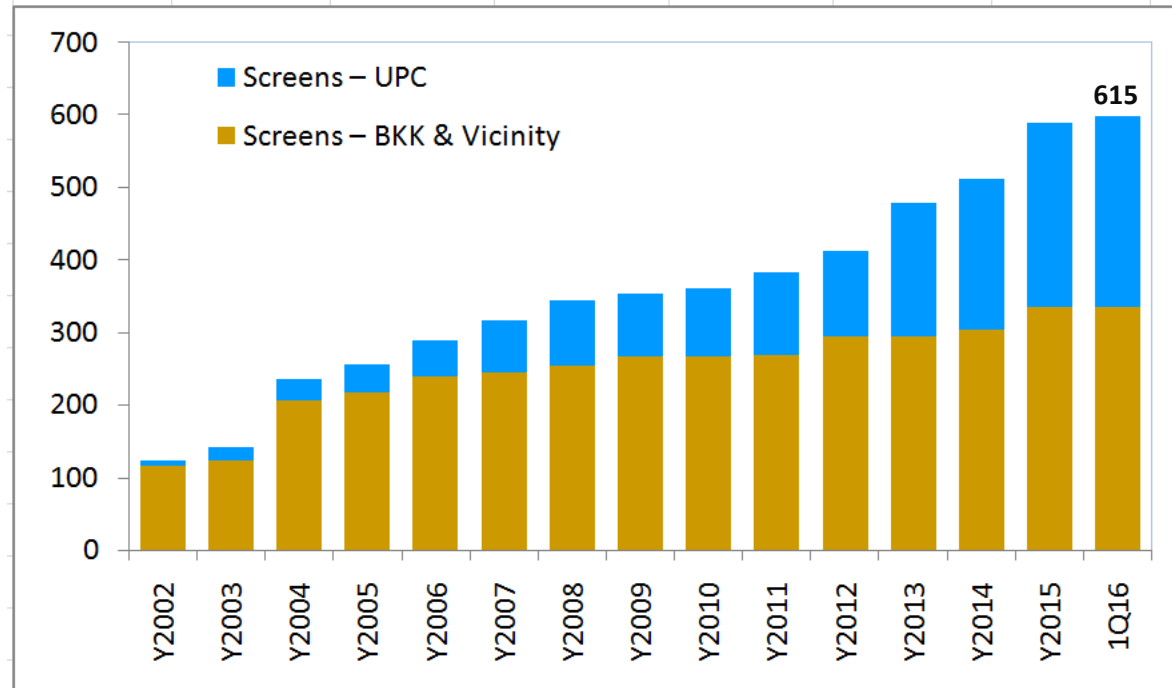
GROWTH POTENTIALS

EXPANSION PLAN

- Provinces is the key growth driver.
- First comer in best location with strong landlord with reasonable revenue-sharing.
- Capex per screen is lowest in region, has ability to negotiate with landlord, supplier.



Number of Screens



- The investment cost of new screen is approximately 10MB per screen.
- Capex in Year 2016 is approximately 1 – 1.2B MB

EXPANSION PLAN

MAJOR plans to new 86 screens to its portfolio in 2016 and currently operated 619 screens nationwide.

No.	Location	Screens	Opening Date	No.	Location	Screens	Opening Date
1	Big C Lopburi (Opened 18February)	5	1Q16	14	Tesco Lotus (TBA)	3	4Q16 (41 Screens)
2	Big C Ratchaburi (Opened 31 March)	4	(9 Screens)	15	Blu Port (Hua Hin)	6	
3	Phayao (Opened 5 April)	3	2Q16 (15 Screens)	16	Big C (TBA)	5	
4	Ayuttaya Park (Opened 7 May)	6		17	Big C (TBA)	4	
5	Big C Ranong (Opened 13 May)	3		18	Tesco Lotus (TBA)	3	
6	Tesco Lotus Satoon (Opened 19 May)	3		19	Tesco Lotus (TBA)	3	
7	Tesco Lotus Nakornpathom	4		3Q16 (21 Screens)	20	Big C (TBA)	
8	Friendship Mall Pakse	4	21		Local Developer	4	
9	Tesco Lotus Nadee	3	22		Big C (TBA)	3	
10	Tesco Lotus Phimai	2	23		Tesco Lotus (TBA)	3	
11	Big C Sichon	2	24		Tesco Lotus (TBA)	3	
12	Big C Baan Pai (Khon Kaen)	2					
13	Big C Suksawas	4					

(Data as of May 2016)

MAJOR seek for **long-term investment strategy growth**, by plans to expand in both nationwide, but the focus is more branches in upcountry via hyper mart (Big C, Tesco Lotus) partners.

We expect the positive momentum to continue over as Major targets as of 1,000 screens by 2020.

BUSINESS REVIEW

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Major leverage by using social media and loyalty program to create frequency movie as well as nurture movie culture.



ID line: **MajorFriends**

15,270,800 Friends



Mobile Application

6,250,000 Download



Facebook: **www.facebook.com/MajorGroup**

2,557,000 Fan page



Twitter: **MajorGroup**

1,309,450 Followers



Instagram: **MajorFriends**

216,000 Followers



M Generation (Loyalty Program)

2,500,000 Members

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INTERNATIONAL PROJECT

International Project

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Cambodia

Cambodia: Major opened **Major Cineplex by Cellcard** with **7 screens** comprising five standard cinemas, one VIP cinema and one 4DX cinema (1,560 seats) **and 14 bowling lanes** at Aeon Mall, biggest Complex in Cambodia.



With 150 million baht investment (MAJOR hold 70%) since **June 2014**, it has been break even since **November 2015**. Currently, Major Cineplex Cambodia holds 70% share of the market. Total 1,035,026 admissions were sold in year 2015.

Laos

Laos: Major will open a cinema complex called **Major Platinum Cineplex By Huawei** at THE LAOS World Trade Centre (WTC) Vientiane center with **5 screens** (1,150 seats).



The investment of 50 million baht will be made through a holding company of Major's international joint venture with Platinum Cineplex Ltd. (Local). Major hold 60% of JV.



This project opened since August 2015.

International Project

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India

PVR Cinemas

PVR is the largest multiplex cinemas chain and the most premium film and retail entertainment company in India.

Currently PVR Cinemas operates 519 Screens in 113 Locations.

Major hold 3.60% of PVR Cinemas (PVRL)



PVR BluO

PVR bluO is well equipped largest bowling alley and entertainment destination for party & corporate event

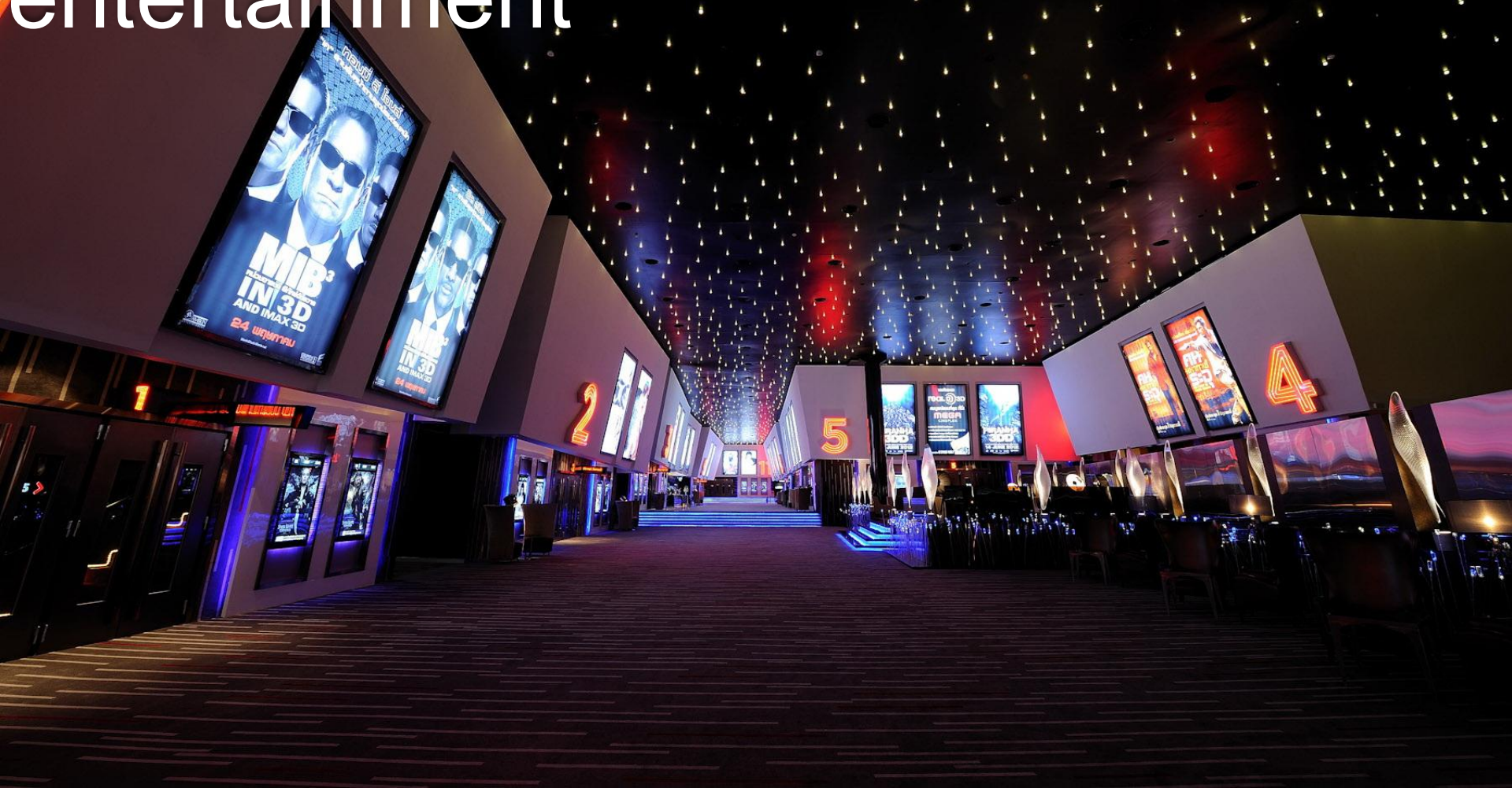
The company was incorporated in 2008 and **joint venture with Major Cineplex Group PLC (49%) and PVR Ltd (51%)**

Currently, PVR BluO Operates 125 Bowling lanes in 7 Locations.



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Thank You