

# LIFESTYLE

entertainment



# MAJOR CINEPLEX GROUP PLC.

3Q16 Analyst Meeting  
Paragon Cineplex, 14<sup>th</sup> November 2016

## AGENDA

<b>FINANCIAL OVERVIEW</b>	<b>P.3</b>
FINANCIAL HIGHLIGHT RESULT	P.4
BALANCE SHEET SNAPSHOT	P.13
STRATEGIC INVESTMENT	P.14
<b>GROWTH PROTEENTIALS</b>	<b>P.15</b>
COMING ATTRACTION MOVIE LINE-UP 4Q16 - 2017	P.16
EXPANSION PLAN	P.21
INTERNATIONAL PROJECT	P.22

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IMAX

# FINANCIAL OVERVIEW

## Financial Highlights

### 3Q16

Bt. Million	3Q15		3Q16		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	2,189	100%	2,127	100%	(63)	(3%)
Gross margin	739	34%	779	37%	40	5%
EBITDA	696	32%	702	33%	7	1%
EBIT	465	21%	445	21%	(20)	(4%)
Net Profit	343	16%	333	16%	(10)	(3%)

### 9 Months

Bt. Million	9M15		9M16		growth	
	Amt.	%	Amt.	%	Amt.	%
Revenue	6,605	100%	6,850	100%	245	4%
Gross margin	2,356	36%	2,569	38%	212	9%
EBITDA	2,002	30%	2,215	32%	213	11%
EBIT	1,412	21%	1,463	21%	51	4%
Net Profit	1,032	16%	1,103	16%	71	7%

•Revenue growth from screens expansion and gross margin in core businesses are improving.

# 3Q16 QUARTERLY BRIEFING

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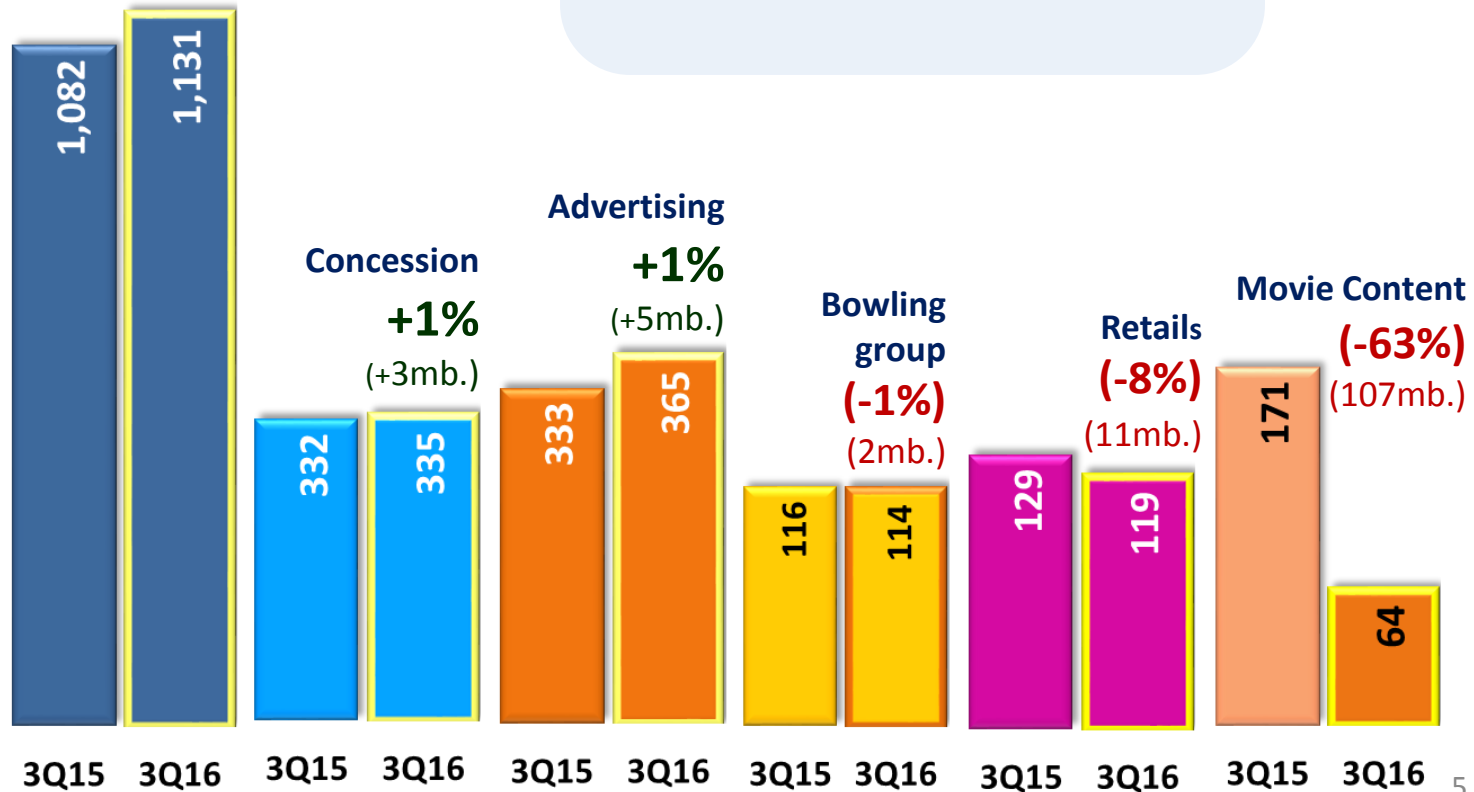
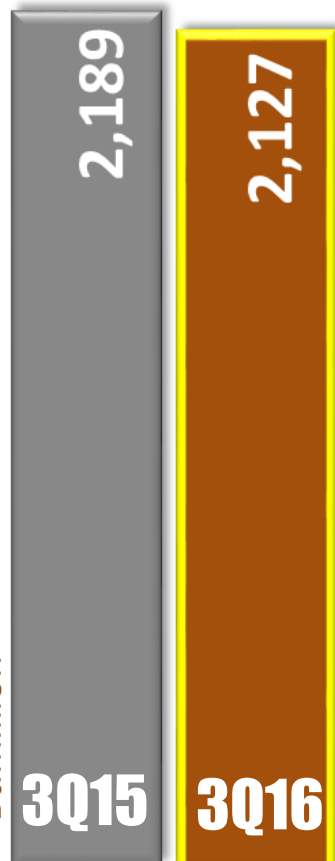
## Revenue Breakdown

**Total Revenue**  
**(-3%)**  
(63mb.)

**Admissions Sale**  
**+5%**  
(+49mb.)

**Core businesses growth from More locations.**

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

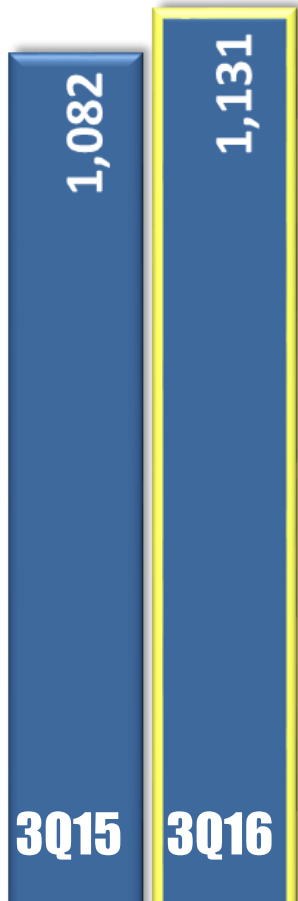


Bt. million

## Revenue : Admissions

### Admissions Sale

+5%



### “ATP & Guest counts”

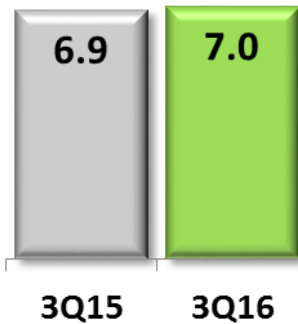
ATP +1%



Guest counts

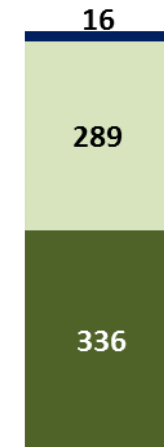
+1%

(+0.8 Million)



### “Screen expansion”

No.	Location	Screens
1	Friendship Mall Pakse (Opened 11 Aug)	4
2	Tesco Lotus Nakornpathom (Opened 18 Aug)	4
3	Big C Buriram (Opened 08 Sep)	5
4	Tesco Lotus Nadee (Udonthani) (Opened 17 Sep)	3



**Total 641 screens  
101 Locations  
In 3Q16**

- International
- UPC
- BKK&Vicinity

# 3Q16 QUARTERLY BRIEFING

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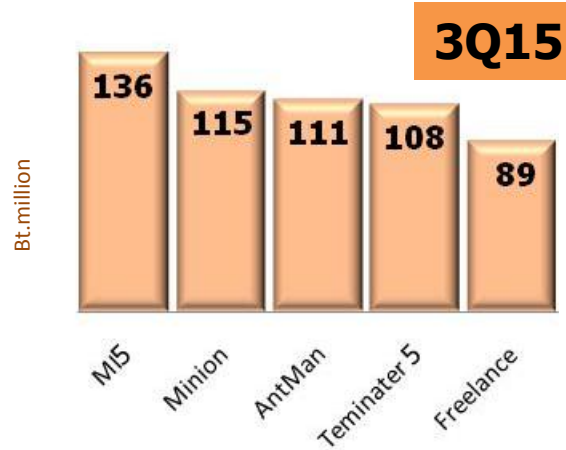
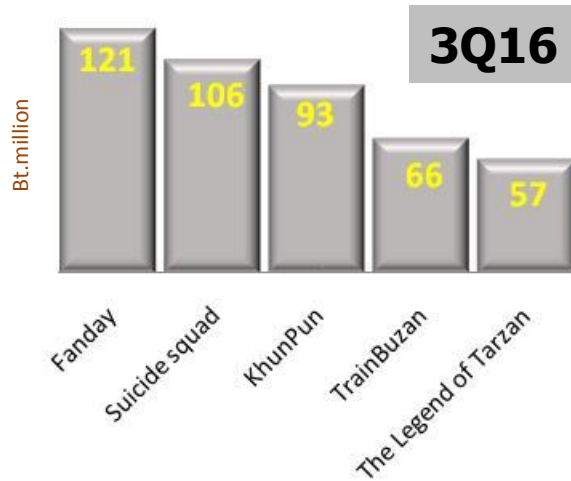
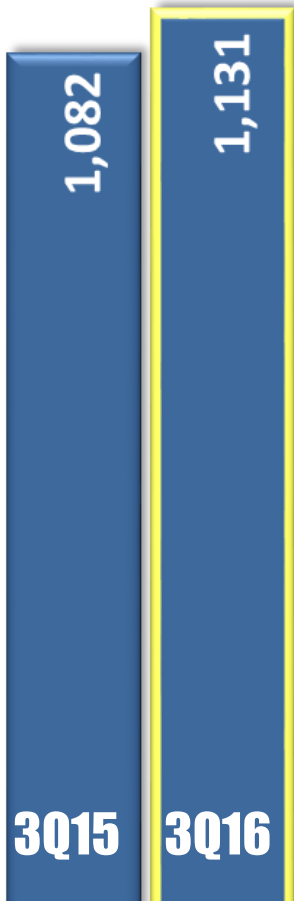


## Revenue : Admissions

Revenue growth from more locations

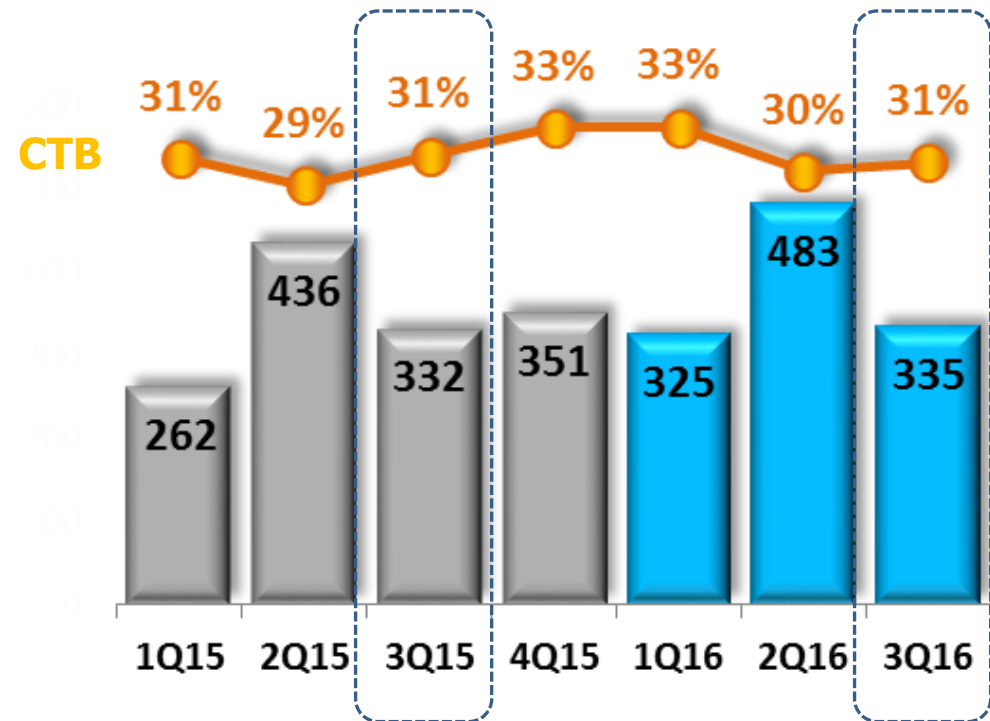
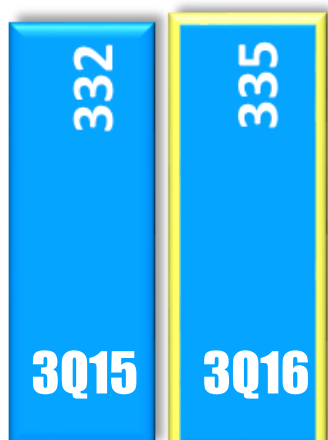
Admissions Sale

+5%



## Revenue : Concession

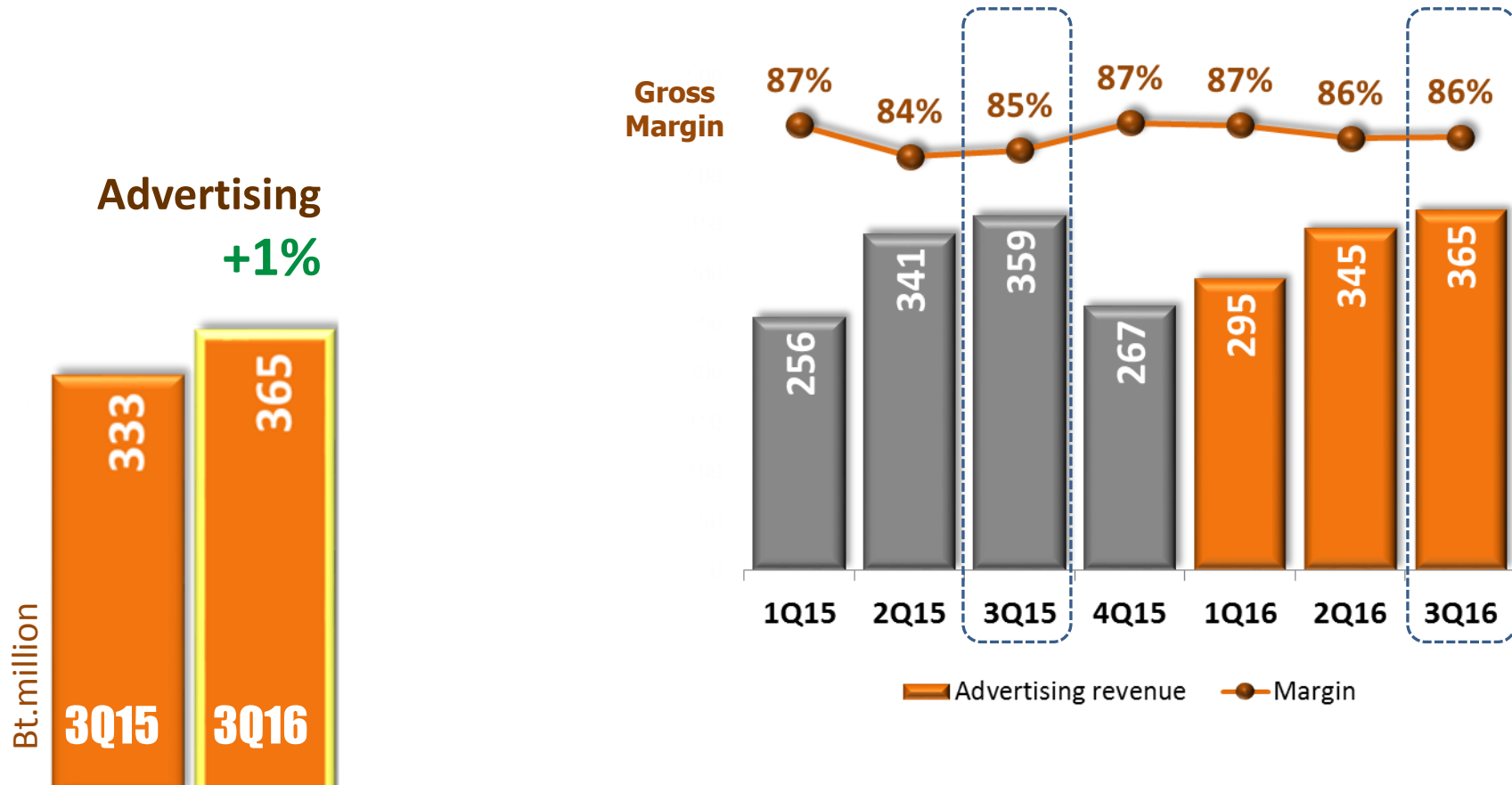
Concession  
Revenue  
**+1%**



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

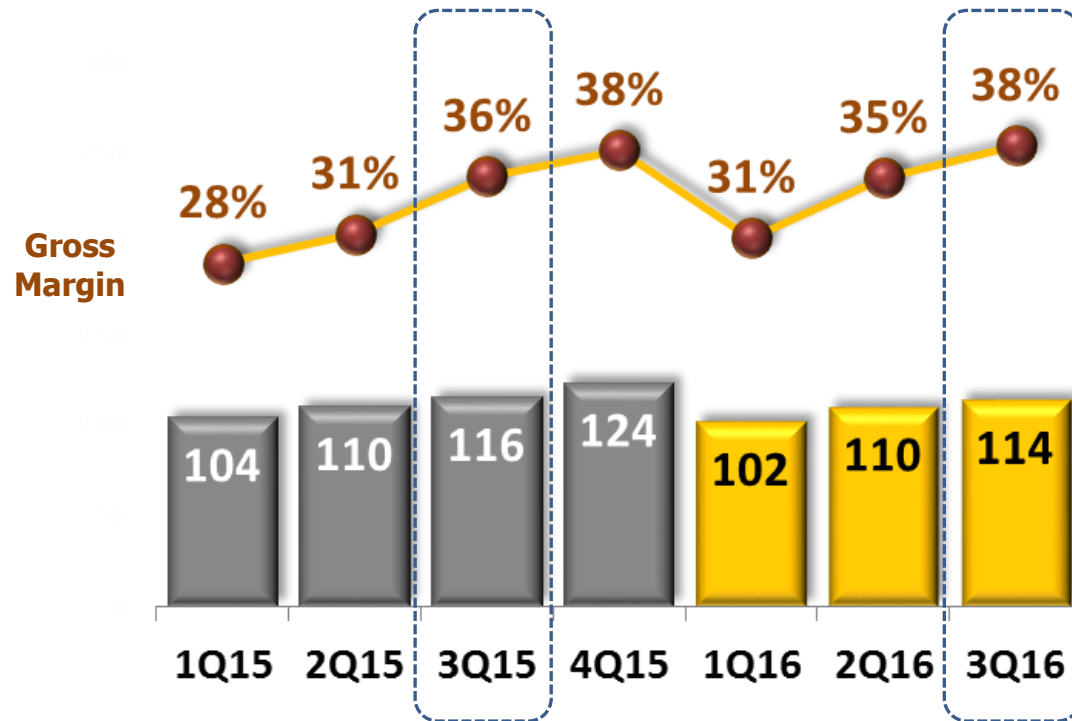
## Revenue : Advertising

- The more screens, the higher advertising revenue.

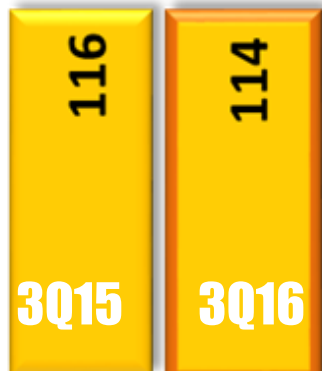


## Revenue: Bowling Group

Flat revenue while gross margin improved even closed 7 locations.

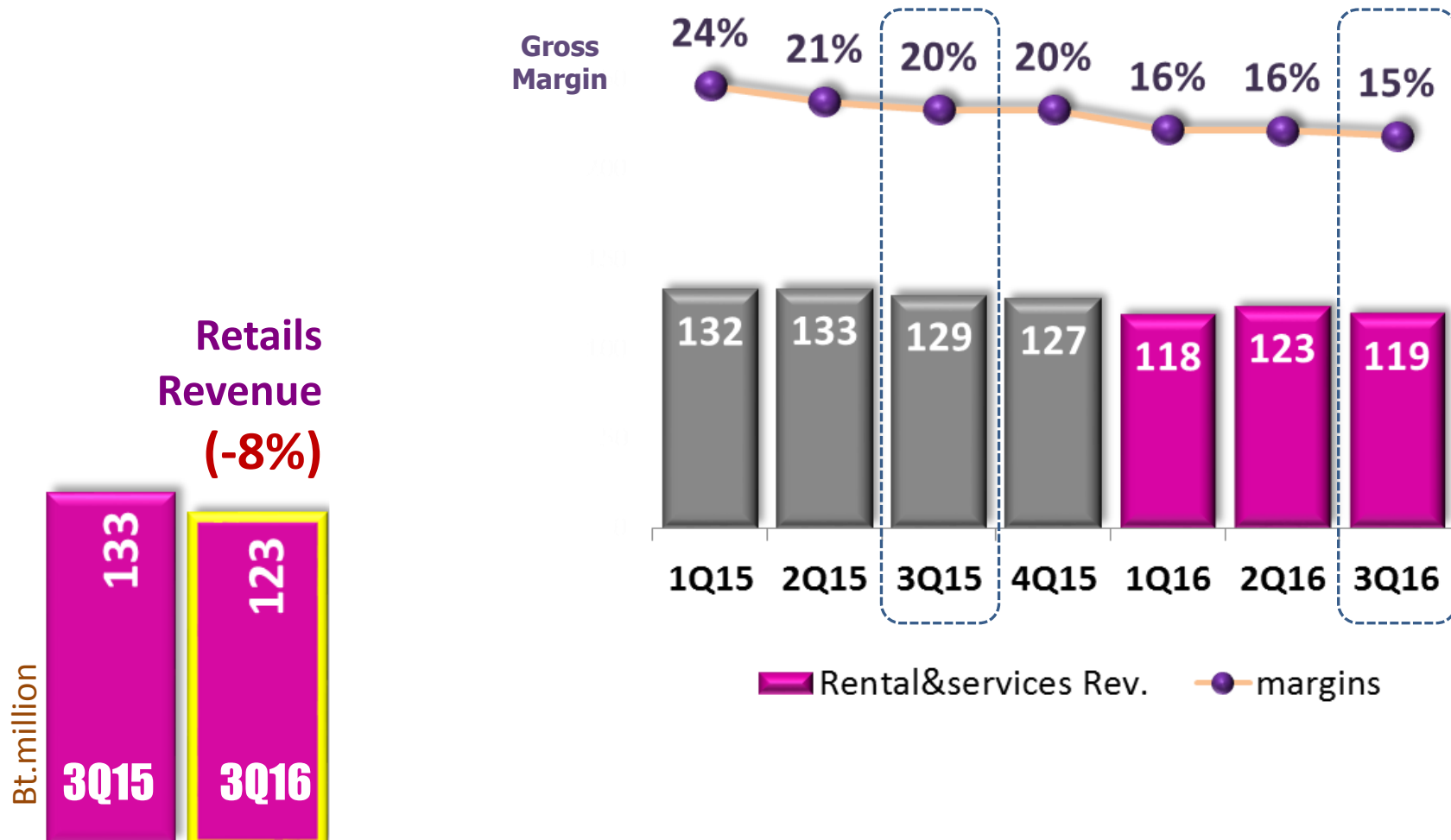


Bowling group  
(-1%)



■ Bowling group revenues ● margins

## Revenue: Retails

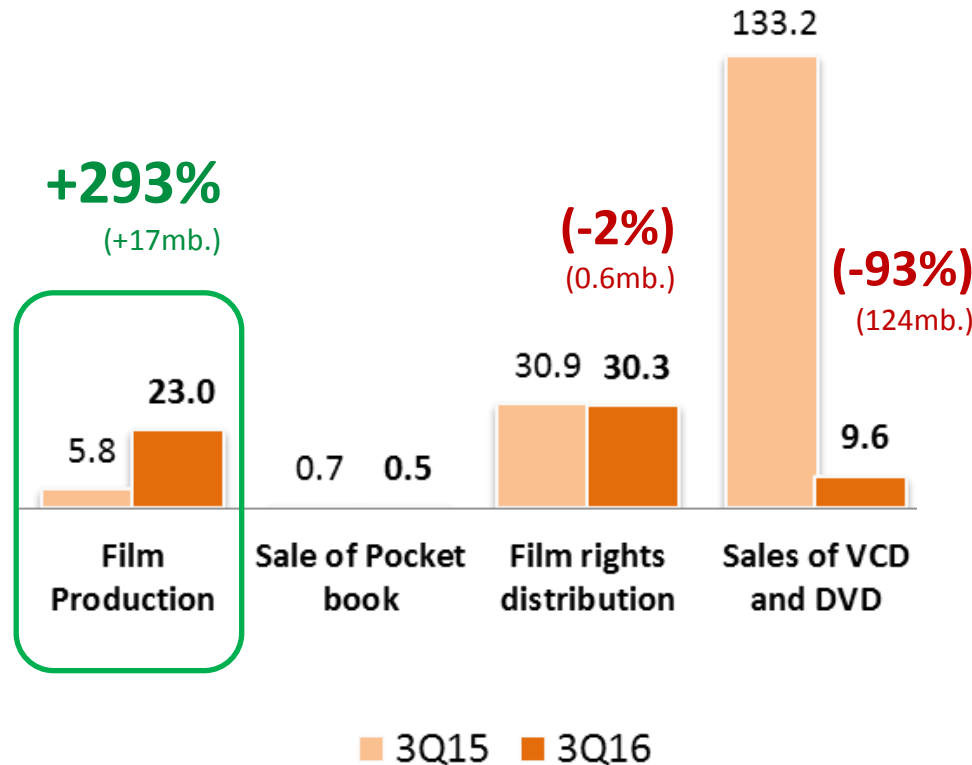
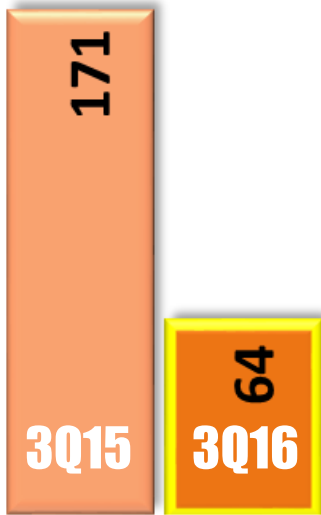


## Revenue: **Movie Contents**

### Consolidation

Revenue declined from Home entertainment business in contrast, revenue growth in Film production business.

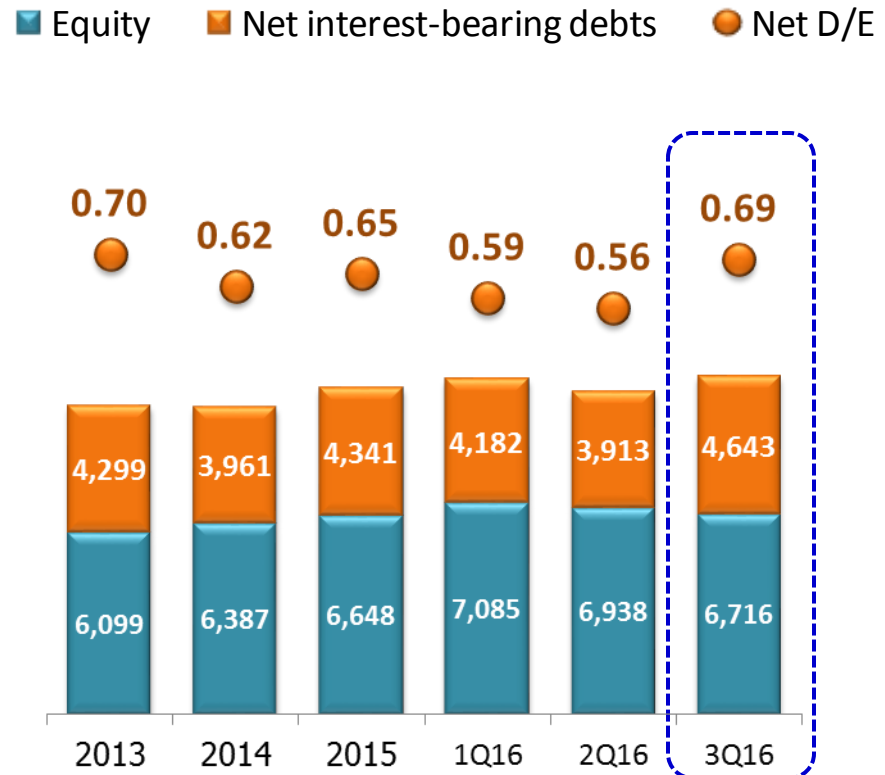
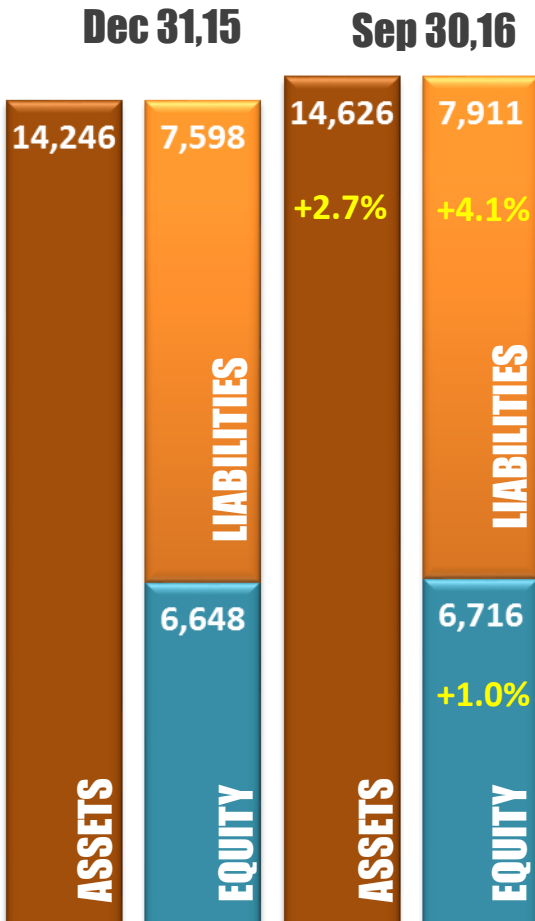
Movie Content Revenue  
**(-63%)**



## B/S Snapshot

Bt. million	Dec 31,15	Sep 30,16	%chg
Assets	14,246	14,626	2.7%
Liabilities	7,598	7,911	4.1%
Equity	6,648	6,716	1.0%

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 9 Nov 2016

Bt.million

Investments	%Share	Cost per Share	Major's Cost	Market value	Unrealized Gain(Loss)
Siam Future	24.89%	2.89	1,279	2,675	1,396
MJLF	33.00%	10.00	1,089	1,634	545
MPIC	92.46%	1.67	2,003	1,815	(188)
PVRL	2.35%	120.45	133	663	530
<b>Total</b>			<b>4,504</b>	<b>6,787</b>	<b>2,283</b>

- **Investment portfolio as of 9 Nov,2016:**

- 24.89% 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.
- 2.35% in PVR Limited (PVRL)
- 49.00% in PVR blu-O Entertainment Limited
- 69.97% in Major Platinum Cineplex Co.,Ltd. (Cambodia)
- 59.98% in Major Platinum Cineplex Co.,Ltd. (Lao)
- 99.99% in Cineplex (Lao) Sole Co.,Ltd.
- 49.00% in CJ Major Entertainment

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# GROWTH POTENTIALS

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## 4Q16 Coming Attraction Movies

<b>Doctor Strange</b> ★
<b>Fantastic Beasts and Where to Find Them</b> ★
<b>Star War: Rogue One</b> ★
<b>The Inferno</b>
<b>Alice in Wonderland</b>
<b>Bridget Jones's Baby</b>
<b>Godzilla Resurgence</b>
<b>Jack Reacher 2</b>
<b>Max Steel</b>
<b>Miss Peregrine's Home for Peculiar Children</b>
<b>Moana</b>
<b>The Magnificent Seven</b>
<b>The Warrior's Gate</b>
<b>Total Thai Movies 11 Movies in 4Q16</b>
<b>888 Bus (MPIC) - Comedy</b> ★
<b>Vichien Jumnie Tomorn (MPIC) - Comedy</b> ★
<b>From Bangkok to Mandalay - Romantic Comedy</b>
<b>3 Cities (MPIC) - Romantic</b>
<b>Miss Granny (CJMajor) - Comedy Drama</b> ★
<b>New Year's Gift (GDH) - Romantic Comedy</b> ★



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

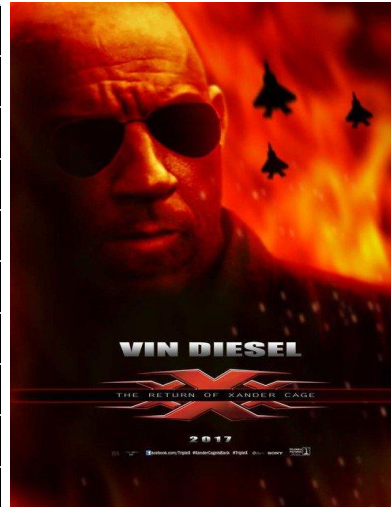
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## 1Q17 Coming Attraction Movies

<b>xXx 3: The Return of Xander Cage ★</b>
<b>Resident Evil: The Final Chapter ★</b>
<b>Wolverine 3 ★</b>
<b>Kong: Skull Island ★</b>
<b>Beauty and the Beast ★</b>
<b>Logan</b>
<b>Fifty Shades Darker</b>
<b>King Arthur: Legend of the Sword</b>
<b>John Wick 2</b>
<b>A Dog's Purpose</b>
<b>Trainspotting 2</b>
<b>The LEGO Batman</b>
<b>The Salesman</b>
<b>Thai Movies</b>
<b>Mr. Hurt (Transformation) - Romantic Comedy ★</b>
<b>Over Size (T Moment) - Comedy ★</b>
<b>Fifteen (Talent 1) - Romantic Comedy</b>
<b>Present Perfect - Travel &amp; Romantic</b>
<b>School Tales (Five Star) - Horror</b>
<b>The Attic - Horror</b>
<b>Mind Memory 1.44 - Romantic Comedy</b>
<b>Siam Square - Comedy</b>



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

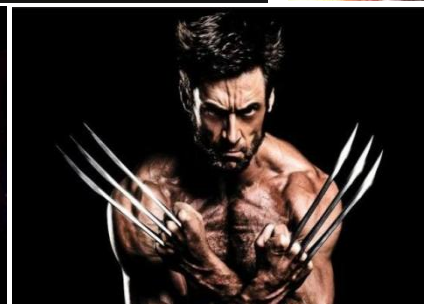
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Movie lineup in 2017 suppose to be the golden year for Hollywood.

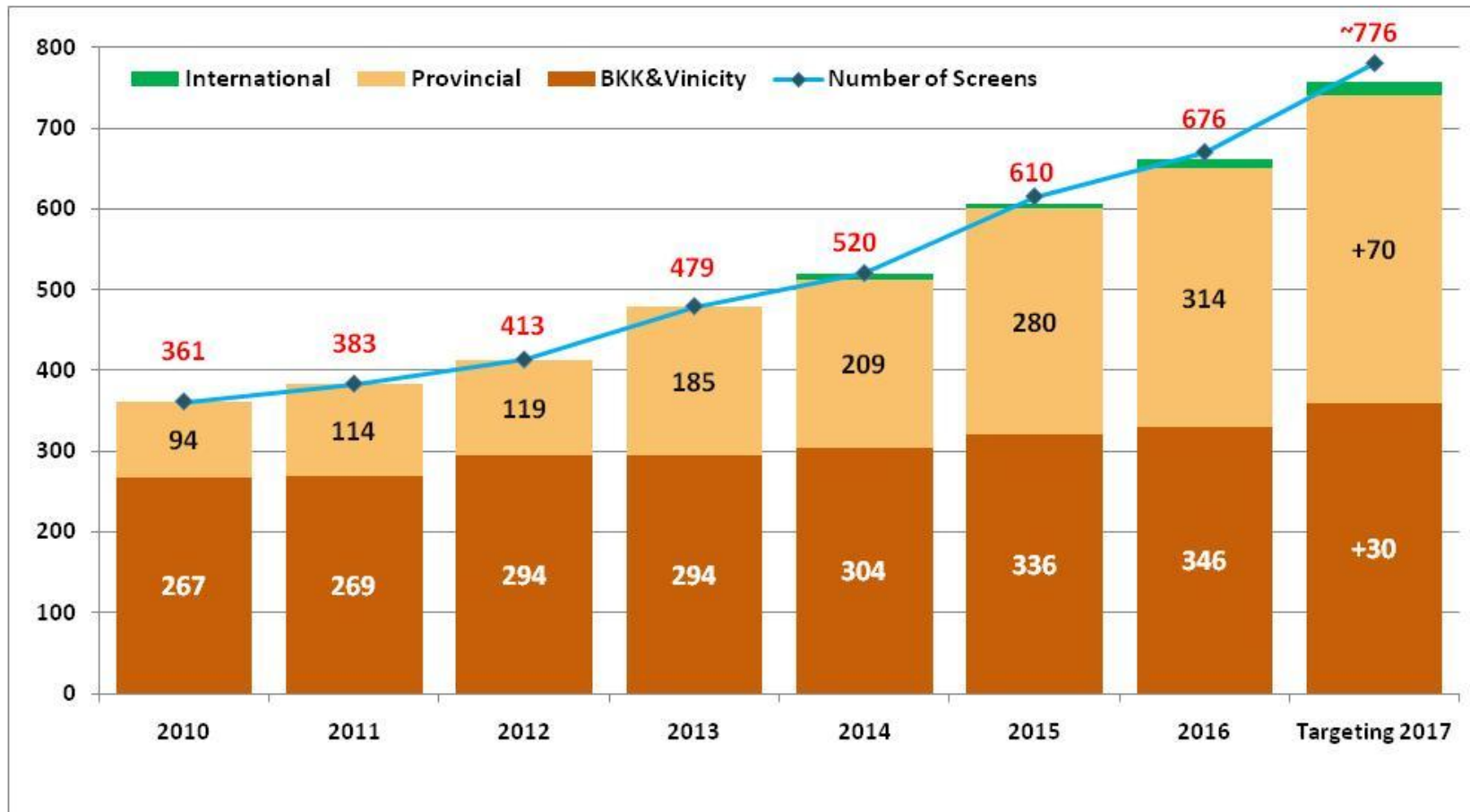
- Fast & Furious 8 ★★★★★
- Transformers 5 ★★★★★
- Pirates of the Caribbean
- The Justice League Part One
- Spider-Man
- Thor: Ragnarok
- Wolverine 3
- Wonder Woman
- The Lego Batman Movie
- Terminator 2
- World War Z 2
- Star Wars : Episode VIII
- Resident Evil: The Final Chapter
- Kong: Skull Island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



# EXPANSION PLAN

## Focus on growth strategy platform to remain strong momentum earnings.

Capitalizing on provincial growth. MAJOR plans to expand its locations more in provincial, where there is room for growth. Cinema is cheap entertainment that young people love to come and it got less impact from macro economic.



Data as of November 2016

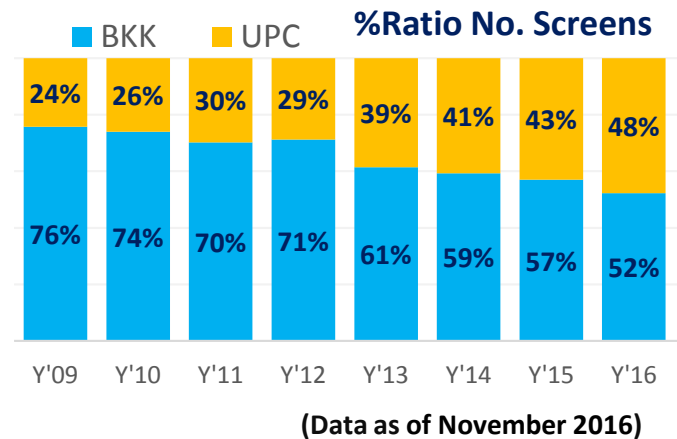
# EXPANSION PLAN

MAJOR plans to new 75 screens to its portfolio in 2016 and plan to open another 100 screens in 2017.

No.	Location	Screens	Location No.	Opening Date
1	Big C Lopburi (Opened 18Feb)2	5	92	1Q16
2	Big C Ratchaburi (Opened 31 Mar)	4	93	(9 Screens)
3	Phayao (Opened 6 Apr)	3	94	2Q16 (15 Screens)
4	Ayuttaya Park (Opened 12 May)	6	95	
5	Big C Ranong (Opened 13 May)	3	96	
6	Tesco Lotus Satoon (Opened 19 May)	3	97	
7	Friendship Mall Pakse (Opened 11 Aug)	4	98	3Q16 (16 Screens)
8	Tesco Lotus Nakornpathom (Opened 18 Aug)	4	99	
9	Big C Buriram (Opened 08 Sep)	5	100	
10	Tesco Lotus Nadee (Udonthani) (Opened 17 Sep)	3	101	
11	Blu Port Huahin (Opened 1 Oct)	6	102	4Q16 (35 Screens)
12	The Mall Korat (Additional Screens) (Opened 8 Oct)	2	-	
13	Tesco Lotus Phimai, Korat (Opened 20 Oct)	2	103	
14	Big C Lampang (Opened 20 Oct)	4	104	
15	Tesco Lotus, Maha Sarakham (Opened 10 Nov)	2	105	
16	Big C Suksawas (Opened 12 Nov)	4	106	
17	Big C Baan Pai, Khon Kaen (Opened 16 Nov)	2	107	
18	Tesco Lotus Cha-Na, Song Kla	2	108	
19	Big C Samutprakarn	2	109	
20	Jaemfah Lamphun	4	110	
21	Big C Lamphun	3	111	
22	Big C Sichon, Nakhon Si Thammarat	2	112	

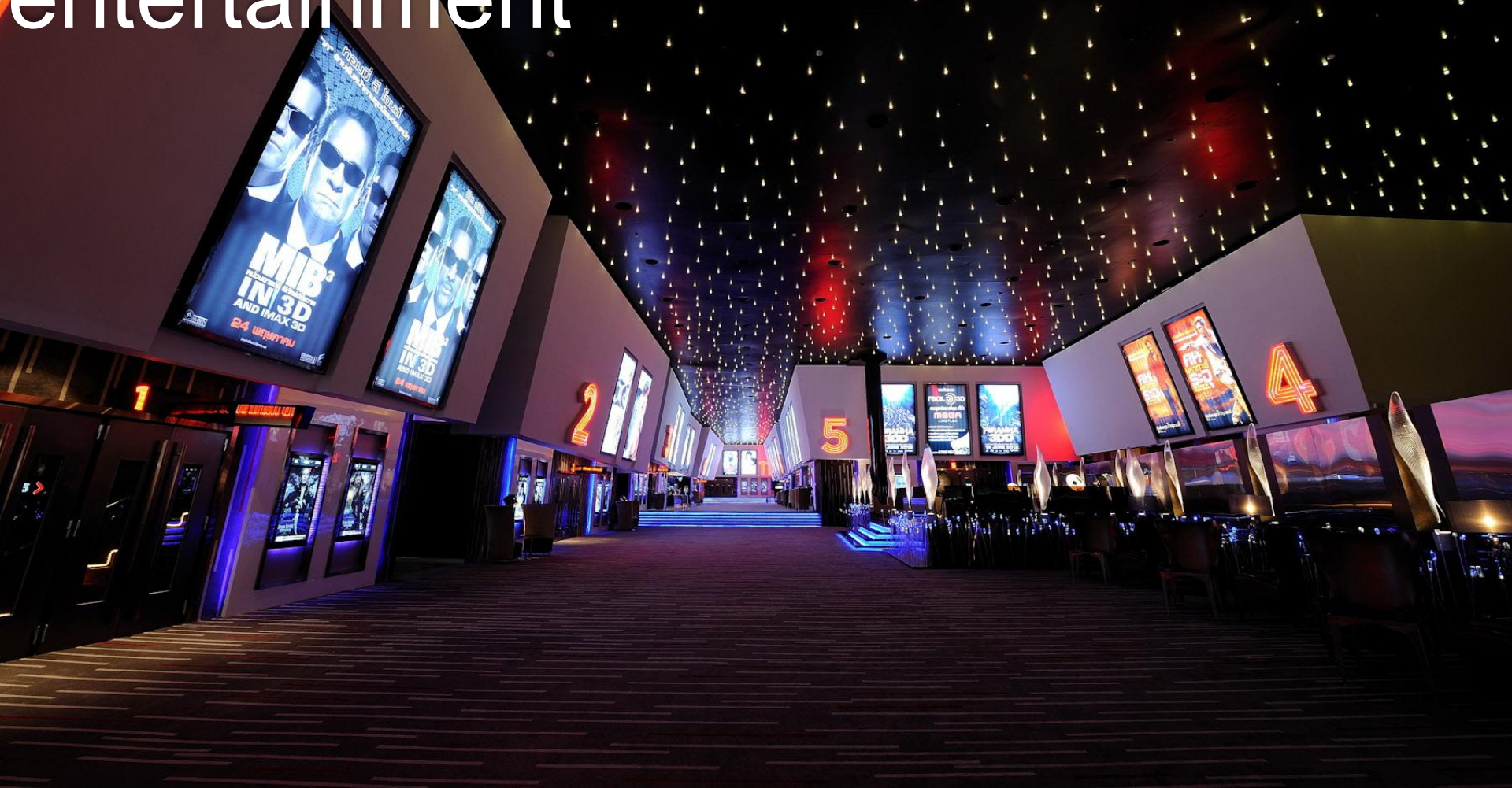
MAJOR seek for **long-term investment strategy growth**, by plans to expand in both nationwide, but the focus is more branches in upcountry via hyper mart (Big C, Tesco Lotus) partners.

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



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Thank You