

LIFESTYLE

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MAJOR CINEPLEX GROUP PLC.

1Q18 Analyst Meeting
Paragon Cineplex, 11th May 2018

MAJOR CINEPLEX GROUP



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IMAX

FINANCIAL OVERVIEW

1Q18 QUARTERLY BRIEFING

Financial Highlights

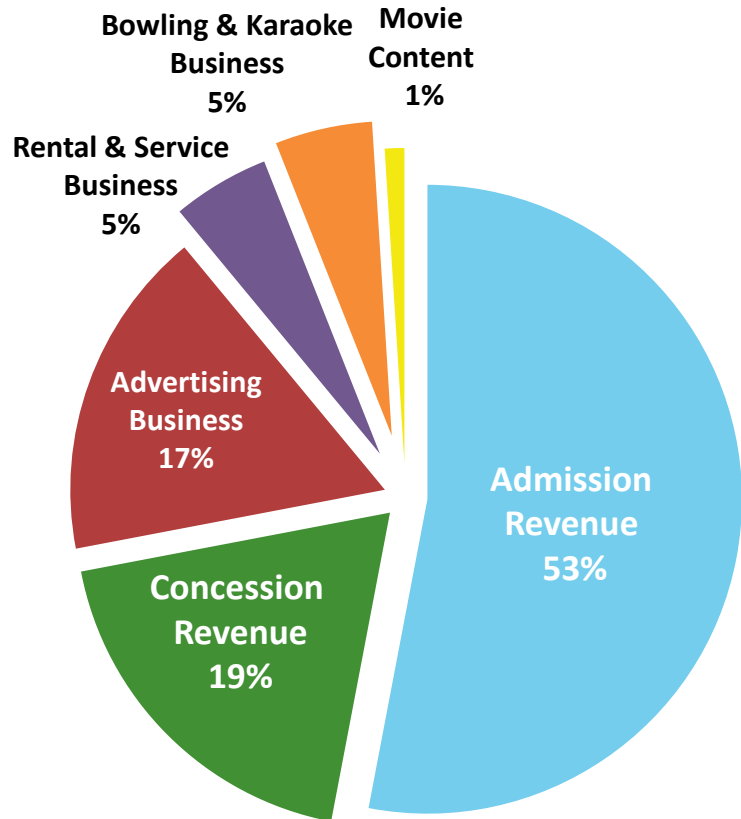


Bt.Million	1Q17		1Q18		Growth	
					Amt.	%
Revenue	2,134	100%	1,950	100%	(184)	(9%)
Gross Margin	716	34%	620	32%	(96)	(13%)
EBITDA	625	29%	617	32%	(8)	(1%)
EBIT	353	17%	342	18%	(10)	(3%)
Net Profit	262	12%	284	15%	23	9%



1Q18 QUARTERLY BRIEFING

Revenue Breakdown by segment



Major Group's Revenue Breakdown	1Q18	Margin
Cinema	72%	21%
<i>Admission Revenue</i>	53%	5%
<i>Concession Revenue</i>	19%	65%
Advertising Business	17%	84%
Bowling & Karaoke Business	5%	37%
Rental & Service Business	5%	11%
Movie Content <i>(Content Provider & Local Production)</i>	1%	41%
Total Revenue	100%	32%

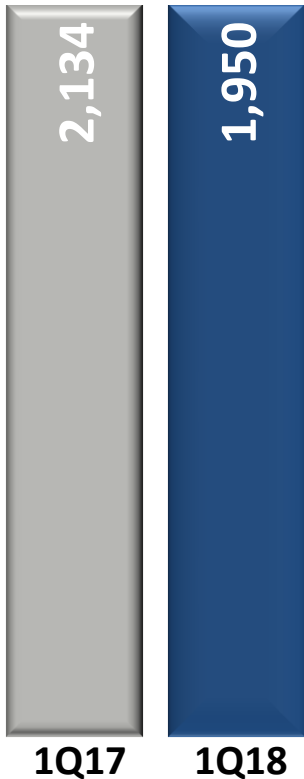
1Q18 QUARTERLY BRIEFING

Revenue Breakdown



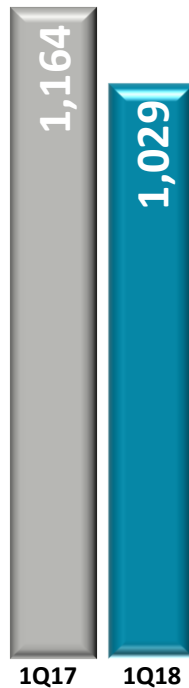
Total Revenue

(9%)
(184mb.)



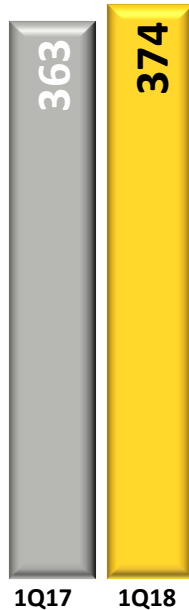
Admission Revenue

(12%)
(135mb.)



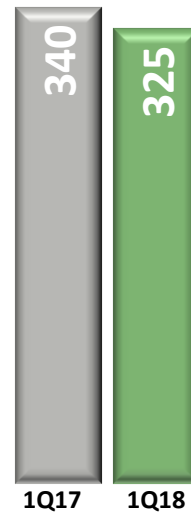
Concession

+3%
(+11mb.)



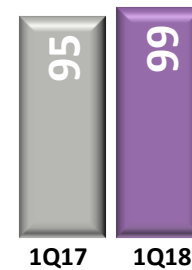
Advertising

(4%)
(15mb.)



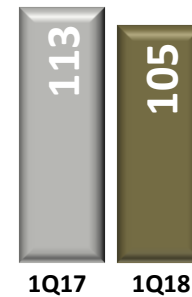
Bowling group

+5%
(+4mb.)



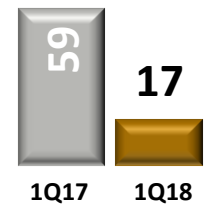
Retails

(7%)
(8mb.)



Movie Content

(71%)
(42mb.)



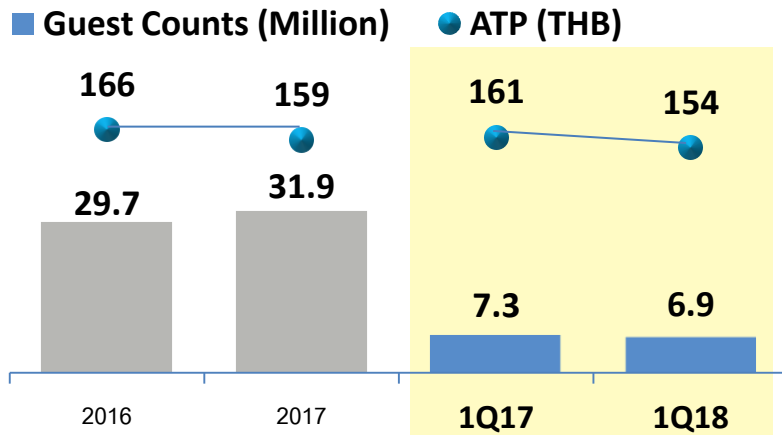
- Admission revenue declined from less Hollywood and local movies.
- Advertising revenue: Extra gain from media agency that postponed budget in 4Q16 to 1Q17
- Movie Content declined from no local content.

1Q18 QUARTERLY BRIEFING

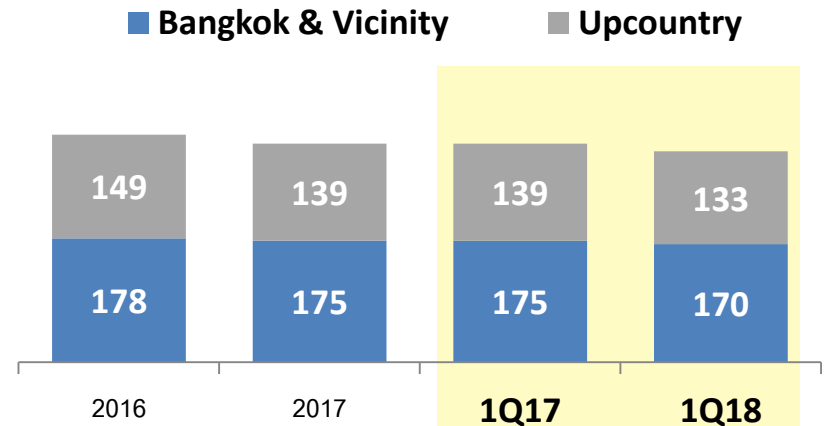


Revenue : Admissions

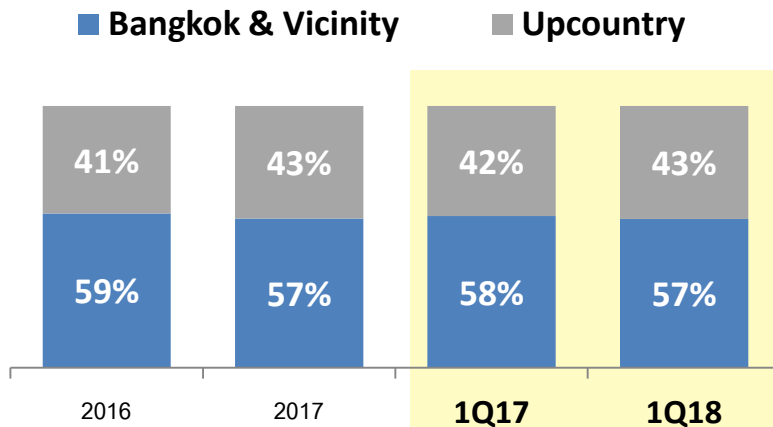
ATP & Guest Counts



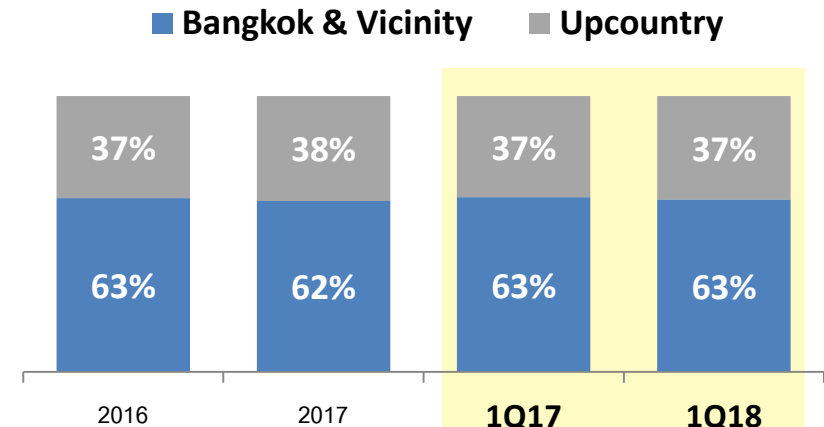
ATP Breakdown (THB)



Guest Counts Breakdown by Regional



Box Office Breakdown by Regional

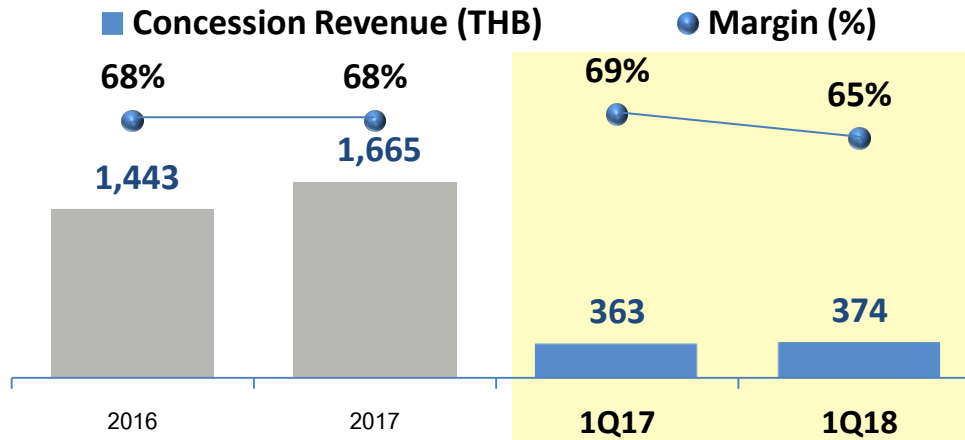


1Q18 QUARTERLY BRIEFING

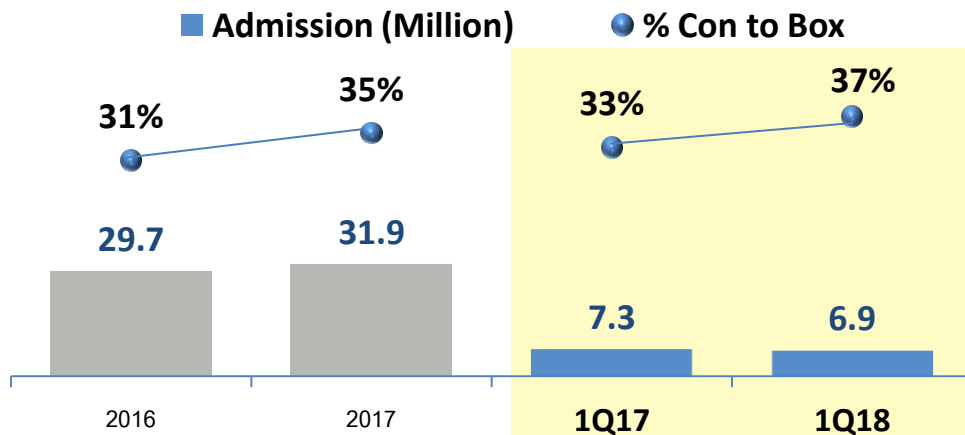


Revenue : Concession

Concession Revenue & Margin



% Con to Box Ratio



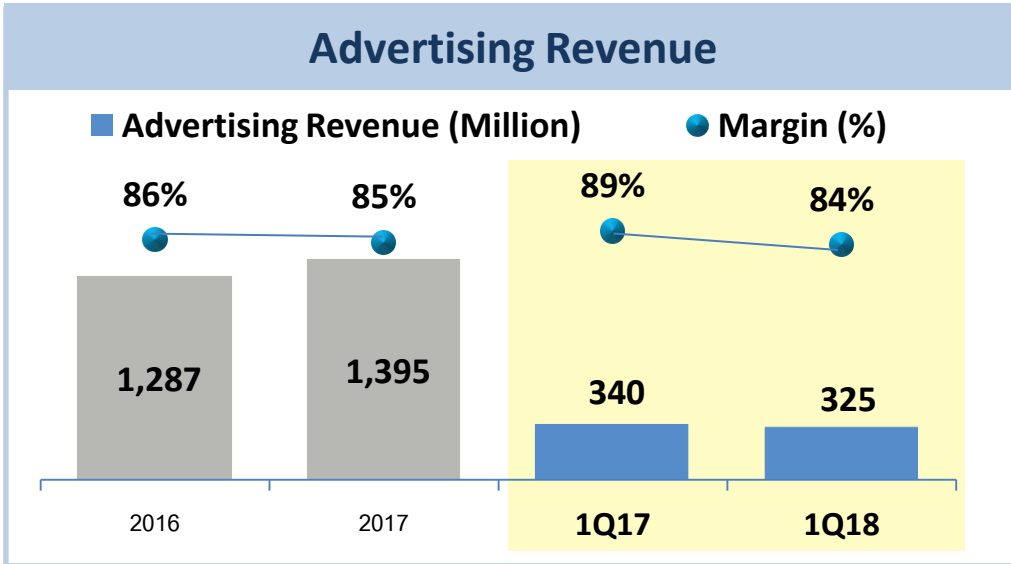
GIPSY HEAD BUCKET



1Q18 QUARTERLY BRIEFING



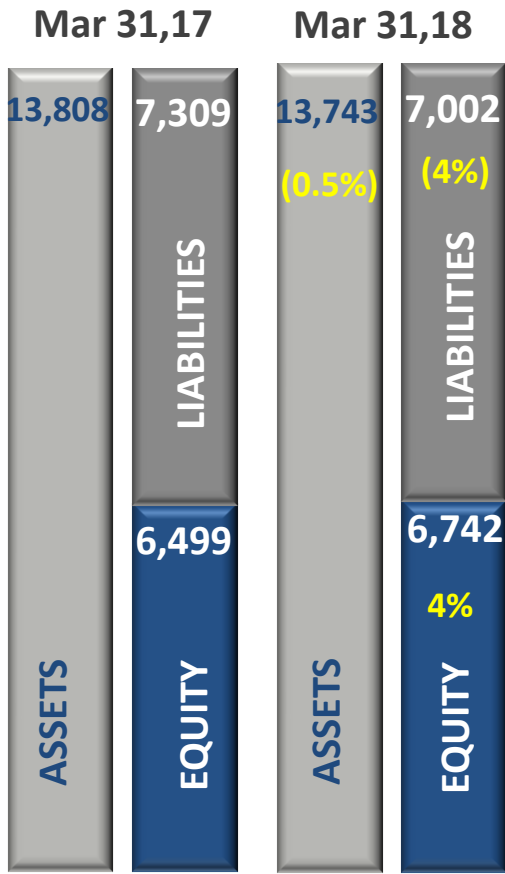
Revenue : Advertising



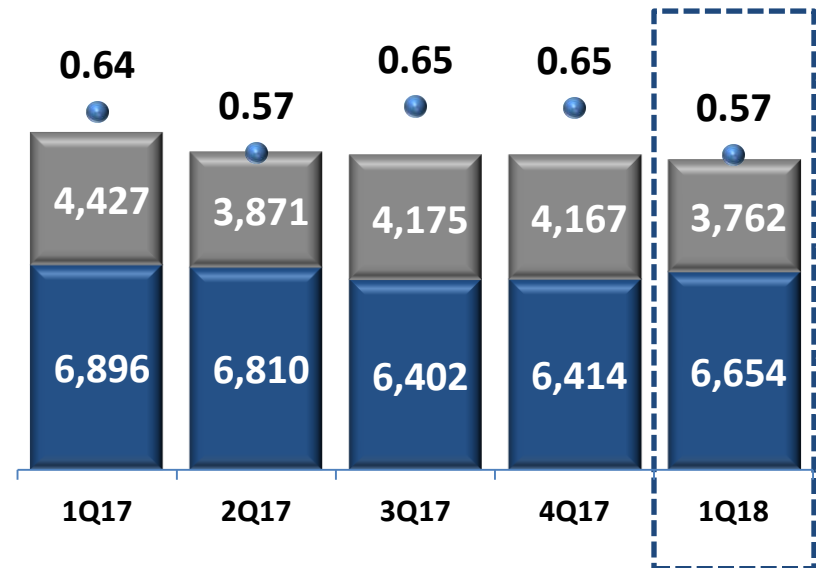
Balance Sheet Snapshot

Bt.million	Dec 31,17	Mar 31, 18	%chg
Assets	13,808	13,743	(0.5%)
Liabilities	7,309	7,002	(4%)
Equity	6,499	6,742	4%

Branch expansion while Net D/E maintained at low level.



■ Equity ■ Net interest-bearing debts ● Net D/E



1Q18 QUARTERLY BRIEFING

Strategic investment and hidden profit



Closing price as on 31 March 2018

Bt.million

Investments	%Share	Cost per Share	Major's Cost	Market Value	Unrealized Gain (Loss)
Siam Future	25.41%	3.85	1,737	4,018	2,280
MJLF	33.00%	10.00	1,089	1,372	283
MPIC	92.46%	1.67	2,003	2,056	53
Total			4,829	7,445	2,616

Investment portfolio as of 31th March, 2018:

- 25.41% 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.
- 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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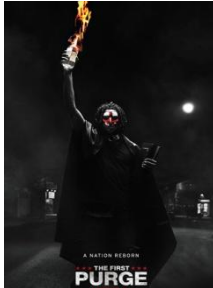
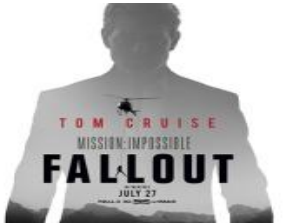
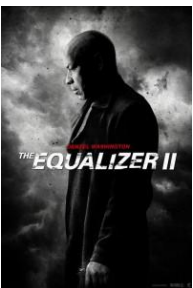
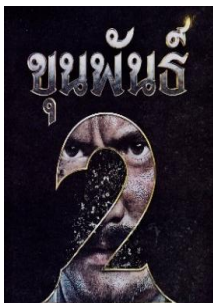


GROWTH POTENTIALS



MAJOR CINEPLEX: MOVIE LINE UP 2018

Many blockbuster and sequel movies remain attractive, Thai Movies are beginning to shine from April!

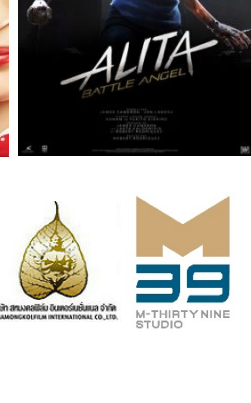
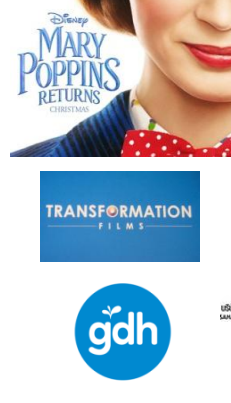
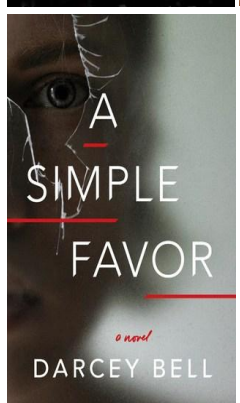
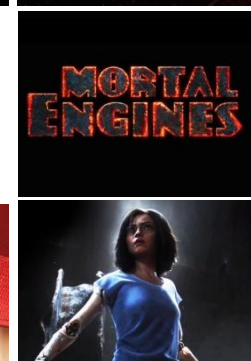
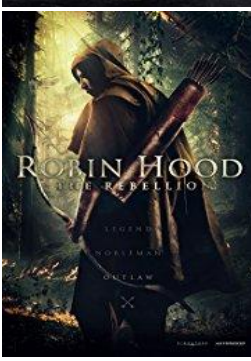
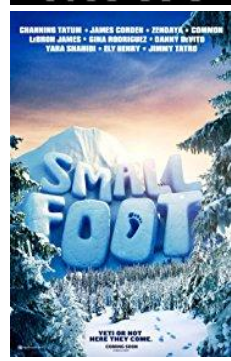
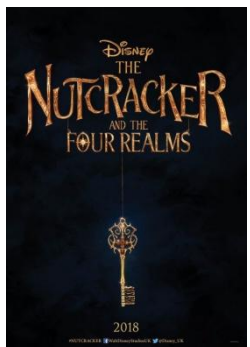




MAJOR CINEPLEX: MOVIE LINE UP 2018

Roughly 50 – 55 Thai movies and variety of movies are another key driver.

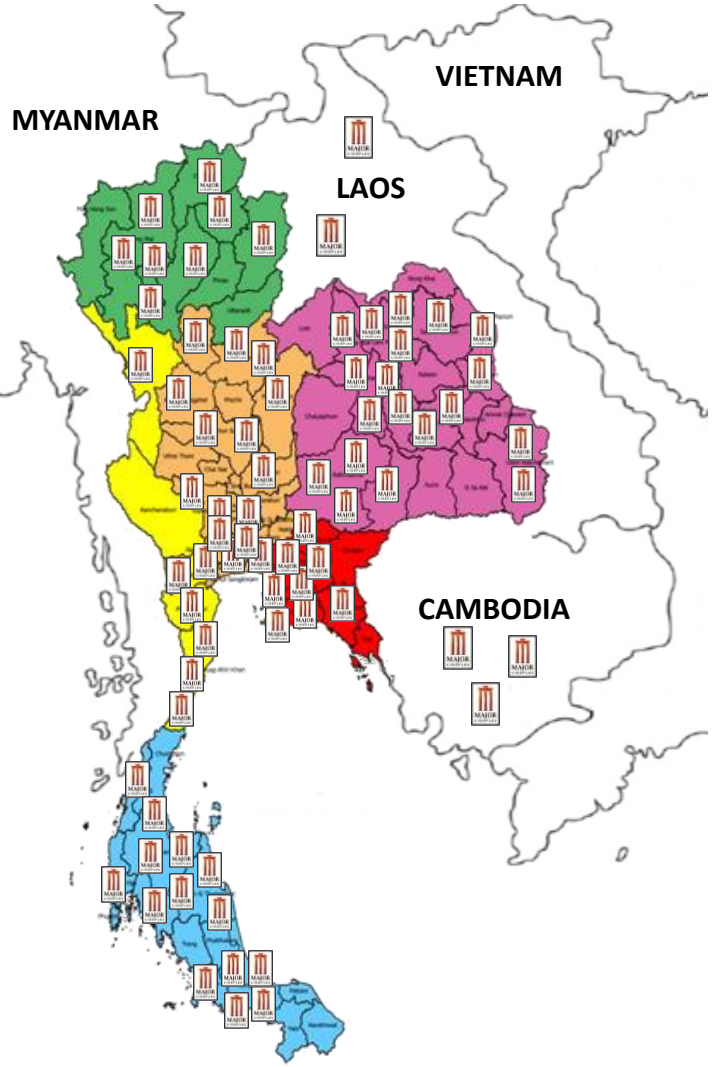
September October November December



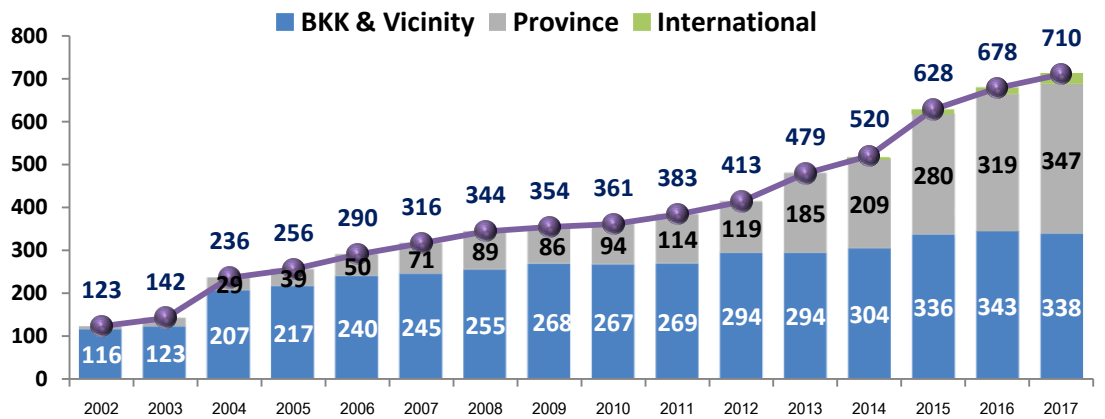


MAJOR CINEPLEX: EXPANSION PLAN

MAJOR targets to expand 60 - 70 additional screens nationwide and international in year 2018, Most of the screens are located in upcountry area with Tesco Lotus and Big C (Hypermarket).

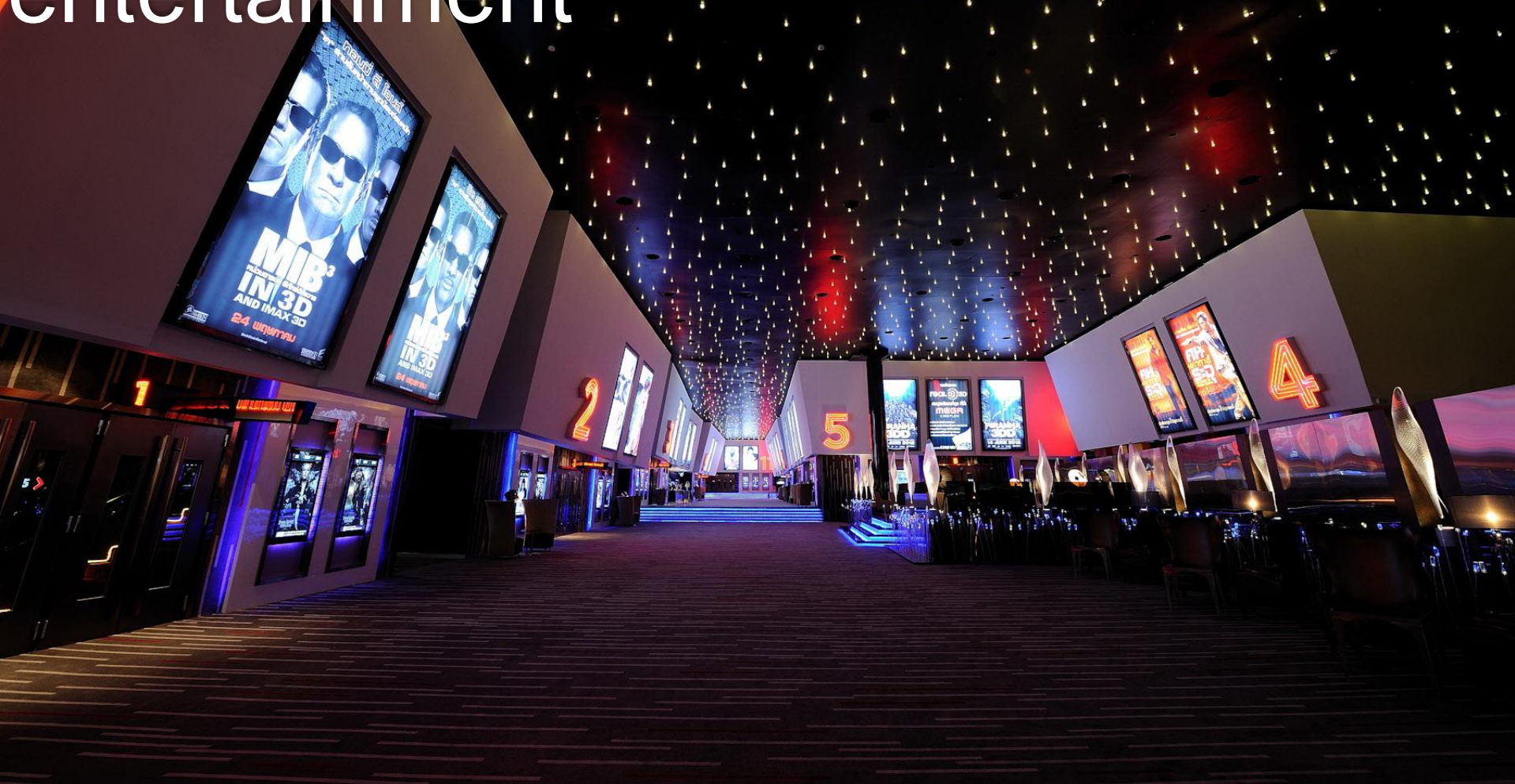


No.	Location	Screens	Location No.	BKK& Vicinity	UPC	Inter	Opening Period
1	Big C Sukhothai (Opened 1 Feb)	2	133		X		1Q18 (13 Screens)
2	Sahathai Nakhonsithammarat (Opened 7 Feb)	3	134		X		
3	Lotus Phatthalung (Opened 13 Feb)	3	135		X		
4	Sripong Park Uttaradit (Opened 3 Mar)	3	136		X		
5	Big C Phang Khon - Sakon Nakhon (Opened 28 Mar)	1	137		X		2Q18 (28 Screens)
6	Big C Kham Ta Kla - Sakon Nakhon (Opened 30 Mar)	1	138		X		
7	Big C Chaiyaphum (Opened 1 Apr)	2	139		X		
8	Big C Sattahip (Opened 4 Apr)	3	140		X		2H18 (30 Screens)
9	Aoen Mall 2 - Phnom Penh BluO - 14 Bowling Lanes	8	141			X	
10	Lotus Suphan Buri	2	142		X		2H18 (30 Screens)
11	Icon Siam	13	143	X			
Additional screen with Big C and Tesco Lotus around ~20 screens in 2H18 (Location: To be announced)				X	X		



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