

**LIFESTYLE**  
**entertainment**

**Quarterly Briefing**

**1Q11**

**MAJOR CINEPLEX GROUP PLC.**



**Paragon Cineplex, Siam Paragon**

May 18, 2011

# 1Q11 QUARTERLY BRIEFING

## contents

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## The Bottom Line

### 1Q11 Financial Review

Review of Revenue, Net profit  
B/S snapshot

## Growth Potentials

# 1Q11 QUARTERLY BRIEFING

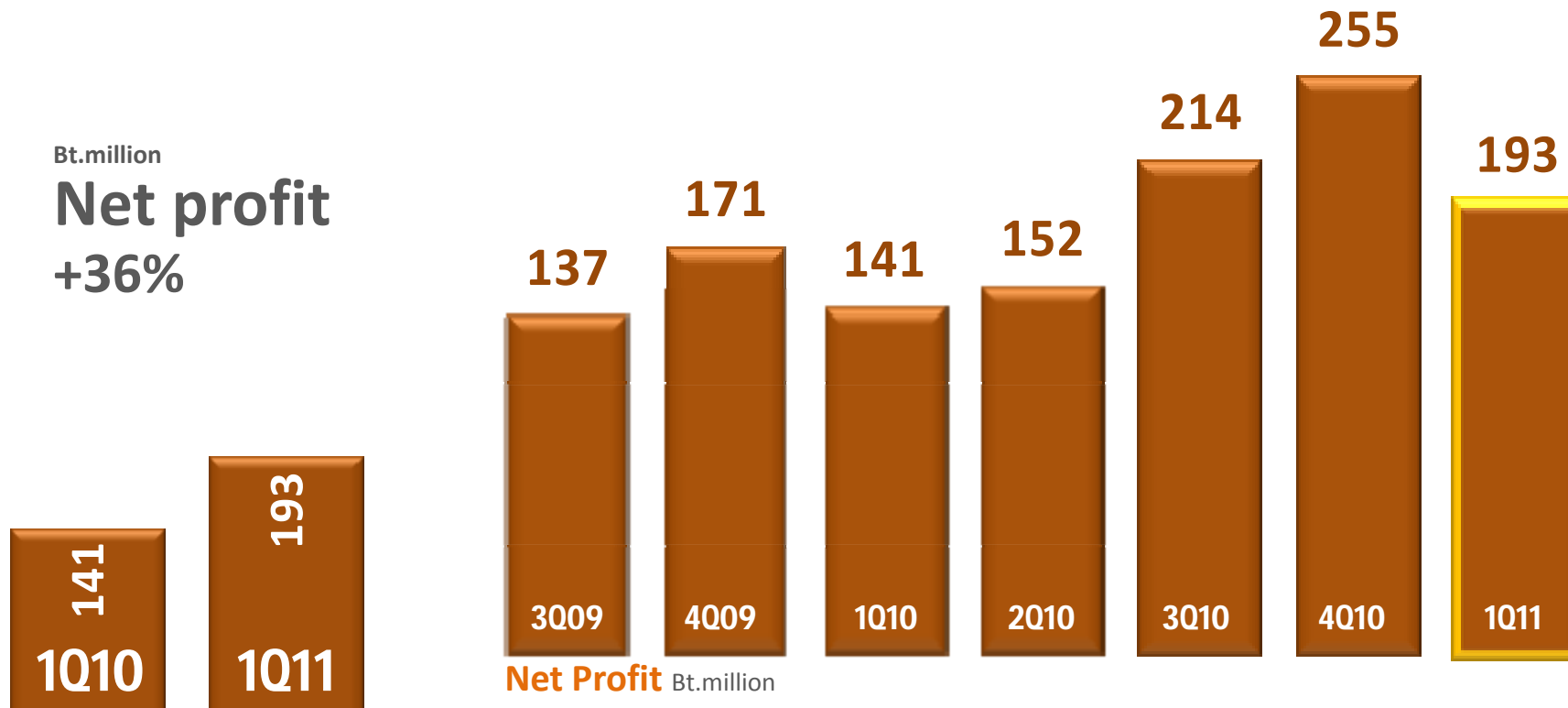
## The Bottom Line

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### Strong 1Q11 net profit straight from the core

- Cinema margin stays prosperous because of Thai movies
- More traffic despite no megabox films
- Advertising remains shining despite late spending from clients



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**1Q11 FINANCIAL REVIEW**



# 1Q11 QUARTERLY BRIEFING

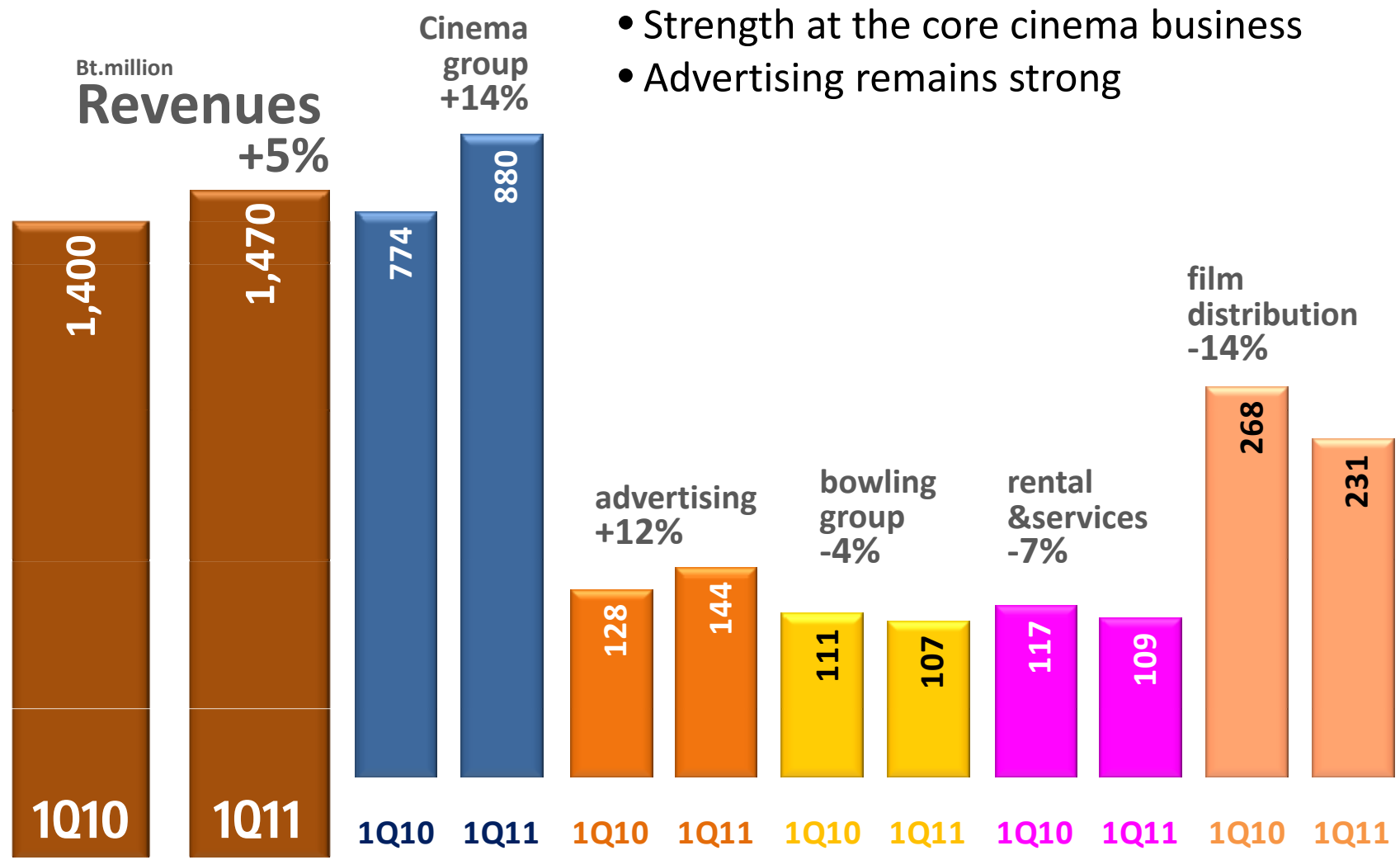
## 1Q11 Financial Review

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### Healthy revenue growth sustained

- Strength at the core cinema business
- Advertising remains strong



# 1Q11 QUARTERLY BRIEFING

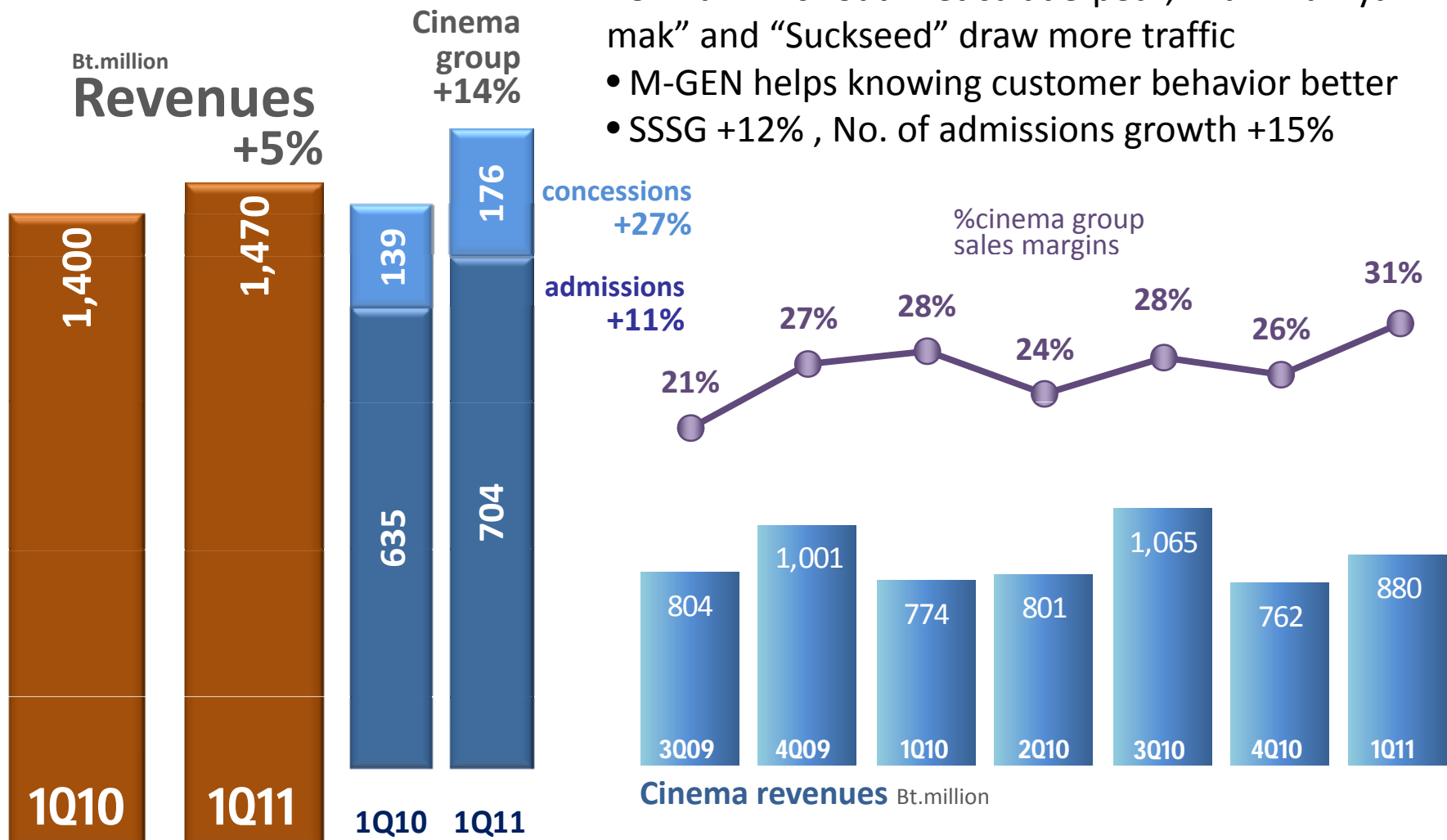
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### Healthy margin continued

- 3 Thai films “Sudkhet-salade-ped”, “Rak-mun-yai-mak” and “Suckseed” draw more traffic
- M-GEN helps knowing customer behavior better
- SSSG +12% , No. of admissions growth +15%



# 1Q11 QUARTERLY BRIEFING

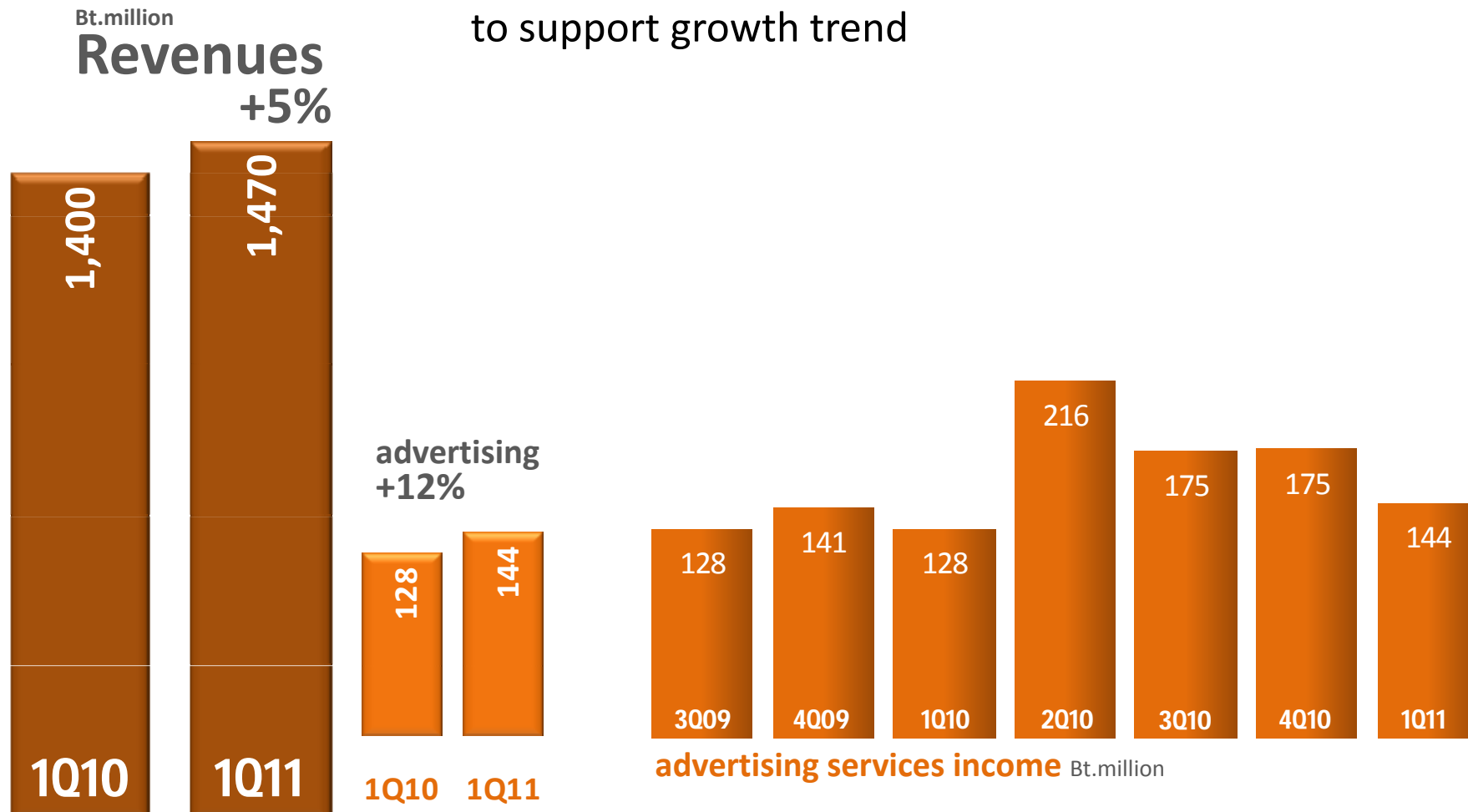
## 1Q11 Financial Review

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### Slightly growth in advertising

- Favorable local economic fundamentals continue to support growth trend



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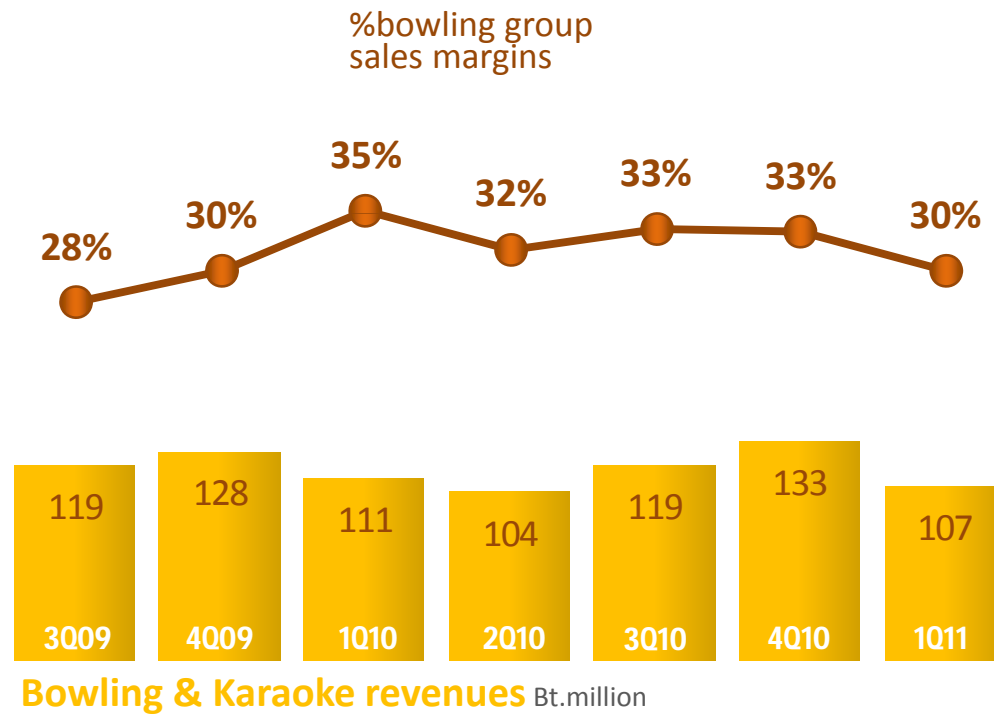
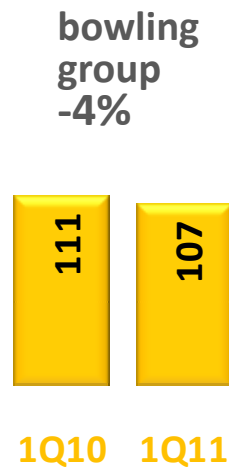
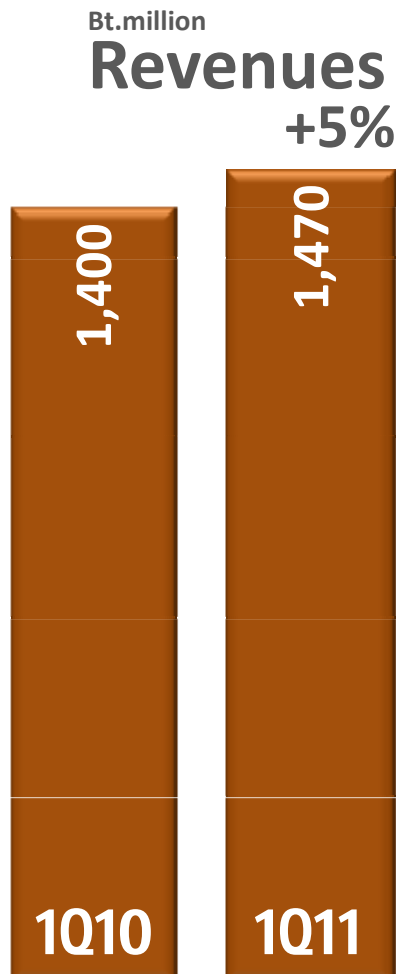
## 1Q11 Financial Review

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### Bowling & Karaoke revenues still soft

- Seasonality softens streamlined revenue





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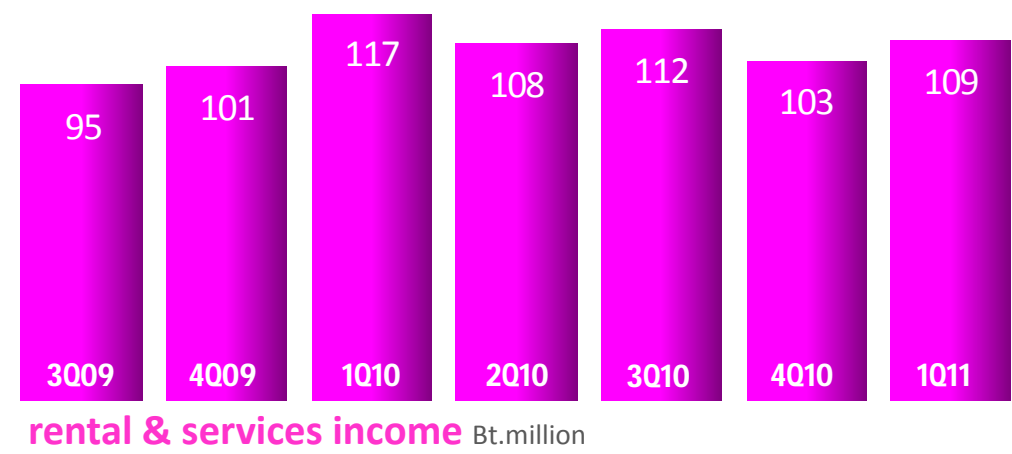
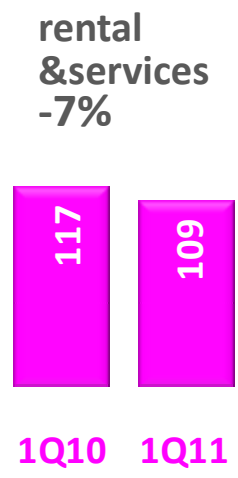
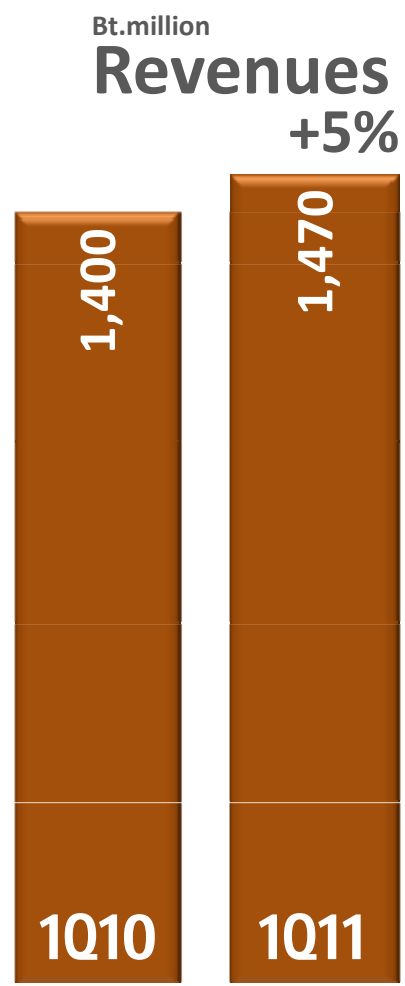
## 1Q11 Financial Review

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### Slightly drop in Rental & Services

- A drop is mainly from Metropolis closure



# 1011 QUARTERLY BRIEFING

## B/S Snapshot

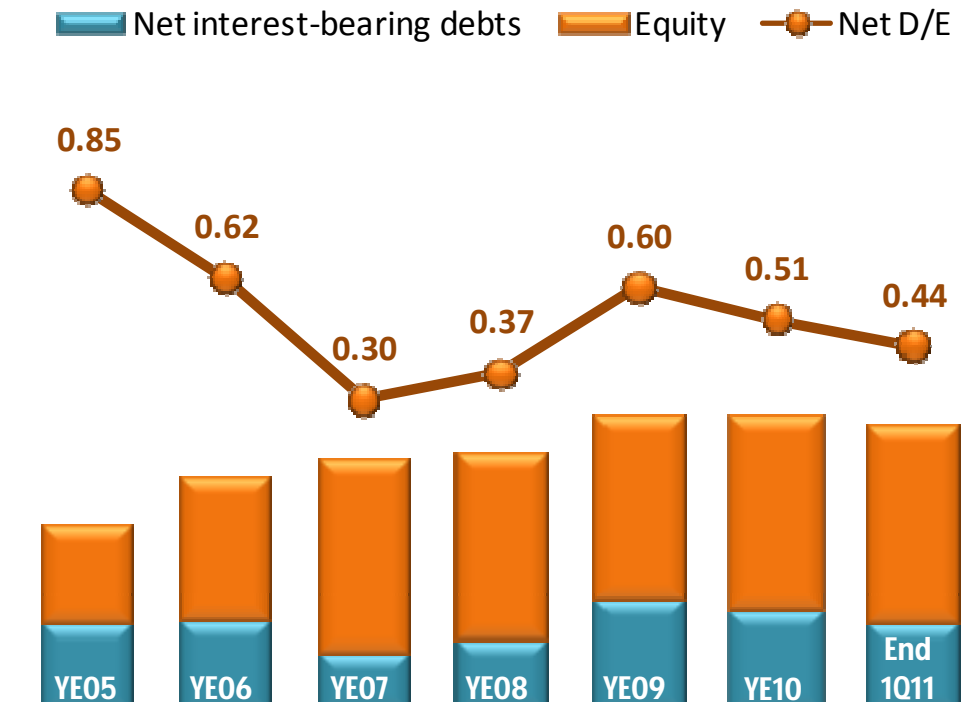
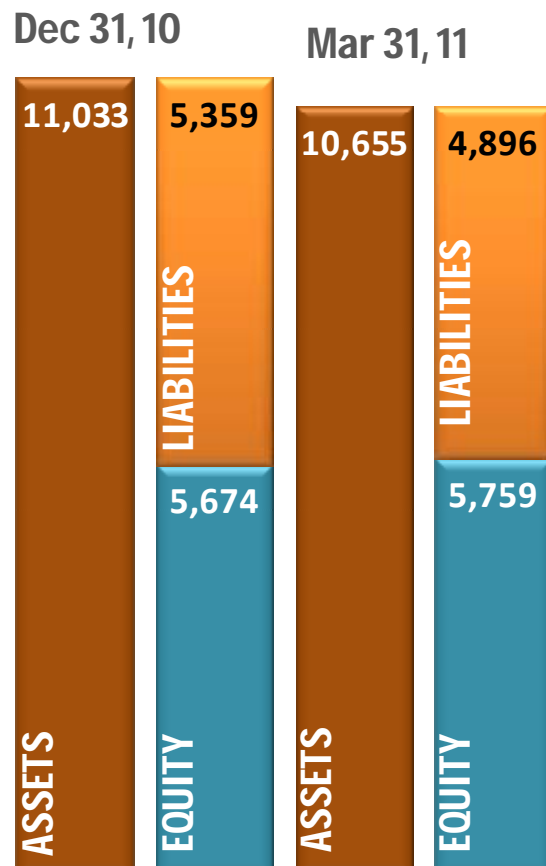
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Bt.million	Dec 31, 10	Mar 31, 11	%chg
Assets	11,033	10,655	-3%
Liabilities	5,359	4,896	-9%
Equity	5,674	5,759	2%

**Liabilities decreased compare end 1Q11 vs. YE10**

- Debts being paid back



# 1Q11 QUARTERLY BRIEFING

## Investments Portfolio vs. Interest-bearing debts

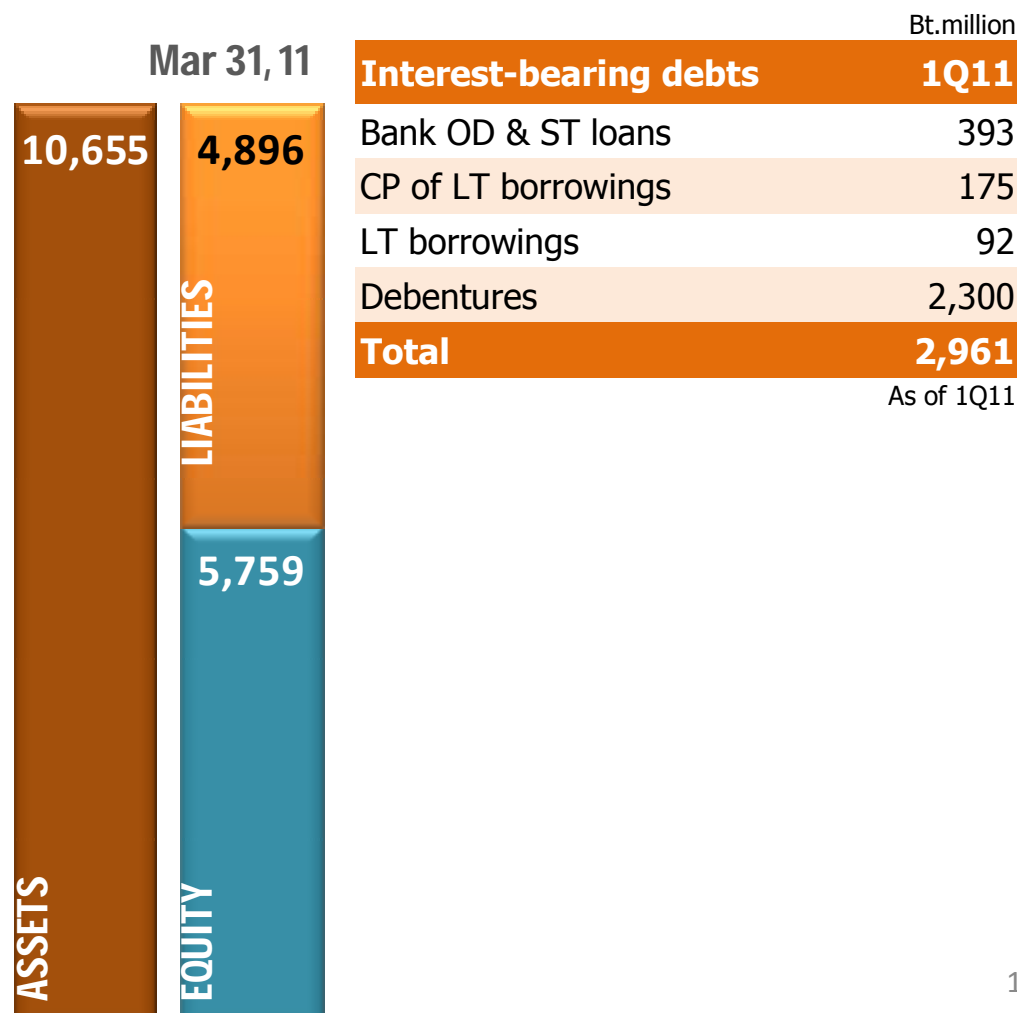
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Bt.million		
Investments	%Shareholding	Market value*
MJLF	33.0%	1,165
Siam Future	23.7%	1,578
MPIC	65.9%	879
PVRL	9.4%	190
<b>Total</b>		<b>3,812</b>

\*Closing price on May 13,2011

- **Investment portfolio** as of 30<sup>th</sup> Apr 11:
  - 66% in **M Pictures Entertainment Plc. (MPIC)**
  - 24% in **Siam Future Development Plc. (SF)**
  - 33% in **Major Cineplex Lifestyle Leasehold Property Fund (MJLF)**
  - 40% in **ThaiTicketMajor Co., Ltd.**
  - 45% in **Major Kantana Broadcasting Co., Ltd.**
  - 9.4% in **PVR Limited (PVRL)**
  - 49% in **PVR blu-O Entertainment Limited**



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**GROWTH POTENTIALS**



# GROWTH POTENTIALS

## FY11 Strategic Focus

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- More focus on existing assets given solid film line-up
- Driving same store growth for higher revenue
  - Increase cinema occupancy
  - Improve ticketing convenience
  - Customer-oriented thru m-Gen
- Concentrate more on Digital & 3D films to increase ATP
- Further inroad into India while exploring other international markets



# “2011 is another Golden Year”

Total market admissions sales estimates of Top-5 films (Bt.million)

# FY11 films

	FY07		FY08		FY09		FY10		FY11	
Hollywood	SpiderMan 3	190	Mummy 3	130	2012	230	Avatar	300	Transformer 3	
	Harry Potter 5	165	007 Quantum	90	Transformer 2	210	Harry Potter 7.1	160	MI:4	
	Transformers	125	IronMan	80	Harry Potter 6	130	IronMan 2	175	Harry Potter 7.2	
	Pirates Carib 3	125	Hancock	75	Terminator 4	100	Resident Evil 4	110	Pirates Carib 4	
	Resident Evil	90	Dark Knight	75	Fast Furious 4	100	Twilight 3	110	Twilight 4	
						Clash of Titans	95	Fast Furious 5		
Thai	KingNaresuan 2	250	OngBak 2	120	RodFaiFah	140	GuanMuenHo	130	KingNaresuan 3	
	KingNaresuan 1	250	TengNong 2	100	5-Prang	100	32-Thanwa	110	KingNaresuan 4	
	Bodyguard 2	100	PidTermYai	85	WongKumLao	100	SingLekLek	100	SudKhet.	111
	TengNong	90	4-Prang	80	Saranair	95	Tukky	90		
	May-Na-Rok	90			Yam-Yasothorn 2	95	Saranair 2	90		



# GROWTH POTENTIALS

## FY11 Films line-up

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1Q11			2Q11			3Q11			4Q11		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
											★ Mission: Impossible - Ghost Protocol
										★ หลวงพี่เท่ง 5	
										★ The Twilight Saga: Breaking Dawn - Part 1	
										ฟุ่มพวง ดวงจันทร์	
										Paranormal Activity 3	
										Journey to the Center of the Earth 2	
										Johnny English 2	
										ตุ๊กกี้ 2	
										สาระแน 4	
										Final Destination 5	
										★ King Naresuan 4 ยุทธหัตถ์	
										Cowboys & Aliens	
										Captain America: The First Avenger	
										★ Harry Potter & the Deathly Hallows: Part 2	
										★ Transformers: Dark of the Moon	
										Green Lantern	
										ผู้หญิงปากร้ายผู้ชายปากดี (M39)	
										★ X-Men: First Class	
										★ Kung Fu Panda 2	
										★ Pirates of the Caribbean: On Stranger Tides	
										★ Fast Five	
										Thor	
										ลัดดาแลนด์ (GTH)	
										Scream 4	
										World Invasion	
										★ King Naresuan 3 ยุทธนาวี	
										Suck Seed ห่วยขั้นเทพ (GTH)	
										Rango	
										Love Love จุลินทรีย์ (M39)	
										I am Number Four	
										เท่ง โท่ง จีวรบิน	
										หอยตัวแตก แหวกขมิ	
										สุดเขตเสลดเปิด (M39)	
										สาระแนเห็นผี	

Selected films only, subject to change

# GROWTH POTENTIALS

## New Capacities

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As of May 2011

		FY09	FY10	FY11
<b>New screens</b>		<b>23</b>	<b>21</b>	<b>27</b>
BKK	Namwongwan	16	Samsen Paradise Park Additional screens	6 2
BKK vicinity & Provincial	Korat Additional screens Amatanakorn	2 5	Mahachai Saraburi Kampangpetch	5 4 4
				Chiang-rai Pitsanuloke Chantaburi Ubonratchathani  TBA
				5 5 5 2  10
<b>New lanes</b>		<b>48</b>		<b>26</b>
BKK	Namwongwan	24		
BKK vicinity & Provincial				
International	New Delhi	24		Vasant Kunj
				26



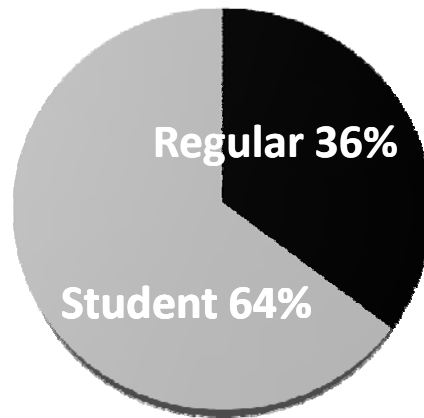
# GROWTH POTENTIALS

## M Generation

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### Ratio M Gen Card : Regular & Student



**Total 405,325 members**

- Loyalty card to customers
- Customer insights & Direct marketing channel for MAJOR to drive same-store growth
- Various channels  
(Box Office, M Cash Panel, Credit Card Panel, Website, Mobile)

**14.8**  
Bt.million

**As of**  
**May 15<sup>th</sup> 11**

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**Thank You**