

LIFESTYLE entertainment



Major Cineplex Group Plc.

Quarterly
Results
Briefing

August 14, 2008

2008

2Q08 Quarterly Results Briefing Contents



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Media Solutions Integrator Model
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Financial
Review

2008

2Q08 Financial Review

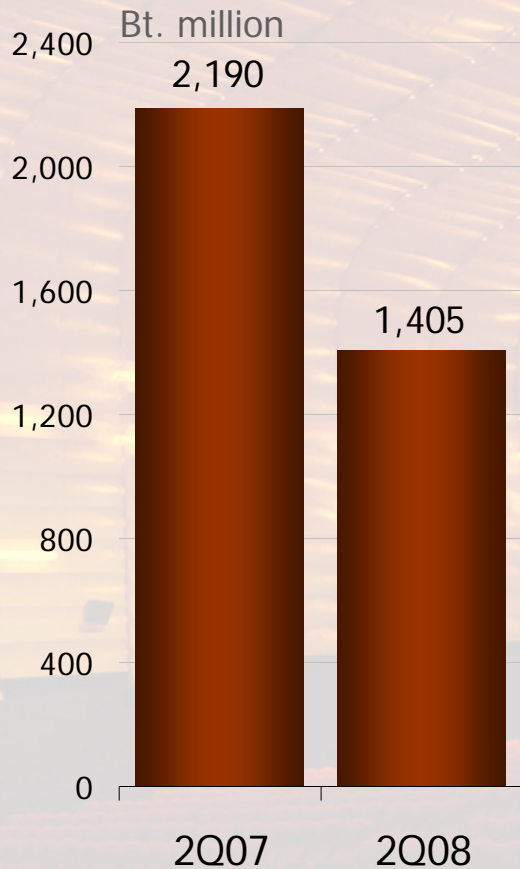
P&L snapshot – Reported numbers

Gain from assets injection into MJLF in 2Q07

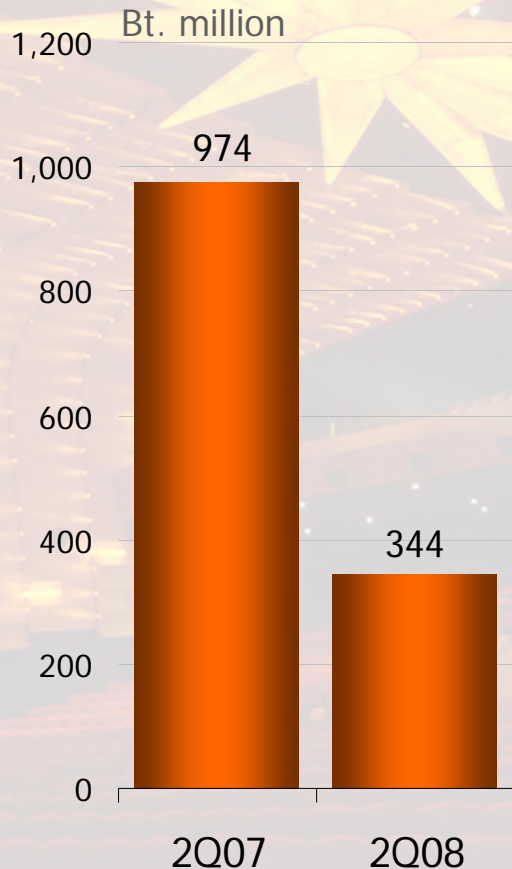


entertainment

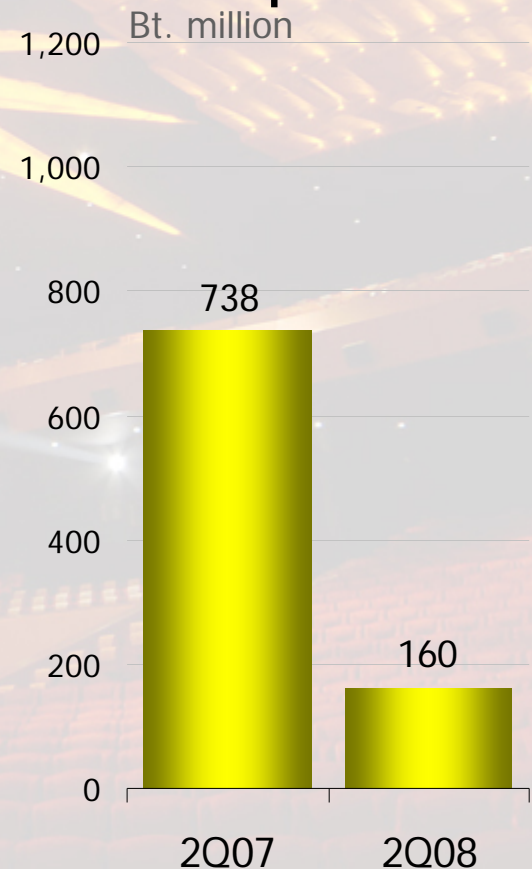
Revenues



EBITDA



Net profit



2Q08 Financial Review

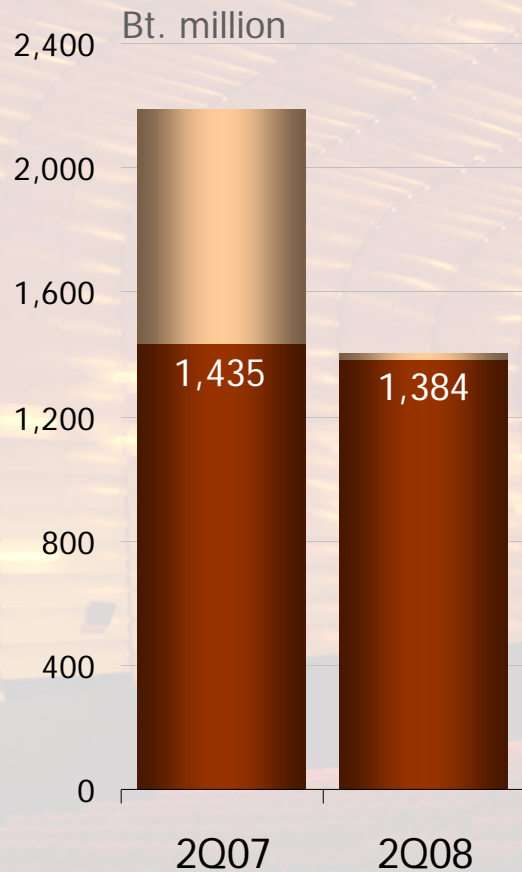
P&L snapshot – Normalized numbers

Gain from assets injection into MJLF in 2Q07

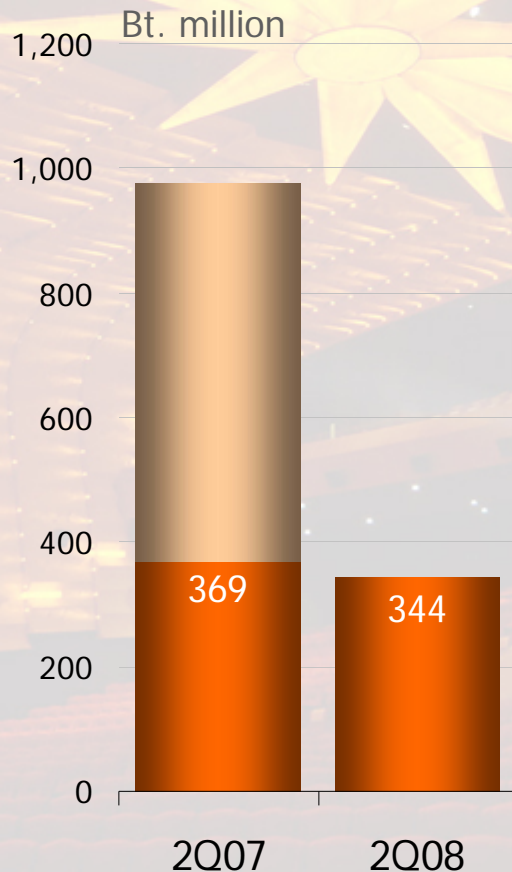


entertainment

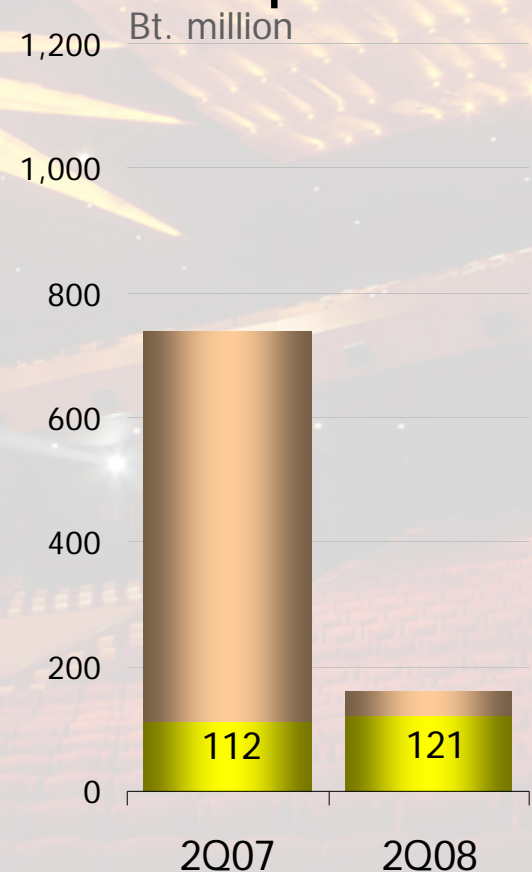
Revenues



EBITDA



Net profit



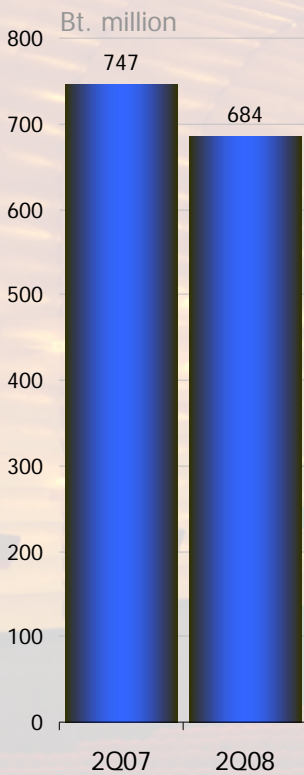
2Q08 Financial Review

Revenue trend by business unit

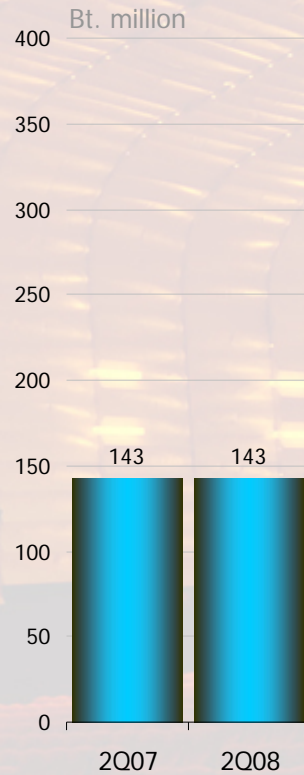


- 2Q08 Hollywood blockbusters not as strong
- MJB firing all cylinders
- CON%ADM sales continue to climb
- Rental & services replenishing
- Advertising services yet to rise
- Film distribution getting some actions

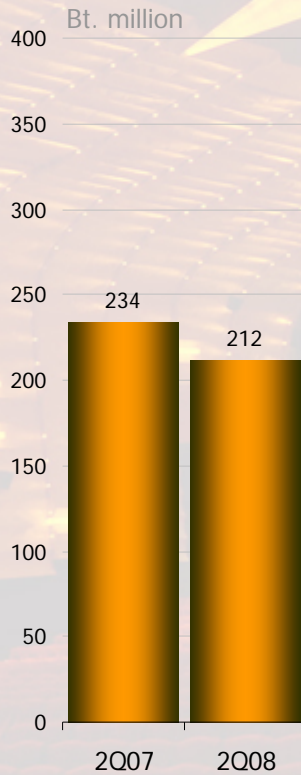
Admissions Sales



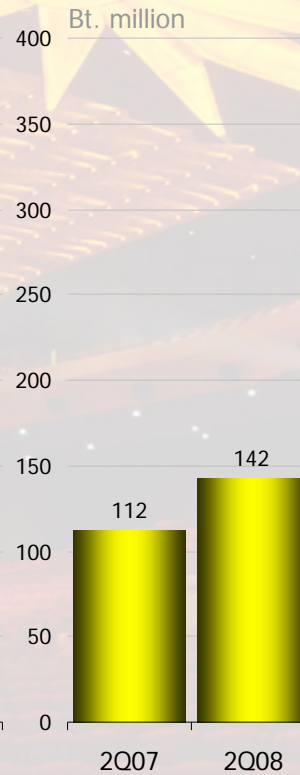
Concessions Sales



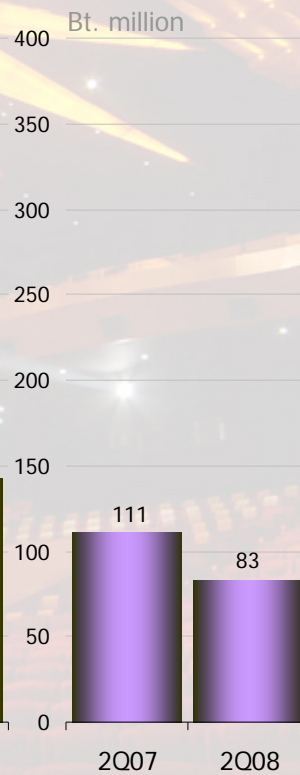
Advertising Income



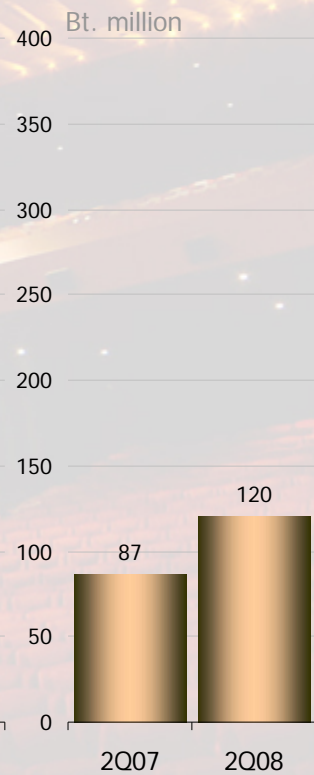
Bowling & Karaoke



Rental & Services



Film Distribution



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Financial
Review

1H08

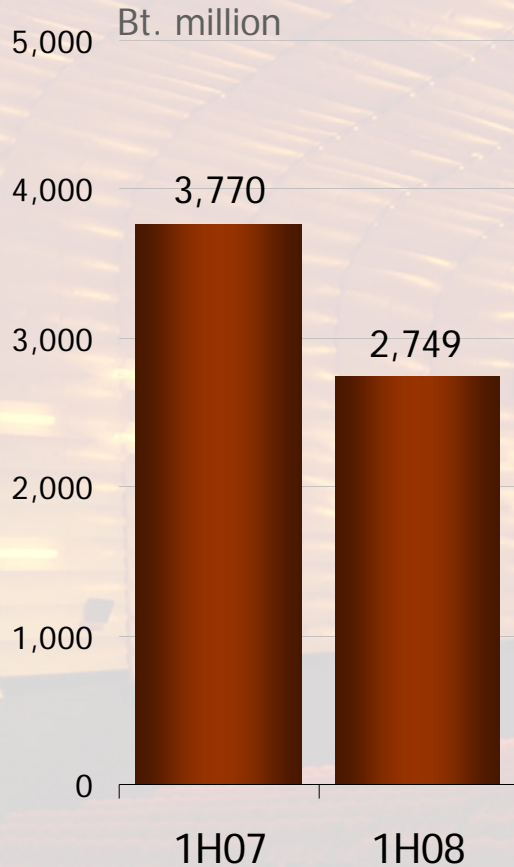
1H08 Financial Review

P&L snapshot – Reported numbers

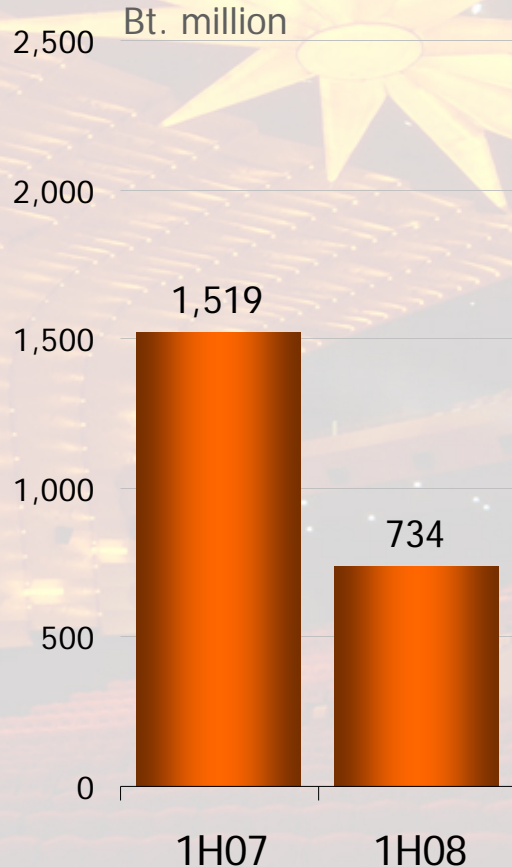
Gain on assets injection & King Naresuan Epics drove 1H07 to historical high



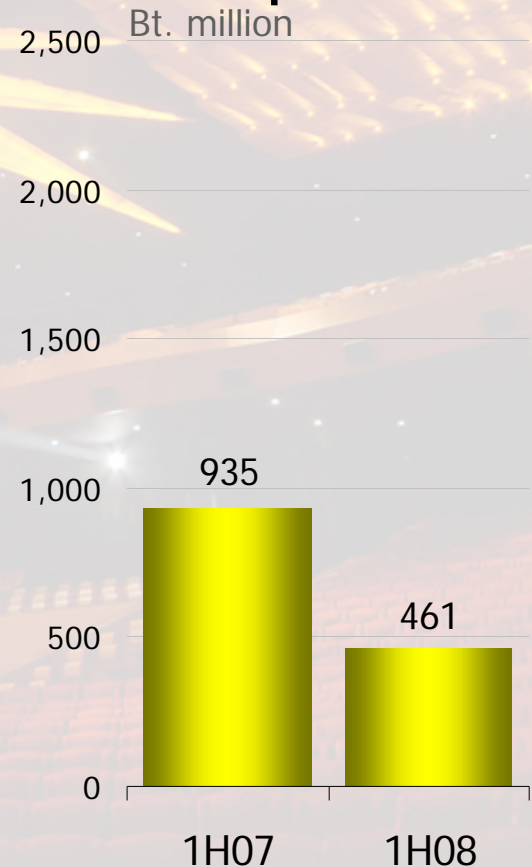
Revenues



EBITDA



Net profit



1H08 Financial Review

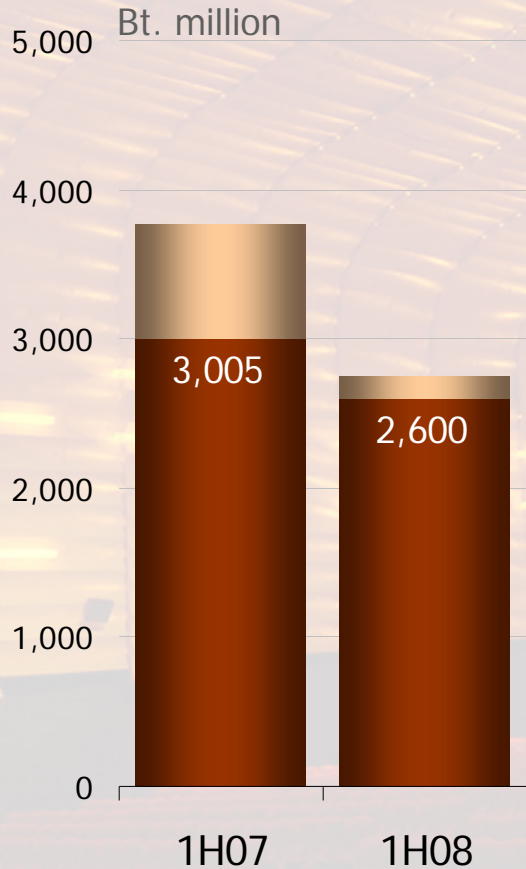
P&L snapshot – Normalized numbers



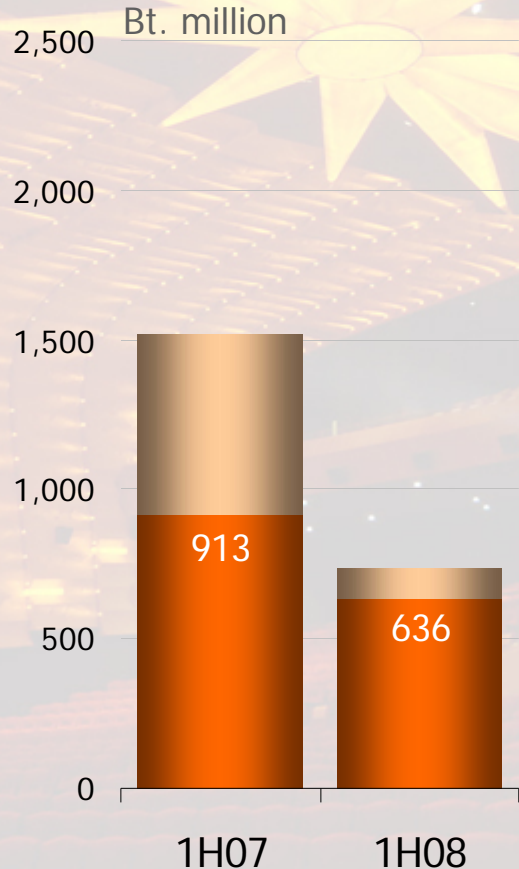
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entertainment

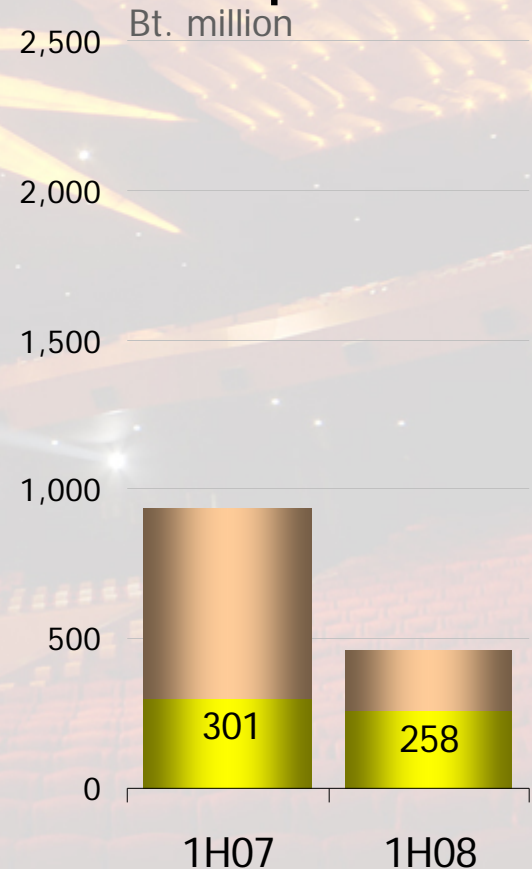
Revenues



EBITDA



Net profit



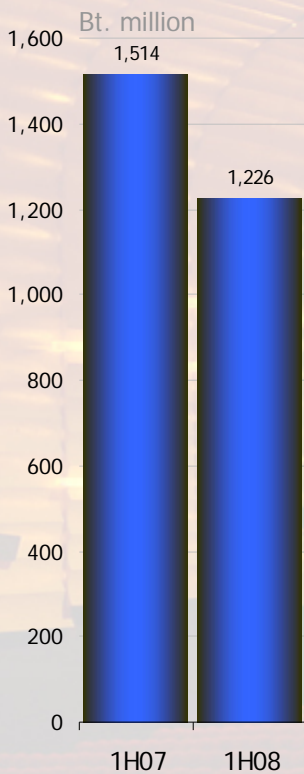
1H08 Financial Review

Revenue trend by business unit

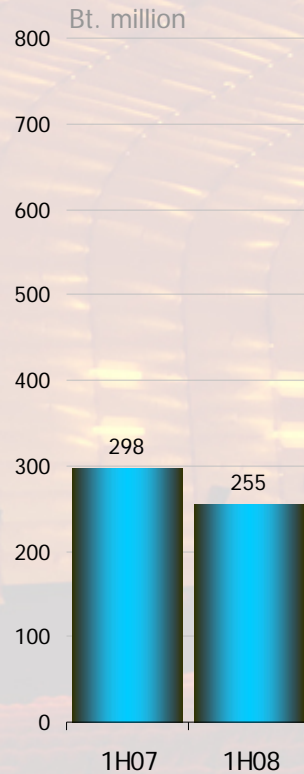


- 1H08 films line-up not as strong
- CON%ADM sales continue to climb
- Advertising started off relatively slow
- MJB firing all cylinders
- Rental & services replenishing
- Film distribution getting some actions

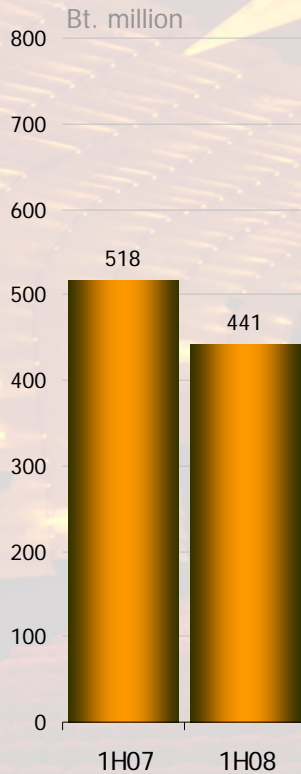
Admissions Sales



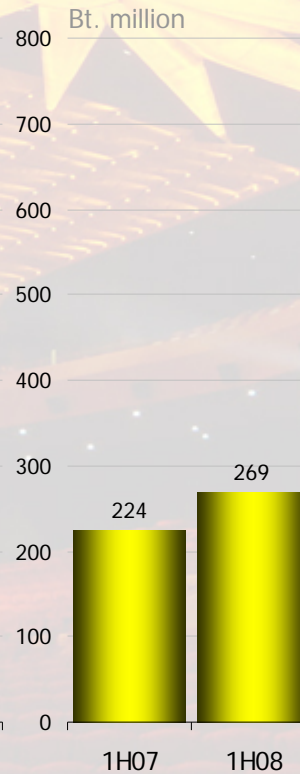
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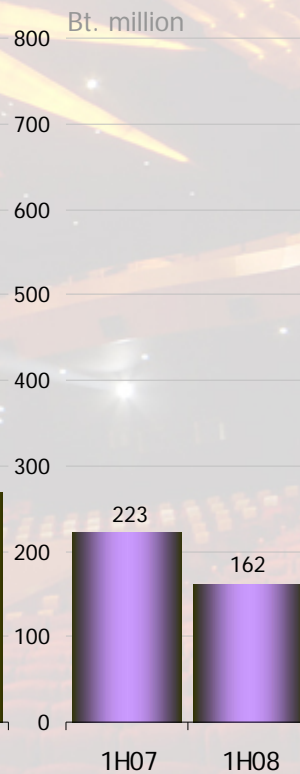
Advertising Income



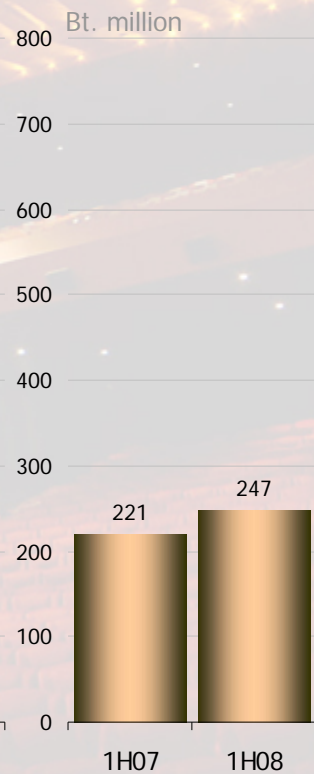
Bowling & Karaoke



Rental & Services



Film Distribution



1H08 Financial Review

Key financial summary



Bt. Million	Dec 31, 07	Jun 30, 08	%Chg
Total assets	9,294	9,061	-3%
Total liabilities	3,672	3,457	-6%
Total equity	5,622	5,603	0%
D/E ratio	0.65	0.62	
Net D/E ratio	0.30	0.26	

Normalized F/S	1H07	1H08	%Chg
Total revenues	3,005	2,600	-13%
Gross profit	1,075	885	-18%
EBITDA	913	636	-30%
Net profit	301	258	-14%
Gross margin	36%	34%	
EBITDA margin	30%	24%	
Net margin	10%	10%	
EPS (Bahts)	1.09	0.52	-52%

1H08 Financial Review

Interim dividend



	1H07	1H08
EPS (Bahts)	1.09	0.52
DPS (Bahts)	0.50	0.39
Payout ratio	46%	75%

- Interim dividend of **Bt0.39**/share
- XD: Aug 27, 2008
- Payout: Sep 5, 2008

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Portfolio Review

Portfolio Review

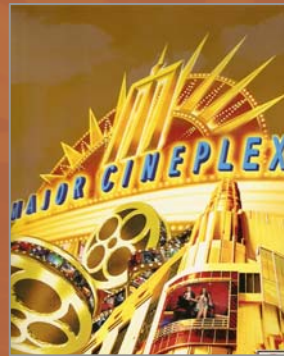
MPIC: Creating a Total Distribution Company



Film Production



Theatrical Distribution



Cinema Exhibition



Home Distribution
Wholesales

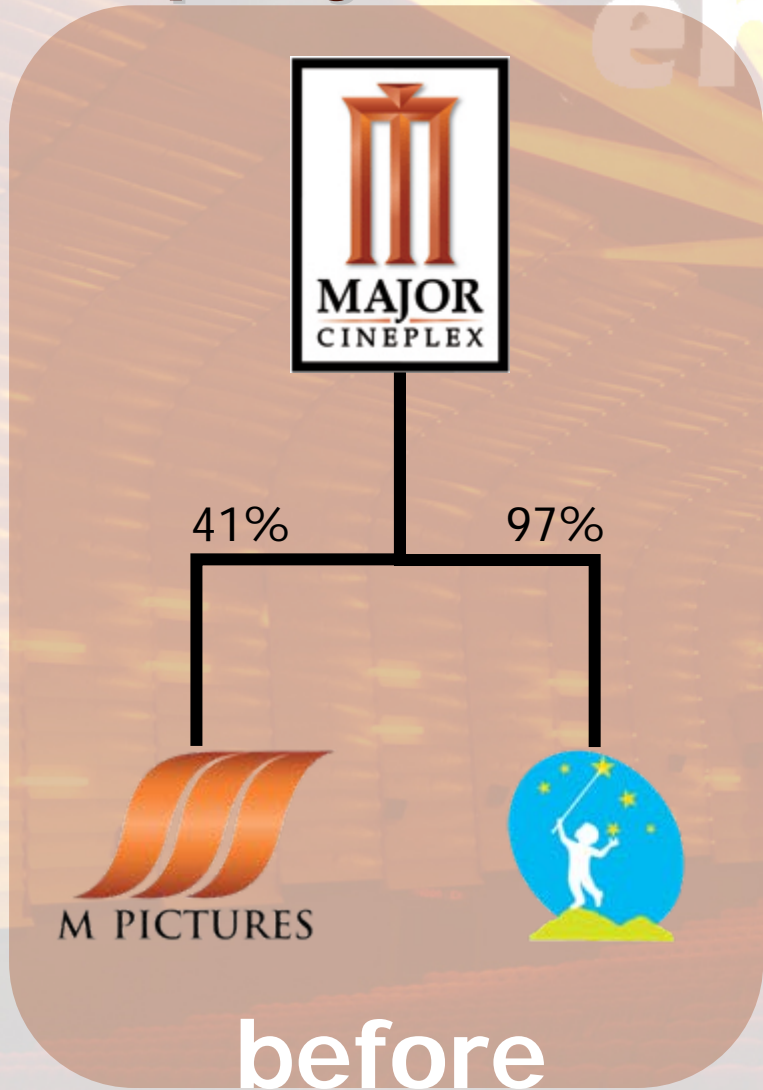


Home Distribution
Retails

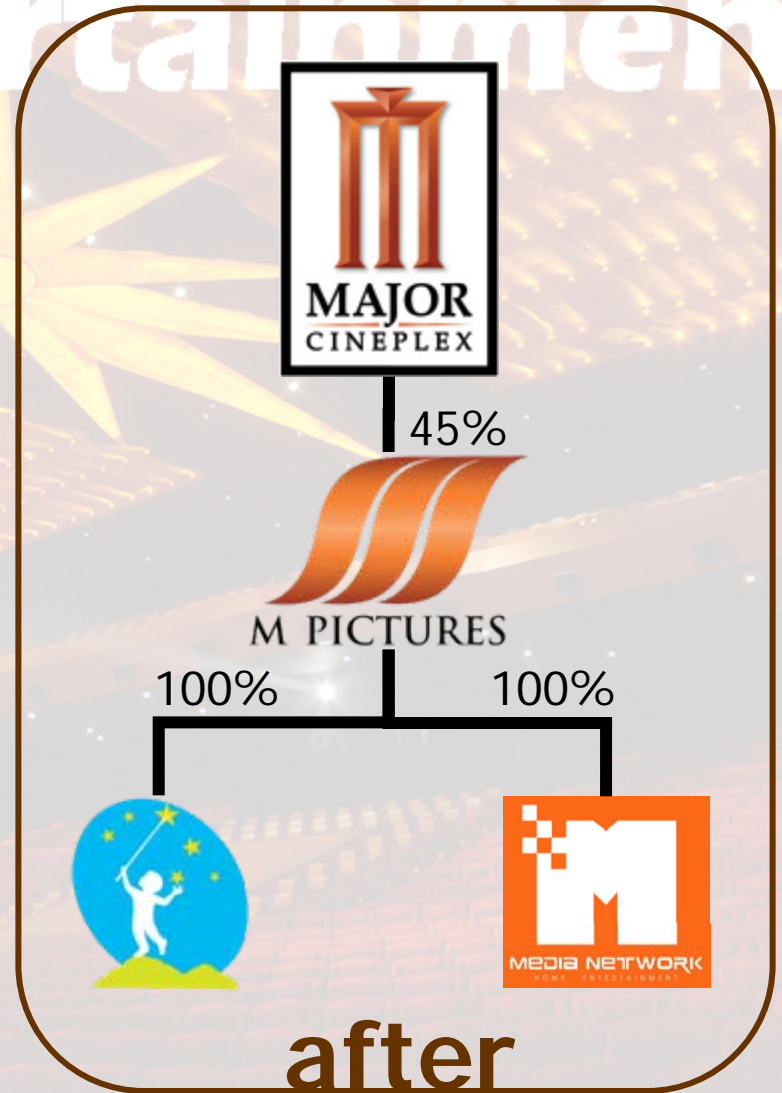


Portfolio Review

MPIC: Creating a Total Distribution Company



before

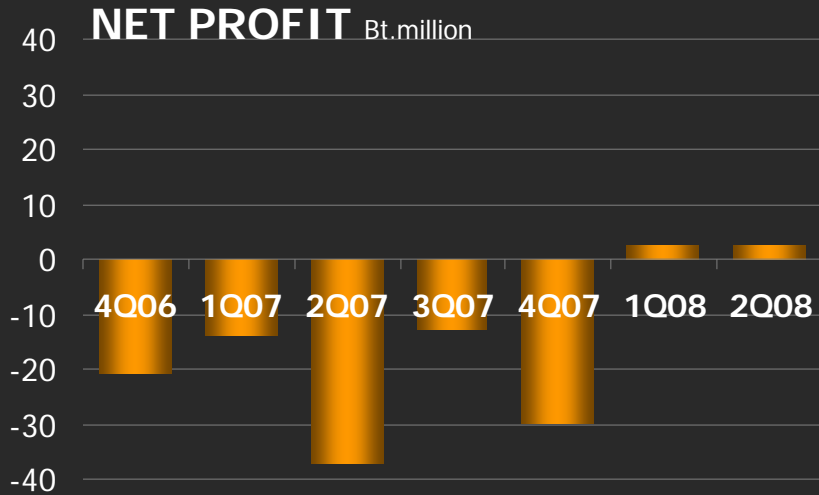


after

Pending MPIC's EGM in Sep-08

Portfolio Review

CAWOW: Some positive signs



**Shape up
your body**



Portfolio Review

Siam Future: Exciting Future



MARKET PLACE
NAWAMIN



Market Place Nawamin
Opened: Feb 2008
GLA: 4,175 sq.m.

MAJOR Avenue Ratchayothin
Opened: May 2008
GLA: 15,000 sq.m.

Nawamin City Avenue
Target Opening: Q1 2009
GLA: 26,000 sq.m.

& many exciting projects
in the pipeline

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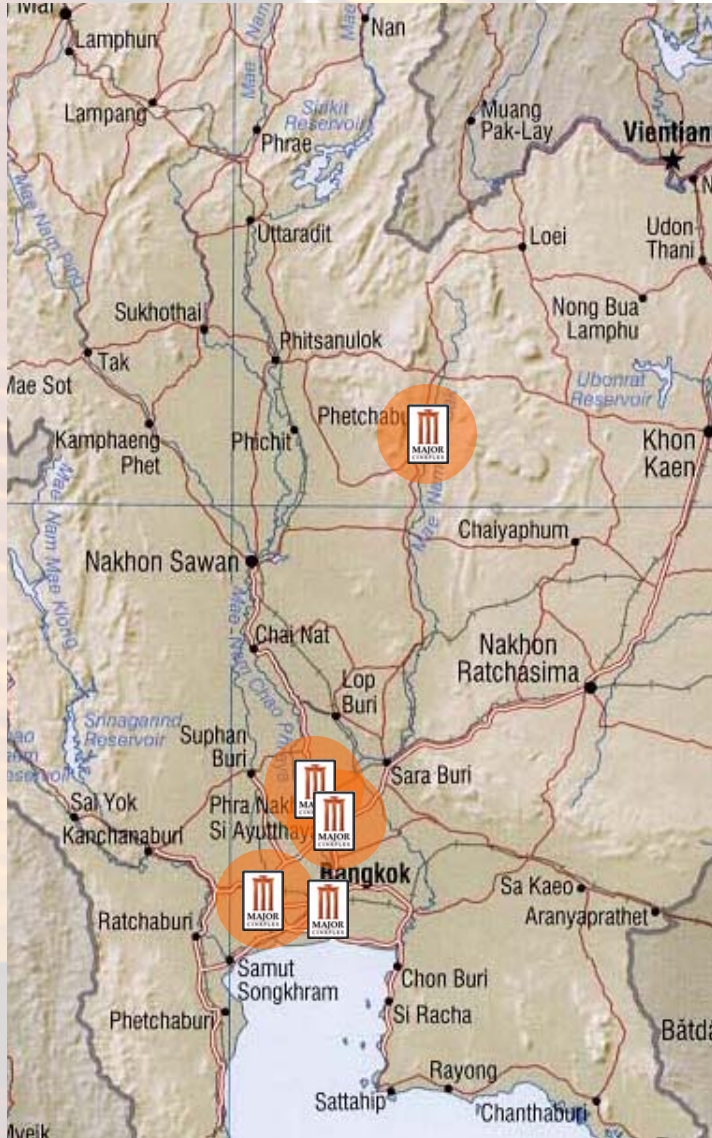


Major Cineplex Group Plc.

Outlook

FY08

FY08 Outlook New capacities



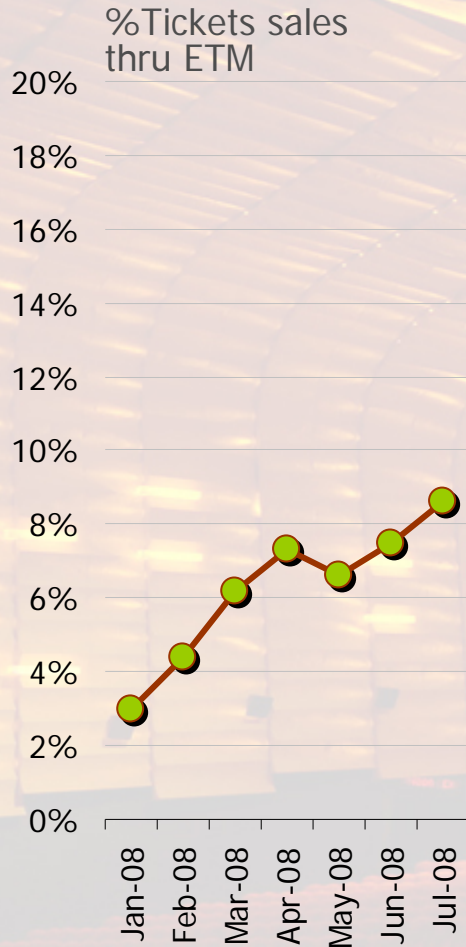
1H08	2H08	FY09
Salaya ^{opened} 5 screens Ayudhya ^{opened} 4 screens Petchaboon ^{opened} 4 screens	Navanakorn ^{opened} 4 screens Navanakorn 4 screens Thanyaburi ^{opened} 4 screens Banpong 5 screens Srinakarin 5 screens	Nakornprathom 6 screens Ratanathibate 16 screens
57 new screens confirmed for FY08-09		
Ayudhya ^{opened} 10 lanes		Nakornprathom 10 lanes Ratanathibate 22 lanes
42 new lanes confirmed for FY08-09		

FY08 Outlook

Efficiency improvement initiatives

Shift in customer behaviors toward electronic ticketing machines implying room for higher efficiency

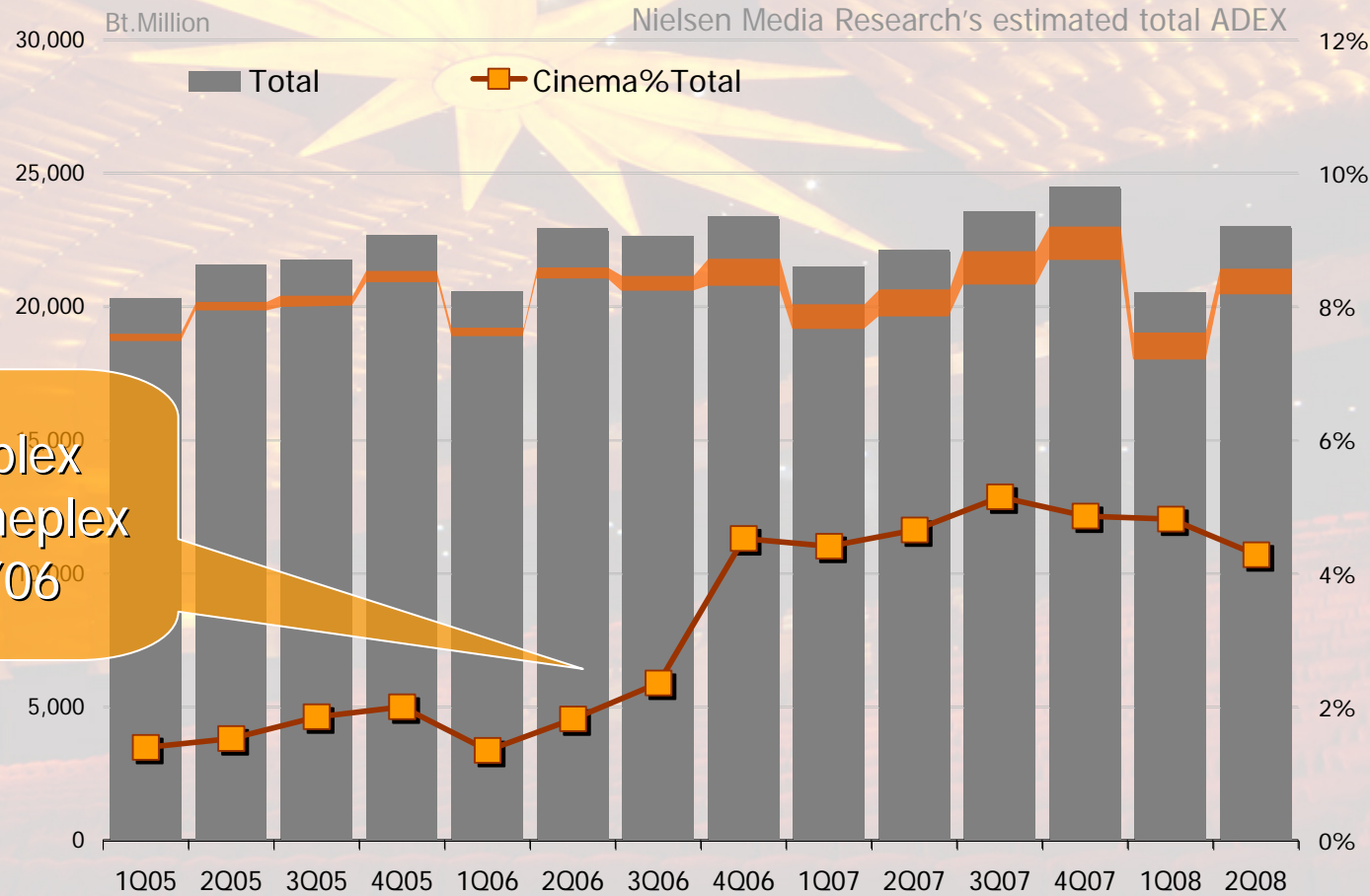
"Food Court" concept with electronic ticketing panels & kiosks



FY08 Outlook

Growth potentials for ads services

New large-scaled Cineplexes seem to be the main thrust in driving higher share

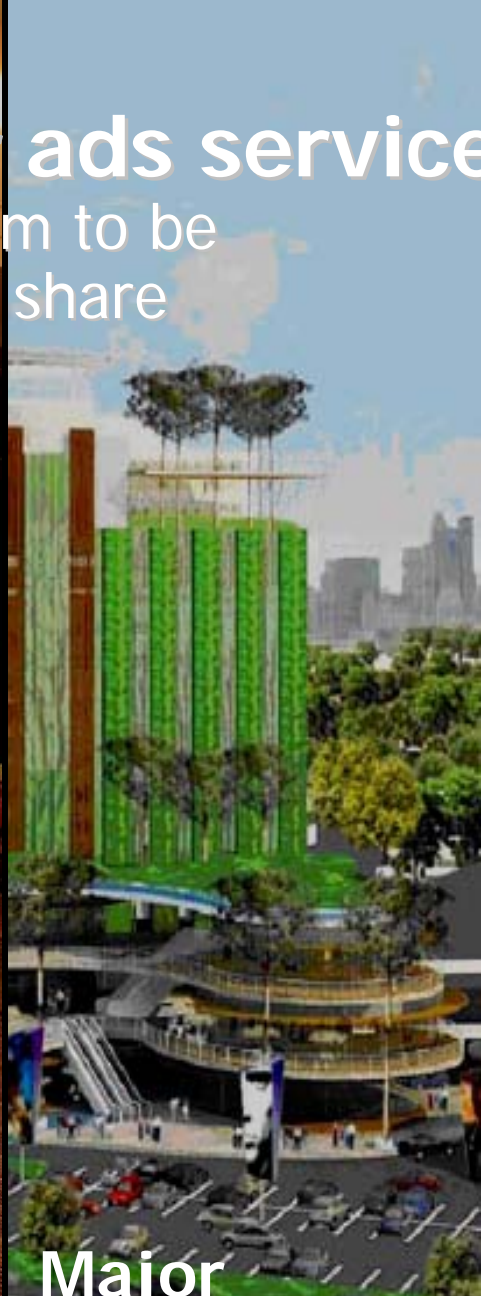


Paragon Cineplex & Esplanade Cineplex opened in FY06

FY08 Outlook

Growth potentials for ads services

New large-scaled Cineplexes seem to be the main thrust in driving higher share



**Paragon
Cineplex**

**Esplanade
Cineplex**

**Major
Avenue
Ratchayotin**

**Major
Cineplex
Ratanathibes**



Media Solutions Integrator Model

Business Customers/Partners

Creative

Brand

Exhibition/Information

CRM/Customer Service

Entertainment

Interactive

Events/Activities

Organizer

Media

Cinema screens

Luxurious facilities

Signage

Light boxes

Wrapping

Trivisions

Mock-ups

LCD/Plasma

VDO Wall

End Customers

Potentials

A B C

1st time

Existing

Loyalty

Media Solutions Integrator

Key Takeaway Points



- Traffic flow expected to gradually grow with 4Q08 to be the peak quarter for FY08
- New capacities on schedule to capture demand
- Value accretive businesses (i.e. concessions sales & Major Bowl) continue to outperform despite the economic hardships
- Good prospect for advertising services business following development of upcoming large-scaled Cineplexes
- M&A activities of MPIC expected to create a Total Distribution Company, a platform for sustainable Industry growth
- Some positive signs of a turnaround emerged for CAWOW
- Siam Future mapping an exciting future

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