

MONO GROUP

Y2017 Performance to
Q1/2018 Strategy



"เพราะทุกเพลง ลดชั้นทุกวัน"



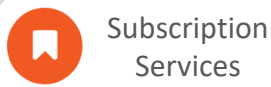
- Company Overview
- Financial Highlight
- Business Performance



We are media and content conglomerate



TV



Subscription Services



Online



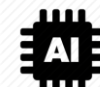
Movie



Sponsorship



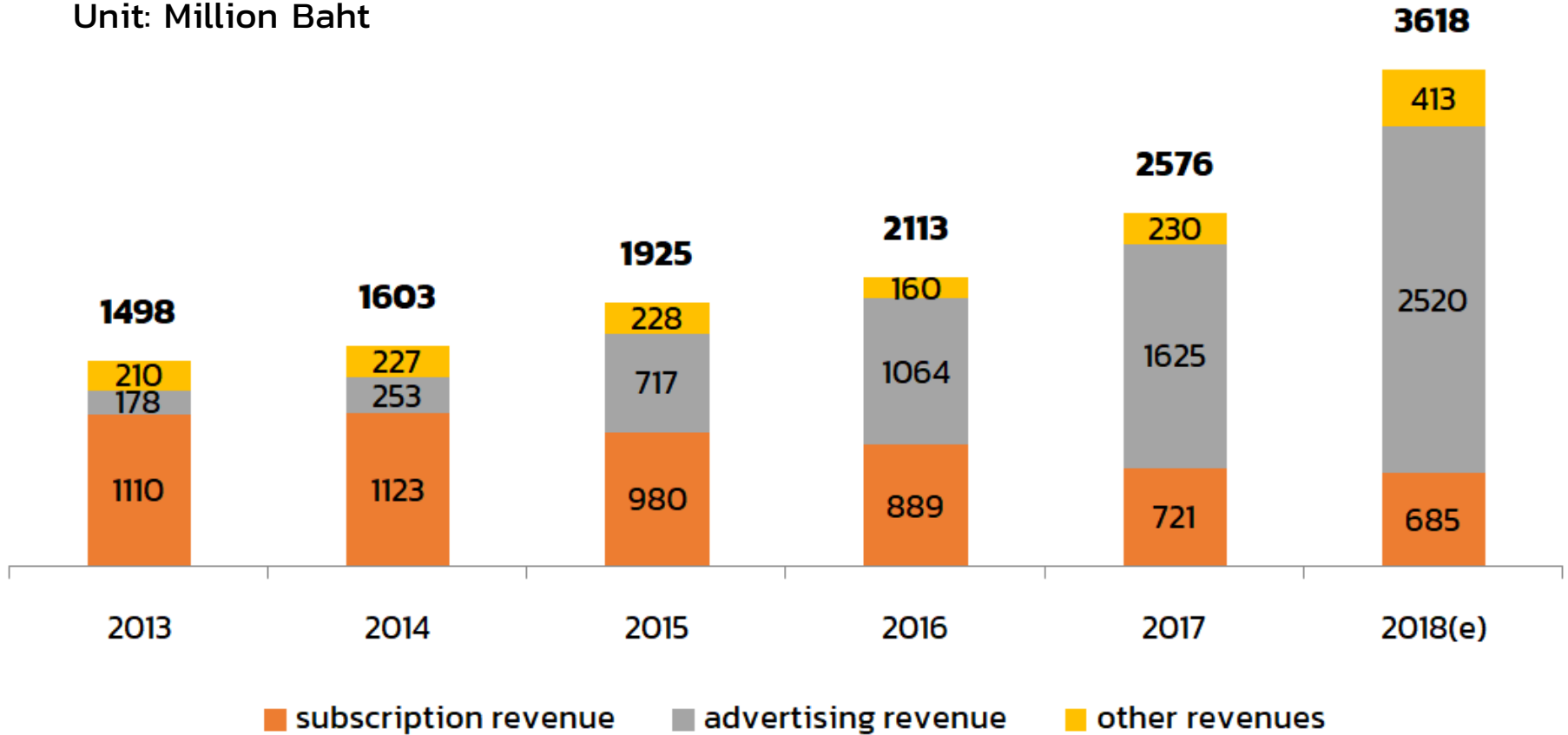
Others



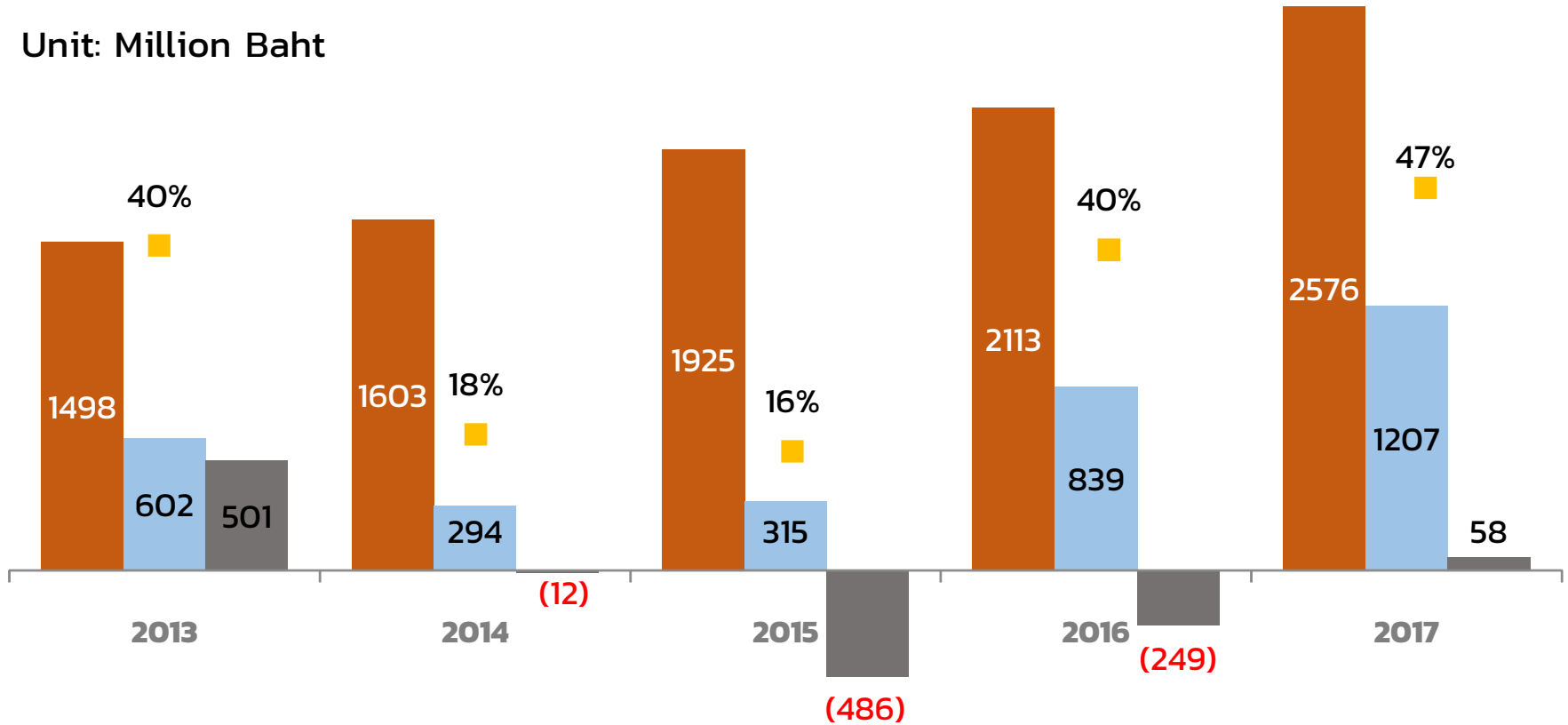


- Company Overview
- **Financial Highlight**
- Business Performance

Unit: Million Baht



Unit: Million Baht



■ total revenue
 ■ EBITDA
 ■ net profit
 ■ EBITDA Margin



(Baht mn)	Y2016	Y2017	%YoY
Sales	2,076.76	2,528.67	22%
Other income	35.94	47.04	31%
Total operating revenues	2,112.70	2,575.71	22%
Cost of sales	(1,657.62)	(1,838.77)	11%
Gross profit	419.14	689.90	65%
SG&A	(548.16)	(588.23)	7%
Total expenses	(2,205.78)	(2,427.00)	10%
EBIT	(94.89)	148.71	257%
Financial expenses	(145.01)	(133.40)	(8%)
Corporate income tax	(9.65)	42.86	(544%)
Net profit	(249.55)	58.17	123%
Depreciation and Amortization	884.90	1,058.49	20%
EBITDA	838.65	1,207.20	44%
Gross margin	20.18%	27.28%	35%
EBITDA margin	39.70%	46.87%	18%

(Baht mn)	4Q16	3Q17	4Q17	%QoQ	%YoY
Sales	394.71	696.13	511.08	(27%)	29%
Other income	11.62	15.17	13.44	(11%)	16%
Total operating revenues	406.33	711.30	524.52	(26%)	29%
Cost of sales	(417.92)	(460.40)	(460.55)	0%	10%
Gross profit	(23.21)	235.73	50.53	(79%)	318%
SG&A	(141.02)	(144.74)	(165.03)	14%	17%
Total expenses	(558.94)	(605.14)	(625.58)	3%	12%
EBIT	(152.61)	106.16	(101.06)	(195%)	34%
Financial expenses	(39.00)	(33.10)	(32.54)	(2%)	(17%)
Corporate income tax	(0.95)	(2.37)	46.31	(2,054%)	(4,975%)
Net profit	(192.56)	70.69	(87.29)	(223%)	55%
Depreciation and Amortization	248.11	273.70	279.16	2%	13%
EBITDA	144.14	379.86	178.10	(53%)	24%
Gross margin	(5.88%)	33.86%	9.89%	(24%)	16%
EBITDA margin	35.47%	53.40%	33.95%	(19%)	(2%)



- Company Overview
- Financial Highlight
- **Business Performance**



TV Business

Strong Positioning of MONO29

ขอบคุณทุกแรงใจ สู่ความยิ่งใหญ่ TOP 3 ของช่องฟรีทีวีไทย

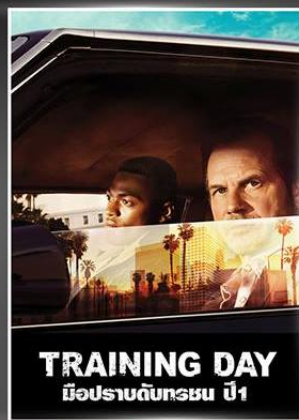
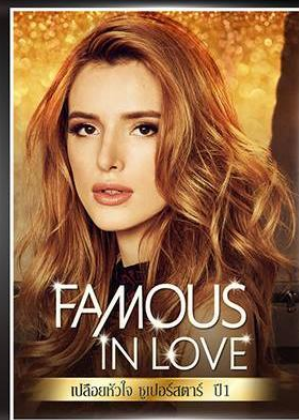
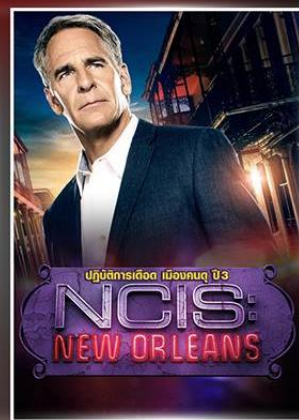


Movie & Series Content Q1/2018

Thailand Premier



PREMIUM SERIES MONO



Variety & News Content

Movie Language
 ซีนเด็ดภาษาหนัง



เคาะจ่อ จ้อหนั่ง

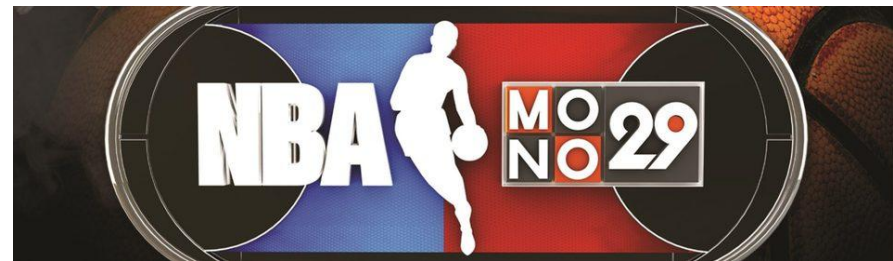


News



Sport Content

Basketball



Sport Content

Boxing

TOURNAMENT 70 KG. THE FINALS 2017

PASCAL

MONO29

TOPKING

WORLD SERIES

TK17 GUANG'AN CHINA

四川卫视

THE TV-LEGEND

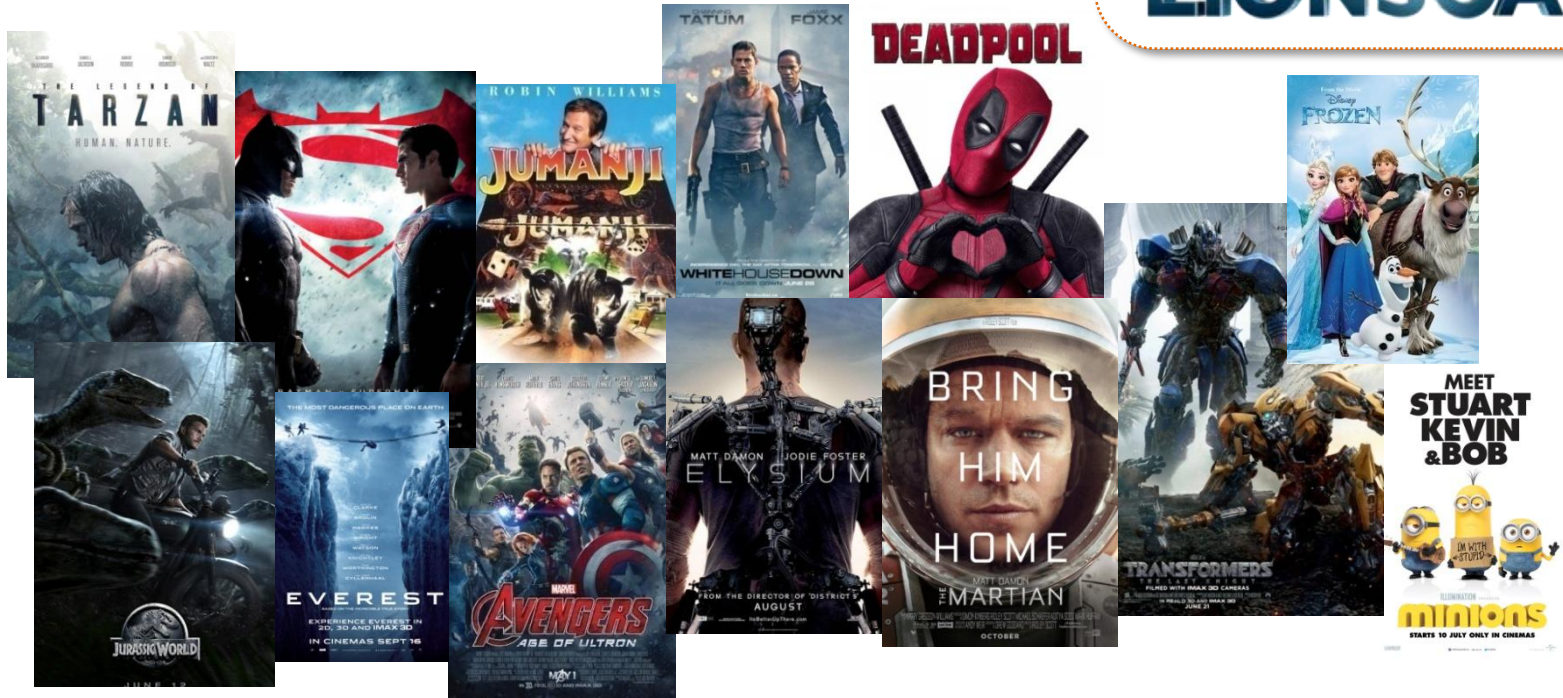
10 FEB 2018

LIVE MONO29

18:20 (UTC+7)



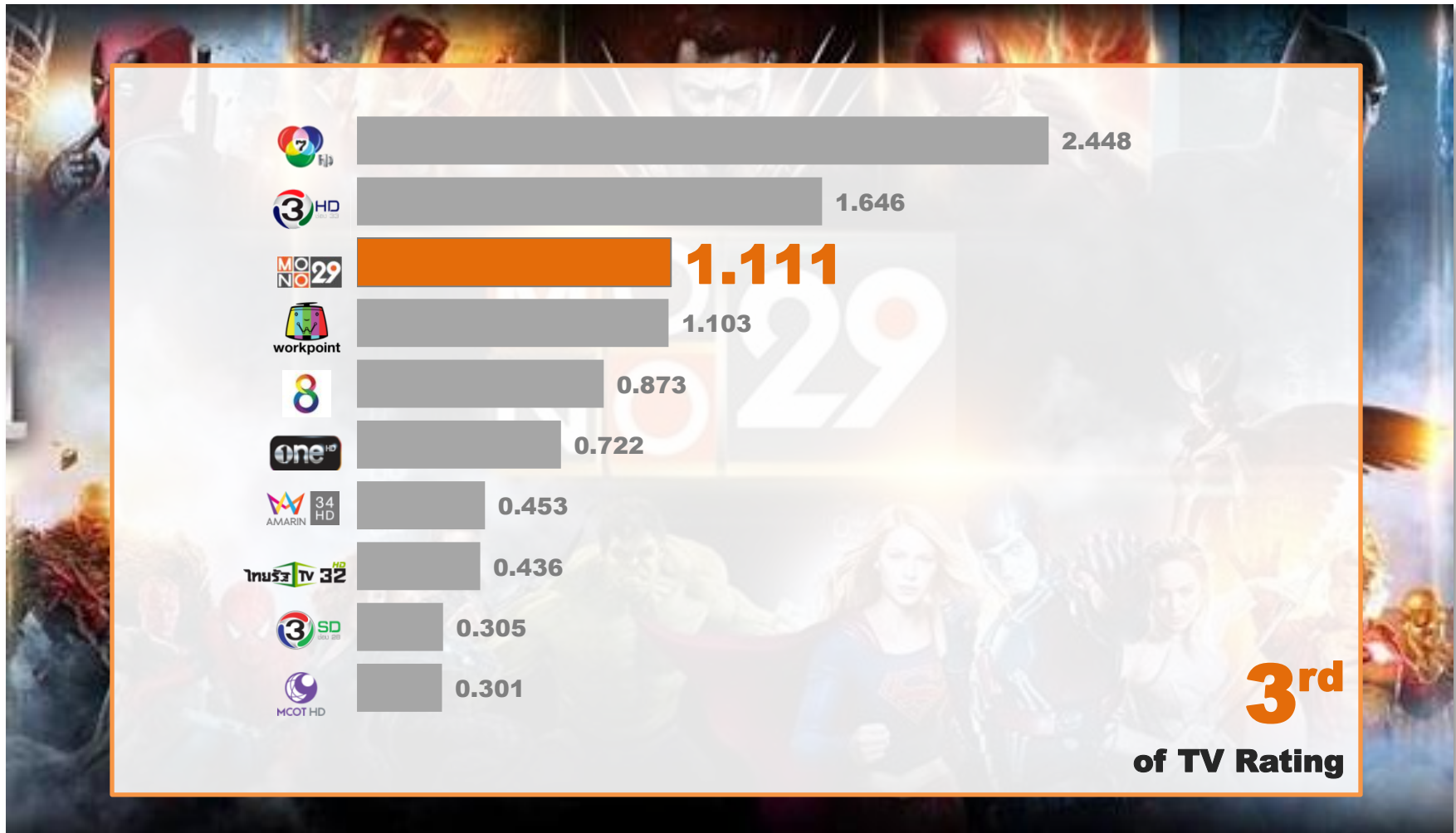
Strategic partners



Exclusive content is our key success

Top 10 TV Rating 2018 *as of 18 February 2018*

TVR : Nielsen Rating 15+ (18 hours) Nationwide

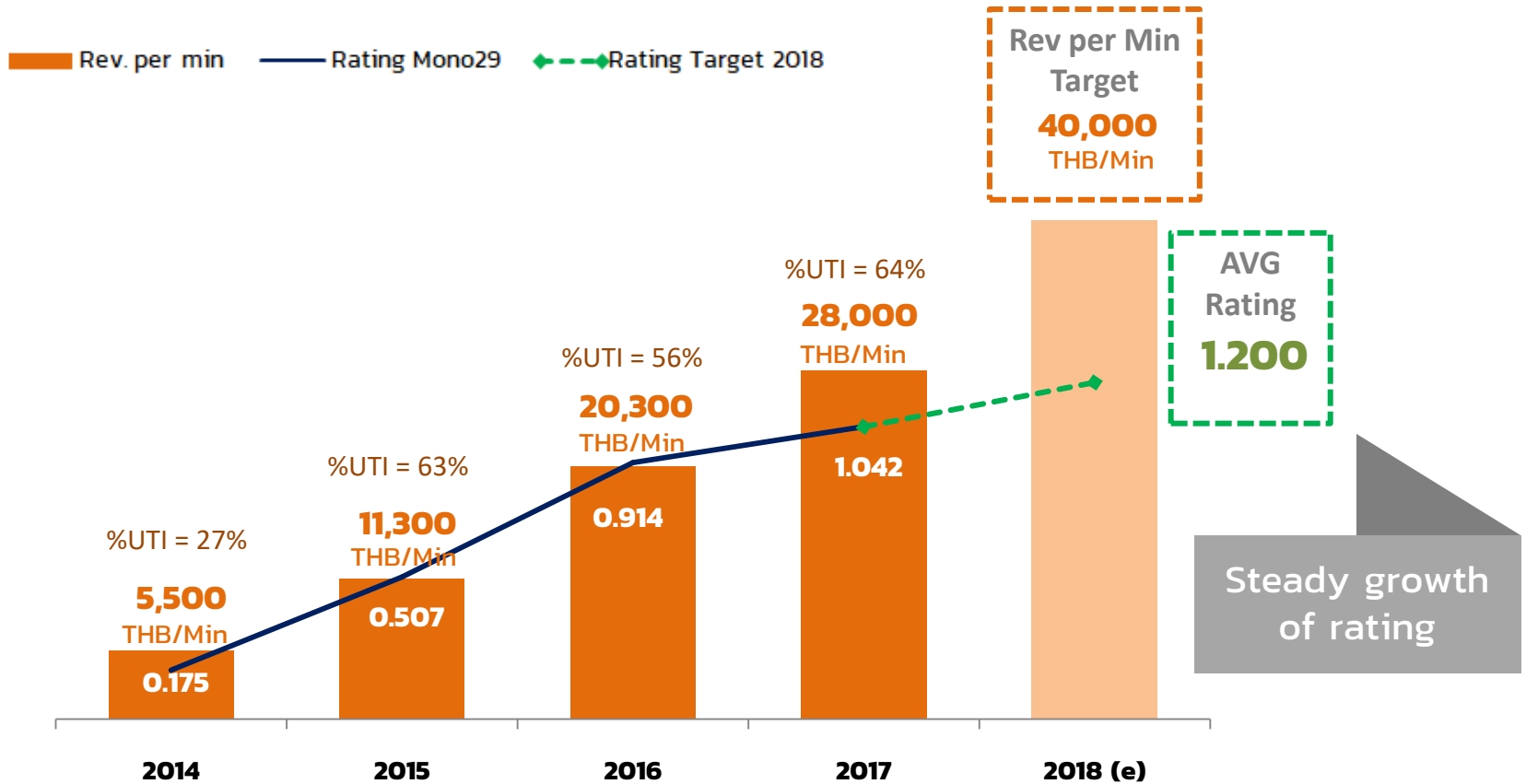


Rating & Revenue per Minute

* TVR : Nielsen Rating 15+ (18 hours) Nationwide

** %UTI of 24 hours (exclude in-house)

AVG %UTI = 65-70%



Rating & Revenue per Minute Target 2018

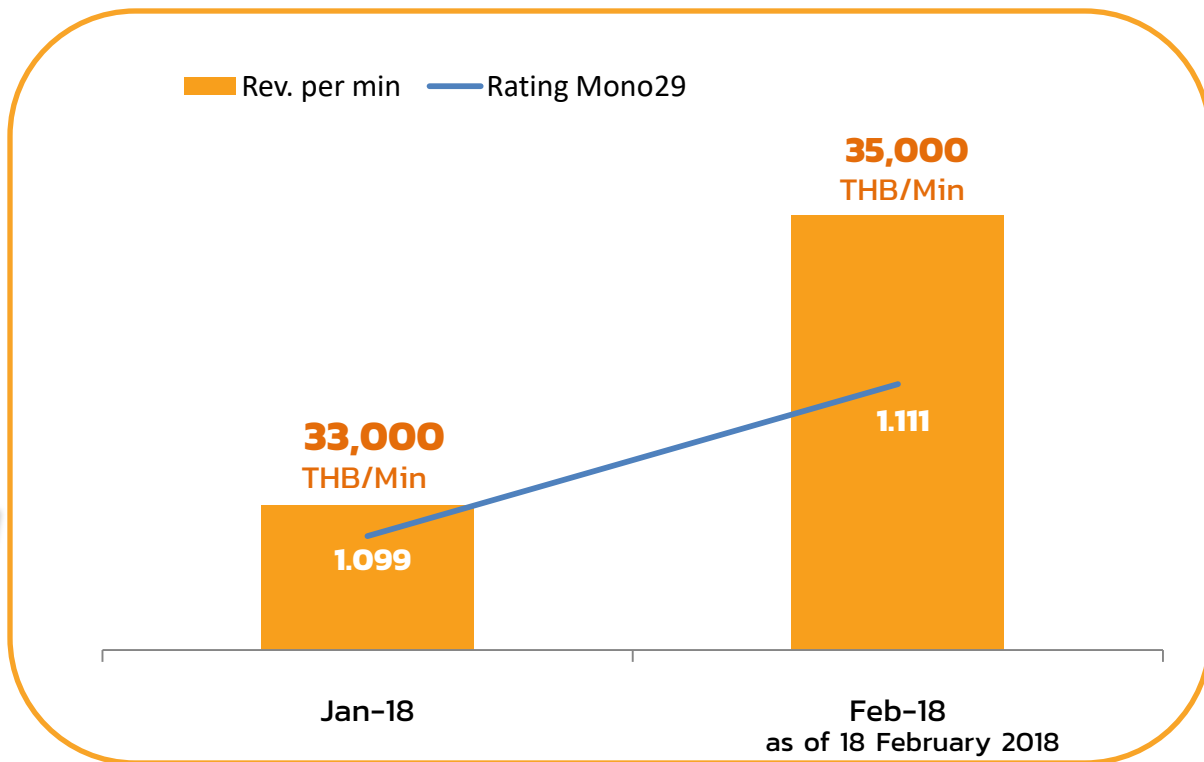
TVR : Nielsen Rating 15+ (18 hours) Nationwide

Quarter 1/2018

2018	AVG price per minute
Q4	46,000
Q3	42,000
Q2	39,000
Q1	33,000

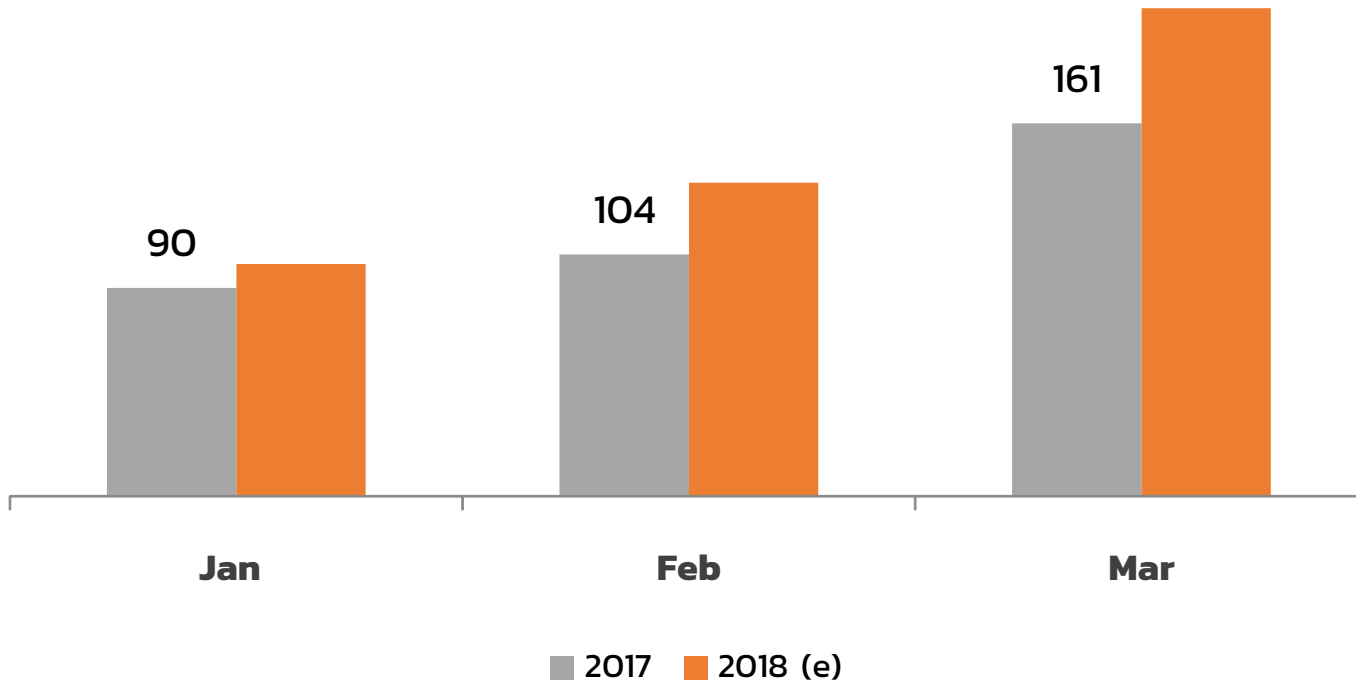


AVG Target 2018
40,000 THB/Min



TV Ad Revenue Quarter 1

Unit: Million Baht



Other Media





“เพราะทุกเพลง สดขึ้นทุกวัน”

Application download

Audiences



7K
downloads

195K





Article Content



343K

Downloads



Video Content



269K

Downloads

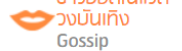


12.7K

Downloads



เกาะติดข่าวทุก
สถานการณ์กับ
News



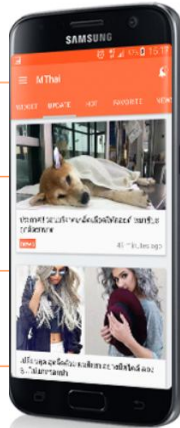
ข่าวอวดในแวดวง
บันเทิง
Gossip



ผสมผสานการ
แข่ง คะแนน
Realtime



ส่วนลดมากมาย
ที่ไม่ควรพลาด
Promotion



MThai Video



170M
Pageviews/month

ดูคลิปวิดีโอ เต็มๆ โดนๆ
อันดับ Realtime
รวมจาก
เว็บ MThai ส่งตรงบน
มือถือ

16M
Video views/month

แอปพลิเคชันดู
วิดีโอออนไลน์มีครบ
จบในที่เดียว





- Maintain revenue mobile subscription; good sign in Myanmar
- Monomaxxx: synergy with MONO29 by gathering more Hollywood content

Application download

Active

2.0
million
downloads

120K
Per Month



NEW Movie Q1/2018



Chinese Series



NEPTUNE : Consulting your life with famous fortunetellers on your hand

Free Horoscope

Membership

Buy Package

Choose Fortunetellers

Consulting (Live)

Application download



29K

Downloads
since 14 Feb 2018





รวมคอร์สเรียนออนไลน์จากติวเตอร์ชั้นนำ
พร้อมเปลี่ยนประสบการณ์การเรียนรู้
ไปกับ Tutor Me



**Launch
Q2/2018**

Swag แปลว่าอะไร?
Serious ไม่ได้แปลว่าเครียด
Ajarn Adam

สุตการเคลื่อนที่
เลือกสูตรไม่เป็น
แทนคำก็ผิด ต้องดู!!

NOONxNANN Ep. 01
โอ ร้อนๆ ลนนำหนัก
Englishaftermoonz

Tutors
29 Tutors
in various
subjects with
259 Clips

Free VDO Courses

คอร์สเรียนฟรี
เหมาะสำหรับบุคคลทั่วไป

Paid VDO Courses

1,500 บาท
ชำระเงินเพื่อเริ่มเรียน

- No Ads
- Consulting chat with Tutor
- Pre-test and Post-test



Content Businesses

MONOFILM
COMPANY LIMITED

MONO MUSIC

MONO SPORT ENTERTAINMENT
COMPANY LIMITED

MONO 
PLAY

Movie Line-up Q1/2018



Box Office

4 Million Baht

In 6 Days
(16 – 21 Feb 2018)



Movie Line-up 2018

New waves of International Movies from Hollywood and Asia



Romantic Comedy

Target: Teens
Punk alien invaders at your parties.



Action Fantasy

Target: Family
Goku in the land of seductive ladies (monsters).



Action Fantasy

Target: Family
Live action in 3D animation. A sequel to the top grossing



Thriller Sci-fi

Target: Mass
A cloning scientist continues his lab regardless of any



Action

Target: Mass
An expert to test the security of prisons.



Crime Action

Target: Middle age
Based on true story of a complicated murder case



Exclusive Concert in **2018**



and more famous singers....

2015 TV Ratings for Basketball Contents

- 71,608 viewers per minute
- Average TVR 0.109
- Reach 6.1 Million Viewers (9% of total market)

2016 TV Ratings for Basketball Contents

- 175,983 viewers per minute
- Average TVR 0.266
- Reach 15.3 Million Viewers (23% of total market)

2017 TV Ratings for Basketball Contents

- 200,012 viewers per minute
- Average TVR 0.302
- Reach 22.1 Million Viewers (33% of total market)



Sponsors in 2018



ธนาคารออมสิน
Government Savings Bank



กองบัญชาการกองทัพไทย
Royal Thai Armed Forces Headquarters



- Mobile Game Expertise
- E-sports events to synergize with our venue and broadcasting business
- Aim to distribute 2-3 big games and 5 casual games



- Increase average TV ad rate from 28,000 Baht per minute in 2017 to **40,000 Baht per minute** in 2018
- Increase prime time rate card to **100,000 Baht per minute** (increase about 50%)
- New deal with content partners such as **20th Century Fox, Lionsgate** to secure more content
- Attract more **sponsorship** for Event & Activities (Concert, Basketball leagues, e-sport) in 2018
- Hybrid potential for both **technology** and creative content aspects
- Power of leverage





Thank You