

Mono Group 1Q2019

Agenda

- 1Q2019 highlights
- Operational highlights
- Financial highlights
- Strategic directions and 2019 outlook

1Q2019 highlights

1Q2019 highlights



- Mono29 peak TVR: **7.723** or growth 25% YoY (source: nielsen)
- Monomax subscribers: **11K** paid members
- 29Shopping revenue: growth **92%** QoQ
- Revenues: **THB 570.06m**
- EBITDA: **THB 249.29m**
- Tangible & Intangible assets: **THB 193m**

Operational highlights

MONO29

Create new ad packages



MONO29 digital sound check has been booked for 1 year after launch in 1Q2019

Sport content becomes more popular

Viewers*	ABL 2017-2018	ABL 2018-2019	Growth
Regular	10,568,836	14,150,716	34%
Quarterfinals	273,153	847,912	210%
Semifinals	672,727	2,728,372	306%
Finals	3,576,284	-	-
Total	15,091,000	17,727,000	17%



* MONO29, Monomax, Facebook live



Team's sponsors



Broadcasting's sponsors



MONOMAX

To satisfy the diverse tastes of customers, Monomax provides various kinds of contents



Success in “Cross Channel Premiere” between Monomax and MONO29



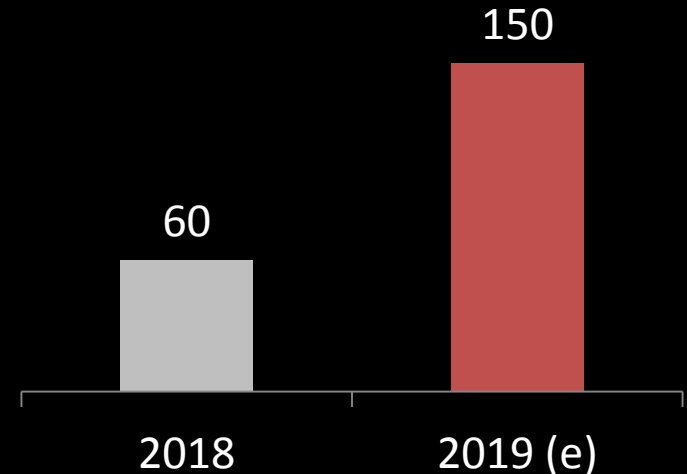
Subscribers for free trial accounts about **18K** from these 4 cross channel premiere campaigns

29Shopping

In 2018, we did test products in many categories to find out which products suitable for Mono29's demographic



SKU

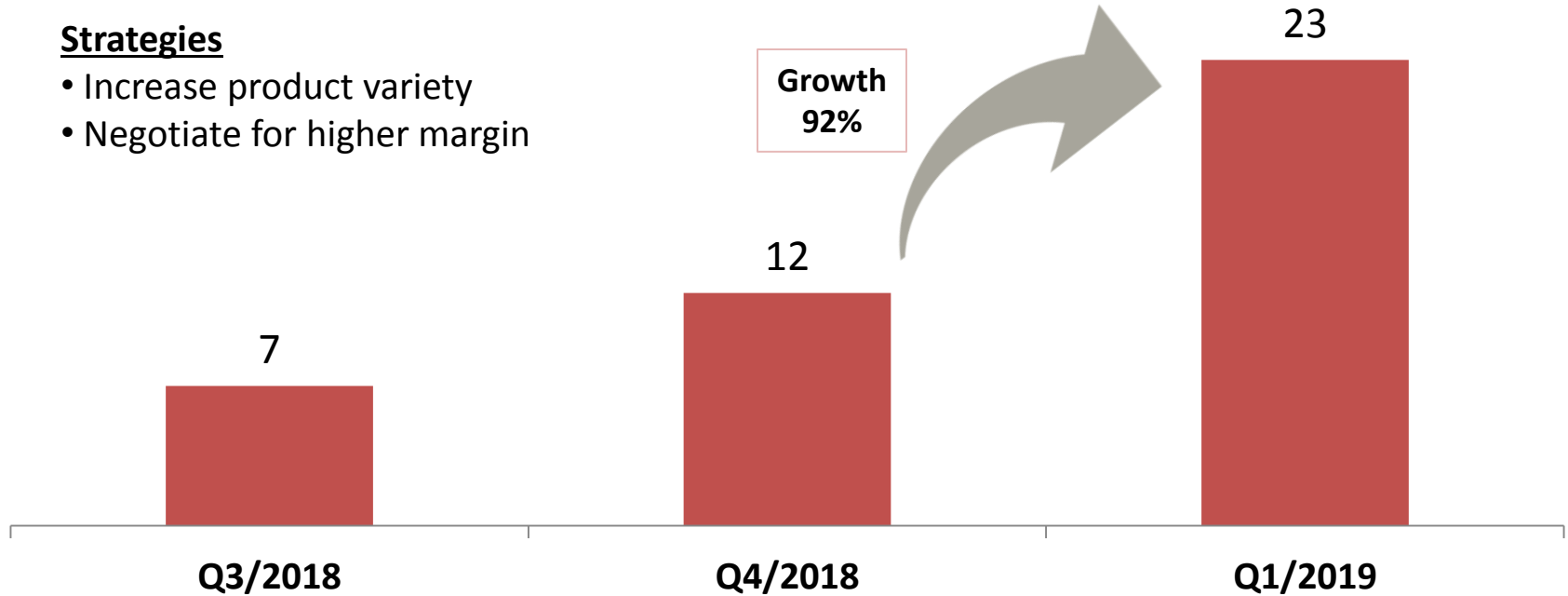


29shopping is new in home shopping business, we are learning and get improvement

29Shopping Sales

Strategies

- Increase product variety
- Negotiate for higher margin



(Unit: million Baht)

Financial highlights

Revenue from core business

revenue	1Q2018	4Q2018	1Q2019	QoQ	YoY
Advertising	476	492	482	-2%	1%
Subscription	120	34	32	-4%	-73%
Movie	12	20	15	-25%	25%
Others	25	57	41	-28%	64%
Total	633	603	570	-5%	-10%

Cost Structure

COGS	1Q2018	4Q2018	1Q2019	QoQ	YoY
Non live content	225	272	273	0%	21%
Live content	25	19	14	-26%	-44%
TV license	32	32	32	0%	0%
TV business	65	77	67	-13%	3%
Subscription	51	40	22	-45%	-57%
Other COGS	55	78	74	-5%	35%
Total	453	519	481	-7%	6%

OPEX

OPEX	1Q2018	4Q2018	1Q2019	QoQ	YoY
Salary	61	66	65	-2%	7%
Marketing	17	56	43	-23%	153%
Other OPEX	54	79	64	-19%	19%
Total	131	201	172	-14%	31%

Financial Highlights

	1Q2018	4Q2018	1Q2019	QoQ	YoY
Revenue	633	603	570	-5%	-10%
Net Profit	19	-156	-112	28%	-677%
EBITDA	331	214	249	16%	-25%
EBITDA margin	52%	36%	44%	22%	-15%

Strategic directions and 2019 outlook

Events

Mthai Top Talk-About Award



New Year Countdown



Songkran Festival



Mono Vampire



THANK YOU FOR SUPPORT
100,000 FOLLOWER
MONO VAMPIRE FAMILY

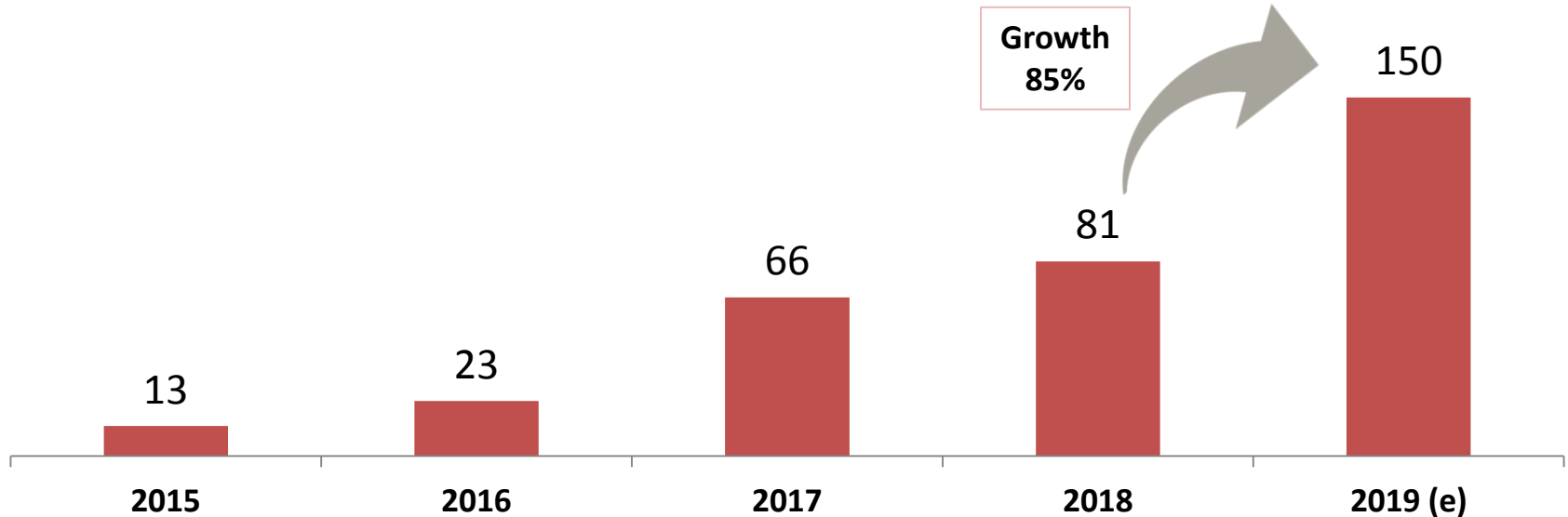
A digital scoreboard displaying game statistics for a basketball match. The scoreboard is divided into two columns: "HOME" and "AWAY".

HOME	AWAY
63	64
63	64



Several kinds of events enhance the opportunities to match sponsors' preferences

Sponsorship



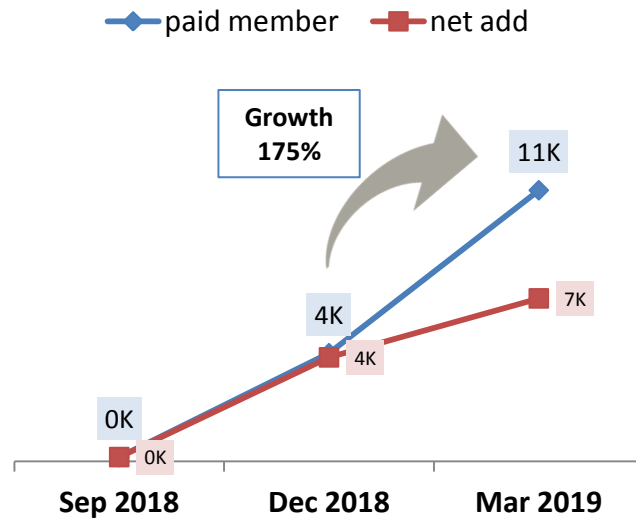
MONOMAX

Monomax is no.1 local online streaming service

- Understand local market
- All Monomax's contents have both Thai dubbing and original soundtrack with Thai subtitle
- Good relationship with major studios and content providers in many countries open our opportunities to aggregate various kinds of contents
- Leverage original contents for both MONO29 and Monomax, as well as tie-in opportunity

Monomax's active members have been increasing significantly since rebranding in Aug. 2018

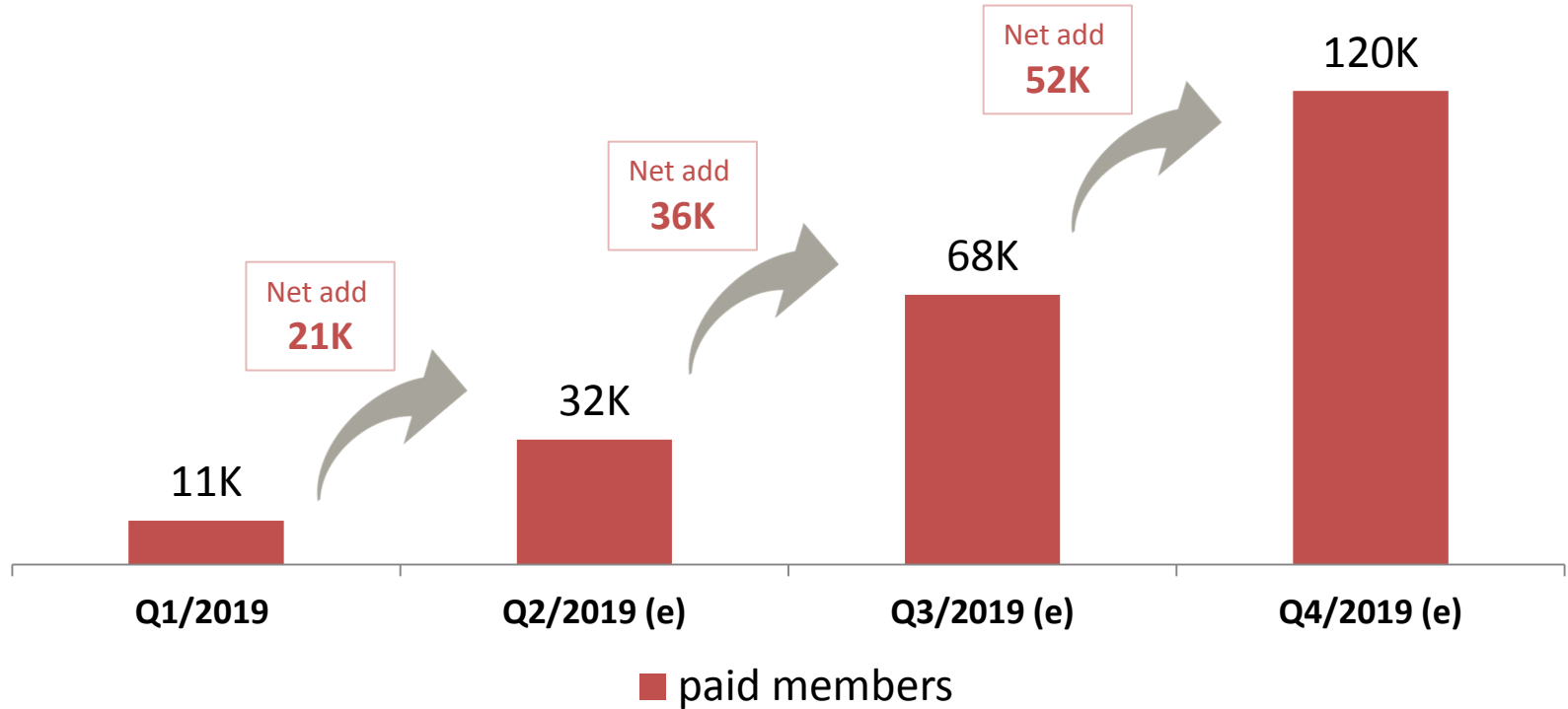
@250B/month	As of / Three months ended		
	Sep 2018	Dec 2018	Mar 2019
Paid memberships at end of period	171	4,416	11,069
Paid net membership additions	171	4,245	6,653
Free trials	763	27,310	42,465





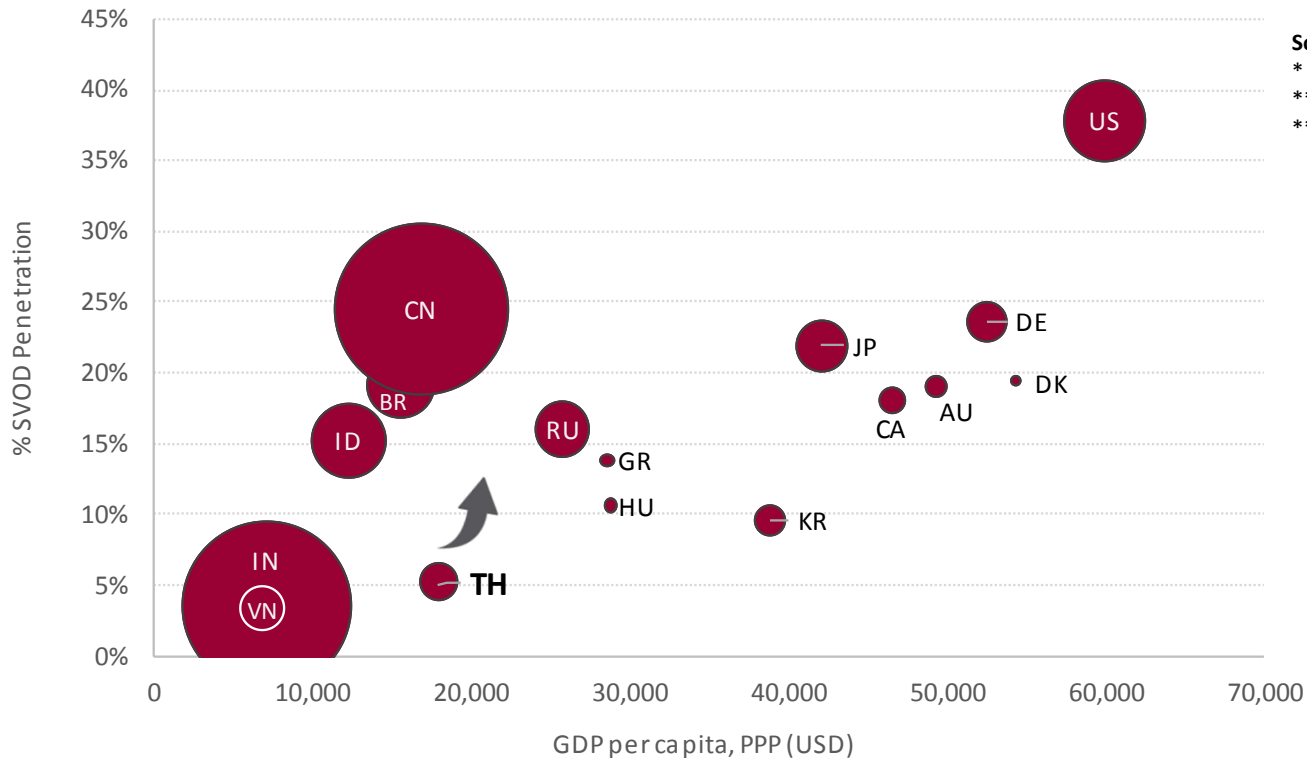
Paid members

As of / three months ended



SVOD Penetration Rate V. GDP Per Capita, PPP (USD)

Bubble represents population size



Sources:

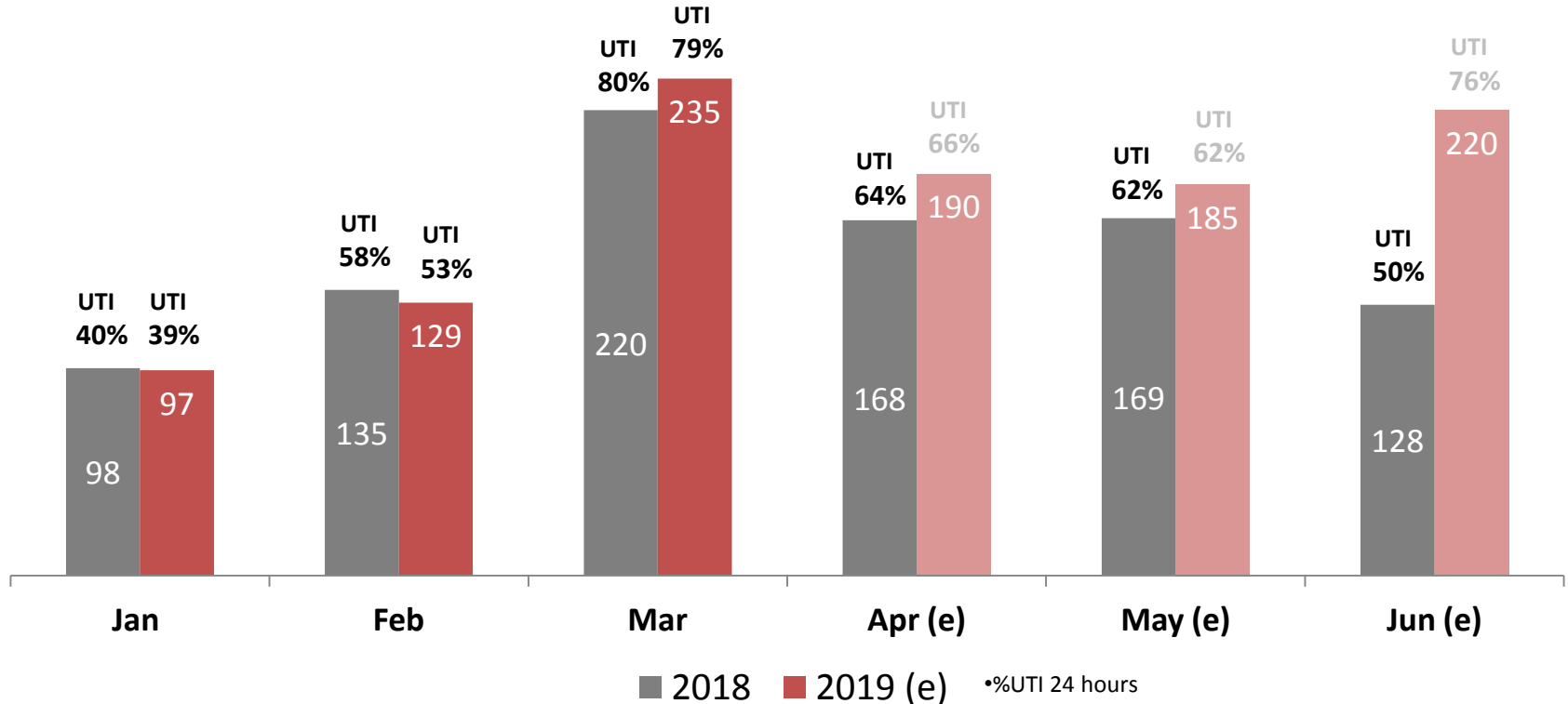
- * Population (2017) from World Bank
- ** GDP per capita, PPP (2017) from World Bank
- *** % SVOD Penetration (2018) from statista.com

MONO29

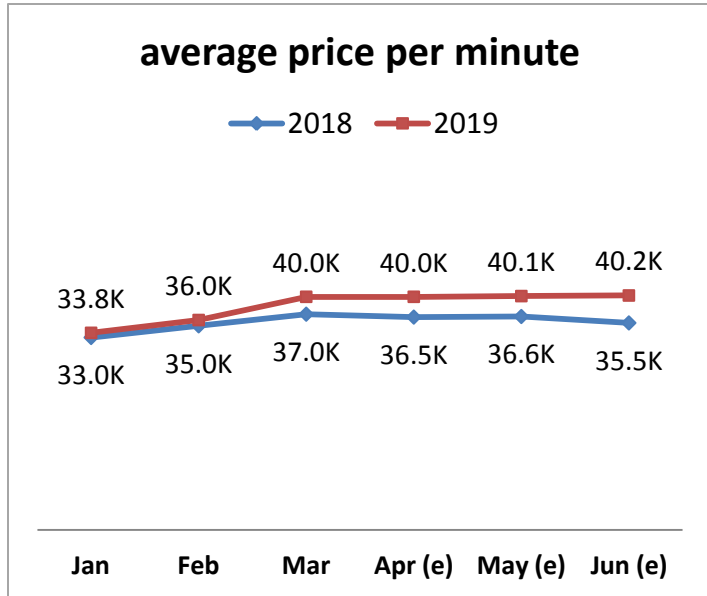
MONO29

- Increase prime time ad rate 50%
- Launch variety of sales packages
- Shorten window period of new movies for Thailand Premiere on MONO29

New TV ad rate takes effect in March 2019 so that it increases a room for more revenues



AVG. price per minute and UTI



		2018	2019(e)	% Growth
Q1	AVG. price per minute ('000)	35 K	37 K	5%
	%UTI (18 hrs @ 10mins/hr)	79%	76%	-4%
	Revenue (mil.Baht)	455.8	465.0	2%
Q2	AVG. price per minute ('000)	36 K	40 K	10%
	%UTI (18 hrs @ 10mins/hr)	78%	91%	16%
	Revenue (mil.Baht)	461.4	595.0	29%

New release Thailand premiere 2019

In Theatre

Aug. 2017



Sep. 2017



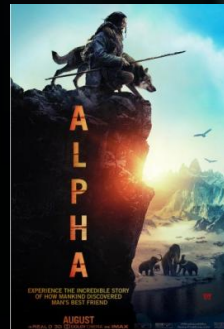
Dec. 2017



Aug. 2018



Sep. 2018



Oct. 2018



New movies come to MONO29
less than 18 months after released in theatre



LOGAN

SPIDER-MAN
Homecoming

VENOM

THE EQUALIZER 2

BABY DRIVER

NYSM2
NOW YOU SEE ME 2

TRANSFORMERS
THE LAST KNIGHT

KONG
SKULL ISLAND

Kingsman
THE GOLDEN CIRCLE

WONDER WOMAN

THE ACCOUNTANT

功夫瑜伽
KUNGFU
YOGA

THE HUNTSMAN
WINTER'S WAR

WARCRAFT
THE BEGINNING

JUMANJI
WELCOME TO JUNGLE

THE SHAPE OF WATER

GEOSTORM

DUNKIRK

GHOST IN THE SHELL

JASON BOURNE

FANTASTIC BEASTS
AND WHERE TO FIND THEM

THE DARK TOWER

THE 5TH WAVE

THE DIVERGENT SERIES
ALLEGIANT

ALIEN
COVENANT

ALPHA

WAR FOR THE
PLANET OF THE
APES

DETECTIVE DEE
THE FOUR HEAVENLY KINGS

GODS
OF
EGYPT

UNDERWORLD
BLOOD WARS

THE GREAT WALL

THE FOREIGNER

THE GREATEST
SHOWMAN

RESIDENT EVIL
THE FINAL CHAPTER

VALERIAN
AND THE CITY OF A THOUSAND PLANETS

MONSTER HUNT 2

WHAT HAPPENED TO
MONDAY

2019 outlook

Revenue growth about
15-25% from previous year

50 - 60%
EBITDA margin

THB **20 – 30** million

Tangible assets

THB **1.0 – 1.2** billion

Intangible assets

* Exclude special profit from “the section 44” that waive remaining TV license and subsidize rental fee for MUX