



(Translation)

Ref. MONO 006/2020

February 27, 2020

Subject: Notification of Operating Results for 2019

To: President

The Stock Exchange of Thailand

Enclosures: 1) A copy of financial report and consolidated financial statements

2) A summary of the operating results of the listed company and subsidiaries for 2019 (F45)

Mono Technology Public Company Limited (the “Company”) would like to submit the copy of 2019 financial report and financial statements for the year ended December 31, 2019 audited by the auditor and reviewed by the meeting of the Audit Committee No.1/2019 held on February 27, 2020. This financial report and financial statements were also approved by the meeting of the Board of Directors No. 2/2020 held on February 27, 2020, with details of operating results summarized as follows:

### 1. Total Revenues

Unit: Million Baht

	YoY for 1 Quarter Compare Q4/18 with Q4/19				YoY for 4 Quarters Compare 2017 with 2018			
	Q4/18	Q4/19	Increase (Decrease)	Percent	2018	2019	Increase (Decrease)	Percent
Advertising Revenues	492.02	368.54	(123.48)	(25.10)	1,895.71	1,783.70	(112.01)	(5.91)
Subscription Revenues	33.76	34.63	0.87	2.58	296.38	135.72	(160.66)	(54.21)
- MVAS	26.04	16.73	(9.31)	(35.75)	259.57	81.65	(177.92)	(68.54)
- MonoMax	7.72	17.90	10.18	131.87	36.81	54.07	17.26	46.89
Sponsorships Revenues	30.57	43.28	12.71	41.58	81.44	144.06	62.62	76.89
Other revenues	46.23	27.26	(18.97)	(41.03)	234.59	120.86	(113.73)	(48.48)
Total revenues	602.58	473.71	(128.87)	(21.39)	2,508.12	2,184.34	(323.78)	(12.91)

## 2. Earnings before Interest, Tax, Depreciation and Amortization (EBITDA) and Net Profit (Loss)

Unit: Million Baht

	YoY for 1 Quarter Compare Q4/18 with Q4/19				YoY for 4 Quarters Compare 2018 with 2019			
	Q4/18	Q4/19	Increase (Decrease)	Percent	2018	2019	Increase (Decrease)	Percent
Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA)	214.43	87.38	(127.05)	(59.25)	1,202.34	807.52	(394.82)	(32.84)
Net Profit (Loss)	(156.41)	(231.21)	(74.80)	(47.82)	(193.27)	(616.19)	(422.92)	(218.82)

### Operating results for the fourth quarter of 2019 for 3 months and 12 months derived from the follow factors.

- In the fourth quarter of 2019, revenue decreased 123.48 million Baht or 25.10 percent, compared to the same quarter of the previous year. In 2019, revenue from advertising amounted to 1,783.70 million Baht, compared to 2018, revenue decreased 112.01 million Baht or approximately 5.91 percent. The major cause of the decrease was that at the end of 2018, seven TV channels gave up their TV licenses, as a result the Company increased the cost of advertising as the cost of advertising on MONO29 Channel was much lower than the market price. In addition, during such period, other channels launched attractive advertising promotions. These two factors affected the sales of advertising of the Company. Nevertheless, the negotiation on sales of advertising has reached the conclusion in the beginning of 2020. The result is satisfying as the average price per minute increases approximately 30 percent from that of 2019.
- In 2019, revenue from MonoMax in the fourth quarter increased 10.18 million Baht or 131.87 percent, compared to the same quarter of the previous year. The total revenue in 2019 increased 17.26 million Baht or 46.89 percent, compared to 2018. In 2020, the Company has planned on a marketing cooperation with leading telecommunication service providers, and therefore, the Company expects that revenue from MonoMax will increase dramatically.
- Revenue from sponsorships increased 12.71 million Baht or 41.58 percent, compared to the same quarter of the previous year, and increased 62.62 million Baht or 76.89 percent, compared to the previous year.

## **2020 Business Plan**

- The adjustment of the average price per minute for advertising increases by approximately 30 percent. If the utilization rate of advertising is similar to that of 2019, the advertising revenue in 2020 will reach an approximate amount of 2,200–2,300 million Baht.
- It is expected that the collaboration in the sales of MonoMax package with major telecommunication service provider will create the opportunity to generate a significant increase of revenue for MonoMax.
- In 2020, the Company plans to restructure to increase the efficiency of management and stop doing unprofitable businesses or businesses with the change in competitive conditions. Therefore, the reduction of employees in such businesses and the accurate control of marketing expenditure will be applied so that OPEX of MONO Group, for example, expenses relating to employees, rental fee, office expenditure, and marketing expenditure, will be reduced by approximately 350 million Baht.
- Upon stop doing unprofitable businesses, fix costs can be reduced by approximately 100 million Baht.
- The assistance measure of NCPO reduces the cost of operation in 2020 by approximately 20 million Baht.
- The Company controls the cost of news program and other contents production to an approximate amount of 100–150 million Baht.
- The Company focuses on the operation of profitable businesses, including MONO29 Channel and video on demand MonoMax. Contemporary work process is also applied in order to response to the need of customers. Digital marketing solution unit has been established to work in coordination with online/offline activation unit and media under MONO Group, including MONO29 Channel which ranks third of the most popular TV channels of the country and Mthai which is a reliable website for online users. All of this forms a complete online/offline entertainment service to satisfy every group of customers.

Please be informed accordingly.

Yours sincerely,

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( Mr. Patompong Sirachairat )

Chief Executive Officer