



# **MONO NEXT**

## **2020 Performance & 2021 Strategy**

# AGENDA



**4Q2020  
Highlights**

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**Financial  
Highlights**

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**Strategic  
Directions**

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**2021  
Outlook**

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# 4Q2020 Highlights

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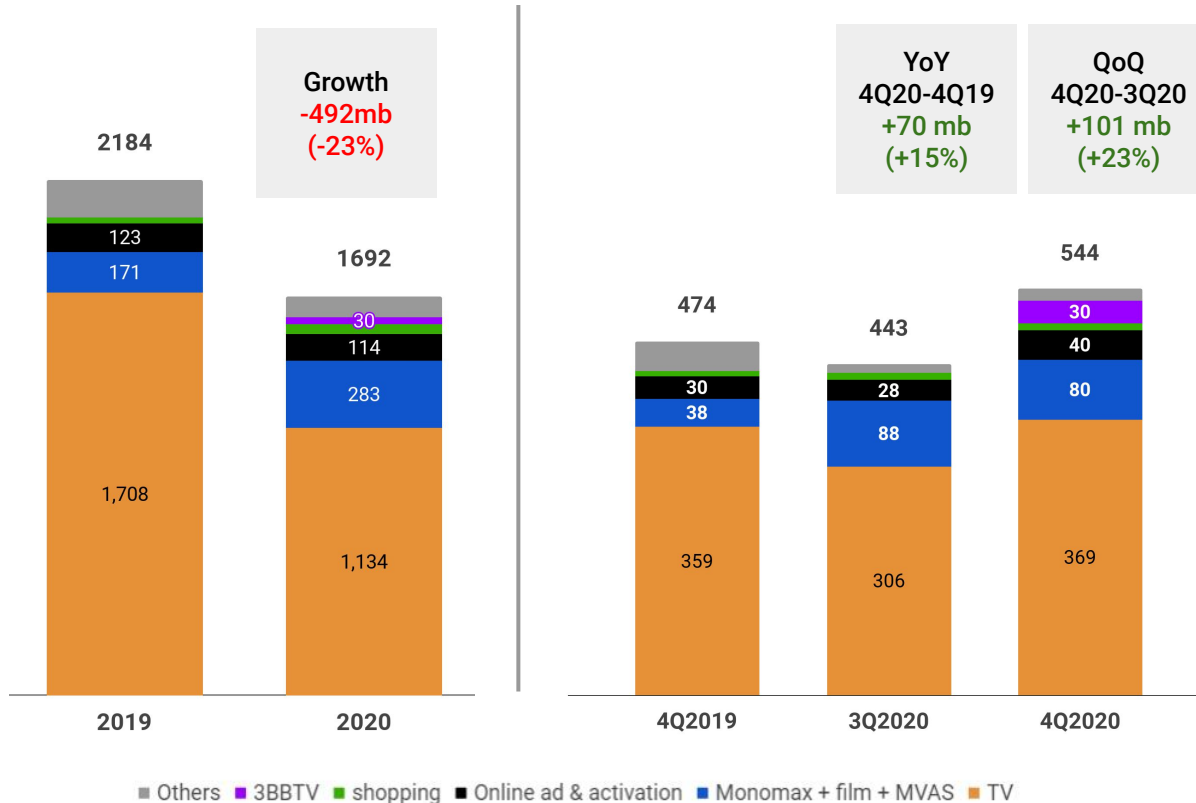
- Monomax: **member after Launch 3BB GIGATV, member growth 27%**  
(compare member Nov.20 with Jan.21)
  - Mono29 **Overall TVR** of Y2020 : **1.229**  
(YoY **8%** , Y2019 = 1.138 ,TVR 15+, 18 hrs.)
  - Mono29 **peak TVR** of 4Q2020 : **6.767**  
(**Bumblebee** = 4.468 ,TVR 15+)  
(peak of Y2020 The Fate Of The Furious 8 = 7.481)
  - Online activation **revenue growth** QoQ **43%**
- 
- Total revenues: **THB 544m** (QoQ +23%)
  - EBITDA: **THB 368m** (QoQ +51%)
  - Investment: **THB 145m** (QoQ -35%)



# Financial Highlights

4Q2020

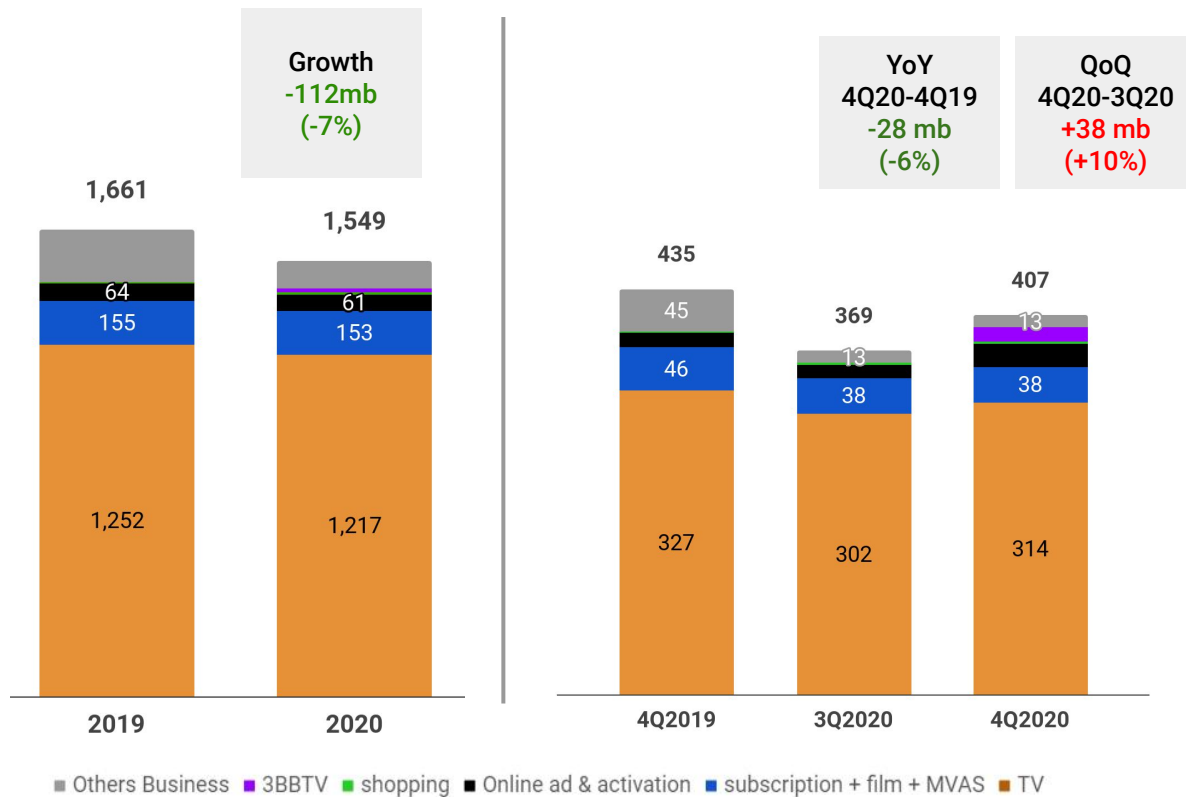
# 1. Revenue from core businesses



Revenue	YoY	QoQ
TV	+10 (+3%)	+63 (+21%)
Monomax+film+ MVAS	+42 (+111%)	-8 (-9%)
Online	+10 (+33%)	+12 (+43%)
Shopping	+2 (+29%)	-1 (-10%)
3BB GigaTV	+30 (+100%)	+30 (+100%)
Other	-24 (-60%)	+5 (+45%)

Unit: million Baht

## 2. Cost Structure

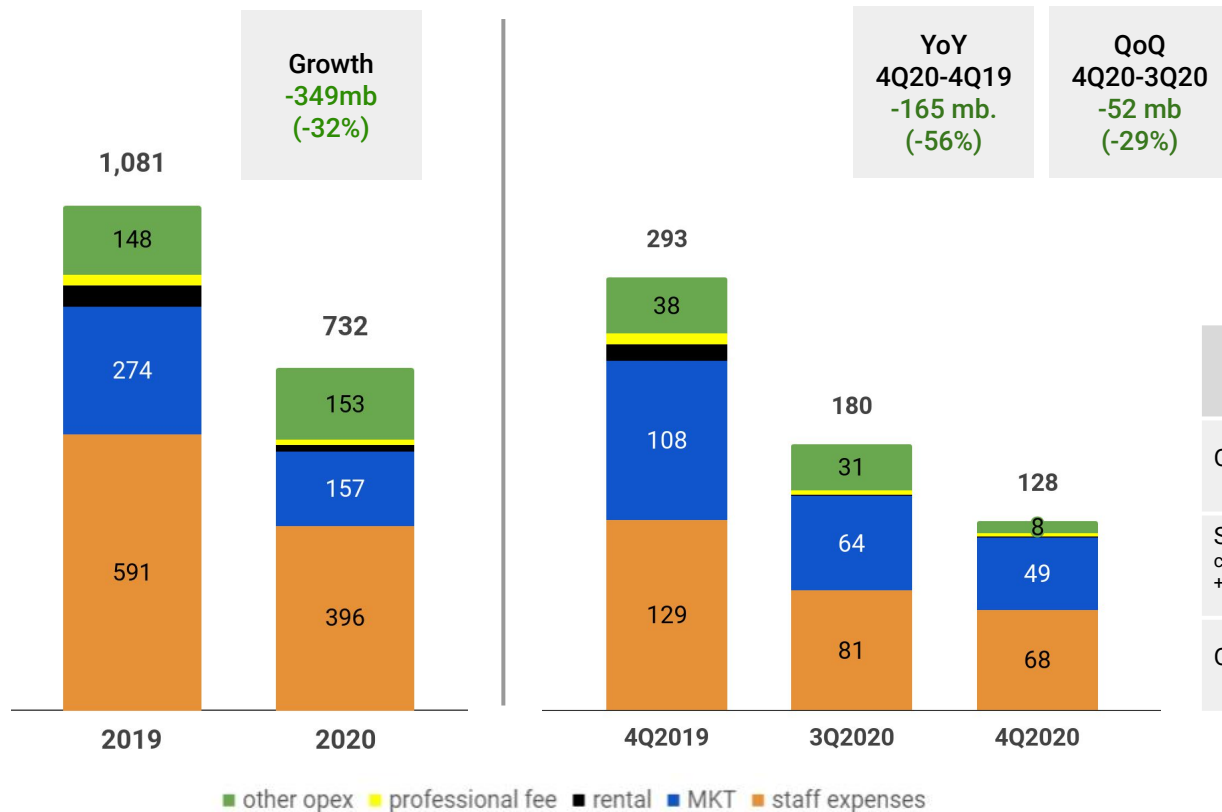


COGS	YoY	QoQ
TV	-13 (-4%)	+12 (+4%)
Monomax+film +MVAS	-8 (-17%)	-
Online	-9 (-56%)	+11 (+79%)*
Shopping	+1 (+100%)	-
3BBTV	+15 (+100%)	+15 (+100%)
Other	-32 (-71%)	-

\*variable cost

Unit: million Baht

### 3. OPEX : Operating Expenses

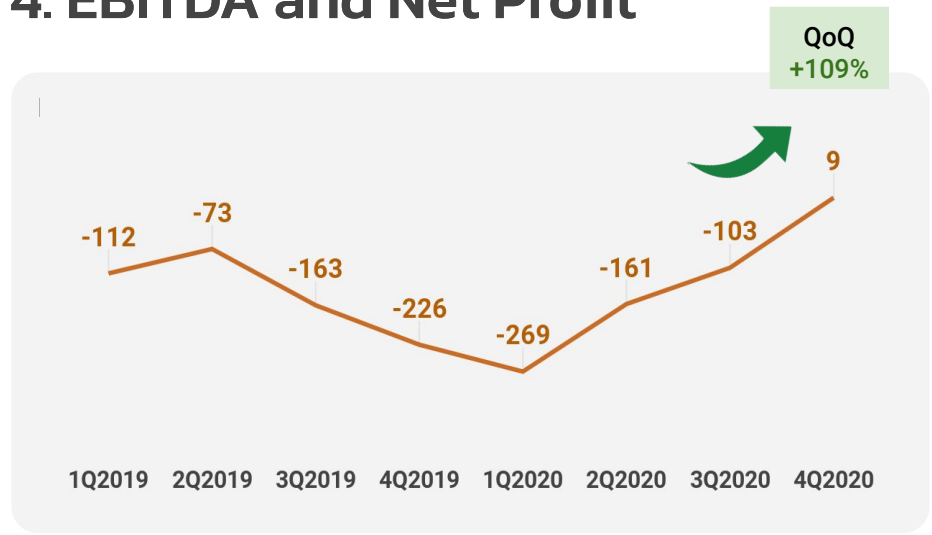


	4Q19	3Q20	4Q20	YoY	QoQ
OPEX	293	180	128	-56%	-29%
Special items: compensate +Impair&write off	-5	-9	-		
OPEX-special	288	171	128	-56%	-25%

Unit: million Baht



# 4. EBITDA and Net Profit



EBITDA	YoY 4Q20-4Q19 <b>+281 mb (+323%)</b>	QoQ 4Q20-3Q20 <b>+125 mb (+51%)</b>
	YoY 4Q20-4Q19 <b>+240 mb (+104%)</b>	QoQ 4Q20-3Q20 <b>+121 mb (+108%)</b>

Quarter	1Q19	2Q19	3Q19	4Q19	1Q20	2Q20	3Q20	4Q20	QoQ
Net Profit	-112	-95	-177	-231	-390	-168	-112	9	
Extra expense*	-	-22	-14	-5	-121	-7	-9	-	
<b>Net Profit - Extra expense</b>	<b>-112</b>	<b>-73</b>	<b>-163</b>	<b>-226</b>	<b>-269</b>	<b>-161</b>	<b>-103</b>	<b>9</b>	<b>+109%</b>
Ebitda	249	278	193	87	104	181	243	368	<b>+51%</b>

\* impair and write off due to stop unprofitable businesses



**2021**

# **Strategic Directions**



1. Focused growth of our SVOD to be no.1 in 2021



2. Reallocate content budget between TV and SVOD



3. More attractiveness and quality contents by professional production



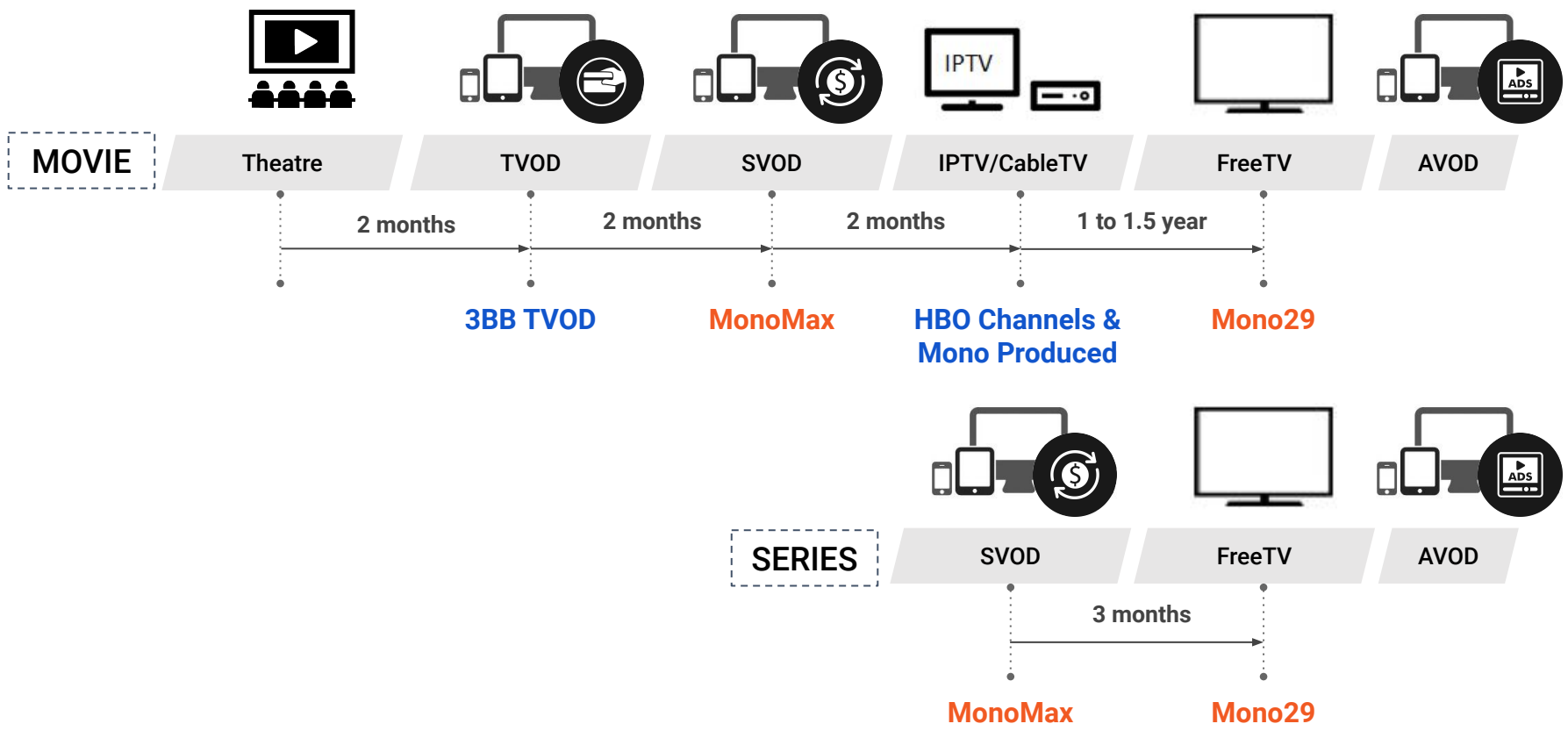
4. Extensive utilization of 3BB GigaTV member base including Home Shopping and Advertising opportunities

01





Be no. 1  
subscription video on demand  
service in 2021

# Content Windows (Timeline)

Effective for our Exclusive Content



# Video On Demand: Landscape in 2020

Video On Demand Landscape		2020 subscribers	2020 market value
SVOD (subscription video on demand service)		218,380 (17%)	<b>3,264 mb.*</b>
		546,340 (42%)	
SVOD + AVOD		537,907 (41%)	
AVOD (advertising video on demand service)		-	
ประมาณการผู้ใช้ SVOD จาก กสทช. (2)		1,302,627 (100%)	*กสทช.คาดการณ์รายได้ของผู้ประกอบกิจการ OTT TV ในประเทศไทย ปี 2020 มูลค่า 102 ล้านบาทหรือร้อยละ 32 ของรายได้รวม

Data source:

1) Estimated number of active streaming subscribers to Netflix <https://www.statista.com/statistics/607622/thailand-netflix-subscribers/>

2) คาดการณ์จำนวนผู้ชม OTT ในไทย - กสทช. <https://broadcast.nbtc.go.th/data/academic/file/620800000002.pdf>

# 3BB GigaTV new promotion



## 3BB GIGATV

### ความบันเทิงที่เข้าใจคนไทย

### โปรใหม่ **คุ้มกว่า** ยิ่งอยู่นาน...ยิ่งคุ้ม!

**1** เปิดตัว  
**1 Gbps + 500 Mbps**  
(มูลค่า 700 บาท/เดือน)

**กล่อง ดูทีวี**  
(มูลค่า 400 บาท/เดือน)

พร้อมซิงทีวี  
**ฟรี** พรีเมียม  
กว่า **30** ช่อง  
มูลค่า 149 บาท/เดือน

**HBO GO**  
มูลค่า 250 บาท/เดือน

**คุ้มสูงสุด**  
**= 700**  
บาท /เดือน\*  
**ตลอด 2 ปี!**

ช่องและพรีเมียมคอนเทนต์



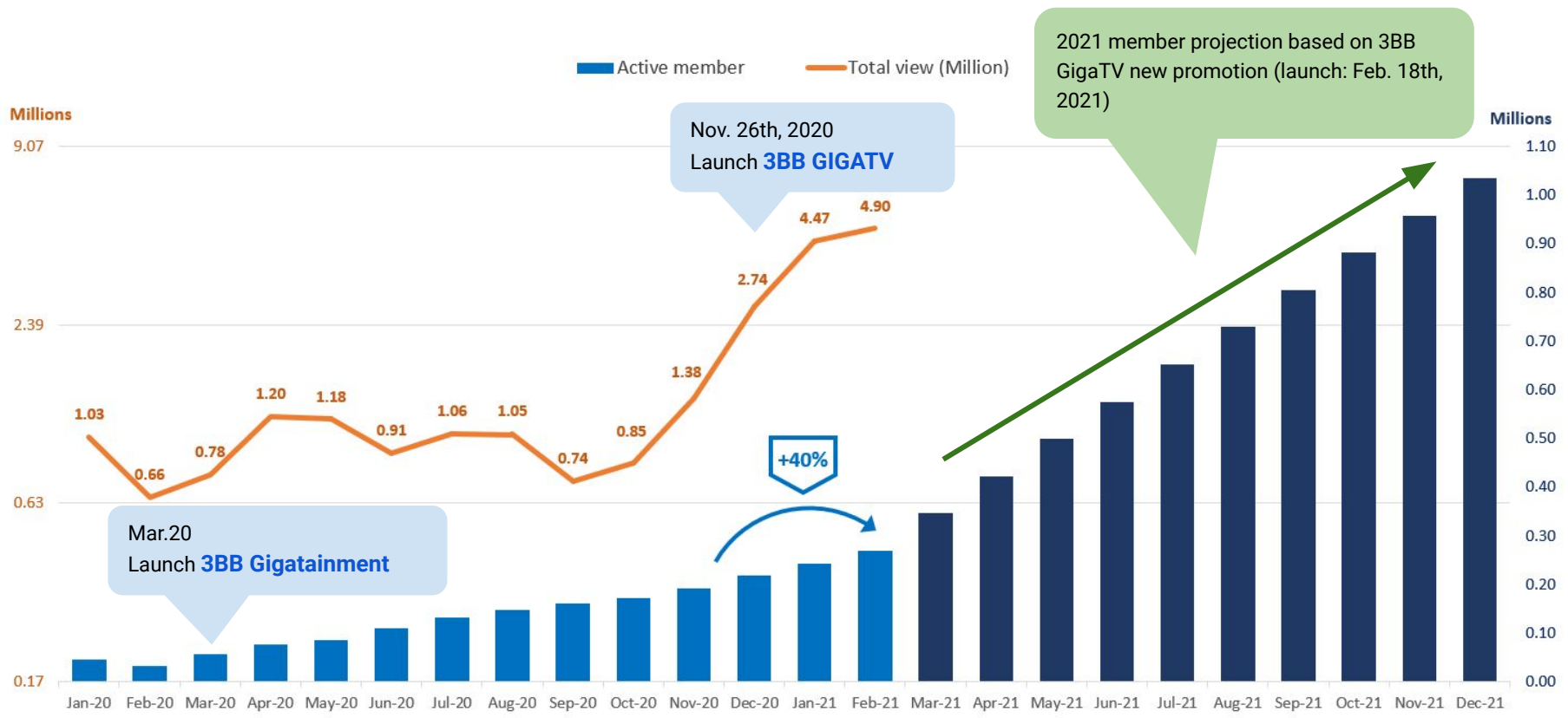
**MONOMAX**

# สาขาข้ามจักรวาล

สายลับหนุ่มผู้มีอุดมการณ์  
ปลอมตัวเข้าไปล้วงข้อมูลในกองทัพญี่ปุ่น  
โดยใช้นามแฝงว่า "จิกจั้นสารท"

HBO GO    MONOMAX    TV Channels    FAMILY    SPORTS    Reviews    Web Streaming


# SVOD: **MONOMAX** x **3BB Giga TV's** members

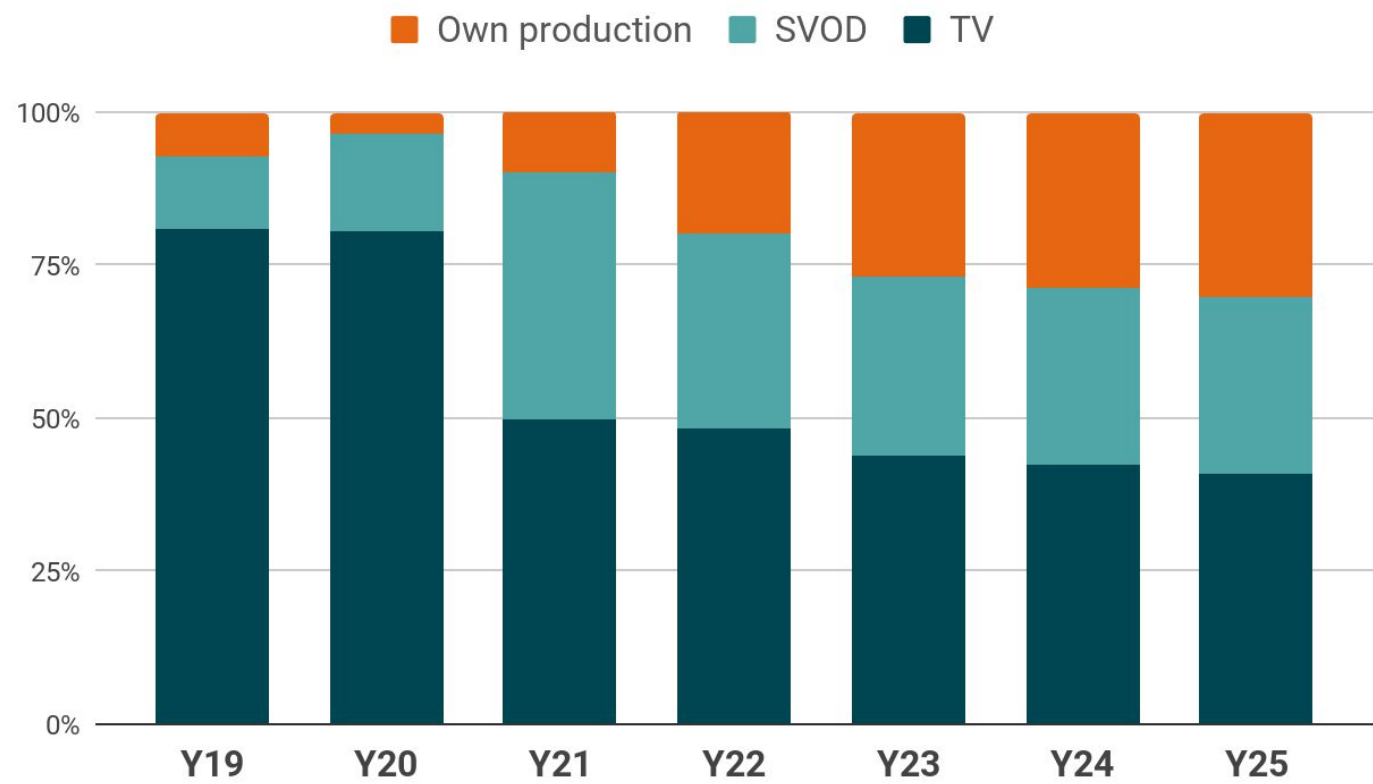




02

Reallocate content budget


# Content Proportion



# Original Content

  
**90** Movies



  
**16** Series  
 192 EPs.



# SVOD: MONOMAX Highlight content in Y2021



## Lost Tomb 5 sectors



Sweet Secret



Autumn Cicada



Princess Silver



In a Class of Her Own



Twisted Fate Of Love



The Promise of Chang'an



Storm Eye



Bloody Romance

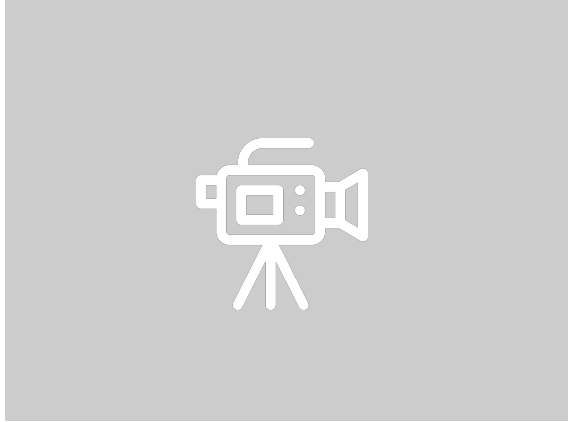
03

More attractiveness  
and quality contents

# New Chief Content Production Officer



**Thai series & movies**  
More attractiveness and  
quality by professional  
content production



# Success cases: Portfolio during 2015-2020

## Top 10 rating thai series 2015-2020

No.	Series	TVR 15+*
1	บุพเพสันนิวาส	13.591
2	<b>นาคี</b>	<b>11.053</b>
3	ตามรัก คั่นใจ	7.760
4	<b>เลือดมังกร: แรด</b>	<b>7.331</b>
5	หนึ่งในทรวง	7.046
6	ผู้กองยอดรัก	7.011
7	ดวงใจพิสุทธิ์	6.873
8	ปดิวรัดา	6.802
9	ทองเอก หมอยาทำโลง	6.678
10	<b>กรงกรรม</b>	<b>6.520</b>



Thai series before digital TV system: ทองเนื้อเก้า, คุณชายรัชชานนท์, ดงผู้ดี, เมื่อดอกรักบาน, กุหลาบสีดำ

\*TVR Source : Nielsen, CH3, TVR 15+

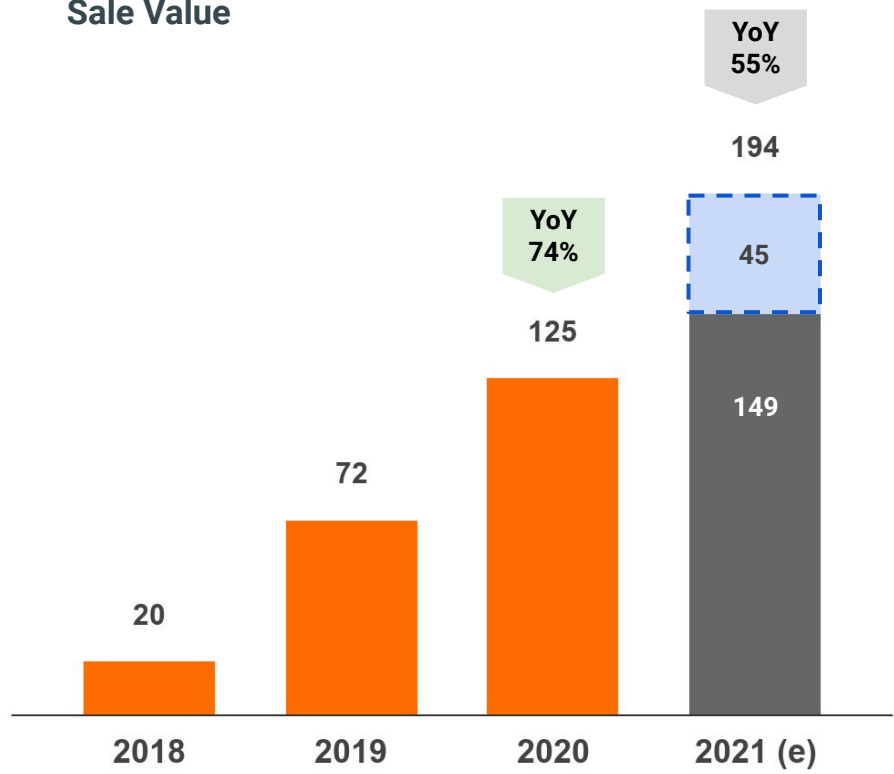
04

Extensive utilization of  
3BB GigaTV member base



# Home Shopping

Sale Value



Unit: million Baht

- Launch Home Shopping New channel in Y2021



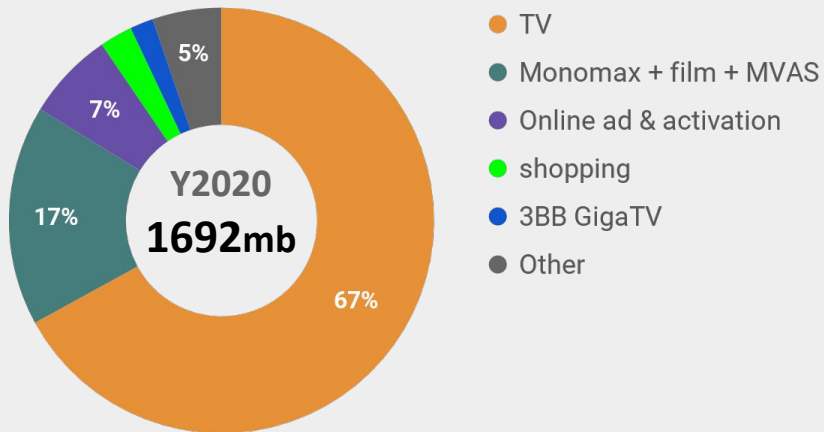
29SHOPPING

29SHOPPING



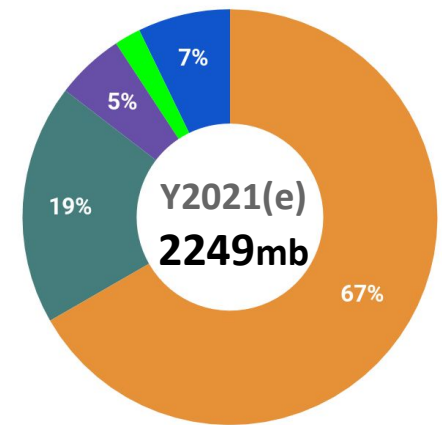
# 2021 Outlook

# Revenue Contribution



**WORST case compare YTD 20**

TV: +32%  
 Monomax: +49%  
 Online +5%  
 Shopping +10%  
 3BB GigaTV: +440%



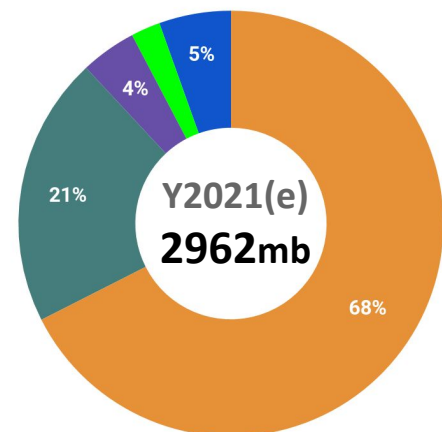
Revenue Growth  
**+33%**

● TV ● Monomax + film + MVAS  
 ● Online ad & activation ● shopping ● 3BB GigaTV

2021(e)	Worst Case	Best Case
TV Revenue	32% growth from YTD20	76% growth from YTD20
Monomax	49% growth from YTD20	115% growth from YTD20
Online ad & activation	5% growth from YTD20	10% growth from YTD20
Shopping	on-air only on MONO29	+ channel on 3BB Gigatv
3BB GigaTV	Provider channel 3BB TV	Provider channel 3BB TV

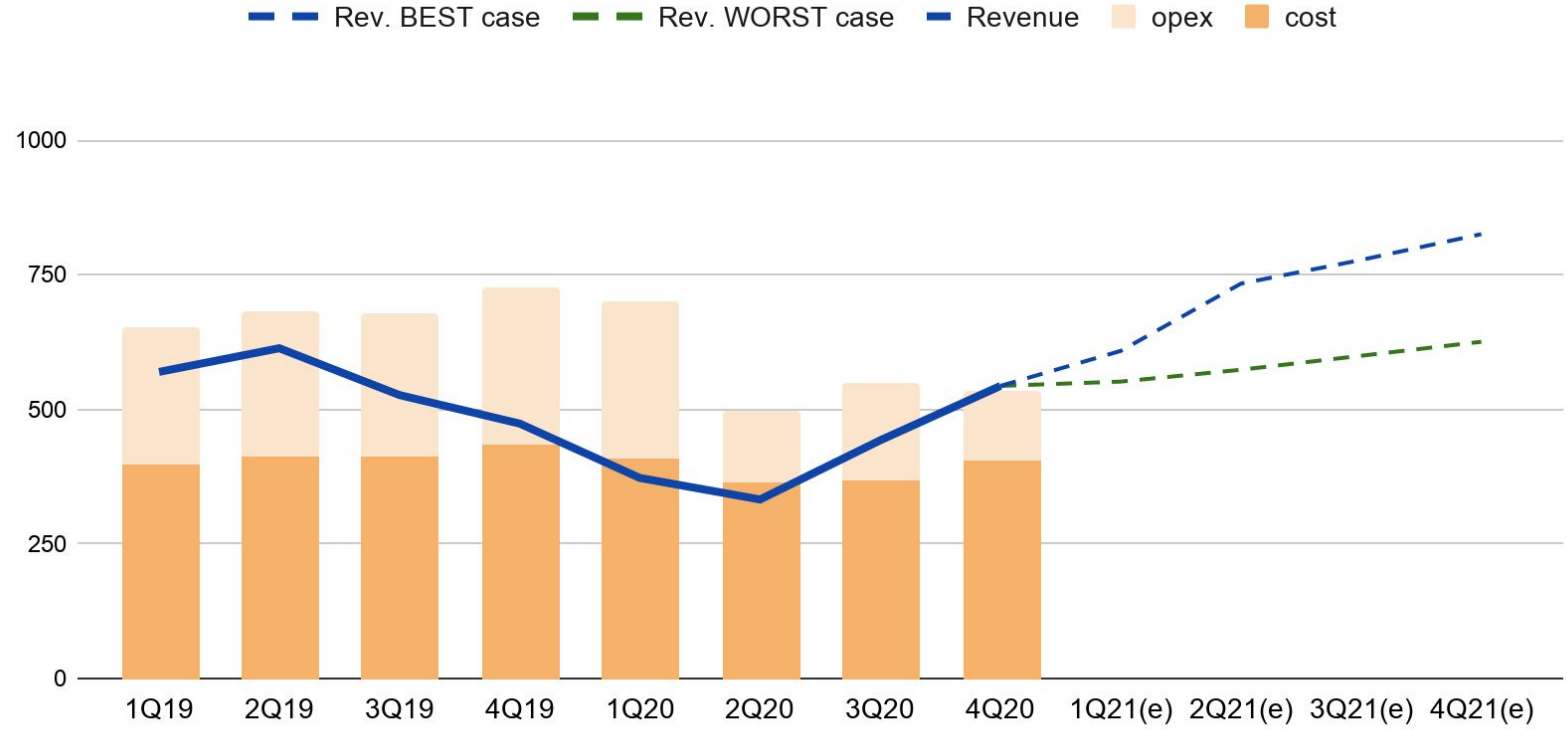
**BEST case compare YTD 20**

TV: +76%  
 Monomax: +115%  
 Online +10%  
 Shopping +60%  
 3BB GigaTV: +440%



Revenue Growth  
**+75%**

# Revenue Trend



Unit: million Baht

**Revenue growth** about  
**33% to 75%** from previous  
year

**40% to 50%**  
**EBITDA margin**

THB **40 to 60** million

**Tangible assets**

THB **0.80 to 1.00** billion

**Intangible assets**



**THANK YOU**