



# 2021 Performance & 2022 Strategy



# AGENDA

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กระจก  
สองนครา

MIRROR: A TALE OF TWIN CITIES

MONO 29

MONO MAX

4Q2021 Highlights

## 4Q2021 Highlights

### Monomax & 3BB Giga TV

Revenue growth QoQ **5%**

**Content increase**  
**569 hrs.** in 4Q21

Total content  
3,000 Titles or 20,000 hrs.



MONOMAX



MONO29

### TV Rating

Average TVR of  
Y2021 = **1.135\***  
Ranked **no.3** of all channels

\*TVR Source : Nielsen, TVR 15+, 18hrs.

### Big Event

MONO29 Pattaya  
Countdown 2022  
x **BamBam GOT7**



### Performance

**Total revenues**  
THB **604m (QoQ +32%)**

**EBITDA**  
THB **410m (QoQ +56%)**

**Investment**  
THB **271m (QoQ +98%)**





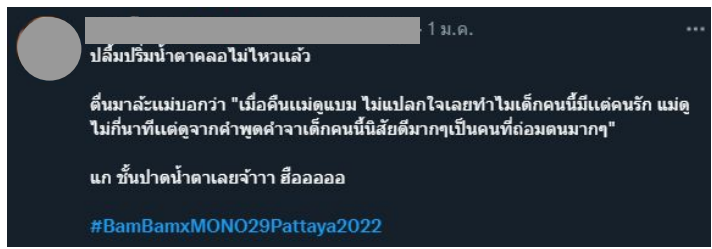
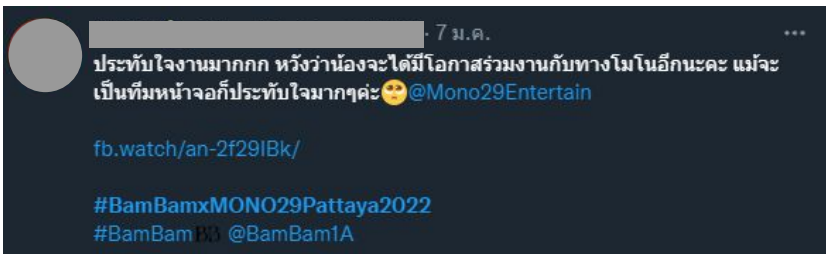
# MONO29 pattaya countdown 2022



Twitter **Trends Worldwide**

7. #BamBamPattaya2022: **151K** tweets

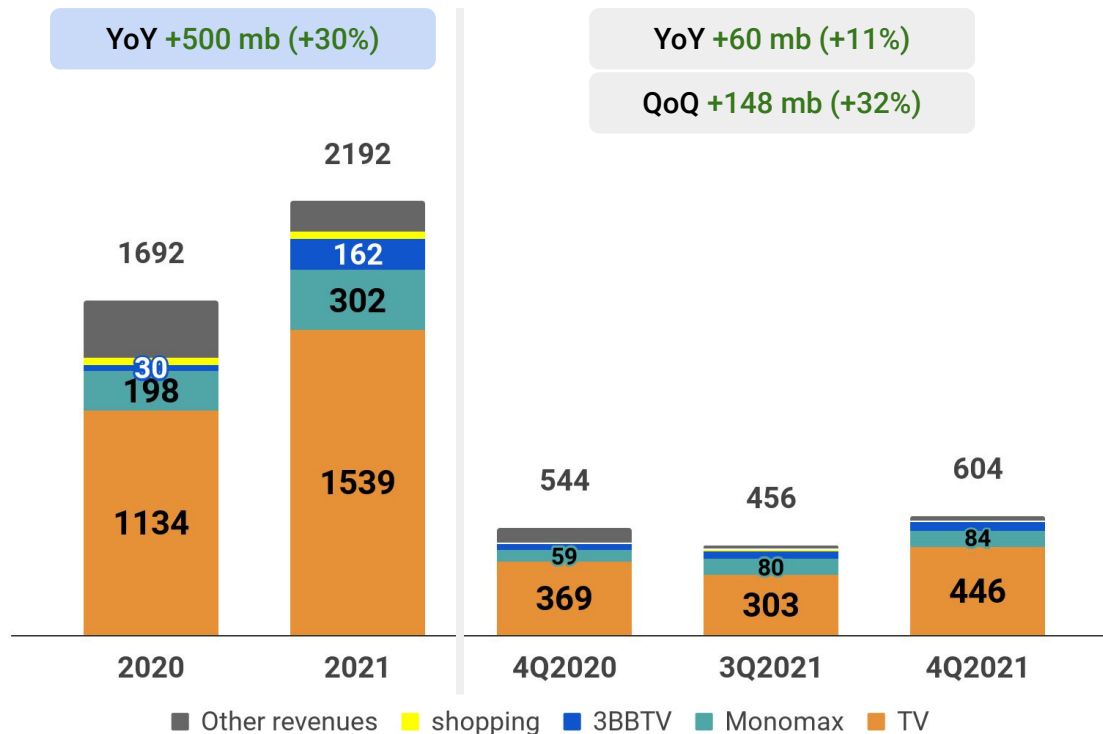
9. #BamBamxMONO29Pattaya2022: **651K** tweets





## Financial Highlights

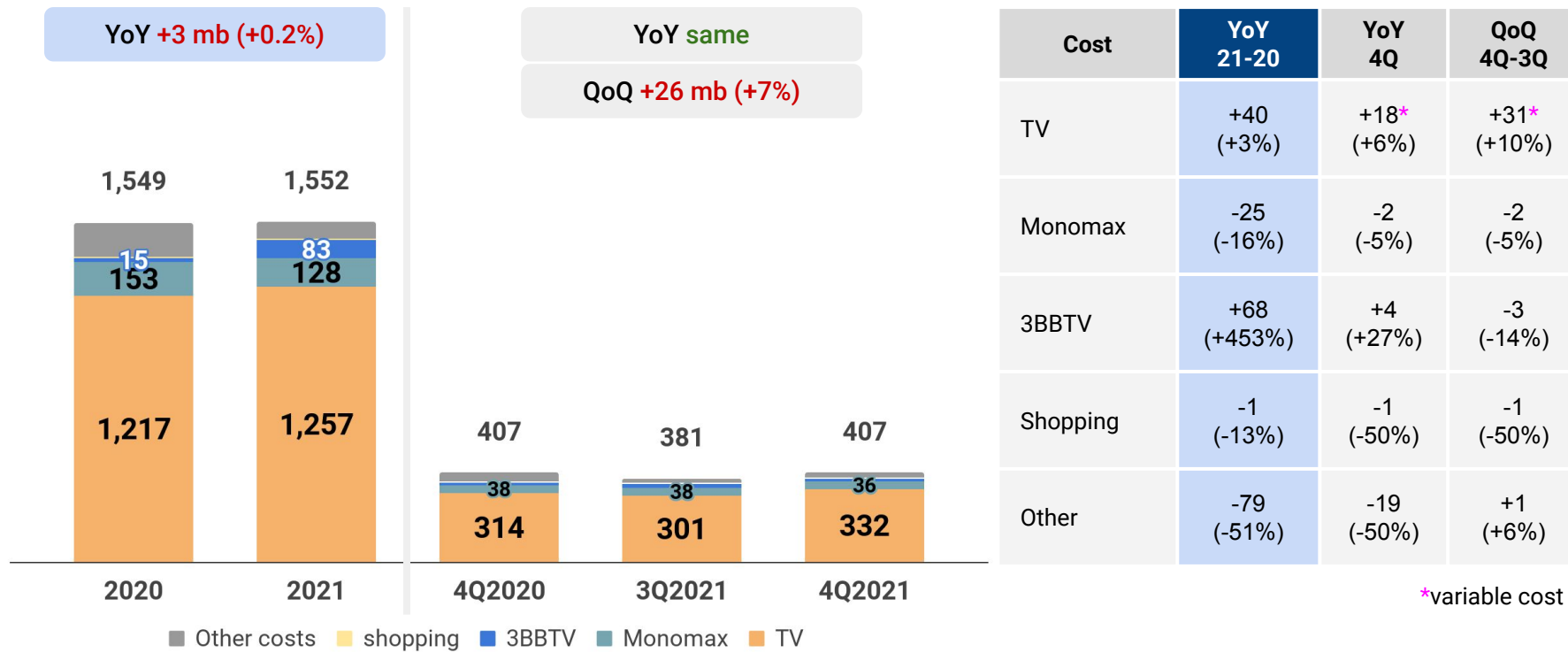
# 1. Revenue from core businesses



Revenue	YoY 21-20	YoY 4Q	QoQ 4Q-3Q
TV	+405 (+36%)	+77 (+21%)	+143 (+47%)
Monomax	+104 (+53%)	+25 (+42%)	+4 (+5%)
3BBTV	+132 (+440%)	+11 (+37%)	-
Shopping	-8 (-19%)	-2 (-22%)	-4 (-36%)
Other rev.*	-133 (-46%)	-51 (-66%)	+5 (+24%)

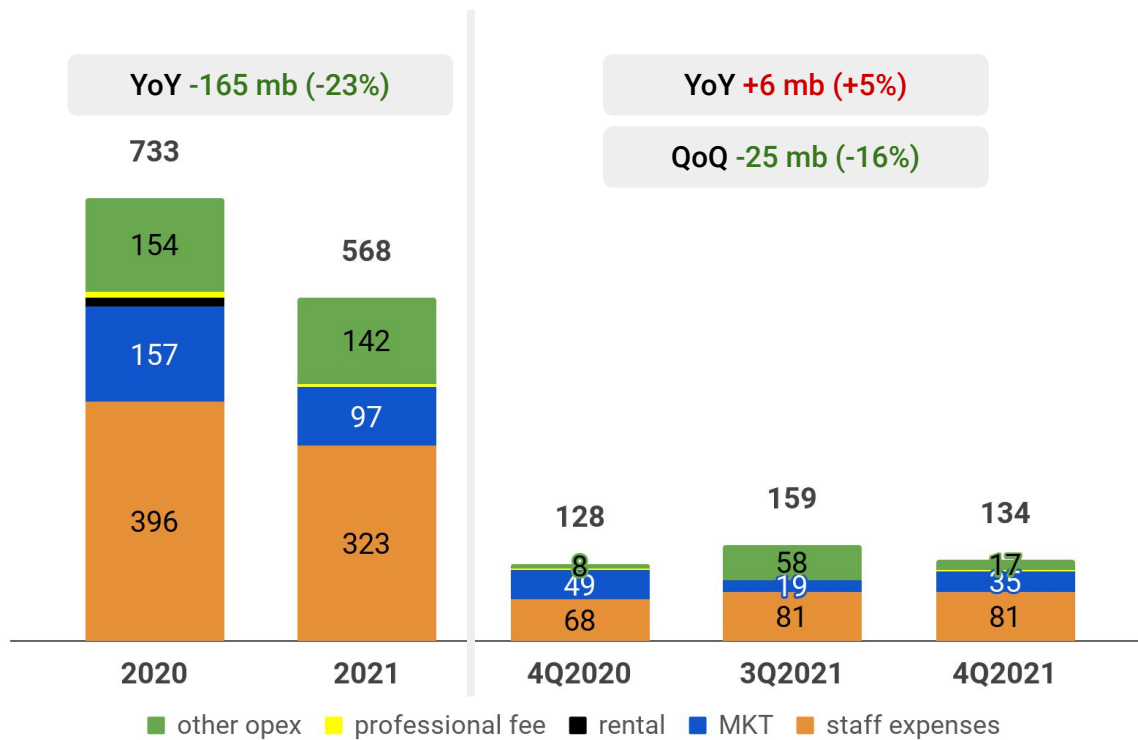
\* film distribution, right management, events, etc.

## 2. Cost Structure





### 3. OPEX : Operating Expenses



Unit: million Baht

YEAR	Y20	Y21	YoY
OPEX	733	568	-23%
Special expense	-106	-	-100%
gain (loss) exchange rate	1	-48	-100%
<b>OPEX-special-unrealized exchange rate</b>	<b>628</b>	<b>520</b>	<b>-17%</b>

*\*YoY decrease :  
mkt 60 MB, staff expense 21 MB*

QUARTER	4Q20	3Q21	4Q21	YoY	QoQ
OPEX	128	159	134	+5%	-16%
gain (loss) exchange rate	15	-33	10	-33%	+130%
<b>OPEX-special-unrealized exchange rate</b>	<b>143</b>	<b>126</b>	<b>144</b>	<b>+1%</b>	<b>+14%</b>

*\*QoQ increase : mkt 16 MB*

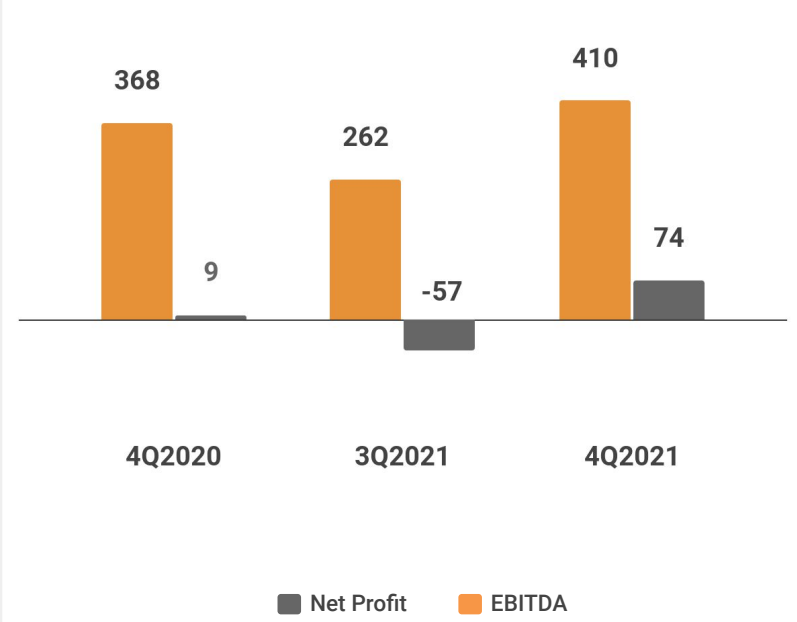
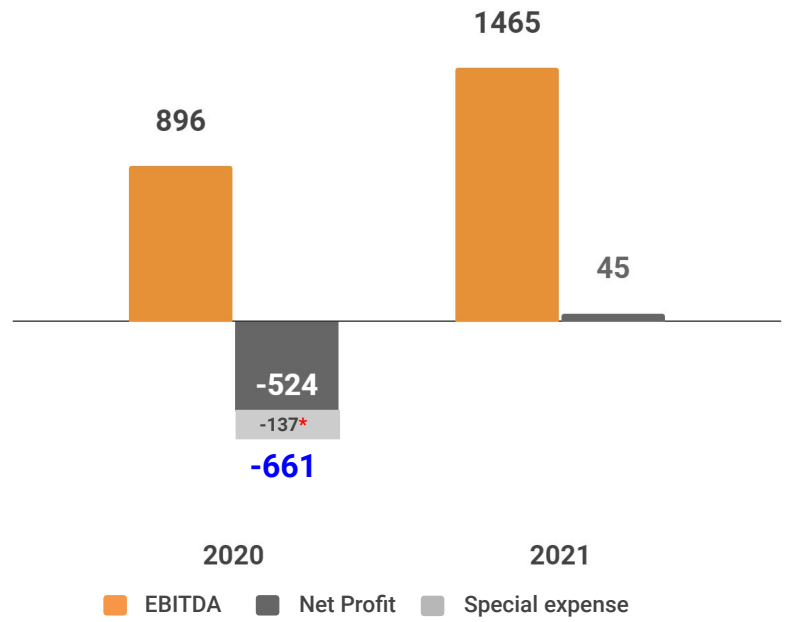
# 4. EBITDA and Net Profit

EBITDA YoY +569 mb (+64%)

Net Profit YoY +706 mb (+107%)

EBITDA  
YoY +42 mb (+11%)  
QoQ +148 mb (+56%)

Net Profit  
YoY +65 mb (+722%)  
QoQ 131 mb (+230%)



Unit: million Baht



2022

Strategic Directions

# 2022 Strategic Directions

## 2022 strategies

1. Increase the proportion of **own content production budget** from 5% to 25%
  - a. Own signature .....
  - b. Tie-in opportunity .....
  - c. International co-production .....
2. **New content partners** to make good uses of our “New Normal” TV and VOD platforms
3. **“Web 3.0” technology for advertising, home shopping** and interactivity .....
4. **[Mono29] targetable / addressable advertising**
5. **[MonoMax]** expand into more platforms

## 1Q2022 strategies

- Production started
- New program introduced

- Business Model started

### Others:

- Marketing campaign
- Org. Restructuring



# new variety programs

Sponsorship revenue and online viewership opportunities

เพราะทุก  
ความสำเร็จ  
ย่อมมีที่มา  
และแรงบันดาลใจ

**DNA talk**  
ทุกคนต้นแบบ

16.30 - 17.00 น.  
เริ่ม อาทิตย์ ที่ 13  
กุมภาพันธ์ 2565

**MO29**  
บนทีวี ช่อง 2565 และ 29 และดูฟรีทุกที่บน  
f @ mo29 mo29 mo29news  
App Store Google play www.mo29.com

*the*  
**LADIES**  
ผู้หญิงเก่งหน้า

16.30 - 17.00 น.  
เริ่ม เสาร์ ที่ 19 กุมภาพันธ์ 2565

**MO29**  
บนทีวี ช่อง 2565 และ 29 และดูฟรีทุกที่บน  
f @ mo29 mo29 mo29news  
App Store Google play www.mo29.com



One day with Matthew

# International Licensing

In 2022, 7 Titles licensed to Netflix and other Asian/SEA countries



**NETFLIX** UNLIMITED TV SHOWS & MOVIES [JOIN NOW](#) [SIGN IN](#)

# APPWAR

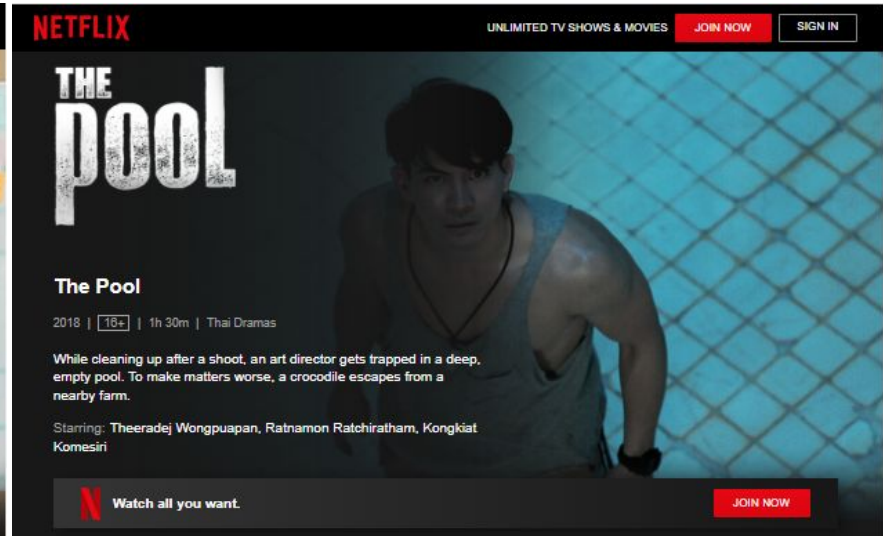
**App War**

2018 | [TV-16+](#) | 2h 10m | Thai Comedies

After a serendipitous encounter, two entrepreneurs become rivals when they compete for start-up funding for apps based on the same idea.

Starring: Nat Kitcharit, Varitsara Yu, Sirat Intarachote

**N** Watch all you want. [JOIN NOW](#)



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# THE POOL

**The Pool**

2018 | [TV-16+](#) | 1h 30m | Thai Dramas

While cleaning up after a shoot, an art director gets trapped in a deep, empty pool. To make matters worse, a crocodile escapes from a nearby farm.

Starring: Theeradej Wongpuapan, Ratnamon Ratchiratham, Kongkiat Komesiri

**N** Watch all you want. [JOIN NOW](#)

# Marketing Campaign



**Mono29 ร่วมกับ MONOMAX (Q2 or Q3)  
แจกหนักจัดเต็ม แจกทุกวันตลอดทั้งเดือน**

## Mono Next Verse (Approaching Metaverse)



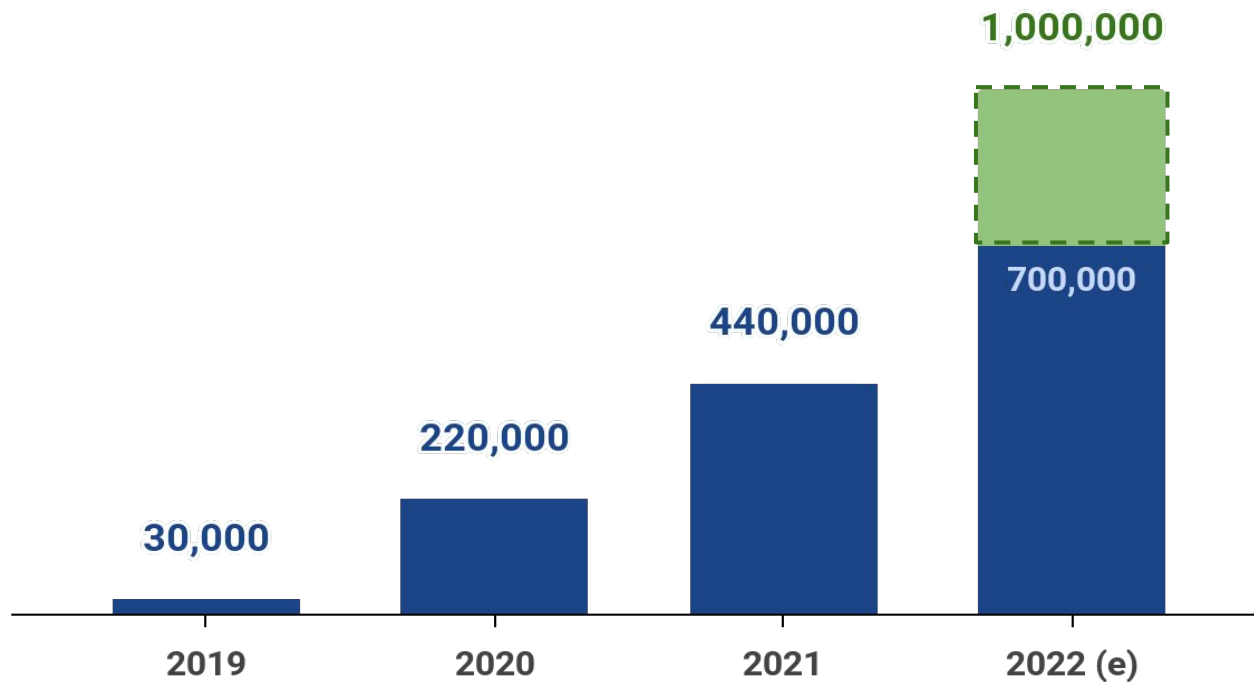
- Virtual Concert
- Virtual Theatre
- Virtual Fan Meet & Greet
- Virtual Production







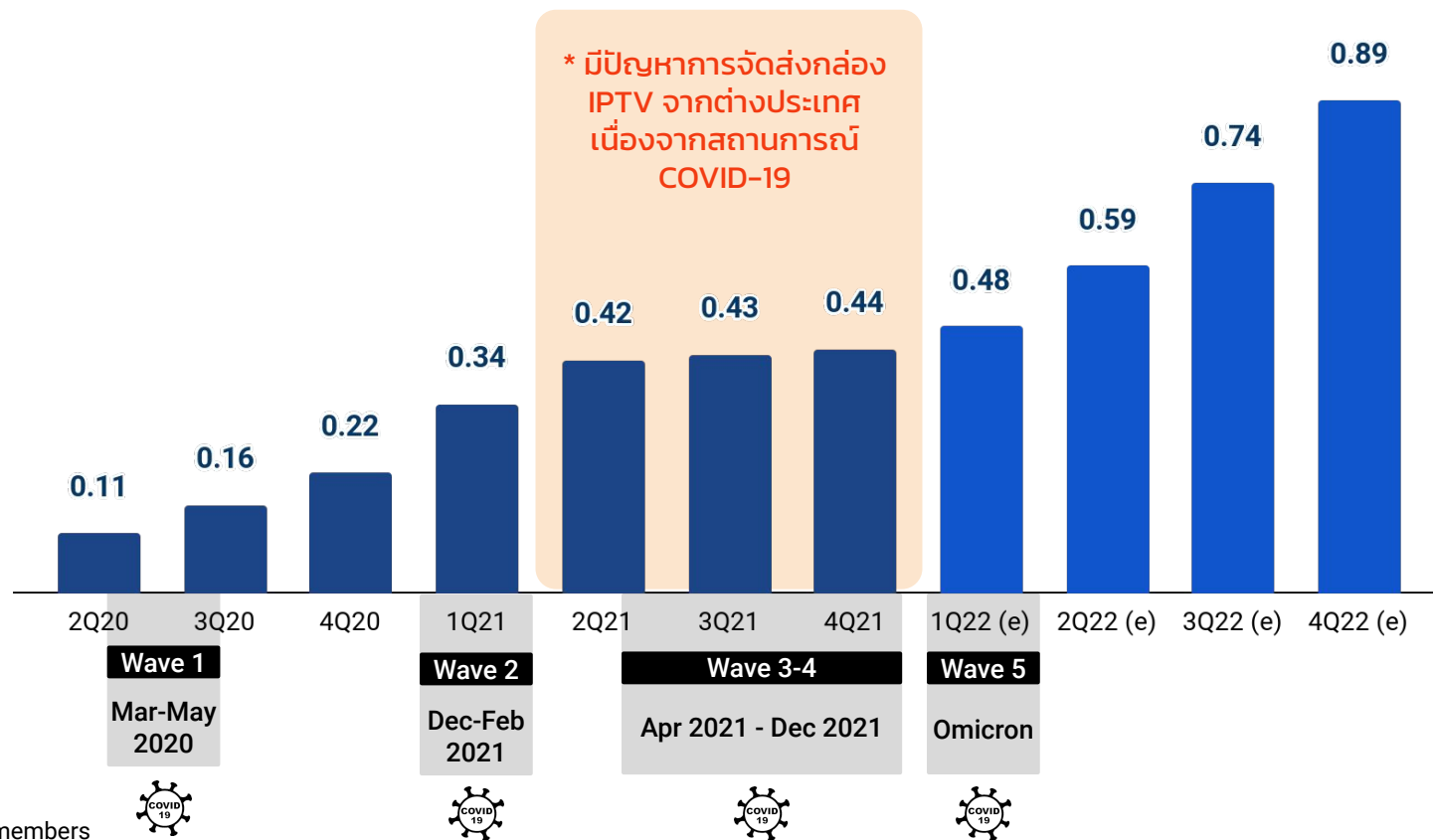
## SVOD: Monomax members by year



Unit: members



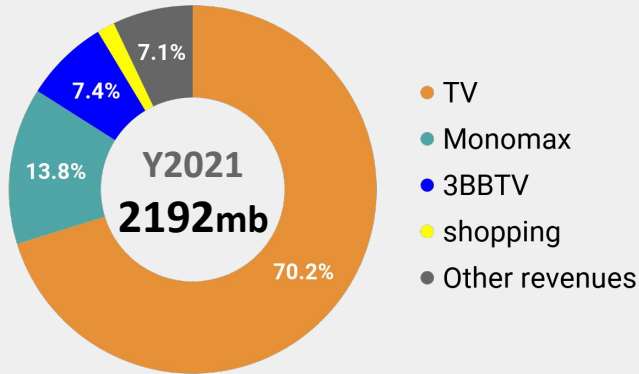
## SVOD: Monomax members by quarter





## 2022 Outlook

## Revenue Contribution

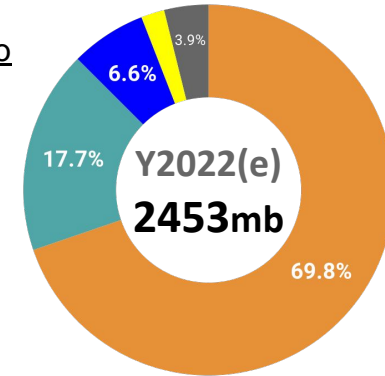


2022(e)	Worst Case	Best Case
TV Revenue	11% growth from YTD21	28% growth from YTD21
Monomax	29% growth from YTD21	137% growth from YTD21
3BBTV	Provider channel 3BB TV	Provider channel 3BB TV
Shopping	on-air only on MONO29	+ channel on 3BB Gigatv

Unit: million Baht

### Worst case scenario

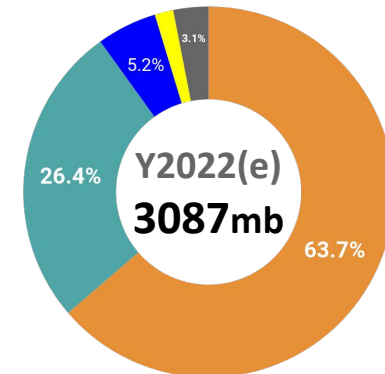
Revenue Growth  
**+12%**



● TV ● Monomax ● 3BBTV ● shopping ● Other revenues

### Best case scenario

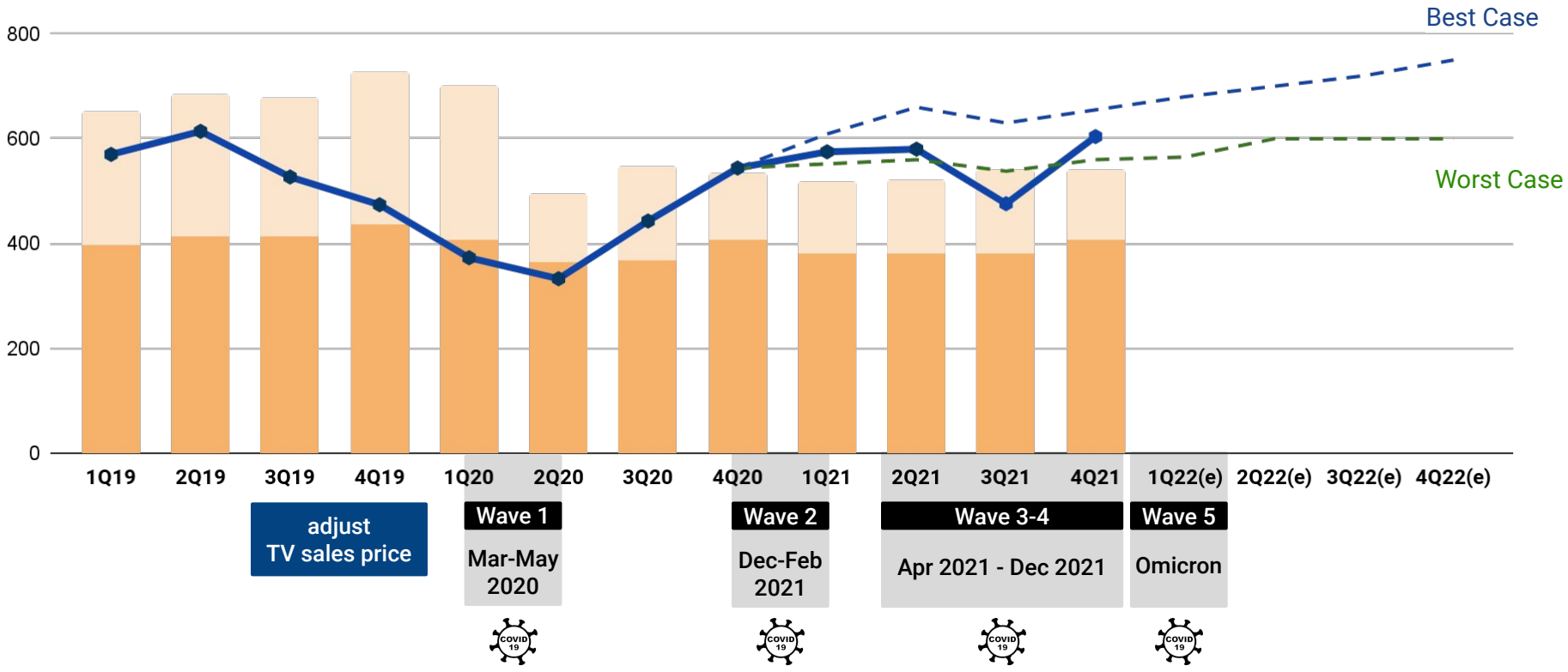
Revenue Growth  
**+41%**





# Scenarios 2019-2022(e)

— Rev. BEST case    — Rev. WORST case    ● Revenue    □ opex    ■ cost



**Revenue growth** about  
**12% to 41%**  
from previous year

THB **20 to 30** million  
**Tangible assets**



**60% to 70%**  
**EBITDA margin**

THB **0.80 to 1.00** billion  
**Intangible assets**



Thank you

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