

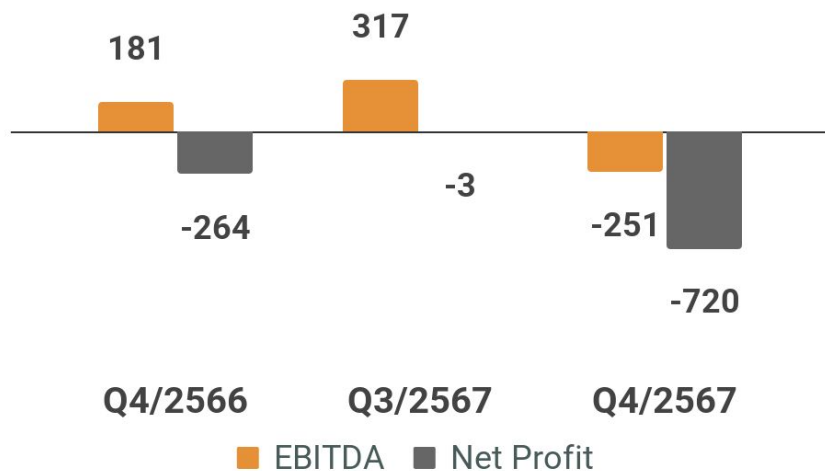


MONORIGINAL

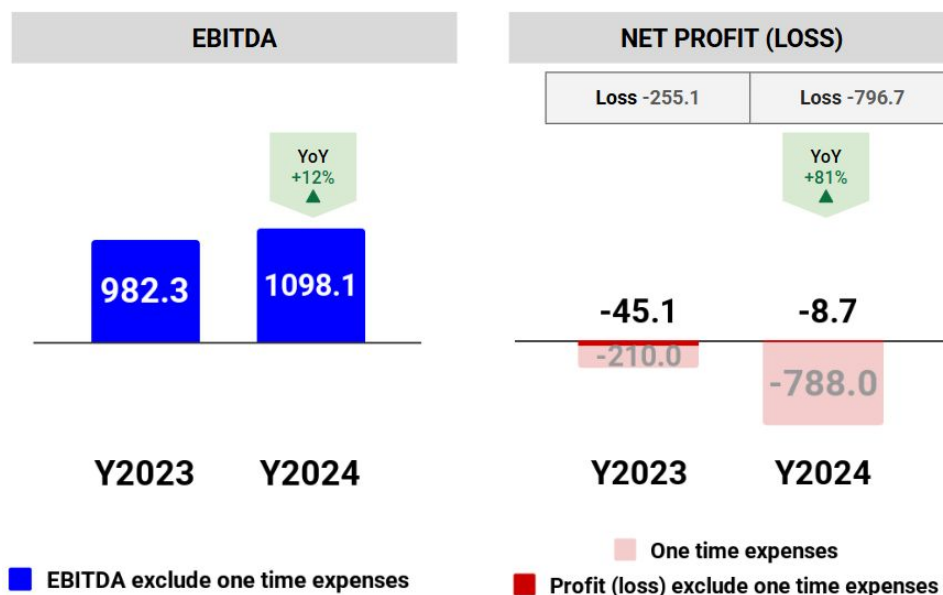


Strategic & Business Growth 2025

EBITDA and Net Profit.



Unit: million Baht



For the year 2024, the Company and its subsidiaries had one-time expenses, recognized within the year, totaling 788 million Baht, incurred due to uncertainty in the renewal of the license to use the frequency for the provision of television services, mainly comprising the followings:



- A. **Losses on impairment of assets of 432 million Baht**
- B. **Adjustment of deferred tax assets to tax expenses of 235 million Baht** to align with the expected estimate of tax benefits
- C. **expenses incurred from reorganization in 1Q2024**, which resulted in a decrease in employee expenses of approximately 17 million Baht per month, representing a decrease of 50%, compared to the period before the restructuring, and
- D. **An increase in expected credit losses.**



MONO's Business model.



Acquire Rights

- Chinese 
- Korean 
- Japanese 
- Western 
- Football 

OWN Production

- Thai series
- Movies
- News
- Variety

MONO ORIGINAL  

Advertising



Revenue Model

Subscription



1. MONO29

- Continue to reduce costs and expenses.
- **Increase advertising revenue, especially from broadcasting at least 38 matches of the English Premier League and FA Cup per year.**

2. Mono Original

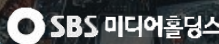
- Increase the number of quality productions of Thai original films and series.

3. Monomax

- Continue to acquire Asian contents. (Chinese, Korean, Japanese)
- Convert TV broadcasting rights of Hollywood content to OTT rights.
- Collaborate with Mono Original to produce unique content, grow the audience, and attract new customers.
- **Increase Monomax subscribers 3 million by partnering with JAS to stream the English Premier League and FA Cup 2025/26**
- **Expand number of subscribers through collaboration with Telco.**

MONO29 MONO MAX

Acquire contents
rights in Y2025.





MONO ORIGINAL Y2025

Movie 4 titles
Series 12 titles

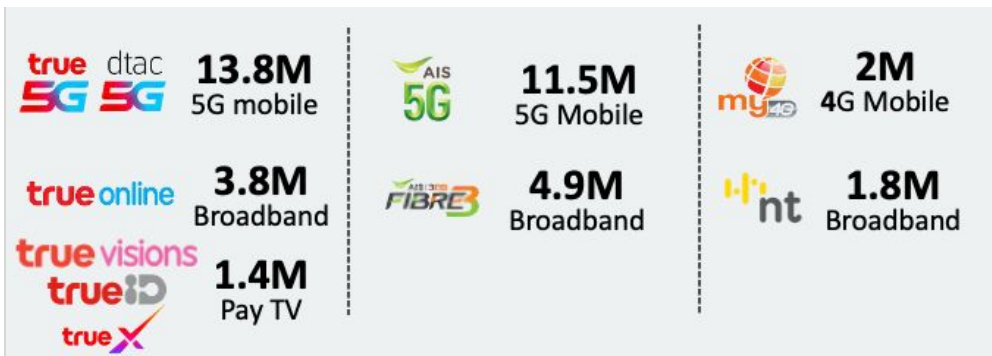
**“Get ready for an unparalleled
football viewing experience.”**

The Premier League and FA Cup
2025/26 season kicks off on
Saturday, August 16, 2025,
available exclusively nationwide
on **Monomax streaming platform.**

Selected live matches,
highlights, and related
content will also be available
on **MONO29.**



Potential Internet users / Streaming users



**report Q4 2024

**report Q3 2024

**report 2023



1.5M
subscribers



Premier league Watch behavior

8.4M Interest in Premier league

3.6M Willing to subscribe

Remark:

Thailand population of 18-59 y/o SES ABC = 23.1 million
Source nielsen 2025

Operation | Anti-piracy measures address different segments.

Demand side

End users

Consumers of pirated content

- Casual viewers (i.e., occasionally view EPL)
- Dedicated pirates



- Affordable, flexible pricing
- Best-in-class UX
- Educate fans on piracy risk

Supply side

Local source piracy

Individuals or organized operations sourcing illegal content from MONOMAX

- Stream aggregators (create websites/social media pages linking to pirated streams)
- Illegal subscription-based providers/device sellers
- Illegal website (e.g., gambling website)



- DRM/Watermarking
- Automated detection via AI
- Individual content feed blocking
- Identify key pirates & operators
- Initiate litigation
- Collaborate with local authorities

International source piracy

Individuals or organized operations sourcing illegal content abroad

- Stream aggregators (create websites/social media pages linking to pirated streams)
- Hosting providers (offshore servers in countries with weak copyright laws)
- Illegal website (e.g., gambling website)



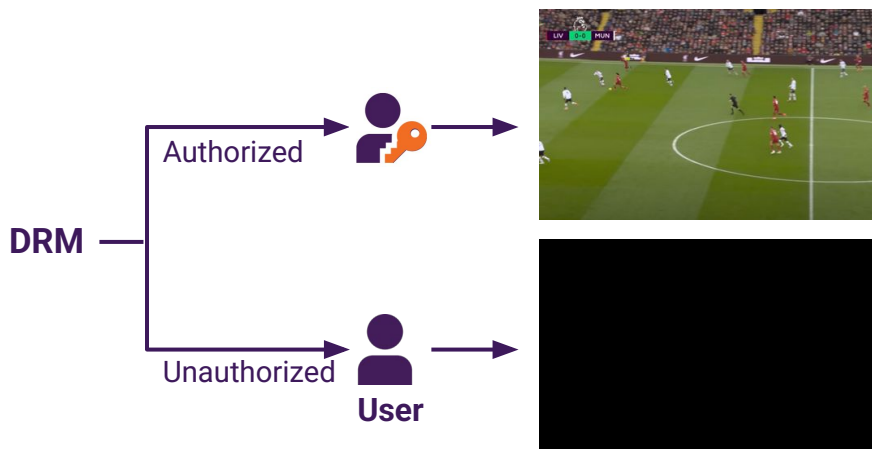
- Automated detection via AI
- Identify key pirates & operators
- Collaborate cross-border (EPL)
 - Takedown actions
- Collaborate with local authorities
 - IP address blocking



DRM

Digital Rights Management (DRM)

- Involves encrypting content to secure it from unauthorized access.
- DRM must be able to limit concurrency in compliance with the EPL agreement.

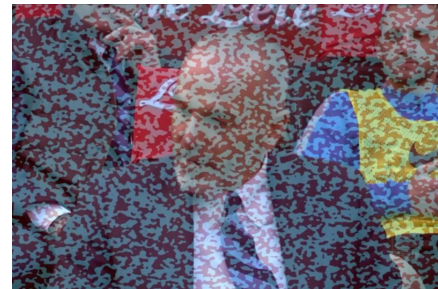


Watermarking

- Embeds invisible data into video, such as token user ID.
- Tracks and identifies users who violate copyright if the content is illegally shared.



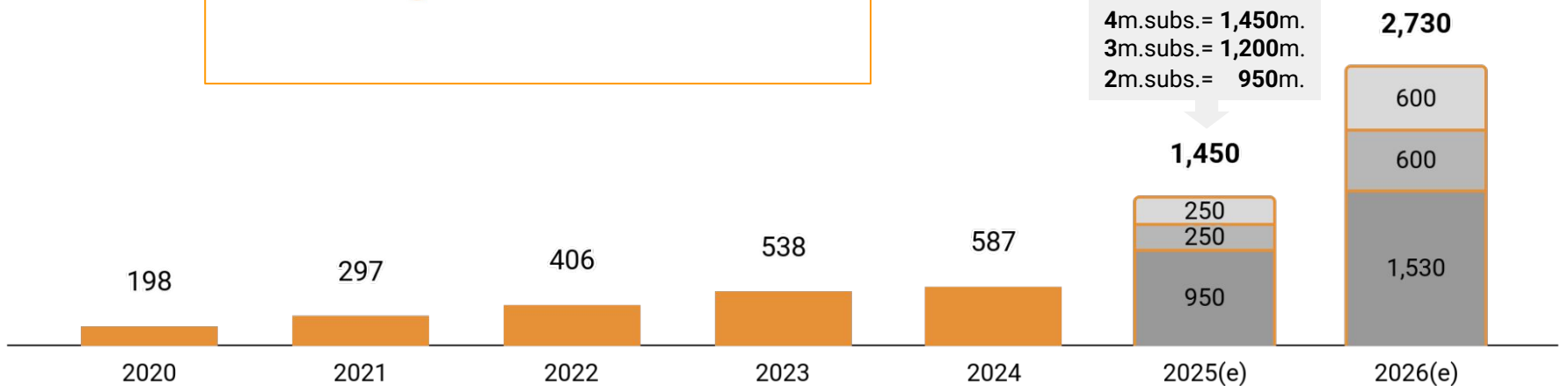
Viewer



Detection tools



Revenue from subscription based on assumptions 2m 3m 4m subs.



4m.subs. = 2,730m.
3m.subs. = 2,130m.
2m.subs. = 1,530m.

4m.subs. = 1,450m.
3m.subs. = 1,200m.
2m.subs. = 950m.

Unit : Million baht

Revenue based on 50 baht/subscriber.

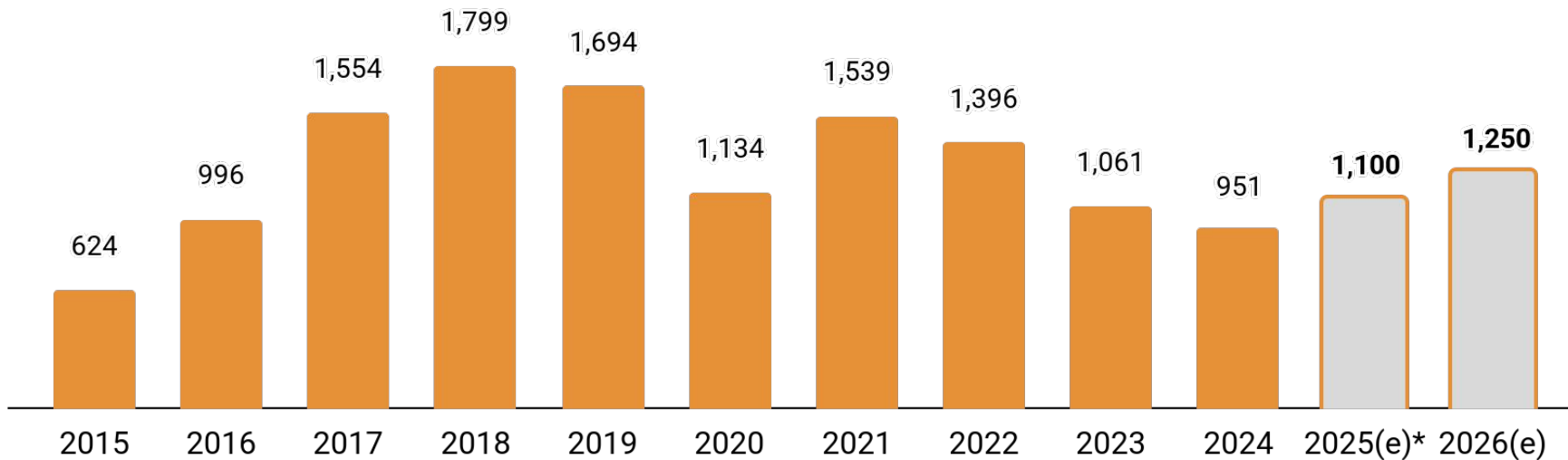


Revenue trend.

Increase advertising revenue from the Premier League and FA Cup.



Premier League
2025-2026



*Y2025(e) Estimate revenue PL from Ads. 30 million baht /Month
(30 million baht x 5 months. = 150m)

Unit : Million baht



THANK YOU

MONO ORIGINAL

MONO 29 MONO MAX

