



MONO TECHNOLOGY PUBLIC COMPANY PCL. (MONO)

Q1 2017 PERFORMANCE REVIEW

MONO UPDATE

April 26, 17

2017 Annual General Meeting of Shareholders approved the dividend payment for the year 2016 in a total of Baht 100.32 million and the allocation of ordinary shares for capital increase under General Mandate in a total not exceeding 334,000,000 shares to be proposed to private placement.

March 10, 17

"MThai Top Talk-About 2017", held by website MThai.com under Mono Group, presented awards annually to the most talked about persons or topics over the internet. This year the event was held at Paragon Park, Siam Paragon.

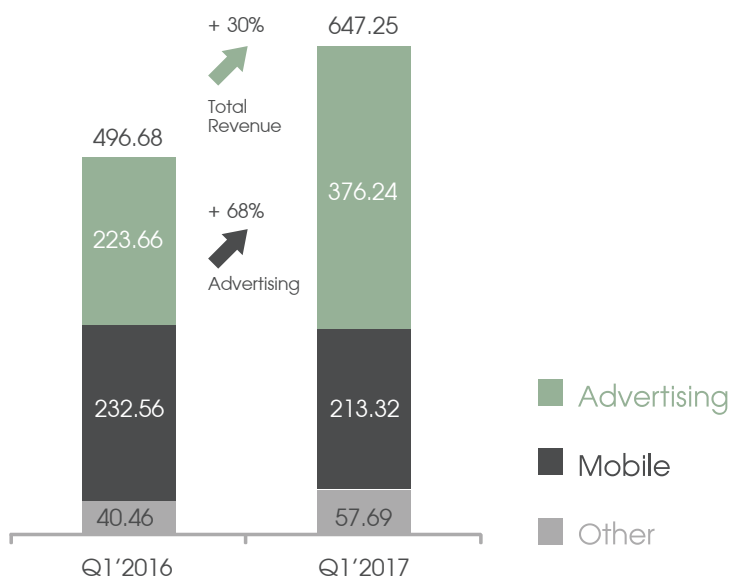
Financial Review

1Q2017 Operation Result (Consolidated)

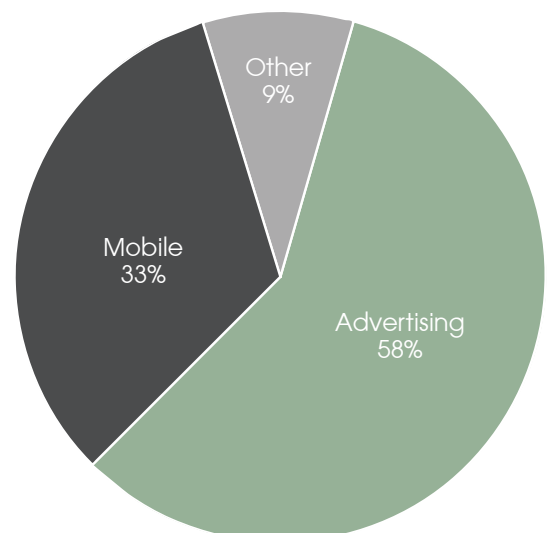
"The core revenue came from considerable growth of media advertising."

The total consolidated revenue of the Company and subsidiaries of 1Q2017 was Baht 647.25 million, increasing by 30% from 1Q2016 (Baht 496.68 million). The main revenue contributors are; (1) media advertising at 58 % and (2) mobile content at 33%. The revenue of the media advertising has increased significantly. As of 1Q2017, the revenue increased by million 152.58 Baht, or 68%, from 1Q2016.

Compare Revenue in 1Q2016 to 2017 (Baht mn)



1Q2017 Revenue Contribution





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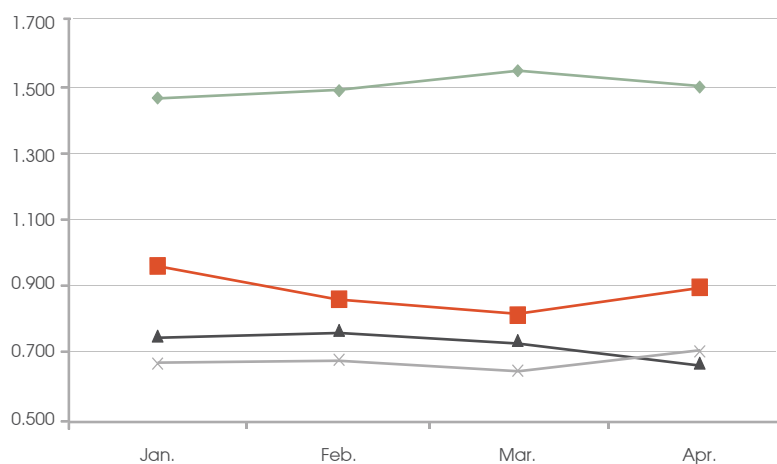
Q1 2017 PERFORMANCE REVIEW

TV Rating Jan. - Apr. 2017

Rank	Channel	Jan.	Feb.	Mar.	Apr.
1	CH7	2.570	2.841	2.946	2.799
2	CH3	2.026	1.882	1.827	1.879
3	WORKPOINT TV	1.474	1.490	1.555	1.509
4	MONO 29	0.964	0.858	0.822	0.897
5	CH8	0.672	0.686	0.650	0.699
6	ONE	0.758	0.772	0.739	0.673
7	AMARIN TV	0.288	0.283	0.332	0.360
8	3SD	0.382	0.359	0.353	0.343
9	THAIRATH TV	0.341	0.322	0.297	0.320
10	NOW26	0.239	0.242	0.243	0.243

The advertising revenue mainly came from considerable growth of the free digital TV business "MONO29" channel, which was resulted from the channel's rising popularity. In April 2017, the average TV rating of MONO29 was 0.897 increasing 25.81% from 0.713 in the same period in 2016. Currently, "MONO29" is ranked fourth among all free TV channels. (Data from AGB Nielsen, Rating All 15+)

TV Rating Jan.-Apr. 2017



EBITDA and Net operating profit (loss)

Net profit of 1Q2017 was Baht 23.15 million, increasing by 129% from 1Q2016 with loss of Baht 80.18 million. The increase of revenue was mainly contributed by the growth of TV media business.

EBITDA in 1Q2017 was Baht 309.10 million, increasing by 98% from 1Q2016 (Baht 156.24 million). EBITDA margin in 1Q2017 at 48% increased 17% as compared to 1Q2016 at 31%.



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FINANCIAL STATEMENT SUMMARY

(Baht mn)	1Q16	4Q16	1Q17	%QoQ	%YoY
Sales	490.93	394.71	637.48	62%	30%
Other Income	5.75	11.62	9.77	(16%)	70%
Total Revenues	496.68	406.33	647.25	59%	30%
Cost Of Sales	(393.66)	(417.92)	(446.34)	7%	13%
Gross Profit	97.27	(23.21)	191.14	(924%)	(97%)
SG&A	(143.57)	(141.02)	(138.44)	(2%)	(4%)
Total Expenses	(537.23)	(558.94)	(584.78)	5%	9%
EBIT	(40.55)	(152.61)	62.47	141%	254%
Financial Expenses	(34.64)	(39.00)	(35.48)	(9%)	2%
Corporate Income Tax	(4.99)	(0.95)	(3.84)	304%	(23%)
Net Profit	(80.18)	(192.56)	23.15	112%	129%
Depreciation and Amortization	196.79	248.11	246.63	(1%)	25%
EBITDA	156.24	144.14	309.10	114%	98%
Gross Margin	19.81%	(5.88%)	29.98%	35.86	10.17
EBITDA Margin	31.46%	35.47%	47.76%	12.29	16.30