

Securities Profile

Stock Symbol : MONO

Market : SET

Industries : Services

Sector : Media & Publishing

Type of Business : Media and Content Business; and Entertainment Business

Share Price : THB 3.64 per share (As of 01/04/15)

Market Capitalization : THB 12,135.68 mn. (As of 01/04/15)

Outstanding Share : 3,080,935,537 shares

Free Float : 22.53% (As of 03/07/15)

Share Price Performance (1 Year)

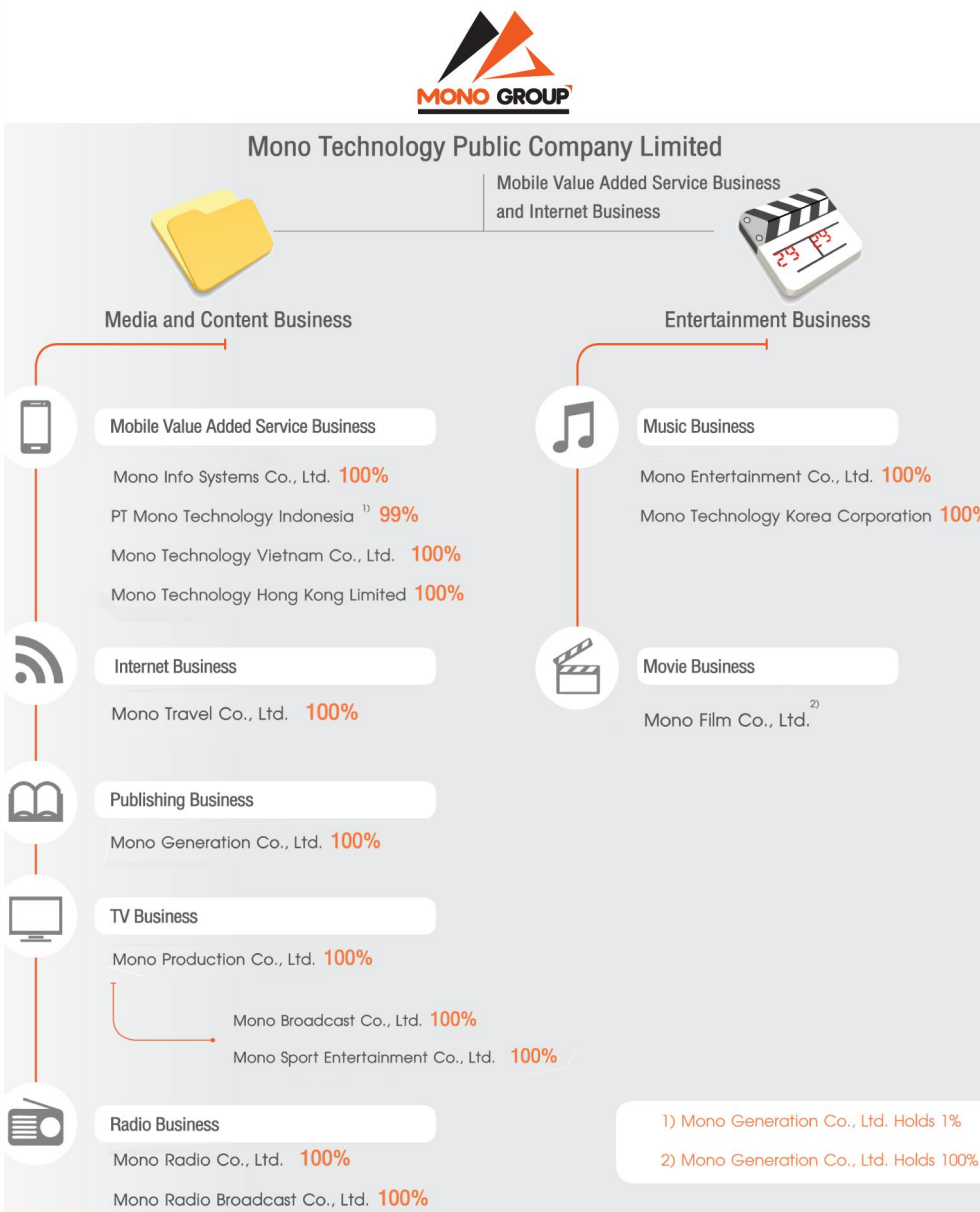


Top 10 Shareholders

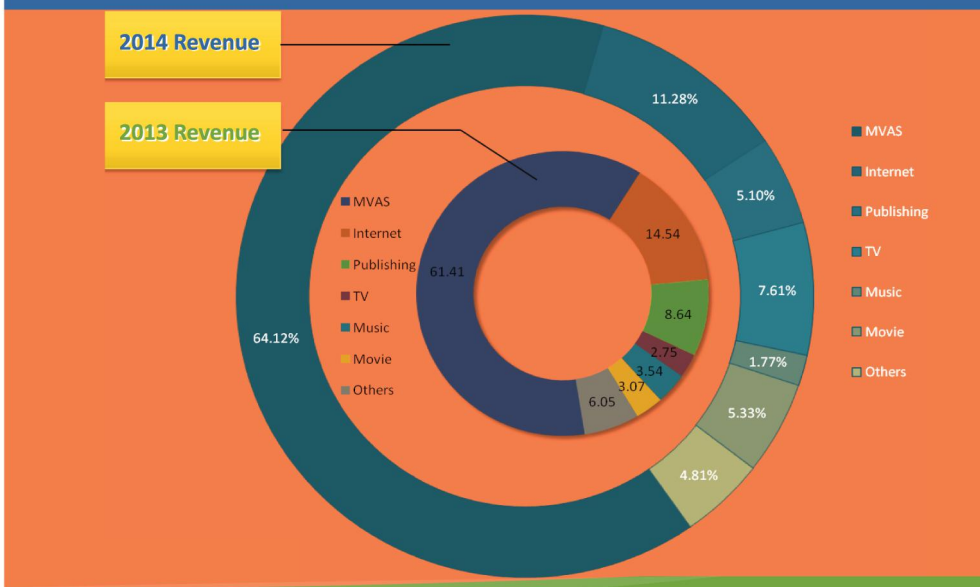
List of Shareholders	As of Sep. 24, 2014 (%)
1. Mr. Pete Bodharamik	71.87
2. Mr. Taweechart Churangkul	3.76
3. Mr. Soraj Asavaprapha	2.32
4. Thai NVDR Company Limited	0.73
5. Mr. Navamin Prasopnet	0.71
6. Mr. Sang Do Lee	0.61
7. Mr. Chan Bulakul	0.48
8. Mr. Komsak Wattanasriroj	0.39
9. Miss Yupaporn Chottanaporn	0.36
10. Quam Securities Company Limited A/C Client	0.36

Company Structure

Mono Technology PCL. has 14 subsidiaries, which can be divided into two main businesses : media and content business; and entertainment business.



Revenue Structure (for year ended Dec 31,2014)



2014 Performance : Top Three Businesses



Mobile Value Added Service

The Topmost Ranking in Mobile Content Provider Market Share

- Establishing powerful business alliances, namely the three major mobile operators (AIS, DTAC, and True Move) as well as collaborating with TV Broadcasters, namely Channel 5, Channel 7, Channel 9, KPN, etc.
- Regularly organizing marketing campaigns satisfactorily responding the customers' demands to maintain customer base, i.e. The Happy Trip to Liverpool activity that took our customers to watch and cheer premier league match between Liverpool and Chelsea, etc.
- Restructuring our business by developing new contents to support the current 3G network and the 4G technology that is impending.
- After the solutions are implemented for system connection problem with mobile operators as a result of the transformation to 3G networks in Q2/2014, the revenue in this unit surged almost equal to the figure of 2013.



TV

MONO29 soaring to the 3rd among the new players in Free TV business

- Due to the executives' vision, the positioning of MONO29 is the "Free TV with the most number of Great Movies and Popular TV Series", broadcasting premium contents to all viewers nationwide. MONO29's selected contents have successfully appealed more audiences.
- MONO29's rank in TV Rating for the first month of broadcast was 8th out of all 24 digital channels and 12th among the new digital channels. Showing a great leap, in December 2014 MONO29 was ranked 8th of the entire digital channels and the 3rd among the new player of Free TV.
- Not only forming but also supporting the Company's basketball team to compete in the Thailand Basketball League 2014 as well as broadcasting the whole tournament, with an aim to engender the basketball fever in Thailand.



- MONO29 BIG ENT was a great campaign at the end of 2014, in which the roadshow of cosplay parade from big movies promotes MONO29 channel throughout the country.



Internet

Mthai.com, the 4th Most Visited Website in Thailand

- Online video clip web page gains the topmost popularity as always and collaboration with alliances such as MBC, KBS, SBC, etc. are sought for expanding our content library in terms of popular series and the like.
- The management restructuring of Doonung.com, previously under Movie Business, has been moved to Internet Business, offering over 10,000 hrs. of movie and series contents via internet, internet TV and Doonung smartphone application.
- Gossipstar.mthai.com's fan page reached over 900,000 followers, becoming the new base of social networking.
- Engendering the phenomenon where the top talk-about personalities were awarded in the MThai Top Talk-About 2014.
- The key business alliances include LG, Ford, etc.



- MThai.com was awarded in "The Nine Fever Award 2014" for "Online Fever" as the most admired website.

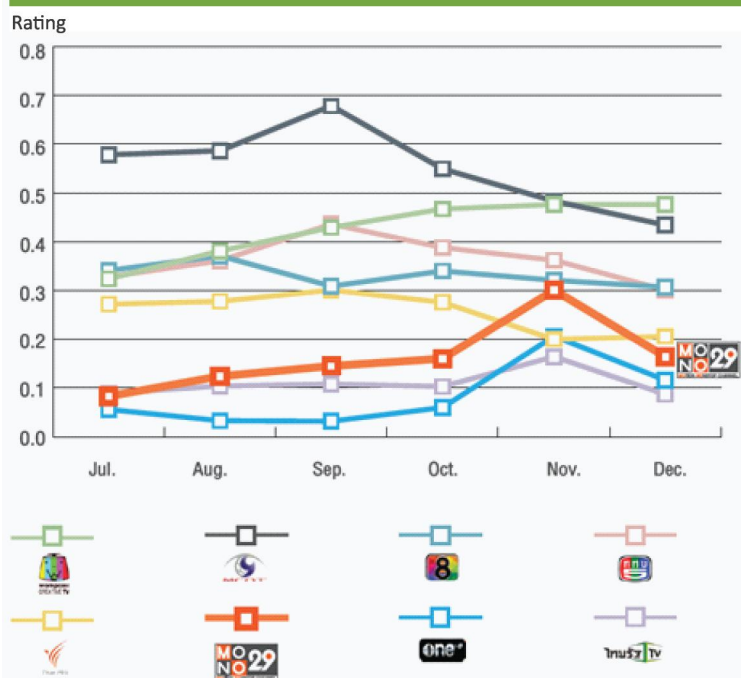


TV Audience Performance

MONO29 Programs

Rank	Ch. No.	Channel	2014 TV RATING					
			Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
1	35	Channel 7	4.167	4.345	4.146	4.431	4.269	4.070
2	33	Channel 3	3.397	3.282	2.981	2.805	2.639	2.464
3	23	Work Point TV	0.324	0.381	0.429	0.467	0.476	0.476
4	30	MCOT	0.578	0.586	0.678	0.549	0.483	0.434
5	27	Channel 8	0.341	0.371	0.309	0.340	0.321	0.307
6	1	Channel 5	0.328	0.361	0.436	0.388	0.362	0.301
7	3	TPBS	0.272	0.278	0.301	0.276	0.231	0.206
8	29	MONO29	0.083	0.124	0.145	0.160	0.147	0.164
9	31	ONE GMM	0.056	0.033	0.032	0.060	0.073	0.116
10	32	Thairath TV	0.089	0.104	0.108	0.103	0.096	0.087

Nationwide Digital TV Ratings during July to December 2014 (No. 3-10 : Free TV)



Source: Report arranged by Nielsen AGB Nielsen Media Research (Thailand) Limited

MONO29		ฟรีทีวี ที่มีหนังดี ซีรีส์ดังมากที่สุด						
เวลา		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
05.15 - 06.00		AROUND THE WORLD						
06.00 - 07.00		GOOD MORNING THAILAND						
07.00 - 09.00		CSI: MIAMI						
09.00 - 10.00		MOVIE HITs						
10.00 - 11.00		MOVIE HITs						
11.00 - 12.00		ENTERTAINMENT NOW						
12.00 - 14.00		MOVIE HITs						
14.00 - 15.00		MOVIE HITs						
15.00 - 16.00		MOVIE HITs						
16.00 - 17.00		ANI - MOTION						
17.00 - 18.00		THE DAY						
18.00 - 19.00		MOVIE HITs						
19.00 - 20.00		MOVIE HITs						
20.00 - 20.30		MOVIE HITs						
20.30 - 21.30		MOVIE HITs						
21.30 - 22.30		MOVIE HITs						
22.30 - 00.30		MOVIE HITs						
0.30 - 01.30		NIGHT TIME REPORT						

กดปุ่มสีแดงหรือ
remote SET TOP BOX
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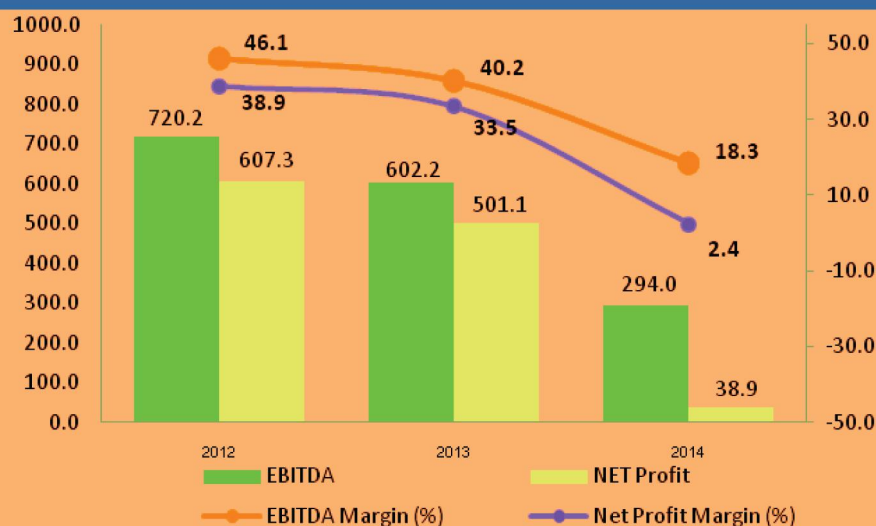
www.Mono29.com

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Financial Highlight

Items	Consolidated Statement		
	2012	2013	2014
Balance Sheet (THB mil.)			
Total Assets	714.07	3,386.22	5,704.85
Total Liabilities	257.82	293.17	2,742.32
Total Shareholders' Equity	456.25	3,092.93	2,962.53
Profit and Loss Statement (THB mil.)			
Sales and Services Income	1,538.21	1,407.38	1,526.31
Total Revenue	1,561.87	1,497.96	1,603.42
Profit before finance cost and income tax	673.43	542.76	(10.15)
Net profit (loss) attributable to Equity holders of the Company	607.30	501.12	38.89
Number of Shares(million shares) ¹	2,308.08	2,854.06	3,080.00
Earnings per Share (THB)	0.26	0.18	0.01
Financial Ratio			
Gross Profit Margin (%)	63.69	58.66	32.82
Operating Profit Margin (%)	42.24	32.13	(5.72)
Net Profit Margin (%)	38.88	33.45	2.43
Return on Equity (%)	168.80	28.24	1.28
Return on Asset (%)	95.26	24.31	0.86
Debt to Equity Ratio (times)	0.57	0.09	0.93
P/E (times)	-	19.49	83.73

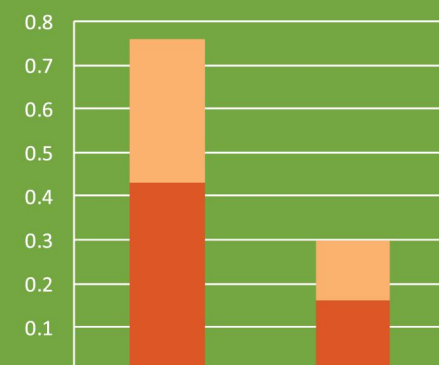
Net Profit and EBITDA



The Company and subsidiaries recorded the net profit margin for 2014 at 2.4%, compared to 33.5% in 2013, declining by 31.1% due to the following reasons. In 2014, Mono Group invested in the acquisition for the national commercial digital terrestrial television license for its broadcasting business under the name of MONO29. As a result, the expense of the Company increased from the costs of license, contents, and public relations scheme for promoting and publicizing MONO29 channel. Besides, more personnel recruitment must be made along with procurement of place, tools and network in order to support the broadcast of MONO29 channel. The above activities caused a considerable amount of costs and expenses to the Company, which was in line with the risk factor analysis. However, the revenue from TV Business was recognized in Q3/2014 and revenue growth increased in Q4/2014.

Dividend Payment Record

Baht per share



Interim Dividend Payment	0.327	0.14
Total Dividend Payment	0.431	0.16

- Dividend Payout Ratio of 2013 and 2014 was 46.68% and 102.13% respectively, calculated using MONO closing share price one day before the BODs' approval of the said dividend.

- In 2013, the BODs approved totally four dividend payments: 3 interim dividends in cash and 1 annual dividend.

- In 2014, the BODs approved 2 dividend payments: 1 interim dividend including cash dividend of 0.02 Baht per share and stock dividend of 0.12 Baht per share, and 1 annual dividend.



Contact Info

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