



# INVESTOR UPDATES (January - March 2016)

## PRESS GROUP INTERVIEW



Mr. Navamin Prasopnet, Assistant Chairman and Chief Marketing Officer of Mono Technology Public Company Limited, held a group interview for the press on Mono Group's 2015 business plan. Mono Group, currently ranked number 4 TV channel nationwide, plans to reinforce its leadership in media and entertainment industry and expects 3 billion in revenue by the end of the year 2016. 50% of the revenue comes from TV business, 40% from mobile and Internet business, 3% from film business, 2% from radio, music and publishing business and the rest from other business.

**Top**  
**10**  
TV Rating Q1/2016

**Demographics:**  
All 15+ 24Hrs

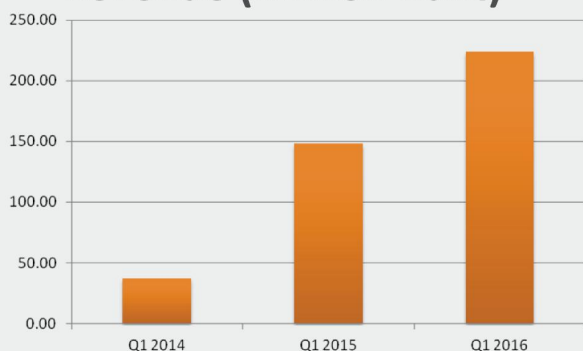
**Source:** AGB Nielsen

Rating Q1/2016		
Ranking	Channel	TVR
1	CH7	2.534
2	CH3	2.066
3	WORKPOINT TV (DTT)	0.819
<b>4</b>	<b>MONO 29 (DTT)</b>	<b>0.489</b>
5	CH8 (DTT)	0.474
6	ONE (DTT)	0.353
7	3SD (DTT)	0.247
8	CH9	0.199
9	THAIRATH TV (DTT)	0.166
10	TRUE4U (DTT)	0.135

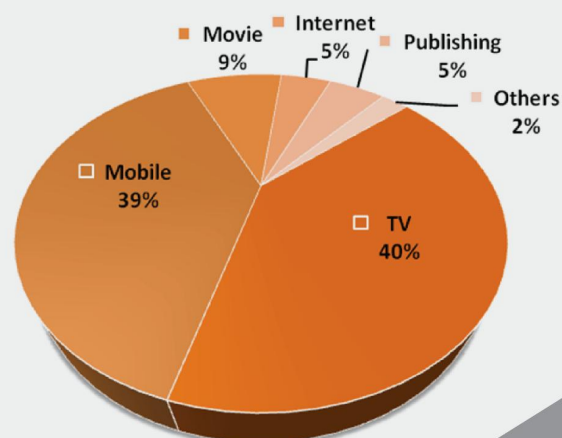
# Financial Highlight

Items	Consolidated Statement			
	2013	2014	2015	Q1-2016
<b>Balance Sheet (THB mil.)</b>				
Total Assets	3,356.11	5,400.10	5,277.74	5,319.63
Total Liabilities	263.17	2,488.88	2,854.18	2,884.64
Total Shareholders' Equity	3,092.94	2,911.22	2,423.56	2,434.99
<b>Profit and Loss Statement (THB mil.)</b>				
Sales and Services Income	1,407.39	1,526.31	1,892.96	490.93
Total Revenue	1,497.96	1,603.42	1,925.14	496.68
Profit before finance cost and income tax	542.76	4.41	(407.11)	(40.56)
Net profit (loss) attributable to Equity				
Company	501.12	(12.42)	(486.57)	(80.18)
Number of Shares(million shares) <sup>1</sup>	1,297.30	3,080.00	3,085.56	3120.17
Earnings per Share (THB)	0.39	0.00	(0.16)	(0.03)
<b>Financial Ratio</b>				
Gross Profit Margin (%)	58.66	33.77	12.69	19.81
Operating Profit Margin (%)	32.13	(4.76)	(23.21)	(9.43)
Net Profit Margin (%)	33.45	(0.77)	(25.27)	(16.14)
Return on Equity (%)	28.24	(0.41)	(18.24)	(13.2)
Return on Asset (%)	24.31	(0.28)	(9.11)	(6.05)
Debt to Equity Ratio (times)	0.09	0.85	1.18	1.18

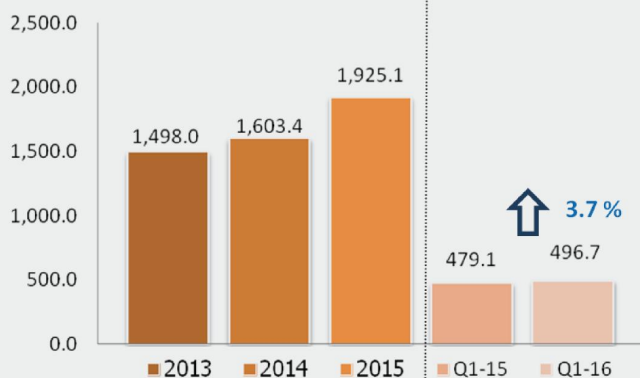
## Revenue (Million Baht)



## Revenue Structure Q1-2016



## Advertising Revenue (Million Baht)





# ACTIVITY UPDATE

## MONO Mobile and Internet



Dr. Soraj Asavaprapha, Vice Chairman of Mono Technology and Public Company Limited and executives took photographs with the award winners of “MThai Top Talk About 2016 Awards” such as Ananda Everingham, Andrew Gregson, DJ Put- Puttichai Kasetsin, Alex- Alexander Rendell, Pooklook-Fonthip Watcharatrakul, Rudklao Amratisha, and more. “MThai Top Talk-About 2016” is the biggest event for the online community

awarding the most talked-about people on the Internet. The event has been held for six consecutive years. This year the event was held at Parc Paragon, Siam Paragon Department Store.

Mr. Patompong Sirachairat, Executive Director of Mono Film Company Limited under Mono Group, and Mr. Harjeet Drubra, Chief Financial Officer of Tesco Lotus Company Limited, launch “Tesco Lotus – Monomaxxx Lucky Draw Privilege”. Any customers who pay the bills or top-up Monomaxxx online movies service ([www.monomaxxx.com](http://www.monomaxxx.com)) via Tesco Lotus counter service or “One Stop Counter” are eligible to join. Every payment or every 200 Baht top-up will have to chance to win prizes worth of more than 170,000 Baht. The more you pay, the bigger chance to win. The campaign starts from today until May 31, 2016.





# MONO Publishing

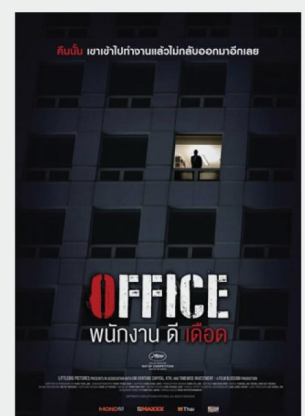


“Gossip Girls 2016 The Acting Challenge” was held to find the starring actress for MONO29. Mr. Navamin Prasopnet, Executive Director of Mono Generation Company Limited, Noon-Woranuch Bhirombhakdi, Brook-Danupol Boonakan,

and Toy-Setha Sirachaya. attended the event and congratulated the winner, Miss Gossip Girl Number G3, Kanyamas Insaratep, the 18-year-old freshmen from the Faculty of Physical Education (Public Health Major), Srinakharinwirot University. The winner of the “GossipGirls 2016 The Acting Challenge” received 300,000 Baht plus other prizes.

# MONO Film

In the first quarter of 2016, MONO Film released quality films to theatres nationwide as followed:





# CSR



Mr. Bannasit Rakwong, General Manager of Mono29 Digital TV channel, Mr. Kittisak Pukcharoen, Senior Manager of CSR & Internal Communication, and other Executives of Mono Group along with the artists and the news reporters from Mono29 brought fun activities such as a show from comedians, games, jugglery, balloons, dolls and

also provide school supplies to the children at Queen Sirikit National Institute of Child Health. Moreover, the children were very excited to meet and greet with their favorite actors during the event. After the entertainment, Mono29 contributed 100,000 Baht (one hundred thousand Baht) to Dr. Thanarat Layangkul, Deputy Director of Health System Development, for the patients who need Transcatheter Aortic Valve Implantation (TAVI).

Mr. Sang Do Lee, Chief Executive Officer of Mono Technology PCL., donated one million Baht to Ms. Supaporn Rakwong, the committee and treasurer of Dr. Phichani Bodharamik Foundation for Children and Seniors" to build Mono Group 7 Facilities and supply sport equipment for Wat Khun Song School at Kaeng Hang Maeo District, Chanthaburi Province. The event took place at on the 31th floor of Jasmine International Tower, Chaengwattana Road.

