

Mono Group 3Q2018

Agenda

- 3Q2018 highlights
- Operational highlights
- Financial highlight
- Strategic directions and 2019 outlook

3Q2018 highlights

3Q2018 highlights



- Peak TVR: **6.694** (source: nielsen, tvr 4+)
- Increase investment in Monomax's contents
- Focus on rebranding Monomax since Aug 23rd 2018
- Tmoment releases 2 movies in theatres
- Revenues: **THB 576.48m**
- EBITDA: **THB 262.54m**
- Tangible & Intangible assets: **THB 335.99m**

Operational highlights

TV

Thailand Premiere Package

Quarter 1, 2018



PEAK
3.96

AVG TVR
3.05
Deadpool

AVG TVR
2.46

Quarter 2, 2018



PEAK
4.68

AVG TVR
3.26
Teenage Mutant Ninja Turtles:
Out Of The Shadows

AVG TVR
2.63

Quarter 3, 2018



PEAK
4.50

AVG TVR
3.45
The Hitman's Bodyguard

AVG TVR
2.78

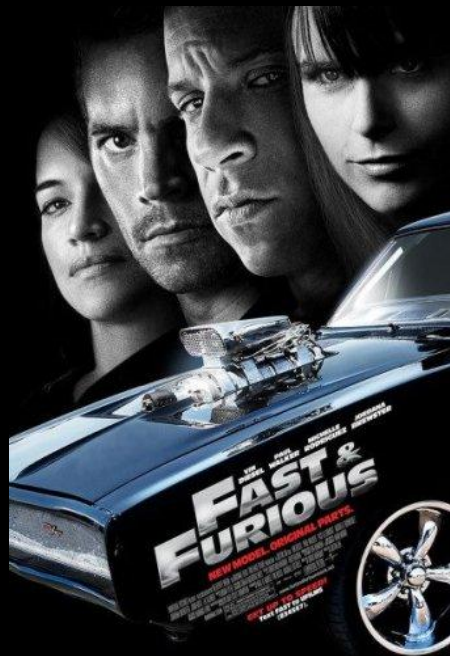
The best program

PEAK 6.13

The best program
AVG TVR 4.19

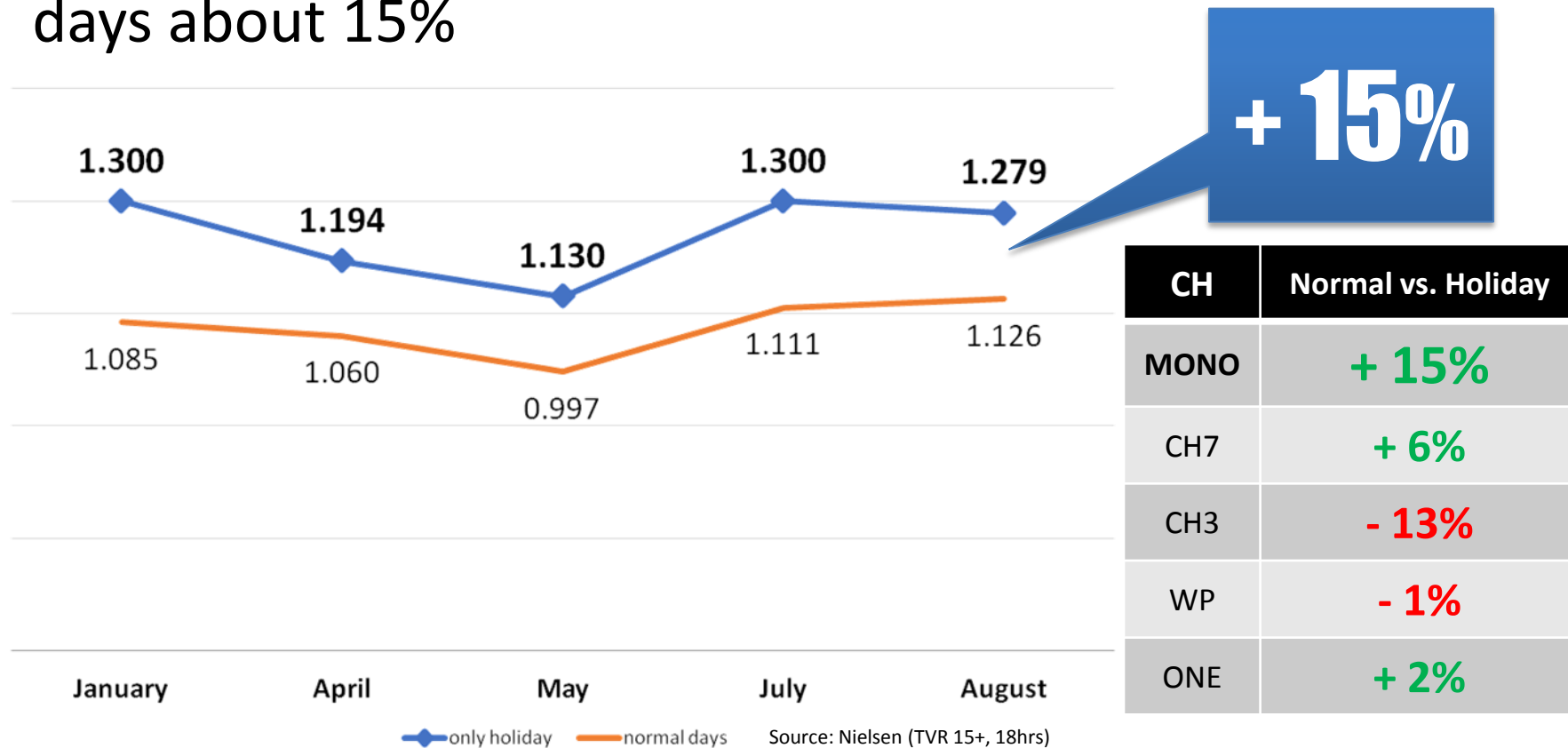
Furious 7

overall
AVG TVR 2.80



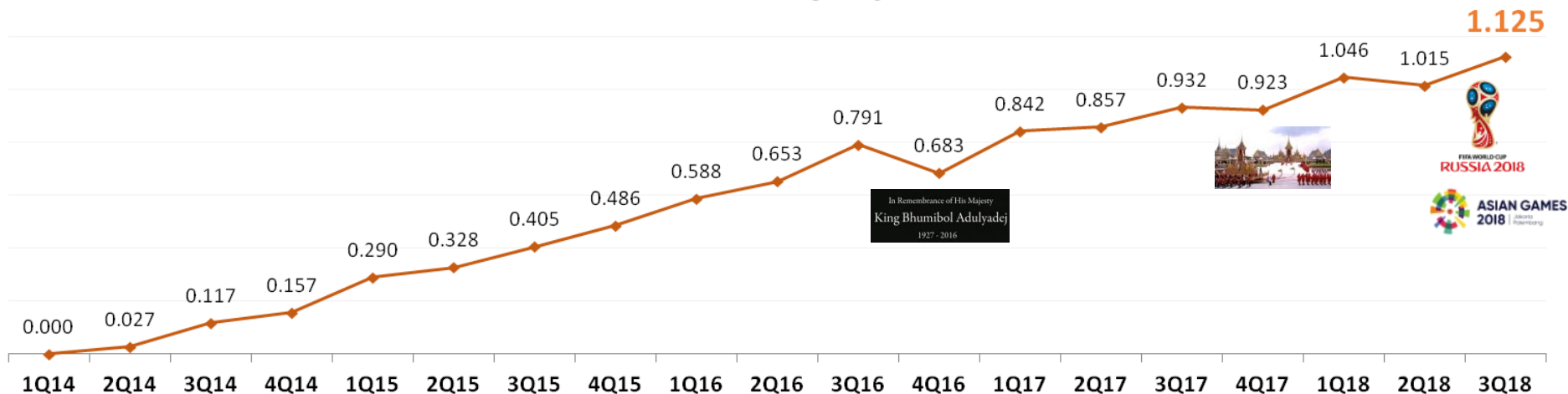
success in movie universes

In 2018, **TVR during holidays** are greater than normal days about 15%



While **Mono29**'s rating is growing steadily, some special events affected advertisers' spending

TVR 4+ 18 hrs



MonoMax

Increase investment in MonoMax contents



Mono Original
(own movies and series)

Live Sports
(Basketball, Sepak Takraw)

Major studios
(movies and series)

Family Contents
(movies, cartoon, and education)

Asian Contents
(movie and series)

Documentary

MonoMax content examples

Major Studios Contents



Thai Contents



Asian Contents



Integrated marketing communication

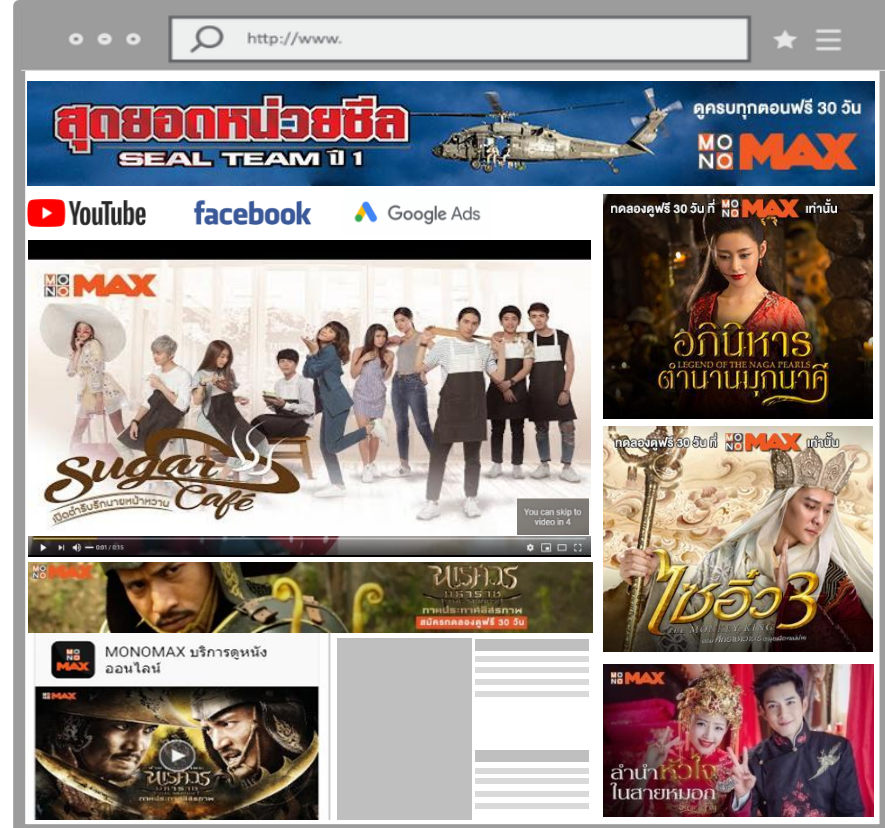
Billboard / Pop Up (on Mono29) / Magazine / Newspaper

Interstitial Ad / Leaderboard / Banner / Mobile Site / Advertorial / Webboard

OFFLINE MEDIA



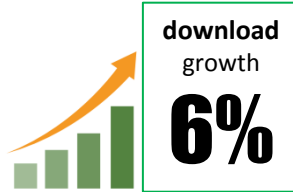
ONLINE MEDIA



The result of rebranding MonoMax since Aug 23rd, 2018

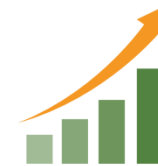
(data from August to October)

New price @250 per month



new members

Total paid subscribers
(250 Baht per month):
6,500 sub.



content view
growth
227%

Remark: MonoMax's revenue is mixed with both old members who pay at the old prices and new members who get a free trial period.

Tmoment

Improve in Tmoment performance



net revenues

18m



Released: 1 Aug. 18

net revenues

25m



Released: 27 Sep. 18

net revenues

34m

- data: as of Oct. 7th, 2018
- net revenues including TH Boxoffice, upcountry, and international licensing

Sport



Achievement of Mono Vampire

sponsored by



2014

Thailand Basketball League [TBL]
➤ **Champions**

2015

Thailand Basketball League [TBL]
➤ **Champions**

2016

FIBA Asia Club Champion Cup
➤ **6th**

Thailand Basketball Super League [TBSL]
➤ **Champions**

Thailand Basketball League [TBL]
➤ **Champions**

2017

Thailand Basketball League [TBL]
➤ **Champions**

2018

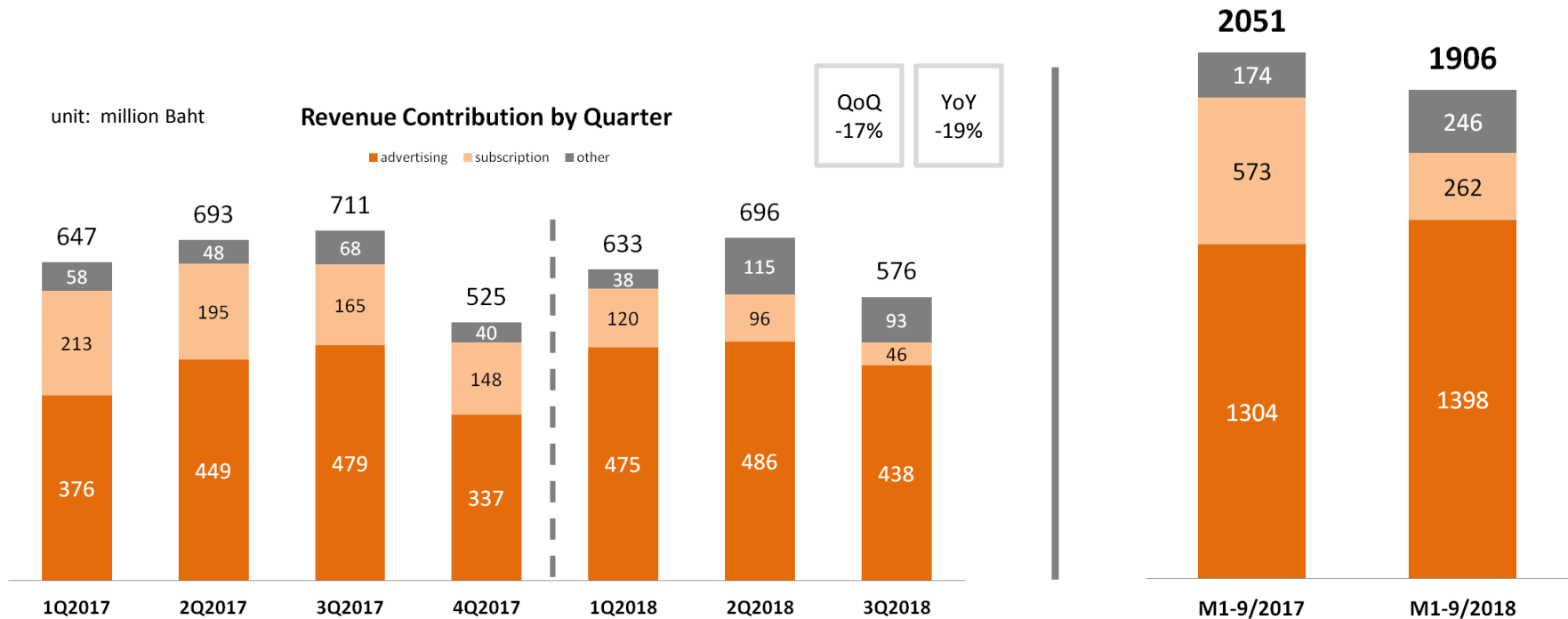
Asean Basketball League 2017-2018 [ABL]
➤ **Runner up**

Thailand Basketball Super League [TBSL]
➤ **Champions**

Thailand Basketball League [TBL]
➤ **Runner up**

Financial highlights

1. Revenue from core business



- Advertising revenue increases but it is less than expected since advertisers spent budget to 2 big sport events (“**world cup 2018**” from Jun 14th to Jul 15th and “**2018 Asian Games**” from Aug 18th to Sep 2nd)
- Monomax’s subscribers increase steadily but have not be able to compensate declining of SMS subscribers yet.

2. Cost structure

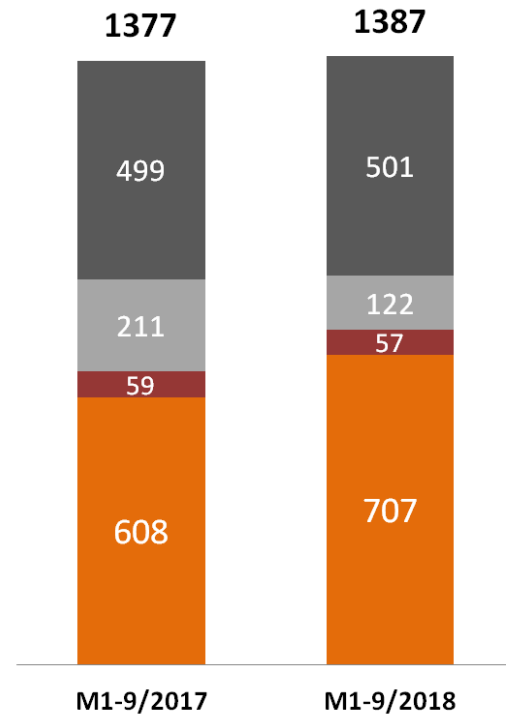
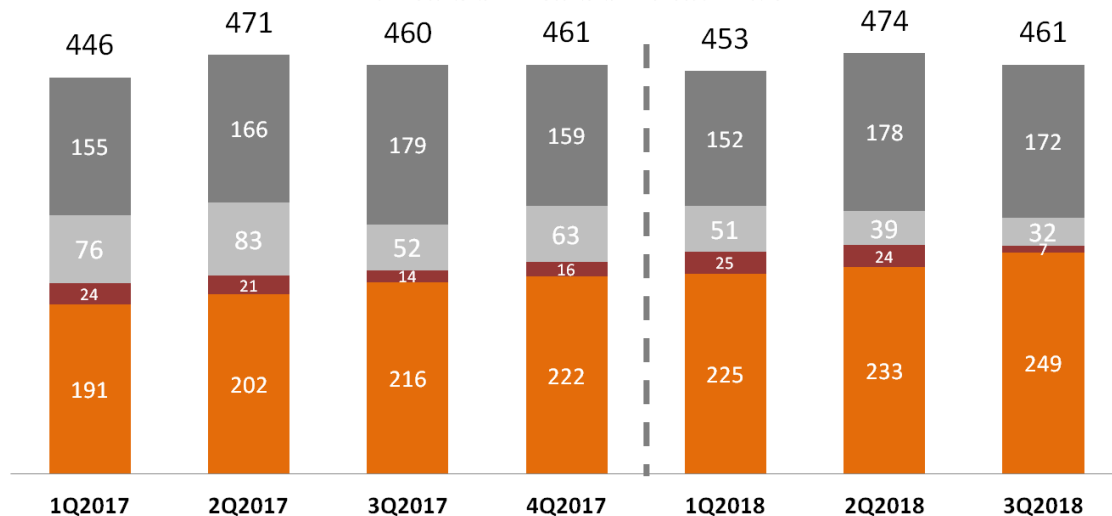
unit: million Baht

COGS by Quarter

non live contents live contents sms sub other

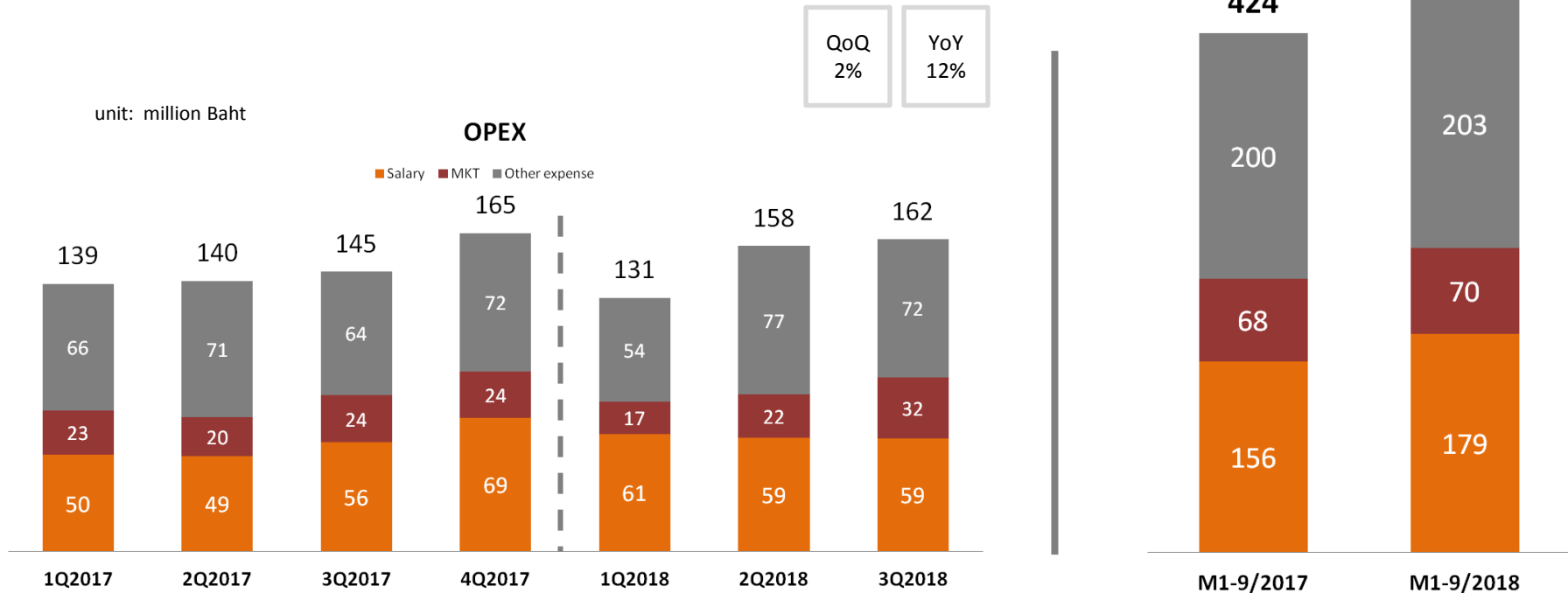
QoQ
-3%

YoY
0%



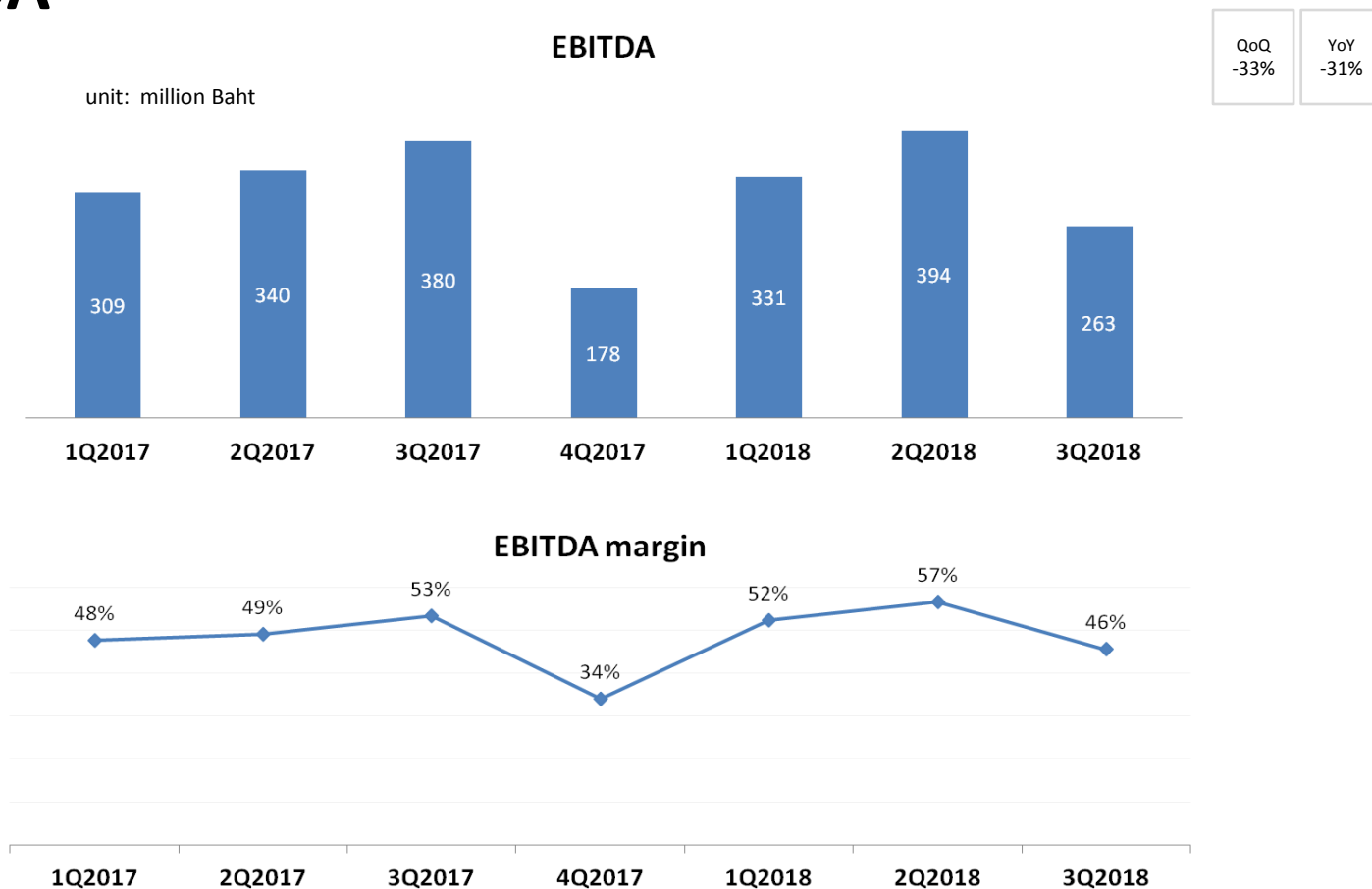
3. OPEX

unit: million Baht

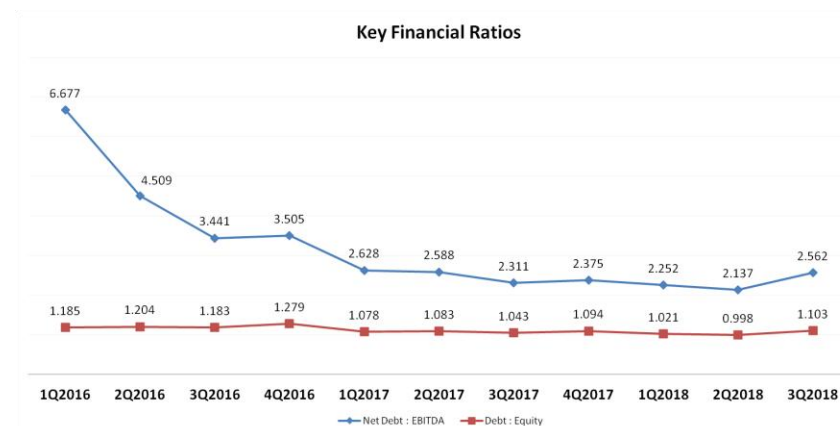
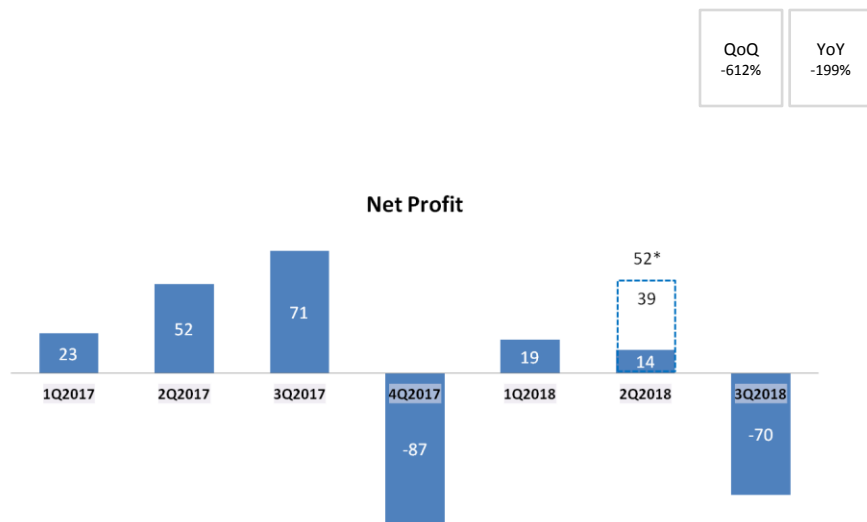


Salary increases due to new business especially content productions

4. EBITDA



5. Net profit and key financial ratios

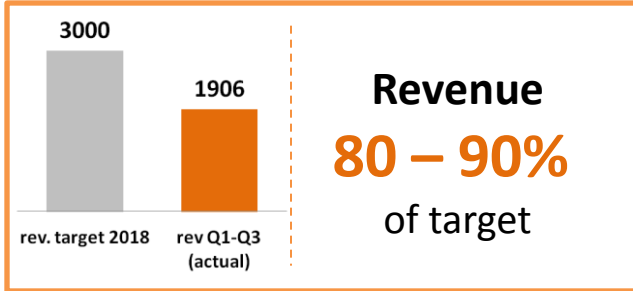


* In 2Q2018, operating profit is THB 52.4m but after write off non-performing assets in 2Q2018 about THB 38.7m, net profit is THB 13.7m.

** In 3Q2018, mobile value added service revenue is decreasing radically.

*** Key financial ratios show a strong financial position.

2018 outlook



45-50%
EBITDA margin

THB **50 – 60** million
Tangible assets

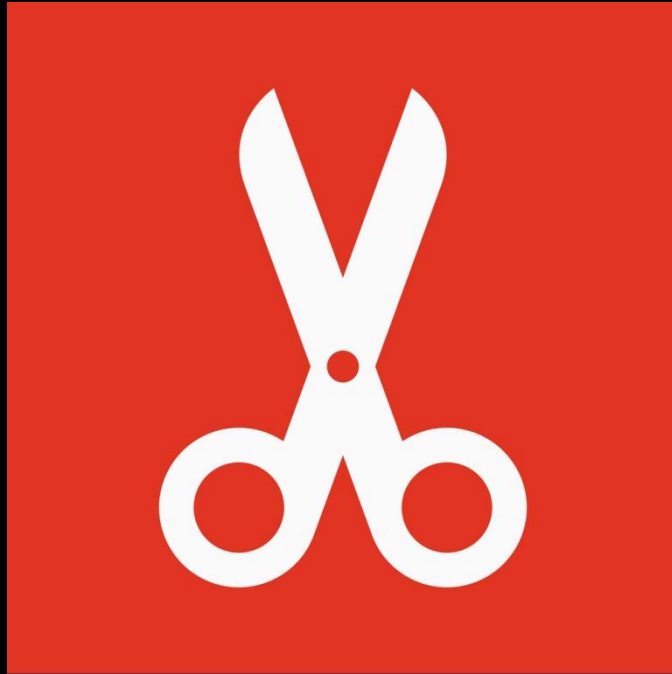
THB **1.0 – 1.2** billion
Intangible assets

Strategic directions and 2019 outlook

Enhance campaign collaboration with customers/agencies with new total solution service



MVAS: cut-off MVAS services



Mono Original: build up own content to utilize across our channels

Mono Original Series



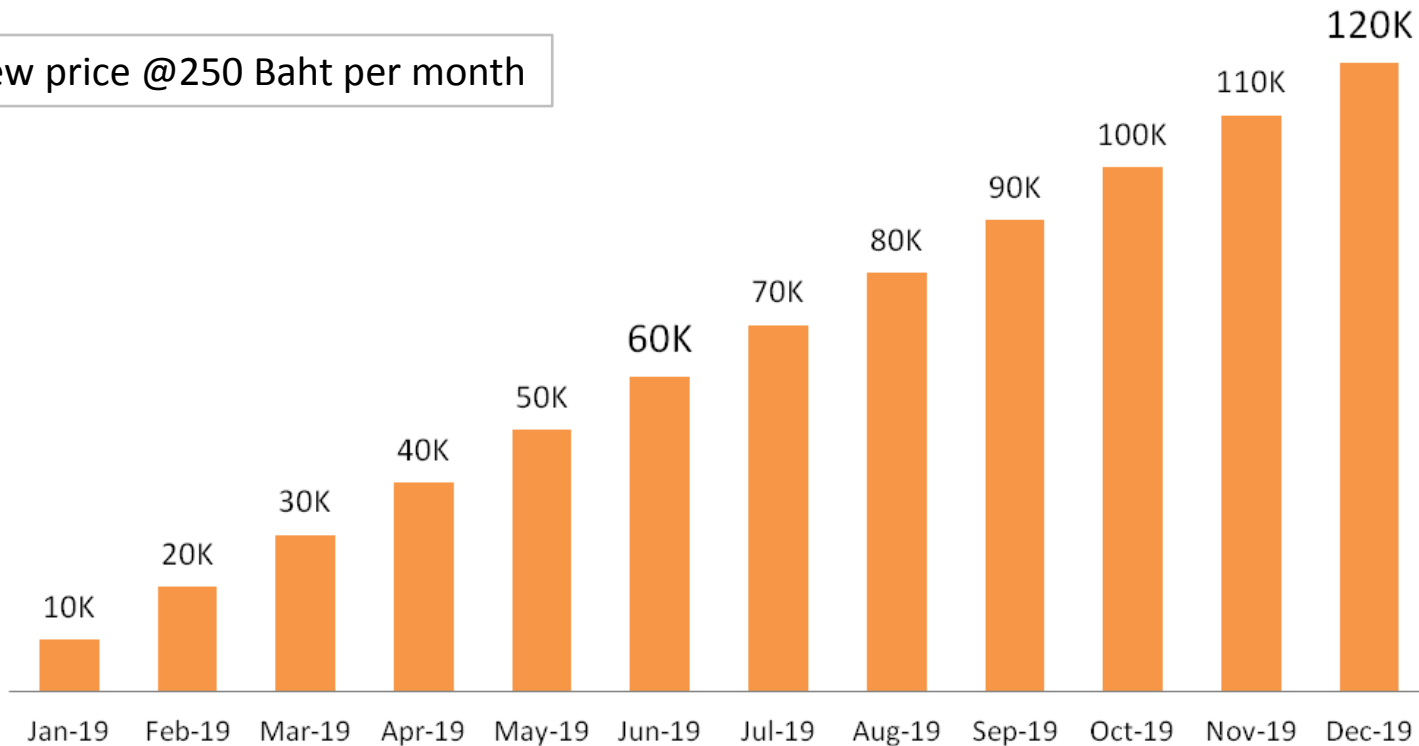
Mono Original Movies



Monomax:

1. Increase investment in MonoMax contents
2. Target 120,000 new subscribers by the end of 2019

* new price @250 Baht per month



Mono29: increase prime time ratecard by 40-50% to reflect Mono29



Sport entertainment: to be the winner of ABL (ASEAN Basketball League) and achieve TV rating at 2.0



29shopping: double airtime and increase more variety of products



Mono Fresh 91.5 concerts: more than 30 exclusive concerts in 2019

7

shows

2017

12

shows

2018

30

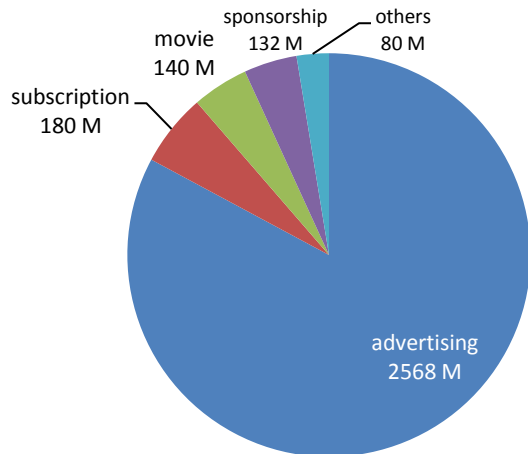
shows
(tentative)

2019

2019 outlook

Revenue Target

3100 million Baht



EBITDA margin

50 – 60%

Tangible assets

50 – 100 million Baht

Intangible assets

1.0 – 1.5 billion Baht