

# **Mono Group 2Q2019**

# Agenda

- 2Q2019 highlights
- Operational highlights
- Financial highlights
- Strategic directions

# **2Q2019 highlights**

# 2Q2019 highlights



- Mono29 peak TVR: **4.5**  
(TVR 15+, source Nielsen)
- Monomax subscribers: **16K** paid members at the end of Jun 2019
- Revenues: **THB 614m**
- EBITDA: **THB 256m**
- Tangible & Intangible assets: **THB 242m**

# **Operational highlights**

# 1. has high TV rating all day and keep growing

Time	2nd Qtr.2019				
	CH7	CH3	MONO 29	WORKPOINT	ONE
09:00:00 - 09:59:59	1.7	1.1	1.0	0.4	0.5
10:00:00 - 10:59:59	1.6	0.9	1.0	0.6	0.7
11:00:00 - 11:59:59	1.4	1.2	0.9	0.6	0.6
12:00:00 - 12:59:59	1.1	1.1	1.2	0.8	0.4
13:00:00 - 13:59:59	1.3	1.2	1.3	0.8	0.3
14:00:00 - 14:59:59	1.9	1.4	1.0	0.7	0.4
15:00:00 - 15:59:59	1.8	1.3	0.7	0.7	0.2
16:00:00 - 16:59:59	1.2	1.1	0.7	0.6	0.4
17:00:00 - 17:59:59	1.0	1.1	0.6	0.8	0.6
18:00:00 - 18:59:59	2.1	1.4	0.8	1.6	1.5
19:00:00 - 19:59:59	4.9	2.5	1.9	2.2	2.5
20:00:00 - 20:59:59	5.7	3.2	2.4	1.8	1.9
21:00:00 - 21:59:59	6.0	3.8	1.9	1.5	1.8
22:00:00 - 22:59:59	4.0	3.4	1.3	0.7	1.2
23:00:00 - 23:59:59	1.0	1.3	0.8	0.3	0.4

Time	July 2019				
	CH7	CH3	MONO 29	WORKPOINT	ONE
09:00:00 - 09:59:59	1.7	1.2	1.2	0.4	0.4
10:00:00 - 10:59:59	1.4	0.9	1.2	0.5	0.6
11:00:00 - 11:59:59	1.2	1.2	1.1	0.5	0.6
12:00:00 - 12:59:59	1.1	1.2	1.4	0.8	0.4
13:00:00 - 13:59:59	1.4	1.2	1.4	0.8	0.4
14:00:00 - 14:59:59	1.9	1.6	1.0	0.8	0.4
15:00:00 - 15:59:59	1.8	1.5	0.8	0.7	0.3
16:00:00 - 16:59:59	1.2	1.2	0.8	0.5	0.4
17:00:00 - 17:59:59	1.1	1.1	0.6	0.8	0.6
18:00:00 - 18:59:59	1.9	1.1	1.2	1.8	2.0
19:00:00 - 19:59:59	4.0	2.7	2.5	2.4	2.8
20:00:00 - 20:59:59	6.3	2.9	2.7	2.2	1.9
21:00:00 - 21:59:59	6.8	3.5	2.1	1.9	1.7
22:00:00 - 22:59:59	3.9	3.2	1.4	0.8	1.2
23:00:00 - 23:59:59	0.9	1.0	0.7	0.3	0.4

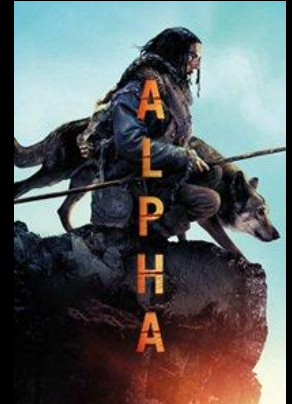
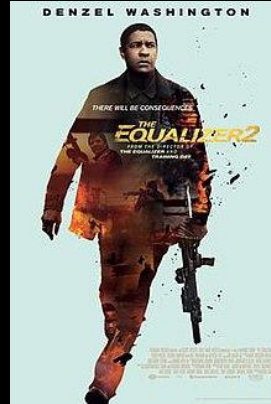
Prime Time

	1.0 < TV rating < 2.0
	TV rating >= 2.0

(source: nielsen)

TVR 15+

## 2. Highlight contents' performance



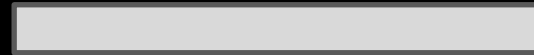
AVG Rating

(Source: Nielsen, TVR 15+)

3.1



BKK

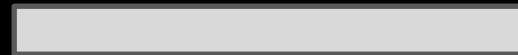


3.4 / 5.3

AVG / Peak



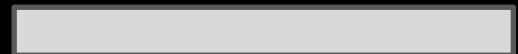
URBAN



3.3 / 5.3

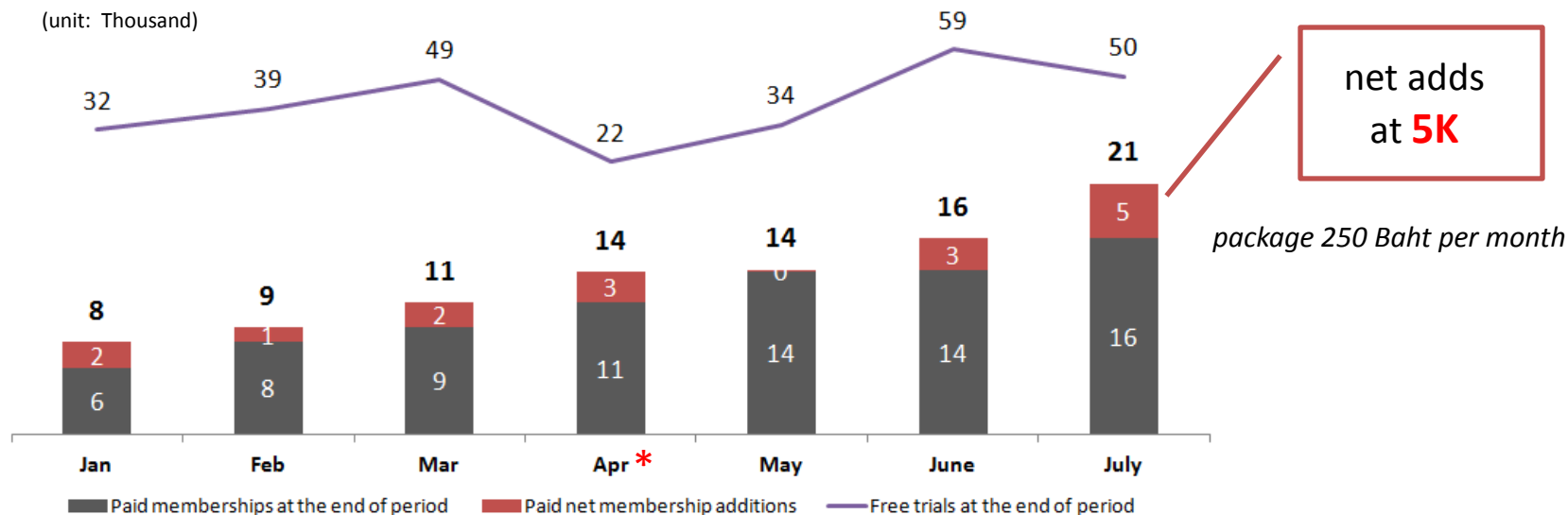


RURAL



3.0 / 4.8

### 3. MONO MAX paid memberships trend



- During fixing some IT issues in April 2019, spending in marketing budget was paused. Therefore, a number of free trial users had declined and effected to a number of paid net membership additions in May 2019.



# 4. Organize the biggest event in Northeast of TH “MONO29 Khonkaen Songkran Festival 2019”

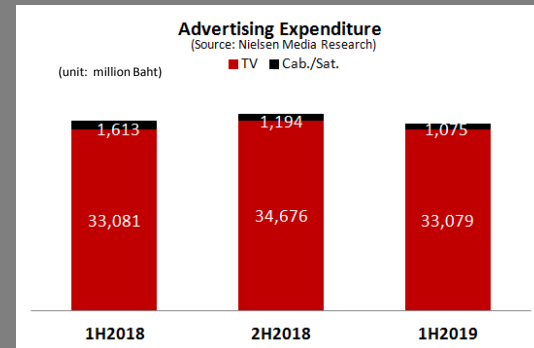
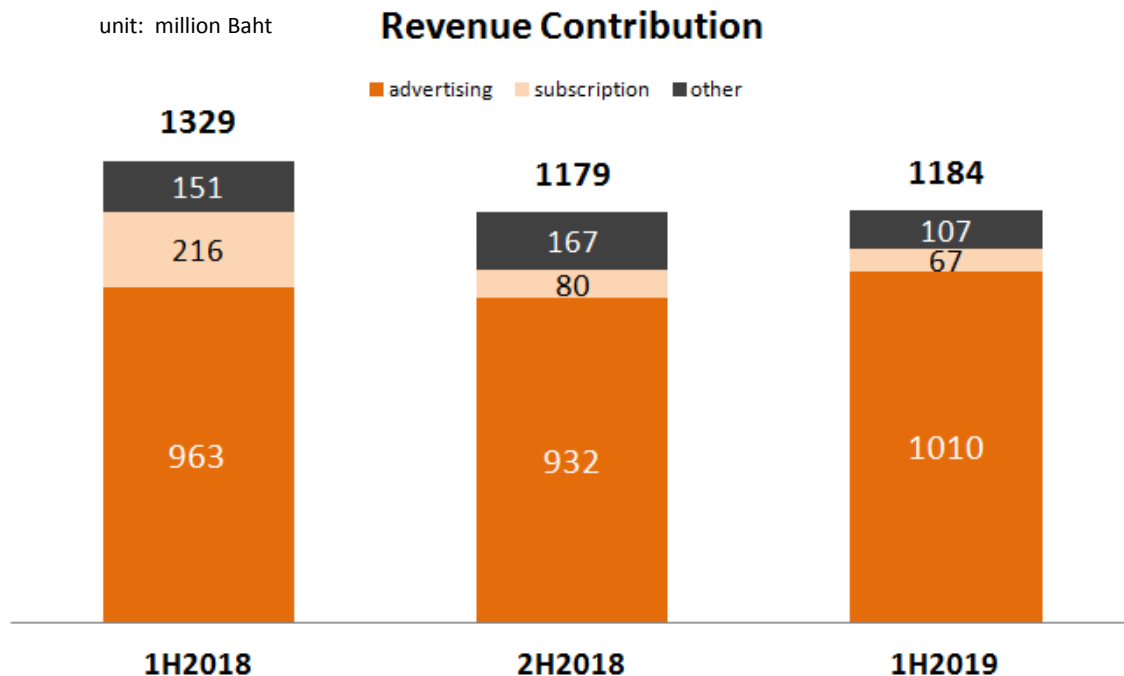


**Audiences 200,000**



# **Financial highlights**

# 1. Revenue from core business



Overall, tv advertising expenditure remains the same amount as previous year

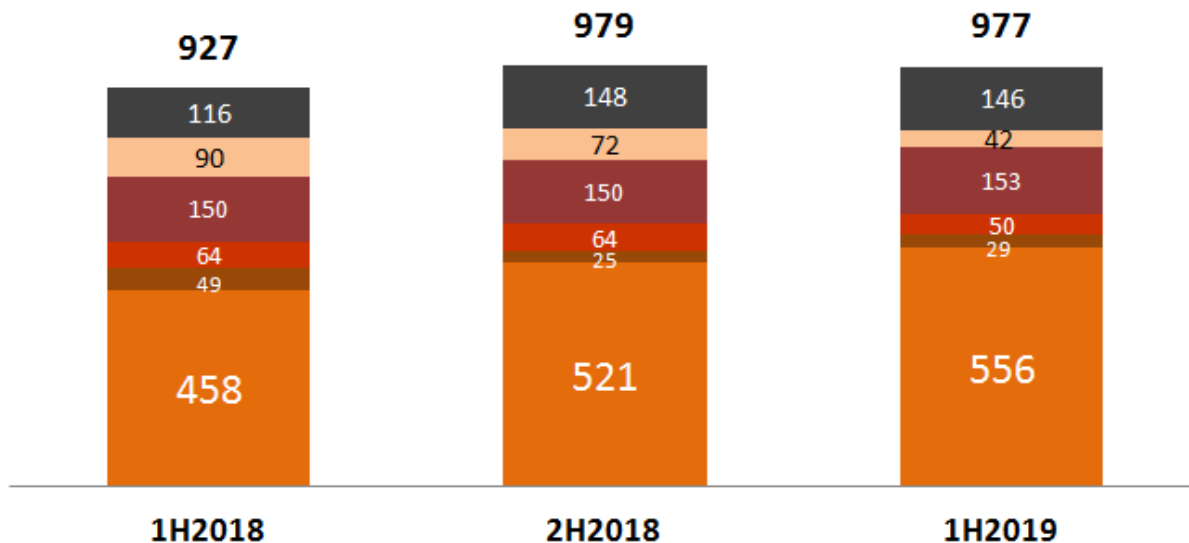
- In 1H2019, advertising revenue increase 8% from 2H2018 and increase about 5% from the same period in 2018.

## 2. Cost structure

unit: million Baht

### Cost Structure

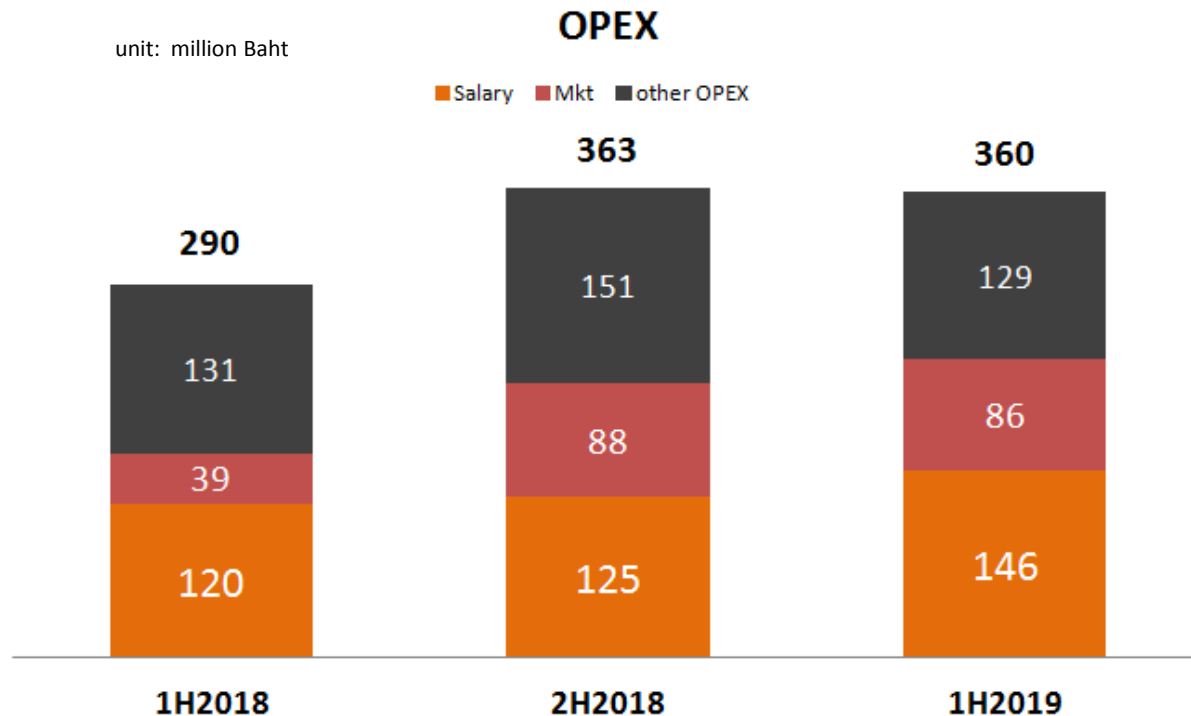
Non-live content Live content TV license TV business Subscription other COGS



- To build up Monomax library for competition, investment in contents is necessary. In 1H2019, content cost increases about 7% from 2H2018.

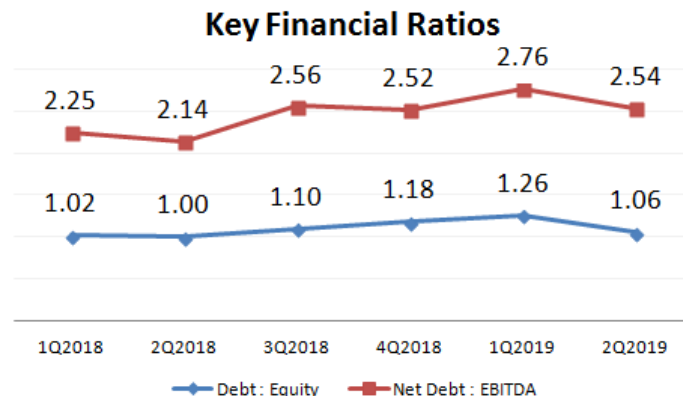
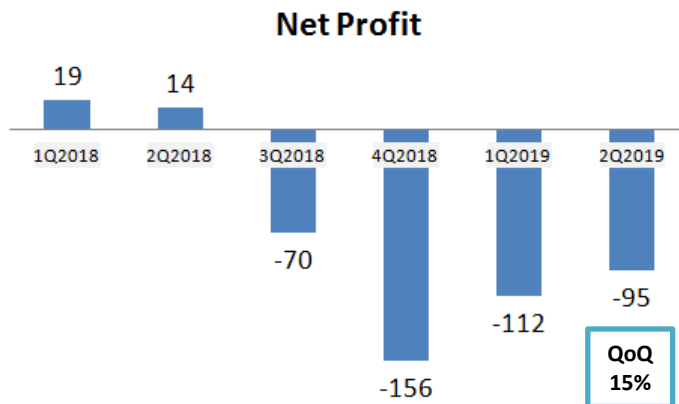
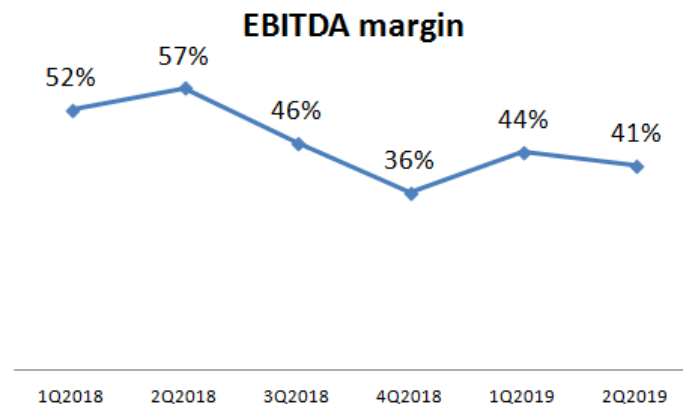
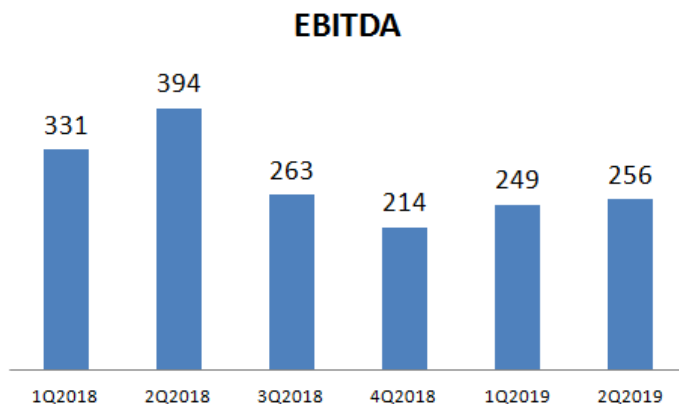
### 3. OPEX

unit: million Baht



- Due to “Labor Protection Act” in 2Q2019, salary expense increases about 17.5 million Baht. (one-time effect)

## 4. EBITDA, Net Profit, and Key Financial Ratios



# **Strategic directions**

# 1. Close and downsize some business operations

Business Unit	Action
Magazines	Closed
Game	Closed
Tmoment (movie production)	Halted business operation
Mobile value added service (MVAS)	Downsized operation in Thailand

**As a result, layoffs about 15% of total workforce**



## 2. Produce more own contents to enhance the bottom line of MONO29 and to use them as original contents of MONOMAX

### SERIES



(remake)

### MOVIE



**THANK YOU 😊**