




# **MONO GROUP**

## 3Q2019 performance & Y2020 strategy

**WE ARE MEDIA  
AND CONTENT CONGLOMERATE**



# Agenda

 **01** 3Q2019 Highlights

 **02** Financial Highlights

 **03** Strategic Directions

 **04** 2020 Outlook

# 3Q2019 Highlights



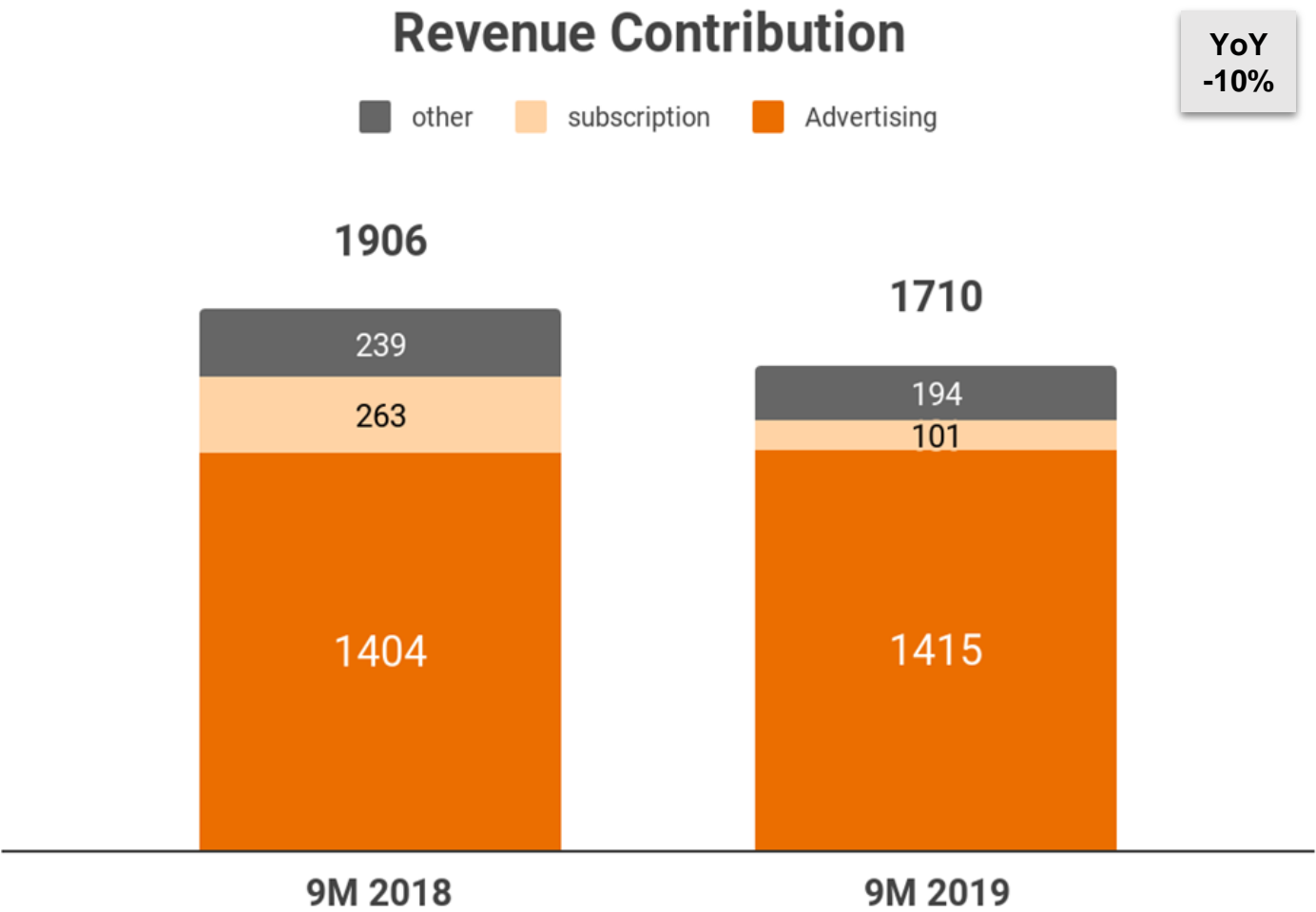
- Mono29 peak TVR: **6.389**  
(Kong: Skull Island = 5.082 TVR)
- Average TVR  
**Thailand Premiere = 3.450**
- Adjust prime time schedule  
**rating prime time growth 20%**

- 
- Revenues: **THB 527m**
  - EBITDA: **THB 179m**
  - Tangible & Intangible assets: **THB 242m**

# Financial Highlights

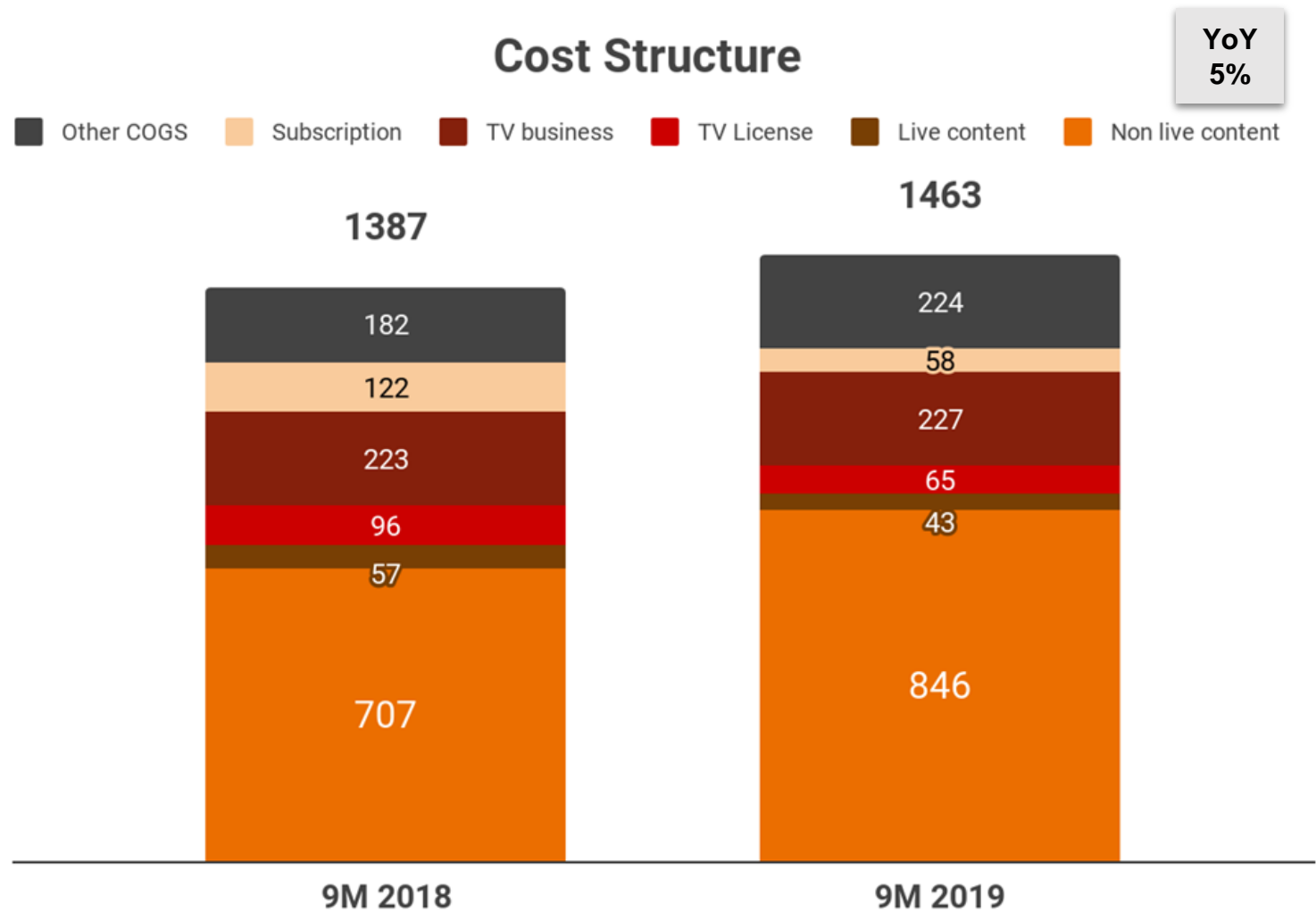


# 1. Revenue from core business



unit: million Baht

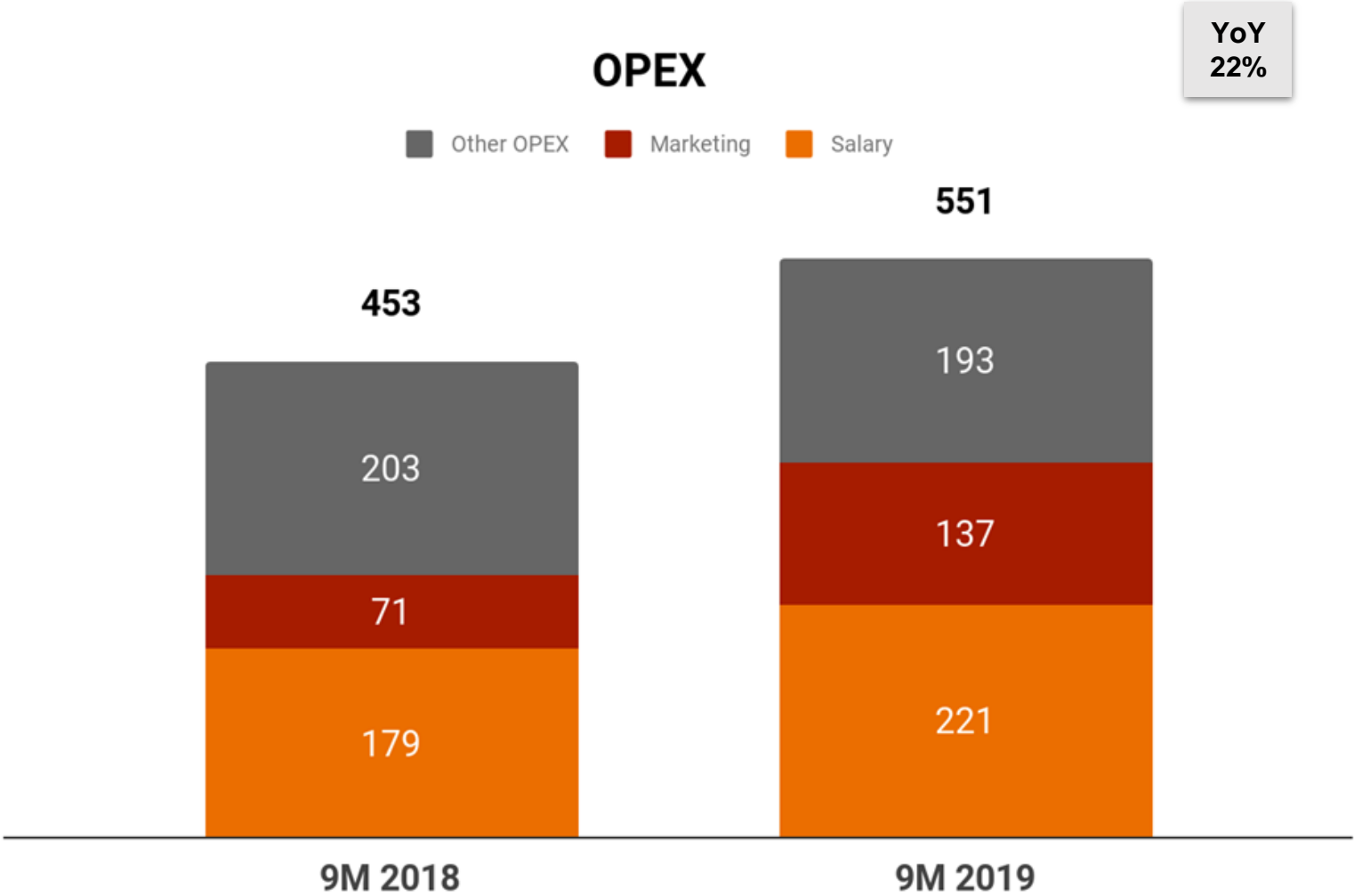
## 2. Cost structure



unit: million Baht

COGS of 9M2019 increases about 5% from the same time of 2018.

### 3. OPEX



9M2019, total OPEX increases 22% from 3 factors.

\* marketing expenses growth 93% mainly for Monomax.

\* “Labor Protection Act” in 2Q2019, salary expense increases 17.5 million Baht.

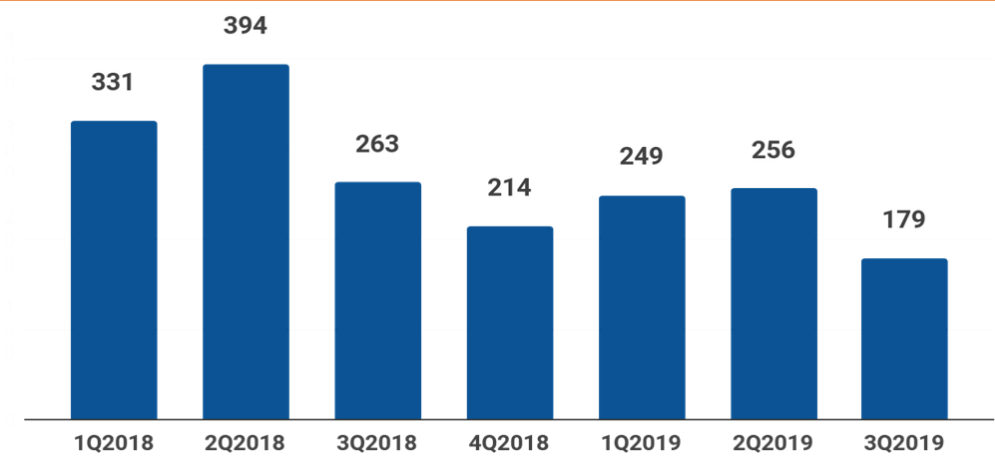
\* Downsizing: employee compensation expense 18 million Baht (June to July 2019)

unit: million Baht

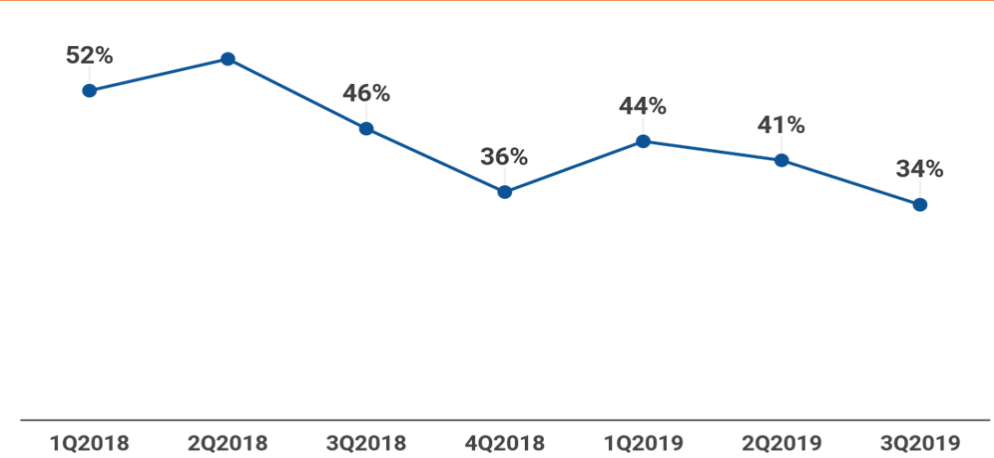


# 4. EBITDA, Net Profit, and Key Financial Ratios

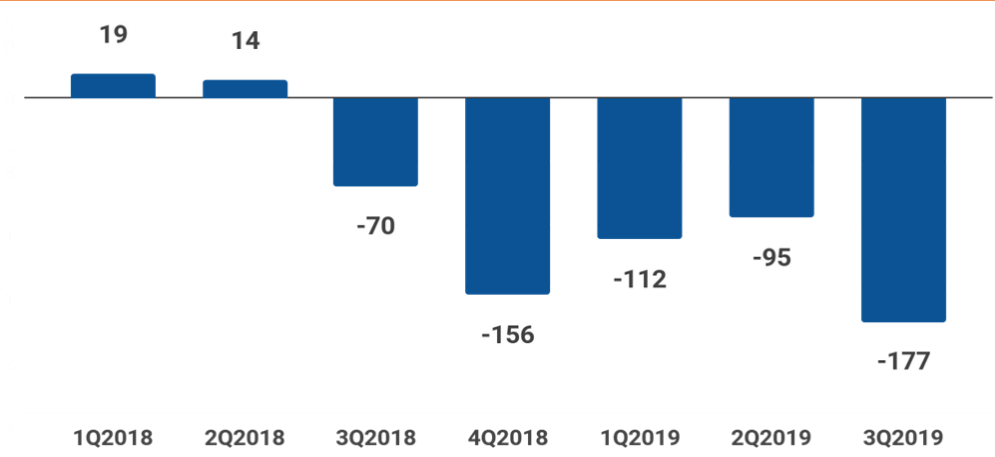
EBITDA



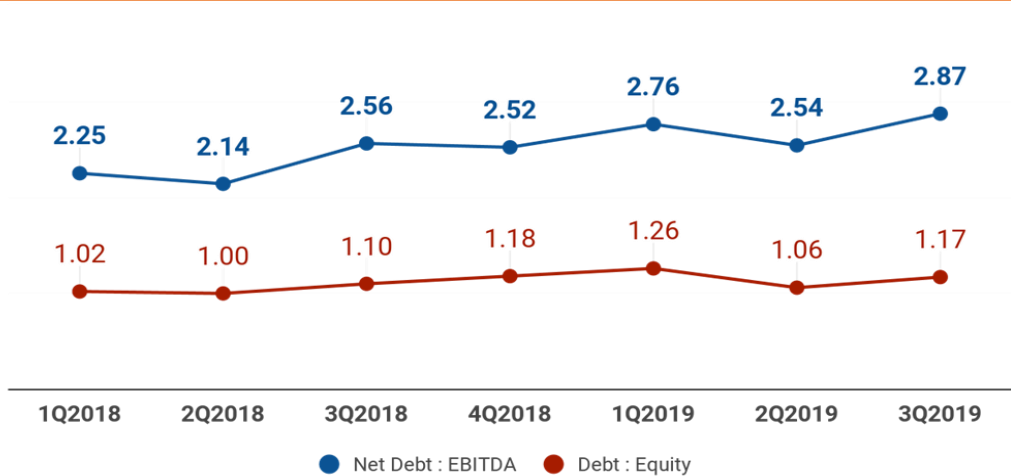
EBITDA margin



Net Profit



Key Financial Ratios



unit: million Baht



# Strategic Directions

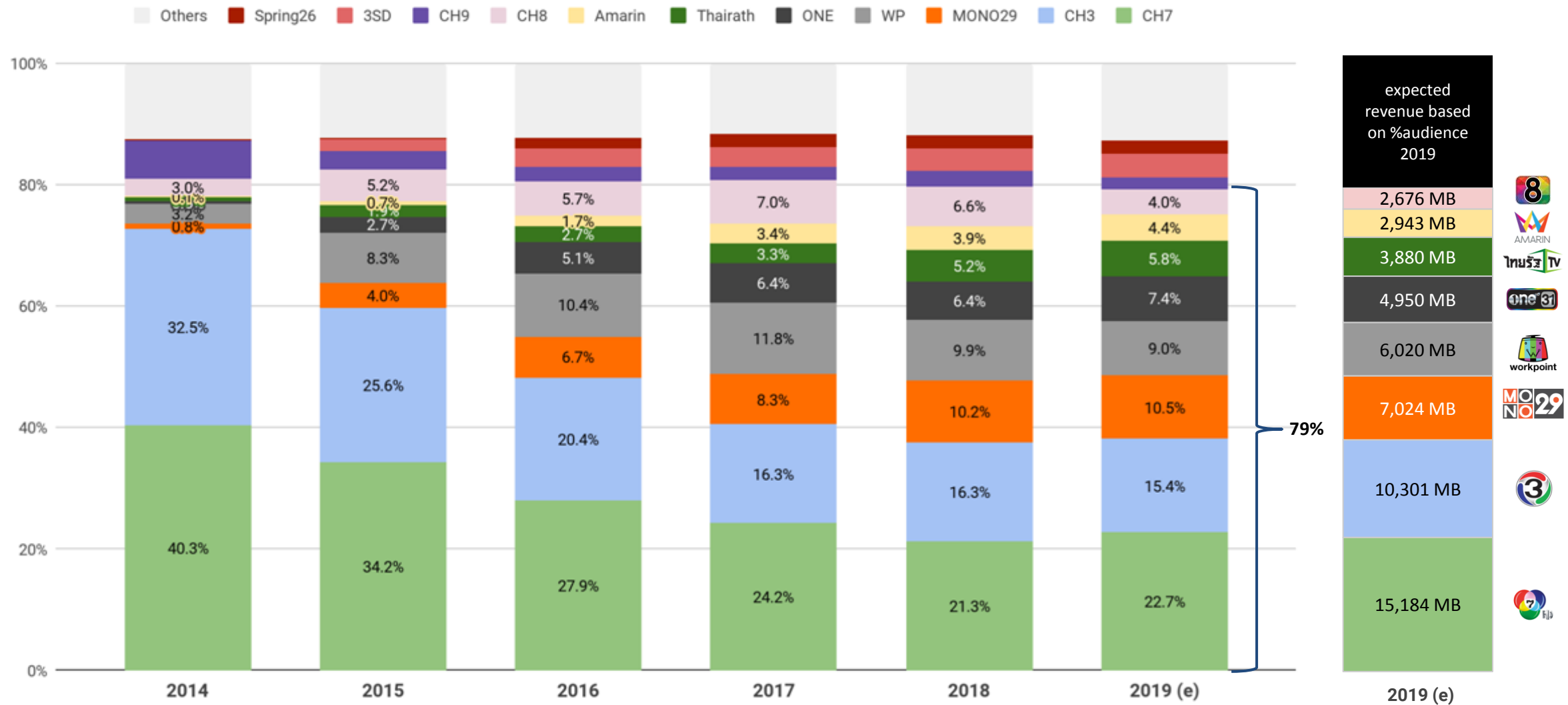


# **MONO29**

(digital TV channel)

1. increase prime time price to be 300,000 Baht per minute, and average **price per minute** in 2020 will be 80,000 Baht per minute
2. adjust prime time program (as a result, prime time **rating growth** about 20%)
3. reschedule news program
4. create more **PR&MKT campaigns**
  - a. “เกม29 เอาไปเลย”
  - b. “ดูหนังเท่ เสน่ห์กลางแปลง”
  - c. “MONO29จัดให้” vote to watch your favorite movie on MONO29
  - d. and more coming up events in 2020
5. utilize minute for **in-house** products (e.g. 29Shopping, Monomax, movies)

## % Audience share by channel (2014 - 2019e)



market size*	79,590 MB	84,398 MB	71,009 MB	65,805 MB	70,369 MB	66,892 MB(e)	66,892 MB(e)
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\*nielsen



## Rating, sales price, and UTI

	unit	2017	2018	2019 (e)	2020 (e)	
TV's market size in Thailand*	million Baht	65,805	70,369	66,892	65,000	
MONO29's audience share		8.30%	10.20%	10.50%	10.80%	
expected revenue based on audience share	million Baht	5,462	7,178	7,024	7,020	A
maximum inventory per year	minutes	87,600	87,600	87,600	87,840	
average price per minute	Baht	28,000	33,500	35,000	⚙ 80,000	
maximum revenue per year based on average price per minute	million Baht	2,453	2,935	3,066	7,027	B
% diff. between (A) and (B)		-55.09%	-59.11%	-56.35%	0.10%	
%UTI (exc. in-house and FOC)		64%	61%	60%	40%	
Revenue	million Baht	1,570	1,790	1,840	2,811	

\* nielsen

⚙ new ad package will be launched in January 2020

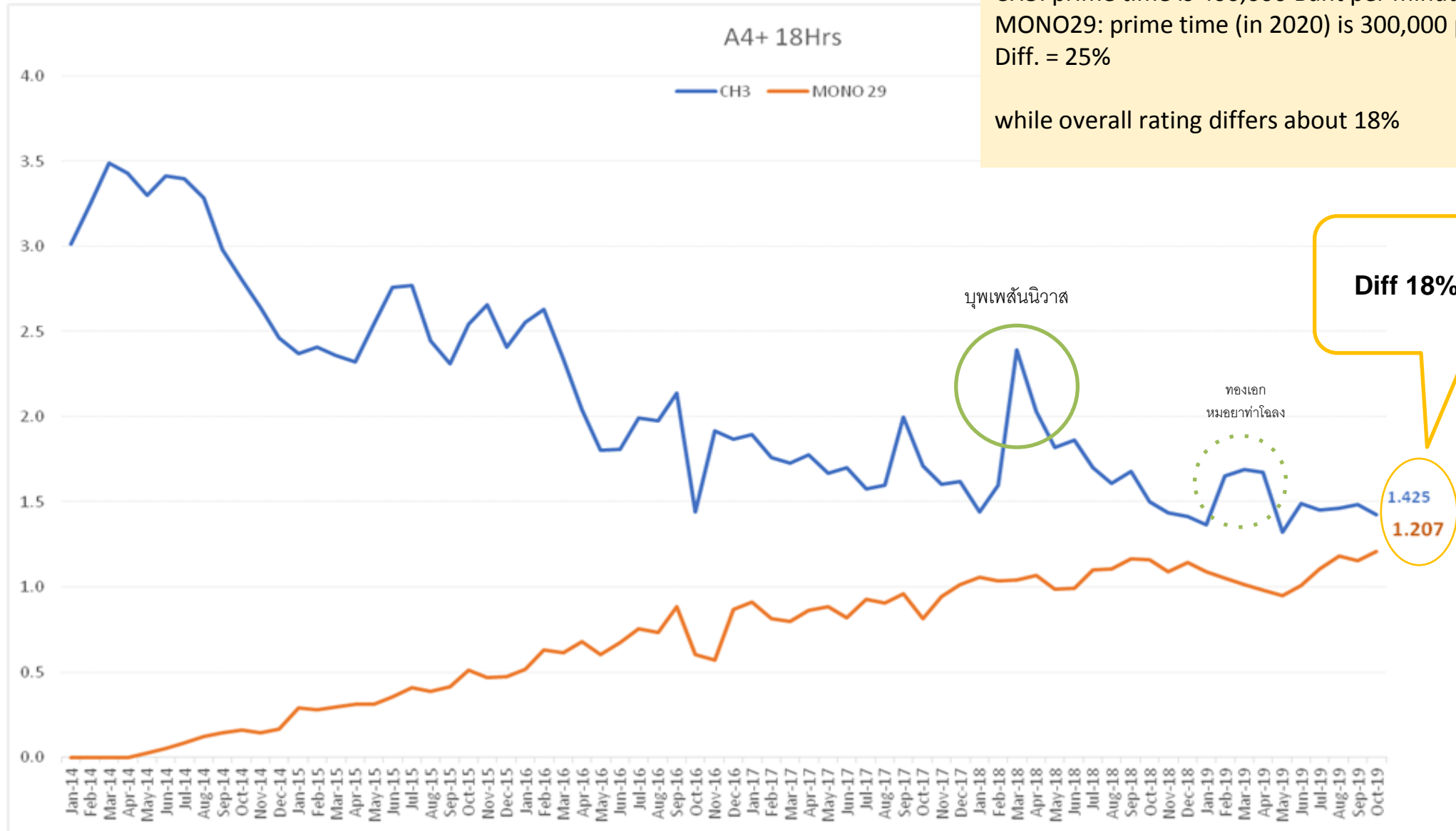


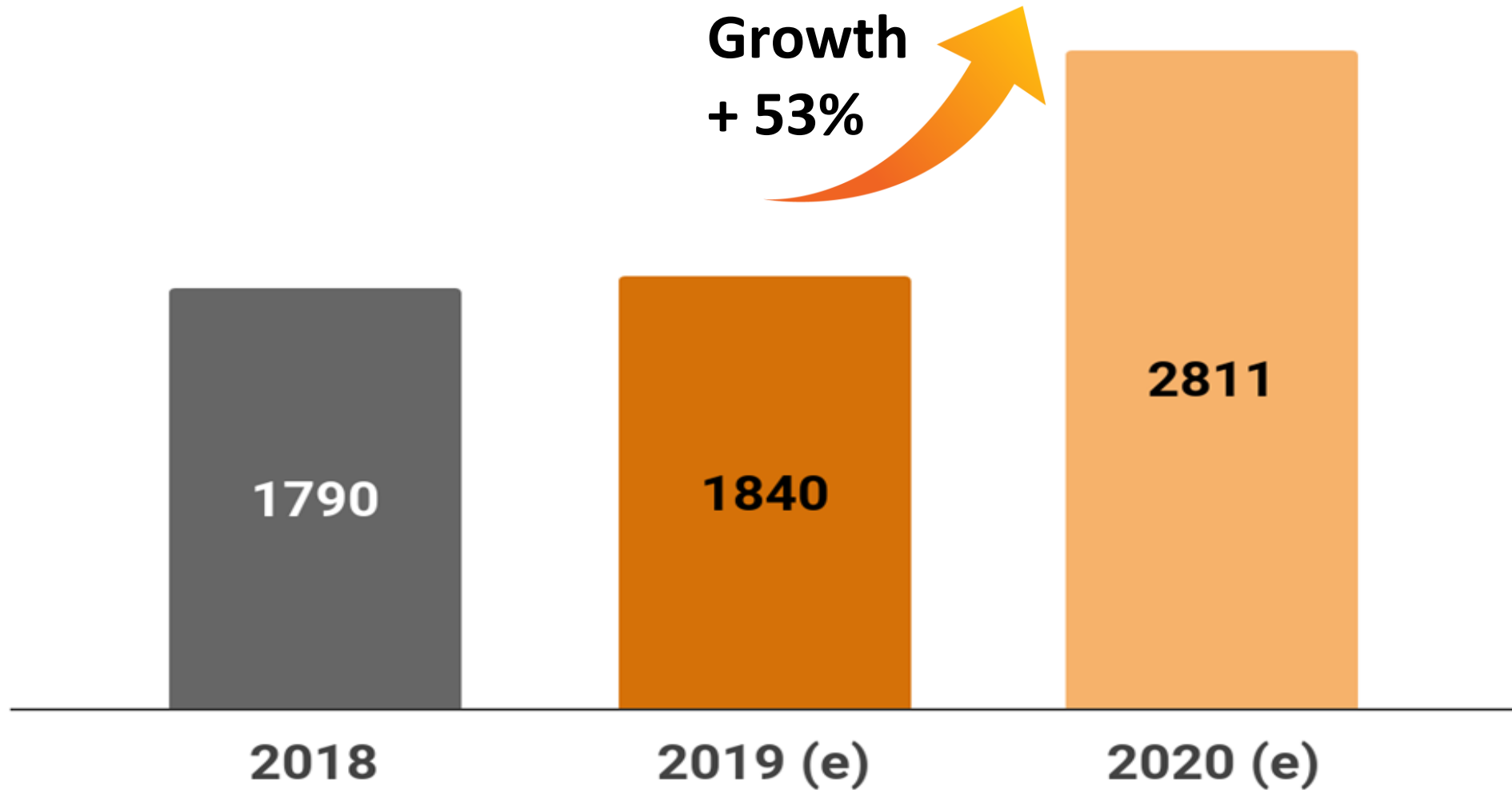


## Compare rating between CH3 and MONO29

CH3: prime time is 400,000 Baht per minute  
MONO29: prime time (in 2020) is 300,000 per minute  
Diff. = 25%

while overall rating differs about 18%





unit: million Baht



# 29Shopping

(home shopping)

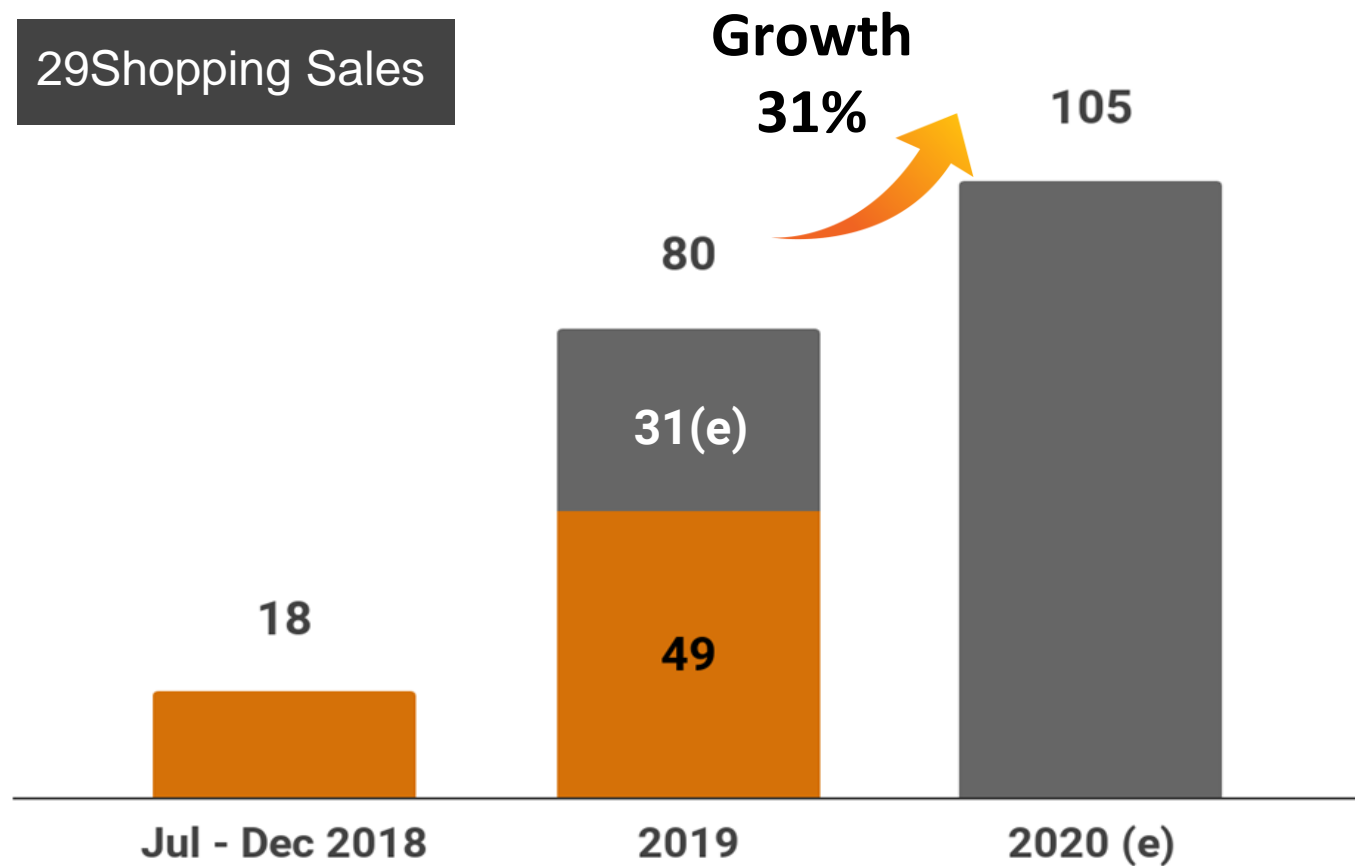
Health &  
Beauty

Fashion

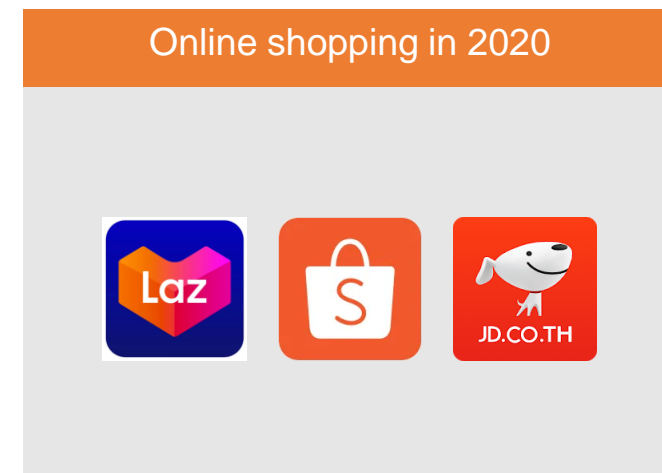
- O shopping** main product categories : Fashion, Health & Beauty
- Strong relation with suppliers of Health & Beauty and Fashion product.



## Expand marketing channels for 29Shopping products on e-commerce shopping



unit: million Baht



# Monomax

(subscription video on demand service)

1. cooperate with MONO29 to schedule series on TV that granted right on Monomax as well (e.g. Chinese series “The Taoism Grandmaster”)
2. content shelf rotation (personal preference) by A.I.
3. exclusive content from Mono Original (some titles from strategic partnership with GMM Grammy)
4. accurate advertisement targeting on both Mono29 and social platforms

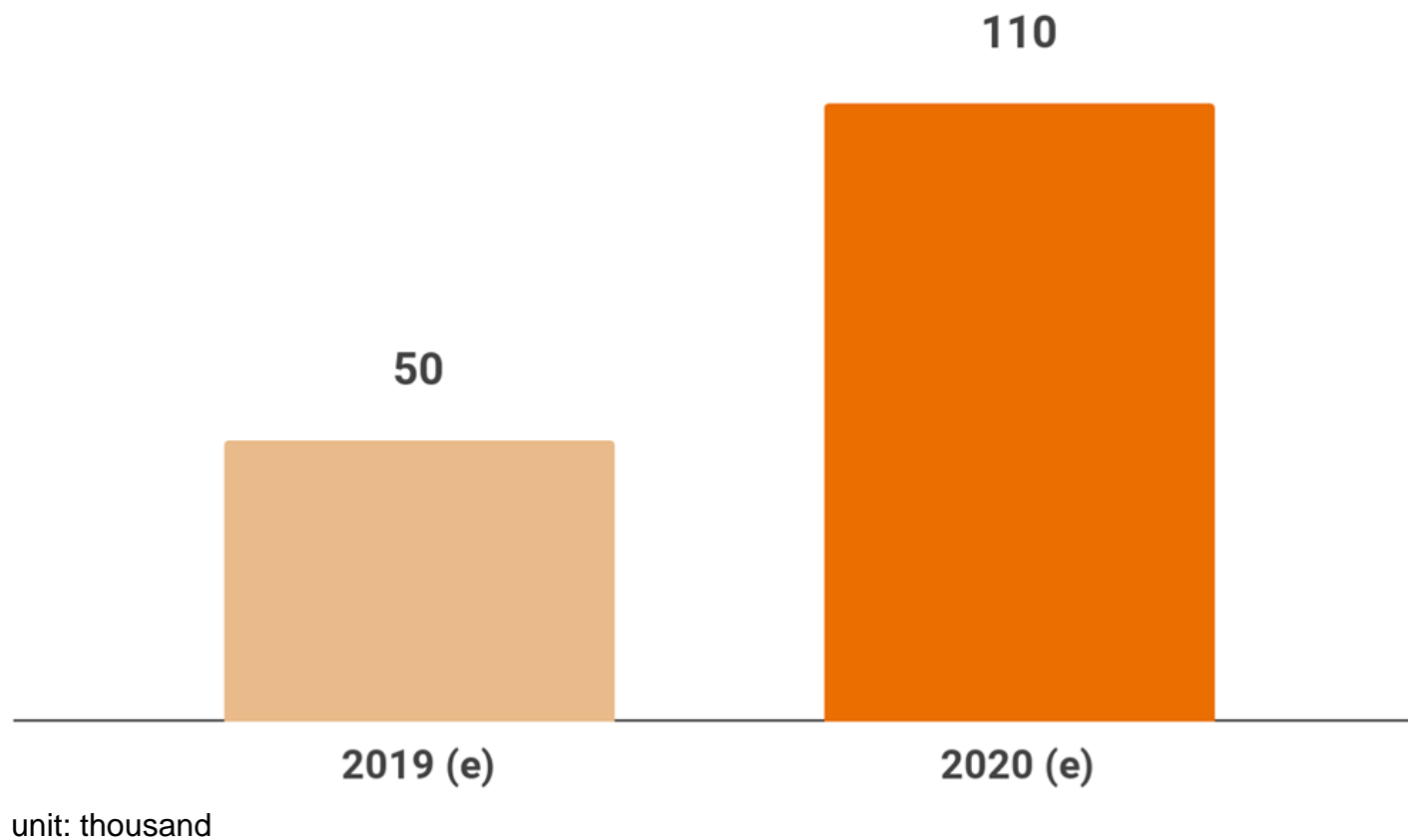




## Paid memberships trend

@250 Baht per month

est. revenue **240** million Baht





Remarkable popularity for Chinese Series on MONO29 & MONOMAX from their viral clips, totally in line with our cross-platform premier strategy.



**#นมเปรี้ยวทอด**

Gilded Chopsticks  
people watch the series trailer


**146,953,746** views





# **MONO Originals**

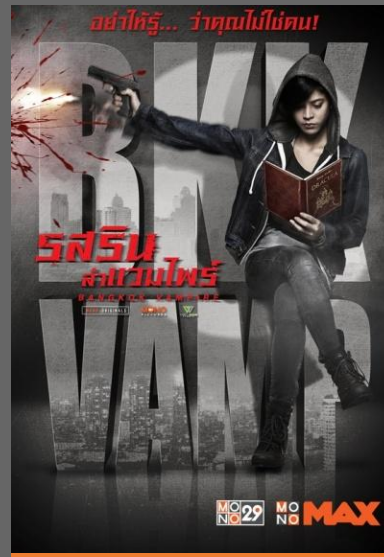
(Thai Series)



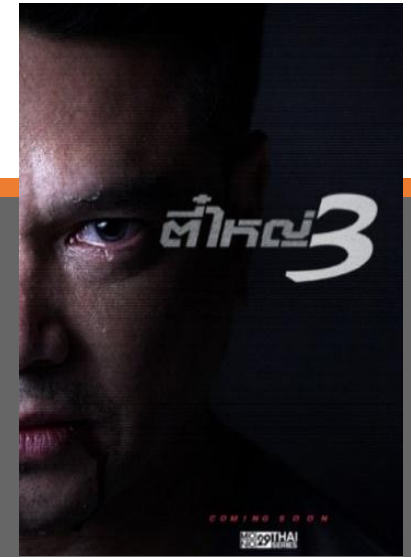
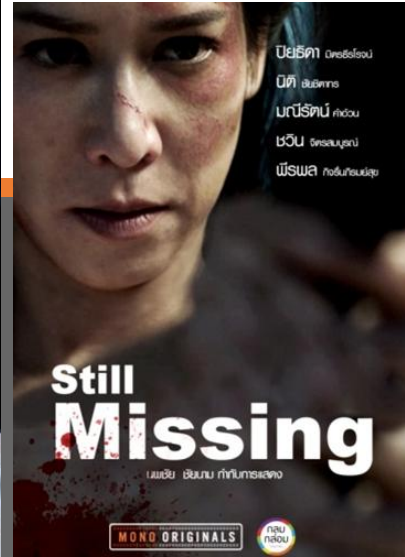
ถ้าเป็น  
นักฆ่า  
อย่าคิด  
มีความรัก

สวอยรห้สข่า  
BLOOD VALENTINE

Peak TVR **3.378**  
AVG TVR **1.671** เท่านั้น











# **Master Content Provider for 3BB TV**



# Master Content Provider for "3BB TV"

3BB TV will be released in 2Q2020 and target for 1.5 million subscribers in 1 year. MONO, as a master content provider, will gain revenue share about 10%



## 3BB TV's content categories



Movies



Series



News



Documentaries



Sports



Family



Education



Shopping

# **Mono Events**

(sponsorship)



# Mono Event 2020

Participants / Event

target audience

## Mass Events

**70** ML. Media Reach

- New Year Countdown
- Songkran Festival



500 - 900k

All Generation

## Award Events

**58** ML. Media Reach

- Mthai Top Talk About Festival & Ceremony for 2020 (2days)



100k

All Generation

## Contest Events

**10** ML. Media Reach

- Gossip Boy&Girl
- Campus Star



500 - 600k

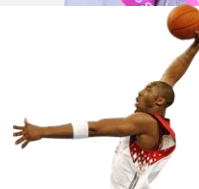
Generation Z

Teen (13-18 year)  
university (17-23 year)

## Sport Events

**5** ML. Media Reach

- Basketball League
- E-SPORT



50 - 300k

Generation Y, Z

(15-35 year)

## Customize Events

**5** ML. Media Reach

- Movie Festival 3D (ดูหนังเท่ สเน่ห์กลางแปลง)
- Privilege Concerts
- ลอยกระทง ออนไลน์ AR
- Short Film Contest (อัปคลิปพิชิตแดน)
- Social Promotion Campaign (ไทยดี มีมารยาท)
- Achieve Your Daily Goals (รู้ไว้..แต่โกโง)
- Family Activity (Me & Mom)
- Horo talk show (มหกรรม ออมสินเพิ่มทรัพย์)
- Share a Clip Take a Trip (ทัวร์แบบซูม ท่องอีสาน กับ ททท.)



50 - 300k

All Generation

All Generation X, Y, Z (18-45 year)

All Generation Y, Z (18-25 year)

All Generation X, Y (25-50 year)



# Revenue Contribution

2019 (e)

sponsor

7.5%

29shopping

3.5%

Movie

2.2%

Mono max

6.1%

TBA

Mono29

80.7%

unit: million Baht

2020 (e)

3BB TV

1.3%

sponsor

7.1%

29shopping

2.6%

Movie

2.7%

Mono max

6.8%

3,536

Mono29

79.5%

# 2020 Outlook



Revenue growth about  
**40 - 50%** from previous year

**40 - 50%**  
EBITDA margin

THB **100 - 120** million  
Tangible assets

THB **1.0 - 1.5** billion  
Intangible assets

**Thank you**