



MONO GROUP

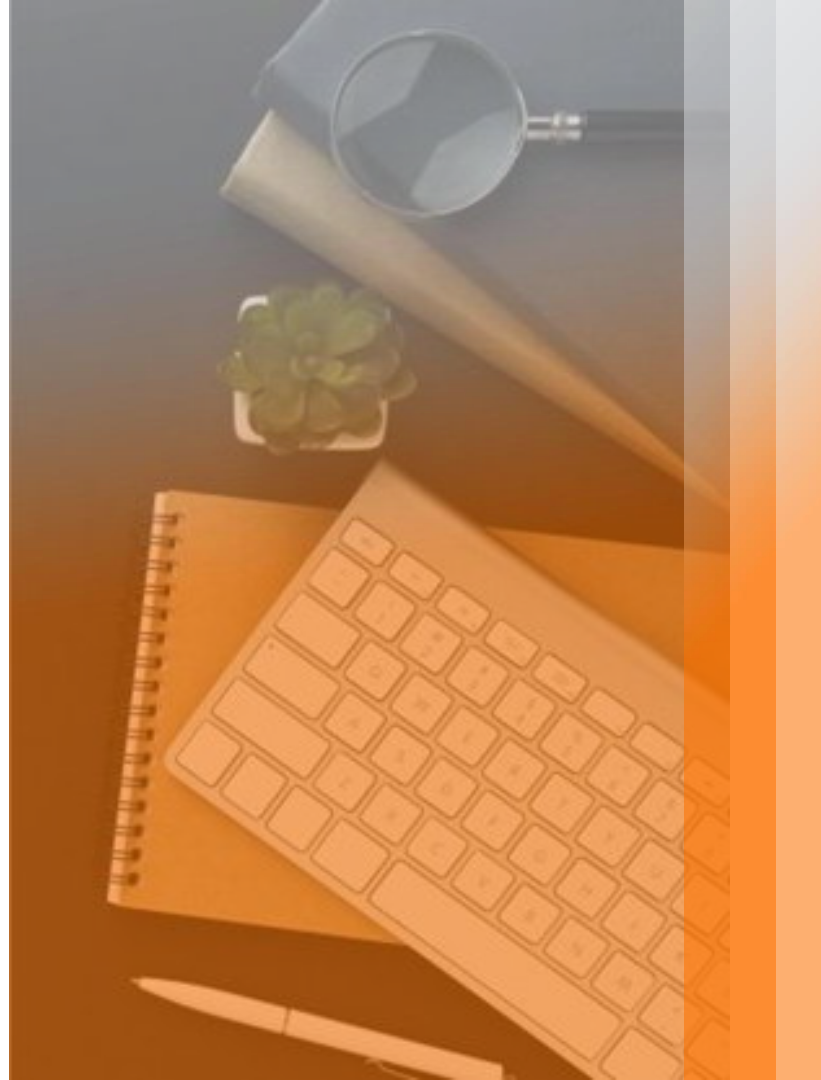
1Q2020

WE ARE MEDIA
AND CONTENT CONGLOMERATE



AGENDA

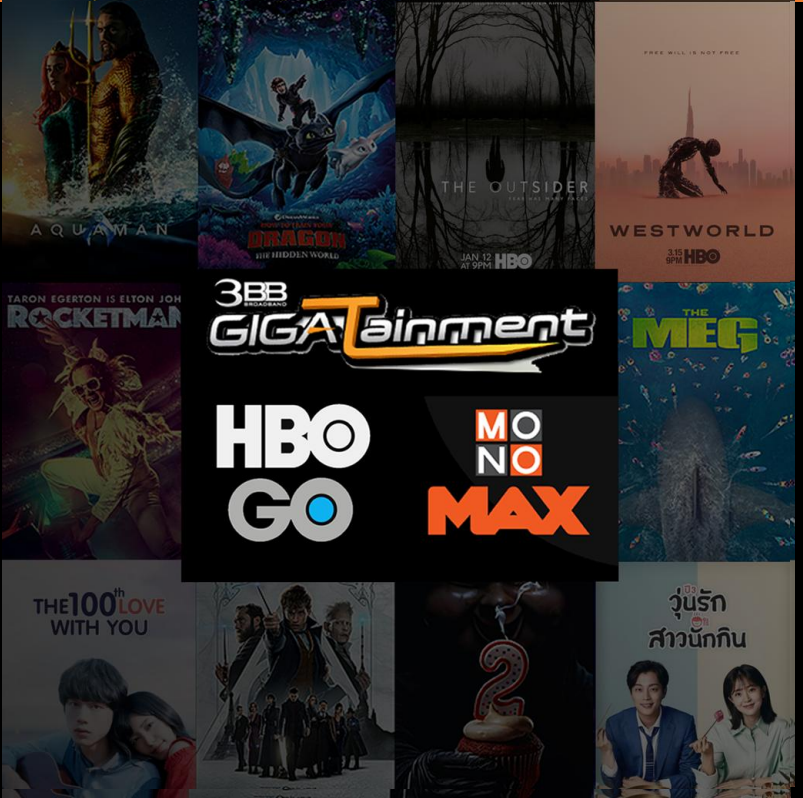
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1Q2020 Highlights



1Q2020 Highlights



- Mono29 TVR15+ (18Hrs) in 1Q2020 : **1.274**
(YoY Growth **23%**, 1Q2019 = 1.037)
 - Membership from MONOMAX x 3BB : **350K**
subscribers
 - MThai followers increase **13%** QoQ
 - 29Shopping Growth **16%** QoQ
-

- Revenues: **THB 373m** (QoQ -20%)
- EBITDA: **THB 104m** (QoQ +20%)
- Investment: **THB 240m** (QoQ -33%)

Operational highlights



Rating news program

MON-FRI 6:00-7:55



รายการข่าวเช้า Good Morning Thailand



*Remark : TVR15+, Source : Nielsen

MON-FRI 17:40 - 18:00



รายการเรื่องเด่นประเด็นดัง Top Talk Daily



Overall TV rating growth during COVID-19 pandemic

TVR 15+ Prime time 20:30

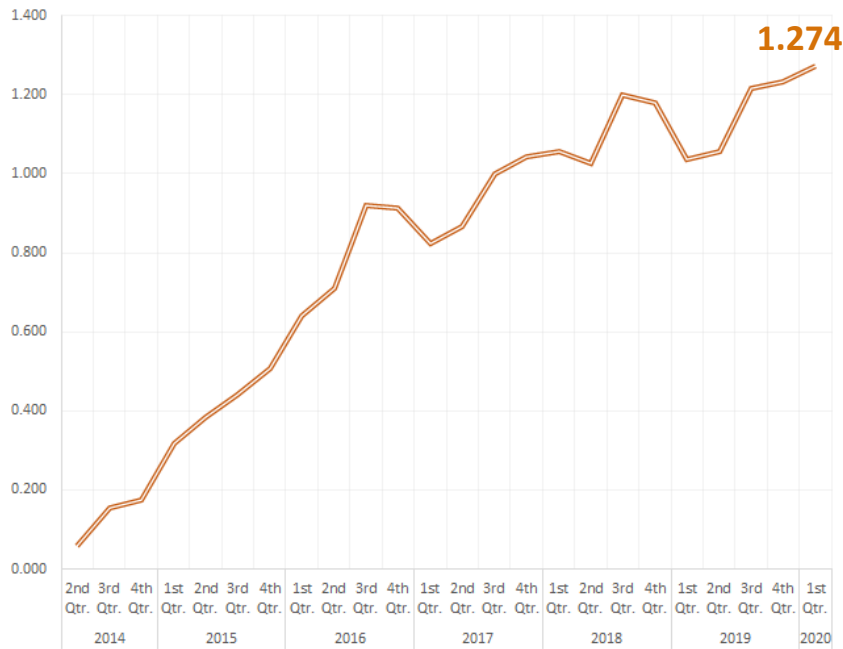
1Q2020 : 2.145
4Q2019 : 1.856

Growth
16%



TVR by Quarter

YoY
+23%



Fast 8 (Apr 4th, 2020)

TVR 15+ **4.897**

Peak **7.481**



THE FATE OF THE FURIOUS

APRIL 14
IN THEATERS AND IMAX



Monomax co. package with HBO Go for 3BB customers

3BB | HBO GO

สุดยอดความบันเทิง
ระดับ **WORLD CLASS**

Stream Now on HBO GO

3BB
สมัคร **GIGATainment**
เริ่มต้น 1 Gbps พร้อมความบันเทิง
เพิ่มเพียง **39 บาท**
(รวมภาษีมูลค่าเพิ่ม)

วันนี้ - 30 มิ.ย. 63

350,000 new subscribers

in 1Q2020 from partnership with 3BB Gigatainment Package

หนีโควิด-19 มาดูซีรีส์
ของเหล่า ไอป๊อ + พระเอกหน้าหยก
จาก **MO NO MAX**

3BB GIGATainment

MONOMAX's content views
in Apr 2020 has

40% Growth

from 1Q2020, due to COVID-19 situation and
3BB Gigatainment Package

ยอดการเข้าชม
Video Streaming

ประเทศที่ได้รับผลกระทบจากไวรัส Covid-19

	ไทย	+11.74%
	จีน	+8.96%
	เกาหลีใต้	-12.46%

Comparing to Video Streaming report,
show that Thailand has
11.74% Growth*
during COVID-19

Monomax co. package with HBO Go for 3BB customers

Package	Active members 2019	Active members 1Q2020
Package 250THB	33,000	28,000
Package Gigatainment	-	350,000
Total	33,000	378,000

unit: member



[มีเงิน!]
39 บาท

ทำอย่างไร
ให้บันเทิงมากที่สุด?

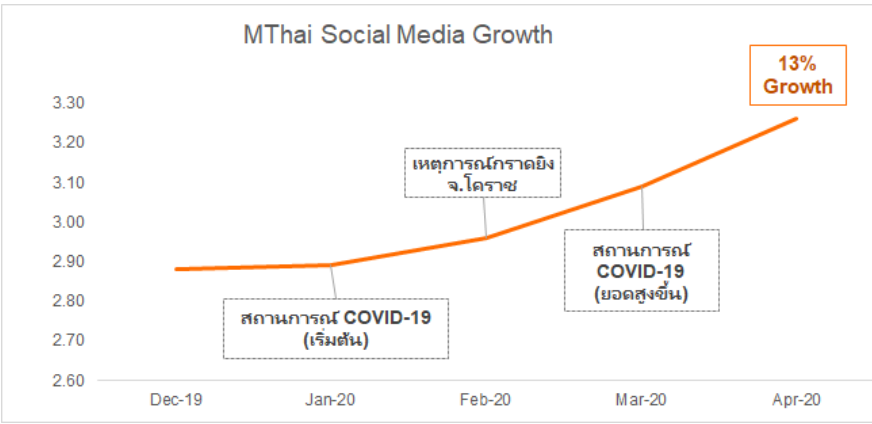
3BB GIGAtainment
เพิ่มเพียง 39 บาท/เดือน

HBO GO + HBO MAX
รวม 149 บาท (รวม 250 บาท)



Online

MTHAI's followers growth rate



เหตุการณ์ถ้าหลวง



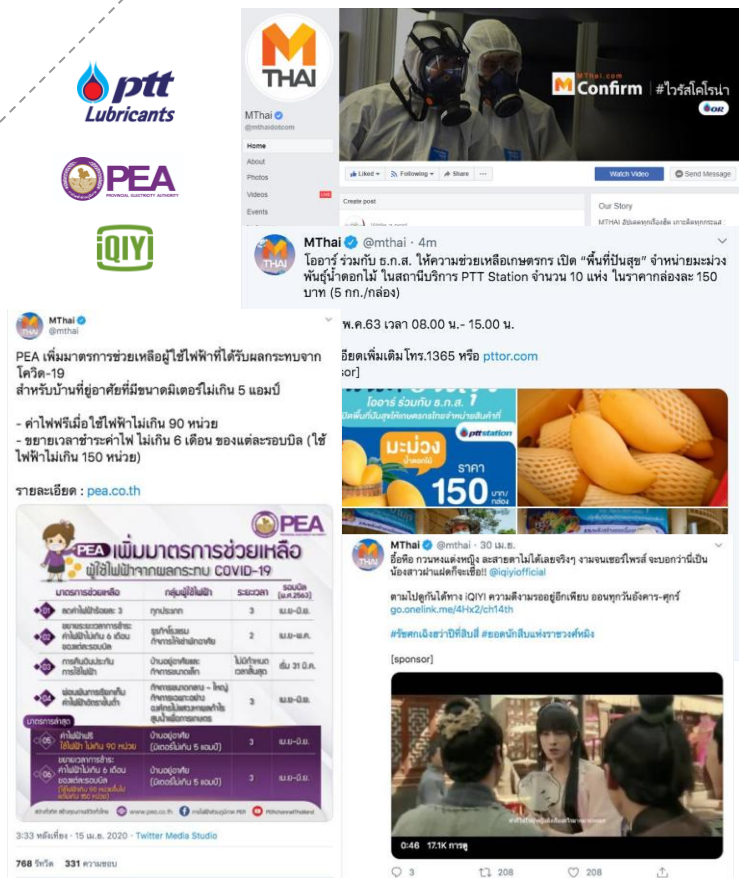
เหตุการณ์กราดยิง



COVID-19



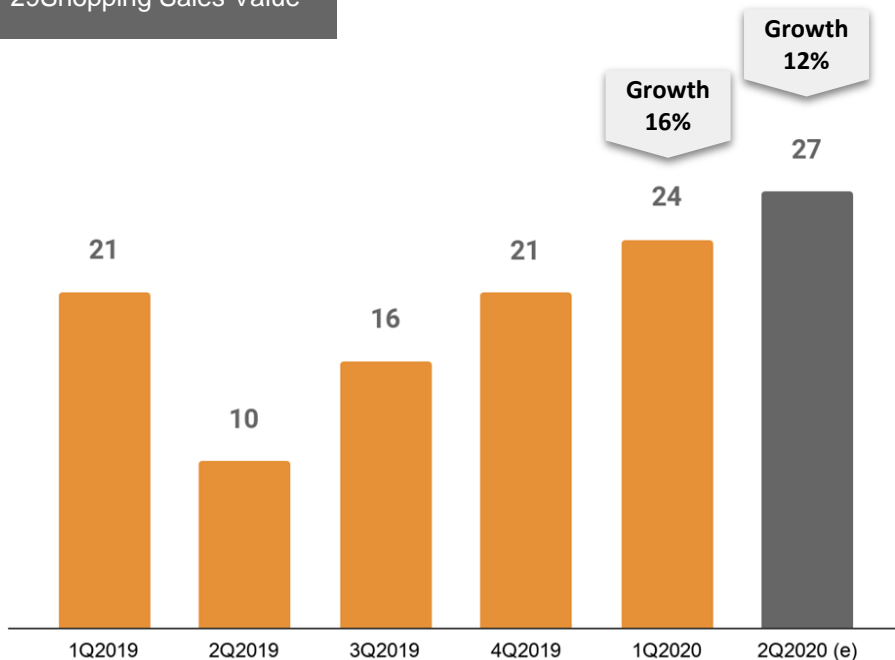
SPONSORS



29Shopping

ช้อปสนุก ถูกใจ ได้ชัวร์

29Shopping Sales Value



unit: million Baht

During containment period, home shopping is the better choice than shopping at stores.



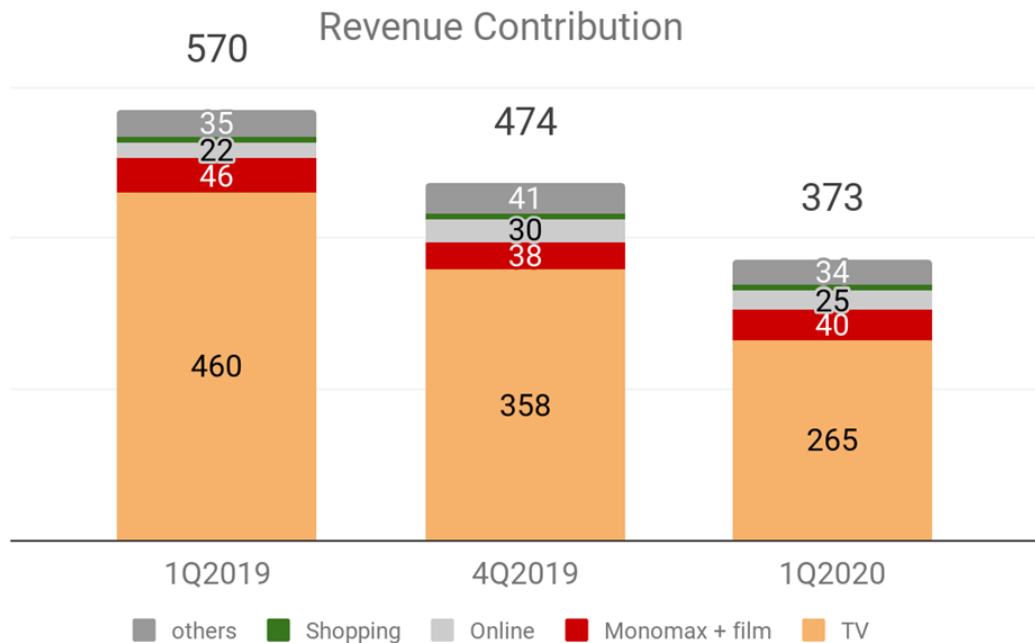
Financial Highlights



1. Revenue from core businesses

QoQ
-21%

YoY
-35%



unit: million Baht

Advertising and sponsorship revenues decrease significantly due to COVID-19 situation

- YoY: revenues drop 197mb (-35%)
- QoQ: revenues drop 101mb (-21%)

*** Mar 2020: announcement and pre-registration for 3BB gigatainment ***

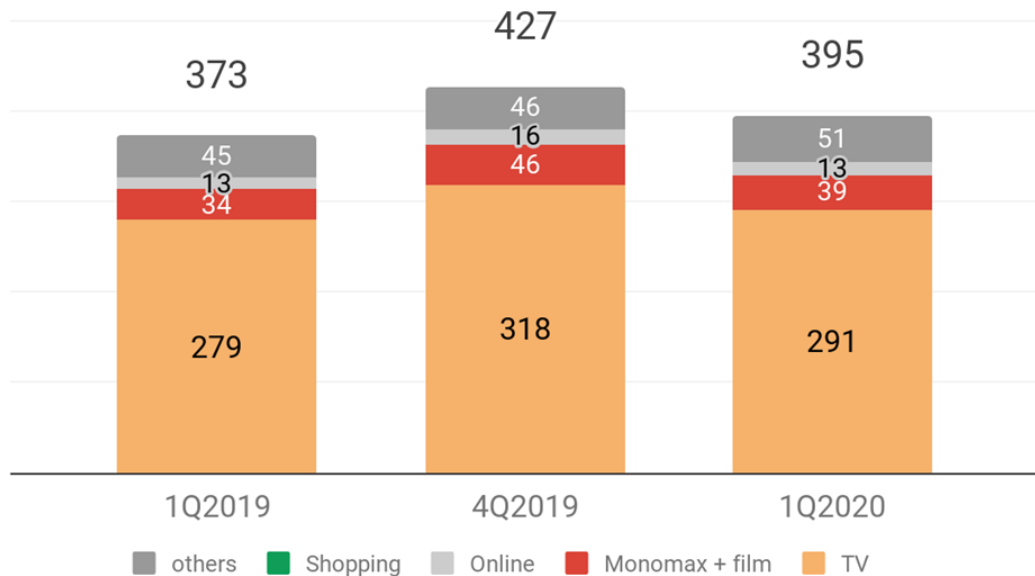
Revenue	QoQ	YoY
TV	-26%	-42%
Monomax + film	6%	-13%
Online	-16%	13%
Shopping	17%	26%
others	-16%	-2%

2. Cost Structure

QoQ
-8%

YoY
+6%

Cost Structure



unit: million Baht

Good sign of a cost control plan

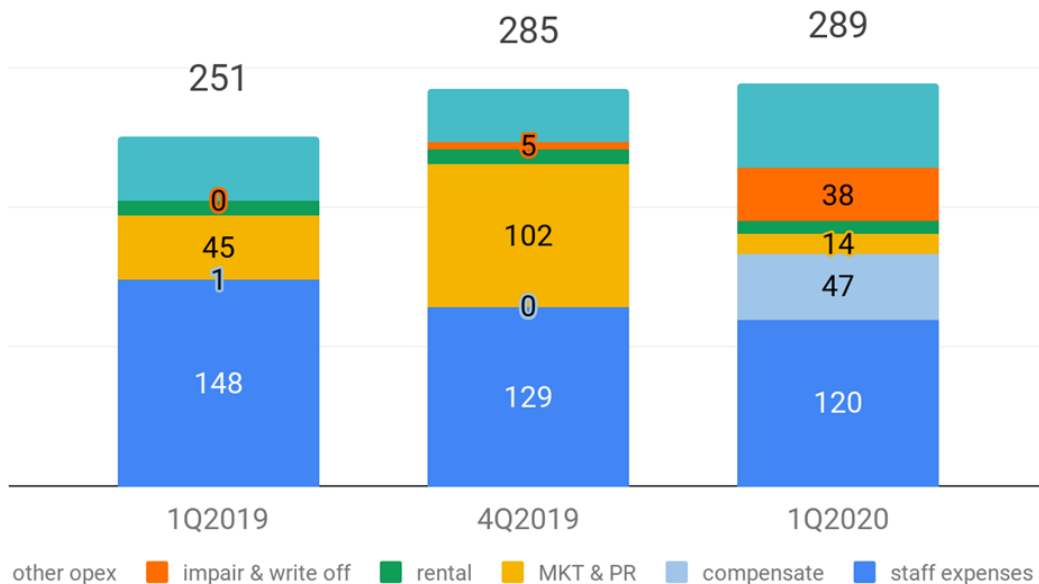
- COGS of core businesses YoY increases 16mb (+5%) while QoQ decreases 37mb (-10%)
- Other businesses consist of those halted and downsizing businesses. In 2Q2020, other costs will reduce considerably.

COGS	QoQ	YoY
TV	-8%	4%
Monomax + film	-15%	15%
Online	-19%	0%
Shopping	0%	0%
others	11%	13%

3. OPEX: Operating Expenses

QoQ
+1%

YoY
+15%



Deduct those special expenses due to layoff and downsize plans announced since Jan 2020, our OPEX decreases noticeably (as shown in a table below)

- compensate staff 47 mb
- impair & write off 38 mb
- OPEX after special items is 204 mb which QoQ decrease 27% and YoY decrease 18%

	1Q2019	4Q2019	1Q2020	QoQ	YoY
OPEX	251	285	289	1%	15%
special items:					
compensate					
+ impair&write off	1	5	85		
OPEX - special items	250	280	204	-27%	-18%

4. EBITDA and Net Profit

	1Q2019	4Q2019	1Q2020	QoQ	YoY
Revenue	570	474	373	-21%	-35%
Net Profit	(112)	(231)	(390)	-69%	-248%
EBITDA	249	87	104	20%	-58%
EBITDA Margin	44%	18%	28%	56%	-36%

	1Q2019	4Q2019	1Q2020	QoQ	YoY
Net Profit	(112)	(231)	(390)	-69%	-248%
one time effect: compensate staff & athletes, impair & write off	1	5	121		
Net Profit after deduct one time effect	(111)	(226)	(269)	-19%	-142%

Strategic Directions





Strategies against Covid19 Uncertainty

(Regarding diminishing revenue)

Control all expenses including;

- marketing
- content acquisition
- content production
- unnecessary welfare
- credit term negotiation

Core Businesses after restructure in 1Q2020



no.3 free tv in Thailand



subscription video on demand with
378,000 sub (as of Mar 2020)



online branded influencer



online marketing
solution & online
activation services



home shopping business



MONO is a master content provider of 3BBTV

Control content costs



MONO is a master content provider of 3BBTV

- increase our bargaining power to negotiate with content providers
- bundle content budgets of both MONO29 and MONOMAX
- decrease production budget about 50-80% (originally 200 million Baht) due to COVID-19 pandemic; production difficulties.

MONOMAX B2B revenue model

ความเร็ว	ราคา*	ความบันเทิง
1Gbps /100 Mbps	629 บาท/เดือน (เพิ่ม 39 บาทจาก 590 บาท)	 +  (รวม 2 บริการ MONOMAX II & OKE)
1Gbps /500 Mbps	739 บาท/เดือน (เพิ่ม 39 บาทจาก 700 บาท)	
1Gbps /700 Mbps	939 บาท/เดือน (เพิ่ม 39 บาทจาก 900 บาท)	
1Gbps /1Gbps	1,239 บาท/เดือน (เพิ่ม 39 บาทจาก 1,200 บาท)	

สมัครวันนี้รับชม MONOMAX ในราคาเดิม ก่อนเปิดบริการ HBO GO 30 มี.ค. 63 นี้

success in 3BB's **Gigatainment** package (customer paid only 39 Baht top up from normal package price to get both **HBO Go** and **MONOMAX** services) open an opportunity for MONOMAX B2B model with a few more partners

TV ad package >> special package “Stay safe at home with MONO29”

MEDIA INDUSTRY SPENDING ESTIMATE **MEDIA** Intelligence



- To limit coronavirus infection by locking down in many countries affects the world economy. As COVID-19 pandemic is ongoing and it is unpredictable when the containment ends, most advertisers choose to reduce ad expenditure.
- “Stay safe at home with MONO29” is a special promotion in 2Q2020

We predict that Thai economic crisis might be recovered again by the beginning of 3rd quarter.

Thank you