

MONO GROUP 2Q2020



WE ARE MEDIA AND CONTENT CONGLOMERATE



AGENDA



2Q2020 HIGHLIGHTS



2Q2020 HIGHLIGHTS



- Monomax's members: **380,000** (as of Jul 20)
 - Mono29 peak TVR : **7.481**
(FAST AND FURIOUS 8 = 4.897 ,TVR 15+)
 - Rating **prime time 18:00** in 2Q020 = **2.490**
(YoY growth **55%**, 2Q2019 = 1.605, TVR 15+)
 - Average rating **Thailand Premiere** in 2Q2020 = **3.125**
(QoQ Growth **23%**, 1Q2020 = 2.535, TVR 15+)
 - 29Shopping YoY(e) Growth **91%**
-
- Revenues: **THB 333m** (QoQ -11%)
 - EBITDA: **THB 181m** (QoQ +74%)
 - Investment: **THB 125m** (QoQ -48%)

OPERATION HIGHLIGHTS

2Q2020



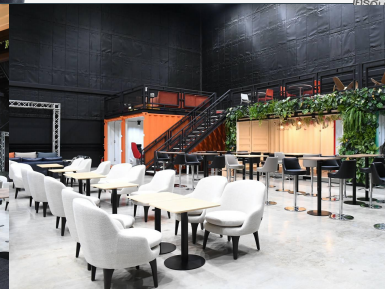
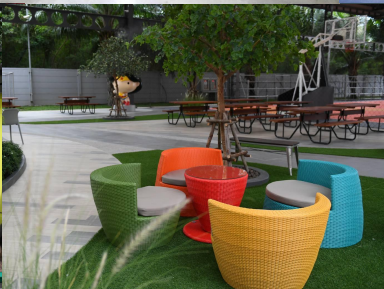
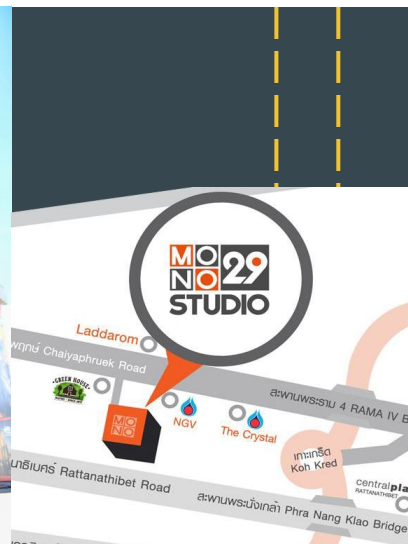
Operation Highlight 2Q2020

01 New office

02 Subscription video-on-demand

03 TV & Home Shopping

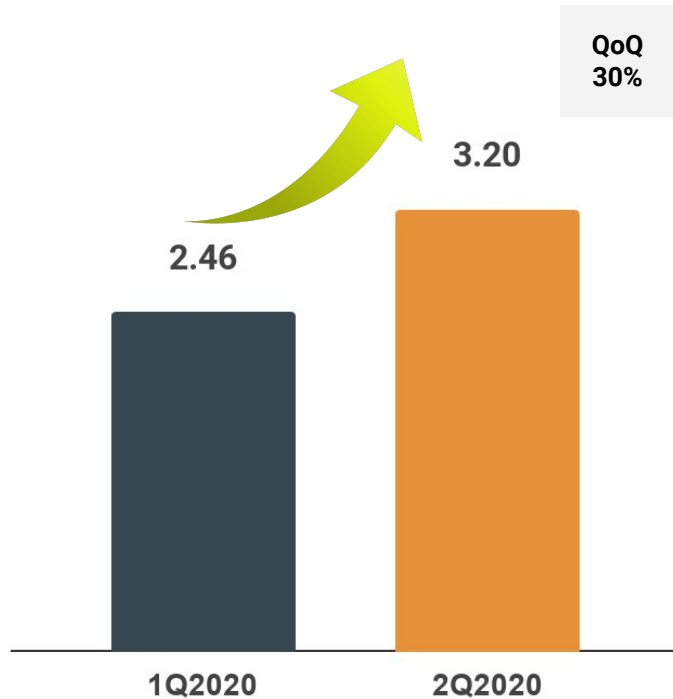
1. MONO NEXT New normal New office



Mono Group
No. 29/9, Moo 4,
Chaiyaphruek Road,
Bang Phlap Sub-district,
Pak Kret District,
Nonthaburi 11120, Thailand.

2. SVOD: MONOMAX Content play increase

Content plays (view)



unit: million plays (view)

1



2



3



4



5



3. TV: Rating prime time 18:00 increase

Average rating
prime time 18:00
2Q020 = **2.490**
2Q2019 = 1.605 (TVR 15+)

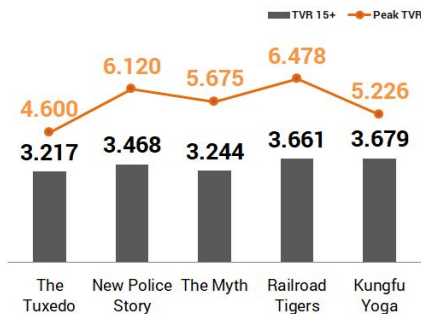
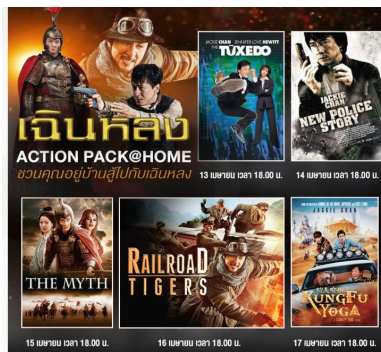
YoY
55%

Average rating
Thailand Premiere
2Q2020 = **3.125**
1Q2020 = 2.535 (TVR 15+)

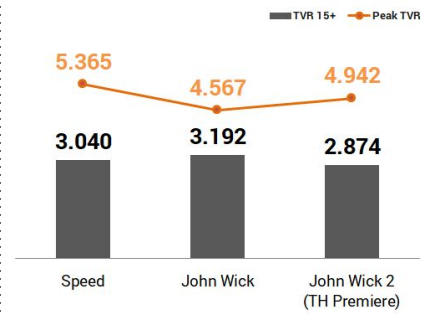
QoQ
23%

Movie Pack

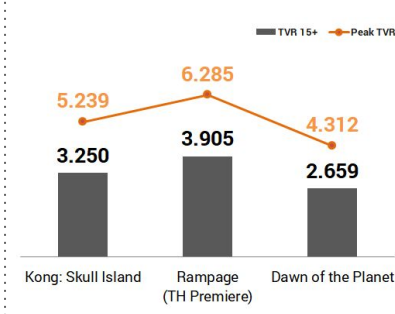
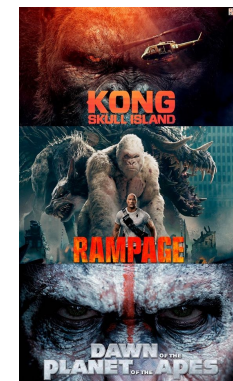
เงินหลง Action pack @Home



Keanu Reeves Pack



Triple Apes Big Pack



3. TV: News program rating increase



YoY
126%

Khao Chao
Good morning thailand
2Q2020 = 0.181
(2Q2019 = 0.080, TVR 15+)



QoQ
62%

Top talk daily
2Q2020 = 0.751
(1Q2020 = 0.465, TVR 15+)
*Launch in Jan.20



ย้ายฐานรายงานข่าวไปชัยพฤกษ์



ขยายเวลาเป็น 30 นาที

3. TV & Home Shopping: Utilize air-time for 29Shopping

Sale value 2020	Jan	Feb	Mar	Apr	May	Jun
	82	105	82	65	60	66
	8	7	9	15	13	14
Total	90	112	91	80	73	80
QoQ -60 mb (-20%)	1Q2020 = 293 mb			2Q2020 = 233 mb		

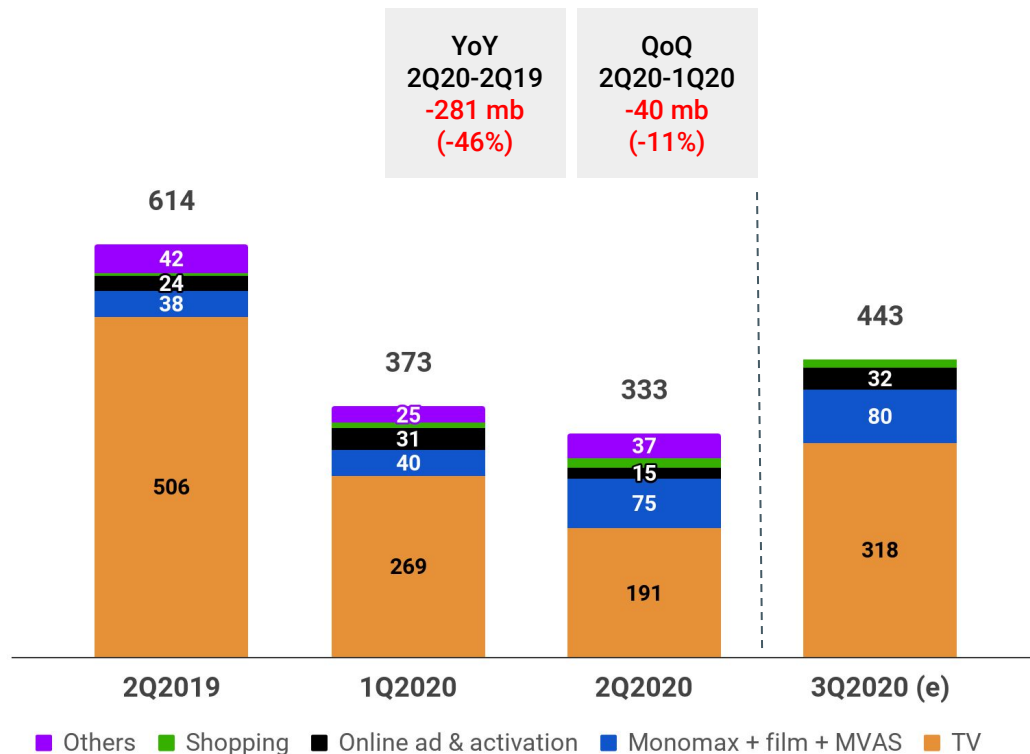
unit: million baht

FINANCIAL HIGHLIGHTS

2Q2020



1. Revenue from core businesses



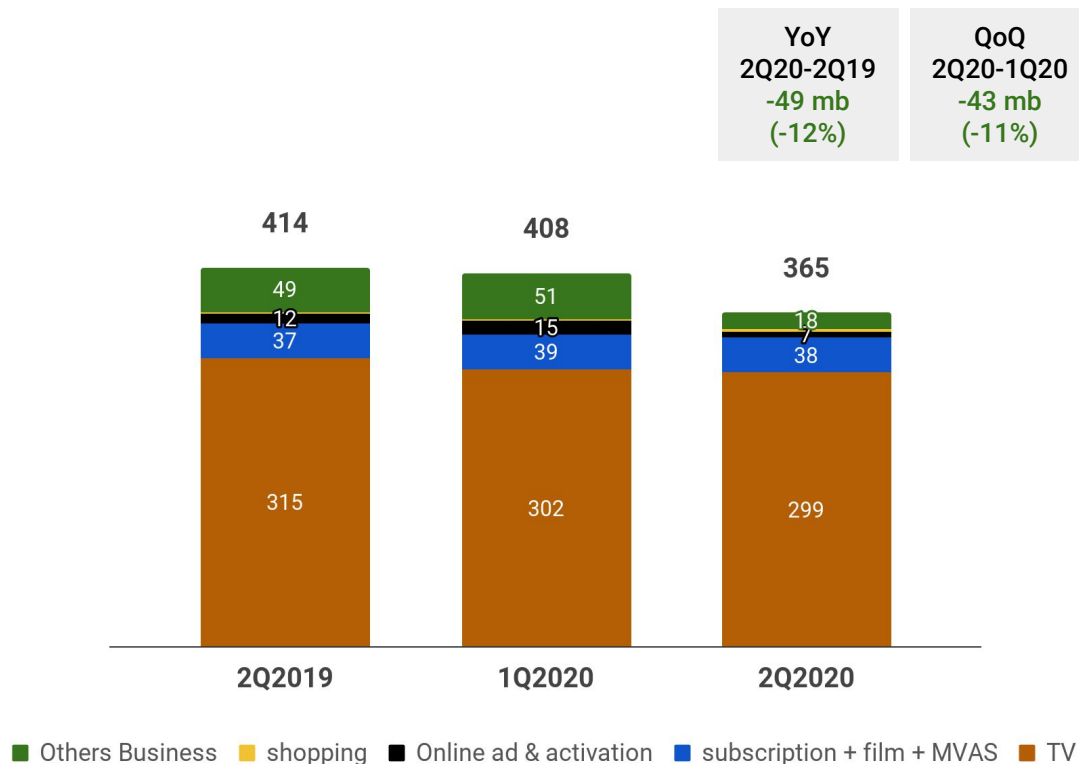
Unit: million Baht

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

3BB gigatainment co-service with monomax contributes revenue in 2Q2020

Revenue	YoY	QoQ
TV	-315 (-62%)	-78 (-29%)
Monomax+film+MVAS	+37 (+97%)	+35(+88%)
Online	-9 (-38%)	-16 (-52%)
Shopping	+11 (+275%)	+7 (+88%)
Other	-4 (-10%)	+13 (+52%)

2. Cost Structure



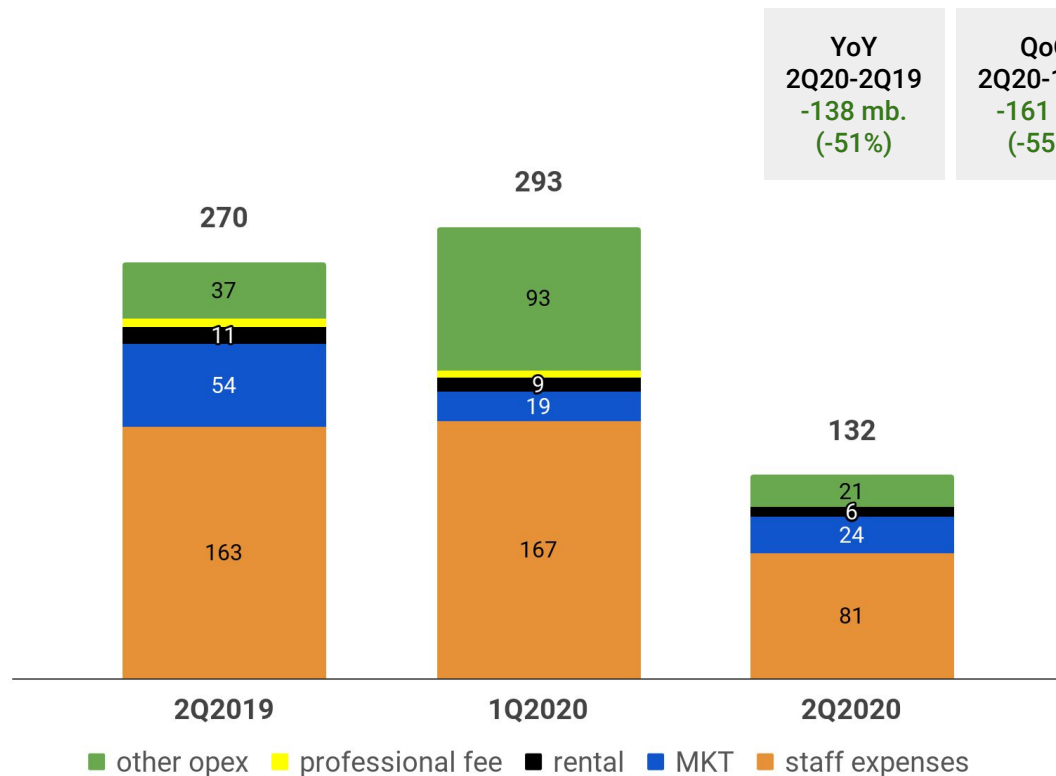
Unit: million Baht

Good sign of a cost control plan

- COGS of core businesses YoY decreases 18 mb (-5%) while QoQ decreases 10 mb (-3%)
- Other businesses consist of those halted and downsizing businesses in 2Q2020
- Other business YoY decreases 31 mb (-63%) while QoQ decreases 33 mb (-65%)

COGS	YoY	QoQ
TV	-16 (-5%)	-3 (-1%)
Monomax+film+MVAS	+1 (+3%)	-1 (-3%)
Online	-5 (-42%)	-8 (-53%)
Shopping	+2 (+200%)	+2 (+200%)
Other	-31 (-63%)	-33 (-65%)

3. OPEX: Operating Expenses



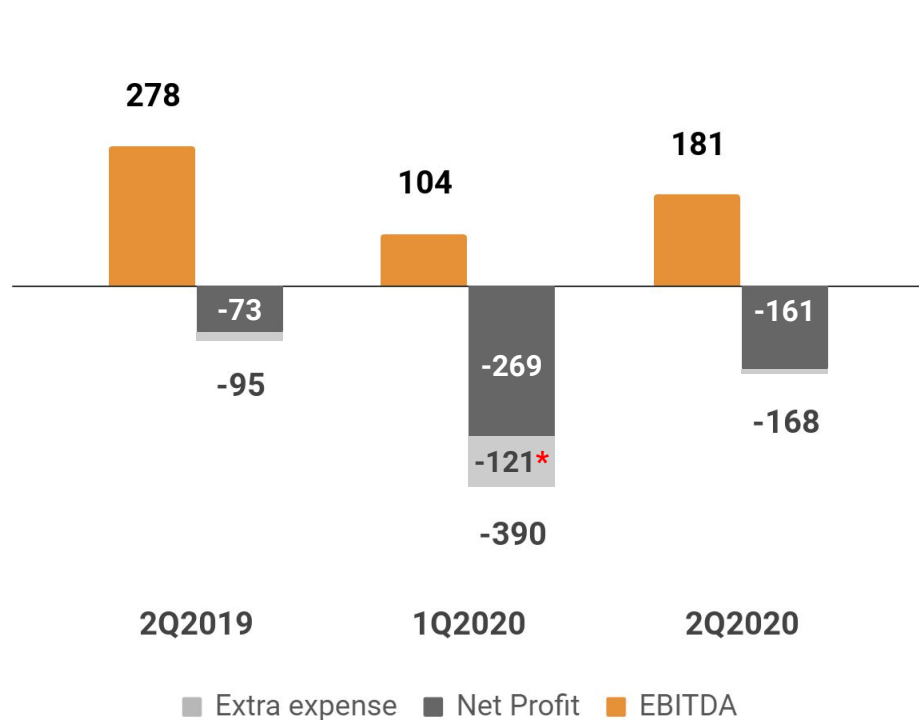
Unit: million Baht

Deduct those special expenses due to layoff and downsize plans announced since 1Q2020, our OPEX decreases noticeably (as shown in a table below)

- compensate staff 47 mb (Q1)
- Impair & write off 45 mb (Q1:38,Q2:7)
- OPEX after special items is 125 mb which YoY decrease 53% and QoQ decrease 40%

	2Q19	1Q20	2Q20	YoY	QoQ
OPEX	270	293	132	-51%	-55%
Special items: compensate +Impair&write off	4	85	7		
OPEX-special	266	208	125	-53%	-40%

4. EBITDA and Net Profit



Unit: million Baht

EBITDA

YoY
2Q20-2Q19
-97 mb
(-35%)

QoQ
2Q20-1Q20
+77 mb
(+74%)

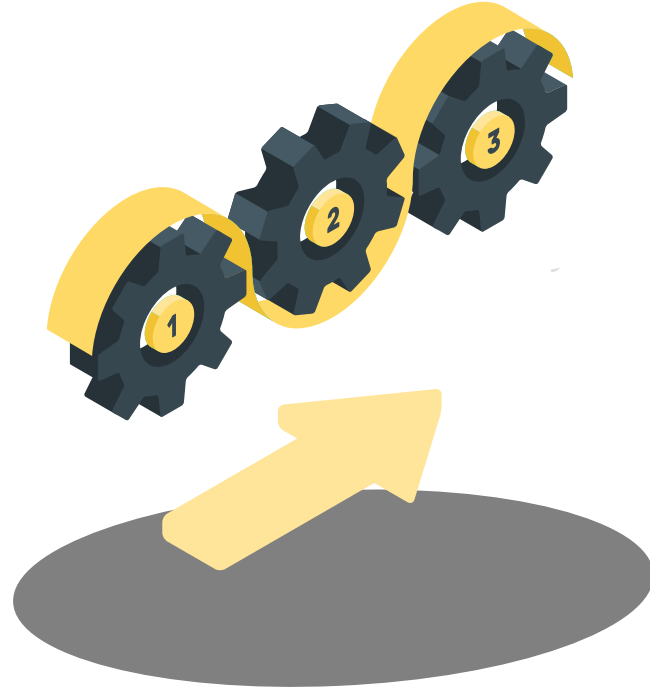
Net Profit

YoY
2Q20-2Q19
-73 mb
(-77%)

QoQ
2Q20-1Q20
+222 mb
(+57%)

* compensate, impair, and write off due to stop unprofitable businesses and downsizing in 1Q2020

STRATEGIC DIRECTIONS 2020



Strategic Direction 2020 (against Covid-19 Uncertainty)

1. **Control**: costs and expenses
 - a. focus on core businesses
 - b. Content acquisition and production budget
2. **Grow**: Subscription video-on-demand (**Monomax**)
 - a. Increase Monomax's members
 - b. Robust Monomax position "Understand local taste"
3. **Grow**: TV Businesses (**Mono29**)
 - a. Strengthen MONO29 news content
4. **New business**: Be a **Content & Marketing support** for 3BBTV

Control costs and expenses

- Close unprofitable businesses save 200 mb
 - Publishing, Online hotel agent, Music, Radio, Sport entertainment
- Control content budget save 200 mb

Save costs about **400 mb** per year

- Control operating expenses
 - Reduce staff and related expenses about 170 mb per year
 - Move to new office save rental fee & utilities about 50 mb per year
 - Target marketing expense save 100 mb per year

Save OPEX about **320 mb** per year

Overall
Save
~ 720
Mb / yr



MONOMAX

MONOMAX Highlight content

“Understand local taste”



หวังต้าหลี่ นักแสดงชั้นนำจากประเทศไต้หวัน-จีน
และเซียวจ้าน “ศิลปินผู้ทรงอิทธิพลแห่งปี” ด้วยคะแนนโหวต
ท่วมท้นกว่า 1.5 หมื่นล้านคะแนน ในงาน
Tencent Entertainment White Paper Awards 2019
เมื่อวันที่ 7 มกราคม 2019



Highlight Content 1Q

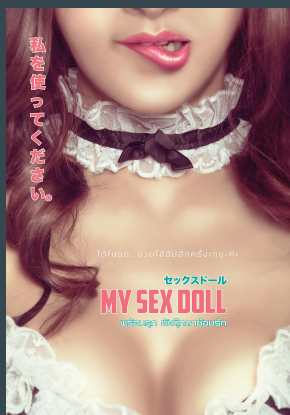


Highlight Content 2Q



MONOMAX Highlight content

Movies



Series



Movie and Series trends that meet the needs of Bangkok residents in 2020 by Mono originals

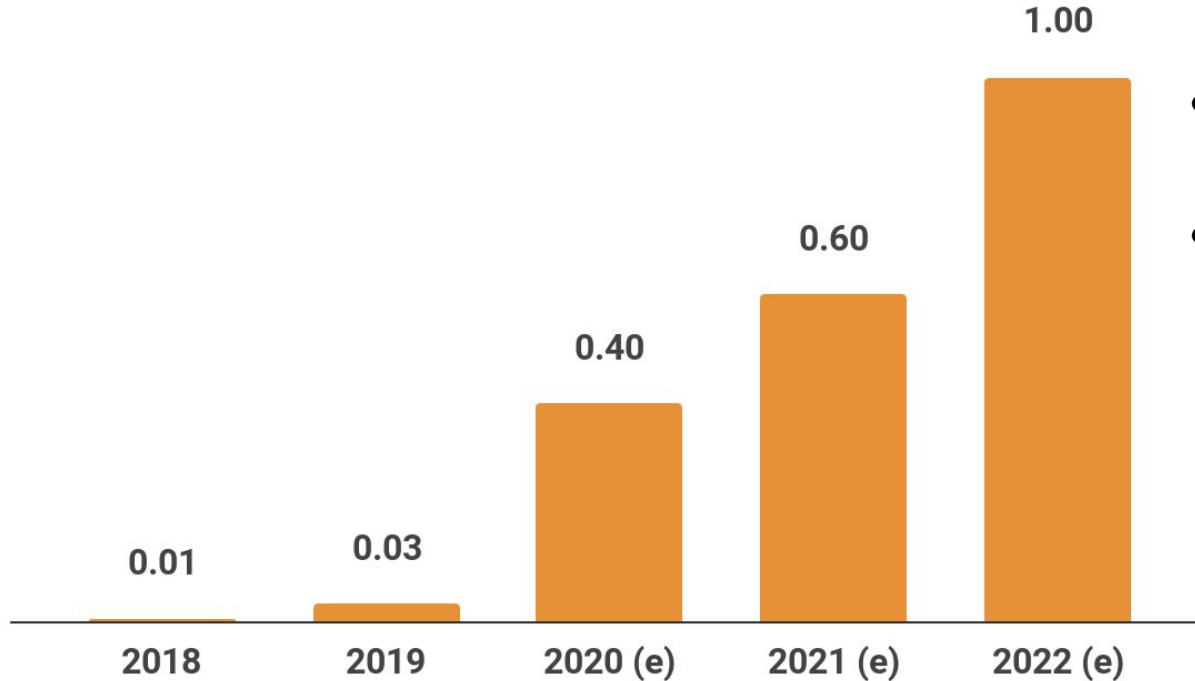
MONOMAX: Highlight sport content in 3Q2020

“ตะกร้อไทยแลนด์ ลีก 2020”
 ถ่ายทอดสดและดูลย้อนหลังได้ทุกคู่ ทั้ง72 ทุกแมตช์
 ผ่านแอปพลิเคชัน MONOMAX 15 ส.ค. ถึง 12 ธ.ค.63



MONOMAX's member growth

monomax active member



Unit: million

- as of Jul.20, monomax's members is about 380,000
- other potential partners in 2021
 - (1) mobile operator
 - (2) automotive[addition: 100K - 150K accounts]



MONO29

Special package on TV ad

Promotion to excite the market

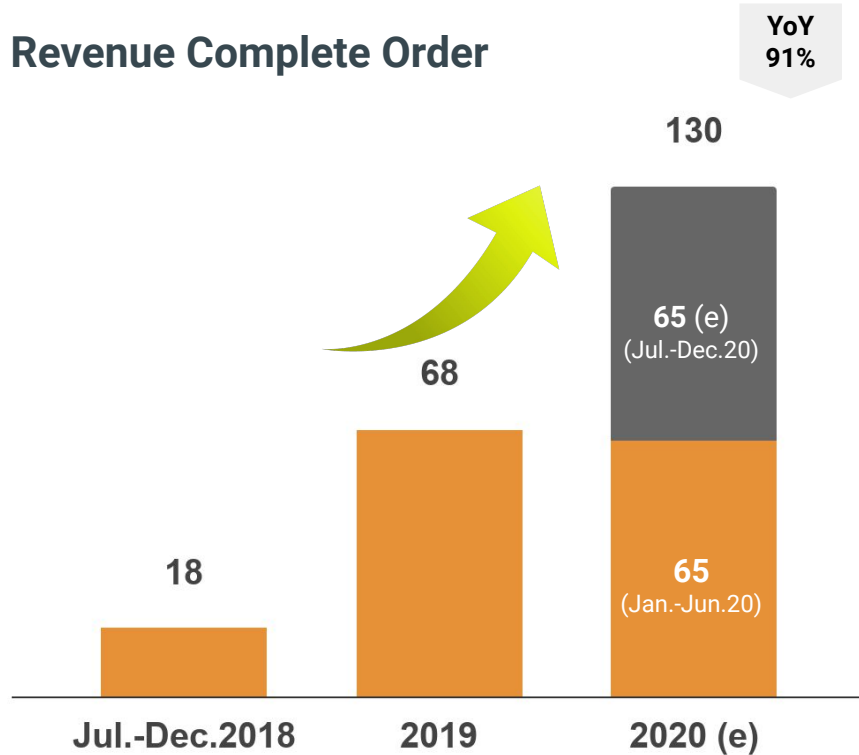
1. Bundled with volume discount
2. Integrated with MThai (Twitter) for CSR or clearance sales
3. Collaboration with our social pages and mobile application

* Outdoor events are under discussion (eyes on Covid19 infection by end of 2020) *



3. 29shopping

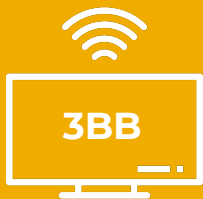
Revenue Complete Order



Unit: million Baht

- Launch COVID-19 promotion and synergize with 29Shopping
- Proved attractive to both housewife and husband buyers
- Obviously seasonal sales and situational sales such as cooking appliances, exercise equipments, sanitizer gel etc.





Content & Marketing support for 3BBTV

New source of revenue: **Content & Marketing Support** for 3BB TV

Mono employs our own content acquisition expertise for **3BB TV** to reach out international content studios based on target audience research, which lately includes **HBO, BBC, CNN, WWE, BlueAnt, etc.**, as well as Mono newly produced channels, plus Marketing creatives.



Mono gets at least ฿180 million/year



Event & Other

Mono Event: On Ground event schedule during 2nd half 2020



Jul. - Oct. 20

- อ่างทองต้องลอง
- What's up หาดใหญ่
- พิจิตร คิดถึงนะ
- เลาะบ้านอีสานใต้



Aug. - Dec. 20

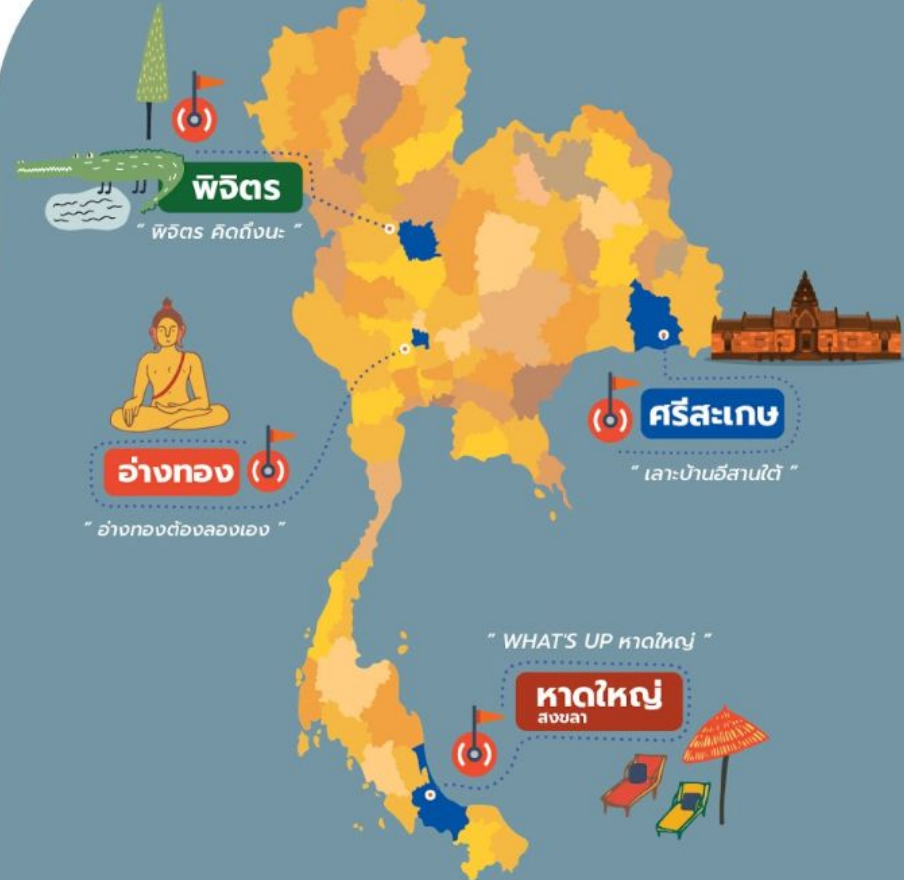
อัมพวา , อุตรธานี, ระนอง,
สุราษฎร์ธานี, น่าน, เชียงราย

Sep. 20

- ทัวร์แบบสุ่ม Season 2
- ไทยดีมีมารยาท
- คาราวาน เทียววิถีใหม่
ไปสุขโขทัยให้หายคิดถึง



คนไทย ช่วยไทย
ไป เทียวไทย



Mono Event: **mono29** countdown 2021



2020 OUTLOOK



Revenue growth about
-4% to -20% from previous
year

30% to 40%
EBITDA margin

THB **40 to 60** million
Tangible assets

THB **0.80 to 1.00** billion
Intangible assets

THANK YOU



WE ARE MEDIA AND CONTENT CONGLOMERATE

