



MONO NEXT

3Q2020

WE ARE MEDIA AND CONTENT CONGLOMERATE





AGENDA

- **3Q2020 Highlights**
- **Financial Highlights**
- **Strategic Directions**
- **2021 Outlook**



3Q2020 Highlights

3Q2020 Highlights

- Monomax: **revenue growth QoQ 7.7%**
(from 2 promotion packages)
- Monomax strategy: “**content cross platform with MONO29**”
increases content plays **100-200%**
- Mono29 **peak TVR** of 3Q2020 : **6.573**
(Rambo V, Last Blood = 4.356 ,TVR 15+)
- Mono29 **Overall TVR** of 3Q2020 : **1.265**
(QoQ **15%** , 2Q2020 = 1.096 ,TVR 15+ , 18 hrs.)
- Online activation **revenue growth QoQ 87%**
- Total revenues: **THB 443m** (QoQ **+33%**)
- EBITDA: **THB 243m** (QoQ **+34%**)
- Investment: **THB 219m** (QoQ **+75%**)



Monomax strategy: content cross platform with MONO29

Content plays (view) increase about 100 - 200% after on-air on MONO29



in February 2020
215%



in May 2020
99%



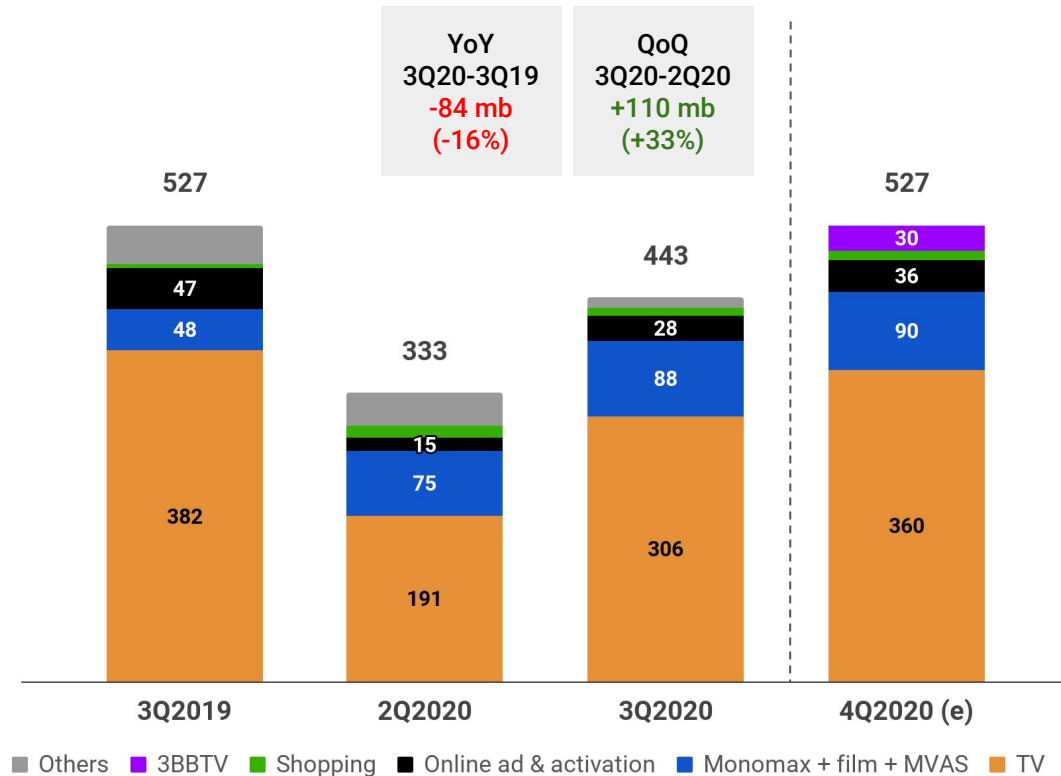
in August 2020
101%

The slide features a background image on the left side showing a close-up of a calculator and a pen resting on a document with a table of numbers. The table contains several rows of numerical data, some of which are highlighted in yellow. The right side of the slide is white and contains the title text.

Financial Highlights

3Q2020

1. Revenue from core businesses

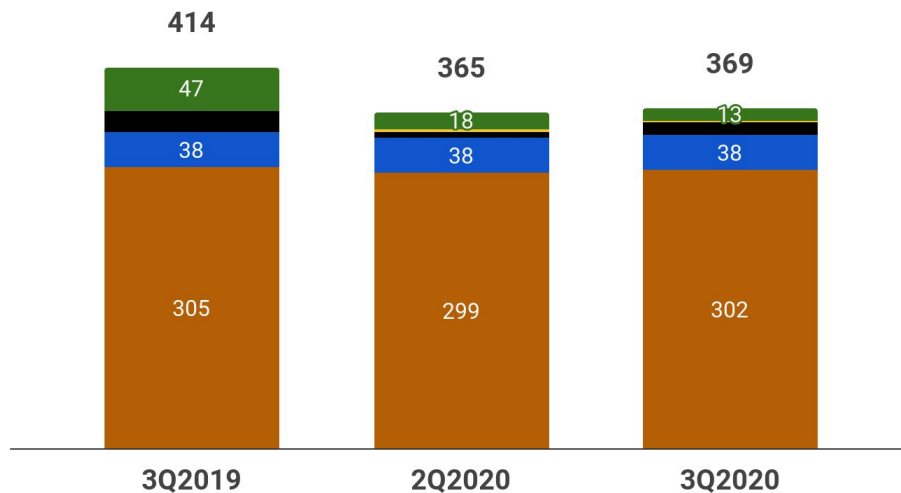


Revenue	YoY	QoQ
TV	-76 (-20%)	+115 (+60%)
Monomax+film+MVAS	+40 (+83%)	+13 (+17%)
Online + activation	-19 (-40%)	+13 (+87%)
Shopping	+5 (+100%)	-5 (-33%)
Others	-35 (-78%)	-28 (-74%)

Unit: million Baht

2. Cost Structure

YoY 3Q20-3Q19	QoQ 3Q20-2Q20
-45 mb (-11%)	+4 mb (+1%)



■ Others Business ■ shopping ■ Online ad & activation ■ subscription + film + MVAS ■ TV

COGS	YoY	QoQ
TV	-3 (-1%)	+3 (+1%)
Monomax+film+MVAS	-	-
Online + activation	-9 (-39%)	+7 (+100%) *
Shopping	+1 (+100%)	-1 (-33%)
Other	-34 (-72%)	-5 (-28%)

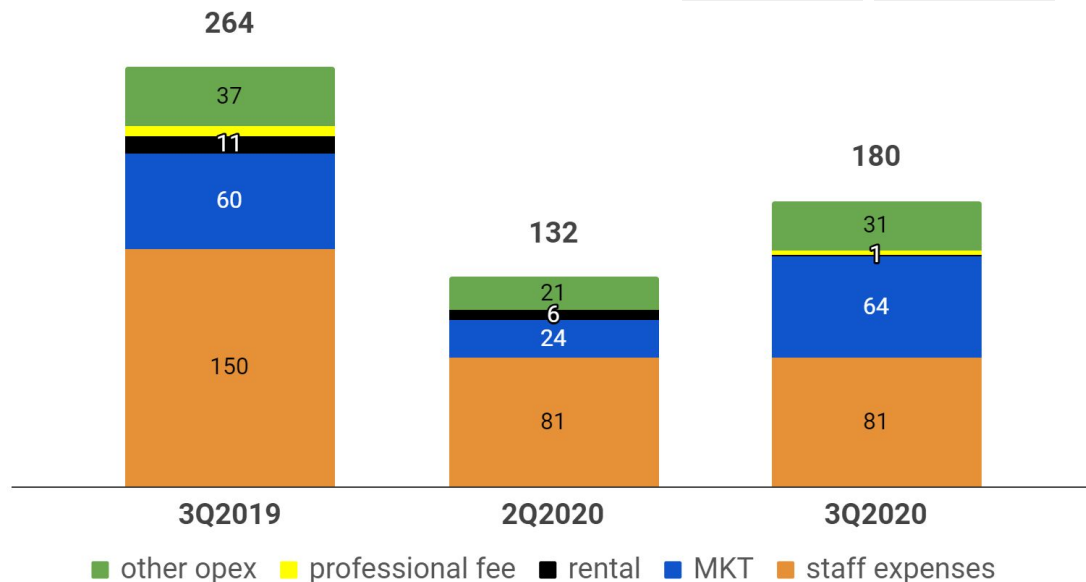
*variable cost

Unit: million Baht

3. OPEX : Operating Expenses

YoY
3Q20-3Q19
-84 mb.
(-32%)

QoQ
3Q20-2Q20
+48 mb
(+36%)



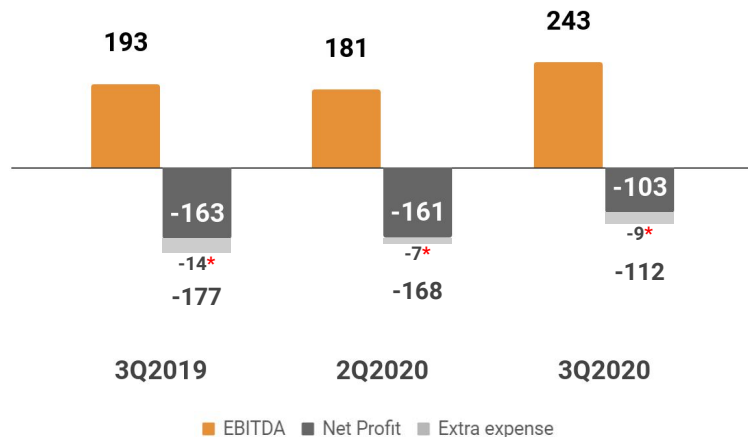
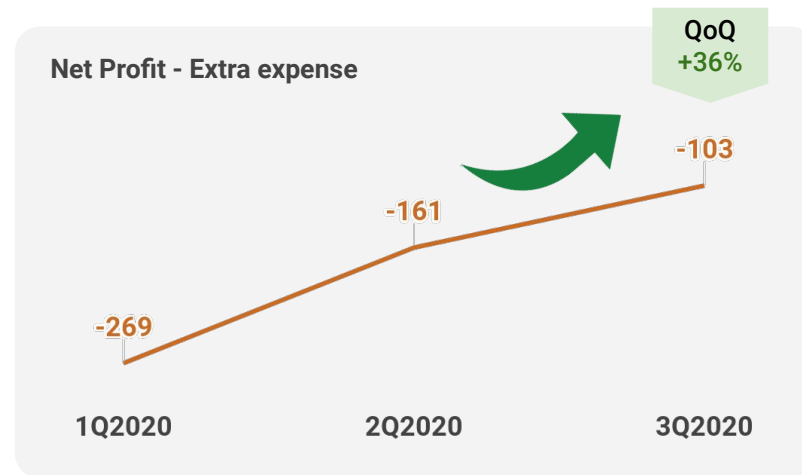
Overall opex in 3Q2020 decreases from 3Q2019 about 32%, while increases 36% from 2Q2020

- OPEX after special items is 171 mb which YoY decrease 32% and QoQ increase 37%
- Mkt expenses increase due to
 - 1) acquire members for Monomax
 - 2) release new movie (Greenland)

	3Q19	2Q20	3Q20	YoY	QoQ
OPEX	264	132	180	-32%	+36%
Special items: compensate +Impair&write off	14	7	9		
OPEX-special	250	125	171	-32%	+37%

4. EBITDA and Net Profit

Y2020	1Q20	2Q20	3Q20	QoQ
Net Profit	-390	-168	-112	
Extra expense*	-121	-7	-9	
Net Profit - Extra expense	-269	-161	-103	+36%



EBITDA	YoY 3Q20-3Q19 +50 mb (+26%)	QoQ 3Q20-2Q20 +62 mb (+34%)
Net Profit	YoY 3Q20-3Q19 +65 mb (+37%)	QoQ 3Q20-2Q20 +56 mb (+33%)

* compensate, impair, and write off due to stop unprofitable businesses



Strategic Directions 2020



Product & Collaboration Strategy

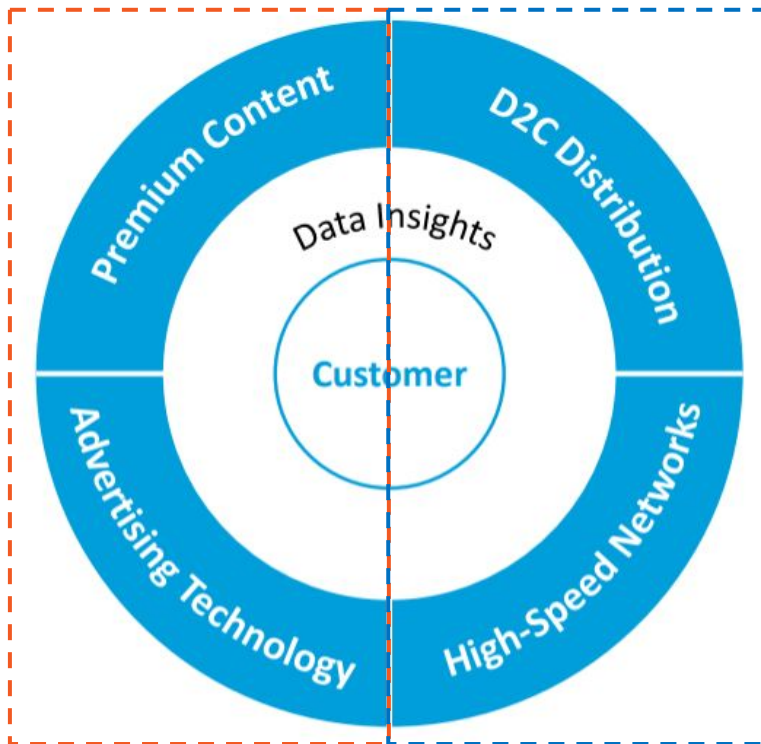
3BB + Mono

Better Together

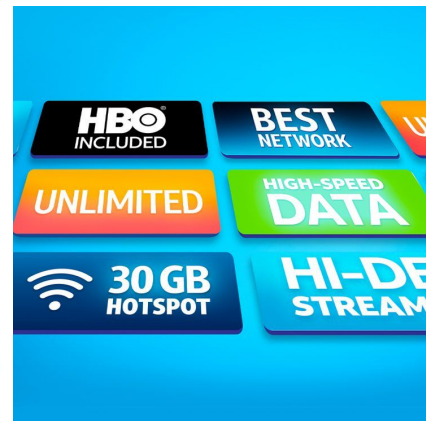
AT&T: A Modern Media Company

MONO

3BB



“A fresh approach to how **media and entertainment** works for consumers, creators, distributors and advertisers.”



1. Holistic Content Utilization

- a. Bargaining Power (Regional vs All Rights)
- b. Licensing Leverage (by priority)

2. Exclusive Content

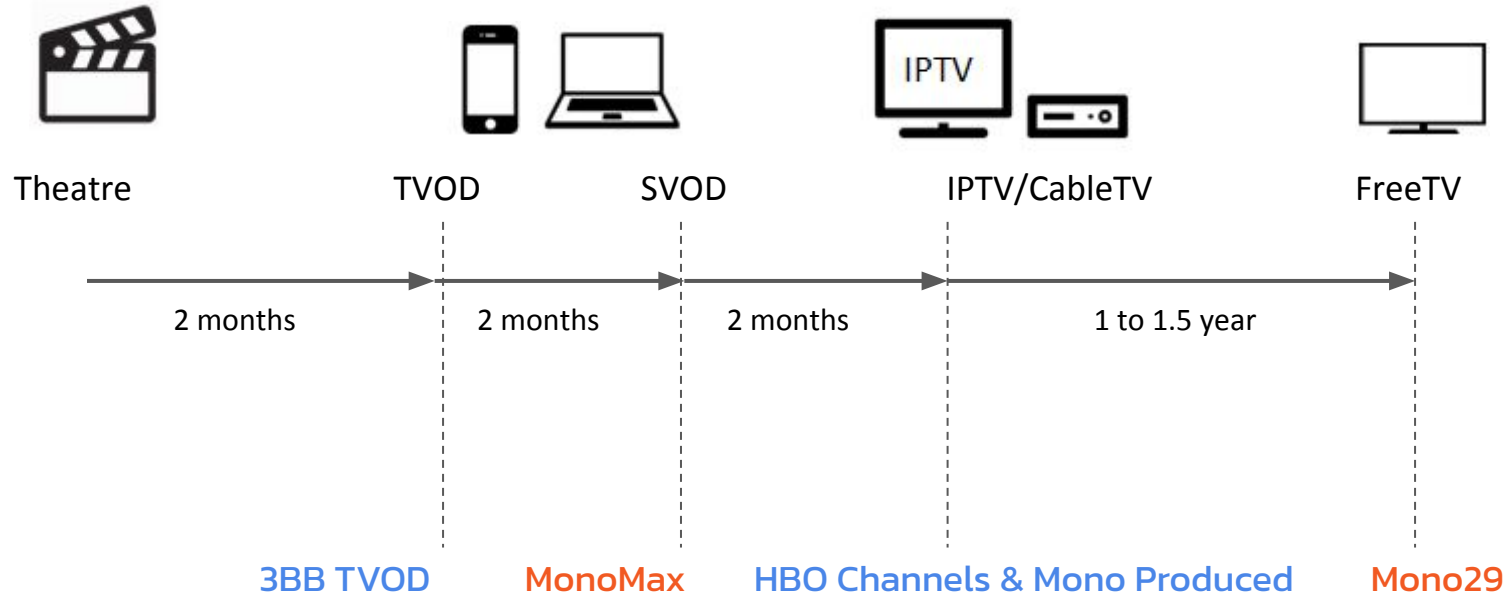
- a. International: All rights
- b. Local: Mono's production

3. Mutual Benefit


- a. **3BB**: reduces churn + increases ARPU
- b. **Mono**: Bundled revenue + Diversify risk (TV declines vs VOD rises)

Content Windows (Timeline)

Effective for our Exclusive Content



Specialized Duo & Dual

Telco	Media/Content
	<div data-bbox="1041 473 1186 618"> </div> <div data-bbox="1362 505 1727 554"> <p>Bundled SVOD</p> </div> <hr/> <div data-bbox="828 648 1321 697"> </div> <div data-bbox="1362 671 1740 785"> <p>Mono Produced Channels</p> </div> <div data-bbox="915 716 1244 806"> </div> <div data-bbox="846 828 1238 883"> </div> <hr/> <div data-bbox="1049 932 1526 987"> <p>Marketing Creatives</p> </div>



Becoming Your “Digital Companion”



For every member in a family; compatible on every screen (TV +
Devices)



Becoming Your “Digital Companion”



**“Best Content for
Thais’ Tastes”**

+

**International Content
Partners**

For every member in a family; compatible on every screen (TV +
Devices)




Set-top box Competition Landscape



Content

- FreeTV Channels
- Premium TV **31** Channels
- SVOD: 4 Apps (**40,000** titles)
- TVOD: **30** New Movies + **100** more

Landscape

Product		 AIS PLAY	
Highlight / Exclusive	Fox, EPL	Fox, Concert	HBO, WWE, Bloomberg, ๓ะกร้อ, LFC TV
Resolution	HD, Full HD	HD, Full HD	Full HD, 4K
No. of Channels	200, 500, 700+	32, 36	31
No. of VODs	TVOD: 200 FreeVOD: -	TVOD: 600+ (concert) FreeVOD: N/A	TVOD: 100+ FreeVOD: 300+, LineTV
Apps	TBA	TBA	HBO Go MonoMax LineTV
Price	TBA	TBA	THB100 / month (*promotion)

SWOT



Strength

- Streaming Stability & neat wiring
- Resolution&Clarity: Full HD, 4K
- Sound system: Dolby
- Reasonable pricing
- Add-on Apps (SVOD, TVOD, Re-run)
- HBO (well-known)

Weakness

- Late/Follower product

Opportunity

- Online payment
- Increasing Internet consumption
- Censorship
- Covid19: craving for cinema
- Covid19: craving for traveling

Threats

- less live TV consumption (more online TV & VOD)
- Censorship
- Piracy

Premium TV Channels (+ Rerun)

Live Channel: HD, Full HD (28 channels), 4K (1 channel)

HBO (6 ช่อง)



วาไรตี้ (5 ช่อง)



เด็ก (5 ช่อง)



คุณผู้ชาย (2 ช่อง)



สารคดี (3 ช่อง)



ข่าว (5 ช่อง)



กีฬา (4 ช่อง)



ช้อปปิ้ง (1 ช่อง)



* HBO, Red, HBO Family ดูย้อนหลังใน **HBO Go**

* 3BB Asian ดูย้อนหลังใน **MonoMax**

* 3BB Sports มีมวยปล้ำ **WWE** ดูย้อนหลังได้ ผ่าน **MonoMax**



*Uncensored version on HBO Go

GAME OF THRONES



WATCHMEN





Drama / 2 Seasons
Executive Producer:
Ridley Scott

Known for: Gladiator,
Martian

In A Month



Movies &
Original series



All-time
Movies



Award-winning



Asian



Action, Thriller,
Comedy

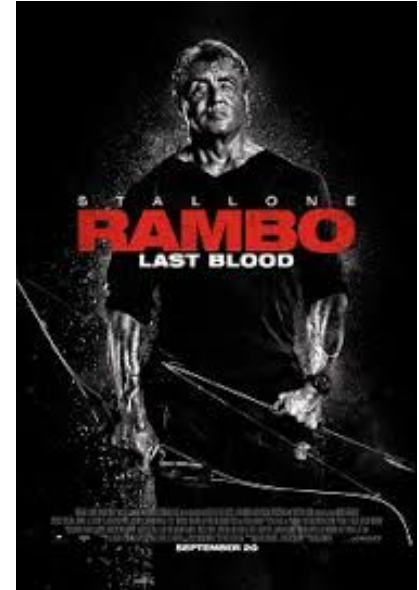
Are showing

455 Movies (**16** Premieres)

22 Series

HBO**HBO
GO****MONO29**

“Holistic Marketing All Along the Paths”



VOD

Apps

Others: SVOD Apps

true visions



NETFLIX



AIS PLAY

iflix

NETFLIX



3BB BROADBAND GIGATV



(karaoke) (live, catch-up)

In discussion



40,000 Titles!!

Others: Free VOD Apps

true visions



AIS PLAY



3BB BROADBAND GIGATV



Concerts, Thai Series





“Mono Streaming” Industry Update



Weaker theatrical
power





Opportunity for
non-studio
movies

THAILAND
**BOX
OFFICE**

รายได้หนึ่งทำเงินทั่วประเทศไทย (24 - 27 กันยายน 2563)

★ อันดับหนึ่งทำเงินสูงสุดในไทย ★

ลำดับ	ชื่อภาพยนตร์	รายได้	รายได้รวม
1	Greenland	13.40	13.40
2	Mulan	3.03	88.06
3	Tenet	0.97	66.04
4	Tesla	0.97	0.97
5	Mother Gamer เกมเมอร์ เกมแม่	0.70	12.68

(หน่วย: ล้านบาท)

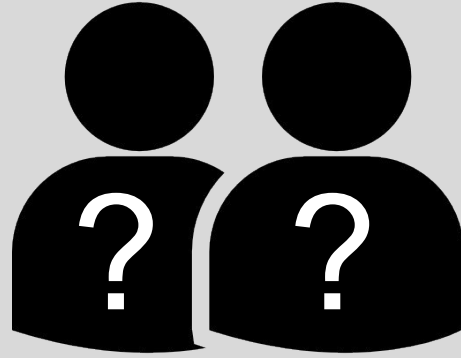




Mono's Next Line-up



Mainstream
movies/series
from elite
producers



Long-tail
genre: Novel
based, Sexy,
E-san





Growth

ชมเต็มอิ่ม
7 วัน 7 ภาค
เจมส์ บอนด์
บน
MONOMAX



“ตารางฉายสายลับพยัคฆ์ร้าย 007”

7 วัน 7 ภาคต่อเนื่อง เตรียมรับชมได้ที่ MONOMAX





SEAN CONNERY

:007 COLLECTION

Success Cases



มวยปล้ำอาชีพ
FIST OF STARDOM

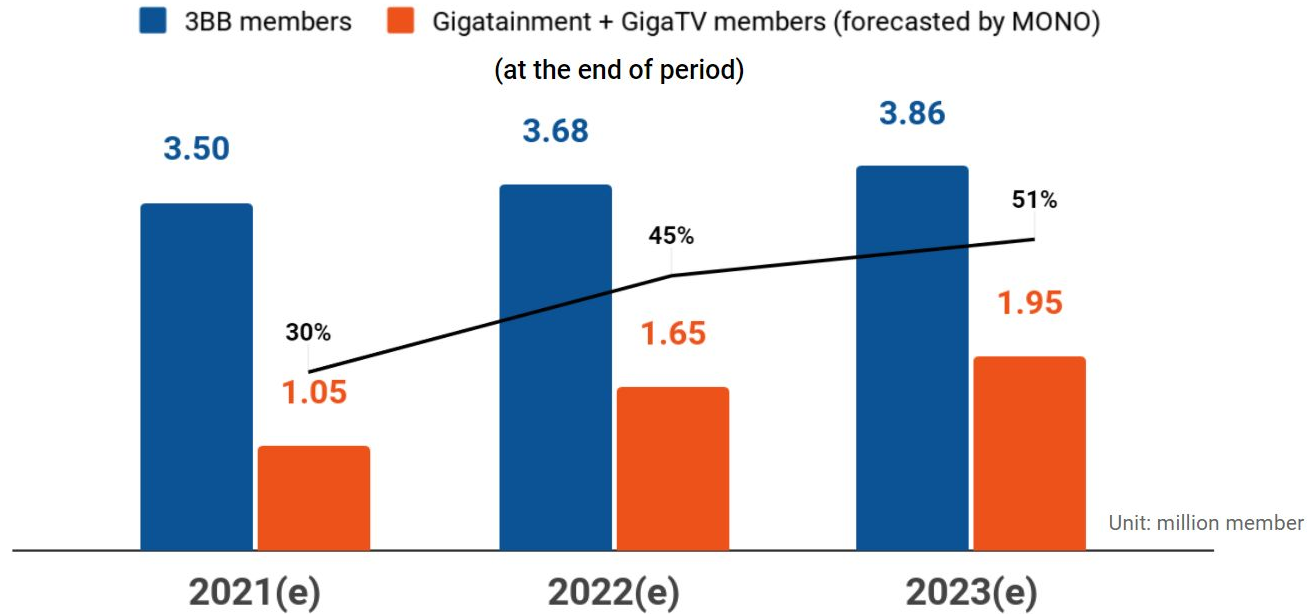


Social media **10M** engagements
(Like, Share and Comment)

TVR 2.344 / PEAK 3.439

*Source : Nielsen, TVR 15+, Channel mono29, Date 29 oct. 20

3BB X Monomax : provide Gigatainment & GigaTV services



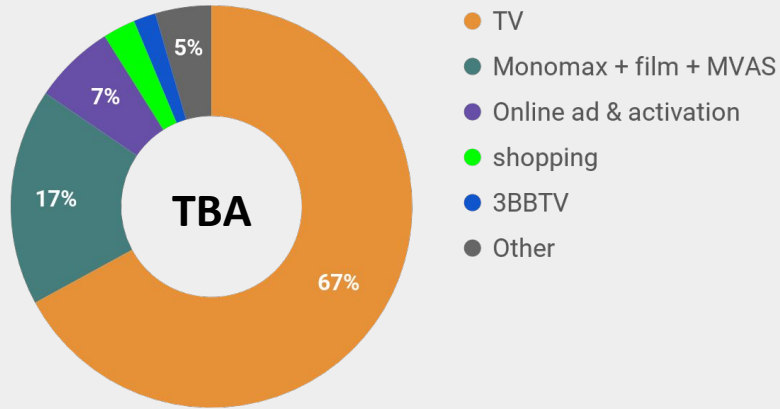
Average paid members per month	0.700	1.350	1.800
Revenue per year*	420 Mb.	810 Mb.	1,080 Mb.

*Mono gains 50 Baht per account per month



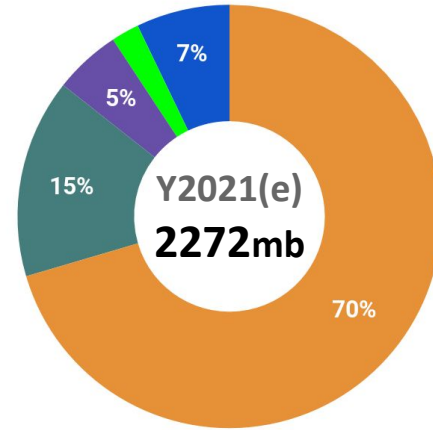
2021 Outlook

Revenue Contribution 2021 (e)



WORST case compare YTD 20

TV: +42%
Monomax: +18%
Online +5%
Shopping +10%
3BBTV: +440%



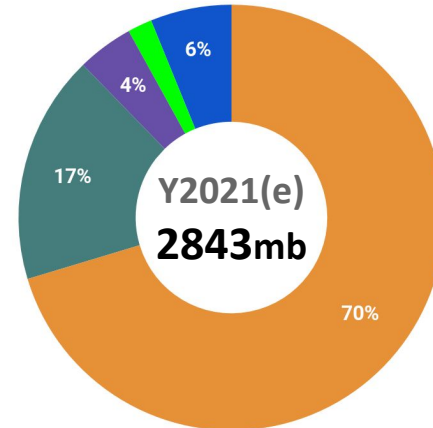
Revenue
Growth
+35%

TV Monomax + film + MVAS
Online ad & activation shopping 3BBTV

2021(e)	Worst Case	Best Case
TV Revenue	pertaining Covid19 impact	Industry mostly recovered
Monomax	avg paid members/month = 500K	avg paid members/month = 700K
Online ad & activation	pertaining Covid19 impact	More campaigns & events
Shopping	only on MONO29	additional channel on 3BB Gigatv
3BB GigaTV	Provider channel 3BB TV	Provider channel 3BB TV + Ads.

BEST case compare YTD 20

TV: +78%
Monomax: +69%
Online +10%
Shopping +20%
3BBTV: +484%



Revenue
Growth
+70%

2021 Outlook

Revenue growth about
35% to 70% from previous
year

40% to 50%
EBITDA margin

THB **40 to 60** million
Tangible assets

THB **0.80 to 1.00** billion
Intangible assets



THANK YOU

