



(Translation)

Ref. MONO 009/2021

May 12, 2021

Subject: Notification of operating results and submission of report and financial statements for the first quarter of the year 2021

To: President  
The Stock Exchange of Thailand

Enclosures: 1) A copy of financial report and consolidated financial statements  
2) A summary of the operating results of the listed company and subsidiaries for the first quarter of the year 2021 (F45)

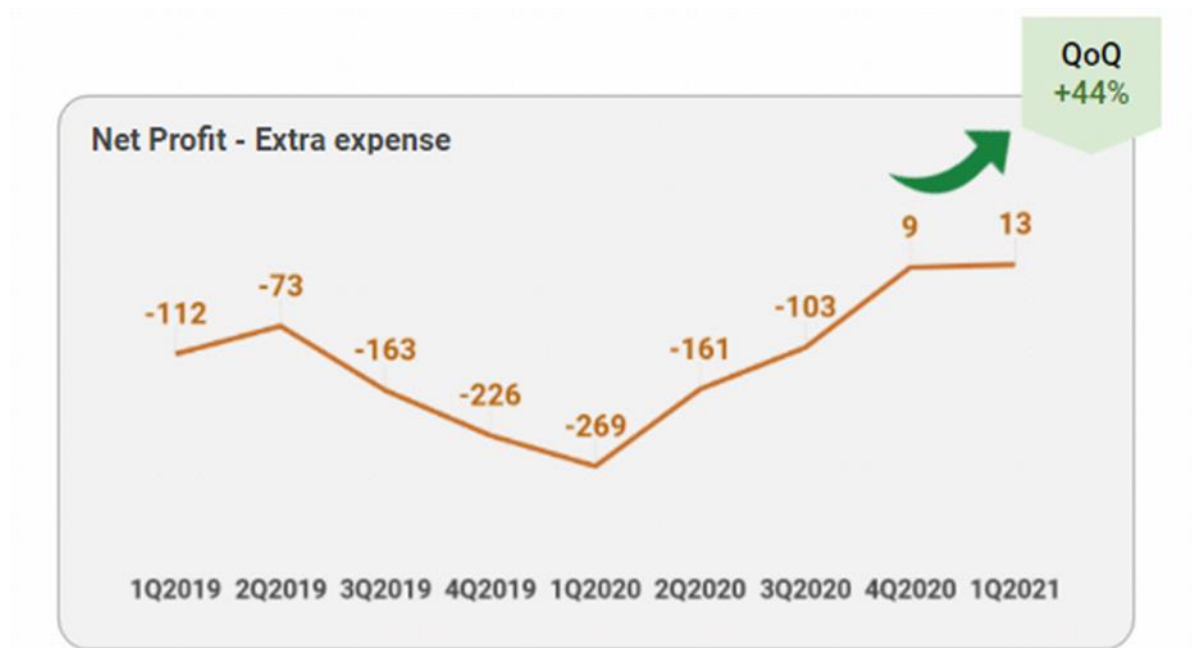
Mono Next Public Company Limited (the “Company”) would like to submit the copy of financial report and financial statements for the first quarter of the year 2021 (ended March 31, 2021) reviewed by the auditor and the meeting of the Audit Committee No. 3/2021 held on May 12, 2021. These financial report and financial statements were also approved by the meeting of the Board of Directors No. 3/2021 held on May 12, 2021. Details of the operating results are as follows:

#### Operating Results for 3 Month

Unit: Million Baht

	1Q/21	4Q/19	1Q/19	QoQ		YOY	
				Increase (Decrease)	Percent	Increase (Decrease)	Percent
Advertising Revenue from MONO29	409.2	387.9	293.9	21.3	5.5	115.3	39.2
Content Service Revenue from MONOMAX/GIGATV	115.0	97.8	24.6	17.2	17.6	90.4	367.5
Product Sales Revenue (Home Shopping)	8.5	8.8	7.9	(0.3)	(3.4)	0.6	7.6
Other Revenue	30.8	49.1	46.5	(18.3)	(37.3)	(15.7)	(33.8)
<b>Total Revenue</b>	<b>563.5</b>	<b>543.6</b>	<b>372.9</b>	<b>19.9</b>	<b>3.7</b>	<b>190.6</b>	<b>51.1</b>
<b>Cost of Sales and Services</b>	<b>424.4</b>	<b>441.5</b>	<b>468.8</b>	<b>(17.1)</b>	<b>(3.9)</b>	<b>(44.4)</b>	<b>(9.5)</b>
<b>Expense of Sales and Management</b>	<b>91.6</b>	<b>93.5</b>	<b>232.1</b>	<b>(1.9)</b>	<b>(2.0)</b>	<b>(140.5)</b>	<b>(60.5)</b>
<b>Net Profit (Loss)</b>	<b>13.1</b>	<b>8.8</b>	<b>(390.3)</b>	<b>4.3</b>	<b>48.9</b>	<b>403.4</b>	<b>103.4</b>
<b>EBITDA</b>	<b>397.0</b>	<b>367.6</b>	<b>104.0</b>	<b>29.4</b>	<b>8.0</b>	<b>293.0</b>	<b>281.7</b>

The operating results of the first quarter of the year 2021 ending March 31, 2021 revealed net profit amounting 13.1 million Baht. Profit increased by 403.4 million Baht comparing to the same quarter of the previous year, and profit increased by 4.3 million Baht comparing to the fourth quarter of the year 2020.



The above diagram showed net profit (loss) in each quarter, excluding the expense that occurred only once. It could be seen that the Company and subsidiaries once again gained profit from the business operation since Q4/2020 and continued to the first quarter of the year 2021. The total profit was 13 million Baht, increasing by 4 million Baht or 44 percent comparing to the previous quarter before gaining profit from the operating results. The growth came from factors including 1) the restructuring of Mono Group by focusing on core businesses 2) the success of content service business MonoMax and GIGATV which appeared a constant growth during the New Normal 3) the policy on cost and expense management which started since the early of the year 2020 and resulted in a more effective control of cost and expense and 4) the recovery of the businesses which were affected by COVID-19 pandemic comparing to the same quarter of the previous year although the recovery did not meet the same level as that before the pandemic. Nevertheless, the Company was aware of the uncertainty of the new wave which happened during the end of the year 2020 in order to adjust the business plan throughout the situation.

Comparison on the cause of changes in 2020 operating results and the fourth quarter of 2020

### **Total Revenue**

- Total revenue in Q1/2021 increased by 190.6 million Baht or 51.1 percent comparing to the same quarter of the previous year, and increased by 19.9 million Baht or 3.7 percent comparing to the previous quarter mainly due to the following details.
  - 1) Advertising revenue increased by 115.3 million Baht or 39.2 percent comparing to the same quarter of the previous year, and increased by 21.3 million Baht or 5.5 percent comparing to the previous quarter. The increase resulted from the business recovery as COVID-19 situation was improved; moreover, advertising promotion campaign received great feedback. As a result, advertising revenue continuously moved in a positive direction.
  - 2) Revenue from content service on MONOMAX and 3BB GIGATV increased by 90.2 million Baht or 367.5 percent comparing to the same quarter of the previous year, and increased by 17.2 million Baht or 17.6 percent comparing to the previous quarter. The business continues to grow according to the growth of digital media and the Internet market, resulting from the New Normal lifestyle, promotion campaigns, and collaboration with business partners to expand customer base.

### **Cost and Expense**

- Cost of sales and services in Q1/2021 decreased by 44.4 million Baht or 9.5 percent comparing to the same quarter of the previous year, and increased by 17.1 million Baht or 3.9 percent comparing to the previous quarter.
- Expense of sales and management in Q1/2021 decreased by 140.5 million Baht or 60.5 percent comparing to the same quarter of the previous year, and decreased by 1.9 million Baht or 2 percent comparing to the previous quarter.
- Cost and expense of sales and management continued to decrease mainly due to the internal restructuring which focused on core businesses. Therefore, the management of cost of sale and expense was more effective.

## **2021 Business Plan**

In the first quarter of 2021, although our business has just started to recover since the pandemic in early 2020, there have also been some uncertainties on the new waves of COVID-19 in late 2020. The Company has to be aware in order to adjust the business plans under instability. As a result, the business still has not recovered itself to the same level as that before the pandemic. Competitions in the market are still high in terms of pricing and service strategies. Nevertheless, the Company will aim at strengthening our primary businesses through quality contents, comprehensive services and sales promotions that meet customers' needs, and partnerships with our business partners to increase market shares and expand the businesses.

- **The expansion of MonoMax online subscription** will include all target audiences, develop applications that serve customers' needs, provide quality contents, and create sales promotions by partnering with several brands in order to deliver services to the target groups. In addition to increasing the customer base, the Company and business partners will benefit from each other in media supports.
- **The content delivery on the 3BB GIGATV platform** will aim at increasing revenues and opportunities from services on the platform, for example, revenues from advertisements and Home shopping. Currently, we are in the process of implementation, and the service is expected to launch in the second half of 2021.
- **The MONO29 digital television** will aim at bringing revenue from advertising back to the same level as that before the COVID-19 pandemic and maintaining continuous growth with the plan to modify the broadcast schedule, to modify the plan on production and purchasing contents, and to create new products and services as additional channels to increase revenue.
- **The Company will aim at acquiring and producing Highlight Content** focusing on Thai movies and TV series in order to expand the customer base to which the services will be delivered on MonoMax, 3BB GIGATV, and MONO29. The Company has acquired experts who have a lot of experiences in the business to produce quality contents that truly meet the taste of customers. The Company also plans to reduce the budget on purchasing copyrights and focus on producing its own contents. That way, the Company will have unlimited ownerships and will be able to utilize those contents through various distribution channels in order to get the utmost benefit.

- **The growth of online/offline activation** will be promoted by making the processes up-to-date and responding to customers' desires. The Company established a digital marketing solution unit to collaborate with the online/offline activation unit and the media under Mono Group including MONO29 with the third TVR in the country and MTHAI which receives trust from online users. This will be the comprehensive online/offline activation and will satisfy various aspects of customers' needs.

Please be informed accordingly.

Yours sincerely,

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(Mr. Patompong Sirachairat)

Chief Executive Officer