



MONO MAX

MONO 29

MONO NEXT
2Q2022

AGENDA



1) **2Q2022** Highlights



2) **Financial** Highlights



3) **Strategic** Directions



4) **2022** Outlook

1) **2Q2022** Highlights



2Q2022 Highlights



Monomax &
3BB Giga TV



Revenue growth YoY **41%**



Member growth YoY **35%**



TV Rating

Average TVR of 2Q22
= **0.725***

Ranked **no.3** of all channels

Mono29 **peak TVR** of 2Q22 :
"Fast & furious 6" = **5.275***

*TVR Source : Nielsen, TVR 15+, 24hrs.



Performance

Total revenues
THB **513 m** (QoQ 0%)

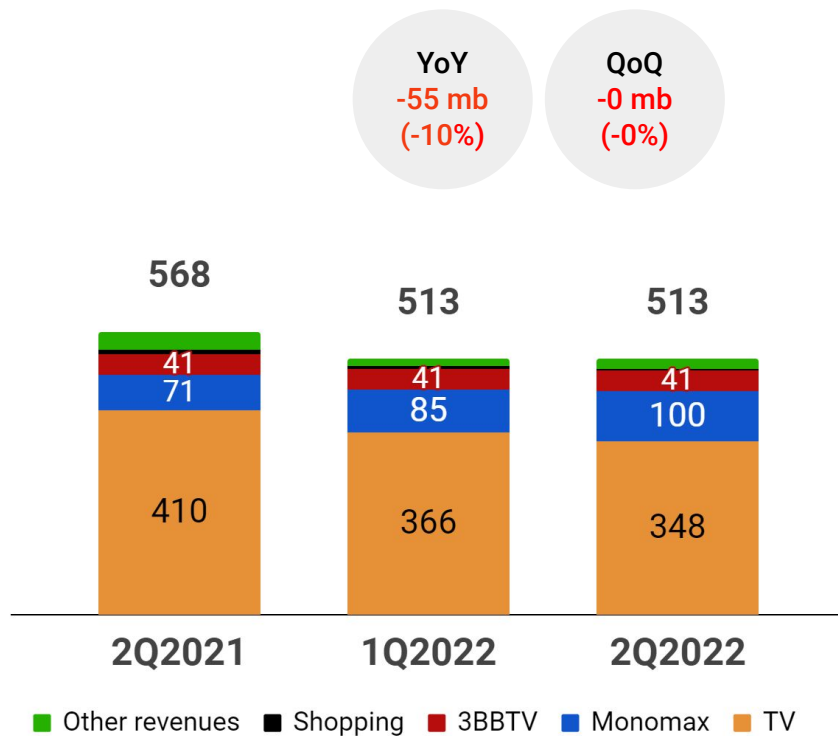
EBITDA
THB **325 m** (QoQ -7%)

Investment
THB **199 m** (QoQ -21%)

2) **Financial** Highlights



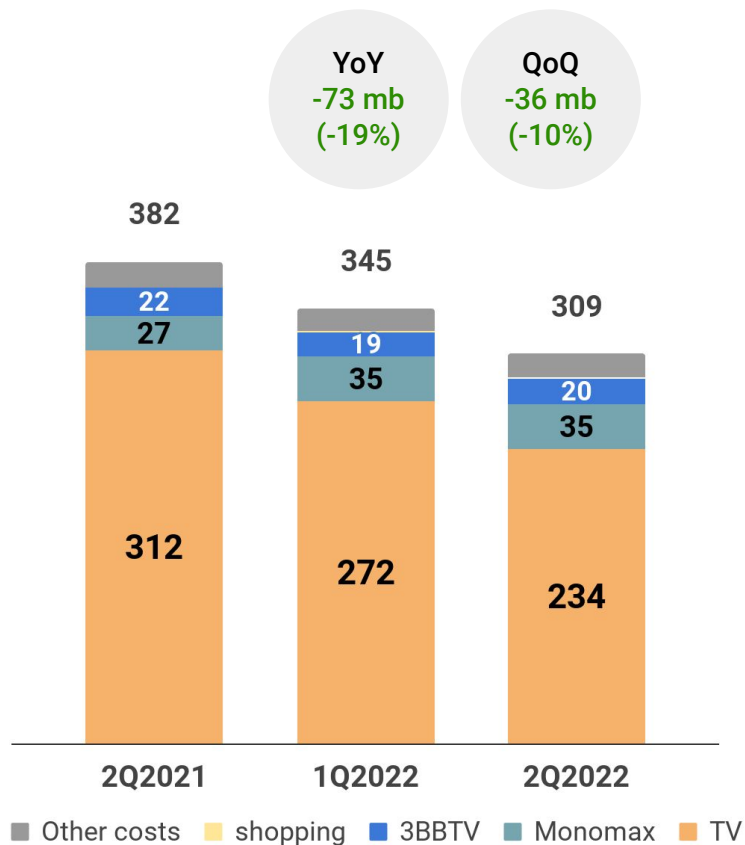
1. Revenue from core businesses



Revenue	YoY	QoQ
TV	-62 (-15%)	-18 (-5%)
Monomax	+29 (+41%)	+15 (+18%)
3BBTV	-	-
Shopping	-4 (-50%)	-3 (-43%)
Other rev.*	-18 (-47%)	+6 (+43%)

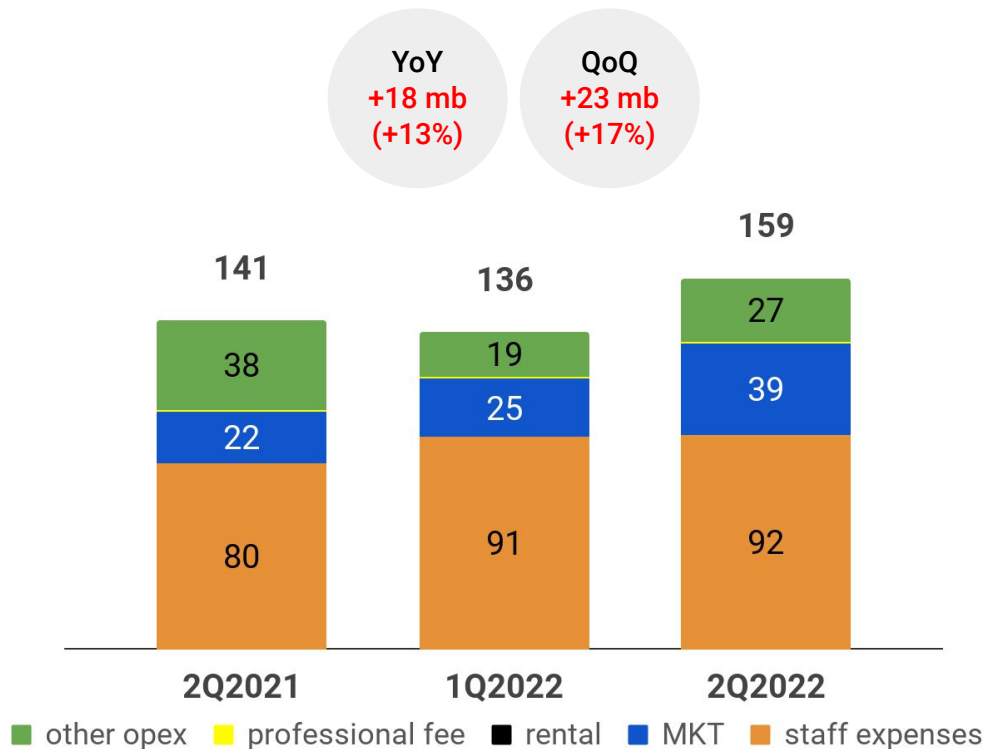
* film distribution, right management, events, etc.

2. Cost Structure



Cost	YoY	QoQ
TV	-78 (-25%)	-38 (-14%)
Monomax	+8 (+30%)	-
3BBTV	-2 (-9%)	+1 (+5%)
Shopping	-	-
Other	-1 (-5%)	+1 (+5%)

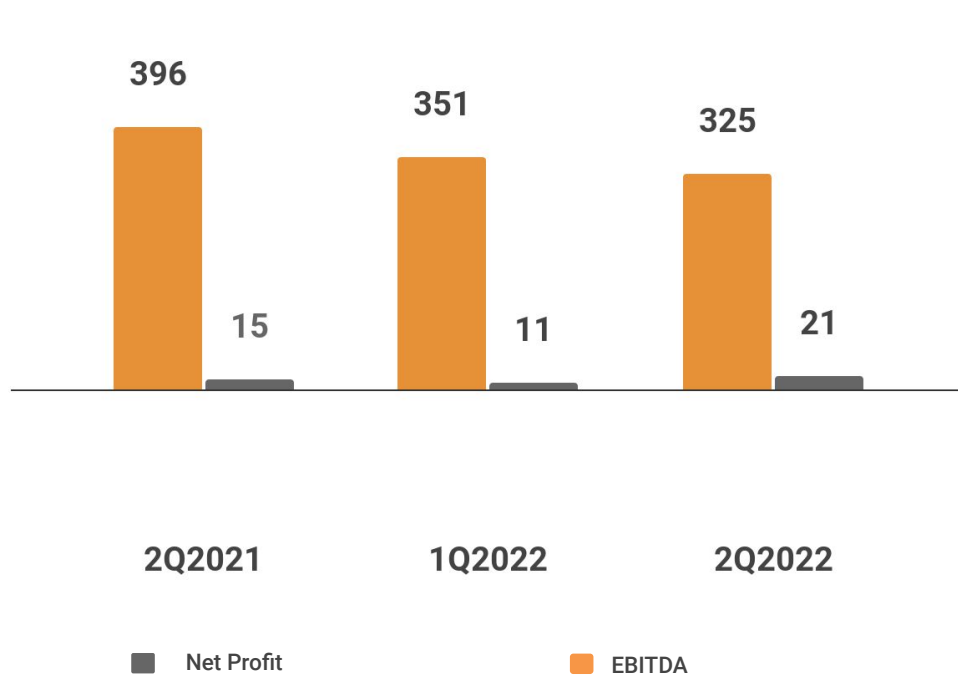
3. OPEX : Operating Expenses



Opex	YoY	QoQ
Staff expenses	+12 (+15%)	+1 (+1%)
MKT	+17 (+77%)	+14 (+56%)
Other	-11* (-29%)	+8* (+42%)

* exchange rate

4. EBITDA and Net Profit



EBITDA

YoY
-71 mb.
(-18%)

QoQ
-26 mb.
(-7%)

Net Profit

YoY
+6 mb.
(+40%)

QoQ
+10 mb.
(+91%)

3) **Strategic** Directions



- ▶ 3.1 Exclusive contents
- ▶ 3.2 Monomax Target
- ▶ 3.3 Monomax Dongle
- ▶ 3.4 Monomax Point



3.1

Exclusive contents

Mono29: Coming soon Thailand premiere

* Hollywood production issues and their SVOD issues partially resolved



Mono29: New programs in second half of the year

Opportunities

- Guest celebs
- Our original series promotion
- Tie-in sponsors
- Online re-run
- Online Marketing



**New program
- coming soon -**

Mono29: Thai series

3 titles in production, 4 titles in pre-production
Will be simulcasted on **Mono29** and **Monomax** (re-run and uncut).



Monomax: Exclusive and Semi-Exclusive content

* Thai dubbed of such titles contribute the most of YoY member growth (35%)

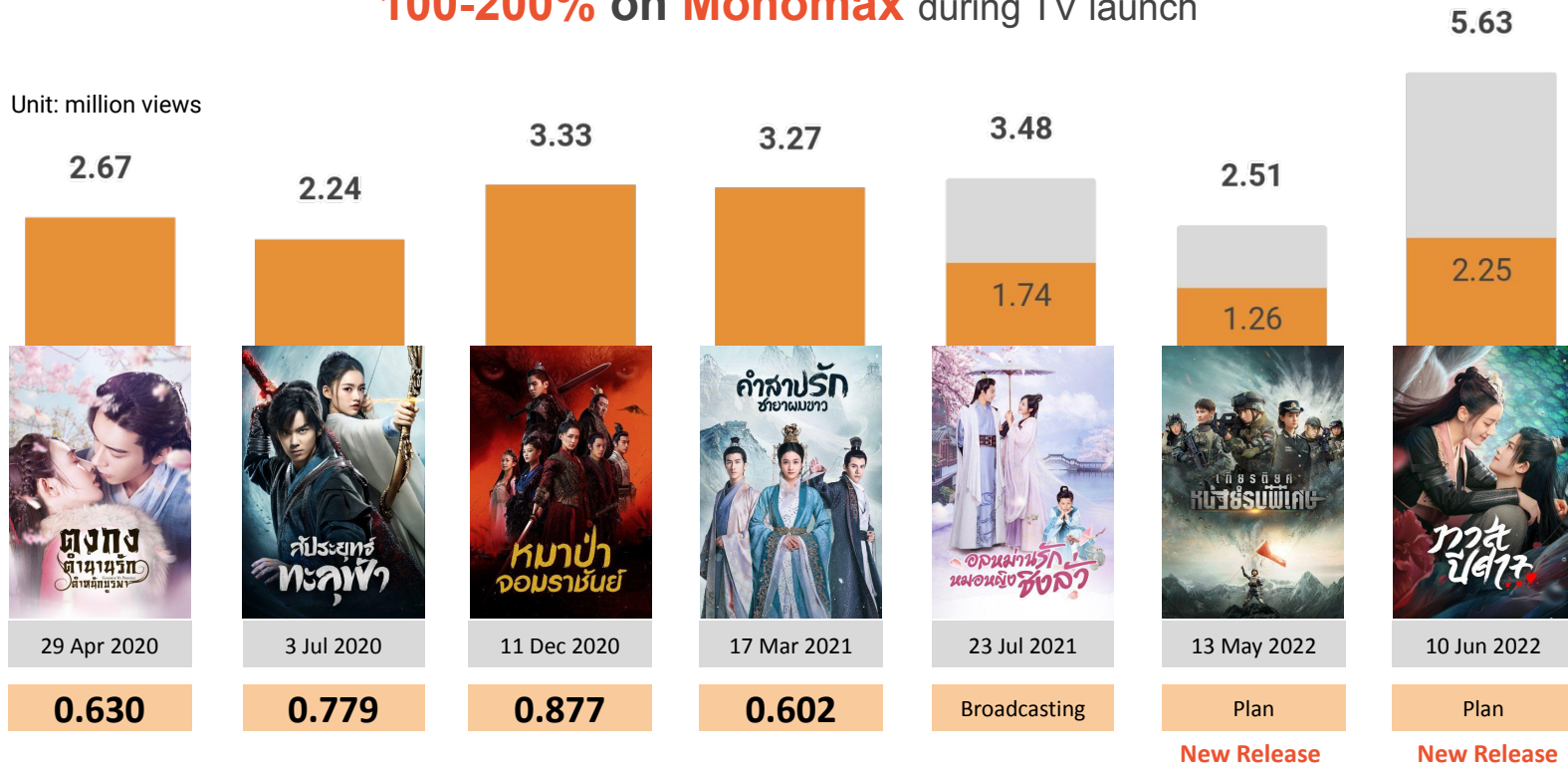


Monomax: Content Synergy with Mono29 (co-premiere)

Broadcasting content on **MONO29** and two-phased marketing are successful on both platform and subsequently increases content plays

100-200% on Monomax during TV launch

Unit: million views





3.2

Monomax Target

MONOMAX: increase brand awareness

ถ่าย omega ไม่ทัน แต่ถ่ายทาสปีศาจของพสเรอปา และเจียหลินหันนะค้า monomax โปรโมทยิ่งใหญ่ อลังการ สมชิรี่ระดับท็อป 🤖👽🔥

ตั้งกล้องตั้งแต่ยังไม่เข้าด่าน 555 วันนี้ขับเอง ฝนตก อีก ดีที่รถไม่เยอะ คลั่งรักไม่ไหว #ทาสปีศาจ #ทาสปีศาจxMONOMAX

เว่รมากกกก ชีบรถกลับบ้านวันแรกที่กลับไทยเจอป้าย #ทาสปีศาจ เลยสิ monomax คำโปรโมททุกที่จริงอะ กำลังนั่งเหม่ออยู่เลย 😂😂😂😂

Translate Tweet



15:20 · 11 Jun 22 · Twitter for iPhone

Mission Complete @ Siam Paragon
#ทาสปีศาจxMONOMAX

เล่นใหญ่จริงใจจริง แต่ชีรี่สปีนนะ ไปดูเถอะ 🍀
#ทาสปีศาจ

Translate Tweet



15:08 · 12 Jun 22 · Twitter for iPhone

ภาพมุมสูงบนสถานี BTS สยาม

Translate Tweet



0:14

1,142 views

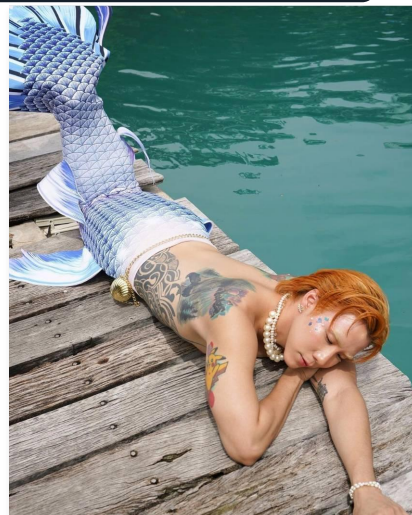
18:41 · 12 Jun 22 · Twitter for Android



0:10

150 views

18:47 · 12 Jun 22 · Twitter for Android



และ 22,209 อื่น ๆ

ขี้ตัวแสบขออนุญาตเป็นมนุษย์เงือกหนึ่งวันนะคะ :)

Feeling my merfolk vibes today. Stole some of Ariel's jewellerys, I hope she doesn't mind. 🧜‍♀️💎💕

#ตามหา11เงือกหนุ่มxMONOMAX
#ทาสปีศาจxโมโนแมกซ์
#ทาสปีศาจxMONOMAX
#MONOMAX



▲ 47.59% QoQ
Net Followers



▲ 11.37% QoQ
Net Subscribers



▲ 2.57% QoQ
Net Page Likes

MONOMAX: collaboration plan with Telco. operators



hard bundling with 3BB GigaTV packages
At 50 Baht/month at M.G. of 350,000 accounts



Normal package

Monthly 250 B
 Quarterly 599 B
 Yearly 1,999 B



2Q2022

149 Baht per month



3Q-4Q/2022

Propose special packages
 to Telecom operators at
49-99 Baht/month
 (depending on volume)

- Bundling
- Top-up price
- Limited device

MONOMAX: member target

Internet penetration
in Thailand

54.5 million*

(Feb.2022)

3BB
BROADBAND

2.42 mil.

(e)

AIS
Fibre

1.87 mil.

(e)

trueonline

3.16 mil.

(e)

nt
National
Telecom

1.5 mil.

(e)

AIS

truemove

dtac

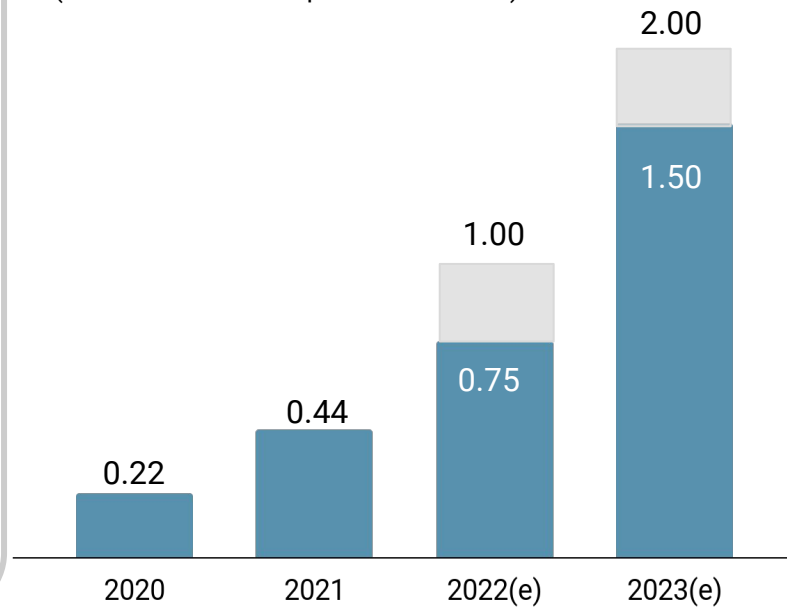
Mobile "internet" network

45.5 mil.

Monomax members

As of Jun. 2022 = 0.57 mil.sub

(about 1% of internet penetration in TH)



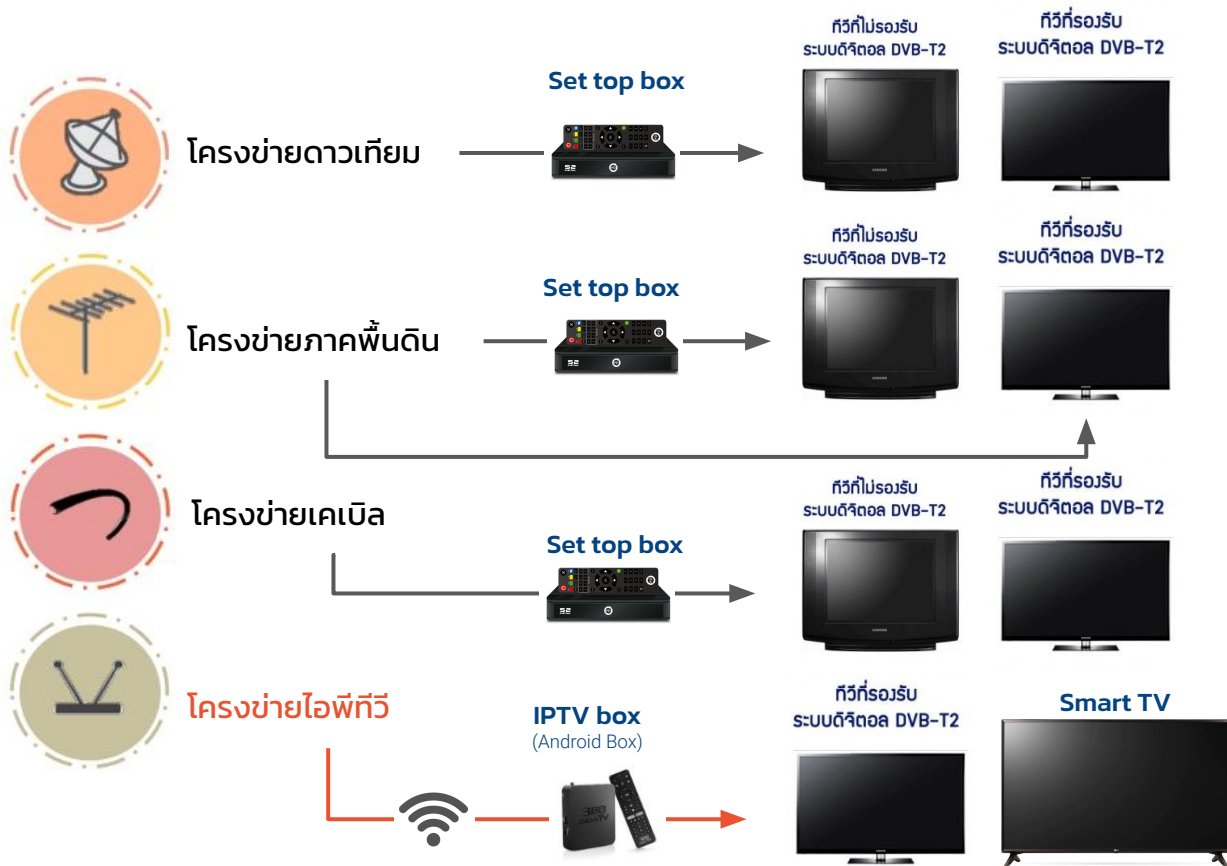
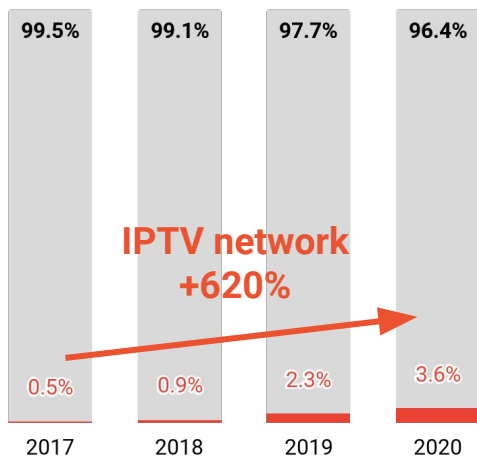


3.3

Monomax Dongle

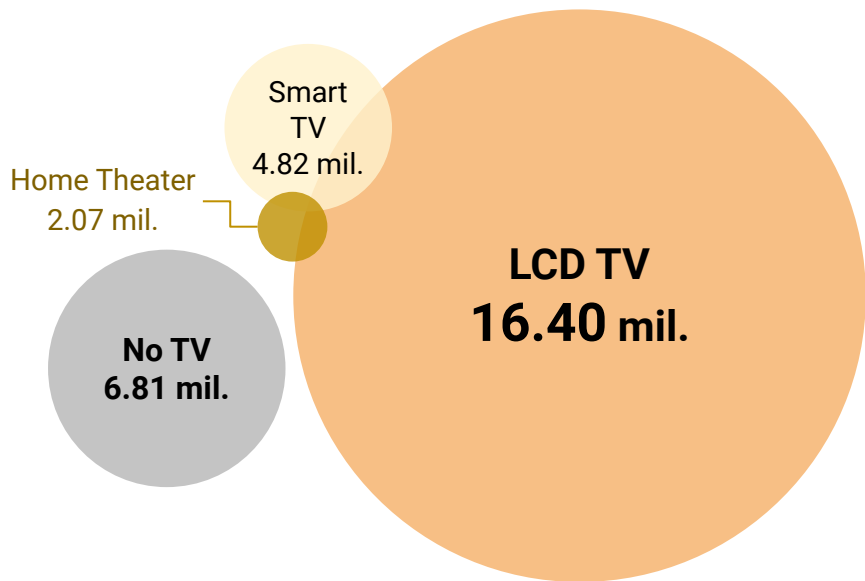
Market overview (1/2)

TV viewing network
proportion types
(%households)



Market overview (2/2)

All sold **TV types** (**26.59** mil. households)



Product Strategies

- Market opportunities (PC, smartphone, TV)
- Telco independency
- Optional package to users
- Super user-friendly for elder users

MONOMAX: Set Top Box Dongle (1/3)

Time to Expand to other Telco

Successful case of 3BB GigaTV collaboration to new device.

- Voice command
- Auto-login
- Big-screen use
- TV-independent (vs unstable tv app)
- No-brainer hard bundling package
- Customer retention



Seamless into single device

Easy installation; Plug and play
TV/projector, etc. HDMI display device

Business Opportunities

- Sports Live channel
- Pre-arranged VODs
- Interactive Shopping
- Advertising

MONOMAX: Set Top Box Dongle (2/3)

Competitor Comparison



- ✓ Premium content by monomax and free TV channels.
- ✓ Basic package no top up.
- ✓ Connect to Wifi in all networks.
- ✓ portable entertainment Turn a normal TV, LCDTV, Projector into a smart TV.
- ✓ Small size, Freedom to install and easy to carry anywhere
- ✓ multipurpose remote



Ais Playbox
(Android Box)



trueID TV
(Android Box)



3BB GIGATV
(Android Box)



GMM Z TV STICK
(Dongle)

MONOMAX: Set Top Box Dongle (3/3)

Compare Competitor

Device	 MONOMAX	 Ais Playbox	 trueID TV	 3BB GIGATV	 GMM Z TV STICK
1. Premium content	✓	✓	✓	✓	✗
2. live stream	✓	✓	✓	✓	✗
3. Top up package	✓	✓	✓	✗	✗
4. Connect to Wi-Fi in all networks.	✓	✗	✓	✗	✓
5. portable entertainment	✓	✗	✗	✗	✓
6. Small size, wireless	✓	✗	✗	✗	✓
7. multipurpose remote	✓	✓	✓	✓	✓



3.4

Monomax Point

MONOMAX: Mono Points



MONO POINTS

(September 2022)

สะสมแต้ม เพื่อแลกของรางวัล

MONOMAX

ดูสนุก พูดยต์แลกแจกลาน

แจกรถ! แจกทอง!

พร้อมของรางวัลอื่นๆ รวมมูลค่ากว่า

2 ล้านบาท

ระยะเวลากิจกรรม
1 กันยายน 2565 ถึง 31 ธันวาคม 2565

จับรางวัลและประกาศรายชื่อผู้โชคดีวันที่ 28 กุมภาพันธ์ 2566

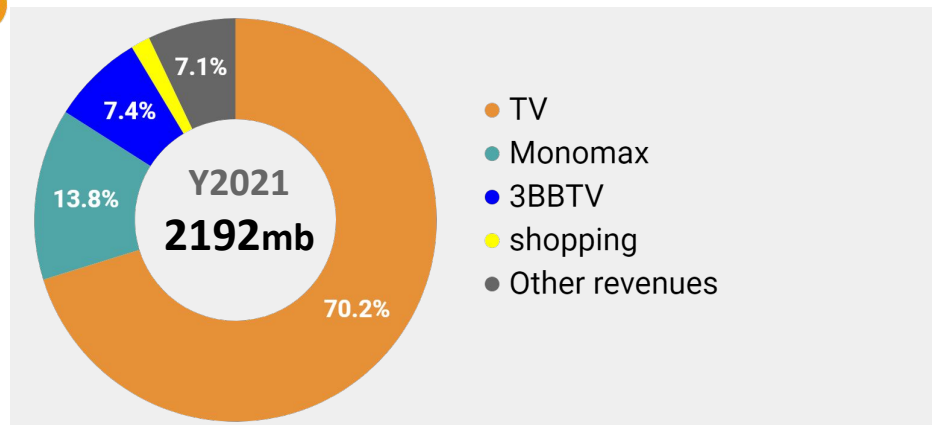
เลขที่ใบอนุญาต ๐๐๐๐๐๐๐๐๐๐๐๐๐๐๐๐

*สิทธิพิเศษสำหรับ สมาชิก MONOMAX
ติดตามรายละเอียดเพิ่มเติมได้ที่ www.monomax.me

4) 2022 Outlook

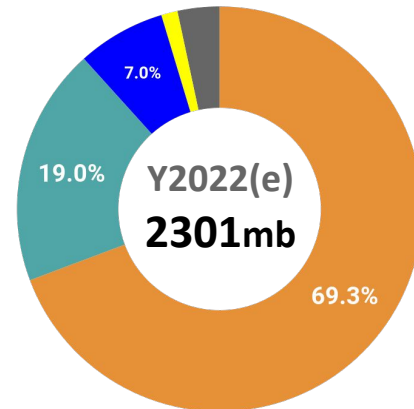


Revenue Contribution



Worst case scenario

Revenue
Growth
+5%

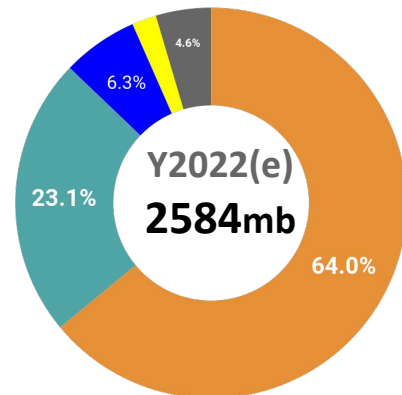


TV Monomax 3BBTV shopping Other revenues

2022(e)	Worst Case	Best Case
TV Revenue	4% growth from YTD21	7% growth from YTD21
Monomax	45% growth from YTD21	98% growth from YTD21
3BBTV	Provider channel 3BB TV	Provider channel 3BB TV
Shopping	on-air only on MONO29	+ channel on 3BB Gigatv

Best case scenario

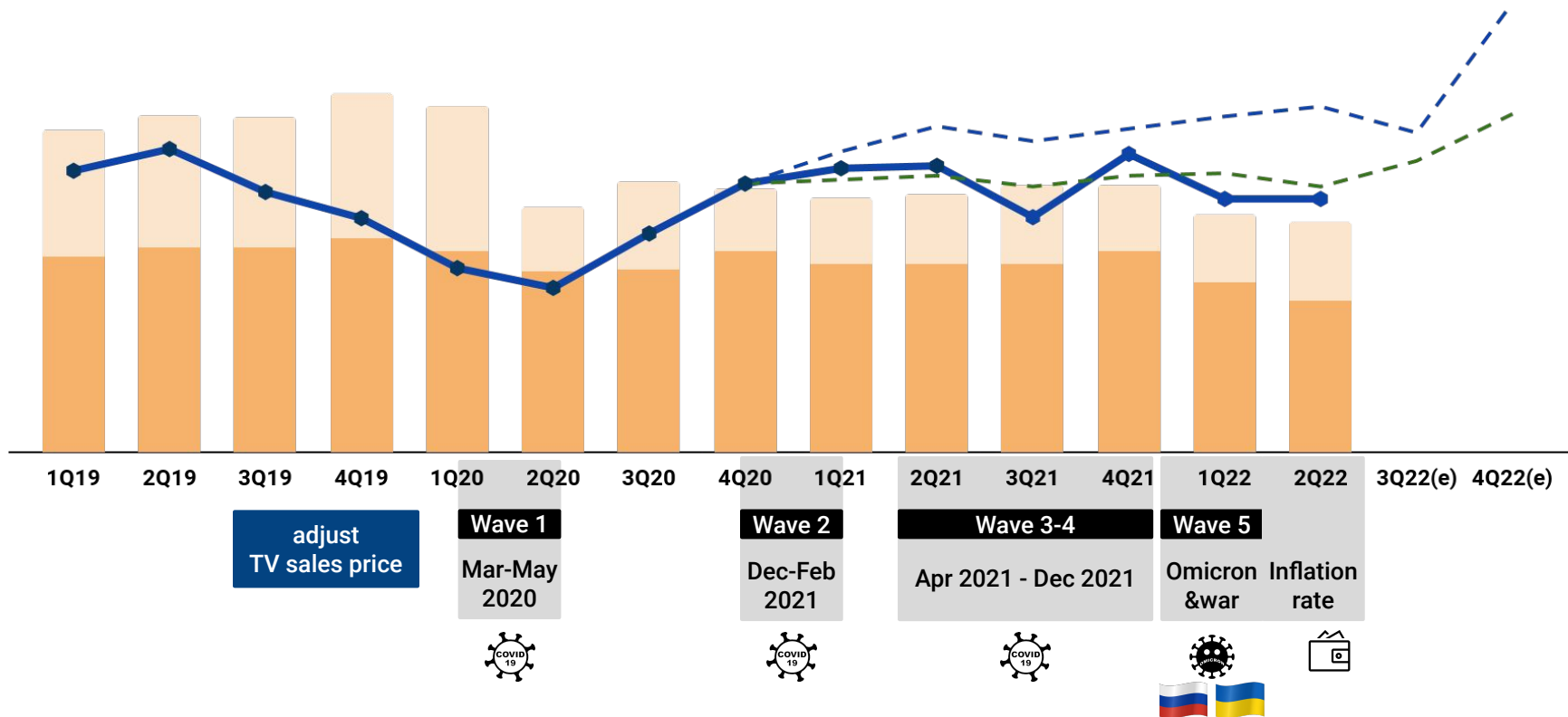
Revenue
Growth
+18%



Unit: million Baht

Scenarios 2019-2022(e)

— Rev. BEST case — Rev. WORST case ● Revenue ■ opex ■ cost



2022 Outlook

Revenue growth about
5% to 18%
from previous year



60% to 70%
EBITDA margin



THB **20 to 30** million
Tangible assets



THB **0.80 to 1.00** billion
Intangible assets



MONO MAX

MONO 29

Thank You