MONO MAX

MONO 29

MONO NEXT

3Q2022

AGENDA

1) 3Q2022 Highlights

2) Financial Highlights

3) Strategic Directions

4) 2022 Outlook

01

3Q2022 Highlights

3Q2022 Highlights

Monomax & 3BB Giga TV

Revenue growth YoY **35%**

Member growth YoY **49%**

TV Rating

Average TVR of 9M 2022
= **1.157***
Ranked **no.3** of all channels

Mono29 **peak TVR** of 9M 2022 :
"Fast & Furious Presents: Hobbs & Shaw"
= **5.203***

*TVR Source : Nielsen, Urban, 18hrs.

Performance

Total revenues
THB **520 m** (QoQ 1%)

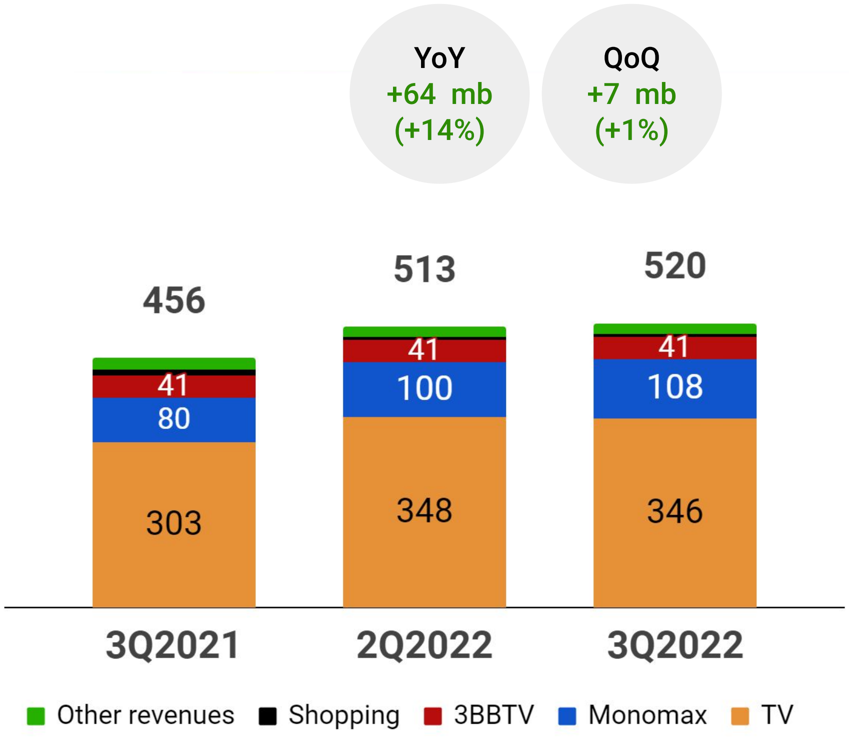
EBITDA
THB **328 m** (QoQ 1%)

Investment
THB **173 m** (QoQ -13%)

02

Financial Highlights

1. Revenue from core businesses



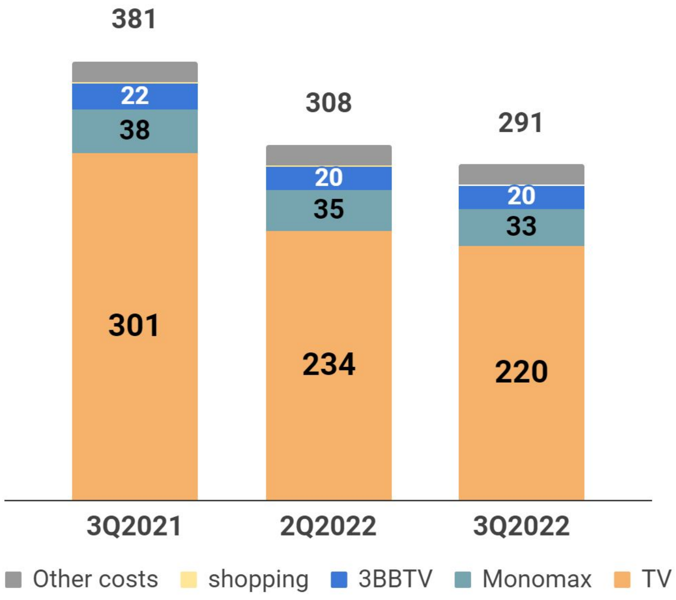
Revenue	YoY	QoQ
TV	+43 (+14%)	-2 (-0.6%)
Monomax	+28 (+35%)	+8 (+8%)
3BBTV	-	-
Shopping	-6 (-55%)	+1 (+25%)
Other rev.*	-1 (-5%)	-

Unit: million Baht

2. Cost Structure

YoY
-90 mb
(-24%)

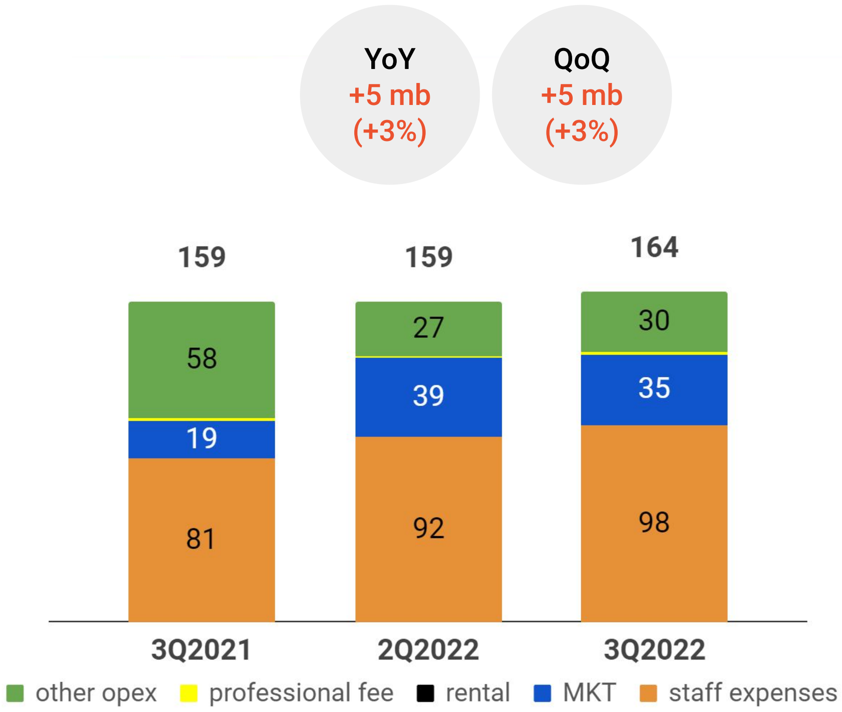
QoQ
-17 mb
(-6%)



Cost	YoY	QoQ
TV	-81 (-27%)	-14 (-6%)
Monomax	-5 (-13%)	-2 (-6%)
3BBTV	-2 (-9%)	-
Shopping	-	-
Other	-1 (-6%)	-1 (-6%)

Unit: million Baht

3. OPEX : Operating Expenses

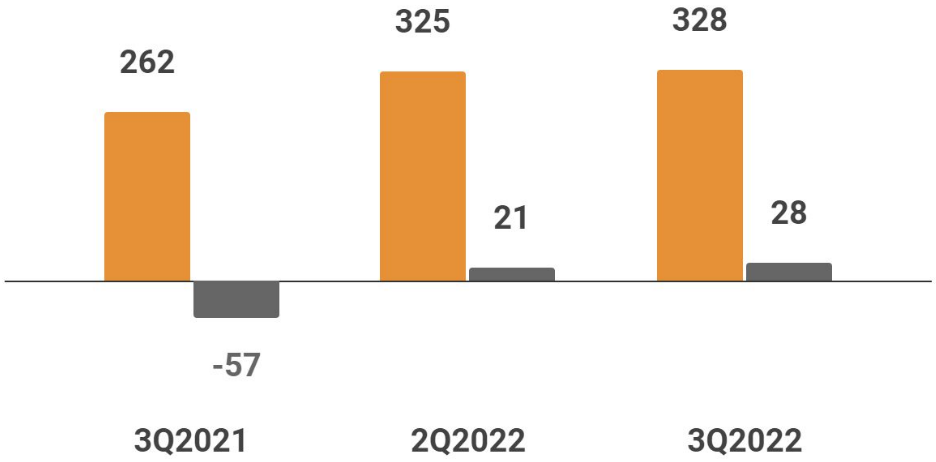


Opex	YoY	QoQ
Staff expenses	+17 (+21%)	+6 (+7%)
MKT	+16 (+84%)	-4 (-10%)
Other	-28* (-48%)	+3 (+11%)

* exchange rate

Unit: million Baht

4. EBITDA and Net Profit



EBITDA

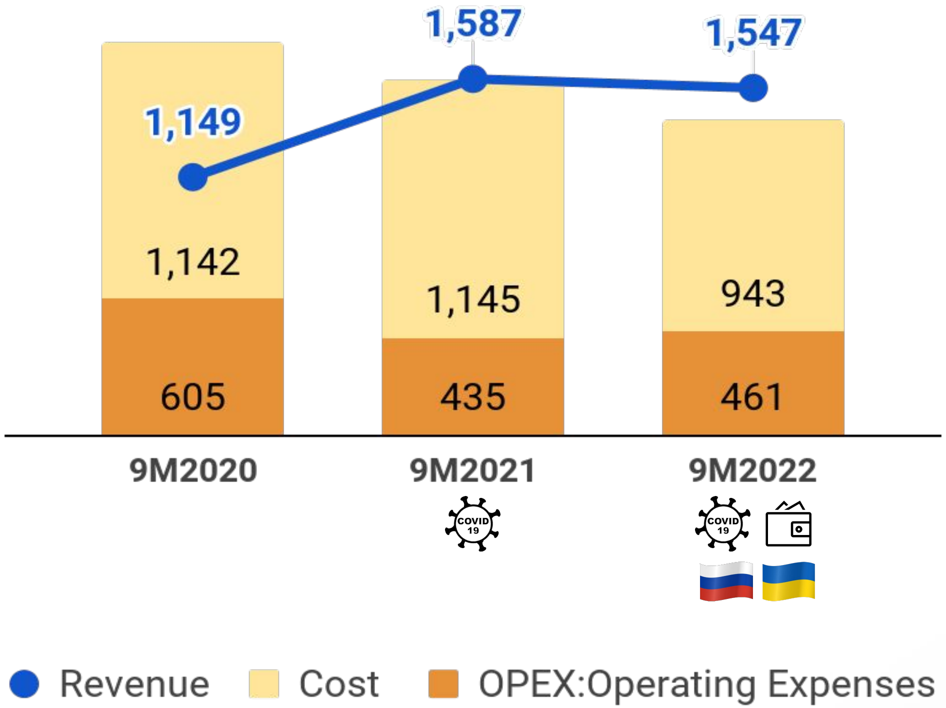
YoY	QoQ
+66 mb. (+25%)	+3 mb. (+1%)

Net Profit

YoY	QoQ
+85 mb. (+149%)	+7 mb. (+33%)

Unit: million Baht

5. Compare 9-month performance



YoY	
Revenue	-40 (-3%)
Cost	-202 (-18%)
Opex	+26 (+6%)
Net Profit	**+89 (+307%)**
EBITDA	-51 (-5%)

Unit: million Baht

03

Strategic Directions

Strategic & Business Growth

- 3.1 Monomax Target
- 3.2 Monomax & AIS playbox play package
- 3.3 Monomax New package
- 3.4 Mono Original content
- 3.5 Mono Original content strategies
- 3.6 Events

3.1 MONOMAX: member target (1/2)

Monomax market opportunity

Member target = 2.85 Mil.sub (about 5% of internet penetration in TH)

Opportunity	3BB Broadband	AIS Fibre / AIS	true online / truemove H	dtac	nt National Telecom	Total
Mobile & Broadband Subscriber (1Q2022) (Mil.Sub)	2.4	46.5 BB = 1.87 Mobile = 44.62	35.7 BB = 3.16 Mobile = 32.56	19.9	1.5	106.0
Internet penetration in Thailand *(1Q2022)*	**54.5 Mil.sub**					
Target monomax user	**2.85 Mil. sub (5%*)**					

***based on MVAS market size YE2012**

MVAS subscribers YE2012 = **11.5** Mil. (15% of mobile market)

MVAS subscribers via AIS YE2012 = **6** Mil. (18% of AIS network)

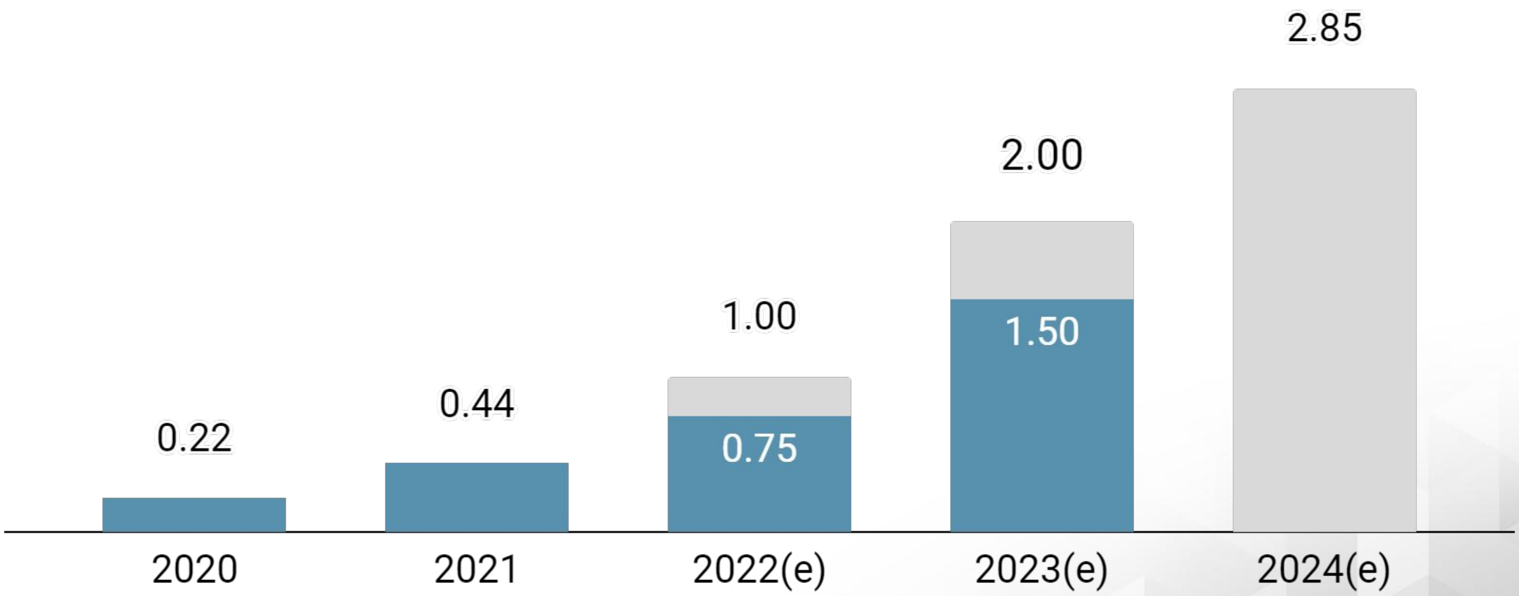
Source: https://datareportal.com/reports/digital-2022-thailand

3.1 MONOMAX: member target (2/2)

Monomax members

As of Sep. 2022 = 0.63 mil.sub

(about 1% of internet penetration in TH)



3.2 MONOMAX: trial install AIS playbox play package

Penetration

70% - 100%

Ais Fiber 1.87 mb.users

Win-win collaboration to have MonoMax in PlayBox and Play Package for 2023 to 2026 (the next 4 years)

Soft - bundled	Hard - bundled	Hard - bundled
PLAY FAMILY	PLAY PREMIUM	PLAY PREMIUM PLUS

3.3 MONOMAX: new package in 4Q22

2 promotions are in progress. This results increasing new members of **+320%** per day.*

And after **40 days** of launching, members have increased **+40%**

MINI PACKAGE
launch on 12 Oct 22

AIS PACKAGE
launch on 15 Nov 22

*compare with new member increase before launch new package

To be Officially Revealed at Open-house in December 2022

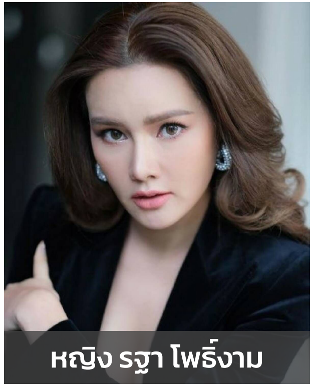
3.5 Mono original content strategies

1) **Simulcast :** across platform
2) **Co-screen media :** create a stream and stimulate awareness
3) **Special content for SVOD :** uncut, uncensor
4) **Advertising :** tvc, tie-in, online clips
5) **Talent management :** influencer, meet and greet
6) **International licensing :** increase sales ability big package

3.6 Casting call Events (1/2)

รายการเรียลลิตี้ HOT YOUNG STAR “UNBOXED” ชิงเงินครึ่งล้าน!!! By Monomax

ครูหลี่เจิน-ณัชชานิษฐ์ จิรรุ่งโรจน์



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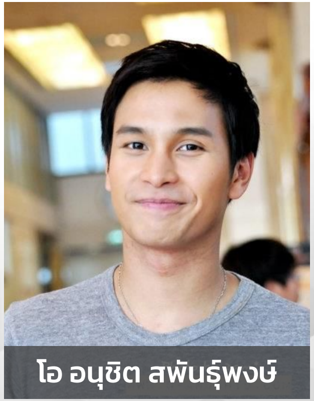


โอ อนุชิต สพันธุ์พงษ์

3.6 Big seasonal Events (2/2)

2018

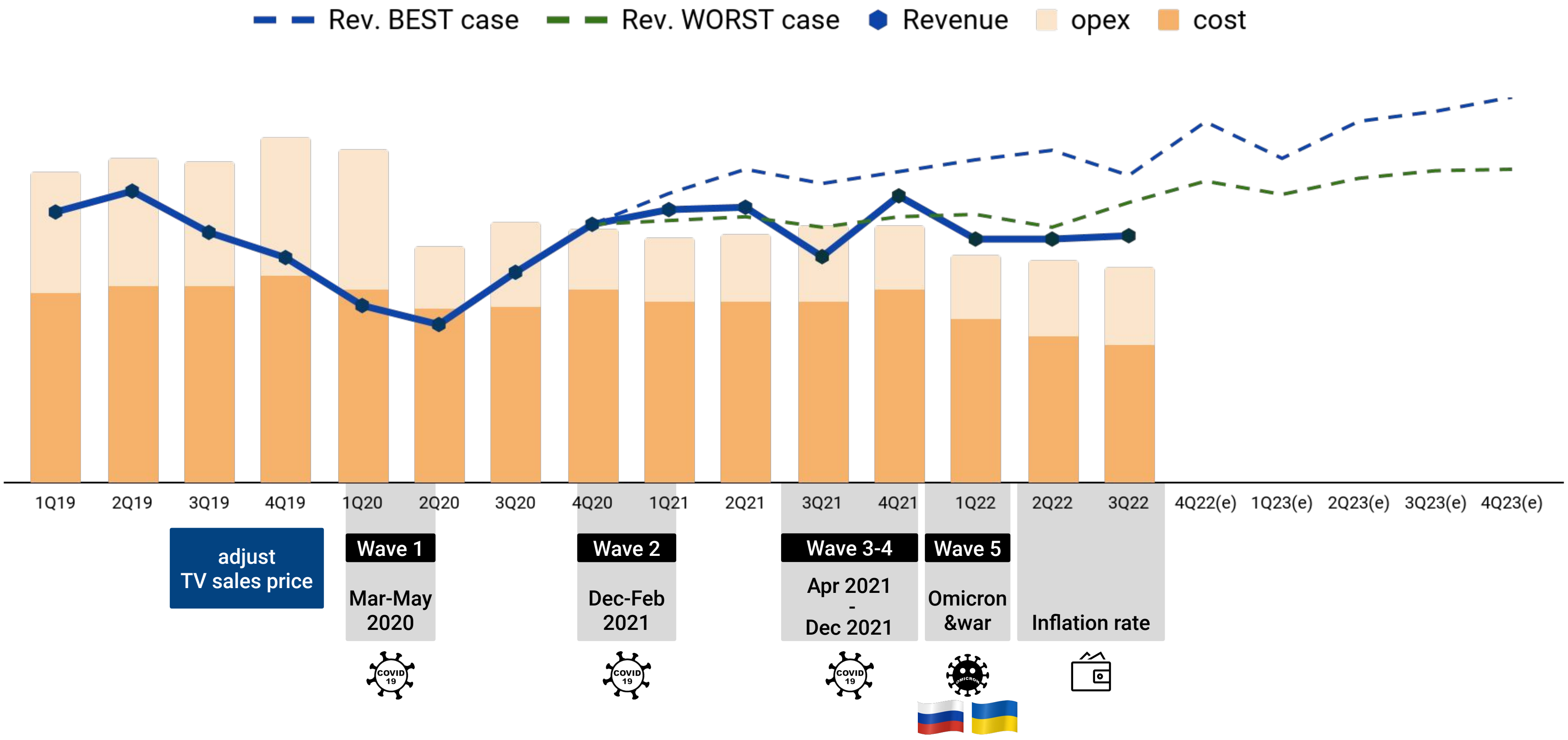
2019

2021

04

2022 Outlook

Scenarios 2019-2023(e)



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


21 BRIDGES
SONIC
THE HEDGEHOG
INFINITE
DAVID OYELOWO
ANNA CHANCELLOR
AND ANGELINA JOLIE
BRENDA CHAPMAN
DIRECTOR OF BRAVE
MONSTER HUNTER
CRAWL
MONSTER RUN
怪物先生

Thank You