



MONO NEXT

4Q2023





AGENDA



-  **4Q2023 Highlights**
 -  **Financial Highlights**
 -  **Strategic Directions**
 -  **2023-2024(e) Outlook**
- 



4Q2023 Highlights

| 1



Monomax & 3BB Giga TV



Revenue growth YoY **18%**



Member growth YoY **20%**



TV Rating

in 4Q2023 = **0.709***
Growth QoQ **4%**

Ranked **No.3** of in industry

Mono29 **peak TVR** of 4Q2023 :
"Fast and Furious 9"
= **6.215***

*TVR Source : Nielsen, 4+, 24 hrs.



Performance

Total revenues
THB 509 m (**QoQ +8%**)

EBITDA
THB 180 m (**QoQ -24%**)

Investment
THB 369 m (**QoQ +71%**)

Mono Original: Open house 2024, Line-ups 24 titles



Mono Original: find rising stars strategies



MONOTV: Sport content

“World Teqball Championships 2023” ครั้งที่ 6 ณ สนามกีฬาบางกอก อารีน่า ถ่ายทอดสดทุกคู่ 3 ธันวาคม เวลา 15.00 น. ทาง MONOMAX และช่อง MONO29



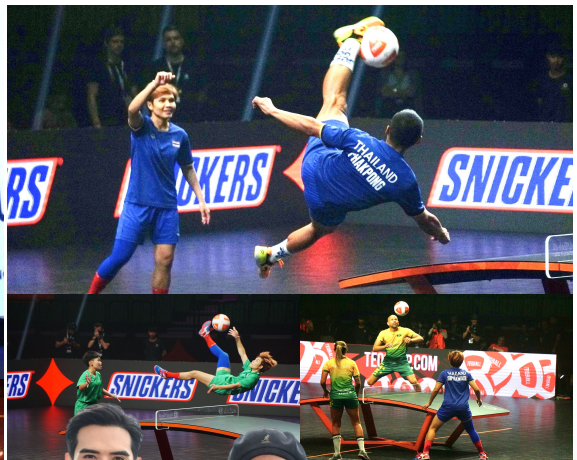
World Teqball Championships 2023

สนุก ตัดขอบสนาม

WORLD TEQBALL CHAMPIONSHIPS 2023 BANGKOK, THAILAND

29 พฤศจิกายน - 3 ธันวาคม 2023

ถ่ายทอดสดวันอาทิตย์ที่ 3 ธันวาคม เวลา 15.00 น. ทางช่อง MONO29



Mono29: Pattaya Countdown 2024

3 days, **55,000** peoples attending the event.
+30%



ลัม มารี

วง Three Man Down

นนท์ สุนท์

วง Bodyslam

วง Clear

พีร พีระ

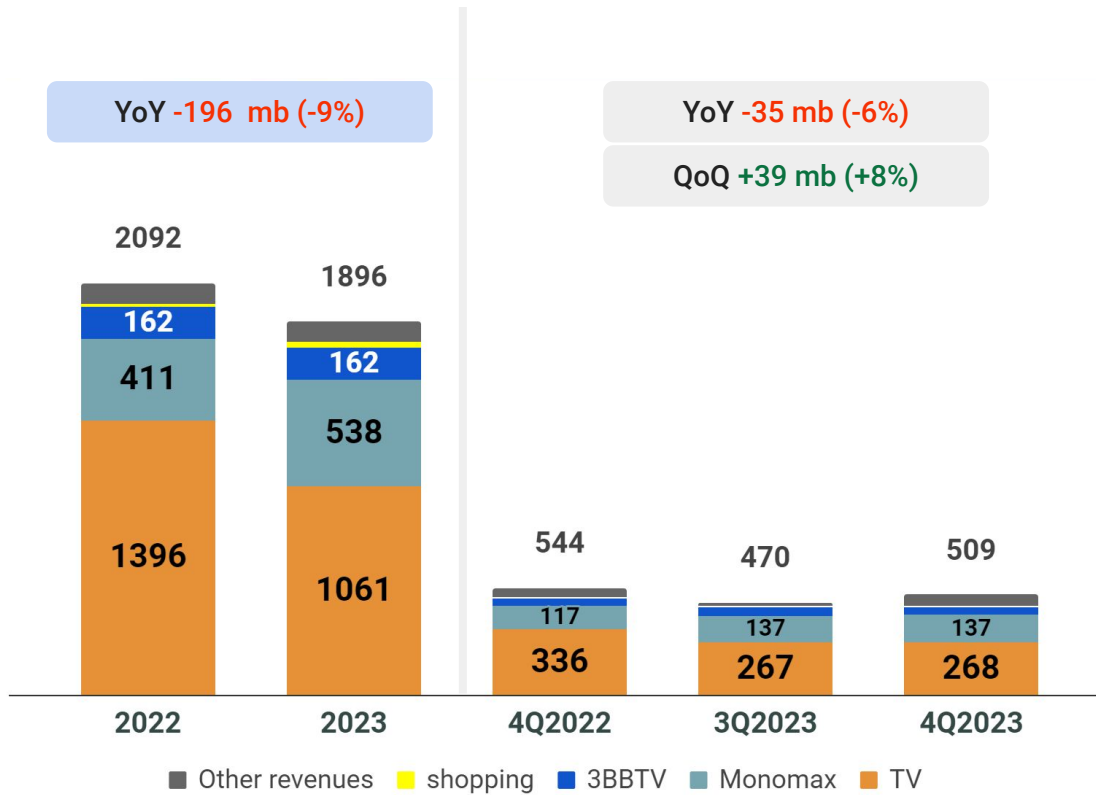
วี วิโอเลต



Financial Highlights

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1. Revenue from core businesses

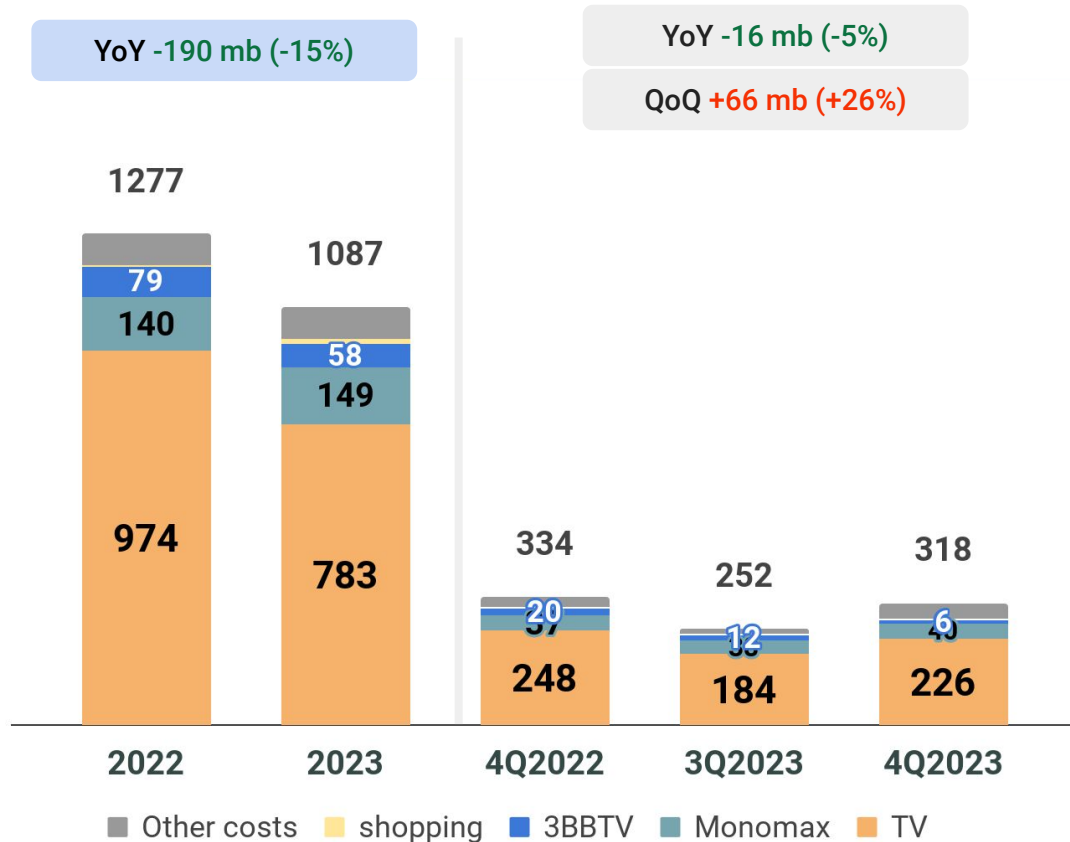


Revenue	YoY 23-22	YoY	QoQ
TV	-335 (-24%)	-68 (-20%)	+1 (+0.4%)
Monomax	+127 (+31%)	+20 (+17%)	-
Shopping	+9 (+45%)	+6 (+150%)	-
Other rev.*	+3 (+3%)	+7 (+15%)	+38* (+253%)

* Event +33Mb., etc.

Unit: million Baht

2. Cost Structure



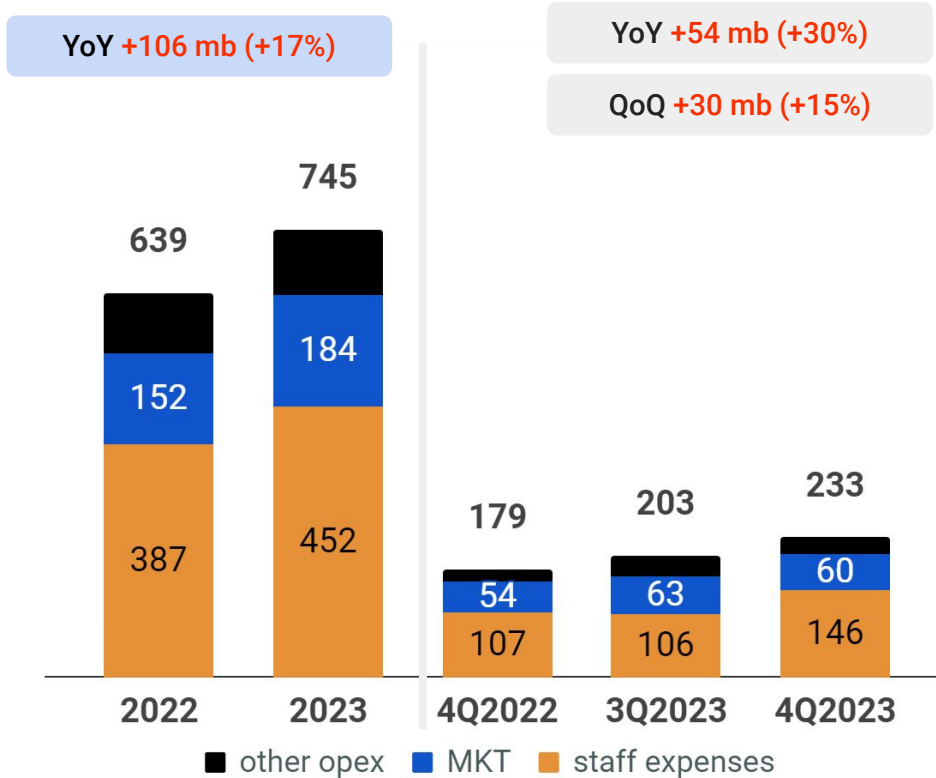
Cost	YoY 23-22	YoY	QoQ
TV	-191 (-22%)	-22* (-9%)	+42* (+23%)
Monomax	+9 (+9%)	+3* (+8%)	+2* (+5%)
3BBTV	-21 (-5%)	-14 (-70%)	-6 (-54%)
Shopping	+9 (-43%)	+4 (+400%)	-
Other	+4 (+3%)	+13** (+46%)	+28** (+242%)

*amortization

**Event

Unit: million Baht

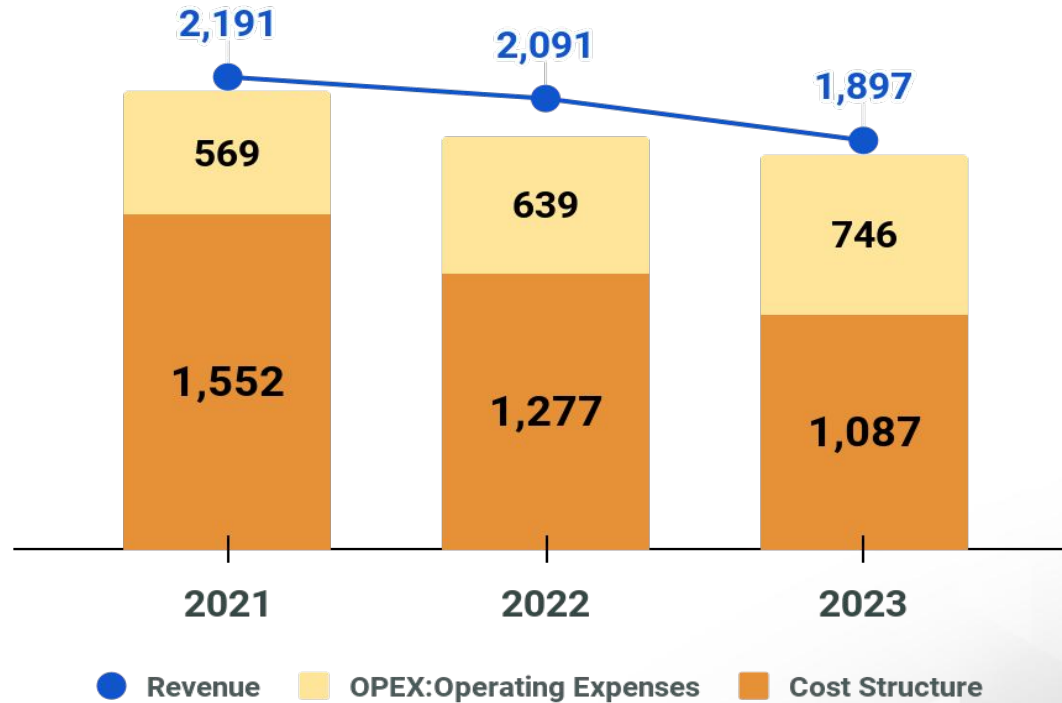
3. OPEX : Operating Expenses



OPEX	YoY 23-22	YoY	QoQ
Staff expense	+65 (17%)	+39 (+36%)	+40 (+38%)
MKT	+32 (+21%)	+6 (+11%)	-3 (-5%)
Others opex	+9 (+9%)	+9 (+50%)	-7 (-21%)

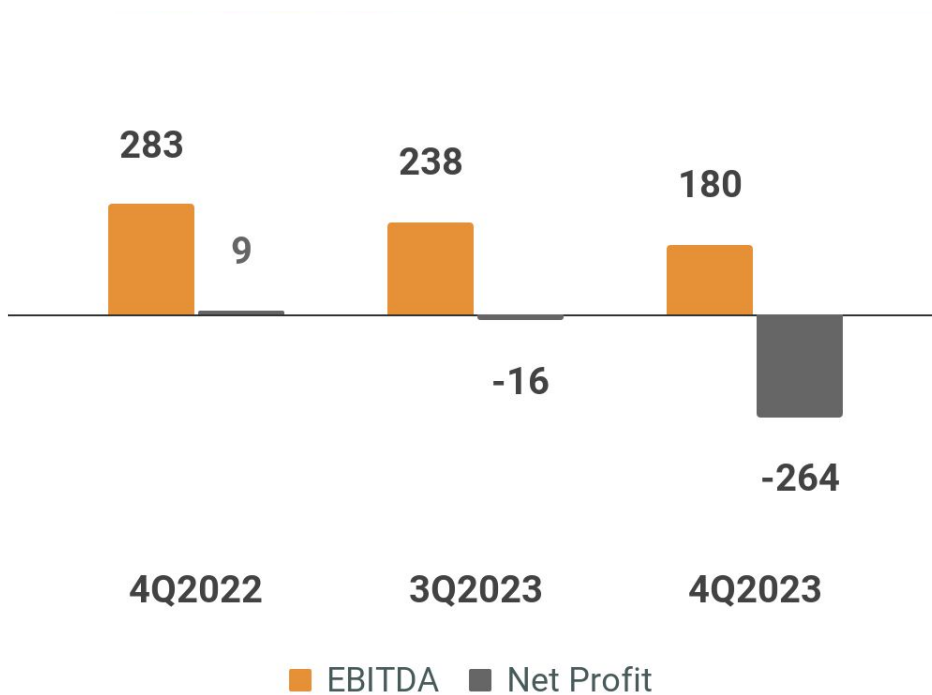
Unit: million Baht

4. Compare Performance Annual 2021-2023



Unit: million Baht

5. EBITDA and Net Profit by Quarter



EBITDA

YoY -103 mb (-36%)
QoQ -58 mb (-24%)

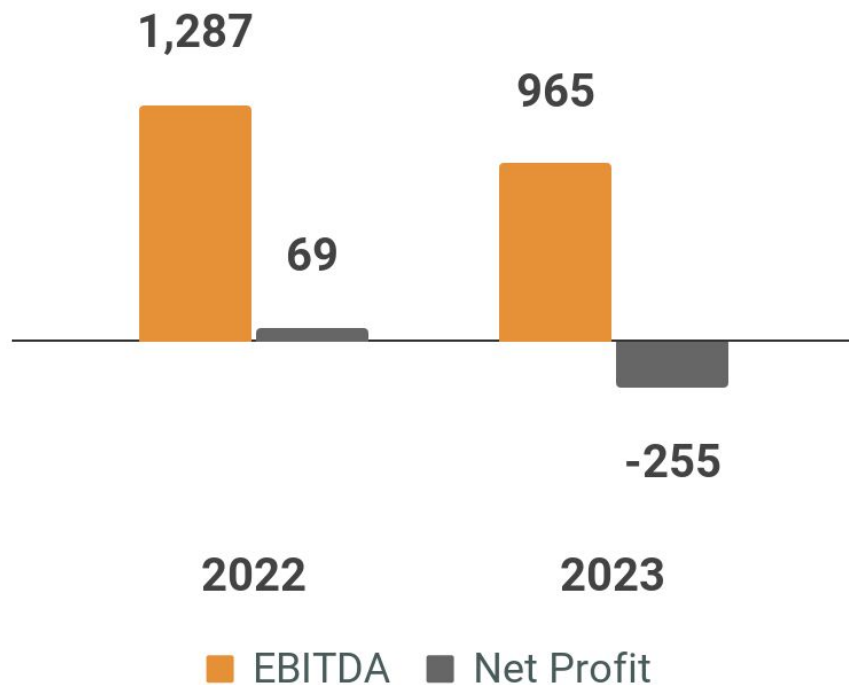
Net Profit

YoY -273 mb (-3,033%)
QoQ -248 mb (-1,550%)

QUARTER	4Q22	3Q23	4Q23
Net Profit	9	-16	-264
DTA	-	-	188
Impair Intangible	-	-	13
Net Profit-special	9	-16	-63

Unit: million Baht

6. EBITDA and Net Profit by Year



EBITDA YoY -322 mb (-25%)

Net Profit YoY -324 mb (-470%)

YEAR	2022	2023
Net Profit	69	-255
DTA	-	192
Impair Intangible	-	13
Net Profit - special	69	-50

Unit: million Baht

วิวาห์รัก กับดักลวงแก่คน

ทนายเย็นชา กับยัยดารารอจุมจู๋น

เมล็ดพันธุ์ปีศาจ

ป่วนรัก นางฟ้าไลฟ์โค้ช



Strategic Directions

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1. MONO29

- Enhancement of News and Variety program for sales opportunities
- Cost reduction by tools, AI, and professional outsourcing
- Continuation of public awareness as a main media for advertisers and products under Mono's brand
- Introduction of cross-platform features, such as QR Code implementation, Catch Up functionality, and Lucky Draw mechanisms.

2. Monomax

- Customer expansion through collaboration with Telco, and partnership with Loyalty Point System company
- Acquisition of Asian premium contents, especially Chinese content, and production of Thai **Original contents**
- Improvement of the churn rate by utilizing effective Retention Plans and Conversion Programs

3. Operational Efficiency and AI

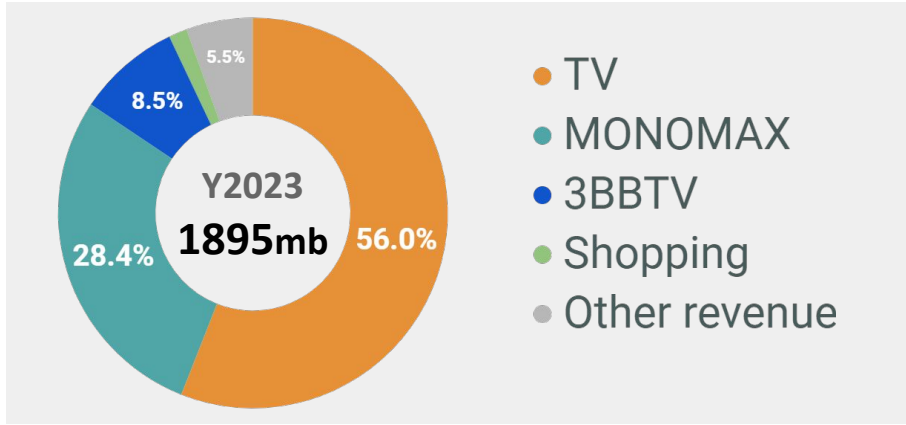
- Increase of business efficiency through the implementation of AI technology, such as text-to-speech, voice clone, and deep fake technology



2023-2024_(e) Outlook

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Revenue Contribution

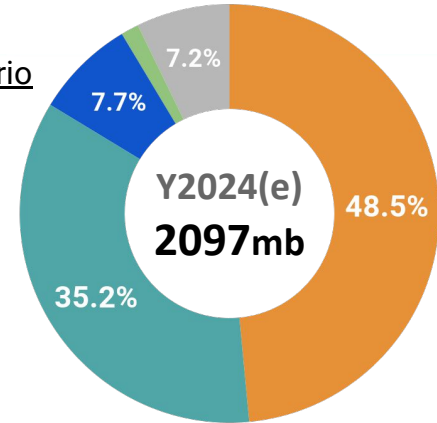


2023	Worst Case	Best Case
TV Revenue	4% decrease from YTD23	15% growth from YTD23
Monomax	37% growth from YTD23	61% growth from YTD23
3BBTV	Provider channel 3BB TV	Provider channel 3BB TV
Shopping	on-air only on MONO29	+ channel on 3BB Gigatv

Unit: million Baht

Worst case scenario

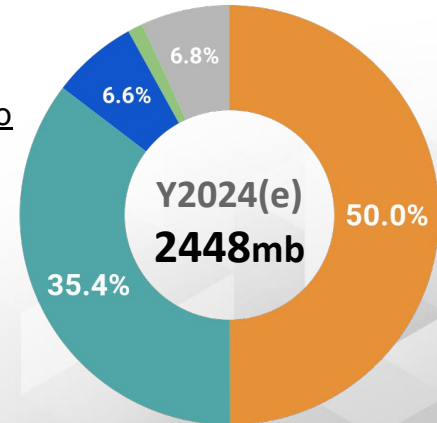
Revenue Growth
+11%



● TV ● Monomax ● 3BBTV ● shopping ● Other revenues

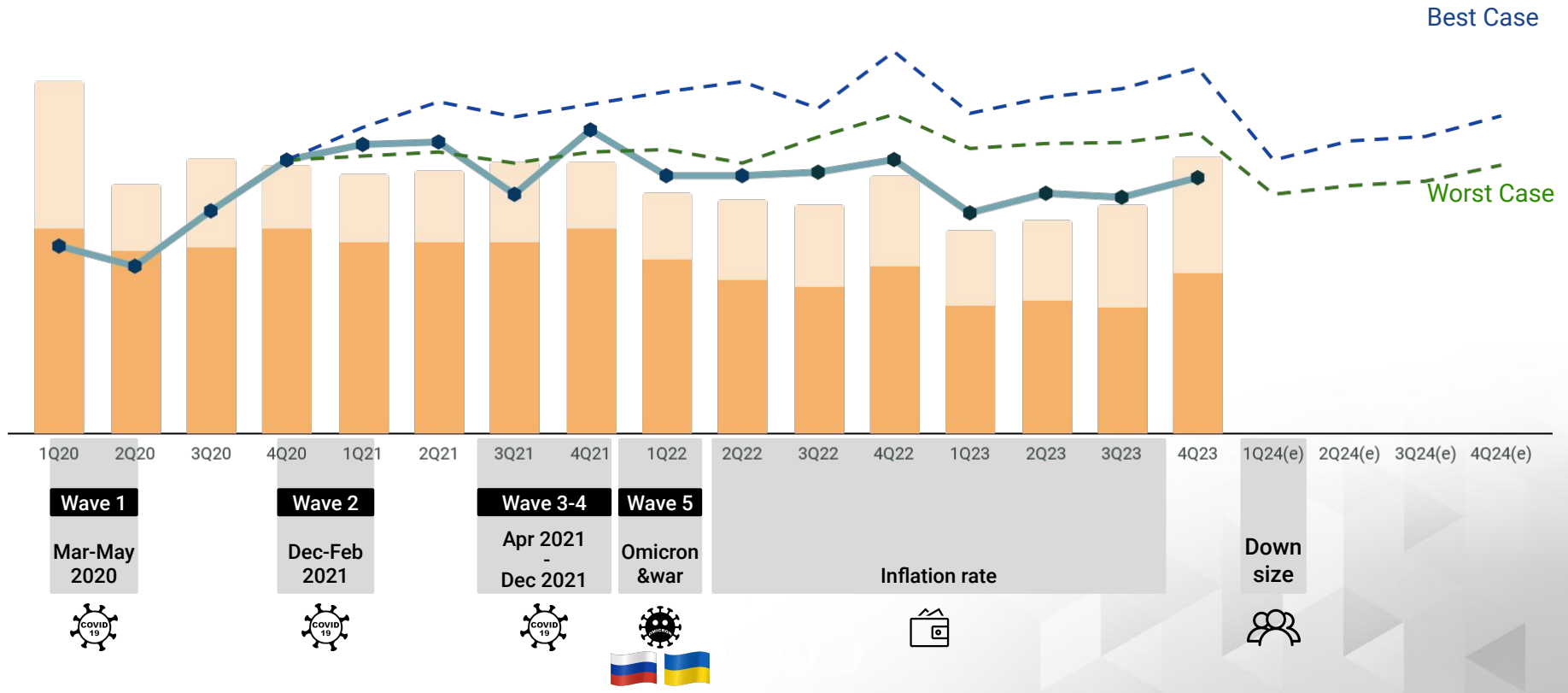
Best case scenario

Revenue Growth
+29%



Scenarios 2020-2024(e)

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



Revenue growth about
11% to 29%
from previous year



50% to 60%
EBITDA margin



THB **20 to 30** million
Tangible assets



THB **1.0 to 1.2** billion
Intangible assets





THANK YOU

