

Dungeons & Dragons: Honor  
Among Thieves



Mayor of Kingstown S1



Reclaim



Jazz The Racing



My Divine Emissary



Fangs of Fortune

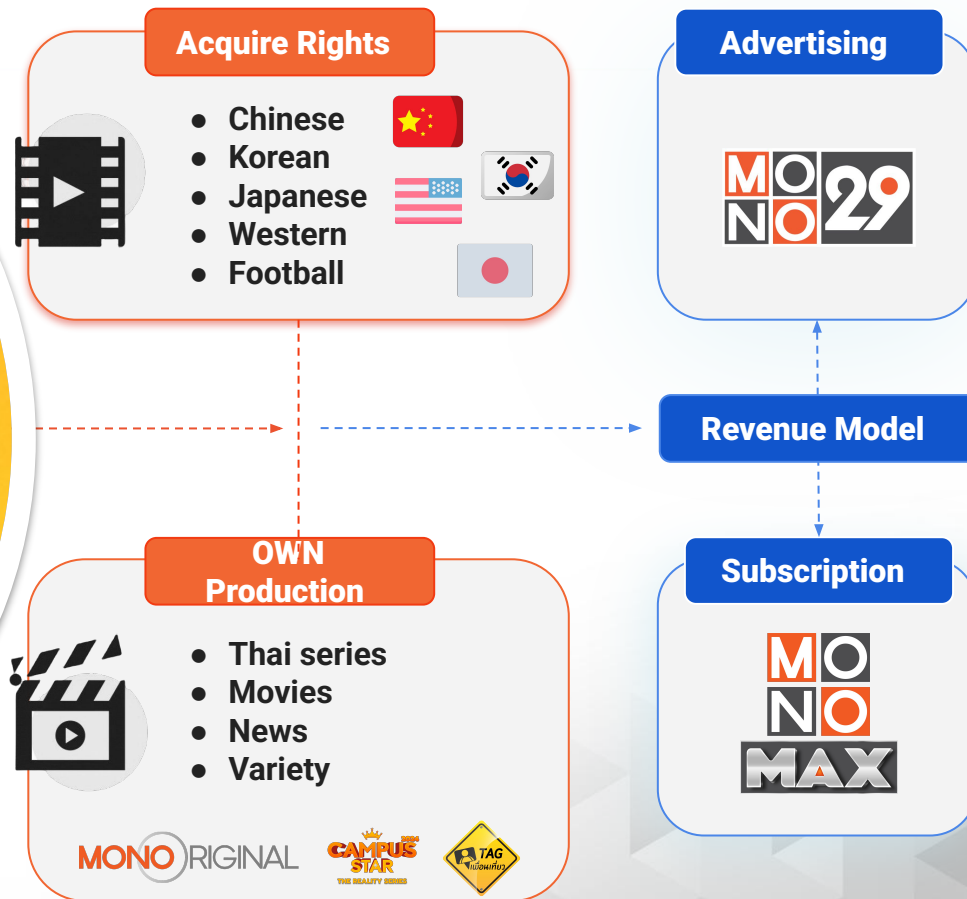


Q1/2025

MONO ORIGINAL



# MONO's Business model.



# Strategic & Business Growth 2025.

## 1. MONO29

- Continue to reduce costs and expenses.
- **Increase advertising revenue, especially from broadcasting at least 38 matches of the English Premier League and FA Cup per year.**

## 2. Mono Original

- Increase the number of quality productions of Thai original films and series.

## 3. Monomax

- Continue to acquire Asian contents. (Chinese, Korean, Japanese)
- Convert TV broadcasting rights of Hollywood content to OTT rights.
- Collaborate with Mono Original to produce unique content, grow the audience, and attract new customers.
- **Increase Monomax subscribers 3 million by partnering with JAS to stream the English Premier League and FA Cup 2025/26**
- **Expand number of subscribers through collaboration with Telco and business partners.**

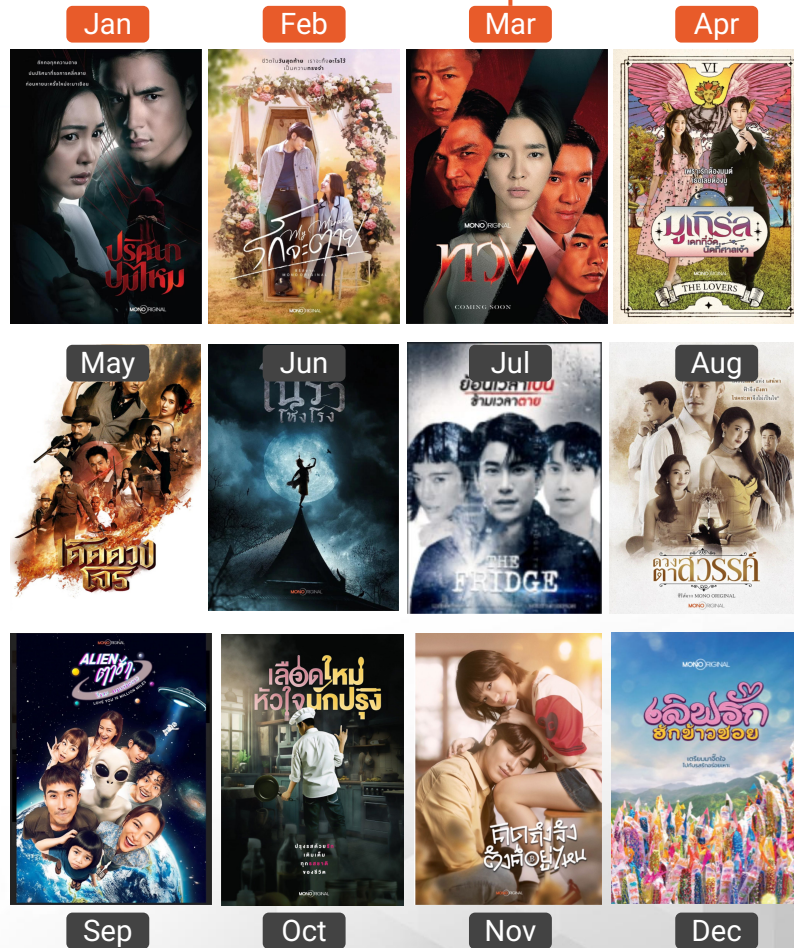




# Y2025 Series Lineup.



Total view on social media





# Target number of subscribers.

## Potential Internet users / Streaming users



**AIS Strategic partnership with AIS would enhance reach and subscriber growth**

**Key  
Collaboration**

- EPL content promotion on AIS play
- VAS services
- On ground marketing troop and event
- Online marketing program
- Enhance sub conversion



**1.5M  
subscribers**



## Premier league Watch behavior

**8.4M** Interest in  
Premier league

**3.6M** Willing to  
subscribe

Remark:

Thailand population of 18-59 y/o SES ABC = 23.1 million  
Source nielsen 2025

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••••• **JAS** Partners with **ais** to Sign MOU, Bringing World-Class Football League Content Directly to Thai Fans via **ais PLAY** and **Monomax**

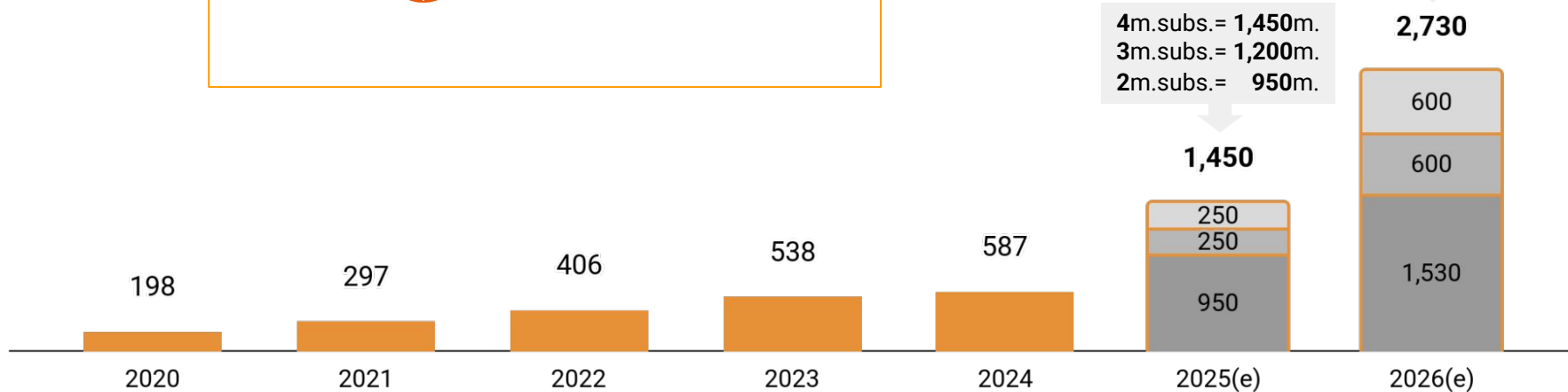




Revenue from subscription based on assumptions 2m 3m 4m subs.



Revenue based on 50 baht/subscriber.



Unit : Million baht

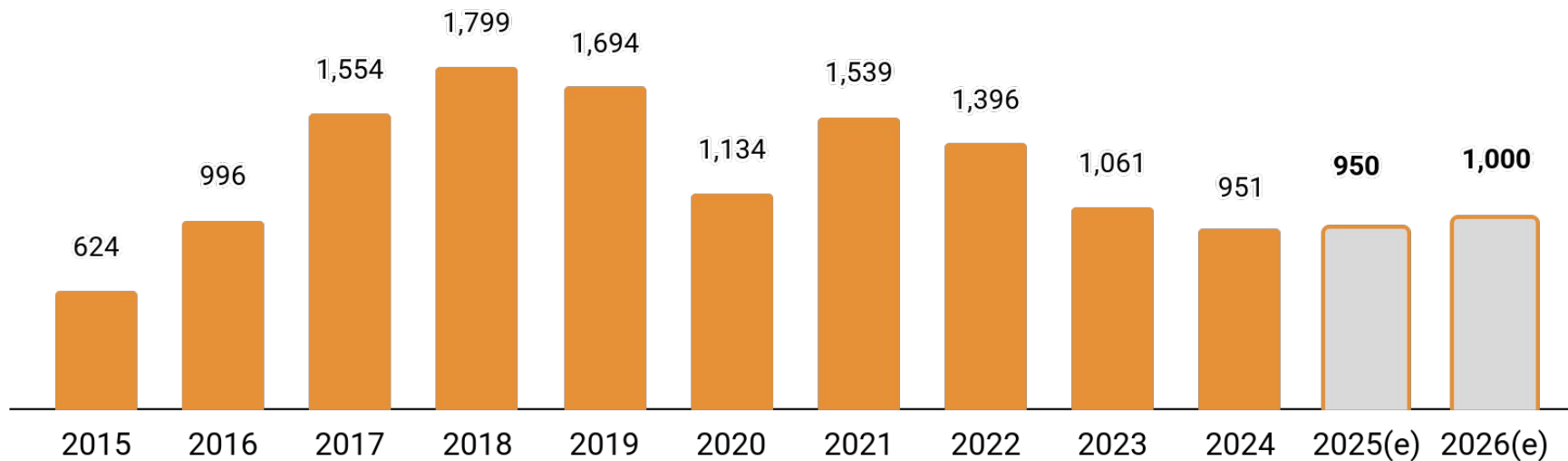


## Revenue trend.

**Increase advertising revenue from  
the Premier League and FA Cup.**



**Premier League  
2025-2026**



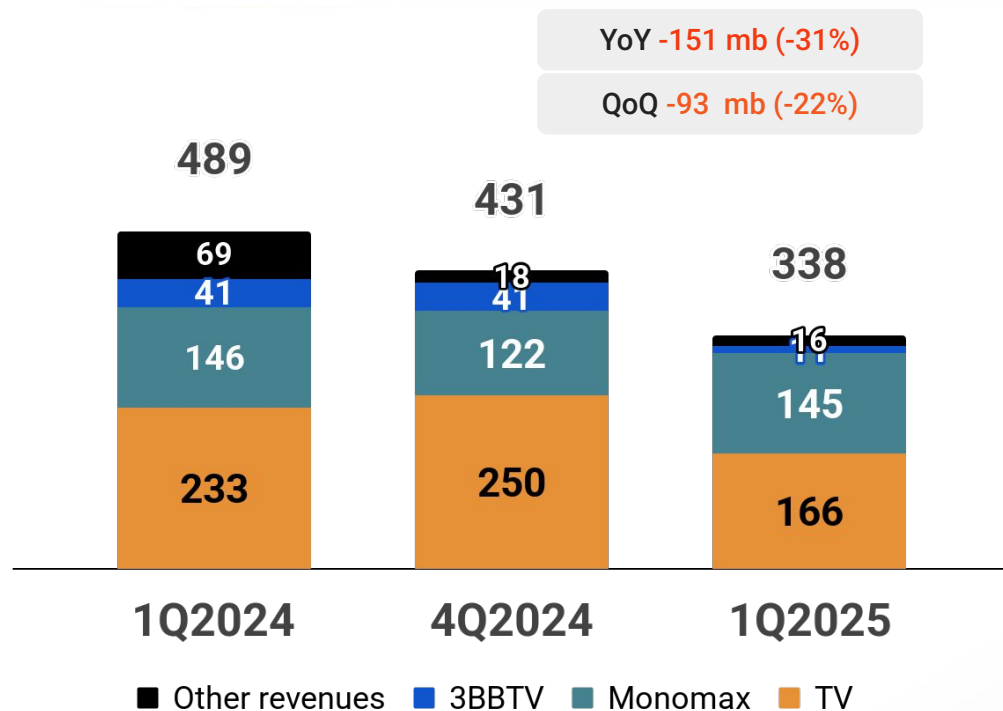
Unit : Million baht



# Financial Highlights

A decorative graphic at the bottom of the slide consisting of a thick orange wavy line that separates a light gray area from a darker gray area.

# 1. Revenue from core businesses.



Revenue	YoY	QoQ
TV	-67 (-29%)	-84 (-34%)
Monomax	-1 (-1%)	+23 (+19%)
3BBTV	-30 (-73%)	-30 (-73%)
Other rev.*	-53* (-77%)	-2 (-11%)

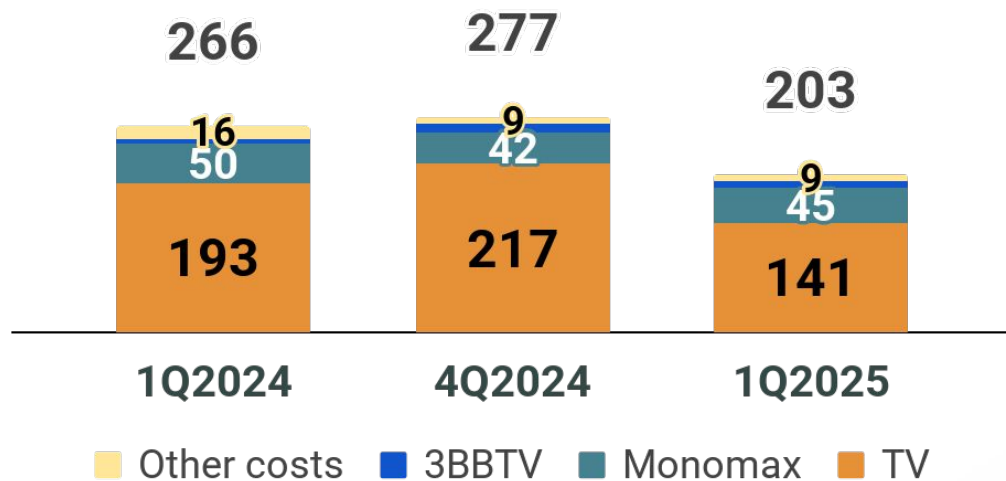
\*YoY Movie -45 Mb

Unit: million Baht

## 2. Cost Structure.

YoY -63 mb (-66%)

QoQ -74 mb (-39%)

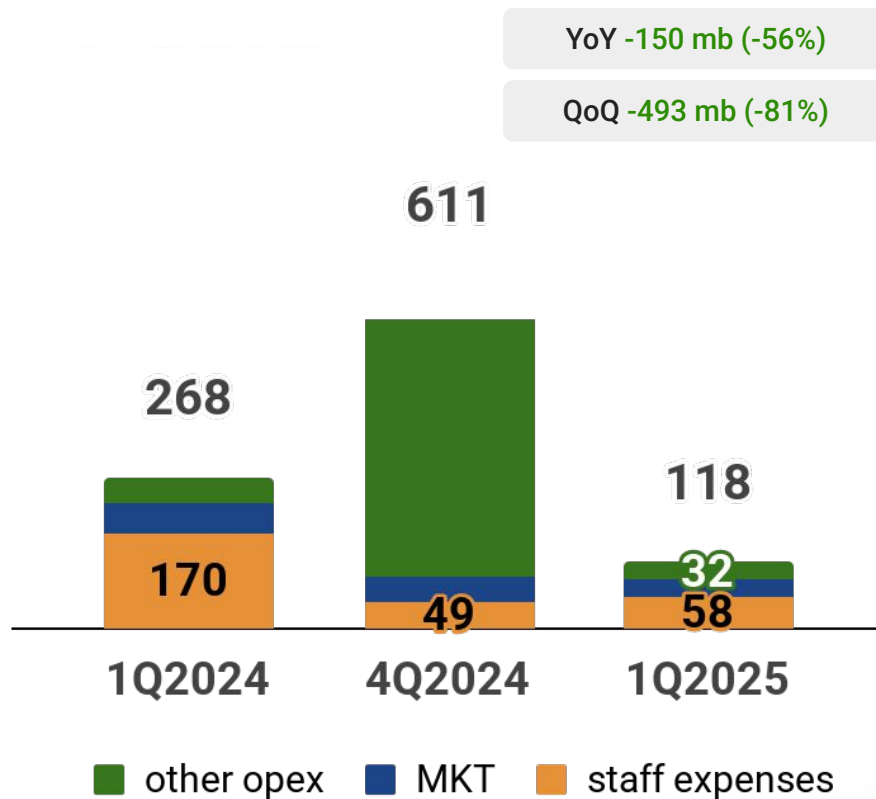


Cost	YoY	QoQ
TV	-52* (-27%)	-76* (-35%)
Monomax	-5 (-10%)	+3 (+7%)
3BBTV	+1 (+14%)	-1 (-11%)
Other	-7 (-44%)	-

\*amortization

Unit: million Baht

### 3. OPEX : Operating Expenses.



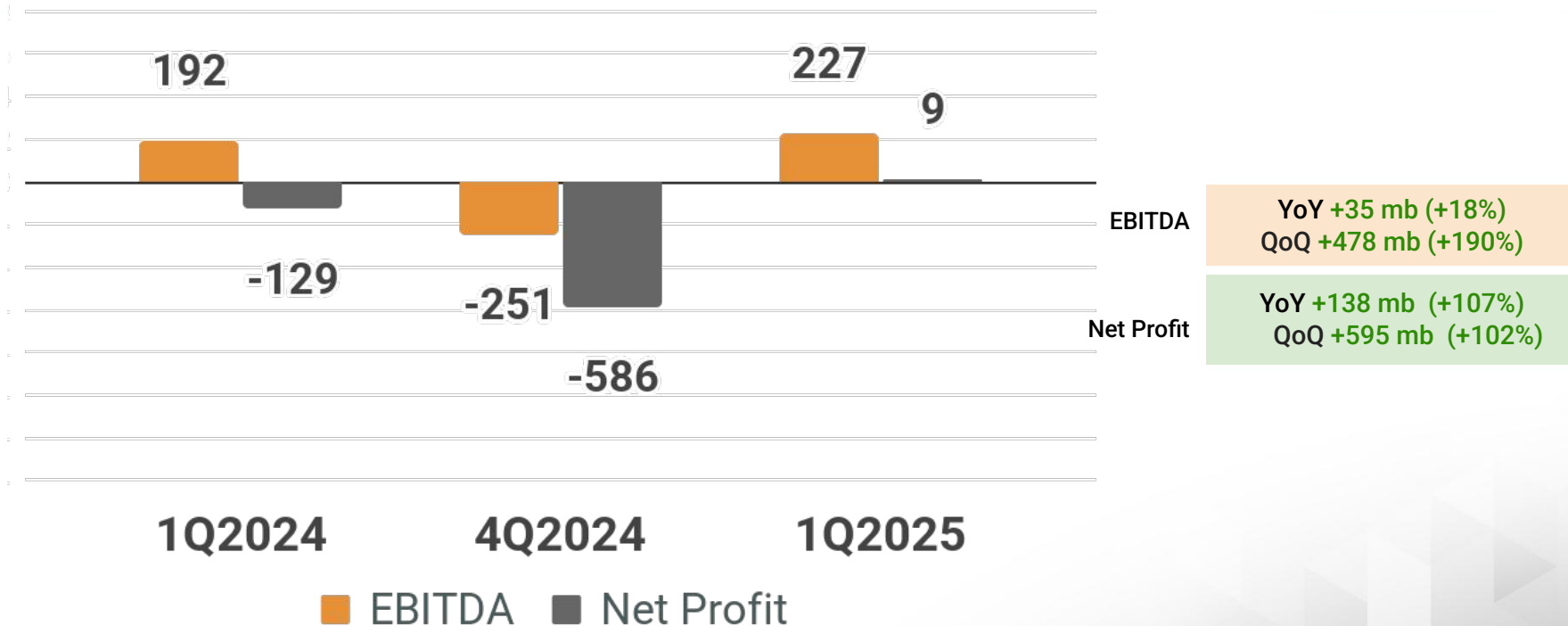
Unit: million Baht

OPEX	YoY	QoQ
Staff expense	-112 (-66%)	+9 (+18%)
MKT	-23 (-45%)	-17 (-38%)
Others opex	-15 (-32%)	-485* (-94%)

\*Impair -463 Mb.



## 4. EBITDA and Net Profit.



Unit: million Baht



THANK YOU.

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