



MAJOR CINEPLEX GROUP PLC.

Opportunity Day 1Q23
Company Presentation
June 2023



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MAJOR
CINEPLEX

MAJOR CINEPLEX OVERVIEW



MAJOR CINEPLEX AT A GLANCE

Major Cineplex : The Leader in Thailand Cinema Industry

- ✓ The Biggest Cinema Operator in Thailand, Cambodia, Laos.
- ✓ Currently operating 825 Screens in 178 Locations
(Thailand: 779 Screens/ International: 46 Screens)
- ✓ MAJOR has branches in 64 out of 77 provinces throughout Thailand.
- ✓ Focusing on provincial expansion with reasonable revenue sharing site leases.
- ✓ Investment per screen is the lowest if compare with competitors.

ABOUT CINEMA INDUSTRY IN THAILAND

- 2 Keys Players in the market (all local players) Market Share in Thailand (Based on Cinema Revenue)
Major Cineplex: 70% SF Cinema 29% Other 1%
- Total 1,204 Screens in Thailand.

Thailand's exclusive operators of Laser IMAX, 4DX, ScreenX LED Screen, Laser Projector.

8 Locations: IMAX

The World's Most Immersive Movie Experience.



9 Locations: ScreenX, a panoramic film format which presents with 270-degree screens projected on the walls.



9 Locations: 4DX
which delivers an
immersive multi-
sensory cinematic
experience

14 Locations: The Kid Cinema has been specially designed layout, colorful seats and sofa for the whole family and also with color pool ball or slider. And the cinema reduces it volume by 20% and increases the brightness by 30%



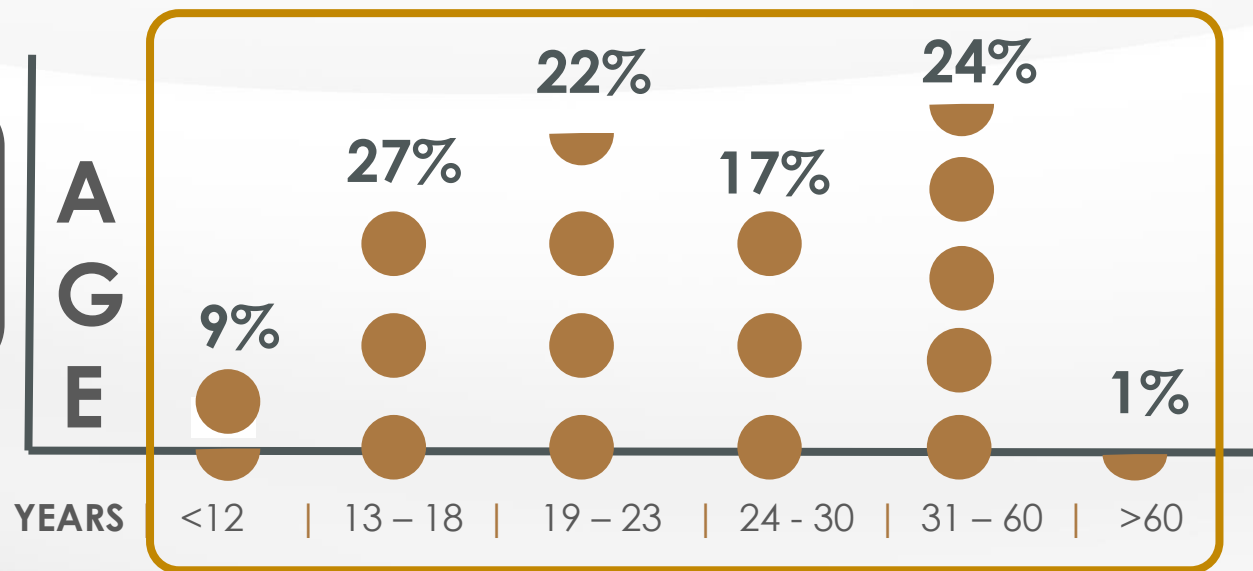
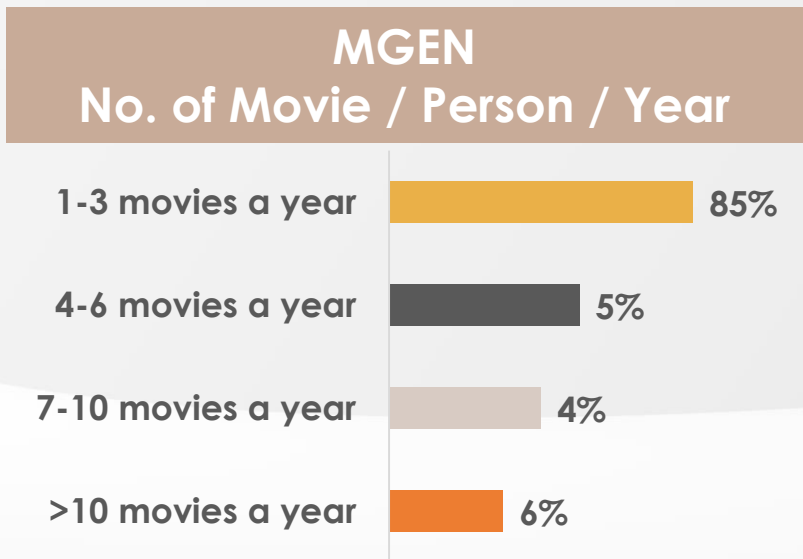
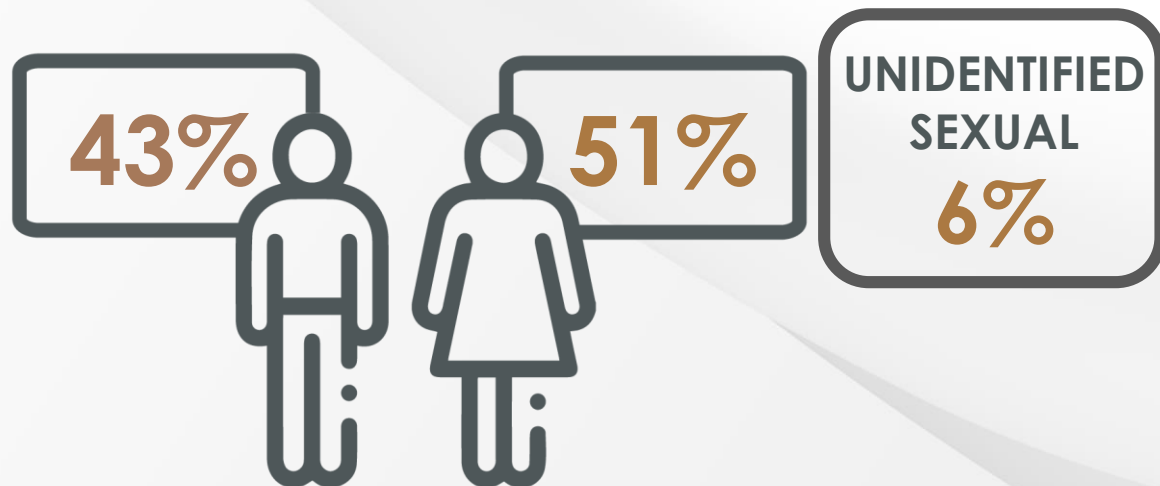
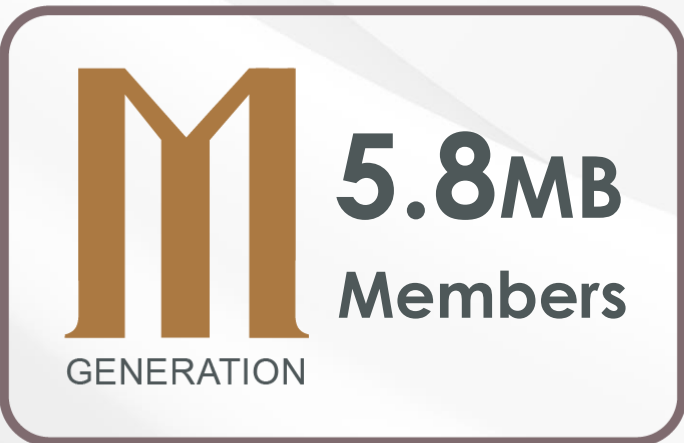
MAJOR CINEPLEX has been bringing in technology and innovation into our business and focused mainly on providing better customer experiences.

3 Locations: PET CINEMA

The first pet-friendly cinema that Animals and owners gather at pet-friendly movie theater.



M-GENERATION CUSTOMER PROFILE



Main Customers are between 13 – 35 years old.

SOCIAL MEDIA PLATFORM

Various media platforms and loyalty programs increase viewing frequency as well as nurture movie culture.



LINE
MAJORFRIENDS
15.8 M
 FRIENDS



FACEBOOK
MAJORGROUP
6.6 M
 FANPAGE



TWITTER
MAJORGROUP
2.6 M
 FOLLOWERS



INSTAGRAM
MAJORFRIENDS
490 K
 FOLLOWERS



YOUTUBE
MAJORGROUP
2.13 M
 SUBSCRIBERS



MOBILE APPLICATION
3M
 ACTIVE USERS



TIKTOK
1.2 M
 FOLLWERS



M PASS
125 K
 SUBSCRIBER MEMBERS



M GENERATION
2 M
 ACTIVE USERs



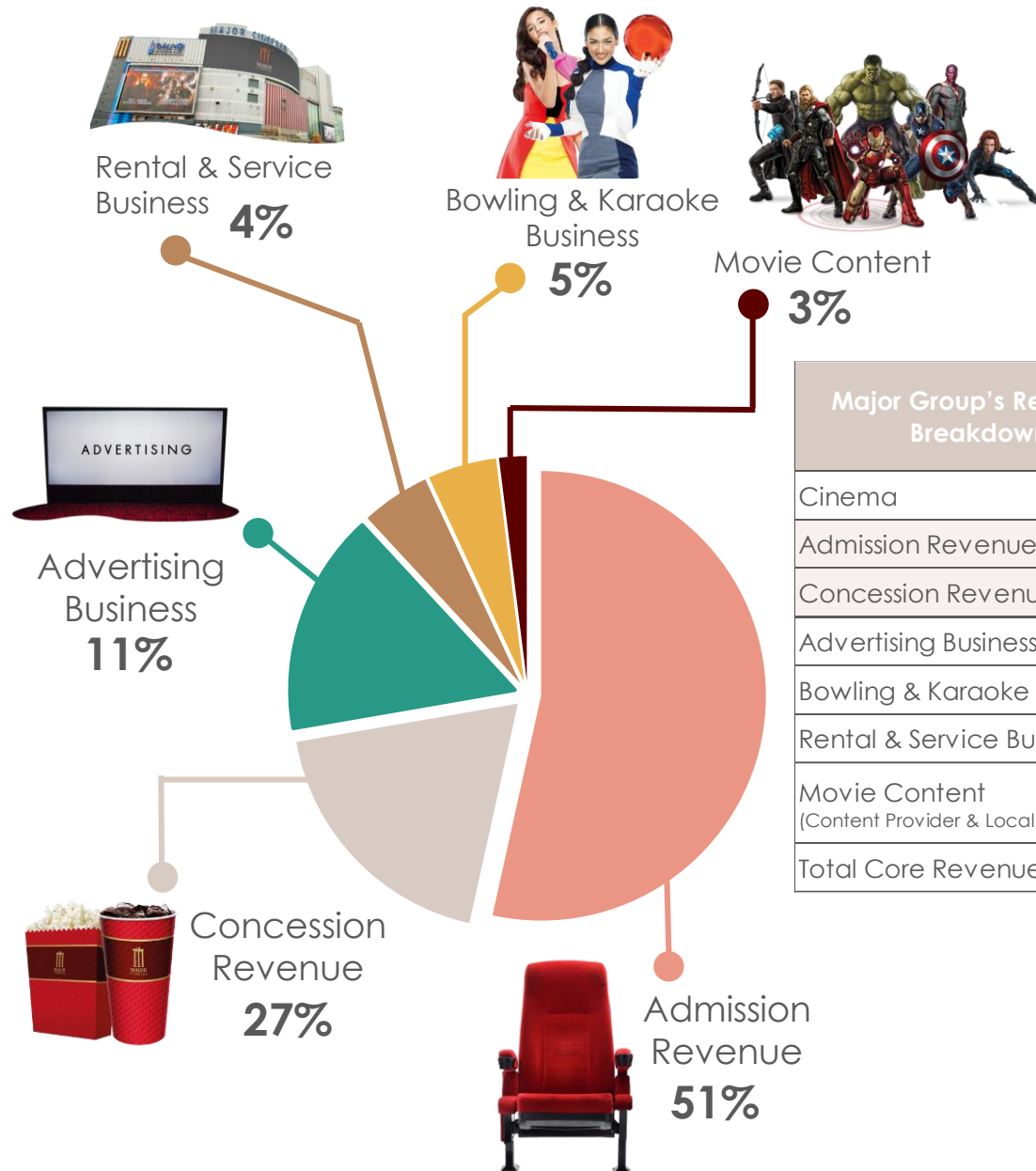
EMAIL SUBSCRIBERS
1.5 M
 MEMBERS



BUSINESS REVIEW



REVENUE BREAKDOWN BY SEGMENT



Major Group's Revenue Breakdown		
Cinema		
Admission Revenue		
Concession Revenue		
Advertising Business		
Bowling & Karaoke Business		
Rental & Service Business		
Movie Content (Content Provider & Local Production)		
Total Core Revenue		

2022		
Revenue (MB THB)	Revenue (%)	Margin (%)
4,953	78%	23%
3,236	51%	6%
1,717	27%	57%
675	11%	85%
325	5%	37%
236	4%	-11%
192	3%	-29%
6,388	100%	28%

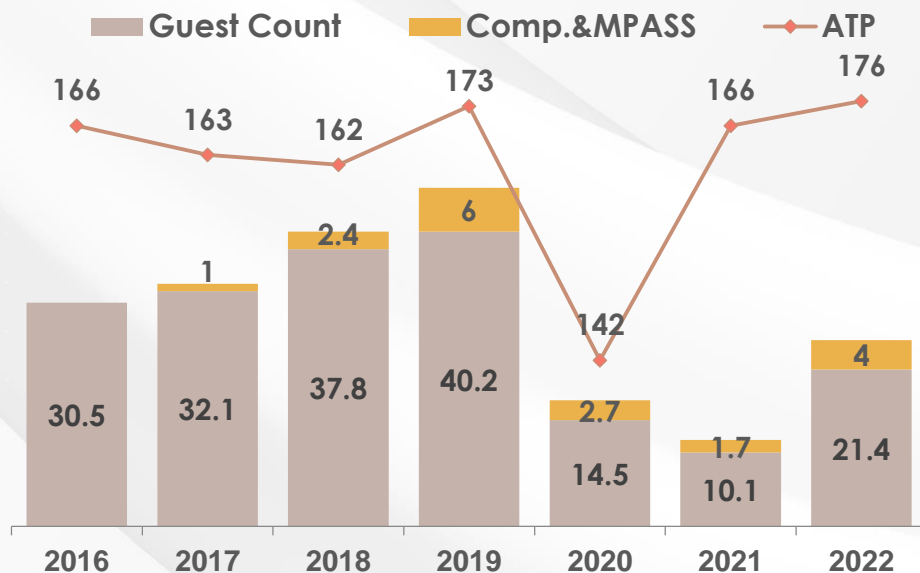
2021		
Revenue (MB THB)	Revenue (%)	Margin (%)
2,256	75%	-6%
1,470	49%	-38%
786	19%	55%
294	15%	86%
78	5%	-66%
273	9%	26%
109	5%	4%
3,010	100%	5%

2019		
Revenue (MB THB)	Revenue (%)	Margin (%)
7,953	74%	29%
5,856	55%	15%
2,097	20%	67%
1,584	15%	80%
419	4%	40%
430	4%	31%
311	3%	2%
10,697	100%	36%

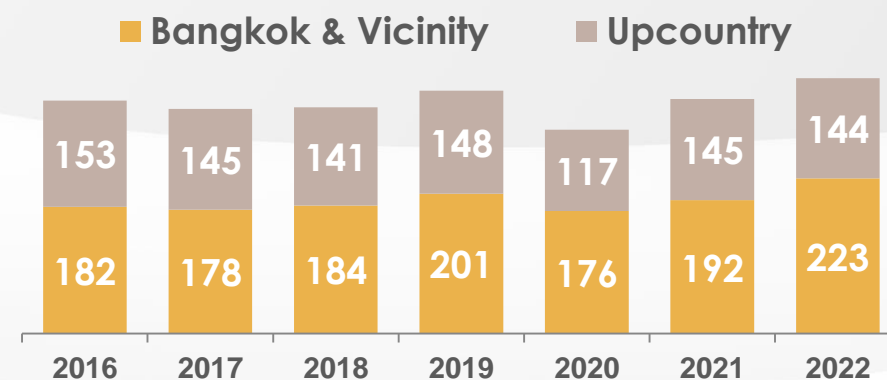
2021:
Pandemic Covid-19
Cinema has been closed
for 6 months.

CINEMA

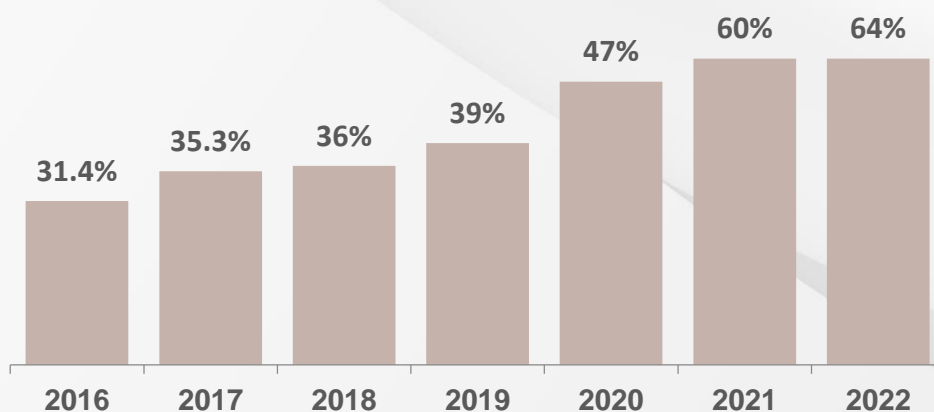
ATP Trend



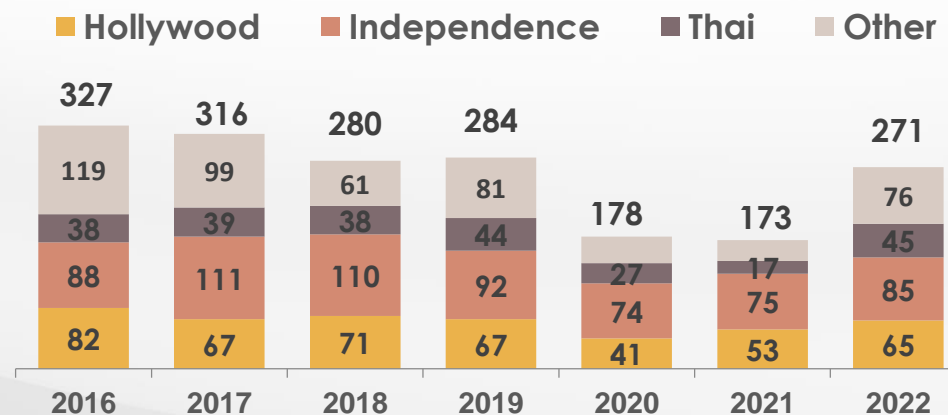
ATP Breakdown (THB)



CTB Trend



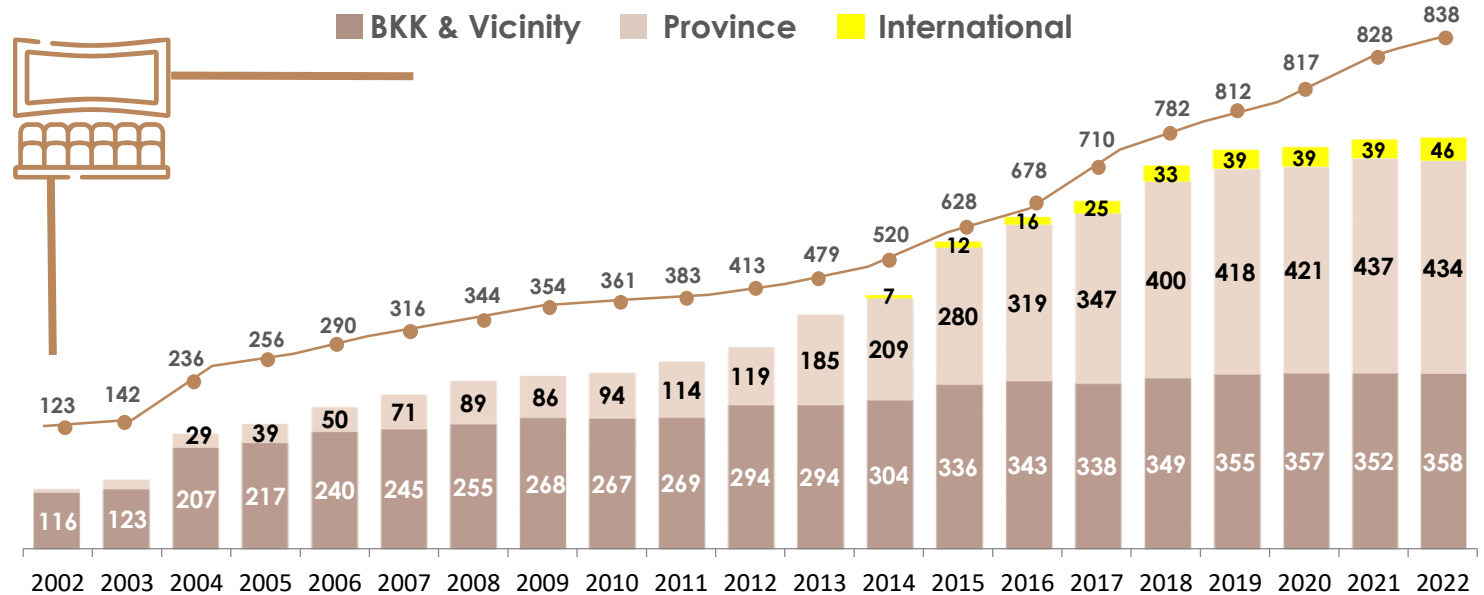
Movie per Annual



EXPANSION PLAN

MAJOR currently operated 825 screens, 178 locations nationwide and international.
and 45-50 additional screens in year 2023 in expansion plan with 600MB CAPEX.

No.	Location	Screens	Location No.	BKK& Vicinity	UPC
1	Big C Tiwanon	3	180	✓	
2	Big C Bang Bon	4	181	✓	
3	Robinson Chalong	4	182		✓
4	Lotus BangKae	3	183	✓	
5	Lotus Chaing Mai	3	184		✓
6	Charn CheangWattana	5	185	✓	
7	EGV Big C Saraburi	4	186		✓
8	Lotus Naratiwas	3	187		✓
9	Lotus Pattani	3	188		✓
10	Central WestVile	5	189	✓	
11	Lotus Pak Chong	3	190		✓
The rest of the locations will be annouced soon					



Summary

Thailand
779 Screens 169 Locations

Cambodia
33 Screens 6 Locations

Laos
13 Screens 3 Locations

Data May2023

Standalone



5 Standalone

Shopping Malls



72 Shopping Malls

Hyper Markets



92 Hypermarket

International



9 Locations, 2 Countries

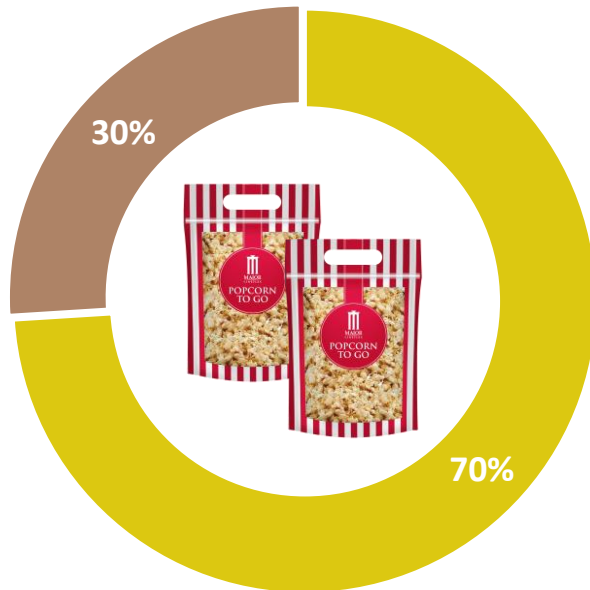
CONCESSION: When Complimentary become new profitability

MAJOR Cineplex offer freshly-popped popcorn at mainly in cinema areas and additional delivery, mall kiosks and microwave-at-home into modern trade across nationwide.

Also plus a new target to expand ready-to-eat popcorn through convenience stores.

2022 Concession Revenue Breakdown

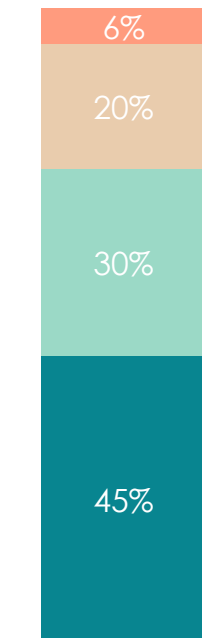
■ In Cinema ■ Out Cinema



CONCESSION: When Complimentary become new profitability

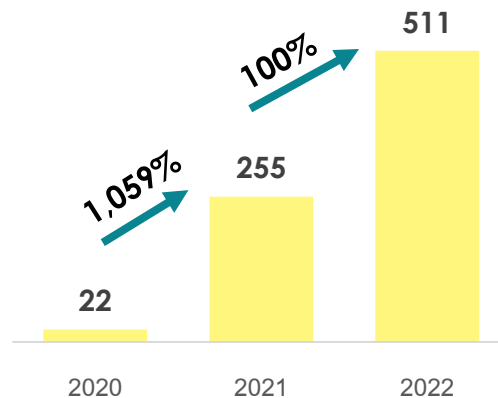
OUT-CINEMA: 2023 Strategy plan

Out-Cinema
2022 Breakdown Revenue



Modern Trade
E-Commerce
Kiosk
Delivery

Out-Cinema
Revenue Growth



Out-Cinema

- Increase Kiosks locations
(From 20 locations to at least 50 locations within 2023)
- Add more Kiosk outside of cinema location to increase delivery distribution coverage
- Collaboration with partners
- Modern Trade / Convenience Store
- More selection of premium collection
- Exclusively in MajorStore (E-Commerce)

CONCESSION: When Complimentary become new profitability

IN-CINEMA: 2023 Strategy plan

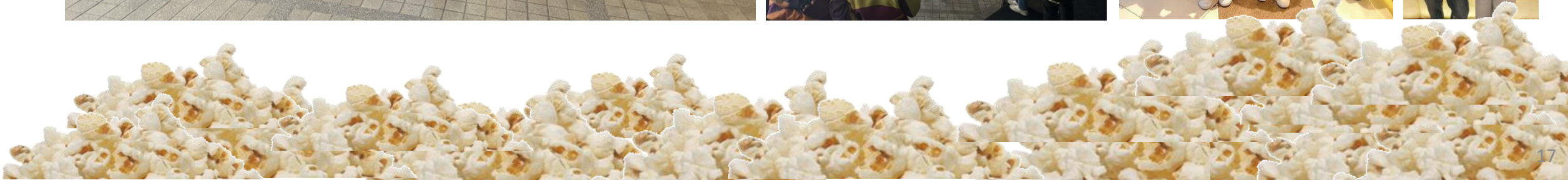
In-Cinema

- Product Customize & Variety
- Exclusive Movie / Non Movie Characters
- Add more seasonal favor
- Increase the price by products, selective locations, promotions
- Add more selection / products with partnerships
- Quality & Service
- Cost Management



CONCESSION: When New Business becomes new profitability.

OUT-CINEMA: 2023 Strategy plan



ADVERTISING

Major's advertising business strength shows through its continuing growth during the past years in spite of a drop in industry ADEX.

Advertising Revenue Mix



Outdoor
Media **8%**

Digital Media, LED, Billboard,
etc.



Naming
Sponsorship
10%



Event &
Production **22%**

Royal Anthem, Sound
Check, Promotion, others

Screen
Advertising
60%

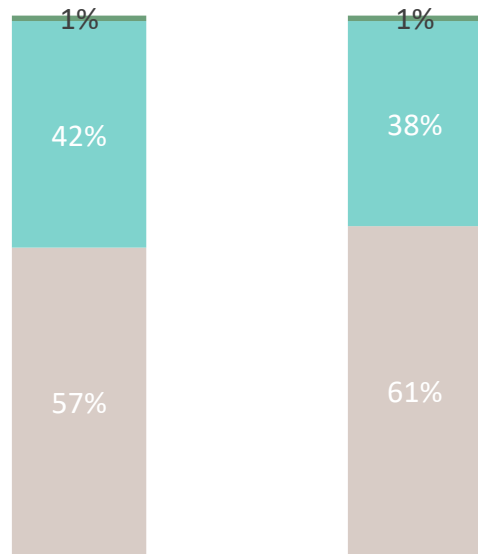


Advertising: With additional screens, digital projectors platform and flexibility packages to suit particular geography, Major and media buyers will **create their own Engagement packages customized to cater for specific preference of each target group**. Interactive marketing activities thorough **Major's social media, cross promotion, event** increase more advertising revenue. MAJOR also has a recurring naming sponsorship at various prominent screens offering special corporate image to its clients.

MOVIE CONTENT: CONTENT IS KING!

Business model meet the demands of digital world to leverage maximum revenue

Revenue Breakdown by percentage (%)



FY2021

FY2022

- Media & Others
- Film Rights & Distribution
- Movie Production

Remark:
Cinema temporary closed:
2021: 3rd April – 30th September

Movie Production Business:

- Target to produce 12 local contents
- Most of contents are under joint venture model
- Collaboration projects with strong entertainment companies in Thailand and International media companies



Film Rights & Distribution Business:

- Maximize revenue by manage licensee in MPIC's library, as now MPIC Group represent more than 200 movie's rights holder
- Sell licensee both OTT platform (Netflix, Disney+, etc) and free TV
- Distribute local contents for independent studios into Thailand and International cinema market (Negotiate with cinema operators & marketing plan and charge distribution fee)
- Distribute varieties of international contents such as independent films, animation for international studios in Thailand and CLMV markets

STRATEGIC INVESTMENT

Strategic investment to synergy Major Group's core business.



workpoint

11.01% Workpoint Entertainment PCL (WORK)

MPIC (Major Cineplex's subsidiaries) aims to collaborate with **WORK**, strong entertainment company on content projects to distribute to Thailand and International market especially Cinema platform to serve provincial areas where moviegoers would prefer to watch local movies rather than Hollywood movies as well as other platforms such as, OTT, Streaming, Free TV and Cable TV.

Historical projects with WORK and MPIC



Title	Released date	Domestic & International Box Office	Licensee & Other Revenue	Total Revenue
E-Riem Sing	November-20	216,265,202	7,154,772	223,419,974
Bike Man 2	October-19	82,143,321	7,076,095	89,219,415
Happy New You	December-19	50,216,658	5,291,226	55,507,883
Love and Run	September-19	35,276,329	7,177,153	42,453,482
Bike Man	September-18	144,069,272	15,867,437	159,936,709



10.12% Taokaenoi Food & Marketing PCL (TKN)

MAJOR invested in **TKN**, seaweed food and snack, Manufacturer and Distributor company for strong synergy in F&B especially Concession business.

This collaboration will benefit from the process of °R&D °Production °Logistics °Distribution Channels and Major aims to expand to international market.

33.00% Major Cineplex Lifestyle Leasehold Property Fund (MJLF)

Rental Space and Service business

The Fund has invested in the leasehold rights of two lifestyle entertainment complexes at Major Cineplex Ratchyothin and Major Cineplex Rangsit.

20.04% ThaiTicketMajor Co., Ltd.

Ticket Master Business (Concert, Sport, Liveshow, etc.)

JV with BEC Tero and Ticketmaster Europe Hold Co.,Ltd

Dedication towards Sustainable Development

To elevate the organization locomotion towards sustainability, using 5 strategies to cope with the challenge, and could still stand firm as leader in the industry, and also proceeded to operate the business based on sustainable development and accountability to all groups of stakeholders to develop and create sustainable social value.

1 Stakeholders

Value all stakeholders



Customers

- Create convenience and safety in utilization of services and add measures on security of customers' personal information.



Business Partner

- Create mutual business values and interests.
- Exchange know-how on business improvements and innovative products and new services.



Employees

- Develop potentials and care for employees.
- Create healthiness and safety in working environment



Shareholders

- Transparency in information disclosure
- Treat shareholders equality



Community

- Donate medical equipment
- Make available spaces for affected people to distribute their products.

2 Sustainable Growth Strategy

Maintain financial status and long-term growth.



Net Debt to Equity

- Net Debt to Equity ratio reveals the Company's financial structure cost management.



- Expand theaters to cover 77 provinces all over Thailand and CLMV countries.



- Restructure to Digital Organization for more efficient work performance.



- Manage costs of sales and administration which are continuously decreasing.

3 Locations Diversity

There are various forms of branches dispersing all over the country.



5
Standalone



73
Shopping
Mall



92
Hyper
Market

4 Film Academy

To become leader in Thai movie industry development.



- Learning and furtherance center for quality and personnel development to promote Thai movies to international markets.



- Thai movies to achieve 50% of earnings from tickets.

5 Green Cinema

Value business operation and the society under environmental responsibility.



- Take part in campaigning and arousing consciousness on environmental conservation



- Campaign for the use of natural materials that can be naturally biodegradable.

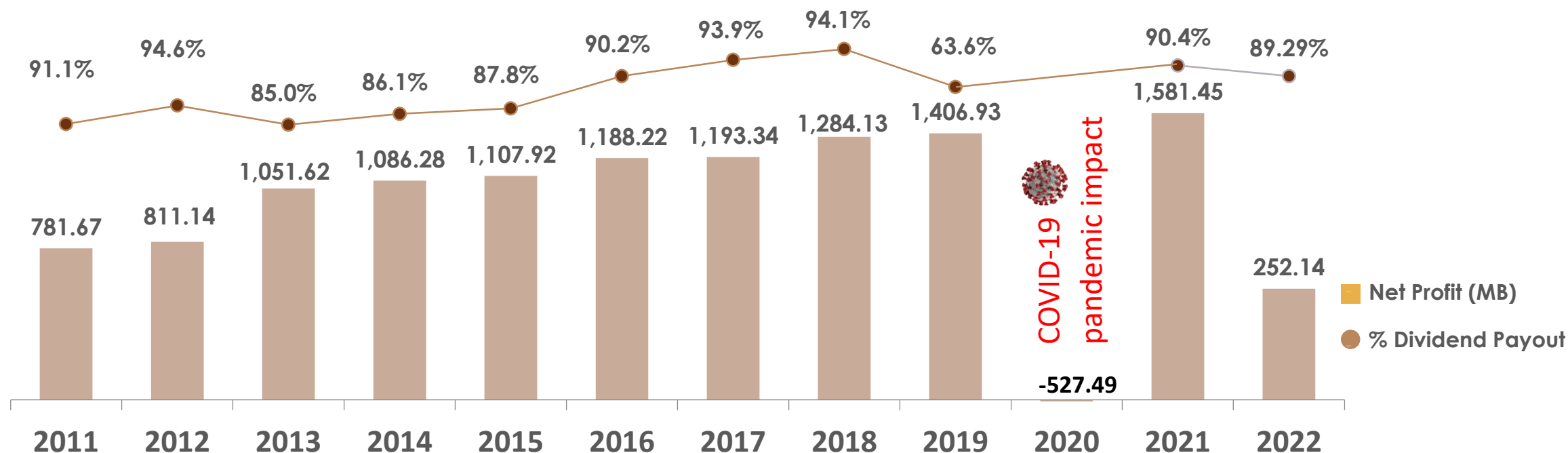


- Use innovations and technologies to meet service needs and lay down energy-saving system and reduce direct and indirect costs.



- Operate environmental-friendly business through MAJOR CARE Foundation.

DIVIDEND PAYOUT (Dividend Track Record)



	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Net Profit (MB)	781.67	811.14	1,051.62	1,086.28	1,170.92	1,188.22	1,193.34	1,284.13	1,406.93	(527.49)	1,581.45	252.14
% Dividend Payout	91.11%	94.56%	85.00%	86.07%	87.79%	90.23%	93.98%	94.10%	63.59%	0.00%	90.40%	89.29%
EPS (THB)	0.9	0.92	1.18	1.22	1.31	1.33	1.33	1.43	1.57	(0.59)	1.77	0.28
Interim Dividend (Baht : Share)	0.43	0.39	0.50	0.50	0.55	0.60	0.65	0.65	0.65	0.00	1.00	0.00
Remaining Dividend (Baht:Share)	0.39	0.48	0.50	0.55	0.60	0.60	0.60	0.70	0.35	0.00	0.60	0.25
DPS (THB)	0.82	0.87	1	1.05	1.15	1.2	1.25	1.35	1.00	0.00	1.60	0.25
Dividend yield (%)	5.8	4.6	5.7	3.8	3.3	3.7	4.3	6.6	3.96	0.00	8.0	1.4

*Record date on 21 April 2023 and the payment of the dividend will be made on 3 May 2023.

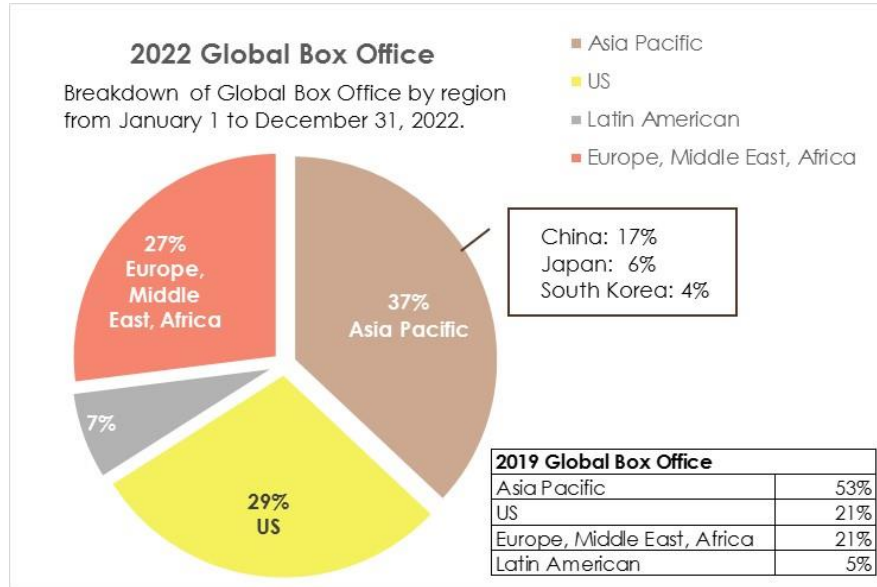


MARKET TREND



GLOBAL MARKET: INDUSTRY OVERVIEW

Global Summary of 2022



- Global cinema box office revenue weighed in at \$26 billion in 2022, a healthy 27% improvement compared with 2021.

The international box office represents \$18.4B, also 16% increase on last year.

- The number of wide releases in 2023 is more than 40% higher than 2022 and approaching the number of wide releases in 2019.

- The number of global box office is recovery. However, it still shows a significant way of 35% below the pre-pandemic levels (2017-2019)

- The Asia Pacific (exclude China) regions is expected to gain 11-12% on 2021 and come in approximately 20% down on the pre-pandemic average.

Worldwide Total Movie Screens

The cinema operators have continued to expand, innovate and many plan to offer more premium formats, better sound, new projectors and more amenities in the near future.

212,590 In 2022

200,949 In 2022

(+5.8%)

GLOBAL MARKET: INDUSTRY OVERVIEW

In developed country, percentage of local films box office is raising overall box office for both Local films and Hollywood films. And it shows the continuous in positive momentum.

2022 DATA	US	CHINA	JAPAN	SOUTH KOREA	INDIA	INDONESIA	THAILAND	SINGAPORE
Population (Million)	333	1,412.5	125.2	51.6	1,410	274.9	70.1	5.3
GDP Per Capita (USD)	59,995	12,970	33,911	32,236	2,301	4,691.0	7,497	82,794.0
Screens	39,007	82,248	3,634	3,322	9,423	2,149.0	1,321	947.0
Admission (Milion)	650	712	152	113	892	111.4	33.3	9.5
Adverage Ticket Price (USD)	10.5	6.3	10.7	8.0	1.5	2.8	4.6	7.6
Average Ticket Price Per Capita	2.0	11.4	1.2	2.2	11.9	0.4	0.5	1.8
Market Share (HW:LOCAL)	95:5	85:15	31:69	44:56	12:88	53:47	70:30	90:10

Top 20 films by admissions in South Korea | 2022

Original title	Country of origin	Director(s)	Distributor	Admissions
1 Beomjoidosi 2 (The Roundup)	KR	Sang-yong Lee	ABO, Plus M	12 693 302
2 Top Gun: Maverick	US	Joseph Kosinski	Lotte	8 177 446
3 Avatar: The Way of Water	US	James Cameron	Disney	7 313 220
4 Hansan: Rising Dragon	KR	Han-min Kim	Lotte	7 264 934
5 Confidential Assignment 2: ...	KR	Seok-hoon Lee	CJ Entertainment	6 982 840
6 Doctor Strange in the Multiverse of...	US	Sam Raimi	Disney	5 884 587
7 Heon-teu (Hunt)	KR	Lee Jung-jae	Plus M	4 352 390
8 Olbbaemi (The Night Owl)	KR	Tae-jin Ahn	Next ... ⁽¹⁾	3 222 738
9 Jurassic World: Dominion	US/CN	Colin Trevorrow	Universal	2 837 410
10 Manyeo 2: Lo go (The Witch: Part 2)	KR	Hoon-jung Park	Next ... ⁽¹⁾	2 806 501
11 Thor: Love and Thunder	US	Taika Waititi	Disney	2 716 306
12 Minions: The Rise of Gru	US	K. Balda, B. Ableson, ... ⁽²⁾	Universal	2 269 024
13 Black Panther: Wakanda Forever	US	Ryan Coogler	Disney	2 105 644
14 Bisang seoneon (Emergency...)	KR	Jae-rim Han	Showbox	2 058 869
15 Spider-Man: No Way Home	US	Jon Watts	Sony	2 024 121
16 6/45	KR	Gyu-tae Park	Home Choice, ... ⁽³⁾	1 980 769
17 Heojil kyolshim (Decision to Leave)	KR	Chan-wook Park	CJ Entertainment	1 893 954
18 Alienoid	KR	Dong-hoon Choi	CJ Entertainment	1 539 362
19 Hero	KR	JK Youn	CJ Entertainment	1 487 686
20 Beurokeo (Broker)	KR	Hirokazu Koreeda	CJ Entertainment	1 261 131

Top 20 films by admissions in Japan | 2022

Estimated admissions based on average ticket price of JPY 1 402.

English Title	Country of origin	Director(s)	Distributor	Admissions*
1 One Piece Film Red	JP	Gorô Taniguchi	Toei	14 051 356
2 Jujutsu Kaisen 0	JP	Seong-Hu Park	Toho	9 843 082
3 Top Gun: Maverick	US	Joseph Kosinski	Towa	9 679 030
4 Suzume no tojimari	JP	Makoto Shinkai	Toho	9 379 458
5 Detective Conan: The Bride of Halloween	JP	G. Aoyama, S. Mitsunaka	Toho	6 975 749
6 Jurassic World: Dominion	US/CN	Colin Trevorrow	Toho/Towa	4 507 846
7 Kingdom 2: Far and Away	JP	Shinsuke Sato	TOHO/SPE	3 680 457
8 Fantastic Beasts: The Secrets of...	GB inc/US	David Yates	Warner Bros.	3 281 027
9 Shin Ultraman	JP	Shinji Higuchi	Toho	3 166 905
10 Minions: The Rise of Gru	US	K. Balda, B. Ableson, ... ⁽¹⁾	Toho/Towa	3 166 905
11 Spider-Man: No Way Home	US	Jon Watts	Sony	3 031 384
12 Sing 2	US	Garth Jennings	Toho/Towa	2 360 913
13 99.9 Criminal Lawyer: The Movie	JP	Hisashi Kimura	Shochiku	2 146 933
14 The Last 10 Years	JP	Michihito Fujii	Warner Bros.	2 139 800
15 Silent Parade	JP	Hiroshi Nishitani	Toho	2 139 800
16 The Confidence Man JP: Episode of the...	JP	Ryô Tanaka	Toho	2 061 341
17 Doraemon the Movie: Nobita's Little Star...	JP	Shin Yamaguchi	Toho	1 918 688
18 Dragon Ball Super: Super Hero	JP	Tetsuro Kodama	Toei	1 790 300
19 The Quintessential Quintuplets Movie	JP	Masato Jinbo	Pony Canyon	1 597 718
20 Doctor Strange in the Multiverse of...	US	Sam Raimi	Disney	1 540 656

GLOBAL MARKET: INDUSTRY OVERVIEW

Executive Summary from The Motion Picture Association (MPA)

Global Movie Production & Distribution industry trends

The Global Movie Production and Distribution industry is projected likely centralize efforts around major blockbusters and franchises that routinely generate the highest returns as they have done in the past.

Year	Warner Bros	Walt Disney	Paramount Pictures	Sony Pictures	Universal	Total Major Studios
2023	15	11	8	17	23	74
2022	6	5	10	13	25	59
2021	17	7	4	16	16	60
2020	5	3	3	9	13	33
2019	18	10	9	18	21	76

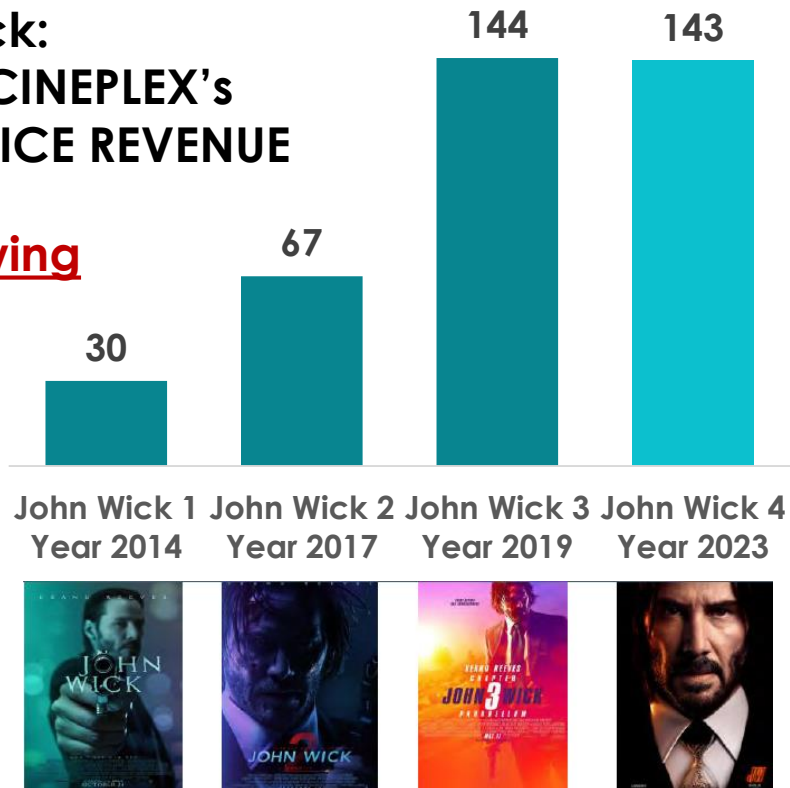
In 2023, The blockbuster sequels and franchise movies dominate the box office, with quality of the ultimate immersive cinema experience, powerful sound system, delicious popcorn, or the newest movie releases that typically puts its theatrical releases on its streaming service 90 days after they release in cinema platform.

Movie Revenue Comparison

Overall, JOHN WICK 4 - has amassed **an impressive \$400 million worldwide** meaning that it has already overtaken all John Wick sequel and 56% of Box office comes from International Box Office.

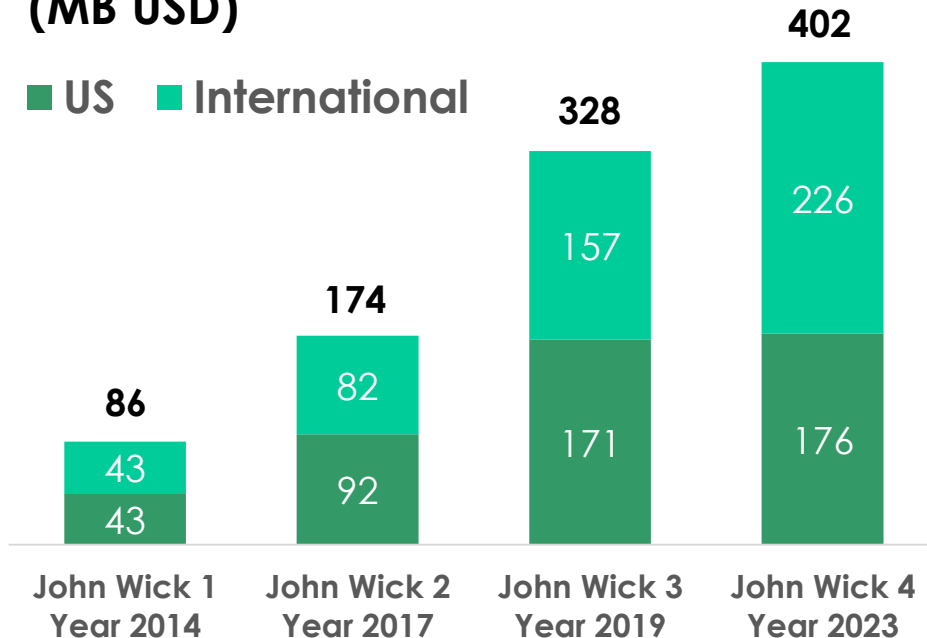
For MAJOR CINEPLEX's analysis shows that Revenue contribution from **BKK 45%:UPC 55%** was almost the same BUT **ATP was higher by 171 THB (JW4) and 156THB (JW3)** even the Number of Admission was lower 835K (JW4): 921K (JW3). Mainly from higher demand of special screens like IMAX, 4DX.

**John Wick:
MAJOR CINEPLEX's
BOX OFFICE REVENUE
(MB THB)**
Still Showing



**John Wick:
GLOBAL BOX OFFICE REVENUE
(MB USD)**

■ US ■ International

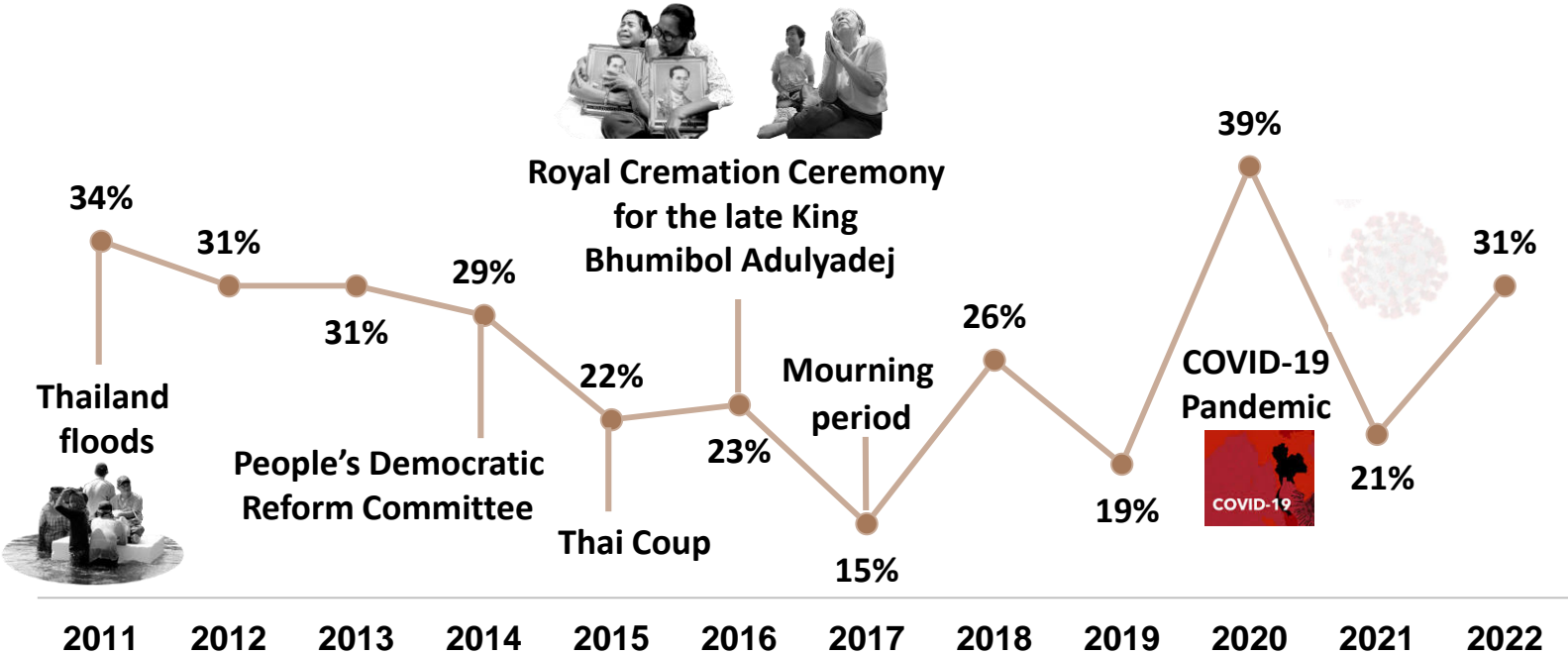
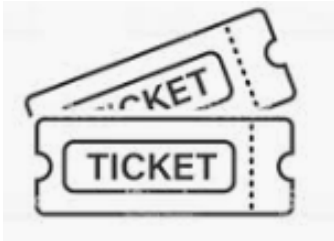


Thailand Market : Local Contents Industry

Aims for better Quality and Quantity of local films

Positive development for Local contents industry after lacks of contents due the situations over past years.

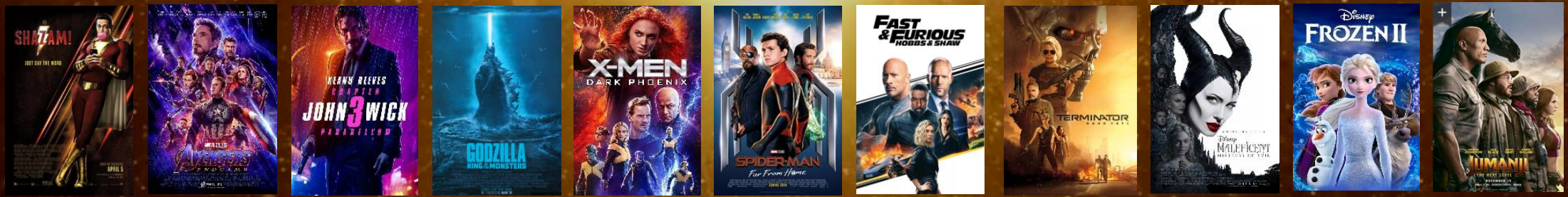
MPIC group will produce at least 15 movies per year in different models such as JV models also there are expertise production produce more contents to serve Thailand and International markets.



Revenue Breakdown
Hollywood : Local (by Revenue)

Year	Hollywood	Local
2022	69%	31%
2021	79%	21%
2020	61%	39%
2019	81%	19%
2018	74%	26%
2017	84%	15%
2016	77%	23%
2015	78%	22%
2014	71%	29%
2013	69%	31%
2012	66%	34%
2011	66%	34%

2019



April

May

June

July

August

September

October

November

December

Shazam!

Avengers:
EndgameJohn
Wick:
Chapter 3Godzilla II:
King of the
MonstersX-Men:
Dark
PhoenixSpider-Man:
Far from HomeFast & Furious:
Hobbs & ShawTerminator:
Dark FateMaleficent:
Mistress of Evil

Frozen 2

Jumanji: The
Next Level

MOVIE LINE UP COMPARISON 2023 vs 2019



TRANSFORMERS
RISE OF THE BEASTS



THE MEG II

A FILM BY CHRISTOPHER NOLAN
OPPENHEIMER

THE NUM



A FILM BY CHRISTOPHER NOLAN
OPPENHEIMER



DUNE

GHOSTBUSTERS

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



MISSION: IMPOSSIBLE
DEAD RECKONING
PART ONE

INSIDIOUS
Barbie



A HAUNTING
IN
VENICE



2023

2H23: HILIGHT MOVIE LINE UP

ACTION	Transformers: Rise of the Beasts
	Mission: Impossible - Dead Reckoning Part One
	Indiana Jones 5
	The Hunger Games: The Ballad of Songbirds and Snakes
	Kraven the Hunter
	Gran Turismo
	The Meg 2
SUPERHERO	The Marvels
	Aquaman and the Lost Kingdom
	The Flash
	Blue Beetle
SCIFI	Dune: Part Two
	Oppenheimer
	Star Trek Sequel

HORROR	Haunted Mansion
	The Nun 2
	The Boogey Man
	A Haunting in Venice
	Insidious 5: The Red Door
ANIMATION	Ghost Book
	Spider-Man: Across the Spider-Verse
	Ladybug & Cat Noir: The Movie
	Elemental
	Wonka
	Wish
	Trolls Band Together
	Barbie
	Cobweb
	Teenage Mutant Ninja Turtles
	Crayon Shin Chan The Movie

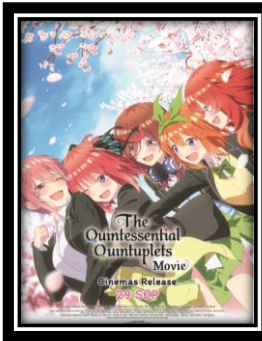
MPIC GROUP	Long Live Long (Romantic Comedy)
	Post Man (Scifi Action)
	E-Sarn Zomebie (Horror)
	Start It Up (Action)
	Don't Die (Horror)
	The Condo (Comedy)
	2 Untitled MPIC movies (TBA)
THAI CONTENT	Poo Baow Tai Ban (Local Comedy)
	Thesis (Horror)
	Tee Yod (Horror)*
	Aung Yi (Scifi)
	Mondo (SciFi Action)
	4 King 2 (Action Drama)*
	Home Sweet Hell (Horror)*
	Tha Khee (Drama)
	Kitty The Killer (Action)
	14 (Action)
	Fan Chan 20 Anniversary (Feel Good)*
	Not Friend GDH (Romantic Comedy)*
	Untitle GDH (Romantic Comedy)
	The Elite of Devils (Horror)
	Man Shung (Boy Love)*
	Na Nha Thong (Horror)

*Please note that release dates are subject to change

ALTERNATIVE CONTENT AND EVENTS ALSO BOOST UP REVENUE AND CUSTOMER BASE AND SPONSORSHIP PROGRAM

HILIGHT PROGRAMS / EVENTS / CONCERTS (2H23 PROGRAMS ARE CLASSIFIED)

ANIMATION



QUINTESSENTIAL
QUINTUPLETS
THE MOVIE

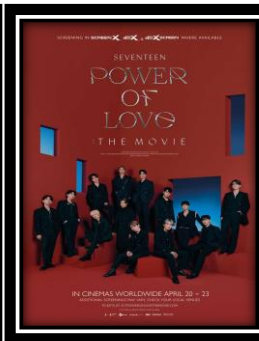


ISEKAI QUARTET
THE MOVIE:
ANOTHER WORLD

CONCERT K-POP / INTER



NCT DREAM
THE MOVIE



SEVENTEEN



TWENTY ONE
PILOT

LIVE STREAMING MUSICAL SHOW



MIDNIGHT SUN
MUSICAL



BUNGEE JUMPING
OF THEIR OWN
MUSICAL



BLUE HELMET
MUSICAL

LIVE VIEWING EVENT



SUPERBOWL
WATCH PARTY



NBA FINAL
WATCH PARTY



OSCARS LIVE



FA CUP FINAL

EVENT



CINEMA IN THE CITY



JAPANESE FILM
WEEK 2022



OSCARS PARTY



CINEASIA



FINANCIAL OVERVIEW



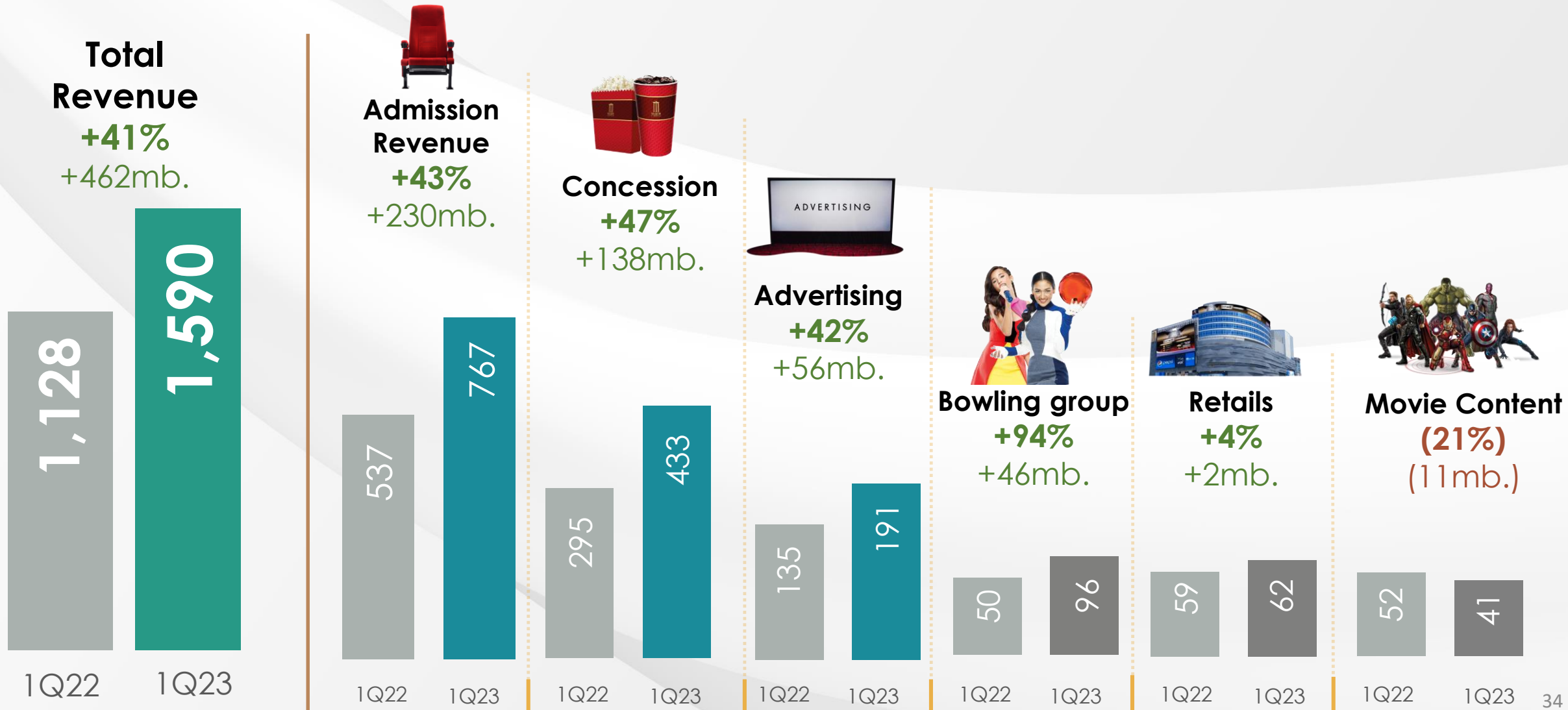
1Q23 QUARTERLY BRIEFING

Financial Highlights

Bt.Million	1Q23		1Q22		Growth	
					Amt.	%
Revenue	1,590	100%	1,128	100%	462	41%
Gross Margin	464	29%	126	11%	338	269%
SG&A	400	25%	170	15%	229	135%
Operating Profit (Loss)	64	4%	(45)	(4%)	109	244%
EBITDA	423	27%	380	34%	43	11%
EBIT	131	8%	39	3%	92	237%
Net Profit (Loss)	70	4%	24	2%	46	191%

1Q23 QUARTERLY BRIEFING

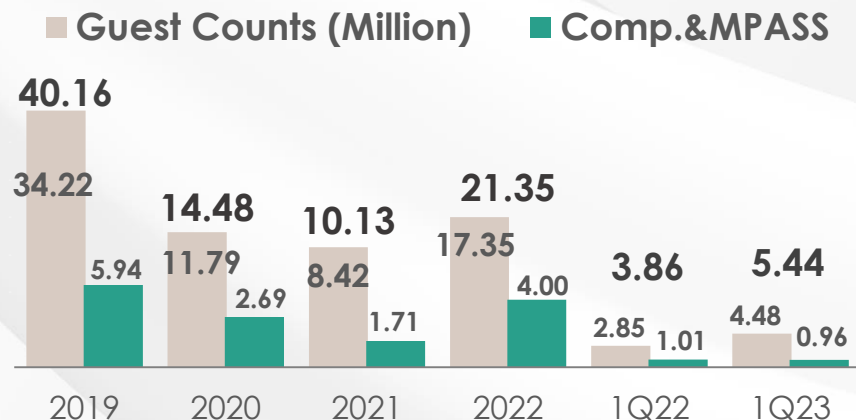
Revenue Breakdown



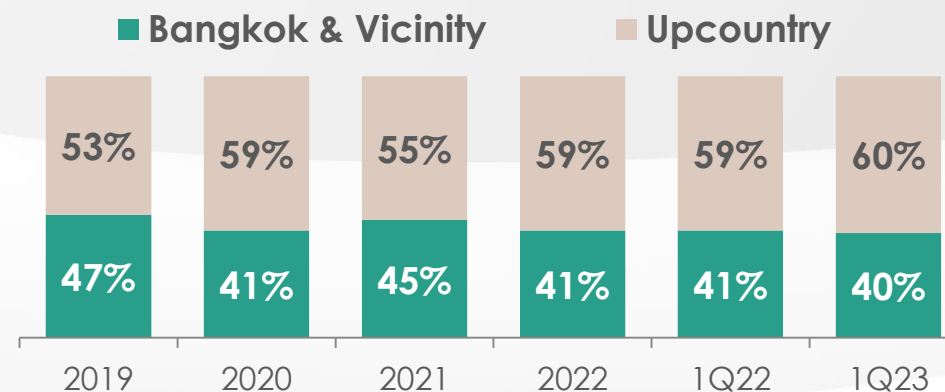
1Q23 QUARTERLY BRIEFING

Revenue : Admissions

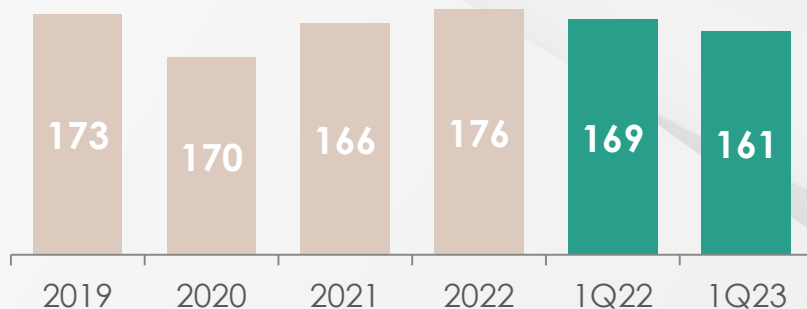
ATP & Guest Counts



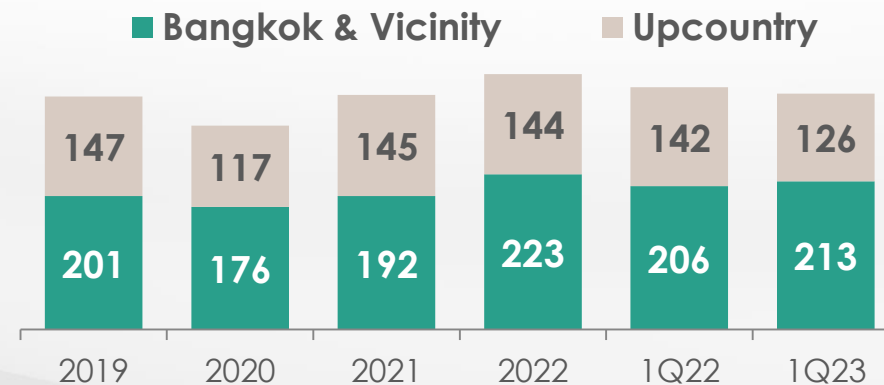
Guest Counts Breakdown By Regional



ATP (THB)



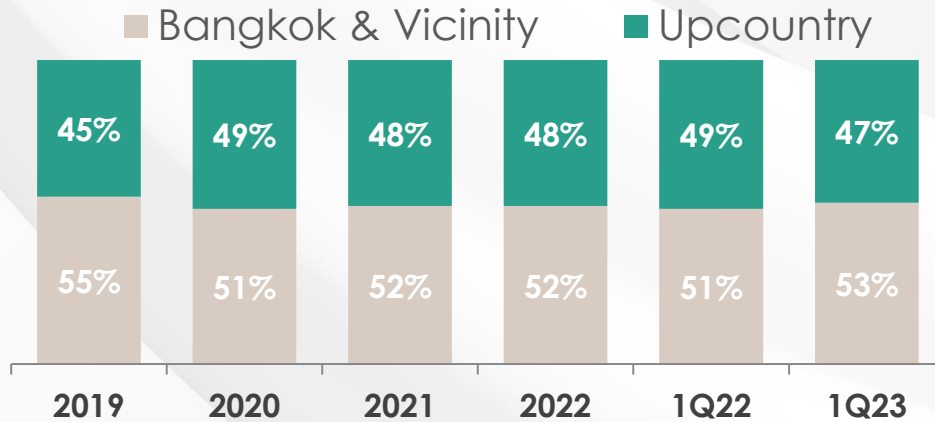
ATP Breakdown (THB)



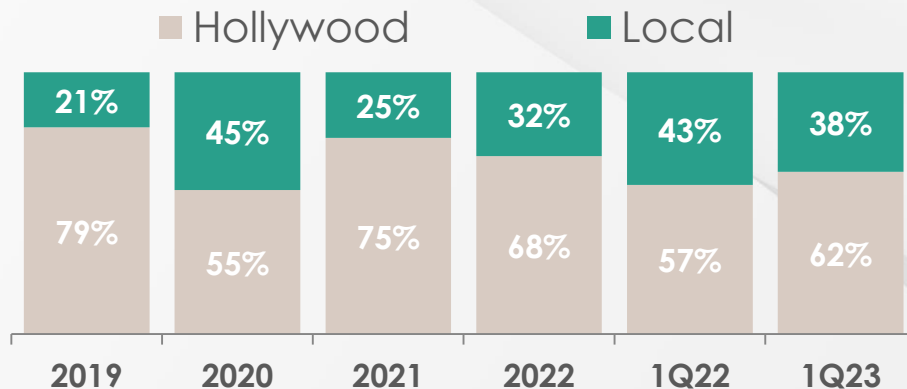
1Q23 QUARTERLY BRIEFING

Revenue : Admissions

Box Office Breakdown by Regional

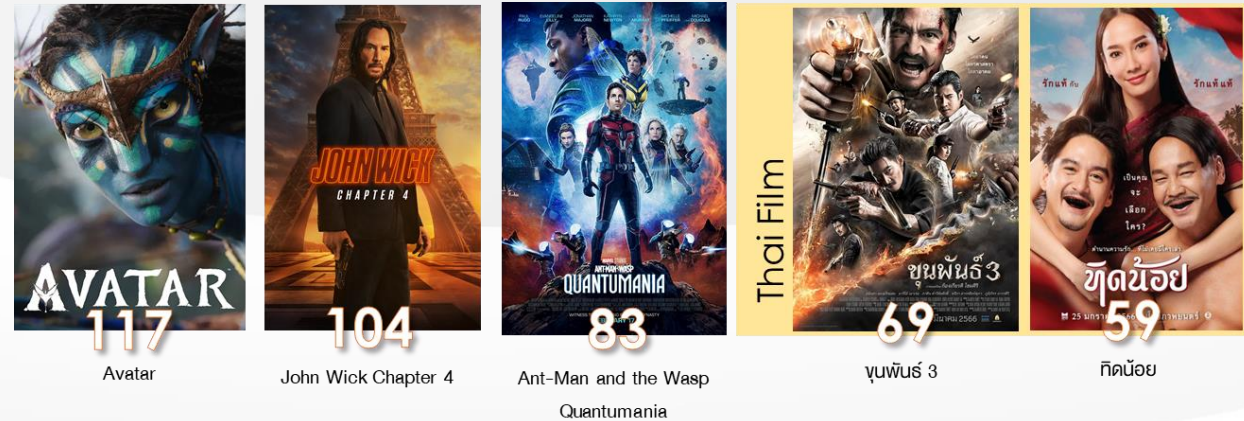


Market Share Breakdown by Movies



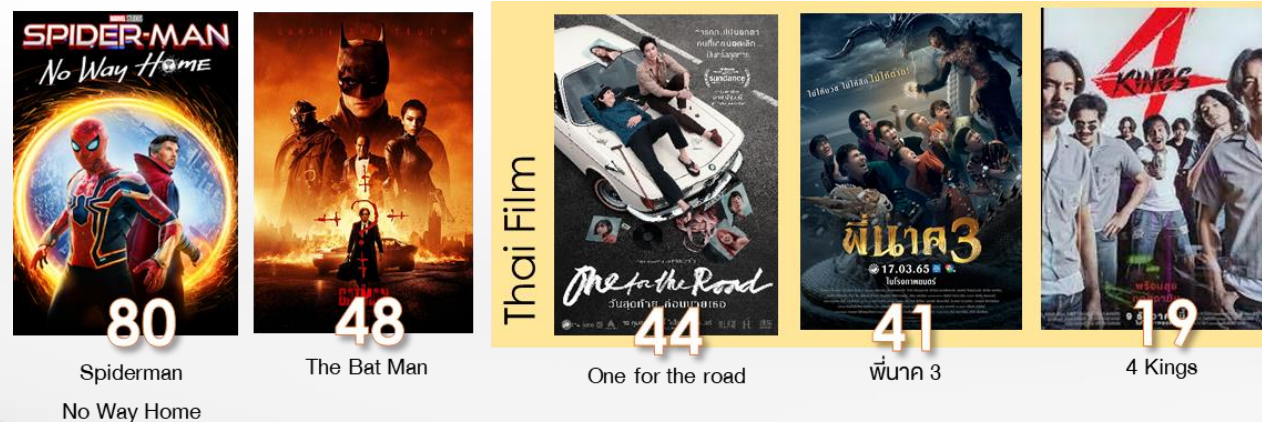
1Q23

Top 10 Box Office



1Q22

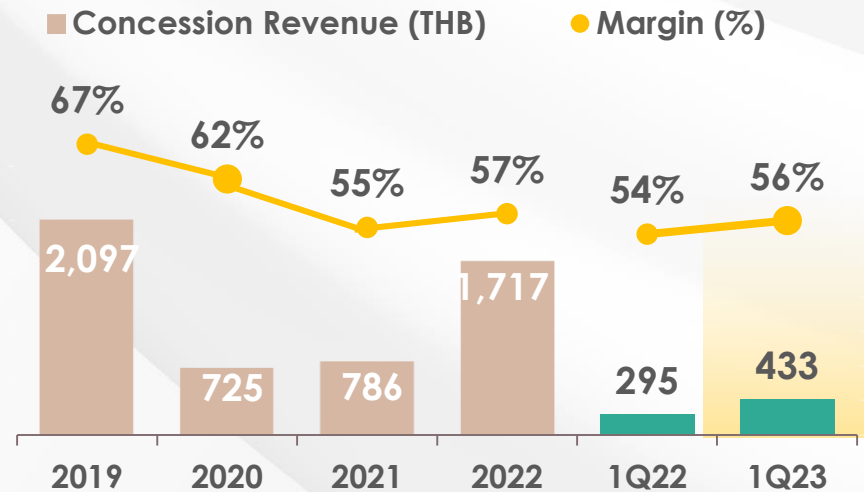
Top 10 Box Office



1Q23 QUARTERLY BRIEFING

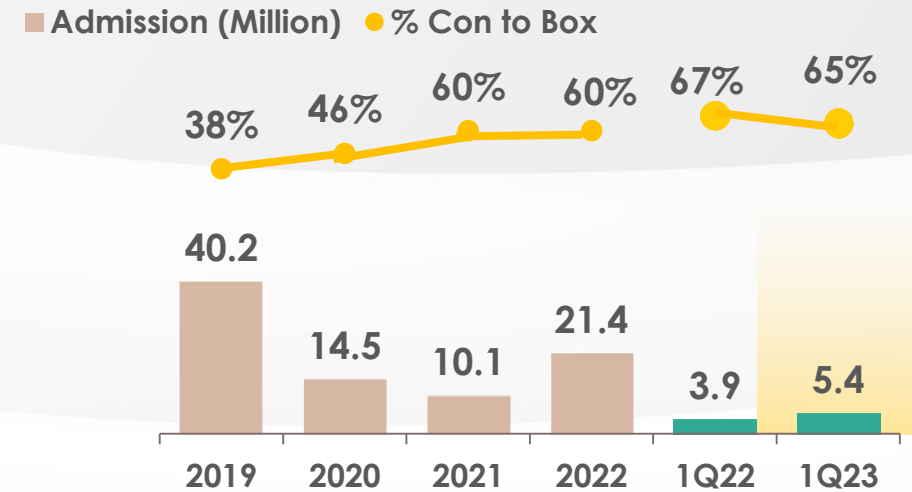
Revenue Concession

Concession Revenue & Margin



In/Out Cinema
76%:24%

% Con to Box Ratio

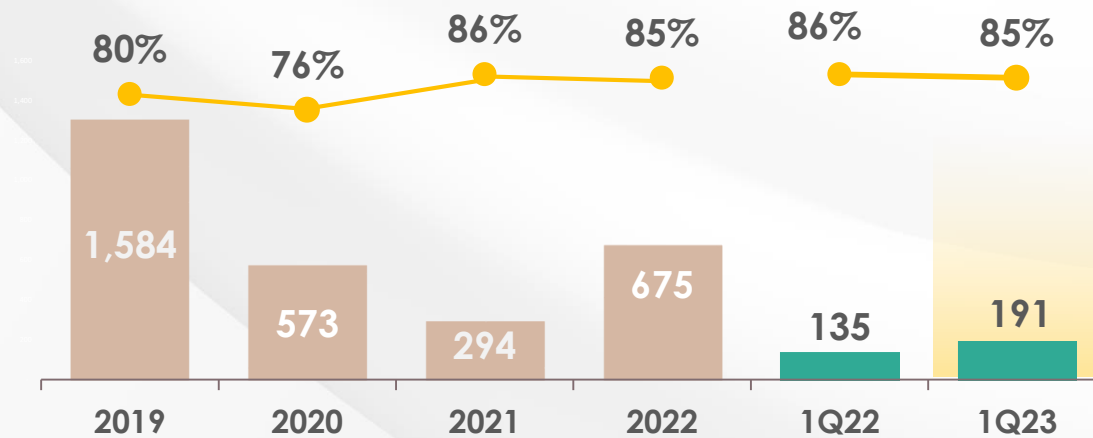


1Q23 QUARTERLY BRIEFING

Revenue Advertising

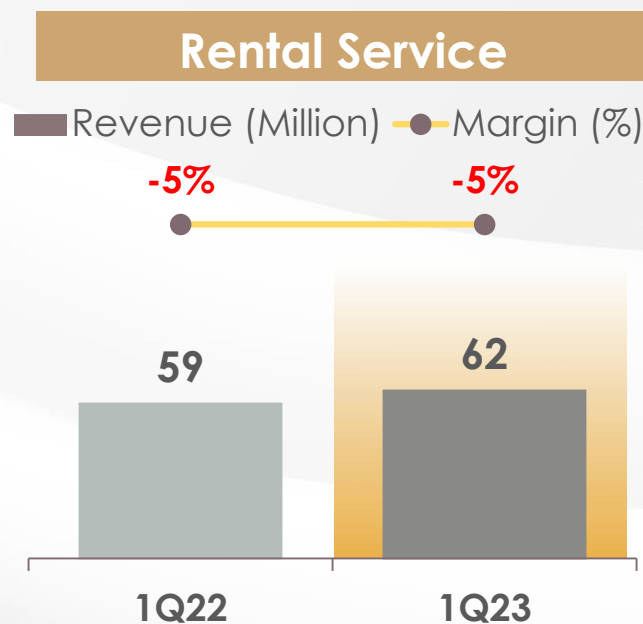
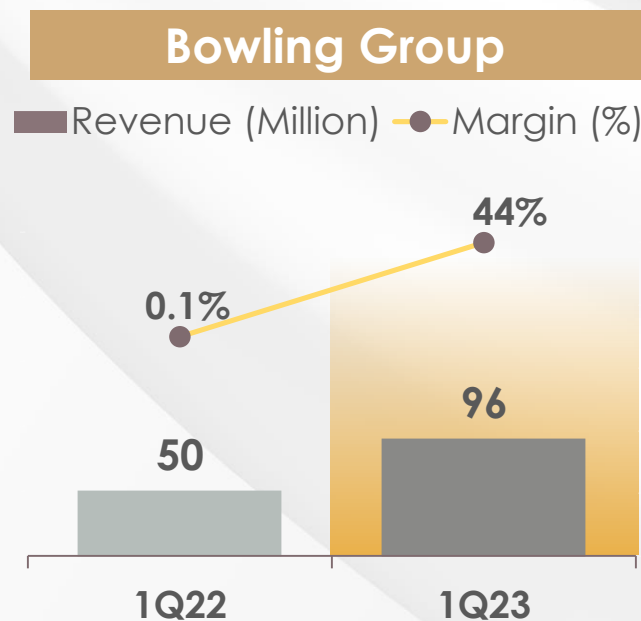
Advertising Revenue

■ Advertising Revenue (Million) ● Margin (%)

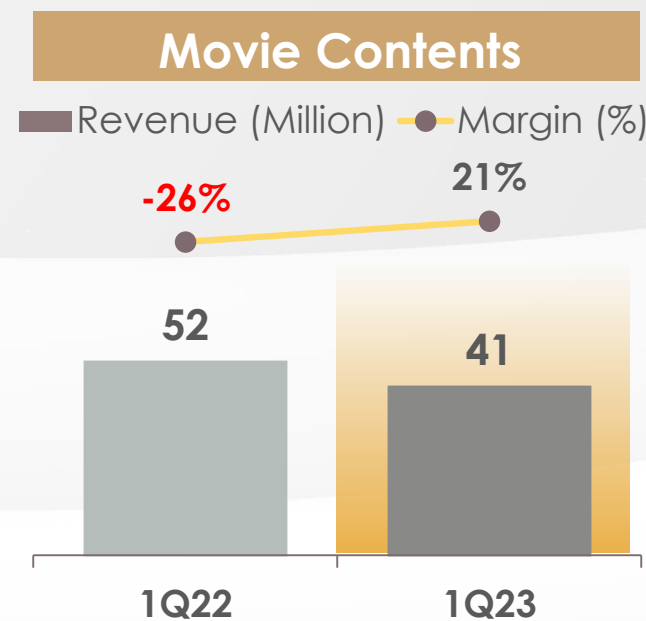


1Q23 QUARTERLY BRIEFING

Revenue Bowling Group/Rental Service/Movie Content



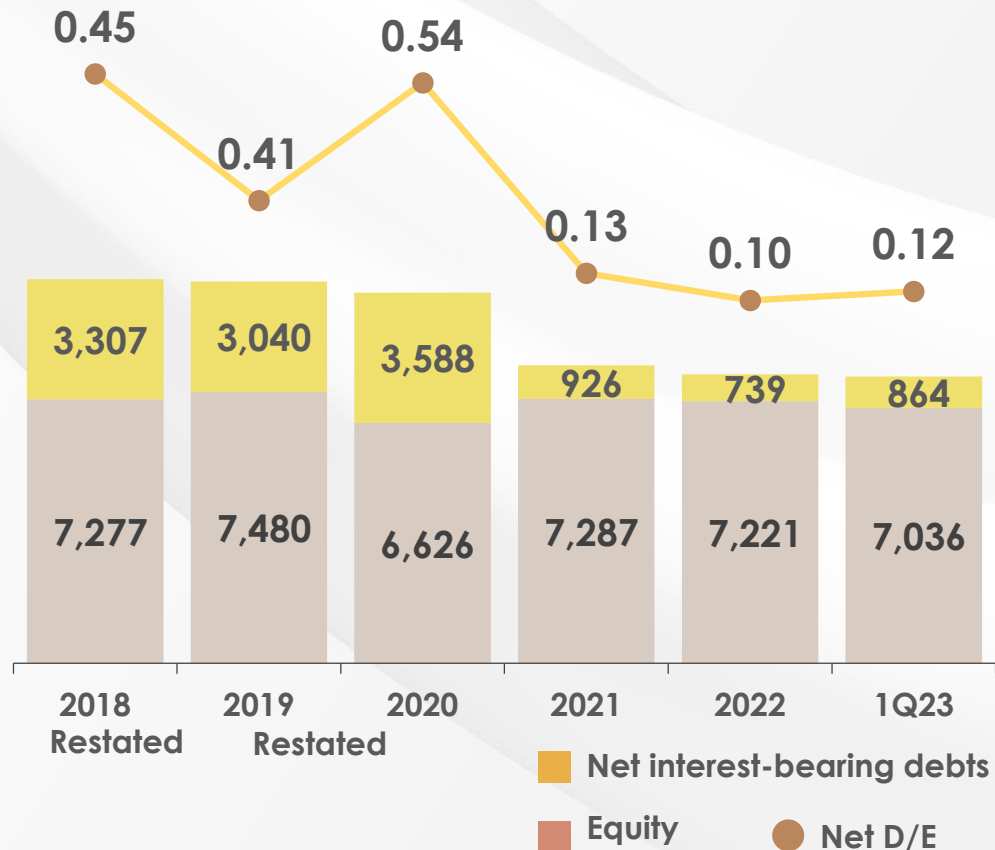
*Margin decreased from cancelled contract at Big C Ratchadamri



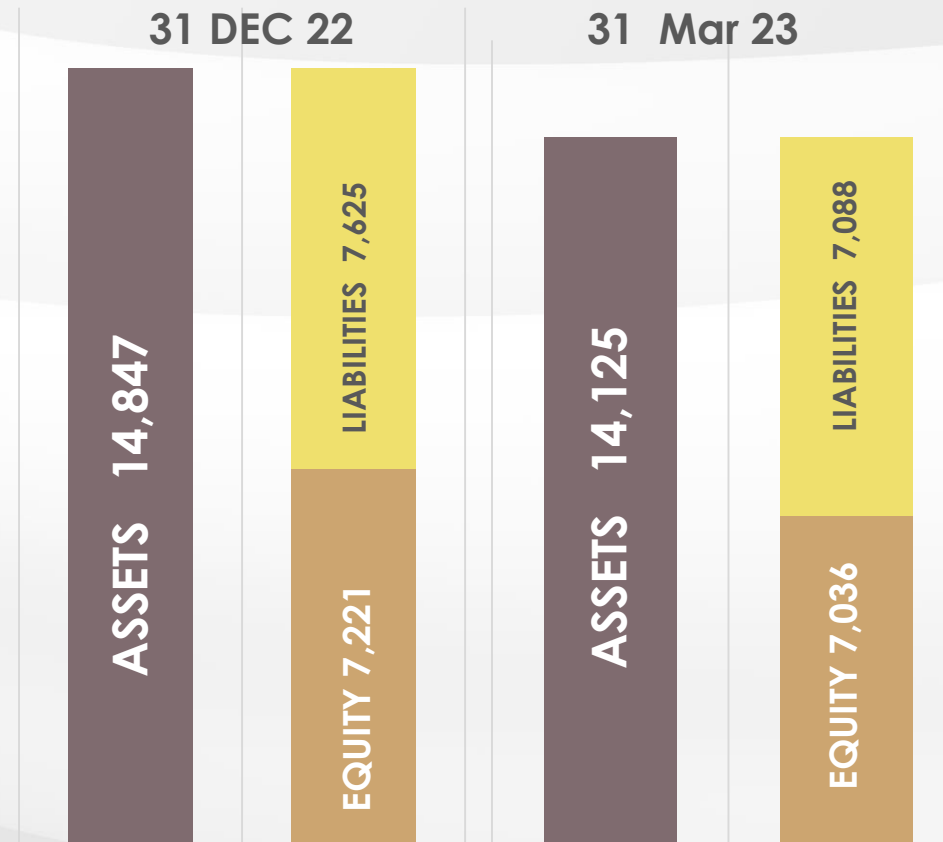
*Margin increased from Non-theatrical revenue higher than 1Q22

1Q23 QUARTERLY BRIEFING

Balance Sheet Snapshot



Bt.million	31Dec22	31Mar23	%chg
Assets	14,847	14,125	(5%)
Liabilities	7,625	7,088	(7%)
Equity	7,221	7,036	(3%)



D/E
1.01 (Y2022 : 1.06)

Net D/E
0.12 (Y2022 : 0.10)

Debt covenant
0.59 (Y2022 : 0.64)

Note : Net debts = (IBD-Cash) / Equity
Debt covenant of Company is 1.5(X) exclude Lease Liabilities.

Appendix

Acronyms, Abbreviations, and Initialisms

ATP	Average Ticket Price	Guest Count (GC)	No. of Tickets sold
CTB	Concession to Box Office Ratio	MGEN	Major Loyalty Program
Comp.	Complimentary Ticket	MPASS	Unlimited Movies Pass
Concession	Revenue from Popcorn, Soft drink and other		limited only 5 branches (Pilot Project)

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