

## **GMM Grammy – Growth from New Businesses**

### **Target to be among Top 5 DDT Channels**

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Ms. Boosaba Daorueng, Group CEO, GMM Grammy Public Company Limited (“GMM Grammy”) said that “2013 was a good year for our new businesses. In particular, Home Shopping business grew its revenue by 6 times over the past year. GMM Grammy further expanded its GMM Z satellite TV platform, with 2.4 million satellite set-top boxes sold since its inception and 100,000 Pay TV subscribers within 10 months after launch, indicating a good feedback from the market. Furthermore, advertising revenue on satellite TV channels also grew continuously.

In 2014, GMM Grammy has fully engaged into Digital TV business after winning an auction for two frequency licenses for use in the broadcasting of 2 Digital Terrestrial TV channels, Variety-HD (Channel 31) and Variety – SD (Channel 25). GMM Grammy is opening for talented professionals to join and create Digital TV Phenomenon together. As one of the major local content producers, we believe that we can produce interesting contents that attract viewers and generate significant advertising revenues. In addition, our Digital TV channels will be among the top 5 of Digital TV channels.”

In 2013, total operating revenues amounted to THB 11,004 million. Revenues from the existing businesses - music, media, movie, event management and animation – totaled THB 8,185 million, representing 77% of total operating revenues. Furthermore, media business generated the highest portion of operating revenue, while movie business posted the highest growth. Revenue from new businesses, comprising home shopping, satellite TV and digital terrestrial TV (not in operation in 2013) businesses, amounted to THB 2,122 million, representing 20% of total operating revenue. The existing business continued to generate profit, while new businesses were still in the investment phase. This resulted in a net loss for 2013 of THB 1,283 million, which was in accordance with the business plan. However, strong growth in new businesses would help turn around earlier than planned.

“In 2014, GMM Grammy will continue creating high quality local contents and acquiring international contents, such as English Premier League (“EPL”), for its Pay TV subscriber base at an affordable price. Furthermore, GMM Z also offers famous local contents from GMM Grammy, such as Hormones the Series –season 2, True Love Next Door - The Final Answer, and ATM 2 the Series. These are all famous TV series that were very successful in their first season. We believe that with all these contents we will be able to achieve 400,000 Pay TV subscribers by the end of year 2014.

“A romantic movie “The Teacher’s Diary” by GTH, the No. 1 Thai film studio, will be released on 20 March. GTH turned a lagoon to be the most romantic place for this heartwarming movie. We believe that this movie will remind you of someone.”, Ms. Boosaba concluded.

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