



Press Release
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GMM GRAMMY invades in business fully “one” & “BiG” Reinforces the strengths, driving business success

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Mr. Premon Pinski, Chief Financial Officer, GMM GRAMMY Public Company Limited or “GRAMMY” said “2014 is the era of Digital TV and The Company already won the auction of two DTT licenses which are the Variety-HD named “one”, number 31 and the Variety-SD named “BiG”, number 25. Its strength is to have various quality contents to impress audiences as the previous contents in the past. The advantage from invest in Digital TV Business is the saving of airtime rental cost for over THB 1,000 million per year, replacing with satellite rental and license fees approx. THB 500 million. From now on, Digital TV Business would be the main business to generate revenue to The Company”

“**one**” started to transmit since April 1st, the schedule remains the same as the satellite one which mostly is the re-run but afterward there will be more new contents, one will be more interesting with the competed schedule. However, the schedule will be complete in the last quarter of this year to early 2015 depend on the market trend.

“**BIG**” will start to transmit on May 23th by sorting out from the popular contents of GRAMMY 6 Free To Air satellite channels in which the selected contents already has densely audience base, therefore pushing BIG to popular even faster.

“The Company is cautious to invest in this new business, by producing quality contents and broadcasting in phases in order to match the revenues with the expenses. Digital TV Business isn’t a new business at all, but a developed business and it reinforces the existing business to utilize all resource at the ultimately, also to be the channel for the quality contents to the public. Likewise, the competitive advantage of Digital TV Business and all contents would definitely push the two channels to which will generate revenue and profit to the Company.



Besides, the DTT coupons from NBTC will help Digital TV Business grow faster, the channels will get more eyeballs and also the higher advertising revenue.” Mr.Premon added.

In 1Q14, the revenue of new businesses especially Home Shopping Business which dramatically increased in revenue 181% from previous year. GMM Z Platform Business also increased 26% and made sale circulation of 2.7 million boxes sold as well as Pay TV Business, has its subscribers approximately 180,000 which showed another progress in the success of investing in new businesses. Currently, the proportion of new business revenue increased to 27% of total revenue. While the income of existing business, decreased from 1Q13. Due to unstable politics , the delay of purchasing media, also the shows were postponed to the second half of the year; affected operating results to the net loss of THB 791 million, which is the normal course of invest period of new businesses as expected. However, the revenue would expectedly be back to normal in the second half of the year.

In 2Q14 for the show, GRAMMY has receive the good feedback from selling the ticket of “Genie fest 16 years of rock” and “Krob Krung”, the ticket s were sold out fastly. This is the signal dictated consumers have adapted and returned to normal stage. For Movie Business-“Teacher’s diary” by GTH, box office revenue surpassed THB 100 million and other revenues would be acknowledged in the second quarter as well”

“GMM GRAMMY planned to invest for this year 2014 by using cash on hand to invest and its loan. Currently, Interest-bearing debt to equity is at 1.61” Mr.Premon summarized.

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