



CTH and GMM Grammy officially announced business partnership to a pay-tv service

CTH Public Company Limited (“CTH”) announced a business partnership with GMM Grammy Public Company Limited (“GMM Grammy”) by signing the agreement of disposal total shares of GMM B Company Limited (“GMM B”), a subsidiary of GMM Grammy who carries the Pay-TV Business today to CTH LCO Company Limited (“CTH LCO”), thus CTH LCO will hold 100% of GMM B and GMM Grammy will hold 10% of CTH. However, CTH will be the main company in operating Pay-TV Business of both CTH and GMM B.

This business collaboration will combine both company’s customer bases and platform of 2.7 million GMM Z boxes and 2 million CTH boxes, totaling 4.7 million boxes. The partnership will combine the strengths of the two companies’ contents, such as sports and entertainment, via satellite for airing in Standard Definition (SD) and High Definition (HD).

CTH and GMM Grammy believe the business cooperation will be able to combine the potential of two companies together such as marketing, content, network, and customer base. Thus, consumers would gain the worthwhile of service whether in:

- **Various contents that cannot be found elsewhere:** GMM Z Pay-TV and CTH have commitment in selecting quality contents both domestic and international cover all substances such as movies, series, entertainment, kids, and news e.g. Lie to me season 1 , Criminal Mind season 7 from Universal Channel, CSI Miami final season from FOX Crime Channel, Contium season 5 from Syfy Channel, Masterchef US season 5 from Star World Channel, Desperate Housewives season 8 from Sony Channel, The Neighbors season first in Asia from FOX Thai Channel, Witches of East end season from Star World Channel, including one of the most famous local content “Hormones the Series”, that featured the phenomenal popularity. Besides, every football matches are available such as Barclays premier league (BPL), English premier league, Bundesliga, and EURO 2016 Qualifying. Together with local and international football-club which has become a variety TV program such as Chonburi FC, Burerium FC, Police FC, Bangkok Glass FC, Chiangmai FC, Chiangrai FC, UFC, Benetro, Bayern TV, Man City TV, Chelsea TV and BVB TV. Not only football matters but also wrestling “WWE” Additionally variety contents, for instance, Smile, Family Guide, 9 yod, Mahidol Channel, Wisdom, and Chern Yim Channel. A distinguished producer of both companies is an important factor that reinforces the content both local and abroad.



- **The network covers the whole country both Satellite and Cable:** The partnership will result in a much larger network and be able to choose whether Thaicom Satellite 6 of GMM Z in C Band and KU Band, Vinasat 1 KU Band, Satellite of CTH, Including through Web Base IPTV systems to accommodate the viewing screen content through smart TV, mobile phone, and other partners to support and meet the needs of our customers.
- **The enhanced package to meet the needs of all audiences:** In affordable price start from 199 Baht to 999 Baht as well as bundle product along with CTH and GMM Z Pay-TV package whether in following:
 - GMM Z HD Lite Box Package Premier League Plus 365 days
 - GMM Z HD Lite Box Package Premier League Plus 120 days
 - GMM Z HD Lite Box Package EPL 270 days
 - GMM Z HD Lite Box Package Platinum 180 days
 - GMM Z HD Lite Box Package Gold 180 daysAnd 2 more special promotions
 - Promotion 1: buy 1 get 1 free on purchase package CTH Z Premier League Plus HD 30 days get free watching more 30 days
 - Promotion 2: New GMM Z customer get the privilege of free watching package CTH Z Premier League Plus for 15 days
- **Distribution channels covering the whole country:** Customers can buy a box and obtain services from distribution channels across the country such as satellite shop, supermarket, department store, modern retailers, call center, direct sale, and center service agent. With the convenient payment system of GMM Z Pay TV Pre-paid and CTH Post-paid.
- **Able to watch Digital TV is all the channels:** With a network of satellite TV subscription (Pay-TV) at no extra monthly cost of GMM Z allows customers to watch Digital Terrestrial TV both Standard Definition (SD) and High Definition (HD) through satellite box without charge and when customers wish to watch more of Pay-TV, can choose and pay for package that want to view only.

Satellite TV and Pay-TV market currently have high competition. Therefore, the partnership between CTH and GMM Grammy would increase potential in competition with the size of platform can be used as a base for expansion and contribute more to the audiences to strive to be one of the Pay TV market.