

## Grammy targets high growth prospect of Music and Digital TV businesses

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**GMM Grammy amid the hike of its Digital TV channels rating and the success of TV home shopping business ‘O shopping’ which can reach breakeven 2-years faster than expected. With the strong financial position, the company has ability to invest in digital TV business more than THB 6,000 million. The company is confident that its core businesses, Music and Digital TV, has high growth prospect to drive corporate performance in the near future.**

“In 2014 the Company has made a strategic move by refocusing on its core businesses, Music and Digital Terrestrial TV (DTT), as well as divesting some non-core businesses. Those moves apparently resulted in improving performance.” said Ms. Boosba Daoreung, Group Chief Executive Officer of GMM Grammy Public Company Limited

Digital TV business which include “**one channel**” (number 31 in digital or 41 in satellite and cable television) and “**GMM 25**” (number 25 in digital or 35 in satellite and cable television) started the first phase in October 2014. The new programs on “**one channel**” featured, for example, the late night drama “Songkram Nang Ngam”, prime-time drama after news program “Fan-Feung” and “Tiger” as well as game show “Sup’tar Party”. All of which has highly positive response and driving a substantial increase in channel rating, driven the advertising revenue to increase 80% each month. “**GMM 25**” launched magnet programs such as the popular series “Hormones the series season 2”, “Club Friday the series” and “ThirTEEN Terrors” which also easily received tremendous feedback from the audiences. Moreover, both channels are focusing to add various types of quality programs i.e. variety, game show, drama, series and informative news in order to fulfil customers’ satisfaction. The company greatly believes that both channels will absolutely attract a huge number of audiences in a short period of time.

Home Shopping business under “O Shopping” had been very successful last year with the high growth performance. As such, it can reached the break-even point in fourth quarter which was two years well ahead of the initial investment projection. At present, the company has more than 600 product lines to be ordered and delivered across the country.



The latest movie from GTH “I Fine Thank You Love You” marked a highest record of grand opening day revenue, with total box-office revenue at THB 330 million, and also break a record of the highest revenue among all Thai and oversea movies in 2014.

In 2014, total revenue was THB 10,251 million, consisting Music and Digital TV, which just started commencement in May 2014, revenue of THB 3,062 million, representing 30% of total revenue. Others revenues including Media, Movies, Event Management, Home Shopping and Satellite amounted THB 7,189 million, representing 70% of total revenue. Nevertheless there was a strong recovery in 2H14 by 64% regarding the restructuring of the company’s business.

In conclusion, the company will focus on core businesses, which are music and digital TV business. With the talents and healthy financial status as the company success in fund raising THB 2,490 million proceeding from the capital increase together with the full support from financial institutions, the company has ability to invest more than THB 6,000 million in Digital TV business. The company has high confidence that those factors will greatly support the Company operation and lead to continuous growth in 2015.

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