

## **GMM Grammy Post Net Profit of THB 377 million in 1Q15 Music and Digital TV Continuing Growth**

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**GMM Grammy shows the Net Profit of 377 million THB in 1Q15 as a result of business restructuring on Music and Digital TV businesses. The Company is now using proactive strategies including service and channel extension coupled with content development to become the true leader in Digital TV business.**

Ms. Boosaba Daorueng, Group CEO of GMM Grammy Public Company Limited, said the Company had recovery from last year. The Company reported THB 377 million net profit and THB 3,006 million revenue in 1Q15 with the growth of 148% and 51% yoy respectively. The Company has gained the benefit from changing its strategy to focus on its core business and Digital TV business. Those businesses have been producing significantly growth and now are playing as key businesses of the Company.

By issuing 56 albums, Music business gained 56% growth on its revenue. Concerts' activities were also recovery from previous year performance. The Company successfully organized some major concerts, such as, Thongchai McIntyre's Feather and Flowers concert. In addition, GMM Grammy official channel on YouTube ranked No. 1 in Thailand in term of numbers of viewers, with approx. 5 million members. This channel is considered new source of revenue for the Company.

One Channel and GMM 25 were successfully welcome from audiences, especially drama series on primetime period such as Leh Ratre and Seu Ritsaya. Now viewers' rating of One Channel is now 2nd ranked among digital TV channels. Other programs, such as, game shows and variety programs e.g. Game Jag Keng and The Star 11 are also popular among viewers. With Club Friday Show, Club Friday the Series 6, and the returning of Game-Wat-Duang Show, GMM 25 is climbing up the chart and warm welcome by audiences. In addition to the popular programs, the Channel also launched a promotion campaign, GMM 25 Giveaway Toyota Altis, to attract more viewers.

Home Shopping business also posts high revenue growth of 71% yoy even with unpleasant economic climate. Sale per day continue to rise to almost THB 5.0 million.

By focusing on its core business, GMM Grammy has been using proactive approach to maintain the Company's leadership in the market. Service and channel development becomes a major part of the Company's strategy to catch up with fast moving technology and also customers' behavior. The Company is planning to expand Showbiz business by launching many concerts this year, for example, the upcoming big concerts in May-2015 include "10 Years of



Atime ShowBiz” which will gather pile of popular singers to be on stage and “Body Slam 13” which the audiences will be entertained by 13-years experience in music arena of the band.

As a major part of new strategy, the Company is focusing developing new contents to match viewers’ lifestyles for Digital TV business. In addition to producing its own contents by professional teamwork, the Company also co-operate with its alliances who are qualified and renowned, such as, JSL Global Media Co., Ltd. bringing Jor-Jai Show back on-air. The Company believes One Channel and GMM 25 will be satisfied all viewers’ segment and become leaders among digital TV channels in the near future.

Interest Bearing Debt to Equity ratio of 0.72 shows the financial competency of the Company. This would enhance financial capability and full recovery of the Company in 2015.

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