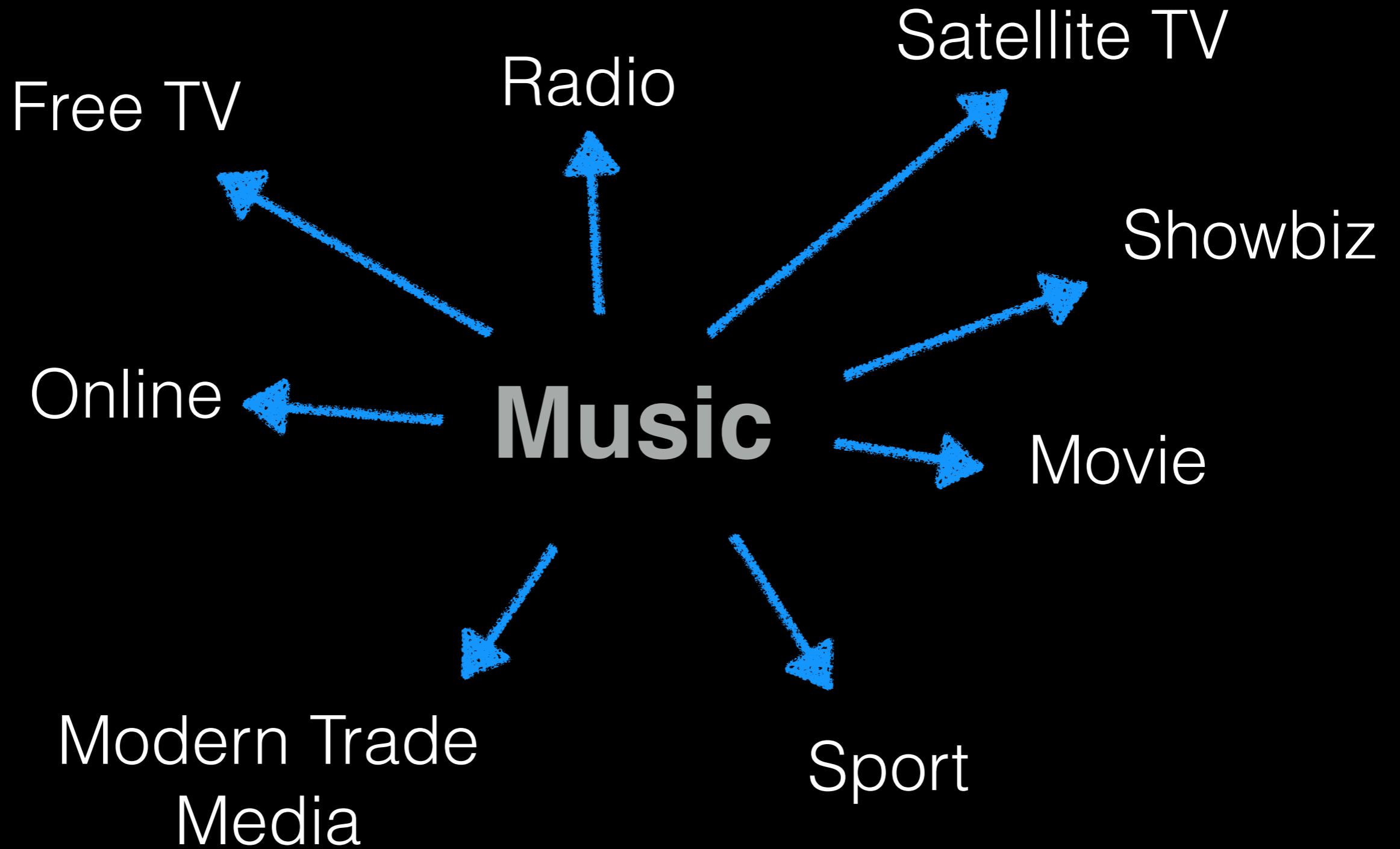


RS

2011

celebrate **30** years



360 degree

Complete Entertainment Network

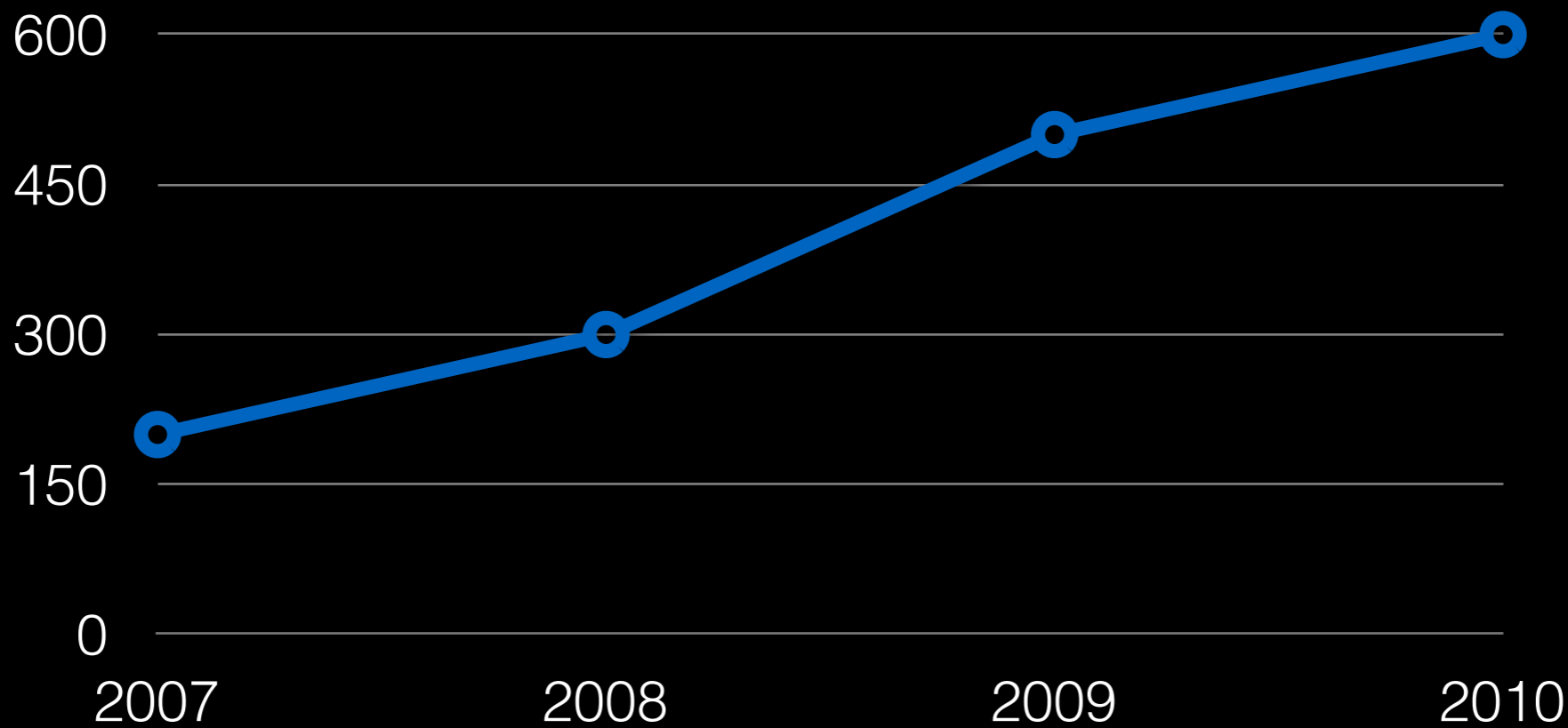
First Mover to Digital Music Market

- Fully enter music on mobile business in 2005
- Sell CD Machine and Factory in 2006 and 2007
- Establish pleng.com as on-line Music Store in 2009

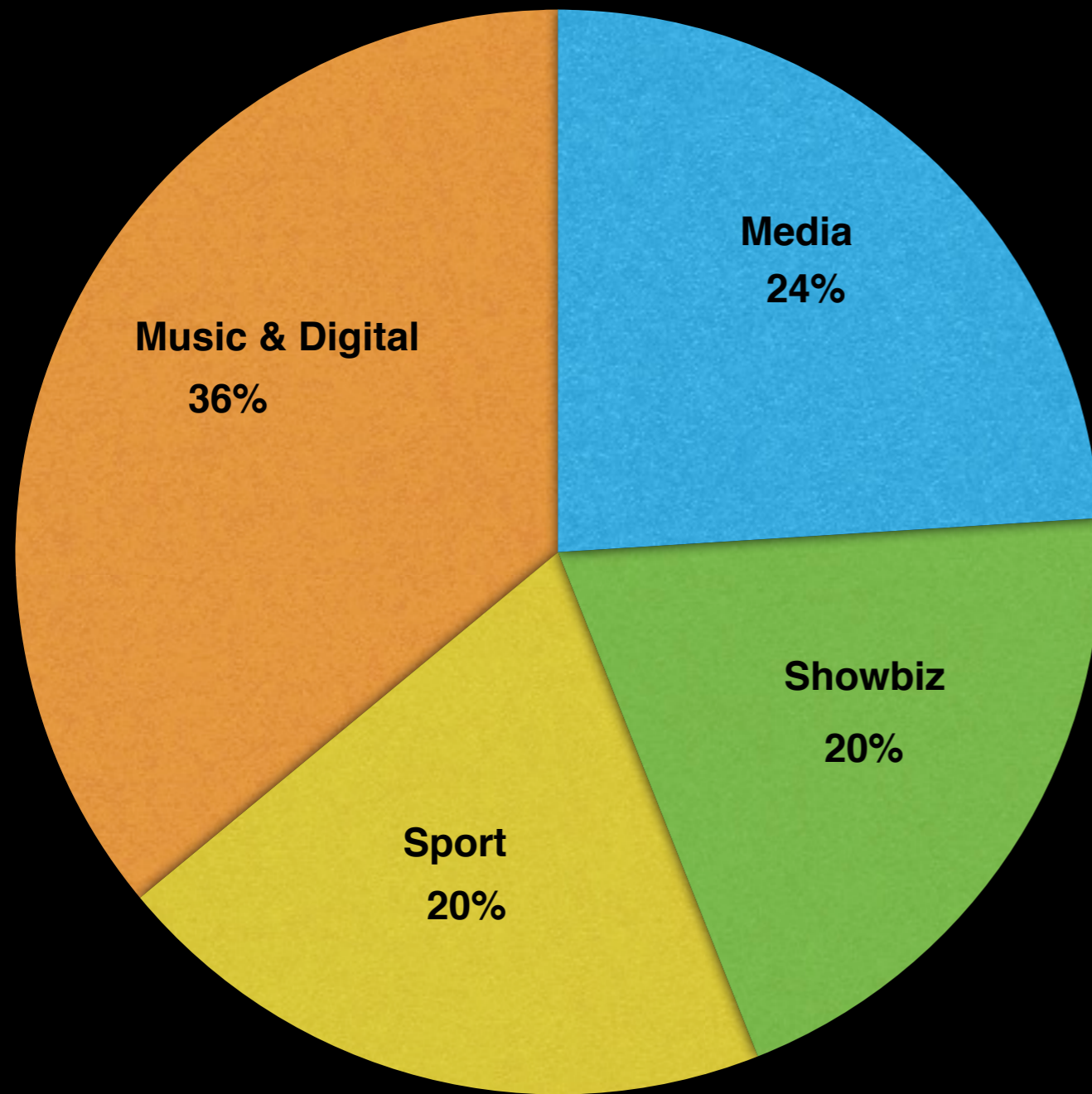
RS Digital Music
Growth

Revenue 2010

600 Million Baht



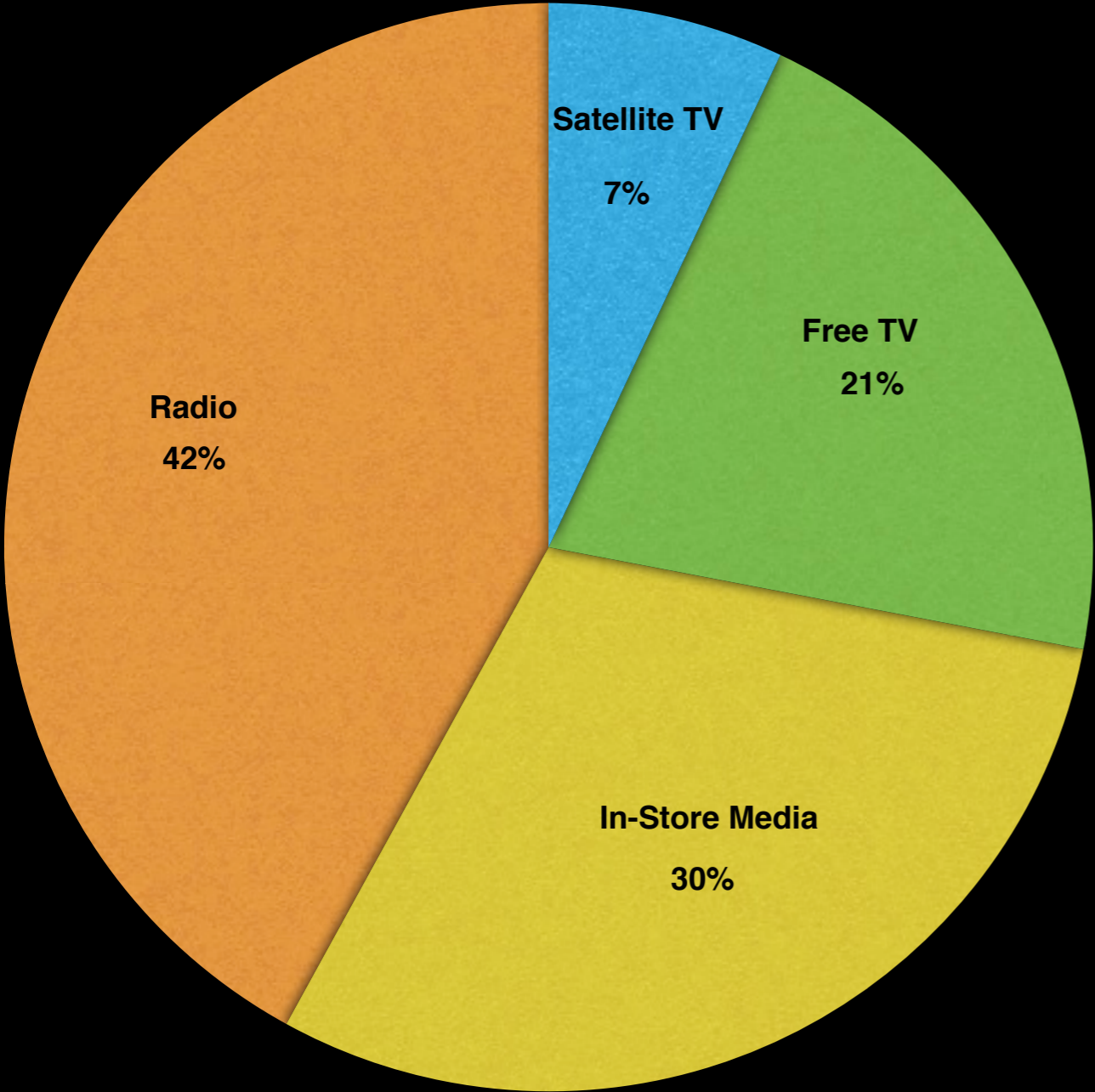
Revenue Breakdown 2010



2,917 Million Baht

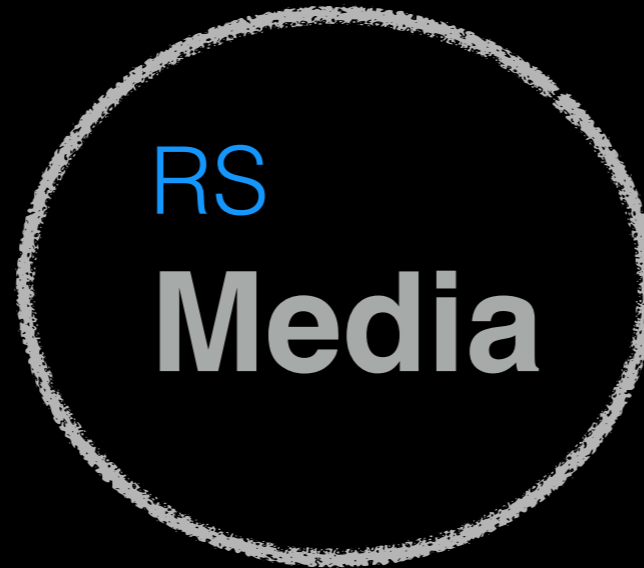
Revenue Breakdown 2010

RS Media



Free TV

Satellite TV



**RS
instore**

Cool 93

300 Million Baht

50% 2010 Growth

Cool Latitude

New Business Model

Cover **95%** of
Modern Trade

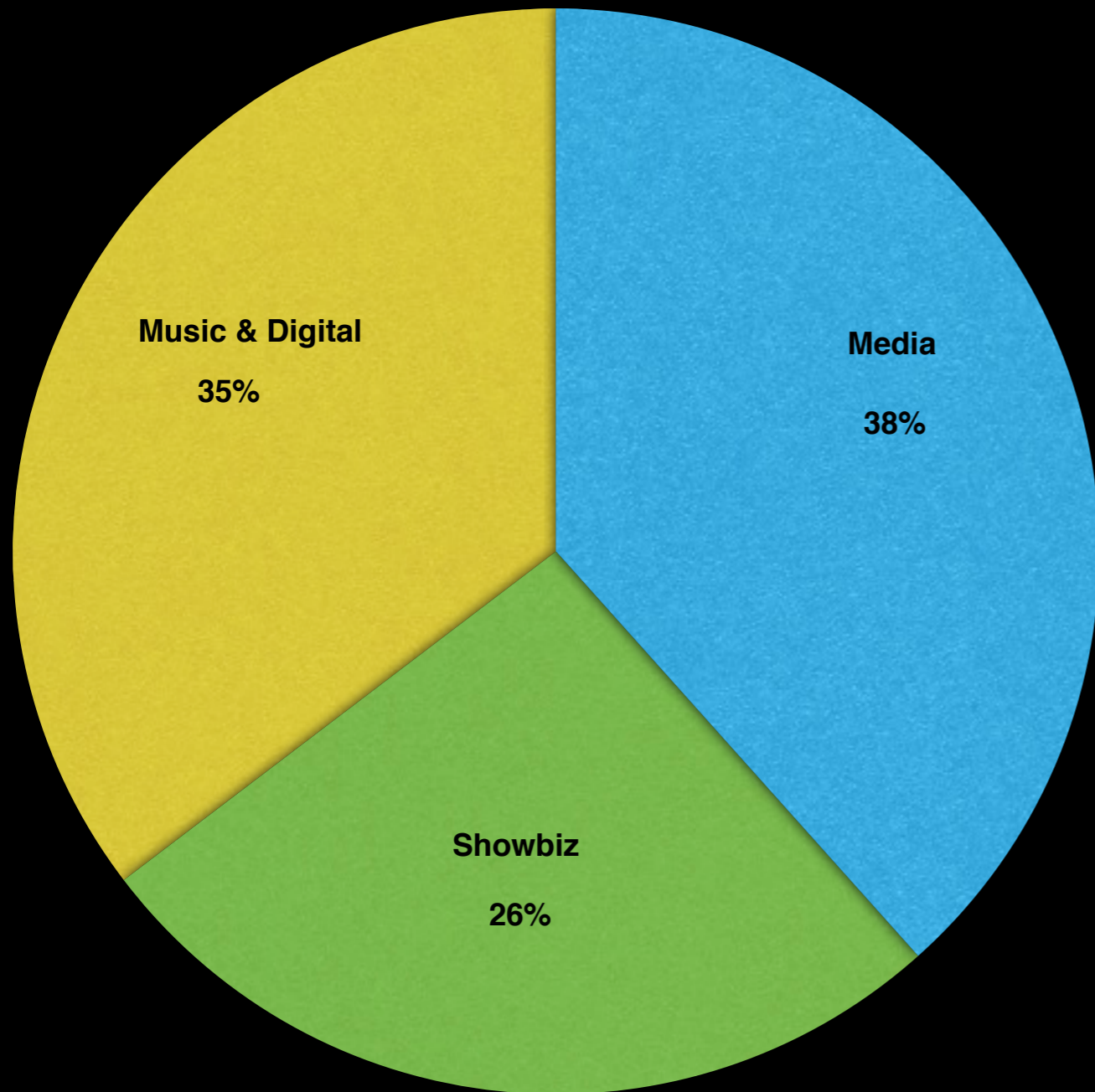
Next Step

RS 2011

Projection

2011

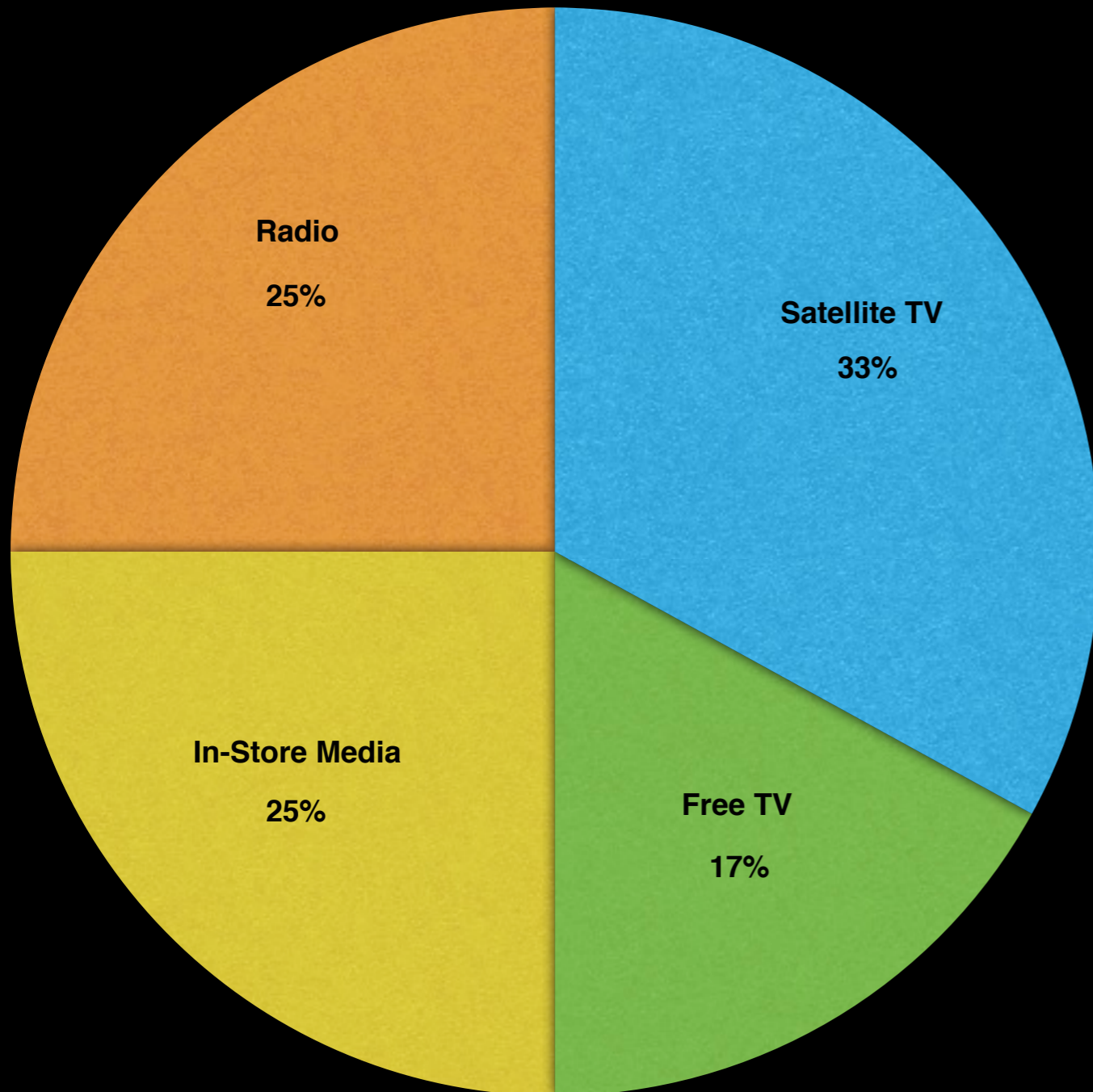
3,100 Million Baht



Projection

2011

RS Media



Satellite

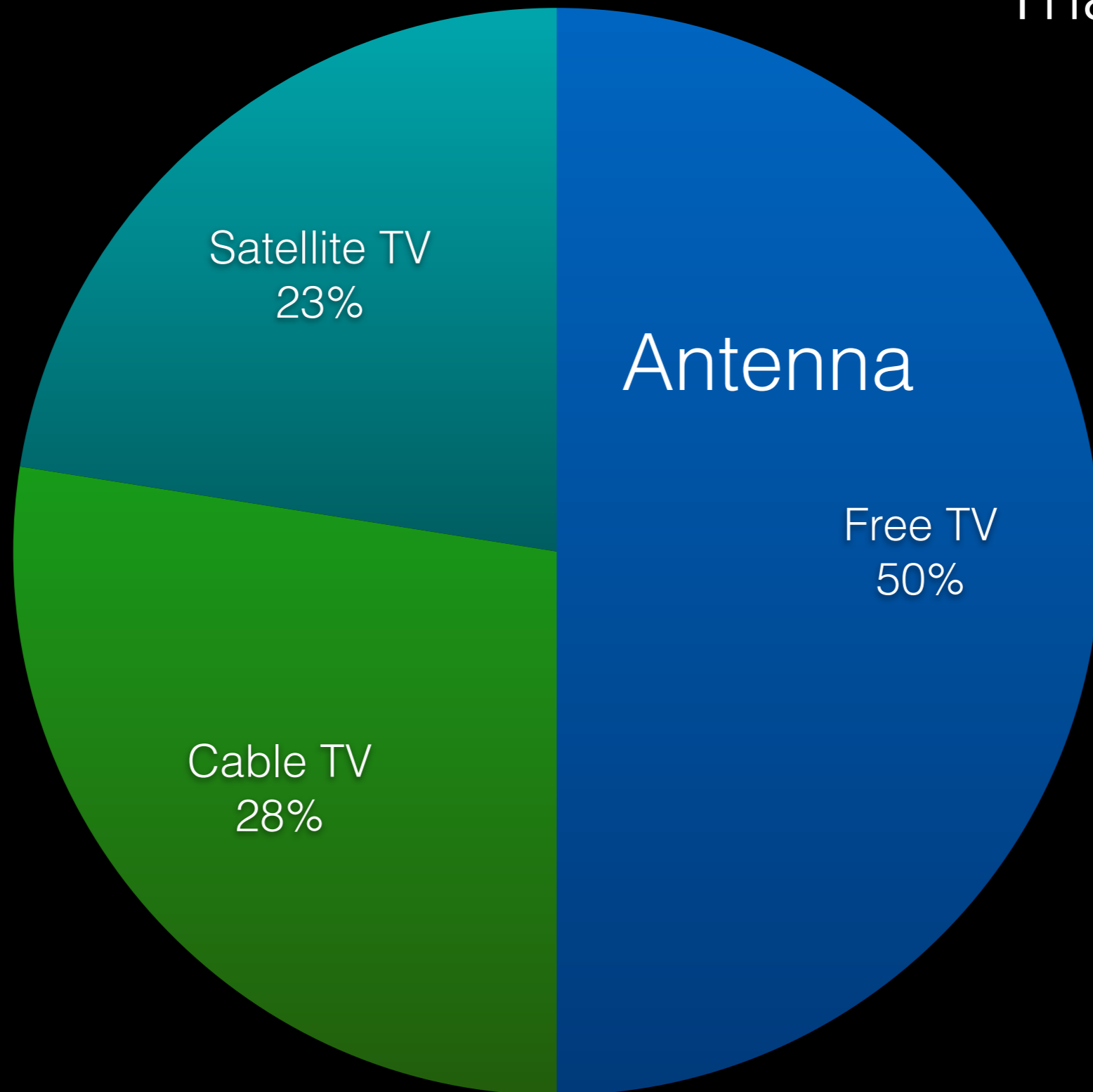
TV

#1 Thailand Music Channel

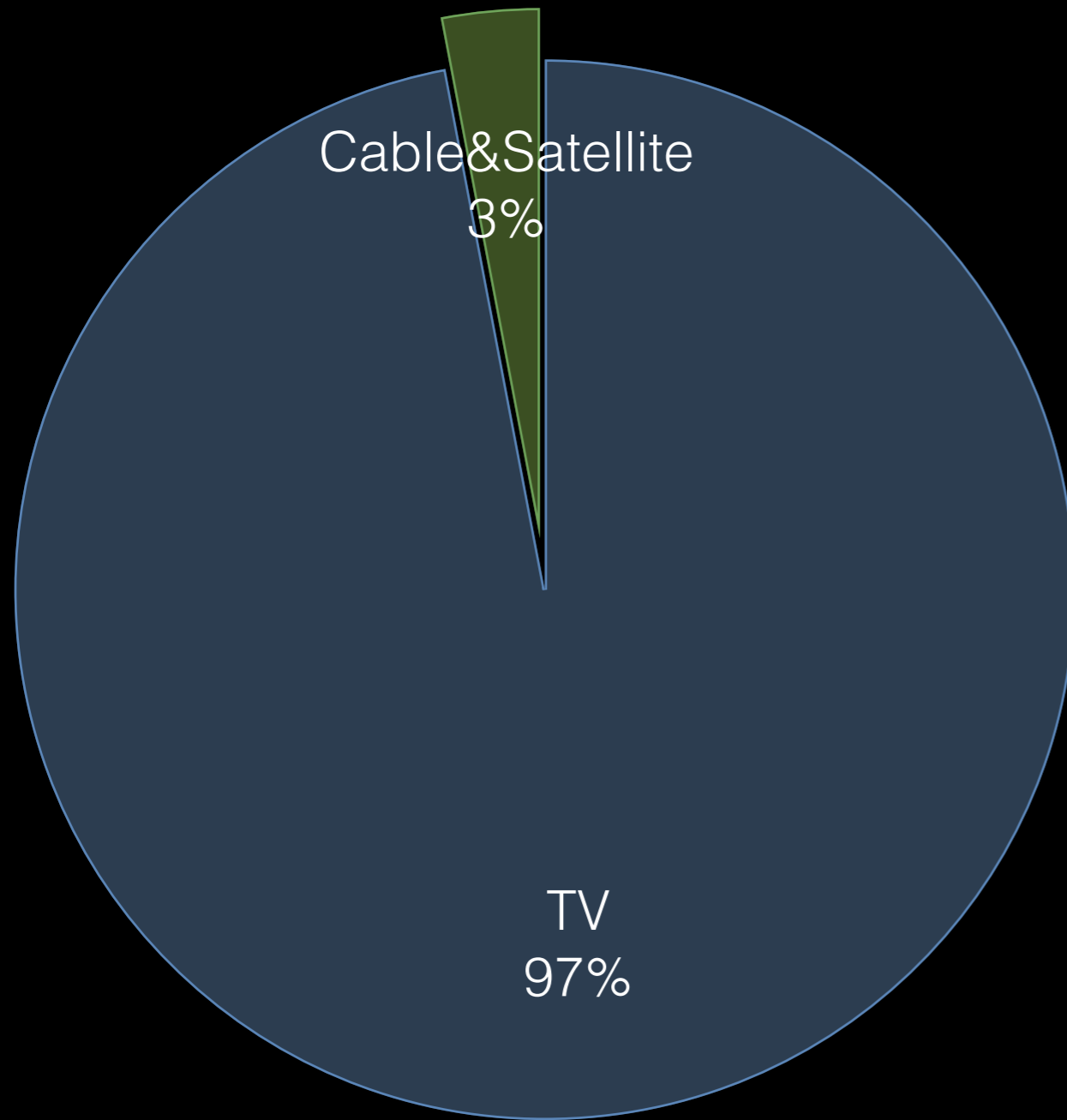


10 million households

TV Reception Thailand 2009



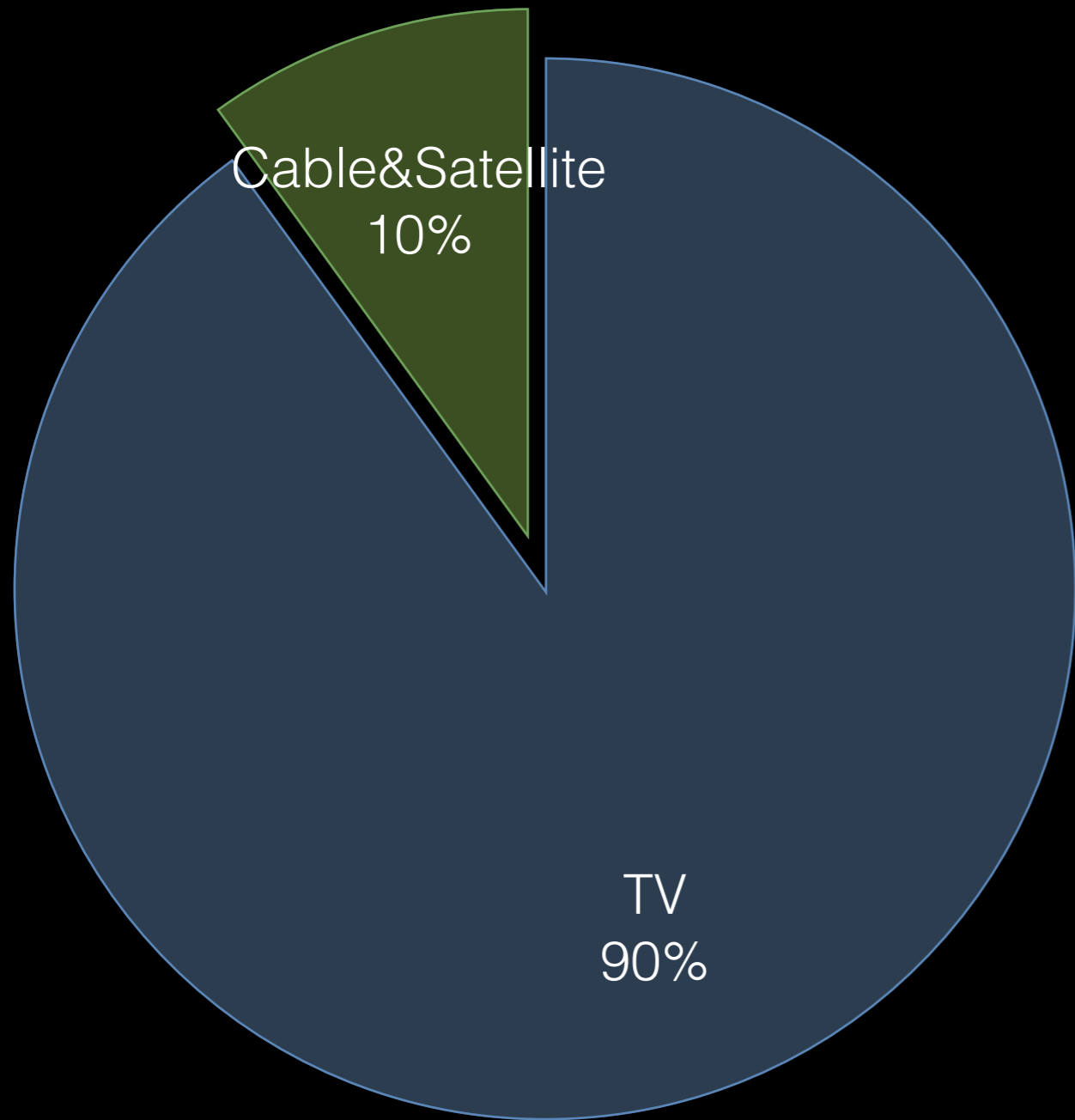
Thai TV Advertising Market 2010



60,000 Million Baht

Thai TV Advertising Market 2010

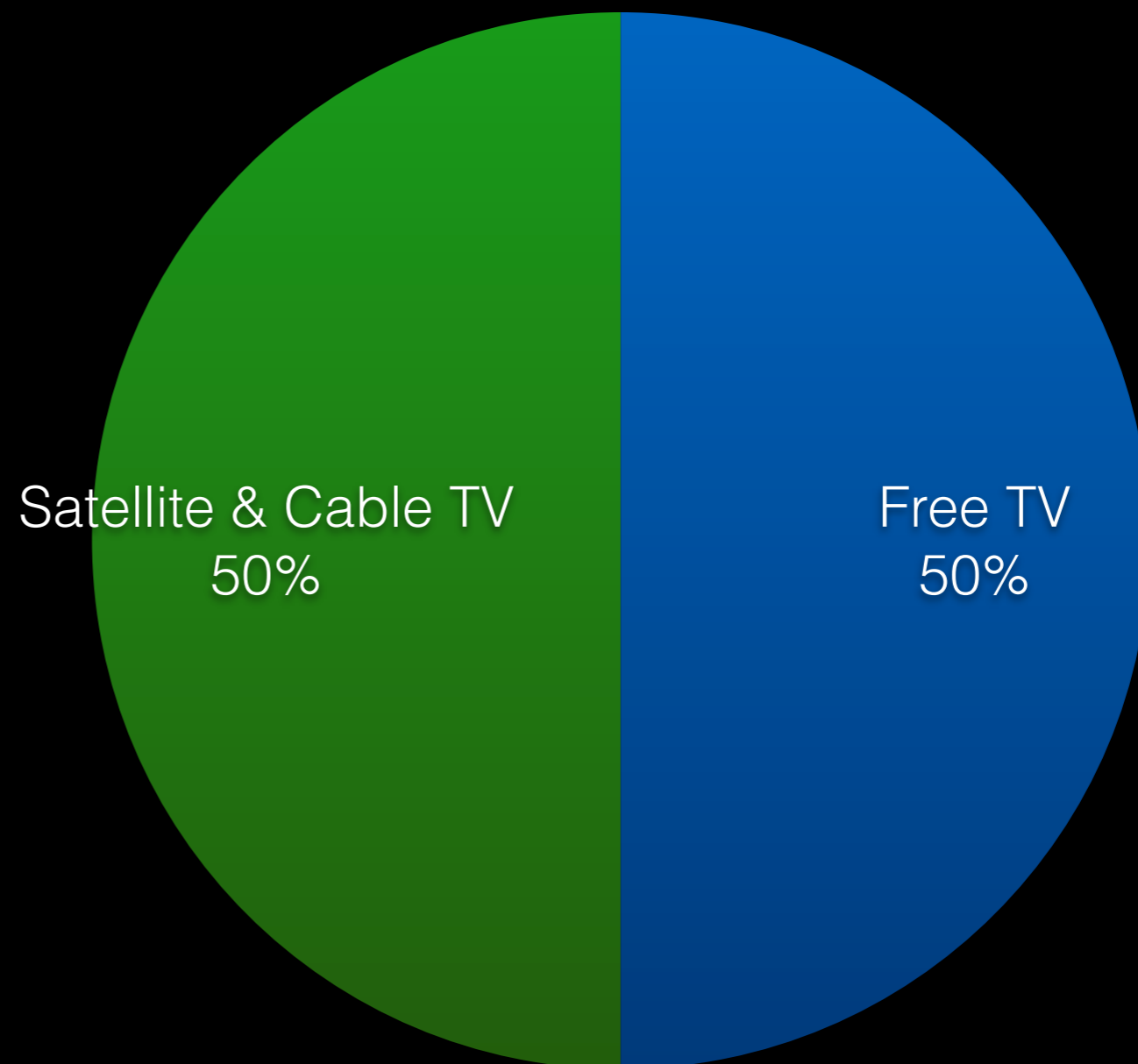
6,000 Million Baht



60,000 Million Baht

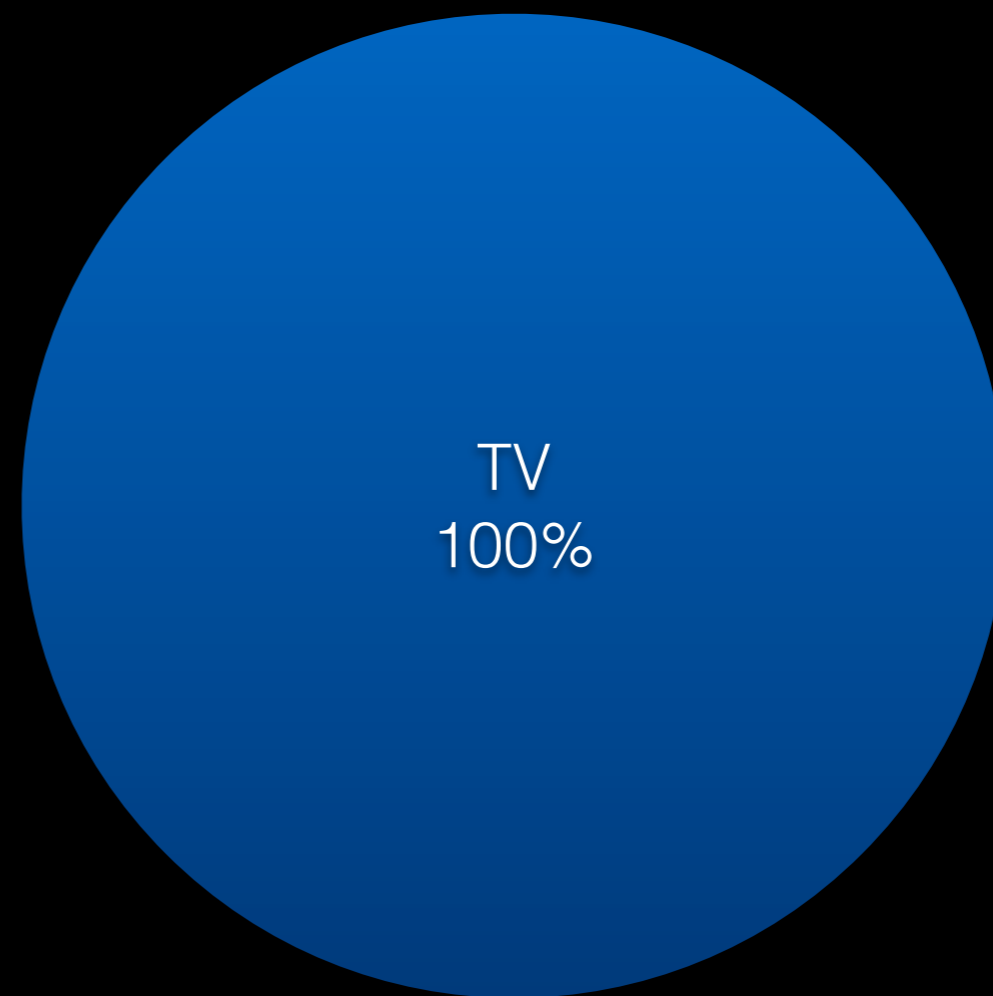
No Border

of Free TV & Satellite TV



No Border

of Free TV & Satellite TV



8

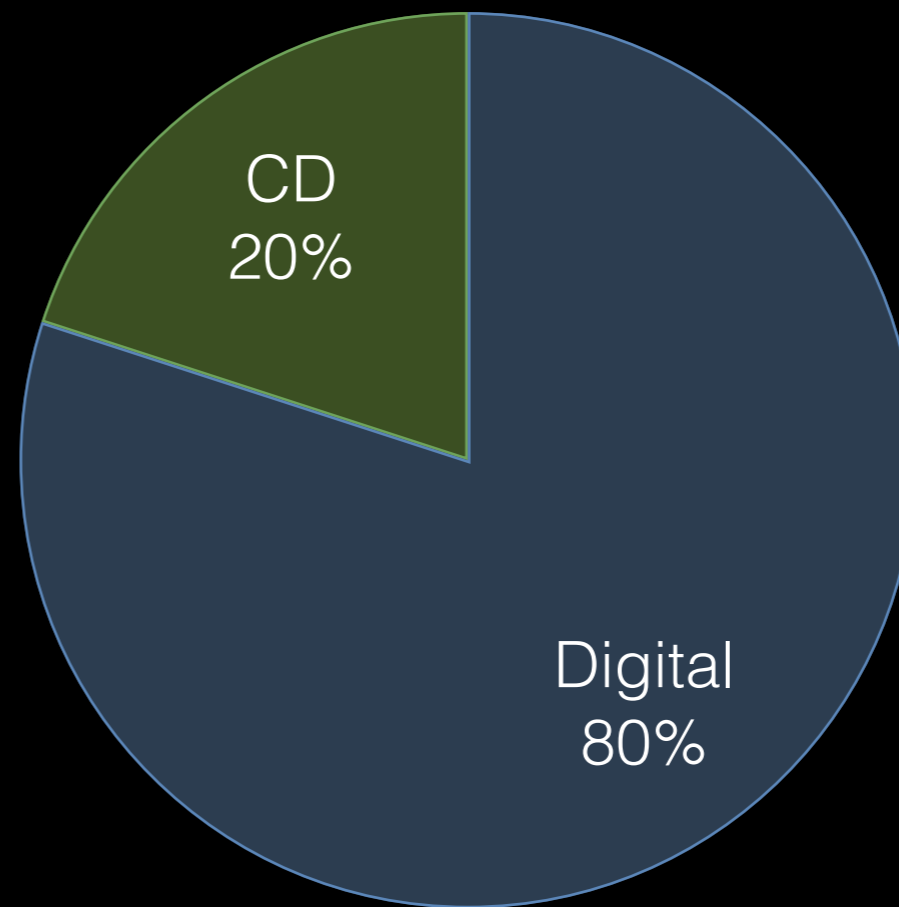
Infinity

RS

Music

Fully

Digital Music



Only **1** Rival is

illegal Market

Today

What the Customer **wants?**

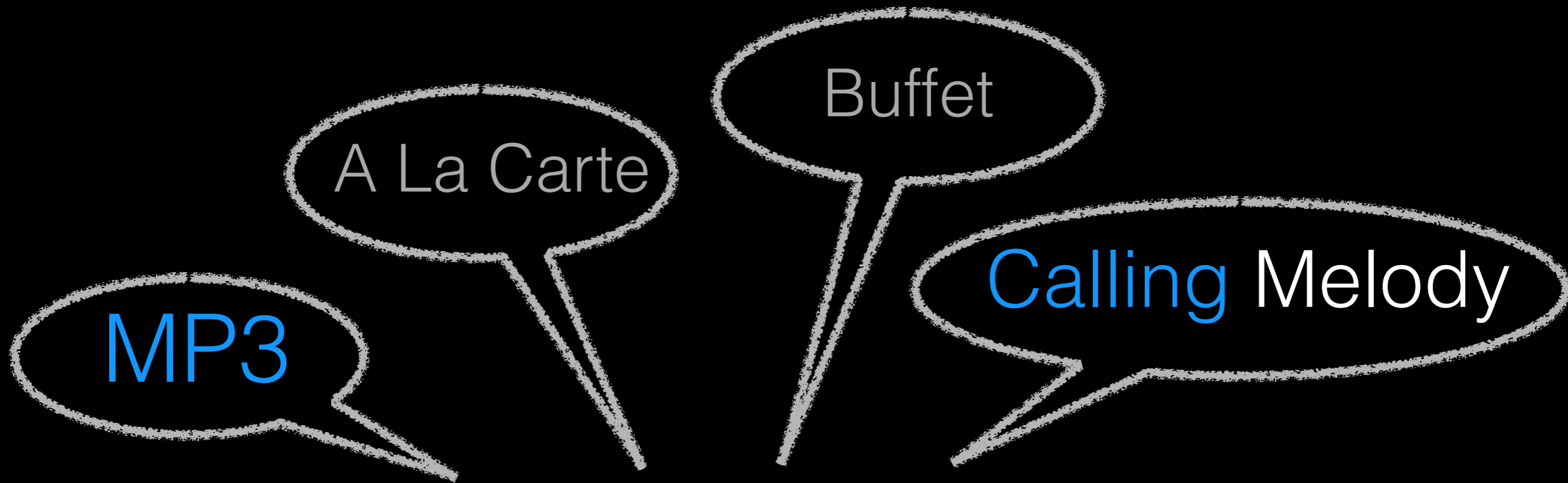
First

Thailand Digital Music Analysis Tools

TDAT

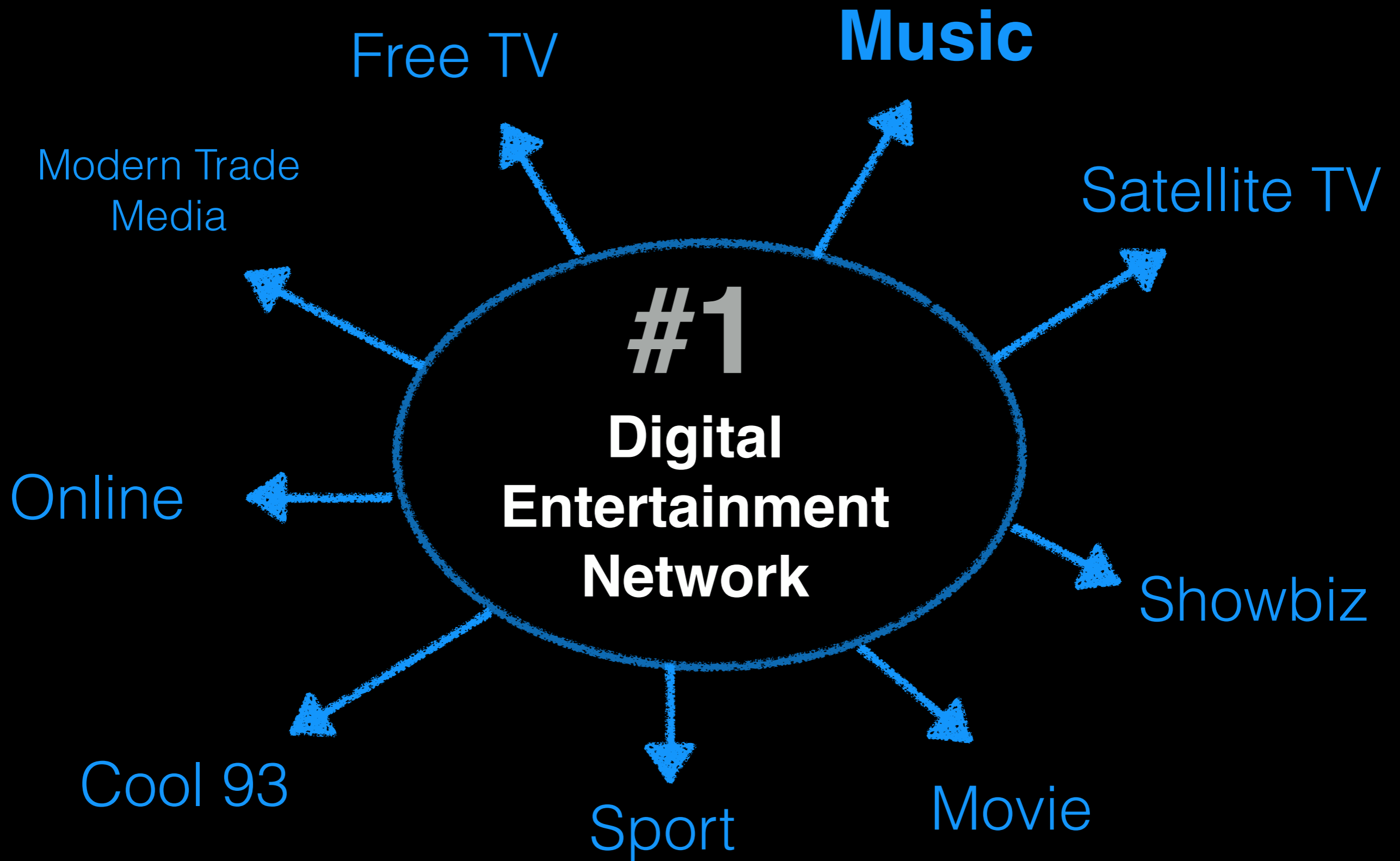
05	05	Whatever You Like	all	64.79	65.35	-0.561	5,965,266	5,919,427	630	534	44	
R	R	Whatever You Like	ht-mainstream	63.91	64.47	-0.559	5,701,521	5,723,193	281	240	28	
06	07	↓	Whatever You Like	urban-ac	58.52	58.06	0.462	2,230,141	2,193,542	4	4	968
R	R	Where They At	all	0.100	-	-	240,701	248,307	-	-	-	
G	G	Why You Wanna	urban-ac	7.166	-	-	776,368	726,024	1	1	3,154	
232	234	↓	Why You Wanna	urban-overall	5.468	5.049	0.419	1,248,561	1,311,307	6	6	1,104
R	R	Why You Wanna	urban-urban	5.453	5.027	0.426	1,244,398	1,236,482	5	5	432	
R	R	Why You Wanna	ht-rhythmic	5.351	5.122	0.229	1,249,949	1,310,598	5	2	560	
G	G	Why You Wanna	all	5.150	4.919	0.231	1,256,621	1,325,960	11	8	4,282	
1,042	976	↑	You Aint Missin Nothing	all	0.180	0.171	0.009	760,851	750,450	-	-	-
R	R	You Know What It Is	all	0.022	0.026	-0.004	62,825	63,304	8	5	5,134	
R	R	You Know What It Is	ht-rhythmic	0.021	0.025	-0.003	60,620	60,587	4	1	620	
565	594	↓	You Know What It Is	urban-overall	0.020	0.022	-0.002	56,523	55,981	4	4	1,606
R	R	You Know What It Is	urban-urban	0.020	0.022	-0.002	56,237	55,627	4	4	504	





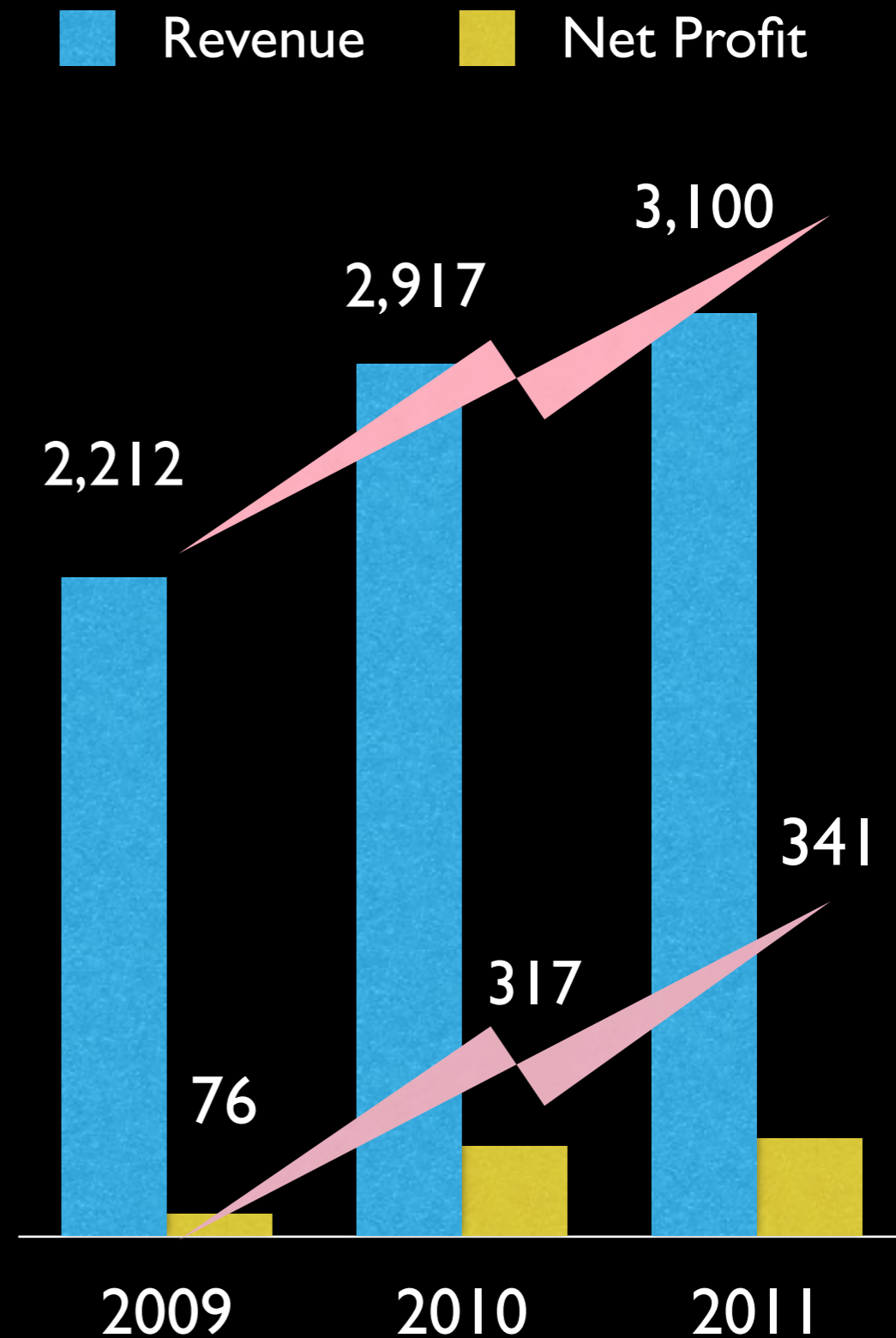
Every Device, Everywhere





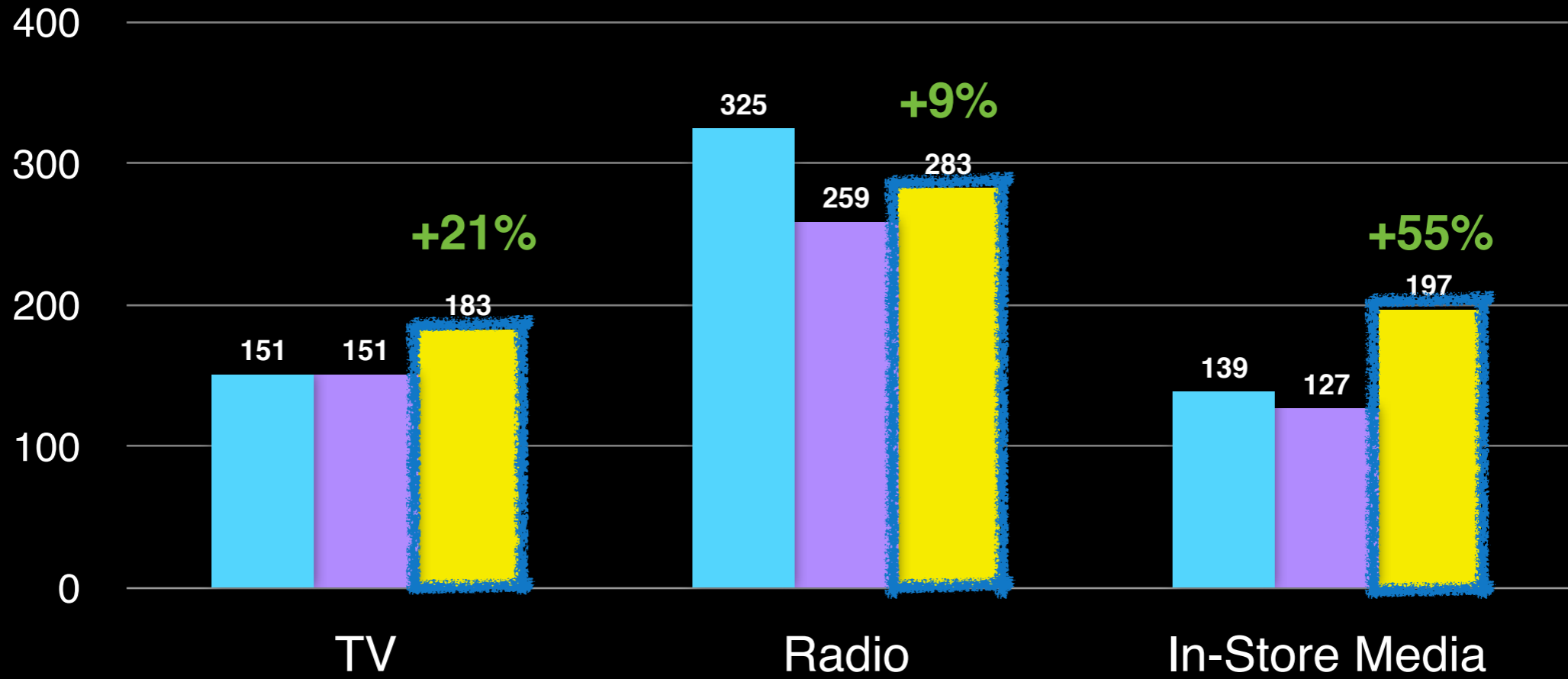
P & L

- 2010 already grew without World Cup
- 2010 new high for Music and Media
- 2011 continuing growth from all core businesses
- 2011 grows yoy even without World Cup

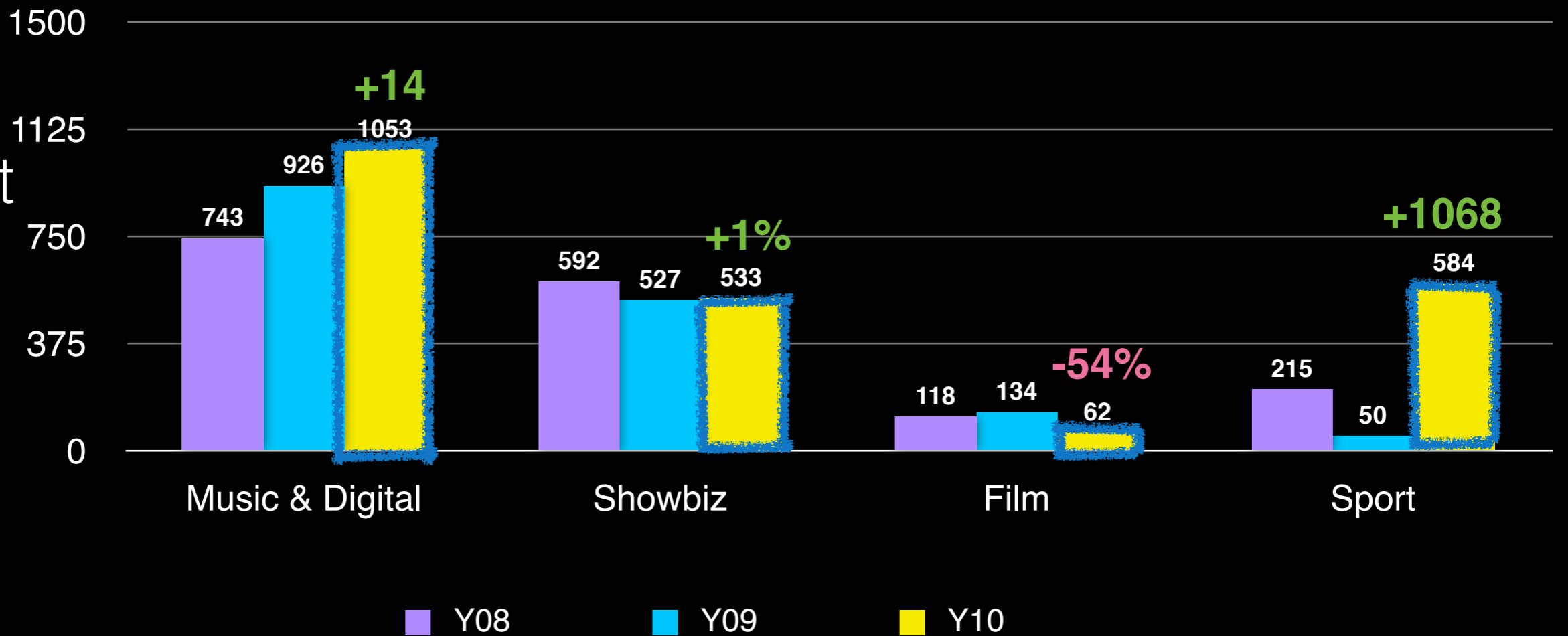


Revenue by Business

Media



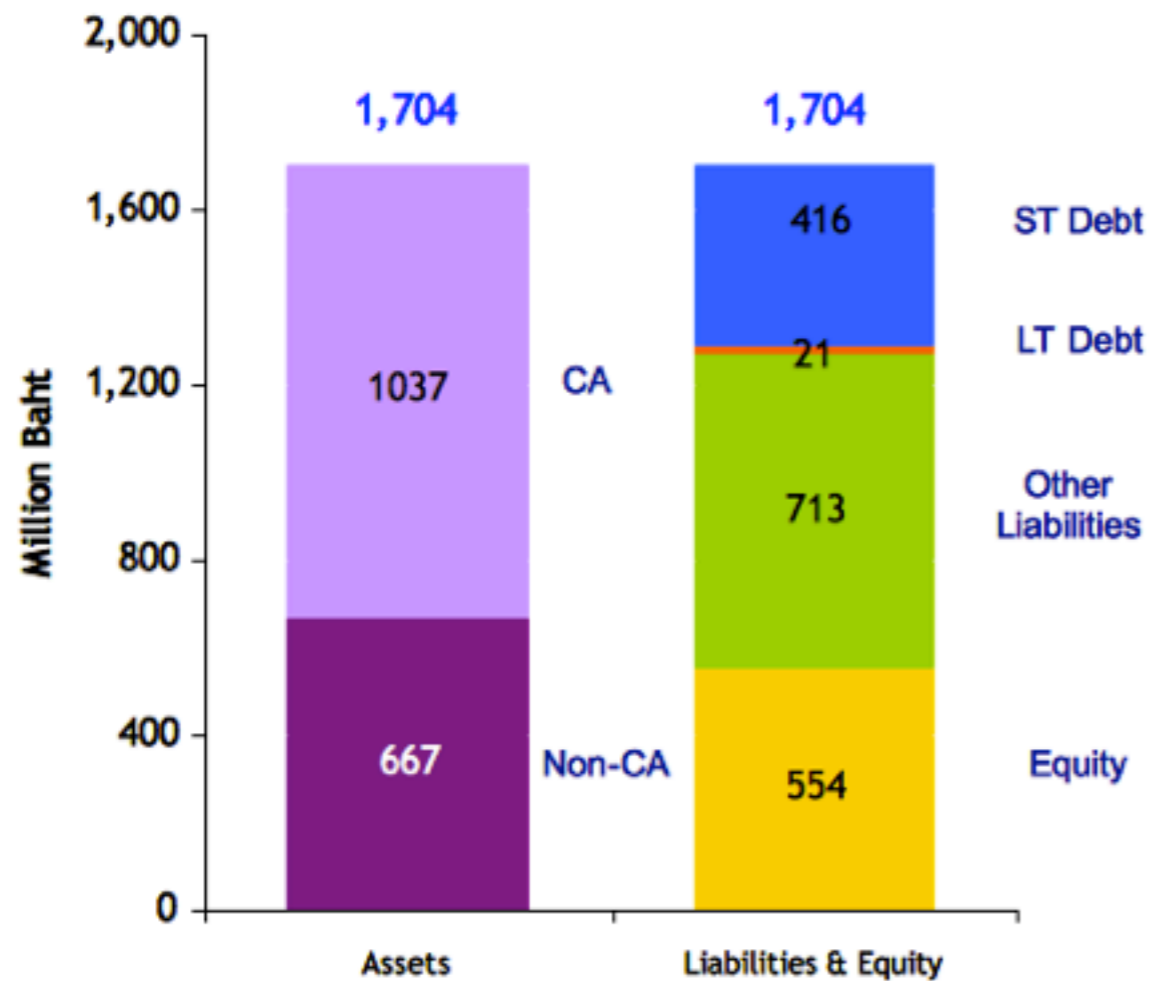
Content



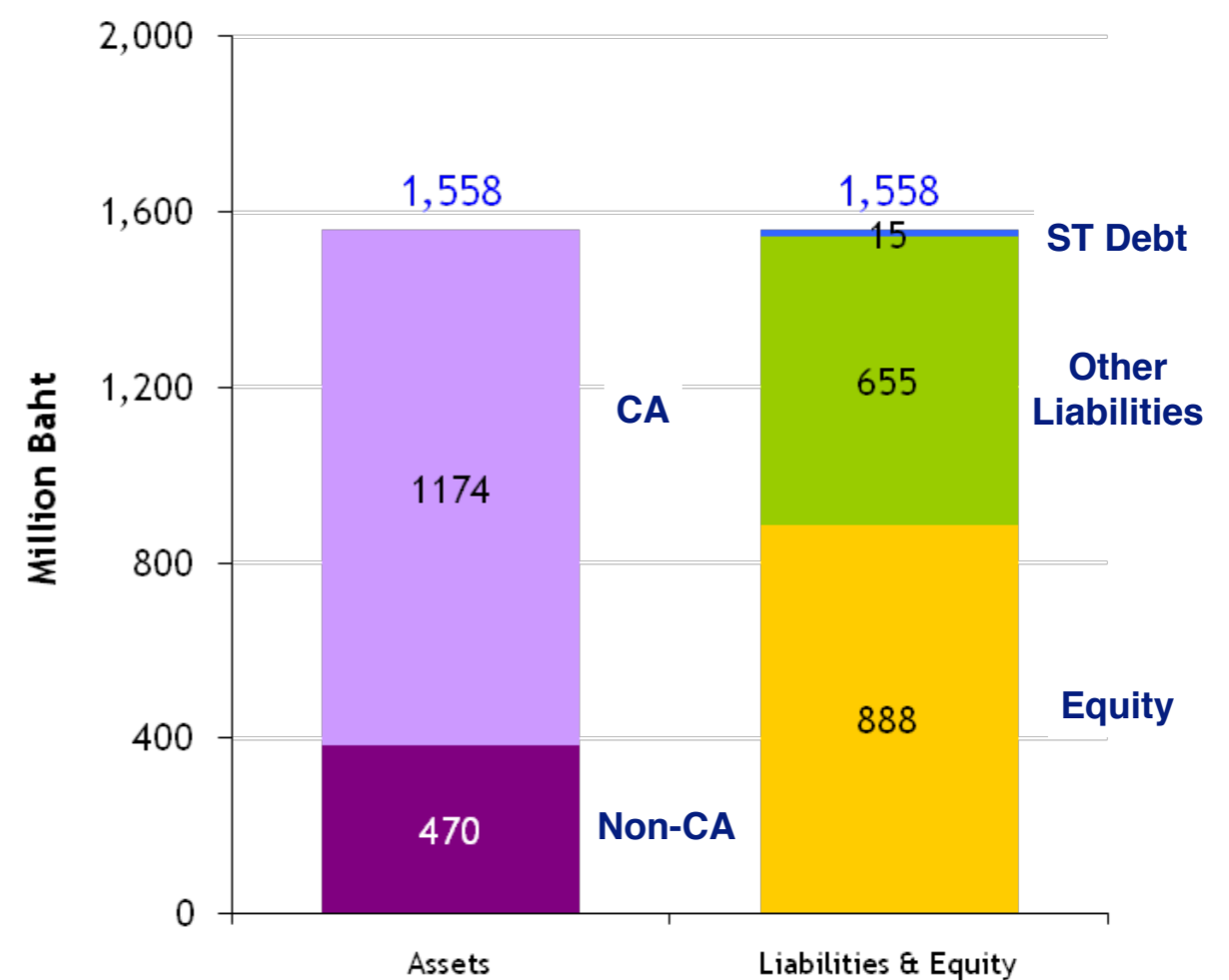
Y08 Y09 Y10

Healthy Balance Sheet

- Faster current assets turnover
- Low debt burdens
- Lean fixed assets
- Robust contribution from subsidiaries



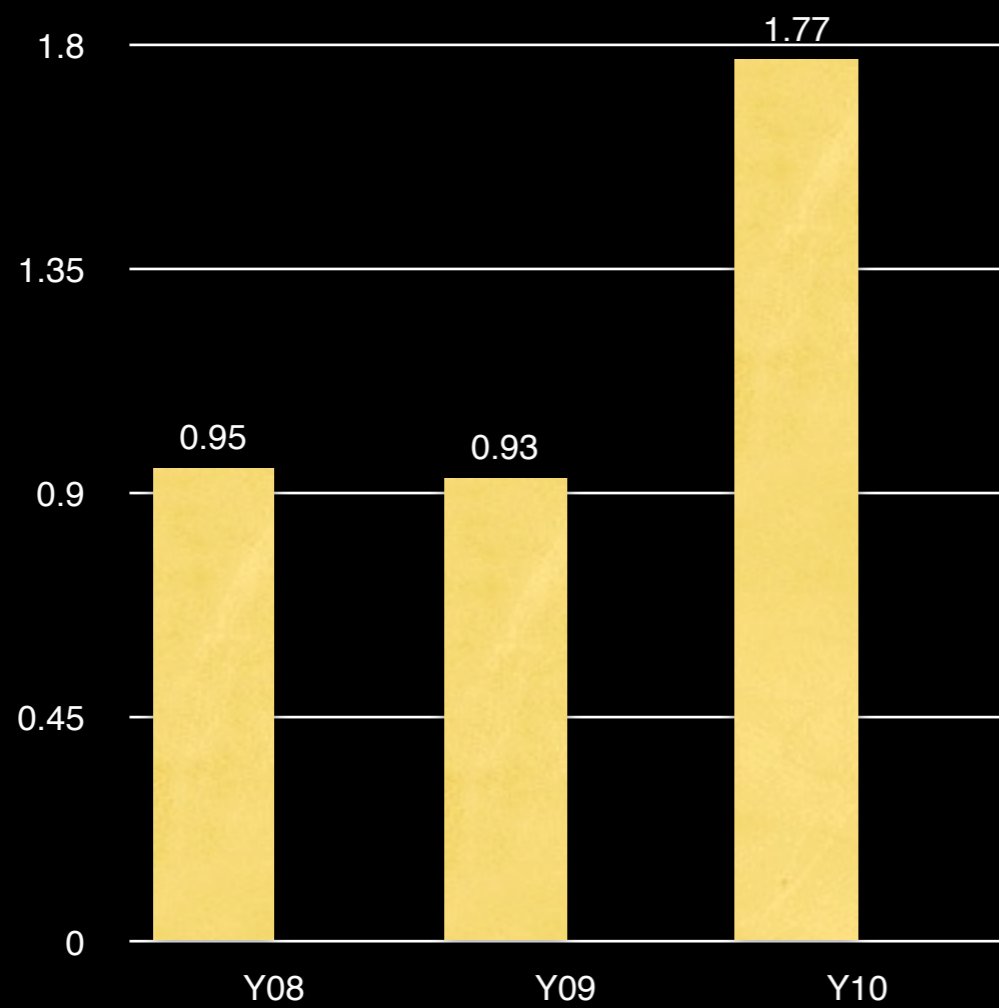
2009



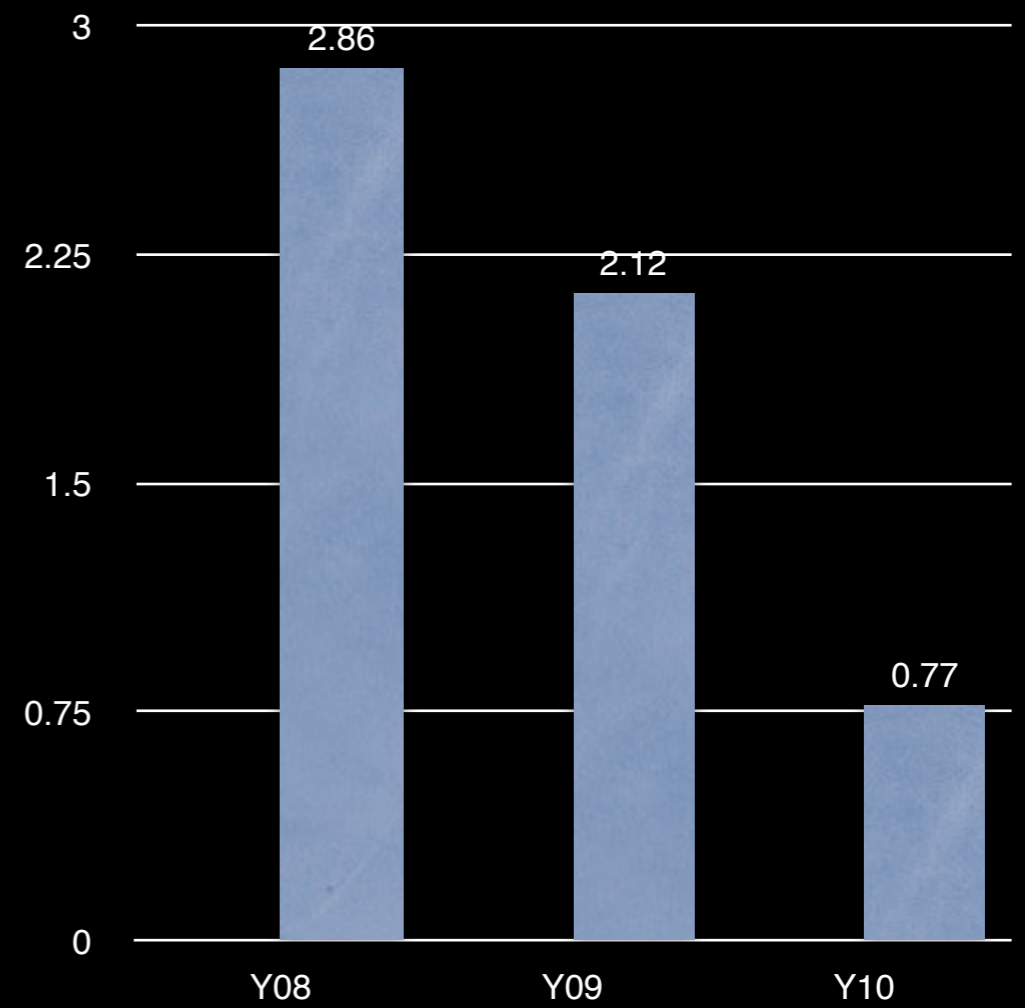
2010

Key Ratio

Current Ratio

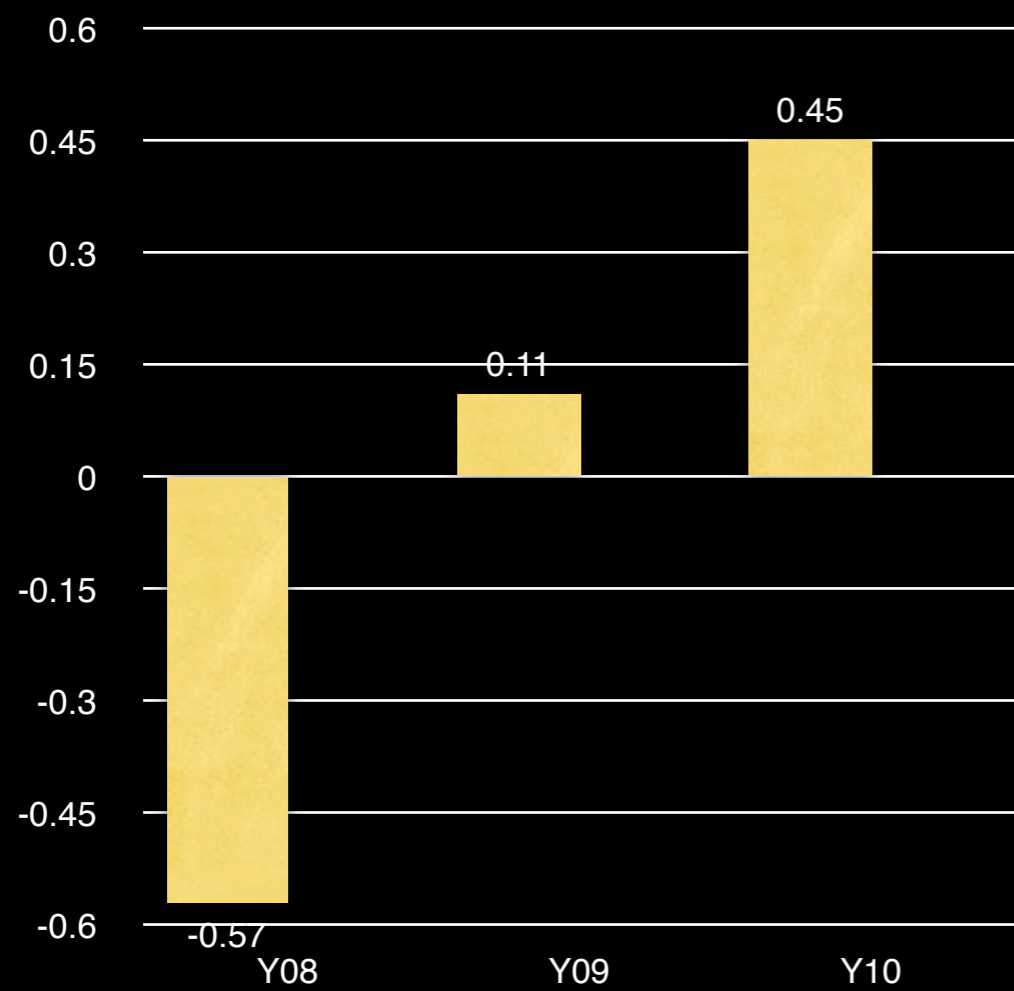


Debt to Equity Ratio

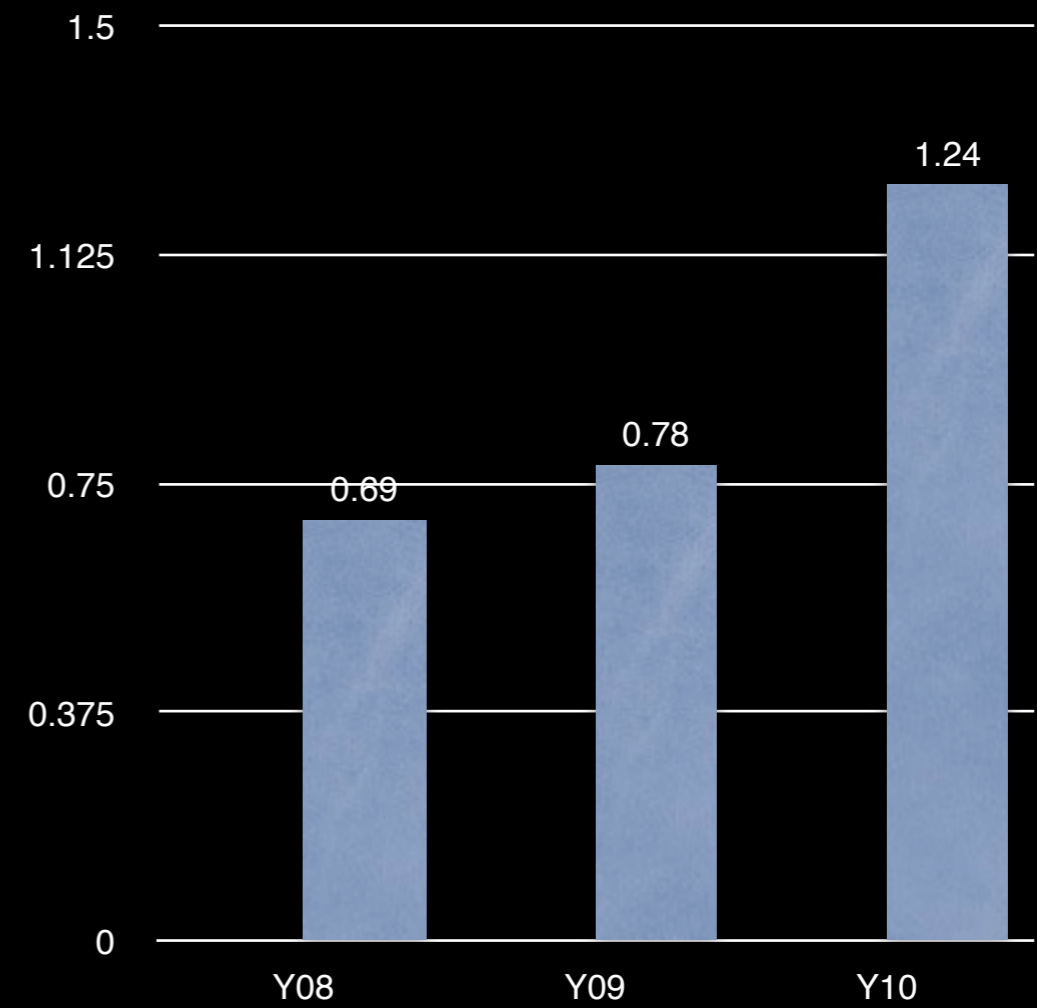


Key Ratio

Earning per Share

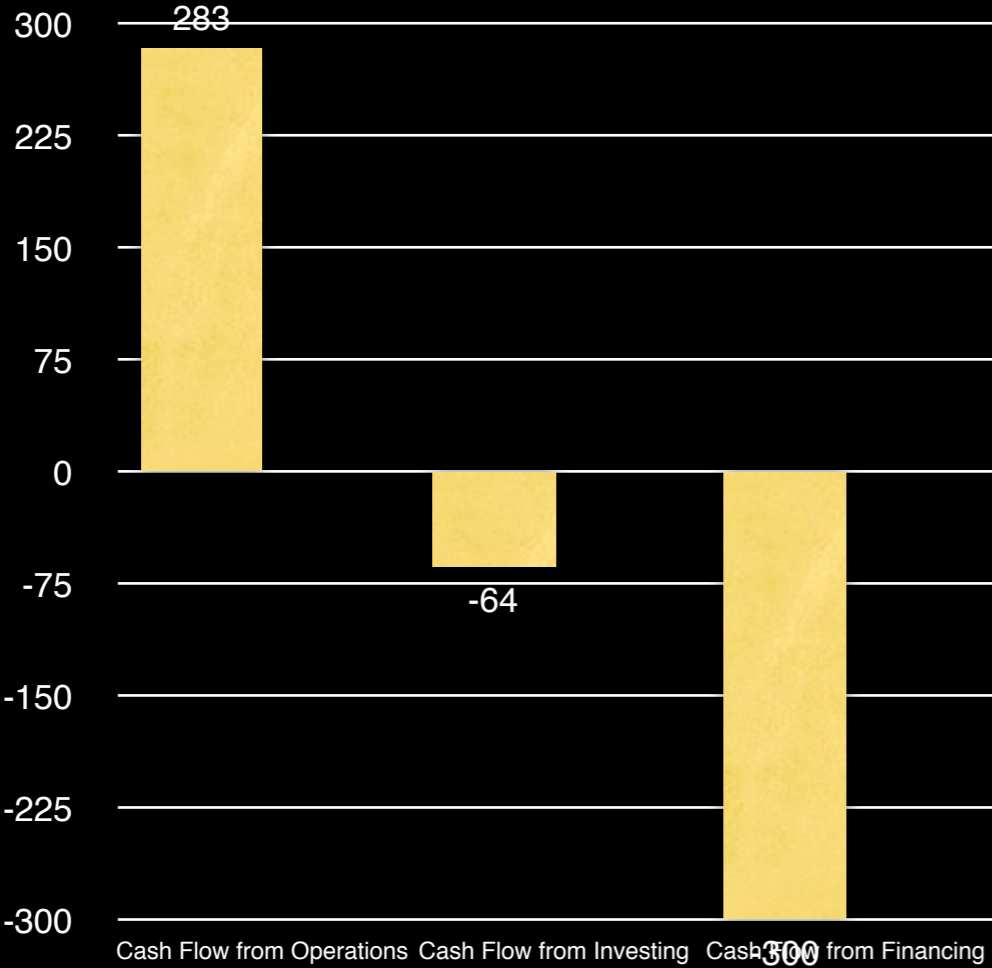


Book Value per Share

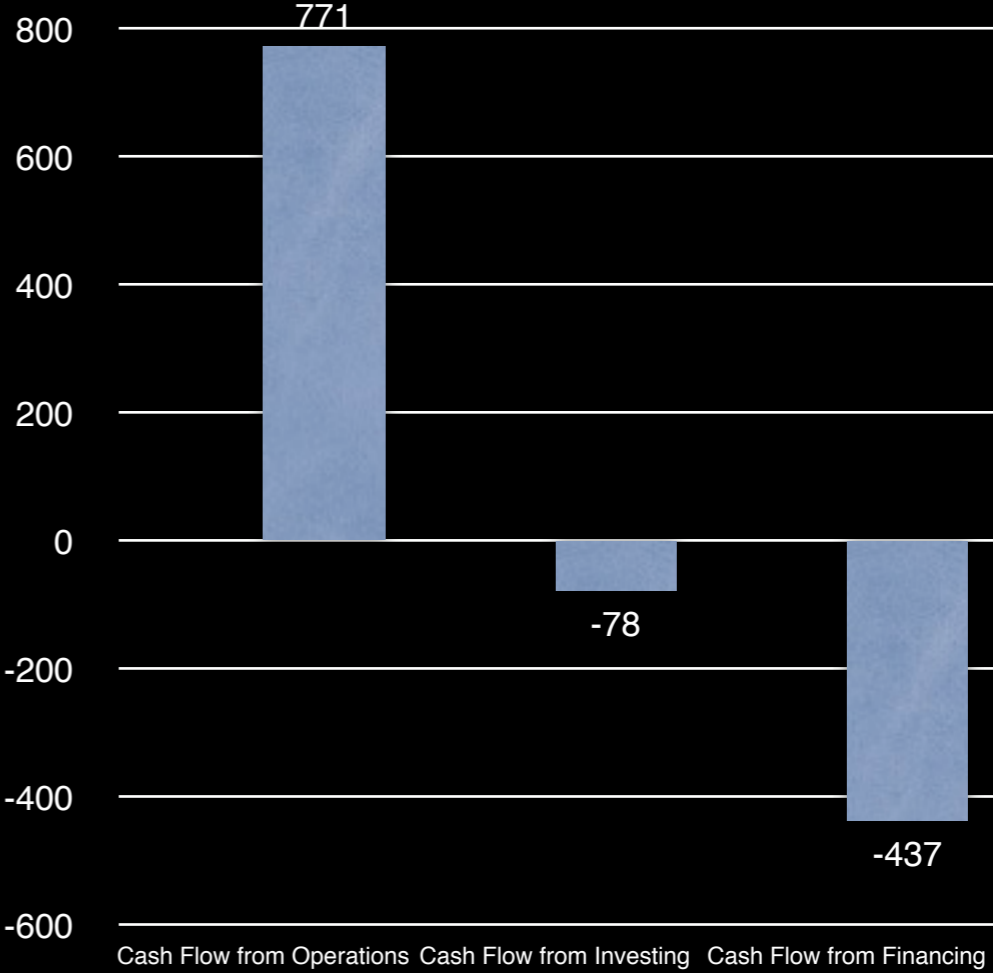


Cash Flow

31 Dec 2009

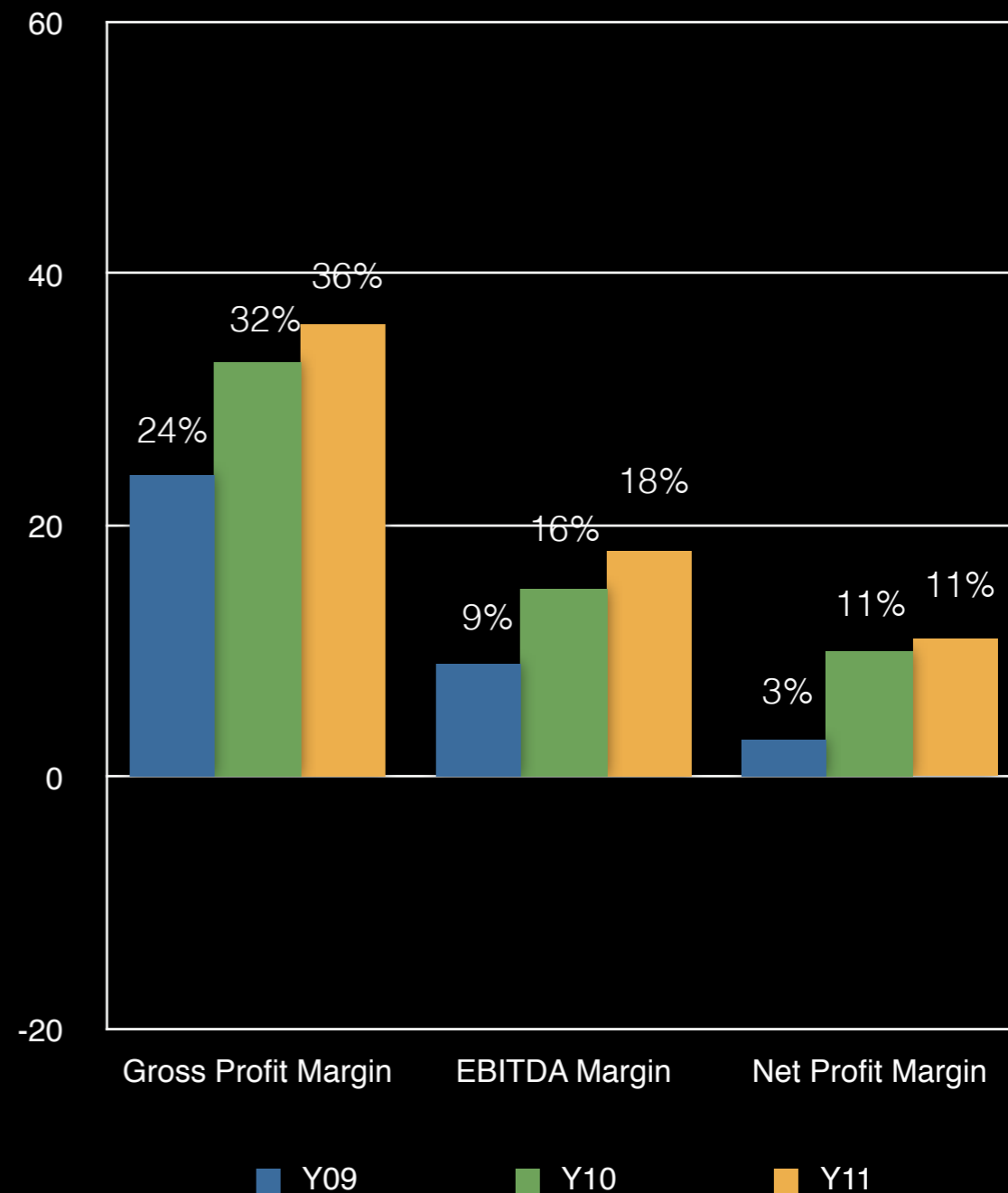


31 Dec 2010



Earning Drivers

- Growth in Digital Music leads to stable income with high margin
- Top contributor: Music + Ability to synergize
- Future earning growth: Sat TV
- Lean operating and financial costs
- No high-risk “single” project



Q&A