



## “RS” highlights “Channel 8” in roadshows in Japan and US, confident to attract foreign Institutional Investors

RS stocks are attractive as brokers are now inviting the company to join roadshows abroad. Its executive believes that there will be more foreign Institutional Investors because RS has strong media outlets that cover every target group. Channel 8 Digital TV spearheads the company’s success, ranking 4th in the country in terms of rating, as it targets a diverse group of audience. Even as the economy experiences a slow growth, Channel 8 continues to thrive.

Ladprao-Pornpan Techarungchaikul is the COO of RS Public Company Limited said that the company has a plan to meet investors to offer information to foreign Institutional Investors in the third quarter of this year, after the success in Thailand Corporate Day in Tokyo” in Tokyo during May 21-22, and “Daiwa Investment Conference 2015” in the New York, US during May 26-27 and in San Francisco, US on May 29. She thinks that shareholding percentage of RS is 25% Institutional Investors, which is a suitable percentage that offers stability to the price. It also signifies the quality of the company, since Institutional Investors always do their research before investing.

A factor that particularly appeals to foreign Institutional Investors is RS’s media business, especially Channel 8 Digital TV, whose rating is at number 4 nationwide now. There are plans to improve its rating continuously which will result in a significant growth in the long run. New content will be introduced gradually and will be completed by the end of 2016. At present, the content is 60-70% completed. About 15% of its content is dramas, including 20 new dramas lined up for this year, or three new ones a week, increased from currently two new dramas a week. There will also be four new series, each of which the channel invested more than 30 million baht on. Some of them are already on air and are very popular, namely Waeng Thong Lueng, Mae Luek Kerd Dai, Ploeng Pai, and Likay Mud Sung. Other series include Luang Phee Digital, Lun Rak Kham Rua, and Rueng Lao Kayao Kwan. New ones to be introduced soon include Dok Son Chu, and Khunying Nok Thamniab. About 55% of the content is variety shows, such as The Infinity, Waytee Chang Puek, Prakai Dao, and Rong Laek Like Thailand. Its news content accounts for 25%, including Khui Khao Chao, Khao Den Chong



8, Krob Khao Chong 8, and Hong Khao Chong 8. Sports content is about 5%, focusing on boxing matches for the mass media, such as UFC combat sport, HBO Boxing, 8 Max Muay Thai, and Channel 8 World Boxing Tour.

Channel 2 is another attractive factor for Institutional Investors. It currently holds the highest rating among satellite TV in variety category, and its rating is higher than many digital TV channels. In the middle of this year, a major reprogramming has been planned, to make its rating even higher, in order to become the top satellite TV in Thailand.

Meanwhile, its music business is also monitored by Institutional Investors, because RS has a business model that makes money despite the plateau in the global music industry. In this quarter, RS has partnered with LINE Thailand, the number one smartphone application operator in Thailand, to introduce LINE MUSIC, a new application through which users can stream music online, a new phenomenon in Thailand. The application responds to the emerging trend for online music applications on smartphone. It is expected that the application will reach 1 million downloads by the end of this year, which results in more subscribers for RS, and sustainable income for the company in the future.

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