



OPPORTUNITY DAY

4Q2024 / YE2024

Date 11 March 2025

AGENDA

- 01 BUSINESS OVERVIEW
- 02 FINANCIAL HIGHLIGHT
- 03 2024 BUSINESS HIGHLIGHT
- 04 BUSINESS OUTLOOK
- 05 Q&A

01

BUSINESS OVERVIEW



THE CREATIVE EXPERIENCE CREATOR

CMO Company Limited leads the way in comprehensive worldwide marketing communications, engaging in the lively fields of creative events and entertainment. Since our inception in 1986, we've embarked on an impressive journey spanning over 39 years, crafting more than 20,000 exceptional creations.

39

YEARS OF
EXPERIENCE

200

FULL TIME
EXPERIENCED
EMPLOYEES

20,000

CREATIVE
EXPERIENCE

OUR SERVICES



CREATIVE EVENT

CMO leads the event management industry, integrating it with marketing communication to create innovative experiences. The company focuses on creativity, innovation, and technology.

MUSEUM CREATOR

The company boasts a professional team with expertise in every step of the operating process, including concept, theme, interior, exterior, building, and maintenance.

CONCERT & ENTERTAINMENT

We specialize in creating unforgettable experiences, blending creativity and precision for events like private parties, fan meetings, and concerts.

EQUIPMENT SERVICE

Event equipment rental service is operated under PM Center Company Limited. We are an all-in-one service supply company that provides equipment rental service along with installation and technician service.

DIGITAL CONTENT

We are a digital marketing service provider focused on comprehensive digital marketing management, brand experience design, and multimedia production, covering both online and offline marketing, operating under Nerve Creative Co., Ltd.

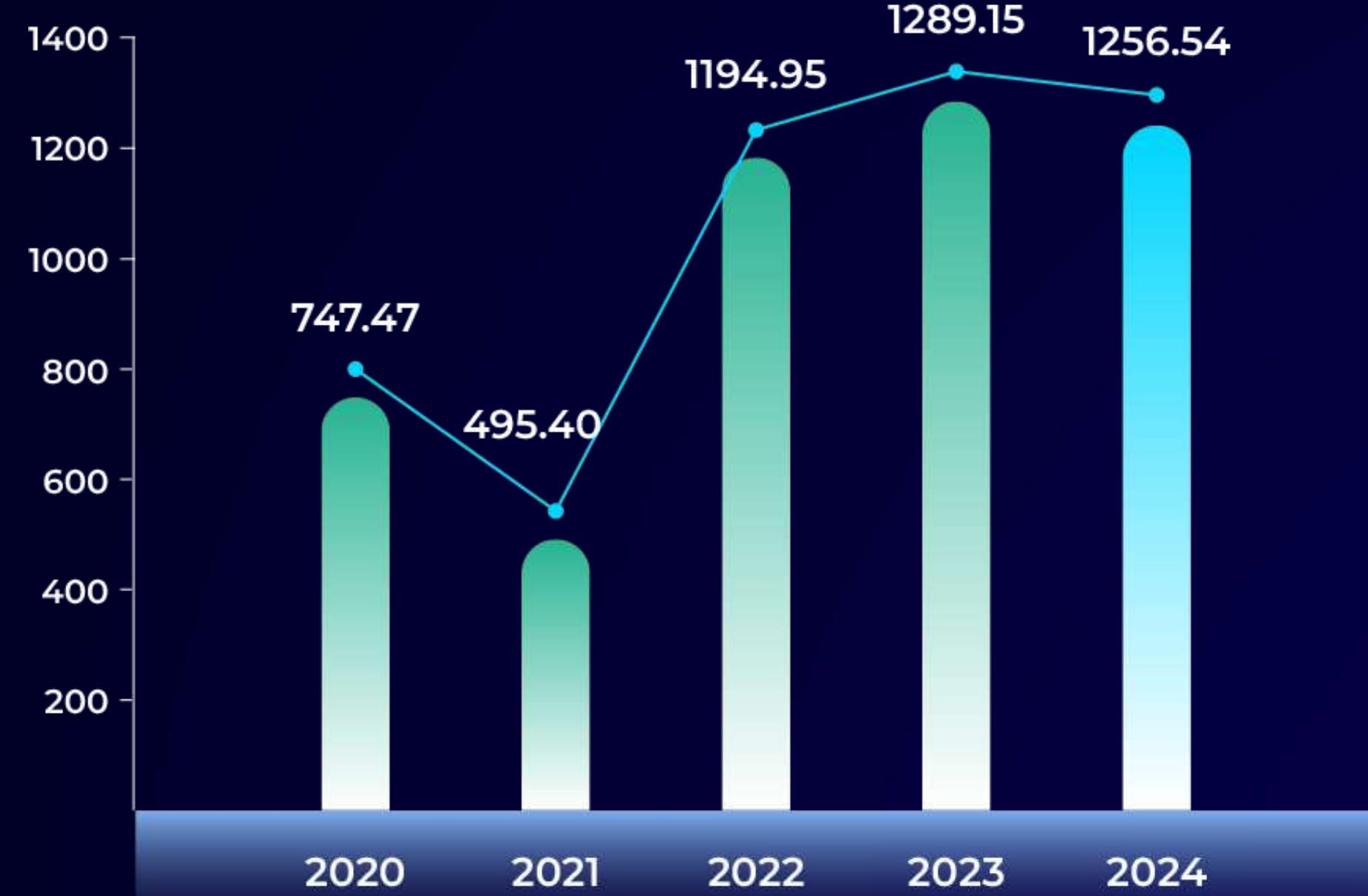
02

FINANCIAL HIGHLIGHT

Total Revenue : YoY

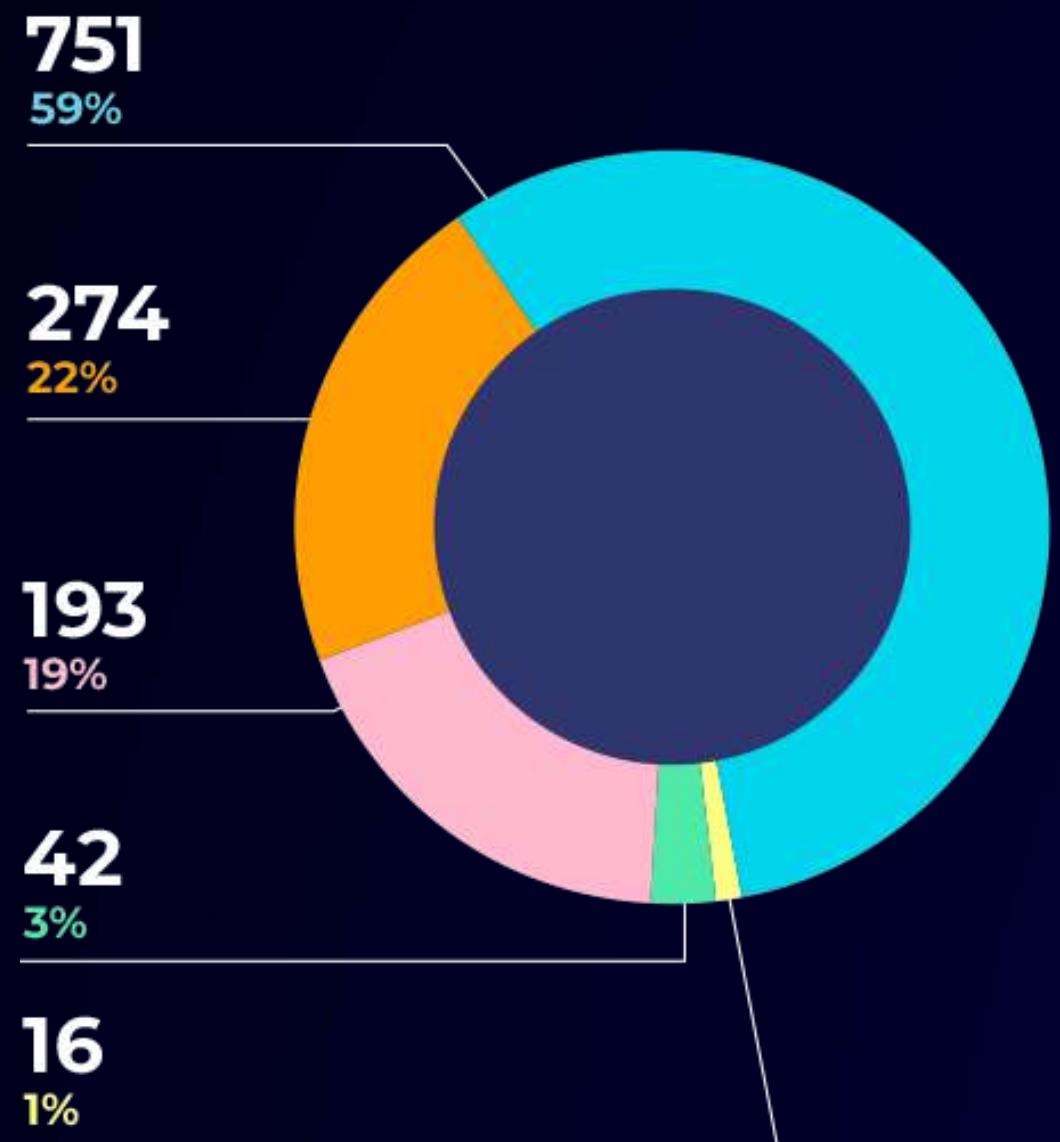
CMO Group Revenue

Unit = Million Baht (MB)

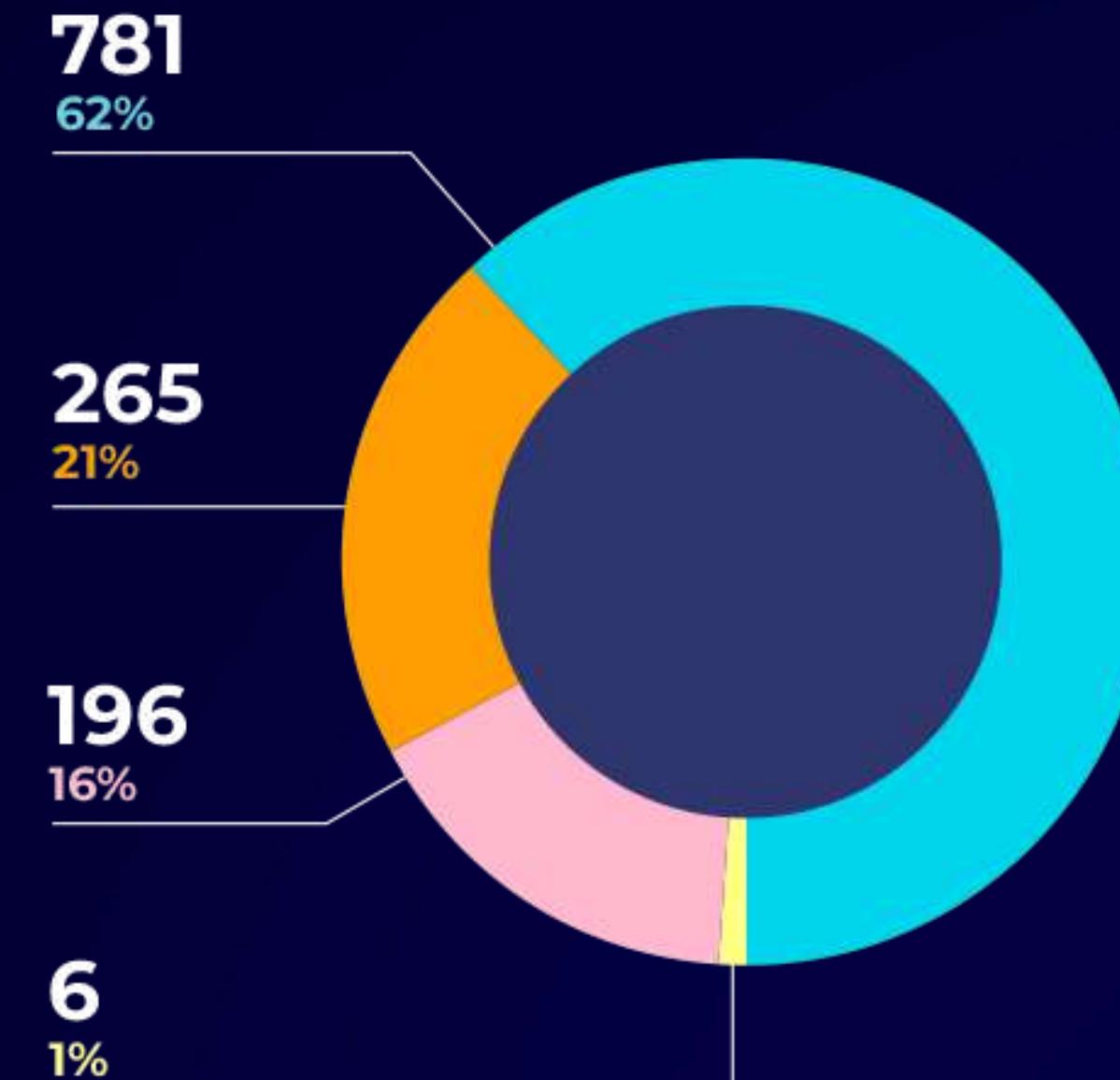


Revenue by Segment

■ YE 2023



■ YE 2024



Analysis of Service Costs and Gross Profit Margin : YoY

Gross Profit of CMO Group

Unit = Million Baht (MB)



Key Financial Ratios

■ Liquidity Ratios (Days)

	2024	2023	2022
Avg. Inventory Period	4	15	15
Avg. Collection Period	61	68	57
Avg. Payment Period	71	65	58
Cash Cycle	-6	14	14

■ Profitability Ratio (%)

	2024	2023	2022
Gross Profit Margin	22	16	18
Net Profit Margin	-7	-13	-2.6

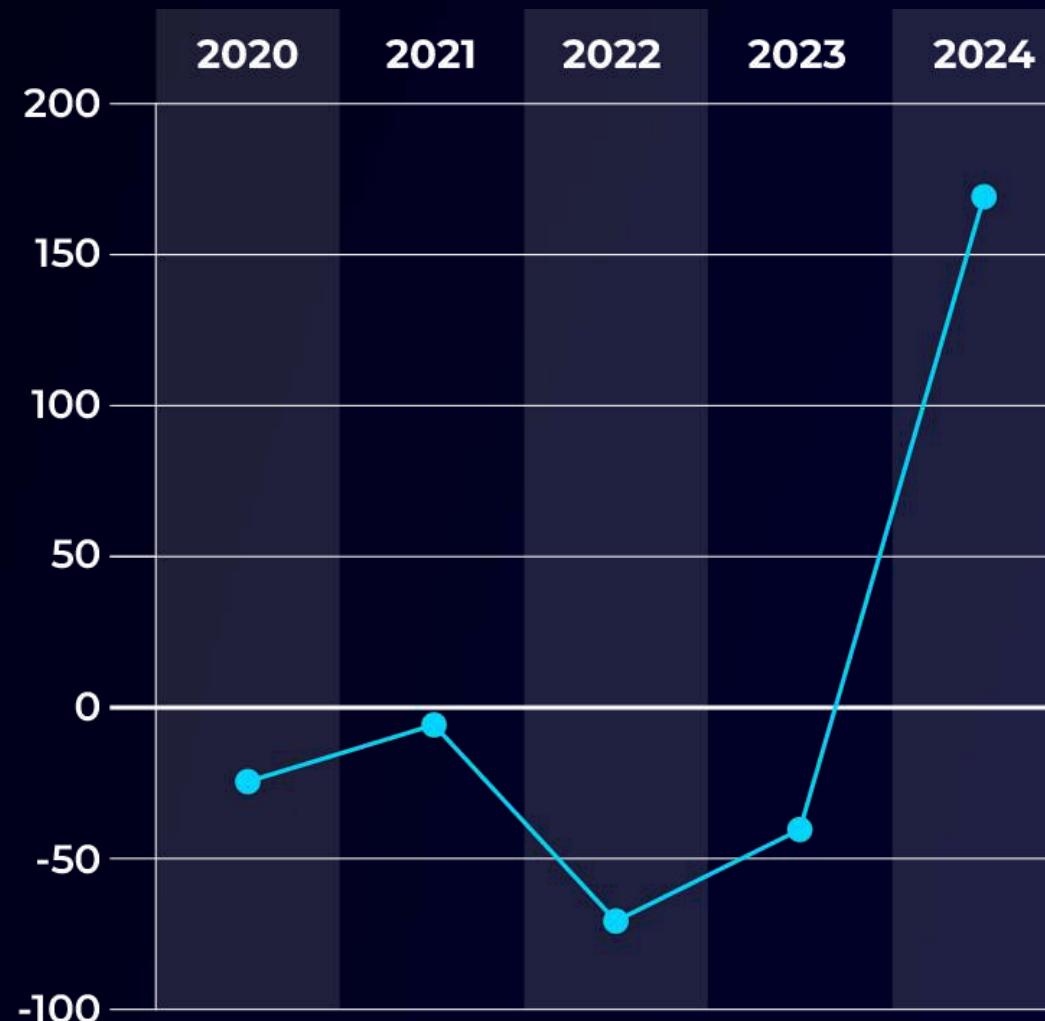
■ Financial Policy Ratio (Times)

	2024	2023	2022
Dept to Equity Ratio	1.83	2.15	1.33
Net IBD to Equity	0.94	1.34	0.75
DSCR Ratio	0.10	-0.15	0.22

Analysis of Cash Flow : YoY

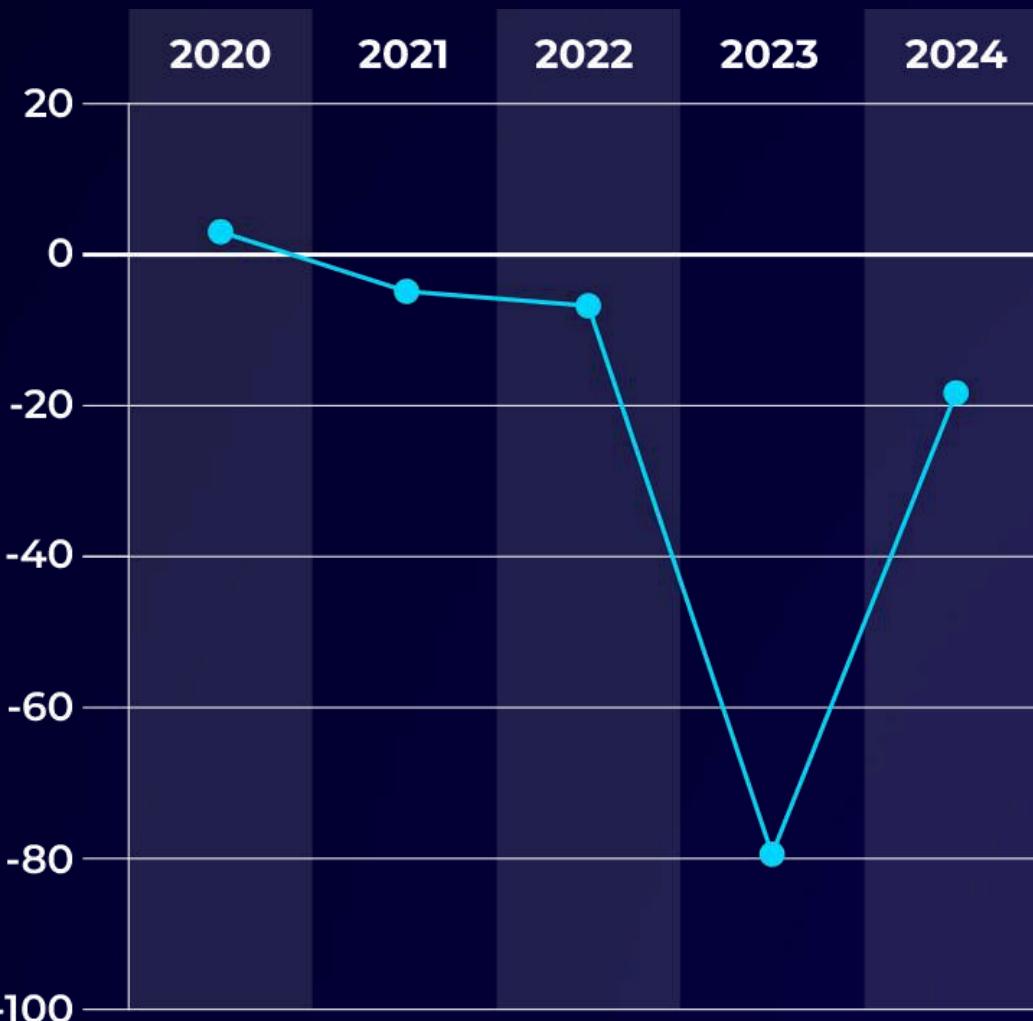
Cash Flow from Operating Activities

Unit = Million Baht (MB)



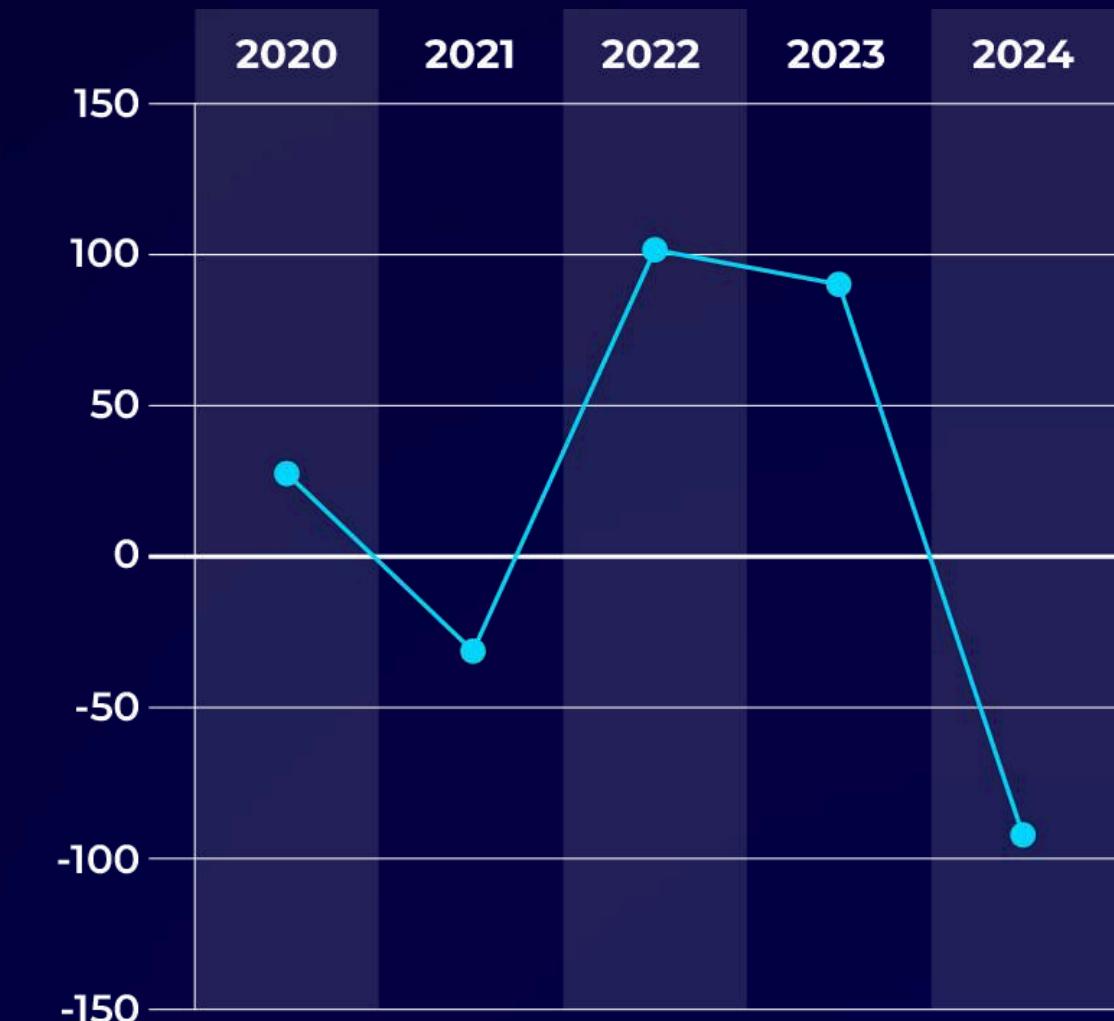
Cash Flow from Investing Activities

Unit = Million Baht (MB)



Cash Flow from Financial Activities

Unit = Million Baht (MB)



03

2024 BUSINESS HIGHLIGHT

POP MART 1st ANNIVERSARY





MAYBELLINE TIKTOK SHOP

TEDDY LAND IRL SHOP



LANCOME IDOLE HOUSE



MISS DIOR @ CENTRAL LADPRAO



140th THAILAND POST “POSTiverse”



SHARP SYNC-UP

2024 ASEAN REGIONAL EVENT



HOYA ME | MY VISION MYSELF





NEW NISSAN NAVARA



WULIANGYE





PTTEP SUSTAINABILITY DAY 2024



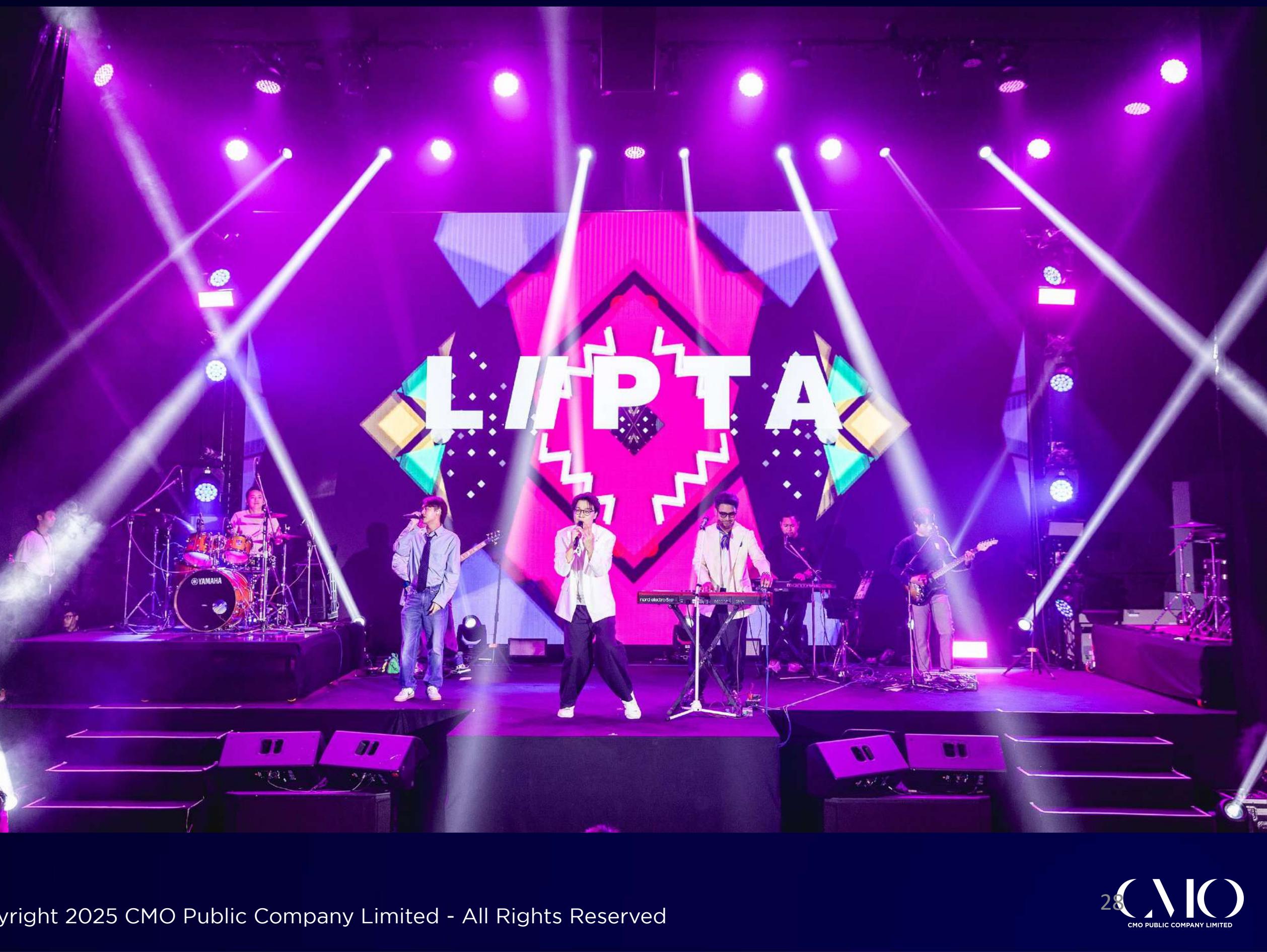
PTTOR RISE TO THE NEW CHAPTER



BITKUB SUMMIT 2024



LINE MELODY MUSIC AWARDS



AMWAY EXPO 2024



KUBOTA DEALER MEETING 2024



CASTROL BIKE POINT CONFERENCE 2024



MAZDA DEALER NATIONAL CONFERENCE 2024



สถาปนิก' 67

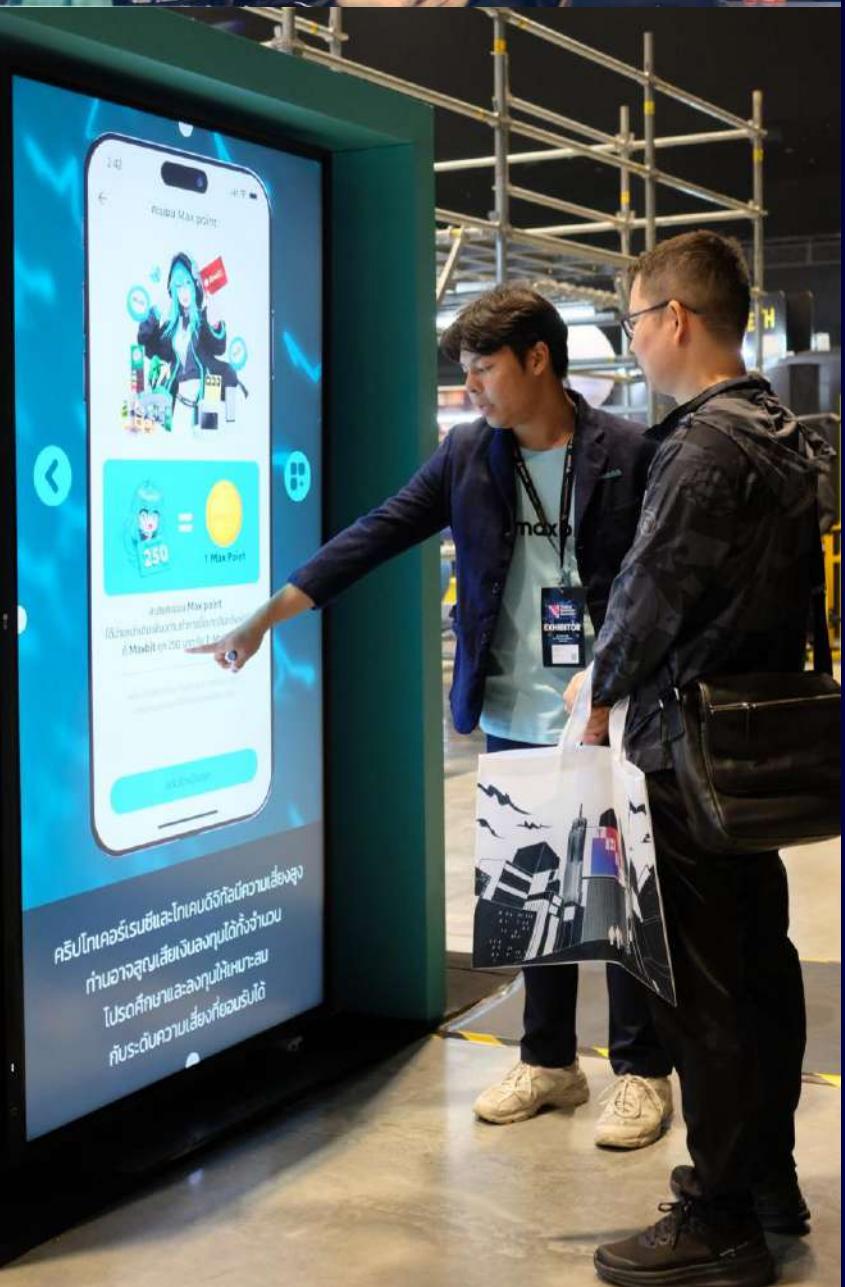
COLLECTIVE LANGUAGE

สัมผัส สถาปัตย์



MAXBIT

THBW 2024



EGAT ELEXTROSPHERE



MEGA COUNTDOWN 2025



EQUIPMENT RENTAL

Stray Kids World Tour





THE BOYZ WORLD TOUR ZENERATION II in BANGKOK

FANS LAND

FANSLAND MUSIC FESTIVAL 2024
in BANGKOK

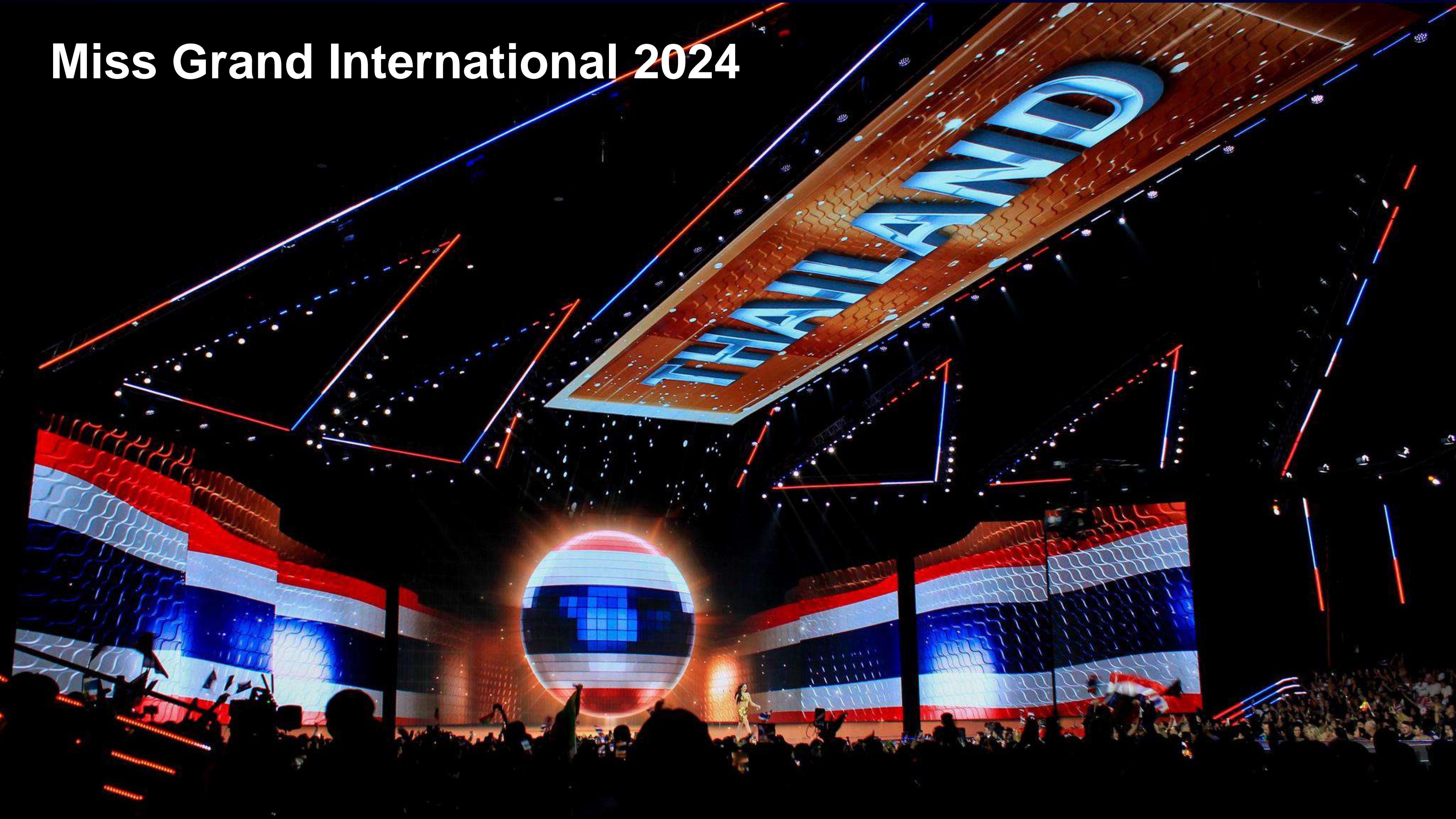


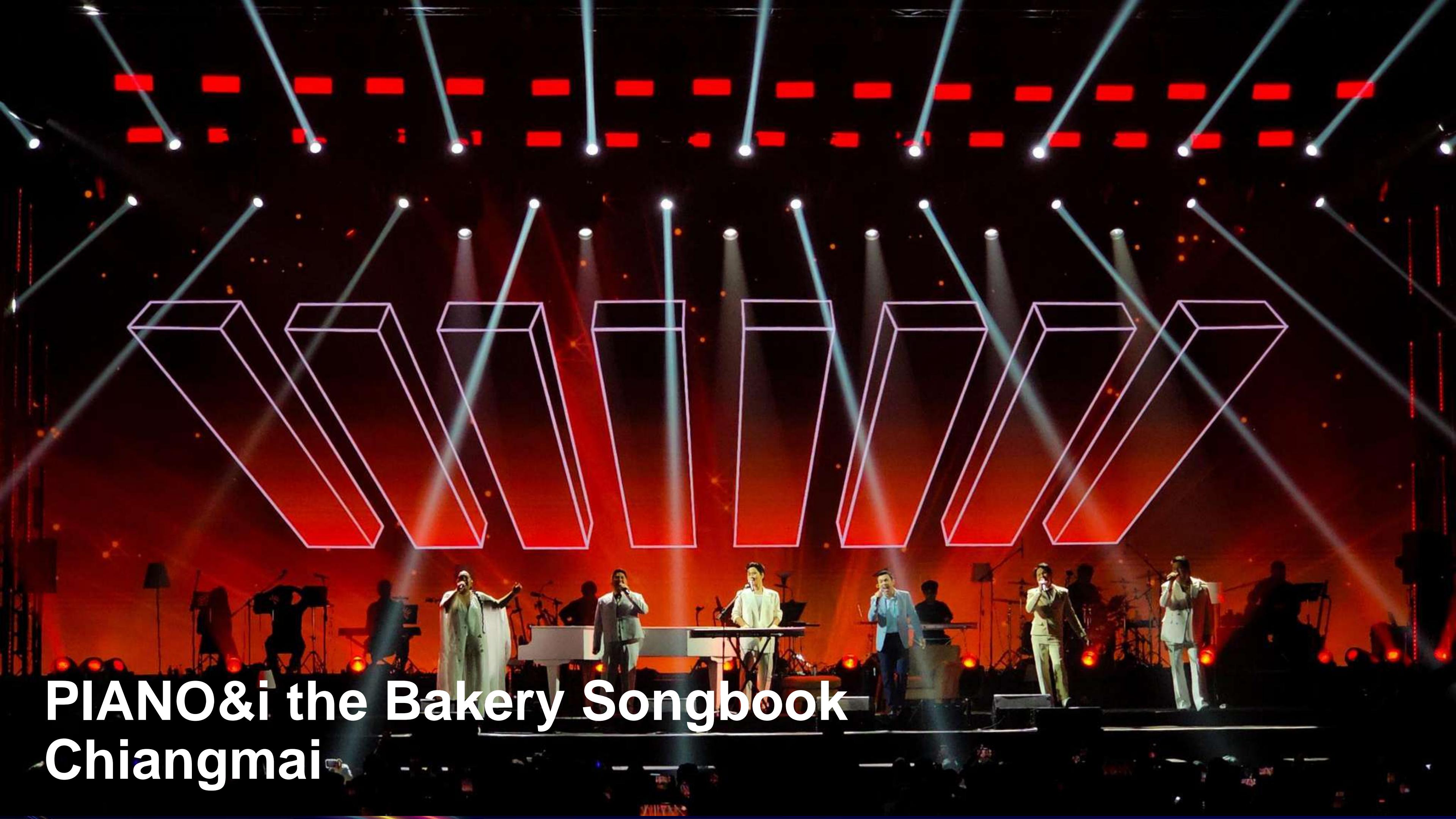
LAYZY MUSIC FESTIVAL



2024 KEYLAND ON : AND ON ASIA TOUR
in BANGKOK

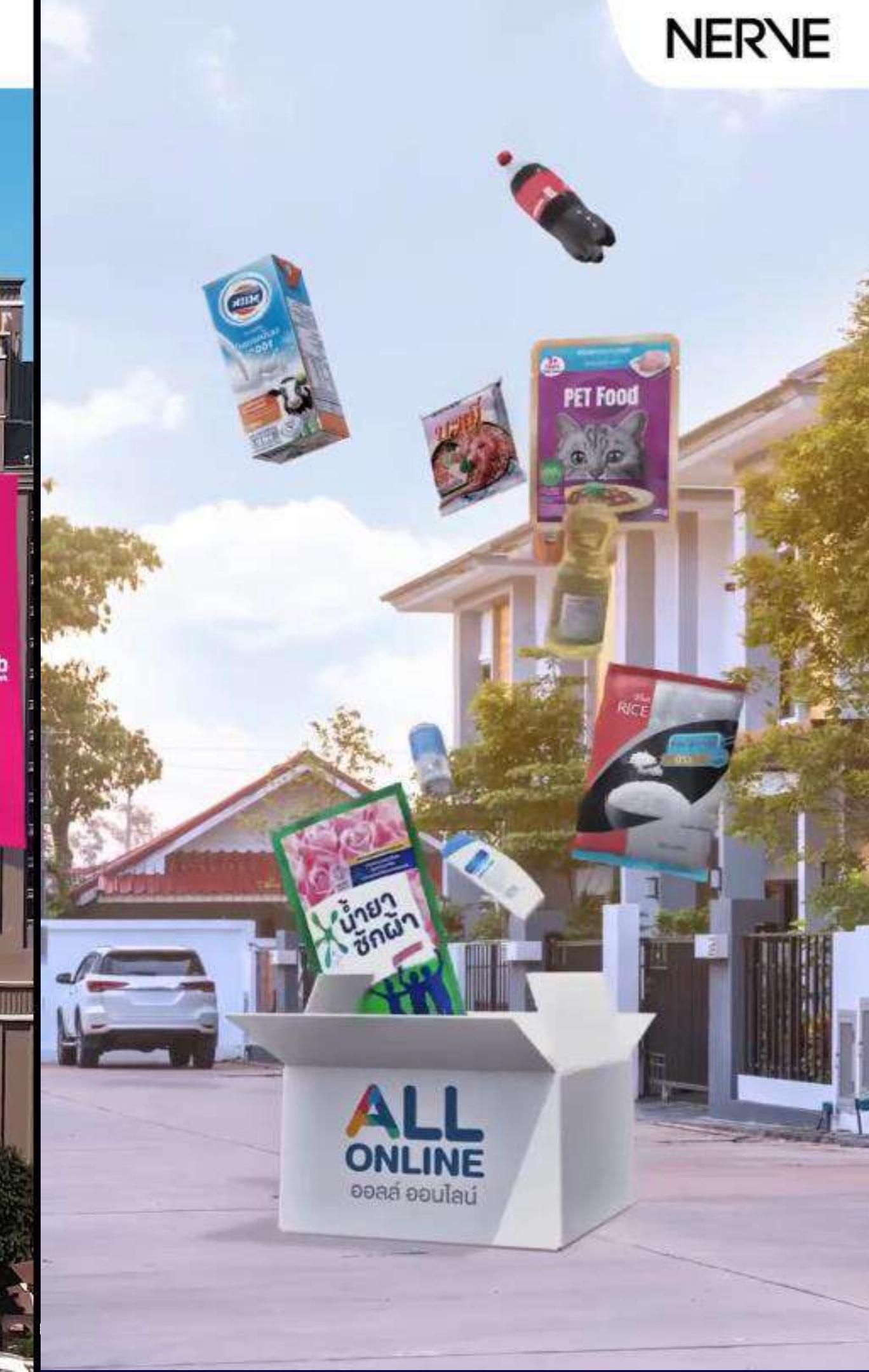
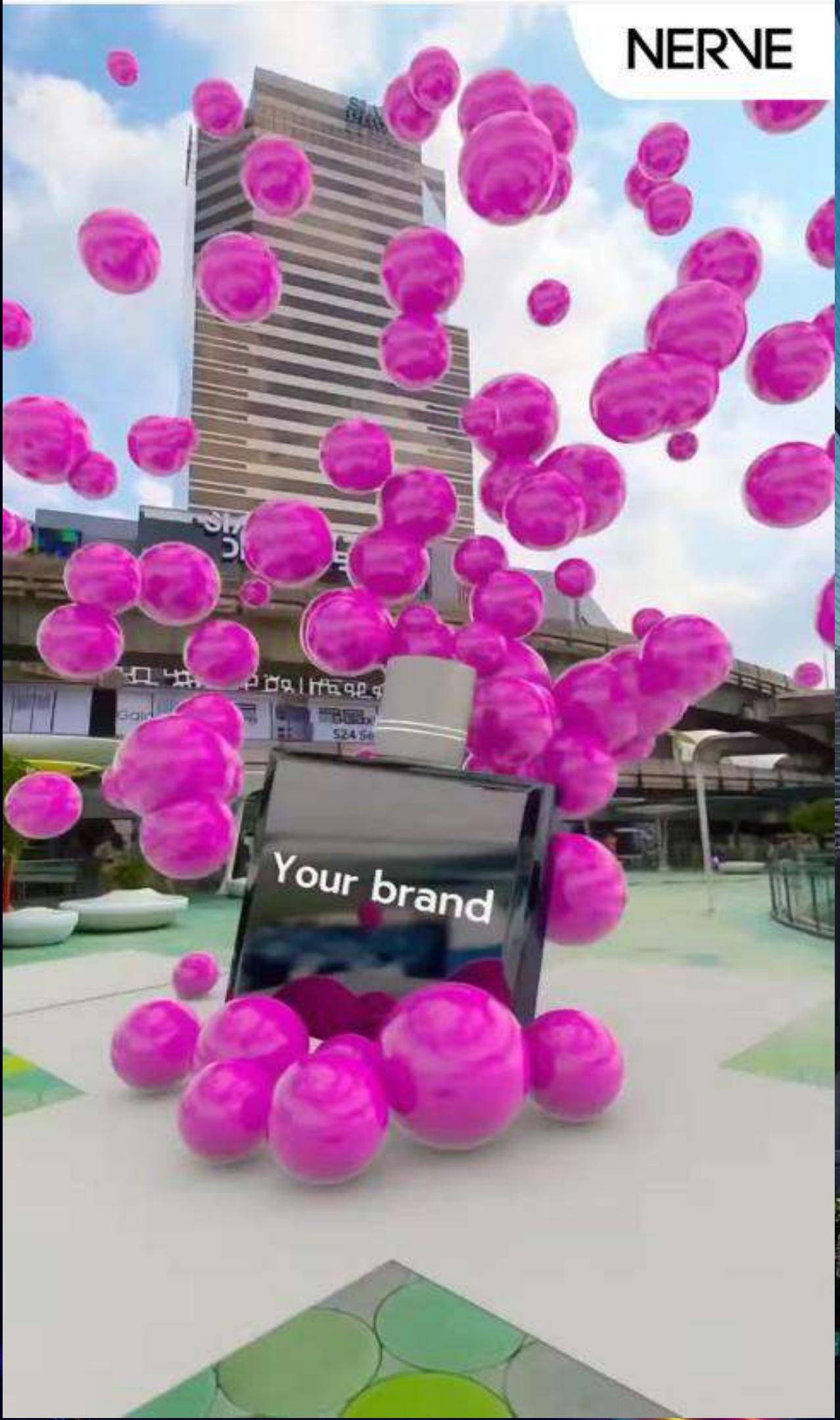
Miss Grand International 2024





PIANO&i the Bakery Songbook Chiangmai

DIGITAL MARKETING



PROJECT UPDATE

Q1/25



7 ELEVEN BUTTERBEAR





REDMI NOTE 14 SERIES





3CE Dream in Cashmere in BKK



One Heart. Endless Smile at **ONE BANGKOK**

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MEGA KIDS WORLD 2025





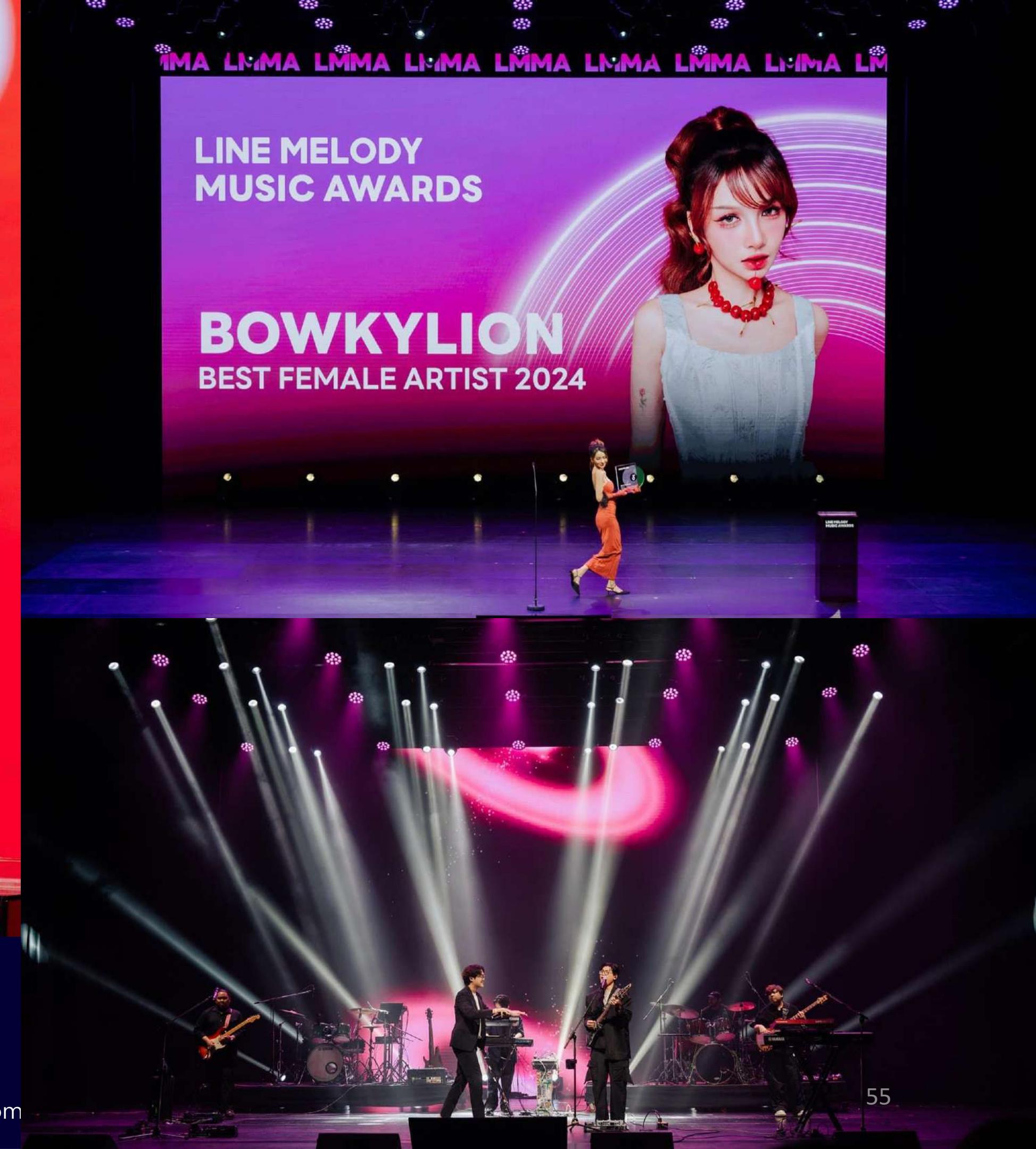
Cheese Arnon : Reflection You





LINE MELODY MUSIC AWARDS

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MAZDA PRESS CONFERENCE 2025

THE FUTURE, CRAFTED BY THE JOY OF DRIVING



04

BUSINESS OUTLOOK



Expand the
Sales Team



New Partner /
Joint Venture

New Project
(focus Events and
Entertainment)



Oversea
Opportunity



Target 2025
1,400-1,600 MB

05

Q&A

THANK YOU

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