



# OPPORTUNITY DAY

**4Q2024 /YE2024**

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**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

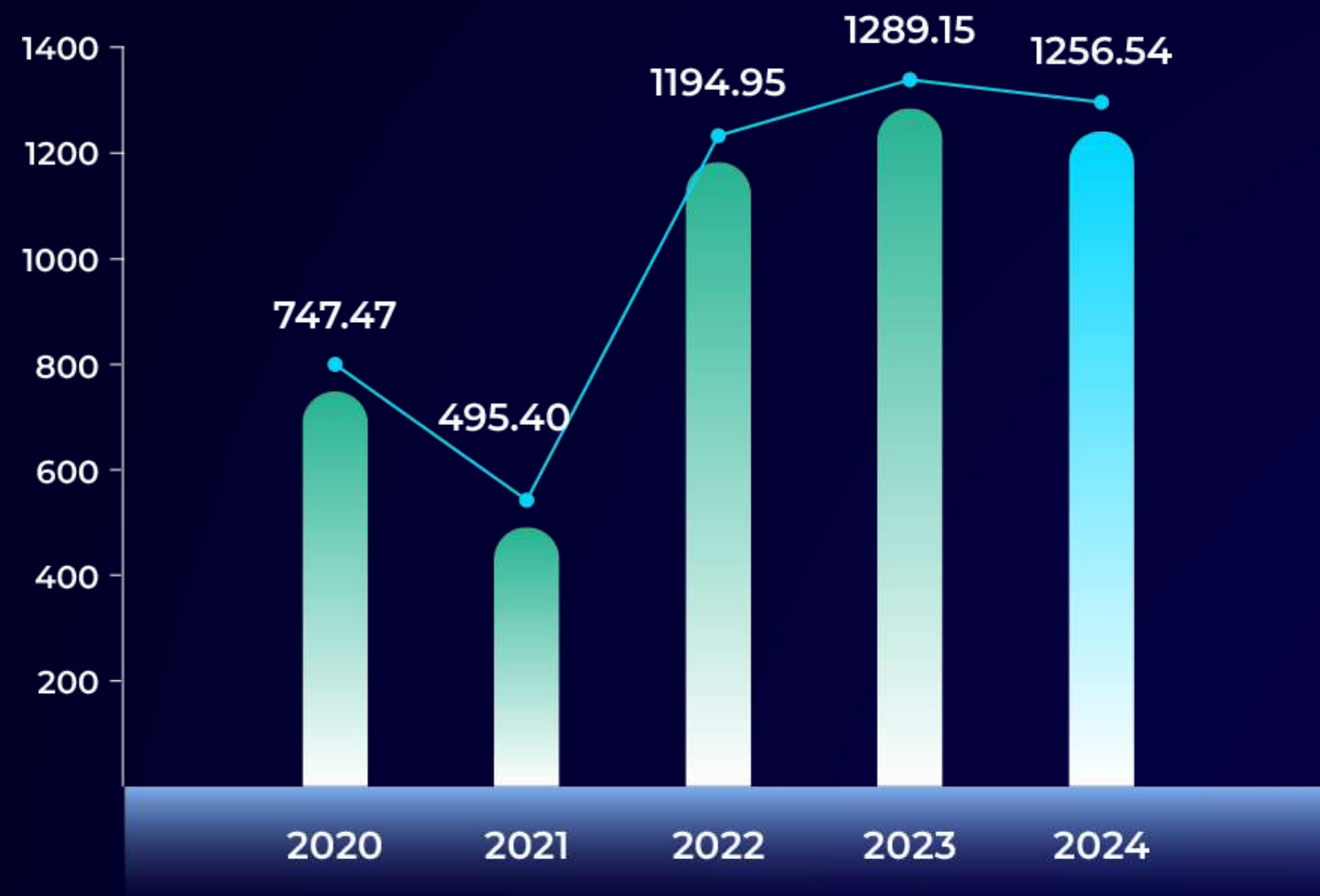
# FINANCIAL HIGHLIGHT



# Total Revenue : YoY

## CMO Group Revenue

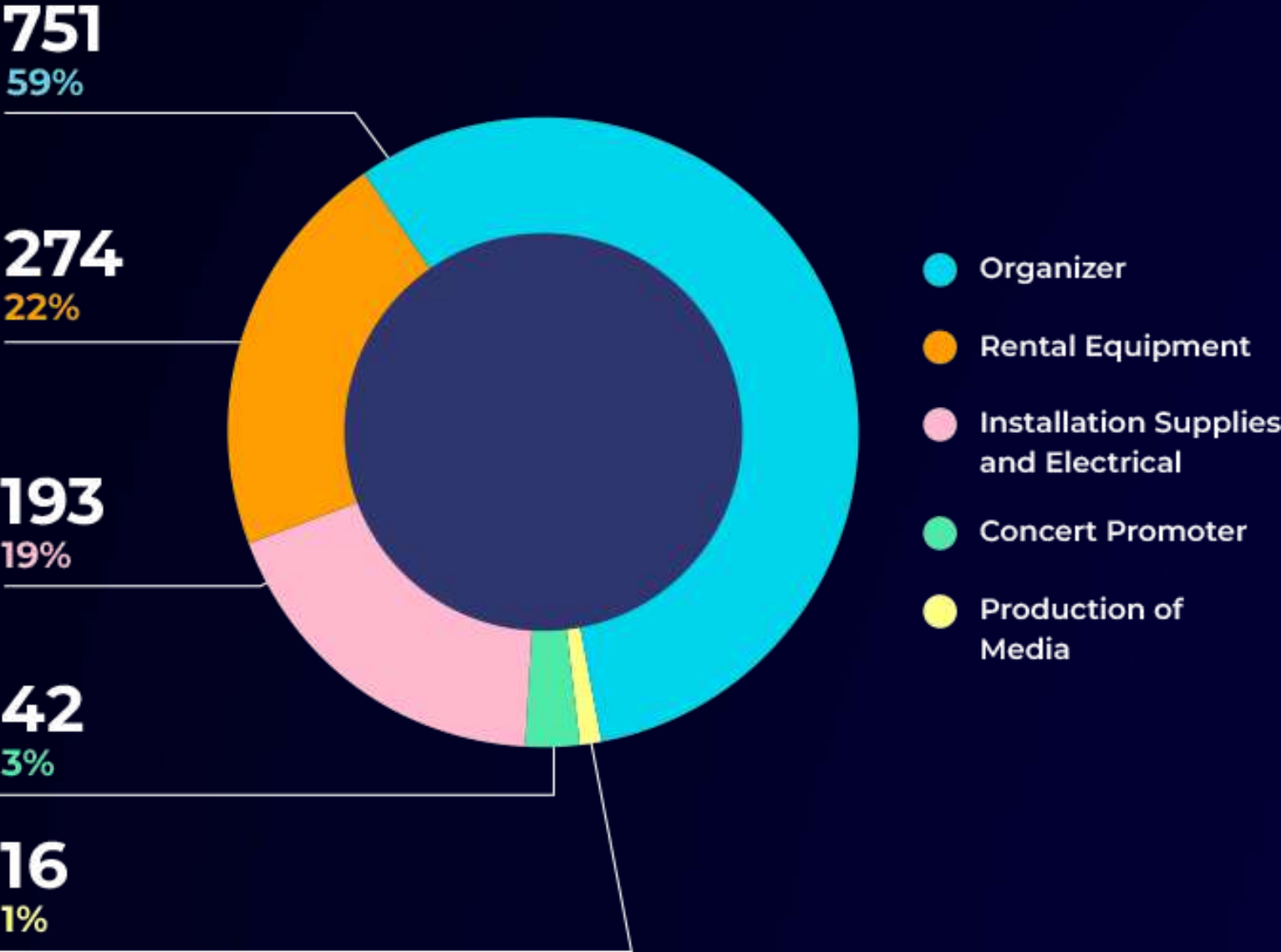
Unit = Million Baht (MB)



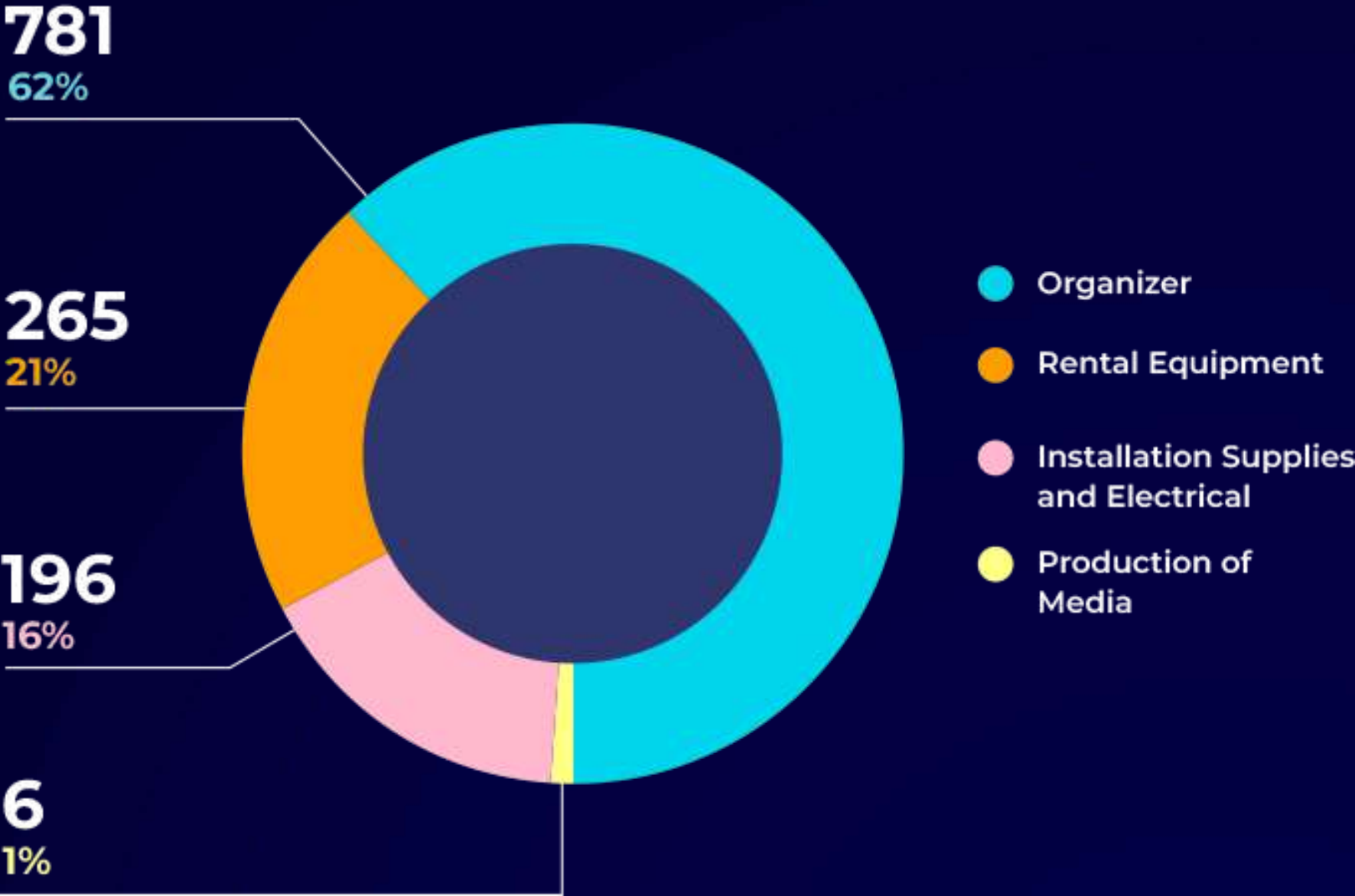


# Revenue by Segment

YE 2023



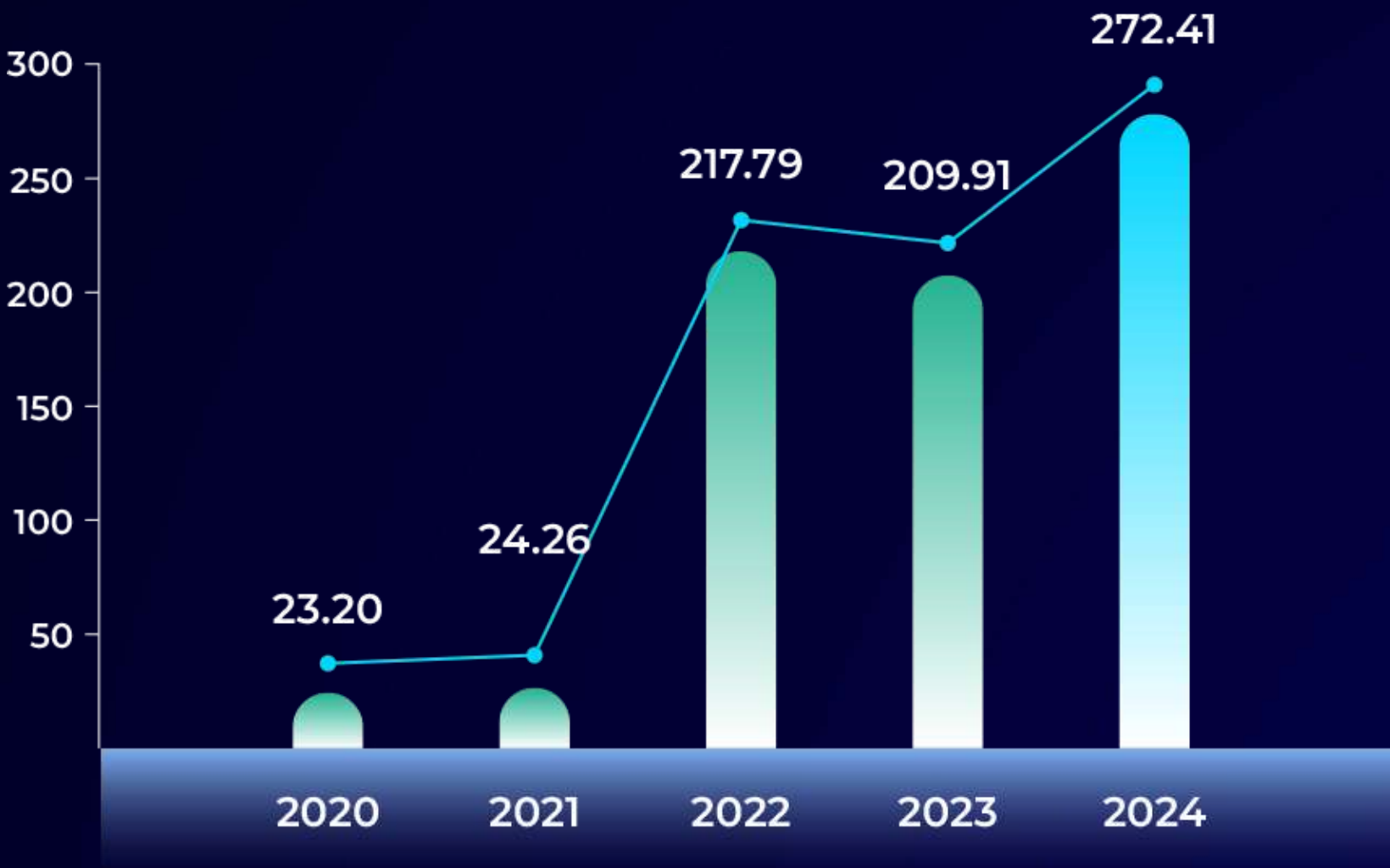
YE 2024



# 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)

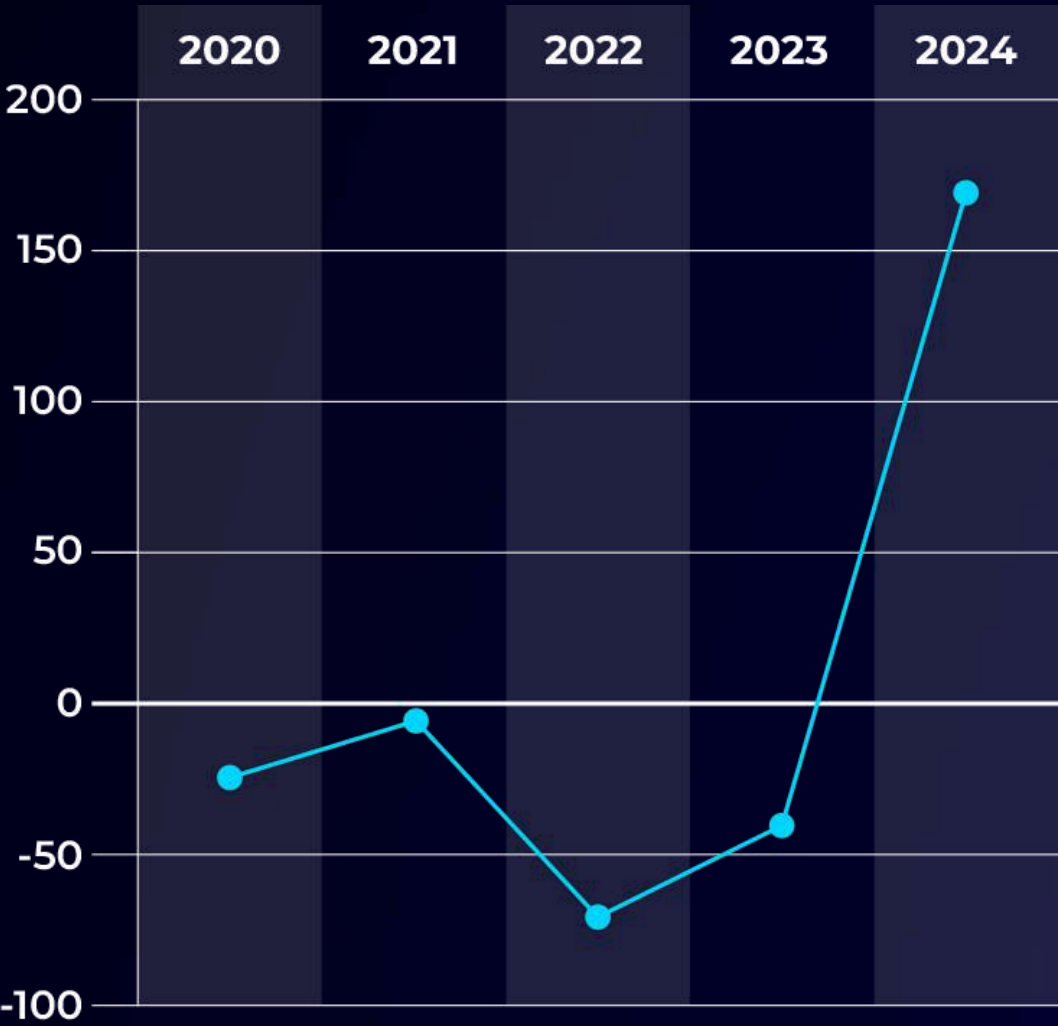
	2024	2023	2022
Dept to Equity Ratio	1.83	2.15	1.33
Net IBD to Equity	0.94	1.34	0.75
DSCR Ratio	0.10	-0.15	0.22



# Analysis of Cash Flow : YoY

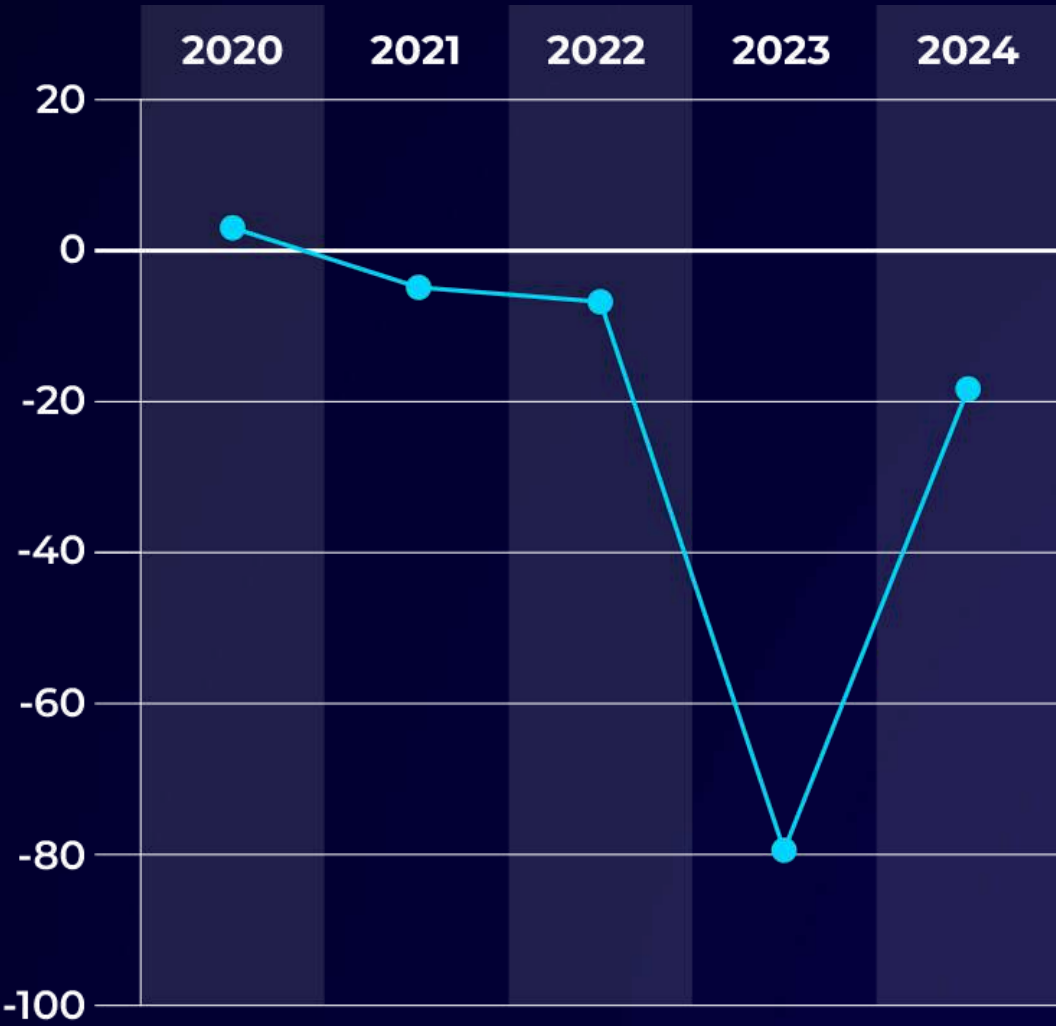
## Cash Flow from Operating Activities

Unit = Million Baht (MB)



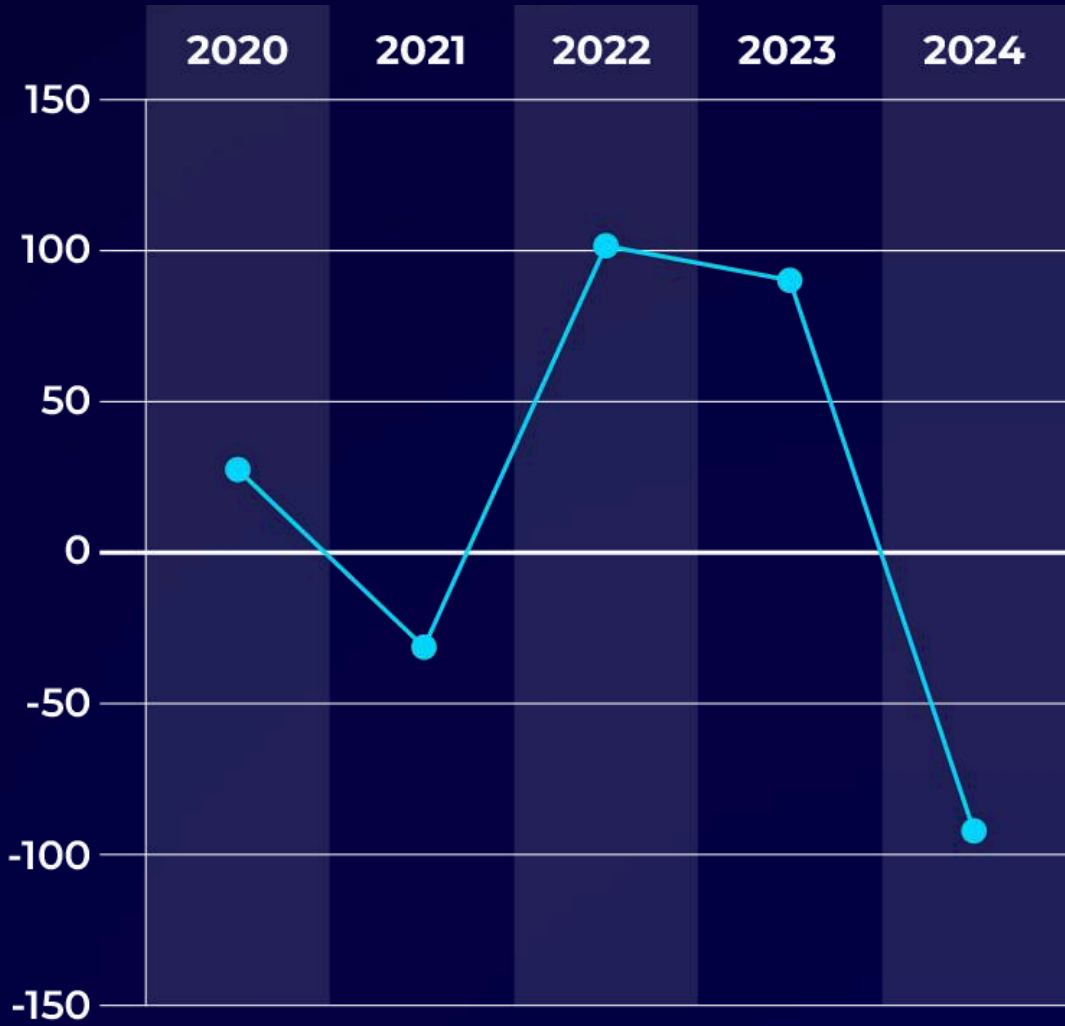
## Cash Flow from Investing Activities

Unit = Million Baht (MB)



## Cash Flow from Financial Activities

Unit = Million Baht (MB)



03

# 2024 BUSINESS HIGHLIGHT



# POP MART 1<sup>st</sup> ANNIVERSARY









MAYBELLINE  
TIKTOK SHOP

TEDDY  
LAND  
IRL SHOP





# LANCÔME IDOLE HOUSE





# MISS DIOR @ CENTRAL LADPRAO





# 140<sup>th</sup> THAILAND POST “POSTiverse”





# SHARP SYNC-UP

## 2024 ASEAN REGIONAL EVENT





# HOYA ME | MY VISION MYSELF

ME | MY VISION **MYSELF**

**60** | of Coating innovation  
years | & Experience with  
**HOYA**









# NEW NISSAN NAVARA





# WULIANGYE



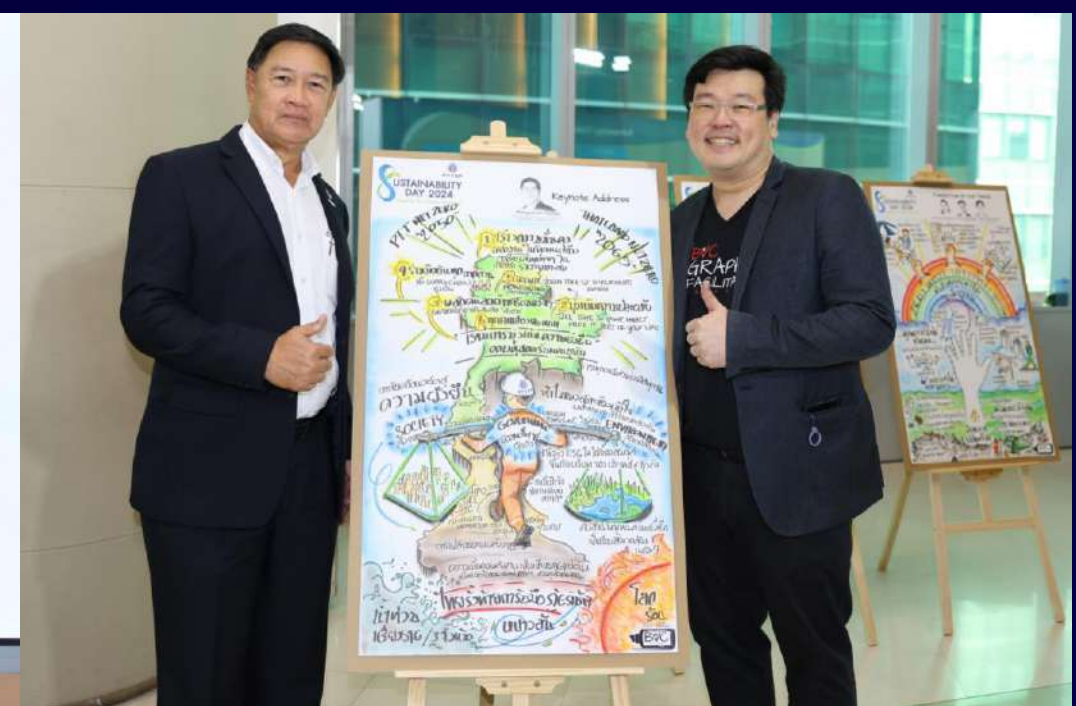




# ADFEST 2024



# PTTEP SUSTAINABILITY DAY 2024





# PTTOR RISE TO THE NEW CHAPTER





# BITKUB SUMMIT 2024



**BITKUB  
SUMMIT 2024**  
GATEWAY TO THE FUTURE  
powered by 

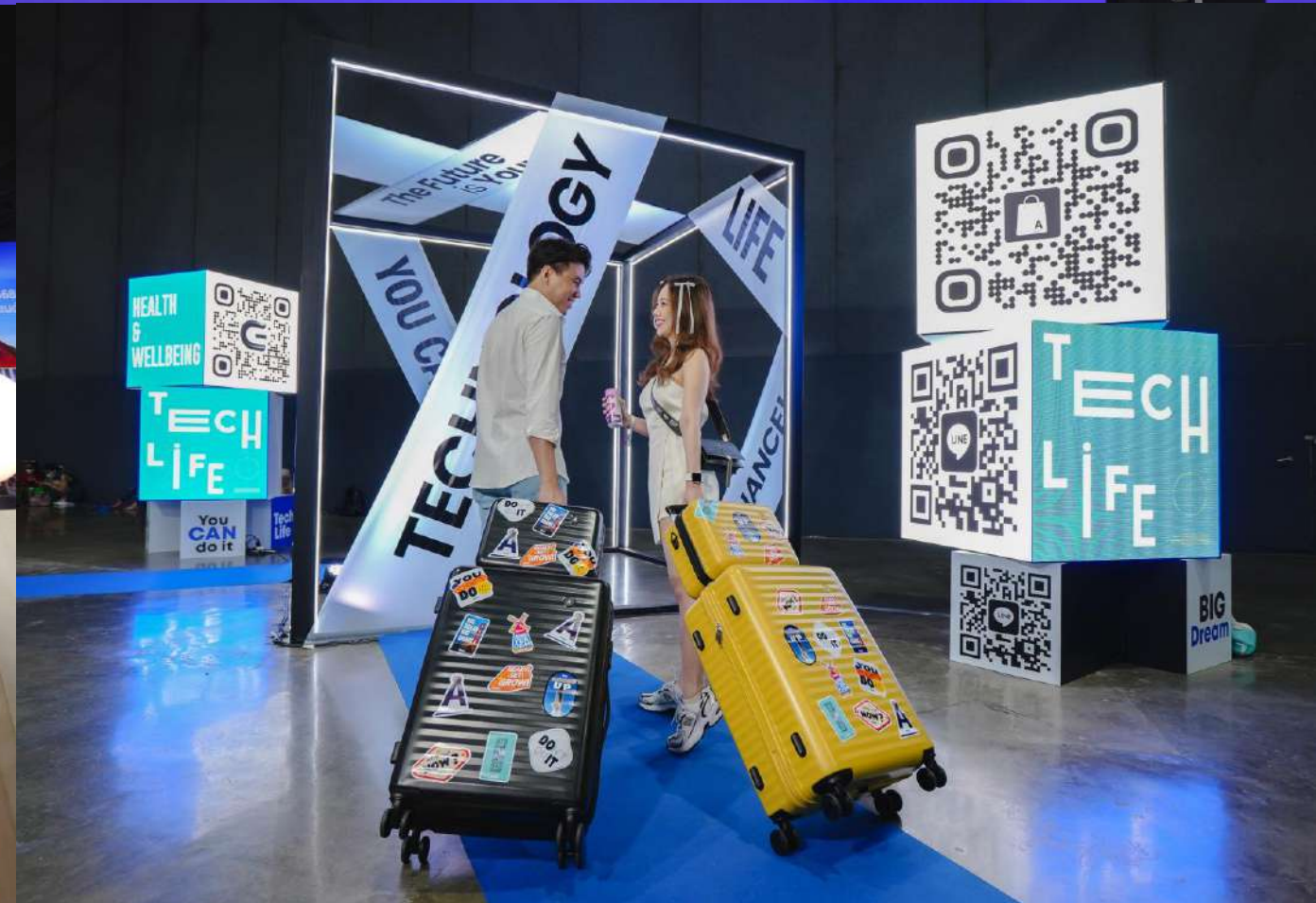




# LINE MELODY MUSIC AWARDS









# KUBOTA DEALER MEETING 2024







# CASTROL BIKE POINT CONFERENCE 2024



# MAZDA DEALER NATIONAL CONFERENCE 2024





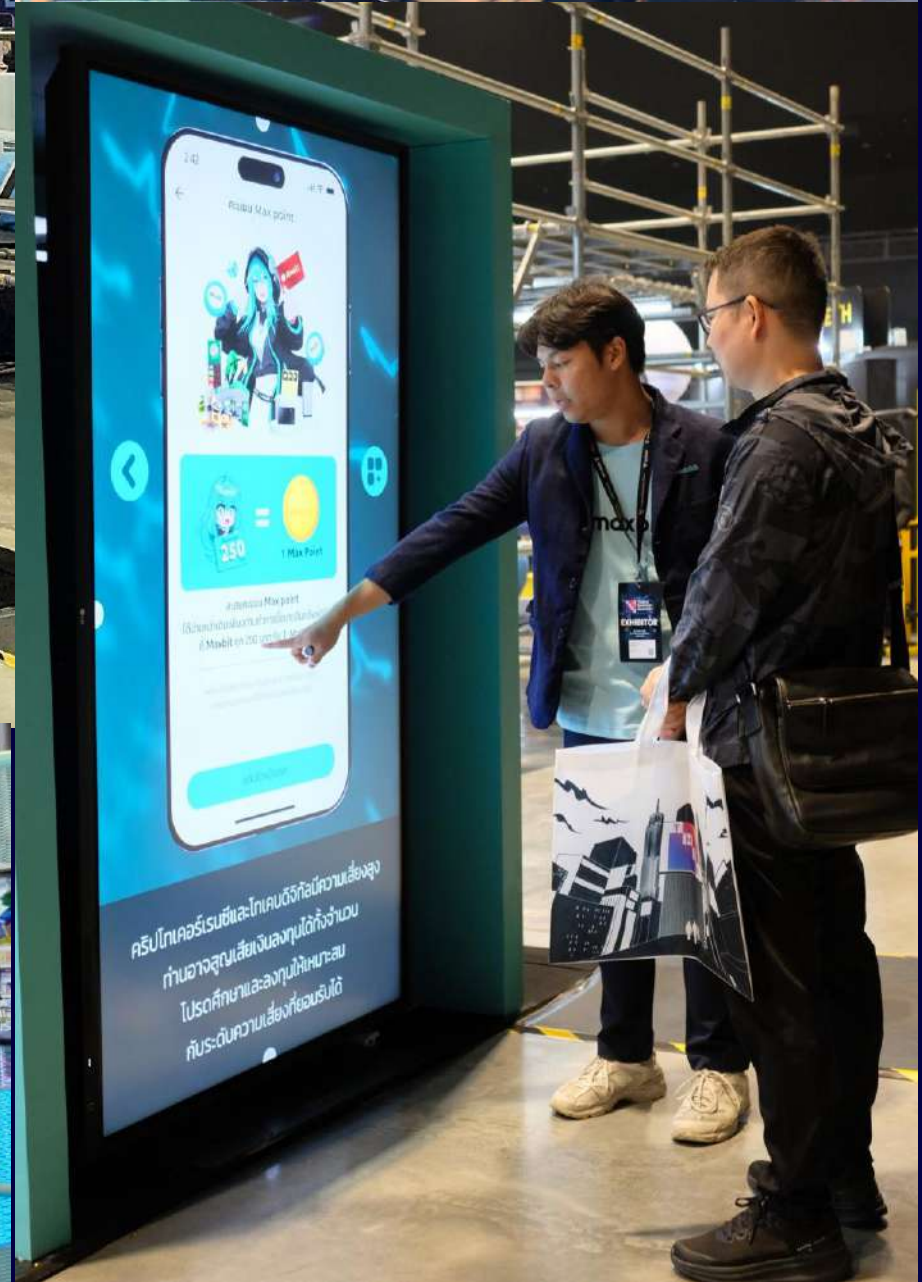
สถาปนิก' 67

# COLLECTIVE LANGUAGE

สัมผัส สถาปัตยกรรม







# MAXBIT THBW 2024





# EGAT ELECTROSPHERE





# 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**





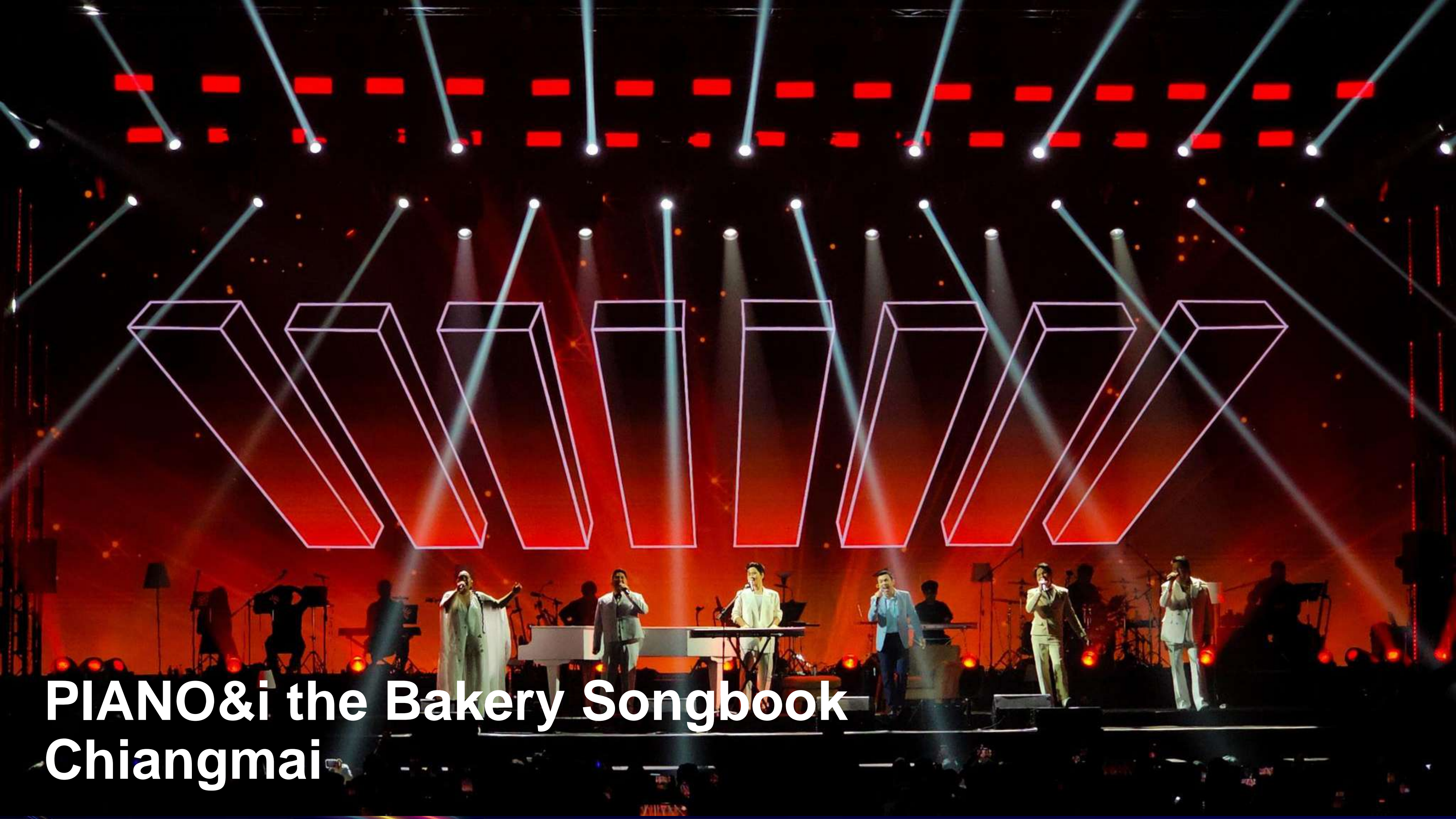
# 2024 KEYLAND ON : AND ON ASIA TOUR in BANGKOK



# Miss Grand International 2024







**PIANO&i the Bakery Songbook**  
**Chiangmai**



# DIGITAL MARKETING



NERVE



NERVE



NERVE





# PROJECT UPDATE

## Q1/25









# 7 ELEVEN BUTTERBEAR









# 3CE Dream in Cashmere in BKK





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





# MEGA KIDS WORLD 2025



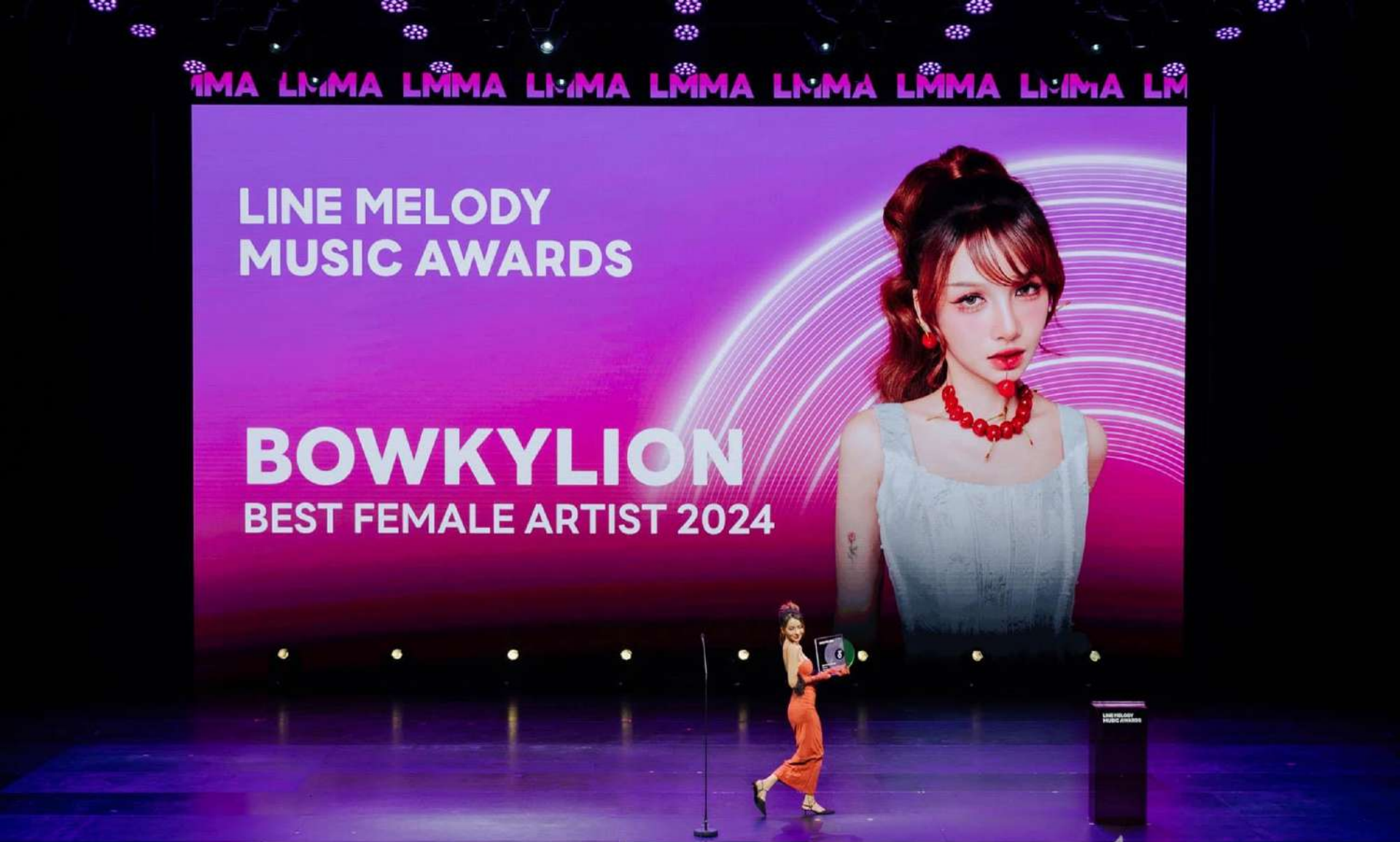


# Cheese Arnon : Reflection You





# LINE MELODY MUSIC AWARDS







# MAZDA PRESS CONFERENCE 2025

THE FUTURE, CRAFTED BY THE JOY OF DRIVING





04

# BUSINESS OUTLOOK





Expand the  
Sales Team

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New Partner /  
Joint Venture

---



New Project  
(focus Events and  
Entertainment)

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Oversea  
Opportunity

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**Target 2025  
1,400-1,600 MB**



# 05

# Q&A



# THANK YOU

For more information, please contact  
Investor relations, CMO Public Company Limited



Tel: +66 2 088 3888 #1399



E-mail: [ir@cmo-group.com](mailto:ir@cmo-group.com)



Website: [www.cmo-group.com](http://www.cmo-group.com)