



MARKET

ThaiTicketMajor (TTM) is currently expanding its service from concert and event ticketing to other ticketing business such as talk shows, seminars, sports competitions, inter-city bus and airlines.

For the past ten years the company has been developing its systems and staff member skills to better serve promoters, such as BEC-Tero Entertainment, Matching Entertainment, Click Radio, GMM Grammy, A-time Media, Scenario, RS Promotion, Traffic Corner, Channel [V], MTV, Bakery Music, the Bangkok Symphony Orchestra, TAT, Pathrawadee Theatre, Note Udom and The Transport Co., Ltd.

ACHIEVEMENTS

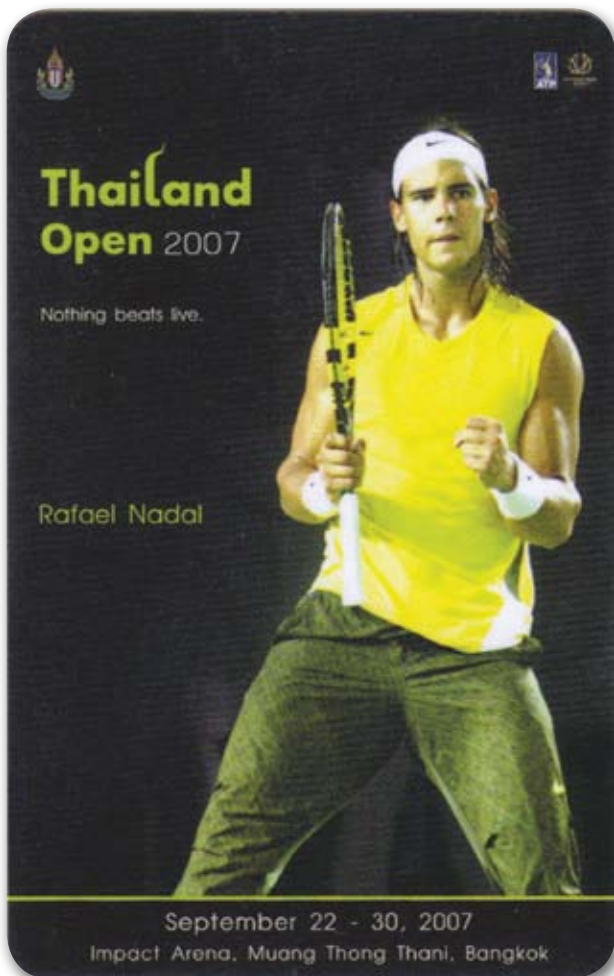
Thaiticketmajor has become an expert in ticketing services. Today, when Thais think of concerts and events, they think of TTM as their means to attend the event.

The company has literally revolutionised the way tickets are issued in Thailand. In the past, purchasing a ticket in Bangkok was not a happy experience. With the city's notorious traffic jams and no centralised ticketing service, buying a ticket ahead of time was inconvenient.

TTM was conceived to solve that problem – and within a few months of its inception it was the talk of the town. Ticket kiosks were set

up in strategic locations around town and suddenly Bangkokians could purchase tickets from their nearest department store. Soon the convenience spread as TTM expanded to post offices and, more recently, to cinema houses.

Despite competition over the years, nobody does ticketing better than TTM – the company holds 90% market share and has issued tickets to more than 1,000 events in Thailand. To date it has sold more than ten million tickets.



HISTORY

In 1999 Thaiticketmaster.com was set up in order to support the concert business of BEC-Tero Entertainment Company, a subsidiary of the popular Channel 3 TV network - Thailand's number one entertainment company.

With good intentions to unify and organise the sale of tickets in Thailand, which had previously been done on an ad-hoc basis Thaiticketmaster was launched with a commitment to quality ticketing with an efficient after-sales service. The company was an instant hit; the very first event it sold tickets for was Disney On Ice, followed by a concert by popular band No Doubt. In that first year there were just these two events with combined ticket

sales of 200,000. Compare this to 2007 when the company sold more than 1.5 million tickets to more than 400 events.

In 2007 the company merged with Major Ticketing, a subsidiary of the Major Cineplex Group most famous for its chain of movie houses, and changed its name to Thaiticketmajor. As a result Thaiticketmajor now has more than 1,000 outlets in department stores, post offices and all Major and EGV Cinema movie theatres around the country.

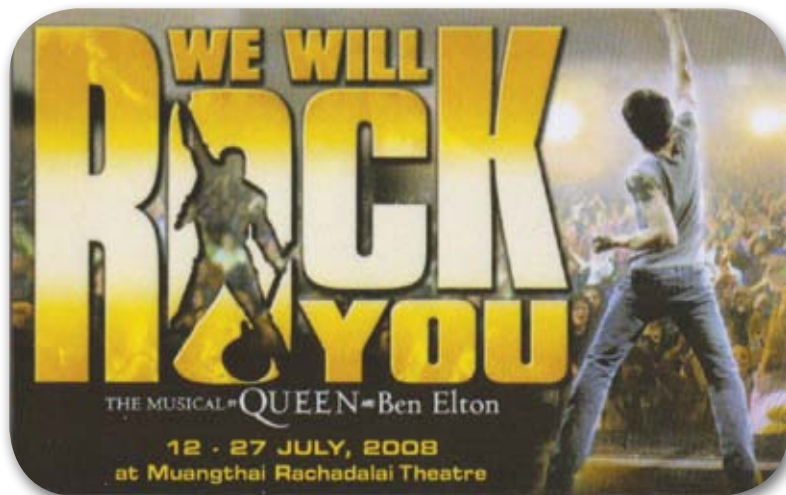
PRODUCT

TTM mainly offers a service of ticketing distribution. Some of their services include;

- Ticketing management system, Plastic card production, Ticket sales (Online Real Time Ticket System), Ticket distribution channels, Financial information services, Data and advertising via the TTM website.

For promoters, they can confirm their event details and seating plans two weeks prior to the first day of sale. Promoters can sign in and view related reports as well





as reserve tickets at any time via the company's webpage. TTM's ticket report system easily tracks and analyses a promoter's event sales, during and after the event.

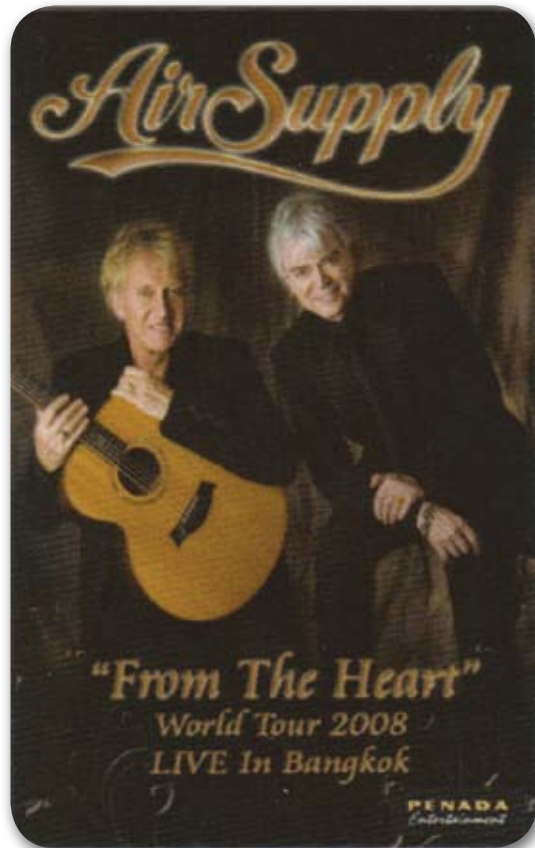
TTM were the first company to make tickets using a unique ticketing format, by printing the full-colour high-quality plastic tickets that resemble credit cards. The tickets are printed with colourful graphics that ensure security while providing full colour exposure for sponsors and attractive mementos for the audience.

TTM tickets are secure and almost impossible to counterfeit. Every card is tagged with running serial numbers printed in a special ultraviolet ink. Large amounts of data can be saved in the ticket, including the sponsor's logo, rules and regulations, seat number, row, time and price. Each ticket issued has a Tax ID number printed on it, so that the ticket itself becomes the customer's purchase receipt. They have also become collector's items for concert fans. This feature has been a key to TTM's success and has been emulated by its competitors.

RECENT DEVELOPMENTS

TTM continues to provide high technology ticketing services. Its outlets are easily accessible at notable locations, ensuring quality and security for target audiences.

Recently the company branched into Malaysia, Vietnam and Myanmar, selling a franchise of



its one-stop ticketing software.

On its website TTM is now selling items other than tickets. These include books, DVDs, tours and products seen on BEC-Tero's TV shows.

PROMOTION

ThaiTicketMajor provides seven distribution channels for its clients.

First, there are the TTM Outlets providing a complete ticketing

service, manned by staff at thirteen outlets around Bangkok. These locations include Central Department Stores at Lardphrao, Chidlom, Bangna, Pinklao, Central World Plaza, Centre Point Playhouse, Muang Thai Ratchadalai Theatre, Paragon Cineplex, M Theatre, Aksra theatre, Major Cineplex Ratchayothin, Major Cineplex Rangsit and TTM's head office in Maleenont



Tower, Bangkok.

Second, there are distribution channels at the popular Major Cineplex and EGV cinemas. Customers can purchase tickets from any of the 37 Major Cineplex and EGV branches, ensuring convenience for customers while providing an innovative advertising channel for TTM promoters. In this way TTM has outlets throughout the country; besides the Bangkok locations TTM can also be found in towns such as Pattaya, Chiang Mai, Nakhon Sawan, Udorn Thani, Koh Samui and Hua Hin.

Third, TTM has an extremely active and popular website at www.thaiticketmajor.com with an average daily hit count of 400,000 unique IP. Customers can gather event information as well as book their tickets via the website. For payment purposes, customers can use their credit cards or visit the counter service outlets (namely 7-Eleven stores), of which there are 3,500 around the kingdom. Tickets can also be picked up at any TTM outlet or at the venue on show day.



Fourth, customers can register and book their tickets via their mobile phone by visiting <http://mobile.thaiticketmajor.com>. They may then make payment via Mpay or counter services.

Fifth, there is a Call Centre where staff members provide valuable information regarding shows and assist in choosing suitable seats. The TTM Call Centre number is 02-262-3456 locally, or +662-262-3456 internationally.

Sixth, Thailand's post offices in Bangkok and the surrounding provinces, clients are able to purchase tickets and make their payments at any of the 52 Thailand Post Office branches.

Seventh, The Lotus Superstore.

Apart from all this, TTM also provides temporary internet sales points all over the kingdom for promoters. It has teams of highly-experienced staff selling tickets in over ten provinces at any given time.

BRAND VALUES

ThaiTicketMajor's core mission statement stresses that the purchasing of tickets for quality events

should be easy, convenient, secure and fast with a sleek modern interface.

The company provides local Internet and mobile users the information, access and means to achieve their ticketing goals through superior customer and client servicing standards.

www.thaiticketmajor.com

Things you didn't know about THAI TICKET MAJOR

Thaiticketmajor website www.thaiticketmajor.com has been visited by more than one million people a month.

Besides the tickets, Concert and event merchandises are now available on Thaiticketmajor website and venues.

Thaiticketmajor steps into the travel ticketing by offering domestic and international tour packages.