IR NEWSLETTER

PLAN B MEDIA PUBLIC COMPANY LIMITED

VOL. 01/2026

SHARE INFORMATION

Symbol	:	PLANB
Sector	:	Media & Publishing
Industry	:	Services
Shares Outstanding	:	4,600,278,515 shares
Free Float	:	51.49%
Par Value	:	THB 0.10
CG Report	:	5
CAC	:	Certified
SET ESG Ratings	:	Certified (‘**AAA**’)
ESG	:	Certified **ESG100** in 2023-2024

SHARE PRICE MOVEMENT

Current Price	: THB 4.54
52 Week High/Low	: 5.85 / 3.00
P/BV(X)	: 1.73
Market Capitalization	: THB 20,885mn USD 648mn*

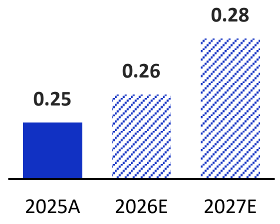
Data as of May 15, 2026
* Exchange rate from BOT on May 15, 2026: 1 USD = 32.23 THB

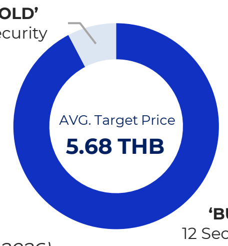
TOP 10 SHAREHOLDERS

Rank	Shareholders	% Share
1	VGI PUBLIC COMPANY LIMITED	24.13
2	MR. PALIN LOJANAGOSIN	23.82
3	MR. PITHARN ONGKOSIT	6.24
4	MR. SUCHART LUECHAIKAJOHNPAN	4.42
5	MR. PONGSAK THAMMATHATAREE	3.41
6	WIN HARVEST INTERNATIONAL LIMITED	3.11
7	THAI NVDR CO., LTD.	2.64
8	MR. ATTHAWAT SIRISITTITHONGCHAI	2.13
9	Ph.D. PINIJSORN LUECHAIKAJOHNPAN	1.64
10	THAI LIFE INSURANCE PUBLIC COMPANY LIMITED	1.56

Data as of April 21, 2026

ANALYST CONSENSUS





Source: Settrade (Data as of May 15, 2026)

UPCOMING EVENTS

May 2026						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

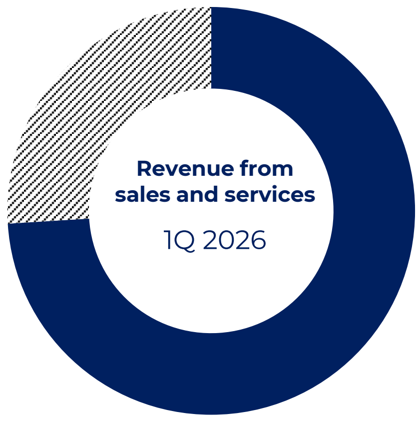
30 April – 13 May 2026	: Silent period
14 May 2026	: 1Q 2026 Financial Results Announcement
15 May 2026	: 1Q 2026 Analyst Meeting
15 May 2026	: 1Q 2026 Opportunity Day

Note: Block schedule for investor visit/conference call every Friday

BUSINESS OVERVIEW

Plan B Media Public Company Limited or **PLANB** is **a leading out-of-home media operator with a nationwide network.** The Company uses innovation and technology in media management to reach target audiences effectively and precisely.

Besides expanding its OOH media network, Plan B diversifies into **engagement marketing** driven by quality content across three areas — **sports marketing, artist management, and event and concert management** — to drive sustainable growth and create long-term value with partners.



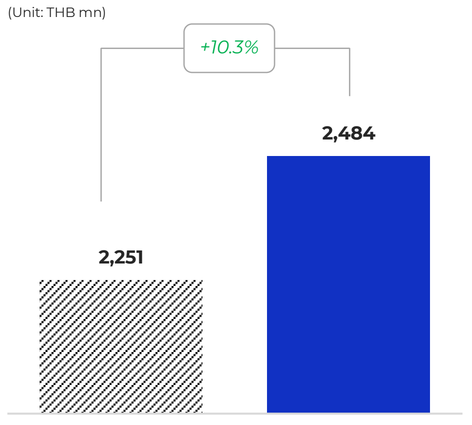
1Q 2026 PERFORMANCE

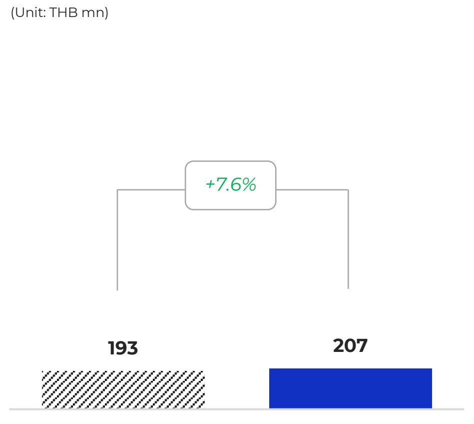
Although global economic conditions came under pressure toward the end of 1Q 2026 due to geopolitical tensions and international conflicts, Plan B continued to deliver strong growth.

The Company reported total revenue from sales and services of **THB 2,484mn** in 1Q2026, up 10.3% YoY, and net profit of **THB 207mn**, up 7.6% YoY. Growth was mainly driven by the expansion of the OOH media business, supported by 69.9% utilization and THB 20mn in revenue from VGI media management. Engagement marketing also grew strongly, driven by EPL rights revenue and continued Muay Thai momentum following the launch of Immersive Muay Thai.

Although operating costs and expenses increased, resulting in a softer gross profit margin of **31.3%** and a higher SG&A to revenue ratio of **14.0%**, these figures remained within the Company’s forecast and expense control plan.

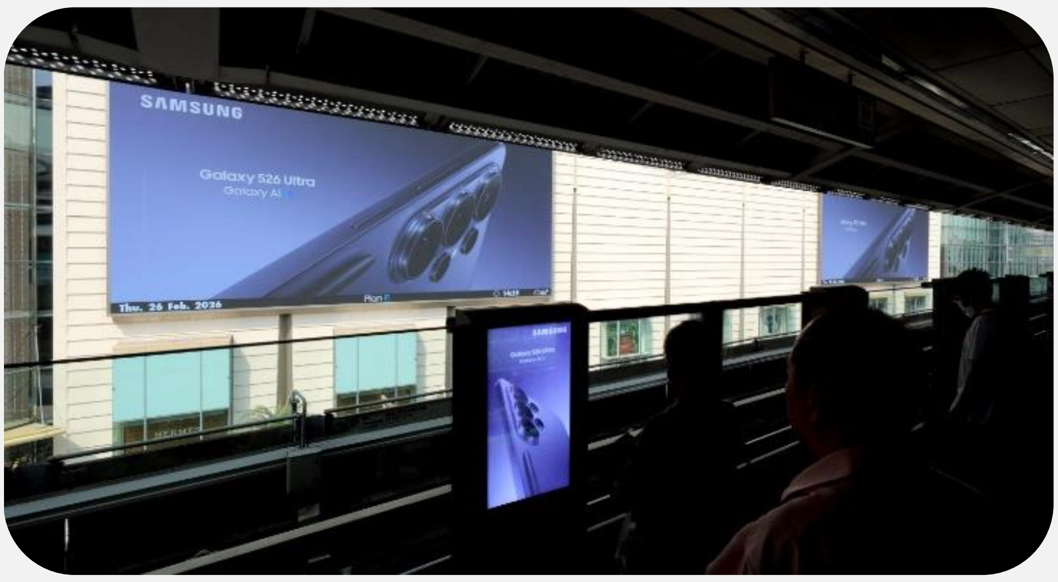
As of the end of 1Q 2026, Plan B maintained a strong financial position, with free cash flow of THB 1,063 million and a debt-to-equity ratio of only 0.55 times, reflecting a solid financial structure and readiness to support sustainable future growth.





For more information, please visit
Management Discussion and Analysis Yearly Ending 31 Mar 2026

1Q 2026 HIGHLIGHTS



“BTS & City Sync” creates a seamless advertising phenomenon, connecting BTS trains with digital screens in the heart of Siam

Plan B launched a new innovation that seamlessly connects moments in transit with urban spaces. This package is designed to create a seamless brand experience across three key touchpoints, including Siam Paragon Facade, BTS Train Wrap, and BTS Platform Screen Doors, anchored in Siam, the heart of Bangkok.

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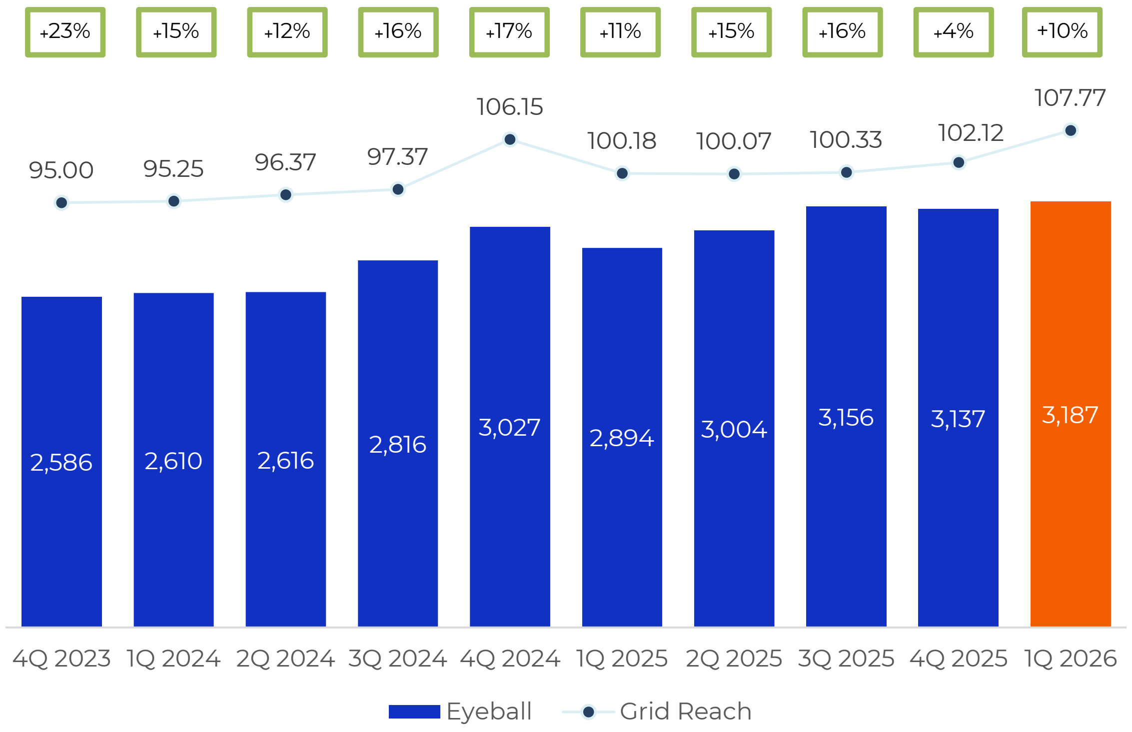
MAGNETIC MEASUREMENT

(Unit: million eyeballs)



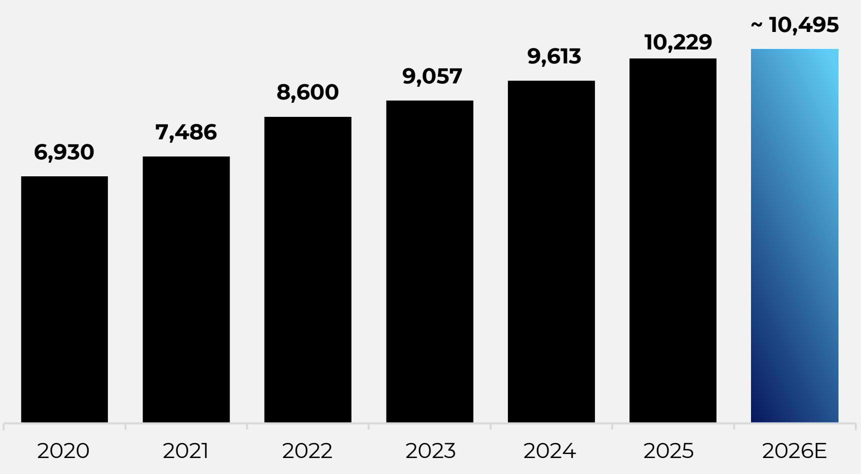
According to Magnetic Measurement, OOH media visibility in 1Q 2026 increased by around 10% compared to 1Q2025, particularly in Bangkok. This was supported by domestic travel and large-scale city events that helped drive traffic, despite pressure in March from lower tourist arrivals and work from home measures amid the impact of geopolitical tensions.

Source: Plan B Media PCL. – Magnetic Measurement

KEY FINANCIAL HIGHLIGHTS & RATIOS

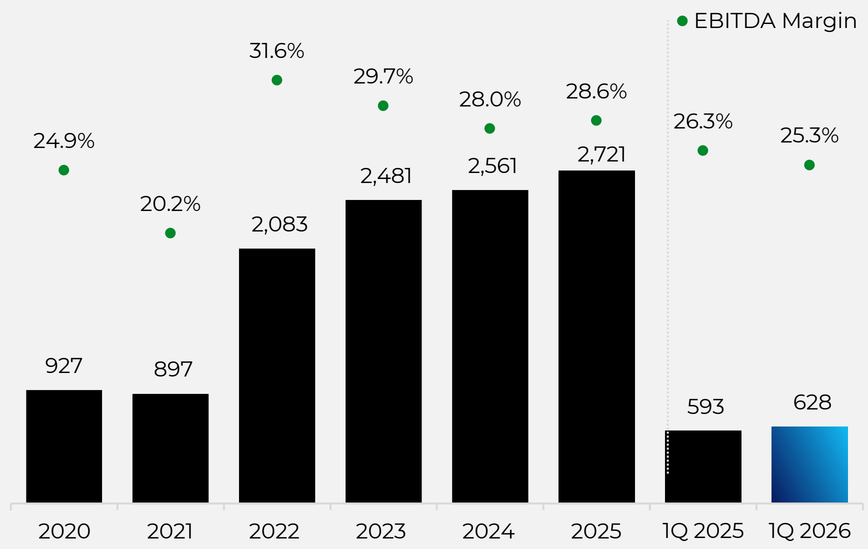
Media Capacity

(Unit: THB Million)



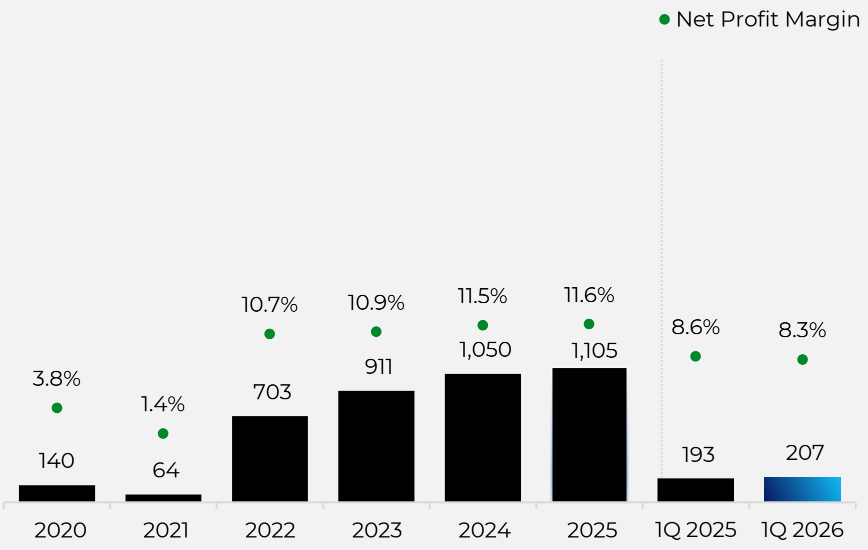
EBITDA (Excluding the impact from TFRS16)

(Unit: THB Million)

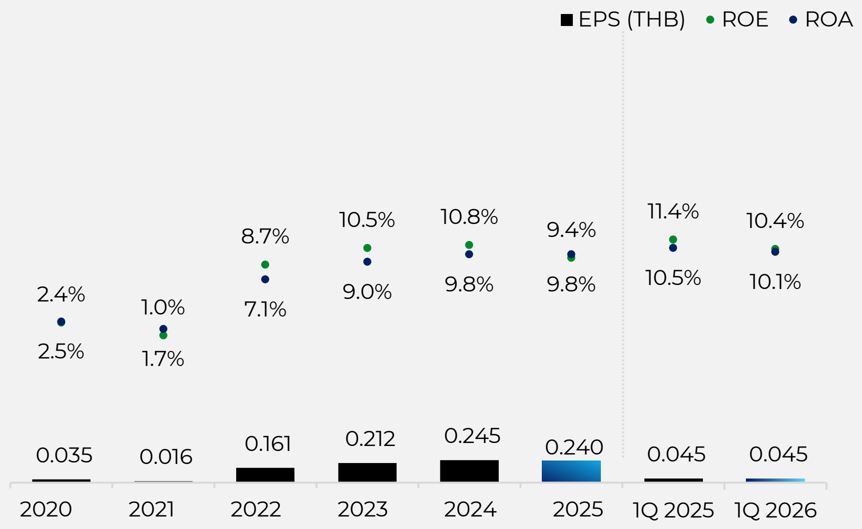


Net Profit

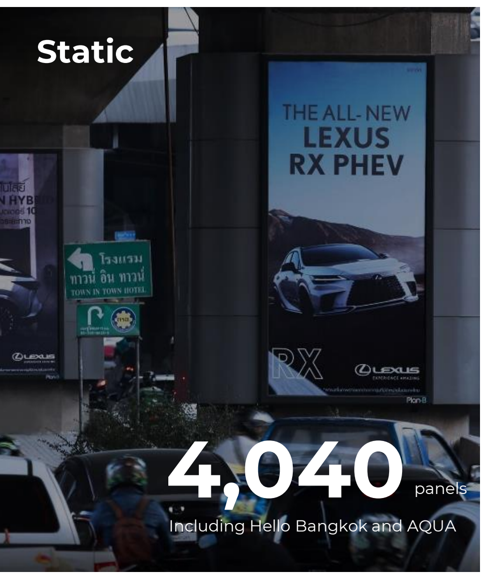
(Unit: THB Million)

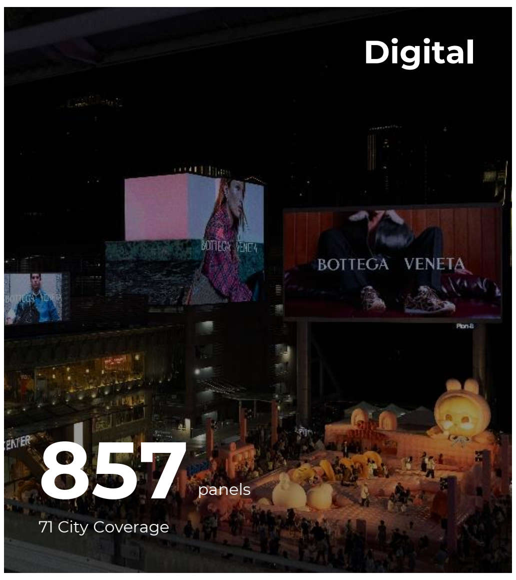


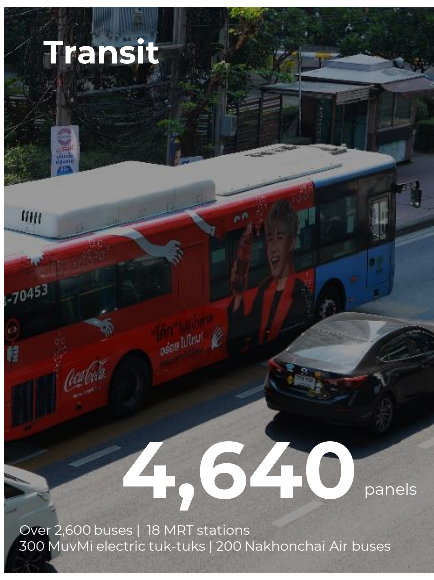
Key Financial Ratio



OUT-OF-HOME MEDIA







Data as of March 31, 2026

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PLAN B SUPPORTS SUSTAINABILITY

by turning off digital screens for one hour during 'Earth Hour 2026'

On 28 March 2026, Plan B participated in the **"Earth Hour 2026"** campaign in collaboration with the Bangkok Metropolitan Administration's Department of Environment.

Plan B paused and turned off digital advertising screens nationwide from 8.30 p.m. to 9.30 p.m. This initiative aimed to reduce energy consumption and carbon dioxide emissions, while leveraging the Company's nationwide media network to raise public awareness. It also reaffirmed Plan B's commitment to ESG driven business practices and concrete action against global warming.

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‘LEO’ transforms Rajadamnern Stadium into a concert venue for the first time in history

“LEO” created a new phenomenon by transforming the legendary Rajadamnern Boxing Stadium into a full-scale concert venue for the first time in history under the “LEO MUSIC BATTLE” event. The event combined the venue’s unique strengths with the music industry through performances by leading artists such as TaitosmitH, Three Man Down, Ink Waruntorn, Oat Pramote, and Little John. Its success expanded the venue’s potential to host diverse large-scale events and created new growth opportunities for the Company.

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Thailand edges Turkmenistan 2-1 to secure Asian Cup 2027 finals spot

On 31 March 2026, the Thailand national football team defeated Turkmenistan 2-1 at Rajamangala National Stadium in the AFC Asian Cup 2027 Qualifiers, Third Round, Group D, Matchday 6. The victory officially secured Thailand's qualification for the AFC Asian Cup 2027 finals in Saudi Arabia.

Scenic 1/2 Marathon Pranburi 2026 delivers a memorable festival of love experience

On 14 to 15 February 2026, the Company organized the "Scenic 1/2 Marathon Pranburi 2026" under the concept "Run with Love, Because Every Step Tells a Story of Love." The event aimed to create an exercise experience amid the beautiful natural scenery of Pranburi, while promoting health and local tourism, and delivering a memorable experience for participants throughout the route.

BNK48 3rd generation concludes graduation concert with strong fan support

Independent Artist Management Co., Ltd. (iAM) organized the "BNK48 3rd Generation Graduation Concert" to officially bid farewell to BNK48's 3rd generation members. The event received an overwhelming response from fans, marking a memorable conclusion and reinforcing the Company's strong fan engagement.

2025 Sustainability Performance

To drive sustainable business growth, the Corporate Governance and Sustainability Committee plays a key role in setting policies, strategies, and targets, while supporting their implementation. The Company operates under an ESG framework covering economic, social, and environmental dimensions.

E

Environment Dimension

Total Energy Consumption (MWh)	Total GHG Emissions ($tCo2e$)	Waste from Electrical Installation (m^3)
68,468	35,397	684,588

The Company has developed a roadmap toward Net Zero by 2047, with short term and long-term targets, along with continuous monitoring and progress reporting.

S

Social Dimension

Work-Related Accidents (case)	Employee Training Hours (hours)	Community Water Donation (m^3)
0	44,630	18,802

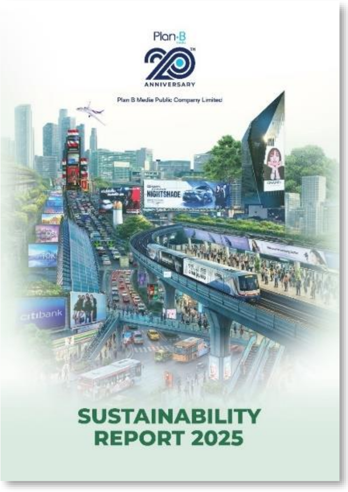
The Company is committed to developing employee capabilities and fostering a corporate culture that respects human rights, while creating shared value and growing sustainably with society.

G

Governance Dimension

Business Ethics Training for Employees (%)	Corporate Governance Assessment	Partners Assessed for ESG Risks (%)
100	Excellence	100

The Company is committed to managing risks under good governance principles and leveraging technology to enhance organizational efficiency, aiming to deliver sustainable returns to all stakeholder groups.



Plan B is committed to driving its business under the ESG framework by integrating economic, social, and environmental dimensions into its corporate strategy. This aims to elevate operational standards to an international level while creating shared value and sustainable growth with all stakeholder groups.

Scan the QR Code to download and read the full Sustainability Report 2025

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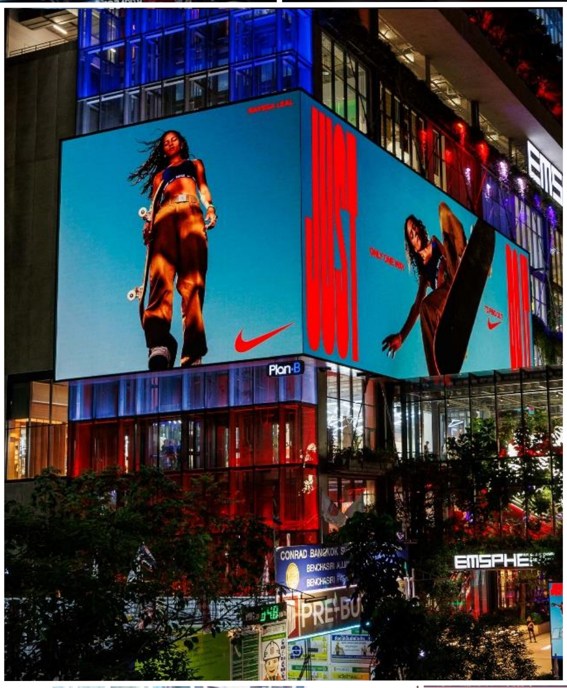
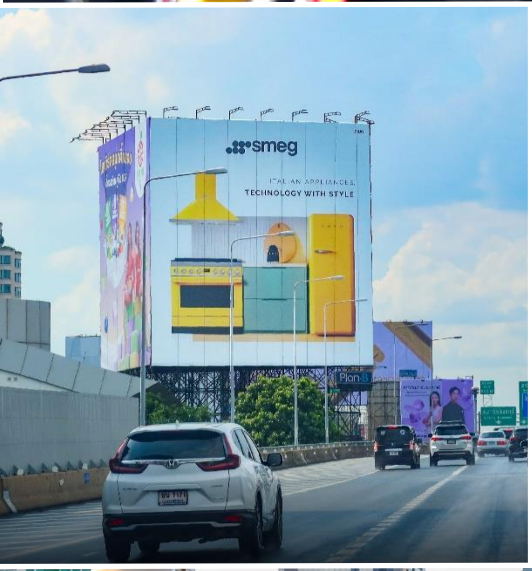
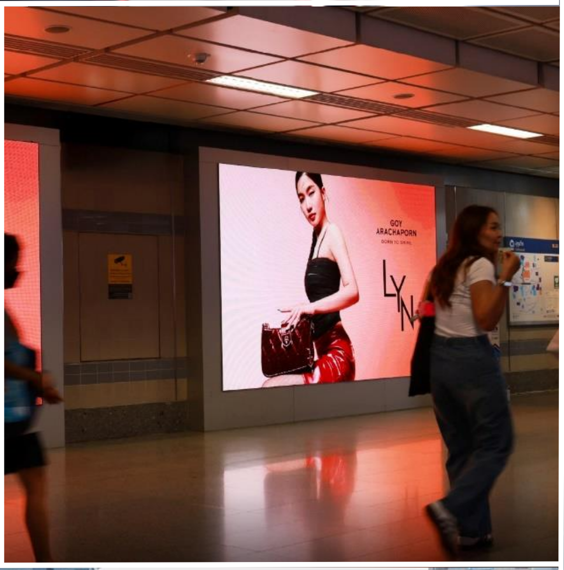
1Q 2026 CAMPAIGN HIGHLIGHTS







See more advertising campaigns at:
Plan B Media Plan B Media

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MANAGEMENT OUTLOOK AND STRATEGY FOR 2026

Revenue from sales and services	Growth of approximately 6–7%
Media utilization rate	> 75%
Gross profit margin	32-33%
SG&A to sales ratio	13-14%
CAPEX	THB 700 – 900mn
Dividend policy	At least 50% of net profit

Revenue from Sales and Services expected to grow by 6–7%

The company expects revenue from sales and services in 2026 to grow by approximately 6–7%, supported by full year revenue recognition from media management for VGI, Hello LED, and BTS column advertising sales rights, as well as new products and packages that enhance sales efficiency in the core OOH media business. Meanwhile, the engagement marketing business is expected to continue growing, particularly boxing, alongside revenue from marketing rights management for the English Premier League, with continued momentum in music marketing and event and concert management.

Expected gross profit margin at 32–33%, in line with sales growth.

The gross profit margin is expected to improve to 32–33%, supported by full year revenue recognition from new media assets, improved media utilization, and effective cost management. Meanwhile, the SG&A to sales ratio is expected to decline slightly from the prior year, reflecting continued expense discipline and ongoing improvements in operating efficiency.

CAPEX is targeted at THB 700–900mn to support growth opportunities and maintain asset quality at optimal efficiency

2026 CAPEX is expected to be approximately THB 700–900mn. The Company will continue to adopt a prudent investment approach, focusing on renovation and upgrades to enhance media quality, improve sales efficiency, and increase returns on assets, while maintaining liquidity and financial flexibility to support business opportunities.

Dividend policy at minimum 50% of net profit after tax and statutory reserve

PLANB is committed to driving long-term growth while delivering returns to shareholders. We emphasize maintaining strong financial health and flexibility to pursue future growth. Accordingly, our dividend policy is to pay a minimum of 50% of net profit after tax and statutory reserve. By preserving cash flow, we ensure we have the financial flexibility to lead and pursue growth prospects in changing circumstances

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