IR NEWSLETTER

PLAN B MEDIA PUBLIC COMPANY LIMITED

VOL. 02/2026

SHARE INFORMATION

Symbol	: PLANB
Sector	: Media & Publishing
Industry	: Services
Shares Outstanding	: 4,600,278,515 shares
Free Float	: 36.87%
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 5.75
52 Week High/Low	: 6.30 / 3.00
P/BV(X)	: 2.25
Market Capitalization	: THB 26,452mn USD 799mn*

Data as of August 14, 2026
* Exchange rate from BOT on August 14, 2026: 1 USD = 33.12 THB

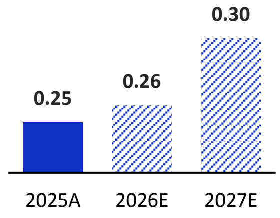
TOP 10 SHAREHOLDERS

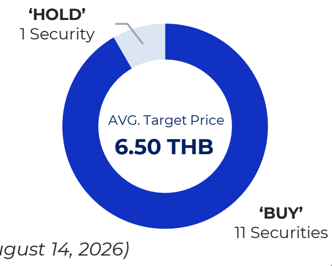
Rank	Shareholders	% Share
1	VGI PUBLIC COMPANY LIMITED	24.13
2	MR. PALIN LOJANAGOSIN	23.82
3	MR. PITHARN ONGKOSIT	6.24
4	MR. SUCHART LUECHAIKAJOHNPAN	4.42
5	MR. PONGSAK THAMMATHATAREE	3.41
6	WIN HARVEST INTERNATIONAL LIMITED	3.11
7	THAI NVDR CO., LTD.	2.64
8	MR. ATTHAWAT SIRISITTITHONGCHAI	2.13
9	Ph.D.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

Data as of April 21, 2026

ANALYST CONSENSUS

Earnings per share (THB)





Source: Settrade (Data as of August 14, 2026)

UPCOMING EVENTS

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					

August 2026

24 July – 13 August 2026	: Silent period
14 August 2026	: 2Q 2026 Financial Results Announcement
15 August 2026	: 2Q 2026 Analyst Meeting
15 August 2026	: 2Q 2026 Opportunity Day
26 – 28 August 2026	: Thailand Focus 2026

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.

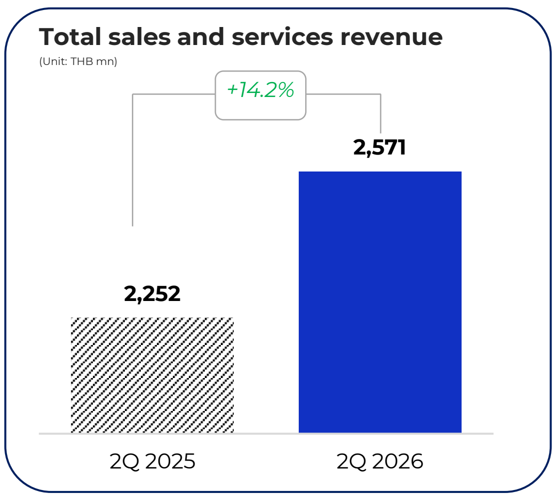
2Q 2026 PERFORMANCE

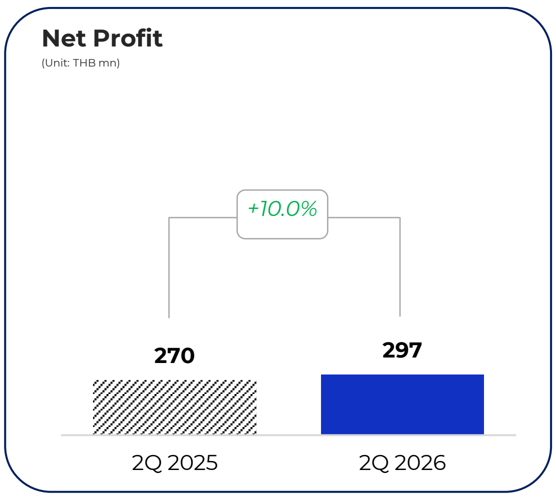
Amid a gradual economic recovery, the company achieved continuous growth driven by a diversified business portfolio and disciplined cost management.

For 2Q 2026, the company reported total sales and services revenue of **THB 2,571mn**, up 14.2% YoY and net profit of **THB 297mn**, up 10.0% YoY. Key drivers included the out of home media business growing across all segments with a utilization rate of 74.2% and revenue recognition of THB 18mn from managing VGI media, alongside engagement marketing growth supported by EPL rights revenue and the rising popularity of Muay Thai following the launch of Immersive Muay Thai.

On profitability, effective cost management expanded the gross profit margin to **33.4%**. Although the ratio of selling and administrative expenses to revenue increased to **14.2%** due to higher selling expenses aligned with business expansion, the company maintained disciplined expense control and remains committed to continuously improving operational efficiency.

For the first six months ended June 30 2026, the company maintained a strong financial position, generating free cash flow of **THB 2,051mn**. While the debt to equity ratio stood at **1.13 times** due to borrowings supporting the strategic investment in COM7 Public Company Limited, the company continues to uphold financial discipline and manage liquidity appropriately.





For more information, please visit
Management Discussion and Analysis Yearly Ending 30 June 2026

2Q 2026 HIGHLIGHTS

PLANB enters strategic partnership acquiring 11.01% stake in COM7 Joining OOH media strength with tech retail leader to create long term mutual growth opportunities

The company invested in 263 million common shares of **COM7 Public Company Limited** or **COM7** representing 11.01% with an investment value of approximately THB 7,215mn to build a long term partnership foundation between the two companies and connect Plan B's media capabilities and consumer reach with COM7's strength in tech retail to unlock new opportunities for developing products, services, and future business collaboration models.

Approves interim dividend payment for 1H26 performance at THB 0.0435 per share alongside long term liquidity management

The Board of Directors approved an interim dividend payment for the first half of 2026 performance at THB 0.0435 per share totaling approximately THB 200 million, representing a dividend payout ratio of 67.9%, reflecting the company's ability to deliver returns to shareholders alongside maintaining financial flexibility to support long term growth.

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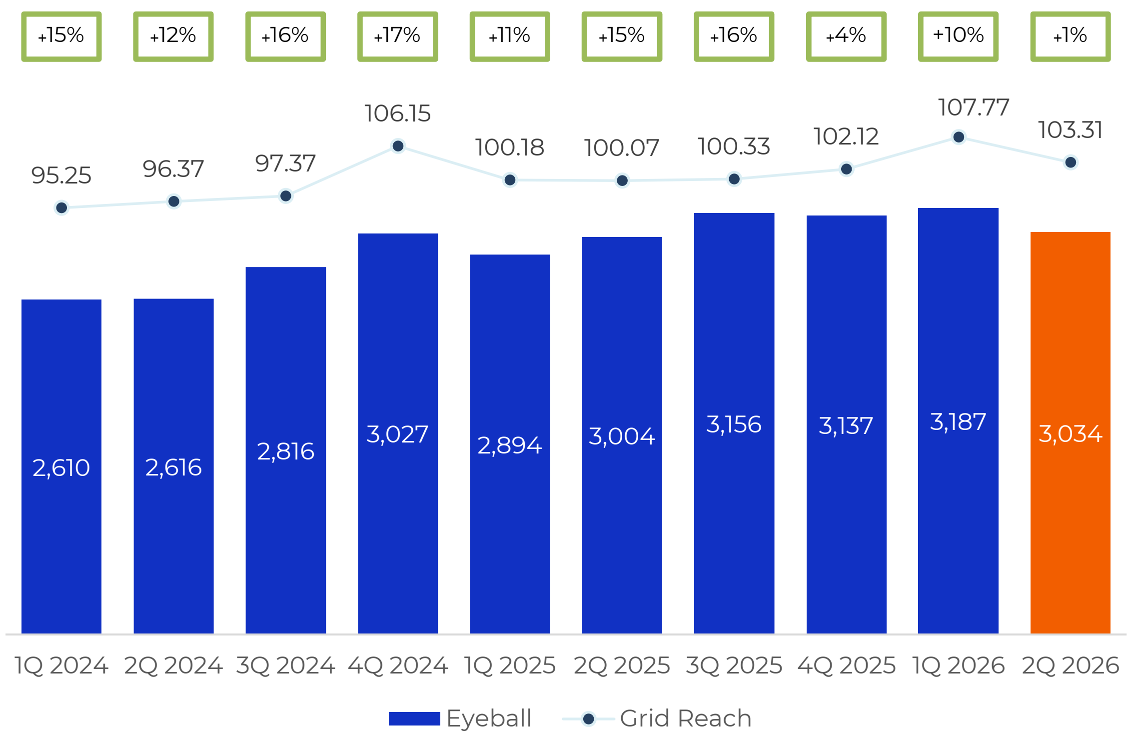
MAGNETIC MEASUREMENT

(Unit: million eyeballs)



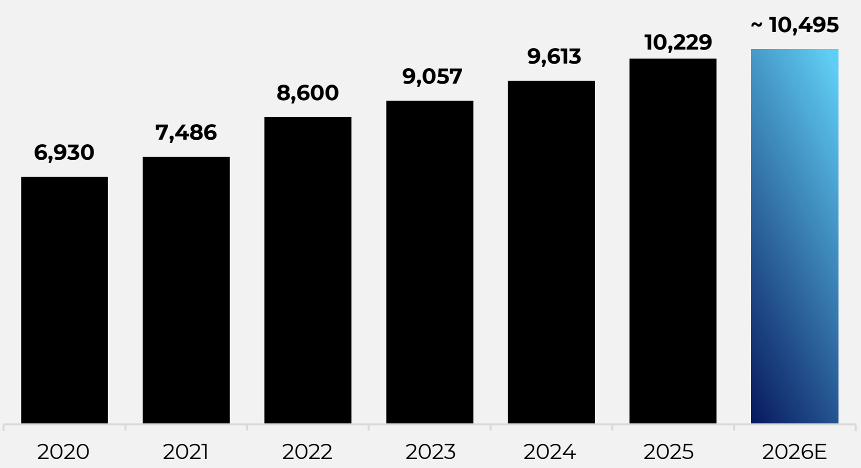
Statistics from the out of home media measurement system Magnetic Measurement in 2Q 2026 recorded total media impressions of 3,034 million and a Grid Reach of 103.31 million up approximately 1% compared to 2Q 2025. Growth was supported by sky train travel and commercial area events such as Midnight Sales, Bangkok Pride 2026, and indoor concerts, despite pressure from the tourism low season, heavy rainfall impacts, and rising travel costs.

Source: Plan B Media PCL. – Magnetic Measurement

KEY FINANCIAL HIGHLIGHTS & RATIOS

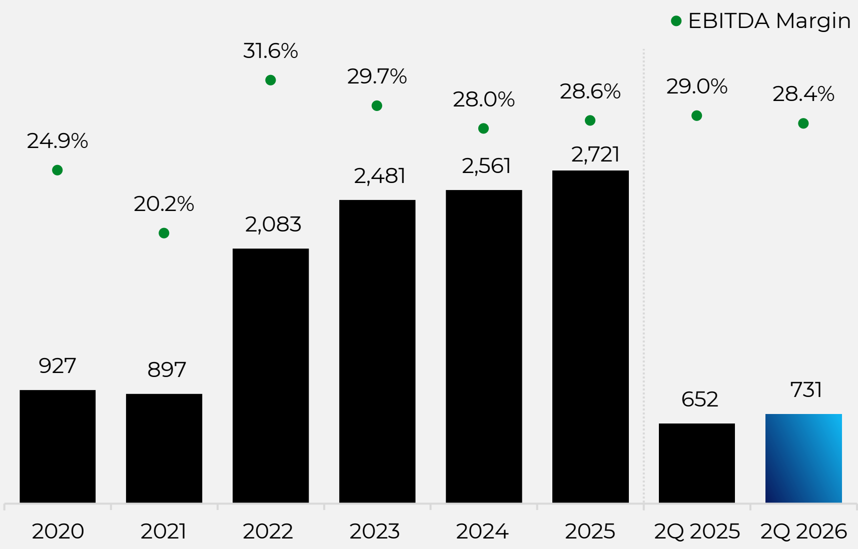
Media Capacity

(Unit: THB Million)



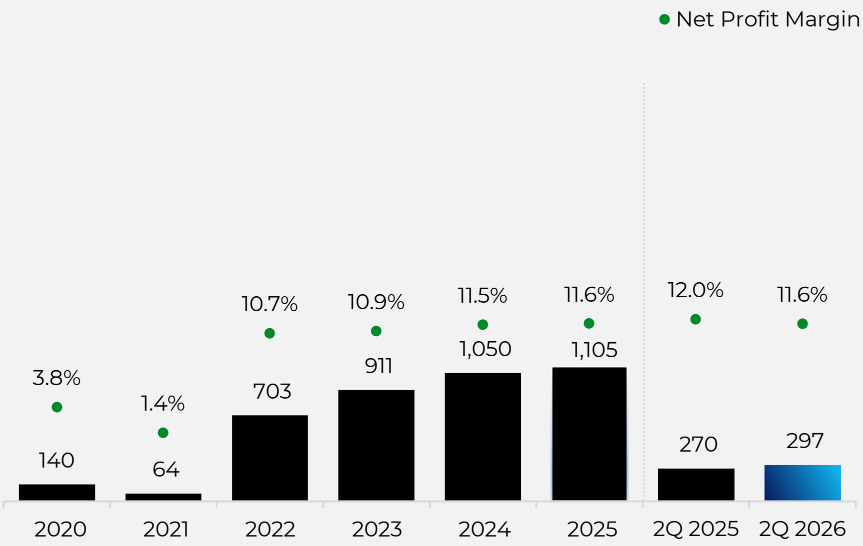
EBITDA (Excluding the impact from TFRS16)

(Unit: THB Million)

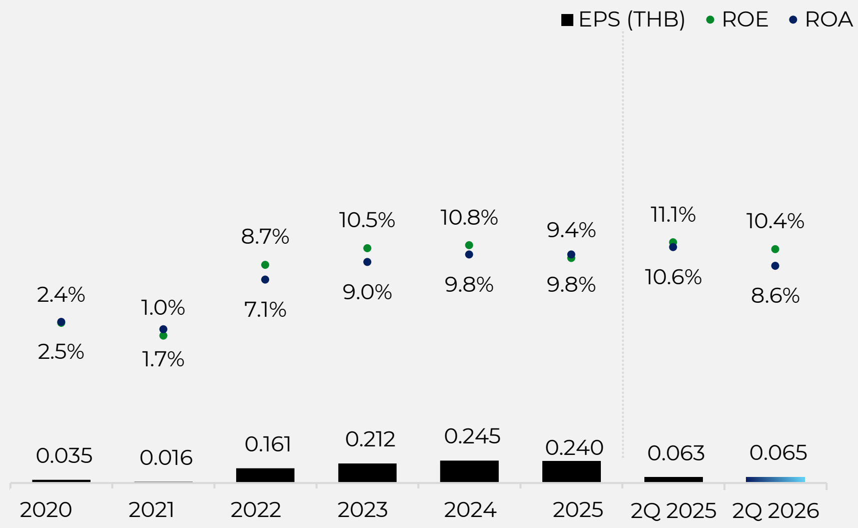


Net Profit

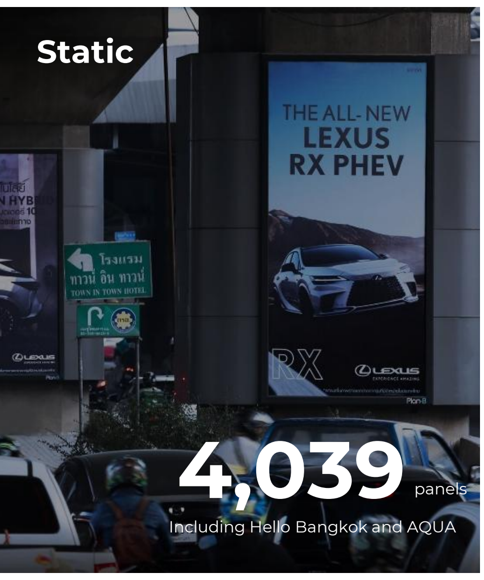
(Unit: THB Million)

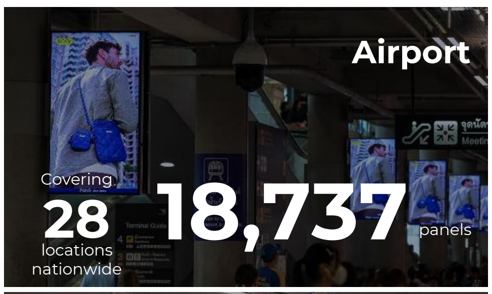


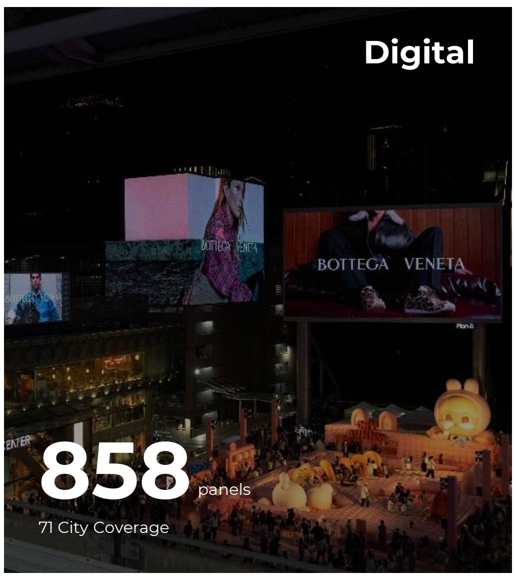
Key Financial Ratio

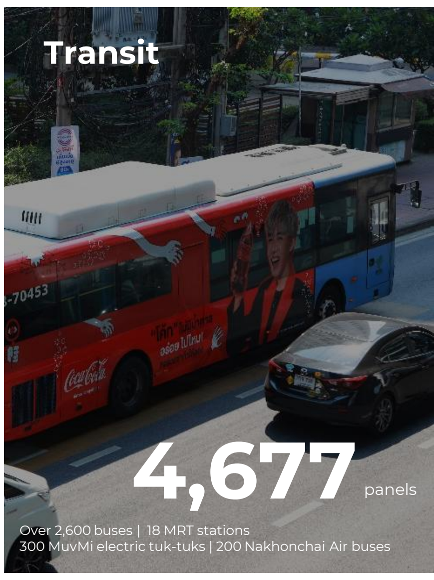


OUT-OF-HOME MEDIA









Data as of June 30, 2026

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Launches two new iconic media securing prime downtown locations highlighting brand impact potential

Unveils new media the big Y giant digital screen in the heart of the city connecting urban commuters

A giant digital screen spanning over 670 square meters located at one of Bangkok's busiest transit connections along the Si Rat Expressway. Featuring a Y Junction position, the screen is visible from multiple directions both on the expressway and at street level, standing prominently above sightlines along the route. Equipped with P16 LED technology delivering sharp images, colors, and motion day and night, it enables maximum brand impact creation.

Unveils new advertising landmark exchange tower iconic wrap securing prime location in the heart of Asoke intersection

A massive building wrap advertising media Exchange Tower Iconic Wrap spanning up to 1,605 square meters in a prime high potential location at the Asoke Sukhumvit intersection, featuring high visibility from multiple angles reaching over 68 million BTS Asoke commuters per year and approximately 50 million MRT Sukhumvit passengers per year. It serves as a powerful media space ready to meet the needs of leading brands in creating standout presence and premium awareness in Bangkok's key business district.

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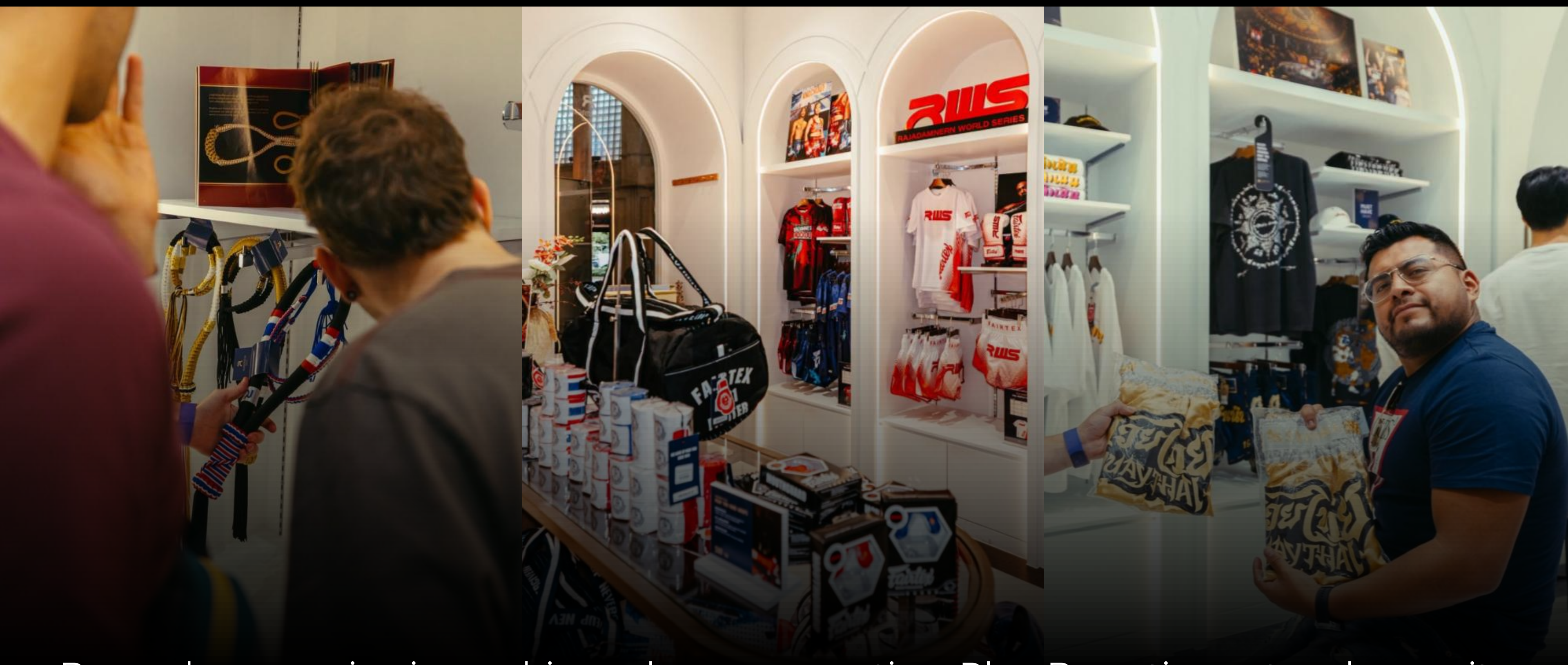
Historic fight "RWS200" grandly celebrates its 200th milestone event ready to build on success to create added business value

Rajadamnern World Series (RWS) achieved phenomenal success in the historic RWS200 event on June 27 2026 to celebrate its 200th Muay Thai fight, marking its grandest tournament in four years by bringing together top tier fighters across seven headline bouts, proudly elevating Muay Thai event standards to an international level.



Beyond success in viewership and arena reception, Plan B continues to advance its commercial extension strategy through the merchandise business by converting show popularity and the existing fight fan base into added value creation.

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Thailand national football team competes in FIFA day friendlies against Kuwait and China

The Thailand national football team participated in two FIFA Day friendly matches, competing against Kuwait on June 5 and China on June 9. Most recently, Thailand maintained its FIFA World Ranking position at 94th globally and 15th in Asia, reflecting the team's development and stability in maintaining professional football standards to prepare for future major tournaments.

Scenic 1/2 Marathon Chanthaburi 2026 concludes successfully supporting sports tourism in Chanthaburi

The Scenic 1/2 Marathon Chanthaburi 2026 running event concluded impressively on June 7 2026 in Chanthaburi province, taking runners through scenic views along the route while receiving an enthusiastic response from participating runners and health enthusiasts. It marks another sports event that effectively promotes sports tourism and energizes the local economy.

iAM Celebrates 9th Anniversary with BNK48 & CGM48 Festival and New Album Launch

Independent Artist Management Company Limited (iAM) hosted the 9th anniversary "BNK48 & CGM48: On Cloud 9 Festival" from May 30 to June 1, 2026, at The Mall Lifestore Bangkae. Featuring fan meetings across all generations and the launch of their 6th album, "Ponytail to Shushu," the three-day event drew enthusiastic fan support.

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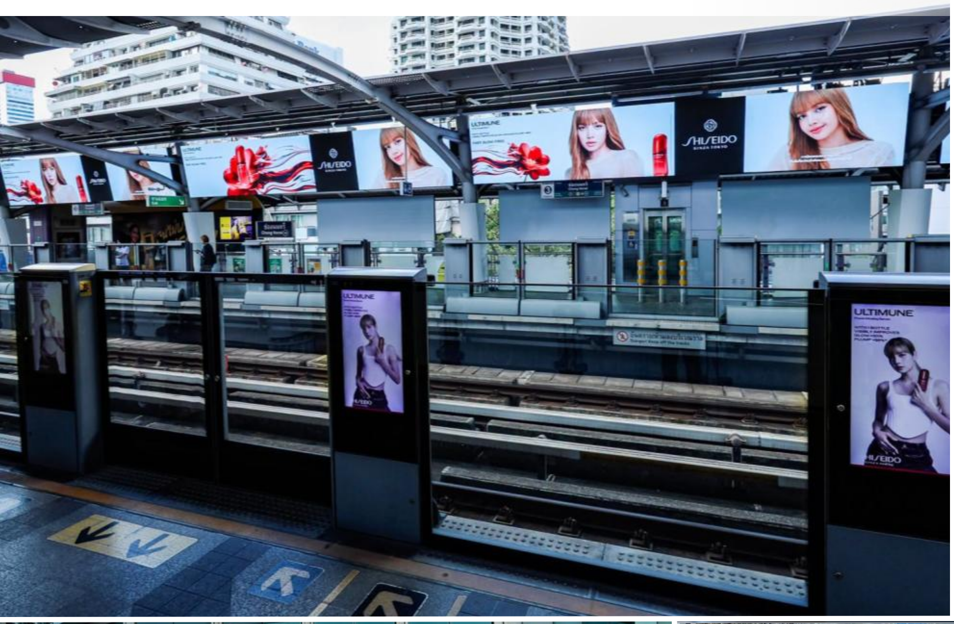
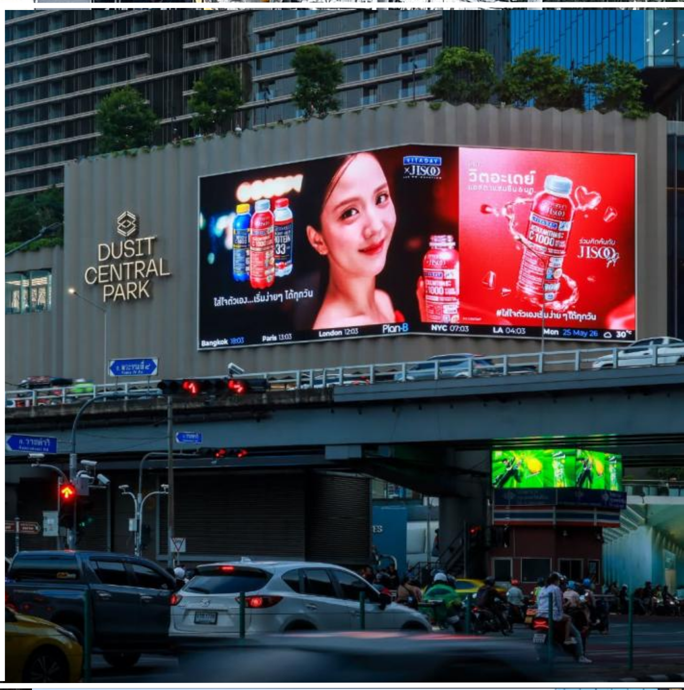
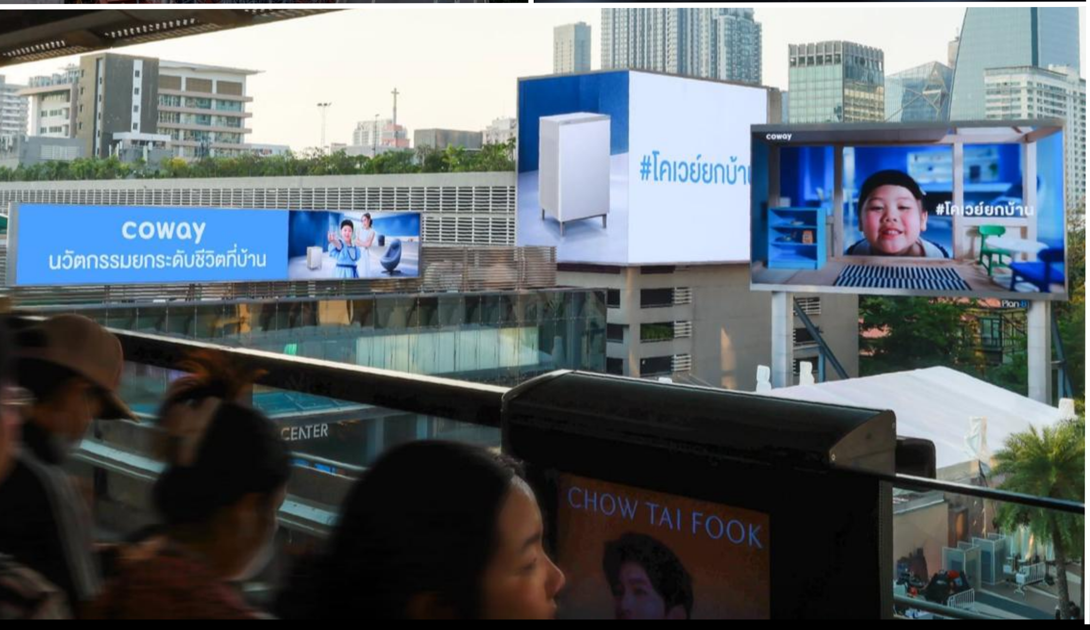
2Q 2026 CAMPAIGN HIGHLIGHTS







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

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MANAGEMENT OUTLOOK AND STRATEGY FOR 2026 (Maintain)

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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