IR NEWSLETTER

PLAN B MEDIA PUBLIC COMPANY LIMITED

VOL. 03/2026

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 8.28
52 Week High/Low	: 9.20 / 3.00
P/BV(X)	: 3.13
Market Capitalization	: THB 38,090mn
	USD 1,125mn*

Data as of November 16, 2026
* Exchange rate from BOT on November 17, 2026
1 USD = 33.85 THB

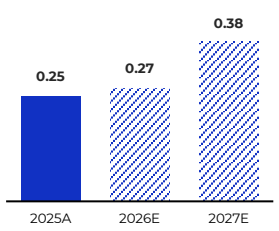
TOP 10 SHAREHOLDERS

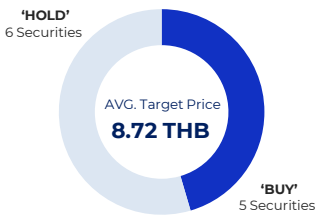
Rank	Shareholders	% Share
1	Mr. Palin Lojanagosin	25.00
2	VGI Public Company Limited	23.89
3	Mr. Pitharn Ongkosit	6.58
4	Mr. Pongsak Thammathataree	4.61
5	Mr. Suchart Luechaikajohnpan	4.42
6	Thai NVDR Co., Ltd.	3.68
7	Mr. Atthawat Sirisittithongchai	2.31
8	Win Harvest International Limited	2.17
9	Mr. Pinijsorn Luechaikajohnpan	1.64
10	Mr. Sura Khanittaweekul	1.30

Data as of August 28, 2026

ANALYST CONSENSUS

Earnings per share (THB)





Source: Settrade (Data as of November 16, 2026)

UPCOMING EVENTS

November 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					

29 October - 12 November 2026 : Silent period
12 November 2026 : 3Q 2026 Earnings Release
13 November 2026 : 3Q 2026 Analyst Meeting
13 November 2026 : 3Q 2026 Opportunity Day
18 November 2026 : Group Meeting with Fund Managers

Note: Block schedule for company 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.



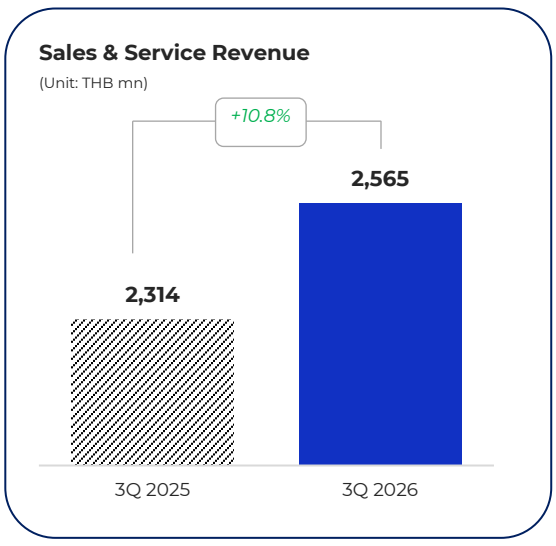
3Q 2026 PERFORMANCE

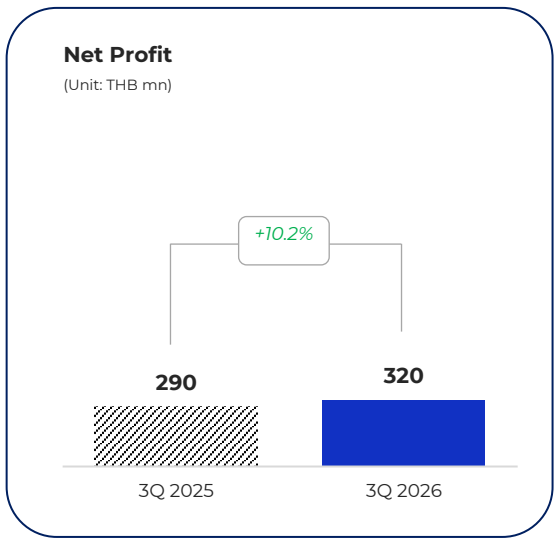
Amid continued economic challenges, the company kept growing on a diversified portfolio and disciplined cost control.

For 3Q 2026, the company reported total sales and services revenue of **THB 2,565mn** (+10.8% YoY) and net profit of **THB 320mn** (+10.2% YoY). Key drivers were the OOH media business with revenue of THB 1,950mn (+2.5% YoY) at a 74.3% utilization rate, and engagement marketing revenue of THB 615mn (+49.4% YoY) from sports marketing, especially boxing and the ASEAN Championship 2026.

On profitability, gross margin rose to **36.0%** from 31.6% last year, lifting operating profit 23.8% YoY, although the SG&A to revenue ratio rose to **14.9%** on commissions and boxing marketing investment.

For 9M 2026, the company recorded **revenue of THB 7,619mn** (+11.8% YoY) and **net profit to shareholders of THB 824mn** (+9.5% YoY), with **free cash flow of THB 2,676mn** and D/E of **1.09 times**. Share of profit from COM7 was recognized from September 2026.





For more information, please visit
Management Discussion and Analysis for the Quarter Ended September 30, 2026

3Q 2026 HIGHLIGHTS

PLANB acquires a 46.28% stake in iCare worth THB 860mn Expanding into insurance to diversify earnings sources

The Board approved subscribing for 1,126.30 million new shares of **iCare Insurance Public Company Limited** or **iCare**, a COM7 subsidiary, a 46.28% stake worth THB 860mn. Approved by COM7 and iCare shareholders, the deal awaits OIC approval and is expected to close by end of 2026.

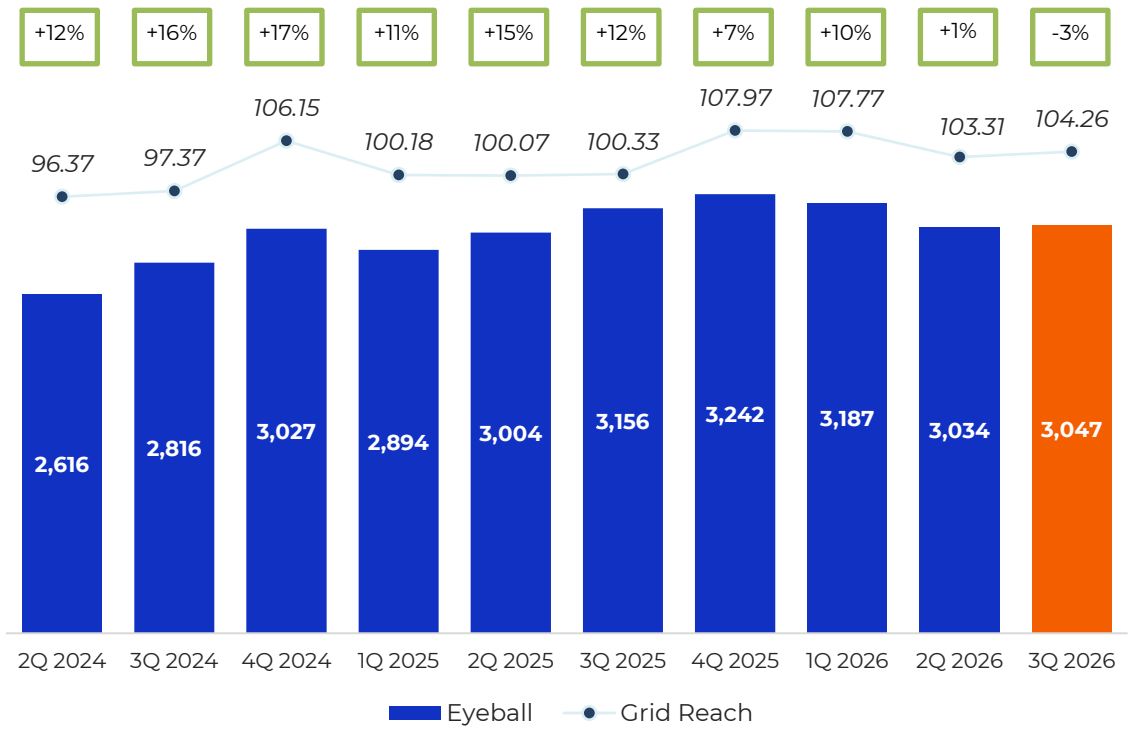
PLANB rated "Excellent" in CGR 2026 Reaffirming good and transparent corporate governance

The company received an **"Excellent" or 5-star** rating in the 2026 Corporate Governance Report of Thai Listed Companies (CGR) by the Thai Institute of Directors (IOD), supported by the SET and the SEC.

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MAGNETIC MEASUREMENT

(Unit: million eyeballs)



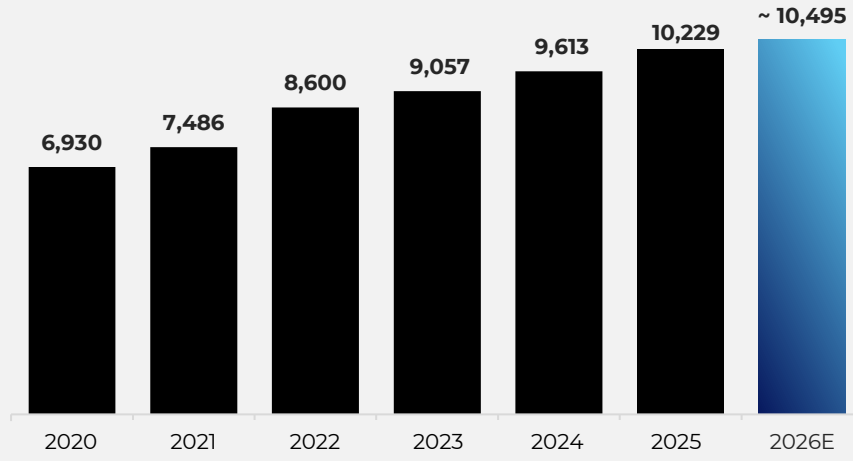
Magnetic Measurement statistics for 3Q 2026 reflect **continued expansion in consumer reach**, with Grid Reach **up about 4% YoY to 104.26 million**, while media impressions (Eyeball) were 3,047 million, down slightly by about 3% YoY due to tourism seasonality, heavy rain and flooding in late September, and higher travel costs. Nevertheless, large concerts and events supported travel in key areas, reflecting the network's broad consumer reach.

Source: Plan B Media PCL. (Magnetic Measurement)

KEY FINANCIAL HIGHLIGHTS & RATIOS

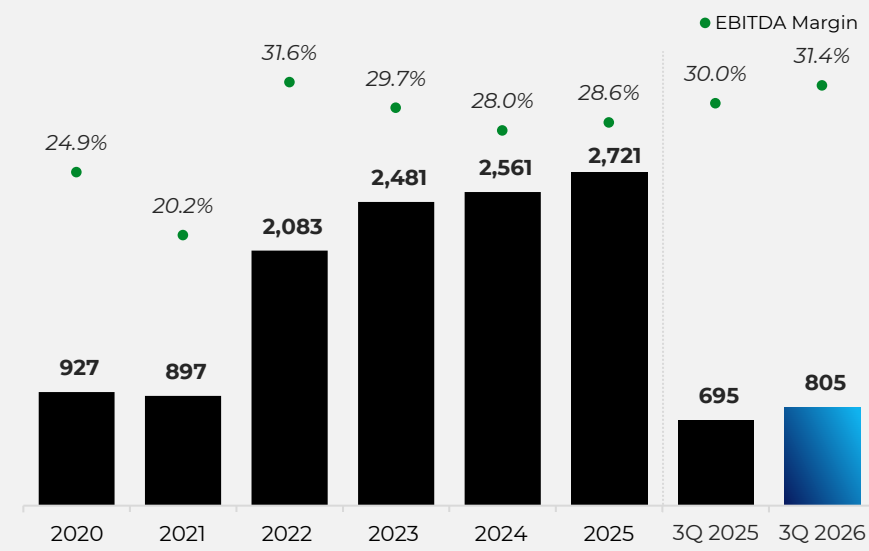
Media Capacity

(Unit: THB mn)



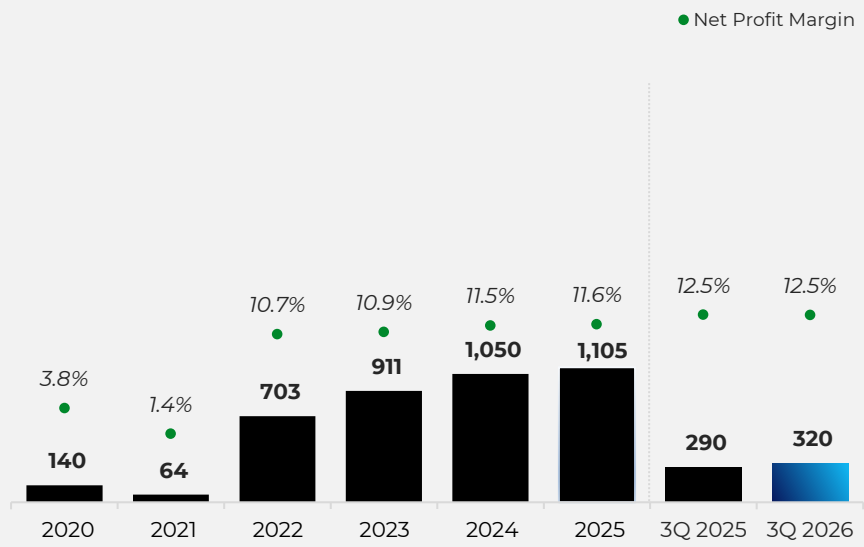
EBITDA
(Excluding the impact from TFRS16)

(Unit: THB mn)

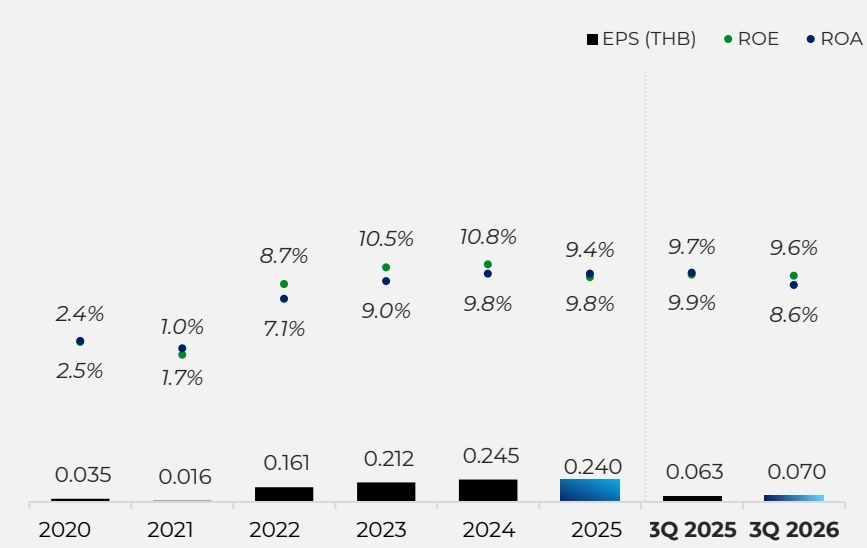


Net Profit

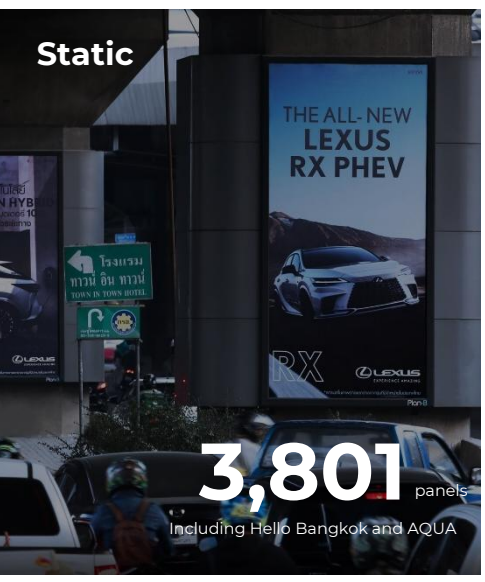
(Unit: THB mn)

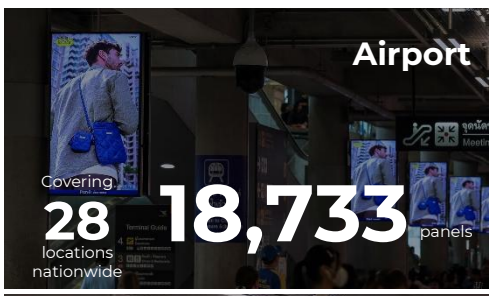


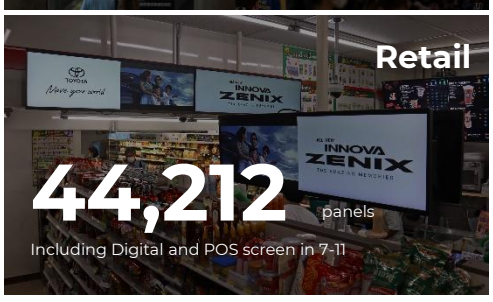
Key Financial Ratio

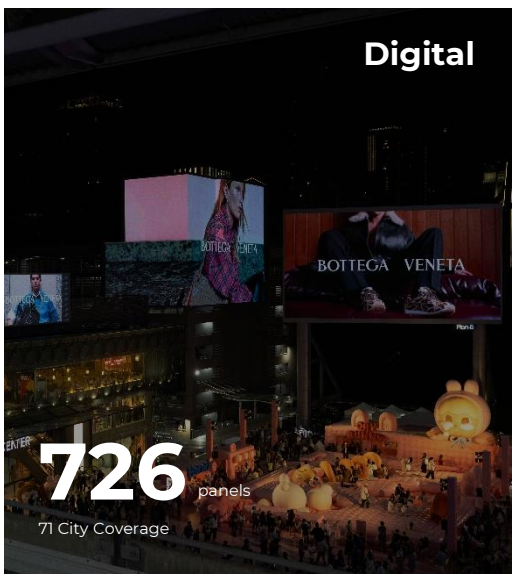


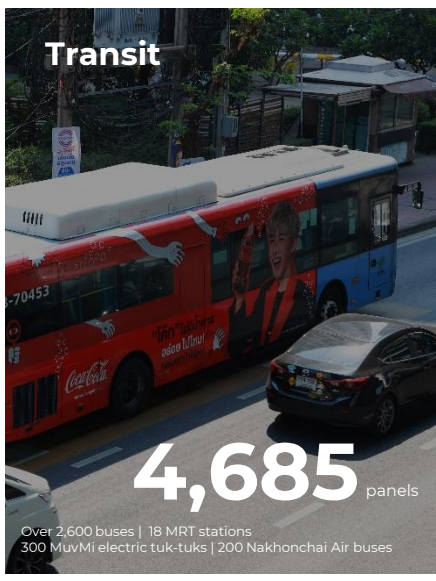
OUT-OF-HOME MEDIA











Note: Plan B's OOH media only, excluding media managed for VGI

Data as of September 30, 2026

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Fans Cheered for Thailand

at the ASEAN Championship 2026, totaling over

53,254 fans

Over 3 home matches at Rajamangala Stadium, Thailand won all 4 group games, topped Group B and finished runner-up.



16,037

Thailand vs Malaysia

Aug 1, 2026

10,802

Thailand vs Singapore

Aug 18, 2026

26,415

Thailand vs Vietnam

Aug 22, 2026 · Final, 1st leg

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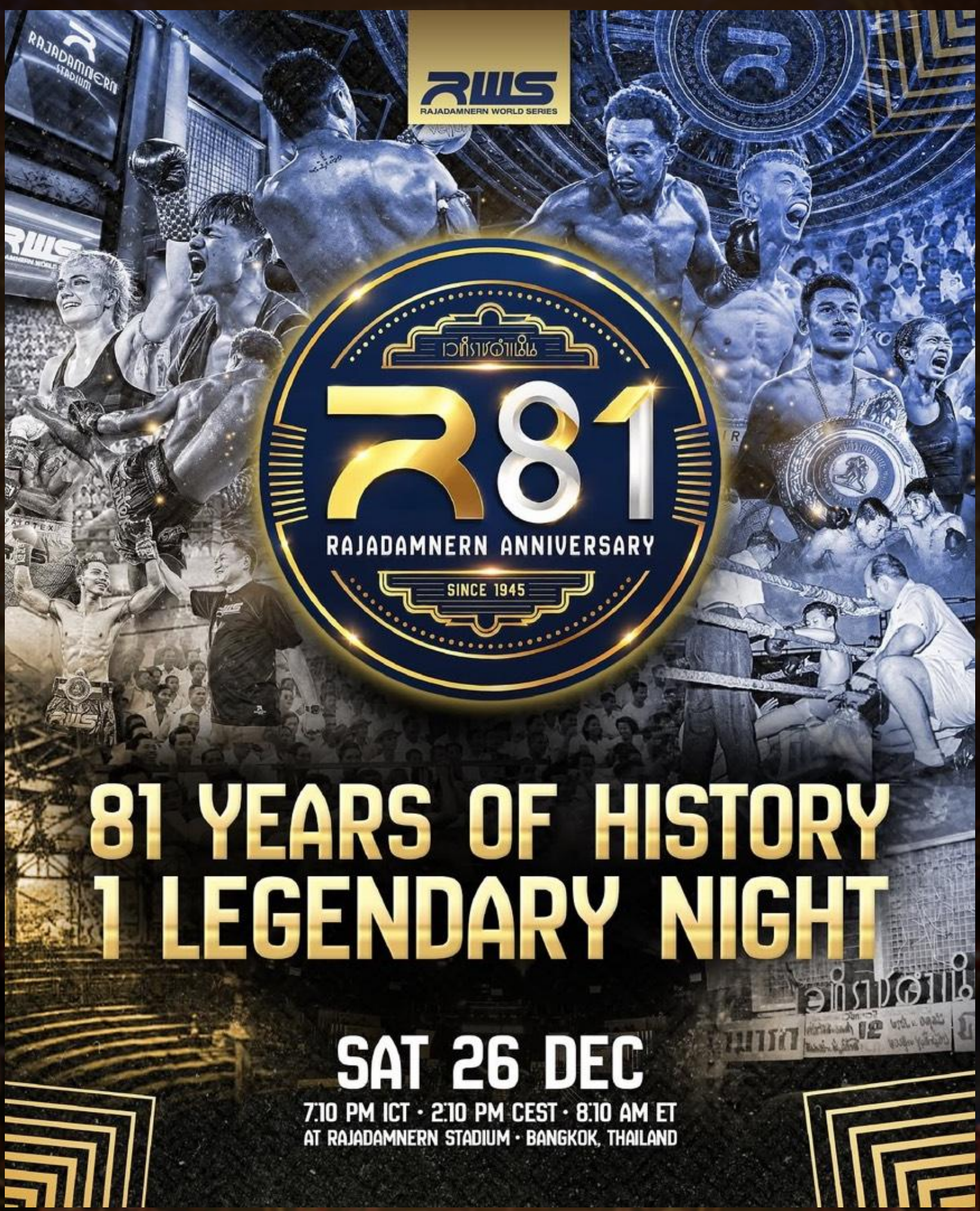
STORYTELLING

Elevating Rajadamnern Stadium into a world-class sports and cultural destination

Rajadamnern Stadium unveiled a new Immersive Storytelling show with projection mapping on its dome, turning the space above the ring into a stunning stage of light and sound, from the Wai Kru under the “Sacred Intricacy” concept to scenes from Thai history and literature during the fights.

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RWS Announces Year-End Mega Fight
81 Years of Rajadamnern Stadium



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Scenic 1/2 Marathon Series Rayong & Krabi

Scenic 1/2 Marathon Rayong 2026 at Laem Charoen Park and Scenic 1/2 Marathon Krabi 2026, the South's first race with the World Athletics Road Race Label

Plan B Eleven co-hosts eFootball™ Open Championship 2026

The eFootball™ World Championship (Console and Mobile), held outside Japan for the first time at eFootball™ World Festival in Bangkok, Siam Paragon, on July 26, 2026, gathered top global players and 3 Thai players, plus Wayne Rooney and Kiatisak Senamuang.

BNK48 & CGM48 Bon Odori 2026

iAM recreated a Japanese temple festival at Island Hall, Fashion Island, on July 24-26, 2026, and announced the Senbatsu General Election 2026

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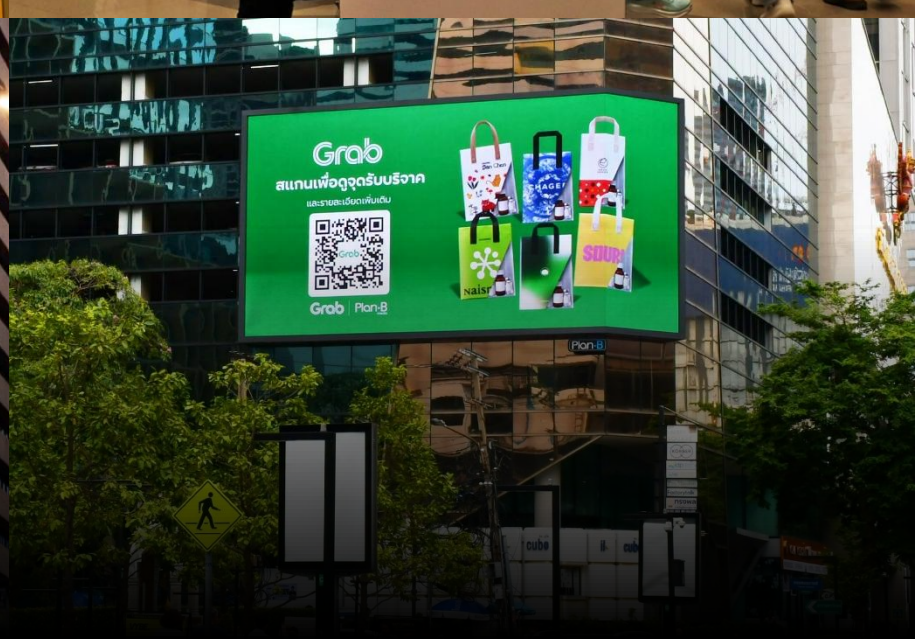
Cooler Bags to Medicine Bags

Plan B and Grab Thailand invite the public to donate used cooler bags to Charoenkrung Pracharak Hospital to carry temperature-sensitive medicines, cutting hospital costs and packaging waste.









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SET AWARDS 2026

6 Consecutive YEARS

Outstanding Investor Relations Awards

Outstanding IR Awards, Business Excellence category, for listed companies with market capitalization of THB 10,000-30,000mn



IAA AWARDS FOR LISTED COMPANIES 2026

TRIPLE WIN

6th consecutive year



Source: Investment Analysts Association (IAA) and the Stock Exchange of Thailand

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3Q 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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