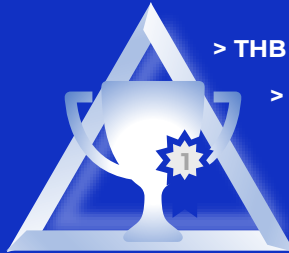


# PLAN B FACTSHEET 2021

"PLAN B IS EVERYWHERE"



Plan B Media Public Company Limited is an Out-of-Home (OOH) media service provider with network coverage in Thailand and Asian who offers various media in terms of formats, techniques, innovations, including media maintenance throughout the service period. Since 2005, the Company has been growing continuously from providing full advertising media services that meet various needs of brands and products and consultation on media planning and marketing and content development that are appealing to the audience.



> THB 8,000 million in term of media capacity throughout Thailand

> 20,000 Out-of-home media display in Thailand

> 3,500 million eyeballs

~ 40% of market share in Thailand

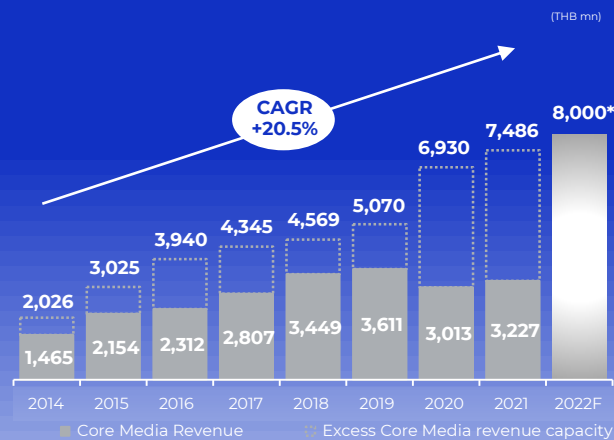
In term of media types in Thailand  
(Transit, Static, Digital, Retail and Airport)

Data as of 31 Dec 2021

## Achievement & Awards



## Plan B's long-term growth strategy



### Core media

Building diversified OOH media network and expanding to new territories

### Adjacencies media

Exploring opportunities in adjacencies media to enhance integration

### Step-out opportunities

Seek step-out channel to add to portfolio to leapfrog growth

## Strategic shareholder



A provider of fully integrated offline-to-online (O2O) solutions through ecosystem to customers that offer 360-degree view of advertisement solutions.

### ADVERTISING

Nationwide mass media data-driven online media activation media

### PAYMENT

Transaction behavior central loyalty program unique online data source

### LOGISTICS

Direct to customer one-on-one communication



## Performance in 2021



**REVENUE**  
THB 4,443 mn



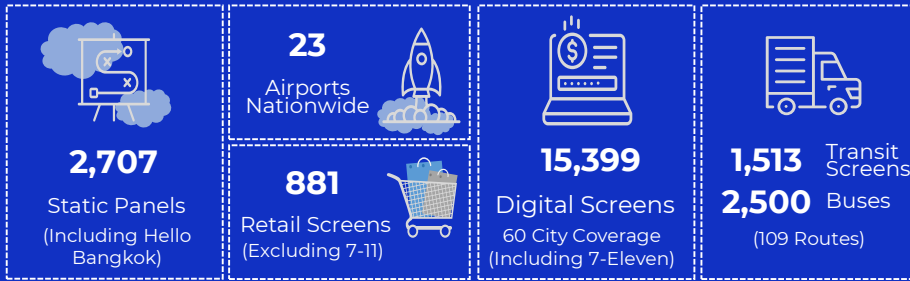
**NET PROFIT**  
THB 64 mn



**EBITDA**  
THB 2,341 mn

# PLAN B FACTSHEET 2021

## OOH MEDIA



New landmark of DOOH with over **3,000 sqm.**

Reach over **27.6 million eyeballs** per month

Reach over **18.7 million eyeballs** per month

More than **50%** claimed to have seen the ad in the past 1 month

**No.1 media** with highest visibility and frequency

More than **90%** of commuters has recently seen the ad in the past 1 month

Digital screens at top best **2,000 stores nationwide**



**BUS MEDIA**



**PARC PARAGON THE 90° & INTERCHANGE 21**

## ENGAGEMENT MARKETING



**2.3 millions** in match day attendance

**8th Top League** in Asia

Over **10,000 hrs.** of TV broadcast

**1st Idol girl group** in Thailand

**35 million** followers worldwide

**350 million** views in YouTube



**#1 Engagement on Facebook TH** in Muay Thai Industry

Reach more than **3 million people**

Collaboration with **Rajadamnern Stadium**

**e-Football in Thai > 300,000 DAU**

Reach more than **25 million people**

**> 5.4 million** views

DAU = Daily Active Users

**3.4 million MAU** in Thailand

**+80% completion rate**

MAU = Monthly Active Users



**E-LEAGUE**



Licensed Rights Holder for the Olympic Games 2021  
**19th Asian Games Hangzhou 2022**

Managing the commercial rights for 4 Olympic events

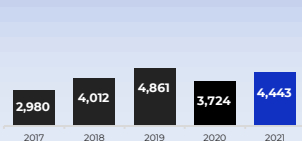
**6 Broadcasting channels**



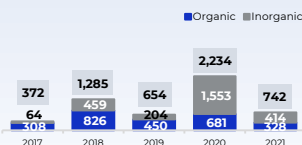
Source: Company data  
Data as of 25 Mar 2022

## Financial Highlight (Unit: THB mn.)

### Revenue from sales and services



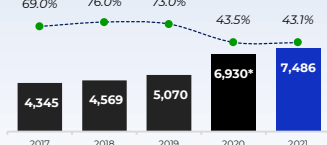
### CAPEX



### EBITDA (Excluding the impact from TFRS16)



### Media capacity

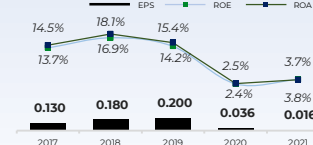


\*MACO total media capacity as signed contract was THB 1429 mn. PLANB started consolidating MACO media capacity since 1 Feb 2020.

### Net profit (including the impact from TFRS16)



### Key financial ratios



## Stock information (25 Mar 2022)

SET ticker	PLANB
Bloomberg ticker	PLANB:TB
Registered shares	4,348,476,275 shares
Paid-up register shares	4,193,173,544 shares
Market cap (THB mn)	32,497
Market cap (USD mn)	970
52-week High / Low	8.65 / 4.89
P/BV (X)	4.61

\*Exchange rate from BOT: 1USD = THB 33.51

**Dividend Policy:** not less than 50% of net profit after deduction of tax and legal reserve.

## CONTACT US

**HEAD OFFICE**  
1213/420 Soi LatPhrao 94  
Wangthonglang Bangkok 10310  
Tel: 02-530-8053 ext  
Fax: 02-530-8007

**INVESTOR RELATIONS**  
Email: ir@planbmedia.co.th  
Tel: 02-530-8053 ext 131