PLANB : PLAN B MEDIA PUBLIC COMPANY LIMITED

3M/2026 (Jan - Mar 2026)

Business Overview

- PLANB is a leader in providing out-of-home media services with diverse service platforms utilizing innovation and technology, covering both Bangkok and other provinces, including advertising media on public transportation, static advertising media, digital advertising media, advertising media in shopping malls, and advertising media within airports.
- The company is committed to diversifying its business by developing engagement marketing to further revenue growth, including sports marketing and artist management businesses. It leverages its sufficient advertising media production capacity (overcapacity) to efficiently manage upstream operations, working more closely with brands and product owners through marketing with the 4Os strategy: Online, On the air, Out of home, and On ground.

Financial Statement

	3M26	3M25	2025	2024
Income Statement (MB)				
Revenues		2,259.29	9,610.08	9,237.92
Expenses		1,805.23	7,695.80	7,605.95
Net Profit (Loss)		192.51	1,105.34	1,050.38
Balance Sheet (MB)				
Assets		17,711.76	19,470.88	16,678.18
Liabilities		7,788.48	6,879.29	6,715.56
Shareholders' Equity		9,580.19	11,705.97	9,722.54
Cash Flow (MB)				
Operating		1,736.08	4,524.74	3,315.56
Investing		-298.67	-2,177.81	-836.35
Financing		-551.53	-1,303.71	-2,816.27
Financial Ratio				
EPS (Baht)		0.04	0.25	0.24
GP Margin (%)		33.56	32.22	30.04
NP Margin (%)		13.36	13.89	11.96
D/E Ratio (x)		0.78	0.55	0.67
ROE (%)		11.44	10.32	11.42
ROA (%)		10.54	10.66	9.96

Business Plan

- The economy is expected to gradually recover, particularly with an improved tourism sector, although GDP growth remains limited at approximately 2%.
- The company will be bolstered by full-year revenue recognition from VGI's and Hello LED's media management, as well as advertising media sales rights for BTS columns. This includes the development of new products/packages to expand customer choices and enhance sales efficiency, thereby supporting the growth of the out-of-home media business, which is its core operation.
- Concurrently, the engagement marketing business continues its growth, notably in the increasingly popular boxing sector. Revenue from managing marketing rights for the English Premier League remains strong, alongside the music marketing business with year-round plans, and the event and concert management business, which consistently secures new projects.

Sustainable Development Plan

- The company has a policy focused on fostering collaboration in environmental, social, and governance (ESG) aspects to align with its sustainable development policy and the United Nations Sustainable Development Goals (SDGs).
- The aim is to create long-term benefits for all stakeholders throughout the value chain, encompassing social responsibility, management in accordance with corporate governance and good corporate governance, and environmental stewardship.

Business Highlight

- Total revenue of THB 2,493 million and net profit of THB 207 million, growing YoY, while generating 1,063 million Baht in free cash flow, reflecting the company's business strength and financial position.
- Continuing to leverage strategic collaborations with VGI and Hello Bangkok LED through the development of new media packages and the expansion of a quality media network to enhance sales efficiency and support future growth.

Performance and Analysis

Business Performance Summary

- **Revenue from sales and services amounted to 2,484 million Baht, a growth of 10.3% YoY,** driven by growth across all advertising media segments, with a media utilization rate of 69.9%, and recognized 20 million Baht in revenue from VGI media management.
- **Gross profit margin stood at 31.3%,** a decrease from 33.6% YoY, due to a decline in the gross profit margin of the music marketing business, the recognition of accounting costs from PPA, as well as the full-quarter recognition of costs from Hello Bangkok LED Co., Ltd.
- **Operating profit amounted to 438 million Baht, a decrease of 3.5% YoY,** due to increased selling expenses, particularly commissions aligned with the expansion of out-of-home advertising revenue, and marketing expenses to support the expansion of the boxing sports business audience base.
- **EBITDA stood at 1,089 million Baht, an increase of 0.2% YoY, while net profit amounted to 207 million Baht, an increase of 7.6% YoY,** attributable to lower financial costs compared to the previous year.

Key Milestones

Out-of-home media business

- **"BTS & City Sync"** Created a seamless advertising phenomenon connecting the BTS Skytrain and advertising screens in the heart of Siam through 3 key points: Siam Paragon Façade media, BTS Train Wrap, and BTS Platform Screen Doors, by pinpointing the Siam area, which is the main heart of Bangkok.
- Plan B participated in the energy conservation campaign through the project **"Earth Hour 2026"**

Engagement marketing business

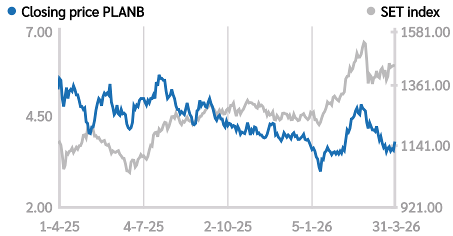
- Thailand defeated Turkmenistan in the **AFC Asian Cup 2026** Qualifiers, securing qualification for the AFC Asian Cup 2027 final round in Saudi Arabia..
- Rajadamnern Boxing Stadium celebrated its 80th anniversary with the **"80 Years of Rajadamnern"** event, highlighting its legacy as Thailand's iconic Muay Thai arena and honoring key contributors to the industry through the awards ceremony.
- "LEO" created a new phenomenon by transforming the legendary boxing arena into a full-scale concert venue for the first time in history under the event name **"LEO MUSIC BATTLE"**. This expands the venue's potential for large-scale entertainment events and future growth.
- The company organized a running event **"Scenic 1/2 Marathon Pranburi 2026"** Under the concept "Run with Love – Because every step is a story of love" on February 14–15, 2026
- Concert **"BNK48 3rd Generation Graduation Concert"** to officially bid farewell to BNK48 3rd Generation members

Risk Management Policy

- The company has adopted a COSO ERM 2017-based risk management framework, implemented organization-wide through policies covering all employees.
- This framework covers strategic, operational, financial, regulatory, and sustainability (ESG) aspects. The company has fostered a culture where all employees participate in and understand the importance of risk management.

Revenue Structure

Stock Information SET / SERVICE / MEDIA



as of 31/03/26	PLANB	MEDIA	SET
P/E (X)	16.31	-	16.56
P/BV (X)	1.54	0.79	1.36
Dividend yield (%)	5.38	3.21	4.41

	31/03/26	30/12/25	30/12/24
Market Cap (MB)	18,033.10	17,941.09	30,455.91
Price (B/Share)	3.92	3.90	7.10
P/E (X)	16.31	16.68	29.91
P/BV (X)	1.54	1.46	3.10

CG Report:

Company Rating:

Major Shareholders as of 27/02/2026

- บริษัท วี จี ไอ จำกัด (มหาชน) (24.13%)
- MR. PALIN LOJANAGOSIN (23.82%)
- MR. PITHARN ONGKOSIT (5.95%)
- นาย สุชาติ ลือชัยขจรพันธ์ (4.42%)
- Thai NVDR Company Limited (3.67%)
- Others (38.01%)

Company Information and Contact

http://www.planbmedia.co.th

0-2530-8053-6

No. 1700, Plan B Tower, New Petchburi Road, Makkasan, Ratchathewi Bangkok 10400

Other Trading Info. : https://www.settrade.com/C04_01_stock_quote_p1.jsp?txtSymbol=PLANB

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