PLANB : PLAN B MEDIA PUBLIC COMPANY LIMITED

6M/2026 (Jan - Jun 2026)

Business Overview

- PLANB is a leader in providing out-of-home advertising media, with diverse service platforms utilizing innovation and technology, covering both Bangkok and other provinces. This includes 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 increasing business diversity by developing engagement marketing to further revenue growth, including sports marketing and artist management businesses. This is achieved by leveraging sufficient advertising media production capabilities to efficiently manage upstream operations, fostering closer collaboration with product brands and brand owners through the 4Os marketing strategy: Online, On the air, Out of home, and On ground.

Financial Statement

	6M26	6M25	2025	2024
Income Statement (MB)				
Revenues		4,518.92	9,610.08	9,237.92
Expenses		3,616.82	7,695.80	7,605.95
Net Profit (Loss)		462.59	1,105.34	1,050.38
Balance Sheet (MB)				
Assets		17,598.40	19,470.88	16,678.18
Liabilities		7,435.87	6,879.29	6,715.56
Shareholders' Equity		9,793.98	11,705.97	9,722.54
Cash Flow (MB)				
Operating		2,382.61	4,524.74	3,315.56
Investing		-659.25	-2,177.81	-836.35
Financing		-882.22	-1,303.71	-2,816.27
Financial Ratio				
EPS (Baht)		0.11	0.25	0.24
GP Margin (%)		33.02	32.22	30.04
NP Margin (%)		13.46	13.89	11.96
D/E Ratio (x)		0.73	0.55	0.67
ROE (%)		11.13	10.32	11.42
ROA (%)		10.66	10.66	9.96

Business Plan

- In 2026, the company anticipates being driven by full-year revenue recognition from media management by VGI, Hello LED, and the rights to sell advertising media on BTS columns. This also includes the development of new products/packages to increase customer options and enhance sales efficiency, supporting the growth of the out-of-home media business, which is its core business.
- Concurrently, the engagement marketing business continues to grow, particularly the boxing business, which has gained increasing popularity. Revenue from managing marketing rights for the English Premier League continues to receive positive reception, as well as the music marketing business with year-round plans, and the event and concert management business, which consistently has ongoing 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

- The Board of Directors approved **an interim dividend of THB 0.0435 per share** for the six-month period of 2026, with payment scheduled on 11 September 2026

Performance and Analysis

Business Performance Summary

- **Revenue Performance:** Total revenue of THB 2,571mn(+14.2% YoY), driven by growth across all business segments. OOH media generated THB 1,945mn in revenue (+3.0% YoY, media utilization rate of 74.2%), and VGI revenue was recognized at THB 18mn. The Engagement Marketing business experienced significant growth, reaching THB 626mn(+72.1% YoY), supported by sports marketing and concerts.
- **Profitability:** Gross profit margin increased to 33.4% due to efficient cost management. Operating profit reached THB 505mn(+12.8% YoY), with SG&A controlled within target, resulting in a net profit of THB 297mn(+10.0% YoY).
- **Financial Position and Liquidity:** Generated strong free cash flow of THB 1,844mn. Although the D/E Ratio increased to 1.13 times due to borrowing for strategic investment in COM7, the company maintained financial discipline and liquidity.

Key Milestones

Out-of-home advertising business

- **"The Big Y" Digital Screen** Expanded with a 670 sq.m. screen at Si Rat Expressway (Y-Junction), providing 360-degree visibility to maximize brand impact.
- **"BTS & City Sync" Package** Connected BTS Skytrain and OOH media based on commuter behavior to boost brand awareness and recall.
- **Exchange Tower Iconic Wrap** Launched a strategic 1,605 sq.m. Building Wrap at Asoke-Sukhumvit intersection, reaching 118M+ annual BTS/MRT commuters.
- **Canva "Anyone Can with Canva"** Leveraged BTS MAX and Signature Max networks across strategic Bangkok sites to drive nationwide campaign reach.
- **Immersive Art Royal Commemoration** Featured Projection Mapping on the historic Sathit Thai Chayo building to honor His Majesty and promote architectural heritage.

Engagement marketing business

- **Thai Football FIFA Day** Played warm-up matches vs. Kuwait and China, maintaining 94th FIFA ranking to reflect stability.
- **17th ASEAN Futsal Championship** Defeated Indonesia 2-1 in ASEAN Futsal Championship 2026, reaffirming leadership.
- **"RWS200" Historic Muay Thai** Celebrated its 200th milestone event with 7 top-tier bouts, elevating Muay Thai to international standards.
- **Scenic 1/2 Marathon Chanthaburi 2026** Hosted to drive sports tourism and stimulate local economic growth.
- **Thailizm Music Festival 2026** Drew 130,000+ local and international attendees at CentralWorld, establishing a Songkran World Landmark.
- **SCRUBB The Orchestra Concert** Held its first full-orchestra concert to mark the band's 26th anniversary.
- **Central Stage with ETC** Partnered with CPN to expand regional entertainment with concerts in Chiang Mai and Khon Kaen.
- **BNK48 & CGM48 "On Cloud 9"** Celebrated 9th anniversary and launched 6th album "Ponytail to Shushu" to maximize engagement.

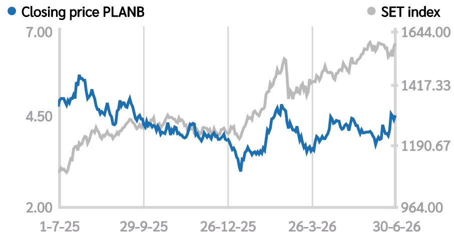
Risk Management Policy

- The company implements a COSO ERM 2017-aligned framework organization-wide across all employee levels.
- The framework addresses strategic, operational, financial, regulatory, and ESG aspects while fostering a company-wide risk management culture.

Recent Awards and Recognitions

Revenue Structure

Stock Information — SET / SERVICE / MEDIA



as of 30/06/26	PLANB	MEDIA	SET
P/E (X)	19.06	-	16.92
P/BV (X)	1.78	0.83	1.46
Dividend yield (%)	4.55	2.89	4.02

	30/06/26	30/12/25	30/12/24
Market Cap (MB)	21,345.30	17,941.09	30,455.91
Price (B/Share)	4.64	3.90	7.10
P/E (X)	19.06	16.68	29.91
P/BV (X)	1.78	1.46	3.10

CG Report:

Company Rating:

Major Shareholders — as of 21/04/2026

- บริษัท วี จี ไอ จำกัด (มหาชน) (24.13%)
- นาย ปรินทร์ โลจนะโกสินทร์ (23.82%)
- MR. Pitharn Ongkosit (6.24%)
- นาย สุชาติ ลือชัยขจรพันธ์ (4.42%)
- นาย พงศ์ศักดิ์ ธรรมธัชอารี (3.41%)
- Others (37.98%)

Company Information and Contact

http://www.planbmedia.co.th

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

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