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Press Release

**PLAN B SMASHES REVENUE RECORDS, SURGING 22.7% YOY TO HISTORIC THB 2,157MN,  
PROFITS JUMP 46% TO THB 261MN IN 3Q 2023**

Plan B Media Public Company Limited, or Plan B, demonstrates robust business performance in 3Q 2023, achieving a formidable total revenue of THB 2,157mn, marking a significant 22.7% YoY growth – the highest in the Company's history since its establishment. The momentum across all business segments supports revenue growth. The out-of-home business has shown remarkable growth, including the sports marketing sector. Notably, the sports marketing sector has grown substantially, with revenue from sports events, particularly boxing, reaching THB 167mn. Additionally, the marketing rights management for the Asian Games held in Hangzhou contributed THB 146mn, aligning with the Company's goals. This success is attributed to the Company's robust ability to increase gross profit margins and efficiently control expenses, resulting in outstanding net profit growth of THB 261mn, a remarkable leap of 46.3% YoY.

Furthermore, upon reviewing the Company's performance for the first nine months of the year 2023, it is evident that Plan B has achieved a robust total revenue of THB 5,947mn, marking a substantial 28.1% YoY growth and a remarkable 67.7% increase when compared to 3Q 2022. This has translated into a net profit of THB 620mn, showcasing a significant 37.7% YoY growth and a 19.4% increase compared to 3Q 2022 (pre-COVID-19). These results reflect the operational prowess in alignment with the Company's strategic objectives, as mentioned above.

Dr. Pinijsorn Luechaikajohnpan, Managing Director, added, *"The performance in 3Q 2023 demonstrates the Company's robust growth capabilities amidst the economic challenges influenced by various factors, including lower-than-expected tourist numbers and delayed export figures in response to the economic conditions of trading partner countries. The Bank of Thailand revised the GDP forecast from the initial 3.6% growth to 2.8%. Despite recent developments in forming a new government, implementing economic stimulus measures may take time. Nevertheless, we are confident that improving global economic trends will act as a catalyst for the Company's future growth. Supported by a solid business foundation, nationwide advertising coverage in Thailand, and the execution of the Growth Strategy ecosystem, the Company is positioned for sustained growth in the future."*

Dr. Pinijsorn Luechaikajohnpan, additionally stated that *"Plan B places significant emphasis on stakeholders from various sectors, including social, environmental, and governmental aspects, throughout its operations. As a result, Plan B has received an 'AA' rating in the SET ESG Ratings for 2023, marking its consecutive listing for three years. Among the 193 registered companies that passed the selection process, Plan B's inclusion reflects its commitment to sustainable business practices, encompassing risk and opportunity management, competitiveness, and acknowledgement from stakeholders. This directly correlates with the Company's enduring capacity for sustainable long-term growth."*

For more information, please get in touch with **Investor Relations Plan B Media Public Company Limited**

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