



**Plan B Media Public Company Limited**

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**PLAN B ACHIEVED RECORD REVENUE OF THB 8,446MN, +26% YOY,  
AND NET PROFIT OF THB 911MN, +33% YOY**

Plan B Media Public Company Limited, or Plan B, exhibited a remarkable performance in its operations for the year 2023, achieving a total revenue of THB 8,446mn. This represents a robust growth of 26% YoY, marking the highest revenue since the company's inception. The growth was propelled by advancements across all business segments, with the out-of-home media business generating growth across all media types by 25% YoY. Additionally, the experiential engagement marketing business continued to produce outstanding results, growing by 33% YoY, driven mainly by the growth in the sports marketing business. Notably, the Company recognized revenue from boxing sports amounting to THB 404mn and managed marketing rights for the Asian Games held in Hangzhou, contributing THB 248mn, aligning with the Company's targets. With a solid capability to enhance the gross profit margin, Plan B significantly increased its net profit to THB 911mn, marking a substantial growth of 33% YoY.

Dr Pinijsorn Luechaikajohnpan, Managing Director, added, *"The performance in the year 2023 demonstrates the strong growth capability of Plan B compared to the previous year, amidst negative macroeconomic factors such as persistently high-interest rates and tightening in the global financial markets. However, the Thai economy showed signs of recovery in the latter half of the year following the revival of the tourism sector and private consumption. The increase in foreign tourist arrivals to Thailand, which stood at 28 million, contributed to the continuous recovery of employment in the related service sectors. This, coupled with the growth in the advertising spending, positively impacted the Company's performance in 2023, both in terms of revenue and net profit"*.

*"The OOH business remains the core of Plan B. In 2023, we witnessed a recovery of clients across various brands, who gradually resumed their investment in advertising media. This recovery was in tandem with the luxury brands and automotive sectors, especially the electric vehicle (EV) segment, which saw an uptrend in advertising expenditure aligning with the current growth trend of EVs. This trend was a primary support for the revenue growth in outdoor advertising over the past year. The advertising media utilization rate in 2023 reached 73%, exceeding the forecast of 70%. Furthermore, with a strong business foundation, comprehensive coverage of advertising media across Thailand, and the ability to increase selling prices as the first phase towards the end of 2023 since the easing of the COVID-19 situation, the OOH business revenue closed at THB 6,621mn, showing strong growth of 25% YoY. Simultaneously, the experiential engagement marketing business also achieved excellent growth, generating revenue of THB 1,744mn, representing a significant leap of 33% YoY, particularly in the sports marketing business. The success in the boxing business, which saw a significant increase in revenue and continued positive reception from both domestic and international audiences over the past two years, along with the management of marketing rights for the Asian Games in Hangzhou, aligns with the Company's target,"* said Dr Pinijsorn Luechaikajohnpan.



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Dr Pinijsorn Luechaikajohnpan additionally stated *"In addition to its efforts, Plan B has consistently prioritized stakeholders in every sector, including social, environmental, and corporate governance aspects. This commitment has resulted in Plan B being awarded an 'AA' rating in the SET ESG Ratings in 2023, marking its third consecutive year on the list of sustainable stocks. This achievement demonstrates the Company's business philosophy of sustainable operation practices in managing risks and opportunities, competitive potential, and stakeholder acknowledgement. This directly correlates with the Company's capability for long-term sustainable growth. Moreover, Plan B has been honoured with the SET Award of Honor Excellence in Investor Relations, a recognition given to companies that exhibit continuous excellence over three consecutive years. This award reflects the success and potential to instill confidence in investors consistently."*

For more information, please contact **Investor Relations Plan B Media Public Company Limited.**

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