



**Plan B Media Public Company Limited**

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**PLAN B BOARD APPROVED PRIVATE PLACEMENT TO VGI AND SECURED EXCLUSIVE ADVERTISING  
MANAGEMENT RIGHTS FOR BTS, POV NETWORK, AND BTS COLUMN MEDIA,  
ALONGSIDE THE ACQUISITION OF HELLO BANGKOK LED**

Plan B Media Public Company Limited (“**PLANB**”) reinforces its position as a leader in OOH advertising with a major business expansion through a strategic partnership with VGI Public Company Limited (“**VGI**”). This collaboration aims to expand PLANB’s media network and enhance its market strength. Under this agreement, VGI has appointed PLANB as the exclusive sales representative and media management partner to oversee the marketing and operations of all VGI-owned advertising assets, including media across 84 BTS stations, 210 office buildings and condominiums, as well as 132 BTS Column screens, 137 lightbox signs, 220 static billboards, and 23 billboards at Chong Nonsi Skywalk, which are owned by Roctec Global Public Company Limited (“**ROCTEC**”), for a contractual period of five years.

In addition, the Board of Directors has approved the acquisition of Hello Bangkok LED Co., Ltd. (“**Hello LED**”) for a total investment of THB 4,000 million, further strengthening PLANB’s large format billboard and LED screen network with 178 new locations across Bangkok and other provinces. The investment will be financed through a combination of the company’s internal cash flow, bank loans from financial institutions, and a Private Placement (PP) of 285.7 million newly issued shares at THB 7.00 per share, expected to raise approximately THB 2,000 million.

This investment is a key component of PLANB’s long-term growth strategy, focusing on expanding its media network, enhancing sales capabilities, and providing a fully integrated advertising service. With these strategic moves, PLANB aims to strengthen its ability to manage and produce advertising content valued at over THB 15,000 million, ensuring faster and more efficient service for clients. Moreover, the expansion positions PLANB to better adapt to the rapidly evolving media landscape, particularly as global digital platforms continue to compete for advertising budgets.

As the next step, PLANB’s Board of Directors has scheduled a shareholders’ meeting in April 2025 to seek approval for these transactions, marking a significant milestone in driving PLANB’s sustainable and long-term growth strategy.

For more information, please contact Investor Relations,

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