

15 May 2025

Press release

Plan B reported 1Q25 net profit of THB 193mn, +6.3% YoY (normalized at THB 212mn, +23.4% YoY), demonstrating strong performance despite the low season, supported by robust free cash flow of THB 1,435mn. The company continues its long-term growth strategy in collaboration with VGI to expand BTS, POV, and BTS Column media assets

- Total revenue in 1Q 2025 reached THB 2,259mn, up 14.6% YoY, driven by growth across all business segments. The OOH business maintained a solid utilization rate of 67.9% despite seasonal weakness, while the engagement marketing business received positive feedback from Immersive Muay Thai events and music marketing activities
- The company's financial position remains strong, with free cash flow of THB 1,435mn (+11.2% YoY) and a debt-to-equity ratio (D/E) of 0.78x, underscoring solid liquidity and a stable capital structure to support long-term business expansion
- The Annual General Meeting of Shareholders approved the transaction with VGI, enabling joint operations in advertising sales, marketing, and integrated media management, strengthening the media network within the mass transit system.
- The Annual General Meeting of Shareholders approved the transaction with VGI, enabling joint operations in advertising sales, marketing, and integrated media management, strengthening the media network within the mass transit system. The meeting also approved the acquisition of Hello LED, with a total transaction value of THB 4,000mn, and a private placement (PP) of 285.7mn shares at THB 7.00 per share, aiming to raise over THB 2,000mn to support future growth

Plan B Media Public Company Limited reported strong 1Q 2025 performance with total revenue of THB 2,259mn, up 14.6% YoY, marking the highest first-quarter revenue since the company's inception. This reflects Plan B's agility and effective business management despite seasonal economic softness and the impact of a minor earthquake in late March. The OOH media business remained the core revenue contributor, with a 67.9% utilization rate despite the industry's low season. Meanwhile, the engagement marketing segment delivered impressive growth, generating THB 566mn in revenue, up 85.3% YoY, driven by strong reception to Immersive Muay Thai and music marketing initiatives—particularly the BNK48 & CGM48 Senbatsu General Election 2025, which attracted significant attention from both audiences and brand sponsors. As a result, the company posted a net profit of THB 193mn, up 6.3% YoY, supported by broad-based revenue growth and efficient cost management. Excluding non-recurring items, normalized net profit came in at THB 212mn, up 23.4% YoY, underscoring the company's strong underlying performance.

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

E-mail: irplanb@planbmedia.co.th Phone: 02-530-8053 ext. 131 or 134

Plan B's financial position remains robust, with free cash flow (FCF) of THB 1,435mn, up 11.2% YoY, and a debt-to-equity ratio (D/E) of 0.78x, reflecting sound liquidity and capital structure management. During the quarter, the company repaid THB 365mn in short-term borrowings, resulting in no outstanding short-term debt and maintaining ample headroom for future funding needs to support long-term growth.

At the 2025 Annual General Meeting, shareholders approved all key strategic transactions, reflecting confidence in the company's long-term direction. Plan B is set to expand its integrated media network through a 5-year exclusive partnership with VGI, covering media sales, marketing, and full media asset management across VGI's portfolio. This includes 84 BTS stations, 210 office and condominium buildings, 132 BTS Column LED screens, 137 lightboxes, 220 static billboards, and 23 billboards along the Chong Nonsi skywalk—enhancing coverage and operational efficiency. Shareholders also approved the acquisition of Hello LED for THB 4,000mn, adding 178 digital billboards nationwide, and the private placement (PP) of 285.7mn shares at THB 7.00 per share, expected to raise approximately THB 2,000mn to support future expansion.

These strategic initiatives mark a significant step forward in Plan B's growth roadmap, strengthening its media footprint and business capabilities, and reinforcing the company's commitment to long-term, sustainable growth while delivering meaningful value to shareholders.

