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Press release

## “PLANB” SECURES MARKETING RIGHTS FOR THE PREMIER LEAGUE ACROSS 3 SEASONS

Plan B Media Public Company Limited (**PLANB**) has officially been granted the exclusive rights to manage all marketing and commercial benefits of the English Premier League (Premier League) and the FA Cup for three consecutive seasons, from 2025/26 to 2028/29.

This opportunity comes through a strategic partnership with JAS, the official broadcaster rights holder, and MONOMAX, a leading OTT platform. PLANB will lead in managing all aspects of commercial rights, including developing go-to-market strategies, securing brand partners, creating marketing and engagement initiatives aligned with viewer behaviour, and overseeing multi-channel media operations to maximize audience reach.

While the Premier League already enjoys a strong viewer base and high popularity, PLANB aims to further strengthen its commercial potential by generating additional revenue through its 4Os Media strategy: Out of Home, Online, On-Air, and On-Ground.

With deep expertise in sport marketing and a broad media network, PLANB is well-positioned to enhance the value of this world-class sports content, unlocking new revenue opportunities for both brand partners and broadcast rights holders to their fullest potential.

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

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