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Press release

Plan B posts resilient 9M 2025 performance despite an economic slowdown  
3Q 2025 revenue THB 2,348mn; net profit THB 290mn, growing YoY and QoQ  
CFO remained strong at THB 3,537mn; Board approves interim dividend

**Performance Highlights**

- **3Q/2025:** Continued strong performance – revenue **THB 2,348mn**, net profit **THB 290mn**, OOH utilization **73%**; recognized **VGI media management (Net Revenue)** of **THB 17mn**; launched new “**Central Park**” media to drive future growth.
- **9M 2025:** Revenue **THB 6,867mn (+1.2% YoY)**, net profit **THB 753mn (+3.5% YoY)**; **GPM 32.6%** and **SG&A-to-sales 13.2%**, in line with company guidance.
- **Excluding Olympic Paris revenue, total revenue rose 9.1% YoY in 3Q2025 and 9.3% YoY for the first nine months of 2025**, reflecting the strength of the core business and continued operational efficiency.
- **Sustained strong free cash flow of THB 1,754mn, resulting in cash and cash equivalents of over THB 2,130mn**; the Board approved an **interim dividend for 2025 of THB 0.167 per share**, underscoring the commitment to sustainable shareholder returns.
- **Strategic Direction:** Continue to drive the **OOH** business – accelerate synergies with **VGI**, integrate **Hello LED** assets, and enhance **one-stop** sales across all platforms to reinforce capabilities and long-term growth.

**3Q/2025 Operating Results**

Plan B continued to grow with revenue of **THB 2,348mn** and net profit of **THB 290mn**. OOH utilization was **73.0%**, supported by digital and airport media. The company recognized **VGI media management (Net Revenue)** of **THB 17mn** for the full quarter, which is expected to increase as sales execution and portfolio optimization ramp up. In parallel, the company launched the “**Central Park**” **Digital Curved** media (size **518 sq.m.**) on the façade of Central Park in the heart of Bangkok’s business district (Silom–Rama IV), effectively reaching premium target groups. In **Engagement Marketing**, revenue softened due to the absence of Olympic rights in the quarter. However, **excluding this item, revenue grew 39.0% YoY**, driven by **combat sports**—notably rising attendance at Rajadamnern Stadium by both Thai and international audiences—and by revenue recognition from managing the marketing rights of the **English Premier League**, which expanded the advertiser base and enabled integrated OOH/online sponsorship packages.

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

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## 9M 2025 Operating Results

Revenue was THB 6,867mn (+1.2% YoY) and net profit THB 753mn (+3.5% YoY). An improved cost structure supported a **GPM of 32.6%** and an **SG&A-to-sales ratio of 13.2%**, highlighting disciplined cost control and effective media portfolio management.

## Financial Position and Shareholder Policy

As of end-3Q/2025, the company maintained high liquidity with cash and cash equivalents exceeding THB 2,130mn free cash flow of THB 1,754mn. The **debt-to-equity (D/E) ratio** stood at **0.59x**, reflecting prudent financial discipline and effective capital management. The Board resolved to **pay an interim dividend of THB 0.167 per share**, representing a **payout ratio of 71.6%** and a **dividend yield of 4.08%** based on 9-month performance.

## Strategic Outlook

Amid ongoing economic uncertainties both domestically and internationally, the Company continues to accelerate its strategic collaboration with **VGI**, integrate assets from **Hello LED**, enhance its overall sales efficiency, and optimize its cross-media portfolio management. These initiatives aim to expand the Company's quality revenue base and improve asset returns, underpinned by strong cost discipline and a solid capital structure.

In **4Q 2025**, the Company continues to expand its advertising media network with the launch of “**Nextopia**,” a new-generation media space that seamlessly combines innovation and sustainability. **Plan B is proud to serve as the designer of this new era of eco-friendly OOH media**, featuring **lightweight structural materials** that reduce steel and aluminium use and significantly lower greenhouse gas emissions. For Plan B, “**Nextopia**” is **more than just an advertising medium** — it is an “**inspirational space**” that encourages people to appreciate the value of caring for the planet and to start making positive changes in their daily lives. This reflects the Company's belief that “**sustainability is not an image, but a shared responsibility to build a better future for society.**”

This strategic direction reinforces Plan B's commitment to driving **sustainable, high-quality growth through efficient asset management**, expanding the premium client base, improving returns on equity, maintaining a consistent dividend policy, and aligning long-term share price growth with business performance.



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