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Press Release

FOR IMMEDIATE RELEASE

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Plan B posts strong 1H26 growth with THB 5,076mn revenue and THB 504mn net profit; advances COM7 investment and approves THB 0.0435/share interim dividend

Key Performance Highlights

- **1H 2026 continued strong growth** with total revenue reaching THB **5,076mn, up 12.3% YoY** and net profit of THB **504mn, up 9.0% YoY**. In 2Q 2026 total revenue reached THB **2,582mn, up 14.3% YoY** and net profit stood at THB **297mn, up 10.0% YoY** driven by growth in both out of home media and engagement marketing businesses.
- **Advances strategic investment in COM7** to build a long-term growth platform aiming to generate investment returns alongside expanding business synergies to unlock new opportunities and enhance long term shareholder value.
- **Maintained strong cash flow and financial discipline** with free cash flow of THB **1,844mn** for the first six months of the year. Although the debt-to-equity ratio increased to **1.13 times** from borrowings to support the strategic investment in COM7, the company continues to manage its liquidity and capital structure appropriately.
- **Continuing to deliver returns to shareholders,** the Board of Directors approved an interim dividend for the first six months of 2026 performance at **THB 0.0435 per share**

Operating Performance in 2Q 2026

Despite a gradual recovery of the Thai economy in 2Q 2026 amid global economic uncertainty and fragile domestic purchasing power Plan B maintained strong performance growth momentum driven by healthy demand for out of home media expansion of the engagement marketing business and effective portfolio management.

OOH media business continues to reinforce the strength of Plan B's media network driven by growing demand across diverse areas, particularly digital media and high potential strategic locations, alongside expanding partnerships with **VGI and Hello Bangkok LED** to build a more comprehensive media network, enhance client solution flexibility, and create long term growth opportunities for its media portfolio.

Engagement marketing business continues to generate excitement and growth momentum with the sports business supported by **English Premier League (EPL)** rights and the popularity of **Rajadamnern World Series (RWS)** which elevates Muay Thai through content and stadium experiences to expand audience reach and create new business opportunities alongside music activities, concerts, and events that enhance the diversity and strength of the business portfolio.

Strategic Developments in 2Q 2026

This quarter marks another key milestone for Plan B in expanding growth opportunities across both its core business and new avenues built on the company's strengths. A major step was the investment in **Com7 Public Company Limited** or **COM7** to establish a long-term partnership between the two companies, combining Plan B's capabilities in media and

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consumer reach with COM7's leadership in tech retail to unlock new opportunities for developing products, services, and future business collaboration models.

Meanwhile, the company continues to advance partnerships with **VGI and Hello Bangkok LED** while expanding its media network in strategic locations through the launch of **"Exchange Tower Iconic Wrap"**, a massive building wrap spanning **over 1,600 square meters** at the Asoke-Sukhumvit intersection, one of Bangkok's key transit hubs and business districts, offering brands options to create landmark visibility and reach consumers in high traffic areas.

Furthermore, the strength of Plan B's media network is reflected in being chosen by leading brands for major campaigns, such as **Canva Thailand** with its **"Anyone can with Canva"** campaign across BTS MAX and Signature Max media at various landmarks throughout Bangkok, highlighting the role of out of home media in connecting brands with consumers through creative content and high impact media spaces.

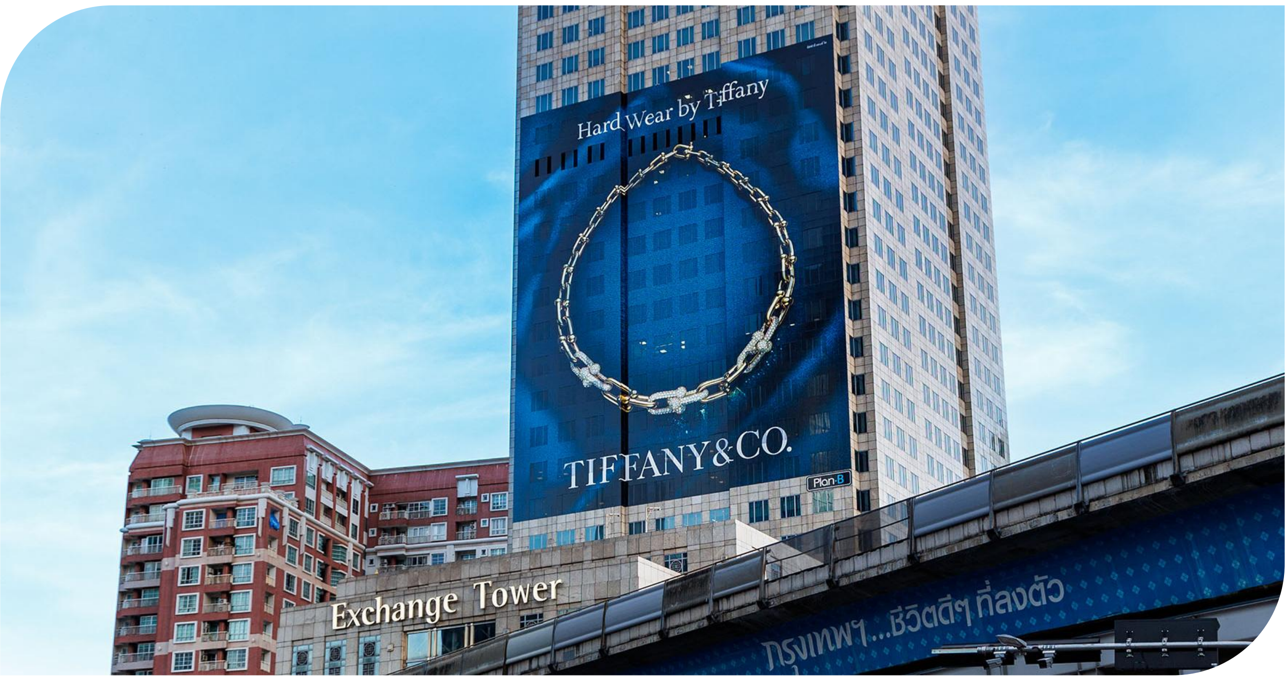
Financial Position as of end of 2Q 2026

The company generated **free cash flow of THB 1,844mn** in 1H26, supporting growth and financial flexibility. The debt-to-equity ratio rose to **1.13x** following COM7-related borrowings but remains comfortably within the **1.50x financial covenant**, supported by disciplined capital structure and liquidity management.

Meanwhile, the Board of Directors approved an interim dividend payment for the first half of 2026 performance at **THB 0.0435 per share**, totaling approximately **THB 200mn**, representing a dividend payout ratio of **67.9%**, which reflects the company's ability to deliver shareholder returns while maintaining financial flexibility to support long term growth.

Strategic Outlook

The company remains confident in its **2H26 outlook**, supported by strong OOH demand and engagement marketing growth. Despite economic uncertainty, it will continue to pursue **quality growth through portfolio enhancement, disciplined cost and asset management, strategic partnerships, and prudent COM7 investment management** to sustain financial strength and long-term shareholder returns.



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