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Press Release

Plan B Reaffirms Its Media Leadership, Earning the Confidence of Capital Market Analysts Wins Three Awards at the IAA Awards 2026 for the Sixth Consecutive Year



Plan B Media Public Company Limited has won three prestigious awards at the **IAA Awards for Listed Companies 2026: Best CEO, Best CFO, and Best Investor Relations**. Presented by the Investment Analysts Association (IAA), the awards honor outstanding executives and teams of listed companies as recognized by analysts, fund managers, and investors in the Thai capital market. This marks Plan B's sixth consecutive year of recognition, reflecting the market's consistent confidence in its management.

Despite a gradual economic recovery and fragile domestic purchasing power, Plan B continued to grow in both out-of-home media and engagement marketing. The **Best CEO** award affirms the leadership's vision in expanding growth through partnerships that broaden the media network and strategic investments that strengthen long-term competitiveness. The **Best CFO** award reflects the financial discipline behind this growth: strong free cash flow, sound capital management, and consistent dividends.

The **Best IR** award recognizes the Investor Relations team's professionalism in communicating the Company's direction and strategy completely, promptly, and clearly through diverse channels, ensuring equal access for all investors. The team also continuously listens to investor feedback and relays it to management to improve operations, building the market's long-term understanding of and confidence in the Company.

This sixth consecutive year of success drives Plan B to pursue quality growth by enhancing its media portfolio, managing assets and costs efficiently, and expanding partnerships under transparent governance, creating sustainable returns for shareholders and all stakeholders.

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

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