

PB – IR/19-00001

February 28, 2019

Subject: Submission of Financial Statements and the Management Discussion and Analysis of Plan B Media Public Company Limited (“the Company”) for the Fiscal Year 2018 ended December 31, 2018 (“FY18”)

To: The President
The Stock Exchange of Thailand

We are pleased to submit the following documents:

1. A copy of the Company Only and Consolidated Interim Financial Statements for the Fiscal Year 2018 ended December 31, 2018 (a copy in Thai and English).
2. Management Discussion and Analysis (MD&A) for the Fiscal Year 2018 ended December 31, 2018 (a copy in Thai and English).
3. The Company's performance report, Form F45-3 for the Fiscal Year 2018 ended December 31, 2018 (a copy in Thai and English).

Please be informed accordingly.

Sincerely yours,

(Pinijsorn Luechaikajohnpan, Ph.D.)

Authorized Director

Company Secretary

Tel: +66 2 530-8053

Fax: +66 2 530-8053

1. Executive Summary

1.1 Summary of 2018 Performance

- Total Revenue stood at THB 4,039.3million, an increase of 34.3% from the previous year.
- EBITDA was THB 1,394.0 million, a surge of 37.5% from the previous year.
- Net Profit was THB 642.8 million, a rise of 39.6% from the previous year.

Unit: THB Million	2017	2018	% Change (2017/2018)
Total Revenue	3,006.6	4,039.3	34.3%
EBITDA	1,014.1	1,394.0	37.5%
Net Profit	460.5	642.8	39.6%

1.2 Summary of Other Important Details

- The Company enjoyed solid revenue growth from all types of media with total revenue of THB 4,039.3million or growing significantly at a rate of 34.3% from the previous year thanks to digital out-of-home media and airport media that recorded a strong growth from new media development during the past year. Revenue from other types of media also rose as the utilization rate improved from the economic recovery. Revenue from engagement marketing business also experienced high growth. Consequently, the Company business managed to outpace the growth of the overall media industry again in 2018.
- The Company's advertising media were well-received by the market. Despite its continuous new media development, the Company succeeded in conducting marketing to materially boost the utilization rate of new media in a short period. This led to a higher overall utilization rate of 76.1%.

- New media development and diversification of media are pursued incessantly that resulted in the Company's media capacity growth to 5.0% for 2018 compared to the previous year to top THB 4,544 million baht.
- The Company's net profit climbed 39.6% compared to 2017. Gross profit margin and net profit margin increased slightly to 35.1% and 15.9% respectively thanks to utilization rate that improved from 68.5% last year to 76.1% in 2018.

The Company's outlook for 2019

- For 2019, the Company predicted that overall media industry will stay on its expansionary course since last year as the economic growth of Thailand is expected to be around 4.2%¹. Therefore, the Company is confident that its diverse media offering and extensive media network together will meet marketing demands of product and service owners and the Company will grow at a higher rate than the industry.
- The extension of out-of-home media coverage in Bangkok and throughout the country will be carried out to enhance service capabilities and competitiveness of the Company according to its media network expansion plans.
 - Digital Media: The Company planned to broaden its digital media network in key strategic areas of Bangkok and upcountry by adding over 100 displays.
 - Transit Media: The Company in collaboration with Bangkok Metro Networks Co., Ltd. ("BMN") will manage advertising media on extended MRT lines which will commence in 2019.
 - Airport Media: The Company still has a plan to diversify and expand service areas for airport media, additional to existing 31 airport at present.

¹ Source: Fiscal Policy Office

- o The Company will further develop its engagement marketing business leveraging on sports content from The Football Association of Thailand, music content from BNK48 girl group and esports content from Thai E-League Pro as well as other new types of content to appeal to broader consumer groups with the objective to provide solutions for marketers to promote more effective communication with consumers.

2. Economic and Media Industry Environment

Overall The Thai economy in 2018 experienced strong growth as the gross domestic product managed to grow at a rate of 4.1%², the highest in the past 6 years thanks to various economic drivers including the export and private consumption sectors. Exports continued to expand at a rate of 7.7%² compared to the previous year with growth observed in almost all export categories. Private consumption also rose 4.6%². This is a result of expanding and more distributed household income as well as government measures to support low-income people.

Given the considerable growth of The Thai economy, the value of advertising media industry in 2018 reached THB 105,455 million, increasing modestly at a rate of 3.9%³ compared to the previous year. This is the first year that the value of advertising media improved after the 2-year contraction from 2016-2017. The increase was derived from all types of media except print media. In 2018, the value of TV, radio and cinema media grew at a rate of 8.0%, 7.3% and 7.3% respectively. Out-of-home media posted 5.7% growth in value which is higher than the overall industry as a result of the steady growth of the Thai economy and marketing activities that resumed to a normal state after the mourning period during October 2017.

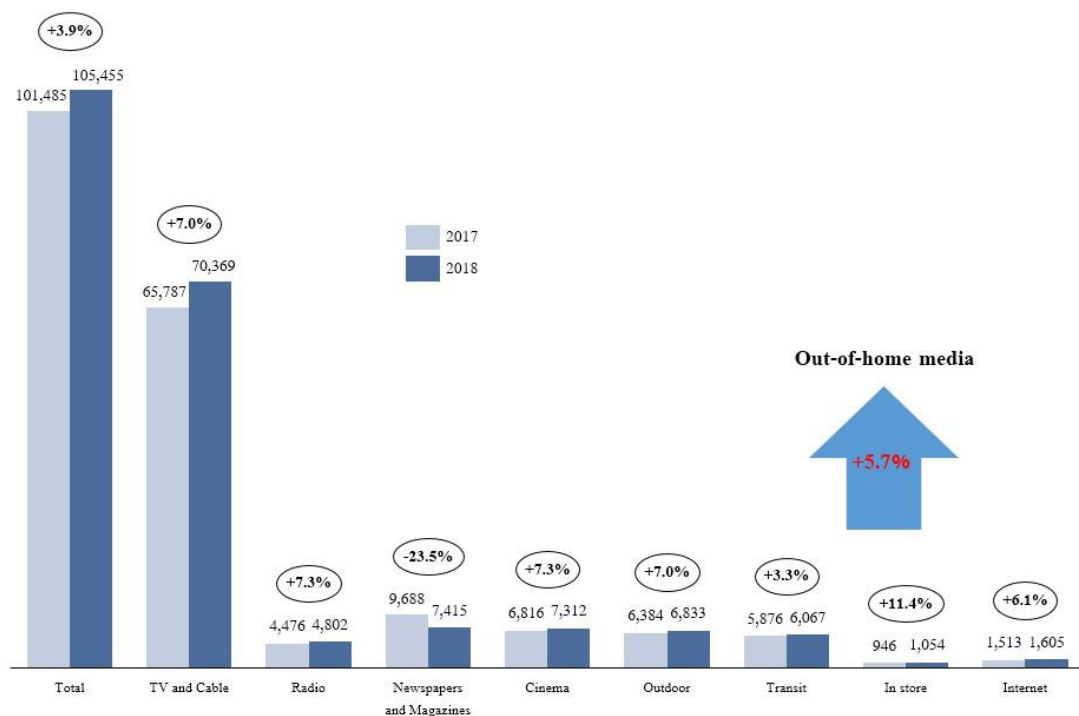
With regard to out-of-home media, the value of out-of-home media topped THB 13,954 million³ or growing 5.7% thanks to the continuous development of digital out-of-home media with its appealing images and effectiveness as a marketing channel that can communicate with broad target customer groups in an instant. Furthermore, the media can quickly address changes in marketing campaigns without any extra cost incurred from production or printing. This is the reason why they became the media

² Source: Bank of Thailand

³ Source: The Nielsen Company (Thailand)

of choice for marketers while popularity among customers is also rising. In addition, the urban lifestyle of spending time outside and Thailand's hot climate contributed to the growth of various out-of-home media ranging from transit media, static media, digital media, in-mall media and supermarket media as these media serve the needs of marketers who intend to reach customers through all of their everyday activities. Consequently, the market share of out-of-home media adjusted upward to 13.2% of overall media.

Even though the overall advertising media industry grew mildly at 3.9%, Plan B managed to record stronger growth compared to the overall advertising media industry with THB 3.448.5 million baht in total advertising media revenue, rising 22.9% compared to the previous year. The Company's variety of platform offerings and coverage of out-of-home media together with the growing engagement marketing business are accountable for Plan B's continuous solid revenue growth.



Overall Media Spending for 2017 and 2018⁴ (THB Million)

Spending for out-of-home media grew modestly at a rate of 5.7% during 2018 compared to 2017 while the overall advertising industry expanded at a rate of 3.9%.

⁴ Source: The Nielsen Company (Thailand)

3. Key Developments in 2018

The Company stays on its track in developing out-of-home media business to enhance its service capabilities and respond to growing needs for advertising media in the future as well as further expanding engagement marketing business. Key developments in 2018 are summarized below

January 2018	Invested in Bangkok Metro Networks Co., Ltd. (“BMN”), an out-of-home media provider under Bangkok Expressway and Metro PLC (BEM) who was granted commercial rights of the MRT Blue Line with a concession of over 30 years. This partnership provides a strong platform for the development and management of advertising media and commercial spaces of various concessions BMN operates, including the MRT Blue Line Extension and other MRT lines and new expressways for which the advertising rights will be auctioned in the future.
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Samples of Billboards of Bangkok Metro Networks Co., Ltd.



January 2018	Invested in W.P.S. Media Co., Ltd. to expand its airport media through 150 Air Traveler Supreme digital displays with charging stations for mobile devices across Suvarnnabhumi Airport. This acquisition helps accommodate travelers at the airports and add value to the airport media.
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Samples of Digital Displays and Mobile Charging Stations at Suvarnabhumi Airport

April 2018

Expanded its street future media through 150 static billboards in Pattaya city.

Samples of Street Furniture in Pattaya

May 2018

Diversified business portfolio through engagement marketing business with its investment in BNK48 Office Co., Ltd. to acquire music content to enhance engagement between consumers and product and service brands. The Company's media offering will not only create awareness for brands as before but also tighten relationships between target consumers and artists through premium music content that will lead to brand loyalty.

Samples of Merchandise and Products under the Brand BNK48 and Sponsorship from Brand Ambassadorships

June 2018

Premiered Central World Connect project at CentralWorld shopping complex which features the world's largest interactive DOOH display and the first one in Asia under an investment of over THB 400 million.

Sample of Central World Connect

September 2018

Introduced Geofence package that brings out a perfect combination between online and out-of-home media. This bundle promotes effectiveness of the advertising media in communicating with consumers more effectively both breadth and depth in order to better serve the needs of new generations.

September 2018

Introduced an esports tournament under Thai E-League Pro. This is considered the first official esports competition in Thailand under collaboration with Football Association of Thailand and Konami, a

leading game developer from Japan. This can be considered further business expansion through engagement marketing as well as a diversification of Plan B's business.

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| November 2018 | Introduced Iconsiam Package of more than 250 digital displays throughout the new Iconsiam shopping mall, a new landmark of Thailand to expand its media coverage in shopping malls in Bangkok. |
| December 2018 | Invested in Sign Work Media Co., Ltd. to extend its out-of-home media network in airports by installing more than 38 digital displays at Suvarnnabhumi Airport in arrivals hall area. |
| December 2018 | Invested in Digital Factory Co., Ltd. to enhance Plan B online media service capabilities along with its out-of-home media. This will help promote media effectiveness through combining strengths of both media together. |

4. Summary of Performance

4.1 Service Revenue

For 2018, the Company posted total service revenue of THB 4,011.7 million, a jump of 34.6% from the previous year thanks mainly to the continuous expansion of media capacity during the past year especially digital media and airport media. In addition, since the third quarter last year the Company started to realize a new stream of revenue of music marketing business from BNK Office Co., Ltd (“BNK48”). Revenue by type of media is detailed below.

4.1.1 Revenue from digital media rose significantly to top THB 1,705.7 million, equal to a staggering 32.7% growth compared to last year. The revenue hike was driven mainly by the non-stop development of digital media in extending the coverage to both Bangkok and other provinces including positive feedbacks on the Company’s new media such as Central World Connect and Twin Tube. Moreover, upward adjustment of the overall utilization rate of digital media from 2017 helped boost the revenue.

4.1.2 Revenue from airport media surged 46.0% from the previous year to reach THB 193.9 million. This is a result of the extension of service areas in airports that currently cover 31 airports across the country, the variety enhancement of digital media in Suvarnnabhumi airport and the higher utilization rate compared to last year.

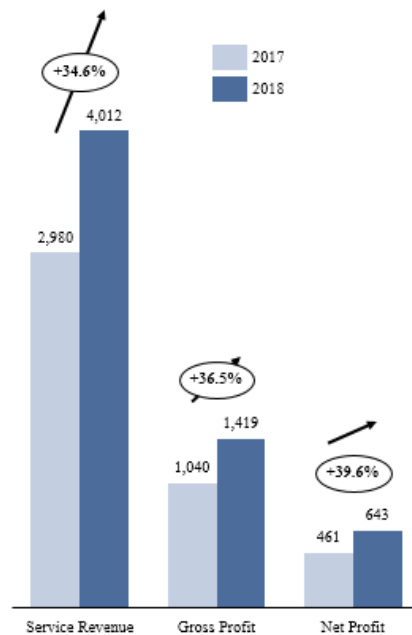
4.1.3 Revenue from static media rose to THB 932.0 million, equal to 13.9% growth compared to last year. The revenue increase was driven by the higher utilization rate.

4.1.4 Revenue from transit media grew moderately at a rate of 6.6% from 2017 to THB 484.5 million in 2018 as the utilization rates improved from last year.

4.1.5 Revenue from in-mall media stood at THB 132.4 million, equal to a 14.2% increase from the previous year. The growth was derived from the higher utilization rate.

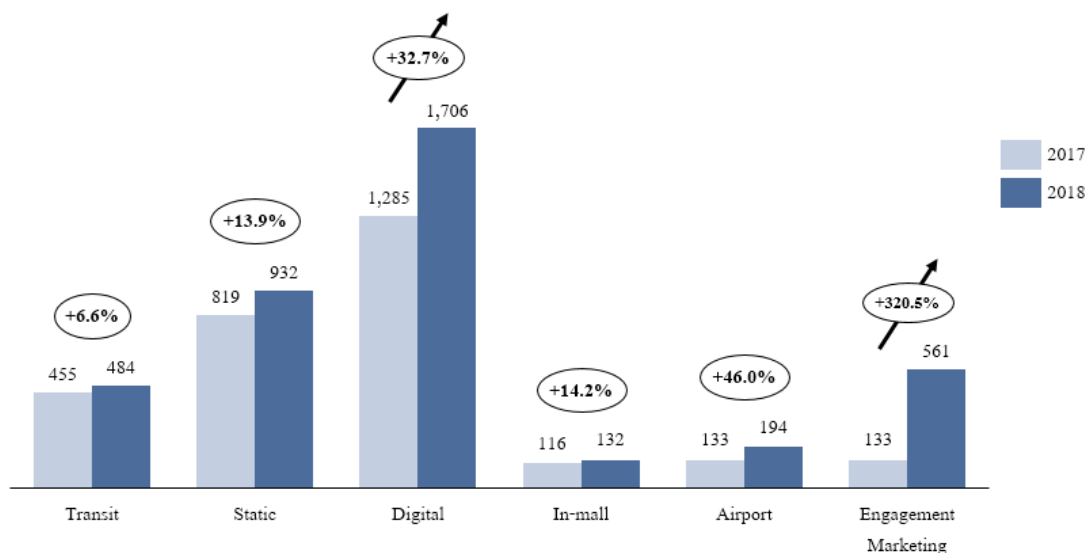
4.1.6 Revenue from engagement marketing business was recorded with robust growth of 320.5% from 2017 to reach THB 561 million. The increase in revenue came from music marketing business which

the Company started to realize the revenue since the third quarter as well as higher contribution from sports marketing business.



Total Service Revenue, Gross Profit and Net Profit 2017 and 2018 (THB Million)

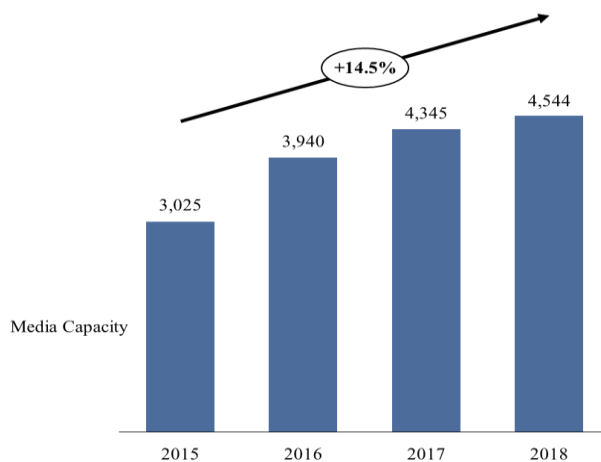
Gross profit margin and net profit margin increased at a higher rate than total service revenue thanks to growing engagement marketing business, rising utilization rate and improved economies of scale resulted from the Company's business expansion. The utilization rate moved up from 68.5% last year to 76.1% in 2018.



Revenue by Type of Media for 2017 and 2018 (THB Million)

Digital media and airport media enjoyed strong revenue growth compared to the previous year as a result of continuous media capacity expansion in 2018. High revenue growth from engagement marketing business was derived from that fact that it is the first year the Company recognized the revenue from music marketing. Other types of media also recorded higher revenue thanks to rising utilization rates.

By executing on our commitment expand our media network and develop new media formats for the market since 2014, the Company's media capacity for 2018 topped THB 4,544 million.



Media Capacity 2014-2018 (THB Million)

The Company constantly invested in new media development with the objective to enhance revenue-generating capabilities in the future. The average growth rate of annual media capacity from 2014 to 2018 was 14.5%.

4.2 Costs

Total costs of the Company for 2018 stood at THB 3,143.0 million, an increase of 28.5% from the previous year. The surge in total costs came from rising service costs from media service area expansion during the past year as well as expansion of engagement marketing business. Details of expenses are listed below:

4.2.1 Service costs for 2018 rose significantly at a rate of 33.2% from last year to stand at THB 2,620.4million due to continuous expansion of media services and media capacity in the past year that resulted in rising variable costs such as rent, electricity charges, maintenance costs and revenue sharing costs. Besides, expenses of music marketing business the Company commenced during the past year also contributed to higher service costs.

4.2.2 Selling, general and administrative expenses for 2018 amounted to THB 522.6 million, a moderate 9.1% jump from the past year. The increase was a result of the consolidation of SGA expenses of the Company's subsidiaries, additional expenses from newly-established unit to develop esports content and higher personnel expenses from higher number of employees. The ratio of SGA expenses to total service revenue in 2018 stood at 12.9%, a decline from 15.9% compared to the same period of 2017.

4.3 Profit

For 2018, the Company registered net profit of THB 642.8 million or edging up substantially at a rate of 39.6% from last year as a result of additional new media development and improved revenue-generating capacity from advertising media. Net profit margin adjusted slightly upward from 15.3% in 2017 to 15.9% in 2018 thanks to utilization rate that improved from 68.5% last year to 76.1% in 2018. Furthermore, the Company also recognized more revenue from engagement marketing business as new content was added.

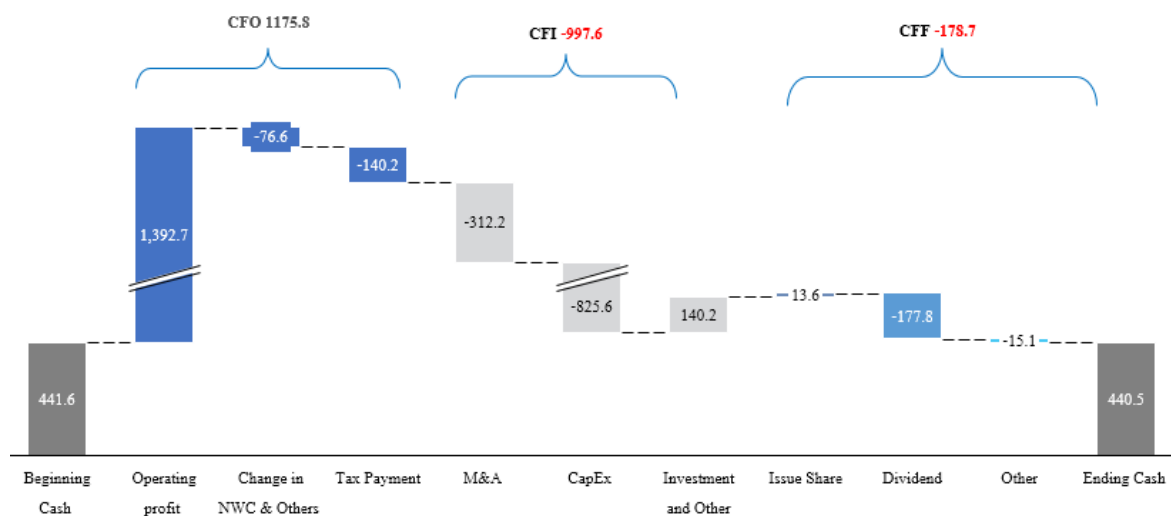
4.4 Financial Position

As of December 31, 2018, total assets of the Company were THB 5,734.6 million which increased by 36.5 % from year end 2017. The increase in total assets was mainly due to business expansion.

The Company's total liabilities were equal to THB 1,389.1 million, which increased by 147.2% from year end 2017 due to growth in account payables from the increase in payable for capex of digital out-of-home media expansion.

The total shareholders' equity was THB 4,345.4 million which increased by 19.4%. This was attributable to the increase in retained earnings appropriated from net profit for the period.

4.5 Liquidity and Cash Flow Position



The Company had cash and cash equivalents at the end of 2018 in the amount of THB 440.5 million, decreasing by THB 1.1 million from the ending period of 2017. During the period, the Company recorded THB 1,175.9 million net cash provided by operating activities; THB 997.6 million net cash used in investing activities; and THB 178.7 million net cash used in financing activities. The cash at the ending period is sufficient to fund capital expenditure and projects.

5. Key Financial Ratio Position

Profitability Ratios		2018	2017
Gross Profit ⁵	(%)	35.1	34.6
EBITDA	(%)	34.5	33.7
EBIT	(%)	22.3	19.0
Net Profit	(%)	15.9	15.3

⁵ Calculated on Total Revenues

Return on equity ⁶	(%)	16.1	13.5
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Liquidity Ratio		2018	2017
Current Ratio	(Times)	1.8	3.9
Quick Ratio ⁷	(Times)	1.3	2.5
Average collection period	(Days)	102	102
Payment days	(Days)	97	69

Efficiency Ratios		2018	2017
Return on assets ⁹	(%)	12.9	11.7
Asset turnover	(Times)	0.8	0.8

Leverage Ratio		2018	2017
Liability to Equity	(Times)	0.32	0.15

6. Trends and Developments in 2019

Advertising media demands from product and service manufacturers and providers are exuberant thanks to high GDP growth of 2018 which is recorded at 4.1%⁸ as they want to capitalize on the expanding economy to build competitiveness and boost sales. The Company expected that this trend of rising demand will continue in 2019 as propelled by another

⁶ Annualized by using the quarter no. x 4

⁷ (Cash and Cash Equivalents + Trade and other receivables) / Current Liabilities

⁸ Source: Thai Bank of Thailand

supporting factor from the upcoming election during the first quarter of 2019. In addition, from the estimate of the Bank of Thailand, the Thai economy is expected to grow 4.2%. These favorable factors should enable the advertising industry to stay on its growth path. Consequently, with its diverse and extensive media offering and engagement marketing business, the Company can properly address the needs of marketers and growth is expected to outstrip the industry average once again. The following are the key drivers of growth.

- The Company will continue to promote variety of its media offering as well as extend the coverage its out-of-home media according to the media network expansion plan per following.
 - Digital media: The Company planned to extend its digital media footprint to key strategic locations in Bangkok with over 100 digital displays. Plus, the Company will further expand Plan B TV Nationwide media network coverage across the country to support urbanization in major cities in the upcountry.
 - Transit media: The collaboration with BMN who was granted commercial rights for the MRT Blue Line represents a unique opportunity to mutually develop business from commercial rights of various projects of BMN; for example, the right to manage commercial space in MRT stations comprising: 1) Advertising media management; 2) Commercial space development; and 3) Information and communication system services. The opportunity from these commercial rights, if well executed, will add further value to the business in the near future, especially from route extension of MRT Blue Line increasing train numbers (from 19 to 54 trains), connecting more stations (from 18 to 38 stations) whilst increasing the distance to transit (from 20 kilometers to 47 kilometers) by 2020 according to MRT's plan.
 - Online media: The Company will continue to develop Geofence packages which bundles out-of-home media and online media together in a package in order to enhance effectiveness in consumer communication so that brands can better reach consumers with more breadth and depth. Geofence packages can

improve media visibility to consumers, raise frequency of exposure and specifically identify target audiences (such as gender, age and interest). Advantages offered in both media are combined to emphasize messages that brands want to communicate and Geofence packages are also more measureable. This is considered another way to address a perceived deficit in out-of-home media. Selected out-of-home media for these packages are mostly unique media that are not designed for mass market but target market like working people in urban society, students, tourists or buyers. With smaller but clearer target groups, these packages not only differentiate themselves from other media products but also offer pricing advantages of being more affordable even for retailers.

- Airport media: apart from the Company's current AirTraveller media service offering in 31 airports operated by Airports of Thailand and Department of Airports, the Company expects to expand its advertising media space in airports to enhance its capability to reach target groups of over 139 million travelers, businessmen and tourists, either Thais or foreigners who have high purchasing power
- The Company planned to further develop its engagement marketing business which is aimed to enhance communication effectiveness between consumers and product and service brands as well as promote brand loyalty desired by marketers. The Company currently has 3 categories of quality content which are sports, music and esports. In the future, the Company plans to develop other types of content to respond to the diverse interests of consumer groups. Moreover, as a quality content manager, the Company can build on its content and expand into other media businesses and channels not limited to the out-of-home media business or current channels.