

IR NEWSLETTER



VOL.01/2021

SHARE PRICE MOVEMENT

Current Price	: THB 5.95
52 Week High/Low	: 7.75 / 5.00
P/BV(X)	4.49
Market Capitalization	: THB 23,101 mn. USD 736 mn.*

Data as of May 12, 2021
*Exchange rate from BOT on May 12, 2021 : 1USD = THB 31.37

SHARE INFORMATION

Symbol	: PLANB
Sector	: Media & Publishing
Industry	: Services
Shares Outstanding	: 3,882,528,101 shares
Free Float	: 40.23%
Par Value	: THB 0.10
CG Report	: 5
CAC	: Certified

MESSAGE TO STAKEHOLDERS

IR Newsletter is another channel the company develop to communicate and PR with investors and interested people to receive updated information on news, business trends, investor relations activity so that the investors have equal access to latest information. In addition, investors can also visit our official website at www.planbmedia.co.th for investor relations page that gathers financial information, stock prices, shareholder information including other published documents.

UPCOMING EVENTS

April 2021

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Apr 2, 2021	: CGS-CIMB Securities (Thailand): "Thailand Consumer Day 2021"
Apr 22, 2021	: Annual General's Meeting of Shareholders 2021
Apr 30, 2021	: TISCO Exclusive Talk

May 2021

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

May 1-12, 2021	: Silent period
May 13, 2021	: 1Q 2021 Financial Results Announcement
May 18, 2021	: 1Q 2021 Analyst Meeting
May 20, 2021	: 1Q 2021 Opportunity Day

COMPANY OVERVIEW 1Q 2021

The recovery of export, industrial production and private consumption helped boosting Thailand's economic conditions during March 2021. However, consumers were still concerned of the third wave of COVID-19 outbreak and this negatively affected advertising media industry in general during 1Q 2021. Advertising spend contracted THB 1,124 million or 4.0% from 1Q 2020 to THB 26,701 million in 1Q 2021.

Since the beginning of 1Q 2021, the government asked for cooperation from government agencies and private companies to adjust their way of work by adopting work from home policy. As people spent more time at home rather than outside, advertising budget and performance of the Company were adversely impacted during the beginning of the quarter.

Nevertheless, in March 2021 the government later eased control measures as the situation reverted back to normal state which resulted in a V-shaped recovery of the Company's performance. PLANB is confident that our diversified and high-quality out-of-home media as well as flexible growth and solid cash flow will be able to address different needs of consumers.

Moreover, external factors such as economy, tourism, vaccine rollout and economic stimulus packages are considered uncontrollable. In case that these factors are managed properly through remedies and corrective measures, the Company believes that Thai economy will show positive outlook shortly.

Despite the second wave of COVID-19 outbreak, the Company managed to generate operating profit for 1Q 2021 of THB 89 million as we as net profit attributable to equity holders of THB 37 million. The Company reported operating revenue of THB 1,024, growing 6.2% compared to the same period of the previous year.

ANNUAL PERFORMANCE & HIGHLIGHTS

Thailand's gross domestic product (GDP) of 1Q 2021 continued to recede at a rate of 4.0% amidst a prolonged COVID-19 crisis since 4Q 2020 while the government announced targeted lockdown of certain areas which restricted economic activities. According to the Fiscal Policy Office, Thai economy is expected to expand at 2.3% per year, revised down from 2.8% per year from the previous estimate in January 2021 due to the new wave of COVID-19 outbreak.

The Company recorded operating revenue for 1Q 2021 of THB 1,024 million, increasing THB 59 million or equivalent to 6.2% compared to 1Q 2020. The significant increase in revenue was derived from engagement marketing business that realized revenue of approximately THB 151 million from marketing rights management of the Olympic Games in 1Q 2021. Nevertheless, out-of-home media still experienced difficulties from all business sectors that cut down advertising spend.

The Company reported net profit attributable to equity holders for 1Q 2021 of THB 37 million, falling THB 47 million or 55.6% over the same period last year due to the above reasons. (If we remove the impact of TFRS16 of THB 26 million, net profit available for the equity holders in 1Q 2021 will be THB 63 million)

Thanks to our diversified investment portfolios and business balance, the Company was able to generate stable and uninterrupted cash flows while the Company delivered EBITDA of THB 262 million (excluding impacts from adopting TFRS16 accounting standard)

QUARTERLY CAMPAIGNS

PLANB's media have gained popularity among customers in all industry sectors including entertainment industry as seen from superstars, actors and celebrities using our billboard services for special occasions.

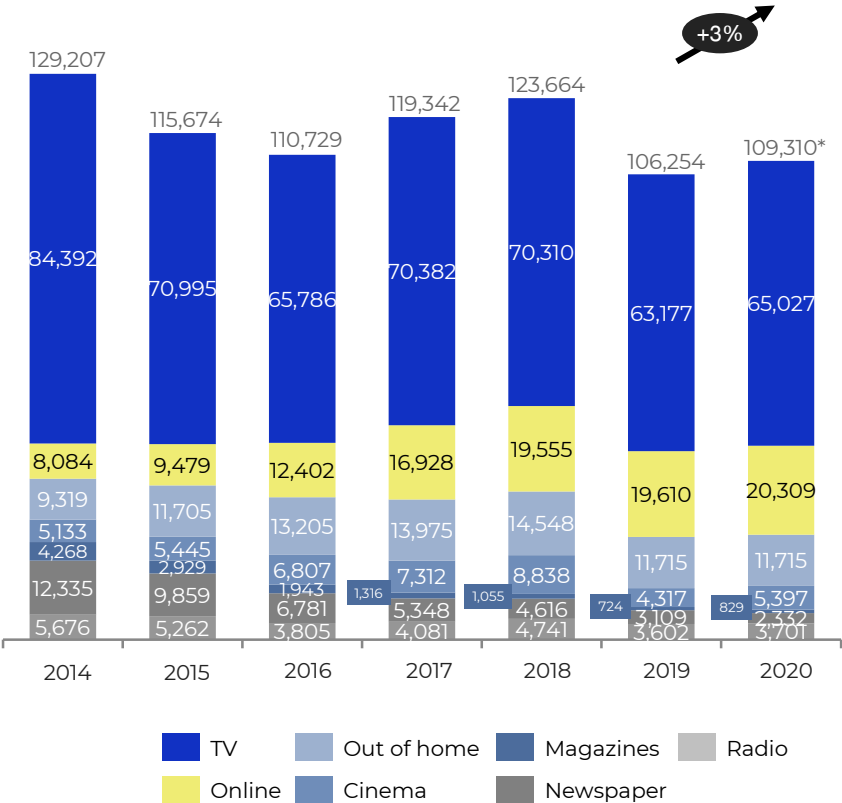


The debut of VYRA girl idol group with a fresh change, a Thai girl group, recently changed the name to "VYRA", with five members joining as a special unit of BNK 48 and Universal Music Thailand and launched a new single "Ta-Ton-Yon...Hurry Up!" available on YouTube.

MEDIA INDUSTRY OUTLOOK

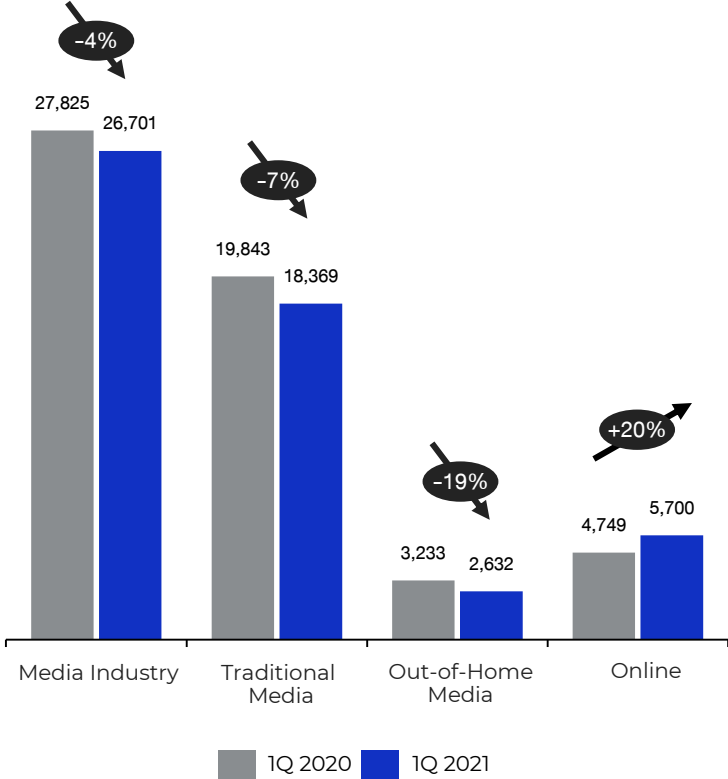
MEDIA SPENDING

Unit : MB



OOH MEDIA PERFORMANCE 1Q 2021

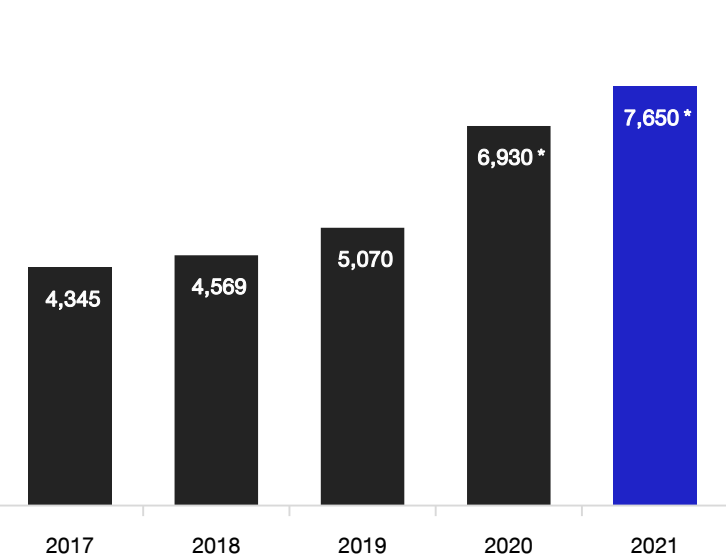
Unit : MB



KEY FINANCIAL HIGHLIGHTS & RATIOS

MEDIA CAPACITY

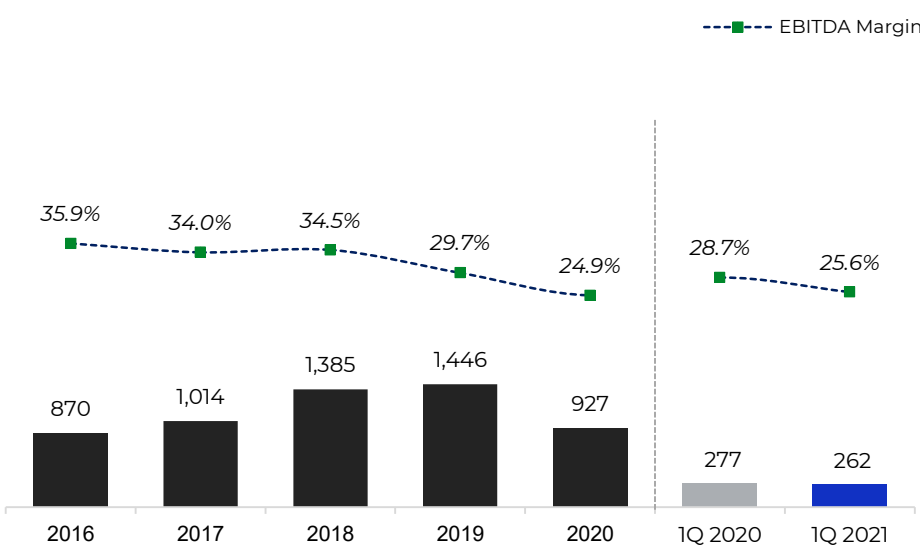
Unit : MB



*Including Bus Shelter, 7-11, and MACO

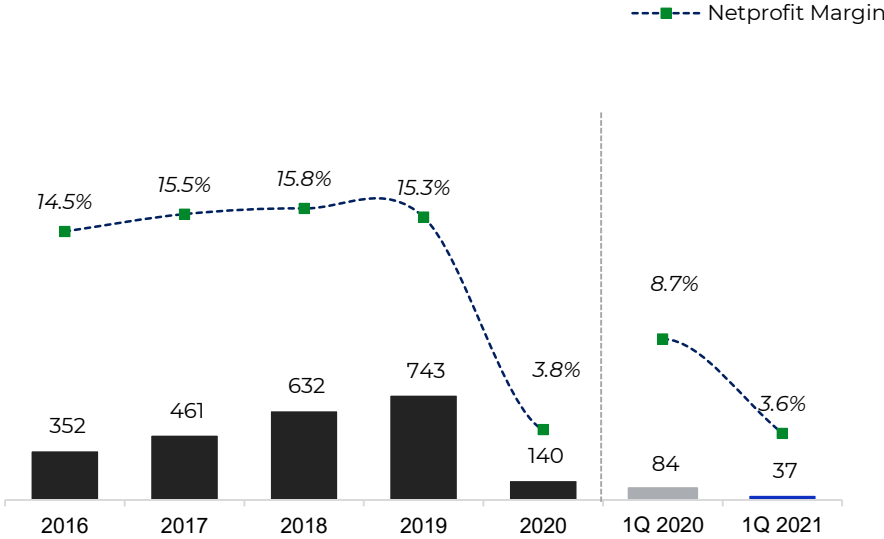
EBITDA (EXCLUDING THE IMPACT FROM TFRS16)

Unit : MB



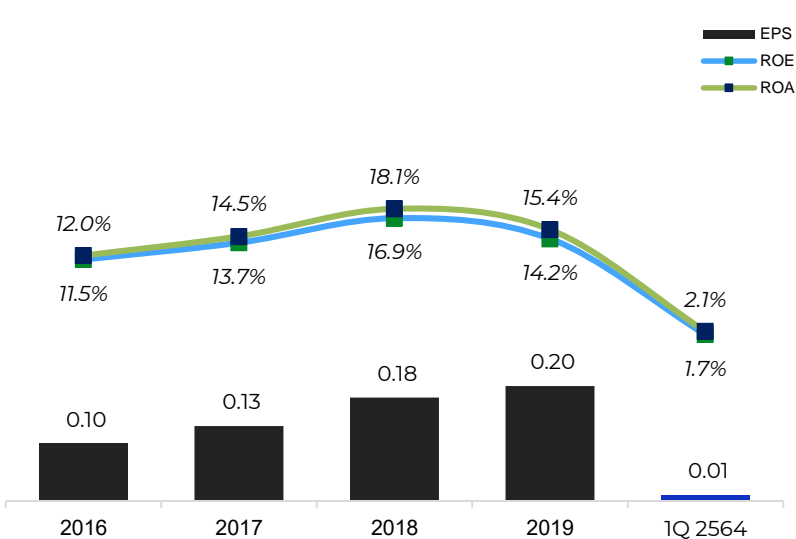
NET PROFIT

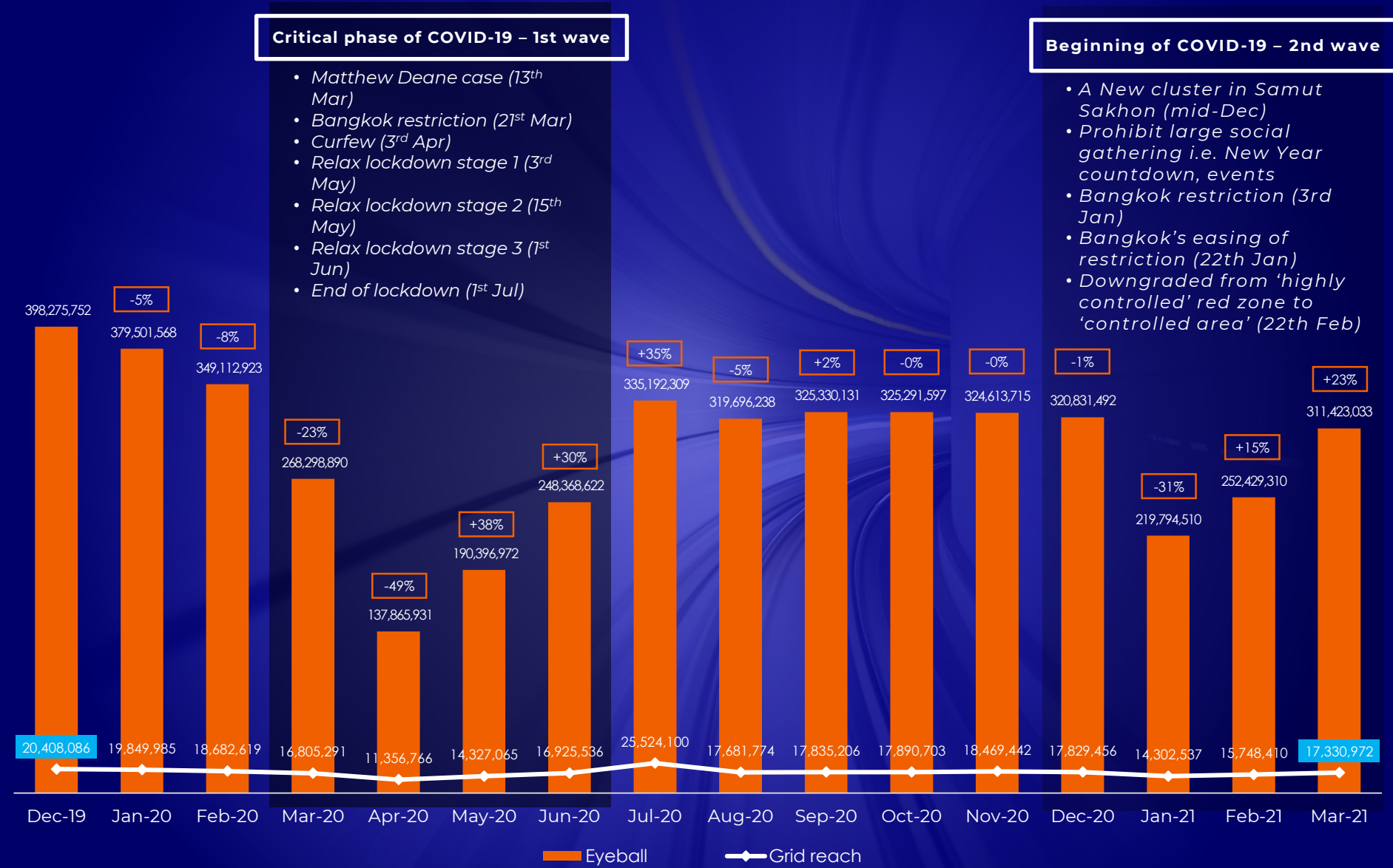
Unit: MB



*Including the impact from TFRS16 of THB 26 MB. In 1Q 2021

KEY FINANCIAL RATIO

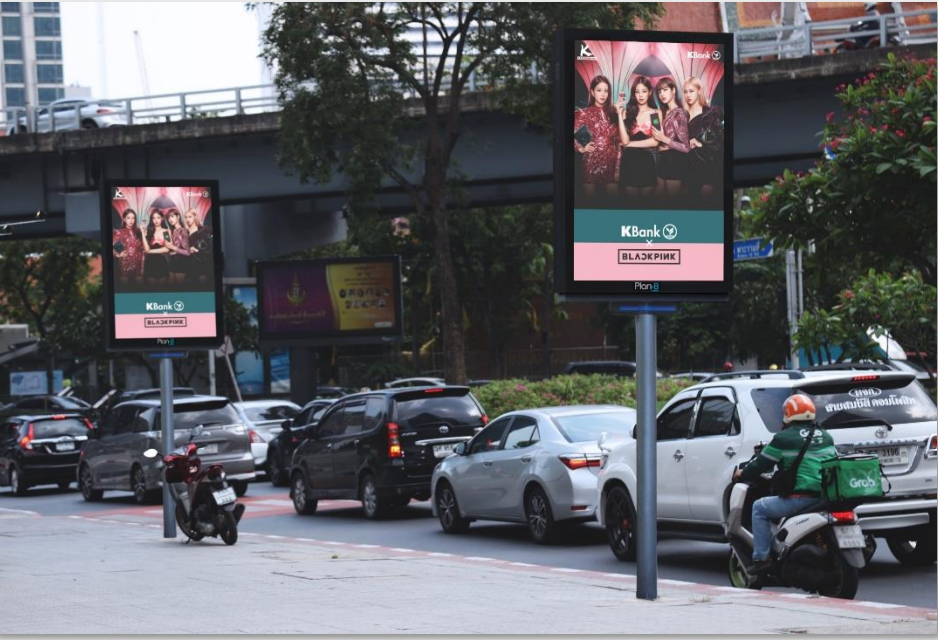




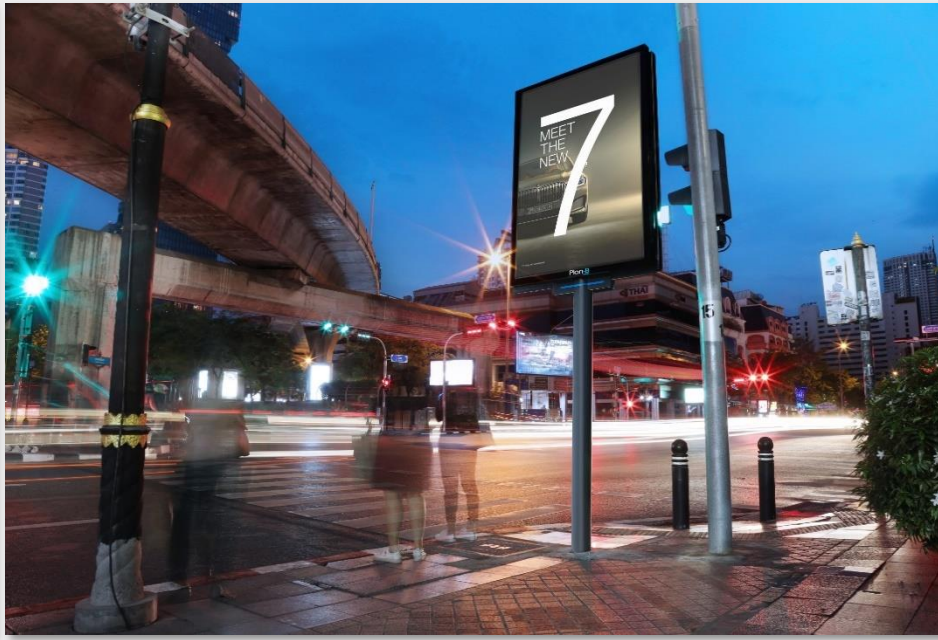
After the second wave of COVID-19 cases at the end of December 2020, the government announced control measures including restrictions/cancellations of entertainment activities and determination of maximum control areas that cover Bangkok. Number of people spending time out of their residences declined during January – February 2021 which directly hurt out-of-home media. This is consistent with lower number of eyeballs and grid reach as well as declining advertising spend during the same period of January – February 2021.

Nevertheless, the situation resumed to normal state in March 2021 as the government relaxed some control measures and people returned to their normal lifestyles. As a result, eyeballs and grid reach improved from the past 2 months in line with the Company’s performance that bounced back rapidly like a V-shape.

News Release



Delivery of Cookies at smart bus shelters
PLANB has completed its installation of 1,170 Cookies signboards at Smart Bus Shelters as planned and delivered to the Bangkok Metropolitan Administration.



Olympic News



FLAG OF NATION

วิ่งธงชาติไทย รวมใจสู่ชัยชนะ



วิ่งมาแล้ว 30 วัน พร้อมลุยกันต่อใน
อีก 31 วันที่เหลือ

พี่น้องนักวิ่งรออยู่ตรงไหนกันบ้าง ส่งเสียงให้รู้หน่อยเร็ว



“Flag of Nation”

Thai national flag relay run to unite for victory – aiming to send support to Thai national team athletes participating in Tokyo Olympics. Currently 13 provinces completed with cumulative distance of 1,997 kilometers (as of 24 April 2021) – only 31 days left to reach the goal of 4,606 kilometers in 35 provinces.

Olympic News

ภารกิจ พิชิต 1 ล้านกิโลเมตร

FLAG OF NATION VIRTUAL RUN

ระยะทางสะสม ณ เวลาปัจจุบัน

736,068 km

นับ
ถอยหลังอีก 263,932 km

ทุกกิโลเมตรที่ร่วมสะสมใน VIRTUAL RUN
มีความหมายกับนักกีฬาไทยทุกคน

ชวนทุกคน ครีเอทชาเลนจ์วิ่ง!!

วิ่ง!! วิ่ง!! วิ่ง!! วิ่ง!!

TikTok Challenge

#วิ่งไปโตเกียวโอลิมปิก

“Flag of Nation Virtual Run: A 1,000,000 KM Mission”: Cumulative distance of 736,068 kilometers achieved (as of 25 April 2021) with remaining 263,932 kilometers toward Tokyo Olympics.

Plus, more activities to send moral support to Thai athletes participating in the Olympic Games in Tokyo such as content development campaign under #วิ่งไปโตเกียวโอลิมปิก joined by BNK48 that you can win various prizes via TikTok application.

News Release

“2021 Annual General Meeting of Shareholders of Plan B Media PLC Via Electronic Media(E-AGM)”


การประชุมสามัญผู้ถือหุ้นประจำปี 2564 บริษัท แพลน บี มีเดีย จำกัด (มหาชน)

สรุปผลการดำเนินงานในปี 2563 เปรียบเทียบกับปี 2562 (คำอธิบายและการวิเคราะห์ของฝ่ายจัดการ)

(หน่วย: ล้านบาท)	ผลการดำเนินงานที่สำคัญ ของปี 2563	ผลการดำเนินงานที่สำคัญ ของปี 2562	อัตราการ เปลี่ยนแปลง (ร้อยละ)
รายได้รวม	3,768	4,919	-23.4
กำไรขั้นต้น	783	1,688	-53.6
กำไรก่อนดอกเบี้ยจ่าย ภาษี เงินได้ ค่าเสื่อมราคา และค่าตัดจำหน่าย (EBITDA)	2,033	1,681	+20.9
กำไรสุทธิสำหรับผู้ถือหุ้นของบริษัท	140 ⁽¹⁾	743	-81.1

(1) สืบเนื่องจากการปรับโครงสร้างองค์กร TFRS 16 จำนวน 57 ล้านบาท ในปี 2563

The Company recently organized an E-AGM No.1/2021emphasizing health and safety of shareholders and all meeting attendants. The E-AGM was hosted at the headquarter of Plan B Media Public Company Limited under strict health and safety measures.



3,003
Static Panels

(Including Hello Bangkok)




23 Airport Locations

23 Airports Nationwide




931 Retail Screens

(Excluding 7-11)



3,617
Digital Screens

60 City Coverage



1,514 Transit Screens

2,500 Buses

(109 Routes)

ข้อมูล ณ วันที่ 26/04/64

PLAN B WITH SUSTAINABILITY



"Pouring Heart for Forest Fire Fighting" Project

The wildfire situation in Thailand caused damage to forests and wildlife and the health of the people who were continuously affected by the intensifying smog crisis. PLANB offered media platforms and advertising spaces to the Tae-jai.com website to be one of the channels for public relations so that interested people can help donate to fund fire-fighting equipment purchases for forest rangers across Thailand. This will help wild animals and send moral support to forest rangers in conserving natural resources and the environment for Thai people and Thailand.



"Adopt A Granny" Project
PLANB provided advertising media platforms and spaces to promote a campaign that cares for over 500 elderly people.

who are poor and abandoned in Chiangmai and Lampang through monetary support on nutritious meals, proper clothing for the weather and household medicine.

