



VOL.03/2021

SHARE PRICE MOVEMENT

Current Price	: THB 6.90
52 Week High/Low	: 7.75 / 5.00
P/BV(X)	: 5.04
Market Capitalization	: THB 26,790 mn. USD 813 mn.*

Data as of Nov 11, 2021
*Exchange rate from BOT on Nov 10, 2021 : 1USD = THB 32.95

SHARE INFORMATION

Symbol	: PLANB
Sector	: Media & Publishing
Industry	: Services
Shares Outstanding	: 3,882,528,101 shares
Free Float	: 49.63%
Par Value	: THB 0.10
CG Report	: 5
CAC	: Certified
THSI	: 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

October 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						

Oct 25-31, 2021 : Silent period

November 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				

Nov 1-11, 2021 : Silent period
Nov 3, 2021 : SET Awards 2021 Announcement
Nov 11, 2021 : 3Q 2021 Financial Results Announcement
Nov 16, 2021 : 3Q 2021 Analyst Meeting
Nov 17, 2021 : 3Q 2021 Opportunity Day
Nov 19, 2021 : E-EGM No.1/2021

COMPANY OVERVIEW 3Q 2021

Bank of Thailand reported that overall Thai economy showed signs of recovery during the month of September 2021 as all economic activities started to resume as a result of improved COVID-19 situation and the government's ease of control measures. Service industry including hotels, restaurants and logistics bounced back significantly and overall consumer confidence index for September 2021 adjusted upward to 42.1 compared to 37.2 in the previous month.

The economic outlook of Thailand for 4Q 2021 is expected to be expansionary with a few key factors supporting the recovery which are (1) more vaccine and more choices of vaccine (2) expanding scope of sandbox project to open more cities (3) border opening in November to allow travelers to enter Thailand (via air) without quarantine requirements. This will help expedite the economic recovery (Bank of Thailand).

Recently, more than 14 million people or 100% of the population in Bangkok area received first dose of vaccine while 68% already received the second dose. The Company believes that out-of-home media business already passed the trough and will experience a V-shaped recovery again.

ANNUAL PERFORMANCE & HIGHLIGHTS

Macroeconomic Strategy and Planning Division reported the outlook of Thai economy in 2021 with expected growth of around 0.7-1.2% characterized by a slow recovery from the 6.1% contraction in 2020. Key contributing factors for economic expansion include (1) Glob-al economic and trade recovery (2) Drives from expenditure, investment and important economic stimulus from government sector (3) Gradual improvements of income in agricultural sector and (4) lower than normal growth base from the second half of 2020 (Macro-economic Strategy and Planning Division, 16 August 2021).

The Company reported operating revenue for 3Q 2021 of THB 1,098 million, representing an increase of THB 231 million or 26.6% over 3Q 2020. The moderate increase in revenue was mainly driven by growth in classic media and retail media as the Company expanded its media in 7-Eleven stores by installing LED screens and also revenue recognition from marketing rights management of the Olympic Games and the Football Association of Thailand.

Out-of-home media reported total revenue of THB 637 million, dropped THB 90 million or 12.4% over the same period last year as a result of COVID-19 crisis that cause the lower utilization rate.

Engagement marketing reported total revenue of THB 461 million, increased THB 321 million or 228.9% over the same period last year as a result of revenue recognition of marketing rights management of the Olympic Games in 3Q 2021 of about THB 154 million. Besides, the PLANB recognized revenue from managing rights of the Football Association of Thailand of around THB 160 million.

Consolidated net loss attributable to the equity holders of the Company for 3Q 2021 reported of THB 54 million, increasing THB 55 million or more than 1000.0% over the same period last year due to falling sales of out-of-home media, recognition of minimum guarantee compensation of THB 78 million that the Company had to pay MACO for the quarter as the second quarter as well as rising financial costs from TFRS16 impacts.

SPORT UPDATE

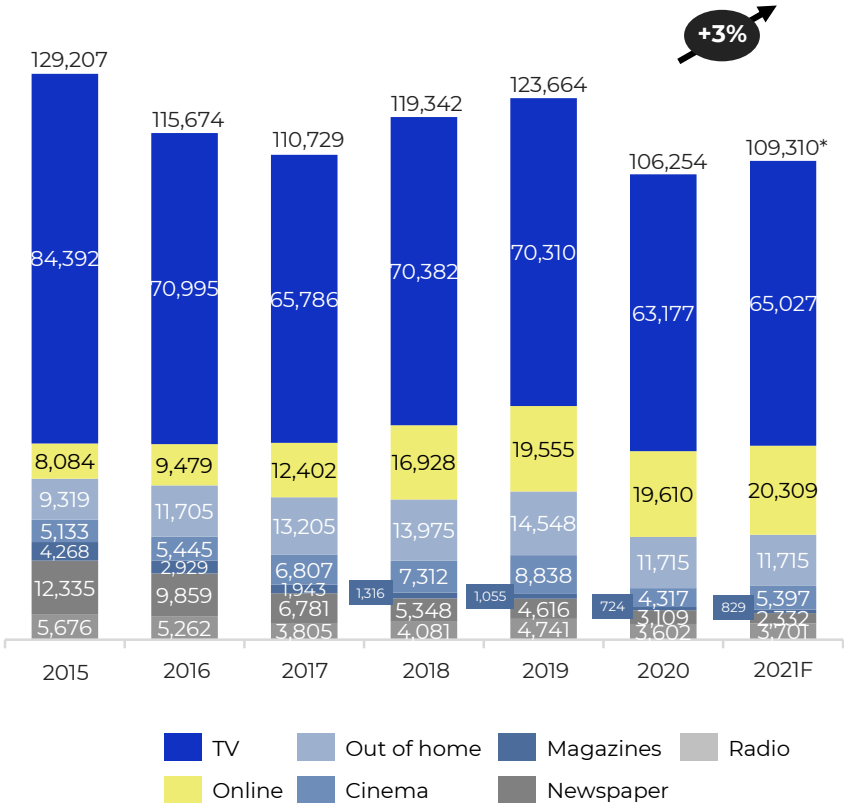


New experience with Plan B “**Muay Thai Fight, Thai Heritage**” through a grand event to showcase Thai boxing in a new light through a tournament aiming to revive Muay Thai industry that has been hardly hit by COVID-19 pandemic. Over 600 boxers and 660 trainers from 77 provinces across the country gracefully return to the Muay Thai arena to join the event. The tournament can be viewed through AIS Play and TSports 7 every Thursday – Sunday from 20.30 hours onward starting 30 September to 21 November 2021.

MEDIA INDUSTRY OUTLOOK

MEDIA SPENDING

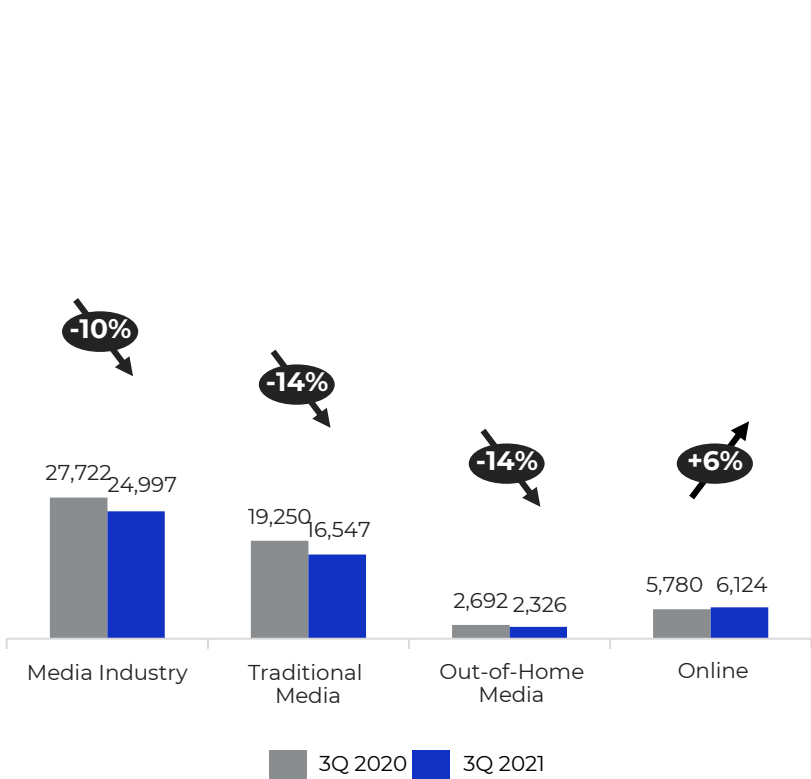
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Source : Nielsen, Media Intelligence, Media Agency Association of Thailand (MAAT)

OOH MEDIA PERFORMANCE 3Q 2021

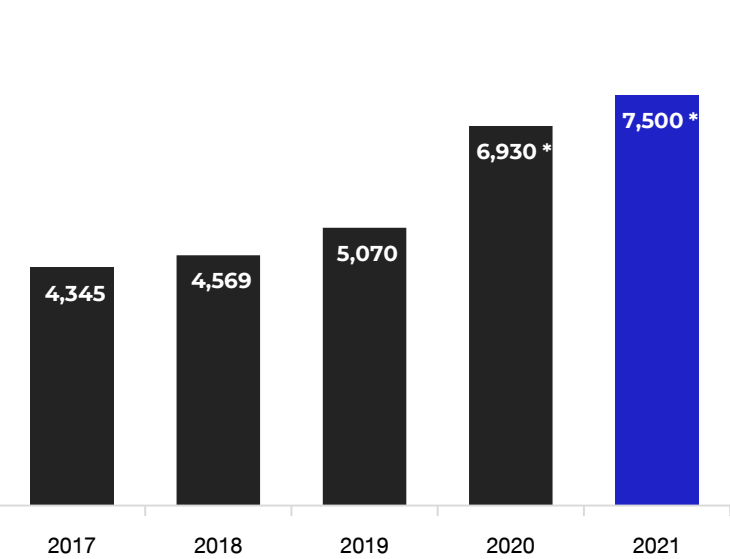
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KEY FINANCIAL HIGHLIGHTS & RATIOS

MEDIA CAPACITY

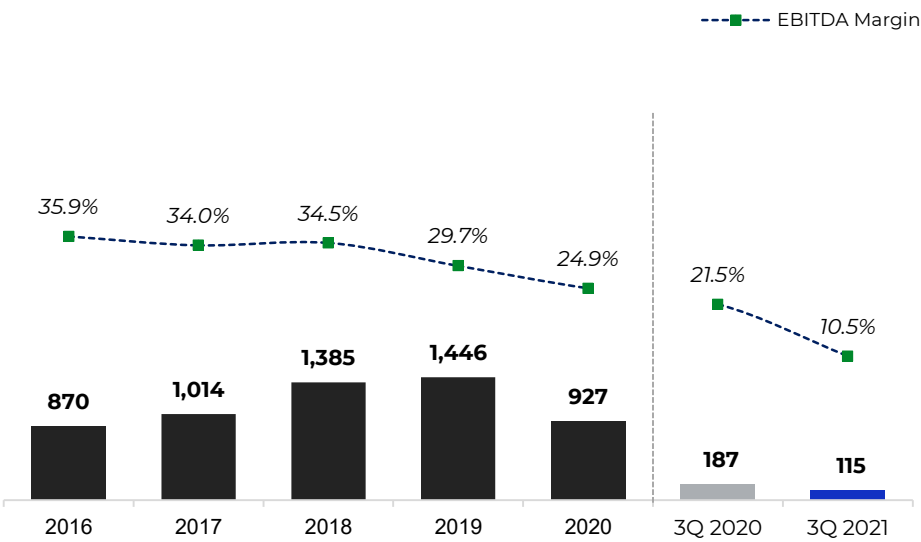
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*Including Bus Shelter, 7-11, and MACO

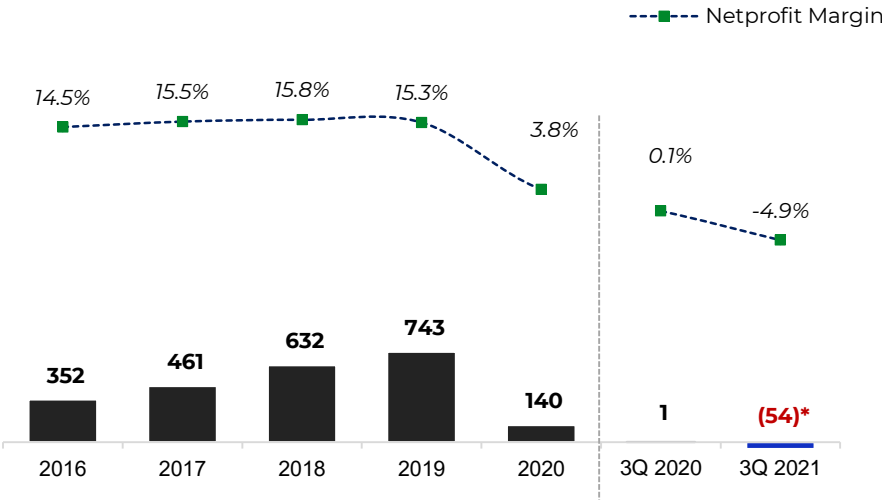
EBITDA (EXCLUDING THE IMPACT FROM TFRS16)

Unit : MB



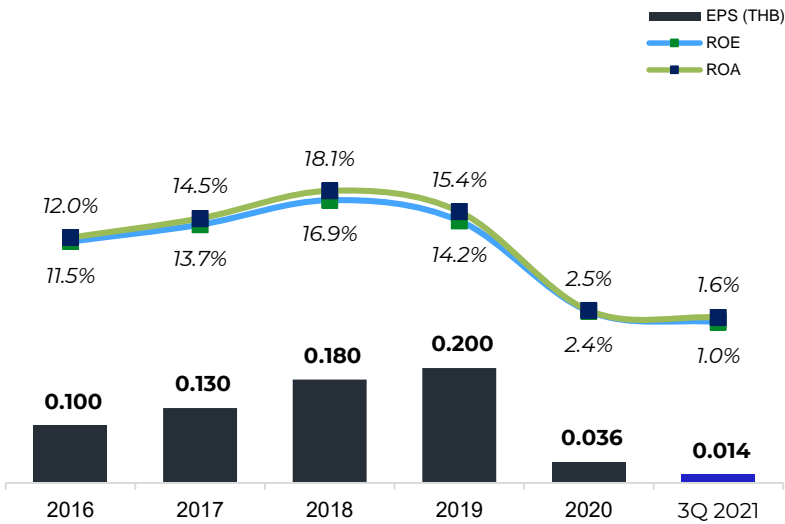
NET PROFIT

Unit: MB



*Including impacts from TFRS16 incurred in 3Q 2021 of THB -15.2 million. Note that the negative number from TFRS16 came from the minimum guarantee revenue sharing that the Company had to pay MACO in 3Q 2021 which was higher than depreciation and interest that was adjusted from TFRS16.

KEY FINANCIAL RATIO



Accomplishment Awards

PLANB ได้รับคัดเลือกในกลุ่มหุ้นยั่งยืน 2564

Thailand Sustainability Investment (THSI) 2021



Plan B Media Company Limited was selected from the Stock Exchange of Thailand to be 1 of 146 companies listed in the stock exchange to be considered to have sustainable business performance or to be “sustainable stock” for the year 2021. This reflects PLANB’s commitment in undertaking its business in a sustainable manner under good corporate governance policy covering various dimensions including economy, society and environment.



Best Investor Relations Awards 2021

In addition, Plan B was granted “Best Investor Relations Award” in the category of listed companies with market capitalization of THB 10,00-30,000 million for the year 2021 from the Stock Exchange of Thailand for the first time. This is another evidence that Plan B values all types of stakeholders. Plan B sets a goal to disclose all key information necessary for investors in making informed investment decisions in an accurate, adequate, timely, equitable and fair manner.

Inside Sports Fans



SPORTS & ESPORTS

Must-Knows for Brands

Sports Participation



43 Million Thais Watch Sports

Despite COVID-19 pandemic

From a survey for the past 12 months, 84% of Thai sports audience or over 43 million people were back to watching sports. More than 20 million people viewed sports in the arenas while 19 million Thais play sports.

source : Nielsen Fan Insights : Thailand - Feb 2021

Audience Gaining Access to Brands

Through Live Broadcast of Popular Sports

Even though COVID-19 outbreak posted threats to hosting sport events, people already returned to watch sports as usual. Once the ease of measures allowed sport tournaments to resume. For example, 2021 Volleyball Woman's Nations League recorded a rating of 5.3% while AFC U23 Championship Thailand 2020 received a rating of 7.3%.

TV AUDIENCE REACH

ALL SPORT VS LIVE SPORT



Sports and Esports Fans

Have Higher Income

Compared to General Audience

	Gender	Household income
All sports	UPPER	
Boxing	Lower middle	
Football	Middle Upper	
Volleyball	Lower Upper	
Badminton	Middle Upper	

A survey of esports fans in Bangkok area shows that **65%** of the fan base is male who are **university students or first jobbers** with an average age of **27 years** and higher monthly income than the average Bangkokians of **THB 45,000**.

Sponsors Earn Good Image

Among Sports Fans

65% Agreed that brands who sponsor sports gained more attention from audience.

63% Can memorize names of brands.

60% Perceive that brands are socially responsible.

55% Will choose sponsor brands over competitor brands.

71% Of esports fans viewed that sponsors help enhance viewing experience.

55% Feel sincerity from athletes or streamers who recommend brands.

What Brands Get From

Sponsorship Strategy

Comparing behavior between "sports fans" and general audience on brand perception.

	Beverage Brands	
Sports Fans	General Audience	
93%	Raise Awareness	91%
97%	Feel Familiar With Brands	95%
68%	Interested in becoming customers in the future	60%
75%	Interested in purchasing brands	69%
44%	Are fond of and loyal to brands	36%

Based on their behavior, sports fans love **"Auto Brands"** who sponsor football at **12%** higher rate compared with general audience.

THAITEAM

PARALYMPIC GAMES 2020
24 สิงหาคม 2564

PARALYMPIC GAMES TOKYO 2020
LIVE BROADCAST BROUGHT TO YOU BY

2020 Paralympic Games in Tokyo, Japan was held from 24 August – 5 September 2021. This event marked a historic record of highest number of participating Thai athletes of 74 people – 48 men and 26 women from 14 types of sports which are archery, wheelchair fencing, powerlifting, swimming, table tennis, athletics, cycling, shooting, wheelchair tennis, boccia, football 5-a-side and judo including badminton and taekwondo, 2 new sports added to the event for the first time. Thai national team achieved impressive results of winning a total of 18 medals. 2020 Paralympic Games was broadcast live on T Sports, T Sports 7 and AIS Play. Audience can also view rerun programs and highlights on PPTVHD 36.



The World Once Again Reunited As One Through the Power of Sports Tokyo 2020 Olympics

ON-GROUND



Road to Tokyo 2020

Flag of nation



ONLINE



Stadium.TH



Road to Tokyo 2020



The standard



Mainstand

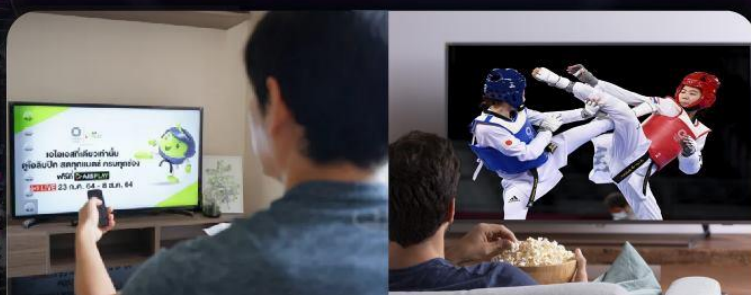


Running insider



BNK48 ซาเลนจ๊ว๊ว

ON-AIR



OOH

Flag of Nation:
Promoting the activity
and showing welcome
messages for runners
in each province
Breaking Moment

Breaking moment

Who to Watch For: Up
and coming athletes
from both Thailand and
foreign countries.



Leveraging on our success from the Olympics...



Plan B will build on the past achievement at full force to offer Thai people new experience to be able to view international sport events regularly in the future.



ESPORTS

The world that connects sport and game, leading in a future sport model

Success and Drive Toward E-League 2021

E-League - a program that received overwhelming responses from football game fans and Thai League fans

2020

Over 14 million views of more than 21 million minutes comparable to real football



2021

Given COVID-19 situation where offline tournaments were fully moved to online, more than 30 million reaches from an average viewership of 200,000 people were achieved



Even E-League PES Mobile Thailand Championship has over 500,000 applicants which is considered the highest active users in the world for e-football games at that period

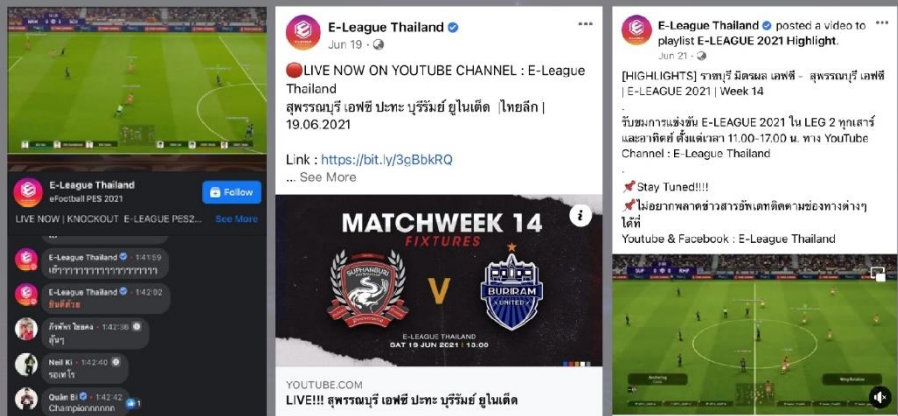
OOH MEDIA

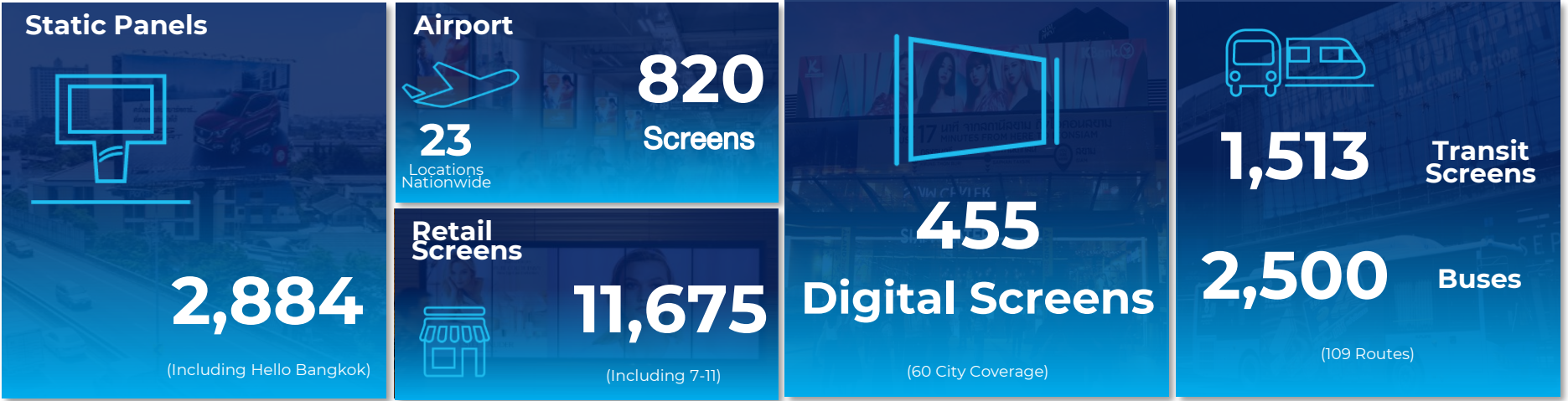
Raising awareness with promotions via out-of-home media



LIVE STREAMING

Competing online full-on and viewing through live streaming for everyone to experience and better access esports





Data as of Oct 6, 2021

SUSTAINABILITY WITH PLAN B



PLANB together with partners and volunteers offered help for Thai people by donating over 30,000 sets of rice and snacks to be distributed to different communities across Bangkok to play a part in sending moral support and help all Thai people to get through this crisis together.



PLANB joined World Gas in a campaign **“Ran Yim Dai...Rao Gor Yim Duay X Phak Ran Parn Jor”**. This campaign not only helped promote small businesses though digital screens but also provided cooking gas for those businesses affected by COVID-19 crisis free of charge, complimentary from World Gas