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media



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1Q 2021

Earnings Presentation

Date 20.05.21

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AGENDA

01

**Media industry
overview**

02

**1Q 2021
Financial
performance**

03

**Key business
update**

04

Conclusion

05

Q&A

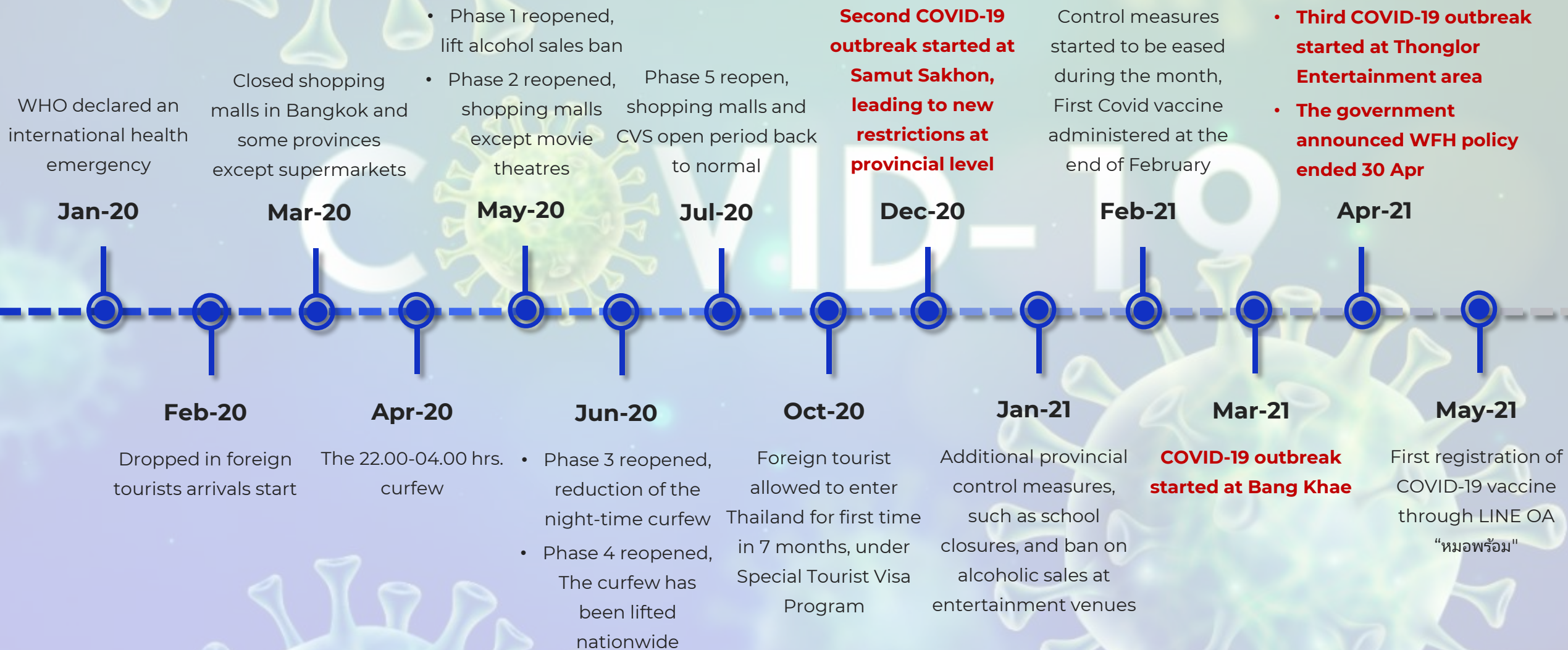
01

Media industry overview



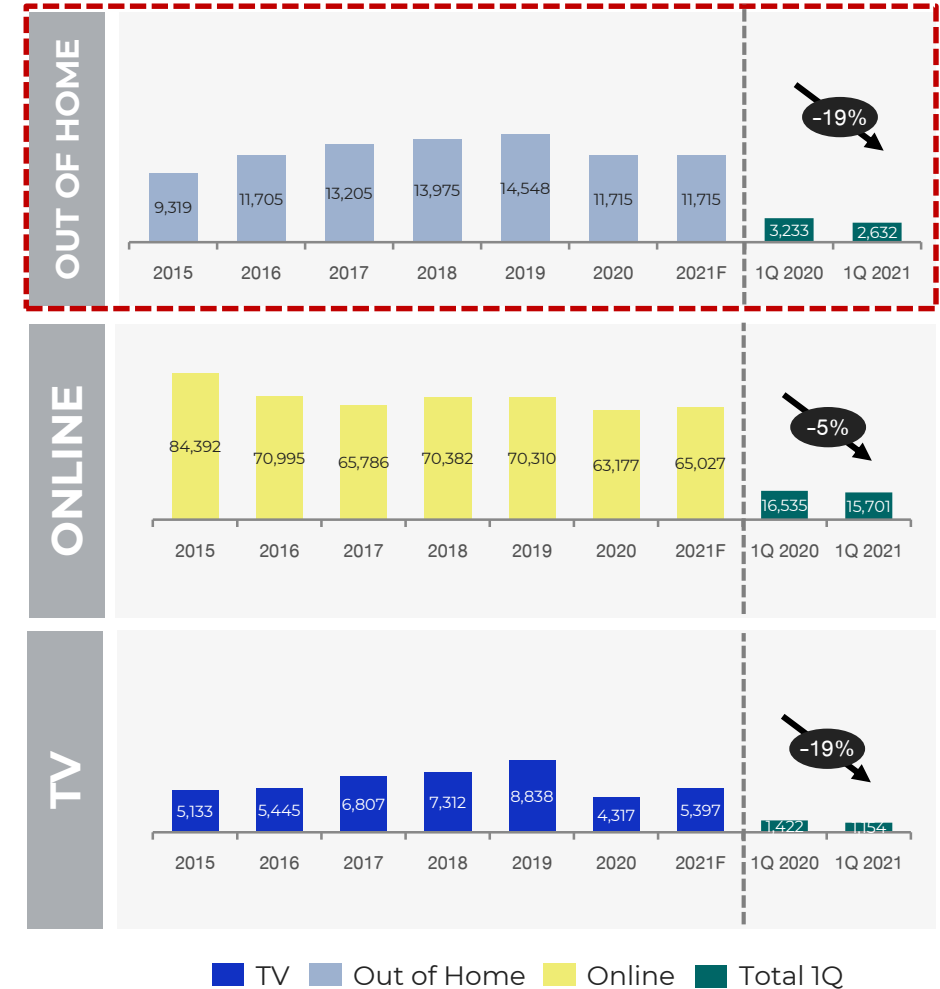
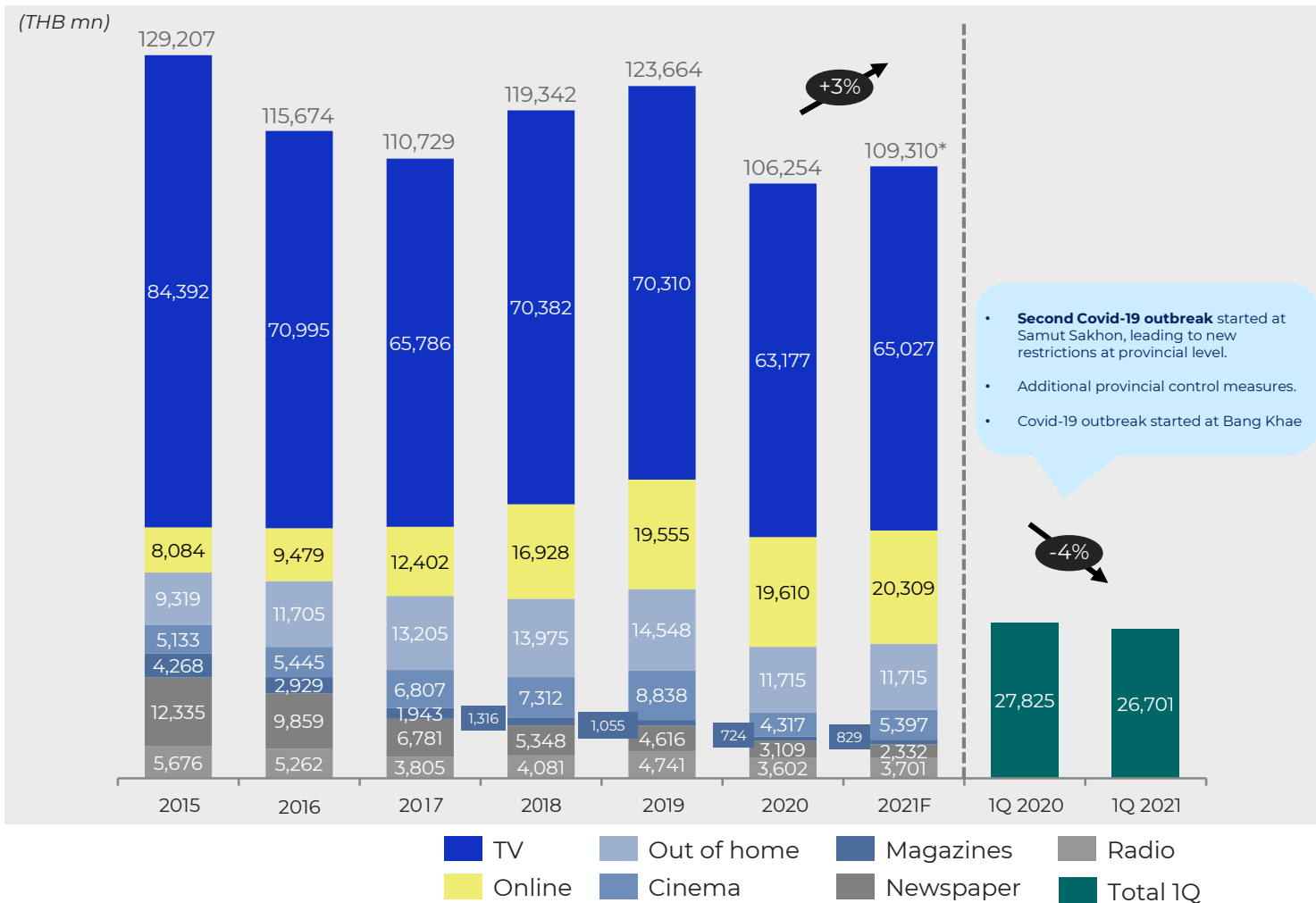
COVID-19 is significantly impacting businesses, the economy as well as serious implications for people's health

Recap key milestone during Jan 2020 - May 2021



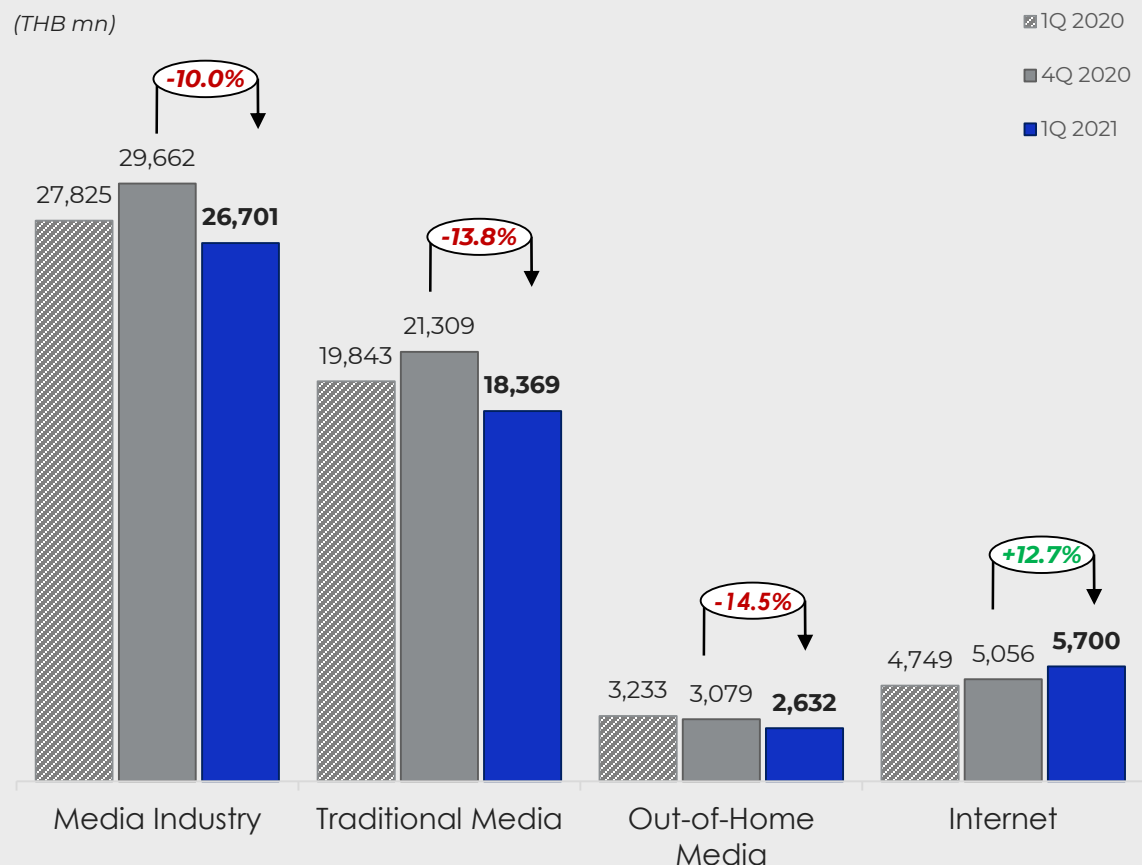
2021 might be the worst year for the local ad industry affected by the covid-19 second and third wave

Media ad spending in 1Q 2021 amounted to THB 26,701 mn, felt by -4.0% over the same period last year due to the control measures of the maximum area in Bangkok and the second COVID-19 outbreak started since late Dec 2020



The ad spending on OOH media in 1Q 2021 continually downward due to the second COVID-19 outbreak

OOH media consumption decreased by -14.5% QoQ, confronting the affected of the COVID-19 second wave



Top 5 ad spending by business segment

Overall media industry					PLANB Out-of-home media				
	2019	2020	1Q20	1Q21		2019	2020	1Q20	1Q21
1. Consumer products	20.4%	24.7%	20.1%	23.8%	1. Food & beverage	16.7%	24.1%	17.2%	25.3%
2. Entertainment	18.4%	17.2%	18.0%	22.7%	2. Automotive	20.9%	19.1%	22.5%	14.6%
3. Food & beverage	15.7%	15.2%	20.6%	15.4%	3. Technology & electronic	4.5%	17.6%	18.0%	14.6%
4. Government, education & CSR	9.6%	9.0%	9.7%	8.3%	4. Consumer products	17.4%	11.5%	14.7%	12.6%
5. Automotive	9.5%	7.4%	9.6%	7.2%	5. Banking & insurance	9.3%	8.6%	9.9%	4.3%
Top 5	73.6%	73.5%	78.0%	77.4%	Top 5	68.8%	80.9%	82.3%	71.4%
Others	26.4%	26.5%	22.0%	22.6%	Others	31.2%	19.1%	17.7%	28.6%

02

1Q 2021

Financial performance

1Q 2021, 1Q 2020, and 4Q 2020 consolidated financial overview



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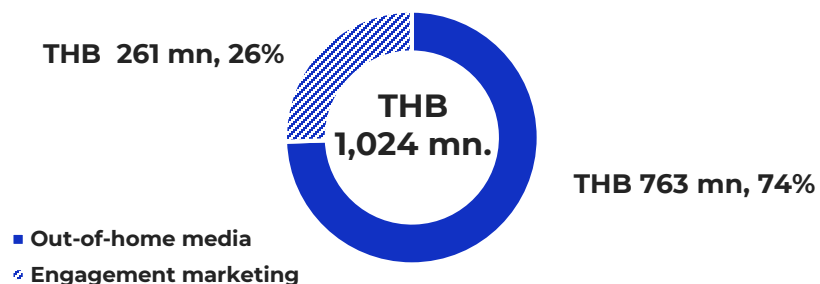


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(THB mn)	1Q 2021	4Q 2020	1Q 2020	%QoQ	%YoY
Revenue from sales and services	1,024	1,233	965	-17.0	6.2
Other income	22	5	10	343.7	128.7
Total revenues	1,046	1,238	974	-15.5	7.4
Cost of goods sold	837	868	714	-3.0	17.4
Gross profit	187	370	251	-49.6	-25.6
Selling and administrative expenses (SG&A)	120	204	146	-41.1	-17.6
Share of profit (loss) from investments in joint venture and associates	(10)	(3)	(1)	198.3	544.9
Earnings before interest and tax (EBIT)	89	171	115	-48.1	-22.6
Interest expense	52	26	22	101.7	132.3
Tax expense	13	24	16	-45.9	-15.8
Equity holders of the Company	37	140	84	-73.5	-55.6
Impact from TFRS 16	26	19	11	36.0	137.0
Equity holders of the Company*	63	159	94	-60.6	-33.6
EBITDA*	262	385	277	-31.9	-5.4
Gross profit margin	18.2%	30.0%	26.0%		
EBITDA margin*	25.6%	31.1%	28.7%		
Net profit margin (attributable to equity holders of the Company)*	6.1%	12.9%			

* excluding the impact from TFRS16

1Q 2021 operating revenue breakdown contribution



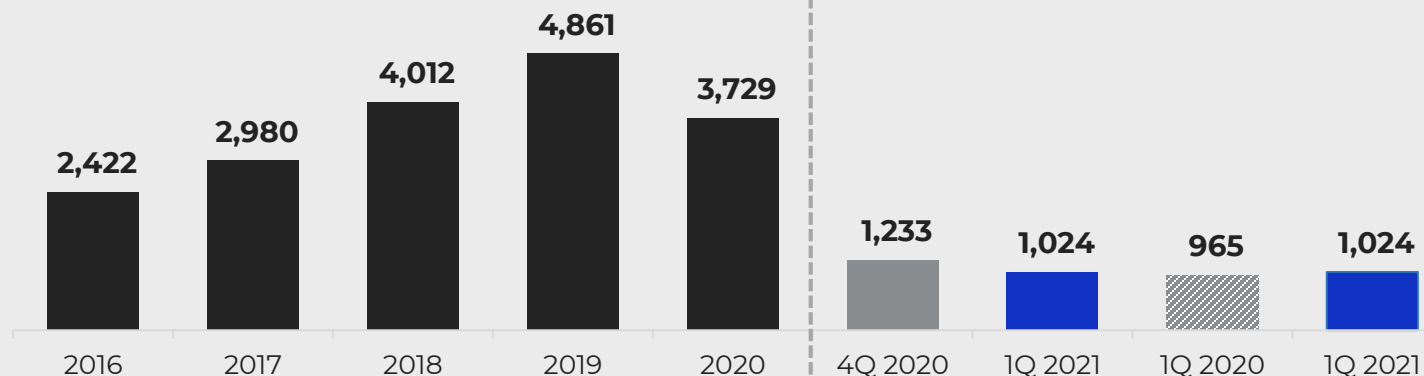
Key performance factors

- PLANB's operating revenue for 1Q 2021 reached THB 1,024 million, representing an increase of THB 59 million or 6.2% over 1Q 2020. The significant revenue increase was mainly driven by engagement marketing business from revenue recognition of marketing rights management of the Olympic Games during 1Q 2021.
- PLANB's consolidated net profit attributable to the equity holders of the Company for 1Q 2021 reached THB 37 million, a decrease of THB 47 million or -55.6 YoY due to lower OOH media revenue affected by the covid-19 second wave.
- If we remove the impact of TFRS16 amounting to THB 26 million, booked in 1Q 2021, the recurring net profit available for the equity holders of the Company in 1Q 2021 reached THB 63 million.

Overall performance

Revenues from sales and services

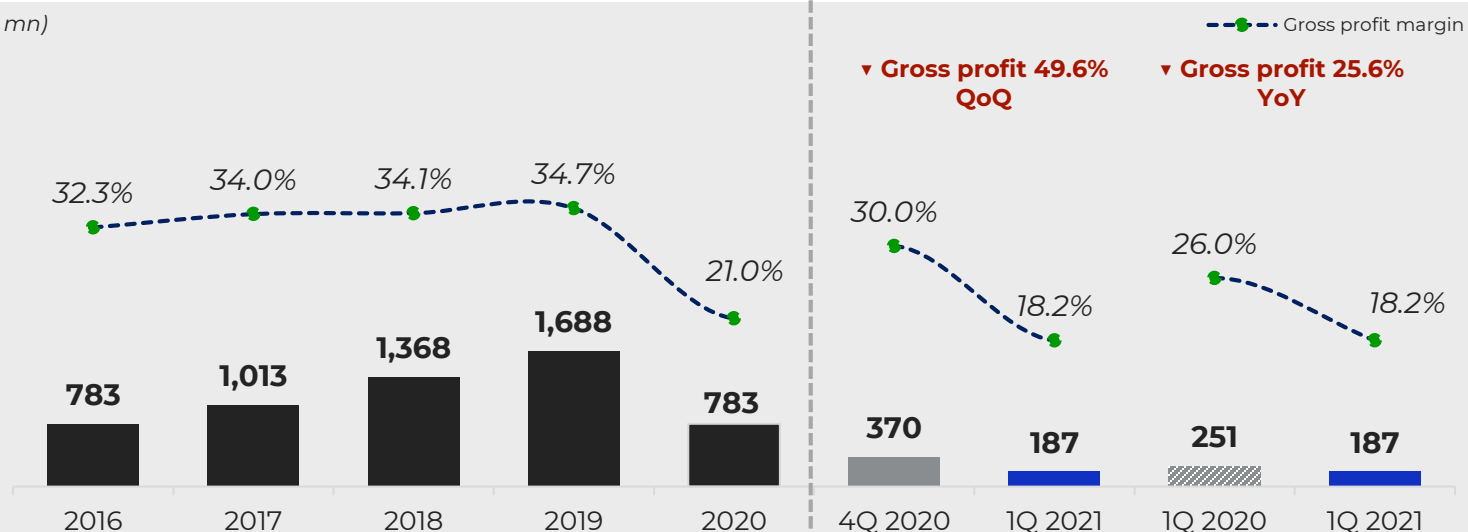
(THB mn)



- The revenue in 1Q 2021 increased by 6.2% YoY, the key driver came from the revenue increase in retail and sports businesses, especially the revenue recognition of marketing rights management of the Olympic Games during 1Q 2021.

Gross profit

(THB mn)

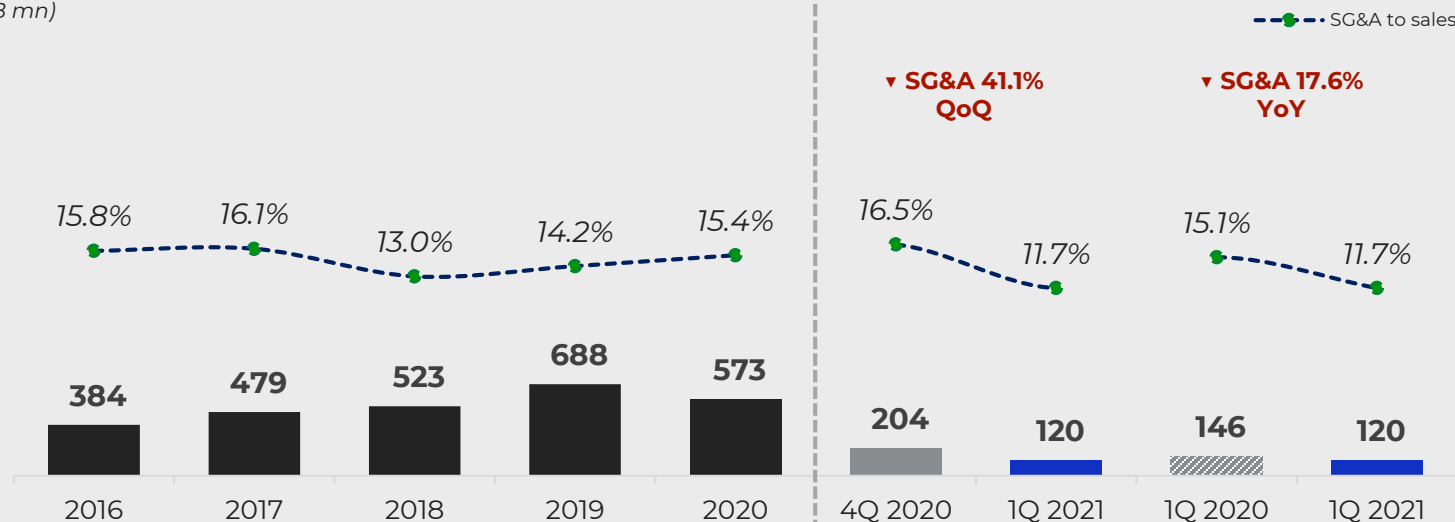


- Gross profit in 1Q 2021 decreased 25.6% YoY, to 18.2%. The decrease was mainly driven by lower operating revenue from OOH media business.
- Gross profit margin in 1Q 2021 at 18.2% was lower than gross profit margin in 1Q 2020 at 26.0% due to lower operating revenue affected by the covid-19 second wave since late Dec 2020.

Overall performance

SG&A

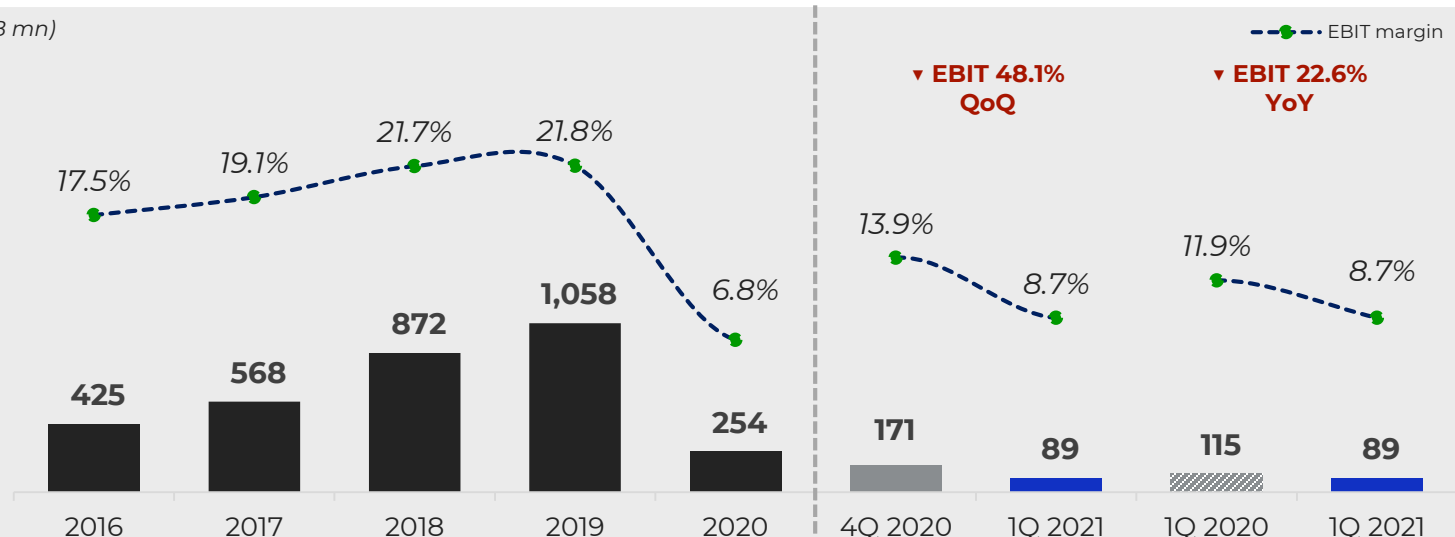
(THB mn)



SG&A in 1Q 2021 decreased by 17.6% YoY, resulted in an 11.7% on SG&A to sales ratio due to lower operating revenue and commission from OOH business.

EBIT

(THB mn)

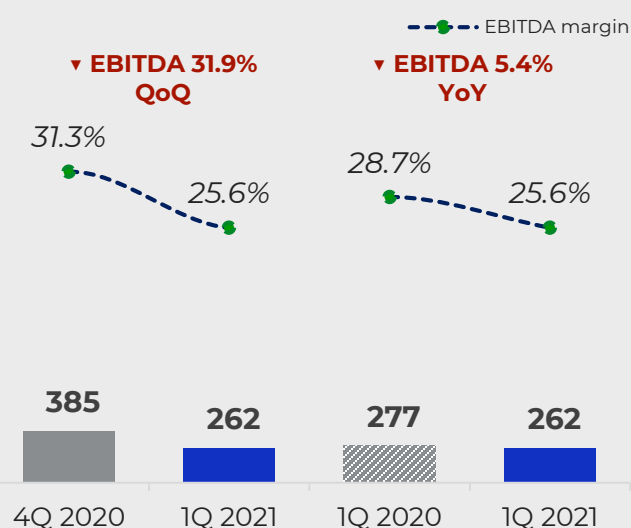
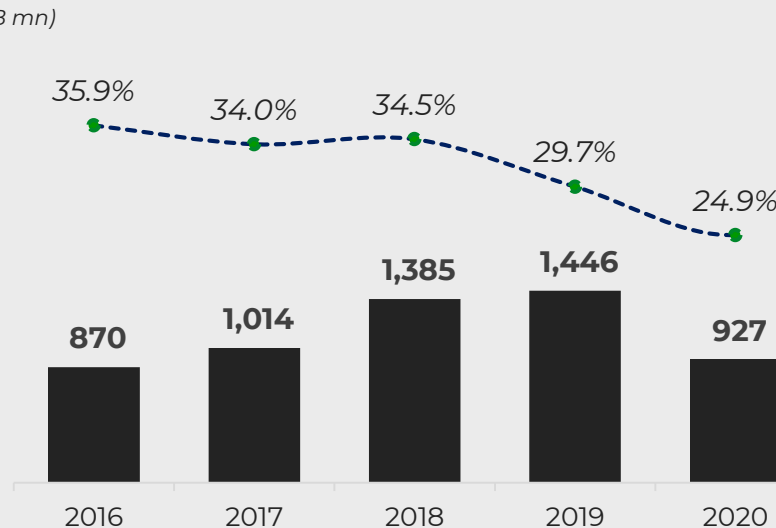


EBIT in 1Q 2021 decreased 22.6% YoY, mainly driven by lower operating revenue as abovementioned, together with a fixed cost leading to lower EBIT margin during the quarter.

Overall performance

EBITDA (excluding the impact from TFRS16)

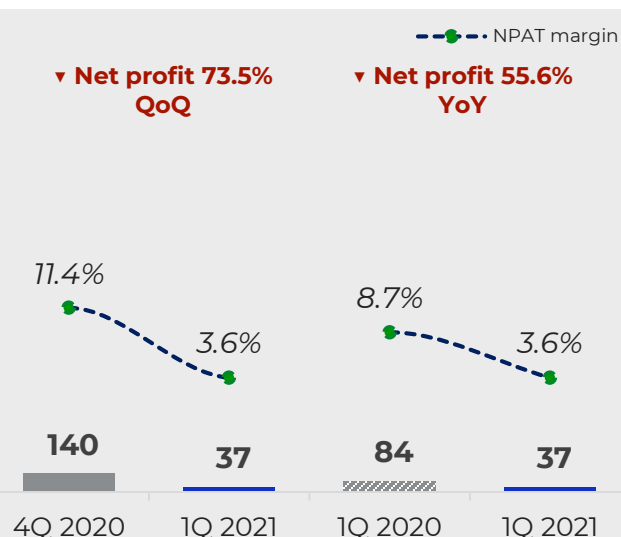
(THB mn)



- EBITDA in 1Q 2021 was THB 262 mn., decreasing 5.4% YoY due to lower operating revenue, gross profit margin, and EBIT as aforementioned.
- EBITADA margin in 1Q 2021 was 25.6%, decreasing from EBITDA margin in 1Q 2020 at 28.7% due to aforementioned.

Net profit equity holders of the company (including the impact From TFRS16)

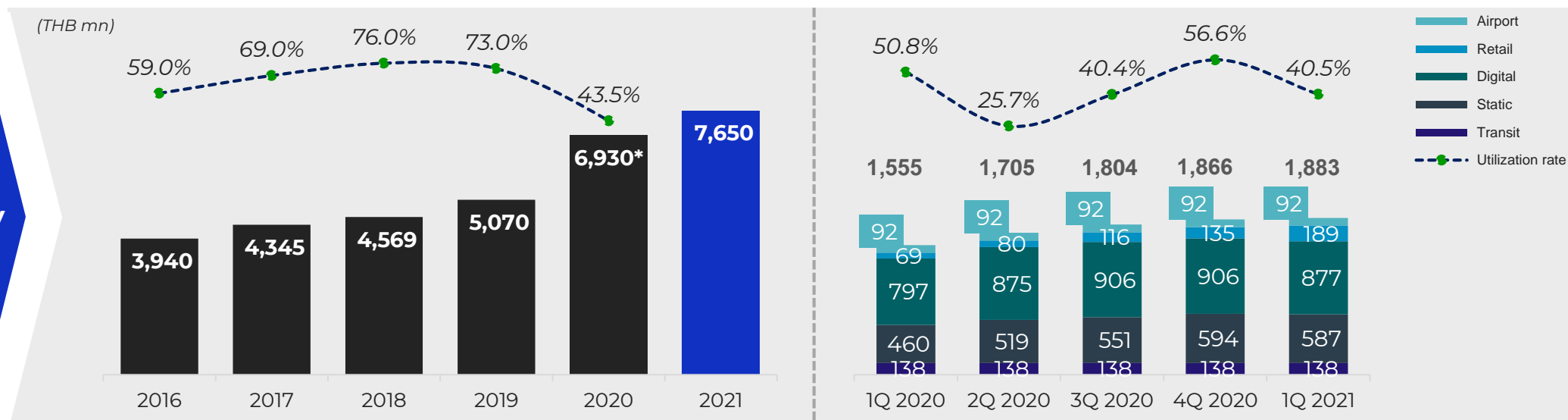
(THB mn)



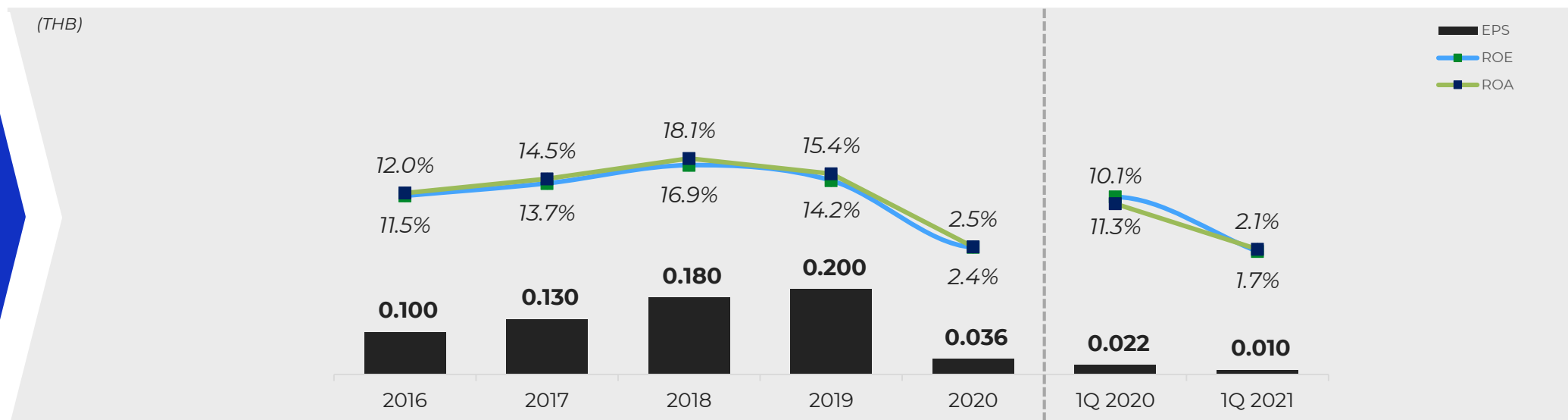
- Net profit in 1Q 2021 was THB 37 mn., decreasing 54.4% YoY mainly driven by lower operating revenue from OOH business and abovementioned reasons.
- Net profit margin in 1Q 2021 was 3.6%, decreasing from 8.7% in 1Q 2020 due to abovementioned reasons.

Overall performance

Media capacity



Key financial ratios

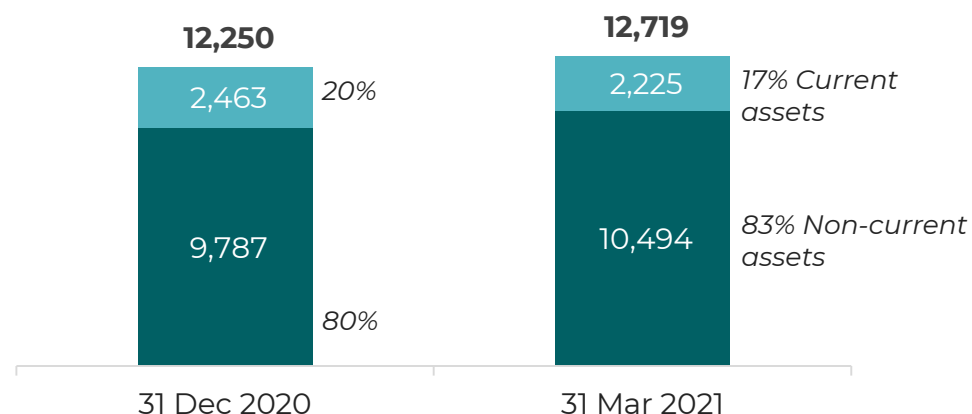


* MACO total media capacity as signed contract was THB 1,429 mn. PLANB started consolidating MACO media capacity since 1 Feb 2020: (i) 1Q 2020 consolidated THB 238 mn., and (ii) 2Q-4Q 2020 consolidated THB 357 mn. per quarter.

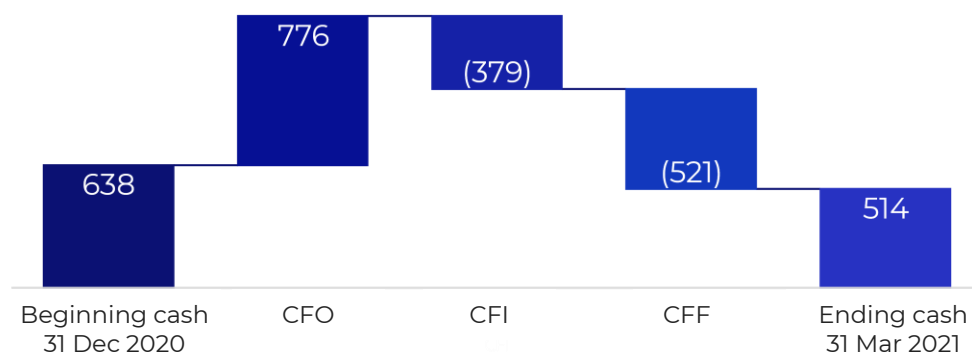
Financial position

Assets Breakdown (THB mn.)

- An additional rescue setting due to the new financial report Standards TFRS16 since 1Q 2020, leading to higher assets in 1Q 2021.

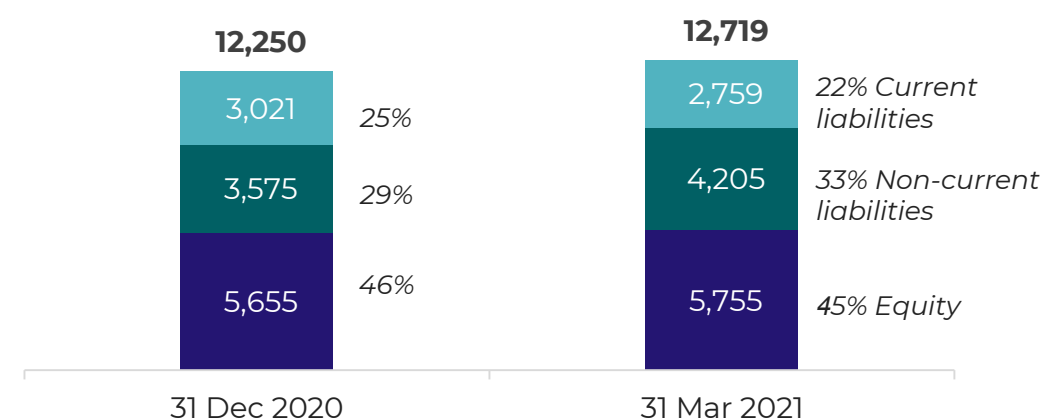


Cash Flow (THB mn)



Liability & Equity Breakdown (THB mn.)

- An additional rescue setting due to the new financial report Standards TFRS16 since 1Q 2020, leading to higher liabilities in 1Q 2021.



CAPEX (THB mn.)

	Actual 2021	Budget 2021
New project (7-Eleven expansion)	62	400-500
Renovate	45	250-400
Others projects	-	50-100
Total CAPEX	107	≈ 700-1,000



03

Key business update

โดยอิน 2 เมษายน สายด่วน 1197

แบกพญาไท

แบกตึกชัย

อนุสาวรีย์ชัย

ก.พหลโยธิน

แบกประดิพัทธ์

แบกสะพานควาย

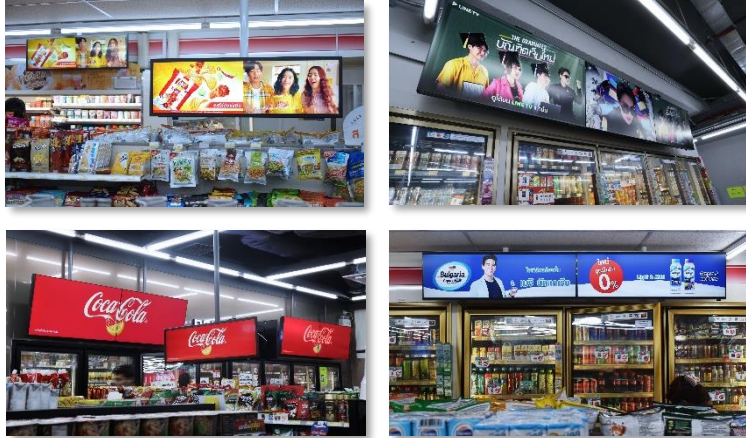
ผ่อนสบายแสนละ 2,700 บาท ต่อเดือน

SCB SPEEDY LOAN



Project progress

7-Eleven



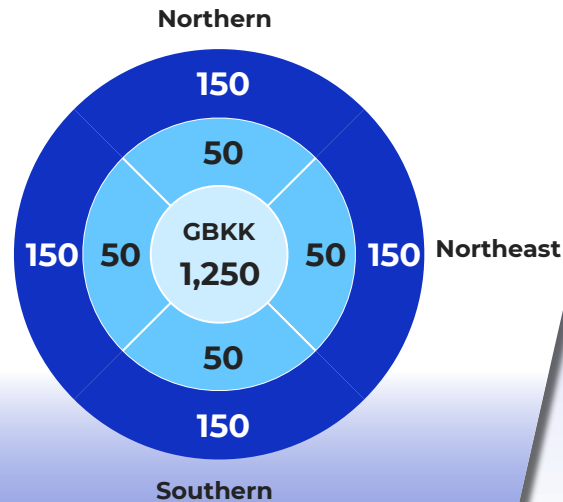
Delivered **1,050** stores at the end of 31 Mar 2021.

Another **500** stores to be launched within 3Q 2021.

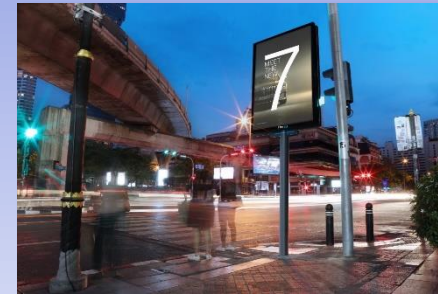
Overall utilization rate **≈ 70%** in 1Q 2021.

7-Eleven second phase expansion in 2021

- Total LED screen in 7-Eleven **2,000 stores**.
- More stores in province, **300 km. radius from Bangkok**.
- Ability to install the LED screen **in PTT station**.



Smart Bus Shelter

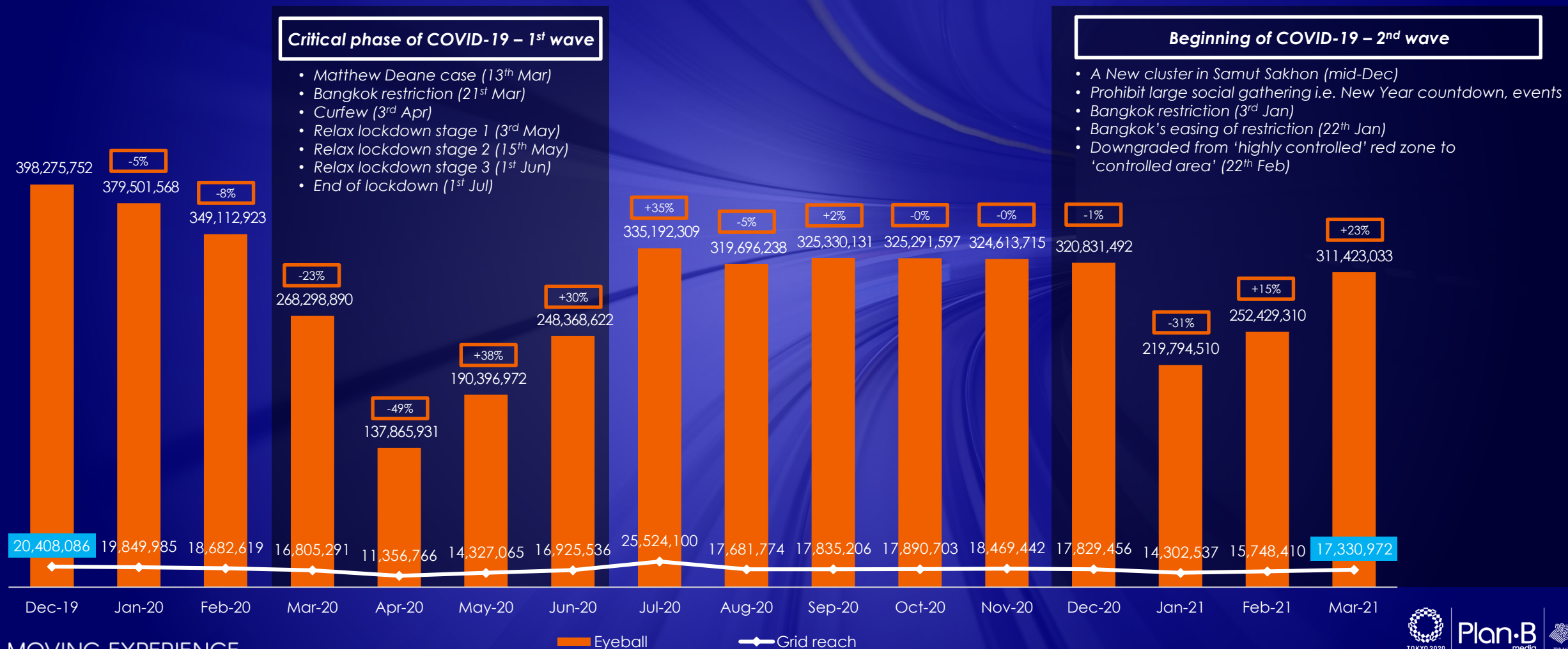


- **Delivered 1,170 COOKIES** as planned in 1Q 2021.
- **Delivered 350 pavilions** to Bangkok Metropolitan as planned in Apr 2021.
- The remaining 341 smart bus shelter to be renovated and deliver to Bangkok Metropolitan within 1H 2021.

DATA HIGHLIGHT PLANB TV



- **Eyeballs in early 2021 was declined** by the arise of COVID-19 2nd wave.
- March data suggests that majority are able to resume normal activities and almost reach last year's December level.
- As 3rd wave of COVID-19 arise in April, eyeballs may drop depending on the range of control measures.



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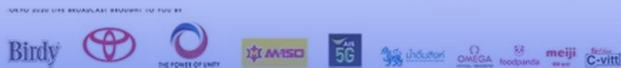
FLAG OF NATION

วิ่งธงชาติไทย รวมใจสู่ชัยชนะ



วิ่งมาแล้ว 30 วัน พร้อมลุยกันต่อใน
อีก 31 วันที่เหลือ

พี่น้องนักวิ่งรออยู่ตรงไหนกันบ้าง ส่งเสียงให้รู้หน่อยเร็ววว



"Flag of Nation" relay run was kicked off recently to send moral support to athletes from the Thai national team who will be participating in the 2021 Olympics in Tokyo, Japan. The event will be hosted for 61 consecutive days in 35 provinces with a total distance of 4,606 kilometers, equivalent to the distance from Bangkok to Tokyo. As of 4 May 2021, a cumulative distance of 2,870 kilometers was achieved.



ภารกิจ พิชิต 1 ล้านกิโลเมตร



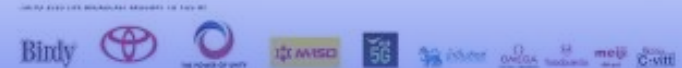
ระยะทางสะสม ณ เวลาปัจจุบัน

736,068 km



นับ
ถอยหลังอีก **263,932** km

ทุกกิโลเมตรที่ร่วมสะสมใน VIRTUAL RUN
มีความหมายกับนักกีฬาไทยทุกคน



Additionally, there was also a **virtual run activity** to complete the mission of 1,000,000 kilometers with the most recent cumulative distance of 736,068 kilometers only 263,932 kilometers remaining to count down to the Tokyo Olympic Games.

Create Olympic hype via OOH media platforms and activities

Plan B Olympic screen



Event activation



Live hall

Online activities

The standard



Online marketing activities



Whole new experiences



Sky walk ambience

04

Conclusion



Conclusion

Despite the second wave of COVID-19, the Company delivered a net profit of THB 37 mn.

Managing financial liquidity to deliver sustainable growth.

Continuing the expansion with the CAPEX of THB 700-1,000 in 2021 to strengthen leading OOH media position.

Carrying on various operational initiatives and developments.

Maintaining our guidance in the FY2021 target.

05

Q&A





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THANK YOU



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