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AGENDA

01

Media industry overview

02

2Q 2021 Financial performance 03

Key business update

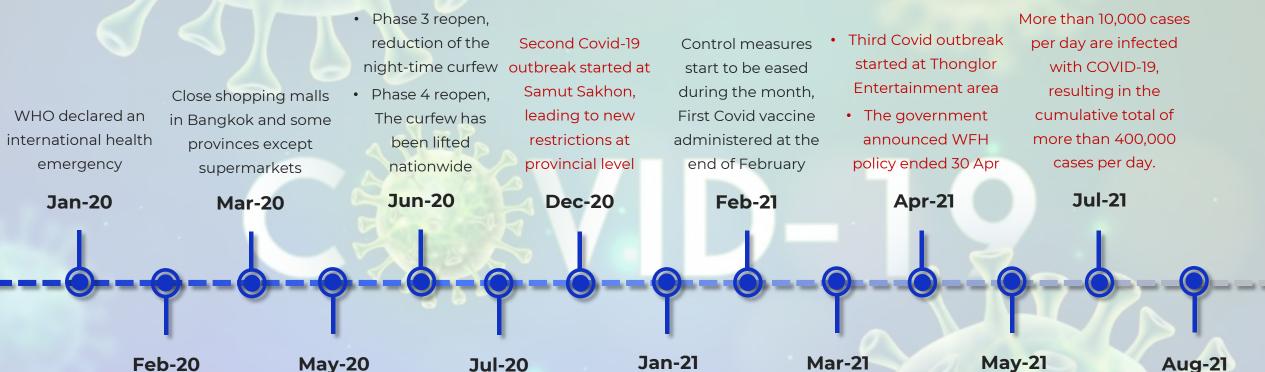
04

Long-term strategy & FY2021 Guidance update 05

Q&A



The number of daily COVID-19 cases in Thailand has not stabilized, getting to more restriction measures control to come



Drop in foreign tourists arrivals start

• Phase 1 reopen, lift alcohol sales ban

• Phase 2 reopen, shopping malls except movie theatres

Phase 5 reopen, shopping malls and

CVS open period back to normal

such as school closures, and ban on alcoholic sales at entertainment venues

Additional provincial

control measures,

Mar-21

Covid-19 outbreak

started at Bang Khae

First registration of COVID-19 vaccine through LINE OA "หมอพร้อม"

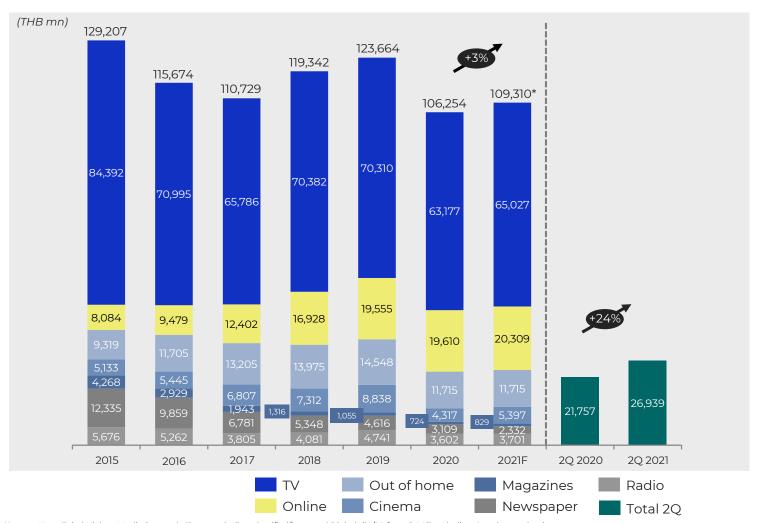
Announced measures to raise concentration in high-risk areas until August 2 to resolve situation

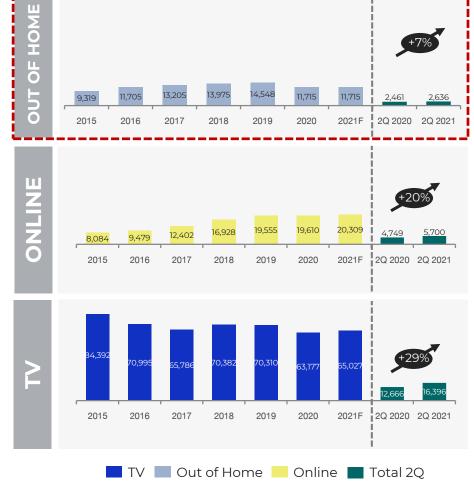
Aug-21

2021 proves to be another challenging year affected by the COVID-16 second and third waves



Media ad spending in 2Q 2021 amounted of THB 26,939 million, improved by +24.0% over the same period last year





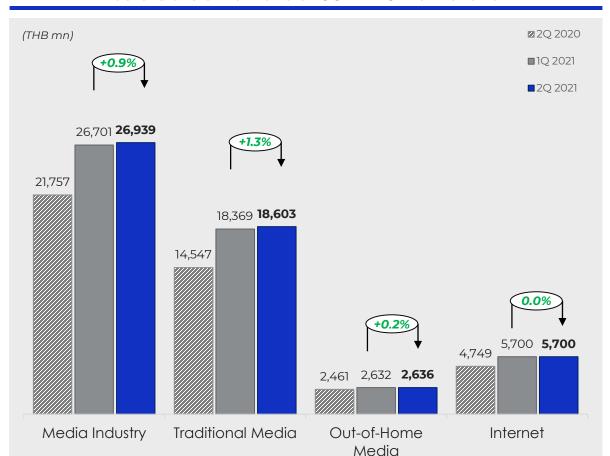
The total ad spending improved in 2Q 2021 from all media segments



However, the third wave of the COVID-19 hit Thailand after mid-Apr'21, leading to lower ad spending than what we expected

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OOH media consumption increased a lot in Apr 2021 before the third wave of COVID-19 hit Thailand



Top 5 ad spending by business segment

Overall media industry			PLANB Out-of-home media						
	2019	2020	2Q20	2Q21		2019	2020	2Q20	2Q21
1. Food & beverage	15.7%	15.2%	21.0%	25.7%	1. Food & beverage	16.7%	24.1%	19.5%	28.0%
2. Consumer products	20.4%	24.7%	18.5%	23.2%	2. Technology & electronic	4.5%	17.6%	21.9%	15.3%
3. Entertainment	18.4%	17.2%	17.6%	16.2%	3. Government, Education and CSR	1.6%	2.9%	2.6%	14.2%
4. Government, education & CSR	9.6%	9.0%	9.8%	7.4%	4. Consumer products	17.4%	11.5%	9.1%	13.1%
5. Other	3.9%	5.4%	3.4%	6.6%	5. Automotive	20.9%	19.1%	24.5%	12.1%
Top 5	68.0%	71.5%	70.3%	79.1%	Top 5	61.1%	75.2%	77.6%	82.7%
Others	32.0%	28.5%	29.7%	20.9%	Others	38.9%	24.8%	22.4%	17.3%

Source: Nielson company as of Jun 2021



Consolidated financial overview



(THB mn.)	2Q 2021	1Q 2021	2Q 2020	%QoQ	%YoY
Revenue from sales and services	1,097	1,024	659	7.1%	66.4%
Other income	10	22	8	-57.3%	16.3%
Total revenues	1,107	1,046	667	5.7 %	65.8 %
Cost of goods sold	989	837	637	18.0%	55.1%
Gross profit	109	187	22	-41.9%	401.9%
Selling and administrative expenses (SG&A)	136	120	96	12.8%	40.6%
Impairment loss on assets	29	-	-	100.0%	100.0%
Share of profit (loss) from investments in joint venture and associates	(8)	(10)	(3)	13.4%	-164.8%
Earnings before interest and tax (EBIT)	(46)	89	(67)	-151.8%	30.8%
Interest expense	46	52	15	-10.7%	201.6%
Tax expense	(4)	13	(10)	-129.2%	61.0%
Equity holders of the Company	(71)	37	(85)	-290.8%	16.5%
Impact from TFRS 16	47	26	13	82.4%	249.0%
Equity holders of the Company [*]	(24)	63	(71)	-138.2%	66.4%
Equity holders of the Company (excluding the impact from the TFRS16 and the extraordinary item*)	5	63	(71)	-92.6%	106.5%
EBITDA*	174	260	101	-33.1%	72.3%
Gross profit margin	9.9%	18.2%	3.3%		
EBITDA margin [*]	15.9%	25.4%	15.4%		
Net profit margin (attributable to equity holders of the Company)*	-2.2%	6.1%	-10.8%		

^{*}Excluding the impact from the TRFS16

2Q 2021 operating revenue breakdown contribution



Engagement marketing

Key performance factors

- PLANB's operating revenue for 2Q 2021 reached THB 1,097 million, representing an increase of THB 438 million or 66.4% over 2Q 2020, driven by growth in all types of out-of-home media except from weakening airport media as well as the revenue recognition from marketing rights management of the Olympic Games during 2Q 2021.
- PLANB reported a consolidated net loss attributable to the equity holders of the Company for 2Q 2021 of THB 71 million, decreasing THB 14 million or 16.5% over the same period last year due to the impact from the TFRS16 and the extraordinary item recorded of impairment of media assets directly resulted from the COVID-19 situation.
- Suppose we remove the impact of the TFRS16 and the extraordinary item recorded from the impairment of media assets resulting directly from the COVID-19 situation. In that case, the 9 Company's equity holders in 2Q 2021 will be THB 5 million.

^{*}The extra item in the amount of THB 29 million was from the impairment of media assets resulted directly from the COVID-19 situation in 2Q 2021



Media capacity and key financial ratios



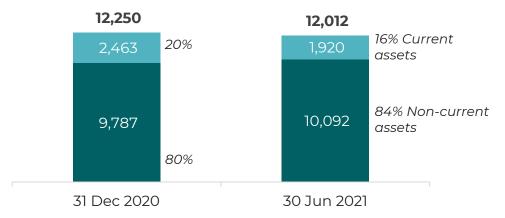
^{*}MACO total media capacity as signed contract was THB 1,429 mn. PLANB started consolidating MACO media capacity since 1 Feb 2020: (i) 1Q 2020 consolidated THB 238 mn., and (ii) 2Q-4Q 2020 consolidated THB 357 mn. per quarter.

Financial position

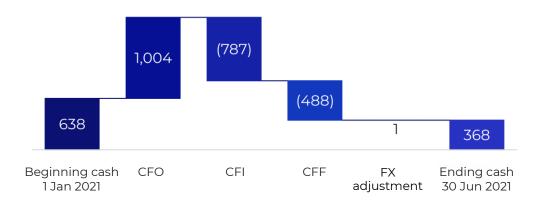
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Assets breakdown (THB mn.)

• As of 30 Jun 2021, total assets were THB 12,012 mn., a decrease of 1.9% from 31 Dec 2020 due to lower account receivable.



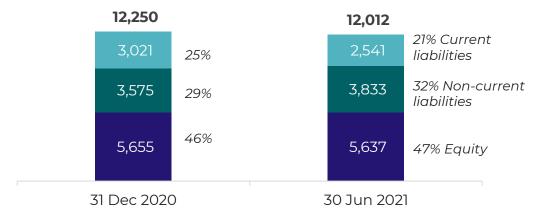
Cash flow (THB mn.)





Liability & equity breakdown (THB mn.)

 As of 30 June 2021, total liability & Equity were THB 12,012 mn., a decrease of 1.9% from 31 Dec 2020 due to lower trade and other payables, the current portion of lease liabilities, and a net profit.



CAPEX (THB mn.)

	Actual 6M 2021	Budget 2021
New project (7-Eleven expansion)	195	400-500
Renovate*	133	250-400
Others projects	-	50-100
Total CAPEX	328	≈ 7 00-1,000

^{*} Mainly from Plan B TV and Bangkok Jam renovation



Strengthening our business by partnering with potential partners



RS Group

Making joint investment with RS Group to build e-commerce business

 To conduct commerce and marketing business which focuses on new product development and distribute products to markets across Thailand and promote the new product via Out-of-home media to build awareness and communicating new products to broader target groups.

GSV

Global Sport Ventures Company Limited ("GSV")

 To invest in boxing businesses (Holding Company) organized by a team of experts experienced in the boxing business and marketing activities.

Mainstand

Mainstand Creator Thailand Company Limited ("Mainstand Creator")

 To invest in business related to e-Sport, which is organized by the Mainstand team of expertise for publishing sports content on the internet.

Project progress

7-Eleven: one of our key focus and growth driver in 2021

On-track advertising media expansion in 7-Eleven





Delivered 1,150 stores at the end of 30 Jun 2021.



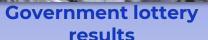


Another **350** stores to be launched within 3Q 2021.

Overall utilization rate > 70% in 2Q 2021.

Continuous content development





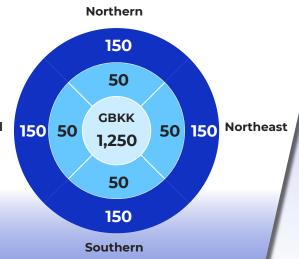


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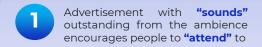
Horoscope content for each zodiac

7-Eleven second phase expansion in 2021

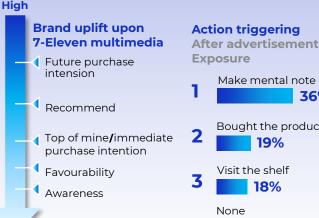
- Total LED screen in 7-Eleven **2,000 stores.** Central
- More stores in province, 300 km. radius from Bangkok.
- Ability to install the LED screen in PTT station.



7-Eleven insight



- Advertisement promotion" encourages people to "look at"
- 7-Eleven Multimedia help enhance "future purchase intention" the most while "recommend" comes second regarding the brand uplift effectiveness.
- **New products** that are advertised through 7-Eleven Multimedia have higher chance of closing sales.





37%

Project progress

Launching a new game "HITMAN REBORN" to enhance our engagement marketing business

- Officially launched on 28 Jun 2021 with
 - revenue more than THB 3.5 mn. in first 3 days
 - over 648,000 downloads today (8 Aug 2021)
 - YTD'Aug 2021 generate revenue ≈ THB 21 mn.
- Positive market responses to 2nd place in both iOS and android platforms for the first 3 days
- Promoted through Plan B's OOH media and online media, enhancing awareness and strengthening future engagement marketing
- The lowest cost per install of approximately THB 20 per in stall, comparing to the normal rate of THB 40-60 per install



DATA HIGHLIGHT PLANE





- June's eyeballs bounced back to the same level as April when restriction was relaxed.
- As 3rd wave of COVID-19 isn't over yet, government has strengthened control measures again in July.
- Due to the restrictions being lifted, July's eyeballs could fall below May level but above the lowest of 2020.



Create Olympic hype via 40 platforms



Over the air

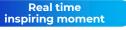
TO SUAGNWSOUNU 23 np - 8 ap 2564 TOKYO 2020 TOKYO 20



OOH communication & fast ads



Build-up





Record breaking moments and live updates



Online







Olympic game here the time come



Get to know the goals of each athlete and the charm of each sport



Thai team hottest people and latest issues variety talk show

On-ground & virtual event







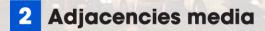


Plan B's long-term growth strategy

Growing sustainably with 3 pillars

1 Core media

Building diversified OOH media Network and expanding to new territories.



Exploring opportunities in Adjacencies media to enhance integration.

3 Step-out opportunities

Seek step-out channel to add to portfolio to leapfrog growth



























- Revenue (THB mn) +27% CAGR (FY2014 - FY2019)
- Media capacity (THB mn)
 +19% CAGR
 (FY2014 FY2019)

We plan to complete our sports ecosystem by focusing on 5 sports groups and serving 40



NEW FOUNDATIONS

DATA ANALYTICS

OUT OF HOME

AI TRACKING

BLOCKCHAIN

API

ON-GROUND

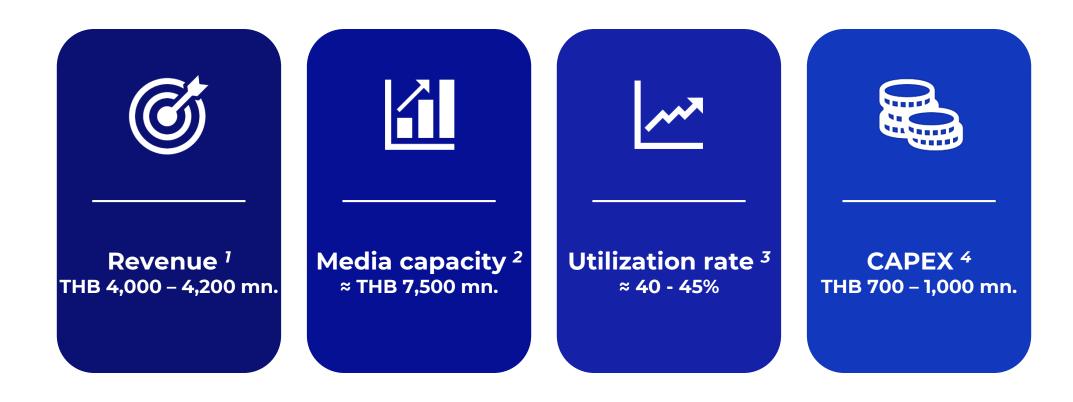
EXPECTED KEY REVENUE STREAMS

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- 1. SPONSORSHIP
- 2. EVENT (TICKETING AND F&B)
- 3. LIVE BROADCAST
- 4. GAMING
- 5. MERCHANDISE

Revised 2021 PLANB targets and CAPEX to reflect the performance after COVID-19 2nd and 3rd waves





Note:

- 1. Consolidated total revenue comprises of OOH media + engagement marketing business + other revenue.
- 2. Media capacity is from out-of-home media only.
- 3. The utilization rate could change depends on the situation and external factors.
- 4. CAPEX mainly come from the expansion of the installation of LED screens in 7-Eleven, and the renovation of digital screens







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