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3Q 2021

EARNINGS PRESENTATION

Date 16.11.21

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# AGENDA

**01**

**Media industry  
overview**

**02**

**3Q 2021  
Financial  
performance**

**03**

**Key business  
update**

**04**

**Q&A**



# 01 MEDIA INDUSTRY OVERVIEW



# The number of the covid-19 cases in Thailand has declined mainly from progress in vaccination

As a result, lockdown measures were eased, and domestic economic activity began to recover



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Additional provincial control measures, such as school closures, and ban on alcoholic sales at entertainment venues

Covid-19 outbreak started at Bang Khae

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

Extension of tighter containment measures for high-risk areas to control the situation

Ease of lockdown measures.

Jan

Mar

May

Aug

Oct

Feb

Apr

Jul

Sep

Nov

Control measures start to be eased during the month, First Covid vaccine administered at the end of February

- Third Covid outbreak started at Thonglor Entertainment area
- The government announced WFH policy ended 30 Apr

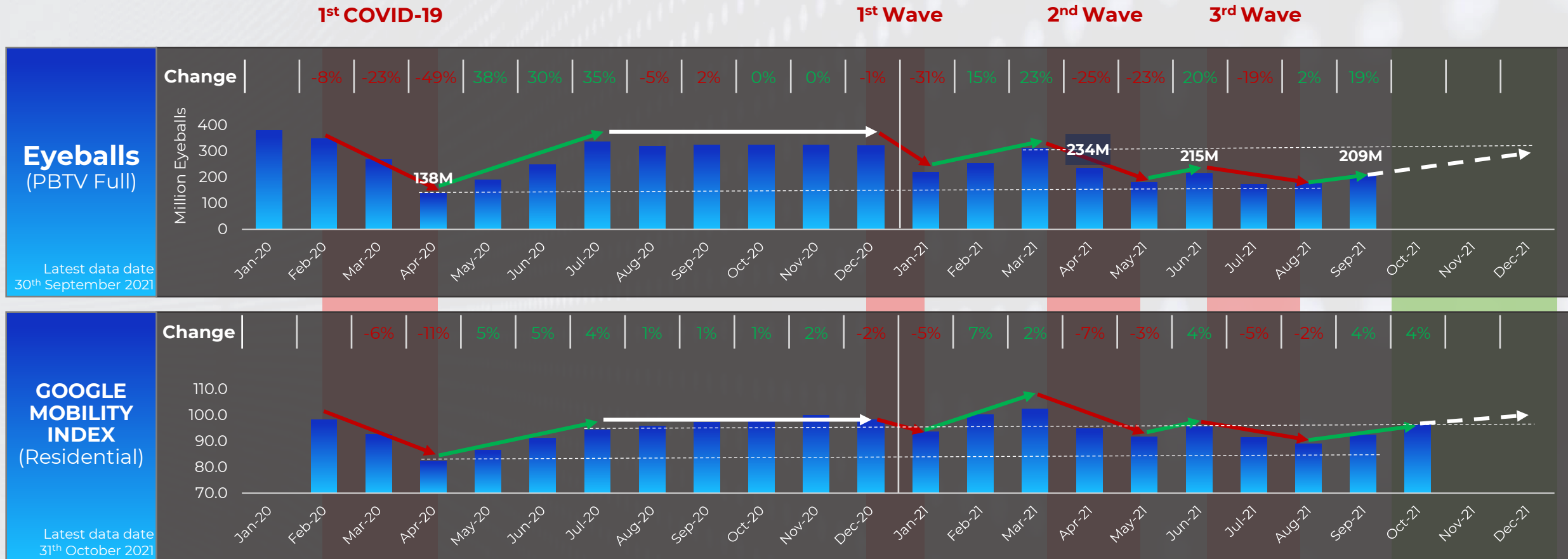
Over 10,000 new COVID-19 cases per day with accumulative number of cases of over 400,000 people

Lockdown measures announced by government which was effective until 30 September given the rise of the number of COVID-19 cases to 10,000 cases per day with accumulative number of over 400,000 cases

Borders opened for foreign tourists

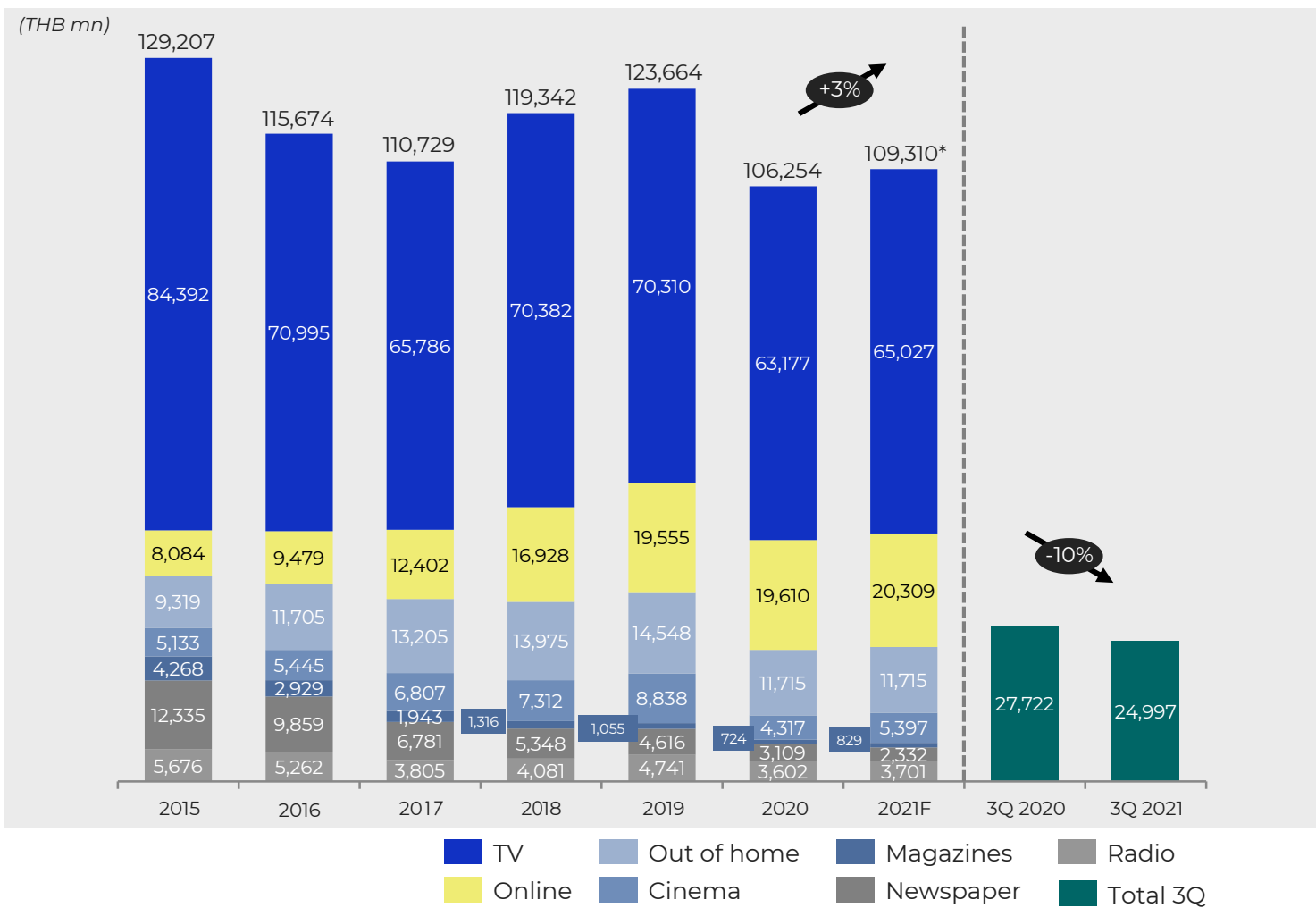
# The data from the MAGNETIC measurement showed the numbers in line with the google mobility trend

Eyeballs have been dropped in the COVID-19 pandemic periods. However, a better trend can be seen from Oct 2021 onwards since most of the people back to everyday life



# 2021 proves to be another challenging year affected by the COVID-19

Media ad spending in 3Q 2021 amounted of THB 24,997 million, dropped by 10.0% over the same period last year





02

# 3Q 2021 FINANCIAL PERFORMANCE



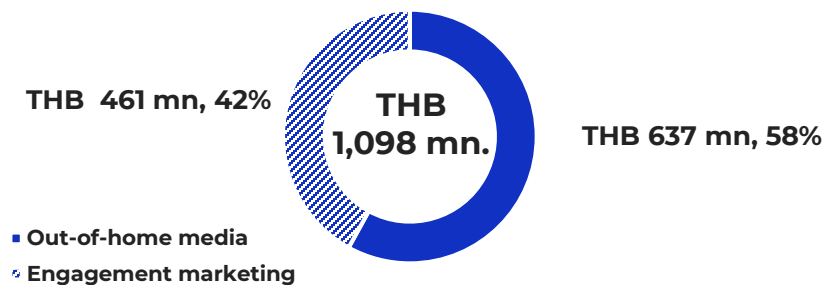
# Consolidated financial overview

| (THB mn.)   | 3Q 2021             | 2Q 2021      | 3Q 2020    | %QoQ          | %YoY               |
|---|---------------------|--------------|------------|---------------|--------------------|
| <b>Revenue from sales and services</b>                                  | <b>1,098</b>        | <b>1,097</b> | <b>867</b> | <b>0.1</b>    | <b>26.6</b>        |
| Other income  | 20                  | 10           | 21         | 105.7         | -5.0               |
| Gain on changes in fair value of derivatives                            | 41                  | -            | -          | 100.0         | 100.0              |
| Gain on cancellation of lease liabilities                               | 25                  | -            | 1          | 100.0         | >1000.0            |
| <b>Total revenues</b>   | <b>1,183</b>        | <b>1,107</b> | <b>889</b> | <b>6.9</b>    | <b>33.1</b>        |
| Cost of goods sold  | 1,066               | 989          | 728        | 7.8           | 46.4               |
| <b>Gross profit</b>   | <b>32</b>           | <b>109</b>   | <b>139</b> | <b>-70.7</b>  | <b>-77.2</b>       |
| Impairment loss on assets   | -                   | 29           | -          | -100.0        | -100.0             |
| <b>Selling and administrative expenses (SG&amp;A)</b>                   | <b>142</b>          | <b>164</b>   | <b>127</b> | <b>-13.4</b>  | <b>12.0</b>        |
| Share of profit (loss) from investments in joint venture and associates | (3)                 | (8)          | (3)        | 66.5          | 14.0               |
| <b>Earnings before interest and tax (EBIT)</b>                          | <b>(25)</b>         | <b>(46)</b>  | <b>34</b>  | <b>45.1</b>   | <b>-174.4</b>      |
| Interest expense  | 47                  | 46           | 26         | 1.0           | 78.3               |
| Tax expense   | (8)                 | (4)          | 1          | -108.0        | >-1000.0           |
| <b>Equity holders of the Company</b>                                    | <b>(54)</b>         | <b>(71)</b>  | <b>1</b>   | <b>24.4</b>   | <b>&gt;-1000.0</b> |
| Impact from TFRS 16   | (15) <sup>(2)</sup> | 47           | 14         | -132.5        | -212.2             |
| <b>Equity holders of the Company<sup>(1)</sup></b>                      | <b>(69)</b>         | <b>(24)</b>  | <b>15</b>  | <b>-186.6</b> | <b>-569.2</b>      |
| EBITDA <sup>(1)</sup>   | 115                 | 174          | 187        | -33.9         | -38.5              |
| Gross profit margin   | 2.9%                | 9.9%         | 16.2%      |               |                    |
| EBITDA margin <sup>(1)</sup>  | 10.5%               | 15.9%        | 21.5%      |               |                    |
| Net profit margin (attributable to equity holders of the Company)       | -4.9%               | -6.5%        | 0.1%       |               |                    |

<sup>(1)</sup>Excluding the impact from the TFRS16

<sup>(2)</sup>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.

## 3Q 2021 operating revenue breakdown contribution

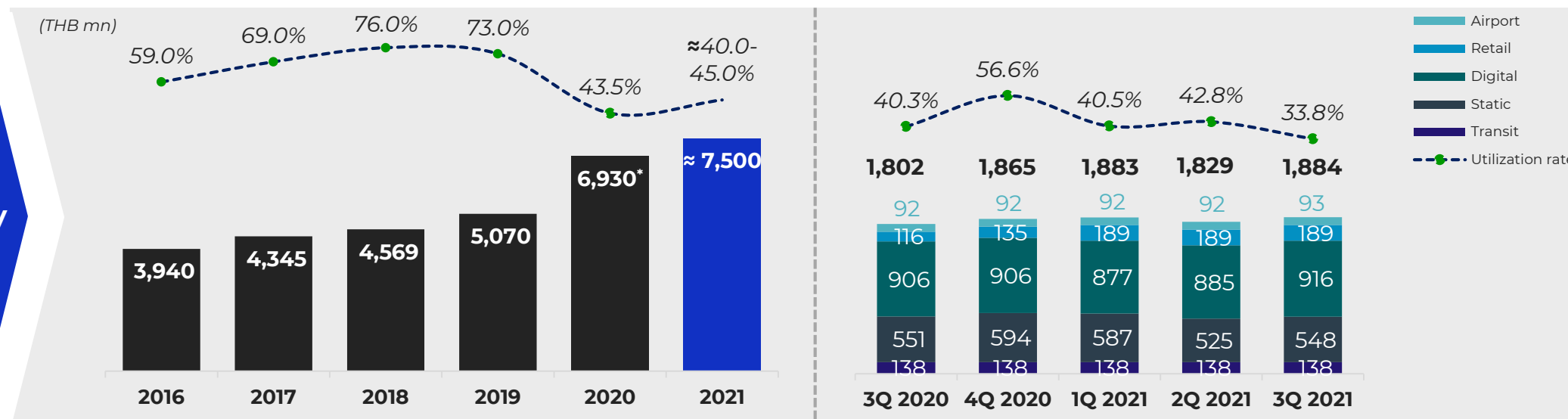


## Key performance factors

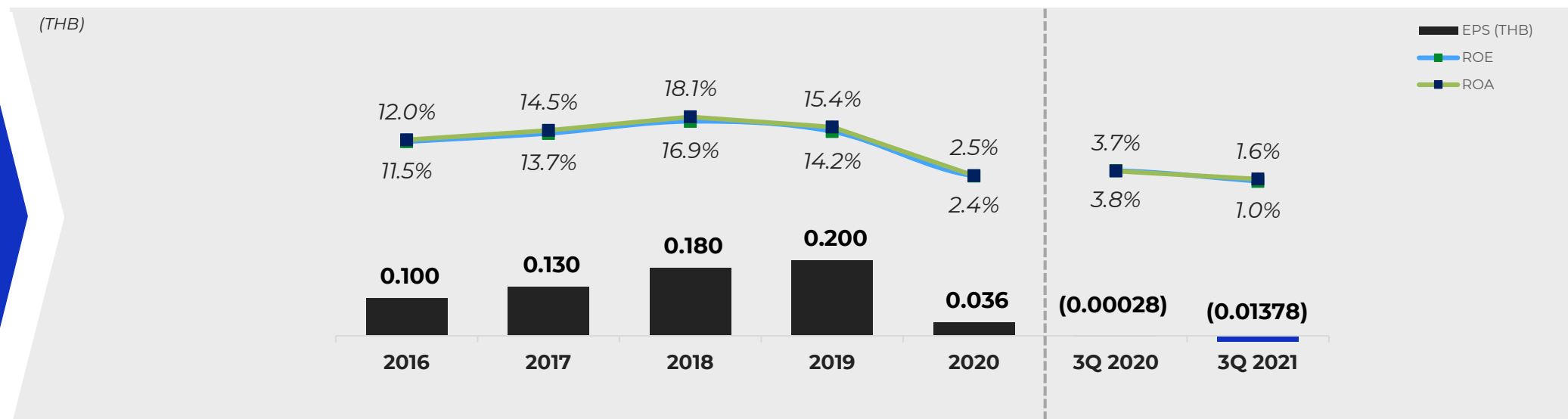
- PLANB's operating revenue for 3Q 2021 reached THB 1,098 million**, representing an increase of THB 231 million or 26.6% over 3Q 2020. The moderate increase in revenue was mainly driven by growth in static media and retail media as the Company expanded its media in 7-Eleven stores as well as the revenue recognition from marketing rights management of the Olympic Games and the rights management of the Football Association of Thailand during 3Q 2021.
- PLANB reported consolidated net loss attributable to the equity holders of the Company for 3Q 2021 of THB 54 million**, increasing THB 55 million or more than 1000.0% over the same period last year due to the decrease in OOH media sales, recognition of minimum guarantee compensation of THB 78 million that the Company had to pay MACO for the quarter and an increase in financial costs from TFRS16 impacts.

# Media capacity and key financial ratios

## Media capacity



## Key financial ratios



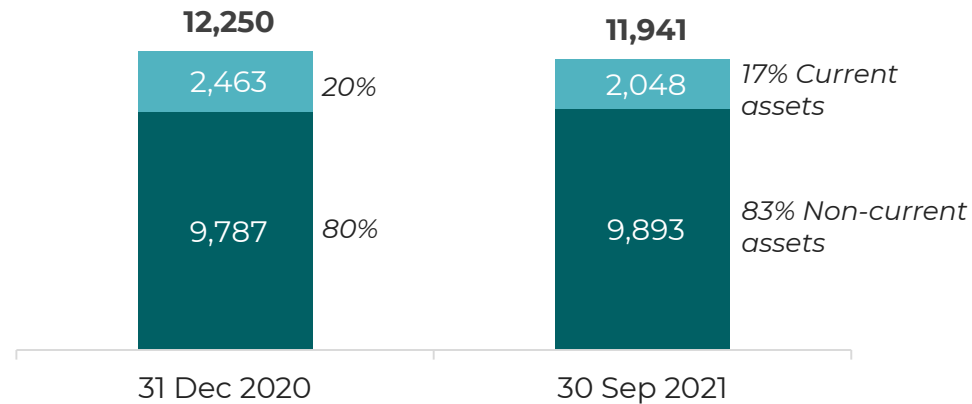
\* MACO total media capacity as signed contract was THB 1,429 mn. PLANB started consolidating MACO media capacity since 1 Feb 2020: (i) 1Q 2020 consolidated THB 238 mn., and (ii) 2Q-4Q 2020 consolidated THB 357 mn. per quarter.



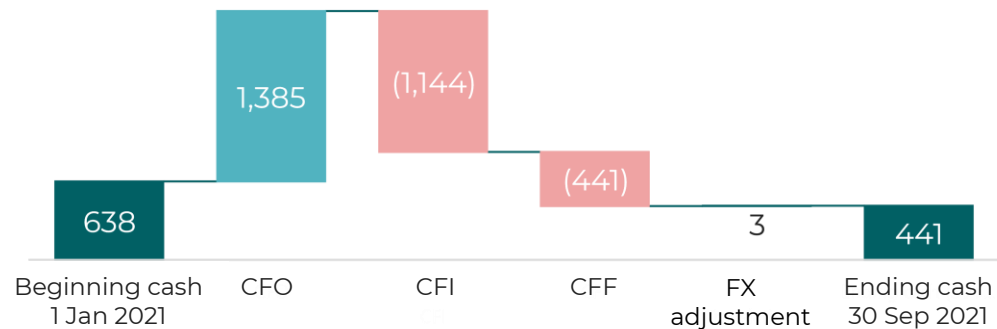
# Financial position

## Assets breakdown (THB mn.)

- As of 30 Sep 2021, total assets were THB 11,941 mn., a decrease of 2.5% from 31 Dec 2020 due to lower account receivables.

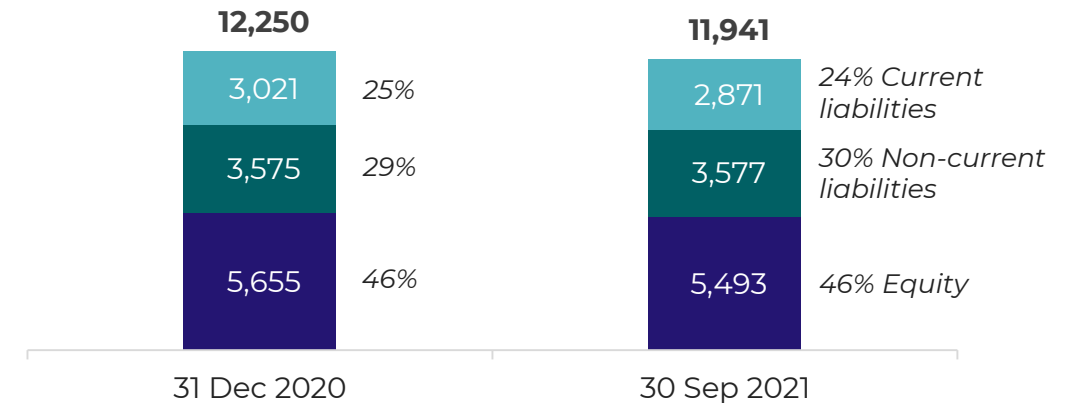


## Cash flow (THB mn.)



## Liability & equity breakdown (THB mn.)

- As of 30 Sep 2021, total liability & Equity were THB 11,941 mn., a decrease of 2.5% 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 9M 2021 | Budget 2021        |
|----------------------------------|----------------|--------------------|
| New project (7-Eleven expansion) | 314            | 400-500            |
| Renovate*                        | 168            | 250-400            |
| Others projects                  | -              | 50-100             |
| <b>Total CAPEX</b>               | <b>482</b>     | <b>≈ 700-1,000</b> |

\* Mainly from Plan B TV, Bangkok Jam renovation, and Paragon & Gateway



03

# KEY BUSINESS UPDATE



# Project progress

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

## On-track advertising media expansion in 7-Eleven



### As of Sep 30, 2021

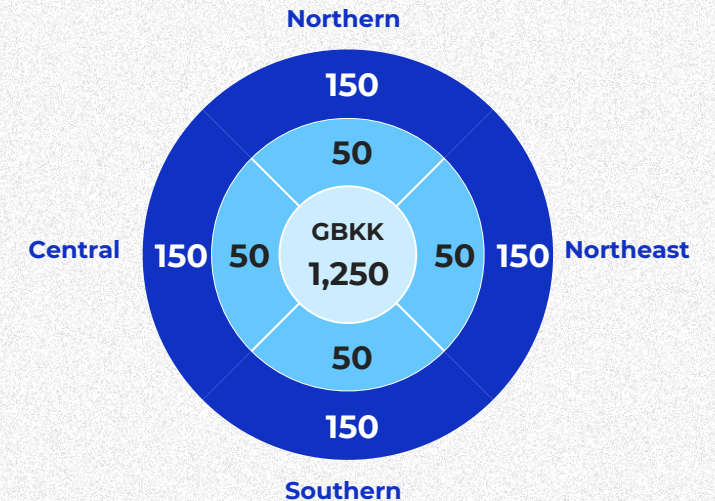
- Delivered **1,500** stores at the end of 30 Sep 2021
- COVID-19 reduces overall utilization by **≈50%** in 3Q 2021

### FY 2021 Target

- 7-Eleven's media expansion target for 2021 is **2,000** stores

### FY 2022 Target

- Total LED screen in 7-Eleven **+1,000** stores
- More stores in province, **300 km. radius from Bangkok**
- Ability to install the LED screen **in PTT station**





# PLAN B STADIUM



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40 MEDIA FOUNDATION  
OUT OF HOME  
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OVER THE AIR  
T Sports

40 MEDIA FOUNDATION  
ON-GROUND  
ONLINE  
STADIUM  
M

INTERNATIONAL  
BROADCAST



COMBAT SPORTS

GSV WP  
BOXING

FOOTBALL

THAI  
LEAGUE



ESPORTS

E-LEAGUE  
THAILAND

RUNNING

CHECKRACE  
YOUR CHALLENGE BEGINS HERE  
UP  
race





LIVE ON

GSV



34  
HD



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**ศึกมวยไทย**  
**มรดกคุณไทย**  
เสนอ  
**RAJADAMNERN SUPERFIGHT**

ศุกร์ 26 พ.ย. เวลา 17.00 น. เป็นต้นไป





# Campaign: Muay Thai is coming back to the nation

Bringing out fighter's true character outside the boxing ring for the first time ever



## ONLINE Real time content



## OOH Upgrade Muay Thai



## ON GROUND new Muay Thai stadium



## TV Bring back Muay Thai program









# Give back to society and maintain sustainability

Conduct business with principles to build sustainable impacts for all stakeholders, society, and the environment

## Give 30,000 sets to communities



Collaboration 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

## Ran Yim Dai...Rao Gor Yim Duay X Phak Ran Parn Jor



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 through digital screens but also provided cooking gas for those businesses affected by COVID-19 crisis free of charge, complimentary from World Gas



# Winning awards and recognition for success in 2021

- **Best Investors Relation Awards**

Recognized as the Best Investor Relations from SET Awards 2021, organized by SET and Money & Banking Magazine.

- **Thailand Sustainability Investment Index**

Included in THIS index for the first year in 2021, showing that we are embracing sustainability principle into our business operation in order to reduce risks, boost business potential even in trouble time of COVID-19 pandemic.

- **Collective Action Coalition Against Corruption**

Became a member of Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) from 2019 to 2021 and adheres to principles in doing business according to good governance, ethics and code of conduct.

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THSI  
THAILAND  
SUSTAINABILITY  
INVESTMENT 2021

SET  
AWARDS  
2021

## PLANB ค้า 2 รางวัล

จาก SET AWARDS 2021



# 04 Q&A







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# THANK YOU



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