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AGENDA

01

**Media industry
overview**

02

**1Q 2022
Financial
performance**

03

**Key business
update**

04

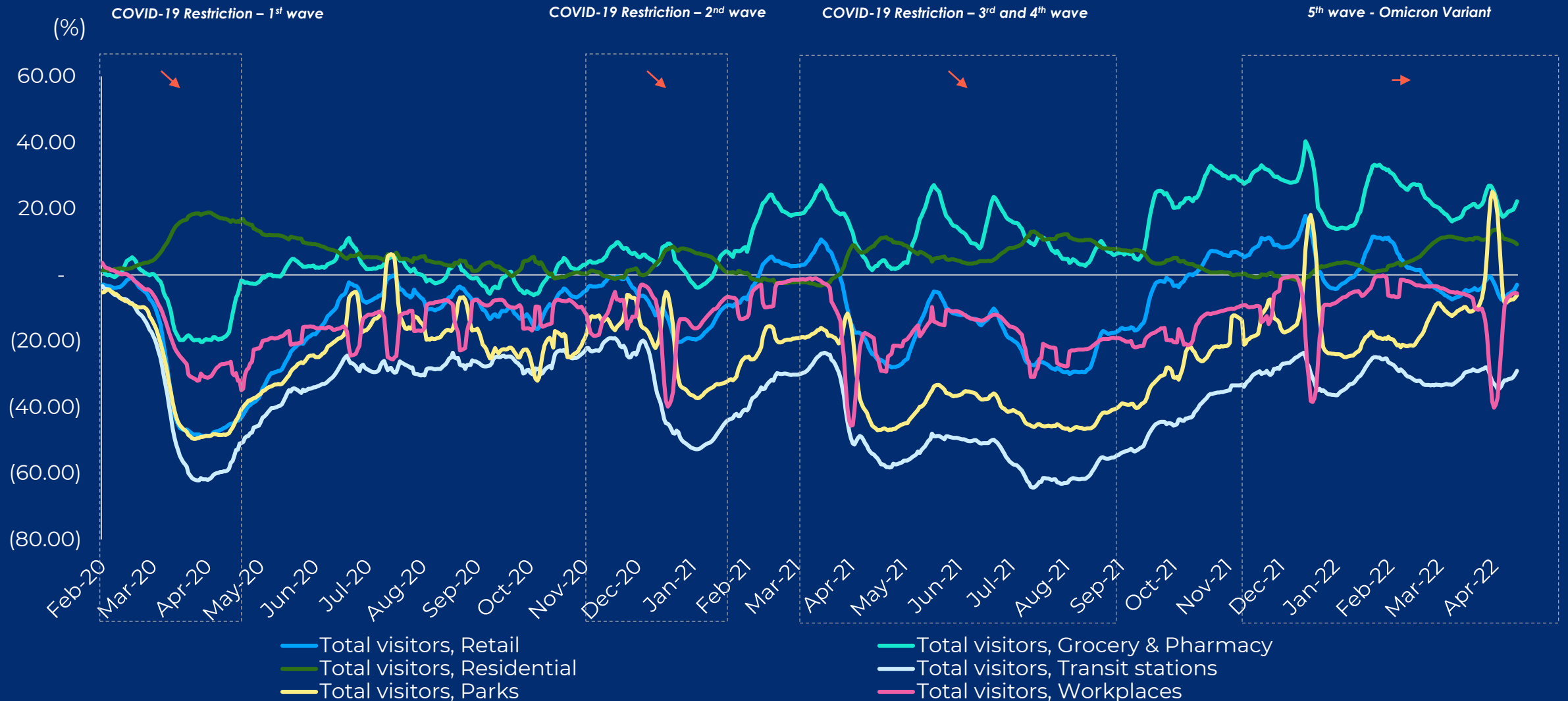
Q&A



01 MEDIA INDUSTRY OVERVIEW

For Thailand, Omicron impact on activity has been mild compared to previous waves

Thailand, mobility, the whole country, compared to baseline

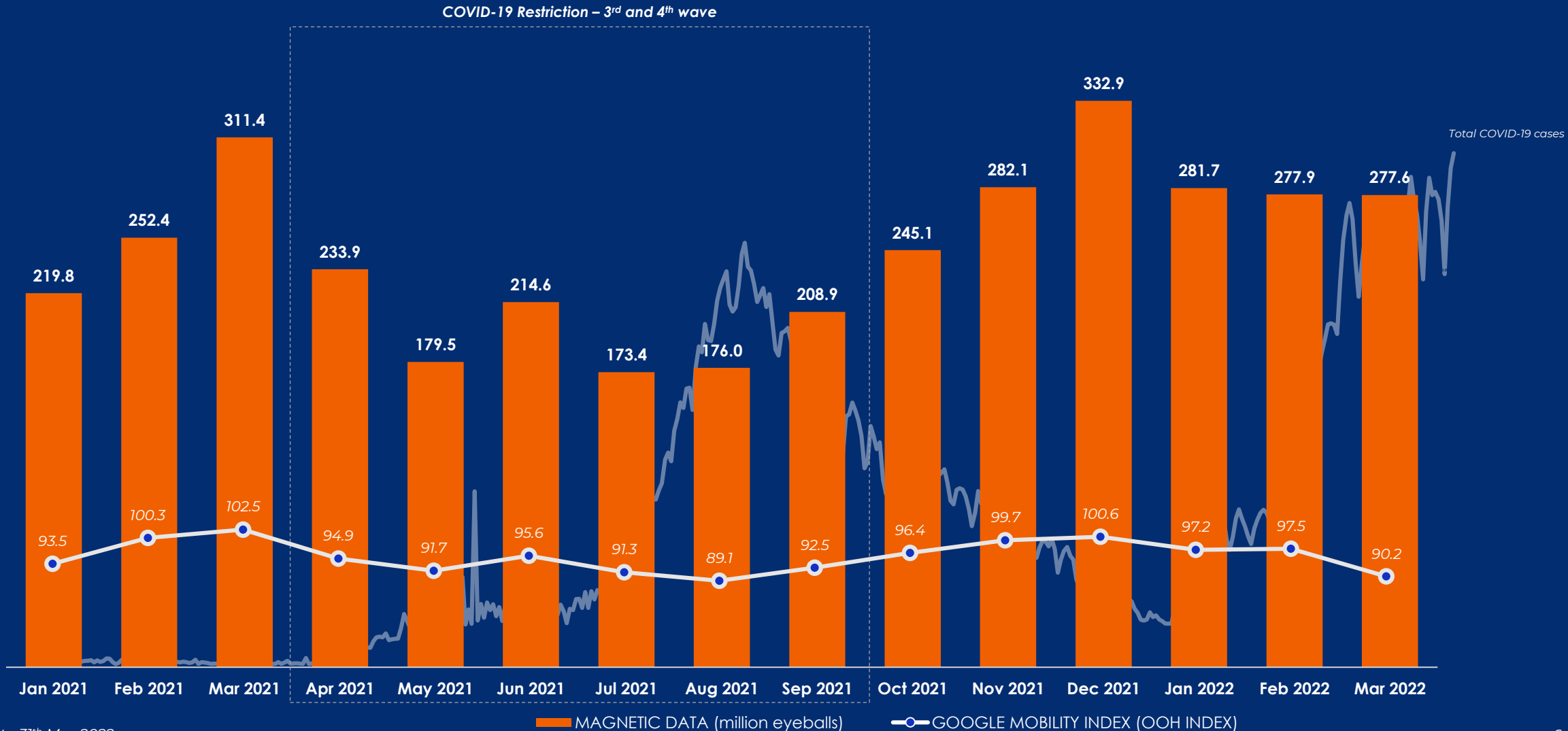


Source: Google, Macrobond

Note: This chart shows how the number of visitors to places has changed compared to baseline days (the median value for the 5-week period from 3 Jan to 6 Feb 2020)

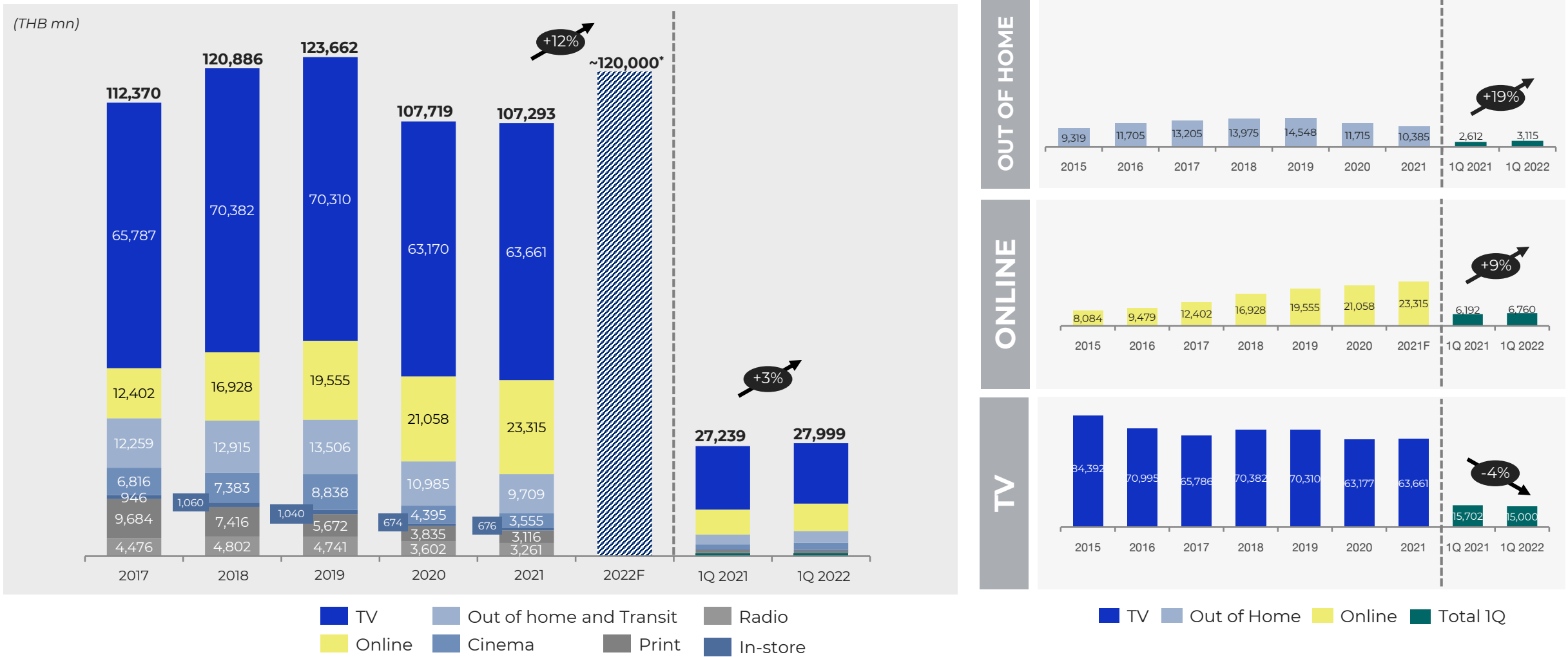
Mobility remains above 90% of the pre-COVID level despite a surge of Omicron infections

MAGNETIC DATA & GOOGLE MOBILITY INDEX (OOH INDEX)



Back on growth track: A strong rebound in 1Q 2022 leads to a positive outlook in the media industry in 2022

Media ad spending in 1Q 2022 amounted to THB 27,999 million, an increase of 3% over the same period last year. It was significantly improved from the growth of the media spending for OOH media & cinema media.



Note: *Source: Non-digital Nielsen Media Research

Going forward, global research demonstrates that marketers are returning to traditional advertising



7 Drivers that rise the traditional advertising

- ▶ Breaking through the digital
- ▶ Capitalizing on consumers' trust in traditional advertising
- ▶ Preparing for the decline of third-party cookies
- ▶ Tapping the growing medium of podcasting
- ▶ Exploiting the digital lift of traditional
- ▶ Fine-tuning brand and market fit
- ▶ Revisiting digital effectiveness

"When used together, traditional and digital marketing can reach more audiences, build and keep trust, and motivate buying from consumers who otherwise might tune out marketing messages."

Source: <https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>
<https://www.instagram.com/p/CdNtoYxJJYw/>

02

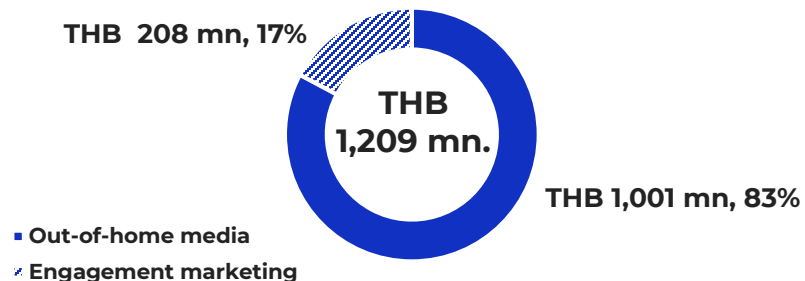
1Q 2022 FINANCIAL PERFORMANCE

Consolidated financial overview

(THB mn.)	1Q 2022	4Q 2021	1Q 2021	%QoQ	%YoY
Revenue from sales and services	1,209	1,224	1,024	(1.2)	18.0
Other income	24	43	22	(43.8)	8.0
Total revenues	1,233	1,267	1,047	(2.7)	17.8
Cost of goods sold	871	903	837	(3.6)	4.0
Gross profit	337	321	187	5.2	80.7
Selling and administrative expenses (SG&A)	167	157	120	6.4	38.9
Share of profit (loss) from investments in joint venture and associates	(6)	(7)	(10)	22.4	41.7
Earnings before interest and tax (EBIT)	195	207	89	(5.8)	118.8
Interest expense	37	43	52	(14.0)	(28.1)
Tax expense	51	17	13	204.5	289.0
Equity holders of the Company	104	151	37	(31.0)	181.2
EBITDA ⁽¹⁾	358	348	260	2.8	37.5
Gross profit margin	27.9%	26.2%	18.2%		
SG&A to sales and service	13.8%	12.8%	11.7%		
EBIT margin	16.1%	16.9%	8.7%		
Net profit margin (equity holders of the Company)	8.6%	12.4%	3.6%		

⁽¹⁾ Excluding the impact from the TFRS16

1Q 2022 operating revenue breakdown contribution



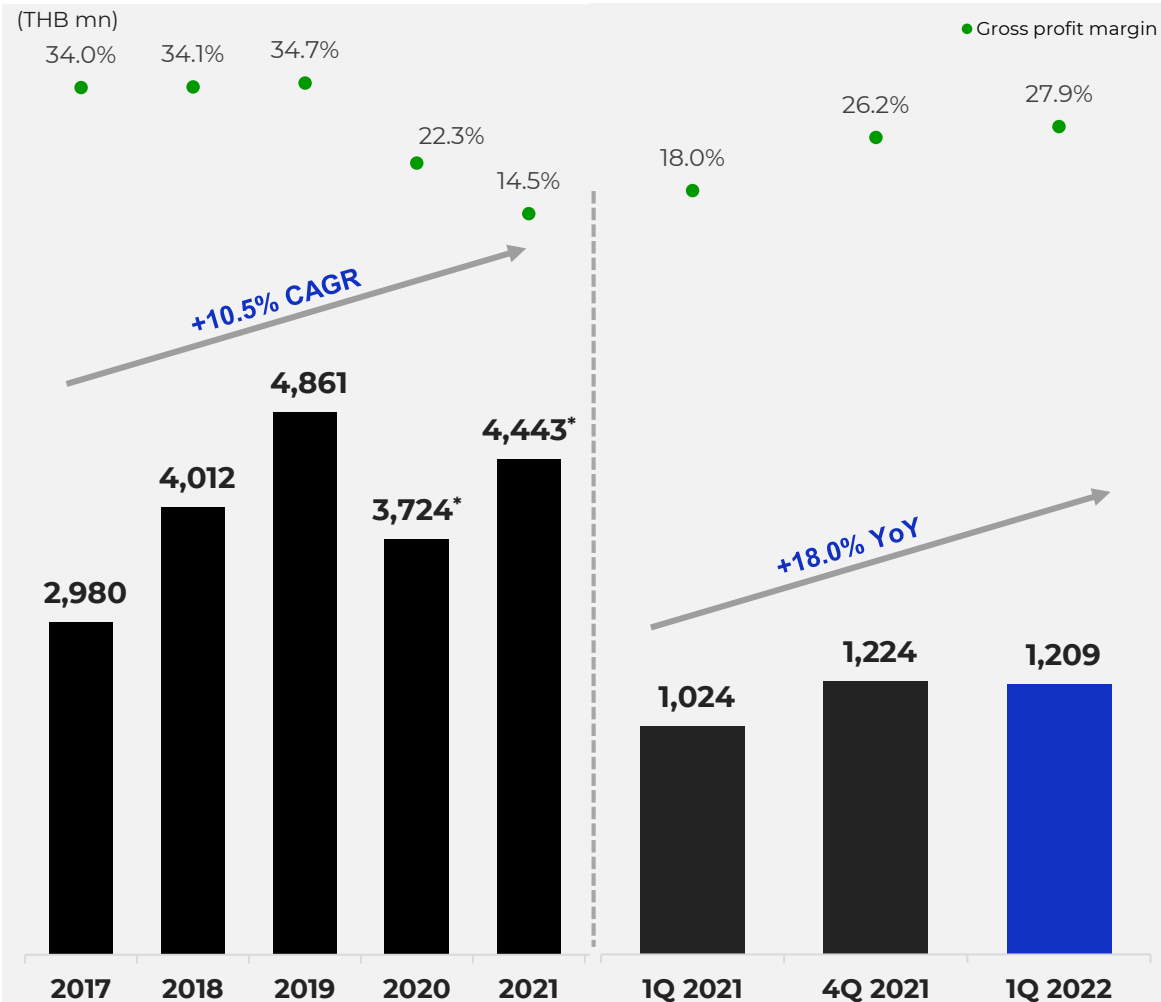
Key performance factors

- **PLANB's operating revenue for 1Q 2022 reached THB 1,209 million**, representing an increase of THB 185 million or 18.0% YoY. The increase was mainly driven by a significant increase from all types of out-of-home media, which grew in line with media ad spending
- **PLANB's net profit attributable to the equity holders of the Company for 1Q 2022 of THB 104 million**, increasing THB 67 million or 181.2% YoY due to the increase in out-of-home revenue together with the higher gross profit margin during the quarter

Overall performance

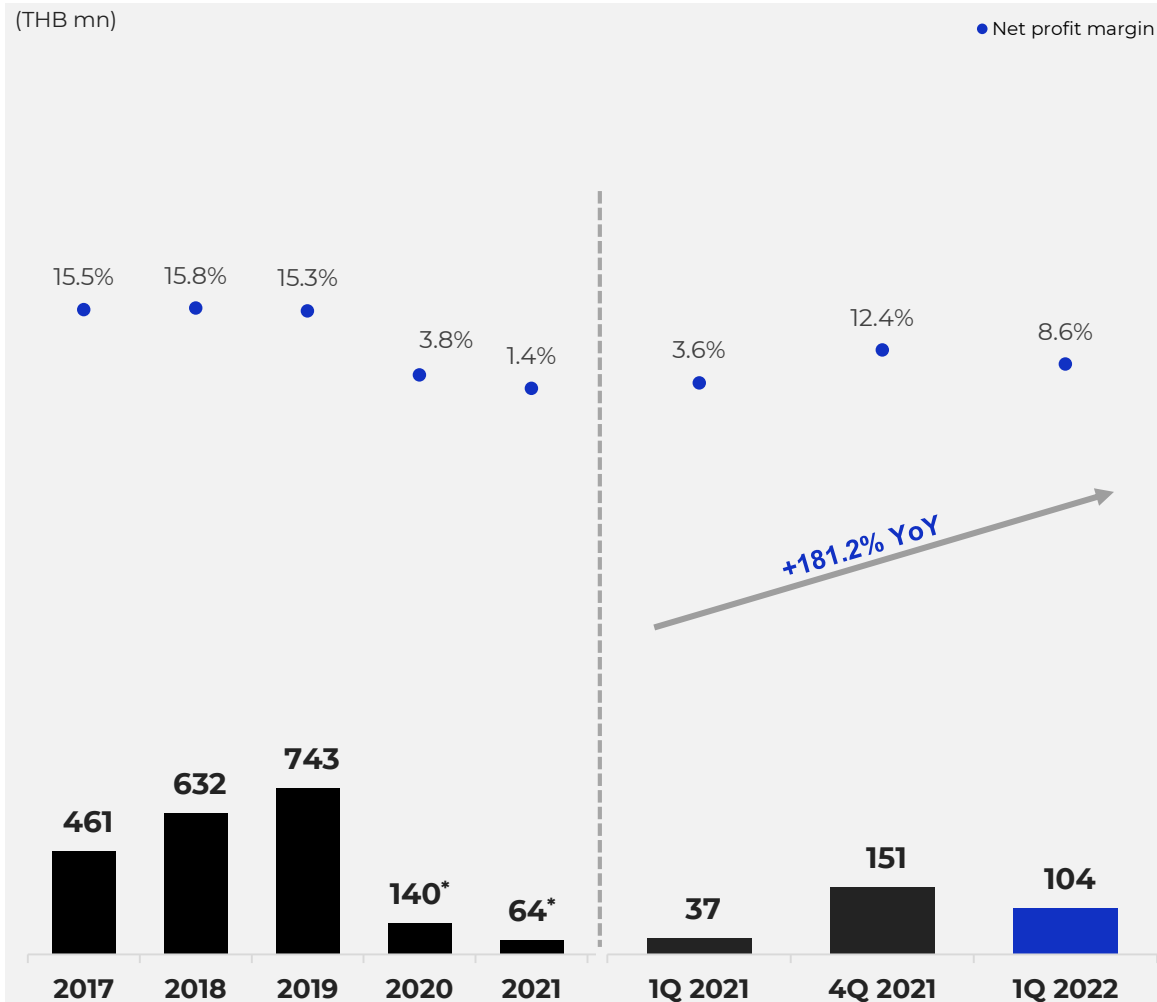
Earnings increased significantly compared to the same period last year

Total revenue



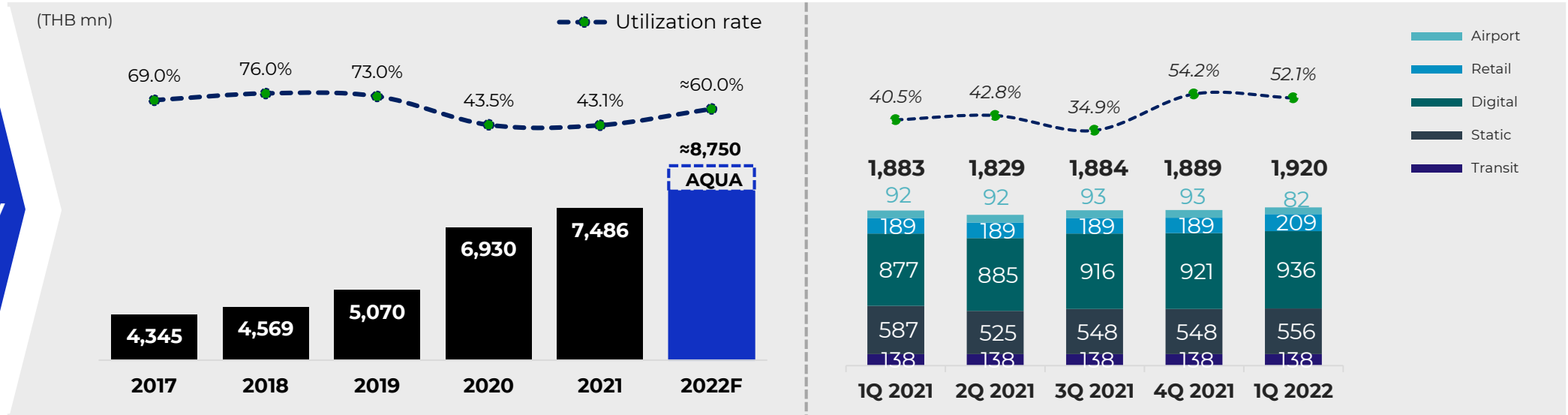
Note: * Lower revenue due to the impact of the COVID-19

Net profit

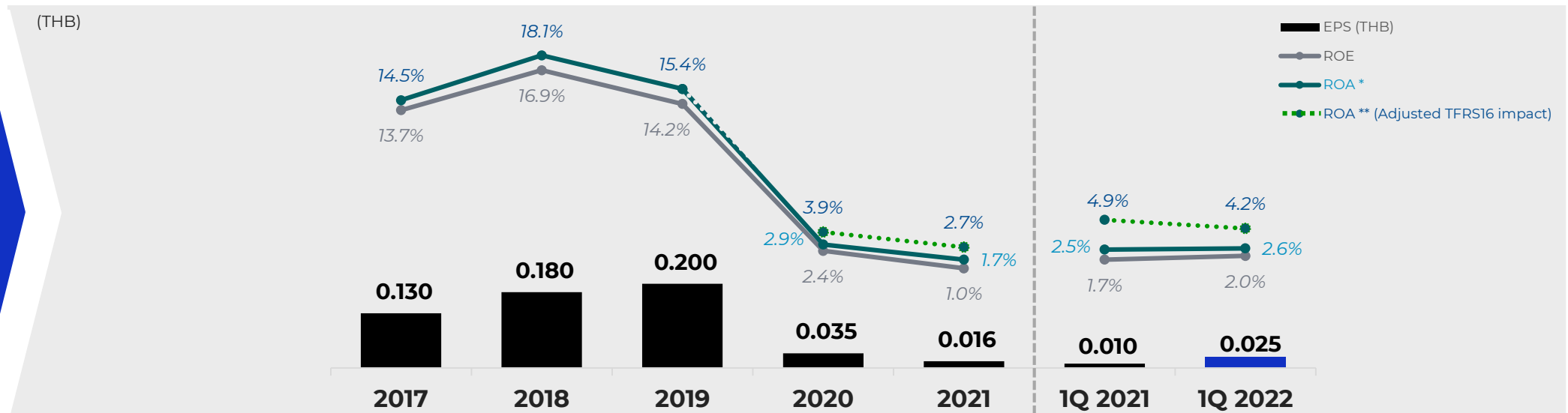


Media capacity and key financial ratios

Media capacity



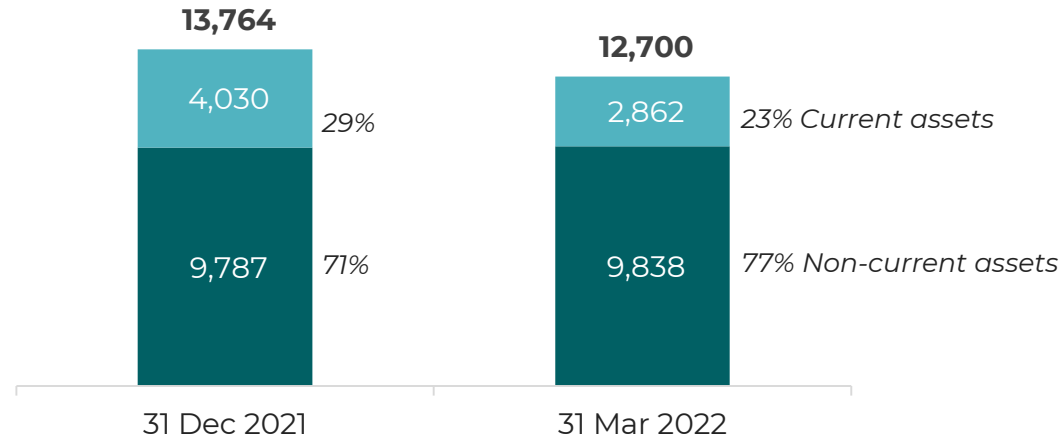
Key financial ratios



Financial position

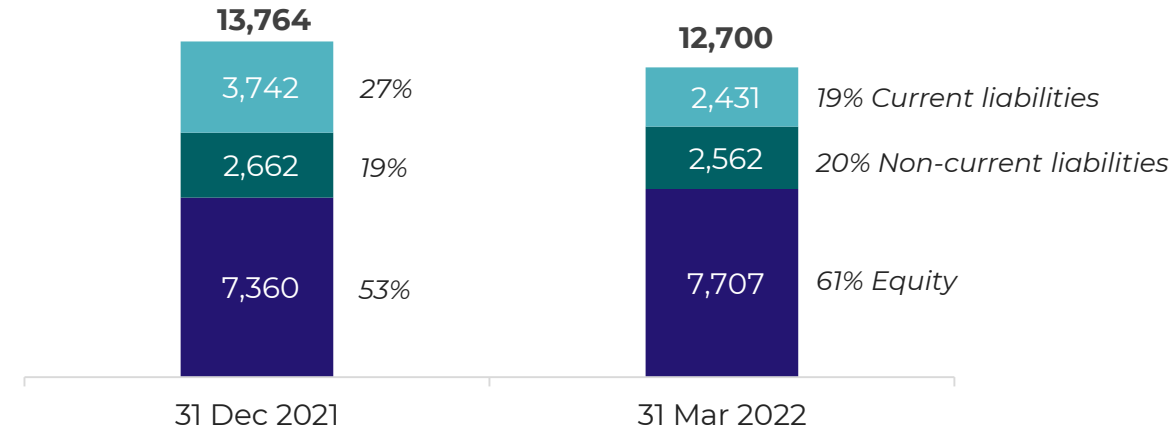
Assets breakdown (THB mn.)

- As of 31 Mar 2022, total assets were THB 12,700 mn., a decrease of 7.7% from 31 Dec 2021 due to lower cash and cash equivalents.



Liability & equity breakdown (THB mn.)

- As of 31 Mar 2022, total liability & Equity were THB 12,700 mn., a decrease of 7.7% from 31 Dec 2021 due to lower short-term loans from banks and trade and other payables.



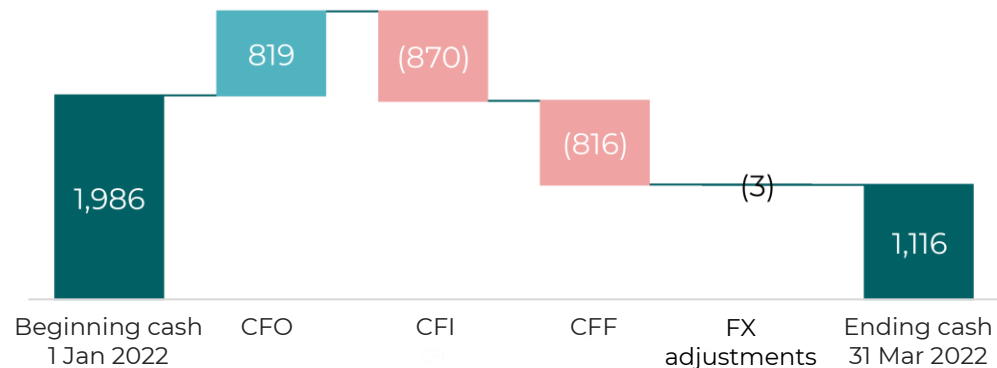
D/E Ratio 0.87x

Net D/E Ratio 0.60x

0.67x

0.50x

Cash flow (THB mn.)



CAPEX (THB mn.)

	Actual 3M 2022	Budget 2022
New project *	165	450-600
Renovate	24	250-400
Total CAPEX	189	≈ 700-1,000

* Mainly from 7-Eleven installation and static media expansion



03

KEY BUSINESS UPDATE



NFT Highlight



**Monkey Kingdom #1328
by Monkey Kingdom**
Owner : Therealbatman



#960 by Bored Ape Yacht Club
Owner : MoonCat2878



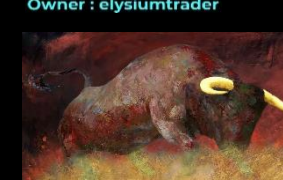
Ghosts Project by Misang



Masked Workers by Misang
Owner : elysiumtrader



**Memories of the City at Night
by Mark Constantine Inducil**

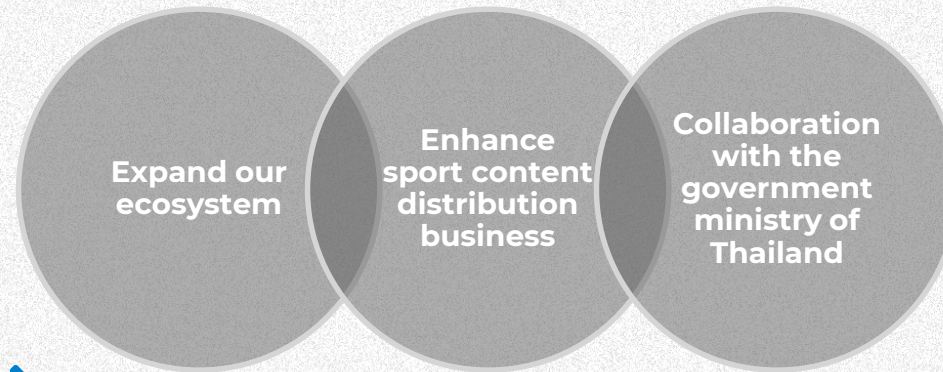


The Bull by Trevorjonesart



Television channel in the type of sports programs of Thailand

Owner: Sports Authority of Thailand and Ministry of Tourism and Sports



TSPORTS 7 ตัวจริงเรื่องกีฬา **ผังรายการ พฤษภาคม 2565**

เวลา	จันทร์	อังคาร	พุธ	พฤหัสบดี	ศุกร์	เสาร์	อาทิตย์	เวลา
05:00	WUWS:WU8SSU (AD / CC / SL) Wheel share จันทร์ - อาทิตย์ 06:00 - 06:30 ขบวนการไทยพี จันทร - อาทิตย์ 06:30 - 07:00 Stranger Together ทุกวัน จันทร์ - อาทิตย์ เวลา 07:00 - 07:30 น.							05:00
07:00	LIVE จันทร์ - อาทิตย์ 07:30-09:00 เกาะสีน่าน ข่าวเช้า							07:00
09:00	ถ่ายทอดสดการแข่งขันกีฬาซีเกมส์ ครั้งที่ 31 เวียดนาม 2021 วันที่ 12 - 23 พฤษภาคม 2565							09:00
12:00	ถ่ายทอดสดการแข่งขันกีฬาซีเกมส์ ครั้งที่ 31 เวียดนาม 2021 วันที่ 12 - 23 พฤษภาคม 2565							12:00
14:30	ถ่ายทอดสดการแข่งขันกีฬาซีเกมส์ ครั้งที่ 31 เวียดนาม 2021 วันที่ 12 - 23 พฤษภาคม 2565							14:30
17:30	LIVE จันทร์ - ศุกร์ เวลา 16:00-17:00 น. มวยไทย ไอโกล ไทยลีก 2 จันทร์-ศุกร์ เวลา 17:00-18:00 น. มวยไทย							17:30
20:30	LIVE สุสานข่าวเอ็น 18:00 - 19:30 LIVE ถ่ายทอดสด Thai League 2 LIVE จันทร์ - ศุกร์ 19:30-20:00 LIVE เสาร์ - อาทิตย์ 18:00 - 20:00							20:30
23:00	ฟุตบอลโลก Zapp จันทร์ - ศุกร์ 20:30 - 21:30 เท่างม ฟุตบอลโลก Zapp ฟุตบอลโลก Zapp							23:00

กดเลข 7 ทุกวัน กันทุกเกมส์... **ตัวจริง เรื่องกีฬา**

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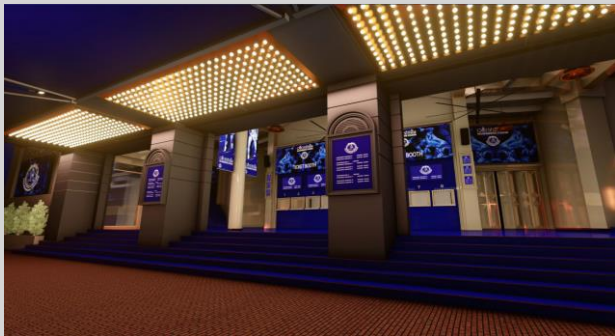
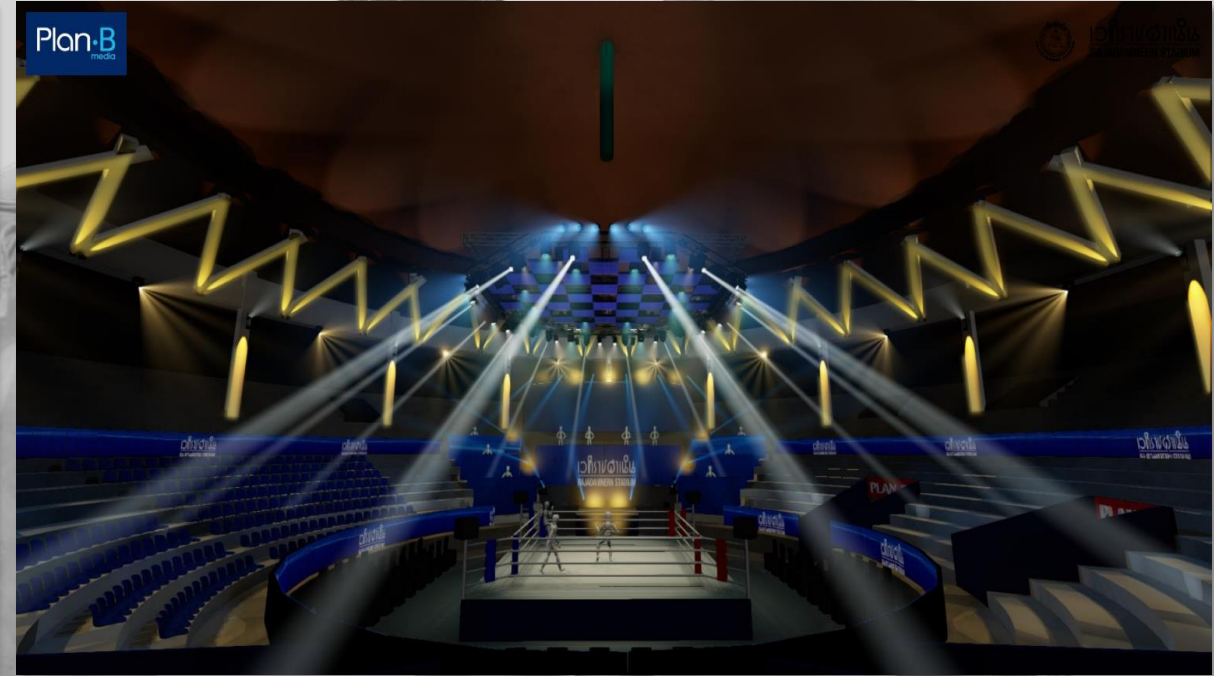
Rajadamnern Stadium was back on schedule starts from February 2022

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



RAJADAMNERN : THE REBRAND & RENOVATION

THE ONLY GLOBAL STANDARD SPORTAINMENT COMBAT SPORT STADIUM IN THAILAND



2022 PLANB targets and CAPEX after the acquisition of AQUA



Revenue¹
THB 6,400 – 6,700 mn



Media capacity²
≈THB 8,750 mn



Utilization rate³
>60%



CAPEX⁴
THB 700 – 1,000 mn

Note:

1. Consolidated total revenue comprises OOH media, including AQUA + engagement marketing business + other revenue.
2. Media capacity is from out-of-home media of Plan B (THB 8,000 million) and AQUA (THB 750 million) (Apr-Dec 2022).
3. The utilization rate could change depending on the situation and external factors.
4. CAPEX mainly comes from the renovation of Plan B TV, Twin Tube and Show DC.

04 Q&A





THANK YOU



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