



VOL.01/2023

SHARE PRICE MOVEMENT

Current Price	: THB 8.85
52 Week High/Low	: 10.10 / 5.65
P/BV(X)	: 4.78
Market Capitalization	: THB37,872mn
	USD1,123mn*
<i>Data as of May 10, 2023</i>	
<i>*Exchange rate from BOT on May 10, 2023: 1USD = THB33.71</i>	

SHARE INFORMATION

Symbol	: PLANB
Sector	: Media & Publishing
Industry	: Services
Shares Outstanding	: 4,279,350,517 shares
Free Float	: 56.17%
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

May 2023						
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			

1 – 15 May 2023 : Silent period
 12 May 2023 : 1Q 2023 Financial Results Announcement
 15 May 2023 : 1Q 2023 Analyst Meeting
 30 May 2023 : 1Q 2023 Opportunity Day

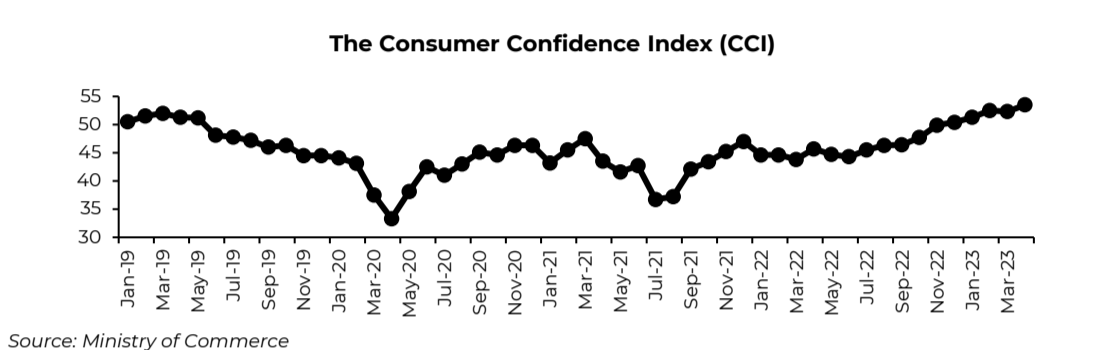
Note: Block schedule for investor visit/conference call every Friday

June 2023						
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	

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ECONOMIC OUTLOOK IN 1Q 2023

Overall Thai economy during 1Q 2023 improved from the previous quarter, supported by the continuous rise in tourists after the borders were fully opened. As a result, the service sector and private consumption indices adjusted upward. At the same time, export value also grew, and prices of certain consumer products dropped, especially gasoline for diesel and benzene. This is reflected in the Consumer Confidence Index, which also consistently improved thanks to the economic recovery to reach 51.3, 52.5 and 52.3 for January-March 2023, respectively, compared with 50.4 as of December 2022. Nevertheless, there are still concerns about the high cost of living, especially electricity charges that climbed recently, leading to a slower adjustment in the Consumer Confidence Index.



Source: Ministry of Commerce

PERFORMANCE & HIGHLIGHTS 1Q 2023

The Company reported operating revenue for 1Q 2023 of THB1,729mn, increasing THB521mn or 43.1% YoY. The increase came mainly from:

- The out-of-home media business that moved in tandem with the improving economy and the realized revenue from the investment in Aqua Corporation Public Company Limited, fully realized in 1Q 2023.
- The engagement marketing business, especially the sport marketing business, was in line with the increasing number of outdoor activities after the ease of COVID-19 control measures.

The Company reported the net profit attributable to the equity holders of the Company for 1Q 2023 at THB132mn, increasing THB28mn or 26.7% YoY, driven by the increase in operating revenue and effective expense management.

However, excluding the one-time items in the amount of THB18mn, the Company reported the net profit attributable to the equity holders of the Company at THB150mn, increasing 67.7% YoY.

Investors can find more detail of 1Q 2023 performance below [Management Discussion and Analysis for 1Q 2023](#)



SPECIAL EVENT IN 1Q 2023

PLANB was granted rights to manage advertising media for EV buses

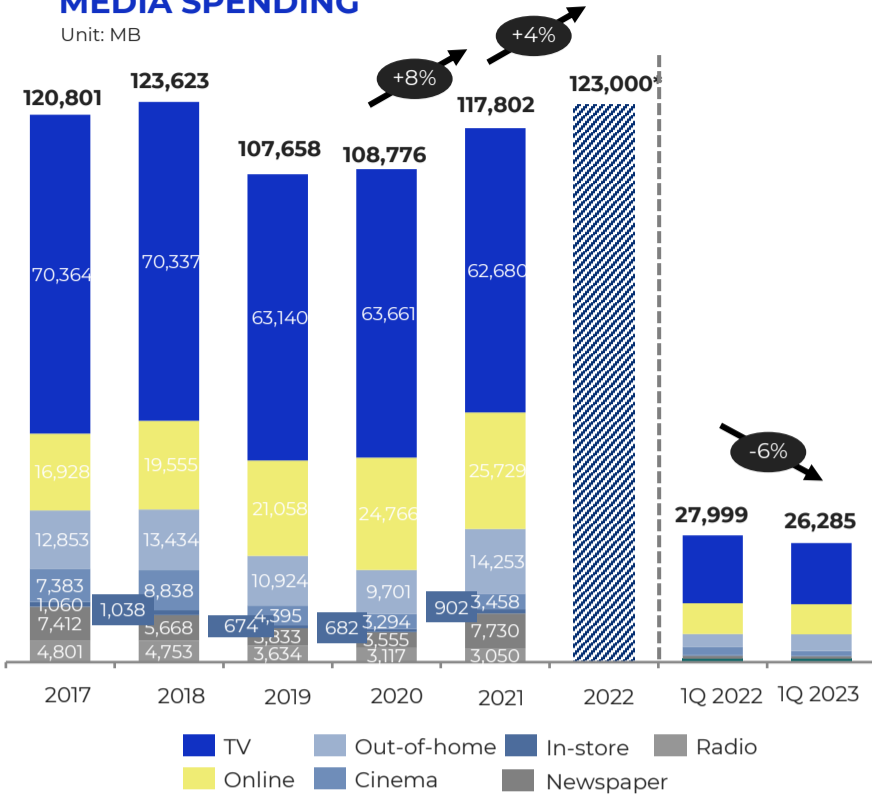


The Company received rights to manage advertising media for both inside and outside electronic vehicles or EV buses from Bangkok Mass Transit Authority (BMTA) in February 2023 for ten years.

MEDIA INDUSTRY OUTLOOK

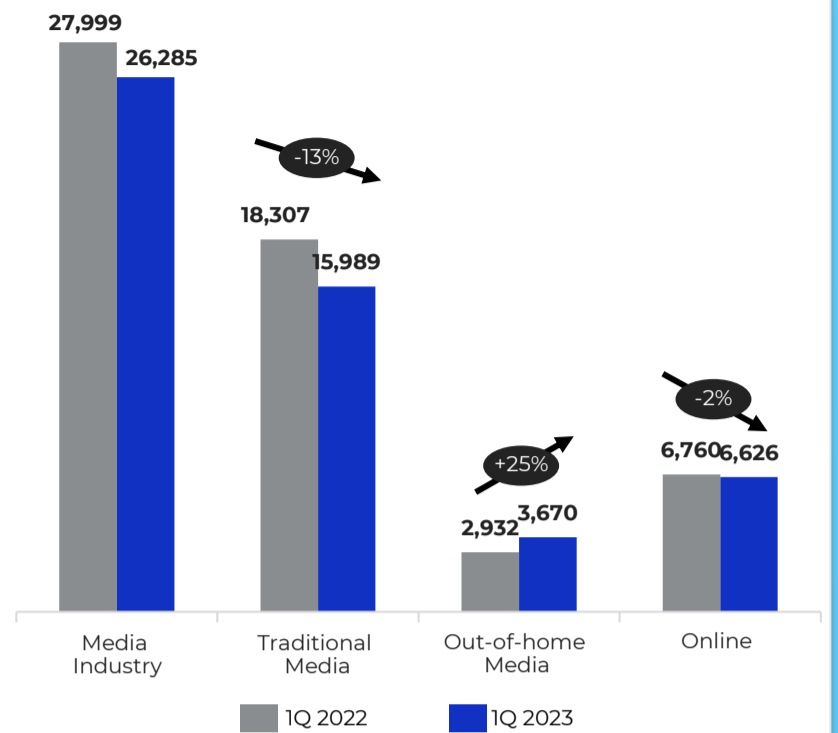
MEDIA SPENDING

Unit: MB



OOH MEDIA PERFORMANCE IN 1Q 2023

Unit: MB



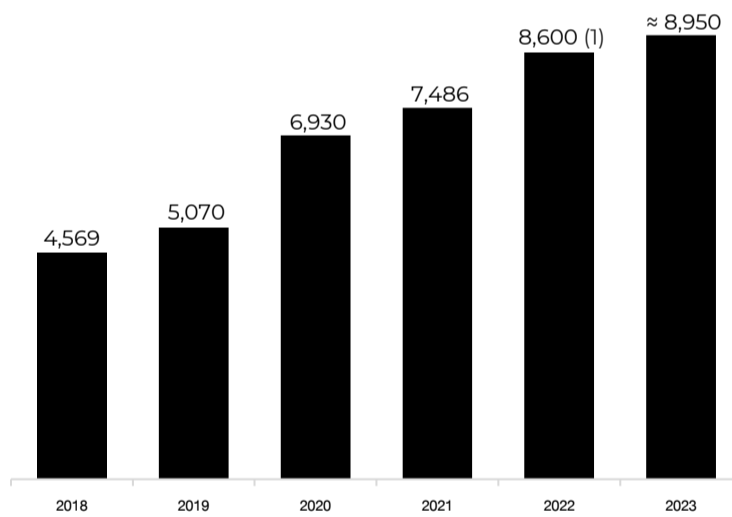
Media spending for 1Q 2023 stood at THB 26,285 million, decreasing THB 1,717 million or equivalent to 6.1% compared with media spending of the same period of the previous year. This is due to more careful spending on advertising budget and the slowdown in product promotions and new product launches for certain categories. However, unlike other media, out-of-home media and transit media managed to grow during the past period at a rate of 25.2% compared with the media spending of out-of-home media and transit media of 1Q 2022. The reasons behind this are the higher number of local and foreign tourists from the reopening of the country and the increase in people's outdoor activities.

Source : Nielsen, Media Intelligence, Media Agency Association of Thailand (MAAT), March 2023

KEY FINANCIAL HIGHLIGHTS & RATIOS

MEDIA CAPACITY

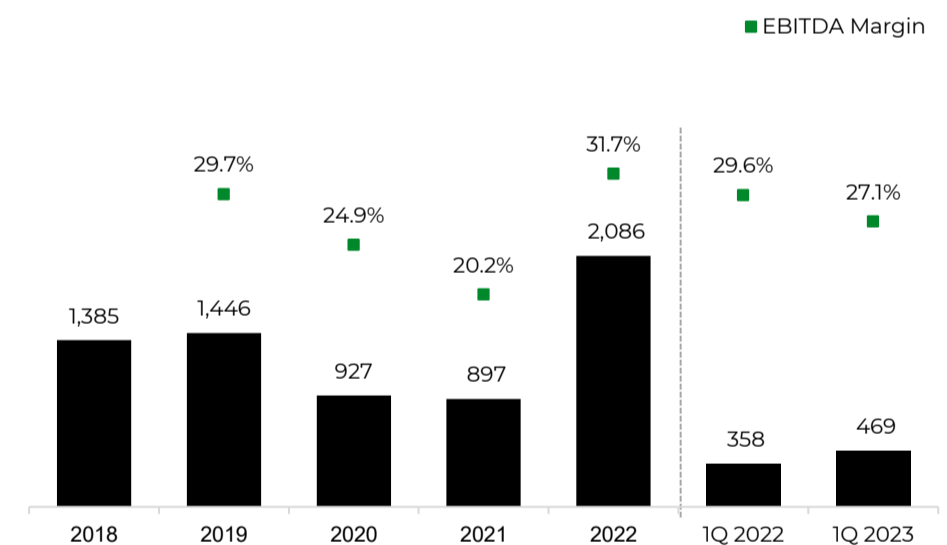
Unit: MB



Note: 1 Including AQUA's media capacity

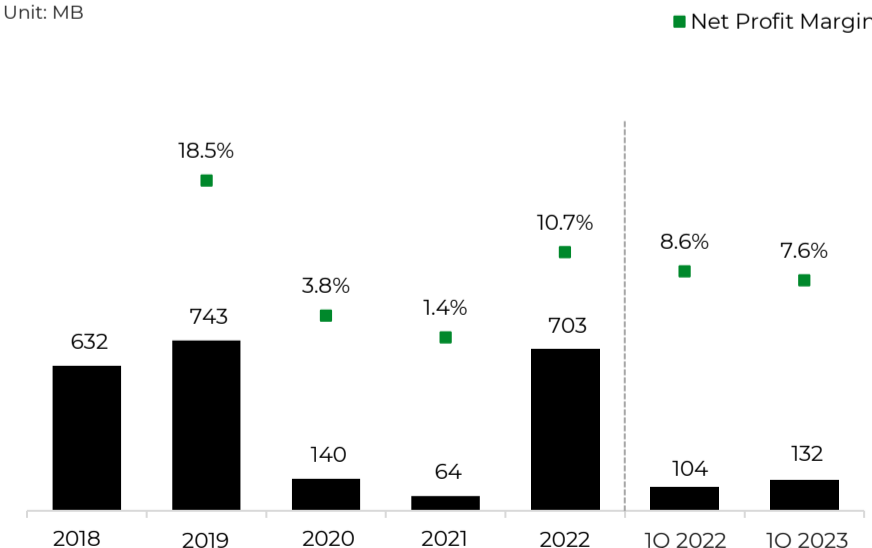
EBITDA (EXCLUDING THE IMPACT FROM TFRS16)

Unit: MB

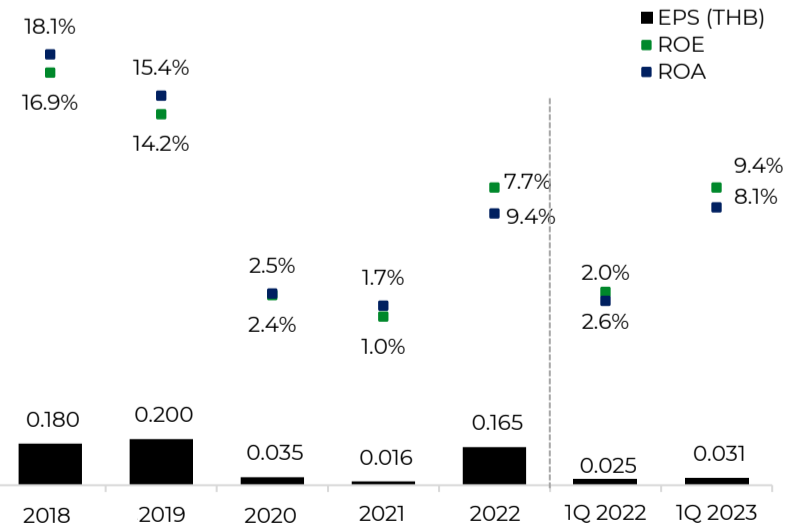


NET PROFIT

Unit: MB



KEY FINANCIAL RATIO



THE BIGGEST MUAY THAI TOURNAMENT

with the highest prize money of over **20** million baht



EVERY SATURDAY 8.05 PM ONWARDS

LIVE AT



WORKPOINT



@WORKPOINT @RWSMUAYTHAI



@WORKPOINTOFFICIAL

RWS

LEGEND OF RAJADAMNERN

RWS – Rajadamnern World Series

-rwsmuaythai

RWS – Rajadamnern World Series



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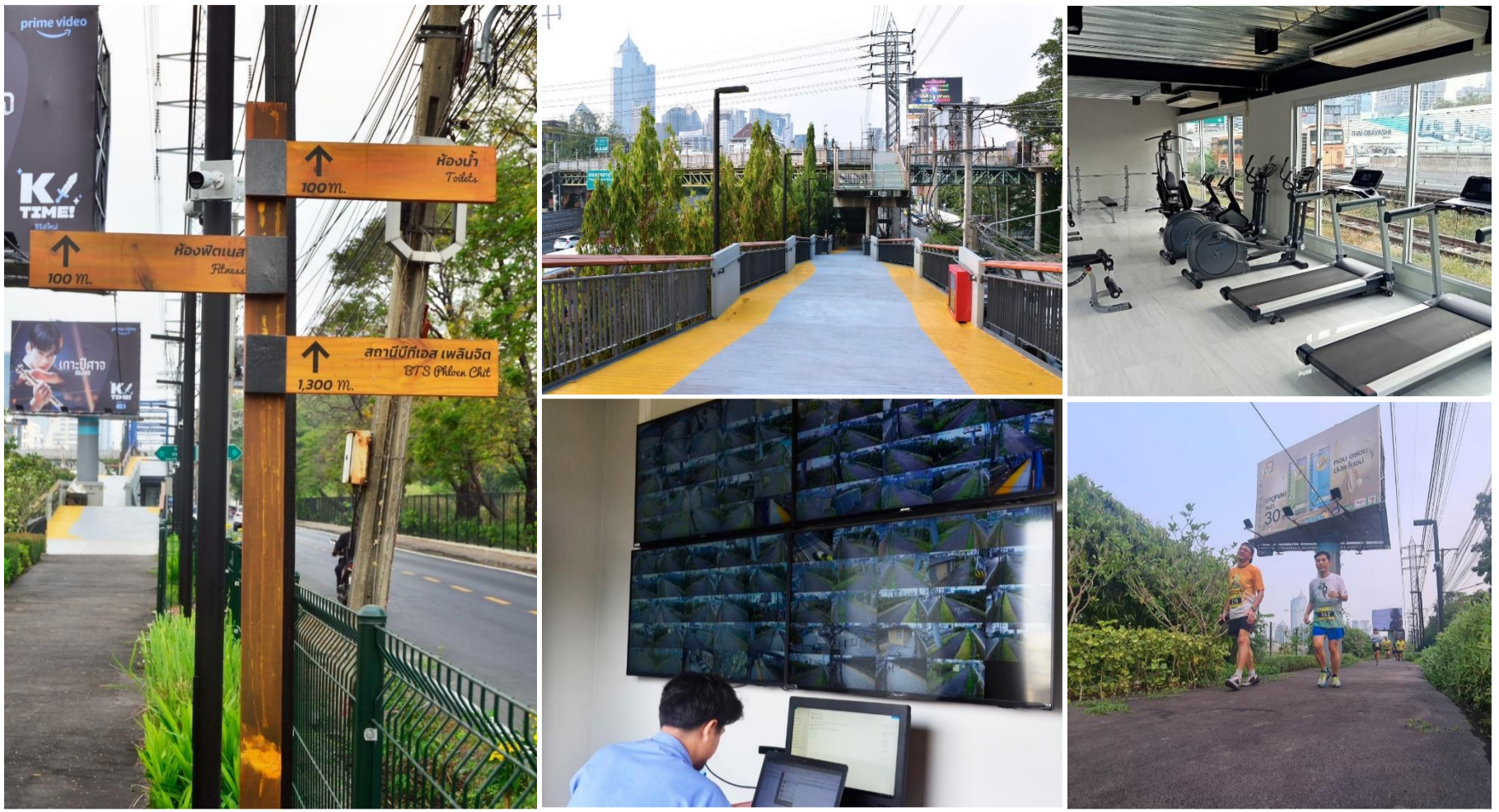
Address : 1700, Plan B Tower, New Petchburi Road, Makkasan, Ratchathewi, Bangkok, Thailand 10400



Plan.B media

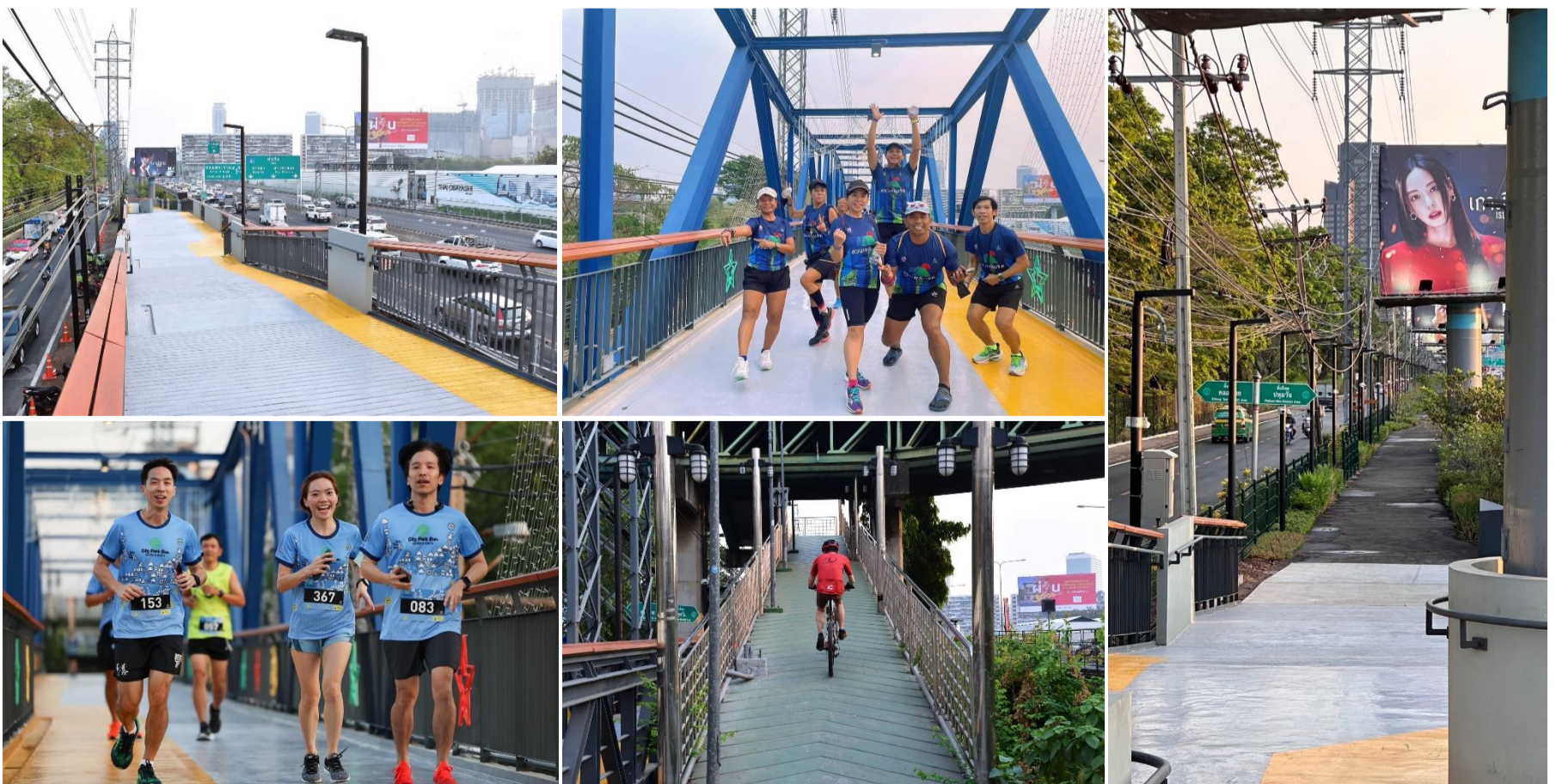


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“Ploenchit Park” a new public park for Bangkokians

PLANB teamed up with the State Railway of Thailand under the Ministry of Transportation to improve an abandoned area near the Ploenchit expressway to become "Ploenchit Park", a new public park with over 2.5 kilometers in the distance connecting three public parks in Bangkok, which are Lumpini Park, Benjakitti Forest Park and Benjakitti Park. The new park offers various facilities such as a fitness centre, drinking water fountains, toilets, a security system and wheelchair assistance. This is to promote the well-being of everyone and to elevate the quality of living of urban people to achieve good health and sustainable happiness in all dimensions.

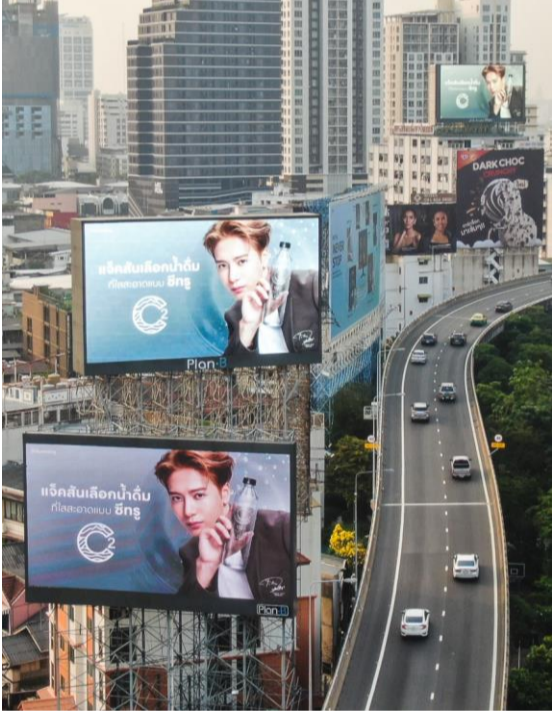
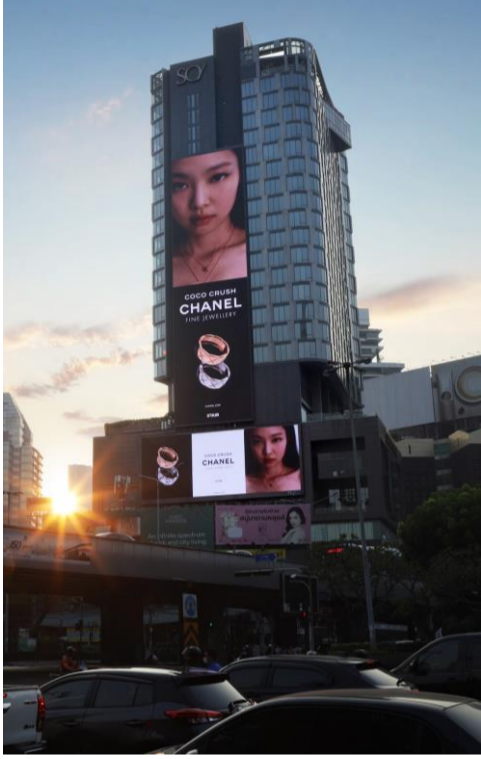


Continuing the success of the Artist Management business

The Artistic Management business can generate growing revenue through organizing various activities for BNK48, including continuous events following the relaxation of COVID-19 preventive measures. Additionally, the unexpected response from PROXIE, the rising new boy band in the T-Pop industry, contributes to the business's success.

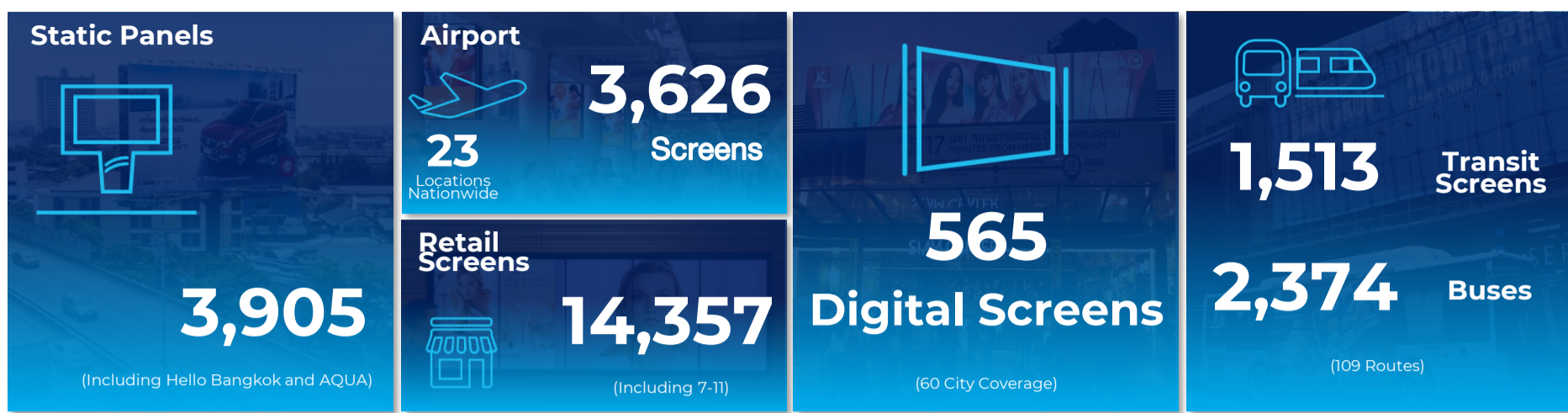


CAMPAIGN OF THE QUARTER



Scan to see details of the campaign for the 1st quarter of 2023

OUT-OF-HOME MEDIA



Data as of Mar,31 2023

MANAGEMENT OUTLOOK IN 2023

Total revenue from sales and services	THB 7,200 - 7,500 million
Media capacity	TH 8,950 million
EBITDA	Mid - digit growth
CAPEX	THB 800 – 1,000 million

Estimated revenue from sales and services for 2023 is THB 7,200 – 7,500 million amidst risks and economic uncertainties. In 2023, the global economy is characterized by uncertainties from the risk of economic slowdowns in many countries worldwide, potentially disrupting the supply chain and harming the manufacturing and industrial sectors.

Nevertheless, the recovery of the Thai economy is supported by the growth in the tourism sector thanks to the earlier opening of China at the beginning of 2023 and the improved inflation rates, which helped boost private consumption.

- Out-of-home Media Business accounted for 75% of the Company's total revenue. In 2023, PLANB is expected to reach a media capacity of around THB 8,950 million per year with around a 60-65% utilization rate, thanks to the recovery of media spending and the luxury brands' spending shown positive trends since the end of 2022. In addition, we plan to increase organic growth from potential businesses in the digital and airport segments. Regarding synergies, we still emphasize the synergy of businesses post-integration of the out-of-home media business of MACO and AQUA focuses on cost saving to deliver long-term growth.
- Engagement Marketing Business accounted for 25% of the Company's total revenue. Since outdoor activities can be fully resumed, we expect the performance of the engagement marketing business to skyrocket in 2023 with the following details:
 - Organizing boxing tournament “Rajadamnern World Series” or “RWS”
 - PLANB was granted rights to live broadcast the 2022 Hangzhou Asian Games from 23 September – 3 October 2023 from Hangzhou, China
 - For 2023, Thailand national football team plans to participate in the World Cup qualifying round for Asia Zone at the end of the year to qualify for the World Cup in 2026 and the Asia Cup in 2023, which will be held during the start of 2024.
 - BNK48’s activities can resume activities in full again

EBITDA with mid-digit growth from our focus on profitability. The Company further developed a sales system by adopting technology to optimize the process and reduce costs to achieve sustainable growth in profitability amid the challenging cost environment. The capital allocation will be executed cautiously to ensure we streamline ourselves to maintain cash flow and liquidity. We will use control measures and enhance the efficiency of managing expenses with prudence to strengthen the Company's financial position and support sustainable business growth.

Continued investing in growth opportunities with optimization discipline. CAPEX will be around THB800-1,000 million to maintain the leader's position in the out-of-home media business through suitable investments. Over 65% of the CAPEX for 2023 will be for the renovation of digital display replacement to deliver a better experience for customers and service users. On the other hand, another 35% of the CAPEX is to accommodate organic growth to increase media capacity, such as adding more digital media and airport media to support future sustainable growth.