



**VOL.02/2023**

**SHARE PRICE MOVEMENT**

Current Price	: THB 8.65
52 Week High/Low	: 10.10 / 6.25
P/BV(X)	: 4.59
Market Capitalization	: THB37,016mn USD1,066mn*

*Data as of August 7, 2023*  
\*Exchange rate from BOT on August 4, 2023: 1USD = THB34.72

**SHARE INFORMATION**

<b>Symbol</b>	: PLANB
<b>Sector</b>	: Media & Publishing
<b>Industry</b>	: Services
<b>Shares Outstanding</b>	: 4,279,350,517 shares
<b>Free Float</b>	: 56.17%
<b>Par Value</b>	: THB 0.10
<b>CG Report</b>	: 5
<b>CAC</b>	: Certified
<b>THSI</b>	: Certified
<b>ESG100</b>	: 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](http://www.planbmedia.co.th) for investor relations page that gathers financial information, stock prices, shareholder information including other published documents.

**UPCOMING EVENTS**

August 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 – 10 August 2023 : Silent period  
10 August 2023 : 2Q 2023 Financial Results Announcement

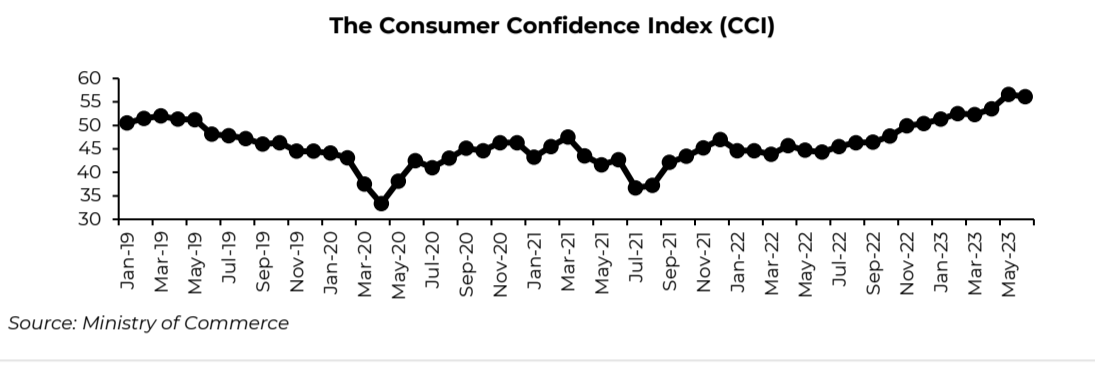
11 August 2023 : 2Q 2023 Analyst Meeting  
15 August 2023 : 2Q 2023 Opportunity Day  
24 August 2023 : Thailand Focus 2023  
Note: Block schedule for investor visit/conference call every Friday

September 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

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

**ECONOMIC OUTLOOK IN 2Q 2023**

The Thai economy continued to show sustained improvement in 2Q 2023, supported by increased private sector spending due to election-related activities, the disbursement of state welfare card funds, and extended holidays. Additionally, the recovery of the tourism sector contributed to the continuous rise in consumer confidence, which reached levels of 53.5, 56.6, and 56.1 in April, May, and June 2023, respectively, compared to the March 2023 level of 52.3. However, there are still concerns regarding Thailand's high cost of living and political stability following the elections, which have led to an unfavorable investment environment and business conditions for the private sector. Household debt remains high, and interest rates have increased, leading to a slight decline in overall confidence in June 2566.



**PERFORMANCE & HIGHLIGHTS 2Q 2023**

The Company reported operating revenue for 2Q 2023 of THB 2,015mn, increasing 23.8% YoY. The increase came mainly from:

- The OOH media business that moved in tandem with the improving economy and significant increase in outdoor lifestyles and travel activities
- The engagement marketing business, especially the sport marketing business, boosted by the revenue generated from managing marketing rights for the Asian Games held in Hangzhou, which started recognizing in Jun 2023 with THB 54mn from the '100Days Countdown' event.

The Company reported a net profit attributable to equity holders of the Company of THB 227mn showing an increase of THB 59mn or 35.4% YoY.

The Company reported operating revenue for 6M2023 of THB 3,744mn, increasing 32.0% compared to 6M2022 due to the significant revenue increase mentioned above. The Company reported a net profit attributable to equity holders of the Company of THB 359mn, increasing 32.1% compared to 6M2022.

Investors can find more detail of 2Q 2023 performance below [Management Discussion and Analysis for 2Q 2023](#)



**ACHIEVEMENT IN 2Q 2023**

**PLANB has been selected as one of the companies worthy of investment in the 'ESG100' on the ESG Emerging List for 2023, according to the ESG Rating by Thaipat Institute**

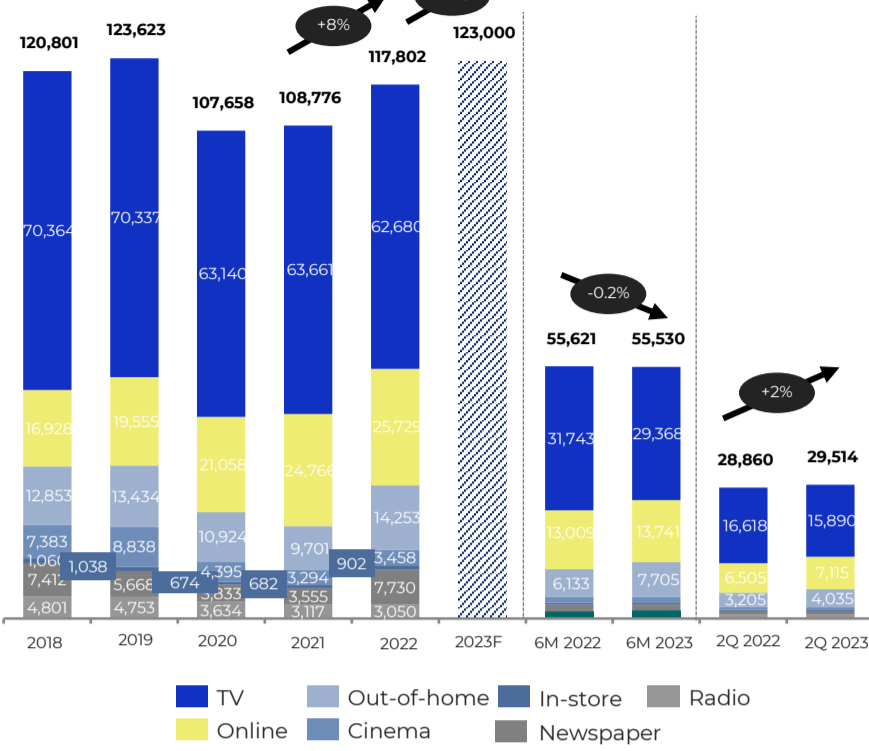


This year, PLANB has been selected to be included in the "Sustainable Investment-Worthy Companies" or "ESG Emerging List" and is listed as one of the securities within the Universe of ESG100 for 2023. This marks the first time PLANB has received this recognition from Thaipat Institute. The selection process was based on its outstanding performance in environmental, social, and governance (ESG) aspects and was carried out among 888 registered securities. PLANB is the only advertising media company selected as part of the ESG100 for 2023.

### MEDIA INDUSTRY OUTLOOK

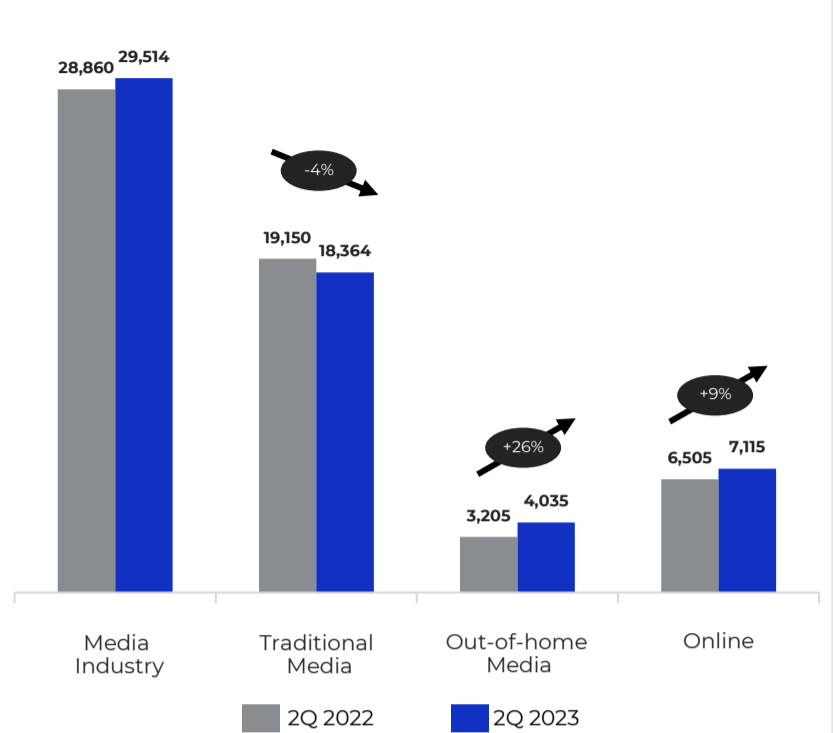
#### MEDIA SPENDING

Unit: MB



#### OOH MEDIA PERFORMANCE IN 2Q 2023

Unit: MB



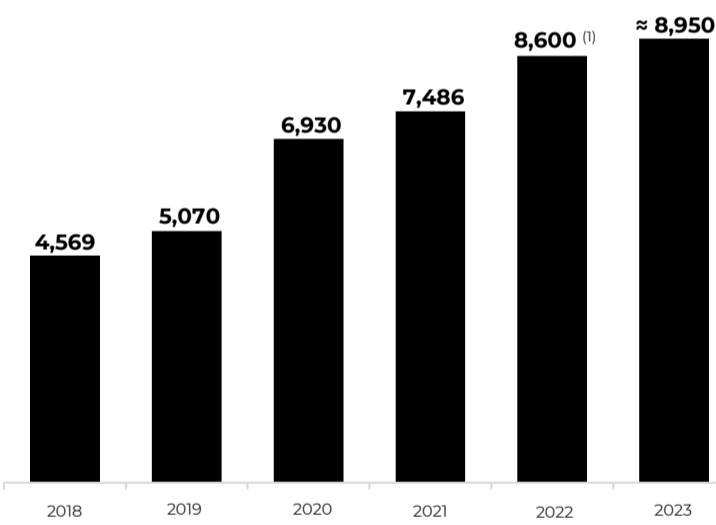
During the 2Q 2023, the total value of advertising spending amounted to THB 29,514mn, showing an increase of THB 654mn or 2.3% compared with the same period last year. The improvement drove this growth in economic conditions and increased demand from customers in the food and beverage industry, introducing new products and engaging in promotional activities to support the high season period. Notably, OOH and transit advertising continued to grow significantly, with a growth rate of 25.9% compared to last year.

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

### KEY FINANCIAL HIGHLIGHTS & RATIOS

#### MEDIA CAPACITY

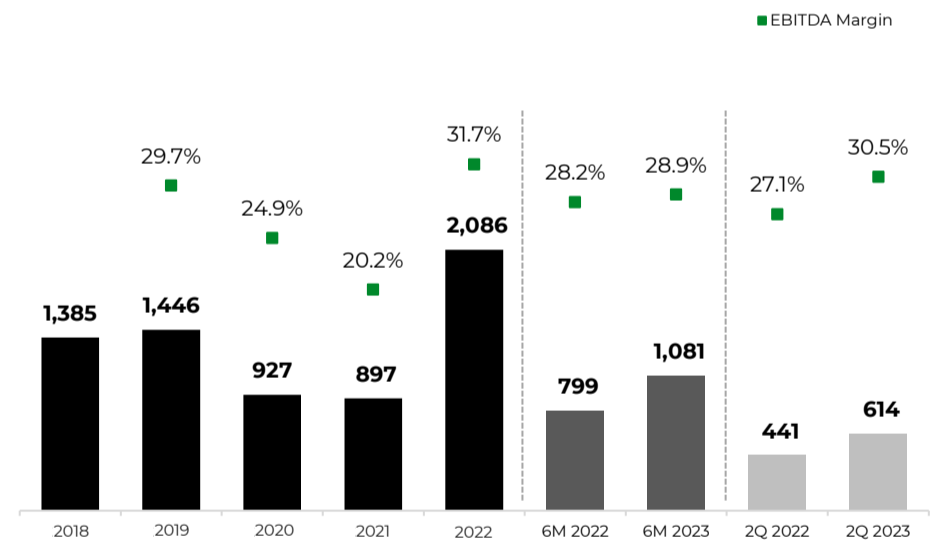
Unit: MB



Note: <sup>1</sup> Including AQUA's media capacity

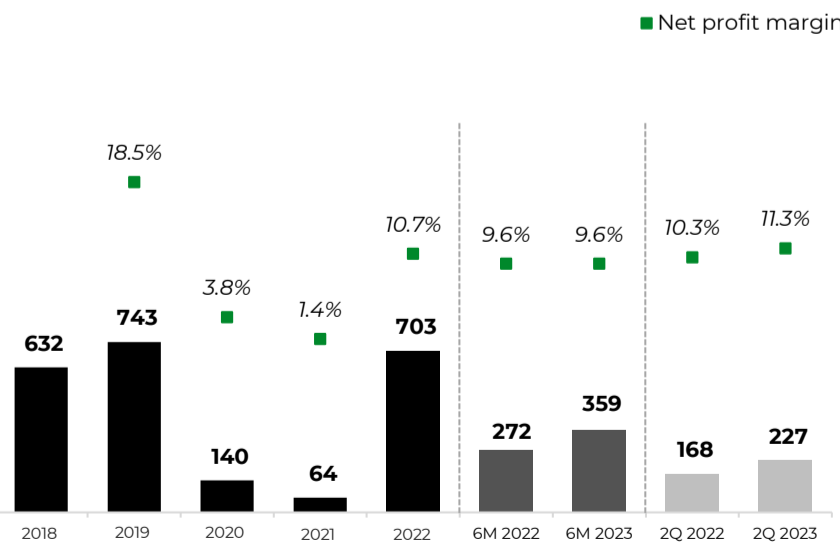
#### EBITDA (EXCLUDING THE IMPACT FROM TFRS16)

Unit: MB

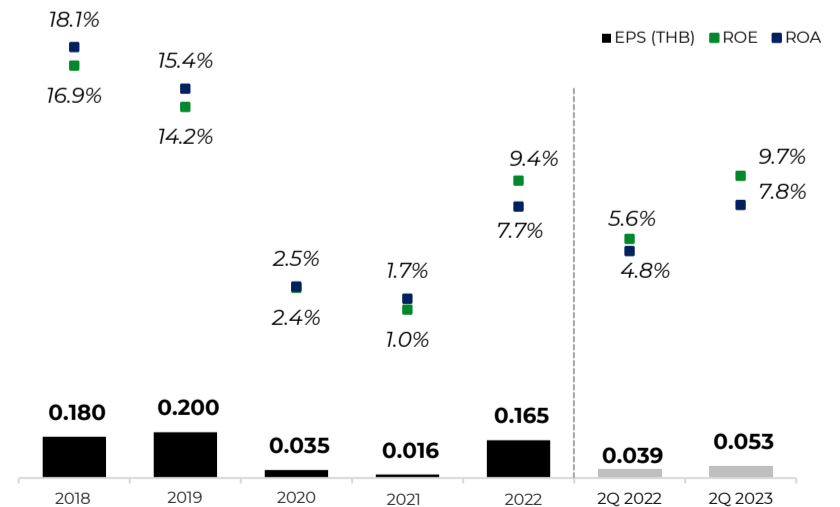


#### NET PROFIT

Unit: MB



#### KEY FINANCIAL RATIO





# RWS

## LEGEND OF RAJADAMNERN

RWS - Rajadamnern World Series

rwsmuaythai

RWS - Rajadamnern World Series



# KOTA VS JOKER

MURA FIGHT CLUB TH



### EVERY SATURDAY 8.05 PM ONWARDS

LIVE AT



@WORKPOINT @RWSMUAYTHAI



@WORKPOINTOFFICIAL

Contact us  
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# Introducing the latest innovation in out-of-home advertising through "Bus Live Ads Sync"

Coca-Cola has launched the campaign "Coke No Sugar, how delicious is it?" through the latest innovation in out-of-home media, known as **'Bus Live Ads Sync.'** This innovative platform seamlessly connects advertising on public buses with the display of digital street furniture



This event marks the first and only instance where static out-of-home and digital out-of-home media have been synced using the latest media technology, resulting in an interactive OOH experience. It offers a new and exciting way for consumers to engage and access the current lifestyle trends of spending more time outside their homes.



Contact us

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# 100 DAYS

## ROAD TO ASIAN GAMES



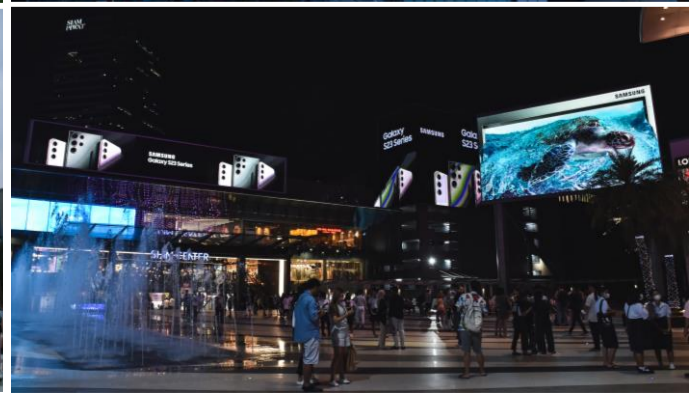

## Counting down 100 days to the 19th Asian Games in Hangzhou

PLANB is part of the promotional campaign for the 2022 Asian Games in Hangzhou, China. The sporting event is scheduled from 23 Sep – 8 Oct 2023 and will be promoted through the "100 DAYS ROAD TO ASIAN GAMES" campaign on various out-of-home media platforms nationwide.



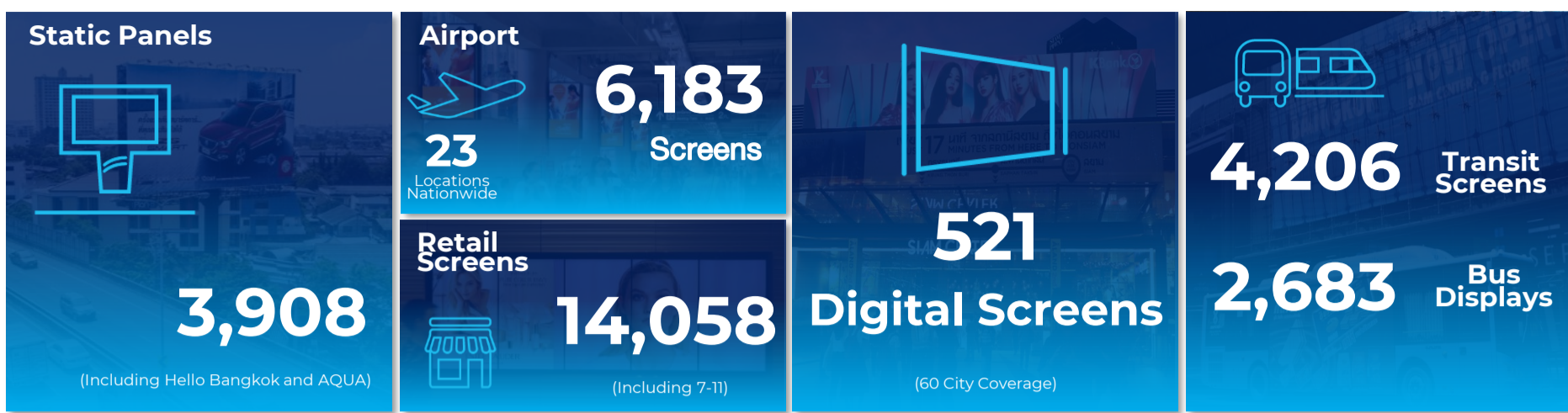


CAMPAIGN OF THE QUARTER





OUT-OF-HOME MEDIA



Data as of June,30 2023

MANAGEMENT OUTLOOK IN 2023

Total revenue from sales and services	THB 7,700 – 8,000mn <i>(Previous THB 7,200 – 7,500mn)</i>
Media capacity	THB 8,950mn
EBITDA	Low double-digit growth <i>(Previous mid-digit growth)</i>
CAPEX	THB 700 – 900mn <i>(Previous THB 800 – 1,000mn)</i>

The company has revised the revenue forecast from sales and services to be approximately THB 7,700 – 8,00mn in 2023 with the following details:

**1. Out-of-home Media Business** accounted for 80% of the Company's total revenue.

- In 2023, PLANB is expected to reach a media capacity of around THB 8,950mn per year with around a 67% utilization rate, thanks to the recovery of media spending and the luxury brands' spending shown positive trends since the end of 2022
- 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

**2. Engagement Marketing Business** accounted for 20% of the Company's total revenue.

- Organizing boxing tournament “Rajadamnern World Series” or “RWS”. Furthermore, the company has entered into a collaboration with DAZN, a world-leading provider of sports streaming content, to livestream Thai boxing matches to sports enthusiasts in over 200 countries worldwide. Through this partnership, audiences can experience the authentic art of Thai boxing directly from the renowned Rajadamnern Stadium
- PLANB was granted rights to live broadcast the 2022 Hangzhou Asian Games from 23 Sep – 3 Oct 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

The company has revised its EBITDA to achieve a low double-digit growth rate, emphasizing continuous cost management and strategic investments to drive growth. The focus on cost management aims to sustain cash flow from operations and profitability capabilities.

The company has downwardly revised its CAPEX based on the success of the business integration achieved over the past two years, aligns with the company’s policy of considering investments and supervise prudent investment management to ensure satisfactory return from investment. CAPEX will be around THB 700-900mn for the renovation of digital display replacement to deliver a better experience for customers and service users. Additionally, this allocation of CAPEX aims to accommodate organic growth to in-crease media capacity, such as adding more digital media and airport media to support future sustainable growth.

