



VOL.03/2023

SHARE PRICE MOVEMENT

Current Price	: THB 8.10
52 Week High/Low	: 10.50 / 7.95
P/BV(X)	: 4.17
Market Capitalization	: THB34,745mn USD978mn*

Data as of November 8, 2023
*Exchange rate from BOT on November 8, 2023: 1USD = THB35.52

SHARE INFORMATION

Symbol	: PLANB
Sector	: Media & Publishing
Industry	: Services
Shares Outstanding	: 4,289,565,212 shares
Free Float	: 56.17%
Par Value	: THB 0.10
CG Report	: 5
CAC	: Certified
SET ESG Ratings	: Certified ('AA')
ESG100	: 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

November 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		

30 October – 13 November 2023: Silent period
13 November 2023 : 3Q 2023 Financial Results Announcement
14 November 2023 : 3Q 2023 Analyst Meeting
14 November 2023 : 3Q 2023 Opportunity Day

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

December 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						

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

ECONOMIC OUTLOOK IN 3Q 2023

In the 3rd quarter of 2023, the Thai economy continued to expand mainly from the tourism sector and private consumption that benefited from the growth in the number of tourists that recovered, preparing to enter the high season of the Thai tourism industry. In this regard, the Thai economy continues to receive pressure from many external factors, including the global market fluctuations, high-interest rate trends, geographic uncertainties. And also, changing consumer behavior and lifestyles and technology-driven business transformations.

PERFORMANCE & HIGHLIGHTS 3Q 2023

The Company reported a revenue of THB 2,141mn in 3Q 2023, growing significantly by 23.5% YoY. Details are as follows:

- The out-of-home advertising media business has grown in line with the improving economy. Additionally, it coincided with the company's high season.
- Engagement marketing business driven by the growth of the sports marketing business, especially from Muay Thai, which brought in THB 167mn. Additionally, managing marketing rights for the Asia Games in Hangzhou contributed THB 146mn in revenue.

The Company reported a net profit attributable to the equity holders for 3Q 2023 of THB 261mn, increasing 83mn or 46.3% YoY. This increase resulted from significant revenue growth from the OOH media and the engagement marketing businesses. Furthermore, the Company's improved ability to achieve higher gross profit margins and efficient cost control measures have enabled it to generate strong net profits during the quarter.

The Company reported a revenue of THB 5,885mn in 9M 2023, marking an increase of THB 1,315mn or a significant 28.8% YoY. This increase was in line with the reasons mentioned above. The Company reported a net profit attributable to the equity holders for 9M 2023 of THB 620mn, increasing 170mn or 37.7% YoY.

Investors can find more detail of 3Q 2023 performance below [Management Discussion and Analysis for 3Q 2023](#)



ACHIEVEMENT IN 3Q 2023

Plan B Media Company Limited was selected as one of the 193 registered companies in SET ESG Ratings 2023



In 2023, The Stock Exchange of Thailand (SET) has renamed Thailand Sustainability Investment (THSI) to 'SET ESG Ratings' and announced ESG assessment results in rating scales with four levels: AAA, AA, A and BBB, aiming to provide more comprehensive information to investors.

Plan B Media Company Limited was selected as one of the 193 registered companies that success-fully met the criteria for inclusion in the Sustainable Stock Listing or SET ESG Ratings 2023 by the Stock Exchange of Thailand (SET), which is the third consecutive year of such recognition.

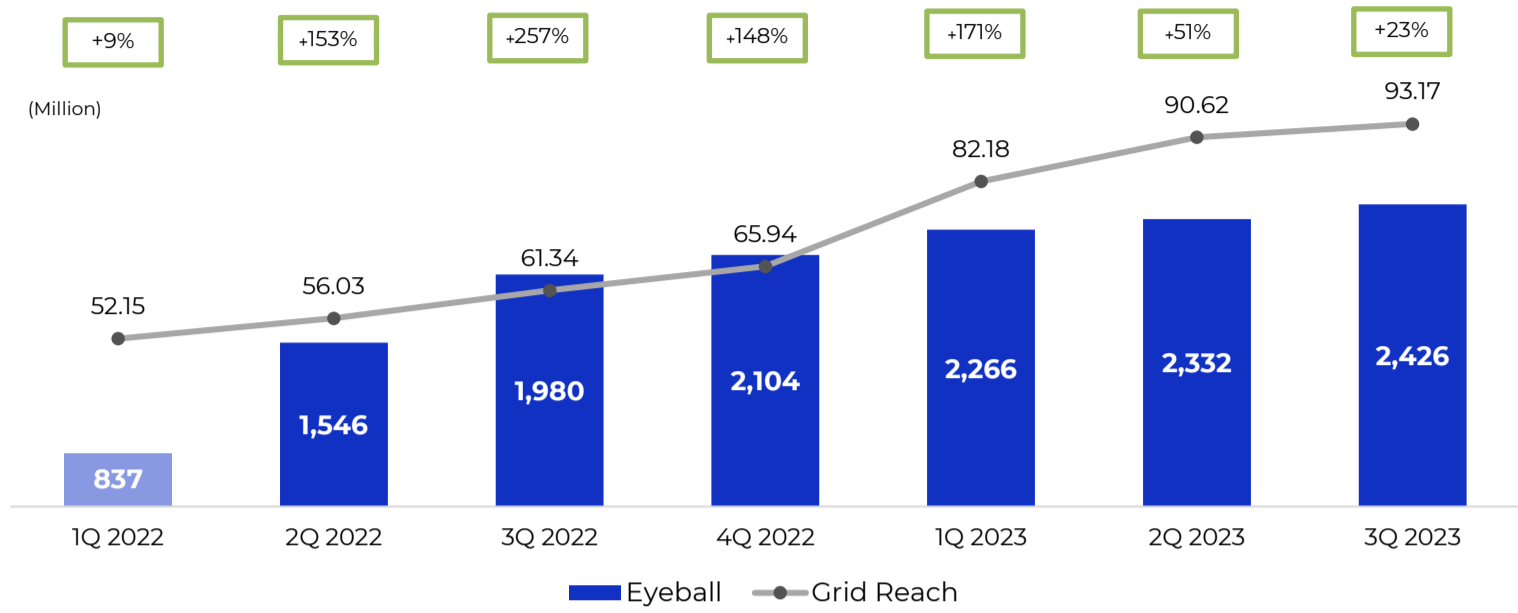
As a result of the assessment mentioned above, the company has received an 'AA' rating, reflecting its unwavering commitment and emphasis on business development within the Environment, Society, and Governance (ESG) framework.

Magnetic Measurement



Grid size 300x300

Grid size 50x50 (Started from April 2023)



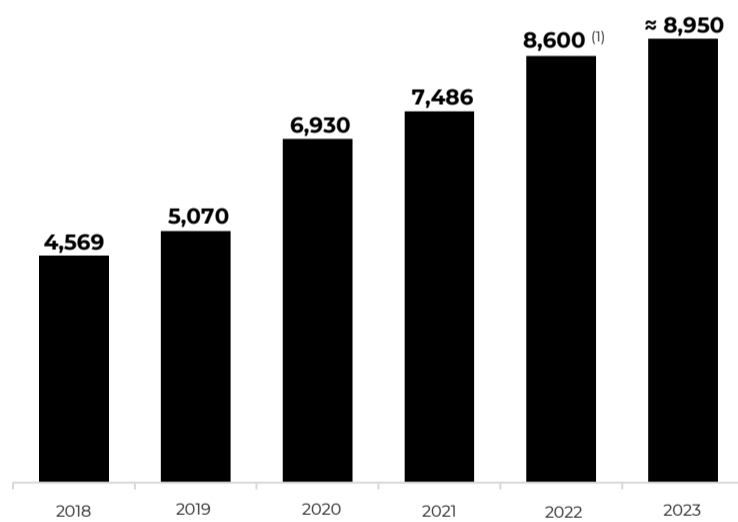
Source: Plan B Media PCL. – Magnetic Measurement

In 3Q 2023, statistics from the Magnetic Measurement system indicate that eyeballs continue to increase to 2.4 billion eyeballs or an increase of 23% compared to the same period last year. This rise can be attributed to the increased number of events and activities in various city centers, reflecting a significant surge in eyeballs during the same period last year, which is in line with the growth of the company's operating results in 3Q 2023.

KEY FINANCIAL HIGHLIGHTS & RATIOS

MEDIA CAPACITY

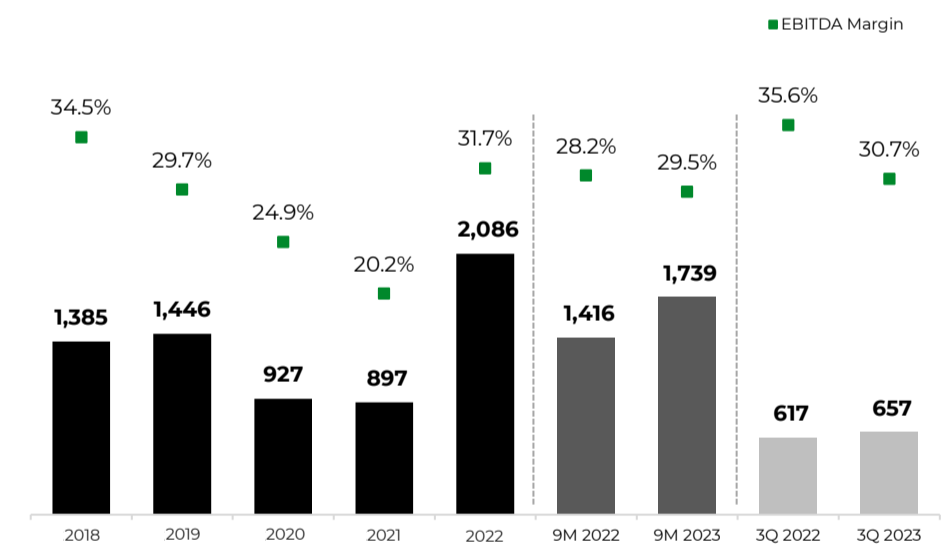
Unit: MB



Note: ¹ Including AQUA's media capacity

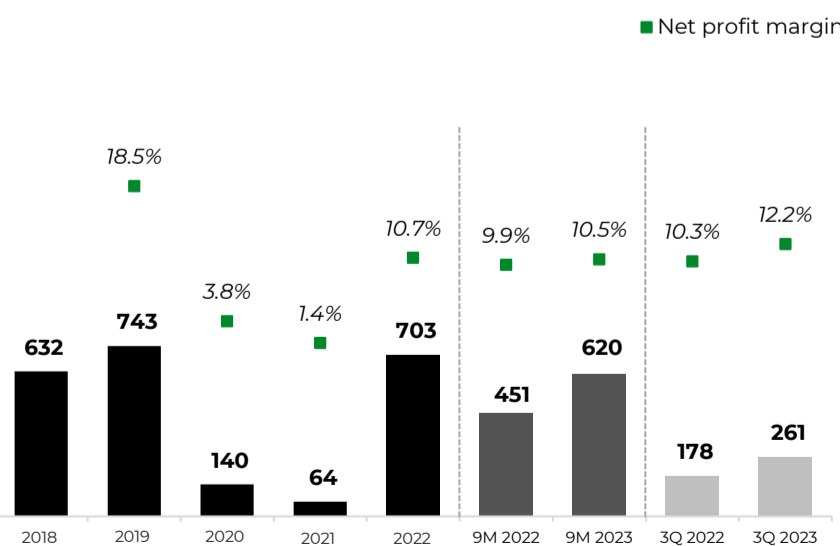
EBITDA (EXCLUDING THE IMPACT FROM TFRS16)

Unit: MB

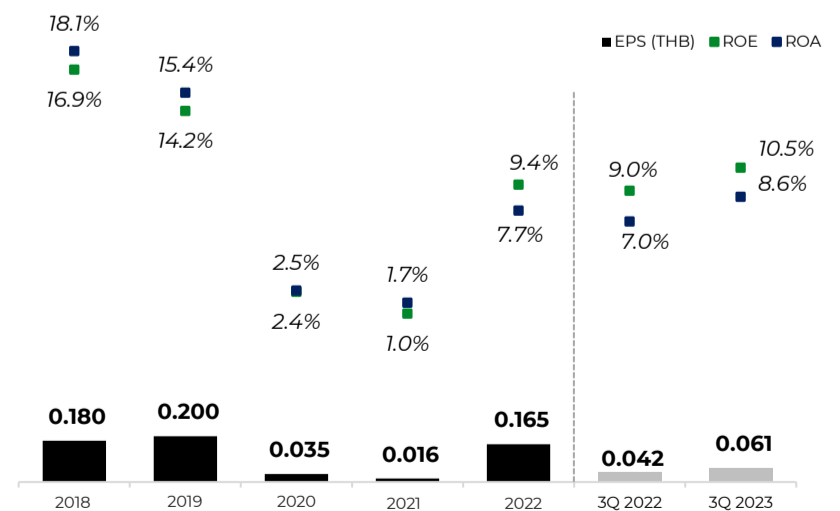


NET PROFIT

Unit: MB



KEY FINANCIAL RATIO





THE LAUNCH OF NEW MEDIA PARAGON FACADE & THE DISTRICT EM

Launching new digital out-of-home advertising media in shopping centers in the heart of the city, including Paragon Shopping Center, EmQuartier Shopping Center, Emporium Shopping Center and Emsphere Shopping Center to support the growth of both domestic and international tourists roaming around shopping centers in various city centers.



RWS

LEGEND OF RAJADAMNERN

RWS - Rajadamnern World Series

rwsmuaythai

RWS - Rajadamnern World Series



'Buakaw Banchamek' vs 'Yasuhiro Kido'

9 September 2023

The competition that is known as the battle of honor between the world kickboxing champions has ended between 'Buakaw Banchamek' and 'Yasuhiro Kido'. Both rose to international fame through their K-1 debuts and both are K-1 Champions, the two have journeyed through countless riveting encounters with legendary fighters.



EVERY SATURDAY 8.05 PM ONWARDS

LIVE AT



WORKPOINT



@WORKPOINT @RWSMUAYTHAI



@WORKPOINTOFFICIAL



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ONLINE

The presentation of content through StadiumTH's social media channels is ongoing at all times, encouraging everyone to come and support athletes by using the hashtag #เชียร์ไทยไถ่ลั้กว่าเดิม



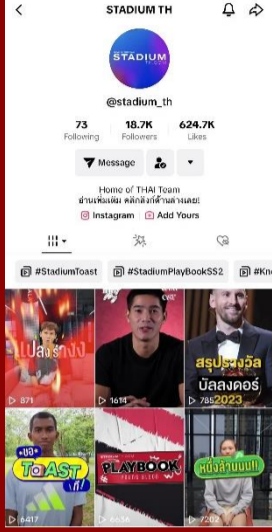
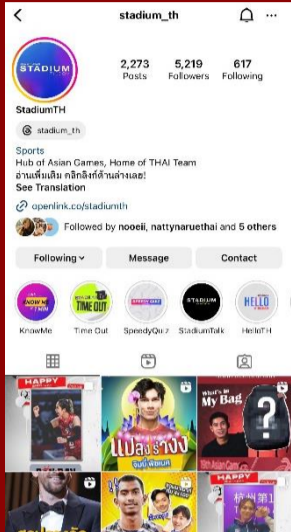
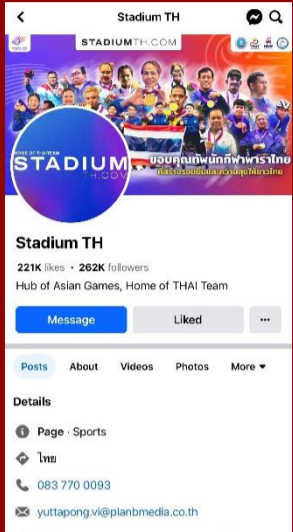
131,105

Searching for 19th Asian Games



38,360,187

Engages



ON AIR

The live broadcast of sports is available for real-time viewing through all 9 channels



The highest rating reached up to 5.850*

*Information from Workpoint TV regarding the volleyball match between Thailand and China on October 6, 2023.



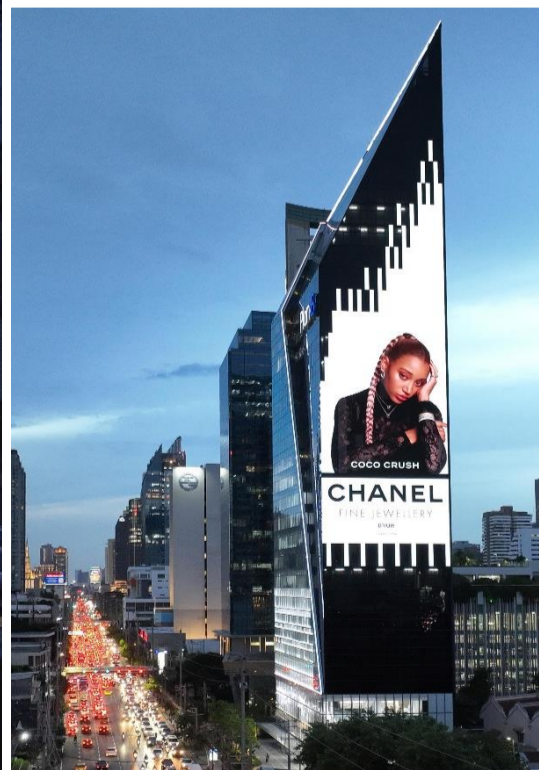
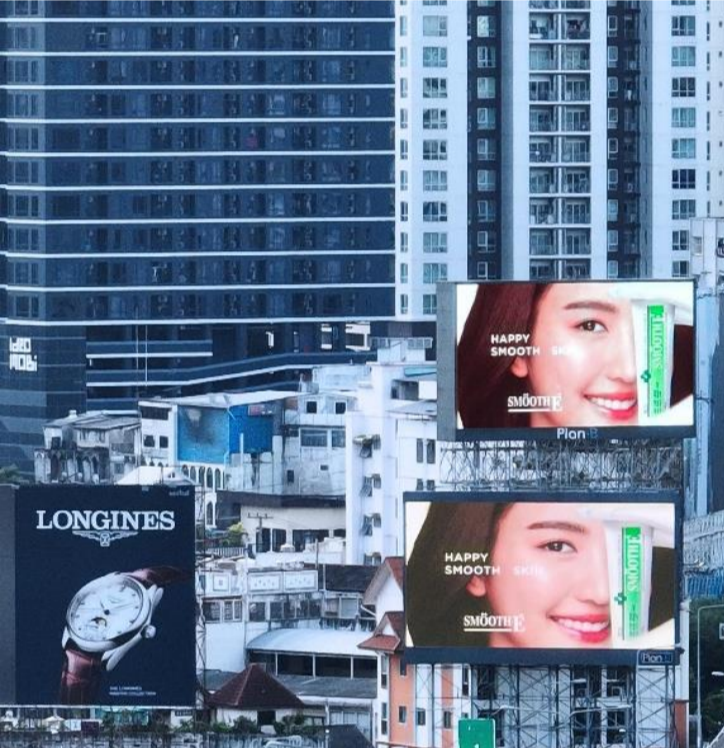
ON GROUND

“ASIAN GAMES PARK”

In collaboration with the government and private sector, Plan B has transformed Siam Paragon into an Asian Games Park featuring a sports stadium imported from Hangzhou. It's the perfect space to support the Thai national team #THAITEAM in the 19th Asian Games Hangzhou 2022, with information about Thai athletes on display



CAMPAIGN OF THE QUARTER



CAMPAIGN IN JULY

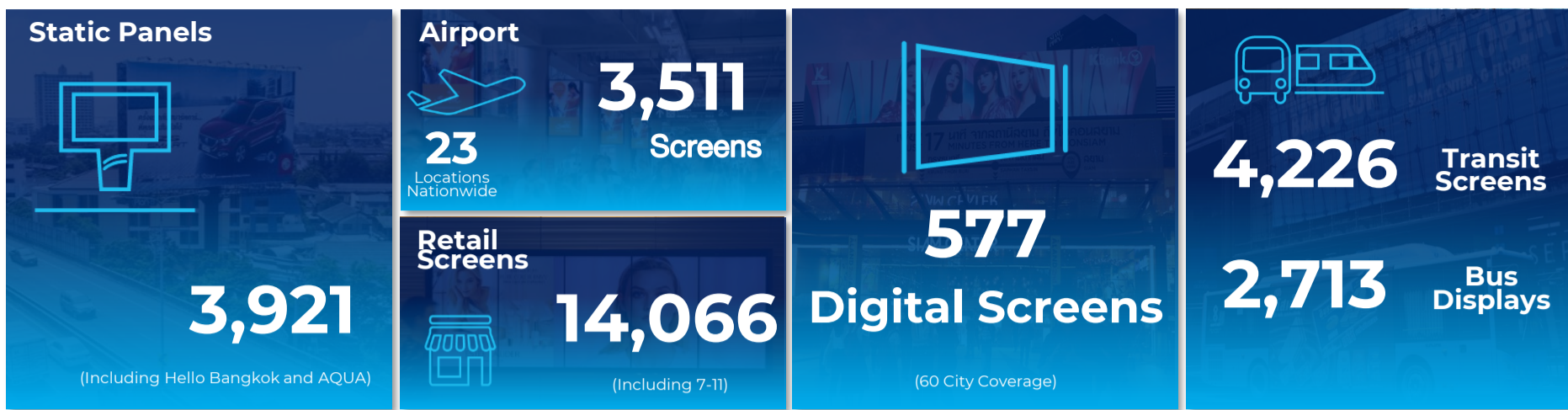
CAMPAIGN IN AUGUST

CAMPAIGN IN SEPTEMBER

INSIGHT



OUT-OF-HOME MEDIA



MANAGEMENT OUTLOOK IN 2023

Data as of September,30 2023

Total revenue from sales and services	THB 7,700 – 8,000mn
Media capacity	THB 8,950mn
EBITDA	Low double-digit growth
CAPEX	THB 700 – 900mn

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.

