



VOL.04/2023

**SHARE PRICE MOVEMENT**

Current Price	: THB 8.85
52 Week High/Low	: 10.10 / 7.50
P/BV(X)	: 4.39
Market Capitalization	: THB 37,963 mn USD 1,055mn*

Data as of February 21, 2024  
\*Exchange rate from BOT on February 21, 2024: 1USD = THB36.00

**SHARE INFORMATION**

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

February 2024						
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		

10 – 27 February 2024 : Silent period  
27 February 2024 : 4Q 2023 Financial Results Announcement  
28 February 2024 : 4Q 2023 Analyst Meeting  
29 February 2024 : 4Q 2023 Opportunity Day

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

March 2024						
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 4Q 2023**

In Q4 2023, Thailand's economy expanded, benefiting from positive factors such as private consumption and the continuous expansion of the service sector, resulting from the government's cost-of-living reduction measures. During this period, the government lowered energy prices, including electricity rates for the September-December 2023 period and diesel prices, supporting household purchasing power, especially consumer confidence, which has been increasing. However, the Thai economy still faced pressures from the slowing expansion in tourism revenue due to a slight decrease in tourists from certain nationalities and a slowdown in the growth of exports excluding gold.

**PERFORMANCE & HIGHLIGHTS 4Q 2023**

The Company reported a revenue of THB 2,480mn in 4Q 2023, growing significantly by 22.8% YoY. Details are as follows:

- OOH media business, which grew in line with the value of advertising spending during the Company's high season, as well as increased marketing campaigns across various industries.
- Sports marketing business, especially the recognition of revenue from Muay Thai and the management of marketing rights for the Asian Games in Hangzhou.
- Artist management business, which recognized revenue from organizing the BNK48 16th Single Senbatsu General Election event.

The Company reported a net profit attributable to the equity holders for 4Q 2023 of THB 291mn, increasing 23.6% YoY. This was due to a significant increase in operational revenue, along with the ability to manage the cost of sales and services efficiently

The Company reported a revenue of THB 8,365mn in 2023, increasing 26.9% YoY. This notable increase was primarily attributed to the growth in the OOH media business, which benefitted from improving economic conditions and revenue from the engagement marketing business. The Company also recognized THB 404mn from Muay Thai and THB 248mn from managing marketing rights for the Asian Games in Hangzhou, China. The Company reported a net profit attributable to the equity holders for FY2023 of THB 911mn, increasing 32.9% YoY.

Investors can find more detail of 4Q 2023 performance below *Management Discussion and Analysis for 4Q 2023*



**ACHIEVEMENT IN 4Q 2023**

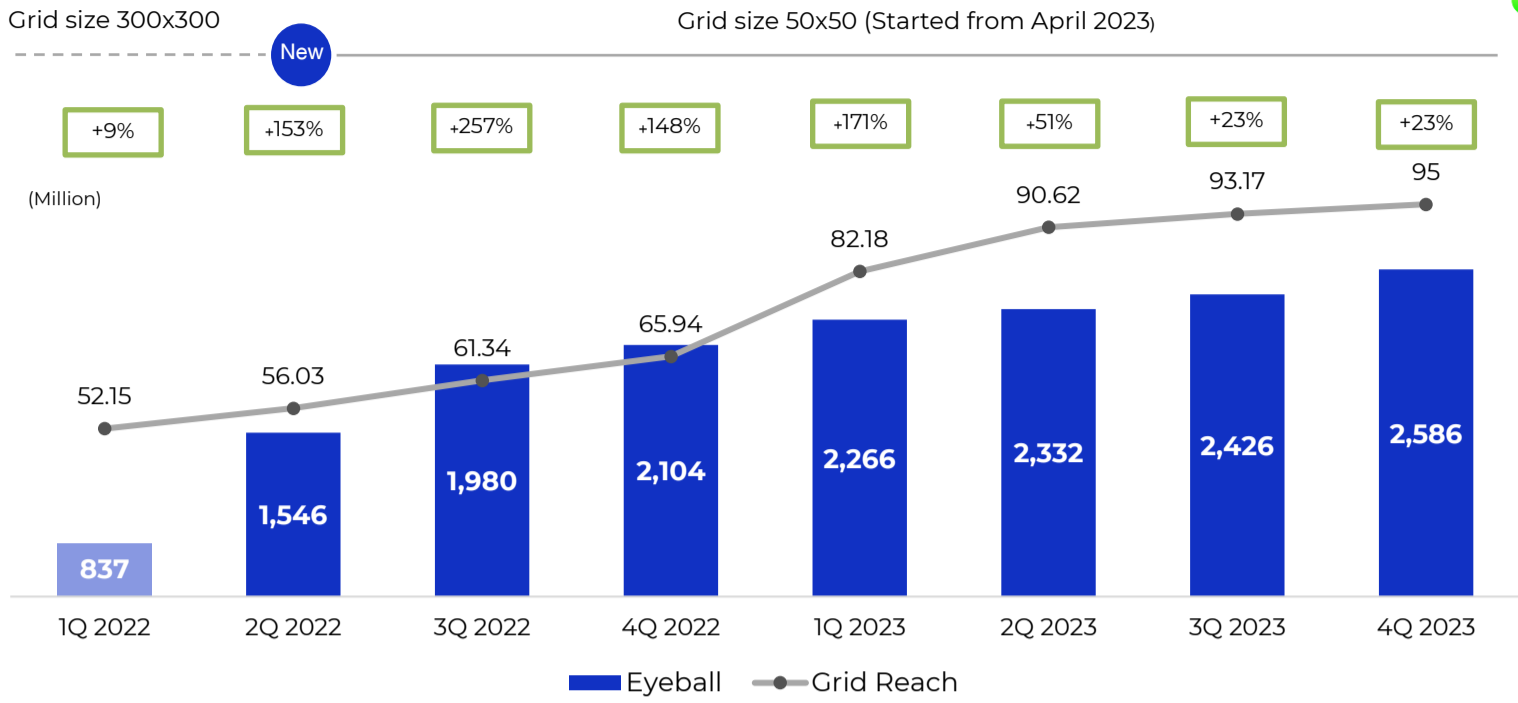


**Plan B received two prestigious awards from the SET Awards 2023 and the Thai Path Institute**

Plan B Media Public Company Limited, or Plan B, was awarded at the SET Awards 2023 under the Business Excellence category, specifically the SET Award of Honor Excellence in Investor Relations. This award is designated for listed companies with a market capitalization of more than THB 30,000mn but not exceeding THB 100,000mn. Plan B has won this accolade for the third consecutive year.

The company received the 2023 Sustainability Disclosure Acknowledgement from the Sustainability Disclosure Community (SDC), supervised by the Thai Development Research Institute, for the second year. This highlights the company's commitment to comprehensive operational disclosure, including economic, social, and environmental aspects, beyond financial data, showcasing business sustainability beneficial to stake-holders.

Magnetic Measurement



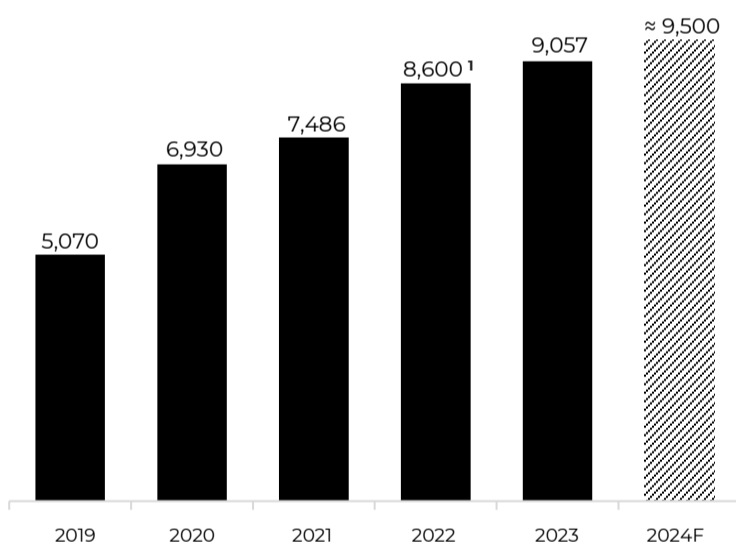
Source: Plan B Media PCL. – Magnetic Measurement

In 4Q 2023, statistics from the Magnetic Measurement showed a continuous increase in advertising media visibility compared to 4Q 2022 and 3Q 2023, aligning with the growth of company performance. The constant increase in visibility is a result of entering the festive season, leading to more people going out for activities, as well as an increase in the number of tourists due to government tourism promotion policies, significantly reflecting the increase in advertising media visibility from the same period of the previous year.

KEY FINANCIAL HIGHLIGHTS & RATIOS

MEDIA CAPACITY

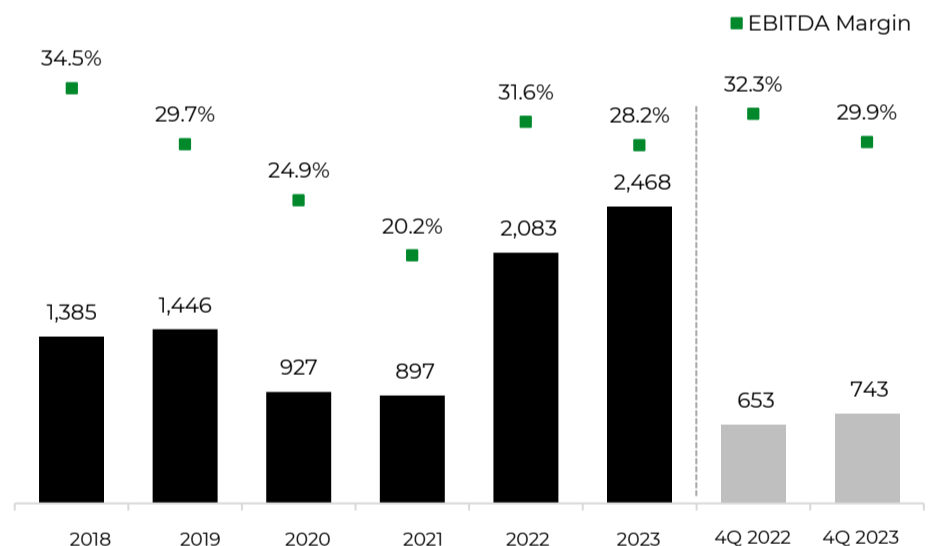
Unit: MB



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

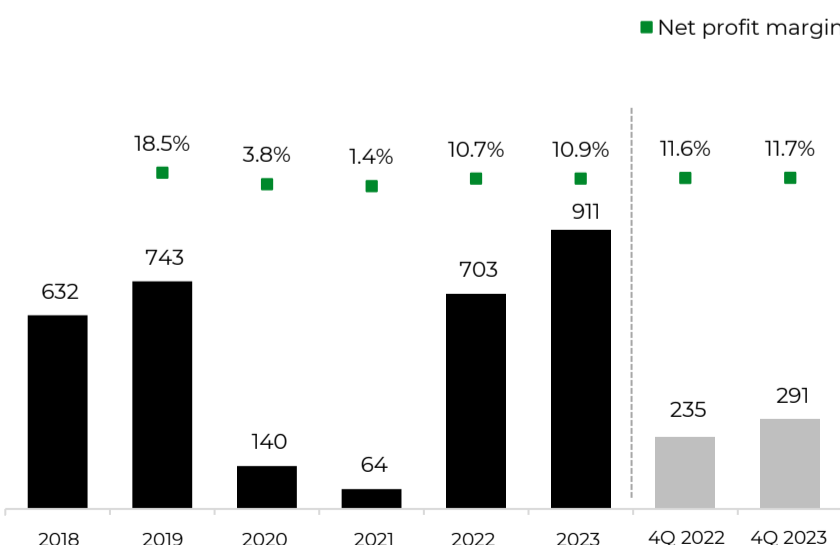
EBITDA (EXCLUDING THE IMPACT FROM TFRS16)

Unit: MB

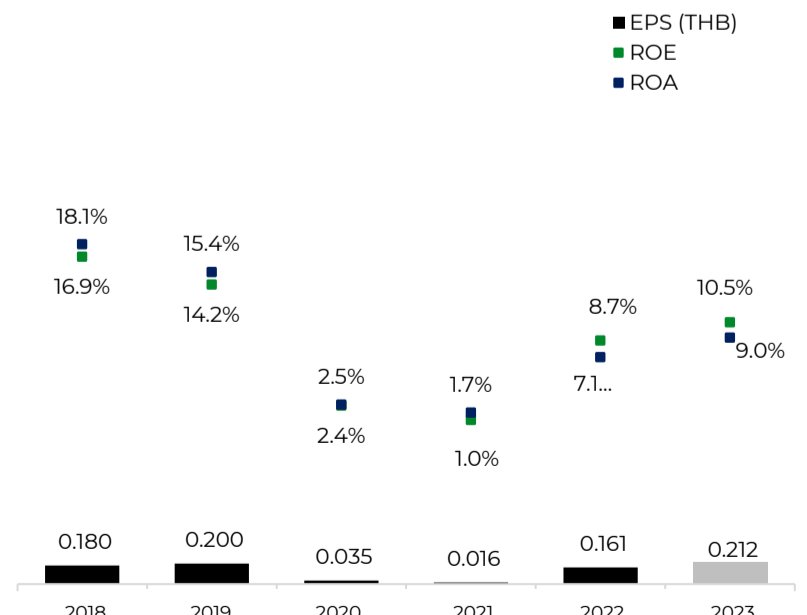


NET PROFIT

Unit: MB



KEY FINANCIAL RATIO





## THE SUMMIT

*one large LED screen covering an area of 290 square meters*



## THE GIANT TWINS

*two large twin LED screens with a combined area of 600 square meters*

## NEW YORK

# 2 TIMES SQUARE

The company decided to invest in OOH advertising in the heart of New York Times Square, one of the most influential screens in the world, due to its prime location and the annual foot traffic of over 65 million tourists, for 10 years, targeting Asian clients



# TOGETHER AS ONE



## The 2026 FIFA World Cup Asian qualifiers



The Thai national football team participated in the second round of the 2026 FIFA World Cup Asian qualifiers, with matches scheduled from Nov 16, 2023, to Jun 11, 2024.

## The FIFA International 'A' Match friendly games



The Thai national football team participated in the FIFA International 'A' Match friendly games, contributing to the FIFA Ranking. Currently, the Thai national team is ranked 113th out of 210 countries.

# MOVE BEYOND LIMITS

ONLINE / OOH  
ONGROUND / ONAIR

# 40s



OOH

ONLINE

ON-GROUND

ON-AIR



# R ROAD TO RAJADAMNERN

## Amazing Muaythai, Road To Rajadamnern

**Promoting Thai tourism through Thai boxing competitions in 3 countries**

The Tourism Authority of Thailand (TAT) collaborated with Rajadamnern Stadium to organize the Amazing Muay-Thai, Road To Rajadamnern competition to promote Thai tourism and further popularize Thai boxing. The competition was held in 4 rounds across 3 countries, including Slovakia (Sep 23), Yokosuka, Japan (Oct 1), and Yokohama, Japan (Nov 26), with the final championship round at Rajadamnern Stadium in Thailand (Dec 22). The event received widespread acclaim from both Thai and international audiences.

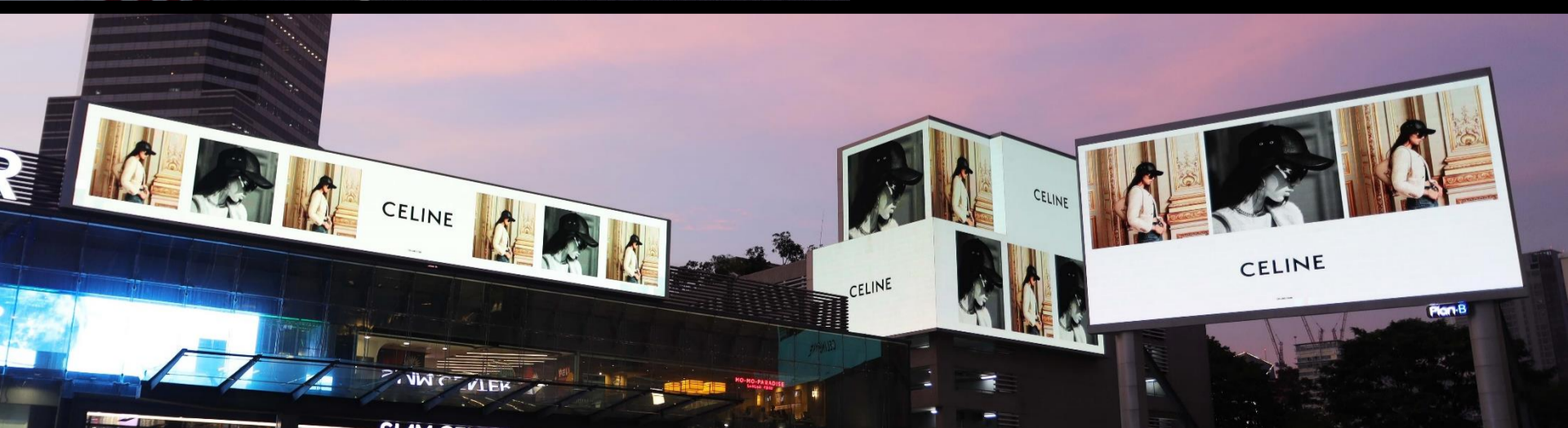


# EV CAR SEGMENT





# LUXURY BRANDS

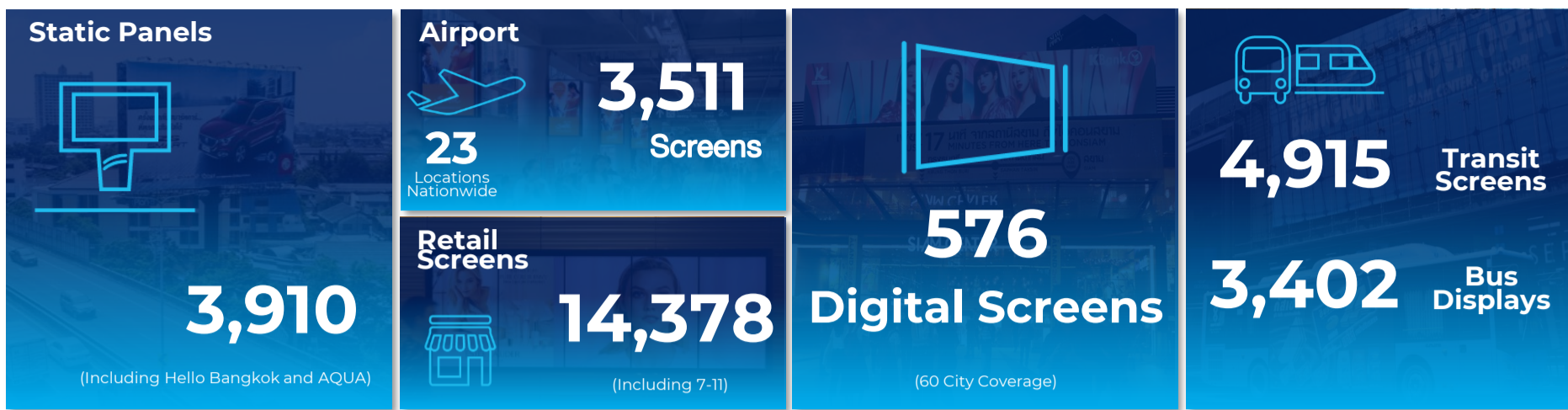


CAMPAIGN OF THE QUARTER





OUT-OF-HOME MEDIA



Data as of December,31 2023

MANAGEMENT OUTLOOK IN 2024

<b>Total revenue from sales and services</b>	Increase 6-8%
<b>EBITDA</b>	Increase 8-10%
<b>CAPEX</b>	THB 700-800 mn

• **Total revenue from sales and service to grow around 6-8%**

For 2024, growth is expected from maintaining the operational growth trend amidst a global economic slowdown. However, the Thai economy is projected to continue expanding, driven by private sector consumption, cost of living reduction measures, and growth in the tourism sector with the following details:

**(1) Out-of-home Media Business** accounts for 80% of total sales and services

In 2024, the company anticipates a media capacity of approximately THB 9,500mn per year, with an advertising media utilization rate of 74-76%, driven by the recovery of advertising spending and the positive impact of comprehensive media coverage across Thailand (Network Power) and the ability to increase prices (Pricing Effect).

**(2) Engagement Marketing Business** accounts for 20% of total sales and services

The company continues to focus on and relentlessly expand its growth network through sports engagement marketing to create an ecosystem sustaining growth. This is achieved through a 4Os marketing strategy, encompassing Out-of-home (OOH) media, Online platforms, On-Air (television media), and On-Ground events.

• **EBITDA growth around 8-10% focusing on profitability**

The company aims to manage operational costs efficiently and enhance its sales system through technology integration to improve work processes. For instance, utilizing Salesforce for customer communication and data consolidation ensures that customer information is centralized and not dispersed. This also facilitates the integration of existing systems and applications with Salesforce smoothly.

• **CAPEX approximately THB 700-800mn to foster growth opportunities and ensure the highest efficiency in asset quality**

The company anticipates an investment budget similar to the previous year, aiming to maintain its leadership in the out-of-home advertising sector through judicious investments aligned with its goal to retain customers by offering high-quality advertising services.

• **Dividend policy at minimum 50% of net profit after tax and statutory reserve**

PLANB is committed to driving long-term growth while delivering returns to shareholders. We emphasize maintaining strong financial health and flexibility to pursue future growth. Accordingly, our dividend policy is to pay a minimum of 50% of net profit after tax and statutory reserve. By preserving cash flow, we ensure we have the financial flexibility to lead and pursue growth prospects in changing circumstances.

