

งบการเงินปี 2559

บริษัท แพลน บี มีเดีย จำกัด (มหาชน)

Plan B Media Public Company Limited



A YEAR IN REVIEW

2016 FINANCIAL
STATEMENTS

Plan B
media

Report of the Board of Directors' Responsibility for the Financial Reports

The Board of Directors is responsible for both individual and consolidated financial statements of the Company and its subsidiaries including financial information provided in the Annual Report. Financial statements for the year ending 31 December 2016 are prepared after a careful consideration with proper estimates and judgments in accordance with International Financial Reporting Standards while appropriate accounting policies were consistently applied. Information in the notes to the financial statements is adequately disclosed so that it accurately and transparently represents financial position and performance including cash flows of the Company for the benefit of the shareholders and general investors. EY Office Limited, the Company's authorized independent auditor, has reviewed these financial statements and unqualified opinion is stated in the audit report. Regarding the audit, the Company has provided sufficient information and documents to accommodate the auditors in order to conduct their audit and give their opinion in accordance with audit standards.

The Board of Directors has put in place and maintained appropriate and effective risk management system, internal audit system and corporate governance to ensure accuracy, completeness and adequacy of accounting records to safeguard the Company's assets as well as prevent risks and significant corruption or errors.

The Audit Committee, comprising independent directors, has been appointed by the Board of Directors to be responsible for reviewing accounting policies, internal control system, internal audit and risk management system, overseeing the quality of financial reports as well as ensuring a complete, adequate and appropriate disclosure of information regarding related party transactions. In this respect, the Audit Committee's view regarding such matters is stated in the Annual Report under the Audit Committee's Report.

The Board of Directors is of the view that the Company's overall internal control system is adequate and appropriate and that the individual financial statements of the Company, including the consolidated financial statements of the Company and its subsidiaries as of 31 December 2016 are reliable and in compliance with generally accepted financial reporting standard as well as applicable laws, rules and regulations.



(Pol.Gen Somchai Vanichsenee)
Chairman of the Board of Directors

Report and consolidated financial statements

Independent Auditor's Report

To the Shareholders of Plan B Media Public Company Limited

Opinion

I have audited the accompanying consolidated financial statements of Plan B Media Public Company Limited and its subsidiaries (the Group), which comprise the consolidated statement of financial position as at 31 December 2016, and the related consolidated statements of comprehensive income, changes in shareholders' equity and cash flows for the year then ended, and notes to the consolidated financial statements, including a summary of significant accounting policies, and have also audited the separate financial statements of Plan B Media Public Company Limited for the same period.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Plan B Media Public Company Limited and its subsidiaries and of Plan B Media Public Company Limited as at 31 December 2016, their financial performance and cash flows for the year then ended in accordance with Thai Financial Reporting Standards.

Basis for Opinion

I conducted my audit in accordance with Thai Standards on Auditing. My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of my report. I am independent of the Group in accordance with the Code of Ethics for Professional Accountants as issued by the Federation of Accounting Professions under the Royal Patronage of His Majesty the King as relevant to my audit of the financial statements, and I have fulfilled my other ethical responsibilities in accordance with the Code. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Key Audit Matter

Key audit matter is the matter that, in my professional judgement, was of most significance in my audit of the financial statements of the current period. This matter was addressed in the context of my audit of the financial statements as a whole, and in forming my opinion thereon, and I do not provide a separate opinion on this matter.

I have fulfilled the responsibilities described in the Auditor's Responsibilities for the Audit of the Financial Statements section of my report, including in relation to this matter. Accordingly, my audit included the performance of procedures designed to respond to my assessment of the risks of material misstatement of the financial statements. The results of my audit procedures, including the procedures performed to address the matter below, provide the basis for my audit opinion on the accompanying financial statements as a whole.

The key audit matter and how audit procedures respond to this matter are described below.

Revenue recognition

Revenue from sales of the Group is the most significant account in the statements of comprehensive income. As at 31 December 2016, service income amounting to Baht 2,422 million is derived numerous types of advertising media and covers many areas. Conditions in the agreements made with customers vary in terms of the sales promotions, discounts and special discounts offered to boost sales. As a result, the Group's recognition of revenue from sales is complex. I have therefore paid special attention to the appropriateness of the amount and timing of revenue recognition.

I tested the revenue recognition of the Group by assessing and testing the effectiveness of the IT system and internal controls with respect to the revenue cycle of the Group, especially tests related to the accuracy and timing of revenue recognition in the financial statements of the Group. On a sampling basis, I examined documents supporting actual sales transactions occurring during the year, near the end of the accounting period and after the period-end. I also reviewed credit notes that the Group issued after the period-end and performed analytical procedures on disaggregated data to detect possible irregularities in sales transactions throughout the period, particularly for accounting entries made through journal vouchers.

Other Information

Management is responsible for the other information. The other information comprise the information included in annual report of the Group, but does not include the financial statements and my auditor's report thereon. The annual report of the Group is expected to be made available to me after the date of this auditor's report.

My opinion on the financial statements does not cover the other information and I do not express any form of assurance conclusion thereon.

In connection with my audit of the financial statements, my responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or my knowledge obtained in the audit or otherwise appears to be materially misstated.

When I read the annual report of the Group, if I conclude that there is a material misstatement therein, I am required to communicate the matter to those charged with governance for correction of the misstatement.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Thai Financial Reporting Standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Group's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Thai Standards on Auditing will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Thai Standards on Auditing, I exercise professional judgement and maintain professional skepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

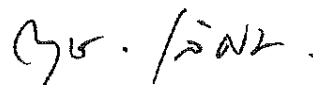
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. I am responsible for the direction, supervision and performance of the group audit. I remain solely responsible for my audit opinion.

I communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.

I also provide those charged with governance with a statement that I have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on my independence, and where applicable, related safeguards.

From the matter communicated with those charged with governance, I determine the matter that was of most significance in the audit of the financial statements of the current period and is therefore the key audit matter. I describe this matter in my auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, I determine that a matter should not be communicated in my report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

The engagement partner on the audit resulting in this independent auditor's report is Mr. Khitsada Lerdwana



Khitsada Lerdwana

Certified Public Accountant (Thailand)

No. 4958

Statement of financial position

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Statement of financial position

As at 31 December 2016

(Unit: Baht)

		Consolidated financial statements		Separate financial statements	
	<u>Note</u>	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Assets					
Current assets					
Cash and cash equivalents	7	343,676,302	428,587,770	312,866,819	392,743,691
Current investment	8	-	458,446,492	-	458,446,492
Trade and other receivables	9	760,981,968	670,103,530	728,166,832	648,113,944
Prepaid expenses amortised within 1 year	10	428,887,550	81,198,385	385,773,782	63,828,003
Short-term loans to related parties	6	1,500,000	-	41,382,641	144,740,000
Other current assets		48,399,264	28,727,639	35,485,456	19,455,008
Total current assets		1,583,445,084	1,667,063,816	1,503,675,530	1,727,327,138
Non-current assets					
Restricted bank deposits	11	18,087,000	7,500,000	18,087,000	7,500,000
Investment in subsidiaries	12	-	-	514,861,307	336,377,513
Investments in associate	13	26,413,705	707,718	-	-
Other long-term investment	14	17,864,698	10,000,000	10,000,000	10,000,000
Leasehold improvement and equipment	15	1,505,902,661	1,242,192,312	1,282,588,094	1,061,531,894
Intangible assets	16	333,920,888	329,809,828	117,634,558	141,785,992
Deferred tax assets	23	10,321,524	7,452,150	8,165,768	6,252,280
Prepaid expenses amortised more than 1 year	10	136,823,773	102,128,071	71,229,820	53,440,375
Rental deposits	17	22,191,794	15,343,249	8,196,623	35,953,632
Other non-current assets		17,535,814	10,416,550	17,328,575	10,063,796
Total non-current assets		2,089,061,857	1,725,549,878	2,048,091,745	1,662,905,482
Total assets		3,672,506,941	3,392,613,694	3,551,767,275	3,390,232,620

The accompanying notes are an integral part of the financial statements.

Statement of financial position (continued)

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Statement of financial position (continued)

As at 31 December 2016

(Unit: Baht)

		Consolidated financial statements		Separate financial statements	
	Note	2016	2015	2016	2015
Liabilities and shareholders' equity					
Current liabilities					
Trade and other payables	18	335,065,295	290,664,712	448,073,772	357,274,567
Current portion of long-term loans from financial institutions	19	9,398,622	-	-	-
Current portion of liabilities under financial					
lease agreements		802,151	2,131,530	814,353	2,131,530
Income tax payables		6,317,402	38,749,881	-	22,485,721
Unearned income		40,054,872	3,511,548	24,139,872	3,511,548
Undue output tax		55,799,602	48,115,579	42,859,424	41,134,774
Other current liabilities		17,521,702	24,824,267	12,825,991	12,037,332
Total current liabilities		464,959,646	407,997,517	528,713,412	438,575,472
Non-current liabilities					
Long-term loans from financial institutions - net					
of current portion	19	21,781,076	-	-	-
Liabilities under financial lease agreements - net					
of current portion		2,870,770	892,262	77,909	892,262
Provision for long-term employee benefits		6,501,804	3,766,202	6,501,804	3,766,202
Other non-current liabilities		285,000	-	-	-
Total non-current liabilities		31,438,650	4,658,464	6,579,713	4,658,464
Total liabilities		496,398,296	412,655,981	535,293,125	443,233,936

The accompanying notes are an integral part of the financial statements.

Statement of financial position (continued)

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Statement of financial position (continued)

As at 31 December 2016

(Unit: Baht)

	Note	Consolidated financial statements		Separate financial statements	
		2016	2015	2016	2015
Shareholders' equity					
Share capital					
Registered					
3,535,000,000 ordinary shares of Baht 0.1 each		353,500,000	353,500,000	353,500,000	353,500,000
Issued and fully paid					
3,516,130,482 ordinary shares of Baht 0.1 each					
(2015: 3,507,399,813 ordinary shares					
of Baht 0.1 each)	20	351,613,048	350,739,981	351,613,048	350,739,981
Share premium	20	2,210,210,779	2,171,708,528	2,210,210,779	2,171,708,528
Capital reserve for share-based payment transactions		40,988,702	8,555,871	40,988,702	8,555,871
Retained earnings					
Appropriated - statutory reserve	21	35,350,000	35,350,000	35,350,000	35,350,000
Unappropriated		496,882,209	391,606,772	378,311,621	380,644,304
Equity attributable to owners of the Company		3,135,044,738	2,957,961,152	3,016,474,150	2,946,998,684
Non-controlling interests of the subsidiaries		41,063,907	21,996,561	-	-
Total shareholders' equity		3,176,108,645	2,979,957,713	3,016,474,150	2,946,998,684
Total liabilities and shareholders' equity		3,672,506,941	3,392,613,694	3,551,767,275	3,390,232,620
		-	-	-	-

The accompanying notes are an integral part of the financial statements.

Statement of comprehensive income

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Statement of comprehensive income

for the year ended 31 December 2016

(Unit: Baht)

	Note	Consolidated		Separate	
		financial statements		financial statements	
		2016	2015	2016	2015
Profit or loss:					
Revenues					
Service income		2,421,965,449	2,153,801,871	2,404,016,805	2,152,801,871
Dividend income	12	-	-	5,999,994	59,999,196
Other income		24,227,484	16,278,809	25,606,671	16,687,119
Total revenues		2,446,192,933	2,170,080,680	2,435,623,470	2,229,488,186
Expenses					
Cost of services		1,639,062,665	1,348,295,909	1,761,926,673	1,424,696,425
Selling and servicing expenses		170,041,486	150,446,241	173,745,107	150,446,241
Administrative expenses		213,646,018	151,746,350	185,196,313	147,152,858
Impairment loss on investment	12	-	-	28,516,207	28,516,207
Total expenses		2,022,750,169	1,650,488,500	2,149,384,300	1,750,811,731
Profit before share of profit (loss) from investments in associates, finance cost and income tax expenses		423,442,764	519,592,180	286,239,170	478,676,455
Share of profit (loss) from investments in associate		1,874,634	(342,282)	-	-
Profit before finance cost and income tax expense		425,317,398	519,249,898	286,239,170	478,676,455
Finance cost		(679,578)	(12,667,848)	(110,796)	(12,667,440)
Profit before income tax expenses		424,637,820	506,582,050	286,128,374	466,009,015
Income tax expenses	23	(64,302,927)	(101,306,846)	(42,136,947)	(81,571,332)
Profit for the year		360,334,893	405,275,204	243,991,427	384,437,683
Other comprehensive income:					
Actuarial loss		(1,007,654)	-	(1,007,654)	-
Less: income tax effect	23	201,531	-	201,531	-
Other comprehensive income for the year		(806,123)	-	(806,123)	-
Total comprehensive income for the year		359,528,770	405,275,204	243,185,304	384,437,683

The accompanying notes are an integral part of the financial statements.

Statement of comprehensive income (continued)

Plan B Media Public Company Limited and its subsidiaries

Statement of comprehensive income (continued)

For the year ended 31 December 2016

(Unit: Baht)

	Consolidated		Separate	
	financial statements		financial statements	
Note	2016	2015	2016	2015
Profit attributable to:				
Equity holders of the Company	351,599,547	400,210,581	243,991,427	384,437,683
Non-controlling interests of the subsidiaries	8,735,346	5,064,623		
	<u>360,334,893</u>	<u>405,275,204</u>		
Total comprehensive income attributable to:				
Equity holders of the Company	350,793,424	400,210,581	243,185,304	384,437,683
Non-controlling interests of the subsidiaries	8,735,346	5,064,623		
	<u>359,528,770</u>	<u>405,275,204</u>		
Earnings per share	24			
Basic earnings per share				
Profit attributable to equity holders of the Company	<u>0.10022</u>	<u>0.11797</u>	<u>0.06955</u>	<u>0.11332</u>
Diluted earnings per share				
Profit attributable to equity holders of the Company	<u>0.10017</u>	<u>0.11795</u>	<u>0.06951</u>	<u>0.11330</u>

The accompanying notes are an integral part of the financial statements.

Statement of change in shareholders' equity (continued)

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Statement of changes in shareholders' equity (continued)

For the year ended 31 December 2016

Separated financial statements							(Unit: Baht)
		Issued and paid-up share capital	Share premium	Capital reserve for share-based payment transactions	Retained earnings		Total shareholders' equity
	Note				Appropriated	Unappropriated	
Balance as at 1 January 2015		259,739,100	426,260,900	-	25,973,910	49,082,711	761,056,621
Total comprehensive income for the year		-	-	-	-	384,437,683	384,437,683
Increase share capital	20	89,760,900	1,669,436,757	-	-	-	1,759,197,657
Capital reserve for share-based payment transactions	20	1,239,981	76,010,871	8,555,871	-	-	85,806,723
Dividend paid	27	-	-	-	-	(43,500,000)	(43,500,000)
Transferred to statutory reserve	21	-	-	-	9,376,090	(9,376,090)	-
Balance as at 31 December 2015		350,739,981	2,171,708,528	8,555,871	35,350,000	380,644,304	2,946,998,684
Balance as at 1 January 2016		350,739,981	2,171,708,528	8,555,871	35,350,000	380,644,304	2,946,998,684
Profit for the year		-	-	-	-	243,991,427	243,991,427
Other comprehensive income for the year		-	-	-	-	(806,123)	(806,123)
Total comprehensive income for the year		-	-	-	-	243,185,304	243,185,304
Capital reserve for share-based payment transactions	20	873,067	38,502,251	32,432,831	-	-	71,808,149
Dividend paid	27	-	-	-	-	(245,517,987)	(245,517,987)
Balance as at 31 December 2016		351,613,048	2,210,210,779	40,988,702	35,350,000	378,311,621	3,016,474,150

The accompanying notes are an integral part of the financial statements.

Statement of change in shareholders' equity (continued)

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Statement of changes in shareholders' equity

For the year ended 31 December 2016

Consolidated financial statements								(Unit: Baht)
	Issued and paid-up share capital	Share premium	Capital reserve for share-based payment transactions	Retained earnings		Total equity attributable to owners of the Company	Equity attributable to non-controlling interests of the subsidiaries	Total shareholders' equity
				Appropriated	Unappropriated			
Balance as at 1 January 2015	259,739,100	426,260,900	-	25,973,910	44,272,281	756,246,191	-	756,246,191
Total comprehensive income for the year	-	-	-	-	400,210,581	400,210,581	5,064,623	405,275,204
Increase share capital	89,760,900	1,669,436,757	-	-	-	1,759,197,657	-	1,759,197,657
Capital reserve for share-based payment transactions	1,239,981	76,010,871	8,555,871	-	-	85,806,723	-	85,806,723
Non-controlling interests of the subsidiaries	-	-	-	-	-	-	16,931,938	16,931,938
Dividend paid	-	-	-	-	(43,500,000)	(43,500,000)	-	(43,500,000)
Transferred to statutory reserve	-	-	-	9,376,090	(9,376,090)	-	-	-
Balance as at 31 December 2015	350,739,981	2,171,708,528	8,555,871	35,350,000	391,606,772	2,957,961,152	21,996,561	2,979,957,713
Balance as at 1 January 2016	350,739,981	2,171,708,528	8,555,871	35,350,000	391,606,772	2,957,961,152	21,996,561	2,979,957,713
Profit for the year	-	-	-	-	351,599,547	351,599,547	8,735,346	360,334,893
Other comprehensive income for the year	-	-	-	-	(806,123)	(806,123)	-	(806,123)
Total comprehensive income for the year	-	-	-	-	350,793,424	350,793,424	8,735,346	359,528,770
Capital reserve for share-based payment transactions	873,067	38,502,251	32,432,831	-	-	71,808,149	-	71,808,149
Non-controlling interests of the subsidiaries	-	-	-	-	-	-	10,332,000	10,332,000
Dividend paid	-	-	-	-	(245,517,987)	(245,517,987)	-	(245,517,987)
Balance as at 31 December 2016	351,613,048	2,210,210,779	40,988,702	35,350,000	496,882,209	3,135,044,738	41,063,907	3,176,108,645

The accompanying notes are an integral part of the financial statements.

Cash flow statement

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Cash flow statement

For the year ended 31 December 2016

(Unit: Baht)

	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Cash flows from operating activities				
Profit before tax	424,637,820	506,582,050	286,128,374	466,009,015
Adjustments to reconcile profit before tax to net cash provided by (paid from) operating activities:				
Depreciation and amortisation	444,537,128	374,395,010	339,831,116	300,105,561
Reversal of allowance for doubtful debt	(1,075,885)	-	(1,075,885)	-
Impairment loss on investment	-	-	28,516,207	28,516,207
Long-term employee benefits expenses	1,727,948	884,520	1,727,948	884,520
Capital reserve for share-based payment transactions	32,432,831	-	32,432,831	-
Dividend income	-	-	(5,999,994)	(59,999,196)
Share of loss (profit) from investments in associate	(1,874,634)	342,282	-	-
Interest income	(10,319,687)	(11,908,207)	(10,319,677)	(11,899,351)
Interest expenses	637,781	12,606,435	94,843	12,606,435
Profit from operating activities before changes in operating assets and liabilities	890,703,302	882,902,090	671,335,763	736,223,191
Operating assets (increase) decrease				
Trade and other receivables	(82,027,425)	(81,676,899)	(79,727,221)	(172,601,600)
Other current assets	(354,389,375)	(19,224,267)	(330,150,850)	(25,529,804)
Other non-current assets	(43,967,105)	30,916,536	2,702,785	21,391,840
Operating liabilities increase (decrease)				
Trade and other payables	38,283,878	65,377,405	90,894,586	52,603,045
Unearned income	29,556,554	(3,567,582)	20,628,324	(2,687,582)
Other current liabilities	(5,505,734)	(25,240,856)	2,513,309	5,163,074
Other non-current liabilities	285,000	-	-	-
Cash from operating activities	472,939,095	849,486,427	378,196,696	614,562,164
Cash paid for interest expenses	(1,317,359)	(24,548,584)	(205,639)	(24,548,584)
Cash paid for income tax expenses	(113,816,640)	(81,245,913)	(74,160,003)	(62,993,813)
Net cash from operating activities	357,805,096	743,691,930	303,831,054	527,019,767

The accompanying notes are an integral part of the financial statements.

Cash flow statement (continued)

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Cash flow statement (continued)

For the year ended 31 December 2016

(Unit: Baht)

	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Cash flows from investing activities				
Decrease (increase) in restricted bank deposits	(7,516,173)	133,168,756	(10,587,000)	133,168,756
Decrease (increase) in short-term loan to related party	(1,500,000)	-	103,357,359	(144,740,000)
Net cash paid for investments in subsidiaries	(56,345,719)	(136,560,986)	(207,000,000)	-
Net cash paid for investments in associate	(23,831,353)	(1,050,000)	-	-
Dividend received	-	-	5,999,994	59,999,196
Acquisition of building and equipment	(585,865,188)	(235,905,800)	(513,845,236)	(222,595,664)
Acquisition of intangible assets	(33,387,646)	(76,557,204)	(22,890,646)	(76,229,204)
Interest income	11,387,466	10,101,665	11,069,895	10,092,809
Decrease (increase) in current investment	458,446,492	(458,446,492)	458,446,492	(458,446,492)
Increase in long-term investment	(7,864,698)	-	-	-
Net cash used in investing activities	(246,476,819)	(765,250,061)	(175,449,142)	(698,750,599)
Cash flows from financing activities				
Decrease in short-term loans from financial institutions	(2,523,469)	(220,000,000)	-	(220,000,000)
Cash receipt from long-term loans from financial institutions	23,155,447	41,425,000	-	41,425,000
Repayment of long-term loans from financial institutions	(12,743,363)	(1,075,657,823)	-	(999,829,244)
Repayment of liabilities under financial lease agreements	(3,001,106)	(83,926,550)	(2,131,530)	(83,926,550)
Cash receipt from share capital increased	39,375,318	1,845,004,380	39,375,318	1,845,004,380
Cash receipt from share capital increased				
from non-controlling interests of the subsidiaries	5,000,000	-	-	-
Dividends paid	(245,502,572)	(117,324,274)	(245,502,572)	(74,023,470)
Net cash from (used in) financing activities	(196,239,745)	389,520,733	(208,258,784)	508,650,116
Net increase (decrease) in cash and cash equivalents	(84,911,468)	367,962,602	(79,876,872)	336,919,284
Cash and cash equivalents at beginning of year	428,587,770	60,625,168	392,743,691	55,824,407
Cash and cash equivalents at end of year	343,676,302	428,587,770	312,866,819	392,743,691
	-	-	-	-
Supplementary cash flow information				
Non-cash transactions:				
Dividend payables	15,415	-	15,415	-

The accompanying notes are an integral part of the financial statements.

Notes to financial statements

Plan B Media Public Company Limited and its subsidiaries

Plan B Media Public Company Limited and its subsidiaries

Notes to financial statements

For the year ended 31 December 2016

1. General information

Plan B Media Public Company Limited ("the Company") is a company incorporated and domiciled in Thailand. The Company is principally engaged in providing advertising media production, advertising space and air time rental services. The registered office of the Company is at 298/64-65, Pitsanulok Road, Si Yaek Mahanak, Dusit, Bangkok.

2. Basis of preparation

- 2.1 The financial statements have been prepared in accordance with Thai Financial Reporting Standards enunciated under the Accounting Professions Act B.E. 2547 and their presentation has been made in compliance with the stipulations of the Notification of the Department of Business Development dated 28 September 2011, issued under the Accounting Act B.E. 2543.

The financial statements in Thai language are the official statutory financial statements of the Company. The financial statements in English language have been translated from the Thai language financial statements.

The financial statements have been prepared on a historical cost basis except where otherwise disclosed in the accounting policies.

2.2 Basis of consolidation

- a) These consolidated financial statements include the financial statements of Plan B Media Public Company Limited ("the Company") and the following subsidiary companies ("the Subsidiaries").

Company's name	Nature of business	Incorporation	Percentage of shareholding	
			2016	2015
<u>Subsidiaries directly held by the Company</u>			Percent	Percent
Verisign Company Limited	Advertising media production and advertising space rental	Thailand	100	100
Ads Cuisine Company Limited	Advertising media production and advertising space rental	Thailand	100	100
Master Standard Display Company Limited	Advertising media production and advertising space rental	Thailand	100	100

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

Company's name	Nature of business	Incorporation	Percentage of shareholding	
<u>Subsidiaries directly held by Master Standard Display Company Limited</u>			Percent	Percent
Triple Play Company Limited	Advertising media design and production and advertising agency	Thailand	100	100
Mercy Plus Company Limited	Advertising media production	Thailand	100	100
The One plus Company Limited	Advertising media design and production and advertising agency	Thailand	100	100
Maxview Media Group Company Limited	Advertising media production	Thailand	85	85

- b) The Company is deemed to have control over an investee or subsidiaries if it has rights, or is exposed, to variable returns from its involvement with the investee, and it has the ability to direct the activities that affect the amount of its returns.
- c) Subsidiaries are fully consolidated, being the date on which the Company obtains control, and continue to be consolidated until the date when such control ceases.
- d) During 2016, there were the following change in the composition of the subsidiaries:

Company's name	Nature of business	Incorporation	Percentage of shareholding Percent
<u>Subsidiaries directly held by</u>			
<u>Master Standard Display Company Limited</u>			
Tuna Advertising Company Limited	Provide advertising media in several airports	Thailand	100
Plan B Eleven Company Limited	Official Agency in order to sell and administrate the benefit obtained by related parties.	Thailand	100
Bright Sky Media Company Limited (Subsidiary has control)	Provide advertising media in several airports	Thailand	50
Plan B (Malaysia) Sdn Bhd	Provide advertising media	Malaysia	90

The Company included the financial statements of the four companies in the consolidated financial statements in the current year.

The subsidiary company has considered the acquisition of Tuna Advertising Company Limited and Bright Sky Media Company Limited in accordance with the requirements of Thai Financial Reporting Standard No. 3 (Amended 2015) Business Combination and concluded that these acquisitions are, in substance, asset acquisitions.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

- e) The financial statements of the subsidiaries are prepared using the same significant accounting policies as the Company.
- f) Material balances and transactions between the Company and its subsidiaries have been eliminated from the consolidated financial statements.
- g) Non-controlling interests represent the portion of profit or loss and net assets of the subsidiaries that are not held by the Company and are presented separately in the consolidated profit or loss and within equity in the consolidated statement of financial position.

2.3 The separate financial statements present investment in subsidiary under the cost method.

3. New financial reporting standards

(a) Financial reporting standards that became effective in the current year

During the year, the Company and subsidiaries have adopted the revised (revised 2015) and new financial reporting standards and accounting treatment guidance issued by the Federation of Accounting Professions which become effective for fiscal years beginning on or after 1 January 2016. These financial reporting standards were aimed at alignment with the corresponding International Financial Reporting Standards, with most of the changes directed towards revision of wording and terminology, and provision of interpretations and accounting guidance to users of standards. The adoption of these financial reporting standards does not have any significant impact on the Company and its subsidiaries' financial statements.

(b) Financial reporting standard that will become effective in the future

During the current year, the Federation of Accounting Professions issued a number of the revised financial reporting standards and interpretations (revised 2016) which is effective for fiscal years beginning on or after 1 January 2017. These financial reporting standards were aimed at alignment with the corresponding International Financial Reporting Standards with most of the changes directed towards revision of wording and terminology, and provision of interpretations and accounting guidance to users of standards.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

The management of the Company and its subsidiaries believe that the revised and new financial reporting standards and interpretations will not have any significant impact on the financial statements when they are initially applied. However, one standard involves changes to key principles, which are summarised below.

TAS 27 (revised 2016) Separate Financial Statements

This revised standard stipulates an additional option to account for investments in subsidiaries, joint ventures and associates in separate financial statements under the equity method, as described in TAS 28 (revised 2016) Investments in Associates and Joint Ventures. However, the entity is to apply the same accounting treatment for each category of investment. If an entity elects to account for such investments using the equity method in the separate financial statements, it has to adjust the transaction retrospectively.

This standard will not have any significant impact on the Company and its subsidiaries' financial statements because the management has decided to continue accounting for such investments under the cost method in the separate financial statements.

4. Significant accounting policies

4.1 Revenue recognition

Rendering of services

Service revenue represents advertising revenues, advertising space and air time rental and revenue from right management. Service income is recognised when services have been rendered taking into account the stage of completion.

Interest income

Interest income is recognised on an accrual basis based on the effective interest rate.

Dividend income

Dividends are recognised when the right to receive the dividends is established.

4.2 Cash and cash equivalents

Cash and cash equivalents consist of cash in hand and at banks, and all highly liquid investments with an original maturity of three months or less and not subject to withdrawal restrictions.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

4.3 Trade accounts receivable

Trade accounts receivable are stated at the net realisable value. Allowance for doubtful accounts is provided for the estimated losses that may be incurred in collection of receivables. The allowance is generally based on collection experience and analysis of debt aging.

4.4 Investments

Investments in subsidiaries are accounted for in the separate financial statements using the cost method net of allowance for impairment loss (if any).

Investment in associate is accounted for in the consolidated financial statements using the equity method.

Investments in non-marketable equity securities, which the Company classifies as other investments, are stated at cost net of allowance for impairment loss (if any).

4.5 Leasehold improvement and equipment/Depreciation

Leasehold improvement and equipment are stated at cost less accumulated depreciation and allowance for loss on impairment of assets (if any).

Depreciation of leasehold improvement and equipment is calculated by reference to their costs on the straight-line basis over the following estimated useful lives:

Leasehold improvement	-	5,10 years
Furniture and office equipment	-	5 years
Motor vehicles	-	5 years
Advertising equipment and related equipment	-	5-8 years

Depreciation is included in determining income.

No depreciation is provided on assets under installation.

4.6 Intangible assets

Intangible assets acquired through business combination are initially recognised at their fair value on the date of business acquisition while intangible assets acquired in other cases are recognised at cost. Following the initial recognition, the intangible assets are carried at cost less any accumulated amortisation and any accumulated impairment losses (if any).

Intangible assets with finite lives are amortised on a systematic basis over the economic useful life and tested for impairment whenever there is an indication that the intangible asset may be impaired. The amortisation period and the amortisation method of such intangible assets are reviewed at least at each financial year end. The amortisation expense is charged to profit or loss.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

A summary of the intangible assets with finite useful lives is as follows:

	<u>Useful lives</u>	
Computer software	5 - 10	years
Leasehold right	2.3 - 10	years
License	6 - 8.2	years

4.7 Related party transactions

Related parties comprise enterprises and individuals that control, or are controlled by, the Company and its subsidiaries, whether directly or indirectly, or which are under common control with the Company and its subsidiaries.

They also include associated companies and individuals which directly or indirectly own a voting interest in the Company and its subsidiaries that gives them significant influence over the Company and its subsidiaries, key management personnel, directors, and officers with authority in the planning and direction of the operations of the Company and its subsidiaries.

4.8 Long-term leases

Leases of building and equipment which transfer substantially all the risks and rewards of ownership are classified as finance leases. Finance leases are capitalised at the lower of the fair value of the leased assets and the present value of the minimum lease payments. The outstanding rental obligations, net of finance charges, are included in long-term payables, while the interest element is charged to profit or loss over the lease period. The assets acquired under finance leases is depreciated over the useful life of the assets.

Leases of building and equipment which do not transfer substantially all the risks and rewards of ownership are classified as operating leases. Operating lease payments are recognised as an expense in profit or loss on a straight line basis over the lease term.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

4.9 Impairment of assets

At the end of each reporting period, the Company and its subsidiaries perform impairment reviews in respect of the equipment and other intangible assets whenever events or changes in circumstances indicate that an asset may be impaired. An impairment loss is recognised when the recoverable amount of an asset, which is the higher of the asset's fair value less costs to sell and its value in use, is less than the carrying amount. In determining value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. In determining fair value less costs to sell, an appropriate valuation model is used. These calculations are corroborated by a valuation model that, based on information available, reflects the amount that the Company and its subsidiaries could obtain from the disposal of the asset in an arm's length transaction between knowledgeable, willing parties, after deducting the costs of disposal.

An impairment loss is recognised in profit or loss.

4.10 Employee benefits

Short-term employee benefits

Salaries, wages, bonuses and contributions to the social security fund are recognised as expenses when incurred.

Post-employment benefits

Defined contribution plans

The Company, its subsidiaries and its employees have jointly established a provident fund. The fund is monthly contributed by employees and by the Company and its subsidiaries. The fund's assets are held in a separate trust fund and the Company and its subsidiaries' contributions are recognised as expenses when incurred.

Defined benefit plans

The Company and its subsidiaries have obligations in respect of the severance payments it must make to employees upon retirement under labor law. The Company and its subsidiaries treat these severance payment obligations as a defined benefit plan.

The obligation under the defined benefit plan is determined by a professionally qualified independent actuary based on actuarial techniques, using the projected unit credit method.

Actuarial gains and losses arising from post-employment benefits are recognised immediately in other comprehensive income.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

4.11 Share-based payment

Transfer of the Company's equity instruments by its shareholders to parties (including employees) that have supplied goods or services to the Company are treated as share-based payment transactions, unless the transfer is clearly for a purpose other than payment for goods or services supplied to the Company.

The Company records the excess of the fair value at transfer date over the transfer price of equity instrument as an expense in profit or loss, and as the capital surplus on share-based payment in the statement of changes in shareholders' equity.

4.12 Provisions

Provisions are recognised when the Company and its subsidiaries have a present obligation as a result of a past event, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation.

4.13 Income tax

Income tax expense represents the sum of corporate income tax currently payable and deferred tax.

Current tax

Current income tax is provided in the accounts at the amount expected to be paid to the taxation authorities, based on taxable profits determined in accordance with tax legislation.

Deferred tax

Deferred income tax is provided on temporary differences between the tax bases of assets and liabilities and their carrying amounts at the end of each reporting period, using the tax rates enacted at the end of the reporting period.

The Company and its subsidiaries recognise deferred tax liabilities for all taxable temporary differences while they recognise deferred tax assets for all deductible temporary differences and tax losses carried forward to the extent that it is probable that future taxable profit will be available against which such deductible temporary differences and tax losses carried forward can be utilised.

At each reporting date, the Company and its subsidiaries review and reduce the carrying amount of deferred tax assets to the extent that it is no longer probable that sufficient taxable profit will be available to allow all or part of the deferred tax asset to be utilised.

The Company and its subsidiaries record deferred tax directly to shareholders' equity if the tax relates to items that are recorded directly to shareholders' equity.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

4.14 Fair value measurement

Fair value is the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between buyer and seller (market participants) at the measurement date. The Company and its subsidiaries apply a quoted market price in an active market to measure their assets and liabilities that are required to be measured at fair value by relevant financial reporting standards. Except in case of no active market of an identical asset or liability or when a quoted market price is not available, the Company and its subsidiaries measure fair value using valuation technique that are appropriate in the circumstances and maximises the use of relevant observable inputs related to assets and liabilities that are required to be measured at fair value.

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorised within the fair value hierarchy into three levels based on categorise of input to be used in fair value measurement as follows:

- Level 1 - Use of quoted market prices in an observable active market for such assets or liabilities
- Level 2 - Use of other observable inputs for such assets or liabilities, whether directly or indirectly
- Level 3 - Use of unobservable inputs such as estimates of future cash flows

At the end of each reporting period, the Company and its subsidiaries determine whether transfers have occurred between levels within the fair value hierarchy for assets and liabilities held at the end of the reporting period that are measured at fair value on a recurring basis.

5. Significant accounting judgements and estimates

The preparation of financial statements in conformity with financial reporting standards at times requires management to make subjective judgements and estimates regarding matters that are inherently uncertain. These judgements and estimates affect reported amounts and disclosures; and actual results could differ from these estimates. Significant judgements and estimates are as follows:

Leasehold improvement and equipment/Depreciation

In determining depreciation of leasehold improvement and equipment, the management is required to make estimates of the useful lives and residual values of the leasehold improvement and equipment and to review estimate useful lives and residual values when there are any changes.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

In addition, the management is required to review leasehold improvement and equipment for impairment on a periodical basis and record impairment losses when it is determined that their recoverable amount is lower than the carrying amount. This requires judgements regarding forecast of future revenues and expenses relating to the assets subject to the review.

6. Related party transactions

During the years, the Company and its subsidiaries had significant business transactions with related parties. Such transactions, which are summarised below, arose in the ordinary course of business and were concluded on commercial terms and bases agreed upon between the Company, its subsidiaries and those related parties.

(Unit: Million Baht)

	Consolidated financial statements		Separate financial statements		Pricing policy
	2016	2015	2016	2015	
Transactions with subsidiary (eliminated from the consolidated financial statements)					
Advertising space rental expenses	-	-	371.0	194.0	Contract price
Dividend income	-	-	6.0	60.0	As declared
Transactions with related parties					
Advertising space rental expenses	21.3	21.3	21.3	21.3	Contract price

As at 31 December 2016 and 2015 the balances of the accounts between the Company, its subsidiaries and those related parties are as follows:

(Unit: Thousand Baht)

	Consolidated financial statements		Separate financial statements	
	2016	2015	2016	2015
<u>Rental deposits</u>				
Subsidiary company	-	-	2,127	29,884
Director	403	403	403	403
Total rental deposits	403	403	2,530	30,287
<u>Trade and other receivable - related party</u> (Note 9)				
Subsidiary company	-	-	13,995	-
Total trade and other receivable - related party	-	-	13,995	-

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Trade and other payable - related parties				
(Note 18)				
Subsidiary company	-	-	172,533	100,346
Director	18	-	-	-
Total trade and other payable - related parties	18	-	172,533	100,346

As at 31 December 2016 and 2015, the balance of loans between the Company and those related company and the movement are as follows:

	(Unit: Thousand Baht)			
	Consolidated financial statements			
	Balance as at	During the period		Balance as at
	1 January			31 December
	2016	Increase	Decrease	2016
Short-term loan to related party				
Associated company				
2000 Publishing and media Company Limited	-	1,500	-	1,500
Total	-	1,500	-	1,500

The short-term loan to associated company has interest charge at rate 2% per annum with repayment at call.

	(Unit: Thousand Baht)			
	Separate financial statements			
	Balance as at	During the year		Balance as at
	1 January 2016	Increase	Decrease	31 December 2016
Short-term loan to related parties				
Subsidiaries				
Tuna Advertising Company Limited	-	24,635	(20,752)	3,883
Master Standard Display Company Limited	144,740	265,500	(372,740)	37,500
Total	144,740	290,135	(393,492)	41,383

The short-term loans to subsidiaries have interest charge at rate 2% per annum with repayment at call.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

Directors and management's benefits

During the years ended 31 December 2016 and 2015, the Company and its subsidiaries had employee benefit expenses of their directors and management as below.

	(Unit: Million Baht)	
	Consolidated/Separate financial statements	
	For the year ended 31 December	
	<u>2016</u>	<u>2015</u>
Short-term employee benefit	26	39
Total	26	39

7. Cash and cash equivalents

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Cash	2,060	-	-	-
Bank deposits	341,616	428,588	312,867	392,744
Total	343,676	428,588	312,867	392,744

As at 31 December 2016, bank deposits in saving accounts and fixed deposits carried interests at 0.75 – 1.25 percent per annum (2015: at 0.50 - 0.75 percent per annum).

8. Current investment

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Fixed deposits	-	458,446	-	458,446
Total	-	458,446	-	458,446

As at 31 December 2015, fixed deposits carried interest at 1.625 percent per annum.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

9. Trade and other receivables

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Trade receivables - related parties				
<u>Aged on the basis of due dates</u>				
Not yet due	-	-	9,630	-
Past due up to 3 months	-	-	4,365	-
Total trade receivables - related parties	-	-	13,995	-
Trade receivables - unrelated parties				
<u>Aged on the basis of due dates</u>				
Not yet due	583,108	572,485	555,293	560,388
Past due				
Up to 3 months	72,339	44,218	72,339	43,966
3 - 6 months	5,063	4,281	4,956	4,281
6 - 12 months	5,857	20,469	1,406	14,811
Over 12 months	168	1,243	168	1,243
Total	666,535	642,696	634,162	624,689
Less: Allowance for doubtful debts	(168)	(1,243)	(168)	(1,243)
Total trade receivables - unrelated parties, net	666,367	641,453	633,994	623,446
Other receivables				
Accrued income	71,378	10,404	70,288	22,121
Other receivables	13,608	16,360	9	4
Others	9,629	1,887	9,881	2,543
Total other receivables	94,615	28,651	80,178	24,668
Total trade and other receivables - net	760,982	670,104	728,167	648,114

10. Prepaid expenses

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Prepaid advertising space rental	468,396	151,559	399,222	91,936
Others	97,316	31,767	57,782	25,332
Total prepaid expenses	565,712	183,326	457,004	117,268
Less: Amortised within 1 year	(428,888)	(81,198)	(385,774)	(63,828)
Prepaid expenses amortised more than 1 year	136,824	102,128	71,230	53,440

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

11. Restricted bank deposits

These represent fixed deposits pledged with the banks to secure credit facilities and letter of guarantee facilities for use in respect of making agreements and bidding of projects.

12. Investments in subsidiaries

Details of investments in subsidiaries as presented in separate financial statements are as follows:

Company's name	Paid-up capital		Shareholding percentage		Cost		(Unit: Thousand Baht) Dividend received for the years	
	2016	2015	2016	2015	2016	2015	2016	2015
			(%)	(%)				
Verisign Company Limited	126,000	126,000	100	100	400,000	400,000	-	49,999
Ads Cuisine Company Limited	10,000	10,000	100	100	65,800	65,800	6,000	10,000
Master Standard Display Company Limited	12,000	12,000	100	100	287,000	80,000	-	-
Total Investments in subsidiaries					752,800	545,800	6,000	59,999
Less : Impairment loss on investment					(237,939)	(209,422)		
Total investments in subsidiaries - net					514,861	336,378		

- a) On 29 March 2016, the Board of Directors' meeting of Master Standard Display Company Limited ("MSD") passed a resolution approving the purchase of shares in Tuna Advertising Company Limited. Subsequently, MSD entered into the Share Purchase Agreement to purchase 49,999 common shares of Tuna Advertising Company Limited from former shareholders (equal to 99.99 percentage of the issued and paid-up shares of that company). The Company paid Baht 40 million on 4 April 2016 (the acquisition date) for such shares acquisition.

The book values of assets acquired and liabilities assumed from Tuna Advertising Company Limited as at the acquisition date were summarised below.

	(Unit: Thousand Baht)
Cash and cash equivalents	12,586
Trade and other receivables	7,640
Prepaid expenses amortised within 1 year	322
Other current assets	1,782
Leasehold improvement and equipment	870
Intangible assets	10
Prepaid expenses amortised more than 1 year	1,290
Rental deposits	1,617
Trade and other payables	(5,383)

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

	(Unit: Thousand Baht)
Income tax payables	(5,743)
Other current liabilities	(5,770)
Long-term loans from financial institutions	(5,044)
Liabilities under finance lease agreements	(580)
Net assets of the subsidiary	3,597
Cash payment for purchase of investment in subsidiary	40,000
Intangible assets (license)	36,403
Cash payment for purchase of investment in subsidiary	40,000
Less: Cash and cash equivalents of the subsidiary	(12,586)
Net cash payment for purchase of investment in subsidiary	27,414

- b) On 26 April 2016, the Extraordinary General Shareholders' meeting of MSD passed a resolution approving the additional registered share capital from the current registered share capital of Baht 12,000,000 to Baht 219,000,000 by issuing 2,070,000 additional shares at the par value of Baht 100 per share, totally Baht 207 million. MSD registered the additional share capital with Ministry of Commerce on 26 April 2016.
- c) On 20 May 2016, MSD registered a new company Plan B (Malaysia) Sdn Bhd, in order to provide advertising media. MSD holds 90 common shares of Plan B (Malaysia) Sdn Bhd at the par value of Ringgit 1 per share, totally Ringgit 90 or approximately Baht 788 (equal to 90 percentages of issued and paid-up shares of that company).
- d) On 25 May 2016, MSD registered a new company, Plan B Eleven Company Limited, to the Department of Business Development in order to sell and administrate the benefit obtained by related parties. MSD holds 199,997 common shares of Plan B Eleven Company Limited at the par value of Baht 5 per share, totally Baht 999,985 (equal to 99.99 percentages of issued and paid-up shares of that company).
- e) On 4 August 2016, the Board of Directors' meeting of MSD passed a resolution approving the purchase of shares in Bright Sky Media Company Limited. Subsequently, MSD entered into the Share Purchase Agreement to purchase 18,750 common shares of Bright Sky Media Company Limited from former shareholders (equal to 50 percentage of the issued and paid-up shares of that company). MSD paid Baht 30 million on 25 August 2016 (the acquisition date) for such shares acquisition.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

The book values of assets acquired and liabilities assumed from Bright Sky Media Company Limited as at the acquisition date were summarised below.

	(Unit: Thousand Baht)
Cash and cash equivalents	1,069
Trade and other receivables	1,203
Other current assets	2,195
Restricted bank deposits	3,071
Leasehold improvement and equipment	30,776
Intangible assets	380
Rental deposits	1,789
Bank overdrafts and short-term loans from financial institutions	(2,523)
Trade and other payables	(1,398)
Unearned income	(6,987)
Other current liabilities	(117)
Long-term loans from financial institutions	(15,724)
Liabilities under finance lease agreements	(3,070)
Net assets of the subsidiary	10,664
Non-controlling interests of subsidiary (50 percent)	(5,332)
Net assets of the subsidiary attributable to MSD's interest	5,332
Cash payment for purchase of investment in subsidiary	30,000
Intangible assets (license)	24,668
Cash payment for purchase of investment in subsidiary	30,000
Less: Cash and cash equivalents of the subsidiary	(1,069)
Net cash payment for purchase of investment in subsidiary	28,931

- f) On 21 September 2016, the Extraordinary General Shareholders' meeting of Bright Sky Media Company Limited passed a resolution approving the additional registered share capital from the current registered share capital of Baht 15,000,000 to Baht 25,000,000 by issuing 25,000 additional shares at the par value of Baht 400 per share. Bright Sky Media Company Limited registered the additional share capital with Ministry of Commerce on 21 September 2016. MSD purchased 12,500 ordinary shares of the additionally issued ordinary shares and made full payment amounting to Baht 5 million. As a result of this investment, its shareholding in the subsidiary company remains unchanged.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

MSD has considered the acquisition of Tuna Advertising Company Limited and Bright Sky Media Company Limited in accordance with the requirements of Thai Financial Reporting Standard No. 3 (Amended 2015) Business Combination and concluded that these acquisitions are, in substance, asset acquisitions.

13. Investments in associate

(Unit: Thousand Baht)								
Consolidated financial statements								
Company's name	Nature of business	Country of incorporation	Shareholding percentage		Cost		Carrying amounts based on equity method	
			2016 (%)	2015 (%)	2016	2015	2016	2015
2000 Publishing and Media Company Limited	Trading of books, printed forms and other printed matters	Thailand	35	35	3,500	1,050	1,852	708
Sanctuary Billboards Sdn. Bhd.	Advertising media production	Malaysia	30	-	21,381	-	24,562	-
Total					24,881	1,050	26,414	708

13.1 Details of investments in associate

2000 Publishing and Media Company Limited

On 21 January 2016, the Extraordinary General Shareholders' meeting of 2000 Publishing and Media Company Limited passed a resolution approving the additional registered share capital from the current registered share capital of Baht 10,000,000 to Baht 17,000,000 by issuing 70,000 additional shares at the par value of Baht 100 per share. 2000 Publishing and Media Company Limited registered the additional share capital with Ministry of Commerce on 15 February 2016. MSD purchased 24,500 ordinary shares of the additionally issued ordinary shares and made full payment amounting to Baht 2.45 million. As a result of this investment, its shareholding in the associated company remains unchanged.

Sanctuary Billboards Sdn. Bhd.

On 3 November 2015, the Board of Directors' meeting of MSD passed a resolution approving the purchase of shares in Sanctuary Billboards Sdn. Bhd. Subsequently, on 15 December 2015, MSD entered into the Share Purchase Agreement to purchase 3,000 common shares of Sanctuary Billboards Sdn. Bhd. from former shareholders (equal to 30 percentage of the issued and paid-up shares of that company). MSD paid Baht 21.38 million (USD 588,865.47) on 2 February 2016 (the acquisition date) for such shares acquisition and shares transferred on 22 February 2016.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

13.2 Share of profit (loss)

During the year, the Company has recognised its share of profit (loss) from investment in associate company in the consolidated financial statements as follows:

Associated	(Unit: Thousand Baht)	
	Consolidated financial statements	
	Share of profit (loss) from investment in associate	
	<u>2016</u>	<u>2015</u>
2000 Publishing and Media Company Limited	(1,306)	(342)
Sanctuary Billboards Sdn. Bhd.	3,181	-
Total	1,875	(342)

13.3 Summarised financial information about material associate

2000 Publishing and Media Company Limited

Summarised information about financial position

	(Unit: Million Baht)	
	<u>2016</u>	<u>2015</u>
Current assets	15.0	4.8
Non-current assets	1.2	1.5
Current liabilities	(12.5)	(3.3)
Net assets	3.7	3.0
Shareholding percentage (%)	35%	35%
Share of net assets	1.3	1.1

Summarised information about comprehensive income

	(Unit: Million Baht)	
	<u>2016</u>	<u>2015</u>
Revenue	11.7	1.1
Loss	(3.7)	(0.3)

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

Sanctuary Billboards Sdn. Bhd.

Summarised information about financial position

	(Unit: Million Baht)	
	<u>2016</u>	<u>2015</u>
Current assets	35.5	-
Non-current assets	65.4	-
Current liabilities	(80.5)	-
Net assets	20.4	-
Shareholding percentage (%)	30%	-
Share of net assets	6.1	-

Summarised information about comprehensive income

	(Unit: Million Baht)	
	<u>2016</u>	<u>2015</u>
Revenue	46.5	-
Profit	10.6	-

14. Other long-term investment

		(Unit: Thousand Baht)			
		Consolidated financial statements		Separate financial statements	
	Interest rate (percent per annum)	2016	2015	2016	2015
PT Estha Yudha Ekatama	-	7,865	-	-	-
Subordinated bonds of a financial institution	4.38%	10,000	10,000	10,000	10,000
Total		17,865	10,000	10,000	10,000

On 7 September 2016, a meeting of the Board of Directors of MSD approved an investment of IDR 2,789 million or approximately Baht 7.9 million in convertible bonds of PT Estha Yudha Ekatama, which provides advertising media production services in Indonesia, MSD has already made full payment for the bonds and converted them to 334 ordinary shares, equal to 10% of the paid up capital of such company.

Investment in subordinated bonds of a financial institution, which is classified as a held-to-maturity debt security. The bonds bear interest at a rate of 4.38% per annum and interest is paid twice a year.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

15. Leasehold improvement and equipment

(Unit : Thousand Baht)

Consolidated financial statements						
	Leasehold improvement	Furniture and office equipment	Motor vehicles	Advertising equipment and related equipment	Assets under installation	Total
Cost :						
1 January 2015	19,831	27,579	13,656	1,471,798	163,240	1,696,104
Additions	231	4,502	-	1,158	230,015	235,906
Acquisition of subsidiaries						
during the year	-	4,288	-	117,278	31,110	152,676
Transfers in (out)	5,159	113	-	181,577	(186,849)	-
31 December 2015	25,221	36,482	13,656	1,771,811	237,516	2,084,686
Additions	734	3,210	3,719	12,153	566,049	585,865
Acquisition of subsidiaries						
during the year	-	6,049	4,368	21,229	-	31,646
Transfers in (out)	1,357	2,338	-	709,825	(713,520)	-
31 December 2016	27,312	48,079	21,743	2,515,018	90,045	2,702,197
Accumulated depreciation:						
1 January 2015	8,626	11,324	6,867	500,389	-	527,206
Depreciation for the year	2,896	6,625	2,667	296,786	-	308,974
31 December 2015	11,522	17,949	9,534	797,175	-	836,180
Depreciation for the year	3,088	7,928	2,522	340,262	-	353,800
31 December 2016	14,610	25,877	12,056	1,137,437	-	1,189,980
Allowance for impairment loss						
31 December 2015	-	-	-	6,314	-	6,314
31 December 2016	-	-	-	6,314	-	6,314
Net book value:						
31 December 2015	13,699	18,533	4,122	968,322	237,516	1,242,192
31 December 2016	12,702	22,202	9,687	1,371,267	90,045	1,505,903
Depreciation for the year						
2015 (Baht 299 million included in cost of services, and the balance in selling, servicing and administrative expenses)						308,974
2016 (Baht 342 million included in cost of services, and the balance in selling, servicing and administrative expenses)						353,800

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

(Unit : Thousand Baht)

	Separate financial statements					Total
	Leasehold improvement	Furniture and office equipment	Motor vehicles	Advertising equipment and related equipment	Assets under installation	
Cost :						
1 January 2015	19,831	27,498	13,656	1,347,472	163,239	1,571,696
Additions	231	4,502	-	1,157	216,706	222,596
Transfers in (out)	5,159	113	-	181,400	(186,672)	-
31 December 2015	25,221	32,113	13,656	1,530,029	193,273	1,794,292
Additions	734	4,551	4,273	396	503,891	513,845
Transfers in (out)	1,357	2,338	-	671,429	(675,124)	-
31 December 2016	27,312	39,002	17,929	2,201,854	22,040	2,308,137
Accumulated depreciation:						
1 January 2015	8,626	11,274	6,667	433,286	-	460,053
Depreciation for the year	2,896	5,287	2,667	255,543	-	266,393
31 December 2015	11,522	16,561	9,534	688,829	-	726,446
Depreciation for the year	3,088	5,593	2,058	282,050	-	292,789
31 December 2016	14,610	22,154	11,592	970,879	-	1,019,235
Allowance for impairment loss:						
31 December 2015	-	-	-	6,314	-	6,314
31 December 2016	-	-	-	6,314	-	6,314
Net book value:						
31 December 2015	13,699	15,552	4,122	834,886	193,273	1,061,532
31 December 2016	12,702	16,848	6,337	1,224,661	22,040	1,282,588
Depreciation for the year						
2015 (Baht 256 million included in cost of services, and the balance in selling, servicing and administrative expenses)						266,393
2016 (Baht 282 million included in cost of services, and the balance in selling, servicing and administrative expenses)						292,789

As at 31 December 2016, the Company had advertising equipment and related equipment and vehicles under finance lease agreements with net book values amounting to Baht 2 million (2015: Baht 4.2 million).

As at 31 December 2016, certain equipment items have been fully depreciated but are still in use. The gross carrying amount before deducting accumulated depreciation of those assets amounted to approximately Baht 312 million (2015: Baht 31 million).

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

16. Intangible assets

The net book value of intangible assets as at 31 December 2016 and 2015 is presented below.

(Unit : Thousand Baht)				
Consolidated financial statements				
	Licenses	Computer software	Leasehold right	Total
As at 31 December 2016				
Cost	446,907	8,553	261,633	717,093
<u>Less</u> Accumulated amortisation	(125,337)	(3,402)	(128,893)	(257,632)
<u>Less</u> Allowance for impairment loss	(125,460)	(80)	-	(125,540)
Net book value	196,110	5,071	132,740	333,921

(Unit : Thousand Baht)				
Consolidated financial statements				
	Licenses	Computer software	Leasehold right	Total
As at 31 December 2015				
Cost	385,836	7,205	229,158	622,199
<u>Less</u> Accumulated amortization	(85,086)	(2,577)	(79,186)	(166,849)
<u>Less</u> Allowance for impairment loss	(125,460)	(80)	-	(125,540)
Net book value	175,290	4,548	149,972	329,810

(Unit : Thousand Baht)			
Separate financial statements			
	Computer software	Leasehold right	Total
As at 31 December 2016			
Cost	7,292	234,548	241,840
<u>Less</u> Accumulated amortization	(3,319)	(120,806)	(124,125)
<u>Less</u> Allowance for impairment loss	(80)	-	(80)
Net book value	3,893	113,742	117,635

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

	(Unit : Thousand Baht)		
	Separate financial statements		
	Computer software	Leasehold right	Total
As at 31 December 2015			
Cost	7,205	211,745	218,950
<u>Less</u> Accumulated amortisation	(2,577)	(74,507)	(77,084)
<u>Less</u> Allowance for impairment loss	(80)	-	(80)
Net book value	4,548	137,238	141,786

A reconciliation of the net book value of intangible assets for the years 2016 and 2015 is presented below.

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Net book value at beginning of year	329,810	291,176	141,786	99,270
Acquisition of computer software	912	974	87	974
Acquisition of leasehold right	32,475	75,583	22,803	75,255
Increase from purchase of subsidiary - book values at the acquisition date	390	-	-	-
Increase of licenses from acquisitions of subsidiaries	61,071	27,497	-	-
Amortisation	(90,737)	(65,420)	(47,041)	(33,713)
Net book value at end of year	333,921	329,810	117,635	141,786

17. Rental deposits

The balance is the rental bonds for advertising space placed with 2 companies under agreements with terms of 3 years to 6 years and 6 months.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

18. Trade and other payables

	Consolidated		(Unit: Thousand Baht)	
	financial statements		Separate	
	2016	2015	2016	2015
Trade payables - unrelated parties	133,847	116,141	108,787	73,708
Trade payables - related parties	-	-	165,084	100,346
Other payables - unrelated parties	8,652	4,299	7,520	4,164
Other payables - related parties	18	-	-	-
Accrued expenses – unrelated parties	172,006	110,593	138,712	128,989
Accrued expenses - related parties	-	-	7,449	-
Dividend payables	15	-	15	-
Account payables for construction	20,527	59,632	20,507	50,068
Total trade and other payables	335,065	290,665	448,074	357,275

19. Long-term loans

Loan	Interest rate	Monthly repayment schedule	(Unit: Thousand Baht)	
			Consolidated	
			2016	2015
1	Interest 4 % p.a.	Starting November 2015 to November 2022	4,290	-
2	Minimum Loan Rate (MRR)	Starting March 2015 to March 2022	4,008	-
3	Minimum Loan Rate (MLR+1%)	Starting July 2016 to July 2019	15,636	-
4	Minimum Loan Rate (MLR+1%)	Starting August 2016 to August 2023	6,629	-
5	Minimum Loan Rate (MLR)	Starting December 2016 to December 2021	617	-
Total			31,180	-
Less : current portion			(9,399)	-
Long-term loans, net of current portion			21,781	-

Long-term loans are guaranteed by director of the subsidiary company.

As at 31 December 2016, the long-term credit facilities of such subsidiary company which have not yet been drawn down amounted to Baht 5.8 million (2015: Baht 150 million).

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

20. Share capital and warrants

20.1 On 21 April 2016, the Annual General Shareholders' meeting of the Company passed a resolution as follows:

- a) Approving the decrease of registered share capital by Baht 2,760,018.70 from the current registered share capital of Baht 353,500,000 to Baht 350,739,981.30 by canceling all of 27,600,187 unissued shares of the Company with a par value of Baht 0.10 per share accommodated for the ESOP scheme No.1.
- b) Approving the issuing and offering of Warrants to issue and offer 30,000,000 PLANB - WA to allocate the directors, management and/or employees of the Company and/or its subsidiaries under the ESOP scheme No.2 at no cost. In this regard, the exercise ratio of Warrant PLANB-WA will be 1 warrant unit per 1 share and the exercise price will be at Baht 6.90 or equivalent to Baht 207,000,000 in total.
- c) Approving the additional registered share capital in the amount of Baht 5,760,018.70 from the current registered share capital of Baht 350,739,981.30 to Baht 356,500,000 by issuing 57,600,187 additional shares at the par value of Baht 0.10 per share.
 - 1) The allocation of the newly issued ordinary shares not exceeding 27,600,187 shares at the par value of Baht 0.10 per share to accommodate the offering of newly issued securities to directors, executives and/or employees of the Company and/or its subsidiaries (ESOP) was approved by the Extraordinary General Meeting of Shareholders No.1/2014 held on December 11, 2014. These newly issued shares are for replacement of unissued shares which had been cancelled through share capital reduction.
 - 2) The allocation of newly issued ordinary shares not exceeding 30,000,000 shares at the par value of Baht 0.10 per share to accommodate for the exercise of Warrant PLANB – WA.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

20.2 On 11 December 2014, the Extraordinary General Shareholders' Meeting of the Company approved an offering of 40,000,000 additional ordinary shares with a par value of Baht 0.1 per share to directors, management and/or employees of the Company and/or its subsidiaries under an ESOP scheme. The shares will be offered for sale as part of an ongoing scheme over 3 years (2015 to 2018). The Company will allot one third of all additional ordinary shares under the ESOP scheme each year, with the first offering to be made within 1 year from the date that the shareholders' meeting approved the scheme.

a) On 3 December 2015, the Board of Directors Meeting no. 11/2558 approved additional details of the first year's offering of additional ordinary shares under the ESOP scheme, as follows:

Number of ordinary shares offered in first year	:	13,333,331 ordinary shares or 33.33% of total shares under ESOP scheme
Offering date	:	8 - 9 December 2015
Exercise price	:	Price equal to 90 percent of the Market Price prior to the date of the offering, with Market Price defined as the weighted average trading price of the shares on the SET during a period of 7 - 15 consecutive business days prior to each Offering Period.
Exercise price for this year	:	Baht 6.23 per share, which is equal to 90 percent of the weighted average trading price of the ordinary shares of the Company on the SET during the 7 consecutive business days prior to this offering period i.e. 26,27,30 November and 1- 4 December 2015. The Company shall offer the Shares during the offering period from 8-9 December 2015
Allotment Criteria	:	To be entitled to shares, directors, executives and/or employees must satisfy the following criteria: (1) Have been a director, executive and/or employee of the Company and/or its subsidiaries for not less than one year as of the date of the allotment and remain a director, executive and/or employee of the Company and/or its subsidiaries at the time each year's allotment is made; and

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

(2) the number of newly issued ordinary shares to be allotted to each director, executive and/or employee of the Company/or its subsidiaries may vary depending upon position, experience, responsibilities, period of employment, performance, capability, efficiency and prior performance as well as the benefit which he/she is expected to generate for the Company and its subsidiaries in the future.

b) On 14 November 2016, the Company's Board of Directors Meeting no. 8/2559 approved additional details of the second year's offering of additional ordinary shares under the ESOP scheme, as follows:

Number of ordinary shares : 13,333,331 ordinary shares
offered in second year

Offering date : 28 - 29 November 2016

Exercise price for this year : Baht 4.51 per share.

The Company allotted 13,333,331 and 13,333,331 additional ordinary shares as part of the first year's and second year's offering, respectively, with 12,399,813 shares and 8,730,669 shares exercised, respectively. The remaining 4,602,662 shares are carried forward as part of next year's entitlement.

During the year, the Company recorded expenses amounting to Baht 32.4 million (2015: Baht 8.6 million) as personnel expenses. As at 31 December 2016, the Company had capital reserves for share-based payment of Baht 41.0 million (2015: Baht 8.6 million).

21. Statutory reserve

Pursuant to Section 116 of the Public Limited Companies Act B.E. 2535, the Company is required to set aside to a statutory reserve at least 5 percent of its net profit after deducting accumulated deficit brought forward (if any), until the reserve reaches 10 percent of the registered capital. The statutory reserve is not available for dividend distribution.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

According to the Thai Civil and Commercial Code, the subsidiaries are required to set aside to a statutory reserve an amount equal to at least five percent of its net profit each time the Company pays out a dividend, until such reserve reaches ten percent of its registered share capital. The statutory reserve cannot be used for dividend payment.

22. Expenses by nature

Significant expenses by nature are as follows:

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Salary and wages and other employee benefits	200,127	145,887	189,884	145,887
Depreciation and amortisation expenses	444,537	374,395	339,831	300,106
Rental of advertising space expenses	875,151	692,378	1,136,207	854,747
Signboard, house and building tax expenses	25,680	21,336	22,801	19,718
Sales promotion expenses	75,581	76,285	75,581	76,285
Media production expenses	50,467	74,601	50,895	74,601
Commission expenses	37,316	25,686	37,016	25,686
Repair and maintenance expenses	32,869	16,097	26,594	15,768
Impairment loss on investment	-	-	28,516	28,516

23. Income tax

Income tax expenses for the years ended 31 December 2016 and 2015 are made up as follows:

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Current income tax:				
Current income tax charge	66,971	103,557	43,849	83,524
Deferred tax:				
Relating to origination and reversal of temporary differences	(2,668)	(2,250)	(1,712)	(1,953)
Income tax expense reported in the statement of comprehensive income	<u>64,303</u>	<u>101,307</u>	<u>42,137</u>	<u>81,571</u>

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

The amounts of income tax relating to each component of other comprehensive income for year ended 31 December 2016 and 2015 are as follows:

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Deferred tax relating to actuarial gains	(202)	-	(202)	-
	<u>(202)</u>	<u>-</u>	<u>(202)</u>	<u>-</u>

The reconcile between accounting profit and income tax expense is shown below:

	(Unit: Thousand Baht)			
	Consolidated		Separate	
	financial statements		financial statements	
	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>
Accounting profit before tax	424,638	506,582	286,128	466,009
Applicable tax rate	20%	20%	20%	20%
Accounting profit before tax multiplied by applicable tax rate	84,928	101,316	57,226	93,202
Adjustment in respect of current income tax of previous year	(2,869)	(2,250)	(1,913)	(1,953)
Effects of:				
Non-deductible expenses	14,781	10,973	13,908	9,448
Additional expense deductions allowed	(27,135)	(8,184)	(27,036)	(7,813)
Exemption of income	-	-	(1,200)	(12,000)
Others	(5,402)	(548)	1,152	687
Total	<u>(17,756)</u>	<u>2,241</u>	<u>(13,176)</u>	<u>(9,678)</u>
Income tax expenses reported in the statement of comprehensive income	<u>64,303</u>	<u>101,307</u>	<u>42,137</u>	<u>81,571</u>

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

The components of deferred tax assets are as follows:

	(Unit: Thousand Baht)			
	Statement of financial position			
	Consolidated		Separate	
	financial statements		financial statements	
	2016	2015	2016	2015
Deferred tax assets				
Allowance for doubtful accounts	34	249	34	249
Allowance for asset impairment	1,263	1,263	1,263	1,263
Allowance for intangible assets impairment	16	16	16	16
Accrued rental on straight line method	7,709	5,171	5,553	3,971
Provision for long-term employee benefits	1,300	753	1,300	753
Total	10,322	7,452	8,166	6,252

24. Earnings per share

Basic earnings per share is calculated by dividing profit for the year attributable to equity holders of the Company (excluding other comprehensive income) by the weighted average number of ordinary shares in issue during the year.

Diluted earnings per share is calculated by dividing profit for the year attributable to equity holders of the Company (excluding other comprehensive income) by the weighted average number of ordinary shares in issue during the year plus the weighted average number of ordinary shares which would need to be issued to convert all dilutive potential ordinary shares into ordinary shares. The calculation assumes that the conversion took place either at the beginning of the year or on the date the potential ordinary shares were issued.

The following table sets forth the computation of basic and diluted earnings per share:

	Consolidated financial statements					
	Profit for the year		Weighted average number of ordinary shares		Earnings per share	
	2016	2015	2016	2015	2016	2015
	(Thousand Baht)	(Thousand Baht)	(Thousand shares)	(Thousand shares)	(Baht)	(Baht)
Basic earnings per share						
Profit attributable to equity holders of the parent	351,600	400,211	3,508,211	3,392,495	0.10022	0.11797
Effect of dilutive potential ordinary shares						
Ordinary shares under ESOP project	-	-	1,887	665		
Diluted earnings per share						
Profit attributable to ordinary shareholders assuming ordinary shares are purchased under ESOP	351,600	400,211	3,510,098	3,393,160	0.10017	0.11795

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

	Separate financial statements					
	Profit for the year		Weighted average number of ordinary shares		Earnings per share	
	2016	2015	2016	2015	2016	2015
	(Thousand Baht)	(Thousand Baht)	(Thousand shares)	(Thousand shares)	(Baht)	(Baht)
Basic earnings per share						
Profit attributable to equity holders of the parent	243,991	384,438	3,508,211	3,392,495	0.06955	0.11332
Effect of dilutive potential ordinary shares						
Ordinary shares under ESOP project	-	-	1,887	665		
Diluted earnings per share						
Profit attributable to ordinary shareholders assuming ordinary shares are purchased under ESOP	243,991	384,438	3,510,098	3,393,160	0.06951	0.11330

25. Segment information

Operating segment information is reported in a manner consistent with the internal reports that are regularly reviewed by the chief operating decision maker in order to make decisions about the allocation of resources to the segment and assess its performance.

The operations of the Company and its subsidiaries involve a single industry segment, namely, advertising media production, advertising space and air time rental. These operations are carried on in the single geographic area in Thailand. Accordingly, revenues, income and assets as reflected in these financial statements pertain to the industry segment and geographic area mentioned above.

Major customers

For the year 2016, the Company and its subsidiaries have revenues from two major customers in amount of Baht 546 million and Baht 314 million (2015: revenue from two major customers in amount of Baht 549 million and Baht 282 million).

26. Provident fund

The Company, its subsidiaries and its employees have jointly established a provident fund in accordance with the Provident Fund Act B.E. 2530. Employees, the Company and its subsidiaries contribute to the fund monthly at the rate of 3 - 5 percent of basic salary. The fund, which is managed by SCB Asset Management Co., Ltd., will be paid to employees upon termination in accordance with the fund rules. During the year 2016, the Company contributed Baht 2 million to the fund (2015: Baht 3 million).

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

27. Dividends

Dividends	Approved by	Total dividends (Million Baht)	Dividend per share (Baht per share)
Final dividends for 2015	Annual General Shareholders' meeting on 21 April 2016	245.52	0.07
Total for 2016		245.52	0.07
Interim dividends for 2015	Board of Directors' meeting on 26 January 2015	43.5	0.02
Total for 2015		43.5	0.02

28. Commitments and contingent liabilities

28.1 Capital commitments

As at 31 December 2016, the Company had capital commitments of approximately Baht 30 million (2015: Baht 302 million), relating to the construction of advertising equipment and related equipment.

28.2 Operating lease commitments

The Company and its subsidiaries had entered into several lease agreements in respect of the lease of office building space and advertising space. The terms of the agreements are generally between 1 and 8 years.

Future minimum lease payments required under these non-cancellable operating leases contracts were as follows.

	(Unit: Million Baht)			
	Consolidated financial statements		Separate financial statements	
	As at 31 December		As at 31 December	
	2016	2015	2016	2015
Payable:				
In up to 1 year	1,536	894	1,441	792
In over 1 and up to 5 years	3,745	2,455	3,501	2,201
In over 5 years	1,362	1,643	1,353	1,607

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

In addition, the Company has commitments with 12 counterparties, whereby it is required to pay additional rental expenses if revenue from advertising on rental space is higher than the minimum guarantee as stipulated in the contract. The amount to be paid is a share of the excess revenue determined on a straight line basis.

28.3 Long-term service commitments

- a) On 17 May 2016, the Company entered into agency appointment in order to sell and administrate the benefit contracts with Football Association of Thailand under Patronage of His Majesty the King ("Football Association") and Premier League (Thailand) Co., Ltd. ("Premier League") for the period of 2017 – 2020, with the following details:

1) Football Association

- Minimum revenue guarantee of Baht 250 Million per year for the period of 4 years
- Media value of Baht 200 Million per year for the period of 4 years

2) Premier League

- Minimum revenue guarantee of Baht 260 Million per year for the period of 4 years
- Media value of Baht 100 Million per year for the period of 4 years

The Company shall obtain the considerations as the management fee at the ratio between 15 - 25 percent of the income generated from such administration.

- b) On 3 May 2016, Mercy Plus Company Limited ("the subsidiary") entered into a 5 years advertising concession agreement with Big C Supercenter Public Company Limited in order to grant a concession right to manage the sales and operation of indoor and outdoor advertising media around Big C Supercenter Store. The subsidiary has to pay a share of revenue at the rates stipulated in the agreement. During current period, the subsidiary paid amounting to Baht 1.3 million for the revenue share under this contract.

28.4 Guarantees

As at 31 December 2016, there were outstanding bank guarantees of approximately Baht 238 million (2015: Baht 193 million) and separate financial statements approximately Baht 179 million (2015: Baht 161 million) issued by banks on behalf of the Company in respect of certain performance bonds as required in the normal course of business. Bank guarantees are secured by the mortgage of land with structures thereon of the Company's director, together with a guarantee provided by the director.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

29. Financial instruments

29.1 Financial risk management

The Company and its subsidiaries' financial instruments, as defined under Thai Accounting Standard No.107 "Financial Instruments: Disclosure and Presentations", principally comprise cash and cash equivalents, trade accounts receivable, other receivables, other long-term investment, restricted bank deposits, short-term loans from financial institutions, trade and other payables, liabilities under finance lease agreement and long-term loans. The financial risks associated with these financial instruments and how they are managed is described below.

Credit risk

The Company and its subsidiaries exposed to credit risk primarily with respect to trade and other receivables. The Company and its subsidiaries manage the risk by adopting appropriate credit control policies and procedures and therefore does not expect to incur material financial losses. In addition, the Company and its subsidiaries do not have high concentrations of credit risk since it has a large customer base. The maximum exposure to credit risk is limited to the carrying amounts of trade and other receivables as stated in the statement of financial position.

Interest rate risk

The Company and its subsidiaries' exposure to interest rate risk relates primarily to its cash at banks, other long-term investment, short-term loans from financial institutions, and long-term loans. Most of the Company and its subsidiaries' financial assets and liabilities bear floating interest rates or fixed interest rates which are close to the market rate.

Significant financial assets and liabilities classified by type of interest rate are summarised in the table below, with those financial assets and liabilities that carry fixed interest rates further classified based on the maturity date, or the repricing date if this occurs before the maturity date.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

(Unit : Million Baht)

Consolidated financial statements							
As at 31 December 2016							
Fixed interest rates							Effective
Within 1 year	1-5 years	Over 5 years	Floating interest rate	Non- interest bearing	Total		interest rate
							(% per annum.)
Financial Assets							
Cash and cash equivalent	-	-	-	344	-	344	0.75-1.25
Trade and other receivables	-	-	-	-	761	761	-
Other long-term investment	-	-	10	-	8	18	4.38
Restricted bank deposits	18	-	-	-	-	18	0.75-1.25
Total	18	-	10	344	769	1,141	
Financial liabilities							
Trade and other payables	-	-	-	-	335	335	-
Liabilities under finance lease agreement	1	3	-	-	-	4	5.03-9.12
Total	1	3	-	-	335	339	

(Unit : Million Baht)

Consolidated financial statements							
As at 31 December 2015							
Fixed interest rates							Effective
Within 1 year	1-5 years	Over 5 years	Floating interest rate	Non- interest bearing	Total		interest rate
							(% per annum.)
Financial Assets							
Cash and cash equivalent	-	-	-	429	-	429	0.50 – 0.75
Current investments	458	-	-	-	-	458	1.625
Trade and other receivables	-	-	-	-	670	670	-
Other long-term investment	-	-	10	-	-	10	4.38
Restricted bank deposits	8	-	-	-	-	8	0.875
Total	466	-	10	429	670	1,575	
Financial liabilities							
Trade and other payables	-	-	-	-	291	291	-
Liabilities under finance lease agreement	2	1	-	-	-	3	2.30-9.12
Total	2	1	-	-	291	294	

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

(Unit : Million Baht)

Separate financial statements							
As at 31 December 2016							
Fixed interest rates							
Within 1 year	1-5 years	Over 5 years	Floating interest rate	Non- interest Bearing	Total	Effective interest rate (% per annum.)	
<u>Financial Assets</u>							
Cash and cash equivalent	-	-	-	312	-	312	0.75 - 1.25
Trade and other receivables	-	-	-	-	728	728	-
Other long-term investment	-	-	10	-	-	10	4.38
Restricted bank deposits	18	-	-	-	-	18	0.75 - 1.25
Total	18	-	10	312	728	1,068	
<u>Financial liabilities</u>							
Trade and other payables	-	-	-	-	448	448	-
Liabilities under finance lease agreement	1	-	-	-	-	1	5.03 - 9.12
Total	1	-	-	-	448	449	

(Unit : Million Baht)

Separate financial statements							
As at 31 December 2015							
Fixed interest rates							
Within 1 year	1-5 years	Over 5 years	Floating interest rate	Non- interest bearing	Total	Effective interest rate (% per annum.)	
<u>Financial Assets</u>							
Cash and cash equivalent	-	-	-	393	-	393	0.50 - 0.75
Current investments	458	-	-	-	-	458	1.625
Trade and other receivables	-	-	-	-	648	648	-
Other long-term investment	-	-	10	-	-	10	4.38
Restricted bank deposits	8	-	-	-	-	8	0.875
Total	466	-	10	393	648	1,517	
<u>Financial liabilities</u>							
Trade and other payables	-	-	-	-	357	357	-
Liabilities under finance lease agreement	2	1	-	-	-	3	2.30 - 9.12
Total	2	1	-	-	357	360	

Foreign currency risk

The Company and its subsidiaries' exposure to foreign currency risk is nil since the business transactions are denominated in Thai Baht and no financial assets and liabilities denominated in foreign currencies outstanding as at the date of the statements of financial position.

Notes to financial statements (continued)

Plan B Media Public Company Limited and its subsidiaries

29.2 Fair values of financial instruments

Since the majority of the Company and its subsidiaries' financial instruments are short-term in nature or carrying interest at rates close to the market interest rate, their fair value is not expected to be materially different from the amounts presented in the statement of financial position.

30. Capital management

The primary objective of the Company and its subsidiaries' capital management is to ensure that it has appropriate capital structure in order to support its business and maximise shareholder value. As at 31 December 2016, the Group's debt-to-equity ratio was 0.16:1 (2015: 0.14:1) and the Company's was 0.18:1 (2015: 0.15:1).

31. Events after the reporting period

On 1 February 2017, the Company registered a new company, Plan B Online Company Limited, to the Department of Business Development in order to provide mobile software application for user to plan their trip especially for public transportation. The Company holds 49,997 common shares of Plan B Online Company Limited (equal to 99.99 percentages of issued and paid-up shares of that company).

32. Approval of financial statements

These financial statements were authorised for issue by the Company's authorised director on 15 February 2017.



MOVING EXPERIENCE

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