



SET Awards 2025

Sustainability Excellence

11 September 2025



Sustainability journey

since 2005 from foundations for growth

Establishing sustainable foundations

- Listed on SET100 and part of the MSCI Thailand Index
- 100-point AGM Checklist
- Excellent CG scoring

Advancing ESG leadership

- THSI Award
- Sustainability Disclosure Award
- 100 points AGM Checklist
- Excellent CG scoring
- SET ESG Rating: AA
- ESG100 recognition

2005-2014

2015

2016-2019

2019-2023

2024 onwards

Building foundations and expansion

- Prepared for and studied the importance of ESG to enable structured governance

Strengthening governance & integrity

- CAC Certified
- Top 70 ASEAN CG Scorecard
- ASEAN Asset Class Publicly Listed Companies
- 100 points AGM Checklist
- Excellent CG scoring

Scaling ESG for future growth

- SET ESG Rating: AA
- ESG100 recognition
- 100 points AGM Checklist
- Excellent CG scoring
- CAC Certified

Awards and recognitions



Excellent Corporate Governance
2015-2024



สมาคมส่งเสริมการลงทุน
THAI INVESTORS ASSOCIATION

100-Point AGM Checklist
2015-2022, 2024



Collective Action Against Corruption Certified
2016-2027



Top 70 ASEAN CG Scorecard and ASEAN Asset Class Publicly Listed Companies
2018-2019



Thailand Sustainability Investment
2021-2022



SET ESG Ratings 'AA'
2023-2024



ESG100
2023-2024

Three-pronged sustainability strategy

Creating long-term value for stakeholders, society, and the environment through sustainable growth



STRONGER ECONOMY

Driving sustainable growth, strengthening partnerships, and diversifying for long-term value creation

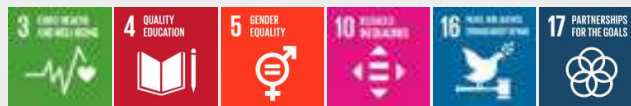
- **Expanding media scale** – grew capacity by 16.5% CAGR since 2015, with target ~10% annual growth ahead
- **Delivering strong performance** – consistent improvement in revenue, NPAT, ROA, and ROE since listing
- **Accelerating diversification** – adjacent business rising from ~10% of revenue in 2015 to ~20% in 2024, reinforcing long-term resilience



BETTER SOCIETY

Creating social and community value by fostering trust and improving quality of life in communities

- **Promoting equality & diversity** – balanced gender representation, with ~15% LGBTQ+ inclusion across workforce
- **Strengthening social impact** – contributed ~THB 30mn in financial support, ~THB 200mn in media value to foundations and social enterprise
- **Supporting charitable** – allocated media capacity to public benefit campaigns such as the Red Cross and animal welfare initiatives



MORE SUSTAINABLE ENVIRONMENT

Integrating environmental responsibility into our operations and innovations to reduce our carbon footprint

- **Reducing energy use** – 10% lower electricity consumption YoY, saving 6,910 Mwh in 2024
- **Cutting carbon at scale** – LED upgrades reduced 24 tons CO₂e in 2024, with further expansion in progress
- **Driving eco-innovation** – exploring renewable energy and sustainable OOH technologies (study phase)



Creating sustainable value across our value chain



Governance

- 100% compliance, CAC certified
- No gift / no bribery policy
- Zero PDPA or content-rule complaints

Social

- 2,000+ campaigns with 1,200 brands & 1,000 clients
- 3% ad space dedicated to social impact campaigns spanning 8 sectors
- 10 SMEs and social enterprises supported

Environment

- -9.1% GHG reduction YoY, on track for 2027
- 10% cost saving through LED upgrades
- Zero waste by 2030 with vinyl upcycling

“Embedding ESG in every stage of our value chain to deliver growth and trust”

01

Preparing for
economic uncertainty

Turning 2024–25 challenges into growth opportunities

Context (external)

Economy & policy

- Softer GDP; firms trim discretionary spend; borrowing costs remain high

Weak ad media spending

- Budgets shift to measurable/performance channels; CPM pressure

Lower consumption & high debt

- Shorter, promotion-led campaigns; value-seeking consumers; e-commerce still expands

Geopolitics & policy uncertainty

- New ESG/advertising rules, slower approvals, and border-risk volatility

Risks to Plan B

Shift to global platforms & ROI pressure

- Growing ad spend on Meta, Tiktok, YouTube → leakage of budgets outside Thailand
- Advertisers demand measurable ROI → risk to OOH premium CPMs if not proven

Economic headwinds

- Softer GDP and high household debt → advertisers cut discretionary budgets, focus on short-term promotions

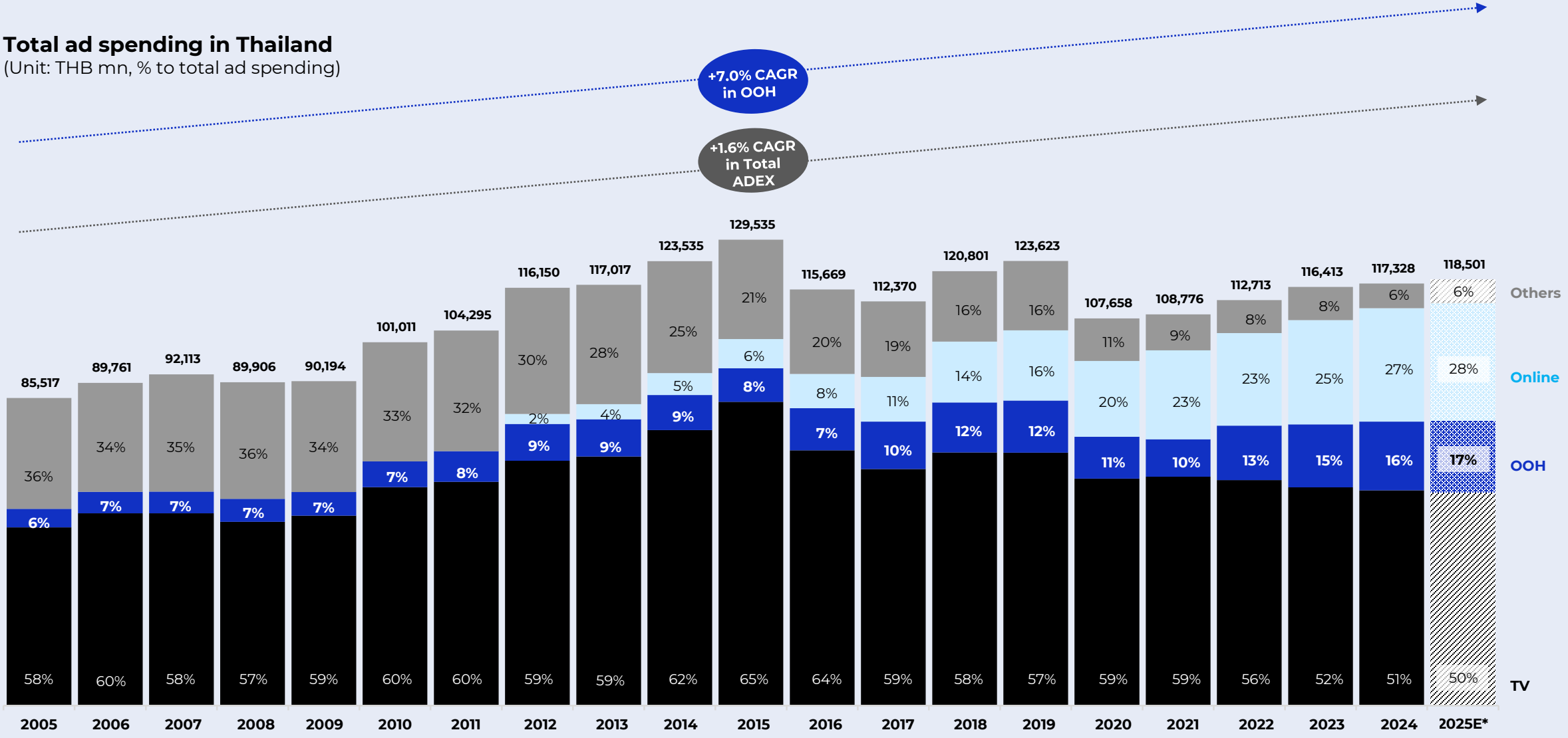
Regulatory tightening

- Stricter ESG/advertising rules and slower government approvals → higher compliance costs and longer campaign lead times

OOH, along with online, are the two media growing in a stagnant ADEX market

Total ad spending in Thailand

(Unit: THB mn, % to total ad spending)



Source: Nielsen and company data

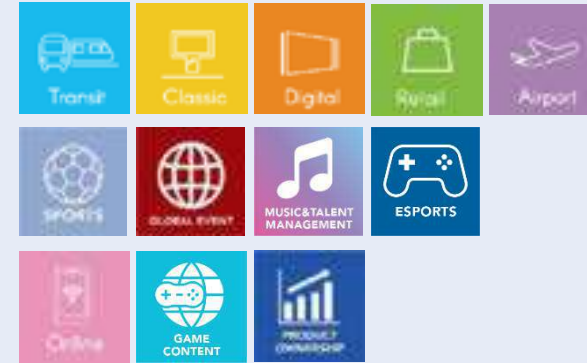


- LEVERAGABLE FROM PHYSICAL
- CREDIBLE AND RELIABLE
- UNSKIPPABLE BUT NOT INTRUSIVE
- NOT AN ALTERNATIVE ON-ROAD



Driving sustainable growth through OOH core strength and diversification

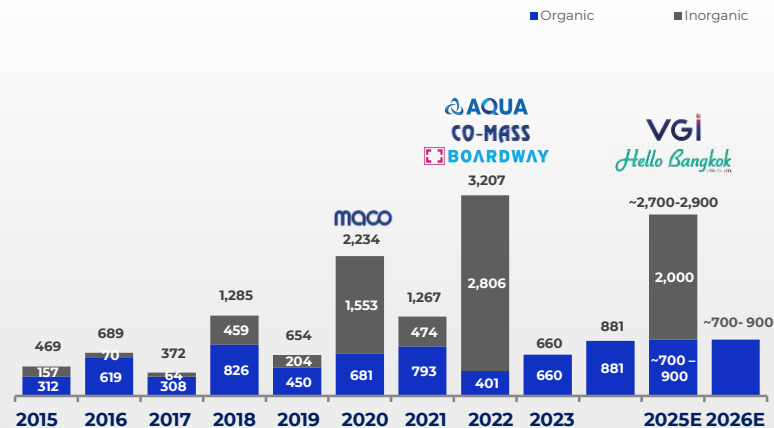
- 1 Core media:** Building diversified OOH media Network and expanding to new territories
- 2 Adjacencies media:** Exploring opportunities in Adjacencies media to enhance integration
- 3 Step-out opportunities:** Seek step-out channel to add to portfolio to leapfrog growth



Investing THB 500-1,000mn per year to strategically enhance media assets

CAPEX

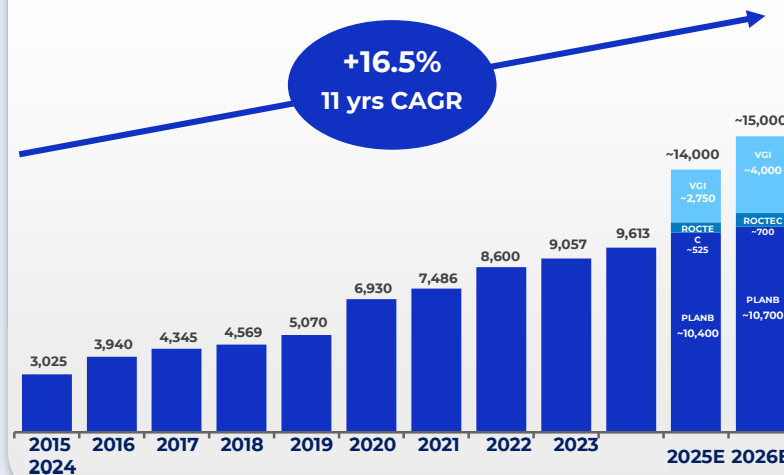
Unit: THB mn



Maximizing utilization and scaling operations to drive sustainable growth

Revenue capacity

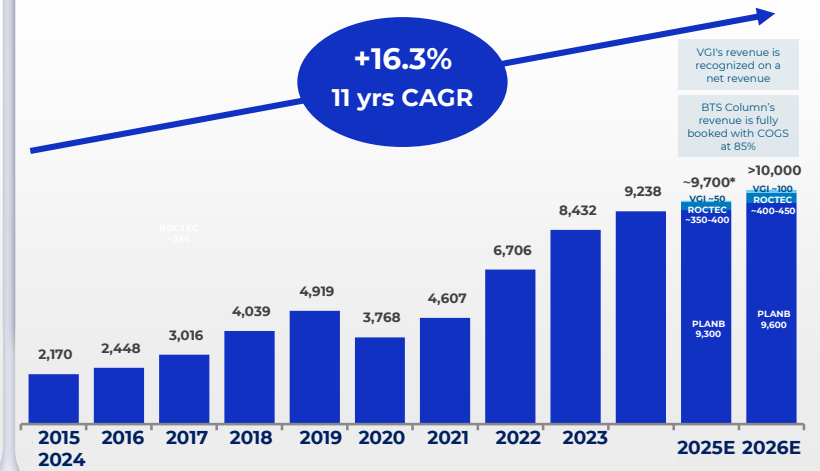
Unit: THB mn



Targeting double-digit growth to reach over THB 10bn in 2026 through consolidation

Total revenue

Unit: THB mn



Accelerating OOH growth through strategic acquisitions and partnerships



2019

Partnered with VGI to deliver integrated O2O and 360° advertising solutions



2020

Invested in MACO to gain 100% OOH media coverage



2022

Invested in Aqua Ad and Boardway Media to strengthen market leadership



2025

Unlocked missing pieces by managing VGI's assets

PLAN B's OOH Network – Unstoppable, Unmissable, and Everywhere

4

countries

• LAOS • SINGAPORE
• MALAYSIA • USA

77

provinces

17,367

locations

67,405

panels

1,177

brands

2,243

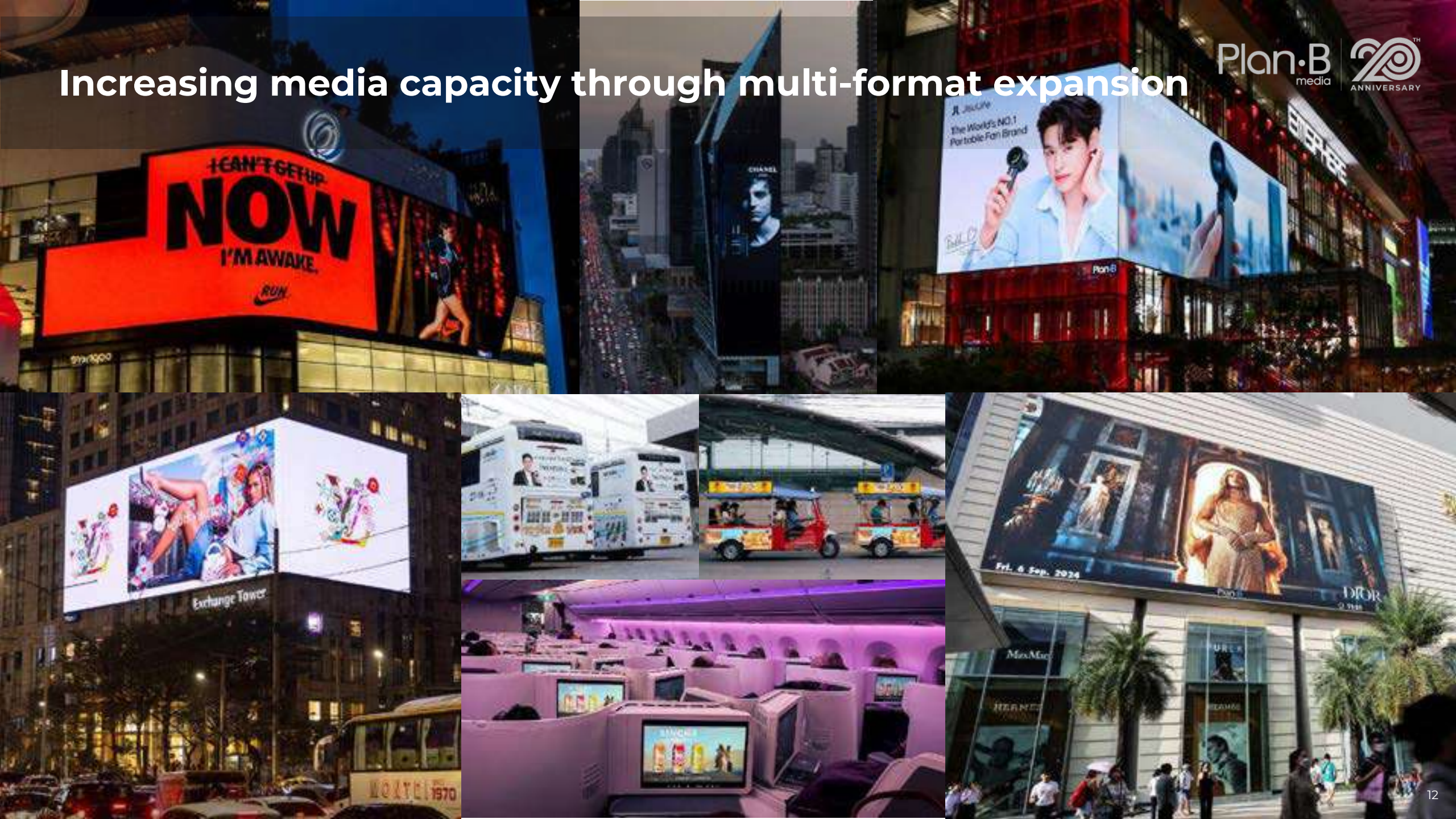
campaigns

Strengthening our media network through M&A and strategic partnerships



Green Line Sukhumvit Line - Silom Line	60 stations
Pink Line Chaengwattana - Minburi	30 stations
Yellow Line Latprao - Samrong	23 stations
Gold Line Iconslam	3 stations
	210 Buildings

Increasing media capacity through multi-format expansion



Maximizing existing contracts through strategic asset conversion



Maximizing existing contracts through strategic asset conversion



Identifying strategic locations and introducing new technologies

CENTRAL

WORLD 360°

A towering immersive screen
on the central lift at CentralWorld,
one of Bangkok's most iconic
and high-traffic shopping destinations

Identifying strategic locations and introducing new technologies

Experiential Engagement

Plan.B
media



NEXTOPIA

Immersive LED sphere at Siam Paragon

Craft a 360° brand experience that creates **'wow moments'**

PDOOH: data-driven precision, OOH-scale impact

One-to-many media
with precision of digital



Latitude : 13.7641012
Longitude : 100.5423402
Time : 8:00 am

Audience exposure – GPS data identifies devices near the screen during ad displayed

Who saw the ad – location data pinpoints audiences exposed during each campaign

Audience insight – detects nearby devices to measure ad exposure accurately

Time & location tracking – each ad is logged with exact time and location

Ad delivery insights – captures timestamp and geo location for every display

Precise tracking – every ad impression is logged by time and place



PDOOH
Programmatic DOOH



Smart
budget use



Precise
targeting



Agile
execution

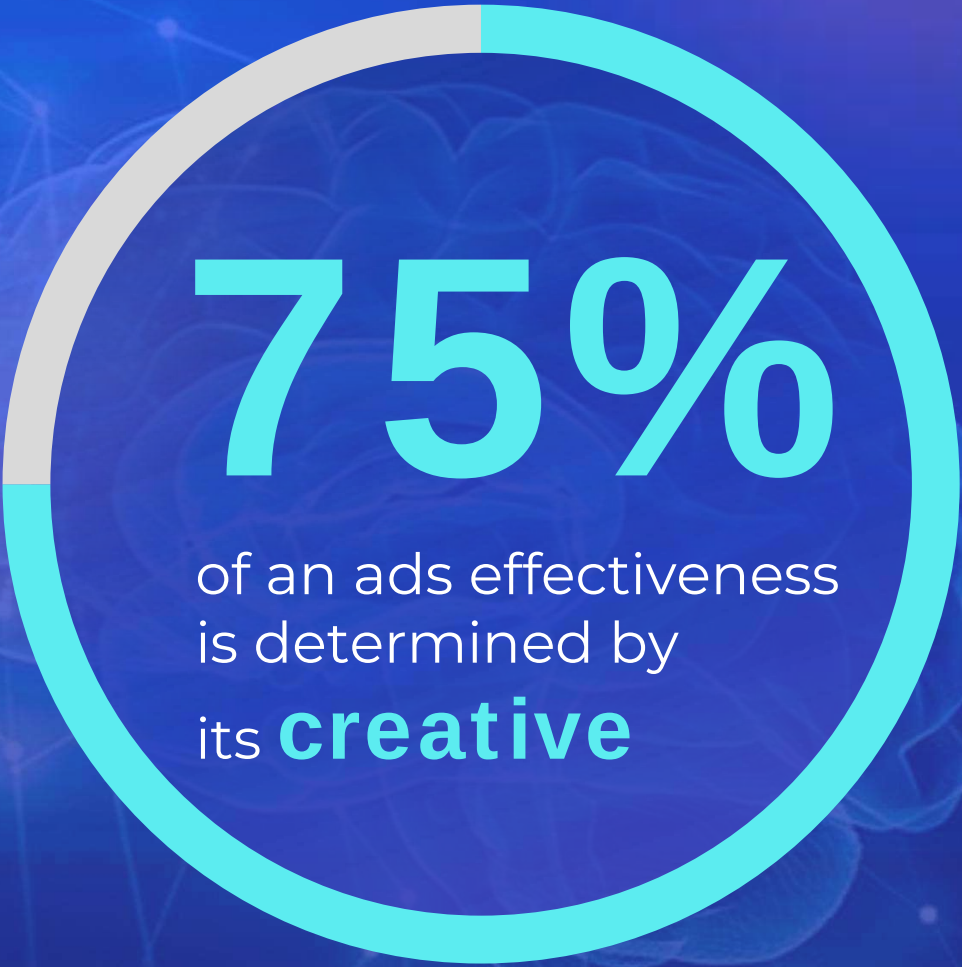


Proven
ROI

**2024 PDOOH revenue: ~THB 20mn |
+50% target in 2025, +200% by 2030**

Why OOH is growing

Creativity enhances ad effectiveness through the insights of neuromarketing



75%

of an ads effectiveness
is determined by
its **creative**

Thailand Implication

The key effective creative tactics for OOH media in Thailand



EVOKE EMOTIONS
[PRESENTER]

46%

portray something
clever or funny



MEMORABLE HEADLINES
[CLARITY / STORYTELLING]

30%

have a simple design,
few words & are easy to read



THE PSYCHOLOGY OF COLOR
[BRANDING]

17%

are colorful & vibrant



VISUAL ELEMENT
[BIG & BOLD]

8%

your ad captures attention and people
observe key objects of interest

CHANEL THE PREMIÈRE WATCH

THAILAND, 2024

Campaign Mechanics:

Chanel reinforces its premium status by combining Jennie's ambassador role with striking 3D OOH advertising. This strategy captures attention with its visual impact, appealing to younger audiences while strengthening brand loyalty among existing customers.

MEDIA

- The District EM
- PARC Paragon The 90 Degree & Interchange 21

NESCAFE BLEND & BREW

THAILAND, 2024

Campaign Mechanic:

- Nescafe Blend & Brew's new OOH campaign leverages its iconic red and creative visuals for maximum impact.
- The simultaneous screen freeze on Plan B TV channels during prime time, coupled with the "อร่อย ทำถึง" tagline
- collaborations with popular characters and celebrities, has sparked significant social media buzz.

Special Technic:

Freeze the screen on PLAN B TV from 7:30-8:00 AM.

MEDIA

- Plan B TV
- Plan B TV Nationwide

Source: Plan B Media 2024



**Emotions
subconsciously
drive decision-
making**



Discover the power of OOH advertising, delivering solutions for brands in a wide range of industries

Galaxy Z Flip5



Join the
flip side

01

How OOH media builds brand equity with a focus on loyalty-driven consumers

18% OOH media contributes to driving **brand loyalty**

60% felt the urge to "experience the brand for real" by visiting the store after seen OOH ad

Source: Digital media tracking 2025, Blue Eagle Eyes

เรื่องผิว
เห็นผล



Dr.PONG+

02

OOH media creates **strong impact for beauty brands**, with success driven by creative, content, messaging, tagline, and presenter

49% consider the presenter a key factor in their decision to purchase

Source: OOH media communication tracking by Ipsos 2024



Dr.PONG+

03

Understand Gen Z insights and exposure with OOH media

96% consider OOH is the most **trustworthy** channel

BTS Green line commuters are premium profile with high spending power with HH income ~159,000 THB/month

Source: Nielsen Research: Study on Luxury Products 2024, BTSummers 2024

Plan B



CHANEL

04

EV brands turn to OOH not only for awareness, but to build trust and image

133% rise in EV OOH ad spending from 2023 to 2024, powered by static billboards capturing 100% share of voice and enhancing brand image

Source: Plan B ad spending 2024

BYD NO.1



05

O2O campaign
Seamless linkage between offline & online: TikTok partnered with Plan B to create a safe space for gender equality

The campaign is **driving powerful engagement** for more than **3,000+ participants** and **244 million views** within a month

Source: Your Space campaign, 2023



MUAY THAI

“THE FASTEST GROWING SPORT”

Plan.B
media



 RAJADAMNERN
STADIUM

RLS

RAJADAMNERN WORLD SERIES

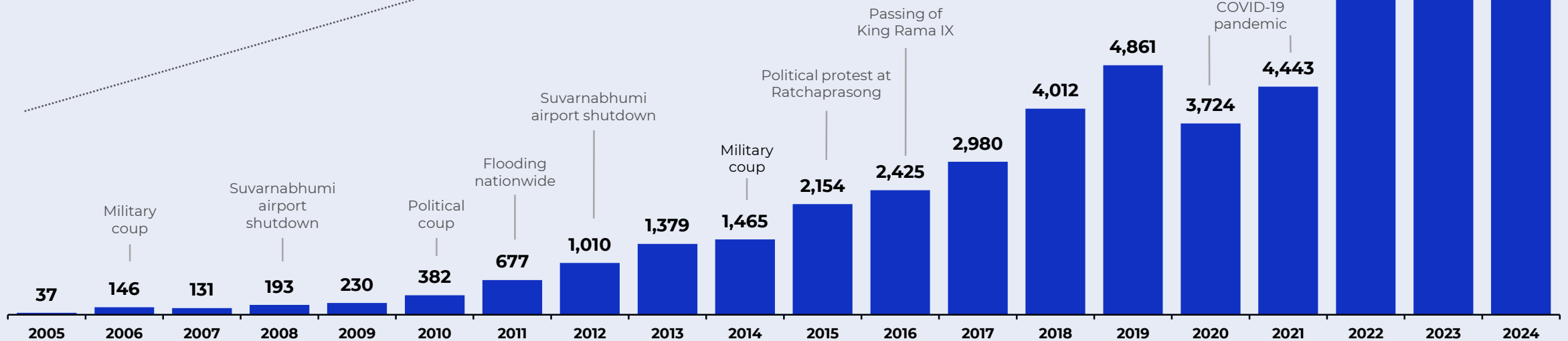
WORLD'S FIRST IMMERSIVE MUAY THAI



years of sustainable growth through volatility

Revenues from sales and services

(Unit: THB mn)



+33 CAGR over the past 20 years



Integrating ESG into business growth

Target	Business strategy	Sustainability strategy
Short term	• Maintain ≥75% media utilization, OOH ~80% of revenue • Adding new media capacity 5-10% annually to expand coverage and revenue base • Grow engagement & performance marketing to >20% of revenue • Implement AI & programmatic solutions to enhance media planning, pricing, and operational efficiency	• 15% GHG reduction via LED upgrades • 10% cost saving from energy efficiency & automation • Renewable energy study – solar, PPAs, I-RECs
Long term	• Increase OOH market share to >20% by 2035 • Explore international expansion • Strengthen adjacencies to 20–25% of revenue • Scale AI & data analytics for productivity, customer insights, and revenue optimization	• 30% GHG reduction by 2035, toward net zero 2065 • Zero waste by 2030 via recycling & upcycling • Eco design asset – low carbon, safe, and sustainable



02

Preparing for
climate change

How Plan B impacts climate and how climate impacts Plan B

Company impact on climate change (inside out)

- Greenhouse gas emissions
- Non-renewable energy usage
- E-waste & materials lifecycle
- Air & light pollution
- Physical climate risks (*floods, storms, heat impact*)
- Social license to operate (*widely recognized by investors & regulators*)

Climate change impact on the company (outside in)

- Energy costs
- Regulatory compliance
- Reputation & market demand
- Supply chain disruptions
- Insurance costs
- Technology shifts
- Physical risk to media assets (*flood, storms, heat*)
- Investor & lender pressure



Climate change impact on Plan B (outside-in)

1

Risks

What Plan B faces



- **Energy costs volatility** – tariff hikes, demand charges (digital OOH)
- **Reputation & market demand (ESG)** – growing client requests for carbon data & brand-safety
- **Physical risk to assets** – flood/storms/heat affecting OOH structures
- **Regulatory compliance** – new ESG/IFRS disclosure rules, brightness limits

2

Opportunities

Upside from climate response



- **Lower OPEX** – “Green OOH” positioning by reducing electricity cost
- **ESG-labelled inventory** – lean energy, low-power screens, carbon reporting
- **Better insurance terms** – lower risk from preventive maintenance
- **First mover credibility** – early compliance with IFRS disclosure

3

Strategic mitigation

How Plan B manages risks

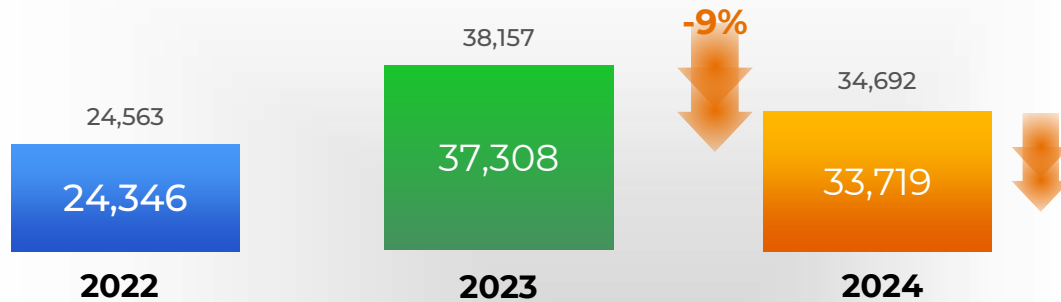


- **Upgrade to energy-efficient LEDs & smart dimming**, adopt solar where feasible
- **Bundle ESG-labelled media packages** (carbon reporting, brand-safety, renewable disclosure)
- **Strengthen site resilience** - climate-risk screening & preventive maintenance
- **Align disclosures with IFRS** - centralize carbon data, apply internal carbon pricing, seek assurance

GHG reduction progress and Net Zero targets

Greenhouse Gas Emissions

(Unit: tons CO₂e)



Reduction of greenhouse gas emissions from business operation

(Unit: tons CO₂e)



Note: The company has moved office to Plan B Tower since 2023

Target

Reducing GHS emissions
by 30% within 2035
compared to base year

Carbon Neutral
by 2050

Net Zero
by 2065

Short-term goal (2025)

- ≥10% GHG cut vs. 2024 baseline
- GHG <31,000 tons target

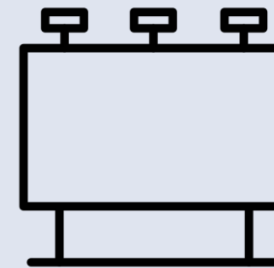
Long-term goal (2025-2030)

- 5 - 10% reduction scope 1 & 2
- LED & solar transition (partially)



7,321
KgCO₂e

813
mature trees
(aged 10 years)



Total
53,393
sq.m.

Improving the efficiency of advertising screens in 2022-2024



THB 6.8 mn

reduction in maintenance and electricity costs in 2022-2024



154.8 tCO₂e

reduction in greenhouse gas emissions in 2022-2024

Circular economy and community impact

Awareness & Behaviour change



60 Earth Hour

60 Earth Hour

- Plan B joined 190 countries, promoting energy saving and climate action



PLANB X COWAY Collaboration

COWAY Collaboration

- 200 reusable bottles for employees → reduce single-use plastic, conserve resources, engage staff in sustainability culture

Impact: Build awareness, reduce energy & plastic waste, reinforce Plan B as a responsible media operator

Circular economy & Measurable results



Upcycling vinyl for communities



Upcycles vinyl for the community

- Convert unused vinyl into community products, support local livelihoods, reduce landfill

Vinyl donation program

- >23,668 sq.m. donated → equivalent to diverting 12 tons of vinyl from landfill

Emission reduction

- 137 tons CO₂e avoided through recycling and upcycling

Impact: Extend media lifecycle, reduce GHG emissions, create social & economic value for communities

Climate risk management & long-term strategy

Target	Mitigation cut emission & energy cost	Adaptation protect asset & continuity	Governance & Disclosure
Short term	1 ≥15% GHG reduction vs. 2024; 10% cost savings from green initiatives 2 Upgrade LED & smart controllers, brightness scheduling; pilot solar at selected sites 3 AI-driven media planning & pricing* 4 100% ESG screening for critical suppliers & green specs for screens/components* 5 Launch Green Media Packages* with carbon reporting and brand-safety	Strengthen BCP & insurance for climate-related events Zero-incident safety target; SOPs for rain/heat conditions for employees & contractors	Board oversight*: ESG/Risk Committee steers GHG, utilization, and safety KPIs (linked to management incentives)
Long term	1 ≥30% GHG reduction by 2035 2 Scale renewables & efficiency*: wider onsite solar; continuous LED upgrades 3 Circular economy, vinyl recycling & component reuse 4 Climate finance*: internal carbon pricing sustainability linked financing	Location strategy*: Favour low-risk sites, apply climate data to asset siting Water resilience: reuse/recycle water in maintenance to mitigate drought risk	Transparent reporting*: Publish progress on kWh /GHG/RE%/uptime; obtain external assurance Climate-related disclosure*: IFRS Sustainability and Task Force on Climate-Related Financial Disclosures

* Exploring new initiatives to advance ESG value

03

Preparing for
AI era

Turning AI into growth, productivity, and innovation

1 Outcomes we want

Grow revenue streams

Enhance efficiency & productivity

Optimize resources

Improve client service experience

Drive continuous innovation

2 How we deliver (key levers & initiatives)

- Magnetic Measurement & audience analytics (AI + CCTV + deep insights)
- Programmatic DOOH → dynamic pricing, automated buying, ROI optimization
- AI-assisted planning & scheduling → faster media allocation
- AI passport → streamline workflow & campaign setup
- RPA & integrated workflows
- Smart energy management for LED billboards
- Predictive maintenance, vendor & contract optimization
- AI-powered Chatbots & automation
- Digital contracts (e-signatures)
- Test-and-learn pilots
- Partner co-development
- Immersive format

3 Impact / KPI

- ≥75% utilization as baseline, with upside from AI & programmatic optimization
- 30% faster planning time
- Higher productivity per employee
- Reduced dependency on manual workforce
- Improved energy efficiency
- Optimized asset lifecycle
- Reduced downtime
- Service level agreement (SLA) ≥95%
- 20% faster response time
- 2-3 new AI-enabled products annually
- Incremental revenue from new solutions

MAGNETIC^{2.0}

An advanced DOOH measurement tool delivering precise, real-time audience insights



PLAN

with complete overview of media combination in a campaign



LOCATE

where target audiences are



IMPROVE

content based on target audiences profile for better communication



SPEND

for expectable outcome

PHASE 1.0

MOBILE GEOLOCATION

Using telco mobility data and subscriber attributes to evaluate OOH audience



Identifying visual range and orientation within a 50x50m grid area



Eyeballs



Grid Reach

Add insights from mobile-based Affinity Attribute Data



Payments



Downloaded Apps



Online behavior

PHASE 2.0

AI TECHNOLOGY and CCTV

Leverage CCTV capture data in real-time with an AI analytics system to learn audience insights

DEEPER ANALYSIS OF DATA



OUTCOMES THAT ENSURE ACCURACY



Eyeball



Reach



Profiling



Exposure Time

REAL-TIME INTERACTIVE DASHBOARD

for personalized media planning and campaign performance report



AI & CCTV



Driving efficiency, productivity and empowerment with AI

Reducing costs

Streamlining operations with automation to cut manual work and expenses

- **Automating electricity bill** → reduces processing time by ~80% and eliminates errors
- Estimated impact: **THB 3-5mn annual saving in utilities and process costs**

Enhancing Productivity

Using AI to handle repetitive tasks, enabling focus on higher-value work

- **Robotic Process Automation (RPA)** → reduces ~5,000-10,000 manual hours saved annually
- **Database + Chatbot** (in development) → cuts employee inquiry response time by ~50%
- Estimated impact: **+15-20% productivity**

Empowering people

Unlocking potential through AI tools and learning programs to foster innovation

- **AI-First Culture Learning Program since 2023** → all employees trained in AI skills
- **AI Passport** onboarding 100% employees by 2025 for seamless AI adoption
- Estimated impact: **Reduce manual workforce dependency by ~20%**



Scaling AI adoption to empower people and boost productivity

Empowering people



AI-First culture learning program

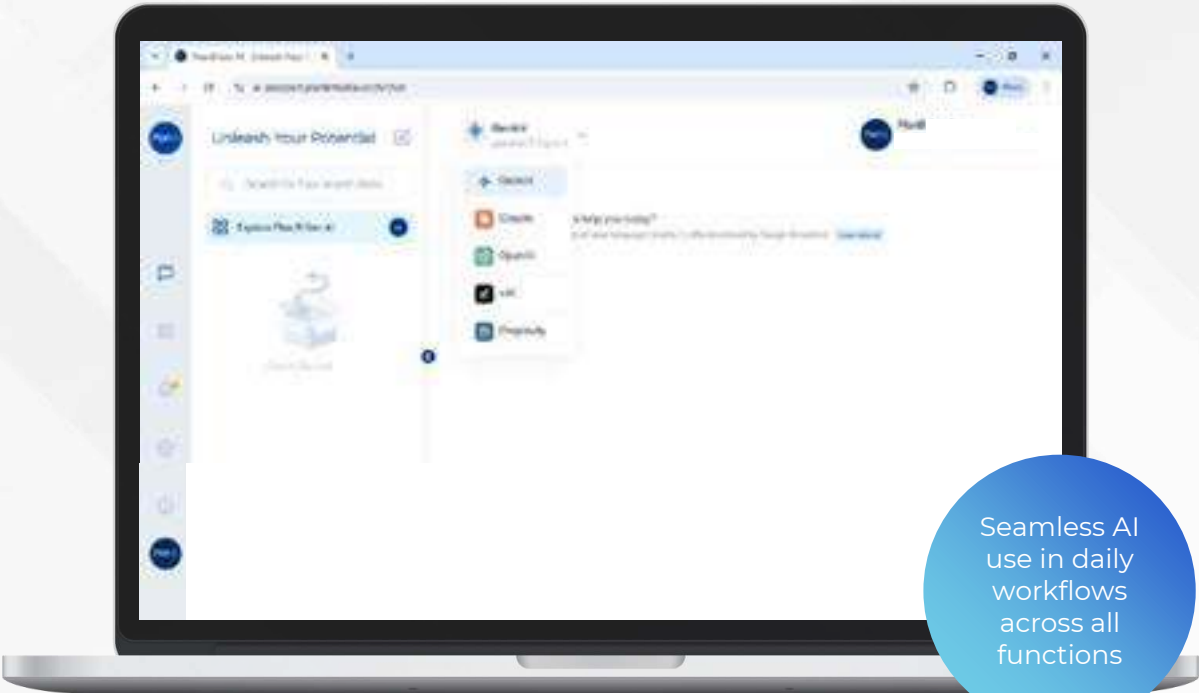
80%

employees scored above benchmark in post-training assessment

100%

Workforce trained in AI skills, ensuring organization-wide adoption

- **AI Passport rollout in 2025** will provide seamless access to top AI platforms for all employees
- **Employee adoption surged 5x YoY (170 → 931 users)**, reflecting cultural shift and strong demand
- Early results: **30–40% time saving** in reporting, campaign planning, and client servicing



Plan B Gen AI Passport



Gen AI Passport; all-in-one access to leading platforms, accelerating productivity and innovation

Boosting productivity, efficiency, and cost savings with AI

Enhancing productivity

Robotic Process Automation (RPA)

- Automating file rendering with RPA to cut turnaround time

~50%

faster work
completion

100%⁽¹⁾

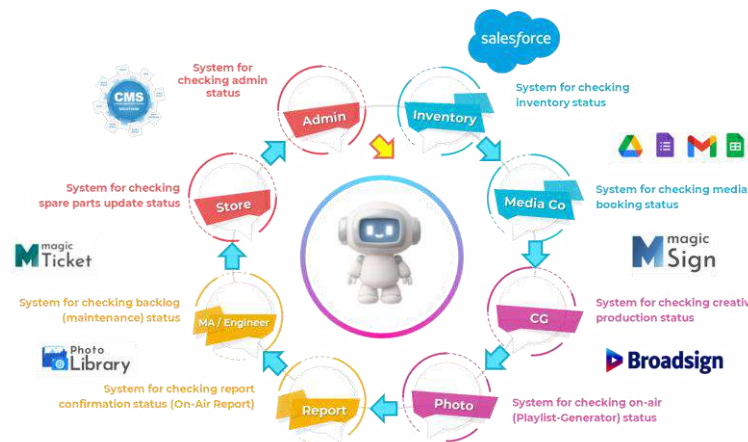
Human-
equivalent quality

Example of rendering time comparison

Project	User render	RPA render
Project 1	4 hrs	2 hrs 4 mins
Project 2	2 hrs 3 mins	1 hr 32 mins
Project 3	3 hrs	1 hr 28 mins
Project 4	2 hrs 35 mins	1 hr 15 mins
Project 5	2 hrs 45 mins	1 hr 10 mins

Database + Chatbot

- Integrating databases and AI chatbots for real-time access and faster decision-making
- Pilot in 2025, scaling across functions by 2026



Reducing costs

AI workflow automation

- Reducing processing time by ~80% and improving accuracy



AI impact across clients, people, and ESG



Clients & Partners (Customer ROI + Operations)

- **AI automates planning & reporting** → faster, more transparent client ROI
- **AI verifies brand safety** → reduces risk of inappropriate placements
- **AI pilots high-efficiency LEDs / renewables** → supports asset partners & cuts Scope 2 emissions



People & Communities (Social impact + Productivity)

- **AI Passport empowers employees** → faster, more efficient work
- **AI-enabled SOPs & chatbots** → quicker answers, fewer handoffs, better client service
- **AI enables accessibility & localization** → inclusive communication for wider audiences



ESG & Governance (Sustainability & Compliance)

- **AI Strengthens ESG reporting & audit trails** → better compliance and transparency
- **Detects anomalies in invoices/Pos** → reduces fraud/errors
- **Support decarbonization** → smarter energy use, workforce upskilling



04

Preparing for
what matters most

Key materiality: Community and social development

Objectives

Use Plan B's OOH media to create a positive social impact in health, safety, education, and sustainability

Indicators

- % of OOH media for social campaigns
- Number of campaigns
- People reached / impact uplift

2024 Results

- **3% OOH ad space used for social campaigns**
- **50+ campaigns** with NGOs & partners e.g.
 - Thai Red Cross 3% Blood Donation Campaign
 - Talkable Bus Shelter accessibility initiative
 - Bangkok Jams traffic information program
- **20m+ people reached nationwide** (measured via Magnetic Measurement audience analytics)

Action plan

2025 Plan

- **Maintain ≥3% OOH capacity**
- **Expand vinyl upcycling** >25,000 sqm, 10+ groups

By 2030 vision

- **Dedicate ≥5% of OOH capacity** as "Social Media Bank"
- **Standardize impact measurement**

“

Leverage low-utilization windows for public campaigns without impacting commercial bookings, using clear and accessible formats, and report measurable outcomes

”

We create a better quality of life

Collaborating with the government to enhance public services and create positive change in communities and the environment.

Smart bus shelter

Estimate time of arrival (ETA) system, Free Wi-Fi, Mobile charger, Bus line and CCTV for commuter.



Real-Time Traffic & Air Quality Updates

Displaying live traffic and PM measurement data across Bangkok



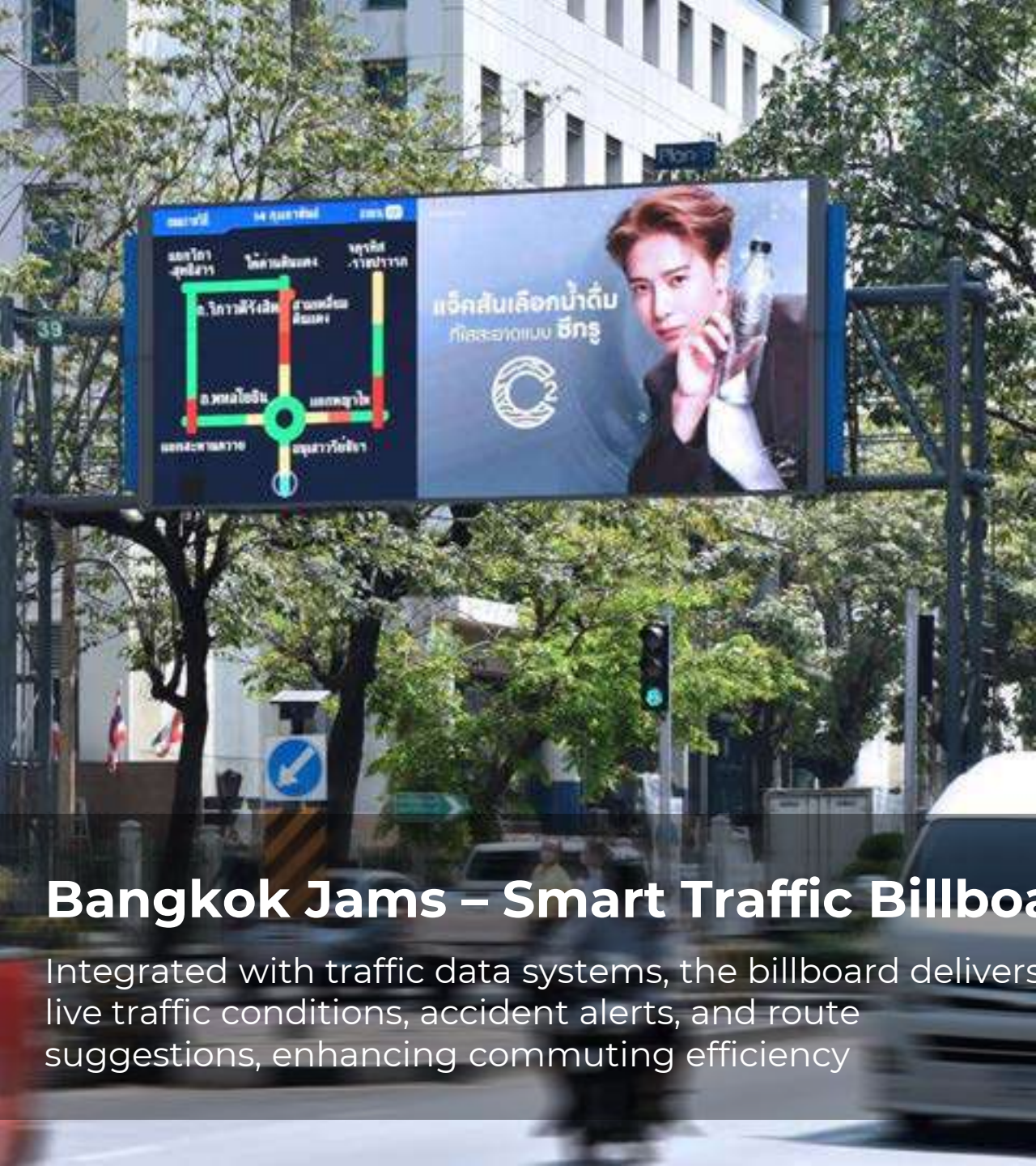
Ultimate Airport Convenience

Mobile charging stations at Suvarnnabhumi airport and Don Mueang airport.



Smart Bus Shelter

Plan B's smart bus shelters transform traditional waiting areas into connected, safe, and commuter-friendly urban spaces that also serve as valuable media and communication platforms



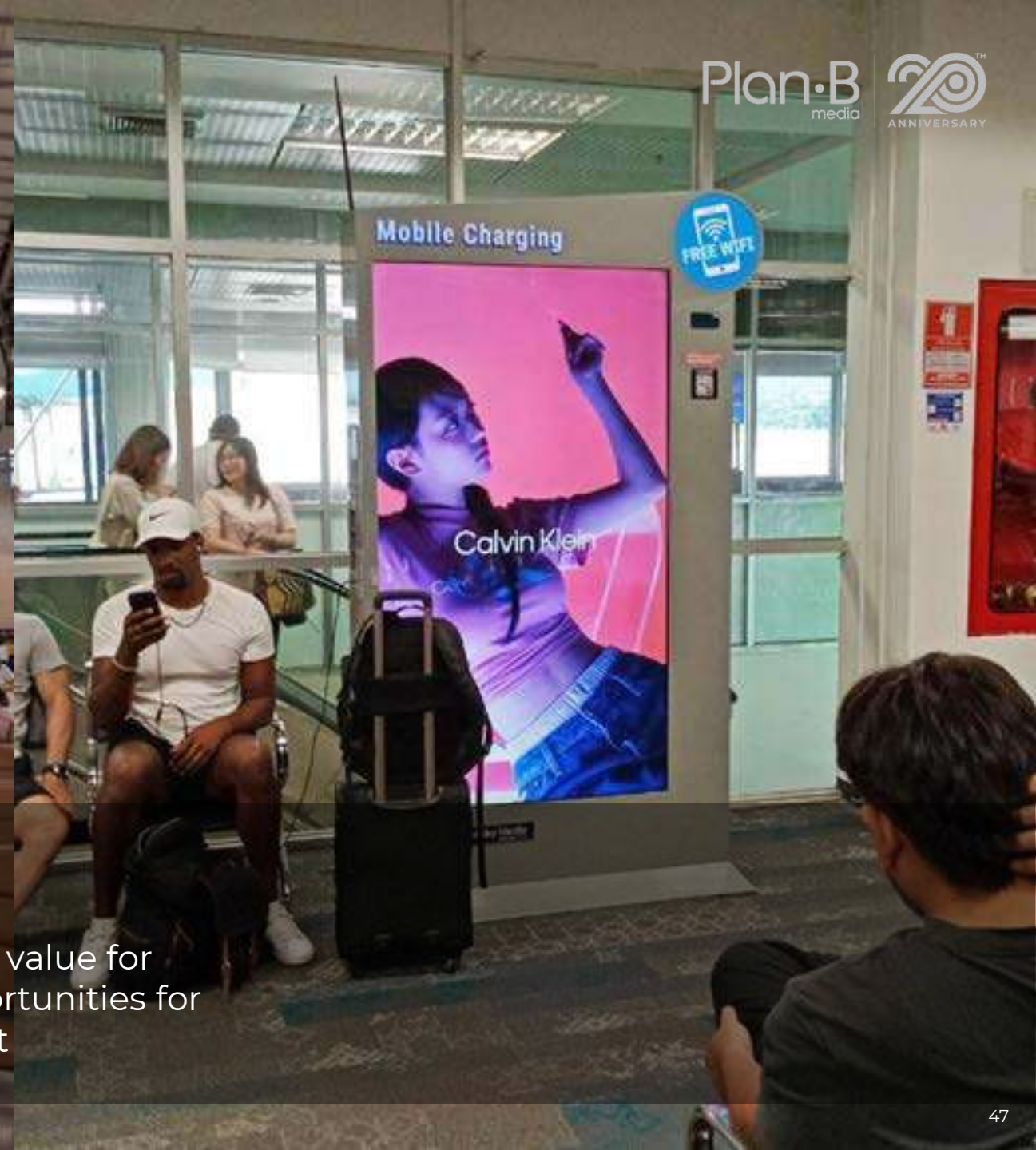
Bangkok Jams – Smart Traffic Billboard

Integrated with traffic data systems, the billboard delivers live traffic conditions, accident alerts, and route suggestions, enhancing commuting efficiency



Mobile charging station

Plan B Media's airport charging stations deliver practical value for passengers while creating high-impact advertising opportunities for brands, combining utility with visibility in one touchpoint



PLAN B MEDIA : Giving Back to Society

Corporate Activities



Collaborative Innovation for Public Good



Media Donations for Public Awareness



Empowering Community Engagement



Plan B × Thai Red Cross: 3% red ads for blood donation



ผู้บริจาคเลือดวันนี้มีเพียง **3%**
ของผู้สามารถบริจาคเลือดได้ทั่วประเทศ

Plan B partnered with **the Thai Red Cross** and leading brands to dedicate 3% of ad space to boost blood donation awareness, reinforcing our commitment to community health, social impact, and public-private collaboration



The Talkable Bus Shelter

80% awareness, 94% usage,
70% improved convenience, and 63% greater inclusivity





Open your heart, Open your home

Plan.B media 20th ANNIVERSARY



This campaign supports animal welfare by helping stray dogs and cats from the Pravat Animal Control Centre find new homes.

In collaboration with 4 partners



+600%

VISITOR TRAFFIC
ON THE ADOPTION PAGE

+400%

ADOPTION RATE



Generating



1,081M.

EYEBALLS

This campaign promoted through
over **650** outdoor screens
and in **1,200** 7-Eleven locations

CSR Campaign: #ฝากร้านผ่านจอ

Supporting SMEs by providing free advertising space for local restaurants, beverage outlets, and bakeries impacted by COVID-19, fostering community resilience and inclusive growth



CSR Campaign: #ถุงยิ้มได้ (Smile bag)

Plan B delivered over **30,000** care bags to COVID-19 affected individuals, supporting vulnerable communities and strengthening social well-being across Bangkok and other provinces





Honoring Thai heroes on 19,775 screens nationwide



A JOURNEY OF MOVING EXPERIENCES

Q&A



05

Appendix

Solid corporate foundation with fully integrated media network and good corporate governance

Stock Information (Data as of 5 Sep 2025)

SET Ticket	:	PLANB
Bloomberg Ticker	:	PLANB TB
Paid-up Capital	:	THB 460mn
Current Price	:	THB 5.05
52-Week High/Low (THB)	:	8.60 / 4.88
Market Capitalization	:	THB 23,231mn (USD 721mn*)

Performance and Achievement

2024 Revenue	:	THB 9,138mn (USD 284mn*)
2024 Net Profit	:	THB 1,050mn (USD 33mn*)
CG Report	:	
CAC Anti-Corruption Certification	:	Certified
SET ESG Ratings 2023 & 2024	:	'AA'
ESG100 in 2023 and 2024	:	Certified

* Exchange rate from Bank of Thailand on Sep 8, 2025: 1 USD = THB 32.22

Plan B Long-term Ecosystem Strategy

- 1 Core Media:** Building diversified OOH media network and expanding to new territories
- 2 Adjacencies Media:** Exploring opportunities in adjacencies media to enhance integration
- 3 Step-out Opportunities:** Seek step-out channel to add to portfolio to leapfrog growth



WE AIM TO EMPOWER BRAND MESSAGES AND CREATE A STRONG GLOBAL IMPACT

OOH MEDIA

CLASSIC
3,955 Panels

DIGITAL
735 screens

RETAIL
44,000+ screens

TRANSIT
2,600+ buses | 18 MRT Stations
300 Muvmi | 200 NCA buses

AIRPORT
28 airports | 68 aircrafts
16,570 screen | 2,755 panels

INTERNATIONAL
• LAOS • SINGAPORE
• MALAYSIA • USA

ENGAGEMENT

SPORTS

FOOTBALL

COMBAT SPORTS

GLOBAL RIGHTS

RUNNING

ESPORTS

ENTERTAINMENT

ARTIST MANAGEMENT

CONCERT & EVENT MANAGEMENT

LUXURY CARS COMMUNITY

OTHER CAPABILITIES

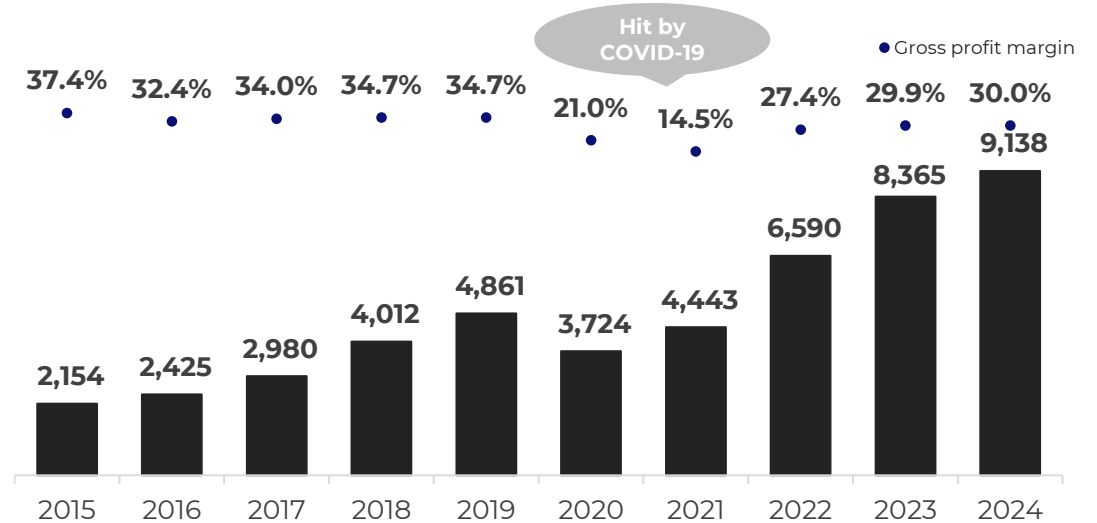
sunbeam creative

PLAN B PRINTING

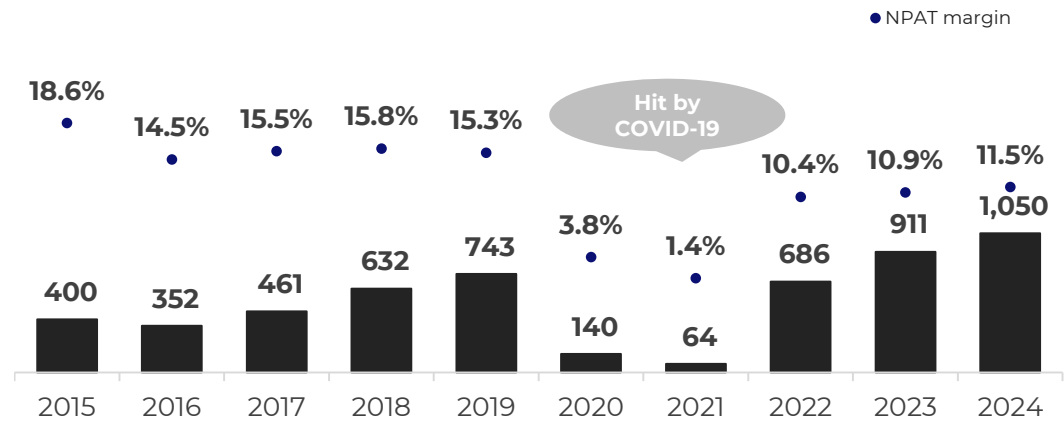
VIA BUS

PLANB sustains growth through market volatility since 2015 listing

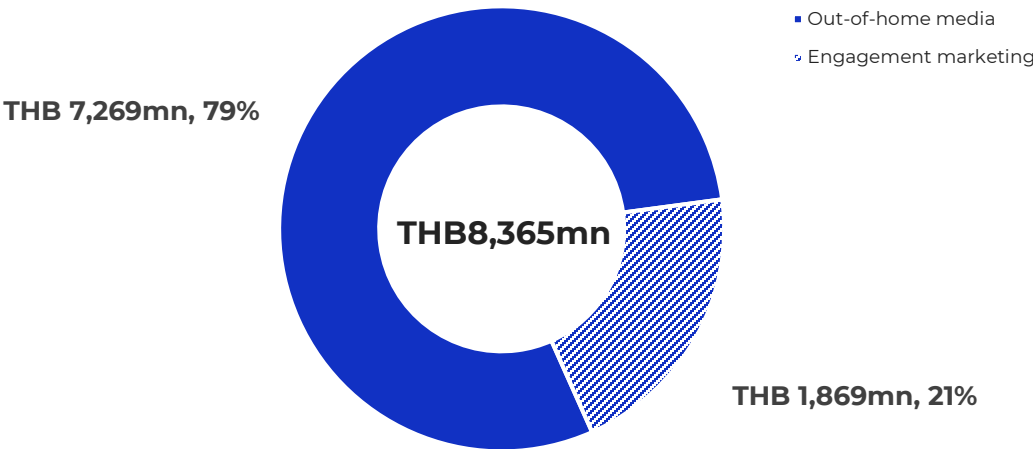
Revenues from sales and services (THB mn)



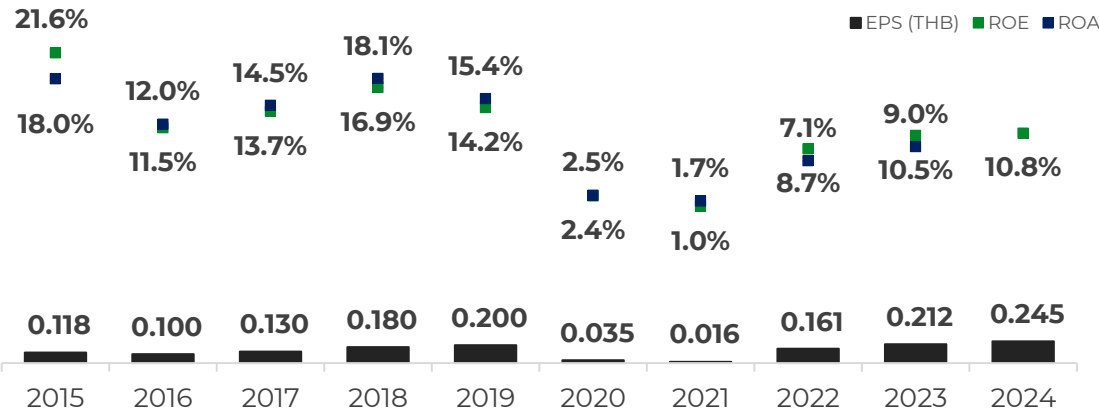
Net profit equity holders of the company (THB mn)



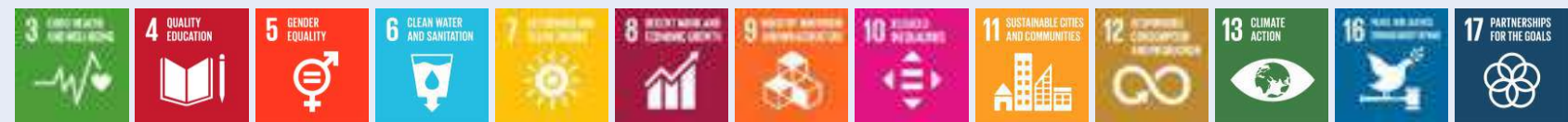
Contribution per segment FY2024



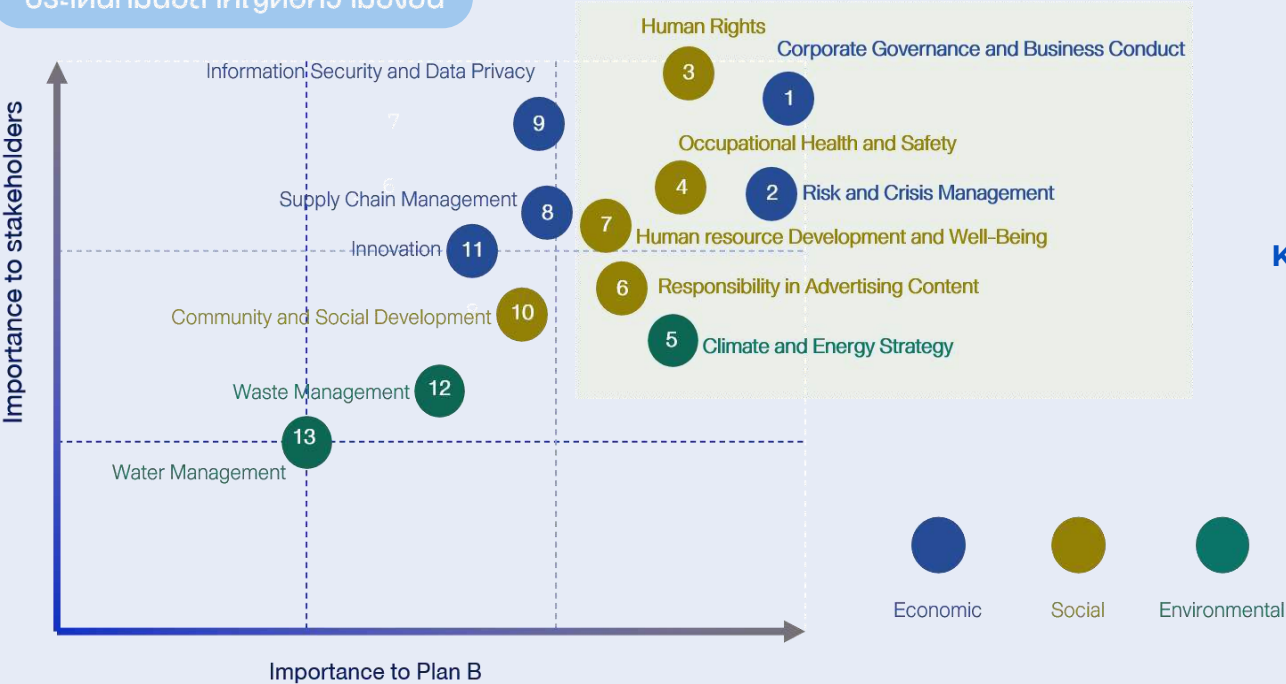
Strong ROE & ROA from pre COVID-19



Shaping a sustainable future with Plan B's 2025–2027 roadmap



ประเด็นที่มีนัยสำคัญต่อความยั่งยืน



7
Key Focus Areas
for the Next
Three Years

Key ESG targets for 2025–2027

- 1
Governance
100% compliance with ethic & anti-corruption policies
- 2
Risk
Zero major operational disruptions
- 3
Human rights
annual due diligence for 100% of suppliers
- 4
Safety
achieve zero safety incidents
- 5
Advertising
100% compliance with responsible content standards
- 6
People
≥90% employee engagement
- 7
Climate:
-15% GHG emissions; 20% LED upgrades by 2027

Plan B sustainability development goals

Environment – sustainable environment		Social – a better society		Governance and Economic – a stronger economy	
-10%	Reduce electricity consumption	100%	Company's operational staff and business partner receive safety training	Excellent	Corporate governance assessment
+10%	Reused of used advertising materials	Zero	Accidents	100%	High-risk Tier 1 suppliers must undergo proactive audits and continuous improvement
Zero	Achieve the zero waste to landfill	≥90%	Employee engagement	NO	Incidents of customer data leakage
-30%	GHG within 2035	≥90%	Average score of individual board members	100%	Employee attend business ethics training
Net Zero	By 2065	≥20 hrs.	Employee training hours per person	NO	Corruptions, bribery
-10%	Water consumption by 2031	✓	Diversify in the workplace	COSO-ERM2017	Framework
NO	Incidents of water leakage	✓	Support employee well-being	100%	Suppliers sign an acknowledgement of the supplier Code of Conduct
		>4.90	Customer satisfactions score out of 5.00	NO	Complaints from governments, agencies, clients
		100%	Employee train human rights and labour practices		





A JOURNEY OF MOVING EXPERIENCES

THANK YOU

