

PB – IR/18-00004

November 12, 2018

Subject: Submission of Financial Statements and the Management Discussion and Analysis of Plan B Media Public Company Limited (“the Company”) for the three-month period ended September 30, 2018 (“3Q18”)

To: The President
The Stock Exchange of Thailand

We are pleased to submit the following documents:

1. A copy of the Company Only and Consolidated Interim Financial Statements for the three-month period ended September 30, 2018 (a copy in Thai and English).
2. Management Discussion and Analysis (MD&A) for the three-month period ended September 30, 2018 (a copy in Thai and English).
3. The Company's performance report, Form F45-3 for the three-month period ended September 30, 2018 (a copy in Thai and English).

Please be informed accordingly.

Sincerely yours,

(Pinijsorn Luechaikajohnpan, Ph.D.)
Authorized Director

Company Secretary

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1. Executive Summary

1.1 Key Financial Highlights for 3Q 2018

- Total Revenue was THB 1,201.1 million, an increase of 52.3% from the same period of the previous year.
- EBITDA was THB 432.3 million, an increase of 45.4% from the same period of the previous year.
- Net Profit was THB 178.0 million, an increase of 18.6% from the same period of the previous year.

Unit: THB Million	3Q 2017	3Q 2018	% Change (YoY)
Total Revenue	788.6	1,201.1	52.3%
EBITDA	297.3	432.3	45.4%
Net Profit	150.1	178.0	18.6%

1.2 Summary of Other Important Details

- The Company's total revenue and net profit for the quarter were at the highest quarterly level since the Company's inception. Total revenue grew at a staggering rate of 52.3% from the same period of the previous year to top THB 1,201.1 million while net profit rose 18.6% from the same period last year to reach THB 178.0 million. The growth was derived from all media platforms especially digital media as revenue from the digital billboard at Central World was realized and 300 new digital billboards were added for airport media. The increase is also a result of the consolidation of financial statements of BNK48 Office Co., Ltd. ("BNK48"). The Company's media capacity growth of 13.4% for the third quarter of 2018 compared to the same period of the previous year was the result of media development to promote variety and media coverage expansion. The Company's utilization rates spiked to 74.4% despite continuously growing media capacity thanks to positive market responses to the media assets installed.
- The Company's net profit climbed 18.6% compared to the same period of 2017. Gross profit margin and net profit margin dropped to 35.6% and 14.7% respectively due to the recent acquisition of BNK48 Office Co., Ltd (BNK48). Even though gross profit margin of BNK48 was higher than the existing business, accounting standards require the Company to realize the whole revenue from BNK48 but only realize profit according to its shareholding structure. As a

result, net profit margin after deducting non-controlling interest stood at 10% which is lower than net profit margin of the Company's existing business.

- Other developments during the past quarter that further enhanced the Company's media platform and its capabilities in providing media services to address growing demand for media in the future are listed below.
 - The Company added esports content through collaboration with the Football Association of Thailand (FAT) and Konami Digital Entertainment Co., Ltd. who developed Pro Evolution Soccer 2019 (PES 2019) to launch Thai E-League Pro which is the first official esports league in Thailand.
 - Geofence packages were developed and offered to clients. The Company bundled its out-of-home media and online media in a package for sale in order to capitalize on the advantages of these types of media in enhancing effectiveness in consumer communication through more breadth and depth.
 - The Company expanded its out-of-home media footprint in Laos with advertising media development on 500 tuk tuk taxi in Laos.

The Company's outlook in 2018-2019

- For the last quarter of 2018, the Company estimated that overall media industry will continue to grow as the economic growth of Thailand is expected to be around 4.2-4.7%¹. Another positive factor is the election which is scheduled to take place during the first quarter of 2019. Therefore, the Company is confident that its diverse media offering and extensive media network together with its engagement marketing will meet marketing demands of product and service owners and the Company's growth will outpace the industry again.
- During the third quarter of 2018, esports content was added to the Company's portfolio as the Company was granted the right to organize Thai E-League Pro which is the first official esports tournament in Thailand. Consequently, the Company currently manages 3 categories of quality content i.e. sports, music and esports. All these content categories will address the needs of marketers in communicating with different target groups and help drive the Company's utilization rate.

¹ Source: The Office of the National Economic and Social Development Board

- The digital out-of-home media coverage in Bangkok and other provinces will be expanded.
- The Company will further develop its business through engagement marketing leveraging on sports content from the Football Association of Thailand, music content from BNK48 girl group and esports content from Thai E-League Pro to provide solutions for marketers that promote more effective consumer communication.

2. Economic and Media Industry Environment

In general, the Thai economy managed to sustain growth during the third quarter of 2018 thanks to various supporting factors including the export and tourism sectors. Exports continued to expand at a rate of 3.0²% compared to the previous year driven by growth in electronics, auto parts and chemicals exports. Despite negative impacts from the boat accident in Phuket that affected the confidence of tourists from China which is one of the major inbound tourist markets, the overall number of tourists still grew at a rate of 1.9³% compared to the same period in 2017. The consumer confidence index edged up from 67.5 during the last quarter to 69.6⁴ in the third quarter. Consequently, private consumption experienced moderate growth especially in durable goods where domestic car sales rose 21.2⁵% compared to last year. Overall private sector consumption expanded materially excluding non-durable goods (such as food and beverage) as the economy at the local level still posted low growth as it takes time for the Government's economic stimulus packages to reach low and middle-income populations. Once income is distributed to grassroots, private consumption expenditure is likely to enjoy solid growth. According to these favorable factors, the Fiscal Policy Office estimated Thailand's GDP growth for 2018 at 4.5% which is considered strong growth even though it is slightly lower than the growth rate of the first half of 2018 at 4.8%.

Given softer economic growth in the quarter, the advertising media industry expanded only mildly. Referring to data from the Nielsen Company (Thailand) Ltd., the value of advertising media industry in the third quarter of 2018 stood at THB 26,586 million, increasing slightly at a rate of 0.6% compared to the same period of the previous year. While TV media posted a strong growth rate of 6.2% compared to the same period last year, print media contracted by 16.4%. This is the key reason for the minor increase in the value of the overall advertising media industry. Out-of-home media's growth outstripped that of the overall

² Source: Fiscal Policy Office

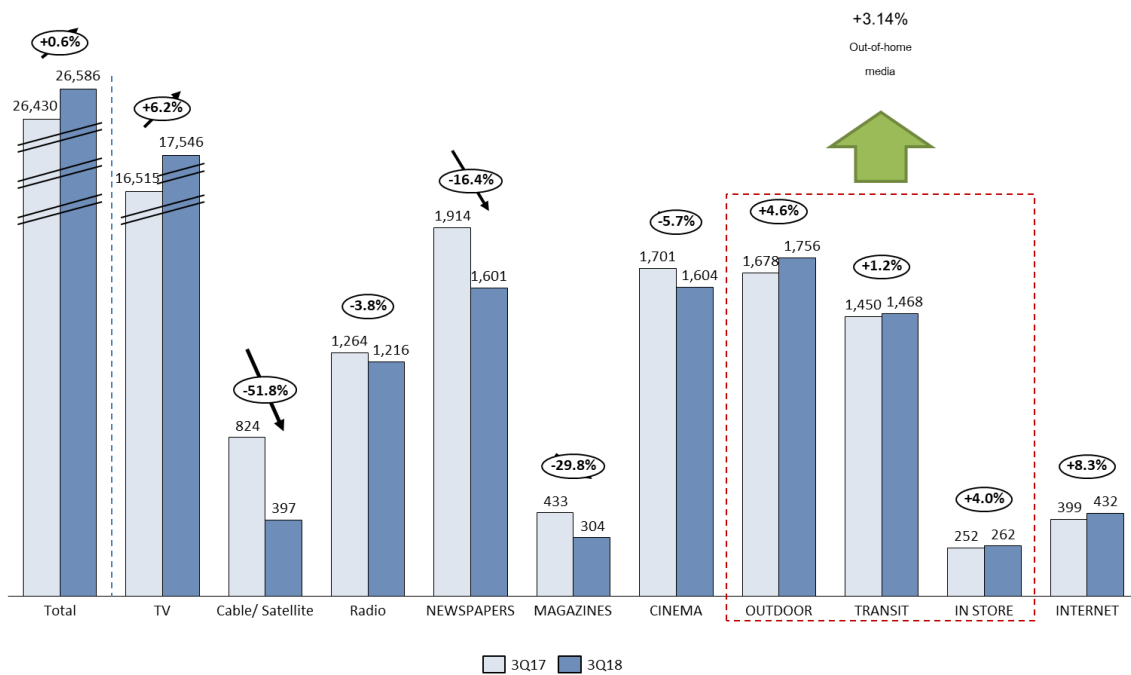
³ Source: Fiscal Policy Office

⁴ Source: Fiscal Policy Office

⁵ Source: Fiscal Policy Office

advertising media industry and recorded 3.1% growth compared to the same period of the previous year. Growth was driven by outdoor media, transit media and mall media that enjoyed 4.7%, 1.2% and 4.0% expansion respectively compared to the third quarter of 2017.

Even though the economy expanded at a lower rate and advertising media industry grew marginally, Plan B managed to attain strong growth with THB 1,201.1 million baht in total revenue, rising 51.6% compared to the same period last year. The Company's variety of platform offerings and coverage of out-of-home media together with engagement marketing adopted in its business expansion drove the Company's net profit to top THB 178.0 million, increasing 18.6% compared to the same period of the previous year. Revenue and net profit were at the highest level in the Company's history.



Overall Media Spending for 3Q 2017 and 3Q 2018⁶ (THB Million)

Spending for out-of-home media grew modestly at a rate of 3.1% during the third quarter of 2018 compared to the same period of 2017 while the overall advertising industry expanded slightly at a rate of 0.6%.

⁶ Source: The Nielsen Company (Thailand) Ltd.

3. Key Developments for 3Q 2018

Besides continuously developing its existing business of out-of-home media with diverse offerings and extensive coverage, the Company endeavours to enhance the effectiveness of its out-of-home media in reaching consumers through linking existing media and online media and providing quality content via engagement marketing. Key developments during the third quarter of 2018 are summarized below.

- Development of Geofence Package. The Company bundled its out-of-home media and online media together to bring out advantages of both media categories in promoting more effective consumer communication in both breadth and depth.



- The introduction of esports tournament under Thai E-League Pro. This is considered the first official esports competition in Thailand under collaboration with Football Association of Thailand and Konami, a leading game developer from Japan who created Pro Evolution Soccer 2019 (PES2019). The tournament will commence in November 2018 and Plan B will be responsible for managing the league. This can be considered further business expansion through engagement marketing apart from sports marketing and music marketing the Company already offers reflecting the Company's business strategy to invest in media platforms that are better able to reach consumers of all target groups.
- The expansion of out-of-home media coverage. During the third quarter, the Company extended its advertising media by adding 4 large-sized static billboards at Kabinburi intersection in Prachinburi, Pratunam intersection in Nakhon Ratchasima, Hospital intersection in Yasothon and Wanarom intersection in Ubon Ratchathani.

Samples of Billboards at Wanarom Intersection, Ubon Ratchathani

- Ongoing ASEAN expansion of out-of-home media. The Company continued to progress on its out-of-home media expansion in ASEAN and recently developed advertising media on 500 tuk-tuk taxi in Vientiane, Laos. This is to further enhance the variety and coverage of out-of-home media in Laos.

4. Summary of Performance

4.1 Service Revenue

For the third quarter of 2018, the Company recorded total service revenue of THB 1,194.2 million, a jump of 51.6% from the same period of the previous year thanks mainly to additional development of advertising media, especially digital media and airport media that each enjoyed solid growth. Furthermore, the consolidation of financial statements of BNK48 Office Co., Ltd. also contributed favorably to the performance. Revenue by type of media is detailed below.

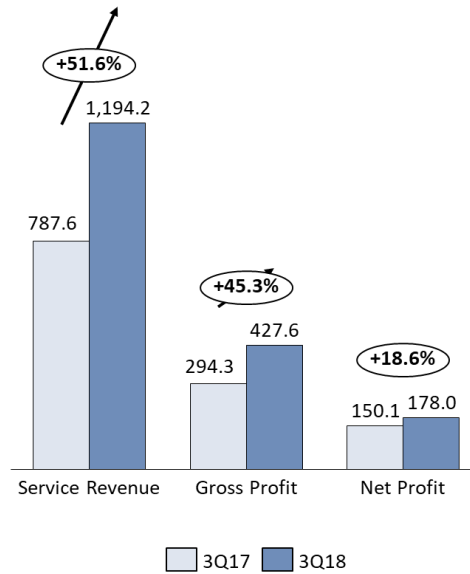
4.1.1 Revenue from static media rose to THB 225.3 million, equal to 7.6% growth compared to the same period last year. The revenue increase was driven mainly by expansionary economic conditions when marketers tend to use more static media to build brand awareness for their products and services so that consumers will remember brands which help them make purchasing decisions.

4.1.2 Revenue from digital media was THB 481.3 million, soaring by 38.9% over the same period in 2017. The growth came from the revenue realization of advertising media at Central World as well as improved utilization rates compared to the same period last year.

4.1.3 Revenue from transit media grew moderately at a rate of 7.6% from the third quarter of 2017 to THB 130.3 million in the third quarter of 2018 as the utilization rate improved from last year.

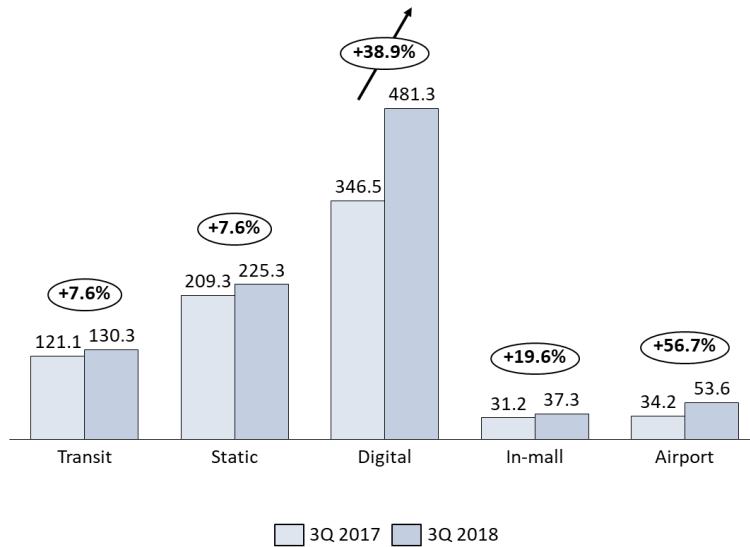
4.1.4 Revenue from in-mall media stood at THB 37.3 million, equal to a 19.6% increase from the same period last year. The growth was derived from higher utilization rates compared to the similar period last year.

4.1.5 Revenue from airport media jumped 56.7% from the same period last year to reach THB 53.6 million. This is a result of the development of Air Traveler Supreme digital media package at Suvarnabhumi Airport of over 300 displays implemented earlier this year.



Total Revenue, Gross Profit and Net Profit 3Q 2017 and 3Q 2018 (THB Million)

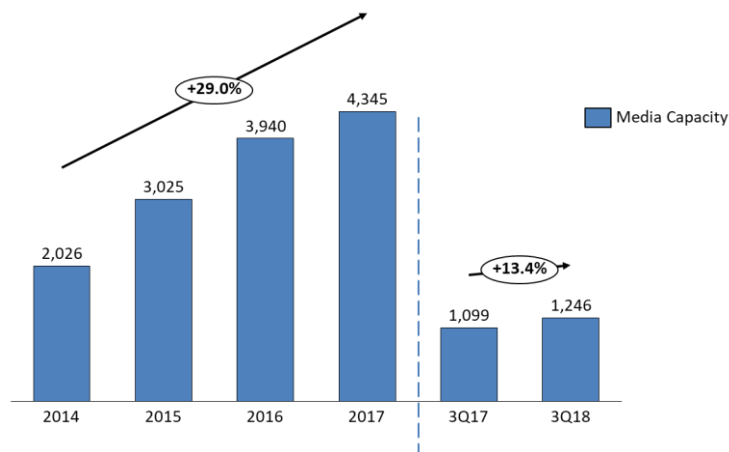
The increase in total revenue was a result of the Company's continuous expansion in advertising media together with the consolidation of financial statements of BNK48 Office Co., Ltd. Gross profit margin and net profit margin grew at a lower rate than total revenue as the Company realized the whole amount of revenue from BNK48 but only realized profit according to its 35% ownership of BNK48. This resulted in net profit margin after deducting non-controlling interest of 10% which is below net profit margin of the Company's existing business.



Revenue by Type of Media for 3Q 2017 and 3Q 2018 (THB Million)

Digital media and airport media enjoyed strong revenue growth compared to the same period of the previous year as a result of continuous media capacity expansion in 2017. Other types of media also recorded higher revenue thanks to rising utilization rates.

By executing on our commitment expand our media network and develop new media formats for the market since 2014, the Company's media capacity for the third quarter of 2018 increased 13.4% over the same period last year to reach THB 1,246 million.



Media Capacity 2014-2018 (THB Million)

The Company constantly invested in new media development with the objective to enhance revenue-generating capabilities in the future. The average growth rate of annual media capacity from 2014 to 2017 was 29.0% and the media capacity for the third quarter of 2018 improved 13.4% from the same period of the previous year.

4.2 Costs

Total costs of the Company for the third quarter of 2018 stood at THB 907.5 million, an increase of 49.9% from the same period last year. The surge in total costs came from the consolidation of financial statements of BNK48 and rising service costs from media service area expansion during the past year.

Details of expenses are listed below:

4.2.1 Service costs for the third quarter of 2018 rose at a rate of 56.5% from the same period last year to THB 773.4 million due to the financial statement consolidation of BNK48 Office and expansion of media services that resulted in higher expenses such as rent, depreciation, maintenance costs as well as expenses incurred from the launch of the digital billboard in front of CentralWorld which is a one-time cost. When costs of financial statement consolidation of BNK48 Office are excluded, costs were growing at about the same rate as revenue. This shows that the Company still properly managed its costs for its out-of-home media business.

4.2.2 Selling, general and administrative expenses for the third quarter of 2018 amounted to THB 134.1 million, a moderate 8.0% rise from the same period of the past year. The increase was a result of the establishment of a new unit to be responsible for esports content development as well as the consolidation of financial statements of BNK48 Office.

4.3 Profit

For the third quarter of 2018, the Company registered net profit of THB 178.0 million or growing at a rate of 18.6% from the same period of the previous year. Gross profit margin and net profit margin dropped to 35.6% and 14.7% respectively due to the recent acquisition of BNK48. Even though gross profit margin of BNK48 which is the new business is higher than the existing business, accounting standards required the Company to realize the whole revenue from BNK48 but only realize profit according to its 35% ownership. As a result, the net profit margin after deducting non-controlling interest stood at 10% which is lower than the net profit margin of the Company's normal business.

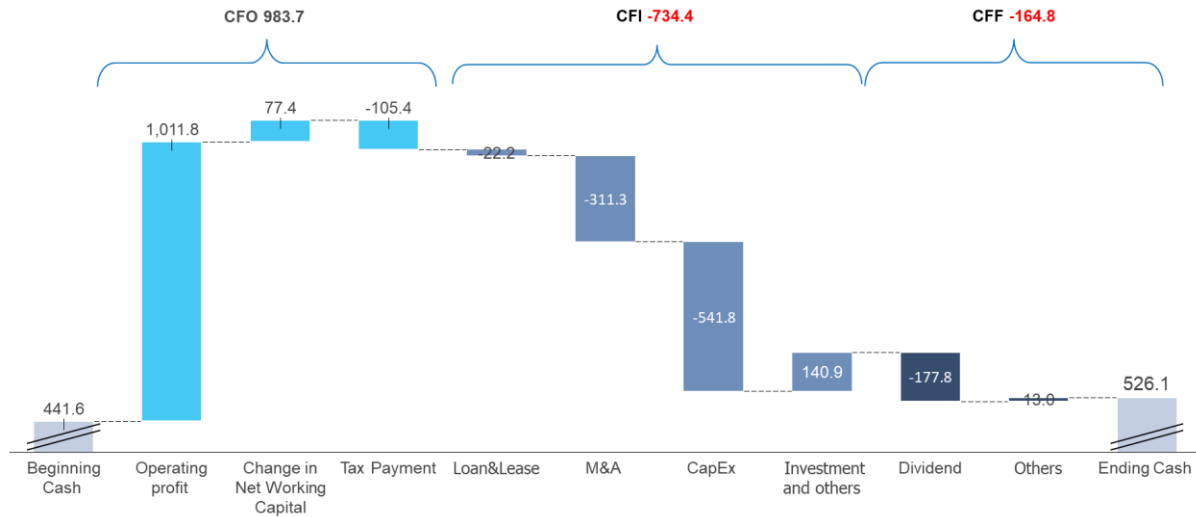
4.4 Financial Position

As of September 30, 2018, total assets of the Company were THB 5,585.7 million which increased by 33.0% from year end 2017. The increase in total assets was mainly due to business expansion.

The Company's total liabilities were equal to THB 1,434.2 million, which increased by 155.2% from year end 2017 due to growth in account payable from capex of digital out-of-home media at Central World and capex of other new projects.

The total shareholders' equity was THB 4,151.5 million which slightly increased by 14.1%. This was attributable to the increase in retained earnings appropriated from net profit for the period.

4.5 Liquidity and Cash Flow Position



The Company had cash and cash equivalents at the end of 3Q 2018 in the amount of THB 526.1 million, increasing by THB 84.5 million from the ending period of 2017. During the period, the Company recorded THB 983.7 million net cash provided by operating activities; THB 722.4 million net cash used in investing activities; and THB 176.2 million net cash used in financing activities. The cash at the ending period is sufficient to fund capital expenditure and projects.

5. Key Financial Ratio Position

Profitability Ratios		3Q 2017	3Q 2018
Gross Profit ⁷	(%)	37.3	35.6
EBITDA	(%)	37.7	36.0
EBIT	(%)	23.4	24.7
Net Profit	(%)	19.0	14.8
Return on equity ⁸	(%)	17.8	18.3

Liquidity Ratio		3Q 2017	3Q 2018
Current Ratio	(Times)	3.7	1.7
Quick Ratio ⁹	(Times)	2.5	1.2
Average collection period	(Days)	106	83
Payment days	(Days)	80	114

Efficiency Ratios		3Q 2017	3Q 2018
Return on assets ⁸	(%)	15.1	14.6
Asset turnover	(Times)	0.8	1.0

Leverage Ratio		3Q 2017	3Q 2018
Liability to Equity	(Times)	0.15	0.35

⁷ Calculated on Total Revenues⁸ Annualized by using the quarter no. x 4⁹ (Cash and Cash Equivalents + Trade and other receivables) / Current Liabilities

6. Trends and Developments in 2019

GDP growth for 2018 is expected to be 4.2-4.7%¹⁰. With strong growth, product and service owners are likely to have higher demand for advertising media to enhance their competitive advantages and boost its sales during this high growth period. This positive trend of high demand has a likelihood to continue during the forth quarter of the year which is the high season for out-of-home media. It is predicted that demand for advertising media in 2019 will be rising since the election is scheduled to take place during the first quarter of 2019. In addition, Asian Development Bank (ADB) estimated that the Thai economy will grow at a rate of 4.1% in 2019. These positive factors should enable the advertising industry to stay on its growth path. Therefore, with its diverse and extensive media offering and engagement marketing business strategy, the Company can properly address the needs of marketers and growth is expected to outstrip the industry average once again. The following are the key drivers of growth.

- Business development in engagement marketing which is aimed to to enhance communication effectiveness between consumers and product and service brands as well as promote brand loyalty desired by marketers. The Company currently has 3 categories of quality content which are sports, music and esports. In the future, the Company plans to develop other types of content to respond to the diverse interests of consumer groups. Moreover, as a quality content manager, the Company can build on its content and expand into other media businesses and channels not limited to the out-of-home media business or current channels.
- Geofence package development. Out-of-home media and online media were bundled together in a package in order to enhance effectiveness in consumer communication so that brands can better reach consumers with more breadth and depth. Geofence packages can improve media visibility to consumers, raise frequency of exposure and specifically identify target audiences (such as gender, age and interest). Advantages offered in both media are combined to emphasize messages that brands want to communicate and Geofence packages are also more measureable. This is considered another way to address a perceived deficit in out-of-home media. Selected out-of-home media for these packages are mostly unique media that are not designed for mass market but target market like working people in urban society, students, tourists or buyers. With smaller but clearer target groups, these packages not only differentiates themselves from other media products but also offer pricing advantages of being more affordable even for retailers.

¹⁰ Source: Bank of Thailand

- Continuous expansion of digital media in key strategic areas across Bangkok. The Company has a plan to extend its digital media network further with 50 additional displays and broaden its Plan B TV Nationwide coverage across the country to support urbanization in major provinces according to its media expansion plans.