Plan B Media (PLANB TB)

Strong Media Leadership Combined With Long-term Growth From COM7 Synergies

BUY(Maintained)	
Share Price	Bt4.82
Target Price	Bt6.00
Upside	24.48%

Analyst(s)
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Highlights

- PLANB approved an investment in ordinary shares of COM7, representing 11.01% of COM7's total issued and paid-up shares. The investment value is Bt7.2b.
- We view the transaction as cash flow-accretive based on the dividend method after factoring in financing costs and potential long-term earnings upside from synergies with COM7.
- Maintain BUY with a target price of Bt6.00.

Analysis

- **Investment in COM7.** Plan B Media (PLANB) approved an investment in ordinary shares of COM7 on 30 Jun 26, a total of 263m shares, representing 11.01% of COM7's total issued and paid-up shares. The investment value is Bt7.2b. The total investment amounts to Bt7.2b, funded Bt5.8b by financial loans, with the remaining portion financed through internal cash flow. Funding cost is 3.87%. We view the transaction as cash flow-accretive based on the dividend method after factoring in financing costs. PLANB is in the process of applying for two board seats at COM7.
- **Two-stage earnings upside from the COM7 investment.** There is additional earnings upside potential from the investment with COM7 through:
  a) stronger out-of-home (OOH) revenue, driven by higher media capacity and utilisation rates through synergies with COM7's network
  b) potential recognition of COM7's earnings under the equity method, which could provide around 10% and 20% upside to our 2026 and 2027 earnings forecasts.
- **Media expansion synergies through the COM7 network.** The initial phase of the synergy strategy will focus on the media business, leveraging COM7's network through: a) expanding media capacity of the in-store retail media network (over 1,400 retail locations), and b) increasing EV7 transit media capacity (currently 2,999 cars with a target of over 5,000 cars in end-26). However, management has not yet disclosed the implementation timeline.

Key Financials

Year to 31 Dec (Btm)	2024	2025	2026F	2027F	2028F
Net turnover	9,138	9,528	10,023	10,307	10,572
EBITDA	4,163	4,470	4,899	5,279	5,656
Operating profit	1,629	1,891	1,964	2,039	2,100
Net profit (rep./act.)	1,050	1,105	1,241	1,300	1,348
Net profit (adj.)	1,062	1,105	1,241	1,300	1,348
EPS (Bt)	0.2	0.2	0.3	0.3	0.3
PE (x)	18.3	18.9	16.8	16.1	15.5
P/B (x)	2.0	1.8	1.8	1.7	1.6
EV/EBITDA (x)	5.6	5.2	4.8	4.4	4.1
Dividend yield (%)	2.6	4.6	3.6	3.7	3.9
Net margin (%)	11.5	11.6	12.4	12.6	12.7
Net debt to equity (%)	35.8	14.5	12.5	7.6	4.7
Interest cover (x)	18.3	19.5	21.3	23.0	24.6
ROE (%)	11.4	10.3	10.5	10.7	10.6
Consensus net profit (Btm)	-	-	1,209	1,339	1,447
UOBKH/Consensus (x)	-	-	1.03	0.97	0.93

Source: PLANB, Bloomberg, UOB Kay Hian

Stock Data

GICS Sector	Communication Services
Bloomberg ticker	PLANB TB
Shares issued (m)	4,600.3
Market cap (Btm)	22,173.3
Market cap (US$m)	664.6
3-mth avg daily t'over (US$m)	3.7

Price Performance (%)

52-week high/low: Bt5.85/Bt3.00

1mth	3mth	6mth	1yr	YTD
15.3	23.0	21.1	(2.0)	23.6

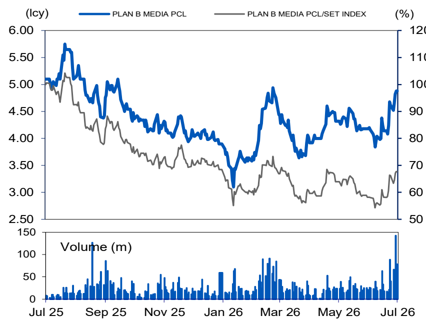
Major Shareholders

	%
Palin Lojanagosin	22.43
VGI Public Company Limited	19.51
Mr. Suchart Luechaikajohnpan	4.71

Balance Sheet Metrics

FY26 NAV/Share (Bt)	2.59
FY26 Net Debt/Share (Bt)	0.32

Price Chart



Source: Bloomberg

Company Description

PLANB is a leading provider in OOH advertising media covering a range of media formats and operates engagement marketing businesses to leverage its platform and enhance advertising reach.

- **Strong media leader position with long-term growth upside from COM7 synergies.** We expect 2Q26 earnings to increase yoy and qoq. We remain positive on PLANB, supported by its solid earnings growth outlook, leading position in Thailand's OOH media industry, and potential long-term earnings upside from its strategic investment in COM7. Despite the gradual growth of Thailand's media industry, we believe PLANB's investment in COM7 will provide an additional growth driver by expanding its retail media network through COM7's network, while also generating recurring dividend income. Given PLANB's strong expertise in OOH media and its existing retail and transit media businesses, we expect the partnership with COM7 to not only support earnings growth through the expansion of media capacity, but also strengthen PLANB's ability to offer more integrated advertising solutions and improve overall media utilisation.

Valuation/Recommendation

- **Maintain BUY with a target price of Bt6.00.** Our target price is based on the DCF methodology. The target price corresponds to 22x 2026F PE (equivalent to PLANB's five-year average PE at -1SD).

Earnings Revision/Risk

- No earnings revision.

Share Price Catalyst

- Improvement in utilisation rate.
- Expansion in media capacity.
- Economic growth.

Environmental, Social, Governance (ESG) Updates

CG Report: 5
SET ESG Rating: AAA

Environmental

- The company has established a standard framework for the company's environmental management, complying with relevant laws, rules, regulations, and environmental agreements.

Social

- PLANB has established an Occupational Health and Safety (OHS) policy for all employees, contractors, suppliers, and relevant stakeholders. Occupational health and safety at the company are overseen by the Safety Committee and appointed Safety Officers.

Governance

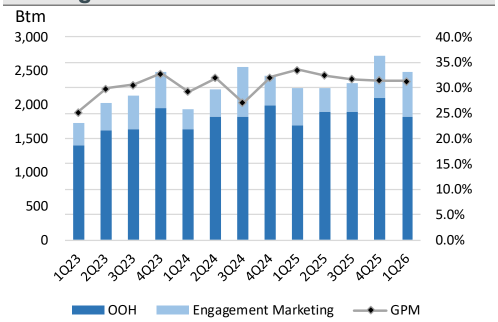
- PLANB has established a business structure, management system, and governance framework that align with the good governance principles of the Stock Exchange of Thailand.

Valuation

Business(es)	Value (Btm)	Note
OOH and Engagement Marketing	29,158	DCF; WACC 8.4%, growth 1.5%
- Net Debt	(1,483)	
Total Value	27,675	
number of shares - basic (m)	4,600	
Fair Value (Bt)	6.00	

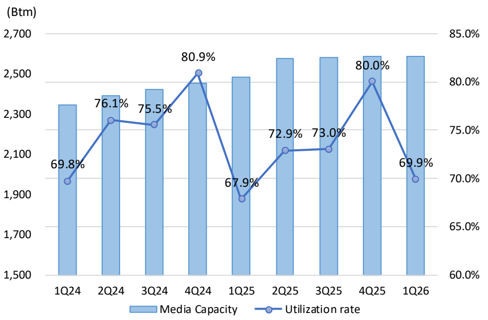
Source: PLANB, UOB Kay Hian

Earnings Performance



Source: PLANB, UOB Kay Hian

Media Utilisation Rate



Source: PLANB, UOB Kay Hian

Synergies With COM7 Partnership

Source: PLANB, UOB Kay Hian

Profit & Loss

Year to 31 Dec (Btm)	2025	2026F	2027F	2028F
Net turnover	9,528	10,023	10,307	10,572
EBITDA	4,470	4,899	5,279	5,656
Deprec. & amort.	2,579	2,934	3,240	3,556
EBIT	1,891	1,964	2,039	2,100
Total other non-operating income	23	0	0	0
Associate contributions	13	0	0	0
Net interest income/(expense)	(230)	(230)	(230)	(230)
Pre-tax profit	1,697	1,735	1,809	1,871
Tax	(363)	(374)	(390)	(403)
Minorities	(229)	(120)	(120)	(120)
Net profit	1,105	1,241	1,300	1,348
Net profit (adj.)	1,105	1,241	1,300	1,348

Balance Sheet

Year to 31 Dec (Btm)	2025	2026F	2027F	2028F
Fixed assets	12,344	12,398	12,450	12,729
Other LT assets	1,623	1,637	1,679	1,718
Cash/ST investment	1,792	2,302	2,838	3,169
Other current assets	3,712	3,627	3,739	3,842
Total assets	19,471	19,964	20,705	21,459
ST debt	1,037	1,037	1,037	1,037
Other current liabilities	3,020	3,177	3,267	3,351
LT debt	2,449	2,449	2,449	2,449
Other LT liabilities	373	392	404	414
Shareholders' equity	11,706	11,903	12,423	12,962
Minority interest	886	1,006	1,126	1,246
Total liabilities & equity	19,471	19,964	20,705	21,459

Cash Flow

Year to 31 Dec (Btm)	2025	2026F	2027F	2028F
Operating	6,556	4,237	4,638	5,004
Pre-tax profit	1,697	1,735	1,809	1,871
Tax	(363)	(374)	(390)	(403)
Deprec. & amort.	2,579	2,934	3,240	3,556
Associates	(13)	0	0	0
Working capital changes	530	(66)	(26)	(24)
Non-cash items	176	8	5	4
Other operating cashflows	1,950	0	0	0
Investing	(4,128)	(2,983)	(3,322)	(3,864)
Capex (growth)	(4,730)	(2,989)	(3,291)	(3,835)
Investment	223	164	164	164
Others	379	(158)	(194)	(192)
Financing	(590)	(745)	(780)	(809)
Dividend payments	(748)	(745)	(780)	(809)
Proceeds from borrowings	0	0	0	0
Loan repayment	(746)	0	0	0
Others/interest paid	905	0	0	0
Net cash inflow (outflow)	1,838	509	536	331
Beginning cash & cash equivalent	754	1,792	2,302	2,838
Changes due to forex impact	0	0	0	0
Ending cash & cash equivalent	1,792	2,302	2,838	3,169

Key Metrics

Year to 31 Dec (%)	2025	2026F	2027F	2028F
Profitability				
EBITDA margin	46.9	48.9	51.2	53.5
Pre-tax margin	17.8	17.3	17.6	17.7
Net margin	11.6	12.4	12.6	12.7
ROA	6.1	6.3	6.4	6.4
ROE	10.3	10.5	10.7	10.6
Growth				
Turnover	4.3	5.2	2.8	2.6
EBITDA	7.4	9.6	7.8	7.2
Pre-tax profit	20.2	2.2	4.3	3.4
Net profit	5.2	12.3	4.7	3.7
Net profit (adj.)	4.0	12.3	4.7	3.7
EPS	(3.0)	12.3	4.7	3.7
Leverage				
Debt to total capital	21.7	21.3	20.5	19.7
Debt to equity	29.8	29.3	28.1	26.9
Net debt/(cash) to equity	14.5	12.5	7.6	4.7
Interest cover	19.5	21.3	23.0	24.6