



# **Annual Registration Statement / Annual Report**

## **Form 56-1 One Report**

### **(Structured Data Report)**

**PLAN B MEDIA PUBLIC COMPANY LIMITED**

Fiscal Year End 31 December 2022



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# Group Structure and Operations

## Group Structure and Operations

### Business Overview and Policies (1.1)

#### Company Information (1.1.5)

Company Name : PLAN B MEDIA PUBLIC COMPANY LIMITED

Symbol : PLANB

Address : 298/64-65Phitsanulok Road, Si Yaek Maha Nak Sub-district,  
Dusit District, Bangkok 10300

Province : Bangkok

Postcode : 10300

Business : Provide services and produce out-of-home advertising media  
commissioned consisting of transit media, classic media,  
digital media, airport media, retail media and online media.

Registration Number : 0107556000507

Telephone : 0-2530-8053-6

Fax (if applicable) : 0-2530-8053

Website : [www.planbmedia.co.th](http://www.planbmedia.co.th)

Email : [irplanb@planbmedia.co.th](mailto:irplanb@planbmedia.co.th)

Total Shares Sold (shares)

Common Stock : 4,279,343,768

Preferred Stock : 0

## Business Operations (1.2)

### Revenue Structure (1.2.1)

By Product Line or Business Grouping\*

	2020	2021	2022
Total (Thousand baht)	3,768,000,000.00	4,607,400,000.00	6,706,200,000.00
Transit Media (Thousand baht)	247,800,000.00	169,900,000.00	253,300,000.00
Classic Media (Thousand baht)	811,900,000.00	1,208,800,000.00	1,658,100,000.00
Digital Media (Thousand baht)	1,638,300,000.00	1,428,900,000.00	2,768,700,000.00
Retail Media (Thousand baht)	248,000,000.00	375,200,000.20	509,700,000.00
Airport Media (Thousand baht)	67,100,000.00	43,000,000.00	87,900,000.00
Online Media and Others (Thousand baht)	109,200,000.00	60,900,000.00	79,800,000.00
Engagement Marketing (Thousand baht)	602,000,000.00	1,156,400,000.00	1,194,000,000.00
Other income (Thousand baht)	43,700,000.00	164,299,999.80	154,700,000.00

	2020	2021	2022
Total (%)	100.00	100.00	100.00
Transit Media (%)	6.58	3.69	3.78
Classic Media (%)	21.55	26.24	24.72
Digital Media (%)	43.48	31.01	41.29
Retail Media (%)	6.58	8.14	7.60
Airport Media (%)	1.78	0.93	1.31
Online Media and Others (%)	2.90	1.32	1.19
Engagement Marketing (%)	15.98	25.10	17.80
Other income (%)	1.16	3.57	2.31

#### By Geographical Area or Market\*

	2020	2021	2022
Total (Thousand baht)	3,768,000,000.00	4,607,400,000.00	6,706,200,000.00
Domestic (Thousand baht)	3,768.00	4,607.40	6,657,544,779.00
International (Thousand baht)	3,767,996,232.00	4,607,395,392.60	48,655,221.00
Laos (Thousand baht)	17,316,878.00	21,091,084.00	29,268,139.00
United States of America (Thousand baht)	0.00	0.00	19,387,082.00
Other countries (Thousand baht)	3,750,679,354.00	4,586,304,308.60	0.00

	2020	2021	2022
Total (%)	100.00	100.00	100.00
Domestic (%)	0.00	0.00	99.27
International (%)	100.00	100.00	0.73
Laos (%)	0.46	0.46	60.15
United States of America (%)	0.00	0.00	39.85
Other countries (%)	99.54	99.54	0.00

\*Excluding the profit margins in the associated companies

## Information on Products and Services (1.2.2)

### Product/Service Information and Business Innovation Development (1.2.2.1)

Research and Development (R&D) Policy : No

(Unit : Thousand baht)	2020	2021	2022
R&D expenses in the past 3 years	0.00	0.00	0.00

# Risk Management

# Risk Management

## Risk Factors (2.2)

**Risk that might affect the company's business, including environmental, social and corporate governance issues (2.2.1)**

**The risk from an inability to renew or extend concessions, area lease contracts or other contracts with business partners.**

**Risk Management Measures:** Yes

### **Related Risk Topics**

Strategic Risk

- Government policy

Operational Risk

- Property lease agreement execution

**Risk from obligations with contractual parties that may affect the performance**

**Risk Management Measures:** Yes

### **Related Risk Topics**

Financial Risk

- Insufficient sources of funding

**Risk from the fluctuations and the slowdown of overall economic conditions**

**Risk Management Measures:** Yes

### **Related Risk Topics**

Strategic Risk

- Volatility in the industry in which the company operates
- Behavior or needs of customers / consumers

Financial Risk

- Fluctuation in exchange rates, interest rates, or the inflation rate



### **The risk from reliance on outdoor digital media**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Strategic Risk

- Behavior or needs of customers / consumers

Operational Risk

- Product obsolescence

### **Risk related to legal provisions on billboard control and accidents with billboards**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Strategic Risk

- Government policy

Compliance Risk

- Violations of laws and regulations

### **The risk from over-reliance on major advertising agencies**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Strategic Risk

- Reliance on large customers or few customers
- Reliance on large partners / distributors or few partners / distributors

### **Risk related to Human Resources Management**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Operational Risk

- Reliance on employees in key positions
- Shortage or reliance on skilled workers

#### **Corruption Risk**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Compliance Risk

- Violations of laws and regulations
- Corporate Governance

#### **Risks from Cyber Threats**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Compliance Risk

- Violations of laws and regulations
- Corporate Governance

#### **Risk in Compliance with Personal Data Protection Laws**

**Risk Management Measures:** Yes

#### **Related Risk Topics**

Compliance Risk

- Violations of laws and regulations
- Corporate Governance

# Sustainable Development

## Sustainable Development

### Sustainability Management Policy and Targets (3.1)

#### Sustainability Management Policy and Targets

Corporate Sustainability Policy : Yes

URL of corporate sustainability policy : <https://investor.planbmedia.co.th/storage/content/corporate-governance/20230329-planb-sustainability-policy-th.pdf>

### Environmental Aspect (3.3)

#### Policy and Guideline on Environmental Aspect (3.3.1)

Environmental Policy and Practice : Yes

URL of environmental policy and practice : <https://investor.planbmedia.co.th/th/sustainable-development/environment>

Company environmental guideline : Electricity Management, Water Management, Waste Management, Greenhouse Gas and Climate Change Management

#### Results with Respect to the Environmental Aspect (3.3.2)

##### • Electricity consumption

	2020	2021	2022
Amount of electricity purchased (kWh)	N/A	306,773,616,628.00	391,556,146,420.00

##### Water management

##### • Water consumption

	2020	2021	2022
Water consumption (cubic meters)	450.00	455.00	360.00

## Greenhouse gas management

### • Greenhouse gas emissions

	2020	2021	2022
GHG emission target	N/A	N/A	N/A
Scope 1 (Tons of carbon dioxide equivalents)	N/A	11.44	23.00
Scope 2 (Tons of carbon dioxide equivalents)	N/A	24,605.00	22,793.00
Scope 3 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
<b>Total (Tons of carbon dioxide equivalents)</b>	N/A	24,616.44	22,816.00

### • Verification of greenhouse gas emissions over the past year

Third-party verification : No

## Social Aspect (3.4)

### Policy and Guideline on Social Aspect (3.4.1)

Human Rights Policy : Yes

URL of human rights policy : <https://investor.planbmedia.co.th/th/sustainable-development/society>

Company human right guideline : Employee Rights, Safety and Occupational Health at Work, Non-discrimination

### Results with Respect to the Social Aspect (3.4.2)

#### Information about employees

##### • Total number of employees

	2020	2021	2022
Number of male employees (persons)	314	321	309
Number of female employees (persons)	219	235	227
<b>Total (persons)</b>	<b>533</b>	<b>556</b>	<b>536</b>

##### • Employee development and training

	2020	2021	2022
Average training hours of employees (hour / person / year)	13	18	N/A
Employee development and training expenses (baht)	1,568,798.32	345,545.29	N/A

##### • Health, safety and work environment

	2020	2021	2022
Number of employee work injuries leading to employee absence (times)	0	0	N/A

##### • Significant labor dispute

	2020	2021	2022
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Significant labor dispute	No	No	No
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# Corporate Governance Policy



## Corporate Governance Policy

### Overview of the Corporate Governance Policy and Guideline (6.1)

#### Corporate Governance Policy

Corporate Governance Policy : Yes

Company website on corporate governance policy : <https://investor.planbmedia.co.th/th/corporate-governance/cg-policy>

#### Policy and Guideline Related to the Board of Directors (6.1.1)

##### Policy and guideline related to the board of directors

Company policy and guideline : Nomination of Directors, Compensation, Independence of the Board of Directors, Director Development, Board Performance Evaluation, Corporate Governance of Subsidiaries and Associated Companies

### Code of Conduct (6.2)

#### Establishing a Code of Conduct

##### Establishing a Code of Conduct

Code of Conduct : Yes

##### Policy and Guideline related to the Code of Conduct

Company policy and guideline : Preventing of Conflicts of Interest, Preventing the Misuse of Inside Information, Anti-corruption, Whistleblowing

**Corporate Governance Structure  
and Significant Information Regarding  
the Board of Directors, Subcommittees,  
Management,  
Employee and Other Information**

## Corporate Governance Structure and Significant Information Regarding the Board of Directors, Subcommittees, Management, Employee and Other Information

### Board of Directors (7.2)

#### Composition of the board of directors (7.2.1)

	Number of persons	Percentage (%)
Total number of directors	8	100.00
Number of male directors	6	75.00
Number of female directors	2	25.00
Number of executive directors	2	25.00
Number of non-executive directors	6	75.00
Number of independent directors	3	37.50

#### Information on the board of directors and persons with authority to control the company (7.2.2)

##### List of directors

General information	Position	Date position was assumed	Experience and expertise
1. POL. GEN. SOMCHAI VANICHSENEE Gender: Male Age: 80 years old Highest level of education: Master's degree Major: Political Science Thai nationality: Yes Residing in Thailand: Yes	Chairman of the board (Non-executive, Independent director)  Director type: Original director	1 Aug 2013	Audit

2.	Mr. PALIN LOJANAGOSIN Gender: Male Age: 40 years old Highest level of education: Bachelor's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Director (Executive)  Director type: Original director	1 Aug 2013	Marketing
3.	Mr. EKAPAK NIRAPATHPONGPORN Gender: Male Age: 40 years old Highest level of education: Bachelor's degree Major: Finance Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive)  Director type: Re-elected as director	1 Aug 2013	Risk Management, Finance
4.	Mr. PINIJSORN LUECHAIKAJOHPAN Gender: Male Age: 41 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Executive)  Director type: Re-elected as director	1 Aug 2013	Strategic Management, Risk Management, Corporate Management, Marketing
5.	Mrs. PENNAPHA DHANASARNSILP Gender: Female Age: 67 years old Highest level of education: Doctoral degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director)  Director type: Original director	1 Aug 2013	Corporate Management, Audit

6.	<p>Mrs. MONLUEDEE SOOKPANTARAT</p> <p>Gender: Female</p> <p>Age: 57 years old</p> <p>Highest level of education:</p> <p>Master's degree</p> <p>Major: Accounting</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director</p> <p>(Non-executive, Independent director)</p> <p>Director type: Original director</p>	1 Aug 2013	<p>Law, Strategic Management, Risk Management, Audit, Accounting, Finance</p>
7.	<p>Mr. MANA JANTANAYINGYONG</p> <p>Gender: Male</p> <p>Age: 61 years old</p> <p>Highest level of education:</p> <p>Master's degree</p> <p>Major: Buddhism</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director</p> <p>(Non-executive)</p> <p>Director type: Original director</p>	27 Feb 2020	<p>Marketing, Audit, Corporate Management</p>
8.	<p>Mr. ARNON PORNDHITI</p> <p>Gender: Male</p> <p>Age: 40 years old</p> <p>Highest level of education:</p> <p>Master's degree</p> <p>Major: Management</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director</p> <p>(Non-executive)</p> <p>Director type: Re-elected as director</p>	16 Sep 2020	<p>Strategic Management, Leadership</p>

#### Other Information pertaining to committees

The Chairman is an independent director : Yes

The Chairman and the manager are the same person : No

The Chairman and the manager are members of the same family : No

The company appoints at least one independent director to determine the agenda  
of the Board of Directors' meetings : Yes

## Sub-committees (7.3)

### Information about sub-committees (7.3.2)

#### Audit Committee

##### List of audit committee members

General information		Position	Date position was assumed	Experience and expertise
1.	POL. GEN. SOMCHAI VANICHSENEE Gender: Male Age: 80 years old Highest level of education: Master's degree Major: Political Science Thai nationality: Yes Residing in Thailand: Yes	Chairman of the audit committee (Non-executive, Independent director) Director type: Original director	1 Aug 2013	Audit
2.	Mrs. PENNAPHA DHANASARNILP Gender: Female Age: 67 years old Highest level of education: Doctoral degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	1 Aug 2013	Corporate Management, Audit
3.	Mrs. MONLUEDEE SOOKPANTARAT Gender: Female Age: 57 years old Highest level of education: Master's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	1 Aug 2013	Law, Strategic Management, Risk Management, Audit, Accounting, Finance

[1] A director with the accounting expertise needed to review financial statements

## Executive Committee

### List of executive committee members

General information	Position	Date position was assumed
1. Mr. PALIN LOJANAGOSIN Gender: Male Age: 40 years old Highest level of education: Bachelor's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	1 Aug 2013
2. Mr. PINIJSORN LUECHAIKAJOHPAN Gender: Male Age: 41 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	1 Aug 2013

## Other sub-committees

### Sub-committees information

Name of sub-committees	List of directors	Position
Corporate Governance Committee	POL. GEN. SOMCHAI VANICHSENEE	Chairman
	Mr. EKAPAK NIRAPATHPONGPORN	Member
	Mrs. PENNAPHA DHANASARNSILP	Member
Nomination and Remuneration Committee	Mrs. PENNAPHA DHANASARNSILP	Chairman
	Mrs. MONLUEDEE SOOKPANTARAT	Member
	Mr. EKAPAK NIRAPATHPONGPORN	Member
Risk Management Committee	Mrs. MONLUEDEE SOOKPANTARAT	Chairman
	Mr. PINIJSORN LUECHAIKAJOHPAN	Member
	Mr. ARNON PORNDHITI	Member
	Mr. EKAPAK NIRAPATHPONGPORN	Member

## **Roles of Sub-committees**

Sub-committees responsible for risk management	: Risk Management Committee
Sub-committees responsible for nomination	: Nomination and Remuneration Committee
Sub-committees responsible for remuneration	: Nomination and Remuneration Committee
Sub-committees responsible for corporate governance	: Corporate Governance Committee
Sub-committees responsible for corporate sustainability development	: Corporate Governance Committee



## Executives (7.4)

### List and positions of the executive (7.4.1)

#### The four highest-ranking executives

General information	Position	Date position was assumed	Experience and expertise
1. Mr. PALIN LOJANAGOSIN Gender: Male Age: 40 years old Highest level of education: Bachelor's degree Major: Management	CHIEF EXECUTIVE OFFICER	11 Mar 2005	Marketing
2. Mr. PINIJSORN LUECHAIKAJOHPAN Gender: Male Age: 41 years old Highest level of education: Doctoral degree Major: Economics	MANAGING DIRECTOR	12 Feb 2013	Strategic Management, Risk Management, Corporate Management, Marketing
3. Mr. Prasong Jarungbenjatham [1][2] Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Finance	Chief Financial Officer	1 Oct 2012	Accounting, Finance
4. Ms. Pakwan Wongpolthawee Gender: Female Age: 47 years old Highest level of education: Master's degree Major: Science	Chief Business Development Officer and Chief Marketing and P	1 Jan 2012	Media & Publishing, Information & Communication Technology
5. Mr. Nuttawut Uyaisom Gender: Male Age: 52 years old Highest level of education: Bachelor's degree Major: Management	Chief Operating Officer	15 Jan 2014	Media & Publishing

6.	Ms. Angkana Chalermchaikit Gender: Female Age: 45 years old Highest level of education: Master's degree Major: Science	Chief People Officer	16 Dec 2019	Human Resource Management, Corporate Management, Risk Management, Strategic Management
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[1] Highest responsibility in accounting and finance

[2] Directly responsible for financial account supervision

## Remuneration policy for executives (7.4.2 – 7.4.3)

### Remuneration policy for executives

Remuneration policy for executives : No

### Remuneration

	2020	2021	2022
Total executive remuneration (baht)	4,175,000.00	47,400,000.00	70,300,000.00

### Other forms of remuneration

Employee Stock Ownership Plan (ESOP) : No

Employee Joint Investment Program (EJIP) : No

## Employees (7.5)

### Information about company employees

#### Employees

Number of male employees (persons) : 309

Number of female employees (persons) : 227

Total (persons) : 536

#### Provident fund

Total number of employees (persons) : 536

Number of employees contributing to the PVD (persons) : 303

Percentage of employees who are members (%) : 56.53

# Performance Report on Corporate Governance

## Performance Report on Corporate Governance

### Summary of Director Performance (8.1)

#### Selection, development, and evaluation of duty performance of the Board of Directors (8.1.1)

##### List of new directors appointed in the past year

##### • List of continuing directors (full term of directorship and being re-appointed as a director)

General information	Position	Date position was assumed	Experience and expertise
1. Mr. EKAPAK NIRAPATHPONGPORN Gender: Male Age: 40 years old Highest level of education: Bachelor's degree Major: Finance Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive)  Director type: Re-elected as director	Date position was assumed: 1 Aug 2013	Risk Management, Finance
2. Mr. PINIJSORN LUECHAIKAJOHN PAN Gender: Male Age: 41 years old Highest level of education: Doctoral degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Director (Executive)  Director type: Re-elected as director	Date position was assumed: 1 Aug 2013	Strategic Management, Risk Management, Corporate Management, Marketing
3. Mr. ARNON PORNDHITI Gender: Male Age: 40 years old Highest level of education: Master's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive)  Director type: Re-elected as director	Date position was assumed: 16 Sep 2020	Strategic Management, Leadership

## Development of directors over the past year

List of directors	Position	Participated in director development program
POL. GEN. SOMCHAI VANICHSENEE	Chairman of the board	Non-participating
Mr. PALIN LOJANAGOSIN	Director	Non-participating
Mr. EKAPAK NIRAPATHPONGPORN	Director	Non-participating
Mr. PINIJSORN LUECHAIKAJOHNPAN	Director	Non-participating
Mrs. PENNAPHA DHANASARNILP	Director	Non-participating
Mrs. MONLUEDEE SOOKPANTARAT	Director	Participating
Mr. MANA JANTANAYINGYONG	Director	Participating
Mr. ARNON PORNDHITI	Director	Non-participating

## Directors' performance assessment

Method used to evaluate directors' performance : Whole-board-of-directors assessment, Individual-director assessment (self-assessment), Individual-director assessment (cross-assessment)

## Meeting attendance and remuneration to each Board member (8.1.2)

### Meeting attendance of the board of directors

Number of board meetings (times) : 9

Date of AGM meeting : 11 Apr 2022

EGM meeting : No

List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1. POL. GEN. SOMCHAI VANICHSENEE (Chairman of the board)	-	9/9	Participating	Did not hold the meeting

2.	Mr. PALIN LOJANAGOSIN (Director)	-	9/9	Participating	Did not hold the meeting
3.	Mr. EKAPAK NIRAPATHPONGPORN (Director)	-	9/9	Participating	Did not hold the meeting
4.	Mr. PINIJSORN LUECHAIKAJOHPAN (Director)	-	9/9	Participating	Did not hold the meeting
5.	Mrs. PENNAPHA DHANASARNILP (Director)	-	9/9	Participating	Did not hold the meeting
6.	Mrs. MONLUEDEE SOOKPANTARAT (Director)	-	9/9	Participating	Did not hold the meeting
7.	Mr. MANA JANTANAYINGYONG (Director)	-	9/9	Participating	Did not hold the meeting
8.	Mr. ARNON PORNDHITI (Director)	-	9/9	Participating	Did not hold the meeting

#### Remuneration for company directors

	List of directors	Termination date	Meeting allowance (baht)	Other monetary remuneration (baht)	Other non- monetary
1.	POL. GEN. SOMCHAI VANICHSENEE (Chairman of the board)	-	1,000,000.00	0.00	No
2.	Mr. PALIN LOJANAGOSIN (Director)	-	360,000.00	0.00	No
3.	Mr. EKAPAK NIRAPATHPONGPORN (Director)	-	525,000.00	0.00	No
4.	Mr. PINIJSORN LUECHAIKAJOHPAN (Director)	-	450,000.00	0.00	No
5.	Mrs. PENNAPHA DHANASARNILP (Director)	-	690,000.00	0.00	No
6.	Mrs. MONLUEDEE SOOKPANTARAT (Director)	-	765,000.00	0.00	No
7.	Mr. MANA JANTANAYINGYONG (Director)	-	360,000.00	0.00	No
8.	Mr. ARNON PORNDHITI (Director)	-	450,000.00	0.00	No

## Report on the Audit Committee's Performance for the Past Year (8.2)

### Report on the audit committee's performance for the past year

#### Meeting attendance of audit committee

Number of Audit committee meetings (times) : 9

List of directors		Termination date	Number of the audit committee meeting
1.	POL. GEN. SOMCHAI VANICHSENEE (Chairman of the audit committee)	-	9/9
2.	Mrs. PENNAPHA DHANASARNILP (Audit committee)	-	9/9
3.	Mrs. MONLUEDEE SOOKPANTARAT (Audit committee)	-	9/9