

PB0008/2023

14 September 2023

Subject: Notification of the acquisition of ordinary shares of a new subsidiary

Attention: President

The Stock Exchange of Thailand

Plan B Media Public Company Limited (the "Company") would like to inform that the Board of Directors Meeting No. 5/2023 held on 14 September 2023 has approved the Master Standard Display Company Limited ("MSD"), a 100% subsidiary of the Company, enters into the purchase of ordinary shares of BL Falcon Pte. Ltd., Singapore (BL Falcon) in amount of 2,100,000 shares representing 70%. BL Falcon will be a subsidiary of MSD as following details:

Transaction date : 15 September 2023

Relevant Parties : Buyer: MSD
Seller: 1. Mr. Laphat Vichairattanavong
2. Ms. Bernice Heng Geak Siang

Relationship with the Company : This transaction is not a connected transaction in accordance with the Notification of the Capital Market Supervisory Board No. Tor-Jor. 21/2551 Re: Rules on Connected Transactions and the Notification of the Board of Governors of the Stock Exchange of Thailand Re: Disclosure of information and other acts of listed companies concerning the Connected Transaction B.E.2003. (including additional revisions)

General Information of acquisition security:

Company's name : BL Falcon Pte. Ltd., Singapore

Type of Business : Provider of Digital Out-of-Home Media Advertising in Singapore

Registered Capital : SGD 3,000,000 (Three million Singapore Dollars) consists of 3,000,000 ordinary shares (Three million shares) with a par value of SGD 1 (One Singapore Dollars) each.

Total transaction value : The ordinary shares of BL Falcon in amount of 2,100,000 shares (Two million one hundred thousand shares) at the price SGD 0.226 per share, totaling SGD 475,000 (Four hundred seventy-five thousand Singapore Dollars) or estimated to be equivalent THB 12,601,750 (Twelve million six hundred and one thousand

seven hundred fifty baht) as of the exchange rate on 14 September 2023 SGD 1 : THB 26.53.

Objective : To expand the Digital out-of-home media advertising in Singapore which aligns to the Company strategy to expand out-of-home business in ASEAN market.

Shareholding Structure of BL Falcon :

Shareholder	Before the transaction		After the transaction	
	No. of Shares (Shares)	(%)	No. of Shares (Shares)	(%)
1. Master Standard Display Co., Ltd.	900,000	30%	3,000,000	100%
2. Mr. Laphat Vichairattanavong	1,200,000	40%	-	-
3. Ms. Bernice Heng Geak Siang	900,000	30%	-	-
Total	3,000,000	100%	3,000,000	100%

Nature of transaction : The transaction is the acquisition of assets according to the Notification of the Capital Market Supervisory Board No. Tor Jor. 20/2551 Re: Rules on entering into material transaction deemed as acquisition or disposition of assets, the maximum transaction size is the value of the consideration criteria equals to 0.08 percent based on the Company's consolidated financial statements as of 30 June 2023, and when taking into account all other asset disposition transacted during 6 months prior to the date, which is less than 15 percent. Therefore, the transaction is not related to the disclosure of information in the Notification of the Board of Governors of the Stock Exchange of Thailand Re: disclosure of information of listed companies concerning acquisition or disposition of assets B.E. 2547, including the amendments ("Notification of the Board of Governors of the Stock Exchange of Thailand: Acquisition or Disposition of Assets")

Please be informed accordingly

Yours sincerely

-Pinijsorn Luechaikajohnpan-
(Pinijsorn Luechaikajohnpan, Ph.D.)

Authorized Director