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No PB0006/2026

30 June 2026

Subject: Investment in Ordinary Shares of COM7 Public Company Limited

To: The Board of Directors and Managers

The Stock Exchange of Thailand

Enclosure: Information Memorandum on the Acquisition of Assets through Investment in Ordinary Shares of COM7 Public Company Limited

Plan B Media Public Company Limited (the "**Company**") is pleased to inform the Stock Exchange of Thailand (the "**SET**") that the Board of Directors of the Company, at its meeting No. 6/2026 held on 30 June 2026, has resolved to approve the Company's investment in additional ordinary shares of COM7 Public Company Limited ("**COM7**") of a total of not exceeding 263 million shares, representing not exceeding 11.01 percent of the total issued and paid-up ordinary shares of COM7, with a total investment value not exceeding THB 7,219 million, through trading on SET and/or any other methods deemed appropriate in accordance with the relevant laws and regulations of the Securities and Exchange Commission (the "**SEC**") and the SET.

As of the close of business on 30 June 2026, the Company holds a total of 263 million ordinary shares of COM7, representing 11.01 percent of the total issued and paid-up ordinary shares of COM7 (the proportion of 11.01% shown in this document is calculated by including the treasury shares held by COM7 into the calculation base of the total issued and paid-up shares).

The aforementioned investment constitutes an acquisition of assets by the listed company in accordance with the Notification of Capital Market Supervisory Board No. TorJor. 20/2551 Re: Rules on Entering into Material Transactions Deemed as Acquisition or Disposal of Assets (as amended) and the Notification of the Board of Governors of the Stock Exchange of Thailand Re: Disclosure of Information and Operations of Listed Companies in Acquisition or Disposal of Assets, B.E. 2547 (2004) (as amended). When combined with the Company's asset acquisitions over the past six months, the maximum transaction size is 42.39 percent, calculated based on the net operating profit criterion and referring to the Company's consolidated financial statements for the 12-month period ending on 31 March 2026. Therefore, it falls under Category 2 transaction.

The Company is therefore obliged to disclose information regarding the acquisition of assets to the SET, as detailed in **Enclosure 1**, and send a notice to shareholders with details as specified within 21 days from the date of disclosure to the SET.

In this regard, the aforementioned transaction does not constitute connected transactions as defined in the Notification of the Capital Market Supervisory Board No. TorJor. 21/2551 Re: Rules on Connected Transactions dated 31 August 2008 (as amended) 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 Connected Transactions, B.E. 2546 (2003) (as amended).

Please be informed accordingly.

Yours sincerely,

- Pinijsorn Luechaikajohnpan-

(Dr. Pinijsorn Luechaikajohnpan)
Authorised Signatory

Enclosure 1

Information Memorandum on the Acquisition of Assets through Investment in Ordinary Shares of COM7 Public Company Limited

Plan B Media Public Company Limited (the "**Company**") is pleased to inform the Stock Exchange of Thailand (the "**SET**") that the Board of Directors of the Company, at its meeting No. 6/2026 held on 30 June 2026, has resolved to approve the Company's investment in additional ordinary shares of COM7 Public Company Limited ("**COM7**") of a total of not exceeding 263 million shares, representing not exceeding 11.01 percent of the total issued and paid-up ordinary shares of COM7, with a total investment value not exceeding THB 7,219 million, through trading on SET and/or any other methods deemed appropriate in accordance with the relevant laws and regulations of the Securities and Exchange Commission (the "**SEC**") and the SET.

As of the close of business on 30 June 2026, the Company holds a total of 263 million ordinary shares of COM7, representing 11.01 percent of the total issued and paid-up ordinary shares of COM7 (the proportion of 11.01% shown in this document is calculated by including the treasury shares held by COM7 into the calculation base of the total issued and paid-up shares).

The aforementioned investment constitutes an acquisition of assets by the listed company in accordance with the Notification of Capital Market Supervisory Board No. TorJor. 20/2551 Re: Rules on Entering into Material Transactions Deemed as Acquisition or Disposal of Assets (as amended) and the Notification of the Board of Governors of the Stock Exchange of Thailand Re: Disclosure of Information and Operations of Listed Companies in Acquisition or Disposal of Assets, B.E. 2547 (2004) (as amended) (collectively, the "**Acquisitions and Disposals of Assets Notification**"). When combined with the Company's asset acquisitions over the past six months, the maximum transaction size is 42.39 percent, calculated based on the net operating profit criterion and referring to the Company's consolidated financial statements for the 12-month period ending on 31 March 2026. Therefore, it falls under Category 2 transaction under the Acquisitions and Disposals of Assets Notification.

The Company is therefore obliged to disclose information regarding the acquisition of assets to the SET and send a notice to shareholders with details as specified within 21 days from the date of disclosure to the SET.

In this regard, the aforementioned transaction does not constitute connected transactions as defined in the Notification of the Capital Market Supervisory Board No. TorJor. 21/2551 Re: Rules on Connected Transactions dated 31 August 2008 (as amended) 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 Connected Transactions, B.E. 2546 (2003) dated 19 November 2003 (as amended). (the "**Connected Transaction Notifications**")

1. Transaction Date

The Board of Directors' Meeting of the Company No. 4/2026, held on 14 May 2026, has resolved to approve the Company's investment in the ordinary shares of COM7 of a total of not exceeding 93 million shares, representing not exceeding 3.89 percent of the total issued and paid-up ordinary shares of COM7.

Subsequently, the Board of Directors' Meeting of the Company No. 6/2026, held on 30 June 2026, resolved to approve the Company's additional investment in the ordinary shares of COM7. When combined with the previously approved amount, the total will not exceed 263 million shares, or 11.01% of the total issued and paid-up common shares of COM7. The total investment value will not exceed THB 7,219 million.

Thereafter, the Company has gradually acquired ordinary shares of COM7 through the SET and/or by any other appropriate means, subject to the laws and regulations of the SEC and the SET.

As of the close of business on 30 June 2026, the Company holds a total of 263 million ordinary shares of COM7, representing 11.01 percent of the total issued and paid-up ordinary shares of COM7.

2. Relevant Parties and Relationships with the Company

Buyer : Plan B Media Public Company Limited

Seller : Shareholders of COM7 who sell shares in COM7

Relationship with the Company : The Seller has no relationship with and is not a connected person of the Company, as per the Connected Transaction Notifications. Therefore, the transaction does not constitute a connected transaction.

3. General Information of the Transaction and Transaction Value

3.1. General Information

The Company has acquired ordinary shares of COM7 through the trading system of the SET, in accordance with the relevant laws and regulations of the SEC and the SET.

As of the close of business on 30 June 2026, the Company holds a total of 263 million ordinary shares of COM7, representing 11.01 percent of the total issued and paid-up ordinary shares of COM7.

3.2. Transaction Value

3.2.1. Financial information used to calculate the transaction value

Financial Information (Million THB)	Company Consolidated Financial Statements as at 31 March 2026	COM7 Consolidated Financial Statements as at 31 March 2026
Net tangible assets (NTA)[1]	8,715.07	11,149.84
Net operating profit[2]	1,119.93	4,309.79
Total Assets	19,956.58	

Source: www.set.or.th

Note: (1) Net tangible assets are calculated by using total assets, less related intangible assets, total liabilities, and minority interests.

(2) Total comprehensive income attributable to shareholders of the Company and COM7 for the past 12 months.

3.2.2. Table of Criteria Used for Calculating the Size of Items Acquired as Assets

Criteria for calculation	Calculation criteria	Item Size (Percentage)		
		According to the resolution, 14 May 2026	According to the resolution, 30 June 2026	Total transaction value in the past 6 months
Net Tangible Asset (NTA)	(COM7's NTA x Proportion to be received) x 100 / The Company's NTA	4.98	9.11	14.09
Net operating profit	(COM7's net operating profit x Proportion to be received) x 100 / The Company's Net operating profit	14.99	27.40	42.39
Total value of consideration	Value of the item to be paid x 100 / Total assets of the company	12.30	23.85	36.15
The value of the portion of capital issued in exchange for assets	-	Cannot be calculated	Cannot be calculated	Cannot be calculated
Maximum Transaction Value		**14.99**	**27.40**	**42.39**

Based on the calculation of the transaction value according to the details in the table above, the additional investment in COM7's ordinary shares, as per the resolution of the Board of Directors' Meeting on 30 June 2026, has a maximum transaction size of 27.40 percent, calculated on the net operating profit criteria, and when combined with the investment in COM7's ordinary shares as per the resolution of the Board of Directors' Meeting on 14 May 2026, which has a maximum transaction size of 14.99 percent under the same criteria, the total maximum transaction size is 42.39 percent, referencing financial information from the Company's consolidated financial statements for the 12-month period ending 31 March 2026.

Therefore, the aforementioned transaction falls under Category 2 as per the Acquisitions and Disposals of Assets Notification. The Company is thus obligated to disclose information regarding the acquisition of assets to the SET and send a notice to shareholders, containing the specified details, within 21 days from the date of disclosure to the SET.

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4. General Characteristics of Acquired Assets

4.1. General Information of COM7 (As of 30 June 2026)

List	Details
Company Name	COM7 Public Company Limited
Date of Registration	9 December 2014
Status	A public company listed on the SET, under the industrial sector of services and the commercial business category.
Nature of Business Operations	COM7 operates a comprehensive retail and distribution business for information technology and lifestyle products, covering desktop computers, laptops, smartphones, tablets, IoT devices, and related accessories. It also provides repair centres and after-sales services for Apple products under the iCare brand. COM7 offers its products through a nationwide branch network, online channels, and B2B platforms.
Registered Capital	THB 604,424,691.25
Total Issued and Paid-up Capital	THB 596,924,691.25
Par Value	THB 0.25 per share
Total Number of Shares Issued and Paid-up	2,387,698,765 shares
Market Value	THB 66,855.57 million
List of Board of Directors	1. Mr. Siripong Sombutsiri 2. Mr. Sura Khanittaweekul 3. Ms. Aree Preechanukul 4. Mr. Kongsak Bannasathitgul 5. Mr. Kashpol Chulajata 6. Mr. Plakorn Wanglee

List	Details
	7. Mr. Narong Sriwannawit

Source: www.set.or.th

4.2. Details of Ordinary Shares Acquired

The Company has acquired 263 million ordinary shares of COM7, with a par value of THB 0.25 per share, representing 11.01 percent of the total issued and paid-up ordinary shares of COM7.

4.3. List of the Top 10 Shareholders of COM7 (As of 11 March 2026)

List of Shareholders	Shareholding	
	Number of shares (shares)	Percentage of total issued shares
1. Mr. Sura Khanittaweekul	601,310,600	25.18
2. Mr. Pongsak Thammathataree	476,267,000	19.95
3. Thai NVDR Company Limited	219,675,829	9.20
4. The Bank of New York Mellon	103,980,300	4.35
5. Ms. Aree Preechanukul	71,200,000	2.98
6. TISCO Master Pooled Registered Provident Fund	63,259,800	2.65
7. South East Asia UK (Type C) Nominees Limited	47,027,400	1.97
8. Vayupak Fund 1	39,643,700	1.66
9. Mr. Buncha Phantumkomol	35,170,700	1.47
10. Ms. Orawan Vichiangavee	27,700,000	1.16
Other shareholders (including treasury stock)	702,463,436	29.42
Total	**2,387,698,765**	**100%**

Source: www.set.or.th

4.4. Further details regarding COM7 are provided in the Annual Information Form/Annual Report of COM7 (Form 56-1 One Report).

Please consider the additional details of COM7 available at https://www.comseven.com/ir_index.php?e-one-report

5. Total value of consideration

The total value of consideration for the acquisition of COM7's ordinary shares is cash in the aggregate not exceeding THB 7,215 million.

6. Value of acquired assets

The Company has acquired 263 million ordinary shares of COM7, with a par value of THB 0.25 per share, representing 11.01 percent of the total issued and paid-up ordinary shares of COM7. The total investment value is approximately THB 7,215 million.

7. The basis for determining the value of consideration.

The value of the investment has been determined by internationally accepted valuation methods, which include the evaluation using the Discounted Cash Flow (DCF) method, the Volume Weighted Average Price (VWAP) of past market transactions, the Analyst Consensus target price, as well as comparisons of valuation ratios with listed companies engaged in similar businesses (Trading Comparable Companies), and past business acquisition transactions (Precedent Transactions).

8. Expected benefits to the Company

The Company considers COM7 to be a leading company in the retail and distribution of technology and digital equipment in Thailand. It has a comprehensive network of branches and distribution channels under well-known market brands such as BaNANA and Studio7, as well as a fully integrated business structure covering retail, wholesale, after-sales services and online channels. It also has a strong customer base and the potential to grow in line with the increasing trend in technology and digital equipment usage.

In addition, COM7 has expanded its business to include services within the technology product ecosystem, such as credit services to support access to products and businesses related to EV, reflecting its progression from retail to higher value-added services.

The Company believes that investing in COM7 will generate long-term returns, including dividends based on COM7's performance and dividend policy, in line with business growth and the expansion of the technology and related services industry. This will also open up opportunities for business collaboration between the Company and COM7, enhancing business capabilities, creating growth opportunities and increasing value for the Company and its shareholders in the long term.

9. Sources of funding for the transaction

The Company has utilised loans from financial institutions as the source of funding for this transaction. The Company has considered its ability to repay the loans, cash flow from operations, and the impact on liquidity and financial position. The Company believes that this financing arrangement will not have a material adverse effect on the Company's normal operations. The aforementioned loan agreement does not impose any restrictions on the Company's dividend payments. However, the Company is obligated to use a portion of the dividends received from COM7 to repay the loan in accordance with the terms set by the financial institution. The Company will adhere to all terms and conditions of the relevant loan agreement in full.

10. Terms and Conditions for Transactions

None.

11. Related persons and nature and scope of interest

None.

12. Opinion of the Board of Directors on the Transaction

The Board of Directors has considered the aforementioned transaction and unanimously resolved to approve the transaction, having determined that the investment in the ordinary shares of COM7 is reasonable and beneficial to the Company (details as per Item 8).

In this regard, there are no directors with conflicts of interest and/or directors who are connected persons without voting rights at the board meeting of the Company that considered and approved the transaction in question.

13. The opinions of the Audit Committee and/or the directors of the company that differ from those of the Board of Directors.

None.