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EMERGING MARKETS SPECIALIST

## **Plan B Media PCL (PLANB TB) Management Team Visiting U.S. to Meet Foreign Investors**

SAN FRANCISCO—September 30, 2015 – Plan B Media PCL (PLANB TB)’s Managing Director, Dr. Pinijson Lechaikajonphan and team are currently in the United States meeting with global investors to present its growth plans. The visit—the company’s first to the U.S. for this purpose—follows its addition earlier this year to both the MSCI Thailand Index and FTSE SET Small Cap Index.

Management for Plan B Media is being hosted in the U.S. from September 30 through October 6 by Decker & Co, the leading U.S.-based equities broker for ASEAN and Frontier Asia. Founder and CEO Mark Decker said, “We’re honored to host Plan B Media in the U.S. and introduce its innovative and dynamic business model to global investors.”

Plan B Media, which was launched in 2005, has grown from its first product of bus-wrap advertisements to encompass the most diverse array of out-of-home advertising options in Thailand, including transit media, static outdoor media, digital media and mall media.

Out-of-home ad spending is the fastest growing advertising segment in Thailand, having increased by approximately 7.2% each year, on average, from 2008-2014.

Plan B Media currently captures approximately 95% of the out-of-home media market share in Thailand and is benefiting from advertisers’ preference for ad spending with more measurable impacts than offered by television. To that end, Plan B Media has introduced modern products such as interactive directory screens in shopping malls, free Wi-Fi on public buses with associated advertising, and kiosk advertising in cooperation with Forth Smart Service PCL (FSMART TB).

Among the discussion topics with global investors in the U.S. this week is Plan B Media’s expansions into smaller cities in Thailand as well as Indonesia. The company also anticipates establishing its presence in the Malaysia and Singapore markets.

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*Source: Decker & Co*

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