

# “Digital for...THAIs”

## **AIS Social Inclusion**

*“Leverage our **digital infrastructure & solutions** to uplift **community well-being & reduce the digital divide**”*

# • “Digital for...THAIs”

AIS’ corporate strategy aims to build digital innovation and technologies that serve both individual and business customers in enhancing people lifestyle and capabilities and building competitiveness of various businesses. Our corporate citizenship strategy aims to use our communication technology and digital capabilities to improve the lives of Thais, focusing on connecting communication technology and digital system for public health and education, to reduce inequality, promote digital literacy, and support the environment. Our CSR strategy focuses in 4 areas as follow.

**1) Public Health**  
 Promote public health through digital platforms



**2) Digital Literacy Support**  
 access to digital technology knowledge and practice to develop digital capabilities of Thais



**3) Reduced Inequalities**  
 To create equal opportunities for education and technology access for better quality of life




**4) Environment**  
 Promote proper electronic waste management and foster people awareness



# “Digital for...THAIs”

## Public Health



**Aor Sor Mor Online Application**

**AIS 5G Battling COVID-19**

## Digital Literacy



**Aunjai Cyber**

**SDG Lab  
by Thammasat & AIS**

**Telecommunications Systems  
for Community Development**

## Reduced Inequalities



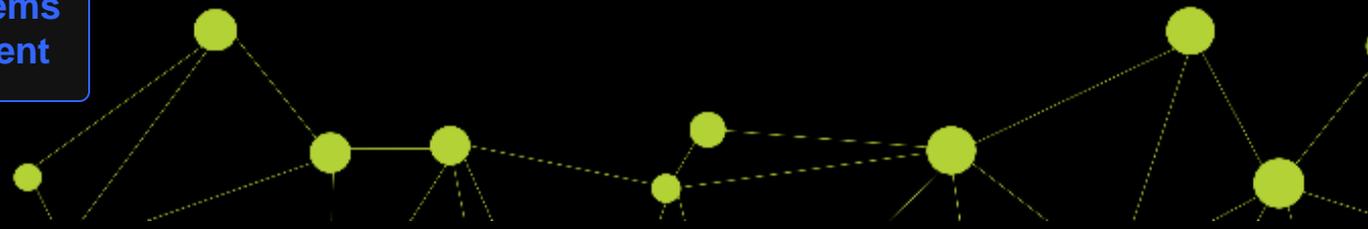
**AIS Good Kids  
Brave Hearts**

**AIS Call Center  
for the Disabled**

## Environmentalism



**E-Waste**



# PUBLIC HEALTH



## Aor Sor Mor Online Application

The Aor Sor Mor Online application was launched to communities in 2015 with the objective of serving as a communication tool between sub-district health promotion hospitals and village health volunteers, facilitating the proactive work of local level health service units.

Growth in usage of the Aor Sor Mor Online application improved responsive to state policies and led to communities developing their skills and access to digital technology, prompting AIS to increase its user target for the application and to plot communication plans and approaches for better penetration of target groups as well as to seek out ways to attract AIS business partners to take part in supporting the Aor Sor Mor Online application for greater all-round effectiveness.

รายงานเฝ้าระวังโรคโควิด-19

Facebook Fan Page with live streams

# PUBLIC HEALTH

## Aor Sor Mor Online Application

The year 2020 brought a major challenge to operation due to COVID-19 pandemic. AIS turned its focus to safety and supported use of the Aor Sor Mor Online application to augment the work of public health during the crisis through;

- 1) Develop additional features on the Aor Sor Mor Online application in response to the COVID-19 crisis to help screening and tracking of COVID-19, online survey focusing on the initial 14-day risk and a normal health survey. Sub-district health promotion hospitals and district and provincial public health offices were able to access collected data to inform precaution and execute control plan.
- 2) Develop Mental health screening in collaboration with the Department of Mental Health and Department of Health Service Promotion, allowing the local health volunteers to screen community members for stress, depression and suicidal tendencies.
- 3) Contact channels were added to enhance work against the pandemic. Hotline 06-2520-1999 was made available between 09.00 and 17.00 hrs daily to provide guidance and answers to the local health volunteers and public health officials on use of the application. Line official @aorsormor was another channel and garnered 11,731 members while the Aor Sor Mor Online application Facebook Fan Page fielded issues and queries 24-hours a day.



### COVID-19 screening and monitoring functionality

Collaboration with the Ministry of Public Health during the COVID-19 crisis



### Mental Health Screening functionality

collaborations with the Department of Mental Health and Department of Health Service Promotion

# PUBLIC HEALTH

## Aor Sor Mor Online Application

**Survey household chemical usage**  
Collaboration with the Department of  
Disease Control under the Ministry of  
Public Health



พิธีลงนามบันทึกข้อตกลงความร่วมมือเสริมสร้างความรู้ข่าวสารด้านสุขภาพสำหรับ อสม.  
ผ่านแอปพลิเคชัน อสม.ออนไลน์



**Provide health news and  
knowledge to VHVs**  
Collaboration with the Department of  
Health Service Promotion

**Provide SIM cards and insurance to Aor Sor Mor**  
Collaboration with the Thai Red Cross Society

# PUBLIC HEALTH



## AIS 5G Battling COVID-19

Due to the COVID-19 pandemic situation, AIS, as a member of the Thai business sector, announced "AIS 5G Battling COVID-19". The urgent mission of the project was to apply 5G technology and medical solutions to the hospital across the country

### หุ่นยนต์ผู้ช่วยคุณหมอ 5G ROBOT FOR CARE

ลดงาน ลดเสี่ยง ทีมแพทย์และพยาบาล

รวมฟีเจอร์สุดเจ๋ง  
ช่วย #Saveบุคลากรทางการแพทย์

ตรวจอุณหภูมิร่างกาย  
ด้วยระบบอัจฉริยะ  
Termoscan  
ที่มีความแม่นยำสูง

ระบบปรึกษาทางไกล  
ระหว่างคนไข้และแพทย์  
ผ่าน Video Call

ควบคุมการเคลื่อนที่  
ผ่านเครือข่าย 5G

จัดส่งยาให้กับผู้ป่วยถึงเตียง  
แทนแพทย์และพยาบาล

ตรวจติดตามอาการผู้ป่วย  
อย่างต่อเนื่อง โทลิสซิด

บริการเจลแอลกอฮอล์  
ล้างมือเคลื่อนที่ ช่วยดูแล  
สุขอนามัยของผู้ป่วย

ตรวจวัดค่า  
ออกซิเจนในเลือด



สร้างประโยชน์เพื่อนคนไทย  
ทั่วผ่านวิกฤต COVID-19

ดูแลและติดตามอาการ  
ผู้ป่วย COVID-19  
แถมหมอกและพยาบาล

ลดงาน ลดการติดต่อ  
แบ่งเบาภาระบุคลากร  
ทางการแพทย์

ลดเสี่ยง ลดโอกาสติดเชื้อ  
ทั้งผู้ป่วย และบุคลากร  
ทางการแพทย์

ประหยัดงบในการจัดหา  
อุปกรณ์ป้องกัน ชุด PPE  
หน้ากากอนามัย

ติดตามการรักษาได้อย่าง  
ต่อเนื่อง คล่องตัว  
ผ่านเครือข่าย 5G



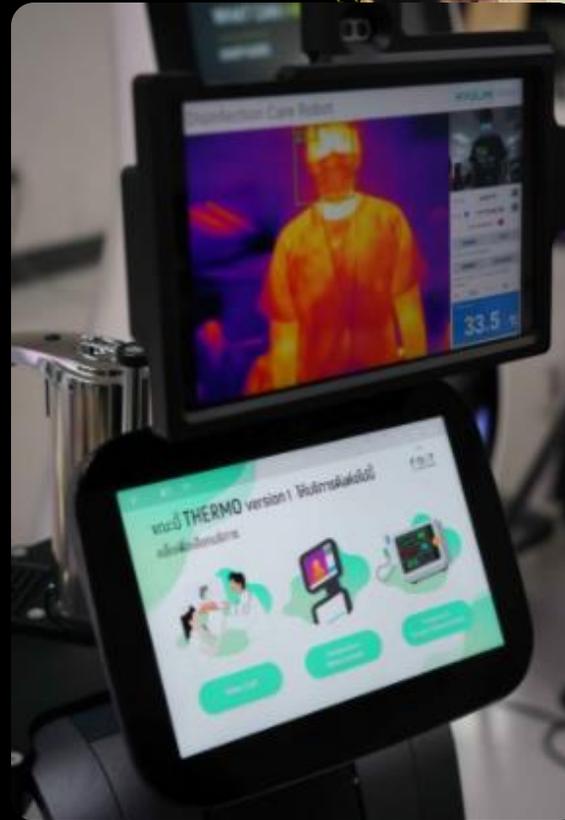
**AIS Robotic Lab**  
brought together digital researchers to  
develop a 5G Telemedicine robot

# PUBLIC HEALTH

## AIS 5G Battling COVID-19



**Installation of 5G Networks in Hospitals to Support Medical Work**  
AIS installed 5G networks at 158 hospitals nationwide, 150 in Bangkok and 8 in the provinces.



**Development of 5G Telemedicine Robots**  
AIS produced 23 new Robots for Care and delivered them to 22 hospitals in May 2020



# Digital Literacy

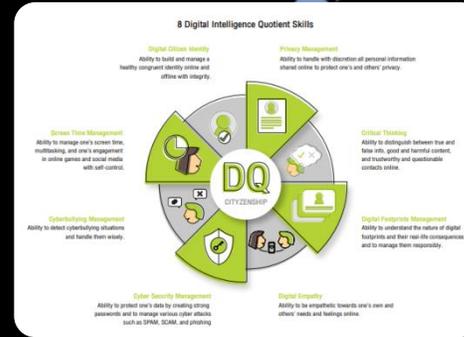
## Aunjai Cyber



AIS expanded upon its cyber wellness support following the declaration of its vision and unveiling of “Aunjai CYBER” in 2019, emphasizing partnerships in the educational realm, relevant organizations and experts in child and adolescent psychology with the intent to better reach its target audience and effectively raise awareness on cyber wellness, promoting Digital Literacy and Cyber Security in the 2 following ways:

## Digital Quotient Promotion (Digital Literacy)

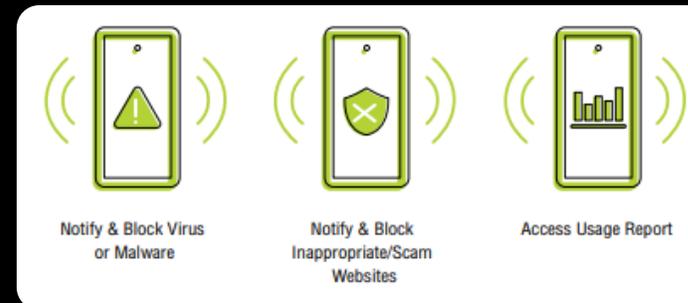
AIS joined hands with DQ Institute to formulate a Thai language Digital Intelligence Quotient (DQ) course consisting of a test and online lessons measuring and building 8 DQ skills among children aged 8-12 years, providing them the necessary knowledge to productively traverse the online world and internet.



## Digital Tools for Cyber Protection (Cyber Security)

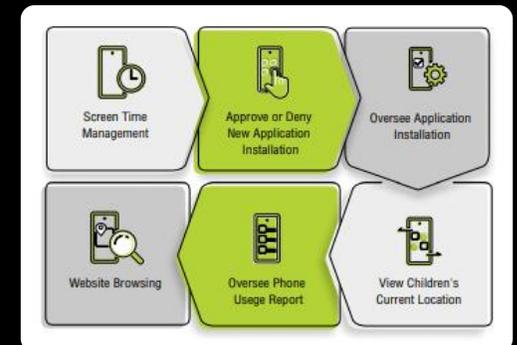
### AIS Secure Net

The network-based security solution AIS Secure Net to assist in effectively reaching customers at risk from cyber threats by working instantly without the need for an application download.



### Family Link

The company partnered with Google to promote use of its Family Link application, aiding guardians in training their children on appropriate internet usage



# Digital Literacy

AIS joined hands with Thammasat University to establish “SDG Lab by Thammasat & AIS” and Asia’s first ever sustainability operation center at Thammasat University Rangsit campus’ Puey Ungpakorn Centenary Hall and Park under the concept of integrating 5G and IoT digital technologies to form a foundation for sustainability with the ultimate goal of elevating Thailand into a SMART City.

## SDG Lab by Thammasat & AIS



## Telecommunications Systems for Community Development

In 2016 AIS joined hands with the Border Police Headquarters to commence the Telecommunications Systems for Community Development project aimed at enhancing internet networks and providing computers for education alongside other technologies to better basic utilities for communities.

# Reducing Inequalities

## AIS Good Kids Brave Hearts



Over the 20 years AIS has been conducting the AIS Good Kids Brave Hearts project, the goal has remained supporting young Thais to complete their bachelor's degrees and enter into a career, making it a major success. In the long term, AIS understands Thailand will need individuals with specialized skills to support its development and economic growth and has thus set a policy to support education that aligns with the 12<sup>th</sup> National Economic and Social Development Plan, which seeks to create innovations that drive development in all dimensions and enhance the country's capabilities.



## Good Kids Brave Hearts Virtual Reunion



# Reducing Inequalities

## Office Amenities for Disabled Employees



## AIS Call Center for the Disabled

AIS recognizes the need to support human rights efforts and provide equal access to employment, launching a project to create career opportunities for the disabled in 2007 focused on using digital technology to augment the capabilities of disabled individuals and employing such individuals in its Call Center. Work environments and equipment were adapted to facilitate safety and convenience for disabled employees and they were provided with equal remuneration and benefits to their able-bodied counterparts.



The Best Support of the Year 2020 award at the ACC BEST OF THE YEAR 2020

The Excellent Organization for Supporting Disabled Employment 2020 awarded by the Ministry of Social Development and Human Security



# Environment

## E-WASTE

### KEY OBJECTIVES



AWARENESS



ENGAGEMENT



ZERO LANDFILL

AIS continued “Thais Say No to E-Waste” in 2020, focusing on expanding its network throughout the public and private sectors to strengthen implementation and enhance convenience for E-Waste disposal. The project also focused on promoting awareness towards the physical danger of retaining expired E-Waste in the home or improper disposal, at the same time dispensing knowledge on recycling and proper E-Waste disposal in the hopes of fostering understanding towards the critical environmental issue posed by E-Waste.

### Expansion of “Thais Say No to E-waste” Cooperation Network



Collaboration with Ministry of Natural Resources and Environment to raise awareness and participation in sustainable environmental care.



AIS joined the “Green Paholyothin” network to encourage 13 organizations along Paholyothin Road to join in the “E-Waste the Battle”



AIS joined Thailand Responsible Business Network alongside nine fellow Stock Exchange of Thailand listed companies.

# Environment

## E-WASTE



AIS joined Central Group to install E-Waste receptacles at 37 Central department stores across the country



AIS collaborated with Thailand Business Council of Sustainable Development (TBCSD) and invited the corporate members to participate the project



AIS joined hands with Thailand Post to expand its E-waste drop points to 160 Thailand Post offices nationwide.



AIS joined hands with the Government Savings Bank to promote awareness and understanding in proper E-Waste disposal.

## AIS E-Waste Drop for Points Campaign



**AIS E-Waste**  
**ทิ้งรับโชค**  
ลุ้นดวงรับปีใหม่



**รวม 21 รางวัล รับปี 2021 มูลค่ากว่า 280,000 บาท**

ก่อนทิ้ง!! E-Waste อย่าลืมแจ้งพนักงาน เพื่อ Scan QR Code

เพียงนำขยะอิเล็กทรอนิกส์\* มาทิ้งที่ เอไอเอส ซีโอป ทั่วประเทศ  
**E-Waste 1 ชิ้น = 1 สิทธิ์**

ตั้งแต่วันที่ 1 ธ.ค. 63 - 31 ธ.ค. 63

\*ขยะอิเล็กทรอนิกส์ ได้แก่ 1. โทรศัพท์มือถือ 2. สมาร์ทโฟน 3. ทีวี 4. เครื่องใช้ไฟฟ้า 5. อุปกรณ์อิเล็กทรอนิกส์

AIS E-Waste Bin and Win Campaign

# Type of Philanthropic Activities

Category	Percentage of Total Costs
Charitable Donations	28%
Community Investments	48%
Commercial Initiatives	24%
Total	100%

# Philanthropic Contributions

Type of Contribution	Total amount (Baht)
Cash contributions	196,425,030
Time: employee volunteering during paid working hours	1,057,500
In-kind giving: product or services donations, projects/partnerships or similar	72,756,415
Management overheads	20,534,304