

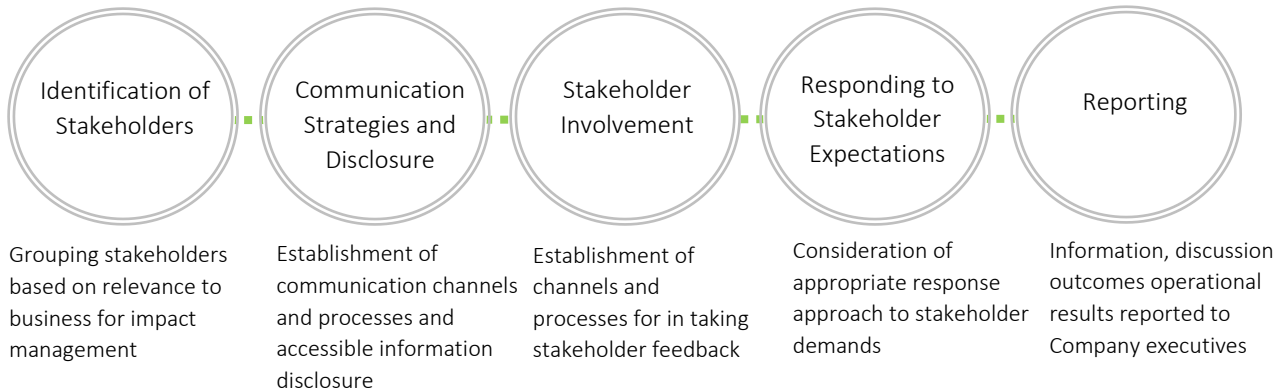
AIS Stakeholder Engagement

Devoting importance to sustainable business practices, AIS has clear and consistent practices for engaging with stakeholders emphasizing respect of their interests and fair treatment as well as an openness to stakeholder opinions and recommendations for development of the Company's business processes. Stakeholders are a key factor in the increasingly competitive business atmosphere and affect economic, social and environmental changes that can impact the Company internally and externally while having their own expectations of the business. AIS makes sure to maintain good relations with its stakeholders and regularly reiterates to its employees, practices for engagement that create long term shared business value. Stakeholder engagement is carried out as follows:

AIS has offices to operate at different regions and serve as contact points for local stakeholders. The regional office work closely with the head quarter to ensure compliance and follow the guideline. In order to engage promptly with the key stakeholders, there are dedicated responsible units for each group of key stakeholders as well as provide multiple channels for local stakeholders to raise their issues to the company.

1. Community and property owner (landlord) where AIS operates and has mobile network sites located are responsible by our Community Relations Unit (CR). They have access to the dedicated hotline, group chat and published periodic journal that communicates relevant issues to the community. The CR Unit works in tandem with the Regional Office and Site Acquisition Management Unit to oversee and engage with the community and landlord on regular basis as well as handling any issues arising from the community.
2. National regulators and authorities including the National Broadcasting and Telecommunication Commission (NBTC) who regulates telecommunication providers like AIS are responsible by the Business Relations Department (BR). Moreover, Electronic Transactions Development Agency (ETDA) and the National Cybersecurity Committee (NCSC) have an important role in telecommunication business. BR Department works to ensure regular correspondence with relevant authorities to ensure business compliance to the regulations. The engagement with authorities usually takes in form of regular meeting, group consultation, and hearing session.
3. National, local, social media as well as NGOs are responsible by Public Relations Department (PR). With the rise of social media enhancing much more dynamic interaction among various stakeholders with the company, PR reorganize its engagement strategy to equip with better social listening tools in order to promptly identify common interests and issues arising from various stakeholders as well as organize and coordinate for proper intervention. PR also works closely with other units of the company that deploys their respective social media interaction mainly with customers.
4. In addition, AIS provide dedicated email for all stakeholders to raise the issues directly to the management team as well as the Board of Directors via CompanySecretary@ais.co.th and AuditCommittee@ais.co.th

1. Stakeholder Engagement Process



2. Identification of Stakeholders

AIS identifies stakeholders with an impact on its business both directly and indirectly. Analysis has identified these following 8 stakeholder groups:



The priority stakeholders that are most significant to AIS business are the communities and the government sectors. As the network coverage expansion requires the spaces in the communities across the country to set up a network stations and need to follow the law and regulations. Therefore, it is important to engage and communicate the necessary information with these priority stakeholders through various activities and projects for the good relations in parallel with business operations.

3. Stakeholder Communication and Engagement

AIS has communication channels and processes to meet the expectations of its stakeholders and maintain good relations as well as reports the results of engagement for further consideration. Details of these practices are as follows:

Stakeholder Group	Communication Channel	Communication Frequency	Stakeholder Expectations	Reporting
<p>1. Communities and Society</p> <p>Communities and individuals in areas impacted directly or indirectly by AIS business</p>	<ul style="list-style-type: none"> - Community relations department - CSR department - Suggestion box 	<ul style="list-style-type: none"> - Daily - Daily - Daily 	<ul style="list-style-type: none"> - Thai quality of life elevation through technology - Systematic disposal of Electronic Waste 	<ul style="list-style-type: none"> - CEO - Board committee
<p>2. Business Partners</p> <p>Individuals or organizations that furnish material products and services to the Company for its products and services including logistics and distribution providers</p>	<ul style="list-style-type: none"> - Partner satisfaction surveys - Partner relations agents - Distribution websites and applications - Annual partner meetings - Interviews 	<ul style="list-style-type: none"> - 1 time annually - Daily - Daily - 1-2 times annually - 1 time annually 	<ul style="list-style-type: none"> - Expansion of service to all - Connection between business and society i.e. education services 	<ul style="list-style-type: none"> - CEO - Board committee
<p>3. Customers</p> <p>Individuals, agencies or organizations that purchase AIS products and services for their personal or business purposes</p>	<ul style="list-style-type: none"> - Customer surveys - Customer feedback channels ie. AIS Call Center 	<ul style="list-style-type: none"> - Daily - Daily 	<ul style="list-style-type: none"> - Product and service quality i.e. extensive network coverage - Data privacy 	<ul style="list-style-type: none"> - CEO - Board committee
<p>4. Shareholders and Investors</p> <p>Individuals, groups or institutions invested in AIS in the pursuit of equity and shared growth</p>	<ul style="list-style-type: none"> - Shareholder meeting - Operational return announcements ie. analyst meeting, domestic and international SET investor roadshows - Opportunity day 	<ul style="list-style-type: none"> - 1 time annually - 2-4 times annually 	<ul style="list-style-type: none"> - Sustainable business growth - Consistent dividend payout - Good management - Equal access to information - Transparent and trustworthy operation 	<ul style="list-style-type: none"> - Board committee

Stakeholder Group	Communication Channel	Communication Frequency	Stakeholder Expectations	Reporting
<p>5. Employees</p> <p>Individuals under the contractual employ of AIS tasked with efficiently carrying out its business operations</p>	<ul style="list-style-type: none"> - Welfare committee - Internal communication channels i.e. internal communications department, Email 	<ul style="list-style-type: none"> - Monthly - Daily 	<ul style="list-style-type: none"> - Knowledge and skill enhancement opportunities - Career advancement - Welfare and a good work environment 	<ul style="list-style-type: none"> - CEO - Board committee
<p>6. Government</p> <p>State agencies or organizations at the central, regional and local levels tasked with administration</p>	<ul style="list-style-type: none"> - Government relations department - Monthly meetings 	<ul style="list-style-type: none"> - Daily - Monthly 	<ul style="list-style-type: none"> - Compliance with business laws and regulations 	<ul style="list-style-type: none"> Board committee
<p>7. Media</p> <p>Groups and organizations that disseminate news and information at the central, regional or local level to the wider public using any form of communication</p>	<ul style="list-style-type: none"> - Public relations department - News release - Meetings and discussions 	<ul style="list-style-type: none"> - Daily - Daily - Monthly 	<ul style="list-style-type: none"> - Release of news relevant to public knowledge - Enhance good relationship 	<ul style="list-style-type: none"> - CEO - Board committee
<p>8. Civic Sector</p> <p>Groups and organizations representing social or community interests empowered to engage in negotiations and coordination on their behalf, protecting their rights</p>	<ul style="list-style-type: none"> - Public relations department - Community relations department - Email 	<ul style="list-style-type: none"> - Daily - Daily - Daily 	<ul style="list-style-type: none"> - Consideration of greater interests - Operation without wider negative impact 	<ul style="list-style-type: none"> - CEO - Board committee