



# “Digital for...THAIs”

## Corporate Citizenship Strategy

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

# Digital For Thais

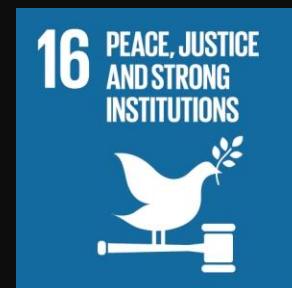
AIS' corporate citizenship strategy aims to improve the well-being of people and decrease social inequality through digital infrastructure and solutions, as well as promote safe and responsible use of digital products and services.

The strategy also creates positive business impacts for AIS in the following ways:

- foster a strong long-term relationship between AIS and its customers and local communities
- promote its image as a company that drives a digital society and supports the environment
- expand the AIS customer base and garnered the trust of its users

Our 4 strategic focus aligns with **the following UN SDGs** :

- 1) Public Health: Promote public health through digital platforms and collaboration (UN SDG 3).
- 2) Digital Wellness: Support access to digital technology knowledge and practice to develop the digital capabilities of Thais (UN SDG 4 and 16).
- 3) Environment: Promote proper electronic waste management and foster people awareness (UN SDG 12 and 13).
- 4) Reducing Inequalities: Create equal opportunities for education and technology access for a better quality of life (UN SDG 1 and 10).



# Corporate Citizenship Strategy

## “Digital for...THAIs”

### Public Health



Aor Sor Mor Online Application

AIS Connecting to Help Thai People

### Digital Wellness



Aunjai Cyber

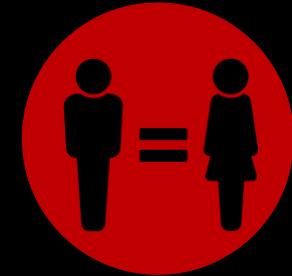
AIS Secure Net

### Environment



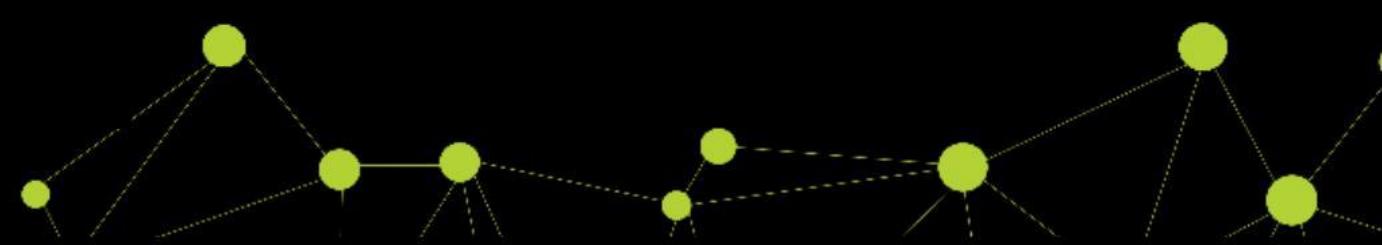
Thais Say No to E-Waste

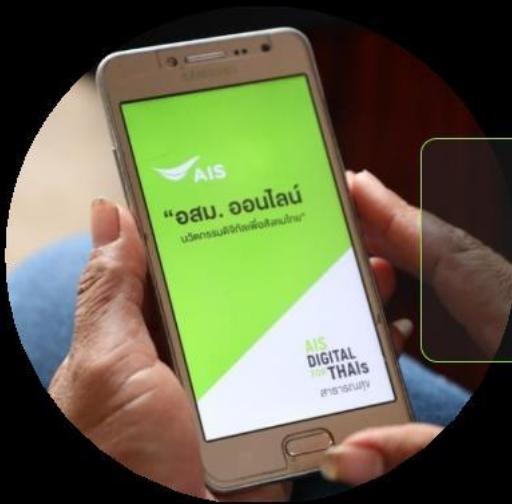
### Reducing Inequalities



AIS Good Kids Brave Hearts

AIS Call Center for People with Disabilities





## Aor Sor Mor Online Application

### About Aor Sor Mor Online Application

Aor Sor Mor Online is a useful app that AIS has developed to ease the work of Aor Sor Mor Volunteers (Village Health Volunteers or VHV) and primary healthcare unit staff such as that of Health Promoting Hospitals (HPHs) across the country. To support social services with modern digital technology equally to all, Aor Sor Mor Online application has been designed with simple and user-friendly interface to best facilitate practical work of public health entities. Simple menu in Thai language. Easy to understand with comprehensive features to send chats, photos, videos, voice messages, and location sharing.

Our priority to promote public health through digital platform utilizes AIS business strength in digital infrastructure to address social issues while fostering positive brand perception, improving community acceptance & engagement, and expanding potential quality customer base.

### Objective

- Serving as a communication tool between sub-district health promotion hospitals and village health volunteers
- Facilitating the proactive work to address community health leading to better public health, decreased diseases, and support health threats in rural areas.

### Long Term Target

Improve the socio-economic condition of 5 million households by 2027

# Public Health



## Social and Environmental Benefit

- Support the efficient work of public health personnel and facilitate proactive efforts to address community health issues
- Educate VHVs and villagers on primary health care through reliable health news and information.
- Provide faster access to health information for health-related agencies and volunteers hence facilitating their planning on health issues.
- Improve health and wellbeing of people in local communities
- Improve resource efficiency such as reducing paper and fuel usage by VHVs

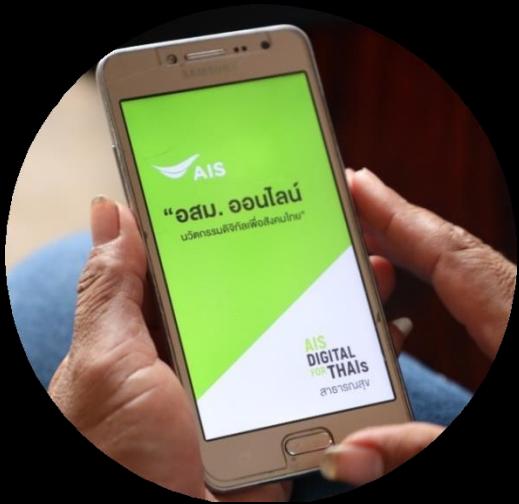


## Positive impacts on our business

By utilizing AIS' business strength in digital infrastructure to address social issues, this strategy also aligns with the following business driver

- Fostering positive brand perception
- Improving community acceptance & engagement
- Expanding potential quality customer base
- Enhancing the community potential to adopt wider digital services benefiting their work and lives.

# Public Health



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.



Facebook Fan Page  
with live streams

# Public Health

The year 2021 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) Promoted knowledge on health and health security rights among VHVs and served as a medium for information on health security for the public. Used the Aor Sor Mor Online Application to disseminate fundamental information to VHVs on cyber threats so they could immunize their communities from online scams.
- 2) Cooperated with partner to develop Mental health screening 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 11,800 members while the Aor Sor Mor Online application Facebook Fan Page fielded issues and queries 24-hours a day.
- 4) Supported reporting skills for VHVs by carrying out mental health evaluations of people impacted by COVID-19 in their communities by joining with the Department of Health Service Support and Department of Mental Health to present plaques to primary care units and model VHVs that effectively carried out mental health evaluations using the Aor Sor Mor Online Application.



**Signing of the Memorandum of Understanding (MOU) on the integration of data for the evaluation and identification of community members with mental health issues stemming from the COVID-19 pandemic using the Aor Sor Mor Online Application**



**Signing of the Memorandum of Understanding (MOU) with the National Health Security Office (NHSO) on communicating health news and information via the Aor Sor Mor Online Application**

# Public Health



## AIS Connecting to Help Thai People

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

An advertisement for the 'Robot for Care 5G'. It features a central image of the robot with two screens: one showing a thermal scan and another showing a video call interface. To the left, a column lists features in Thai, and to the right, another column lists features in Thai. A small green character wearing a mask is at the bottom right.

- รวมฟีเจอร์สุดเจ๋ง ช่วย #Saveบุคลากรจากการแพทฯ
- ตรวจสอบอุณหภูมิร่างกาย ด้วยระบบอัจฉริยะ Termoscan ที่มีความแม่นยำสูง
- ระบบปรึกษาทางไกล ระหว่างคุณพยาบาลและผู้ป่วย ผ่าน Video Call
- ควบคุมการเคลื่อนไหว ผ่านเครือข่าย 5G
- จัดส่งยาให้กับผู้ป่วยถึงตึ้ง แกนแพทย์และพยาบาล
- ตรวจสอบความชำนาญทางการรักษา อย่างต่อเนื่อง ใกล้ชิด
- บริการเชื่อมต่อห้องผ่าตัด ล้านนาอีคลีปเปอร์ ช่วยดูแล สุขอนามัยของผู้ป่วย
- ตรวจสอบค่า ออกรักษาในสื้อด

สร้างประโยชน์เพื่อคนไทย ต้านภัย COVID-19

- อุ่นและติดตามอาการ ผู้ป่วย COVID-19 แกนหนອและพยาบาล
- ลดงาน ลดการติดต่อ แบ่งเบาการบุคลากร ในการแพทฯ
- ลดเสี่ยง ลดโอกาสติดเชื้อ กับผู้ป่วย และบุคลากร การการแพทฯ
- ประยุกต์ใช้ในการจัดหา อุปกรณ์ป้องกัน ชุด PPE หน้ากากอนามัย
- ติดตามการรักษาให้อย่าง ต่อเนื่อง คล่องตัว ผ่านเครือข่าย 5G



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

# Public Health

## AIS Connecting to Help Thai People



Installation of 5G Networks for medical use at 86 locations



# PUBLIC HEALTH

## Assistance and support for the Thai people during the COVID-19 outbreak in 2021



5G, AIS Fibre and  
AIS Super WiFi



**86** Locations  
**17,994** Beds

Hospitals, Field Hospitals, Field  
Vaccination Sites, Vaccination  
Sites, Isolation Centers



**431,856** People  
Accommodation of Patients



5G Medical Innovations



**24** Units  
Robot for care



Communication devices,  
Equipment, Aunjai Volunteers



**13,194** Sets  
SIM and data packages



**1,818** Devices  
Tablets, Notebooks, Printers



**105** People/Day  
Aunjai Volunteers (130 days)



Aunjai Volunteers

# Digital Wellness



Our business provides digital technologies and internet access to consumer. With cyber threats such as identity theft, internet addiction, and cyber-bullying becoming more prevalent, this affects the safe use of digital services. As a purveyor of digital technology and internet use, AIS has taken ownership over the services delivered to consumers. So, we are determined to protect Thai people from cyber threats along with promoting online safety and building cyber resilience for internet users.

Digital wellness is not only a significant factor toward business sustainability of AIS, but it also provides opportunities for us to innovate products and services to promote digital wellness for our customers.



## About Aunjai Cyber

AIS has collaborated with academia and government agencies to devise the Aunjai Cyber program, consisting of digital teaching materials, online courses, and a test available on the LearnDi for Thais platform. It is provided for people of all ages and genders free of charge at <https://learndiaunjaicyber.ais.co.th/>.

## About AIS Secure net and AIS Fibre Secure Net

AIS offers network-based security solutions, which protect customers at risk from cyber threats such as virus-infected websites, malware, fake URLs, and indecent websites more effectively as the service works instantly without the need for an application download.



## Objectives

- To protect the Thai people from cyber threats
- To promote digital literacy and online safety among internet users.

## Long Term Target

Empower digital citizenship by providing digital solutions and tools for 3 million people by 2027

# Digital Wellness

## Social and Environmental Benefit

- Reduce online risks and cyber threats from our protective tools
- Enhance knowledge, build digital skills and cyber resilience to the internet users
- Enhance teaching competencies and career progression for teachers to keep up with the digital age.
- Promote online safety and secure use of the internet

## Positive impacts on our business

AIS perceived that it is our responsibility to deliver quality and safe services to customers and to promote appropriate use of the internet through enhancing digital literacy among Thais. This strategy also aligns with the following business drivers.

- Enhancing brand awareness and reputation
- Fostering strong relationships between the AIS and customers.
- Exploring opportunities for AIS to innovate products and services to promote digital wellness for our consumers.



# Digital Wellness

## The 3 strategies of the Digital Wellness



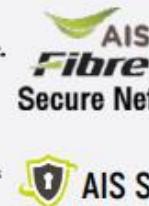
### Learning

- Promotion of digital literacy through in-class teaching to children and youths as well as training via an online platform to the general public



### Protective Tool

- Cyber protection with digital tools for internet users via mobile phone and home internet networks



### Awareness



- Promotion of awareness against the potential dangers and impacts of the internet and technology through various activities to enhance skills in safe and constructive online use to the general public



Ads

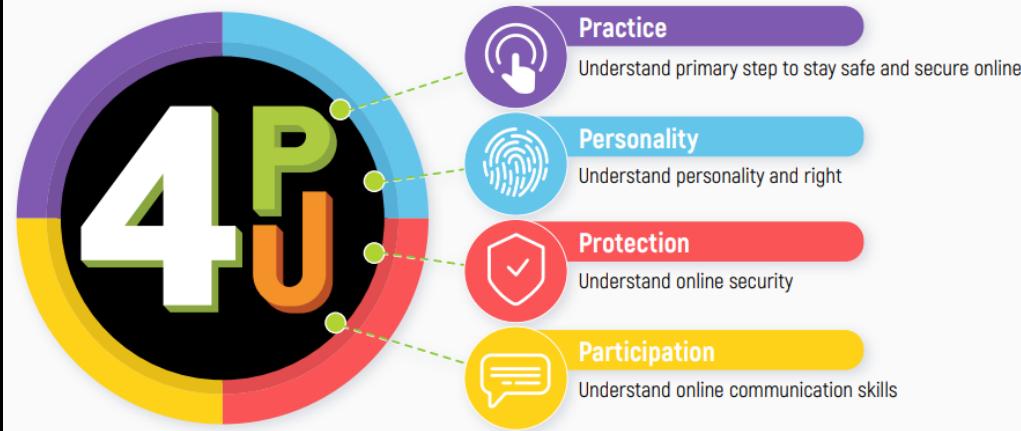


Social Media

# Digital Wellness

## Promotion of digital literacy: Aunjai Cyber course

### 4 Skill Modules



## Cyber protection with digital tools



## Promotion of awareness: VDO content & Advertising



AIS Secure Net

AIS  
Fibre  
Secure Net

Family Link

# Environment



## Thais Say No to E-Waste



AIS is one of Thailand's major retailers of smartphones and other accessories, which is partly held responsible for generating e-waste. AIS is aware of its responsibility to manage the e-waste associated with the Company's business operations as part of its accountability for society and the environment in reducing and properly disposing of e-waste and mitigating regulatory risks. And We aim to foster a highly admired brand reputation and to maintain leadership as a business responsible for its community and the environment.

### About Thais Say No to E-Waste

Electronic waste (E-Waste) not properly disposed has created a huge amount of remnants and residues that contribute to long-term negative impacts on the environment, society, ecosystem, and human health. AIS, therefore, has initiated the E-Waste project aiming to educate people on the effects of inappropriate disposal as well as raise awareness towards the dangers of E-waste hence encouraging customers to change their behaviors towards being environmentally friendly.

### Objectives

- To raise awareness on proper e-waste disposal to customers and the public
- Reinforce corporate sustainable leadership image by engaging public at large both mass consumers and business partnership for proper recycling with zero e-waste to landfill.

### Long Term Target (2023)

- Zero e-waste to landfills.
- Collect 360,000 units of obsolete mobile and related electronic waste from customers and Thai people for proper recycling

# Environment



## Social and Environmental Benefit

- Reduce health and environmental risks from inappropriate e-waste disposal
- Raise awareness about hazards from e-waste and promote proper e-waste disposal to customers and the public
- Reduce the consumption of scarce natural resources/ minerals and contribute to environmental sustainability by promoting a circular economy and reuse of materials

## Positive impacts on our business

AIS is aware of its responsibility in its operations in line with the concept of the circular economy. This is to address environmental issues, and this strategy also aligns with the following business driver:

- Promoting brand image of a leader in sustainable business operations
- Boosting customer confidence in the use of AIS products and services
- Enhancing customer engagement and retention

## Thais Say No to E-Waste



# Environment



## Thais Say No to E-Waste



## Our actions and goal

AIS continued “Thais Say No to E-Waste” in 2021, focusing on expanding its network throughout the public and private sectors to strengthen implementation and enhance convenience for E-Waste disposal.

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



AIS joined forces with Thailand Post to launch the “Drop off with the Postman” to facilitate e-waste drop-off free of charge



AIS in collaboration with TBCSD campaigned to raise public awareness and expand e-waste receptacles at the sites of 20 member organizations to collect e-waste for proper management process.



AIS teamed with Toyota and WMS, a waste management service provider, to collect waste for proper management.

# Environment



## Thais Say No to E-Waste



AIS and the Ministry of Natural Resources and Environment joined hands to expand the “Thais Say No to E-waste” project across Thailand to build awareness and promote participatory involvement in taking care of the environment sustainably



AIS released a new VDO content on the International E-Waste Day to promote “Thais Say No to E-waste” project



AIS worked to promote awareness while collecting e-waste across the country through the “Thais Say No to E-Waste” project, launching the “AIS E-Waste Drop for Points” campaign.

# Reducing Inequalities

## AIS Good Kids Brave Hearts



## Good Kids Brave Hearts Virtual Reunion



Over the 21 years, AIS has been conducting the AIS Good Kids Brave Hearts project, the goal has remained to support 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 12th National Economic and Social Development Plan, which seeks to create innovations that drive development in all dimensions and enhance the country's capabilities.

# Reducing Inequalities



## AIS Call Center for People with Disabilities

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.



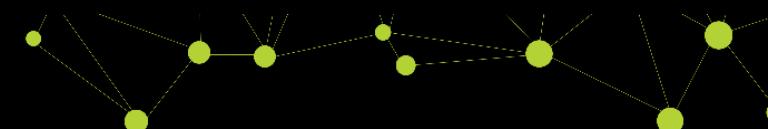
Office Amenities for Disabled Employees



AIS Call Center received the Excellent Organization for Supporting Disabled Employment 2021 recognition from the Ministry of Social Development and Human Security, a mark of pride for the organization and its social work.

# Type of Philanthropic Activities

Category	Percentage of Total Costs
Charitable Donations	15%
Community Investments	26%
Commercial Initiatives	59%
<b>Total</b>	<b>100%</b>



# Philanthropic Contributions

Type of Contribution	Total amount (Baht)
Cash contributions	90,977,401
Time: employee volunteering during paid working hours	118,766
In-kind giving: product or services donations, projects/partnerships or similar	5,327,346
Management overheads	15,494,173

