

# Sustainability Report 2024

Advanced Info Service Public Company Limited





## Sustainability Highlights

"Thriving in a greener and inclusive digital world"

### Drive Digital Economy



**3.8%**  
of revenue from new digital products and services



Enhancing cybersecurity system with the  
**Zero-Trust Model**



Enhancing governance and improving access to personal data for external parties



AIS Academy provides training to enhance the digital skills and capabilities of employees, covering of

**61%**



Developing the younger generation through the Digital Talent project to enhance the capabilities of  
**377** individuals



### Act on Climate



Reducing GHG emissions by  
**42,108 tCO<sub>2</sub>e**

Total alternative energy  
at **13,414** sites



### Promote Digital Inclusion



Improving the socio-economic condition of

**3.46 Million People**



Expanding 5G network to cover nearly

**95% to the total population**



Developing "Green Energy Green Network for THAIs" project, benefiting Thai people across

**6 communities in 5 provinces**



Expanding AUNJAI CYBER Project, enhancing digital technology skills, and building cybersecurity awareness for

**403,700 People**



Presenting the survey results of the Thailand Cyber Wellness Index (TCWI), a benchmark aimed at promoting responsible digital citizenship among Thais for the second consecutive year



Created a Digital Health Check tool that enables individuals to self-evaluate their digital skills



Expanding collaboration with public and private sector partners to strengthen its role as HUB of E-Waste

Collaboration with a network of  
**235** organizations and expanding e-waste drop points to over  
**2,700** locations nationwide





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## 3 Pillars of Sustainability Strategy

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## Message from Chairman of the Board of Directors

In 2024, the world still confronted significant challenges across multiple dimensions. Increasing in frequency and intensity, the existential threat of climate change has expedited technology transformation. Concurrently, the global economy grappled with slow and uneven growth among different groups. The rising cost of living and escalating business expenses, exacerbated by geopolitical tensions, added to these challenges. Furthermore, the exponential development of digital technology introduced an increasing cyber threat and heightened digital inequality, particularly affecting vulnerable and marginalized populations.

The impact of these challenges has inevitably carried over to Thailand. Central to these issues have been the increasing cost of living and household debt levels triggered by inflation, the devastating floods and aggravating PM 2.5 air pollutants that dealt a severe blow to the agricultural and business sectors as well as the general public, and the surge in call center scams causing victims significant financial loss. Added to this were the issues of social inequality in digital access and digital skills gaps.

The telecom business is a critical information infrastructure that accommodates transformation and access to technology to address evolving challenges. The development of 5G technology, in particular, enables digital technologies to bring new opportunities to the economy, society, and the environment. In this context, AIS has formulated an operational framework, encompassing three pillars: Drive digital economy, Promote digital inclusion, and Act on climate.

In 2024, AIS acquired Triple T Broadband Public Company Limited (TTTBB), the provider of internet service under the 3BB brand to expand the home broadband business. The acquisition has enabled the AIS Fibre Broadband network to expand its service areas, reaching more users in the provincial regions and outskirts.

Over the past year, AIS has witnessed significant developments in each of the following three pillars:

### Drive Digital Economy

AIS pledged to strengthen and expand its telecom network to cover all areas nationwide to provide a foundation for the development of digital products and services. AIS has set goal for 7% of revenue to come from new digital products and services, enabling the digital economy by 2027. In the past year, AIS has further developed digital products and services such as Hyperscale Cloud, AIS Analytic X, Fortinet Secure Work, and Secure Net+, which have generated significant revenue, accounting for 3.8% of the company's core service revenue.

While rapid digitalization has played an increasingly pivotal role, it also brings associated risks, particularly in cyber and data security. To address the challenge, AIS has set a goal to leverage its cybersecurity and data protection efforts in conformance with international standards. Last year, AIS continued to strictly adhere to the standards, including conducting risk assessments and monitoring the performance of external service providers who access the company's data and IT systems. This was done to ensure compliance with the latest security standards and relevant international regulations.

Recognizing employees as valuable assets to drive the Company's business and the digital economy, AIS has set a goal for 90% of AIS employees to be equipped with new digital skills and literacy by 2025. Over the past year, AIS has trained its employees to enhance their digital skills in various areas, including AI, Cloud, Data Analytics, Design Thinking, and 5G. Additionally, the company has developed young talent through the Digital Talent program, resulting in 61% of its employees possessing digital skills that they can apply to their work.



## Promote Digital Inclusion

AIS firmly believes that the building and expansion of the telecom network to cover all populated areas can bring expansive access to digital technology and uplift the quality of life for Thais. To that end, AIS has set a goal to improve the socio-economic condition of 5 million people by 2027. Over the past year, AIS has implemented various projects, such as 'Green Energy Green Network for Thais,' 'AIS Academy for Thais,' and 'Free Broadband Internet for Education.' As a result, 3,460,253 people have engaged with and benefited from these initiatives.

With a concern for the safe and responsible use of digital technology among Thai users, AIS has set a goal to empower digital citizenship by providing digital solutions and tools for 3 million people by 2027. Over the past year, AIS has focused on building cyber resilience and enhancing digital knowledge for the public through the 'AUNJAI CYBER Curriculum' program, resulting in 792,100 participants currently enrolled. Additionally, the company launched the free service "1185# for easier spam report" to report scam numbers. This service enables the Central Investigation Bureau (CIB) to verify, block scam numbers, and take legal action, thereby reducing digital threats for the public.

## Act on Climate

AIS is committed to reducing carbon emissions across the value chain by setting a goal to reduce greenhouse gas (GHG) emissions intensity from both Scope 1 and 2 per data traffic by 25% compared to the 2024 baseline. Over the past year, the company's GHG emissions (Scope 1 and 2) amounted to 798,881 tons of CO<sub>2</sub>e, with an emissions intensity of 0.018 equivalent per data traffic. Furthermore, AIS continues to develop and apply AI systems to improve energy efficiency while expanding the installation of solar panels to 4,560 locations nationwide, resulting in a reduction of 42,108 tons of CO<sub>2</sub>e emissions.

Today's growing reliance on technology has led to a rising tide of e-waste. As AIS' operations also contribute to e-waste, the Company has established a waste management approach that poses minimal environmental impacts with the goal of maintaining zero e-waste to landfills. Over the past year, AIS has continued our commitment to systematically manage and monitor electronic waste from cradle to grave. This includes converting waste into fertilizer and running 'HUB of E-Waste'. As a result, there has been no e-waste residue (non-recyclable or residue) remaining after recycling, and no electronic waste has been disposed of through landfilling.

AIS pledges its commitment to uphold and continue its sustainability mission, encompassing governance, economic, social, and environmental dimensions by staying abreast of global trends and dynamic practices. This will enable the company to lay out a plan for addressing challenges over the next 1 to 5 years. The company remains relentless in reviewing, improving, and developing management processes to drive business performance and meet stakeholder expectations. Additionally, we strive to address global issues such as climate change, e-waste, and evolving challenges. Equally important, fostering employee engagement and expanding collaboration with external organizations are key factors in driving business growth while sustainably elevating the quality of society and the environment. Together, these efforts help create a strong sense of responsibility for our world.

(Kan Trakulhoon)  
Chairman of the Board of Directors



## An Affirmation of Our Determination Towards Sustainable Business

### Global Level



In 2024, AIS received a rating of AA in the MSCI ESG Ratings Assessment



FTSE 4 Good Index Series 10<sup>th</sup> Consecutive Years



In 2024, AIS received an ESG Risk Rating from Sustainalytics.  
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3 Global Awards from HR Asia 2024  
 • Best Companies to Work for in Asia 2024  
 • HR Asia DEI Award  
 • HR Asia Sustainable Workplace Award



Winner of WSIS Prizes 2024 in the category of Action Lines C7 E-Environment by ITU and UNDP

### National Level



ESG rating of AA or 89 out of 100 points from the Stock Exchange of Thailand



ESG100 for 10<sup>th</sup> consecutive years by Thaipat Institute



"Excellence", based on Corporate Governance Report of Thai Listed Companies by Thai Institute of Directors Association



AIS received Creative Social Impact in Creativity Equality Award from Creative Economy Agency (Public Organization)



AIS received the Gold-Level Recognition for the Zero Workplace Accident Campaign from the Institute for Occupational Safety, Health, and Work Environment Promotion (Public Organization)

### Disclosure Standards



Global Reporting Initiative



Sustainability Accounting Standards Board



Carbon Disclosure Project



Task Force on Climate-Related Financial Disclosures



## Vision

To lead a sustainable Thai digital society through ecosystems and partnerships

## Mission

Empowering lives and businesses with trusted connectivity, digital innovations, and exceptional experiences





## Business Overview

For over 34 years, AIS has provided digital technology and telecommunications infrastructure to Thai society. The company began offering Mobile Telecommunication Services under a concession agreement in 1990, quickly distinguishing itself through high-quality services and nationwide network coverage. In 2015, AIS expanded into Fixed-Broadband Services with a 100% fiber-optic network, focusing on service quality and prompt problem resolution. In 2018, AIS acquired CS LoxInfo Public Company Limited, enabling the company to extend its Enterprise Services beyond telecommunications to include comprehensive digital technology and business solutions. With a commitment to delivering exceptional customer experience at every level, AIS has further expanded into Digital Services, including video content and digital financial services.

**AIS, as the leading digital technology service provider in Thailand, is committed to delivering an exceptional experience through five key business areas**



### Mobile Services

Offering 4G and 5G technologies under the brand "AIS", providing monthly subscription services, prepaid services, and automatic international roaming, with network partners in over 240 destinations worldwide.



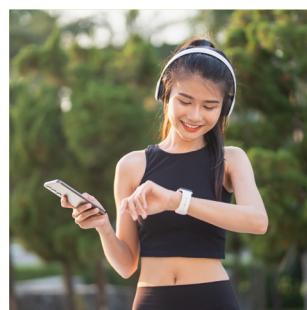
### Fixed-Broadband Services

Under the brand "AIS 3BB Fibre 3", AIS provides high-speed internet services to both residential customers and business enterprises.



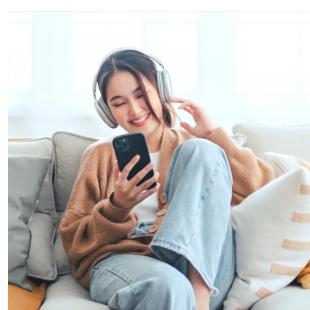
### Enterprise Services

Providing digital solutions for businesses under the brand "AIS Business", covering enterprise network data connectivity (EDS), as well as other technology solutions such as Cloud, Data Centers, and ICT solutions for corporates ranging from large corporations to SMEs.



### Mobile Device and Digital Lifestyle Product Sales

Selling mobile phones, accessories, and leading digital lifestyle products through various sales channels, including online platforms.



### Digital Services

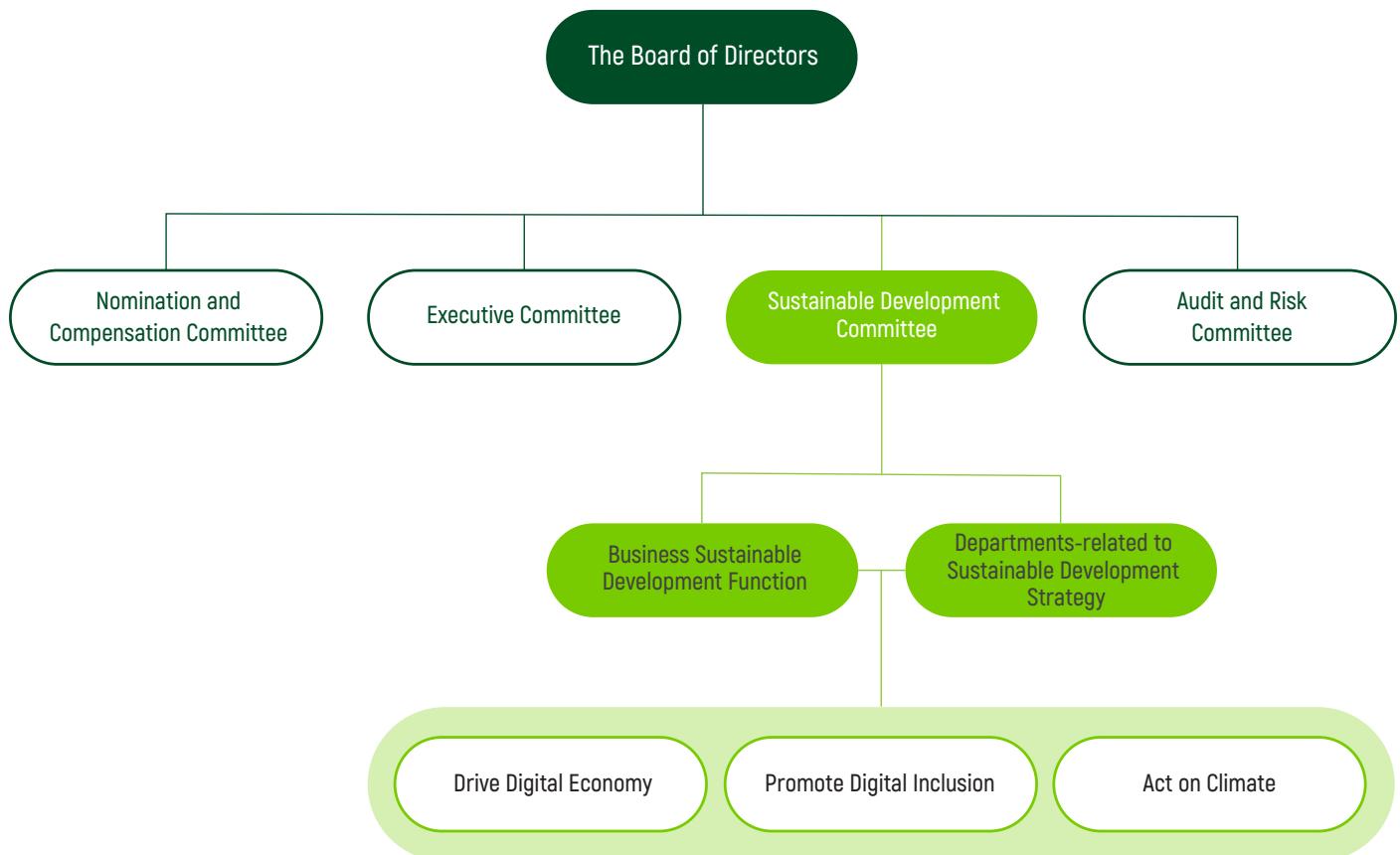
Providing new digital services that align with the evolving digital lifestyles of consumers, such as Entertainment and Content Services and Digital Financial Services.

At the end of 2024, AIS's total assets were valued at Baht 431,432 million with a market capitalization of Baht 853,598 million, ranked 3 on the Stock Exchange of Thailand.



## Sustainability Governance

### Sustainable Development Structure



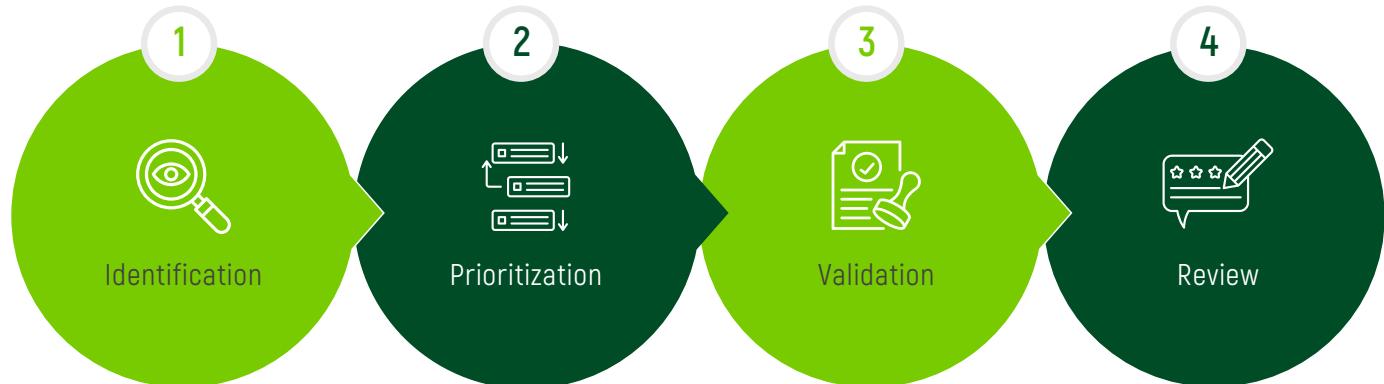
To advance sustainable business practices at AIS, the Board of Directors has delegated the Sustainable Development Committee to oversee the formulation of policies, strategies, goals, and material aspects related to sustainability. The Committee is tasked with reviewing performance, evaluating impacts and risks arising from the Company's operations on the economy, society, and environment, and ensuring compliance with the Human Rights Policy to support the Company's sustainable development goals. Progress updates and material issues are reported to the Board of Directors on a quarterly basis. Additionally, the Committee provides guidance and support to the CEO in driving sustainability initiatives and the Committee is responsible for reviewing and approving the sustainability report before its submission to the Board of Directors for final approval.

To embed sustainability into its core operations, AIS has integrated sustainable development principles into its business practices. The Business Sustainable Development Function has been designated to lead the formulation and implementation of sustainability policies and strategies, collaborating with relevant functions to translate these into actionable measures that align with the company's sustainability goals. The Business Sustainable Development Function, along with executives from related departments, provides quarterly reports on progress, performance, and material issues to the Sustainable Development Committee for review and consideration. Furthermore, the results of stakeholder engagement with various groups were presented with the committee to inform about concerns, expectations, and gather their insights on strategies to address these issues. The committee is regularly briefed on significant developments and emerging trends in sustainability, both at the local and international levels.



# Material Topics for Business Sustainability

## Process for Defining Material Topics



### Identification

AIS gains insight into its organizational context by examining various business activities throughout the value chain and its stakeholder relationships. This approach enables a comprehensive review and identification of material sustainability issues relevant to its operations, encompassing social, environmental, economic, and governance dimensions. The assessment is benchmarked against:

- Trends and developments in sustainability issues at both national and international levels, such as the Sustainability Index criteria of the Stock Exchange of Thailand, sustainability assessment criteria from various institutional investors, reporting processes according to the GRI (Global Reporting Initiative) standards, the sustainability assessment indices of Morgan Stanley Capital International (MSCI), Carbon Disclosure Project (CDP) standards for carbon and climate change disclosure, Sustainability Accounting Standards Board (SASB) standards, and the Global Risk Report 2024 by the World Economic Forum.
- Sustainability issues related to the telecommunications industry both domestically and internationally.
- Opinions of relevant stakeholders.

### Impact Assessment and Prioritization

AIS analyzes the significance of material issues by adopting a Double Materiality perspective, considering both the impact on the company's business operations and the effects on the environment, society, and stakeholders, particularly in relation to human rights. This analysis encompasses both positive and negative impacts, actual and potential, in the short and long term, resulting from business activities throughout the value chain. The process involves a comprehensive scope covering both internal and external aspects, including:

- **Internally**  
Organized meetings with executives and top management to collect opinions and receive guidance on short- and long-term material topics which must be consistent with the risk issues of the organization. In addition, operational plans, goals, and strategies are created in accordance with crucial sustainability-related issues.
- **Externally**  
Collected views from stakeholders including customers, regulatory bodies, community and society, corporate customers, partners, shareholders, and investors, via face-to-face discussions and by phone to uncover prioritized topics and expectations for AIS as well as to set operational guidelines for effectively responding to stakeholders.

The company integrates the analysis of material issues with input from various stakeholders, both internal and external, to assess impacts and prioritize them using a Materiality Matrix. This involves evaluating the severity of the impacts alongside the likelihood of their occurrence. The assessment is further considered across two dimensions: (1) impacts on the environment and society, and (2) impacts on business operations. This process is used to prioritize and identify issues that have significant impacts on both dimensions.



## Validation

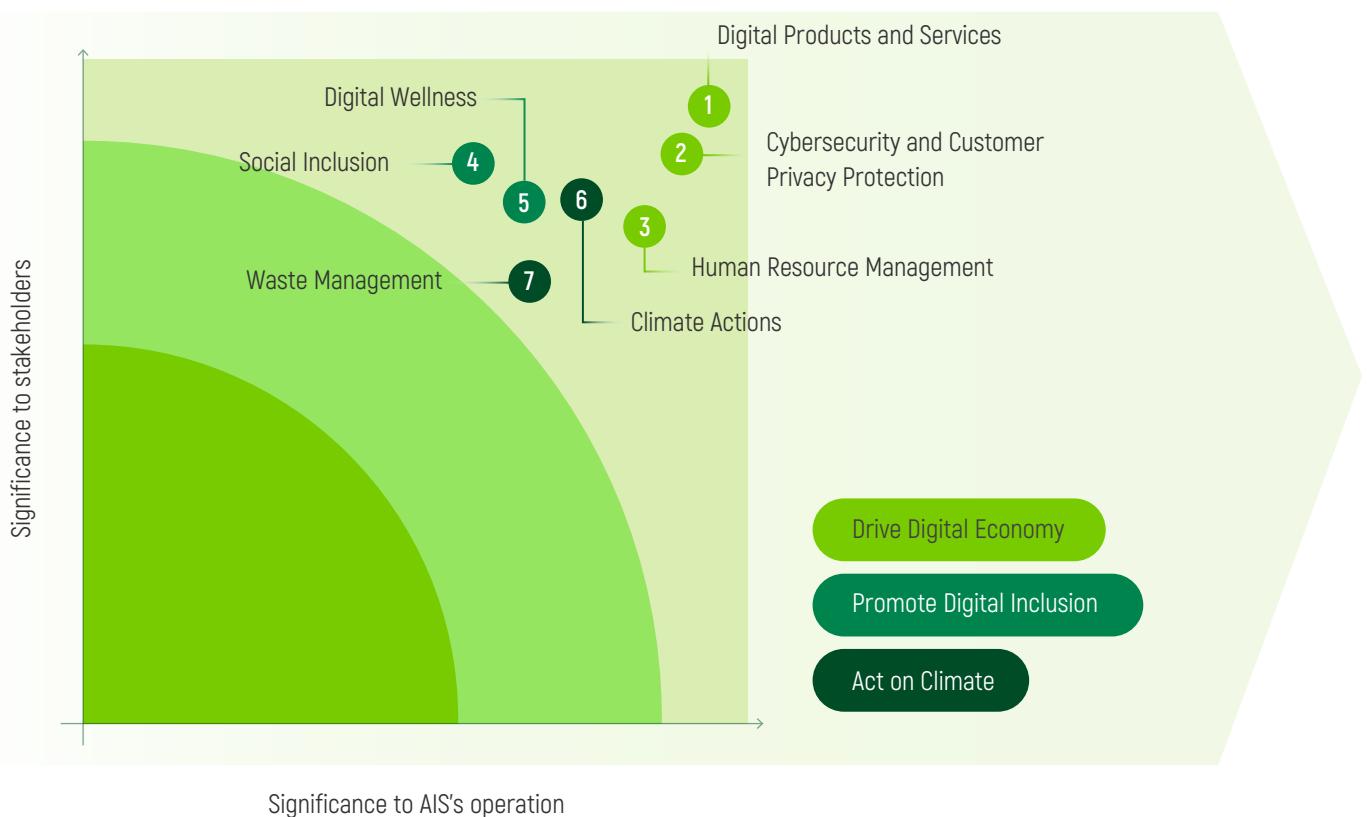
Validating material issues by referencing the industry peers, as well as leading sustainability organizations at both national and international levels, to ensure that the company's material issues align with the direction of sustainable business operations.

Report significant issues to senior executives for approval and present them to the Sustainability Development Committee and the Board of Directors for endorsement. Integrate these significant issues into both short-term and long-term business plans to mitigate risks, expand business opportunities, adapt to future changes, and ensure business continuity. Additionally, disclose this information in the Sustainability Development Report and on the company's website.

## Review

AIS prepared a review process after this report had been publicized to stakeholders so that feedback and recommendations for further sustainability development as well as future reports may be collected.

## Materiality Assessment Results





The tables below summarize AIS' risk management, opportunities pertinent to the top 7 material sustainability topics, and contribution to one or more of the UN 13 SDG goals.

Aspiration	Challenge	Opportunity	SDGs
<b>Drive Digital Economy</b>			
<b>Digital Products and Services</b>			
Create digital products and services to improve the quality of life of Thai people and elevate the competency of the Thai business sector.	<ul style="list-style-type: none"> <li>The telecommunications market is beginning to reach a state of saturation.</li> <li>Capability of streamlining business in response to changing technology and consumer behavior in the digital era</li> <li>New players in the market such as over-the-top media services have put downward pressure on competition in digital and platform services</li> <li>Traditional services or connectivity services may offer limited growth potential while requiring ongoing investments to maintain existing revenue streams.</li> </ul>	<ul style="list-style-type: none"> <li>Adding value from network infrastructure and 5G technology that can be built upon to provide various digital services and solutions</li> <li>The development and innovation of new digital products and services to meet the increasingly diverse needs of customers.</li> <li>Creating new sources of revenue by teaming up with multiple business partners to develop a diverse range of innovative digital products and services</li> </ul>	 
<b>Cybersecurity and Customer Privacy Protection</b>			
Develop a reliable system for cybersecurity and data privacy protection	<ul style="list-style-type: none"> <li>Compliance with relevant laws and regulations concerning telecommunications and new digital businesses as well as preparation for compliance with upgraded regulations such as criteria for the retention of computer traffic data by service providers</li> <li>Customers' confidence in the security and reliability of the IT systems and protection of personal data privacy</li> <li>Reputation damage and loss on trading contracts in the event of information security and cyber threat incidents</li> <li>Cyberattacks are becoming increasingly diverse, sophisticated, and subtle.</li> <li>Growth in technology complexity</li> </ul>	<ul style="list-style-type: none"> <li>Revenue growth from customer confidence</li> <li>New revenue sources e.g. cybersecurity service and personal data protection services</li> </ul>	
<b>Human Resources Management</b>			
Nurture and develop AIS human capital to support business growth particularly digital business	<ul style="list-style-type: none"> <li>Employees are facing challenges in adapting to technological advancements and artificial intelligence (AI).</li> <li>Lack of employees with needed skills and capabilities to cater to new digital businesses to foster growth</li> <li>Violation of employees' human rights amid the trends in diversity, equity, and inclusion</li> </ul>	<ul style="list-style-type: none"> <li>Enhancing the potential and capabilities of employees to align with business strategies for the development of digital technology products and services.</li> <li>Attracting new employees with new abilities</li> <li>Fostering relationships among employees and enhancing work performance</li> </ul>	   



## Promote Digital Inclusion

### Social Inclusion

Upgrade the quality of life for the community and reduce social inequality with digital infrastructure and solutions

- Digital divide
- Expanding telecommunications networks to remote areas involves relatively high operational costs and may yield unsatisfactory returns.
- Dispute with communities and rental contract extensions

- Creating acceptance from communities and fostering good relationships with communities
- Expanding customer base in communities
- Driving growth through innovative digital products and services.
- Building a good image and confidence in AIS products and services

[Click here](#) to see details of the management approach



### Digital Wellness

Striving to establish a brand that promotes safe and appropriate use of the internet and social media

- Guarding against products and services with potential risks arising from internet use for customers
- The increasing complexity, frequency, and severity of various forms of online threats.
- The impact on mental well-being caused by various forms of cyber threats, including a lack of confidence in using online application.

- Creating confidence in products and services that promote appropriateness and safety in the internet and social media use
- Innovating products and services to promote safe online use for customers
- Fostering long-term relationships with customers

[Click here](#) to see details of the management approach



## Act on Climate

### Climate Actions

Minimizing environmental impacts with efficient management of business operation and supply chain

- Conformance with new regulations e.g. Climate Change Act
- Potential damages to infrastructure and network equipment.
- Escalating costs and expenditures associated with the management of GHG emissions in business operations.
- Pressure from stakeholders with expectations for the company to reduce greenhouse gas emissions from its operations.
- Impacts on biodiversity and forest ecosystems from operations across the business value chain

- Creating new revenue sources from cloud business and other products that reduce GHG emissions
- Introducing new digital services that drive the transition towards a low-carbon economy for businesses and communities.
- Reducing resource consumption and operating costs
- Establishing a positive brand image and building confidence in AIS products and services while attracting investors with focus on green investments.

[Click here](#) to see details of the management approach



### Waste management

Reducing and recycling waste from operations and promoting proper e-waste disposal among Thai people

- Compliance with Electronic Product and Equipment Disposal Act
- Reputation damage and payment of fines / compensation in case the waste disposal efforts adversely affect the community and the environment

- Fostering good relationships and image with customers and society as a whole through environmentally-responsible products and services
- Reducing resources consumption and increasing capability for recycling materials for reuse

[Click here](#) to see details of the management approach





## Stakeholders Engagement

Stakeholders	Channels and Frequencies	Concerns and Expectations	Operational Approaches to Addressing Concerns and Expectations
 Employees	<ul style="list-style-type: none"> <li>Communication via email and the Company's online system</li> <li>Direct communication between employees, supervisors and the Human Resources Department</li> <li>Direct communication from the Management to employees via Town Hall at least twice a year</li> <li>Conduct employee engagement survey through questionnaires, at least every two years</li> </ul>	<ul style="list-style-type: none"> <li>Job security and career advancement opportunities for every employee</li> <li>Appropriate benefits and remunerations</li> <li>Digital knowledge and skill development</li> <li>Equitable treatment</li> <li>Fair performance evaluations</li> <li>Effective communication and strong interpersonal relationships among employees within the organization</li> </ul>	<ul style="list-style-type: none"> <li>Follow the guidelines on recruitment of a new generation of quality employees and retain the existing personnel to grow together with the Company</li> <li>Continuously enhance employee potential, with the focus on digital skills, by empowering employees to select their own development paths aligned with their interests. This is facilitated through training programs and an evaluation system designed to measure the effectiveness of the training</li> <li>Provide a diverse range of benefits and amenities for employees</li> <li>Establish fair performance evaluation criteria and offer compensation that aligns with market and industry standards.</li> <li>Organize team meals to foster stronger relationships and enhance teamwork among employees.</li> <li>Conduct focus group meetings within the department to brainstorm and develop initiatives aimed at addressing employee concerns and desired changes</li> <li>Provide complaint channels for employees to report frauds or wrongdoings e.g. hotline, email, letter</li> <li>Establish a communication channel to executives in the Human Resources division (Email: Help me: help@ais.co.th)</li> </ul>



Stakeholders	Channels and Frequencies	Concerns and Expectations	Operational Approaches to Addressing Concerns and Expectations
 <b>Community and Society</b>	<ul style="list-style-type: none"> <li>Community complaint center via Call Center 0-2029-5555 (Mon-Fri 08:30 – 17:30)</li> <li>Gather feedback and concerns through land lords or community leaders.</li> </ul>	<ul style="list-style-type: none"> <li>Quality telecommunications services and service channels with extensive coverage in the community</li> <li>Advanced technology that improve the quality of life for the community</li> <li>No health risks from electromagnetic waves emitted from the cell towers</li> <li>Receiving support or assistance for the community in times of disasters or emergencies</li> </ul>	<ul style="list-style-type: none"> <li>Expand the mobile network with coverage over 98% of total population and the broadband internet network to reach 20 million households in 77 provinces with a wide range of packages to choose from</li> <li>Enhance knowledge and skills in using digital technology for online marketing to the community enterprises and promote safe and decent use of the internet and social media</li> <li>Offer knowledge and understanding to the community and community leaders about health safety associated with electromagnetic waves emitted from the cell towers and set up appropriate complaint channels</li> <li>Provide assistance to the community in times of natural disasters e.g. floods, the cold</li> <li>Organize community engagement activities during special occasions, such as cultural and religious events, by providing mobile base station vehicles to ensure reliable network coverage</li> <li>Open up educational opportunities by providing scholarships to young people in need</li> </ul>



Stakeholders	Channels and Frequencies	Concerns and Expectations	Operational Approaches to Addressing Concerns and Expectations
 Customers	<ul style="list-style-type: none"><li>AIS Call Center and AI Voice Bot services, available for customers 24/7.</li><li>Complaint Center 08-0000-9263 (Mon-Fri 08:30 – 17:30)</li><li>Conduct regular satisfaction and feedback surveys provided by external experts on a monthly and quarterly basis</li></ul>	<ul style="list-style-type: none"><li>Convenience in mobile communication and seamless, uninterrupted use of fixed internet services</li><li>Accessible, fast, and diverse channels for expert assistance, tailored to the lifestyle of each user group</li><li>Confidence in using the network, with available support and preventive measures to protect users from fraud</li></ul>	<ul style="list-style-type: none"><li>The integration of technology to enhance the quality of digital network infrastructure, ensuring maximum benefits for users and uninterrupted service. This includes monitoring systems and proactive alerts for potential unforeseen incidents</li><li>Provide a variety of contact channels available 24/7, including self-service options with ease of access</li><li>AIS collaborates with the government to address SMS/Call spam through the 1185 AIS Spam Report Center, allowing customers to report scam numbers or SMS for free via the IVR system and AI Chatbot. The company investigates and blocks reported numbers within 48 hours while supporting authorities in tracking offenders in accordance with the law</li></ul>



Stakeholders	Channels and Frequencies	Concerns and Expectations	Operational Approaches to Addressing Concerns and Expectations
 <b>Enterprise clients</b>	<ul style="list-style-type: none"> <li>Providing guidance and usage information through services such as AIS Call Center and AIS ICT Service Desk.</li> <li>Receiving complaints and suggestions through the AIS Business website (available daily).</li> <li>Evaluating customer satisfaction with various service channels, such as corporate sales representatives, AIS Corporate Call Center, ICT Solution installation teams, and AIS ICT Service Desk for technical consultations (conducted monthly)</li> <li>Evaluating customer satisfaction with services provided through Enterprise Digital eService (conducted monthly).</li> <li>Conducting customer satisfaction and feedback surveys through external experts (twice a year)</li> </ul>	<ul style="list-style-type: none"> <li>Quality of products and services such as networks with expansive coverage, high stability, high data connection speeds a wide range of business solutions that enhance business operation potential, after-sales services, quick efficient problem solution</li> <li>A variety of services that address customers' demand and the New Normal along with enhancing business performance amid the changing business context</li> <li>Enhanced service convenience via Enterprise Digital eService: service invoice, eReceipt, online payment, and appointment AIS as a withholding tax agent</li> <li>Protection of personal data privacy strictly in line with the standards</li> </ul>	<ul style="list-style-type: none"> <li>Continuously developing high-quality networks and digital systems with 24-hour quality monitoring and regular performance evaluation processes.</li> <li>Developing digital services to enhance business operations, including wired and wireless data connectivity, IoT services, cloud services, data centers, platform and AI services, as well as cybersecurity. Additionally, offering solutions that improve energy efficiency, reduce greenhouse gas emissions, and prioritize environmental sustainability</li> <li>Developing digital channels to enhance sales and customer service efficiency, offering greater convenience and speed. This includes online purchasing of products and services, as well as self-service access to usage information</li> <li>Introduce Cyber Security Operation Center (CSOC) that provides 24 x 7 cyber threat monitoring and handling as well as data security standard certification for clients e.g. ISO27001 and Payment Card Industry Data Security Standard (PCI DSS)</li> </ul>



Stakeholders	Channels and Frequencies	Concerns and Expectations	Operational Approaches to Addressing Concerns and Expectations
 <b>Dealers and Franchisee</b>	<ul style="list-style-type: none"> <li>Survey of business partners' satisfaction (once a year)</li> <li>Employee representatives in contact with business partners (every day)</li> <li>Applications and websites for distribution channels (every day)</li> <li>Annual meeting with business partners (1-2 times a year)</li> <li>Interview (once a year)</li> </ul>	<ul style="list-style-type: none"> <li>Growing alongside AIS in expanding services to a broad array of customers</li> <li>Expecting AIS' fair business dealings with all partners</li> </ul>	<ul style="list-style-type: none"> <li>Support business partners to sell products and services through more diversified channels by offering an online training course "Learn Kan Di", enabling them to enhance potential and increase new revenue channels</li> <li>Prepare a specialized training program to enhance the potential of business partners including business owners, successors, and shop managers, equipping them with the skills for effective shop management, market analysis, and cost management</li> <li>Organize a program to enhance sales expertise of business partners, including skills in technology and brand-specific expertise such as Digital Life GURU, AIS Fiber GURU, Apple Champion, and Samsung Pro to expand sales opportunities</li> <li>Arrange a monthly online meeting every month to provide sales representatives of business partners with knowledge about products and services, enhancing their effectiveness in sales.</li> <li>Present the annual "Best of the Best Performance Award" to outstanding partners for their exceptional sales and service performance, along with promoting their achievement through various media outlets nationwide</li> <li>Set standards in working together effectively together with appropriate and fair compensation structure</li> <li>Develop platforms to allow the business partners to connect and work with AIS efficiently</li> </ul>



Stakeholders	Channels and Frequencies	Concerns and Expectations	Operational Approaches to Addressing Concerns and Expectations
 <b>Government Agencies and Regulators</b>	<ul style="list-style-type: none"> <li>Meetings to discuss policies and regulatory guidelines</li> <li>Monthly joint meetings with Government Agencies and Regulators</li> <li>Organizing collaborative activities on appropriate occasions</li> </ul>	<ul style="list-style-type: none"> <li>Conduct business in accordance with the principles of good governance and applicable legal requirements</li> <li>Ensure fair, transparent, and equitable competition</li> <li>Handle complaints appropriately and fairly</li> <li>Support government efforts to drive national policies and goals, such as addressing climate change</li> </ul>	<ul style="list-style-type: none"> <li>Comply with all laws, regulations, and business-related requirements</li> <li>Conduct business responsibly and fairly towards all stakeholders</li> <li>Promote free and fair competition in the marketplace</li> <li>Seek collaboration with various organizations to support sustainable business practices</li> <li>Disclose information transparently and reliably</li> </ul>
 <b>Investors or Investment Institutions, Analysts, and Shareholders</b>	<ul style="list-style-type: none"> <li>Shareholders' meeting (once a year)</li> <li>Press conferences to report on operating performance e.g. conference for analysts or both Thai and foreign investors, SET Opportunity Day, and SET Digital Roadshow (5-6 times per quarter)</li> <li>Investor relations website, email: investor@ais.co.th, LINE@ and call (every day)</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable business growth</li> <li>Continuing payment of compensation</li> <li>Good corporate governance, and transparent, reliable business operations</li> <li>Equitable access to information</li> </ul>	<ul style="list-style-type: none"> <li>Maintain growth in mobile and home internet businesses while expanding into digital products and services</li> <li>Operate with good governance, focusing on sustainable profitability and prudent financial management</li> <li>Maintain leadership in the mobile Set a policy to pay dividends at 70% and to be paid twice a year</li> <li>Achieve the level of "Excellence" in Corporate Governance Report by Thai Institute of Directors Association</li> <li>Communicate quarterly operating performance regularly in every channel by disclosing material information fully and in a timely basis via channels suitable for each group of investors/shareholders</li> </ul>



## AIS Business Sustainability Strategy

**"Thrive in a greener and inclusive digital world"**



### Drive Digital Economy

**Enable people and businesses to grow in the digital economy**

- Expand 5G connectivity to support economic growth
- Drive digital services to both consumers & enterprise
- Maintain resiliency for data security and privacy
- Enhance human capital capabilities to support business transformation



### Promote Digital Inclusion

**Build inclusive and responsible digital access in our products & services**

- Provide inclusive digital access to promote social & economic wellbeing
- Support consumers to be digitally responsible and promote livelihood



### Act on Climate

**Shape a greener future of life for consumers and society**

- Manage our own network and operation to be light to the environment
- Support our customers and supply chain to reduce environmental footprint



# Targets for Sustainable Development

## Drive Digital Economy

### Digital Products and Services

- 7% of revenue generated from new digital products and services that enable the digital economy by 2027

### Cybersecurity and Customer Privacy Protection

- Maintain the highest cybersecurity and personal data protection standards on par with or surpassing those of other business organizations in the industry and the region
- Enhance the efficiency of cybersecurity and data privacy measures to defend AIS's significant business value chain

### Human Resource Management

- More than 90% of AIS employees will receive training in digital technology skills by the year 2025

## Promote Digital Inclusion

### Social Inclusion

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

### Digital Wellness

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

## Act on Climate

### Climate Actions

- Reduce GHG emissions intensity as calculated from the ratio of direct (GHG scope 1) and indirect emissions (GHG scope 2) to data traffic, by 25% by 2030 compared to the 2024 baseline

### Waste Management

- Maintain zero e-waste to landfill





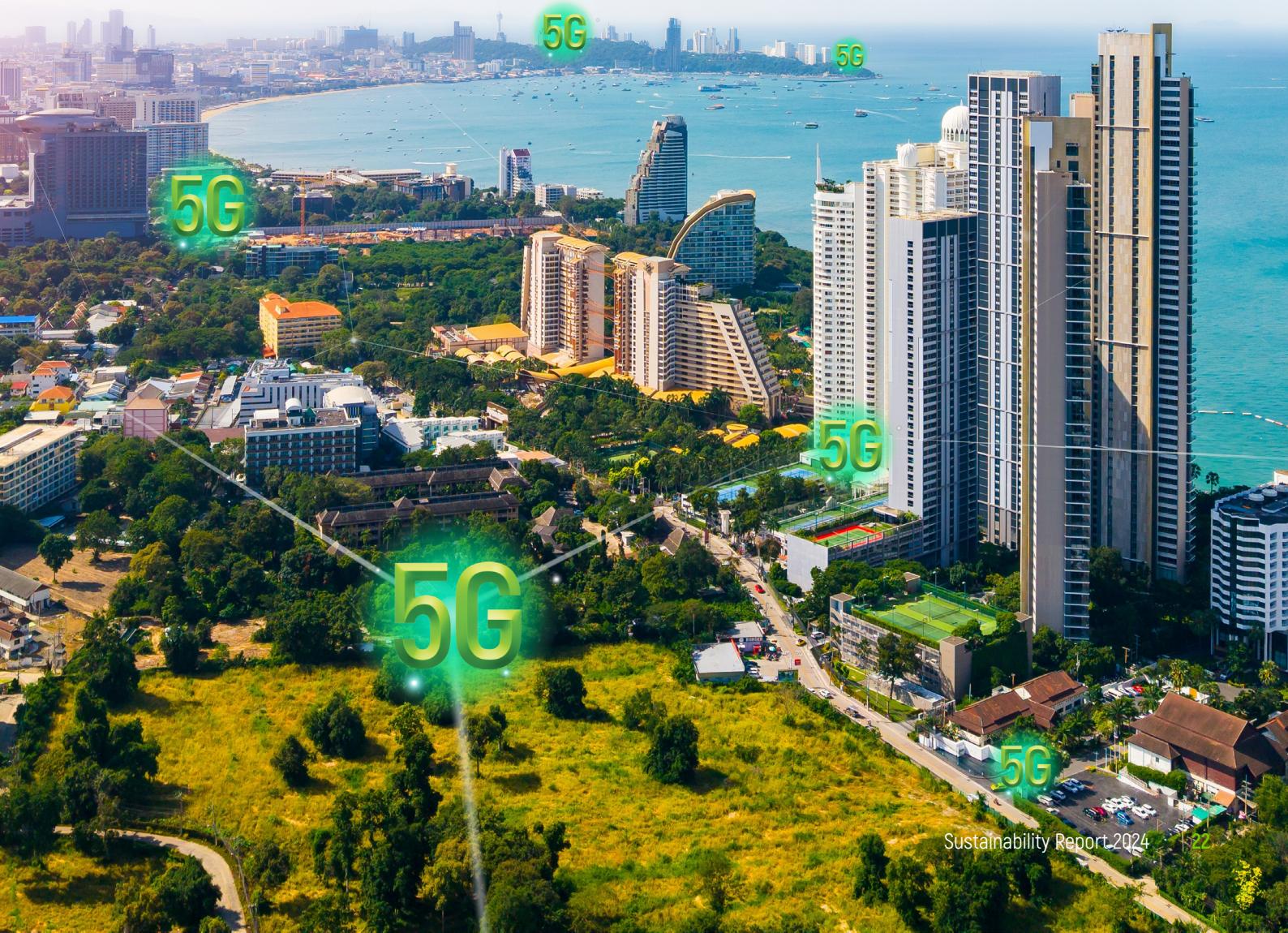
# 1

## Drive Digital Economy

Digital Products and Services

Cybersecurity and Customer Privacy Protection

Human Resource Management





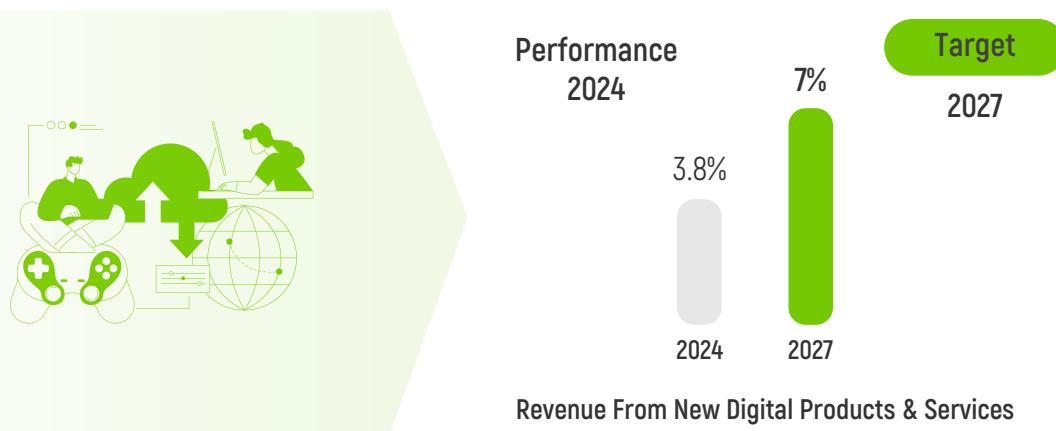
## Digital Products and Services

Develop products and services by leveraging digital innovation to improve the quality of life for Thai citizens and strengthen the competitiveness of the business sector



### Target

7% of revenue from new digital products and services enabling the digital economy by the year 2027.



**Remarks:** To achieve the target of developing new digital products and services in response to the growing business following the acquisition of TTTB, AIS has revised the target revenue from new digital products and services from 8% to 7% of the total revenue from core services by 2027.

### Key Highlight in 2024

Topic	2022	2023	2024	2027
Revenue from new digital products and services (%)	4.1	4.1	3.8	7

- Strengthen network and IT foundation**

AIS is collaborating with Huawei to advance the Autonomous Network (AN) to level 4 by 2026, leveraging technologies like Digital Twin and Generative AI to enhance network capabilities.

- 5G Paragon Platform**

A one-stop platform integrating the management of 5G, edge computing, clouds, and applications, enabling enterprise customers to flexibly create 5G solutions tailored to their needs. AIS plans to enhance the platform with features such as network Quality of Service and multi-cloud management.

- Innovation way for work in everyday**

AIS organized a workshop to enhance employees' innovation skills, focusing on a growth mindset, entrepreneurship, and agility. Post-assessment scores of the participants' skills improved from 4.42 to 4.55 out of 5.



## Opportunities, Challenges, and Impacts

AIS business has been faced with challenges as the telecom market continues to become increasingly saturated in terms of subscribers of traditional communication services such as data and mobile phone usage. According to the Household Survey on the Use of Information and Communication Technology by the Ministry of Digital Economy and Society, 91.7% of households had internet connections as of Q3 2024. Simultaneously, consumer demand for better service quality for network coverage and data transfer speed, has intensified competition among providers of traditional services. This has led to increased investment in network development to enhance service quality, alongside heightened price competition. These factors have exerted downward pressure on the business's ability to achieve favorable returns on investment. In response, AIS recognizes the importance of selecting and developing new digital products and services that address the evolving and diverse needs of consumers in the rapidly changing digital landscape. This strategic shift represents a move beyond conventional services toward a sustainable business model for the future.

### Impacts on Business Operations

The rapid evolution of digital technology has introduced a wide array of new digital services, posing challenges and creating significant competition in the telecommunications and internet sectors. Over the past decade, large-scale Over-The-Top (OTT) platforms have gained significant dominance in markets worldwide. These platforms include social media platforms, chat applications, VDO and music streaming services, and delivery platforms which demonstrated a high growth and are projected to be expanded steadily. Research by Bank of Ayudhya Public Company Limited found that for 2023-2025, income of digital service providers is expected to grow at an average of 22-23%. This growth is primarily driven by the development of digital platforms that deliver a diverse range of new and user-friendly experiences for consumers at affordable prices or, in some cases, free of charge in exchange for watching advertisement. This offers consumers more options for communication services, significantly impacting conventional call or texting services. In the meantime, the amount of data usage has grown exponentially prompted by OTT platforms.

In addition, emerging businesses have shown increasing potential to compete in the internet service provider market. For example, low Earth orbit (LEO) satellite offer very low response times (latency) due to their proximity to earth compared to geostationary satellites. This proximity enables efficient communication and extends coverage to hard-to-reach areas without the needs for extensive land-based infrastructure. However, such technology may still face challenges in cost management and competitive pricing.

### Business Operations that Impact Development of Digital Products and Services

AIS has operated the telecom business for more than 30 years with a large base of diversified customers nationwide including both consumer and enterprises. The telecom network is a vital foundation for various forms of connection such as OTT services, digital services for enterprises like cloud and data center, and IoT services for the industrial sector. The telecom business is thereby positioned as a technology enabler, supporting the development of new digital products and services. AIS leverages its strengths in telecommunications infrastructure, combined with multiple digital platforms and services, to transition from a traditional telecom service provider to a comprehensive technology solutions provider. This approach facilitates meeting the application needs of customers and enterprises while creating new business opportunities for both AIS and our clients.

### Management Approach

AIS pledges to develop new digital products and services to diversify its revenue streams beyond traditional services, leveraging the capabilities of 5G and other constantly-evolving digital technologies. To support this strategic shift, the Company has established a corporate potential development plan aimed at enhancing its readiness for innovation. This plan focuses on transforming three core areas: strengthening network and IT foundation, people and culture transformation, and partnership ecosystem development.

#### Strengthen the Network and IT Foundation

Autonomous Network | IT Intelligence | Data Insight

#### People and Culture Transformation

#### Partnership Ecosystem Development



## 1. Strengthening Network and IT Foundation

The focus is on implementing advanced technologies to enhance the network and IT systems, improving speed and efficiency, raising safety standards, and reducing operational errors. It also enables advanced analytics to support quality development of products and services for real-time introduction into the market. Additionally, the development of the network aims to meet autonomous network standards in alignment with TM Forum standards, alongside the enhancement of IT intelligence and the establishment of a data-insight system to maximize operational efficiency.

## 2. People and Culture Transformation

Priority is given to promoting corporate culture and developing employees' potential. This includes instilling innovative thinking skills and driving innovations in the Company on an ongoing basis through a broad range of activities and courses. These initiatives strengthen internal innovation by leveraging the expertise and capabilities of AIS employees, while also extending innovation externally through partnerships. Additionally, AIS is committed to efficient resource management to drive progress and deliver value to stakeholders in all sectors.

## 3. Partnership Ecosystem Development

AIS leverages the strengths and expertise of its partners to enhance potential in research, development, and product testing. This approach is complemented by the creation of partner platforms that offer end-to-end solutions and services to effectively serve current and future market demands. Such collaboration not only drives the development of products and services that meet the target, but also promotes the sustainable growth for AIS and its business partners together.

## 2024 Progress

### Development and creation of new digital products and services

AIS constantly research, study, and develop new digital products and services with high potential to enhance quality of products and services, enabling market competitiveness, and meet the evolving lifestyles and application needs of customers. Examples of new digital products and services are as follows:

- Thailand's First Hyperscale Cloud:** AIS has partnered with Oracle to develop a Hyperscale Cloud to enhance cloud service through AIS Cloud. The service is expected to be available by the first quarter of 2025. It offers substantial potential and diverse solutions for the business and industrial sectors, ensuring compliance with relevant regulations, particularly those concerning data sovereignty and data residency.



- AIS Analytic X:** AIS developed the AIS Analytic X solution capable of performing data insight analysis and big data processing without utilizing users' personal data in the analysis. The solution can be expanded for various applications, such as planning the installation of electric vehicle (EV) charging stations by analyzing traffic patterns and the volume of EVs passing through specific routes during different time periods; designing targeted advertising or campaigns tailored to the behavioral patterns of local populations; and organizing tourism promotion activities based on population density data in various areas during specific timeframes.





- **Cybersecurity Protection Service:** AIS has developed products and services designed to enhance cybersecurity protection, providing users with greater confidence. Examples are as follows:
  - **Services for enterprises:** Fortinet Secure Work enhances employee access control and protect data; AIS DDoS Protection provides all-in-one protection for DDoS attacks for enterprises, AIS Centralized Firewall (CFW) provides virtual firewall cloud service, and AIS CSOC as a Service provides 24/7 real time security monitoring.
  - **Services for consumers:** Secure Net+ prevents cybersecurity threats by detecting and filtering websites that may pose risks from internet use.
- **AIS Insurance Service :** AIS offers AIS Insurance Service including health insurance, personal accident insurance, travel insurance, and car insurance that are mainly designed to match the behavior of internet and mobile phone users. Customers can conveniently apply for and make payments for these services through the website and [myAIS](#) app.



## Strengthening Network and IT Foundation

### Autonomous network

AIS and Huawei jointly launched the RAN Intelligence Pioneers program to develop Autonomous Network (AN) to Level 4 by 2026 to upgrade the network to be autonomous, reducing reliance on human control. Under the collaboration, several intelligence technologies have been employed to support and develop the network including:

- Applying Digital Twin technology to increase the capabilities to simulate the system and service scenarios to empower smart decision making in network management such as saving energy while maintaining work process efficiency.
- Using Generative AI to upgrade the expertise of the operation system, enabling it to solve the problem on-site from accumulative experience, data analysis, and suggestions for problem solving.

### IT Intelligence

AIS enhanced the capabilities of its IT systems, using cloud technology to ensure agility, stability, and security focusing on three areas:

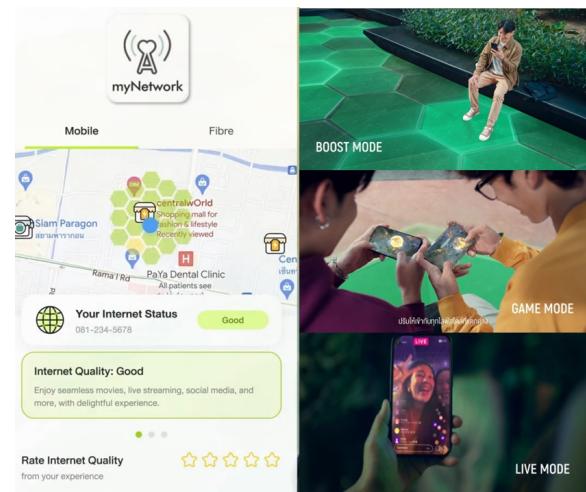
1. Integrated customer service through various online and offline channels to deliver a seamless omni-channel experience to customers as well as offered packages that match the needs of customers through data insight
2. Adopted cloud-native architecture and security technology to expand the capabilities to accommodate temporary high volumes of traffic such as the development of an iPhone reservation system on the cloud to smoothly and securely cater to a short period of a high volume of reservations.
3. Enhanced the IT architecture following the TM Forum by simplifying architecture and connected modules to reduce complex connections with other systems in the Company and outside businesses.



## Data Insight

AIS has further advanced its "Living Network" concept by introducing the new myNetwork feature, designed to enhance service quality for customers. This feature enables users to monitor the quality of both mobile and home internet services with greater detail and customize additional internet usage according to their specific needs. The 3 Modes are available for customers self-subscription via myAIS application as follows:

1. **BOOST Mode** for activities that require faster performance of 5G speed such as social platforms, streaming movies with high resolution
2. **GAME Mode** designed for stable, seamless, and smooth performance of gameplay such as mobile games
3. **LIVE Mode** for seamless live streaming and sharpened image such as online live streaming on Facebook, Instagram, TikTok, Shopee, and Lazada



## People and Culture Transformation

In 2024, the Company continued to focus on "People Development" through different projects to promote employees' creative thinking skills, critical thinking, and courage to express ideas, enabling them to innovate and present new ideas, which could drive the development of new high potential products and services. Examples included the following:

### Innovation way for work in every day

AIS has continued the Innovation Way for Work in Everyday project with the goals of developing an innovator mindset by promoting growth mindset, entrepreneurship, and agility. This is achieved through the workshops tailored to each department, empowering participants to apply the knowledge gained in their daily work.

The development of employees' innovation skills is evident, with scores increasing from 4.42 in 2023 to 4.55 out of 5. To support these outcomes, the Company closely monitored project results and observed that employees successfully applied their skills to drive work innovation. Notable examples include employees proposing new ideas that better addressed customer needs efficiently. Additionally, performance boards were utilized to share challenges and solutions, contributing to enhanced overall team performance.



### Development of Citizen Developer

AIS has elevated the performance in Robotic Process Automation (RPA) from the mere focus on RPA to incorporating other technologies to enhance competitive efficiency in business. To achieve this, the Company launched an AI skills development project to enable employees across all departments to access and learn new technologies.

The project includes a wide range of activities such as workshops, specialized courses, and academic sessions that instruct techniques for applying AI in real-world work environments. Participants receive ongoing support from AI and RPA experts to develop digital solutions that improve work efficiency and reduce process complexity.

In 2024, employees effectively applied the knowledge gained from the project to create new solutions within their respective departments, leading to time savings and cost reductions. The project generated 898 case studies, saving a total of 14,838 work hours, and fostering development of 246 citizen developers. This achievement not only improved operational efficiency and reduced redundancy, but also contributed to the development of digital products and services that address customer needs and ensure their utmost satisfaction.



## Partnership Ecosystem Development

AIS is determined to foster collaboration with business partners to develop new products and services for customers. The efforts in 2024 were as follows:

### AIS 5G Paragon Platform

The project was a collaboration between AIS and Singtel, Singapore's leading telecom operator, which has consolidated AIS' potential in providing 5G solution service. The intelligent platform is a one-stop platform for the 5G network, edge computing, cloud, and applications, empowering

enterprises to easily create solutions specific to their needs, opening up opportunities for solution and software developers in Thailand to reach enterprise clients both locally and internationally.

The Company has continuously enhanced the platform's efficiency by incorporating additional functionalities and improving flexibility. The Company plans to further diversify the platform's capabilities, including network Quality of Service (QoS), network orchestration, and multi-cloud management.

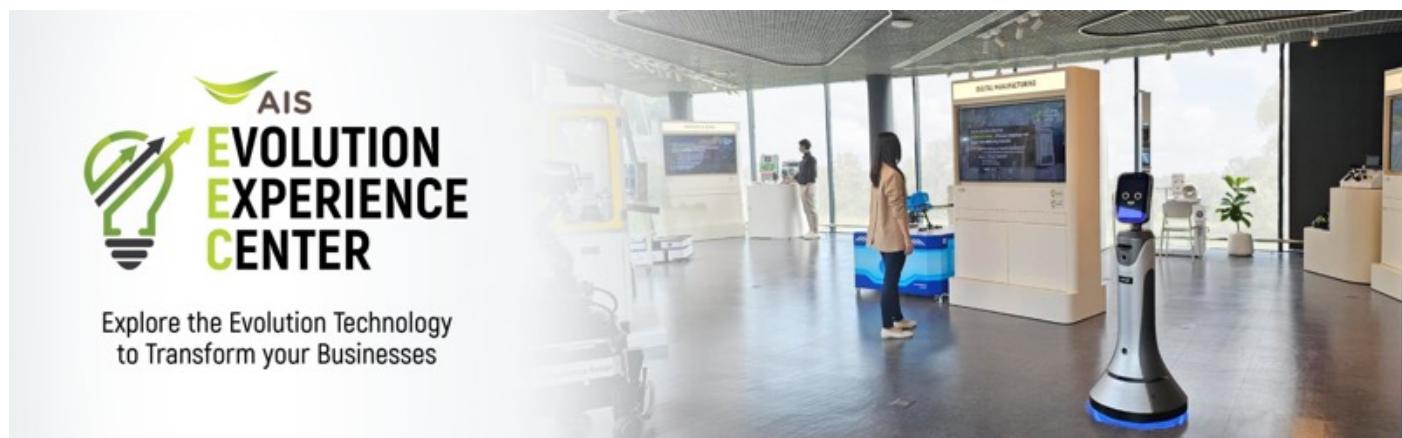
AIS 5G Paragon Platform can contribute significantly to the Thai business and industry. It facilitates faster development of use cases, reducing solution and application development time by 4-6 months and reducing costs by 20%-50%. This enhancement also boosts the competitiveness of Thai businesses, contributing to the advancement of an innovation ecosystem that positions Thailand at the forefront of the 5G era.



### AIS Evolution Experience Center (AIS EEC)

AIS has launched AIS Evolution Experience Center (AIS EEC), Thailand's first business innovation center located in Thailand Digital Valley in the Eastern Economic Corridor. The objective was to serve as a hub for exchange of knowledge and one-stop digital innovation development by integrating 5G infrastructure technology and the digital platform with high data transfer speed, low latency, and the capabilities to connect with multiple devices. This enables Thai businesses and industries to create opportunities for business expansion and the development of new innovations.

AIS EEC is designed to serve as a hub for experimentation and the practical development of innovations, supporting organizations in their transition to the digital economy. This will be achieved through collaboration with both government and private organizations to drive the Thai economy in line with the Ecosystem Economy concept to create an ecosystem that contributes to sustainable growth and development in all dimensions.





## ROBOT Platform & Low-code Technology

AIS remains committed to developing 5G Robot Platform in cooperation with business partners keen in developing robots and software. AIS Robot Platform has been developed using low-code technology to fine-tune user journey and modify functions of robots to swiftly accommodate the needs of customers. The efforts allow AIS to build a variety of robots, using substantially less workforce and cost.

Examples of robots that have gained wide acceptance from customers include Robot Assistant for Retail Business, Robot Assistant for Library, and Robot Assistant for Smart Museum. These robots are tasked with providing service information, welcoming visitors, offering basic information about the venues, and facilitating communication with the officers via video calls, delivering modern experience that meets the needs of customers in the digital age.





## Economic Performance Table

Topic	Unit	2021	2022	2023	2024
<b>Economic value generated</b>					
Total assets	Million Baht	356,222	337,044	454,439	431,432
Total revenue	Million Baht	181,333	185,485	188,873	213,569
<b>Economic value distributed</b>					
Operating cost	Million Baht	121,453	126,172	125,387	135,394
Employee wage and benefits <sup>1)</sup>	Million Baht	9,807	8,463	9,467	13,428
Payment to government	Million Baht	31,016	23,286	27,301	27,570
Community investments	Million Baht	27	15	13	11
<b>Payment to providers of capital</b>					
Dividend payments	Million Baht	21,203	22,871	24,507	31,554
Finance cost	Million Baht	5,626	5,231	6,145	9,185
<b>Economic value of AIS Group</b>					
Net profit	Million Baht	26,922	26,011	29,086	35,075
EBITDA <sup>2)</sup>	Million Baht	92,540	90,351	94,404	113,243

Remark: <sup>1)</sup> Employee wage and benefits definition is revised to be comprehensive coverage. Hence, the previous reported numbers have been restated with the updated definition.

<sup>2)</sup> EBITDA definition is revised to include other income, finance income, and share of profit. Hence, the previous reported numbers have been restated with the new definition.



## Cybersecurity and Customer Privacy Protection

Develop a reliable system for cybersecurity and customer privacy protection



### Target

- Maintain the highest cybersecurity and personal data protection standards on par with or surpassing those of other business organizations in the industry and the region
- Enhance the efficiency of cybersecurity and data privacy measures to defend AIS's significant business value chain

#### Performance 2024



Enhance cybersecurity and data privacy to protect AIS's business value chain

#### Target



Achieve top-tier cybersecurity and data protection standards, exceeding industry and regional benchmarks

## Key Highlight in 2024

### Goals achieved

- Assessed risks and monitored performance of third-party service providers with access to the Company's critical data and computer system to ensure cybersecurity standards and customers' personal data protection complied with applicable laws and international standards.

### Cybersecurity

- Consolidated asset and IT configuration management via Configuration Management Database (CMDB) to enable centralized control and ensure data accuracy from one system.
- Standardized user account management, authentication, and IT access with a single standard through identity and access management.

### Data protection

- Streamlined Data Retention and Archiving Standard and monitored the compliance with data retention standards. To ensure that no data is retained beyond necessity and compliance with the regulations.
- Elevated the overseeing and improvement of personal data access by the third party who requires the use of personal data for their tasks such as the outsourced staff.



## Opportunities, Challenges, and Impacts

The landscape of cybersecurity threats has become increasingly diverse, complex, and sophisticated, with incidents occurring more frequently. According to statistics from the National Cyber Security Agency (NCSA), cyberattacks on information technology and telecommunications sectors surged nearly threefold in 2024 compared to 2023. Some of the most common cyberattacks include malicious malware, phishing schemes targeting sensitive data, and breaches of business value chains aimed at accessing organizational or customer personal information. Such threats pose significant risks to data security, leading to a heightened demand for advanced cybersecurity services and stricter measures to safeguard personal data.

### Impacts on Business Operations

The impacts of cyber threats and breaches of personal data on AIS' business include: (1) disruptions to essential systems and potential loss of revenue, (2) possible damage caused by the potential leakage of company or customer data, (3) possible risk to the Company's image and brand reputation, and (4) possible legal penalties such as fines or compensation, arising from non-compliance with increasingly stringent regulatory standards. These impacts result in higher operational costs and expenditures to safeguard against and manage cybersecurity threats across the entire business value chain.

### Business operations that impact cyber protection and safeguarding customers' personal data

The telecommunications business is recognized as a critical component of Critical Information Infrastructure (CII) due to its role in enabling communication connectivity, internet access, and big data management via the network system. Telecommunications networks support numerous essential functions, including connecting digital devices and platforms across various sectors such as healthcare, finance and banking, and public administration. Given this pivotal role, telecommunications networks are integral to ensuring cybersecurity by maintaining continuous, secure, and stable operations while safeguarding personal data against breaches or loss.

### Management Approach

AIS formulates its Cybersecurity and Personal Data Protection Policy for implementation across all company departments and associated third parties, aiming to foster customer confidence in the company's transparent operations concerning information systems and personal data protection.

For further information:



Cyber security policy



Privacy policy

AIS has established a governance structure to oversee cybersecurity and personal data protection, appointing dedicated supervisory committees and business units. These entities are responsible for defining regular monitoring and control procedures. The outlined scope of work is as follows.





## Risk Management Committee and Audit and Risk Committee

Recognizing the critical importance of safeguarding information systems, cybersecurity, and particularly customers' personal data, AIS categorizes this as an enterprise-level risk. The Risk Management Committee holds the responsibility of considering the risk management plan and overseeing its implementation. Subsequently, it reports the risk management plan to the Audit and Risk Committee for review and commentary, ensuring that the risks are efficiently managed and sustained at an acceptable level.

## Cybersecurity Committee

The Cybersecurity Committee is charged with defining the cybersecurity policy and guidelines. The committee oversees the implementation of these policies to ensure the effectiveness of the Company's cybersecurity and personal data protection measures. Additionally, it formulates strategies for personal data, cybersecurity, risk management, and assesses and responds to cyberattacks. Quarterly, the Cybersecurity Committee reports to the Risk Management Committee, seeking its opinions on the result of risk assessment as well as considering other interrelated risks.

## Cybersecurity Deviation Control Working Group

The Cybersecurity Deviation Control Working Group is in charge of assessing the risks associated with non-compliance with the Company's cybersecurity and personal data protection policy and standards and report the assessment to the Cybersecurity Committee for further consideration.

## Cybersecurity and Personal Data Protection Division

The Cybersecurity and Personal Data Protection Division is tasked with implementing of the Company's Cybersecurity and Personal Data Protection Policy in the organization as well as reporting relevant findings and providing updates on cybersecurity and personal data protection incidents to the Cybersecurity Committee on a monthly basis.

## Cybersecurity

AIS is designated as one of Thailand's critical information infrastructure (CII) according to the Cybersecurity Act. We operate infrastructure and systems dedicated to serving customers, wherein a considerable amount of personal data is involved. AIS is committed to safeguarding its information system and personal data from cyber threats by consistently implementing enhancements to processes and systems, aligning with globally recognized security standards.



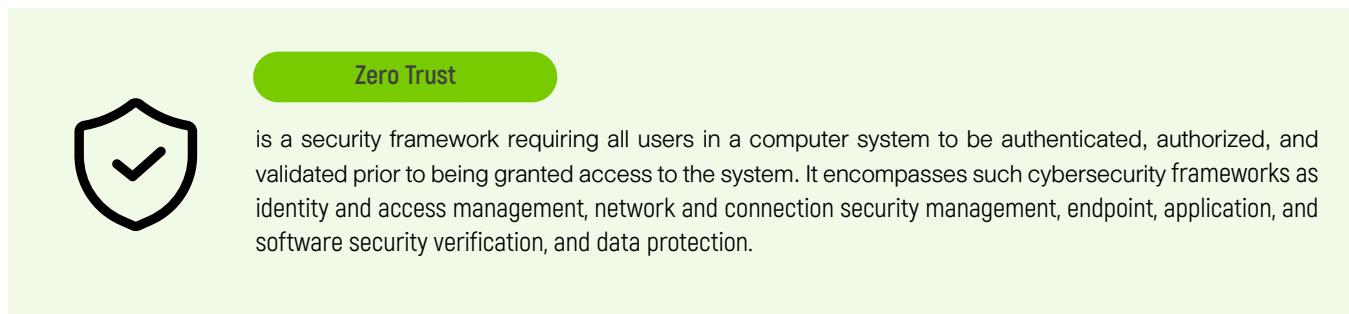
Source: National Institute of Standards and Technology

## Cybersecurity framework and process

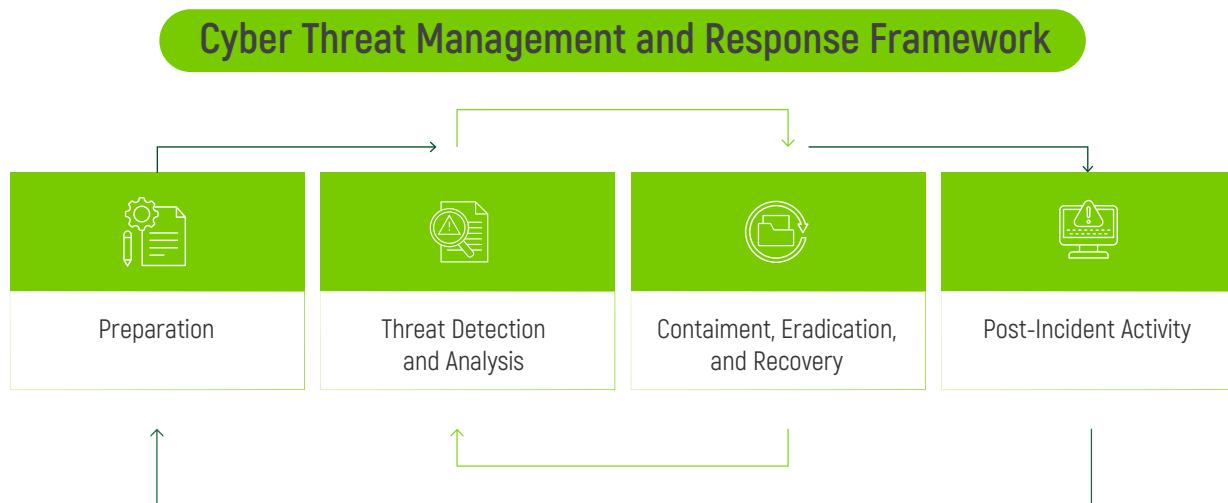
- AIS has integrated the National Institute of Standards and Technology's (NIST) Cybersecurity Framework into the strategic planning and design of its cybersecurity system. This ensures that the processes for preventing, detecting, and responding to cyber threats are not only timely but also systematic, as illustrated in the accompanying diagram. Furthermore, AIS aims to incorporate other relevant guidelines and international standards into its system and process development, aiming to elevate the effectiveness of IT defense and personal data protection.



- **AIS has implemented a cybersecurity policy aligned with globally recognized cybersecurity frameworks and standards**, including NIST and ISO 27001, as well as compliance with the Cybersecurity Act and regulatory agency requirements. This is to uphold fundamental cybersecurity principles in confidentiality, integrity, and availability.
- **Cybersecurity enhancement with Zero Trust In managing system risk and vulnerabilities**, AIS has adopted the Zero Trust security concept to enhance safety standards across its operations.



- **AIS has deployed online cybersecurity training courses that are accessible to its employees at any time** and arranged activities to educate staff members on cyber threats and tools for data protection. These activities include idea-sharing sessions with both internal and external experts as well as regular email communication addressing topics aligned with updates on digital strategies and guidelines for cyber threat defense and response.
- **Coordination with regulatory agencies and Critical Information Infrastructure Organization** AIS has cooperated with regulatory agencies, public agencies, the Telecommunications Association of Thailand, and other internet and telecommunications service providers to foster cooperation, information sharing, and cyber incident management between organizations of Critical Information Infrastructure and regulatory agencies consistent with Cyber Security Act B.E. 2564 (2021) concerning notification of key vulnerabilities, incidents and information used in the occurring attacks.
- **Cyber Incident Response and Escalation Process** AIS has incorporated the NIST's Cyber Incident Response Framework into its daily operations. Within this framework, complaints are directed through designated channels and handled with consideration to their severity levels.



Source: Computer Security Incident Handling Guide by National Institute of Standards and Technology



**The processes for preventing, detecting, and responding to cyber threats.** AIS operates a 24/7 Cyber Security Operation Center (CSOC) to continuously monitor and respond to potential cybersecurity threats within the organization. The CSOC utilizes User Entity Behavior Analysis (UEBA) to log data from various devices and provide real-time anomaly detection alerts. This approach significantly enhances AIS's capability to detect and evaluate potential risks, ensuring timely and efficient responses to cybersecurity incidents.

AIS' CSOC is certified under the ISO 27001 Information Security Management System to create confidence for enterprise clients and elevate service provision in conformance with international standards. This certification currently encompasses key service scopes, including Incident Response as a Service and CSOC Monitor as a Service.



For further information:



[Cyber security policy](#)

## Cyber Threat Response Procedure



In case a cyberthreat results in a personal data breach, the Data Protection Office will be notified to initiate a data breach response procedure.



## Privacy Protection

AIS develops the data privacy protection policy and guidelines applicable to the entire Company and all its affiliates to ensure that its business operations align with the legal framework and relevant regulations. To facilitate adherence to these guidelines and processes, AIS has established the Personal Data Protection Office, serving as an advisory body that provides consultations on the collection and use of personal data to all departments. The approach and process to handle privacy protection is as follow.

### Personal data protection framework and process

#### Managing data governance

- Prescribe the Personal Data Protection Policy of AIS group to inform stakeholders of the company's practices regarding the handling of personal data and to ensure compliance with legal requirements.
- Prepare a Privacy Notice of AIS group to inform relevant parties about the protection of personal data and safeguarding personal data security.
- Review and/or update policies, standards, and guidelines at least once a year to align with the laws and standards related to the Company's business operations such as Cyber Security Act, Personal Data Protection Act, regulations of the regulatory agencies, and international standards.
- Determine confidentiality classification, including access to sensitive information, and apply various information protection tools to prevent personal data leakage from data storage to data use and transfer processes.
- Formulate data flow specifications in a systematic manner and communicate the information to the relevant units to ensure adherence to the data flow specifications
- Establish personal data protection standards for employees and external parties through data life cycle management.

<b>Collection, Storage and Utilization</b>	It complied with the terms of service and/or the customer's consent. AIS has a policy that defines the data retention period, ensuring it is limited to the duration necessary under the law and aligned with the AIS Group's cybersecurity policy.
<b>Disclosure</b>	Customers' personal data are disclosed in accordance with policies, legal requirements, and the National Broadcasting and Telecommunication Commission's (NBTC) Notification Relating to Measures to Protect Telecommunication Service Users' Rights Regarding Personal Data, Privacy Rights, and Freedom of Telecommunications.
<b>Destruction</b>	Personal data are destroyed upon the end of the storage period in accordance with the stipulated policy to direct personal data destruction or anonymization.

Moreover, the company has established guidelines for trade partners concerning the collection, storage, utilization, disclosure, and destruction of personal data. These guidelines are aligned with AIS's Cybersecurity Policy for Trade Partners and adhere to the minimum standards set by AIS Group.



## Awareness raising and training

- Continuously promote awareness of personal data protection among all employees, and business partners to ensure their compliance with newly introduced laws, rules, and regulations through online courses and activities. Employees will be educated on data classification, organizational data protection tools, and provided opportunities to engage with both internal and external experts for knowledge exchange. Additionally, regular email communication will deliver essential information to employees, with content aligned with the Thai Personal Data Protection Act and best practices for safeguarding personal and sensitive company data.
- Promote the principles of "Privacy by design" and "Privacy by default" for responsible product and service design among employees to ensure personal data protection and enhance cybersecurity.

## Risk follow-up and assessment

Conduct a Data Protection Impact Assessment (DPIA) in accordance with internationally recognized standards, taking the following steps:

- Assess risk from daily operations to prevent data leakage and specify risk reduction measures.
- Define standard contractual clauses (SCCs) for internal units and trade partners engaged in accessing customer data to prevent the unauthorized transfer of personal data.
- Prepare records of personal data processing undertaken internally within the company and by trade partners to ensure that personal data are legitimately and properly used, processed, and disclosed in accordance with applicable regulations and frameworks, and that personal data processing risk can be monitored and assessed.
- Establish an internal audit team to construct an annual audit plan and set out internal audit guidelines, considering relevant codes of practice, including the Personal Data Protection Act along with guidelines from public agencies, universities, and organizations related to personal data protection.

## Personal data breach prevention and response

- Establish a protocol for disciplinary action in the occurrence of a personal data breach, aligning penalty levels with the severity of damage resulting from such breaches, and compliance with the relevant governing policies applicable to both AIS and its affiliates.
- Establish the Incident Center to be responsible for responding to personal data breaches, cyberattacks, and personal data leakage.

### Data Breach Response Procedure



Customers with concerns or inquiries can contact our Complaint Center

Telephone 08-000-9263



email: [complaint\\_center@ais.co.th](mailto:complaint_center@ais.co.th)



## Procedure for processing personal data disclosure requests

AIS manages customer data disclosure requests by assigning the Legal Fraud Management department to handle and review such requests from government agencies. This ensures that the disclosure complies with applicable laws and the regulations of the National Broadcasting and Telecommunications Commission (NBTC). Before releasing any customer data, approval must be obtained from a designated Data Owner appointed by the Cybersecurity Governance Committee. The process follows these steps:

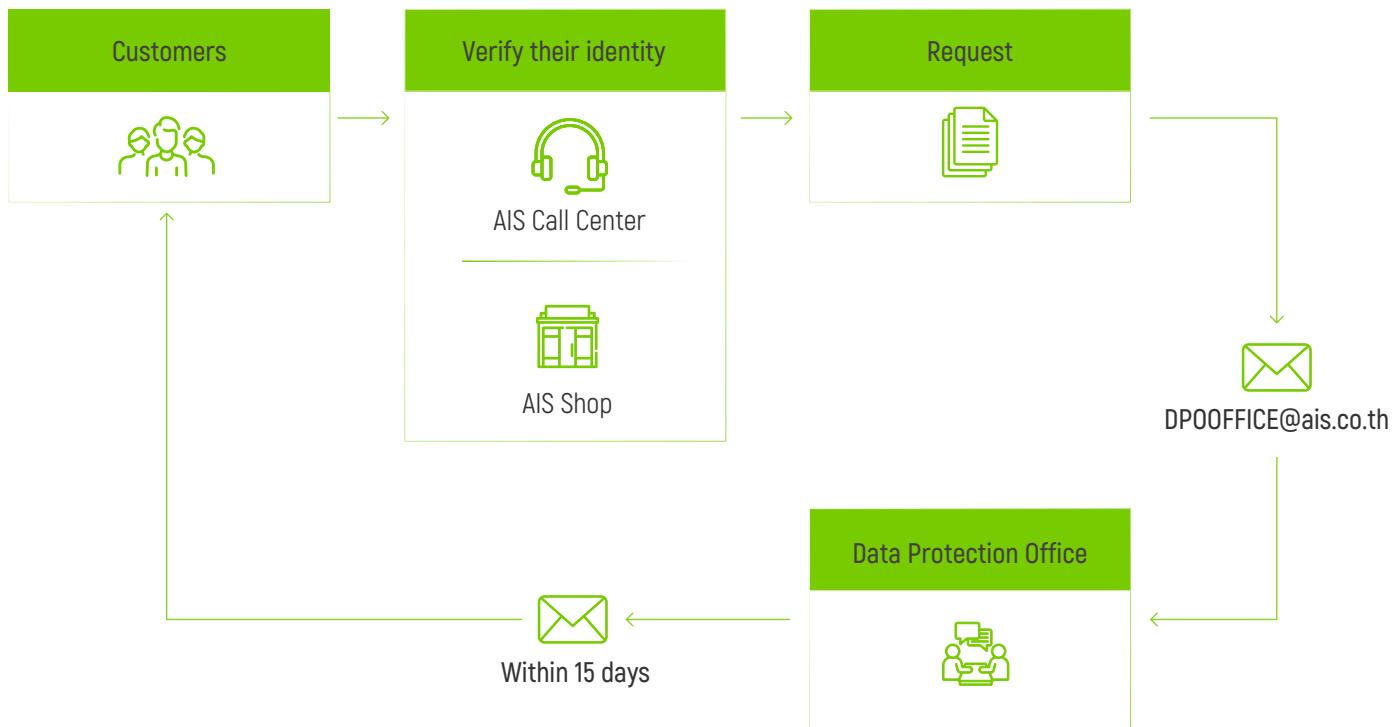


In 2024, AIS received 21,311 personal data disclosure requests from authorized government agencies. It responded to 19,854 or 93% of such requests by providing the requested data.

In addition, customers, as data owners, are entitled to claim their rights within the duration specified in the Personal Data Protection Act. Customers may contact AIS through various communication channels, including the AIS Call Center and AIS Shops. Specific criteria and guidelines have been established for statutory rights, including access, correction, deletion, or transfer of personal data, as well as requests for Call Detail Records. The Data Protection Officer (DPO) is entrusted with processing non-statutory rights requests within a 15-day timeframe. For further details, please refer to the Privacy Notice.



## Procedure for Processing Customer Request



## Human rights compliance and assessment of human rights risk pertinent to data privacy

Recognizing that human rights are fundamental to all individuals, AIS discloses personal data solely with the consent of data owners and in compliance with the company's policy and the Thai legal framework. However, the company is unable to notify the data owner of personal data disclosure in instances where it is part of an investigation process conducted by an authorized government agency.

For further information:



[Privacy Notice](#)

In the case of human rights violations related to the disclosure of personal data, the company adheres to the remediation procedure for the rights holders, as stipulated by law.

- For a criminal case, the victim is entitled to damages in accordance with the Damages for the Injured Person and Compensations and Expenses for the Accused in the Criminal Case B.E. 2544 (2001). This law applies to compensate individuals who have suffered harm due to criminal offenses committed by others.
- For a civil case prosecuted on the grounds of personal data breaches, the victim shall be entitled to damages as incurred.



## 2024 Progress

### Laws, rules, and regulations

#### Promote coordination between public and private entities in cybersecurity and personal data protection

- AIS participated in several public hearing and legal interpretation sessions involving regulatory draft and guidelines, such as the subordinate legislations under the Cybersecurity Act and the Personal Data Protection Act (PDPA).
- Supported government activities dedicated to enhancing cybersecurity skills for personnel in both the public and private sectors. The company also participates in Thailand's National Cyber Exercise to assess cyber capabilities along with government agencies and critical information infrastructure organizations. Some of which included National Cyber Security Agency (NCSA), government security agencies, financial and banking institutions, as well as information technology and telecommunications sectors.
- Cooperated with the regulatory agencies and relevant government agencies such as the National Computer Emergency Response Team (NCERT) and NCSA to address cybersecurity threats in critical information infrastructure organizations by disconnecting 223 domains and IP address domains involved with SMS phishing.

### Capacity building and awareness raising for employees

AIS consistently conducts capacity-building and awareness-raising activities, emphasizing cybersecurity and personal data protection in the concept of "Cybersecurity in Mind" for its employees and outsource employees.

- **Online training courses and activities:** AIS provides online training courses through the self-access LearnDi platform to educate its employees on current practices relating to cybersecurity, data privacy, and the Company's measures to respond to cyberthreats. Additionally, AIS hosts the Inseedang Live event, The goal is to raise awareness about cybersecurity and personal data protection among employees.



- **Training for the outsourced employees:** The training course focuses on data protection through data classification and cyber threat protection to elevate the protection level in the business value chain.
- **Cyber Security & Data Privacy Test:** AIS mandates that all its employees undergo an assessment test to evaluate their understanding of cybersecurity, data classification, and personal data protection. In the year 2024, over 99% of its employees and 61% of its outsourced staff passed the test. Moreover, AIS implemented the test requirement for its business partners, including Telewiz our distribution franchisee, with a passing rate more than 98%.
- **Capacity building for employees in various departments to be IT Security Champion:** AIS provides these employees with comprehensive knowledge of cybersecurity and personal data protection concepts and practices. This enables them to act as communication ambassadors, fostering increased awareness of cybersecurity and personal data protection within their business units. They also play a pivotal role in supporting the Company's cybersecurity monitoring.



- **Upgrading phishing scam drills:** In 2024, AIS carried out 2 corporate-wide phishing simulations in 2024. These exercises are designed to measure internal awareness and ensure that relevant departments are well-prepared to respond effectively in the event of actual cybersecurity threats.
- **Capacity building for employees in cybersecurity and personal data protection:** Employees in the relevant departments undergoing the training will receive a certificate in different fields, empowering them to keep up with the standards in personal data protection, security on cloud, detection of vulnerabilities and security weaknesses in a system, analysis and cyber threat detection regarding incident response and forensics. This includes over 131 certifications. Additionally, the company has strengthened skills in fundamental and advanced cybersecurity, focusing on cloud security, system vulnerability assessment, cyber threat analysis and evaluation, and forensic investigation of cyberattacks. These efforts ensure employees are equipped to effectively manage and respond to threats promptly and accurately.

## Technology development and process improvement

### Cybersecurity

- **AIS enhanced the policies and processes for managing risks associated with third parties that shared access to its information system.** This was done to mitigate potential risks and strengthen data and IT security.
- **AIS improved the process and control of its superuser access to systems** through various measures, such as privileged password management (PAM), password policy, and multi-factor authentication, implemented across the organization via both on-premise and on-cloud systems.
- **AIS undertook process improvement by adopting the configuration management database (CMDB)** in its asset and IT configuration management and control to enable centralized control and verification of all its assets, information, and IT configuration as well as by embracing the IT service management (ITSM) process
- **AIS improved, centralized, and standardized control over user account management, authentication, and access through its identity and access management system (IAM).** Adopting Zero Trust concept, the company raised its cybersecurity standards by streamlining and automating all processes to reduce risks associated with unauthorized access.
- **AIS improved the vulnerability assessment process and penetration testing** by implementing Attack Surface Management (ASM) technology. This implementation enables continuous detection of vulnerabilities in internet-connected assets and facilitates coordination with system administrators to promptly address these weaknesses. As a result, AIS effectively reduces cybersecurity risks and strengthens its overall threat mitigation capabilities.

### Data Privacy Protection

- **AIS revised the procedure for requesting the use of customer data for analysis.** This involved designating a secure space for the storage of customer data and implementing limitations on the utilization of such data, thereby ensuring the protection of personal information.
- **AIS enhanced the process for verifying access to customers' personal data** using its Data Privacy Log Monitoring Tool (DPLM). This enhancement enables the detection of unauthorized access to customers' personal data, thereby strengthening customer data protection.
- **AIS streamlined Data Retention and Archiving Standard** and monitored the compliance with data retention standards to ensure that data is not retained beyond necessity and adhere strictly to the regulatory requirements.
- **AIS elevated its governance and improvement of personal data access by the third party,** such as outsourced employees, who require it for necessary operations.



## Cyberthreat drills

- Cyber drill: In 2024, AIS organized a cyber drill in response to a data leakage incident caused by ransomware. This exercise simulated cybersecurity threat scenarios through a tabletop exercise, following the organization's operational plan. The exercise aims to ensure preparedness for real-world cyber threats.

## 2024 Audits

In 2024, both internal and independent auditors conducted audits on the company's cybersecurity and personal data protection systems. This encompassed areas such as IT system control, building awareness about data security, responses to cyber threat incidents, protecting the security and operation of the cloud system, managing the data of customers who unsubscribe from AIS service, third-party staff management, and risk assessment regarding the environment, society, and business partners in the business value chain. The efforts were to ensure that the performance in these processes aligned with the Company's prescribed policy and complied with the relevant laws.

## Standard certifications

AIS obtained certifications affirming its commitment to achieve and maintain the highest standards of personal data protection, as outlined below:

- ISO27001 Information Security Management System (ISMS) Certification since 2015, with the scope of the IT security operations expanded to CSOC as a service in 2020 and to incident response (IR) as a service in 2022
- Self-Assessment on Cloud Security Alliance, Trust, and Assurance Registry Program (CSA-STAR) covering Cloud Security since 2016
- Payment Card Industry Data Security Standard (PCI-DSS) Certification since 2017, with the scope of data security for payment card, and expanded to merchants and service providers in 2021.
- ISO27017 Cloud Service Provider Security Standard Certification since 2022
- ISO27018 Personally Identifiable Information (PII) Protection Standard Certification in 2022 for Public Cloud
- ISO27701 Data Privacy Management standard since 2023



## Performance Table

Topic	Units	2021	2022	2023	2024
<b>Personal data protection</b>					
Number of personal data breach and data loss complaints					
Complaints from general persons or agencies	Number of cases	7	7	4	3
Complaints from regulatory agencies	Number of cases	20	11	4	7
<b>Data leakage, theft, or loss</b>	Number of cases	0	2	1	0
<b>Requests for customers' personal data from public agencies with the power and duty<sup>1</sup></b>	Number of cases	25,442	19,454	19,255	19,854
% of the total number of requests	%	70	92	92	93
<b>Network</b>					
Average network interruption frequency	Interruptions per customer per year	0.18	0.07	0.09	0.07
Average network interruption duration <sup>2</sup>	Minutes	54	38	37	72

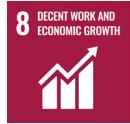
**Remark:** <sup>1</sup> AIS provides customers' personal data to the public agencies granted the authority by law, namely the Court of Justice, the Royal Thai Police Headquarters, and the Anti-Money Laundering Office.

<sup>2</sup> In 2024, the average network interruption duration increased due to the impact of flooding.



## Human Resource Management

Nurture and develop our people to support business growth, particularly the digital business

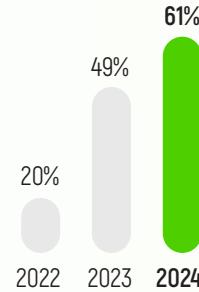


### Target

More than 90% of AIS employees will receive training in digital technology skills by the year 2025



#### Performance



#### Target

2025

**>90%**

AIS employees  
will receive training  
in digital technology skills

### Key Highlight in 2024

- AIS employees participated in digital skills and abilities training, totaling 7,062 people, accounting for 61%.
- AIS develops the younger generation through the Digital Talent project, which includes The Vanguard, The Masters, and The Bloom, to enhance the capabilities of people. A total of 377 participants joined the program.
- AIS received numerous awards in human resource management, occupational health and safety, and was ranked by leading media nationwide in many categories as follows:
  - HR Asia Best Companies to work for in Asia 2024
  - HR Asia DEI Award
  - HR Asia Sustainable Workplace Award
  - Inspiring Workplace Asia 2024
  - Excellence in Cross-Generational Workforce Engagement
  - Work Venture 2024
  - Future Trends Awards 2024
  - Thailand Corporate Excellence Awards 2024
  - Creative Social Impact in Creativity Equality Award
  - Certificate of Achievement of the Zero Accident Campaign



## Opportunities, Challenges, and Impacts

The Thai labor market faces challenges posed by the disruption of technology and artificial intelligence (AI) in all business sectors. A survey of Price Waterhouse Coopers (PwC) revealed that between 2017 and 2037, more than 7 million human jobs could be replaced by technology and AI, resulting in rising unemployment and adversely impacting the quality of life and social inequality. Meanwhile, over 7.2 million new jobs are expected, especially jobs that require AI skills which improve productivity and efficiency at work and minimize possible human errors.

### Impacts on Business Operations

To ensure efficiency and adaptability in the face of evolving challenges, it is imperative for organizations to prioritize initiatives that support employee development. To ensure efficiency and adaptability in the face of evolving challenges, it is imperative for organizations to prioritize initiatives that support employee development. These include equipping employees with knowledge of emerging technologies, fostering a culture of lifelong learning, and implementing effective strategies for attracting and retaining talented individuals. Given the competitive demand for highly skilled professionals, the risk of talent attrition to more attractive opportunities remains a significant challenge. Consequently, an organization needs to cultivate an environment that supports continuous skill enhancement and career paths to strengthen employee loyalty in the long term.

### Business operations that impact employees' development and holistic care

With its relentless commitment to advancing digital products and services, AIS prioritizes to recruit and develop employees with the knowledge and skills required to navigate rapid technological advancements. The Company's human resource management strategy emphasizes fostering digital proficiency while promoting lifelong learning on an equitable and inclusive basis. In this dynamic environment, employees are encouraged to embrace change and rise to new challenges. Recognizing the impact of market competition and workplace pressures on performance and loyalty, AIS underscores the importance of holistic employee care, aiming to enhance workforce potential, strengthen competitiveness, and drive business growth.

### Management Approach

AIS human resource management encompasses recruitment, training and development, and employee wellbeing, based on the 6Ss Strategies. Additionally, the organizational culture of FIT FUN FAIR is instilled, emphasizing the creation of an environment that promotes corporate wellbeing, knowledge and skills, challenging tasks, positive attitudes, equality, and opportunities.

### The 6Ss Strategy



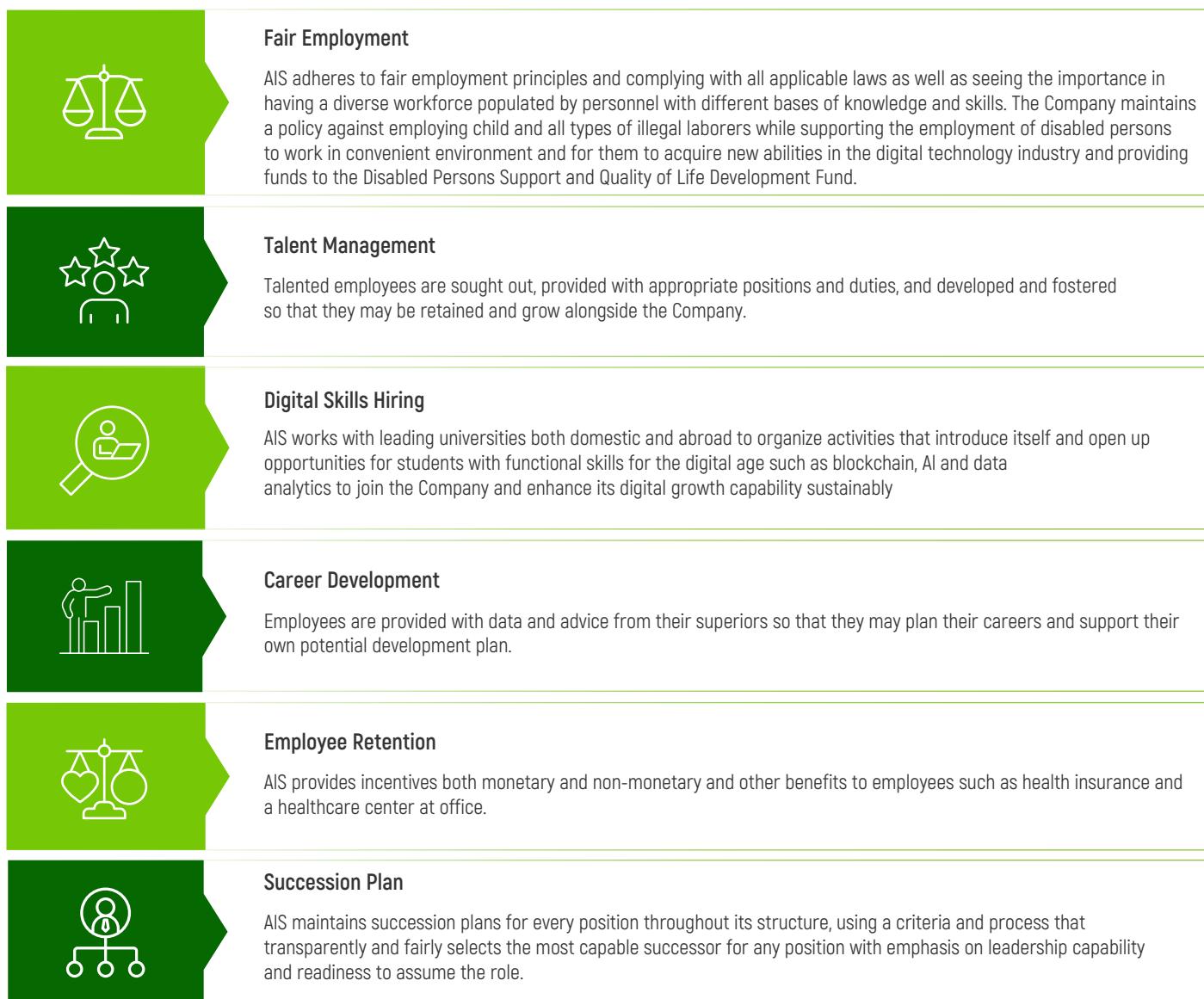


## FIT FUN FAIR



The key human resource management guidelines are as follows:

### Talent Attraction, Retention and Succession Plan





## Performance Appraisal and Remuneration and Benefits

The performance appraisal is conducted twice a year, comprising the following four aspects:

1. **Individual KPIs:** Performance appraisal aligns with corporate objectives and is against the objectives jointly predetermined between the supervisor and employee. The appraisal is also based on comparative ranking between peers with the same positions and responsibilities to ensure fairness.
2. **Leadership Competency:** The capability assessment covers aspects such as strategic thinking, a vision to create impact, and the ability to foster relationships with stakeholders.
3. **Culture and Business Ethics:** the behavioral assessment based on the culture of Fit Fun Fair on physical and mental fitness to ensure employees conduct work with happiness and efficiency, with adherence to ethics and impartiality.
4. **Behavioral Assessment from Constructive Feedback:** the 360 Degree Evaluation involves feedback from an employee's subordinates, colleagues within the same team, and cross-functional teams.

Remuneration including a base salary and bonus is based on the above-mentioned appraisal results. The criteria for performance-related pay are set forth to ensure fairness for all employees and reflect both individual KPIs and corporate KPIs. Each year, the Company ensures that the compensation remains competitive and comparable to market rate, aligning with prevailing economic conditions to provide an appropriate and sufficient living wage.

The Company offers a wide range of welfare and benefits to meet the different needs and lifestyles of employees at all levels. The objective is to strengthen stability in life of employees and their families encompassing finance, physical and mental health, and lifestyle amenities. Details of employee welfare can be found in "2024 Progress: Promoting and Supporting Welfare to Take Care of Employees Holistically".

## Human Capital Development

### Employee Potential Development through Work Culture and Lifelong Learning

AIS has stressed the importance of skill development from the first day of employment. Employees are constantly supported to advance their skills and knowledge to grow in differing career paths consistent with the changing landscape in the digital era. To that end, AIS Academy is established to serve as a learning center to offer knowledge in technology and innovations and promote integrated capability development including functional skills, technical skills, and soft skills. The curricula and contents are tailored for employees in different lines of work and levels. Moreover, the Company is committed to promoting awareness and understanding, adherence to the Code of Ethics, and ensuring transparent business operations. Every employee is required to take an ethics assessment test every year.

AIS pledges to offer a variety of learning channels to maximize learning efficiency through online courses, virtual classes, and workshops. As part of the effort, AIS has developed the LearnDi learning platform and ReadDi online library to support lifelong learning that can be conducted anytime and from anywhere. Also, the Company provides access to learning platforms from other key institutions to open up diverse learning opportunities for employees.



Furthermore, an individual development plan (IDP), predetermined by the employee, supervisor, and HR officer, is incorporated into the employee performance appraisal. The IDP is tied to a competency-based career model for each career category. The assessment result is used to enhance both proactive and technical skills for each employee and empower them to chart a career path following their skill sets and the Company's business direction.

## Occupational Health, Safety, and Workplace Environment Operations

AIS has established an occupational health, safety, and workplace environment (OHS) policy, aligning with the compliance of occupational safety and health laws, to provide managerial and operational guidelines for the safety and working conditions of employees, contractors, partners, and the surrounding communities. The Company's occupational health, safety, and workplace environment unit is tasked with planning the risk management of the business and supervising safety and workplace environmental operations. The Safety, Occupational Health and Workplace Environment Committee has been established with regional safety professionals included in the committee to help drive the policy and requirements on safety and workplace environment, as well as report on operating results and give suggestions for improvement.

### Occupational health, safety, and workplace environment operations

- Conduct risk assessment and safety audit on a regular basis to prevent and improve conditions that fail to meet the standards.
- Provide personal protective equipment for employees potentially exposed to hazards.
- Offer training and preparedness for emergencies to raise employees' awareness about workplace risks and emergency response.
- Reinforce a safety culture in the workplace to minimize accidents and enhance work efficiency.

### Work safety control for contractors

- Performance criteria and safety training: Contractors must meet the criteria prescribed by the law and undergo training on hazards associated with the specific nature of work in accordance with AIS standards through the AIS Safety Passport project.
- Job safety analysis and safety standard: risk analysis and preventive measures are to be implemented and the use of personal protective equipment (PPE) must comply with the PPE Standard as stipulated by law and must not be less than the legal requirements.
- Safety self-checks and work safety standard inspections: Safety checks must adhere to AIS' Safety Inspection criteria.
- Promotion of contractors' work safety culture: This initiative aims to reduce accidents and increase work efficiency.

For further information:



Commitment and Goals on Occupational Health, Safety, and Workplace environment



Occupational Health, Safety and Workplace environment Policy



## Support for Employees' Human Rights

AIS has incorporated human rights issues into its corporate culture and established a human rights policy to ensure fairness and transparency in recruitment, employment, and managing employee well-being. The company welcomes the employment of individuals from diverse backgrounds, irrespective of their education, race, religion, gender, age, or physical ability.

### Operational efforts to treat all employees with care and respect

- Provide knowledge and training on supporting diversity and accepting differences among employees in the Company
- Offer opportunities for all employees to develop different functional and technical skills
- Carry out projects to allow employees to exchange ideas to develop innovations, take part in driving the organization, and receive equal opportunity to advance in their careers
- Provide an ethics assessment test for employees regularly

The company has formed a Welfare Committee in the workplace to offer appropriate welfare, provide advice and recommendations, and act as an intermediary between employees and management concerning employee benefits and fair freedom of association. To safeguard employees' rights, in the event of a substantial change resulting from the company's business operations that may impact their welfare arrangements, the company will notify employees of the change at least four weeks in advance, following company policy. In addition to the Welfare Committee, various employee groups or committees have been established, each assigned specific duties and areas of responsibility to safeguard the welfare of employees.

AIS has carried out human rights due diligence to assess possible impacts and risks associated with business operations throughout the value chain. The Company emphasizes respecting human rights by integrating it into the business operations approach as well as monitoring and reviewing performance outcomes. For 2024, there were no cases of human rights violations.

The company establishes whistleblowing channels in line with the Whistleblower Policy. All information is kept confidential, and the whistleblower is protected from victimization. If such a case is substantiated, the company proceeds with the whistleblowing handling process with fairness and transparency and without any prejudice.

For further information:



Human rights policy



Whistleblower protection policy



Human rights risk assessment

## 2024 Progress

### Pride of Achievements

3 awards from HR Asia Awards 2024 organized by HR Asia, a leading regional publication in HR, including:

1. Best Companies to Work for in Asia 2024
2. HR Asia DEI Award which reflects success in establishing a comprehensive HR management policy to promote diversity, equality, and inclusion in the organization
3. HR Asia Sustainable Workplace Award, which reflects the organization's commitment to sustainable business practices and environmental responsibility





**Inspiring Workplace Asia 2024 Award** organized by **Inspiring Workplaces™**, a human resources consulting firm in England

**"Excellence in Cross-Generational Workforce Engagement" Bronze** level organized by Human Resources Online, a media about HR in Thailand



**The Jump Thailand Hackathon 2024** won the Creative Social Impact in Creativity Equality Award at Creative Excellence Awards organized by Creative Economy Agency (Public Organization)



**Work Venture 2024** ranked 15<sup>th</sup> among the most desired companies for young professionals to work for, based on a survey by Work Venture.

**Awarded at the Future Trends Awards 2024** by Future Trends, a leading online media outlet for technology, marketing, and innovation in Thailand, recognized as "The Most Attractive Employer" and "The Most Innovative".



**3 distinguished awards at the Thailand Corporate Excellence Awards 2024**, organized by the Thailand Management Association in collaboration with the Sasin Graduate Institute of Business Administration of Chulalongkorn University, including:

- Leadership Excellence Award
- Human Resource Management Excellence Award
- Innovation Excellence Award

**The Jump Thailand Hackathon 2024** won the Creative Social Impact in Creativity Equality Award at Creative Excellence Awards organized by Creative Economy Agency (Public Organization)



**Certificate of Achievement of the Zero Accident Campaign in Gold level, Silver level, Bronze level, and Entry level** from The Thailand Institute of Occupational Safety and Health



## Employee and Career Development

### Employee Potential Development

- **Digital readiness assessment and development**

AIS Academy has organized training and conducted digital knowledge assessments for employees within the organization, aiming to enhance their proficiency in digital skills and equip them for success in the digital world. The program, utilizing the LearnDi learning platform, covers essential topics relevant to the job, such as AI, Cloud, Data, Microsoft 365, Design Thinking, and Python Programming. Additionally, it incorporates and integrates activities with a token-based rewards system to encourage participation, enabling employees to exchange tokens for various prizes. The objective of this initiative is to foster readiness and elevate the digital skills and abilities of employees. In 2024, 1,206 employees participated in the program with over 83% passing the assessment criteria.

- **Growth Mindset**

The objective of the program is to foster a work culture in which individuals have the courage to think, take action, and rise again after setbacks, viewing failures as opportunities for growth and learning. The Growth Mindset project embodies this commitment by inviting employees to share their personal stories of learning from failures, with selected participants engaging in a structured program designed to enhance communication and leadership skills essential for driving change.

Now in its third phase, the project has engaged 460 employees, with inspiring stories from participants shared with 8,100 colleagues, fostering an inspiration and a positive mindset across the organization.



- **AIS INNOJUMP**

The AIS INNOJUMP project aims to develop employees' innovation skills by creating a new work approach in which employees can incorporate their innovation skills into everyday work. The courses and activities under the project are as follows:

- **Unlocking Your Creativity** is a learning workshop that focused on developing creativity and applying innovation in work. Participating employees learn skills in creative problem-solving, working as a team, and presenting innovative ideas. They also gain confidence and opportunities for career growth. In 2024, a total of 4,000 employees from across the country participated in the project.





- **AIS INNOJUMP Competition** is an idea contest for employees across AIS, focusing on the topic of "Process Innovation." The competition aims to develop 4 core processes: annual performance assessment, procurement, reimbursement, and IT client support and cybersecurity. The project spans one year, starting with contestant applications in late 2024 and concluding by the end of 2025. A cash prize of 100,000 baht will be awarded to the top 3 ideas, attracting significant interest and participation from employees.



## Talent Attraction & Retention

### • AIS Digital Talent

The project is dedicated to developing younger generations, empowering them to showcase their talents and grow in their career paths. AIS Digital Talent comprises 3 programs: The Vanguard, The Masters, and The Bloom

#### 1. The Vanguard

AIS Academy initiated The Vanguard program, which focuses on developing a new generation of digital leaders within the Company. Employees in all lines of work can participate in this program to enhance their skills and plan a suitable career growth path through personalized development guidelines. In addition to accessing state-of-the-art learning tools, participants have opportunities to exchange ideas with mentors and participants from other lines of work to strengthen their skills and apply their knowledge to drive the Company's growth efficiently. In 2024, 331 employees participated in the program.

The employee development under the Vanguard program will be carried out in a timeframe of 3 years from 2024 to 2026 as follows:

**Year 1:** Focus on developing foundational knowledge of basic technology and necessary skills such as data analysis, cross-departmental communication, collaboration, etc.

**Year 2:** Focus on building digital leadership skills, fostering decision-making skills, and adopting digital tools to streamline work processes

**Year 3:** Focus on enhancing innovation skills, leveraging advanced technology to create value-added products and services, improving creative thinking, and building a collaborative network to support sustainable growth.





## 2. The Masters

The program is designed to develop a new generation of leaders equipped to handle changes in the digital age. It aims to foster the skills and capabilities necessary for work. Throughout the course of 19 months, participants engage in 3 different tasks: Business management, Data analytics, and technology utilization. They are also mentored by executives and have opportunities to grow rapidly in their career. Additionally, the program prepares participants to take responsibility for critical tasks, empowering them to become confident team leaders. In 2024, 17 employees were selected to join the program.



## 3. The Bloom

The program provides opportunities for third-year university students across disciplines to participate in internships with AIS for 8-10 weeks. The students gain hands-on experience by working in various AIS departments, such as accounting, finance, engineering, and human resources to enhance practical skills and learn new skills. The program also paves the way for potential full-time employment at AIS after graduation.

# Promoting Employee Well-being

AIS has applied the guiding principles of diversity, equity, and inclusion by promoting equality, fairness, and respect for human rights. To that end, the Company pledges to enhance employees' welfare, knowledge, skills, and attitudes. This runs in parallel with promoting employee engagement at all levels, creating a conducive work environment.

## Support for the Family Unit

- Provision of assistive funding to employees entering marriage.
- Maternity leave for pregnant female employees extends for 98 days, with the option for additional discretionary leave of 10 days with pay, beyond the statutory requirements.
- Paternity and family-care leave: Male employees have the flexibility to take 10 days of business leave beyond the statutory requirements to care for a newborn and their family. Additionally, they are entitled to take annual leave with pay, the duration of which depends on their length of employment.
- Provision of financial assistance to employees in the event of loss caused by natural disasters affecting the houses of employees, their spouses, or their parents.

## Childcare Support

- Nursing Facilities: Recognizing the significance of the health and well-being of both mothers and their newborns, AIS has established lactation facilities for nursing mothers, equipped with proper supplies, including a refrigerator, to provide a private and hygienic space.



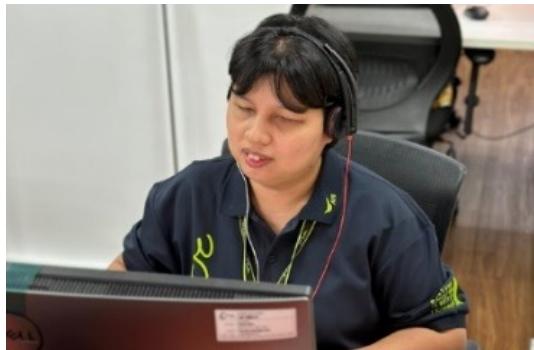
- Support for Scholarships AIS consistently offers scholarships to the children of its employees. Similarly, contract employees who have maintained continuous employment for one full year are eligible to apply for these scholarships. In the year 2024, the company granted 1,209 scholarships, totaling 8,352,000 baht, to the children of employees who met the specified criteria and demonstrated academic excellence.
- Providing Children Facilities AIS provides designated spaces and facilities for the children of its employees, allowing them to engage in learning activities while waiting for their parents to finish work. These spaces, including The Cultivation, Co-working space, and Chillout zone, offer opportunities for children to learn, play, and complete homework. Moreover, they have the flexibility to use their own computers or mobile phones to access AIS' online platforms, LearnDi, and ReadDi.



## Supporting and Development Quality of Employees with Disabilities

AIS supports the employment of persons with disabilities as stipulated by law and has established call centers for people with disabilities in Bangkok and provincial areas to broaden learning opportunities and uplift quality of life through the Work Wizard project, facilitated by the available assistive technology and innovations:

- A speech synthesizer for the visually impaired, allowing them to use a computer independently.
- Training programs through LearnDi to enhance knowledge.
- Provision of environment and other facilities such as elevators, accessible toilets, ramps, etc.

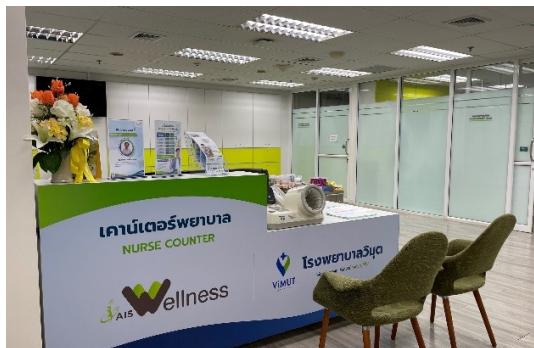


## Comprehensive Retirement Support

Besides retirement compensation, AIS provides a commemorative gold coin to employees reaching retirement age, contributes to the provident fund, and offers for retirement financial planning. In addition, the company also renews home internet and mobile phone packages for 12 months to support employees' quality of life during the transitional period.

## Promoting Employees' Physical and Mental Health and Well-being

- Medical and physical therapy facilities AIS provides medical and physical therapy facilities for employees. The facilities provide first aid in the workplace, dispense primary medication, treatment by medical specialists as well as treatment by physical therapists to relieve work-related pain (office syndrome) with basic equipment and devices such as traction beds, electric massagers, paraffin wax baths among others.



- AIS offers influenza vaccinations at an affordable price for full-time and part-time employees, excluding their family members. For 2024, a total of 2,107 employees were vaccinated.



- AIS Wellness Program encourages employees to maintain physical and mental health, reducing health problems. The program emphasizes preventive and routine care across 4 aspects: physical, nutrition, mental, and financial. Participants will receive tokens redeemable for prizes such as gadgets, vouchers, and marathon registration fees to encourage engagement and motivate employees to take care of their health and wellness. The activities are as follows:



1. **FIT with Friends** is a program designed to encourage employees to build physical and mental strength through exercise and overall health care.

**"Beating the Mission Up"** is a team-building activity that requires each team to walk or run to complete missions at various stations, and conquering challenges over a specified distance.



**"FIT with Fitness Trainer"** is tailored for employees aiming to lose weight and build muscle. This activity provides personalized advice and workout programs led by experienced trainers.



2. **Health Talk with Doctor** is an activity that provides employees with practical health advice from doctors to maintain overall wellness.

**"Bye Bye Office Syndrome"** provides knowledge about ergonomics and proper posture at work to reduce work-related injury.

**"Warning Signs of Workplace Illnesses"** educates employees about diabetes, high blood pressure, and high cholesterol, offering basic guidance on prevention and health care.

**"Healthy All in One"** combines body and mind training with guidance from experienced trainers.





3. **Wellness Champion by People Champion (PPCP)** is dedicated to supporting employee representatives (PPCP) in becoming wellness champions. They undergo training on preventing workplace illnesses, such as office syndrome and managing mental health care. The course includes stress management techniques and flexibility improvement sessions conducted by professional speakers. PPCPs apply their knowledge to organize activities promoting the physical and mental health of employees in their departments.



## Promoting Internal Relationship and Communication

- **AIS Sport Day 2024** is a sports event organized by AIS every two years to promote employees' physical and mental well-being as well as to foster closer relationships within and between departments.
- **Free Happy Meal Together** is an activity designed to bring happiness and foster positive relationships within the company. Employees gather to enjoy meals together at the office building. This activity is held twice a year.



- **This is My Spectrum** supports gender diversity by inviting AIS employees to take pictures and share them on the AIS DIGI app to receive tokens.



- **Aunjai Podcast** provides knowledge about work, work techniques, and the Company's major projects. Executives from various lines of work share insights and communicate with AIS employees.





- **Sharing happiness** with society encourages employees to contribute to society in various ways. As part of the merit-making activity for the Company's 34<sup>th</sup> anniversary, AIS donated funds to Umphang Hospital in Tak province to support underprivileged patients. In addition, AIS contributed to the preparation of 1,000 emergency survival bags, which were delivered to the Ministry of Social Development and Human Security to help those affected by floods in northern and southern Thailand.



## Employee Engagement in Development and Fostering Engagement with the Company

AIS conducted an employee engagement survey covering 4 areas: basic needs, individual contribution, teamwork, and learning & growth. A total of 9,997 employees, accounting for more than 88% of the total workforce, responded to the survey, which achieved a score of 4.1 out of 5. These results will serve as a foundation for developing targeted plans aimed at enhancing the work environment and improving employee welfare.

Additionally, for the 9<sup>th</sup> consecutive year, the company appointed the People Champion to help create conducive work environment. Their responsibilities include organizing activities aligned with the corporate culture, listening to employees' opinions, and gathering information to drive development and enhance the overall employee experience.





## Performance Table

Topic	unit	2020	2021	2022	2023	2024
<strong>Employees</strong>						
Total employees	Persons	13,975	12,909	13,141	11448	19,698
<strong>Breakdown by gender</strong>						
Male	Persons	5,595	5,097	5,260	4724	10,573
	%	40	39	40	41	54
Female	Persons	8,380	7,812	7,881	6724	9,125
	%	60	61	60	59	46
<strong>Breakdown by age</strong>						
50 years old and above	Hours	671	965	1,084	924	1,927
30-50 years old	Hours	8,343	8,023	8,051	7767	12,788
Below 30 years old	Hours	4,961	3,921	4,006	2757	4,983
<strong>Breakdown by employee type</strong>						
Permanent						
Male	Persons	4,104	4,031	4,050	3756	5,293
Female	Persons	5,258	5,043	4,898	4579	5,454
Contract employee						
Male	Persons	1,491	1,066	1,210	968	5,280
Female	Persons	3,122	2,769	2,983	2145	3,671
<strong>Other employee diversity</strong>						
Employees with Disabilities	Persons	202	142	149	138	219
	%	1.4	1.1	1.1	1.2	1.1
<strong>Training and Development</strong>						
Total Training Hours	Hours	517,165	422,422	374,737	272,753	360,245
Total Average Training	Hours/ Person	37	32	29	24	18
<strong>Breakdown by Gender</strong>						
Male	Hours/ Person	32	35	32	26	22
	Hours/ Person	40	30	27	22	19



Topic	unit	2020	2021	2022	2023	2024
<b>Breakdown by age</b>						
Below 30 years old	Hours/ Person	49	31	27	28	18
30-50 years old	Hours/ Person	31	35	29	25	22
50 years old and above	Hours/ Person	24	24	27	18	16
<b>Breakdown by employee type</b>						
Top management	Hours/ Person	28	20	24	26	13
Male	Hours/ Person	27	21	21	21	12
Female	Hours/ Person	30	18	30	33	14
Middle management	Hours/ Person	40	47	39	34	30
Male	Hours/ Person	41	50	43	34	31
Female	Hours/ Person	40	44	36	33	30
Operation Staff	Hours/ Person	16	17	12	12	15
Male	Hours/ Person	17	20	16	17	14
Female	Hours/ Person	15	15	11	13	17
Total Costs of Training & Development	Mn. Baht	118.45	125.24	65.09	94.83	102.89
Total Costs of Training & Development/ person	Baht	8,476	9,701	4,949	8284	5,224
Human Capital Return on Investment (HCROI)	Times	4.8	4.9	4.9	4.8	4.5
<b>Resignation</b>						
Resignation	Persons	573	830	1,151	1,343	966
Total turnover rate	%	6.12	9.15	12.86	16.11	8.99
Total Voluntary turnover	Persons	475	755	1,043	837	798
Voluntary turnover rate	%	5.07	8.32	11.66	10.04	7.43

**Remark:** In 2024, the integration of AIS and TTB data due to the acquisition has resulted in changes to the performance data compared to the previous year.

In this regard, the information concerning the "Other Performance Table" can be found [here](#).



# 2

# Promote Digital Inclusion

Social Inclusion

Digital Wellness





## Social Inclusion

Uplift the quality of life for the community and reduce social inequality with digital infrastructure and solutions

### Target

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



**Target**  
2027  
Improve the socio-economic condition of  
**5**  
million people

### Key Highlight in 2024

Topic	Unit	2022	2023	2024	Target 2027
Developing people's socio-economic condition and quality of life	person	2,194,288	2,571,339	3,460,253	5,000,000

- Developed a solar-powered telecommunication network to reduce disparities and enhance the quality of life in remote areas under the "Green Energy Green Network for THAIs" project, benefiting 2,954 people across 6 communities in 5 provinces.
- Provided equal and diverse learning opportunities through the LearnDi application, allowing Thais to have a tool for self-development under the "AIS Academy for Thais" project, which engaged 126,697 participants.
- Expanded internet access to primary and secondary schools as well as communities in remote areas nationwide, to broaden educational opportunities under the "Broadband Internet for Schools" project, covering over 4,255 locations nationwide.

### Opportunities, Challenges, and Impacts

Today, the internet plays an increasingly vital role in daily life, facilitating communication, information exchange, learning both inside and outside the classroom, business operations, and access to healthcare and financial services. According to the 2024 Household Survey on the Use of Information and Communication Technology by the Ministry of Digital Development and Information, approximately 90% of respondents aged over 6 years used the internet, an increase of 800,000 users from the previous year. Despite the widespread availability of high-speed internet across most regions, certain groups in remote areas remain without access. Additionally, some individuals lack the understanding and skills needed to effectively utilize digital technology in their daily lives. This digital divide limits equitable access to critical information and online services, exacerbating economic and social inequalities.



## Impacts on Business Operations

Expansion of the telecom network to remote areas entails significant operational costs, driven by substantial investment in infrastructure and maintenance. At the same time, limited digital literacy among certain user groups restricts the adoption of advanced services, confining usage primarily to basic offerings. This lack of familiarity with digital technologies reduces the uptake of digital services such as cloud computing, financial services, and digital platforms that provide access to vast knowledge resources. Consequently, these factors hinder the potential market growth for internet usage and the adoption of emerging digital services in these areas.

## Business Operations that Impact Value Creation for All Stakeholders

The telecom business plays a key role in facilitating communication by providing mobile network service, high-speed internet, and digital services to diverse populations, including economically and socially vulnerable groups and those residing in remote areas. This connectivity ensures equal opportunities for accessing essential services such as healthcare, education, finance, and business. Equal access to these services serves as a powerful tool for improving quality of life, fostering economic growth, and reducing social inequality.

## Management Approach

AIS is committed to being a part of improving life for the Thai people, using its communication technology resources to support developments that help Thai people keep pace with the digital era, as well as leveraging its business and human resources for social and community development through a range of policies and projects. In recognition of inequalities in quality of life and opportunities for people in remote areas, in particular in terms of access to basic necessities and education, AIS has established policies that mobilize its digital platforms and partnerships to achieve greater equality. Towards its intended achievement, AIS implemented the three following strategies:

### **Expansion of digital infrastructure for maximum coverage in support of efficient communication and alignment with national economic development**

AIS is committed to developing a quality telecommunications network with nationwide coverage, both in urban and remote areas and seeks to continually acquire new technologies to enhance its service capability, especially to improve the capacity and coverage of 5G technology to meet demand and support the network in developing the nation's economy and households. Consideration is also given to the needs of the public telecommunications system.

Apart from signal quality, AIS attaches significance to creating customer satisfaction and maintaining good relationships with the community. To that end, the Community Relations visits the community to conduct a survey, listen to their concerns, and constantly set out guidelines to prevent or mitigate possible impacts. The Company also opens up opportunities for the community to negotiate or file complaints (if any) stemming from the Company's operations. On top of this, the needs of the community are supported through a host of healthcare and education projects to develop and elevate the quality of life for people in the community to grow alongside AIS.

### **Supporting public access to services and affordable digital communication devices**

AIS is committed to providing Thai people with access to digital technology through the acquisition and offering of affordable digital technological equipment, such as smartphones that accommodate 4G and 5G at affordable prices, as well as phone and internet packages for students and migrant laborers. At the same time, it develops sales channels targeted at specific groups to promote internet access and digital technological literacy in every region.

### **Developing digital platforms that enhance economic and social structures along with quality of life**

AIS aims to leverage its communication technology and digital capabilities to contribute to enhancing quality of life, reducing social inequality, and fostering a more equitable society. To achieve the goals, emphasis is placed on opening up educational opportunities by promoting access to knowledge and communication technology to enhance potential and improve the quality of life for Thai people. Additionally, AIS supports job creation for the general public by utilizing innovation and technology to promote sustainable career development.



## 2024 Progress

### Development and Expansion of 5G Technology to Nationwide Coverage

At present, AIS operates a network that supports high-speed connection using 3G and 4G technology with coverage over 98% of the total population, broadband home internet using fiber-optic technology across the country of more than 20 million households, and Wi-Fi networks in support of educational institutions and businesses. AIS is currently rapidly expanding its 5G network and has reached 95% of the total population. Concurrently, AIS offers low-cost 5G smartphones and 5G packages for postpaid and prepaid that can be daily top-up in support of public access to affordable communication devices and supported national development.

### Development of Products and Services for Vulnerable Groups

AIS places great importance on promoting equality and increasing access to products and services for vulnerable groups, categorized as follows:

- Young students:** AIS offers special packages for young children, bundled with AIS Secure Net to ensure safe internet usage and GPS-enabled watches that allow parents to track their child's location.
- Persons with Disabilities:** Special packages enhance communication opportunities for subscribers with hearing or visual impairments. AIS also operates a sign language contact center to facilitate communication and transactions for those with hearing disabilities.
- Migrant workers:** AIS provides Myanmar and Cambodian SIM cards with affordable international call rates. Additionally, AIS offers call center services in foreign languages such as Myanmar and Cambodian to support seamless communication and service access for foreign workers.





## Green Energy Green Network for THAIs

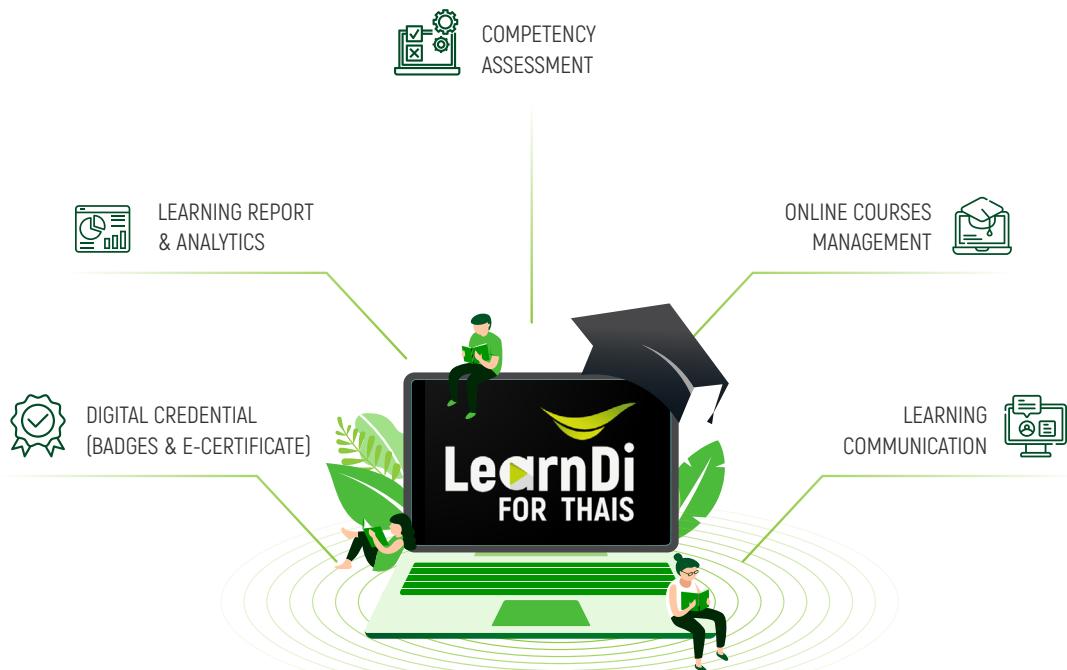
AIS, in cooperation with Gulf Energy Development Public Company (Gulf) and Highland Research and Development Institute, has carried out the "Green Energy Green Network for THAIs" project to reduce social inequality and improve the quality of life for people in remote areas. Initiated in 2024, the project was dedicated to building a telecom network using solar energy. The network encompassed 6 communities in 5 provinces including Tak, Chiang Mai, Mae Hong Son, Chiang Rai, and Lamphun with a population of 2,954 in 790 households. The project also evaluated social returns (Social Value) across three main dimensions: economic, social, and environmental. In its first year, it created positive impacts for people living in highland areas, enabling them to access electricity from clean energy and basic network connectivity. Communication became more convenient and faster, reducing travel time for sharing information and coordinating between lowland and highland areas. The preliminary social return value related to the reduction of travel expenses for community communication is over 257,000 baht. The results of the project will be utilized to develop strategies for expanding to other areas in order to achieve sustainable change.



## Education Performance: AIS Academy for Thais

AIS, in collaboration with LearnDi Co., Ltd., launched the AIS Academy for Thais, utilizing the LearnDi digital platform to provide equal and diverse learning opportunities that are easily accessible anytime, anywhere. This gives Thai people a digital tool for self-development to enhance new skills and knowledge, as well as acts as a platform for integrated online learning management. Learners can choose the learning courses of their interest and receive digital badges as certifications upon course completion. In 2024, the AIS Academy for Thais engaged 740,561 persons.

The aim of "Mission to drive digital society" is to encompass all groups within the education space, from educational personnel to students and the public. AIS Academy designed each of its programs to respond to the demands and necessities of each learning group:





## • The Educators Thailand 2024

AIS has continued for the 4<sup>th</sup> consecutive year in cooperation with the Secretariat Office of The Teachers' Council of Thailand, the Ministry of Education, and leading personnel in the educational sector. The collaboration aims to elevate Thai education under the concept "the Metropolitan for Equal Educational Opportunities" to enhance digital skills of Thai teachers in preparing learning materials and to transfer the knowledge to young people, enabling them to access knowledge anywhere at any time. The participants learn using technologies to design learning materials that integrate academic content and creativity and support the Thai education sector to achieve future sustainability.

For 2024, the project was attended by over 600 educational personnel including educators, teachers, and other educational personnel from various organizations. From the works submitted by the teachers, 10 winners were selected to receive awards from HRH Princess Maha Chakri Sirindhorn.



## • TCAS Contents

AIS has supported and developed academic capabilities and life skills for Thai students by partnering with school teachers and tutors to develop students' knowledge through the LearnDi digital platform. Currently, 40 courses are available, with 579 students participating.

Course Title	Description	Length
GAT2   LearnDi For Thais	คอร์สเรียนออนไลน์ ติวภาษาอังกฤษ GAT2   LearnDi For Thais	3 ชั่วโมง 49 นาที
GAT3 - TUTOR TCAS	คอร์สเรียนออนไลน์ สังคมสามัญ TCAS ครูปีปั้น   LearnDi For Thais	6 ชั่วโมง 23 นาที
GAT4 - TUTOR TCAS	ติวภาษาอังกฤษติดจรวด โดย ครุจิงตี้ (TCAS ตั้งกฤษสามัญ + ONET)	3 ชั่วโมง 13 นาที
GAT5 - TUTOR TCAS	คอร์สเรียนออนไลน์ ตะลุยโจทย์สอบ วิชาภาษาไทยสามัญ	3 ชั่วโมง 5 นาที
GAT6   LearnDi For Thais	คอร์สเรียนออนไลน์ ติวภาษาอังกฤษ GAT6   LearnDi For Thais	3 ชั่วโมง 49 นาที
GAT7   LearnDi For Thais	คอร์สเรียนออนไลน์ ติวภาษาอังกฤษ GAT7   LearnDi For Thais	3 ชั่วโมง 49 นาที
GAT8   LearnDi For Thais	คอร์สเรียนออนไลน์ ติวภาษาอังกฤษ GAT8   LearnDi For Thais	3 ชั่วโมง 49 นาที
GAT9   LearnDi For Thais	คอร์สเรียนออนไลน์ ติวภาษาอังกฤษ GAT9   LearnDi For Thais	3 ชั่วโมง 49 นาที



## • Digital Learning Platform

AIS has collaborated with a network of educational partners both locally and internationally to offer over 100 courses for the general public, including topics such as building business readiness, technology literacy, business management, self-development, knowledge for creating jobs and income. Over 117,884 individuals have already enrolled.

### Educational partners

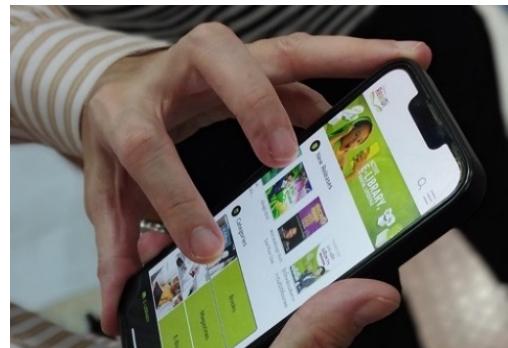


## • Digital Library

AIS has continued its efforts for the 4<sup>th</sup> consecutive year in collaboration with the Ministry of Social Development and Human Security to support students in accessing a diverse range of knowledge in the forms of e-learning and e-books via the ReadDi digital platform. In 2024, the collaboration was further expanded to include Intouch Holdings Co.,Ltd, and extended to schools for the blind, allowing the initiative to offer knowledge to 7,634 teachers and students from 40 schools.

Delivered knowledge to students and teachers for the  
**4<sup>th</sup> consecutive year**

Over  
**7,634**  
individuals





## Aunjai Asa Career Development

The program has been ongoing since 2021 to enable Thai people to cope with today's changes by employing the knowledge of AIS' employees to enhance skills, knowledge, and the potential of the general public in cooperation with the Ministry of Social Development and Human Security (MSDHS). Performance in 2024 was as follows:

- **Train the Trainer** AIS has organized lectures and workshops for the Ministry's government officers and workers to enable them to transfer knowledge and skills to the general public. In 2024, over 80 AIS employees with expertise in various fields, or the so-called "Aunjai Asa Coaches", volunteered to share their knowledge on building business and marketing through topics like customer analysis, cost calculation, basic accounting, and sales techniques via live broadcasting. The knowledge also was shared with a target of 6,960 people.



- **Market place** AIS has supported MSDHS personnel in generating supplementary income by providing space on the 30th Floor of AIS 1 for them to sell products, food, sweets, and drinks free of charge. The events were held 3 times this year in May, August, and November with approximately 23 booths at each event, grossing over 233,000 baht.



### Traditional Thai Massage

AIS has supported people with low incomes or financial distress through the Traditional Thai Massage project by providing space at AIS 1 for Thai massage that meet the standards. In 2024, 9 skilled masseuses participated in the project, grossing 280,000 baht.





## ESG to Capital for Tech Entrepreneurs

AIS developed the ESG to Capital for Tech Entrepreneurs course to promote knowledge and understanding of sustainable business operations among start-up and SME entrepreneurs. The course included lectures and group consultations. In 2024, 101 participants from 37 companies joined the program.



## The Good Kids, Brave Heart Project

Introduced in 2001, the project has since provided financial support for young people in need to reduce social inequality and offer educational opportunities for Thai youths. Building upon the concept "Giving opportunities is giving a future" the project grants scholarships to students at different levels who demonstrate good conduct, perseverance, help with the family, and volunteerism to help them pursue their academic goals through to a bachelor's degree.

Over 24 years, AIS has granted over 1,000 scholarships and supported knowledge and skills in safe digital use through the "Aunjai Cyber Program" to prevent youths from online threats and internet scams in various forms.



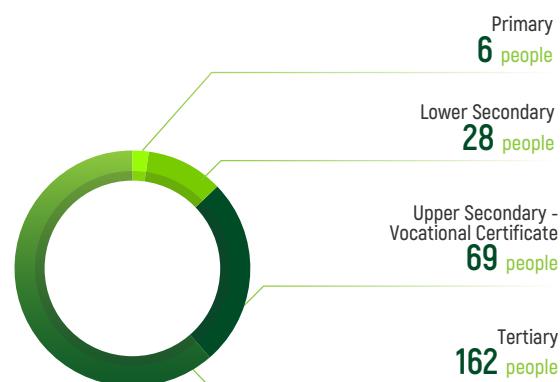
Careers Assumed by AIS Good Kids Brave Hearts Participants After Graduation

Type of occupation **259** people



At present, there are a total 265 students from primary to tertiary schooling involved in AIS Good Kids Brave Hearts

Type of occupation **265** people





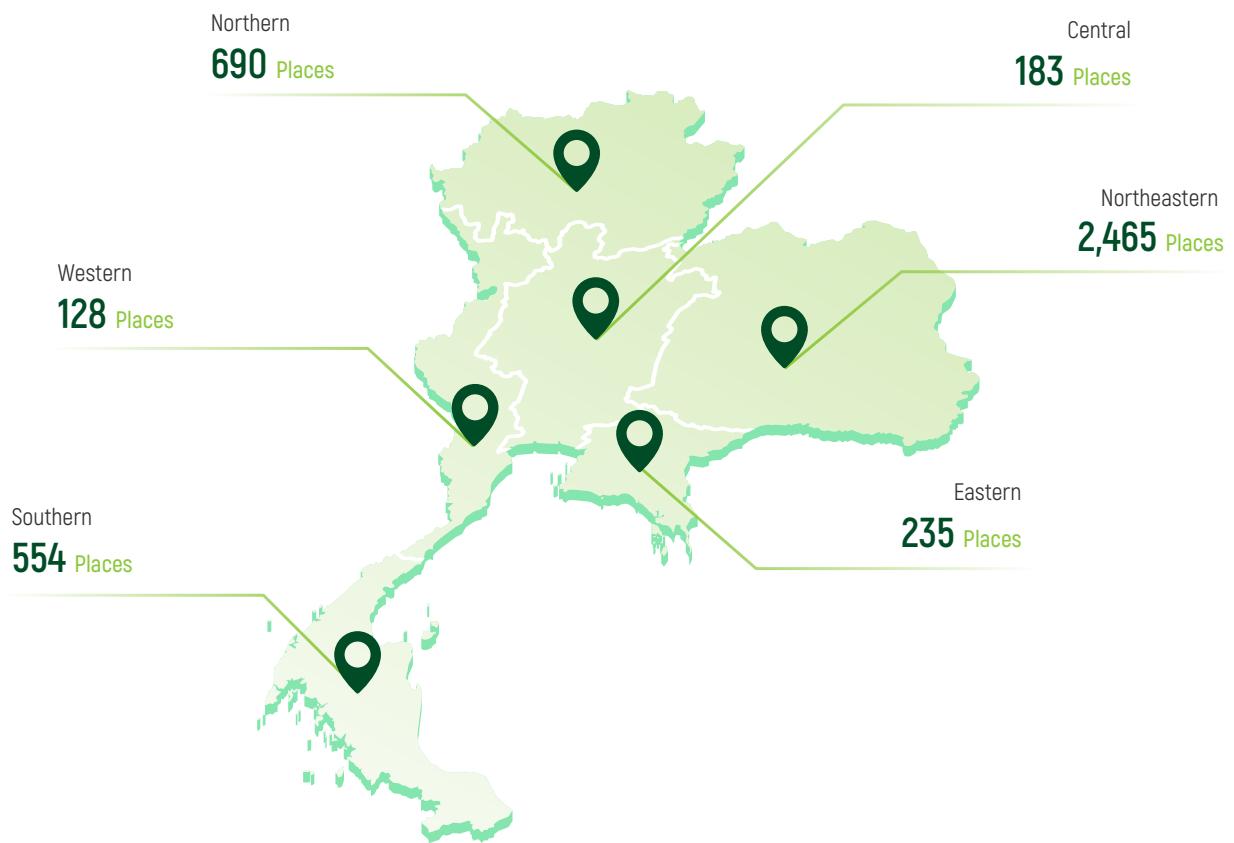
## Broadband Internet for Schools

TTTBB, a subsidiary of AIS, is carrying out the Broadband Internet for Schools project to support educational opportunities by expanding internet access to primary and secondary schools and communities in remote areas across the country.

Providing internet access in remote areas offers significant opportunities for enhancing students' access to a vast array of resources, including educational videos, supplementary materials, and online platforms that facilitate learning beyond the classroom. This access supports the development of essential digital skills necessary for success in today's world. Additionally, it enhances teaching efficiency by enabling educators to leverage online media. It also improves the convenience of skill development and fosters better communication between students and parents.

As for communities, the project creates economic opportunities by promoting the sale of products and services online and facilitates access to government services such as healthcare and benefits. It also allows people in the communities to learn and develop new skills to improve their quality of life.

Since 2011, the project's operations have covered 4,255 places nationwide, involving a total of 752,113 people. In 2024, broadband internet was expanded to 3 schools, Khlong Khrua Wai Wildlife Sanctuary, and Pran Thong Community Digital Center.





## Digital Wellness

Strive to be a brand that promotes safe and appropriate use of the internet and social media



### Target

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

#### Performance 2024



##### Participants

AIS อุปใจ  
**CYBER**

**792,100** people

#### Target

2027

Empower digital citizenship

**3**



million people

### Key Highlight in 2024

Topic	Unit	2022	2023	2024	Target 2027
Participants of the AUNJAI CYBER Project	person	205,860	508,570	792,100	
Participants of the AUNJAI CYBER Curriculum	person	169,930	322,000	403,700	3,000,000
Users of the Cyberthreat Protective Tools by AIS and our Partners	person	35,930	185,570	388,400	

- Presented a survey result of 50,965 people on the Thailand Cyber Wellness Index which found that overall Thais' knowledge about digital usage was at a fundamental level with the lowest score in cybersecurity skills. Notably, Thai people remain vulnerable to online threats.
- Created a digital health check tool that enables individuals to self-evaluate their capability to handle cyber threats effectively.
- Launched the \*1185# Aunjai Report End of Scammer service. This service will immediately forward the reported scammer's number to the Central Investigation Bureau for tracking and investigation.
- Launched the Secure Net+ Protected by MSIG service, offering protection and alerts against various cyber threats by blocking high-risk websites. The service also includes insurance coverage for damages caused by cyber threats.



## Opportunities, Challenges, and Impacts

Digital technology plays a vital role in people's daily life, facilitating, expanding opportunities, reducing inequality, and contributing to comprehensive economic and social development. Despite its benefits, the use of digital technology without knowledge and digital skills can make people more vulnerable to sophisticated and subtle online threats. The research conducted by Thai Health Promotion Foundation in collaboration with the Faculty of Economics, Chulalongkorn University found that over 36 million Thai people encountered online scamming. More than 50% of these victims suffered financial losses, totaling nearly 50,000 million baht. Apart from financial damages, online threats have ongoing impacts, including reduced confidence in engaging in digital activities. Many individuals hesitate to answer calls from unknown numbers, feel anxious about online shopping, and even experience mental health issues.

### Impacts on Business Operations

AIS is aware of the impacts of online threats on business operations, particularly concerning customer trust in its telecommunications network and digital services. This has resulted in higher operational cost associated with safeguarding against online risks and possible impact on the Company's image and reputation unless the Company is well-prepared for protecting customers from cyber threats.

### Business Operations That Impact Appropriateness and Safety in the Internet and Social Media Usage

As a digital technology service provider, AIS has a key role in creating a positive digital environment through multiple efforts including (1) increasing access to digital technology, (2) filter and control online content to maintain safety and appropriateness, and (3) promoting digital skills.

On the other hand, AIS' business operations may contribute to negative impacts from the environments inducive to unsuitable online behaviors, including (1) digital addiction such as obsessive use of social media and video games which can undermine individuals' real-life social relationships, (2) misuse of digital channels for scams, and (3) cyberbullying.

### Management Approach

To promote a proper and safe use of the Internet and online society, AIS focuses on three principles under the AUNJAI CYBER project, encompassing creating digital knowledge and skills for Internet users, promoting protective tools against online threats that meet the needs of consumers, and raising awareness to promote safe online society and foster cyber immunity with the focus on high-risk groups such as children, young people, and the elderly. The main objective is to build digital citizenship among Thai people.

AIS າຸນຈ້າ  
**CYBER**



#### Creating knowledge to encourage digital wisdom

Through in-class teaching to children and youths as well as training via an online platform to the general public



#### Cybercrime and Online Threats Protection

by monitoring and detecting abnormal activities of cybercriminals and disconnecting unauthorized access. This includes providing protective tools and solutions to safeguard against cyber threats, promote responsible internet usage, and ensure online safety for users through the telecommunications network



#### Creating Awareness of the Danger and Effects of the Internet and Technology

Through various activities and social media to enhance skills in safe and constructive online use to the general public



## 2024 Progress

AIS has continued the Aunjai Cyber project since 2019, starting with integrating Digital Quotient (DQ) knowledge into a learning curriculum for children aged 8-12. The project also raises public awareness about online dangers through social media platforms. The Aunjai Cyber project has been developed continually by updating the online courses to reflect the changing contexts in Thailand and become more modernized and expanding the project to cover vulnerable groups. Additionally, communication methods and tools have been developed to better address the specific needs of different target groups. The project's development can be summarized into three areas as follows:

### Creating knowledge to encourage digital wisdom

AIS pledges to create wisdom to foster digital skills, provide digital immunity, and develop digital citizens who can keep up with online usage and possess digital skills that enable them to live in a digital world properly, safely, and constructively. To accomplish the objectives, the Company offers the curriculum through an online learning platform to Thai people of all genders and ages free of charge. The project is conducted in collaboration with several partners in both public and private sectors with wide-ranging expertise to extend to high-risk groups, empowering them to adjust to life in the digital era safely and become quality digital citizens.

#### Aunjai Cyber Curriculum (4P4U)





In 2024, AIS joined forces with various agencies to promote Aunjai Cyber Curriculum in enhancing digital skills and immunity against cyber threats of personnel in the agencies and targeted groups within the public. Key activities include:

- Joined hands with the Ministry of Social Development and Human Security (MSDHS) to promote Aunjai Cyber Curriculum among MSDHS personnel. Those passing this curriculum would be able to share the knowledge and experience with the elderly group to learn the curriculum under the Department of Older Persons.



The Digital Citizenship Project personnel



Introducing Aunjai Cyber Curriculum to MSDHS

- Teamed with Department of Education, Bangkok Metropolitan Administration to organize the "School Tour: Cool Teen Stop Cyber Threats" event incorporating the concept of gamification or learning through games. The initiative was piloted at four schools including Naluang School, Watyairom School (Wattana Rat Rangsan), Prachauthit School, and Banbangkapi School. The Aunjai Cyber Curriculum would also be integrated into the curriculum of Bangkok Metropolitan Administration schools in alignment with the learning indicators that support computational and critical thinking skills.



School Tour: Cool Teen Stop Cyber Threats Curriculum



Learning through gamification with Aunjai Cyber



- Cooperated with the National Cyber Security Agency (NCSA) and the Student Loan Fund (SLF) to implement the Aunjai Cyber Curriculum, allowing school and college students as well as SLF borrowers to increase their digital skills and immunity against cyber threats. The participating students would earn a certificate and be entitled to 3 volunteer hours under the conditions of SLF.



Aunjai Cyber: Young Creator Challenge 2024



Enhancing digital skills for SLF borrowers in cooperation with NCSA and SLF

- Joined hands with the Office of the Basic Education Commission (OBEC) and King Mongkut's University of Technology Thonburi (KMUTT) carried out the "Aunjai Cyber: Young Creator Challenge 2024". This initiative aims to enhance learning and foster meaningful engagement by empowering young creators. Students are encouraged to promote positive digital well-being and creative online behavior through a maximum 2-minute video content.

- Cooperated with various universities to expand the digital citizenship via Aunjai Cyber Curriculum to increase immunity and digital skills among university students at Chiang Rai Rajabhat University, Pibulsongkram Rajabhat University, and Mahidol University.



Cooperating with various universities to promote through digital citizenship among students



Enhancing digital skills of university students  
Aunjai Cyber Curriculum



## Thailand Cyber Wellness Index (TCWI)

AIS has carried out Thailand Cyber Wellness Index (TCWI), a measure of skills for cyberspace, for the second consecutive year in conjunction with King Mongkut's University of Technology Thonburi and a pool of experts in technology, health, mass communication, education, and evaluation. The project involves designing research methodologies, data collection processes, sample groups, and analytical approaches to create a standardized digital wellness index tailored to each target group. The TCWI focuses on enhancing digital skills among citizens and fostering a more digitally proficient society.



Establishing Thailand Cyber Wellness Index



Presenting the result of Thailand Cyber Wellness Index

Thailand Cyber Wellness Index (TCWI) evaluates the digital behaviors of Thai individuals across 7 key areas and categorizes their digital wellness into 3 levels.

### CYBER WELLNESS INDEX 7 AREAS

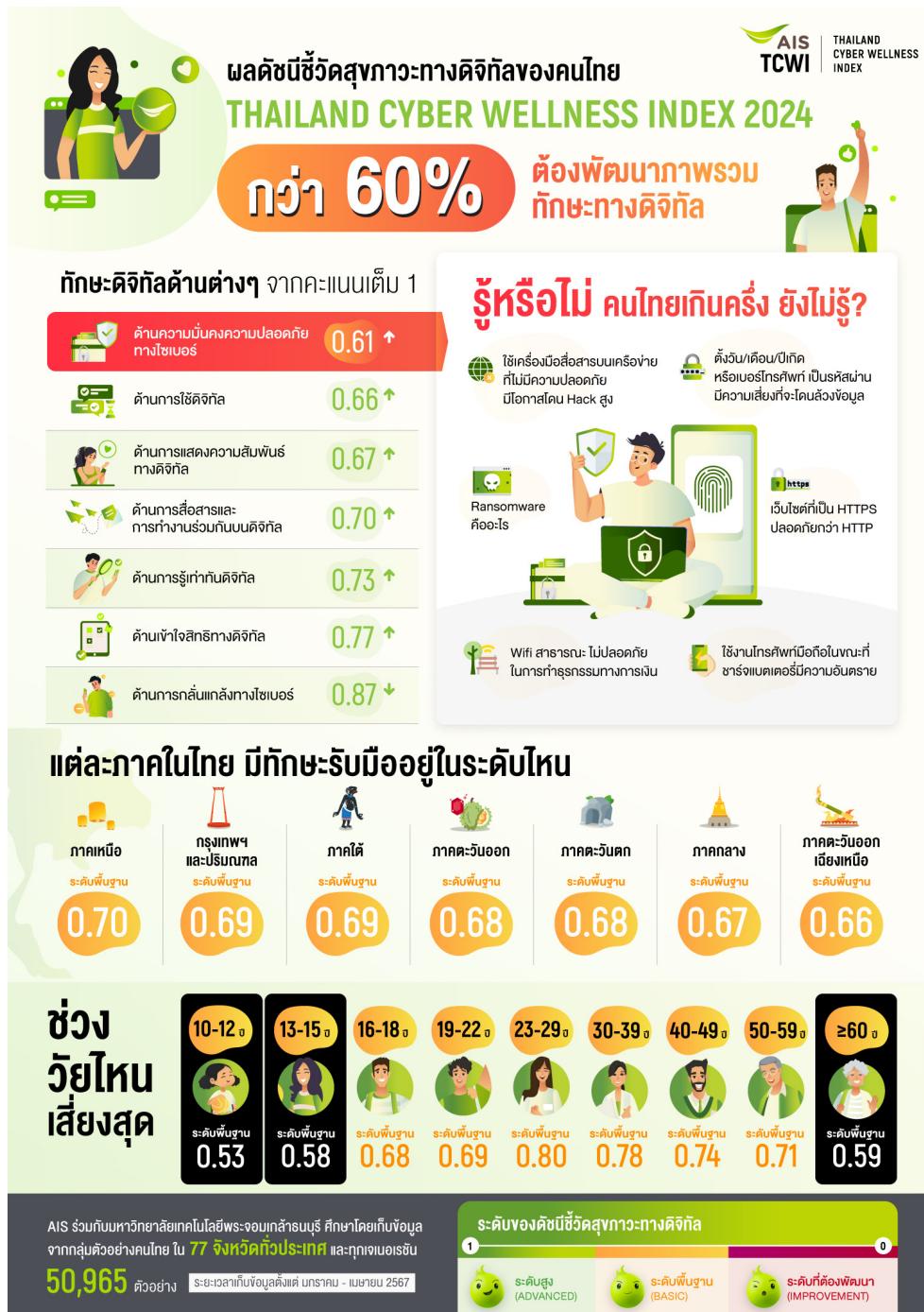


### Thailand Cyber Wellness Index





The prevalence of online threats, such as scams via call centers, SMS, or fake links designed to deceive individuals into transferring money, remains a frequent concern. Without adequate caution, people are at risk of falling victim to these schemes. This aligned with the study results of 50,965 people in 2024 (respondents of all ages, professions, and regions across Thailand) and found that the average Thai cyber wellness index was at the "Basic" level. The study also revealed that over 60% of the respondents need to enhance their overall digital skills, particularly in cybersecurity, which scored an average of just 0.61. This highlights the significant vulnerability of Thais to online threats. In response, AIS has initiated the "Aunjai Cyber" program to promote digital skills, enabling Thais to engage with online platforms safely and use the internet responsibly.





## Digital Health Check

AIS has developed the **Digital Health Check** tool to analyze and assess the digital skills of Thais. In addition to reporting results, the tool also provides personalized learning recommendations to enhance their digital skills with Aunjai Cyber Curriculum to safeguard themselves against cyber threats.



## Cybercrime and Online Threats Protection

### Protecting customers from online scammers

Due to the increasing sophistication and variety of cybercrimes and online scams over the past 2–3 years, AIS has enhanced its efforts to protect customers from cybercrimes and online threats. Our goal is to minimize potential risks or damages and ensure a safer online experience for our customers and the public. This initiative is driven by four key initiatives.

#### Detecting Abnormal Device Usage

AIS has developed a system to detect repeated and distinctive abnormal usage patterns on its telecommunications network. This system analyzes device access and user behavior data to identify potential fraudsters.

When abnormal usage is detected and identified as fraudulent, AIS takes immediate action by disconnecting or blocking access to the telecommunications network. This proactive measure prevents scammers from exploiting the AIS network, ensuring a safer experience for customers when making calls or sending and receiving messages.



### Launching Fraud Reporting via “\*1185# Aunjae Report End of Scammer”

In response to the widespread issue of call center scams which have caused huge financial losses to people, AIS has developed a Spam Report Center to facilitate the report of a suspicious phone number for investigation. To do so, customers are advised to report a suspected scam call free of charge by dialing \*1185# within 5 minutes after the call ends. The reported number will be forwarded to the Central Investigation Bureau (CIB) for verification. If the suspicious number is confirmed as scammers, it will be promptly blocked, and the customer will receive a formal response. Additionally, law enforcement agencies will proceed with legal action against the offenders.



**\*1185# | แจ้งอุ่นใจ ตัดสายโจร**

หากลูกค้า AIS ได้รับสายเบอร์ต้องสงสัย

1. หลังจากที่ลูกค้า AIS ได้รับสายเบอร์ต้องสงสัย เป็นเวลา 5 นาที ให้ตั้งค่าปุ่มกด \*1185# โทรออก กันที่ กด 1 วันใน
2. หลังจากแจ้ง 4 วัน ให้ลูกค้า AIS ได้รับข้อความดังนี้
3. หลังจาก 1 วันใน 4 วัน ให้ลูกค้า AIS ได้รับข้อความดังนี้
4. หลังจาก 4 วันใน 48 วัน ให้ลูกค้า AIS ได้รับ SMS แจ้งว่า “\*1185# ตัดสายเบอร์ต้องสงสัย” ให้ลูกค้า AIS ตัดสายเบอร์ต้องสงสัย ให้ลูกค้า AIS ตัดสายเบอร์ต้องสงสัย ให้ลูกค้า AIS ตัดสายเบอร์ต้องสงสัย ให้ลูกค้า AIS ตัดสายเบอร์ต้องสงสัย

### Customers are required to verify their ownership of the phone number through various channels as per the Notification of NBTC

AIS strictly complies with the provisions of the National Broadcasting and Telecommunications Commission (NBTC) notification by notifying individual customers who hold six or more numbers to verify their identity. This is to prevent the fraudulent use of their numbers. If a customer fails to verify their identity within the specified timeframe, the number will be temporarily suspended. If the identity is still not verified after the notification, the number will be permanently suspended in accordance with the NBTC notification.

### Monitoring and Detecting abnormalities in the telecommunications network.

Develop a system for detecting and monitoring online scams within the telecommunications network by analyzing abnormalities in signal transmission caused by the counterfeit virtual network setup by criminals. These criminals secretly send messages (SMS) or links, posing as reputable organizations such as banks or service providers, with the intention of deceiving victims into clicking harmful links or transferring money. This leads to financial loss and potential data privacy breaches, endangering both customer assets and public trust.

In addition, if any abnormality is detected regarding to virtual telecommunications network associated with fraudsters, AIS will notify the Central Investigation Bureau (CIB) to conduct an investigation. This collaboration aims to apprehend and take legal action against criminal groups. By doing so, AIS contributes to the prevention and resolution of online crimes, reducing potential damage to the public in terms of both financial loss and personal data breaches.



## Protective Tools against Cyber Threats

AIS has developed digital tools for cybercrime protection that help safeguard customers from online threats. In collaboration with partners, AIS has developed and provided a variety of protective tools to customers, providing diverse options to prevent and reduce potential damage from various forms of cyber fraud.

### AIS Cyberthreat Protection Tools

#### AIS Secure Net

AIS Secure Net is a service that protects and alerts you against various online threats while browsing the internet through AIS 5G, 4G, and 3G networks. It safeguards against viruses, malware, phishing websites, and other dangerous sites by detecting and blocking potentially harmful websites. This ensures a faster and safer browsing experience for your utmost enjoyment and security. You can subscribe to this service for free by dialing \*689\*6# and pressing the call button.



The cyber insurance service that offers comprehensive coverage for damages caused by cyber threats such as viruses, malware, or phishing websites. Secure Net+ operates by blocking potentially harmful websites through the AIS 5G, 4G, and 3G with no need for application installation.



This service is designed for high-speed home internet customers, providing alerts and protection against various cyber threats, such as risky websites that may contain viruses, malware, or phishing links, through the AIS Fibre3 network. It ensures safety for all internet users in the household and is compatible with smartphones, tablets, PCs, laptops, smart TVs, and devices like the Play box.

### Our Partners' Cyberthreat Protection Tools

#### Family Link

Family Link is an application that allows guardians to manage the safe usage of their children's smartphones with cooperation from Google. The application trains children in appropriate smartphone usage with functions such as phone call limitation and reports, new application installment management, website access and location monitoring, all together creating a constructive safety barrier around a child's digital life.



The zips application provides an online protection service through an application designed to detect cyber threats. When risks are identified, the application blocks or prevents access to the device while also notifying users of unsafe internet connections.

#### Bitdefender

The Bitdefender application offers comprehensive cybersecurity services focused on protecting online users from various threats, including viruses, malware, ransomware, and other cyber risks. The service detects and blocks potentially harmful websites and provides alerting when potential online threats are identified.



Secure Net+ protected by MSIG



## Creating Awareness of the Danger and Effects of the Internet and Technology

AIS resolves to raise awareness as well as enhance digital skills and cyber immunity for Thais across all ages and genders. The Company works collaboratively with government agencies such as the Ministry of Digital Economy and Society, Royal Thai Police, and The National Broadcasting and Telecommunication Commission (NBTC) to address and protect people against the risks from scammers. The efforts also extend to promoting secure online usage, enabling people to use the internet safely and constructively. Communication efforts are conducted through various social media platforms including Facebook, YouTube, TikTok, and X, encouraging the public to remain cautious, aware, and proactive by adopting the principles of not believing, not rushing, not transferring money, and not falling victim to scams presented in various forms.



Cooperated with the Online Complaint Management Center of the Royal Thai Police to raise awareness about the most common cyber threats targeting Thai citizen



Collaborated with NBTC to facilitate customers' identity verification through various channels



AIS warns of scams where fraudsters gain trust to trick victims into investing



## AIS warns of fake SMS scams attempting to deceive users into making payments

**Stop Cyberbullying Day** AIS focuses on conveying the message that people should believe in their own capabilities and overcome bullying through the inspiring story of "Rap Ake" Naravut Amnuay. As a rapper who has personally experienced long-term cyberbullying. Rap Ake chose to see his own worth, ultimately overcoming the negativity. Today, he stands as a successful rapper with over a decade-long career, a massive fanbase, and his signature catchphrase, "Aiyah Chai Chai." The video clip which was dedicated to communicating ways to deal with cyberbullying through social media reached over 382,000 views.



**Safer Internet Day** AIS launched the "Social Detox: Take a Break from the Screen, Switch On Happiness" campaign. The initiative aims to promote safe and responsible internet usage, encouraging Thai citizens to step away from their screens periodically to explore alternative sources of happiness in their surroundings. This campaign emphasizes the importance of achieving balance in screen time to foster healthier and more mindful digital habits.



## "Social Detox: Take a break from the Screen, Switch on Happiness"



Take a break from your screen...and discover happiness  
around you.



**"Rap Ake" Naravut Amnuay, a rapper advocating against all forms of online bullying.**



# 3

## Act on Climate

Climate Actions

Waste Management





## Climate Actions

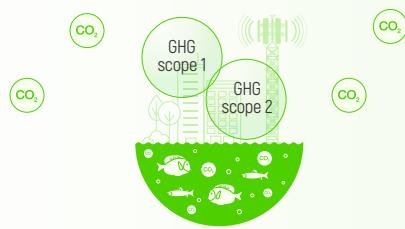
Reducing environmental impacts through effective management of business operations and the supply chain



### Target

Reduce GHG emissions intensity as calculated from the ratio of direct (GHG scope 1) and indirect emissions (GHG scope 2) to data traffic, by 25% by 2030 compared to the 2024 baseline.

### Performance 2024



Greenhouse gas emissions (Scope 1 and 2) intensity are at  
**0.018**  
tCO<sub>2</sub>e per data traffic (TB)

### Target

2030

Reduce GHG emissions  
**25%**  
of GHG scope 1 and 2

### Performance 2024

- Greenhouse gas emissions (Scope 1 and 2) are at 798,881 tCO<sub>2</sub>e.
- Greenhouse gas emissions (Scope 1 and 2) intensity are at 0.018 tCO<sub>2</sub>e per data traffic.

### Key Highlight in 2024

Topic	Unit	2021	2022	2023	2024
Reduction of GHG Intensity*	%	89	91	92	98
Percentage of total energy consumption from renewable sources	%	1.23	1.73	2.25	3.06
Energy Efficiency Programs	MWh	55,196	26,882	27,958	32,316
Reduction of greenhouse gas emissions from energy efficiency programs	tCO <sub>2</sub> e	27,543	13,414	13,951	16,155
Renewable Energy Projects	MWh	16,282	24,193	32,759	51,917
Reduction of greenhouse gas emissions from the use of renewable sources	tCO <sub>2</sub> e	8,139	12,094	16,376	25,953

\*Remark: These performances are compared to FY2015.



- **AIS acquisition of TTTBB**, a home internet service provider, led to adjustments in 2024 greenhouse gas emissions reporting to include TTTBB's activities.
- **AIS increased the use of electricity renewable sources**. In 2024, AIS installed 4,560 additional solar panels and signed long-term Power Purchase Agreements [PPAs] with Gulf Energy Development. Combined with existing operations, these efforts increased renewable electricity consumption to 51,917 MWh, reducing greenhouse gas emissions by approximately 25,953 tCO<sub>2</sub>e per year.
- **Network's energy efficiency was improved using AI** to analyze consumers' behavior to maximize efficiency of the network. Additionally, proper allocation and planning of network equipment has been conducted to reducing unnecessary electricity consumption. These efforts contributed to a reduction in energy use and resulting in greenhouse gas emissions reduction by 16,155 tCO<sub>2</sub>e per year.
- **To collaborate with business partners**, AIS initiated engagement with significant suppliers on various key aspects related to management approach and the climate change targets in cooperation with the significant suppliers, representing 64% of the total procurement expenditures.
- **Disclose climate-related data** through Carbon Disclosure Project [CDP] with B rating (Management Level).

## Opportunities, Challenges, and Impacts

Climate change is a pressing issue that demands urgent attention from the global community. Numerous studies and statistics have illustrated the potentially severe impacts of climate change. The Copernicus Climate Change Service (C3S) reported that the global average temperature for the last 12 months (July 2023-June 2024) was 1.5 C above the pre-industrial average, marking the highest on record. The rising temperatures have dramatically affecting life on Earth. Consistent with the United Nations' calls for urgent action to combat climate change, the governments, businesses, and other sectors across the world are changing in processes and investments to adapt to the impacts of climate change. Thailand became a Party to United Nations Framework Convention on Climate Change (UNFCCC). In 2023, the Thai government established the Department of Climate Change and Environment (DCCE) and has proposed an early version of the Climate Change Act. The draft Act outline stringent mechanisms as well as supports and calls for cooperation from all sectors to reduce greenhouse gas emissions to achieve the global climate change targets.

## Impact on Business Operations

As a major telecom service provider in Thailand, AIS realizes the impact of climate change on the Company's business operations in the following areas: [1] a natural disaster can cause damage to the Company's network infrastructure and equipment at over 40,000 locations nationwide, [2] The cost of investing in equipment that is resilient to long-term changes in weather conditions, including the costs of maintenance and insurance as a result of increased weather volatility in the long-term, [3] changes in laws and regulations of the government sector, and [4] changing trends toward environmentally conscious consumer behavior

Simultaneously, the telecom business is pivotal infrastructure that support the transition to a low-carbon economy. AIS' 5G network supports a wide range of new digital services that enhance operational efficiency for businesses and communities, helping to reduce greenhouse gas emissions.

## Business Operations with Impacts on Climate Change

AIS recognizes that its operations contribute to greenhouse gas emissions, primarily driven by the energy-intensive nature of its telecom services. This challenge is compounded by the fact that renewable energy currently constitutes only 28.1% of Thailand's energy mix. Furthermore, AIS is committed to addressing the lack of telecom and internet access in some remote areas by expanding its network through the installation of additional base stations to provide broader service coverage. In parallel, AIS continues to innovate by developing products and solutions tailored to the needs of enterprise clients. While these initiatives enhance service reach and business value, they also result in increased greenhouse gas emissions across the Company's value chain, driven by higher electricity consumption and greater use of equipment to support service expansion.



## Management Approach

Following the acquisition of TTTBB in late 2023, AIS has renewed its greenhouse gas emissions reduction target. The Company aims to reduce the intensity of both direct GHG emissions (Scope 1) and indirect GHG emissions (Scope 2) by 25% in relation to data traffic by 2030 compared to 2024 baseline. Recognizing the importance of aligning short-and long-term targets with science-based target, which provide a clear and reliable framework for GHG emission reduction, the Company will continue to monitor developments in green electricity procurement domestically. This will be a vital tool in reducing indirect GHG emissions from electricity consumption, which represents a significant portion of the Company's overall emissions.

Our strategy toward climate actions covering the entire AIS business operation and value chain aligns with the following objectives of the company's Environmental Policy.

- To reduce negative impacts from business operations on the environment and natural resources.
- To improve resource efficiency in business operations when deemed appropriate.
- To assess and manage risks associated with climate change and the environment and strictly comply with environmental standards and regulations.
- To conserve the environment and protect our planet.
- To promote digital solutions that help users and businesses cope with environmental challenges.

AIS has formulated a plan to reduce GHG emissions that covers the Company's operations throughout its value chain (including TTTBB). The emphasis is on the use of clean energy via the installation of solar panels at base stations, switching centers, and data centers. In addition, the Company is enhancing energy efficiency and implementing various programs to further reduce GHG emissions throughout its operations.

Moreover, AIS pledges to manage its investments and expenditures consistent with the Company's GHG reduction target. Plans are in place to integrate GHG emissions data into the investment decision-making process, as well as in the procurement of products and equipment to appropriately support sustainable GHG emissions reduction efforts.

Further details about the environmental policy are available at



[The Environmental Policy](#)

### Strategies to Deal with Climate Change

#### AIS Business Operations



#### Business Value Chain



Climate change-related disclosures in accordance with international standards





## 2024 Progress

### Action within Our Operation

Despite its energy usage increasing due to network expansion and growing demand for data, AIS has been able to limit its GHG emission intensity relative to the amount of data consumption, underlining the efficiency of its network's design and utilization while also promoting a higher proportion of renewable energy. In 2024, the Company increased energy consumption from renewable sources to 3.06% of the total energy use from 2.25% in 2023.

Significant changes in the past year: Following AIS's acquisition of TTTBB in late 2023, the Company incorporated TTTBB's greenhouse gas emissions into its reporting framework and reviewed its overall GHG emissions reporting. The total GHG emissions (Scope 1 and 2) for 2023 and 2024 were 704,264 and 798,881 tCO<sub>2</sub>e, respectively. The increase in 2024 emissions was attributed to AIS's own operations (7%) and TTTBB's operations (7%).

### Promoting Energy Efficiency

- Adopted AI in processing and analyzing network utilization to manage signal and energy use according to customers' usage to deliver solid quality and energy efficiency. The efforts resulted in reducing 31,936 MWh/Year in electricity use and 15,965 tCO<sub>2</sub>e in greenhouse gas emissions.
- Manage utilization and procure high energy-efficient equipment in Data Centers and Switching Centers, enabling AIS to achieve a saving of 380 MWh/Year and a reduction of 190 tCO<sub>2</sub>e.

### Alternative Energy Use

AIS continues to increase the use of clean energy. In 2024, the Company's implemented several initiatives such as 1) the installation of solar panels at 4,560 base stations and buildings 2) the upgrade of 62 existing solar panel systems by adopting more advanced technology, and 3) signing a PPA with Gulf for the electricity generated from the solar panels installed at 2 data centers.

In summary, as of the end of 2024, AIS has expanded its renewable energy initiatives to include solar panels at a total of 13,399 base stations and facilities and 12 data centers and switching center; wind farm technology at 1 base station; and solar panels under PPA at 2 locations. These efforts enabled AIS to generate a total of 51,917 MWh of electricity from renewable sources, and reducing GHG emissions by 25,953 tCO<sub>2</sub>e per year.



### Environmental Management System: EMS

AIS gives significance to operating business in compliance with international standards, especially for its data centers which play a key role in the Company's operations and provision of services to customers. To that end, AIS has prepared for ISO 14001:2015 certification for its 2 data centers to be reviewed by independent auditors. Other data centers will be audited by the Company's internal auditors who have been trained and certified to ISO 14001 certification on an annual basis to ensure that all the operations are in line with international standards and reflect the Company's total commitment to sustainable environmental management.



## Promotion of Water Efficiency

The majority of AIS's water usage arises from the operation of data centers, where water is used as a medium for heat dissipation in the cooling system. Therefore, the Company recognizes the importance of water management and has adopted chemical treatment technology to improve water quality, making it suitable for the cooling system. This approach ensures the efficient use of water. The use of water as a cooling medium has also resulted in a nearly 50% reduction in electricity consumption compared to conventional air conditioning systems, maintaining the stability of data center operations.

Additionally, the Company operates with a consistent focus on community and environmental responsibility. AIS sources water from local water suppliers and strictly monitors the quality of wastewater to ensure compliance with legal regulations before discharging it into external water sources.

## Biodiversity and Forest Protection

In line with the commitment to expand its telecom and internet services across the country, AIS has installed network infrastructure, especially base stations to extend network coverage to people in all areas. Nevertheless, such infrastructure expansion may be proximate to areas of biodiversity such as national parks, wildlife sanctuaries, environmental protection areas, etc. Recognizing the importance of conserving and protecting biodiversity and the ecological system, AIS ensures that all infrastructure installations are conducted in compliance with legal requirements. In addition, the Company has adopted internationally recognized indicators to monitor the performance to achieve No Net Loss (NNL), which is a goal for a development project in which impacts on biodiversity it causes are balanced by measures taken so that no loss remains, and No Net Deforestation by 2027.

Also, AIS conducted a preliminary report of biodiversity risk assessment in 2023 and reviews the assessment results and measures on a yearly basis. If significant changes occur such as change in nature of business, domestic laws, international standards, etc, the Company will carry out a new biodiversity risk assessment. In risk assessment, both dependency-related risks and impact-related risks from business operations will be taken into consideration.

The assessment shows that there were 1,654 AIS base stations located in or within a 1 km radius of the areas with biodiversity. AIS has established guidelines for risk management and minimizing the impact on biodiversity, starting from site selection, design, construction, operation, and maintenance of its base stations.

For further details, please follow these links.



[Biodiversity and No-Deforestation Commitment](#)



[Preliminary Report of Biodiversity Risk Assessment](#)

## Operation in Business Value Chain

In 2024, AIS reviewed and assessed all the 15 categories of Scope 3 emission sources from the 10 categories assessed in the previous year. This review, undertaken in collaboration with an external reviewer, focused on categories relevant to the Company's operations. The results indicate that in 2024, the Company's Scope 3 emissions amounted to 729,107 tCO<sub>2</sub>e, representing 48% of the total GHG emissions, while Scope 2 emissions accounted for the largest share at 50%.

With a relatively large amount of Scope 3 emissions as indicated above, AIS has pledged to reduce Scope 3 emissions continually in cooperation with stakeholders across the business value chain. Examples include the following:

### Business Partner Engagement

AIS gives importance to raising awareness and educating its suppliers on climate change. As part of its efforts, the Company has engaged with its significant suppliers on issues related to managing and achieving the climate change targets. Discussions covered a range of topics, including the urgency and current impacts of the changing weather patterns, methodologies for collecting and calculating GHG emissions in compliance with international standards, programs dedicated to GHG emission reduction as well as AIS's short- and long-term targets for mitigating the impacts of GHG emissions. In 2024, AIS engaged with 16 significant suppliers, accounting for 64% of the total procurement expenditures.



## Customer Engagement

AIS has introduced the Full-E program via myAIS app to facilitate digital transactions, allowing customers to conveniently manage multiple services by themselves such as checking balances, paying bills online, managing packages, and receiving e-bills or e-receipts without having to travel to a service center or AIS Shop.

In 2024, AIS continued its in-depth study of consumer behavior and developed myAIS app to improve usability, deliver a smarter user experience, and better address users' application needs. The Company was committed to enhancing system efficiency and adding new digital services to facilitate diverse digital transactions. Key improvements included reassigning shortcuts to match the frequently asked questions (FAQs), providing user summary cards on the main page, and issuing important transactions like balance due and due date. These enhancements resulted in a 5.7% increase in the number of transactions carried out via myAIS app from the previous year including a total of 289 million transactions for e-Bill and e-Receipt services. This shift contributed to a reduction in GHG emissions by 20,143 tCO<sub>2</sub>e from reduced paper use and transportation.

Transactions on myAIS	Unit	2023	2024
Number of transaction via myAIS	Million transactions	111	117

## Low-Carbon Products and Services Development

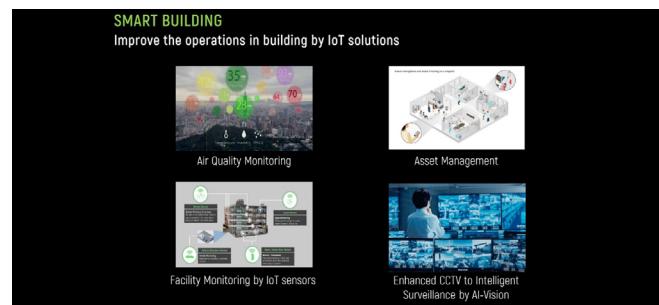
AIS strives to develop intelligent solution services, enabling enterprise clients to address the needs in a new work pattern and support work system management which helps enhance energy efficiency and reduce GHG emissions. The digital solution services are categorized into 2 groups as follows:

- **Cloud, Data Center & Mobility**
  1. **Cloud Service:** Providing comprehensive and flexible cloud management solutions, encompassing application development, data protection, data backup, and expert consultation and system support. For example, AIS Cloud X can replace the establishment of a data center which requires a lot of equipment and devices.
  2. **Data Center:** The data center offers space rental services for the installation of computing and network equipment. AIS has designed and developed the building's facility systems to maximize operation efficiency such as the energy-saving cooling system and the air-conditioning system to maintain stable room temperature. The quality of the facility's services is assured by ISO 14001 certification.
  3. **Hybrid Workplace Solutions:** These solutions include online conferencing system, online contact center system, and online business management tools encompassing the 4G, 5G and fiber networks. By reducing travel time and enhancing resource efficiency, these solutions contribute to lowering GHG emissions associated with employee commuting.
- **5G & IOT Solutions for improving and transforming a business into a data-driven business model that enhances work efficiency**
  1. **Smart Manufacturing integrates 5G, IoT, data analytics, and AI** to enhance production efficiency and energy management in the factory via AIS 5G Manufacturing Platform that works with the 5G intelligent network. The platform allows entrepreneurs to access and analyze information and precisely streamline the processes. It is also connected to AIS Paragon Platform.





2. **Smart Property & Building** utilizes IoT devices to monitor energy usage and operating of various devices in residential buildings and factories such as electrical systems and devices, parking systems, and security systems to eliminate unnecessary energy use. The data will be analyzed to provide a database for use in forecasting usage behavior and plan for reducing energy consumption efficiently.



3. **Smart Transportation & Logistics** leverages an intelligent digital platform integrated with IoT devices and AI to optimize vehicle and transportation management efficiently. The platform consolidates data from various connected devices, processes it, and recommends optimal routing for each vehicle, reducing unnecessary fuel consumption and resource use. This enables customers to lower operational costs while simultaneously minimizing greenhouse gas emissions.



## Climate-related Disclosures in Accordance with International Standards

AIS has adopted Taskforce on Climate-related Financial Disclosures (TCFD), enabling the Company to assess the risks and opportunities arising from climate change comprehensively in the perspectives of physical risks associated with natural disasters and transition risks stemming from changes in policies, technologies, and consumer behaviors among others.

In addition, the Company has adopted a scenario analysis to assess the financial impacts under the following scenarios: 1) in the case of limiting global warming to below 2 degrees Celsius, 2) in the case of global warming reaching 2.5-3 degrees Celsius, and 3) in the extreme case of global warming exceeding 4 degrees Celsius. This scenario analysis allows the Company to foresee financial impact that may arise under different scenarios and adjust its business strategies and risk management to be more flexible in response to the situation.

For further details about the TCFD Report, please follow the link.



TCFD Report



## Performance Table

Topic	Unit	2021	2022	2023	2024*
<b>GHG Emission<sup>1</sup></b>					
Total GHG emissions [Scope 1 and 2]	tCO <sub>2</sub> e	645,321	675,497	704,264	798,881
Direct GHG emissions [Scope 1] <sup>2</sup>	tCO <sub>2</sub> e	8,931	7,411	9,351	30,349
Indirect GHG emissions [Scope 2] <sup>3</sup>	tCO <sub>2</sub> e	636,390	668,086	694,913	768,532
Indirect GHG emissions [Scope 3] <sup>4</sup>	tCO <sub>2</sub> e	132,614 <sup>5</sup>	456,538 <sup>6</sup>	414,205 <sup>6</sup>	729,107 <sup>4</sup>
GHG Intensity <sup>7</sup>	tCO <sub>2</sub> e per Terabyte	0.037	0.032	0.026	0.018
<b>Energy</b>					
Total Energy Consumption	MWh	1,318,495	1,394,989	1,456,351	1,694,283
	Terajoule	4,747	5,022	5,243	6,099
Total non-renewable energy consumption	MWh	1,302,213	1,370,796	1,423,592	1,642,366
	Terajoule	4,688	4,935	5,125	5,913
Direct energy consumption: Fuel and other <sup>2</sup>	MWh	29,178	34,356	33,488	104,994
	Terajoule	105	124	121	378
Indirect energy consumption: Electricity <sup>3</sup>	MWh	1,273,035	1,336,440	1,390,104	1,537,372
	Terajoule	4,583	4,811	5,004	5,535
Energy from renewable sources <sup>8</sup>	MWh	16,282	24,193	32,759	51,917
	Terajoule	59	87	118	187
Percentage of total energy consumption from renewable sources	% Total Energy Consumption	1.23	1.73	2.25	3.06
Power Usage Effectiveness (PUE) at Data Centers <sup>9</sup>	Unit	1.51	1.505	1.502	1.58**
Energy consumption in data centers	MWh	77,261	83,851	89,629	117,214
Percentage of energy from renewable sources used in data centers	% total electricity consumption in data centers	1.57	1.74	1.69	1.30
Energy cost	Million baht	5,138	5,798	6,877	7,628



Topic	Unit	2021	2022	2023	2024*
<b>Total Water Use</b>					
Water Withdrawal	Cubic Meters	179,306	198,751	199,734	283,156
Municipal Water <sup>10</sup>	Cubic Meters	175,958	194,762	194,870	275,926
Water Stress Area	Cubic Meters	-	-	-	-
Ground Water <sup>11</sup>	Cubic Meters	3,348	3,989	4,864	7,230
Water Stress Area	Cubic Meters	3,348	3,989	4,864	7,230
<b>Water Discharge</b>	Cubic Meters	-	101,322	68,871	114,064
<b>Total Water Consumption</b>	Cubic Meters	-	97,429	130,863	169,092

**Remark** \* All the performance information in 2024 was inclusive of the performance information of Triple T Broadband Public Company Limited (TTBBL).

\*\* The increase in PUE is attributed to the expanded data collection scope, which now encompasses all data centers currently operated by the company and its subsidiaries.

Details of note 1-11 are on page [103](#)



## Waste Management

Reducing and recycling waste from operations and promoting proper e-waste disposal among Thai people



### Targets

Maintain zero e-waste to landfill



2024

Maintain Zero Disposal e-waste  
through landfilling

### Key Highlight in 2024

Topic	Unit	2022	2023	2024	Target
Disposal of e-waste through landfilling	Ton	0	0	0	0

- Achieved zero e-waste to landfill by managing business-generated e-waste** and implementing end-to-end monitoring from operations to disposal. All electronic waste was fully recycled with no residuals.
- Expanded the Thais Say No to E-waste project to 235 organizations**, establishing 2,700 drop-off locations nationwide. Collected and responsibly disposed of 171,811 e-waste items with zero landfill impact.
- Collaborated with PTTGC for a second year** to install drop-off points for plastic and e-waste, supporting the GC YOUTURN project in recycling and promoting a circular economy. Under the Green University initiative, this year's campaign engaged youth and university students, collecting over 1,058,634 waste items.
- Awarded WSIS Prize 2024: Action Lines C7 E-Environment** at the World Summit on The Information Society (WSIS) for using blockchain technology to manage e-waste via AIS E-Waste+ application.



## Opportunities, Challenges, and Impacts

The amount of e-waste continues to grow every year in response to the increasing use of electronic devices prompted by rapidly changing digital technology. According to The Global E-Waste Monitor (GEM) 2024 by the United Nations, global e-waste is projected to reach 82 million tons by 2030. However, e-waste management and recycling efforts fail to keep up as evidenced by the statistics in 2022 showing that only 22.3% of e-waste was properly collected and recycled. This could be attributed to consumers being unaware of the environmental impacts of hazardous substances and heavy metals leaking into the ecosystem, limited public awareness and accessibility to recycling systems, and the high cost associated with recovering precious metals from waste electronic materials with complex composition and structure. These barriers have contributed to significant quantities of e-waste remaining improperly disposed of or unrecycled.

### Impacts on Business Operations

Rising global awareness of e-waste hazards, reflected at the domestic level, has led the government to propose the first draft of the Waste Electrical and Electronic Equipment Act to enhance waste management efficiency. This development, combined with growing environmental consciousness, may affect AIS as a digital technology and telecom service provider in the following areas: (1) Increased operating cost in compliance with new government policies and regulations on e-waste management, (2) Fines or compensation if hazardous materials from its e-waste leak, posing risks to the community and environment, (3) Additional expenses associated with more stringent monitoring of e-waste management providers to ensure proper handling and disposal.

### Business Operation Waste Impacting the Environment

AIS generates e-waste through its nationwide telecom network equipment, sale of electronic devices, and general operations. This waste includes materials that can be recovered for reuse and hazardous substances requiring specialized disposal. By properly separating valuable materials, AIS enables their recovery and recycling. Simultaneously, hazardous or residual materials are disposed of appropriately to mitigate their impact on ecosystems and public health.

### Management Approach

AIS is committed to effectively managing waste resulting from its business operations, recognizing its potential impact on society and the environment by prescribing management framework encompassing upstream to downstream operations.

- Sourcing and selecting high-quality, long-lasting equipment and products.
- Enhancing operational processes to reduce waste generation and increase recycling.
- Focusing on disposal processes that enable maximum waste separation and reuse while reducing landfill dependency.

The Company has set a target to manage e-waste properly without landfilling or Zero e-waste to landfills to drive change in the management process and define the waste management framework in four areas as follows:

### Green Procurement

AIS has established the Green Procurement policy emphasizing environmental, social, and governance (ESG) principles. The policy aims to optimize resource and energy efficiency, reduce GHG emissions, minimize waste and pollutants, eliminate hazardous substances, and promote sustainable waste management. Key initiatives include:

- Avoiding single-use disposable products and encouraging reusable or long-lasting raw materials and packaging
- Prioritizing energy-efficient products and those utilizing clean technologies or renewable energy
- Supporting products and services that conserve water and avoid releasing harmful or irritating substances

The Company is dedicated to educating the relevant departments on green procurement criteria and regulations as well as raising awareness of biodiversity protection, natural resource conservation, and deforestation prevention. AIS aims to implement this policy equitably across all departments and throughout the business value chain, establishing it as a code of conduct for all operations.



## Operations Waste Management

AIS has appointed a write-off committee responsible for the management of electronic equipment that is obsolete, damaged, or no longer usable such as network equipment, office electronics, mobile phones, etc. The committee is tasked with establishing targets and systems to minimize the environmental impact of resource utilization in AIS operations. Outdated equipment will undergo disassembly for potential reuse or refurbishment. If this is not feasible, the equipment will be directed to the recycling process to reclaim certain components for reuse. This recycling process will be carried out by authorized operators with the capability to manage electronic waste responsibly. As part of this process, the used equipment will be auctioned to operators employing an efficient and environmentally friendly recycling approach, aiming to recycle as much electronic waste as possible. The goal is to ensure "Zero e-waste to landfill".

## Office Waste Management

AIS encourages efficient waste separation within its offices to streamline recycling efforts. The company emphasizes educating staff on the importance of proper waste separation and disposal to promote environmentally conscious behavior. Additionally, AIS collaborates with business partners to manage and recycle separated waste, supporting a circular economy. This initiative also includes raising awareness among employees and the public, fostering a culture of responsible resource use.

## Promoting Proper e-waste Disposal to Customers and the Public

Through AIS HUB of E-waste, the initiative aims to establish itself as Thailand's HUB OF E-WASTE, a central hub for intelligent electronic waste management. This includes becoming a knowledge hub by aggregating solutions to e-waste challenges, a green community hub fostering environmental awareness and participation, and a hub for expanding e-waste drop-off points to over 2,700 locations nationwide.

The Company has established drop-off locations for electronic waste in four categories: 1) mobile phones and tablets, 2) computer components, 3) small electronic devices, and 4) mobile phone and tablet accessories. The goal is to collect and transport electronic waste to appropriate disposal facilities, minimizing landfill waste. The program also aims to raise awareness about the dangers of e-waste and educate the public on proper disposal method. This initiative involves collaboration with government and private sectors, educational institutions, and the media, aiming to extend the impact to a broader societal scale.

## 2024 Progress

### Operations Waste Management

AIS has defined the types of electronic waste generated from its business operations, including batteries, generators, base station equipment, cables, and others. The Company's write-off committee oversees the management of such equipment using a Life Cycle Perspective. AIS delivered e-waste into the recycling process, using the Department of Industrial Works' authorized operators with clear processes from waste transportation to final disposal.

AIS also mandated that its e-waste recycling vendors produce operational reports within 30 days, ensuring continuous monitoring of the entire e-waste management process throughout its duration. A random onsite audit was also carried out to verify compliance with the proper and environmentally-friendly processing outlined in the procurement contract.

In 2024, AIS generated a total of 203 tons of electronic waste from its operations, marking a significant reduction compared to 2023. The fluctuation in electronic waste volume each year is influenced by the type and materials of electronic equipment, as well as the disposal cycle based on its lifecycle. Notably, there was no non-recycled waste or residue from the e-waste generated from business operations.



## Office Waste Management

AIS has implemented waste segregation by clearly designating distinct containers for four types of waste: 1) general waste, 2) recyclable waste, 3) food waste, and 4) hazardous waste, facilitating the appropriate segregation and disposal of each type.

In 2024, AIS became part of an environmental network involved in a waste separation campaign led by the Department of Environment, Bangkok Metropolitan Administration. Participation in this government-supported initiative served as a positive model for waste management, emphasizing the reuse of waste for various purposes such as electricity generation and the conversion of waste into fertilizer. The campaign led to a reduction in the quantity of e-waste heading to landfills, totaling 98 tons.



Office waste segregation

AIS Contact Center Development & Training Arena in Nakhon Ratchasima has continued its project to convert food waste into organic fertilizer. The initiative can reduce around 12 tons of food waste in 2024. The waste-derived organic fertilizer is used within the building's green space and shared with employees and surrounding communities including temples, schools, and organic farming groups. This effort supports the campaign for proper waste management and the utilization of food waste. The project is aligned with green building management principles and AIS's commitment to conducting business in a sustainable manner, balancing social and environmental responsibilities.



The organic fertilizer is distributed to nearby communities.

In 2024, the total waste amounted to 1,687 tons, reflecting a decrease compared to 2023 due to a reduction in electronic waste. Of this, 88% was non-hazardous waste, comprising general waste from offices and buildings, while remaining 12% consisted of e-waste from business operations and other hazardous waste generated within the offices.



## Promoting Proper e-waste Disposal through "AIS HUB of E-Waste"

AIS continues to drive the Thais Say No to E-waste project through AIS HUB of E-Waste, strengthening its position as a central hub for intelligent electronic waste management. The initiative has expanded collaboration with public and private sector partners to drive sustainable solutions for electronic waste management and build customer trust in AIS products and services. The focus includes:

- **Raising Awareness and Understanding:** Educating the public on proper electronic waste management through recycling processes without landfill disposal (Zero E-Waste to Landfill), as well as the health and environmental impacts of e-waste.
- **Enhancing Accessibility:** Increasing the availability of e-waste drop-off points in more locations.
- **Special Marketing Campaigns:** Organizing activities to promote and encourage the correct disposal of electronic waste.

### HUB of E-Waste



**HUB of Knowledge** A knowledge center that gathers information, articles, and research on the environment and e-waste with updates from various agencies such as the Pollution Control Department, the Department of Climate Change and Environment, and Thai Greenhouse Gas Management Organization (Public Organization).

**HUB of Community** The central hub of the Green Community network is dedicated to creating environmental awareness among the community and fostering participation in e-waste management. It also serves as a platform for the exchange of ideas on addressing e-waste challenges, fostering environmental collaboration among diverse groups, including Green Phaholyothin, the Thailand Business Council for Sustainable Development (TBCSD), and the Ari Innovation District.

**HUB of Drop Points** A collaborative hub designed to expand e-waste drop-off locations to 2,700 drop points nationwide.

**HUB of Transportation** A transportation center for managing e-waste in collaboration with Thailand Post, receiving e-waste and tracking its status through blockchain technology, using the E-Waste+ application to ensure every piece of e-waste is delivered to a certified recycling facility.

**HUB of Circular** The center deals with the management and recycling of e-waste in cooperation with Waste Management Siam Co.,Ltd (WMS) with the goal of proper waste management without resorting to landfill or zero e-waste to landfill.

### A Proud Achievement from AIS E-waste+ Application

AIS won the WSIS Prize 2024: Action Lines C7 E-Environment from a cohort of over 2,000 projects at the World Summit on The Information Society (WSIS), jointly organized by International Telecommunication Union (ITU) and the United Nations. The award recognizes AIS's use of blockchain technology to enhance the e-waste management process through the AIS E-Waste+ application. This solution enables the tracking of each piece of e-waste item throughout the entire process, from collection to disposal and recycling, ensuring no waste is sent to landfills.



Outstanding performances of the Thais Say No to E-waste project in 2024 include the following:

**Expanding collaboration with public and private sector partners to strengthen its role as HUB of E-Waste**

AIS expanded its collaboration with a network of 235 public and private organizations to build on the Hub of E-waste initiative, successfully increasing the number of e-waste drop-off points to 2,700 locations nationwide, providing Thai people with convenient access to drop off their e-waste.

- **Cooperated with The Secretariat of The House of Representatives** to expand the e-waste drop-off channels at the Office of The Secretariat. Personnel of The Office and the general public were encouraged to drop off e-waste for proper recycling without landfilling through the E-Waste+ application.



- **Joined hands with PTTGC to invite younger generations to make a better world by participating in the "Dispose, Turn, and Make a World to Remember Upvel 2" activity under the Green University project.** The initiative successfully collected over 1 million pieces of waste plastic and e-waste. Having continued for two consecutive years, the activity aims to engage university students and younger generations in helping to solve environmental issues and understand the proper management of waste plastic and e-waste. This year's event saw the participation of students from 42 universities with over 1,058,634 pieces of waste collected including waste plastic via GC YouTURN project and e-waste via AIS E-Waste+. These efforts resulted in a reduction of GHG emissions by 23.18 tCO2e, equivalent to planting 2,462 trees. The initiative to engage new generations also extended to the **"Dispose, Return Stylishly in the Green U Style" photo contest** and the **"Green Creator: Dispose, Return, Make Earth Remember" short video clip contest**, with a total of 79 video entries.





- **Collaborated with Phaya Thai District Office** prepared 25,000 seedlings for transplanting and invited 46 partner organizations to trade in 1 piece of e-waste for 1 seedling. This initiative, under the "Dropping Off E-waste is Equivalent to Creating More Green Spaces" activity, aimed to increase green spaces in Bangkok.



- **Expanded collaboration with Thailand Post**, where Thailand Post established the Green Hub, and partner organizations involved in waste management collected and directed e-waste to the proper management process. To this end, Thailand Post provided 2 channels for collecting and/or transporting e-waste:
  - At every Thailand Post branch office nationwide
  - Handing it over to the postal delivery officers



Moreover, AIS and Thailand Post jointly launched the "Aunjai Goes Nationwide: E-Waste Hunt" campaign on International E-waste Day, which falls on 14 October each year. A total of 235 partner organizations across Thailand were encouraged to collect e-waste from their households at drop it off at AIS or 2,700 drop-off points nationwide to help mitigate e-waste issues. These efforts demonstrated AIS' commitment to e-waste management, leading to its membership in the Waste Electrical and Electronic Equipment (WEEE) Forum this year.



Aunjai Goes Nationwide: E-Waste Hunt



### Aunjai Goes Nationwide: E-Waste Hunt

- Cooperated with Praram 9 Hospital to promote a green hospital initiative and campaign for environmental contribution. As part of these efforts, hospital staff, workers, and visitors were encouraged to drop off their e-waste at the designated drop-off point for proper recycling.



Disseminating knowledge about e-waste hazards and proper e-waste disposal (zero landfill) through a wide variety of campaigns to raise Thai people's awareness about environmental issues caused by e-waste.

- Launched the "E-Waste : A Hidden Danger Close to You" campaign on World Environment Day, observed on June 5 each year, to raise awareness about e-waste through cooperation with other media to disseminate knowledge to the public and encourage people to dispose of e-waste properly.



### E-Waste : A Hidden Danger Close to You



- Joined hands with the Department of Climate Change and Environment and Thansettakij newspaper to create contents about e-waste to communicate and raise public environmental awareness with the focus on easily accessible media on the TikTok platform.



- Collaborated with mass media on various events to design activities dedicated to stimulating and creating awareness about proper e-waste disposal, focusing on encouraging participants to join and bring their e-waste for disposal. Notable events included Feed Y Award 2024, the Academic Report Association event, The Secret Sauce Summit 2024, and Ejan booth at the Loy Krathong Festival at Wat Arun.





**Promoting special marketing activities in support of the Thais Say No to E-waste** project through AIS' marketing initiatives and co-campaigns with business partners to raise awareness and encourage people to participate and adopt the habit of properly disposing of e-waste.

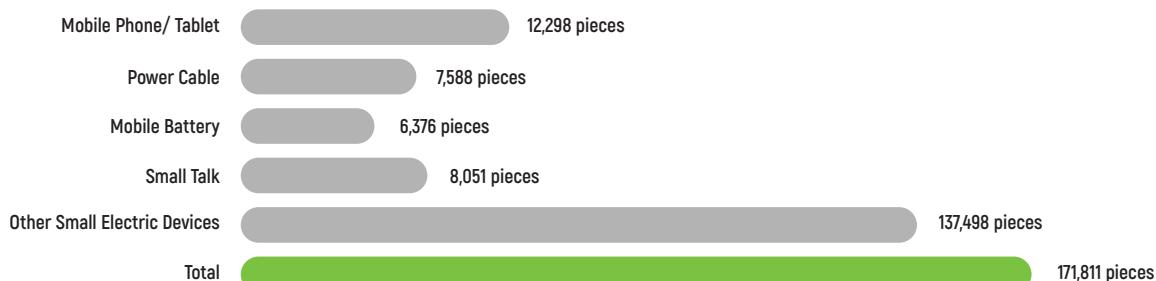
- **Invited eco-conscious consumers to dispose of e-waste and earn double privileges** under the "Dispose of E-Waste, Earn AIS Points" campaign. An additional 622 drop-off points were established nationwide at participating AIS Shops, including AIS Telewiz, AIS Buddy Exclusive, and Serenade Club via the E-Waste+ application. The special privileges for 2024 were as follows:
  - Privilege 1: Earn up to 10 AIS points per e-waste item (limit of 1 number/50 AIS points/month) which can be redeemed for discounts on phone packages, internet packages, new cell phones, food and beverages from shops nationwide, and other exclusive privileges.
  - Privilege 2: Earn a chance to win exciting prizes through the AIS Points Luck Draw program in which disposal of 1 e-waste item grants an entry for a chance to win a prize.



- Partnered with Lazada to launch the "Dispose get Code" campaign, encouraging people to properly dispose of e-waste and receive a discount on the Lazada e-commerce platform. The campaign demonstrated the determination of both companies to increase customer awareness about e-waste issues and encourage the public to bring their e-waste to AIS for proper disposal.



### Operating Result from AIS HUB of E-Waste Project



**Remarks:** Data collection period was between January 1 – December 31, 2024.



## Performance Table

Subjects	Unit	2021	2022	2023	2024
<b>Total Waste generated</b>	Tons	183	1,277	2,927	1,687
Total waste diverted from disposal	Tons	147	1,094	2,570	1,134
Total waste directed to disposal	Tons	36	183	357	553
<b>Break down by waste type and disposal method (Totally offsite)</b>					
<b>1. Non-Hazardous Waste<sup>12</sup></b>	Tons	66	217	1,594	1,484
<b>1.1 Waste diverted from disposal</b>					
Preparation for reuse	Tons	0	0	873	388
Recycling	Tons	28	13	302	466
Other recovery operations (organic fertilizer)	Tons	2	25	62	77
<b>1.2 Waste directed to disposal</b>					
Incineration (with energy recovery)	Tons	0	0	6	0
Incineration (without energy recovery)	Tons	1	5	6	20
Landfilling	Tons	35	116	335	533
Other disposal operations	Tons	0	58	0	0
<b>2. Hazardous Waste<sup>13</sup></b>	Tons	117	1,060	1,333	203
<b>2.1 Waste diverted from disposal</b>					
Preparation for reuse	Tons	0	68	0	0
Recycling	Tons	117	988	1,333	203
<b>2.2 Waste directed to disposal</b>					
Incineration (with energy recovery)	Tons	0	4	0	0
Landfilling	Tons	0	0	0	0
Other disposal operations	Tons	0.002	0	0	0
Non-recyclable or Residue	% of Total Hazardous Waste	0.002	0.0003	0	0

**Remarks:** Details of note 12-13 are on page [104](#)



## Remarks

### Environmental Data

The environmental aspect information in this report covers activities considered by AIS and its subsidiaries may have significant impacts on the environment. The environmental aspect information comes from different sources, e.g., recording gauges, accounting evidence, operating processes, and data evaluation on a scientific basis, and external data throughout our business value chain, with reporting scope of environmental data as follows:

#### Greenhouse Gas Emission

This report is covered GHG emissions in scope 1, scope 2, and scope 3 [\(see page 90\)](#).

1. GHG data collection and consolidation are prepared by the operational control approach. The GHG accounting is calculated by the reference method of the Thailand Greenhouse Gas Management Organization [TGO] version AR5, it is in accordance with the Fifth Assessment Report: AR5 of the International Panel on Climate Change [IPCC].
2. The sources of direct GHG emissions [Scope 1] come from the burning of fuels, vehicles, power generators, coolant leakage, and carbon dioxide-type fire extinguishers. For the direct energy consumption from the burning of fuels, it is calculated by the reference method of the Department of Alternative Energy Development and Efficiency [DEDE].
3. The source of indirect GHG emissions [Scope 2] comes from electricity used in the business, of which a significant proportion is from the network operations. The data is reported in term of megawatt hours, referred to the Metropolitan and Provincial Electricity Authorities. In addition, in 2021, the Global Warming Potential [GWP] factors used in the calculations were updated. The reference was changed from the Thailand Grid Mix Electricity LCI 2009 database to the Thai National LCI Database, TIISMTEC-NSTDA, AR5 [with TGO electricity 2016–2018].
4. The source of indirect GHG emissions [Scope 3] comes from other indirect greenhouse gas emissions that are beyond our control. In 2024, the Company reported Scope 3 emissions across 11 categories: purchased goods and services, capital goods, fuel- and energy-related activities not included in Scope 1 or 2, upstream transportation and distribution, waste generated in operations, business travel, employee commuting, upstream leased assets, use of sold products, end-of-life treatment of sold products, and downstream leased assets. These reported emissions have been independently verified by a third-party auditor, ensuring accuracy and reflecting the expanded reporting scope for more comprehensive coverage.
5. In 2021, it was the first assessment of GHG emissions [Scope 3] and comprised three categories: capital goods, employee commuting, and the use of sold products.
6. From 2022 to 2023, GHG emissions [Scope 3] comprised four categories: purchased goods and services, capital goods, employee commuting, and the use of sold products.
7. GHG Intensity is the ratio of GHG emissions per data traffic generated during the reported year. The indicator is widely used in the telecommunication industry to gauge the efficiency of the emission by stating how much GHG is emitted for use of data traffic. In 2024, the unit was changed from tCO<sub>2</sub>e per terabit to tCO<sub>2</sub>e per terabyte, along with the data traffic scope was expanded to cover both mobile and fixed broadband businesses. Previous reported numbers have been adjusted accordingly to ensure consistency with these changes.

#### Energy

Total energy consumption consists of non-renewable energy and renewable energy [\(see page 90\)](#).

8. Renewable energy comes from solar panels installed at base stations nationwide and data centers. Energy from solar rooftops is taken from electric meters while energy from base stations is calculated from the solar capacity of each site, which is derived from factors such as the average solar radiation energy (based on topography and regional weather condition), produced solar energy from the solar panel, the days of activated solar panels.
9. Power Usage Effectiveness [PUE] is an indicator to measure the efficiency of energy consumption in data centers. PUE is defined as the total energy used in a data center divided by the usage of the IT equipment load in a particular data center.



## Water Use

Total water use consists of municipal water and ground water as well as considers the impact on water scarcity sources (see page 91).

10. Third-party water refers to Municipal Water - tap water supplied by Water Authorities, both metropolitan and provincial. The total quantity of municipal water usage comes from the billings from both authorities. Our consumption is not from a scarce water source and it is only freshwater.
11. Groundwater is utilized at one data center, three switching centers, and six office buildings in the upcountry. However, the Company's groundwater usage remains within the permitted volume authorized by the relevant government water management authorities. The volume of groundwater is measured and recorded in the system on a monthly basis. It is located in a scarce water source as referenced from <https://www.wri.org/aqueduct>, and it is only freshwater

## Waste management

Waste includes both non-hazardous and hazardous waste generated from office facilities and operational activities (see page 102).

12. Non-hazardous waste refers to office waste or municipal waste that is not listed in the latest announcements by the Pollution Control Department (PCD) and the Department of Industrial Works (DIW). Typically, they are general office waste, organic waste, and recyclable waste. The calculation method involves weighing the amount of office waste collected from office buildings, which is then managed by municipal agencies through landfill, composting, or incineration. The average amount of waste generated per employee is calculated and multiplied by the total number of employees at the end of the year to determine the total weight of non-hazardous waste. Recyclable waste undergoes a similar process where weight sampling is conducted to determine the average waste per employee. This data is used to calculate the total weight of recyclable waste, which is subsequently sent to recycling processes.
13. The definition of hazardous waste is aligned with the international standards and the state's definition (Pollution Control Department, Department of Industrial Works, and other relevant regulations). Within the telecommunications industry, the majority of hazardous waste is E-Waste, including network equipment, batteries, and cellular phones. The total amount of E-Waste is collected and recorded their weight. All generated hazardous waste is disposed of by authorized contractors.



## About This Report

### Objectives

AIS has published the Sustainability Report since 2012 to present information about its sustainability policy, strategies, and performance covering material topics pertinent to the long-term business operation and growth from the economic, social, and environmental dimensions.

The sustainability performance disclosed in this report is under the responsibility of AIS, which the executives deem relevant and of value to stakeholders.

### Scope and Boundary

- The report boundary covers the operations of AIS and its 24 subsidiaries. The Information presented is for the period from 1 January 2024 to 31 December 2024.
- The report is prepared in accordance with the GRI Standards 2021 (Global Reporting Initiative) as well as other international standards such as the Sustainability Accounting Standards Board (SASB) Telecommunication Services Standard and Task Force on Climate-related Financial Disclosures (TCFD).

### Data Assurance

- Numerical data related to economic operations applies the same data as published in the annual financial statements for 2024, which is audited by an independent external auditor.
- Data regarding environmental performance and employee training is audited and verified according to the GRI Standard 2021 by an independent assurer SGS (Thailand) Limited. (Further details are on pages 113-114)

### Process for Defining Report Quality

Business Sustainability Unit under the Investor Relations & Compliance Department has the responsibility to ensure the quality of this report in accordance with the standard and also presents this report to the Sustainable Development Committee.

- **Accuracy:** Information presented in this report is applied the accuracy principle such as the evidence, data measurement, calculations and assumptions, etc.
- **Balance:** AIS is committed to presenting balanced information so that readers can accurately assess the company's sustainability operations.
- **Clarity** Information is presented in a clear and accessible manner.
- **Comparability:** Information from prior operation is presented to display changes and development in the company. It allows assessment of progress on impacts over the time and against the targets.
- **Completeness:** Information presented in this report is provided sufficient information to assess the positive and negative impacts.
- **Sustainability context:** Information presented in this report has described the impact of the holistic context of sustainable development.
- **Timeliness:** This report is compiled annually so stakeholders may evaluate the sustainability of AIS operations in a predictable timeframe.
- **Verifiability:** Information presented in this report is verified and assured by a third-party assurer so that readers are confident that all information is accurate, transparent, and verifiable.

### Inquiry Channel

**Advanced Info Service Plc.**

414, AIS Tower 1 Fl. 22, Paholyothin Rd. Samsen Nai, Phayathai District, Bangkok 10400

**Tel.:** (66) 2029 5117

**Email:** AISSustainability@ais.co.th

**Website:** <http://www.ais.co.th>



## GRI Content Index

Advanced Info Service Public Company Limited has reported in accordance with the GRI Standards for the period from 1 January 2024 to 31 December 2024.

GRI Standard	Disclosure	Page number [s] and/or URL[s]	Omissions/ Remark
<b>General Disclosures</b>			
2-1 Organizational details		AIS SR 2024, page 7-8, 105	
2-2 Entities included in the organization's sustainability reporting		AIS Annual Report 2024, page 37-44	
2-3 Reporting period, frequency and contact point		AIS SR 2024, page 105 [About this report]	
2-4 Restatements of information		AIS SR 2024, page 113-114	The boundary covered the operation of AIS and 24 subsidiaries in all dimensions.
2-5 External assurance		AIS SR 2024, page 113-114	
2-6 Activities, value chain and other business relationships		<ul style="list-style-type: none"> <li>- AIS SR 2024, page 7-8 [Business overview]</li> <li>- AIS Annual Report 2024, page 27, 68</li> </ul>	
2-7 Employees		<ul style="list-style-type: none"> <li>- AIS SR 2024, page 58</li> </ul>	
2-8 Workers who are not employees		<ul style="list-style-type: none"> <li>- AIS SR 2024, page 58</li> </ul>	
2-9 Governance structure and composition		<ul style="list-style-type: none"> <li>- AIS SR 2024, page 9 [Sustainable Development Structure]</li> <li>- AIS Annual Report 2024, page 153-170</li> </ul>	
2-10 Nomination and selection of the highest governance body		<ul style="list-style-type: none"> <li>- AIS Annual Report 2024, page 154, 158-162</li> <li>- More information refer to Board composition from this link, <a href="https://investor.ais.co.th/directors.html">https://investor.ais.co.th/directors.html</a></li> </ul>	
2-11 Chair of the highest governance body			
2-12 Role of the highest governance body in overseeing the management of impacts		<ul style="list-style-type: none"> <li>- AIS SR 2024, 4-5, 9</li> <li>- AIS Annual Report 2024, page 9, 161-162, 165</li> <li>- More information refer to Human Rights policy <a href="https://sustainability.ais.co.th/storage/respect-to-human-rights/human-rights-policy-en.pdf">https://sustainability.ais.co.th/storage/respect-to-human-rights/human-rights-policy-en.pdf</a></li> </ul>	
2-13 Delegation of responsibility for managing impacts		<ul style="list-style-type: none"> <li>- AIS SR 2024, Page 9</li> <li>- AIS Annual Report 2024, page 201</li> </ul>	
2-14 Role of the highest governance body in sustainability reporting		<ul style="list-style-type: none"> <li>- AIS SR 2024, Page 9</li> <li>- AIS Annual Report 2024, page 165, 201</li> </ul>	
2-15 Conflicts of interest		<ul style="list-style-type: none"> <li>- AIS Annual Report 2024, page 143, 166, 190</li> </ul>	
2-16 Communication of critical concerns		<ul style="list-style-type: none"> <li>- AIS Annual Report 2024, page 190-196</li> </ul>	
2-17 Collective knowledge of the highest governance body		<ul style="list-style-type: none"> <li>- AIS Annual Report 2024, page 137</li> </ul>	



GRI Standard	Disclosure	Page number (s) and/or URL (s)	Omissions/ Remark
2-18 Evaluation of the performance of the highest governance body		AIS Annual Report 2024, page 183-189	
2-19 Remuneration policies		AIS Annual Report 2024, page 174, 185-186	
2-20 Process to determine remuneration		AIS Annual Report 2024, page 174, 185-189	
2-21 Annual total compensation ratio	-		Confidentiality constraints
2-22 Statement on sustainable development strategy		AIS SR 2024, Page 4-5	
2-23 Policy commitments		<ul style="list-style-type: none"><li><a href="https://investor.ais.co.th/governance_policy.html">https://investor.ais.co.th/governance_policy.html</a></li><li><a href="https://sustainabilityais.co.th/storage/respect-to-human-rights/human-rights-policy-en.pdf">https://sustainabilityais.co.th/storage/respect-to-human-rights/human-rights-policy-en.pdf</a></li></ul>	
GRI 2: General Disclosures 2021		AIS SR 2024, Page 9	
2-24 Embedding policy commitments		AIS Annual Report 2024, page 83-84, 190-196	
2-25 Processes to remediate negative impacts		AIS Annual Report 2024, page 144	
2-26 Mechanisms for seeking advice and raising concerns		AIS Annual Report 2024, page 121-131	
2-27 Compliance with laws and regulations		<ul style="list-style-type: none"><li>AIS SR 2024, Page 6</li><li>More information refer to Public policy participation from this link, <a href="https://investor.ais.co.th/public_policy_participation.html">https://investor.ais.co.th/public_policy_participation.html</a></li></ul>	
2-28 Membership associations		AIS SR 2024, Page 14-19	
2-29 Approach to stakeholder engagement		Refer to HR Performance Table from this link, <a href="https://sustainabilityais.co.th/storage/sustainability_priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf">https://sustainabilityais.co.th/storage/sustainability_priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf</a>	
2-30 Collective bargaining agreements			
Materials Topics			
GRI 3: Material Topics 2021	3-1 Process to determine material topics 3-2 List of material topics	AIS SR 2024, Page 10-13 AIS SR 2024, Page 11-13	
Drive Digital Economy			
Digital Products and Services			
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 24	
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed 201-2 Financial implications and other risks and opportunities due to climate change	AIS SR 2024, Page 30 <a href="https://sustainabilityais.co.th/storage/sustainability_priorities/emissions/ais-tcfd-2024.pdf">https://sustainabilityais.co.th/storage/sustainability_priorities/emissions/ais-tcfd-2024.pdf</a>	
Cybersecurity & customer privacy protection			
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 32-39	
GRI 418: Customer Privacy	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	AIS SR 2024, Page 43	



GRI Standard	Disclosure	Page number (s) and/or URL (s)	Omissions/ Remark
<b>Human resource management</b>			
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 45-49	Refer to HR Performance Table from this link, <a href="https://sustainabilityais.co.th/storage/sustainability-priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf">https://sustainabilityais.co.th/storage/sustainability-priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf</a>
	401-1 New employee hires and employee turnover		
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees		
	401-3 Parental leave		
GRI 401: Employment 2016	402-1 Minimum notice periods regarding operational changes	AIS SR 2024, Page 56, 47-48	Refer to AIS Occupational Health and Safety report from this link, <a href="https://sustainabilityais.co.th/storage/sustainability-priorities/work-safety/sd-2024/20250519-ons-commitment-and-programs-en.pdf">https://sustainabilityais.co.th/storage/sustainability-priorities/work-safety/sd-2024/20250519-ons-commitment-and-programs-en.pdf</a>
GRI 402: Labor/Management Relations 2016	403-1 Occupational health and safety management system		
	403-2 Hazard identification, risk assessment, and incident investigation		
	403-3 Occupational health services		
	403-4 Worker participation, consultation, and communication on occupational health and safety		
	403-5 Worker training on occupational health and safety		
	403-6 Promotion of worker health		
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships		
GRI 403: Occupational Health and Safety 2018	403-8 Workers covered by an occupational health and safety management system		



GRI Standard	Disclosure	Page number (s) and/or URL (s)	Omissions/ Remark
GRI 403: Occupational Health and Safety 2018	403-9 Work-related injuries 403-10 Work-related ill health	Refer to OHS Performance Table from this link, <a href="https://sustainabilityais.co.th/storage/sustainability-priorities/work-safety/sd-2024/20250417-ohs-performance-table-en.pdf">https://sustainabilityais.co.th/storage/sustainability-priorities/work-safety/sd-2024/20250417-ohs-performance-table-en.pdf</a>	
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee 404-2 Programs for upgrading employee skills and transition assistance programs 404-3 Percentage of employees receiving regular performance and career development reviews	AIS SR 2024, Page 47-48 Refer to HR Performance Table from this link, <a href="https://sustainabilityais.co.th/storage/sustainability-priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf">https://sustainabilityais.co.th/storage/sustainability-priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf</a>	
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees 405-2 Ratio of basic salary and remuneration of women to men	Refer to HR Performance Table from this link, <a href="https://sustainabilityais.co.th/storage/sustainability-priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf">https://sustainabilityais.co.th/storage/sustainability-priorities/human-capital-development/advanc-hr-performance-table-2024-en.pdf</a>	
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken	AIS SR 2024, Page 47-49	
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	Refer to AIS Human Rights Risk Assessment report from this link, <a href="https://sustainabilityais.co.th/storage/respect-to-human-rights/20250417-advanc-sd-human-rights-risk-assessments-en.pdf">https://sustainabilityais.co.th/storage/respect-to-human-rights/20250417-advanc-sd-human-rights-risk-assessments-en.pdf</a>	
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Refer to AIS Human Rights Risk Assessment report from this link, <a href="https://sustainabilityais.co.th/storage/respect-to-human-rights/20250417-advanc-sd-human-rights-risk-assessments-en.pdf">https://sustainabilityais.co.th/storage/respect-to-human-rights/20250417-advanc-sd-human-rights-risk-assessments-en.pdf</a>	
<b>Promote Digital Inclusion</b>			
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 62	
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	- Page 61-69 - More information refer to AIS Stakeholder Engagement <a href="https://sustainabilityais.co.th/storage/sustainability-priorities/social-inclusion/ais-stakeholder-communication-engagement-01.pdf">https://sustainabilityais.co.th/storage/sustainability-priorities/social-inclusion/ais-stakeholder-communication-engagement-01.pdf</a>	



GRI Standard	Disclosure	Page number (s) and/or URL (s)	Omissions/ Remark
GRI 413: Local Communities 2016	413-2 Operations with significant actual and potential negative impacts on local communities	AIS SR 2024, Page 62	
	<b>Digital wellness</b>		
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 71	
	<b>Act on Climate</b>		
	<b>Climate actions</b>		
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 85	
GRI 302: Energy 2016	302-1 Energy consumption within the organization	AIS SR 2024, Page 90	
	302-4 Reduction of energy consumption	AIS SR 2024, Page 90	
GRI 303: Water and Effluents 2018	303-3 Water withdrawal	AIS SR 2024, Page 91	
	303-4 Water discharge	AIS SR 2024, Page 91	
	303-5 Water consumption	AIS SR 2024, Page 91	
	305-1 Direct (Scope 1) GHG emissions	AIS SR 2024, Page 90	
	305-2 Energy indirect (Scope 2) GHG emissions	AIS SR 2024, Page 90	
	305-3 Other indirect (Scope 3) GHG emissions	AIS SR 2024, Page 90	
GRI 305: Emissions 2016	305-4 GHG emissions intensity	AIS SR 2024, Page 83,90	
	305-5 Reduction of GHG emissions	AIS SR 2024, Page 83-84	
	305-6 Emissions of ozone-depleting substances (ODS)	Information refer to Climate Actions <a href="https://sustainabilityais.co.th/en/sustainability-priorities/act-on-climate/climate-actions">https://sustainabilityais.co.th/en/sustainability-priorities/act-on-climate/climate-actions</a>	
	305-7 Nitrogen oxides (NO <sub>x</sub> ), sulfur oxides (SO <sub>x</sub> ), and other significant air emissions	-	Not applicable as our key GHG emissions come from CO <sub>2</sub> , which is an indirect emissions from electricity.
	<b>Waste management</b>		
GRI 3: Material Topics 2021	3-3 Management of material topics	AIS SR 2024, Page 85-94	
	306-1 Waste generation and significant waste-related impacts	AIS SR 2024, Page 85-94	
	306-2 Management of significant waste-related impacts	AIS SR 2024, Page 85-94	
GRI 306: Waste 2020	306-3 Waste generated	AIS SR 2024, Page 102	
	306-4 Waste diverted from disposal	AIS SR 2024, Page 102	
	306-5 Waste directed to disposal	AIS SR 2024, Page 102	

Remark: For further details, please refer to AIS Annual Report 2024

## Sustainability Accounting Standard Board (SASB) Index

The tables below outline how our existing disclosures align with the recommended metrics under the SASB Telecommunications Services standard.

Sustainability Disclosure Topics & Accounting Metrics			
Topic	SASB Code	Activity metric	Unit of measure
Environmental Footprint of Operations	TC-TL-130a.1	(1) Total energy consumed (2) Percentage grid Electricity (3) Percentage renewable	Gigajoules (GJ) Percentage [%] Percentage [%]
	TC-TL-220a.1	Description of policies and practices relating to behavioral advertising and customer privacy	n/a
	TC-TL-220a.2	Number of customers whose information is used for secondary purposes	Number
Data Privacy	TC-TL-220a.3	Total amount of monetary losses as a result of legal proceedings associated with customer privacy	Thai Baht
	TC-TL-220a.4	(1) Number of law enforcement requests for customer information (2) Number of customers whose information was requested	Number Number
Data Security	TC-TL-230a.1	(3) Percentage resulting in disclosure (1) number of data breaches (2) percentage that are personal data breaches (3) number of customers affected	Percentage [%] Number Percentage [%] Person

Activity metrics			
Topic	SASB Code	Activity metric	Unit of measure
TC-TL-000.A		Number of wireless subscribers	Number
TC-TL-000.B		Number of wireline subscribers	N/A
TC-TL-000.C		Number of broadband subscribers	Number
TC-TL-000.D		Network traffic	Petabytes

Topic	SASB Code	Activity metric	Unit of measure	Reporting information	Disclosure reference
TC-TL-000.A		Number of wireless subscribers	Number	45,76 million subscribers	Annual Report 2024, page 95
TC-TL-000.B		Number of wireline subscribers	Number	N/A	
TC-TL-000.C		Number of broadband subscribers	Number	5,0 million subscribers	Annual Report 2024, page 96
TC-TL-000.D		Network traffic	Petabytes	45,555	

Sustainability Disclosure Topics & Accounting Metrics				Reporting information	Disclosure reference
Topic	Code	Accounting metric	Unit of measure		
Data Security	TC-TI-230a2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	n/a	See more detail in Cyber security Section in Data Privacy & Cyber Security	page 31-34
Product End-of-life Management	TC-TI-440a1	[1] Materials recovered through take-back program	Metric tons [t]	171,811 pieces of e-waste were collected, equivalent to approximately 20.6 tons. More detail in Promoting proper e-waste disposal section	page 101
		[2] percentage of recovered materials that were reused	Percentage [%]	0	
		[3] percentage of recovered materials that were recycled	Percentage [%]	100%	
		[4] percentage of recovered materials that were landfilled	Percentage [%]	0	
	TC-TI-520a1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	Thai Baht	None	
Competitive Behavior & Open Internet	TC-TI-520a2	Average actual sustained download speed of [1] owned and commercially-associated content [2] non-associated content	Megabit per second [Mbps]	AIIS does not have these specified metrics. We comply with regulations from the National Broadcasting and Telecommunication Commission (NBTC) related to the quality of service. We also report download speed in accordance with the reporting standard specified by the NBTC.	
		Description of risks and opportunities associated with net neutrality, paid peering, zero rating, and related practices	n/a	AIIS provides internet access services based on equal and non-discriminatory treatment and comply with related regulations on customers' rights.	
	TC-TI-520a3	[1] system average interruption frequency as the average number of disruptions per customer [2] customer average interruption duration as the average number of hours per customer	Interruptions per customer per year Minutes	0.07 72	page 43
Managing Systemic Risks from Technology Disruptions	TC-TI-550a1	Discussion of systems to provide unimpeded service during service interruptions	n/a	Refer to the discussion on Risk 7 from Major Network Failure or Interruption to Important Systems in 2.2 Risk factors section, Annual Report 2024	page 43
	TC-TI-550a2			Annual Report 2024, page 60-61	

Remark: For further details, please refer to AIIS Annual Report 2024



## Assurance Statement



# ASSURANCE STATEMENT

## SGS (THAILAND) LIMITED'S REPORT ON SUSTAINABILITY ACTIVITIES IN THE ADVANCED INFO SERVICE PUBLIC COMPANY LIMITED'S CORPORATE SUSTAINABILITY REPORT FOR 2024

### NATURE OF THE ASSURANCE/VERIFICATION

SGS (Thailand) Limited (hereinafter referred to as SGS) was commissioned by Advance Info Service Public Company Limited (hereinafter referred to as AIS) to conduct an independent assurance of the Corporate Sustainability Report year 2024. The scope of the assurance, based on the SGS Sustainability Report Assurance methodology, included the sampled text, and data in accompanying tables, contained in the report presented. SGS reserves the right to update the assurance statement from time to time depending on the level of report content discrepancy of the published version from the agreed standards requirements.

### INTENDED USERS OF THIS ASSURANCE STATEMENT

This Assurance Statement is provided with the intention of informing all AIS's Stakeholders.

### RESPONSIBILITIES

The information in the AIS's Sustainability Report 2024 and its presentation are the responsibility of the directors or governing body (as applicable) and the management of AIS. SGS has not been involved in the preparation of any of the material included in the Report.

Our responsibility is to express an opinion on the text, data, graphs and statements within the scope of verification with the intention to inform all AIS's stakeholders.

### ASSURANCE STANDARDS, TYPE AND LEVEL OF ASSURANCE

The SGS ESG & Sustainability Report Assurance protocols used to conduct assurance are based upon internationally recognised assurance guidance and standards including the principles of reporting process contained within the Global Reporting Initiative Sustainability Reporting Standards (GRI Standards) GRI 1: Foundation 2021 for report quality, GRI 2: General Disclosure 2021 for organisation's reporting practices and other organizational detail, GRI 3: Material Topics 2021 for organisation's process of determining material topics, its list of material topics and how to manage each topic, and the assurance of this report has been conducted according to the following Assurance Standards: Limited levels of assurance contained within the ISAE3000.

### SCOPE OF ASSURANCE AND REPORTING CRITERIA

The scope of the assurance included evaluation of quality, accuracy and reliability of specified performance information as detailed below and evaluation of adherence to the following reporting criteria:

- GRI (In Accordance with)

### SPECIFIED PERFORMANCE INFORMATION AND DISCLOSURES INCLUDED IN SCOPE

- Evaluation of content veracity of scrutiny for AIS and scrutiny for subsidiaries, and applicable aspect boundaries outside of the organization covered by this report.
- Evaluation of the report against the requirements of Global Reporting Initiative Sustainability Reporting Standards claimed in the GRI content index as material and evaluating that accuracy and reliability of data and information for only the selected datasets listed below:
  - GRI 302 - Energy 2016 (302-1 Energy consumption within organization)
  - GRI 303 - Water 2018 (303-3 Water withdrawal, 303-4 Water discharge and 303-5 Water Consumption)
  - GRI 305 - Emissions 2016 (305-1 Direct (Scope 1) GHG emissions, 305-2 Energy indirect (Scope 2) GHG emissions and 305-3 Other indirect (Scope 3) GHG emissions)



- GRI 306 - Waste 2020 (306-3 Waste generated, 306-4 Waste diverted from disposal and 306-5 Waste directed to disposal)
- GRI 404 – Training and Education 2016 (404-1 Average hours of training per year per employee)

#### **ASSURANCE METHODOLOGY**

The assurance comprised a combination of pre-assurance research, interviews with relevant employees, superintendents, environmental team, procurement team, accounting team, human resources team and sustainability committee members and senior management; documentation and record review and validation with external bodies and/or stakeholders where relevant.

The procedures performed in a limited assurance engagement vary in nature and timing from, and are less in extent than for, a reasonable assurance engagement. Consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.

#### **LIMITATIONS AND MITIGATION**

Financial data drawn directly from independently audited financial accounts has not been checked back to source as part of this assurance process. Note here any other specific limitations for the assurance engagement and actions taken to mitigate those limitations

#### **STATEMENT OF INDEPENDENCE AND COMPETENCE**

The SGS Group of companies is the world leader in inspection, testing and verification, operating in more than 140 countries and providing services including management systems and service certification; quality, environmental, social and ethical auditing and training; environmental, social and sustainability report assurance. SGS affirm our independence from AIS, being free from bias and conflicts of interest with the organisation, its subsidiaries and stakeholders.

The assurance team was assembled based on their knowledge, experience and qualifications for this assignment, and comprised auditors and sustainability professionals specializing in the Environmental, Social and Governance (ESG), environmental, safety, energy, supply chain and carbon fields

#### **ASSURANCE/VERIFICATION OPINION**

On the basis of the methodology described and the verification work performed, we are satisfied that the disclosure with inclusivity, materiality, responsiveness, and impact information in the scope of assurance is reliable, has been fairly stated and been prepared, in all material respects, in accordance with the reporting criteria.

We believe that the organisation has chosen an appropriate level of assurance for this stage in their reporting.

#### **GLOBAL REPORTING INITIATIVE REPORTING STANDARDS CONCLUSIONS AND RECOMMENDATIONS**

The report, AIS's Corporate Sustainability Report of 2024, is reporting with reference to the GRI Universal Standards 2021 and complies with the requirements set out in section 3 of GRI 1 Foundation 2021. The significant impacts were assessed and disclosed with reference to the guidance defined in GRI 3: Material Topic 2021 and the relevant Topic Standard related to Material Topic have been disclosed. The report has properly disclosed information related to AIS's contributions to sustainability development.

**Signed:**

**For and on behalf of SGS (Thailand) Limited**

**Montree Tangtermsirikul**

**General Manager**

**238 TRR Tower, 19<sup>th</sup>-21<sup>st</sup> Floor, Naradhiwas Rajanagarindra Road,  
Chong Nonsi, Yannawa, Bangkok 10120, Thailand**

**14 February 2025**

**WWW.SGS.COM**



**Advanced Info Service Public Company Limited**

414 AIS Tower 1, Phaholyothin Road, Samsen Nai, Phayathai, Bangkok 10400

Tel: +662 029 5000

[www.ais.co.th](http://www.ais.co.th)