



3. Sustainable Development

3.1 Policy and goals of sustainable management

Sustainability Policy

Sustainability Policy : Yes

AIS has a sustainable business philosophy and policy that encompasses governance, economy, society, and environment, in alignment with the company's vision: "To lead a sustainable Thai digital society through ecosystems and partnerships." The company has therefore set a business sustainable direction to "Thrive in a greener and inclusive digital world." This is achieved through collaboration with key business and government partners across various dimensions, guided by three strategic pillars: "Drive Digital Economy", "Promote Digital Inclusion" and "Act on Climate". The focus is placed on material topics related to both opportunities and risks, taking into account the long-term financial impacts. These encompass seven key areas: Digital Products and Services, Cyber Security and Customer Privacy Protection, Human Resource Management, Social Inclusion, Digital Wellness, Climate Actions, and Waste Management.

Reference link for sustainability policy : <https://sustainability.ais.co.th/en/home>

Sustainability management goals

Does the company set sustainability management goals : Yes

AIS has set sustainability goals encompassing seven material topics under three strategic areas as follows:

Drive Digital Economy

- **Digital Products and Services:** 7% of revenue generated from new digital products and services that enable the digital economy by 2027.
- **Cyber Security 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: 90% of AIS employees are equipped with new digital skills and literacy by 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.

United Nations SDGs that align with the organization's sustainability management goals	:	Goal 1 No Poverty, Goal 3 Good Health and Well-being, Goal 4 Quality Education, Goal 5 Gender Equality, Goal 7 Affordable and Clean Energy, Goal 8 Decent Work and Economic Growth, Goal 9 Industry, Innovation and Infrastructure, Goal 10 Reduce Inequalities, Goal 11 Sustainable Cities and Communities, Goal 12 Responsible Consumption and Production, Goal 13 Climate Action, Goal 15 Life on Land, Goal 16 Peace, Justice and Strong Institutions, Goal 17 Partnerships for the Goals
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Review of policy and/or goals of sustainable management over the past year

Has the company reviewed the policy and/or goals of sustainable management over the past year : Yes

Has the company changed and developed the policy and/or goals of sustainable management over the past year : Yes

AIS regularly reviews its sustainability management policies and goals to align with significant changes in factors such as business growth, sustainability trends, and relevant laws and standards. For 2024, the company has updated its sustainable business goals following the acquisition of TTBBB at the end of 2023. Key areas where goals have been revised include:(1) Digital Products and Services, (2) Cyber Security and Customer Privacy Protection, (3) Climate Actions, and (4) Waste Management.



3.2 Management of impacts on stakeholders in the business value chain

3.2.1 Business value chain

AIS is committed to working and sustaining long-term relationships with its business partners across the value chain, emphasizing sustainability and the creation of value through its products and services that meet the expectations of all stakeholders. The company actively adopts procurement policies and strategies with the dual focus of preserving competitiveness and upholding operational standards in collaboration with business partners. Additionally, there is a commitment to prioritize economic, environmental, social, and governance considerations. These comprehensive policies guide all operations at AIS, encompassing engagements with both new and existing business partners, forming the fundamental principles for the subsequent code of ethics.

- **Fair Procurement** emphasizes ethical business practices, transparency, auditing, anti-corruption measures, and strict adherence to legal and regulatory requirements. It also emphasizes social responsibility, fair labor practices, human rights, and the cultivation of sustainable partnerships.
- **Green Procurement** focuses on having environmental requirements embedded into selection criteria for all product and service categories. This aims to establish mechanisms for reducing resource consumption, minimizing waste and pollution, decreasing and eliminating the use of hazardous chemicals, decreasing greenhouse gas emissions, as well as ensuring the protection and conservation of forests and biodiversity.
- **Distribution Channel Quality Control Standards** Evaluation of the quality of distribution channels is undertaken with different standards applied in accordance to the capability of main partner channels to control the quality and service standard of each channel. Evaluation includes:
 - Declare the ethical principles in business dealings with all business partners.
 - Establish criteria for the selection of key distributors, ensuring their capability to adapt to market conditions and competition.
 - Establish guidelines for the operations of distributors and dealers to uphold quality and service standards in alignment with AIS's image.
 - Conduct workshops on customer service quality management for all distributors.
 - Establish benchmarks for assessing both sales and service quality.
 - Evaluate supply chain risks and ensure the implementation of a comprehensive risk management process.
 - Conduct on-site inspections of critical partners or those presenting social, environmental, and governance risks significant to AIS operations.
 - Conduct customer satisfaction survey regarding services provided through distribution channels.
 - Have an independent auditor conduct an audit of the distribution channels.

Business value chain diagram





3.2.2 Analysis of stakeholders in the business value chain

Details of stakeholder analysis in the business value chain

Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
Internal stakeholders			
• Employees	<ul style="list-style-type: none">• Job security and career advancement opportunities for every employee.• Appropriate benefits and remunerations.• Digital knowledge and skill development.• Equitable treatment.• Fair performance evaluations.• Effective communication and strong interpersonal relationships among employees within the organization.	<ul style="list-style-type: none">• Follow the guidelines on recruitment of a new generation of quality employees and retain the existing personnel to grow together with the Company.• 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.• Provide a diverse range of benefits and amenities for employees.• Establish fair performance evaluation criteria and offer compensation that aligns with market and industry standards.• Organize team meals to foster stronger relationships and enhance teamwork among employees.• Conduct focus group meetings within the department to brainstorm and develop initiatives aimed at addressing employee concerns and desired changes.• Provide complaint channels for employees to report frauds or wrongdoings e.g. hotline, email, letter.• Establish a communication channel to executives in the Human Resources division (Email: Help me: help@ais.co.th).	<ul style="list-style-type: none">• Others<ul style="list-style-type: none">• Communication via email and the Company's online system / Direct communication between employees, supervisors and the Human Resources Department / Direct communication from the Management to employees via Town Hall / Conduct employee engagement survey through questionnaires.



Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
External stakeholders			
• Community • Society	<ul style="list-style-type: none">• Quality telecommunications services and service channels with extensive coverage in the community.• Advanced technology that improve the quality of life for the community.• No health risks from electromagnetic waves emitted from the cell towers.• Receiving support or assistance for the community in times of disasters or emergencies.	<ul style="list-style-type: none">• 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.• 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.• 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.• Provide assistance to the community in times of natural disasters e.g. floods, the cold.• Organize community engagement activities during special occasions, such as cultural and religious events, by providing mobile base station vehicles to ensure reliable network coverage.• Open up educational opportunities by providing scholarships to young people in need.	<ul style="list-style-type: none">• Others• Community complaint center via Call Center 0-2029-5555 (Mon-Fri 08:30 – 17:30) / Gather feedback and concerns through land lords or community leaders.



Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
• Customers	<ul style="list-style-type: none">• Convenience in mobile communication and seamless, uninterrupted use of fixed internet services.• Accessible, fast, and diverse channels for expert assistance, tailored to the lifestyle of each user group.• Confidence in using the network, with available support and preventive measures to protect users from fraud.	<ul style="list-style-type: none">• 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.• Provide a variety of contact channels available 24/7, including self-service options with ease of access.• 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.	<ul style="list-style-type: none">• Others<ul style="list-style-type: none">• AIS Call Center and AI Voice Bot services, available for customers 24/7 / Complaint Center 08-0000-9263 (Mon-Fri 08:30 – 17:30) / Conduct regular satisfaction and feedback surveys provided by external experts.



Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
<ul style="list-style-type: none">• Dealers• Franchisee	<ul style="list-style-type: none">• Growing alongside AIS in expanding services to a broad array of customers.• Expecting AIS' fair business dealings with all partners.	<ul style="list-style-type: none">• 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.• 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.• 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.• 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.• 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.• Set standards in working together effectively together with appropriate and fair compensation structure.• Develop platforms to allow the business partners to connect and work with AIS efficiently.	<ul style="list-style-type: none">• Others• Survey of business partners' satisfaction / Employee representatives in contact with business partners / Applications and websites for distribution channels / Annual meeting with business partners / Interview.



Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
• Government agencies and Regulators	<ul style="list-style-type: none">Conduct business in accordance with the principles of good governance and applicable legal requirements.Ensure fair, transparent, and equitable competition.Handle complaints appropriately and fairlySupport government efforts to drive national policies and goals, such as addressing climate change.	<ul style="list-style-type: none">Comply with all laws, regulations, and business-related requirements.Conduct business responsibly and fairly towards all stakeholders.Promote free and fair competition in the marketplace.Seek collaboration with various organizations to support sustainable business practices.Disclose information transparently and reliably.	<ul style="list-style-type: none">Others<ul style="list-style-type: none">Meetings to discuss policies and regulatory guidelines / Joint meetings with regulatory authorities / Organizing collaborative activities on appropriate occasions.
• Investors or investment institutions • Analysts • Shareholders	<ul style="list-style-type: none">Sustainable business growth.Continuing payment of compensation.Good corporate governance, and transparent, reliable business operations.Equitable access to information.	<ul style="list-style-type: none">Maintain growth in mobile and home internet businesses while expanding into digital products and services.Operate with good governance, focusing on sustainable profitability and prudent financial management.Maintain leadership in the mobile Set a policy to pay dividends at 70% and to be paid twice a year.Achieve the level of “Excellence” in Corporate Governance Report by Thai Institute of Directors Association.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.	<ul style="list-style-type: none">Others<ul style="list-style-type: none">Shareholders' meeting / 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 / Investor relations website, email: investor@ais.co.th, LINE@ and call.



Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
<ul style="list-style-type: none">• Others• Enterprise clients	<ul style="list-style-type: none">• 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• A variety of services that address customers' demand and the New Normal along with enhancing business performance amid the changing business context.• Enhanced service convenience via Enterprise Digital eService: service invoice, eReceipt, online payment, and appointment AIS as a withholding tax agent.• Protection of personal data privacy strictly in line with the standards.	<ul style="list-style-type: none">• Continuously developing high-quality networks and digital systems with 24-hour quality monitoring and regular performance evaluation processes.• 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.• 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.• Introduce Cyber Security Operation Center (CSOC) that provides 24x7 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).	<ul style="list-style-type: none">• Others• Providing guidance and usage information through services / Receiving complaints and suggestions through the AIS Business website / Evaluating customer satisfaction / Conducting customer satisfaction and feedback surveys through external experts.



3.3 Management of environmental sustainability

3.3.1 Environmental policy and guidelines

Environmental policy and guidelines

Environmental policy and guidelines : Yes

Environmental guidelines : Electricity Management, Fuel Management, Renewable/Clean Energy Management, Water Management, Waste Management, Biodiversity Management, Greenhouse Gas and Climate Change Management, Air Quality Management, Noise Pollution Management

AIS Group is committed to minimizing negative impacts from its business operations throughout its value chain. The Company has established an environmental policy to set targets and objectives to reduce environmental impacts across various dimensions within our operation and the value chain. This policy outlines key practices as follows:

- To respond to climate change and make our network and operations resilient to the transitional risks from climate change through multiple initiatives e.g., reducing greenhouse gas emissions, increasing renewable energy usage, and enhancing energy efficiency.
- To reduce water footprint and enhance water consumption effectively in our operations.
- To promote the circular economy and properly manage waste generated from our activities as well as avoid the use of hazardous substances.
- To protect, maintain, or conserve biodiversity and forest ecosystems.
- To comprehensively improve the environmental performance in business operations, products, and services, including optimizing fuel usage, managing air quality, and ensuring effective control on noise pollution through regular monitoring, supervision, and measuring performance.

Reference link for environmental policy and guidelines : <https://sustainability.ais.co.th/storage/sustainability-priorities/emissions/ais-environmental-policy-en.pdf>

Page number of the reference link : All pages

Review of environmental policies, guidelines, and/or goals over the past year

Review of environmental policies, guidelines, and/or goals : No

over the past year

- No change -

3.3.2 Environmental operating results

Information on energy management

Energy management plan

The company's energy management plan : Yes

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.

Reference link for company's energy management plan : <https://sustainability.ais.co.th/storage/sustainability-report/2024/20250127-advanc-srd-2024-en.pdf>

Page number of the reference link : 85-86



Setting goals for managing electricity and/or oil and fuel

Does the company set goals for electricity and/or fuel : No
management

Performance and outcomes of energy management

Performance and outcomes of energy management : Yes

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 tCO2 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 tCO2 e.

Alternative Energy Use

AIS continues to increase the use of clean energy. In 2024, the Company's implemented several initiatives such as 1) installation of solar panels at 4,560 base stations and facilities 2) upgrading the solar panels at 62 locations with 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 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 tCO2 e per year.

Energy management: Fuel consumption

	2022	2023	2024
Jet fuel (Litres)	0.00	0.00	0.00
Diesel (Litres)	2,385,728.00	2,366,998.00	9,643,131.00
Gasoline (Litres)	1,168,800.00	1,091,225.00	850,567.00
Fuel oil (Litres)	0.00	0.00	0.00
Crude oil (Barrels)	0.00	0.00	0.00
Natural gas (Standard cubic feet)	0.00	0.00	0.00
LPG (Kilograms)	0.00	0.00	0.00
Steam (Metric tonnes)	0.00	0.00	0.00
Coal (Metric tonnes)	0.00	0.00	0.00

Energy management: Electricity consumption

	2022	2023	2024
Total electricity consumption within the organization (Kilowatt-Hours)	1,360,633,000.00	1,422,863,000.00	1,589,289,164.00
Electricity purchased for consumption from non-renewable energy sources (Kilowatt-Hours)	1,336,440,000.00	1,390,104,000.00	1,537,371,998.00
Electricity purchased or generated for consumption from renewable energy sources (Kilowatt-Hours)	24,193,000.00	32,759,000.00	51,917,166.00



Information on water management

Water management plan

The Company's water management plan : Yes

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. 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

Reference link for company's water management plan : <https://sustainability.ais.co.th/storage/sustainability-report/2024/20250127-advanc-srd-2024-en.pdf>

Page number of the reference link : 87

Setting goals for water management

Does the company set goals for water management : No

Performance and outcomes of water management

Performance and outcomes of water management : No

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.

Water management: Water withdrawal by source

	2022	2023	2024
Total water withdrawal (Cubic meters)	198,751.00	199,734.00	283,156.00
Water withdrawal by third-party water (cubic meters)	194,762.00	194,870.00	275,926.00
Water withdrawal by surface water (cubic meters)	0.00	0.00	0.00
Water withdrawal by groundwater (cubic meters)	3,989.00	4,864.00	7,230.00
Water withdrawal by seawater (cubic meters)	0.00	0.00	0.00
Water withdrawal by produced water (cubic meters)	0.00	0.00	0.00

Water management: Water discharge by destinations

	2022	2023	2024
Percentage of treated wastewater (%)	100.00	100.00	100.00
Total wastewater discharge (cubic meters)	101,322.00	68,871.00	114,064.00
Wastewater discharged to third-party water (cubic meters)	0.00	0.00	0.00
Wastewater discharged to surface water (cubic meters)	101,322.00	68,871.00	114,064.00



	2022	2023	2024
Wastewater discharged to groundwater (cubic meters)	0.00	0.00	0.00
Wastewater discharged to seawater (cubic meters)	0.00	0.00	0.00

Water management: Water consumption

	2022	2023	2024
Total water consumption (Cubic meters)	97,429.00	130,863.00	169,092.00

Information on waste management

Waste management plan

The company's waste management plan : Yes

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.

Reference link for company's waste management plan : <https://sustainability.ais.co.th/storage/sustainability-report/2024/20250127-advanc-srd-2024-en.pdf>

Page number of the reference link : 93-94

Setting goals for waste management

The target is to maintain zero e-waste to landfill.

Does the company set goals for waste management : Yes

Details of setting goals for waste management

Target(s)	Base year(s)	Target year(s)	Waste management methods
Reduction of waste generation Waste type: Hazardous waste	-	2024 : Reduced by 203,255.00 Kilograms in comparison to the base year	• Recycle

Performance and outcomes of waste management

Performance and outcomes of waste management : Yes

Performance and Outcomes of AIS's Waste Management in 2024

- 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.

Diagram of Performance and outcomes of waste management



HUB of E-Waste



Waste management: Waste Generation

	2022	2023	2024
Total waste generated (Kilograms)	1,276,682.00	2,927,421.00	1,687,127.00
Total non-hazardous waste (kilograms)	216,673.00	1,594,601.00	1,483,872.00



	2022	2023	2024
Non-hazardous waste - Landfilling (Kilograms)	115,638.00	334,951.00	532,336.00
Non-hazardous waste - Incineration with energy recovery (Kilograms)	0.00	6,470.00	0.00
Non-hazardous waste - Incineration without energy recovery (Kilograms)	5,012.00	16,075.00	20,387.00
Non-hazardous waste – Others (kilograms) ⁽¹⁾	96,023.00	1,237,105.00	931,149.00
Total hazardous waste (kilograms)	1,060,009.00	1,332,820.00	203,255.00
Hazardous waste - Incineration with energy recovery (Kilograms)	4,096.00	N/A	N/A
Hazardous waste – Others (kilograms) ⁽²⁾	1,055,913.00	1,332,820.00	203,255.00

Remark : ⁽¹⁾In 2024

- Preparation for reuse: 387,753 kilograms
- Recycling: 466,018 kilograms
- Other recovery operations (organic fertilizer): 77,378 kilograms

⁽²⁾Recycling

Waste management: Waste reuse and recycling

	2022	2023	2024
Total reused/recycled waste (Kilograms)	N/A	N/A	1,057,026.00
Reused/Recycled non-hazardous waste (Kilograms)	N/A	N/A	853,771.00
Reused non-hazardous waste (Kilograms)	N/A	N/A	387,753.00
Recycled non-hazardous waste (Kilograms)	N/A	N/A	466,018.00
Reused/Recycled hazardous waste (Kilograms)	N/A	N/A	203,255.00
Recycled hazardous waste (Kilograms)	N/A	N/A	203,255.00

Information on greenhouse gas management

Greenhouse gas management plan

The company's greenhouse gas management plan : Yes

Following the acquisition of TTTBB in late 2023, AIS has renewed its greenhouse gas emissions reduction target. The Company aims to 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. 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 constantly continue to monitor developments in green electricity procurement domestically.

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.



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

Reference link for company's greenhouse gas management : <https://sustainability.ais.co.th/storage/sustainability-report/2024/20250127-advanc-srd-2024-en.pdf>
Page number of the reference link : 83-91

Compliance with principles and standards for greenhouse gas or climate change management

Principles and standards for greenhouse gas or climate change management : Thailand Greenhouse Gas Management Organization (TGO), The Greenhouse Gas Protocol, IPCC Guidelines for National Greenhouse Gas Inventories, ISO 14064 - Greenhouse gases

Setting greenhouse gas emission goals

Does the company set greenhouse gas management goals : Yes
Company's existing targets : Setting other greenhouse gas reduction targets

Setting other greenhouse gas reduction targets

The Company aims to 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.

Details of setting other greenhouse gas reduction targets

Greenhouse gas emission scope	Base year(s)	Short-term target year	Long-term target year
Scope 1-2	2024 : Greenhouse gas emissions 798,881.00 tCO ₂ e	2030 : Reduced by 25% in comparison to the base year	-

Performance and outcomes of greenhouse gas management

Performance and outcomes of greenhouse gas management : Yes

The majority of AIS's greenhouse gas emissions result from energy consumption required for delivering telecommunications and internet services, accounting for over 90% of total Scope 1 and Scope 2 emissions. As such, the Company places significant emphasis on energy management within its operations.

In 2024, AIS implements two initiatives related to promoting energy efficiency i.e., 1) Adopted AI in processing and analyzing network utilization to manage signal and energy use according to customers' usage. The efforts resulted in reducing 31,936 MWh/Year in electricity use and 15,965 tCO₂ e in greenhouse gas emissions. 2) 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 tCO₂ e.

Additionally, AIS continues to increase the use of clean energy. In 2024, the Company's implemented several initiatives such as 1) installation of solar panels at 4,560 base stations and facilities 2) upgrading the solar panels at 62 locations with 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 tCO₂ e per year.



Greenhouse gas management : Corporate greenhouse gas emission

	2022	2023	2024
Total greenhouse gas emissions (Metric tonnes of carbon dioxide equivalent)	1,132,035.00	1,118,469.00	1,527,988.00
Total greenhouse gas emissions - Scope 1 (Metric tonnes of carbon dioxide equivalent)	7,411.00	9,351.00	30,349.00
Total greenhouse gas emissions - Scope 2 (Metric tonnes of carbon dioxide equivalent)	668,086.00	694,913.00	768,532.00
Total greenhouse gas emissions - Scope 3 (Metric tonnes of carbon dioxide equivalent) ⁽³⁾	456,538.00	414,205.00	729,107.00

Remark : ⁽³⁾In 2024, the company reported Scope 3 greenhouse gas (GHG) emissions across 11 out of the 15 categories, covering more than 67% of the total Scope 3 emissions.

Greenhouse gas management: Verification of the company's greenhouse gas emissions over the past year

Verification of the company's greenhouse gas emissions : Yes

List of greenhouse gas verifier entity : Other : SGS (Thailand) Limited

Information on other environmental management

Plans, performance, and outcomes related to other environmental management

AIS recognizes the importance of conserving and protecting biodiversity and the ecological system. The Company 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.

Additionally, 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 on an annual basis to ensure that all the operations are in line with international standards.

Information on incidents related to legal violations or negative environmental impacts

Number of cases and incidents of legal violations or negative environmental impacts

	2022	2023	2024
Number of cases or incidents of legal violations or negative environmental impact (cases)	0	0	0



3.4 Social sustainability management

3.4.1 Social policy and guidelines

Social and human rights policy and guidelines : Yes

Social and human rights guidelines : Employee rights, Migrant/foreign labor, Child labor, Consumer/customer rights, Community and environmental rights, Safety and occupational health at work, Non-discrimination, Supplier rights, Others : Data privacy rights

The Human Rights Policy of AIS and its subsidiaries (The Company) outlines key practices and specifies that

- The Company realizes and respects the human rights of Employees and all other stakeholders (e.g., suppliers, contractors, business partners, joint ventures, customers, communities) relating to their business operation both insightful and perceptual aspects on race, color, religion, sex, nationality, age, disability or any other similar issue with fair treatment and shall integrate the human rights best practices into every part of their business value chain.
- The Company shall comply with the effective domestic and overseas laws relating to human rights where its agents, other intermediaries associated with or acting on behalf of the Company including all parties relating to the Company's business throughout the entire business value chain (e.g., suppliers, contractors, business partners, joint ventures) operate their business.
- The Company adopts the zero-tolerance policy towards human rights abuse, especially those relating to forced laboring, illegal immigrant employment, child laboring, human trafficking, unequal remuneration, discrimination and breach of data privacy.
- The Company shall treat the Employees in accordance with the human rights standard and free from violence, sexual harassment, physical or mental threat or verbal outrage and shall maintain high standard of safety and good working environment.

Reference link for social and human rights policy and guidelines : <https://sustainability.ais.co.th/storage/respect-to-human-rights/human-rights-policy-en.pdf>

Compliance with human rights principles and standards

Human rights management principles and standards : Thai Labour Standard: Corporate Social Responsibility of Thai Businesses (TLS 8001-2010) by the Ministry of Labour, The UN Guiding Principles on Business and Human Rights, The OECD Guidelines for Multinational Enterprises, ILO Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy, Others : The United Nations Universal Declaration of Human Rights (UNDHR) / The International Labor Organization (ILO) - Declaration on Fundamental Principles and Rights at Work) / Personal Data Protection Act B.E. 2562

Review of social and human rights policies, guidelines, and/or goals over the past year

Review of social and human rights policies, guidelines, and/or goals over the past year : No

Human Rights Due Diligence : HRDD

Does the company have an HRDD process : Yes

AIS has implemented a human rights management process, which includes the following measures:

- Define human rights policy and establish the Human Rights Committee to oversee implementation across the organization.
- Conducting Human Rights Due Diligence (HRDD).
- Compliance with pertinent laws and establishing processes to promote human rights.
- Providing channels for suggestions and complaints concerning human rights for every group of employees and stakeholders.
- Set plans to remedy human rights issues and stipulate measures of compensation for damage and follow up.



AIS's human rights due diligence process is divided into six steps as follows:

- 1) **Define scopes of human rights due diligence process:** The scope covers AIS's business operations throughout its entire value chain, including Mobile Communication Service, High-Speed Internet service, Enterprise Business Service, and Digital Service.
- 2) **Identify human rights issues associated with value chain:** Human rights issues relevant to AIS's business activities throughout its value chain are identified, considering key stakeholders such as employees, contractors, business partners, customers, communities, and vulnerable groups. Eight key issues have been outlined: Working Condition, Health and Safety, Discrimination included Equal Remuneration, Forced /Illegal Migrant Labor/Child Labor/Human Trafficking, Right to Collective Bargaining and Freedom of Association, Data Security and Privacy, Standard of Living, and Product and Service Safety.
- 3) **Human rights risk assessment:** AIS uses a risk matrix to evaluate the likelihood and severity of risks and impacts related to identified human rights issues. Priority is given to high-risk areas. AIS conducts risk assessments every three years or more frequently in cases of significant changes in business activities or legal requirements.
- 4) **Mitigation measures:** For high-risk or salient human rights issues, AIS determines risk mitigation measures to prevent, reduce, and manage potential human rights risks and impacts. Regular monitoring ensures that these measures are appropriately implemented throughout the AIS value chain.
- 5) **Tracking and communication:** AIS regularly monitors and communicates the results of its human rights initiatives to ensure all significant issues are effectively managed. Complaint mechanisms are made available via various channels (e.g., telephone, email to the Board of Directors, executives, or HR) while maintaining confidentiality to protect whistleblowers.
- 6) **Remediation actions:** In the event of human rights violations, AIS responds appropriately to address the issues through key steps, including investigation, compensation, remediation, and preventive measures to avoid recurrence.

Reference link for the information and an HRDD process : <https://sustainability.ais.co.th/storage/respect-to-human-rights/human-rights-risk-assessments-en.pdf>

3.4.2 Social operating results

Information on employees and labor

Employees and labor management plan

The company's employee and labor management plan : Yes

Employee and labor management plan implemented by the Company in the past year : Fair employee compensation, Employee training and development, Promoting employee relations and participation, Migrant/foreign labor, Child labor, Safety and occupational health at work

Fair Compensation for Employees

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.



Employee Training and Development

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.

Promotion of Employee Relations and Engagement

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.

1. Support for the Family Unit
2. Childcare Support
3. Supporting and Development Quality of Employees with Disabilities
4. Comprehensive Retirement Support
5. Promoting Employees' Physical and Mental Health and Well-being

Migrant/Foreign Workers and Child Labor

AIS complies with all effective domestic and overseas laws relating to human rights, encompassing agents, business intermediaries, and all parties involved in the business value chain, such as suppliers, contractors, business partners, and joint ventures. The Company adopts a zero-tolerance policy towards human rights abuse, particularly concerning forced labor, illegal immigrant employment, child labor, human trafficking, unequal remuneration, discrimination, and breaches of data privacy.

Occupational Health and Safety

AIS has established an occupational health, safety, and workplace environment (OHS) policy, aligning with the compliance of occupational safety and health laws, to manage and ensure 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 risk management and supervising safety and workplace environmental operations. The Safety, Occupational Health, and Workplace Environment Committee, supported by regional safety professionals, has been established to help drive the policy and requirements on safety and workplace environment, report on operating results, and provide 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.

Reference link for employee and labor management plan : <https://sustainability.ais.co.th/storage/sustainability-report/2024/20250127-advanc-srd-2024-en.pdf>

Page number of the reference link : 44-57

Setting employee and labor management goals

Does the company set employee and labor management goals : Yes



Details of setting goals for employee and labor management

Target(s)	Indicator(s)	Base year(s)	Target year(s)
• Employee training and development	The Number of Employees Trained in Digital Technology Skills	2022: -	2025: More than 90% of AIS employees will receive training in digital technology skills by the year 2025

Performance and outcomes for employee and labor management

Performance and outcomes for employee and labor management : Yes

Employee Training and Development

- Digital Talent Program: Comprising three key initiatives—The Vanguard, The Masters, and The Bloom—this program aims to enhance the competencies of personnel in the digital era, with a total of 377 participants.
- Digital Readiness Assessment and Development: AIS Academy conducted training and assessments on digital knowledge for employees via the LearnDi platform. The curriculum covers topics such as AI, Cloud, Data, Microsoft 365, Design Thinking, and Python Programming, along with gamified activities to collect tokens redeemable for rewards, encouraging skill development. In 2024, 1,206 employees participated, with over 83% meeting the passing criteria.
- Growth Mindset: This initiative promotes a workplace culture in which individuals have the courage to think, take action, and rise again after setbacks, viewing failures as opportunities for growth and learning. Employees are invited to share their stories of failure as part of the program to develop communication skills and leadership in driving change. Now in its third cohort, the program has engaged over 460 participants, inspiring a total of 8,100 employees to foster positive mindsets within the organization.
- AIS INNOJUMP: Focused on developing innovation skills, this program includes activities and courses such as "Unlocking Your Creativity," a hands-on workshop aimed at enhancing problem-solving, collaboration, and ideation skills. It also features the AIS INNOJUMP Competition, a contest for process innovation ideas, encouraging employees to propose creative solutions.

Promoting Employee Engagement and Relationships

- Support for the Family Unit: The company supports family well-being through various benefits, such as financial assistance for employees getting married, maternity leave of up to 98 days with an additional 10 paid personal leave days for female employees, paternity leave for male employees, and an extra 10 days of paid family-care leave beyond legal requirements. Employees are also entitled to annual leave based on tenure, with full pay. Additionally, the company provides financial aid for employees, parents, or spouses affected by natural disasters to ensure long-term family stability.
- Childcare Support: The company supports employees with children by providing nursing rooms with facilities, offering 1,209 scholarships for employees' children, and creating learning spaces such as libraries and co-working areas.
- Empowering Employees with Disabilities: The company has established call centers in Bangkok and provincial areas, implementing the "Work Wizard" project that uses assistive technologies like text-to-speech software for visually impaired employees. Training is offered via LearnDi, and facilities such as elevators, accessible restrooms, and ramps are provided.
- Comprehensive Retirement Support: The company ensures smooth retirement transitions by awarding commemorative gold coins, providing provident fund contributions, organizing financial planning seminars, and extending home internet and mobile packages for retirees for at least 12 months to support quality of life during the transitional period.
- Promoting Employees' Physical and Mental Health and Well-being: The company offers medical and physiotherapy rooms equipped with devices such as cervical traction beds and electrical stimulators, affordable flu vaccines, and the AIS Wellness Program, focusing on preventive health through 4 aspects: physical, nutrition, mental, and financial. Participants will receive tokens redeemable for prizes, encouraging and motivating employees to take care of their health and wellness.

Additional Relationships Activities

- 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.

**Migrant/Foreign Workers and Child Labor**

In 2024, AIS reported no cases of human rights violations or complaints, including those related to migrant workers and child labor.

Occupational Health and Safety

AIS received the 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.

Pride of Achievements

- Best Companies to Work for in Asia 2024
- HR Asia DEI Award which reflects success in establishing a comprehensive HR management policy
- 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
- "Excellence in Cross-Generational Workforce Engagement" Bronze level
- Work Venture 2024 ranked 15th 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, and Innovation Excellence Award.
- Creative Social Impact in Creativity Equality Award at Creative Excellence Awards

Employee and labor management: Employment**Hiring employees**

	2022	2023	2024
Total employees (persons)	8,948	8,335	10,747
Male employees (persons)	4,050	3,756	5,293
Female employees (persons)	4,898	4,579	5,454

Employment of workers with disabilities

	2022	2023	2024
Total employment of workers with disabilities (persons)	149	138	219
Total number of employees with disabilities (persons)	149	138	72
Total male employees with disabilities (persons)	N/A	N/A	13
Total female employees with disabilities (persons)	N/A	N/A	59
Total number of workers who are not employees with disabilities (persons)	N/A	N/A	147



Employee and labor management: Remuneration

Employee remuneration

	2022	2023	2024
Total employee remuneration (baht)	8,463,000,000.00	9,467,000,000.00	13,428,000,000.00

Employee and labor management: Employee training and development

Employee training and development

	2022	2023	2024
Average employee training hours (hours / person / year)	29.00	24.00	18.00
Training and development expenses for employees (baht)	65,090,000.00	94,830,000.00	102,890,000.00

Employee and labor management: Safety, occupational health, and environment at work

Safety, occupational health, and environment at work

	2022	2023	2024
Total number of lost time injury incidents by employees (cases)	0	0	0

Employee and labor management: Employee engagement and internal employee groups

Employee engagement

	2022	2023	2024
Total number of employee turnover leaving the company voluntarily (persons)	1,043	837	798
Total number of male employee turnover leaving the company voluntarily (persons)	N/A	N/A	366
Total number of female employee turnover leaving the company voluntarily (persons)	N/A	N/A	432
Proportion of voluntary resignations (%)	11.66	10.04	3.41
	2022	2023	2024
Evaluation result of employee engagement	No	No	Yes

Employee internal groups

Employee internal groups : Yes

Types of employee internal groups : Welfare committee



Information about customers

Customer management plan

Company's customer management plan	:	Yes
Customer management plan implemented by the company over the past year	:	Responsible production and services for customers, Communication of product and service impacts to customers/consumers, Development of customer satisfaction and customer relationship, Consumer data privacy and protection

AIS is dedicated to managing customer relationships and providing a valuable digital lifestyle experience through the following management approaches:

Responsible Production and Service Delivery

- Procurement of High-Quality Products and Network Connectivity Equipment:** AIS establishes stringent procurement criteria for products and network connectivity equipment, including SIM cards, CPE, routers, and AIS Playbox, ensuring their quality and safety. All product types and models undergo rigorous technical testing to confirm compliance with safety and quality standards before being approved for procurement and distribution to AIS customers.
- Quality Control of Telecom Network:** AIS implements quality control measures for its telecom network, including an early warning system to detect network quality changes. If any variation is identified, immediate inspection, improvement, or corrective action is taken to prevent service disruption. Additionally, AIS benchmarks its network quality against international standards e.g., International Telecommunication Union (ITU), customer feedback from satisfaction surveys, industry best practices, and relevant statistical data to continuously enhance network performance.
- Accurate and Transparent Service Charges and Billing:** AIS adheres to regulatory compliance and fraud prevention principles in its service charge and billing processes. The billing system consists of: 1) Collection and verification of usage data through network systems, 2) Accurate calculation of service charges based on selected packages, including postpaid, prepaid, discounts, and promotions, 3) Clear billing statements with detailed charge breakdowns and due dates, communicated through appropriate channels, 4) Multiple payment options, including online transactions, retail outlets, authorized agents, and automatic deductions, 5) Verification of payment accuracy against invoices, 6) Complaint handling and dispute resolution regarding billing issues, ensuring prompt corrections for erroneous charges.
- Transparent Communication of Products and Services:** AIS upholds ethical business practices by ensuring transparency and accuracy in product and service communications, including package details and benefits. Information is conveyed in an accessible and multilingual format to reach diverse customer groups. All product and service information is reviewed and verified by relevant internal units such as Customer Experience Management and the Legal Department, as well as regulatory bodies. Additionally, sales personnel receive comprehensive training on new product and service offerings to provide clear, complete, and truthful information, enabling customers to make informed decisions. Official company channels also serve as verified sources of product and service information.
- Customer Support through Diverse, Convenient, and Efficient Channels:** AIS provides multiple customer communication channels, including the AIS Call Center, AI Voice Bot services available 24/7, and a dedicated complaint hotline, ensuring efficient and convenient customer support.

Customer Personal Data Protection

AIS has established a comprehensive Personal Data Protection Policy and Privacy Notice, ensuring compliance across all internal departments and external partners involved in data-related operations. The data management framework includes:

- Data Governance:** Implementation of diverse security tools and techniques to protect data during storage, collection, usage, disclosure, and destruction, in compliance with legal requirements and customer consent.
- Awareness and Training:** Employee and partner education on data confidentiality, data protection tools, and classification of sensitive information.
- Risk Assessment and Monitoring:** Conducting Personal Data Protection Impact Assessments (DPIAs) based on international standards and regular internal audits throughout the year.
- Incident Response and Data Breach Handling:** Establishment of an Incident Center to address personal data breaches, enforce disciplinary actions against employees responsible for data leaks, and ensure compliance with legal procedures for customer data disclosure requests in accordance with NBTC regulations.

Strengthening Customer Relationships and Enhancing Satisfaction

AIS is committed to fostering strong customer relationships and enhancing satisfaction through strategic marketing initiatives, exclusive benefit programs, and the development of fast, convenient service channels. Further details can be found in Section 1.2.2.2.



Setting customer management goals

Does the company set customer management goals : Yes

Details of setting customer management goals

Target(s)	Indicator(s)	Base year(s)	Target year(s)
• Development of customer satisfaction and customer relationship	Customer satisfaction	-	2024: 91%

Performance and outcomes of customer management

Performance and outcomes of customer management : Yes

Key Customer Management Performance

Responsible Production and Service Delivery

In 2024, AIS expanded its mobile network coverage to reach over 98% of the population and extended its broadband internet network to cover more than 20 million households across all 77 provinces. The company has effectively managed its digital network quality, achieving an average network interruption of 0.07 interruptions per customer per year - an improvement compared to 2023.

Customer Personal Data Protection

AIS has obtained multiple international certifications that reflect its commitment to ensuring customer data security, including:

- ISO 27701: Data Privacy Management Standard
- ISO 27001: Information Security Management System (ISMS)
- ISO 27017: Cloud Service Security Standard
- ISO 27018: Personally Identifiable Information (PII) Protection Standard
- Self-Assessment on Cloud Security Alliance, Trust, and Assurance Registry Program (CSA-STAR) covering Cloud Security
- Payment Card Industry Data Security Standard (PCI-DSS)

In 2024, there were no reported incidents of customer personal data breaches, theft, or loss.

Strengthening Customer Relationships and Enhancing Satisfaction

AIS has continuously developed the myAIS application to align with customer needs and behavior, providing a diverse range of convenient services. The application currently has over 10 million active users per month. Additionally, AIS has enhanced customer privileges through its programs AIS Privileges and AIS Points, offering exclusive benefits in collaboration with over 30,000 partner stores nationwide, including merchants participating in Krungthai Bank's Tung Ngern (PointPay) program. AIS Points Program: Over 24.7 million customers are enrolled, with more than 53 million rewards redeemed. AIS Serenade Program: Provides premium benefits in dining, shopping, entertainment, health & wellness, and travel for high-value and long-term customers. Currently, over 6 million customers participate in this program. These initiatives have contributed to AIS achieving a 93% customer satisfaction rate.

Customer management: Customer satisfaction

In 2022, customer satisfaction was at 90%.

In 2023, customer satisfaction was 93%

In 2024, customer satisfaction remained steady at 93%

Customer satisfaction

	2022	2023	2024
Evaluation results of customer satisfaction	Yes	Yes	Yes



Information on community and society

Community and social management plan

Company's community and social management plan	:	Yes
Community and social management plan implemented by the company over the past year	:	Employment and professional skill development, Education, Disadvantaged and vulnerable groups, Reducing inequality

Education, Employment, and Career Skill Development

AIS aims to leverage its capabilities in communication technology and digital systems to contribute to the development and creation of tools that enhance quality of life. The company prioritizes creating educational opportunities by promoting access to knowledge and communication technology to develop the potential and improve the quality of life of Thai people. Additionally, AIS supports career development for the general public by applying innovation and technology to foster sustainable livelihood development.

Supporting Vulnerable Groups for Equal Opportunities

AIS is committed to developing a quality telecommunications network with nationwide coverage, both in urban and remote areas. The company focuses on providing and enhancing access to digital technology for Thais while offering affordable digital technological equipment. This includes the sale of affordable smartphones compatible with both 4G and 5G, specialized products for vulnerable groups, and tailored mobile and internet packages for students, migrant workers, and other underserved.

Reference link for company's community and social management plan	:	https://sustainability.ais.co.th/storage/sustainability-report/2024/20250127-advanc-srd-2024-en.pdf
Page number of the reference link	:	61-69

Setting community and social management goals

Does the company set community and social management goals	:	Yes
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Details of setting community and social management goals

Target(s)	Indicator(s)	Base year(s)	Target year(s)
• Education • Reducing inequality	The Number of People Affected	2022: -	2027: Improve the socio-economic condition of 5 million people by 2027
• Education	The number of individuals who have been educated on appropriate and safe internet and online social media usage.	2022: -	2027: Empower digital citizenship by providing digital solutions and tools for 3 million people by 2027

Performance and outcomes of community and social management

Performance and outcomes of community and social management	:	Yes
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Employment, and Career Skill Development

Aunjai Asa Career Development has been ongoing since 2021 to support skill development and income generation for the public in collaboration with the Ministry of Social Development and Human Security (MSDHS). In 2024, the following initiatives were implemented:

- Train the Trainer: AIS organized training sessions for MSDHS government officers and staff, led by "Aunjai Asa Coaches" from AIS. These coaches shared knowledge on business and marketing topics, including customer analysis, cost calculation, basic accounting, and sales techniques.
- Market Place: AIS supported MSDHS personnel in generating additional income by providing space at AIS 1 for selling products, food, and beverages free of charge.
- Traditional Thai Massage: AIS supported low-income individuals and those facing financial hardship by offering space at AIS 1 for certified Traditional Thai Massage services.



Education

Aunjai Cyber

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, public, and students. Key activities include:

- AIS collaborated with the Department of Education, Bangkok Metropolitan Administration to organize the “School Tour: Cool Teen Stop Cyber Threats” event, utilizing gamification as a learning tool. The initiative was piloted in four schools, integrating interactive learning experiences. Additionally, the Aunjai Cyber Curriculum has been incorporated into the curriculum of Bangkok Metropolitan Administration schools to align with educational policies, enhancing computational thinking and critical thinking skills.
- AIS partnered with the National Cyber Security Agency (NCSA) and the Student Loan Fund (SLF) to introduce the Aunjai Cyber Curriculum, enabling school and college students, as well as SLF borrowers, to enhance their digital skills and cyber threat resilience. Participants who complete the program will receive a certificate and be credited with three volunteer hours, in accordance with SLF requirements.
- AIS partnered with the Office of the Basic Education Commission (OBEC) and King Mongkut’s University of Technology Thonburi (KMUTT) to launch the “Aunjai Cyber: Young Creator Challenge 2024”. This initiative aims to enhance creative learning and encourage meaningful engagement by empowering young creators. Students are encouraged to produce short video content (up to 2 minutes) to promote positive digital well-being and safe online behavior.
- AIS 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.
- AIS 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.

AIS Academy for Thais

AIS, in collaboration with LearnDi Co., Ltd., has implemented the program through the LearnDi application to create equal and diverse learning opportunities on a digital platform accessible anytime, anywhere. The program includes the following initiatives:

- The Educators Thailand 2024: Now in its 4th consecutive year, this program operates under the concept of “the Metropolitan for Equal Educational Opportunities.” It is a collaboration with the Secretariat Office of the Teachers’ Council of Thailand, the Ministry of Education, and education experts. The initiative aims to enhance Thai teachers’ digital skills for developing teaching materials that integrate academic content with creativity. The program also enables teachers to transfer knowledge to young people and adopt new teaching techniques using technology.
- 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.
- 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, self-development, etc.
- Digital Library: AIS has continued its efforts for the 4th consecutive year in collaboration with the Ministry of Social Development and Human Security and Intouch Holdings Co., Ltd. It supports access to knowledge through the ReadDi digital platform, offering E-learning and E-books for students and schools for the blind.

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. Since 2011, the project’s operations have covered 4,255 places nationwide, involving a total of 752,113 people. This initiative enables students to access digital learning resources, enhances teachers’ efficiency through online teaching tools, and helps communities develop new skills to improve their quality of life, and create opportunities in the digital economy.

The Good Kids, Brave Heart Project

Introduced in 2001, the project has provided financial support to underprivileged young people to reduce social inequality and offer educational opportunities to Thai youth who demonstrate good conduct and perseverance. Since the project’s inception, AIS has granted over 1,000 scholarships and promoted knowledge and skills in safe digital use through the “Aunjai Cyber Program” to protect youth from online threats.



Supporting Vulnerable Groups for Equal Opportunities

Green Energy Green Network for THAIs

AIS, in cooperation with Gulf Energy Development Public Company (Gulf) and the Highland Research and Development Institute, has implemented a project to reduce social inequality and improve the quality of life for people in remote areas. The initiative focused on building a telecom network powered by solar energy, covering six communities in five provinces with a population of 2,954 in 790 households. The project also assessed social returns (Social Value) across economic, social, and environmental aspects, such as enhancing access to clean energy and communication networks, reducing travel time, and developing strategies for future expansion to other areas.

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.

Information on incidents related to legal or social and human rights violations

Number of cases and incidents of significant legal or social and human rights violations

	2022	2023	2024
Total number of cases or incidents of significant legal or social and human rights violations (cases)	2	1	0
Total number of cases or incidents leading to significant labor disputes (cases)	0	0	0
Total number of incidents or complaints related to business partner's rights violations (cases)	0	0	0
The total number of cases or complaints related to partner rights violations (Cases)	0	0	0
Total number of cases or incidents leading to disputes with the community/society (cases)	0	0	0
Total number of cases or incidents related to cybersecurity or customer data breaches (cases)	2	1	0
Total number of cases or incidents related to workplace safety and occupational health (cases)	0	0	0



Details of incidents and corrective measures for significant social and legal violations

Year of incident	Details	Progress status
2023	<p>Incident</p> <p>In 2023, AIS was notified by one of our business partners that there was an unauthorized access to the information in the system that we use to provide service to our corporate clients.</p> <p>Impact that occurred or is expected to occur</p> <p><u>Non-financial impact</u></p> <p>Customers have expressed concerns regarding data breaches. However, the company has taken steps to communicate effectively, expedite corrective actions, and provide remedies for the incident in order to alleviate concerns and restore customer confidence in the company</p> <p><u>Financial impact</u></p> <ul style="list-style-type: none"> • Expected impact on financial statement : 0.00 baht • Actual impact on financial statement : 0.00 baht <p>Corrective or remedial measures</p> <p>AIS undertook corrective and remedial actions by shutting down the access immediately, conducting a forensic investigation through a third-party security expert, addressing the program's vulnerabilities, relocating it to a secure new location, and performing Vulnerability Assessment before reinstating the system's service. AIS notified affected clients and advised them to be cautious of suspicious telephone or email communications. We fully support our corporate clients in taking care of their end users. To prevent future occurrence of such incident, we have been working closely with our business partners to assess their information security standards, to ensure that they are aligned with our cyber security policy</p>	Incident no longer subject to action
2022	<p>Incident</p> <p>In 2022, two incidents of personal data leaks involving AIS customers' internet usage were founded</p> <p>Impact that occurred or is expected to occur</p> <p><u>Non-financial impact</u></p> <p>Customers have expressed concerns regarding data breaches. However, the company has taken steps to communicate effectively, expedite corrective actions, and provide remedies for the incident in order to alleviate concerns and restore customer confidence in the company</p> <p><u>Financial impact</u></p> <ul style="list-style-type: none"> • Expected impact on financial statement : 0.00 baht • Actual impact on financial statement : 0.00 baht <p>Corrective or remedial measures</p> <p>AIS undertook corrective and remedial actions by preparing a dedicated handbook for those affected by the incidents and assisting in monitoring access to information from suspicious websites. Furthermore, the company enhanced its data access procedures and tested their effectiveness to address the concerns of affected individuals and prevent similar incidents from occurring in the future.</p>	Incident no longer subject to action