

2. Human Rights and Labor Treatment

Respect for Human Rights

The Company places high priority on compliance with laws and respect for human rights by issuing code of conduct against violation of human rights given that they are basic rights that represent equality and equity both for dignity and rights. Policies on discrimination against race, religion, gender and physical ability are also in place. This is evident from the equality in hiring and recruitment the Company is practicing. Additionally, the Company fosters awareness of rights and social mindset of being responsible for other people and the society. The Company also stated vendor selection criteria to systematically screen vendors with accountability according to international human rights principles.

Fair Treatment of Labor

Employee Treatment for Occupational Health and Safety

The Company values all employees and believes that “employees” are the most important resource that drives the organization toward sustainable development and success. Therefore, the Company offered employee welfare and benefits that are higher than legal requirements as listed below

- 1) The Company provides an annual health check-up for all employees with multiple programs suitable for employees at different ages. Also, health check-up services are brought to the office of the Company to accommodate employees. In addition, employees are entitled to other welfare and benefits such as medical welfare, group life and accident insurance as well as other financial aids (e.g. funeral aids in case of death of employees and their close relatives including father, mother, child or legal spouse). Vaccination is also available for employees free of charge.
- 2) With regard to occupational health and safety in workplace, the Company ensures that working environment is safe for employees' lives and assets. Health and additional accident insurance are offered to teams operating under risks. Annual training on fire drills is conducted regularly as well as training courses related to operations in order to equip employees with practical knowledge and skills; for example, high work curriculum and hot work curriculum. Moreover, the Company made sure that safety equipment was in good shape to prevent danger from work and arranges 5S activity to keep the workplace safe, hygienic and suitable for functional requirements of each unit. In 2019, the Company had no record of serious accident, death or severe injury of employee.
- 3) The Company encourages employees to take care of their health by arranging spaces for exercises and sports as well as providing sport equipment for employees at 1st Floor, Building 2 of the Company's office. In 2019, the Company invited employees, their family and interested parties who enjoy running to participate in a marathon event “The Power of Unity Presents Road To Tokyo 2020”.



4) The Company promotes long-term financial planning for employees through knowledge-sharing on investment, finance, tax management and saving for the future especially investment with tax benefits such as long term equity fund (LTF) and retirement mutual fund (RMF) to help employees achieve financial stability and freedom after retirement.

5) The Company supports organization-wide learning and human capital development through effective human resource management system from recruitment, employee development, fair compensation to proper welfare and benefits with the purpose to elevate level of professionalism, improve work systems and create innovations in the organization. Career advancement and employee participation are fostered to enhance quality of life for better physical and mental health of employees. The Company also regularly organizes recreational activities on an annual basis which contribute to higher work efficiency and effectiveness. Last but not least, the Company encourages its employees to get involved in activities with direct and indirect social benefits.

As the Company highly regards employees as its most valuable asset, engagement survey is conducted twice a year and the results are analyzed and considered to prepare improvement plans to continuously enhance employee happiness and work conditions. Overall engagement survey result in 2019 was 80% which is higher than the previous year and in accordance with the target of not below 80%. This shows that welfare and work conditions of the Company meet the needs of employees and allow employees to work happily together.

3. Development of environmentally-friendly products and responsibility in providing advertising media services

The Company places importance on assessment of risks, environmental impacts and safety for all business processes including efficient use of resources and energy conservation according to international standards. Furthermore, the Company consistently organizes campaigns and activities to foster mindset of environmental conservation as well as responsible resource and energy consumption for employees. It is a responsibility of all employees to look after the Company's assets that they are in charge of to ensure that those assets are not depreciated, lost or wasted. Employees must also utilize all other resources of the Company, the public and the nation efficiently. The Company issued management guidelines that emphasize necessity-based energy consumption to reduce waste of resources. The Company continuously carries out various projects including

1. Management of advertising media production resources for optimal benefits

To manage resources for maximum benefits, the Company developed materials used to manufacture serie posters (vinyl) by recycling waste materials from vinyl as well as stickers used for advertising media on air-conditioned buses and adapting to add value and conserve the environment.

- During 2019, the Company collected over 100 square meters worth of stickers to be used as filters in classrooms to reduce light coming into those rooms in schools around the Company's media installations.

- The Company used leftover vinyl or vinyl with expired customer contracts to design useful items such as vinyl bags to take advantage of its durability, long life and benefit in significantly reducing storage spaces. In 2019, the Company gathered over 200 square meters of vinyl to donate to communities and government agencies to produce products that help reduce plastic use.

- Apart from vinyl, the Company used paper cores to create furniture and office supplies under collaboration with Thanyaburi Men Aid Center such as shelves and chairs. The Company collected paper cores weighing over 822 kilograms in 2019 for this purpose. This program is to continue in 2020 with a growth target of 10% per year in reusing leftover materials to design and improve for other benefits.

2. Control of brightness of advertising displays to save energy and prevent impacts on communities

Continuous efforts have been put on enhancing effectiveness of advertising displays as well as increasing lifetime in order to save energy as well as cut expenses. Brightness is regularly measured and monitored by a quality control team and a maintenance team and they have to report to another supervising team responsible for service improvement. Note that brightness will adjust according to seasons and periods of the day and is kept at the levels not bothering people on the streets and residents in the surrounding areas while the effectiveness of advertising media must also be maintained. The Company set the target that there is no complaint on its advertising media regarding the brightness affecting people or communities.

4. Saving of Energy and Office Supplies

The Company encourages energy saving and economical use of office supplies through different measures and carries out initiatives that are socially and environmentally responsible every year. For example, the Company practices 2-sided printing to reduce paper consumption, minimizes color printing to cut ink usage, and turns off lights that are unnecessary as well as during lunch time to save energy.

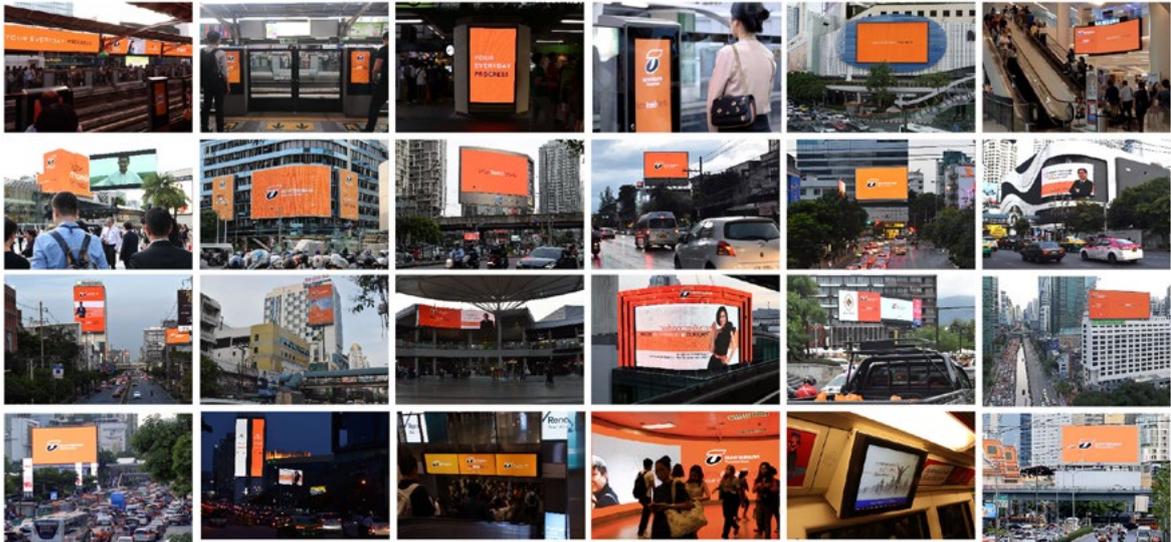
- Reduced one-time plastic bottle use by replacing with glass bottles
- Substituted plastic straws with paper straws for drink and coffee services.
- Offered tote bags to all new employees to carry items instead of plastic bags.

5. Innovation Management

The Company focuses on incubating innovation to support its business operations as well as new advertising media service formats. Innovation strategies were formulated at organization level to be in alignment with business directions with the purpose to search for new opportunities and capitalize on technological advancement and changes in consumer behavior. This will affect allocation of advertising budgets of brand owners to meet demand trends of consumers and investors. Innovation will be further adopted to improve work processes to achieve highest efficiency.

For the year 2019, the Company stressed further on innovation in more tangible ways through setting up the Innovation Committee and organizing activities and training programs to encourage employees to discover and develop new ideas to enhance work efficiency, cut costs, add value, and create sustainable growth covering economic, social and environmental dimensions. Besides, the Company subsidized and hosted an organization innovation competition for the first time last year. The winning team presented an innovation that helps streamline work processes using online reporting via mobile application. Other examples include a customer services innovation based on online application, map booth and PR billboard that publicize information on missing people which can accommodate people's lives and promote safety.

Additionally, Plan B and VGI PLC as 2 leading players in out-of-home business, teamed up to innovate a phenomenal broad-based media format under Project Bangkok Takeover. Awareness and recognition of advertising media are enhanced as people are exposed to these advertising media at the same time throughout Bangkok during one hour period.



Project Bangkok Jams : Digital media do not just provide advertising but can also include content for public benefits such as traffic information that help people make better travel decisions. Plan B made this available through Project Bangkok Jam with over 50 locations across Thailand and over 11 districts in strategic Bangkok area.



6. Customer relationship and customer satisfaction management

The Company has a strong will to undertake its business with regard to marketing trends and customer relationship in order to maintain good relationships with customers and stakeholders. The Company welcomes customers to partake in improving customer services through customer satisfaction and feedback survey. In 2019, the Company set a target of customer satisfaction level at 4.50 while the average customer satisfaction score stood at 4.40, higher than 2018 of 4.38. For the year 2020, the Company aims to continue its course of improving quality of customer services and consistently enhancing capabilities of its sale force. The customer satisfaction survey was also structured by certain criteria listed below for further analyses

- Skills related to sales
- Knowledge on advertising media and the Company's products
- Personality and customer communication
- Problem-solving skill

These analyses are to help the Company find training curriculums and suggestions useful for developing employee skills to be more efficient to address rapidly-changing needs of customers and improve competitiveness of the Company within the industry.

7. Waste Management

Efficient utilization of resources and reduction of waste are considered highly important. Therefore, the Company set forth policies to reduce waste and promote waste management that include waste sorting. The Company has been encouraging everyone to sort waste before disposal to reduce quantity of waste and toxic pollution as well as avoid any harm from hazardous waste. Organic waste can be used to produce fuel or biogas and waste sorting also helps promote cleanliness and tidiness at workplace. For 2019, the Company set a goal to classify waste into 4 groups which are organic waste, general waste, recyclable waste and hazardous waste and provide 100% of waste containers for all office buildings. Voice sensors are to be installed at those waste containers to notify people to sort waste correctly before littering.

8. Social Responsibility

Collective efforts with the Company’s partners through business processes are encouraged with the objective to strengthen Thai economy, communities and society. For instance, the Company added another feature for its Intelligence Traffic Condition Reporting Board for expressways to be able to estimate time of travel to different destinations as well as improve traffic displays of various routes to be more realistic. This initiative does not only enhance efficiency and accuracy in travel planning for drivers and passengers but also represents a key tool that maximizes effectiveness and benefits of the Company’s advertising media in respective areas.



In addition, the Company involved in community and social development by providing channels to promote projects for public interests using its advertising media as the Company sticks to its “More Than Advertising” motto. Sample projects are listed below.

- Launched “No Phone and Drive, Arrive Safe” campaign and “Drive Alert, Arrive Alive” campaign.





- Joined the United Nations Development Programme (UNDP) to express the intention to conduct business according to the Sustainable Development Goals of the United Nations using the Company's advertising media; for example, a campaign to end violence against women and a campaign for reduction of use of plastic products.

- Promoted Dragonfly 360 project using retail media in department stores with the objective to drive Thai society toward gender equality as well as empower all women to bring out their strengths and potential. The campaign intended to enhance quality of living of everyone in the society through a concept that helps move Thai society and Asian society toward equality between men and women.

- Collaborated with SOS Children's Villages under the Royal Patronage The Company conducted PR activities for SOS through its out-of-home media without charges for 5 consecutive years aiming to promote SOS to the public. The Company supported SOS both with financial aids to support SOS's operation and non-financial assistance through volunteers who joined activities hosted by SOS. SOS's main objective is to help children who lost their parents and do not have relatives with the origin of its operating model from the SOS Children's Villages International who has a mission to take care of underprivileged children and enhance their childhood experience so that they can grow up in a proper way. SOS ensures that these children receive highest education according to their capabilities in order to earn their living by having good occupations, rely on themselves and live in the society happily.

- Conducted a PR campaign "Celebrate with No Shark Fins" to encourage Thais not to consume menu made from shark fins leveraging on its advertising media. This campaign fosters a good mindset for Thai society and global society especially young generations to discontinue the value of eating dishes made from shark fins in festive events such as weddings, family gatherings and business celebration events. Besides, the Company also launched a campaign "Be Ivory Free" to encourage the society to stop buying, using and accepting products made from ivory.

