



Plan B Media Public Company Limited

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ENVIRONMENTAL MANAGEMENT POLICY (1ST REVISION)

Plan B Media Public Company Limited ("the Company") recognizes that effective environmental and climate management is crucial for sustainable business growth. Therefore, the Company has established this policy, which is an improvement of the initial Environmental Management Policy implemented in 2020, to enhance the efficiency and effectiveness of environmental management.

The Company is committed to conducting its business sustainably based on the principles of economic, social, and environmental responsibility. It acknowledges the importance of addressing environmental issues arising from its business operations, products, and services. Therefore, the Company promotes the development of production processes and fosters innovation to reduce potential impacts, while setting strategies and action plans for sustainable development in line with international standards. The Company also voluntarily participates in sustainability standards, including the UN Global Compact, to ensure continuous development towards sustainable development goals (SDGs) set by the United Nations.

The Company recognizes the business competitiveness and opportunities that can be enhanced through environmental operations, reflected through environmental cost management. Hence, the Company has announced an environmental management policy that covers its subsidiaries and communicates and promotes participation in various projects to encourage best practices throughout the value chain of the organization through the involvement of management, employees at all levels, business partners, and stakeholders.

To achieve the set objectives, the Company has incorporated sustainable development plans and policies into its operations. It has formulated organizational-level strategies aligned with seven out of seventeen sustainable development goals, considering the Company's capabilities and potential to contribute to the sustainable development along the value chain of the organization.



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Best Practices

The company recognizes the importance of creating balance in social responsibility, environmental sustainability, and economic development, as well as maintaining a firm commitment to protecting and preserving the environment both within and outside the business premises. Therefore, the following environmental practices have been established:

1. Conduct business operations based on legal requirements that align with global and local sustainability practices and other company policies regarding sustainable development.
2. Conduct business operations with a sense of responsibility towards the environment and society, focusing on minimizing the environmental impact of various business activities.
3. Conduct business operations while considering the reduction of environmental impact and adaptation to climate change, promoting environmental conservation, sustainable use of natural resources, energy efficiency, and water sustainability through environmentally and economically sound practices.
4. Establish a continuous monitoring and improvement process to track the environmental performance and impact of operations, with clear objectives, action plans, and environmental impact assessments.
5. Support the creation of awareness by providing training and knowledge on environmental issues to employees, customers, business partners, and stakeholders to enhance understanding of climate change, natural resource conservation, and the importance of mitigating negative environmental impacts.
6. Disclose environmental performance publicly through sustainability reports or other formats, where senior management provides approval and endorsement by signing off on environmental policy announcements to serve as guidelines for the entire organization.
7. Evaluate and identify sustainable development issues, establish environmental management systems, and climate change strategies, along with defining key performance indicators and strategies to achieve operational goals.
8. Foster transparency and accountability by continuously reporting environmental and climate-related operational data according to the expectations of stakeholders who have a vested interest in the company.



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Comprehensive Policy Coverage: The company's environmental policy covers the following issues:

Climate Change

Climate change is a global priority with significant potential impacts on the economy, society, and the environment in the future. The company is committed to conducting business operations responsibly to help mitigate and address potential issues and impacts. The following practices have been implemented:

1. Promote and encourage various departments within the organization to improve energy efficiency in their operations and business activities. Emphasize the use of valuable natural resources efficiently and develop new innovations or measures to reduce overall energy consumption.
2. Increase the proportion of renewable and clean energy usage and promote low-carbon activities whenever possible.
3. Set long-term goals for reducing greenhouse gas emissions and collaborate with key suppliers, service providers, contractors, and business partners across the entire value chain, from production to transportation and distribution, to minimize greenhouse gas emissions.
4. Improve waste management processes based on the 3R principle: Reduce (unnecessary resource consumption, promote reuse of materials), Reuse, and Recycle (waste to minimize waste generation and its impact on the environment). Implement waste reduction policies and waste management practices that focus on continuous waste separation and disposal campaigns.
5. Assess and evaluate environmental impacts throughout the lifecycle of significant products and services.
6. Foster awareness and understanding of climate change among employees and key stakeholders through training, knowledge sharing, and awareness campaigns.
7. Prepare for natural disasters and build resilience to ensure business continuity and minimize potential impacts.
8. Provide regular reports on the company's progress in addressing climate change, comparing current performance against established targets for stakeholders to be informed.



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Water Resource Management

Water is a vital resource essential for all forms of life, directly impacting sustainable living and business operations. The current water scarcity issue has become a severe global concern. In response, the company recognizes the problem and associated risks, and has established the following practices to ensure that business operations maintain a balance between community and natural water needs:

1. Commitment to reducing negative impacts on natural water sources, ensuring that households have access to quality water for consumption and usage.
2. Promote efficient water management practices within all departments of the organization, including risk assessments and implementation of best conservation practices.
3. Facilitate access to quality and safe water sources, promoting equal and fair access to water resources for all community members.
4. Foster collaboration with relevant communities and stakeholders in water usage and conservation, as well as transparent and timely communication of information to the community and society.
5. Enhance awareness and understanding of water resource conservation among employees and key stakeholders through training, knowledge sharing, and awareness campaigns.
6. Provide regular reports on the progress of water-related initiatives, comparing current performance against established targets for stakeholders to be informed.

To embed this environmental and water policy into the organizational culture and align it with the company's vision, it is expected that all companies will appropriately adapt and implement it in accordance with their business operations.

Effective April, 26 2021

- *Pinijsorn Luechaikajohnpan* -
(Pinijsorn Luechaikajohnpan, Ph.D.)

Authorized Director