

**PLAN B MEDIA PUBLIC COMPANY LIMITED**

*Open Letter*

Subject: Invitation to participate in the Thai Private Sector Collective Action Against Corruption (CAC) Network

Dear: Business Partners, Trade Allies, and Related Companies

One of the most severe and challenging problems in Thailand is "corruption, which has persisted in Thai society for a long time until the present. Various factors, including the lack of ethics and moral values, distorted values, ineffective law enforcement, and abuse of power, cause corruption. Eliminating corruption cannot rely solely on the mechanisms of the government. Therefore, it is necessary to coordinate cooperation among all relevant sectors, raise awareness, and address this issue.

Plan B Media Public Company Limited has become a member of the Thai Private Sector Collective Action Against Corruption (CAC) since 2019-2024, adhering to the principles of conducting business with transparency, integrity, and social responsibility towards communities, society, the environment, and all stakeholders throughout the supply chain.

Plan B Media Public Company Limited would like to be part of the communication, advocacy, and collaborative efforts to address the issue of "corruption" and invites your company, business partners, trade allies, and related companies to join the Thai Private Sector Collective Action Against Corruption (CAC) Network. If your company is interested in participating in this initiative, we are pleased to provide guidance and share additional information, which can be found at [www.thai-cac.com](http://www.thai-cac.com)

Yours faithfully,

- *Pinijorn Luechaikajohnpan* -

(Pinijorn Luechaikajohnpan, Ph.D.)

Authorized Director