



บริษัท แพลน บี มีเดีย จำกัด (มหาชน)  
Plan B Media Public Company



# SUSTAINABILITY REPORT 2022

## TABLE OF CONTENTS

|   |    |
|---|----|
| Message from Chairman                     | 3  |
| Vision and Objective                      | 5  |
| Business Strategies                       | 6  |
| Business Overview                         | 8  |
| Organization Chart                        | 21 |
| Awards and Achievements                   | 22 |
| Corporate Social Responsibility (CSR)     | 25 |
| About this Sustainability Report          | 34 |
| Sustainability Policy                     | 35 |
| PLAN B Value Chain                        | 36 |
| Stakeholder Engagement                    | 39 |
| Materiality Assessment                    | 46 |
| Materiality Matrix                        | 48 |
| Sustainability Material Issues            | 49 |
| Sustainability Strategies                 | 54 |
| Structure of Sustainability Working Group | 55 |
| <br>                                      |    |
| <b>GOVERNANCE AND ECONOMIC DIMENSION</b>  |    |
| Corporate Governance and Business Conduct | 57 |
| Business Conduct                          | 61 |
| Anti-Corruption                           | 62 |
| Risk and Crisis Management                | 65 |
| Emerging Risk                             | 69 |
| Supply Chain Management                   | 71 |
| Supplier Code of Business Conduct         | 77 |
| Information Security and Data Privacy     | 78 |

**SOCIAL DIMENSION**

|   |     |
|---|-----|
| Occupational Health and Safety                          | 85  |
| Human Resource Development and Well-being               | 87  |
| Talent Management                                       | 89  |
| Employee Training                                       | 90  |
| Succession Plan   | 92  |
| Diversify in the Workplace                              | 93  |
| Employee Engagement                                     | 93  |
| Customer Satisfaction                                   | 94  |
| Employee Care   | 95  |
| Human Rights  | 96  |
| Innovation for Creating a Good Experience for Customers | 100 |
| Social and Community Development                        | 102 |
| Responsibility of content                               | 103 |

**ENVIRONMENT DIMENSION**

|   |     |
|---|-----|
| Environmental Management                        | 106 |
| Energy and Climate Change Management            | 108 |
| Risk Assessment for Climate Change in 4 Aspects | 111 |
| Water Management                                | 113 |
| Waste Management                                | 114 |

|                                    |     |
|------------------------------------|-----|
| Sustainability Performance Summary | 116 |
|------------------------------------|-----|

|                   |     |
|-------------------|-----|
| GRI CONTENT INDEX | 121 |
|-------------------|-----|

|                             |     |
|-----------------------------|-----|
| Survey of Readers' Opinions | 124 |
|-----------------------------|-----|

# Message from Chairman

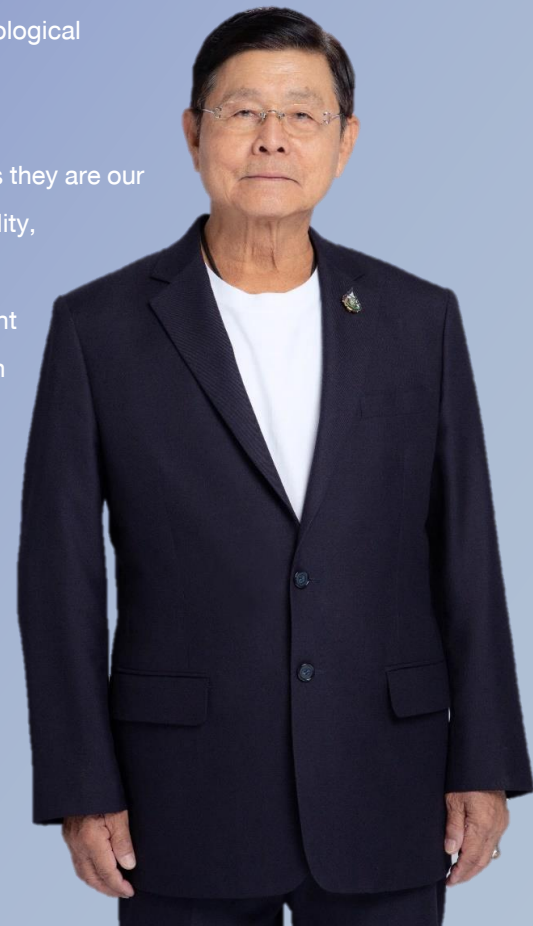
(GRI 2-22)

Plan B Media Public Company Limited (PLANB) adheres to our mission of "Creating long-term sustainability value for stakeholders" by applying a holistic, sustainable development approach to create true value. PLANB conducts business with systematic sustainability embedded in all processes, from investment, project development, construction, and management, to transferring value to the community and all stakeholders. The Company has been continuously monitoring and improving our operation, bringing technology to support and promote a complete ecosystem of sustainability ready to create continuously growing returns for shareholders and achieve the objective of creating holistic value for the community, customers, partners, and all stakeholders. PLANB adheres to the principles of sustainability management policy, comprising 8 main topics covered in 3 dimensions: economic, social, and environmental, which is the core of every process throughout our value chains. PLANB has a 5-year long-term strategic plan with sustainability indicators to monitor performance regularly. The Corporate Governance Committee and the Sustainability Working Group are at the core of supporting solid development plans' implementation. The Sustainability Working Group is the main party leading and driving sustainable development activities and projects to achieve targets according to sustainability plans. This strategic plan strengthens the operation standard of Thailand's out-of-home media industry and creates true holistic value for all stakeholders.

We prioritize sustainability in all business activities to bring the most significant positive impacts to our society, people, and planet. In addition, we uphold good governance and business ethics principles to ensure fairness and transparency and build trust amongst all stakeholders.

We work progressively to foster customer satisfaction and leverage technological innovations to support operations more efficiently.

In terms of social aspects, we emphasize the role of our people as they are our greatest assets, combined with our ongoing focus towards diversity, equality, and inclusion at all levels. We are committed to respecting human rights, thus, developing a due diligence process and conducting a risk assessment in our operations in 2022. From an environmental perspective, we focus on reducing our organization's greenhouse gas and waste footprint.



Sustainable development agencies recognized and certified our responsibilities and efforts towards sustainability. Therefore, it is our most tremendous honour and proud achievement to be included in the Thailand Sustainability Investment Index 2021 (THSI) by the Stock Exchange of Thailand ("SET"), two years consecutively in 2021-2022.

Finally, I would like to thank the management team and all our employees who have worked with us to help deliver and strengthen our Company. I would also like to extend my sincerest gratitude to all our stakeholders for their continuous trust and support in PLANB. I have every confidence that with your help and support, PLANB will continue to grow and prosper sustainably in the years to come.

Pol.Gen Somchai Vnichsenee  
Chairman of the Board of Directors



# VISION

To empower the brand's message and create a major impact across ASEAN

# OBJECTIVE

Providing diversified and innovative communication channels  
that enhance audiences' experience and engagement



**CHANEL**  
FINE JEWELLERY

CHANEL.COM

## BUSINESS STRATEGIES



### Active

Executives and employees understand expectations and customer needs while being prompted to deliver best services to customers and committed to being excellent in the advertising business

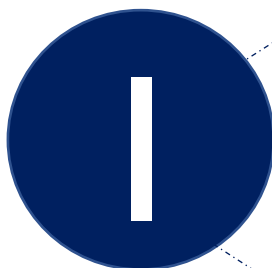
### Growth

Executives and employees build strengths in conducting business for the organization under good corporate governance principles with transparency and accountability



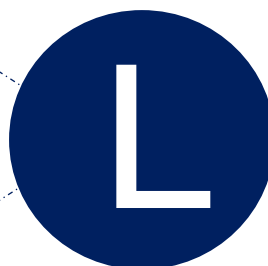
### Innovation

Encourage out-of-the-box thinking with a key goal to enhance the quality of products and services and environmental conservation at all fronts with concerns for stakeholders including society, communities, shareholders, consumers, and suppliers



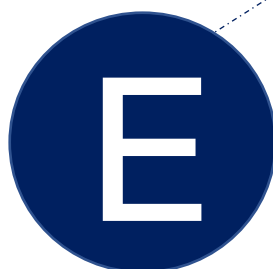
### Leadership

Possess leadership and dedication to create quality work and promote sustainability of the organization

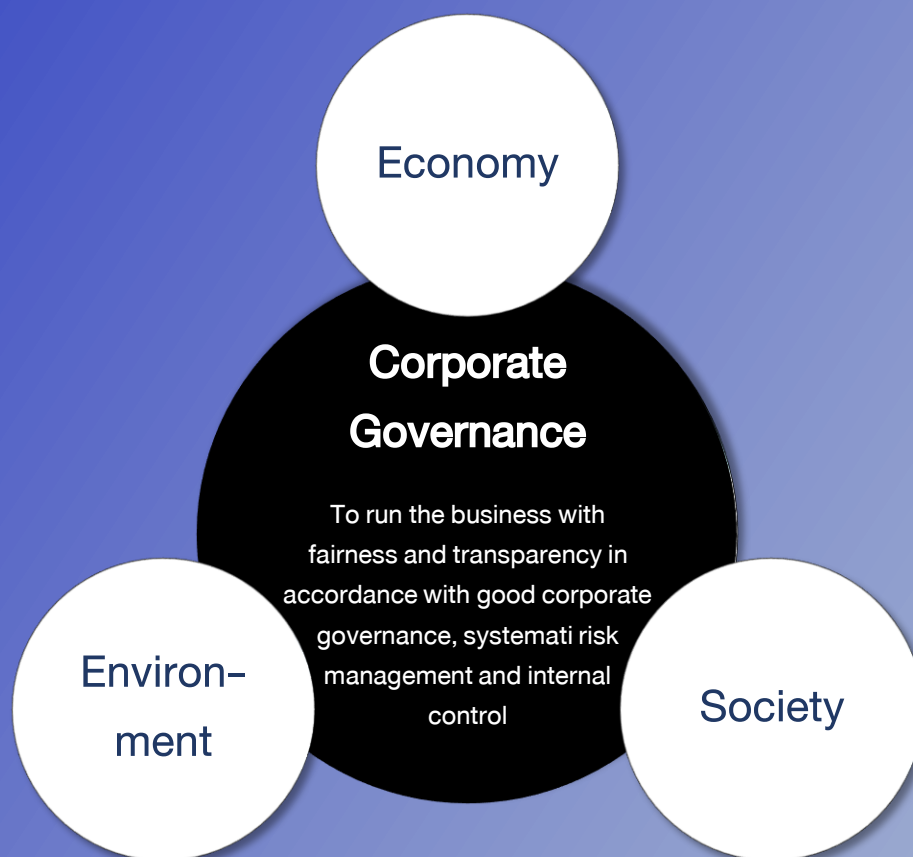


### Expert

Develop skills and expertise of executives and employees to be ready to learn new things and continuously develop capabilities to jointly come up with plans to enhance the organization's business potential and work efficiency



- To operate business with the ultimate goal of creating mutual benefits throughout the value chain.
- To respond to customer needs and enhance the quality of life and well-being of people in society through innovation.



- To focus on environmental protection and conservation of natural resources.
- To efficiently and sustainably use resources and maintain the balance of the ecosystem.
- To create opportunities for all groups of people equally for their potential development and better quality of the society.



## BUSINESS OVERVIEW

### Nature of Business

Being the leading out-of-home media service provider with the most diversified portfolio of media types and nationwide coverage spanning cross Bangkok and upcountry, Plan B Media Public Company Limited offers a wide variety of advertising media platforms through innovation and technology as well as providing media maintenance services that meet international standards, addressing the needs of brand owners in reaching target customers effectively.

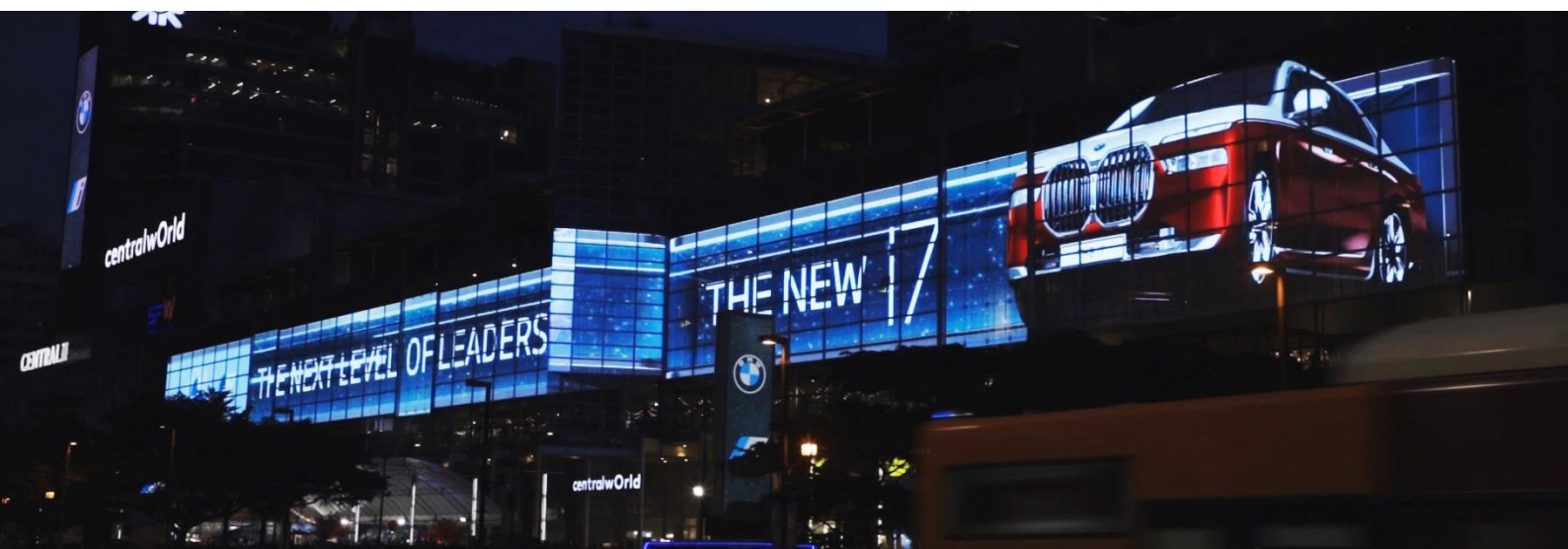
The Company has been inactive in pursuit of extensive content development to serve the needs of brand and product owners in all dimensions and appealing marketing planning consultation and creating interesting content.

The Company's out-of-home media business can be classified into five key categories as follow:

1. Transit Media
2. Classic Media
3. Digital Media
4. Retail Media
5. Airport Media

Apart from expanding and developing the out-of-home media channels, the Company is committed to diversifying its media portfolio through engagement marketing business by deploying two types of quality content: sports marketing and artist management. Sports marketing can be classified into five types per the following:

1. Football
2. Boxing
3. International Broadcast (Marketing rights for broadcasting international sports events)
4. E-Sports and online gaming
5. Running



Regarding artist management, the Company developed music content for a girl group BNK48 and invested in producing The Voice Thailand by promoting various content through out-of-home media to create engagement between product and service brands and customers and establish closer bonds between target customers and artists.

Online media undoubtedly have strong growth potential as they play increasing roles in people's lives thanks to smartphone prevalence, as it is the primary communication device for everyday lives. For example, people can go online and log in to their online banking via smartphones and send information or documents via email through this channel. Therefore, online media are considered an alternative media format that allows instant adjustments in content to cater to an extensive consumer base of all ages, genders and locations. This is why more and more people are choosing online media, thanks to their functionalities that satisfy brand owners, including measurability and integration with consumers' lives.

## Out-of-home Media

1. **Transit Media** can be categorized into two types as follow

### 1.1 **Advertising media outside and inside air-conditioned buses**

With its expertise of over 16 years in business, the Company has become a leader in providing media services outside and inside fixed-route buses, considered the first media type the Company pioneered since its establishment, which brought reputation and awareness to the Company. Currently, the Company provides advertising media services on over 2,500 buses from concessions granted by the Bangkok Mass Transit Authority (BMTA) and management rights from other private bus companies under joint service contracts. As a result, the Company has the most extensive coverage of more than 109 routes across Bangkok. There are two main types of advertising media inside fixed-route buses.

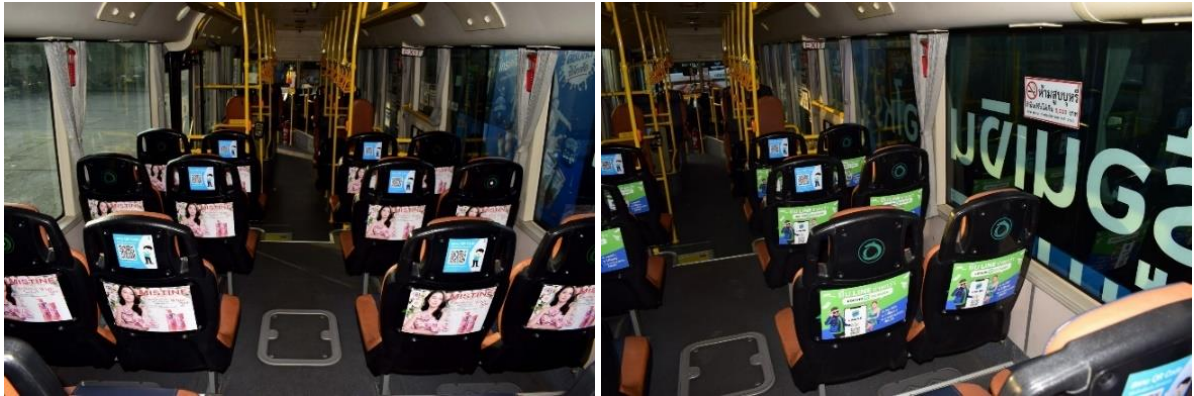
#### 1.1.1 **Advertising media outside buses**

This type of media is similar to moving billboards that are popular in raising brand awareness, and recognition as the media directly approaches consumers. This media format can meet different objectives of customers according to their different PR purposes, available in the forms of full wrap and half wrap that effectively promote brand awareness and innovative 2D or 3D mock-ups that emphasize media creativity. In 2017, the Company introduced innovation with LED lighting technology that allows special tactics to advertise media that enhance brand value and awareness and better attract consumers.



### 1.1.2 Advertising media inside buses

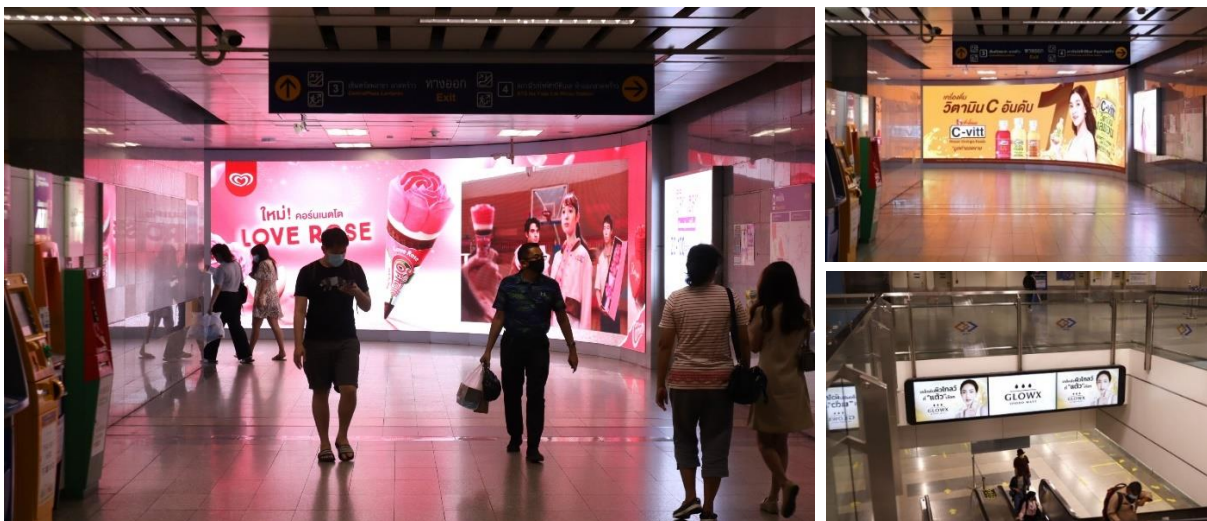
This type of media is positioned close to bus passengers throughout their trips as various media formats are placed both inside and outside the buses, such as behind passenger seats, around door areas, on the spaces near the ceiling over passenger seats as well as LCD screens that meet all lines of sight of passengers.



### 1.2 Advertising Media in MRT System

Plan B continuously develops advertising media offered in the MRT system to support growth in the number of passengers as Plan B realized the positive growth outlook from the route expansion plan of the MRT.

In 2021, another ten stations were opened to connect inner Bangkok to outer Bangkok, including the vicinities. In addition, the Company has been offering a variety of media comprising digital displays for passengers both inside and outside the trains (Passenger Information Display: PIDs), signs on the glass walls between platforms and tracks (Platform Screen Door: PSD), digital media inside the stations (Digital @MRT).





## 2. Classic Media

Plan B offers classic media diverse in formats, sizes, and locations. These classic media with appealing formats and con-tent were installed around important landmarks of Bangkok and areas with high traffic volume or high population density, such as on pavements, on major roads, on expressways, and outside major buildings in central business districts and communities. Not only are these classic media noticeable and can be seen multiple times, but their unique presentation formats also differentiate them from other providers so that the media can catch attention, create awareness, and promote accessibility effectively. Moreover, the Company also expanded its classic media in other major provinces outside Bangkok to support the rising population and tourists through its 2,864 billboards nationwide and network bill-boards of street furniture focusing on key provinces that are economical and tourism centres. This is to promote better reach to strategic locations in Thailand.



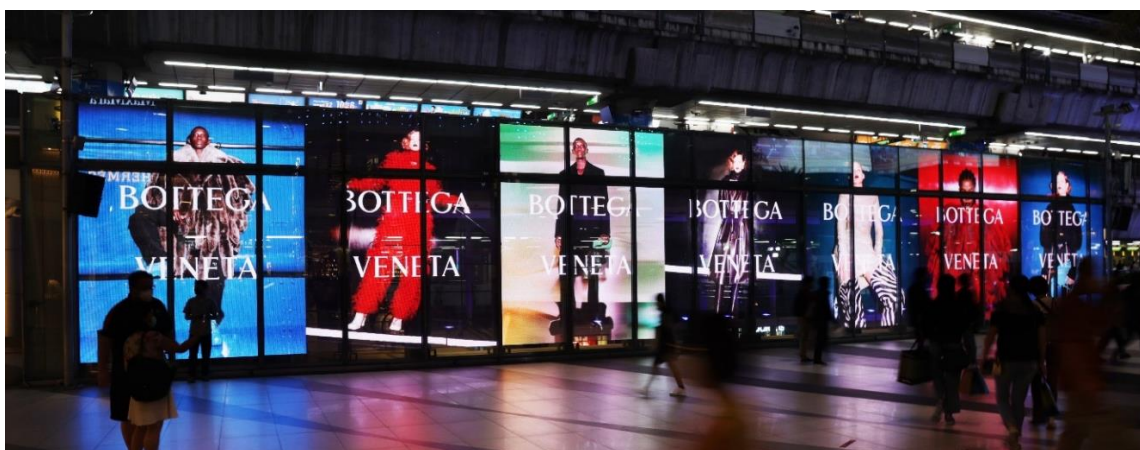
Recently, Plan B teamed up with Bangkok's Traffic and Transport Department to modernize over 700 bus shelters with classic media of over 1,170 billboards to resolve a major problem of uninformed passengers about bus arrivals. The new smart bus shelters will have a security system through CCTV, mobile charging stations and free Wi-Fi to accommodate people waiting at the stops. In addition, at each smart bus shelter, advertising media are installed in the spots appealing to bus riders waiting at the shelters, which will help promote brand awareness effectively and inclusively.



### 3. Digital Media

Digital media recorded the highest growth among all media, given its unique displays using modern technology to present a variety of exquisite formats different from other media. Furthermore, the media have selective display control systems that enable flexibility, speed and safety. This can promptly address marketing campaign changes and satisfy brand owners in building brand awareness and recognition.

Moreover, selecting locations to install media is done properly to be diverse and inclusive of landmarks such as central business districts (CBD), leading department stores and economic zones, or areas with high population density in 58 provinces across Thailand. This created a media network footprint of 19,001 digital displays nationwide. The Company provides innovative digital media and realizes the benefits of these media for the public interest. These digital media, such as Intelligence Traffic Sign, were deployed to uplift the quality of urban living and mitigate traffic issues for Bangkok residents, leveraging Accident Report System and CCTV cameras to enhance the effectiveness of traffic reporting.



Furthermore, the Company elevated media quality and created value-added for out-of-home media using the 3D technique on digital screens to enhance the audience's realistic experience. The Company recently premiered "The Battle of Fire" of King Dragon and King Kong on four connected large digital screens at Parc Paragon on 19 May 2021. The campaign received massive responses from target customers and was mentioned on social media with over 60,000 retweets. Lastly, the Company also improved over 50 digital screens with enhanced display resolution, reduced reflection, lower emission of greenhouse gases and fixed dark spots in the lighting of static lightbox signs.

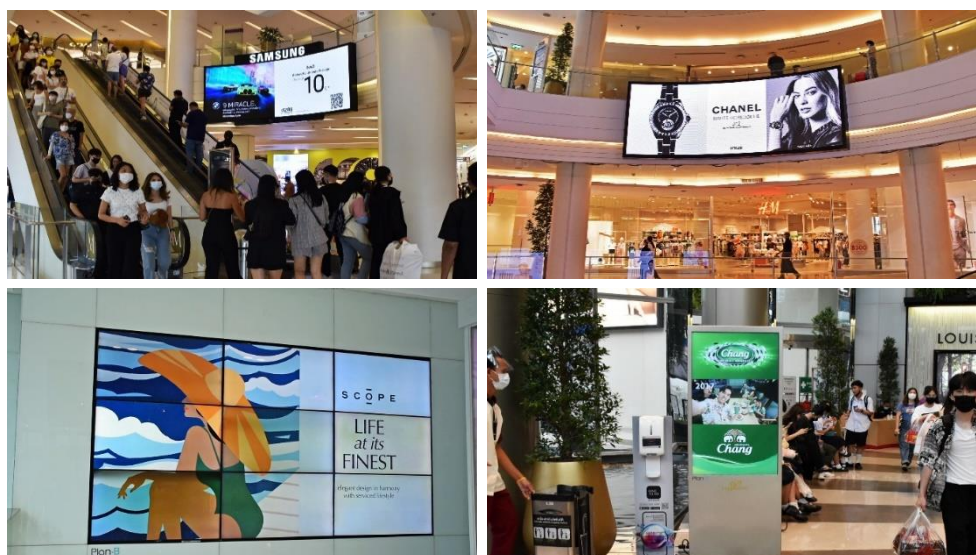
4. **Advertising Media in Malls, Supermarkets and Convenient Stores (Retail Media)** can be categorized into two types as follow

#### 4.1 **Advertising Media in Malls (Luxury Media)**

Retail media can reach a large number of target customers with purchasing power. These media help marketers boost sales and emphasize brand recognition as they help influence consumers to make purchase decisions. The Company is committed to developing retail media in leading department stores by offering a full range of media services inside and outside buildings using classic or digital media with different

displays and presentation technologies that interact effectively with consumers. Currently, retail media are available in various venues, including Mega Bangna Shopping Center, SIAM Center, SIAM Paragon, Emporium, EmQuartier, ICONSIAM and shopping malls operated by Central Group.

Thanks to appealing and various display formats and strategic locations inside and outside department stores covering city centres and suburbs, the Company's retail media can reach different customer groups, promote brand awareness and address the needs of brand and product owners comprehensively and adequately.



#### **4.2 Advertising Media Inside Supermarkets and Convenient Stores (In-Store Media)**

In-store media inside supermarkets is essential for marketers to enhance communication between stores and customers. These media help enhance brand loyalty in the long run and boost sales instantly as they promote buying decisions when consumers see the media inside supermarkets or convenience stores. Furthermore, the Company adopted new technologies in displaying trendy formats of in-store media to enhance the effectiveness of customer communication through better access for consumers to brands and content, including sales promotions, in a timely and effective manner.

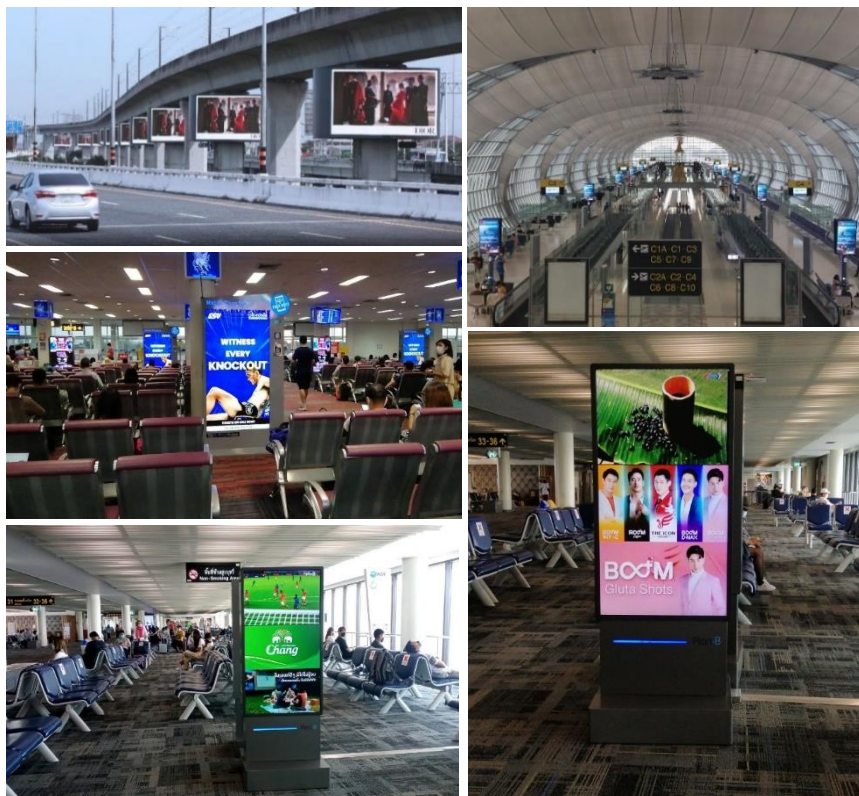
At present, the Company offers these media services in supermarkets and convenience stores such as Big C Supercenter as well as 7-Eleven across the country, with 16,301 screens installed in entrance areas, supermarket hall areas and censor areas at entrance/exit of supermarkets across the country where these media can effectively reach target audiences. In addition, in 2022, the Company expanded its media into convenient stores of over 2,000 7-Eleven branches in Bangkok and upcountry by placing digital screens over the beverage freezers on top of frozen food shelves and on top of snack shelves, which are easily noticeable to target audiences.





### 5. Airport Media

The Company continues to expand its media business to support target customers for all modes of transportation, including airport media, as cheaper airfares encourage consumers to choose air travel overland travel, such as public bus-es. The company has made its airport media services available in 23 airports nationwide, with 739 billboards covering all potential and eye-catching areas of the airports, including entrance and exit areas, media on trolleys, and baggage to reach all groups of airport users.



## Engagement Marketing

The Company is interested in building on its existing business by leveraging its abilities in producing media (Over capacity) to upstream management to work closely with brands and product owners through 4O marketing strategies (Online, On the air, out of home and On-ground). Engagement marketing business can be classified into sports marketing and artist management.

### 1. Sports Marketing

#### 1.1 Football

The Company takes pride in the trust of the Football Association of Thailand, under the Patronage of His Majesty the King (FAT), to be an official agent to manage the rights of FAT and Thai League Company Limited. Thanks to its longstanding experience in managing a diversified portfolio of advertising media as well as the customer base that is covered by different products and services, the Company managed to increase revenue and build on the business of being an exclusive and sole agent to manage rights of FAT to find sponsors for national team tournament and professional leagues and other football activities for eight years from 2021-2028 to promote the development of football in Thailand using sports marketing that is aligned with brands. Brand recognition and awareness are to be enhanced, especially to serve new and broader groups of customers. Note that there are four types of FAT rights that the Company is managing.

- 1) Rights to seek sponsorship to support football matches and activities organized by FAT and Thai League Co., Ltd.
- 2) Rights to distribute content owned by FAT and Thai League Co., Ltd. to seek revenue through publications, radio, TV, electronic, wireless, and other telecommunication media domestically and internationally.
- 3) Rights to manufacture and distribute FAT and Thai League Co., Ltd merchandise.

Not only that the Company manages the commercial rights of the Football Association of Thailand (FAT) and Thai League Co., Ltd., but it also creates a social network through multiple channels to promote Thai football so that Thais can support Thai football to step up and compete at the international level. People can closely follow news updates and activities via Plan B's online channels and promotional booths in events and exhibitions before tournaments and competitions. Additionally, quality content is consistently promoted through Plan B's out-of-home media, reaching over 80% of the population in Bangkok.





## 1.2 Boxing

In 2021, the Company founded Global Sports Ventures Company Limited (subsidiary) as a holding company to invest in other boxing-related companies. The subsidiary has a team with expertise and experience in the boxing business and related marketing activities to focus on Muay Thai and boxing. The objective is to elevate Thai uniqueness to be known worldwide as boxing is considered a popular sport and Thailand's soft power. In addition, the Company believes that the boxing business will help enhance its capabilities to drive towards future sports marketing growth.

Note that in 2021, the Company hosted one of Thailand's grandest events in the modern boxing industry. The competition was to revive the Thai boxing industry affected by the COVID-19 pandemic. Over 600 boxers and 660 trainers participated from 77 provinces nationwide to bring back the glory to the Muay Thai industry. In addition, the Company has a plan for Global Sports Ventures Company Limited to acquire shares of Rajadamnern Boxing Stadium Company Limited, which operates Rajadamnern Boxing Stadium, to set directions and manage the stadium, which is the 1<sup>st</sup> standard boxing stadium in Thailand and one of the oldest boxing stadiums in the world. The objective is to make Rajadamnern Boxing Stadium the global hub of Muay Thai by teaming up with promoters and Thai boxers to bring Muay Thai to the international level and become true soft power for Thailand.



In 2022, the Company organized the national boxing match under the "Rajadamnern World Series (RWS)", considered a significant change for Rajadamnern Stadium in moving toward the true modern era of Muay Thai or Thai boxing. Furthermore, the Company organized tournaments at Rajadamnern Stadium to search for the best male and female boxers to win the honourable belt of the games with new rules and regulations, such as the match with 3 of 3-minute rounds instead of 5 of 3-minute rounds. Another change is the scoring system from 10-10 to 10-9 with the criteria that the more effective fighter is considered the round winner. Furthermore, the score of each round will be disclosed immediately after the end of each round for transparency. Furthermore, the stage size is reduced from 7x7 meters to 6x6 meters to make the boxing game more exciting. Due to these new changes, the Company is confident to make fundamental changes to improve the Thai boxing industry toward an international standard. In addition, the renovation and modernization of Rajadamnern Stadium have attracted more local and international visitors to the Stadium.

### 1.3 International broadcast (marketing rights management for broadcasting international sports events)

The Company signed an agreement to manage marketing rights of the Tokyo 2020 Olympics, including rights to live broadcast, rights to manage sponsors and rights to manage content. Note that the Company aims to offer opportunities to view humankind's most remarkable sports event inclusively for Thai people. This will deliver happiness to all Thai fans to be able to send moral support to Thai athletes to win gold medals together. Besides, the Company was also granted the same rights to manage the Winter Olympics and the Asian Games, which will happen in 2023.





## 1.4 E-Sports and Online Gaming

The Company has developed a new e-sport and online game business to expand its engagement marketing business. In 2022, the Company organized the "e-Football Thai League 2022" match with the business supplier: Thai football to search for an "E-sport Team Manager" or pave the career path to develop a new generation of coaches for 16 Thai League Football Clubs in Thailand. Besides, the Company has worked with Thai League Clubs, Thai League Company Limited, and the Football Association of Thailand (FAT) in planning the Management of athletes and game formats ranging from the athlete selection process, team development plan, and rehearsal management, including before, during and after the competitions, and revenue management for each of the athletes in Thai League Clubs.



## 1.5 Running

Running events are becoming widespread in Thailand, with many Thai and foreign runners participating. Thus, the Company invested in Raceup Work Company Limited ("Raceup"), an event organizer specializing in sports activities and marathons in aesthetic routes across Thailand. Raceup is also certified by the International Association of Athletics Federations (IAAF). In addition, the Company deployed its out-of-home media to promote activities and tourism in each province and support sponsorship to add value and build on the sports marketing business.



## 2. Artist management

The Company expanded its music marketing business into artist management, leveraging quality content to build engagement between product brands and customers. Artist management helps create a higher engagement between target groups and artists such as BNK48, CGM48, and LYRA through activities and various content, including concerts, music albums and movies. Note that the Company's revenue from artist management is derived mainly from 3 channels per the following

- 1) Merchandising & Events
- 2) Sponsorship & Endorsement
- 3) Contents & Multichannel

The Company regarded artist management as a high-potential business that delivers revenue and increases utilization rate to a higher level by employing out-of-home media the Company owns. In addition, technology, innovation, and quality content help enhance engagement between target groups and artists.





## Online Business

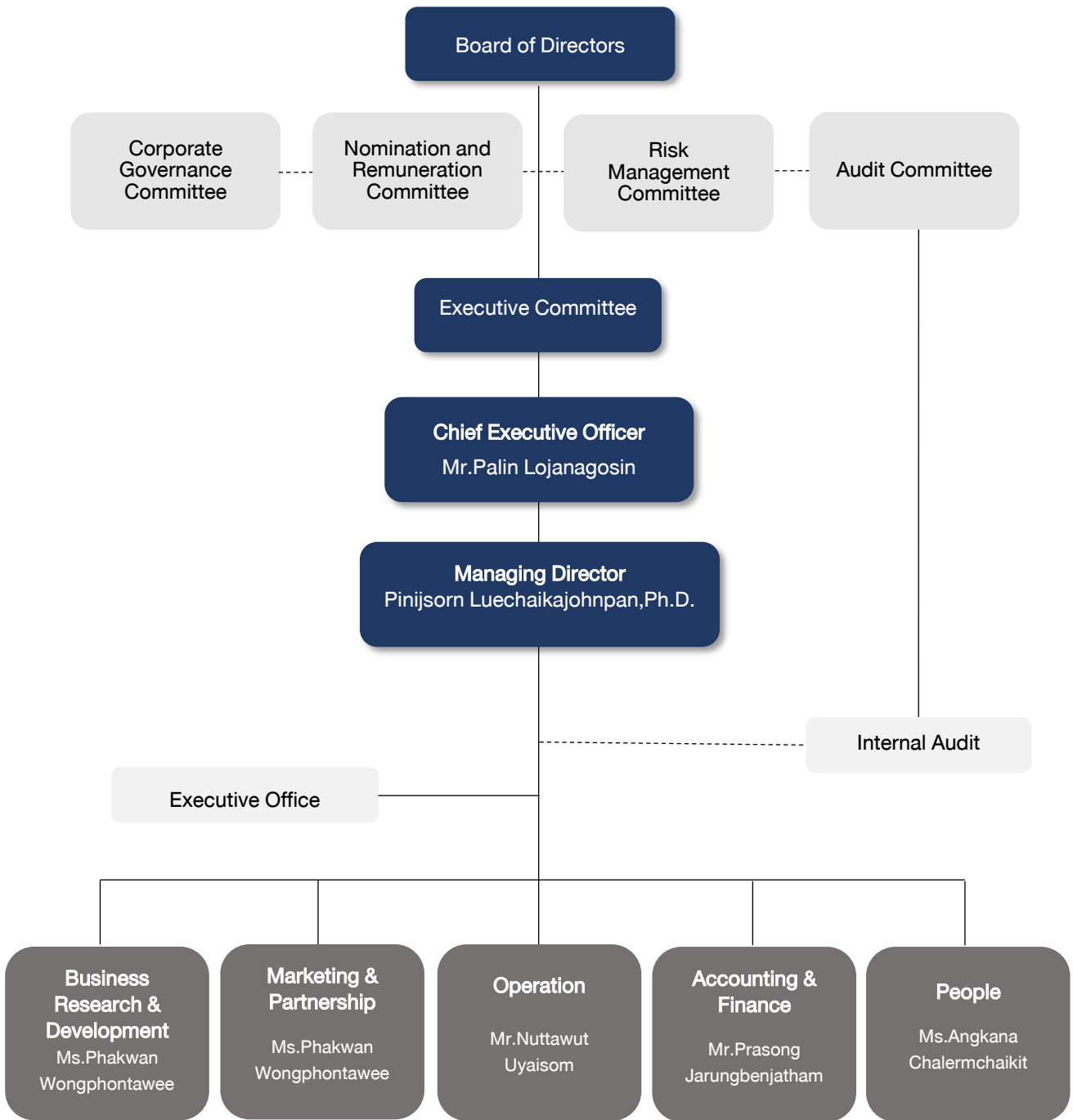
Online media undoubtedly have strong growth potential as they play increasing roles in people's lives thanks to smartphone prevalence, as it is the primary communication device for everyday lives. For example, people can go online and log in to their online banking via smartphones and send information or documents via email through this channel. Therefore, online media are considered an alternative media format that allows instant adjustments in content to cater to an extensive consumer base of all ages, genders and locations. This is why more and more people are choosing online media thanks to their functionalities that satisfy brand owners, including measurability and integration with consumers' lives.

Changing consumer behaviour led to increasing internet roles in our day-to-day lives and changes in consumer perception of media. To meet consumer demand for online media, the Company enhanced its strength in services for public buses through collaboration with Via Group (Thailand) Co., Ltd. to develop an application "ViaBus" to navigate and track locations of public buses accurately in real-time to solve problems and help over 4 million bus riders in Bangkok plan their travels every day.

Besides, the Company launched a service package, "Geofence", that combines out-of-home media and online media to serve the needs of modern consumers to communicate effectively in depth and breadth.

Lastly, the Company established a joint venture with Main stand Creator (Thailand) Company Limited to operate a business related to online sports media, including content distribution on sports, athletes and related content around sports and fitness to promote information further, news and content of the Company's sports business in the future.

## ORGANIZATION CHART



## AWARDS AND ACHIEVEMENTS

### Best Investor Relations Awards



PLANB was granted “**Best Investor Relation Awards**” from SET AWARDS 2022, organized by the Stock Exchange of Thailand (SET) and Banking and Financial Journal, for the second consecutive year



Thaipat Institute awarded Plan B Media Public Company Limited the **Sustainability Disclosure Award** in 2022



- **Member of the MSCI index**

The Company is included as part of the MSCI Index: MSCI Small Cap by Morgan Stanley Capital International (MSCI) Index from 2015 – 2022.



- **Selected as a listed company to be a part of SET100 from 2015-2022**



- **One of the companies listed on the Stock Exchange of Thailand with sustainable performance**

PLANB was selected by the Stock Exchange of Thailand to be 1 of 170 companies listed in the stock exchange to be considered a sustainable business the performance or sustainable stock for 2022. This reflects PLANB's commitment to sustainably undertaking its business under a good corporate governance policy covering



- **The Company received the 2022 Excellent CG Scoring Award for six consecutive years**  
PLANB received an “Excellent” CG scoring in 2022 for six consecutive years from 2017–2022 from the Thai Institute of Directors



- **Member of Thailand’s Private Sector Collective Action Coalition Against Corruption (CAC)**  
PLANB became a member of Thailand’s Private Sector Collective Action Coalition Against Corruption (CAC) from 2019–2022



- **100 out of 100 points for the 2020 Annual General Meeting (AGM) for six consecutive years**  
An assessment score of 100 out of 100 points for the 2022 Annual General Meeting (AGM) Quality Evaluation Program from the Thai Investors Association in 2017–2022

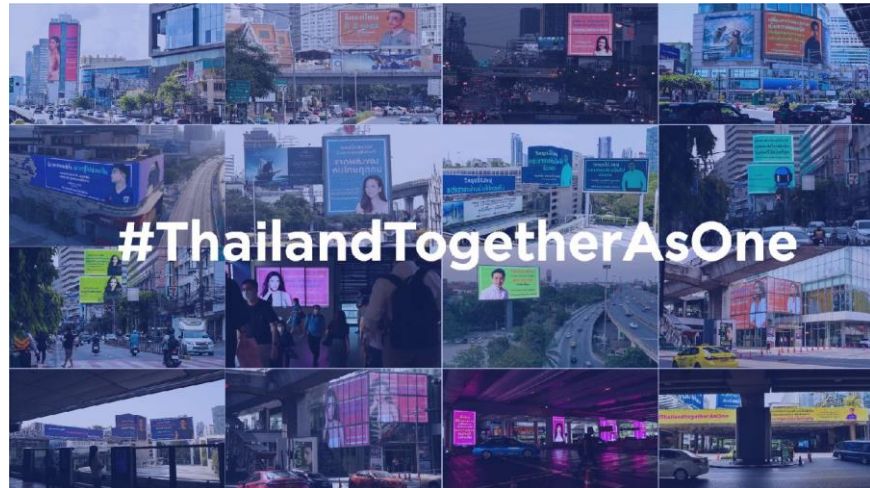


## CORPORATE SOCIAL RESPONSIBILITY: CSR



### "Thailand Together As One" Project

The project aimed to deliver messages to more than 700 of the Company's digital screens via 16 media channels around Thailand to encourage Thai people to join forces to overcome the crisis together. Many celebrities delivered messages to send moral support to medical and non-medical personnel to go through this crisis together.



### "Smile Bag" Project

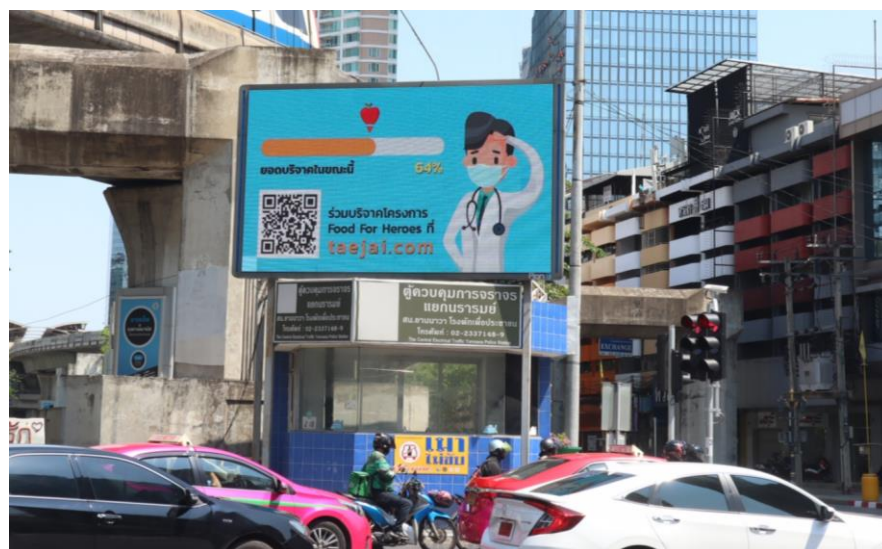
The project aimed to deliver messages to more than 700 of the Company's digital screens via 16 media channels around Thailand to encourage Thai people to join forces to overcome the crisis together. Many celebrities delivered messages to send moral support to medical and non-medical personnel to go through this crisis together.





### "Food for Heroes" Project

The Company provided media space to help publicize the Food for Heroes project or one box of moral support to help Thai doctors and nurses fight the COVID-19 pandemic by delivering good quality food to hospital personnel who fought the disease for Thai people.



### Dissemination of Public Interest News

The Company provided its advertising space to publicize public interest news during the COVID-19 epidemic, such as reporting updates on infection situations. This was to help educate Thai people to prepare for the coming spread of the virus. Besides, in cooperating with the Thai Red Cross, the Company posted invitations to the public to promote blood donation during the pandemic when the Thai Red Cross had a blood deficiency crisis in hospitals nationwide.

### "63 baht to fight COVID-19, B.E.63" Project

Plan B Media Company Limited, in collaboration with the Thai Red Cross gave its advertising media space for publicizing public interest news to invite Thai people to donate THB 63 to help others during the pandemic. In addition, the donated money was spent to give a bag of necessities and freshly-cooked food from the mobile kitchen to the Thai Red Cross to help those affected by the spread of the COVID-19 virus.



### "AirAsia Fly to Dream Football Clinic 2020" Project

This project aimed to offer introductory football training for youth who lack the opportunity to learn football skills from a coach of the Thai national team, "Isara Sritaro" (AFC Pro License), a coaching supervisor. The project also gave soccer balls and special scholarships to 30 youths 12-16 years old at Baan Khon Yoong School, Udon Thani province. In addition, the Company donated all the funds raised from the auction of the "Match Worn" football shirt owned by "Sarach Yooyen" – a Thai national football team player from BG Pathum United Club to "Baan Udon Thani", a foster home offering welfare protection for boys and girls in Udon Thani province.



**The Company has become one of the public relations channels for blood donation invitations for the Thai Red Cross Society**

The Thai Red Cross Society has invited the Company to find and encourage people to donate blood for the Thai Red Cross Society, which was endorsed by Her Royal Highness Princess Maha Chakri Sirindhorn for 2 years from 15 October 2021 onward. This was after the Company had publicized and invited Thai people to donate blood at the National Blood Center and Thai Red Cross Society through the Company's out-of-home media, resulting in a significant increase in blood donation.



**"Fight Forest Fires...Save Lives" Project**

Due to the smog crisis, Thailand's worst forest fires have caused damage to our forests, wildlife, and public health. Therefore, the Company has shared its media space on to taejai.com website as a channel to promote and offer opportunities for people in the society to donate firefighting equipment to the forest rangers across Thailand to help wildlife and send moral support to the forest rangers in performing their duties to conserve natural resources and environment for Thai people and Thailand.





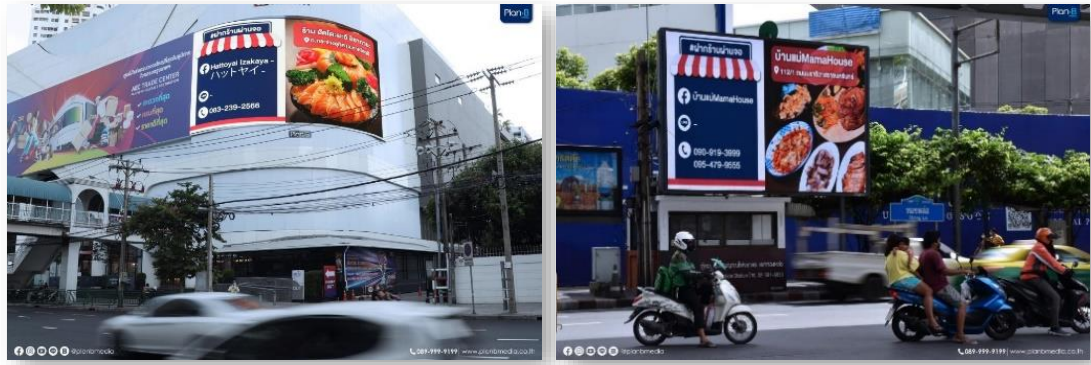
### Adopt A Granny (Pan Sook Phu Soong Wai) Project

The Company has shared its media space as a channel to promote donations to more than 500 elderly and poor people in Chiang Mai and Lampang by providing them with nutritious food, proper clothing, and medicine.



### "Phak Ran Parn Jor" (Shop Promotion Through Screens) Project

The Company shared media spaces to help promote SMEs in restaurant, beverage and bakery businesses impacted by the closure and no dine-in policy in the maximum control zones under Shop Promotion Through Screens during the COVID-19 situation (Bangkok, Nakhon Pathom, Nonthaburi, Narathiwat, Pathum Thani, Pattani, Yala, Songkhla, Samut Prakarn, Samut Sakorn). In addition, the Company helped promote SME restaurants on its 250 screens across the country from 12 July to 12 August 2022 free of charge.



### Donation of 30,000 sets of rice and survival kits

The Company teamed up with business suppliers and volunteers to initiate small but powerful social projects to alleviate difficulties and offer benefits to society during the COVID-19 crisis by distributing the rice and survival kits of more than 30,000 sets to various communities across Bangkok as a part to send moral support to Thai people to thrive through the COVID-19 crisis together.



### Ran Yim Dai...Rao Gor Yim Duay X Phak Ran Parn Jor" (They Smile...We Smile X Shop Promotion Through Screens) Project

The Company and our alliance "World Gas" jointly run a project called "Ran Yim Dai...Rao Gor Yim Duay" (They Smile...We Smile) to provide gas tanks from World Gas free of charge to vendors who were affected by the COVID-19 outbreak as well as helping them promote their restaurants via the Company's advertising screens.





### The Company has become one of the public relations channels for blood donation invitations for the Thai Red Cross Society

The Thai Red Cross Society has invited the Company to find and encourage people to donate blood for the Thai Red Cross Society, which was endorsed by Her Royal Highness Princess Maha Chakri Sirindhorn for 2 years from 15 October 2021 onward. This was after the Company had publicized and invited Thai people to donate blood at the National Blood Center and Thai Red Cross Society through the Company's out-of-home media, resulting in a significant increase in blood donation.



2022

### Initiative Blue Day: Pai Tor Kwam Suk Project

Initiative Thailand, led by its CEO - Dr. Sora Kaitkanarat, and BPN Thailand, together with employees and business suppliers such as Plan B Media, PINN SHOP and Mr. Piphat "Top" Apiruktanakorn organized the Initiative Blue Day to help society and the environment at Fuengfa Pattana community by upcycling unused billboards for renovating homes as well as running workshops on making bags from vinyl billboards to generate additional revenue to the community. All activities aimed to improve the community's living conditions, bringing creativity to the community to create job opportunities for residents. The most crucial factor is to generate a stable income from the upcycle of discarded billboards that promote environmental sustainability aligned with the Company's mission.



### “Rabbit Crossing” Project

The "Rabbit Crossing" campaign aims to promote road safety, launched by friends of Dr. Kratai (Rabbit) or the late doctor – Ms. Waraluck Supawatjariyakul. This social group aims to raise awareness and launch a campaign about using pedestrian crossings for all road users to understand the importance of stopping pedestrians from crossing and ensure that every road user realizes this must be strictly followed. The Company supports the project by providing advertising space on digital screens throughout Bangkok to promote public awareness of accidents that occur at pedestrian crossings.



**SUSTAINABLE  
DEVELOPMENT  
AT PLANB**

## ABOUT THIS SUSTAINABILITY REPORT

Plan B Media Public Company Limited and its subsidiaries (the "Company") have prepared their first Sustainability Report this year to make this report an official channel for reporting to all stakeholders about our operational activities under the policy and strategic policy framework for sustainable development. This report will cover economic, social, and environmental dimensions and corporate governance between 1 January – 31 December 2022

This Sustainability Report follows the GRI Sustainability Reporting Standards (GRI Standards) at the Core Options level, in which a total of 8 material sustainability issues were assessed in terms of sustainability, the results of which cover the business operations of companies in Thailand and its subsidiaries that Plan B holds shares of more than 50 percent for more than 2 years and has the power to control operations.

The Company's Corporate Governance Committee endorses the economic, social, and environmental performance indicators disclosed in this Sustainability Report.

PLANB values all stakeholders' perspectives, which will promote long-term development between the Company and our stakeholders. If you have any suggestions, comments, or questions, please contact:



**Investor Relations and Sustainability Management Department**

Plan B Media Public Company Limited  
1700 Plan B Tower New Petchburi Road  
Makkasan, Ratchathewi, Bangkok 10400  
Tel: +662 530 8053  
E-mail: [irplanb@planbmedia.co.th](mailto:irplanb@planbmedia.co.th)



## SUSTAINABILITY POLICY

The Company is determined to operate business sustainably according to national and international frameworks. Also, Plan B adheres to creating value continuously in all dimensions for customers and stakeholders by paying attention to every step of doing business, from delivering quality services to customers to taking care of the overall value for all stakeholders sustainably.

In addition, Plan B commits to conducting business to enhance corporate value, strengthen business growth, and create innovations that will lead to the ultimate goal of building sustainability in the organization for the long-term benefit of stakeholders throughout the value chain. Finally, plan B commits to conducting business with social responsibility and good governance principles leading to the continuous improvement of the economy and environment.

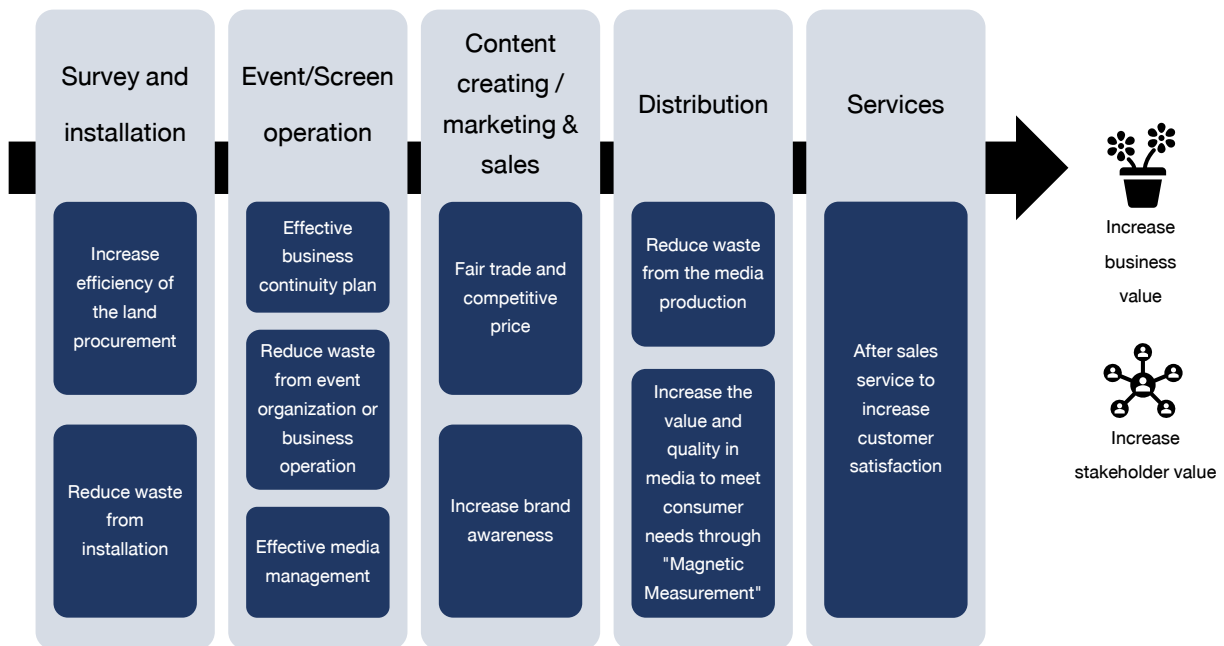
The Company is strongly committed to growing its business through sustainable development, in line with the SDGs or Sustainable Development Goals by the United Nations. The Company strongly believes sustainable business operations are not just about long-term business presence. However, it is about running businesses with a strong foundation ready to grow together with society and the environment. For example, suppose the Company operates well on a strong foundation that considers stakeholders' mutual benefits. In that case, the Company will be able to deliver good products and services and create value for society. The Company has communicated its concept of sustainable development to all stakeholders to ensure they realize and understand the importance of such matters. This will lead to cooperation among parties to drive the operations of all companies in the group based on sustainability management under international standards.

In 2021-2022, the Company has been listed in SET's Thailand Sustainability Investment (THSI) Index by the Stock Exchange of Thailand (SET) for two consecutive years. The key considerations are the commitment to sustainable and responsible business operations aligned with the Environmental, Social, and Governance (ESG) principles. This demonstrates the Company's strong determination and commitment to develop and operate its business, focusing on sustainability rather than business interests alone.

## PLAN B VALUE CHAIN

The Company engages in diversified business in the business value chain from upstream to downstream. The Company places importance on the start of every process, from searching for locations to installing advertising billboards or to, organizing various events or managing displays and creating content to be used in the advertisement, conducting sales and marketing, distributing its media across the country for the areas the Company has ownership or leases, to servicing clients who want to purchase the Company’s media spaces for advertising.

The Company intends to enhance efficiency in sourcing and selecting locations for its advertising media and managing the media to attain the highest quality while reducing waste from media installation to minimize the environmental footprint to the surrounding areas. In addition, the Company has set targets on its market image management to be recognizable for customers underpricing that is proper, accurate, fair, and competitive while adding value and promoting the quality of its advertising media to address customer needs. This can be done by developing media measurements for users and after-sales services to maintain and enhance customer satisfaction.



Furthermore, the Company adheres to transparent and fair supply chain management concerning business ethics, human rights, safety for all stakeholders, and economic, social and environmental impacts from its business operations. The Company has issued a supplier treatment policy in the Corporate Governance and the Code of Conduct manual as employee guidelines. Additionally, the Code of Conduct for Suppliers was prepared with content covering all ESG dimensions for suppliers to apply guidelines for doing business with the Company. Furthermore, a policy on human rights was officially announced as a

framework for all suppliers to conform to human rights principles incorporated in procurement processes. The Company also put guidelines for regular supplier audits to assess possible impacts on human rights and implement measures to alleviate damage in case of human rights violations in the procurement process.

Besides, the Company undertakes risk assurance in its supply chain management process as summarized below:

- **Screening and Selection** All suppliers must sign to acknowledge the Code of Conduct for Suppliers in the procurement, purchasing and hiring processes and provide related business activity information that may incur ESG risks. Nevertheless, in case a supplier has a business activity with potential impacts according to ESG principles, the supplier must conduct a self-assessment that inquires about the performance on quality of products and services related to corporate governance and social and environmental aspects to be able to identify and classify risk and formulate plans to manage before formally informing the Company so that the Company is well-informed to be able to select suppliers properly.
- **Monitoring and Assessment** All suppliers who have a business with the Company for a while will be evaluated for their performance which can be categorized into product quality assurance and sustainability or EGS assessment to ensure that suppliers meet sustainability standards and selection criteria to become the Company's suppliers. The Company truly believes that sustainable supply chain management is critical to making good business partners in the future. Thus, the Company is committed to collaboration on sustainable business development with suppliers by organizing knowledge training on safety for new suppliers involved in project work and media installation or suppliers with regular safety risks.

In addition to the value chain mentioned above, the Company also focuses on the following:

1. **Investment:** The beginning of business sustainability starts with the potential land and location acquisition process for the out-of-home screens, including capital for project development, to enhance our business to innovate in out-of-home.
2. **Project Development:** Collaborate with alliances and business partners to create out-of-home media to meet consumer needs.
3. **Construction:** Increase eco-efficiency in operations with environmentally friendly processes, such as using LED bulbs to reduce greenhouse gas emissions.
4. **Asset Management:** Enhance service and customer relationship management to deliver stakeholders the best experience and sustainability value.

|                     | Stakeholders  | Value creation   |
|---------------------|---|--|
| Investment          | <ul style="list-style-type: none"> <li>● Employee</li> <li>● Regulator &amp; Government</li> <li>● Shareholder &amp; Investor</li> <li>● Community</li> <li>● Press &amp; Media</li> </ul>  | <ul style="list-style-type: none"> <li>● Good corporate governance</li> <li>● Long-term trust and confidence with PLANB</li> <li>● Employee capability development</li> </ul>  |
| Project Development | <ul style="list-style-type: none"> <li>● Employee</li> <li>● Vendor &amp; Supplier</li> <li>● Community</li> </ul>  | <ul style="list-style-type: none"> <li>● The positive relationship between PLANB and supplier</li> <li>● Supplier capability development</li> </ul>  |
| Construction        | <ul style="list-style-type: none"> <li>● Employee</li> <li>● Vendor &amp; Supplier</li> <li>● Customer</li> <li>● Community</li> <li>● Tenant</li> <li>● Regulator &amp; Government</li> </ul>  | <ul style="list-style-type: none"> <li>● Quality products and service as expected</li> <li>● Environmental benefit from green building initiative</li> <li>● Better life quality of people in the community</li> </ul> |
| Asset Management    | <ul style="list-style-type: none"> <li>● Employee</li> <li>● Vendor &amp; Supplier</li> <li>● Customer</li> <li>● Community</li> <li>● Tenant</li> <li>● Shareholder &amp; Investor</li> <li>● Regulator &amp; Government</li> <li>● Press &amp; Media</li> </ul> | <ul style="list-style-type: none"> <li>● The positive relationship with all stakeholders</li> <li>● Good corporate governance</li> <li>● Tangible value-creation projects</li> <li>● Better quality of life</li> </ul> |

The Company is confident that sustainable supply chain management is an important part of building good business alliances in the future. The Company, therefore, focuses on cooperation in sustainable business development with integrated integration by organizing training sessions to educate new partners on safety knowledge related to project work and installation of advertising media or partners that may regularly pose security risks.



## STAKEHOLDER ENGAGEMENT

(GRI 2-12, 2-29)

The Company considers its role and gives importance to all internal and external stakeholders. Therefore, it will ensure proper, equal and fair treatment and support comprehensive participatory operations to lead to a good relationship, build confidence and create shared value among stakeholders, which is critical to the organisation's sustainable development and long-term success.

| Stakeholders               | Issues of interest  | Action and response  | Communication and engagement channel   | Value creation  |
|----------------------------|---|--|--|---|
| Shareholders and investors | <ul style="list-style-type: none"> <li>Business ethics and transparency</li> <li>Business operating performance and competitiveness</li> <li>Directions of business growth and future directions</li> <li>Information disclosure</li> </ul> | <ul style="list-style-type: none"> <li>Strictly comply with the Code of Conduct and policies imposed by the Company</li> <li>Conduct business in compliance with applicable laws and rules.</li> <li>Strictly fulfil creditor conditions</li> <li>Disclose information with transparency and timeliness</li> <li>Open for suggestions and voices of shareholders and investors</li> <li>Assign responsible units to</li> </ul> | <ul style="list-style-type: none"> <li>Annual General Meeting of shareholders</li> <li>Company visits</li> <li>Shareholder satisfaction survey</li> <li>Annual report</li> <li>The Company's website</li> <li>Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>Driving the organization towards sustainability</li> <li>Operate business with transparency and accountability, including good and efficient corporate governance</li> <li>Operate a business with a growing and sustainable performance.</li> <li>Disclose performance information regularly</li> <li>Consider the rights of shareholders and treat them equally</li> </ul> |

| Stakeholders | Issues of interest   | Action and response   | Communication and engagement channel  | Value creation  |
|--------------|--|---|---|---|
|              |  | coordinate with shareholders and investors  |   |   |
| Employees    | <ul style="list-style-type: none"> <li>● Career advancement</li> <li>● Training for skill development</li> <li>● Compensation, welfare, and other benefits</li> <li>● Occupation health and safety</li> <li>● Transparency, respect for human rights principles and equitable treatment</li> </ul> | <ul style="list-style-type: none"> <li>● Organize required training for continuous development</li> <li>● Provide proper employee programs to retain talent and capable employees</li> <li>● Ensure fair compensation and benefits for employees</li> <li>● Comply with Thai labour laws</li> <li>● Treat employees with respect according to human rights principles</li> <li>● Provide channels for employees to file complaints, share opinions or whistleblowing</li> </ul> | <ul style="list-style-type: none"> <li>● Conversations , team meetings</li> <li>● Meeting of all employees by top executives of the functions and/or the Company</li> <li>● Intranet</li> <li>● Employee engagement survey</li> <li>● The Company's website</li> <li>● Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>● Employees received the proper training to progress in their careers</li> <li>● Continuous capability development</li> <li>● Career stability and advancement</li> <li>● Assessment of occupation health and safety and work environment</li> <li>● Whistleblowing mechanism</li> </ul> |

| Stakeholders | Issues of interest   | Action and response   | Communication and engagement channel   | Value creation  |
|--------------|--|---|--|---|
| Customers    |  | <ul style="list-style-type: none"> <li>Define the organization's core values</li> </ul>   |  |   |
|              | <ul style="list-style-type: none"> <li>Fair treatment</li> <li>Environmental protection</li> <li>Locations of advertising billboards</li> <li>Product development innovation</li> <li>Personal data security and privacy</li> <li>Resource conservation</li> </ul> | <ul style="list-style-type: none"> <li>Conduct business in strict compliance with applicable law</li> <li>Introduce products and services that address customer needs at reasonable prices</li> <li>Assign responsible units to accept opinions, suggestions, or customer complaints</li> <li>Procure raw materials from sustainable sources</li> <li>Initiate environmental conservation methods</li> <li>Strictly observe the Code of Conduct and policies</li> </ul> | <ul style="list-style-type: none"> <li>Complaint Center</li> <li>Customer satisfaction survey</li> <li>Building relationships with customers, such as organizing activities to strengthen relationships together, etc</li> <li>Receiving complaints, suggestions, and opinions through complaints channels</li> <li>Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>The credibility of media or products</li> <li>Offer quality products that meet customer expectations at fair and reasonable prices</li> <li>Provide accurate and sufficient information for customers to make decisions</li> <li>Continuously develop the quality and form of products and services</li> </ul> |



| Stakeholders | Issues of interest  | Action and response  | Communication and engagement channel  | Value creation   |
|--------------|---|--|---|--|
|              |   | imposed by the Company   |   |  |
| Suppliers    | <ul style="list-style-type: none"> <li>Business ethics, transparency, and equality</li> <li>Future business direction and business growth</li> <li>Capability enhancement of suppliers</li> </ul> | <ul style="list-style-type: none"> <li>Establish the Code of Conduct for Suppliers to set standards</li> <li>Develop projects that suppliers partner with the Company</li> <li>Assign units to be responsible for communication with suppliers in various matters, including directly related issues</li> <li>Treat all suppliers equally and fairly according to the Code of Conduct</li> </ul> | <ul style="list-style-type: none"> <li>Developing media user metrics with partners</li> <li>Continuously improving the quality of media with partners</li> <li>Supplier Selection and Evaluation Process</li> <li>Meetings with suppliers</li> <li>Annual report</li> <li>The Company's website</li> <li>Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>Knowledge of technology and innovation</li> <li>Procurement is transparency and can be checked</li> <li>Comply with the terms of the contract</li> <li>Positive relationships between suppliers and the Company</li> <li>Trust and long-term relationship with the Company</li> <li>Quality products and services for other stakeholders</li> </ul> |
| Communities  | <ul style="list-style-type: none"> <li>Impacts on communities and society from business operations</li> <li>Promotion of the quality of life of</li> </ul>  | <ul style="list-style-type: none"> <li>Conduct business with attention and care to prevent impacts on communities</li> </ul>   | <ul style="list-style-type: none"> <li>Field visits</li> <li>Activities that promote social responsibility</li> <li>Environmental activities</li> </ul>   | <ul style="list-style-type: none"> <li>Minimize impacts from business conduct on communities and the environment</li> <li>A positive relationship between</li> </ul>   |

| Stakeholders                          | Issues of interest  | Action and response   | Communication and engagement channel  | Value creation   |
|---------------------------------------|---|---|---|--|
|                                       | <p>communities such as income, employment, education, and health</p> <ul style="list-style-type: none"> <li>● Conduct business in compliance with laws and rules</li> <li>● Protect human rights</li> </ul> | <p>and the environment</p> <ul style="list-style-type: none"> <li>● Strictly comply with applicable law</li> <li>● Communicate information related to communities in an accurate and timely manner</li> <li>● Initiate environmental conservation projects</li> <li>● Initiate social projects</li> </ul> | <ul style="list-style-type: none"> <li>● Community satisfaction survey</li> <li>● Annual report</li> <li>● The Company's website</li> <li>● Whistleblowing channels</li> </ul>  | <p>communities and the Company</p> <ul style="list-style-type: none"> <li>● Tangible value-creation projects</li> <li>● Better quality of life</li> </ul>                                  |
| Leases                                | <ul style="list-style-type: none"> <li>● Fair treatment</li> <li>● Environmental protection</li> <li>● Locations of advertising billboards</li> </ul>   | <ul style="list-style-type: none"> <li>● Conduct business in compliance with applicable law</li> </ul>  | <ul style="list-style-type: none"> <li>● Relationship building with lessees</li> <li>● Annual satisfaction survey</li> <li>● Annual report</li> <li>● The Company's website</li> <li>● Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>● Trust and confidence in the Company in the long run</li> <li>● Positive relationships between lessees and the Company</li> </ul>                  |
| Regulatory authorities and government | <ul style="list-style-type: none"> <li>● Business ethics</li> <li>● Compliance with applicable laws and rules</li> <li>● Transparency and</li> </ul>  | <ul style="list-style-type: none"> <li>● Conduct business with attention and care, and respect for applicable law</li> <li>● Disclose information</li> </ul>  | <ul style="list-style-type: none"> <li>● Meetings and visits on different occasions</li> <li>● Participation in government networks</li> <li>● Annual report</li> </ul>   | <ul style="list-style-type: none"> <li>● Compliance with relevant laws and regulations</li> <li>● Transparency in bidding/concessions</li> <li>● Being an example of conducting</li> </ul> |

| Stakeholders                 | Issues of interest   | Action and response  | Communication and engagement channel   | Value creation  |
|------------------------------|--|--|--|---|
|                              | <p>information disclosure</p> <ul style="list-style-type: none"> <li>● Collaboration with the government sector to enforce policies and to be a role model for other businesses</li> <li>● Social and environmental protection</li> </ul>  | <p>with transparency</p> <ul style="list-style-type: none"> <li>● Collaborate and support business activities that generate benefits for the real estate business and the Company</li> <li>● Initiate long-term projects to mitigate impacts and improve quality related to society and the environment</li> </ul> | <ul style="list-style-type: none"> <li>● The Company's website</li> <li>● Whistleblowing channels</li> </ul>   | <p>business with responsibility</p> <ul style="list-style-type: none"> <li>● The credibility of the media</li> <li>● Transparent and verifiable, including good and efficient corporate governance</li> </ul> |
| <p>Industry associations</p> | <ul style="list-style-type: none"> <li>● Business ethics</li> <li>● Compliance with applicable laws and rules</li> <li>● Transparency and information disclosure</li> <li>● Collaboration with industry associations to be a role model for other businesses</li> <li>● Social and environmental protection</li> </ul> | <ul style="list-style-type: none"> <li>● Conduct business with attention and care, and respect for applicable law</li> <li>● Disclose information with transparency</li> <li>● Collaborate and support business activities that generate benefits for the real estate business and the Company</li> </ul>          | <ul style="list-style-type: none"> <li>● Participation in industry associations with shared objectives</li> <li>● Annual report</li> <li>● The Company's website</li> <li>● Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>● Good corporate governance</li> <li>● Positive relationships between industry associations and the Company</li> </ul>   |

| Stakeholders | Issues of interest   | Action and response   | Communication and engagement channel  | Value creation   |
|--------------|--|---|---|--|
|              |  | <ul style="list-style-type: none"> <li>Initiate long-term projects to mitigate impacts and improve quality related to society and the environment</li> </ul>  |   |  |
| Media        | <ul style="list-style-type: none"> <li>Transparency and information disclosure</li> <li>Business directions</li> <li>Data security and personal data protection</li> </ul> | <ul style="list-style-type: none"> <li>Assign responsible units to build a relationship with mass media</li> <li>Communicate and disclose information promptly</li> <li>Provide opportunities for mass media to share opinions</li> <li>Follow global trends to set future business directions and plans</li> </ul> | <ul style="list-style-type: none"> <li>Communication formats and channels</li> <li>Support and engagement of mass media activities</li> <li>Press releases and interviews through the media</li> <li>Annual report</li> <li>The Company's website</li> <li>Whistleblowing channels</li> </ul> | <ul style="list-style-type: none"> <li>A positive relationship between mass media and the Company</li> <li>Useful and up-to-date information based on facts</li> </ul> |



## MATERIALITY ASSESSMENT

(GRI 3-1, 3-2)

There are a number of material sustainability issues related to the Company's business. In this regard, this Sustainability Report only reports on sustainability issues that significantly affect the Company in terms of economy, society, and environment to support the decision-making of key stakeholders.



### Identification of Material Sustainability issues

The Company has gathered various sustainability issues related to the Company's business and stakeholders and adopted multiple factors covering economic, social, and environmental dimensions to identify material sustainability issues, including Global Reporting Initiative: GRI, global trends, Sustainable Development Goals: SDGs and other important issues in the same industry or related industries.



### Prioritization

The Company screens the issues compiled by our consultant with expertise in sustainability reporting. Next, the Company prioritizes each issue by surveying the opinions and expectations of both internal and external stakeholders and reviews other important issues from the same industry or related industries.



### Verification

The Company presents the results of prioritization to the Executive Committee to verify the accuracy of the prioritization results under consideration of (1) stakeholders' assessment and decision, (2) economic, social and environmental impacts, and (3) consistency with the context and strategy of the Company. In addition, the Company welcomes feedback from employees, customers, and business suppliers through in-depth interviews to ensure the accuracy of the prioritization of material sustainability issues.



### Support of the Sustainable

The Company is committed to being a part of promoting the Sustainable Development Goals of the United Nations. This Sustainability Report has details of key activities related to Sustainable Development with linkages to material issues.



### Continuous Review and Improvement

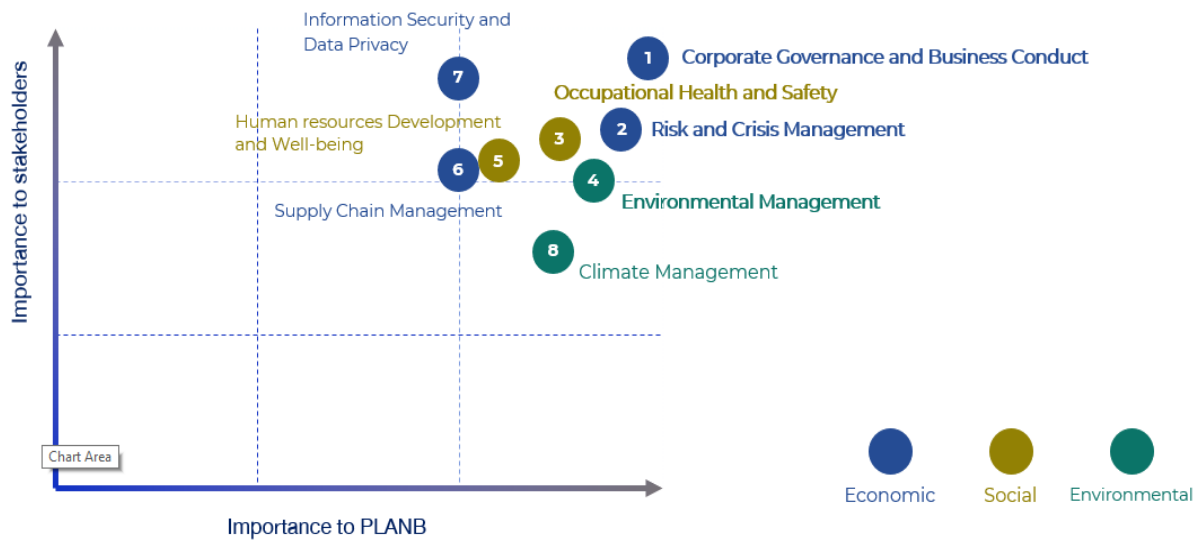
The Company monitors, reviews and discloses the prioritization of material sustainability issues, along with the information in the sustainability report, on an ongoing basis.

## MATERIALITY MATRIX

The materiality assessment clarified in the previous section resulted in the Materiality Matrix, which displays PLANB material issues' importance based on what is critical to stakeholders and essential to PLANB, simultaneously revealing the material issue's significance.





In pursuing corporate sustainability agenda, PLANB has positioned corporate governance and code of conduct as a foundation to operate, climate change as the essence of long-term sustainability, and risk management to safeguard PLANB's resilience. The other issues are captured to strengthen PLANB's abilities and deliver value creation to stakeholders in its entire value chain.

### Materiality Matrix for PLAN B in 2022-2026











## SUSTAINABILITY MATERIAL ISSUES


Plan B is committed to conducting business to create corporate value, strengthen business growth, and promote innovations to build corporate sustainability for the long-term benefit of stakeholders throughout the value chain. In addition, Plan B gives importance to running a business with social responsibility and Management according to good governance principles that will result in continuous economic growth and environmental care. In this regard, the Company's long-term sustainability goals for 5 years and the goals for 2022 are as follows:

|                                   | Sustainability Material Issues            | 5-year Long-Term Sustainability Target (2022-2026)   | 2023 Targets   | SDGs   | GRI Framework   |
|-----------------------------------|---|--|--|--|---|
| Governance and Economic Dimension | Corporate Governance and Business Conduct | <ul style="list-style-type: none"> <li>- All the Company's employees, including those of the main subsidiaries, attend business ethics training sessions</li> <li>- No significant warnings or audits from regulators</li> <li>- The result of the corporate governance assessment is marked as "Excellent"</li> </ul> | <ul style="list-style-type: none"> <li>- All the Company's employees, including those of the main subsidiaries, attend business ethics training sessions</li> <li>- No significant warnings or audits from regulators</li> <li>- The result of the corporate governance assessment is marked as "Excellent"</li> </ul> | <br>  | GRI 2-9<br>GRI 2-10<br>GRI 2-11<br>GRI 2-12<br>GRI 2-13<br>GRI 2-17<br>GRI 2-25<br>GRI 3-3<br>GRI 205-1<br>GRI 205-2<br>GRI 205-3 |
|                                   | Risk and Crisis Management                | <ul style="list-style-type: none"> <li>- Risk management is carried out in accordance with the COSMO-ERM2017 framework</li> </ul>  | <ul style="list-style-type: none"> <li>- Risk management training is provided for employees throughout the Company to create a corporate culture</li> </ul>  |   | GRI 2-12<br>GRI 2-25<br>GRI 2-26<br>GRI 207-2<br>GRI 403-2  |
|                                   | Supply Chain Management                   | <ul style="list-style-type: none"> <li>- 100% of the Company's suppliers sign an acknowledgement of the Supplier Code of Conduct addressing</li> </ul>   | <ul style="list-style-type: none"> <li>- 100% of suppliers are assessed for economic, social and environmental risks</li> </ul>  | <br> | GRI 414-1<br>GRI 414-2  |



|         | Sustainability Material Issues             | 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets  | SDGs  | GRI Framework  |
|---------|--|---|---|---|--|
|         |  | operational issues covering economic, social and environmental dimensions   |   |   |  |
|         | Information Security and Data Privacy      | <ul style="list-style-type: none"> <li>- No complaints from government agencies, clients, or other relevant parties about the wrongful use of personal information are present</li> <li>- No breach of information security or other cybersecurity incidents</li> </ul> | <ul style="list-style-type: none"> <li>- No complaints from government agencies, clients, or other relevant parties about the wrongful use of personal information are present</li> <li>- No breach of information security or other cybersecurity incidents</li> </ul> |     | GRI 3-3<br>GRI 418-1   |
| บุคคลิก | Occupational Health and Safety             | <ul style="list-style-type: none"> <li>- 100% of the Company's operational employees and suppliers receive training in accordance with safety</li> <li>- Zero accident</li> </ul>   | <ul style="list-style-type: none"> <li>- Policies, procedures, and safety training are developed for the Company's employees</li> <li>- Zero accident</li> </ul>  |    | GRI 403-1<br>GRI 403-2<br>GRI 403-3<br>GRI 403-6<br>GRI 403-7<br>GRI 403-8 |
|         | Human Resources Development and Well-being | <ul style="list-style-type: none"> <li>- Employee engagement rate with the organization is not less than 90%</li> <li>- Zero accident</li> </ul>  | <ul style="list-style-type: none"> <li>- Employee engagement rate with the organization is not less than 80%</li> <li>- Zero accident</li> </ul>  |     | GRI 401-1<br>GRI 401-2<br>GRI 403-3<br>GRI 404-1<br>GRI 404-2              |

|                         | Sustainability Material Issues | 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | SDGs  | GRI Framework                                    |
|-------------------------|--------------------------------|---|--|---|--|
| Environmental Dimension | Environmental Management       | <ul style="list-style-type: none"> <li>- To formulate a policy to increase efficiency in energy consumption. The Company has set a goal to reduce electricity consumption per unit area by 20% by 2031 compared to the base year of 2021.</li> <li>- To manage resources used to produce advertising media for maximum benefits by recycling the leftover vinyl or the vinyl billboard after the end of the customer's contract as well as stickers used as advertising media on air-conditioned buses. The Company will manage to re-design and improve those used resources to increase benefits by 10 percent per year.</li> </ul> | <ul style="list-style-type: none"> <li>- The Company is committed to efficiently managing electricity consumption, including using electricity in common areas and air conditioning systems. The Company sets a goal to reduce energy consumption by 5% in 2023 compared to 2022 through various measures to reduce energy consumption and improve energy efficiency</li> <li>- The Company changed all billboard lighting systems from fluorescent tubes to LED tubes by 100% by 2023 to save energy and reduce carbon dioxide emissions by up to 44 kg/tube/year or up to 78%.</li> <li>- The Company reduced water use</li> </ul> |  | GRI 301-1<br>GRI 301-2<br>GRI 302-1<br>GRI 302-5 |

| Sustainability Material Issues | 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | SDGs  | GRI Framework                  |
|--------------------------------|---|--|---|--------------------------------|
|                                |   | <p>for washing buses by new cleaning methods such as changing the faucet head and washing method from top to bottom and regularly checking the washing equipment to ensure an efficient water discharge.</p> |   |                                |
| Water Management               | <p>- To manage and reduce water consumption by 10% in 2031 compared to the 2021 base year for environmental sustainability and reduce the risk of insufficient water supply required to meet the needs of various sectors in the long term.</p> | <p>- Set a target to reduce water use from operations by 5-10% by 2023 compared to the base year of 2022.</p>  |  | <p>GRI 303-1<br/>GRI 303-2</p> |

| Sustainability Material Issues | 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | SDGs  | GRI Framework  |
|--------------------------------|---|--|---|--|
| Climate Management             | <p>- To be committed to controlling average temperatures and following guidelines related to greenhouse gas emissions per Paris Agreement for long-term sustainability. The Company, therefore, sets a target to reduce greenhouse gas emissions by 5-10% by 2031 compared to the base year 2021.</p> | <p>- Set a goal to reduce greenhouse gas emissions by 5-10% by 2023 compared to 2022 by improving the Company's billboard screens and changing lamps and light bulbs to LED.</p> |  | <p>GRI 305-1<br/>GRI 305-2<br/>GRI 305-4<br/>GRI 305-5</p> |



## SUSTAINABILITY STRATEGIES

PLANB is proud to report our sustainable commitment and continued effort throughout 2022, resulting in the leader in the out-of-home media industry and domestic organizations being recognised. We have been selected on the list of sustainable stocks Thailand Sustainability Investment (THSI) of the Stock Exchange of Thailand for two years consecutively since 2021-2022, reflecting Plan B's determination to conduct sustainable business under the good corporate governance policy in various dimensions, including economics, environmental, and corporate social responsibility (CSR).

PLANB is committed to sustainable business operations following national and international frameworks, creating value in all dimensions, and prioritizing every step of the business from the start to delivering quality service to its customers. We aim to provide value to our customers and stakeholders and continually create value. Therefore, we formulate and describe our sustainability strategies utilizing sustainability policy as our guideline and material issues as our apprehension of the corporate risks and opportunities.

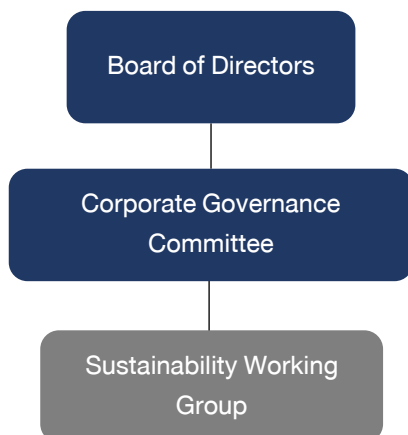
The company has developed a five-year strategic plan to outline three clear operational frameworks to foster PLANB's sustainable development. The Sustainability Framework and Goals have been acquired with a comprehensive concept to navigate the company's engagement in the three dimensions of sustainability.

1. Support and develop social value to create credibility in society and enhance the quality of life of communities surrounding the Company's operating areas.
2. Operate under the mission to lead advertising media and deliver good innovations to service users.
3. Drive sustainability and climate management approach following the global sustainability framework, including the Dow Jones Sustainability Indices (DJSI).

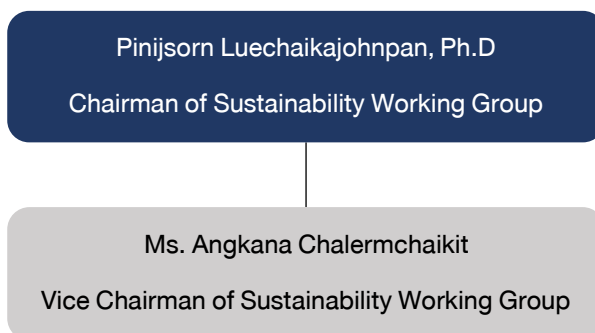
PLANB established the Sustainability Working Group to steer its sustainability and report directly to the Corporate Governance Committee. The Sustainability Working Group's role and responsibilities are to endorse sustainability-related policies, guidelines, and framework, drive action models to meet PLANB's sustainable strategy and targets, provide recommendations and support to promote sustainability in implementation and monitor and evaluate its performances. To enhance the effectiveness of company-wide implementation, Sustainability Lead holds a meeting every six months to keep track of progress, keep members up to date, seek approval for essential matters, and report the sustainability performance to the Corporate Governance Committee. In addition, in integration into business operations, the sustainability working team, which comprises the sustainability division and the subject-matter experts, will liaise with each business unit and function to implement under sponsorship by the functional sustainability leader.

## STRUCTURE OF SUSTAINABILITY WORKING GROUP

The Sustainability Working Group was established to oversee the development and implementation of sustainability strategies. The working group consists of executive representatives from various departments who drive sustainability activities and projects through policy formulation, strategic direction and framework to promote awareness and communicate and integrate sustainability practices into the corporate culture.



The Sustainability Working Group is as follows:



|                                      |  |  |
|--------------------------------------|--|--|
| Representative from Value Management | Representative from Human Capital  | Representative from Human Capital  |
| Representative from Digital Media    | Representative from Static Media   | Representative from Purchasing   |
| Representative from Marketing        | Representative from Investor Relations and Secretary of the Sustainability Working Group | Representative from Corporate Secretarial, Legal and Secretary of the Sustainability Working Group |

**GOVERNANCE AND ECONOMIC  
DIMENSION**

## CORPORATE GOVERNANCE & BUSINESS CONDUCT

(GRI 2-9, 2-10, 2-11, 2-12, 2-13, 2-17, 2-25, 3-3, 205-1, 205-2, 205-3)

| 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | 2022 Performance   |
|---|--|--|
| <ul style="list-style-type: none"> <li>All the Company's employees, including the main subsidiaries, attend business ethics training sessions.</li> <li>No significant warning or audits from regulators.</li> <li>The result of the corporate governance assessment is marked as "Excellent".</li> </ul> | <ul style="list-style-type: none"> <li>100% of the Company's employees, including those of main subsidiaries, attend business ethics training sessions.</li> <li>No significant warning or audits from regulators.</li> <li>The result of the corporate governance assessment is marked as "Excellent".</li> </ul> | <ul style="list-style-type: none"> <li>100% of the Company's employees, including those of main subsidiaries, attend business ethics training sessions.</li> <li>No significant warning or audits from regulators.</li> <li>The result of corporate governance assessment is marked as "Excellent".</li> </ul> |

Good corporate governance, integrity, and transparency are essential for sustainable long-term business growth. Therefore, PLANB strives to conduct business with good corporate governance and business ethics principles to ensure fairness and trust for all stakeholders.

### Corporate Governance

PLANB upholds good corporate governance, establishing a business structure, management system, and corporate governance system that aligns with relevant laws and principles prescribed by SET, The Securities and Exchange Commission ("SEC"), the Thai Institute of Directors Association and international standards. In addition, the Board of Directors announced the Corporate Governance Policy and Code of Conduct as guidelines for business conduct for directors, management, and employees to perform their duties. The Board of Directors reviews the guidelines annually to ensure that changing environments and business conditions are addressed.

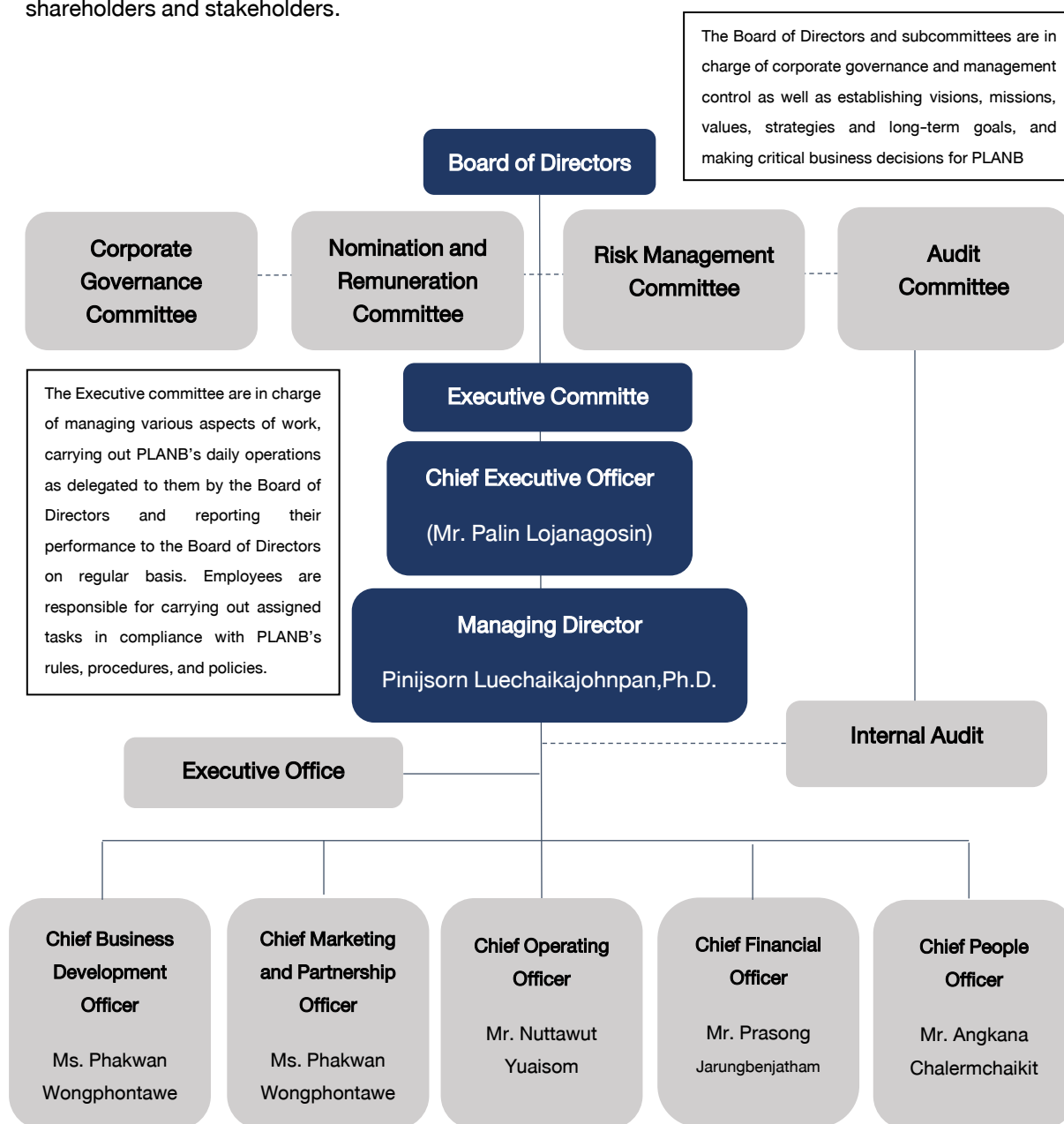


Please scan this QR code for the Corporate Governance Policy and Code of Conduct



### Corporate Governance Structure

The Company designed the corporate governance structure to ensure its operations align with good corporate governance principles, laws, the Articles of Association, and resolutions of shareholders' meetings. The objective is to ensure that relevant parties perform their duties with honesty and care to protect the interests of shareholders and stakeholders both in the short term and in the long term and to confirm that the Company's operations are carried out in a direction that maximizes the benefits of shareholders and stakeholders.

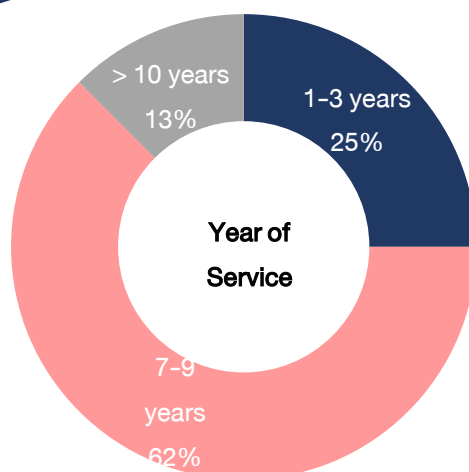
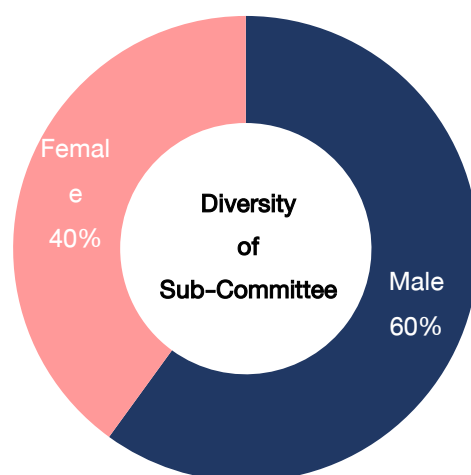
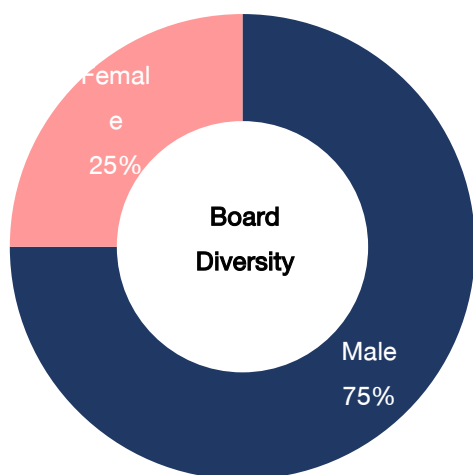


## Structure of Board of Directors

The Board of Directors comprises knowledgeable directors with capabilities and experience running a business. The Board is responsible for setting policies, vision, strategies, goals, mission, and business plans and annually reviewing and approving the Company's vision, mission, and strategies. Also, the Board is in charge of setting and approving the Company's budget as well as supervising the management team to ensure that they manage the business following the specified policies, laws, objectives, regulations, resolutions of the shareholders' meetings, resolutions of the Board's meetings, with responsibility, efficiency, effectiveness, honesty, and prudence. This is to ensure that the Company's operations align with principles of good practice to maximize the economic value of the business and security for shareholders. The Board of Directors consists of 8 members as follows:

1. Pol. Gen Somchai Vanichsenee Directors/ Independent Director/ Chairman of the Audit Committee
2. Pennapha Dhanasarnsilp, D.B.A. Independent Director/ Member of the Audit Committee
3. Mrs. Monluedee Sookpantararat Independent Director/ Member of the Audit Committee
4. Mr. Mana Jantanayingyong Director
5. Mr. Ekapak Nirapathpongporn Director
6. Mr. Arnon Porndhiti Director
7. Mr. Palin Lojanagosin Director and Chief Executive Officer
8. Pinijsorn Luechaikajohnpan, Ph. D Director and Managing Director

## Board Diversity



## Board Skills Matrix

The Company's Board of Directors consists of 8 members with diverse educational backgrounds, experience, and skill sets in line with the Company's business strategy, as shown in the Board Skills Matrix.

| Ability                                      | BOD | Pol. Gen<br>Somchai<br>Vanichs<br>enee | Mr.<br>Palin<br>Lojanag<br>osin | Pinijsorn<br>Luechaikajoh<br>npan, Ph.D | Mr. Ekapak<br>Nirapathpon<br>gporn | Mr. Mana<br>Jantanayin<br>gyong | Mr.<br>Arnon<br>Pornd<br>hiti | Pennapha<br>Dhanasar<br>nsilp,<br>D.B.A. | Mrs.<br>Monlued<br>ee<br>Sookpan<br>tarat |
|--|-----|--|---------------------------------|---|------------------------------------|---------------------------------|-------------------------------|--|---|
| <b>Industry knowledge and experience</b>     |     |  |                                 |   |                                    |                                 |                               |  |   |
| Industry knowledge and experience            |     | •                                      | •                               | •                                       | •                                  | •                               | •                             | •  | •   |
| Core business knowledge                      |     |  | •                               | •                                       | •                                  |                                 | •                             |  |   |
| <b>Specific knowledge and experience</b>     |     |  |                                 |   |                                    |                                 |                               |  |   |
| Legal  |     | •                                      |                                 |   |                                    |                                 |                               |  |   |
| Marketing                                    |     |  | •                               |   |                                    | •                               |                               |  |   |
| Economics/Business Administration            |     |  |                                 | •                                       | •                                  |                                 | •                             | •  |   |
| Public administration                        |     | •                                      |                                 |   |                                    |                                 |                               |  |   |
| Human Resource Management                    |     |  |                                 |   |                                    |                                 |                               |  |   |
| Accounting                                   |     |  |                                 |   |                                    |                                 |                               |  | •   |
| Information System                           |     |  |                                 |   |                                    |                                 |                               |  |   |
| Engineering                                  |     |  |                                 |   | •                                  |                                 |                               |  |   |
| Others                                       |     |  |                                 |   |                                    |                                 | •                             |  |   |
| <b>Knowledge of Corporate Governance</b>     |     |  |                                 |   |                                    |                                 |                               |  |   |
| Knowledge in Performing Duties as a Director |     | •                                      | •                               | •                                       | •                                  | •                               | •                             | •  | •   |
| Strategic Planning                           |     |  |                                 | •                                       | •                                  |                                 |                               |  |   |
| Risk Management                              |     |  |                                 | •                                       | •                                  |                                 | •                             |  | •   |

Source: Referring to the guidelines of the Stock Exchange of Thailand (SET), Effective Governance, HopgoodGanim Advisory Group

We aim to be recognized as one of the industry's best employers, attract talent from all levels, and champion gender parity. We determined that everyone must act politely and respectfully, in all positions, without violating the other's opinions and respect fundamental human rights at all levels. At PLANB, we treat people equally without considering race, religion, ethnicity, colour, class, gender, age, physical appearance,

language, political opinions, and legally protected characteristics. Moreover, gender equality in the workplace is our priority. We provide an opportunity, and career path growth depends on their working capability without gender segregation.

## BUSINESS CONDUCT

PLANB recognizes that transparent and ethical business establishes trust among all stakeholders, contributing to sustainable corporate development. To conduct business with integrity, the Board of Directors framed the Code of Conduct as principles of good business ethics to which all directors, executives, and employees of the Company and its subsidiaries must adhere. The Code of Conduct covers practices for respect of human rights, treatment of shareholders, treatment of customers, employees, business partners, competitors, creditors as well as social responsibilities, environment, occupational health and safety, anti-corruption, anti-money laundering, political activities, non-infringement of intellectual property, confidentiality, data privacy.

- Training attendance rate 100%
- Post-training test pass rate 100%
- Average post-training test score 100%

## ANTI-CORRUPTION

The company actively pursues sustainable business conduct stressing good corporate governance and sufficient and proper internal control processes. The Company set forth a clear Anti-Corruption Policy covering all activities and undertaking of the Company. Corruption and guidelines for corruption-prone activities are well-defined and communicated with internal and external parties. Note that the Company is concerned with corruption risk from its activities and requires that this risk be examined, assessed, and prevented. Accordingly, the Company issued control and monitoring measures for activities with potential corruption risk to ensure that its undertakings are honest and transparent and prevent corruption.

Furthermore, communication channels were put in place for stakeholders to blow the whistle, send suggestions and file complaints related to corruption directly with the Audit Committee. In addition, the Company is also a certified member of the Thai Private Sector's Collective Action Coalition Against Corruption (CAC). Finally, the Company requires all employees to assess their knowledge and understanding of the Code of Conduct, and 100% of employees must pass the assessment to encourage all employees to be fully aware of the Code of Conduct and foster employees' work ethics.

In addition, the company also requires all employees to undergo a rigorous Code of Conduct test where all employees must pass all criteria. This is to encourage all company employees to acknowledge and instil work ethics in employees.

### Anti-Corruption Procedures

The employee at all levels shall comply with the following anti-corruption conducts:

- Follow the anti-corruption procedures, business codes of conduct and ethics, and the Company's rules by not getting involved directly or indirectly in corruption.
- Refrain from taking any action that shows intent toward corruption or bribery with the stakeholder of the Company on the scope of works under responsibility both directly and indirectly for the benefit of the Company, employees or related persons.
- Do not neglect to inform the manager or responsible parties and cooperate in any further investigation when knowing of any actions connected to corruption in the Company.
- When taking any corruption-prone action, employees at all levels of the Company must follow the following guidelines with care.
- Employees must follow the policy explained in the good corporate governance and business ethics and the Company's anti-corruption procedures for gifts, reception and other related expenses.
- For charity purposes, such donation must be under the Company's name to any organization whose mission is for social benefits, and such organization must be reliable with proper license. The donation must also be processed with transparency by the Company's rules and laws and examined and audited to ensure that such donation is not made for a corruption purposes.



- Sponsorship, both by money and assets to any activities or projects, must specify the name of the Company. In addition, such sponsorship must enhance business and the Company's image and be processed with transparency in line with the Company's rules and laws.
- Any business relationship, purchase and hiring, and business communication with the government, private sector counterparty, and any party related to the business operation must be transparent, honest and in accordance with related laws.
- The company has a neutral political policy, meaning all employees have political rights and freedom under the laws. However, employees must not take any action or use the company's resources for political purposes. Such actions may hurt the Company's neutral political policy and can cause harm to the Company for involvement in political activities.

### Whistleblowing

The Company has established processes and channels for receiving and dealing with complaints from all stakeholders. You can contact or complain about issues that may be a problem by contacting the Audit Committee, which are independent directors as follows:

- 1) By sending a post to the Audit Committee: [1700 Plan B Tower 1700 Plan B Tower New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400](#)
- 2) E-mail: [auditcommittee@planbmedia.co.th](mailto:auditcommittee@planbmedia.co.th)
- 3) Company Secretary Division: [companysecretary@planbmedia.co.th](mailto:companysecretary@planbmedia.co.th)
- 4) Tel: +66 (0) 2530-8053-6 #422

In this regard, the complainant can be confident that the Company has measures to keep the complainant's information confidential and protect the informant.

### Process of Handling Complaints

1. Whistleblowers or complaints through various channels. The Company Secretary Division prepares a summary of corruption and complaints received.
2. Consider first whether the complaint involves a violation of anticorruption measures.
  - If the case does not qualify as a violation against the anticorruption section, the matter will be forward to the appropriate departments.
  - In case of corruption
    - i. If unfounded, the results will be communicated to the complainant.
    - ii. The Company Secretary Division will take further action if there is sufficient information. \*In case of corruption that must be rectified promptly, the case will be reported to the Executive Committee and the Audit Committee. The copy will be forwarded to the Internal Audit Division for acknowledgement.
3. Coordinate with the Human Resources Department to appoint an investigation committee. After setting up an investigation committee, the Human Resources Department will proceed with the investigation.

4. Report the number of fraud whistleblowers, event summary, and operational status to the Audit Committee, reporting every six months.

PLANB has measures to protect the rights of complainants and informants. For example, the Company will conceal the name, address, or any information that can identify the complainant or the information provider and keep the information of the complainant and the informant confidential. Whistleblowing mechanisms, compliant handling and investigation process, and whistleblowing reports appear in detail in the Anti-Corruption Measures. In 2022, no reports on violations of the Code of Conduct existed.

| Indicators  | 2022 performance |
|---|------------------|
| <b>Number of breach cases</b>   | <b>0</b>         |
| <ul style="list-style-type: none"> <li>● Legal proceeding</li> </ul>                                  | 0                |
| <ul style="list-style-type: none"> <li>● Business integrity</li> </ul>                                | 0                |
| <ul style="list-style-type: none"> <li>● Data privacy</li> </ul>                                      | 0                |
| <ul style="list-style-type: none"> <li>● Conflict of interest</li> </ul>                              | 0                |
| <ul style="list-style-type: none"> <li>● Human rights (i.e. discrimination and harassment)</li> </ul> | 0                |
| <ul style="list-style-type: none"> <li>● Environment, occupational health, and safety</li> </ul>      | 0                |
| <b>Consequences of breach</b>   | <b>0</b>         |
| <ul style="list-style-type: none"> <li>● Verbal warnings</li> </ul>                                   | 0                |
| <ul style="list-style-type: none"> <li>● Written warnings</li> </ul>                                  | 0                |
| <ul style="list-style-type: none"> <li>● Contract termination</li> </ul>                              | 0                |
| <ul style="list-style-type: none"> <li>● Pending investigation</li> </ul>                             | 0                |

## RISK AND CRISIS MANAGEMENT

(GRI 2-12, 2-25, 2-26, 207-2, 403-2)

| 5-year Long-Term Sustainability Target (2022-2026)   | 2023 Targets   | 2022 Performance   |
|--|--|--|
| <ul style="list-style-type: none"> <li>Risk management is carried out in accordance with the COSMO-ERM2017 framework.</li> </ul> | <ul style="list-style-type: none"> <li>Risk management training is provided for employees throughout the Company to create a corporate culture.</li> </ul> | <ul style="list-style-type: none"> <li>Risk management training is provided for employees, manager level and above, throughout the Company to create a corporate culture.</li> </ul> |

PLANB recognizes the importance of risk management given the considerable risks across commercial, asset, legal, environmental, health and safety, disruption, and climate. PLANB has adopted an integrated concept to collect and analyze data to identify and prioritize issues by combining stakeholders' viewpoints on those who operate in multiple dimensions throughout the value chain, the direction of the media industry and sustainability trends. Prioritizing these risks is essential for the sustainability of the PLANB business.

PLANB has established the Enterprise Risk Management Framework according to the COSO Enterprise Risk Management 2017 and applied it across the organization by enforcing the Risk Management Policy to all employees. The policy and the framework have been defined by the Risk Management Committee (RMC), which oversees risk through the RMC's policy and framework. Simultaneously, the Risk Management Department is responsible for facilitating elements concerning risk management, including data consolidation, training provisions, and the promotion of risk culture throughout the organization.

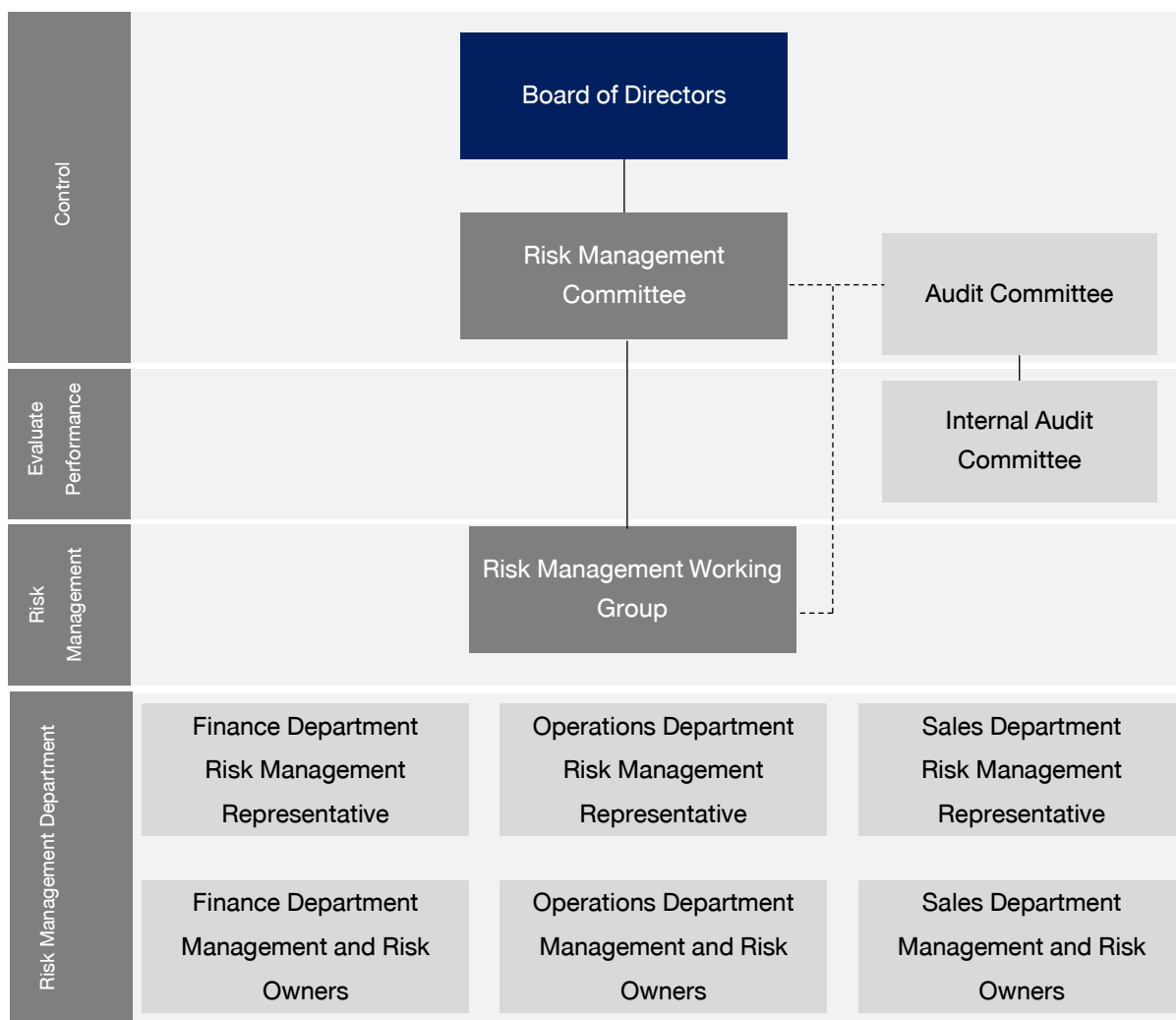
The company has a risk management policy that covers all internal and external business activities. This may affect business operations both directly and indirectly. The risk management plan has been effectively implemented since strategic planning. Performance Investment decisions for new businesses, including control and monitoring to keep the risk acceptable. Therefore, the scope of authority and responsibilities of the Risk Management Committee are as follows:

1. Formulate and review risk management policies and frameworks.
2. Supervise and promote risk management practices of the organization to align with business strategies and goals, including changing environment.
3. Provide suggestions, monitor, and evaluate risk management practices for the Risk Management Department to implement and execute.
4. Review risk management reports of the Company and provide opinions on possible risks, including risk mitigation plan and risk management system development to ensure effective risk management of the Company.
5. Support all related tasks and executions to meet the Company's risk management objectives.
6. Report risk management performance to the Board of Directors. If a factor or an incident significantly affects the Company's business operations, the Board of Directors must be notified for further deliberation and immediate action.
7. Consider and approve investments in foreign countries.
8. Perform any duty as assigned by the Board of Directors.



*Please scan this QR code for Risk Management Policy*

### The Risk Working Group



As of 31 Dec 2022, The Company’s Risk Management Committee consists of 4 directors, namely:

1. Mrs. Monluedee Sookpantara, Chairman of the Risk Committee
2. Pinijsorn Luechaikajohnpan, Ph. D Member of the Risk Committee
3. Mr. Ekapak Nirapathpongporn Member of the Risk Committee
4. Mr. Arnon Porndhiti, Member of the Risk Committee



## Risk Management Framework



## Guide Risk Reporting

| Risk level | Action Plan  | Reporting                                   |
|------------|--|---|
| Very High  | Must closely monitor and propose an action plan to reduce the risk level, including a monitoring plan to ensure that the risk level is down to a medium or low level as well as proposing the action plan to the Board of Directors                    | Board of Directors:<br>BOD                  |
| High       | Must monitor and propose an action plan to the Risk Management Committee (RMC) for approval to bring risks to acceptable levels according to the business plan, including a monitoring plan to ensure that risk level is down to a medium or low level | Risk Management Committee: RMC              |
| Medium     | Apply routine control procedures and risk surveillance   | Chief Executive Officer & Managing Director |
| Low        | Apply routine control procedures without risk surveillance   | Working team                                |

## EMERGING RISK

PLANB not only focuses on the material risks but is also attentive to emerging risks that could potentially impact or bring opportunities to the Company's business.

### 1. Corruption Risk

The company actively pursues sustainable business conduct stressing good corporate governance and sufficient and proper internal control processes. The Company set forth a clear Anti-Corruption Policy covering all activities and undertaking of the Company. Corruption and guidelines for corruption-prone activities are well-defined and communicated with internal and external parties.

Note that the Company is concerned with corruption risk from its activities and requires that this risk be examined, assessed, and prevented. Accordingly, the Company issued control and monitoring measures for activities with potential corruption risk to ensure that its undertakings are honest and transparent and prevent corruption. Furthermore, communication channels were put in place for stakeholders to blow the whistle, send suggestions and file complaints related to corruption directly with the Audit Committee. In addition, the Company is also a certified member of the Thai Private Sector's Collective Action Coalition Against Corruption (CAC). Finally, the Company requires all employees to assess their knowledge and understanding of the Code of Conduct, and 100% of employees must pass the assessment to encourage all employees to be fully aware of the Code of Conduct and foster employees' work ethics.

### 2. Cyber Threats Risk

At present, the Company set a goal to enhance work efficiency through digital technology to promote the cost-effectiveness of business. This requires that the Company has to rely more on technology. Therefore, an internet connection may pose threats to the Company anytime. To prepare the organization to ensure cybersecurity and stability of the Company's computer systems used in conducting business and to comply with international standards on cybersecurity and the Cybersecurity Act B.E.2562 (2019). In 2021, the Company issued multiple strict measures to actively and passively manage risks, including:

- Formulate a defined cybersecurity policy for the group of companies and set up a working team directly responsible for cybersecurity in the short and long run.
- Training employees on potential cyber threats and guidelines to prevent/tackle the incidents by themselves to alleviate damages and minimize impacts.
- System testing and rehearsals of IT system recovery in case of cyber threats.

### 3. Compliance with Personal Data Protection Laws Risk

As the Personal Data Protection Act B.E. 2562 (2019), which is come into force on 1 June 2022 ("Personal Data Protection Laws"), the Company has full awareness of the importance of Personal Data Protection Laws, including rules and regulations issued by the Personal Data Protection Committee ("Committee") as the guideline for Personal Data Protection Laws compliance, the Company, therefore, set up the personal data protection working team to responsible the privacy policy, plan, and internal procedure of the Company to be following Personal Data Protection Laws, including any relevant rules and regulations,

and updating policies and regulations of the Company involving personal data protection to be present considering Personal Data Protection Laws and its amendment. In addition, the Company has set up a personal data collection system to prevent the risk of data leaking and promptly mitigate the damages that may occur. Furthermore, if the Company receives any complaint or request from the data subject, the system can track data, documents, and information on time. The Company has provided the operational plan which shall be used by employees of the Company and the subsidiaries of the Company when collecting the personal data from the data subject necessary that include the process to delete or destroy the personal data when it is unnecessary to maintain considering the purpose of the collection, to response the data subject's request to remove, delete or modify its data possessed by the Company and to inform partners and customers to acknowledge the privacy policy of the Company to effectively working together and to be following the Personal Data Protection Laws and guidelines issued by the Committee.

### **Risk Management Performance**

PLANB conducts a Risk Assessment annually and integrates the results into the strategy-setting for the entire Company. Based on the severity of these risks to the business, PLANB defines five levels of risk for the five identified risk categories: Strategic, Operational, Financial, Compliance, and Sustainability.

In 2022, PLANB assessed 11 identified risks based on their severity of impact, ranging from "insignificant" to "catastrophic", with the probability of occurrence from "rare" to "almost certain." The top three results were (1) the "Impact from pandemic/terrorist/disaster", which was classed at a very high-risk level, (2) the "Strategic Competitiveness", and (3) the "Economic Downturn", which both classed at high-risk. In addition, note that "Political Instability" was a new entry on the list with a medium-risk level.

### **Corporate Risk Culture**

Risk culture is a key element to effective organizational risk management. PLANB seeks to promote a strong risk culture throughout the organization and expects all employees to take responsibility to risk management in their day-to-day business activities. Risk management and awareness programs were implemented to foster a robust risk culture. In 2022, PLANB held risk management training to provide an overview of risk management for 65 people, including risk owners and executives. Moreover, risk management training was also held for the Company's Board of Directors to instil awareness and understanding of risk context.

## SUPPLY CHAIN MANAGEMENT

(GRI 414-1, 414-2)

| 5-year Long-Term Sustainability Target (2022-2026)   | 2023 Targets  | 2022 Performance  |
|--|---|---|
| <ul style="list-style-type: none"> <li>100% of the Company's suppliers sign an acknowledgement of the Supplier Code of Conduct addressing operational issues covering economic, social and environmental dimensions</li> </ul> | <ul style="list-style-type: none"> <li>100% of suppliers are assessed for economic, social and environmental risks</li> </ul> | <ul style="list-style-type: none"> <li>100% of suppliers are acknowledged and signed to accept the code of conduct for suppliers</li> <li>No risks found from trading partners</li> </ul> |

The Company is committed to delivering business growth with transparency, fairness, and focus on sustainability throughout the organization's value chain. The Company places importance on efficient supply chain management to minimize or prevent Economics, Society and Environment ("ESG") risks arising from its business suppliers that may negatively impact the Company's image and key stakeholders' confidence in the Company's business operation.

The Company has set policies and a code of conduct for suppliers in Procurement and hiring to ensure that our suppliers follow our guidelines for sustainable business operations per the Company's expectations. Furthermore, The Company also sets the Code of Conduct covering guidelines for supplier screening and a section to identify suppliers with significant or high ESG risks and for following up and examining suppliers. Suppliers are expected to adhere to ethical and operational principles that prevent impacts on the community and the environment while protecting workers' and society's occupational health and safety.

In 2022, the company found no risks from trading partners.



Please scan this QR code for Supply Chain Management Policy

## Management Guidelines

The Company has prepared the Code of Conduct for Suppliers, which is set to be used in business groups. The purpose is to inform suppliers of the Company's objectives and expectations and clarify principles and guidelines for selecting new suppliers. The Code of Conduct sets the standards and guidelines for suppliers to follow when working with the Company throughout work processes. The Code of Conduct for Supplies is designed to improve 5 working standards:



As suppliers are one of the most important stakeholders in the Company's supply chain, we are committed to treating our suppliers with ethics, transparency, equality and fairness, taking into account business ethics, human rights, environment, safety and participation in the social development of all levels of stakeholders. Therefore, the Company expects all suppliers to adhere to and comply with the principles of good corporate governance and business ethics with the commitment to conducting business in an ethical, transparent, fair and accountable manner.

In this regard, the Company has established the Code of Conduct for Suppliers to ensure they meet the qualifications according to the ethical standards set to promote sustainable growth development jointly. The guidelines above are as follows:

### Business Ethics

#### 1. Delivery of Goods and Services

The Company's suppliers must deliver quality products and services at reasonable and fair prices. The delivery of products and services must be on time and at fair prices that do not lead to excessive profits compared with the quality of goods or services of the same type. In addition, suppliers must continually develop and improve products and services with modern technology to consistently provide the best products and services.



## 2. Business Compliance

The Company's suppliers must strictly obey the international, national and local laws and regulations relevant to its business operations. Also, suppliers must rigorously ensure they have the required permits at their business premises.

## 3. Corruption and Bribery

The Company has the Collective Anti-Corruption Policy in place and strongly intends to strictly adhere to the policy to prevent corruption, extortion, kickbacks or bribery. If any supplier is involved in paying or accepting bribes, the contract will be terminated immediately. The Company will not be responsible for any damage incurred to suppliers due to the termination of such contracts. The suppliers may be prosecuted according to the laws.

## 4. Gifts and Rewards

Suppliers of the Company must acknowledge that the Company's personnel will not give or demand gifts, rewards, or souvenirs that will affect the decision in the business operation or cause unfair benefits, except for giving or receiving according to customary business practices.

## 5. Conflict of Interest

The Company's supplier must notify the Company immediately if they find any action that may cause conflicts of interest between the Management, employees and personnel of the Company and business suppliers.

## 6. Trade Secret Protection

The Company's suppliers must have procedures to prevent the leakage of confidential information, whether it is business information or the Company's personal information.

## Labour and Human Rights

### 1. Human Rights

The Company's suppliers must strive and maintain fair and exemplary working conditions in business operations and other areas which are in line with human rights, such as not using child labour or any other matter that shows a lack of respect for human rights principles or non-compliance with international standards relating to principles of human rights, rights, liberty and equality of the individual.

### 2. Labour and Child Labor

The Company's suppliers shall not hire or encourage the hiring of underage workers as specified by law. They must pay fair compensation to employees, not taking advantage, at fair wages and salary compared to the knowledge and capability of employees.

### 3. Non-Discrimination

The Company's suppliers must respect the dignity of employees, treat employees fairly and equally, not violate human rights, and not discriminate against any particular person regardless of race, religion, gender, age, education, creed, disability, or any other matter.

#### 4. No Forced Labor Policy

The Company's suppliers must not use or benefit from any form of forced labour, including but not limited to corporal punishment, coercion, imprisonment, harassment, intimidation, human trafficking, or violence.

### Occupational Health and Safety

#### 1. Occupational Health and Safety

The Company's suppliers must have a health and safety policy to promote a secure and hygienic working environment to reduce damage from injuries, illnesses, and workplace accidents. The suppliers should provide adequate and appropriate personal protective equipment for employees and allow employees to present their opinions on safety measures.

#### 2. Prevention, Preparation and Response under Emergency

The Company's suppliers must conduct risk assessments, including forecasting, identifying and evaluating emergency events. This includes planning and setting procedures for an emergency response to help reduce the impact of emergencies that will affect business operations.

### Consideration of Environmental Impact

#### 1. Environmental Management

The Company's suppliers must pay attention to the environmental impact of their business operations. It must have appropriate environmental management processes and procedures that comply with laws, rules and regulations, which can lead to continuous improvement in work efficiency.

#### 2. Waste, Chemicals and Hazardous Substances

The Company's suppliers must manage the treatment, release or disposal of waste, chemicals and hazardous materials arising from its business, following applicable laws and regulations together with proper inspection and control measures to ensure

#### 3. Community Impact

The Company's suppliers must systematically assess, document and control the environmental impacts that may occur from their operations on surrounding communities.

### Vendor/Supplier Selection Criteria

The Company has set criteria based on the qualifications for selecting and categorizing suppliers/vendors. In addition, the Company has assessed the risks covering economic, social and environmental issues arising from the Company's suppliers and has criteria for selecting suppliers as follows:

1. The supplier has business premises that can be inspected.
2. The supplier has the personnel, machinery, equipment, products, services, warehouses, financial status, and reliable business history.

3. The supplier has satisfactory business performance regarding product quality, service, on-time delivery, after-sales service, warranty or other mutually agreed conditions.
4. The supplier must strictly comply with relevant rules, regulations and laws and conduct business fairly, transparently, and with verifiability, with no conflict of interest with the Company's business. In addition, the supplier must not have any record of being prohibited from doing business due to past fraudulent acts, a history of job abandonment, or be listed in the list of companies the government and private sectors wanted.
5. The supplier must have good intentions and show its social and environmental responsibility, including but not limited to human rights, employee and labour care, business ethics and compliance with environmental laws.

### Assessment of the Company's Suppliers

The Company has procedures for evaluating its suppliers regularly once a year to analyze data to find solutions to problems arising from working with suppliers. This activity also leads to the development of sustainable business operations for the Company and suppliers. The assessment of suppliers is divided into 2 main categories as follows:

#### 1. Supplier's risk assessment

The Company requires a supplier risk assessment to prioritize the risks that may affect the Company's business operations under the risk assessment criteria set by the Company covering 3 critical issues, including economic, social, and environmental dimensions.

| Risk Factors  | Risk Management and Control Measures   |
|---|--|
| <b>Economics Risks</b>  |  |
| Financial status and stability of suppliers                       | <ul style="list-style-type: none"> <li>● Request for collaterals</li> <li>● Check historical financial statements</li> </ul>   |
| Suppliers with a high contract value                              | <ul style="list-style-type: none"> <li>● Check contract fulfilment and work delivery</li> <li>● Set credit terms according to project progress</li> </ul>  |
| <b>Social Risks</b>   |  |
| Child labour, illegal foreign labour, and human rights violations | <ul style="list-style-type: none"> <li>● Determine criteria for assessing supplier qualifications</li> <li>● Visits to suppliers' business premises</li> </ul>   |
| Occupational Health and Safety                                    | <ul style="list-style-type: none"> <li>● Determine criteria for assessing supplier qualification</li> <li>● Visits to suppliers' business premises</li> </ul>  |
| <b>Environmental Risks</b>  |  |
| Environment care and waste management                             | <ul style="list-style-type: none"> <li>● Specify conditions in business contracts and monitor compliance with the contracts</li> <li>● Check business license (Ror Ngor 4) according to the types permitted by the Department of Industrial Works</li> </ul> |

## 2. Supplier's performance assessment

The supplier's performance assessment consists of 4 aspects as follows:

1. Quality of products and services
2. On-time and complete delivery
3. Coordination and efficiency
4. Social and environmental responsibility

### Criteria for Critical Supplier Identification

The Company has enforced Centralized Procurement by setting policies and controlling procurement management from the central procurement unit to increase bargaining power, enhance cost competitiveness and, most importantly, ensure quality control and transparency. The Company classifies suppliers by type of products sold into 2 groups as follows:

#### 1. Critical Supplier

For high-contract-value suppliers who offer products/services that are difficult to substitute while important for generating the Company's revenue and are considered very high risk, the Company requires this group of suppliers to have their performance evaluated annually using the Vendor Evaluation Form, conducting an on-site audit as well as assessing sustainability performance.

#### 2. Non-critical Supplier

For suppliers with medium-to-low contract value and medium-to-low risks, the Company requires that their performance be evaluated annually using the Vendor Evaluation Form and the Vendor Self-Assessment.

### Acknowledgement of the Code of Conduct for Suppliers

All new suppliers must acknowledge and comply with the Company's Code of Conduct for Suppliers to ensure the same understanding of the guidelines to promote sustainable development jointly. In 2022, all suppliers already acknowledged and accepted the guidelines on the Code of Conduct for Suppliers.

## SUPPLIER CODE OF BUSINESS CONDUCT

A Supplier Code of Business Conduct is in place to communicate PLANB's commitment to treat partners with transparency, equality, and fairness principles. The Supplier Code of Business Conduct covers relevant environmental standards, human rights issues (e.g. child labour, fundamental rights, working conditions, remuneration), occupational health and safety, and business ethics. Furthermore, PLANB encourages suppliers to drive these sustainability expectations with their suppliers to promote sustainability throughout the whole value chain.



*Please scan this QR code for PLANB's Supplier Code of Business Conduct*



## INFORMATION SECURITY AND DATA PRIVACY

(GRI 3-3, 418-1)

| 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets  | 2022 Performance  |
|---|---|---|
| <ul style="list-style-type: none"> <li>No complaints from government agencies, clients, or other relevant parties about the wrongful use of personal information are present</li> <li>No breach of information security or other cybersecurity incidents</li> </ul> | <ul style="list-style-type: none"> <li>No complaints from government agencies, clients, or other relevant parties about the wrongful use of personal information are present</li> <li>No breach of information security or other cybersecurity incidents</li> </ul> | <ul style="list-style-type: none"> <li>All employees received personal data protection training</li> <li>No complaints from government agencies, clients, or other relevant parties about the wrongful use of personal information are present</li> <li>No breach of information security or other cybersecurity incidents</li> </ul> |

Rapid progression and increased dependency on technology may lead to potential risks of cyberthreat and the security of critical personal data. PLANB recognizes the importance of an information security system to prevent adverse impacts of cybersecurity on business continuity, credibility, reputation, and loss of stakeholders' trust. Therefore, PLANB adheres to the information security policy and established strict guidelines for personal data protection while continuously enhancing its employees' awareness of cybersecurity threats.

PLANB ensures that the Company complies with the Personal Data Protection Act 2019 (PDPA), Cyber Security Act 2019 and other related regulations by adhering to lawful data collection, recording and using it for the intended purpose, properly storing and destroying personal data after use. PLANB has appointed a designated Data Protection Officer (DPO) responsible for data privacy issues. In 2022, PLANB will strengthen IT and personal data privacy by enhancing data governance. In addition, PLANB reviews IT practices and policies at least annually to ensure the Company empowers all employees with the appropriate tools and knowledge to protect customers' data.

The Company's business operations significantly involve the personal data of various groups of stakeholders, including customers, suppliers, and employees, as well as the Company's personnel across functions which may lead to non-compliance or incomplete compliance with stipulated measures such as notice of personal data privacy policy, permission to use the information according to the request of data owners and response to data leakage. As the Personal Data Protection Act B.E. 2562 (2019), which is come into force on 1 June 2022 ("Personal Data Protection Laws"), the Company has full awareness of the

importance of Personal Data Protection Laws, including rules and regulations issued by the Personal Data Protection Committee (“Committee”) as the guideline for Person-al Data Protection Laws compliance, the Company, therefore, set up the personal data protection working team to responsible the privacy policy, plan, and internal procedure of the Company to be following Personal Data Protection Laws, including any relevant rules and regulations, and updating policies and regulations of the Company involving personal data protection to be present considering Personal Data Protection Laws and its amendment. In addition, the Company has set up a personal data collection system to prevent the risk of data leaking and promptly mitigate the damages that may occur. Furthermore, if the Company receives any complaint or request from the data subject, the system can track data, documents, and information on time. The Company has provided the operational plan which shall be used by employees of the Company and the subsidiaries of the Company when collecting the personal data from the data subject necessary that include the process to delete or destroy the personal data when it is unnecessary to maintain considering the purpose of the collection, to response the data subject’s request to remove, delete or modify its data possessed by the Company and to inform partners and customers to acknowledge the privacy policy of the Company to effectively working together and to be following the Personal Data Protection Laws and guidelines issued by the Committee.

PLANB also completed the implementation of the Consent Management System (CMS) to support the business operations to comply with Thailand's PDPA, which will be enforced from 1st June 2022. At this stage, the CMS system is fully active. The business activities related to collecting and using personal data are managed to keep Records of Data Processing Activities (RoPA). Customers can submit requests to exercise their data subject rights easily via the Data Subject Rights module of the CMS. In addition, the Data Governance team works with related functions to conduct training for data owners, data stewards (i.e. representatives from all business functions), and data users to understand their roles & responsibilities, processes and the systems which will ensure PLANB achieve data privacy protection for customers and stakeholders.

ขอเชิญยินยอมให้ใช้ข้อมูลส่วนบุคคลของผู้นutzer เพื่อจัดทำรายงานกับบริษัท แพลน บี มีเดีย จำกัด (มหาชน)

ด้วยบริษัท แพลน บี มีเดีย จำกัด (มหาชน) (“บริษัทฯ” หรือ “แพลนบี”) มีความประสงค์ที่จะรวบรวม ใช้ และเปิดเผย ข้อมูลส่วนบุคคลของข้าพเจ้า เพื่อส่งต่อไปยังพันธมิตรที่เกี่ยวข้องกับการพิจารณาการขอสินเชื่อของข้าพเจ้ากับบริษัทฯ และเพื่อ บริษัทในเครือในกรณีที่แพลนบี ตกลงที่จะดำเนินการใน “นโยบายการคุ้มครองข้อมูลส่วนบุคคล” ของบริษัทฯ

ข้าพเจ้า (ชื่อ-นามสกุล) \_\_\_\_\_ จิตตวิไลวรรณ ยืนยงในการบริหารรวมรวม ใช้ และเปิดเผยข้อมูลส่วนบุคคลของข้าพเจ้าแก่แพลนบี ดังต่อไปนี้

- ข้อมูลส่วนบุคคลที่ให้ความยินยอม**  
ข้าพเจ้า ยินยอมให้บริษัทฯ จัดเก็บข้อมูลส่วนบุคคลที่มีความอ่อนไหวของข้าพเจ้า เพื่อการดำเนินการดังต่อไปนี้
  - เพื่อดำเนินการตรวจสอบประวัติและคุณสมบัติของข้าพเจ้าก่อนการจ้างงานภายใต้ระบบของแพลนบี รวมถึง การตรวจสอบประวัติอาชญากรรม ประวัติสุขภาพ และตรวจสอบข้อมูลจากบุคคลอ้างอิงซึ่งข้าพเจ้าระบุ
 

ยินยอม  ไม่ยินยอม
  - เพื่อประเมินความเหมาะสมทางวิชาการในองค์กรที่เกี่ยวข้องกับระบบงานของข้าพเจ้า เช่น การส่งข้อมูลผู้สมัครหรือ รายงานการสัมภาษณ์ไปยังฝ่ายที่เกี่ยวข้องและผู้มีอำนาจตัดสินใจคัดเลือก กระบวนการภายในเพื่อจัดลำดับผู้สมัครฯ รวมถึงกระบวนการบริหารงานบุคคลอื่นๆ
 

ยินยอม  ไม่ยินยอม
- ข้าพเจ้ายินยอมให้บริษัทฯ ดำเนินการรวบรวมข้อมูลของข้าพเจ้าโดยอิสระและจากแหล่งอื่นได้ เช่น หน่วยงานราชการ บุคคลอ้างอิงที่ข้าพเจ้าระบุในประวัติของข้าพเจ้า หรือแหล่งข้อมูลสาธารณะอื่นๆ
 

ยินยอม  ไม่ยินยอม
- ข้าพเจ้ายินยอมให้ บริษัทเปิดเผยข้อมูลส่วนตัวของข้าพเจ้าไปยังบริษัทในกลุ่มแพลนบีและบริษัทในเครือ และ บุคคลภายนอก เพื่อการดำเนินการตามวัตถุประสงค์ที่ระบุไว้ในการคุ้มครองข้อมูลส่วนบุคคลของบริษัท
 

ยินยอม  ไม่ยินยอม
- ข้าพเจ้ายินยอมให้บริษัทฯ สามารถเก็บข้อมูลส่วนบุคคลของข้าพเจ้าต่อไปได้เป็นเวลา 2 (สอง) ปี หากบริษัทฯ ตัดสินใจไม่ประสงค์ที่จะจ้างข้าพเจ้าเป็นพนักงานส่วนร่วมกับแผนงานที่ข้าพเจ้าได้สมัครไว้ ภายใต้การที่บริษัทฯ พิจารณาคุณสมบัติต่างๆ ของข้าพเจ้าแล้ว
 

ยินยอม  ไม่ยินยอม

เว็บไซต์นี้มีการจัดเก็บคุกกี้เพื่อเพิ่มประสิทธิภาพในการใช้งานของท่าน และการมอบบริการที่ดีที่สุดจากเรา กรุณาทบทวนรับคุณสมารถเรียนรู้เพิ่มเติมเกี่ยวกับการใช้งานคุกกี้ของเราได้ที่ [นโยบายการใช้คุกกี้](#)

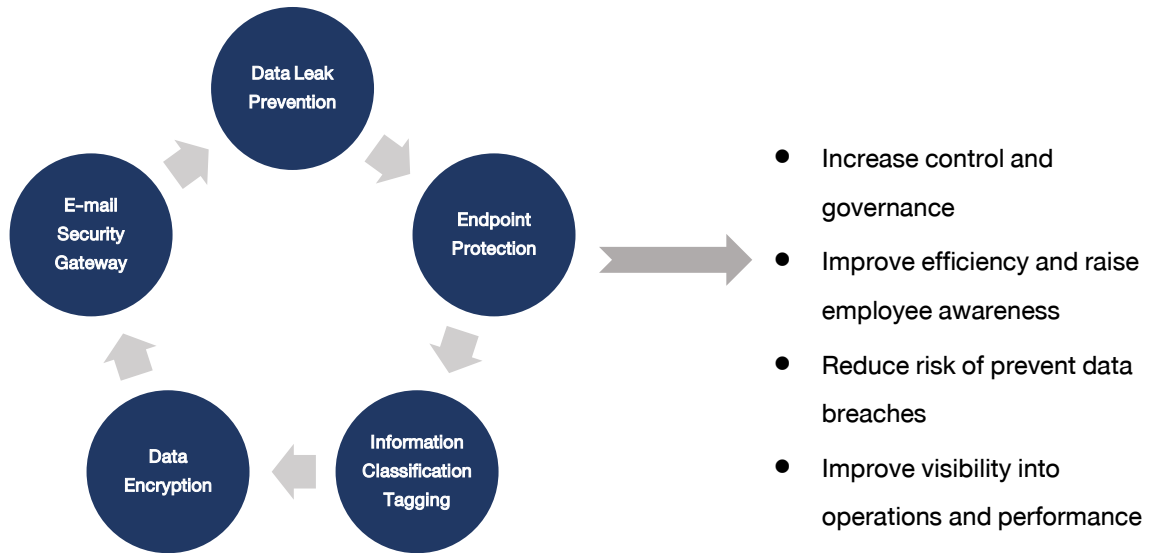
เราใช้คุกกี้เพื่อปรับปรุงประสบการณ์ของคุณ

การตั้งค่าคุกกี้ [ยอมรับทั้งหมด](#)



Please scan this QR code for Customer Privacy Policy

The Data Leak Prevention System is installed to minimize the risk of data breaches while improving IT infrastructure efficiency. With the Company's ethical data usage policy and practices, PLANB builds a culture of responsible data use to enhance personal data privacy protection. The Company raises awareness about personal data protection via internal communication and training and conducts internal compliance inspections.



## CYBER SECURITY AND CUSTOMER PRIVACY PROTECTION

The Company recognizes the importance of cybersecurity and the stability of information networks, which are vulnerable to diverse and complex data theft and cybercrimes and may affect stability in economic, social, and environmental dimensions and the confidence of suppliers and customers towards the Company. Furthermore, the Company understands that it is essential to strictly comply with national and international cybersecurity and data privacy laws to prevent cyber threats and reduce the impact of data leaks on the public.

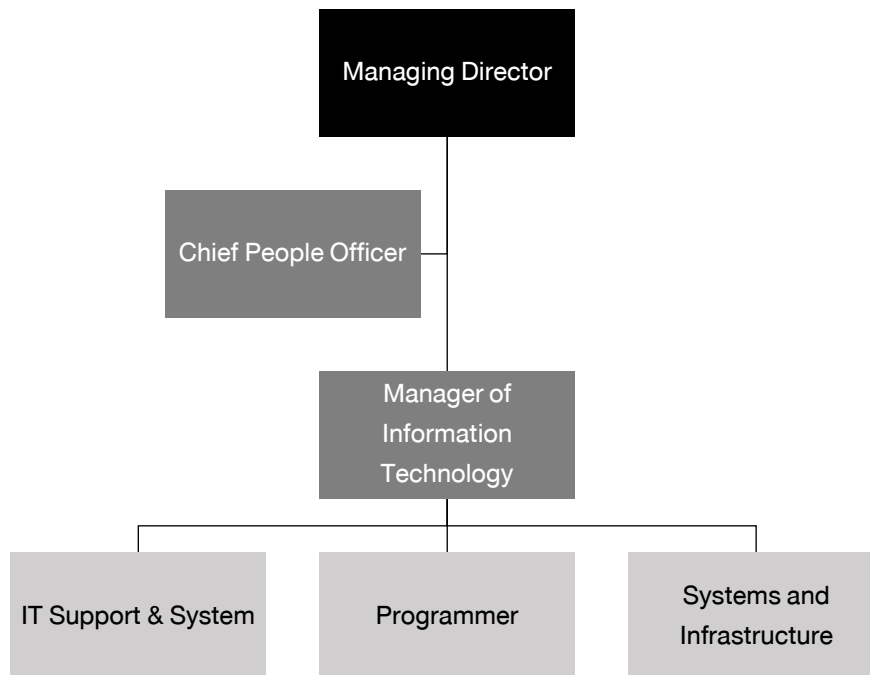
Information Security Policy was established and deployed to all employees and relevant personnel performing work on behalf of PLANB. The policy provides an information security and privacy protection framework, ensuring strict compliance with relevant regulations, laws, and contractual requirements. It prescribes requirements on organization information security relevant to human resource management, asset management, access control, cryptography, physical and environmental security, operations security, communications security, supplier management, information security incident management, and information security aspects of business continuity management and compliance. The policy is reviewed and subjected to internal and external audits to ensure compliance on an annual basis. Furthermore, PLANB has a Business Continuity Plan and Information Technology (IT) Recovery Plan to ensure the availability of information and services following a potential interruption to critical business processes.

Plan B puts great importance on protecting the data privacy of all stakeholders, including customers, employees, suppliers, business partners, and shareholders. The Company has prepared its privacy policy and announced the enforcement of the protection of personal data privacy of the organization following the Personal Data Protection Act B.E. 2562. The Company also organized training on such regulatory requirements to raise employees' awareness. In 2022, the Company has organized training courses for the Board of Directors to prepare them for law enforcement. Plan B will only use customer information for the purposes described in the Privacy Policy and/or with consent for purposes required by law to obtain prior consent.

### Management Framework and Policy

The Company adheres to the Personal Data Protection Act B.E. 2562 and the Cyber Security Act B.E. 2562 in developing its Cybersecurity and Information Security Management Policy to ensure that information of suppliers and customers, including information within the organization, will be protected effectively. The Company has established a policy for information and cyber security as a guideline for controlling relevant departments.

## IT Security and Cybersecurity Governance



### Managing Director

- Overseen by Managing Director to formulate, review and approve information security policy and review the effectiveness of policy implementation.
- Provide direction and management support for security initiatives and resources needed for information security.
- Ensure implementation of information security controls is corraded across the organization.

### Chief People Officer

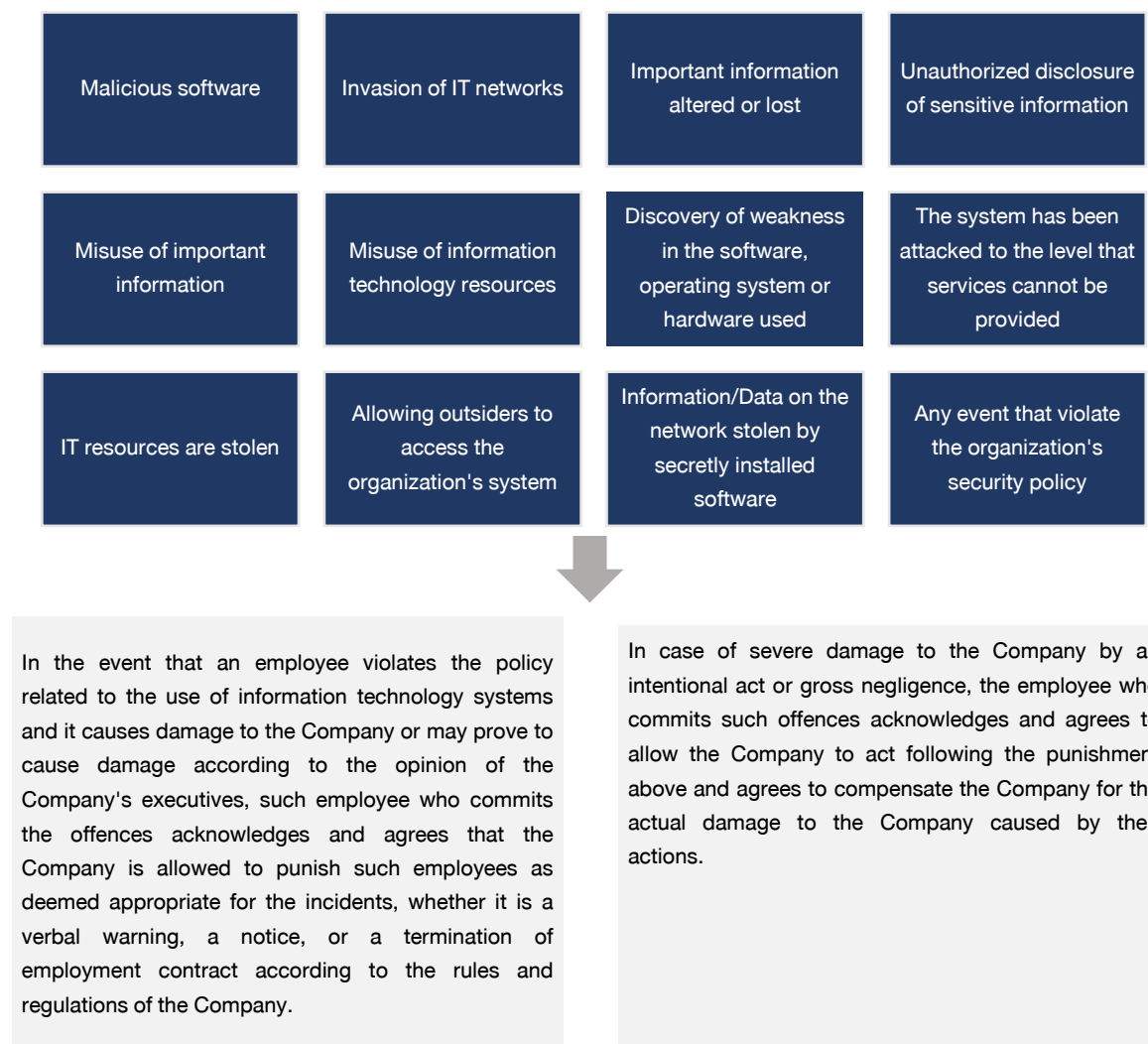
- Ensure organization compliance with Personal Data Protection Act. B.E. 2562 (2019).
- Act as the contact point for reports and management of data privacy matters.

### Manager of Information Technology

- Ensure organization compliance with Personal Data Protection Act. B.E. 2562 (2019).
- Act as the contact point for reports and management of data privacy matters.

## Procedures for Security Incidents

The Company has a policy when encountering security incidents as follows:



## Information Security and Data Privacy Results

The company is committed to developing systems and managing information security continuously. For example, to ensure that data breaches are 100 per cent completely prevented according to the goal, whether it be data leakage or loss.

| Results   | 2020 | 2021 | 2022 |
|---|------|------|------|
| Number of complaints from external and get confirmed by Plan B's internal     | 0    | 0    | 0    |
| Number of complaints from the Corporate Governance Committee                  | 0    | 0    | 0    |
| Number s of breaches of information security or other cybersecurity incidents | 0    | 0    | 0    |





## OCCUPATIONAL HEALTH AND SAFETY

(GRI 403-1, 403-2, 403-3, 403-6, 403-7, 403-8)

| 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | 2022 Performance   |
|---|--|--|
| <ul style="list-style-type: none"> <li>100% of the Company's employees and suppliers receive training in accordance with safety</li> <li>Zero accident</li> </ul> | <ul style="list-style-type: none"> <li>Policies, procedures, and safety training are developed for the Company's employees</li> <li>Zero accident</li> </ul> | <ul style="list-style-type: none"> <li>Policies, procedures, and safety training are developed for the Company's employees</li> <li>Zero accident</li> </ul> |

Responsibility towards safety, occupational health, and good working environments are integral aspects of the success of any business operation. At PLANB, the Company is committed to being a zero-accident organization that prioritises the safety of its employees and the public. Accordingly, PLANB is continuously advancing employees' safety, health, and well-being.

PLANB established an Occupational Health and Safety (OHS) Policy for all employees, contractors, suppliers, and relevant stakeholders. Occupational health and safety at the Company is overseen by the Safety Committee and appointed Safety Officers. PLANB manages and identifies opportunities to continuously improve the organization's OHS management system in alignment with International Organization for Standardization (ISO) 45001 standards, including relevant laws and regulations. Risks from work-related hazards associated with the Company's advertisement business operations are assessed and prioritized regularly. The risk assessment process includes the following:

- 1) Identifying and assessment of work activities.
- 2) Applying the hierarchy of controls and action plans to eliminate hazards and minimize risk.
- 3) Implementing and evaluating progress to prevent health risks.
- 4) Effective communication.

Employees can report work-related hazards and hazardous situations during monthly safety meetings or submit an incident report for further investigation following the process prescribed under the OHS Operation Manual. In addition, employees are encouraged to report OHS-related concerns via the Company's provided whistleblowing channels by the Code of Conduct, where the reporter will be protected against reprisals. Employees can stop work and notify relevant personnel for further management in situations that cause injury or ill health. In addition, a Corporate Business Continuity Plan (BCP) was also established to prepare for and respond to emergency health-related situations, such as a pandemic crisis, that could cause potential business disruption.

In addition, PLANB also provides OHS training to instil awareness and reduce operational health and safety incidents for employees. This training course is provided annually for all workers, which exceeds the regulated 2-year frequency requirement. In 2021/22, the training was held, where 378 individuals, comprising 151 employees and 227 contractors, participated in the course. PLANB organizes various health promotion activities for employees to strengthen the organization's safety culture regularly. The project includes annual health check-ups, fitness and other activities, i.e. marathon. Moreover, PLANB provides occupational safety and health training to instil awareness and reduce adverse health and safety incidents that may occur to employees and related parties. Working place this training course is made annually for all employees, such as

- Annual fire drill training for employees.
- Safety training in working with heat and sparks (Hot Work).
- Training on work safety at heights (High Work).
- Training on safety and basic knowledge about electricity.
- Organizing “5S” activities to maintain a safe and hygienic working environment suitable for the nature of work of each department.



*Please scan this QR code for Occupational Health and Safety Policy*

## HUMAN RESOURCE DEVELOPMENT AND WELL-BEING

(GRI 401-1, 401-2, 403-3, 404-1, 404-2)

| 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets  | 2022 Performance  |
|---|---|---|
| <ul style="list-style-type: none"> <li>Employee engagement rate with the organization is not less than 90%</li> </ul> | <ul style="list-style-type: none"> <li>Employee engagement rate with the organization is not less than 80%</li> </ul> | <ul style="list-style-type: none"> <li>Employee engagement rate with the organization is not less than 80%</li> </ul> |

Employees are valuable resources in gearing the company toward business success. Therefore, effective human resource management is vital to enhancing employees' capabilities and adaptation to the ever-changing business directions. At PLANB, the Company is committed to fostering employee development and retention to propel the Company towards becoming a sustainable organization.

PLANB bonds the relationship between employees and the company's core value and Brand DNA through the Culture and Core Value of Believing in Long-Term Sustainable Value driven by the PLANB Leadership DNA program. PLANB also provides Learning & Development and Upskills Program for leaders and staff to boost their learning and potential. In addition, PLANB embraces Succession Planning & Career Development Program to develop the talent and competency of PLANB successors in accord with their career path, together with an increase in the number of successors. For critical positions, PLANB targets 100% of critical positions to have PLANB internal successors by 2027.

Furthermore, we believe that attractive workplaces, high employee retention, and an effective talent development plan are essential for PLANB's success. PLANB strives to unlock our people's potential and empower them by fostering a supportive working environment and ensuring their talents are properly recognized and rewarded. Hearing the voice of our people is vital to PLANB.

We invest in our talents for PLANB's growth and produce outstanding citizens who can contribute to society through PLANB's values via AGILE: Active, Growth, Innovation, Leadership, and Expert. In addition, we aim to be recognized as one of the best employers in the industry, attract talents from all levels, and champion gender parity.

At PLANB, gender equality in the workplace is our priority. We provide an opportunity, and career path growth depends on working capability without gender segregation. The results showed a basic employment statistic disclosure in 2022 about workforce breakdown, gender pay, new employee hires, employee turnover and parental leave.

- Total number of employees 538
  - Total number of male employees as a percentage 58%
  - Total number of female employees as a percentage 42%
- The new employment rate as a percentage of 27%
- Turnover rate as a percentage of 8%

The results of the Board evaluation for the overall Board and individuals for 2021 show higher effectiveness. Moreover, the Company determines remuneration consistent with the head of the organization (CEO or equivalent)

- The average score of the Board of Directors evaluation result was excellent at 95.50
- The average score of individual director evaluation result was excellent at 95.73
- The average score of CEO evaluation result was excellent at 97.33
- The average score of Managing Director result was excellent at 96.90

## TALENT MANAGEMENT

Realizing the importance of driving the organization toward sustainable development, the Company has prioritized human resources management in attracting, motivating and retaining potential talent. In addition, the Company also places importance on human resources development through competency development programs, job coaching, and performance appraisals. This includes learning other relevant and/or new knowledge to enhance career advancement opportunities and prepare personnel to deal with future challenges.

The Company is committed to cultivating and building talent through competency development programs, on-the-job training, and performance appraisals to create career advancement opportunities and enhance problem-solving skills at work. Tailored made for each employee, the Company's learning plan is based on many aspects covering corporate culture, leadership and competency in roles, duties, and responsibilities.

- Recruit talents with knowledge and expertise who benefit the Company through an employee referral program or the referral program. For example, this can help introduce the company to students about to graduate with a bachelor's degree, including public relations through various channels such as websites, social media, etc.
- Development and support for employees to have adequate knowledge and expertise to perform through talent management programs that provide learning and development opportunities and career advancement
- Provide a successor program to prepare future leaders or successors to promote business continuity in case of vacancies in key positions



## EMPLOYEE TRAINING

The company realizes the training of compliance courses to strictly comply with the laws, such as training for Safety Training at management, supervisory and staff levels, Basic Fire Fighting, Environmental Management Systems, First Aid & CPR, etc. It also encourages continual self-development through target self-learning, 15 hours per year per person, to promote a life-long learning culture, human rights, and sustainability development. In 2022, the company provided e-learning courses via Plan B Academy Center to gain new skills and earn a certificate of completion to develop executives and employees with high potential; the company also encourages senior executives to attend the Director Certification Program (DCP) training with the Thai Institute of Directors to provide the skills and knowledge of good corporate governance essential for board members to critically improve and continually develop the overall performance of directors lead to effective directorship practices and good business outcomes to all stakeholders.

### Learning and Development Program

The Company has developed many training courses covering employees at all levels and work lines. So that employees can develop their potential according to the scope of work as follows:

| Training Type         | Examples of training courses  |
|-----------------------|---|
| 1. Leadership         | <ul style="list-style-type: none"> <li>● AGILE Plan B DNA</li> <li>● Leadership skill</li> <li>● Leadership skills for the team lead</li> <li>● Leadership Development Program (LDP)</li> </ul>   |
| 2. Business essential | <ul style="list-style-type: none"> <li>● How to give and receive feedback</li> <li>● How to set goals and evaluate the work</li> <li>● Time management and prioritising work</li> <li>● Interview skills for managers</li> <li>● How to coaching</li> <li>● How to understand other people who work with</li> <li>● Design thinking</li> <li>● Growth Thinking</li> <li>● Presentation skills</li> <li>● Story telling</li> <li>● Rational thinking</li> <li>● Project management</li> <li>● Problem-solving and decision making</li> <li>● Orientation for new employees</li> <li>● Prepare for new tasks</li> </ul> |

| Training Type    | Examples of training courses  |
|------------------|---|
|                  | <ul style="list-style-type: none"> <li>● How to be a new manager</li> <li>● How to sell Out-of-home media to achieve a billion targets</li> </ul>   |
| 3. Expertise     | <ul style="list-style-type: none"> <li>● Creative design thinking</li> <li>● Big four Out-out home media (Bus, Static, Digital, Airport)</li> <li>● Out-of-home media production</li> <li>● Knowledge of signboard tax</li> <li>● Engagement marketing with Plan B Stadium</li> <li>● Accounting and financial procedures</li> <li>● Procedures related to a purchasing work</li> <li>● PR Epicor and e-Payment</li> <li>● Legal 101: How to draft a legal contract</li> <li>● IT System and how to use a google workspace</li> <li>● Principles of working with people</li> <li>● Basis safety and electrical 1</li> <li>● Basic safety and electrical 2 &amp; 3</li> <li>● High work safety (High work)</li> <li>● Work safety in the tunnels</li> <li>● Occupational safety, health, and working environmental</li> <li>● IT System and how to use a google workspace</li> </ul> |
| 4. DigiTech      | <ul style="list-style-type: none"> <li>● PowerPoint / Google Slide Expert</li> <li>● Excel / Google Sheet Expert</li> <li>● Cyber Security</li> <li>● Digital savvy</li> <li>● Transformation of information into assets</li> </ul>   |
| 5. Data & Design | <ul style="list-style-type: none"> <li>● How to make a dashboard</li> <li>● How to do a dashboard with data studio</li> <li>● User experience design</li> <li>● Service design for users</li> <li>● AGILE Plan B DNA</li> </ul>   |

### Learning and Development via PLAN B Academy Center

Plan B Academy Center is an e-learning centre that will help develop careers for employees through more than 200 courses in leadership, business, digital technology, design data, and AGILE Plan B DNA. In addition, the company encourages self-development through target self-learning at 15 hours per year per person.

### Training and development

| Number of training (hours per person)      | 2021         | 2022         |
|--|--------------|--------------|
| <b>Overview of employees at all levels</b> | <b>10.81</b> | <b>15.83</b> |
| Executive level                            | 4.90         | 23.21        |
| Supervisor level                           | 13.14        | 18.58        |
| Manager level                              | 10.44        | 22.04        |
| Operational level                          | 10.38        | 13.84        |

## SUCCESSION PLAN

Succession plan refers to the policy of identifying high-potential employees who can be successors of critical company positions to build strong business continuity and unleash their potential to be PLANB's top management.

In 2022, PLANB implemented a succession planning project according to the succession planning framework by identifying critical positions and then potential successors using the 9-grid box model (performance and potential assessment). In addition, PLANB helped identify successors to develop the accelerated development plan (ADP) to close the competency gap of each successor. Currently, PLANB started identifying successors for the head of the department and section head from all levels of employees, referring to Phase 3 of the succession planning implementation plan. PLANB plans to implement the succession planning into 3 phases:

Phase 1: To identify successors of Chiefs of BU/Function

Phase 2: To identify successors of direct Chiefs and all critical positions in the Company

Phase 3: To identify successors of heads of departments and section heads from all levels of employee

PLANB developed and arranged Talend Development Program for Phases 1, 2 and 3, which the target to be completed in Dec 2023.

## DIVERSIFY IN THE WORKPLACE

According to the ageing population situation worldwide, we notice the significance of the ageing society transition, and we recognize that Thailand is currently entering an ageing society. Therefore, we started including potential retirees in the hiring process, whether through recruitment with contracts or contracts extension (for those reaching retirement age with PLANB). Thus, we employed older people aged more than 60 years old with workability to operate in Plan B Media Public Company Limited for a total of 2 in 2022

Moreover, PLANB values a diverse workforce and inclusive culture. The Company strongly believes that diversity and inclusion create a dynamic workplace where employees can express opinions without discrimination against sexual preferences, gender, race or ethnicity, nationality, country of origin, or cultural background. LGBTQ personnel are entitled to the Company's provided welfare and benefits such as funds, crematory welfare, and paid leave for gender-affirming surgery. Moreover, the Company emphasises equal pay based on personnel's performance regardless of gender.

Discriminatory behaviour and harassment cases can be reported via the Company's provided whistleblowing channels per the Code of Conduct, where reporters will be protected against reprisals. Moreover, reporters can also report in writing or verbally to managers and the human resource division, which will follow the defined investigation process and escalate to the human resource director and inform the Chief People Officer, as appropriate. Based on the conclusion of such investigation, appropriate corrective or disciplinary actions will be taken where violation cases will be prosecuted to legal actions.

## EMPLOYEE ENGAGEMENT

The employee is a crucial main factor driving PLANB's business continuity. Therefore, human resource management does various engagement actions, for example, providing the necessary training for continuous development, establishing programs to retain good and talented employees, delivering employees with fair compensations and benefits, enacting occupational health & safety policy and guidelines among employees and strictly comply with Thai labour standard, treat employees with respect following human rights principles. Delivery channels for employees to submit opinions, suggestions, or complaints.

We listen to our employee's expectations and concerns through a Company-wide questionnaire, annual personal engagement, and satisfaction survey. The results will be used as a foundation for employee satisfaction improvement.

In 2022, the employee engagement survey showed that 100% of employees responded, with 80.4% feeling engaged with the company, which is higher than the target value set by the company. Employee engagement through various channels such as internal emails (Plan B News, HR News) and Townhall organized by senior management. This effort resulted in higher satisfaction of Plan B employees in all dimensions, including Engagement, Leadership, Alignment, Environment and Benefits.

## CUSTOMER SATISFACTION

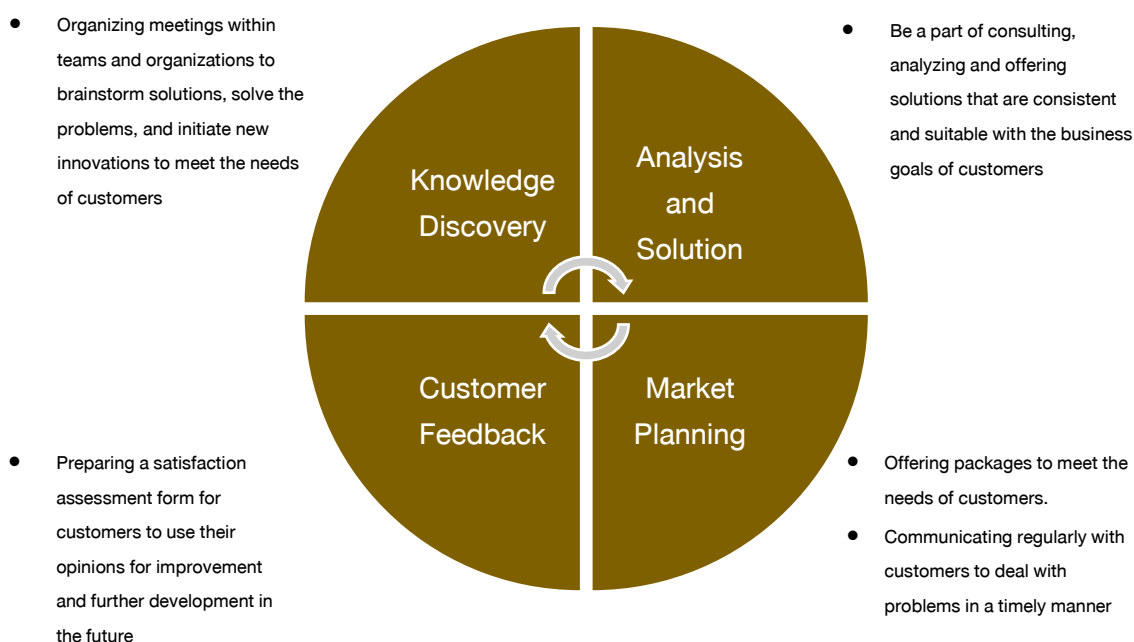
During the past year, the Company has adapted to accommodate changes in customer behaviour and needs and has overcome the challenge of retaining existing customers or acquiring new customers. Therefore, the Company is committed to developing effective customer relationship management to maximize customer satisfaction and provide a positive customer experience. It is also considered an important strategy for enhancing long-term business growth. The Company sends an annual assessment form to evaluate the sales team to direct and agency customers. This evaluation considers various aspects such as knowledge and expertise in out-of-home media, capability to plan media to meet customers' objectives and goals, and problem-solving skills by developing solutions that consider market trends and customer relations to maintain a good relationship with customers and stakeholders.

### Customer Satisfaction Score

|                             | 2019 | 2020 | 2021 | 2022 |
|-----------------------------|------|------|------|------|
| Customer Satisfaction Score | 4.37 | 4.48 | 4.66 | 4.65 |

In 2022, the Company set a customer satisfaction level of 4.50 out of 5.00, while the average customer satisfaction score stood at 4.65, higher than our target. The Company aims to continue improving the quality of customer service and consistently enhancing the capabilities of its sales force. Specific criteria for further analyses, including sales-related skills, knowledge of out-of-home media, personality, customer communication and problem-solving skills, also structured the customer satisfaction survey. These analyses help the Company find training curricula and suggestions useful for developing employee skills to be more efficient in addressing the rapidly-changing needs of customers and improve the company's competitiveness within the media industry

### Strategies to develop customer relations to enhance customer satisfaction



## EMPLOYEE CARE

The employee retention policy during COVID-19 stayed the same, i.e. no lay-off action. In addition, we continued paying remuneration to all employees so everyone could pass this challenging time together. We encourage our people to embrace flexibility and change in the wake of the “New Normal.” for seamless work.

However, during COVID-19 in the past 2 - 3 years, The company has greatly emphasised occupational health and safety. The company has put in place a policy to manage the risk of the COVID-19 virus and provide various actions. To increase the safety of employees at the highest level as follows:

1. The Company implemented measures to prevent the spread of coronavirus and put a policy to manage risks from the outbreak and take prompt actions to handle different cases.
2. The Company adopted work from home measure by requesting each function to separate their workforce based on the nature of jobs or job family and assigning supervisors to control and manage the work productivity of each employee. If employees have to work at the office, social distancing must apply. Also, the Company provided facial masks, and COVID-19 protection boards were installed at all employees' desks. Disinfection is done weekly, and building officers daily clean the office areas. For employees who have to work outside, the Company offers masks, hand sanitisers and ATK test kits to accommodate employees. Line managers can also reimburse related expenses for employees to perform their duties.
3. When the situation improved with fewer COVID-19 patients, the Company required employees to take turns working at the office. However, they must take ATK tests and submit the results regularly. The Company also conducts a weekly risk survey for the most up-to-date information to be used in decision-making or to take further actions.
4. The Company offered COVID-19 insurance for all employees in 2022.
5. The Company consistently promotes information and news of the coronavirus, including the latest situation inside and outside the Company, through all communication channels for all employees regularly.



## HUMAN RIGHTS

*(GRI 2-19, 410-1)*

PLANB upholds and respects human rights beyond our business operations and value chain. We understand that we have complete control over our operations regarding the rights of the people that work under the umbrella of PLANB. We aim to protect our people's rights.

However, we acknowledge the potential risks that may occur through our value chain via our contractors and suppliers. PLANB strives to close these loopholes to dignify the rights of the people involved in its operations, regardless of who it is and where it belongs in its value chain. PLANB takes human rights seriously and does not tolerate human rights violations. This is highlighted in the business code of conduct and reflected throughout our practices. Our stakeholders' human rights are at the heart of PLANB practices that we prioritize through risk assessment and stakeholder engagement in identifying potentially affected groups. PLANB's human rights priorities are as follows:

- Human Rights
- Occupational Health & Safety
- Human Working Conditions
- Fair Wage
- Fair Treatment & Equal Opportunities
- Freedom of Association

In our organization, PLANB prioritizes gender equality and equity. We reflect this via gender diversity across all levels of our organization, from the governance bodies to the operation level. Human rights results in 2022. The company has announced and emphasized human rights in the Business Code of Conduct as follows:

- The Company recognizes rights, liberties, equality, justice, and peace. Therefore, everyone should be protected under human rights principles. Accordingly, directors, executives, and employees are required to perform the following actions:
  - Everyone must act politely and respectfully, in all positions, without violating others' opinions.
  - Respect fundamental human rights at all levels. Do not discriminate based on race, religion, ethnicity, colour, class, gender, age, physical appearance, language, political opinions, or legally protected characteristics.
  - Everyone is responsible for upholding the rights and international regulations, which also applies to business partners to ensure we do not violate human rights actions.

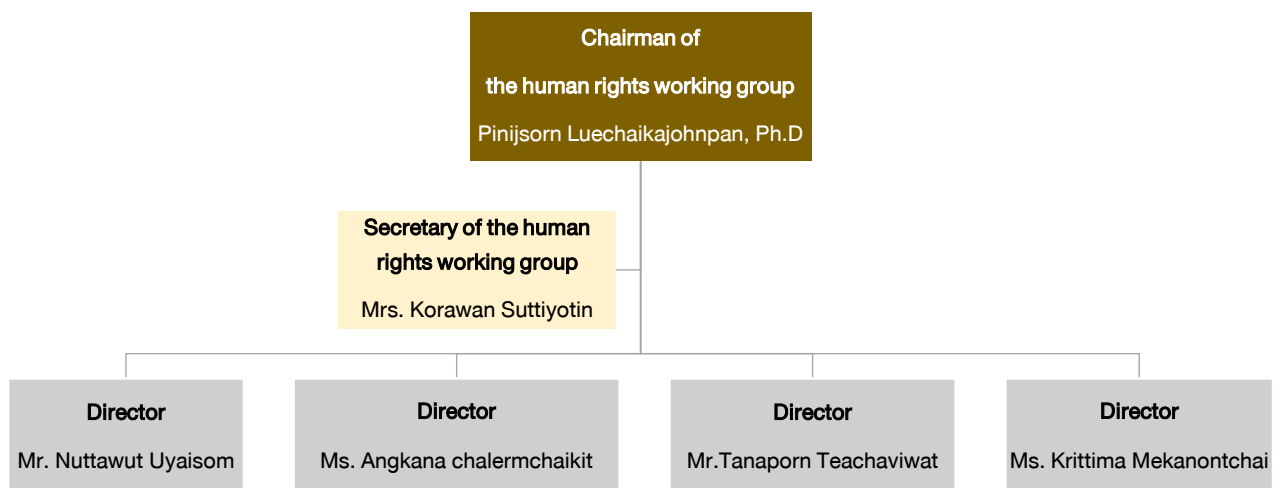
Human Resources Development integrates the Human Rights Business Code of Conduct in the onboarding program for all new employees, communicating the strict adherence to the fundamental principles of human rights.

In 2022, the Company conducted an online training course to instil basic knowledge of human rights for all employees, which covered salient human rights issues, including discrimination and harassment in the workplace and impacts throughout the value chain. Furthermore, employees were given an overview of human rights due diligence and introduced to the Discrimination and Harassment Policy and Diversity and Inclusion Policy. If there are concerns about human rights violations, reports can be made to the Company’s provided whistleblowing channels, which will proceed further following the stipulated investigation process. In 2022, there were no complaints or reports concerning human rights violations nor incidents of discrimination and harassment reported



Please scan this QR code for Human Rights Policy

## CHART OF THE HUMAN RIGHTS WORKING GROUP



The Human Rights Committee is established to supervise the implementation of human rights principles to ensure that all directors, executives and employees of the Company adhere to and comply with the human rights policy and respect for individuality and human dignity. The guidelines and principles of human rights policy are as follows:

1. Respect and obey the laws and human rights principles by applying such principles to all stakeholders in all areas where the Company operates on an equal basis, and treat everyone without discrimination, regardless of race, origin, religion, belief, gender, skin colour, language, ethnicity, social status, or any other status.
2. Treat all stakeholders with caution and avoid actions that violate human rights, both directly and indirectly.
3. Regularly monitor, identify and assess risks and impacts on human rights arising from business activities. Human rights risk assessment is part of sustainability risk assessment (ESG risk) and follows the same process as other risk assessments.
4. Support and promote human rights among all stakeholders in all forms and comply with human rights principles.
5. Communicate, disseminate and share knowledge about human rights through various communication channels within the Company to promote understanding by all stakeholders and support suppliers to ensure that their business operations follow human rights principles.
6. Oversee compliance with human rights policy by not neglecting or ignoring when witnessing an action that violates human rights related to the Company. Those who witness such actions or those who have been violated should report to their supervisors or notify via the Company's whistleblowing channels according to the Company's Code of Conduct.
7. The Company is committed to providing a remedy to people whom human rights violations have impacted. There are appropriate and effective remedial measures that align with justice and equality principles. The Company also has the policy to treat the complaints to the Company thoughtfully and rigorously by keeping the personal information of the whistleblowers confidential in all cases and by showing empathy to those who have been violated. Suppose the complaint is proven to be true. In that case, the Company will proceed according to the remedial measures, namely disciplinary action against offenders to the extent of suspension or termination of employment, taking necessary legal actions, setting guidelines for follow-up, and taking other appropriate actions to prevent a reoccurrence. In the case of force majeure, responsibility must be considered as soon as possible.

The Universal Declaration of Human Rights (UDHR) (the UN General Assembly, 1948) set fundamental rights to which all of us are entitled about 30 articles summarized into ten main topics. So many topics belong to governance responsibility to protect and safeguard human life, such as asylum rights, marriage, and primary education - however, the company can provide some issues to essential stakeholders for our business, and PLANB initiated fundamental human rights activities follows.

|   |  |
|---|--|
| <p><b>The right to equal treatment.</b> Irrespective of their colour, caste, religion, or gender, every individual must be treated the same, and this right reminds them of it.</p>       | <p><b>PLANB provides a religious prayer room.</b> We recognize the importance of providing opportunities for all groups without racial, religious, gender, or cultural bias, as we respect social equality in all its forms</p>  |
| <p><b>The right to work .</b>This right encompasses a variety of work-related concerns, which means everyone has the right to work and has the right to work in favourable conditions</p> | <p><b>PLANB provides job opportunities for the elderly and local people nearby.</b> We provide job opportunities in the form of a new employment contract to hire elderly who are 60 years and a continued employment contract for those reaching retirement age with PLANB</p>  |
| <p><b>The right to freedom from torture.</b> This right means no individual should be subject to torture or cruel, inhuman, or degrading treatment or punishment</p>                      | <p><b>PLANB Business Code of Conduct.</b> We must treat workers with politeness, respect for the individual’s human dignity, listen to their opinions and suggestions that are appropriate and beneficial to the company</p>   |
| <p><b>The right to privacy.</b> This right protects citizens from government or corporate overreach and surveillance</p>  | <p><b>According to the Business Code of Conduct in data privacy, PLANB stresses customer data confidentiality.</b> We comply with the Personal Data Protection Act 2019 and Cyber Security Act 2019 (PDPA); PLANB reviews IT practices and policies annually to ensure the Company empowers all employees with the best tools to protect customers’ data</p> |
| <p><b>the right to freedom of thought, opinion and expression.</b> Every person has the right to hold opinions, follow a religion they want and change their beliefs</p>                  | <p><b>According to the Business Code of Conduct, PLANB must follow all applicable employment laws without discrimination.</b> The Company encourages employees to voice their rights as good citizens under the Constitution. Employees can participate in political activities apart from work hours and company involvement</p>                            |

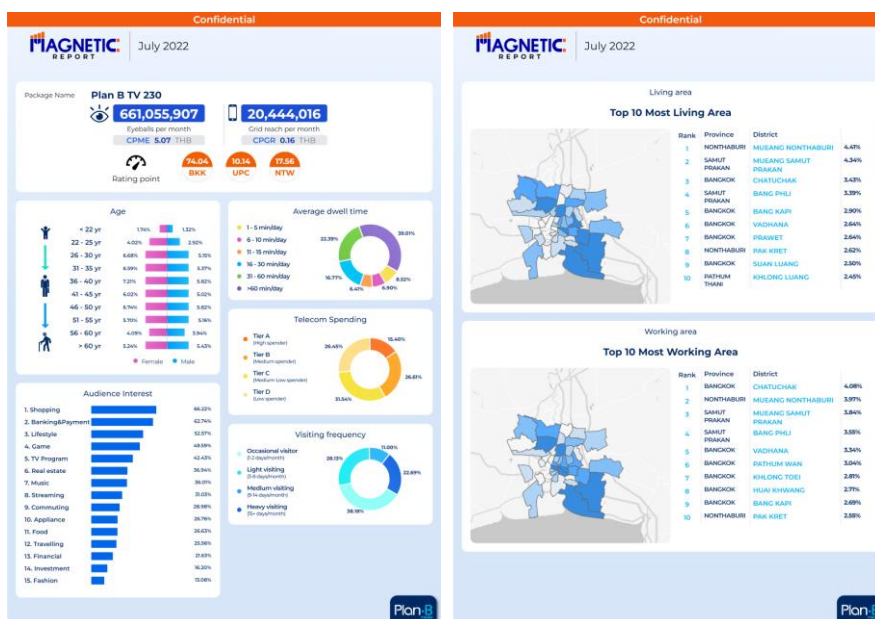
For more information about The Universal Declaration of Human Rights (UDHR), please visit: <https://www.un.org/en/about-us/universal-declaration-of-human-rights>

# INNOVATION FOR CREATING A GOOD EXPERIENCE FOR CUSTOMERS

Innovation is one of the core elements that form the foundation of PLANB’s business strategy. The underlying force drives the Company’s vision to lead Out-of-home media with innovation solutions. PLANB commits to digital technologies and R&D excellence to develop and launch innovative or value-added products and solutions that meet the ever-changing consumer demands and attract new opportunities.

## Magnetic Measurement

The Company has developed a visibility measurement system for out-of-home media that exclusively belongs to the Company. This tool supports customers in planning media utilization that is more efficient and facilitates customers to monitor results from their investments in media every month through collaborations with telecommunications companies to prepare media visibility reports. The report shows an overall picture that complies with the Personal Data Protection Act. Data in the report comprise eyeballs, grid reach, frequency, dwell time and demographic information on the gender, age or purchasing power of viewers.



The measurement of out-of-home media helps elevate the media’s service standards to be closer to TV media and online media, building customer trust and playing a role in convincing customers to decide to invest in out-of-home media during the time of difficulties in Thailand under the COVID-19 situation. The Company plans to continuously develop this initiative in data storage and processing to ensure outcomes with higher accuracy and precision and reporting to display results on the website so that customers can access the data with more speed and convenience. This is scheduled to be completed within 2023.



## PLANB TV SYNCHRONIZATION

Plan B TV media with advertising in the form of Synchronization simultaneously on all 230 screens across Bangkok to create a brand moment to stand out, mesmerizing the audience and guarantee ad visibility, which can reach target groups comprehensively.





## SOCIAL AND COMMUNITY DEVELOPMENT

Plan B is well aware that to conduct sustainable business operations, the Company must be a good organization that can run a business in a happy society. Therefore, the Company focuses on operating business with social responsibility to improve the community and society because recognition and trust are essential to Plan B's sustainable business growth.

The Company promotes the use of business processes designed to improve the quality of life, build the economy and strengthen the community and Thai society through the Company's collaborations with suppliers, such as the development of intelligent traffic reporting systems, which continuously provide valuable information to motorists. In 2022, the Company will continue to develop an intelligent traffic reporting system to facilitate and increase road users' travel planning efficiency and accuracy. This is also important to help increase efficiency and maximize the social values of advertising media owned by the Company in those areas.



## RESPONSIBILITY OF CONTENT

### Rabbit Crossing

The Company conducted PR for the Rabbit Crossing project through its out-of-home media to raise awareness of and mitigate loss from motorcycle accidents at pedestrian crossings for society. Rabbit Crossing is an initiative to encourage Thai people to slow down and stop at pedestrian crossings without overtaking other vehicles. Realizing the benefits of using its advertising media as a leading provider of out-of-home media with a duty to promote awareness of commuters, Plan B teamed up with Rabbit Crossing to offer spaces on its digital media platforms across Bangkok to raise awareness of zebra crossing accidents and their effects.



### “PAI TOR KWAM SUK” PROJECT

The Company gave back to society and the environment through Initiative Blue Day or the "Pai Tor Kwam Suk" project. Dr. Sora Kiatkanarat led Initiative Thailand, CEO of Initiative and BPN Thailand brought together employees and partners such as Plan B Media, PINN SHOP and Pipat "Top" Apiruktanakorn to organize "Initiative Blue Day: Pai Tor Kwam Suk" to help the society and the environment at Fuengfa Pattana community by upcycling old billboards that are no longer used to renovate houses and train the people in the community to make bags from vinyl billboards to earn a living. The objective of the activities is to elevate the quality of life of the community people through knowledge transfer and creativity to create jobs for them. On top of stable income generation, the upcycle of discarded billboards also promotes environmental sustainability following the Company's mission.



Other CSR projects that the company participated in in 2022 as a part of publicizing socially beneficial projects through the company's advertising media are as follows:

- **Simple Life Project (Dharma Dharmada Dharmachati)**

The Company teamed up with a Facebook page, "A Thing Book" (Songsai Mai? Dharma), in sharing dharma cartoons and quotes with people, which makes dharma more exciting and comprehensible through digital media in SIAM Paragon and SIAM Center. The project has been active since March 2020.

- **Collaboration with SOS Villages under the Royal Patronage**

The Company conducted PR activities for SOS through its out-of-home media without charges for eight consecutive years to promote SOS to the public. In addition, the Company supported SOS both with financial aid to support SOS's operations 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. The origin of its operating model, the SOS Children's Villages International, has a mission to take care of underprivileged children and enhance their childhood experience to grow up properly. Furthermore, SOS ensures that these children receive the highest education according to their capabilities to earn their living by having good occupations, relying on themselves, and living in society happily.

- **Collaboration with the Mirror Foundation**

The Company has continuously supported the Mirror Foundation by making public service announcements to search for missing people for the past nine years.

- **Collaboration with the United Nations Development Program (UNDP)**

The Company used its advertising media to promote the Air Pollution campaign and the International Day of the World's Indigenous Peoples through its digital displays nationwide.

- **Collaboration with Wild Aid**

The Company launched the React Against Wildlife Trade campaign to encourage people to oppose illegal killing and smuggling of wildlife by using angry emoticon or sign that expresses anger used in social media like Facebook to put on the wanted parts of the wildlife so that social media users become aware of illegal wildlife smuggling. This also included a campaign against the consumption of shark fins, which is not sustainable and unacceptable, using digital displays across the country.

**ENVIRONMENT  
DIMENSION**

## ENVIRONMENTAL MANAGEMENT

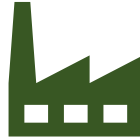
(GRI 301-1, 301-2, 302-1, 302-5)

| 5-year Long-Term Sustainability Target (2022-2026)   | 2023 Targets  | 2022 Performance  |
|--|---|---|
| <ul style="list-style-type: none"> <li>To manage efficient electricity consumption. At the same time, targets were set to reduce energy consumption per area by 20% within 2031 compared to the 2021 base year</li> <li>To manage resources for maximum benefits, the Company reused and developed leftover vinyl or vinyl with expired customer contracts to design valuable items and increase benefits by 10% per year</li> </ul> | <ul style="list-style-type: none"> <li>To manage efficient electricity consumption, including using electricity and air-conditioning system in the common areas that the Company can directly monitor and control. At the same time, the target was set to reduce energy consumption by 5% in 2023 compared with 2021</li> <li>Replacement of lighting systems of billboards to be 100% energy-saving systems by 2023</li> <li>Controlling the amount of water in washing the car by using a faucet with a switch and checking the readiness of the washing equipment to avoid wasting water</li> </ul> | <ul style="list-style-type: none"> <li>Improved more than 739 m<sup>2</sup> of LED screens.</li> <li>Replacing old fluorescent bulbs with LED bulbs of 142 billboards, totalling 1,118 m<sup>2</sup></li> <li>Lamps were switched from haline metal lamps (400W) to LED lamps (200W), divided into 262 large billboards (4,700 lamps) and 155 small billboards (310 lamps)</li> <li>Design a new signboard lighting system to suit the location.</li> <li>Make reflective vests for Plan B operators to reduce the use of 1,200 unnecessary suits per year</li> </ul> |

The Company recognizes the importance of sustainable Management of natural resources and energy as it is important in creating a good quality of life for everyone. Therefore, the Company is committed to developing business practices to reduce environmental footprints and mitigate environmental risks directly and indirectly related to the Company. As a result, the Company has continually focused on 3 environmental policies as follows:



Waste sorting



Reduction of greenhouse gas emissions



Waste recycling



*Please scan this QR code for Environmental Policy*



## ENERGY AND CLIMATE CHANGE MANAGEMENT

(GRI 305-1, 305-2, 305-4, 305-5)

| 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | 2022 Performance   |
|---|--|--|
| <ul style="list-style-type: none"> <li>According to the Paris Agreement, climate change, global warming, and extreme weather variability are urgent issues that all parties must collaborate on to cut greenhouse gas emissions. Accordingly, the Company expressed its commitment to temperature control by setting a target of greenhouse gas emission reduction from its operations to be at 5-10% within 2031 compared with the 2021 base year</li> </ul> | <ul style="list-style-type: none"> <li>To reduce emissions of greenhouse gases by 5-10% within 2023 compared to 2021 as the base year through improvements to the company's advertising screens, including replacing LED lamps and light bulbs.</li> </ul> | <ul style="list-style-type: none"> <li>Operation greenhouse gas emissions in 2022 of approximately 22,793,000 KgCO<sub>2</sub>e</li> </ul> |

Intensifying global warming and climate change are considered one of the key urgencies that require all parties to join forces in reducing emissions of greenhouse gases, according to the Paris Agreement. The company has shown its commitment to controlling the average global temperature. In the past, the company has recorded and kept statistics that are useful for managing and determining measures to reduce the number of greenhouse gases in the long term.

### Guidelines for Energy and Climate Change Management

The Company has established a standard framework for the Company's environmental Management, complying with relevant laws, rules, regulations, and environmental agreements. It focuses on creating strategies and participatory actions to conserve natural resources and mitigate risks from climate change to lead to cooperation among the Company's personnel, customers, suppliers, business suppliers, communities, and other stakeholders. In addition, there is also Management for efficient electricity consumption to cope with climate change and more severe global warming problems.

## Projects for Reducing Energy Consumption during 2018-2022

### 1. Change the lighting system to LED lamps

The government's policy on energy management of the country strongly promotes energy conservation according to the 20-year Energy Conservation Action Plan (2011-2030). In addition, it promotes the use of high-efficiency electrical appliances and energy-efficient buildings and clean energy development to reduce greenhouse gases and solve global warming problems.

The Company is aware of such problems and responds to government policies in all aspects. For example, the Company has changed the light bulbs to LED, which uses low energy but provides high luminous efficiency and free of UV rays, which helps reduce global warming. The changes to LED lamps also allowed the Company to save electricity charges by more than 50%. In addition, in 2022, the Company changed 4,700 billboard lights from Metal Halide lamps to LED lamps, which helped reduce electricity bills by THB 13,254,000 per year and reduce greenhouse gas emissions by approximately 6,552 kgCO<sub>2</sub>e or a kilogram of carbon dioxide equivalent per year.

### 2. LED Display Improvements

Since almost all of the Company's operating assets are advertising billboards and signages, the Company has foreseen the benefits of improving LED displays to reduce workforce and maintenance costs. Accordingly, the improvement of this LED screen has been started since 2021 with the following results:

- In 2021, the renovation of the LED screens, with a total area of 9,865 square meters, has resulted in reducing fuel consumption from travelling by approximately 154 litres per month, cutting both maintenance and fuel costs by approximately THB 15,786,630 and reducing greenhouse gases by about 2,270 tCO<sub>2</sub>e or tons of carbon dioxide equivalent per year.
- In 2022, the renovation of the LED screens, with a total area of 1,375 square meters, has resulted in reducing fuel consumption from travelling by approximately 100 litres per month, cutting both maintenance and fuel costs by approximately THB 159,600 and reducing greenhouse gases by about 3,288 tCO<sub>2</sub>e or tons of carbon dioxide equivalent per year.

## Plan B's Energy Consumption Statistics

|  | 2020 | 2021 | 2022   | 2023<br>Target | Long-term<br>target |
|--|------|------|--------|----------------|---------------------|
| Total energy consumption (MWh)           | N/A  | N/A  | 39,155 | 38,000         | <38,000             |
| Total renewable energy consumption (MWh) | N/A  | N/A  | N/A    | -3%            | -                   |

### Project Related to the Reduction of Greenhouse Gas Emissions

- The Company changed display areas of about 9,865 square meters across Thailand using an advanced technology that could save over 60% of electricity consumption and lead to over 59,184 KgCO<sub>2</sub>e less greenhouse gas emissions than the previous type of displays.
- Additionally, lamps were switched from metal halide lamps to LED lamps for over 4,480 nationwide, resulting in a 50% saving in electricity charges and reducing greenhouse gas emissions of over 6,264 KgCO<sub>2</sub>e.

### Plan B's Greenhouse Gas Emissions Statistics

|  | 2020   | 2021   | 2022   | 2023<br>Target | Long-term<br>target |
|--|--------|--------|--------|----------------|---------------------|
| Greenhouse gas emissions (tons CO <sub>2</sub> ) | 17,665 | 15,325 | 22,793 | 22,000         | <22,000             |
| Increase (decrease) (%)                          | nm     | -13%   | +49%   | -4%            | -                   |

## RISK ASSESSMENT FOR CLIMATE CHANGE IN 4 ASPECTS

(GRI 201-2)

The Company assesses risks and opportunities arising from climate change through a company-wide risk assessment procedure. Each business unit identifies the risk factors related to their business and operations through risk champions and a top-down approach from the assessment by Risk Management Committee covering both current risks and emerging risks according to Task Force on Climate-related Financial Disclosures: TCFD. The risk assessment considers several factors, and the assessment results are as follows:

| Risks             | Details of Risks   | Impact on the Company  |
|-------------------|--|--|
| Strategic Risks   | Risks from ongoing climate change include the greenhouse effect, rising temperatures, extreme weather changes and shortages of water and raw materials                       | <ul style="list-style-type: none"> <li>● Damage to the Company's billboards.</li> <li>● Electricity cost and performance.</li> <li>● Reputation risk if the Company's billboards used by client brands are damaged by climate change</li> </ul>                  |
| Operational Risks | The risk of acute and chronic physical impact is caused by climate change, such as floods, droughts, unpredictable climate change, and higher temperatures                   | <ul style="list-style-type: none"> <li>● Delay in construction or installation of billboards within the specified period</li> <li>● Product management processes such as maintenance planning for damaged billboards</li> <li>● Shortage of personnel</li> </ul> |
| Financial Risks   | The risk of changing behaviours/needs of customers/consumers that are more aware of climate change   | <ul style="list-style-type: none"> <li>● Reduction in operating revenue</li> </ul>   |
| Compliance Risks  | The risk from changes in government policies/regulations in response to climate change includes the risk of non-compliance with rules, regulations, contracts and agreements | <ul style="list-style-type: none"> <li>● The increased cost of modifying various devices within the organization to save electricity costs and reduce greenhouse gas emissions</li> </ul>  |

| Opportunities         | Details of Opportunities   | Impact on the Company   |
|-----------------------|--|---|
| Products and Services | Opportunity to increase the proportion of environmentally friendly services/products contributing to reducing greenhouse gas emissions | <ul style="list-style-type: none"><li>● Innovation in the production of billboards and services</li><li>● Enhance the Company's reputation from its billboards or services that promote the reduction of greenhouse gas emissions</li></ul> |
| Market                | Opportunity to increase competitiveness and market advantage over competitors related to climate change                                | <ul style="list-style-type: none"><li>● Channels for advertising the service that reaches the audience fast</li></ul>   |

## WATER MANAGEMENT

(GRI 303-1, 303-2, 303-3, 303-5)

| 5-year Long-Term Sustainability Target (2022-2026)   | 2023 Targets  | 2022 Performance  |
|--|---|---|
| <ul style="list-style-type: none"> <li>Reduce water consumption by 10% in 2031 compared to 2021 based on environmental sustainability and reducing the long-term risks of insufficient water supply</li> </ul> | <ul style="list-style-type: none"> <li>To reduce 5-10% of water usage from operations by 2023 compared to 2021 based</li> </ul> | <ul style="list-style-type: none"> <li>21% decrease in water usage from operations compared to the 2021 based year</li> </ul> |

Climate change impacts the volume of water in natural water sources of each area, which can lead to the risk of insufficient water to meet the demand of various units. Hence, the Company has set a water management plan to improve water usage efficiency.

### Water Management Approach

- Improve efficiency in water usage in all processes that consume water
- Reuse treated wastewater for operations
- Controlling the amount of water in washing the car by using a faucet with a switch and checking the readiness of the washing equipment to avoid wasting water

### Plan B's Water Consumption Statistics

|                                     | 2020 | 2021 | 2022 | 2023 Target | Long-term target |
|-------------------------------------|------|------|------|-------------|------------------|
| Water consumption (m <sup>3</sup> ) | 450  | 455  | 360  | 300         | <300             |
| Increase (decrease) (%)             | nm   | +1%  | -21% | -16%        | -                |



Please scan this QR code for Environmental Policy



## WASTE MANAGEMENT

(GRI 306-1, 306-2, 306-3)

| 5-year Long-Term Sustainability Target (2022-2026)  | 2023 Targets   | 2022 Performance  |
|---|--|---|
| <ul style="list-style-type: none"> <li>The Company has taken concrete actions in waste sorting and added more types of waste containers to be four types: organic waste, general waste, recyclable waste, and hazardous waste. The Company aims to provide these sets of bins for 100% of all its office</li> <li>The Company reused and developed vinyl materials to add value and conserve the environment</li> </ul> | <ul style="list-style-type: none"> <li>The company aims to provide 100% of all offices with four waste container types.</li> <li>The Company reused and developed vinyl materials to add value and conserve the environment</li> </ul> | <ul style="list-style-type: none"> <li>The Company also aimed to provide these sets of bins for 100% of all its offices</li> <li>Reusing leftover or expired vinyl of customers and reusing them to be useful, such as sewing bags from vinyl billboards to generate income in the community, reusing old vinyl for billboard backing</li> <li>Part of the billboard is old and damaged. The company will be discarded and disposed of by the authorities of Bangkok</li> </ul> |

Waste management is an important part of business operations to sustainably reduce negative impacts on communities and the environment in the long term. Typically, the Company's waste is from in-office activities, using vinyl billboards from its out-of-home advertising business.

### Water Management Guidelines

The Company places importance on energy efficiency and waste reduction in its operations. In addition, the Company's waste management policy follows relevant laws aimed at reducing the negative impact on the community and the environment.

### Project Related to Waste Management

#### 1. Waste Sorting

The Company is aware of the impact on the environment and the ecosystem, so it has launched a campaign to promote waste sorting to help reduce the amount of waste and reduce toxic pollution. The Company has installed garbage bins for sorting waste at the head office, Rama 9 office and warehouses to sort general and toxic waste for collection by the Bangkok Metropolitan Administration. The Company

also sells recyclable wastes to reduce overall waste. By this, organic waste can be turned into fuel or biogas, while hazardous waste can be better controlled regarding safety.



## 2. Zero Waste Process – Reduction of Energy Used for the Disposal of Old Vinyl Advertising Billboards

Vinyl material is essential for the Company's business as it is used in outdoor advertising billboards. The Company is committed to adding value and reducing the energy used to dispose of used vinyl billboards. Each year, the Company recycles the used vinyl billboards to create benefits and help society by the following means:

- To use as supporting raw materials for the Homeless Protection Center in Nonthaburi to improve the quality of life, help promote skills and lighten the social burden.
- To bring happiness to the community by using old billboards as a cover for leaky roofs and rainproof awnings.

| Year      | Used Vinyl Billboards (Square Meter) | Weight of Used Vinyl Billboards (Tonne) |
|-----------|--------------------------------------|---|
| 2018      | 13,351                               | 13.35                                   |
| 2019      | 14,499                               | 14.49                                   |
| 2020      | 13,239                               | 13.24                                   |
| 2021-2022 | 5,036                                | 5.00                                    |

### Plan B's Amount of Waste Statistics

|                                   | 2019 | 2020 | 2021 | 2022    | 2023 Target | Long-term target |
|-----------------------------------|------|------|------|---------|-------------|------------------|
| Amount of waste (m <sup>3</sup> ) | N/A  | N/A  | N/A  | 279,010 | 250,000     | <250,000         |
| Increase (decrease) (%)           | N/A  | N/A  | N/A  | N/A     | -10%        | -                |



Please scan this QR code for Environmental Policy

## SUSTAINABILITY PERFORMANCE SUMMARY

(GRI102-8)

### Governance Dimension

| Indicator  | Unit        | Performance Result |        |        |
|--|-------------|--------------------|--------|--------|
|  |             | 2020               | 2021   | 2022   |
| Total revenue  | Million THB | 3,724              | 4,443  | 6,590  |
| - Out-of-home business                                 |             | 3,011              | 3,227  | 5,278  |
| - Engagement Marketing business                        |             | 711                | 1,216  | 1,312  |
| - Others   |             |                    |        |        |
| Net profit   |             | 140                | 64     | 703    |
| Dividend payment                                       |             |                    |        |        |
| Income tax   |             | 31                 | 18     | 214    |
| Cash contribution for social and community development |             | -                  | -      | -      |
| Assets   |             | 12,250             | 13,764 | 15,397 |
| Liabilities  |             | 6,596              | 6,404  | 7,174  |
| Equity   |             | 5,655              | 7,360  | 8,224  |

### Social Dimension

| Indicator  | Unit                     | Performance Result |      |      | 2023 Target |
|--|--------------------------|--------------------|------|------|-------------|
|  |                          | 2020               | 2021 | 2022 |             |
| <b>Employment</b>                                |                          |                    |      |      |             |
| Total employees                                  | Person                   | 450                | 466  | 538  | -           |
| Total permanent employees                        | Person                   | 450                | 466  | 538  | -           |
|  | % of the total workforce | 100%               | 100% | 100% | -           |
| Total temporary employees                        | Person                   | N/A                | N/A  | N/A  | -           |
|  | % of the total workforce | N/A                | N/A  | N/A  | -           |
| <b>Diversity of employees within the company</b> |                          |                    |      |      |             |
| Total employees                                  | Person                   | 450                | 466  | 538  | -           |
| <b>Classified by gender</b>                      |                          |                    |      |      |             |
| - Male   | Person                   | 268                | 277  | 310  | -           |

| Indicator                         | Unit                     | Performance Result |      |      | 2023 Target |
|-----------------------------------|--------------------------|--------------------|------|------|-------------|
|                                   |                          | 2020               | 2021 | 2022 |             |
|                                   | % of the total workforce | 60%                | 59%  | 58%  | -           |
|                                   | Person                   | 182                | 189  | 228  | -           |
| - Female                          | % of the total workforce | 40%                | 41%  | 42%  | -           |
| Classified by age                 |                          |                    |      |      |             |
| - less than 30 years              | Person                   | N/A                | 160  | 184  | -           |
| - between 30-50 years             |                          | N/A                | 296  | 345  | -           |
| - more than 50 years              |                          | N/A                | 10   | 9    | -           |
| Classified by position            |                          |                    |      |      |             |
| - Executive level                 | Person                   | 9                  | 9    | 11   | -           |
| - Supervisor level                |                          | 72                 | 86   | 97   | -           |
| - Manager level                   |                          | 45                 | 40   | 46   | -           |
| - Operational level               |                          | 324                | 331  | 384  | -           |
| Total new hiring employees' rate  | Percentage               | 18.4               | 17.4 | 27.1 | -           |
| Total number of retired employees | Person                   | 17                 | 27   | 45   | -           |
| Classified by gender              |                          |                    |      |      |             |
| - Male                            | Person                   | 46                 | 44   | 58   | -           |
| - Female                          |                          | 38                 | 46   | 66   | -           |
| Classified by age                 |                          |                    |      |      |             |
| - less than 30 years              | Person                   | N/A                | 31   | 50   | -           |
| - between 30-50 years             |                          | N/A                | 58   | 74   | -           |
| - more than 50 years              |                          | N/A                | 1    | 3    | -           |
| Classified by position            |                          |                    |      |      |             |
| - Executive level                 | Person                   | 1                  | 1    | 0    | -           |
| - Supervisor level                |                          | 11                 | 14   | 25   | -           |
| - Manager level                   |                          | 12                 | 10   | 15   | -           |

| Indicator           | Unit       | Performance Result |      |      | 2023 Target |
|---------------------|------------|--------------------|------|------|-------------|
|                     |            | 2020               | 2021 | 2022 |             |
| - Operational level |            | 60                 | 65   | 87   | -           |
| Total turnover rate | Percentage | 3.8                | 5.8  | 8.4  | -           |

### Maternity/Parental Leave

|  |            |     |     |     |   |
|--|------------|-----|-----|-----|---|
| Total number of employees having the right of maternity and parental leave | Person     | 180 | 189 | 228 | - |
| Total number of employees using the right of maternity and parental leave  |            | 2   | 2   | 4   | - |
| Rate of employees returning to work after maternity and parental leave     | Percentage | 100 | 100 | 100 | - |

### Training

|                                |                  |     |    |    |   |
|--------------------------------|------------------|-----|----|----|---|
| Average employee training hour | hours per person | N/A | 11 | 16 | - |
| Classified by gender           |                  |     |    |    |   |
| - Male                         | hours per person | N/A | 9  | 14 | - |
| - Female                       | person           | N/A | 13 | 18 | - |
| Classified by position         |                  |     |    |    |   |
| - Executive level              | hours per person | N/A | 5  | 23 | - |
| - Supervisor level             |                  | nm  | 13 | 19 | - |
| - Manager level                |                  | nm  | 10 | 22 | - |
| - Operational level            |                  | nm  | 10 | 14 | - |

### Employee Engagement

|                           |            |    |    |    |   |
|---------------------------|------------|----|----|----|---|
| Employee engagement score | Percentage | 78 | 70 | 80 | - |
|---------------------------|------------|----|----|----|---|

### Health and Safety

|   |        |     |     |     |   |
|---|--------|-----|-----|-----|---|
| Number of workers under the occupational safety | Person | 278 | 216 | 293 | - |
|---|--------|-----|-----|-----|---|

| Indicator                                    | Unit   | Performance Result |      |      | 2023 Target |
|--|--------|--------------------|------|------|-------------|
|  |        | 2020               | 2021 | 2022 |             |
| and health management system                 |        |                    |      |      |             |
| Work-related fatalities                      |        |                    |      |      |             |
| - Employees                                  | Person | 0                  | 0    | 0    | 0           |
| - Partners                                   |        | 0                  | 0    | 0    | 0           |
| Serious work-related injuries                |        |                    |      |      |             |
| - Employees                                  | Person | 3                  | 0    | 0    | 0           |
| - Partners                                   |        | 0                  | 0    | 0    | 0           |
| Work-related injuries that require treatment |        |                    |      |      |             |
| - Employees                                  | Person | 3                  | 0    | 0    | 0           |
| - Partners                                   |        | 0                  | 0    | 0    | 0           |

### Environment Dimension

| Indicator                                   | Unit                    | Performance Result |      |         | 2023 Target |
|---|-------------------------|--------------------|------|---------|-------------|
|   |                         | 2020               | 2021 | 2022    |             |
| <b>Energy and climate change management</b> |                         |                    |      |         |             |
| Total energy consumption                    | MW                      | N/A                | N/A  | 39,155  | 38,000      |
| Total energy consumption per revenue        | MW per million baht     | N/A                | N/A  | 5.84    | -           |
| Renewable energy use                        | MW                      | N/A                | N/A  | N/A     | -           |
| Total direct GHG emissions (Scope 1)        |                         |                    |      |         |             |
| - Amount of refrigerant leaked              | Tones CO <sub>2</sub> e | N/A                | 11   | 23      | -           |
| Total indirect GHG emissions (Scope 2)      |                         |                    |      |         |             |
| - Electricity consumption                   | Tones CO <sub>2</sub> e | N/A                | N/A  | 22,793  | 22,000      |
| <b>Water management</b>                     |                         |                    |      |         |             |
| Total water use                             | m <sup>3</sup>          | 450                | 455  | 360     | 300         |
| <b>Waste management</b>                     |                         |                    |      |         |             |
| Total waste generated                       | m <sup>3</sup>          | N/A                | N/A  | 279,010 | -           |
| Hazardous waste generation                  | m <sup>3</sup>          | N/A                | N/A  | N/A     | -           |
| Non-hazardous waste generation              | m <sup>3</sup>          | N/A                | N/A  | N/A     | -           |



| Indicator   | Unit         | Performance Result |      |      | 2023 Target |
|---|--------------|--------------------|------|------|-------------|
|   |              | 2020               | 2021 | 2022 |             |
| <b>Compliance with environmental legislation</b>              |              |                    |      |      |             |
| Number of non-compliance incidents                            | Cases        | 0                  | 0    | 0    | 0           |
| Fines for non-compliance incidents                            | Million baht | 0                  | 0    | 0    | 0           |
| The number of incidents that received a non-monetary penalty  | Cases        | 0                  | 0    | 0    | 0           |
| Number of incidents that enter the dispute resolution process | Cases        | 0                  | 0    | 0    | 0           |

## GRI CONTENT INDEX

(GRI 102-55)

| GRI Standards                            |  | Indicators | Page Number (s) | SDG Goal |
|--|--|------------|-----------------|----------|
| <b>GRI 2: General Disclosures 2021</b>   |  |            |                 |          |
| <b>Organization Profile</b>              |  |            |                 |          |
| GRI 2-1                                  | Organizational details   |            | 8               |          |
| GRI 2-2                                  | Entities included in the organization's sustainability reporting               |            | 34              |          |
| GRI 2-3                                  | Reporting period, frequency and contact point                                  |            | 34              |          |
| <b>Activities and workers</b>            |  |            |                 |          |
| GRI 2-6                                  | Activities, value chain, and other business relationships                      |            | 8-20            |          |
| GRI 2-7                                  | Employees  |            | 116-117         | 8, 10    |
| <b>Governance</b>                        |  |            |                 |          |
| GRI 2-9                                  | Governance structure and composition   |            | 21, 58-60       |          |
| GRI 2-10                                 | Nomination and selection of the highest governance body                        |            | 59-60           |          |
| GRI 2-11                                 | Chair of the highest governance body   |            | 59              |          |
| GRI 2-12                                 | Role of the highest governance body in overseeing the management of impacts    |            | 39-43, 58, 66   |          |
| GRI 2-13                                 | Delegation of responsibility for managing impacts                              |            | 55, 58          |          |
| GRI 2-14                                 | Role of the highest governance body in sustainability reporting                |            | 58              |          |
| GRI 2-17                                 | Collective knowledge of the highest governance body                            |            | 60              |          |
| GRI 2-19                                 | Remuneration policies  |            | 94              |          |
| <b>Strategy, policies, and practices</b> |  |            |                 |          |
| GRI 2-22                                 | Statement on sustainable development strategy                                  |            | 3-4, 54         |          |
| GRI 2-23                                 | Policy commitments   |            | 96-99           |          |
| GRI 2-24                                 | Embedding policy commitments   |            | 35              |          |
| GRI 2-25                                 | Processes to remediate negative impacts  |            | 62, 68          |          |
| GRI 2-26                                 | Mechanisms for seeking advice and raising concerns                             |            | 36-37, 68-70    |          |
| <b>Stakeholder engagement</b>            |  |            |                 |          |
| GRI 2-29                                 | Approach to stakeholder engagement   |            | 39-45           |          |
| <b>GRI 3: Material Topics 2021</b>       |  |            |                 |          |
| GRI 3-1                                  | Process to determine material topics   |            | 46-47           |          |
| GRI 3-2                                  | List of material topics  |            | 46-47           |          |
| GRI 3-3                                  | Management of material topics  |            | 58-59           |          |
| <b>GRI 201: Economic Performance</b>     |  |            |                 |          |
| GRI 201-2                                | Financial implications and other risks and opportunities due to climate change |            | 111-112         | 8        |

| GRI Standards                       | Indicators   | Page Number (s) | SDG Goal          |
|-------------------------------------|--|-----------------|-------------------|
| <b>GRI 205: Anti-corruption</b>     |  |                 |                   |
| GRI 205-1                           | Operations assessed for risks related to corruption                      | 62              |                   |
| GRI 205-2                           | Communication and training about anti-corruption policies and procedures | 62-63           | 16                |
| GRI 205-3                           | Confirmed incidents of corruption and actions taken                      | 64              | 16                |
| <b>GRI 207: Tax</b>                 |  |                 |                   |
| GRI 207-2                           | Tax governance, control, and risk management                             | 65-70           |                   |
| <b>GRI 301: Materials</b>           |  |                 |                   |
| GRI 301-1                           | Materials used by weight or volume                                       | 106             |                   |
| GRI 301-2                           | Recycled input materials used  | 106             |                   |
| <b>GRI 302: Energy</b>              |  |                 |                   |
| GRI 302-1                           | Energy consumption within the organization                               | 108, 119-120    | 7, 8, 12, 13      |
| GRI 302-4                           | Reduction of energy consumption  | 106-110         | 7, 8, 12, 13      |
| GRI 302-5                           | Reductions in energy requirements of products and services               | 106-110         | 7, 8, 12, 13      |
| <b>GRI 303: Water and Effluents</b> |  |                 |                   |
| GRI 303-1                           | Interactions with water as a shared resource                             | 113             |                   |
| GRI 303-2                           | Management of water discharge-related impacts                            | 113             |                   |
| GRI 303-3                           | Water withdrawal   | 113, 119        | 6                 |
| GRI 303-5                           | Water consumption  | 113, 119        | 6                 |
| <b>GRI 305: Emissions</b>           |  |                 |                   |
| GRI 305-1                           | Direct (Scope 1) GHG emissions   | 108-110         | 3, 12, 13, 14, 15 |
| GRI 305-2                           | Energy indirect (Scope 2) GHG emissions                                  | 108-110         | 3, 12, 13, 14, 15 |
| GRI 305-4                           | GHG emissions intensity  | 108-110         |                   |
| GRI 305-5                           | Reduction of GHG emissions   | 108-110         | 3, 12, 13, 14, 15 |
| <b>GRI 306: Waste</b>               |  |                 |                   |
| GRI 306-1                           | Waste generation and significant waste-related impacts                   | 114-115         | 3, 6, 11, 12      |
| GRI 306-2                           | Management of significant waste-related impacts                          | 114-115         | 3, 6, 11, 12      |

| GRI Standards                                   | Indicators  | Page Number (s) | SDG Goal  |
|---|---|-----------------|-----------|
| GRI 306-3                                       | Waste generated   | 115             | 3, 11, 12 |
| <b>GRI 401: Employment</b>                      |   |                 |           |
| GRI 401-1                                       | New employee hires and employee turnover  | 88, 116         |           |
| GRI 401-2                                       | Benefits provided to full-time employees that are not provided to temporary or part-time employees            | 87, 95-97       |           |
| GRI 401-3                                       | Parental leave  | 117             |           |
| <b>GRI 403: Occupational Health and Safety</b>  |   |                 |           |
| GRI 403-1                                       | Occupational health and safety management system  | 85-87           |           |
| GRI 403-2                                       | Hazard identification, risk assessment and incident investigation   | 65-70, 85-86    |           |
| GRI 403-3                                       | Occupational health services  | 85-86, 95       |           |
| GRI 403-5                                       | Worker training on occupational health and safety   | 85-86           | 16        |
| GRI 403-6                                       | Promotion of worker health  | 85-86           |           |
| GRI 403-7                                       | Prevention and mitigation of occupational health and safety impacts directly linked by business relationships | 85-86           |           |
| GRI 403-8                                       | Workers covered by an occupational health and safety management system  | 85-86, 118      |           |
| GRI 403-9                                       | Work-related injuries   | 118             |           |
| <b>GRI 404: Training and Education</b>          |   |                 |           |
| GRI 404-1                                       | Average hours of training per year per employee   | 92, 117         |           |
| GRI 404-2                                       | Programs for upgrading employee skills and transition assistance programs                                     | 90-91           |           |
| <b>GRI 405: Diversity and Equal Opportunity</b> |   |                 |           |
| GRI 405-1                                       | Diversity of governance bodies and employees  | 116-117         |           |
| <b>GRI 414: Supplier Social Assessment</b>      |   |                 |           |
| GRI 414-1                                       | New suppliers that were screened using social criteria  | 74-76           | 5, 8, 16  |
| GRI 414-2                                       | Negative social impacts in the supply chain and actions taken   | 71-72           | 5, 8, 16  |
| <b>GRI 415: Public Policy</b>                   |   |                 |           |
| GRI 415-1                                       | Political contributions   | 60, 63          |           |
| <b>GRI 418: Customer Privacy</b>                |   |                 |           |
| GRI 418-1                                       | Substantiated complaints concerning breaches of customer privacy and losses of customer data                  | 82-83           | 16        |

## SURVEY OF READERS' OPINION

### Personal information

#### Gender

Female  Male  Prefer not to say

#### Age

Lower than 25 years  25-40 years  
 41-60 years  More than 60 years

### Relationship with PLANB (Please select 1 answer)

Shareholder  Customer  Employee  Supplier and creditor  Competitor  
 Government Agency  Community

### Why do you prefer reading this sustainability report

To support investment decisions  To understand more about PLANB's business  
 Research and educational purpose  Other (Please specify) .....

### Your satisfaction with the presentation format of the sustainable report)

Content easy to understand  Very satisfied  Neutral  Very dissatisfied  
Content covers your interested topics  Very satisfied  Neutral  Very dissatisfied  
Reliable information  Very satisfied  Neutral  Very dissatisfied  
The design of this report  Very satisfied  Neutral  Very dissatisfied  
Readability  Very satisfied  Neutral  Very dissatisfied  
Overall satisfaction with the report  Very satisfied  Neutral  Very dissatisfied

### After reading this annual report, are you confident that PLANB potential achieves the sustainable growth

Yes Because.....  
 No Because.....  
 No idea Because.....

### In your opinion, which is the most significant aspect of PLANB's sustainable growth

Economy Topic.....  
 Environment Topic.....  
 Society Topic.....

Please specify other suggestions for the development and improvement of the sustainability report for the following year

.....

Thank you for your information and valuable opinion

which advantages us for improvement of the next issue of the report

Questionnaire can be sent by postal mail or email to: Plan B Media Public Company Limited  
1700 Plan B Tower New Petchburi Road Makkasan, Ratchathewi, Bangkok 10400

E-mail: [irplanb@planbmedia.co.th](mailto:irplanb@planbmedia.co.th)



