

Corporate Social Responsibility

The Company is still committed to becoming an innovative organization operating its business with capabilities at par with leading international companies under good corporate governance and proper safety measures. Policies were formulated to foster transparency and fairness as well as establish good practices in safety, environment and community as guided by sustainable development concept. The Company has set out guidelines for its responsibilities to environment and society that emphasize on instilling a sense of responsibility in its employees starting from an individual self. Business plans outlined the corporate social responsibility of the Company covering 3 main aspects which are economic aspect, environmental aspect and social aspect with the following details.

Economic Aspect

Fair Business Conduct

The Company is determined to undertake its business with fairness as well as properly safeguard and allocate interests of all related parties in the way that complies with laws, rules and regulations bearing in mind the best interests of its shareholders, employees, communities and society, business partners, customers and people, business competitors, creditors, government agencies and other stakeholders.

The Company encourages free market and fair competition and avoids any action/dealing that can cause conflict of interest, infringement of intellectual property rights. Policies on information system are in place to prevent software infringement and respect intellectual property rights of others by not violating or supporting any related activity. This shows a strong intension of the Company to conduct its business fairly with respect to applicable laws on intellectual property right including all kinds of anti-corruption actions. Social responsibility is highly concerned in every part of business chain through collaborations with business partners in social responsibility initiatives. For example, the Company supports environmentally-friendly products and services and promotes mutual sustainability with its suppliers to guarantee clear, transparent and ethical procurement process.

Moreover, the Company respects human rights of employees and gives priorities to human resource management especially knowledge and skill development and recruitment of qualified individuals. In addition, communications with shareholders and investors including disclosure of information must be transparent, fair and timely via various channels that offer easy and equal access.

Responsibility to Consumers

The Company is committed to creating products and services that are safe and environmental-friendly to continuously satisfy its customers. Advertising media of the Company must pass standards especially regarding safety from installation of media to media viewing. The Company regularly assesses impacts of its media on consumers and makes improvements on its services. All installed media are subject to routine inspections to ensure their perfect conditions and prevent any accident that may occur to people in the areas. All media installation infrastructures are certified by engineers of engineering standards of safety. There is no record of accident from the Company's advertising media since its business inception. The Company also prepared contingency plan in case of any possible emergency.

The Company offers high quality advertising media products and services that meet or exceed consumers' expectations under fair conditions. Everyone can get access to information on its products and services that is accurate, clear, adequate, useful and factual. Besides, the Company stipulated policies regarding confidentiality of customer information that prohibit ones from wrongfully using customer information for personal benefits or benefits of related others. Opinions and comments from customers towards its products and services are appreciated. Additionally, contents of any advertisement are closely screened to comply with applicable laws as well as moral codes.

Other initiatives undertaken internally included procurement of "green" products and services starting from office supplies and paperless communications and information sharing with business partners via online systems or e-mails.

Environmental Aspect

Environment and Safety

The Company pays careful attention to the analysis of risks, environment impacts and safety in all business processes including efficient resource utilization and energy saving under universal principles. The Company also encourages employees to conserve the environment and use resources and energy wisely and effectively through various campaigns and activities that are beneficial to the environment and natural resources. Employees are directly accountable for protecting of Company's properties under their responsibilities from depreciation, loss or waste including efficient use of resources of the Company, public and the country. Guidelines are given in energy management according to necessity to minimize waste of resources. Key efforts worth noted that the Company initiated and consistently executed include

1. Electronic waste reduction to preserve the environment

The Company has policies in environment protection and safety of society and community that help reduce quantity of waste from electronics by changing lamps of Series Pole, a type of out of home media. Standard practice is that only broken or expired parts of lamps will be changed, not the whole set of equipment as they can still be used according to standards. . In 2016, 33 sets 2 sides each, changing 3 lamps per one set in totally 198 lamps of Series Pole type were changed. Apart from e-waste reduction, the Company also saved 297,000 baht in budget from this project.

2. Maximize resource utilization in advertising media production.

The Company improved production materials in Series Poster to maximize resource utilization by reducing thickness of vinyl used in production while not compromising on durability so that advertising media can still effectively meet customers' needs as high quality is maintained. In 2016, the Company owned 47 sets of Series Poster and this project helped cut quantity of vinyl used in the production 28.2 kilograms each, totally vinyl consuming were reduced by 112.8 kilograms or 7.84%. Not only saving resource but also cost reduction from this project is 257,936 baht.

3. Change of billboard lighting system for energy saving

In order to enhance display efficiency of billboards, prolong their lifetime and reduce costs from energy saving, the Company continued its initiative in changing light bulbs installed in its static billboards from fluorescent bulbs to mercury-free LED bulbs that help reduce the emission of CO₂ of 44kg/bulb/year or 78% compared to fluorescent bulbs. Qualifications of both kinds of bulbs can be compared in the table below.

Comparison Table: Fluorescent vs LED for 778.5 sq.m. Location Flyover

Qualification	Fluorescent	LED
Watt/Square Meter	225 watt/sq.m	120 watt/sq.m
Duration	15,000-20,000 hours	30,000-50,000 hours.
Brightness when advertisement is displaying	0-800 lux	10 - 100 lux
Annual Electricity Charge (6 hours per day usage at 4 baht per unite on average)	1.51 million baht	0.81 million baht

For the removed fluorescent bulbs, the Company sorted out deteriorated ones and sent them to the manufacturers who have responsible units that take care of used light bulbs either to recycle or dispose them correctly. Fluorescent bulbs contain mercury that is harmful to life, community and environment. On the other hand, those bulbs that were still usable and in perfect conditions, the Company donated some and kept the rest for office use.

Energy and stationery saving

- The Company supports energy and stationery saving by any means and carried out activities that are environmentally or socially responsible regularly. Important activities include those that help optimize resource utilization and/or reduce environmental impacts; for example, curbing paper usage by using both sides of papers, saving printer ink by cutting back color printing and saving energy by switching off unnecessary lights during lunch break.

Development and Promotion of Innovations from Social Responsibility Efforts

The Company promotes participation of all stakeholders in creation process (co-creation) in a development of innovations that create a balance of values and benefits to community, society and environment and sustainable business growth. This could be accomplished through reduction of materials and raw materials in production process as well as reuse and recycle. In the past, the Company donated removed vinyl banners/billboards to government agencies or charitable organisations for further use or for disadvantaged people to create products using the materials and sell for additional income.

The Company collaborated with Department of Social Development and Welfare and Punfun 2013 Company Limited in an initiative that the Company provided vinyl banners as materials in making bags or other products under Punfun Punyim project aimed to support occupational training of Department of Social Development and Welfare. This project targeted underprivileged groups in 11 homeless shelters under Department of Social Development and Welfare. This occupational training was designed to train, treat, rehabilitate as well as enhance occupational skills for the underprivileged.

Social Aspect

Respect for Human Rights

The Company values respect of laws and human rights and put in place Code of Conduct on non-violation of human rights. This is a proof that the Board of Directors is committed to doing business under the rule of law including human rights principles that are basic rights of human representing equality and impartiality in privileges and rights. Non-discrimination policies are enforced that require the Company to treat people impartially regardless of race, religion, gender or physical conditions. This is seen in equal opportunity in Company's hiring as well as its justifiable and systematic business partner selection criteria and process are good examples that show Company's conformity to international human rights principles.

Fair Treatment of Employees

The Company realizes the importance of employees and regards its employees as the most valuable resource that drives the organization to success and enables the organization to attain sustainable development. As a result, the Company offers its employees superior welfare and benefits compared to those required by law including

- 1) Annual health check-up is offered to employees and suitable check-up programs from hospitals are provided based on their age at the Company's office to accommodate employees. Other health benefits are available for employees including group life and health insurance, other welfares and financial assistance (such as funeral grants in case on death of employer or his/her father, mother or legal partner and marriage grant s)
- 2) Regarding safety and hygiene in workplace, favorable atmosphere is promoted to ensure safety of life and property of its employees. Additional health insurance and accident insurance are provided for employees working in dangerous conditions. The Company also conducted 5S activity to encourage employees to create safe and hygienic work environment. In 2016, there was no record of severe accident that caused death or critical injury to its employees.
- 3) The Company encourages its employees to take care of their health and arranged an area for exercise and sports where equipment is provided at the first floor of Office Building 2.
- 4) The Company recommends its employees to conduct long-term financial planning by educating them on financial investment, tax management and saving for the future. Representatives from financial institutions were invited to speak on investment in interesting funds especially ones with tax privileges such as Long Term Equity Fund (LTF) and Retirement Mutual Fund (RMF) to create financial stability and promote financial independence after retirement.
- 5) The Company emphasized its human resource management by stipulating policies that promote organization-wide learning and employee development. Efficiency is consistently and widely increased in all compositions of human resource management from recruitment, development to compensation and benefits resulting in an enhanced professionalism and quality of work. Work process, innovation, career advancement and employee participation are also among the Company's high-priority missions to deliver better quality of life for its employees. The Company is confident that happy employees with good physical and mental health will bring about efficiency and effectiveness in performing their duties. Last but not least, the Company also motivates its employees to participate in public services benefiting the society directly and indirectly.



Participation in the Development of Community and Society

The Company leverages on its business processes to enhance quality of life and strengthen communities and Thai society through collaboration projects with its business partners. For example, the implementation of Intelligent Traffic Condition Reporting Board on expressways that continued to provide useful information for motorists so that they can plan their routes in advance. In 2016, the Company further upgraded the system to be more realistic to accommodate drivers and improve accuracy in planning their trips. This is also considered to be an important tool that enhanced efficiency of its advertising media.

Plus, for advertising media in MRT, more spaces were provided to offer useful information and news for passengers using the service.

In addition to the above, the Company also used advertising media for social good including the following projects.

Missing Children Project as a collaboration project with the Mirror Foundation to help search for missing children by making public service announcements on its advertising media. The project aimed to bring attention to general public of missing children or missing people issue while responsible authorities are undermanned or lack of tools to execute the search efficiently. The Company realised that its digital media along major streets and inside buses could be offered free-of-charge to make announcements and support the search of missing children as these media are located in high-traffic areas visible to many people.

From this initiative, the Company was awarded 1st prize for Best Use of OOH and Transit from OOH Media Helps Find Missing Children during MAAT Media Awards 2016 organized by Media Agency Association of Thailand (MAAT). The event's objective is to improve and develop media industry in Thailand to meet international standards under the concept "Be Different" by encouraging media agencies and other media to value creativity in media management from media planning, media strategies to effective use of media in order to develop media to be more competitive at international level. Through this project, the Mirror Foundation found 2 missing children as an informant could recognize the child's face from the Company's out of home media. The Company is still active in doing public relations for missing children cases.



Be good Project is a joint initiative with Pun Fun Pun Yim Program that is broadcast on TV5 (Royal Thai Army Radio and TV Station) and Line Thailand. The project has an objective of helping people especially disadvantaged children and the elderly that cannot take care of themselves. Pun Fun Pun Yim program selects inspiring stories where people need helps and Line Thailand designs and produces PR and advertising contents for the stories using famous characters from Line Chat to attract attention. Then, these stories are shown on the Company's advertising media to persuade people to participate in these projects for good causes. For example, PR campaign for blood drive with Thai Red Cross was successfully executed.

In addition, as a media service provider, the Company offered media spaces for social organisations to publicise their PR and advertising contents through its network of advertising media without charge. Examples include a PR activity for UNHCR on World Refugee Day, a PR campaign for Prince Sirindhorn Craniofacial Center on craniofacial surgery as well as a milk donation to the elderly project that helped lift quality of life of people in the society.

Children Adoption Project The Company cooperated with Word Vision Foundation of Thailand in conducting PR campaigns for this project through LCD screens on buses with the purpose to help children, families and impoverished communities to solve urgent issues, lift the quality of living of children and families and bring about overall happiness in those communities and the society. The Company also promoted "Talk to the Moon" project that helps people fulfill their childhood dreams. Revenue from this project will be used in creating opportunities, making dreams and wishes of children come true.

Mahajanaka for the Blind Project As equality in people living in the society is highly regarded, the Company and Punfun Punyim Company Limited together managed a PR campaign for "Mahajanaka for the Blind" project through the Company's media. This allows the blind an opportunity to learn and access to rules for living on perseverance and wisdom from Manajanaka, the Ten Great Birth Stories of the Buddha like other people through low relief and multimedia in form of cartoon animation "Mahajanaka Jataka Tales" by touching and hearing. Moreover, advertising media were also used in "Digital Dek D" project which was aimed to create balance in family livings through mutual educational and recreational activities. This project was designed to respond to issues related to digital addiction of children to games, computers and mobile phones.

Match4lara Project The Company together with Thai Red Cross launched a PR campaign "Match4lara" to promote stem cells donation for Lara Casalotti, a Thai-Italian woman working for a human rights organization taking care of refugees in refugee camps who has an aggressive form of acute myeloid leukemia that requires urgent partial stem cell transplant. This story was publicized through social media across the globe to invite people to donate their stem cells and give new lives to Leukemia patients.

SOSA Children Foundation Thailand under the Royal Patronage The Company helped promote the foundation via its media. The Foundation's objective is to foster Thai children who lost their parents and have no relative using upbringing models from SOS Children's Villages International. The Foundation aims to enhance valuable childhood experience for the children to grow up in a proper direction including getting highest education according to their abilities to make a living and be able rely on themselves and live happily in the society.

Namjai for Refugees Project The Company joined UNHCR in promoting “Namjai for Refugees” project to give new lives through kindness with UNHCR. This project was contributed by famous individuals in arts and entertainment society as they jointly produced works to raise funds for refugees in Thailand.

The Company collaborated with UNICEF Thailand to launch a PR campaign to help children affected by the conflict in Syria. The donations made through UNICEF will be spent on helping children and refugees who are facing violence in Syria as buildings collapsed and schools and hospitals were destroyed which led to a shortage of life necessities.

Respect by Doing: Learning to Actions under Royal Initiatives Project. The Company joined Utokapat Foundation under Royal Patronage of H.M. the King to promote “Respect by Doing: Learning to Action under Royal Initiatives” as one of the programs undertaken by Utokapat Foundation. The purpose of the project is to revive, develop and manage natural resources including soil, water, forests and environment in memory of the King Bhumibol who was environmentally-minded especially on water by building youth and people network and encouraging them to take actions. The objective was also to celebrate 60th birthday anniversary of Her Royal Highness Princess Maha Chakri Sirindhorn.

Furthermore, the project is considered a knowledge exchange in water management in community under royal initiatives. Success stories on environmental management will be publicized to help develop quality of living of urban communities as well as set a development example for government agencies, private sector, people and youth to initiate and participate in social activities using youth as a center in order to promote consistency and sustainability.

Anti-Corruption Policy

The Company and its subsidiaries engage in transparent, righteous and ethical business undertakings under good governance principles and accountability to all stakeholders. Involvements in any kind of corruption in conducting business are prohibited as clearly stated in its policies including solicitation, acceptance or payment of bribes or inducements or other benefits to government officials or related parties dealing business with the Company. The Code of Conduct was set out for directors, management team and employees of the Company. Moreover, the Company also encourages its business partners to conduct their businesses in accordance with laws in order to sustainably develop the society together.

The Company requires its employees to strictly follow anti-corruption policies and guidelines and arranged communication channels for everyone to file complaints and or send information regarding possible corruption directly to the Audit Committee consisting of independent directors. This can be done through post mails and e-mail to auditcommittee@planbmedia.co.th as shown in the Company’s website (<http://www.planbmedia.co.th>), annual information reporting forms (Form 56-1), and annual reports. The Company will follow the process and later report to the Board of Directors. Confidentiality and other measures are enforced to protect the whistleblowers and informants and investigation and punishment under applicable laws are in place. In 2016, there was no report on misconduct related to corruption for the Company and its subsidiaries. In addition, the Company organizes related trainings for its employees to motivate them to perform their duties with honesty and to ensure that the code of ethical conduct under good governance policies is strictly observed by employees throughout the organisation.