

Plan B 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. Maximize resource utilization in advertising media production.

The Company improved production materials in Series Poster to maximize resource utilization by;

1.1 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 2017, 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 205.2 kilograms or 7.84%. Not only saving resource but also cost reduction from this project is 469,224 baht.

1.2 Metro Poster advertising. The material used for this advertising is YUPO synthetic paper that helps minimize the use of white bands attached to motor shafts while they can turn as usual without any difficulty, thus no impact on customer’s trust. The Company currently has 207 metro posters and this project saved about 1.10 square meter of YUPO paper per poster or 650 baht per poster. In 2017, the Company’s expenses dropped 83,200 baht thanks to the savings from 128 posters or 141 square meter of paper

2. 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: Electricity consumption between Fluorescent vs LED for 778.5 sq.m. Flyover billboards

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 unit 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.

3. 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 Dissemination of Corporate Social Responsibility Innovations.

The Company supports creation and encourages co-creation from all stakeholders in developing innovations that help balance values to communities, society and environment and sustainable business growth. Many initiatives were carried out to reduce, reuse and recycle materials and other supplies in production. The Company donated removed vinyl billboards to government agencies or charities so that they can use them directly or as materials to produce products for sales to generate income to the underprivileged. The initiatives were communicated and publicized to all stakeholders directly and indirectly.

In 2017, the Company was awarded a commemorative plaque as a private company or an organization with excellent CSR on social development from Ministry of Social Development and Human Security for its social project giving away used vinyl billboards as materials for making bags or other useful items. This project provided vocational trainings for the underprivileged in homeless shelters under Department of Social Development and Welfare so that they can earn income to support themselves.

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. In addition, the Company encourages employees to know their rights, duties and responsibilities to society and other people as well as ensures justifiable and systematic business partner selection criteria and process conforming 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 grants)
- 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. Fire drills are carried out for employees on an annual basis. The Company also conducted 5S activity to encourage employees to create safe and hygienic work environment. In 2017, there was no record of severe accident that caused death or critical injury to its employees.



- 3) The Company encouraged employees to take care of their health by arranging a place and equipment for exercise and sports in the Company's Office at Building 2 Floor 1. In 2017, the Company organized a ping pong competition for employees of all departments to promote the importance of exercise to wellness and unity among colleagues.

- 4) “Run for Others Charity 2017” was organized under collaboration with Autistic Thai Foundation as a marathon event at Lumpini Park. Fund raised from this activity was donated to Autistic Thai Foundation to help support children with autism to have better quality of life. This activity also encouraged employees to exercise to promote good health.
- 5) The Company supported employees in having a proper long-term financial planning through sharing knowledge on financial investment, tax management, savings for the future especially investments with tax benefits such as Long Term Equity Fund (LTF) and Retirement Mutual Fund (RMF) to promote financial security and independence at retirement of employees.
- 6) The Company also imposed policies that promote organization-wide learning and human capital development through emphasizing on effective integrated human resources development from talent acquisition, employee development to fair compensation and benefits. The objectives are to enhance professionalism, develop working systems, create innovations as well as promote career development and collaborative working environment in order to improve employees’ physical and mental health and quality of life. Moreover, the Company organized recreational activities for employees every year that not only improve work efficiency and effectiveness but also encourage participation in social development directly and indirectly.



Participation in Community and Social Development

The Company stresses on using business processes and expertise in promoting quality of life and strengthening economy, community and Thai Society especially through collaboration with its business partners. For example, the Company developed and operates the Intelligent Traffic Condition Reporting Board on expressways that provides useful information for motorists. In 2017, the Company further enhanced this traffic reporting system by adding estimated time of arrival function for users who travel to various destinations and improving traffic condition displays to be more realistic for all routes. This certainly helps travelers to plan their trips more conveniently, accurately and effectively. This system also helps optimize the use of advertising media around those routes. Besides, the Company provides spaces in MRT system for public relations purposes to publicize useful information and news to commuters using MRT. This can be considered an effort to enhance urban quality of life for people using MRT.

During its annual outing in May 2017, the Company organized a CSR activity at Ban Noen Suk Samrong School in Rayong. On that day, employees participated in cleaning the school, treating students lunch, donating stationeries, school supplies and computers as well as hosting recreational activities to entertain students.

Additionally, the Company took part in other community and social development projects organized by government and private sector as detailed below.

Planting the Mind Trees Following the King's Approach

Planting the Mind Trees Following the King's Approach - the Company sponsored this initiative by making a donation to the project. The objective of this project is to improve and restore mangrove forest with a goal to plant mangrove trees covering 3,000 rais in Bang Khun Thian area within 3 years. Mangrove forest restoration helps nursing marine species, protects shorelines from waves and creates a balanced marine ecosystem. Furthermore, mangrove forest provides another source of food and promotes ecotourism that creates jobs and generates income to people in the area.



The Mirror Foundation.

The Mirror Foundation. In collaboration with the Mirror Foundation whose key mission is to be the center for reporting missing persons, giving consultation and coordinating with other agencies to follow and help missing persons at risk to their welfares and safety. The Company offered its out of home media network across Bangkok as a tool to make announcements and support the searches of missing persons so that their families can find them fast and safe.

SOSA Children Foundation Thailand under the Royal Patronage.

SOSA Children Foundation Thailand under the Royal Patronage. The Company helped promote the foundation via its out of home media free of charge with the objective to raise awareness of the Foundation to better receive support both monetary through donations or non-monetary through volunteering for Foundation's activities. The Foundation's mission 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.

In addition, the Company offered out of home advertising media to support social organizations by publicizing PR messages of those organizations on its media for free as another way to help the society. For instance, the Company supported the PR campaign of the United Nations High Commissioner for Refugee (UNHCR) to promote World Refugee Day.

