



True CSR Targets 2025

The Company has established a new set of long-term corporate sustainability goals: **True Sustainability Goals 2025**, by considering the organization context, alignment with the telecommunication industry trends, and the increasingly challenging requirements from society and stakeholders. The Company's continuous development reflects to the commitment of the leadership and staff to pursue sustainability excellence at True Group. The True Sustainability Goals 2025 will be adopted as part of the Company's sustainability program in 2021.



CSR KPI

| Priorities and SDG alignment | Business Benefit KPI | Social/Environmental Benefit KPI |
|--|---|---|
| <p>Improving education through digital and social inclusion</p> <div style="text-align: center;"> </div> | <p>1) Target revenue of True Click Life (education and media content) in 2025 = 80 MB</p> | <p>By 2025,</p> <ol style="list-style-type: none"> 1) Increase Unique Pageview of www.trueplookpanya.com by 33% from 2021 2) 60 partners participating in projects run by the Education and Academic Affairs department 3) Increase School Grading scores of 1,000 True CONNEXT ED schools by 50% from 2017 4) 31 million students, teachers, education personnel, under privileged people and vulnerable groups nationwide can access knowledge from all over the world by using our technology and media. 5) 50% of students, teachers, education personnel, under privileged people and vulnerable groups know how to use technology for educational purposes (e.g. ICT Literacy, Cyber Security) |

| Priorities and SDG alignment | Business Benefit KPI | Social/Environmental Benefit KPI |
|--|---|--|
| <p>Driving Innovations toward digital transformation, revenue enhancement, cost reduction, and new business opportunities</p>  | <ol style="list-style-type: none"> 1) 100% Value added (new revenue and cost saving) from innovative products, services, and processes. 2) 100 Number of property during 2021-2025 patents belonging to internal innovators and partners. 3) 20% (1 MB) Portfolio returns on investment in start-ups. | <p>By 2025,</p> <ol style="list-style-type: none"> 1) 3,000 innovators developed through True's internal & external programs, helping to support innovation in a developing country (SDG 9 target). 2) 100,000 university students 10,000 staffs, 200 faculty members participating in True Lab's programs and upon completion of True Lab program continuing on to obtain jobs in TMT industry, helping to support innovation in a developing country (SDG 9 target) 3) 200 teams consult& pitching, 50 teams incubation though True Incube's programs leading to improved quality of life for small business owners and workers, helping to support innovation in a developing country (SDG 9 target) |
| <p>Empower small retailers with the ability to compete in the e-commerce era by providing "Offline to Online" capability through e-wallet payment solution through True Money Wallet</p>  | <ol style="list-style-type: none"> 1) To serve as the retention & conversion channel, merchants will earn then spend True Points as lengthen their lifetime value; in addition, other carrier users can convert to True and enjoy those benefits which directly gain telecommunication market share 2) True obtains 90% of Merchants to be Dealers providing true products & services to local communities throughout Thailand 3) Increase service revenue for True by converting merchants to True customers (60% of total onboarded merchants) 4) Merchants spend money in their True wallet at CP subsidiaries and partners such as Makro, Lotus's, 7-eleven, CP Freshmart, Bellini etc. | <p>By 2025,</p> <ol style="list-style-type: none"> 1) 300,000 merchants will actively accept payments via True Money Wallet which is the biggest e-wallet provider in Thailand. This will help layout Thailand's infrastructure to become cashless society 2) 270,000 merchants also act as the internet providers for every household to have an access to fixed broadband in order to sustain social activity through digital literacy increment 3) Over 5.5 billion Baht Total Payment Value will be from True Smart Merchant to support new age of cashless society |

Stakeholder Engagement & Involvement with Charitable Programs

Our stakeholders including employees can join with True Group and its charitable partners by donating to many foundations via <https://www.truemoney.com/donation/>, or the following QR code.



In addition, True Group supports the crowdfunding for education to Thai children of the "CONNEXT ED Foundation" where donors can donate the money via the platform <https://donate.connected.org/> that allows them to choose to support the schools in the areas of their interests. The Company encourages its employees and other stakeholders to engage and participate with the charitable programs through both internal (SMS, intranet, employees-

application) & its external communication media. CSR Structure

CSR Structure

