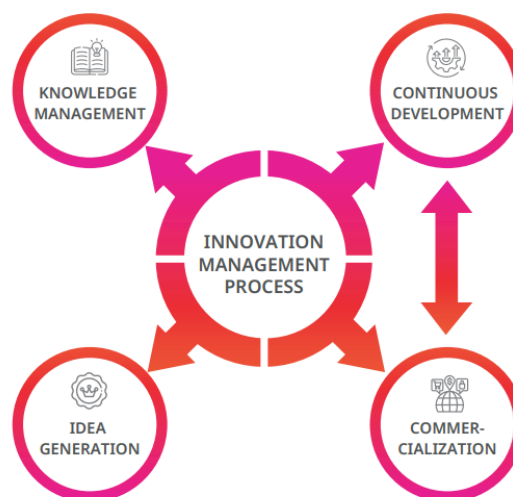


TRUE INNOVATION

MANAGEMENT APPROACH

As True Group operates in an industry where digital technologies advance rapidly, we continue to conduct our research and development under the open innovation model to meet the ever-changing needs of consumers. In addition to creating competitive advantages and improving customer satisfaction, we develop innovations to support our economic, social, and environmental efforts. An emphasis is placed on development speed to reduce costs, improve the ability to generate revenue, and protect intellectual property. Our Innovation and Sustainability Steering Committee and Working Team strive to promote innovation at all levels, while the Chairman of the Executive Committee continually drives efforts to advance Thailand towards becoming a fully digital society.



INNOVATION ECOSYSTEM

CLOSED INNOVATION

True Group is determined to develop new innovations and technologies under the concept of moving towards a sustainable society and to commercialize them to generate revenue for the organization. We are moving toward becoming a tech company, with the True Innovation Center responsible for driving new product development (NPD).

Examples of products developed: True 5G FWA, this FWA receives internet signals from a 5G high-speed wireless network and turns them into gigabit broadband speeds for homes, buildings, offices, stores, or small companies. This requires no cables or wires, is quick and easy to set up, and can be used in areas where cables cannot reach.

OPEN INNOVATION

We collaborate with external organizations – such as public and private educational institutions, government agencies, associated companies, suppliers, and business partners – to develop open innovations. Here are examples of what we accomplished in 2022:

Spaceport America Cup Program: Collaborated with the Chulalongkorn University to research and develop a sounding rocket named “CURSR-1” to compete in the Spaceport America Cup 2022 in the United States.

From Gen Z to be CEO Program: Cooperated with the Ministry of Commerce to instill entrepreneurship in students and prepare them for the business world with digital platform “From Gen Z to be CEO”

We also invested in startups with potential to develop innovative technologies and products to suit modern lifestyles.

INNOVATION PERFORMANCE 2022

ECONOMIC INNOVATIONS

SMART FARMING TECHNOLOGY: Utilizes precision farming techniques to manage agriculture through a digital platform, allowing farmers to perform in-depth data analysis, reduce costs, and produce high yields in the crop, livestock and fishery areas.

MORDEE BY TRUE HEALTH: The MorDee application allows users to consult with physicians online from anywhere, get home medication delivery service, and make health insurance claims without advance payment conveniently and safely without having to travel to clinics or hospitals. Healthcare services are provided by a team of more than 500 physicians and specialists from leading institutions, covering more than 20 specialized fields.

SOCIAL INNOVATIONS

TEACHING ASSISTANT ROBOTS: True Group uses robotic innovations to reduce educational disparities through the CONNEXT ED Project. In addition to incorporating robotics courses into school curricula, we have developed a prototype robot for smart classrooms, facilitating communication between foreign teachers and students in rural areas, as well as encouraging students to learn and interact in class. Moreover, we have organized roadshows to open up perspectives and inspiring students to help build a better future.

ENVIRONMENTAL INNOVATIONS

VERTICAL AXIS WIND TURBINE: True Group has cooperated with King Mongkut’s University of Technology Thonburi to research and install wind turbines at True’s cellular towers. These will supply power to network equipment in addition to the solar cells that have been installed previously. The project will be piloted in a high-potential area and scaled up to cellular towers in areas with high wind resources throughout the country as part of our efforts to become carbon neutral by 2030.