



Sustainability Report 2024



Transforming Technology through Sustainable Pathways



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Message From Chairman



“ As the leader of this organization, I firmly believe that sustainable success must be built on the basis of good corporate governance and environmental and social responsibility. JAS Group is committed to upholding the principles of good corporate governance while ensuring balanced economic growth, social responsibility, and environmental conservation, serving as the foundation for sustainable development. ”

Dear Valued Shareholders and Investors,

The year of 2023 has been marked by innovative transitions and strategic investments for Jasmine International Public Company Limited. We have achieved a significant milestone in strengthening our media and content business through the acquisition of Premier League and FA Cup broadcasting rights. In addition, we have made strategic investments in fostering the innovation ecosystem and supporting innovators in developing cutting-edge technologies, reinforcing our commitment to becoming a truly innovation-driven organization.

Amid rapidly changing economic conditions and industry transformations, JAS Group has established a solid foundation through its operations across three promising segments: Media and Content, Property Management, and Innovation and Technology. These segments are interconnected and mutually supportive, ensuring a balance that promotes effective risk diversification.

In the Media and Content business, we are dedicated to providing an exceptional entertainment experience across multiple platforms. We continue to strengthen collaborations with leading business partners to expand our reach and enhance business value. Regarding the Property Management business, we are focused on transforming Jasmine International Tower into a Smart Hub that caters to the needs of modern businesses, thereby enhancing the competitiveness of our assets. In the Innovation and Technology segment, we have made significant strides in becoming a leader in AI and digital technologies. To this end, we are set to launch the “JAI” AI platform in early 2025, marking a pivotal step in advancing AI technology in Thailand.

In parallel, our digital asset business has experienced significant success, underscoring our visionary approach and expertise in investment strategies. With efficient cost management and the growth of digital assets in our portfolio, JAS Group is equipped to demonstrate a strong performance.

As the leader of this organization, I firmly believe that sustainable success must be built on the basis of good corporate governance and environmental and social responsibility. JAS Group is committed to upholding the principles of good corporate governance while ensuring balanced economic growth, social responsibility, and environmental conservation, serving as the foundation for sustainable development.

On behalf of the Board of Directors of Jasmine International Public Company Limited, I would like to extend my sincere gratitude to our shareholders, customers, business partners, and financial institutions for their continued trust and support. I would also like to express my thanks to our executives and employees for their hard work and dedication, which have been instrumental in driving our business towards success. As we begin the year ahead, JAS Group remains steadfast in our pursuit of business advancement alongside stability and sustainability to deliver the greatest value for all stakeholders.



(Dr.Soraj Asavaprapha)
Chairman of the Board



About this Report

Objectives

Jasmine International Public Company Limited (JAS) develops an annual Sustainability Report to align with its commitment to communicate its operational performance to stakeholders. It covers economic, environmental, social, and governance-related performance, dating from January 1st to December 31st, 2024. This report was prepared with reference to the Global Reporting Initiative (GRI) Standards 2021 and the SET Sustainability Reporting Guide, incorporating results of operation in support of the 17 UN Sustainable Development Goals (SGDs). JAS also places importance on the disclosure of corporate strategies, operational approaches, and performance results related to sustainability to assure stakeholders of its transparency and attention to significant concerns.

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Scope of Reporting

The scope of reporting encompasses the operational performance of Jasmine International Public Company Limited and its subsidiaries, in which JAS holds greater than 50 percent of the total shares, and which continue to operate until the end of the reporting period. In 2024, JAS underwent a significant change in its operation as it transformed into a Holding Company investing in three main business segments: internet TV segment, digital asset and technology solutions segment, and other business segment (for more information, please visit www.jasmine.com). The performance results in this report differ from those prior to 2024, which included the operation of high-speed internet services under 3BB and GIGATV.

Vision

To be a leader in the future of technology and digital entertainment

Mission

To foster and support business collaboration

among invested companies to maximize value creation for the entire business group

To invest in businesses that foster sustainable growth of the business group

driving long-term value for all stakeholders

To lead business operations on the foundation of sustainability

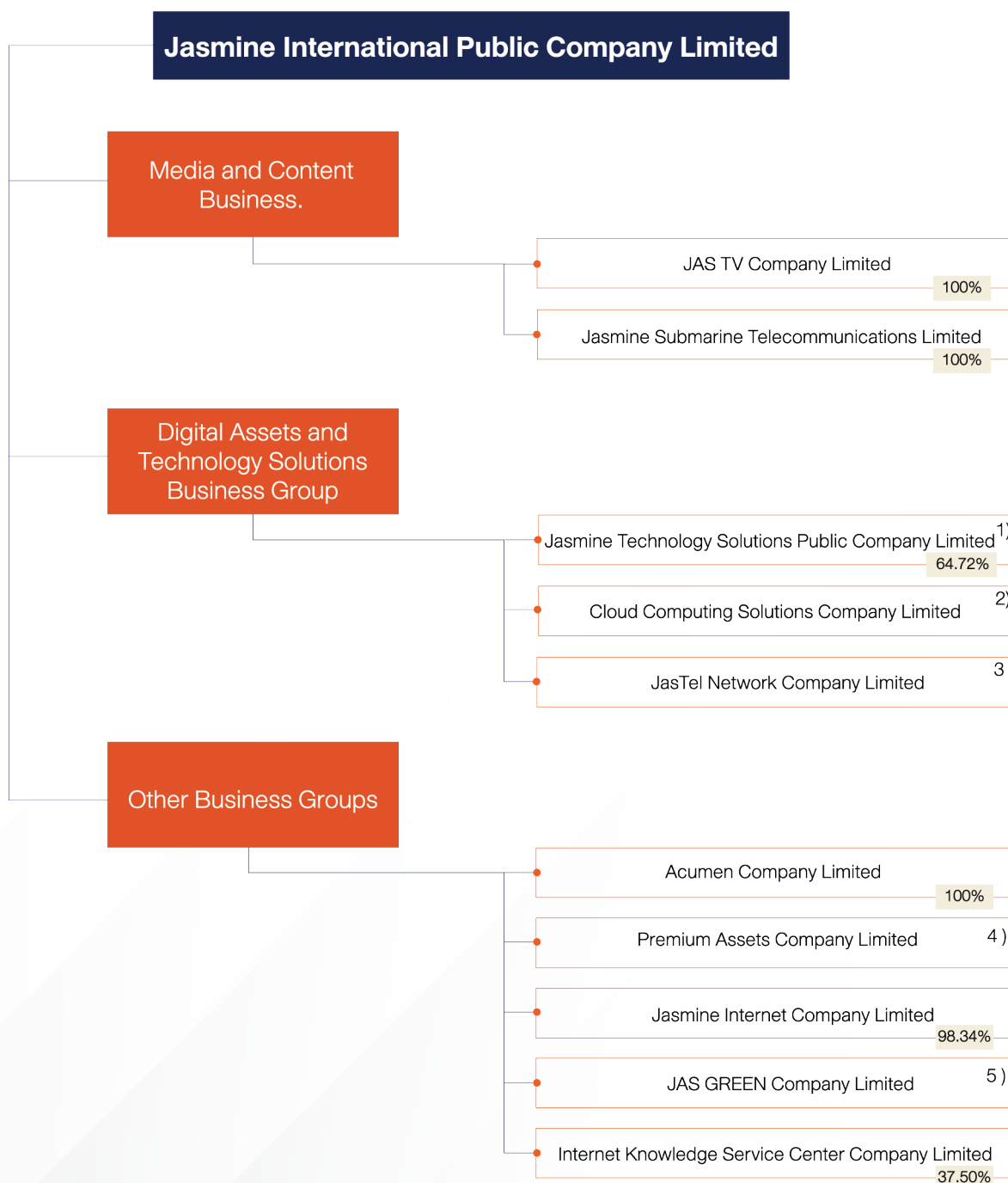
encompassing economic, social, and environmental dimensions.

To determine strategic direction and policies for the business group

optimizing resource management efficiency



Business Structure



Note:

1) 44.14% of shares held by JAS, 9.06% of shares held by ARS, 2.47% held by PA, and 9.05% held by JAS GREEN, making a total of 64.72%

2) 97.87% of shares held by JTS.

3) 100% of shares held by JTS.

4) 53.85% of shares held by ACU, 46.15% of shares held by JSTC.

5) 80% held by JAS and 20% held by ACU

Corporate Governance Structure





ESG as the Core

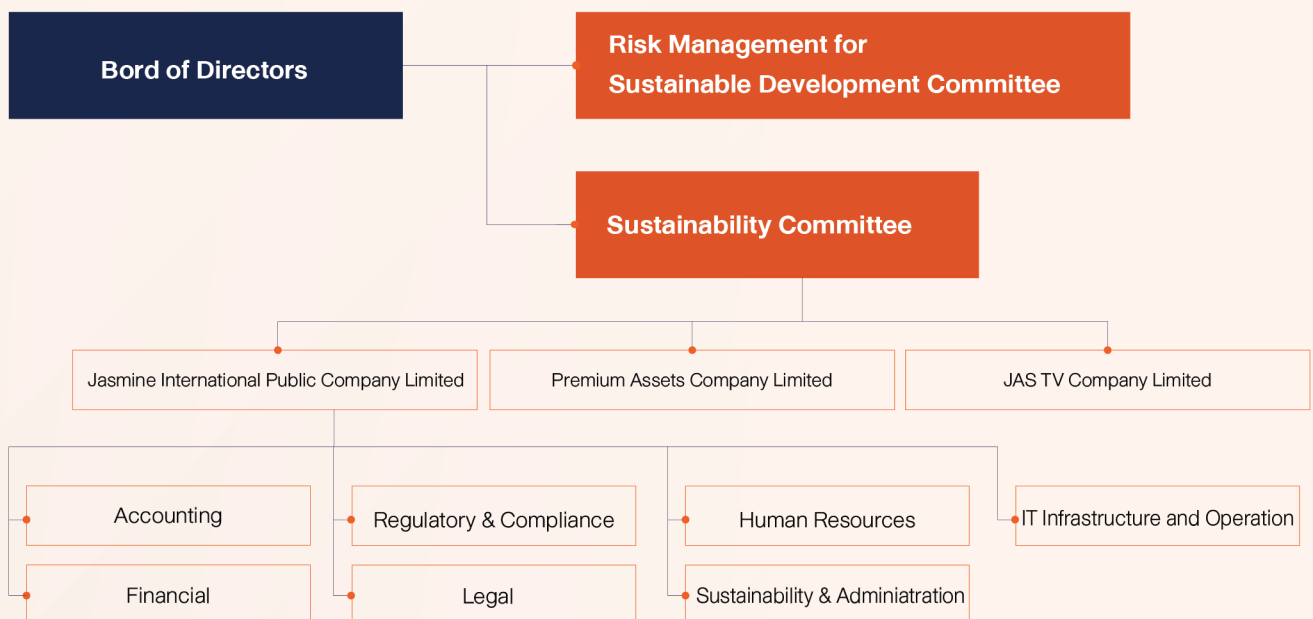
Over the course of 40 years, JAS has conducted business upholding the principles of sustainability. Operating as a holding company, we invest in a portfolio of Internet TV Business, Digital Asset and Technology Solution Business, and other businesses including telecommunication support services, office space rental, and solar rooftop clean energy business. We strictly uphold the principles of good corporate governance, ensuring that business operations across JAS Group align with our strategies and collaboratively drive efforts to achieve sustainability goals across all three dimensions: Environment, Social, and Governance (ESG).

Sustainability Governance

The Board of Directors has assigned a Risk Management for Sustainable Development Committee, consisting of 5 board members with a board member serving as the Chairman. The Committee is responsible for overseeing and driving the sustainable development of the Company and its subsidiaries to meet targets and respond to stakeholders' expectations. At the operational level, the Sustainability and Administration department is responsible for monitoring employee

engagement in ESG-related operations across the organization, as well as ideating, providing suggestions, and developing initiatives to create awareness about our sustainability approaches among stakeholders in a transparent manner. The department also reports operational progress to the Risk Management for Sustainable Development Committee quarterly to ensure that all operations proceed smoothly.

Sustainability Governance Structure



JAS GO G-R-E-E-N



Good Governance



Uphold the principles of good governance with transparency and accountability

- Receive 5-Star or "Excellent" score from CGR
- Certified as a member of the Thai Private Sector Collection Action Against Corruption (CAC)



Resource Efficiency



Maximize resource efficiency including electricity, water, fuel, and energy

- Achieve net-zero greenhouse gas emissions by 2050
- Reduce electronic waste by 5% by 2025
- Reduce electricity consumption by 5% by 2025
- Reduce water consumption by 5% by 2025
- Operate as Thailand's largest green bitcoin mining that uses alternative energy



Encourage Innovation



Encourage digital innovations that meet business goals and create an environment that encourages employees to be innovators

- Develop 3 products and services that promote sustainability by 2025
- Generate 30% of income from innovation investment by 2025



Enhance Happiness



Care for the well-being, happiness, and career advancement of employees

- Employee training (average of 3 courses per employee) 100% by 2025
- JAS Online Learning (5 courses per person) 100% by 2025



New Sustainable Business



Adjust business structure to align with targets, focusing on short- and long-term investment in scalable businesses

- Enhance AI solutions technology with a focus on B2C and develop medical AI for healthcare solutions
- Invest in bitcoin mining
- Develop cloud solutions and platforms
- Secure exclusive broadcasting rights of Premier League and FA Cup for 6 years in 3 countries including Thailand, Laos, and Cambodia, expecting to increase subscriber base by 3 million accounts



Operations to Support the UN Sustainable Development Goals (SDGs)

JAS is dedicated to sustainable development operations as an effort to drive society towards the 17 UN Sustainable Development Goals (SDGs), focusing on 13 primary goals that directly align with our operations.

SDGs Goal		Key Operations
	End poverty in all its forms everywhere	<ul style="list-style-type: none">Support the equal rights to economic resources and income generation for vulnerable groups
	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	<ul style="list-style-type: none">Provide electronic devices for schools to enhance educational access
	Achieve gender equality and empower all women and girls	<ul style="list-style-type: none">Promote equality among employees of all genders, ages, and levels, and end discrimination and violence in all forms
	Ensure availability and sustainable management of water and sanitation for all	<ul style="list-style-type: none">Maximize water use efficiency
	Ensure access to affordable, reliable, sustainable and modern energy for all	<ul style="list-style-type: none">Promote the use of renewable energy in bitcoin mining
	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	<ul style="list-style-type: none">Utilize organizational potential to promote valuable employment and provide opportunities for communities to earn income and become self-sufficientEnsure fair compensation for employees

SDGs Goal	Key Operations
	<ul style="list-style-type: none"> Develop cloud solutions and platforms
	<ul style="list-style-type: none"> Enhance employees' health and well-being Provide a healthy work environment for better life quality
	<ul style="list-style-type: none"> Support community development through engagement in social and environmental projects
	<ul style="list-style-type: none"> Promote efficient use of resources Reduce waste generation by promoting reducing, reusing, and recycling
	<ul style="list-style-type: none"> Implement strict environmental measures Support efforts to achieve net-zero greenhouse gas emissions
	<ul style="list-style-type: none"> Ensure no corruption, bribery, oppression, and improper exploitation
	<ul style="list-style-type: none"> Join as a member of sustainability networks and partnerships



National and Global Partnerships and Networks for Sustainability

JAS recognizes that successfully driving sustainability requires cooperation from multiple sectors at both national and international levels. This helps ensure that sustainability becomes deeply rooted as a foundational basis for the Company, society, and the nation to grow together. Therefore, we have joined as a member of various networks including organizations, trade associations, institutions, government agencies, and non-profit organizations to collectively create sustainable positive change.

Network/Partner	Level	Objective	JAS's Role	Membership/ Support Fee
Financial support related to lobbying and representation of interests	–	–		0
Thai Institute of Directors (IOD)	National	<ul style="list-style-type: none"> Develop and support company directors for good corporate governance Develop best practices guidelines for good corporate governance and anti-corruption 	Disclose information in accordance with the Corporate Governance Report for Thai Listed Companies (CGR)	169,211.21
Thai Listed Companies Association (Thai LCA)	National	<ul style="list-style-type: none"> Promote commercial, financial, or industrial enterprise operations of members and listed companies Enhance investment and capital market development Promote member administration according to good governance principles Enhance competitive capacity of Thai listed companies and support social objectives 	Member of the Thai Listed Companies Association including the ESG Network	31,400
The Telecommunications Association of Thailand under Royal Patronage	National	<ul style="list-style-type: none"> Promote and support Thailand's telecommunications and digital affairs for development Create access to various technologies for people 	Participate in determining industry direction and standards that benefit consumers and operators while demonstrating corporate social responsibility (CSR), reinforcing the Company's commitment to sustainable development of Thailand's telecommunications system	20,000

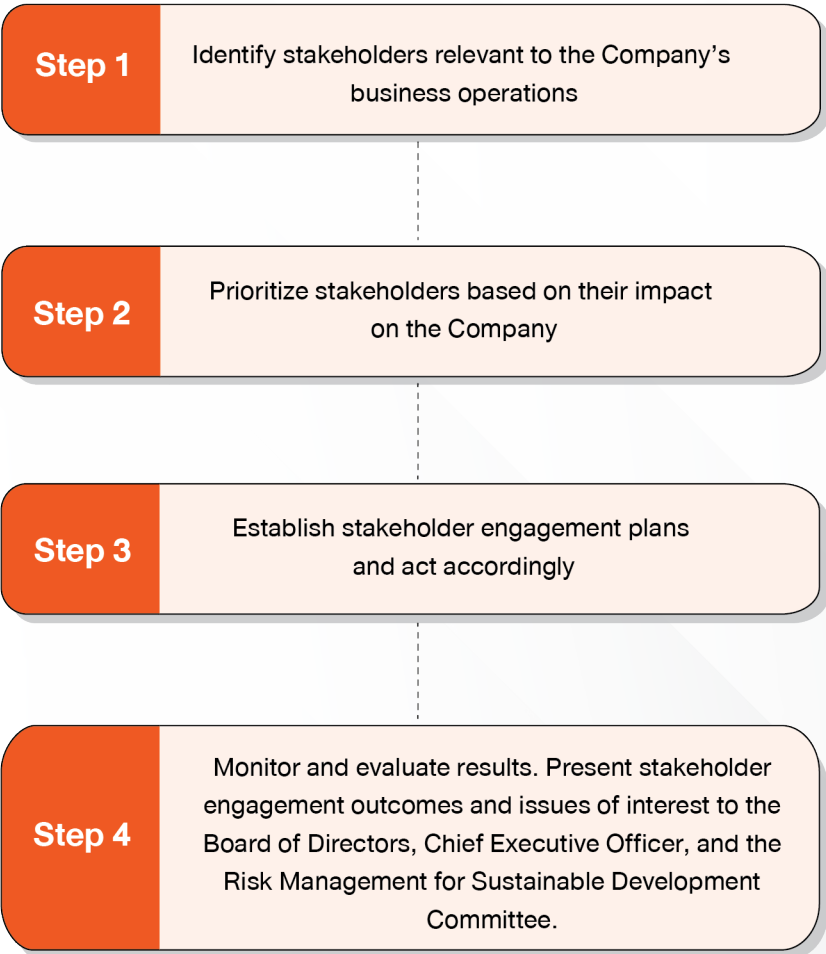
Total (THB)
220,611.21

Stakeholder Engagement

Transparent stakeholder engagement is one of the key driving forces that enables business opportunities through relationship building and efficiently minimizes risks that may affect business stability. JAS has established Practices towards Stakeholders Guideline in the Company Code of Conduct (for more information, please visit www.jasmine.com) and prioritizes stakeholder groups, as well as coordinates with relevant departments including Human Resources, Investor Relations, and Sustainability and Administration to consistently engage with stakeholders through various channels and activities. This engagement allows JAS to identify positive and negative impacts of business operations, and stakeholders' expectations, feedback and suggestions, which are analyzed to determine effective response. Moreover, it presents opportunities to communicate JAS's sustainability strategies and operational approaches to stakeholders.

Stakeholder Management Approach

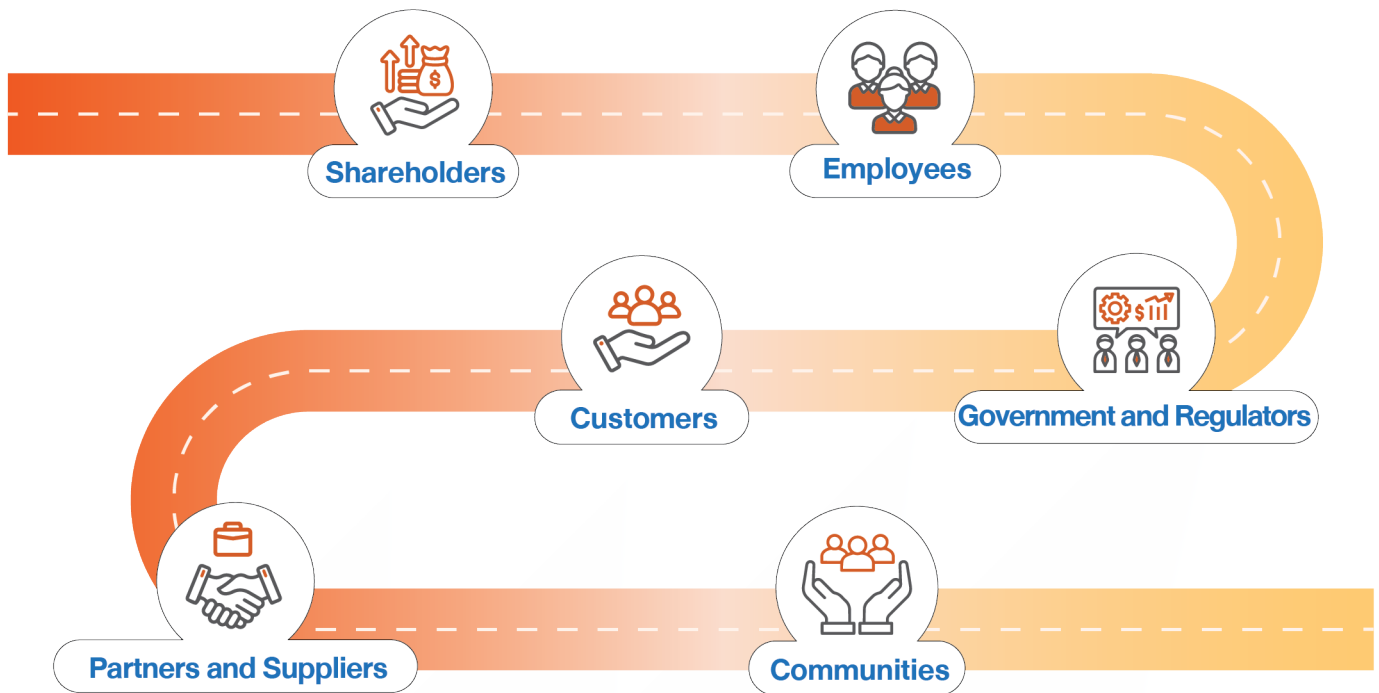
JAS's stakeholder engagement approach consists of 4 steps as follows:







Stakeholders

JAS encourages stakeholder engagement implementation with 6 stakeholder groups






Stakeholder Engagement Approach (Listed by Stakeholder Priority)

Stakeholders	Stakeholders' Expectations	Examples of Response to Stakeholders' Expectations	Engagement Channel
Shareholders 	<ul style="list-style-type: none"> Sustainable business growth Consistent dividend payment Good corporate governance 	<ul style="list-style-type: none"> Conduct share repurchase program from June 25th to July 23rd, 2024, for the price of 5 THB per share, in the amount not exceeding 300,748,563 shares (units) Issue and offer Warrant to Purchase Ordinary Shares of the Company, No.4 (JAS-W4) in the amount 	<ul style="list-style-type: none"> Annual general meeting of shareholders Analyst meetings and briefings Publishing information in annual report and on company website

Stakeholders	Stakeholders' Expectations	Examples of Response to Stakeholders' Expectations	Engagement Channel
		<p>not exceeding 4,146,034,852 shares (units) in proportion to their shareholding (Right Offering)</p> <ul style="list-style-type: none"> ● Expand value-added services to deliver sustainable long-term value ● Maintain clear, transparent, and accountable corporate governance structure 	
<p>Employees</p> 	<ul style="list-style-type: none"> ● Fair compensation, benefits, and welfare ● Career advancement and job security ● Happiness in the workplace ● Clean and safe working environment ● Human rights and labor practices 	<ul style="list-style-type: none"> ● Treat all employees in a fair and non-discriminatory manner ● Develop a Fast Track Program for employees with outstanding performance ● Provide a provident fund ● Organize employee training and knowledge development programs ● Arrange a systematic approach to manage workplace environment aligned with standards ● Comply with Human Rights Policy and Human Resources Policy ● Provide opportunities for employees engagement in implementing sustainability strategies through projects and events 	<ul style="list-style-type: none"> ● Training and seminar ● Performance evaluation ● Recreational activities ● People Survey ● Internal communication system (Intranet) ● Online communication system (JASTALK) ● Line OA (HR JAS) ● Townhall



Stakeholders	Stakeholders' Expectations	Examples of Response to Stakeholders' Expectations	Engagement Channel
<p>Government and Regulators</p> 	<ul style="list-style-type: none"> ● Transparent disclosure of information ● Development of corporate governance and internal control systems 	<ul style="list-style-type: none"> ● Disclose information in a transparent manner and in compliance with relevant laws and regulations 	<ul style="list-style-type: none"> ● Meetings with governmental regulators ● Participation in auditing programs from governmental organizations
<p>Customers</p> 	<ul style="list-style-type: none"> ● High-quality and reliable services ● Accessibility to services at all times ● Service support assistance ● Highest level of data security 	<ul style="list-style-type: none"> ● Provide up-to-date and quality content services ● Ensure security and convenience of customers ● Continually improve building facilities, such as renovating common areas ● Develop environmentally and community-friendly operational system with effective energy and waste management ● Open channels for feedback and complaints 	<ul style="list-style-type: none"> ● Meetings with customers to present services, and provide assistance and consultation ● Customer satisfaction survey ● Feedback and complaint handlings through designated channels ● Website and social media channels
<p>Partners and Suppliers</p> 	<ul style="list-style-type: none"> ● Partnership with a focus on mutual growth ● Fair agreement for mutual benefits 	<ul style="list-style-type: none"> ● Have a fair and clear documented process for partner and vendor selection ● Conduct a transparent negotiation to achieve agreement for mutual benefits ● Communicate Sustainable Policy to partners and suppliers 	<ul style="list-style-type: none"> ● Trainings and knowledge-sharing seminars ● Supplier assessment

Stakeholders	Stakeholders' Expectations	Examples of Response to Stakeholders' Expectations	Engagement Channel
		<ul style="list-style-type: none"> Communicate Supplier Code of Conduct and Sustainable Procurement Policy 	
<p>Communities</p> 	<ul style="list-style-type: none"> Safety in life and health Social contribution to improve life quality 	<ul style="list-style-type: none"> Organize knowledge-building projects for communities Organize disaster-relief projects for communities, such as flood relief Participate in religious events Promote youth access to technology through projects and activities 	<ul style="list-style-type: none"> Community engagement activities Business impact on communities survey



Supply Chain Management



Effective supply chain management is crucial for minimizing risks that may impact business continuity while ensuring transparency and efficiency in operations. This is particularly important in today's dynamic global economy and evolving regulatory landscape. As stakeholder expectations continue to rise, businesses face the challenge of maintaining an efficient supply chain to foster stability and support long-term business success.

In order to maintain a transparent, accountable, and efficient supply chain management system, we have established policies in compliance with applicable laws and regulations. In addition, we ensure procurement processes with environmental and social responsibility within our governance framework and collaborate with suppliers to sustainably develop capabilities, strengthening trust with our customers and society for the long term.

Management Approach

- Stipulate a Sustainable Procurement Policy that emphasizes responsibility towards the environment, society, and governance (ESG), promoting transparent and sustainable operations
- Develop a Supplier Code of Conduct that addresses human rights, labor standards, occupational health and safety, environmental impact, and governance practices

- Determine economic, social, and environmental criteria for the selection of both new and potential suppliers while continuously monitoring and assessing their operations
- Conduct annual supplier assessments covering ESG evaluations, providing suggestions and collaborating with high-risk suppliers to develop solutions
- Provide training programs to enhance business capabilities and foster sustainable growth together

Sustainable Procurement Policy

JAS places great importance on fostering sustainable growth alongside our suppliers, with an emphasis on environmental stewardship, social responsibility, and adherence to corporate governance best practices. To drive this commitment, we have established a Sustainable Procurement Policy that aligns with our sustainable policies and relevant laws and regulations to enhance competitiveness and long-term development. The policy outlines operational guidelines for executives, employees, suppliers, and all relevant stakeholders, emphasizing transparent, fair, and accountable procurement processes. This highlights our effort to support suppliers who conduct business ethically, adhere to occupational health and safety standards, and engage in social and community development initiatives. Together, we aim to foster mutual partnerships and create a positive impact on both business growth and the world around us.



For more information about our Sustainable Procurement Policy

please visit our website at

"Sustainability Policy and Targets" Section

or scan QR code



Supplier Code of Conduct

Our commitment to sustainable business practices is reflected in our Code of Conduct, which integrates key principles of sustainability, human rights, labor standards, occupational health and safety, environment, and ethical conduct, ensuring that suppliers' business conduct is in line with ESG and good corporate governance practices. We encourage our suppliers to strictly comply with labor standards and human rights, eliminate discrimination, provide fair compensation, and ensure a safe working environment. In addition, we promote the efficient use of resources, reduction of pollution, and the adoption of clean energy solutions. We also emphasize on conducting business with transparency and fairness, ensuring no tolerance for corruption. We fully support suppliers who adhere to these principles, fostering an ethical supply chain and driving mutual growth.

Supplier Segmentation

Our suppliers are categorized into 2 primary groups: those who deliver products and those who provide services. We have determined criteria for identifying significant suppliers, classified into Critical Tier 1 Suppliers (direct suppliers) and Critical Non-Tier 1 Suppliers (indirect suppliers).

Criteria for Critical Tier 1 Suppliers

1. Suppliers whose business characteristics are directly related to or aligned with our business strategies

2. Suppliers with specialized expertise that is essential to our core business operations, where any disruptions would directly impact business continuity
3. Partners with whom we share direct investment and resources
4. Suppliers who have been in continuous partnership with JAS for a minimum of 5 years

Number of suppliers who have acknowledged our Code of Conduct



244 Suppliers

Share of total suppliers
100%

Based on these criteria, we have identified



Critical Tier 1 Suppliers

Total
40 Suppliers
or
16.5% of total suppliers

In addition, we have established criteria for identifying Critical Non-Tier 1 suppliers as follows:

1. Suppliers who provide important raw materials or services to our Critical Tier 1 suppliers, where disruption would affect the ability of Critical Tier 1 suppliers to deliver goods or services to JAS

Supplier Screening and Selection

We have established clear guidelines for selecting both new and existing procurement suppliers, ensuring that they adhere to our sustainability practices. These guidelines consider economic, social, and environmental factors. All suppliers are required to acknowledge and agree to comply with the Supplier Code of Conduct, Sustainability Policy, and occupational health, safety, and environmental requirements, as well as other relevant company policies. This ensures an effective integration of sustainable supply chain management principles with suppliers in accordance with international standards, supporting sustainable growth for both parties.



ESG Criteria for Partner Selection



Supplier Risk Assessment

We have developed processes to continuously monitor, inspect, and evaluate suppliers' performance, focusing on annual economic and ESG risk assessments to enhance awareness of ethics and ensure compliance with established standards. The assessment aims to ensure that suppliers adhere to our established standards and in strict accordance with the Code of Conduct. In cases where the assessment identifies high-risk partners, we collaborate with these partners and provide suggestions for process improvement, risk mitigation, and enhanced performance. This collaborative approach is fundamental to fostering sustainable growth in the long term.

We conduct a risk assessment in 2 approaches as follows:

- 1. Self-Assessment:** We request our suppliers to evaluate their operations using our assessment system. If a supplier's score is below 50%, we work with them to improve relevant processes and reduce risks, helping to improve related work processes, reduce risks, and enhance performance.
- 2. Onsite Audit:** For suppliers scoring below 40%, we conduct onsite audits to assess economic, governance, social, and environmental risks at their facility. Suppliers must submit a Corrective Action Plan if risks are identified. These onsite risk assessments are scheduled to begin in 2025.

Supplier ESG Risk Assessment Results

Suppliers who completed
ESG assessment in 2024



36 Suppliers

Most partners (over 80%) had strong governance and social performance. However, their environmental performance was relatively low. This is potentially due to limited knowledge and understanding of environmental management practices, which may pose risks related to non-compliance with environmental laws or regulations. To address this, we plan to promote knowledge and understanding in this area.

Supplier Development

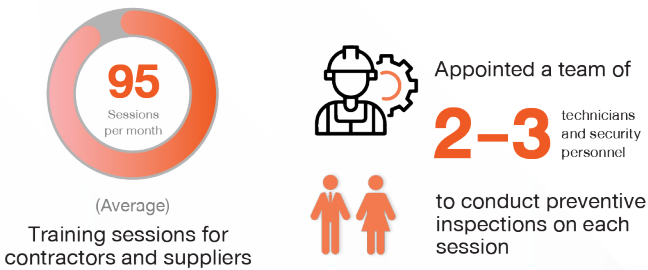
We aim to strengthen relationships with suppliers and enhance their capabilities in supply chain management processes to enhance sustainable business operations in areas such as safety, occupational health, environmental management, and business ethics. Due to the nature of our business operations, suppliers may be required to work at our facilities or handle tasks that involve health and safety risks. Therefore, in 2024, we conducted activities to develop partner capabilities, particularly in promoting occupational health and safety skills. These included disaster response drills with partners, AED training, as well as first aid and fire evacuation courses.

Supplier Credit Terms

JAS has set a standard credit term of 30 days, with an average credit term for 2024 remaining at 30 days. The credit terms for each supplier are determined based on the category of suppliers, nature of work, and other appropriate factors such as the requirements of purchases of goods or services. Details and conditions regarding invoice receipt and payment conditions are clearly communicated to each supplier at the outset of the procurement process to ensure transparency for suppliers.

Contractor and Supplier Safety Enhancement Project

This project enhanced the safety capabilities and regulatory compliance of contractors and suppliers through pre-operation training, the establishment of guidelines for practices, and the implementation of a monitoring and evaluation system.



Result

Reduced accidents, property damage, and fines related to non-compliance with regulations.



By 100%

This fostered stronger relationships with suppliers, contributing to a more efficient and sustainable collaboration between both parties.



Sustainability Materiality

In an era marked by rapid changes and increasing complexity, businesses must balance financial profit with the evolving expectations of stakeholders. These issues have expanded into broader areas, particularly in terms of sustainability.

Sustainability materiality assessment is a key driver that not only helps identify and mitigate risks but also creates opportunities for growth and innovation that respond to customers' changing needs.

Integrating sustainability practices into work processes, whether it is the environmental, social, or governance dimension, enhances credibility among stakeholders and corporate image, and contributes to building a sustainable world for future generations. By operating in alignment with the vision, mission, and core values, businesses can thrive for short-term growth and deliver lasting positive impact to the society.

Sustainability Materiality Assessment Process

1 Identify Material Issues

JAS conducts a comprehensive materiality assessment every year by drawing on global and national sustainability contexts and frameworks. These include sustainability assessment criteria from S&P Global and FTSE Russell, GRI and SASB disclosure standards, and SET sustainability assessment. We conduct an analysis on business-relevant topics, covering economic and governance, environment, and social dimension, as well as consider sustainability trends and directions to select material issues.

2 Engage with Stakeholders

JAS gathers stakeholders' expectations and concerns through various channels, such as shareholders' feedback from the annual shareholders' meetings, employee engagement activities, and customer surveys. These inputs are considered and analyzed alongside the issues gathered in step 1 to determine topics appropriate for the organizational context.

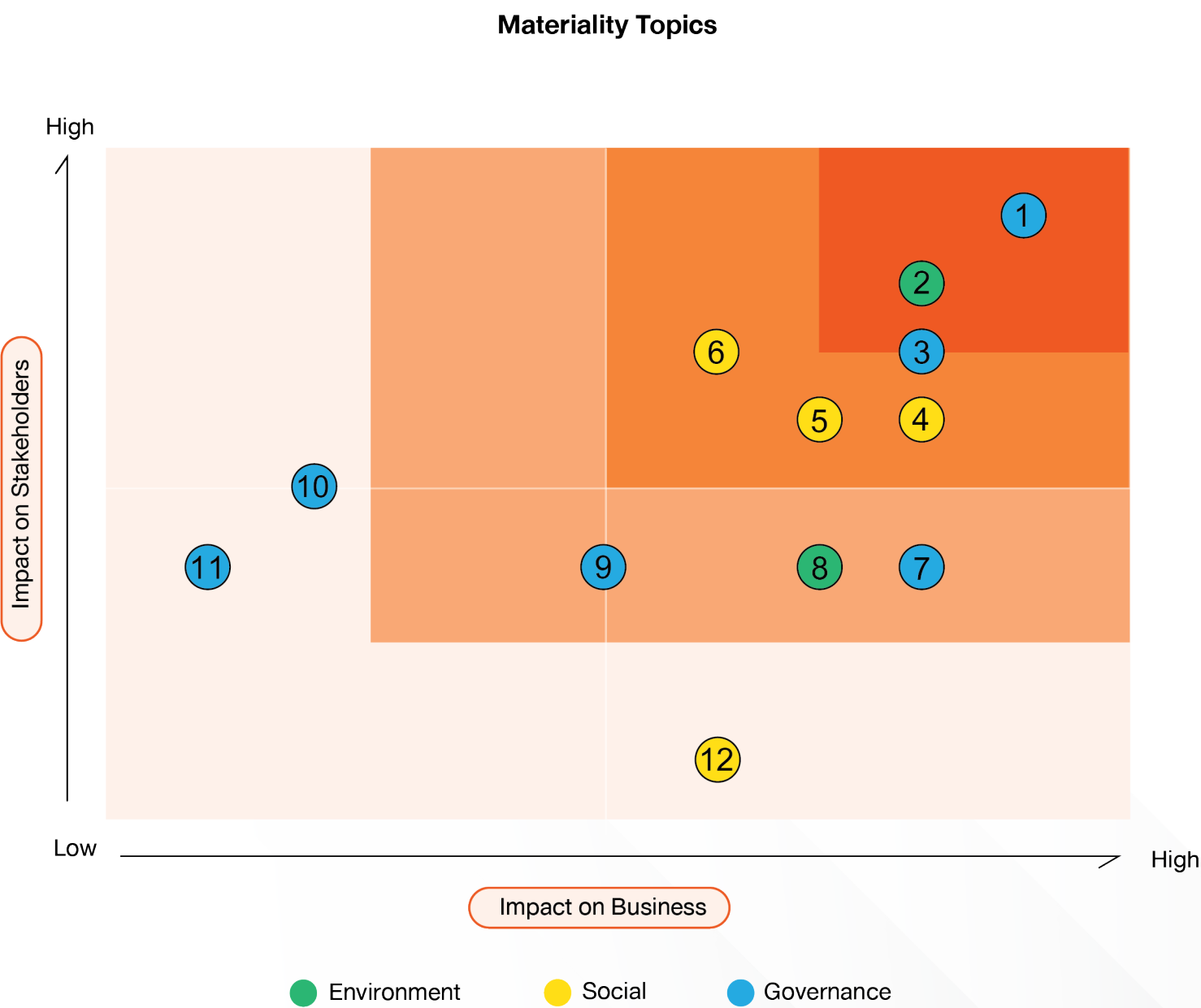
3 Prioritize Material Issues

JAS prioritizes material issues from step 1 and step 2 in collaboration with stakeholders by assessing the potential business impacts on economic, environmental, and social dimensions, including human rights, as well as the impacts of these issues on the business operation. Material issues are classified into 4 levels: very high-importance, high-importance, moderate-importance, and important.

4 Review Assessment Results

JAS presents the results of materiality assessment to the Risk Management for Sustainable Development Committee and the Board of Directors for consideration and approval.

Sustainability Material Issues



Very High-Importance Issues	High-Importance Issues	Moderate-Importance Issues	Important Issues
<div>1. Strategic Value Creation for Shareholders</div> <div>2. Greenhouse Gas and Energy Management</div> <div>3. Anti-Corruption, Transparency, and Fairness</div>	<div>4. Community and Social Responsibility</div> <div>5. Human Rights and Fair Labor Practices</div> <div>6. Employee Development</div>	<div>7. Cyber Security and Personal Data Protection</div> <div>8. Waste Management</div> <div>9. Corporate Governance and Risk Management</div>	<div>10. Communication of Sustainability Policies and Goals</div> <div>11. Stakeholder Engagement Enhancement</div> <div>12. Employee Well-Being</div>



Risks and Opportunities

Risk Management Structure

JAS has established a risk management structure that involves employees of all levels, from the Board of Directors to operational officers. The Board of Directors has assigned the Risk Management for Sustainable Development Committee to oversee risk management and determine related frameworks. The Corporate Risk Management Unit is responsible for monitoring the implementation of risk management policies and sustainability policies approved by the Committee (for more details, click), as well as reporting the progress to the Board of Directors quarterly.

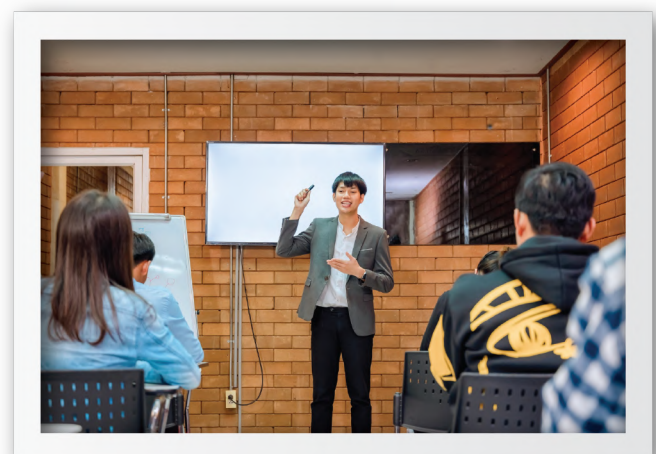
Management Approach

JAS has determined a risk and crisis management system in accordance with the international standards, namely The Committee of Sponsoring Organizations of the Treadway Commission (COSO) and ISO 31000. JAS has developed an organizational risk management manual that covers key operational guidelines including risk control, monitoring, and analysis of both internal and external risk factors. This allows the Company to assess risk management results across all dimensions including ESG to ensure alignment with corporate policies and strategies, and provide guidelines for assessing emerging risks that may arise in the future. Additionally, JAS emphasizes raising awareness of risk management among all employees and encourages employee participation to foster risk culture, ensuring that everyone understands their roles in managing risks within acceptable levels.

Crisis Management

JAS has developed a Business Continuity Plan (BCP) to ensure readiness in responding to and operating during crisis situations and emergencies which may affect the Company in the economic, financial, service providing, environmental, and social aspects of operations, as well as impacting life and property. JAS's BCP covers various scenarios such as information technology system disruption, cybersecurity attack, and pandemic.

JAS has appointed a Business Continuity Management Committee (BCP Team) to develop business continuity management process and perform necessary tasks to ensure effective business continuity management. JAS reviews its BCP plan and performance at least once a year, and conducts a BCP rehearsal at least one a year to enhance effective and quick response to sudden changes.



Cultivating Risk Culture

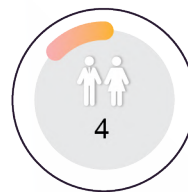
JAS provides risk management training for Board members, Risk Management Committee members, executives, and employees at all levels, to enhance understanding of risk management and internal audit. Risk management performance is incorporated into organizational KPIs and those of risk owners, who are required to complete a Control Self-Assessment (CSA) quarterly and ensure that organizational risks remain within acceptable levels. Moreover, JAS also communicates risk management practices to executives and employees through various channels such as intranet, newsletter, and short video clips, to ensure a concrete risk culture throughout the organization.



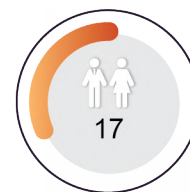
*Training course from SET e-Learning

“ESG201: ESG Risk Management”

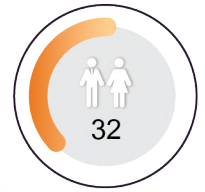
E-Learning Course



Board level



Executive level



Officer level

JAS encourages employees to complete the online course “ESG201: ESG Risk Management” on SET e-learning platform, to ensure employees’ understanding on emerging risks, particularly those related to environment, social, and economic and governance that may negatively impact business operations.

*Jasmine International Public Company Limited



Building a Better World for a Sustainable Future



In today's world, efficient use of resources is essential for creating a better world and achieving sustainable development. Inefficient management of energy, water, and waste can lead to higher costs and expose businesses to risks from resource volatility. Excessive water consumption can contribute to water scarcity, while the growing amount of industrial and electronic waste not only harms the environment through pollution and toxic contamination, but also subjects businesses to stricter environmental laws and regulations. At JAS, we recognize the importance of utilizing resources efficiently, reducing environmental impacts, and fostering a balanced ecosystem to ensure both business and social sustainability.

JAS is committed to contributing to a sustainable future by conducting business in line with the principles of resource efficiency and environmental responsibility. This commitment is reflected in our efforts to develop and improve measures that reduce energy and water consumption, alongside implementing systematic waste management practices that minimize waste disposal. This is particularly important for electronic waste, which requires careful handling according to established standards. Additionally, JAS supports collaboration with partners across all sectors to drive environmentally friendly practices as we firmly believe that the positive changes today will bring a better future for tomorrow.

Operational Guidelines

- Establish and implement environmental policies to minimize environmental impacts and enhance sustainable development

- Improve energy efficiency, reduce unnecessary use of energy, and decrease greenhouse gas emissions
- Manage water use and reduce excessive water waste, as well as implement water treatment measures in line with standards
- Encourage stakeholder engagement in developing environmentally friendly products
- Enhance personnel capabilities through training courses, campaigns, and activities to promote environmental responsibility across the organization
- Disclose environmental performance in a transparent manner

Environment Policies and Practices

JAS conducts business with a strong emphasis on sustainable environmental preservation. We are committed to limiting resource use while safeguarding the environment and reducing both direct and indirect impacts of our business operations to preserve the environment for future generations. We adhere to national and international laws and regulations, including ISO 14001 (Environmental management) and ISO 50001 (Energy management)



For more information about JAS environmental policies and practices

Please visit our website at

"Sustainability Overview" Section

or scan QR code.



Energy Management

JAS emphasizes on efficient energy consumption by encouraging employees to actively participate in initiatives designed to reduce energy use. These initiatives include unplugging electronic devices after use, performing regular air conditioner maintenance, turning off lights during lunch breaks, and opting for energy-saving devices. Furthermore, we are committed to cultivating an energy conservation culture across the organization, with a focus on reducing unnecessary energy consumption in electric systems and air conditioners, and implementing measures to ensure that electronic devices are in optimal condition.

In 2024, the Company consumed a total of 464,307 kilowatts of electricity, amounting to 2,876,894 Thai baht (covering usage on floors M, 9, 11, 29, and 30).



Goal: Reduce electricity consumption by 5% by 2025

Performance					
	Unit	2021	2022	2023	2024
Total Electricity Consumption	Kilowatt	100,156	281,159*	429,519**	464,307**
	THB	568,395	1,742,070*	2,850,035**	2,876,894**

*From October 1, 2022 onwards, employees have returned to working from office after working from home.

**The figures for 2023 covered electricity consumption on floors M, 9, 29, and 30, with the 2024 data expanded to cover areas on floors M, 9, 11, 29, and 30.

In addition to reducing energy usage in daily operations, JAS has implemented initiatives to specifically enhance energy conservation. One notable project launched in 2024 is the "We Rest, Earth Rests, 1-hour Lights Out" campaign,

which aims to minimize energy use during designated time and promote environmental awareness on energy preservation.

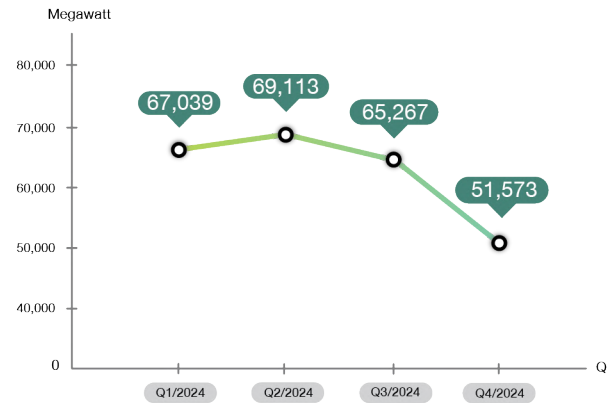


“We Rest, Earth Rests, 1-hour Lights Out”

The campaign, which started in the fourth quarter of 2024, involves turning off lights during lunch break every Tuesday and Wednesday, on the 29th floor of Jasmine International Tower. This has successfully reduced electricity usage by 13,694 megawatts compared to results from the third quarter. The project helps reduce energy cost and minimize the environmental impact, aligning with JAS’s goal of sustainable and efficient energy use.



Total Electricity Consumption



Water Management

JAS recognizes the importance of efficient water management and aims to reduce water consumption, as well as enhance water conservation awareness across the organization to reduce excessive use. We have implemented measures to inspect and improve water distribution systems within the building to ensure efficiency, and adjusted water flow rates to appropriate levels in the office, service centers, canteen, washbasins, and sanitary fixtures to reduce excessive use. In 2024, water consumption decreased by 33%, achieving our goal of sustainable water management.



Goal: Reduce water consumption by 5% by 2025


Performance

	หน่วย	2021	2022	2023	2024
Total Water Consumption	Cubic Meter	261	1,430*	2,546**	1,694**
	THB	5,220	28,554*	50,912**	33,885**

*From October 1, 2022 onwards, employees have returned to working from office after working from home.

**The figures for 2023 cover electricity consumption on floors M, 9, 29, and 30, with the 2024 data expanded to cover areas on floors M, 9, 11, 29, and 30.

For wastewater management, JAS ensures systematic operation complying with relevant standards. We maintain and regularly assess water quality to minimize the impact on the environment and neighboring communities, which is crucial for achieving business sustainability.



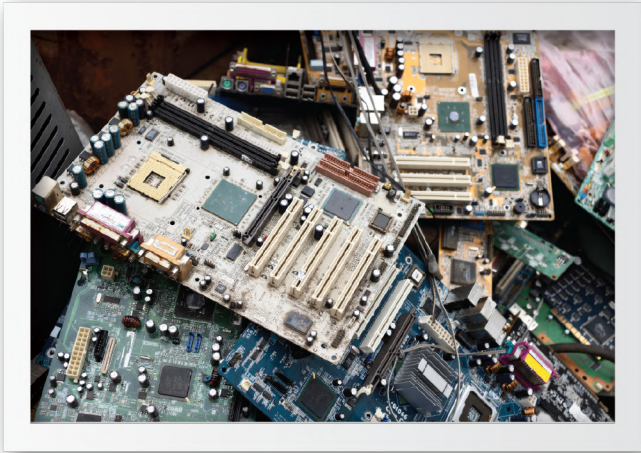
Goal: Reduce electronic waste by 20% by 2025

In 2024, JAS launched campaigns to manage waste more efficiently and enhance recycling efforts to reduce waste and encourage the optimal use of resources in line with circular economy principles.

“Ting to Trash” Project

This program aims to enhance waste sorting efficiency by collecting various types of waste within the organization for recycling. This helps reduce waste disposal and encourage employees to collaborate in donating and sorting recyclable waste, as well as minimize greenhouse gas emissions,contributing to long-term environmental conservation.

Electronic Waste and Waste Management



JAS is aware that technological development and rapid changes in this digital era have led to an increased use of electronic devices. Without a proper waste management system, these devices can become electronic waste (e-waste), which may harm the environment and public health through contamination of heavy metals and hazardous chemicals. To prevent this, JAS prioritizes the implementation of a systematic e-waste management program, incorporating the 3Rs principle: Reduce, Reuse, and Recycle. We also apply the circular economy model by sourcing electronic waste, reducing resource use, and encouraging employees to use eco-friendly products.

Performance					
Total Waste Sorted	Unit	Plastic	Papers	Cans	Food Waste
	Kilogram	240	2,704	149	22
Reduce greenhouse gas emissions by 7,535 KgCO ₂ eq.					



“JAS EXPO” Project

This project aims to reduce recyclable waste and promote sustainable resource use by collecting second-hand assets and equipment for employee purchase. This allows these assets to be reused, fostering sustainable resource management. The assets sold are as follows.



Performance					
Quantity (pieces)	Furniture	Computer Equipment	Network Equipment	Electronic Devices	Office Supplies
	406	115	78	115	90
Total			804		

Additionally, JAS has initiated various waste management and sustainable resource use projects, which help reduce waste and encourage employee engagement in sustainability efforts within the organization and neighboring communities. These projects include

Project	Description	Outcome
Trash for Eggs	Accepting plastic waste donations from employees at Jasmine International Building to exchange for eggs during Mother’s Day activities. The recyclable plastic was delivered to Wat Chak Daeng, Samut Prakan, to produce monk’s robes.	Succeeded in recycling a total of <ul style="list-style-type: none"> • 10,775 plastic bottles • 730 aluminum cans

Project	Description	Outcome
Trash for Good, Bottles for Monk's Robe	Collecting plastic bottles and donating to Wat Chak Daeng, Samut Prakan, where they were transformed into monk's robes.	Succeeded in recycling a total of <ul style="list-style-type: none"> 4,111 plastic bottles
Push Forward Organization with 5S Power	Offering training through the SET e-learning course "CE102: Sustainable Waste Management" and organizing a campaign for employees to arrange their work areas based on the 5S principles (Sort, Set in Order, Shine, Standardize, and Sustain) by dividing responsibility areas for each department to manage waste.	60 employees from 8 departments participated
Green Harmony	Strengthening friendly relationships among employees while enhancing waste management skills through various activities that focus on sustainability.	Promoting collaboration among employees while creating environmental awareness

These projects demonstrate JAS's commitment to managing waste efficiently while ensuring valuable resource use across the supply chain, creating positive impacts to the environment and society.



Combating Climate Change



Global warming is intensifying, impacting both the environment and business operations, particularly through climate change. This not only affects human life quality but also hinders business sustainability. Operating under these conditions requires businesses to adapt their strategies and develop efficient resource management practices. The Paris Agreement has set a target to limit the rise of global temperature to 1.5°C. As a member of the United Nations, Thailand has also announced its Nationally Determined Contributions (NDCs) and aims to be carbon neutral by 2050, as well as achieves net-zero emission by 2065.

JAS is committed to being part of the solution to climate change by developing and improving sustainable resource management, reducing greenhouse gas emissions, and collaborating with governmental organizations and stakeholders across all sectors. On top of that, we aim to promote behavioral changes among employees through environmental projects that raise awareness and foster understanding of environmentally friendly work and lifestyle practices, contributing to the sustainability of the organization and the world.

Operational Guidelines

- Set goals to reduce both direct and indirect greenhouse gas emissions (Scope 1 and 2)
- Establish a Carbon Footprint Working Group, aiming to conserve the environment and reduce global warming
- Develop a climate change risk management system

- Improve initiatives to manage resources and energy to ensure efficiency and reduce greenhouse gas emissions
- Strengthen relationships with stakeholders and encourage employees to drive efforts for greenhouse gas emission reduction
- Publicly disclose performance results in a transparent manner

Striding Forward to Carbon Neutrality

Recognizing the impact of climate change, JAS has implemented measures to consistently develop and improve environmental management systems, maximizing efficiency in reducing both direct and indirect greenhouse gas emissions (Scope 1, 2, and 3). Moreover, we aim to achieve carbon neutrality by 2030 and net-zero greenhouse gas emissions by 2050 in alignment with the United Nations' Sustainable Development Goals (SDGs), particularly Goal 13: Climate Action. This enhances our capabilities to adapt and minimize the effects of climate change, reinforcing JAS's commitment to building a sustainable future across all sectors.

In 2024, JAS received environmental certifications including



Environmental Standards Support and Compliance

JAS supports carbon credit trading to offset its greenhouse gas emissions and has joined as a member of the Thailand Carbon Neutral Network (TCNN) as part of our efforts to achieve the carbon emission reduction goal.

We continue to develop our greenhouse gas emissions reduction system while closely monitoring environmental situations.

Climate Change–Related Risk Management

JAS recognizes the environmental risks that may affect business operations. In particular, climate change-related risks can lead to changes in resources, infrastructure, operational costs, and business opportunities. To ensure efficient operations and adaptability to various changes, we have appointed a Risk Management for Sustainable Development Committee as a main body for overseeing and monitoring environmental, social, and governance (ESG) risk management approaches, including those related to climate change. The Committee plays an important role in developing policies, strategies, and measures in line with our sustainable development goals.

Based on the results of our risk assessment for sustainable development, climate change-related risks can be categorized into 2 types:



Physical Risks

Arising from climate change and environmental shifts that may directly affect business operations, such as

- Description
- Extreme weather events including heat waves, heavy rainfall, hail, and tropical storms, which can damage infrastructure, disrupt operations, and affect the supply chain
 - Changes in natural resources including severe droughts that alter water quality and quantity, both of which are crucial for conducting business



Transition Risks

Arising from changes in policies, regulations, and technologies that support transition to a low-carbon economy, such as

- Description
- Policy and regulatory changes including international environmental agreements such as the United Nations Framework Convention on Climate Change (UNFCCC) and agreements reached at COP26 which may require businesses to adapt and lower their greenhouse gas emissions



Transition Risks

Arising from changes in policies, regulations, and technologies that support transition to a low-carbon economy, such as

- Description
- Low-carbon technological development, which affects business operations, costs, and competitiveness

JAS has developed management approaches to handle these risks, with an emphasis on reducing greenhouse gas emissions, adapting to climate change, and closely monitoring environmental trends and relevant laws.

Greenhouse Gas Management

As part of our efforts to reduce greenhouse gas emissions, JAS has appointed a Carbon Footprint Management Working Group to oversee greenhouse gas emissions data collection at both the organizational and product level. They collaborate with various departments to gather and verify information while ensuring that the carbon footprint verification process and results align with established plans. The 2024 results are as follows:

Performance*	Unit	2024	2030 Target
Carbon Intensity (Scope 1 and 2)	TonCO ₂ eq./MB	0.1263	Achieving Carbon Neutrality
Carbon Intensity (Scope 1, 2, and 3)	TonCO ₂ eq./MB	0.4239	

*The Company's greenhouse gas emissions have been verified by the Greenhouse Gas Management and Certification Unit University of Phayao, and are currently in the process of being registered with the Thailand Greenhouse Gas Management Organization (TGO) (Scope 1, 2, and 3), which is expected to be completed by May 2025.

Performance*			
Greenhouse Gas Emissions (TonCO ₂ eq.)	Scope 1	Scope 2	Scope 3
	53	356	964
Scope 1 and 2**	409		
Scope 1, 2, and 3***	1,373		

Remarks:

*Base year: January 1 – December 31, 2024

**The figures cover total greenhouse gas emissions of Jasmine International Public Company Limited and JAS TV Company Limited

***The Company's greenhouse gas emissions have been verified by the Greenhouse Gas Management and Certification Unit, University of Phayao, and are currently in the process of being registered with the Thailand Greenhouse Gas Management Organization (TGO) (Scope 1, 2, and 3), which is expected to be completed by May 2025.

In 2024, we initiated projects to reduce greenhouse gas emissions, including the “Care the Bear” project and tree seedlings giveaway. Tree planting not only helps increase biodiversity and restores the environment, but also absorbs carbon dioxide from the atmosphere through photosynthesis, thereby helping to minimize


“Care the Bear” Project

JAS places great importance on driving initiatives to reduce global warming effects and encourages behavioral changes to minimize greenhouse gas emissions from human activities. These include events requiring electric energy, participants’ commuting, energy used in culinary processes, and post-event waste, all of which can exacerbate the effects of global warming. In 2024, JAS collaborated with the Stock Exchange of Thailand (SET) in implementing the “Care the Bear” project for the second year. By organizing

the effects of climate change. The projects were supported by various internal and external organizations, forming an essential part in driving JAS to become a carbon-neutral organization.



online and onsite activities according to SET’s 6 guidelines for reducing greenhouse gas emissions, we helped reduce 137,121 KgCO₂eq., an equivalent of planting 15,236 10-year-old trees, reinforcing JAS’s commitment to continuously reducing global warming effects.

Greenhouse Gas Emission Reduction	Guidelines*
 <div> <div>137,121</div> <div>KgCO₂eq</div> </div> <div> <div>— Equivalent to planting —</div> <div>15,236</div> <div>10-year-old trees</div> </div>	<ol style="list-style-type: none"> 1. Encourage travel by public transportation or carpooling 2. Reduce paper and plastic use 3. Avoid using foam in packaging and decoration 4. Reduce energy consumption from electric devices, and opt for energy-saving devices 5. Use reusable decoration materials 6. Reduce food waste

* Referring to Care the Bear project by the Stock Exchange of Thailand (SET)



Tree Seedlings Giveaway

To further minimize greenhouse gas emissions and promote awareness of environmental preservation, JAS has organized 2 tree seedlings giveaway activities on World Environment Day and National Forest Conservation Day. Over 2,500 free seedlings including teak, tamarind, black rosewood, silver trumpet, Christmas palm, jackfruit, rosewood, yellow elder, and kalamona, were given to participants.



This campaign aims to help absorb carbon dioxide in the atmosphere, reduce greenhouse gas emissions, and restore biodiversity. Moreover, it increases green spaces in the office building and neighboring areas while encouraging employees and building tenants to conserve the environment.



World Environment Day

(June 5)

Quantity (Trees)

1,000



National Forest Conservation Day

(January 14)

Quantity (Trees)

1,500

Expected Outcomes

- Absorb carbon from the atmosphere
- Reduce greenhouse gas emissions
- Restore biodiversity
- Increase green spaces in the office building and neighboring areas

Human Rights and Fair Labor Practices



JAS recognizes the importance of human rights as a fundamental part in promoting equality both within the organization and in society at large. Upholding human rights is not only an ethical obligation but also a key driver in building trust among stakeholders, including suppliers, customers, and communities. We firmly believe that operating with respect for human rights fosters sustainable success and value creation for both the organization and society as a whole.

As part of our commitment to conducting business in full respect of human rights, we strive to maintain a work environment that is safe, inclusive, and equitable for all stakeholders. To this end, we have established a set of policies regarding human rights. We closely monitor and report on human rights violations and remediation measures for individuals impacted by such violations. Additionally, we encourage our partners and suppliers to comply with international standards of human rights, ensuring that no human rights violations occur throughout the value chain.

Operational Guidelines

- Establish clear systematic policies regarding human rights and fair labor practices
- Implement a process for monitoring and reporting human rights violations, as well as remediation measures for individuals impacted by such violations
- Disclose human rights-related operational performance in a transparent manner

- Appoint a Welfare Committee to oversee and ensure the provision of appropriate benefits for employees
- Foster an organizational culture that values individuals and supports gender diversity

Human Rights and Fair Labor Practices Policy

JAS is dedicated to respecting human rights and upholding the importance of fair and equal treatment for all stakeholders, including employees, customers, and suppliers, without discrimination. We ensure equitable treatment of our employees and respect the rights of our customers, particularly in safeguarding their personal data and rights throughout all business processes. Additionally, we maintain a fair and transparent procurement process and actively encourage our partners and suppliers to adhere to human rights principles. This fosters shared responsibility across the entire value chain, from the Company to joint ventures to suppliers, in accordance with applicable laws and international standards including the Universal Declaration of Human Rights (UDHR), the United Nations Guiding Principles on Business and Human Rights (UNGPs), the ILO Declaration on Fundamental Principles and Rights at Work, and The Convention on The Rights of the Child. Through this commitment, we ensure that our operations remain free of human rights violations and are standardized across the organization.



For more information about JAS human rights policies

Please visit our website at

"Sustainability Policy and Targets" Section
or scan QR code.



Human Rights Monitoring and Reporting

JAS has implemented systematic mechanisms and measures to prevent human rights violations. We provide whistleblowing channels for reporting complaints related to human rights and labor practices violations, including instances of bullying and harassment. The procedures are in line with our policies and practices for whistleblowing outlined in our Code of Conduct and company regulations. We ensure the protection and confidentiality of the complainants and whistleblowers' information.

Complaint Channels

1. Channels for Employees



Notify supervisors

Notify Human Resources Department,
Tel. (+66)2-100-3095
Notify Office of Internal Audit,
Tel. (+66)2-100-3037

audit_committee@jasmine.com

E-mail



Notify Chairman of Audit and Corporate
Governance Committee
KarlJamorn@hotmail.com

2. Channels for External Stakeholders



Online channel

Notify via online whistleblower channel
www.jasmine.com/contact

Whistleblowing Unit,

Jasmine International Public Company Limited
Jasmine International Tower, 200 Floor 29-30, Moo 4,
Chaengwatthana Road, Pak Kret Subdistrict, Pak Kret District,
Nonthaburi 11120 Thailand

Send registered mail



In addition, we have established disciplinary measures for violations and non-compliance of human rights, which may cause damage to the organization. Disciplinary actions are considered fairly, taking into consideration the severity and nature of the violations. We also collect and store reports of human rights and labor practices assessments, which are reported to the Risk Management for Sustainable Development Committee at least once a year to ensure the effectiveness of the measures in preventing human rights violations.

Remediation Mechanisms for Human Rights Violations

2024 Performance



In 2024, JAS recorded **no incidents regarding human rights violations, marking the third consecutive year without such occurrences.**

As a result, no remediation measures were required.

JAS gives priority on remediation for individuals affected by human rights violations, with a commitment to providing timely and appropriate remedies, ensuring that those who are affected receive fair treatment and compensation. We have stipulated comprehensive rehabilitation and remediation measures in both monetary and non-monetary forms. To determine remediation, we take into consideration the level of impact in each case and carry out collaborative negotiations with affected parties, in line with clearly established frameworks and measures to ensure appropriate and comprehensive remedies. Additionally, in case of human rights violations, we have established processes in place to prevent future occurrences by monitoring and implementing effective preventive mechanisms, ensuring the sustainability of human rights practices within the organization.

Human Rights Culture Cultivation and Communications

JAS is committed to upholding human rights and fair labor practices while striving to cultivate a culture that values individuals and eliminates discrimination and all forms of harassment. This includes discrimination based on race, nationality, ethnicity, skin color, ancestry, religion, social status, sex, gender, age, disability, ideology, and marital status. We fully support equitable treatment in the hiring process, personnel development, and fair compensation in accordance with labor laws. In addition, we are dedicated to treating all employees with fairness and respect for their fundamental rights. We promote an organizational culture that embraces openness and diversity, fostering collaboration in the workforce while supporting freedom of expression and peaceful assembly. We strictly adhere to international labor practices, rejecting the use of forced labor and child labor and ensuring ethical practices throughout our business operations.

Welfare Committee

To oversee and communicate our human rights principles, JAS has appointed a Welfare Committee to ensure appropriate benefits and compensation for employees. The Committee comprises employee representatives who play a key role in negotiating and enhancing agreements affecting employees, such as welfare policies and working conditions, as well as providing suggestions for developing benefits that address employee needs. In 2024, the Committee met to consider welfare improvements to be more comprehensive and respond to the needs of employees. Following the meeting, we increased coverage for group insurance and have made additional benefit adjustments to align with the marriage equality law, thereby promoting equality and ensuring holistic support for our employees.

Campaigns to Promote Gender Diversity within the Organization

In 2024, JAS organized activities as part of our efforts to foster a culture that embraces and supports equality.



These included internal campaigns promoting gender diversity within the organization, awareness initiatives focused on “Ensuring Gender Equality in the Workplace,” and a costume contest to raise awareness on the issue. The projects were carried during Pride Month, which takes place every June, coinciding with the passage of Thailand’s Equal Marriage Law. The activities were met with enthusiasm, with executives and employees joining and dressing colorfully. This underscores openness and respect to gender diversity, reflecting our commitment to equal treatment of all employees within the organization.



Unlocking Employee Potential and Well-Being to Embrace Changes



In today's business landscape, organizations are confronted with numerous challenges, especially the shortage of highly skilled labor. The rapid technological development and the outbreak of Covid-19 have led to a higher demand for specialists in fields such as information technology and engineering. On top of that, businesses must adapt to rapid digital transformations and the evolving market demands, all of which affect the long-term growth and development of business.

Therefore, JAS is committed to enhance human capital development that aligns with the organizational direction, focusing on building crucial skills to support sustainable growth while developing quality personnel recruitment guidelines to address the requirements of each department. Additionally, we put emphasis on career growth and development to attract and retain talented individuals. By maintaining a transparent recruitment process, offering equal opportunities for growth, and adapting to the everchanging labor market, we aim to facilitate the sustainable and stable growth for both our employees and the Company.

Management Approach

- Establish a Manpower Planning and Recruitment Policy under the Human Resources Policy to ensure alignment with business direction
- Conduct personnel recruitment with transparency and fairness, utilizing standardized criteria while encouraging diverse and inclusive employment

- Provide various online and offline training courses for employee skill development
- Establish a fair Performance Evaluation Policy
- Conduct an employee satisfaction survey to develop and improve human resource management

Personnel Recruitment

Recognizing the importance of having an efficient human resource management, JAS has developed a manpower planning and personnel recruitment to meet the needs of each business unit. We employed various channels including collaboration with educational institutions, organizing job fairs and open houses, and developing a student internship program to provide equal employment opportunities for candidates with varied backgrounds, experiences, and skills. Moreover, we have developed standards for candidate selection, utilizing aptitude and skill tests, interviews, presentations, and probation periods to evaluate suitability while ensuring fairness and transparency without discrimination in age, sex, gender, nationality, and religion throughout the process. We also offered opportunities for people with disabilities and students to join the workforce, with 4 students from 4 educational institutions participating in our internship program in 2024. In addition, we developed recruitment and hiring process in accordance with labor laws to ensure fairness for all candidates.

Number of Employees

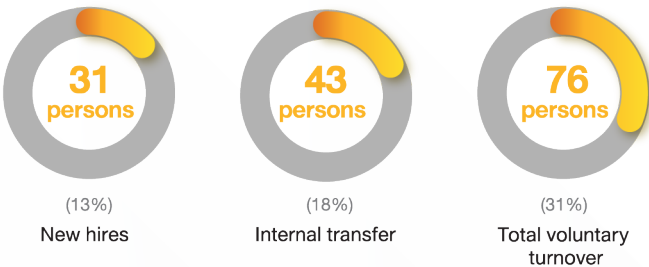


Employee Level		
	Male (persons)	Female (persons)
Top Management	11	10
Middle Management	13	13
Officer	88	58
Temporary Staff	36	16

Performance

Average recruitment expenses per total employees

48,117 Baht



*The figures cover the total workforce at JAS, PA, and JAS TV

Transitioning into a Digital Organization

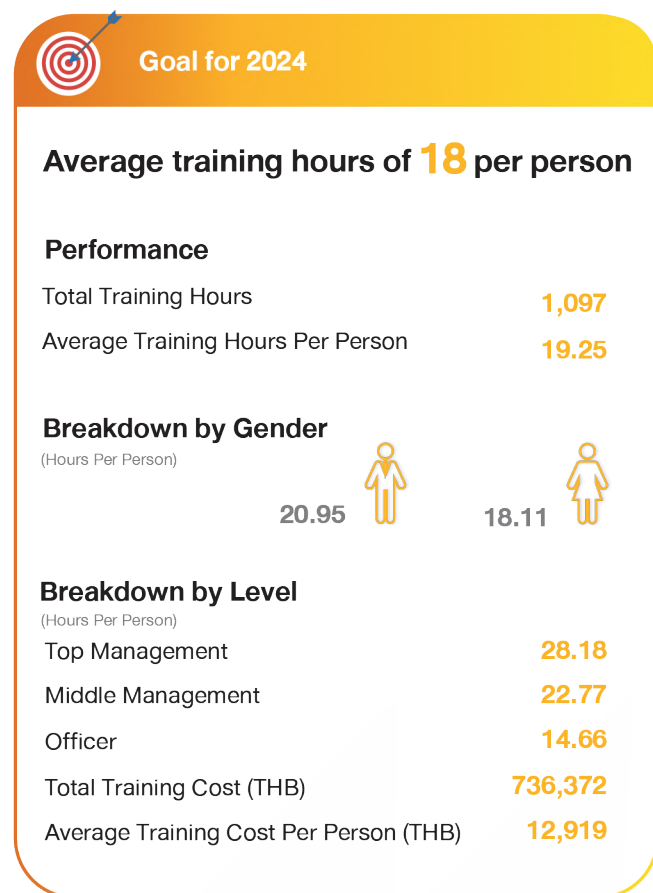
At JAS, we encourage continuous employee development, aligning with the Employee Training and Development Policy. We provided both internal and external training courses while encouraging learning through hands-on experience and knowledge exchange within the organization. Additionally, we promoted self-learning through digital platforms (e-Learning) and have developed a skill matrix to monitor and develop employee skills in line with organizational needs.

In 2024, we conducted a training needs survey

and implemented a Performance Management System (PMS) to evaluate competencies in three key areas: core competencies, functional competencies, and management competencies. This facilitates a competency gap analysis for employees at each level, helping us set key performance indicators (KPIs) and developing skill development plans. The results of this evaluation are also used for considering compensation, career advancement, and career path, as well as guiding the development of a succession plan and talent management programs to prepare employees for key future roles.



Human Capital Development



JAS consistently provides training courses covering various topics to enhance employees' knowledge, skills, and competencies, ultimately improving work efficiency. In 2024, 57 employees* participated in training programs, with an average of 19.25 hours per person, totaling 1,097 hours and 46 minutes.

*The data cover total training hours of JAS executives and employees



Employee Skill and Knowledge Development Programs

We aim to enhance essential knowledge including law, safety, sustainability, and ethics through courses which have been designed for practical application in the workplace. These courses are offered in various formats including both online and onsite courses, as well as public courses that allow external participants to join, offering learning opportunities and experience exchange among participants.

Fundamental courses for 2024 include



AI & Data Protection

An online training related to data protection in the AI era



Sustainability Awareness (ESG and Sustainable Development)

A course with 100% completion rate, highlighting the importance of sustainable organizational development



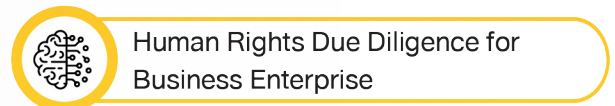
Sustainable Waste Management

An environmental course with a high participation rate of 95%, demonstrating employee awareness of waste management issues



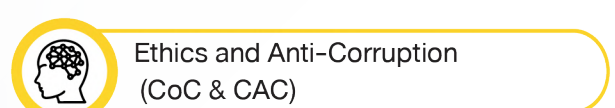
Cybersecurity Awareness 2024

A cybersecurity training strengthen protection against digital threats



Human Rights Due Diligence for Business Enterprise

An onsite training on human rights



Ethics and Anti-Corruption (CoC & CAC)

a course highlighting the importance of good corporate governance, offered in both online and virtual class

We continue to develop courses that address the needs of both employees and the organization to create long-term benefits.

Benefits for Employees	Benefits for the Organization
Enhance essential knowledge and skills for work, resulting in a 6.37% increase in job-specific knowledge and understanding of ESG operations	Enhance employee expertise, increasing employee satisfaction score related to Skills by 6.31% (compared to the 2022 score)
Leverage capabilities to facilitate career development and advancement	Elevate personnel capabilities to align with the organizational strategies
Develop technological literacy, management process, and an understanding in law	Maximize operational and management efficiency
Ensure resilience to changes in the organization and the industry	Build an organizational culture that supports continuous learning and development and reduce risks from external factors such as legal issues, safety concerns, and cybersecurity threats

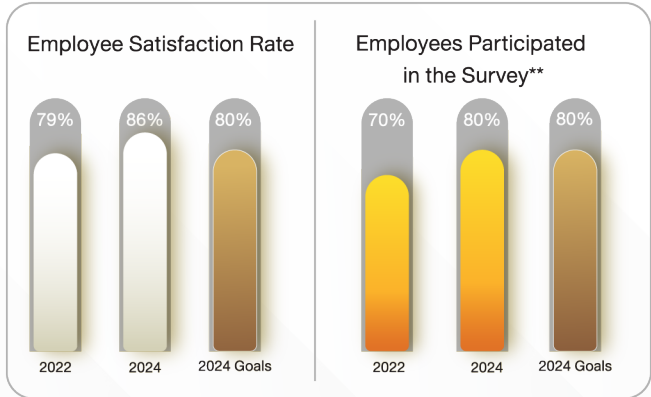
Employee Satisfaction

Employee satisfaction is a crucial factor in driving organizational success and efficiency. Thus, we conducted an employee satisfaction survey to assess employee engagement and opinion, collect feedback, and identify areas for development. The data gathered are used to develop effective guidelines for individual development and enhance the overall working environment.

The employee satisfaction survey demonstrated an overall satisfaction score of 86% in 2024, marking a 7% surge from the 2022 score. The survey was not conducted in 2023 due to a focus on strategic restructuring aimed at increasing efficiency for long-term growth. All 13 evaluated components showed positive trends, highlighting the progress in human resource management. This result was communicated to all employees via emails and various internal channels to ensure active involvement in the continuous development of the organization.

*The 2024 Employee Engagement Survey received responses from 188 employees, representing 82% of the total workforce at JAS, PA, and JAS TV (234 employees) as of September 30, 2024

Performance*



According to the survey results, employees felt a limitation in their career advancement opportunities. In response, we have developed a career advancement program using the 9-box Grid evaluation system, where supervisors assess employees in two key areas: Performance and Potential. This provides a structured approach to employee development and enhances future growth while promoting career paths that align with each individual's potential and abilities.

**Employees who are invited to participate in the survey did not include those in the probation period, specifically those who joined the company between October 1 and December 31, 2024



Securing Employee Health, Safety, and Well-Being



At JAS, we recognize that employees are the heart of our organization. We believe that good health and well-being of employees are integral to the sustainable success of the organization. Good health, a safe work environment, and a positive mindset contribute to greater efficiency, facilitating long-term development and growth.

Therefore, JAS pledges to create a safe and accident-free work environment while prioritizing employee happiness through improved standards regarding safety and quality of life. Additionally, we implemented various projects that aim to promote good health, provide facilities that support well-being, and enhance employee satisfaction.

Operational Guidelines

- Develop policies regarding occupational health and safety and appoint a Committee to determine preventive measures and report a performance related to safety
- Provide safety training to enhance skills and reduce risk of accidents
- Implement strict measures in case of epidemics to ensure good health conditions
- Launch projects and activities that promote good health and well-being and improve work environment
- Offer a range of welfare benefits and facilities that address employee needs at all levels

Occupational Health and Safety

To underscore our commitment to occupational safety, JAS has established policies regarding occupational health and safety and appointed a Committee to specifically ensure safety in all work processes. We have implemented preventive measures including provision of adequate protective equipment and regular inspections and maintenance of safety equipment according to the scheduled intervals. Additionally, we closely monitored operational standards on a monthly basis and conducted a safety audit across all units at least twice a month. The Committee is responsible for compiling a summary report, which is presented to senior management every quarter, serving as guidelines for the continuous improvement and development safety measures and practices.



	2024 Performance	2024 Goal	2025 Goal
Number of accidents causing employee injuries and work absences exceeding 3 days	0 cases/ 1 million working hours	0 cases/ 1 million working hours	0 cases/ 1 million working hours
Injury Frequency Rate (I.F.R)	≤ 3 cases/ 1 million working hours (165 employees)	≤ 3 cases/ 1 million working hours	≤ 3 cases/ 1 million working hours
Injury Severity Rate (I.S.R)	0 days/ 1 million working hours (165 employees)	≤ 12 days/ 1 million working hours	≤ 12 days/ 1 million working hours
Number of high-consequence work-related injuries causing permanent disability and fatality	0 case	0 case	0 case
Number of fatalities as a result of employees' and contractors' operations	0 case	0 case	0 case
Value of damage from accidents	≤ 1,000,000 THB/case	≤ 1,000,000 THB/case	≤ 1,000,000 THB/case

First Aid Training to Enhance CPR and AED Skills

We organized a first aid training focusing on cardiopulmonary resuscitation (CPR) and AED utilization to equip JAS Group employees and building tenants with the knowledge and skills necessary for assisting individuals who lose consciousness or experience sudden cardiac arrest. CPR is a critical life saving procedure involving chest compressions to help stimulate blood and oxygen flow to the brain and vital organs, while AEDs deliver electric shock to the heart to restore a normal heart rhythm. This training enhanced participants' understanding of first aid and enabled them to perform life saving actiond correctly and confidently. In 2024, a total of 33 participants from JAS Group employees and building tenants successfully completed the training. This reinforces our commitment to employee health and safety while ensuring emergency preparedness to ensure safety for everyone in the organization.



Total participants

33



First Aid Training



AED Utilization





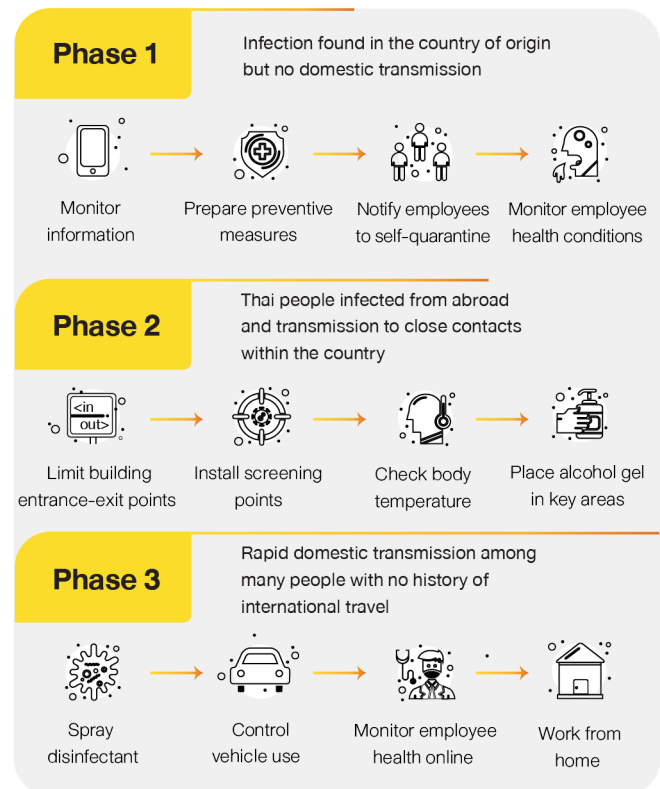
Employee Health and Safety During Pandemic Situations

In an era where disease outbreaks severely affect employees health and well-being, we prioritize efficient risk management by implementing strict preventive measures to ensure a safe work environment. These include installing screening points, performing temperature checks, placing alcohol gel in key areas, limiting elevator occupancy and building access to reduce density, increasing the frequency of workspace cleaning, and encouraging employees to work from home where appropriate. These measures help reduce the risk of disease transmission and ensure employees of their safety and work efficiency under changing circumstances.

Enhancing Employee Well-Being

JAS is dedicated to creating a work environment which embraces employees' happiness and well-being, focusing on building security, good health, and workplace satisfaction through benefits that address their needs at all levels. These include provident funds, life insurance, health and accident coverage, loans, and recreational activities to enhance a friendly and enjoyable work environment.

Contact Disease Prevention Measures



Additionally, to ensure occupational health and safety, we carried out projects to support good health and well-being and created a safe work environment with good quality of life. These initiatives included activities that encourage exercise and stress relief, strengthening our efforts to enhance well-being of our employees.

Topic	Performance
Ergonomic Principles Awareness	Provided information on ergonomic principles through PR posters, helping employees to adopt proper posture and reducing the risk of work-related injuries and illnesses.
Health and Nutritional Training	Offered vaccination programs and annual health checkups and provided knowledge on healthcare and proper nutrition to support employees in maintaining good health and minimizing risk of various diseases.
Healthy Work Environment	Conducted workplace environment assessment in the office areas by building professionals, achieving an average score of 74%. Also, provided a co-working space on the M floor of Jasmine International Tower to enhance a flexible and efficient working environment.
Promotion of Physical Activity	Encouraged employees to engage in physical activity through project implementation and facilities such as the JAS Virtual Run campaign, designed to promote good health among the workforce.

Topic	Performance
Stress Relief	Carried out training and activities which help to alleviate stress, such as the Hearty Massage project which provided massage by visually impaired practitioners from Skills Development Centre for the Blind, Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen to help relieve stress and pain from office syndrome. This also helped create job opportunities for people with disabilities.
Flexible Working Hours and Workplace	Implemented flexible working hour policies, enabling employees to choose their working shifts. Moreover, supported remote work based on employees' needs and specific circumstances.
Family and Childcare Support	Provided female employees with maternity leave of up to 98 days in accordance with labor law and offered comprehensive health insurance coverage for employees and their families, contributing to an improved quality of life for our workforce.

JAS Virtual Run Project

To celebrate JAS's 42nd anniversary, we organized a health promotion activity while also embracing the unity of employees. 69 employees participated in walking and running for an accumulative distance of 42 km, with 61 successfully meeting the target. Those who finished the 42-km distance received trophies from the Acting Chief Executive Officer, along with random prize drawings for lucky participants to stir excitement and ignite inspiration. This project not only promoted good health but also encouraged employees to exceed beyond their limits, underscoring our efforts to integrate health care into our culture.



JAS Virtual Run Project



Fostering Diversity, Empowering Community

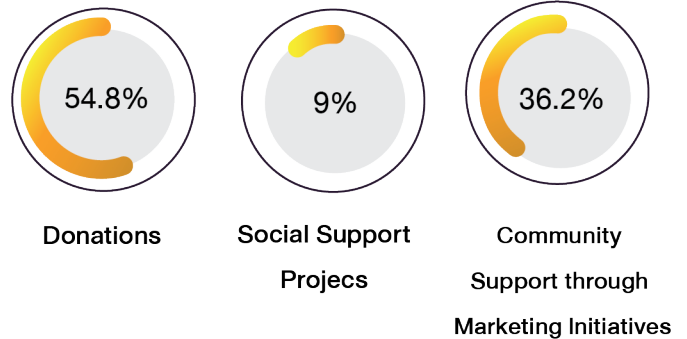


As a holding company, JAS operates across various business segments, ranging from telecommunications infrastructure, digital asset and technology solutions, and data center, to Internet TV and cloud system services. JAS encourages all levels of our organizations, including Board members, executives, and employees, to actively participate in ideating and implementing initiatives that enhance community well-being, fostering a sense of pride among all employees.

On top of that, JAS places great importance on gathering feedback from both internal and external community stakeholders to identify their priorities regarding environment, social, and governance issues, and uses the input to improve its operations and activities across three main pillars:

1. Enabling access to technology, especially for Thai youth as future leaders of the nation
2. Encouraging natural and environmental conservation through efficient use of resources, waste reduction, and recycling
3. Enhancing cultural heritage, promoting music, and creating income opportunities to improve community well-being, reinforcing JAS's commitment to equality on the organizational and community levels.

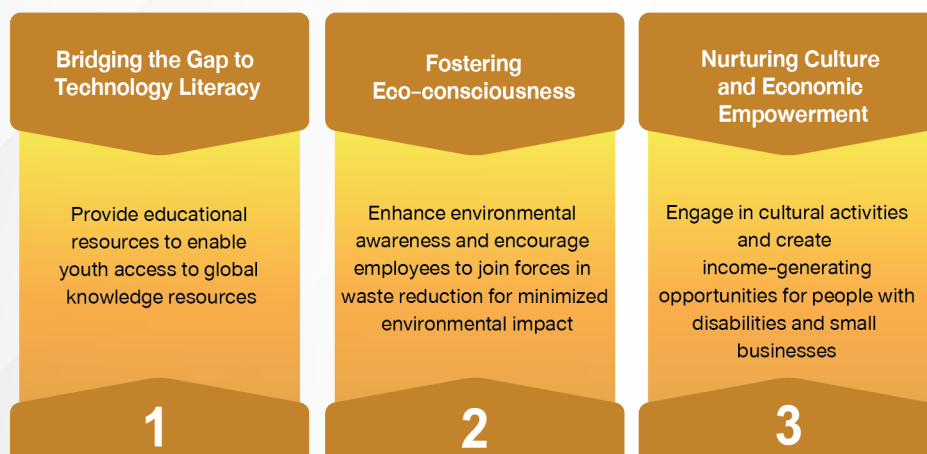
Social Contribution Ratio



Management Approach

- Establish Sustainability and Administration department to oversee community engagement initiatives
- Develop policies and frameworks regarding community relations
- Determine clear project goals and metrics
- Encourage employee participation in activities
- Measure outcomes and gather feedback for improvement
- Ensure transparency in performance disclosure to stakeholders

3 Goals for Community Engagement



Bridging the Gap to Technology Literacy

“Computers for Kids” Project

Recognizing the digital divide that hinders youth's access to quality education and learning experiences, JAS provided second-hand computers in good condition for Thai students under the project “Computers for Kids” for the second consecutive years. 55 computers and 3 printers were donated to 6 schools, including

1. Khao Khlung School, Ratchaburi
2. Baan Huay Yang School, Ratchaburi
3. Wat Charoen Tham School
(Ratprachanukroh), Ratchaburi
4. Wat Sala Kul School, Nonthaburi
5. Suan Pa Upatham, Chachoengsao
6. Lam Bua Loy School, Prachin Buri.

Over 720 students and 72 teachers benefited from the initiative. This aligns with JAS's commitment to creating equal technology access opportunities in order to further develop digital literacy, which is an essential skills in this 21st century.



Promoting Eco-Consciousness



“Reusable Bags for Medicine Distribution” Campaign

JAS organized “Reusable Bags for Medicine Packing” to encourage employees to donate cloth bags to hospitals and medical centers, replacing plastic bags in distributing medications and medical supplies to patients. This helps reduce plastic waste and enhance sustainable environment while promoting employees' environmental consciousness through implementation, aligning with our social and environmental responsibility policies. JAS successfully delivered 600 bags to Nong Yang Sub-District Health Promoting Hospital, Buriram Province.



Sharing Medicine Boxes for Health

Promoting Hospital Patients

JAS collaborated with Thailand Post to distribute 1,000 medicine boxes to 30 Provincial Public Health Offices and Sud-District Health Promoting Hospitals in Nakhon Sawan Province, Buriram Province, and Pattani Province. This project not only supports hospitals in providing medication packaging, but also encourages resource optimization and reduces plastic bag usage for medication dispensing to patients receiving treatment at these healthcare facilities.



Nurturing Culture and Economic Empowermen

Million Merit Offerings for Buddhism Year 6

JAS executives and employees, and Dr. Phichani Bodharamik Foundation for Children and Seniors, hosted Kathin ceremony at Wat Buddha Phromyan, Chachoengsao Province. The ceremony raised 108,355,519.60 baht for the construction of a grand pagoda, a glass ordination hall, monastics' living quarters, land purchase to settle the temple's debt, and other temple expenses.



The amount was partly from "REUSE FOR LIFE MARKET" event, where employees brought second-hand items for sale. This enables employees to participate in a charity project and fosters resource conservation. Additionally, JAS also hosted almshouse and offered monk robes along with the local community, strengthening community relationship and helping preserving cultural traditions through the merit activity.

Robe Offering Ceremony to Provide Medical Equipment to Phra Ajarn Baen Thanagro Hospital

JAS hosted Robe Offering Ceremony at Wat Doi Dhamma Chedi to purchase medical equipment for cataract surgery worth 3,000,000 baht for Phra Ajarn Baen Thanagro Hospital, Phu Phan District, Sakon Nakhon Province. The equipment will be used to help patients restore their sights and clear visions, enabling them to return to normal life. This aligns with the Company's goals to enhance community well-being through meaningful engagement.



Jasmine Loykratong Festival 2024

JAS organized Loykratong Festival at Jasmine International Building, featuring eco-friendly Kratong and Kratong-making equipment, candleboat, and Thai traditional music performance by Wat Sanam Nuea student band. The event was well-received by JAS Group executives, employees, building tenants, and local communities, strengthening relationships while promoting Thai culture and tradition.



Sports Equipment Support to Schools

JAS provided sports equipment including jerseys and soccer cones for Ban Nong Jok School, Pak Chong District, Nakhon Ratchasima Province, to promote good health among Thai youth, encourage productive use of free time, and enhance learning through extracurricular activities. This also inspires students and provides opportunities for skill development.





Blood Donation with Thai Red

Cross Society

JAS collaborated with the National Blood Centre, Thai Red Cross Society, to organize 4 blood donation events, enabling an alternative channel to collect blood for medical operations and emergency needs. This helps collected over 507 cc of blood for the National Blood Centre.



Flood Relief Support



As a member of the society, JAS recognizes its responsibility beyond CSR in process, which extends to providing relief during natural disaster crises. In response to flood crisis, which disrupts normal activities, JAS executives and employees joined forces to distribute over 4,530 emergency kits containing rice, canned food, medicine, and essential supplies, as well as providing 1,000,000-baht financial aid to flood victims across various provinces. This efforts aligns with JAS's commitment to supporting life quality of community, which is one of JAS's stakeholder groups.

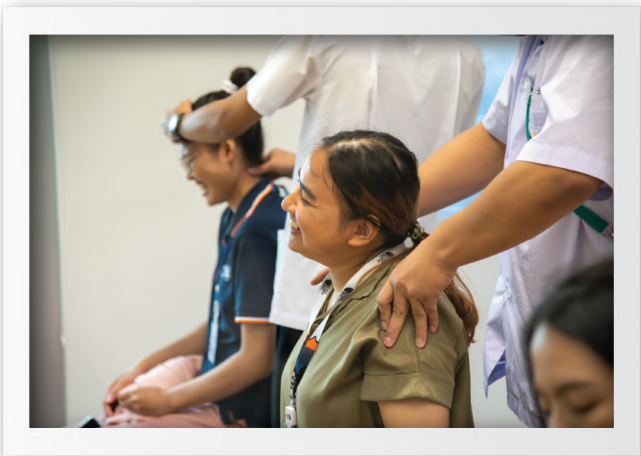
Network of Music and Arts of Persons with Disabilities and Small Enterprise Support

JAS donated 10,000 baht to Network of Music and Arts of Persons with Disabilities (NMAD) through the “Music Inspires” event, aiming to bring opportunities to persons with disabilities and reduce social gaps. JAS also collaborated with Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen to provide massage services by visually impaired practitioners. Additionally, the event featured 13 local small business vendors, encouraging employees to engage in social development programs.



“Hearty Massage” Project

JAS organized the “Hearty Massage” program, in collaboration with Skills Development Centre for the Blind, Foundation for the Blind in Thailand under the Patronage of H.M. the Queen. This project not only provides stable career opportunities for persons with disabilities and promotes equality and acceptance in the society, but also offers relaxation services for employees. Initiated for the first year, the project generated 63,200 baht in income for persons with disabilities.



Calendar Donation for the Blind

JAS provided over 450 used desk calendars for Skills Development Centre for the Blind, Foundation for the Blind in Thailand under the Patronage of H.M. the Queen, to create learning materials such as braille books and braille story books. JAS also made 20,000-baht financial contribution to the Centre to support the center’s activities, promoting better life quality and equal opportunities for the visually impaired.





Delivering and Creating Exceptional “Value” for Our Customers



Operating in the digital disruption era presents considerable challenges for businesses, posing risks that could hinder operations due to lack of progress compared to competitors. Simultaneously, it also offers opportunities to drive growth through advantages in speed, transparency, and personalized service. In the past five years, the explosive growth of Artificial Intelligence (AI) has intensified business challenges, fueled by concerns about the ability to adapt to changes or being displaced by AI.

As a leading technology enabler specializing in network connectivity at both national and regional SEA levels, JAS recognizes the opportunities within the Generative AI business. We strive to be at the forefront of AI technology, offering a comprehensive range of services including infrastructure, model services, platform solutions, and software services for customers across Business-to-Government (B2G), Business-to-Business (B2B), and Business-to-Customers (B2C) sectors.

Management Approach

- Establish clear business objectives and strategies
- Continue to develop a variety of projects including fostering partnerships and investing in scalable businesses
- Monitor, report, and disclose performance results with transparency

In the internet TV and content acquisition business, JAS prioritizes the curation of high-quality content that caters to customers’ needs, which is distributed for broadcast on the MONOMAX streaming platform. In 2024, JAS acquired full broadcasting rights for Premier League and FA Cup on internet and digital TV, as well as short video clip distribution rights, valued at 19,167,723,414 Thai baht. These rights cover broadcasts for 6 seasons from 2025/26 to 2030/31 in Thailand, Laos, and Cambodia, enhancing JAS’s competitiveness in the market and providing elevated experiences for football fans through quality platforms at competitive prices.

Partnership with KT Corporation (KT) for Generative AI Development with 1 Billion Baht Investment



Generative AI Thai LLM

JAS has partnered with KT Corporation (KT), South Korea’s leading telecommunications provider, to develop a Generative AI model and platform for Thailand’s first Thai Large Language Model (LLM) learning, with the size of 80 billion parameters. The project draws upon KT’s expertise, with its previous success in developing 210-billion-parameter Korea LLM, Mi:dm in 2019. This initiative marks a pivotal step towards technological innovation and Thailand’s digital transformation, enhancing the provision of specialized services for B2G, B2B, and B2C customers.



Ethical Content Curation

JAS recognizes the empirical impact of media and entertainment in shaping behaviors of the society members. We partner with online video streaming providers and international program creators to deliver quality entertainment including over 10,000 movies, series, and variety programs for viewers of all ages. Additionally, we put emphasis on delivering legally licensed content to ensure exceptional viewing experiences without infringing intellectual property rights. We clearly categorize media content while ensuring the availability of programs tailored for children, as well as clearly define age restrictions for movies and display warnings prior to broadcast in compliance with legal restrictions.

Customer Data Protection

JAS pledges to safeguard customers' personal information. We have implemented a Privacy Policy and made our Terms and Conditions available to customers prior to the use of our services. This information is also publicly disclosed on our website and applications. We do not use customer data beyond what has been consented to. Moreover, we continually enhance the security of our data storage systems to ensure that customer information is securely stored, preventing leaks and misuses by threat actors. In 2024, JAS had no incidents of customer data breaches.

Contact Channels

For customer inquiries, complaints, and suggestions, please contact

Jasmine International Public Company Limited

Jasmine International Tower, 200 Floor 29-30, Moo 4, Chaengwatthana Road,
Pak Kret Subdistrict, Pak Kret District, Nonthaburi 11120

Or reach us via our online channel at www.jasmine.com/th/contact-jas

Customer Satisfaction Survey

Number of tenants **129**

Goal

80%

rated their satisfaction as
satisfied or very satisfied

Result

>80%

rated their satisfaction as
satisfied or very satisfied

In 2024, Premium Assets Company Limited, an office space rental provider under JAS, conducted a satisfaction survey among 129 building tenants at Jasmine International Tower, where JAS's headquarter is located. The survey assessed satisfaction levels of tenants as very satisfied, satisfied, moderate, and needs improvement, targeting that 80% of tenants rated their satisfaction as "satisfied" or "very satisfied."

The survey assessed tenant satisfaction across 4 key operational areas:

1. Service provision
2. Maintenance and repairs
3. Facility arrangement and activities
4. ESG-related operations

The results revealed that over 80% of tenants expressed their satisfaction levels as "satisfied" or "very satisfied," successfully meeting our target. Additionally, the tenants have provided suggestions for improvements such as the addition of more facilities and green spaces, expanded market areas, rental price control, and special offers for Premier League. To respond to our tenants' needs, we have enhanced the landscape at the front of the building and created more green spaces to align with tenant desires. Furthermore, we are planning to introduce new restaurants and shops to better meet the needs of our tenants.



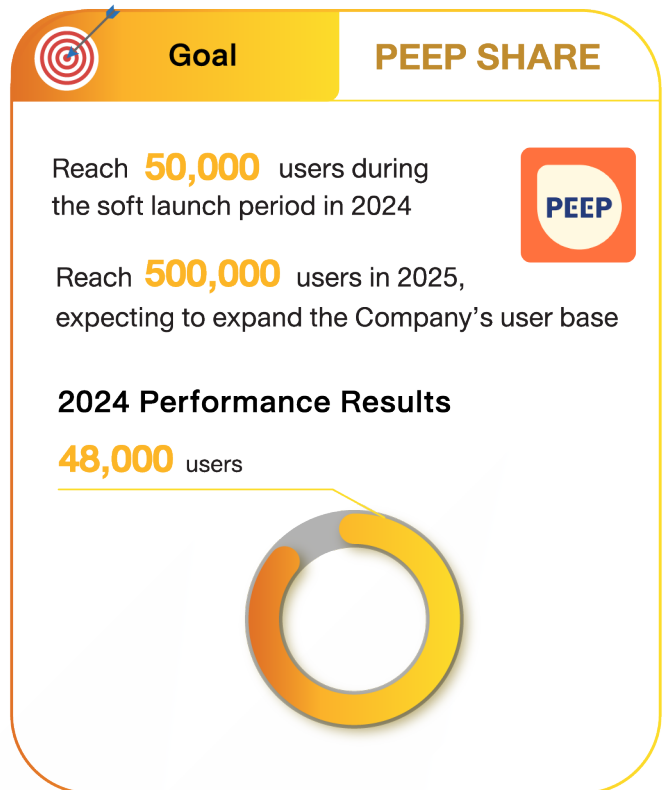


Advancing Innovation, Cultivating Creativity



According to a study from Fortune Business Insights, the AI market in the telecommunications industry grew from 2.36 billion USD in 2023 to 3.34 billion USD in 2024, with expectations to reach 58.74 billion USD (approximately 2.03 trillion baht) by 2032. As a leading investor in groundbreaking technologies, the emergence of AI presents a significant business opportunity: it positions JAS as a key player in AI innovation development, enabling us to offer comprehensive solutions for the business sector. Recognizing this potential, we are enhancing our capabilities to develop innovative products, services, and solutions by incorporating AI as the core development framework. This approach helps prepare our operations for the transition to the digital economy while also generating revenue from practical innovations. Our commitment to promoting innovation development is embedded in our mission, core values, and sustainability strategy, underlining our dedication to fostering sustainable business innovations that benefit society and the environment.

In 2024, we launched an innovative platform PEEP SHARE, designed to connect individuals into a unified community of the digital era, aligning with modern consumer behaviors that favor communication and document storage on online applications. Both individual and organizational users can enjoy advanced features such as Instant Messaging, AI Assistant, Official Account, and My Cloud, allowing them to communicate, organize files, and manage tasks efficiently. The application also features robust cybersecurity systems that adhere to internationally recognized standards. PEEP SHARE was first introduced at our town hall meeting, where employees had the chance to experience the new innovation and provide feedback to refine the system and meet user needs.



PEEP SHARE Features

1. Chat & Talk

Users can chat one-on-one or in groups conveniently, share important files without fear of losing data, and enjoy seamless high-quality voice and video calls.

2. SHARE

Users can share photo and video memories with those who matter most, anywhere, anytime, and revisit them whenever they want.

3. My Cloud

Users get personal data storage that supports all file types, enabling them to easily manage their storage or create personal collections for systematic organization. With up to 20 GB free storage, this feature helps reduce the equivalence of 200–533 reams of paper, or 6–32 trees, and reduce carbon emissions by 500–1,999 kgCO₂eq.

4. Official Account

The feature offers a powerful business tool with comprehensive solutions for businesses and organizations to streamline communication and boost marketing efficiency, featuring

- AI Chatbot that automatically answers customer queries and provides sales support
- Rich Menu where businesses can design and customize easy-to-access service buttons for customers
- Broadcast Messaging offering an effective channel for sending promotional messages to customers or employees with a single click

Innovative Project Result

Automatic Calculation for 95 Percentile Billing

The Company had experienced a delay in issuing invoices for large customers with high internet usage, which took approximately 1–2 days longer than agreed upon. This delay was due to the work process in which the sales coordinator had to request internet usage data from multiple internal departments. To address this, a program was developed by engineers from the Network Operation Center (NOC) to automatically retrieve the internet usage data, allowing the sales coordinator to access the information immediately upon entering the customer ID into the system. This innovation significantly accelerated the billing process, reducing the time required for coordination and data gathering, thereby improving efficiency in generating invoices.

Benefits to Society/Environment



- Reduce resource consumption
- Support remote work with effortless communication, messaging, and file transfer on a highly secure platform

Benefits to Business



- Generate revenue through exceptional services and cloud storage
- Expand customer base in digital business and messaging applications

Fostering Innovation Development Within the Organization

We actively promote innovation by organizing regular Innovation Contests, allowing employees to showcase their creative solutions to improve work efficiency and demonstrate their capabilities as innovators. In 2024, we hosted the JASTEL Rising Star activity for the second consecutive year, focusing on enhancing work efficiency through Smart Work practices and applying various technologies to enhance both personal and organizational work. This competition helped increase effectiveness and reduce operational time, as well as identified high-potential talents (Rising Stars). A panel of technology and innovation experts evaluated the submissions and selected qualified projects for implementation within the organization, with awards given based on

- (1) efficiency in reducing work processes
- (2) decreasing organizational costs
- (3) driving revenue growth

In 2024, 15 projects participated in the contest, with the judging panel selecting 10 outstanding projects, demonstrating the collaborative effort between the organization and employees in leveraging innovations to foster a sustainable growth.



Corporate Governance



JAS recognizes the importance of good corporate governance based on fairness, transparency, and equal consideration of all stakeholder groups. JAS has established a Corporate Governance Policy in accordance with Corporate Governance Code (CG Code), and Code of Conduct, which is an integral part of Corporate Governance Policy, to provide guidelines and practices for directors, executives, and employees (for more information, please visit this link). The principles have been adopted since 1994, and are reviewed at least once a year to ensure that the Company Code of Conduct remains up-to-date and relevant to the business environment and operational context.

Management Approach

JAS has determined a monitoring process to ensure strict compliance with the Code of Conduct. Moreover, JAS also communicates and organizes training on Corporate Governance Policy and Code of Conduct for directors, executives, employees, suppliers, contractors, and business partners. All parties are required to acknowledge and sign the policies before commencing work, thereby committing to uphold these principles in their operations.

Whistleblowing System

JAS has developed a policy for whistleblowing handlings and complaint management system, and launched channels for whistleblowing and filing complaints. Internal and external stakeholders who notice suspected violations or non-compliance with the Code of Conduct can notify clues and file complaints through the following channels:

1. Channels for Employees

- Notify supervisors
- Notify Human Resources Department
Tel. (+66)2-100-3095
- Notify Office of Internal Audit
Tel. (+66)2-100-3118 or
e-mail audit_committee@jasmine.com
- Notify Chairman of Audit and Corporate Governance Committee
e-mail KarlJamorn@hotmail.com

2. Channels for External Stakeholders

- Notify via online whistleblower channel at www.jasmine.com/contact
- Send registered mail to Whistleblowing Unit,
Jasmine International Public Company Limited
Jasmine International Tower, 200 Floor 29-30,
Moo 4, Chaengwattana Road,
Pakkret Subdistrict, Pakkret District,
Nonthaburi 11120 Thailand



In 2024

JAS received no complaints or whistleblowing regarding violations of the Code of Conduct

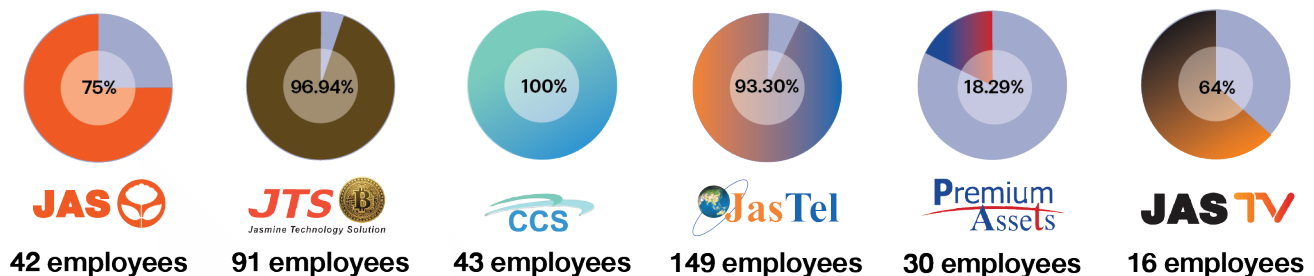
JAS ensures strict confidentiality of the complainant's and whistleblower's identity and the reported issues. Upon receiving a report, the relevant department shall investigate, determine corrective measures, and report to the Audit and Risk Management Committee. The Committee shall conduct further investigations and verify facts, and may consult directors and senior executives at its discretion.

During the investigation process, the Audit and Risk Management Committee may appoint a management representative to periodically inform progress updates to the whistleblower or complainant. In case the allegation is substantiated, the Company will consider disciplinary actions according to company regulations and pursue legal proceedings if the action violates applicable laws.

Ethics and Anti-Corruption Training for Sustainable Business

JAS provides training courses related to ethics and anti-corruption in order to ensure that employees fully understand their importance in affecting sustainable success. The training aims to create an awareness and a thorough understanding of promoting moral principles, ethics, and corruption prevention, as well as apply moral principles as a basis to achieve both individual and organizational success. JAS requires employees to participate in relevant courses every year to ensure that they have a thorough understanding of ethical business operations, and avoid any behavior that may lead to corruption.

2024 Course Participants



In 2024, JAS participated in

the Corporate Governance Report for Thai Listed Companies (CGR),

conducted by the Thai Institute of Directors (IOD),

and received an assessment score of 98 percentile, or **“Excellent”**, for the second consecutive year.

JAS has declared its intent to join as a member of the Thai Private Sector Collective Action Against Corruption (CAC), and has been certified as a CAC member since 2023. This demonstrates its intention and commitment to operate in compliance with the Anti-Corruption Policy, adhering to good governance and ethics as well as maintaining strict responsibility towards communities, society, environment, and all stakeholders.

JAS also encourages its partners and suppliers to declare their intent to join as members of the Thai Private Sector Collective Action Against Corruption (CAC) to ensure that the business operations across the value chain are free of any fraud and corruption.



Cybersecurity and Personal Data Protection



The rapid evolution of technology presents significant challenges in safeguarding data security within an environment threatened by complex and diverse cyber risks. These include hacker attacks and risks of personal data breaches, which require close vigilance. Additionally, ensuring personal data safety while remaining compliant with constant changes of personal data protection laws has added to the operational challenges for organizations.

JAS strives to enhance comprehensive and effective cybersecurity systems while cultivating cybersecurity knowledge and skills among employees at all levels to effectively counter threats. Furthermore, we developed personal data protection policies for customers and employees in accordance with international practices. Our cybersecurity measures are regularly reviewed and improved to ensure that the structure and guidelines remain effective in safeguarding both personal data and critical business information

Operational Guidelines

- Establish Personal Data Protection Policies and Cyber Threat Prevention Policies
- Enhance security in storing and protecting personal data

- Develop online trainings on personal data protection to enhance employee skills
- Provide channels for receiving reports on personal data infringements and data loss from customers, as well as investigate and disclose operations in case of data leaks or thefts

Personal Data Protection Policy

JAS places the highest priority on protecting personal data of customers and employees and safeguarding data in the digital realm to prevent personal data breaches and cyber threats. We have developed Personal Data Protection Policies in accordance with the Personal Data Protection Act B.E. 2562 of Thailand (2019) (PDPA) and comply with applicable international standards. We operate with transparency, fairness, and stringent control measures to ensure that the personal information of shareholders, customers, and employees are securely maintained.



For more information about the Personal Data Protection Policies

please visit our website at
“Privacy Notice” Section
or scan QR code



Data Security Measures

We are dedicated to implementing comprehensive data security measures that encompass IT/cyber security, access control, and cryptographic controls to ensure data confidentiality during transmission and storage. We also focus on enhancing physical and environmental security by regulating access to data centers and installing advanced security systems, ensuring the organization's and users' information are securely protected.

To further strengthen our data security operations, we have developed an Information Technology Operations Manual that outlines clear guidelines and procedures for managing data security and IT systems. Moreover, we established a working team specifically responsible for IT security, ensuring that our operations are both effective and comprehensive in protecting critical data.





In addition, we have established measures to inform customers on data storage and protection. We collect only the information necessary to provide services and ensure compliance with relevant laws.

Customers have the rights to make decisions regarding the use of their data, and personal information is retained only for the designated period. When disclosing personal information to third parties, we apply strict protocols according to our guidelines and security measures.

Personnel Development on Cybersecurity

JAS recognizes the importance of enhancing cybersecurity knowledge and skills among executives and employees at all levels. This ensures that they are well-equipped to navigate challenges arising from the use of digital technologies. We also aim to raise awareness about the importance of protecting personal and organizational data from cyber threats, which may occur at any time.

Personal Data Protection and AI Online Training

Course	Personal Data Protection and Artificial Intelligence (AI)	Course	Cyber Security Awareness 2024
 Duration	2 hours 33 minutes	 Duration	2 hours 40 minutes
 Objectives	35	 Objectives	34
	Provide knowledge on personal data protection and AI technology use in line with legal principles and ethical standards		Enhance knowledge on digital security practices and methods to prevent cyber threats arising from information technology use

In 2024, JAS provided online training courses focusing on personal data protection and the use of AI to prepare employees for the evolving challenges of modern technology. Both courses are designed to build confidence and an understanding of how to protect personal and organizational data from cyber threats.



Management of Complaints and Personal Data Breaches

JAS provides multiple channels for customers and stakeholders to file complaints related to privacy infringements and data loss. In 2024, we maintained continuous monitoring and enhancement of our cybersecurity systems. We remain committed to consistently building and reinforcing trust in the protection of personal data for our customers and stakeholders.

2024 Performance

Number of complaints regarding privacy infringements



0 Case

Cases of data leakage, theft, or loss proven to have occurred



0 Case

GRI content index

Statement of use	Jasmine International Public Company Limited has reported in accordance with the GRI Standards for the period of 1 st January – 31 st December 2024
GRI 1 used	GRI 1: Foundation 2021
Applicable GRI Sector Standard(s)	N/A

GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
General disclosures							
GRI 2: General Disclosures 2021	2-1 Organizational details	15-17	4				
	2-2 Entities included in the organization's sustainability reporting		2				
	2-3 Reporting period, frequency and contact point		2				
	2-4 Restatements of information		2				
	2-5 External assurance		6, 20				
	2-6 Activities, value chain and other business relationships	15-30, 46	4				
	2-7 Employees	55	39				
	2-8 Workers who are not employees		39				
	2-9 Governance structure and composition	5, 86-87	6				
	2-10 Nomination and selection of the highest governance body	80, 100-102					



GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
General disclosures							
	2-11 Chair of the highest governance body	5	6				
	2-12 Role of the highest governance body in overseeing the management of impacts	88-89, 93-94	6				
	2-13 Delegation of responsibility for managing impacts	89	6				
	2-14 Role of the highest governance body in sustainability reporting	94	1,6				
	2-15 Conflicts of interest	90-91, 107-108					
	2-16 Communication of critical concerns	109					
	2-17 Collective knowledge of the highest governance body	81					
	2-18 Evaluation of the performance of the highest governance body	81, 103-104					
	2-19 Remuneration policies	80, 92, 96					
	2-20 Process to determine remuneration	111					

GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
General disclosures							
	2-21 Annual total compensation ratio	96-97, 105-106					
	2-22 Statement on sustainable development strategy	4, 9	1, 3, 7-9				
	2-23 Policy commitments	44-45	1, 6-7				
	2-24 Embedding policy commitments	44-45, 51, 53	6-7				
	2-25 Processes to remediate negative impacts	44-48, 51, 53, 56, 109	11-15, 36				
	2-26 Mechanisms for seeking advice and raising concerns	47-48	2, 11-15				
	2-27 Compliance with laws and regulations	83	56				
	2-28 Membership associations		10				
	2-29 Approach to stakeholder engagement	47-48	11-15				
	2-30 Collective bargaining agreements	54	37				



GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
Material topics							
GRI 3: Material Topics 2021	3-1 Process to determine material topics	49	20				
	3-2 List of material topics	50	21				
Corporate Governance & Risk Management							
GRI 3: Material Topics 2021	3-3 Management of material topics	36-43, 79-85, 115, 225	56-57				
Value Creation to Shareholder							
GRI 3: Material Topics 2021	3-3 Management of material topics	6, 60, 72	12-13				
Anti-corruption							
GRI 3: Material Topics 2021	3-3 Management of material topics	79, 91, 109					
GRI 205: Anti-corruption 2016	205-1 Operations assessed for risks related to corruption		57				
	205-2 Communication and training about anti-corruption policies and procedures		56				
	205-3 Confirmed incidents of corruption and actions taken		10				
Energy							
GRI 3: Material Topics 2021	3-3 Management of material topics	51	25				

GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
GRI 302: Energy 2016	302-1 Energy consumption within the organization	51	25				
	302-4 Reduction on Energy Consumption		26-29				
Water and effluents							
GRI 3: Material Topics 2021	3-3 Management of material topics	51	26				
	303-1 Interactions with water as a shared resource	51	26-27				
GRI 303: Water and Effluents 2018	303-3 Water withdrawal	51	26				
	303-5 Water consumption	51	26				
Emissions							
GRI 3: Material Topics 2021	3-3 Management of material topics	52	30-34				
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	53	32				
	305-2 Energy indirect (Scope 2) GHG emissions	53	32				
	305-3 Other indirect (Scope 3) GHG emissions	53	32				
	305-4 GHG emissions intensity		32				
	305-5 Reduction of GHG Emission	52	27, 33-34				



GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
Waste							
GRI 3: Material Topics 2021	3-3 Management of material topics	52	27-29				
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts		27				
GRI 306: Waste 2020	306-2 Management of significant waste-related impacts		27-29				
	306-3 Waste generated		27				
	306-4 Waste diverted from disposal		27-28				
	306-5 Waste directed to disposal	52	27				
Sustainable Supply Chain Management							
GRI 3: Material Topics 2021	3-3 Management of material topics		16-19				
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria		18				
	308-2 Negative environmental impacts in the supply chain and actions taken		18-19				
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria		18				

GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
	414-2 Negative social impacts in the supply chain and actions taken		18-19				
Employee Development							
GRI 3: Material Topics 2021	3-3 Management of material topics	55	39				
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	55	40				
	404-2 Programs for upgrading employee skills and transition assistance programs		40-41				
	404-3 Percentage of employees receiving regular performance and career development reviews		39, 41				
Human Rights and Labor Practice							
GRI 3: Material Topics 2021	3-3 Management of material topics		35-37				
GRI 406: Non-discrimination 2016	406-1 Incidents of discrimination and corrective actions taken		56				
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor		19, 36				



GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor		19, 36				
Social And Community Responsibility							
GRI 3: Material Topics 2021	3-3 Management of material topics	53-54	46				
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs		47-51				
Cyber Security & Customer privacy							
GRI 3: Material Topics 2021	3-3 Management of material topics		58-60				
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data		58-60				
Other topics							
GRI 401: Employment 2016	401-1 New employee hires and employee turnover		39				
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system		42				

GRI STANDARD/ OTHER SOURCE	DISCLOSURE	LOCATION		OMISSION			GRI SECTOR STANDARD REF.NO.
		One Report	Sustainability Report	REQUIREMENT(S) OMITTED	REASON	EXPLANATION	
	403-2 Hazard identification, risk assessment, and incident investigation		42				
	403-3 Occupational health services		42				
	403-4 Worker participation, consultation, and communication on occupational health and safety		43-45				
	403-5 Worker training on occupational health and safety		43				
	403-6 Promotion of worker health		43-44				
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships		44-45				
	403-9 Work-related injuries		43				
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	87, 97, 103	39				
GRI 415: Public Policy 2016	415-1 Political contributions		10				



OPINION SURVEY ON JAS SUSTAINABILITY REPORT 2024

The information received from this survey will be used to improve the contents of the Sustainability Report of next year.
Your input will be highly appreciated.

Kindly tick in the ☐ or write down your comments in the space provided below

1. Please choose the stakeholder category that best describes you (in relation to True Coration Public Company Limited)

- | | | |
|--|--|--|
| <input type="checkbox"/> Customers | <input type="checkbox"/> Shareholders and creditors | <input type="checkbox"/> Employees |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Business partners and suppliers | <input type="checkbox"/> Communities and society |

2. How do you receive this Sustainability Report?

- | | |
|--|--|
| <input type="checkbox"/> Received at the Annual General Shareholders Meeting | <input type="checkbox"/> Downloaded from website |
| <input type="checkbox"/> Other..... | |

3. What is your objective for reading this Sustainability Report?

- | | | |
|---|------------------------------|--|
| <input type="checkbox"/> Study for investment purpose | <input type="checkbox"/> R&D | <input type="checkbox"/> Get to know the Company |
| <input type="checkbox"/> Use as guideline for your corporate Sustainability Report. | | |
| <input type="checkbox"/> Other..... | | |

4. Please provide feedback for this Sustainability Report 2023

Feedback to Sustainability Report 2024	Lowest	Low	Moderate	High	Highest
Use as guideline for your corporate Sustainability Report					
The information is easy to understand and interesting.					
The information is reliable.					
The report size and design are appropriate.					
Your overall satisfaction for this report.					

5. Do you think that all material issues are completely reported in this report?

- | | |
|--------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Other | |

Please provide the topic(s) that should be added.....
.....
.....

OPINION SURVEY ON JAS SUSTAINABILITY REPORT 2024
by scanning this QR Code





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