



SUSTAINABILITY REPORT 2025
JASMINE INTERNATIONAL PUBLIC COMPANY LIMITED

The background of the cover features a futuristic, abstract digital landscape. A large, glowing, golden-yellow ring with a green interior, resembling a stadium or arena, is the central focus. Several glowing, golden-yellow lines curve and loop through the scene, creating a sense of motion and connectivity. The overall color palette is dominated by warm golden-yellow and green tones against a dark, gradient background.

EMPOWERING A SUSTAINABLE DIGITAL FUTURE

THE POWER THAT CONNECTS EVERY MOMENT

JAS continues to strengthen its telecommunications foundation while strategically expanding into technology and digital media. We transform every connection into meaningful collaboration, powering integrated networks that shape a sustainable future.



CORE BUSINESS SEGMENTS

- Media & Content
- Digital Asset / Telecom Service / Technology Solutions
- Other Businesses



1

BUSINESS OVERVIEW

MESSAGE FROM CHAIRMAN	02
MESSAGE FROM CEO	04
ABOUT THIS REPORT	06
VISION, MISSION, AND GOALS	07
GROUP STRUCTURE	08
ORGANIZATION CHART	09

2

SUSTAINABILITY OVERVIEW

SUSTAINABILITY COMMITMENT	11
SUSTAINABILITY MATERIALITY	13
STAKEHOLDER ENGAGEMENT	16
ENHANCING SUSTAINABLE GROWTH, POWERED BY INNOVATION	21

3

JOINT VALUE CREATION

JOINT VALUE CREATION	34
SUPPLY CHAIN MANAGEMENT	43

4

ADVANCING DIGITAL INTEGRITY

RESPONSIBLE MARKETING AND COMMUNICATION	49
PEOPLE EXCELLENCE	51
COMMUNITY EXCELLENCE	67

5

SUSTAINABILITY EXCELLENCE

GREENHOUSE GAS AND ENERGY MANAGEMENT	75
WASTE AND WATER MANAGEMENT	87
ENVIRONMENTALLY FRIENDLY PRODUCTS AND SERVICES	91

GRI CONTENT INDEX

OPINION SURVEY ON JAS
SUSTAINABILITY REPORT

CONTENTS



BUSINESS OVERVIEW

1

BUSINESS OVERVIEW

01

MESSAGE FROM CHAIRMAN	02
MESSAGE FROM CEO	04
ABOUT THIS REPORT	06
VISION, MISSION, AND GOALS	07
GROUP STRUCTURE	08
ORGANIZATION CHART	09



MESSAGE FROM CHAIRMAN



The Company is committed to driving sustainability across environmental, social, economic, and governance dimensions (ESG) to build confidence among all stakeholders through transparent, fair, and auditable operations. The Company has established sustainability policies as guidelines for its operations, along with clearly defined targets to ensure that the Company progresses toward “Growing Sustainable Organization with Innovative Solutions.”





DEAR SHAREHOLDERS AND INVESTORS,

In 2025, the global economy experienced volatility driven by political changes in the United States, leading to shifts in policy and resulting in uncertainty across multiple dimensions. These include domestic economic policies of the United States, the world's largest economy, as well as its international trade policies toward countries worldwide, which have affected global trade and economic growth.

Nevertheless, amid economic volatility and political uncertainty, JAS remains committed to advancing its business operations. A new challenge has emerged in the media and content business, with a primary focus on delivering sports content. The Company holds exclusive rights to broadcast the English Premier League and the FA Cup for a total period of 6 seasons and has successfully driven continuous growth in the number of subscribers for Premier League viewing services in Thailand.

In addition, the Company remains committed to and places importance on sustainable development across environmental, social, economic, and governance dimensions (ESG) to build confidence among all stakeholders through transparent, fair, and auditable operations. The Company has established sustainability policies as guidelines for its operations, along with clearly defined targets to ensure that the Company progresses toward "Growing Sustainable Organization with Innovative Solutions."

Beyond business operations, the Company also emphasizes good corporate governance. In 2025, the Company received an "Excellent" corporate governance rating from the Thai Institute of Directors (IOD) for the third consecutive year. It also achieved a perfect score of 100 in the AGM Quality Assessment. In 2025, the Company was certified as a member of Thailand's Private Sector Collective Action Against Corruption (CAC) and has prepared for its second membership renewal in early 2026.

On behalf of the Board of Directors of Jasmine International Public Company Limited, I would like to express our sincere appreciation to our shareholders, customers, business partners, government and private sector organizations, as well as all stakeholders for their continued trust and support. The management team and all employees remain dedicated to delivering high-quality performance and services to generate strong returns for shareholders and create value for all stakeholders, while contributing to sustainable growth and a better society.

Mr. Veerayooth Bodharamik
Chairman of the Board of Directors



MESSAGE FROM CEO



The Group remains committed to operating on the principles of sustainable development by integrating digital innovation with social and environmental responsibility. The Company is driving toward achieving Net Zero Emissions by 2050 through concrete initiatives, while maintaining a balance between business profitability and responsible growth, in line with its vision of “Growing Sustainable Organization with Innovative Solutions.”





DEAR SHAREHOLDERS AND INVESTORS,

The year 2025 marks another significant milestone for Jasmine International Public Company Limited, reflecting tangible success in business restructuring and laying a strong foundation for future growth amid economic volatility.

The Group has demonstrated its business resilience through significant revenue growth compared to the previous year.

These results reflect the Group's clear strategy to build upon its expertise in digital infrastructure and expand into new businesses with strong potential to create both value and long-term sustainability. In particular, the sports content business has played a key role, with the Company commencing live broadcasts of the 2025/26 English Premier League season via the Monomax platform and establishing a strategic partnership with AIS. This has enabled broad customer reach while laying a sustainable growth foundation through effective rights management and stringent anti-piracy measures.

At the regional level, the Company has expanded its Premier League broadcasting rights from Thailand, Lao PDR, and Cambodia into Vietnam, a high-potential market. This expansion is supported through collaboration with FPT Corporation, a leading partner in Vietnam, enhancing revenue opportunities and diversifying business risk across the ASEAN region.

At the same time, the digital infrastructure and digital asset businesses remain core pillars of the Group, supported by stable revenue from telecommunications network services and investments in Bitcoin, which have benefited from favorable price trends.

Another key milestone in 2025 is the launch of a Generative AI platform under the name "JAI" (Jasmine AI), along with a Thai large language model "Jai," developed in collaboration with KT Corporation of South Korea. This initiative aims to position JAS as a provider of enterprise-level AI solutions for the Thai language, supporting the needs of both public and private sector in the digital economy era.

For 2026, the Company plans to focus on expanding its sports content subscriber base, developing Total AI Solutions, and capturing opportunities in future industries such as Low Earth Orbit (LEO) satellite technology. These initiatives align with the Group's infrastructure expertise and hold strong potential to create long-term value for all stakeholders beyond business growth.

Furthermore, the Group remains committed to operating on the principles of sustainable development by integrating digital innovation with social and environmental responsibility. The Company is driving toward achieving Net Zero Emissions by 2050 through concrete initiatives, while maintaining a balance between business profitability and responsible growth, in line with its vision of "Growing Sustainable Organization with Innovative Solutions."

On behalf of the management team, I would like to express my sincere appreciation to our employees, business partners, customers, shareholders, and all stakeholders for their continued support and trust in the Jasmine Group. We remain committed to driving the organization toward strong, transparent, and sustainable growth to create long-term value for all stakeholders.

Dr. Soraj Asavaprapha
Chief Executive Officer



About this Report

Objectives

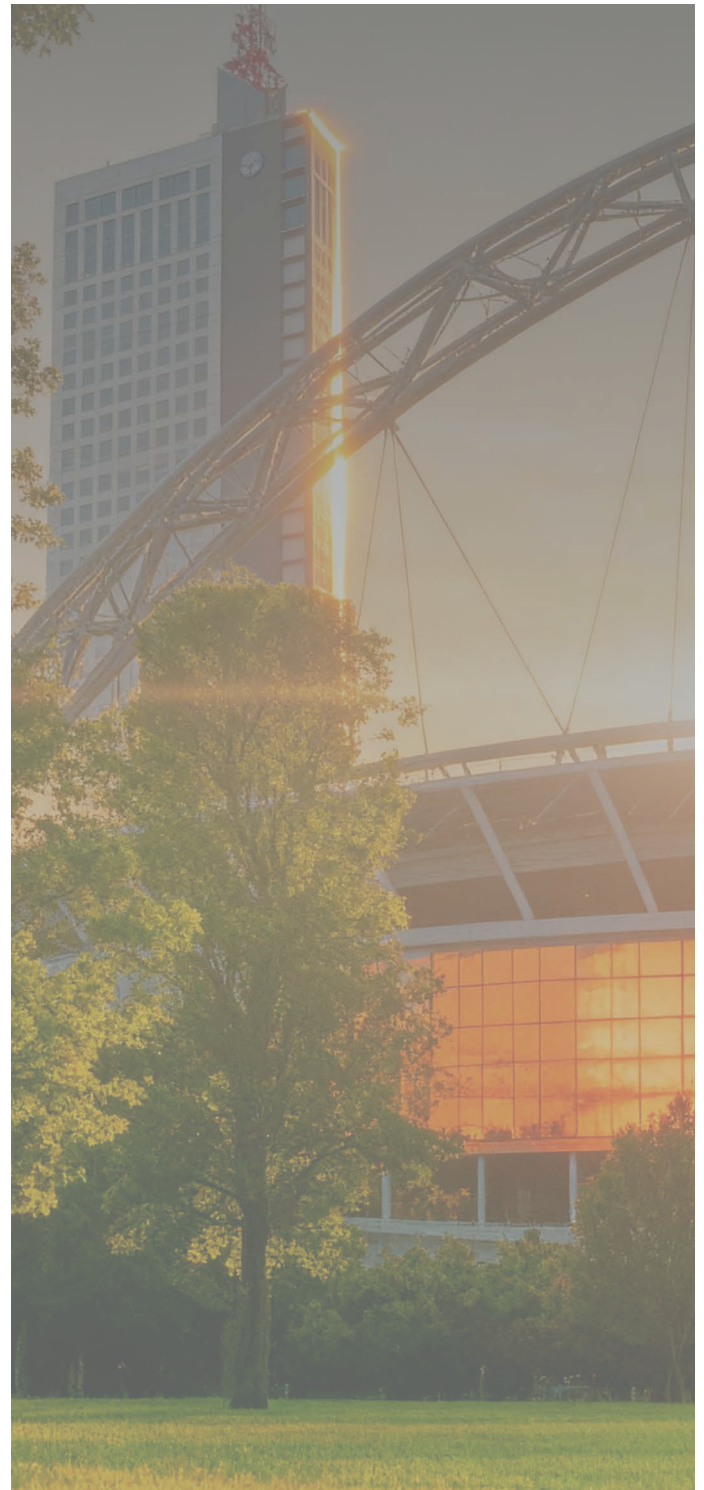
Jasmine International Public Company Limited (JAS) develops an annual Sustainability Report to align with its commitment to communicate its operational performance to stakeholders. It covers economic, environmental, social, and governance-related performance, dating from January 1 to December 31, 2025. This report was prepared with reference to the Global Reporting Initiative (GRI) Standards 2021, the SET Sustainability Reporting Guide, and the FTSE Russell indicators, incorporating results of operation in support of the 17 UN Sustainable Development Goals (SDGs). This ensures that disclosures are in compliance with recognized standards at both national and international levels. The Company 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.

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 2025, JAS shifted its focus as a Holding Company investing in cutting-edge technologies and world-class content. The Company comprises three business segments: media and content; digital asset, telecommunication service, and technology solutions; and other businesses (for more details, please visit www.jasmine.com).

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VISION

To be a leading innovative holding company in Southeast Asia, connecting people, businesses, and communities through world-class media, advanced digital technology, and sustainable connectivity—creating long-term value for all stakeholders.

MISSION

- 1 Connectivity & Digital Infrastructure**
 Deliver reliable, high-speed connectivity across Thailand and the region through advanced telecommunications infrastructure, including fiber networks, LEO satellites, and next-generation data transmission, ensuring seamless digital access for businesses and individuals.
- 2 World-Class Media & Content**
 Curate and deliver premium content that engages and inspires audiences across Thailand and the region, from exclusive live sports broadcasting, including the Premier League and FA Cup, to high-quality digital streaming and entertainment experiences.
- 3 AI Innovation & Digital Assets**
 Invest in and deploy advanced AI, cloud computing, and digital asset solutions to unlock new value across industries, positioning JAS Group as a forward-looking technology investor driving Thailand’s digital economy.
- 4 ESG – People, Planet & Responsible Growth**
 Operate with strong commitment to environmental stewardship, social responsibility, and robust governance, placing people at the center of every decision. We invest in communities, promote clean energy, and uphold high ethical standards to ensure sustainable, and positive impact for all stakeholders.

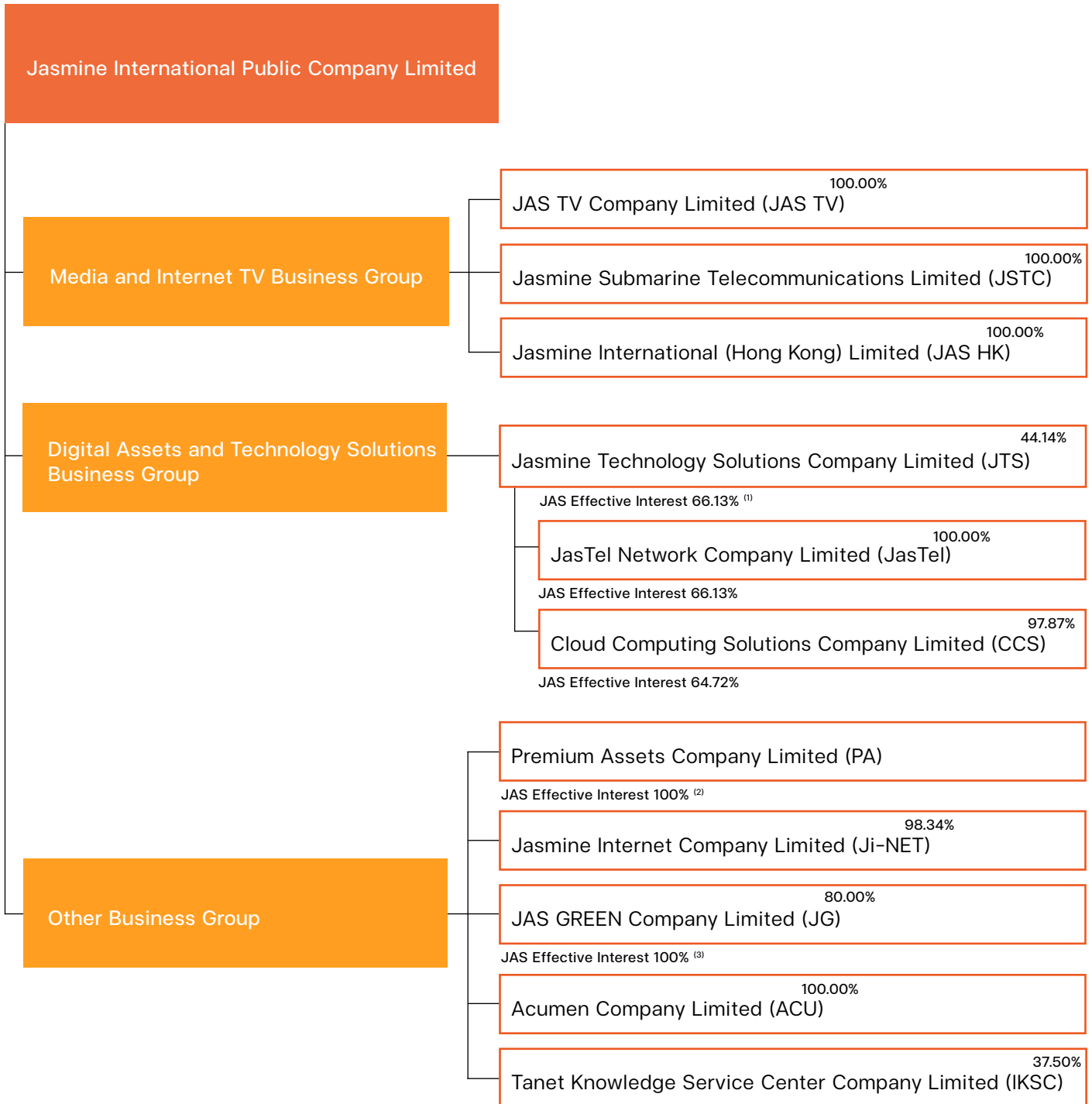
GOALS

- 1** To become a regional leader in content: Expand audience base and access to premium content to drive long-term revenue growth.
- 2** To strengthen digital connectivity infrastructure: Expand network coverage and enhance high-speed digital services across strategic economic areas to support the growth of the digital economy and regional business sectors.
- 3** To become a leading investor in technology and innovation: Develop and expand investments in technology and innovation to create new revenue streams, growth opportunities, and enhance the Group’s competitive capabilities.
- 4** To drive sustainable growth alongside social responsibility: Conduct business in accordance with Environmental, Social, and Governance (ESG) principles, taking into account stakeholders and promoting transparent operations to create sustainable value for society and the economy.

Core Values

A	Agility Embrace flexibility and adaptability to respond to changing circumstance and seize opportunities
S	Synergy Foster collaboration and teamwork to achieve collective success
P	Passion Deliver value with genuine enthusiasm, dedication, and excellence
I	Innovation Foster a culture of creativity, exploration, and forward-thinking to drive continuous and sustainable improvement
R	Respect Create an environment of mutual respect, valuing diversity, inclusivity, and contributions of every individual
E	Empowerment Empower people to take initiative, make decisions, and unleash their full potential

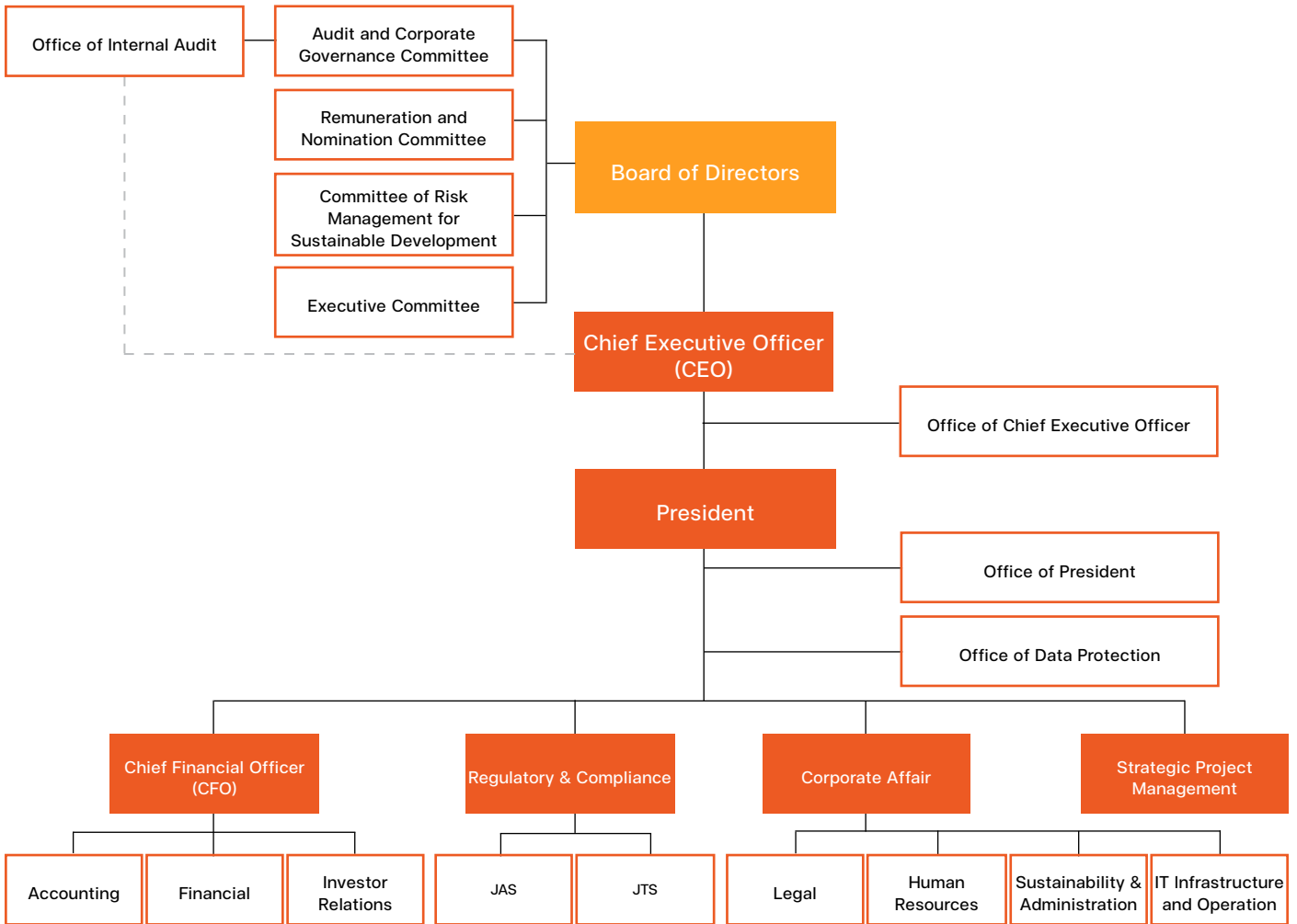
Group Structure



Note: (1) 44.14% of shares held by JAS, 9.05% of shares held by JG, and 6.15% held by other subsidiaries, making a total of 66.13%
 (2) 72% of shares held by JSTC and 28% of shares held by ACU
 (3) 80% of shares held by JAS and 20% of shares held by ACU



Organization Chart





SUSTAINABILITY OVERVIEW

2

SUSTAINABILITY OVERVIEW

10

SUSTAINABILITY COMMITMENT	11
SUSTAINABILITY MATERIALITY	13
STAKEHOLDER ENGAGEMENT	16
ENHANCING SUSTAINABLE GROWTH, POWERED BY INNOVATION	21



SUSTAINABILITY COMMITMENT

EMPOWERING
A CONNECTED WORLD
THROUGH SUSTAINABLE
INNOVATION

J

JOINT VALUE CREATION

Creating sustainable value for all stakeholders through responsible investment and strategic partnerships across the value chain

A

ADVANCING DIGITAL INTEGRITY

Promoting a safe, ethical, and responsible digital ecosystem that safeguards intellectual property, personal data, and human rights

S

SUSTAINABILITY EXCELLENCE

Driving sustainable operations to reduce the environmental impacts and accelerate the low-carbon future



INVESTMENT MANAGEMENT

Manage and monitor investment decisions in line with transparency, accountability, good corporate governance, and risk management practices

BUSINESS PARTNERSHIP DEVELOPMENT

Strengthen collaboration with business partners to expand possibilities and build pathways for shared value creation

ECOSYSTEM SYNERGY

Harness the collective expertise of subsidiaries, portfolio assets, and strategic partners to maximize value creation across the investment ecosystem

PERFORMANCE

THB381 MILLION REDUCTION FROM INFRASTRUCTURE INVESTMENT

NO COMPLAINTS

REGARDING GOVERNANCE AND BUSINESS ETHICS

COPYRIGHT AWARENESS

Promote responsible content consumption and foster respect for intellectual rights among consumers and all stakeholders

ANTI-PIRACY TECHNOLOGY DEVELOPMENT

Leverage advanced digital technologies to detect, prevent, and mitigate copyright infringement

DATA PRIVACY

Safeguard personal data of customers, partners, and employees in compliance with applicable laws, regulations, and security standards

COPYRIGHT PROTECTION

- Blocked 106,396 unauthorized links
- Blocked 750 copyright-infringing URLs

NO COMPLAINTS

regarding human rights violations

GREEN TECHNOLOGY ADOPTION

Increase the use of green technologies and clean energy across operational processes

RESOURCE EFFICIENCY MANAGEMENT

Enhance energy, water, and resource efficiency while reducing waste across operations

ENVIRONMENTAL & CARBON INITIATIVES

Support environmental protection and GHG reduction initiatives throughout the value chain

Achieve net-zero Greenhouse Gas Emissions by

2050

15% GHG reduction by 2027

15% Electricity consumption reduction by 2027



SUSTAINABILITY MATERIALITY

JAS conducts an annual sustainability materiality assessment covering environmental, social, and governance (ESG) dimensions. Through engagement with both internal and external stakeholders, the Company identifies and analyzes material topics that reflect stakeholder expectations as well as its risks and opportunities.

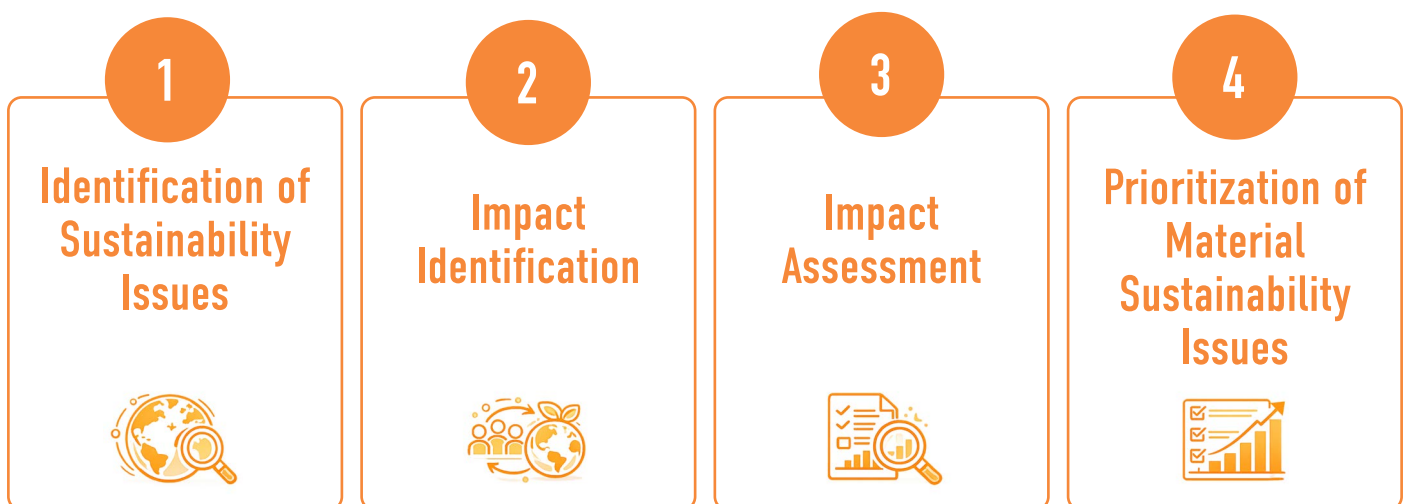
In 2025, JAS adopted a double materiality perspective to enhance its sustainability assessment process in alignment with international standards. Under this approach, the Company considered both the effects on society and the environment (impact materiality) and the impacts on business operations and enterprise value (financial materiality). This framework provides a comprehensive understanding of its sustainability roles, risks, and opportunities, enabling the integration of these insights into strategic planning and business operations to create long-term value for stakeholders.

In addition, the Company has refined its business strategy to place greater emphasis on investment in sports media and content, particularly through the acquisition of exclusive broadcasting rights to the Premier League and FA Cup. Accordingly, the Company has reviewed and identified additional material topics to reflect the evolving business context across the value chain. 24 topics were identified and prioritized in 2025, in addition to 12 topics identified in 2024. These topics are considered critical to strengthening competitiveness and achieving sustainable growth.

JAS also recognizes governance as a fundamental pillar of transparent and responsible business conduct. Key focus areas include regulatory compliance, anti-corruption practices, and good corporate governance. These efforts reinforce stakeholder confidence and support the Company's stable and sustainable long-term growth.

Materiality Assessment and Prioritization

The Company conducts its materiality assessment in accordance with the GRI Standards 2021, encompassing the identification of sustainability issues, impact assessment, prioritization of material topics, and validation of the assessment results.





1. Identification of Sustainability Issues

JAS identifies related sustainability issues based on multiple sources, including:

- Corporate strategy and business direction
- International sustainability disclosure standards, ESG indicators, and assessment frameworks, including the GRI Standards, UN Sustainable Development Goals (SDGs), UN Global Compact (UNGC) indicators, CDP, Dow Jones Sustainability Index (DJSI), and FTSE Russell
- Benchmarking activities, media analysis, and reviews of best practices from global sustainability leaders and industry peers

2. Impact Identification

The Company identifies sustainability impacts from both internal and external perspectives through:

- Stakeholder surveys involving 7 stakeholder groups, with a total of 25 respondents
- Stakeholder engagement activities, including shareholders' meetings, customer satisfaction surveys, employee engagement surveys, and community engagement initiatives

3. Impact Assessment

The Company analyzes and evaluates both positive and negative impacts, risks, and opportunities in collaboration with stakeholders, covering financial impacts and business implications across the entire value chain.

4. Prioritization of Material Sustainability Issues

Identified sustainability issues are prioritized and categorized into three levels of significance: High, Moderate, and Material. Issues identified as High are incorporated into the Company's sustainability strategy and operational plans. The results of the assessment are submitted to the Risk Management for Sustainable Development Committee and the Board of Directors for review and approval.



SUSTAINABILITY MATERIAL ISSUES

- ENVIRONMENT
- SOCIAL
- GOVERNANCE



HIGH SIGNIFICANCE

- S1** Respect for Copyright and Intellectual Property
- S2** Data Privacy
- S3** Employee Well-being
- S4** Product Safety
- G1** Strategic Investment for Value Creation
- G2** Data Security and Cyber Security
- G3** Quality Products and Services
- G9** Risk Management

LOW SIGNIFICANCE

- E3** Eco-friendly Products and Services
- S11** Knowledge Development
- G10** Local Sourcing

MODERATE SIGNIFICANCE

- E1** Greenhouse Gas Management
- E2** Waste Management
- S5** Respect for Human Rights
- S6** Diversity, Equality, and Inclusion
- S7** Advertising Integrity
- S8** Community Engagement and Development
- S9** Employee Development
- S10** Occupational Health and Safety
- G4** Legal Compliance
- G5** Fair Business Practices
- G6** Strategic Partnership
- G7** Customer Relations Management
- G8** Innovation Development



STAKEHOLDER MANAGEMENT

JAS is committed to fostering ongoing engagement with stakeholders to communicate its business practices in line with its core values “ASPIRE” (Agility, Synergy, Passion, Innovation, Respect, and Empowerment), while actively seeking feedback from stakeholders and identifying material issues. The Company’s stakeholder engagement approach is guided by the AA1000 Stakeholder Engagement Standard (AA1000 SES) and is outlined in the Company’s Code of Conduct. In addition, the Company promotes collaboration across relevant functions, including Human Resources, Investor Relations, and Sustainability and Administration, to prioritize stakeholder groups and determine material issues. In 2025, the Company reviewed its stakeholder categorization and added business partners as an additional stakeholder group to align with its business direction as a holding company investing in telecommunications and information technology businesses.

Management Approach

The Company’s stakeholder engagement approach consists of 4 steps as follows:

Step 1

Identify stakeholders relevant to the Company’s business operations

Step 2

Prioritize stakeholders based on their impacts on the Company as follows:

1. **Key Players:** Stakeholders who require close and continuous engagement and collaboration
2. **Keep Satisfied:** Stakeholders who need to be appropriately managed to ensure their satisfaction and compliance with relevant requirements
3. **Keep Informed:** Stakeholders who should be regularly informed and engaged through communication and feedback mechanisms
4. **Monitor:** Stakeholders whose interests and expectations should be monitored periodically, using an appropriate level of resources

Step 3

Establish stakeholder engagement plans

Step 4

Monitor and evaluate results. Present stakeholder engagement outcomes and issues of interest to the Board of Directors, Chief Executive Officer, and the Risk Management for Sustainable Development Committee.



STAKEHOLDER

JAS engages with stakeholders across 7 stakeholder groups (listed by stakeholder priority): shareholders, employees, customers and consumers, business partners, suppliers, communities, and government and regulators.



Stakeholders	Stakeholders' Expectations	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"> Expand portfolio to drive growth and enhance long-term value Maintain clear, transparent, and accountable governance structure 	<ul style="list-style-type: none"> Annual general meeting of shareholders Analyst meetings and briefings Annual report
Employees	<ul style="list-style-type: none"> Fair compensation, benefits, and welfare Career advancement Respect to human rights and fair labor practices 	<ul style="list-style-type: none"> Revise policies in relation to human resource management Prepare individual development plans and clear career paths Provide training and capability development programs for employees 	<ul style="list-style-type: none"> Internal activities Performance appraisal Employee engagement survey Internal communication via Peepshare and HCM



Stakeholders	Stakeholders' Expectations	Response to Stakeholders' Expectations	Engagement Channel
		<ul style="list-style-type: none"> • Drive employee participation in driving the sustainability strategy 	
Customers and Consumers	<ul style="list-style-type: none"> • Reliable quality services • Convenience and accessibility of services • Highest level of data security 	<ul style="list-style-type: none"> • Support the development of convenient products and services that meet consumer needs • Facilitate and assist customers in using the services • Provide a 24-hour customer services (Call Center) • Continuously monitor activities that may pose risks to the services 	<ul style="list-style-type: none"> • Promotional activities • Online channels • Customer satisfaction survey • Designated channels for feedback and complaint handlings
Business Partners	<ul style="list-style-type: none"> • Transparent and fair business practices • Long-term shared business growth • Support for knowledge enhancement and capacity building for partners 	<ul style="list-style-type: none"> • Ensure fair and transparent partner selection • Offer advisory support and knowledge sharing for product development 	<ul style="list-style-type: none"> • Meetings with business partners • Knowledge sharing and seminars • Designated channels for feedback and complaint handlings



Stakeholders	Stakeholders' Expectations	Response to Stakeholders' Expectations	Engagement Channel
		<ul style="list-style-type: none"> • Maintain ongoing governance and supervision of subsidiary operations • Drive the adoption of recognized sustainability standards 	
Suppliers	<ul style="list-style-type: none"> • Transparent business operations • Fair agreement for mutual benefits 	<ul style="list-style-type: none"> • Implement guidance for supplier selection and evaluation in accordance with ESG and governance standards • Communicate Supplier Codes of Conduct and relevant ESG policies to suppliers • Provide guidance and support to suppliers to advance sustainability practices 	<ul style="list-style-type: none"> • Knowledge sharing and seminars • Supplier assessment
Communities	<ul style="list-style-type: none"> • Responsible business operations with consideration for community safety • Community support and development 	<ul style="list-style-type: none"> • Offer assistance and support to enhance the quality of life of the community • Build knowledge and understanding within the community 	<ul style="list-style-type: none"> • Community engagement activities • Community feedback and opinion surveys



Stakeholders	Stakeholders' Expectations	Response to Stakeholders' Expectations	Engagement Channel
		<ul style="list-style-type: none"> Participate in community religious and cultural activities 	
Government and Regulators	<ul style="list-style-type: none"> Legal compliance Transparent disclosure of information 	<ul style="list-style-type: none"> Strictly comply with applicable laws and regulations Disclose business information in a transparent manner Cooperate with regulatory authorities to foster sustainable operations 	<ul style="list-style-type: none"> Meetings with regulatory authorities Participation in regulatory audits and assessments



Enhancing Sustainable Growth, Powered by Innovation

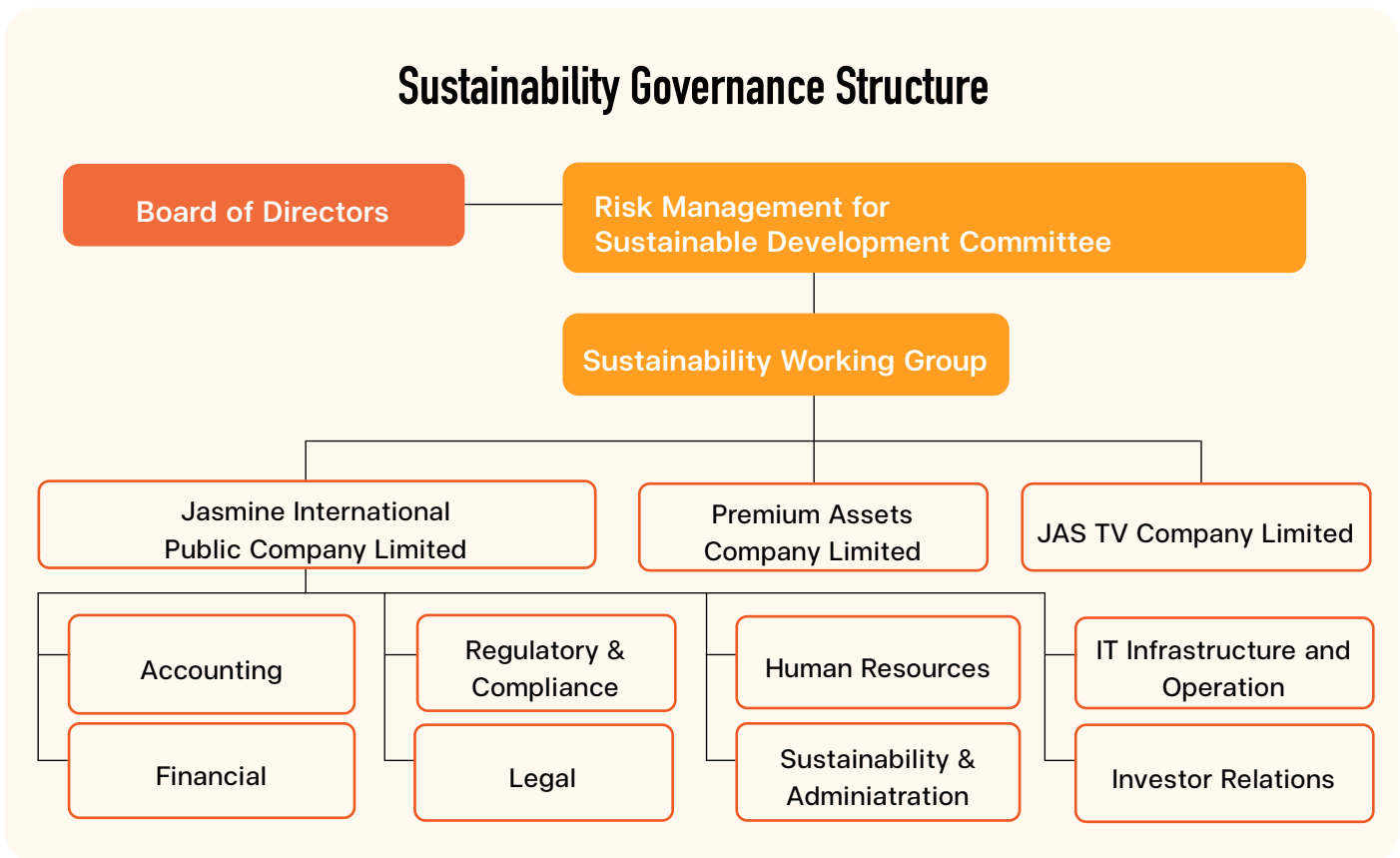
JAS operates as a holding company investing in three core business segments: Media & Content; Digital Asset, Telecommunications Services, and Technology Solutions; and Other Businesses.

In 2025, the Company’s sustainability strategy was further refined to align with its business direction, focusing on driving the sustainable growth of the Media & Content segment toward a “Sports Content Ecosystem.” Building on this strategic shift, the Company is advancing its offerings to enhance audience engagement and continuously expand its subscriber base. This growth is guided by embedded ESG principles, ensuring responsible operations and long-term value for our stakeholders.

Sustainability Governance

The Board of Directors has assigned a Risk Management for Sustainable Development Committee, consisting of 5 board members with an independent director serving as the Chairman. The Committee is tasked with overseeing and driving sustainability efforts of the Company and its subsidiaries to achieve key targets and address stakeholder priorities. At the operational level, the Sustainability and Administration function is responsible

for enhancing and monitoring employee engagement in ESG-related operations across the organization. It plays a role in developing initiatives, generating ideas, and providing suggestions to drive awareness about the Company’s sustainability approaches among stakeholders. Progress on operations is reported quarterly to the Risk Management for Sustainable Development Committee to ensure the effective execution of all activities.





Fair Business Practices

Amid intensifying market competition and rising stakeholder expectations for transparency and accountability, organizations encounter multifaceted challenges that affect strategic directions and operational resilience. Heightened regulatory requirements, ethical standards, and governance frameworks demand robust oversight mechanisms. Inadequate governance and control systems may expose organizations to risks such as fraud, corruption, and conflicts of interest, eroding stakeholder confidence and constraining the organization's capacity to achieve sustainable long-term performance.

JAS is committed to conducting business with integrity, transparency, and fairness toward all stakeholders. Guided by strong corporate governance principles and a comprehensive code of business ethics, the Company strives to uphold responsible business conduct and reinforce resilience, ensuring stable and sustainable value creation over the long term.

Management Approach

Corporate Governance Framework and Code of Conduct

JAS has established and implemented a Corporate Governance Policy alongside a clearly defined Code of Conduct, available in both Thai and English for directors, executives, and employees at all levels. These frameworks provide comprehensive guidance to ensure ethical, transparent, and accountable business practices across the organization. Moreover, the Company provides regular training sessions and ongoing communications on governance and ethical standards, ensuring that integrity is embedded in the corporate culture. These initiatives are designed to enhance awareness, promote prudent and ethical decision-making, and instill governance principles as a foundational

element of its organizational culture. In 2025, a total of 50 employees, representing 82% of the workforce, completed ethics training through both onsite and online formats, with a combined training duration of 3 hours and 51 minutes.

For more information, please visit these links.



[Corporate Governance Policy](#)



[Code of Conduct](#)

Anti-Corruption and Conflicts of Interest Prevention

To prevent fraud and mitigate conflicts of interest, the Company has prescribed and enforces an Anti-Corruption Policy. In parallel, the Company has launched channels for whistleblowing, reporting directly to the Board of Directors to ensure that reports are handled without interference. The investigation process is conducted with strict confidentiality, and whistleblowers are protected against retaliation or unfair treatment.

The Company maintains robust internal control and audit mechanisms. Upon receiving allegations related to fraud, corruption, or conflicts of interest, the responsible functions shall undertake a thorough investigation, propose corrective measures, and report findings to the Audit and Corporate Governance Committee. The Committee may deliberate on the matter in consultation with senior management at its discretion. Where violations are substantiated, disciplinary actions will be imposed in accordance with company regulations, and legal proceedings may be pursued if the action violates applicable laws.



Complaints related to fraud or conflicts of interest.

In 2025

0

This proactive approach mitigates legal and reputational risks while strengthening trust among industry participants and fostering a transparent, equitable business ecosystem driven by value creation and innovation.



Complaints related to unfair treatment of business competitors.

In 2025

0

Fair Treatment of Business Competitors

JAS conducts its business within a framework of fair competition, strictly complying with applicable competition laws and relevant regulations. This approach supports an open, transparent, and level playing field that fosters the sustainable development of the industry. The Company refrains from practices that could lead to market dominance abuse and anti-competitive conduct. The Company also avoids seeking unfair advantages that may distort market dynamics or adversely affect competitors and other stakeholders.

In addition, the Company respects the intellectual property rights, commercial rights, and confidential information of business competitors. To this end, the Company has established clear guidelines for directors, executives, and employees when engaging with competitors, including participation in business forums, trade associations, and industry events. The Company neither seeks, accepts, nor uses competitors' information obtained through improper means or in violation of legal and ethical standards.

Fair competition principles are integrated into the corporate governance framework and Code of Conduct. Through consistent policy communication and targeted training programs, the Company reinforces awareness and ensure appropriate practices across the organization.

Consumer Rights Protection

JAS places importance on protecting consumer rights. The Company ensures that all products and services comply with established quality standards. In addition, the Company provides accurate, complete, and non-misleading information to enable informed purchasing decisions. A dedicated customer service center is in place to respond to inquiries and complaints promptly and efficiently.

Whistleblowing System

The Company has launched multiple whistleblowing and complaint channels for both employees and external stakeholders. These include reporting through supervisors, the Human Resources Department, the Internal Audit, the Audit and Governance Committee, online platforms, and written correspondence. The Company ensures strict confidentiality of the complaints and whistleblower's identity. Progress updates are communicated to complainants as appropriate.

Channels for Whistleblowing

Channels for Whistleblowing and Complaints Handling for Employees

- Notify supervisors
- Notify the Human Resource Department:
Tel. 02-100-3095
- Notify the Office of Internal Audit:
Tel. 02-100-3118 or
e-mail audit_committee@jasmine.com
- Notify the Chairman of the Audit and Governance Committee:
e-mail KarlJamorn@hotmail.com

Channels for Whistleblowing and Complaints Handling for External Stakeholders

- Online channel: www.jasmine.com/contact
- Send registered mail to the Whistleblowing Unit,
Jasmine International Public Company Limited
Jasmine International Tower,
200 Floor 29-30, Moo 4, Chaengwattana Road,
Pakkred Subdistrict, Pakkred District,
Nonthaburi 11120 Thailand

Upon receiving a report, the responsible functions shall undertake a thorough investigation, propose corrective measures, and report findings to the Audit and Corporate Governance Committee. The Committee will subsequently review the matter and may consult with senior management at its discretion. During the process, the Committee may appoint a management representative to periodically inform progress updates to the whistleblower. Where violations are substantiated, disciplinary actions will be imposed in accordance with company regulations, and legal proceedings may be pursued if the action violates applicable laws.



JAS is dedicated to strong corporate governance and adherence to ethical business practices. In 2025, the Company participated in the Corporate Governance Report for Thai Listed Companies (CGR) and achieved a 5-Star, or “Excellent,” rating for the third consecutive year. This distinction reinforces its robust governance framework, transparency, and consideration of all stakeholder groups. In addition, JAS declared its intent to join as a member of the Thai Private Sector Collective Action Against Corruption (CAC) in 2022,



and has been certified as a CAC member since 2023. These participations reaffirm the Company’s commitment to upholding the anti-corruption practices, adhering to good governance and ethics, as well as maintaining strict responsibility toward communities, society, environment, and all stakeholders.



Sustainability Strategy and Targets

Sustainability Commitment Empowering a connected world through sustainable innovation

J

A

S

Joint Value Creation

Creating sustainable value for all stakeholders through responsible investment and strategic partnerships across the value chain

Approach

1 Investment Management

Manage and monitor investment decisions in line with transparency, accountability, good governance, and robust risk management practices

2 Business Partnership Development

Strengthen collaboration with business partners to expand possibilities and build pathways for shared value creation

3 Ecosystem Synergy

Harness the collective expertise of subsidiaries, portfolio assets, and strategic partners to maximize value creation across the investment ecosystem

Goals

- Added value through responsible investment
- Zero incidents or complaints related to corporate governance and business ethics

Advancing Digital Integrity

Promoting a safe, ethical, and responsible digital ecosystem that safeguards intellectual property, personal data, and human rights

Approach

1 Copyright Awareness

Promote responsible digital content consumption and foster respect for intellectual rights among consumers and stakeholders

2 Anti-Piracy Technology

Leverage advanced digital technologies to detect, prevent, and mitigate copyright infringement

3 Data Privacy

Safeguard personal data of customers, partners, and employees in compliance with applicable laws, regulations, and recognized security standards

Goals

- Zero incidents of data privacy and cybersecurity breach
- Zero incidents or complaints related to human rights violations

Sustainability Excellence

Driving sustainable operations to reduce the environmental impacts and accelerate the low-carbon future

Approach

1 Green Technology Adoption

Increase the use of green technologies and clean energy across operational processes

2 Resource Efficiency Management

Enhance energy, water, and resource efficiency while reducing waste across operations

3 Environmental & Carbon Initiatives

Support environmental protection and greenhouse gas reduction initiatives throughout the value chain

Goals

- 15% reduction in greenhouse gas emissions by 2027
- Net-zero greenhouse gas emissions by 2050

2025 Awards and Recognitions



JAS has been awarded the Carbon Footprint Organization (CFO) certification and the Carbon Neutral certification for 2025 by the Thailand Greenhouse Gas Management Organization (Public Organization) for the third consecutive year.



JAS received a commemorative award for participation in the “Ting To Trash” project, which focuses on effective waste management and the reduction of greenhouse gas emissions through proper waste segregation. The project was organized by the Thai Listed Companies Association, in collaboration with the Securities and Exchange Commission and the Stock Exchange of Thailand.



JAS received a certificate of honor and achievement for the success of the “ESG DNA” project, awarded to organizations with more than 70% of employees completing foundational sustainability training, by the Stock Exchange of Thailand (SET).



National and Global Partnerships and Networks for Sustainability

Network/Partner	Level	Objectives	JAS's Roles	Membership/ Support Fee (Baht)
Financial support related to lobbying and representation of interests	-	-	-	0
Thai Institute of Directors (IOD)	National	<ul style="list-style-type: none"> To develop and support company directors for good corporate governance To develop best practice guidelines for good corporate governance and anti-corruption 	Disclose information in accordance with the Corporate Governance Report for Thai Listed Companies (CGR)	38,520
Thai Listed Companies Association (Thai LCA)	National	<ul style="list-style-type: none"> To promote commercial, financial, or industrial enterprise operations of members and listed companies To enhance investment and capital market development To promote member administration according to good governance principles To enhance competitive capacity of Thai listed companies and support social objectives 	Member of Thai Listed Companies Association including the ESG Network	25,000
The Telecommunications Association of Thailand under Royal Patronage	National	<ul style="list-style-type: none"> To promote and support the development of Thailand's telecom and digital affairs To create access to 	Contribute to shaping industry direction and standards that benefit both	20,000



Network/Partner	Level	Objectives	JAS's Roles	Membership/ Support Fee (Baht)
		<p>various technologies for people</p>	<p>consumers and business operators, while ensuring corporate social responsibility (CSR) and reinforcing the Company's commitment to the sustainable development of Thailand's telecom ecosystem.</p>	
Thailand Carbon Neutral Network (TCNN)	National	<ul style="list-style-type: none"> Promote and support organizational approaches and the establishment of carbon neutrality targets, as well as the implementation of activities and projects to reduce greenhouse gas emissions Strengthen shared benefits for sustainable development through greenhouse gas reduction activities and projects Support the development of platforms for knowledge sharing and exchange among network members on greenhouse gas management and emission reduction Advocate for government incentives, supportive measures, and improved access to funding and 	<p>Contribute to the advancement of Thailand's carbon neutrality goal through the systematic management of greenhouse gas emissions, while continuously implementing initiatives to reduce greenhouse gas emissions</p>	-



Network/Partner	Level	Objectives	JAS's Roles	Membership/ Support Fee (Baht)
		other forms of support		
Purchasing & Supply Chain Management Association of Thailand	National	<ul style="list-style-type: none"> • Serve as a center for the dissemination of knowledge and best practices in the procurement and supply chain profession • Issue professional certifications recognizing competencies in procurement and supply chain management at both national and international levels • Act as a coordination and knowledge-sharing platform for professionals in procurement and supply chain management to exchange insights, perspectives, and experiences 	Build networks and enhance internal procurement standards in alignment with international best practices	100
Thai Private Sector Collective Action Against Corruption (CAC)	National	<ul style="list-style-type: none"> • Foster a coalition of businesses committed to transparency and free from bribery and corruption • Enhance operational standards 	Promote good governance and transparency in business operations by demonstrating a commitment to	25,000







Network/Partner	Level	Objectives	JAS's Roles	Membership/ Support Fee (Baht)
		<p>that enable the private sector to effectively manage and mitigate corruption risks</p> <ul style="list-style-type: none"> • Drive positive change in public sector services to improve efficiency and transparency 	<p>zero tolerance for all forms of corruption, including bribery, the acceptance of improper benefits, and the abuse of influence, supported by the establishment of a clear anti-corruption policy</p>	
Total (THB)				108,620


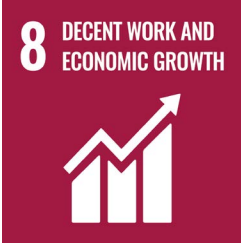

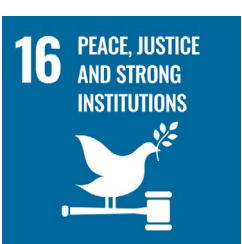


Operations to Support the UN Sustainable Development Goals (SDGs)

JAS is dedicated to sustainable development operations as an effort to drive the society towards the 17 UN Sustainable Development Goals (SDGs), focusing on 10 primary goals that directly align with its operations.

SDGs Goal	Key Operations	Key Operations
 <p>1 NO POVERTY</p>	<p>End poverty in all its forms everywhere</p>	<ul style="list-style-type: none"> • Support equitable access to economic resources and income generation for vulnerable groups
 <p>4 QUALITY EDUCATION</p>	<p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<ul style="list-style-type: none"> • Provide electronic devices to schools to promote access to quality education • Promote awareness and responsible consumption of licensed content
 <p>5 GENDER EQUALITY</p>	<p>Achieve gender equality and empower all women and girls</p>	<ul style="list-style-type: none"> • Foster equality among employees of all genders, ages, and positions, eliminate discrimination, and eradicate all forms of violence
 <p>6 CLEAN WATER AND SANITATION</p>	<p>Ensure availability and sustainable management of water and sanitation for all</p>	<ul style="list-style-type: none"> • Enhance water-use efficiency within the organization



SDGs Goal	Key Operations
 <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<ul style="list-style-type: none"> Promote the adoption of renewable energy in Bitcoin mining operations
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> Leverage the organization’s capabilities to create meaningful employment opportunities and empower communities to achieve sustainable livelihoods Ensure fair and equitable compensation for employees
 <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<ul style="list-style-type: none"> Develop Cloud Solutions and Platforms to enhance digital infrastructure and services Apply digital technologies to detect and prevent copyright infringement
 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<ul style="list-style-type: none"> Manage resources efficiently to minimize waste generation Reduce waste through preventive measures, reduction initiatives, reuse, and recycling practices
 <p>13 CLIMATE ACTION</p>	<ul style="list-style-type: none"> Promote the use of advanced technologies and clean energy in operational processes Support responsible and environmentally friendly operations to achieve net-zero greenhouse gas emissions
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<ul style="list-style-type: none"> Uphold a zero-tolerance policy against corruption, bribery, harassment, and all forms of unethical conduct or exploitation



JOINT VALUE CREATION



3

JOINT VALUE CREATION 33

JOINT VALUE CREATION 34

SUPPLY CHAIN MANAGEMENT 43

Joint Value Creation



Challenges and Opportunities

2025 marks a significant phase of strategic expansion for JAS, building on its successful acquisition of exclusive broadcasting rights to the English Premier League and FA Cup for a six-season period across Thailand, Cambodia, and the Lao People’s Democratic Republic via internet and digital television platforms. To maximize the value of these investments, the Company works in partnership with strategic allies, including companies within the MONO Group (MONO) such as Monomax and MONO29, to strengthen marketing capabilities, expand distribution channels, and enhance consumer engagement.

The continued growth of the sports content market further supports the growth of subscription video on demand (SVOD) services. Nevertheless, as a licensed content provider, JAS recognizes the structural challenges associated with long-standing consumer behavior favoring free content consumption, which requires a gradual transition toward subscription-based viewing models.

In addition, the Company is exposed to risks arising from unauthorized content distribution and copyright infringement. To address these challenges, the Company implemented strategic measures aimed at enhancing competitive advantage while fostering responsible consumption of digital content. These measures include close collaboration with partners to curate and deliver high-quality, legally licensed content, alongside systematic and effective management of copyright infringement risks.

Commitment to Responsible Business Operations

Thailand’s sports content broadcasting landscape continues to evolve, with competition increasingly driven by premium content offerings and enhanced audience viewing experiences. The acquisition of broadcasting rights to the English Premier League and the FA Cup reflects a long-term



strategic investment that strengthens the capabilities of the Company as a leader in the Internet TV and content services while supporting sustainable growth and value creation across the sports content ecosystem.

JAS is committed to delivering premium content through resource-efficient and reliable broadcasting systems, strengthening intellectual property protection to support a fair and transparent content market, and providing appropriate and equitable value to subscribers. In addition, the Company promotes collaboration with business partners to expand its customer base and efficiently enhance the Group’s long-term commercial competitiveness.



Investments for Value Creation

As a next-generation tech and media holding company, JAS strategically invests in scalable, future-ready businesses to drive sustainable growth across its portfolio and create long-term value for all stakeholders.

Our Portfolio

- 1 Broadcasting rights to the Premier League in Thailand, Lao PDR, and Cambodia
- 2 Digital asset and technology solutions business
- 3 Telecommunications network and internet services, both domestic and international
- 4 Internet TV business providing integrated entertainment services across online and television platforms for families
- 5 Office building and commercial space rental business
- 6 IT system rental services delivered through cloud computing technology

Management Approach

JAS continues to advance its capabilities under the 3Ps framework: Price, Partnership, and Piracy. This approach strengthens long-term competitiveness while supporting sustainable subscriber growth through the development of a diversified sports content portfolio, designed to meet the evolving preferences of new audience demographics.



3Ps Strategy for Driving Sustainable Business Growth

01 Price

- Establish monthly and annual subscription pricing structures to ensure inclusive access for diverse consumer segments
- Implement attractive and responsible pricing strategies to encourage consumers to shift from illegal streaming channels to licensed services
- Maintain an appropriate balance between pricing and content quality to deliver long-term value and sustain subscriber satisfaction

02 Partnership

- Enhance strong partnership within the sports content ecosystem to expand the customer base and create new business opportunities
- Collaborate with strategic partners in Thailand and the Lao People’s Democratic Republic to support audience expansion and sustainable growth in neighboring markets

03 Piracy

- Actively advance anti-piracy endorsement through cooperation with government authorities, such as the Department of Special Investigation (DSI), to combat illegal service providers and related gambling websites
- Leverage advanced technologies to detect, monitor, and prevent copyright infringement, ensuring effective protection of intellectual property rights

Target

Strengthening Sports Content Ecosystem for Sustainable Growth

Develop strategic partnerships with distribution platforms, network operators, and advertising media service providers to enhance operational efficiency and drive long-term revenue generation capabilities

Leveraging Copyright Protection and Digital Governance

Collaborate with government agencies and private sector partners to combat copyright infringement, establish systematic protection mechanisms, and foster a fair and competitive digital media landscape

Expanding Regional Access to Sports Content

Broaden live sports content distribution across regional markets through strategic partnerships, driving business growth while supporting the sustainable development of the sports industry



Strategic Partnerships for Responsible Service Excellence

Capitalizing on the strong viewership of its Premier League and FA Cup broadcasts, JAS has established strategic partnerships across multiple sectors to support subscriber base expansion. Collaborations with Monomax and AIS have strengthened the Company’s capabilities in expanding both individual (B2C) and commercial (B2B) customer segments, enhancing accessibility to premium sports entertainment content through diverse digital platforms. In addition, the Company has entered an exclusive strategic partnership with Lao Telecommunication Public Company, a leading telecommunications operator in the Lao People’s Democratic Republic, to officially broadcast live coverage of the Premier League (EPL) and the Emirates FA Cup in Lao PDR.

The Company also partnered with Plan B to support integrated marketing communications and an out-of-home (OOH) media network. This collaboration enhances brand awareness and broadens engagement with stakeholders across urban and community spaces nationwide.

JAS continues to advance its sports content ecosystem through strategic partnerships. By collaborating with streaming platform partners, the Company reduced the need for infrastructure investment of THB 381 million.* In addition, partnerships with network operators and advertising agencies have expanded consumer reach, enhancing nationwide audience penetration and operational efficiency.



*Based on the independent financial advisor’s opinion report

JAS Secures Premier League Broadcasting Rights in Vietnam

To strengthen its position in the global sports content market, JAS has entered a strategic partnership with FPT Telecom Joint Stock Company (FPT Telecom JSC), the operator of the FPT Play platform in Vietnam. Under this collaboration, matches will be broadcast across all distribution channels, including internet, cable television, IPTV, and OTT platforms, for a period of five and a half consecutive seasons from January 1, 2026. This collaboration aims to enhance sustainable value from the Company’s sports content rights investment by leveraging its expertise in rights management and strategic negotiations with international rights holders.





JasTel Signs Partnership Agreement with Pinthong Industrial Estate to Develop High-Speed Network for Digital Era Businesses

JasTel, a telecommunications network and internet provider under JAS Group, and Pinthong Industrial Park Public Company Limited (PIN) signed a strategic partnership agreement for the development of advanced digital infrastructure in Pinthong Industrial Estate 4, 5, and 6. Under this agreement, JasTel will be the sole provider of high-speed network in these areas. This partnership aims to strengthen technology infrastructure to support the industrial sector growth, enhancing the capabilities of businesses in the industrial estates and promoting sustainable technology development.



Technology Integration for Copyright Protection and Content Integrity

The Company places strong emphasis on protecting intellectual property rights and on safeguarding customers from the risks associated with illegal streaming. To this end, the Company has applied digital technologies to systematically detect, monitor, and prevent copyright infringement, tracking online content distribution and identifying potentially infringing activities across multiple channels. These efforts aim to strengthen the resilience of the digital ecosystem while encouraging consumers to access content exclusively through authorized and legally licensed platforms.

In parallel with these measures, JAS collaborated with the Premier League and its strategic partners to launch the "Boot Out Piracy" campaign to educate football fans about cybersecurity risks associated with illegal streaming sources. The campaign features globally recognized football players, including Martin Ødegaard (Arsenal), Amad Diallo (Manchester United), Raúl Jiménez (Fulham), Dan Burn (Newcastle United), and Matty Cash (Aston Villa), who help raise awareness and encourage audiences to stream on authorized and secure platforms when viewing Premier

League and Emirates FA Cup matches.

In addition, the Company works closely with government agencies, internet service providers, and relevant digital platforms, including AIS, to establish structural anti-piracy measures for both consumers and businesses. These collaborations focus on the development of advanced detection tools and monitoring systems to effectively address increasingly complex and rapidly evolving forms of digital copyright infringement, thereby supporting a fair, secure, and sustainable digital content ecosystem.

In the first 5 months of the 2025/26 season, the Company

106,396 LINKS

Blocked unauthorized links

705 URL

Disabled copyright-infringing URLs



Customer Satisfaction

JAS conducted a customer satisfaction survey on the viewing experience of the Premier League across its distribution channels. The results indicate a high level of overall satisfaction, with an average score of 80.4%, reflecting a positive user experience across multiple dimensions. Customers expressed satisfaction with pricing, supplementary content, and after-sales service. Notwithstanding the positive results, the Company proactively incorporated customer feedback to address identified gaps and further enhance service quality. These include increasing platform flexibility, expanding payment options, and enriching sports content offerings. These results underscore its commitment to elevating customer experiences while ensuring responsible and sustainable service excellence over the long term.

Cyber Security and Personal Data Protection

The Company recognizes the importance of safeguarding customers' personal data and has established a comprehensive Personal Data Protection Policy. The Company clearly communicates the terms and conditions of services to customers prior to their use. These policies are publicly disclosed through the Company's website and mobile application.

The Company does not collect, use, or disclose customers' personal data beyond the scope that has been disclosed and consented to by customers. In addition, the Company continuously develops and enhances its cybersecurity and personal data protection systems to ensure that customer information is appropriately safeguarded, securely stored, and managed in compliance with applicable laws and regulations.



2025 Performance

Complaints regarding
privacy infringements

0

Data leakage, theft, or loss
proven to have occurred

0

Channel for receiving suggestions and complaints

To provide suggestions or file complaints, please contact
Jasmine International Public Company Limited
Jasmine International Tower,
200 Floor 29-30, Moo 4, Chaengwattana Road,
Pakkred Subdistrict, Pakkred District, Nonthaburi 11120 Thailand

Online channel at



[Website](#)

In addition, we provided mandatory online trainings on personal data protection. This ensures that employees understand the importance of personal data and are equipped to effectively respond to potential data security and cybersecurity threats.

Cyber Security Awareness Program: “Stay Alert, Stay Secure” (for General Employees)

The Company recognizes that strengthening employees’ cybersecurity capabilities is a critical mechanism for risk management and long-term business sustainability. In this regard, a dedicated training program was conducted to enhance knowledge, understanding, and awareness of cyber threats, enabling participants to identify potential risks and unsafe behaviors in the use of information technology. The program also equipped employees with practical preventive measures applicable to both their professional responsibilities and daily lives. The three-hour session was delivered in both online and onsite formats, with 38 employees attending virtually and 4 participating in person, representing 79.2% of the target group. This initiative contributes to fostering a culture of secure information system usage and supports the long-term mitigation of the Company’s cybersecurity risks.



Cyber Security Awareness Program: “Stay Alert, Stay Secure” (for IT and Programmers)



The Company conducted the “Stay Alert, Stay Secure” (Cyber Security Awareness for IT and Programmers) training program to strengthen knowledge, understanding, and awareness of cybersecurity risks associated with the development and maintenance of information systems. The program equipped participants with the capability to identify, analyze, and mitigate potential threats arising from system development, implementation, and ongoing administration. It also reinforced secure IT operations and software development practices in line with relevant cybersecurity frameworks and standards, thereby reducing cyber risk exposure and enhancing the long-term resilience and security of the Company’s information systems. The three-hour program was attended by eight IT and programmer employees, representing 100% of the target group.



Innovation and Digital Leadership

Guided by its vision to “lead the future of technology and digital entertainment,” JAS actively drives innovation development throughout the organization. This enables the Company to deliver products and services that not only support business growth but also contribute to enhancing the nation’s technological capabilities and long-term competitiveness.

Since 2024, the Company has prioritized the application of artificial intelligence (AI) in the development of new innovations. This approach combines collaboration with international partners possessing advanced expertise with the continuous upskilling of employees to become “innovators” capable of initiating and scaling new ideas. These efforts focus on improving operational efficiency as well as developing new products and services that respond to the evolving needs of consumers in the digital era.

PEEP Share Lifesync: Strengthening Relationships, Preserving Memories, and Connecting Conversation

In 2024, Jasmine Technology Solution Company Limited (JTS), a technology solutions provider under JAS Group, launched PEEP Share, a cloud-based data storage platform designed to meet the needs of both individual and corporate users. The platform enables users to store files, conversations, and images within a high-security system, offering up to 20GB of free storage capacity. PEEP Share also features One-click Translation, allowing users to translate languages instantly with a single click. This function supports seamless communication across linguistic boundaries and enhances accessibility by enabling users to connect through diverse global languages.

In 2025, PEEP SHARE achieved strong and outstanding growth performance. The application recorded 323,000 actual downloads, exceeding the target of 200,000 by 62%. Monthly active users (MAU) reached 127,000, reflecting its strong market penetration and effective ability to meet user demand.



2025 Target

Number of Users	>200,000 users
2024	48,000 users
2025 Downloads	>323,000 users



LOOK LOOK for Every Pet Parent

Younger generations have embraced the “Pet Parent” trend, reflecting recognition of pets as family members. Driven by these evolving consumer needs, Jasmine Technology Solution Company Limited (JTS), a technology solutions provider under JAS Group, has launched the LOOK LOOK application, a digital platform that leverages artificial intelligence (AI) to enable an attentive and personalized pet care. The application features an AI assistant capable of analyzing data and responding to pet care-related inquiries, enhancing convenience and confidence in everyday pet care. Designed to align with the lifestyle of modern pet lovers in the digital era, LOOK LOOK enhances accessibility to pet care information while promoting responsible and informed pet ownership.



2026 Target

2025 Performance **10,000** users

2026 Target **80,000** users

Fostering an Innovation Culture

JAS prioritizes human capital development and the cultivation of an innovation-driven culture. To this end, the Company organizes an annual Innovation Contest for the second consecutive year, providing employees with opportunities to nurture creativity, strengthen their skills, and advance as innovation leaders contributing to organizational value creation.

In 2025, the Company launched the JAS Work+ 2025 program to promote practical application of Lean Thinking principles acquired through learning on the Coursera platform. The program aims to streamline work processes, increase operational efficiency, and enhance sustainable value creation. This initiative aligns with JAS Group’s vision to foster sustainable business growth and organizational resilience in a rapidly evolving environment. Projects incorporating artificial intelligence (AI) or applied knowledge from innovation-related courses were awarded additional evaluation points. In total, 317 employees participated, contributing to 37 projects.



317 employees participated

14 projects implemented

Results

Reduce operational costs

3.5 million baht

Reduce working time

830 hours/year



Supply Chain Management



Challenges and Opportunities

Effective digital supply chain management is a strategic driver in ensuring business continuity and enhancing competitiveness amid global uncertainties and rapid technological change. The Company recognizes that meaningful collaboration with suppliers is essential for building a strong and sustainable business ecosystem, particularly in the context of increasingly stringent social and environmental regulations, as well as rising expectations from all stakeholders. Joint partnerships with the Company's suppliers enables JAS to navigate challenges related to media ethics, data protection, and the environmental impacts of digital infrastructure. Through these collective efforts, the Company aims to deliver long-term sustainable value for all stakeholders.

Commitment to Responsible Business Operations

JAS is committed to optimizing supply chain management across the entire process of digital content creation and delivery. This includes minimizing potential negative impacts on both social and environmental dimensions arising from the Company's and its suppliers' business activities, such as intellectual property infringement and resource consumption, while ensuring transparency and traceability. Moreover, the Company has established policies aligned with applicable laws and international standards, and has systematically integrated ESG considerations into its procurement processes and supplier selection. The Company also places strong emphasis on developing the capabilities of its employees and suppliers to enable the creation of responsible content that reflects accountability to society and all stakeholder groups.

Management Approach

- Stipulate a Sustainable Procurement Policy that embeds 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 and collaborate with high-risk suppliers to provide suggestions for improvements
- Provide training programs for employees and suppliers to enhance sustainable supply chain management capabilities

Sustainable Procurement Policy

JAS places strong emphasis on effective, transparent, and accountable supply chain management, with the aim to drive sustainable business growth alongside its suppliers. This approach is guided by its commitment in environmental stewardship, social responsibility, and strong corporate governance and ethical business practices. Accordingly, the Company has established a Sustainable Procurement Policy that aligns with its sustainability framework, as well as applicable laws and regulations, to enhance competitiveness and foster long-term partnerships. The policy encompasses operational guidelines for executives, employees, suppliers, and all relevant stakeholders, ensuring that procurement processes are conducted in a fair, transparent and accountable manner. In addition, the Company encourages engagement with



suppliers who operate with integrity, uphold fair labor practices, comply with environmental and safety standards, and contribute to community and social development, thereby promoting shared value creation and sustainable growth for all.

For more information, please visit these links.



[Sustainable Procurement Policy](#)

Supplier Code of Conduct

The Company has developed a Supplier Code of Conduct grounded in sustainable development principles, encompassing comprehensive guidelines that cover human rights, labor standards, occupational health and safety, environmental stewardship, and business ethics. This framework is designed to encourage suppliers to effectively integrate environmental, social, and governance practices into their operations. The Company actively promotes strict adherence to labor and human rights standards among its suppliers, emphasizing non-discrimination, the provision of fair compensation that meets living expenses, and the promotion of safe and healthy working conditions. It also underscores the importance of efficient resource utilization, pollution reduction, and the adoption of alternative energy sources to minimize environmental impact. In addition, the Company places importance on conducting business with transparency and integrity, free from corruption. Suppliers are encouraged to disclose their social and environmental performance, as well as the measures undertaken to mitigate negative impacts on society and the environment. At the same time, the Company supports free and fair competition and stands ready to collaborate with suppliers who align with these principles to strengthen a resilient and sustainable supply chain.

Suppliers who have acknowledged the Supplier Code of Conduct in 2025

49 suppliers | or 100%*

*Number of suppliers of JAS

Supplier Segmentation

The Company's suppliers consist of both goods and service providers. To ensure effective supply chain management, the Company has established criteria to identify key suppliers across both direct (Tier 1) and indirect (Non-Tier 1) categories, as outlined below:

Criteria for Critical Tier 1 Suppliers

- Suppliers representing the highest 60% of the Company's total purchasing value
- Suppliers with strategic importance or specialized expertise directly related to the Company's business, which cannot be easily substituted
- Suppliers who have worked with JAS for a minimum of 5 years

Based on these criteria, the Company has identified 5 Critical Tier 1 suppliers, accounting for 10.2% of the Company's total supplier base.

Criteria for Critical Non-Tier 1 Suppliers

- Suppliers who provide important materials or services to the Company's Critical Tier 1 suppliers, where disruption would affect the ability of Critical Tier 1 suppliers to deliver goods or services to JAS

Supplier Category

	Number of Suppliers*	Proportion of Total Suppliers
Tier 1 Suppliers	49	100
Critical Tier 1 Suppliers	5	10.2
Critical Non-Tier 1 Suppliers	2	

*Number of suppliers of JAS



Supplier Screening and Selection

JAS has established guidelines for the selection of both new and existing suppliers, ensuring that procurement processes are aligned with its sustainability practices. Economic, social, and environmental considerations are integrated as key factors in the supplier evaluation process. All suppliers are required to formally acknowledge and comply with the Company's Supplier Code of Conduct, Sustainability Policy, and requirements related to safety, occupational health, and the environment, as well as other relevant corporate policies. This approach ensures the effective integration of sustainable supply chain management practices in accordance with international standards, while supporting long-term, sustainable growth for both the Company and its suppliers.

ESG-Based Supplier Selection Criteria

New Suppliers

1. Must have no conflict of interest with the Company's business
2. Must pass the Company's preliminary assessment covering occupational health and safety, human rights, social responsibility, and environmental aspects
3. Must acknowledge and comply with the Company's Supplier Code of Conduct, with clear operational practices aligned accordingly
4. Must be capable of delivering products and/or services within the agreed timeline, with appropriate quality and reasonable pricing

Existing Suppliers

1. Must have no conflict of interest with the Company's business
2. Must pass the Company's preliminary assessment covering occupational health and safety, human rights, social responsibility, and environmental aspects

3. Must acknowledge and comply with the Company's Supplier Code of Conduct, with clear operational practices aligned accordingly
4. Must be capable of delivering products and/or services within the agreed timeline, with appropriate quality and reasonable pricing

Supplier Risk Assessment

JAS has established a continuous process to monitor, audit, and evaluate supplier performance, with a focus on assessing economic and ESG-related risks on an annual basis. This approach promotes ethical awareness and strengthens compliance with the Company's established standards, ensuring that all suppliers operate in strict alignment with the Supplier Code of Conduct. In cases where a high-risk supplier is identified, the Company will provide guidance and collaborate closely with the supplier to improve processes, mitigate risks, and enhance overall performance. Such collaboration serves as a fundamental foundation for fostering sustainable business growth in the long term.

The Company adopts a risk assessment approach comprising two key methods:

1. **Self-Assessment:** Suppliers are required to conduct a self-assessment through the Company's evaluation system. For suppliers receiving a score of less than 50%, the Company will provide recommendations and collaborate with them to improve relevant processes, mitigate risks, and enhance overall performance.
2. **Onsite Audit:** Suppliers with a self-assessment score of less than 40% will be subject to an onsite audit conducted by the Company's representatives at the supplier's premises. This audit covers a comprehensive range of criteria across economic, governance, social, and environmental dimensions. Where risks are identified, suppliers are required to submit



a corrective action plan to the Company for further improvement.

Supplier Risk Assessment Results

The overall average ESG risk assessment score was 89%, with the following average scores by dimension:



Based on the results, the environmental dimension recorded the lowest average score. Approximately one-third of suppliers still lack environmental policies and defined environmental targets. In addition, about half of the suppliers do not systematically collect environmental performance data and lack environmental certifications. These gaps may pose risks of negative environmental impacts from operational practices, as well as potential legal risks related to non-compliance with environmental regulations. These insights will inform the development of targeted initiatives to enhance supplier capabilities and support sustainable growth across the supply chain.

Capacity Building for Employees and Suppliers

The Company strives to enhance the capabilities of both suppliers and employees who are involved in supply chain management, with the aim of promoting sustainable business practices across the entire value chain.

Employee Capacity Development Program

In 2025, the Company organized a "Sustainable Supply Chain: Driving Organizational Sustainability through Supply Chain Management" workshop for 35 employees whose roles and responsibilities relate to finance, procurement, and other relevant functions. The training aims to enhance understanding of sustainable supply chain principles and management practices, including components and scope of the supply chain, the distinction between supply chain and value chain, relevant international standards, and approaches to driving sustainable supply chains in accordance with the guidelines of the UN Global Compact. This enables the application of knowledge to improve operational processes related to suppliers and business partners while considering the holistic impacts to the environment, society, and the economy.

Credit Term

The Company has established standard payment terms of 30 days, with an average credit term for 2025 remaining at 30 days. The credit terms for each supplier are determined based on the supplier category, nature of work, and other relevant factors, such as the requirements of purchases. Details and conditions regarding invoicing requirements, payment conditions, and related procedures are clearly communicated with each supplier from the outset of the business relationship to ensure transparency and mutual understanding.





Supplier Capacity Development Program

Results from previous assessments indicated that many suppliers face challenges in environmental impact reduction. In response, in 2025, the Company organized training programs and collaborative activities with suppliers to enhance their knowledge and understanding of climate change and environmental impact mitigation. Key initiatives include:

- 1. Training on “Introduction to Greenhouse Gas Management”:** This training aims to build fundamental knowledge and understanding of climate change and basic greenhouse gas management, enabling suppliers to begin integrating these concepts into their operations. A total of 6 suppliers participated in this program.
- 2. Sustainable Innovation:** The Company encouraged suppliers to adopt the PEEP Share application to enhance efficiency and reduce travel and resource consumption, thereby contributing to the reduction of Scope 3 greenhouse gas emissions across the Company’s supply chain.
- 3. Enhancement of the Supplier Code of Conduct:** The Company communicated the Supplier Code of Conduct to new suppliers. The Company also promoted awareness of the importance of anti-corruption practices to suppliers and encouraged them to join the Thai Private Sector Collective Action Against Corruption (CAC), of which the Company is a member, to promote good corporate governance throughout the value chain.

Mitigation Plan for High-Risk Suppliers

For suppliers with assessment scores below 50%, the Company emphasizes a collaborative approach to enhance standards and performance. This includes the development and implementation of a Corrective Action Plan (CAP), which may involve providing in-depth guidance on sustainability risk assessments, supporting the development

of environmental and human rights policies, and establishing quality control systems for products and services. These measures aim to reduce structural risks and strengthen confidence in shared business continuity, while fostering long-term, sustainable partnerships.



ADVANCING DIGITAL INTEGRITY



4

ADVANCING DIGITAL INTEGRITY 48

RESPONSIBLE MARKETING AND COMMUNICATION	49
PEOPLE EXCELLENCE	51
COMMUNITY EXCELLENCE	67



Responsible Marketing and Communication



Challenges and Opportunities

In the global sports media and content industry, marketing communications related to live broadcasting rights are inherently complex. They encompass detailed terms and conditions governing rights usage, viewing restrictions, pricing structures, and distribution platforms. Any ambiguity or misrepresentation may result in customer misunderstanding, complaints, and potential legal or reputational risks, ultimately undermining stakeholder confidence and long-term enterprise value.

Amid these industry dynamics, the acquisition of exclusive broadcasting rights to the Premier League and FA Cup for six seasons across three countries represents a significant strategic milestone for JAS. Beyond its commercial value, this exclusivity reinforces our commitment to advancing positive societal impact and strengthening governance standards in marketing practices. It also underscores our alignment with principles of transparency, fairness, and accountability, consistent with international best practices among leading sports rights holders and content providers.

By upholding accountable advertising practices, the Company fosters enduring trust with football audiences, commercial partners, regulators, and stakeholders, while mitigating potential disputes. This dedication not only strengthens stakeholder relationships but also contributes to the sustainable growth and resilience of the Company's sports content business over the long term.

Management Approach

The Company has prescribed marketing communication guidelines to ensure the systematic management of Premier League broadcasting rights. These guidelines define the appropriate use of images, logos, and intellectual property in strict compliance with licensing agreements across all 4Os Media channels (Out-of-Home, Online, On-Air, and On-Ground) as well as through official fan pages and other social media platforms.

All promotional materials are subject to a formal review and approval process by the Legal Department. For major campaigns, prior approval from the Premier League is required in accordance with contractual obligations, ensuring that all communications relating to matches, clubs, and players are accurate, complete, and aligned with the Premier League's brand standards.

In addition, the Company strictly complies with applicable laws and ethical advertising standards, including the Consumer Protection Act and the advertising and marketing communication guidelines of the Advertising Association of Thailand. Furthermore, the Company maintains respect for the intellectual property rights of the Premier League and its affiliated clubs.



OFFICIAL BROADCASTER

Accuracy and Transparency in Advertising

The Company provides comprehensive and transparent product and service information, including service terms and viewing limitations, to safeguard consumer rights and enable informed, responsible decision-making. Pricing, subscription



packages, payment methods, cancellation conditions, and refund policies are communicated clearly and in an easily understandable manner. The Company also maintains robust oversight of business partners to ensure that communications are accurate, transparent, and aligned with Premier League requirements and standards.

Beyond transparency in disclosure, JAS is dedicated to responsible content selection and presentation, taking into account potential social impacts and the interests of vulnerable groups. Marketing communications are guided by the core values of the Premier League (Ambitious, Inspiring, Connected, and Fair), while upholding respect for diversity across race, religion, and culture. The Company strictly prohibits content that promotes violence, discrimination, or gambling, and instead emphasizes the positive values of sport, including fair competition and sportsmanship. Coverage is presented in a balanced and equitable manner across all teams to help foster unity among football fans.

Marketing communication efforts are regularly monitored and evaluated through social media sentiment analysis, engagement and conversion metrics, consumer feedback and complaints, as well as satisfaction surveys. Insights derived from these assessments are used to refine advertising content, service plans, and related offerings, reinforcing JAS's commitment to transparency, accountability, and sustainable value creation.

Communication Channels and Complaint Management

JAS provides multiple communication channels to enable customers to conveniently seek information, provide feedback, and submit complaints. The Company prioritizes accurate, clear, and timely responses, supporting informed customer engagement and effective issue resolution.



Communication Channels for Customers

- Call Center and Live Chat via streaming application
- Social media platforms
- Frequently asked questions (FAQ) on digital platforms

In addition, the Company has assigned a dedicated team responsible for receiving and managing complaints related to advertising and service delivery. A formal escalation mechanism is in place for complex cases or issues with potential widespread impact, such as advertising messages that may cause misunderstanding, a sudden increase in complaints, or matters concerning licensing rights and contractual obligations. The process entails cross-functional review, verification of relevant information, and the implementation of corrective actions in accordance with internal policies and applicable laws.

To strengthen customer relationships, remediation mechanisms are established to address potential consumer impacts. In cases where service delivery do not align with advertised representations, appropriate corrective measures, including compensation or refunds, are considered. Findings from complaint reviews and escalation processes are systematically applied to enhance communication standards, improve service quality, and reinforce internal oversight, thereby promoting customer confidence and long-term trust.



Complaints related to non-transparent advertising or services inconsistent with terms and conditions.

In 2025

0



People Excellence



Challenges and Opportunities

The rapid evolution of technology, shifting work models, and rising employee expectations have transformed human resource management. Modern enterprises can no longer concentrate solely on operational outcomes; they are required to prioritize the well-being, workplace safety, equity, and holistic development of their employees.

JAS acknowledges that effective human resource management encompasses employee health and well-being, workplace safety and fairness, talent retention and upskilling that support business priorities and digital transformation, and the promotion of an inclusive and diverse organizational culture. Meanwhile, these challenges also present meaningful opportunities to further strengthen workforce capabilities, enhance employee engagement, and reinforce the Company’s long-term competitiveness through systematic and sustained investment in people.

Commitment to Responsible Business Operations

The Company conducts its operations with employees at the heart of its strategy, recognizing their pivotal role in strengthening organizational resilience and long-term sustainability. The Company acknowledges that a strong commitment to health, safety, equity, and continuous learning empowers employees to drive sustainable business performance and broader stakeholder value. Accordingly, the Company adopts a holistic approach to employee care, encompassing the provision of appropriate and competitive benefits to promote well-being and quality of life; effective occupational health and safety management; the support for diversity, equity, and inclusion; respect for human rights; and talent development. Through these efforts, the Company continues to cultivate a work environment that supports the sustainable growth of both its people and the organization.

Management Approach

Topic	Approach
Human Resource Governance and Policy	<ul style="list-style-type: none"> Establish policy and practices for talent recruitment, management, and development under the principles of equity and non-discrimination Ensure strict compliance with labor laws, international labor standards, and internal policies Prescribe a Welfare Committee to oversee the provision of employee benefits and represent employees in discussions with the Company



Topic	Approach
Occupational Health and Safety	<ul style="list-style-type: none"> • Establish a comprehensive occupational health and safety covering the prevention of injuries and diseases arising from work • Promote health and well-being through activities, benefits, and working environment
Diversity, Equity, and Inclusion	<ul style="list-style-type: none"> • Mandate a clear Human Rights Policy and Labor Practices encompassing whistleblowing management • Embed the principles of diversity, inclusivity, and non-discrimination into the Company's culture • Encourage employee engagement in discussions and initiatives
Talent Development	<ul style="list-style-type: none"> • Support lifelong learning through trainings, upskilling, and educational platform development • Integrate employee development into the organizational strategy, risk management, and sustainability targets
Stakeholder Engagement & Disclosure	<ul style="list-style-type: none"> • Designate channels for employee feedback and complaints handling while ensuring fairness, transparency, and security • Disclose human resource management performance in an appropriate and accountable manner

Employee Welfare and Benefits

JAS places great importance on employees' well-being in order to foster motivation and engagement. The Company cultivates a work environment that supports productivity and provides appropriate benefits for employees at all levels. These efforts are complemented by wellness initiatives that promote work-life balance and positive workplace relationships. To support these objectives, the Company offers both fundamental and supplementary benefits as appropriate, continuously enhances the working environment, supports flexible working arrangements in line with the nature of each function, and organizes engagement activities to strengthen employee participation and organizational cohesion.



Welfare Committee

JAS has appointed a Welfare Committee to ensure appropriate benefits and compensation while addressing workforce needs. The Committee comprises employee representatives who play a key role in communicating employees' perspectives and recommendations on welfare and working conditions to management. It also proposes improvements, additional benefits, and employee-focused activities. This mechanism promotes fairness, transparency, and employee participation across the organization.

Additionally, the Company regularly monitors the effectiveness of its employee support programs through satisfaction surveys, feedback from internal activities, and consultations conducted through the Welfare Committee. Insights gathered from these channels are used to enhance benefits, improve the working environment, and strengthen employee support practices in line with evolving organizational needs.

Employee Well-being Promotion

Topic	2025 Performance
Ergonomic Principles Awareness	Provide information on ergonomic principles through internal channels, helping employees to adopt proper posture and working environment, thereby reducing the risk of work-related injuries and illnesses
Health and Wellness	Offer vaccination programs and annual health checkups and provide access to healthcare services to enhance employee well-being
Workplace Environment Enhancement	Improve workspaces that support agility and productivity through the 5s Program, promoting orderliness, safety, and workplace well-being. Also, provide a co-working space at the office building
Promotion of Physical Activity	Encourage employees to engage in physical activity through project implementation and facilities such as the JAS Virtual Run campaign
Stress Relief	Carry out training and activities which help to alleviate stress, such as the Hearty Massage project
Flexible Working Hours and Workplace	Implement flexible working hour policies, enabling employees to choose their working shifts. Moreover, support remote work based on employees' needs and specific circumstances
Family and Childcare Support	Provide employees with parental leave and family leave in accordance with labor law and offer comprehensive health insurance coverage for employees and their families, contributing to an improved quality of life for our workforce

Boost Day, Wednesday: Midweek Energy Initiative

The Company implemented the “Boost Day, Wednesday” initiative to promote employee well-being and foster a positive work environment that enhances productivity. Midweek snacks are provided to employees every Wednesday to help ease midweek stress, boost motivation, and strengthen employee engagement. The initiative contributes positively to employee retention and helps reduce long-term turnover-related costs by reinforcing employees’ sense of connection and commitment to the organization.



Output	<ul style="list-style-type: none"> Employee satisfaction rate of 93% (Evaluated at the first half of 2025) Reduce turnover-related costs by THB 420,000*
Outcome	<ul style="list-style-type: none"> Enhance employee engagement Reduce turnover rate Reduce hiring costs and costs of training new employees

*Data covers executives and employees at JAS

JAS Sandbox Market

JAS organized an internal marketplace initiative, providing employees with a platform to sell and exchange products within the organization. The activity was held from 8 a.m. to 5 p.m. at the lobby on the 29th floor of Jasmine International Tower. The initiative aims to create additional income opportunities for employees, strengthen positive relationships among colleagues, and foster a friendly and enjoyable work atmosphere. This project also forms part of the Company’s broader efforts to support employee well-being, enable employees to meet living wage, and enhance employee engagement.



Output	<ul style="list-style-type: none"> 10 employee shops registered 61 employees participated
Outcome	<ul style="list-style-type: none"> Enable employees to generate additional income and meet living wage Enhance employee engagement and relationships Cultivate a friendly working environment that support teamwork Foster an open and supportive organizational culture



Occupational Health and Safety

JAS prioritizes a safe and healthy working environment as a fundamental component of its workforce management. The Company has mandated comprehensive occupational health and safety policies and appointed a Committee to govern implementation, manage risks, and prevent workplace accidents. Additionally, the Company pledges to reduce work-related injuries and illnesses while promoting both physical and mental well-being, enabling employees to perform effectively, securely, and with a high quality of life over the long term.

The Company's occupational health and safety management framework encompasses risk prevention strategies, capability-building training, emergency response readiness, and employee well-being initiatives. The Company continuously monitors performance and reviews practices to ensure ongoing improvements. In addition, safety audits are conducted to identify potential hazards and ensure compliance with established measures. The findings inform the refinement of management practices, ensuring alignment with evolving operational conditions and emerging workplace safety considerations.

	2025 Performance	2025 Target	2026 Target
Number of work-related injuries that cause work absence of more than three days (L.T.I.F.R)*	0 case/ 1 million working hours**	0 case/ 1 million working hours	0 case/ 1 million working hours
Injury Frequency Rate (I.F.R)	≤ 3 cases/ 1 million working hours	≤ 3 cases/ 1 million working hours	≤ 3 cases/ 1 million working hours
Injury Severity Rate (I.S.R)	10 days/ 1 million working hours	≤ 12 days/ 1 million working hours	≤ 12 days/ 1 million working hours
Number of high-consequence work-related injuries causing permanent disability	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	≤ THB 1,000,000	≤ THB 1,000,000 /case	≤ THB 1,000,000 /case

*Lost Time Injury Frequency Rate (L.T.I.F.R) refers to work-related injuries that cause work absence of more than three days

Employee Well-being Promotion and Health Risk Prevention

In 2025, the Company strengthened its approach to preventive health management while proactively addressing work- and lifestyle-related health risks. A range of initiatives was implemented to support employees' physical and mental well-being in a comprehensive manner, reinforcing our commitment to a healthier, more resilient workforce.

Be Health, We Help Project

JAS collaborated with Pataravejsiam Thai Traditional Medicine School to promote preventive healthcare by providing health consultations and treatments based on traditional Thai medicine. The initiative aimed to reduce health risks associated with work and lifestyle factors while raising awareness of preventive health practices among participants. In 2025, the program was conducted on two occasions:

- The first session was held at Jasmine International Tower for employees within the JAS Group.
- The second session took place at Wat Chonprathan Rangsarit and was opened to the public, extending access to healthcare services to the surrounding community.

Both sessions reflect the Company's commitment to advancing preventive healthcare at both the employee and community levels, while contributing to sustainable improvements in overall quality of life.



<p>Output</p>	<ul style="list-style-type: none"> • Received a total of 179 participants for both sessions • Participant satisfaction rate • Session 1 (Employees): 93% • Session 2 (General public): 98% • Provided a financial support of THB 50,000
<p>Outcome</p>	<ul style="list-style-type: none"> • Minimize health-related risks from work and lifestyles • Promote preventive health management and awareness of employees • Support well-being and long-term work efficiency



2nd JAS Virtual Run

JAS encourages employees to engage in physical activity through a collective walking and running challenge totaling 43 kilometers, commemorating the Company’s 43rd anniversary. The initiative aims to strengthen physical health and promote consistent exercise habits, which are essential to maintaining overall well-being and reducing long-term health risks associated with modern lifestyles, such as non-communicable diseases (NCDs). In addition, the program fosters employee engagement and promotes relationships between employees and the Company, while reinforcing a corporate culture that values health and well-being.



Output

- 86 employees participated, increasing by 16 persons, or 23%, from 2024
- 72 participants successfully met the target
- Achieved an accumulated distance of 8,306 km

Outcome

- Enhance physical health and promote exercise habits
- Reduce long-term health risks
- Enhance employee engagement

JAS Sports Day 2025

JAS organized its first sports day, aimed at promoting the physical and mental well-being of all employees while fostering stronger relationships across companies within the business group.





Respect for Human Rights, Diversity, and Fair Labor Practices

JAS recognizes the importance of respecting human rights and ensuring fair labor practices throughout its business operations. The Company upholds the principles of human dignity, equality, and non-discrimination to foster a safe, fair, and inclusive working environment for all employees, as well as for stakeholders across the value chain, including customers, suppliers, and surrounding communities.

The Company pledges to conduct business responsibly, taking into account potential human rights, labor, and social impacts arising from our operations. At the same time, the Company promotes an organizational culture that values diversity, equity, and inclusion, enabling individuals to realize their full potential and contribute to driving the Company's sustainable growth.

Human Rights Policy and Fair Labor Practices

JAS operates under its Human Rights and Labor Practices Policy to ensure fair and equitable treatment of all stakeholders. This commitment covers key aspects including employment practices, compensation, capacity development, and the working environment, as well as respect for customer rights and the protection of personal data throughout the business process.

In addition, the Company prioritizes transparent, fair, and ethical procurement practices. The Company formally communicates and encourages its suppliers and business partners to comply with human rights principles and applicable laws. Through this approach, the Company reinforces consistent standards across the organization, subsidiaries, business partners, and suppliers. Its operations are guided by internationally recognized standards, including:

- The Universal Declaration of Human Rights (UDHR)
- The UN Guiding Principles on Business and Human Rights (UNGPR)
- The International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work
- The Convention on the Rights of the Child

These frameworks ensure that business activities are conducted with integrity, free from human rights violations, and consistently applied across the entire organization.

For more information, please visit this link.



[Human Rights and Labor Practices Policy](#)

Human Rights Risk Monitoring, Assessment, and Reporting

The Company has established systematic mechanisms to prevent, monitor, and receive complaints related to human rights and labor practices, covering all issues associated with human rights. These include discrimination, bullying, harassment, and all forms of rights violations. The process is guided by the whistleblowing framework, as outlined in the Code of Conduct and the Company's work regulations. The Company also places strong emphasis on protecting complainants, safeguarding the confidentiality of information, and preventing retaliation or unfair treatment against whistleblowers. These measures help ensure that the Company's grievance channels remain secure, transparent, and trustworthy.

In addition, the Company considers employees' views and feedback on human rights, labor rights, and working conditions as an integral part of the human resource management approach. Employees are encouraged to express their concerns through various internal mechanisms, such as internal communication channels and the Welfare Committee. These channels enable the Company to identify potential



issues that may affect the rights and fairness of stakeholders. Insights obtained are used to improve policies and practices where appropriate.

Whistleblowing System

For Employees

- Notify supervisors
- Notify the Human Resource Department:
Tel. 02-100-3095
- Notify the Office of Internal Audit:
Tel. 02-100-3118 or
e-mail audit_committee@jasmine.com
- Notify the Chairman of the Audit and Governance Committee:
e-mail KarlJamorn@hotmail.com

For External Stakeholders

- Online channel: www.jasmine.com/contact
- Send registered mail to
the Whistleblowing Unit, Jasmine International Public Company Limited
Jasmine International Tower,
200 Floor 29-30, Moo 4, Chaengwattana Rd,
Pakkred Subdistrict, Pakkred District,
Nonthaburi 11120 Thailand

Remediation Mechanisms for Human Rights Violations

JAS places importance on providing appropriate, adequate, and fair remedies to individuals who may be affected by human rights violations. The Company is committed to resolving issues in a timely and transparent manner while taking into account the specific impacts of each case. Remedies may be provided in both monetary and non-monetary forms through a fair consideration and mutual dialogue with affected parties, in line with clearly established frameworks and measures. Additionally, the Company has 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.

2025 Performance

No incidents regarding human rights violations
for the fourth consecutive year.

As a result, no remediation measures were required.

Inclusive Corporate Culture and Diversity, Equity, and Inclusion (DEI)

The Company strives to cultivate a corporate culture that respects human dignity, embraces diversity, and adheres to the principle of non-discrimination in all forms, including race, nationality, religion, gender, age, disability, marital status, ideology, and sexual orientation (LGBTQI+). The Company ensures equitable treatment in the hiring process, personnel development, and fair compensation in accordance with labor laws. The Company encourages an open and inclusive working environment through activities and employee welfare programs that respect diversity. To support the commitment, a prayer room has been provided on the M Floor of the Jasmine International Tower to facilitate employees in practicing their religious activities and promote acceptance of differences. In addition, the Company encourages employees to express their opinions and participate in constructive activities. The Company respects the freedom of peaceful assembly, rejects the use of forced labor and child labor, and upholds international labor practices, ensuring ethical practices throughout its business operations.

Pride Together 2025

In 2025, the Company implemented the Pride Together 2025 initiative aimed at strengthening gender equality and cultivating an inclusive and fair workplace for all employees. The initiative also seeks to encourage fresh perspectives, innovation, and creativity by embracing the diverse backgrounds and identities of the workforce. Key activities included internal awareness campaigns on gender equality, alongside opportunities for employees to take part in engagement initiatives. One highlighted activity invited employees to wear colorful attire, symbolizing the acceptance of differences and inclusion. These efforts helped foster a positive and welcoming workplace atmosphere while reflecting a corporate culture that upholds respect for individual dignity and the value of diversity.





Human Resource Management

Talent Attraction and Retention

JAS places strong emphasis on structured human resource management by aligning workforce planning and recruitment with its business direction. This approach cultivates a workforce with the knowledge, capabilities, and skills to support operations and long-term sustainability. Clear recruitment guidelines have been established to ensure transparency, fairness, and equal treatment. The Company provides equal access to employment opportunities for individuals from diverse backgrounds through multiple channels, including online platforms, academic partnerships, corporate introduction events, and internship programs. In 2025, JAS welcomed 14 interns from 11 educational institutions, supporting youth capability development and readiness for the labor market. Furthermore, the Company also continues to engage retired personnel with strong capabilities and specialized expertise. Four retired employees were rehired as consultants, enabling the continued application of their experience and knowledge.

Throughout the candidate selection stage, standardized criteria and assessment tools are applied while maintaining equal opportunity, recognizing individual differences, and strictly complying with labor laws. These practices reinforce confidence in a process that is impartial, transparent, and verifiable.

Number of Employees
237 Persons*



Male 144 Persons
60.76%



Female 93 Persons
39.24%

Breakdown by Level

	Male (Persons)	Female (Persons)
Top management	12	10
Middle management	12	14
Officer	119	69
Employees with disabilities	1	0

2025 Performance

Average recruitment expenses per total employees	THB 20,000
New hires	14 Persons (5.90%)
Internal transfer	2 Persons (0.84%)
Total voluntary turnover	21 Persons (8.86%)



Breakdown by Age	Male (Persons)	Female (Persons)
Under 25 years old	2	2
25-34 years old	38	22
35-44 years old	54	37
45-54 years old	39	27
55 years old	11	5

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

Human Resource Development

JAS is dedicated to continuously strengthening employee capabilities under its training and development policy, which is aligned with corporate strategy. Learning is promoted through multiple formats, including onsite sessions, online programs, hands-on learning, and internal knowledge sharing.

To ensure development initiatives are relevant and effective, the Company conducted a training needs survey to design programs that align with employees' roles, responsibilities, and expectations across all levels. In addition, a performance management system (PMS) is implemented to evaluate competencies in three key areas: core competencies, functional competencies, and management competencies. This framework supports the analysis of individual skills gaps, the establishment of key performance indicators (KPIs), and the formulation of skill development plans. Results of the evaluation also support decisions related to compensation, promotion, career path, and succession plan.

In addition, employee development is designed to prepare personnel for future key roles and responsibilities. In 2025, the Company promoted learning through digital platforms and courses designed to build future-ready capabilities, including digital technology, sustainability, safety, and governance. These efforts were complemented by programs aimed at strengthening soft skills and management capabilities, enhancing resilience to evolving business and industry dynamics.



Employee Skills and Capability Development

The Company actively promotes the development of employee capabilities. Thus, a wide range of training and development initiatives was implemented to enhance knowledge, skills, and competencies relevant to their roles. In 2025, a total of 61 employees from Jasmine International Public Company Limited participated in training programs, with an average of 25.62 training hours per employee, representing a total of 1,563 training hours.



2025 Employee Development

Average training hours
per person

25.62 Hours

2025 Employee Development*

Total training hours	1,563
Average training hours per person	25.62
Breakdown by Gender (Hours Per Person)	
Male	22.68
Female	27.68
Breakdown by Level (Hours Per Person)	
Top management	25.78
Middle management	30.47
Officer	23.72
Total training cost (THB)	1,238,078
Average training cost per person (THB)	20,312.75

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

Employee training and capability development are implemented through a structured approach that covers employees at all levels. Courses are in line with the organizational risk management, corporate governance, and sustainability objectives. Participation and progress in training are monitored through appropriate performance indicators aligned with internationally recognized disclosure practices. These initiatives serve as an important mechanism for strengthening the Company's competitiveness while supporting effective risk management and long-term growth.



Training and Development Programs

The Company offers courses on governance, sustainability, and safety as mandatory training and systematically monitors participation and completion. At the same time, lifelong learning is promoted through skills development programs and digital learning platforms. This supports the growth of employees and executives, aligning with the corporate strategy and sustainability objectives. In 2025, training programs were organized into three main categories as follows:

Category 1: Mandatory Courses and Risk Management Training

Topic	Course	Targeted Participants	Format	Indicator
Governance and Ethics	Code of Conduct & CAC Training	Employees	<ul style="list-style-type: none"> • Online • Classroom 	81.96% completion rate
Sustainability	ESG Risk Management	Employees	<ul style="list-style-type: none"> • Online 	100% completion rate
Supply Chain	Sustainable Supply Chain Management	Relevant functions	<ul style="list-style-type: none"> • Online • Classroom 	70.49% completion rate
Safety	<ul style="list-style-type: none"> • Fire Prevention Workshop and Evacuation Drills • Earthquake Response Practices and Preparedness 	Employees	<ul style="list-style-type: none"> • Classroom • Practical workshop 	62.29% completion rate



Category 2: Knowledge and Skills Development

Topic	Course	Targeted Participants	Format
Digital Learning	Online Learning through Coursera Platform (Access to over 10,000 on-demand courses)	<ul style="list-style-type: none"> Employees at all levels 	Online
Personal Finance	Good Money Plan, Great Happiness Course by Dr. Atchara Yomsin	<ul style="list-style-type: none"> Employees 	Classroom
Diversity	Workforce Diversity	<ul style="list-style-type: none"> Supervisors Middle Management 	Classroom

Category 3: Executive and Board of Directors Development

Topic	Course	Targeted Participants	Organizer
ESG Governance	ESG in the Boardroom	<ul style="list-style-type: none"> Board of Directors 	Stock Exchange of Thailand (SET)
ESG Management	ESG for Executives	<ul style="list-style-type: none"> Executives 	Stock Exchange of Thailand (SET)
Sustainability Disclosure	Sustainability-related Financial Disclosures (IFRS S1 / IFRS S2)	<ul style="list-style-type: none"> Executives 	Thai LCA
Governance	Risk Management, Governance, and Internal Control (Three Lines of Defense Model)	<ul style="list-style-type: none"> Executives 	Public Training



Topic	Course	Targeted Participants	Organizer
Environment	The 12 th Environmental Governance for Executive Officer (EnGEO 12)	• Executives	Department of Climate Change and Environment
	The 22 nd Executive Program in Energy Literacy for a Sustainable Future (TEA 22)	• Executives	Thailand Energy Academy
Board Skills	Director Accreditation Program (DAP 226/2025) and Advanced Audit Committee Program (AACP 59/2025)	• Board of Directors	Thai IOD

Employee Engagement

JAS values employees' input and opinions. The Company conducts an annual employee satisfaction survey to review and improve human resource policies, employee benefits, and talent development approaches to better align with employees' needs. In 2025, the Company improved its employee satisfaction assessment framework to further strengthen human resource management in line with the Company's business direction. The survey assessed employee engagement and satisfaction across five key organizational drivers: strategic alignment & AI readiness, agility & innovation culture, engaging leadership, career growth & skill mobility, reward & recognition, and well-being & DEI.

The 2025 survey results indicate an overall employee satisfaction score of 84%. The Company communicated the results to employees and use the insights as a basis for continuously improving human resource management practices.

	Performance				
	2022	2023*	2024	2025**	2025 Target
Employee Satisfaction Rate	79%	-	86%	84%	80%
Employee Participation Rate	70%	-	80%	94%	80%

*The Company did not conduct an employee engagement survey in 2023 due to organizational restructuring.

**The 2025 employee satisfaction survey excludes those in the probation period (those joining after September 30, 2025). A total of 223 employees participated in the survey, representing 94% of the total workforce across the JAS, PA, and JAS TV (237 employees) as of December 31, 2025.



COMMUNITY EXCELLENCE



As one of the leading technology service providers, JAS offers various services ranging from AI solutions and telecommunications to world-class sports content. The Company is dedicated to leveraging innovation through short- and long-term investments, while considering environmental and social impacts, as well as the well-being of customers and communities.

To facilitate community engagement at both local and societal levels, the Company encourages active participation from all employees, from the Board of Directors and management to operational staff, in designing and delivering initiatives that enhance community well-being. Together, these efforts strengthen a shared pride among employees and contribute to an improved quality of life for community members.

Moreover, the Company has established a process for gathering feedback from communities to identify their priorities regarding environment, social, and governance issues. This feedback informs community and societal development initiatives while supporting the continuous improvement of the Company's operations under three key focus areas:

1. Empowering Thai youth potential through access to technology and legally licensed content
2. Elevating environmental awareness and conservation through the efficient use of resources, waste reduction, and recycling
3. Enriching cultural heritage and community

- Determine clear project goals and metrics
- Encourage employee participation in community development initiatives by enabling activity proposals, maintaining regular communication on new projects and outcomes, and allowing participation during working hours
- Measure outcomes and gather feedback for improvement
- Ensure transparency in performance disclosure to stakeholders

Management Approach

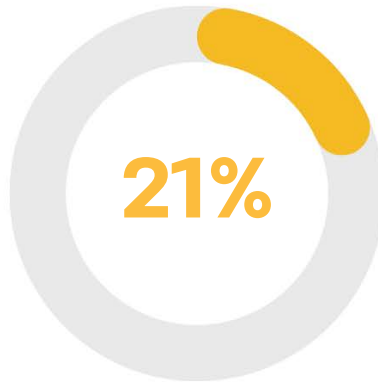
- Establish Sustainability and Administration department to oversee community engagement initiatives
- Develop policies and frameworks regarding community relations



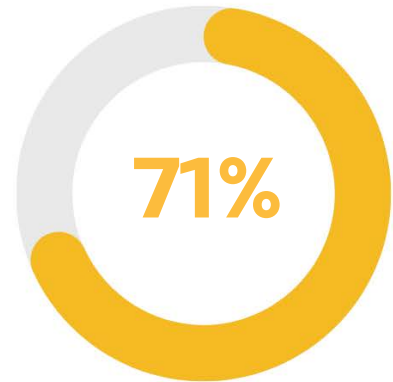
2025 Social Contribution Ratio



Social Impact Investment



Commercial Initiative for Social Impact



Charitable Contribution

Community Engagement Framework

Empowering Potential Through Digital Access

Providing youth access to global knowledge through technology-enabled and legal resources

Elevating Environmental Awareness

Inspire eco-conscious behavior and engage employees in initiatives that reduce waste for minimized environmental impact

Enriching Cultural Well-being

Drive participation in cultural activities, promote social inclusivity, support youth development in sports, and enhance community well-being



Empowering Potential through Digital Access

Hands-on Workshop for Children

JAS supported King Mongkut’s University of Technology Thonburi in organizing the “Kid Workshop: Fun with Robots at Sri Don Moon” to develop robotics skills and promote technological learning among youth. The workshop took place at Sri Don Moon Subdistrict School in Chiang Rai Province, with 45 students participating. In addition, the Company also contributed 50,000 baht to support the program, helping Thai youth cultivate innovation skills and gain equitable access to modern technology.



Elevating Environmental Awareness

Trash for Eggs Project



JAS organized the 3rd “Trash for Eggs” project to promote waste segregation and recycling among employees and office tenants at Jasmine International Tower. Through this initiative, more than 8,350 plastic bottles were collected and donated to Wat Chak Daeng, Samut Prakan Province, where they will be recycled into monk’s robes. This activity reflects the Company’s commitment to addressing environmental challenges associated with plastic waste, particularly PET bottles, which require a long time to decompose. The project helps reduce waste sent to landfill, encourages responsible resource utilization, and supports the principles of the circular economy. As a result of the project, the collected plastic bottles can be recycled into 556 monk’s robes, while contributing to a reduction of approximately 217.1 tCO₂e in greenhouse gas emissions.



Enriching Cultural Well-being

Million Merit Offerings for Buddhism Year 7

JAS executives and employees, together with Dr. Phichani Bodharamik Foundation for Children and Seniors, hosted a Kathin ceremony at Wat Buddha Phromyan, Chachoengsao Province. The ceremony raised THB 102,293,338 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. Additionally, JAS hosted almshouses and offered monk's robes along with the local community, strengthening community relationships and helping preserve local traditions through the merit activity.



Joyous Jasmine: Merit-Making for Songkran



JAS and Premium Assets Company Limited organized the 2nd "Joyous Jasmine: Merit-Making for Songkran" event at Jasmine International Tower on Chaengwattana Road to raise funds for Ramathibodi Hospital, which was recently affected by a fire incident. The event provided an opportunity for local shops and building tenants to set up sale booths, with proceeds from sales and donations totaling THB 10,876.25 donated to the hospital to support recovery and ongoing operations. This initiative reflects the Company's commitment to fostering a spirit of sharing, contributing to social causes, and promoting sustainable preservation of Thai cultural traditions during the Songkran festival.



Garland for Mom, Good Deeds for All

JAS and Premium Assets Company Limited organized a special “Garland for Mom, Good Deeds for All” event, in celebration of Thai Mother’s Day, at Jasmine International Tower on Chaengwattana Road. The event provided a space for employees and office tenants to come together to create soap garlands as heartfelt gifts for their mothers. In addition, this activity also featured secondhand market and handmade items, with participation from 15 small entrepreneurs. All proceeds, totaling THB 6,199, were donated to Baan Sudthavas Chalerm Phra Kiatr Charity Home for Destitute

Elderly Women in Nakhon Nayok Province, spreading love and encouragement to the elderly community.



Blood Donation with Thai Red Cross Society



JAS collaborated with the National Blood Centre, Thai Red Cross Society, to organize quarterly blood donation events for the third consecutive year, enabling an alternative channel for collecting blood for emergency needs and medical operations. This helps collect over 447 units of blood from 237 participants for the National Blood Centre.

Supporting Essential Supplies to Frontline Personnel

Jasmine International Public Company Limited (JAS), together with Jasmine Technology Solution Public Company Limited (JTS) and Mono Next Public Company Limited (MONO), jointly donated essential supplies and cash contributions totaling THB 2.5 million to the Second Army Area Commander. The support was provided to frontline military personnel who dedicate themselves to safeguarding the nation’s sovereignty.



Calendar Donation for the Blind

JAS provided 500 used desk calendars for Skills Development Centre for the Blind, Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen, to create learning materials such as braille books and braille story books. The Company also made a THB 5,000 financial contribution to support the center’s activities, promoting better life quality and equal opportunities for people with visual impairment. The activity reflects the Company’s commitment to creating added value from reusable materials while fostering learning opportunities for people with disabilities.

It also plays an important role in supporting sustainable social development and advancing equality within Thai society.



Hearty Massage



JAS organized the “Hearty Massage” program, in collaboration with the Skills Development Centre for the Blind, Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen, for the second consecutive year. This project provides career opportunities for people with disabilities and promotes equality and acceptance in the society. This also enhances relaxation and reduces stress for employees. 172 people who are blind participated in the program, generating a total income of THB 137,600.

Supporting the Establishment of a Special Needs School

Dr. Soraj Asavaprappa, CEO of JAS, donated THB 5 million to Ejan Foundation to support the construction of a special needs school in Thong Pha Phum, Kanchanaburi Province.





JAS-Monomax Support Youth Development and Inclusive Sports Engagement through Football

JAS and Monomax, the broadcasting platform for the Premier League and the Emirates FA Cup, organized the “Monomax Watch Party on the Beach” on Pattaya Beach on December 27, 2025. The activity featured a live screening of the Premier League big match between Liverpool and Wolverhampton Wanderers.

Two youth football teams, Monthong Wittaya and Pattaya City 7, also participated in the event, providing young athletes with opportunities to spark inspiration, encourage motivation, and connect with the broader football community. Participants also had the chance to meet and interact with the legendary player Steve McManaman, fostering aspiration and learning through role models.

This initiative supports youth development, encourages healthy lifestyles, and promotes the constructive use of leisure time. As leading

premium content providers, JAS and Monomax continue to enhance viewing experiences while creating inclusive and engaging sports environment. The event was attended by approximately 50,151 participants.



Donation of Sports Equipment to Support Education and Youth Development



Dr. Soraj Asavaprappa, CEO of JAS, and Mr. Sang Do Lee, President of JTS, led over 77 executives and employees in supporting educational opportunities for Thai youth. This

included the provision of education scholarships totaling THB 20,000, as well as the donation of sports equipment and gifts from employees and building tenants. A total of 201 donated items were delivered to students at Ban Pong Yor School and Wat Sammararm School in Ratchaburi Province to support the holistic development of students. This provides learning opportunities, promotes physical activity, and encourages the constructive use of leisure time. The activity also fosters a culture of sharing and develops sports potential among Thai youth, in line with the commitment to contributing to community development and social sustainability.



SUSTAINABILITY EXCELLENCE

5

SUSTAINABILITY EXCELLENCE 74

GREENHOUSE GAS AND ENERGY MANAGEMENT	75
WASTE AND WATER MANAGEMENT	87
ENVIRONMENTALLY FRIENDLY PRODUCTS AND SERVICES	91



Greenhouse Gas and Energy Management



Challenges and Opportunities

Climate change presents a significant and multifaceted challenge, with far-reaching impacts on natural resources, infrastructure resilience, energy costs, and business continuity. These impacts are particularly material to the telecommunications industry, which depends on reliable networks and systems. Thus, the rising incidence of extreme weather and the ongoing uncertainty associated with climate change pose escalating risks that require proactive enterprise responses. These challenges are further compounded by evolving environmental regulations and growing stakeholder expectations for effective, transparent, and accountable climate-related management.

In response to these climate-related pressures, governments and public institutions have intensified efforts to advance the transition toward a low-carbon economy. International and national frameworks, including the Paris Agreement and Thailand’s Nationally Determined Contributions (NDCs), provide a clear pathway for reducing greenhouse gas emissions and enhancing energy efficiency. These commitments are closely aligned with the United Nations Sustainable Development Goals (SDGs), particularly SDG 13: Climate Action. While such initiatives introduce new considerations for businesses, they also create opportunities for the Company to improve energy performance, optimize costs, and strengthen long-term competitiveness and value creation.

Commitment to Responsible Business Operations

JAS pledges to advance its climate change management through a comprehensive and structured approach. This commitment encompasses the reduction of greenhouse gas emissions, the optimization of energy efficiency, robust governance and oversight by the Risk Management Committee, and transparent disclosures aligned with applicable standards and frameworks. Climate change-related risks, including those linked to GHG emissions, are systematically integrated into the enterprise risk management framework. This approach enables the Company to strengthen its operational efficiency and accelerate the global transition to a low-carbon economy. Furthermore, the Company advocates for and supports public policies and regulatory frameworks on climate change at both national and international levels. The Company recognizes that policy alignment with the goal of limiting the global average temperature increase to well below 1.5°C is fundamental to fostering long-term economic resilience, competitiveness, and sustainable value creation. Moreover, the Company remains committed to constructive and continuous engagement with governments, regulators, and relevant stakeholders to contribute to the enhancement of climate-related policies, while ensuring the effective integration into our business strategy and operations.

Management Approach

Topic	Approach
Governance	<ul style="list-style-type: none"> Integrate climate-related issues into the Company’s Sustainability Policy and Environmental Policy Provide oversight through the Risk Management for Sustainable Development Committee

Topic	Approach
Risk Management	<ul style="list-style-type: none"> Assess both physical and transition climate-related risks across the organization Incorporate climate risks into the enterprise risk management (ERM) processes
GHG Management	<ul style="list-style-type: none"> Establish targets and collect greenhouse gas emissions data across Scope 1, 2, and 3, with verification in accordance with applicable standards Implement greenhouse gas reduction initiatives and promote environmental awareness throughout the organization
Energy Management	<ul style="list-style-type: none"> Enhance energy efficiency across buildings and operational equipment Execute electricity reduction programs and encourage energy-efficient behaviors among employees
Long-term Transition	<ul style="list-style-type: none"> Ensure transparent disclosure of climate-related information in line with international standards Aim to align operational practices with low-carbon economy pathways and ensure responsible investment decisions

Climate Change Governance

The Company integrates climate change considerations into its Sustainability Policy and Environmental Policy, designating climate change as a material issue that requires a systematic and structured approach. This integration enables the efficient mitigation of environmental impacts, while strengthening long-term business resilience and sustainable growth.

JAS has established a Risk Management for Sustainable Development Committee, comprising Board-level members, to oversee climate change-related matters. The Chairman of the Committee, an independent director, is mandated to supervise and monitor climate change management performance and to report progress to the Board of Directors. The Committee serves as the principal governance body responsible for the oversight of environmental, social, and governance risks, including those associated with climate change. Its responsibilities include setting policies, defining risk management measures, and providing strategic direction to ensure alignment with national targets and the Company’s climate-related commitments. In addition, the Committee also reviews and evaluates the effectiveness of climate-related risk management practices.

For more information, please visit these links.



[Sustainability Policy](#)



[Environmental Policy](#)



Climate Change Governance Structure

1

Board of Directors

- Review and approve climate change-related policies, goals, and strategy
- Monitor performance on sustainability and climate change management

2

Risk Management for Sustainable Development Committee

- Monitor climate change-related risks and opportunities and define appropriate risk management measures
- Oversee the development and review of policies, targets, and strategies related to climate change management to be approved by the Board of Directors
- Monitor the Company's sustainability performance, including climate change management, and report progress to the Board of Directors on a quarterly basis

3

Sustainability Working Group

- Assess the Company's sustainability risks, including climate change-related risks, and establish a risk management framework
- Formulate climate change management policies, targets, and strategies in line with national and international standards
- Monitor and report progress on sustainability risk management to the Risk Management for Sustainable Development Committee on a quarterly basis

4

Carbon Footprint Working Group

- Collect data on the Company's greenhouse gas emissions and oversee the verification of greenhouse gas management
- Develop projects and monitor performance related to greenhouse gas emissions reduction
- Monitor progress and report to the Board of Directors on a quarterly basis

5

Sustainability and Administration Department

- Drive the implementation of climate change-related risk management projects and enhance employee engagement across the organization
- Monitor climate situations affecting business operations

Climate Change-Related Risk Management

JAS recognizes the potential impacts of climate change on telecommunications infrastructure, office buildings, power systems, and network equipment that require high reliability. To address these challenges, the Company conducted climate risk assessments covering both physical and transition risks. These insights guide the development of appropriate risk management approaches, improve operational processes, and enhance long-term resilience across the organization.

To ensure effective implementation, climate change-related risks are fully integrated into the enterprise risk management framework and corporate strategy, ensuring that assessment

outcomes directly inform decision-making and climate adaptation planning. Key measures include designing and maintaining infrastructure to withstand extreme weather events, preparing backup power and network systems, and monitoring regulatory developments and low-carbon technologies.

Furthermore, the results of climate risk assessments also guide strategic decisions, project prioritization, and investment considerations related to infrastructure and energy use. This approach enhances the organizational adaptability, business continuity, and supports effective cost risk management over the short, medium, and long term.

Type	Timeframe	Description	Climate Adaptation Measures
Physical Risks	Short-term (1-5 years)	<ul style="list-style-type: none"> • Extreme weather events such as heavy rainfall, flooding, storms, and heatwaves may disrupt telecommunications infrastructure, power systems, and critical building equipment • Rising temperatures may increase the operational load on air-conditioning 	<ul style="list-style-type: none"> • Design equipment installation areas to enhance emergency readiness, including backup power systems and network redundancy • Maintain cooling systems and mechanical equipment on a continual basis • Develop a business continuity plan



Type	Timeframe	Description	Climate Adaptation Measures
		systems required to maintain stable conditions for network equipment	(BCP) to enable a rapid response to unforeseen events
	Medium and long-term (5-10 years)	<ul style="list-style-type: none"> Changes in natural resources, such as drought and water resource volatility, may affect utility systems and building maintenance activities 	
Transition Risks	Short-term (1-5 years)	<ul style="list-style-type: none"> More stringent government regulations and international standards on GHG reduction and climate-related disclosures may require enhancements to data collection processes and energy management practices 	<ul style="list-style-type: none"> Closely monitor applicable laws, standards, regulatory requirements, and clean energy trends Improve energy efficiency through initiatives such as transitioning to LED lighting and reducing energy consumption in office areas Consider investment adjustment and the adoption of alternative energy solutions to align with a low-carbon economy pathway
	Medium and long-term (5-10 years)	<ul style="list-style-type: none"> Energy cost volatility, driven by national clean energy policies promoting renewable energy, may affect future operational expenses The transition to a low-carbon economy may impact business models and future investment strategies 	

Greenhouse Gas Management

The Company places strong emphasis on the systematic management of greenhouse gas emissions, encompassing data collection, performance monitoring, and transparent disclosure. To enable effective implementation, a Carbon Footprint Working Group has been established to compile, verify, and report GHG emissions data in accordance with ISO 14064-1. The reported information is subject to external verification under ISO 14064-3. This includes direct emissions (Scope 1), indirect emissions from electricity consumption (Scope 2), and other indirect emissions (Scope 3). This process ensures data accuracy and reliability, while enabling informed planning and the implementation of emissions reduction initiatives.

Under its climate management plan, JAS has set targets to achieve carbon neutrality by 2030 and net-zero greenhouse gas emissions in the long term. These commitments are underpinned by initiatives aimed at reducing both direct and indirect greenhouse gas emissions. Key efforts include encouraging reduced reliance on private vehicles, implementing the “JAS Forest Planting” project to strengthen long-term carbon sequestration capacity, and improving energy efficiency measures through campaigns such as the “We Rest, Earth Rests” project and the transition to LED fixtures. These actions contribute to sustained reduction, both direct and indirect greenhouse gas emissions, and the achievement of the Company’s long-term climate objectives.

Performance	Unit	2025*	Short-Term Goal (2027)	Long-Term Goal (2030)
Carbon Intensity (Scope 1 and 2)	tonCO ₂ e/MB	0.0899 (Reduced by 25% from base year 2024)	Reduce 15% greenhouse gas emissions from base year 2024	Achieving carbon neutrality
Carbon Intensity (Scope 1, 2 and 3)	tonCO ₂ e/MB	0.3056 (Reduced by 33% from base year 2024)		

*The Company’s greenhouse gas emissions have been verified by the School of Energy and Environment, 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 2026.



Performance	2022*	2023	2024	2025**
Scope 1 (tonCO ₂ e)	27	86	53	12
Scope 2 (tonCO ₂ e)	155	221	356	336
Scope 3 (tonCO ₂ e)	-	1435	964	835
Scope 1, 2, and 3 (tonCO ₂ e)	182	1,435	1,373	1,183

*In 2022, only Scope 1 and 2 emissions were verified

**The Company's greenhouse gas emissions have been verified by the School of Energy and Environment, 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 2026

Environmental Support and Certifications

JAS places strong emphasis on responsible climate action to address increasingly stringent environmental requirements and to reinforce stakeholder confidence in its operations. In line with this commitment, the Company has implemented carbon management measures, obtained certification under nationally recognized standards, and supported carbon market mechanisms to drive measurable reductions in net greenhouse gas emissions.

In addition to offsetting unavoidable emissions through carbon credits, the Company has also joined as a member of the Thailand Carbon Neutral Network (TCNN), contributing to the collective advancement toward carbon neutrality in Thailand. In 2025, JAS received the Carbon Footprint for Organization (CFO) certification and the Carbon Neutral Organization

certification from the Thailand Greenhouse Gas Management Organization (Public Organization) (TGO) for the third consecutive year. These recognitions underscore the Company's commitment to strengthening and advancing climate management practices.



JAS Forest Planting for Green Revival

In 2025, JAS implemented a land restoration and long-term carbon sequestration enhancement project through forest plantation covering a total area of 500 Rai in Khao Khlung Subdistrict, Ban Pong District, Ratchaburi Province. The project aims to expand forest areas, enhance biodiversity, and serve as a key measure to mitigate greenhouse gas emissions in support of the Company’s long-term sustainability goals. Under Phase 1, forest plantation was completed across 74 Rai, comprising tree species with high carbon sequestration potential, including 272 Siamese rosewood trees and 12,921 brown salwood trees. This project is estimated to sequester 446 tCO₂e (for trees with a circumference greater than 15 centimeters),



with a seedling survival rate of 90 percent. These outcomes reflect the suitability of the plantation area and the effectiveness of ongoing maintenance and management practices.

Carbon Sequestration*



*Referring to the Manual on the Potential of Plant Species by Thailand Greenhouse Gas Management Organization (Public Organization) and Faculty of Forestry, Kasetsart University

Trees Planted

Siamese rosewood	272	Trees
Brown salwood	12,921	Trees
Survival rate	90%	

JAS Car Free Day

The “JAS Car Free Day” project aimed to encourage employees to reduce the use of private vehicles and adopt a greener transportation options, such as public transport, walking, and cycling. The initiative contributed to the reduction of greenhouse gas emissions from employee commuting (Scope 3: Employee Commuting), while fostering environmental awareness across the organization. Project activities included inviting employees to share photos or video clips of their environmentally friendly commuting practices through internal communication channels, inspiring broader participation and encouraging sustained behavioral change. Beyond reducing indirect greenhouse gas emissions, the initiative promotes employee well-being, alleviates traffic



congestion around the office building, and supports the development of an environmentally responsible corporate culture. The project was conducted from February to April 2025.



Output	<ul style="list-style-type: none"> Reduce Scope 3 emissions by 2 tCO₂e
Outcome	<ul style="list-style-type: none"> Raise awareness of carbon reduction through green transportation Promote employee health and well-being Reduce the number of vehicles and traffic congestion around office buildings

Awareness Building and Engagement in Greenhouse Gas Reduction

JAS recognizes that achieving sustainable reductions in greenhouse gas emissions depends not only on technical solutions and energy management initiatives, but also on the active engagement of all employees. To this end, the Company continuously implements environmental awareness campaigns that encourage responsible, environmentally conscious practices in both workplace operations and everyday life.

Tree Seedlings Giveaway

To encourage employee participation in expanding green spaces and enhancing carbon absorption, JAS partnered with the Nonthaburi Forest Nursery Center to distribute 1,000 tree seedlings to employees for planting at their homes or within their communities. The seedlings comprised a variety of drought-tolerant and shade-providing species, such as tamarind, jackfruit, golden trumpet tree, mahogany, and pink shower tree. Following the project, survey results indicated that more than 92.5 percent of participating employees expressed satisfaction with the activity and demonstrated an increased understanding of the benefits of tree planting. This initiative reinforces the importance of



increasing forest areas and mitigating carbon emissions at the household and community levels, extending the Company’s efforts beyond its operation and into society at large.

Output	<ul style="list-style-type: none"> 1,000 seedlings distributed Participant satisfaction rated at 92.5%
Outcome	<ul style="list-style-type: none"> Promote environmental awareness by deepening knowledge of tree planting and its benefits Enhance the expansion of green areas to support sustained carbon absorption

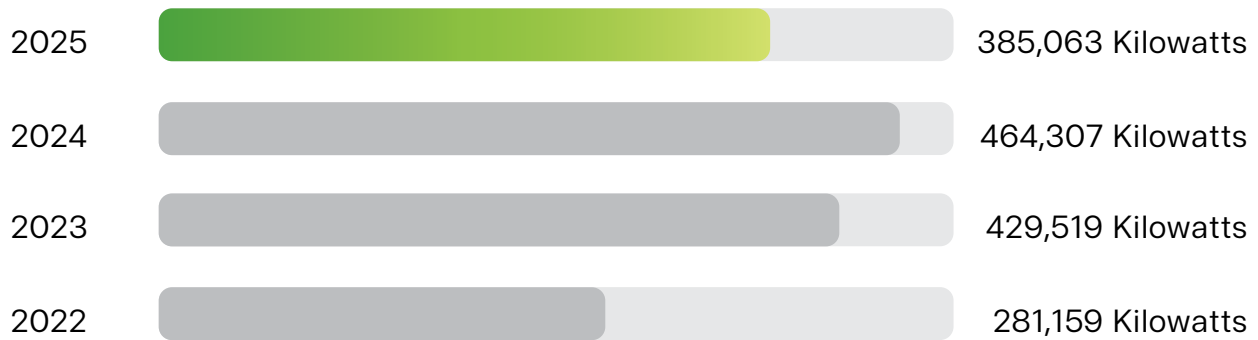


Energy Management

JAS recognizes that energy consumption represents a significant operating cost and a key factor influencing greenhouse gas emissions. Accordingly, the Company pledges to enhance systematic energy management that supports the achievement of our climate goals and the alignment with the United Nations Sustainable Development Goals, particularly SDG 7: Affordable and Clean Energy and SDG 13: Climate Action.

In 2025, the Company implemented a range of energy-related measures focused on improving the efficiency of building equipment, promoting energy conservation awareness among employees, and reducing electricity consumption in office areas. These efforts were complemented by continuous data collection and monitoring of energy use, enabling trend analysis and informing the development of long-term improvement plans.

Total Electricity Consumption



Performance

Total Electricity Consumption*	Unit	2022	2023	2024	2025
	Kilowatt	281,159**	429,519***	464,307***	385,063
	THB	1,742,070**	2,850,035***	2,876,894***	2,337,243

*Energy consumption data have been verified by Most Consultant Company Limited in accordance with ISO 14065:2013, covering electricity consumption data within areas under the Company's control and operational management

**Employees have returned to working from office after working from home from October 1, 2022

***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



We Rest, Earth Rests, 1-hour Lights Out

The campaign sought to enhance energy efficiency by implementing a lunchtime lights-off measure during the lunch break on the 29th floor of Jasmine International Tower. This initiative reduced unnecessary electricity use during non-operational periods and fostered a culture of energy conservation within the organization, supporting the Company's emissions reduction efforts. As a result, electricity consumption decreased from 260,092 megawatt-hours to 203,425 megawatt-hours in 2025, representing a reduction of approximately 22 percent. Beyond energy cost savings, the project also contributes to the achievement of the Company's greenhouse gas emissions reduction objectives.



Performance

Total Electricity Consumption	Unit	Q1/2025	Q2/2025	Q3/2025	Q4/2025
	Megawatt	51,373	53,631	54,146	44,275

LED Lighting Replacement

To enhance energy efficiency within office buildings, the Company implemented a project to replace fluorescent lighting with LED fixtures. These fixtures offer a longer lifespan, efficient illumination, and lower energy consumption. In 2025, 311 LED lighting fixtures were installed on the 29th and 30th floors, replacing 457 fluorescent tubes and supporting ongoing reductions in office electricity use. As a result, electricity consumption declined from 72.04 megawatt-hours to 24.52

megawatt-hours, representing a reduction of approximately 65.96 percent. This initiative not only reduced energy costs but also supported the Company's long-term greenhouse gas emissions reduction efforts. In addition, LED lighting has a longer service life and greater durability compared with conventional fluorescent lamps, resulting in lower maintenance frequency, reduced consumable costs, and improved overall efficiency of the building's lighting system.

Output	<ul style="list-style-type: none"> • Installed 311 LED fixtures
Outcome	<ul style="list-style-type: none"> • Achieve long-term reductions in maintenance costs and consumable material expenses • Lower energy consumption while enhancing workplace well-being by providing efficient, adequate, and comfortable lighting conditions • Align with organizational sustainability objectives, supporting the reduction of overall energy use and greenhouse gas emissions • Reduce electricity use by 47.52 megawatt-hours per year • Reduce greenhouse gas emissions by 23.76 tCO₂e per year



Waste and Water Management



Challenges and Opportunities

Amidst accelerating environmental change and heightened public awareness, effective waste management has become a key ESG priority that enables both environmental impact mitigation and operational cost optimization. Meanwhile, waste generated from business activities, particularly industrial and electronic waste, continues to increase across many sectors. Without a systematic management approach, such waste may pose risks to ecosystems and community health, while also challenging the Company’s ability to meet increasingly stringent regulation requirements.

Beyond waste management, water resources are also essential to business operations, especially to support the daily water needs of employees and tenants. Inappropriate water use may exacerbate long-term water scarcity risks and, in turn, affect business continuity.

Nevertheless, these challenges also present opportunities for the Company to strengthen resource management by minimizing the volume of waste requiring disposal, enhancing water-use efficiency, and encouraging responsible resource

utilization. Collectively, these efforts contribute to lower environmental impacts while reinforcing stakeholder confidence in the Company’s commitment to sustainable business practices.

Commitment to Responsible Business Operations

JAS is dedicated to conducting its business in a sustainable manner, with a strong focus on responsible waste and water management. This commitment is realized through continuous improvements aimed at reducing water consumption, as well as a systematic waste management framework encompassing waste segregation, resource recovery to minimize landfill disposal, and handling in full compliance with applicable laws and regulations. Particular emphasis is placed on the management of electronic waste, given its relevance to the Company’s core business operations. In addition, the Company encourages employee engagement and collaboration with business partners to foster environmentally responsible practices that support long-term business growth.

Management Approach

Topic	Approach
Environmental Policy	<ul style="list-style-type: none"> • Conduct business in accordance with the Environmental Policy, integrating measures to reduce environmental impacts and enhance resource efficiency • Strictly comply with applicable environmental laws, regulations, and standards
Water Management	<ul style="list-style-type: none"> • Implement measures to control and reduce water consumption, supported by ongoing performance monitoring • Promote water efficiency and awareness among employees

Topic	Approach
E-Waste & Waste Management	<ul style="list-style-type: none"> Manage waste in accordance with the 3Rs and circular economy principles Promote waste reduction initiatives and resource recovery
Stakeholder Engagement & Disclosure	<ul style="list-style-type: none"> Enhance employee and stakeholder engagement across the value chain Ensure transparent and consistent environmental disclosure

Environmental Policy

JAS operates under an environmental governance framework that supports sustainable growth through the systematic management of environmental impacts. The Company prioritizes efficient resource utilization, the reduction of both direct and indirect environmental impacts arising from operations, and full compliance with applicable environmental laws, regulations, and standards. The Environmental Policy serves as a guiding framework for operational practices and risk management, covering key areas including greenhouse gas emissions and climate change, energy and water efficiency, waste and electronic waste management, and the promotion of resource use aligned with circular economy principles. Performance monitoring, continuous improvement, and transparent environmental disclosure are integral to this framework.

For more information, please visit this link



[Environmental Policy](#)

Electronic Waste and Waste Management

JAS recognizes that ongoing technological advancements and evolving business practices have resulted in a growing volume of electronic equipment across the organization. Without a structured end-of-life management framework, the Company may be exposed to environmental and health risks associated with hazardous substances and heavy metals commonly found in electronic waste.

In 2025, the Company strengthened the approach to managing electronic waste and other waste streams through the application of the 3Rs principles (Reduce, Reuse, and Recycle) and the circular economy practices. Key initiatives include proper waste segregation, responsible resource consumption, and the prioritization of environmentally friendly products. These efforts support optimized resource efficiency and while mitigating long-term environmental impacts.

2027 Target

Amount of e-waste disposal to landfill = 0

Performance 2024 and 2025

Amount of e-waste disposal to landfill in 0 Kilogram



JAS EXPO

JAS continued the “JAS EXPO” project for the second consecutive year, reaffirming its commitment to resource efficiency and circular economy principles. This initiative promotes the reuse of second-hand assets, office equipment, and electronic devices that remain in good condition. Through this program, employees were given the opportunity to purchase or receive these items for continued use, thereby reducing waste generation and extending the useful life of internal resources. Assets that were not redistributed internally were donated to Suankaew Foundation (Wat Suankaew), Nonthaburi Province, ensuring optimal resource value while minimizing the volume of waste requiring disposal.



<p>Outputs</p>	<ul style="list-style-type: none"> • 134 pieces of office supplies • 71 pieces of furniture • 11 pieces of computer equipment • 8 pieces of network equipment • Employee engagement
<p>Outcomes</p>	<ul style="list-style-type: none"> • Minimize waste arising from the disposal of office supplies • Extend the lifespan of resources while reducing reliance on new materials • Reduce the generation of electronic waste • Promote circular economy practices and sustainable waste management • Raise environmental awareness across the organization

Water Management

JAS promotes responsible water stewardship, focusing on reducing consumption and encouraging prudent use throughout its operations. Moreover, the Company fosters employee awareness and participation in sustainable water practices to minimize unnecessary resource usage.

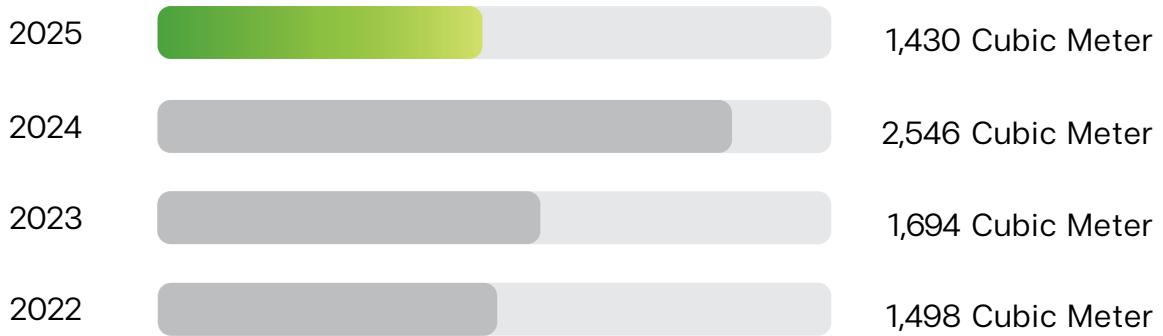
In 2025, the Company regularly inspected and enhanced building water supply systems, including adjusting water flow rates in the office areas, service centers, cafeteria, and sanitary fixtures to prevent excessive use. The Company continuously tracked and analyzed performance to assess outcomes and ensure that water conservation measures remained appropriate and effective over the long term.

JAS has set a target to reduce tap water demand while continuing to streamline water efforts. This supports efficient water use, environmental impact minimization, and the alignment of business operations with the conservation of natural resources.

🎯
2027 Target

Reduce Water Use
15%
from baseline 2024

Water Consumption



Performance					
Water Consumption	Unit	2022	2023	2024	2025
	Cubic Meter	1,430*	2,546**	1,694**	1,498
	Baht	28,554*	50,912**	33,885**	29,762

*Employees have returned to working from office after working from home from October 1, 2022

**The figures for 2023 and 2024 covered water consumption on floors M, 9, 29, and 30



Environmentally Friendly Products and Services



Challenges and Opportunities

As the global economy transitions toward digitalization alongside rising sustainability expectations, businesses face increasing pressure to design products and services that effectively meet customer needs while minimizing impacts on natural resources and the environment. Reliance on physical resources, travel, and redundant infrastructure may create negative indirect environmental impacts throughout the value chain. However, these challenges also present opportunities for the Company to develop digital products and service-based solutions that reduce the need to purchase tangible assets. Such approaches help reduce material consumption, minimize unnecessary travel, and improve resource efficiency. This enables the Company to create shared value

for customers, society, and the environment, while supporting the long-term transition toward a low-carbon economy.

Commitment to Responsible Business Operations

JAS is dedicated to advancing solutions that encourage responsible and efficient use of resources. Emphasis is placed on developing service models that lessen dependence on physical assets, mitigate environmental impacts across the value chain, and facilitate the shift toward a digital and low-carbon economy. Through this approach, the Company aims to generate lasting value for customers while supporting sustainable progress for both the organization and society.

Management Approach

Topic	Approach
Digital & Service-based Design	<ul style="list-style-type: none"> Develop products and services in digital formats or service-based models to reduce reliance on physical materials and resources
Shared Infrastructure	<ul style="list-style-type: none"> Promote shared resource utilization to minimize duplication and improve system-wide efficiency
Indirect Environmental Impact Reduction	<ul style="list-style-type: none"> Enhance service processes and customer engagement through digital channels to reduce travel, transportation, and other activities that contribute to indirect environmental impacts
Environmental Certification & Communication	<ul style="list-style-type: none"> Explore the adoption of environmental certifications or eco-labels for relevant products and services to enhance transparency and demonstrate the Company's sustainability commitment



Products and Services for Sustainability

The Company recognizes that products and services serve not only to deliver value to customers but also as an important mechanism for reducing indirect environmental impacts. By leveraging digital technologies, service-oriented business models, and optimized service systems across the group, the Company enhances resource efficiency while reducing reliance on physical materials. These approaches also help limit unnecessary travel and transportation activities, while enabling shared resource utilization across its businesses and services. Together, these efforts support the long-term transition toward a more digitalized and low-carbon economy.

As a holding company, JAS is committed to facilitating the transition to a low-carbon economy across its business ecosystem. To achieve this, the Company promotes a clean digital entertainment and service environment enabled by cloud-based technologies and shared digital infrastructure. This enhances resource efficiency and helps reduce indirect greenhouse gas emissions (Scope 3) arising from customer usage. In addition, the Company continues to guide and support our businesses in transitioning toward digital-first service models, with the objective of minimizing environmental impacts across the value chain.

Topic	Premier League Streaming Platform	PEEP Share Application	LOOK LOOK Application
Number of Downloads	1,620,000	323,000	10,000
Sustainability Attributes	Digital Entertainment & Zero-Hardware: A digital entertainment platform that does not require the installation of reception equipment such as satellite dishes or set-top boxes	Digital Communication & Cloud-Based File Sharing: An instant messaging application that promotes paperless communication and digital file storage, reducing reliance on physical documents and storage assets	Digital Pet Care: A digital pet care and record management system that reduces the use of paper documentation and physical storage
Resource Use Reduction	Reduce the use of physical resources required for manufacturing electronic equipment, and paper consumption, such as membership cards and coupons	Support dematerialization by reducing the need for new product manufacturing, thereby lowering electronic waste generated from device disposal	Replace paper-based pet health record booklets and plastic-based membership cards with digital alternatives



Topic	Premier League Streaming Platform	PEEP Share Application	LOOK LOOK Application
Travel Reduction	Reduce travel to sports venues by enabling remote access to live sports broadcasts	Reduce travel associated with data transmission through cloud-based systems and online communication	Enable digital consultation services for non-urgent pet health inquiries, reducing the need for travel to physical veterinary consultations

Through collaboration with partners and investments in environmentally friendly products, the Company has successfully built a digital community with more than 300,000 users. JAS fully supports the transition toward a decarbonized future by encouraging changes in consumer behavior, creating shared value for business, society, and the environment in the long term.

Environmental Certification

The Company aims to raise awareness of environmental impact reduction by communicating in-app features that help mitigate climate change to users. In addition, the Company plans to assess carbon footprint for its digital services and adopt energy management standards for cloud systems, in order to pursue appropriate environmental certifications relevant to software-based businesses.



OPINION SURVEY ON JAS SUSTAINABILITY REPORT 2025

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 JAS)

- Customer Shareholders and creditors Employees Communities and society
 Government agencies Business partners Suppliers

2. How did you receive this Sustainability Report?

- Received at the Annual General Shareholders Meeting Downloaded from website
 Other.....

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

- Study for investment purpose R&D Get to know the Company
 Use as guideline for your corporate Sustainability Report
 Other.....

4. Please provide feedback for this Sustainability Report 2025

Feedback to Sustainability Report 2025	Lowest	Low	Moderate	High	Highest
The information is complete and meets your needs.					
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?

- Yes No
 Other

Please provide the topic(s) that should be added

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OPINION SURVEY ON JAS SUSTAINABILITY REPORT 2025

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