



True CSR Targets 2025

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



CSR KPI

Priorities and SDG alignment	Business Benefit KPI	Social/Environmental Benefit KPI
<p>Improving education through digital and social inclusion</p> <div style="text-align: center;"> </div>	<p>1) Target revenue of True Click Life (education and media content) in 2025 = 80 MB</p>	<p>By 2025,</p> <ol style="list-style-type: none"> 1) Increase Unique Pageview of www.trueplookpanya.com by 33% from 2021 2) 60 partners participating in projects run by the Education and Academic Affairs department 3) Increase School Grading scores of 1,000 True CONNEXT ED schools by 50% from 2017 4) 20 million students, teachers, education personnel, under privileged people and vulnerable groups nationwide can access knowledge from all over the world by using our technology and media. 5) 50% of students, teachers, education personnel, under privileged people and vulnerable groups know how to use technology for educational purposes (e.g. ICT Literacy, Cyber Security)

Priorities and SDG alignment	Business Benefit KPI	Social/Environmental Benefit KPI
<p>Driving Innovations toward digital transformation, revenue enhancement, cost reduction, and new business opportunities</p> 	<ol style="list-style-type: none"> 1) 100% Value added (new revenue and cost saving) from innovative products, services, and processes. 2) 100 Number of property during 2021-2025 patents belonging to internal innovators and partners. 3) 20% (1 MB) Portfolio returns on investment in start-ups. 	<p>By 2025,</p> <ol style="list-style-type: none"> 1) 3,000 innovators developed through True's internal & external programs, helping to support innovation in a developing country (SDG 9 target). 2) 100,000 university students 10,000 staffs, 200 faculty members participating in True Lab's programs and upon completion of True Lab program continuing on to obtain jobs in TMT industry, helping to support innovation in a developing country (SDG 9 target) 3) 200 teams consult& pitching, 50 teams incubation though True Incube's programs leading to improved quality of life for small business owners and workers, helping to support innovation in a developing country (SDG 9 target)
<p>Bringing environmental awareness and conservation into the digital era.</p> 	<ol style="list-style-type: none"> 1) Brand reputation on social responsibility (market survey results quantitative rating) Note: Media value THB 5,000,000 	<p>By 2025,</p> <ol style="list-style-type: none"> 1) Improve education, awareness-raising and human and institutional capacity on climate change mitigation (SDG 13 target) 35,000 children 2) 6 million trees registered on We Grow platform

CSR Structure

