

SUSTAINABLE DEVELOPMENT REPORT 2013 Thaicom Public Company Limited



NEW FRONTIERS

CONTENTS

Message from the Chairman of the Board of Directors	2
Message from the Chairman of the Executive Committee and Chief Executive Officer	4
About Thaicom	7
Thaicom's Business Operations	8
Our Vision for Sustainable Development	11
Good Governance and Business Ethics	16
Practices for Economic Sustainability	19
Global Business for the Thai Economy	19
Innovations for a New Future	22
Environmental Sustainability	24
Environmental-friendly Business Practices	24
Social Sustainability	27
Thaicom's Stakeholders	27
Staff Relations and Development	28
Socially responsible Products and Services	33
Thaicom's Framework for Social Responsibility	34
Education and Learning Process Advocacy	34
Development of Community and Quality of Life	38
Disaster Relief and Recovery	39
Volunteering Support	40
About this Report	41
Awards and Achievements	42



New Frontiers

With our ongoing commitment to technological and business innovations, Thaicom PCL is on its way to becoming a world leader in the satellite business, and Thais can be proud that our country has been able to establish and export high-quality technological services across the globe.

Looking to the future, our vision is not focused solely on business success but is also aimed at reinforcing our connections with the communities that surround us, both in Thailand and around the world.

We are committed to using the knowledge, abilities, and technology we have acquired to create shared value for all of our stakeholders. At Thaicom PCL, we believe that the sustainability of our business is directly linked to the sustainability of the society we live in.

Message from the Chairman of the Board of Directors





Expanding the Knowledge Frontier

Thaicom PLC believes that sustainable economic, social, and environmental practices are fully compatible with the long-term profitability of our business. We provide satellite telecommunication services to create an effective network that not only enables communication systems and industrial development but also plays a role in Thailand's national security.

Throughout our company's 22 years in business, we have chosen socially responsible solutions that have created opportunities and ensured a better future for Thai society by propagating new knowledge, narrowing the digital divide, and enabling equal access to up-to-date information for people in every part of Thailand. We have always been committed to operating our business in a manner that contributes to our country's development. To this end, we have focused on human development by expanding and improving educational opportunities in Thailand in the belief that a strong education system leads to a strong nation.

In 1991, Thaicom PLC became the first provider of distance learning via satellite in Thailand, thereby creating opportunities for underprivileged children and people in remote parts of Thailand. Ever since then, we have continued to roll out social development projects. Today, our "Thai Kids, Thaicom" project plays an important part in the education of some 200,000 school children by donating and installing satellite dishes and receivers to 1,300 schools across the country.

Another significant component of our social responsibility program is our support for "constructionism", a modern development in educational systems endorsed by Thailand's National Education Act B.E. 2542 (1999). Constructionism promotes learning by doing and places children at the center of the learning process, both individually and as part of a team, so that knowledge acquisition becomes a natural habit they can maintain throughout their lives.

Over the course of 2013, Thaicom PLC's activities have demonstrated our commitment to creating shared value by building businesses with our partners, delivering better services to our customers, and growing together within a society equipped with the knowledge and opportunities necessary for improvement and sustainability at all levels. This year, we have compiled our first Sustainable Development Report in line with the Global Reporting Initiative (GRI). By charting our economic, social, and environmental progress, this report helps us recognize our strengths and identify areas in which we can improve. This report also declares our firm and enduring commitment to creating a sustainable future for our company and society as a whole.



Paron Isarasena
Chairman of the Board of Directors

Message from the Chairman of the Executive Committee and Chief Executive Officer



As one of Asia's leading satellite communications companies, we at Thaicom PLC are committed to ensuring that our business can look forward to a future of sustainable and profitable growth. To assure this, we are determined to engage all of our acquired knowledge, experience, and resources toward maintaining business practices that benefit society as well as each and every one of our stakeholders.

Rapid societal and environmental changes have led to new challenges for business. As an organization that places utmost importance on shared value within our company, Thaicom PLC is adapting in response to these evolving circumstances. By prioritizing social responsibility throughout our management and business structures, as well as within all of our various activities, we aim to institutionalize the concept of corporate social responsibility at Thaicom PLC and achieve our goal of sustainable development.

As part of our commitment to society, Thaicom PLC responds to those in need in times of crisis. When Typhoon Haiyan struck the Philippines in November 2013, we provided satellite communications and instigated a support network among our various business partners. We sent experts to install communication equipment for use by affected civilians and local officials. THAICOM-4 (IPSTAR), a high throughput satellite,

provided emergency responders and medical services with critical services such as Internet and telephone communications in the disaster zone. Earlier, in 2011, THAICOM-4 was put to similar use after the tsunami in Japan and, as a result, we became the first company in Asia to be honored with the Japanese Ministry of Internal Affairs and Communications (MIC) "Director General Award". Providing communications during a crisis, especially large-scale natural disasters, is crucial to any relief effort launched by local and international agencies. In a world where the frequency and severity of natural disasters is ever-increasing, we are prioritizing our commitment to disaster response.

At Thaicom PLC, responsibility begins with our own internal business practices. As such, we have developed a foundation and framework for good governance that is fundamental to our wider responsibility to society. It is a point of pride that we were ranked as a company with "Excellence Corporate Governance Scoring" in the 2013 survey conducted by the Thai Institute of Directors and the Stock Exchange of Thailand.

Indeed, 2013 has been a monumental year for Thaicom PLC, both in terms of our business progress and our plans for sustainable development. In addition to identifying our corporate social responsibility strategies and nine directions, in accordance with international standards and guidelines set by the Stock Exchange of Thailand, we have established an effective management model for social responsibility through the concept of "Creating Shared Value". Our aim is for all our staff to gain an in-depth knowledge and understanding of the importance of this program so that it can infuse every department and activity throughout the company. This is a crucial first step toward realizing our vision of the future; a future in which Thaicom PLC plays a lead role in promoting "Social Enterprise" that enables and encourages businesses to work towards creating sustainable value and benefits within the communities where we work.

Furthermore, Thaicom PLC has established a Sustainable Development Committee to monitor our corporate social responsibility activities and objectives. The committee produced this report, our first sustainable development report in accordance with guidelines from Global Reporting Initiatives (GRI), an internationally acclaimed reporting standard. We believe that this report will be of benefit to our shareholders, staff, and stakeholders by keeping them informed of our economic, social, and environmental progress. This report reflects our long-term commitment and dedication to corporate social responsibility and will help us chart programs that we believe will become the central component of a strong and sustainable future for our company and our society.



Suphajee Suthumpun
Chairman of the Executive Committee
and Chief Executive Officer



THAICOM 6



Thaicom Public Company Limited "THCOM"

Thaicom Public Company Limited, one of Asia's leading satellite operators, was founded in 1991 to deliver broadcast and broadband satellite communication services. Thaicom PLC's satellite engineers are highly experienced in providing communications and satellite management consultations and services for full-scale integrated telecommunications. To date, Thaicom PLC has launched six satellites into orbit and has three fully-functioning satellites in operation; while THAICOM-4 (IPSTAR), the world's first high throughput satellite, covers 14 countries in the Asia-Pacific, THAICOM-5 and THAICOM-6 are known as "Hot Bird" satellites and distribute broadcasting signals for more than 600 television channels across Thailand and the rest of Southeast Asia. Thaicom PLC's exemplary global-standard business practices and satellite technology have enabled the provision of broadband solutions throughout the region, including the provision of critical communication during large-scale natural disasters in Japan, China, and New Zealand, among other countries. On 6 January 2014, Thaicom PLC launched THAICOM-6 to further establish the company's status as a "Hot Bird" leader. In addition, Thaicom PLC opened up a new market on the African continent with the AFRICOM-1 satellite. Later this year, Thaicom PLC plans to launch THAICOM-7 into orbit to further increase bandwidth capabilities and expand coverage of the company's services.

Thaicom Public Company Limited is a listed company on the Stock Exchange of Thailand under the name "THCOM".



THCOM

Thaicom's Business Operations

Thaicom PLC, Asia's Business Leader in Satellite Communications

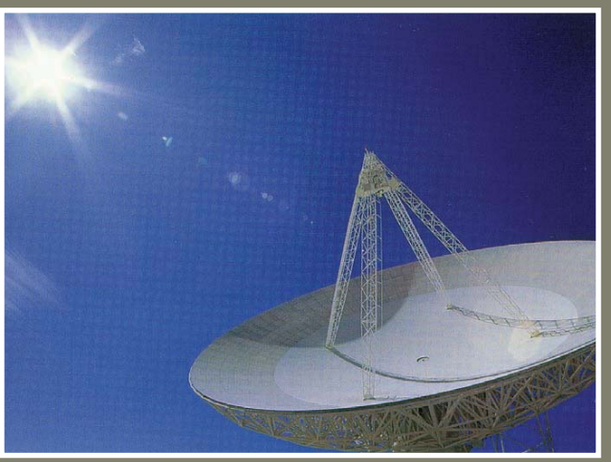
As one of Asia's leading satellite operators, Thaicom PLC is committed to the development of new innovations and technologies that link communities and build opportunities to ensure a better future for Thailand and the wider Asian region.

Thaicom PLC and its subsidiaries have business operations in four main areas: satellite communication services, telephone services abroad, Internet and media services, and telephone directory advertising services.

Satellite communication services: Thaicom PLC is the first and sole operator of communication satellites in Thailand under a 30-year agreement for the operation of Domestic Communication Satellites with the Ministry of Information and Communication Technology (MICT), which is due to expire in 2021. Thaicom PLC currently has three operational satellites, namely THAICOM-4 (IPSTAR), THAICOM-5, and THAICOM-6. We lease satellite transponders, and provide broadcasting television signals throughout Asia (as well as Australia, Africa, and Europe) in both Direct-to-Home (DTH) and Channel Distribution formats, Global Digital Television, and broadband services.

Under the Thaicom PLC umbrella, our subsidiaries provide satellite services throughout Thailand and across world. IPSTAR Co. Ltd., IPSTAR International Pte Co., Ltd., and IPSTAR Global Services Ltd. distribute bandwidth from THAICOM-4. Spacecode L.L.C. and Star Nucleus Co., Ltd. provide engineering development



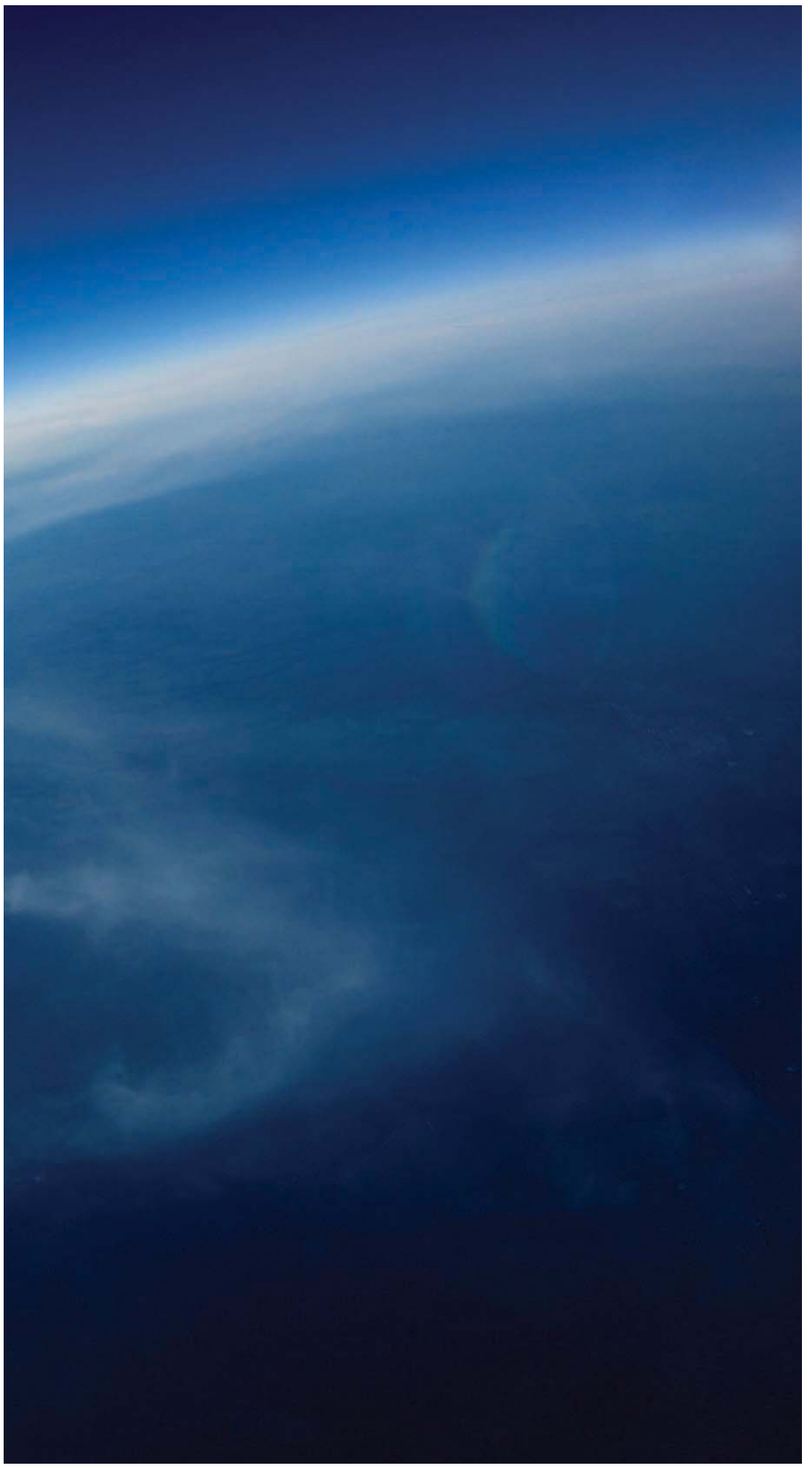


services for communications technology and electronics. IPSTAR Australia Pty Ltd. and IPSTAR New Zealand Ltd. provide IPSTAR services in Australia and New Zealand. IPSTAR Japan Co., Ltd. launched the world's first WiMAX network for commercial use in Japan via THAICOM-4 (IPSTAR). Thaicom PLC and Gilat Satellite Networks Ltd., a global leader in satellite network technology from Israel, have a Cooperation Framework Agreement to develop integrated services by connecting Gilat's teleport with THAICOM-4 (IPSTAR) to cater to customers the Asia-Pacific. In Addition, Thaicom PLC provides satellite television and Internet services through CS Loxinfo PLC.

Telephone Services Abroad – Thaicom PLC is the telephone service provider of wireless CDMA-450 telephones and cellular phones in the Lao PDR through Lao Telecommunications Co., Ltd.

Internet and Media Services – In Thailand, Thaicom PLC provides system integration consultancy services for broadband network, broadband content, and DTV satellite dishes through the operational arm of DTV Services Co., Ltd., while AD Venture Co. Ltd. provides mobile content (news and entertainment) and web portal services. Abroad, Cambodian DTV Network Ltd. supply satellite receiver sets and satellite television platform services in Cambodia, while Lao Telecommunications Co., Ltd. provides Internet services in the Lao PDR.


Thaicom PLC aims to create shared value for our customers, partners, and all relevant stakeholders by providing universal access to the benefits of satellite communication



Vision

As a leading satellite operator, Thaicom PLC is committed to harnessing the power of satellite technology to support sustainable development that benefits both business and society as a whole.

Mission

Thaicom PLC aims to create shared value for our customers, partners, and all relevant stakeholders by providing universal access to the benefits of satellite communication, both on a daily basis and during times of crisis. We are deeply committed to improving the economy, society, and environment in which we operate.

In line with our goal for strong and sustainable growth, Thaicom PLC has set a direction for the Company to be transformed into a High Performance Organization. This transformation will ensure that the Company operates on a sustainable business model while generating profits. Since 2012, the Company has already implemented change in three areas, namely organizational management, marketing





strategies, and sustainable development.Our organizational management strategy emphasizes robust development that includes financial performance, innovation, reputation, and people.

Our marketing strategies focus on appropriate market segments, which are the strength of the company.

Furthermore, we operate our business on a partnership model, and will enter into joint ventures or use existing assets to create maximum benefit and to develop more extensive integrated services.

Moreover, Thaicom PLC is emphasizing sustainable development by merging the concept with our operational structure. To this end, we are instigating business practices that prioritize environmental and social issues at every level of our organization. We are also upgrading social programs that will have a beneficial impact on society as well as our organization. By creating a culture of shared value within Thaicom PLC we will effectively equip and prepare our staff for these new frontiers.

Developing a Sustainable Business

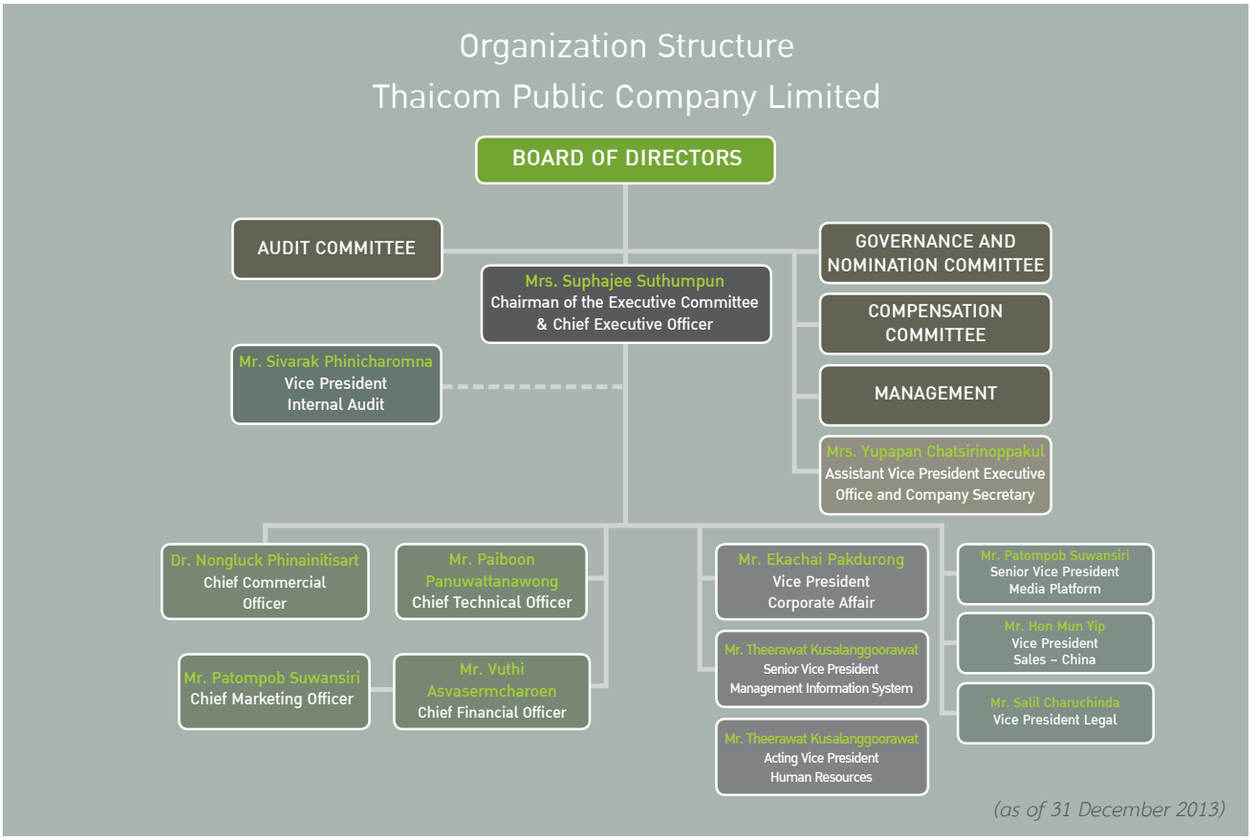
In keeping with accepted business practices for profitable and sustainable growth, Thaicom PLC pursues sustainable development according to the following principles, which outline our responsibilities both in business and toward our stakeholders:

- Thaicom PLC is committed to sustainable growth, which means working closely with the wider society, looking after the environment, and supporting the economic growth of communities in which we operate, especially those in the Asia-Pacific region.
- As a leading satellite operator, Thaicom PLC is committed to using our resources to build networks that benefit our stakeholders and create shared value for all sectors.
- Thaicom PLC is committed to creating shared value by supporting education and learning to expand future opportunities for Thai citizens, in accordance with our belief that **a strong education system leads to a strong nation.**

In continuation of plans laid in 2013, Thaicom PLC has established the following corporate social responsibility policies which cover economic, social, and environmental issues and take into account all of our stakeholders:

1. Corporate Governance

Thaicom PLC practices good governance through monitoring, transparent management, and responsibility. All stakeholders are treated in an equal and appropriate manner. Aware of our reputation and the confidence placed in us by the public, we are committed to being a good corporate citizen in each of the countries and regions where we do business.



** For more information on Thaicom PLC's organizational structure and details of the executive board please refer to our 2013 Annual Report.*

2. Business Practices

Thaicom PLC operates in a moral and ethical manner, with sincerity and integrity. We respect the law, support free trade, and avoid any action that might create conflict among our stakeholders. We are against all forms of corruption, maintain political neutrality at all times, and respect the traditions and culture of the societies in which we work.

3. Human Rights

Thaicom PLC conducts business with respect for personal rights and freedoms. We promote equality and are against all forms of discrimination or segregation according to gender, ethnicity, and/or social classes. We do not use child labor and will not participate in any activities that violate human rights.

4. Employees

- Employees are our most valuable asset.
- We foster an organizational culture derived from the core values of our company while still upholding our Thai identity.
- We encourage all employees to fulfill their full potential through workshops, training and knowledge acquisition, as well as performance appraisals and benefits.
- We operate in strict accordance with labor laws and aim to create an environment in which our employees have a happy work-life balance and a safe and sanitary workplace, with full access to health welfare.
- We enable and encourage our employees to volunteer and become involved in social activities that contribute to the betterment of society.

5. Customer Relations

Thaicom PLC offers quality products and services that are safe and reliable. We aim for maximum customer satisfaction by focusing on product performance and excellent services that respond directly to our customers' needs. We aim to build a long-lasting relationship with our customers and are committed to responding wholeheartedly to any demands and problems they may have.



6. Partnerships and Alliances

In the interest of shared benefit and growth, Thaicom PLC aims to create long-lasting mutually supportive relationships with our business partners and alliances. We treat all partners equally, and strictly adhere to all contractual and operational agreements, and follow transparent and fair selection policies for partnerships, procurement, and hiring.

7. Innovation

Thaicom PLC believes that the ability to innovate is critical to our business and that it will lead to the sustainable growth of our industry and benefit society as a whole. Our employees are encouraged to take an innovative approach to technology, work processes, and business models through the development of the products and services we offer in response to customers' needs and by building cooperative relationships with our business partners and alliances.



8. Community Relations

- Thaicom PLC is committed to creating shared values for business and society in all of our transactions in order to foster sustainable growth for business, community, and society.
- Thaicom PLC has instigated a policy to build relationships with local communities in the areas we work in, to establish their needs and collaborate in projects that will improve their quality of life.
- Thaicom PLC believes education an important foundation for the development of the country, society, communities, as well as businesses. To this end, we have instigated a policy to utilize our products, services, and human and other resources to support the development of community educational outlets to improve quality of life and ensure sustainable growth.
- Thaicom PLC believes it is our duty to provide communication services when disasters strike in the areas we work. We will work with our clients, business partners, and other organizations, to assist the disaster-affected population as quickly as possible.

9. The Environment

Thaicom PLC's policies emphasize environmental protection and the efficient and maximum use of resources. We focus on building an organizational culture of environmental awareness and supporting environmental projects, both within the company and beyond. Our employees take every precaution to prevent our business operations from having a negative or damaging effect on the environment.

Guidelines for Sustainable Development Management

Thaicom PLC's vision is to use the benefits of satellite technology for the sustainable development of both our business and society as a whole. In 2013, we took the major step of establishing directions for sustainable growth that are both focused and effective. This resulted in the establishment of the Thaicom PLC Sustainable Development Committee. The Committee is chaired by the Chairman of the Executive Committee and the Chief Executive Office, and its members are high-level executives who are responsible for determining relevant policies, strategies, and plans, as well as monitoring related activities.

In 2013, we also set up a working committee called "SD Champion 2013", to push forward the concept of sustainable development within our organization. Comprised of executives and working groups from various departments, the committee identifies operational plans for sustainable growth that are consistent with Thaicom PLC's vision and business direction. The committee is also responsible for reporting on the company's sustainable development in the economic, social and environmental spheres and communicating relevant information with stakeholders. Information from these reports will be used to improve our future performance.

** The information can be downloaded from www.thaicom.net, www.ipstar.com*

Good Governance and Business Ethics



"Thaicom PLC was ranked as a company with an **"Excellent CG Score"** in the 2013 survey conducted by the Thai Institute of Directors and the Stock Exchange of Thailand."

Throughout our operations, Thaicom PLC has always adhered to the principles of good governance and ethical conduct, as outlined in our 2013 "Corporate Governance Policies". We have raised our standards by covering all aspects of shareholder's rights and equal treatment, the role of stakeholders, information disclosure and transparency, and the role and responsibilities of the committee overseeing our adherence to the Stock Exchange of Thailand's principles of Corporate Governance Excellence. Due to our ongoing efforts toward good governance, Thaicom PLC was ranked as a Company with an "Excellent" CG Score in the 2013 survey conducted by the Thai Institute of Directors and the Stock Exchange of Thailand.

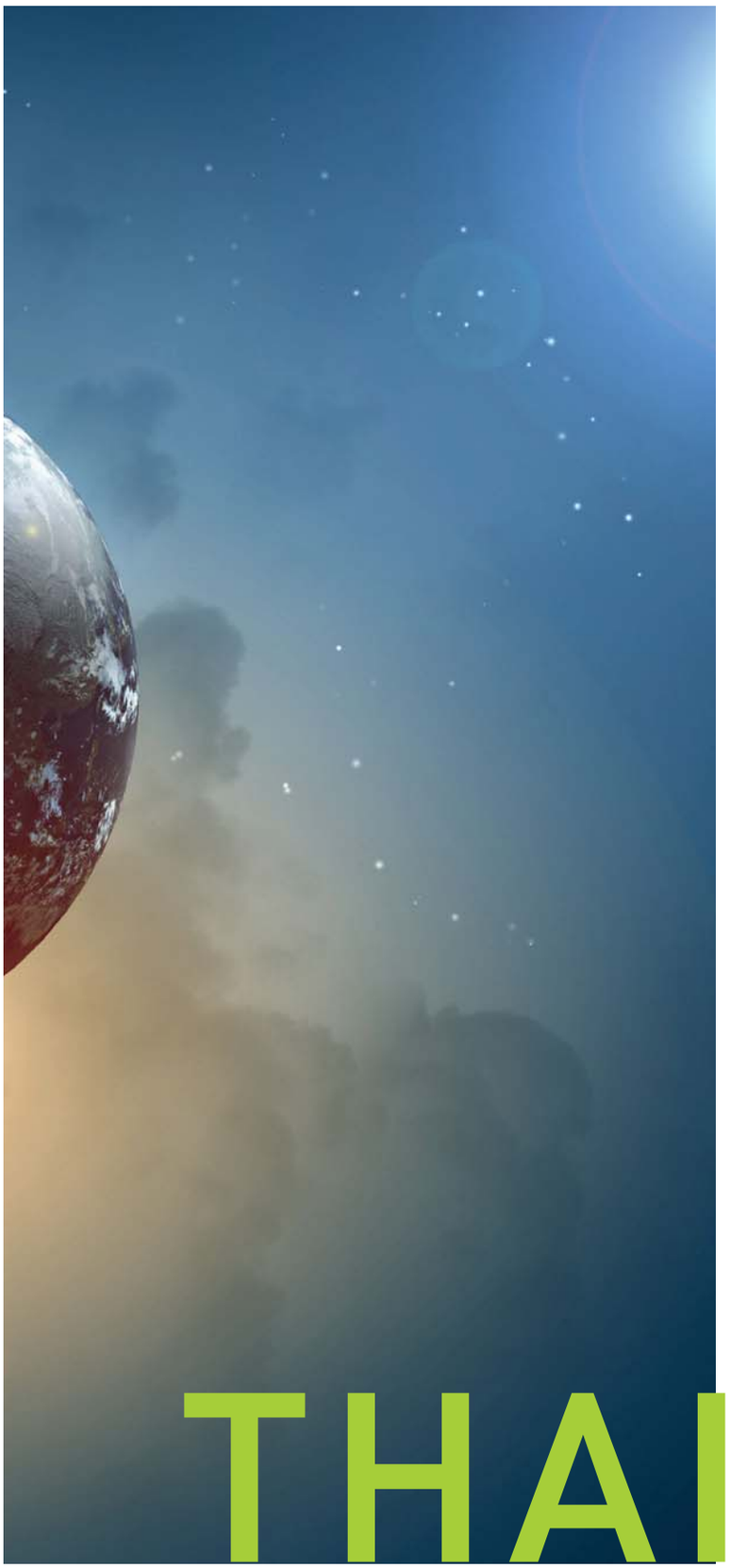
In order for our entire organization to comply with the principles of good governance, Thaicom PLC has compiled a Code of Conduct manual for our employees. The manual's contents, which are in keeping with our organizational values and culture, include the following:

- All employees must abide by the law.
- Employees and directors must avoid any conflict of interests.
- Directors, executives, and employees must not accept any monetary or other kind of personal gratuity from clients, partners, or individuals in relation to their work at Thaicom PLC.
- Thaicom PLC is against all forms of corruption.
- Work duties must be performed with responsibility toward all our stakeholders, from shareholders, clients, partners, and competitors to society and the environment as a whole.
- Directors, executives, and employees must strictly adhere to the Code of Conduct; any transgressions will result in disciplinary action according to the law or at the company's discretion.

Thaicom PLC's directors and executives serve as role models for following the Code of Conduct. New employees receive training and ongoing support to ensure they are well-informed and can act accordingly. Witnesses to any transgressions are able to report directly to a supervisor safe in the knowledge that our company maintains a policy of confidentiality and protection.

** For more information, please refer to Thaicom PLC's Business Ethics Guideline.*





Global Business for the Thai Economy

Thaicom PLC recognizes economic management as one of the three integral and connected mechanisms toward sustainable development, alongside social, and environmental management. Accordingly, we place a priority on creating ensured profits for our business stakeholders. To this end, we develop high-quality cost-effective satellite communication networks that meet consumer needs and strive to create a robust telecommunications industry that will generate income opportunities for people working in related fields (from radio and television content producers, satellite radio and television operators, cable television providers, television subscriber services, and equipment installers to those in telecommunications such as cellular phone operators, Internet service providers, and advertisers on satellite television and radio, etc.)

As Thaicom PLC is an upstream service, our provision of satellite services also generates opportunities for other related businesses. Though the demand for satellite services is increasing, current availability is limited; if demand were to surpass availability and access to satellite communications network had to be curtailed, related industries would be negatively affected.

THAICOM

THAICOM GLOBAL DIGITAL BROADCAST NETWORK







According to the Satellite Industry Association's assessment of the economic value of services provided by one satellite over the course of 15 years, the approximate income generated for all related businesses is 68 billion baht. This amount can be divided into different categories, as seen in the following table.

Thaicom PLC's satellite business has brought both direct and indirect profits to the national economy, especially by stimulating investment in information technology that has led to a cycle of economic expansion. Additionally, Thaicom PLC's satellite communication services in Thailand have created

Estimation of proceeds generated by a satellite communication network and the development of related business and industries.

Type of business	Percentage	Values (million baht)
Satellite transponder services	10%	6,804
Cellular phones	1%	680.4
Teleports	34%	23,133.6
Satellite TV and miscellaneous services	55%	37,422
Total	**100%**	**68,040**

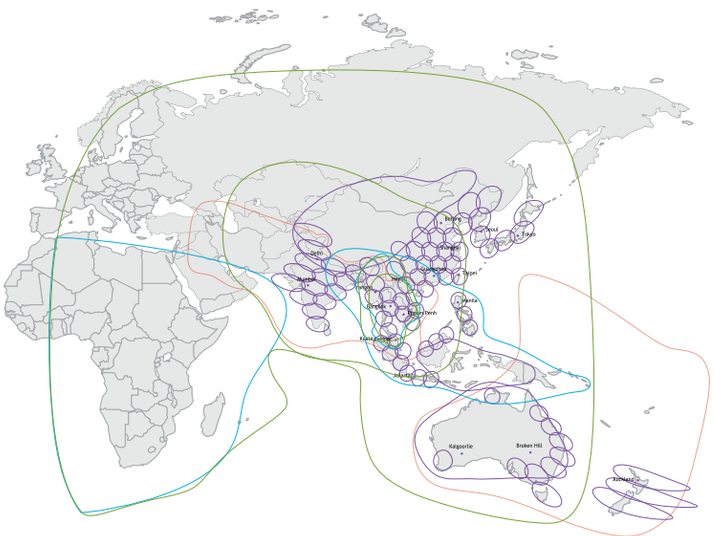
a “footprint” for providing services in many other countries, thereby boosting Thailand’s economic growth through the exportation of technological services. Further benefits to the Thai economy come from Thaicom PLC’s emphasis on business innovations and technological advancement, which has given us a competitive edge and made us a leading satellite operator in the international area.

Additionally, Thaicom PLC’s operations provide economic benefit to stakeholders through dividends to our shareholders, payment and compensation to our business partners, salary and welfare to our employees, contributions to community projects, general donations, and tax payments to the government for further national development.*

Every satellite that Thaicom PLC launched has, according to the agreed satellite concession, been transferred to government ownership. To date, six satellites (THAICOM-1 to THAICOM-6) have been transferred from Thaicom PLC to state ownership. In addition, Thaicom



PLC gives 20.5% of its profits on sales of satellite transponders to the Thai government; during 2016-2021 this share will be increased to 22.5%.



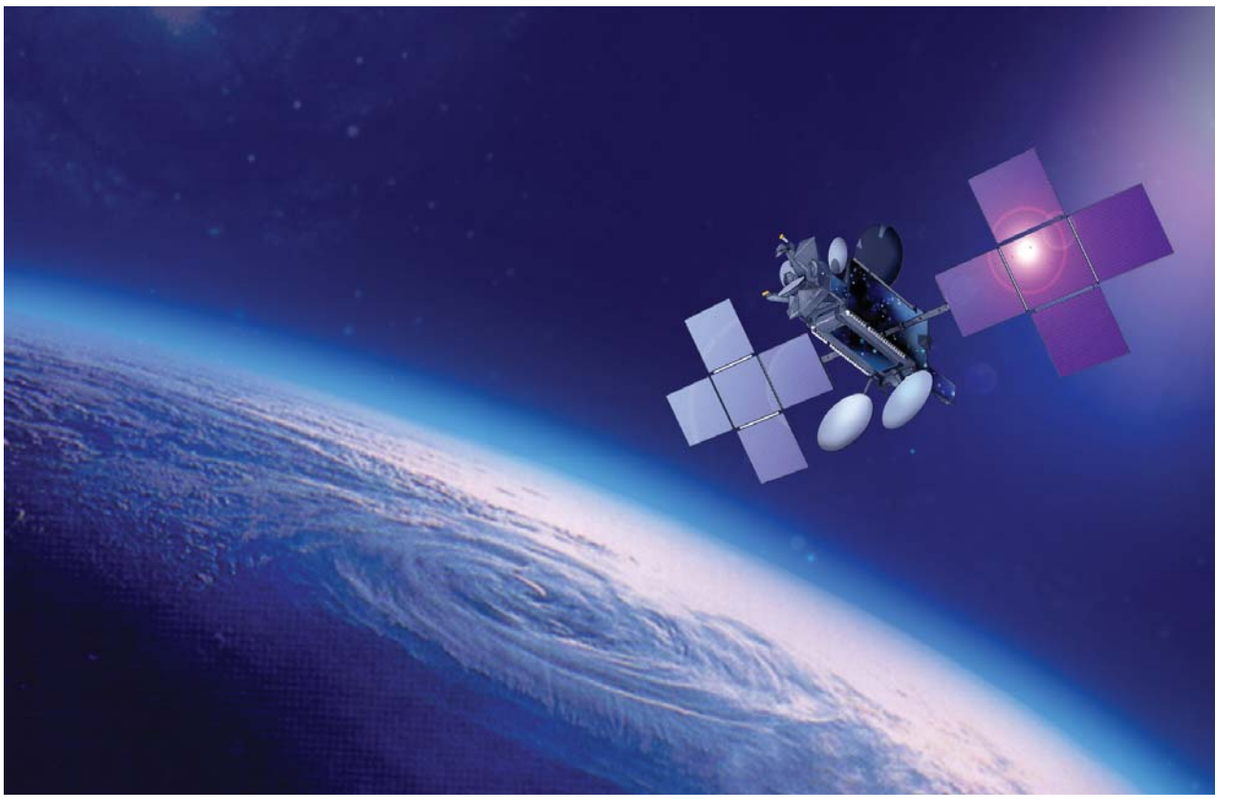
THAICOM-4 (IPSTAR)
- Gateway
- Spot Beams
- Shaped Beams

THAICOM-5
- C-Band Regional Beam
- C-Band Global Beam
- Ku-Band Spot Beam for Thailand
- Ku-Band Steerable Beam for Southeast Asia

THAICOM-6
- C-band Southeast Asia Beam
- C-band Africa Beam
- Ku-band Southeast Asia Beam

THAICOM-7
- C-band
- C-band

** For more information please see Thaicom PLC Profits and Expenses in the 2013 Annual Report.*

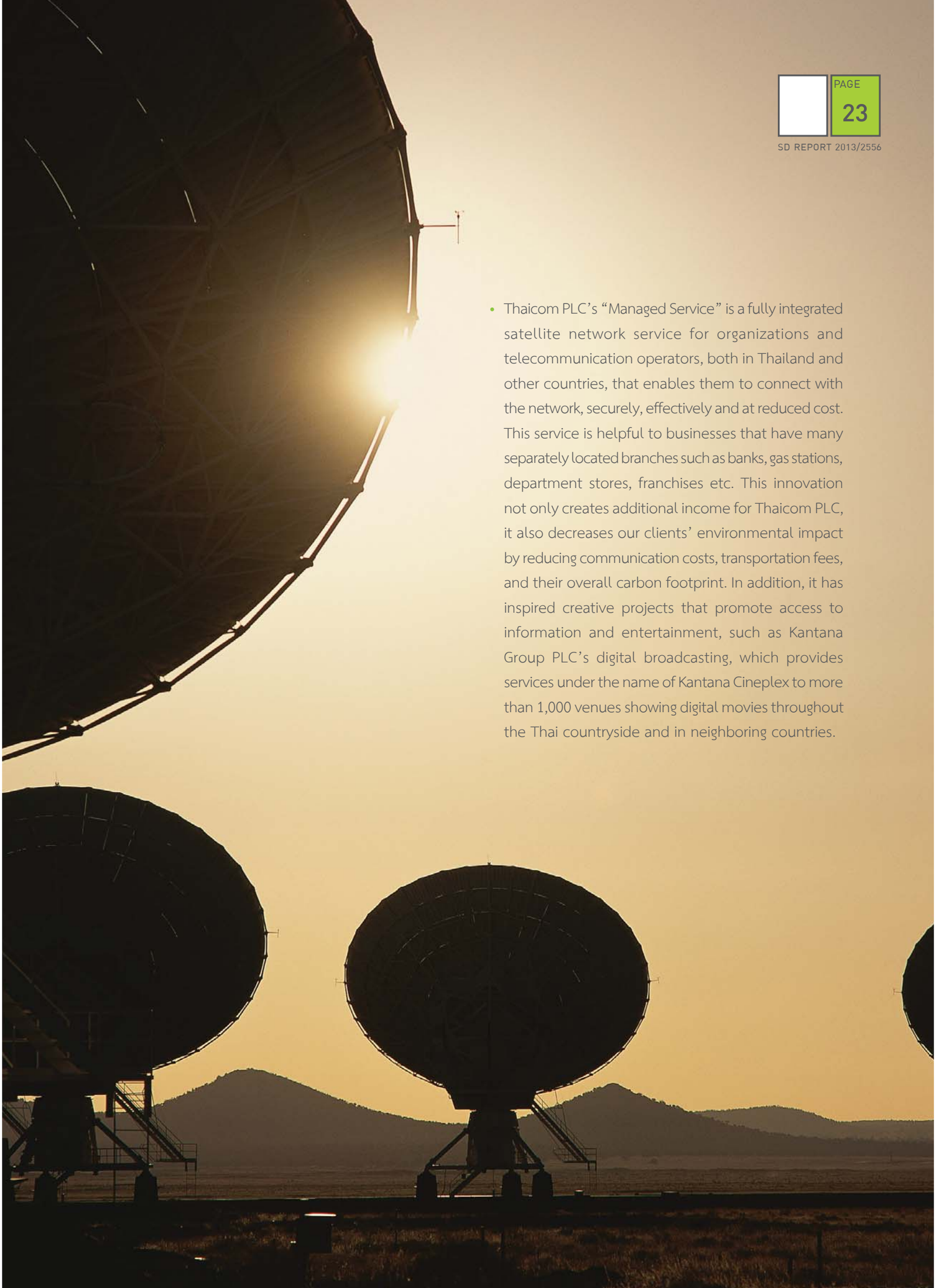


Innovations for a New Future

Since 2012, Thaicom PLC's strategy for strengthening our economic management has been to adjust our business direction toward new markets and focus on maximum efficiency and adding value to our existing technology. Our business operations have been modified to emphasize product development and integration of services, while pushing for new innovations that will enhance our business capacity and also boost the satellite industry. To this end, we have increased our clients' ability to access information about how users of satellite technology can reduce environmental impact

Key business innovations instigated by Thaicom PLC during 2011-2013:

- Thaicom PLC's "IPSTAR Open Access Platform" created greater flexibility for our clients and enabled them to respond to the variety of needs in the Asia-Pacific market by allowing other distributors on ground communications equipment to connect to IPSTAR. Our clients can choose to connect with IPSTAR using global standard high-quality ground communication equipment while using IPSTAR's teleport. This innovation resulted in the increased usage of IPSTAR's bandwidth.



- Thaicom PLC's "Managed Service" is a fully integrated satellite network service for organizations and telecommunication operators, both in Thailand and other countries, that enables them to connect with the network, securely, effectively and at reduced cost. This service is helpful to businesses that have many separately located branches such as banks, gas stations, department stores, franchises etc. This innovation not only creates additional income for Thaicom PLC, it also decreases our clients' environmental impact by reducing communication costs, transportation fees, and their overall carbon footprint. In addition, it has inspired creative projects that promote access to information and entertainment, such as Kantana Group PLC's digital broadcasting, which provides services under the name of Kantana Cineplex to more than 1,000 venues showing digital movies throughout the Thai countryside and in neighboring countries.

Environmental Sustainability



Environmental-friendly Business Practices

In addition to reducing any direct and indirect environmental impact from our business operations, Thaicom PLC is concerned with the safety of our employees and the communities we work in. To limit any negative impact especially from our business operations,we have employed the following environmental management strategies:

- Creating a safe environment – By following global safety standards at our Thaicom-Kaerai and Thaicom-Lad Lum Kaew satellite stations, Thaicom PLC has been able to maintain radio frequency emissions well below acceptable standards, and thus from affecting employees inside the stations and residents living in surrounding communities.

In 2013, Thaicom PLC increased our safety measures by using tests for radio frequency emissions that have beencertified by experts from King Mongkut's Institute of Technology, Ladkrabang.

According to safety standards laid out by the IEEE, the world's largest professional organization for the advancement of technology, radio frequency emissions fromThaicom PLC satellite stations is at a highly safe level. The results of RFI testing, which checkedC-Band, Ku-Band, and Ka-Band frequencies at bothsatellite stations, found that the highest readingwas 0.004 W/M^2, significantly lower than the IEEE recommended strength of 10W/M^2 and less thanthe standard rate of -33.98Db. Despite these lowreadings, **Thaicom PLC has taken the further precaution of installing additional equipment to prevent radio frequency emissions.**





- Building an energy-saving culture – Energy conservation is an integral part of our operations at Thaicom PLC and we act in accordance with related laws and recommended regulations. We have established a company policy on energy conservation and a working body to identify goals, framework, and monitoring of our company's energy saving efforts. We also work to build awareness of energy conservation,maximize use of resources, and support energy saving innovations among our employees with our iSAVE project.



Through iSAVE, the Thaicom-Kaerai satellite station reached its goal to reduce energy consumption in 2013. Fourteen air conditioners were replaced with more energy-efficient models and now expend 35,064 kWh less energy and save 140,255 baht per year. Energy-saving elements were also installed in 45 other air conditioners thereby reducing energy consumption by 40,782 kWh and saving 163,128 baht per year. In addition, 460 T8 light bulbs were changed to T5 thereby saving 25,300 kWh and 101,250 baht per year while 175 down-light 50W light bulbs were replaced with LED 5W thereby saving 15,750 kWh and 63,000 baht per year. Finally, flush valve systems were installed in 34 toilets saving 306 liters of water each time all 34 toilets are flushed and 4.71 baht per flush.

- Green procurement – Thaicom PLC's concern with energy saving and environmental impact extends beyond our own operations to those of our partners. In 2013, we established a Green Procurement project scheduled for implementation at the beginning of 2014. The project will be kick-started with educational seminars for our partners and suppliers as well as workshops for our own procurement personnel and executives, paving the way for fullygreen procurement policies by July 2014.
- Efficient logistics – Thaicom PLC aims to reduce the environmental impact of our logistical operations and intends to focus on the reduction of carbon dioxide emissions. For satellite installation, we are now choosing local partners to avoid unnecessary transportation and also help create jobs within local communities. For our delivery needs, we are also choosing to partner with firms that have a strong social and environmental conscience.



In order to achieve our goal of sustainable development, Thaicom PLC must be fully responsive to all of our stakeholders. To this end, we have drawn up a framework for social sustainability both internally and externally and have identified the following stakeholders with the intention to establish administrative guidelines that respond to all of their needs and concerns.

Thaicom's stakeholders

Shareholders – Thaicom PLC is dedicated to ensuring the full satisfaction of our shareholders through the continued profitability of our business, competitive returns, and information disclosure that is transparent, trustworthy, and equitable.

Employees – Because employees are Thaicom PLC's most valuable asset and the key factor to our success, we are committed to providing opportunities for knowledge acquisition and capacity building in order to foster a culture of productivity and a good working environment. We also promote teamwork, polite manners, and respect for the individual.

Customers and Clients – Thaicom PLC uses the ISO 9001:2008 system for quality control and quality management. We encourage our employees to become involved in innovations in the fields of technology, work processes, and business models so that we can to deliver world-class products and services that result in customer satisfaction. We are committed to responding to customer complaints and working wholeheartedly to resolve any shortcomings in our products and services.

Partners – Thaicom PLC views our business partnerships as a crucial factor in the creation of a shared value chain that links us with our customers. As such, we are committed to ensuring equality, shared benefits, and fair procurement processes among all our partners.

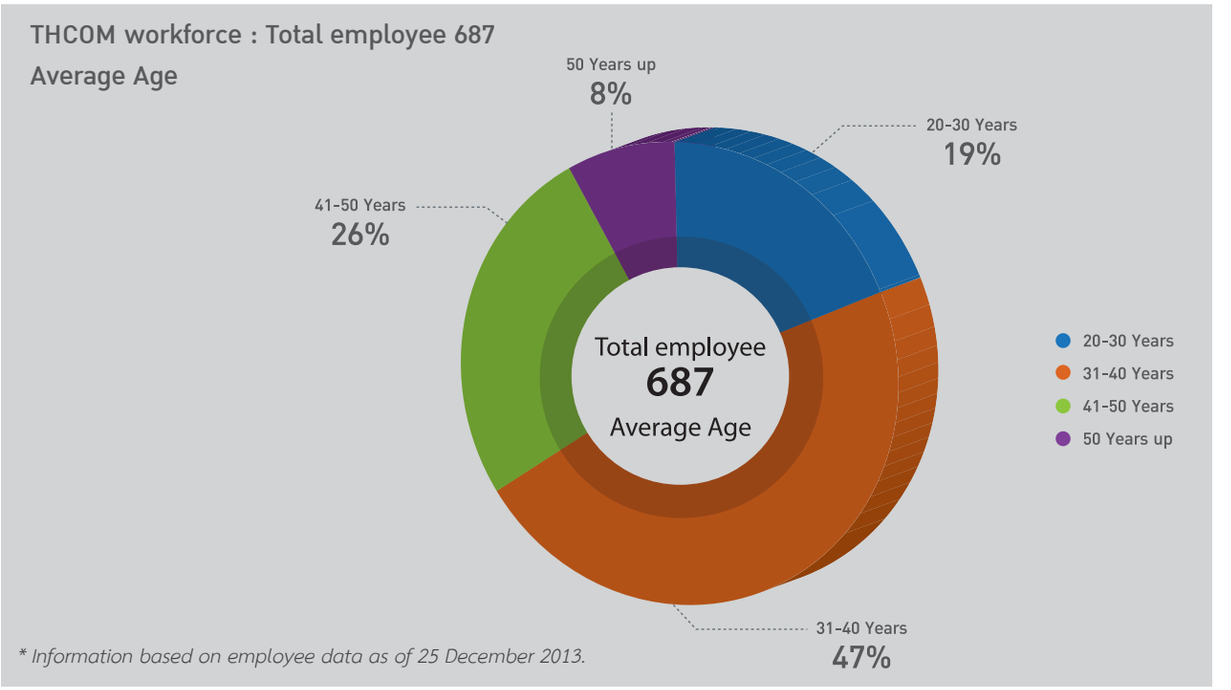
Competitors – Thaicom PLC promotes a policy of free and fair business competition that does not condone the imposition of any monopolies on our products and services.

Society – Monetary profit is not our sole motivation and we at Thaicom PLC are acutely aware of our larger role as part of society. We believe in redressing social imbalance by helping the underprivileged in society and collaborating in activities that benefit the areas and communities where we work, both in Thailand and abroad. In tandem with our social initiatives, we prioritize environmental initiatives that promote energy conservation and the use of eco-friendly products.

Staff Relations and Development

Thaicom PLC has 687 employees in Thailand and abroad. Our labor management process emphasizes the recruitment of highly capable personnel and we encourage all our staff to fulfill their potential. To this end, we provide capacity building for our employees and aim to instill an allegiance to our "EPIC" core operating principles, which encompass Excellence in technology, Passion to challenges, Initiative in innovation, and Commitment to contribution. We are committed to fair labor practices, upholding human rights, appropriate payment and compensations, and building strong bonds with our employees.





Thaicom PLC Employees According to Gender

Levels	Male	Female	Total
Executive	27	8	35
Managerial	253	118	371
Operational	163	74	237

* *Information based on employee data as of 25 December 2013.*

** *Because a significant part of our operations take place in satellite stations, which require 24-hour monitoring, the working conditions are generally more suited to male employees.*

Thaicom PLC Employees According to Nationality

Levels	Thai	Foreigners	Total
Executive	31	4	35
Managerial	319	52	371
Operational	193	44	237

* *Information based on employee data as of 25 December 2013.*

Thaicom Employee Resignation Rates

Levels	Amount (persons)	Percentage (%)
Executive	4	11.43
Managerial	31	8.36
Operational	30	12.66
Total	**65**	**10.11**

** Information based on employee data as of 25 December 2013.*

Employee Rights in the Workplace

Thaicom PLC is fully committed to upholding the rights of our employees. we implement a personnel management policy that adheres to the Universal Declaration of Human Rights and Article 15 of Thailand's Labor Protection Act B.E. 2541 (1998), which states that, "Employers shall treat male and female employees equally with regard to employment for work, unless such treatment is not possible due to the characteristics or nature of the work." Our personnel management policies ensure equitability in our organizational structure and in the recruitment and appointment of all our employees. We provide equal employment opportunities and respect the human rights, free participation, and privacy of our staff. We provide incentives based on work input and welfare and compensation packages that are competitive within the industry. Furthermore, we are committed to the development of our personnel and ensure equal opportunity promotions, regardless of gender, nationality, or age.

Creating a Productive Workspace

Thaicom PLC prioritizes the safety and health of our employees. We comply with all legal and regulatory guidelines regarding safety, hygiene, and workplace conditions and have systematic processes to limit health risks and the risk of accidents. In 2013, we initiated a "SMART Office" at Thaicom-Kae Rai and Thaicom-Lad Lum Kaew satellite stations to improve and modernize workspaces in order to enhance both the safety and creativity of our staff. In addition, we organize regular festive celebrations and promote the benefits of a healthy lifestyle. Our "Run 36,000 Kilometers" project, for instance, involved the participation of more than 300 employees who managed to exceed the target of collectively running 36,000 kilometers. Other initiatives have provided our employees with personal health checks and expert advice on establishing appropriate exercise regimens.





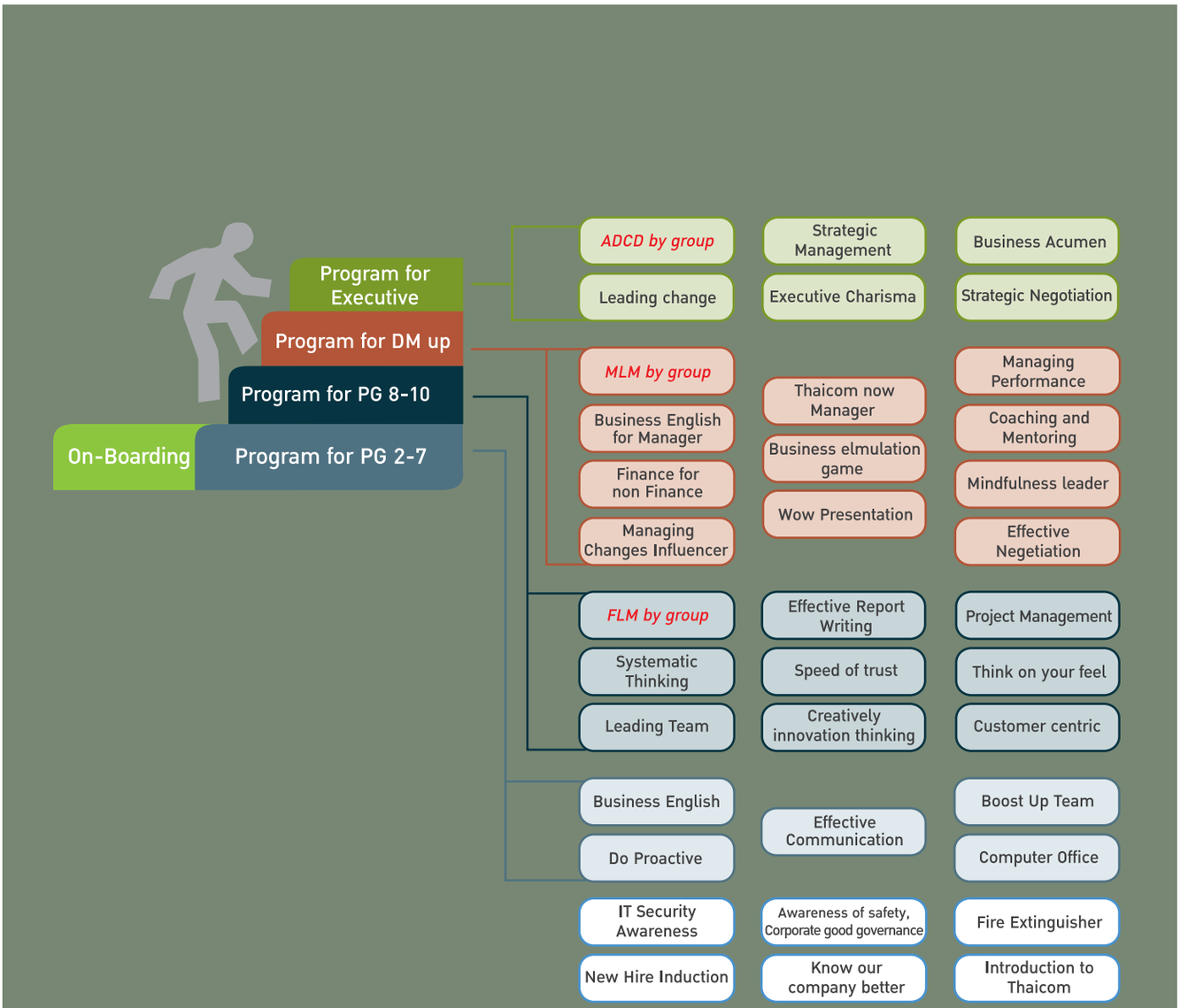


Organizational Bonds

In order for Thaicom PLC to become a "High Performance Organization", we focus on four main aspects of personnel development: career advancement, capacity building, instilling an organizational culture, and building a positive workspace. In October 2013, we found that employee bonds were at 67.55% Based on these results, we drew up an action plan to further strengthen employee-organizational bonds in 2014.

Capacity Development and Career Advancement

Thaicom PLC provides training and development opportunities for all our employees to boost their capabilities and advance their careers by instilling leadership skills and business and technological know-how through classroom training, the sharing of expertise, project-based learning, and knowledge management. Every year, each employee attends at least five-to-seven workshops. Moreover, we support educational scholarships for both local and foreign employees both in Thailand and abroad.



Classroom Training

On the Job Training

Socially responsible Products and Services

Thaicom PLC prioritizes our customer's satellite communication needs, which now play such a major role in daily life through television, cellular phones, Internet, etc. In 2013, we initiated important marketing strategies to provide our customers with end-to-end solutions that combine broadcast and broadband services, incorporate an increased openness to collaborating with partners who can help us offer the best outcome for our customers, and maintain a flexible and efficient business model.

Thaicom PLC maintains the high quality of our satellite broadcast services and other supplemental services by strictly adhering to international standards. Both our Thaicom Teleport and DTH Center are operated in accordance with the ISO 9001:2008 global standard. As satellites are our core service equipment, we have established monitoring systems that are in line with industrial standards such as a quality control system that continuously monitors satellite operations in order to immediately address any problems and issues.



Thaicom's Framework for Social Responsibility





Creating shared value for society

In keeping with our belief that business and society can grow together, Thaicom PLC has been committed to creating opportunities and building a better future throughout our 22 years in business. By creating efficient communication networks, enabling new connections within society, and delivering information that allows people to broaden their horizons and increase their knowledge, we trust that our daily business activities are serving to improve the quality of life for the general population.

Thaicom PLC is committed to the sustainable development of our surrounding comunities, and society as a whole. Our long-established socially responsible business practices have led us to instigating a new concept of "creating shared value" between our organization and society so that we can work towards sustainable development in all sectors, including business, the economy, education, society, and the environment. As part of our future plans, we are committed to using our knowledge, skills, and technology to create shared values for all our stakeholders. We also seek to establish "social enterprise" projects that will encourage communities to find their own strength and pathways to sustainable development because we believe their sustainability is intrinsically linked to the sustainability of our business.

In 2013, Thaicom PLC established four corporate social responsibility program areas, namely Education Support, Community Development, Disaster Preparedness & Emergency Communications, and Volunteerism. Details of each program are as follows:

Education and Learning Process Advocacy

Because Thaicom PLC believes that a strong education system will lead to a strong nation, we prioritize human development by boosting access to education through our resources, knowledge, and capabilities. With the following projects, we aim to create new opportunities and new futures by using satellite communication technology to extend educational opportunities to underprivileged children and youth living in remote areas.







• Thai Kids, Thaicom

Thaicom PLC began providing distance education via satellite in 1991 by offering communication satellites, televisions, and related equipment to school children in remote areas so that they would have the same access to quality educational material as urban school children. To this end, we broadcast content from the classrooms of Klai Kang Won School in Hua Hin, Prachuab Kirikhan province, a model school for distance learning.

In order to lessen the disparity between educational opportunities, Thaicom PLC expanded this early initiative into the "Thai Kids, Thaicom" project in 2009. The two-phase project began by installing DTV satellite dishes, televisions, and related equipment to 999 schools during 2009-2011. Plans for the second phase involve installation in an additional 999 schools during 2012-2014. To date, Thaicom PLC has donated satellite dishes, televisions, and related equipment to 1,342 educational institutions (our target of 1,998 locations), benefiting some 214,880 children. Beyond this project, Thaicom PLC remains committed to expanding access to knowledge and opportunities for Thai youth.

Thai Kids, Thaicom - Outcomes

Project	Target	Satellite Dishes Installed	Beneficiaries
Thai Kids, Thaicom 1 (2009-2011)	999	999	160,000
Thai Kids, Thaicom 2 (2012-2014)	999	343	54,880
		1,342	**214,880**





• Satellite Installation Training

Since 2012, Thaicom PLC has worked to expand our activities for vocational students. Our "Satellite Installation Training" project involves training run by Thaicom PLC volunteers and vocational students who had been trained to install satellite dish for schools in provinces. It aims to develop the skills and professional ability of vocational students as well as to foster character traits such as efficiency and pride in accomplishment. Ultimately, we hope to empower youth participants by providing them with the skills to help themselves and contribute to society.

To date, Thaicom PLC has conducted training in nine vocational colleges nationwide for over 500 vocational students.This project is planned to continue through 2014.

Satellite Installation Training - Outcomes

Project	Educational Institutions	Beneficiaries
2012	5	300
2013	4	200
Total	**9**	**500**

• Promotion of the Constructionism Learning Concept

Thaicom PLC promotes Constructionism as a new step for educational development in Thailand. This learning concept aims to develop a child's maximum capacity through "learning by doing" which stimulates innate knowledge acquisition and enables children to learn for themselves rather than rely on solely teachers as the primary providers of knowledge.

In addition to organizing the first seminar on Constructionism in Thailand, Thaicom PLC has established a pilot school project and media lab to act as a Constructionism model for schools in remote areas. We provided the communications technology and Internet connections for Ban Sam Kah School in Lampang province. We also supported Constructionism trainings conducted by personnel from Darun Sikalai School, which has successfully adopted Constructionism, for teachers throughout the region. This project is ongoing.

• Other Educational Projects

Thaicom PLC is also committed to using our expertise, knowledge, and resources to promote science and technological education through various activities such as our "Children's Introduction to Satellites with Thaicom PLC" event held on Children's Day 2013, during which children were invited to visit our Satellite Museum at the Thaicom-Kae Rai teleport and meet with Thaicom PLC engineers. In 2013, the museum was opened to the public free of charge and has attracted more than 1,300 visitors. In addition, Thaicom PLC also publishes books about satellites to promote satellite engineering and science and technology, and these are distributed to schools across the nation.











In 2013, we collaborated with our subsidiary companies to organize the "Tutoring 2KIDS" project, which prepared students for the O-NET test through tutoring sessions with teachers and tutors that was broadcast on D-Life or Channel 18 via DTV satellite from 15 October 2012 to 31 January 2013. In addition, 78 students from various schools who achieved the highest O-NET scores participated in "Thaicom Satellite Camp" 2013.

Development of Community and Quality of life

Thaicom PLC is committed to promoting sustainable development at the community level. We provide funds, knowledge, and access to satellite communication technology in order to create opportunities for career development and to boost local economies in communities where people have limited access to information. We initiated, in 2013, the "Thaicom Sufficiency Economy Knowledge Center" to boost career development. This project evolved from our "Thai Kids, Thaicom" project at Ban Talong School and Ban Ba Hai School in Ubon Ratchathani province and expanded into the establishment of the "Thaicom Sufficiency Economy Knowledge Center". In addition, we support various endeavors that encourage self-development in accordance with community needs, such as the construction of water tank stations to provide enough water for farming and livestock and the promotion of methods that improve organic rice farming, etc.

All our projects are based on the concept of "Social Enterprise", which emphasizes social and environmental benefits through the generation of sustainable income sources in the form of profits that come from products and/or services, investment funds, donations or other financial support such as non-profit organizations. This efficient model for community development helps communities to solve local problems and establish productive collaborations for a sustainable the future.





Disaster Relief and Recovery

Thaicom PLC recognizes that we have a critical role to play in disaster preparedness measures and post-disaster recovery through the provision of emergency satellite communication and Internet connections in the wake of natural disasters. Our role in such circumstances is critical as large-scale natural disasters often destroy existing communications infrastructure thereby preventing emergency responders from providing immediate assistance to those in urgent need.

Thaicom PLC has regularly provided critical assistance during major disasters in Thailand and throughout the Asian region. We are the first company in Asia to receive an award from Japan's Ministry of Internal Affairs and Communications (MIC) for assistance we provided during the 2011 tsunami. We aim to respond to disasters wherever and whenever necessary, both in domestic crises such as a fire at a refugee camp in Mae Hong Son province in 2013 and those that take place elsewhere such as recent earthquakes in Sichuan province, China, and Christchurch, New Zealand. When Typhoon Haiyan struck the Philippines, Thaicom PLC collaborated with the Royal Thai Air Force to transport satellite communication equipment linked to THAICOM-4 (IPSTAR) via a C-130 aircraft to help the affected population.

Furthermore, Thaicom PLC. also works with the Thai Red Cross Society on disaster preparedness activity. We have also provided satellite communication training via DTV satellite dishes to Red Cross personnel across the country.

















Volunteering Support

Thaicom PLC encourages all our employees and related parties to participate in social activities that instill a culture of collaboration. Our "Thaicom Volunteers" project enables our staff to join volunteer activities in which they can use their existing skills and abilities to benefit society on an economic, social, and/or environmental level. For example, our satellite installation training project enables Thaicom volunteers to share their expertise while our disaster response efforts allow volunteers to put their skills to good use in times of crisis. In 2013, 515 Thaicom PLC volunteers contributed up to 1,905 hours on various social activities.

In addition, Thaicom PLC volunteers organize various activities such as a fund raised among employees to support the education of underprivileged children. In 2013, donations totaled 294,468.25 baht and were used to fund three activities: a visit to a school run by the Foundation for the Blind to donate goods and help with teaching lessons; donations to the Ban Nok Kamin Foundation, and the donation of educational books to three schools in Pathumthani and Nonthaburi provinces.

Thaicom PLC supports social initiative among our employees and we are committed to using our combined capacity to build opportunities for those around us. We believe our future should not be focused solely on creating business profits but also on building lasting and sustainable connections between our corporation and the society we live and work in, both at home and abroad.

Thaicom PLC's 2013 Sustainable Development Report is our company's first report of this nature and aims to demonstrate our progress and intentions toward sustainable development in the economic, social, and environmental spheres over the past three years. Prepared in accordance with Global Reporting Initiative (GRI) guidelines, this report is a first step towards improving our sustainable development programs and reporting. The content of this report covers only the activities of Thaicom PLC in Thailand. Future Sustainable Development Reports will include the activities of our subsidiary companies in order to present a more complete picture of our outreach and impact.

This report can be downloaded from the Thaicom PLC website.
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Awards and Achievements





1. Satellite Communications Service Provider of the Year Award (2005)
2. Industry Innovator Award for Technology Development and Applications (2006)
3. THAICOM Teleport & DTH Center ranked 8th worldwide (2006)
4. Best SME Telecommunications Carrier/Service Provider Award, IPSTAR Australia (2007)
5. IPSTAR Community Broadband Project in Vietnam won a silver medal at the Asia Pacific ICT Awards (2008)
6. Certificate of Excellence, Best investor relations by a Thai company, IR Magazine (2009)
7. Corporate Social Responsibility Award from the World Teleport Association (2011)
8. 2010/2011 Board of the Year Award for Distinctive Practices (2012)
9. Asia-Pacific Communications Deal of the Year 2011 - THAICOM-6 (2012)
10. IPSTAR awarded by Japan's Ministry of Internal Affairs and Communications on Radio Wave Day (2012)
11. Thailand's Best Mid-Cap Company, Thailand's Best CEO and ranked 6th in Thailand's Best CSR from FinanceAsia Magazine (2013)
12. A Breakout Year: Top Fixed Satellite Service Operators from SPACENEWS (2013)
13. Recognised by Khao Hoon, leading Thai Stock newspaper as among "The Best Executives" (2013)
14. 2013 Board of the Year for Distinctive Practices from Thai Institute of Directors (2013)



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