

Corporate Social Responsibility (CSR)

CAT Telecom Public Company Limited or CAT has specified Corporate Social Responsibility (CSR) as one of the corporate strategies set forth in the company's Business Plan and appointed Mr. Siripol Yodmuangcharoen as the Corporate Governance (CG) and Corporate Social Responsibility (CSR) Committee chairperson in 2013 with other Directors and Managing Director as committee member to pursue CSR-related operations to push forward CG and CSR-related activities. It also appointed CG and CSR Implementation working team with Managing Director as the Chairperson to pursue CSR-related activities in accordance with corporate policies.

In a 2013 outlook, it has been operating along with social-welfare consciousness and by utilizing corporate potentiality to improve quality of living in the society and target communities anear and afar. Top executives have all carried out participation among employees as follows:

(1) Technological Perspective

CAT has reflected its image as a national telecommunication service organization by carrying out a "CAT Communicates, Learning, towards Community" project from its high potential national telecommunication network coverage to support education in an "Up Speed CAT Internet" activity where high-speed Internet has been provided to 76 schools nationwide for 3 consecutive years since June 9, 2010.

From the assessment of the "Up Speed Internet" activity for schools, 81% of those Schools continue to subscribe CAT's services until today as it has well met their usage requirement as well as service impression and stable Internet signal. Additionally, over 80% of the Up speed Internet users are satisfied with the Internet efficiency with highest satisfaction among School's ICT personnel, energetic customer service by CAT staff at 75% with highest satisfaction, satisfaction in CSR activities at 56%, ICT utilization for learning among users at 77% at 80-100% usage satisfaction.

In addition, CAT has participated in the "ASEAN CSA Summit 2013" arranged by the Ministry of

Information and Communication Technology during February 7-8, 2013 to enhance the cloud computing area in understanding Cloud Security in Thailand and ASEAN.

(2) Economic Perspective

CAT has entered into the Memorandum of Understanding to enhance the integration of One-Tambon-One-Product (OTOP) traders during July – September 2013 by offering QR Code signage for OTOP products and implementation of online stores for qualified traders under the OTOP Next implementation process along with over 800 potential traders as an expansion of domestic and international distribution channels through network technology and reach wider customer group at reduced cost of business in line with AEC reaction.

CAT also arranged academic seminars for private enterprises in the Click CAT seminar series to promote Thai potential businesses.



(3) Educational Perspective

CAT has implemented the One-Province-One-Library activities by constructing and improving libraries as well as donating books, study tools, sports equipment, and computers for local communities around 9 CAT Customer Service Centers, e.g., Bahn Kapuang School in Mae Hongson, Bahn Toong Din Loom School in Satoon, Bahn Toong Jedi School in Pang Nga, Bahn Pak Paya School in Nakorn Si Thammarat, Klong Kay School in Prajinburi, Bahn Nam Dang School in Chantaburi, Satree Nakorn Sawan School in Nakorn Sawan, Bahn Nong Ya Plong School in Kalasin, and Tha Koei District Administration Organization in Ratchaburi.

CAT also implemented the youth development activities by promoting learning and child/youth

development within the local communities around CAT corporate office on Chang Wattana Road, Laksi, by building alliance, e.g., community leaders and local volunteers, to participate in 6 activities with the children and the youth in 6 different concepts, e.g., Let's get to know one another, Wise kids IT kids, Dharma build intellect, Fun School holidays, Thai culture inheritance, and Happy New Year. The result of such activities helped increase skills, knowledge, and useful time consumption while reflecting the image of children's and the youth's quality of living within the communities.

CAT has arranged another happy and amused activities for students under the "CAT 001 Giving Libraries" for 3 consecutive years with cooperation from CAT 001 customers to improve libraries for Bahn Nong Maka School



and Dahn Singkon School in Prajuab Kirikan, and Bahn Toongna School and Buddha Wimutti Wittaya School in Kanchanaburi, in order to revamp those libraries into research and study sources as well as providing infotainment corners for students, teaching materials, study tools, sports equipment, and educational scholarship, and lunch fund.

Additionally, CAT Datacom has arranged the telecommunication knowledge sharing activity in the CAT Network Showcase by providing telecommunications technology and innovation to develop the Thai personnel in producing and distributing film scoop of IT applications in daily lives and business use in order for knowledge and potential advancement for the public and the Thai business sector.

(4) Social Perspective

CAT has pursued the CAT Channel Building Society activity by making a 10 short documentary episodes under the “CAT Channel Dream Weaving” representing schools in rural areas or schools that lack educational tools, and selected target schools to participate in the project including Wad Poom Bampen Dharma School in Utaitanee, Bahn Pu Rakam School in Ratchaburi, Bahn Pai See Tong School in Dan Chang Chantaburi, Bahn Wang Ree in Prajinburi, Bahn Huai Hang School in Nahn, Bahn Kiu Huai Boek School in Lampang, Bahn San Sook school in Loei, Bahn Wang Kam School in Petchaboon, Bahn Koh Chang school in Ranong,



and Bahn Ta Lan Tong School in Choompon. The activity aimed to promote awareness and cooperation of assistantships for schools over CAT Channel in the satellite TV and creating success stories for the supported schools to continuously publicize the project

CAT has conducted the “Love Giving” activities to raise the quality of living among children by supporting schools and the less-fortunate children, who lack teaching



material and tools, in remote areas at Bahn Huai Pahk Child Development Center in Tanaosi district, Suan Phung, Ratchaburi, whereas stationery, sports equipment, skill improvement toys, snacks, rice and dried food were donated to make lunch and scholarships for children.

CAT has carried out the “CAT Volunteer” activities to build awareness and understanding of Corporate Social Responsibility (CSR) through 3 seminar sessions by experts from Thaipat Institute, and established the CAT Volunteer group to promote community participation in mitigate hardship among public residents during disasters, e.g., flood, drought, fire, etc. The CAT Volunteer group was part of the assistance during the hardship period by packing 700 disaster-relief packages and distributing drinking water to the public.

CAT has arranged the CAT United to Society activity by constructing a multi-purpose building and delivered to the community of Wad Mae Ka Moei School in Petchaburi on November 23, 2013 for public use in the community, e.g., recreation activities, ceremonial activities, meetings, exercise area, book reading and study area, etc.

CAT has conducted the CAT Build Happiness through Dharma activity to promote Buddhism, acquire useful books to be delivered to Dharma Study schools nationwide, as well as arranging 3 Dharma recital sessions at CAT head office, Management Building 2, Chang Wattana Road, Laksi, Bangkok.

(5) Community and Remote Area Development Perspective

CAT as one of the Universal Service licensees has installed Data Center equipment in the Community Internet Center, delivered 1558 public community telephone systems, delivered telephone and Internet for 252 schools on February 8, 2013, delivered 169 Community Internet Centers on September 30, 2013 as well as providing monthly financial support for schools and for Community Internet Center since June 2013 and October 2013, respectively.

(6) Environmental Perspective

CAT has arranged the “CAT Submarine Cable Protect Community” project to improve landscape around the landing areas of submarine cabling at the Social Welfare Development Center at Bang Lamoong Retirement Home in Chonburi, under the “CAT build beach garden for Healthcare” activity by building small health-conscious park as a daily exercise area for the elderly. CAT Volunteers also provided health knowledge for the elderly, and arranged the Senior Prototype contest with souvenir prizes, in order to build good relationship in the community as well as to strengthen the corporate image.

CAT has arranged the “CAT build Fence with Love” by promoting participation among CAT staff and executives together with CAT volunteers inside and outside of the



organization through construction of fences in the local communities, and providing seedling from the 84 Plants for the Royalty book to Wad Bahn Don Chang School in Konkaen.

CAT has conducted the “CAT cycling for Health” activity to promote exercise through bicycling and is environmental friendly. There were 100 members and launched the activity on December 17, 2013.

CAT has launched the energy saving activity internally under the “Swap to T5 lighting System” project by swapping light bulbs in CAT offices at Laksi, Nonthaburi, and Bangrak. The outcome of the project has shown energy saving of 33.91%, 25.66%, and 28.99%, respectively.

(7) Human Rights and Fair Labor Treatment Perspective

CAT has been encouraging and is respectful of human right protection in accordance with the international human right principles, and providing scholarship for skill and potential development, ability to develop their knowledge from domestic and international institutions, fair employment with fair compensation, as well



as complaint procedure through the Joint Consultative Committee for any employee who was mistreated, respectfulness of staff opinion without intervention via HR Clinic website to freely acknowledge staff opinion.

CAT has arranged the CAT Innovation Award 2013, CAT Blog Award 2013, KM/LO/IO activity in 2013 CAT Day, Brain Bank project, 2013 Retiree interview, KM/LO/IO study trips, CAT KM open house activity, CAT KM website development, CAT Blog implementation, e-Library promotion in order to promote staff participation and skill development. Additionally, staff welfare related projects were carried out, e.g., first-aid corner, fitness center, annual health examination, annual sports activities, and traditional Thai medicinal clinic, for internal staff. ■