

TRANSFORM INTO A TRUE DIGITAL LIFE



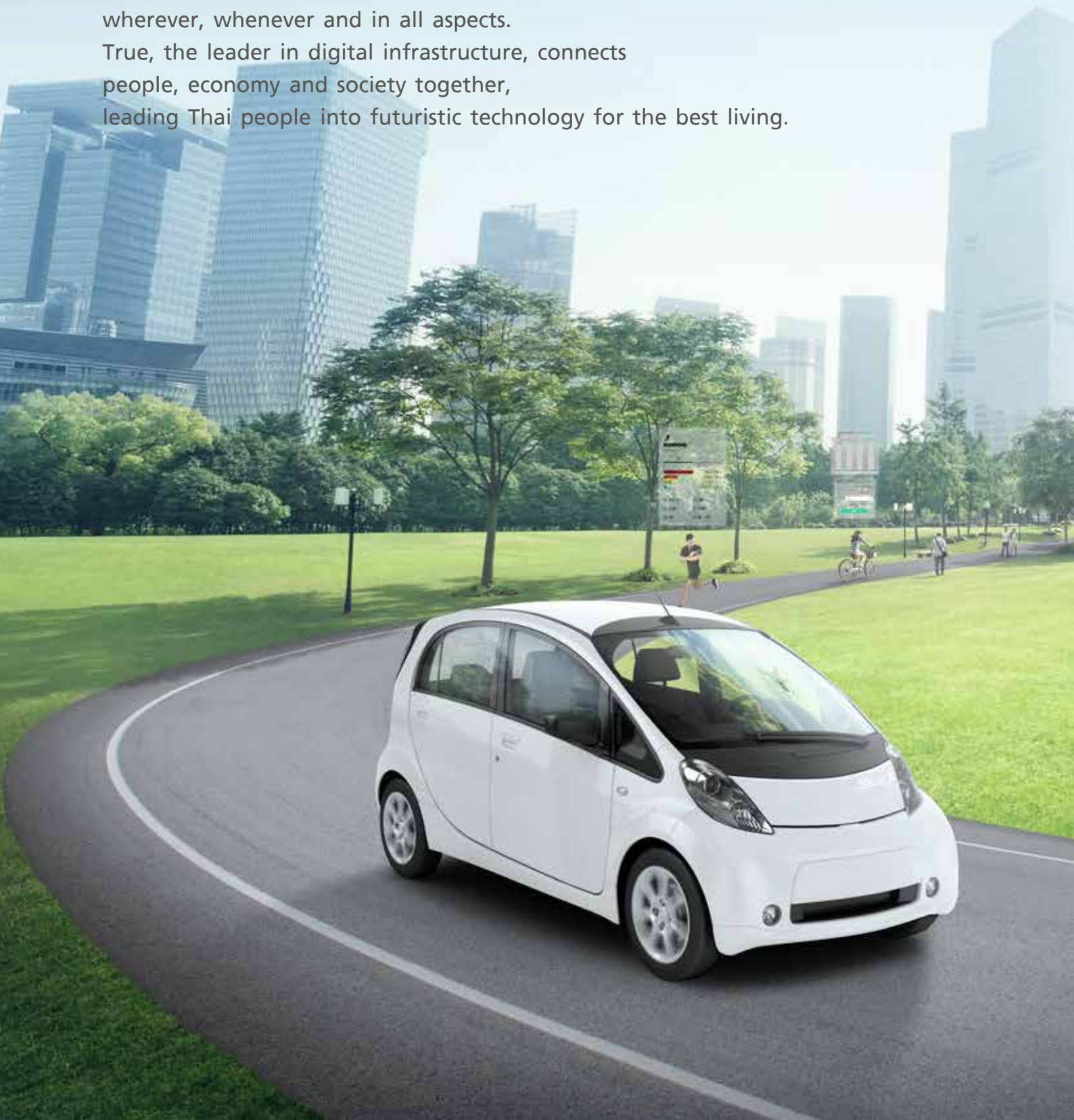
true
together

Create a new experience to the digital world
Discover the advanced quality of life
before anyone else

Thailand is entering a full digital era.

Digital is playing the key role in Thai people's lives,
wherever, whenever and in all aspects.

True, the leader in digital infrastructure, connects
people, economy and society together,
leading Thai people into futuristic technology for the best living.





weather



28°C

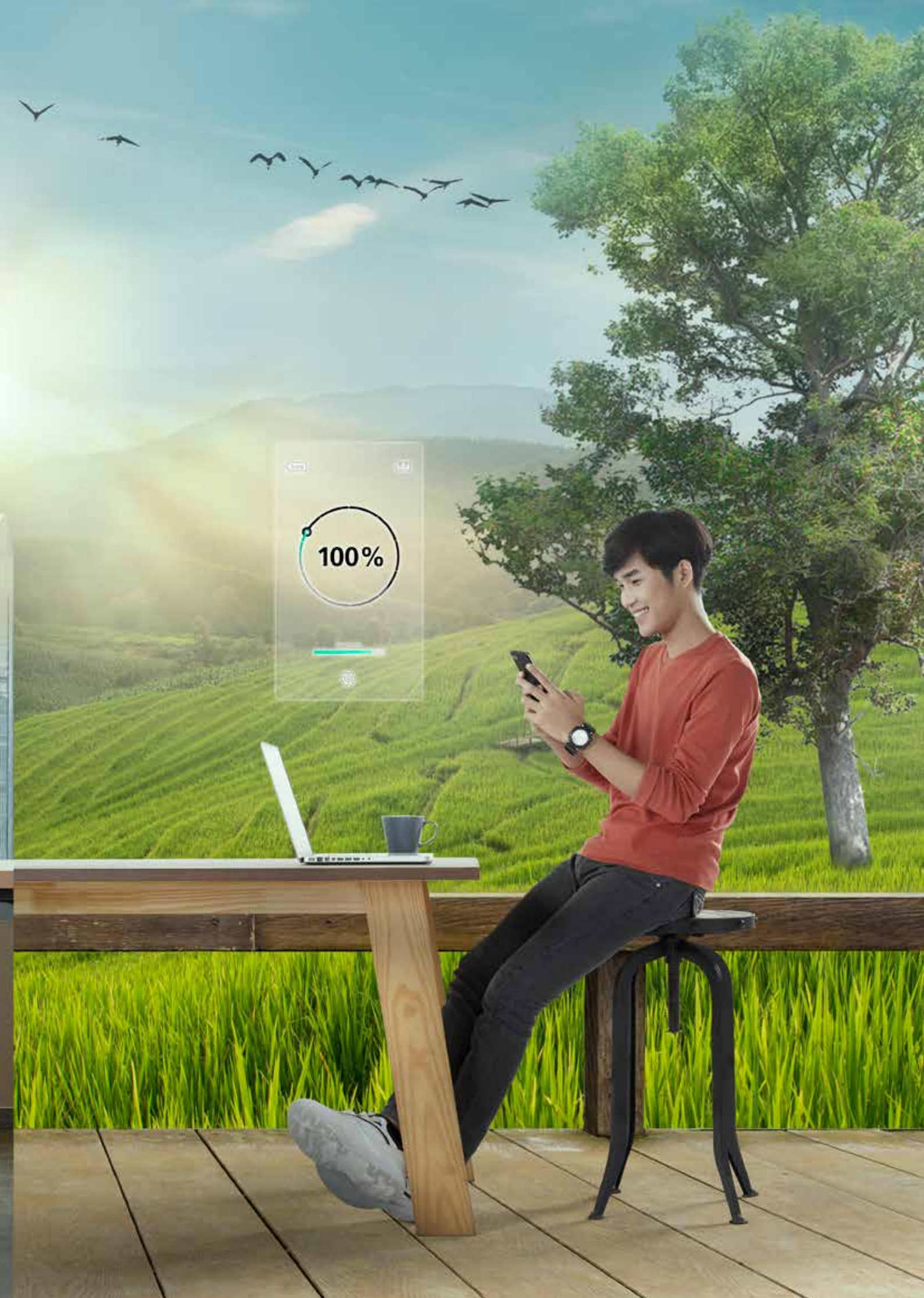
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Elevate your quality of life
with the network that is fast,
comprehensive and the best in Thailand

Digital world will change Thai people's lives
to be smarter, closer together and more
convenient with the new standard of global
communication and the potentiality of 5G
technology on the fastest, most comprehensive
and best network from True.






Fully enjoy world-class content with benefits over all else

In the digital world, enjoyment can go with you anywhere and anytime, with quality content and all forms of entertainment on any platform including many privileges from True's products and services.

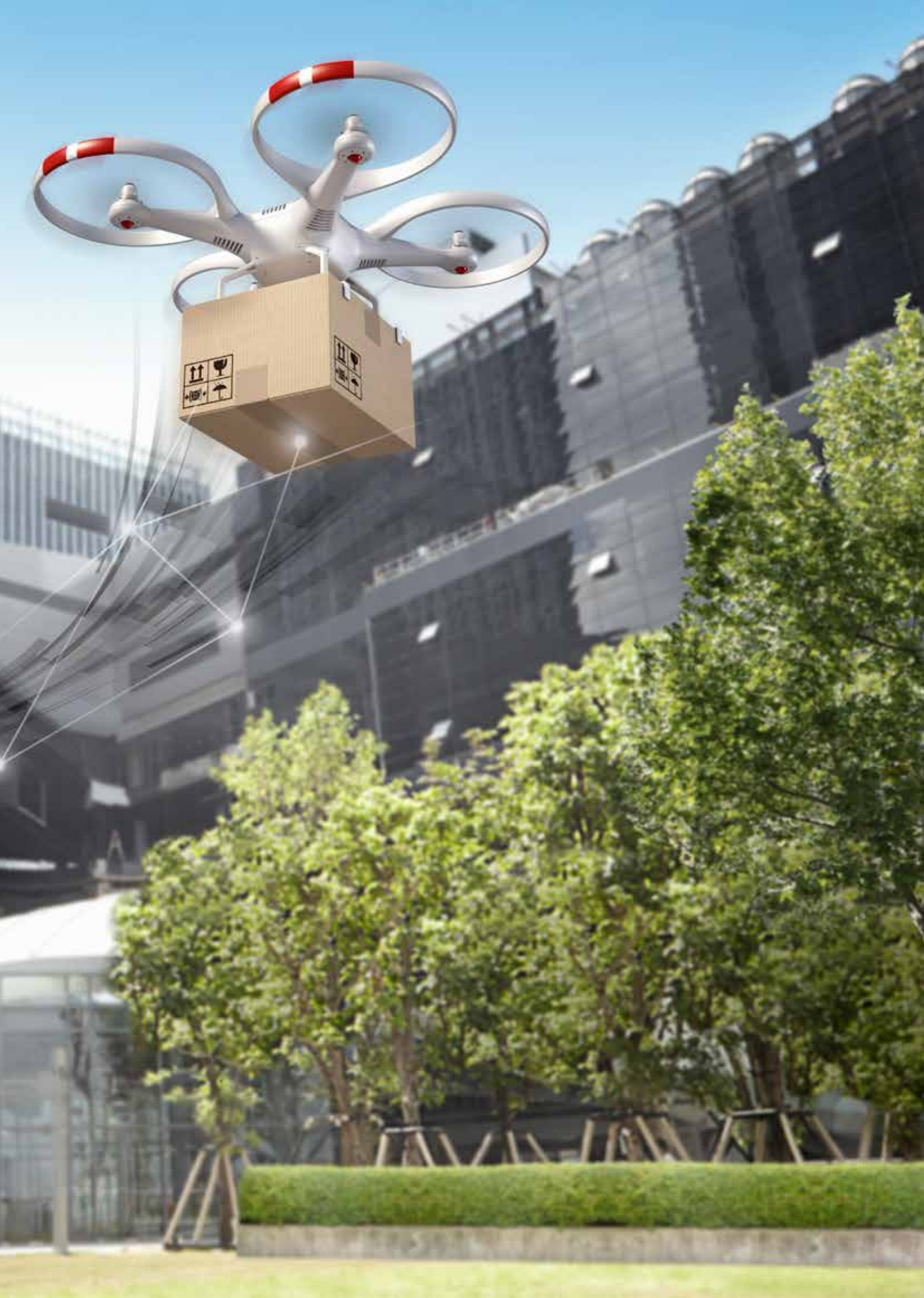


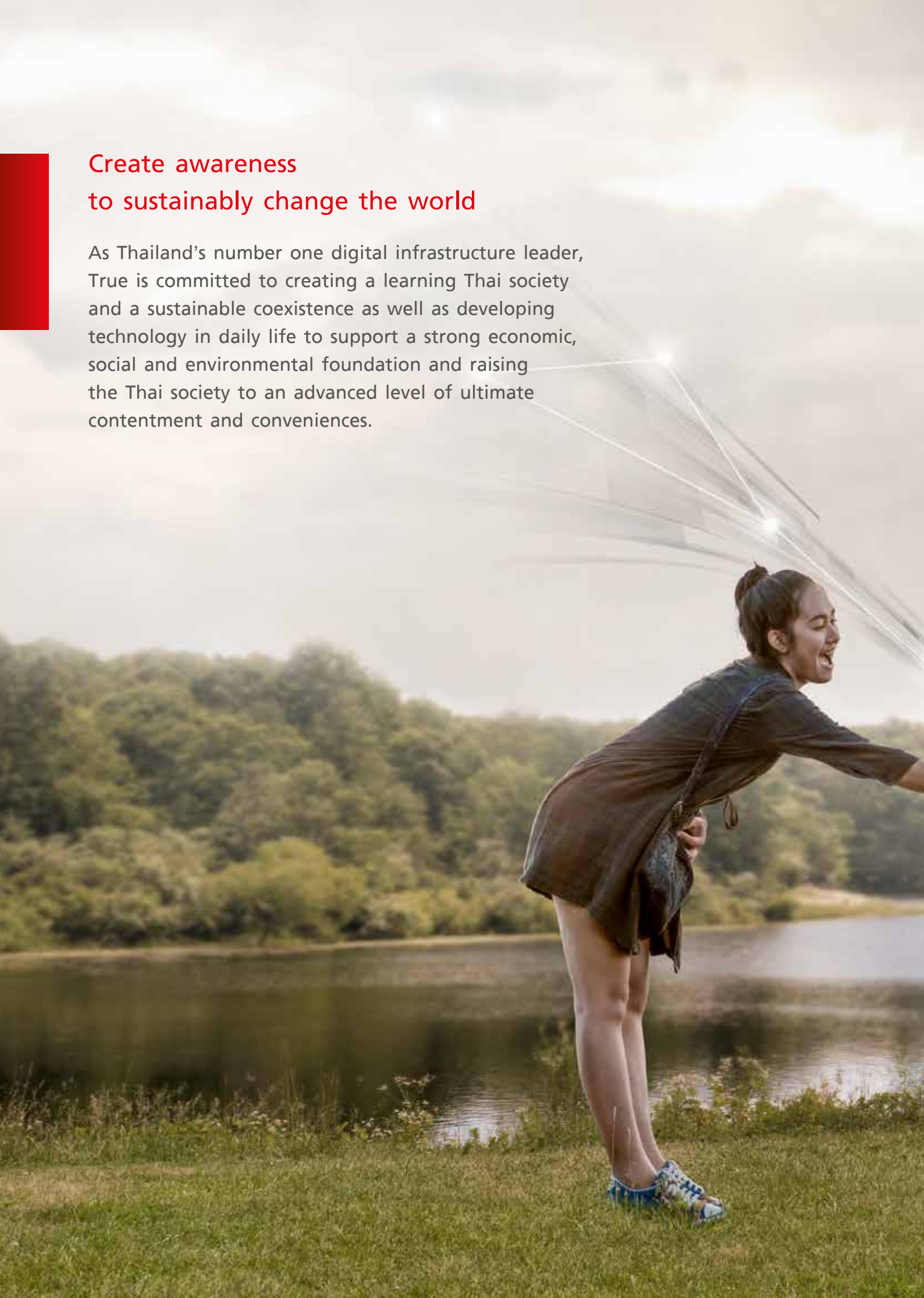


A man in a black blazer and white t-shirt is looking at his smartphone. He is standing in front of a modern building with large windows. In the background, a person is riding a bicycle. The scene is set in a city environment with greenery and a clear sky.

Create innovative breakthrough for the smartest life that comes true today

True is committed to creating and promoting Thailand as global digital hub, which connects intelligent technology and people together for a better quality of life, economy, society and well-being in this intelligent and convenient city of the future.





Create awareness to sustainably change the world

As Thailand's number one digital infrastructure leader, True is committed to creating a learning Thai society and a sustainable coexistence as well as developing technology in daily life to support a strong economic, social and environmental foundation and raising the Thai society to an advanced level of ultimate contentment and conveniences.



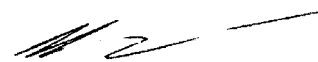
Messages from Chairman of the Board



In 2018, several major incidents, including trade policies set by economic superpowers together with the fluctuation of oil prices and interest rates, affected global economic growth. Those factors pressurized the worldwide economy and caused a slower pace of growth. Many countries were forced to adjust themselves to changes in the business environment. Some Asian countries faced greater difficulties and numerous challenges, but still managed to successfully achieve a leapfrogging economic growth. The global economic wave had not significantly affected the Thai business sector, but enterprises and the government sector should come up with strategies to urgently protect businesses in all segments. Although experiencing a growth and meeting its targets, True Corporation Plc will have to sustain its momentum through continued development and improvement of its product and service quality to be better every single day as well as creating innovations to match the rapidly changing demand of consumers in today's digital age. With our solid fundamentals, True Group has already invested in various projects, including the successful frequency auctions, our top-of-mind nationwide network coverage, human resource development, newdigitalized

businesses and highly competitive products and services as well as new opportunities with business partners to grow revenue and achieve promising results. True Group was entrusted by ICONSIAM to develop their entire telecommunications infrastructure of the mega shopping complex with our most advanced technology. This deal is a proof that True is more than ready to grow and become the leader in digital infrastructure business, and be strongly competitive on an international scale.

On behalf of the Company's board of directors, I would like to thank our shareholders, customers, business partners and all stakeholders for their confidence and strong support. We will put all our efforts into driving our businesses toward economic, social and environmental sustainability and hope to receive your trust as always in the years to come.



Mr. Dhanin Chearavanont

Chairman of the Board

Message from Chairman of the Executive Committee



True Group took significant steps forward in 2018 as we achieved new levels of excellence on many fronts. The Group reported record high revenue, continued profitable growth and proposed a substantially higher dividend payment as our competitiveness and all core businesses were further strengthened. True Group also reinforced its position as the leading digital media player in Thailand with TrueID, the digital platform and one-stop innovative application for a variety of content, lifestyles and privileges, being the most downloaded application in its category in 2018. At the same time, our sustainability efforts achieved multiple significant international recognitions, particularly obtaining the top score and being ranked as the world's telecommunications industry leader in the Dow Jones Sustainability Index.

True Group's financial performance in 2018 significantly improved due to accelerating revenues, company-wide cost efficiency and optimization as well as the successful asset sale to the Digital Telecommunications Infrastructure Fund. These increased True Group's net profit to Baht 7 billion in 2018. As our key focus is on continued revenue and margin growth as well as cash flow generation, we are on a firm path for profitability in a sustainable manner.

2018 marked the sixth consecutive year that TrueMove H's service revenue growth exceeded the industry. This was driven by TrueMove H's network strength, the continued success of its targeted marketing campaigns and synergy with strategic and business partners including devices, sales and distribution channels, customer privileges and a convenient e-payment system. TrueMove H added 2.0 million net subscribers in 2018 and grew service revenue by 7.3 percent YoY driving the overall industry's service revenue up 2 percent from the previous year. Consumers' continuous growing demands for higher speeds and data usage are expected to fuel TrueMove H's and in turn the market's growth going forward.

TrueOnline solidified its top position in the broadband internet market as it penetrated further into the high value segment with the FTTH and 1 Gbps offerings while extending its reach in other segments through coverage expansion and targeted propositions. Its comprehensive range of fiber broadband and convergence offerings continued to receive positive market responses. As a result, TrueOnline once again recorded double-digit growth for both broadband revenue and subscriber base in 2018. TrueOnline's network and service readiness ideally

addresses needs for high-bandwidth and massive data consumption of both consumers and businesses, further supporting expansion of this fast-growing market and Thailand to become a full-fledged broadband nation.

TrueVisions continued to bring high-quality content to Thai consumers while fulfilling their increasing needs to access content anytime and anywhere through True Group's multiple platforms comprising digital, OTT, mobile, online and television. This, combined with its extensive range of packages and bundled offerings, was a key driver for expanding revenue and paying subscriber base in 2018 as it not only matched consumers' preferences but also enhanced their loyalty. TrueVisions expects future growth from the content production business and is determined to further develop high-quality content with firm support from global content makers to serve both local and foreign markets, creating a revenue upside for the Group.

Over the past several years, True Group has consistently been the pioneer in bringing world-class standards and advanced technologies to Thai consumers and our traditional telecommunications infrastructure already provides coverage on the village level throughout all 77 provinces of Thailand. We are fully committed to developing key digital infrastructure for today's lifestyles embracing new and sophisticated technologies that foster innovation, particularly on the digital platform. Major growth areas include TrueID with its rapidly expanding user base, Internet of Things (IoT) supported by an enlarging ecosystem and constructive collaboration with partners and solution providers, as well as Artificial Intelligence (AI) that includes a partnership with the world's leading developer of autonomous robots.

In addition, True Group has built integrated and comprehensive ecosystems as well as innovative customer retention and acquisition channels such as its own one-stop digital platform, TruePoint, O2O platform and other privilege programs highlighting our superior products and services as well as the benefits of being True Group's most loyal and valuable customers. The Group also provides interactive services including the virtual call center "Mari" to add more convenience and further fulfill customers' digital lifestyles. These customer-driven strategies continue to bear fruit and further enhance customers' engagement.

We also transformed into a data-driven organization by embracing Big Data or Analytics to better respond to consumers' needs. At the same time, we continued to drive digitization and efficiency for our Group by cultivating a digital mindset, processes and creativity within the


Company. These are crucial steps in advancing True Group, the industry and the Thai digital economy in Thailand 4.0 era. As the digital age continues to touch all that we do, True Group is poised to further accelerate growth in 2019 and beyond.

True Group achieved a quantum leap of sustainability excellence and leadership. We received a number of honorable international recognitions for sustainable development in 2018 and were the only company in the Thai telecommunications industry selected for inclusion in both the Dow Jones Sustainability Index – Emerging Markets, and the FTSE4Good Emerging Index and ASEAN 5 Index for 2 consecutive years. More importantly, True received the highest rating in the world in the category of telecommunications industry for Dow Jones Sustainability Index and above-average score for the telecommunications industry and other sectors in Thailand for the FTSE4Good Emerging Index in 2018. This affirms our commitment to drive corporate sustainability constantly and concretely. We will continue to raise the bar on corporate sustainability to further create shared value for our stakeholders.

I believe that our leadership in digital transformation, continued commitment to deliver the most innovative telecommunications and disruptive digital services to consumers, as well as our focus on maintaining financial discipline and sustainability excellence will shape a brighter outlook for True Group and put us on a strong financial footing.

In Appreciation

I would like to express my sincere appreciation for the continued support and trust of our customers and shareholders as well as the innovation and dedication of the management and employees who play essential roles in driving True Group to this next milestone. I am confident that, by working together, True Group will rapidly progress toward sustainable success and profitability.



Mr. Suphachai Chearavanont

Chairman of the Executive Committee

Board of Directors



1. Mr. Dhanin Chearavanont
Chairman of the Board



2. Dr. Ajva Taulananda
Vice Chairman of the Board,
Chairman of the Finance Committee
and Member of
the Corporate Governance Committee



3. Prof. Athueck Asvanund
Vice Chairman of the Board



4. Dr. Li Zhengmao
Vice Chairman of the Board
and Member of the Compensation
and Nominating Committee



5. Mr. Joti Bhokavanij
Independent Director,
Chairman of the Audit Committee,
Member of the Finance Committee
and Member of the Compensation
and Nominating Committee



6. Dr. Kosol Petchsuwan
Independent Director,
Member of the Audit Committee
and Chairman of the Corporate
Governance Committee



7. Mrs. Preeprame Seriwongse
Independent Director
and Member of the
Audit Committee



8. Dr. Harald Link
Independent Director and Chairman
of the Compensation
and Nominating Committee



9. Prof. Rawat Chamchalerm
Independent Director



10. Mr. Xu Genluo
Independent Director



11. Prof. Dr. Warapatr Todhanakasem
Director, Member of the
Finance Committee
and Member of the
Corporate Governance Committee



12. Mr. Umroong Sanphasitvong
Director, Member of the
Finance Committee
and Member of the Compensation
and Nominating Committee



13. Dr. Xia Bing
Director and
Member of the Finance Committee



14. Mr. Soopakij Chearavanont
Director and
Member of the Compensation
and Nominating Committee



15. Mr. Narong Chearavanont
Director



16. Mr. Chatchaval Jiaravanon
Director



17. Mr. Suphachai Chearavanont
Director and Chairman
of the Executive Committee



18. Mr. Vichaow Rakphongphairoj
Director and Vice Chairman
of the Executive Committee

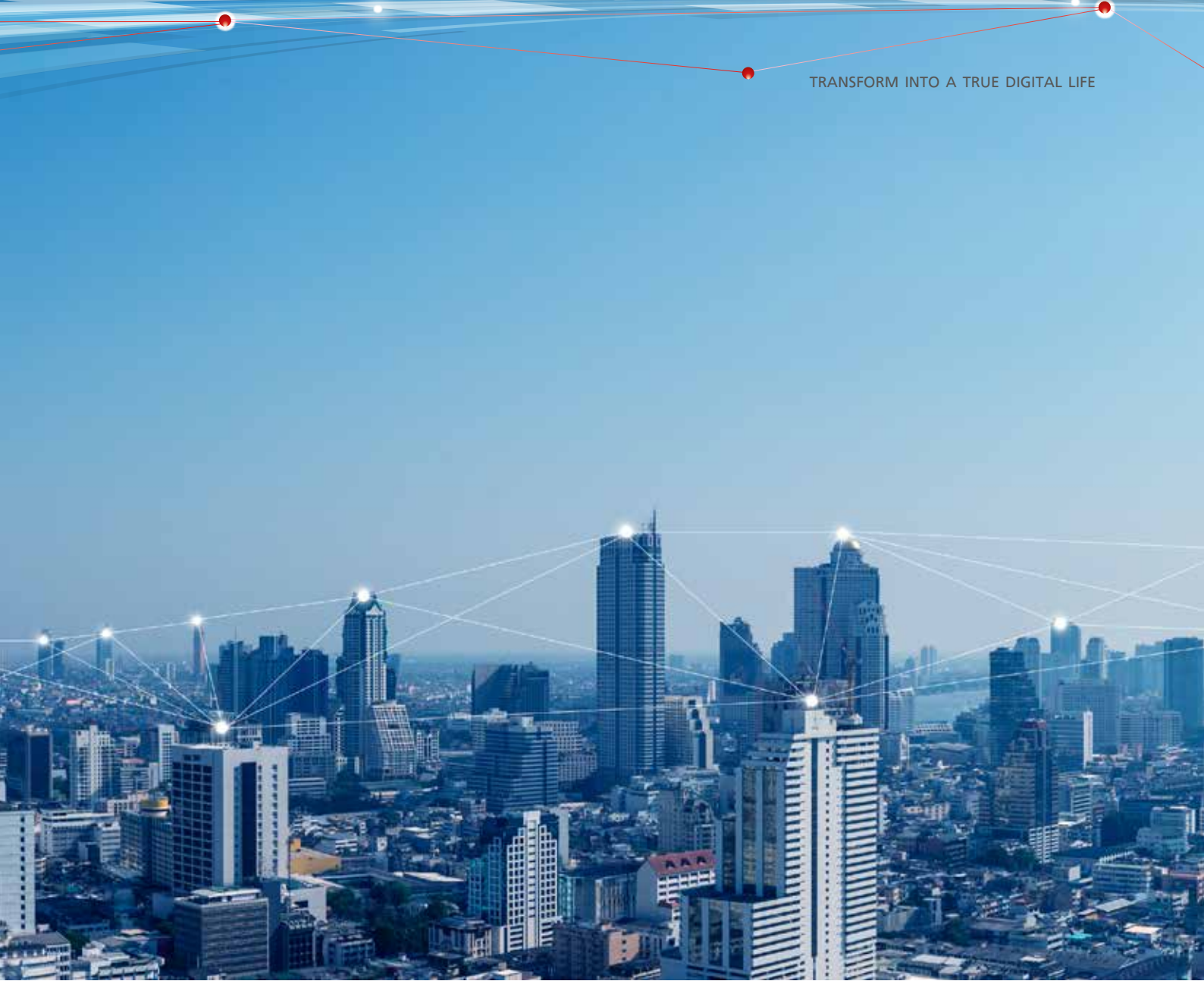
At a Glance



True Group is Thailand's convergence and digital lifestyle leader offering an unrivalled selection of integrated communications services and solutions.

True Group's core businesses are: **TrueMove H**, which operates cellular business with exceptional network quality and coverage through a comprehensive spectrum portfolio. TrueMove H delivers optimum mobile experience on all platforms comprising 4G, 3G and 2G networks covering 98% of the Thai population nationwide as well as Narrowband IoT ("NB-IoT") network covering all administrative districts in all 77 provinces. TrueMove H continued to outperform the industry both in terms of revenue and subscriber growth. Its service revenue growth exceeded the industry for 6 consecutive years in 2018, adding 2.0 million net subscribers during the year and expanding its subscriber base to 29.2 million. **TrueOnline**, the leading broadband internet provider

through high-quality fiber network encompassing over 13 million homes nationwide. Its fiber broadband propositions, matching consumers' rising demand for fiber services, have received strong market response. This drove TrueOnline's broadband internet revenue up 11.2% and subscriber base up 10.5% from the previous year to 3.5 million subscribers. **TrueVisions**, the pay TV, digital TV and content provider offering a wide range of quality international and local content. In 2018, TrueVisions service revenue grew 8.7% YoY and ended the year with the total customer base increasing to 4.1 million; and True Digital Group, offering a portfolio of digital services which present strong growth opportunities as the momentum of digitization continues



to rise. These services leverage its digital media platform, O2O and privilege platform, Data Analytics and IoT capabilities.

True Group seeks to escalate Thailand's telecommunications infrastructure to be at the forefront of the international community with concentrated efforts in providing superior products and services to consumers while increasing opportunities and channels for Thai people throughout the country to easily access news and information, and to bridge the digital divide. True Group's ongoing commitment is to provide high-quality offerings to consumers by focusing on developing wired and wireless networks utilizing advanced

technologies, service excellence, innovation and digital offerings, quality international and local content and an ideal combination of its various products through convergence propositions. These fulfill customers' needs and enhance their engagement, well positioning True Group to accelerate growth alongside consumers' growing demands for telecommunications and digital services.

2018 Highlights

- **True Group's** financial performance significantly improved with a net profit of Baht 7 billion in 2018. This was driven by continued revenue and EBITDA growth, cost efficiency and optimization as well as the successful asset sale to the Digital Telecommunications Infrastructure Fund (DIF).
- **TrueMove H** continued to outperform the industry in both revenue and subscriber growth due to its excellent network and service quality, localized marketing campaigns and material synergy with strategic and business partners.
- **TrueMove H** successfully demonstrated a trial of 5G technology on the 28 GHz spectrum by permission of the NBTC, achieving 20 times faster speeds than 4G. Insights gained during the trial will be used to optimize its network quality and customers' experiences.



- **TrueOnline** maintained its broadband internet leadership and pioneering role in utilizing cutting-edge technology while delivering high-quality products to consumers. Its FTTH, affordable 1 Gbps and convergence offerings continued to gain traction driving both broadband revenue and subscriber base to grow in double-digit rates.
- **TrueVisions** continued to place importance on content selection and production to address diverse lifestyles of Thai consumers and rising digital trends. In addition, True CJ Creations, a joint venture between True Group and CJ ENM from South Korea, was formed to develop international-standard quality content to supply both domestic and overseas markets. These high-quality contents can be viewed on various channels including True Group's multiple platforms as well as its local and global partners creating a revenue upside potential.

- **TrueID**, a one-stop innovative application for a variety of quality content, lifestyles and exclusive privileges, affirmed its position as the leading digital platform with the highest downloads among its category in 2018.

- **True Group** was one of the nine private organizations to collaborate with the public sector in securing the live broadcasting rights of the 2018 FIFA World Cup. True Visions Group, a subsidiary of True Group, was appointed to represent Thailand in negotiating and signing the agreement enabling Thai people nationwide to watch all World Cup matches via various channels especially True Group's multiple platforms comprising television, True Visions 4K ULTRA HD box, computer via TrueOnline's broadband internet and TrueID.

- **True Group** launched the True Smart Merchant application under True Point & Pay Campaign to materialize the vision of Thailand as a cashless society. This adds more convenience and benefits to both consumers and merchants. True Smart Merchant application enables customers to scan shops' QR Codes and safely make payments for goods and services via TrueMoney Wallet while gaining privileges from TrueYou including TruePoint's redemption and discounts.



- **True Group** and the members of the Southeast Asia – Japan 2 consortium (SJC2) signed an agreement with NEC Corporation to build a high performance submarine cable connecting countries in Southeast and North Asia including Singapore, Thailand, Vietnam, Hong Kong, Taiwan, mainland China, Korea and Japan. This will further bolster both True Group's and Thailand's telecommunications strength and channel while serving consumers' fast-growing data usage and digital transformation needs of enterprise customers.

- **True Group** reinforced its IoT Leadership highlighting its IoT ecosystem on NB-IoT network that covers to the administrative district level in all 77 provinces nationwide as well as its strong IoT platform with over 120 partners and solution providers.

- **True Group** partnered with Savioke, one of the world's leading developers of autonomous robots, in debuting "Relay", the first autonomous delivery robot in Thailand. This advancement of synergizing IoT technology and devices into robots increases choice and opportunity for customers to further strengthen their competitiveness in this digital era.

- **True Digital Park** collaborated with Google in developing the "Academy Bangkok – A Google Space", expected to be Asia's first and the world's second digital incubation center, at True Digital Park. This partnership aims at promoting digital knowledge and skills of Thai people and the country's business sector and to further boost digital innovation while supporting the Thai government's digital economy policy.

- The National Innovation Agency (NIA) collaborated with **True Digital Park** in developing the "Punnawithi" zone as the "Bangkok CyberTech District," which will serve as Thailand's role model of a digital innovation district. Additionally, the first Startup Thailand Center is set to open at the Park to further boost digital innovation and economy in Thailand.

- **True Corporation Plc.** received various international recognitions affirming its ongoing commitment to driving corporate sustainability. It was selected to be a member of the global sustainability indices, the Dow Jones Sustainability Indices ("DJSI") – Emerging Markets and the FTSE4Good Emerging Index and ASEAN 5 Index for two consecutive years. More importantly, it set a new standard for sustainability performance for the Thai telecommunications industry by earning the highest rating in the telecommunications industry for DJSI and above-average score for the telecommunications industry and other sectors in Thailand for FTSE4Good Emerging Index in 2018. True also received three awards from the Asset Corporate Awards 2018 comprising "The Asset Corporate Gold Awards for ESG", "Best Initiatives in Innovation from COFY service robot", and "Best Initiatives in Social Responsibility from the True Autistic Thai Center Project".

Financial Highlights



(Million Baht)

		2018	2017 (Restated)	2016 (Restated)
Consolidated Financial Results				
Service revenues ^{1/}	Million Baht	101,788	97,025	88,058
Total revenues	Million Baht	162,773	141,290	124,719
EBITDA	Million Baht	56,001	39,912	25,071
Operating profit	Million Baht	22,408	6,440	(492)
Net profit (loss) to shareholder	Million Baht	7,035	551	(2,814)
Consolidated Balance Sheets				
Total assets	Million Baht	495,569	459,182	444,684
Total liabilities	Million Baht	361,685	330,998	317,203
Total shareholders' equity	Million Baht	133,884	128,184	127,481
Key Financial Ratios				
Current Ratio	Times	0.6	0.6	0.7
Net Debt to EBITDA ^{2/}	Times	2.3	2.5	2.5
Net Debt to Equity ^{2/}	Times	1.0	0.8	0.5
Total Liabilities to Total Equity Ratio	Times	2.7	2.6	2.5
Gross Profit Margin	%	35.3%	27.9%	23.3%
Net Profit Margin	%	4.3%	0.4%	-2.3%
Return on Equity	%	5.4%	0.4%	-2.8%
Operational Statistics				
TrueMove H's customers	Million Customers	29.2	27.2	24.5
Prepaid	Million Customers	21.6	20.3	18.5
Postpaid	Million Customers	7.6	6.9	6.1
TrueOnline's broadband customers	Million Customers	3.5	3.2	2.8
TrueVisions' customers	Million Customers	4.1	4.0	3.9
Per Share Data and Others				
Profit (loss) per share	Baht	0.21	0.02	(0.10)
Book value per share	Baht	4.01	3.84	3.82
Share price at the end of period	Baht	5.20	6.20	7.15
No. of outstanding shares at year end	Million Shares	33,368	33,368	33,368
Market capitalization	Million Baht	173,515	206,883	238,583

Note :

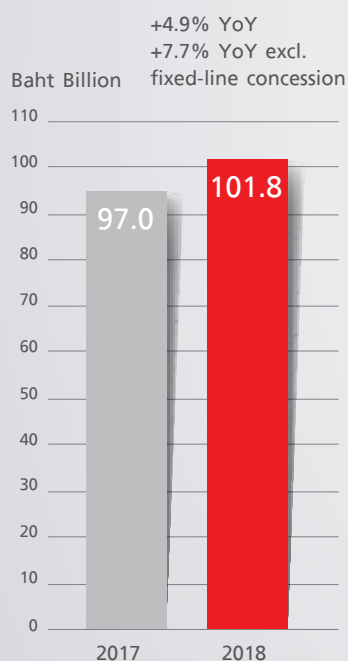
1/ Revenues from providing services excluding interconnection (IC) revenue and network rental revenue

2/ Debt comprises short-term and long-term borrowings excluding liabilities under finance leases

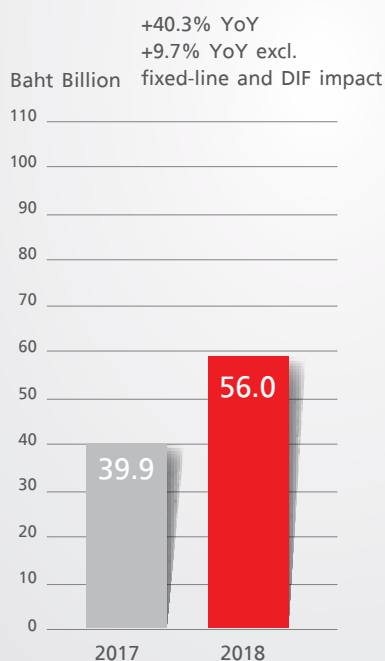
Financial Highlights

Significant profitable growth to Bt 7 bn on continued revenue and EBITDA growth, productivity measures and asset sale to DIF

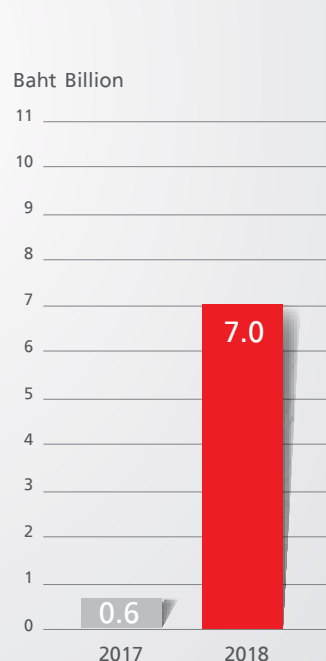
Service revenue



EBITDA



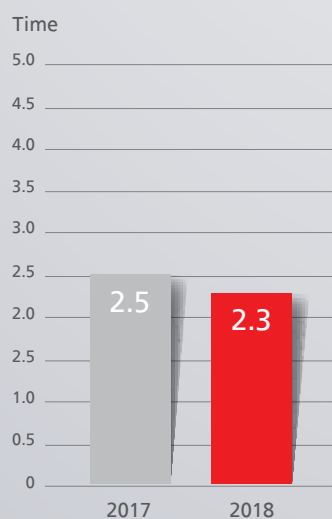
Net profit (loss) to shareholders of the parent



Remark : Revenues from providing services excluding IC and network rental revenue.

Financial position remains strong

Net Debt to EBITDA



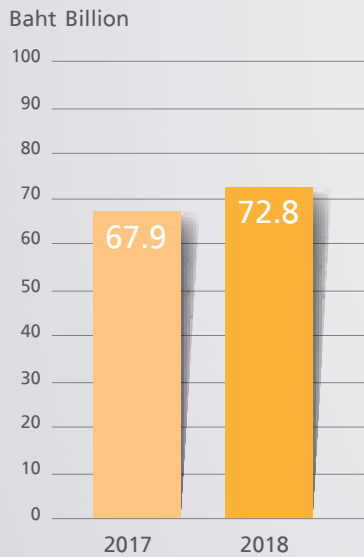
Interest coverage ratio



Revenue by segment

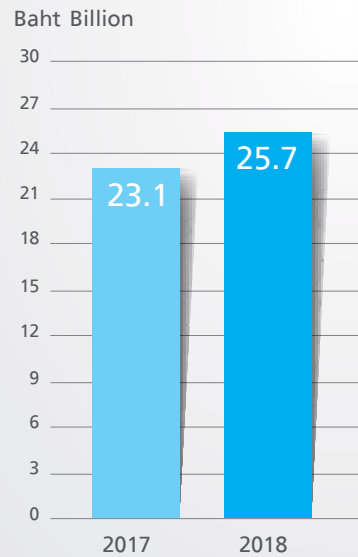
true move 

Cellular service revenue



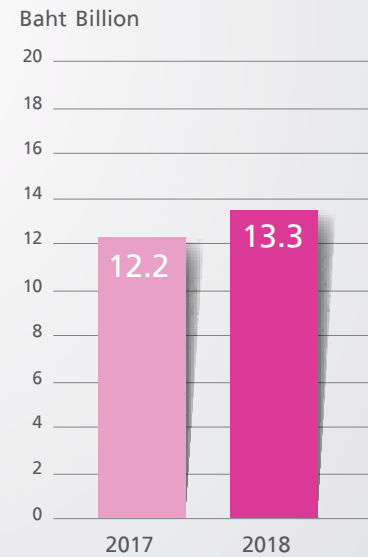
true online

Broadband internet revenue



true visions

Service revenue



Remark: Revenue before intersegment elimination

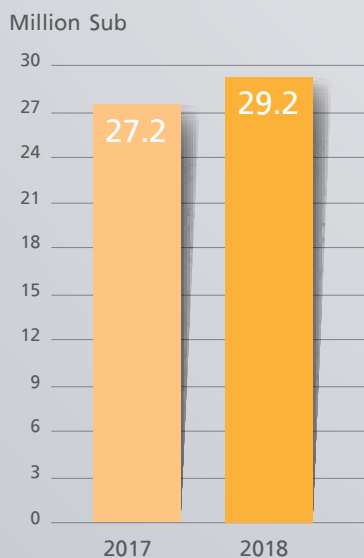
Cellular service revenue comprises voice, non-voice, international roaming and others

Broadband internet revenue comprises broadband, internet and business data service

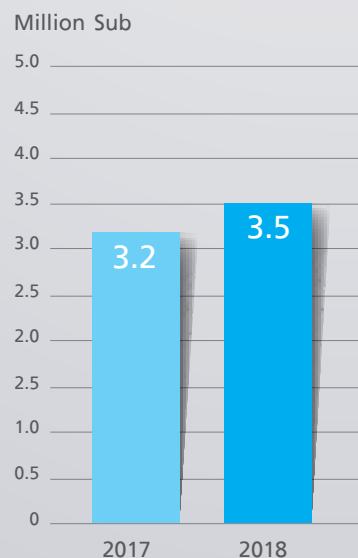
TrueVisions' service revenue comprises subscription and installation, advertising, music entertainment and others

Subscribers by segment

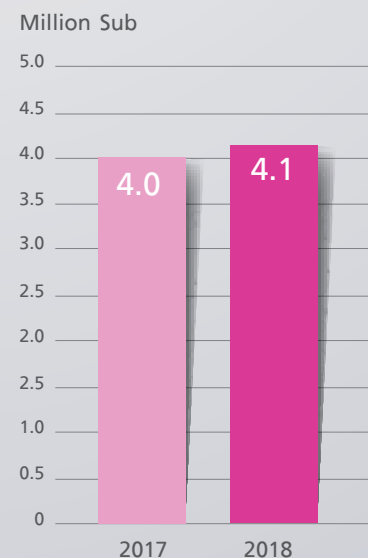
true move 



true online



true visions



Connect digital world to Thai people
with the futuristic technology

The first 5G leader of Thailand is leading Thai people to the ultimate digital world

The world of communication connects everything in life closer together. agriculture, health, lifestyle and business have been connected through the commitment of **TrueMove H**, which is ready to lead Thai people to the advanced communication of the future world – with the number one quality network in Thailand and the expansion of 4.5G base stations nationwide.

TrueMove H launched the world standard FDD Massive MIMO 32T32R, which is a supporting technology for 5G development. Channel distribution is the main feature with the ability to support data transmission to each individual user.

The success in 5G testing is a new page of speed history – which is 20 times over 4G. TrueMove H will never stand still in network development, always ready to extend testing to create a new standard of high-speed communication, with full technological potentiality for the ease and convenience of all Thai.

Life keeps on moving – convenient and easy – without interruption everywhere with the unlimited speed and power of the fast broadband fiber

TrueOnline is the number one service provider in Thailand, which always strives to continuously develop network with cutting edge technology. Its fiber broadband network covers every province nationwide. **TrueOnline** also reinforces the commitment to deliver superior quality and service in the digital age with a broader bandwidth to gigabit level, an answer to the need for value for money of users with multiple communication devices, for members who enjoy viewing high-definition content such as 4K or VDO streaming and for those who need speedy and powerful internet connection for multiple users simultaneously at home.

TrueOnline launched “1 Gbps True fiber package” with more than 100 times speed increase. Customers can surf the powerful internet both in and outside home, choose value for money offering with convergence package and enjoy services and more benefits under the True Group.

Combination of world-class contents
the creator of quality contents for
Asian and world markets



First in Thailand for clear and sharp entertainment at 4K ULTRA HD level

TrueVisions is the leader in utilizing advanced technology in offering a variety of the best quality programs from around the world. For the first time in Thailand, TrueVisions offers the new experience of **4K ULTRA HD** level with 4 times more clarity than the HD system and sharper than the original standard system of up to 20 times. The launch of “**TrueVisions 4K ULTRA HD**” box enables TrueVisions’ members to watch quality programs and documentaries, to marvel at the highest clarity of 4K ULTRA HD level.

TrueVisions continues to strive to develop and select world-class quality contents so that every family member can enjoy exotic and greater viewing experience. True – the leader in quality contents – has continuously produced and created original contents. The achievement of great pride is the export of Thai series with international standard to the eyes of billions of Chinese as well as audience in more than 10 countries around the world.

TrueVisions also set up **True CJ Creation**, which is a joint venture between TrueVisions and CJ ENM, the South Korea’s largest entertainment company, the owner of 16 cable TV channels and the producer of “Goblin – Cursed Love of the Guardian Spirit” – 2018’s most popular South Korean series. Successful programs produced by True CJ Creation exported to Asian group and worldwide markets such as the Rapper Contest, Show Me the Money, Grandpas Over Flowers variety show and the first series “OMG Ghost of Love” aired on True4U Channel 24. “OMG Ghost of Love” is an Omni-Channel broadcast which viewers can watch on multiple channels – **True4U** channel and **TrueID** application.

Exclusive content is the answer to every lifestyle together with special privileges for customers

TrueID is the new world of the best quality content, which can be viewed through multiple platforms such as mobile applications and websites around the clock.

Enjoy all types of great entertainment, movies, sports and music from all over the world. Watch famous Hollywood movies, news and blockbusters, TV programs and talk-of-the-town series. Included is sport from every corner of the world and 10 major football leagues.

Listen to new music with HD quality from leading music labels – both local and international. Stick to every trend by watching news clips and updated articles everyday covering lifestyle, food, travel and games. Convenience is supported for all types of financial transactions either for payment or spending through **TrueMoney** Wallet application.

Share happiness with customers with TruePoints and partner stores nationwide.

TrueYou provides more happiness and privileges for customers of True Group as well as partner stores across the country, leading retail stores and leading online shopping stores, which sell 103,000 brands in total.

Linking ecology system of happiness with each other through **TruePoints**, customers and retail stores using TrueMove H will receive **TruePoints** when customers shop through **TrueMoney** Wallet application at stores with True Point & Pay logo. There are presently over 100,000 participating stores nationwide

Innovation changes the world Life is easier and more convenient.

Huge data hub and in-depth analysis to grow businesses to the full potential.

True Analytics was established as the center to utilize data for organization in various development and innovation creation with the expertise and efficient management of information system in the agency. Enormous data can be efficiently managed to improve services that meet the needs of every department. Whether the ongoing calls, introducing packages to match customers' lifestyles or predicting internet utilization pattern from packages being used, types of content and program in TrueID which customers are interested in or degree of satisfaction with promotions from TrueYou. With enormous data, True Analytics can provide in-depth analysis in just a few seconds.

True Robotics for businesses in the digital age.

In the past year, True advanced in robotic to another step. True Robotics invested and became partner with Savioke Company to be the sole agent for Relay Robot in Thailand, providing delivery service to customers within hotels, condominiums, hospitals, factories, etc. True is considered the first commercial robot service provider in Thailand.

The first design and development of its own robot has been completed and used as service robots in coffee shops and restaurants. COFY- A Waiterdoid Robot - has won awards from stages both in Thailand and overseas. True Group has also conducted researches on AI and Robot Vision to increase intelligence and capability to the robot.

Experience your special privilege with a full service innovation

True Leadership Club First in Thailand – the Co-Working Space for CEO is the ultimate lifestyle only for True Diamond Card holders. True Leadership Club reinforces your image of success by fully providing privacy, luxury and comfort throughout the service, perfected with superb style and taste for the ultimate and endless pleasure and contentment for our significant members.

TrueSphere Concentrating on service development to be the first class experience, TrueSphere welcomes every visit with excellent selection of co-working space for True BlackCard members. The club is ready to deliver profound impression as well as endless business expansion.

True Branding Shop The futuristic innovation for a digital age lifestyle. The first prototype uses robots for warehouse management with AI system to analyze sales and inventory arrangement. Customers can try and search for product information, tracing products from the start - into storage and finally to customers by using Interactive Projector as a sale medium.

TrueShop Over 400 branches of True shops, including more than 300,000 True sales and service points nationwide, were developed further for more impressive and advanced experience, with additional service via VDO Call Service to faster serve customers' every lifestyle into a true digital world.

Call Center 1242 1242 - the only one number that has all answers about True services 24 hours a day.

MARI Turn to this smart personal assistant who you can make voice commands to better understand the needs of True customers with fast initial service - without having to wait for human agents.

Digital innovation hub The largest in Southeast Asia

True Digital Park Program was pinned to be the global destination of digital people, which is the largest digital innovation hub in Southeast Asia. The first and only in Thailand, the digital innovation hub is ready to fully meet the digital lifestyle under the concept of Digital Lifestyle-Connecting Possibilities.

True Digital Park Program located on an area of 43 rais, consisting of 3 main areas. A space for creative digital innovation (Campus Area) with the concept of Open Innovation, the hub for large multinational companies, startups, entrepreneurs, investors including university R&D centers, government agencies. Lifestyle Area and Residential Area were designed and installed with advanced telecommunication system, including smart solutions such as Digital Park application, building in-out application, online booking conference room and function area.

Create Thai startups Enhance business in a sustainable way.

True Incube incubates startups in ASEAN regional level as well as invested in worldwide startups with the aim to be the global leader in full ecological service and global partners of startups with the main 4I strategies

INSPIRE wake up call for entrepreneurs
INNOVATE create new things
INCUBATE incubate and cultivate the aces
INVEST invest for profit

There are over 20 teams of startups in **True Incube** program, which is called "Truegether Partners". They are all registered as companies and partners of True Incube. Every team will assist and support one another to sustainably grow up together.

The well-being of Thai people is the heart of our business.

Change the original world to sustainable development

True Group recognized the rapid changes of modern technology, including the way of life and the changing needs of the Thai society, which creates challenges for the traditional way of running businesses. To respond to changes, the company dedicated itself to sustainability of business development consistent with the sustainability principle of Charoen Pokphand Group by adhering to the philosophy of 3 benefits by creating benefit for the country, society and organization under the balancing operation for economic, social and environmental aspects. **True Group** is committed to achieving the goal of sustainable development in 2020, under the framework of “3H’s” which are “**HEART, HEALTH, HOME**” to

elevate service quality and create digital infrastructure to cover all areas of the country to support the full digital society. To give everyone access to knowledge resource on the basis of good corporate governance and comply with International Human Rights principles, supporting the use of technology to sustainably develop innovative products and services. Supply chain management and business operation with environmental responsibility gives people access to knowledge and content through information technology resulting in sustainable business operation, coupled with fair response to all groups of stakeholders.

Open up the world of learning Create energy and sustainable human resource value

True Group concentrated on creating society of sustainable learning and morality. There had been outstanding projects, such as

“True Plookpanya” (True cultivating wisdom) project with the goal to create a good society by giving **“Knowledge together with Virtue”** since 2007. True utilizes all media and technology of True Group as the channel for dissemination of knowledge so that Thai people can have equal access to knowledge sources.

“True Little Monks” project had continued its program for 7 years in 2018. In the same year, the English-language reality Dharma documentary was produced for the first time in the world under the project name of **“True International Little Monks”** with a selection of 12 boys of various nationalities being ordained as novices to propagate Buddhism and instill moral wisdom to people around the world.



“Integration of the power of the people and the state or CONNEXT ED” project

True Group is among the founders of the project together with 12 leading private enterprises, focusing on development of children and youth to be decent and

intelligent through the strategy of elevating the quality of education in the 21st century. In 2018, True expanded the project to cover 4,608 schools, 997,661 students and promoted the development of 51,404 teachers for teaching in the digital age.

“Keep close watch on wild elephants with an early warning system”

True Group aims to develop innovation and communication technology potential, and contribute to reduce conflict and encourage balance coexistence between people and elephants by implementing the project **“Keep close watch on wild elephants with an early warning system”** in collaboration with the Department of National Parks, Wildlife and Plant Conservation. WWF Thailand is the starter for Kuiburi National Park in Kuiburi district of Prachuap Khiri Khan Province and Khao Chamao – Khao Wong National Park in Chamao district of Rayong, which were the affected areas. In addition, True Group continues to grow awareness for youth in order to create conservation consortium for sustainable natural resources. The consortium incorporated We Grow application in the youth training **“Love the Forest Youth Camp” project in celebration of the 60th royal birthday of HRH Princess Maha Chakri Sirindhorn in 2018** True Group operated with network party of more than 13 organizations for 4 consecutive years. About 8,000 youth and teachers nationwide were trained to use the application in the study of values of variety of plants inclusive of creating

online planting network. **True Group** also participated in creating awareness in the society and families with autistic members to realize the value and potentiality of autistic persons through variety of activities such as producing **“Special People”** commercial which earned more than 4 million views on Youtube, and won outstanding media awards for the year 2018 from the Catholic Press Thailand.

“Stop Harassment in the Online World” project

True Group also initiated advertising campaign contest for social contribution named True Young Producer Award with the topic of “Stop Harassment in the Online World”. The project attracted 675 students nationwide sending in their works. Finalists’ works were publicized through various channels to generate wide awareness.

“A Clean Bouquet Against Corruption”

True Group operated a music video contest “A Clean Bouquet Against Corruption” at student and general public levels to campaign for social awareness of the impact of bribery and corruption. There were altogether 132 pieces of works from across the country.





Awards won in 2018



2018 Telecommunication Service Provider Award and Mobile Service Provider of the Asia Pacific Region at the 2018 Asia Pacific ICT Awards, Singapore

True Group received 2 honorable awards at the Asia-Pacific ICT Awards 2018 in Singapore for 2 consecutive years. They are 2018 Frost & Sullivan Asia Pacific Telecom Service Provider of the Year and 2018 Frost & Sullivan Asia Pacific Mobile Service Provider of the Year.

Service Provider of the Year 2018 of Thailand “2018 Frost & Sullivan Thailand Excellence Awards”

True Group received “2018 Frost & Sullivan Thailand Excellence Awards” in 3 categories; 2018 communication service provider, 2018 wireless communication service provider and 2018 wireless network data provider.

The best brand award of the year 2018 as the only broadband service provider in Thailand from the World Branding Awards, England.

TrueOnline won brand of the year award as the top brand of the only broadband internet service provider in Thailand from the World Branding Forum at the World Branding Awards ceremony at Kensington Palace, London, England. The award was judged by 3 categories, 30% for brand evaluation, 30% for open online vote and 40% for consumer market research.

Top Employer Thailand Award at the Top Employers APAC 2019

True Group received global awards of best employer in Thailand - Top Employer Thailand 2019 - the only Thai company to receive top three national rankings. It was also the only telecommunication organization winning awards from Top Employers Institute, Netherlands at the Top Employers APAC Certification Dinner, Singapore.

“Outstanding Call Center Award” for all major business groups.

True Corporation Plc, Real Move Company Limited, True Internet Company Limited and True Visions Group Company Limited received 4 “Outstanding Call Center Awards” at the award ceremony of the center for receiving and solving consumer problems (Outstanding Call Center) of year 2017 organized by the Office of Consumer Protection Board together with the ISO certification Institute.

Thailand ICT Excellence Awards 2018

MARI a virtual call center employee. Customer can order the system to interact with the message in accord with their needs through various platforms, thus won Thailand ICT Excellence Awards 2018 in the category of innovative projects from the Thailand Business Management Association together with the National Electronics and Computer Technology Center, Thailand Software Industrial Zone and the College of Innovation, Thammasat University.



The best 4G Network Award in Thailand from nPerf

TrueMove H, the excellent 4G network in Asia Pacific won “Best 4G Network in Thailand” from nPerf – the global network speed test service for 3 consecutive years (2016 – 2018)

The most trusted brand as market leader for 2018

TrueOnline received Market Leader Brand Award, the most trusted market leader brand of the year 2018, in the IT and Digital Product as well as internet service provider group categories at BrandAge 2018 Thailand’s Most Admired Brand organized by BrandAge magazine.

DRIVE AWARD 2018 for Drive Award Marketing category.

The MBA Alumni Association, Faculty of Commerce and Accountancy Chulalongkorn University presented DRIVE AWARD 2018 for Drive Award Marketing category to True Corporation Public Company Limited in honor of the organization which has proven to be the country’s social and business driving force in marketing field.

Being selected as member of the FTSE4Good Global Sustainability Index both Emerging Index and ASEAN 5 Index.

FTSE Russell announced that True Group has been member of the FTSE4Good Global Sustainability Index for 2 consecutive years both Emerging Index and ASEAN

5 Index. This reflected the company’s environmental and social responsibility as well as strong corporate governance with an assessment score higher than the average in the telecommunication industry and other business sector in Thailand.

Being selected as member of Dow Jones

Sustainability Indices (DJSI) Global Sustainability Index

True Corporation Public Company Limited has been selected as member of the Dow Jones Sustainability Indices (DJSI) - Emerging Markets category - for 2 consecutive years by receiving the world’s highest score for telecommunication business sector resulting from outstanding organizational continuous development covering the entire 3 dimensions, economic, social and environmental aspects. The strategy under the framework of 3H’s: Heart Health Home of the True Group which aims to create long-term value for all groups of stakeholders.

Achieving the Corporate Governance

Scores of “Excellent” in the year 2018

True Group was recognized as a company with Excellent CG Scoring in 2018 in Corporate Governance Report of Thai Listed Companies jointly organized by the Thai Institute of Directors along with the Stock Exchange of Thailand.

Global Innovation Award from “International Invention & Innovation in Canada 2018”, Canada.

True Group received 4 global innovation awards from the stage of “International Invention & Innovation in Canada 2018” (iCAN 2018) in Toronto, Canada, organized by Toronto International Society of Innovation & Advanced Skills, with over 400 submissions from 42 countries. True Group received the Enterprise Award for Special Innovator Including Gold Medal Award from the “Help growing” - the application that helps farmers to manage crop cultivation efficiently with useful information. Two silver awards from “Smart Adventure” – intelligent camera warning system which captures the movement of wild elephants along the jungle seam and “Smart Job” – profession guidance platform with an in-depth analysis of the need of the labor market and unemployment rate for the profession in the future.



Gold medals from The Association of British Inventors and Innovators

The “C-RO” application - the innovation of True Group inviting everyone to participate in the reduction of carbon emission in everyday life – won a gold medal from the Association of British Inventors and Innovators.

The Asset Corporate Awards, year 2018 in Hong Kong.

True Group received 3 regional achievement awards from The Asset Corporate Awards, year 2018, organized by The Asset – Asian leading Financial magazine for 19 consecutive years, held in Hongkong. These awards are 1. Sustainability Award - The Asset Corporate Gold Awards for ESG 2. Best Initiatives in Innovation Award from the COFY service robot 3. Best Initiatives in Social Responsibility Award from the Autistic Personnel Development Program at True Autistic Thai Center.

The “International Invention & Design Competition 2018” in Hong Kong.

True Corporation Public Company Limited won 6 awards from “International Invention & Design Competition 2018” (IIDC 2018) in Hong Kong, organized by Chinese Innovation and Invention Society in collaboration with Hong Kong Trade Development Council. For the Thai part, the awarded works were qualified from the Thai Innovation and Invention Promotion Association. True group entered 2 pieces. 1 CoW on Fly (Cell on Wheels on Fly) – mobile internet distribution via drones for disastrous area which earned 4 awards : 1.1 the honor cup from IIDC 2018, Hong Kong, 1.2 gold medal from IIDC 2018 Hong Kong, 1.3 The Best Invention award 2018 by JSC NIIAS (Nasa-Russia), 1.4 INNOPA Innovation Award from Indonesian Invention and Innovation Promotion Association, Indonesia. 2. COFY work – the automatic moving robot for service in the coffee-shop. Two awards won were : 2.1 Honor cup from IIDC 2018, Hong Kong and 2.2 Gold Medal from IIDC 2018, Hong Kong

Best Sustainability Report Award year 2018

The Securities and Exchange Commission together with the Stock Exchange of Thailand awarded Excellent Award for Sustainability, year 2018 for True Corporation Public Company Limited as the reliable and trustworthy organization in disclosing sustainability information of economy, society and environment, and corporate governance which is beneficial for the group of investors in the capital market and the stakeholders. This is a guideline for the development of organization for long-term sustainability. True Group has submitted the sustainability report for consideration since 2016 and received awards for 3 consecutive years. Started with Recognition Award, Excellent Award and last but not least was one of the 7 organizations to win best award of the year 2018.

Thailand Sustainability Investment Award of the year 2018

The Stock Exchange of Thailand awarded Thailand Sustainability Investment for the year 2018 for True Corporation Public Company Limited at the SET Sustainability Awards ceremony 2018. True Group was selected by a working group consisting of experts in corporate governance, social responsibility and agencies in the Capital Market to be on the list of sustainable stock listed in the Stock Exchange of Thailand, which have a market value of over 100,000 million baht. This reflected business operation of a listed company as a good model, focusing on developing the organization for sustainable growth, performance, efficiently driving the organization with innovation as well as having ethics to be responsible for stakeholders. Coupled with social and environmental care.

Honor Award from the Office of National Anti-Corruption Commission

The Office of National Anti-Corruption commission has awarded the annual NACC (National Anti-Corruption Commission Awards) to honor parties that support the prevention and suppression of corruption. In 2018, True Group received 7 awards as follows : award or other benefits for supporting prevention and suppression of corruption in 2018, : the Clean Bouquet Award for TV program and production of TV program in 2018 - 2 awards : Clean Bouquet Award for TV program year 2018 and publicizer of TV program - 2 awards : Clean Bouquet Award year 2018 for advertising – 2 awards

Awards for the organizations which support excellent works of the disabled

Ministry of Social Development and Human Security organized the international Disabled Day event and honored True Group - the organization which supports works of disabled people – with trophies for 2 consecutive years on the International Disability Day, 2018. The award was considered the highest of honor given to only 3 organizations which reflected the recognition of the serious and continuous support the organizations gave to the vulnerable groups. By using communication technology innovation to help develop potentiality, expertise and skill, the vulnerable and disabled can create career and earn their own living, a self-reliance, an improvement of their quality of life to live in society with value.

A plaque for Top Creative Culture Award of year 2018

General Prayuth Chan-Ocha , presented a plaque for Top Creative Culture Award of the year 2018 from the Ministry of Culture to True Group as the organization to publicize the Video clip titled “My Dad is the most handsome”. The clip was produced by the Low cost Production team, Faculty of Architecture, Chulalongkorn University, intended to stimulate the conscience of Thai value. The team won the award for an advertising commercial for social responsibility contest from True Young Producer Awards project.

Outstanding Media Award for 2018

Outstanding Media Award was given to True Group and the Thai Autistic Foundation by the Catholic media in Thailand in honor of an advertising commercial titled “Special People” which was produced by True Group in collaboration with the Thai Autistic Foundation. The

objective of the commercial is to create awareness and understanding for autistic people.

Award for Best Thai Children Program from the Asian Academy Creative Awards year 2018, Singapore.

“International Novice Planting Dhamma Wisdom” won the best children program in Thailand from the Asian Academy Creative Awards contest, year 2018, organized by the Institution of Singapore Infocomm Media Development Authority (IMDA).

Awards for moral and ethical media at the ceremony “Good People – Thailand year 9”

The “Novice Plants Dhamma Wisdom”, on True 4 U channel, and True Plants Wisdom won “Good People – Thailand year 9” award for the year 2016-2017. The Good People Foundation in collaboration with CP All Public Company Limited organized this theme in order to glorify people and media who continuously present moral and ethical news which is beneficial for Thai society.

Top award for leading brands of Thai coffee shops from True Coffee.

The Ministry of Commerce presented “Top Leading Brand” (Influential Brands) for True Coffee as the top brand of Thai coffee shop at national level, as widely known to consumers in the 2018 ASIA CEO SUMMIT & AWARD CEREMONY.

The “Gold Scale” Honor Award 2017

I AM program on the True Cultivating Wisdom was honored “Gold Scale” Honor Award 2017 (6th time), in the category of knowledge giving and understanding people, from Federation of Thai Children and Youth Relief Committee of Thailand together with the Association of Consumer Rights Protection.

The 6th Lord Ganesh Award

Sri Ayothaya, the historical series, received Lord Ganesh Award from the General Assembly of Radio, TV and press News organizers of Thailand in the 6th Lord Ganesh Award ceremony. The series won 6 awards Best Historical Series, Best Film Director, Best Male lead, Best Female Lead, Best Honorary Male actor and Best Honorary Female actress.







True Corporation Public Company Limited

18 True Tower, Ratchadaphisek Road, Huai Khwang, Bangkok 10310, Thailand

Tel. +66 (0) 2859-1111 Fax. +66 (0) 2859-9134

www.truecorp.co.th