

Joint Value Creation



Challenges and Opportunities

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

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

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

Commitment to Responsible Business Operations

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



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

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

Investments for Value Creation

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

Our Portfolio

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

Management Approach

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

3Ps Strategy for Driving Sustainable Business Growth

01 Price

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

02 Partnership

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

03 Piracy

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

Target

Strengthening Sports Content Ecosystem for Sustainable Growth

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

Leveraging Copyright Protection and Digital Governance

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

Expanding Regional Access to Sports Content

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

Strategic Partnerships for Responsible Service Excellence

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

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

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



*Based on the independent financial advisor's opinion report

JAS Secures Premier League Broadcasting Rights in Vietnam

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



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

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



Technology Integration for Copyright Protection and Content Integrity

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

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

League and Emirates FA Cup matches.

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

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

106,396 LINKS

Blocked unauthorized links

705 URL

Disabled copyright-infringing URLs

Customer Satisfaction

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

Cyber Security and Personal Data Protection

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

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



2025 Performance

Complaints regarding
privacy infringements

0

Data leakage, theft, or loss
proven to have occurred

0

Channel for receiving suggestions and complaints

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

Online channel at



[Website](#)

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

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

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



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



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

Innovation and Digital Leadership

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

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

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

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

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



2025 Target

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

LOOK LOOK for Every Pet Parent

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



2026 Target

2025 Performance **10,000** users

2026 Target **80,000** users

Fostering an Innovation Culture

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

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

317 employees participated

14 projects implemented

Results

Reduce operational costs

3.5 million baht

Reduce working time

830 hours/year