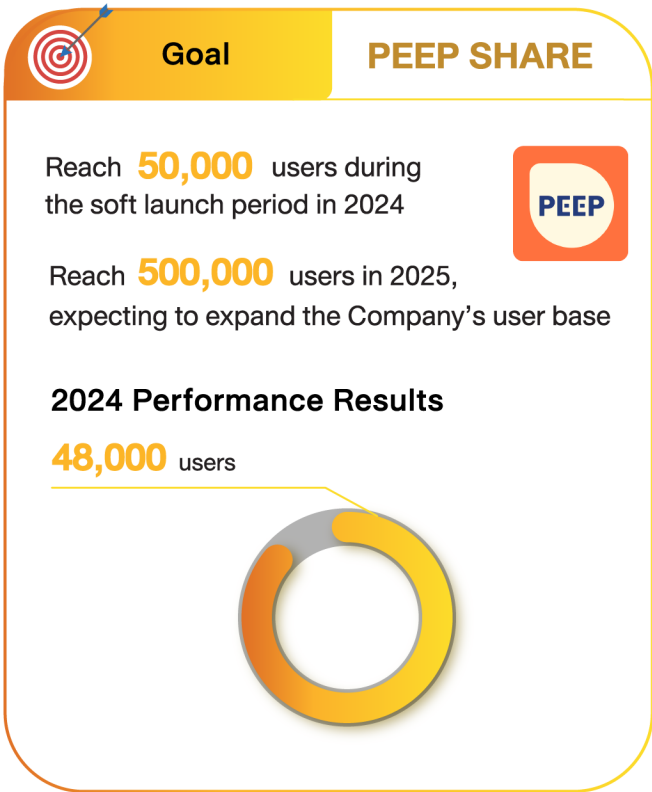# Advancing Innovation, Cultivating Creativity

According to a study from Fortune Business Insights, the AI market in the telecommunications industry grew from 2.36 billion USD in 2023 to 3.34 billion USD in 2024, with expectations to reach 58.74 billion USD (approximately 2.03 trillion baht) by 2032. As a leading investor in groundbreaking technologies, the emergence of AI presents a significant business opportunity: it positions JAS as a key player in AI innovation development, enabling us to offer comprehensive solutions for the business sector. Recognizing this potential, we are enhancing our capabilities to develop innovative products, services, and solutions by incorporating AI as the core development framework. This approach helps prepare our operations for the transition to the digital economy while also generating revenue from practical innovations. Our commitment to promoting innovation development is embedded in our mission, core values, and sustainability strategy, underlining our dedication to fostering sustainable business innovations that benefit society and the environment.

In 2024, we launched an innovative platform PEEP SHARE, designed to connect individuals into a unified community of the digital era, aligning with modern consumer behaviors that favor communication and document storage on online applications. Both individual and organizational users can enjoy advanced features such as Instant Messaging, AI Assistant, Official Account, and My Cloud, allowing them to communicate, organize files, and manage tasks efficiently. The application also features robust cybersecurity systems that adhere to internationally recognized standards. PEEP SHARE was first introduced at our town hall meeting, where employees had the chance to experience the new innovation and provide feedback to refine the system and meet user needs.

Goal | PEEP SHARE

Reach **50,000** users during the soft launch period in 2024

Reach **500,000** users in 2025, expecting to expand the Company's user base

2024 Performance Results

48,000 users

PEEP SHARE Features

1. Chat & Talk

Users can chat one-on-one or in groups conveniently, share important files without fear of losing data, and enjoy seamless high-quality voice and video calls.

2. SHARE

Users can share photo and video memories with those who matter most, anywhere, anytime, and revisit them whenever they want.

3. My Cloud

Users get personal data storage that supports all file types, enabling them to easily manage their storage or create personal collections for systematic organization. With up to 20 GB free storage, this feature helps reduce the equivalence of 200–533 reams of paper, or 6–32 trees, and reduce carbon emissions by 500–1,999 $kgCO_2$eq.

Benefits to Society/Environment

- Reduce resource consumption
- Support remote work with effortless communication, messaging, and file transfer on a highly secure platform

Benefits to Business

- Generate revenue through exceptional services and cloud storage
- Expand customer base in digital business and messaging applications

4. Official Account

The feature offers a powerful business tool with comprehensive solutions for businesses and organizations to streamline communication and boost marketing efficiency, featuring

- AI Chatbot that automatically answers customer queries and provides sales support
- Rich Menu where businesses can design and customize easy-to-access service buttons for customers
- Broadcast Messaging offering an effective channel for sending promotional messages to customers or employees with a single click

Fostering Innovation Development Within the Organization

We actively promote innovation by organizing regular Innovation Contests, allowing employees to showcase their creative solutions to improve work efficiency and demonstrate their capabilities as innovators. In 2024, we hosted the JASTEL Rising Star activity for the second consecutive year, focusing on enhancing work efficiency through Smart Work practices and applying various technologies to enhance both personal and organizational work. This competition helped increase effectiveness and reduce operational time, as well as identified high-potential talents (Rising Stars). A panel of technology and innovation experts evaluated the submissions and selected qualified projects for implementation within the organization, with awards given based on

(1) efficiency in reducing work processes
(2) decreasing organizational costs
(3) driving revenue growth

In 2024, 15 projects participated in the contest, with the judging panel selecting 10 outstanding projects, demonstrating the collaborative effort between the organization and employees in leveraging innovations to foster a sustainable growth.

Innovative Project Result

Automatic Calculation for 95 Percentile Billing

The Company had experienced a delay in issuing invoices for large customers with high internet usage, which took approximately 1–2 days longer than agreed upon. This delay was due to the work process in which the sales coordinator had to request internet usage data from multiple internal departments. To address this, a program was developed by engineers from the Network Operation Center (NOC) to automatically retrieve the internet usage data, allowing the sales coordinator to access the information immediately upon entering the customer ID into the system. This innovation significantly accelerated the billing process, reducing the time required for coordination and data gathering, thereby improving efficiency in generating invoices.