

Delivering and Creating Exceptional “Value” for Our Customers



Operating in the digital disruption era presents considerable challenges for businesses, posing risks that could hinder operations due to lack of progress compared to competitors. Simultaneously, it also offers opportunities to drive growth through advantages in speed, transparency, and personalized service. In the past five years, the explosive growth of Artificial Intelligence (AI) has intensified business challenges, fueled by concerns about the ability to adapt to changes or being displaced by AI.

As a leading technology enabler specializing in network connectivity at both national and regional SEA levels, JAS recognizes the opportunities within the Generative AI business. We strive to be at the forefront of AI technology, offering a comprehensive range of services including infrastructure, model services, platform solutions, and software services for customers across Business-to-Government (B2G), Business-to-Business (B2B), and Business-to-Customers (B2C) sectors.

Management Approach

- Establish clear business objectives and strategies
- Continue to develop a variety of projects including fostering partnerships and investing in scalable businesses
- Monitor, report, and disclose performance results with transparency

In the internet TV and content acquisition business, JAS prioritizes the curation of high-quality content that caters to customers' needs, which is distributed for broadcast on the Monomax streaming platform. In 2024, JAS acquired full broadcasting rights for Premier League and FA Cup on internet and digital TV, as well as short video clip distribution rights, valued at 19,167,723,414 Thai baht. These rights cover broadcasts for 6 seasons from 2025/26 to 2030/31 in Thailand, Laos, and Cambodia, enhancing JAS's competitiveness in the market and providing elevated experiences for football fans through quality platforms at competitive prices.

Partnership with KT Corporation (KT) for Generative AI Development with 1 Billion Baht Investment



Generative AI Thai LLM

JAS has partnered with KT Corporation (KT), South Korea's leading telecommunications provider, to develop a Generative AI model and platform for Thailand's first Thai Large Language Model (LLM) learning, with the size of 80 billion parameters. The project draws upon KT's expertise, with its previous success in developing 210-billion-parameter Korea LLM, Mi:dm in 2019. This initiative marks a pivotal step towards technological innovation and Thailand's digital transformation, enhancing the provision of specialized services for B2G, B2B, and B2C customers.



Ethical Content Curation

JAS recognizes the empirical impact of media and entertainment in shaping behaviors of the society members. We partner with online video streaming providers and international program creators to deliver quality entertainment including over 10,000 movies, series, and variety programs for viewers of all ages. Additionally, we put emphasis on delivering legally licensed content to ensure exceptional viewing experiences without infringing intellectual property rights. We clearly categorize media content while ensuring the availability of programs tailored for children, as well as clearly define age restrictions for movies and display warnings prior to broadcast in compliance with legal restrictions.

Customer Data Protection

JAS pledges to safeguard customers' personal information. We have implemented a Privacy Policy and made our Terms and Conditions available to customers prior to the use of our services. This information is also publicly disclosed on our website and applications. We do not use customer data beyond what has been consented to. Moreover, we continually enhance the security of our data storage systems to ensure that customer information is securely stored, preventing leaks and misuses by threat actors. In 2024, JAS had no incidents of customer data breaches.

Contact Channels

For customer inquiries, complaints, and suggestions, please contact

Jasmine International Public Company Limited

Jasmine International Tower, 200 Floor 29-30, Moo 4, Chaengwatthana Road, Pak Kret Subdistrict, Pak Kret District, Nonthaburi 11120

Or reach us via our online channel at www.jasmine.com/th/contact-jas

Customer Satisfaction Survey

Number of tenants 129

Goal

80%

rated their satisfaction as satisfied or very satisfied

Result

>80%

rated their satisfaction as satisfied or very satisfied

In 2024, Premium Assets Company Limited, an office space rental provider under JAS, conducted a satisfaction survey among 129 building tenants at Jasmine International Tower, where JAS's headquarter is located. The survey assessed satisfaction levels of tenants as very satisfied, satisfied, moderate, and needs improvement, targeting that 80% of tenants rated their satisfaction as "satisfied" or "very satisfied."

The survey assessed tenant satisfaction across 4 key operational areas:

1. Service provision
2. Maintenance and repairs
3. Facility arrangement and activities
4. ESG-related operations

The results revealed that over 80% of tenants expressed their satisfaction levels as "satisfied" or "very satisfied," successfully meeting our target. Additionally, the tenants have provided suggestions for improvements such as the addition of more facilities and green spaces, expanded market areas, rental price control, and special offers for Premier League. To respond to our tenants' needs, we have enhanced the landscape at the front of the building and created more green spaces to align with tenant desires. Furthermore, we are planning to introduce new restaurants and shops to better meet the needs of our tenants.

