

Sustainability Goals and Strategies

JAS GO G-R-E-E-N



Good Governance



Uphold the principles of good governance with transparency and accountability

- Receive 5-Star or "Excellent" score from CGR
- Certified as a member of the Thai Private Sector Collection Action Against Corruption (CAC)



Resource Efficiency



Maximize resource efficiency including electricity, water, fuel, and energy

- Achieve net-zero greenhouse gas emissions by 2050
- Reduce electronic waste by 5% by 2025
- Reduce electricity consumption by 5% by 2025
- Reduce water consumption by 5% by 2025
- Operate as Thailand's largest green bitcoin mining that uses alternative energy



Encourage Innovation



Encourage digital innovations that meet business goals and create an environment that encourages employees to be innovators

- Develop 3 products and services that promote sustainability by 2025
- Generate 30% of income from innovation investment by 2025



Enhance Happiness



Care for the well-being, happiness, and career advancement of employees

- Employee training (average of 3 courses per employee) 100% by 2025
- JAS Online Learning (5 courses per person) 100% by 2025



New Sustainable Business



Adjust business structure to align with targets, focusing on short- and long-term investment in scalable businesses

- Enhance AI solutions technology with a focus on B2C and develop medical AI for healthcare solutions
- Invest in bitcoin mining
- Develop cloud solutions and platforms
- Secure exclusive broadcasting rights of Premier League and FA Cup for 6 years in 3 countries including Thailand, Laos, and Cambodia, expecting to increase subscriber base by 3 million accounts