TRUE GROUP SPEARHEADS “TRUE 5G: THE GENIUS FOR THE NEW SUSTAINABLE WORLD” VISION, CREATING A NEW WORLD WITH TRUE 5G GENIUS TECHNOLOGY





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Empowering the GENIUS for All Thais and the Country to Sustainably Be the No.1 Together with Complete and Superior Support of 7 Frequency Bands, Leading World-Class Partners, Smart True 5G Technologies and Solutions
Inviting Thais to Join 5 Heroic Figures in Becoming True “First 5G Citizen” for the New Sustainable World

True Group, Thailand’s leading complete digital lifestyle enabler, announces its vision, “True 5G: the Genius for the New Sustainable World”, with the aim of deploying the genius of the 5G technology to fulfill life in all dimensions – leading to a new sustainable world.

Positioning True 5G as a genius technology that sustainably changes the country, True Group commits to provide the best 5G network for all Thais. Its recent successful bid for the 5G spectrum in the 2600MHz and 26GHz frequency ranges integrates with its 700MHz and other existing frequency ranges will help enhance True network’s potential that encompasses the industry’s maximum bandwidth frequencies and the most coverage of 7 frequency bands, plus a range of prominent local and international partners – including China Mobile, a leading global telecommunications operator with the largest customer base in the world, as well as strengthen its leadership role as Thailand’s sole leader in smart digital technologies and solutions (such as AI, Robotics Deep Data Analytics, and Smart IoT) with a fully integrated digital ecosystem

True is confident that the genius of True 5G will draw out the genius in Thais, creating a fundamental base to enhance Thailand's potential and create sustainable competitive advantage in the new economy. Through its new communications campaign, True Group invites Thai consumers to become a True "First 5G Citizen." This campaign features 5 heroic figures, each of which reflecting different values and benefits of 5G smart technology that will lead to sustainable changes in 5 dimensions: Bin Bunluerit (World of Security), Cherprang Areekul (World of Education), Alex Rendell (World of Agriculture & Environment), "Jeab" Lalana Kongtoranin (World of

Health & Wellness), and "Ice" Paris Intarakomalyasut (World of Entertainment). Interested individuals are invited to gain first-hand experience on the best True 5G network for Thais at 11 branches True Shops and True Sphere as well as MRT stations.

Mr. Suphakit Vuntanadit, Group Chief Commercial Officer, True Corporation PLC., revealed that "with our vision "True 5G: the Genius for the New Sustainable World", True Group is committed to leverage 5G technology for the ultimate benefit of all Thai people and Thailand, creating a sustainable world. In the recent 5G spectrum bidding, we won 90 MHz of bandwidth on the 2600 MHz range, and 800 MHz of bandwidth on the 26 GHz range. Both spectrum ranges will be optimized to provide the best True 5G network – thus, further strengthening our superior technology-and-solution-leadership position in the market. These auction-acquired frequency ranges are the best ranges for providing 5G services, and the most cost-effective. This frequency auction is considered as "the best and most worthwhile frequency" for both investors and True Group customers. The acquisition of such premium frequency ranges contributes to True Group's leadership as the best network provider with the complete range and coverage of 7 frequency bands – especially the maximum bandwidth and most coverage of low-frequencies, which includes the low frequency ranges of 700 MHz, 850 MHz, and 900 MHz; the medium frequency ranges of 1800 MHz, 2100 MHz, and 2600 MHz; and the high frequency of 26 GHz."

"True is the most 5G readiness – be it in terms of the best network provider with the complete frequency range and coverage, and the fact that we have a full network of local and international partners – including China Mobile, a shareholding partner of the True Group who is a leading global telecommunications operator with the world's largest customer base of 925 million, and the world's first 5G provider in the 2600 MHz spectrum range, is ready to support us with relevant knowledge, skills, and best practices. These partners, together with wireless network and device partners, In addition, True Group is Thailand's sole leader in fully integrated digital technologies that provide smart technologies and solutions, such as AI, Robotics Deep Data Analytics, and Smart IoT. Thus, we are convinced that the genius of our True 5G will draw out the genius in all Thais, creating a new sustainable world in various dimensions. We would also like to invite Thai consumers to join 5 heroic figures in our new communications campaign in becoming a True# "First 5G Citizen" with the belief in True 5G as the signal that geniusly changes the country," added Mr. Suphakit.

From February 20, 2020, Thai consumers are invited to gain first-hand experience on the True 5G genius network on the 2600 MHz spectrum which is the same auction-acquired range at 11 branches of True Shops and True Sphere (Siam Square Soi 2 and Soi 3, Siam Paragon, Digital Gateway, Central World, Icon Siam, The Emquartier, and at 4 MRT stations: Wat Mangkon, Sam Yod, Sanam Chai, and Itsaraphap).

Mr. Oliver Kittipong Veerataecha, Chief Brand & Communications Officer, True Corporation Plc., said: The new perfect 5G world is not only about the network and speed, but also about genius technologies that will upgrade people's living standards in all dimensions. We are about to create a new sustainable world, and take all Thais and the country with us to be the No.1. This idea is embedded in our new communications campaign that reflects our vision through 5 well-known personalities with heroic attributes, who want to change our country for the betterment with True

5G smart technology.

In this communications campaign, Bin Bunluerit, a volunteer rescue worker for over 30 years, serves as the role model in the World of Security, reflecting 5G benefits for “A Change that Realizes All Rescues in a Timely Manner”; Cherprang Areekul, captain of the BNK48 girl group, serves as a role model in the World of Education, reflecting “A Change that Equalizes All Education”; Alex Rendell, an actor and environment activist, serves as a role model in the World of Agriculture & Environment, reflecting “A Change that Keeps All Ecosystems in Balance”; “Jeab” Lalana Kongtoranin, a former Miss Thailand, actress, and emergency doctor who founded the Let’s Be Heroes Foundation, serves as a role model in the World of Health & Wellness, reflecting “A Change that Ensures Equal Access to All Medical Services”; and “Ice” Paris Intarakomalyasut, a rising actor and singer, serves as a role model in the World of Entertainment, reflecting “A Change that Makes All Inspirations Boundless”. This communications campaign is scheduled to broadcast on television and be available via online media and YouTube, from February 20, 2020 onwards.