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# INTRODUCTION

## Social & Community Development at BTS Group

BTS Group's contribution to the development and improvement of community and society has consistently resonated with our corporate vision "to serve our community with unique and sustainable solutions that greatly contribute to an improved life." The Company's continuous endeavours to tailor programmes and initiatives per its operational strengths and talents have safeguarded BTS Group's ability to deliver beneficial impact to our stakeholders, consequently strengthening the identity of our corporate citizenship.

The Board of Directors and the Sustainability Development Committee have endorsed the strategic direction for the Company's Corporate Social Responsibility (CSR) initiatives. Extending beyond climate-related actions, the scope of our CSR activities concurrently supports various community investment initiatives focused on building resilience within the communities we serve towards environmental sustainability and socio-economic development.

### The Board of Directors, Sustainability Committee, and Their Roles in BTS Group's CSR

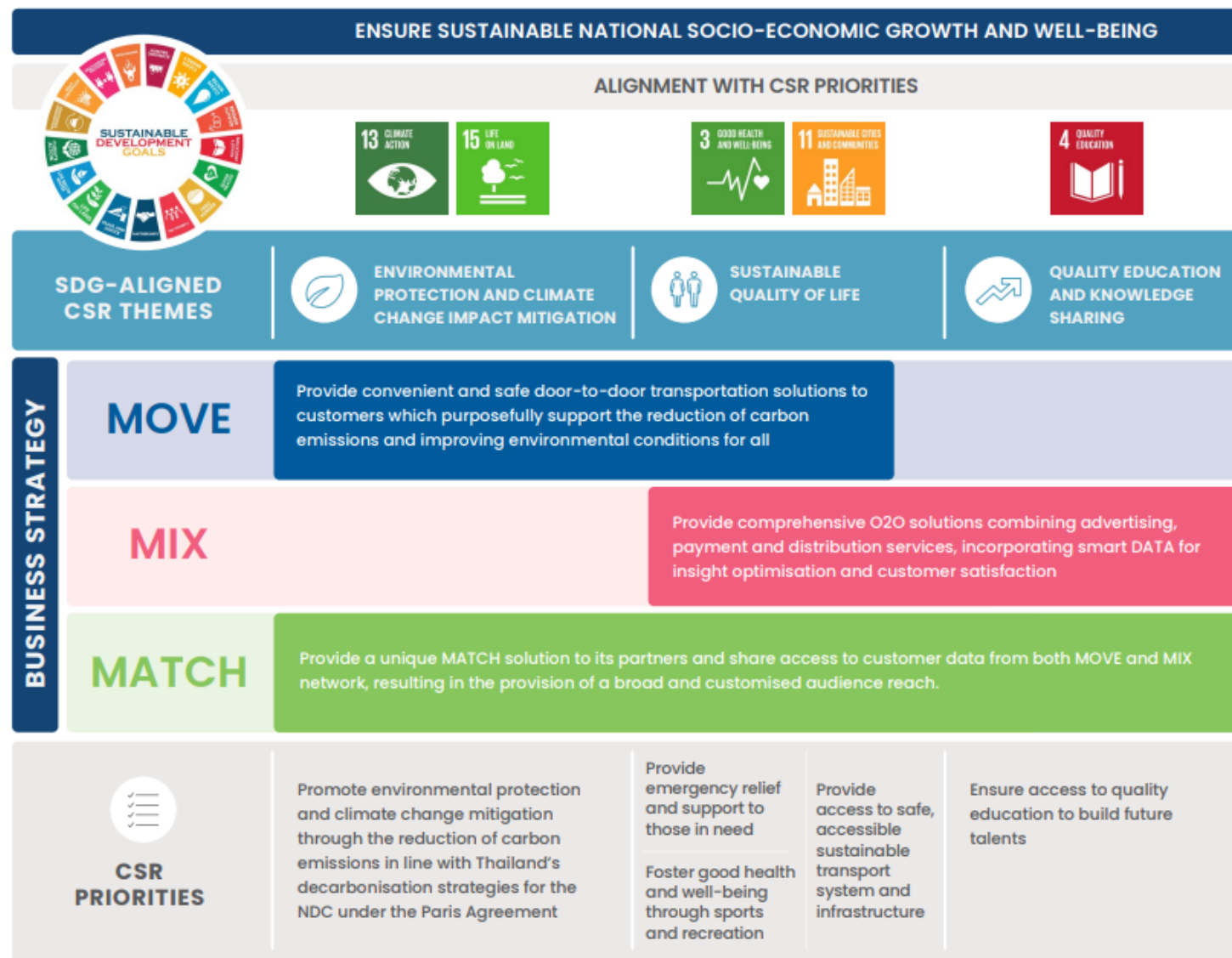


## 01

## INTRODUCTION

## CSR Strategy

The strategic direction of BTS Group's CSR initiatives aligns with sustainability-driven priorities from our 3M operations coupled with a clear integration of the United Nations Sustainable Development Goals (SDGs). Our CSR programmes all work to facilitate community participation and investments through our commercial operations, products or services. Together, every respective project and initiative work towards a central purpose – to empower communities towards a more sustainable future for all.





## 02

## ABOUT THE CAMPAIGN

“Spread Happiness...to Every School”



The Pink Line and Yellow Line monorail systems brought their staff and personnel to organise the "Spread Happiness... to Every School" project. The initiative aimed to educate students from schools along the rail routes on how to use the Pink and Yellow Line systems correctly and safely. Activities included education on safety, rules and regulations, as well as proper rail usage, presented through educational videos to enhance understanding.

There were also recreational activities, quizzes with prizes, and a special guest speaker who shared experiences and taught basic techniques and sports-related rules to help build athletic skills. Additionally, students were given the opportunity to experience riding the metro, offering valuable learning outside the classroom.



## 03

## IMPACT

## Campaign in Numbers

**Project  
Beneficiaries****8,904**People benefitted  
from the project**Increased  
Revenue****THB 69.5mn**Annually from conversion  
to BTS SkyTrain passengers**Reduced  
Accident Rate****53%**Due to modal-shift for  
project beneficiaries**Saved  
Commute Time****10%**Average reduced  
commute time for  
community members**Project Monitoring and Contribution to Social Solutions**

As part of the project, participating schools are revisited annually to monitor progress and assess outcomes.

The education provided to students has led to more rail passengers; reduced accident rate, traffic, pollution; as well as reduced commute time for participants.

# The World's Most Sustainable Transportation Company



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