

BTS GROUP HOLDINGS PCL OLD CALENDAR DONATION REPORT 2024

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1 | INTRODUCTION

BTS Group’s contribution to the development and improvement of the community and society has consistently resonated with the 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 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 projects and initiatives work towards a central purpose – to empower

communities towards a more sustainable future for all.

BTS Group’s strategic direction for its CSR centres around three areas: Environmental Protection and Climate Change Impact Mitigation, Sustainable Quality of Life and Quality Education and Knowledge Sharing. Coupled with active participation from employees, BTS Group CSR initiatives aim to strives to cultivate a safe, inclusive and sustainable quality of life for society.

BTS Group CSR Strategic Direction

Ensure sustainable national socio-economic growth and well-being



Environmental Protection and Climate Change Impact Mitigation



Sustainable Quality of Life



Quality Education and Knowledge Sharing

2 | OVERVIEW

The “Old Calendar Donation” is an annual campaign initiated by BTS Group companies. The campaign collects used desktop calendars from the previous year and donates them to the Educational Technology for the Blind Center, an organisation under the Patronage of Her Majesty Queen Sirikit of Thailand. As part of the “Heroes Give” campaign, the donated calendars will be repurposed into Braille educational materials and books for the visually impaired.

Aligned with BTS Group’s vision is “to serve our community with unique and sustainable solutions that greatly contribute to an improved life”, this project directly enhances the quality of life for the visually impaired by leveraging BTS Group's resources and reach. Passengers can deposit their old calendars at BTS SkyTrain stations during their daily commute. VGI utilizes its platforms, including station signage and in-train LED screens, to promote participation in this campaign among BTS SkyTrain riders and Bangkok residents. Beyond providing quality learning materials for individuals with visual disabilities, the project contributes to waste reduction by transforming used items into tools that empower the pursuit of quality education for all.

This project directly aligns with BTS Group’s CSR Strategic Direction: “Quality Education and Knowledge Sharing”, and addresses the UN’s Sustainable Development Goal 4 on inclusive, equitable and high quality education.



“Empower braille education, donate your old desktop calendars today!”

HEROES GIVE!

Join BTS Group’s campaign to transform old your desktop calendars into braille learning materials for students at the Centre of Educational Technology for the Blind.

From 10 January – 8 March 2024

N2 Phaya Thai N3 Victory Mounment N5 Ari N8 Mo Chit
CEN Siam N9 Ha Yaek Lat Phrao S2 Sala Daeng S3 Chong Nonsi

THANK YOU HERO
#HopOnBTS

Participating Companies



3 | CAMPAIGN DETAILS

Donation Box

Each donation box is constructed of recyclable polypropylene plastic (feature board), with dimensions of 45 cm x 45 cm x 90 cm. The boxes are placed within the paid area of the following 8 stations:

1. Mo Chit
2. Ari
3. Victory Monument
4. Phaya Thai
5. Siam
6. Sala Daeng
7. Chong Nonsi
8. Ha Yaek Lat Phrao

In addition, a donation box is also placed at TST Tower, which is where the headquarters of BTS Group is located.



Campaign Timeline

10 January 2024

Donation period starts

8 March 2024

Donation period ends

20 March 2024

Donation to the Educational Technology for the Blind Center

4 | CAMPAIGN RESULTS

The campaign collected a total of 21,619 calendars from BTS Group companies' employees and BTS SkyTrain employees. These calendars is the equivalent of transforming into 4,323 Braille social science textbooks or 2,702 Braille mathematics textbooks for 8th grade children. Instead of buying new materials, the Educational Technology for the Blind Center can save up to THB 500,000 per year using the donated calendars as materials to produce the Braille textbooks and Braille desktop calendars.

The Center houses 3 Braille printers, plate printing machines and a thermoform machine to turn all the donated materials to produce Braille products.

BTS Group keeps in touch with the Foundation on a quarterly basis to check on the progress of Braille materials. After the Braille textbooks and desktop calendars have finished producing, they are sent in batches to other Foundation for the Blind in Thailand centres across the country. BTS Group plans to repeat the project annually as there is a regular demand for Braille materials.

For BTS Group, not only has the campaign raised public awareness on the blind people of Thailand and generating positive brand image for the Company, but the campaign has also generated a PR value of THB 1,695,000 through online news outlets and advertising space of BTS SkyTrain stations.



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BTS GROUP HOLDINGS PCL

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