

Nature of Business

Far East Fame Line DDB Public Company Limited and its subsidiaries and associates conduct integrated marketing communication and data management businesses, which are mutual complementary operations, as outlined below:

Data, Inno-Creative Solutions and Integrated Marketing Communications

Tools which enhances our expertise in integrated marketing communications include applications of our proprietary branding tools to build brand groundworks - such as **DDB Brand Conviction Springboard** and **Hyperbranding**, branding tools that analyze brands via multi-dimensional lens, and **Brand Switching Matrix**, a communication strategy aiming at triggering rapid changes by switching from others to brands that are more relevant. The Company has begun to put efforts in adopting new MarTech and AdTech as well as data science and data analytical tools to bring new solutions to clients, particularly in helping them expand their e-commerce and social commerce capabilities. In addition, the Company has started to harness customer insight data systematically via our proprietary online research platform **1stCloud**, which offers a better efficient method to retrieve authentic, rapid, and inexpensive consumer insight.

Production Advertising-related services

The Company provides services in creating and producing both offline and online materials including advertising films, video clips, radio spots, creating layouts, producing print ads, direct mails, brochures, digital media, outdoor media and so forth. The Company also partners with its subsidiaries and associates to propose public relations plans and marketing or promotional events to clients. Increasingly, The Company has engaged in a creation of new MarTech and AdTech, website and applications on behalf of clients.

Advertising agent/broker

Acting as agent or broker, the Company deals with media suppliers such as television, radio, newspaper, cinema, magazine, and digital media for media placements.

Vision

Connecting Creative Ideas for Most Effective Business Solutions (DIVERGENCE)

Mission

The Company strives to be a leader in innovative and creative data driven agency, and a one-stop service provider in delivering innovative creative works that are relevant to consumers' insight in result-oriented integrated marketing communication plans. Our services focus on applying new technology into divergent communication strategies to achieve business success beyond client's expectation. The Company firmly believes that the success of our clients lays a strong foundation for continued growth and sustainable success of the Company.

Goals

To be a leader in innovative and creative data solutions provider and one-stop service provider in integrated marketing communication.

Business Strategies

1. The Company is committed to build client's business success by offering divergent solutions beyond client's expectation.
2. The Company puts total efforts on all its professional services to clients, including providing effective integrated marketing communications services encompassing both offline and online media, marketing consulting, building brands, strategic communication planning, advertising and promotion creation, customer relationship management, as well as data management and analytics.
3. The Company has a policy of promoting a growth mindset among all employees. We empower and promote the feeling of ownership and the culture of continuous learning and development to keep changes with technology and facilitates the progressive development of communication innovation for the Company as well as the clients.
4. The Company is committed to build confidence and mutual trust with its clients, business partners from all sectors, as well as the shareholders. The Company pledges to conduct fair and transparent reciprocal business practices with good governance for future mutual sustainable growth.
5. The Company realizes the importance of creating social opportunities which would a large degree help escalate the growth of the marketing communication industry in the future. This form of social return via knowledge sharing, reskilling, or upskilling students or representatives from educational institutions or other related institutions is expected to elevate the skills of people who may potentially become new future workforce of the industry.