

Business structure of the group of Company are as follows:

Far East Fame Line DDB Public Company Limited

Far East Fame Line DDB Public Company Limited's role and responsibility to our clients has beyond the scope of an advertising agency. We do not only offer comprehensive integrated marketing communication services, but also inno-creative solutions being derived from consumer data analysis for both local and global brands. We create client's business success through distinctive creative divergent expertise, which is considered a crafted output from the long process of deep-dived product, market and consumer analysis, strategic planning to define communication concept, creative as well as execution production, and effective media planning and purchasing. Our work also includes close collaboration with subsidiary companies to initiate other promotional events or activities. Last, but not least, the evaluation of the success of the total marketing communication campaign is conducted and tracked to gauge a brand benchmark for future improvement. By and large, every step of working process well reflects our Company's proposition: ***"Connecting Creative Ideas for Most Effective Business Solutions (DIVERGENCE)"***.

Springboard Plus Company Limited

Springboard Plus Co., Ltd. is established as a subsidiary of Far East Fame Line DDB PLC. with a registered capital of 6,511,000 baht and Far East Fame Line DDB PLC's 99.99% ownership. The Company specializes in creating and delivering advertising materials with professional quality and speed, as the Company's holistic proposition writes, "From Thoughts to Clips". The Company's strengths appeal to clients who need quick creative solutions to respond to rapidly changing market competition.

Integrated Communication Company Limited

Integrated Communication Co., Ltd. is established as an associated company of Far East Fame Line DDB Plc. with registered capital 5,000,000 baht, with 40.00% investment rate by Far East Fame Line DDB. It's provides service in advertising, public relations and organizing various marketing events.

Media Intelligence Company Limited

Media Intelligence Co., Ltd. is established as an associated company of Far East Fame Line DDB Plc. with registered capital 20,000,000 baht, with 30.00% investment rate by Far East Fame Line DDB. It's provides service in media planning and buying-selling all types of media.

In addition, Far East Fame Line DDB has also set up a Data & Innovation division to provide "Actionable Data Solutions" to clients who have increasingly given more inclination towards adopting "Personalized Marketing" in their marketing efforts. This division offers data storage services, data management and analytics, data presenting in a BI format, as well as multiple data solutions.