

## Policy and business overview

Far East Fame Line DDB Public Company Limited and its subsidiaries and associates specialize in integrated marketing communication, advertising and production, marketing consultancy, and data analytics. These services are intricately intertwined, working in harmony to achieve comprehensive business solutions.

### **Vision, Objectives, Goals and Strategy of the Group of Company**

Our mission at Far East Fame Line DDB is to pioneer a new era of innovative, data-driven agency services, becoming the go-to destination for seamlessly integrated marketing solutions that resonate with consumer insights. We aim not just to meet but to exceed client expectations, leveraging cutting-edge technology and creative prowess to drive tangible business results. Recently, we have expanded our portfolio to include marketing and data consultancy, recognizing the pivotal role these play in today's dynamic marketplace. Central to our ethos is the belief that the success of our clients fuels our own sustained growth and prosperity.

### **Data-Driven Creativity and Integrated Marketing Communications**

Our arsenal of integrated marketing communication tools is anchored in data-driven creativity. We deploy proprietary branding methodologies like DDB Brand Foundation Springboard and Hyperbranding, offering multi-dimensional insights into brand dynamics. Through strategies like Brand Portfolio Management and Brand Switching Matrix, we catalyze rapid shifts in consumer behavior towards our clients' brands. Embracing MarTech, AdTech, and data analytics, we empower clients to thrive in the digital landscape, enhancing their e-commerce and social commerce capabilities. In addition, we have embraced AI in our working process, to improve work and production efficiency. Our consumer research arm, anchored by the 1stCloud online research platform and the new launched consumer 1st party data platform, 1stCube, ensures swift, cost-effective access to authentic consumer insights for a vast range of FMCG brand nationwide users, with 3,200 brands from 60 product categories in total.

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## Production and Advertising-related Services

From captivating advertising films and short form videos to engaging digital media campaigns, we craft compelling offline and online materials tailored to our clients' needs. Collaborating with subsidiaries, we conceptualize and execute PR plans and marketing events, constantly innovating in MarTech and AdTech to stay ahead of the curve.

## Advertising agent/Broker

As trusted intermediaries between clients and media suppliers, we facilitate seamless media placements across various channels. Our commission-based model ensures alignment with client objectives, underpinned by transparent and ethical business practices.

## Vision

**“Possibilities Unbound”**

## Mission

Far East Fame Line DDB Public Company Limited’s role and responsibility goes beyond the traditional role of an advertising agency. We blend comprehensive integrated marketing communication services with innovative, data-driven solutions for local and global brands. The Company firmly believes that the success of the customers lies in the strong foundation for continued growth and sustainable success of the Company.

## Goals

To be the leader agency that specialize in integrated marketing communication, advertising and production, marketing consultancy and data analytics.

## Business Strategies

### Our Business Goals

1. We are dedicated to surpassing client expectations by delivering innovative and divergent solutions that drive business success.

2. Our commitment to excellence extends across all facets of our services: from integrated marketing communications, media and customer experience design to brand building and data analytics.

3. We foster a culture of growth mindset and continuous learning among our employees, ensuring they remain at the forefront of communication innovation.

4. Transparency, fairness, and good governance underpin our relationships with clients, partners, and shareholders, fostering mutual trust and sustainable growth. We align our sustainable policy with the United Nations Sustainable Development Goals, especially Goals No. 4, 8,9, and 17 as follows:

- Goal 4: Quality Education - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

- Goal 8: Decent Work and Economic Growth - Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

- Goal 9: Industry, Innovation, Technology and Infrastructure - Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

- Goal 17: Partnerships for Goals - Strengthen the means of implementation and revitalize the global partnership for sustainable development.

5. We recognize our responsibility to nurture future talent in the industry, facilitating knowledge sharing and skill development to students in tertiary institutions and related industrial associations to bolster the future strength of Thailand's marketing communication ecosystem.