true
together

Data for Good

Greener Planet, Inclusive Society, and Stronger Governance

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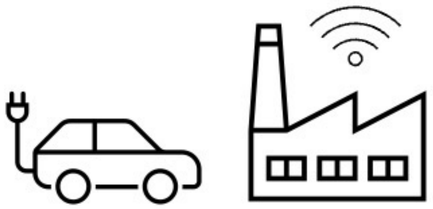
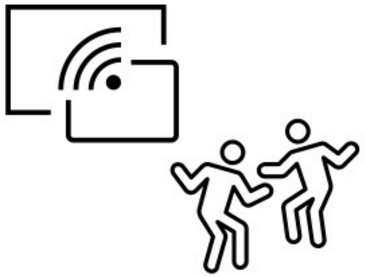
In 2025, we will generate
181 zettabytes
1 zettabyte could store
36 million years' worth
of HD video.

Everything's Connected.
= Everything's Generating Data.



INDUSTRIES & CITIES

smart homes, autonomous vehicles, industrial IoT,



LIVE

photos, videos, messages, social Media etc.

HOME

business transactions, analytics, digital services

Industry Is massive shift **from Scale to Smart**

A Perfect Storm in a Global Race

DATA and **AI** are the enablers

Purpose-Driven Data and AI:

From Insight to Sustainable Impact

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Data for Green

A Greener Planet

Data for Good

A More Inclusive Society

Data Meets Governance

Stronger Ethical Governance

Data for a Greener Planet

true | dtac 5G

⚡ Scaling Up Renewable Energy

🔧 Network Modernization & Consolidation

🤖 AI-Driven Energy Optimization – cutting energy use and emissions by up t0 15% per site.

🤝 Empowering the Supply Chain

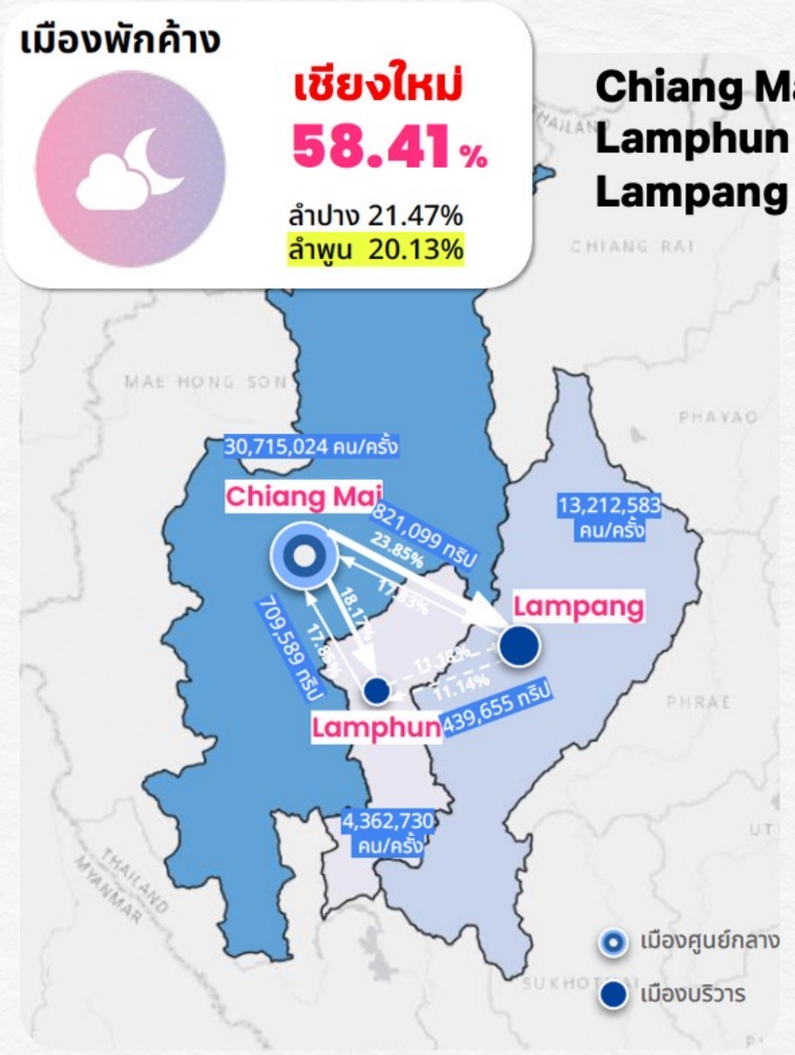
10,406
Solar-enabled cellsites
(end of 2024)

=

Greenhouse Gas (GHG) emission reduction by
14,051 tonCO2e/Year
(Equivalent to planting 1.4 million trees)

Data for Good: Tackles Overtourism

ROUTES TO ROOTS FORUM



Creating New Supply through Cluster Tourism:

Leveraging Mobility Data to Turn Secondary Cities into Destinations of Choice and Revitalize Thailand's Tourism Sector

More Details

Data Meets Governance

Responsible AI at the Core

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AI Use Cases

follow strict and responsible guidelines

Transparency

Customers know when they're interacting with AI (e.g. Mari-AI Chatbot).

Human Rights

Data is anonymized and PDPA-compliant. Sensitive tasks like fraud checks always include human oversight.

Fairness & Inclusion

AI tested across diverse users to avoid bias. Plans are tailored by usage, not only income.

Human-Centered Design

AI is polite, thoughtful and ethical - never harmful or misleading.

Mari-AI Chatbot

serving over 22mn transactions monthly