

Press Release 2 December 2022

Banpu CEO Somruedee Chaimongkol recognized for Innovator 25 Asia-Pacific 2022





Innovator 25 Asia-Pacific 2022, an annual initiative that features remarkable innovators of the region conducted by PRovoke Asia, the authoritative voice of the global public relations industry, has selected Somruedee Chaimongkol, Chief Executive Officer of Banpu Public Company Limited, as one of 25 individuals of Asia-Pacific who are breaking new ground and expanding the boundaries of business practices with innovative and forward-thinking approaches. This marked the first time that a Thai person has been selected to enter the prestigious, internationally acclaimed list of top role models from around the world.

Since the day Banpu launched its Greener and Smarter strategy, a major business transformation towards energy sustainability, Somruedee has played an active leading role in setting the firm's five-year business plan targeting continuous growth alongside increased energy sustainability, and has helped drive the Company's business direction towards investing in renewable and greener

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energy. Banpu's success in paving the way for the future of business stands for a testimony to the

crucial role of innovation in business operations, by making strategic transition towards energy

portfolio transformation while seeking new business opportunities, implementing digital

transformation, building a corporate culture that connects people as one as well as pioneering

innovative storytelling marketing communications across new media channels.

Somruedee's view on innovation is: "For energy sector, innovation can encompass information

technology, policy frameworks, market design, business models, finance instruments, enabling

infrastructure and sector coupling or business synergy, all of which contribute to acceleration of

energy transition toward a low-carbon future, which is the only way forward for all businesses in this

planet."

PRovoke Media's Innovator 25 is already established as an important barometer of marketing and

communications innovation. Since launching in 2013, it has identified 25 individuals each year in

North America, EMEA and, more recently Asia-Pacific, who have elevated and evolved their

organizations with innovative business practices; blended masterful creativity with stunning impact;

taken social purpose to new heights; made real progress in changing people's behaviors and

outcomes; or reformed hiring practices & cultures to achieve more diversity; and much more.

About PRovoke Media

PRovoke Media is the authoritative voice of the global public relations industry, dedicated to proving

and improving the value of public relations by providing the most sophisticated reporting and

analysis on public relations trends and issues, along with an extensive global footprint of events

and awards including SABRE Awards, Innovator 25, etc.

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About Banpu

Banpu Public Company Limited is an international versatile energy provider, operating 3 core groups of businesses – energy resources, energy generation, and energy technology – in Thailand, Indonesia, China, Australia, Lao PDR, Mongolia, Japan, the United States of America and Vietnam.

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