

Press Release

Banpu Celebrates Its 40th Anniversary with the Release of New Advertising Film ‘The Future is Now’, Reinforcing Its Standpoint to Deliver ‘Smarter Energy for Sustainability’ to Power the Better Living for All



Banpu Public Company Limited is entering its 40th year as a leading international versatile energy provider and taking the next growing step to power the better living for all. The Company recently introduced a new advertising film entitled “**The Future is Now**” to emphasize Banpu’s image as a leader in energy business who is committed to providing energy solutions that meet people’s needs. With its standpoint in delivering ‘Smarter Energy for Sustainability’, Banpu aims to create sustainable value for the world, both now and in the future.

Mrs. Somruedee Chaimongkol, Chief Executive Officer of Banpu Public Company Limited, said “Over the past four decades, Banpu has explored, produced, and delivered energy while also taking a part in the economic and social development of Thailand and many countries in the Asia-Pacific region. We currently operate our business in 9 countries under the Greener & Smarter strategy, with a commitment to creating more sustainable and environmentally - friendly energy. Furthermore, we are dedicated to offering energy solutions that contribute to a better quality of life for people today and in the future.”

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The new 1-minute film entitled 'The Future is Now' aims to communicate Banpu's aspiration for people to have a better quality of life. This is achieved through Banpu's delivery of sustainable energy, which means providing environmentally friendly and reliable energy. Banpu also intends to provide comprehensive energy solutions that meet the needs of people's lives. The endeavor begins with the 'passion' to achieve that goal by taking action today because the actions taken today will shape the future. To create this film, Banpu used hologram technique, allowing the story to be told through 3D images and a state-of-the-art holographic AI. This represents Banpu's continuous development of outstanding innovation and energy technology.

'Sustainable energy' and 'Future' can be tricky abstractions. Thus, Banpu narrates the relationship between these two words through the characters of 'a girl,' representing the young generation who has witnessed both the dark and the brightly lit parts of the world through her innocent eyes. She is curious about how to make the world bright forever because she believes that a bright world will help her to follow her dreams and have a good future. There is another **holographic AI character** which represents Banpu and conveys a message that Banpu has always provided sustainable energy through a diverse range of integrated, environmentally friendly solutions. The 'Living Flame', Banpu's brand identity, represents Banpu's determination to create positive change in business operations in order to bring sustainable value to all stakeholders. The Living Flame is also a symbol that inspires everyone to pursue their dreams, while Banpu delivers sustainable energy that enables individuals to engage in activities they aspire to, enhancing their quality of life.

Watch Banpu's latest advertising film 'The Future is Now' at:

YouTube: https://www.youtube.com/watch?v=mM_z9APFXfs

LinkedIn: <https://shorturl.at/pgBOP>

Explore Banpu's 40-year journey at: <https://40thanniversary.banpu.com/>

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About Banpu

Banpu Public Company Limited is a leading integrated energy solutions company with 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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