

**“Co-founders & CEO” Highlight Banpu’s Vision Driving Energy Business  
over 40 Years, Reinforcing its Standpoint in “Smarter Energy for Sustainability”  
to Power a Better Living for All**

- *Banpu’s grand celebration for its 40<sup>th</sup> anniversary welcomed partners from public and private sectors, reinforcing its standpoint in delivering “Smarter Energy for Sustainability”.*



Banpu Public Company Limited celebrated its 40<sup>th</sup> anniversary in energy business with its current position of “an international versatile energy provider” that has driven energy sustainability in Thailand, Indonesia, China, Australia, Laos, Mongolia, Japan, the United States and Vietnam. Reinforcing its goal to grow continuously, Banpu is committed to developing its business to be in line with future energy trends, in parallel with social and environmental development, in order to power a better living for all.



From the first day of the establishment of Ban Pu Coal Company Limited in Banpu Village, Li district, Lamphun province, in 1983, Banpu has grown to become an international versatile energy

**บริษัท บ้านปู จำกัด (มหาชน)**

ทะเบียนเลขที่ 0107536000781

1550 อาคารธนภูมิ ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่  
แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400  
โทร. +66(0) 2694 6600 โทรสาร +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)

**Banpu Public Company Limited**

Registration No. 0107536000781

1550 Thanapoom Tower, 27<sup>th</sup> Floor, New Petchburi Road,  
Makkasan, Ratchathewi, Bangkok 10400, Thailand  
T. +66(0) 2694 6600 F. +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)

provider, operating three core groups of businesses – Energy Resources, Energy Generation, and Energy Technology. For more than four decades, Banpu has adapted and driven the organization to overcome all challenges while also being ready to grow into the future under the “Greener & Smarter” strategy. The aim of this strategy is to deliver the best energy solutions that respond to the demand for more environmentally friendly business while also creating a better quality of life for people and ensuring energy sustainability worldwide, in line with Banpu's brand promise of "Our Way in Energy".



- *“Business can grow strongly” if we “think ahead and act fast” while caring for our society and the environment.*

Mr. Chanin Vongkusolkrit, Chairman of the Board of Directors, Banpu Public Company Limited, one of the co-founders and the first CEO of the Company who has shaped “Banpu” to grow strongly with his “think ahead, act fast,” concept said, “Since the beginning of the business 40 years ago, Banpu has remained committed to a determination that ‘an industry will be strong only when it is developed in tandem with social and environmental responsibility.’ This is our guiding principle and serves as a compass for Banpu, frames our business practices, and embodies our identity. As the social context has evolved, we have adapted our thinking and approaches to align with the ESG principles, which consider the importance of environmental, social, and governance aspects, along with being a good corporate citizen wherever we operate. More importantly, we also focus on developing the potential of ‘our people’. All of these have enabled us to overcome any obstacles and become a successful international organization, while consistently demonstrating our commitment to environmental and social responsibility.”



**บริษัท บ้านปู จำกัด (มหาชน)**

ทะเบียนเลขที่ 0107536000781

1550 อาคารธนปุม ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่

แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400

โทร. +66(0) 2694 6600 โทรสาร +66(0) 2207 0695-8

[www.banpu.com](http://www.banpu.com)

**Banpu Public Company Limited**

Registration No. 0107536000781

1550 Thanapoom Tower, 27<sup>th</sup> Floor, New Petchburi Road,

Makkasan, Ratchathewi, Bangkok 10400, Thailand

T. +66(0) 2694 6600 F. +66(0) 2207 0695-8

[www.banpu.com](http://www.banpu.com)

- *“Good leaders” will encourage employees to show their potential and cultivate a seed of knowledge.*

Mr. Metee Auapinyakul, Director of Banpu Public Company Limited and one of Banpu's co-founders, said, “I think the key to our success today is a 'leader' like Mr. Chanin who can manage to bring in a good cooperation with experts in many fields. This is not to mention that we have also put a lot of budgets to develop the potential of ‘Banpu people’ because ‘people’ or employees are the most important resource in driving a business to grow. Moreover, the positive relationship we have with all our stakeholders over the past 40 years are also an integral part of the growth of our business which also allows us to give back to the society.”



- *“A good team” must never stop learning, always look for opportunities in every crisis and be bold when it comes to investment.*

Mr. Ongart Auapinyakul, Director of Banpu Public Company Limited and another co-founder of the Company, added, “Mr. Chanin and I have known each other back when we were studying in the United States. When I was looking for another alternative fuel source for curing tobacco which was my family’s business, I discovered coal. And because at that time in the world, there was an oil price crisis. Almost 100% of oil in Thailand was imported. To find another natural energy source like coal as an alternative for oil, it was a good hope for Thailand to be dependable on domestic ones. That was why Metee and I started looking for an opportunity to do coal mining business and we decided to invite Mr. Chanin to join us.”

“Starting a business 40 years ago was not easy. We had to walk for days and camp in the middle of nowhere for several months. The communication was very difficult because at that time there was no mobile phone. But what we had was ‘our team’ who was always eager to learn. They have always gained knowledge and looked for opportunities whether it was from books, people or any circumstance that was happening. Our team practiced and practiced until we became 'confident and had enough courage to invest'. These factors enabled Banpu to adapt well to energy trends

**บริษัท บ้านปู จำกัด (มหาชน)**

ทะเบียนเลขที่ 0107536000781

1550 อาคารธนปุม ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่

แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400

โทร. +66(0) 2694 6600 โทรสาร +66(0) 2207 0695-8

[www.banpu.com](http://www.banpu.com)

**Banpu Public Company Limited**

Registration No. 0107536000781

1550 Thanapoom Tower, 27<sup>th</sup> Floor, New Petchburi Road,

Makkasan, Ratchathewi, Bangkok 10400, Thailand

T. +66(0) 2694 6600 F. +66(0) 2207 0695-8

[www.banpu.com](http://www.banpu.com)



and global situations. Thus, our company can grow continuously and was able to expand our business overseas, starting with an investment in mining in Indonesia. We used it as a production base for exports. That was a leap forward to success for Banpu before we continued to expand our business in other countries which made us grow strongly until today.”



- *Build upon the founders’ vision, drive business through “Greener & Smarter” strategy for strong growth into the future.*

Mrs. Somruedee Chaimongkol, CEO of Banpu Public Company Limited, who has been behind the success of Banpu transformation, said, “I am deeply grateful to have been part of this journey almost from the very start, having jumped on board the Banpu ship in 1983. I have seen the growth of our company and the growth of our employees. And no matter what business obstacles or challenges we encountered; we have surpassed them with a strategy to create diversified portfolio of energy including establishing a subsidiary to solve energy problems in various dimensions. After I took the position of CEO in 2015, we have spearheaded an implementation of the Greener & Smarter strategy to drive business operations. With this strategy, we seek new investment opportunities, cooperate with partners that have special expertise, and integrate synergy within the Banpu ecosystem to add value that will further strengthen our growth.”

“I believe that our success stems from how we do from the heart or as we call it “Banpu Heart”, a corporate culture that unites over 6,000 employees towards the same goal. That is to deliver sustainable energy, create value for all stakeholders, and power a better living for all.”



**บริษัท บ้านปู จำกัด (มหาชน)**  
ทะเบียนเลขที่ 0107536000781

1550 อาคารรณภูมิ ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่  
แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400  
โทร. +66(0) 2694 6600 โทรสาร +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)

**Banpu Public Company Limited**  
Registration No. 0107536000781

1550 Thanapoom Tower, 27<sup>th</sup> Floor, New Petchburi Road,  
Makkasan, Ratchathewi, Bangkok 10400, Thailand  
T. +66(0) 2694 6600 F. +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)



At the 40<sup>th</sup> anniversary celebration of Banpu Public Company Limited, there was a show entitled “4 Decades of Our Way in Energy” that tells a story of how Banpu has delivered sustainable energy throughout its 40 years in business and the story of how “Banpu Is Closer to You Than You Think” as Banpu has been conducting business with responsibility towards society, the environment, and all stakeholders. There was also an exhibition, telling the overview story of Banpu's business operations and important turning points which reinforced that Banpu had a key role as 'an international versatile energy provider'. The exhibition consisted of three main zones: Banpu Core Business, which provided an overview of business operations in three core groups under the Greener & Smarter strategy and showcased the commitment to drive energy security while embodying Banpu's promise of "Our Way in Energy"; Milestone, which documented important events that marked turning points in Banpu's business; and Powering the Better Living for All, which explained Banpu's crucial role in creating and enhancing the quality of life for people, society, and the environment.

Banpu's 40<sup>th</sup> celebration was held recently at The Athenee Hotel Bangkok and was attended by senior executives from both the public and private sectors. Business partners and distinguished members of the media also attended the event.

###

#### 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.

For more information, please contact the Banpu Communications Team:

Duangkamol Saleerat	061-446-6698	<a href="mailto:duangkamol_s@banpu.co.th">duangkamol_s@banpu.co.th</a>
Titawan Vongsakulpaisal	062-525-6554	<a href="mailto:titawan_v@banpu.co.th">titawan_v@banpu.co.th</a>

#### Ogilvy Thailand

Eakkapop Panthurat	061-154-4616	<a href="mailto:eakkapop.panthurat@ogilvy.com">eakkapop.panthurat@ogilvy.com</a>
--------------------	--------------	--

#### บริษัท บ้านปู จำกัด (มหาชน)

ทะเบียนเลขที่ 0107536000781

1550 อาคารธนปุม ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่  
แขวงมัทกะสิน เขตราชเทวี กรุงเทพฯ 10400  
โทร. +66(0) 2694 6600 โทรสาร +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)

#### Banpu Public Company Limited

Registration No. 0107536000781

1550 Thanapoom Tower, 27<sup>th</sup> Floor, New Petchburi Road,  
Makkasan, Ratchathewi, Bangkok 10400, Thailand  
T. +66(0) 2694 6600 F. +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)

**บริษัท บ้านปู จำกัด (มหาชน)**

ทะเบียนเลขที่ 0107536000781

1550 อาคารนภภูมิ ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่  
แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400

โทร. +66(0) 2694 6600 โทรสาร +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)

**Banpu Public Company Limited**

Registration No. 0107536000781

1550 Thanapoom Tower, 27<sup>th</sup> Floor, New Petchburi Road,  
Makkasan, Ratchathewi, Bangkok 10400, Thailand

T. +66(0) 2694 6600 F. +66(0) 2207 0695-8  
[www.banpu.com](http://www.banpu.com)