

Press Release

**Explore Traditional Fishing with Khontalay,
One of Three Award-Winning Social Enterprises in the 13th BC4C,
Reinforcing the "Impactful Locals, National Boost" Concept**

Banpu Public Company Limited, a Versatile Energy Company, together with ChangeFusion Institute, celebrated the success of the 13th year of the "Banpu Champions for Change" (BC4C) project by highlighting "Khontalay", one of the three winning social enterprises. Khontalay received the top prize after implementing its "Community-Based Fishing Tourism Package," which brings together a network of young community members to welcome tourists into their homes, offering the local fishing lifestyle experience. They have also further developed Thailand's first organic fish home (Fish aggregating devices), which has more than tripled the local aquatic animal population.

Mr. Rattapon Sukhunthee, Head of Corporate Communications at Banpu Public Company Limited, said, "Khontalay exemplifies a social enterprise model that can be replicated in other areas, especially as it leverages local lifestyles, local wisdom, and resources to create value. Banpu recognizes Khontalay's potential, demonstrated by their successful application of knowledge gained through the BC4C program to develop a clear and distinct business model. They can effectively analyze pricing based on cost structure, research competitors' business models, implement marketing plans that align with their customer groups, and distribute income within the community. All this aligns with Banpu's goal of developing the potential of social entrepreneurs to create positive impact while building strong businesses."

The 13th year of BC4C operates under the concept "Impactful Locals, National Boost," emphasizing the development of local social enterprises to build a strong economic foundation. This aligns with the vision of Khontalay which is based in the Ban Thung Noi community in Prachuap Khiri Khan Province. The social enterprise aims to create sustainable fishing livelihoods, generate stable community income, and restore abundant marine resources. Khontalay's target is to generate at least 2.5 million baht annually for the community.

Mr. Kittidet Thedyam, entrepreneur of the "Khontalay" social enterprise, described the transformative changes in the Ban Thung Noi community: "We saw the problem of marine life declining by almost 80% between 2011 and 2020, directly impacting the income of fishers. The BC4C project equipped us with the knowledge and seed funding to test community-based fishing tourism as a new business. This created an alternative income stream to fisheries while

simultaneously restoring marine resources. We are proud to have initiated Thailand's first 100% organic fish home, which has tripled the local marine life in the community to around 20-50 kilograms per day (from the previous 15 kilograms). This is a significant step towards creating livelihood security for fishers and the Ban Thung Noi community."

Today, Khontalay sells "safe, formalin-free" seafood sourced from responsible local fishers while also offering its sustainable fishing tourism experiences. These services provide a conservation-focused experience, allowing them to participate in marine resource restoration alongside local fishers. This approach adds value and creates a mutually supportive ecosystem for both businesses.

Mr. Sunit Shrestha, Director of ChangeFusion Institute, a non-profit organization under the Thai Rural Reconstruction Movement Foundation under Royal Patronage, added, "We believe that local social enterprises play a vital role in creating a national impact. Khontalay, for example, is one of the key drivers of strengthening food security and building a robust grassroots economy. These outcomes not only improve the quality of life within the community but also create a national impact on tourism, the marine ecosystem, and economic circulation."

Follow the Banpu Champions for Change project on Facebook via the following link:
<https://www.facebook.com/banpuchampions/>

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About Banpu

Banpu Public Company Limited is a leading 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. The Company is committed to developing sustainable energy solutions, balancing the Energy Trilemma while striving to achieve Net Zero emissions by 2050.

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