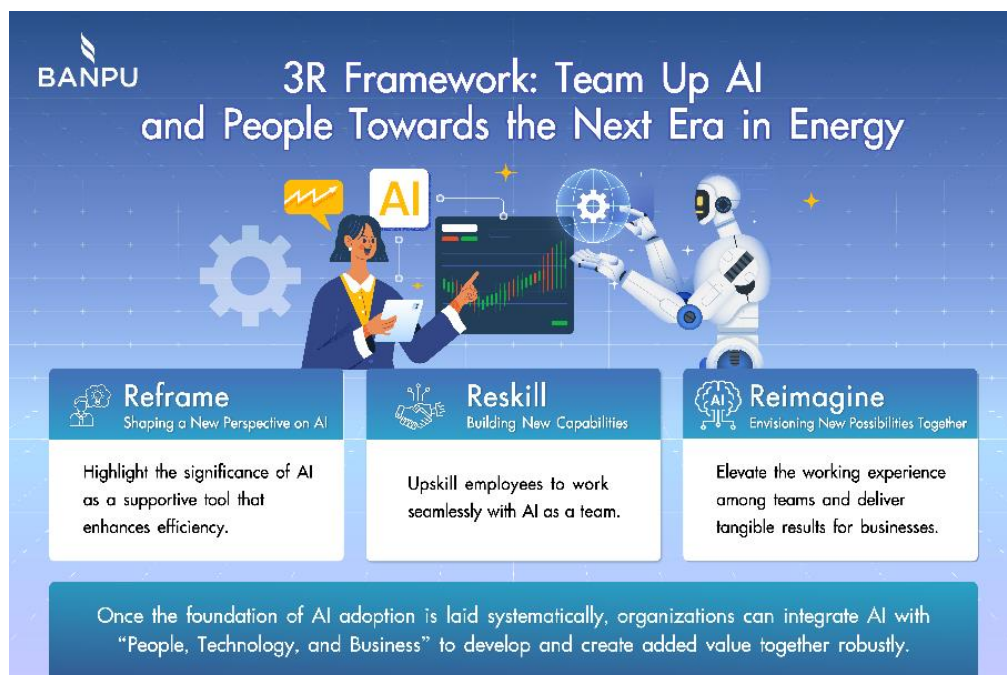


Banpu Teams Up AI and People to Lead Organization Forward



Artificial Intelligence (AI) is playing an increasingly vital role in everyday life and serves as a key enabler for enhancing competitiveness and global operations. Businesses must, therefore, prepare for AI adoption. Banpu Public Company Limited, a leading versatile energy company, having undertaken a transformation in the past decade, has been integrating AI into business operations, improving decision-making processes, and unlocking new opportunities.



Mr. Wittapon Jawjit, Head of Banpu People, stated, “Banpu has been powering through with resilience. AI is a transformative force that is continuously reshaping the way we work. To fully harness its potential for the new era in the energy business, we must rethink and plan systematically to integrate AI with our people as one team. The company needs to look at both the big picture and operational impacts of the entire workforce ecosystem, guiding their staff through change with clear long-term goals and AI strategies. This is how we can create growth that benefits all stakeholders and ensures company stability.”

Banpu’s 3R Framework: Leading the Organization into the Next Era in Energy

Reframe – Shaping a New Perspective on AI

Employees generally fear that AI may replace their roles. The leadership team must adopt empathetic communication to shift this perception by highlighting the significance of AI as a supportive tool that enhances efficiency rather than disrupts. Once employees feel understood and supported by the organization, they are more willing to accept and learn how to work alongside AI. Banpu has consistently organized quarterly training programs and communication activities on AI to help employees across all countries gain a clear understanding of its role and the benefits it can deliver when applied effectively. Sharing sessions are also held with AI experts to guide ideas and approaches for applying AI creatively and effectively in business.

Reskill – Building New Capabilities

The organization should view AI as a new teammate that trains and progresses alongside its people. This new teammate brings advanced capabilities to further strengthen the workforce and enables the team to access real-time insights. Leaders must empower employees to work seamlessly with AI to accelerate changes in the organization, using an employee-centric approach, with AI supporting challenging and complex tasks. This year, Banpu is offering AI training for employees at all levels: “AI for Everyone” course focusing on tips and real-world examples; “Generative AI for Business Productivity” and “Generative AI Mastery for Leader” courses equipping employees with AI skills such as how to effectively command input to achieve desired results, guidance on AI limitations and impacts, and the use of AI in strategic tasks and new ways of working.

Reimagine – Envisioning New Possibilities Together

In the energy sector, AI's role helps enhance business operations and innovation. From predictive maintenance and strategic resource allocation to accurate data-driven decision-making, AI is managed to deliver tangible results for the business driving it toward success.

There are clear examples of how Banpu has integrated AI across its operations. In Australia, Banpu's energy trading team utilizes AI to process vast volumes of real-time data with accuracy, empowering traders to make smart and timely decisions. This allows the team to buy electricity when prices are low and sell when demand peaks, ultimately generating tangible business value. Banpu also uses AI to increase accuracy and speed in workforce processes, specifically to screen qualified personnel, develop employees across varying potential levels, and retain talented and principled individuals for long-term employment.

Banpu's 3R framework lays the foundation for AI adoption in organizations in a systematic way. It prioritizes reframing employees' perspectives, building new skills, and implementing practical applications in energy business operations. The approach underscores how AI integrates people, technology, and business to advance and create added value for a future-ready organization.

For more information, please visit: www.banpu.com or www.facebook.com/Banpuofficialth

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About Banpu

Banpu Public Company Limited is a versatile energy company, operating across three core groups of businesses – energy resources, energy generation, and energy technology – with operations in Thailand, Indonesia, China, Australia, Lao PDR, Mongolia, Japan, the United States of America, and Vietnam. The Company leads a responsible and sustainable energy transition by balancing reliable, affordable and sustainable energy.

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