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Banpu Introduces FLAMO the Energy Explorer: A Companion Making Energy Fun and More Relatable



Banpu Public Company Limited has introduced its corporate mascot, **"FLAMO,"** taking on the role of **"The Energy Explorer"** and energy companion. FLAMO is set to guide everyone on a journey to explore the world of energy, innovation, and sustainability through engaging, easy-to-understand, and relatable storytelling.

The creation of the FLAMO character is part of a strategic communication initiative aimed at building an emotional connection with audiences. It embodies Banpu's brand archetypes, including Creator (visionary and pioneering), Everyman (friendly and approachable), and Sage (eager to learn). FLAMO also reflects Banpu's corporate culture (Banpu Heart) through its defining traits: Passionate, Innovative, and Committed, driven by a hands-on attitude and continuous dedication to achieving success.

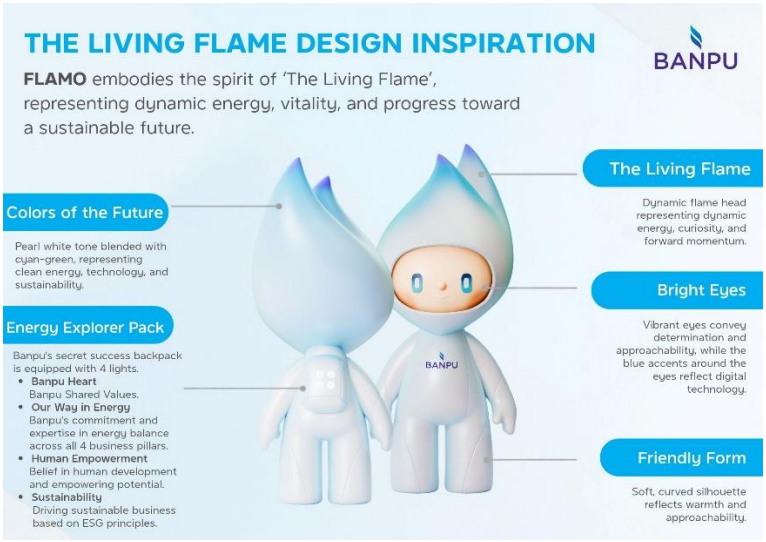
FLAMO's journey began on Planet BUNO-9, an ultra-high-tech metropolis boasting advanced technology but completely devoid of green spaces. Driven by curiosity, FLAMO started traveling and discovered Earth, but ran out of energy along the way and fell into a forest. Banpu people came to the rescue, taking FLAMO to the energy lab to restore his energy. There, FLAMO learned about energy balance, innovation, sustainability, and the Banpu Heart concept, eventually becoming Banpu's energy companion – complete with a signature catchphrase exclaimed whenever excited or joyful: "FLAMO!"

บริษัท บ้านปู จำกัด (มหาชน)
ทะเบียนเลขที่ 0107569000152
1550 อาคารธนภูมิ ชั้นที่ 27 ถนนเพชรบุรีตัดใหม่
แขวงมักกะสัน เขตราชเทวี กรุงเทพฯ 10400
โทร. +66(0) 2694 6600
www.banpu.com

Banpu Public Company Limited
Registration No. 0107569000152
1550 Thanapoom Tower, 27th Floor, New Petchburi Road
Makkasan, Ratchathewi, Bangkok 10400, Thailand
T. +66(0) 2694 6600
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Every element of FLAMO's appearance is thoughtfully designed to deeply reflect Banpu's identity. **The flowing, flame-shaped head is modeled after "The Living Flame"** symbol, representing dynamic, non-stop energy, and forward momentum. Its body is designed with soft, rounded contours to look friendly and approachable, paired with **bright eyes framed in blue accents** to reflect a connection with the digital world. In addition, **the Energy Explorer Pack** on FLAMO's back features four distinct guiding lights representing: 1) the **Banpu Heart**[1] corporate values; 2) achieving energy balance under Banpu's **Energy Symphonics**[2] strategy; 3) fostering and developing human potential through **Human Empowerment**; and 4) conducting business founded on **Sustainability** principles. These four aspects will serve as the core themes in sharing Banpu's stories through FLAMO's adventures, making Banpu's identity, mindset, and business operations much more accessible to the public.



[1] The **Banpu Heart** corporate culture unites us as "One Banpu." Over 6,000 Banpu employees across nine countries worldwide—representing diverse nationalities, languages, and cultures—work collaboratively to achieve the Company's goals guided by the core values of "Passionate, Innovative, and Committed."

[2] Banpu's **Energy Symphonics** strategy emphasizes synergizing energy across the value chain to drive the growth of its four business pillars. It aims to accelerate the transition toward a low-carbon energy portfolio and is driven by the goal of achieving Net Zero by 2050.

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Mr. Rattapon Sukhunthee, Head of Corporate Communications, Banpu Public Company Limited, stated: “Following our amalgamation, Banpu has reinforced its brand purpose of **‘expand the world’s energy capacity, responsibly’** alongside our vision of **creating reliable and responsible energy, moving the world forward**. Brand communication plays a vital role in conveying this direction so that people can better understand and connect with Banpu. The creation of FLAMO marks another milestone in evolving our brand communication to keep pace with the times. It builds on the modernization of brand elements like The Living Flame, using FLAMO’s charm and friendly personality to tell Banpu’s energy stories in a more approachable way. Beyond public communication, FLAMO also serves as a unifying bridge to strengthen bonds among Banpu employees across all nine countries of operation and bring everyone together as one.”



The name “FLAMO” was born from the collaborative participation of Banpu employees across the nine countries where the company operates – from submitting over 260 proposed names to casting a company-wide vote. “FLAMO” received the highest number of votes, reflecting the concept of “Energy in Motion for a Better Future.” The name combines the word “Flame” from The Living Flame, symbolizing energy in constant motion, with “Mo,” a shortened form of “Move,” signifying forward momentum toward a sustainable future.

Following its debut at Gastech 2026 this past September, FLAMO is now stepping up as Banpu’s full-fledged energy companion, inviting everyone to discover the world of energy through upcoming fun and interactive activities on Banpu’s social media channels. Furthermore, Banpu is preparing to launch an AI Digital Campaign leveraging artificial intelligence (AI) to enhance brand storytelling. The campaign will feature FLAMO as the

main character connecting an AI video and an AI chatbot to present stories from the perspective of Banpu people in a highly relatable way. This initiative showcases how technology can create new communication experiences while bringing people together to learn and move toward a sustainable energy future.

Embark on an exploratory journey and discover energy stories from a fresh perspective with FLAMO and Banpu at www.banpu.com and www.facebook.com/Banpuofficialth.

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About Banpu
Banpu Public Company Limited is a leading versatile energy company, operating across four business pillars under its Energy Symphonics Strategy: U.S. Closed-Loop Gas, Next-Gen Mining, Power+, and Future Tech – with operations across Asia Pacific and the United States. Banpu is committed to expanding the world's energy capacity through reliable and responsible energy solutions that move the world toward a better future. For more information, visit www.banpu.com.

For more information, please contact Banpu Corporate Communications Team
Kamolwan Chiamudom 093-923-6355 Kamolwan_C@banpu.co.th
Koravan Teeramatvanit 087-450-7417 Koravan_T@banpu.co.th

Burson
Public Relations Consultancy Team BanpuTeam@bursonglobal.com