

Administration and Development Policies of PEA's Board of Directors

01

Core Businesses

- **Resilience:** Due to the transition and disruption in the power industry structure, PEA must have a business direction framework to ensure excellent performance in electricity distribution and subsequently becoming a regional leader.

02

Related Businesses

- **Big Data:** PEA should utilize a customer database of 19-20 million users to gain the advantage for doing new business. Data analytic is also required to encourage innovation for new products and services that satisfy customer's needs.
- **Business Portfolio:** PEA should properly designs business portfolio and business alignment between PEA and its affiliate and also considers starting a business in a non-regulated area where PEA has the competency to compete in the market. Also, PEA should aim for a challenging goal in term of business growth, for instance, double the profit growth in the next decade.

03

Organizational Management

- **Structure:** Organization re-structure is necessary for PEA to become more flexible and suitable to collaborate with PEA ENCOM. That means exclusively setting up marketing and customer service department to improve customer's experience.
- **Innovation:** PEA should emphasize on product, service and process development to be ready for commercialization which is an important factor of PEA's significant growth.
- **People:** PEA should focus on human resource training for required skills such as business and marketing as well as a concept of business and digital mindset.
- **Digital Technology:** The alignment between organization structure, human resource skill and digital technology should be synchronized and generate synergy. The strategy for Digital Transformation should have an interfacing guideline between technology and human resource skill in each transition stage.