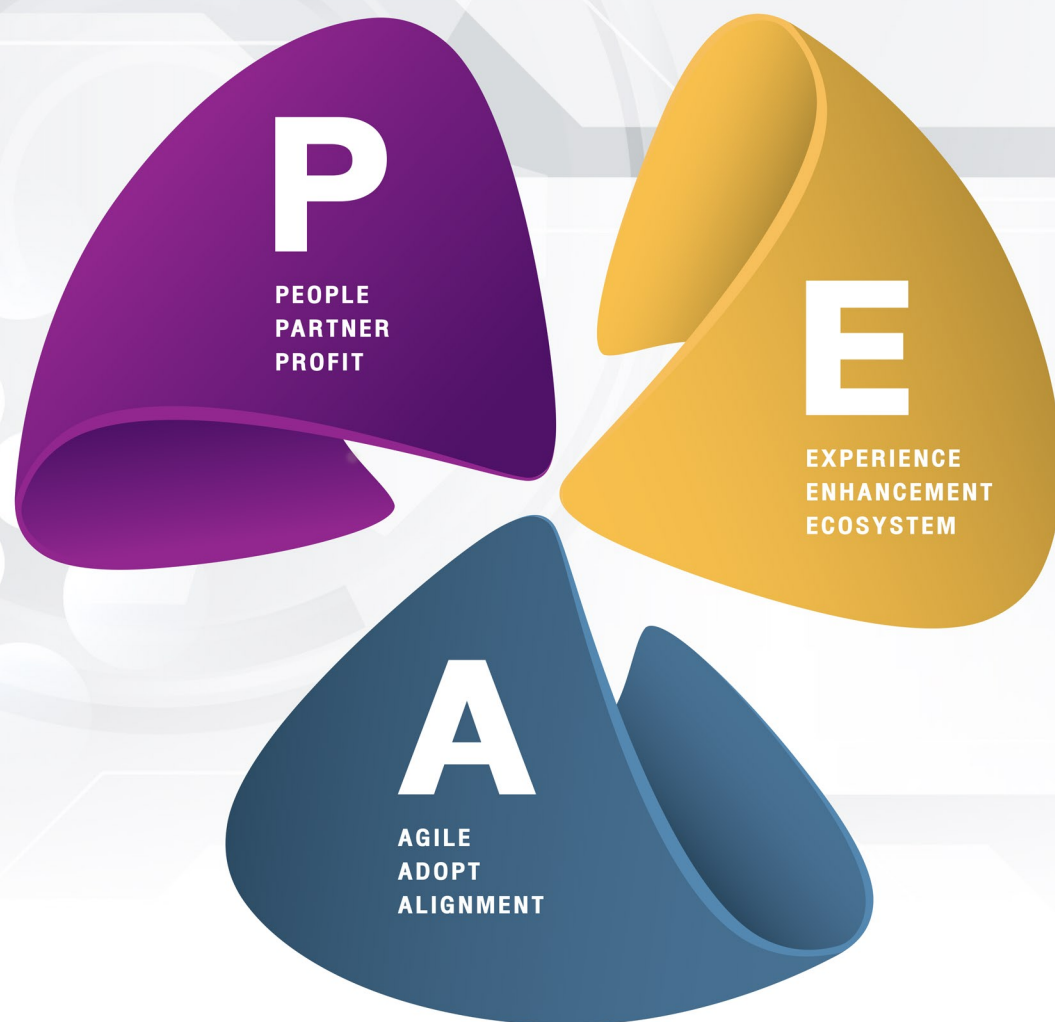


# PEA

## DIGITAL TRANSFORMATION



### Management and Development Policy

## Mr. Supachai Ek-un

The 15<sup>th</sup> PEA Governor

### GROW WITH PARTNERS



#### PEOPLE

The objective is to establish a system for managing and developing human capital in order to fully utilize the potential of employees for the benefit of the organization. This includes providing opportunities for up-skilling and re-skilling, as well as fostering a conducive working environment that promotes a sense of ownership and happiness among executives and employees. The aim is to cultivate a culture where every individual within the organization acts as a responsible and committed as "PEA Citizen".



#### PARTNER

PEA aims to form new alliances and partnerships with both government and private entities, both domestically and internationally. Collaborations may involve joint ventures with partners as a part in electricity generation, transmission, distribution, maintenance, and operation across various geographical locations. Additionally, the organization emphasizes the importance of maintaining relationships with existing allies and partners to collectively create value for the organization and society.



#### PROFIT

This strategy involves enhancing and expanding services in the electricity power industry and related sectors. This includes careful financial planning to ensure future stability and focusing on maintaining adequate cash flow liquidity. Moreover, investment projects will be selected judiciously to align with the organization's objectives and goals.

### CONTINUE THE MISSION



#### EXPERIENCE

The objective is to enhance the customer experience throughout a customer journey, with a focus on modifying customer behavior and service patterns to provide a wider range of digital services. This includes cultivating a customer-centric culture among employees to prioritize the demands and preferences of customers.



#### ENHANCEMENT

The aim is to upgrade the capacity of the electricity distribution system to be on par with leading countries by implementing automation and minimizing reliance on human resources. Additionally, effective asset management within the distribution system is emphasized to maximize benefits. The organization also seeks to expedite the expansion of the electrical system in areas dedicated to agriculture and households lacking access to electricity, thereby enhancing the overall quality of life for individuals.



#### ECOSYSTEM

The organization endeavors to operate with honesty and integrity through the implementation of a robust corporate governance system. This includes the development of Creating Shared Value (CSV) to promote sustainability. The organization acknowledges the importance of the entire PEA business ecosystem, including raising safety standards for the community, in order to create a positive impact and ensure long-term success.

### DRIVEN BY TECHNOLOGY



#### AGILE

The aim is to cultivate organizational agility by adopting a cross-functional team approach, empowering the team to make autonomous decisions. This requires implementing adjustments to the organizational structure and internal work processes. Additionally, efforts are made to eliminate workloads that do not contribute to the organization's goals. This includes updating relevant rules and regulations to ensure that they remain current and effective.



#### ADOPT

PEA actively seeks digital technologies, such as Big Data, AI, IoT, Machine Learning, Blockchain, and 5G, to enhance its operations. These technologies are explored through collaboration with digital department, with an emphasis on exchanging knowledge and technology with other organizations. Furthermore, there is a focus on fostering innovation within the organization and extending the knowledge management system (KM) to facilitate effective utilization of digital technologies.



#### ALIGNMENT

In order to achieve seamless integration of work across departments and levels, it is crucial to align efforts towards a common objective. This alignment is facilitated by the implementation of an efficient evaluation system and internal communication strategies. Executives and employees at all hierarchical levels are united by the shared goal of collaborative work, which is in accord with the organization's targets.



**PEA**  
PROVINCIAL ELECTRICITY AUTHORITY