

## Report of the Executive committee

**Dear Shareholders,**

In the past 2021, the epidemic situation of Corona Virus-19 (Covid-19) continues to affect business operations and people's lives, enabling all business sectors to fully accelerate into a digital society. Technology is being used in business operations so that it can continue to operate under crises. The Executive Board has foreseen the trend of business development in digital format. This will lead to developing the company into a more technology company.

For outsourced businesses, there is still demand for services from both private and public sectors continuously because it reduces the cost of investment, as well as is convenient and quick to expand the service to meet the needs arising from the change in consumer behavior and it takes less effort to contact each other and turn to more Non-voice services (Non-voice services such as Web chat, E-mail, Social media, Digital marketing, Virtual IVR, Chatbot, etc.), which creates a new experience for the customer. Although affected by some projects that have to cancel the service due to the business suspension of service according to government measures or reduce the size of the service, which directly affects the company's performance. On the other hand, the government sector has expanded the service center for Covid-19 in many departments. To help people who have been infected by the virus epidemic in a high amount, also the insurance business has grown from this situation. Therefore, it has become a key account of the company by focusing on finding new customers in the E-commerce and Logistics business sectors due to consumer behavior changes. This gives these businesses a high growth opportunity. Including offering new service models such as Order Taking Platform, Omni Channel Service, Tele-sales Service, and Total Management Solutions to meet customers' needs and rapidly consumer behavior changes.

Since OTO is a Contact center company, besides the company's focus on continuous technological development. The company also values its employees by providing vaccines and WFH (Work From Home) solutions so that employees are not at risk and all employees are rotated to various projects to enhance service skills and reduce the cost of recruiting new employees. It is about training employees to have a multi-tasking skill. Therefore, the employees can continue to work even if some customers have canceled the service.

However, the company continues to maintain international service standards based on experience and expertise in the business. Which can customize the service model following customers' needs. It also makes a difference in a highly competitive market, developed, and presented a service model that focuses on delivering excellent customer experiences. Including helping the customer to make the organization more flexible continuously expanding business and enhancing the customer's business as well even during the Covid-19 crisis. The company received the "2021 Thailand Customer Experience Outsourcing Service Company of the Year" award from Frost & Sullivan as a private organization that operates in Thailand's leading Outsourcing Contact Center business for the 9<sup>th</sup> consecutive year. And it is the first year in the Customer Satisfaction Awards category.

In addition, the company does not consider only business goals. The company also attaches importance to social responsibility. As a result, the company was selected on the list of sustainable stocks for the year 2021, which reflects the company's sustainable business operations with environmental considerations and social responsibility that are managed under the principles of corporate governance which lays the foundation for sustainable business operations.

(Kanawuthi Wattanadhirach)  
Chairman of the Executive committee