

# **NEW-AGE SALES STRATEGIES FOR A DIGITAL-FIRST WORLD**

Rawit Hanutsaha  
CEO of Srichand & Mission To The Moon Media



# Rawit Hanutsaha

## Education

- Bachelor of Engineering (Electrical Engineering), Chulalongkorn University
- Master of Business Administration, Vanderbilt University

## Current Position

- CEO, Srichand United Dispensary Co., Ltd.
- CEO and Founder, Mission To The Moon Media Co., Ltd.
- Former Independent Director, Pomelo Fashion Co., Ltd.
- Former Independent Director, PTT Oil and Retail Business Public Co., Ltd.
- Independent Director, GMM MUSIC Public Co., Ltd.
- Director, OR Health & Wellness Co., Ltd.





## Podcast Host


**Presents substance and enjoyment of business,  
marketing, work and inspiration for self-development**



**Shares knowledge in business, marketing, finance, management, self-development, and various insights including executive interviews**




The information contained in these documents is confidential, privileged and only for the information of




# Mission To The Moon

**1,200,000+ Subscribers**


**9,345+ Videos**




คบคุณอารมณ์ร้าย ไม่ให้มันทอนจิตใจใคร ด้วย Emotional Regulation #พี่ก่อนนอน | Good...  
ยาวดู 3.9 นาที • 14 ชั่วโมงที่ผ่านมา




รู้จัก 8 ตัวการ์ตูนที่ทำลายอิสระในชีวิตเรา | 5 Minutes Podcast EP1876  
ยาวดู 8.2 นาที • 16 ชั่วโมงที่ผ่านมา




9 เรื่องเล็กๆ ที่ทำให้ชีวิตกลายเป็นเรื่องง่ายขึ้น | 5 Minutes Podcast EP1875  
ยาวดู 8.7 นาที • 1 วันที่ผ่านมา




สัมภาษณ์พิเศษ รศ.ดร.วิวัฒน์ ศัลยกำธร | Mission Review EP107  
ยาวดู 2.8 นาที • 2 วันที่ผ่านมา




สัมภาษณ์พิเศษ ดร.สุเมธ ตันติเวชกุล | Mission To The Moon EP2151  
ยาวดู 3.7 นาที • 3 ชั่วโมงที่ผ่านมา




MISSION คนไทย Academy | เหตุอะไรที่ทำให้คนไทยเก่งขึ้น? | 5 Minutes Podcast EP1857  
ยาวดู 1.7 นาที • 3 ชั่วโมงที่ผ่านมา




LONG PLAY รวมบทเรียนล้ำค่า สำหรับมือใหม่หัดเป็นผู้บริหาร | 2:11:56  
ยาวดู 1.3 ชั่วโมง • 2 วันที่ผ่านมา




8 Common Habits That Calming Person Possessed | 5 Minutes Podcast English EP22  
ยาวดู 2 นาที • 2 วันที่ผ่านมา




Humanized Office การสร้างออฟฟิศสุดโหด ให้ใจความเป็นมนุษย์ | Remaster Reyou EP5  
ยาวดู 1.3 นาที • 3 วันที่ผ่านมา




คนไทยมีความสามารถ แต่ขาดสภาพแวดล้อมในการพัฒนา | Mission To The Moon EP2168  
ยาวดู 6.3 นาที • 3 วันที่ผ่านมา




จากพิษสู่ฟ้า นวัตกรรมชุมชน | Mission To The Moon EP2149  
ยาวดู 3.5 นาที • 3 ชั่วโมงที่ผ่านมา




รวมจุดอ่อนที่เหล่า CEO ต้องจัดการก่อนสาย | Mission To The Moon EP2149  
ยาวดู 1.2 นาที • 3 ชั่วโมงที่ผ่านมา




5 สัญญาณที่บอกว่า คุณให้ความเคารพผู้อื่น | 5 Minutes Podcast I  
ยาวดู 5.3 นาที • 3 :




#พามิชชันทะเลล้านช้าง | 17:25




เหมลวดทองและดาวดวงเบด? | 7:28




สร้างเคมีต่อให้ธุรกิจ ด้วย GenAI | Mission To  
ยาวดู 13:38




0 คำถามที่สับสนจากการเติบโตในชีวิตของเรา | 5 :  
ยาวดู 10:56




จงฝันให้ยิ่งใหญ่ แม้เป็นแค่คนธรรมดา | 30:52




11 แนวคิดพิสดารที่จะสร้างจุดเริ่มต้นที่ดี | 5 Minutes Podcast I  
ยาวดู 2.1 นาที • 5 :




4 วิธีช่วยวัยให้ง่ายแก่เด็กอีกครั้ง | 5 Minutes Podcast EP1866  
ยาวดู 1.3 นาที • 13 วันที่ผ่านมา




เอาชนะความกังวล ค้นหา 'อิสรภาพทางใจ' ตามแนวคิดของ Kierkegaard | Good...  
ยาวดู 9.7 นาที • 2 ชั่วโมงที่ผ่านมา




6 มิสัยที่ขัดขวางไม่ให้เรามีชีวิตที่ดี | 5 Minutes Podcast EP1865  
ยาวดู 2.7 นาที • 2 ชั่วโมงที่ผ่านมา




วิถีลับคมความคิด แบบหัวกะทิหน้าซ่า #สรุปหนังสือ | Mission To The Moon EP2159  
ยาวดู 2.2 นาที • 2 ชั่วโมงที่ผ่านมา




บันทึกการทดลองจิตชีวิต ของ 'นิวกลม' #สรุปหนังสือ | Mission To The Moon EP2138  
ยาวดู 5.3 นาที • 1 เดือนที่ผ่านมา



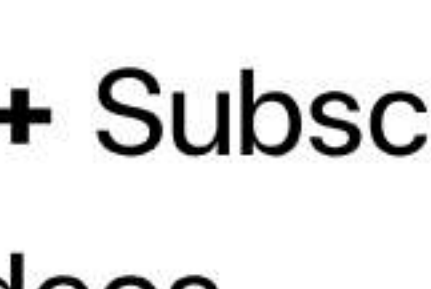
7 ความจริงแห่งชีวิต ที่เตือนสติเราในทุกวัน | 5 Minutes Podcast EP1864  
ยาวดู 2.3 นาที • 2 ชั่วโมงที่ผ่านมา




เราต้องทิ้งความสุข เพื่อเติบโต? | Mission To The Moon...  
ยาวดู 1 นาที • 2 ชั่วโมงที่ผ่านมา




9 Valuable Life Lessons For Greater Progress | 5 Minutes Podcast English EP20  
ยาวดู 1.8 นาที • 2 ชั่วโมงที่ผ่านมา




จิบ AI มาช่วยขายของ! | Remaster Reyou EP3  
ยาวดู 4.7 นาที • 2 ชั่วโมงที่ผ่านมา




6 Habits That Will Help You Remain Focused And Excelled In Work | 5 Minutes Podcast...  
ยาวดู 1.9 นาที • 1 เดือนที่ผ่านมา




Data ในโลกธุรกิจ เป็นเพียงกับดัก? กับ 'ทร.ต้า Skooldio' | Mission To The Moon...  
ยาวดู 2 นาที • 1 เดือนที่ผ่านมา




Data-Driven & Automation ใช้ข้อมูลให้ถึงเป้าหมาย | Tech...  
ยาวดู 1.1 นาที • 1 เดือนที่ผ่านมา




วิธีรับมือกับคนที่ชอบคิดว่า 'โลกหมุนรอบตัวเอง' | Mission To The Moon EP2144  
ยาวดู 1.5 นาที • 1 เดือนที่ผ่านมา




สัญญาณจะไรบ้างที่บอกว่า เราจะประสบความสำเร็จ | 5 Minutes Podcast EP1849  
ยาวดู 1.2 นาที • 1 เดือนที่ผ่านมา



โอบกอดตัวเอง ในวันที่ไม่สมบูรณ์แบบ ด้วย Self-Compassion | Good Night EP36  
ยาวดู 2.5 นาที • 1 เดือนที่ผ่านมา



สำรองตัวเองด่วน เรามั่นใจหรือหลงตัวเอง? | Mission To The Moon EP2127  
ยาวดู 2.5 นาที • 1 เดือนที่ผ่านมา



จังหวะไหนที่คนไม่หลับ ต้องทำอย่างไร? | 5 Minutes Podcast EP1833  
ยาวดู 1 นาที • 1 เดือนที่ผ่านมา







## Speaking Experience

Over 10 years of delivering knowledge  
and inspirational talks



## Published Works

Total 13 books

Lessons, experiences, and inspiration conveyed  
through the pen of Rawit Hanutsaha





A world map with glowing nodes and connecting lines, symbolizing global connectivity and search.

# **The world is changing faster than we think.**

Customers today don't start with connections.  
they start with a search.



**Can customers find us online today?**

Or are we still waiting for them  
to "walk in" like 10 years ago?



## Old Mindset

## Transition

## Digital-First Mindset

**Product-Centric**

**Experience-Centric**

**Intuition-Based**

**Data-Driven**

**Generic Marketing**

**Personalized**

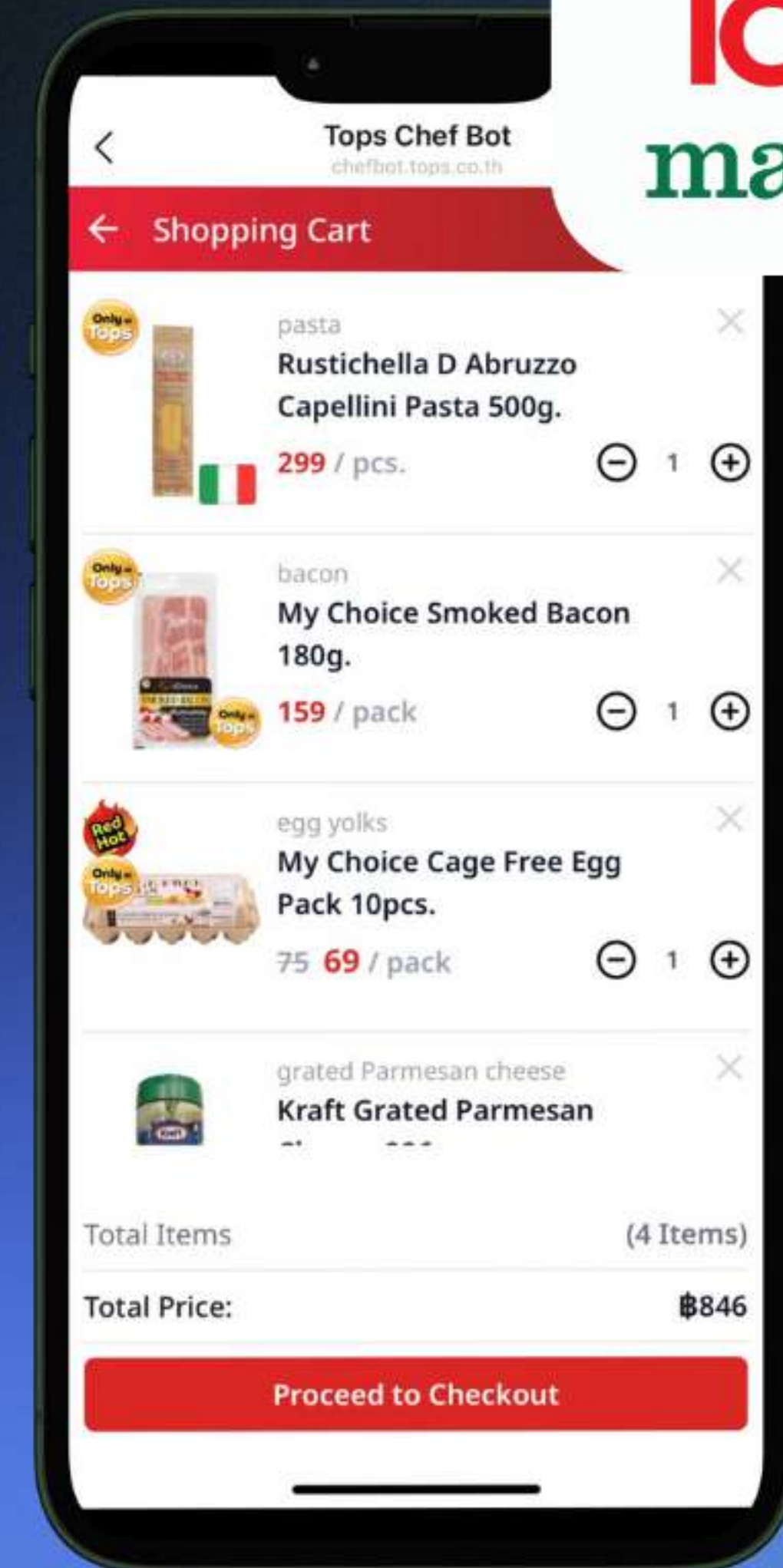
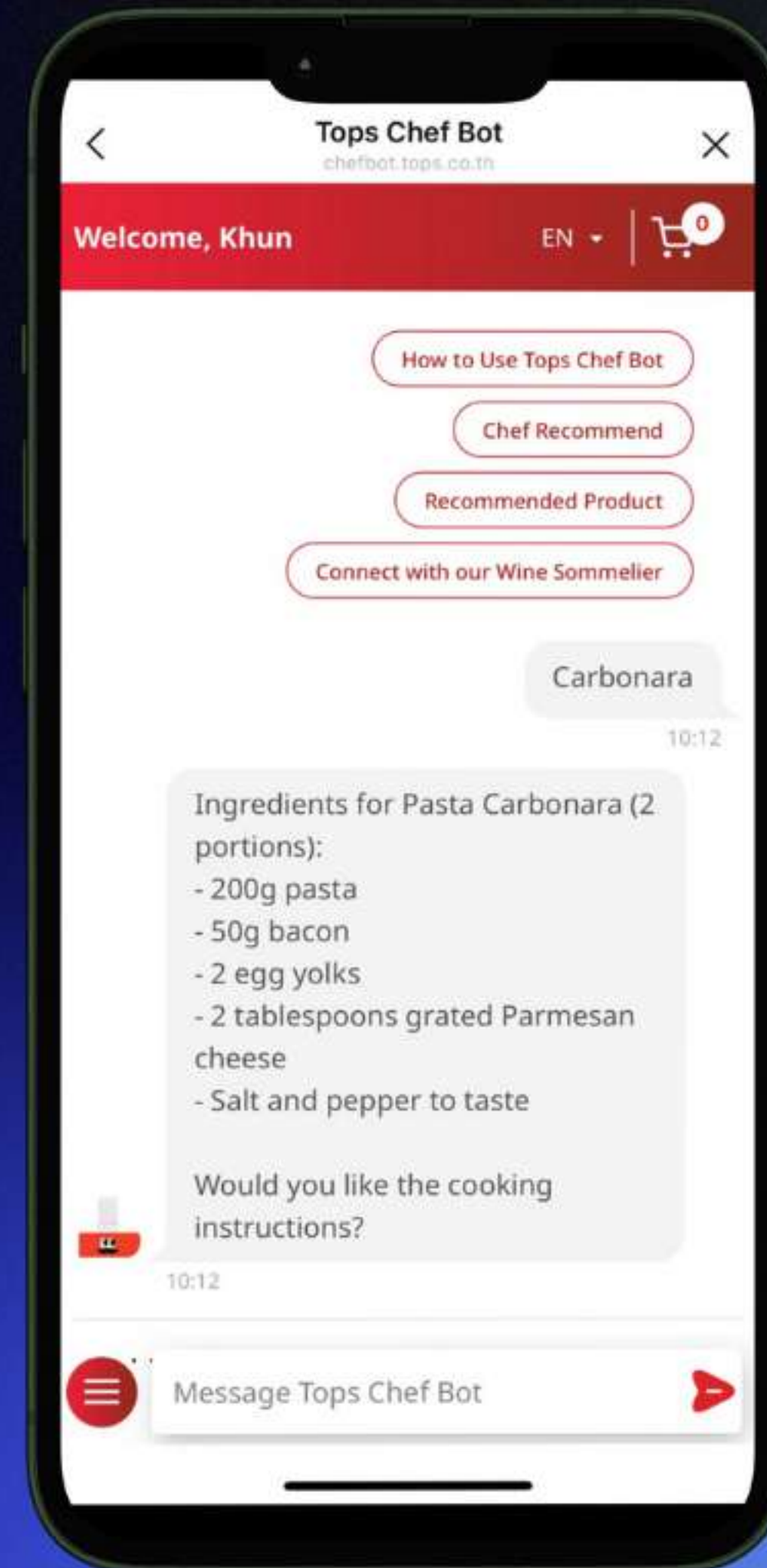
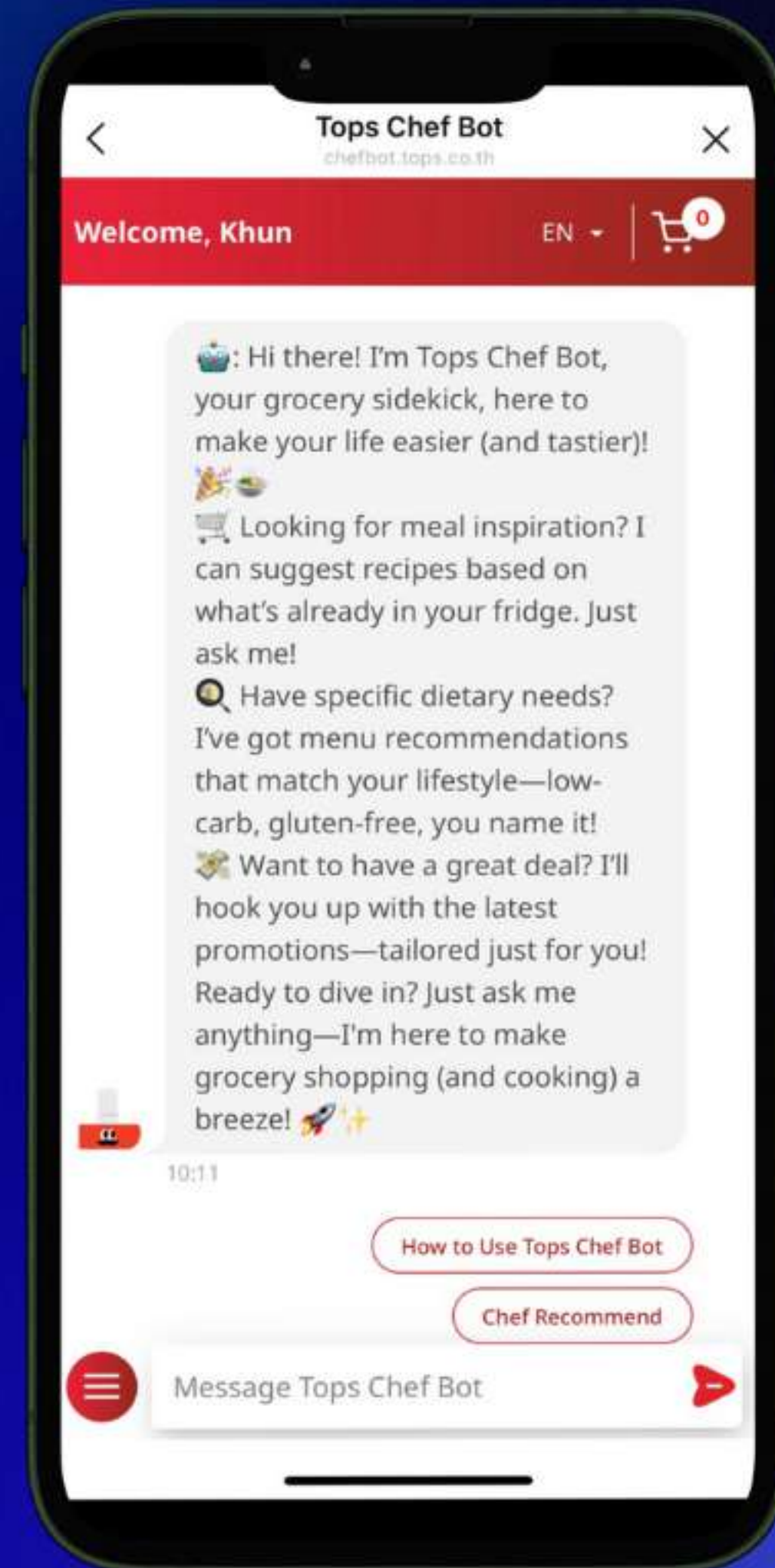
**SEO Marketing**

**AI Recommendation**



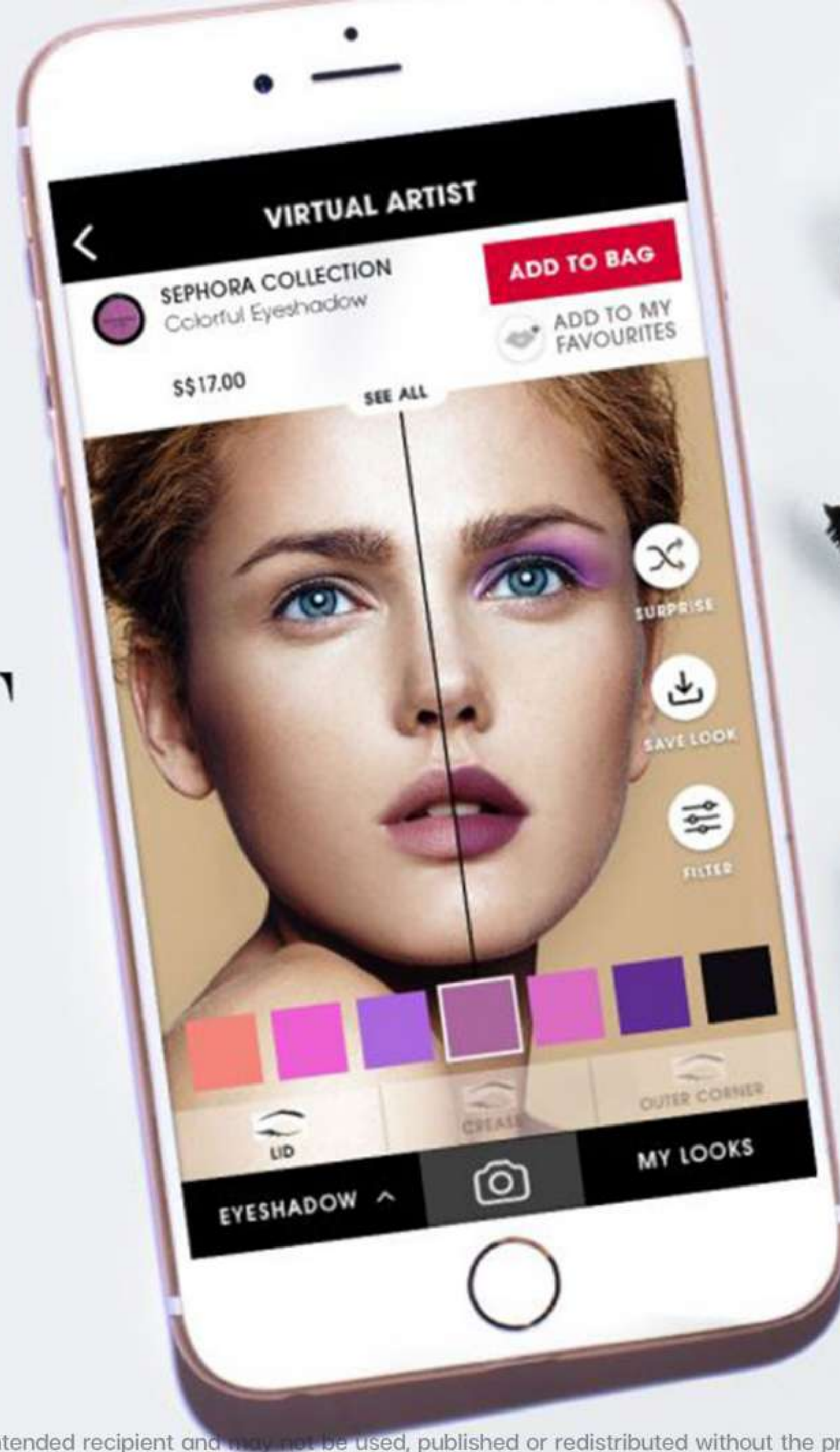
# Product-Focused → Experience-Focused

Brands that **deliver excellent customer experiences grow 6 times faster** than their average competitors.  
- Bain & Company (2024) -





# SEPHORA VIRTUAL ARTIST





The background image is a blurred indoor scene, likely a living room. On the left, a person in a light blue sweater and dark pants is partially visible, holding a small object. In the center, a person in a bright red dress is walking, their figure blurred by motion. To the right, a person in a grey shirt is also blurred. The background features a light-colored sofa, a coffee table, and a bookshelf filled with books. The overall atmosphere is one of a busy, lived-in space.

Experience the new  
*Virtual* ARTIST



The background image is a blurred indoor scene, likely a living room. In the foreground, a person wearing a light blue long-sleeved shirt and dark pants is walking from left to right. Behind them, another person in a red dress is also moving. The background features a large window with a dark frame and a lamp with a white shade. The overall atmosphere is dynamic and modern.

Experience the new  
*Virtual* ARTIST



**Intuition-Based → Data-Driven**

**Companies that use data to make decisions  
are 23 times more likely to acquire new customers  
and 6 times more likely to retain customers.  
– McKinsey (2025) –**



# **Turns Weather Woes Into Major Sales**



1 East 1-65 Service Rd. S.





**3%**

**of daily flights are  
canceled unexpectedly**

**Leaving 90,000+ passengers  
stranded at airports**





A woman with dark nail polish is holding a smartphone. A red speech bubble with the word 'AD' in white is positioned above the phone. A blue arrow points from the phone towards a Red Roof Inn sign in the background. The sign is red with white text and a white arrow logo. A dashed white line connects the sign to the phone.

**AD**

## **Targeted Mobile Marketing Campaign**

focus on locations with active cancellations

**+10% Increase in Bookings**





## Nestle (2012) : Weather-Triggered Ad



# Walmart Turns Data Into Demand Not Just Profit





**One-Size Marketing → Personalized Engagement**

**80% of consumers expect brands to 'know' them.  
– Deloitte (2024) –**



The image features the Netflix logo, consisting of a red 'N' and the word 'NETFLIX' in white, centered over a dark collage of various Asian movie posters. The posters include titles like '水行俠' (Aquaman), '格雷的五十道陰影' (Fifty Shades of Grey), '刺在你心底的名字' (Your Name Engraved Herein), '我親愛的少潔癖' (My Dear Obsessive Compulsive), '歌喉讚2' (Pitch Perfect 2), '消失的情人節' (The Disappearance of Autumn), '飯道主夫' (The Chef's Men), '#ALIVE', 'LAW SCHOOL', '轉學來的女生' (Girl from Nowhere), and '黑道律師文森佐' (The Black Attorney Vincenzo).

# NETFLIX



# Agentforce

salesforce

## Customer 360

## Data Cloud

Trust Layer

## Salesforce Platform

MuleSoft integration

Sales agents

Support agents

Marketing agents

CX agents

Analytics agents

Finance agents

HR agents

Ops agents

Product agents

Banking agents

Health agents

Sales

Service

Marketing

Experience

Tableau

Revenue & Orders

Partner & Custom Apps

Slack

Commerce & POS

Industries

Success

Custom apps & agents

Einstein AI & models

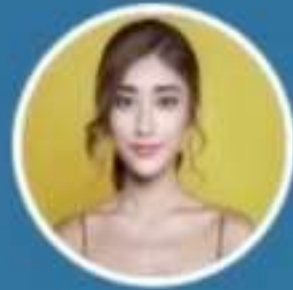
Flow automation

Omnichannel user interface

Security & privacy

Analytics





**Lauren Bailey**  
San Francisco, CA

**Customer ID** 13FT433Q  
**Email Address** lb@omega.info  
**Phone Number** (415) 555-1212  
**Address** 1 Market St  
 San Francisco,  
 CA 94105

**Loyalty Tier** Gold  
**Segment** Urban Tech-Savvy

**Lifetime Value** \$65,321.00

**Propensity to Purchase** 76%

**Engagement Score** 92%

**Related** Details

**Room Type (10+)**

10+ items • Sorted by RESERVATION\_DATE • Filtered by RESERVATION\_DATE • Updated 2 hours ago

	ROOM_TYPE	RESERVATION_STATUS	CHECK-IN_DATE	
1	King	Yes	3/31/2024	
2	Queen	Yes	3/21/2024	
3	King	Yes	3/6/2024	
4	King	Yes	2/25/2024	
5	Suite	Yes	2/24/2024	
6	King	Yes	2/20/2024	
7	Queen	Yes	1/31/2024	
8	Suite	Yes	1/31/2024	
9	Queen	Yes	1/12/2024	
10	Queen	Yes	1/8/2024	

[View All](#)

**Web Interaction (10)**

10 items • Sorted by INTERACTION\_TIME • Filtered by INTERACTION\_TIME • Updated 2 hours ago

PAGE_VIS...	INTERACTIO...	DEVICE	REFERRER	INTERAC
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**Real Time Engagement**

- Website Interaction**  
Source: coralcloudresorts-web.com  
Product: Meeting and Corporate Events
- Social Engagement**  
Source: Instagram  
Product: Meeting and Corporate Events
- Added to Campaign**  
Type: Corporate Retreat Promo  
Product: Cultural & Culinary Experience
- Website Interaction**  
Source: coralcloudresorts-web.com

[View More](#)

**Activity** Chatter



# Pick-and-choose The Data That Matters Most To You With Flexible Data Groupings By Common Categories



 Company Entity Resolution	 Business Activity & Insights	 Company Financials	 Company Information	 Derived Trade Insights	 Diversity Insights
 External Disruption Insights	 Filings & Events	 Financial Strength Insights	 Hierarchies & Connections	 ESG	 Ownership Insights
 Payment Insights	 Principals & Contacts	 Sales & Marketing Insights	 Shipping Insights	 Spend Insights	 Third-Party Risk Insights

All tiles: Represent the data blocks currently available to license for D&B Connect for Salesforce.

Grey tiles: Represent Data Blocks that are relevant to US companies only; in some cases, they can only be sold in the US

Green tiles: Represent the minimum required; we recommend new customers begin with these and build from there pending their unique use-case(s).

Orange tiles: Additional Premium Tiles to replicate Optimizer for Salesforce



An aerial photograph of the ocean with several large, white-capped waves breaking. The water is a deep blue-green color, and the sky is not visible.

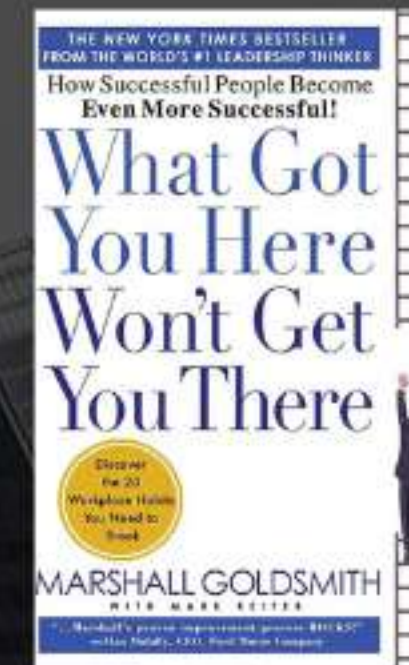
# **A Rising Tide Lifts All Boats**

John F. Kennedy



# What Got You Here, Won't Get You There

Marshall Goldsmith











**Does your organization  
still have BlackBerry keyboards?**



## **3 Forces of Digital Marketing Transformation**

**1**

**AI-Human Collaboration**

**2**

**Customer Journey  
Intelligence**

**3**

**Value-Based  
Differentiation**



## **3 Forces of Digital Marketing Transformation**

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# THE TIMELINE

## IS FASTER THAN WE THINK





Everything you are about to see  
and hear  
was generated by Sora 2











34  
Total Prospects  
+12% this month



18  
Ready to Engage  
Recent triggers

Industry  
All Industries

Perplexity Labs : Beyond Traditional Research

- Smart Lead Generation System
- Identify high-potential companies
- Dashboard with Lead Scoring, Company, and Contact Info

Corporate Prospects							Table	Cards
Priority	Company	Industry	Lead Score	Employees	Rating	Notes	Actions	
1	LINE Company (Thailand) Limited Bangkok	Technology & Media	95	1000-5000 employees	High	appointed July 2025	View	Outreach
2	CIMB Thai Bank Bangkok	Financial Services	92	1000-5000 employees Embedded App	High	New CEO Wut Thanittiraporn appointed April 2025	View	Outreach
3	True Corporation Public Company Limited Bangkok	Telecommunications	90	5000+ employees	High	New org structure & Chief Data Officer appointed Sept 2025	View	Outreach





Act as a sales intelligence and learning analytics strategist.

Build an automated lead generation system for Mission Academy to identify, prioritize, and engage corporate clients with high potential for in-house training and learning partnerships.

#### BUSINESS CONTEXT:

Mission Academy provides corporate training, workshops, and online learning programs that help professionals and organizations develop future-ready skills. Our clients include Thai and regional companies seeking programs in leadership, communication, innovation, and digital transformation. We focus on HR leaders, L&D teams, and business owners who value people development and want measurable impact from training initiatives.

#### RESEARCH FOCUS:







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#### RESEARCH FOCUS:





Made with Perplexity Labs

Share

Mission Academy  
Lead Intelligence Dashboard

Export Leads

Market Trends

Summary of key insights and overall performance

25

Total Prospects  
+12% this month

16

High Priority  
Score 80+

\$2.7B

Market Size  
Thailand L&D

14

Ready to Engage  
Recent triggers

Filter organizations by Industry, Lead Score, and Training Topics

Industry

All Industries

Company Size

All Sizes

Lead Score

All Scores

Engagement Readiness

All Readiness

Learning Focus

Leadership Development

Clear Filters

Table displaying Company Names and Key Details

Corporate Prospects

Table

Cards

Priority	Company	Industry	Score	Size	Readiness	Recent Event	Actions
1	LINE Company (Thailand) Limited Bangkok	Technology & Media	95	1000-5000 employees	High	New CEO Norasit Sitivechvichit appointed July 2025	<a href="#">View</a> <a href="#">Outreach</a>
2	CIMB Thai Bank Bangkok	Financial Services	92	1000-5000 employees	High	New CEO Wut Thanittiraporn appointed April 2025	<a href="#">View</a> <a href="#">Outreach</a>
3	True Corporation Public Company Limited Bangkok	Telecommunications	90	5000+ employees	High	New org structure & Chief Data Officer appointed Sept 2025	<a href="#">View</a> <a href="#">Outreach</a>
4	Grab Thailand	Technology & Digital Services	93	1000-5000 employees	Very High	Launched GenAI-driven upskilling	<a href="#">View</a> <a href="#">Outreach</a>



Made with Perplexity Labs

Share

Overview of Thailand’s Learning & Development (L&D) market trends, highlighting industries with the highest investment levels.

Thai L&D Market Intelligence

Market Overview

Thailand's corporate L&D market is experiencing significant growth, driven by digital transformation, leadership transitions, and post-pandemic skill requirements. Organizations are prioritizing AI literacy, inclusive leadership, and change management capabilities.

Technology & Digital Services 6 companies

88.5

B450M

Market Size

Top Learning Needs

GenAI adoption, Digital transformation, Agile leadership

Very High - Leading AI & digital skills investment in Thailand

Financial Services & Banking 2 companies

92

B280M

Market Size

Top Learning Needs

Leadership transition, Business transformation, Change management

High - Major leadership transitions driving L&D demand

Retail & Consumer Goods 9 companies

79.8

B380M

Market Size

Top Learning Needs

Customer-centric culture, DE&I, Sales excellence

Medium-High - Customer experience & DE&I becoming priorities

Hospitality & Tourism

4 companies

Healthcare & Pharmaceuticals

4 companies

Manufacturing & Engineering

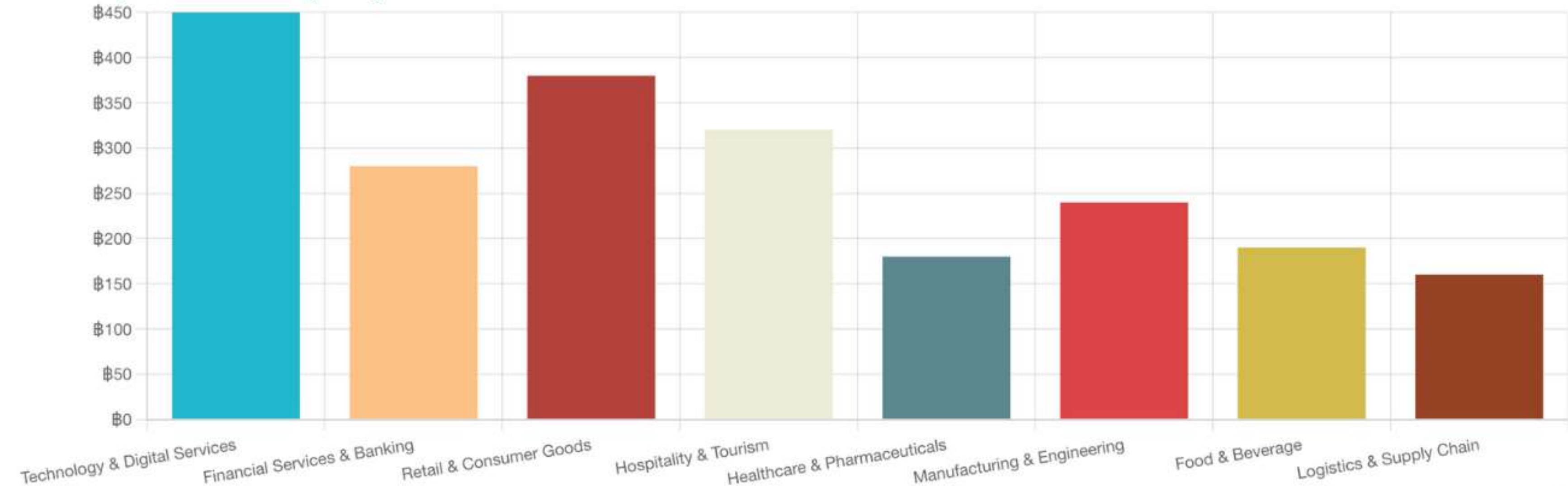
4 companies

Embedded App



Display L&D market overview chart categorized by Industry.

Industry Market Size (THB)



Top 5 Industries Investing in Leadership Development

1	Technology & Digital Services	B450M
2	Retail & Consumer Goods	B380M
3	Hospitality & Tourism	B320M

Embedded App





## **Meet Tilly Norwood, an AI Actress**











## **3 Forces of Digital Marketing Transformation**

**1**

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**2**

**Customer Journey  
Intelligence**

**3**

**Value-Based  
Differentiation**









THE RITZ-CARLTON®









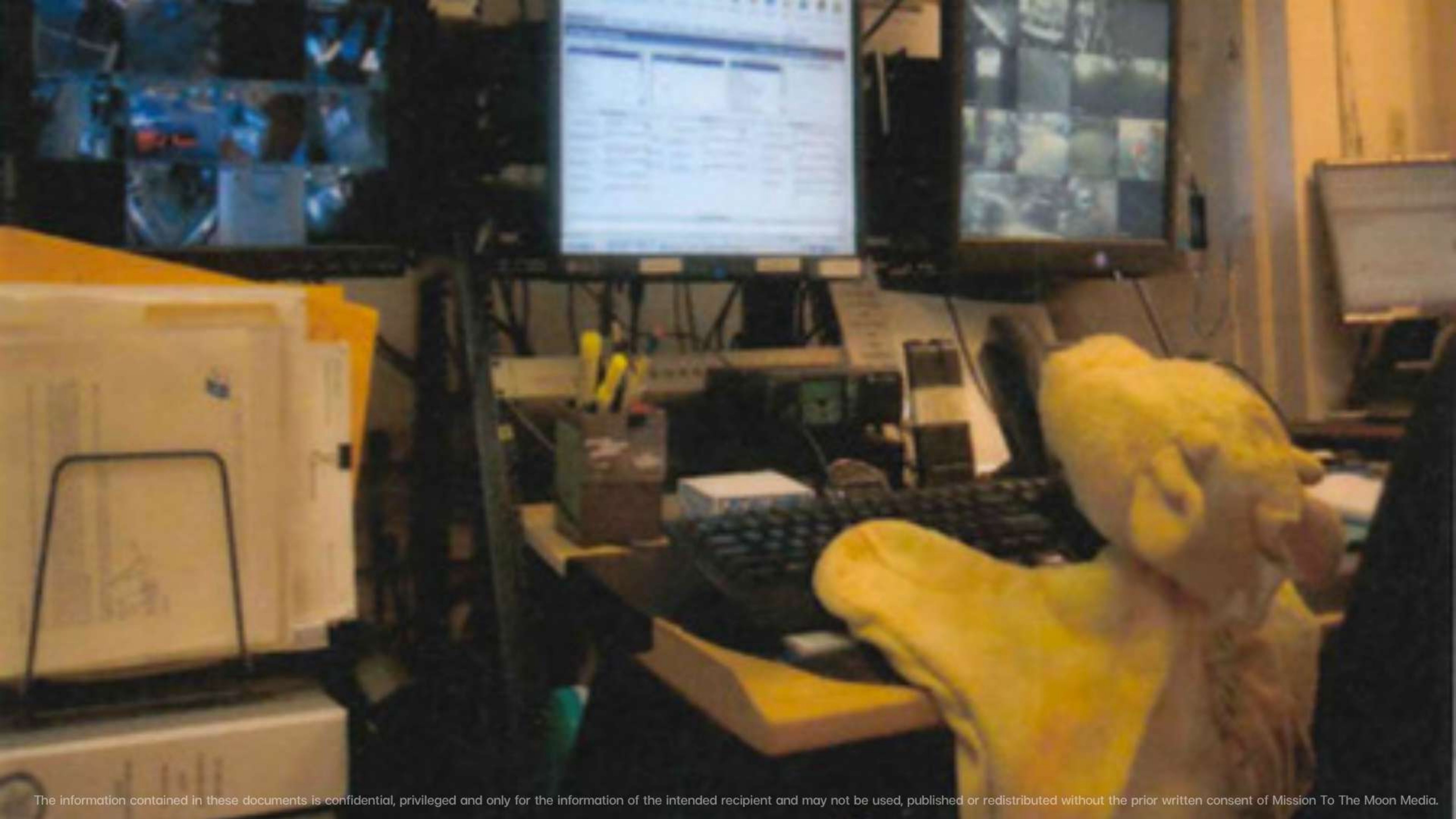
















**THE RITZ-CARLTON®**  
AMELIA ISLAND

---

**Joshie Hurn**  
***Loss Prevention***    **03/25/2012**





# THE RITZ-CARLTON

MACAU

All employees can spend up to \$2,000 per case to resolve customer issues immediately without manager approval





# Steps of Customer Journey

## Before Purchase

**“Be Found and Be Trusted”**

- Create Useful Content
- Stay Visible Online
- Use AI Smart Tools
- Build Credibility

## During Purchase

**“Customize, Don’t Just Sell”**

- Deep Listening and Ask Questions to Customer
- Simplify Buying Process
- Focus on Long-Term Value

## After Purchase

**“Support and Grow Together”**

- Offer Proactive Support
- Smart Monitor Performance
- Co-Development
- ESG Partnership



## **3 Forces of Digital Marketing Transformation**

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## Value-Based Differentiation

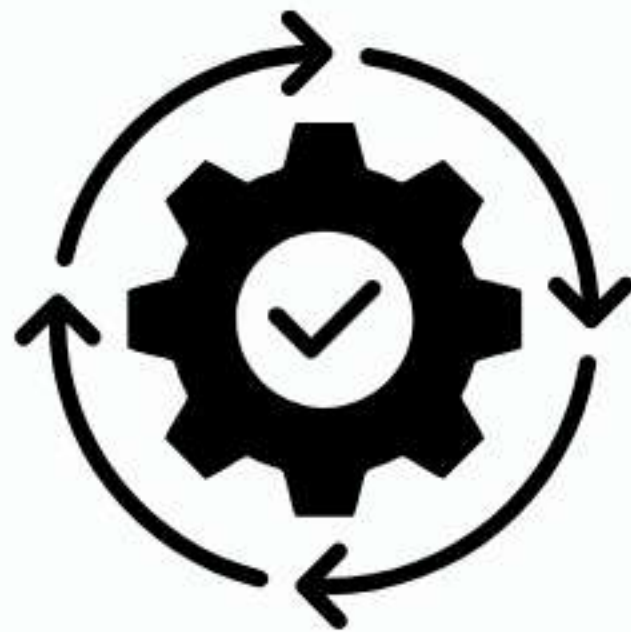
**Focus on what customers truly value,  
not what we assume is good**



# 4 Types of Value-Based Differentiation



**Specialized  
Focus  
Value**



**Operational  
Value**



**Service  
Value**



**Reputation  
Value**



**Company asking  
its customers  
not to buy  
its products?**



**Stops producing corporate  
branded clothing**



**Repair what you wear**





**Why do people  
drive over 100 miles  
to a Buc-ee's gas station?**







Forbes 2023  
**CUSTOMER EXPERIENCE ALL-STARS**  
POWERED BY hundredx

Forbes 2024  
**CUSTOMER EXPERIENCE ALL-STARS**  
POWERED BY hundredx







**Don't build systems for the 1%  
that break the trust of the 99%**



**Does the future of work make you  
anxious or excited?**







# A perfect storm

October 2025



# Global Economy



# Resilient growth in a precarious world

## Growth

- The tariff rollercoaster rumbles on as geopolitical risks re-emerge, but global growth remains resilient
- We expect global growth to reach 3.2% in 2025 and 3.0% in 2026, before a mild acceleration to 3.2% in 2027
- Our core US views remain unchanged. The economy is likely to muddle through

## Inflation

- We forecast global inflation to hover around 2.5% as economies absorb the tariffs shock.

## Risks

- Trade policy uncertainty remains elevated, and we cannot rule out bouts of escalation
- A fiscal policy-driven sell-off in US rates could tighten global financial conditions in a disorderly way.
- Geopolitical escalation in the Middle East could affect energy importers like China and the Euro area

	2023	2024	2025F	2026F
<b>Global</b>				
GDP	3.4	3.2	3.2	3.0
CPI	4.3	3.1	2.4	2.4
<b>United States</b>				
GDP	2.9	2.8	2.0	1.9
CPI	4.1	3.0	2.8	3.0
Policy rate (eop), upper bound	5.50	4.50	4.00	3.25
<b>Europe</b>				
GDP	0.7	0.9	1.0	0.9
CPI	5.5	2.4	2.0	1.5
Policy rate (eop)	4.50	3.15	1.90	1.65
<b>China</b>				
GDP	5.4	5.0	4.7	4.3
CPI	0.2	0.2	-0.1	0.0
Policy rate (eop)	1.80	1.50	1.40	1.20
<b>Japan</b>				
GDP	1.2	0.1	0.9	0.5
CPI	2.4	2.7	2.9	1.7
Policy rate (eop)	-0.10	0.25	0.50	1.00



# Trump's tariff is reversing the globalization process

## US tariffs announced could rise close to 15%

US Effective Tariffs (assumed no exemptions)



Source: USITC, Kiatnakin Phatra Securities



# Escalate to de-escalate...?

**After a trough of 11% with the US-China truce, President Trump's tariff threats are heating up again**

US effective tariff rate to the world (%)

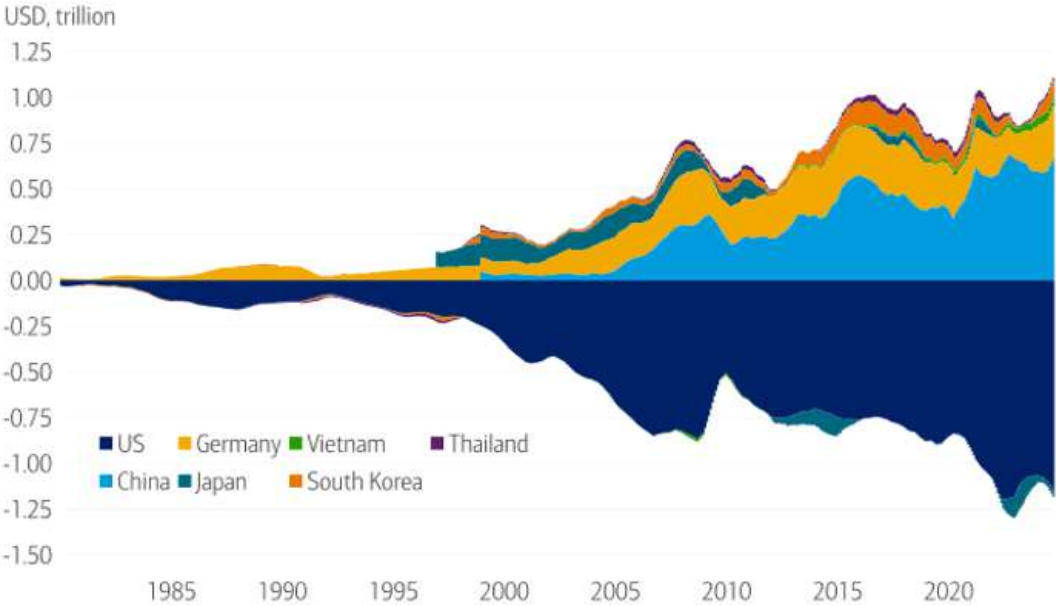


**Source:** BofA Global Research, Haver. **Note:** 90-day pause includes the electronics exemption. US-China truce includes UK deal. Letters & copper includes Vietnam and Indonesia deals. Pharma and semis show the estimated impact of hypothetical 25% sector-specific tariffs.



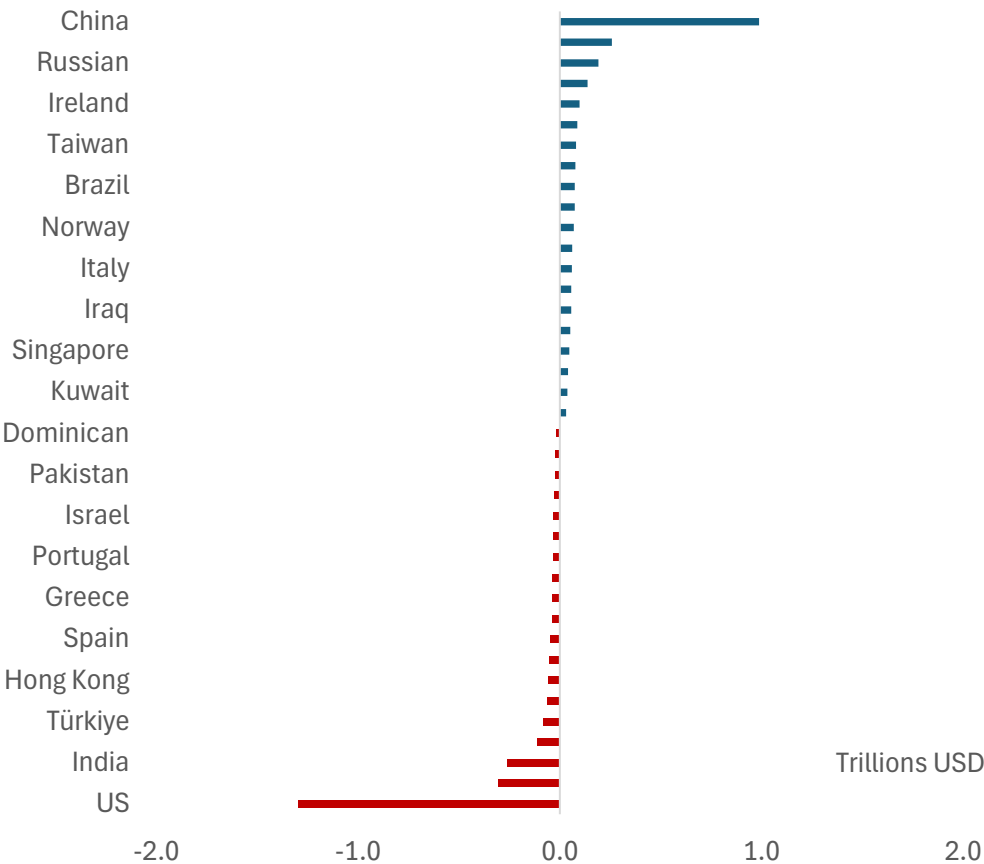
# Global imbalance and the largest net buyer

US is the only large buyer in global trade  
Global Trade Balance



Source: BEA, SAFE, BUBA, BOJ, State Bank of Vietnam, BOK, BOT, Kiatnakin Phatra Securities

Trade balance against the world



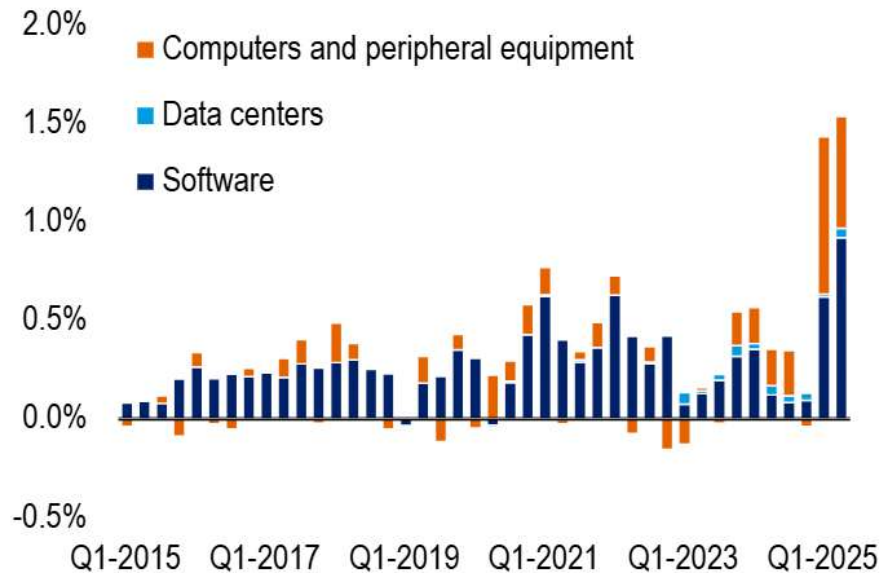
Source: World Bank, KKPS



# AI and tech-related investment are the key drivers for growth

## Exhibit 1: AI and technology-related investment has been a key driver of growth this year

Contribution to % q/q GDP growth by category

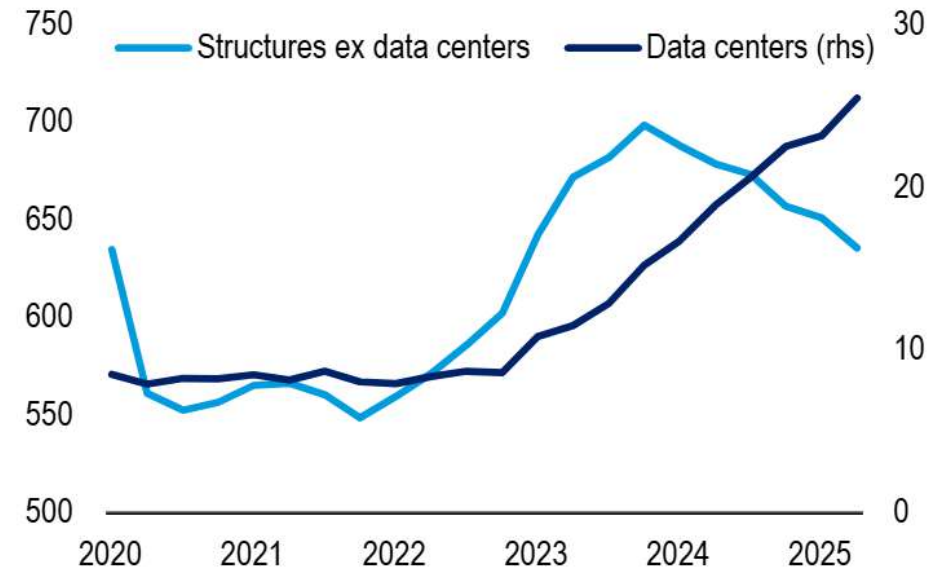


Source: BofA Global Research, Haver

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## Exhibit 2: Data centers is one of the only positive structures investment categories, but note the tiny magnitude

Structures investment by type (\$2017bn SAAR)



Source: BofA Global Research, Haver

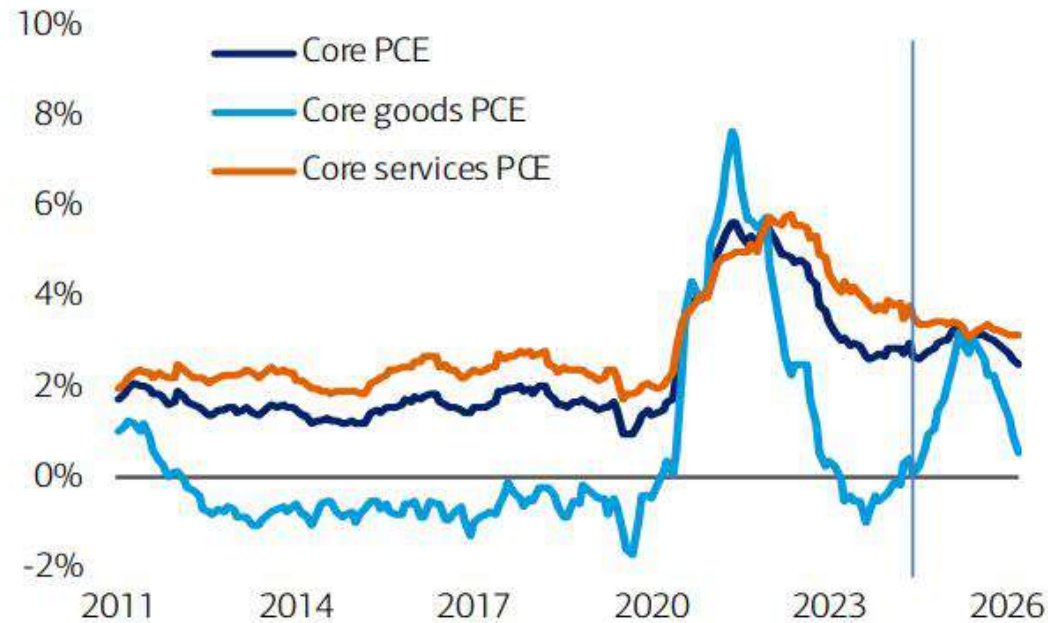
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# Inflation to remain above target throughout our forecast horizon

**We expect core PCE inflation to run above 2% through the end of our forecast horizon**

Core PCE and its key components (% y/y)



Source: BEA, BofA Global Research

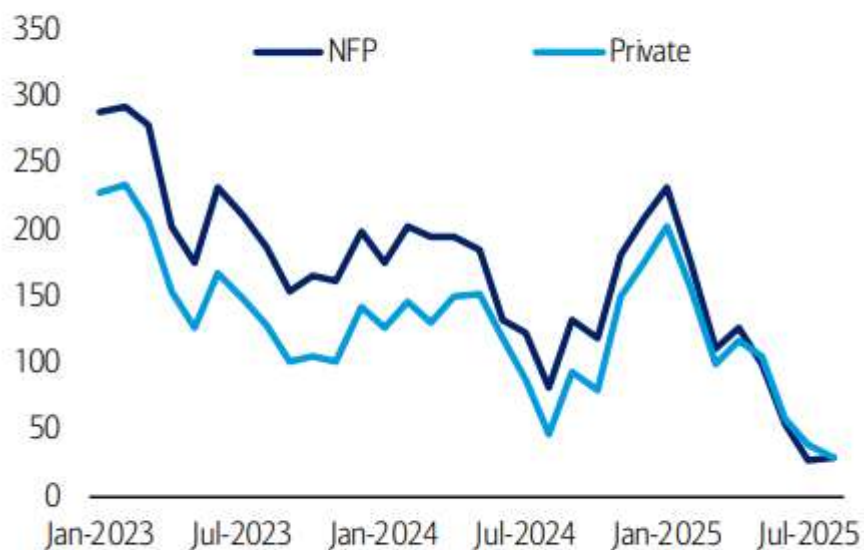
- Inflation to be boosted by tariffs in near-term
- Tariffs to trickle-through gradually = longer plateau, lower peak
- Services inflation to remain elevated especially with stimulus kicking in around 1H
- Underlying inflation above 2%



# Job growth has slowed sharply and remains narrow

## Nonfarm and private employment growth have slowed this year

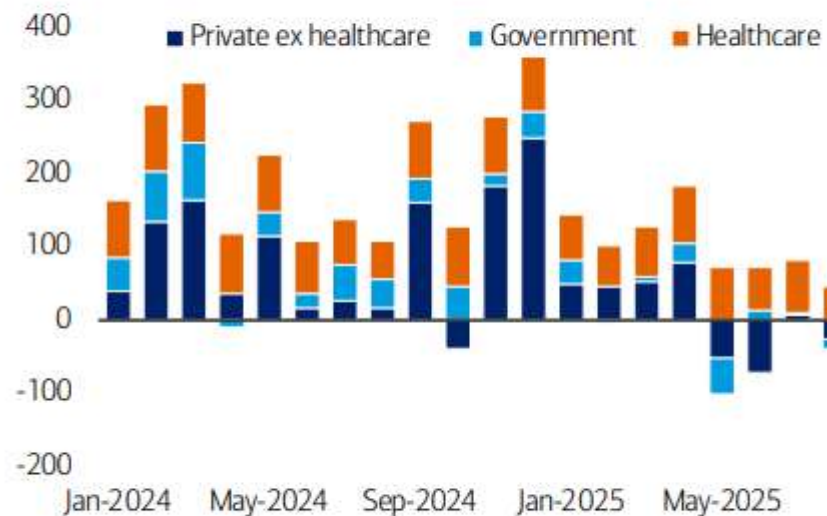
Change in nonfarm and private payrolls (3m moving average, m/m thous SA)



Source: BLS, BofA Global Research

## Healthcare has been the only source of positive job growth in recent months

Nonfarm payrolls, by category (m/m change)



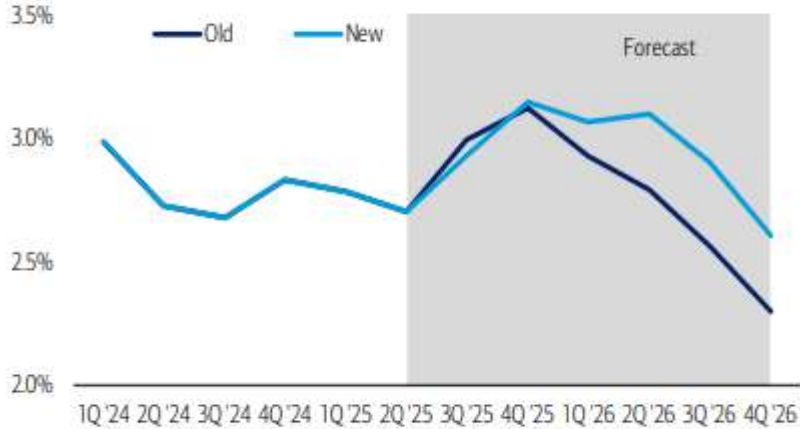
Source: BLS, BofA Global Research



# Fed: Difficult decisions

**Larger tariffs mean core inflation could be above 3% for a year**

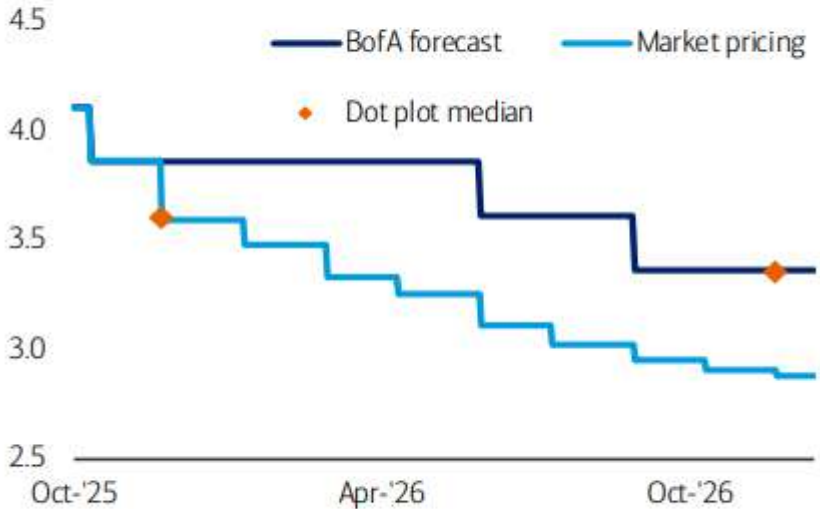
Core PCE, % y/y



Source: BofA Global Research, Bureau of Economic Analysis, Haver Analytics, Bloomberg, Federal Reserve Board

**We still don't think the Fed will be able to cut as much as markets are expecting**

Effective fed funds rate, %



Source: BofA Global Research, Bureau of Economic Analysis, Haver Analytics, Bloomberg, Federal Reserve Board



# Tit-for-tat. Soybeans, fentanyl, tech, and rare earth

## Exhibit 1: Restrictions from China corresponded one-for-one with measures imposed earlier by the US

A list of recent restriction measures and trade escalations by China and the US

US		China	
Date	Measures	Date	Corresponding measures
29-Sep	BIS extended trade controls of key technology and equipment to affiliates of designated Chinese companies	9-Oct	Ministry of Commerce extended rare earth export control from source to downstream stages, covering processing technology and overseas entities that export rare earth items with Chinese components
8-Oct	US added 15 Chinese companies to its restricted trade list	10-Oct	China added 14 foreign entities to the Unreliable Entity List and initiated Qualcomm antitrust probe
April	US announced that it will charge Chinese shipping companies and China-made vessels starting from Oct 14	10-Oct	China announced that will charge 400 Chinese yuan (\$56) per net ton on US ships that call at Chinese ports, effective also from Oct 14
10-Oct	Trump announced an additional 100% tariff hike on Chinese products	-	China has not responded yet

Source: BofA Global Research, Official government announcements

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# RARE EARTHS AT A GLANCE

## APPLICATIONS



## CLASSIFICATION



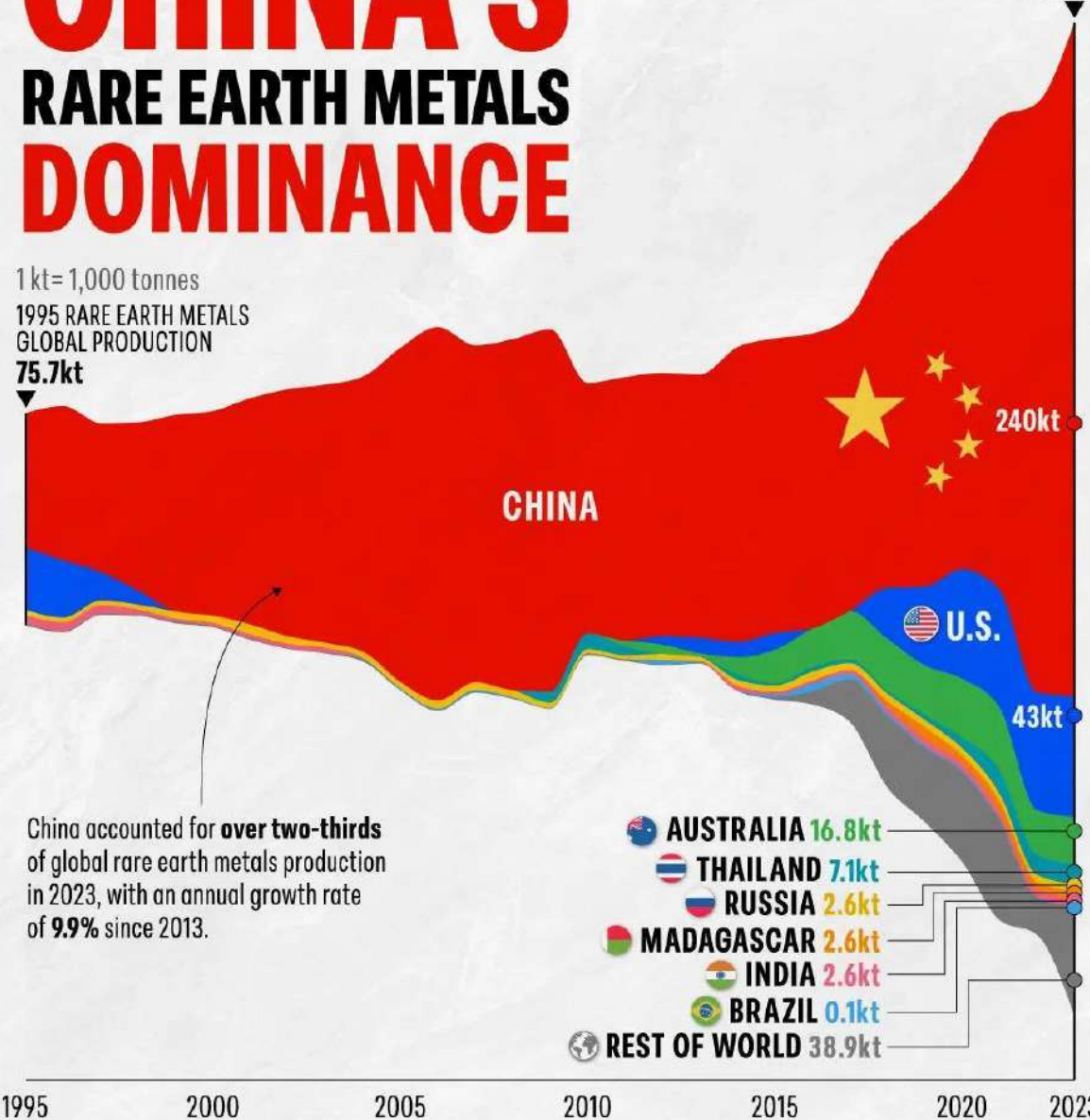


# CHINA'S RARE EARTH METALS DOMINANCE

1 kt = 1,000 tonnes

1995 RARE EARTH METALS  
GLOBAL PRODUCTION  
75.7kt

2023 RARE EARTH METALS  
GLOBAL PRODUCTION  
353.7kt



China accounted for **over two-thirds** of global rare earth metals production in 2023, with an annual growth rate of **9.9%** since 2013.



Source: Energy Institute, Statistical Review of World Energy 2024



# Asia-pac: Strong 1H growth, risks of demand payback in 2H

Real GDP growth, % yoy	2015-19 Avg	2020	2021	2022	2023	2024	2025F	2026F
<b>Global</b>	<b>3.6</b>	<b>-2.7</b>	<b>6.7</b>	<b>3.7</b>	<b>3.4</b>	<b>3.2</b>	<b>3.2</b>	<b>3.0</b>
US	2.4	-2.8	5.8	2.5	2.9	2.8	2.0	1.9
Europe	2.0	-6.2	6.3	3.6	0.7	0.9	1.0	0.9
<b>Asia</b>	<b>5.3</b>	<b>-1.1</b>	<b>7.1</b>	<b>3.9</b>	<b>5.1</b>	<b>4.6</b>	<b>4.5</b>	<b>4.2</b>
Australia	2.4	-1.8	5.2	3.9	2.0	1.0	1.6	2.2
China	6.7	2.3	8.6	3.1	5.4	5.0	4.7	4.3
Hong Kong	1.9	-6.5	6.5	-3.7	3.2	2.5	2.3	2.0
India	6.7	-5.9	9.4	7.0	8.8	6.7	7.0	6.4
Indonesia	5.0	-2.1	3.7	5.3	5.0	5.0	5.0	5.2
Japan	0.8	-4.3	2.7	0.9	1.2	0.1	0.9	0.5
Korea	2.8	-0.7	4.3	2.6	1.4	2.0	1.0	1.6
Malaysia	4.9	-5.5	3.3	9.0	3.5	5.1	4.4	4.2
New Zealand	3.5	-4.0	6.0	2.5	0.7	-0.1	0.6	2.8
Philippines	6.6	-9.5	5.9	7.6	5.6	5.7	5.5	5.6
Singapore	3.2	-3.8	9.8	4.1	1.8	4.4	2.9	2.0
Taiwan	2.6	3.4	6.7	2.7	1.1	4.8	5.2	2.0
Thailand	3.4	-6.3	1.5	2.7	2.0	2.5	1.9	1.7
Vietnam	7.1	2.9	2.6	8.0	5.1	7.1	7.5	6.8

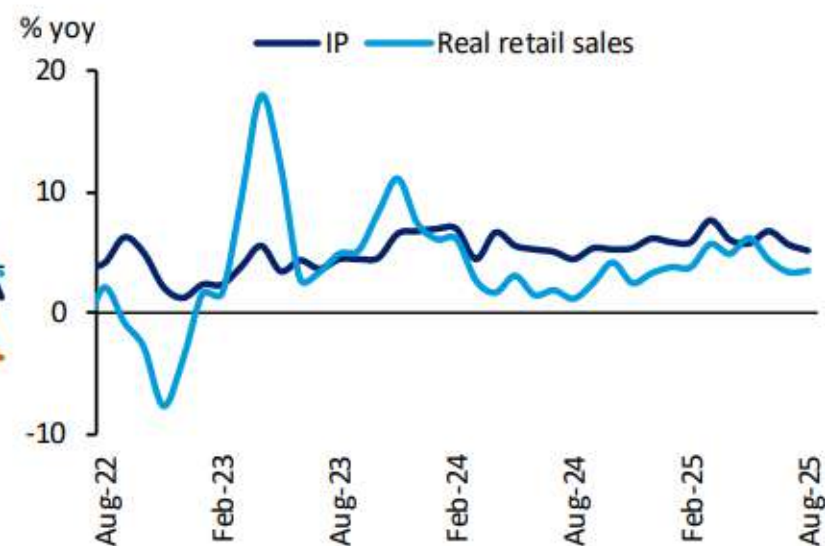


# China: Investment growth decelerated

**Both manufacturing and infrastructure FAI contracted further in Aug**



**IP growth softened to 5.2% yoy in Aug (vs. 5.7 in July), while estimated real retail sales growth remained stable**

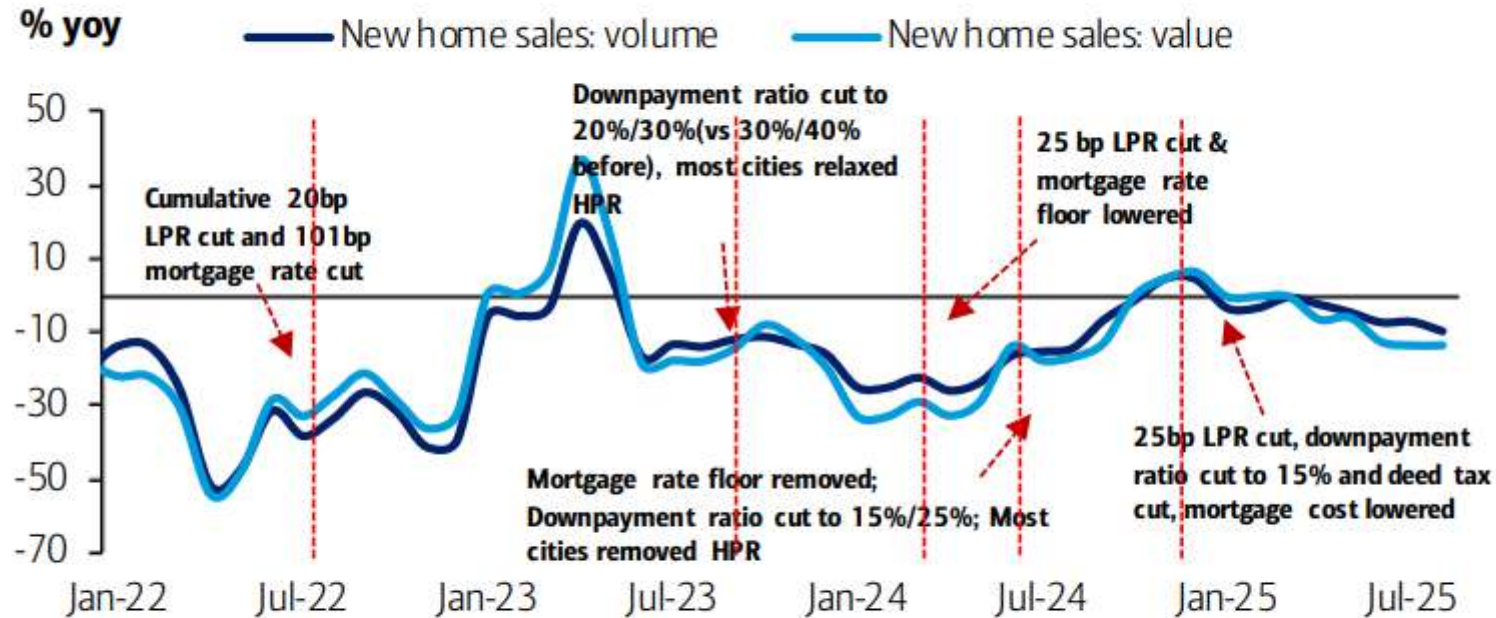


Source: BofA Global Research, NBS, CEIC



# Property market yet to stabilize

Easing measures in recent years helped lift home sales, but the effect did not last long



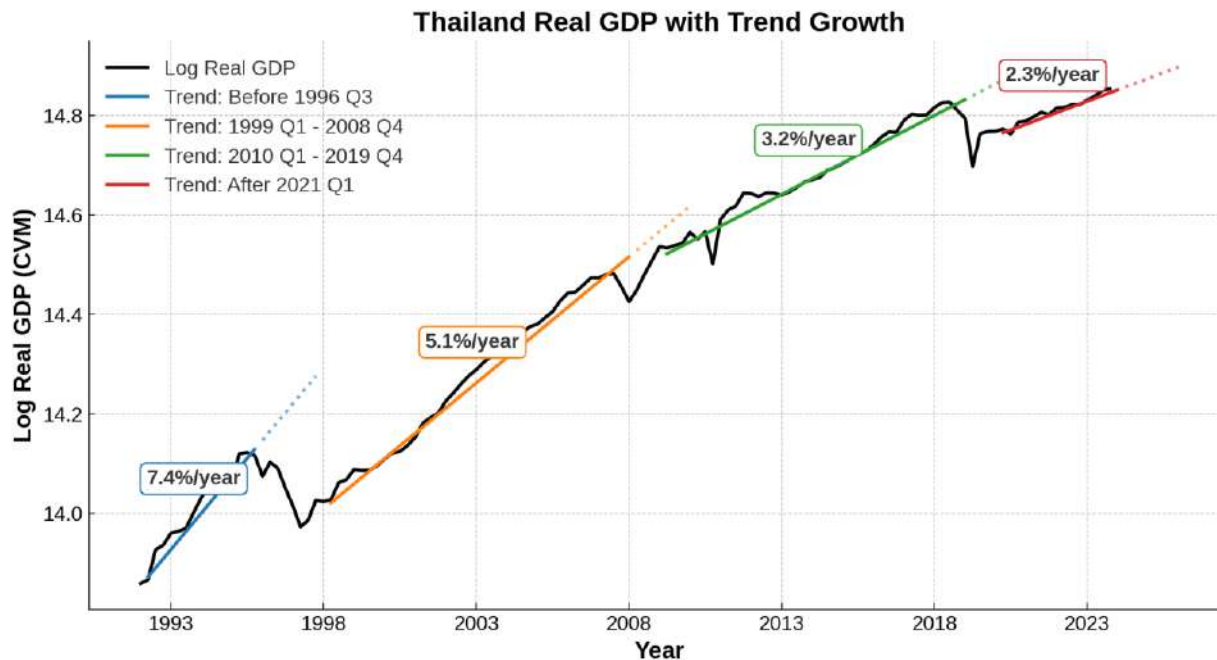
Source: BofA Global Research, Wind, NBS



# Thai Economy

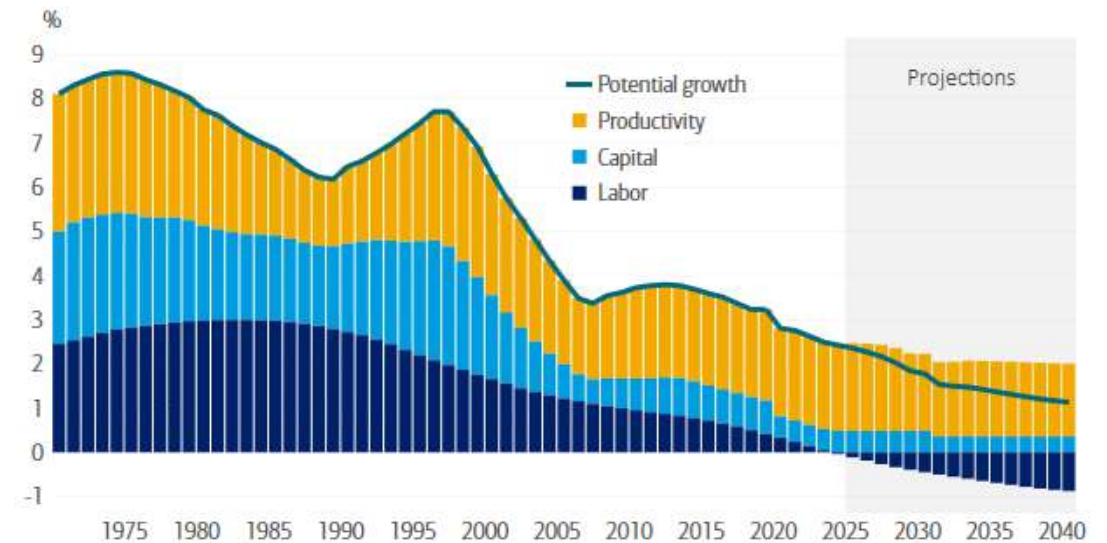


# Structural decline from demographic shift, slower investment, productivity growth



Source: NESDC, KKPS

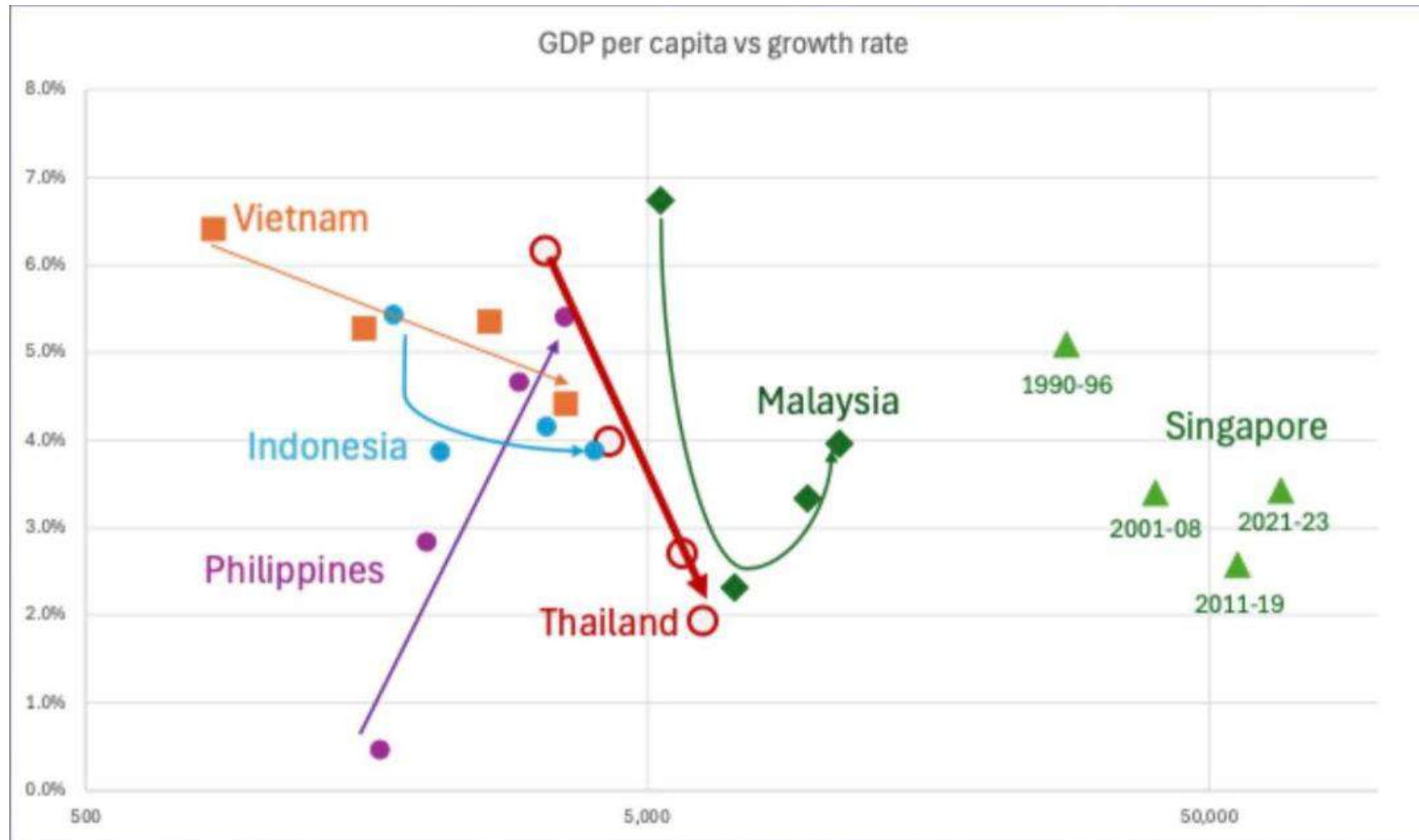
**Potential growth for Thailand**  
10-year annualized growth for GDP growth



Source: World Bank, Penn World Table, Growth & Development Centre, University of Groningen, Conference Board, Kiatnakin Phatra Securities



# Hoping for an inflection point





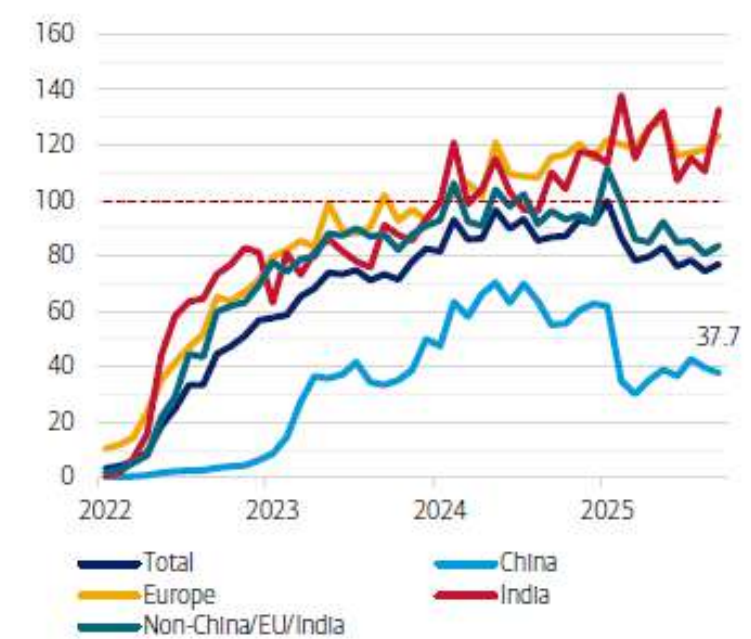
# Cyclical headwinds: A perfect storm

- Strong cyclical headwinds to growth continued
  - Tourism, which had been the only key engine of growth, is stalling from the drop in Chinese tourists. Without tourism growth, other growth engines are inactive
  - Trump tariffs pose a key downside risk to growth in 2H25 and 1H26 after the front-loading exports in 1H25
  - Continued financial deleveraging stalled domestic demand and tighten financial conditions
- Policy coordination is needed
  - New government in place; Expecting an election in March 2026
    - Short-term fiscal policy stimulus should have limited impact on the headline numbers
  - Monetary policy easing is ahead
    - The new BoT governor is more dovish—but MPC is still hawkish
    - Limited monetary policy space—need to explore unconventional policy.
  - Ambitious reform agenda to lift up the growth potential



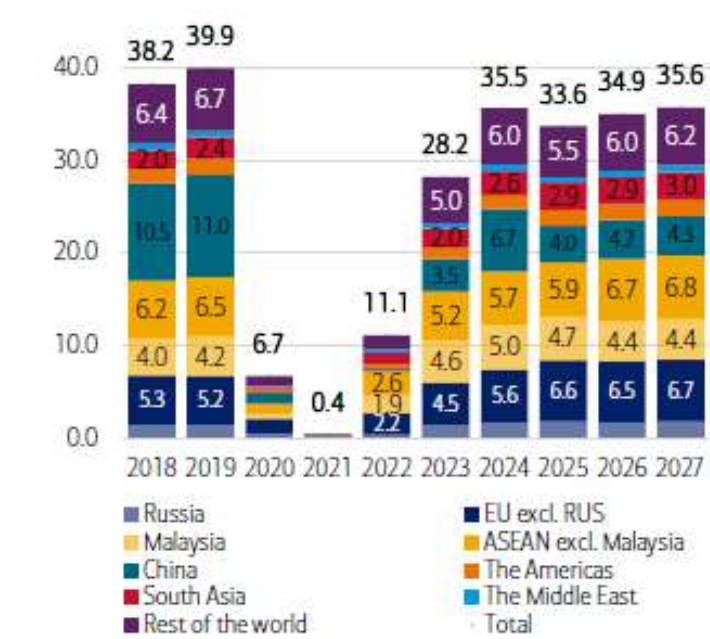
# The decline in Chinese tourisms are putting our tourism forecast at risk

**Exhibit 7: Chinese tourist arrivals in September remained largely unchanged at 37.7% of the pre-COVID level, compared to 39.7% last month (2022-2025YTD)**  
China vs non-China arrivals (index 2019 = 100)



Source: Ministry of Tourism and Sports, Kiatnakin Phatra Securities  
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**Exhibit 8: We maintain our tourist forecast at 33.6 million for 2025 and 34.9 million for 2026 (2018-2027E)**  
KKPS tourist forecast as of June 2025 (million tourists)



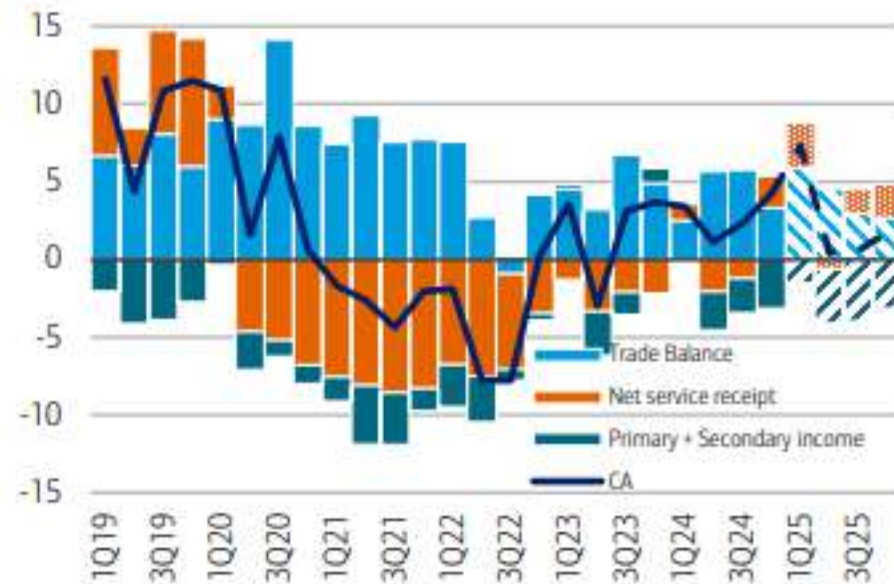
Source: Ministry of Tourism and Sports, Kiatnakin Phatra Securities  
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# Exports doesn't translate into production

**Exhibit 8: The trade balance improved ahead of the tariff announcement, but could reverse, and the current account surplus could weaken in 2Q25**

Current Account (Billion USD)

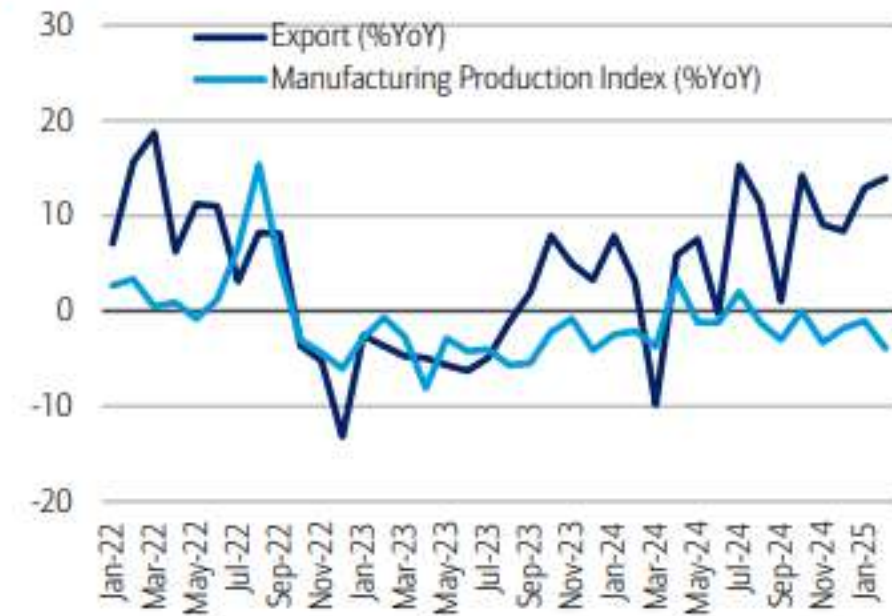


Source: BoT, KKPS

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**Exhibit 9: Export grew significantly in Jan-Feb, while manufacturing production remained in contraction**

Export and Manufacturing Production Index (%YoY)



Source: MoC, Office of Industrial Economics, KKPS

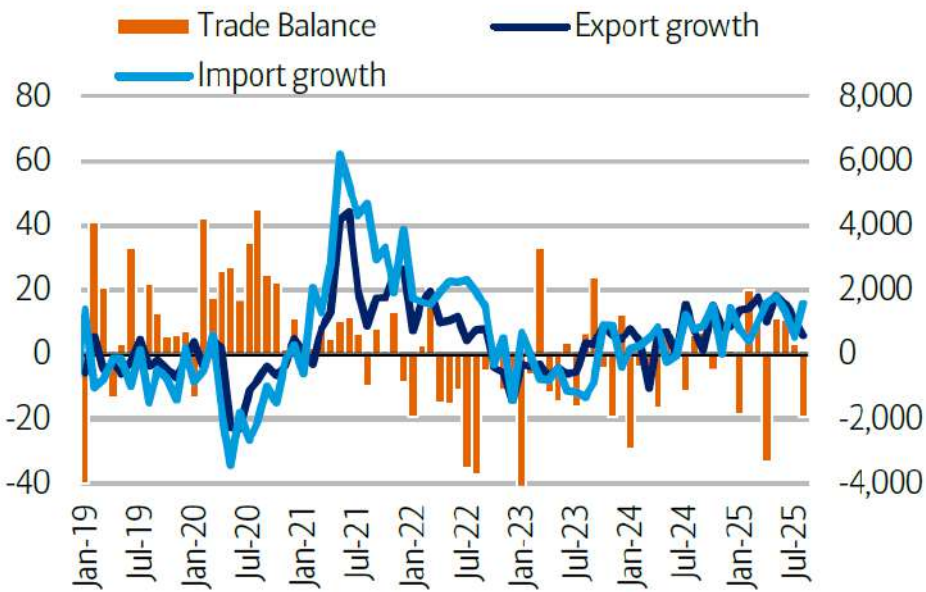
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# Exports were strong ahead of the tariffs

**Exhibit 4: Export & import growth vs trade balance (Jan 2019-Aug 2025)**

The trade balance turned to a strong deficit as exports slowed

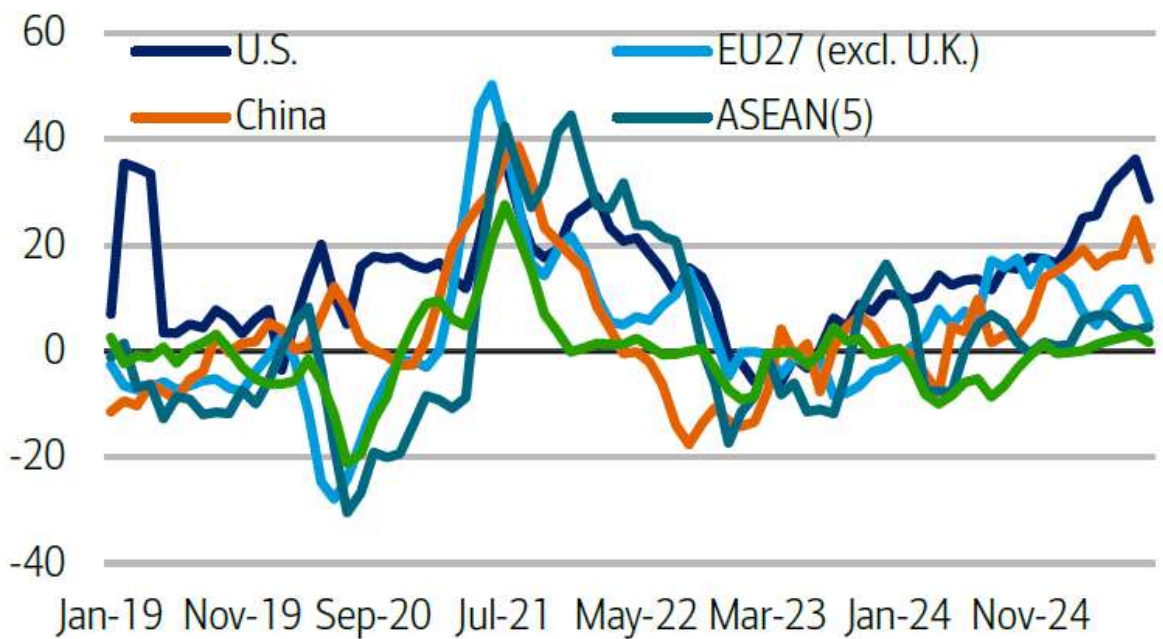


Source: MoC, KKPS

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**Exhibit 6: Exports to major trading partners (%YoY, 3MMA) (Jan 2019-Aug 2025)**

Exports to the US started to slow significantly after an acceleration in 1H25



Source: MoC, KKPS

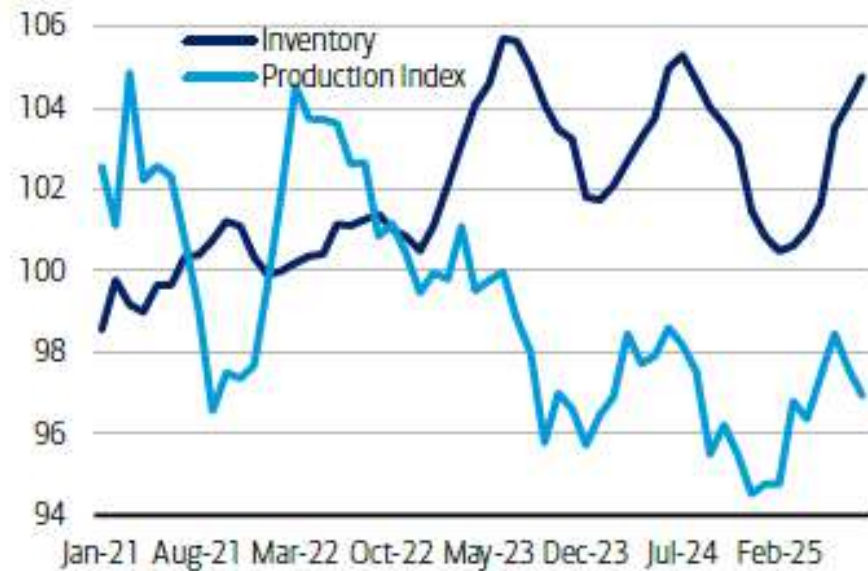
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# Signs of a slowdown ahead

**Exhibit 2: Production Index vs Inventory Index (6MMA)**

Manufacturing production index continued to decline

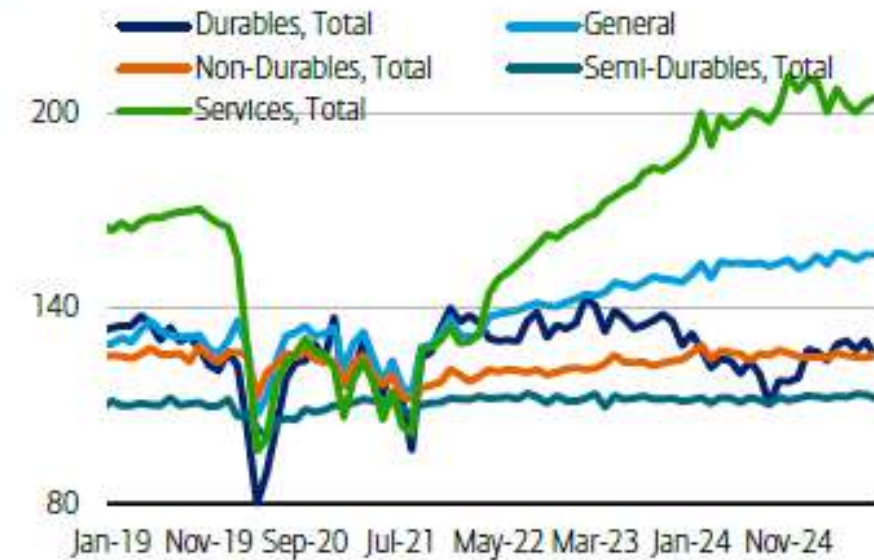


Source: BoT, KKPS

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**Exhibit 3: Private consumption index and its components (SA)**

Private consumption was flat MoM due to weak durable consumption



Source: BoT, KKPS

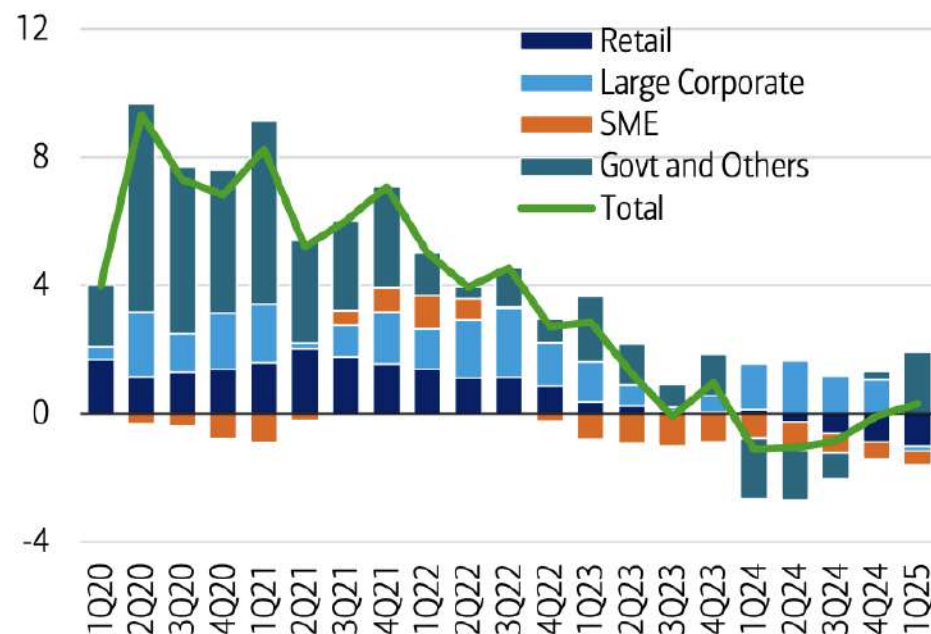
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# Financial deleveraging and falling M2/GDP indicates tightening financial conditions

**Exhibit 4: Bank loans are in contraction as banks are reluctant to lend**

Contribution to total bank loan growth (%YoY)



Source: BoT, KKPS

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**Exhibit 5: Falling M2/GDP reflects financial tightening and deleveraging**

Broad money (M2) in percent of GDP

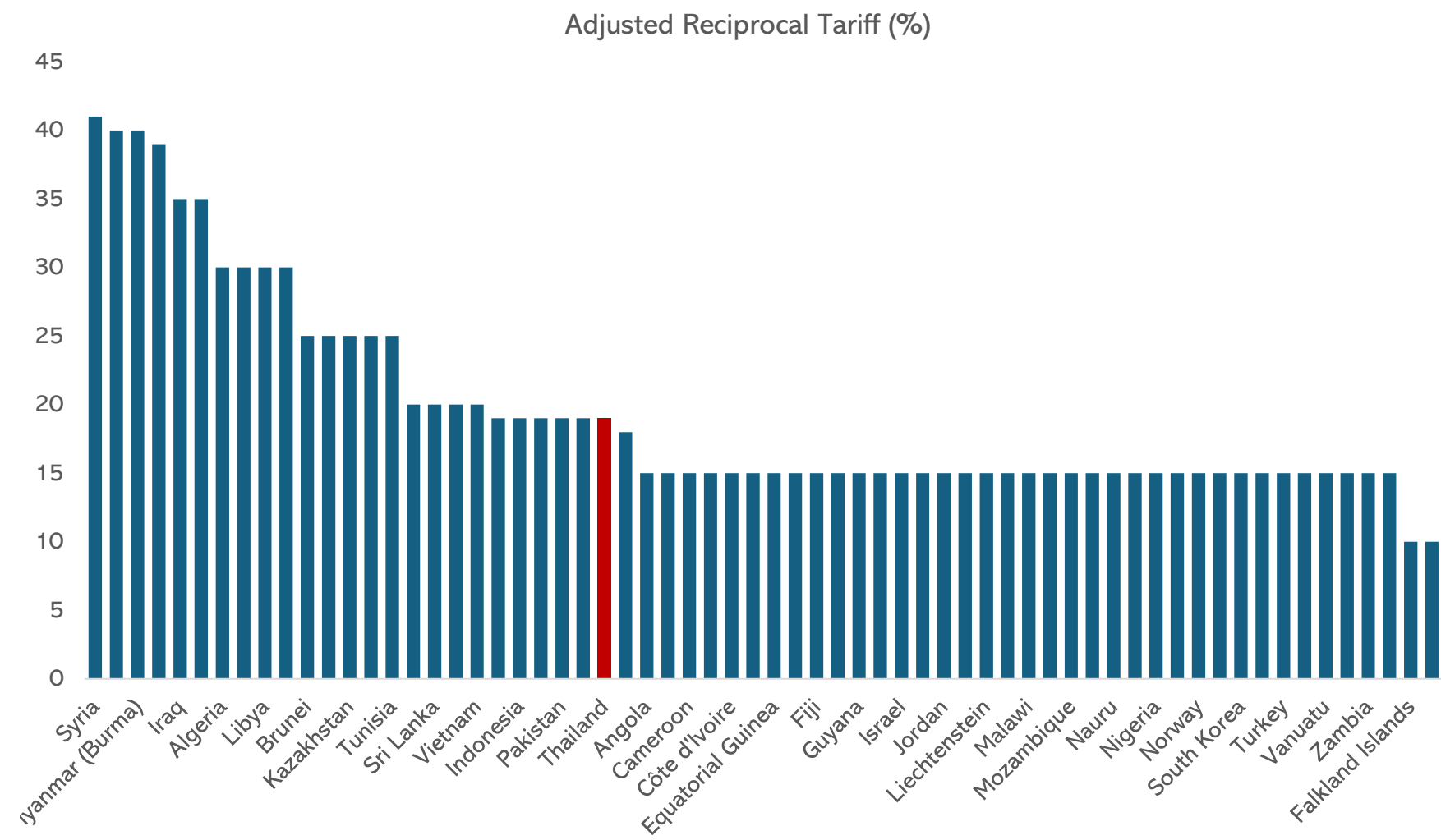


Source: BoT, KKPS

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# Reciprocal tariff: A relatively good outcome of 19%, but...



Source: KKPS



# Impacts by key export groups

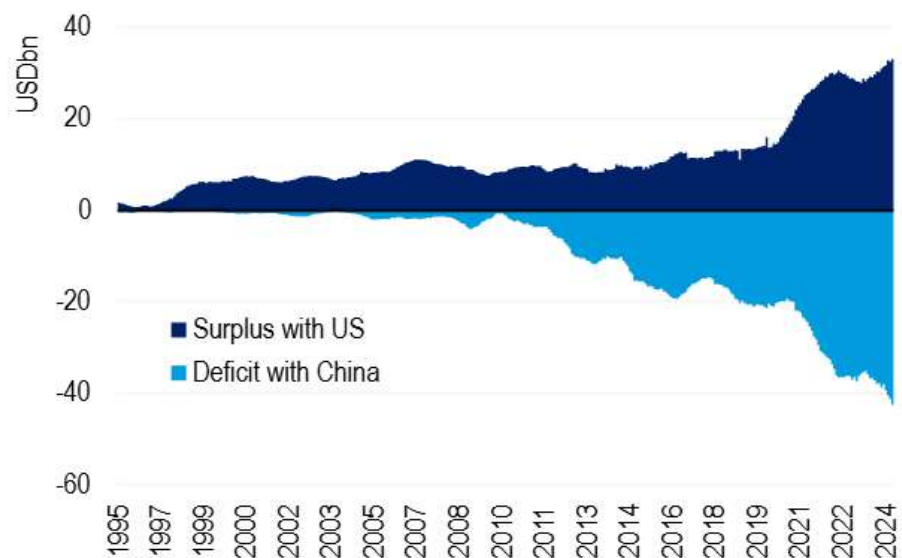
	Key export items	% share of export to the US	Impact on GDP (Elasticity = 1)
<b>High Value Added (&gt;60%)</b>	Food, rice, rubber, animal feeds, furniture, autos and parts, juice, HDD, Tyre	<b>15% - 30%</b>	<b>19% Tariff</b> 0.2% - 0.3% Full Year GDP
<b>Medium Value Added (40% - 60%)</b>	Computers and parts, Air conditioners, Fridges, Monitors, converters, ovens, PCBs, washing machines	<b>10% - 25%</b>	<b>At risk of 40% Tariff</b> 0.4% - 0.9% Full Year GDP
<b>Low Value Added (&lt;40%)</b>	Solar Panel, Wifi Routers	<b>30%</b>	<b>40% Tariff</b> Minimal impact on GDP
			<b>0.7% - 1.1%</b>

Source: KKPS



# Measures to limit transshipments are important

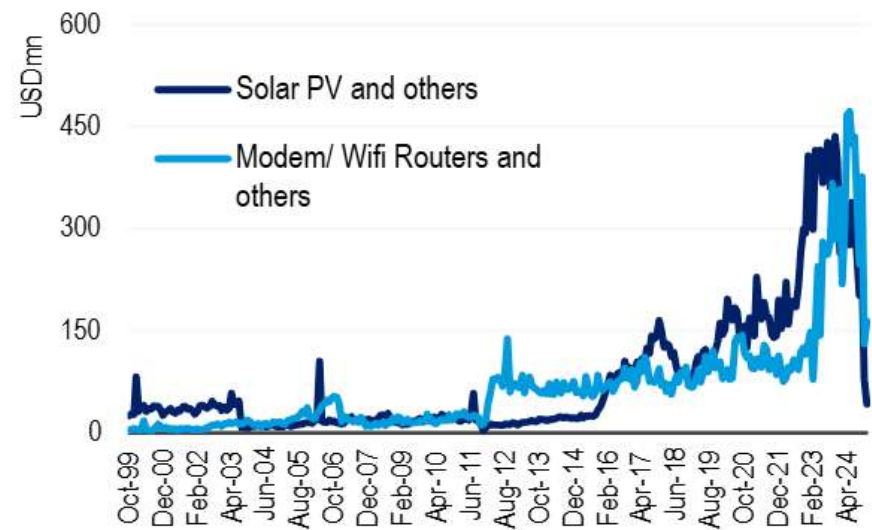
**Exhibit 11: True size of re-routing could still be unaccounted for**  
Thailand's bilateral trade balance with the US and China



Source: Bank of Thailand, KKPS

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**Exhibit 12: Re-routed exports including solar panels have fallen rapidly in 2H24 after tariff exemption expired, amid rising tariff uncertainty**  
Thailand's potential re-routed exports

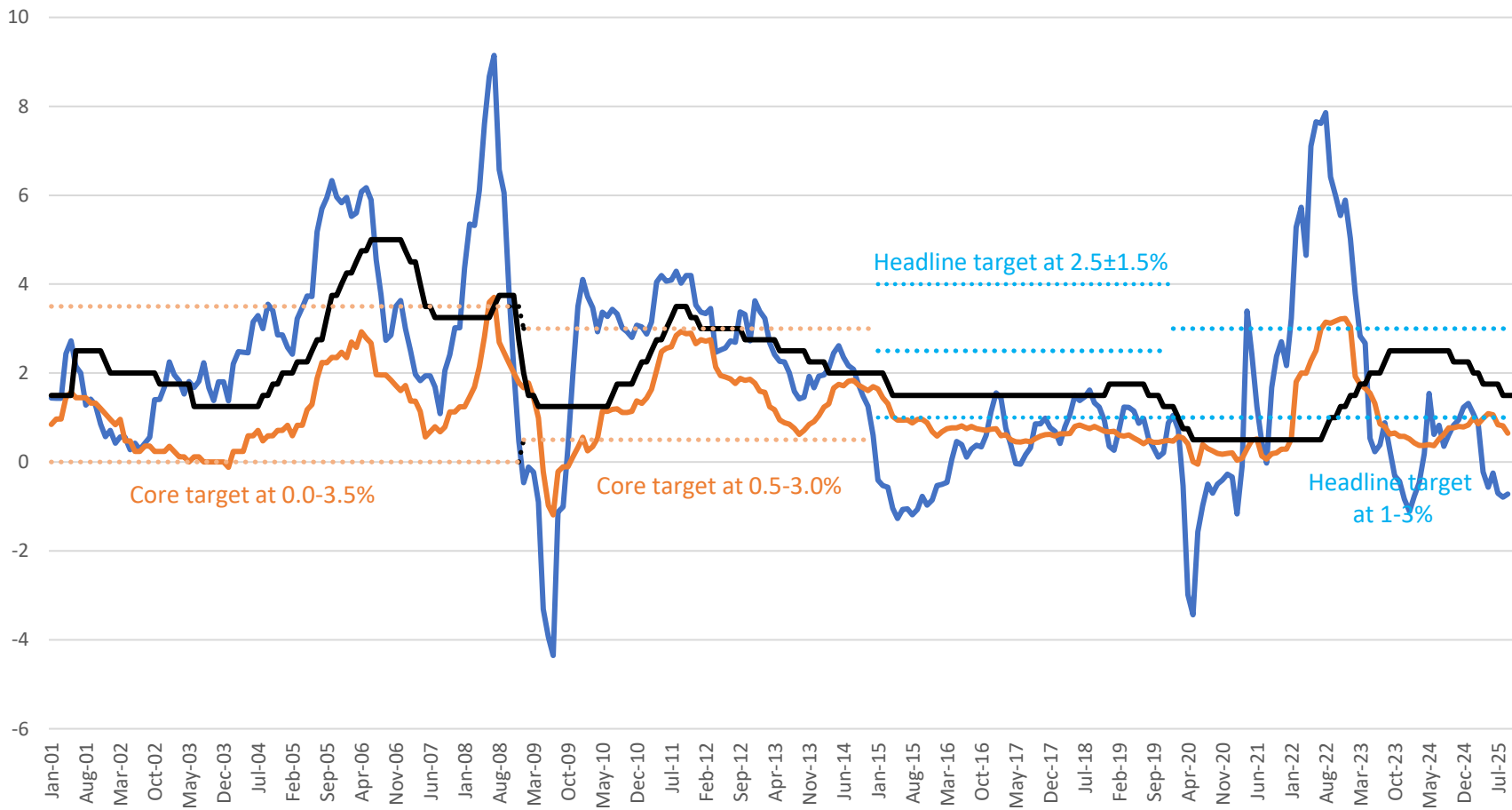


Source: MOC, KKPS

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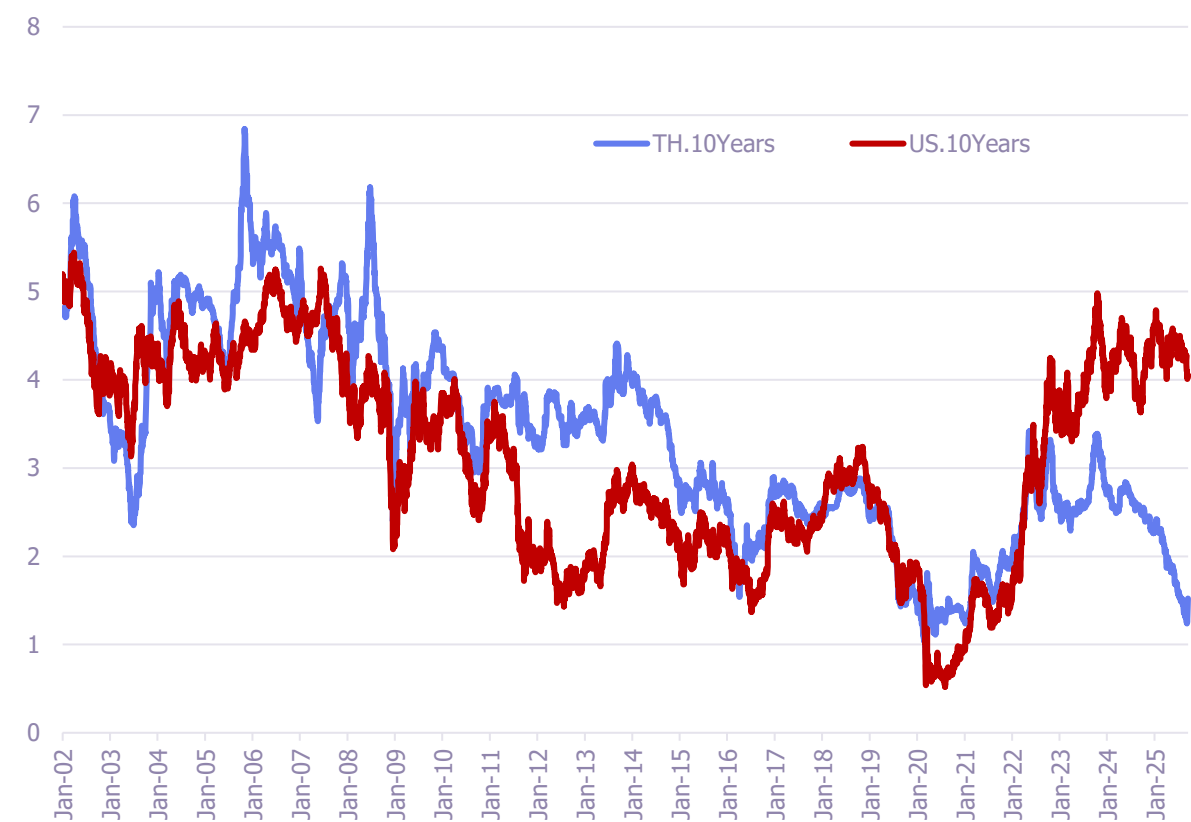
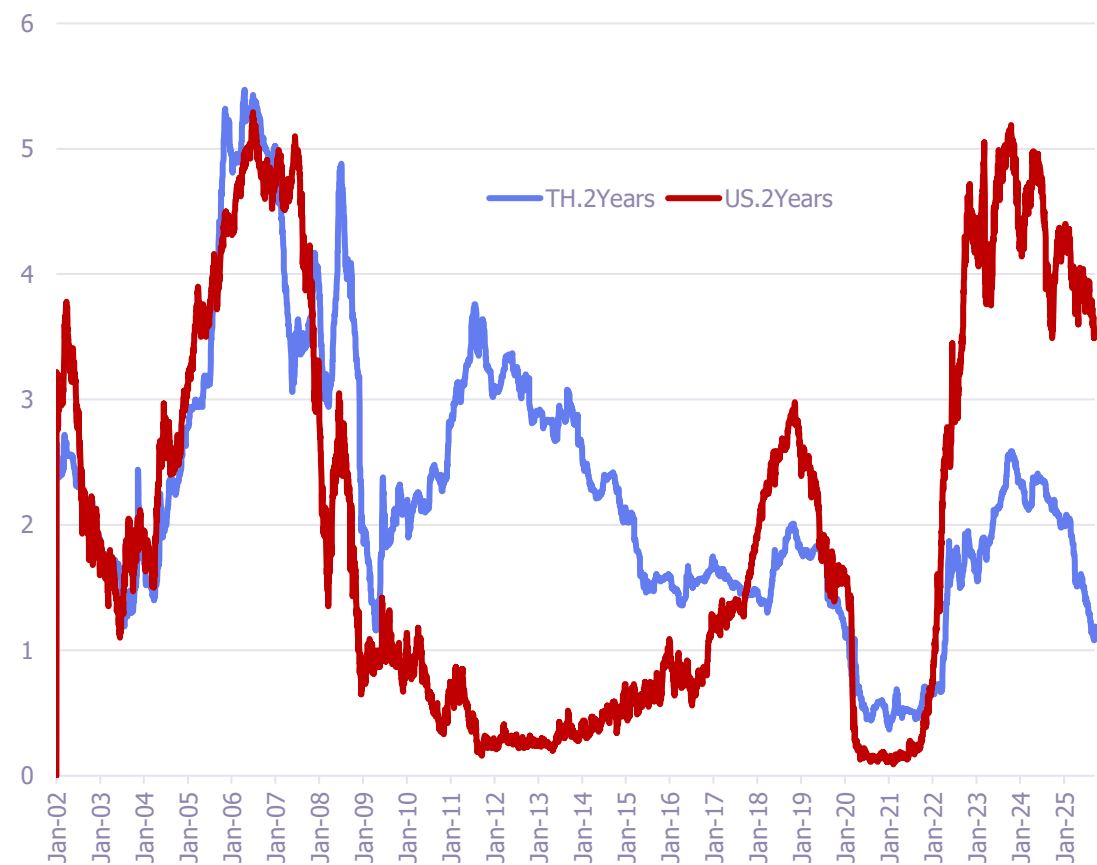


# We maintain our view of the terminal rate of 1%



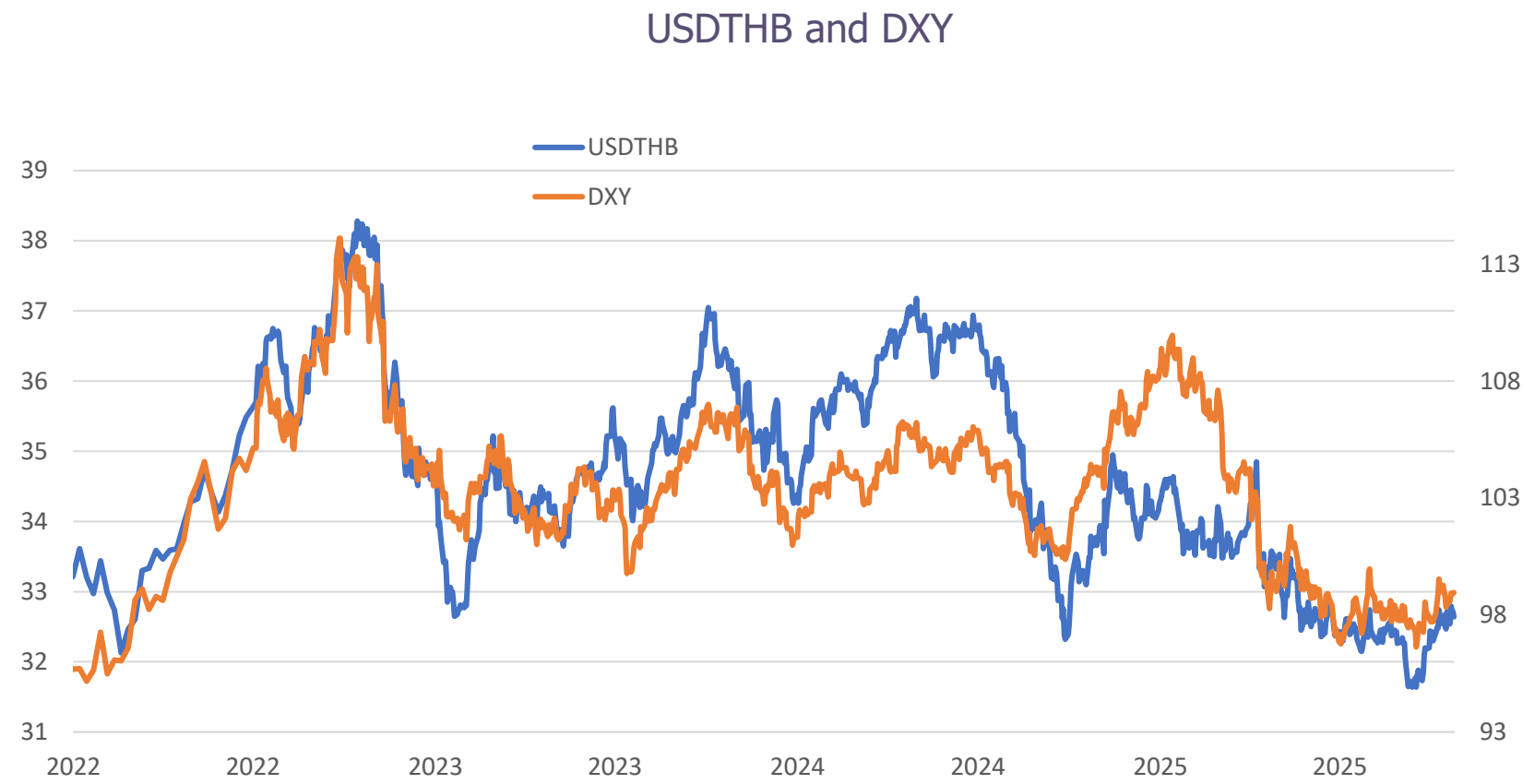


# Widening rate differential





# Why has THB been so strong?



Source: Bloomberg, KKPS



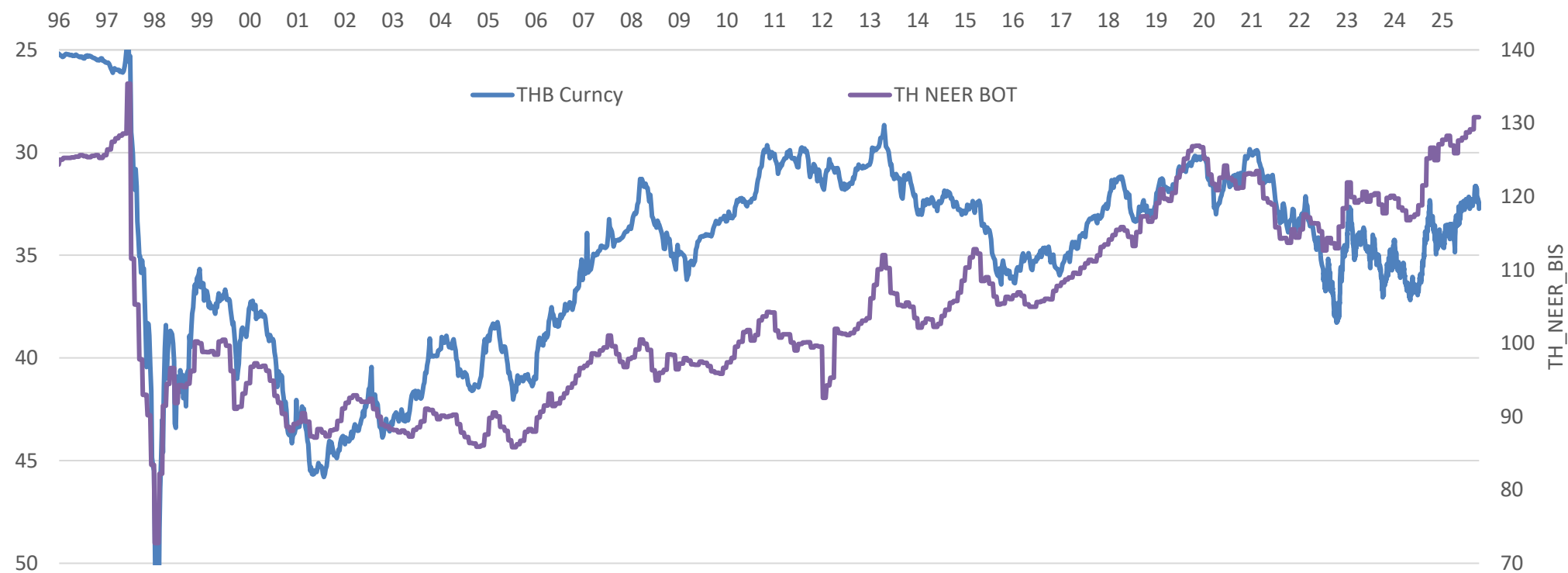
# Is it the strong baht or weakened dollar?

	Spot 24-Oct-25	2023	2024	2025 YTD	-1Y	-6M	-3M	-1M	-1W
<b>THB</b>	32.64	0.8%	0.3%	5.0%	3.1%	2.7%	-0.9%	-1.7%	0.2%
<b>Thai NEER</b>	105.01	2.5%	5.5%	0.8%	1.6%	1.8%	-0.4%	-1.6%	0.2%
<b>DXY</b>	<b>98.95</b>	<b>-2.1%</b>	<b>7.1%</b>	<b>-8.8%</b>	<b>-4.9%</b>	<b>-0.5%</b>	<b>1.3%</b>	<b>1.1%</b>	<b>0.5%</b>
EUR	1.16	3.1%	-6.2%	12.3%	7.4%	2.3%	-1.0%	-1.0%	-0.2%
GBP	1.33	5.2%	-1.7%	6.4%	2.6%	0.0%	-0.9%	-1.0%	-0.9%
JPY	152.85	-7.1%	-10.3%	2.8%	-0.7%	-6.0%	-3.4%	-2.6%	-1.5%
<b>ADXY</b>	<b>91.55</b>	<b>-1.6%</b>	<b>-4.2%</b>	<b>2.4%</b>	<b>-0.5%</b>	<b>1.5%</b>	<b>-1.1%</b>	<b>-0.6%</b>	<b>-0.2%</b>
CNY	7.12	-2.8%	-2.8%	2.5%	0.0%	2.3%	0.7%	0.1%	0.1%
KRW	1,438.82	-2.6%	-12.3%	2.6%	-4.2%	-0.1%	-3.9%	-2.4%	-1.2%
INR	87.82	-0.6%	-2.8%	-2.6%	-4.3%	-2.8%	-1.5%	1.1%	0.2%
TWD	30.83	-0.3%	-6.4%	6.3%	4.0%	5.5%	-4.4%	-1.5%	-0.7%
SGD	1.30	1.6%	-3.4%	5.2%	1.5%	1.3%	-1.3%	-0.7%	-0.3%
PHP	58.73	0.5%	-4.6%	-1.1%	-1.4%	-4.3%	-2.7%	-1.9%	-1.1%
MYR	4.22	-4.1%	2.7%	5.9%	3.0%	3.6%	0.0%	-0.4%	0.1%
IDR	16,590	1.1%	-4.8%	-3.0%	-6.1%	1.4%	-1.7%	0.5%	-0.1%
VND	26,280	-2.7%	-4.8%	-3.0%	-3.4%	-1.0%	-0.6%	0.4%	0.2%
<b>Gold</b>	<b>4,112</b>	<b>14.6%</b>	<b>25.5%</b>	<b>57.6%</b>	<b>50.5%</b>	<b>25.5%</b>	<b>23.0%</b>	<b>10.1%</b>	<b>-3.2%</b>

Source: BIS, Kiatnakin Phatra Securities



# Thai NEER is close to all time high

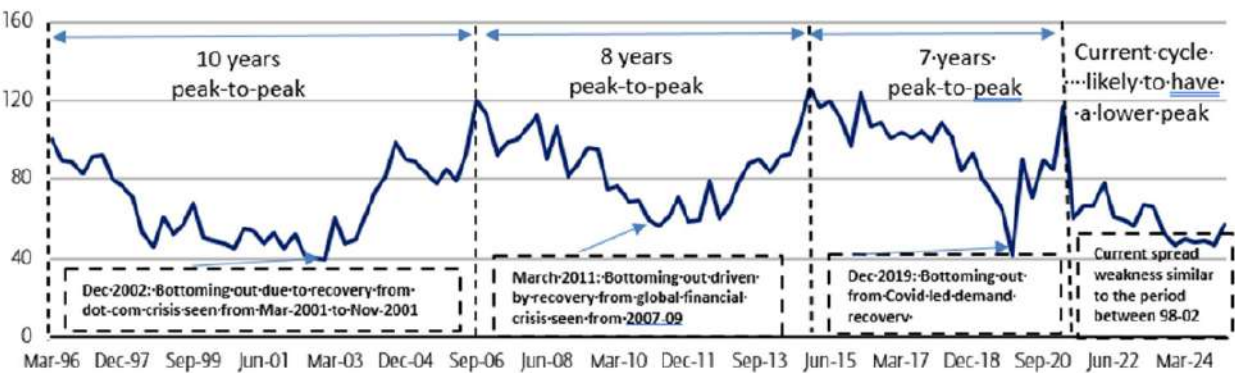


Source: Bloomberg, KKPS



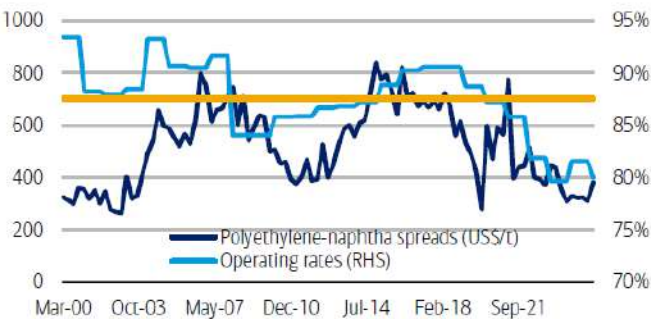
# Global chemical outlook

China export quota (million tons)



Source: Bloomberg, BofA Global Research. Note: we rebase HDPE – Naphtha spreads to 100 as of March 29, 1996

Global operating rates have a high correlation to spreads



Source: Bloomberg, BofA Global Research

Spreads correlation to oil prices has decreased since 2020



Source: Platts



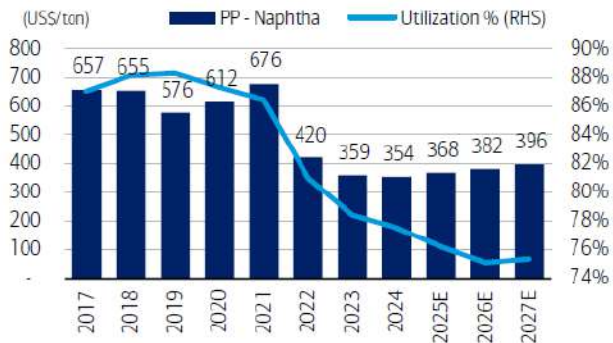
# Global olefins outlook

Global polypropylene (PP) demand and supply forecast



Source: CMAI, KKPS estimates

Global PP utilization rate



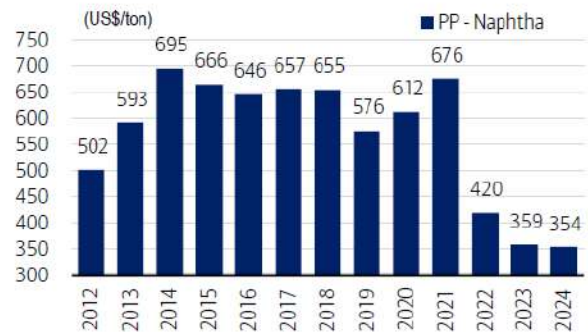
Source: CMAI, KKPS estimates

China polypropylene (PP) demand and supply forecast



Source: CMAI, KKPS estimates

HDPE spread

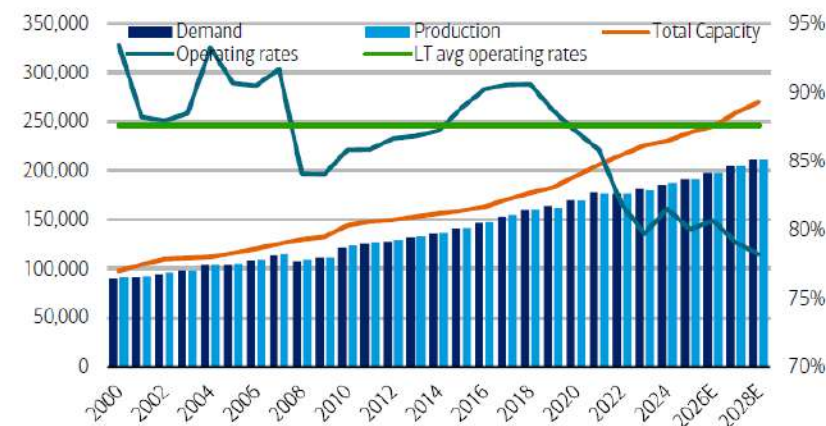


Source: CMAI, KKPS estimates



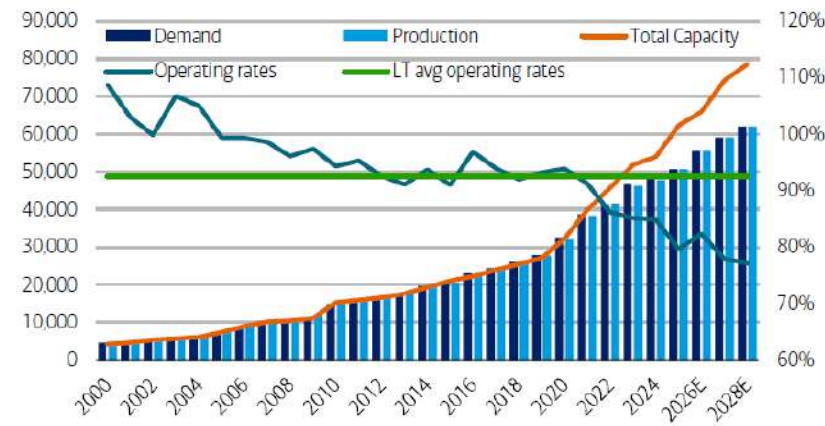
# Global chemical outlook

Global ethylene supply and demand balance ('000 tons)



Source: OPIS, BofA Global Research

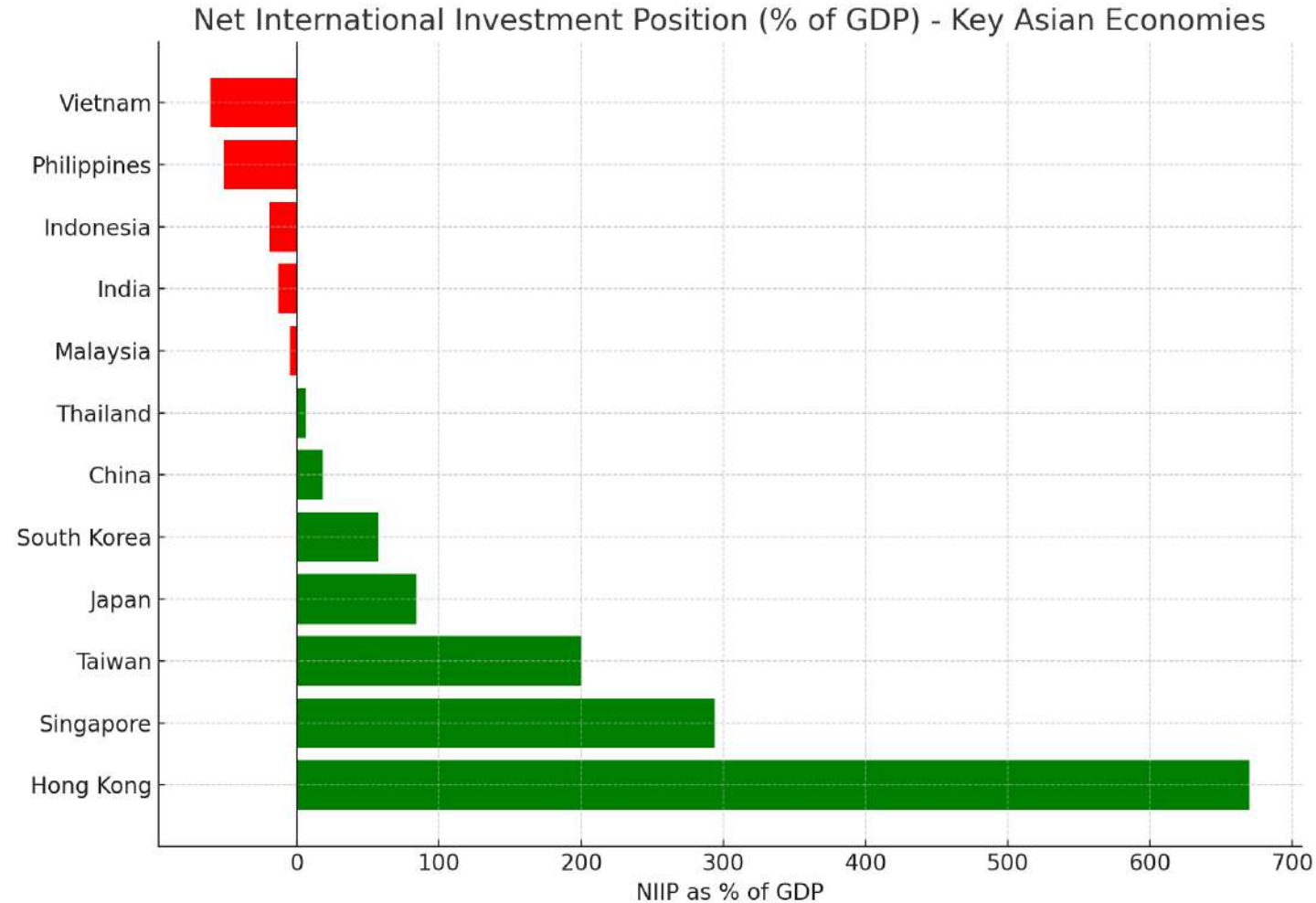
Chinese ethylene supply and demand balance ('000 tons)



Source: OPIS, BofA Global Research



# Thailand's strength lies in its resiliency and stability



Source: IMF, KKPS



# Opportunities in a Low-Growth World



## Theme: “the Rich and the Old”

- **Aging trends** — Health, retirement services, financial planning
- **Wealth and inequality** — Serve underserved or ultra-high-net-worth segments



## Automate and Optimize

- **Efficiency improvement** — Cost control, lean operations
- **Investment in productivity and automation** — AI, robotics, workflow optimization
- **Cost-to-serve optimization** — Reduce service costs, automate low-value interactions



## Consolidate and Scale

- **Industry consolidation** — enhance market power, scale advantages
- **Outbound investment** — Deploy capital in faster-growing markets
- **Strategic M&A or alliances** — Acquire distressed assets or form win-win partnerships



## Value creation

- **Modernization, marketing, and branding/re-branding** — Refresh positioning, win mindshare
- **Customer lifetime value maximization** — Upsell, cross-sell, loyalty programs
- **Data monetization** — Package and monetize internal data for insights or services





# HMC POLYMERS CONFERENCE 2025

**PP TOGETHER: PREFERRED PARTNER FOR  
A SUSTAINABLE FUTURE**

**INNOVATION, TECHNOLOGY  
AND SUSTAINABILITY SESSION  
: PREFERRED PARTNER FOR  
SUSTAINABLE PP SOLUTIONS**



**คุณมานิกันต์กัน รติษะกุมาร**

Department Manager, Innovation and Technical Support,  
บริษัท เวิลด์วัยส์ โพลีเมอร์ จำกัด



**คุณเทษราภรณ์ ทรงต่อศักดิ์**

รองประธาน ฝ่ายงานขาย การตลาดและนวัตกรรม  
บริษัท เวิลด์วัยส์ โพลีเมอร์ จำกัด



**ผู้ดำเนินรายการ**

คุณกรรณิการ์  
คุณอรุณ น. อรุณารัตน์



# Innovation, Technology & Sustainability

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Preferred Partner for  
**Sustainable PP** Solutions

**K. Kessaraporn Trongtorsak**

Vice President - Sales, Marketing and Innovation, HMC Polymers

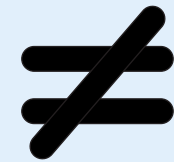






# Situations have been Changing... and keep changing

Past



Present



Future

Rising disruption  
& market volatility

Dynamic & rapidly  
changing market needs

More competitors,  
more choices in the market

FTAs & Trade barriers:  
Opportunities & Threats

What HMC Polymers does/ will do

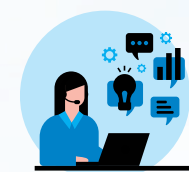
***“Adaptation isn’t an option.  
It’s the strategy”***



**Enhancing customers engagement**



**Accelerating product development**



**Service Beyond Expectations**







# Sustainable Future



Preferred Partner by  
**CUSTOMERS**

- **Your trusted partner in every step forward**
  - Strengthen relationship with long-term & new customers
- **Be the First to know-Be the first to grow**
  - Continuous improve products & services to meet customers requirements



Continuously development of  
**PRODUCTS**

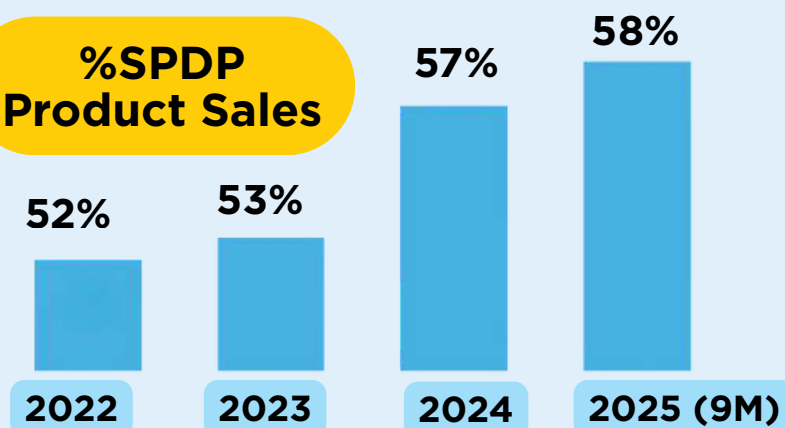
- **Wide range of products** to serve customers' requirements

**HOMO | RACO | HECO | TERPO | C6-PP**

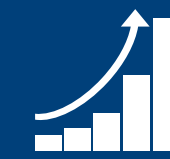
**MFR Range 0.3 - 110**

- Developing more **Specialty & Differentiated (SPDP)** products

**%SPDP  
Product Sales**



- Engage sustainability target of customers with **Sustainable PP Products**



Keep sustainable growth of  
**BUSINESS**

- **Go & Grow together** with customers and all stakeholders
- **Global Presence** and Leading PP Producer







# Driving Continuous Development



## Innovation at Every Step

Deliver cutting-edge solutions through **specialty** & **differentiated** products.



## Empowering Teams with Knowledge

Continuously **exchange expertise** with

Our customers



and

The world's largest PP producer



## Adapting to Future Challenges

Serve evolving market demands with confidence through **sustainable solutions** and **certified CFP products**.



**Sustainable PP Products**  
**Sales Volume Growth**

2,500%



2024

2025 (9M)





# Innovation, Technology & Sustainability

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Preferred Partner for  
**Sustainable PP** Solutions

**K. Manikandan Rathinakumar**

Department Manager, Innovation and Technical Support, HMC Polymers







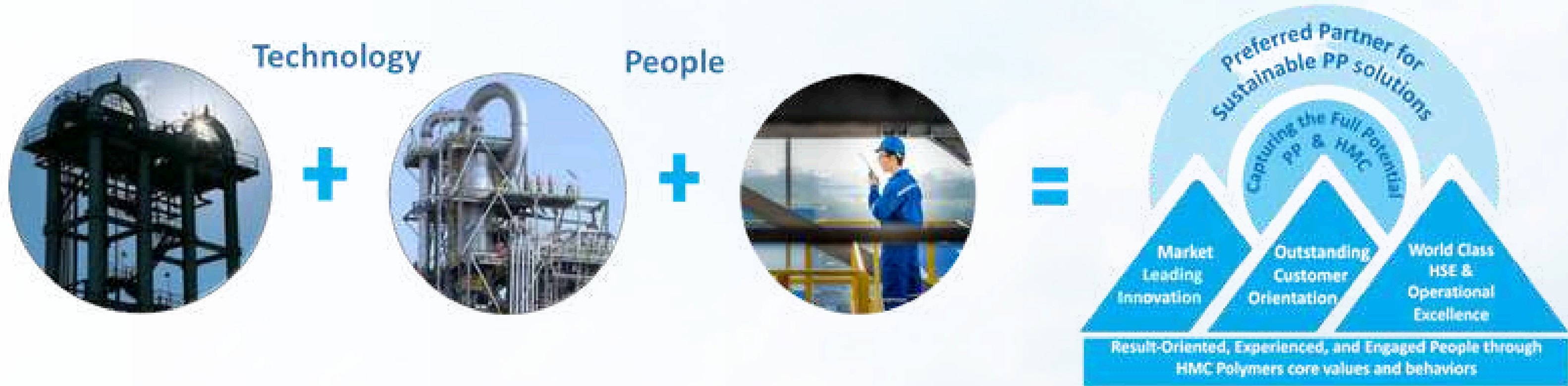
# What makes **HMC Polymers** a preferred partner?







# Preferred Partner for Sustainable PP Solutions



**1**  
Million  
Tons

Only PP producer in the world with

- 2 **Spheripol** + 2 **Spherizone** Technology plants at Single site
- **Spherizone** Technology with C6 comonomer capability

- Wide range of Specialty and differentiated PP grades
- Superior performance grades offer sustainable solutions







HMC Polymers  
Conference 2025

cutting-edge  
technology



Spheripol  
& Spherizone

Specialty &  
Differentiated  
(SP/DP) grade

Commodity  
grade



# Our Focus Segments

## Healthcare & Hygiene

Medical | Spunbond



## Industrial Products

Pipes | Automotive | Appliances | Compounds | Industrial Products



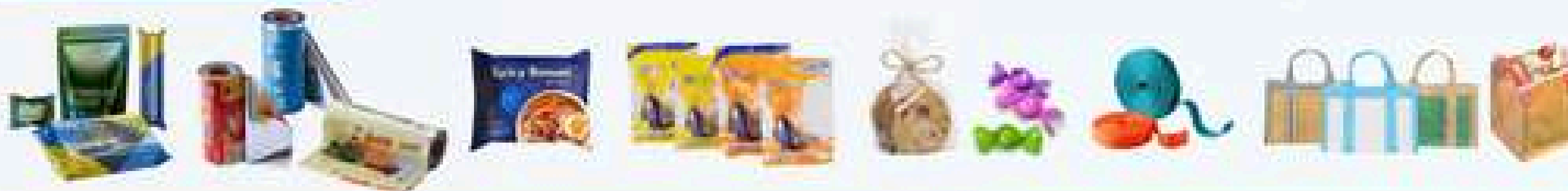
## Rigid Packaging

Caps & Closures | Crates & Pails | EBM and ISBM | Thermoforming | TWIM | Houseware



## Flexible Packaging

Blown Film | BOPP | CPP | IPP | POE Shrink film | Raffia | Coating







# Innovative brands – delivering performance

“Strong Brands, Superior Products”







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**Conference 2025**

PP TOGETHER

**Preferred Partner for**  
*a Sustainable Future*

# **EMPOWERING TOMORROW, TODAY**

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# **“ THROUGH INNOVATION & TECHNOLOGY. ”**







# Light weight PP-RCT pipes

## “Raising the expectation”



Hostalen PP  
XN112-I



Hostalen PP  
XN125-P

**Hostalen PP XN112-I , Hostalen PP XN125-P**  
**ISO 9080 pressure certified with PP-RCT standards**

### New generation PP-Random with superior creep resistance

Materials that significantly outperform reference curves of **PP-R** and even **PP-RCT** (EN ISO 15874)

#### Higher pressure resistance of the pipes at Elevated temperatures

##### Pipes with reduced wall thickness/diameter

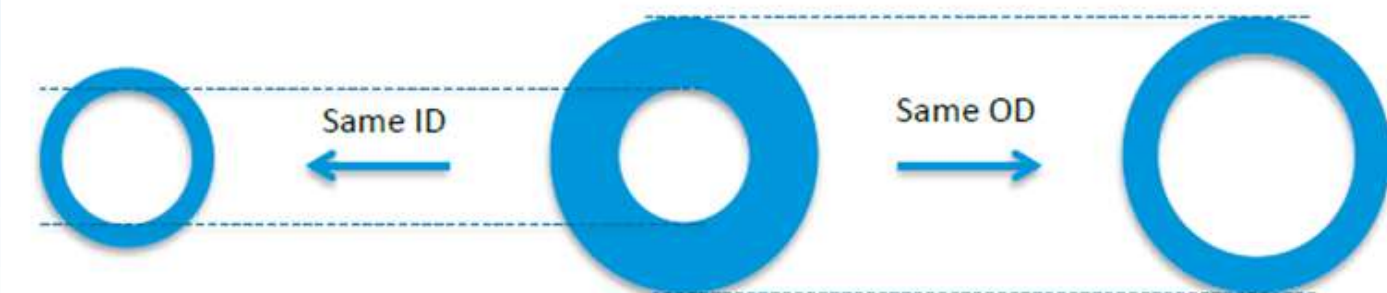
- Higher hydraulic capacity
- Easier installation (smaller/lighter pipes)
- Overall system cost reduction
- Sustainable solution

##### Pipes with Superior pressure resistance

- Increase pipe system lifetime rather than reducing wall thickness
- Longer life span in challenging environments containing Chlorine



#### Standard PP-R → PP-RCT



Application Class 2  
S2.5, SDR 6



Application Class 2  
S4, SDR 9

**Sustainable solution with durable quality and performance with light weight PP-RCT pipe for hot & cold**





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# Adsyl - Pushing the boundaries of sealing in BOPP / CPP films



## Adsyl 6064

Barefoot sealing resin with SIT 106 - 107 deg BOPP/CPP



## Adsyl 6093

Antiblock addivated sealing resin with SIT 106-107 deg for BOPP / CPP film



## Adsyl 6155 **NEW**

Barefoot sealing resin with SIT 103 - 105 deg for BOPP / CPP



## Adsyl 6146 **NEW**

Barefoot sealing resin with SIT 95 - 96 deg for BOPP / CPP suitable for high speed packaging lines







# PP Random Copolymers for blown film

*cost effective mono-material solution for packaging convertors*



Clyrell RC124H

**Air Quenched Blown PP Film** is ideal for **cost-sensitive, manual packaging** applications where moderate clarity and good mechanical strength are sufficient.

**PP blown film** offers benefits over PE blown film by offering stiffer, more heat-resistant, and more chemically resistant. PP films are also favored for their excellent moisture barrier properties, and their better aesthetics.

**HMC Polymers offering Clyrell RC124H**, a Random Copolymers with good transparency and contact clarity, very good gloss and surface finish for extrusion blown film applications.



Property	Blown PE	Blown PP
Transparency	✓✓	✓✓✓
Stiffness	✓	✓✓✓
Heat Resistance	✓✓	✓✓✓
Downgauging potential	✓	✓✓✓
Recyclability	✓✓	✓✓✓ (mono-material PP)



High Clarity



Recyclable

**Mono-Material solution BOPP/ Blown PP**





# PP Copolymers for retort CPP film

*Superior seal strength supporting retort conditions*



Moplen EP6145

**Moplen EP6145** can be used for mono-material PP pouch which is intended to serve a wide variety of applications, from pasteurization of juices to high retorting applications. In its design it replaces mixed structures containing PET or PE to PP which can offer a full potential recyclability.



HMC Polymers has complete solutions for BOPP , CPP to convert multi-material to mono-material packaging laminate for retort pouch







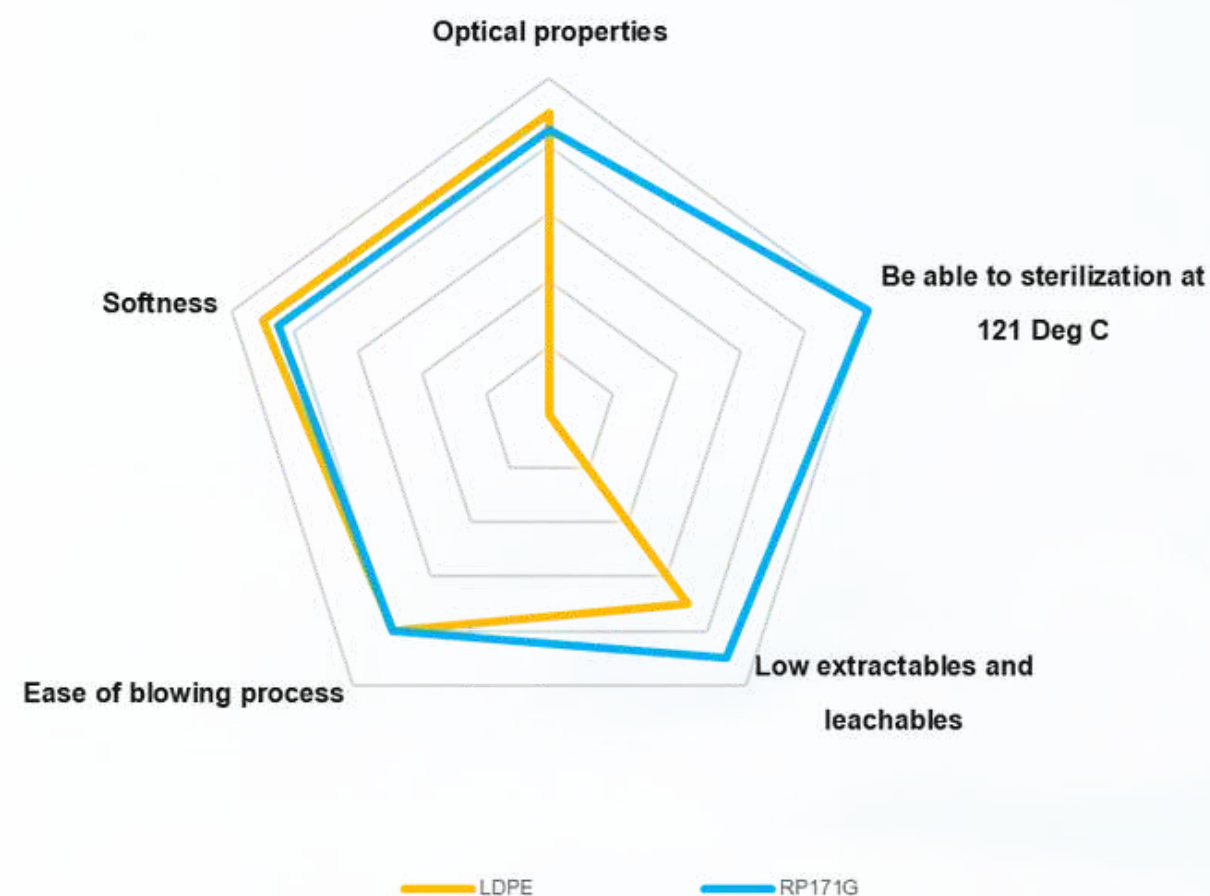
# Highly modified soft PP Random Copolymers for EBM bottles



Purell RP171G

*Enhancing the softness with superior sterilization condition*

With excellent softness, impact resistance and good heat resistance of **Purell RP171G**, these properties could provide the optimum performance of RP171G as a replacement material for Polyethylene IV bottles.



High Clarity & Transparency



Excellent Softness & Flexibility



Good Heat Resistance  
(Autoclavable at 121°C)



Balanced Toughness  
& Optical Properties

PROPERTY	VALUE
Melt Flow Index (230°C/2.16kg)	1.5 g/10 min
Density	0.900 g/cm <sup>3</sup>
Tensile Strength at Yield	22 MPa
Tensile Strain at Yield	15%
Tensile Strain at Break	>500%
Flexural Modulus	695 MPa
Charpy Impact Strength (23°C)	120 J/m
Heat distortion temperature	76 °C







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*a Sustainable Future***

# **SUSTAINABLE SOLUTIONS**

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# **FOR SUSTAINABLE FUTURE**







# One stop for **mono-material solution**

*Design for Recyclability – sustainable solution for future*

PP is a **versatile material** that can be easily converted by easy processing technique and offers

- Good stiffness Impact balance
- Good Barrier properties
- Good Chemical resistance and ESCR
- Wide operating range from Freezer to Retort conditions with suitable PP grades
- Safe for food contact applications
- Can be easily recycled
- Low carbon footprint



*Moplen HP500D  
Adstif HA6150*



*PP Cup & Lid*

*Moplen RP242G  
Moplen RP348N*



*PP Tube & Shoulder*

*Moplen RP242G  
Moplen RP348N*



*PP Bottle, cap and label*





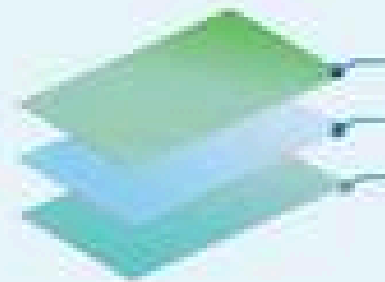


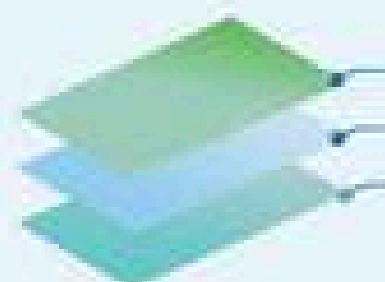


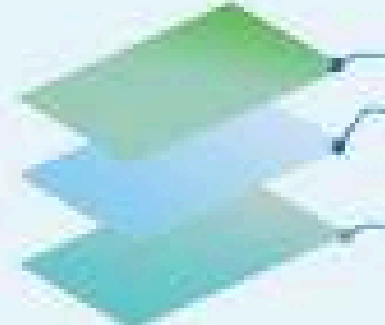
*BOPP / CPP for  
printing and lamination*







# Sustainable mono-material solution for flexible packaging

Applications	Existing Structure	Mono-Material	HMC Polymers Solution	Key Properties
<b>BOPP</b> 	 <ul style="list-style-type: none"><li>PET / PA Film</li><li>Adhesive</li><li>PE Film</li></ul>	 <ul style="list-style-type: none"><li>BOPP Film</li><li>Adhesive</li><li>CPP Film / BOPP Film</li></ul>	<i>Adstif HA712J</i>	<ul style="list-style-type: none"><li>• High Stiffness</li><li>• High Barrier</li><li>• High Temperature Resistance</li></ul>
<b>CPP</b> 	 <ul style="list-style-type: none"><li>PET / PA Film</li><li>Adhesive</li><li>Metallized PET Film</li><li>Adhesive</li><li>PE Film</li></ul>	 <ul style="list-style-type: none"><li>BOPP Film</li><li>Adhesive</li><li>Metallized CPP Film</li></ul>	<i>Adsyl 6093</i> <i>Adsyl 6064</i> <i>Adsyl 6155</i> <b>NEW</b> <i>Adsyl 6146</i> <b>NEW</b>	<ul style="list-style-type: none"><li>• Low SIT</li><li>• Good Sealing Performance</li></ul>
<b>Metallized BOPP</b> 	 <ul style="list-style-type: none"><li>PET Film</li><li>Metallized PET Film</li><li>CPP Film</li></ul>	 <ul style="list-style-type: none"><li>BOPP Film</li><li>High Barrier Metallized BOPP Film</li><li>CPP Film</li></ul>	<i>Clyrell RC6142</i> <i>Adstif HA712J</i>	<ul style="list-style-type: none"><li>• High Moisture and Oxygen Barrier</li></ul>







# Sustainable solution with downgauging possibility



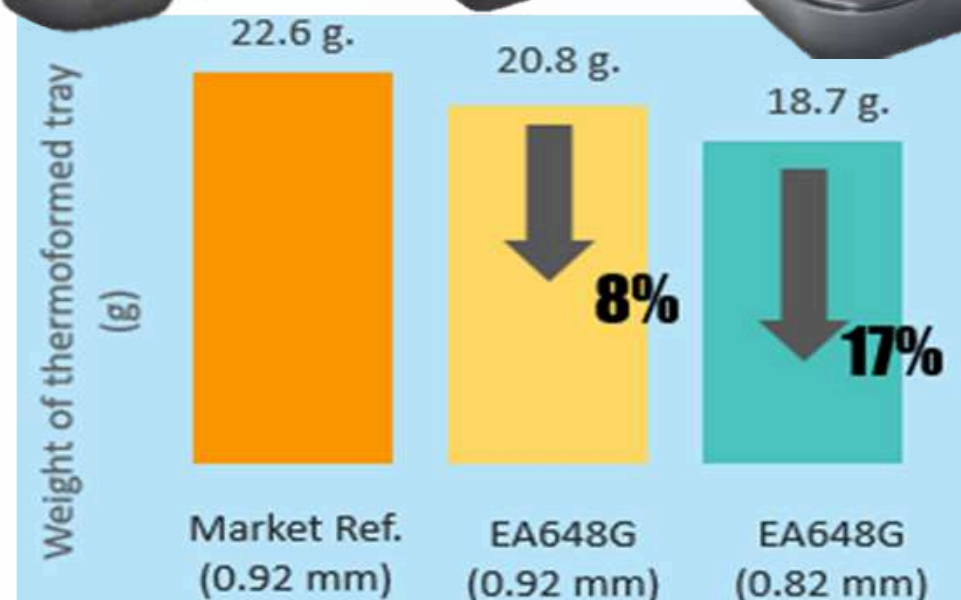
Adstif EA648G



Adstif HA6150

## Adstif EA648G

### Thermoforming



## Adstif HA6150 – New product launch in 2025 !

Grade	MFR (g/10 min)	Tensile strength (MPa)	Flexural modulus (MPa)	Notched Izod Impact strength at 23 °C (MPa)	HDT °C
Market reference	0.5	35	1560	104	103
Adstif HA6150	0.5	40	2100	40	125

- 5th Generation Non-Phthalate catalyst product
- Excellent stiffness
- High heat resistance
- Low odor needed for food packaging
- Excellent processing by vacuum and pressure forming







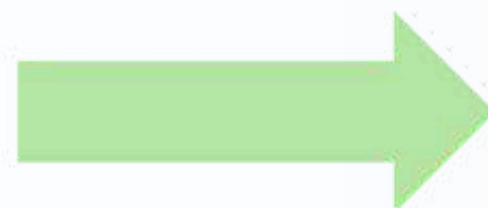
# Sustainable solution for medical application

## PP IV bottles moving towards PP IV flexible bags



Purell RP171G

HMC Polymers developed new soft PP random grade for IV bottle can be used for IV bag film structure developments for its unique properties



### Light-weight PP IV bag using *Purell* RP171G in the film structure with other modifiers

- Uses less plastic for IV bags
- Increases storage capacity and reduces transportation costs
- Good softness and flexibility without using plasticizer like PVC
- Collapsibility: PP IV bags collapse predictably during infusion
- Steam sterilizable at 121 deg C

Container type	Typical volume	Approximate weight (empty)
PP IV bottle	500 mL	35 – 50 grams
PP IV bag	500 mL	15 – 25 grams



HMC Polymers sustainable developments supports in reducing carbon footprints and is completely recyclable







# Sustainable solution for automotive applications

## Growing Challenges

Fuel Economy



Cost Reduction



Recycling



Carbon  
Emission



## Promising Solutions

- Weight reduction by Replacing Engineering Plastics / metal

*Moplen RP2965 : C6 PP copolymer with good creep resistance at elevated temperature*

*Hostalen PP HP1886T : C6 PP copolymer with good creep resistance at elevated temp.*

- Weight reduction by eliminating filler

*Adstif HA1152 : High stiffness PP Homopolymer (FM 2000 MPa)*

- High Flow compounds to reduce part Thickness

*Moplen EP542V : 110 MFI PP copolymer as building block of PP compound*







# High creep resistance surge tank for automotive

Hexene modified random - unique technology push



Hostalen PP HP1886T

## Hostalen PP HP1886T

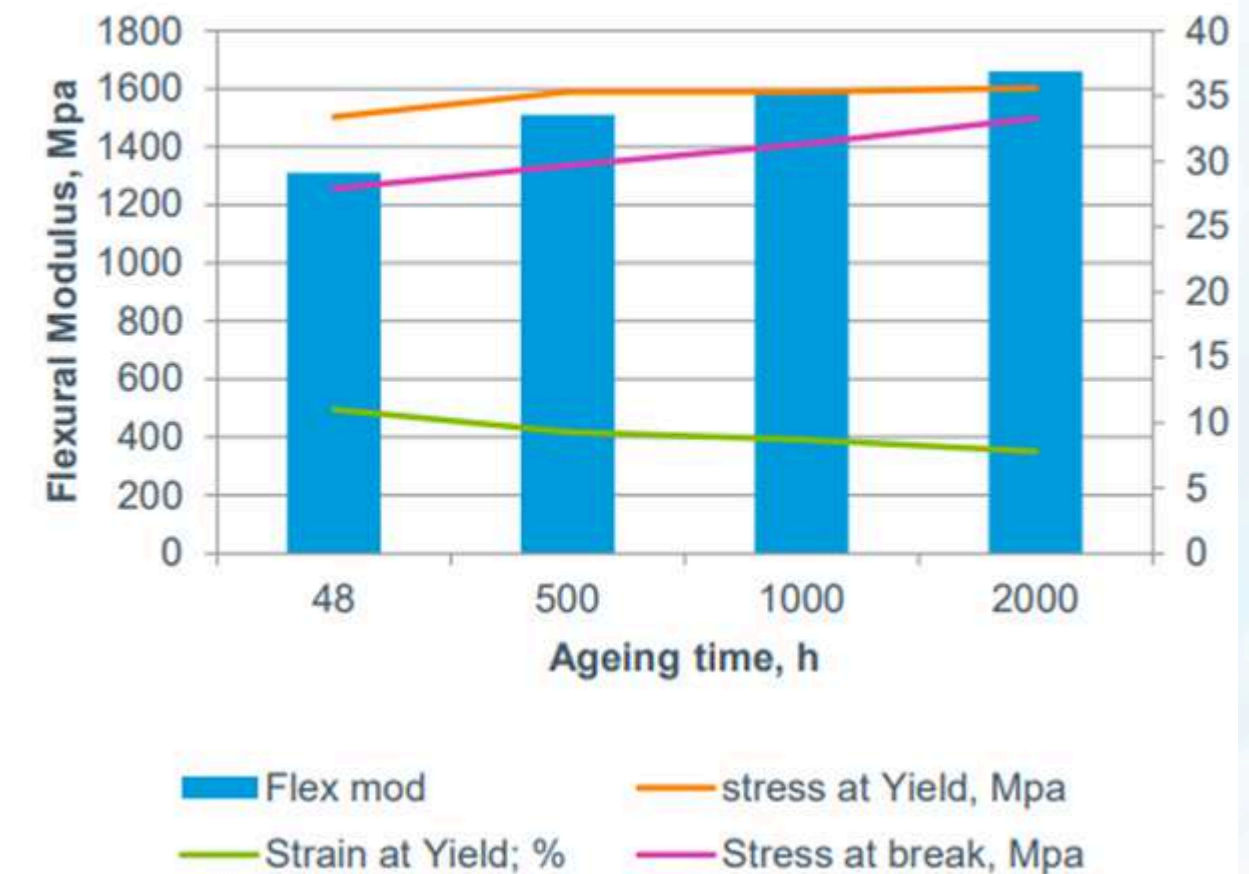
- **Step change in creep resistance**, especially at elevated temperatures vs incumbent PP solutions
- While incumbent reference materials fail under the accelerated test at 130 deg C after 50 hrs and 150 hrs respectively, the tests with **Hostalen PP HP1886T** was still on-going after 1000 hr



## Sustainability - Reduce and Recycle

1. HP1886T proves a long service lifetime of material leading to reduction in products disposal or waste generation
2. HP1886T is purely virgin PP without filler to achieve excellent mechanical properties which is ease of recyclability.

### Effect on mechanical performances



Thermal aging at 135°C, HP1886T still maintains physical properties with long period of time up to 2000 hr continuously







# ISCC Certified Bio-Circular and Chemically Recycled PP Grades



Sustainable PP Products Brochure

HMC Polymers will produce and supply **Bio-Circular** and **Circular**  
(Advance Recycling) PP grades by Mass Balance approach.



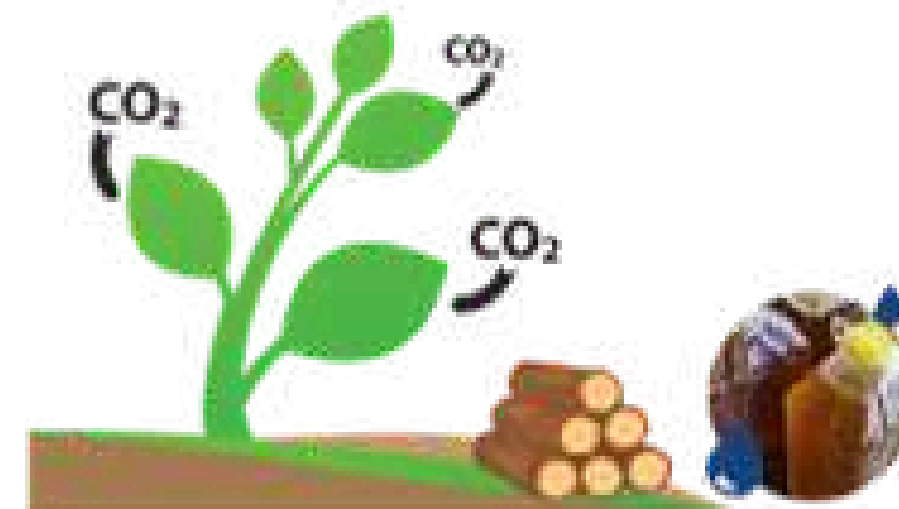
- HMC Polymers is ISCC Certified and offer **Bio-Circular** and **Circular** products by mass balance approach
- HMC Polymers can provide traceability and unique sustainability transaction for each transaction
- Final PP performance is expected to be same due to no change in manufacturing process, catalyst and product additive recipes.
- No need to requalify grade performance
- Full FDA compliance can be declared

Circular Feedstock : Advance Chemical Recycling  
Address Plastic Waste Issues



- Post Consumer Mixed plastic waste converted to Pyrolysis oil
- Pyrolysis oil is mixed with Fossil Fuel to produce C3 Monomer
- HMC Polymers uses Circular C3 feedstock to produce PP

Bio-Circular Feedstock : Lowering CO<sub>2</sub> Emissions



- Plants absorb CO<sub>2</sub> from atmosphere during their life and contribute to CO<sub>2</sub> reduction
- Cradle to gate LCA analysis based on renewable feedstock show potential for Carbon footprint reduction vs fossil counterparts



# 100% Product Footprint Certified (Carbon footprint and Water Footprint)



**Carbon footprint Product (CFP)** Certified by Thailand Greenhouse Gas Management Organization or TGO

- 100% of PP products and PDH
- CFP varies by product (unit : kg CO<sub>2</sub>eq / kg PP)



**Water footprint Product (WFP)** Certified by The Federation of Thai Industries

- 100% of PP products and PDH
- WFP varies by product (unit: L H<sub>2</sub>Oeq/kg PP )







# Key Takeaway



HMC Polymers consistently drives  
**new developments** to elevate  
quality standards



With a full portfolio of ISCC-certified  
sustainable PP grades,  
HMC Polymers continues to  
be a leader of the **ASEAN** market  
in delivering innovative and  
responsible PP solutions







# HMC POLYMERS CONFERENCE 2025

PP TOGETHER: PREFERRED PARTNER FOR  
A SUSTAINABLE FUTURE

SUSTAINABILITY  
IN ACTION SESSION  
: CARBON REDUCTION  
IN THE PLASTIC INDUSTRY

ดร.ณัฐกร ไกรกุล

ผู้จัดการฝ่ายกลยุทธ์ความยั่งยืน  
บริษัท ปตท. จำกัด (มหาชน)

คุณพรชัย พิษิตวุฒิก

รองประธานอาวุโส สายงานกลยุทธ์ และพาณิชย์  
บริษัท เอ็มซี โพลีเมอร์ จำกัด

คุณบุรินทร์ อดุลวัฒนะ

Managing Director & Chief Economist  
ศูนย์วิจัยกสิกรไทย ธนาคารกสิกรไทย

ผู้ดำเนินรายการ

คุณศรียฉัตร

กฤษณ์ ณ วสุธยา วีระแพทย



# Sustainability in Action

## Business-to-Government Dialogue on Carbon Incentives and Benefits

**Mr. Burin Adulwattana**

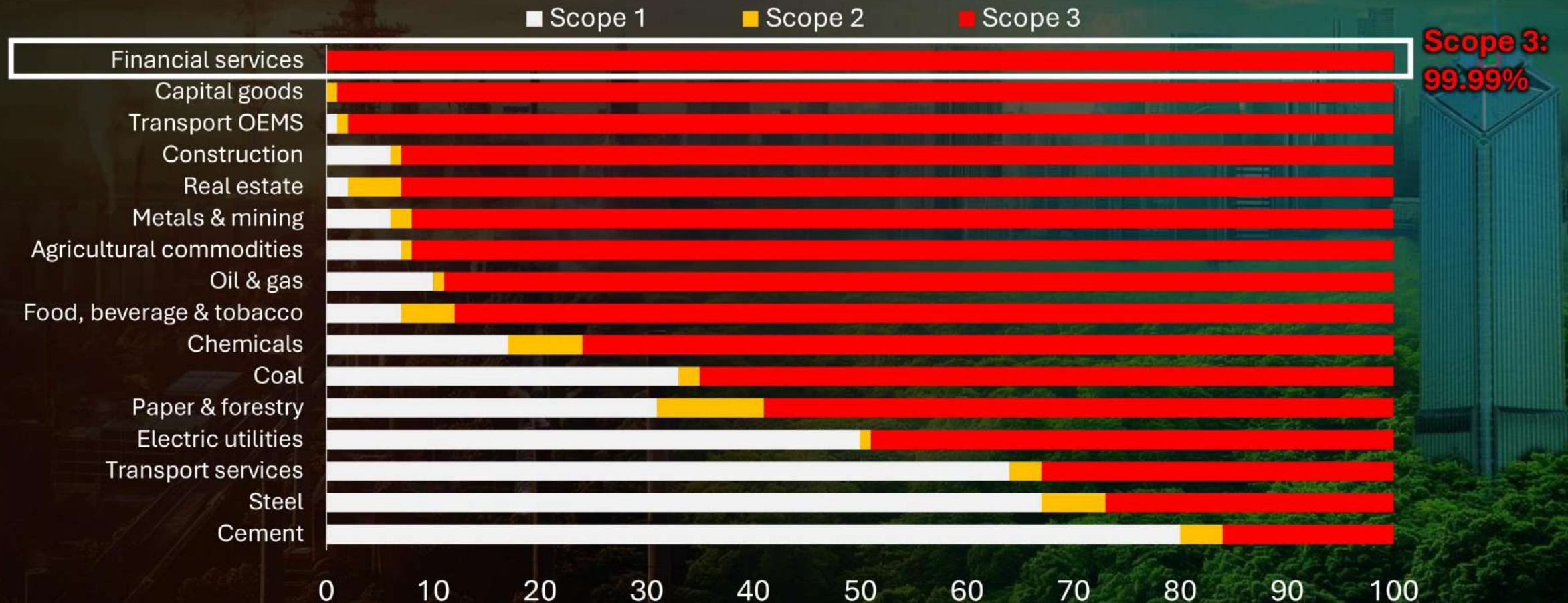
Managing Director & Chief Economist, Kasikorn Research Center





# Financial services are vital to the low-carbon transition, with financed Scope 3 emissions dominating across the real sector

## Distribution of total emissions of selected sectors worldwide by Scope





# Delivering Positive Impacts

KBank Green Finance Framework

Renewable Energy

Energy Efficiency

Clean Transportation

Green Building

Pollution Preventions and Control

Sustainable Management Natural Resources and Land Use

Terrestrial and Aquatic Biodiversity Conservation

Sustainable Water and Wastewater Management

Climate Change Adaptation

Circular Economy

Green Technologies

## Loans

Green Transition  
Sustainability-Linked

## Bonds

Green Transition  
Sustainability-Linked

## Investments

## Empowering the Transition

### Sustainable Finance and Investment





แพ็คเกจสินเชื่อธุรกิจ

# เพื่อลดคาร์บอน

สำหรับแต่ละอุตสาหกรรมโดยเฉพาะ

Financing  
Products for

Transition

แพ็คเกจสินเชื่อที่จะช่วยให้ธุรกิจของคุณ  
เปลี่ยนผ่านไปสู่คาร์บอนต่ำ

- ✓ เพิ่มประสิทธิภาพการผลิตและบริการ
- ✓ ลดการใช้พลังงาน
- ✓ บริหารจัดการต้นทุนในการลดคาร์บอนอย่างคุ้มค่า
- ✓ พร้อมรับมือกับมาตรการด้านสิ่งแวดล้อมต่างๆ



อัตราดอกเบี้ย

แพ็คเกจสินเชื่อธุรกิจ  
เพื่อลดคาร์บอน

ระยะเวลาไม่เกิน 5 ปี

MLR-1.25%

ระยะเวลาดั้งเดิม 5-8 ปี

MLR-1.0%



# Green Loan Products for SME Customers

provide financial incentives for eco-friendly projects, enhancing sustainability while offering economic benefits.



## Solar Rooftop

(Max. 100% Loan limit, term loan <8 yr)



## K-Energy Saving Guarantee

(Max. 100% Loan limit, term loan <7 yr)



## EV Charger

(Max 100% Loan limit, term loan <7 yr)

อัตราดอกเบี้ย Green Loan (ดำเนินการเฉพาะมาตรการ)

ระยะเวลาไม่เกิน 5 ปี : MLR-1.0% / ระยะเวลาตั้งแต่ 5-8 ปี: MLR-0.80%



# Green Loan Products for Retail Customers

Offer special interest rates for purchases that benefit the environment.



## โปรพิเศษ ออกรถไฟฟ้า

รับดอกเบี้ย และ ของสมนาคุณพิเศษ

รับคัสพิเศษกว่า ผ่าน **K EV Shop**

รับบัตรของขวัญ 4,000 บาท - ชาร์จ EV

มูลค่า **1,000** บาท

หรือมอบเป็นของขวัญ



ผู้เช่าที่เป็นและเช่าระยะสั้น อัตราดอกเบี้ยจริง 3.82% - 10% ต่อปี


\*เงื่อนไขเป็นไปตามข้อกำหนดของธนาคารกรุงศรีอยุธยา จำกัด (มหาชน) [www.kasikornbank.com](http://www.kasikornbank.com)

## Electric vehicles (EVs)

(Max. 100% Loan limit, term loan <7 yr)

## Green home loans

(Max. 110% Loan limit, term loan <30 yr)



### อยู่ดี กรีนดี

### ซื้อบ้านประหยัดพลังงาน

กับบริษัทชั้นนำ



PROPERTY PERFECT PULISA B. SANAZI B. SURE SENA W. POINT

รับเลย

ดอกเบี้ยพิเศษ **1.80%** ปีแรก\*

ผู้สูงสุด **100%**\*\* ฟรี! ค่าประเมิน\*\*\*

1 ก.ค. 68 - 30 ก.ย. 68



# KBANK can support both “Observe (รจ)” or “Process (ลุย)” strategies in implementing climate tech.



## Observe (รจ)

KBANK has deployed developed programs and software to support business

### Advisory Services

Net Zero CEO Course, KBANK Sector Decarbonization ‘Playbook’

### Capacity Building

Climate 1.5 (Carbon Accounting), CCRC (Training and Research)

## Proceed (ลุย)

KBANK has deployed more than 173,000 million baht in green financing since start of 2022

### Large Project Finance Examples:

Solar Farm, Wind Farm, Waste2Energy, Green Building

### SME Loan Products

Go Green Together, Solar Rooftop, Energy Efficiency Equipment, EV Cars & Charging Points, Waste Management,





# HMC POLYMERS CONFERENCE 2025

PP TOGETHER: PREFERRED PARTNER FOR  
A SUSTAINABLE FUTURE

SUSTAINABILITY  
IN ACTION SESSION  
: CARBON REDUCTION  
IN THE PLASTIC INDUSTRY

ดร.ณัฐกร ไกรกุล

ผู้จัดการฝ่ายกลยุทธ์ความยั่งยืน  
บริษัท ปตท. จำกัด (มหาชน)

คุณพรชัย พิษิตวุฒิก

รองประธานอาวุโส สายงานกลยุทธ์ และพาณิชย์  
บริษัท เอชเอ็มซี โพลีเมอร์ จำกัด

คุณบุรินทร์ อดุลวัฒนะ

Managing Director & Chief Economist  
ศูนย์วิจัยกสิกรไทย ธนาคารกสิกรไทย

ผู้ดำเนินรายการ

คุณศรียฉัตร

กฤษณ วัฒนวิทย์



# Sustainability in Action

## Business-to-Government Dialogue on Carbon Incentives and Benefits

**Dr. Natthakorn Kraikul**

Vice President, Sustainability Strategy, PTT Public Company Limited





# Sustainability in Action : Business-to-Government Dialogue on carbon Incentives and Benefits



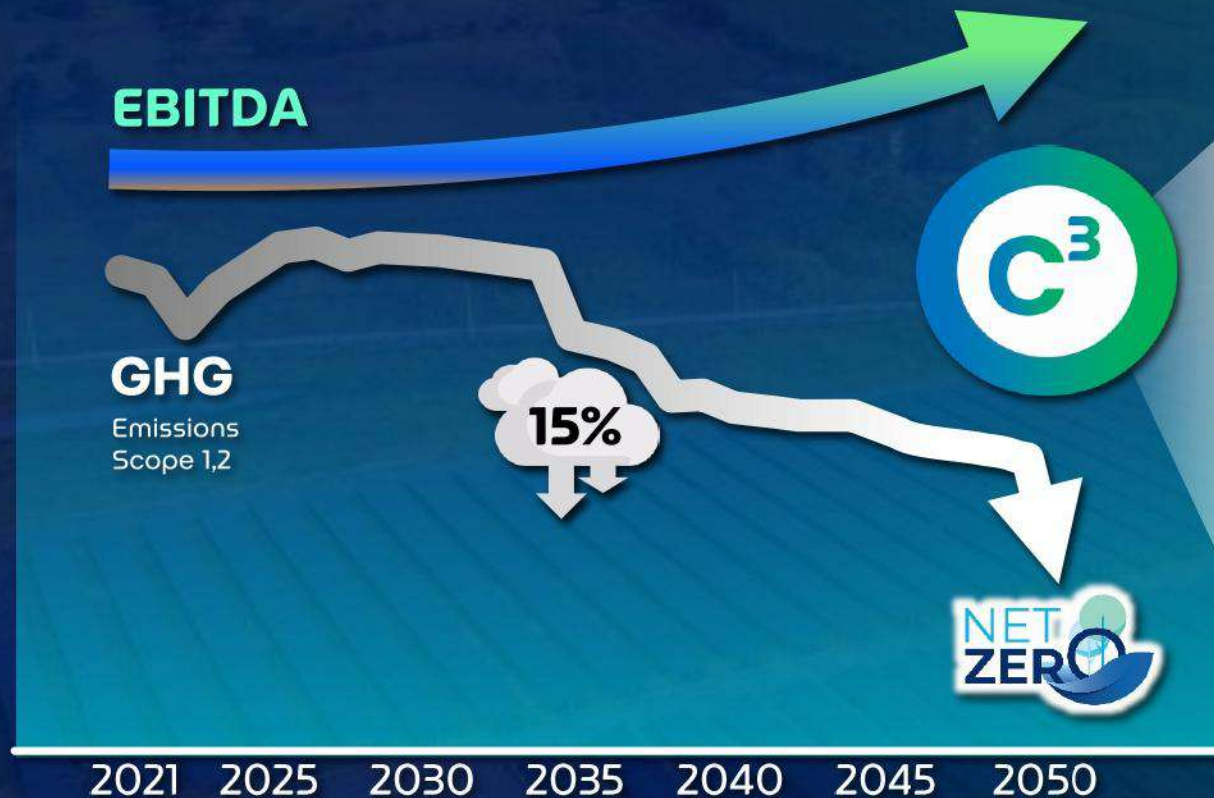
**Natthakorn Kraikul**

Vice President, Sustainability Strategy Department  
PTT Public Company Limited

28 October 2025



# Balancing Business Growth and Net-Zero Goals to Ensure National Energy Security and Sustainable Growth for the Group



- Proactively Managing Risks
- Capturing Full Upside
- Driving Climate Adaptation

**C1**

**Climate-resilience business**

- LNG
- RE Biz.
- Bioproducts (PLA, biojet, etc.)
- EV station

**C2**

**Carbon-conscious asset**

- MISSION**
- Efficiency improvement
  - Clean energy adaptation
  - Adv. tech (CCU, SMR, etc.)
  - Digitalization

**C3**

**Coalition, co-creation, and collective efforts for all**

- CCS
- Hydrogen
- Carbon credit project & mgmt.
- Forestation
- Water Mgmt.

\*Also support offsetting

**Execution with Clarity and the Flexibility to Respond to Signposts**



# Eastern Thailand CCS Hub



Potential Demand

**Non-PTT  
EEC area:**

- Chonburi
- Rayong

CO2 captured from various emitters



CO2 liquefaction plant

Terminal / Pipes

Offshore pipeline



Offshore Storage

~ 10 MPTA in first phase

Shipping for Cross-border

Kra  
Bosin

Arthit

**Arthit CCS Project (1 MTPA)<sup>1</sup>**

<sup>1</sup> Separated project from Eastern Thailand CCS hub

**For Visualisation Purposes**

— Onshore Pipe (km) — Offshore Pipe (km) — Shipping (km)



TOGETHER FOR

**SUSTAINABLE**

**THAILAND**



**WORLD**



Build New Businesses

Strengthen Existing Businesses



**"Excellence  
+  
Sustainability"**

Avoid Negative Impacts

Create Positive Outcomes

**S P I R I T**

**Synergy**

Harnessing  
collective  
strength to build  
partnerships

**Performance  
Excellence**

Achieving  
outstanding  
performance

**Innovation**

Driving growth  
through  
innovation

**Responsibility  
for Society**

Contributing to  
the community  
and environment

**Integrity &  
Ethics**

Upholding  
the power of  
integrity

**Trust &  
Respect**

Building trust  
and mutual  
respect



# Public Sector's Pivotal Role in Driving Private Sector Decarbonization



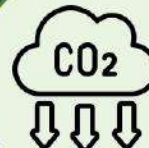
## I. Technology

- Technology transfer
- Capacity building



## II. Finance & Incentives

- BOI, tax exemption
- Grants/subsidies, tax credits
- International green finance



## III. Policy & Regulatory Unlock

- Integrated plans: NDC, PDP
- Policy Unlock: Seismic survey, TPA/Direct PPA
- Central government agency



## IV. Collaboration & Inclusiveness

- National: G2G / Article 6
- Industry: Association, institution
- Community: Strategic communication & education



# Sustainability in Action

## Business-to-Government Dialogue on Carbon Incentives and Benefits

**Mr. Pornchai Pichitwutikorn**

SVP - Business, Strategy, Innovation and Commercial, HMC Polymers






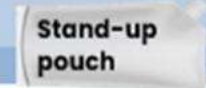








# PP: The Sustainable Solution

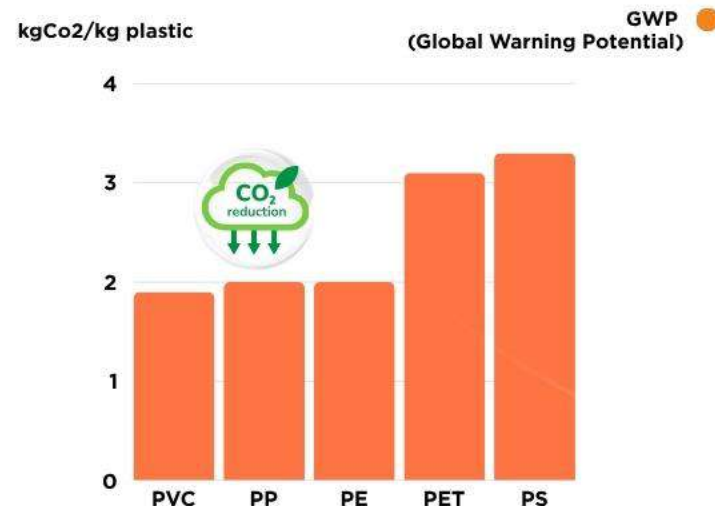
## Beverage Packaging comparison

(comparative on same product weight)

	 Glass bottle	 Plastic Bottle	 Aluminum can	 Stand-up pouch
Packaging weight	●	●	●	●
Energy consumption	●	●	●	●
Emission per packaging	●	●	●	●
Waste weight per consumption	●	●	●	●
Recyclability	●	●	●	●
Transportation cost (product quantity /shipment)	●	●	●	●
No. of load @ same product quantity <small>(Illustration only)</small>				
Improvement for sustainability	Increasing scrap content & lower energy consumption tech	Recycled bottle	Higher recycled content, thinner can	Mono-material, recyclable material

## PP offers high performance sustainable solution for wide range of applications

- Reduction of Plastics at source
- Lower carbon foot-print
- Ease of recycling



## CO<sub>2</sub> Emissions from Plastic Manufacturing

SOURCE: PlasticsEurope Eco-profiles







HMC Polymers  
Conference 2025

PP TOGETHER  
Preferred Partner for  
*a Sustainable Future*

# HMC Polymers Decarbonization aspiration journey



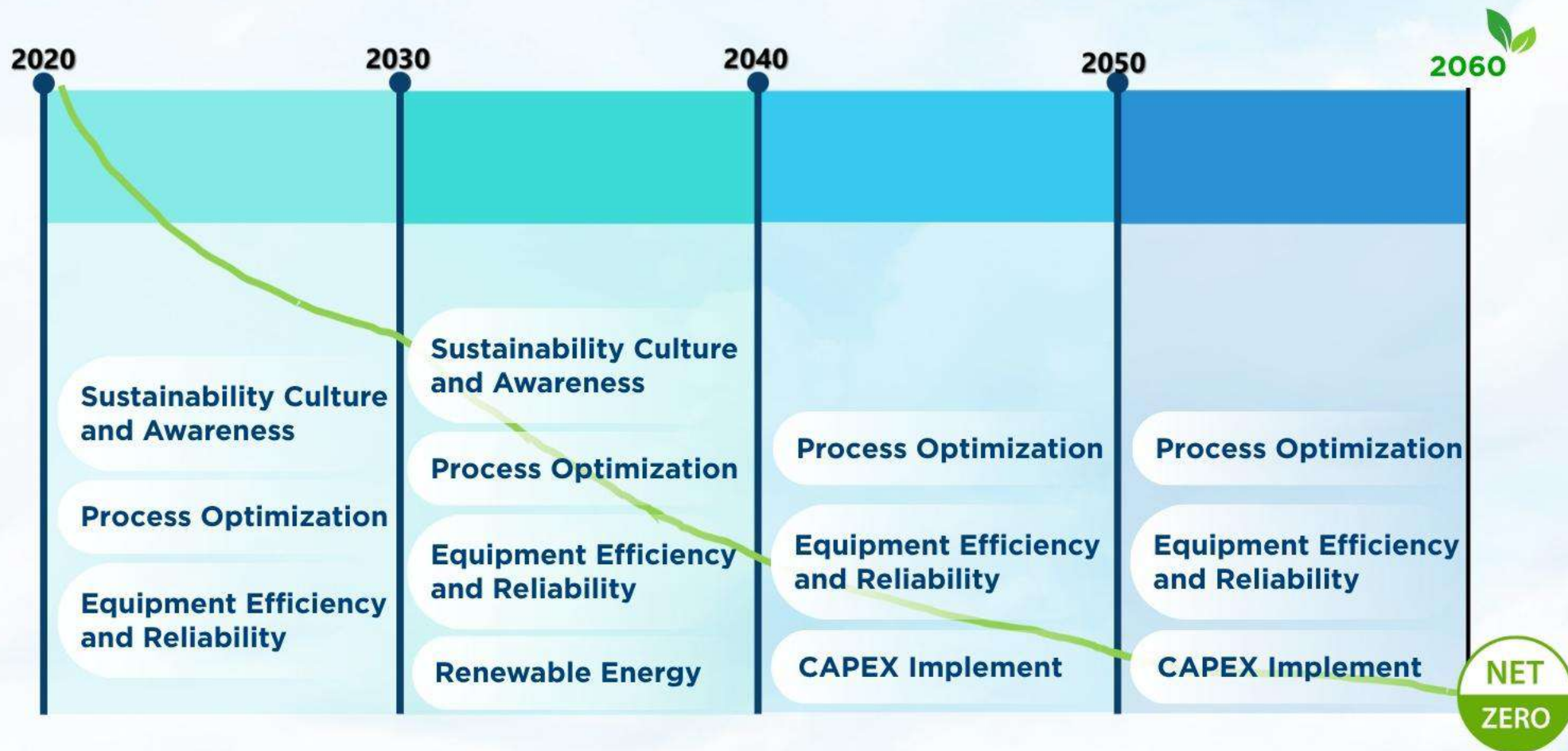




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# HMC Polymers aspiration action to **NET ZERO**







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*a Sustainable Future*

# Decarbonization awareness training

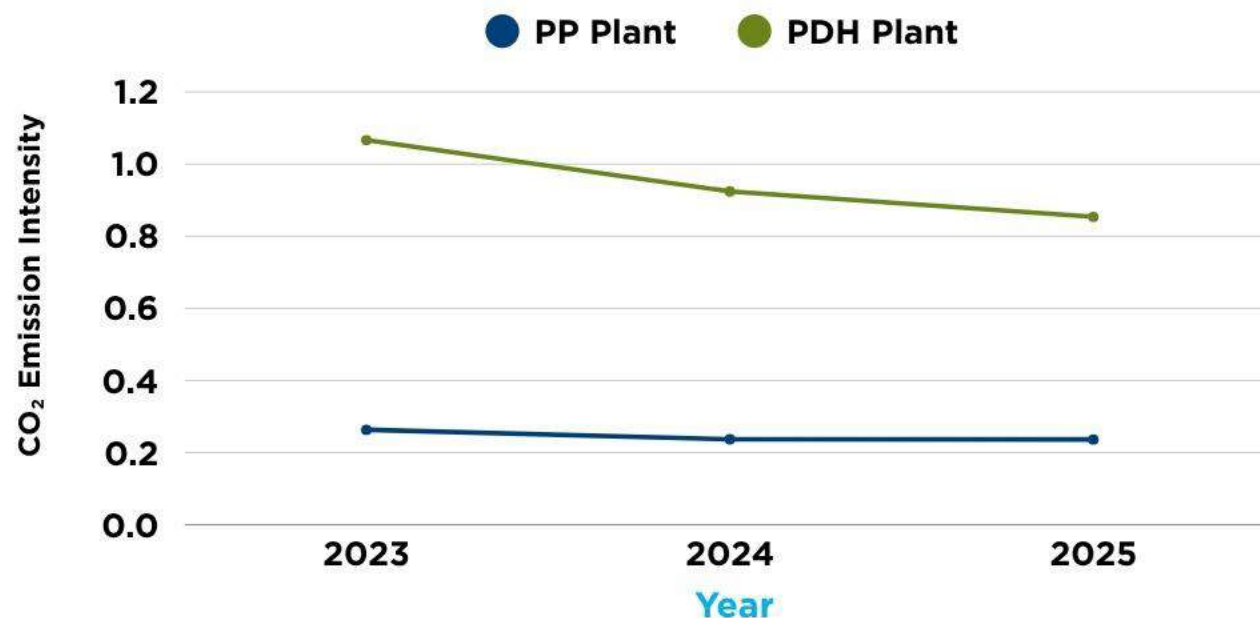






# HMC Polymers

## CO<sub>2</sub> emission intensity



### PDH:

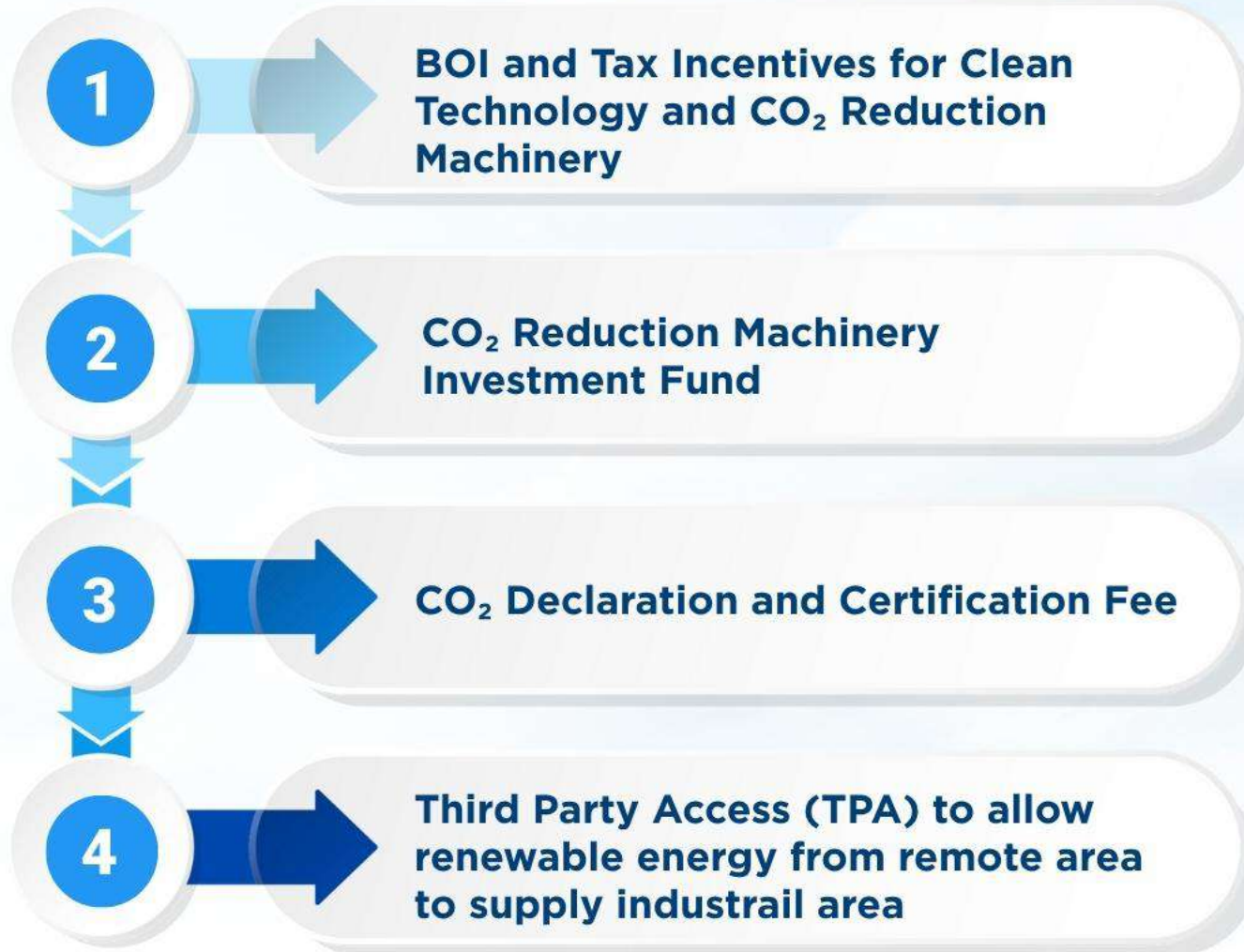
- Continue reduce load to main compressor by adjusting hydrogen/hydrocarbon ratio
- Increase own steam production by utilizing excess fuel gas and increase O<sub>2</sub> excess
- Continue optimize process condition of main compressors and reboilers







# Collaborating with government for **sustainable** growth







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ผู้ดำเนินรายการ

คุณศรียฉัตร

คุณชรรณ วสุธยา วีระแพทย