

**ST TELEMEDIA
GLOBAL DATA
CENTRES THAILAND
RECEIVES THE 2023
COMPANY OF THE
YEAR AWARD**

*Identified as best in class in the Thailand
data center services industry*

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. STT GDC Thailand excels in many of the criteria in the data center services space.

| AWARD CRITERIA | |
|---|-------------------------------|
| <i>Visionary Innovation & Performance</i> | <i>Customer Impact</i> |
| Addressing Unmet Needs | Price/Performance Value |
| Visionary Scenarios Through Mega Trends | Customer Purchase Experience |
| Implementation of Best Practices | Customer Ownership Experience |
| Leadership Focus | Customer Service Experience |
| Financial Performance | Brand Equity |

Increasing Competitive Intensity

Thailand’s data center colocation services market is witnessing significant competition as more regional service providers enter the industry and established players expand their capacity.¹ Amid the race to capture market share, data center colocation providers are striving to differentiate themselves and monetize the growth opportunity for colocation services. Though colocation service providers face constraints, such as a shortage of trained workforce to lead data center operations effectively, Frost & Sullivan’s industry analysts expect Thailand’s data center colocation services industry to be one of Southeast Asia’s fastest-growing markets.

Growth drivers include an increase in the migration of over-the-top (OTT) and cloud service provider (CSP) participants, incoming investments from global cloud providers to boost data center requirements, favorable government policies for data center growth, and an increase in information technology (IT) spending by enterprises. Moreover, 5G rollouts and critical government initiatives like National Artificial Intelligence (AI) Strategy and Action, Eastern Economic Corridor, and Thailand 4.0 will boost the country’s digital adoption, creating higher demand for data center colocation.

¹ *High Competitive Intensity Observed in Thailand Data Center Colocation Services Market* (Frost & Sullivan, April 2021)

Building Upon a Strong Foundation

Founded in 2019, ST Telemedia Global Data Centres (Thailand) (STT GDC Thailand) (a joint venture between STT GDC and Fraser Property, a leading integrated real estate platform in Thailand) is a hyperscale colocation data center services provider. With a vision to support the growing digital infrastructure demand from OTT companies and enterprises, STT GDC Thailand leverages disruptive technologies and drives initiatives focusing on best practices to provide best-in-class, scalable, secure, and world-class services.

STT GDC Thailand's focus on expansion in strategic locations for its data centers gives it the advantage of creating value for its existing and potential customers. For example, the company's first data center campus (the largest hyperscale data center in the country, comprising two data centers with 20-megawatt IT loads each) is located strategically in Hua Mak, Bangkok. A key business district, the location guarantees carrier-neutral and high connectivity and provides convenient access for its customers in the vicinity). Since the launch of the first of its two data centers in Hua Mak in 2021 and the second one under construction (to be completed in 2025), STT GDC Thailand is actively working on expanding and strengthening its network of hyperscale data centers to capture more market share. The strategic locations for its high-capacity data centers will also ensure low latency and help the company compete against new data centers. Altogether, STT GDC Thailand anticipates rolling out several assets in the coming years, including a data center powered by renewable energy to serve global CSPs, OTT, and enterprise customers.

Relentless Pursuit of Excellence

STT GDC Thailand's appeal to its customer base is further owing to its steadfast commitment to creating best-in-class data centers that focus on high scalability, operational excellence, and robust security. The company applies international standards and best practices that ensure technical resilience, reliability,

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and security. It has achieved numerous globally recognized certifications, reinforcing its strong value proposition in Thailand's data center colocation services industry. For example, STT GDC Thailand is certified by the Uptime Institute and the Telecommunications Industry Association.

STT GDC Thailand also adheres to international data center security best practices. The company is ISO 27001-certified (the global standard in information security and risk management) and Payment Card

Industry Data Security Standard-compliant, which protects credit cardholders from misuse of their personal information. Moreover, STT GDC Thailand ensures that its data centers have a high level of physical security to protect its clients' critical assets in compliance with the Threat, Vulnerability, and Risk Assessment certification. Besides 24x7 closed-circuit television monitoring, anti-crash boundary walls, and anti-climb barriers, the company leverages leading-edge technology to elevate its facilities' security

measures, including a biometric access control system, AI-traceability technology with intrusion detectors, and automated drone patrols.

STT GDC Thailand also adopted digital twin technology to optimize its data center's performance. The cutting-edge technology provides a virtual representation of its data center and a simulation of its operations. The three-dimensional digital duplicate of the entire data center ecosystem (produced throughout the lifecycle) allows the company to design its facilities efficiently from the outset. For example, optimizing the data center's layout, power and cooling systems, IT load distribution, and capacity planning helps to reduce operational risk and improve utilization. During construction, the building designers and engineers use digital twin technology to monitor the building's construction remotely. Overall, the digital twin allows the company to design and build more efficiently, sustainably, and cost-effectively. Once the data center is operational, the company's personnel continue to use the digital twin to monitor and optimize the data center's performance (e.g., to minimize energy consumption, identify temperature changes, and adjust cooling systems).

Sustainability Initiatives Support Value Creation

STT GDC Thailand operates with environmentally sustainable practices in line with STT GDC Group's pledge to become carbon-neutral by 2030 (per the group's Environment Social Governance strategy

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aligned with United Nations' Sustainable Development Goals). In 2020, its first data center achieved the Leadership in Energy and Environmental Design Gold v.4 certification for energy-efficient design and construction.² This certification recognizes the company's exemplary performance in water efficiency, energy use, indoor environmental quality, and sustainable construction practices.

Furthering its commitment to environmental sustainability, in 2022, STT GDC Thailand announced a partnership with PTT Digital for a feasibility study to harness untapped cold energy released from the regasification process of liquefied natural gas.³ An industry-first initiative, the innovative sustainable solution will provide an alternative energy source and chilled water source for cooling data centers. Besides lowering carbon emissions, the company's focus on promoting energy efficiency is also one of its strategies to offer its customers greater value because of reduced operating costs from optimal power usage effectiveness. By investing in data center design and cutting-edge sustainable technologies and solutions, STT GDC Thailand strengthens its value proposition to offer best-in-class facilities. Frost & Sullivan believes the company is well-positioned to drive the data center services space into its next growth phase, capturing market share in the coming years.

² <https://www.sttelemidiagdc.com/th-en/newsroom/st-telemedia-global-data-centres-thailand-awarded-leed-gold-certification-stt-bangkok-1>

³ <https://www.sttelemidiagdc.com/th-en/newsroom/ptt-digital-signs-mou-with-stt-gdc-thailand-for-feasibility-study-to-utilise-cold-energy-from-LNG-regasification-process-and-explore-alternative-energy-sources>

Conclusion

Competition in Thailand's data center colocation services market is intensifying. With a growing supply, there is a race to capture market share. Colocation providers focusing on creating differentiation and industry mega trends such as sustainability and artificial intelligence are better positioned to monetize the colocation services growth opportunity. Overall, STT GDC Thailand has demonstrated a strong strategy and alignment to megatrends in the industry through investing in customer-centric strategic expansions and cutting-edge technology through best practices implementation and industry-transforming initiatives in the environmental sustainability space. The company has focused on global standards and is certified by both the Uptime Institute and the Telecommunications Industry Association in recognition of its data center's design. Its data center is also Leadership in Energy and Environmental Design Gold v.4 certified for its energy-efficient design and construction.

With its strong overall performance, ST Telemedia Global Data Centres Thailand earns Frost & Sullivan's 2023 Thailand Company of the Year Award in the data center services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

