

Business structure of the group of Company are as follows:

## **Far East Fame Line DDB Public Company Limited**

These days Far East Fame Line DDB Public Company Limited has become much more than just an advertising agency. It has become a major totally integrated marketing communication consultant for both local and global brand. Its services focusing on supporting customers to achieve business success through the effective communication plan and creative work. These operations include product, market and consumer analysis, strategic planning to define the concept of communication, advertisement production, effective planning and purchasing of media. This will also involved working and coordinating with subsidiary for other communication event as well as evaluating the total marketing communication plan. The Company clearly determined it positioning as

**“Connecting Creative Ideas for Most Effective Business Solutions (DIVERGENCE)”.**

### **Springboard Plus Company Limited**

Springboard Plus Co., Ltd. is established as a subsidiary of Far East Fame Line DDB Plc. with registered capital 6,511,000 baht, with 99.99% investment rate by Far East Fame Line DDB. It's provides service in creating and producing public relations and advertising materials with quality and professional service in reasonable price to respond to customers who need differentiated solutions in the changing and highly competitive situation nowadays and in the future.

### **Integrated Communication Company Limited**

Integrated Communication Co., Ltd. is established as an associated company of Far East Fame Line DDB Plc. with registered capital 5,000,000 baht, with 40.00% investment rate by Far East Fame Line DDB. It's provides service in advertising, public relations and organizing various marketing events.

### **Media Intelligence Company Limited**

Media Intelligence Co., Ltd. is established as an associated company of Far East Fame Line DDB Plc. with registered capital 20,000,000 baht, with 30.00% investment rate by Far East Fame Line DDB. It's provides service in media planning and buying-selling all types of media.