THAILAND’S DIGITAL ECONOMY

Thailand is working to drive digital transformation and utilize innovation to become a cutting-edge economic powerhouse. The country’s digitization journey begins with the “Thailand 4.0" economic model which concentrates on important advancements and digital improvements to enhance the quality of life, productivity and efficiency of the Thai people.

The Digital Economy is expected to play a critical role in every industrial sector in Thailand and is estimated to contribute 25% to Thailand’s GDP by 2027.¹

To define the Digital Economy in Thailand, three main areas were identified as high priorities for investment: the Digital Market Landscape, Digital Infrastructure and Digital Innovation Ecosystem.

Digital Market Landscape

<table>
<thead>
<tr>
<th>Digital Market Landscape</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Usage</td>
</tr>
<tr>
<td>Social Media Penetration</td>
</tr>
<tr>
<td>e-Commerce</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Digital Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Government</td>
</tr>
<tr>
<td>Internet Speed, Data Center</td>
</tr>
<tr>
<td>e-Payments</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Innovation Ecosystem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Startups</td>
</tr>
<tr>
<td>Venture Capital</td>
</tr>
<tr>
<td>Accelerators</td>
</tr>
</tbody>
</table>

Digital Market Landscape

Key Digital Statistical Indicators¹

The driving forces behind Thailand’s digital economic growth are the high internet penetration rate and large base of social media users. The country has been ranked third globally for time spent online, with an average daily use of 4 hours and 14 minutes on smartphones and around 8 hours on PCs or tablets².

Social Media Penetration

Social media is widely used by most people in Thailand. It is the most popular online activity - with users spending nearly half (42%) of their time online engaging in social media channels³.

National Social Media Penetration

- Facebook: 65%
- YouTube: 64%
- LINE: 53%

Source:

¹ Ministry of Digital Economy and Society
² Electronic Transactions Development Agency (ETDA)
³ We are social and Hootsuite, 2017
Note:

* YoY Growth: 2016-2017
Digital Advertising

Increasing numbers of social media users and usage have directly enhanced the market size of digital advertising in Thailand, which witnessed double-digit growth in 2016 with the total value of USD 281.2 million.1

Moreover, social media such as Facebook is frequently used as a major tool in supporting online shopping, communications and transactions in Thailand. According to PricewaterhouseCoopers (PWC), Thailand is the largest online C2C market in the world. And with such a large user base, Facebook decides to run its first trial for social commerce payments in Thailand.2

Value of e-Commerce Market in Thailand, 2016F

The Three Components of the EGDI

GIN - Government Information Network

GIN was established to facilitate the integration of the central network. More than 2,000 government agencies are now a part of GIN in which government information and services are all shared and exchanged more easily and quickly with the highest level of security.

Source:
1 United Nations, EGA.
2 Techcrunch
3 Ministry of Digital Economy and Society, Electronic Transactions Development Agency (ETDA)

Note:
* Data shows annual growth rate of Thailand digital advertising market value.
Exchange rate (BOT, Feb 1 2016): USD1 = THB 35.14

Thailand's e-Commerce

An increasing number of smartphone users (70% penetration) and internet penetration are the driving force behind the growth in e-Commerce in Thailand, as 41% of total online purchases occur via smartphones. A further 59% rely on online searches for products or services before making their decision. The value of the e-commerce market in Thailand has grown 12.42% during 2015-2016 from USD 64 billion to USD 72 billion.3

ROBUST DIGITAL INFRASTRUCTURE

Thailand took an important step forward by establishing the Ministry of Digital Economy and Society and launching the national plan on infrastructure improvement to prepare for digital economy and society. Both soft and hard infrastructure investments are being developed to ensure the country is ready for the new digital era and providing the best investment opportunities for investors.

e-Government

By actively pursuing e-Government services to increase the competitiveness of the Thai government, Thailand’s E-Government Development Index (EGDI) ranking increased dramatically within two years. The government’s mission is to drive transformation and achieve governmental integration, smart operations, and citizen-centric services.
Thailand Digital Economy and e-Government Development Plan (3 Year Plan: 2016-2018)

The plan acts as a digital blueprint to revolutionize government operations, business practices, and people’s lifestyle. The ultimate goal is to bring social stability as well as economic wealth in Thailand. Government infrastructure and data will be integrated to provide effective services to the people.

**Government Integration**

To integrate and connect all data and working process between organizations.
- Citizen and business Data Integration
- Government Shared Infrastructure(Data Center)
- One Stop Service Management

**Smart Operations**

To use technology and digital device to support staff operation
- Connection between devices
- Big Data Management system
- One Stop Service Management

**Driven Transformation**

Organizational Restructuring in human resource, operation, technology and regulations supported by national leader who has commitment, vision, and a sense of importance in using technology to develop the country.

**Citizen-centric Services**

To improve the government service and design a customize process to suite with each individual with respect to the balance of safety in life, asset and data of people and facilitate.

**Internet Speed and Penetration**

Internet Speed and Penetration rate among Leading ASEAN Countries, 2016

<table>
<thead>
<tr>
<th>Country</th>
<th>Q1 2016 Avg. Mbps.*</th>
<th>% Above 4 Mbps</th>
<th>Internet Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>16.5</td>
<td>91%</td>
<td>82%</td>
</tr>
<tr>
<td>Thailand</td>
<td>10.8</td>
<td>96%</td>
<td>67%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>6.4</td>
<td>68%</td>
<td>71%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>5</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>4.5</td>
<td>46%</td>
<td>51%</td>
</tr>
</tbody>
</table>

Thailand's high speed internet broadband adoption has dramatically increased as a result of the government's broadband initiative, announced in 2015, to create a national broadband network infrastructure by 2035 that would offer affordable, universal access at minimum speeds of 30 Mbps.

As of January 2017, national broadband access was available to 40,000 villages, 80% of the population, and is expected to reach all 70,000 villages, or 95% of the population, by 2023.

Sources:
EGA. (Electronic Government Agency)

© CAT Telecom Public Company Limited,
Open Signal, Inc.
Note:
* Mbps, short for megabits per second, is a measure of data transfer speed
Data Center

Data centers in Thailand have been designed and built to world class standards to facilitate local and foreign investors. Most data centers in Thailand are Tier 3 Data Centers, with 99.98% uptime and N+1 fault tolerant. With 11,000 racks available, Thailand still have more than 30% storage capacity left to serve the market.

<table>
<thead>
<tr>
<th>Center</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAT Telecom IDC</td>
<td>Bangkok</td>
</tr>
<tr>
<td>CAT IDC FL14</td>
<td>Bangkok</td>
</tr>
<tr>
<td>CS LOXINFO Data Center – CyberWorld</td>
<td>Bangkok</td>
</tr>
<tr>
<td>KIRZ Data Center</td>
<td>Bangkok</td>
</tr>
<tr>
<td>PROEN Internet IDC</td>
<td>Bangkok</td>
</tr>
<tr>
<td>TCCT Empire Tower Data Center</td>
<td>Bangkok</td>
</tr>
<tr>
<td>Thailand Bangkok 1 Data Center</td>
<td>Bangkok</td>
</tr>
<tr>
<td>The Cloud Data Center Bangkok</td>
<td>Bangkok</td>
</tr>
<tr>
<td>True Internet Data center</td>
<td>Bangkok</td>
</tr>
<tr>
<td>JasTel IDC</td>
<td>Nonthaburi</td>
</tr>
<tr>
<td>True Internet Data Center – Muangthong</td>
<td>Nonthaburi</td>
</tr>
<tr>
<td>SUPERNAP Thailand</td>
<td>Chonburi</td>
</tr>
<tr>
<td>Thailand Bangkok 2 Data Center</td>
<td>Chonburi</td>
</tr>
<tr>
<td>TCCT Amata Data Center</td>
<td>Chonburi</td>
</tr>
</tbody>
</table>

Source: Ministry of Digital Economy and Society, Data Center Map

National e-Payment

PromptPay is the national e-payment platform which provides an alternative way to receive and transfer money in Thailand. The system benefits the country as a whole by providing users with more choice for payments. Businesses can receive payments from clients faster, while the government is more efficient in making payments directly to the bank accounts of individuals.

By associating with every commercial Thai bank, one-third, or 20 million Thais currently have PromptPay accounts. The PromptPay system will reduce payment costs by at least USD 5.1 billion annually.

Cashless Society

The Ministry of Finance aims to expand the installation of Electronic Data Capture (EDC) and mobile point-of-sale (mPOS) devices in the country.

400,000 card acceptance machines will be installed nationwide by 2017 leading to a total of 800,000 EDC devices.

These machines will be used in several business sectors including restaurants, taxis and independent retail stores.

Source: Prime Minister’s Office

Regulatory Sandbox

Thailand has just opened a fintech regulatory sandbox to enable developers working on lending, payments and money-transfer services, and products to experiment for up to a year. As the regulator, the BOT and SEC has set three criteria in regulating fintech - regulations must not impose barriers to innovative products and the growth of fintech, customers must be protected, and the products must not jeopardize the financial system or the economy.

“PromptPay will not only bring down money transfer costs but will improve service efficiencies and increase access to financial services.”

Mr. Veerathai Santiprabhob, Bank of Thailand Governor

Source: Bank of Thailand (BOT), 2017

“PromptPay will not only bring down money transfer costs but will improve service efficiencies and increase access to financial services.”

Mr. Veerathai Santiprabhob, Bank of Thailand Governor

Source: Bank of Thailand (BOT), 2017
DIGITAL INNOVATION ECOSYSTEM

Thailand Startup Ecosystem

Thailand has an excellent ecosystem to support a startup environment as the country is known for its strong creative industries, ground-breaking ICT entrepreneurs and strong customer demand. Within four years, the number of funded startups in Thailand increased from 3 in 2012 to 75 companies in 2016. Funding for startups has also increased by more than 120% during 2012 - 2016.

Key Startup Sectors

Startups in Thailand have shown very rapid growth in the past few years. The hottest startup sectors are in e-commerce, fintech and logistics. These top three sectors grew rapidly in terms of the number of startups operating as well as in funding.

Estimated Total Disclosed Funding Amount: 2012 - 2016

[In million USD]

<table>
<thead>
<tr>
<th>Year</th>
<th>Estimated Amount (in million USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3.1</td>
</tr>
<tr>
<td>2013</td>
<td>9.7</td>
</tr>
<tr>
<td>2014</td>
<td>42.7</td>
</tr>
<tr>
<td>2015</td>
<td>33.2</td>
</tr>
<tr>
<td>2016</td>
<td>86.0</td>
</tr>
</tbody>
</table>

129.44%*

Major Startup Exits

Source: Techsauce

Note:

* Compound Annual Growth Rate 2012-2016

Source: Techsauce
Successful Startups

Ookbee is a Thai e-book and digital content startup which has a 90% market share in Thailand and Southeast Asia. Ookbee has grown very quickly and also expanded by diversifying into the online music business.

Thailand’s Venture Capital

To enable an innovative economy, a large number of corporates and Thai commercial banks provide comprehensive funding support to emerging firms. The number of VCs reached more than 60 firms in 2016 from only 1 in 2012. And more than 75 startups were funded in 2016.

- **2C2P** is a payment services company working with financial institutions, e-commerce and m-commerce merchants. 2C2P has closed a USD 7 million Series C round in 2015.

- **Ookbee**
- **2C2P**

- **500 TukTuks** is a Thai fundraiser for Thai startups focused exclusively on seed funding. Omise, Claim Di, Skootar, Hubba, and Take Me Tour are just a few examples of successful startups that received seed funding from 500 TukTuks.

- **AIS The Start Up** is a platform for new startups to become business partners with AIS and be exposed to greater opportunities with financial support. Successful startups include StockRadars, ShopSpot, Social Giver, etc.

- **Ardent Capital** is a venture capital firm which focuses on e-commerce in Southeast Asia and also globally. Successful startups from Ardent Capital include acommerce, Snapcart, Hubba, SPACESHIP and many more.

- **Bangkok Venture Club** is Thailand’s largest angel investment group. Firm objective is to identify and support seed and early stage businesses.

- **InVent** is a corporate VC firm by Intouch Holdings focused on strategic investments in early to growth-stage technology companies in Thailand and SEA. Ookbee, Meditech Solutions, and Playbasis are just a few startups supported by InVent.

- **True Incube** is a regional ecosystem for new startups to build innovative businesses and gain exposure to new opportunities, exchanging their ideas and incubate with other upcoming startups. Some of their successful startups include ARINCAE, govivigo, Stone Lab, and Tunjai.

- **SIRI VENTURE** is a property technology VC from Sansiri and co-invested with Siam Commercial Bank. Launched in early 2017, their main strategy targets home living and lifestyle innovation startups.

All of the leading banks and telecommunication companies in Thailand as well as Ananda and Sansiri, leading real estate companies, are pushing to generate their own accelerator programs which positively reflects the startup ecosystem in Thailand.

- **Digital Ventures** is a key driver in the banking and technology industry and is also a partner of Golden Gate Ventures in San Francisco. The firm has USD 50 million capital (THB 1,750 million) for investment in financial technology. Some of their successful startups include FlowAccount, PeerPower, Refinn, and Seekster.

- **Dtac accelerate** was established to support the startup ecosystem in Thailand to be the hub of the region by funding and providing opportunities for new potential startups. Successful startups from Dtac accelerate include Drivebot, Storylog, and Claimdi.

- **Krungsri RISE** is an intensive boot camp for fintech startups with mentorship from experts in fintech and experienced CEOs for new startups. Successful startups include aBorrow, AppMan, iTAX, and Meefund.

- **Ananda UrbanTech** launched in early 2017 and is involved in the property technology sector. It is a division of Ananda Development and focuses on ecosystem support, fund of funds and corporate VC.

- **SIRI VENTURE** is a property technology VC from Sansiri and co-invested with Siam Commercial Bank. Launched in early 2017, their main strategy targets home living and lifestyle innovation startups.

Source: Technology Startup Association Thailand
SOFTWARE INDUSTRY

Thailand is an exceptional investment destination for the software industry. The country offers world-class infrastructure that is crucial to software production including broadband internet, network security, low rate of power shortages and excellent production facilities. In addition, labor costs in Thailand are very competitive compared with the United States, the European Union and several ASEAN countries.

**Total Value of Thailand Software Production and Software Services**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016F</th>
<th>2017F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>1,341</td>
<td>1,478</td>
<td>1,495</td>
<td>1,562</td>
<td>1,629</td>
</tr>
</tbody>
</table>

*Compound Annual Growth Rate 2013-2017F*

**Leading Software Companies**

*Netbay* provides and delivers software as a cloud computing service by generating a gateway for exchanging electronic trading, shipping and payment information for B2G, B2B and B2C.

*Airbus* Flight Operations Services Center was established in Thailand for the production of flight operations data for use by airlines worldwide. The center produces electronic versions of the standard flight operation manuals, improving the growing use of the Electronic Flight Bag for all Airbus aircraft types.

**Total Value of Embedded Software Production**

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016F</th>
<th>2017F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>165</td>
<td>166</td>
<td>172</td>
<td>180</td>
<td>193</td>
</tr>
</tbody>
</table>

*Compound Annual Growth Rate 2013-2017F*

**Breakthrough Technology**

To transform the country into an innovation-driven economy (Thailand 4.0), the demand for internet of things (IoT), big data analytics, cyber security, industrial software and embedded software systems and design are growing, as they are widely used by many leading businesses to increase productivity and efficiency.

Thailand is considered an excellent investment location for embedded software given its readiness of skilled labor combined with a lower wage rate. Various global firms are currently using Thailand as their production hub, including ThaiGertec Co., Ltd., Toyota Tsusho Electronics (Thailand) Co., Ltd., and Silicon Craft Technology Co., Ltd.
Digital Content

**Thailand’s Animation Industry**

With world-class production quality, talented personnel and low-production costs, Thailand was chosen as one of the leading animation outsourced service providers. Many Thai visual effects and animation studios are behind the success of well-known Hollywood animations such as Frozen and One Piece Film Gold. There are also many famous local animations which incorporate plots that contain traditional local culture and beliefs such as Yak: The Giant King, Shelldon, Bua Tong, Khan Kluy and Khun Tong Dang.

**Key Players**

- **Yak: The Giant King** is one of the most famous Thai animations. The movie gained critical acclaim from both local and international critics on its storytelling, creative adaptation and the advanced technology used in the movie. The movie was shown in Russian and South Korean cinemas. Its DVD was sold in New Zealand and Australia.

- **Sheldon:** Under the production of Shell Hut Entertainment Co., Ltd., Sheldon is broadcasted in more than 100 countries by BBC. This world-class animation aims to provide environmental awareness, and make people around the globe recognize the attractive scenery and history behind the beautiful beach and sea in Thailand.

**Thailand’s Gaming Market**

Gaming consumption in Thailand has shown double-digit growth, especially in the IP owner segment due to an increasing number of local game developers and the growth of the mobile gaming industry. Thailand is ranked in second place after Singapore for the number of developers. Mobile game revenue in Thailand is gigantic, as 49% of mobile gamers spend their money on mobile games. Moreover, Thailand is also a major hub for the gaming industry in terms of game products, as various global leading companies outsource their production to Thai game studios.

**Key Players**

- **ARAYA** is a first-person horror game and was one of the most famous Thai games in 2016, gaining worldwide recognition. Araya has proven to be extremely successful in Thailand, Japan and among international gamers for its originality and its elements of distinctive Thai horror.

- **Home Sweet Home** is a first-person horror adventure game based on Thai myths and beliefs, with puzzles to be solved along the game. This game is released at the same time as ARAYA by a Yggdrasil Gaming Ltd., one of the most famous gaming companies in Thailand.

---

**Thailand’s Animation Market Value, 2017F**

- 56% Distributor, Importer and Licensing Agent
- 26% Outsourced Service Provider
- 18% IP Owner

**USD 117 Million**

| Source: 1 Digital Economy Promotion Agency (DEPA) |
| Note: Exchange rate (BOT, Feb 1 2016): USD1 = THB 35.14 |

**Thailand’s Game Market Value, 2017F**

- 66% Distributor, Importer and Licensing Agent
- 22% Outsourced Service Provider
- 5% IP Owner

**USD 375 Million**

**Top Spender with the Highest Game Revenues in Southeast Asia**

- 66% Distributor, Importer and Licensing Agent
- 22% Outsourced Service Provider
- 5% IP Owner

**Key Players**

- Kastara
- Shell Hut Entertainment
- Animania
- SPOT Studio
- TIGA
- Imagimax
- Tomogram Studio
- Sinoze
- Garana
- Asiasoft
- Kira Games
- Corecell
- MAD
- Novaleaf

**Source:**
1. Digital Economy Promotion Agency (DEPA)
2. Thai Game Software Industry Association (TGA), Newzoo

**Note:**
- Exchange rate (BOT, Feb 1 2016):
  - USD1 = THB 35.14
**Thai Film Industry**

Thailand is considered the only real center for filmmaking in all of Southeast Asia with a market value of USD 745 million (THB 26.2 billion).¹ Many Thai movies are popular among ASEAN countries such as Ong Bak and Pee Mak Phra Kanong. Comedy, horror, action, and romantic comedies are popular genres among Thai moviegoers.

Increasingly, filmmakers are coming to Thailand for studio-work, green scenes, and post-production services, as Thai companies provide the latest digital cameras, large lighting setups, drone cinematography and cutting-edge post-production facilities, ensuring that Thailand is rapidly becoming one of the major OEM markets for film productions from Hollywood and Bollywood.

**THAILAND 4.0**

Thailand is reaching one step further by launching a national plan on infrastructure improvements to transition to a digital economy and society. Both soft and hard infrastructure investments are being made to ensure the country’s readiness while emphasizing Thailand’s reputation for providing the world’s best opportunities for everyone.

**Pee Mak Phra Kanong** is a Thai comedy horror film. Pee Mak earned more than USD 33 million (THB 1 billion) in revenue, currently the highest grossing Thai film of all time. Pee Mak received positive reviews from critics for its harmonious use of creativity, comedy, drama and horror. The movie was released in cinemas in Korea, Indonesia, Hong Kong, Cambodia, Malaysia, Singapore and Taiwan.

**Digital Society**

Thailand is one of the leaders in internet and social media penetration in the world. More than half of the population has access to high-speed internet.

**Thailand Internet and Social Media Penetration, Global Ranking¹**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>16th</td>
<td>Internet Penetration</td>
<td>67%, 46 mil., 2016</td>
</tr>
<tr>
<td>3rd</td>
<td>Time Spent Online</td>
<td>6.4 hr., 2016</td>
</tr>
<tr>
<td>2nd</td>
<td>Number of Line Accounts</td>
<td>33 mil., 2015</td>
</tr>
<tr>
<td>8th</td>
<td>Time Spent on YouTube</td>
<td>Avg. 1.7 hr., 2016</td>
</tr>
<tr>
<td>7th</td>
<td>67% Social Media Penetration</td>
<td>46 mil., 2016</td>
</tr>
</tbody>
</table>

**Strong ICT Infrastructure**

Compared with other countries in Southeast Asia, Thailand is ranked 3rd for network readiness following only Singapore and Malaysia. Additionally, driven by the government actions against cyber attacks, as of 2015, Thailand ranked 15th in the world in the Global Cybersecurity Index (CGI).²

**Network Readiness Ranking among ASEAN Countries³**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd</td>
<td>Infrastructure and Digital Content</td>
</tr>
<tr>
<td>3rd</td>
<td>Business and Innovation Environment</td>
</tr>
<tr>
<td>3rd</td>
<td>Usage (Individual, Business and Government)</td>
</tr>
</tbody>
</table>

**Source:**

¹ The National Federation of Thai Film Associations
² International Telecommunication Union (ITU)
³ United Nations
Aside from being popular tourist locations, Phuket, Chiang Mai and Khon Kaen were piloted as the “Smart Cities,” home to digital industries and international research and innovation centers.

To fully drive the project, CAT telecom Public Company Ltd. worked together with government agencies to implement high-speed internet infrastructure in these cities. In addition, to support business growth in the digital sector, the government has amended the regulations providing tax incentives such as exemptions on import tax for machines and corporate income tax, as well as an exemption in personal income tax for Thai and foreign experts who work in these smart cities. In 2016, 73 digital projects in smart cities with a total investment value of USD 23.3 million were promoted by BOI.

Eight digital clusters will be promoted in Digital Park areas included:
- Computer Hardware, Semi/superconductor
- Smart Device, IoT, Robotic
- Big Data & AI
- Intelligent Platform & Auto System
- Immersive Content
- Satellite & Broadcast
- Future Ultra High BB
- Digital Tech Startup

EEC Maximum Privilege

**BOI Special Privileges**
- 8 years corporate income tax waiver plus 50% reduction for another 5 years
- Potential 15 years corporate income tax waiver plus grants for strategic projects in EEC (Thailand Competitive Fund)
- Potential maximum 17% personal income tax for management, investor, expert of companies in target industries with HQ and facilities situated in EEC

**Other Privilege**
- Long-term land lease 50+49 years
- Free trade zone
- Non-tax incentives VISA and Work permit

Human Resources

Human resources signify another key success factor in transforming Thailand to a Digital Economy. Thailand offers abundant and highly-skilled labor at competitive income levels compared to other countries, offering foreign investors lower production costs.

**Estimated number of IT Graduates, 2016**

- Computer 33%
- Multimedia & Animation 8%
- Business-Related 27%
- Others 1%

**Estimated Salary of IT Graduates, 2016**

- System Analyst: 1,139
- IT Auditor: 711
- Software Engineer: 711
- SAP/CRM/ERP: 711
- System Administrator: 626

Note:
- Exchange rate (BOT, Feb 1 2016): USD1 = THB 35.14

**Digital Park Thailand**

Digital Park Thailand is the destination for global players and world-class digital nomads to Invest-Work-Learn-Play. It is a flagship project of the Eastern Economic Corridor (EEC) planned to support major digital investments (USD 1.4 billion per year).
INVESTMENT INCENTIVES

BOI Incentives

BOI recognizes the importance and value of the digital economy and offers a wide range of tax and non-tax incentives for projects that meet national development objectives.

Tax Incentives

<table>
<thead>
<tr>
<th>GROUP</th>
<th>ELIGIBLE ACTIVITIES</th>
<th>INCENTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Embedded System Design</td>
<td>8 years (No Cap)</td>
</tr>
<tr>
<td></td>
<td>Software</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Embedded Software</td>
<td></td>
</tr>
<tr>
<td></td>
<td>High Value-added Software</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industrial Zones or Technology Industrial Zones</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Science and Technology Parks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Software Parks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Data Center</td>
<td></td>
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<tr>
<td></td>
<td>Innovation Incubation Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cloud Service</td>
<td></td>
</tr>
<tr>
<td>A3</td>
<td>Software</td>
<td>5 years</td>
</tr>
<tr>
<td></td>
<td>Enterprise Software and/or Digital Content</td>
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</tr>
<tr>
<td></td>
<td>Digital Services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Movie Town</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thai Motion Picture Production</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Motion Picture Support Services</td>
<td></td>
</tr>
<tr>
<td>B2</td>
<td>e-Commerce</td>
<td>Only Non-Tax Incentives</td>
</tr>
</tbody>
</table>

Non-Tax Incentives

These activities also receive the following non-tax incentives:

- Permit to bring in expatriates
- Permit to own land
- Permit to take or remit foreign currency abroad

100% foreign ownership
No equity restrictions for foreign investors**

Note: * Exemption of import duty on raw or essential materials and machinery used in manufacturing export products
** For projects in activities under List Two and List Three annexed to the Foreign Business Act, B.E. 2542