

# **Innovation Research & Development (R&D) Policy**



**ROCTEC GLOBAL PUBLIC COMPANY LIMITED**

---

## 1. Rationale and Principles

In an era of rapid technological change and increasing consumer complexity, ROCTEC GLOBAL PUBLIC COMPANY LIMITED recognizes that "innovation" is the key to creating a competitive advantage, achieving sustainable growth, and delivering maximum value to our clients. To achieve our vision of being a leader in advertising media, network systems, and communications, the company has established this Innovation R&D Policy to serve as a framework for promoting and driving the creation of new innovations throughout the organization.

## 2. Objectives

2.1 To foster a corporate culture that is open to creativity and encourages employees at all levels to participate in innovation development

2.2 To create new products, services, and work processes that can exceed market and customer expectations

2.3 To enhance the company's long-term competitive capabilities through the use of cutting-edge technology and new business models

2.4 To create and manage the company's Intellectual Property for maximum benefit

2.5 To allocate resources and budget for research and development systematically and effectively.

### 3. Scope of Policy

This policy applies to all employees of ROCTEC GLOBAL PUBLIC COMPANY, as well as all activities, projects, and processes related to the research, development, creation, and commercialization of innovation.

### 4. Key Focus Areas for Research & Development

The company will focus its R&D efforts on three core areas that align with our business:

#### 4.1 Advertising Media Innovation

**4.1.1 Data-Driven Advertising:** Utilizing Big Data and AI to analyze consumer behavior and create personalized, highly measurable advertising campaigns

**4.1.2 Interactive & Immersive Experience:** Developing interactive Out-of-Home (OOH) and digital media, such as AR/VR technology, gamification, and smart displays

**4.1.3 Content Innovation:** Researching and creating new content formats that effectively capture attention and drive engagement

**4.1.4 AdTech & MarTech:** Developing or adopting new advertising and marketing technologies to increase efficiency in media buying and selling

#### 4.2 Network System Innovation

**4.2.1 Next-Generation Connectivity:** Researching and applying high-speed network technologies like 5G and Wi-Fi 6/7 to support large-scale multimedia data transmission

**4.2.2 Network Security:** Developing specialized cybersecurity systems to protect communication and advertising networks

**4.2.3 IoT for Media:** Developing IoT systems to connect advertising devices into an intelligent network that can be managed and monitored centrally

**4.2.4 Cloud & Edge Computing:** Using cloud and edge computing technologies to enhance processing efficiency and content delivery

### **4.3 Communication Innovation**

**4.3.1 Unified Communications:** Developing platforms that integrate various communication channels to create a seamless user experience

**4.3.2 Cross-Platform Technology:** Creating technology that enables content and advertisements to be displayed optimally across all devices (Desktop, Mobile, Smart TV)

**4.3.3 Real-time Communication:** Developing real-time communication systems to support interactive advertising and live broadcasting

## **5. Innovation Operational Process**

The company will establish a systematic innovation management process, from idea generation to commercialization, as follows:

**5.1 Ideation:** Providing channels for employees to submit ideas for innovation projects

**5.2 Evaluation & Selection:** A designated committee will assess feasibility, commercial potential, and alignment with company strategy

**5.3 Development & Testing:** Approved projects will enter the development phase, including prototype creation and testing in real-world environments or with target groups

**5.4 Commercialization:** Planning for marketing, sales, and the launch of the new product/service

**5.5 Measurement & Improvement:** Tracking performance and collecting data for future enhancements and development

## **6. Intellectual Property**

All intellectual property resulting from research and development conducted using company resources, or created during the course of employment, shall be the sole property of ROCTEC GLOBAL PUBLIC COMPANY. The company will proceed with registering patents, trademarks, or copyrights as appropriate to protect its legitimate rights

## **7. Measurement and Key Performance Indicators (KPIs)**

The success of this policy will be measured through various KPIs, including:

- 7.1 Number of innovation projects proposed and approved.
- 7.2 Revenue or profit generated from new products/services.
- 7.3 Number of patents or registered intellectual properties.
- 7.4 Customer satisfaction levels with new products/services.
- 7.5 Cost reduction or efficiency gains in work processes.

## **8. Effective Date**

This policy shall be effective from 11 February 2025 onwards.