

Mr. Haakon Bruaset Kjoel

Chief Strategy and Transformation Officer

Age 54 Years

Date of Appointment

1 June 2025



Securities holding in True (as of 31 December 2025)

Ordinary share

- Individual : - None -
- Spouse and Minor Child : - None -

Debenture

- Individual : - None -
- Spouse and Minor Child : - None -

Debenture holding in True's subsidiaries (as of 31 December 2025)

TUC

- Individual : - None -
- Spouse and Minor Child : - None -

Familial relationship between director and executive

- None -

Education

- Insead, International Directors Program (IDP 53), 2022, Singapore
- BI Norwegian Business School, Executive MBA, 2017, Norway
- BI Norwegian Business School, Bachelor Studies in Public Relations, 1994, Norway

Expertise

- Integrated Telecom Services GICS 50101020 / Information & Communication Technology
- Business Management
- Strategy
- Corporate Governance
- Transformation
- Leadership

Training

- Director Certification Program 284/2019, Institute of Directors (IOD), Thailand
- Singapore Institute of Directors (SID), Senior Accredited Director, January 2024, Singapore
- Institute Of Corporate Directors Malaysia (ICDM), Mandatory Accreditation Program Part Two: Leading with Impact, January 2024, Malaysia
- Insead, Leading from the Chair Program, December 2019, France
- Bursatra Sdn. Bhd., Mandatory Accreditation Program for Directors of Publicly Listed Companies, October 2010, Malaysia

Major ExperienceThe Company and its Subsidiaries (in the past 5 years)

Jun 2025 - Present	Chief Strategy and Transformation Officer
Jun 2025 - Present	Chief Strategy and Transformation Officer, True Move H Universal Communication Company Limited
Dec 2024 - Mar 2025	Member of the Executive Committee
Oct 2024 - Mar 2025	Director, Member of the Nomination and Remuneration Committee, Member of the Corporate Governance and Sustainability Committee, and Member of the Risk, Cybersecurity and Finance Committee, True Corporation Public Company Limited

Positions held in Other Organizations in the Last Year

Other Listed Companies in the Stock Exchange of Thailand

- None -

Non - Listed Companies in the Stock Exchange of Thailand

Jan 2020 - Present	Non-Executive Director, Snohetta AS, Norway
Feb 2024 - April 2025	Chair of the Board, Grameenphone Ltd., Bangladesh
Sep 2011 - April 2025	Non-Independent Non-Executive Director, Grameenphone Ltd., Bangladesh
Mar 2024 - Mar 2025	Non-Executive Director, Citrine Venture Private Limited, Singapore
Jan 2024 - Mar 2025	Deputy Head of Asia, SVP Head of Investment Management, Telenor Asia, Singapore
Dec 2022 - Mar 2025	Deputy Chair of the Board, Non-Independent Non-Executive Director, CelcomDigi Berhad, Malaysia
Feb 2012 - Mar 2025	Non-Executive Director, Telenor South East Asia Investment Private Limited, Singapore
Feb 2012 - Mar 2025	Non-Executive Director, Telenor South Asia Investment Private Limited, Singapore
Aug 2011 - Mar 2025	Executive Director, Telenor Asia Private Limited, Singapore
Sep 2022 - Dec 2023	SVP Head of Investment Management Malaysia, Telenor Asia, Singapore
Sep 2020 - March 2023	Non-Executive Non-Independent Director, Total Access Communications Plc., Bangkok
May 2020 - Aug 2022	SVP Head of External Relations, Telenor Asia, Singapore
Feb 2016 - Jul 2021	Non-Executive Director, Telenor Myanmar Limited, Myanmar
Apr 2016 - Nov 2020	Non-Executive Director, Telenor Pakistan Limited, Pakistan
Dec 2019 - April 2020	Chief Strategy and Transformation Officer, DTAC, Bangkok
Oct 2018 - Nov 2019	SVP, Partner and External Relations, Telenor Asia, Singapore
Jul 2018 - Sep 2018	Acting EVP, Head of Corporate Affairs, Telenor Group, Oslo
Sep 2016 - Jun 2018	SVP, Head of Group Public and Regulatory Affairs, Telenor Group, Singapore and Oslo

Feb 2016 - Aug 2016 and Aug 2008 - Aug 2015	SVP, Head of Corporate Affairs, Telenor Asia, Singapore
Sep 2015 - Jan 2016	SVP, Head of President and CEO's Office, Telenor Group, Oslo
May 2006 - Jul 2008	VP, Head of Public and Regulatory Affairs, Telenor Asia, Bangkok
Jan 2001 - Apr 2006	Director, Strategy and Business Development, Telenor Asia, Singapore
Dec 1995 - Dec 2000	Various Roles, Telenor Group, Oslo