sea
connecting the dots

THAILAND 2025

SOCIAL IMPACT REPORT










Garena Shopee monee

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CEO message

At Sea Thailand, we believe long-term success comes from growing our business while creating meaningful impact for the communities we serve. For more than a decade, we have used our digital platforms to expand opportunity, improve livelihoods, and support sustainable development across Thailand.

Through our social impact initiatives, we develop digital talent, empower local SMEs, and promote financial inclusion - helping millions of people participate more fully in the digital economy. At the same time, we respond to climate-related risks by supporting communities affected by extreme weather and emergencies.

This work is not possible without strong partnerships and our employees, who share their time and skills with communities nationwide to create lasting value for society. Together, we demonstrate that when technology is applied responsibly and collaboratively, it can deliver lasting value for society.

As Sea Thailand continues to grow, we remain committed to using our platforms to improve everyday lives and build a more inclusive and sustainable future for Thailand.

Maneerut Anulomsombut
Chief Executive Officer of Sea (Thailand)

Our business

Sea is a leading global technology company founded in Singapore in 2009. Our mission is to better the lives of consumers and enhance small businesses with technology. We operate three core businesses across digital entertainment, e-commerce, as well as digital payments and financial services, known as Garena, Shopee, and Monee, respectively.

Garena is a leading global online games developer and publisher. Free Fire, its self-developed mobile battle royale title, is the most downloaded mobile game in its genre for six consecutive years, according to Sensor Tower App Performance Insights. The title was also the world's most downloaded mobile game in 2019, 2021, and again in 2023 and 2024.

Garena is run by passionate gamers and has a unique understanding of what gamers want. It exclusively licenses and publishes hit titles from global partners – such as Arena of Valor and Call of Duty: Mobile – in selected markets globally. Garena champions social and entertainment experiences through games, enabling its communities to engage and interact. Garena is also a leading esports organizer and hosts some of the world's biggest esports events.

Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. It was launched in 7 markets in 2015 to connect consumers, sellers, and businesses in the region.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Established in 2014, Monee is one of the fastest growing digital financial services networks in Southeast Asia. Its offerings include e-wallet services, payment processing, micro-lending, and related digital financial services and products that leverage the large user base, wealth of high-quality data, strong on-platform demand, and operational efficiency across Sea Limited's ecosystem.

Supporting UN Sustainable Development Goals

We see the UN Sustainable Development goals (SDGs) as an essential framework for guiding our work. These frameworks provide us with a roadmap for addressing social issues, helping us identify areas where we can make the most difference.

The selection was derived from an assessment of the needs deriving from the pressing issues in our markets, among stakeholders and where our capabilities have the potential to deliver the greatest impact.



Our approach

This report outlines our approach to delivering social impact - centred on people enabled by our expertise, delivered through partnerships and philanthropic support to assist communities affected by immediate crises.

People

We leverage our digital and professional expertise by sharing it with partners and the public. Through this, we strengthen digital capabilities and expand access to necessary digital skills where they are most needed.

Partners

We collaborate with public, private and non-profit organizations to amplify impact by combining resources and expertise. These partnerships help accelerate changes, reach underserved communities, and co-create solutions that address social and economic challenges.

Philanthropy

We provide funding to strengthen communities by supporting education, health, inclusion, emergency and climate-related responses helping communities respond, recover, and build long-term resilience.

Impact at a glance 2025

Our key achievements and progress in driving social impact and a more sustainable future.

Developing Digital Talent

3M+

People gained digital skills through Sea Academy and Garena Academy online hubs*

Garena Academy

Sea | Academy

149,000+

Learners gained real-world experience through the Garena Academy Esports Classroom.**





146,000+

Girls and teachers engaged and inspired through the Girl in STEM program

Empowering local SMEs through e-commerce

300K+

People gained digital entrepreneurship skills via Shopee University's online hub

THB 800M+

GMV through partnership campaigns



50+

Partnership initiatives and events supported local products and SMEs on Shopee

Promoting financial inclusion



34,000+

People accessed financial knowledge & skills through our financial literacy program



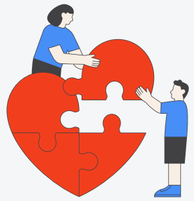
100,000+

People accessed essential public welfare and savings services via our digital platform

Strengthening communities

100+

Employee volunteer hours contributed to knowledge sharing and community engagement



THB 2M+

Provided sponsorship and direct support for vulnerable communities

** Accessed through online learning hubs since platform launch*

*** Number of learners engaged in the Garena Academy Esports Classroom program (2022–2025)*

Our impact areas

1. Developing digital talent
2. Empowering local SMEs through e-commerce
3. Promoting financial inclusion
4. Strengthening communities



DEVELOPING DIGITAL TALENT

01

Developing digital talent

Sea is committed to prepare youth for a tech-driven world of work by helping them gain digital skills they need for the future. Through esports, game development, STEM education, and knowledge sharing, learners gain practical digital skills, industry exposure, and confidence to pursue technology-driven careers, preparing them for a successful career.







School Esports tournaments

Garena Academy Esports Classroom project brings the gaming industry into classrooms nationwide, giving teachers and students hands-on experience in running esports tournaments. Students receive practical training from the Garena team to plan and run RoV tournaments, while teachers apply the Esports Classroom curriculum across computer classes and extracurricular activities. The winning team earned full scholarships to complete their bachelor’s degree in gaming and esports from partner university - Dhurakij Pundit University. The project demonstrated the positive role of esports in education from re-engaging students in learning, strengthening real-life skills, to fostering collaboration across educational institutions.

Game development & creative talent

We work with government agencies and universities to build Thailand's pipeline of game developers and creative talents through competitions, incubation, and mentorship. Initiatives range from Thailand's largest Garena Game Jam to university-led programs - including Chulalongkorn University's Game Design for Sustainable Development Goals, the Global Game Jam with Dhurakij Bundit University, Bangkok University Game On! and cyber scam awareness content-creation campaign. Together, these programs provide aspiring talent with real-world industry experience and pathways into digital and creative industries.







Girl in STEM

Girl in STEM builds on the Women Made project in its second year, driven by the belief that classrooms are the foundation for future women tech leaders. Through the Girl in STEM Day Camp, hundreds of girls and teachers engage in hands-on future food design, learn from real STEM role models, and strengthen teacher networks that connect STEM education to real-life applications and career pathways.







Impact in numbers:

3 million

people have learned new skills through Garena Academy and Sea Academy websites digital knowledge hubs since inception.

149,000+

people have gained real-world skills through Garena Academy Esports Classroom.

146,000+

girls and teachers inspired through the Girls in STEM project.



Technology knowledge sharing

Management and employees volunteered their time to share technology knowledge and real-world experience with students, educators, and communities. Through company visits and public knowledge-sharing sessions, we strengthened education-industry linkages and advanced tech talent development.

> *When students experience how esports really works, it becomes more than just a game. By opening up our production process, we hope to inspire and develop the next generation of talent for the esports and gaming industry.*
>
> **Vasu**, Head of Production, Garena Thailand



Vasu, Head of Production, Garena Thailand, shares real-world esports experience with students at the Garena Studio.

> *A healthy tech ecosystem grows when knowledge is shared. By mentoring and sharing real experiences, we can unlock potential, strengthen leadership, and ensure more women are equipped to shape the future of technology.*
>
> **Maneerat**, CEO, Sea Thailand



Maneerat, CEO of Sea Thailand, shares leadership insights as a mentor with IGNITE Thailand, a women's community platform empowering the next generation of professional women leaders.



Pawitporn, Head of Garena Thailand, offers an industry perspective on building a sustainable gaming and esports ecosystem for economic growth at Chulalongkorn University.



Potcharaphol, Assistant Manager, Game Operations, Garena Thailand shares practical insights on gaming and esports as a guest lecturer, connecting industry experience with academic learning at DPU University.



Nattachai, Strategy Team Lead at Garena Thailand, translates gaming industry trends and business thinking into practical insights for students at Bangkok University.

CASE STORY

Esports classroom at Chulalongkorn University

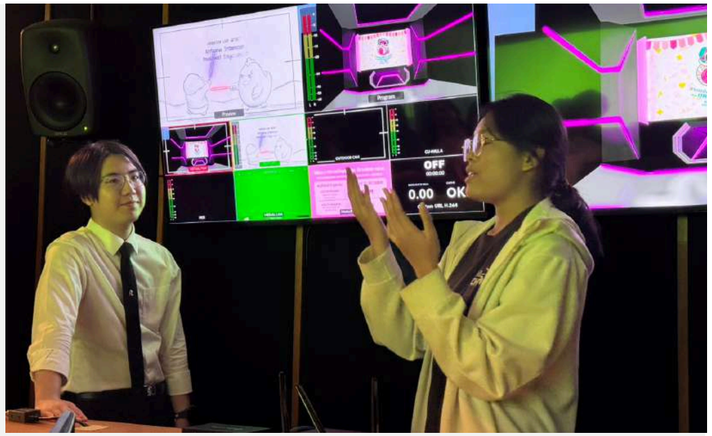


For more than a century, Chulalongkorn University has played a vital role in building knowledge and shaped generations of leaders. Today, as industries transform through technology, the university continues to evolve - connecting academic excellence with real-world industry practice through the Garena Academy Esports Classroom.

By integrating hands-on industry experience into teaching, the program equips students with job-ready skills and a practical understanding of career pathways in gaming and esports industries.

The course is designed as a cross-disciplinary program, open to students from all faculties. It brings together communication, media, and sports science through the organization of real esports tournaments. Students learn directly from industry professionals, alumni, and members of the university's esports club.

> ***"Students don't just learn what these jobs are, they get to practice them. When learning becomes real, mindsets change."***
>
> - Dr.Watsayut Kongchan, Associate Dean of Academic Services & Social Outreach, Faculty of Communication Arts, Chulalongkorn University.



Beyond technical skills, the university adapted the curriculum to integrate the role of esports in promoting positive gaming culture and social responsibility. "Esports is not just about competition. It's about using it in ways that benefit society." he adds.

The impact goes beyond academic results. Many students gain the confidence to pursue digital and creative careers they had never previously considered, while others join esports communities for the first time.

Building on this success, Dr. Watsayut is developing an academic journal on esports education to serve as a blueprint for other universities. "This will help prepare future generations with the skills needed to support the growth of the gaming and esports industry," he ends.

Now in its fourth year, the Garena Academy Esports Classroom has expanded to universities and schools nationwide and has equipped thousands of students with real industry experience for emerging, technology-driven careers.



EMPOWERING
local SMEs through
E-COMMERCE

02

Empowering local SMEs through e-commerce

E-commerce creates opportunities for SMEs to grow and thrive but only when entrepreneurs have the right skills and tools. Recognizing this, we provide practical training and connect SMEs and local communities to marketing opportunities. This helps them generate income and reach new markets, bettering their livelihood and driving social growth.

E-commerce entrepreneurship skills development

Shopee University is our free digital skills program designed to help SMEs and aspiring digital entrepreneurs build practical e-commerce skills and grow with confidence. Through easy-to-access online courses, mentoring, and partnerships with government agencies and universities, participants gain real-world knowledge and open up opportunities in both country and cross-border markets.







This work is delivered through several initiatives:

Certified Shopee Expert Program (CSEP)

Experienced sellers certified by Shopee University become Shopee Mentors, sharing practical tips, real business experience, and success stories to support and inspire other sellers.

Shopee Classroom

Shopee Classroom offers hands-on learning through 154 intensive classes, covering key topics such as Shopee Ads, logistics, e-commerce taxation, and advanced selling programs like Shopee PRIME.

University partnerships

In partnership with Mahidol University and Sripatum University, this initiative blends academic learning with real e-commerce practice to help students develop skills as future digital entrepreneurs.

Government-led project

The Equity Partnership in partnership Equitable Education Fund, under the office of Prime Minister, has been partners for four consecutive years. The project supports thousands of vulnerable youth and their communities by building essential e-commerce skills from setting up online shops to marketing and sales.

Supporting Local Sellers and SMEs

In partnership with government agencies, we supported SMEs and local producers to access digital markets, strengthen visibility, and grow sales - particularly sellers with limited digital or export experience. Through curated campaigns and platform support, Thai products reached wider audiences both locally and internationally.

From Highlands to Inclusive Markets

“Khao Ma Khai” campaign

In partnership with the Department of Social Development and Welfare, this initiative supports highland communities by helping bring their local products to market and improve livelihoods.





Strengthening Thai SMEs

Sukjai 2025 campaign

In partnership with the Department of Business Development, Sukjai 2025 supports Thai SMEs by bringing premium local products onto Shopee, with special promotions available throughout the year.





Impact in numbers:

300K+

people gained digital entrepreneurship skills through Shopee University’s online training classes.

THB 800M+

GMV through partnership campaigns.

50+

partnership initiatives and events supported local products and SMEs on Shopee.

CASE STORY

Equity Partnerships: Turning Learning into Opportunity



At the Equity Partnerships Season 6 Award Ceremony, young participants from across Thailand took the stage to share how the program shaped their journeys. Among them was one student who spoke about discovering a new opportunity in her life

> ***"I really enjoyed live-streaming and selling products on Shopee. It was so much fun and I was able to make real sales."***

Her story reflects a broader shift in how learning happens today. Equal access to education is not only about scholarships or financial support, but about equipping young people with the right skills, networks, and tools to turn knowledge into opportunity on their own.

The Equitable Education Fund (EEF), Sea, Shopee, and partners have worked together to design learning spaces that go beyond traditional classrooms, connecting students to co-create and develop digital entrepreneurship skills through hands-on training and a nationwide challenge.

Over seven months, students received guidance from industry experts and the Shopee Seller Education team, learning e-commerce skills - from setting up stores and marketing to analyzing insights and developing sales strategies. With promotional vouchers, they tested ideas in real markets, learning from both success and failure.



From the northernmost provinces to the deep south, young participants designed products, applied technology, and generated income for their schools and communities. For many, this was their first opportunity to truly become "digital entrepreneurs" to think independently, take action, and witness the results of their own efforts.

"This program reflects the essence of equitable education. It is not only about financial support, but about creating educational opportunities where students, teachers, universities, and communities can learn, create, and grow together," said Dr. Kraiyos Patrawart, Managing Director of the Equitable Education Fund (EEF).

Over six years, students developed thousands of products and generated nearly 2 million baht. More importantly, the program shows how purposeful use of technology can create opportunities and strengthen communities.



PROMOTING
FINANCIAL INCLUSION

03

Promoting financial inclusion

Financial inclusion starts with knowledge and access. People need both the knowledge to manage their money and the tools to access essential financial services. Through our programs, we strengthen financial literacy and expand access to digital financial platforms, enabling individuals and communities to participate more fully in the economy and build long-term financial resilience.







Financial literacy programs

The Wishlist Board Game Tournament brought financial learning into homes and classrooms across Thailand, using board games to build practical money skills. Building on this, we partnered with the Money Coach Thailand and the Ministry of Education launched the Money for Teen online course to strengthen Thai youths' financial confidence and readiness for the digital economy.

Inclusive access to public financial services

ShopeePay expands access to essential public financial services by enabling digital Social Security and National Savings Fund contributions. These services support informal workers and first-time users in maintaining welfare coverage and building long-term savings through convenient and reliable digital channels.

Impact in numbers:

34,000+

people accessed financial knowledge & skills through our financial literacy program

100,000+

people conveniently accessed to essential public welfare and savings services through our digital platform

CASE STORY

Wishlist - Strengthening Financial Literacy Through Play

For Ms. Chortip Nimitkul, a teacher from Rajamangala University of Technology Lanna, financial education is more than teaching numbers in a classroom. It is about giving students a chance to use money in a safe, simulated environment before facing real-life decisions.

From primary school to vocational and university levels, as well as through private finance classes, she has observed the same pattern - many students understand money in theory, but struggle when it comes to making real financial choices. Wishlist therefore became her key teaching tool - allowing students to learn by playing first, then reflecting on their decisions afterward.

In primary classes, the game encourages learning through trial and error. Students replay, observe their behavior, and discuss how they make choices. At the vocational level, where entrepreneurship and investment are part of the curriculum, Wishlist is used as a starting point before moving into deeper lessons.

Ms. Chor has found that most students already understand basic financial education, especially the importance of not overspending. However, the game reveals hidden habits. Some students hesitate to buy anything at all. Others avoid installment payments, even when necessary.





"Most games are won by having more money. But in Wishlist, you win by completing your missions. Some students focus so much on saving that they forget their real goals," says Ms. Chor, a teacher from Rajamangala University of Technology Lanna.

Many vocational students want to invest right away, but the game reveals a key insight - Without savings, you don't know where to start. Investing begins with preparation, not just taking risks.

> ***"Money is not something to fear, but to manage with awareness. Installments and spending aren't wrong if you know your limits and goals. Wishlist may be a small game, but it creates a safe space for students to learn, make mistakes, and grow before facing real finances,"***
> - Ms. Chotip Nimitkul, Rajamangala University of Technology Lanna.



STRENGTHENING
COMMUNITIES

04

Strengthening Communities

We supported communities affected by major crises across Thailand, including flooding in the north and south and communities impacted by the Thailand-Cambodia border clashes. Alongside emergency response, we continued to support education initiatives and community partnerships, providing help to vulnerable groups so communities can recover and rebuild their lives.

Impact in numbers:

THB 2M+

provided sponsorship and direct support for vulnerable communities

Emergency relief and community support

Working with non-profit organizations, we provided immediate support such as food, water, clothing, and essential supplies to communities affected by disasters. Our employees also raised funds to support communities in Hat Yai following severe flooding in southern Thailand.

Financial assistance for crisis-affected users

We provided financial support to people affected by disasters or conflict through fee waivers, loan restructuring, and temporary suspension of collections. These measures helped ease financial pressure and gave users time to recover.

Supporting Vulnerable Communities

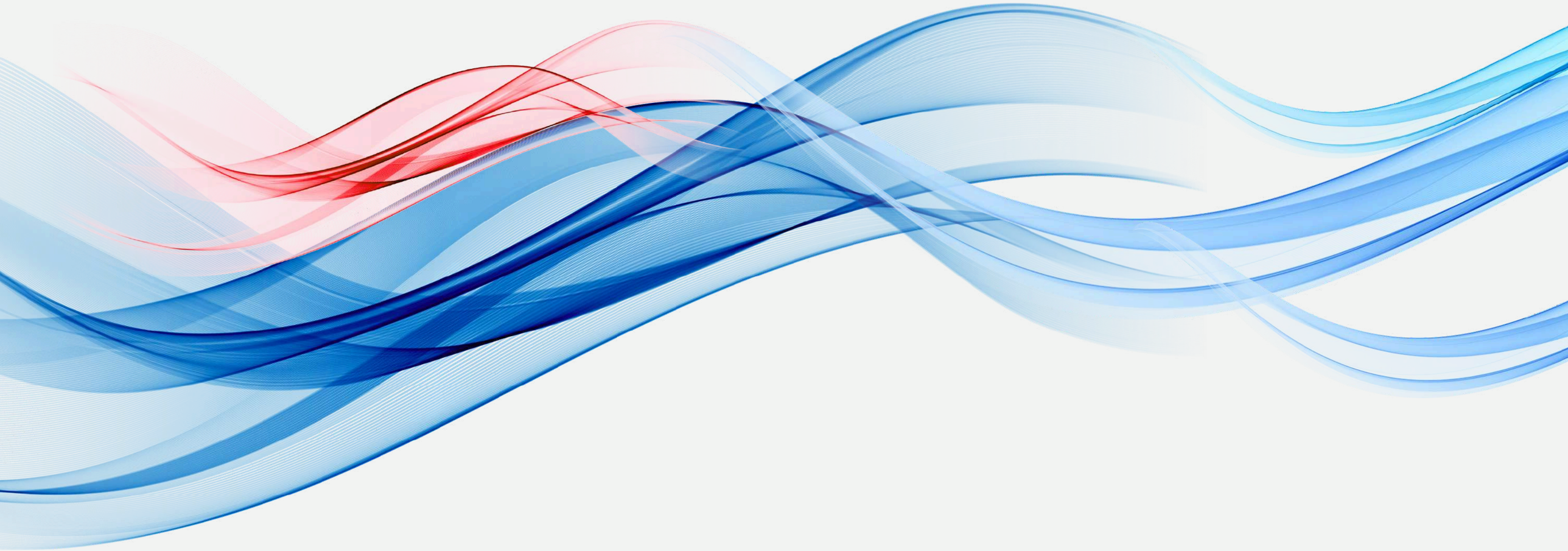
Our support focused on education, health, and inclusion. We supported children with disabilities, enabled medical care through Operation Smile Thailand, and provided scholarships to help students continue their education and build more secure futures.

Disclaimer

This report is intended to provide an overview of the company's social impact and to communicate key initiatives and accomplishments to stakeholders in Thailand. It is not intended to serve as a substitute for an audit or detailed analysis of the company's social impact performance.

Statistics, data and other performance measures contained in this report are estimated and may be based on developing standards and/or assumptions. This report does not contain all the information about our business. The information in this report is not an indication that such information is material to Sea's business, financial condition or results of operations.

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