

Sea

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How can **Sea (Thailand)**
• Create a corporate
branding blueprint to
• Become a top-of-mind
company among its
stakeholders
within **2** years?

Internal



CULTURE

Corporate brand values
permeate throughout company
culture

External



USERS

Users will understand Sea and
corporate brand image
through TV show and storefronts

External



MERCHANT

Deliver additional value to
merchants through facilitating
micro-loans

Your five core values are:



Serve



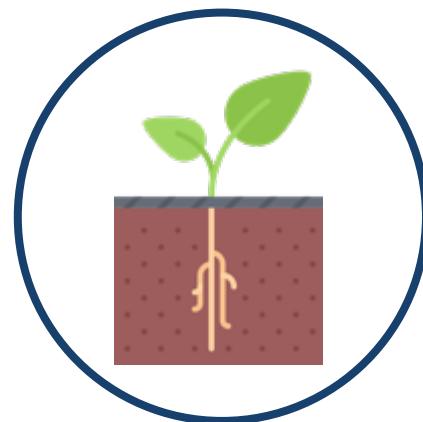
Adapt



Run



Commit



Humility

To build a cohesive corporate brand and delight Thai people, the umbrella value that is missing is family

FAMILY



Serve



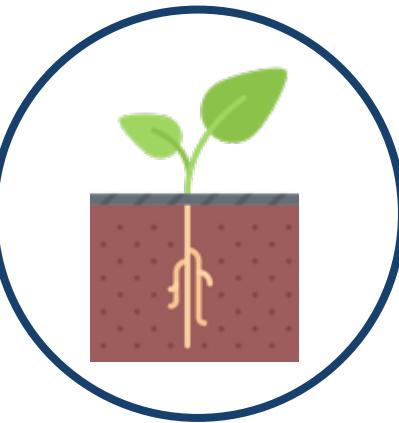
Adapt



Run



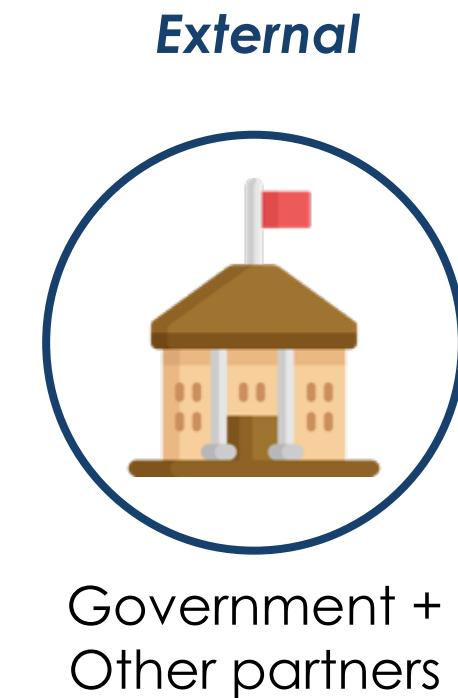
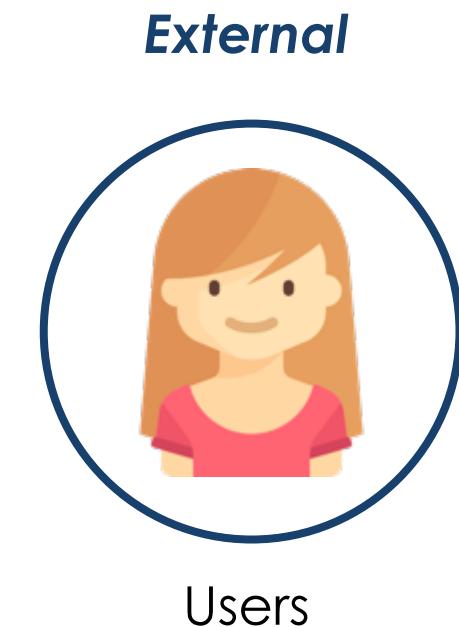
Commit



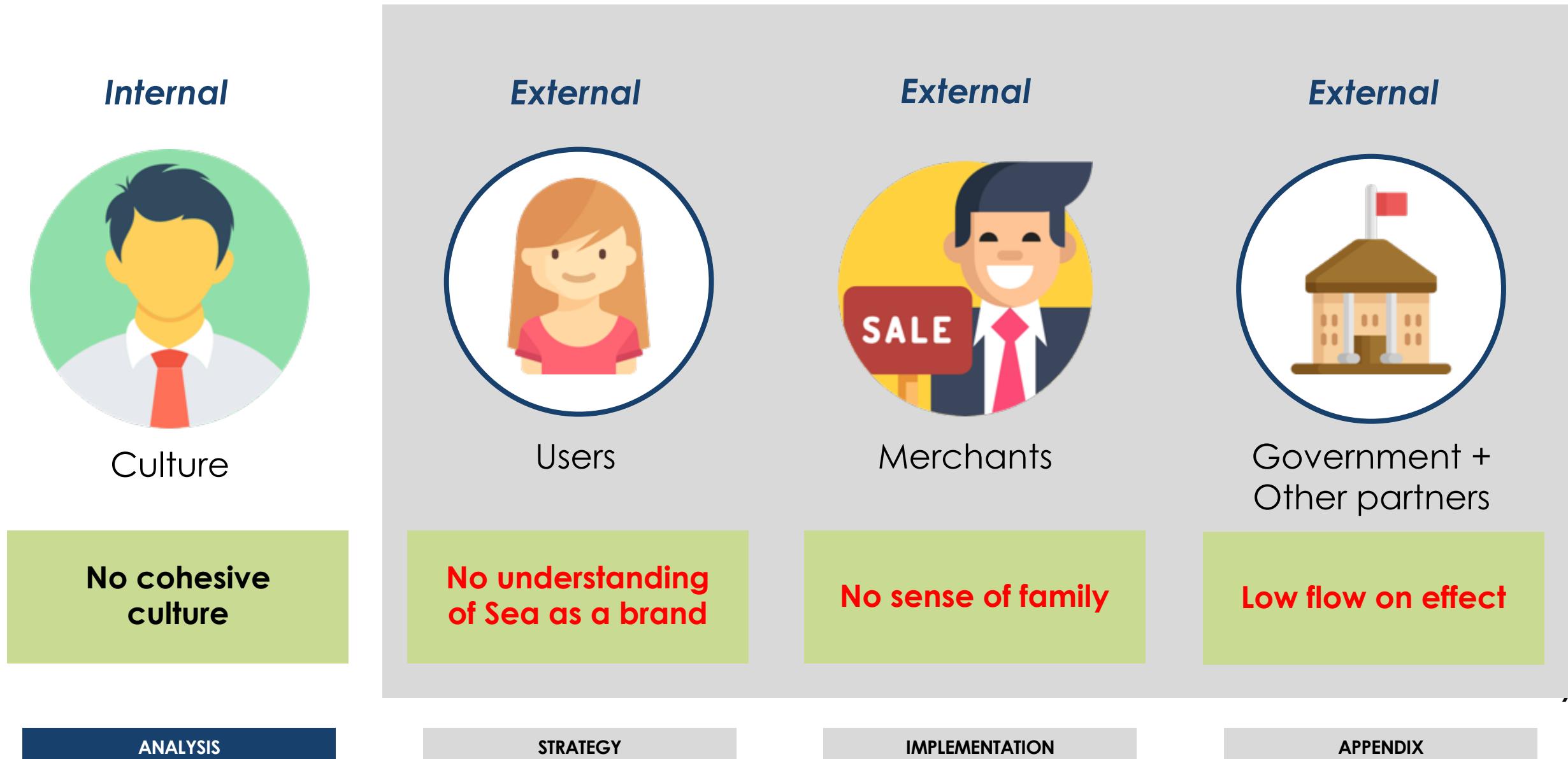
Humility

"You always have a home with Sea"

The first step to the corporate branding process involves internalising your corporate brand values in your culture



The next steps in the corporate branding process involve projecting your values to external stakeholders



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CULTURE

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There are 6 steps to build a cohesive internal culture aligning with your overarching corporate brand

Identify and communicate values



- Office wall word clouds

Leaders walk the talk



- Open door policy

Hire the attitude



- Increase channels and screening

Develop staff



- Regional training retreats, secondments

Give authority with accountability



- Buy-in and stock options

Audit internally and externally



- Survey and benchmark

Through CULTURE in the first two months, you will hire the attitude, specifically in your experienced hires



“You always have a home with Sea”

External



USERS

Users will understand Sea and corporate brand image through TV show and storefronts

In USERS, you will create a TV show SeaLife and open SeaStores to boost awareness and understanding of the Sea brand with users



SeaLife

- Follow the journey of two young aspiring gamers and family
- Broadcasted on National TV and streaming



SeaStores

- Provide an in-person user experience of Sea ecosystem
- Malls are still relevant and valuable

This will display your overarching value of family as well as your existing core values to boost Sea recognition and understanding



SeaLife



SeaStores

28M more people across SEA aware of Sea brand and understand its values

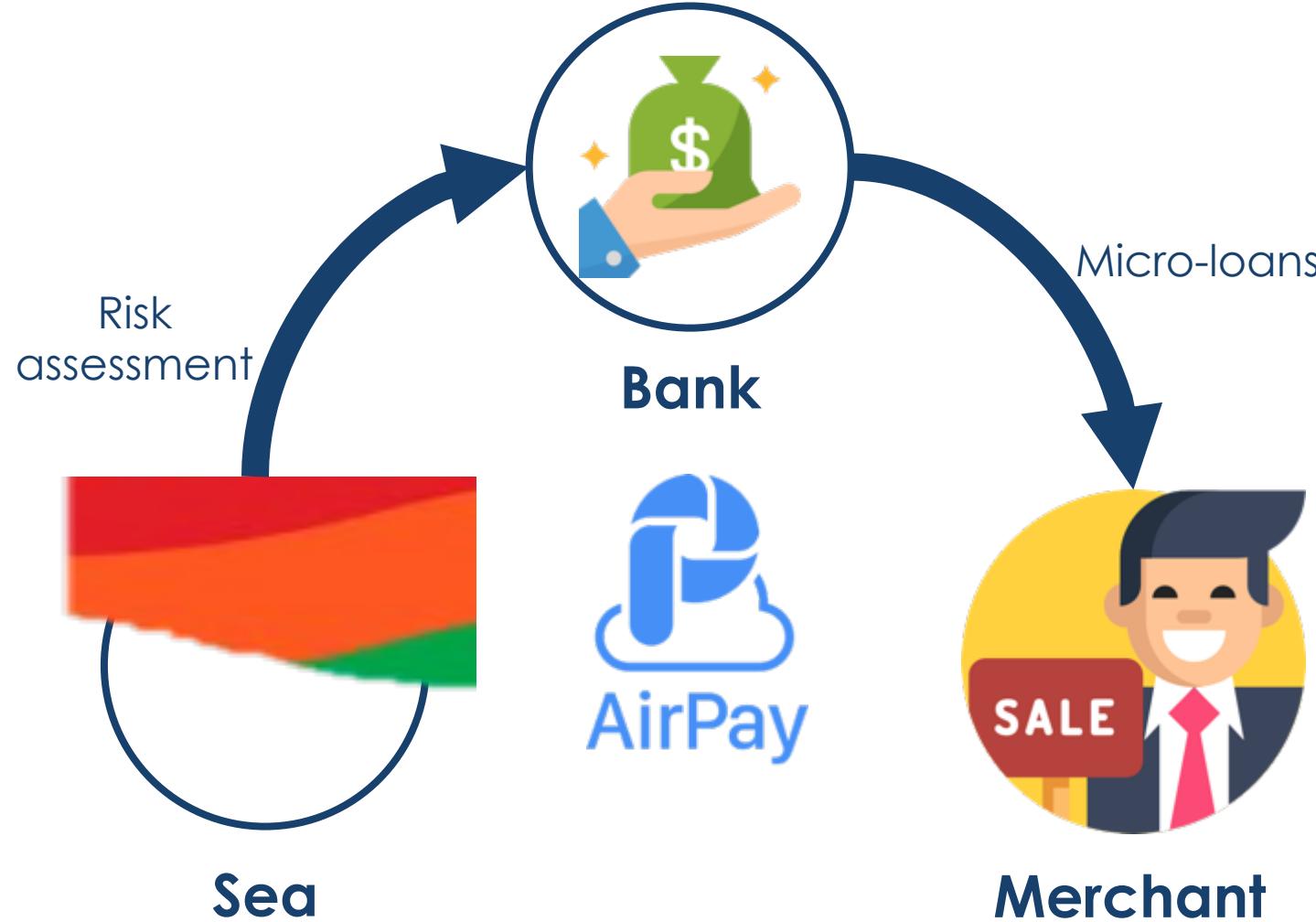
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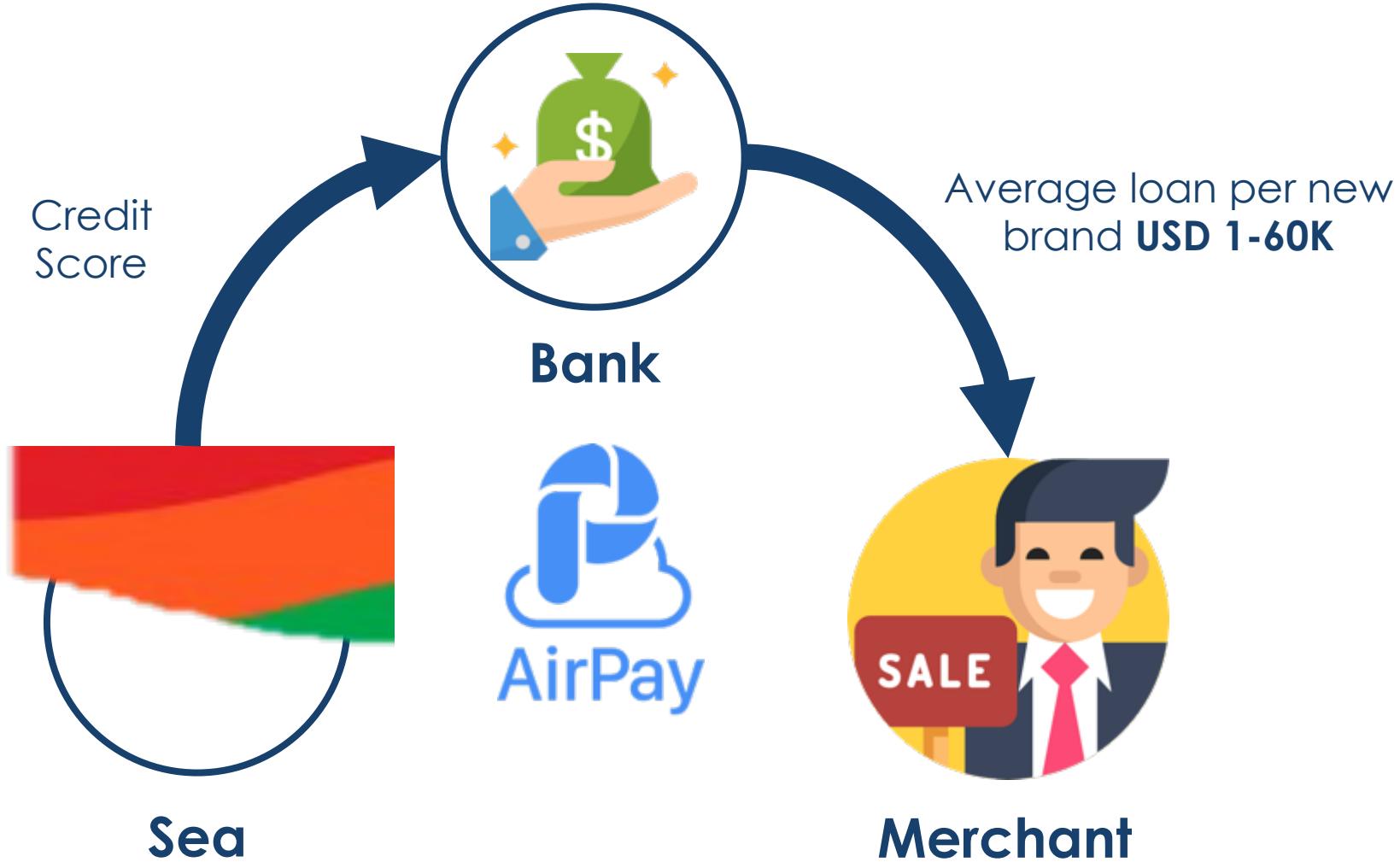
MERCHANT

*Deliver additional value to
merchants through facilitating
micro-loans*

In MERCHANT, you will help small merchants grow their businesses by working with banks to provide capital faster and at lower interest rates



This will provide **USD 5-300M** of loans to **5,000 merchants**, and solidify our sense of family with them



CULTURE, USERS, and MERCHANT is aligned with Sea's values



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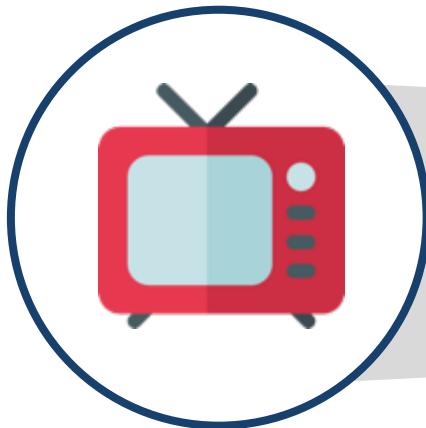


CULTURE

*Corporate brand values
permeate throughout company
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Currently, your channels and screening of senior management applications are inadequate to meet growth

Channels



- Referrals
- Headhunting

Psychometric testing



- Technical testing only

Interview



- Technical interview focus

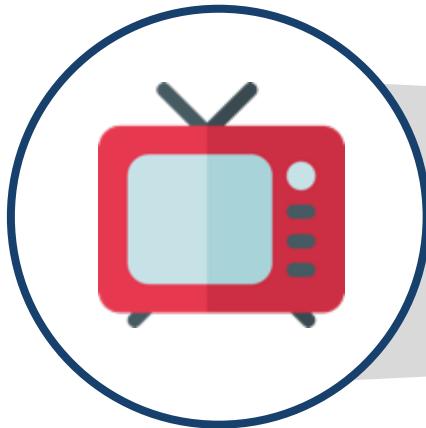
Hired by Sea



14 p.a. in Senior Management

CULTURE will first focus on hiring the attitude by increasing hiring channels and fit-focused screening processes

Channels



- Referrals
- Headhunting
- Networking events
- Poaching

Psychometric testing



- Technical testing only
- Personality tests for fit

Interview



- Technical interview focus
- Fit-focused criteria

Hired by Sea



14 p.a. in Senior Management

17 Senior Mgmt Members p.a.

External



USERS

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In USERS, you will create a TV show SeaLife and open SeaStores to boost awareness and understanding of the Sea brand with users



SeaLife

- Follows the journey of two young aspiring gamers in their journey to Garena World
- Shopee product placement

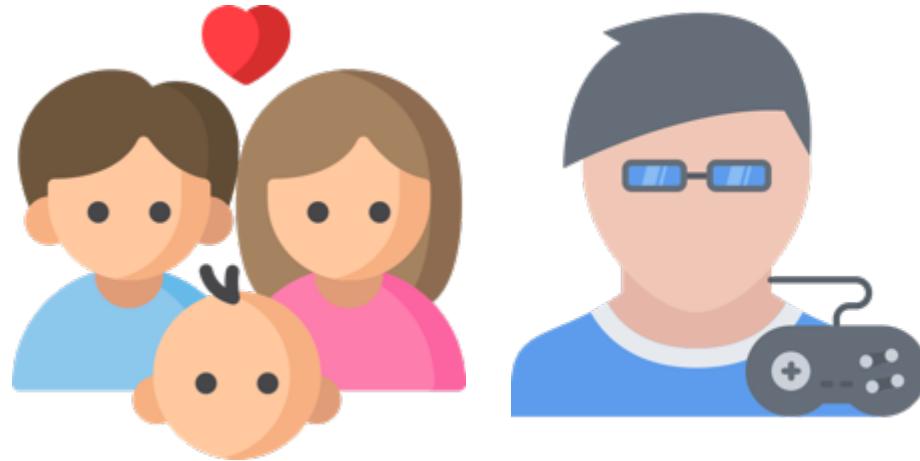


SeaStores

- Provide an in-person user experience of Sea products
- Malls are still relevant and valuable

SeaLife showcases Sea's ecosystem to Thai people in weekly 10 minute episodes for 10 weeks, showcasing Sea's brand and family focus

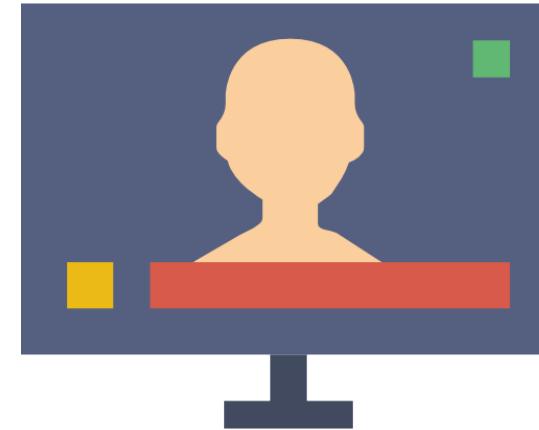
Cast



Casting Criteria:

- Thai Boys aged 12-16
- Thai mother and father
- Boys are experienced gamers

10 min weekly episodes

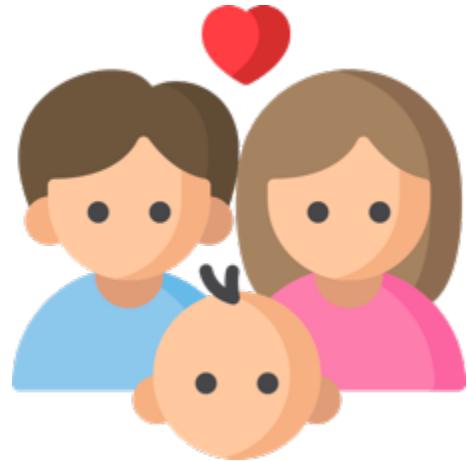


Broadcast Channels:

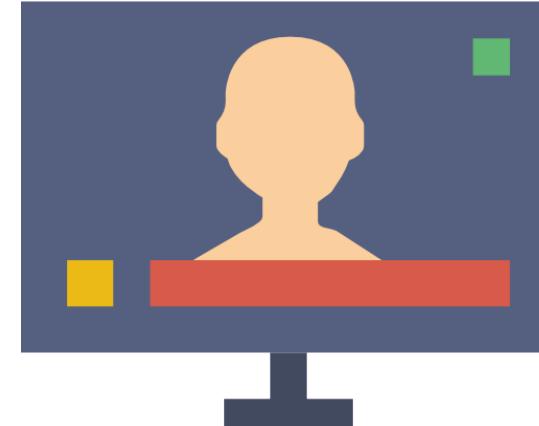
- National TV
- Stream on Garena
- Shopee clips

SeaLife will be self-funded through product placements of Shopee merchants

Cast



22 min weekly episodes



Costs



USD**85K**

USD**100K**

Distribution per episode

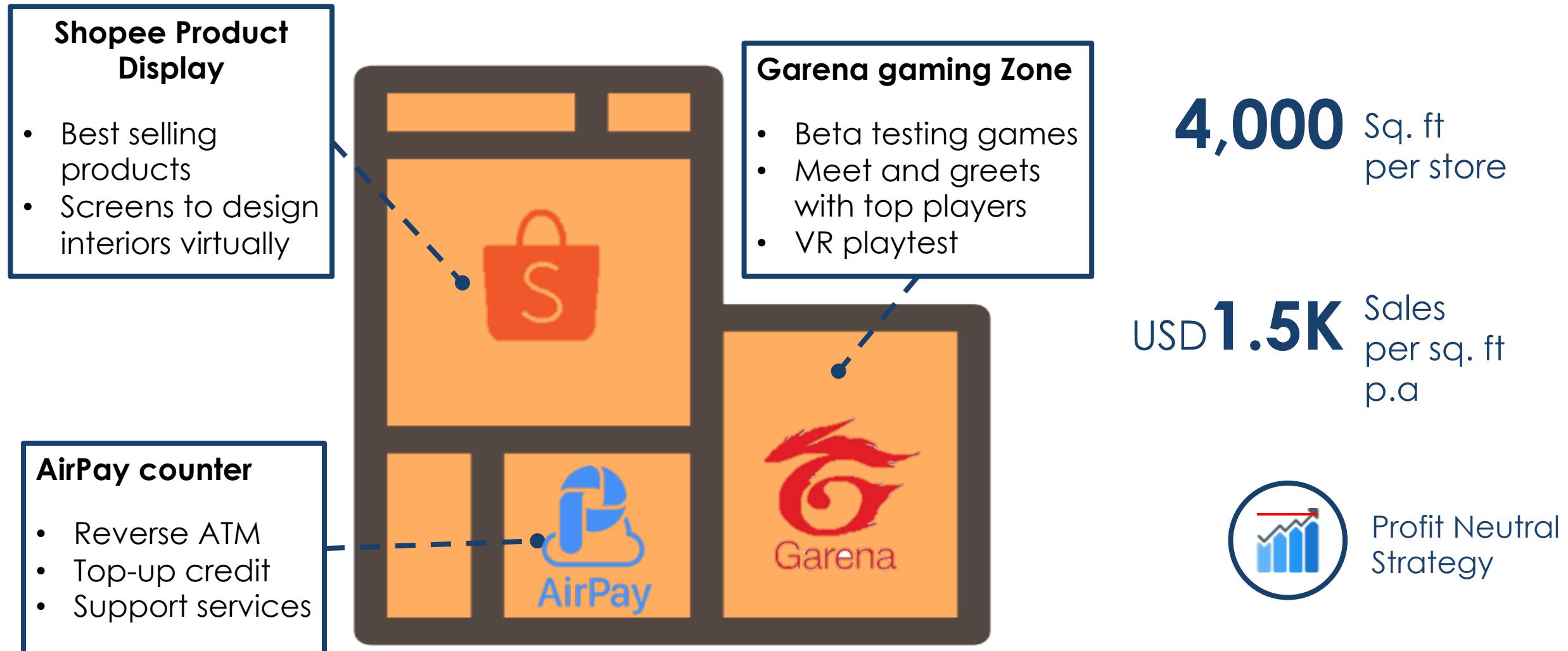
Production per episode

Revenue



USD**300K** per episode

SeaStores will integrate all Sea offerings as a family destination in 5 Bangkok malls to broadcast the Sea brand image



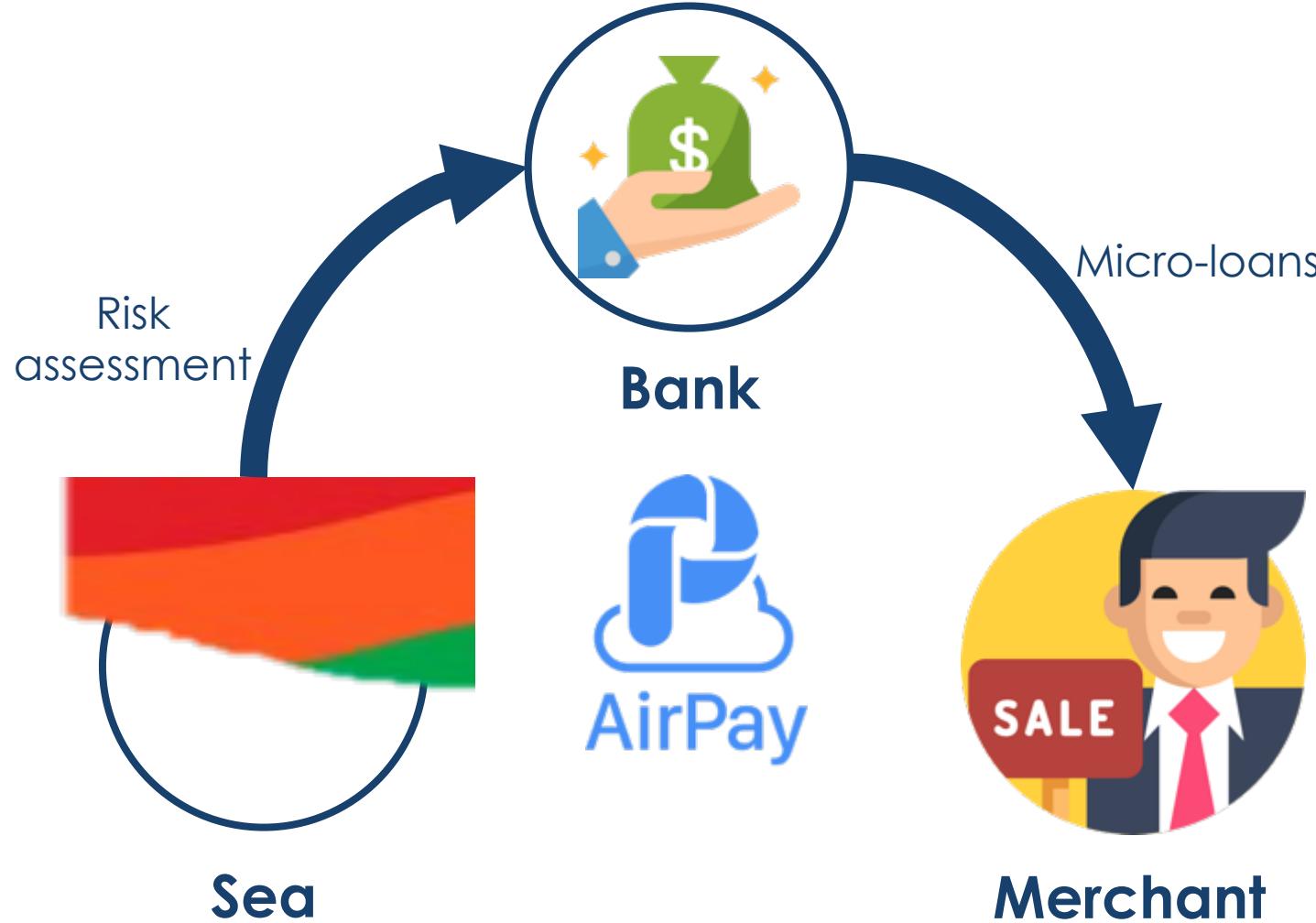
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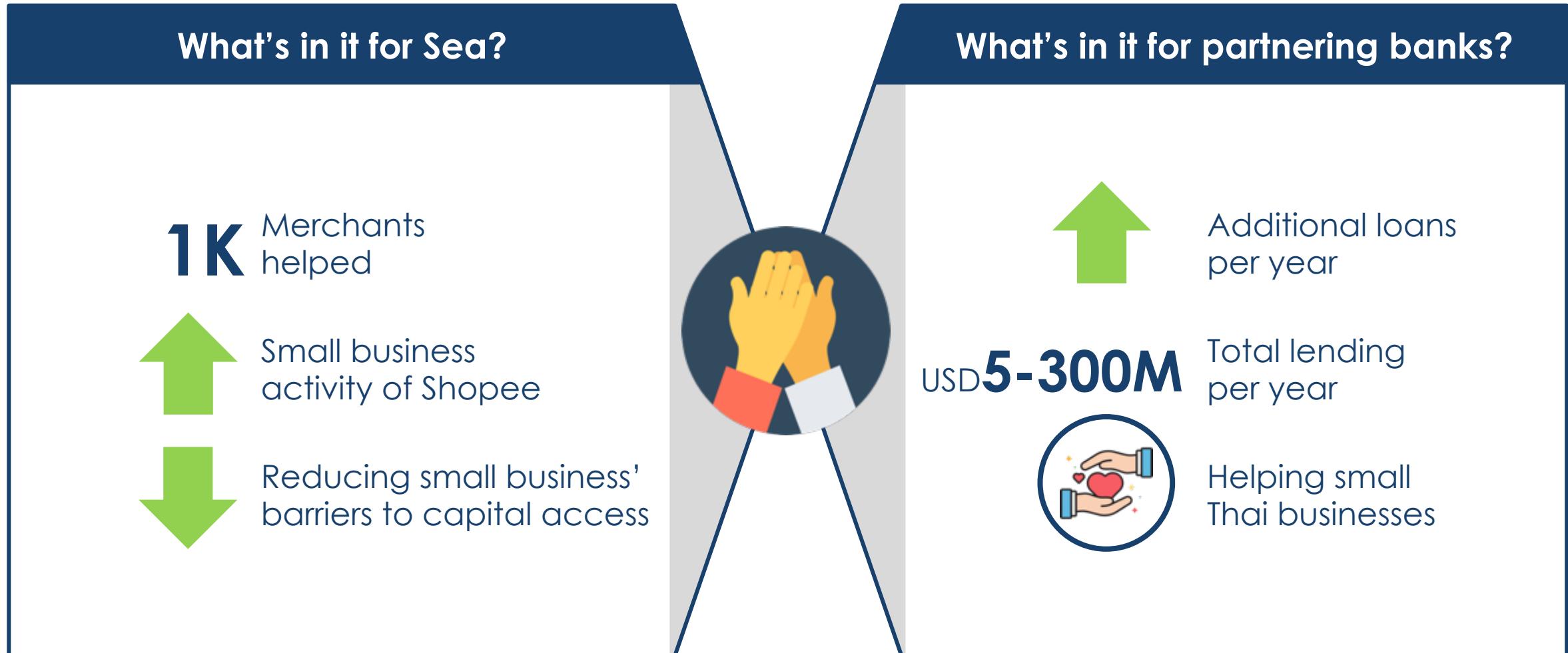
MERCHANT

*Deliver additional value to
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micro-loans*

MERCHANT involves providing risk assessment to partnered banks to facilitate micro-loans to merchants via AirPay platform



Both Sea and partnering banks will experience numerous benefits.



Small merchants will now be able to better access capital through SeaLoans™ in the AirPay platform

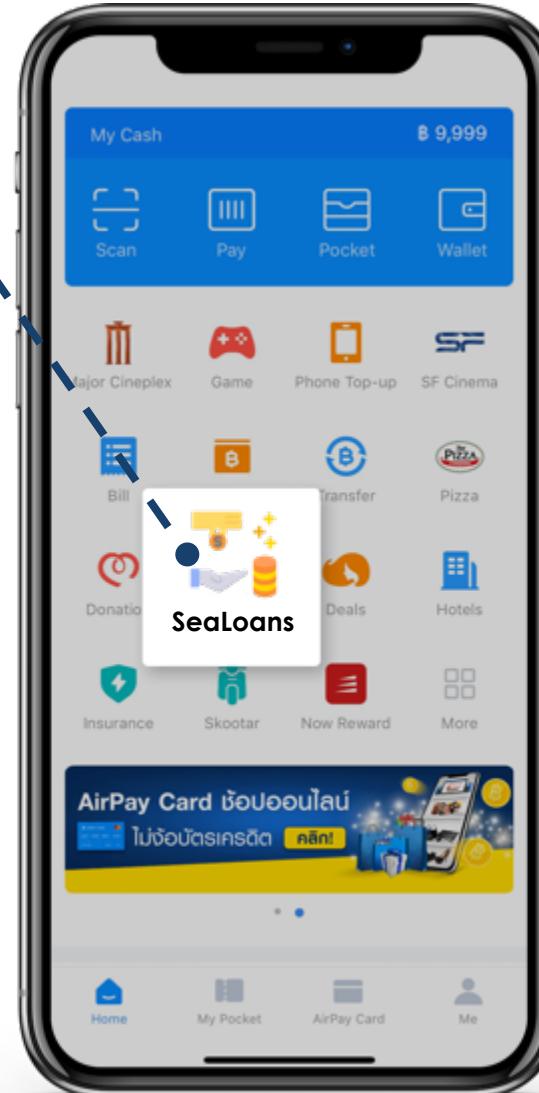
New SeaLoans™ service in AirPay



Sea has transaction data



Risk assessment and determine creditworthiness



Merchant

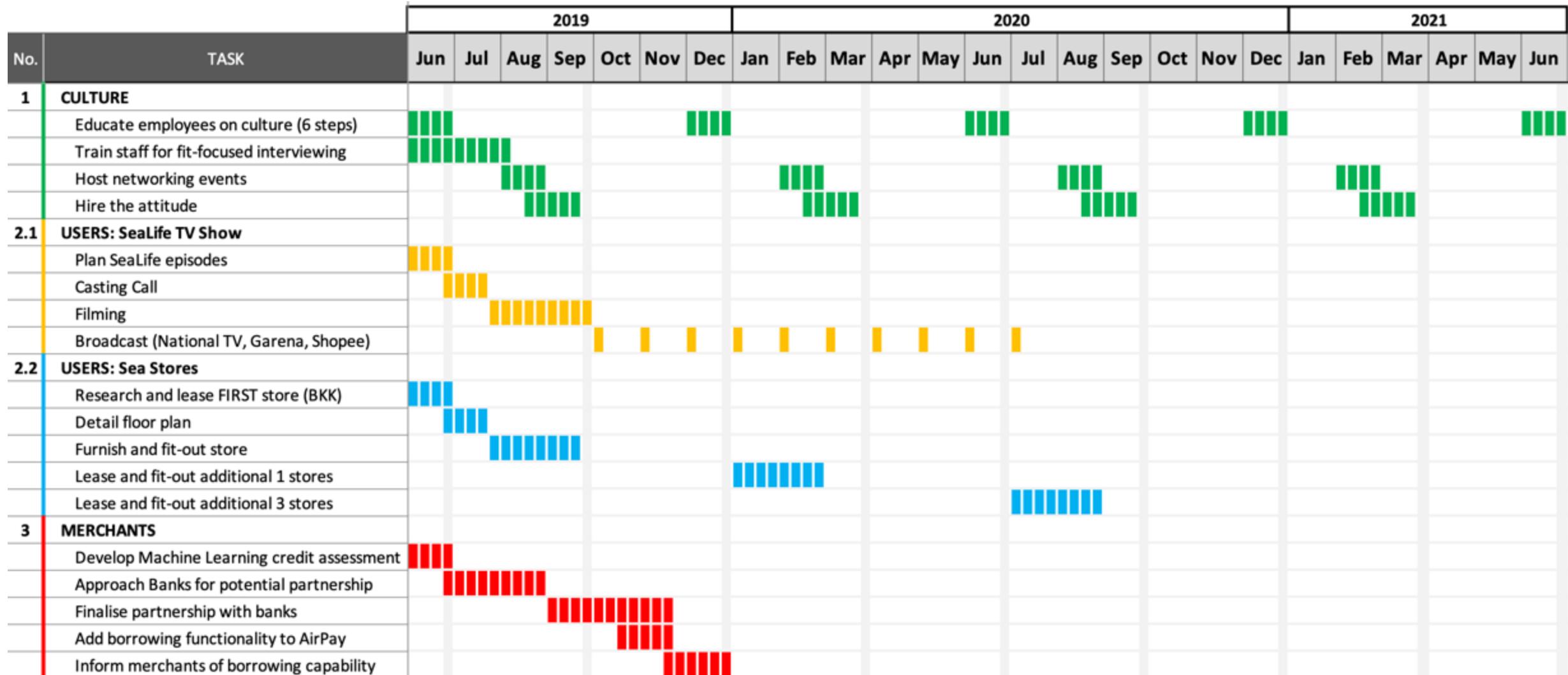
5%

Reduced borrowing interest rates



Reduced wait time to receive funds

Overall, CULTURE, USERS, and MERCHANTS will begin roll-out immediately and continue across the next 2 years





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