



PRIDESHOW

PRIDESHOW RANKING · EDITION 1 · 2026

THE PINK ECONOMY MATURITY INDEX

Thailand's \$10.3B pink economy is no longer a niche. It is a formalized sector —
now measured, segment by segment.

2,152 businesses · 5 indices · 1 ranking

JUNE 26–27, 2026 · BITEC BANGNA, BANGKOK · PRIDESHOW.ORG

IN PARTNERSHIP WITH



Deutsche Bank





Backing the business case for inclusion.

Deutsche Bank is proud to partner on the first edition of the PrideShow Ranking — Thailand's first measure of LGBTQ+ inclusion across the companies shaping its economy.

We have long believed that inclusion is not only right, but a driver of talent, trust and long-term value — for our people, our clients, and the markets we serve.

Our congratulations to every organisation recognised in these pages, and to the community whose progress they reflect.



Pimolpa Simaroj

Chief Country Officer, Thailand · Deutsche Bank



Where the ranking comes to life.

Two days at BEAT Active, BITEC Bangna — the Ring the Bell ceremony, executive keynotes, Thailand’s Drag Stars and the Drag Arena International, an all-day festival floor and Pink Market.

Ring the Bell for LGBTIQ+ Equality

Day 1 opens with a One-Minute Silence, an official welcome, and the Global Campaign Presentation for LGBTIQ+ Equality — with keynote remarks from the UN Human Rights Office (OHCHR), the Stock Exchange of Thailand, and TransTalents Consulting Group.

The Inclusion Avengers — NGO Keynotes

Executive keynotes from TransTalents Consulting Group, Rainbow Sky Association of Thailand (RSAT) and APCOM Foundation — on LGBTQIAN+ economic inclusion and the Pink Economy, ESG and business & human rights, and corporate–community partnership — followed by a cross-sector panel on the future of inclusion in Thailand and Asia.

The Festival Floor & Pink Market

Beyond the keynotes: an all-day festival floor with Thailand’s Drag Stars and the Drag Arena International, plus the Pink Market and exhibitors from across the directory — the pink economy, live and trading.

FULL PROGRAMME & TICKETS · [PRIDESHOW.ORG/PRIDESHOW2026](https://prideshow.org/prideshow2026)

WITH THANKS TO OUR PARTNERS

PRINCIPAL PARTNERS



SUPPORTED BY



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HOW TO READ THE TIERS

 **PLATINUM**
80–100 points

 **GOLD**
65–79 points

 **SILVER**
45–64 points



METHODOLOGY

How We Measure

- MNC** Inclusion Index — Thailand presence, frameworks, DEI, audit, scale
- PLC** ESG Score — LGBTQ+ policy, supply chain, community, reporting
- NGO** Impact Score — communities served, training hours, corporate clients
- SME** Quality Score — rating, reviews, certification, completeness
- KOL** PrideScore — content authenticity, community trust, reach

Each segment is scored by the engine best suited to it, then ranked silver-and-above; unrated entities are not published. Scores draw on public disclosures, platform data, and structured enrichment — the same data that powers the live directory at prideshow.org. We weight what an organisation can demonstrably show over what it can claim, and we deliberately exclude pink-washing signals: a Pride-month logo with no year-round policy earns nothing. Tiers are fixed thresholds (platinum ≥ 80 , gold ≥ 65 , silver ≥ 45), so a tier means the same thing in every segment. Corrections and additions are welcomed at prideshow.org.

THE TIERS — FIXED THRESHOLDS, IDENTICAL IN EVERY SEGMENT



BY THE NUMBERS

The Ranking In Numbers

2,152

RANKED

30

PLATINUM

475

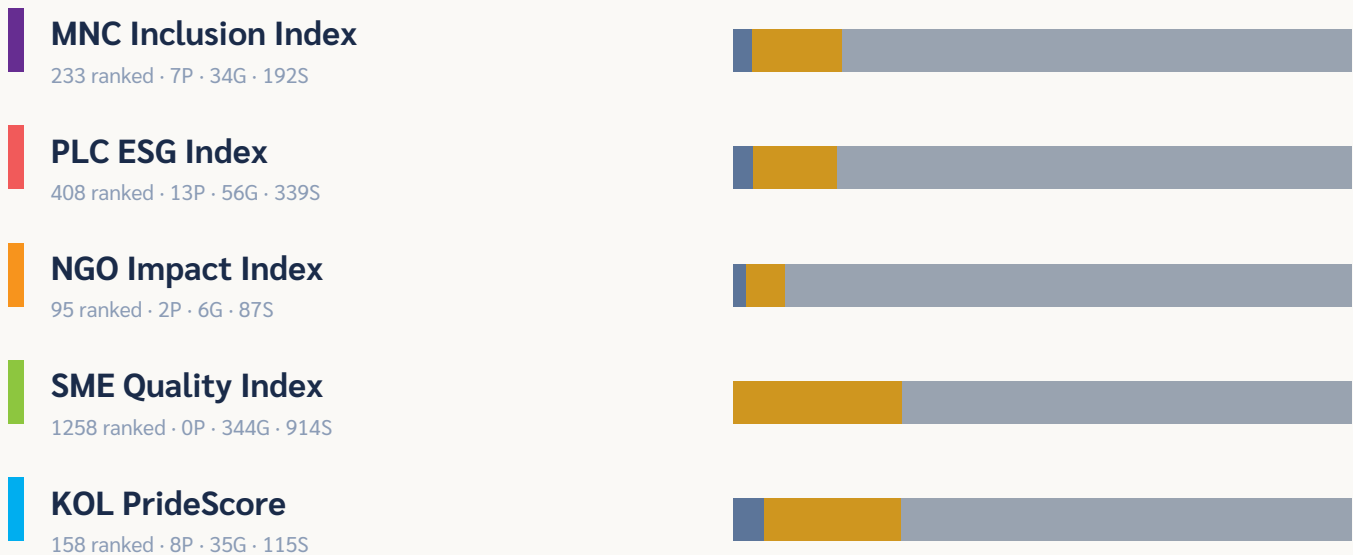
GOLD

1,647

SILVER

HOW EACH INDEX BREAKS DOWN

● Platinum ● Gold ● Silver



THE PINK ECONOMY

\$10.3B

THAILAND PINK ECONOMY

~13.6%

EST. ANNUAL GROWTH

\$4.7T

GLOBAL LGBTQ+ MARKET

Sources: LGBT Capital global estimate (2023); PrideShow domestic estimate. Figures are directional.



The Inclusion Dividend is a balance-sheet item.

For a bank, inclusion is not an abstract value — it is a measurable input to performance. Diverse, inclusive organisations attract deeper talent pools, retain people longer, and earn the trust of customers who increasingly choose brands that reflect their values.

Thailand makes the case vividly. Its pink economy is estimated at USD 10.3 billion and growing near 13.6% a year — outpacing the broader economy and drawing in tourism, healthcare, retail and the creator sector. With marriage equality now in force, a cultural milestone has become a commercial one, and the companies that moved first hold a documented advantage.

The organisations ranked in this edition are the ones turning a welcoming reputation into measurable value. At Deutsche Bank, we see that as exactly the long-term thinking that builds resilient businesses — and we are proud to stand alongside them.

USD 10.3B

THAILAND'S PINK ECONOMY — GROWING ROUGHLY 13.6% A YEAR, THE MARKET BEHIND THE INCLUSION DIVIDEND

Deutsche Bank



FROM THE PUBLISHER

The Pink Economy Grows Up

Thailand has spent a decade as Asia's most visible LGBTQ+ destination. In 2024 it became something harder-won: the first Southeast Asian nation to recognise marriage equality. A year on, the question is no longer whether the country is welcoming — it is who, exactly, is doing the work.

This first edition of the PrideShow Ranking answers that with evidence. Across five segments — multinationals, listed Thai companies, non-profits, small businesses, and the creators who shape the culture — we measured 2,152 organisations and individuals against the signals that actually move inclusion forward. Not slogans. Not a single rainbow logo in June. Measurable policy, measurable reach, measurable money.

What emerges is a pink economy that has graduated. Hospitality groups now treat Thailand as a benefits laboratory. SET-listed conglomerates host Pride across hundreds of shopping centres. Clinics built by and for the community have become world-class medical-tourism destinations. And a generation of openly queer creators has turned authenticity into the most durable career asset in Thai entertainment.

A ranking is a provocation as much as a record. If your organisation is not here, the path is open. If it is, the bar rises next quarter. We will be back in September.

THE PRIDESHOW TEAM



Benz

Nattariya
Choocherd



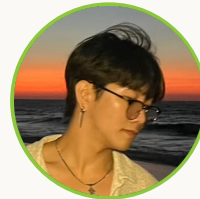
View

Jittakorn
Sabut



Troy

Giuseppe
Hanz Leprozo



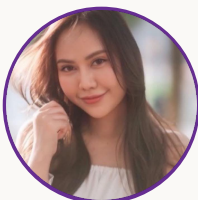
Vy

Jervy
Vallejos



Eli

Elias
Morcos



Queen

Yada
Mahatthanakitbhakdi



Bew

Jaruphan
Jamprawit



Chang

Oran
Charoenlap



MrBee

Gritapat
Setachanatip



Björn

Kempe

Messe Asia Co., Ltd.

Organiser of PrideShow 2026 & the prideshow.org platform



MNC INCLUSION INDEX

233 RANKED ENTITIES

TOPPED BY InterContinental Hotels Group (IHG) · 96/100

01

7

PLATINUM

34

GOLD

192

SILVER



InterContinental Hotels Group (IHG)

A HUNDRED-PERCENT RECORD

InterContinental Hotels Group arrives at the top of the multinational table with the cleanest external scorecard in the segment: a perfect 100% on the Human Rights Campaign's Corporate Equality Index, sustained across multiple years. For a company operating InterContinental, Kimpton, Six Senses, Crowne Plaza and Holiday Inn across Thailand's capital and resort markets, that consistency matters more than any single gesture.

IHG's inclusion work is structural. A global DEI strategy spans race, gender, LGBTQ+ status and disability; its Out & Open colleague network gives LGBTQ+ staff a worldwide community; and the group's partnerships — with the Elton John AIDS Foundation since 2016 and with The Trevor Project on LGBTQ+ youth crisis support — extend its commitments well beyond its own payroll.

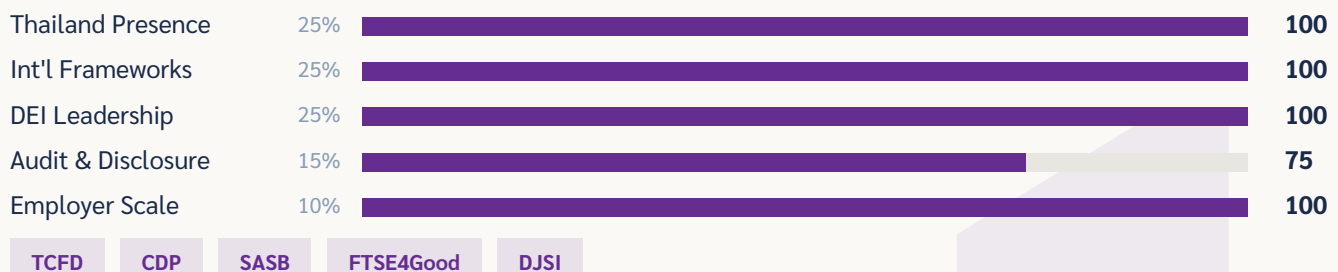
In the Inclusion Index, IHG edges to the very top on every axis PrideShow weighs: a multi-brand Thai presence, full international-framework adherence backed by externally-assured reporting, and DEI leadership with named, long-running programmes rather than seasonal campaigns. It is the textbook case of a foreign-headquartered operator earning the number-one place on a Thailand-inclusion ranking.

“

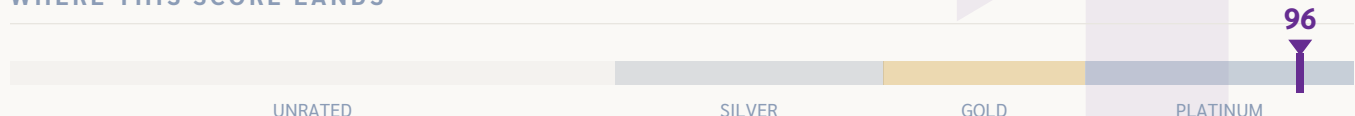
A perfect Corporate Equality Index score, sustained — and partnerships that outlast any single Pride season.

— PrideShow Editorial Board

SCORE BREAKDOWN



WHERE THIS SCORE LANDS





NO. 2 OF 233 • MNC INCLUSION INDEX

★ PLATINUM

Accor S.A.

THE WELCOME HAS A FOOTPRINT

No hospitality group is woven more deeply into Thailand's tourism map than Accor. Its 45-plus brands — from Raffles and Sofitel at the luxury end to Novotel, Mercure and ibis in every secondary city — make it the operator most travellers actually pass through, and the one whose inclusion posture reaches the widest Thai workforce.

That posture is not improvised. Accor has been named to Stonewall's Top Global Employers for LGBTQ+ inclusion, and its RiISE network — 40,000-plus members worldwide working on gender equality and LGBTQ+ allyship — gives the policy an internal engine rather than a press release. The group reports against GRI, TCFD, CDP and SASB, and sits on both the DJSI Europe and World indices and the FTSE4Good Index.

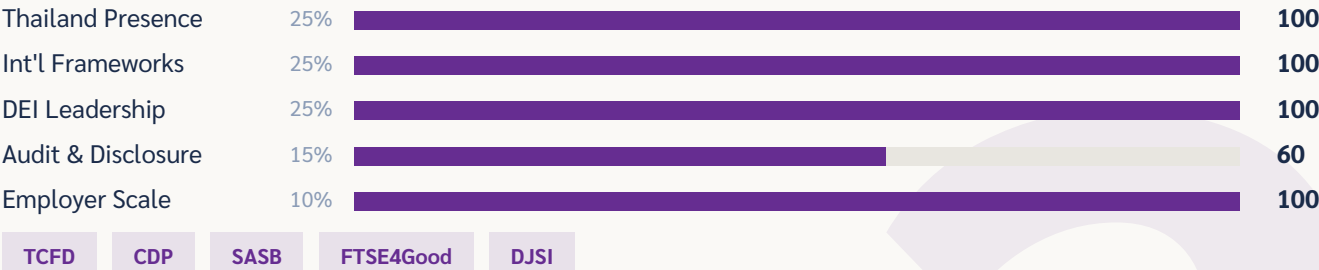
For PrideShow's Inclusion Index, that combination places Accor a close second on the multinational table — matched only by IHG's externally-assured record. What distinguishes Accor is operationalisation at the largest Thai scale: a deep, demonstrable presence carried by independently-verifiable frameworks, attached to a benefits architecture that travels to every property in the country.



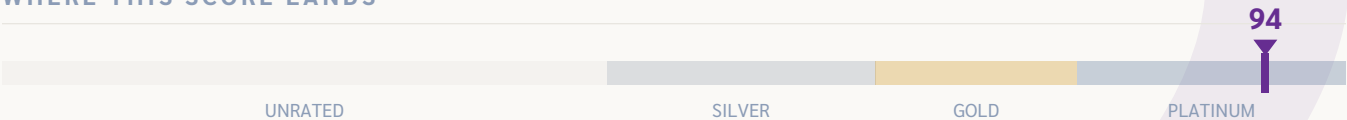
The widest footprint in Thai hospitality, carrying the most verifiable inclusion frameworks behind it.

— PrideShow Editorial Board

SCORE BREAKDOWN



WHERE THIS SCORE LANDS



LVMH Moët Hennessy Louis Vuitton

LUXURY, HELD TO ACCOUNT

LVMH is the world's largest luxury house — 75 maisons, from Louis Vuitton and Dior to Tiffany & Co. and Sephora — and its Thai presence anchors the country's premium retail floors at Siam Paragon, EmQuartier and Central Embassy. Scale alone does not earn a top-three place; disclosure does.

The group's EllesVMH programme reports 58% women in senior roles, and its Institut des Métiers d'Excellence runs inclusive craft apprenticeships that widen who gets to enter the luxury trades at all. On the environmental and governance side, LVMH reports against GRI, TCFD, CDP and SASB and held a place on CDP's Climate A-List.

For the Inclusion Index, LVMH demonstrates that a retail-and-fashion multinational can convert prestige into measurable inclusion: documented gender-equality outcomes, verifiable framework adherence, and a Thai footprint embedded in the country's highest-traffic retail destinations. It is the strongest non-hospitality case in the multinational segment, and a signal that Thai luxury consumers increasingly expect the houses they buy from to show their work.

“

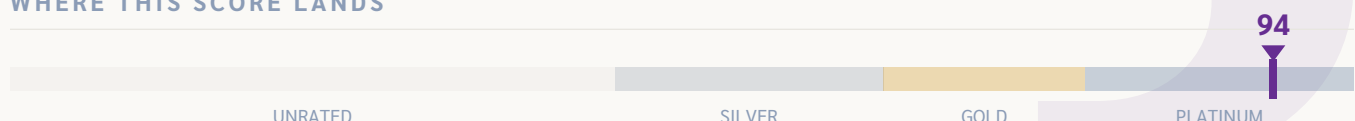
Prestige converted into measurable inclusion — 58% women in senior roles, disclosed and verifiable.

— PrideShow Editorial Board

SCORE BREAKDOWN



WHERE THIS SCORE LANDS



Marriott International

THAILAND AS THE TEST BED

Marriott is the largest hospitality employer in this ranking — 1.5 million associates worldwide, 30-plus properties across Bangkok, Phuket, Pattaya, Hua Hin, Chiang Mai and Koh Samui under brands from JW Marriott and Ritz-Carlton to W and Sheraton. Scale that size makes its inclusion choices consequential for a huge Thai workforce.

The substance is documented: a perfect 100% Human Rights Campaign Corporate Equality Index score sustained over multiple years, a global PRIDE associate resource group, the long-running Love Travels campaign welcoming LGBTQ+ guests, and an explicit Inclusion Principle inside its Serve 360 platform. As a UN Global Compact signatory, those commitments are externally legible.

In the Inclusion Index, Marriott's combination of breadth, framework adherence and named programmes places it firmly in the platinum tier — proof that the world's biggest hotelier treats Thailand as somewhere to set the standard, not just sell rooms.



The largest hospitality employer here — and its inclusion choices reach a huge Thai workforce.

— PrideShow Editorial Board

SCORE BREAKDOWN

Thailand Presence	25%		100
Int'l Frameworks	25%		100
DEI Leadership	25%		100
Audit & Disclosure	15%		60
Employer Scale	10%		100

TCFD

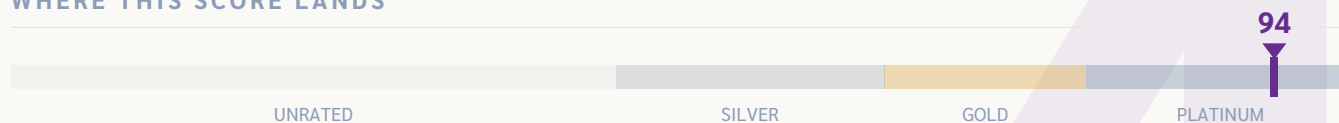
CDP

SASB

FTSE4Good

DJSI

WHERE THIS SCORE LANDS



Hilton Worldwide

BEST PLACE TO WORK, PROVEN

Hilton brings an unusual external validator to the table: it has topped Fortune's "100 Best Companies to Work For" three years running, the only hospitality company ever to do so. For a workforce of 460,000 across 7,500-plus hotels — eleven of them in Thailand under Conrad, Waldorf Astoria, DoubleTree and the Hilton flagship — that culture signal matters.

It is backed by a perfect HRC Corporate Equality Index score across consecutive years, the global Pride Hilton team-member resource group, and a 2023 ESG report aligned to GRI, TCFD, CDP and SASB. Hilton's anti-trafficking work with ECPAT extends its responsibility beyond its own walls.

In the Inclusion Index, Hilton sits in platinum on the strength of a workplace culture that is independently ranked best-in-class and a Thai footprint that carries it.



The only hospitality company to top Fortune's Best Companies list three years running.

— PrideShow Editorial Board

SCORE BREAKDOWN

Thailand Presence	25%		80
Int'l Frameworks	25%		100
DEI Leadership	25%		100
Audit & Disclosure	15%		60
Employer Scale	10%		100

TCFD

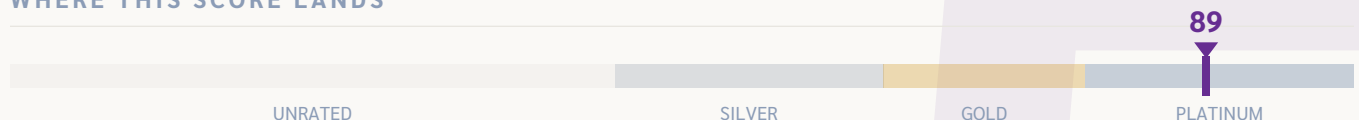
CDP

SASB

FTSE4Good

DJSI

WHERE THIS SCORE LANDS





NO. 6 OF 233 • MNC INCLUSION INDEX



★ PLATINUM

Hyatt Hotels Corporation

SMALLER FOOTPRINT, FULL CONVICTION

Hyatt is the most boutique of the platinum hoteliers here — 140,000 colleagues, a curated portfolio of Park Hyatt, Andaz, Alila and Thompson alongside Grand Hyatt and Hyatt Regency, with Thai properties in Bangkok and Pattaya. It proves that inclusion leadership is not the preserve of the largest operators.

Hyatt holds a perfect Human Rights Campaign Corporate Equality Index score across multiple years, runs the global HyPride business resource group, and frames its people commitments through the "Care for People, Thrive Together" platform, with ESG reporting aligned to GRI, TCFD, CDP and SASB.

In the Inclusion Index, Hyatt earns platinum on conviction rather than volume — the same verifiable frameworks and named programmes as its larger peers, applied across a more selective but no less committed Thai presence.

“

Inclusion leadership is not the preserve of the largest operators.

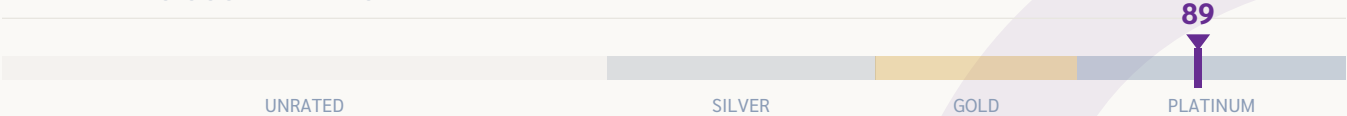
— PrideShow Editorial Board

SCORE BREAKDOWN

Thailand Presence	25%		80
Int'l Frameworks	25%		100
DEI Leadership	25%		100
Audit & Disclosure	15%		60
Employer Scale	10%		100

TCFD CDP SASB FTSE4Good DJSI

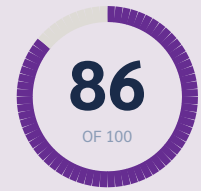
WHERE THIS SCORE LANDS





NO. 7 OF 233 • MNC INCLUSION INDEX

MR DIY Thailand



★ PLATINUM

INCLUSION ON EVERY HIGH STREET

MR DIY is the most everyday brand in the multinational top ten — over 1,000 home-improvement and lifestyle stores across 74 Thai provinces, far from the luxury floors that dominate the rest of the list. Its reach into ordinary Thai retail life is exactly why it matters.

As a subsidiary of the Malaysia-listed MR DIY Group, it inherits an ASEAN-wide DEI framework: a documented equal-opportunity policy covering sexual orientation and gender identity, same-sex partner welfare benefits extended after Thailand's Marriage Equality Act, and GRI-aligned sustainability reporting across its retail supply chain.

In the Inclusion Index, MR DIY's platinum placement shows that a value retailer operating at provincial scale can carry the same inclusion standards as a global hotel group — and bring them to high streets the rest of this list never reaches.

“

A value retailer at provincial scale, carrying the same standards as the global names.

— PrideShow Editorial Board

SCORE BREAKDOWN

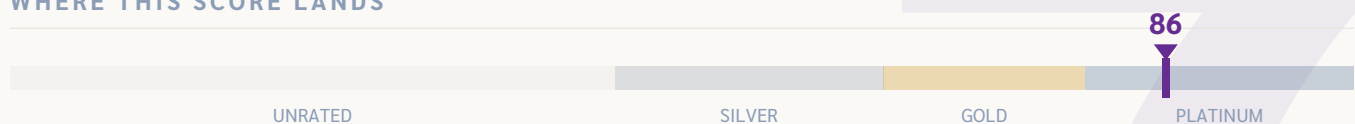
Thailand Presence	25%		100
Int'l Frameworks	25%		60
DEI Leadership	25%		100
Audit & Disclosure	15%		100
Employer Scale	10%		55

TCFD

CDP

SASB

WHERE THIS SCORE LANDS





NO. 8 OF 233 • MNC INCLUSION INDEX

Amazon.com, Inc.



THE CLOUD LANDS IN BANGKOK

Amazon's Thai presence stepped up sharply when AWS opened a Bangkok cloud region in 2022, anchoring the country's digital infrastructure. Behind the 1.5-million-employee technology and e-commerce giant sits a mature inclusion apparatus relevant to its growing Thai workforce.

Amazon holds a perfect Human Rights Campaign Corporate Equality Index score over multiple years, runs the global Glamazon LGBTQ+ affinity group, and partners with the Human Rights Campaign on Pride initiatives. Its Climate Pledge — net-zero by 2040, now with 400-plus signatories — signals the same disclosure discipline across its ESG commitments.

In the Inclusion Index, Amazon's gold placement reflects deep DEI infrastructure and growing Thailand investment, with the headroom to climb as its local footprint matures from cloud region to full operating presence.

“

A perfect equality-index record meets a fast-growing Thai cloud footprint.

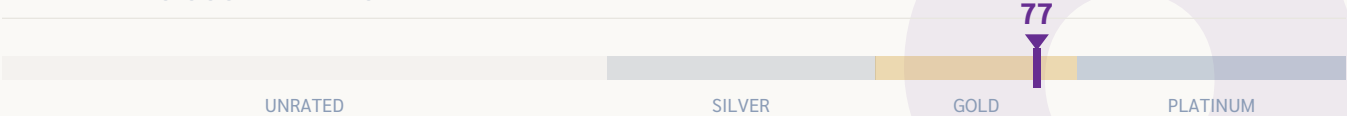
— PrideShow Editorial Board

SCORE BREAKDOWN

Thailand Presence	25%		30
Int'l Frameworks	25%		100
DEI Leadership	25%		100
Audit & Disclosure	15%		60
Employer Scale	10%		100

- TCFD
- CDP
- SASB
- FTSE4Good
- DJSI

WHERE THIS SCORE LANDS





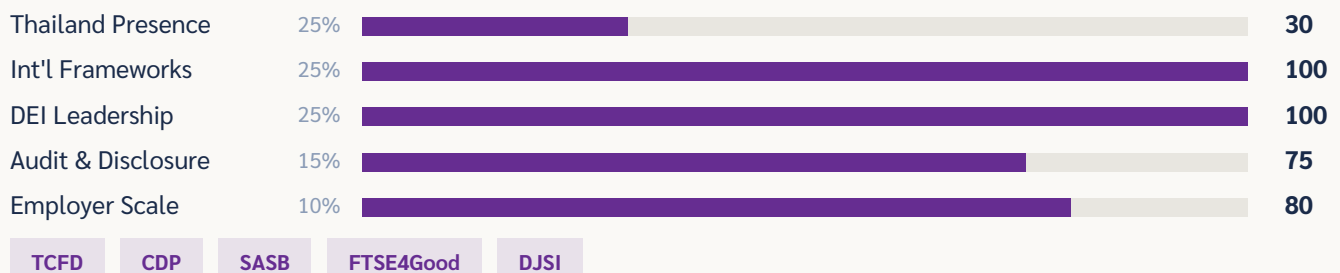
NO. 9 OF 233 · MNC INCLUSION INDEX



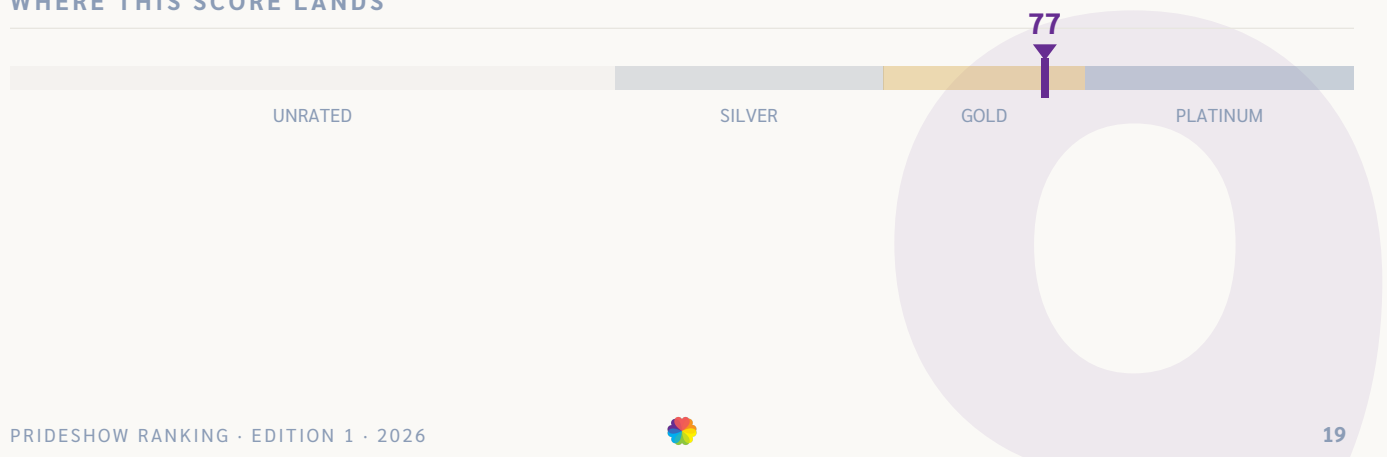
Deutsche Bank

German multinational investment bank and financial-services company (FSE: DBK; NYSE: DB), headquartered in Frankfurt and operating in 50-plus countries. Its Deutsche Bank AG Bangkok branch, licensed since 1978, serves corporate, investment, and institutional clients in Thailand. Around 90,000 employees and one of the largest banks in Europe by assets, with a long-standing LGBTQ+ inclusion record through the global dbPride network and a sustained 100% Human Rights Campaign Corporate Equality Index score backed by externally-assured non-financial reporting.

SCORE BREAKDOWN



WHERE THIS SCORE LANDS





NO. 10 OF 233 • MNC INCLUSION INDEX

HSBC Holdings

BANKING, OUT IN THE OPEN

HSBC is one of the most globally consistent inclusion employers in finance, and its Thai operations across commercial, global and markets banking inherit that posture. The bank ranked #3 on Stonewall's UK Top 100 Employers, holds a perfect HRC Corporate Equality Index score in its US operations, and runs a Pride employee network spanning 40-plus countries with 9,000-plus members.

Its 2023 ESG review is aligned to GRI, TCFD, CDP and SASB — the disclosure baseline the Inclusion Index rewards. For a 220,000-employee universal bank, the value is consistency: an LGBTQ+ employee in Bangkok sits inside the same global framework as one in London.

In the Inclusion Index, HSBC earns gold, with a clear path upward as it makes its Thailand-specific inclusion data more visible.



An LGBTQ+ employee in Bangkok sits inside the same global framework as one in London.

— PrideShow Editorial Board

SCORE BREAKDOWN

Thailand Presence	25%		30
Int'l Frameworks	25%		100
DEI Leadership	25%		100
Audit & Disclosure	15%		60
Employer Scale	10%		100

TCFD

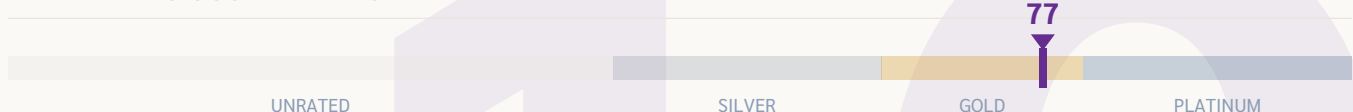
CDP

SASB

FTSE4Good

DJSI

WHERE THIS SCORE LANDS



MNC INCLUSION INDEX

Ranks 11–30 · 233 ranked in segment

TIER · SCORE

11		Starbucks Corporation	● GOLD	77
12		Standard Chartered	● GOLD	75
13		Citigroup	● GOLD	73
14		Ford Motor Company	● GOLD	73
15		Johnson & Johnson	● GOLD	73
16		JPMorgan Chase	● GOLD	73
17		Chanel	● GOLD	72
18		Pfizer Inc.	● GOLD	71
19		Allianz	● GOLD	69
20		AXA	● GOLD	69
21		BMW Group	● GOLD	69
22		Honda Motor Co., Ltd.	● GOLD	69
23		Mercedes-Benz Group AG	● GOLD	69
24		Nissan Motor Co., Ltd.	● GOLD	69
25		Roche Holding AG	● GOLD	69
26		Samsung Electronics	● GOLD	69
27		Unilever Thai Trading Limited	● GOLD	69
28		Volkswagen Group	● GOLD	69
29		Alibaba Group	● GOLD	68
30		Manulife Financial Corporation	● GOLD	68



MNC INCLUSION INDEX

Ranks 31–50 · 233 ranked in segment

TIER · SCORE

31		AstraZeneca plc	● GOLD	67
32		GSK plc	● GOLD	67
33		L'Oréal (Thailand) Ltd.	● GOLD	67
34		Novartis AG	● GOLD	67
35		Sanofi	● GOLD	67
36		Chubb Limited	● GOLD	65
37		DBS Group Holdings	● GOLD	65
38		Mastercard Incorporated	● GOLD	65
39		Sephora (LVMH)	● GOLD	65
40		The Cigna Group	● GOLD	65
41		Tokio Marine Holdings	● GOLD	65
42		Booking Holdings (Booking.com)	● SILVER	62
43		Visa Inc.	● SILVER	62
44		FWD Group Holdings	● SILVER	60
45		Grab Holdings	● SILVER	60
46		Suzuki Motor Corporation	● SILVER	60
47		Deloitte	● SILVER	59
48		Ernst & Young	● SILVER	59
49		PwC	● SILVER	59
50		Hyundai Motor Company	● SILVER	58



PLC ESG INDEX

408 RANKED ENTITIES

TOPPED BY Charoen Pokphand Group Co., Ltd... · 93/100

02

13

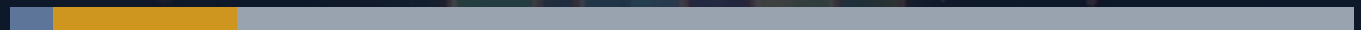
PLATINUM

56

GOLD

339

SILVER





★ PLATINUM

NO. 1 OF 408 • PLC ESG INDEX

Charoen Pokphand Group Co., Ltd. (C.P. Group)

THE CONGLOMERATE SETS THE FLOOR

Charoen Pokphand Group is the largest private company in Thailand, and the breadth of its reach — agribusiness and food through CPF, retail through CP All and 7-Eleven Thailand, telecoms through True — means its inclusion standards effectively set a floor for the domestic economy. When CP moves, suppliers and competitors follow.

The evidence sits in its listed subsidiaries. CPF, CPALL, TRUE and MAKRO all publish 56-1 One Reports and sustainability disclosures; CPF and CPALL are multi-year constituents of the Dow Jones Sustainability Indices for both World and Emerging Markets, and feature on the FTSE4Good Emerging Index. CPF has held a place on CDP's Climate A-List and earned recognition as a Supplier Engagement Leader.

In PrideShow's ESG Index, that disclosure depth across a 22-country, 450,000-employee group is what lifts CP to the top of the listed-company table. The opportunity ahead is explicitness: as marriage equality reshapes Thai benefits norms, the group best positioned to standardise same-sex partner provisions across an entire supply chain is the one that already sets the country's commercial baseline.



When the country's largest private group sets an inclusion standard, the supply chain follows.

— PrideShow Editorial Board

SCORE BREAKDOWN

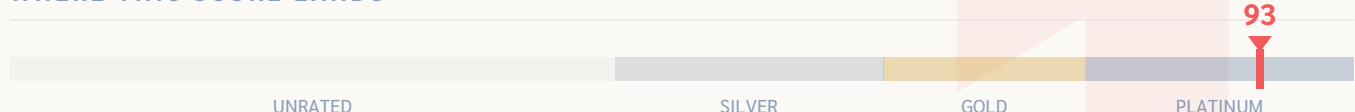
LGBTQ+ Policy	30%		100
Supply Chain	25%		100
Community	25%		70
Reporting	20%		100

GRI Standards

SEC 56-1 • 2023

TCFD

WHERE THIS SCORE LANDS





★ PLATINUM

NO. 2 OF 408 • PLC ESG INDEX

Central Pattana Public Company Limited

PRIDE, IN EVERY MALL

Central Pattana has done something few corporates anywhere can claim: it made Pride a fixture of physical retail. Through its 'Pride For All' programme — now running six consecutive years, from 2020 to 2025 — the developer has turned all 39 of its Central shopping centres into Pride venues, hosting drag performances, Rainbow Soulmate dating events, and on-site marriage-registration services as the law changed around them.

This is inclusion as infrastructure, not sponsorship. CPN co-developed an Inclusion Toolkit for business DEI practice, sits as a DJSI-listed real-estate industry leader, and is now pursuing a formal bid to host World Pride 2030 — a statement of ambition that would put Thailand on the global Pride calendar at the highest level.

For the ESG Index, Central Pattana scores on the rarest axis in the segment: community investment that is continuous, national in scale, and consumer-facing. A bank can publish a policy; CPN puts Pride in front of millions of shoppers, in every major Thai city, every June, and increasingly all year round.

“

Inclusion as infrastructure — Pride staged in 39 shopping centres, in every major Thai city.

— PrideShow Editorial Board

SCORE BREAKDOWN

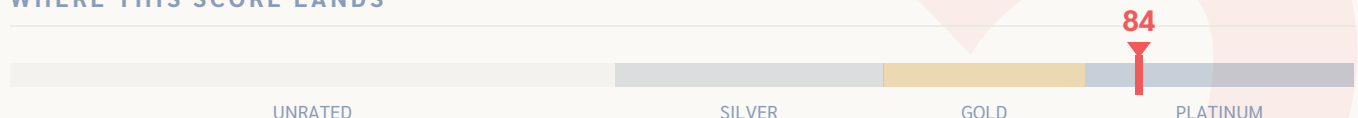
LGBTQ+ Policy	30%		85
Supply Chain	25%		75
Community	25%		80
Reporting	20%		100

GRI Standards

SEC 56-1 • 2024

TCFD

WHERE THIS SCORE LANDS





NO. 3 OF 408 • PLC ESG INDEX

Betagro Public Company Limited

EQUALITY REACHES THE FACTORY FLOOR

Betagro is not where most inclusion stories are set. The integrated agro-industrial group — animal feed, livestock, poultry, processed and pet food — employs more than 30,000 people across operations that are industrial, rural, and far from the rainbow-lit shopping floors of Bangkok. That is precisely why its place in this ranking matters.

Following Thailand's Marriage Equality Act, Betagro extended same-sex partner medical and welfare benefits across its entire group workforce, and its 56-1 One Report documents an equal-opportunity employment policy explicitly covering sexual orientation and gender identity. Its anti-harassment grievance mechanism names LGBTQ+ inclusion directly, with a group-wide whistleblower channel. Some of this is customer-driven — global QSR and EU retail buyers increasingly require supplier code-of-conduct adherence on workplace non-discrimination — but the effect is the same: protections reaching workers who rarely feature in DEI narratives.

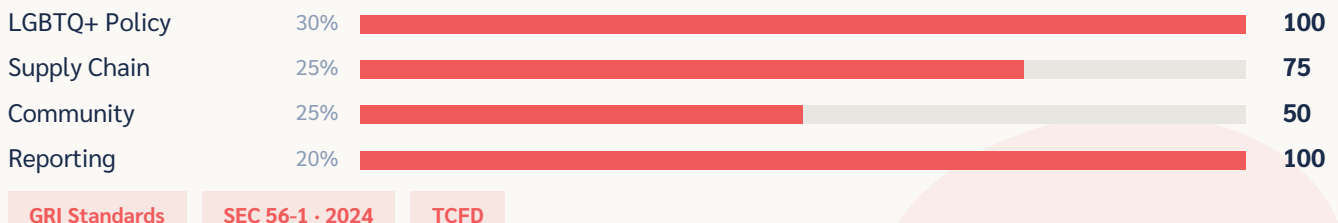
In the ESG Index, Betagro demonstrates that inclusion is not a metropolitan luxury. The marriage-equality dividend is most meaningful exactly where Betagro applied it — at scale, on the factory floor.



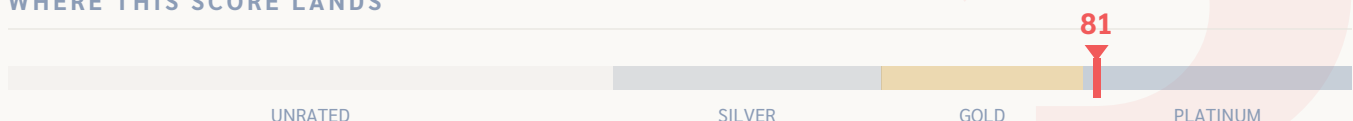
Inclusion is not a metropolitan luxury — the dividend matters most on the factory floor.

— PrideShow Editorial Board

SCORE BREAKDOWN



WHERE THIS SCORE LANDS



Diageo Moët Hennessy (Thailand) Ltd.

OPEN BY DESIGN

Diageo Moët Hennessy Thailand distributes the world's most recognisable premium spirits — Johnnie Walker, Tanqueray, Smirnoff — but its place here rests on the inclusion DNA of its parents. Diageo is a long-standing Stonewall Diversity Champion, and its brands have built inclusion into their marketing: Smirnoff's "We're Open" campaign and Johnnie Walker's "Keep Walking Progress" platform both back LGBTQ+ and women-led initiatives.

The Proud Communities employee resource group runs across Diageo markets, and the group's Society 2030 commitment targets 50% female representation in leadership. Those are measurable, time-bound goals rather than statements of intent.

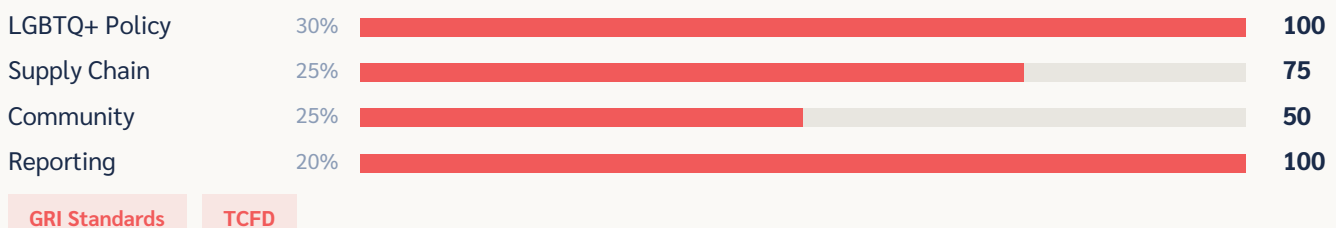
In the ESG Index, the Thai distribution arm reaches platinum by inheriting and applying a group inclusion framework that is among the most developed in global drinks.

“

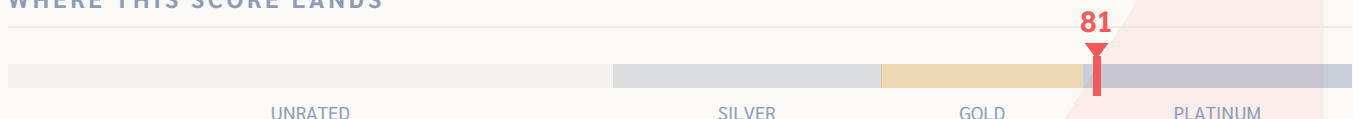
Inclusion built into the marketing, not bolted onto it — measurable and time-bound.

— PrideShow Editorial Board

SCORE BREAKDOWN



WHERE THIS SCORE LANDS





81

OF 100

★ PLATINUM

NO. 5 OF 408 • PLC ESG INDEX

Durex (Reckitt Thailand)

WELLNESS WITHOUT JUDGEMENT

Durex occupies a uniquely relevant position in the pink economy: a sexual-wellness brand whose entire business depends on speaking frankly and inclusively about sex and identity. Operated in Thailand by Reckitt (LSE: RKT), a FTSE 100 consumer-health multinational, it brings both category relevance and corporate disclosure depth.

Reckitt is a FTSE4Good constituent, a member of DJSI World and Europe, a CDP Climate A-lister, and a Stonewall Top 100 Employer for workplace equality, with reporting aligned to TCFD, SASB and GRI. For a brand built on inclusive sexual health, that governance backbone turns brand purpose into corporate practice.

In the ESG Index, Durex reaches platinum — a rare case where the product's social mission and the parent's disclosure record reinforce one another.

“

A brand built on inclusive sexual health, backed by FTSE 100 disclosure discipline.

— PrideShow Editorial Board

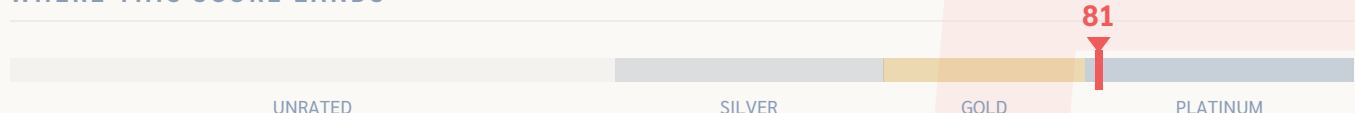
SCORE BREAKDOWN

LGBTQ+ Policy	30%		100
Supply Chain	25%		75
Community	25%		50
Reporting	20%		100

GRI Standards

TCFD

WHERE THIS SCORE LANDS





NO. 6 OF 408 • PLC ESG INDEX



Italian-Thai Development PCL.

INCLUSION BUILDS INFRASTRUCTURE

Italian-Thai Development is the country's largest infrastructure contractor — the firm behind much of Bangkok's mass transit and public works since 1958, with 22,000 employees. Construction is rarely where inclusion stories are told, which is what makes ITD's appearance notable.

Its 56-1 One Report documents an equal-opportunity employment policy covering sexual orientation and gender identity; same-sex partner welfare benefits were extended after the Marriage Equality Act; and it publishes GRI-aligned sustainability reporting. Public-sector procurement on major transit projects increasingly requires supplier-diversity and workplace standards, and international joint-venture partners bring their own inclusion frameworks.

In the ESG Index, ITD reaches platinum — evidence that inclusion protections are reaching the engineering and construction workforce that literally builds the country.

“

Inclusion protections reaching the workforce that literally builds the country.

— PrideShow Editorial Board

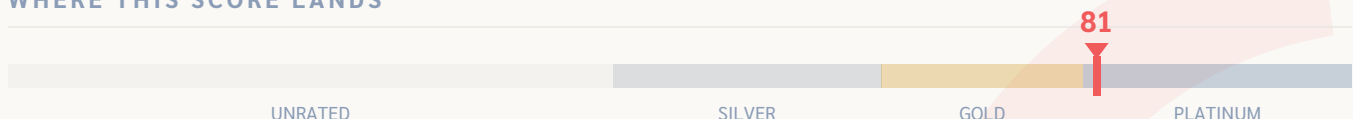
SCORE BREAKDOWN

LGBTQ+ Policy	30%		100
Supply Chain	25%		75
Community	25%		50
Reporting	20%		100

GRI Standards

SEC 56-1 • 2024

WHERE THIS SCORE LANDS





NO. 7 OF 408 • PLC ESG INDEX



SCB – Siam Commercial Bank

THAILAND’S FIRST BANK, NOW INCLUSIVE

Siam Commercial Bank has been part of Thai life since 1907 as the country's first commercial bank, with 643 branches nationwide. Its scale and heritage make its inclusion stance a signal to the whole financial sector.

SCB publishes a Diversity, Equity & Inclusion commitment in the SCBX Sustainability Report covering all employees regardless of gender identity or sexual orientation, runs long-standing Pride Month engagement, and extended same-sex partner medical and welfare benefits to parity after the Marriage Equality Act. Its 56-1 One Report and GRI-aligned reporting give those commitments external structure.

In the ESG Index, SCB reaches platinum — a 118-year-old institution demonstrating that inclusion is now part of mainstream Thai banking, not a fringe initiative.



A 118-year-old institution showing inclusion is now mainstream Thai banking.

— PrideShow Editorial Board

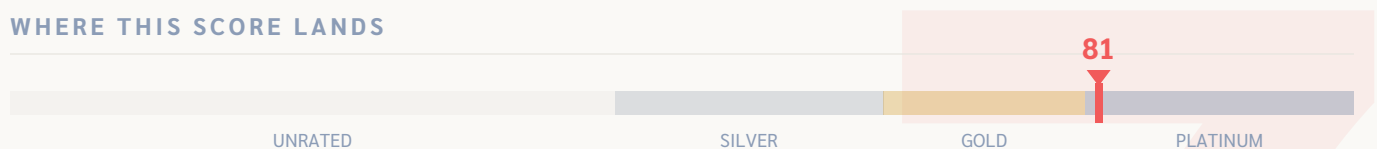
SCORE BREAKDOWN

LGBTQ+ Policy	30%		100
Supply Chain	25%		75
Community	25%		50
Reporting	20%		100

GRI Standards

SEC 56-1 • 2024

WHERE THIS SCORE LANDS





81

OF 100

★ PLATINUM

NO. 8 OF 408 • PLC ESG INDEX

Thai Airways International

THE FLAG CARRIES EVERYONE

Thai Airways is the national flag carrier, and as a symbol of the country abroad its inclusion posture carries outsized meaning. The airline has long-standing LGBTQ+-positive crew representation, and extended same-sex partner welfare benefits to crew and ground staff following the Marriage Equality Act.

As a Star Alliance member, THAI sits inside a network running sector-wide inclusion programmes — fellow members Lufthansa, ANA, United and EVA Air are all Human Rights Campaign Corporate Equality Index listees. Its 56-1 One Report documents an equal-opportunity policy covering sexual orientation and gender identity, with GRI-aligned reporting.

In the ESG Index, Thai Airways reaches platinum — the country's most visible brand abroad signalling that Thailand's welcome is carried by its own flag carrier.

“

The country's most visible brand abroad, carrying Thailand's welcome on its own flag.

— PrideShow Editorial Board

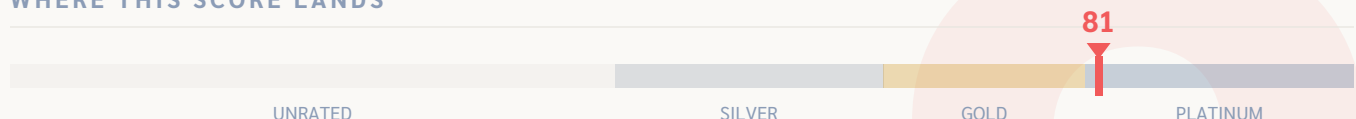
SCORE BREAKDOWN

LGBTQ+ Policy	30%		100
Supply Chain	25%		75
Community	25%		50
Reporting	20%		100

GRI Standards

SEC 56-1 • 2024

WHERE THIS SCORE LANDS



THAICOM PUBLIC COMPANY LIMITED

INCLUSION, BEAMED NATIONWIDE

Thaicom has operated Thailand's satellites since 1991, providing the communications backbone that reaches the most remote corners of the country. As an Intouch Holdings affiliate serving regional broadcasters and enterprise clients, it carries a group inclusion framework into a strategically important sector.

Its 56-1 One Report documents an equal-opportunity employment policy covering sexual orientation and gender identity; same-sex partner welfare benefits were extended after the Marriage Equality Act; and it publishes GRI-aligned sustainability reporting. A global telecom and enterprise customer base increasingly expects supplier-diversity programmes and LGBTQ+ workplace standards.

In the ESG Index, Thaicom reaches platinum — a reminder that the infrastructure carrying Thailand's signals is run by a company holding itself to documented inclusion standards.

“

The infrastructure carrying Thailand's signals, run to documented inclusion standards.

— PrideShow Editorial Board

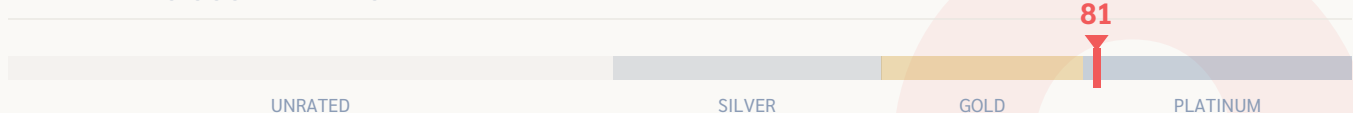
SCORE BREAKDOWN

LGBTQ+ Policy	30%		100
Supply Chain	25%		75
Community	25%		50
Reporting	20%		100

GRI Standards

SEC 56-1 · 2024

WHERE THIS SCORE LANDS





NO. 10 OF 408 • PLC ESG INDEX

TMBThanachart Bank PCL (TTB)

A MERGER BUILT ON BELONGING

TMBThanachart — ttb bank — emerged from one of Thai banking's largest mergers, and built inclusion into the combined culture rather than treating it as an afterthought. Serving corporate, commercial and retail customers with 15,000 staff, it sits among the platinum-tier Thai banks.

ttb publishes a Diversity, Equity & Inclusion commitment in its annual Sustainability Report, participates in the Thai Bankers Association sustainability working group, and made same-sex partner medical and welfare benefits available after the Marriage Equality Act. Its 56-1 One Report and GRI-aligned reporting give those commitments external form.

In the ESG Index, ttb reaches platinum — evidence that when two banks merged, inclusion was treated as core culture to carry forward, not legacy to leave behind.



When two banks merged, inclusion was core culture to carry forward — not legacy to drop.

— PrideShow Editorial Board

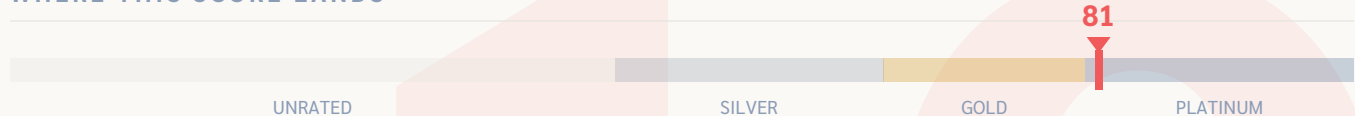
SCORE BREAKDOWN

LGBTQ+ Policy	30%		100
Supply Chain	25%		75
Community	25%		50
Reporting	20%		100

GRI Standards

SEC 56-1 • 2024

WHERE THIS SCORE LANDS



PLC ESG INDEX

Ranks 11–30 · 408 ranked in segment

TIER · SCORE

11		True Visions Group Company Limited	● PLATINUM	81
12		CP ALL Plc	● PLATINUM	80
13		Kasikorn Bank	● PLATINUM	80
14		Thai Beverage Public Company Limited (ThaiBev)	● GOLD	79
15		AEON Thana Sinsap (Thailand) Public Company...	● GOLD	77
16		Asia Aviation Public Company Limited	● GOLD	77
17		Bangkok Commercial Asset Management Public...	● GOLD	77
18		CH. Karnchang Public Company Limited	● GOLD	77
19		Charan Insurance PCL (CHARAN)	● GOLD	77
20		CIMB Thai Bank	● GOLD	77
21		Dohome Public Company Limited	● GOLD	77
22		GFPT Public Company Limited	● GOLD	77
23		Gunkul Engineering Public Company Limited	● GOLD	77
24		Jasmine International Public Company Limited	● GOLD	77
25		Kiatnakin Bank	● GOLD	77
26		Laguna Resorts & Hotels Public Company Limited	● GOLD	77
27		LH Financial Group PLC	● GOLD	77
28		LPN Development PCL.	● GOLD	77
29		MBK Public Company Limited	● GOLD	77
30		NAM Seng Insurance PCL (NSI)	● GOLD	77



PLC ESG INDEX

Ranks 31–50 · 408 ranked in segment

TIER · SCORE

31		Ngern Tid Lor Public Company Limited	● GOLD	77
32		Noble Development	● GOLD	77
33		Osotspa Public Company Limited	● GOLD	77
34		President Bakery PLC	● GOLD	77
35		Pruksa Holding Public Company Limited	● GOLD	77
36		RHB Finexasia.com Sdn. Bhd.	● GOLD	77
37		Sermasuk Public Company Limited.	● GOLD	77
38		Sri Ayudhya Capital PCL (AYUD)	● GOLD	77
39		Star Petroleum Refining Public Company Limited	● GOLD	77
40		Thai Reinsurance Pcl (thre)	● GOLD	77
41		Thaire Life Assurance Public Co.,Ltd.	● GOLD	77
42		THAIVIVAT INSURANCE PCL.	● GOLD	77
43		TISCO Financial Group PCL	● GOLD	77
44		AIA Company Limited (Thailand Branch)	● GOLD	75
45		Bank of Ayudhya (Krungsri) plc	● GOLD	75
46		SCB X Public Company Limited	● GOLD	75
47		Central Retail Corporation	● GOLD	73
48		Siam Cement Group Public Company Limited	● GOLD	73
49		JWD InfoLogistics Public Company Limited	● GOLD	72
50		Advanced Info Service Public Company Limited	● GOLD	70



NGO IMPACT INDEX

95 RANKED ENTITIES

TOPPED BY Thai Health Promotion Foundation... · 100/100

03

2

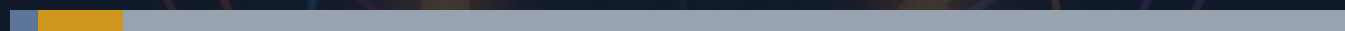
PLATINUM

6

GOLD

87

SILVER





NO. 1 OF 95 • NGO IMPACT INDEX

Thai Health Promotion Foundation (ThaiHealth)

THE QUIET ENGINE OF THAI HEALTH

The Thai Health Promotion Foundation is the institution most Thais benefit from without ever knowing its name. Established in 2001 and funded by a dedicated 2% surcharge on alcohol and tobacco excise taxes, ThaiHealth is an autonomous state agency that bankrolls a vast civil-society health-promotion ecosystem — including programmes addressing LGBTQ+ health disparities and the mental-health burden that falls disproportionately on queer and transgender Thais.

Its model is its strength. Because its funding is structural rather than budget-line, ThaiHealth can take long-horizon bets on community health that government departments cannot, and can fund grassroots organisations too small to attract international donors. That places it at the top of PrideShow's Impact Index: the reach is national, the funding is durable, and the downstream effect touches communities the formal health system often misses.

The frontier for ThaiHealth is visibility — making the LGBTQ+ portion of its portfolio legible, so that the community it quietly serves can see itself in the numbers.

“

A structurally funded engine that can take the long-horizon bets on community health no ministry can.

— PrideShow Editorial Board

SCORE BREAKDOWN

120K

COMMUNITIES

Health Promotion

3.2K

TRAINING HRS

Wellness Policy

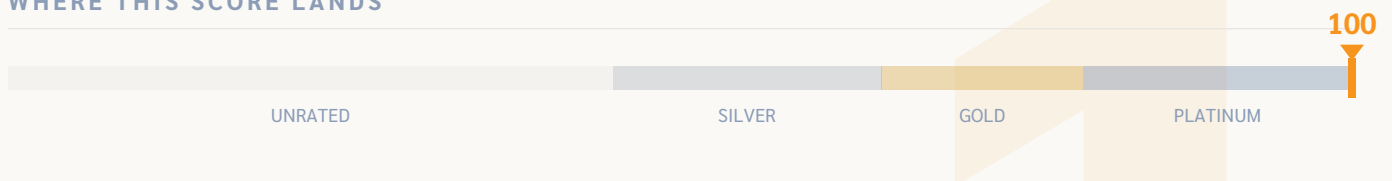
Community Health

180

CORP. CLIENTS

Corporate Wellness

WHERE THIS SCORE LANDS





NO. 2 OF 95 • NGO IMPACT INDEX

UNICEF Thailand



RIGHTS THAT START IN CHILDHOOD

UNICEF Thailand carries the weight of a global mandate into a national context where it matters acutely. As the Thai arm of the United Nations Children's Fund, it works on children's rights from early childhood through adolescence — and increasingly, that work intersects with the lived reality of LGBTQ+ young people, who face the sharpest edges of stigma exactly when they are forming identity.

Its reach is the defining fact: UNICEF operates with a scale, a research base, and a convening authority few domestic organisations can match, partnering with government, schools and civil society to shape the conditions in which young Thais grow up. In PrideShow's Impact Index, that combination of national reach and institutional durability places it among the highest-scoring organisations in any segment.

UNICEF's contribution to the pink economy is upstream and easy to overlook: an inclusive childhood is the precondition for everything the rest of this ranking measures. The organisations celebrated in these pages inherit the young people UNICEF helps protect.



An inclusive childhood is the precondition for everything else this ranking measures.

— PrideShow Editorial Board

SCORE BREAKDOWN

1.0M

COMMUNITIES

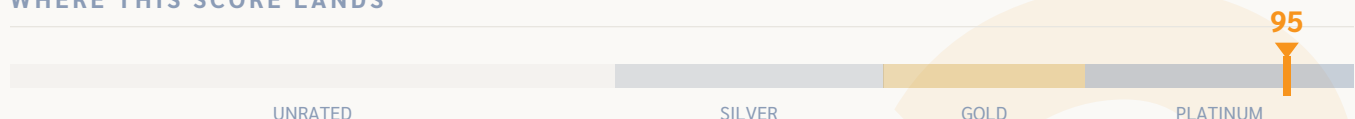
5.0K

TRAINING HRS

150

CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 3 OF 95 • NGO IMPACT INDEX

WWF-Thailand

WHERE INCLUSION MEETS CONSERVATION

WWF-Thailand is, at first glance, an unexpected entry in a pink-economy ranking. For roughly three decades the organisation has been one of the country's most recognised conservation bodies, part of a global network backed by more than five million supporters worldwide. Its place here reflects a broader truth: the modern environmental movement increasingly treats inclusion and equity as inseparable from its mission.

A conservation organisation's impact is measured in reach, partnership and the durability of its institutions — and on each, WWF-Thailand scores strongly, with a long operating history and the backing of one of the most trusted brands in global civil society. Its workplace and volunteer culture, and the diverse communities it mobilises around environmental causes, bring it onto the Impact Index.

WWF-Thailand's presence is a reminder that the pink economy is not a silo. The movements that will define Thailand's next decade — climate, equity, inclusion — are converging, and the organisations that recognise it early will lead.



The movements defining Thailand's next decade — climate, equity, inclusion — are converging.

— PrideShow Editorial Board

SCORE BREAKDOWN

200K

COMMUNITIES

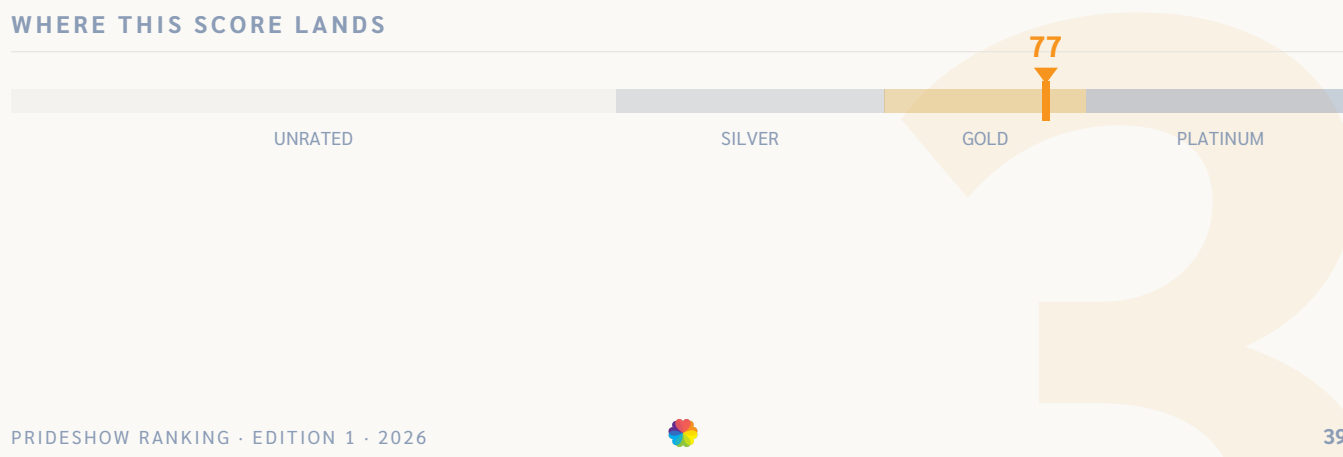
2.5K

TRAINING HRS

80

CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 4 OF 95 • NGO IMPACT INDEX

Thai PBS — Thai Public Broadcasting Service

REPRESENTATION, PUBLICLY FUNDED

Thai PBS is the country's independent public broadcaster, funded by a dedicated excise levy rather than the government budget — a structure that protects its editorial independence. For an Impact Index, a broadcaster's "community" is its audience, and Thai PBS reaches a national one.

That independence lets it tell LGBTQ+ stories and cover marriage equality, gender identity and community issues without commercial or political pressure that constrains other outlets. Representation on a trusted national platform shapes how millions of Thais understand their LGBTQ+ neighbours.

In the Impact Index, Thai PBS earns gold — recognition that media representation is itself a form of inclusion infrastructure, and that a publicly-funded, independent broadcaster is uniquely placed to provide it.



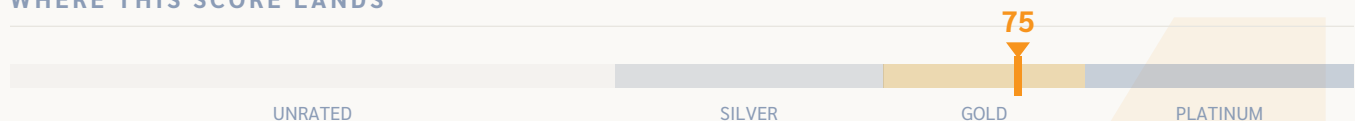
Media representation is itself inclusion infrastructure — and public funding protects it.

— PrideShow Editorial Board

SCORE BREAKDOWN



WHERE THIS SCORE LANDS





NO. 5 OF 95 • NGO IMPACT INDEX

UNHCR Thailand



PROTECTION AT THE MARGINS

UNHCR Thailand provides protection, registration and resettlement for refugees and asylum-seekers — among them LGBTQ+ people who have fled persecution in countries where their identity is criminalised. For this population, Thailand is often a place of relative safety, and UNHCR is the institution standing between them and return.

The agency's mandate, global expertise and convening authority let it work with government and civil society to protect some of the most vulnerable people inside Thailand's borders. LGBTQ+ refugees face compounded risk, and UNHCR's protection work is frequently the difference between safety and danger.

In the Impact Index, UNHCR Thailand earns gold — a reminder that the pink economy's reach must extend to those with the least, not only the celebrated and the certified.



The pink economy's reach must extend to those with the least, not only the celebrated.

— PrideShow Editorial Board

SCORE BREAKDOWN

91K

COMMUNITIES

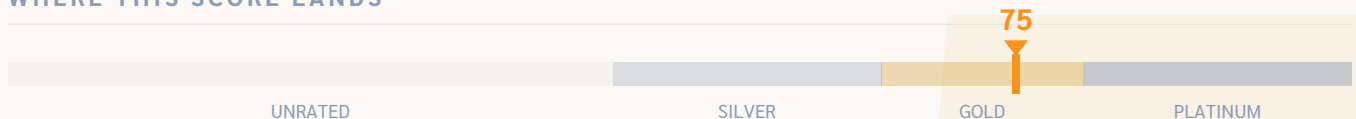
3.0K

TRAINING HRS

100

CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 6 OF 95 • NGO IMPACT INDEX



Asia Foundation Thailand

THE PLUMBING OF RIGHTS

The Asia Foundation works on the unglamorous infrastructure of inclusion: governance, rule of law, women's empowerment and inclusive development. In Thailand that includes supporting LGBTQ+ civil society to access justice and shape legal reform — the behind-the-scenes work that made changes like marriage equality possible.

As an international development organisation, its impact comes through partnership and institution-building rather than direct service, strengthening the local organisations and legal channels that durable change depends on. Rights are won in courtrooms and committee rooms as much as on the streets.

In the Impact Index, the Asia Foundation earns gold — credit for the patient, structural work of building the legal and civic plumbing through which inclusion ultimately flows.

“

Rights are won in courtrooms and committee rooms as much as on the streets.

— PrideShow Editorial Board

SCORE BREAKDOWN

100K

COMMUNITIES

Democracy

2.5K

TRAINING HRS

Good Governance

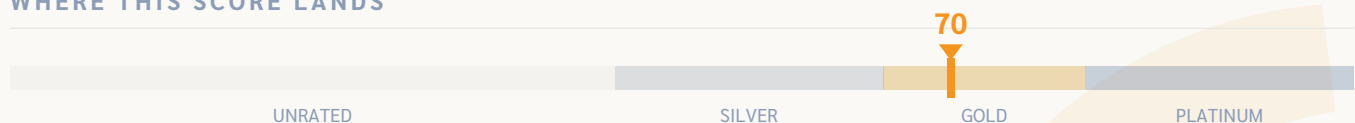
Civil Society

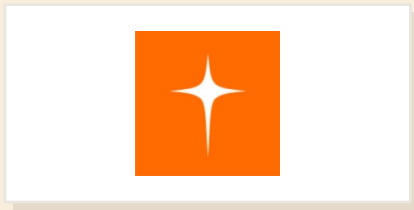
Regional Development

80

CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 7 OF 95 • NGO IMPACT INDEX



World Vision Foundation of Thailand

EVERY CHILD, WITHOUT EXCEPTION

World Vision Foundation of Thailand has worked on child welfare, poverty alleviation and community development since 1974. As part of one of the world's largest humanitarian networks, its reach into vulnerable Thai communities is extensive.

A child-focused humanitarian organisation's inclusion mandate is expansive by definition: protecting every child means protecting LGBTQ+ young people, who face heightened vulnerability to stigma and exclusion exactly when they are most in need of support. World Vision's community presence puts it in contact with families and children far from urban services.

In the Impact Index, World Vision Thailand earns gold — recognition that broad-based child and community welfare is a foundation on which more targeted LGBTQ+ inclusion can build.



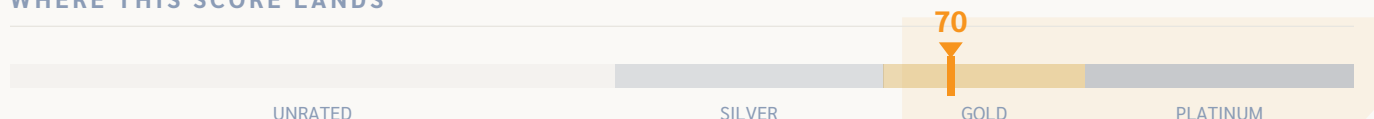
Protecting every child means protecting LGBTQ+ young people, who are most at risk.

— PrideShow Editorial Board

SCORE BREAKDOWN

100K	3.0K	50
COMMUNITIES	TRAINING HRS	CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 8 OF 95 • NGO IMPACT INDEX

Oxfam Thailand



JUSTICE, NOT JUST CHARITY

Oxfam works in Thailand to advance gender justice, empower marginalised communities and promote equitable resource management — including LGBTQ+ inclusion within its development programmes. Its framing matters: Oxfam approaches inclusion through the lens of justice and structural inequality rather than charity.

That means tackling the economic and power imbalances that leave LGBTQ+ people and other marginalised groups behind, working through local partners to build lasting capacity. Gender justice and LGBTQ+ inclusion are treated as inseparable parts of the same equity agenda.

In the Impact Index, Oxfam Thailand earns gold — credit for embedding LGBTQ+ inclusion inside a broader, rigorous account of who holds power and who is excluded from it.



Inclusion approached through the lens of justice and structural inequality, not charity.

— PrideShow Editorial Board

SCORE BREAKDOWN

100K

COMMUNITIES

Gender Equality

2.5K

TRAINING HRS

Climate Justice

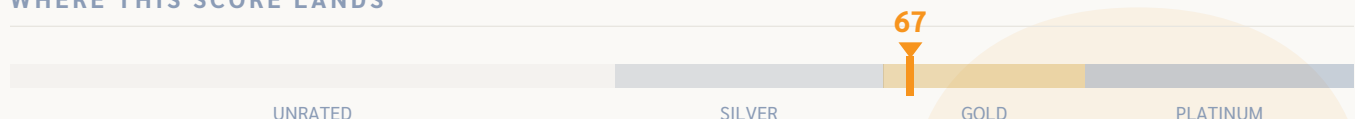
LGBTQ+ Inclusion

Development

80

CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 9 OF 95 • NGO IMPACT INDEX

AIDS Healthcare Foundation Thailand (AHF)

CARE FOR THE KEY POPULATIONS

The AIDS Healthcare Foundation's Thailand programme delivers comprehensive HIV prevention, treatment and care for the key populations most affected — men who have sex with men, transgender women, sex workers and migrants — through a network of 40-plus hospital and community partners.

This is frontline health work where the epidemiology and the inclusion agenda meet: reaching these communities requires services designed around their realities and free of the stigma that drives people away from care. AHF's partner network extends that reach well beyond what any single clinic could achieve.

In the Impact Index, AHF Thailand earns silver — recognition of direct, large-scale health service to the populations at the sharp end of Thailand's HIV response.

“

Frontline health work where the epidemiology and the inclusion agenda meet.

— PrideShow Editorial Board

SCORE BREAKDOWN

90K

COMMUNITIES

HIV Treatment

2.5K

TRAINING HRS

LGBTQ+ Healthcare

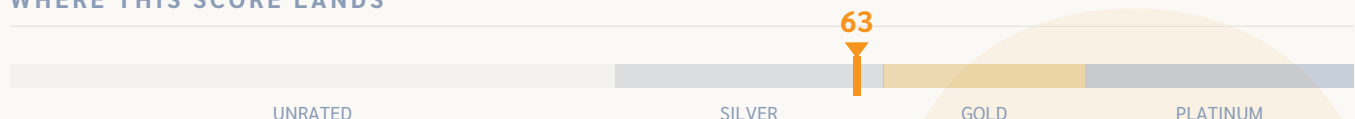
PrEP Access

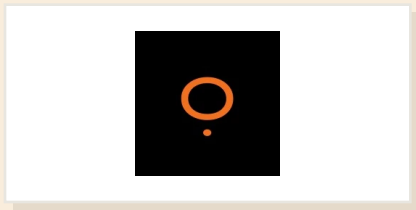
Community Clinics

60

CORP. CLIENTS

WHERE THIS SCORE LANDS





NO. 10 OF 95 • NGO IMPACT INDEX



The Code

SAFEGUARDING THE WELCOME

THE CODE is a global initiative preventing child sexual exploitation in travel and tourism — a membership programme committing companies to six protective criteria. Its presence in this ranking reflects an uncomfortable but essential truth: Thailand's status as a tourism destination carries a duty of protection alongside its welcome.

By working with hotels, operators and the wider industry to embed safeguarding standards, THE CODE protects the most vulnerable from the darker edges of the visitor economy. A pink economy built on tourism must also be a safe one.

In the Impact Index, THE CODE earns silver — recognition that responsible tourism and child protection are part of the same infrastructure of trust that makes Thailand's openness sustainable.



A pink economy built on tourism must also be a safe one.

— PrideShow Editorial Board

SCORE BREAKDOWN

80K

COMMUNITIES

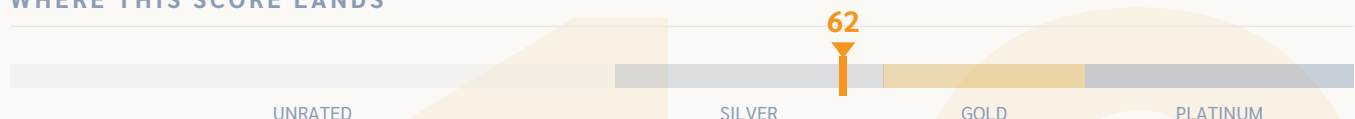
2.0K

TRAINING HRS

100

CORP. CLIENTS

WHERE THIS SCORE LANDS



NGO IMPACT INDEX

Ranks 11–30 · 95 ranked in segment

TIER · SCORE

11		IGLTA — International LGBTQ+ Travel Association	● SILVER	61
12		TAT — Tourism Authority of Thailand	● SILVER	61
13		Amnesty International Thailand	● SILVER	60
14		APCOM Foundation	● SILVER	60
15		Operation Smile Thailand	● SILVER	60
16		FORUM-ASIA	● SILVER	59
17		Foundation for Women Thailand (FFW)	● SILVER	59
18		Asia Pacific Network of People Living with HIV...	● SILVER	58
19		Scholars of Sustenance Foundation -Thailand	● SILVER	58
20		Thai National AIDS Foundation (TNAF)	● SILVER	58
21		TRCARC	● SILVER	58
22		Heinrich Böll Foundation Southeast Asia	● SILVER	57
23		Greenpeace Southeast Asia	● SILVER	56
24		Rainbow Sky Association of Thailand	● SILVER	56
25		Diakonia Thailand	● SILVER	55
26		Issara Institute	● SILVER	55
27		MAP Foundation	● SILVER	55
28		Médecins Sans Frontières (MSF) Thailand	● SILVER	55
29		ECPAT International	● SILVER	54
30		Raks Thai Foundation	● SILVER	54



NGO IMPACT INDEX

Ranks 31–50 · 95 ranked in segment

TIER · SCORE

31		The Mirror Foundation	● SILVER	54
32		TRAFFIC Southeast Asia	● SILVER	54
33		Prachatai	● SILVER	53
34		Thai Red Cross AIDS Research Centre (TRCARC)	● SILVER	53
35		AIDS Access Foundation	● SILVER	52
36		Father Ray Foundation	● SILVER	52
37		Global Alliance against Traffic in Women (GAATW)	● SILVER	52
38		ICAAP11	● SILVER	52
39		ILGA Asia	● SILVER	52
40		IOM X	● SILVER	52
41		Isranews Agency	● SILVER	52
42		Lean In Network, Thailand	● SILVER	52
43		Planet Care/Global Health Access Program	● SILVER	52
44		CanCham Thailand	● SILVER	51
45		HIV-NAT Research Collaboration	● SILVER	51
46		Joint Foreign Chambers of Commerce in Thailand	● SILVER	51
47		APNSW	● SILVER	50
48		iLaw – Internet Dialogue on Law Reform	● SILVER	50
49		Love2Test Platform	● SILVER	50
50		Mekong Migration Network	● SILVER	50



SME QUALITY INDEX

1,258 RANKED ENTITIES

TOPPED BY RSAT Clinics – Rainbow Sky Association... · 77/100

04

0

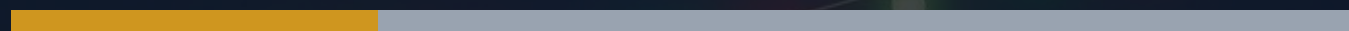
PLATINUM

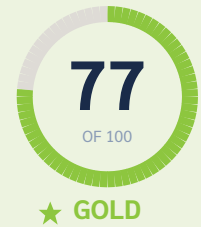
344

GOLD

914

SILVER





NO. 1 OF 1,258 • SME QUALITY INDEX

RSAT Clinics – Rainbow Sky Association of Thailand

THE MOVEMENT THAT BECAME A CLINIC

RSAT — the Rainbow Sky Association of Thailand — began as an advocacy organisation and built something rarer: a key-population-led healthcare network. Across six clinics nationwide it delivers HIV and STI testing, PrEP, hormone-level monitoring for transgender clients, Hepatitis C and TB screening, and integrated mental-health services, all designed by and for the communities most underserved by the conventional system.

The phrase that matters is 'key-population-led'. RSAT's clinical model is shaped by people who share their clients' lived experience, which is why it reaches populations — trans Thais, sex workers, men who have sex with men — that public clinics struggle to retain in care. That trust is a clinical asset, and it shows up directly in PrideShow's Quality Index as community ownership and continuity of care.

RSAT sits near the top of the SME table because it has done the hard thing: turned movement credibility into durable health infrastructure, without losing the community trust that made it work in the first place.



Key-population-led care reaches the patients public clinics struggle to keep — trust as a clinical asset.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.7 ★

RATING

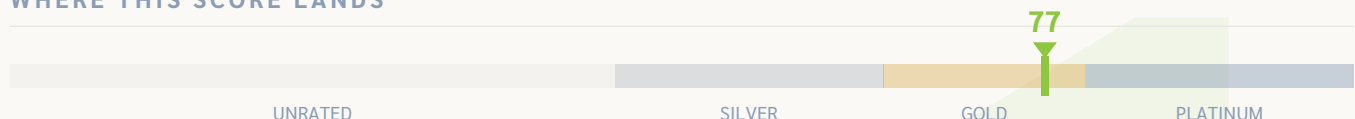
634

REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS



Nirunda International Aesthetic Centre

THE SURGERY OF SELF

Nirunda International Aesthetic Centre operates at the centre of one of Thailand's most globally significant LGBTQ+ industries: gender-affirming surgical care. The Bangkok clinic offers gender-confirmation surgery alongside a full range of cosmetic procedures, serving both Thai and international LGBTQ+ patients with multilingual support built for a medical-tourism clientele.

Thailand's standing as a world destination for gender-affirming care is one of the pink economy's most consequential exports, and clinics like Nirunda are its commercial backbone. The work demands a rare combination — surgical specialism, cultural competence, and the discretion and aftercare that patients travelling thousands of kilometres for a life-defining procedure require.

In PrideShow's Quality Index, Nirunda scores on patient reach, reputation and the depth of its LGBTQ+ specialisation. It represents a segment of the Thai economy that is simultaneously medical, deeply personal, and globally competitive — and a reminder that for many of the patients it serves, the pink economy is not an abstraction but the difference between living as themselves and not.

“

For many patients, this is not an abstraction — it is the difference between living as themselves and not.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.8 ★

RATING

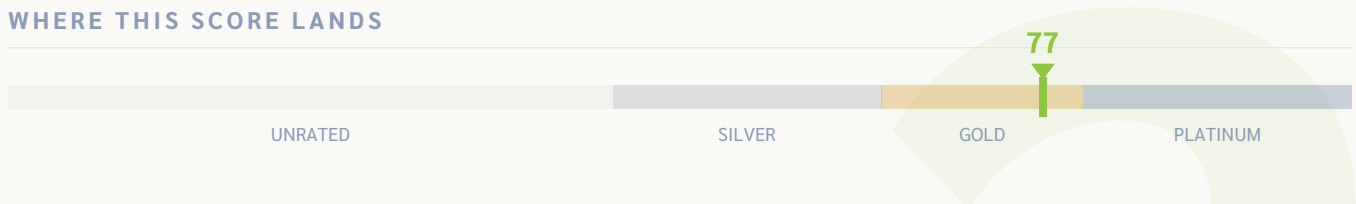
541

REVIEWS

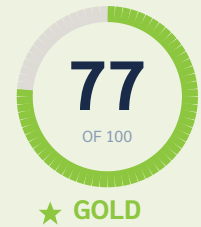
Certified

LGBTBE

WHERE THIS SCORE LANDS



D



NO. 3 OF 1,258 • SME QUALITY INDEX

Dr. Pichet Plastic Surgery

FIVE HUNDRED LIVES A YEAR

Dr. Pichet is among Thailand's leading gender-affirming surgery specialists, performing over 500 procedures a year for international LGBTQ+ patients. That volume places the practice at the centre of one of the pink economy's most globally significant exports.

Gender-affirming care demands a rare combination — surgical expertise, deep cultural competence, and the discretion and aftercare that patients travelling across the world for a life-defining procedure require. For many, the choice of surgeon is among the most consequential decisions of their lives.

In the Quality Index, Dr. Pichet's practice scores on reputation, patient reach and surgical specialisation — a reminder that behind Thailand's standing as a world capital of gender-affirming care are individual practitioners operating at the highest level.

“

Behind Thailand's standing in gender-affirming care are practitioners at the highest level.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.8 ★

RATING

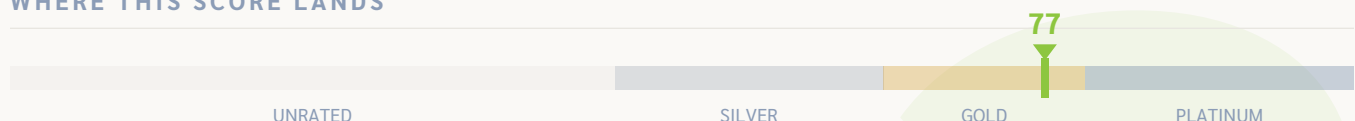
512

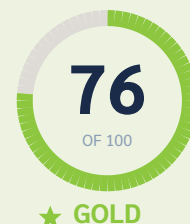
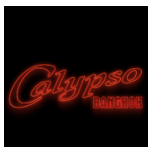
REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS





NO. 4 OF 1,258 • SME QUALITY INDEX

Calypso Cabaret Bangkok

FORTY YEARS IN THE SPOTLIGHT

Calypso Cabaret is Bangkok's original and most celebrated transgender cabaret, established in 1988 and now at Asiatique The Riverfront. Its 16-act show, performed by over 50 trans artists, blends Thai classical dance with Broadway and K-pop — and has done so for nearly four decades.

Calypso is more than entertainment: it is one of Thailand's longest-running platforms for trans performers to build careers, visibility and livelihoods with dignity. Generations of artists have found a professional home on its stage, long before trans visibility was mainstream.

In the Quality Index, Calypso scores on heritage, reputation and its role as a cultural institution — a business that turned the spotlight into stable, dignified employment for the trans community for almost forty years.



A business that turned the spotlight into dignified employment for trans artists.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.5 ★

RATING

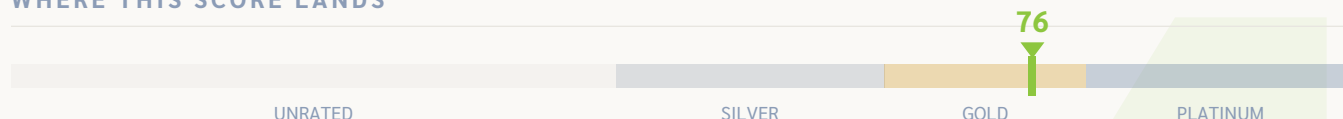
2.3K

REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS





NO. 5 OF 1,258 • SME QUALITY INDEX



MSense Spa Bangkok

SANCTUARY IN SILOM

MSense Spa sits in the heart of Silom, Bangkok's LGBTQ+ district, offering a world-class wellness sanctuary that has become a fixture for queer travellers from across Asia and Europe. It represents a quieter but substantial part of the pink economy: hospitality designed around comfort, discretion and belonging.

In a city where LGBTQ+ visitors have long sought spaces where they can simply relax without explanation, MSense built a premium business on exactly that promise — proximity to the community's social heart, combined with genuine quality.

In the Quality Index, MSense scores on reputation, location and its clear LGBTQ+ orientation — evidence that the pink economy rewards businesses that understand belonging is itself a service worth paying for.



Belonging is itself a service worth paying for.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.5 ★

RATING

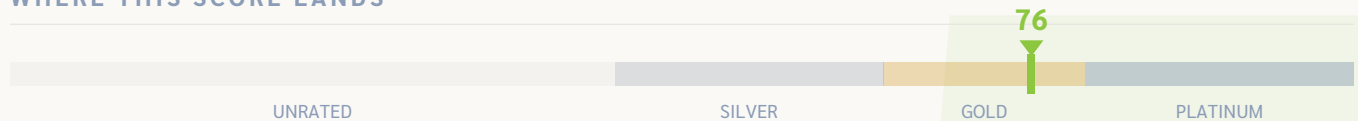
623

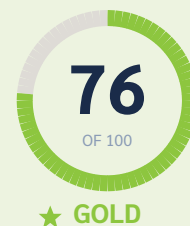
REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS





NO. 6 OF 1,258 • SME QUALITY INDEX

House of Heals Bangkok

DRAG, ELEVATED

House of Heals is a premium drag bar and entertainment venue on the 33rd floor near Chit Lom — the passion project of Pangina Heals, one of the most internationally recognised figures from RuPaul's Drag Race. It brings world-class drag performance, live singing and runway to a polished Bangkok setting.

The venue reflects how far Thai drag has travelled: from underground subculture to a sophisticated, destination-grade experience that draws local and international audiences alike. Built by a global drag star, it gives Thai performers a stage of genuine ambition.

In the Quality Index, House of Heals scores on reputation, founder profile and cultural significance — proof that drag in Thailand has matured into a serious, aspirational segment of the pink economy.



Thai drag has travelled from underground subculture to destination-grade experience.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.6 ★

RATING

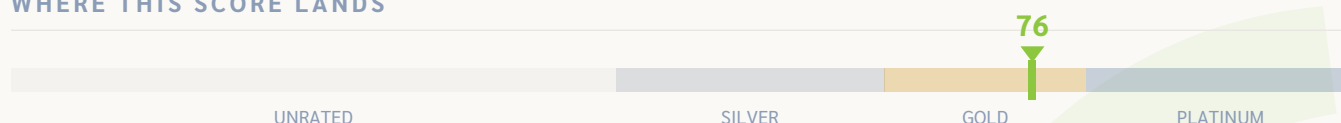
512

REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS





NO. 7 OF 1,258 • SME QUALITY INDEX

Dii Wellness Med Spa

AESTHETICS AS AFFIRMATION

Dii Wellness Med Spa, the flagship medical-aesthetic spa by Divana at Central Embassy, has become recognised as a Bangkok queer space alongside its reputation for futuristic design and premium treatments. It sits at the intersection of wellness, medical aesthetics and LGBTQ+ clientele.

For many in the community, aesthetic and wellness services are part of self-expression and affirmation, and venues that provide them without judgement — in a setting of genuine luxury — fill a real need. Dii built a high-end business on that understanding.

In the Quality Index, Dii scores on reputation, experience quality and its standing as a welcoming premium space — a sign that the pink economy extends well into Thailand's sophisticated wellness and aesthetics sector.



Aesthetic and wellness services are, for many, part of self-expression and affirmation.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.7 ★

RATING

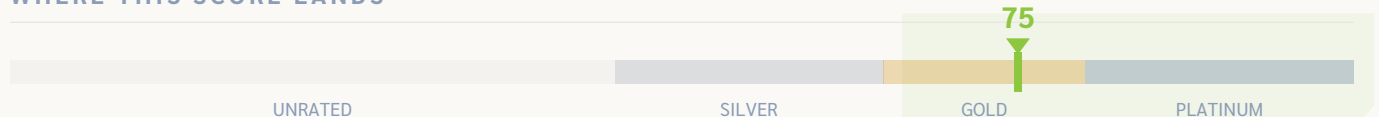
367

REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS



BPS Clinic Medical Tourism

SURGEONS FOR THE WORLD

BPS Clinic is a specialist provider of gender-affirming care and LGBTQ+ health services, working with internationally trained surgeons to serve a medical-tourism clientele. It is part of the ecosystem that has made Thailand a leading global destination for gender-affirming surgery.

What distinguishes clinics in this space is the combination of surgical credentials, multilingual care and the trust required when patients travel internationally for procedures that are deeply personal and life-changing. The bar for reputation is high, because the stakes for patients are higher.

In the Quality Index, BPS scores on its clinical specialisation and international orientation — another data point in Thailand's standing as a world capital of affirming, expert LGBTQ+ healthcare.

“

The bar for reputation is high, because the stakes for patients are higher.

— PrideShow Editorial Board

SCORE BREAKDOWN

4.7 ★

RATING

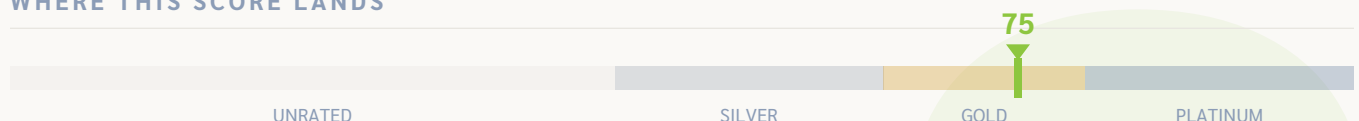
345

REVIEWS

Certified

LGBTBE

WHERE THIS SCORE LANDS





NO. 9 OF 1,258 • SME QUALITY INDEX



Bolt Thailand

MOBILITY THAT INCLUDES

Bolt, the Estonian ride-hailing and delivery super-app operating across 45-plus countries, brings a different flavour to the SME ranking: a technology platform whose inclusion impact runs through both its workforce and the safety of its service. In Thailand it competes in a fast-growing mobility market.

For LGBTQ+ users, everyday services like ride-hailing carry a quiet question of safety and dignity, and platforms that take rider and driver conduct seriously make a real difference to daily life. Bolt's scale means its standards reach a large user base.

In the Quality Index, Bolt Thailand scores as a modern platform business with relevance to LGBTQ+ users — a reminder that inclusion in the pink economy includes the ordinary infrastructure of getting around.



Inclusion in the pink economy includes the ordinary infrastructure of getting around.

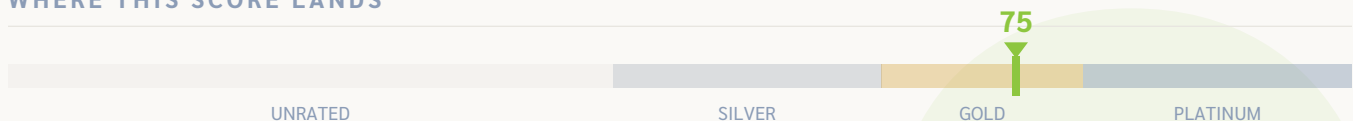
— PrideShow Editorial Board

SCORE BREAKDOWN

Unclaimed

LGBTBE

WHERE THIS SCORE LANDS



SME QUALITY INDEX

Ranks 10–29 · 1,258 ranked in segment

TIER · SCORE

10		Mayhem Ink - Best Tattoo Shop/Studio in Patong...	● GOLD	74
11		Sweet Home coffee -A little Corner	● GOLD	74
12		The Balcony Pub & Restaurant Silom	● GOLD	74
13		Kayo Tattoo Studio	● GOLD	74
14		1%Tattoo Studio	● GOLD	74
15		Out Asia Travel	● GOLD	74
16		Preecha Aesthetic Institute (PAI)	● GOLD	74
17		Go Thai Be Free	● GOLD	74
18		Thai LGBT Connect	● GOLD	74
19		Kamol Cosmetic Hospital	● GOLD	74
20		Out Adventures Thailand	● GOLD	74
21		Chettawut Plastic Surgery Center	● GOLD	74
22		NARA MASSAGE & SPA PHUKET (Chalong, Patak Rd.)	● GOLD	73
23		Zira Spa	● GOLD	73
24		Thantakit International Dental Center in Bangkok...	● GOLD	73
25		Morning kiss	● GOLD	73
26		TAPAS Cafe & Restaurant - Phuket Old Town	● GOLD	73
27		All Day Tattoo Studio Bkk	● GOLD	73
28		Perfect Homes Chiang Mai	● GOLD	73
29		Malika Sky Bar	● GOLD	73



SME QUALITY INDEX

Ranks 30–49 · 1,258 ranked in segment

TIER · SCORE

30		Chada Vegetarian Restaurant Chiang Mai	● GOLD	73
31		Pure Serenity Luxury Spa - Patong Phuket	● GOLD	73
32		DJ Station Bangkok	● GOLD	73
33		Garden to Table Chiangmai	● GOLD	73
34		Pad Lay - Thai Stir Fry & Seafoods (ผัดเล)	● GOLD	73
35		The Smile Gallery Phuket	● GOLD	73
36		Maximum Fitness	● GOLD	73
37		YUUHI BEACH CLUB & KARAOKE	● GOLD	73
38		Makkha Health & Spa Chiang Mai (Ancient House)	● GOLD	73
39		ChabaPrai Spa	● GOLD	73
40		Sak Yant Chiang Mai Traditional Thai Tattoo	● GOLD	73
41		Indiagate Restaurant Pattaya Beach Road	● GOLD	73
42		Bumrungrad International Hospital Pride Clinic	● GOLD	73
43		Oasis Spa (Lanna, Wat Prasing)	● GOLD	73
44		Sense Spa Phuket	● GOLD	73
45		FLYO Rooftop Beach Club Phuket	● GOLD	73
46		Apex Surgery Hospital	● GOLD	73
47		PiercingRoom by Jay	● GOLD	73
48		Cafe Delight Phuket Old Town	● GOLD	73
49		BKK Ink	● GOLD	73



KOL PRIDESCORE

158 RANKED ENTITIES

TOPPED BY Aof Pongsak Rattanapong · 91/100

05

8

PLATINUM

35

GOLD

115

SILVER





NO. 1 OF 158 · KOL PRIDESCORE



★ PLATINUM

Aof Pongsak Rattanapong

TWENTY YEARS OF THE REAL THING

Aof Pongsak Rattanapong tops the creator ranking on the strength of the rarest asset in entertainment: durability. He found fame on the first season of Academy Fantasia, came out publicly in 2013, and has built a two-decade career — most recently on Masterchef Celebrity Thailand — on a foundation of authenticity that long predates the era when being openly gay became commercially survivable in Thai showbusiness.

That timing is the point. Aof came out when the calculus was genuinely risky, and the career he sustained afterwards became evidence for everyone who followed that honesty and longevity were not mutually exclusive. PrideShow's PrideScore weights exactly this — not raw follower counts, but the authenticity, community trust and staying power that make a creator's influence real.

In a segment increasingly crowded with BL idols whose fame is young and intense, Aof represents the long arc: proof that an openly queer Thai entertainer can build a 20-year career and still be at the top of the cultural conversation.

“

He came out when it was genuinely risky — and proved honesty and longevity were not mutually exclusive.

— PrideShow Editorial Board

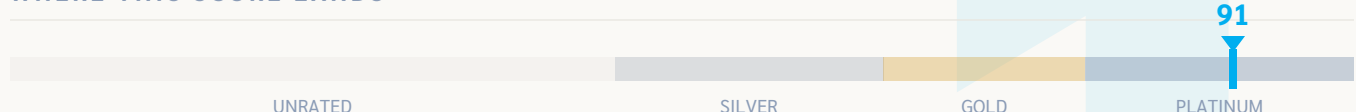
SCORE BREAKDOWN



2.4M followers

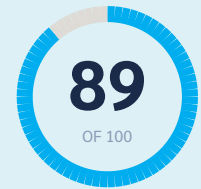
Instagram

WHERE THIS SCORE LANDS





NO. 2 OF 158 · KOL PRIDESCORE



★ PLATINUM

Mix Sahaphap Wongratch

THE GLOBAL FACE OF THAI BL

Mix Sahaphap Wongratch sits at the centre of the phenomenon that turned Thai Boys' Love drama into a global export. As a GMMTV star best known for *A Tale of Thousand Stars*, and one half of the *EarthMix* pairing with Earth Pirapat, he commands a fanbase that stretches far beyond Thailand and skews heavily toward an engaged LGBTQ+ audience worldwide.

What distinguishes the top BL creators in PrideShow's PrideScore is not follower volume alone — it is the engagement quality and community trust that convert a fanbase into cultural influence. The *EarthMix* following is among the most active in the genre, and Mix's reach has made him one of the most recognisable faces of a soft-power industry that now shapes how millions of international viewers perceive Thailand itself.

Thai BL is a serious economic and cultural force, and the creators who anchor it are its most valuable ambassadors. Mix ranks among the very top of the segment because his influence is both vast and durable — the kind of reach that turns entertainment into representation.

“

Thai BL is a soft-power industry — and its top creators are the country's most valuable ambassadors.

— PrideShow Editorial Board

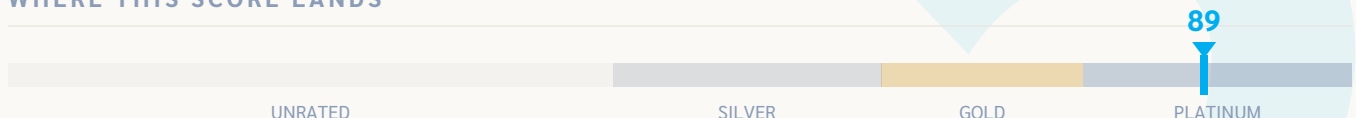
SCORE BREAKDOWN



5.2M followers

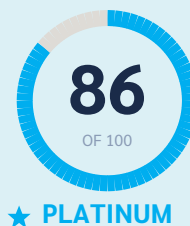
Instagram

WHERE THIS SCORE LANDS





NO. 3 OF 158 · KOL PRIDESCORE



Earth Pirapat Watthanasetsiri

HALF OF A PHENOMENON

Earth Pirapat Watthanasetsiri is, with Mix Sahaphap, one half of EarthMix — the pairing whose work on *A Tale of Thousand Stars* helped carry Thai Boys' Love drama to a worldwide audience. His ranking reflects both the scale of that reach and his place within the LGBTQ+ advocacy wave that has grown up alongside Thai BL idol culture.

The genre's leading actors occupy an unusual position: their on-screen romances model queer relationships for audiences in countries where such representation is scarce or forbidden, giving their influence a weight that transcends ordinary celebrity. PrideShow's PrideScore captures this through engagement quality and community trust rather than headline follower numbers — the metrics that distinguish a genuine cultural figure from a merely popular one.

Earth ranks at the top of the creator segment because the EarthMix partnership is one of the most influential in the industry, and because the representation it provides travels far beyond Thailand's borders. For a great many young LGBTQ+ viewers abroad, a Thai BL series was the first place they saw a version of their own future.



For many young viewers abroad, a Thai BL series was the first place they saw their own future.

— PrideShow Editorial Board

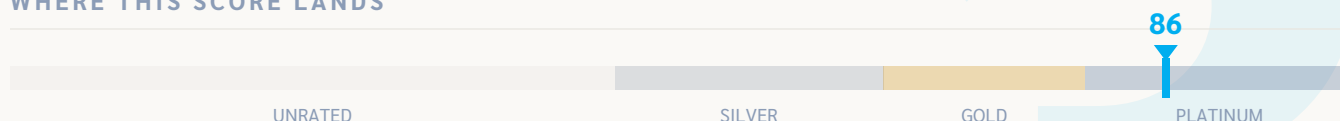
SCORE BREAKDOWN



3.9M followers

Instagram

WHERE THIS SCORE LANDS





NO. 4 OF 158 · KOL PRIDESCORE

Jennie Panhan



TRANS VISIBILITY, PRIME TIME

Jennie Panhan is an openly transgender Thai actress, comedian and TV host, best known for co-hosting the travel programme Toey Tiew Thai: The Route. Her presence on mainstream television matters: trans representation in prime-time entertainment normalises identities that much of the world still pushes to the margins.

Beyond the screen, Jennie is a vocal advocate for marriage equality and transgender rights, using her platform to push for change rather than simply occupy it. That combination of visibility and advocacy is exactly what PrideShow's PrideScore is built to reward.

Jennie ranks among the platinum creators because she pairs genuine mainstream reach with consistent, public commitment to the community — a trans entertainer shaping the culture from inside its most-watched formats.

“

Trans representation in prime-time entertainment normalises what the world pushes to the margins.

— PrideShow Editorial Board

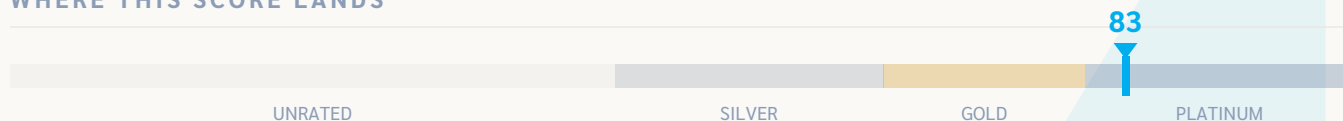
SCORE BREAKDOWN

Authenticity	35%		85
Community Trust	30%		85
Platform Reach	20%		100
Impact	15%		50

4.4M followers

Instagram

WHERE THIS SCORE LANDS





NO. 5 OF 158 · KOL PRIDESCORE



Jeab Lalana Kongtoranin

QUEEN, DOCTOR, ADVOCATE

Jeam Lalana holds a combination almost no other public figure can claim: Miss Thailand 2006, a practising medical doctor, and an openly queer actress and MC. That range makes her one of Thailand's most prominent queer women celebrities, publicly in a relationship with her girlfriend.

Visibility for queer women in Thai public life remains scarcer than for gay men or BL idols, which gives Jeab's openness particular weight. She demonstrates that a queer woman can hold a beauty title, a medical career and a public platform simultaneously — without choosing between them.

Jeab ranks among the platinum creators because she expands what queer visibility in Thailand looks like, bringing representation to an audience and an identity that the spotlight too often overlooks.

“

Visibility for queer women in Thai public life remains scarce — Jeab expands it.

— PrideShow Editorial Board

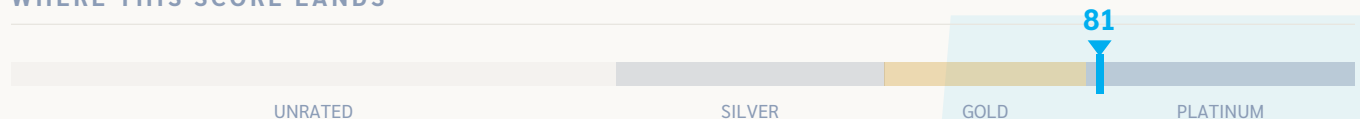
SCORE BREAKDOWN

Authenticity	35%		85
Community Trust	30%		80
Platform Reach	20%		100
Impact	15%		45

1.4M followers

Instagram

WHERE THIS SCORE LANDS





NO. 6 OF 158 · KOL PRIDESCORE



White Nawat Phumphotngam

THE WAVE HE STARTED

White Nawat rose to fame in Love Sick (2014), the series widely credited with sparking the Thai BL wave that has since become a global cultural and economic force. To rank a pioneer is to acknowledge the people who took the early risks on which a whole industry was built.

He has continued acting in series like Cupid's Last Wish and The Player, sustaining a career well beyond the moment that made him. The durability matters: BL fame is often intense and brief, and longevity is its own signal of substance.

White ranks in the platinum tier because his influence is both foundational and ongoing — one of the figures whose early work created the space that Thailand's BL creators now occupy worldwide.

“

To rank a pioneer is to acknowledge those who took the early risks an industry was built on.

— PrideShow Editorial Board

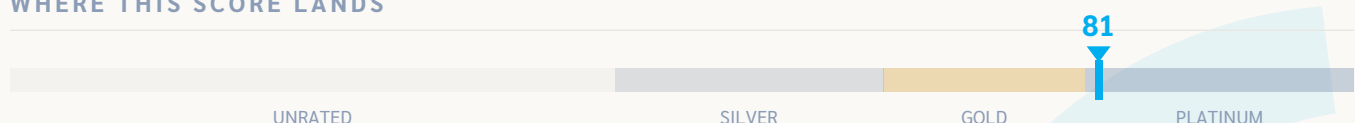
SCORE BREAKDOWN

Authenticity	35%		85
Community Trust	30%		75
Platform Reach	20%		100
Impact	15%		60

1.8M followers

Instagram

WHERE THIS SCORE LANDS





NO. 7 OF 158 · KOL PRIDESCORE



Porsch Apiwat Apiwatsayree

REAL LIFE, ON THE RECORD

Porsch Apiwat became known for Doctor Bright in Together With Me (2017), but his lasting contribution is something rarer than a hit role: alongside his husband Arm, he runs a YouTube channel openly documenting their life as a married gay couple in Thailand. He also works as a flight attendant — a life lived in full view.

Scripted BL romance is one form of representation; an actual openly gay couple sharing their everyday reality is another, arguably more powerful one. It moves representation from fiction to lived example.

Porsch ranks in the platinum tier because his authenticity is literal — not a character or a campaign, but a real relationship shared openly, which is exactly the kind of trust PrideScore is designed to measure.



Not a character or a campaign, but a real relationship shared openly.

— PrideShow Editorial Board

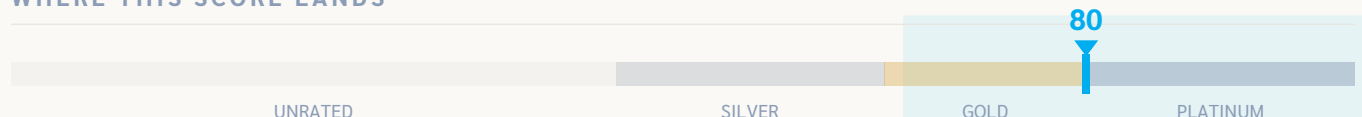
SCORE BREAKDOWN

Authenticity	35%		85
Community Trust	30%		72
Platform Reach	20%		100
Impact	15%		60

540K followers

Instagram

WHERE THIS SCORE LANDS





NO. 8 OF 158 · KOL PRIDESCORE



Violette Wautier

THE CROSSOVER ALLY

Violette Wautier is a Thai-Belgian singer-songwriter and actress whose work on songs like The Leaf of Summer and Blueprint helped define Thailand's alt-pop crossover sound. A prominent LGBTQ+ ally, she demonstrates that allyship from a respected mainstream artist carries real cultural weight.

Her reach extends across music and film audiences who might not otherwise engage with LGBTQ+ advocacy, and her consistent support broadens the coalition beyond the community itself. Allies with genuine artistic credibility help carry inclusion into the mainstream.

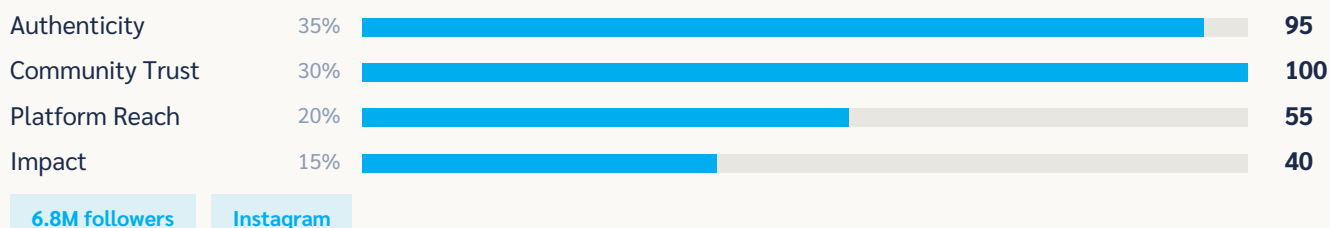
Violette ranks in the platinum tier because her influence and her advocacy reinforce each other — proof that PrideShow's PrideScore recognises authentic allyship, not only creators within the community, when it is real and sustained.

“

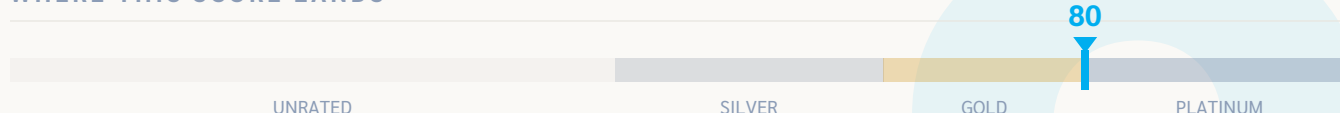
Allies with genuine artistic credibility help carry inclusion into the mainstream.

— PrideShow Editorial Board

SCORE BREAKDOWN

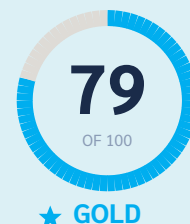


WHERE THIS SCORE LANDS





NO. 9 OF 158 · KOL PRIDESCORE



Fluke Natouch Siripongthon

TWO STAGES, ONE VOICE

Fluke Natouch is an openly gay Thai actor known for *Until We Meet Again* and the early BL film *My Bromance*, who in 2020 extended his career into music with the debut single *Hidden* — which reached number one on iTunes Thailand. That cross-platform success is part of what PrideScore rewards.

Moving credibly between acting and music broadens a creator's reach and resilience, and Fluke's openness throughout gives that reach a consistent foundation. Multi-platform presence is a marker of durable, diversified influence rather than a single viral moment.

Fluke ranks in the gold tier as an established openly gay creator with proven reach across both screen and music — a sustained, multi-format presence in the Thai entertainment landscape.



Multi-platform presence is a marker of durable influence, not a single viral moment.

— PrideShow Editorial Board

SCORE BREAKDOWN



2.0M followers

Instagram

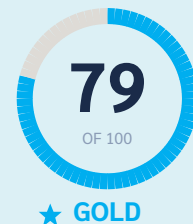
WHERE THIS SCORE LANDS





NO. 10 OF 158 • KOL PRIDESCORE

Gawdland



A CROWN FOR THAILAND

Gawdland made history in 2026 as the winner of RuPaul's Drag Race UK vs the World Season 3 — the first non-UK queen and the first from a non-English-speaking country to win in the franchise's history. For Thai drag, it is a landmark on the world stage.

Winning a global Drag Race title puts Thai drag artistry in front of an international audience and signals that the country's queer creative talent competes at the very top. It is the kind of breakthrough that lifts an entire scene's visibility and ambition.

Gawdland ranks in the gold tier as a newly crowned global champion whose win is among the most significant moments for Thai drag's international standing — a creator carrying the country's flag to a worldwide stage.



The first queen from a non-English-speaking country to win Drag Race — for Thailand.

— PrideShow Editorial Board

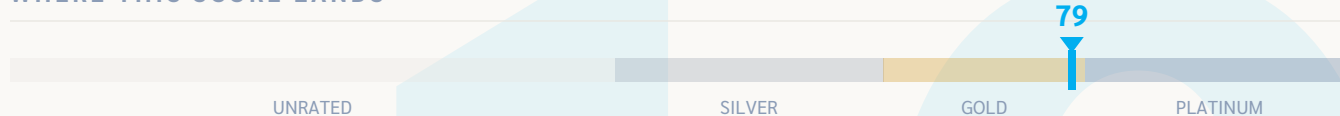
SCORE BREAKDOWN



328K followers

Tiktok

WHERE THIS SCORE LANDS



KOL PRIDESCORE

Ranks 11–30 · 158 ranked in segment

TIER · SCORE

11		Newyear Kitiwhut Sawutdimilin	● GOLD	79
12		Godji Tachakorn Boonlupyanun	● GOLD	75
13		Angele Anang	● GOLD	74
14		Charlotte Austin	● GOLD	74
15		Lisa Blackpink	● GOLD	74
16		Niti Chaichitathorn	● GOLD	74
17		Freen Sarocha	● GOLD	73
18		Liza Soberano	● GOLD	73
19		Kandy Zyanide	● GOLD	72
20		Mond Tuan	● GOLD	72
21		Gemini Norawit	● GOLD	71
22		Mew Suppasit Jongcheveevat	● GOLD	71
23		Poyd Treechada Petcharat	● GOLD	71
24		Koen Danai	● GOLD	69
25		Earth Katsamonnat Namwirote	● GOLD	68
26		Laverne Cox	● GOLD	68
27		Plustor Pronpiphat	● GOLD	68
28		Arshie Larga	● GOLD	67
29		Art Arya (Araya Indra)	● GOLD	67
30		Dunk Natachai	● GOLD	67



KOL PRIDESCORE

Ranks 31–50 · 158 ranked in segment

TIER · SCORE

31		Mimiyuuuh	● GOLD	67
32		Ten Tosatid Darnkhuntod	● GOLD	67
33		Dylan Mulvaney	● GOLD	66
34		Krist Perawat Sangpotirat	● GOLD	66
35		Milli Danupha	● GOLD	66
36		NuNew Chawarin Perdpiriyawong	● GOLD	66
37		Zee Pruk Panich	● GOLD	66
38		Bryanboy	● GOLD	65
39		Esnyr	● GOLD	65
40		Heart Evangelista	● GOLD	65
41		Ivana Alawi	● GOLD	65
42		Kathryn Bernardo	● GOLD	65
43		Orm Kornnaphat	● GOLD	65
44		Anne Curtis	● SILVER	64
45		Anne Jakrajutatip	● SILVER	64
46		Année Maywong	● SILVER	64
47		Avery Jae Clementine	● SILVER	64
48		Donnalyn Bartolome	● SILVER	64
49		Hayley Kiyoko	● SILVER	64
50		JianHao Tan	● SILVER	64



IN DEPTH

THE PINK ECONOMY, EXAMINED

Features, context, and the numbers behind the ranking.



The \$4.7 Trillion Question

Inclusion is not charity. It is one of the largest under-served consumer markets on earth — and Thailand has a measurable share of it.

This is not a niche story. LGBT Capital valued the global LGBTQ+ consumer market at roughly USD 4.7 trillion in 2023 — a figure on the order of the GDP of the world's third-largest economy, generated by an estimated 500 to 600 million people. When a market that size is treated as an afterthought, the cost is borne by the businesses that ignore it.

Thailand's slice is real and growing. PrideShow puts the domestic pink economy at around USD 10.3 billion, expanding at a compound annual rate of roughly 13.6% — outpacing the broader economy and drawing in tourism, healthcare, hospitality, retail and the creator economy alike. The country's reputation as Asia's most welcoming destination has become an economic asset, not just a cultural one.

This ranking exists to measure who is actually capturing that value. The businesses in these pages are not being celebrated for sentiment; they are being recognised for the policies, the reach and the investment that turn a welcoming reputation into measurable inclusion — and, increasingly, into revenue. The Inclusion Dividend is the return on doing this well, and the gap between the leaders and the laggards is widening.

The question for every organisation in Thailand is no longer whether the pink economy is worth taking seriously. It is whether they can afford to be absent from it.

“

The question is no longer whether the pink economy is worth taking seriously — it is whether you can afford to be absent.

— PrideShow Editorial

\$4.7T

ESTIMATED GLOBAL LGBTQ+ CONSUMER MARKET · LGBT CAPITAL, 2023

POLICY

Marriage Equality, One Year On

In January 2026 Thailand became the first Southeast Asian nation to recognise marriage equality. A year later, the corporate response is the real measure.

The law changed in a single moment; the economy is still absorbing what it means. When Thailand's Marriage Equality Act took effect, it did more than grant couples the right to marry — it created an immediate, concrete test for every employer in the country: would same-sex partners receive the same benefits as any other spouse?

The answers have sorted the field. Across this ranking, the entities that moved fastest — extending partner medical, welfare and pension benefits to parity within months — are disproportionately the ones at the top of their segments. For a hospitality group, a bank, or a food producer with tens of thousands of staff, that is not a press release; it is a measurable change to compensation reaching real households.

The wedding economy responded just as quickly. Venues, planners, photographers and destination operators have moved to serve same-sex couples both domestic and inbound, adding a new layer to Thailand's already formidable tourism offer. Marriage equality turned a cultural milestone into a commercial one almost overnight.

A year on, the dividing line is clarity. The organisations that treated the law as a prompt to act now carry a documented advantage; those still "reviewing" their policies are, quietly, falling behind. The Act made inclusion legible — and this ranking reads the result.

“

The law changed in a single moment. The economy is still absorbing what it means.

— PrideShow Editorial

1st

SOUTHEAST ASIAN NATION TO RECOGNISE MARRIAGE EQUALITY · JAN 2026



TOURISM

The Pink Passport

LGBTQ+ travellers spend more, stay longer, and return more often. Thailand built the region's strongest welcome — now it is defending the lead.

Thailand's standing as Asia's premier LGBTQ+ destination did not happen by accident, and it is no longer uncontested. For two decades the country combined a genuinely welcoming culture with world-class hospitality, and the result was a visitor segment that punches far above its size: LGBTQ+ travellers consistently spend more per trip, stay longer, and show outsized loyalty to the places that make them feel safe.

That welcome now spans the whole journey. Airlines, hotel groups, spas, nightlife venues and clinics in this ranking compete not just on price but on the quality of their welcome — and the medical-tourism sector, particularly gender-affirming care, has turned Thailand into a global destination for procedures that are scarce or stigmatised elsewhere. The pink passport is stamped across hospitality, wellness and healthcare alike.

The competitive pressure is real: other regional markets have noticed the economics and are courting the same travellers. Thailand's marriage-equality milestone is a powerful differentiator, but a reputation for welcome has to be continuously earned. The businesses ranked in these pages are the ones doing the earning — and the reason the lead, for now, still belongs to Thailand.

“

A reputation for welcome has to be continuously earned — and these businesses are the ones earning it.

— PrideShow Editorial

20 yrs

AS ASIA'S LEADING LGBTQ+ DESTINATION — NOW DEFENDING THE LEAD



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PRIDESHOW RANKING

Edition 1 · 2026 · The Pink Economy Maturity Index

**A ranking is a provocation as much as a record.
If your organisation is not here, the path is open.**

The bar rises in September.

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