

Sustainability Strategy for 2021-2025

The Company brought sustainability issues gathered from stakeholders to be analyzed in conjunction with practical guidelines from regulators while sustainable development is integrated with work processes agreed and approved by the Corporate Governance and Sustainable Development Committee. The purpose is to determine framework, approach, long-term strategy and later formulate operating plans with Prosperity, People and Planet as the core strategy and Principle and Share Value as the supporting strategy.

Sustainability Commitment to High Purpose

“Inspire and deliver knowledge through valuable entertainment and solutions that sustainably enhance quality of life of the people”



Prosperity

Elevating livelihoods of people in the society through inspirations from product innovations for health and beauty with global safety standards and systematic big data management to perfectly address all customer needs.



People

Enhancing capabilities of employees by effectively managing knowledge warehouse and delivering inspirations via knowledge to people in the society with respect to value co-creation and delivery through multiple channels covering all stakeholders.



Planet

Undertaking business strictly according to environmental laws and regulations, fostering a mindset for employees to utilize resources economically, conserve nature and be aware of environmental impacts across supply chain as well as considering investment with partners who are concerned of the environment.



Principle

Committed to becoming an efficient organization with ethical, fair, transparent and accountable business conduct who is responsible for all stakeholders including society and environment to achieve balanced and sustainable growth.



Share Value

Synergy through Entertainmerce Business Model for building seamless big data and seamless customer experience Creating value for diverse products and services via extensive distribution channels that synergize each distinctive business to meet expectations of stakeholders across business value chain from upstream to downstream as well as be mindful of impacts on them.



Sustainability Framework and Guidelines 2021-2025

