

Performance Highlights

SOCIETY WE SHARE

Enhancing employee potential through efficient knowledge management, while inspiring people in the society through joint value creation and delivery via diverse channels covering all stakeholders

Employees



% of employees completed new employee orientation

8 hours/person/year

of internal and external competency development training for employees



% of employees with defined performance targets and evaluation

0 case

of accident at work causing absence for more than 3 days (LTIFR)



employee satisfaction from training programs

0 case

of accident at work causing fatality or disability

Customers



customer satisfaction on products and services

< 1%

of products that are claimed.

Community and Society



15 Social activities conducted through various channels



170 hours from employees dedicated for volunteering work, compensation 36,755 baht



16 universities participating the internship program

Society and Community

Social and Community Responsibility Policy

The Company is fully aware of the importance of business conduct that is based on strong social and community foundation that are ready to progress and grow together. Therefore, the Company values social works that are not limited to internal organization or employees but also the society at large including suppliers, customers, communities as well as the overall social context of the country. This spans across various areas including employee care and fair employee treatment, talent development, employee health and safety, activities for public interest and systematic whistleblowing processes.

Initially, the Company has set targets to enhance employees' potential using efficient knowledge management while the short-term target aims to push hiring for vacant positions from 50% internal promotions of existing employees and to inspire people in the society through knowledge. The Company takes into account value creation and delivery through multiple channels to serve all groups of stakeholders with the long-term target to create over 10,000 jobs for people in the society.

Practices

- 1) Strictly comply with laws, requirements and rules related to society and community.
- 2) Review policies and management plans and monitor social and community performance regularly.
- 3) Support the adoption of business innovation to elevate quality of life of people in the society.
- 4) Integrate the assessment of social and community impacts as a part of the supply chain management.
- 5) Disclose information related to society and community with transparency through various channels as appropriate.
- 6) Provide education and support activities that promote a responsible mindset of employees and people in the society to foster social and community responsibilities.

Impact Assessment

During 2022-2023, the Company joined forces with Chatuchak District Office to conduct a survey on concerns of the society and nearby communities within 5 kilometers from the head office and considered the possibilities of adverse impacts from its business conduct of current and future projects including impacts on ways of life of communities. The results showed that there was no urgency or severe impacts to the Company at the maximum level for the short term. Nevertheless, the Company has defined guidelines on social and community activities according to occupational health and safety that are adequate and appropriate and already began setting relevant long-term targets on social dimension.

Performance

The Company monitors and evaluates its compliance with related laws, requirements and regulations on social aspect on a regular basis to ensure that employees and related parties are informed and encouraged to conform to correctly. In 2023, the Company had no record of any action that is considered a violation of laws or social rules and thus there was no related fine. Moreover, the Company extended the scope of its social undertaking to suppliers and a self-assessment form for suppliers was developed to evaluate social performance of suppliers as a part of the Company's vendor selection processes coupled with other related actions.

Social and Community Engagement Policy

The Company conducts business with awareness of social and community responsibility along with developing a strong organization to become a part in improving the quality of life of people in the country. This is undertaken through jointly solving social problems sustainably via business processes and continuously supporting social activities especially with communities around the Company's location. In addition, employees are encouraged to participate in various activities to foster public mind among employees so that the Company earns acceptance and trust from society and communities and all will be able live together sustainably.

Policy on Business Innovation for Society and Environment

The Company strives to conduct R&D for innovation covering products, services and processes that can generate benefits, enhance competitiveness and create value added for the Company with the consideration of potential impacts on communities, society and environment as well as co-creating shared values between the Company and all stakeholders to the best of its ability.

Practices

- 1) Analyze operational processes of the Company in detail to create development opportunities to discover and implement innovation
- 2) Be open and encourage internal employees with creativity to propose ideas that promote continuous innovation creation.
- 3) Encourage and collaborate with the Company's stakeholders such as suppliers to develop innovation with social and environmental responsibility.
- 4) Promote knowledge and education through internal and external training to encourage idea exchange.
- 5) Search for channels to partner with businesses and agencies in other sectors including government agencies and educational institutions with different expertise to generate ideas to be developed to build innovation that is efficient and suitable for the Company's business.

Performance

In 2023, vitanature+, a brand under RS LiveWell of RS Group, focuses on bringing herbs and international wisdom to combine with advanced innovation to develop products to meet the healthcare needs of everyone in the family under the concept of "Living the Wisdom of Nature". The product received the "Superbrands of the Year" award from 2023 Superbrands Award by Superbrands Thailand. This year vitanature+ received the highest number of votes from a sample of consumers nationwide. It is a guarantee of consumers' trust in the brand and our strength to continue building the brand in Thailand. This award is considered another proud moment for vitanature+.

In addition, the Company teamed up with alliances to develop product manufacturing innovations through leveraging local wisdom by inventing such natural herbal extracts which can generate sales throughout the year 2023 or equivalent to revenue of more than 274 million baht from the target of revenue of 300 million baht, or a success rate of 91%. from creating new innovative products.



เปิดเบื้องหลัง ความสำเร็จของ vitanature+ ที่คว้ารางวัล SUPERBRANDS THAILAND 2023

RS GROUP

vitanature+ believes in the power of nature and focuses on bringing herbs and international wisdom to combine with advanced innovations to develop products to meet the healthcare needs of everyone in the family.



A representative from RS LiveWell noted “This year marks the first year that the brand vitanature+ has participated and received the award from Superbrands Thailand as a leading brand in health and beauty in Thailand. This award helps confirm that vitanature+ is a product of high quality and standards with outstanding benefits and its own unique identity. Most importantly, the product also reflects the confidence and trust of consumers in the brand. In addition, vitanature+ has grown every year following the brand’s commitment to bringing benefits from natural ingredients, plants and herbs from all over the world to be extracted with production technology and innovation to provide maximum benefit to consumers. The product also contains no chemicals or residue. Currently, we have developed a diverse product offering from dietary supplement product lines, healthy drinks to beauty products to take care of your hair and facial skin. In order to elevate the quality of life of consumers, this Superbrands award is the pride of all our team members in different units to develop better products to meet the needs of consumers.”



The key to the success of vitanature+ is quality and standard control from upstream to downstream operations following these 8 steps:

1. Select business partners with high standards as specified by the brand.
2. Bring wisdom from all over the world to invent and develop safe formulas to address diverse needs of consumers as well as choosing to use soft gel capsule, an innovation in delivering important substances into the body for maximum absorption.
3. Use advanced extraction innovation to completely maintain the quality of important substances in the herbs.
4. Select premium-grade raw materials from all over the world with organic growing sources.
5. Offer safe packaging to maintain product quality without harming the environment.
6. Ensure that all products are certified by leading institutions in Thailand and abroad.
7. Promote continuous R&D to always create the best results for consumers.
8. Ensure proper storage and standardized delivery for every product before being delivered to consumers.

We develop brands from our determination to bring the way of nature to combine with the use of advanced innovation to extract concentrated substances from various herbs through knowledge and wisdom from all over the world before developing into high

quality products for healthcare of everyone in the family for daily usage without worrying about residue.

As a result, vitanature+ continues to develop and conduct business under the brand’s mission to ensure consumer confidence as guaranteed by sales of over 4,000,000 pieces within 3 years with a 100% repeat purchase record.

vitanature+ Black Sesame Oil with Perilla Oil, a dietary supplement product with black sesame oil mixed with perilla oil is manufactured through a cold extraction process that



preserves the value of essential nutrients for the body, including calcium, sesamin, vitamin E, omega 3 and omega 6, helping to revitalize the body as well as the health of bones and knees.

Not only vitanature+ prioritizes product quality, but it also cares for society and the environment through paying attention to every step of the production from selecting raw materials, screening business partners, improving production process and choosing packaging that does not harm the environment to make the brand vitanature+ a truly sustainable health and beauty brand.

aviance under ULife, a Subsidiary of RS Group, Collaborated with THE KLINIQUÉ in Launching “aviance x THE KLINIQUÉ PRO MED”, an Innovative Beauty Product of the Era to Delay Aging from Inside Out.



ULife, a health and beauty subscription business under RS Group, joined forces with THE KLINIQUÉ through aviance brand to bring together the 2 leaders in beauty innovation to create dietary supplements “aviance x THE KLINIQUÉ PRO MED” to restore clear skin and delay aging from inside out. The supplement is developed and formulated by a team of doctors and experts. This is to strengthen the business under the ULife’s subscription model by combining the strengths of both brands together in one product, leveraging aviance’s expertise in technology for holistic beauty care and leadership in the surgery and laser industry of THE KLINIQUÉ. The supplement helps restore and brighten the skin from inside out which is in line with ULife’s intention to deliver value for money and good health to consumers as well as offering opportunities to generate revenue for business partners, along with continuing to drive sales of aviance x THE KLINIQUÉ PRO MED product for ULife.

Khun Suchada Theeravachirakul, Chief Executive Officer of RS Connect Company Limited, said, “From our intention to expand the product portfolio under ULife and present innovative products with world-class quality to meet lifestyle needs and elevate consumer health while generating revenue for business partners and promoting sustainable stability, we never stop searching for suitable business opportunities. This led to our collaboration with THE KLINIQUÉ that synergized the potential of two leaders in beauty innovation to deliver value to customers. For ULife side, we have expertise in innovative beauty products for holistic beauty with the intention of selecting premium natural ingredients from every corner of the world to deliver beauty from inside out. At the same time, THE KLINIQUÉ offers its expertise as a leading cosmetic surgery and laser center to help create and deliver quality products from doctors and experts for Thailand’s dietary supplement market. The supplement initially targets people who go through medical procedures or surgeries. The product is differentiated from other products in the market which is expected to boost sales for ‘ULife’ further in the future.

Dr. Apiruj Thongwat, Chief Executive Officer of The Klinique Medical Clinic Public Company Limited, noted “In addition to developing THE KNINQUE’s services to maintain our leadership in innovative technology for comprehensive beauty, we are always looking for new business opportunities. THE KLINIQUE is delighted to be partnering with aviance, a product of ULife under RS Group in developing outstanding quality products by combining our experience and expertise together. Our leading cosmetic surgery and laser center at THE KNINIQUE with outstanding lifting technology to adjust facial shape and reduce wrinkles under USA’s medical innovation standards is to be matched with aviance’s expertise in creating innovative beauty products. This results in a product that will effectively delay aging which we sincerely hope that the product will be considered an effective supplement for consumers in enhancing their skin health.”



The product “aviance x THE KLINIQUE PRO MED” comes with a wide range of beauty innovations to enhance its key attributes that set it apart from other dietary supplements for skin in the market as follows:

- NAD+ Booster Technology helps reverse skin aging by stimulating the creation of NAD+ (nicotinamide adenine dinucleotide), a substance normally found in the body’s cells which is a molecule that creates cellular energy. It is known as the queen of anti-aging that helps add youthfulness to cells, restores deteriorated skin and body cells from within.
- Pycnogenol® is the main ingredient that has been carefully selected using extracts from the bark of maritime pine. This is a premium grade ingredient extracted from maritime pine trees that grow along the southwestern coast of France. Safety and quality are guaranteed with over 40 years of research to help the skin look radiant.
- Pomegranate fruit extract provides punicalagins or an anti-aging substance that has the properties of both collagen and HYA booster to help enhance youthfulness. Through careful selection of ingredients from the Mediterranean region in Spain and cultivation on farms that focus on sustainable agriculture, the extraction process is environmentally friendly using a proprietary method of extracting the whole fruit with pure water.
- Olive fruit extract imported from Spain is rich in substances that help fight free radicals from sunlight. It is extracted with specific technology from olive pulp using natural methods.

- Rich in nutrients that have many benefits including:
- Vitamin E which has antioxidant properties important in the process of protecting cells and skin layers from the damage of free radicals.
- Vitamin C which enhances antioxidant protection, stimulates collagen production and promotes the strength of blood vessels.
- Zinc amino acid chelate that provides the mineral zinc playing an important role in maintaining the structure of blood vessel wall cells and the strength of blood vessels. It is an important mineral in the formation of skin, hair, nails and tissues which also contributes to the process of rehabilitating skin in the wound areas.
- Alpha lipoic acid (ALA) which is a natural antioxidant that helps protect tissues and has a property that promotes skin health as it helps maintain vitamin C and E levels in the body as well as protecting against the degradation of glutathione.

In 2023, the Company set a target of 50,000,000 baht and we reached sales of 3,000,000 baht from the first year. This is considered a success rate of 72%. from the development of various innovations together with business partners. Moreover, this also helps generate income for more than 760 business partners from the target of 1,000 people, equivalent to 76% success rate. This helps create jobs, build careers and distribute income to people in society.



Promoting diversity and equality of employees in the organization through the concept of #โตไปกับอาร์เอส (#GrowtogetherwithRS)

RS Group realizes that the business world, no matter how much it changes, no matter how many times there will be disruptions, ‘employees’ are still an important catalyst in driving and leading the Company to grow steadily and sustainably. RS Group has therefore developed our employer branding under the concept of #โตไปกับอาร์เอส (#GrowtogetherwithRS) and took the opportunity during the pride month to organize the RS Diversity | RS People All Bloom campaign to raise awareness of employees so that they see the value of diversity and equality in the organization. This was carried out through activities that reflect different identities that work together smoothly including the affirmation to all employees that we are committed to taking care of our employees with comprehensive welfare and benefits, adhering to the principle of equality while accepting the differences among employees. Everyone can progress and #โตไปกับอาร์เอส (#GrowtogetherwithRS) can be achieved based on one’s ability in an equal and fair manner.



Mr. Surachai Chetchotisak, Chief Executive Officer of RS Public Company Limited, mentioned “RS Group has a mission to elevate every dimension of our customers’ lives. The main goal of the organization is Life Enriching but we also have to elevate every dimension of life for our employees in parallel, which is the concept of #โตไปกับอาร์เอส (#GrowtogetherwithRS). This concept is rooted in giving importance to diversity both in business aspects for products and services that has undergone disruptions for the past 40 years, and the diversity of employees with different ages, skills, experiences, genders, and lifestyles. Accepting the differences among executives and employees will lead to learning, sharing of duties, listening, and constructive debates. This will help everyone at RS Group work happily while the strong teamwork will be our power to achieve challenging goals in the business world together.”

Therefore, for employees to #โตไปกับอาร์เอส (#Growtogether-withRS) in every dimension in a concrete manner, RS Group places importance on the growth of employees under the following 4 main pillars:

- **Grow progressively:** All career paths are made possible at RS Group as we are a flat organization with agile way of work. Moreover, most employees work closely with executives while OKR is adopted for performance evaluation which has clear goals and measurable results. Therefore, employees with outstanding performance are trusted. Regardless of their generations, everyone can grow and progress quickly.
- **Grow strong through diverse learning:** This is the golden opportunity for employees to work in a company that has many businesses, including media, entertainment, and commerce. This allows employees to learn new things across departments and learn work concepts from different executives and teams with diverse experience and skills which may not be found in textbooks or classrooms. This is exactly what makes working at RS Group unique, unlike anywhere else. At the same time, we are an organization that always challenges employees to develop themselves and hone their various skills. We focus on learning and supporting employees in using their skills and experiences to work together. Besides, RS E-Learning Center was established for employees and executives to use their knowledge and skills to train other employees in other lines of work so that they can gain new skills while they can learn anywhere, anytime through the Company's information system.

- **Grow steadily:** It is obvious that comprehensive welfare and benefits give employees peace of mind and help support them to have a good quality of life both at work and in their personal lives. This is why RS Group cares for their employees and offers various welfare and benefits equally for all employees. Benefits include health insurance, life insurance, provident fund, multiple financial aids, and annual leaves starting at 12 days and increasing with length of service. Employees also have equal rights to business leave, sick leave, maternity leave, and marriage leave and even 45 days of leave for gender affirmation surgery. Plus, we also value the working environment and we offer modern office with complete facilities including over 700 free parking spaces and priority access for employees to affiliate events or activities.
- **Grow in a safe space where diversity is accepted:** One thing that is equally important is understanding differences and diversity and respecting the rights, freedom and equality of employees. RS Group has more than 1,300 employees with a diversity in terms of gender, age, and physical characteristics. Therefore, we are committed to promoting diversity and equal labor practices with the RS Diversity Policy, providing opportunities for all groups of employees to show their full potential and offering a safe space for everyone to work.



Additionally, RS Group has organized “RS Diversity | RS People All Bloom” activity to bring excitement for employees during the pride month and build awareness among employees so that they see the value of diversity and equality in the organization. This was carried out through activities that reflect the different identities of employees including sharing of stories of representatives who have grown and progressed with the organization in various aspects. There was also employee training led by a team of experts from ALLY by ila, a social enterprise committed to transforming communities into safe spaces from sexual harassment. The knowledge gained from the training will be another tool for creating and cultivating a diverse organizational culture as well as supporting RS Group to be a safe space for everyone.

ULife, a Subsidiary of RS Group, Launched ULife Space at the Head Office

Creating a space to spark ideas and connect to the community of business partners with a shopping zone to offer customers seamless shopping convenience.



ULife, a premium health and beauty product business, officially opened ULife Space at the head office located at RS Group Building. This is an integrated service center for customers and distributors (business partners) with an investment of over 25 million baht to provide a co-working space for meeting, talking and sparking new ideas within the ULife business partner community. The space offers fully-equipped facilities to address needs of the community with the purpose to promote the work efficiency of business partners together with a shopping zone that allows customers to access ULife's high quality innovative products more conveniently and seamlessly. This is

intended to help create continuous growth for the ULife business and fulfill ULife's mission to create good health for more than 10 million Thai people as well as generating income for 1 million Thai people to meet their living needs.



Apart from being aligned with ULife's mission to create good health and generate income to support the right lifestyles for Thai people, this is also consistent with RS Group's commitment to becoming 'Life Enriching' that will raise the bar of every dimension of living. The space can be divided into 4 main zones as follows:

1. Shopping zone allows customers to walk around and choose products freely with the access to high-quality innovative products from ULife in a more convenient manner through various channels both online and on-site.
2. Business zone is a co-working space for the community of business partners where they can meet and talk to create new ideas and work free-of-charge. It comes with complete functions including a seating corner where you can talk and work comfortably including a free internet service.
3. Meeting room zone is for organizing meetings and training to support the development of skills and knowledge for our business partners. It comes with the Live Hub, a room for live

broadcasting that helps enhance the learning efficiency of members of the business partner community. The meeting rooms can accommodate more than 200 people.

4. Cafe zone offers a variety of beverage for sale, including signature drinks from beyonde to offer refreshment for customers and business partners so that they can continue shopping and working with full energy.

Currently, the ULife community has expanded continuously with a network of more than 100,000 business partners nationwide. This ULife Space at the head office is the 14th ULife service center, which helps connect the business partners community and enhance work efficiency. Regarding product under distribution, there are 4 main brands i.e. aviance (beauty product group), beyonde (healthcare product group), Happie Homie (household product group) and iFresh (oral care product group). All these products help improve the health of consumers in many dimensions.

“RS Nearby...Building a New Sharing Society to Be Closer Than Ever”

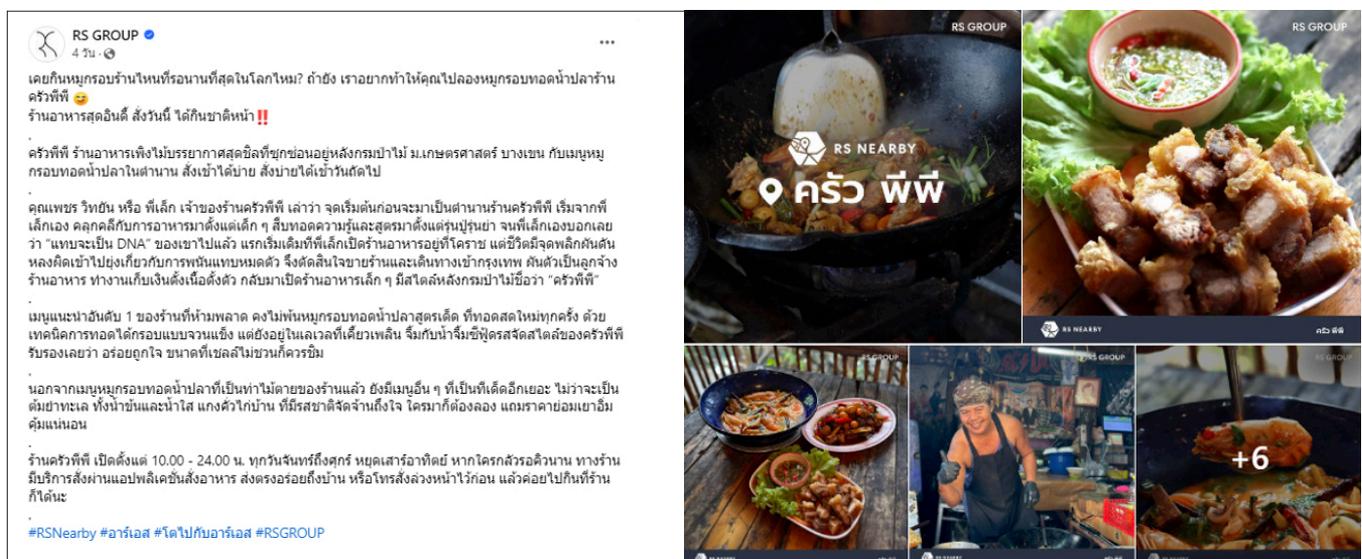
Due to the COVID-19 situation starting in 2020, the country's economy and the people were severely affected while many private business owners had to discontinue their businesses as they faced problems of low revenue, unemployment, and lack of opportunities to generate additional revenue. Many people may have dreams of starting their own businesses but they lack capital or courage to take risks or have no experience in starting on their own businesses. In this regards, RS Group, as a leading company in the country, has resources and capacity to create effective public relations media while we already moved to the new head office in Chatuchak district. As we joined this neighborhood, we have seen continuous creation of shared values between companies, communities and government agencies in the area.

Qualitative Benefits

- 1) Jointly promoted various types of shops in Chatuchak area to be more widely known through various communication channels from the Company, for this time, focusing mainly on specific social media platforms such as Facebook.
- 2) Offered assistance in working with the government sector and local organizations which is considered mutually beneficial in improving the quality of life of people in the community.

Quantitative Benefits and Performance

- 1) Public relations were conducted for 12 stores from the target of 12 stores (average of 1 store per month). This is considered a 100% success rate in creating jobs and promoting careers for people in the communities surrounding the Company's head office.
- 2) Publicized through the Company's social media channels, which can generate up to 1,000,000 views per year with more than 85,000 followers. The Company offered this free of charge despite the operating cost of approximately 1,200,000 baht per year.



Other Initiatives to Elevate Quality of Life of the People with Sustainability



RS pet all recently opened PET ALL MY LOVE, the first branch of its pet retail store business to connect people and pets under the concept of “Love-Centric Experience”, created from love and care for pets. The store delivers products and services that are full of love featuring 100% genuine quality products from all over the world selected by a team and veterinarians who truly love and understand pets at affordable and accessible prices. All zones in the store are designed to be friendly and safe for both people and pets to make shopping enjoyable and offer happy experience to create bonds between owners and pets. PET ALL MY LOVE is expected to open mor branches in the future.

RS Group Organizing “RS BLOOD HERO” to Donate Blood to the National Blood Center, Thai Red Cross Society

The Company places importance on sustainability efforts by paying attention to and being responsible for community, society, and the environment. This led RS Group to carry out activities for the community and society in many forms. During New Year’s festival, patients are likely to need more blood and therefore we organized “RS BLOOD HERO” campaign to donate blood to Thai Red Cross Society to help patients across the country.



This is considered a joint effort to do good deeds to promote Life Enriching to truly elevate every dimension of people’s lives by delivering blood to the National Blood Center of Thai Red Cross Society. The campaign was participated by executives, employees, artists, news anchors and COOL J members of RS Group who gave blood in a large volume. We are very pleased that this activity was able to deliver 56,250 cc of blood to Thai Red Cross Society from the target of 50,000 cc, or a 113% success rate thanks to the cooperation of everyone in the organization to connect with society at large to help extend lives of patients nationwide.”

RS Group Celebrating 1 Year Anniversary of ULife by Offering beyonde Maqui Plus to Department of Medical Services Foundation, Ministry of Public Health



To celebrate the 1st year anniversary of ULife, a health and beauty brand under RS Connect, part of the RS Group, Khun Suchada Theeravachirakul, Chief Executive Officer of RS Connect, donated 10,000 boxes of beyonde Maqui Plus products, which are beverages made from maqui berries and 12 types of superfruits, worth 14 million baht, to the Department of Medical Services Foundation, Ministry of Public Health with Dr. Thongchai Keeratihattayakorn, Chairman of the Department of Medical Services Foundation, as the honorary recipient. This is to pass on our care to medical workers and the public. The Department of Medical Services Foundation acts an intermediary for distributing products to 10 agencies under the Department of Medical Services.

RS Christmas Spirit's Joyful Power Booster

RS Group employees joined “Sharing Items in Good Conditions” campaign to give away items that are not being used to Pankan Shop. Pankan will distribute these received items further while all proceeds from product sales will go towards scholarships for underprivileged children through the Yuvabadhana Foundation. For this time, generosity was overwhelming as we received many items including shoes, bags, clothes, accessories, books, dolls, toys, electrical appliances, musical instruments and sports equipment, etc.



RS Group's From Us... to Them – Food Sharing for Dogs and Cats

Lifemate organized an activity by inviting RS Group people to participate in donating food for dogs and cats, with Channel 8 actors such as “Guide-Kantapon Chompupan” bringing Nong Billion and “Tawan-Nawinwich Kittichanwit” bringing Nong Singto along with other dogs and cats to join the parade filled with cuteness and colors to accept donation from people at RS Group.

Lifemate continued this activity which was initiated since last year to select foundations that are still in need to donate food to give to stray dogs and cats which helps relieve the burden of the foundations that cares for them.



Lifemate Sharing Food On International Dog Day

Channel 8 hosted a good activity on International Dog Day on August 26th by bringing premium grade dog and cat food from Lifemate, totaling 185 kilograms, to “Kanyapat House for Abandoned Dogs and Cats” in Pathum Thani province which is a place that adopted more than 500 stray dogs and cats. Through this activity, the Company participated by sharing food to ease the burden of stray dog and cat shelters which will help dogs and cats there to have improved health holistically.



RS Group Sharing Knowledge to People with Sustainability



Ms. Pornpan Techarungchaikul was the representative to attend a lecture on the topic of “Successful Business Transformation” to the participants in the training course under Transformational Executive Network for Exponential Growth (TEN X), Class 2 to share experience as one of the key executives who played a role in the transformation from the previous media and entertainment business to be operating a commerce business under Entertainmerce business model together with executives from various agencies and organizations of more than 100 people. TEN X was established from the collaboration of the Thai Chamber of Commerce and Board of Trade Thailand, University of the Thai Chamber of Commerce and DeOne Academy for executives who are involved in leading business transformation.

This offered a platform for learning together in terms of academic content and tools that can actually be used as well as sharing of experiences from expert speakers and CEOs of leading organizations.

The initiative also strengthens “Learning Society” for executives of leading organizations in Thailand which gives rise to higher competitiveness of organizations in Thailand to be on par with those abroad.

RS GROUP Sharing Experience in Business Model Transformation to Entertainmerce Model to Inspire Others in Conducting Business.



Another important mission of RS Group is to develop human resources by inspiring people to never stop learning as well as pushing and promoting learning from real experience for youth in various educational institutions and the new generation of businessmen and business owners. Consequently, RS Young Blood project was initiated where executives and other personnel regularly go out to share and exchange knowledge, skills and expertise.

For this time, Khun Pornpan Techarungchaikul, Chief Executive Officer of RS Music, a subsidiary of RS Group, was the representative to participate in sharing her experience as one of the important executives involved in transforming RS from the media and entertainment business to a commerce business under Entertainmerce business model for participants of TLCA Executive Development Program (EDP 2023 – Building Transformational Leaders) course, The course welcomed executives from government and private agencies including various organizations to attend to event organized by the Thai Listed Company Association (TLCA).

In addition, there was one event where we passed on inspiration and shared experiences as seniors in the business world to 16 teams of students from Chulalongkorn University who are qualified for the Beat the Biz 2023 project, which is an SME business idea competition organized by the CEO Chula Club that gathers a group of students from all faculties of Chulalongkorn University. Besides business management perspective, Khun Pornpan also shared her people management perspectives which received a lot of attention from attendees.