

Performance Highlights

ECONOMY WE DARE

Elevating quality of life for people in the society through inspirations from health and beauty product innovation under global safety standards and seamless data management among RS Group to comprehensively address needs of customers.

Innovation of Products, Services and Processes

3 Projects

to incubate innovation covering products, services and processes

160 SKUs

of products to respond to diverse need of customers (House Brand)

1,000 million baht

of initial investment with partner strengthen the ecosystem

Opportunities, Jobs and Income Distribution

760 jobs

in the society in 2023 created career through business partnerships

22,367 people

who are business partners receive knowledge and career opportunities

430 million baht

in total value of products from business partners delivered to consumers

Direct Economic Drives



dividend or dividend stock
642 million baht



total revenue
3,650 million baht

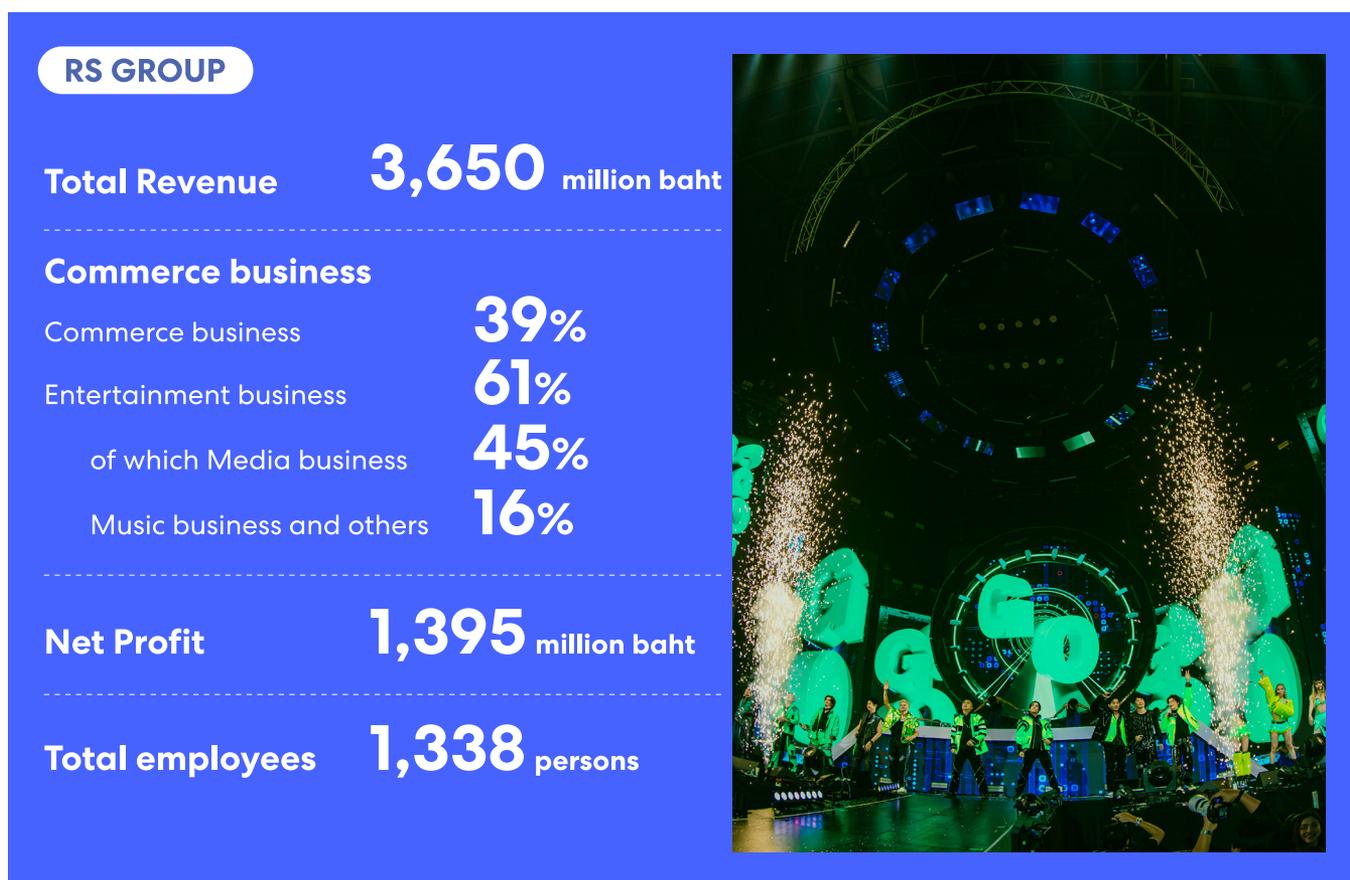


income tax expense
355 million baht

Sustainable Value Creation for Stakeholders

Through our experience and expertise in entertainment business which is our core business and foundation coupled with our commerce business, “Entertainmerce” was created as a new business model leveraging various storytelling approaches which are the heart of the Company’s marketing of our products and services. We focus on creating unique shopping experiences and developing distribution channels that are easily-accessible, diverse and innovative to consistently accommodate different customer groups.

The Company managed to successfully transform our business model to be more responsive to change in digital technology and was acclaimed as an exemplary case study on business transformation. Note that the Company never ceases to adjust our strategies and business plans as well as improving work efficiency in all dimensions to thrive through digital disruption and the COVID-19 pandemic. Solid revenue growth and stable profitability in all scenarios are to be ensured including support of initiatives with social and environmental responsibility that are combined uniformly with each business model.



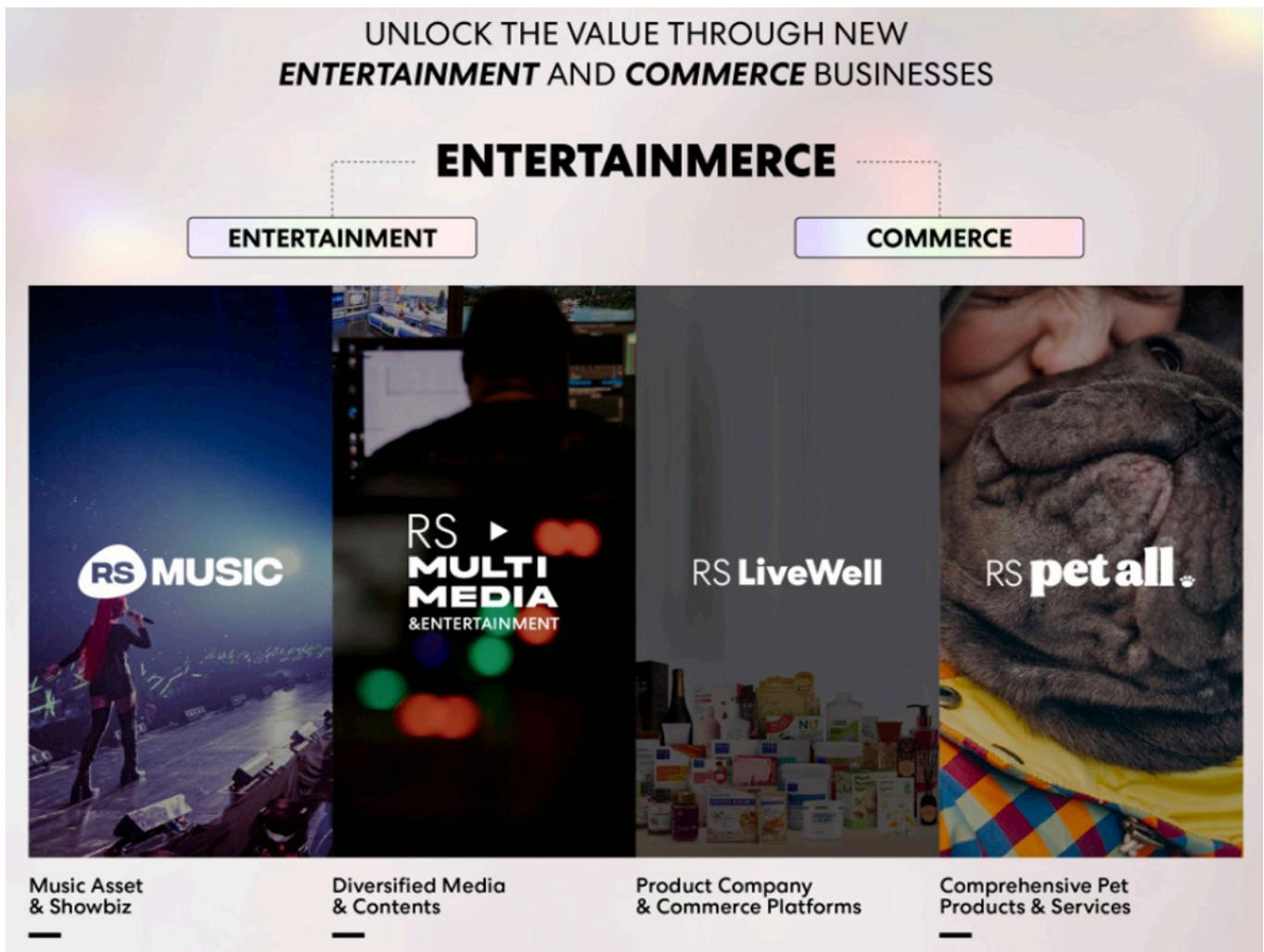
RS Public Company Limited or RS Group is a pioneer who inspires Thailand’s entertainment culture since 1982 and is admired as one of the most successful companies and an icon of music industry in Thailand. RS Group became a central creator of a variety of entertainment ranging from movies, series, variety shows to live broadcasting of international sport events as a rights manager. The Company is positioned uniquely as a leading organization who integrates entertainment business and commerce business together under “Entertainmerce” business model that turns audiences and listeners into customers. The Company’s purpose is to deliver quality products and services to address diverse needs of consumers which lead to introductions of products and services that create and bring impressive experience to customers in all dimensions of living. Furthermore, the Company acts as a bridge to connect value chain of supply through integrated business from upstream to downstream to create jobs, promote careers, distribute income and give opportunities to access new knowledge for everyone in the society in a balanced and comprehensive manner for all aspects of life.

3.2 Stakeholder Impact Management Across Business Value Chain

Understanding needs and expectations on sustainability of all groups of stakeholders is crucial to the Company as reflected in practical guidelines to communicate with stakeholders and identification of material issues. The objective is to ensure that the Company is able to discover, predict and respond in a precise manner as well as creating new products and services to meet diverse needs of customers while adhering to our vision for better economy, society and environment.

3.2.1 Analysis of Business Value Chain

The Company is committed to inspiring people and fulfilling people's lives through delivering experience, happiness and entertainment as well as offering quality of life and wellbeing for people and pets across all businesses in the group. The Company offers creative products and services that add business values under the concept "Enriching Sustainability for Good Life" that considers sustainable development in all dimensions as a key driver, to be integrated with business value chain to align sustainability with business strategy.

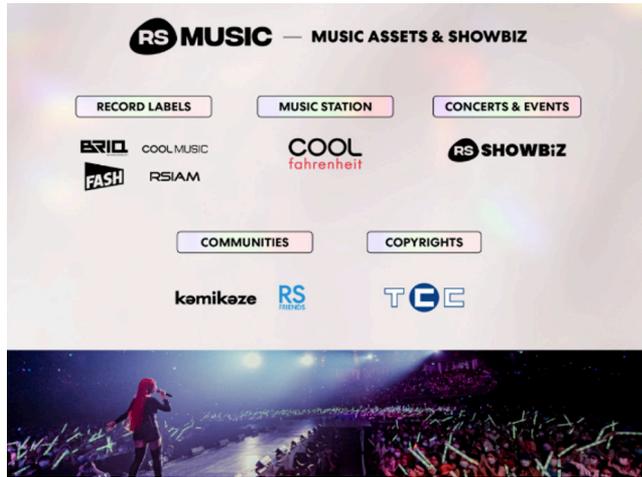


Since almost 5 years ago the Company started the transformation journey to transition the business from media and entertainment business to the commerce business which has turned millions of viewers and listeners into buyers. Our commerce business has gradually been built from different pieces to be put together to deliver growth through Entertainmentmerce model that combines expertise from the media and entertainment business with the commerce business appropriately to generate exponential revenue growth for the Company. RS has set our goal to be "Life Enriching" by striving to improve every dimension of customers' lives enabled by every business in the group through the related activities of various businesses.

Business Unit Connections

To demonstrate the determination to add value to products and services, the Company is managed through the operations of 2 business groups as follows:

1. Media and Entertainment Business



RS Music

Consisting of 4 record labels (BRIQ Entertainment, RSIAM COOL Music, and FASH), 2 communities for music fans (Kamikaze and RS Friends), a music station (COOLfahrenheit), a concert and event organizer (RS Showbiz) and, a copyright management entity (Thai Copyright Collection: TCC)



RS Multimedia & Entertainment

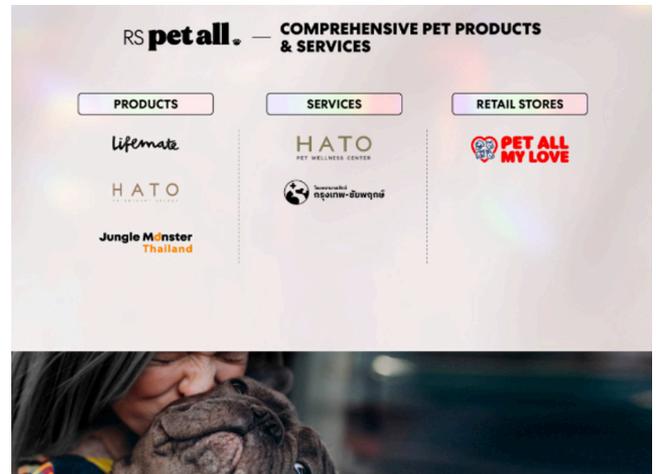
Adopting a new structure that is beyond the limit of digital TV not constrained by certain platforms and domestic market only. It also opens for opportunities for cooperation with partners in many formats not only producing programs and activities for Channel 8, but also expanding into other businesses to generate revenue from new businesses which can be divided into 4 main businesses, namely RS Broadcast, RSDG, RS MultiX and Rose Studio.

2. Commerce Business



RS LiveWell Product Company

Standing out with its differentiation by having its own sales platform for every customer touchpoint to offer house brands which include well u, Vitanature+, Daring & Co, aviance, beyonde, iFresh, Happie Homie and Erb as well as being distributed through every platform, including RS Mall (on-air, online and telesales) and ULife (subscription model).



RS pet all

Operated as an integrated pet business from upstream to downstream, divided into 3 sub-businesses; 1) Products for pets managed under the brands Lifemate, Hato Veterinary Select and Jungle Monster Thailand, 2) Pet service business operated under Hato Pet Wellness Center and Hato animal hospital and 3). Retail pet shop business managed under the brand Pet All My Love.

Sustainable Supply Chain Management Policy

The Company places importance on production processes from upstream to downstream in parallel with the promotion of good practices on conducting business and managing supply chain responsibly covering all dimensions - economy, society and environment. The Company focuses on key indicators including quality of products and services, cost management, operating hours, and customer satisfaction to enhance opportunities, mitigate risks and elevate the Company's competitiveness while executives and employees are key to share mutual responsibilities with suppliers so that all stakeholders in the supply chain achieve maximum benefits in a sustainable manner.



Practices

- 1) Commit and announce sustainable supply chain management concept.
- 2) Assess scope of risks and economic, social and environmental impacts across supply chain.
- 3) Define targets, work plans, strategies and policies on sustainable supply chain management.
- 4) Implement work plans and properly organize activities suitable for each group of stakeholders.
- 5) Measure and monitor performance on a regular basis as well as providing corrective measures to improve work quality.
- 6) Communicate and disclose information related to sustainable supply chain management of the Company to relevant stakeholders accurately and transparently through proper channels.

Performance

For 2023, the Company continued to provide education on “Sustainable Business” for employees covering business processes from upstream, midstream and downstream as well as promoting understanding on growing business in parallel with social and environmental development by adopting the sustainable supply chain framework according to the UN Global Compact to apply to the organization. The Company also raised awareness and as well as evaluate their understanding on the subject which is a program designed for all new employees from their starting days being a part of the organization.

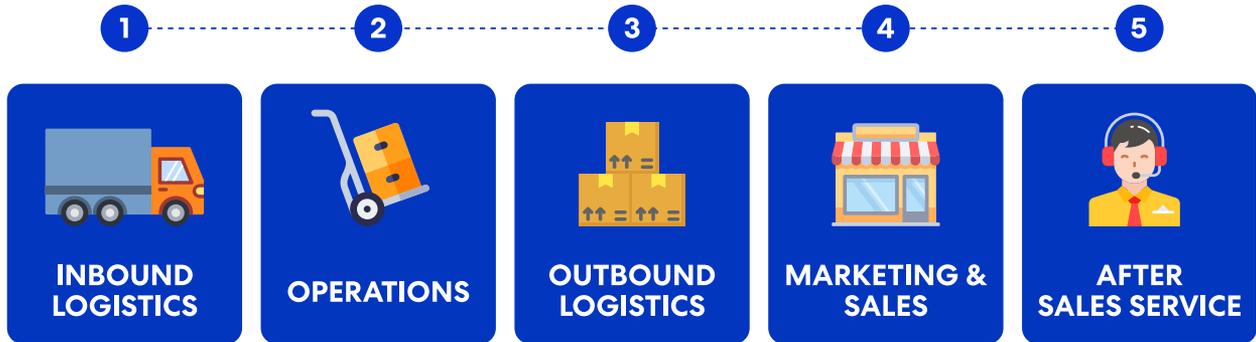
Total number of new employees participated. **243** employees

Passed the training. **243** employees (at 80% passing score)

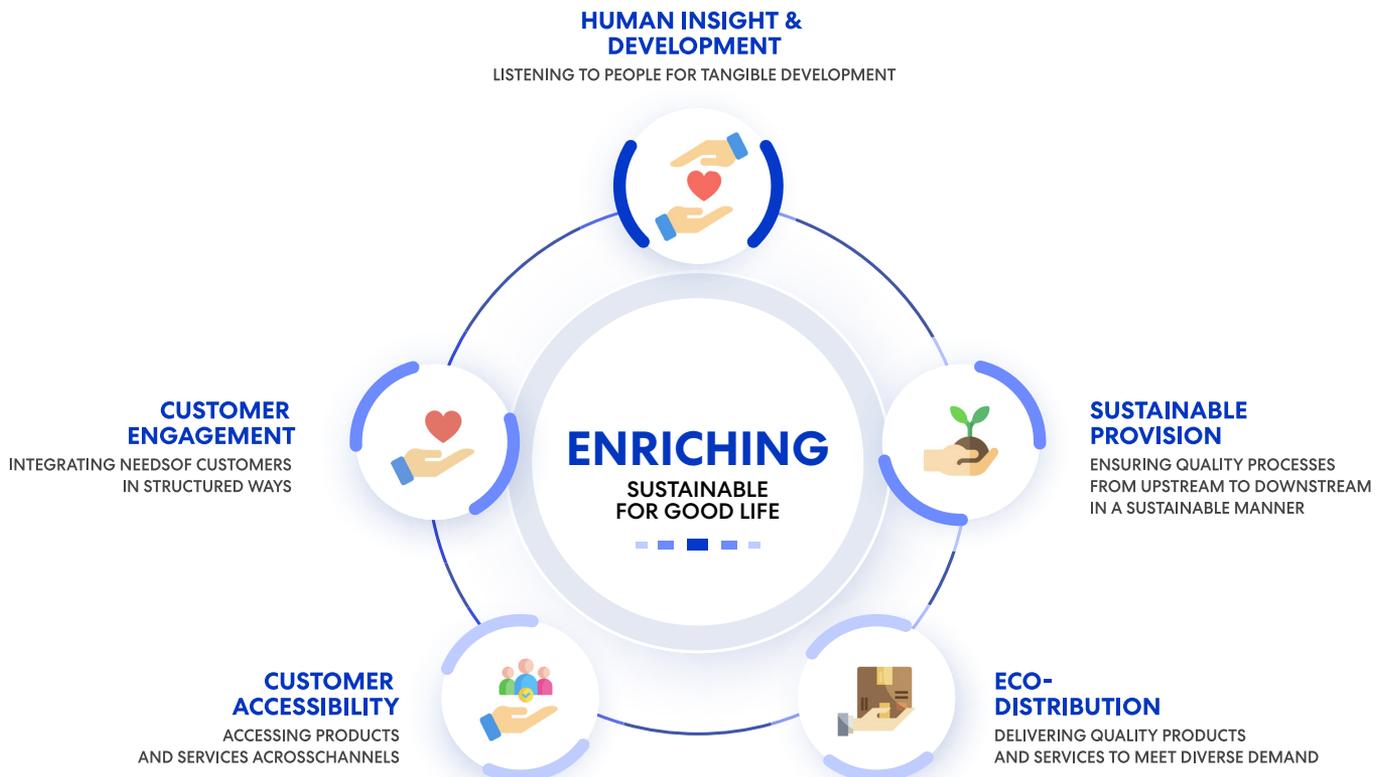
Success rate **100**

The Concept of Sustainable Supply Chain Management

Earlier the Company put an emphasis on inspiring and fulfilling people’s lives through creative entertainment, products and services that are valuable under the linear supply chain management concept which focuses on managing economic aspect such as cost reduction, revenue generation and sales increase



Later on, the Company adjusted its management processes to become the network supply chain management concerning both sustainability issues and economic aspect together in a balanced manner. The new model focuses on elevating quality of life of the people in all dimensions from upstream to downstream to enhance efficiency and mitigate risks of business disruption as well as protecting reputation and image, cutting cost in business process, developing employee potential and incubating innovation that meets market demand. This reflects the values we deliver to related stakeholders for each activity.



Activities Across Business Value Chain

Primary Activities is a seamless integration of 5 main activities of the commerce business per following:

Value Chain Activities	Identification of Relevant Activities	Identification of Stakeholders
<p>1) Human Insight & Development Listening to people for tangible development.</p> <p>Value chain starts with learning to understand needs and expectations of the people, directly and indirectly, then apply the insight for improvements to close the expectation gaps of how the organization address customer needs.</p>	<ul style="list-style-type: none"> • Customer segmentation to cover all market segments. • Continuous collection of information, facts or customer behavior through diverse channels. • Market and consumer behavior surveys, inquiries for sample groups or target groups, sales recording and reporting, customer complaint filing and field information. • Analyses of diverse customer needs 	<ul style="list-style-type: none"> • Customers. • Contractual parties / Researchers (in case of manufacturing our own brands). • Suppliers / Business partners (in case of distributing brands from other manufacturers • Society, trending demand during those particular periods. • Employees who accept purchase orders or customer complaints.
<p>2) Sustainable Provision Ensuring quality across processes from upstream to downstream in a sustainable manner.</p> <p>Management of factors of production or inbound logistics is considered activities that focus on supporting production inputs and relationship with suppliers, raw material vendors or factors of production for products and services.</p> <p>Operations covers activities that are related to turning raw materials or inputs into development of products and services available for distribution. This involves selection of manufacturing plants and product selection from business partners to be distributed through the Company’s sales channels.</p>	<ul style="list-style-type: none"> • R&D of products that address needs of diverse customers to remain up to date and meet safety standards. • Procurement of quality raw materials and considerations of using local raw materials. • Fair procurement and vendor selection processes without trade barriers, discrimination and fraud. • Selection of plants that meet standards, comply with rules and alleviate impacts on communities and environment. • Adoption of modern technology and incubation of innovation in effective raw material production and processing. • Quality assurance and control for products to be up to specified standards. • Safety concerns, reduction of waste in production process and mitigation of environmental impacts. • Suitable packaging to maintain quality of products with the use of eco-friendly materials. 	<ul style="list-style-type: none"> • Contractual parties / Researchers (in case of manufacturing our own brands). • Suppliers / Business partners (in case of distributing brands from other manufacturers). • Local and foreign raw material manufacturers. • Government agencies /regulators who supervise raw material standards. • Employees responsible for sourcing and procurement of raw materials. • Original equipment manufacturers. • Employees working in production roles. • Government agencies /Regulators who supervise raw material standards. • Packaging manufacturers. • Communities and society in the proximity of the plants.

Value Chain Activities	Identification of Relevant Activities	Identification of Stakeholders
<p>3) Eco-Distribution Delivering quality products and services to meet diverse demands.</p> <p>Warehouse management and product distribution or outbound logistics are activities and channels for product transportation and delivery to effectively reach customers or consumers</p>	<ul style="list-style-type: none"> • Good locations convenient for logistics with overall management systems that are environmentally friendly. • Adoption of modern technologies to manage purchase orders more efficiently. • Efficient warehouse management to maintain product quality. • Selection of logistics providers with standards and fair selection and procurement processes. • Product transportation and delivery that are accurate, timely and with quality services 	<ul style="list-style-type: none"> • Logistics providers. • Employees working in warehouses. • Warehouse owners or industrial estates where plants are located. • Suppliers or contractual parties of warehouse management programs. • Consumers. • Customers/Distributors (through other channels not owned by the Company). • Communities and society in proximity of warehouse.
<p>4) Customer Accessibility Accessing products and services across channels.</p> <p>Marketing and sales are activities related to purchasing decisions made by customers to conveniently access to products and services through a variety of channels</p>	<ul style="list-style-type: none"> • Offline and online shops in multiple channels easily accessible by consumers. • Proper product pricing and marketing campaigns. • Accurate and complete product information offered to consumers via all communication channels 	<ul style="list-style-type: none"> • Customers / Distributors (through other channels not owned by the Company). • Employees with roles to provide product information/ sales team.
<p>5) Customer Engagement Integrating needs of customers in structured ways.</p> <p>After-sales services are activities that serve customers post-sales and listen to their voices to ensure maximum customer satisfaction</p>	<ul style="list-style-type: none"> • Product warranty and satisfaction guarantee. • Customer relationship management systems to accept comments and suggestions. • Channels for complaints and whistleblowing 	<ul style="list-style-type: none"> • Customers / Distributors (through other channels not owned by the Company). • Employees with roles to receive information from customers / after-sales team.

Support Activities are secondary activities that support primary activities to attain goals with no less importance than primary activities. The Company organizes activities with prudence in compliance with proper management practices including human resource management, IT development, corporate image and communications management as well as finance and accounting system management.

3.2.2 Analysis of Stakeholders Across Business Value Chain

Stakeholder Engagement Framework and Analysis of Material Issues

1) Stakeholder classification and analysis

Classify primary and secondary stakeholder groups to analyze risks as well as direct and indirect impacts and identify suitable engagement channels to collectively determine sustainability issues.

1.1) Primary stakeholders are people directly close to the Company and receive direct benefits and impacts from business operations, including employees, shareholders, customers, and suppliers,

1.2) Secondary stakeholders are people indirectly related to the Company or the remote society who receive benefits or indirect impacts from business operations, including communities and society and various regulatory agencies.



The Company prioritized 3 groups of key stakeholders to focus efforts on relationship building which are 1. Customers 2. Employees and 3. Suppliers while other stakeholder groups include shareholders, government or regulatory agencies, communities and society. The objective is to mutually achieve value co-creation and balanced growth.

2) Listening and Involvement

Provide communication channels both offline and online including face-to-face meetings with responsible officers on a regular basis. Ensure that channels are in place to accept suggestions, complaints and whistleblowing while undertaking surveys on needs, satisfaction and engagement as well as conducting focus groups, meetings and other mutual activities according to processes and guidelines frequently.

3) Response

Determine proper response processes to needs, complaints or requests of each stakeholder group with complete, adequate and timely communication and information disclosure. Information obtained is to be analyzed according to specified response processes, leading to improvements of internal processes in the future

Stakeholder Relationship Management

After gathering expectations from stakeholders, the Company summarized guidelines to respond to those expectations to reflect collaborations and co-creation between the Company and all stakeholders and mitigate risks from business conduct as well as generating value added for the business.

Stakeholders	Engagement Channels	Recommendations / Expectations / Interests of Stakeholders	Responses to Stakeholder Expectations
Consumers and Customers	<ul style="list-style-type: none"> • Customer satisfaction surveys • Opportunities to visit the Company such as occasional site visits, open houses or business directions events. • Communication channels such as website, e-mail, phone, Line, Facebook, X(Twitter) and YouTube. • Whistleblowing channels. 	<ul style="list-style-type: none"> • Proper pre-sales services with accurate and timeline product information provided by employees. • Delivery of quality products that are safe, accurate, timely and up to standards. • Transparent and timely purchase and delivery status tracking. • Proper after-sales services with product warranty and satisfaction guarantee. • Environmentally friendly production processes. • A variety of products that follow trends and suit customer needs. • Easy access to products through diversified offline and online channels. • Proper pricing and suitable marketing campaigns. 	<ul style="list-style-type: none"> • Manufacture products that are safe and up to standards. • Promote environmentally friendly product innovations that address customer needs. • Deliver information, products and services with quality, accuracy and timeliness according to specified standards. • Assign customer services officers to provide information both before and after sales. • Extend distribution channels to be more accessible and effective. • Conduct customer satisfaction surveys. • Implement measures to protect personal data privacy for customers. • Offer channels for 2-way communication.
Employees	<ul style="list-style-type: none"> • All Hands Town Hall Meeting for top management to meet employees on a yearly basis. • Recreational activities such as New Year Party, Christmas Day and Loy Krathong Festival. • Activities to enhance quality of life of employees such as Money Expo and fitness sessions • Engagement / satisfaction survey / focus group to obtain opinions from employees on specific matters. 	<ul style="list-style-type: none"> • Suitable and fair compensation and rewards. • Welfare and benefits higher than statutory requirements. • Training and skill development. • Opportunities for career advancement and stability. • Safe and proper work environment according to occupational health and safety standards. • Information disclosure and communication on business directions on a regular basis. 	<ul style="list-style-type: none"> • Manage employee compensation to be consistent with the Company's performance in short term and long term and adopt proper performance management systems using OKR framework. • Provide proper employee welfare and benefits such as provident fund, social security fund, health benefits, annual medical check-up and special prices for food and drinks.

Stakeholders	Engagement Channels	Recommendations / Expectations / Interests of Stakeholders	Responses to Stakeholder Expectations
	<ul style="list-style-type: none"> • Opportunities for employees to volunteer for social activities. • Communication channels such as website, e-mail, phone, Line, Facebook, X (Twitter) and YouTube. • Meeting of Staff Welfare Committee • Employee performance evaluation every 6 months using OKR framework. • Exchange of opinions, agreements, work approaches between supervisors and employees every 6 months. • Whistleblowing channels 	<ul style="list-style-type: none"> • Happiness at work and work-life balance. • Fair employee treatment under human rights principles without exclusion and discrimination. • Acceptance and opportunities for employees with gender diversity. 	<ul style="list-style-type: none"> • Offer capability building for employees and fair career progression. • Manage office spaces to meet occupational health and safety standards such as green space, smoking zones, employee canteens and recreational corners. • Select and hire employees according to human rights principles focusing on equality, diversity, non-exclusion and non-discrimination against race, religion color or gender as well as focusing on abilities that are suitable for business models. • Provide channels for 2-way communication.
Suppliers / Contractual parties / OEM	<ul style="list-style-type: none"> • Meetings with suppliers / contractual parties. • Opportunities to visit the Company such as occasional site visits, open houses or business directions events. • Communication channels such as website, e-mail, phone, Line, Facebook, X (Twitter) and YouTube. • Whistleblowing channels. 	<ul style="list-style-type: none"> • Transparent and fair procurement without monopoly, trade barriers or fraud. • Appealing, proper and fair compensation. • Co-creation for long-term and sustainable business conduct. • Occupational health and safety. • Contract fulfillment and confidentiality. • Fair contractual agreements for all parties. • Accurate and timely debt repayment. 	<ul style="list-style-type: none"> • Treat suppliers fairly with transparency and accountability and prohibit monopoly, trade barriers and all forms of corruption. • Provide fair contract formats and compensation for procurement. • Make duly payment under specified conditions. • Promote collaborations , innovations and knowledge sharing. • Maintain good relationships and confidentiality. • Share common goals of manufacturing quality products that are safe for customers. • Ensure compliance with occupational health and safety standards.

Stakeholders	Engagement Channels	Recommendations / Expectations /Interests of Stakeholders	Responses to Stakeholder Expectations
	<ul style="list-style-type: none"> • Annual general meeting / extraordinary meeting of shareholders. • Quarterly performance presentations. • Investment promotion activities such as road show, opportunity day, open house, company visit, site visit, one on one meeting, group meeting, analyst meeting, business direction meeting. • Annual report, Form 56-1 One Report. • Communication channels such as website, e-mail, phone, Line, Facebook, X (Twitter) and YouTube. • Whistleblowing channels. 	<ul style="list-style-type: none"> • Satisfactory and tangible performance and continuous and stable growth. • Sustainable development in all dimensions. • Share price that reflects actual value of the Company. • Regular dividend payment. • Good corporate governance with transparency and accountability. • Information disclosure that is accurate, complete and timely. 	<ul style="list-style-type: none"> • Manage business to deliver stable and balanced growth in economic, social and environmental dimensions. • Perform duties with honesty in compliance with corporate governance principles and the code of conduct without seeking personal benefits or benefits of others using any information not disclosed to the public or engaging in any action with a potential conflict of interest with the Company. • Support anti-corruption for all types of corruption.
Shareholders and Investors	<ul style="list-style-type: none"> • Continuous involvement in various activities and initiatives. • Reporting and information disclosure. • Whistleblowing channels. 	<ul style="list-style-type: none"> • Compliance with rules, regulations and laws in all dimensions. • Information dissemination on business conduct that is accurate, appropriate and timely. 	<ul style="list-style-type: none"> • Comply with laws and regulations. • Combat all forms of corruption. • Provide information and be cooperative as requested by regulators.
Government / Regulatory Agencies Communities and Society	<ul style="list-style-type: none"> • Surveys and field trips to meet with community leaders on a regular basis. • Continuous involvement in various activities and initiatives. • Communication channels such as website, e-mail, phone, Line, Facebook, X (Twitter) and YouTube. • Whistleblowing channels. 	<ul style="list-style-type: none"> • Engagement and trust from communities and society. • Prevention of environmental impacts according to requirements. • Quality of life enhancement for people in the society. • Involvement with communities and society. • Efficient utilization of resources. 	<ul style="list-style-type: none"> • Create value and develop communities based on sustainable development principles through knowledge sharing with people. • Control emissions to be within standards. • Promote business process improvements to minimize impacts to society and environment. • Utilize resources properly and minimize waste in production processes. • Support activities that create value to society, communities and environment on a regular basis. • Open for suggestions from communities around the premises to find solutions to settle complaints together.

Materiality Assessment and Identification of Sustainability Issues

As stakeholders are crucial to the operations of the Company's business, the Company provides stakeholders an opportunity to exchange, discuss and understand each other, listens to opinions and needs, and considers urgent issues and aligns on view whether they are consistent or contradictory. The objective is to find issues that have impacts on the business or become expectations on the business covering economic, social and environmental dimensions. This is to ensure that what the Company assesses stakeholders and incorporate their views, not taking only the Company's view for the consideration to make certain that the activity formats are clear and responsible people for each group of stakeholders are identified and assigned.



Materiality Assessment Process

1) Material Issue Identification

The Corporate Governance and Sustainable Development Committee has a duty to evaluate and select sustainability issues by considering comments and supporting information from all stakeholders via various channels as well as the Company's risks, business strategy, impacts and expectations of stakeholders, sustainability guidelines and international sustainable development trends.

2) Report Scoping

Scope of each issue is determined by taking into account impacts to the Company's business operations and both internal and external stakeholders.

3) Prioritization

Selected material issues will be prioritized based on opportunities and impacts to the Company and all stakeholders while the content of the report will focus on 3-5 key issues with materiality before extending to other issues.

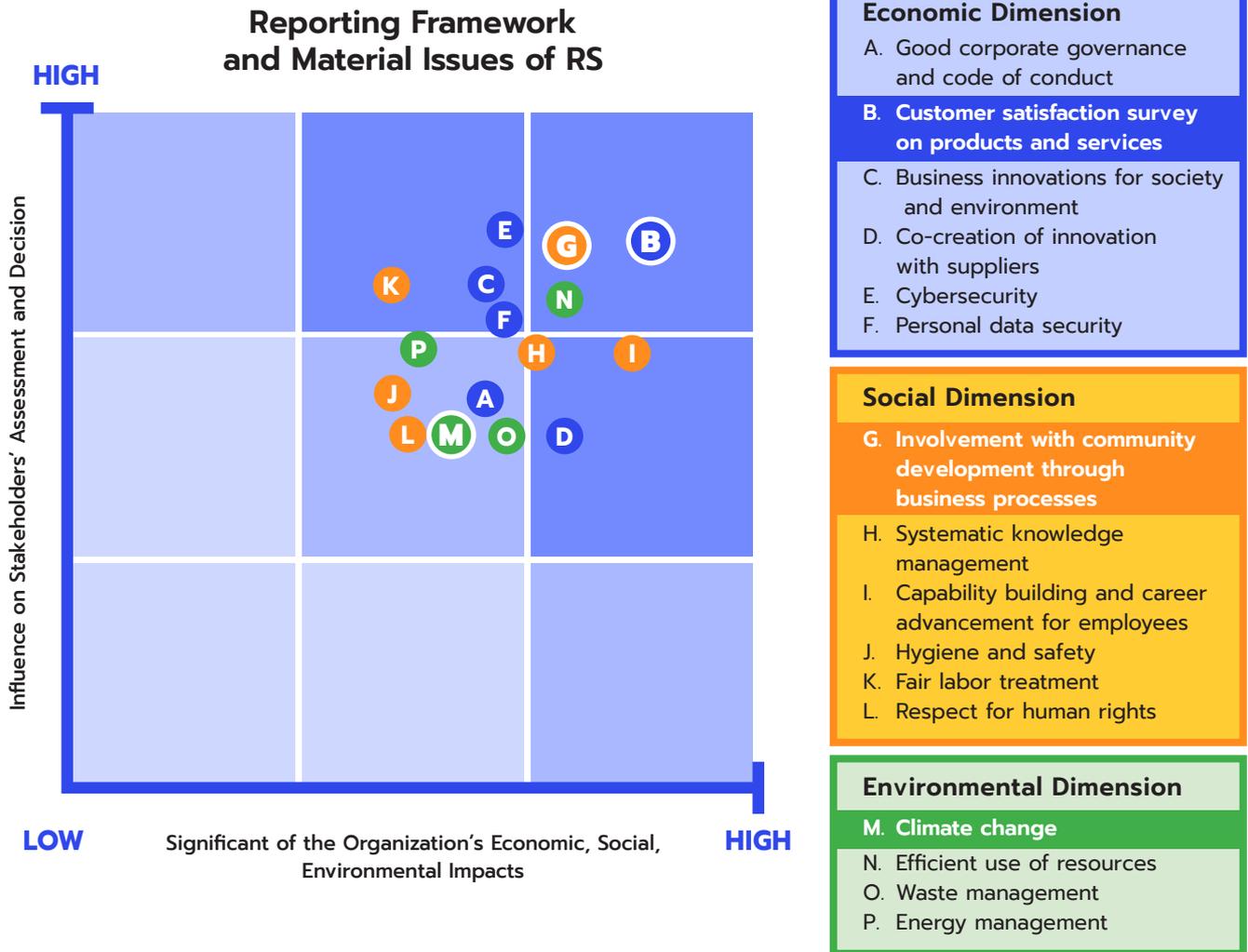
4) Verification and Reliability

The Corporate Governance and Sustainable Development Committee plays a role in tracking and reviewing progress and sustainable development reporting as well as giving advice so that the process is complete covering material issues of the Company and all stakeholders. Disclosure of policies and other relevant information shall also be approved by Corporate Governance and Sustainable Development Committee.

5) Continuous Development

The Company prepares the Sustainable Development Report with the purpose to disclose important information to investors and the general public to ensure their awareness of all dimensions with the expectation that the report is prepared according required standards. The Company welcomes comments and suggestions from all stakeholders through different channels such as participation in sustainability reporting evaluation for sustainability awards, customer satisfaction survey, self-assessment form for suppliers or questionnaires for report users' opinions.

Key Assessment Results for 2023



Material sustainability issues of the Company for 2023 were approved at the meeting of the Corporate Governance and Sustainable Development Committee as well as being considered and acknowledged by the Board of Directors. Top 3 most important areas are 1) Customer satisfaction survey on products and services 2) Involvement with community development through business processes and 3) Efficient use of resources. The Company also included the ranking of the second most important areas for each dimension. This is consistent with the analysis of the importance of the company's primary and secondary stakeholders.

Priority and Support for the United Nations' Sustainable Development Goals for 2021-2022

Material Issues	Goals	Current Efforts	Plans to Attain	SDGs
1) Customer satisfaction survey on products and services	To maintain customer satisfaction level and minimize customer complaints through listening to customers to improve every step of work processes.	Testing and monitoring information services from employees to ensure accuracy and completeness, providing channels for accepting complaints and ensuring personal data security.	To produce and deliver quality products with certified safety standards and to elevate service standards to international levels.	
Co-creation of innovation with suppliers	To create quality products and services to address diverse needs and trends of customers.	Selecting and commissioning manufacturing plants with R&D units to speed up operations while focusing on safety.	To clearly allocate investment budget and establish R&D unit for the Company as well as selecting suppliers with expertise for co-creation.	
2) Participation in community development through business processes	To promote participation with all sectors to jointly elevate quality of life of people in communities and the society at large through business processes of the organization.	Organizing activities to connect the organization with community people to encourage them to have good ideas and attitudes as well as participating in a holistic quality of life development.	To improve business processes to co-create values between the organization and communities and elevate quality of life of the people in a sustainable manner.	
Systematic knowledge management	To develop knowledge warehouse in a structured way to be a channel for self-improvement, ready to share and pass on valuable knowledge to people in the society.	Creating new knowledge consistent with the organization's strategy and gathering existing knowledge to be systematically recorded and developed.	To develop curricula and channels to access knowledge sources in various ways and encourage self-learning and measurability.	
Capability building and career advancement support for employees	To enhance employees' capabilities to be more diverse and agile with a good attitude, ready to learn and accept strategy and goals of the organization to truly grow together with the organization.	Selecting employees to be in line with the Company's strategy, carrying out activities through skill development projects and conducting performance evaluation on employees using OKR framework	To enhance capability building processes for employees at individual level, promote career advancement communication and improve quality of life of employees in other aspects.	
3) Efficient Use of Resources	To instill a good mindset to conserve energy and resources close to us to last longest including use of renewable energy sources to stop global warming.	Strictly complying with rules and regulations and participating in all activities that demonstrate environmental and social responsibility.	To improve business processes to fully realize the value of energy and natural resources and reduce waste in production as well as sharing knowledge and fostering right mindset.	
Systematic waste management	To mitigate social and environmental impacts through organized waste management.	Learning and supporting orderly garbage and waste sorting as well as disposing waste by correct and suitable approaches.	To promote 4R principle through various projects (Reduce, Reuse, Recycle, Recover)	

Stakeholder Engagement

Stakeholder Engagement Policy

The Company is committed to managing stakeholders efficiently and fairly by adopting a systematic approach to identify key stakeholders and integrate stakeholder expectations into operations in every area to cover all business units and be consistent with the Company's business strategy. At the same time, the Company monitors and communicates with all groups of stakeholders in a proper manner.

In 2023, the Company's Corporate Governance and Sustainable Development Committee has reviewed different groups of stakeholders to ensure that material issues throughout the value chain of the Company's business operations are addressed completely and consistent with the strategy for operating the business at that particular time. This includes short, medium and long term plans with a review of all dimensions including environment, society and governance whether directly or indirectly and positive or negative impact to lead to appropriate level of management to meet stakeholders' needs. This will help reduce risks in business operations including creating opportunities to develop businesses to grow sustainably.

1) Customer

Service Quality Management Policy

The Company not only sets goals on business growth and profitability but also strives to develop and deliver service experience pre-sales and post-sales with excellence comparable with international standards by setting customer relationship management protocols through an organization-wide management system. This is to enhance skills of customer service representatives to have right knowledge, service mind and concerns for customer safety to become "Wellbeing Partner" of customers.

This Service Quality Management Policy was approved by the meeting of the Corporate Governance and Sustainable Development Committee No.1/2022 on 25 February 2022 and proposed to the Board of Directors for consideration and acknowledgement.

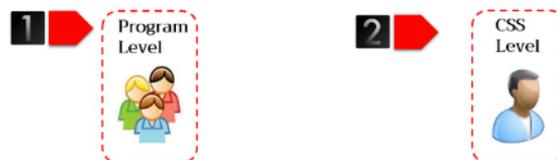


Customer Relationship Management

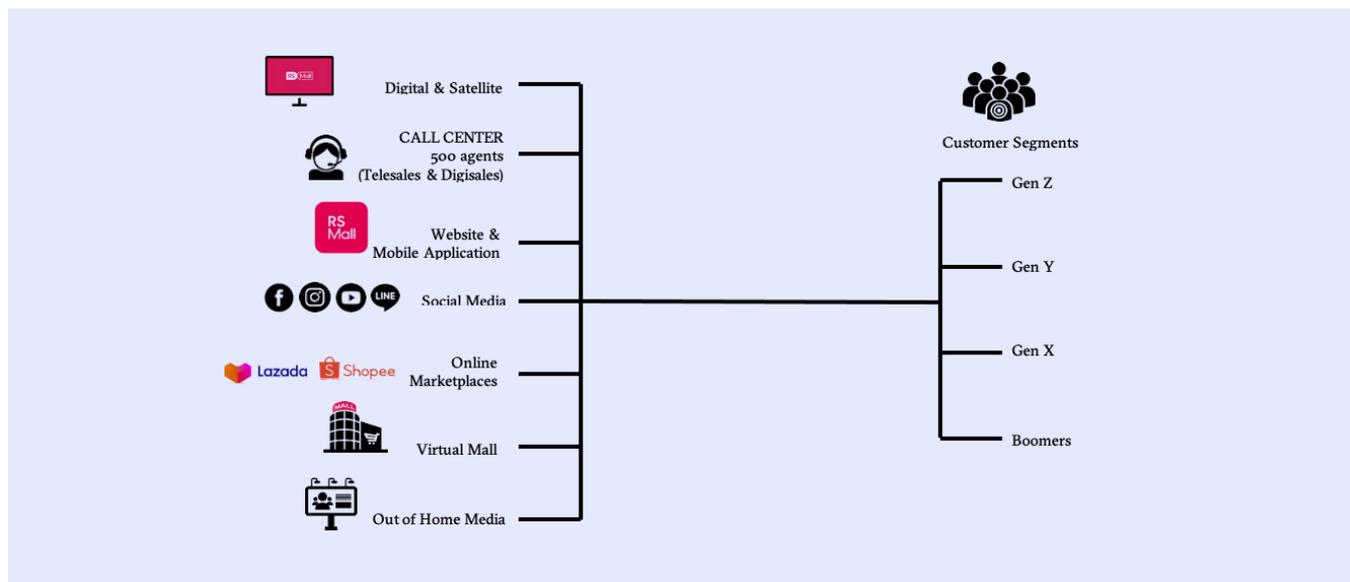
The Company pays attention to customer relationship management with the belief that good customer relationship will help boost revenue and cut expenses especially expenses in acquiring new customers and enhancing customer satisfaction. Therefore, the Company conducts a customer satisfaction survey on its products and services regularly to study customer needs through complaints by phone inquiries. The received information will be analyzed to be used to develop and improve service quality to promote continuous business process improvements in the future. Key performance results can be summarized below:

Practices

In 2023, the Company has issued guidelines on service quality management for telesales representatives according to the standard measurement for RS Mall Contact Center with service quality examination in 2 levels.



1. Program Level is the quality examination of service quality for each service center to identify areas for improvements by analyzing mistakes that affect efficiency of the Call Center the most as well as finding backgrounds and root causes of those mistakes before determining solutions to correct the mistakes and taking further actions.
2. CSS Level is the quality examination of service quality of individual employees at the Call Center to identify areas for improvements as well as providing coaching to ensure that employees comply with the same standards and practices to enhance their service efficiency.



Guidelines for Determining Service Standards

1. Critical Error: Any information specified as important must be offered in complete during the service offering while any mistake can incur severe impact that leads to purchase order cancellation. Information and customer service must be provided with accuracy and completeness including easy-to-understand communication, accurate and complete information recording, and persuasion for sales closing and consideration for corruption or non-compliance.
2. Non-Critical Error: Any information specified as important with some room for mistake within certain number of occurrences while any mistake can incur partial impact that can annoy customers or cause unwillingness to communicate with sales team. This includes conversation according to service standards, enthusiasm and manner in providing services and invitation to apply for memberships.

Performance

The analysis of employee evaluation results under Performance Agent Grade provided us a guideline for tangible employee development and led to the improvement of training processes to be more appropriate while employee communication must be conducted regularly. Therefore, the year 2023 is marked as another year of enhancing employees' potential further including higher number of Grade A employees and 33% lower number of Grade C employees.



The results from the survey of telesales representatives were used to develop various operational efforts to respond to “Voice of Customers” which is considered the heart of doing business as reflected by their satisfaction of products and services. Customer feedback is treated as input to be analyzed for service quality management and development as the customer feedback helps the Company better understand problems, needs and expectations of customers so that the Company can apply them to help develop products, services and work processes.

Apart from the satisfaction survey for telesales services, the Company also has a project to develop capabilities and promote career advancement for employees with an emphasis on “Service Quality Management”.





RS Mall PLUS คืออะไร

เพื่อนแท้ดูแลคุณ Your Wellbeing Partner

RS Mall PLUS เป็นโปรแกรมสมาชิกที่ RS Mall สร้างสรรค์ขึ้นด้วยความตั้งใจที่จะส่งมอบประสบการณ์ที่ดีที่สุด สิทธิประโยชน์ และ สิทธิพิเศษมากมายให้กับสมาชิกของเราทุกคน **เสมือนเพื่อนแท้ดูแลคุณ**

As modern technology causes the shopping behavior of consumers to change rapidly from buying things in department stores before which has a problem with traffic that makes people not want to leave their houses to waste their time. Moreover, the old way of shopping offers limited selections of products at the branches that are convenient for customers. RS Mall is a platform that sells health products and services to promote good health and wellbeing.

RS Mall was therefore established with the goal of creating new experiences in shopping by presenting a variety of products and services to address consumer needs with speed, convenience, and reliability in purchasing products and services through inspiring storytelling to help fulfill everyone's lives. All products sold are with valuable natural ingredients and passed the standard certification from the Food and Drug Administration (FDA). Our products are innovative and with high quality produced with science and modern technology from experts and world-class innovation awards.

RS Mall is a platform that focuses on promoting a good quality of life for customers by introducing products mainly in health supplements. Regarding customer service, the skills employees must have to gain advantage in their work are interpersonal skills with customers to interact with customers whether through the phone, email or social media. An important part of customer service is that employees must be able to connect conversations and understand customer needs to create the feeling that customers are someone employees truly care about and we pay attention to customers' problems.

Talent Development Plan under “Nursery Training and Coach Program”



The objective of this project is to boost sales in the first 10 days of work for new employees to challenge their ability to work including accommodating them in adjusting to the new environment. This is an important part in making an impact on the morale of new employees. The Company designs its employee care for new employees in the form of virtual training and continuous supervision through sales technique coaching. The training is organized 4 days at a time, with a frequency of 2-4 groups/month. After that, daily sales results are monitored and if the target is not met, employees will be required to attend a coaching session from a sales expert to promote sales for 2 more times.

Then, they will solve problems or mistakes that may recur by using QA Side by Side Agent - with supervisors listening to the services of individual employees as well as giving advice on how to use various work systems as tools for working on customer service to attain better results. Errors were reduced in the same assessment topic from 7 incidents to 1 incident within just 6 months.



Performance Against Targets



After the project completion, the Company is able to use the information to develop training courses for new employees to enhance their potential to work faster and analyze employee behavior data to develop the RS Mall Academy - Continuous Learning system, which is a knowledge management system focusing on sales and service skills that are appropriate for employees at present.



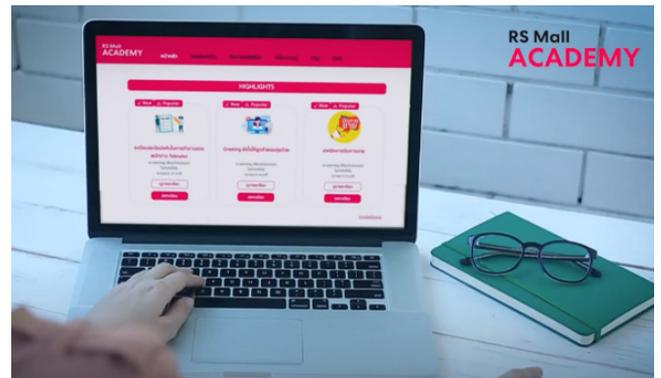
Telesales Representative Capability Development Plan Under “RS Mall Academy - Continuous Learning”

RS Mall is a platform that sells products through various channels (Multi-Platform Commerce) both offline and online by emphasizing products that promote health and good quality of life as well as focusing on improving people’s quality of life through product recommendations from telesales representatives, which is considered one of the main sales channels of the Company. In order to develop and elevate the level of basic health knowledge for sales representatives and customer relations staff to have better knowledge, the Company enhances learning to another level through the RS Mall Academy, which is a fully integrated learning management system which will help both new and existing employees to continuously review their knowledge about products, sales techniques and customer services on their own through the e-learning system at any time in order to appropriately deliver products and services to customers. This will lead to a higher level of customer satisfaction and sustainable sales growth.



Qualitative Objectives

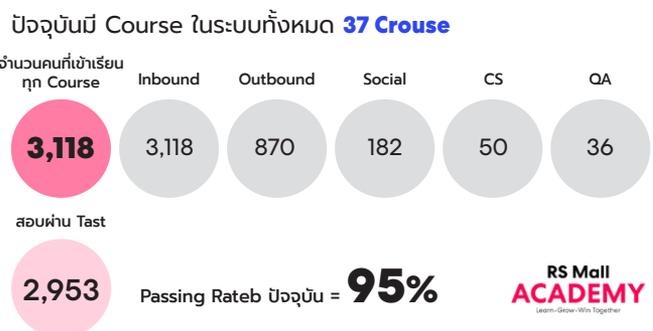
- 1) The team leader can provide product information to sales representatives over the phone correctly and in a timely manner.
- 2) The strategy team can use the information received to analyze product demand and appropriate sales promotions that correspond perfectly with the behavior of each customer group.
- 3) The research and development team for new products can apply the data to improve work processes in order to promote product innovations that have outstanding features.
- 4) The human resources development team can use the e-learning system to help communicate sales and service content and skills that are suitable for new and existing telesales representatives.



Quantitative Targets

- 1) Encourage employees to attend provided courses to meet 80% of the total number of employees.
- 2) Arrange a test to measure knowledge and understanding levels with a score of 80% as the criteria for passing the test.
- 3) Require every employee to gain knowledge frequently with the minimum of 1 time/month/person.

Performance Against Targets



During the project, the Company was able to use the information obtained to develop a curriculum to enhance employees' knowledge in a relevant way as well as analyzing the information to help supervisors plan their coaching and monitoring in a prompt manner.



2) Employees

Talent Development and Career Advancement Policy

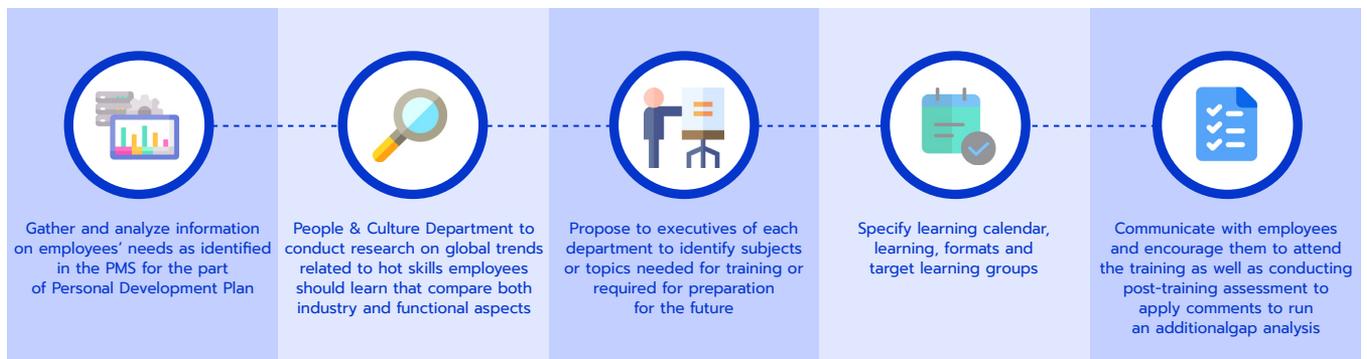
The Company's core concept and attitude on work are to become "Life Enriching" to elevate quality of life leveraging our people to drive the organization under core values and a work culture that promote "Teamwork" with "Team Success" as a foundation of the organization comparable with a sport team with passion, curiosity, team collaboration and winning mindset which will be cultivated through our core values. In addition, the Company also places importance on training and practice to constantly develop knowledge and abilities of employees as well as fostering a strong organizational culture that is valuable to all employees in order to work together towards success according to the specified goals.

Practice

- 1) Analyze and determine training requirements from each position to enhance employees' potential and promote their career advancement.
- 2) Create and provide stable career advancement opportunities.
- 3) Define clear and fair performance management systems and succession plans.
- 4) Prioritize workplace environment and safety.
- 5) Ensure that employee welfare and benefits are according to the law, human rights principles and fair labor treatment.

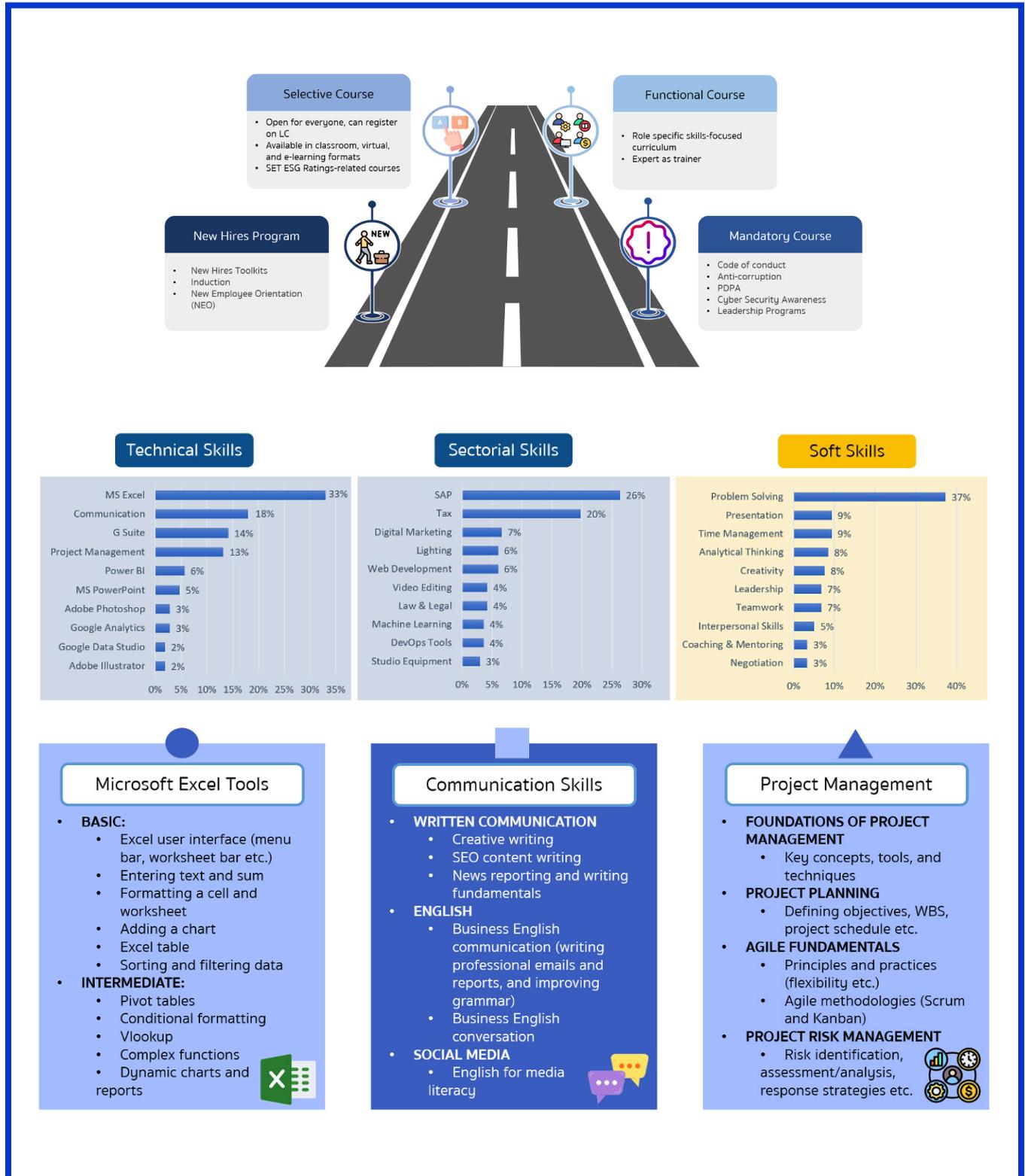
Process

The Company aims to promote the development of employees' capabilities through enhancing skills and knowledge in performing a variety of tasks covering both internal and external courses to expand the capacity of employees so that they have necessary skills to perform their jobs consistent with business strategy while having more career opportunities. This is done through conducting a Learning Needs Analysis to understand requirements of employees and designing appropriate learning methods by developing a customized individual development plan for each employee.



Analysis of Knowledge Groups for Talent Development

The Company has a process to survey employee needs to be used as a tool for designing suitable training courses in line with the talent development plans of employees with a flexibility to support changes in the organization’s strategic plans. Learning paths for employees are determined according to subjects, skills, job positions as well as their interests per following:



ใกล้ถึงเวลาโบกมือลาปี 2566 กันแล้ว

สำหรับปีนี้ การเดินทางของพวกเรา ชาว PC และ เพื่อน ๆ พนักงาน มีเรื่องราวใหม่ ๆ เกิดขึ้นมากมาย จะมีอะไรกันบ้าง ไปติดตามกันได้เลย





ระบบใหม่

เพิ่มเติมทักษะการขาย ได้ทุกที่ ทุกเวลาไปกับแพลตฟอร์ม **RS Mall ACADEMY** เพลิดเพลินกับคอร์ส เนื้อหาดี ๆ มีประโยชน์ เพื่อสนับสนุนการเติบโต พัฒนา และความก้าวหน้าของน้อง ๆ **Telesales** และ **RS Mall** ทุกคน

เรายังเดินหน้า และสนับสนุนการดำเนินงานของธุรกิจ



500+
ตำแหน่ง

ร่วมเสริมทัพ
การเติบโตของ RS



16
มหาวิทยาลัย
ร่วมฝึกงานกว่า
30 คน

ทำงานร่วมกับมหาวิทยาลัย
Promote Employer Branding
และเตรียมนักศึกษาเข้าสู่
การทำงานจริง



1200+
Followers

ติดตามเราเพิ่มขึ้น
ผ่านช่องทาง LinkedIn



600+
Tickets

ให้ความช่วยเหลือ
และตอบคำถามพนักงาน
ที่เกี่ยวกับงานบริหารบุคคล

In 2023, the Company emphasized online training through PC Hub to ensure that all employees have a more convenient access to information, news announcements, important policies and training programs by adjusting strategies and creating educational content according to the concept of “Bite-Sized Learning” to match current learning trends.



Emphasis is placed on producing e-learning courses that are short, concise, easy to digest, but still practical so that employees are able to learn content faster with more variety of subjects but using less time. We also promote a learning management system that stores and records employees’ internal learning history, both online and offline, through 97 courses throughout the year.

Examples of talent development and career advancement projects for employees

Equip Yourself with Effective Use of QLIKSENSE (Class 1) course: Results were measured by practicing in the classroom where learners can design dashboards for actual use. Overall score is 92% from the target of 90%.



Boost Your Productivity with Our ChatGPT Workshop (Batch 1) course: Results were measured by practicing in the classroom where learners can apply the program to their own work. Overall score is 92% from the target of 90%.



Outward Mindset 2 - Outward Mindset Begins With You course: Results were measured by practicing through the classroom simulation situations where learners can apply Outward Mindset concept to solving problems and their actual work. Overall score is 98% from the target of 90%.



Moreover, the Company also stresses on the transfer of knowledge from generation to generation to build the Company's knowledge bank to be solid as well as strengthening the culture of learning together. This is also intended for employees to be adequately prepared in both quantity and quality under the context of running a challenging business with intense competition and to ensure that employees will grow alongside with the Company in a sustainable manner. Furthermore, there are also other activities organized to help address business needs and promote adaptability to all changes including knowledge sharing from within the organization to outside society.

Key Statistics on Human Resources Management Against Targets in 2023

Total training hours of employees: 10,998 hours/year	Target: 10,000 hours/year	Success: 110%
Average internal training hours per employee: 8.2 hours/employee/year	Target: 7.5 hours/employee/year	Success: 110%
Employees attended at least 1 course 100% of all employees	Target: 90%	Success: 111%
Proportion of employees attending new employee orientation program: 100%	Target: 100%	Success: 100%
Proportion of employees with OKR goal-setting: 100%	Target: 100%	Success: 100%

กิจกรรมตลอดปีที่ผ่านมา



 **RS GROUP Office Tour**
for Assumption University (ABAC)



Culture Bootcamp #1



Jobs Fair, 2023
@ Bangkok University



Techsaucе
Global Summit 2023



Money Expo 2023



แข่งขันเรียน
เขียนนิยาย
RS MALL X Technology X People & Culture



RS BLOOD HERO



Our Values & Culture as the Heart of Driving Organization

The Company has adopted the core concept and attitude on work with an aspiration to become “Life Enriching” to elevate quality of life leveraging our people to drive the organization under core values and a work culture while all employees must think and act like professional owners (entrepreneurs) through the following core values:



OWN



FIGHT



LEARN



**WIN
TOGETHER**



เต็มทีกับทุกสิ่ง
คิดแบบเจ้าของ
มองไปสู่
เป้าหมายเดียวกัน



1. OWN

At RS, we do and care as we are organization owners for every job and assigned mission. We fully cooperate and take responsibility for our own duties and never forget to think about the needs and mutual success of all parties involved to understand and put ourselves in their shoes, whether they are our team members, customers, suppliers, or communities. We think, plan and look ahead to future goals with plans for uncertainty under the ever-changing world. We also think ahead and prepare in advance without having to wait for anyone to assign because we see ourselves as business owners who have a duty and direct involvement in creating and developing work in a consistent manner.

ACCOUNTABILITY
รับผิดชอบในหน้าที่

EMPATHY
เข้าอกเข้าใจ

**THINK & ACT
FOR THE FUTURE**
คิดและมองการณ์ไกล



เสาะหาทางชนะ
หากล้ม เราเรียนรู้
กล้าลุกแล้วไปต่อ
เพื่อขับเคลื่อนองค์กร
ให้ไปข้างหน้าทุกวินาที



2. FIGHT

At RS, we fight for our goals amidst all challenges and obstacles as we see them as something we want to achieve together. We dare to think and dare to do with a constant flow of ideas. We look for flaws in our work and find ways to continuously develop our own work, We also work proactively with a focus on moving forward towards every challenging goal despite obstacles or difficulties we face. We can fall, but when we fall, we get up and keep going, rushing towards the goals ahead without giving up as we always search for a way to win. If we fall, we learn, dare to get up and keep going in order to drive the organization forward every second.

COURAGE
กล้าคิดกล้าทำ

PRO-ACTIVENESS
ทำงานเชิงรุก

RESILIENCE
ทำงานเชิงรุก



ชอบเรียนรู้สิ่งใหม่ๆ
เพื่อจัดการทุกความท้าทาย
อย่างสร้างสรรค์



3. LEARN

At RS, we never stop learning and improving ourselves as we love to learn new things to continuously expand our skills and expertise. We use creativity as the key to productivity, innovation, and overcoming challenges because we believe that everything is possible within this organization of opportunities when we set our minds and take action.



มุ่งเน้นผลประโยชน์ส่วนรวม
ร่วมแรงร่วมใจ เพื่อชนะ
และสำเร็จไปด้วยกัน



4. WIN TOGETHER

At RS, we win and succeed together for every task and every mission. We put efforts together to reach a common goal. We behave reliably and adhere to work standards while we do not use improper shortcuts at work. We care for others whether they are colleagues, suppliers, communities, organizations or the nation. We are committed to mutual benefit for all parties. When everyone is strong, the business will succeed and continue to grow.



Communication of RS Core Values in 2023

“RS Group Town Hall”



“Hia Hor” Surachai Chetchotisak, CEO of RS Group, thanked executives and employees for working hard throughout the past year despite many challenges and announced “Life Enriching” as the new brand purpose of RS Group, which is not only about fulfilling the happiness and needs of consumers with products and services but also raising every dimension of our customers’ lives to perfection by adding value through creating experiences, happiness, entertainment, quality of life as well as promoting well-being for both people and pets through all businesses in the network.

The town hall ended with a good impression as everyone at RS Group joined together to do the “boom” or the cheering on top of their voices to show the power of RS Group people. Moreover, there were also fun gimmicks from light sticks and giant balloons. The new core values are important symbols for all employees to apply them to our work and lives so that we all can win and succeed together (Win Together).





Core Values Boot Camp 2023

Core values are personal ethics or ideals intended for all employees of the Company to adopt in working together successfully. It is emphasized that employees at all levels can apply core values and make a progress in their careers and it is considered the starting point for creating outstanding and differentiated work, along with breathing RS DNA together and stay true to the organization's purposes.



RS NEWS
BUSINESS STRUCTURE
WE'RE RS PODCAST
RS NEARBY

Internal Podcast ที่จะทำให้พวกเราชาว RS GROUP รู้จักและเข้าใจกันมากยิ่งขึ้นกว่าที่เคย พบกับแขกรับเชิญพิเศษ จาก BU ต่างๆ พร้อม Topic พุคคณแบบอินไซด์ ถึงสไตล์การทำงานแบบ Entrepreneurship คิดและทำแบบก้าวหน้า พร้อมแชร์แนวคิดและโลโก้ใส่เสื้อตัวที่ผสมผสาน Core Values

OWN

FIGHT

LEARN

WIN TOGETHER

เจอกันไปอีกครั้งกับ **New Hires Core Values Camp** ในรอบเดือนตุลาคม 66 งานนี้เพื่อนพนักงานใหม่จะได้เรียนรู้ และเข้าใจภาพรวมของบริษัท รวมถึงความหมายของ Core Values ผ่านกิจกรรม ส่วนเพื่อน ๆ พนักงานใหม่คนไหนยังไม่เข้าร่วม อย่าลืมเข้าร่วมในเดือนถัดไปนะ **ภาพบรรยากาศจะสนุกนานแค่ไหน ไม่รับชมกันได้เลย!**

New Hires Core Values Camp

Benefits and Perks for RS Employees

At RS Group, we fully realize that employees are our key success factor. Therefore, the Company prioritizes occupational health and safety and work environment including personal safety or safety related to business conduct. All activities must be assessed of risk from capable persons with prudence to issue proper control and preventive measures as well as closely monitoring risks to prevent loss or impact on employees and related stakeholders. Dedication of employees must be recognized and rewarded through the provision of welfare and benefits. Details on major benefits offered can be summarized per following:

สุขภาพ

ใช้สิทธิได้ทันที
ใช้สิทธิได้เมื่อผ่านกวดลองงาน

ตรวจสุขภาพประจำปี

โปรแกรมการตรวจสุขภาพที่หลากหลาย และครอบคลุมจากโรงพยาบาลชั้นนำ

ทีม PC จะมีการสื่อสารรายละเอียดให้ทราบ เมื่อถึงรอบการตรวจสุขภาพประจำปี

ประกันสุขภาพ

เบิกเคลมค่ารักษาที่โรงพยาบาลในเครือจ่าย โดยไม่ต้องสำรองจ่าย

ค่ารักษาพยาบาลผู้ป่วยนอก (OPD) 31 ครั้ง/ปีประกัน

ค่ารักษาพยาบาลผู้ป่วยใน (IPD) และอื่น ๆ (โปรดศึกษารายละเอียดหน้าบัตรประกันฯ)

เงินช่วยกระเช้าเยี่ยม

สนับสนุนเงินช่วยกระเช้าเยี่ยมครั้งละ 1,000 บาท ต่อการเจ็บป่วย (ไม่เกิน 4 ครั้งต่อปี)

กรณีพักรักษาตัวเป็นผู้ป่วยใน (IPD)

Even though the Company's employees are insured persons under Section 33 of the Social Security Act who receive welfare from the social security as stated by law, the welfare might not be adequate for modern living. Therefore, the Company offers health insurance to employees based on their job levels covering health benefits in case of OPD, IPD and death including the COVID-19 vaccines and financial aid in the form of gift baskets or hampers for sick employees who are hospitalized.

อื่น ๆ

กองทุนสำรองเลี้ยงชีพ

วางแผนเพื่อการเกษียณอย่างมั่นใจ ด้วยแผนการลงทุนที่หลากหลาย ตอบโจทย์ไลฟ์สไตล์ที่เป็นตัวเอง

เงินช่วยเหลืองานมงคลสมรส

สนับสนุน 5,000 บาท โดยไม่จำกัดเพศ

ใช้สิทธิได้ครั้งเดียวตลอดการเป็นพนักงาน

เงินช่วยเหลืองานศพ

สนับสนุนเงินช่วยเหลือตามเงื่อนไข

ในกรณีที่บุคคลดังต่อไปนี้ถึงแก่กรรม

คู่สมรส บุตร บิดา มารดาของพนักงาน และบิดา มารดาคู่สมรส

โปรดแสดงสำเนาใบมรณบัตร

ธอส.

โครงการสินเชื่อที่อยู่อาศัยเพื่อผู้ประกันตน (สำหรับวงเงินกู้ไม่เกิน 2 ล้านบาท)

และ โครงการสินเชื่อบ้านผู้ประกันตน ม.33 (สำหรับวงเงินกู้ไม่เกิน 2 ล้านบาท)

1) Provident Fund

The Company values saving as it promotes financial security for employees and thus established a provident fund for employees to save money by contributing monthly to the fund on a voluntary basis while the Company also offers the employer's contributions according to the fund rules. Not only that the provident fund helps with saving but also provides tax deductions for employees. In case that employees resign, they will receive saving from the provident fund according to rules stipulated by the provident fund.

Employee Health Promotion Projects

The Company recognizes the importance of promoting employee health at present and deemed that it should not be limited to just health insurance or annual health examinations. The reason is that it is only to help alleviate and monitor health problems while employees build up risks that cause health problems consistently every day in reality. Therefore, the Company opted to organize more proactive health promotion activities to keep employees healthy, focusing on employee participation rather than just numerical results. We organize activities that encourage employees to change their health behaviors, which truly offer lasting results.

Qualitative benefits

- Benefits to an individual person: Help employees reduce the risk of developing non-communicable diseases (NCDs) such as diabetes, high blood pressure, or heart disease, etc., as well as promoting healthy living habits in the long term. Employees will have better health, physical strength and good morale at work.
- Benefits to the Company: Help increase work efficiency, enhance happiness at work, reduce sick leave and turnover rates, cut related expenses such as financial support on medical expenses and operational costs of finding new employees, opportunity costs, and other related health expenses.

OFFICE SYNDROME WORKSHOP
เตรียมพบกับวันจันทร์ 19 มิ.ย. นี้

งานปัง คนไม่ปัง
ลงทะเบียนเข้าคลาสคลิก!

มาเรียนรู้การทำกายภาพยืดเหยียดกล้ามเนื้อ เพื่อเป็นแนวทางการรักษาโรคออฟฟิศซินโดรม

11:30 - 13:30 u. Booth กิจกรรมแจกของรางวัล | บริเวณลานหน้าอาคาร C
17:30 - 18:30 u. Class Office Syndrome | ห้องฟิตเนสอาคาร C ชั้น 5

สำหรับผู้ร่วมกิจกรรมลุ้นรับรางวัล

ลุ้นรับของรางวัลภายในบูธกิจกรรม และคลาสอบรมมากมาย เช่น เชือกกระโดด กระบอกน้ำเจสัน และกระเป๋าออกกำลังกายเจสันสุดคลู!

ติดต่อสอบถามเพิ่มเติม | khotchapana@rs.co.th | 8025
People & Culture

เชิญชวนเพื่อนพนักงาน
ลงทะเบียนเข้าร่วม เพื่อให้สุขภาพฟิตและเฟิร์ม

WORKOUTS CLASS
3 คลาสฟิตเนสจากอุยกูร์ และหุ่นขี้ผึ้ง

1 Yoga
ช่วยยืดเส้น, ปรับบุคลิกภาพ, มีกระดูกที่แข็งแรง และทำให้เกิดสมาธิอีกด้วย

2 Body Combat
ช่วยไม่เสี่ยงของระบบไหลเวียน, สร้างความแข็งแรงให้กับร่างกาย, กระชับกล้ามเนื้อ และกำจัดไขมันได้เร็วขึ้น

3 Body Weight
ช่วยเผาผลาญไขมัน, สร้างกล้ามเนื้อให้แข็งแรง และเป็นการออกกำลังกายที่ง่ายต่อมือใหม่

ลงทะเบียนเข้าร่วมกิจกรรมออกกำลังกายคลิกที่นี่

เชิญชวนเพื่อนพนักงาน
ลงทะเบียนเข้าร่วม เพื่อให้สุขภาพฟิตและเฟิร์ม

WORKOUT CLASS

YOGA
ช่วยยืดเส้น, ปรับบุคลิกภาพ, มีกระดูกที่แข็งแรง และทำให้เกิดสมาธิอีกด้วย

AEROBIC
ทำที่กล้ามเนื้ออ็อกซิเจน ระบบไหลเวียนเลือดดี ระบบหายใจดีขึ้น และช่วยลดสารเอ็นโดรฟิน หรือสารแห่งความสุขออกมา ทำให้รู้สึกผ่อนคลาย

คลิกที่นี่เพื่อลงทะเบียน

RS Healthy Mind for Healthy Engagement: EP1

“Purpose Meets Passion: How to Love Everything You Do When You Are Not Doing Everything You Love”

Sometimes life has its own rhythm that brings in changes like a song with changes in rhythm to follow its melody. When change comes unexpected and we are not ready, how do we deal with it?

RS GROUP

RS HEALTHY *mind* FOR HEALTHY ENGAGEMENT

16 OCTOBER
PURPOSE MEETS PASSION
BY DR. EARN PIYADA, PSYCHIATRIST

IT'S OKAY TO NOT BE OKAY

SCAN ME :)

หลักสุดสำหรับพนักงานทั่วไป

08.30 - 9.00	ลงทะเบียนหน้า ROSE HALL ชั้น 5
09.00 - 10.30	สำรวจอาการตัวเองว่าเรา BURN OUT หรือหมด PASSION
10.30 - 10.45	พักปรับเปลี่ยนอาหารว่าง
10.45 - 12.00	PURPOSE MEETS PASSION เวิร์กช็อปสิ่งที่ทำ เมื่อไม่ได้ทำในสิ่งที่รัก

RS invited you to heal your heart and ignite your passion with a workshop for executives and employees of RS Group on Monday, October 16-17, 2023. At the workshop, Dr. Piyada Hachaiyapoom (Dr. Earn), a psychiatrist and expert in the psychology of happiness and communication joined us to share various ways to cope with every change in order to create happiness at work for yourself and your co-workers.

In work or in life, there are 2 words that drive us behind the scenes: Passion and Purpose. According to psychology, both 2Ps work at opposite poles and send different results. Employees attended the workshop “RS Healthy Mind for Healthy Engagement : EP1 “Purpose Meets Passion, How to Love Everything You Do When You Are Not Doing Everything You Love” that RS Group organized for executives and employees to build mental immunity especially in a dynamic work environment that is constantly changing. The workshop featured Dr. Piyada Hachaiyapoom (Dr. Earn) who led participated employees to think of how we will understand both words better together.

Passion or the desire to create happiness for oneself comes from the work of the limbic system of the brain, which is related to emotions. This creates a short and intense thrust.

Purpose or the goal comes from the work of the frontal brain. It is a way of thinking that is based on cause and effect which also determines long-term goals, leading us to think about others in order to pass on and share happiness.

If we move forward with our work using Passion, which is the desire to create happiness for ourselves alone, as the days and hours pass by, it may cause us to feel fatigued and depleted.

Dr. Earn recommended that we find time to think and explore our minds in order to bring Purpose into balance to create value from doing for others. Through this way, we will be able to cope with our own emotions and excessive needs. It was also recommended to find happiness from small things close to us, such as happiness from exercising, from drinking coffee or doing things you like. This will help reduce stress and reduce the chance of burnout.

By organizing this activity, the Company aims to have 50 participants, with a total of 65 actual participants, which will make us think about others. Ready to plan to carry out related activities and promote mental strength for employees and executives .To ensure that RS people will be happy and comfortable working, and ready to pass on these happiness to even more people in the large society.

Promoting Employee Satisfaction and Engagement

The Company supports participation of all employees through different activities organized by the Company while 100% of employees apply core values to their work in a concrete manner as it is incorporated as a part of the annual performance evaluation. Additionally, the Company provides opportunities for employees to share opinions and suggestions related to work to develop work processes to be more efficient.

Performance

During 2023, the Company adjusted the approach to assess employee satisfaction to adopt “Focus Group” approach to fully understand employees’ needs and preferences by gathering information from conversations with different employees who agreed to provide information and were able to give responses for the particular areas that the Company needed to study. The Company organized 6 focus groups of 10-12 employees each from different departments with various backgrounds from years of service, gender to age group. There was a total of 73 employees participating in the focus group, of which 39 people were in the new employee group with years of service of less than 1 year and the other 34 people in the group with years of service beyond 1 year. The Company assigned a moderator to facilitate conversations and persuade the groups to think and express their opinions as well as broadening and deepening the conversations on certain topics.

From this focus group approach, the Company gathered all questions and analyzed for conclusions to find out that employees’ needs related to workplace environment and benefits is the area that employees found most important and most impactful to the work morale of employees to encourage them to work more effectively. Note that the Company will apply the insights from the study to the organization development plan for 2024 in the future to elevate understanding and promote better employee engagement.



Attrition Rate of Permanent Employees

Year	Number of Employees (Persons)	Resignation (Person)	%
2023	1,338	283	21.15
2022	1,356	182	13.42
2021	1,284	308	23.99

The Company managed to continuously reduce the attrition rate of permanent employees thanks to the change in the business model of the Company that has been implemented for a period of time. Note that most of the resignations were from employees at operational levels which did not significantly impact management structure and core businesses.

RS New Year Party 2023

The New Year 2023 party was organized to boost morale and offer encouragement to all employees with love, care and attention from all executives. The party was intended to send happiness throughout this new year to everyone by hosting a joyful event to welcome the beginning of the year for everyone at RS Group. The theme for this party was “Let’s Have Fun for the Rabbit Year”. There were many activities at the event such as Soi Dao (wishing tree) and Gachapon (toy vending machine) while a variety of food and beverage was provided, including savory dishes, desserts, and refreshing cold drinks for everyone to get full and fulfilled.

The party was closed with a lucky draw by “Hia Hor - Surachai Chetchotisak”, CEO of RS Group, to give away grand prizes including motorcycles, latest mobile phones, air tickets, electrical appliances and cash rewards.



Happy Workplace at RS Group : RS Group Office Visit in Search for Right Jobs and Right Businesses



From our beginning as the country’s most successful music icon and through continuous development and disruptions that we overcame, RS Group has transformed the organization into a new era of business empire under Entertainmerce model that covers media & entertainment business as well as commerce business for people and pets. RS Group has a working style and an organizational culture that support everyone to “Think and Act Like a Professional Owner”. This makes RS Group a center of workers with expertise in various fields by combining each person’s aptitudes together in a Win Together spirit and encouraging employees to reach their full potential to think, do, and learn in a space equipped with enabling tools. This helps push everyone to be the best version of themselves and provides opportunities for their career growth. Therefore, it is not surprising that the new generation views our organization as the place they want to be a part of and want to #โตไปกับอาร์เอส (#GrowtogetherwithRS)

WorkVenture, a consultant and leader in employer branding for leading organizations in Thailand and a provider of popular job search platforms in Thailand, recently conducted a 2024 WorkVenture survey to find the best employers in the hearts of young workers which working people all over the country looked forward to. This is the 6th time that WorkVenture has conducted this survey to listen to the voices of the new generation of workers of how they think about work, organization, and what values they have. Therefore, the survey results show the intentions of employers in the past year toward the Thai labor market and also depicts directions of changes in general. The survey also answers how the workplace has been developed to suit the labor market that is constantly changing with incoming new generation of workers including to what extent that people sense the change from outside and inside the organization which reflects awareness of those working people in looking for new places to work at present.

The survey asked opinions via both online and offline channels focusing on the new generation and early career people aged between 22-35 years who have a bachelor's degree or higher. The target group included more than 11,452 people who live in Bangkok and surrounding areas and questions were designed to give freedom of thought to the respondents so that they can answer without guidance. The questions include “What is the company you would most like to work with and why?” From WorkVenture’s analysis, it was found that this year’s overall picture, large Thai companies continue to gain popularity thanks to the fact that they have adapted both the workplace and the work style as well as having more understanding of working culture of Thai people which allows for the development of effective human resources policies. As a result, the Company is becoming more and more known as a good organization to work for, not being inferior to other multinational companies that used to be seen as providing a more wow-worthy work experience. This year’s survey shows that is no longer the case.

Over the past year, organizations have also adapted and competed in how they engage and listen to Gen Z who are making up nearly half of the workforce in many organizations. The trend towards self-importance in work is increasing and people tend to choose things they really want to do and look for meaning in those things. As a result, this group of employees will not hesitate to change jobs to something that they consider to be better for them. In addition, they are more selective of work while they use social media to discuss and exchange work experiences before deciding on taking a job. In other words, compensation alone cannot motivate Gen Z employees to stay in the organization but companies must be talked about or mentioned in a positive way. Plus, there should be benefits that respond to one’s lifestyle and support their individuality. Moreover, work assignments should be more concrete to ensure that they can see that their successful results are a part of the big picture of the company. This will make this group of employees proud and choose to stay with the organization.



RS was selected to receive the Top 50 Companies in Thailand 2024 award with the “38th ranking” which is the list of leading companies that the new generation wants to work for the most. This award proves that RS Group is able to transform the image of the organization into a modern business empire under Entertainmentmerce business model with an outstanding work style and a culture within the organization that is consistent with the needs of the new generation as well as being ready to support everyone to #โตไปกับอาร์เอส (#GrowtogetherwithRS)

RS Group also places importance on upgrading and developing the organization to meet the needs of workers in every aspect by being a company with a variety of work groups with a value chain that covers many aspects that will give opportunities for everyone to try learning and doing many things including additional skills to find one’s identity so that every employee can progress in their career paths and #โตไปกับอาร์เอส (#GrowtogetherwithRS) happily throughout their career journeys.

4 Reasons Why the New Generation Wants to #โตไปกับอาร์เอส (#GrowtogetherwithRS)

RS Group is selected to be among the top 50 leading companies in Thailand that young people want to work for the most in 2024 with a 38th ranking according to a survey from WorkVenture, The survey collected survey results via both online and offline from 11,452 young people aged between 22-35 years in Bangkok with a bachelor's degree or higher.

This award proves that RS Group is able to change its image and transform the organization into a new era business empire under Entertainmerce business model and the vision of the management team like “Hia Hor - Surachai Chetchotisak”, Chief Executive Officer of RS Public Company Limited, who is committed to expanding the ecosystem to strengthen the organization along with giving importance to upgrading and developing the organization to meet the needs of working people by delivering work values in various areas to allow employees to advance in their careers and happily #โตไปกับอาร์เอส (#GrowtogetherwithRS) along their journeys per following:



1. Be the Icon

If someone asks what kind of organization RS is. We can proudly answer that RS is one of the role models that can transform and navigate the business through every wave of disruption especially through the rebranding and restructuring under the new Entertainmerce business model. We are so unique that we became as a case study in organizational transformation for how we maintain leadership in the rapidly changing business world in modern age.

From our beginning as the country's most successful music icon, RS Group has recently expanded and diversified the business to cover media & entertainment business as well as commerce business for people and pets. RS Group has a work style and an organizational culture that support everyone. This makes RS Group a center for workers with expertise in various fields by combining each person's aptitudes together in a Win Together spirit. Moreover, employees here are all icons as RS is a place full of professional workers with great potential and experience in each field. It is an opportunity for everyone to learn how to work from various fields of work, allowing anyone to develop their skills and upgrade their professionalism to the next level.



2. Be Your Best Self.

Deciding to work with a company, employees probably consider not just welfare or any one factor alone but rather have a closer look at its true value including various experiences that they will receive throughout their careers. Wouldn't it be great if organizations could help awaken the giant within employees?

At RS Group, we value skills, abilities, and ideas of our employees without holding them back. With an agile work style that is fast, prompt and efficient, it is possible to work quickly, especially when combined with organizational culture of "Entrepreneurship" that opens opportunities and encourages everyone to dare to think, dare to do, dare to present. In addition, employees have the opportunity to work closely with senior executives which helps encourage them to absorb new ideas and exchange work experiences to be able to fully utilize their own potential. This allows employees to improve their skills and adjust their mindset to develop themselves into the latest and better version.



3. Keep Growing

"RS has been growing because it is driven by its employees. Do not forget that if employees have career paths that continue to grow, the organization will also have a long path to grow as well". This is a part of an interview on a perspective of Hia Hor, who is ready to encourage productive employees to grow in their careers at RS Group. Moreover, employees live and breathe the core values as every employee adheres to in working together to become successful, covering Own (do and care like an owner, Fight(fight for the goals), Learn (never stop learning) and Win Together (conquer and succeed together). Plus, employees can enhance their skills under the motto "Think and Do Like a Professional Owner" and grow with the organization.

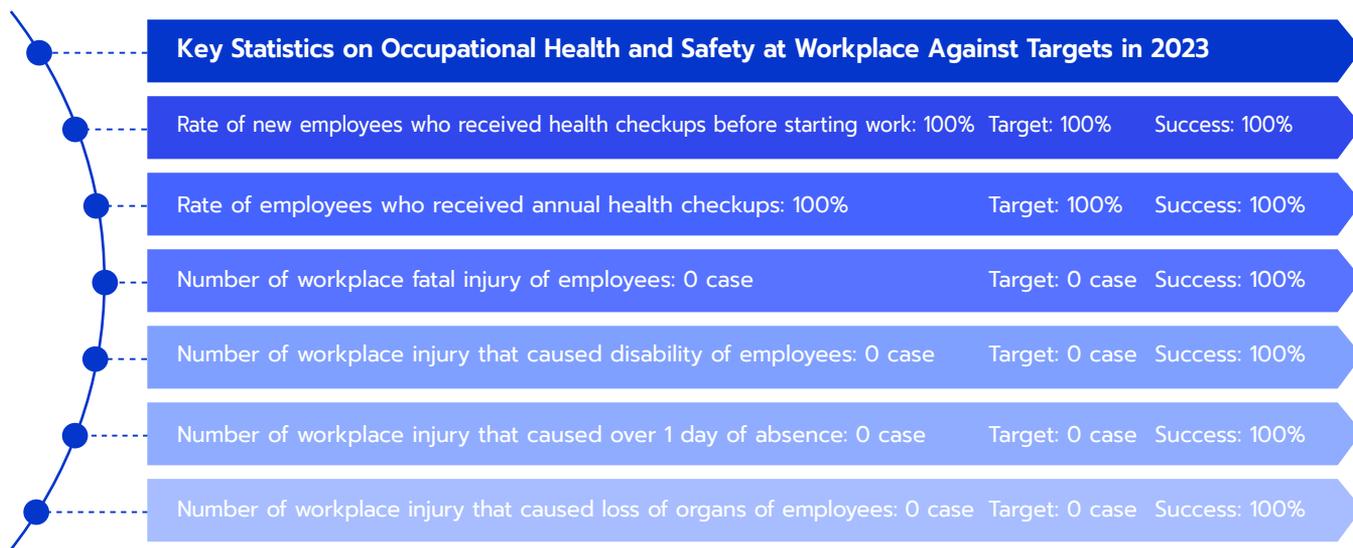


4. Be Diverse

How fun and challenging will it be if you truly come to work under a true diversity? Apart from the outstanding business diversity of RS Group, employees here are also diverse in terms of skills, abilities, expertise in different businesses and a variety of experiences including the readiness of equipment and facilities from media & entertainment business and commerce business. These will help employees to further develop strategies, ideas and own abilities to the fullest to be ready to support office work with a variety of functions and promote working in various formats for all businesses in the network. Employees will have opportunities under cross-functional collaboration which is a huge advantage of working with RS Group.

All of these are the values and work experiences everyone will receive from RS Group. We encourage every employee to grow upward with the organization. Moreover, these are also 4 reasons that resonate with the new generation of workers who have the same DNA as us at RS Group. Consequently, we won the Best Employer of the Year 2024 award from WorkVenture, which guarantees that this is it! We are the organization young generation wants to join and truly wants to #โตไปกับอาร์เอส (#GrowtogetherwithRS).

Occupational Health and Safety Policy at Workplace



Occupational Safety, Health and Work Environment

The Company regards occupational health and safety of employees as the foundation of employees' readiness to work towards success. Therefore, the Company has elevated occupational safety, health and workplace environment including personal safety and safety in business operations while risk assessment must be conducted with all activities by capable persons with prudence. The Company should also implement control and prevention measures as well as closely monitoring the health and safety at workplace to prevent loss or any adverse impact on employees and stakeholders.

Practices

- 1) Prioritize occupational safety, health and workplace environment as responsibilities of employees at all levels to collaborate and comply with to ensure safety of oneself and others.
- 2) Encourage all employees to have a good understanding and a responsible mindset to ensure occupational safety and health and suitable work environment.
- 3) Support and promote work environment improvements and safety operating protocols including the use of protective personal gears and equipment to maintain good hygiene of all employees.

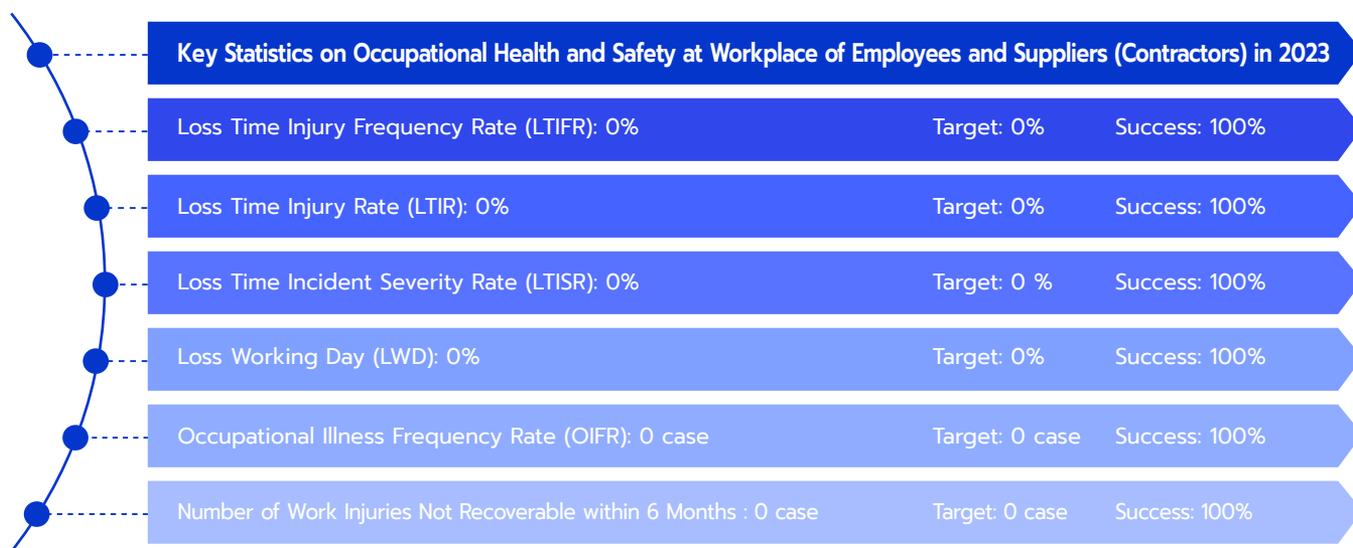
- 4) Support activities that promote occupational safety, health and workplace environment to deliver the most optimal and concrete results for all parties.
- 5) Require all supervisors to be responsible for occupational safety, health and work environment of their subordinates to be in strict accordance with laws and regulations.
- 6) Monitor and assess performance according to the occupational safety, health and workplace environment policy to ensure strict compliance and highest efficiency pursuant to safety rules and standards at workplace.

Impact Assessment

The Company conducted risk and impact assessment on health and safety at workplace for employees' work processes and extended the scope to employees of suppliers with monitoring and examination of employee treatment of suppliers related to manufacturing, storage, transportation and maintenance while a self-assessment form for suppliers was prepared to be used as criteria for vendor selection process of the Company additional to other criteria.

Performance

The Company established the Occupational Safety, Health and Work Environment Committee according to the Ministerial Regulations on the Standards for Administration and Management of Occupational Safety, Health and Workplace Environment B.E. 2549 (2006) issued on 16 May 2006. Executives were appointed to represent the employer and representatives from employees were also selected to jointly deliberate workplace safety policies and plans to prevent and reduce accidents for employees and external parties working with the Company while the Company also supports activities and training that promote safety and welfare of employees.



“Occupational Safety, Health and Workplace Environment Training”

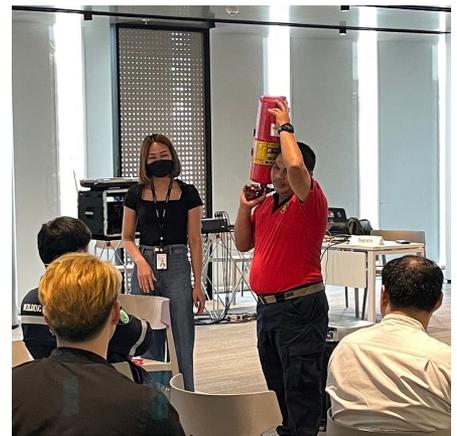
The Company attaches great significance to workplace safety and the Asset Management Department at the office building organized a training curriculum to promote understanding and encourage attendees to cooperate with safety officers as well as discussing to set workplace safety guidelines in accordance with the Ministerial Regulations on the Standards for Administration and Management of Occupational Safety, Health and Workplace Environment B.E. 2549 (2006). The training invited a speaker from the Safety and Health at Work Promotion Association Under Patronage of Princess Maha Chakri Sirindhorn, Princess Debaratanarajasuda, The Princess Royal which is a training agency registered with the Department of Labor Protection and Welfare. The format of the training includes a pre-test before the training, knowledge sharing and group activities on workplace safety and a post-training assessment.

Curriculum / Training Hour	Target Group	Number of Attendees	Training Date
Safety Officer for Supervisors / 12 hours	Supervisor Level	60	17 - 18/8/2023
Safety Officer for Management / 12 hours	Management Level	60	10 - 11/8/2023
OIC Act for Employees / 6 hours	All Employees	240	14 - 15/9/2023
Basic Firefighting and Fire Evacuation Drill / Annually (Head Office)	All Employees	450	15/12/2023
Basic Firefighting and Fire Evacuation Drill/Annually (Rangsit Warehouse)	All Employees	200	22 - 23/12/2023



“2023 Firefighting Drill and Fire Evacuation Drill”

The Company through the Building Management and Engineering Department, together with the Asset Management Department of the office building provided the “2023 Basic Firefighting and Fire Evacuation Drill Training” on December 15, 2023. The purpose of the training course was to provide attendees with knowledge and understanding of workplace safety, as well as training on occupational safety, health and workplace environment in accordance with the Ministerial Regulation on the Standards for Management and Operation for Occupational Safety, Health and Workplace Environment Regarding Fire Safety Policy and Procedure B.E.2555 (2012), dated December 7, 2012. Clause 30 of the regulation requires the employer to organize firefighting drills and fire evacuation drills at least once a year. All employees who work in the same building, on the same days and same hours, must participate in the training altogether. The training was organized and conducted by speakers from the Bang Khen Fire and Rescue Station, covering both basic firefighting training and fire evacuation drills.



Business Continuity Plan for the Prevention of COVID-19 Outbreak at Workplace



The Company earlier announced the Work From Home Policy for a certain period of time; however, the number of COVID-19 cases has dropped consistently. Therefore, the Company deemed that it is appropriate for employees to return to office as normal from Wednesday, June 1, 2022 onward.

Note that the Company continues to impose COVID-19 prevention measures by encouraging all employees to strictly comply with the measures including wearing face masks at all times during work at the office, social distancing at public areas, frequent washing of hands and work devices, and VDO conferences or in-person conferences only if necessary but with limited number of meeting attendees. Moreover, internal communication and coordination shall be conducted mainly through Hangouts, phone calls or emails. No invitation for external parties to come to the office unless it is necessary and only certain areas are allowed in that case while COVID-19 prevention measures must be strictly followed.

In case that the Company finds that the COVID-19 outbreak becomes more severe, the Company will adjust the measures for health and safety of employees in the best interests of the business while Business Continuity Plan (BCP) will be properly implemented.

Maintenance of Health and Safety at the Workplace

The Company places great importance on the overall health of its employees, not just physical well-being but also mental health in the workplace that affects daily responsibilities, expectations, relationships, and stress levels. Therefore, improving the work environment to be safe and convenient adequately and appropriately will inevitably affects the happiness and overall health of employees.

Benefits of paying attention to health in the workplace

- 1) Create employees who are motivated, engaged, and with higher performance.
- 2) Attract and retain highly talented personnel who are engaged with the organization.
- 3) Make employees feel that they are important and supported by the organization.
- 4) Build good relationships and promote higher diversity and inclusion
- 5) Improve teamwork efficiency.

Performance

The Company has therefore taken steps to improve the environment of employees, such as providing Relax Rooms with personal storage corners on every floor of the work area including adequate resting space for employees to sit and relax during their lunch breaks, rest between breaks or to be used for small team meetings to prepare for work. In addition, there are also regular activities to promote and strengthen relationships within the divisions, such as costume contests for various festivals. both beauty and creativity categories including organizing team activities to promote teamwork. This relaxed atmosphere will help improve the work efficiency of employees as well.



3) Suppliers

The Company is committed to promoting relations with business suppliers and developing work processes to co-create values with all stakeholders through supply chain management while considering environmental, social and governance (ESG) issues as well as thorough risk management. This will lead to value creation and long-term value generation across supply chain including higher competitiveness. Therefore, RS Group has established the Code of Conduct for Suppliers to set directions for sustainable business development of RS Group and suppliers and define standards and practices for suppliers to review and adopt in working with RS Group.



Note that RS Group strictly adheres to honesty and fairness with suppliers by treating every supplier across supply chain with vendor selection processes and contract conditions or terms that are based on fair compensation for both parties without biasedness and any situation that may lead to a conflict of interest. Moreover, the Company conforms to duties to suppliers and helps educate and develop potential of suppliers as well as focusing on elevating standards to be at international levels alongside with promoting business ethics, labor treatment, human rights, quality management, occupational health and safety, participation in community development and environmental conservation. Furthermore, monitoring, audit, evaluation and knowledge development are continuously carried out in doing business together with suppliers.

Nevertheless, RS Group intends to set operational standards to be higher than requirements according to the law with the expectation to encourage suppliers to adopt related practices with responsibility, equity and equality for all stakeholders so that suppliers will grow together with RS Group in a sustainable manner. Additional information on the Code of Conduct for Suppliers can be found at https://www.rs.co.th/category/policies_corporate_documents/

Practices

- 1) Communicate with primary suppliers to acknowledge and comply with the Code of Conduct for Suppliers for sustainable development of the Company.
- 2) Evaluate suppliers on environmental, social and governance (ESG) aspects on a regular basis.
- 3) Monitor work efficiency of suppliers through the annual self-assessment of suppliers.
- 4) Establish proper supply chain management covering vendor selection processes, monitoring and performance evaluation for suppliers.
- 5) Communicate with suppliers at operational levels on expected performance to be in accordance with the Company's standards.
- 6) Communicate with suppliers to acknowledge and understand impacts on human rights that may occur from operations.
- 7) Monitor and investigate all complaints received through whistleblowing channels.

Sustainability Risk Management for Suppliers

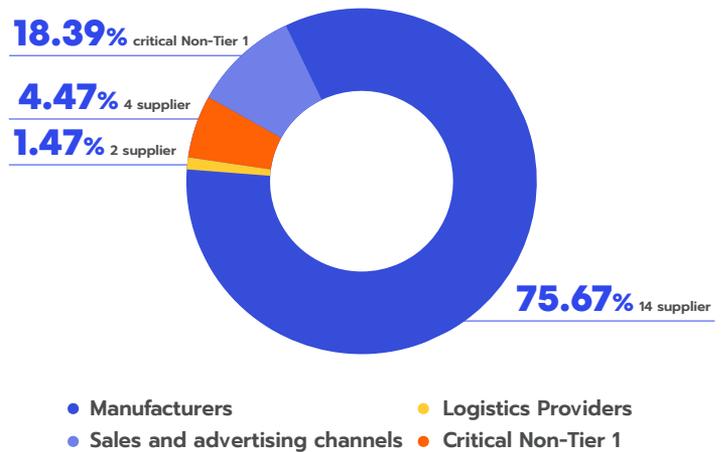


1) Primary Supplier Identification

The Company has set guidelines for existing and new suppliers with the categorization of suppliers into 2 groups per following:

- Critical Tier 1 means suppliers with high spend, products that are difficult to substitute key product ingredients according to the strategy or high and extremely high risks in case of losing the supplier. The Company has a plan to prepare a supplier assessment form and pay a visit to examine standards and jointly develop a mitigation plan for different risks according to supplier sustainability practices to ensure that these suppliers are able to manage risk to be at a level without significant impacts to the Company.
- Critical Non-Tier 1 means suppliers with low to medium spend and not included in the primary supplier group. The Company has a plan to prepare a supplier assessment form according to supplier sustainability practices to ensure that these suppliers will be a part of efficient supply chain management of the Company.
- Suppliers that need to undergo an inspection at the location or on-site ESG audit. The focus is on primary suppliers that meet the criteria for being an existing trade partners manufacturing new products, new partners manufacturing first product, partners manufacturing key products according to the strategy and trading partners with the highest expenses.

For 2023, the Company emphasized the management of primary suppliers or major suppliers for mainly the commercial business through RS LiveWell Company Limited who manufactures products under RS-owned brands (house brands). Considering the suppliers with highest spend, suppliers who manufacture new products and suppliers who manufacture top sales products, the Company found that the top 20 suppliers account for 82% of total expenses.



This is consistent with the Company's policy to not rely on one particular supplier as there was no supplier with the significant proportion of cost to total sales and service cost of more than 20%. Nevertheless, the Company is active in searching for new suppliers to provide alternatives and to continuously enhance competitiveness in the future.

2) Supplier Risk Assessment

The Company put in place the supplier assessment of risks and impacts that can affect the Company's business using risk assessment criteria that cover material sustainability issues. The Company also adopted an enterprise risk management framework as criteria covering all dimensions for considering existing suppliers and selecting new suppliers as follows:

Dimension	Criteria for Consideration
Economy	Price, quality, delivery time, credit term
	Promotion of innovation co-creation with suppliers
	Transparent and accountable performance reporting with clear evidence and documents.
Environment	Environmental management in compliance with applicable laws and regulations
	Suitable, accurate and systematic waste management in accordance with regulatory requirements
Society	Fair labour treatment and respect for human rights
	Community and society participation to elevate quality of life of the people with sustainability
Governance	Business conduct under corporate governance principles, Code of Conduct, and related laws and regulations.
	Establishment of the Anti-Corruption Policy

3) Risk Management and Monitoring

In 2023, RS prepared a self-assessment form for suppliers on ESG for the first year with the focus on the risk assessment for suppliers of RS LiveWell Co., Ltd. who are OEMs for the Company's house brands which can be categorized as new suppliers, suppliers who manufacture strategic products and products with high volume of sales. Details are as follows:

- The Company conducted the assessment with 5 major suppliers out of 10 suppliers and the assessment score was at 97.5% compared with the target of 90%.
- The Company conducted the on-site ESG audit with 2 major suppliers out of 3 suppliers via online system and visit real factory of supplier and the score was at 93.75% compared with the target of 90% which pass the judging criteria and can trade together.

For 2023, no significant risk related to suppliers was found, only minor cases such as some of the suppliers have not completed preparing a tangible environmental management policy but only control operations to be according to the law. In this regard, the Company assessed the situation as it is and will follow up to ensure completeness later on. In addition, a number of suppliers were not certified as a member of Thailand's Private Sector Collective Action against Corruption (CAC) which the Company has a plan to appoint change agents to extend the collaboration scope and support suppliers to be certified in the future.

Sustainable Procurement Policy

RS Public Company Limited and subsidiaries (“RS Group”) is committed to building relationship with business suppliers and improving work processes to co-create values with all stakeholders through supply chain management that considers ESG (Environment, Social, Governance) issues. This framework to manage opportunities and risks in all dimensions of conducting business will lead to the co-creation of value in the long run with suppliers and enhanced competitive advantage in the future. RS Group attaches great significance to integrity and fairness by treating all suppliers in the supply chain equally using procurement criteria and processes as well as contract terms or agreements that are based on fair compensation for both sides with reasonableness and without discrimination or situations that can potentially lead to conflicts of interest. The Company is aware of our duties toward suppliers as well as providing education and capability development for them to ensure work standards to meet international level. In addition, the Company conforms to business ethics, labor treatment & human rights, quality management, occupational health and safety, involvement in community development and environmental conservation as well as monitoring, auditing, evaluating performance and developing knowledge to be applied to business operations. Note that RS Group has an intention to set standards above legal requirements with the expectation to encourage suppliers to adopt work practices that promote responsibility for stakeholders in a fair and equitable manner so that suppliers will grow sustainably together with RS Group.

Practice

1. Conduct supplier selection with fairness and transparency considering economic, social and environmental aspects as well as corporate governance principles for both existing and new suppliers.
2. Ensure systematic procurement with prudent control and monitoring as well as accountability to maximize benefits across processes.
3. Support suppliers in conducting their businesses in accordance with “Code of Conduct for Suppliers” to promote sustainable development as prepared by the Company
4. Promote community development activities with suppliers as appropriate.
5. Support and promote eco-friendly products.
6. Promote employment and create career opportunities and career development for communities.
7. Co-create innovation with suppliers to mutually attain sustainable business growth.

Credit Term Policy for Suppliers

The Company places importance on liquidity and cash cycle management and determines proper credit terms to the Company’s suppliers by considering different factors including length of business relationship, type of product, product quality or inventory turnover. In addition, the Company set credit terms to be in accordance with fair principles and proper benefits for all parties. Details on the credit terms are listed below:

Supplier	Guideline	Average Actual Term
General suppliers	Credit terms of 30-60 days from the day they receive products or services, or they can pay by installments according to contract conditions pursuant to notifications of the Office of Trade Competition Commission	88 Days
Suppliers who are small and medium enterprises (SMEs)	Credit terms of 30-45 day to support their liquidity to be continuously used as working capital in the economic system	

This is still not consistent with the policies/practices the Company has set due to the current economic downturn. However, The most of the payments during 2023 were installment payments according to contracts made earlier. The installment payments depended on the acquisitions of assets such as content for programs.

5) Regulatory Agencies and Government

Tax Compliance

The Company adheres to business conduct with transparency and honesty and strives to ensure accuracy and completeness for its operations related to tax and tax benefits to maximize efficiency under legal requirements including the compliance with rules on financial and tax information disclosure to the government and all stakeholders to be in accordance with corporate governance principles, Code of Conduct and sustainability guidelines. The objective is for the Company to achieve economic growth together with social development and responsibility as the Company has a strong belief that tax responsibility will help promote economic and social development of the country as a whole in the future.

Practices

- 1) Abide by laws and regulations related to tax management in each country in which the Company operates with accuracy and completeness.
- 2) Conduct tax planning and proper use of tax benefits in accordance with laws and regulations including using the tax structure with correct methods to avoid possible tax evasion.
- 3) Deliver and claim tax returns within the timeline stipulated by the law in order to maximize the benefits of the Company, government agencies and countries.
- 4) Study and consider tax impacts regularly in case of new tax laws or policies enacted or new transactions in the best interests of the Company.
- 5) Appoint a consultant with knowledge and understanding of taxation in order to comply with the law to operate correctly and reduce the risk of tax disputes, as well as assigning a responsible person to provide facts and information on the Company's operations as requested.
- 6) Encourage relevant employees to learn and enhance their tax knowledge to be able to perform their duties accurately and thoroughly.

Tax Reporting

The Company has regularly monitored and evaluated compliance with laws, rules and regulations related to tax to ensure that related parties are informed and fully comply with. In 2023, there was no case of violation or breach of tax laws or regulations which resulted in no related fine. The Company has profit before tax of THB 1,733,161,615 and income tax of THB 354,530,588 based on the 20% actual tax rate, which was different from the effective tax rate paid of 20.46% as a result of profit from the sale of investment of associate companies within the group of companies.

Support of Social Development with Other Organizations

In 2023, the Company supported social and environmental development projects with other organizations.

The details are as follows:

- | | | |
|-------------------------------------|------------|------|
| 1) Social and Environment | 2,049,507 | baht |
| 2) Community Education and Religion | 2,795,315 | baht |
| 3) Medical and Donate Product | 14,000,000 | baht |

The total money for supporting 18,844,822 baht or 51% of total income