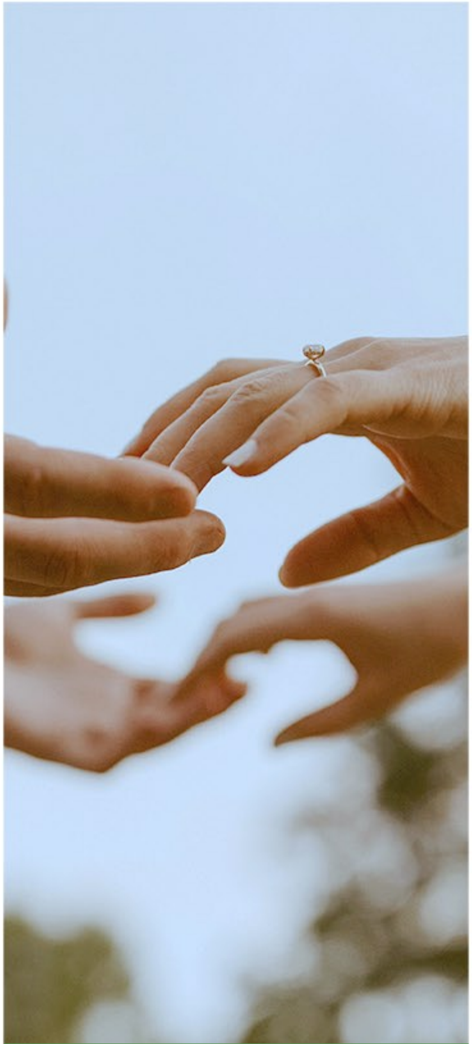
RS GROUP

POLICY AND GOALS
of sustainable management

RS Life Enriching

Driving Business
for Sustainability



Sustainability Policy

Sustainability Management Goals

Review of Sustainability Policy and Management Goals for the Past Year

Sustainability Policy

The starting point of the journey towards sustainable operations

RS Public Company Limited ("the Company") or RS Group has been a pioneer and inspiration for Thai entertainment culture since 1982 and is recognized as the most successful music icon in the country's music industry. It has become a center for creative entertainment, whether as a creator of films, dramas, variety shows, and a rights manager for broadcasting world-class sports events. It has also established a unique position as a leader combining entertainment and commerce businesses under the Entertainmerce business model, which transforms viewers and listeners into customers to deliver quality products and services that meet diverse needs, leading to the presentation of products and services that create impressive experiences for customers in all dimensions of life.

Furthermore, the Company serves as a bridge connecting the entire supply chain across the value chain through its business operations from upstream to downstream, such as promoting job creation, career development, income distribution, and creating opportunities for people in society to access new knowledge in a balanced and comprehensive manner. The Company has continuously prioritized sustainable development, with year 2025 marking the sixth year of preparing a sustainability report. This report supports three main dimensions: environmental, social, and governance, alongside economic development, to ensure balanced and sustainable growth.

Building a Strong Foundation and Continuously Advancing Sustainability

Year 2020

- Sustainability Self-Assessment Form.
- Employee Engagement Survey.
- Participate in the Sustainability Assessment (THSI).
- Sustainability Management Policy and Goals.
- Commerce Business Customer Satisfaction Survey.
- Corporate Governance and Sustainable Development Structure.

Year 2021

- Business Ethics
- Good Corporate Governance Policy.
- Information System Usage Policy.
- Partner Code of Conduct for Sustainable Development.
- Whistleblowing Policy and Channels.
- Information Technology Management Policy.
- Enterprise-wide Risk Management Policy.
- Personal Data Protection Policy and Guidelines.
- Anti-Corruption and Bribery Policy and Guidelines.

Year 2022

- Service Quality Policy.
- Environmental Management Policy.
- Sustainable Procurement Policy.
- Establish a Sustainable Development Working Group.
- Investment Policy in Subsidiaries and Associates.
- Human Rights Respect and Fair Labor Treatment Policy.
- Diversity, Equity, and Inclusion Policy.
- Establish a corporate governance working group in accordance with personal data protection laws and cybersecurity laws.

Year 2023

- Continuously enhance employee diversity policy.
- Create sustainable career-providing projects for society through business operations.
- Evaluate key partners on ESG to jointly develop sustainability in the future.
- Promote various activities under the RS Net Zero project to contribute to global warming reduction.
- Develop a succession plan and define key qualifications for senior executives.
- Initiate education for executives and employees on the impacts of climate change and global warming reduction.
- Continuously instill knowledge of sustainable development in employees and establish it as an organization-wide indicator. Receiving the MEA Energy-Saving Buliding Award for the 6th consecutive year from the Metropolitan Electricity

Year 2024-2025

- Continuously promote various environmental activities to contribute to global warming reduction under the RS Net Zero project.
- Communicate and promote various stores in surrounding communities through the company's social media under the RS Nearby project.
- Support out-of-classroom learning to allow students to gain real-world work experience under the RS Young Blood project.

Key sustainability achievements in 2025

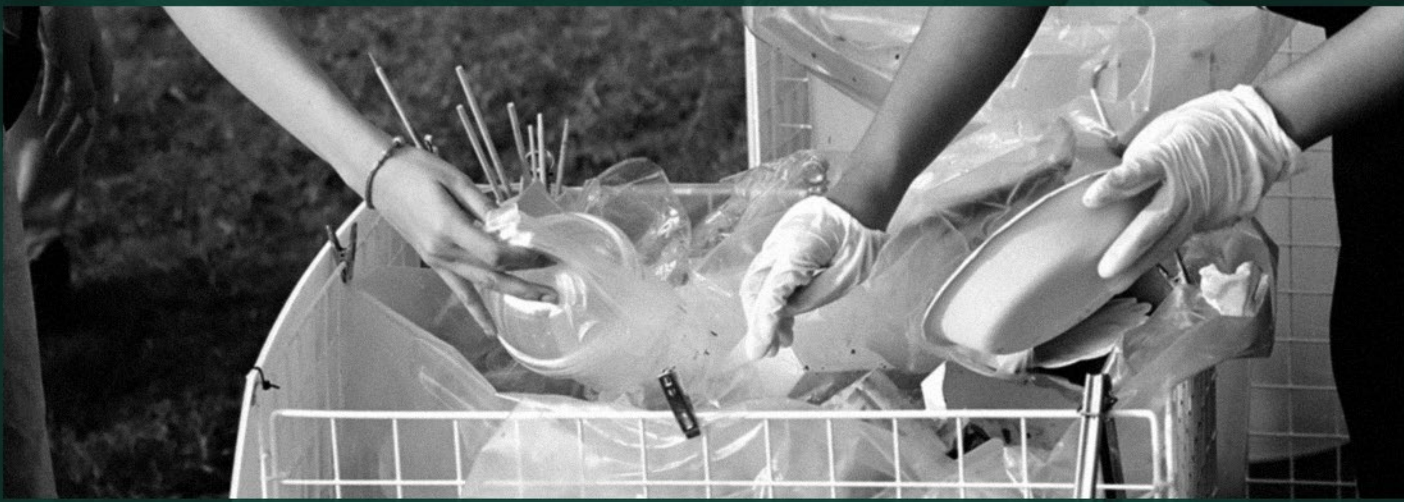
- Evaluation of corporate governance performance at an excellent level or 5 stars by the Thai Institute of Directors Association.
- Assessment of the quality of shareholder meetings with a score of 100 by the Thai Investors Association.
- Certification of membership in the Private Sector Collective Action Coalition Against Corruption by the Thai Institute of Directors Association.
- Received the MEA Energy Awards for Energy-Efficient Buildings from the Metropolitan Electricity Authority (MEA).

Sustainability Reporting Process

01 Establish Sustainability Goals

02 Implement and Collect Data

03 Report and Communicate Performance



About this report

The Company has prepared this Sustainability Report to demonstrate its commitment to accurately and transparently disclosing important information and sustainability performance to stakeholders. The content covers operations in environmental, social, and governance aspects that occurred during the past year, from January 1 to December 31, 2025.

Reporting guidelines

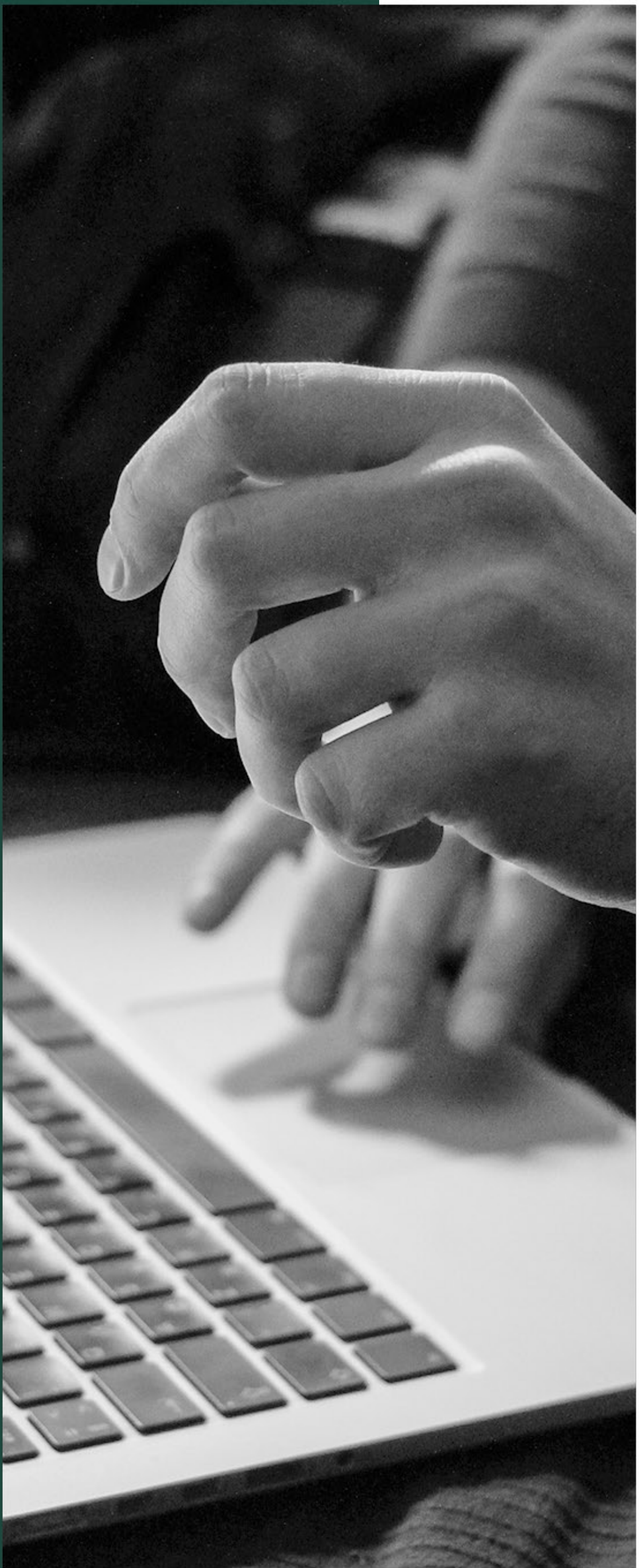
This year 2025, Sustainability Report discloses information according to the criteria for evaluating sustainable stocks and the selection process for SET ESG Ratings of the Stock Exchange of Thailand, presented in the form of an e-One Report. Furthermore, recognizing the importance of the United Nations Sustainable Development Goals (SDGs), the company has conducted an initial assessment of alignment by applying these goals in its strategic planning to ensure clear growth in line with the established guidelines and objectives, which are also disclosed in this report.

Scope of the report

Considering business relevance, data availability, and the company's key performance both in the reporting year and the outlook for the next 3-5 years, the company has defined the scope of reporting to cover all business units of the company and its subsidiaries.

Others

This Sustainability Report has been presented and prepared through the Annual Information Form/Annual Report (Form 56-1 e-One Report), referencing information disclosed on the company's website, which is part of the Form 56-1 e-One Report. The Board of Directors is responsible for the accuracy and completeness of this referenced information.



Download the full One Report

http://ir.rs.co.th/th/downloads/yearly-reports

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Policy for sustainability

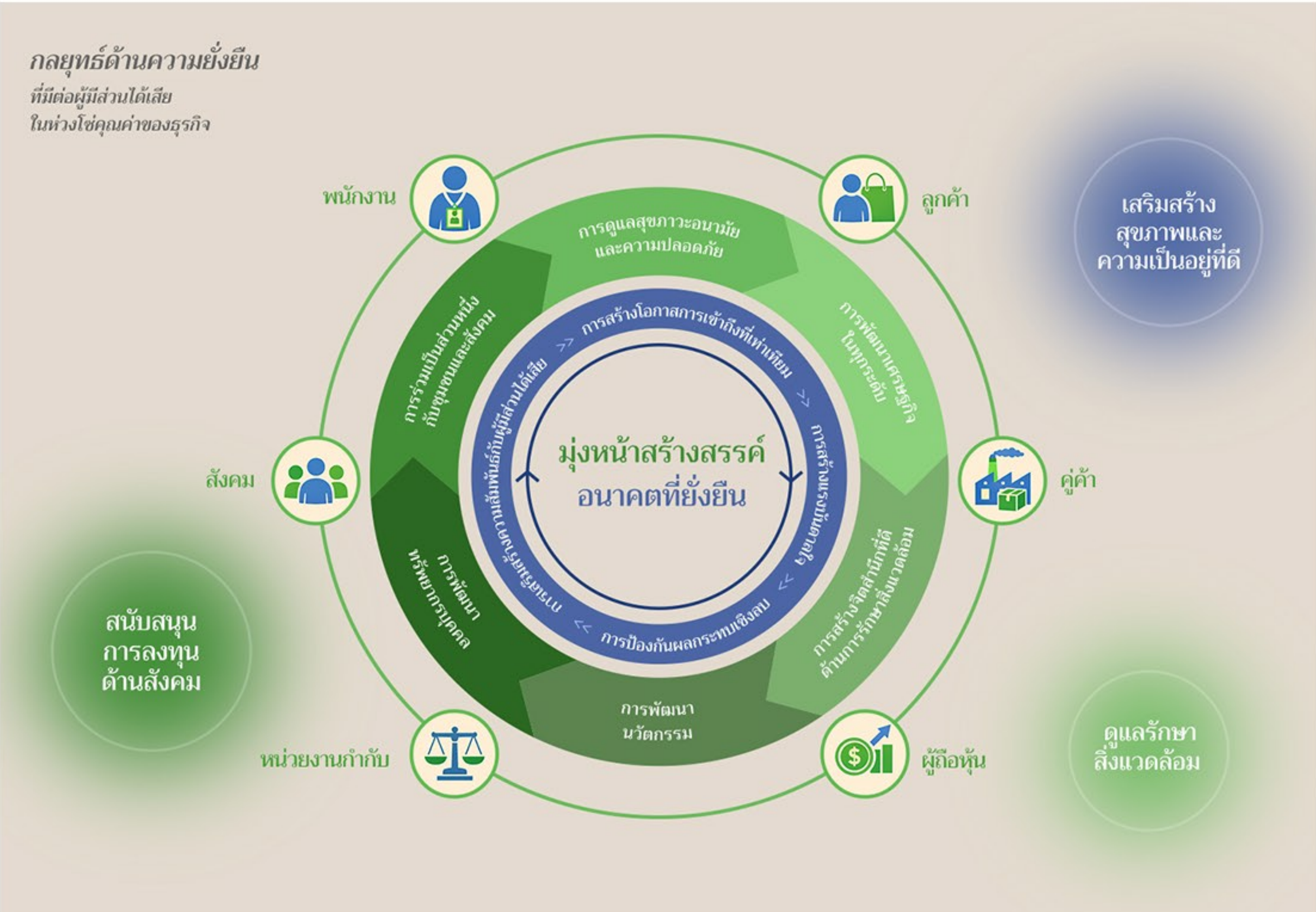
RS Group is committed to creating a sustainable future with the concept of Sustainable Life Enriching, which includes inspiring (Inspire) Preventing negative impacts (Prevent), strengthening relationships with stakeholders (Connect), and creating equal access opportunities (Access) through a variety of products and services that are ready to sustainably elevate all dimensions of life for people and pets. The company is committed to operating under good corporate governance principles, considering responsibility and co-creating value between the company and all stakeholders throughout the business chain, and integrating the management of various sustainability issues into its operations across all sectors, covering all business groups and aligning with the company's short-term and long-term business strategies, aiming towards truly enhancing sustainable development.

RS GROUP SUSTAINABLE DEVELOPMENT FRAMEWORK

Strategy for sustainability

The company has taken sustainability issues identified by stakeholders and analyzed them in conjunction with best practices from various regulatory bodies. Sustainability development has been integrated into the operational process (In Process), which has been approved by the Corporate Governance and Sustainable Development Committee, to consider and define the framework, establish long-term strategies, and proceed towards the operational planning process.

The Corporate Governance and Sustainable Development Committee has approved business strategies that align with the organization's vision, goals, and values. A strategic framework has been established for management to support the company's commitment to continuous and sustainable business growth, as well as to build and maintain relationships with stakeholders including employees, customers, partners, shareholders, regulatory bodies, and communities, by reducing negative environmental and social impacts and increasing positive impacts throughout the business process.



Pillars of sustainability (Three Pillars of Sustainability) and operational framework

Covering environmental, social, and corporate governance and economic dimensions, including :

Enhance Health and Wellbeing

- Business ethics
- Good corporate governance policy
- Complaints and whistleblowing
- Enterprise-wide risk management
- Green supply chain management
- Research and innovation development
- Cybersecurity

Contribute to social investment

- Comprehensive human rights protection
- Knowledge development and transfer to society
- Customer satisfaction development
- Employee potential development

Protect our Planet

- Save energy
- Nature conservation
- Greenhouse gas reduction
- Systematic waste management

Sustainability Management Goals

Driving and monitoring for sustainability strategies

The Company has appointed the "Corporate Governance and Sustainable Development Committee (CG & SDC)" to drive and promote integrated operations. The "Sustainable Development Working Group" serves as the primary coordinator for reporting environmental, social, and governance performance to the Corporate Governance and Sustainable Development Committee and the Board of Directors on a quarterly basis.

The Corporate Governance and Sustainable Development Committee has the following roles and responsibilities

The Corporate Governance and Sustainability Committee has the following roles and responsibilities:

Furthermore, the Company focuses on implementing the 5-year Sustainable Development Plan (2021-2025), which serves as a comprehensive guideline for operations. in various aspects, with over 95% completion of the planned work, and key achievements presented under various categories. However, the Corporate Governance and Sustainable Development Committee, which is responsible for overseeing and managing climate-related risks, with the Chief Financial Officer, a senior executive and serving as a member of this sub-committee, jointly reviews the Sustainable Development Plan annually to keep pace with global changes, aligning with the United Nations' Sustainable Development Goals, covering international standards more comprehensively, and in line with the Company's business plan. This reflects the Company's commitment to business development that considers important environmental, social, and governance (ESG) issues, while simultaneously generating optimal returns for all stakeholders of the Company.

Setting financial and non-financial performance targets or indicators for the Company.

Key Strategies

The short-term goal for 2024-2025 is "Enhance in all dimensions" through three operational strategies, namely:

1

Enhance Health and Wellbeing

2

Contribute to Social Investment

3

Protect our Planet

Enhance Health and Wellbeing

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Enhance Health and Wellbeing

The Company is one of the successful companies recognized as a case study in adapting to rapid innovative changes to maintain leadership in today's fast-paced business world.

It is a source of pride that we are not merely an entertainment media provider that inspires, but also a direct channel for customers, offering products that meet consumer needs, and continuing to operate stably during crises, while committed to improving operational efficiency in all aspects.

Operational guidelines

- Monitor the sustainability performance of partners.
- Support the creation of trade partnerships to foster joint innovation.
- Promote projects to create careers and income for people in society.
- Develop team knowledge and capabilities to drive revenue generation from products that consider sustainable development.

Goals

- Reduce the level of customer product claims to no more than 1 percent.
- Maintain customer satisfaction scores at no less than 95 percent.
- Increase the number of partners assessed for sustainability by no less than 50 percent.
- Maintain corporate governance assessment scores at no less than 100 percent.

Contribute to Social Investment

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Contribute to Social Investment

The Company always considers that a business can grow sustainably only on the foundation of a good society. Therefore, it prioritizes social operations.

The Company's responsibility is not limited to its internal society or employees but also extends to external society, including partners, customers, communities, and the overall social condition of the country. This encompasses fair treatment and care for employees, personnel development within the organization, employee health and safety, public benefit operations, and the acceptance of complaints, as well as mechanisms to protect whistleblowers.

Operational guidelines

- Deliver knowledge to students and the general public.
- Support/donate to community charities to jointly create a better quality of life.
- Promote the establishment of a learning organization by developing both online and offline courses to enhance employee efficiency.

Goals

- Create and promote career-providing projects for people in society, benefiting no less than 10,000 individuals.
- Promote and publicize careers with a business value of no less than 10,000,000 Baht.
- Enhance employee potential by creating and transferring knowledge through training, not less than 10 hours/person/year.

Protect our Planet

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Protect our planet: Foster awareness and participation in environmental care.

The Company recognizes that the world's population is currently increasing, which is one of the causes of extensive use of natural resources and energy, impacting humans and the overall ecosystem.

Therefore, the Company supports and promotes awareness that energy and resource consumption is a matter close to home, and it is everyone's duty to cooperate in conserving and utilizing them most efficiently. Used resources should also be brought back into the production process for reuse, which addresses the ongoing resource scarcity crisis and fosters sustainable growth.

Operational guidelines

- Promote the 5R concept through various projects.
- Adjust business processes to reduce environmental impact.
- Instill a sense of social responsibility in employees and stakeholders.

Goals

- Reduce landfill volume by 10 percent from the base year.
- Reduce water and electricity consumption by 10 percent from the base year.
- Promote the use of environmentally friendly packaging by no less than 20 percent.
- Instill environmental awareness through various activities, with no less than 2 projects per year.

Supporting strategies

Good corporate governance and share value for all:

Good governance from within to share common value externally.

The Company is committed to operating under good corporate governance principles as a core driver for sustainable development, with a clear goal of "balanced growth" across economic, social, and environmental dimensions. This involves considering responsibility and creating shared value between the Company and all stakeholders throughout the business chain. A systematic approach is used to identify key stakeholders and integrate their expectations into operations across all sectors, covering all business units and aligning with the Company's business strategies. Furthermore, there is appropriate monitoring and communication with all stakeholder groups, with an emphasis on nurturing and building relationships with key stakeholders, including shareholders, employees, customers, partners, government, communities and society, to create shared value and achieve balanced growth together.

Good Corporate Governance and Share Value for all

Operational guidelines

- Manage good corporate governance structures at all levels of the company.
- Promote good corporate governance both within the organization and with relevant stakeholders.
- Building understanding and awareness through relevant training.
- Sharing knowledge and experience from excellent operations with people in society.
- Building networks with internal and external experts.
- Promote sustainable development as an integral part of the organization's operations.
- Extending training results into practical application, measuring performance, and continuously developing sustainable processes.
- Disclose sustainable development performance transparently and in accordance with international

Goals

- "Excellent" corporate governance assessment results from the Thai Institute of Directors Association.
- "Full Score" from the Shareholder Meeting Quality Assessment Project by the Thai Investors Association.
- "Listed in SET ESG Ratings for Sustainable Stocks" as a listed company with at least 50 percent sustainability assessment results in all dimensions.
- "Certified as a member" of the Private Sector Collective Action Against Corruption (CAC)

The long-term goal by 2030 is to transform RS Group into an organization of the future, strong in all aspects, ready to drive the Company by transitioning to renewable energy sources, a circular economy and carbon neutrality, while also achieving its core mission:

> *Enhance all dimensions of people's lives. and pets sustainably, and participate in supporting the United Nations Sustainable Development Goals (UN SDGs).*

Review of policy and/or goals of sustainable management over the past year

The Company reviews its short-term and long-term sustainability management policies and goals. These were considered and approved at the 1/2025 meeting of the Corporate Governance and Sustainable Development Committee and subsequently reported at the 1/2025 meeting of the Board of Directors. It is noted that there were no material changes in the past year 2025.

Management of impacts on stakeholders in the business value chain

Creating for sustainable value to stakeholders

With experience and expertise in the entertainment business, which forms the foundation of its core operations, combined with the commerce business into a new model called "Entertainmerce" through diverse storytelling methods, which is considered crucial for marketing the Company's products and services, by focusing on creating sustainable value for stakeholders through responsible operations, taking into account mutual benefits in terms of economy, society, and environment through participation creating transparency and managing risks to build strong long-term relationships. In this regard, the Company continuously adjusts its strategies, business plans, and operational efficiency in all dimensions to accommodate digital disruption trends or various crisis situations that may arise in the future.

Business value chain

Policy for ustainable business value chain management

The Company is committed to creating a sustainable future with the "Sustainable Life Enriching" concept through diverse products and services to sustainably enhance all dimensions of human and pet lives. We are dedicated to operating under good corporate governance principles, considering responsibility and co-creating value between the Company and all stakeholders. This drives and integrates the business value chain to align with business strategies in the same direction to accommodate changes. various aspects, including continuous revenue growth, along with supporting various projects integrated into each business model. which considers three main dimensions: environmental, social, and governance, alongside balanced economic development and sustainable.

Concept for sustainable business value chain management

The Company prioritizes the production process from upstream to downstream, alongside promoting good business practices within the framework of responsible business operations and value chain management, covering all dimensions including environmental, social, and governance aspects. This focuses on key indicators such as product and service quality, cost management, operational lead time, and customer satisfaction, which helps increase opportunities, reduce risks, and enhance the business's competitiveness. The Company's executives and employees are considered crucial and share responsibility with business partners to ensure that all stakeholders in the business value chain receive maximum mutual benefits sustainably.

Guideline for sustainable business value chain management

Establishing clear policies and strategies

- Integrate sustainability principles into procurement strategies and partner relationship management.
- Establish a partner code of conduct to serve as selection criteria covering environmental, social, and governance aspects.

Standardized partner assessment and selection

- Define qualifications for verifying legal compliance, financial status, and quality standards.
- Assess based on principles to consider environmental, social, and governance impacts.

Risk management and governance

- Assess risks to analyze and prioritize potential risks within the business value chain.
- Review partners periodically to cover all dimensions.

Capacity building and collaboration

- Develop partner development plans to enhance partners' capabilities in line with sustainability goals.
- Build a knowledge network to share technology with partners so we can grow together.

Performance measurement and value creation

- Monitor positive impacts to promote, improve, correct, and adhere to as shared practices throughout the business value chain.
- Build trust and value for the brand to enhance value and foster long-term business loyalty.

Managing impacts for stakeholders in the business value chain

Understanding the sustainability needs of all stakeholder groups is another key factor contributing to the company's success, which will reflect to identify appropriate approaches for communicating with stakeholders and determining material issues, enabling the company to innovate, anticipate, and respond precisely, including the creation of new products and services for customers with diverse needs. The company also serves as a bridge connecting the chain supply throughout the entire value chain through business operations from upstream to downstream

Concept for managing impacts of stakeholders in the business value chain

Previously, the company focused on inspiring and enriching people's lives with creative and valuable entertainment, products, and services, employing a linear supply chain management approach that primarily emphasized economic management, such as cost reduction, revenue generation, and sales increase. Subsequently, the management process was adjusted to a network-based business value chain that considers sustainability issues alongside economic aspects in a balanced manner. This approach focuses on enhancing people's quality of life in all dimensions throughout the process from upstream, midstream, to downstream, thereby improving operational efficiency, reducing the risk of business disruption, protecting reputation and image, lowering business process costs, developing labor potential, and creating innovations that meet market demands, reflecting the value delivered to relevant stakeholders in each activity.

Guidline for managing impacts of stakeholders in the business value chain

1. Emphasize and declare the concept of integrating stakeholder impact management as part of operations across the entire organization.
2. Assess the scope, risks, and impacts of economic, social, and environmental issues throughout the business value chain.
3. Identify goals, target groups, action plans, strategies, and policies for managing stakeholder impacts in the business value chain.
4. Implement action plans by organizing appropriate activities for each stakeholder group.
5. Regularly measure and monitor performance, including reviewing and establishing corrective measures to continuously enhance work quality.
6. Communicate and disclose information regarding the company's sustainable business value chain management to various stakeholders accurately and transparently through appropriate channels.

Analysis of stakeholders in the business value chain

Analysis of stakeholders in the business value chain

Policy for stakeholder analysis in the business value chain

The Company is committed to managing stakeholders efficiently and fairly, by adopting a systematic approach to identify key stakeholders and integrate their expectations into operations across all sectors, covering all business units and aligning with the Company's business strategies, as well as appropriately monitoring and communicating with all stakeholder groups.

In 2025, the Company's Corporate Governance and Sustainable Development Committee reviewed stakeholder groups to ensure that throughout the business's value chain, the Company addresses various important issues comprehensively, in line with its business strategies for those periods, including short-term, medium-term, and long-term plans. The review covered all dimensions, whether direct or indirect, positive or negative impacts, for management that meets needs and is at an appropriate level, which will help reduce business risks and create opportunities for sustainable business growth.

Concept for stakeholder analysis in the business value chain

With a commitment to sustainability as a crucial part of the Company's overall business strategy, the Company has primarily focused on the commerce business in the past. However, in 2025, the entertainment business fully resumed operations. The Company therefore expanded the scope of its operations in all dimensions to cover all business units, which involves understanding the sustainability needs of all stakeholder groups is another crucial factor contributing to the Company's success, which will reflect and demonstrate appropriate approaches for communicating with stakeholders and defining material issues, so that the Company can innovate, anticipate, and respond effectively and precisely, including creating new products and services for customers with diverse needs. The Company also serves as a bridge connecting the supply chain throughout the entire value chain through business operations from upstream to downstream.

Guidelines for stakeholder analysis in the business value chain

Stakeholder analysis in the business value chain involves identifying, grouping, and understanding the expectations, needs, and impacts that the business has on relevant individuals or organizations, such as customers, employees, partners, shareholders, communities, or government agencies through various activities in the business value chain in order to manage relationships, reduce risks, and create sustainable business opportunities.

Framework for stakeholder engagement and material issue analysis

1. **Classification and analysis** analysis by considering the relationship of stakeholders to business operations along with grouping key primary and secondary stakeholders to analyze direct and indirect risks and impacts, and appropriate channels for engagement in jointly defining sustainability issues.

   Primary stakeholders are those directly connected to the Company and directly benefit from and are impacted by its operations, such as employees, shareholders, customers and partners.

   Secondary stakeholders are those indirectly involved with the Company or the wider society, who receive indirect benefits or impacts from operations, including communities and society, as well as various regulatory bodies.

2. **Listening to and engaging** with all stakeholder groups throughout the supply chain through both online and offline communication channels, including regular face-to-face meetings by directly responsible officers. This also includes providing channels for suggestions and complaints, conducting surveys on needs, satisfaction, and engagement, organizing focus group discussions, meetings, and joint activities, in accordance with established processes and activities.

3. **Analysis of expectations and both positive and negative impacts,** in order to prioritize issues material to both the Company and its stakeholders.

4. **Response,** to establish appropriate and rigorous processes for responding to the needs and complaints of each group.

5. **Communication,** to disclose complete, sufficient, and timely information. Furthermore, processes are established to support and analyze the obtained data, leading to further development and improvement of internal processes.

Materiality assessment and identification of sustainability issues

1. **Issue selection:** The Corporate Governance and Sustainable Development Committee is responsible for assessing and selecting sustainability issues, considering opinions and supporting data from all relevant stakeholders through various channels, as well as considering the Company's risks and strategies, business operations, stakeholder impacts and expectations, the Company's sustainable management approaches, and sustainable development trends.

2. **Defining report scope:** The scope of each issue is determined by considering its impact on the Company's business operations and its impact on all internal and external stakeholders.

3. **Prioritization:** Selected issues will be prioritized based on opportunities, impacts on the Company, and all stakeholders. The report content will primarily focus on 3-5 highly important key issues, then comprehensively expand to other secondary issues.

4. **Verification and reliability:** The Corporate Governance and Sustainable Development Committee plays a role in monitoring and reviewing the progress and preparation of the sustainability report, providing recommendations for completeness, covering important issues related to the Company and all stakeholders, including approving the disclosure of relevant policies and information.

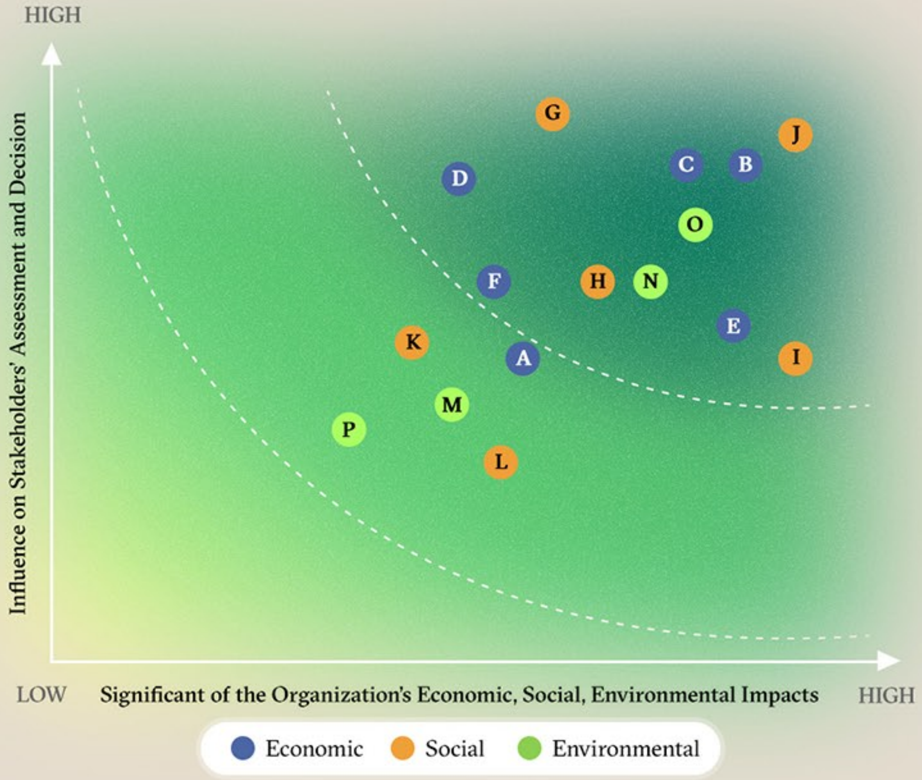
5. **Continuous development:** The Company prepares a sustainability report to fully disclose important information to investors and the general public in all dimensions and expects to be able to develop report preparation in accordance with international standards, by listening to opinions and suggestions from all relevant parties through various channels, such as participating in sustainability report award assessments, customer satisfaction assessments, partner self-assessment forms, or report user feedback questionnaires, etc.

The Company's material issues for 2025 have been approved by the Corporate Governance and Sustainable Development Committee meeting and presented to the Board of Directors meeting for consideration and acknowledgment. The top 3 important issues are:

1. Customer satisfaction assessment regarding products and services. (Response to SDG 3)
2. Health and safety care. (Response to SDG 12)
3. Systematic waste management. (Response to SDG 13)

Including the ranking of secondary material issues in each dimension, which aligns with the Company's analysis of the importance of primary and secondary stakeholders.

Reporting Framework and Material Issues of RS Group



Economic Dimension

A. Good corporate governance and code of conduct
B. Customer satisfaction survey on products and services
C. Business innovations for society and environment
D. Co-creation of innovation with suppliers
E. Cybersecurity
F. Personal data security

Social Dimension

G. Involvement with community development through business processes
H. Systematic knowledge management
I. Capability building and career advancement for employees
J. Hygiene and safety
K. Fair labor treatment
L. Respect for human rights

Environmental Dimension

M. Climate change
N. Efficient use of resources
O. Waste management
P. Energy management

Value Chain Activities	Identification of Relevant Activities	Identification of Stakeholders
Primary Activities is a seamless integration of 5 main activities of the commerce business per following:		
1) Human Insight & Development Listening to people for tangible development. 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.	• 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.	• 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.
2) Sustainable Provision Ensuring quality across processes from upstream to downstream in a sustainable manner. 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. 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.	• 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.	• 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.
3) Eco-Distribution Delivering quality products and services to meet diverse demands. Warehouse management and product distribution or outbound logistics are activities and channels for product transportation and delivery to effectively reach customers or consumers.	• 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.	• 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.
4) Customer Accessibility Accessing products and services across channels. Marketing and sales are activities related to purchasing decisions made by customers to conveniently access to products and services through a variety of channels.	• 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.	• Customers / Distributors (through other channels not owned by the Company). • Employees with roles to provide product information/ sales team.
5) Customer Engagement Integrating needs of customers in structured ways. After-sales services are activities that serve customers post-sales and listen to their voices to ensure maximum customer satisfaction.	• Product warranty and satisfaction guarantee. • Customer relationship management systems to accept comments and suggestions. • Channels for complaints and whistleblowing.	• 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.		

Details of stakeholder analysis in the business value chain

Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
Internal stakeholders			
· Migrant workers · Employees · Expatriate	· Fair and appropriate wages and compensation. · Provision of welfare benefits exceeding legal requirements. · Provision of training for knowledge and work potential development. · Providing opportunities for career advancement to ensure life stability. · Management of a good and safe environment, in accordance with occupational health and safety principles in the workplace. · Consistent disclosure and communication of company information and management direction. · Job satisfaction and work- life balance. · Fair treatment of employees in accordance with human rights principles, without discrimination or prejudice. · Welcoming and providing opportunities for employees of diverse genders.	· Manage compensation payments aligned with the company's performance, both short-term and long-term, including performance measurement using the OKRs system. · Provide appropriate welfare benefits to employees, such as a provident fund, social security fund, medical welfare, annual health check- ups, and special-priced food and beverages. · Promote and implement employee potential development, fostering fair career advancement. · Manage office spaces in accordance with occupational health principles, such as green areas, smoking areas, employee dining rooms, and various recreational corners. · Recruit and hire employees in accordance with human rights guidelines, emphasizing equality and diversity, without discrimination based on race, religion, skin color, or gender, and focusing on abilities aligned with the business model. · Provide channels for mutual communication.	· Visit · Press Release · Social Event · Online Communication · Internal Meeting · External Meeting · Complaint Reception · Employee Engagement Survey · Training / Seminar · Others o Recreational Activities o Performance Appraisal

Details of stakeholder analysis in the business value chain

Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
External stakeholders			
· Consumers · Customers	· Good pre-sales service with accurate and timely product information provided by staff. · Receipt of safe, quality products that meet control standards, are accurate, and delivered on time. · Transparent and timely tracking of order and delivery status. · Good after-sales service with product warranty and satisfaction guarantee. · Environmentally friendly production processes. · Diverse products that are up-to-date and meet customer needs. · Easy access to products through various offline and online channels. · Appropriate product pricing and marketing promotion activities.	· Produce standardized and safe products · Promote production innovation that meets customer needs and is environmentally friendly · Deliver quality, accurate, and timely information, products, and services according to established standards · Provide information service personnel for both pre-sales and after-sales · Expand diverse, accessible, and efficient product distribution channels · Conduct customer satisfaction surveys · Implement measures to protect customer personal data · Establish channels for mutual communication	· Visit · Press Release · Social Event · Online Communication · Complaint Reception · Satisfaction Survey · Training / Seminar
External stakeholders			
· Creditor · Suppliers · Business partners · Dealers · Tenants · Raw material processors · Lessors · Franchisor · Raw material distributors · Product distributors · Raw material manufacturers · Contractors · Subcontractors · Franchisee · Joint venture partners	· Transparent, fair, non-monopolistic, non- discriminatory, and non-corrupt procurement · Provision of attractive, appropriate, and fair remuneration · Creation of shared value in long-term and sustainable business operations · Safety prevention in accordance with occupational health principles · Maintenance of mutual commitments and confidentiality in business operations · Fair contracting with all parties · Timely and accurate debt repayment	· Treat partners fairly, transparently , and accountably, without monopolistic or restrictive trade practices, and oppose all forms of corruption. · Establish fair contract terms and procurement remuneration. · Make timely payments according to agreed-upon terms. · Promote collaboration, innovation, and shared knowledge. · Maintain good relationships and mutual confidentiality. · Share a common goal of producing quality and safe products for customers. · Operate in accordance with occupational health and safety principles.	· Visit · Press Release · Social Event · Online Communication · Internal Meeting · Complaint Reception · Others o ESG Performance Assessment

Details of stakeholder analysis in the business value chain

Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
External stakeholders			
· Investors or investment institutions · Shareholders · Financial institution	· Good operating performance, with tangible, continuous, and stable growth. · Comprehensive sustainable development in all dimensions. · Security prices that reflect the company's true value. · Consistent dividend payments. · Good corporate governance, transparent, and verifiable. · Accurate, complete, and timely disclosure of information.	· Manage operations to achieve stable and balanced growth in all dimensions, including economic, social, and environmental aspects. · Perform duties with integrity, and conduct all actions in accordance with corporate governance principles and ethics, without seeking personal gain or benefiting others by using any company information not yet disclosed to the public, and without engaging in any actions that may create a conflict of interest for the company. · Promote anti-corruption in all forms.	· Visit · Press Release · Social Event · Online Communication · Annual General Meeting (AGM) · Complaint Reception
External stakeholders			
· Analysts · Media · Government agencies and Regulators	· Compliance with regulations, rules, and laws in all dimensions. · Providing information or undertaking various actions accurately, appropriately, and in a timely manner.	· Comply with laws and regulations · Oppose all forms of corruption · Provide information and good cooperation when requested by regulatory bodies	· Complaint Reception · Training / Seminar

Details of stakeholder analysis in the business value chain

Group of stakeholders	Stakeholders' expectations	Responses to stakeholder expectations	Channels for engagement and communication
External stakeholders			
· Community · Thought leaders · Educational institution or academic agency · Society · Non-profit organization / NGOs · Standard organization · Independent entities	· Building community and social engagement and trust. · Proper prevention of environmental impacts in accordance with various control criteria. · Processes to enhance the quality of life for people in society. · Participation as part of the community and society. · Efficient shared resource utilization	· Create value and develop communities based on sustainable development principles through the dissemination of knowledge to people. · Control waste discharge to meet standard criteria. · Promote the improvement of business processes to reduce impacts on communities and the environment. · Efficient resource utilization and minimizing waste in production processes. · Support activities that consistently create value for society, communities, and the environment. · Listen to suggestions from surrounding communities to jointly find solutions for various complaints.	· Visit · Press Release · Social Event · Online Communication · Complaint Reception · Training / Seminar · Others o Community and Social Needs Assessment o Provision of direct on-site assistance

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