

SEPTEMBER 2024

CENTRALTHAM



BETTER TOGETHER



“ **Central** wants everyone to have a good quality of life. **Central** doesn't only want to, but **Central** does it. ”



ABOUT CENTRAL THAM

A project that Central Group has implemented and collaborated to create job opportunities, support communities, create good quality of life for employees and help build a sustainable society.

Operating in line with the UN's Sustainable Development Goals under the four main principles for the well-being and quality of life for everyone.





CSV

Creating Shared Values

Central Group takes highly into account the quality of business operations that should meet the needs of society. Therefore, the focus has been elevated from CSR to CSV (Creating Shared Values) where businesses and society co-create for sustainable development.

OUR STRATEGY: SUSTAINABILITY



COMMUNITY



INCLUSION



TALENT



SUSTAINABILITY APPROACHES

 **CIRCULARITY**

 **CLIMATE**

 **NATURE**



JING JAI MARKET

CENTRAL RETAIL



LOCAL FOOD



COMMUNITY

Empowering the community's economy through learning centers and tourism.

With expertise in retail and services, 'Central Tham' shares knowledge to foster community growth. We support local product development and provide distribution channels that connect farmers and communities with customers, allowing

them to earn a stable income and better quality of life.

With our commitment to promote community development and improve income distribution, we collaborate with communities to develop products crafted from local wisdom that is inherited through generations. Additionally, by establishing a learning center that will be transformed into a local tourist destination, this initiative provides extraordinary experiences for tourists and ensures equitable income distribution for everyone in the community.



Doing with your heart for everlasting happiness

Central Group introduced a space full of happiness and opportunities under the project called 'Jing Jai Market' in Chiang Mai. This market is teeming with inspiration and innovative ideas, providing tourists with a varied selection of food, arts, designs, and crafts. Through Central Tham's active collaboration with local farmers and entrepreneurs, Jing Jai Market has become the first organic market, allowing direct interaction among local farmers and consumers. Our goal extends beyond fulfilling the needs of consumers and providing unforgettable experiences for tourists but to also strive to improve the lives of local communities.





Good Goods

With our commitment to preserve local wisdom, Central Tham established Good Goods store, a social enterprise brand, to offer a variety of traditional products developed with modern designs. We enhance the capabilities of communities and vulnerable groups, including people with disabilities, by sharing knowledge on developing products that cater to consumers' needs. Moreover, Good Goods store acts as a venue to promote the value of local wisdom products and as a channel to improve the livelihoods of the artisans. Ultimately, profits from the sales will be donated back to the community to further promote economic growth and enhance well-being.



Transforming countryside into a sustainable living model.

The Mae Tha Sustainable Living Project in Chiang Mai province serves as a model community where a new generation of farmers come together to transform their hometown into a sustainable agriculture destination. Central Tham's contributions include assisting the set up of a learning center for farmers, providing support on product development, brand building, and implementing distribution channels to enhance the community's expertise to run sustainable projects.

Central Tham also assists the community in generating additional income through the introduction of sustainable tourism. By cooperating with the young generation of farmers in Mae Tha Organic Community Enterprise, we create homestays for tourists to spend more time in the area while learning about organic farming and sustainable living. This initiative helps to ensure the distribution of income and economic stability of the community.

Passing on the value of local wisdom through cultural tourism

Preserving the value of local wisdom inherited through generations is the commitment that 'Central Tham' aims to promote. Through collaboration with the Na Muen Sri community in Trang province, we revive handwoven fabrics, with a history over 200-years-old, transform them into community products that are now well-known throughout the country. Together, we renovated a traditional weaving building into 'Na Muen Sri Textile Museum' and upgraded it further into a modern learning center, serving as a cultural tourism model with local youth guides sharing stories of fabric history. This initiative helps lay a strong foundation for long-term economic development of the community.





INCLUSION

Reducing inequality by creating a new opportunity

'Central Tham' wishes to provide educational opportunities for children and youth, fostering essential knowledge and skills for future careers and stable income. We believe that 'education' is the key to elevate future quality of life. Therefore, we are dedicated to establishing "Learning Centers" that

utilize project-based learning instead of a traditional memorization system. This approach enables children to develop practical and analytical skills that can help them build career readiness for the future.

In addition to educational initiatives, we implement projects for disaster relief and support vulnerable groups. We believe that creating opportunities is the pathway to embracing equality in society, weaving dreams for everyone to have an improved quality of life.



Nurturing a brighter future of our children

Children and youth are akin to seeds that can grow into robust trees if nurtured with care under a positive environment. The "Khao Rai Dawk Kha Learning Center" is a commitment of 'Central Tham' that elevates the education system of "Baan Tak Dad School" in Phang Nga province. Our goal is to create opportunities for children, enabling them to cultivate knowledge, particularly in agriculture, and flourish into robust trees ready to contribute to the community in the future.





Enhancing teachers' skills, bringing happiness to students

In order to cultivate seeds to reach their full potential, teachers play a crucial role as cultivators. With this in mind, 'Central Tham' initiates CG Expert projects to improve teachers' knowledge and skills to better understand students. Teachers, equipped with potential and appropriate teaching methods, could support students in developing their critical thinking and essential life skills. The better teachers understand students, the better learning experience students can receive.



The fulfillment of well-being through the joy of giving

'Central Tham' believes that happiness can be created through the power of giving. As a result, we implement social activities to improve the well-being of vulnerable groups. These include donating to healthcare facilities, organizing blood donation events, and providing consumer goods to those affected by natural disasters. We also collaborate with UNICEF to support children worldwide and those from vulnerable groups through fundraising. We believe that we can bring positivity and inspire everyone to spread kindness through the act of giving.







TALENT

Unlocking employees' potential for success

To create happiness in the workplace and foster professional growth of our employees, 'Central Tham' is committed to provide opportunities for everyone in

the company to gain appropriate knowledge and skills through training sessions. In addition, we promote Work-Life Balance through recreational activities that also help strengthen relationships among employees. We believe that the organization can only grow sustainably when employees receive sufficient support for both personal and career developments, allowing them to work with happiness and reach their full potential.



Building a future-ready workforce for organizational growth

To build a workforce for the future, Central Group supports employees in acquiring skills for today's world, including digital expertise and sustainability awareness. We conduct training sessions to upskill our employees, preparing them for the rapidly evolving world full of disruptions and challenges. These activities aim to enhance employees' capabilities and potential to propel strong growth of the organization.

Building a happy and inclusive workplace

'Central Tham' is dedicated to creating a society of equality and equity by building an organizational culture where Diversity, Equity, Inclusion (DEI) are highly valued. We provide opportunities for everyone to be a part of our organization, regardless of race, gender, age, or physical condition. With a strong belief in the potential of people with disabilities, we provide them with job opportunities within various business units under Central Group. Through knowledge-sharing and a supportive environment, we enhance their skills and well-being, empowering them to live independent and fulfilling lives, leading to the promotion of social inclusion for all.







Learning Center for Agricultural & Community
Products Ban Theppana, Thep Sathit, Chaiyaphum



CIRCULARITY

Creating a greener world with circular economy

In response to the current environmental crisis, 'Central Tham' has introduced the "Journey to Zero" project to raise awareness

and inspire everyone to reduce the harmful environmental impact by actively changing one's behavior. Through this project, we efficiently manage our resources and wastes, as well as promote the importance of waste separation and resource maximization. We believe that a greener world can be achieved through the intentional efforts of everyone.



Surplus food finds new purpose, nurturing local communities

A significant part of the population is living in hunger, and approximately 30% of raw materials and unconsumed food continue to be wastefully discarded. 'Central Tham' is dedicated to efficiently managing food resources through collaboration with the Scholars of Sustenance Foundation (SOS) and other social-purpose organizations. Instead of sending it to landfill, we create value of edible surplus food by distributing it to vulnerable groups, such as impoverished children and youths and refugees residing in camps.

Turning waste into value

'Central Tham' emphasizes the importance of food waste and organic waste management by providing waste sorting areas and installing high-technology composters called T.O.B.Y. (Turn Organic By You) at Jing Jai Market in Chiang Mai and Samui Model Project in Koh Samui. This initiative aims to convert food waste into organic fertilizers and biogas, which are then distributed to surrounding communities and schools for their use.



Say No to plastic, Say Yes to recycling

With only 25% of single-used plastic being recycled, 'Central Tham' is committed to reduce waste materials through the "Journey to Zero" project. Our goal is to highlight the importance of utilizing reusable packaging, eco-friendly products, and efficient recycling processes. Furthermore, we give special attention to promoting upcycling, decreasing the amount of waste ending up in landfills while creating new valuable products to be distributed to the community or sold at Good Goods stores.





CLIMATE

Restoring the climate, addressing global warming

Many countries around the world are facing climate change resulting from both business and daily life activities. Therefore, 'Central Tham' is dedicated to addressing the issue at its core

by reducing activities that release greenhouse gasses and promoting the use of renewable energy. To achieve Net Zero emissions, we implement clean and renewable energy technologies in our buildings and operations as well as encourage stakeholders in our ecosystem to participate in managing resources and energy efficiently.

Clean energy powered by nature

Renewable energy is one of the solutions 'Central Tham' would like to promote to create a sustainable world. We are committed to use clean and renewable energy by installing solar panels within businesses under the Central Group. Moreover, Electric Vehicle (EV) charging stations and energy-efficient refrigerators are also installed in various retailing spaces and outlets.



Moving with clean energy

Fossil fuel energy is one of the major causes of air pollution which has a negative impact on both the environment and our health. 'Central Tham' is fully aware of the issue and, as a result, assists businesses under the Central Group, such as Thai Watsadu and Tops, in transitioning from typical trucks using gasoline to electric trucks for transporting goods. This initiative supports our business operations while allowing us to move closer to being a net zero society.





NATURE

Restoring our nature through biodiversity

Biodiversity is a key indicator of the health of this planet's ecosystem. Well-preserved biodiversity can contribute to the stability of food sources, good health, and the overall

quality of life for every creature. With this, 'Central Tham' is committed to protect biodiversity through the "Love the Earth" project. We advocate for sustainable and regenerative agriculture practices, along with emphasizing the importance of green area protection and restoration. We support the expansion of green spaces in provincial and urban areas, especially those around our businesses. Our goal is to build a strong foundation for environment and nature preservation to ensure a healthy living for all.

Greening Today for Greener Lives Tomorrow

Climate change and natural disasters caused by global warming are increasingly impacting the lives of people, businesses, and the economic growth of Thailand. Therefore, 'Central Tham' collaborates with various organizations to address the crisis by planting more trees and restoring green spaces, resulting in more fresh air for everyone. Furthermore, we have initiated the "Central Green" project, aiming to improve green spaces and recreational areas for the locals. We aim to raise awareness about nature preservation through collaboration with partners and local municipalities.



CENTRAL THAM IMPACT

As of June 2024

 <p>Solar rooftop installed 239 locations</p>	 <p>Generated 94,918 Megawatt hour of solar energy</p>
 <p>EV charging station installed 1,403 stations</p>	 <p>Food loss and food waste managed and diverted from landfills 18,216 tons</p>
 <p>Total waste recovered and recycled 26,317 tons</p>	 <p>Supported and improved 173 schools</p>
 <p>Increased green areas and forest restoration 1,506 rais (9,411 rais)*</p>	 <p>Created job opportunities for people with disabilities 1,100 people*</p>
 <p>Generated community income of 1700 Million Thai Baht*</p>	 <p>Supported community more than 150,000 households *</p>

As of December 2023



**HIGHLIGHTED
PROJECTS**



1 COMMUNITY
Jing Jai Market,
Chiang Mai

2 INCLUSION
Baan Tak Dad School,
Phang Nga

3 TALENT
Thai Watsadu Contact Center
with People with Disabilities,
Chonburi

4 CIRCULARITY
Journey to Zero

5 CLIMATE
Electric Truck Delivery

6 NATURE
Love the Earth

“ DO IT FOR THE PEOPLE BEHIND YOU ”

Determined to do it from day one to continue the beautiful path that has been laid, move forward with uncompromising intentions and become a true leader by taking actions.



“

We must live together, eat together, and think together. Everyone must have diligence, endurance, frugality, and honesty. Everyone must be aware of harmony, love, and sacrifice.

”

Tiang Chirathivat



“

Our success grew out of our determination to bring Thailand into the modern world. We are committed to contributing to its prosperity and enhancing the quality of life of its people.

”

Samrit Chirathivat



“

Solidarity of the family and organization is the key to sustainability. Be humble and treat others with respect. Keep learning and improving your work. Believe that every problem can be overcome.

”

Vanchai Chirathivat



BETTER LIFE

Having good health and educational opportunities are important for people and national development, as well as promoting inclusion among everyone in society, especially for people with disabilities who should be able to live equally.



BETTER WORK

Contributing to the local community to have a fulfilling career and a stable income, especially farmers and small-scale entrepreneurs. We also provide necessary tools, skills, and knowledge in various fields to strengthen the communities, including buying and selling their products and supporting marketing channels.



BETTER SOCIETY

Living together in harmony is another primary goal. We also emphasize the importance of each local identity by preserving its heritage and culture, together with encouraging it to be a tourist attraction with the aim to create jobs for the community in a sustainable manner.



BETTER WORLD

To have a good quality of life, one must live in a good environment. In order to achieve this, everyone should join hands to protect the environment and help to restore our nature.



“ Thanks to CENTRAL THAM for creating jobs, opportunities, and market channels to develop our community sustainably. ”

Mr. Sarawut Wongkawin | Mae Tha Sustainable Agriculture Cooperative, Chiang Mai

“ Central Tham inspired and helped to bring out uniqueness of indigo-dyed woven fabric of the Baan Kut Chik, making it different from other products in the market. This led to increased sales and higher income for the community. ”

Mrs. Mongkol Kailammao | Ban Kut Chik Indigo-dyed Fabric Community Enterprise, Sakon Nakhon



“ The Buddha mentioned ‘Sukha Sanghassa Samaggi’ which means ‘The unity of the group brings happiness.’ These Buddha’s words are the motivation for the collaboration between Rai Chern Tawan International Vipassana Center, Buddhist Economics University” and Central Group to improve the Buddhist Organic Agriculture project to become a center for learning, study visits and sustainable development for Chiang Rai and Thai farmers. ”

The Venerable Phra Medhivajirodom | Cherntawan Buddhist Ecological Learning Center for Organic Agriculture, Chiang Rai

“ Thanks to Central Tham for supporting job creation, career opportunities, and sustainable environment to the society without any constraints through Bhu Chee Duen Forest Preserving Coffee project. I wish Central Group continued success in their business and a thriving future. ”

Mr. Wattana Pridippojjana (Lao Gua Grandpa) | President of Bhu Chee Duen Forest Preserving Coffee Community Enterprise, Chiang Rai



“ It’s a heartfelt heart to heart connection. What began as a duty has evolved into something more. It has grown into wholehearted over time love, connection bonding, and the building of meaningful relationships, which make me happy to walk side by side and grow together. This dedication has led to the thriving community beyond the fabric weaving group, extending to all the communities in Na Muen Sri district we have today, with gaining stable incomes not just within the fabric weaving group but extending to all the communities in Na Muen Sri district. We are a proud representative community of Trang Province. ”

Mrs. Arob Ruangsang | President of Na Muen Sri Fabric Weaving Community, Trang

“ I want to help all Thais to have enough to eat and create opportunities to share and assist less fortunate farmers so they can stand on their own feet. I believe in the power of goodness; good deeds will yield good results. Let’s work together, each contributing in our own way, for the future of ourselves and our children, ensuring that everyone has enough to eat. ”

Mr. Vichian Promtungkho | The Learning Center for Agricultural Product Development and Community Products, Ban Theppana, Chaiyaphum



TOGETHER

“ More than just an income, it is that the pride we are proud of being a people with disabilities that who can support our own selves and our families. ”

Mrs. Thanchanok Namwong | President of Heart of Disabled Association, Udon Thani



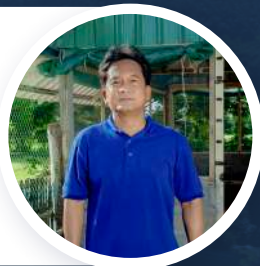
“ I would like to thank Thai Watsadu for giving us the opportunity to earn income to support myself and my family. Thank you for this opportunity. ”

Mr. Watcharapanit Khamchot | Inbound & Complaint Service Staff, Thai Watsadu



“ Central Tham helps **build confidence within the community** because most farmers have already received support from various organizations, but they have not yet been certified for product distribution. Central Tham steps in to identify problems faced by the community and collaborates with us to solve the issues, providing support in areas where the community is lacking. We must acknowledge that when **Central Tham comes to assist, it lifts the spirits of farmers like us, making us confident that we will have income and farmlands.** ”

Mr. Khosit Sawaengsuk | President of Nong Sanit Organic Vegetable Farming Cooperative, Surin



“ Thank you to Central Tham for their support. **Without their help, we wouldn't have been able to develop into what we are today.** They helped us improve to meet various standards allowing us to distribute our products to different department stores and further enhanced our knowledge and processing capabilities to enter broader markets. ”

Mrs. Tikhamporn Kongsorn (Mae Kamnan) | President of the Bua Yai Organic Agriculture Community Enterprise and Manager of the Nan Organic Agriculture Community Enterprise Network, Nan



“ After joining the Central Tham project to grow Khao Rai Dok Kha, **the number of students has increased.** It's because the school organizes active learning activities and **parents are confident that Ban Tak Daet School can provide quality education** and manage teaching effectively. Now, this initiative has expanded into a Khao Rai Dok Kha Growers Community Enterprise in order to sell products in various places such as restaurants in Bangkok. ”

A. Kanokporn Khongyot | Director of Ban Taak Daet School, Phang Nga



“ Joining Central Tham has been a great experience. Whether it's purchasing or management, everything is handled in a very friendly and approachable manner. **The farmers who trade with Central Group can survive and, not only survive, but also help support the surrounding communities such as temples and schools.** ”

Mr. Sawat Suknoom | President of the Melon Mooyai Ruamjai Pattana Community Enterprise, Ayutthaya



CENTRALGROUP

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