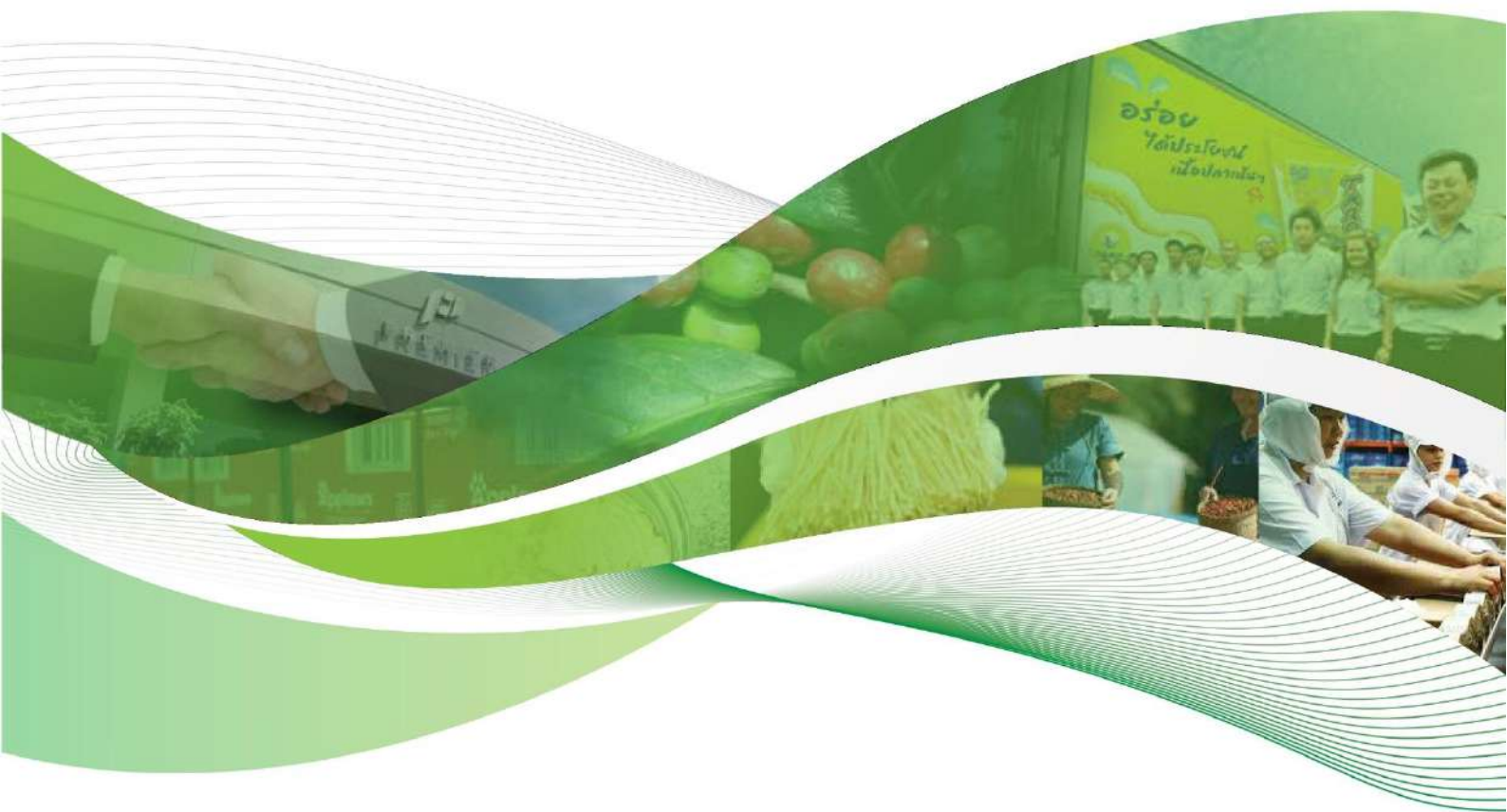




บริษัท พรีเมียร์ มาร์เก็ตติ้ง จำกัด (มหาชน)
PREMIER MARKETING PUBLIC COMPANY LIMITED

Sustainability Development Report

2025



Enhancing **PARTICIPATORY** approach
for large-scale collaboration, with path to
“Harmonious Alignment of Success
and **SUSTAINABILITY**”

Guidelines for Sustainable Shared Success of the Premier Group of Companies

Under the current social environment, which faces increasingly diverse and complex problems including economic slowdown, social inequality, impacts from climate change, and the loss of biodiversity—all of which negatively affect people's livelihoods through various forms of natural disasters such as forest fires, flooding in many areas, shortage of clean water, and damage to agricultural crops—it is necessary for all sectors to cooperate in creating change to alleviate these problems and improve the situation.

In response to the prevailing social and environmental challenges, the Premier Group has integrated our 'PREMIER WAY' as a core framework for addressing these issues. By leveraging our management expertise alongside our existing resources and business capabilities, we operate in accordance with the Group's five core values: Creativity, Knowledge Integration, Quality, Integrity and Ethics, and Mutual Benefit for all stakeholders. Furthermore, we cultivate a sense of social responsibility among our employees, encouraging them to actively participate in problem-solving through their daily operations and ongoing communal activities. This collective effort is directed toward achieving our ultimate goal of 'Harmonious Alignment of Success' fostering a symbiotic relationship between a robust business, the well-being of our employees, and the continuous advancement of society.

"Premier Marketing Public Company Limited and its subsidiaries operate with a commitment to value creation, elevating collaborations across the entire supply chain—from upstream to downstream. This encompasses manufacturing excellence, starting from the meticulous selection and development of suppliers to ensure superior quality, safety, and adherence to corporate governance, with full traceability back to the source. Furthermore, the Company prioritizes production efficiency, maintaining optimal inventory levels at every stage and actively seeking ways to minimize waste. In terms of distribution, we optimize our logistics routes to reduce social and environmental impacts, ensuring the delivery of nutritious and beneficial products. We guarantee that consumers can access fresh, high-quality goods across all territories and distribution channels. These efforts reinforce our commitment to creating value throughout the business chain, ensuring sustainable success and long-term resilience.

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Message from the chairman



Board of Directors of Premier Marketing Public Company Limited

Throughout 2025, Thailand and nations worldwide confronted numerous obstacles driven by complex geopolitical shifts and severe disruptions. These challenges stemmed from a global lack of corporate governance, as well as climate change—which has led to a significant loss of biodiversity and an increase in natural disasters. Furthermore, the widening gap of social inequality continues to pose a critical threat to global sustainability.

At Premier Marketing Public Company Limited, we are deeply cognizant of these challenges. Consequently, we have continuously integrated key social issues into our strategic business direction through our sustainable business framework, known as the 'Premier Way.' Our focus remains on enhancing our entire value chain and leveraging our distribution expertise to ensure that consumers everywhere have equitable access to our high-quality products.

Guided by the Premier Way, we collaborate with our stakeholders through robust governance to address various social issues. Our initiatives include improving the quality of life for children and youth, promoting public health, and conserving the environment and natural resources to ensure food security. We also remain steadfast in strengthening governance and combating corruption at all levels, in alignment with our core values. These efforts are dedicated to achieving our ultimate goal: the 'Harmonious Alignment of Success'—a balance between a transparent business, the stability and well-being of our employees, and the continuous advancement of society and the environment.

On behalf of the Board of Directors, we reaffirm our commitment to conducting business with strict accountability to create sustainable mutual success. We also wish to express our sincere gratitude to all stakeholders for your unwavering support of the Company and its subsidiaries.

Scope of sustainability reporting

This Sustainability Report marks the 11th consecutive year of publication by Premier Marketing Public Company Limited and its subsidiaries. It serves as a transparent and consistent medium to communicate our sustainability concepts and practices to the public. The information presented herein consolidates our performance data throughout the 2025 fiscal year, covering the reporting period from January 1 to December 31, 2025.

Approaches and formats of reporting

This report aims to communicate the core purposes, sustainable practices, and strategic operations of Premier Marketing Public Company Limited and its subsidiaries. Our goal is to ensure that all stakeholders are fully informed and understand our mission. We sincerely hope that this will inspire a collective effort, uniting us all in the journey toward creating a sustainable society.

Furthermore, the Company has prepared this report in alignment with the Stock Exchange of Thailand's Sustainability Indicators (ESG Metrics).

Request further information

You can download this report, as well as the annual report, from the website of Premier Marketing Public Company Limited: www.premier-marketing.co.th. For further inquiries, please contact the Investor Relations Department at the following address: Investor Relations Unit Address: 1 Premier Corporate Park, Srinakarin Road, Nong Bon Subdistrict, Prawet District, Bangkok 10250 Tel: 0-2301-1600 email: ir@pm.premier.co.th



Scope of sustainability reporting

List of companies within the scope of the 2025 Sustainability Report

Company/Business List	Employee/Social Performance Results					Environmental Performance			
	Employee Management	Human Rights	Environment and Safety	Employee Engagement	Community and Social Engagement	Energy	Water	Waste	Greenhouse Gases
Premier Marketing Public Company Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓
P.M. Food Company Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premier Canning Industry Company Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓
Premier Frozen Products Company Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mivana Company Limited	✓	✓	✓	✓	✓	✓	✓	✓	✓

Revenue structure of the company and its subsidiaries over the past 3 years

Types of Revenue	Operated by	Company Shareholding Ratio	2566		2567		2568	
			Million baht	Percentage	Million baht	Percentage	Million baht	Percentage
Manufacture and Distribute Products	PM/PMF/SZPM/PMS E	100.00	2,744	64.17	2,868	57.92	3,019	50.44
Produce tuna products, Ready-to-eat seafood, Pet food and sauces	PCI	100.00	1,455	34.03	2,040	41.21	2,895	48.36
Produce frozen food and Provide cold storage services	PFP	100.00	48	1.12	9	0.19	0	0.00
Other income	Company and Subsidiaries	-	29	0.68	34	0.69	72	1.20
Total income			4,276	100.00	4,952	100.00	5,986	100.00

Company Overview



Premier Marketing Public Company Limited

Headquarters: 1 Premier Corporate Park, Soi Premier 2 Srinakarin Road, Nongbon Prawet District, Bangkok 10250 Thailand



Registration date: May 27, 2008 (Registered with the Stock Exchange of Thailand)



Registered capital: 558,120,000 baht

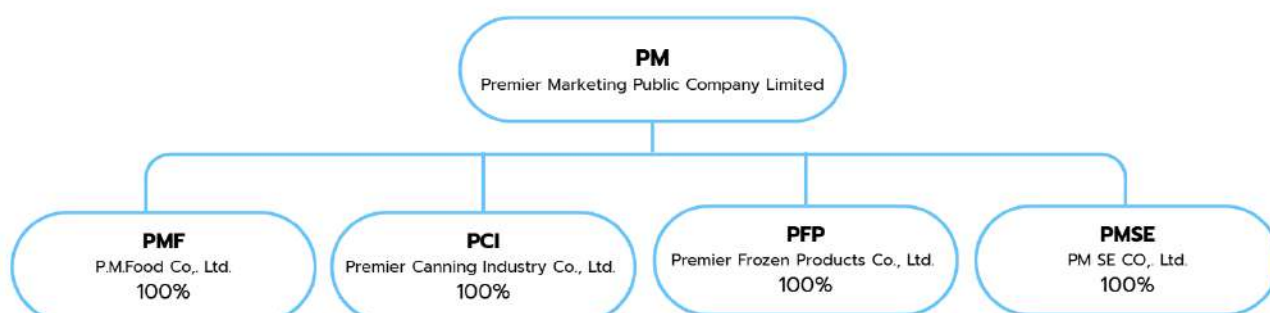


Business activities: Manufacturing, distributing, and acting as a distributor for consumer goods.



Website: www.premier-marketing.co.th

Shareholding structure of the group of companies



Vision

To be a transparent and sustainable business leader that fosters a 'Harmonious Alignment of Success' for all, delivering exceptional value to consumers and their pets through high-quality, nutritious, and safe products while optimizing resource use.

The Board of Directors is responsible for establishing the Company's vision and mission to ensure all employees operate in a unified direction. In the past year, the Board reviewed and revised the vision, mission, strategies, goals, and business direction, including core policies, to ensure they remain appropriate and aligned with Good Corporate Governance principles. Furthermore, the Board oversees the implementation of the Company's strategies and monitors management performance during quarterly Board meetings. The current vision and mission were formally approved at the Board of Directors Meeting No. 4/2025, held on November 6, 2025.

Company Overview

Mission

- Evidence-Based Quality: deliver value through high-quality products and services that are proven, verifiable, and traceable.
- Unceasing Development: encourage creative thinking and empower continuous improvement in all dimensions.
- Harmonious Alignment Approach: operate with a focus on delivering value to all stakeholders by integrating knowledge and experience to enhance supply chains and strengthen operational standards.
- Governance and Integrity: uphold the principles of good governance, conducting business with integrity, ethics, and credibility while fostering trust and demonstrating responsibility toward the community, society, and the environment.

Goals

- The Company has business directions in creating continuous and stable growth through
- Maintain and strengthen the existing business base for both food and non-food businesses, which is growing steadily each year.
- Business development and introduction of new products by relying on the strength of the Company's current distribution system.
- Open new markets, by emphasizing the brands of the Company and its subsidiaries.
- Seek for new business opportunities through joint investments with partners that are knowledgeable and competent

Brand Essence

Deliver Value with Quality



Use new ideas for continuous improvement by collaboration knowledge and expertise of everyone.
Encourage the quality in all aspects with moral and ethics.
Mutual benefits among stakeholders.

Company Overview

Business Overview

Premier Marketing Public Company Limited has been a leader in the distribution and sales representation of consumer goods for over 48 years. Driven by a steadfast commitment to delivering high-quality and safe products, the Company consistently introduces innovative offerings to meet ever-evolving consumer demands. Through an extensive distribution network encompassing modern trade, mid-to-large scale wholesalers, and online channels, the Company has earned widespread recognition and trust as a premier distributor capable of robust business expansion.

The Company manages strategic investments and core operations through its wholly-owned subsidiaries, in which it holds a 100% stake of the paid-up registered capital. These subsidiaries include P.M. Food Co., Ltd. (PMF), Premier Canning Industry Co., Ltd. (PCI), and PM SE Co., Ltd. (PMSE), with details as follows:

- P.M. Food Co., Ltd. (PMF) specializes in the manufacturing and distribution of fish strips and fish sheets, widely recognized under the 'Taro' brand. With a strong market presence both domestically and internationally, PMF has appointed Premier Marketing Public Company Limited as its sole and exclusive distributor.



P.M. Food Co., Ltd.

- Premier Canning Industry Co., Ltd. (PCI) primarily engages in the manufacturing, processing, and distribution of pet food. Its product portfolio includes its proprietary brand, 'Atlas', as well as customized products co-developed with partners under their private labels. These products are predominantly produced from marine raw materials, such as tuna and mackerel, as well as farmed sources, and are primarily destined for international export markets. Additionally, PCI manufactures and distributes a variety of sauces under the 'King's Kitchen' brand and provides made-to-order frozen ready-to-eat meals to meet specific customer requirements.



Premier Canning Industry Co., Ltd.

Company Overview

- PM SE Co., Ltd. (PMSE) holds a primary investment of 97.85% in Mivana Co., Ltd. (MIVANA). Mivana is a social enterprise dedicated to promoting shade-grown coffee cultivation, a practice that preserves upstream ecosystems and environmental integrity. In parallel, the company empowers local farmers to enhance coffee quality and achieve organic certification. These efforts result in high-quality organic coffee produced under fair trade principles, marketed under the proprietary brand 'Mivana'.

"The business operations of Premier Marketing Public Company Limited are deeply rooted in our awareness of significant global challenges. We have proactively integrated key social issues into our strategic business direction, enhancing operations throughout the entire value chain while leveraging our distribution expertise. This ensures that consumers have sustainable access to high-quality products. By upholding good corporate governance in collaboration with our stakeholders, the Company plays a vital role in addressing diverse social issues. These include improving the quality of life for children and youth, promoting public health, and conserving the environment and natural resources to safeguard food security. Furthermore, we are committed to strengthening governance and anti-corruption efforts at all levels. These initiatives align with our core values as we strive toward our ultimate goal: the 'Harmonious Alignment of Success.' This vision represents a balance between transparent business operations, the stability and well-being of our employees, and the continuous growth and development of society and the environment.



MIVANA coffee shop

Harmonious Alignment of Success

Sustainability policy

Premier Marketing integrates Good Corporate Governance with environmental and social responsibility as the cornerstone of Long-term Value Creation. These policies provide a unified framework to ensure balanced growth and enduring stability for all stakeholders.

Human rights and labor policies.

The Company respects human rights and strictly prohibits forced labor, harassment, and illegal employment, ensuring full compliance with all labor protection laws.

1. The Company respects and adheres to international labor standards by treating all stakeholders fairly and with human dignity. We provide equal opportunities to all, strictly prohibiting discrimination and the violation of fundamental rights, regardless of differences in physical or mental ability, race, nationality, origin, ethnicity, religion, gender, sexual orientation and gender identity (LGBTQI+), language, age, skin color, education, social status, culture, or traditions.
2. The Company does not employ, nor does it support the employment of, child labor under the age of 18.
3. The Company is committed to establishing robust protection measures for employees who report human rights violations or instances of unequal treatment. Such whistleblowers shall be protected from any forms of retaliation, harassment, or unfair treatment that would compromise their ability to continue their employment within the organization.
4. The Company shall conduct any termination of employment in strict accordance with the procedures and requirements prescribed by labor laws.
5. The Company ensures that employees' working hours do not exceed the limits prescribed by law. Any overtime work must be performed strictly on a voluntary basis. Additionally, the Company provides holidays and leave entitlements that are no less than the minimum requirements stipulated by labor regulations.
6. The Company is committed to ensuring the accurate, fair, and timely payment of wages, overtime pay, and holiday pay, as well as any other benefits to which employees are entitled. All compensation shall be paid at rates no less than those mandated by law and strictly within the specified timelines.
 - For further information, the full version of our Human Rights Policy is available for your review on the Company's website [\[Click here\]](#)
 - The full version of our Labor Management Policy is also available for your review on the Company's website [\[Click here\]](#)

Occupational Health, Safety, and Working Environment Policy

Our **Business Partners** must provide a safe and hygienic working environment that promotes productivity and complies with all relevant laws and regulations. This includes implementing safe operating procedures and preventive measures against workplace accidents and potential health impacts.

- The full **Occupational Health, Safety, and Working Environment Policy** is available on our website. [\[Click here\]](#)

Harmonious Alignment of Success

Environmental policy

1. The Company shall strictly comply with all relevant laws and other regulations, both at the local and global Initiatives.
2. The Company shall establish targets to support the reduction or avoidance of environmental impacts, covering issues related to energy consumption, water usage, waste, and pollution, with consideration for greenhouse gas emissions.
3. The Company shall conduct environmental risk assessments stemming from its business operations throughout the value chain and organize other supporting activities.
4. The Company shall promote sustainable procurement, giving consideration to issues concerning the use of resources, energy, water, waste, and pollution. This includes the joint development of environmentally friendly packaging or products with business partners, taking into account climate change and biodiversity.
5. The Company shall arrange and promote awareness, understanding, and a sense of responsibility regarding the value-driven use of resources. This includes supporting the involvement of employees at all levels, as well as business partners, in addressing environmental issues.
6. The Company shall require suppliers of goods and services, and business partners in the value chain, to participate in the joint management of business operations that may affect the environment.
 - The full version of our **Environmental Policy** is available on the Company's website [\[Click here\]](#)
 - The full version of our Energy Management and Climate Mitigation Policy is available on the Company's website. [\[Click here\]](#)

Whistleblowing

Should business partners or stakeholders have inquiries or encounter suspected violations of laws or our Supplier Code of Conduct, reports and complaints can be submitted through the following channels:

Audit Committee

- Company Secretary
- Premier Marketing Public Company Limited

Headquarters: 1 Premier Corporate Park, Soi Premier 2 Srinakarin Road, Nongbon Prawet District, Bangkok 10250

Thailand Tel : 02-301-2071 email : Kulthida.act@pm.premier.co.th

Harmonious Alignment of Success

In 2025, Premier Marketing Public Company Limited and its subsidiaries integrated the Premier Group's policies into creating a Sustainable Food Value Chain. From upstream to downstream, our commitment begins with sustainable sourcing and a transparent Traceability Program to ensure quality and safety. We have enhanced production efficiency to optimize resource utilization—including fuel, electricity, and water—while minimizing food waste. By adopting Circular Economy principles, we repurpose by-products into innovative, high-value offerings. For instance, P.M. Food Co., Ltd., the producer of TARO, has successfully upcycled fish raw material remnants into new, calcium-enriched products with higher nutritional value, significantly reducing our environmental footprint.



Furthermore, the Company has prioritized reducing plastic waste sent to landfills to mitigate carbon dioxide emissions. This commitment led to the 'TARO Rak Lok Choke Deng' project, a collaboration with business partners encouraging consumers to separate and return used TARO pouches for proper disposal and recycling.

In a similar vein, King Can Industry Co., Ltd. operates with a focus on value creation throughout the entire supply chain. By expanding production capacity at its second facility in Bang Phli (Premier Frozen Products Co., Ltd.), and collaborating with strategic trade partners, the company delivers world-class pet food products. This is achieved through premium raw material selection, advanced production technology, and the development of biodegradable packaging. These efforts have earned the trust of internationally renowned partners, fostering sustainable business growth together.

Harmonious Alignment of Success

On the environmental conservation front, **Mivana Co., Ltd.**, a subsidiary of the group, operates as a social enterprise committed to every stakeholder in the value chain. For over a decade, Mivana has empowered local farmers in Chiang Rai to protect upstream forests by cultivating organic Arabica coffee across more than 4,000 Rai. This initiative preserves ecological balance while providing long-term community security and economic development.

Mivana manages the entire process from upstream to downstream, supporting farmers with knowledge in premium organic coffee cultivation and processing. By adhering to **Fair Trade** principles, the company guarantees fair purchasing of yields, ensuring sustainable livelihoods and strengthening local communities. Furthermore, Mivana continuously explores innovative ways to maximize raw material utilization and minimize production waste, effectively reducing negative impacts on both society and the environment.



All these initiatives represent our mission to drive value toward a '**Sustainable Business Pathway.**' By leveraging our expertise and capabilities, we collaborate with every member of our value chain to strengthen the communities, society, and environment in which we operate—ensuring enduring success and shared prosperity for all stakeholders for generations to come.

Employees: The Core Drivers of Sustainable Growth

While the Company and its subsidiaries are committed to our '**Sustainable Business Pathway**' as a means to address contemporary social challenges, we recognize that today's issues are increasingly diverse and complex—often exceeding the capacity of any single organization. Consequently, we have integrated social development directly into our core business operations through three key mechanisms designed to drive **Systemic Change**: 1) Leveraging Business Potential, 2) Scaling Collaboration, and 3) The 'Synergy for Social Good' Mechanism.

Ultimately, our goal is to mobilize widespread participation to achieve tangible social transformation, both in breadth and depth. This reinforces our core belief in '**Shared Sustainable Success.**' To this end, our employee-centric philosophy is translated into the following practices:

- **"Cultivating Conscious Value through Core Values"** Our employees are not merely contributors to profit; they are the key drivers who bring Environmental, Social, and Governance (ESG) principles to life at every operational stage. The Company prioritizes fostering social consciousness and responsibility, using our Core Values as a foundation to shape the unique '**Premier DNA.**' This identity is rooted in creativity, knowledge integration, quality excellence, integrity, and the creation of shared value for all stakeholders.

Harmonious Alignment of Success

- **"From Awareness to Action"** The Company provides a platform of opportunity for employees to channel their personal expertise into a force for social change. By collaborating with foundations and diverse networks, our staff actively participates in multiple dimensions of development. This includes elevating educational quality and life skills for youth, addressing child malnutrition to build a strong physical foundation for society, and restoring ecosystems as a vital part of sustainable environmental solutions.
- **"Building Understanding for Sustainable Change"** Our ultimate goal in promoting employee engagement goes beyond mere public service; it is about empowering our people to 'understand the root causes of social issues.' By fostering this deep awareness, employees recognize their own potential to contribute to a better society through their everyday responsibilities.

The Company provides opportunities for employees to take direct action in social development through collaborations with various foundations, projects, and partner organizations. These initiatives address a wide range of social issues, including enhancing the quality of life for children and youth, elevating educational standards, tackling child malnutrition, and promoting environmental sustainability. Our ultimate goal is to foster a deep understanding of social challenges among our employees, empowering them to recognize their own potential and take meaningful action toward building a better society.



The Company is committed to a fair and transparent **Value Chain Management Policy**, fostering strong, collective growth with all stakeholders—from employees and suppliers to consumers and the environment. Our sustainability strategies are reviewed annually by the Board and Executive Management to align with stakeholder expectations. This governance ensures we deliver quality value and achieve 'Shared Sustainable Success' through every stage of our business operations.

Harmonious Alignment of Success

Driving Business Operations for Shared Sustainable Success

The Company carefully balances business growth with its impacts on both internal and external stakeholders. We foster collaborations to elevate the business and social value chain, scaling efforts to build collective strength and sustainability. This commitment extends across the entire supply chain—from upstream to downstream—encompassing raw material suppliers, manufacturers, and distributors whose business practices align with our 'Value Chain Enhancement' development framework.



Value Chain Enhancement

Guidelines for Collaborating with Business Partners for Shared Sustainable Success

1. Promoting free and fair competition anchored by transparent, market-aligned pricing standards.
2. Identifying and enhancing stakeholder potential through collaborative partnerships. We focus on finding common ground for mutual benefit, integrating knowledge, and advancing the skills and competencies of all stakeholders.
3. Fostering confidence and encouraging innovative practices to elevate stakeholder performance. We actively identify growth opportunities and offer dedicated support through resource sharing, technical expertise, and human capital.
4. Promoting engagement with beneficiaries and customers through transparent information disclosure. We aim to enhance value chain integration and build sustainable, long-term partnerships with those who benefit from our products and services.

ทุกขั้นตอนของทาโร เดินทางด้วยความใส่ใจ
ตั้งแต่ต้นน้ำจนถึงปลายน้ำ
เส้นทางธุรกิจยั่งยืน บริษัท พี.एम. ฟูด จำกัด



Harmonious Alignment of Success

Sustainability Management Structure

In strategic business planning, Premier Marketing Public Company Limited and its subsidiaries prioritize building stakeholder trust through transparency, accountability, and long-term business resilience. To further strengthen these foundations, the Board of Directors has resolved to appoint a new sub-committee: the Corporate Governance and Risk Management Committee. The roles and responsibilities of this committee are detailed as follows:



Roles and Responsibilities of the Corporate Governance and Risk Management Committee

The scope, authority, duties, and responsibilities of the Governance and Risk Management Committee are as follows:

- The committee members shall monitor, inspect, evaluate, and provide recommendations on the governance and risk management of the management, including directors, the managing director, and senior management of the company and its subsidiaries, as follows:
 - Monitor the formulation of corporate governance strategies and management plans, as well as the enterprise risk management framework.
 - Inspect and evaluate the implementation of the work plan and assess the success of the work.
 - Provide recommendations for reviewing the governance and risk management plan to ensure its suitability.
- Schedule meetings with the management of the company and its subsidiaries to report on the management according to the plan at least twice a year
- The Governance and Risk Management Committee shall submit a report to the Board of Directors at least once a year.
- Perform any other duties related to governance and risk as assigned by the Board of Directors.

Stakeholder Identification and Expectation Analysis

Identifying and analyzing expectations.

Aligned with our core mission to create shared value across the entire value chain, the content of this Sustainability Report has been determined through a comprehensive engagement process. This includes stakeholder satisfaction surveys, in-depth interviews, and strategic consultations with the Corporate Governance and Risk Management Committee. These insights are integrated into our strategic planning, operational KPIs, and stakeholder expectation analysis. This approach ensures that we remain responsive to stakeholder needs, agile in our mitigation measures against current global shifts, and effective in our communications with each stakeholder group.

The Board of Directors establishes specific policies and guidelines for each stakeholder group, supported by concrete implementation measures. We formally announce our policies and fair practice mandates to ensure that the Company and its entire value chain operate with deep responsibility toward all stakeholders as follows:

- Shareholders
- Employees
- Consumers / Customers
- Suppliers
- Farmers
- External Agencies
- Competitors
- Community / Society
- Environment

Stakeholder Identification and Expectation Analysis

Based on the company's core mission that considers mutually beneficial outcomes for stakeholders throughout the value chain, the content of this sustainability report was determined through analysis via various engagement processes. These include stakeholder satisfaction surveys, stakeholder interviews, and feedback from the Governance and Risk Management Committee. This is to inform the development of work plans, operational strategies, indicators, and the analysis of stakeholder expectations and responses to their needs, as well as measures to address changes in line with the current situation, along with communication to the following stakeholder groups:

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
Shareholders Individual investors, corporate entities, and institutional investors.	• Returns and business growth • Successful business operation as targeted • Good corporate governance	• Operate business to generate good returns and expand business to grow continuously and sustainably • Establish corporate governance policies and comply with the policies	• Establishing a Code of Conduct regarding the treatment of shareholders. • Organizing the Annual General Meeting of Shareholders (AGM). • Disclosing operational performance through Form 56-1 One Report and the Sustainability Report (SD Report). • Organizing "Opportunity Day" events and providing information through analyst briefings • Consistently and equitably responding to investor inquiries via telephone and email.
Consumers / Customers Wholesale and retail customers, modern trade outlets, and online sales channels.	• Traceability of product quality • Delivery of quality products and services on time at fair prices • Product labels show complete nutritional information	• Disclosing production information to consumers. • Offering high-quality products and services. • Developing products and services that meet consumer needs. • Expanding sales and service channels to diversify and better satisfy consumer demand.	• Reviewing traceability projects for both raw material sourcing and production processes, ensuring nutritional benefits are highlighted and information is updated for easy consumer access. • Executing plans and maintaining communication through store visits, whether in person, via telephone, or through online channels. • Holding monthly meetings with modern trade outlets and retailers, both in person and online • Expanding e-commerce sales channels to diversify accessibility and enhance ordering convenience. • Conducting consumer and retailer satisfaction surveys, communicating product nutritional information, and maintaining a 24-hour complaint handling service..

Stakeholder Identification and Expectation Analysis

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
Employees Management and Employees	• Compensation and benefits • Fair treatment of employees • Development of Knowledge, skills for career stability and advancement • Environmental and occupational safety and health • Prevention and care of health for monitoring disease groups from inappropriate consumption and lifestyle behaviors, NCDs	• Developing quality of life to ensure stability and well-being. • Operating in compliance with regulations, laws, and international best practices. • Continuously developing employee potential and capabilities. • Building employee satisfaction and organizational engagement. • Ensuring confidence in the working environment and occupational safety. • Ensuring confidence in the workplace environment and hygiene. • Promoting health care and behavioral adjustments regarding consumption and lifestyle within the workplace.	• Adjusting the wage structure to align with the current cost of living. • Participating in salary surveys with external agencies to continuously manage compensation in line with labor market rates. • Conducting comprehensive policy reviews and Human Rights Due Diligence (HRDD) assessments. • Communicating to build understanding and encouraging employees to save through the Provident Fund, while collaborating with the Premier Group Savings Cooperative to promote financial planning and retirement readiness. • Implementing continuous employee well-being plans through the Welfare Committee and the Happy Workplace Committee. • Developing employee potential and capabilities to continuously drive business results. • Enhancing OHS and safety culture through "Safety Behavior" programs and risk-based annual health check-ups. • Implementing educational plans and preventive activities targeting Non-Communicable Diseases (NCDs) for continuous monitoring and prevention. • Conducting the annual Employee Engagement and Satisfaction Survey.
Farmers Coffee farmers.	• Fair, transparent and equitable procurement • Increase productivity and reduce waste • Develop qualitative and quantitative coffee plantations for coffee growers • Reduce the impact of forest fires spreading into farmland	• Operating business with fairness and integrity. • Enhancing management capabilities and efficiency. • Developing knowledge and expertise for farmers participating in the project. • Campaigning for and constructing forest fire buffers (firebreaks) to minimize environmental impact. • Managing resources to ensure communities and farmers have access to clean water for cultivation.	• Complying with contractual terms and agreements. • Operating with transparency and accountability. • Providing support and training to improve quality and increase yields. • Collaborating with agricultural extension officers to provide education through the Farmer Field School • Establishing guidelines and action plans for members to improve the quality and productivity per rai. • Collaborating with communities and the public sector to construct forest fire buffers • Implementing wastewater treatment systems for coffee processing. • Partnering with communities and government on check dam construction and ongoing reforestation.

Stakeholder Identification and Expectation Analysis

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
Suppliers Business Partners, and Vendors (Product Owners)	• Business returns and organizational growth. • Engaging in product and service quality development, ensuring fair, equitable, and transparent procurement.	• Conducting business with fairness and integrity. • Building strong relationships for mutual business development. • Supporting compliance with IUU (Illegal, Unreported, and Unregulated) fishing regulations. • Promoting sustainable business success through ESG principles, while strengthening and expanding the collective action against corruption.	• Complying with contractual terms and agreements. • Engaging in relationship-building activities with partners and suppliers. • Holding monthly coordination meetings with partners. • Implementing a Sustainable Value Chain Management policy, integrating shared value into every step of core raw material procurement and IUU regulation compliance. • Executing continuous Supplier Onsite ESG Audits. • Expanding the network of partners declaring intent against corruption through the CAC Change Agent project.
Environment Natural resources, marine ecosystems, watershed forests, and the consumption of electricity, fuel, and clean water, as well as waste materials and refuse.	• Preserve natural resources and rehabilitate watershed forests • Reduce the use of natural resources • Optimize efficient use of resources	• Conduct business by creating participation in community, social and environmental development • Build awareness of the use of natural resources • Campaign to promote the conservation of electricity, fuel oil and water • Campaign to promote waste separation management continuously	• Continuously assessing the ecological value of forests supported and maintained through the "MiWana" Organic Forest Coffee project. • Expanding wastewater management to increase the volume of recycled water. • Reducing electricity and fuel consumption in production and transportation. • Reducing transit time and distance through Direct Shipment from factories to stores. • Increasing the utilization of raw material waste from the production process. • Expanding solar cell installations and enhancing waste segregation to increase recycling rates and continuously reduce landfill waste.
External Agencies Government agencies and the media.	• Complying with laws and regulations. • Ensuring transparency and disclosure of factual information.	• Operating in compliance with the law. • Ensuring clear, open, transparent, and auditable operations.	• Monitoring and reviewing operations to ensure legal compliance. • Disclosing clear, transparent, and auditable performance results.
Competitors Companies operating within the same industry or business category.	• Competing within the framework of law and ethics.	• Treating competitors in accordance with ethical trade practices. • Building positive relationships to foster mutual industry development.	• Regularly monitoring competitor changes and market trends. • Reporting on competitive positioning and comparative performance.

Stakeholder Identification and Expectation Analysis

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
Communities and Society Local communities, society at large, and the general public.	• Disclosing factual information with transparency. • Participating in community and social development. • Taking responsibility for business impacts on the community and society.	• Being a responsible corporate citizen characterized by transparency. • Contributing to the improvement of quality of life within communities and society. • Integrating community and social impact considerations into the core goals of the organization.	• Disclosing sustainable business performance through the company's annual disclosure reports and corporate website. • Expanding the "Factory Direct Delivery" project to mitigate social impacts associated with transportation and logistics. • Cultivating safety awareness and driving discipline among the van sales team, while strictly monitoring traffic law compliance to prevent accidents and promote road safety, fuel efficiency, and emission reduction. • Providing equal and high-quality educational opportunities for students through the Yuvabadhana Foundation. • Expanding the "Sharing Society" initiative in collaboration with partner companies in the Kabinburi Industrial Zone, converting donated items into scholarships for students in Prachinburi Province. • Promoting equal opportunity and reducing social inequality by employing persons with disabilities through the Social Innovation Foundation.

Materiality Topics

Sustainability Development Framework	Sustainability Materiality Topics	Stakeholders	SDGs
Delivering value for business growth.	Sustainable Product and Service Development	Board of Directors, Executives, Employees, Business Partners, Farmers, Retailers, Consumers, Shareholders, Competitors, and Government Agencies.	
	Supply Chain Management		
	Customer Relationship Management (CRM)		
	Promoting Anti-Corruption Collective Action		
Delivering value for employee job security.	Human Capital Management	Employees (Internal Society)	
	Human Rights Due Diligence		
	Occupational Health and Safety Management		
Delivering value for sustainable social development. (External Society)	Employee Engagement	Communities (External Society)	
	Community and Social Engagement		
Delivering value to environment and nature.	Production Waste Management	Environment	
	Energy Management		
	Water Resource Management		
	Greenhouse Gas (GHG) Management		

For more details on our sustainability material topics, please visit our corporate website. [\[Click here\]](#)

Materiality Topics

Premier Marketing PLC is committed to business sustainability by integrating ESG principles into our entire supply chain. We prioritize producing safe, nutritious food with transparent traceability—from responsible sourcing and supplier development to final delivery. Our operations strictly uphold business ethics, human rights, and occupational health and safety, ensuring these rigorous standards are cascaded to all business partners and employees.

In 2025, the Company prioritized elevating our value chain in collaboration with key stakeholders throughout the business cycle. This initiative aims to create sustainable shared benefits. To achieve this, the Company has established core business procedures as follows:

1. **Quality Sourcing and Sustainable Procurement** Focusing on meticulous selection and recruitment of raw materials through ESG Sustainability Risk Assessments. We actively promote and empower our business partners across various dimensions, including the transformation of Waste-to-Value to ensure long-term Food Security.
2. **Manufacturing Excellence and Food Safety** Prioritizing quality control by enhancing production efficiency to deliver superior nutrition, quality, and safety. We emphasize Resource Optimization and maintain rigorous food safety standards in accordance with international certifications to ensure consumer confidence.
3. **Efficient and Responsible Logistics** Ensuring high-quality distribution by integrating modern technology into warehouse and inventory management. Our goal is to achieve rapid and effective distribution while managing our logistics operations to minimize social and environmental impacts.
4. **Consumer Value and Transparency** Delivering quality directly to consumers through effective communication and the development of innovative products that Create Shared Value (CSV). We address the evolving needs of society and ensure Product Traceability, allowing consumers to verify raw material sources, production processes, and nutritional benefits.
5. **Delivering Value to Society and the Environment** Commitment to enhancing the ecosystem for communities and the environment. We are expanding our use of Renewable Energy and broadening our collaborative networks across all sectors to drive large-scale sustainable impact.



Corporate Sustainable Value Chain Enhancement Diagram

Sustainability Performance Awards

Premier Marketing Public Company Limited and its subsidiaries operate under our core value, "Harmonious Alignment of Success." We are dedicated to delivering high-quality products while simultaneously enhancing the quality of life for society and preserving the environment. Through our steadfast commitment to Corporate Governance and best practices, the Company has received numerous prestigious awards and recognition from national institutions. These honors reflect our high standards of ESG (Environmental, Social, and Governance) performance and transparency, which serve as the foundation for building long-term trust and confidence among all our stakeholders.

Corporate Governance Awards



Premier Marketing Public Company Limited.

Has been awarded the SET ESG Ratings 2025 Certificate, a recognition of our commitment to sustainable business practices. The Company has been listed as a sustainable stock for the 10th consecutive year, achieving an "A" rating in the SET ESG Ratings from the Stock Exchange of Thailand.

Premier Marketing Public Company Limited.
Has achieved an "Excellent" rating in the 2025 Corporate Governance Report (CGR) of Thai Listed Companies.



Premier Marketing Public Company Limited.

Has been certified by the Thai Private Sector Collective Action Against Corruption (CAC). The Company achieved a 3-star certification level, which is effective from September 2025 to September 2027.

Sustainability Performance Awards

Environmental Awards



P.M. Food Co., Ltd.

Has been honored with the "Climate Action Leader" award at the Climate Action Awards 2025.



P.M. Food Co., Ltd.

Has been awarded the Carbon Footprint for Organization (CFO) certification by the Thailand Greenhouse Gas Management Organization (Public Organization) or TGO.



Premier Canning Industry Co., Ltd.

Has been granted Organic Certification by ACT Organic Company Limited (Organic Agriculture Certification Thailand).



Premier Canning Industry Co., Ltd.

Has been certified as a Green Industry Level 3: Green System by the Ministry of Industry.

Sustainability Performance Awards

Social Excellence Awards



Premier Marketing Public Company Limited.

Has been honored with the "Outstanding Organization for Promoting the Employment of Persons with Disabilities" award for 2025, achieving a "Good" (Good Practice) level.

Premier Marketing Public Company Limited.

Has been recognized as an "Outstanding Organization for Promoting Employment and Income Generation for the Elderly" for the year 2025, achieving a "Good" level from the Ministry of Social Development and Human Security.



P.M. Food Co., Ltd.

Has achieved the Thai Labour Standard (TLS 8001) certification from the Department of Labour Protection and Welfare, Ministry of Labour.

Annual Sustainability Performance Report 2025

Financial Performance	Units	Years		
		2023	2024	2025
1. Total Operating Revenue	Million Baht	4,276	4,952	5,986
2. Net Profit	Million Baht	392.15	599.01	620.06
3. Dividends Paid to Shareholders	Million Baht	351.62	334.86	574.86
4. Employee Wages and Benefits	Million Baht	785.54	863.52	1,066.36
5. Corporate Income Tax	Million Baht	102.31	131.14	120.29

Social Performance	Units	Years		
		2023	2024	2025
6. Total Employees	Persons	1,905	1,934	2,239
- Male	Persons	596	624	694
- Female	Persons	1,309	1,310	1,545
7. Turn Over Rate	%	14.30	10.03	18.13
8. Lost Time Accident Rate (LTAR)	Cases	10	9	25
9. Lost Time Injury Frequency Rate (LTIFR)	man-hours	0.42	0.40	0.95
10. Average Training	Hours/Person/Year	11.36	8.52	12.50
11. Employee Satisfaction Survey Result*	%	74.26	75.44	78.67
12. Retailer Satisfaction Survey Results*	%	84.43	86.25	87.14

*Information of Premier Marketing PCL. Only

Environmental Performance	Units	Years		
		2023	2024	2025
13. Energy Consumption				
1. Diesel / Gasohol fuel	L	390,465	366,245	272,030
2.LPG/LNG	kg	901,123	971,410	1,061,703
14. Electricity Consumption	kWh	7,060,406	8,072,391	10,105,240
Renewable Energy Consumption (Solar PV)	kWh	1,579,568	1,589,922	1,719,000
15. Water Consumption	m ³	956,641	1,333,345	2,002,420

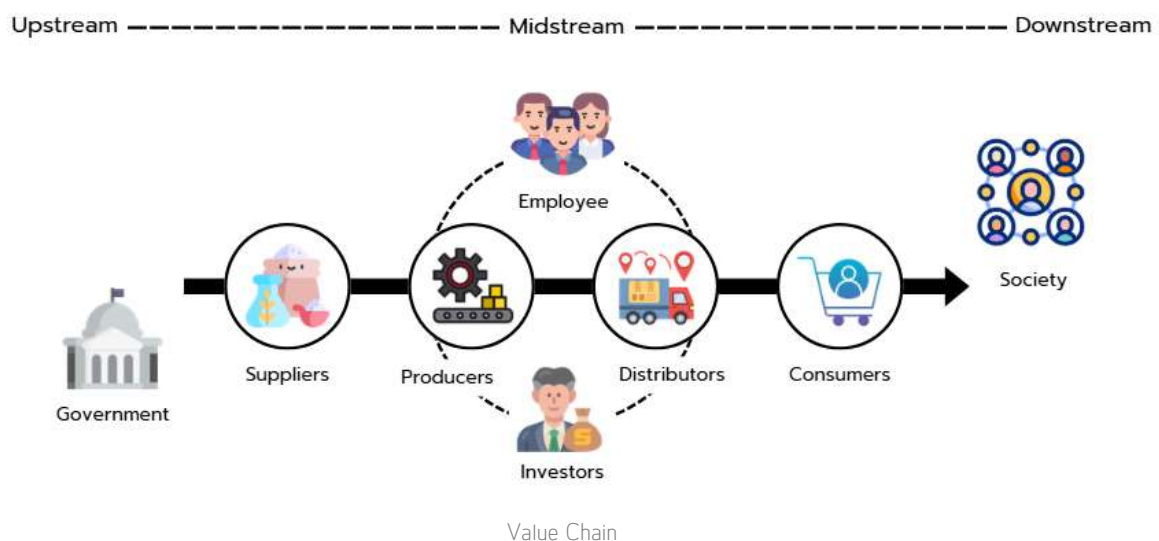
Sustainable Value Creation in the Supply Chain

Business Values and Beliefs

Creating Shared Value through Core Competencies

With the awareness of future Food Security, which will potentially become a global challenge from both the degradation of natural resources and access to safe nutrition, therefore, Premier Marketing Public Company Limited and its subsidiaries are committed to being a part of the movement to help solve this problem by elevating business operations throughout the “Value Chain” to their full potential.

In practice, the Company prioritizes management from Upstream to Downstream, in order to transform from “Resource Consumption” into “Value Creation” truly. In the Upstream part, there is a focus on responsible sourcing of raw materials and promoting creative ideas to elevate operational standards that help reduce environmental impacts. For the Midstream part, products have been developed for both general consumers and pets, by holding good nutrition and safety as the core. Furthermore, production processes are controlled with high standards along with high-efficiency transportation management to reduce resource loss as another way. In the Downstream side, there is planning for quality product distribution to deliver beneficial products to the hands of consumers thoroughly.



Delivering Value through Expertise and Resources

In today's social landscape, we are confronted with “polycrisis”—a convergence of global economic slowdowns, intensifying social inequality, and the severe impacts of climate change and biodiversity loss. These crises inevitably affect our way of life, manifesting in natural disasters such as wildfires and flash floods, as well as water scarcity that directly damages the agricultural sector and threatens long-term food security.

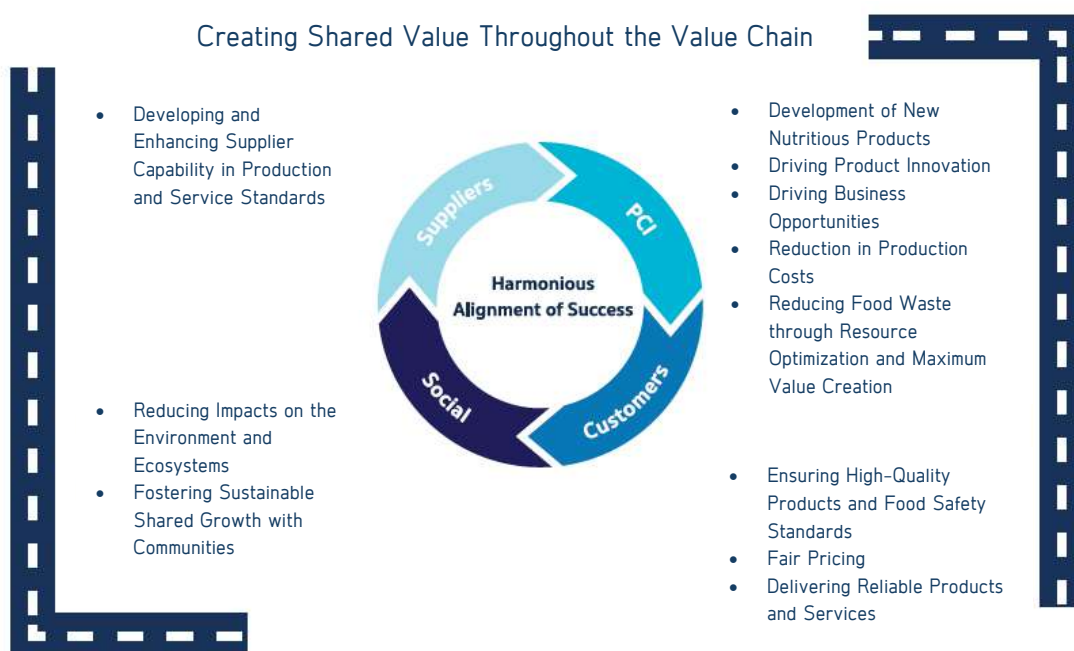
Consequently, all sectors must collaborate to drive large-scale changes that can mitigate these issues. We strive for a “Harmonious Alignment of Success” creating a balance between business strength, employee well-being, and social progress.

Business Values and Beliefs

Premier Marketing Public Company Limited and its subsidiaries are committed to achieving sustainable shared success by engaging with our value chain. We focus on addressing social and environmental challenges by leveraging our business potential and resources—from upstream production to downstream delivery to our consumers. Guided by the “PREMIER WAY” sustainable business path, we strive to create mutual value throughout the entire chain. While last year’s Sustainability Report detailed the operations of Premier Marketing Public Company Limited and P.M. Food Co., Ltd., this year’s report focuses on the performance and sustainable practices of two other subsidiaries: Premier Canning Industry Co., Ltd. and Miwana Co., Ltd., as follows:

Sustainability Path: Premier Canning Industry Co., Ltd.

From the review of current social problems, including the security of food sources, in order to produce safe and beneficial food for pets, by using resources worthily and leading to the creation of new value throughout the chain, Premier Marketing Public Company Limited and Premier Canning Industry Co., Ltd. have therefore jointly established business guidelines that consider the mutual preservation and worthy use of natural resources, such as upstream raw materials (fish), water, energy, and the creation of new value from Food Waste, to create economic value and the sustainability of food sources in the future.

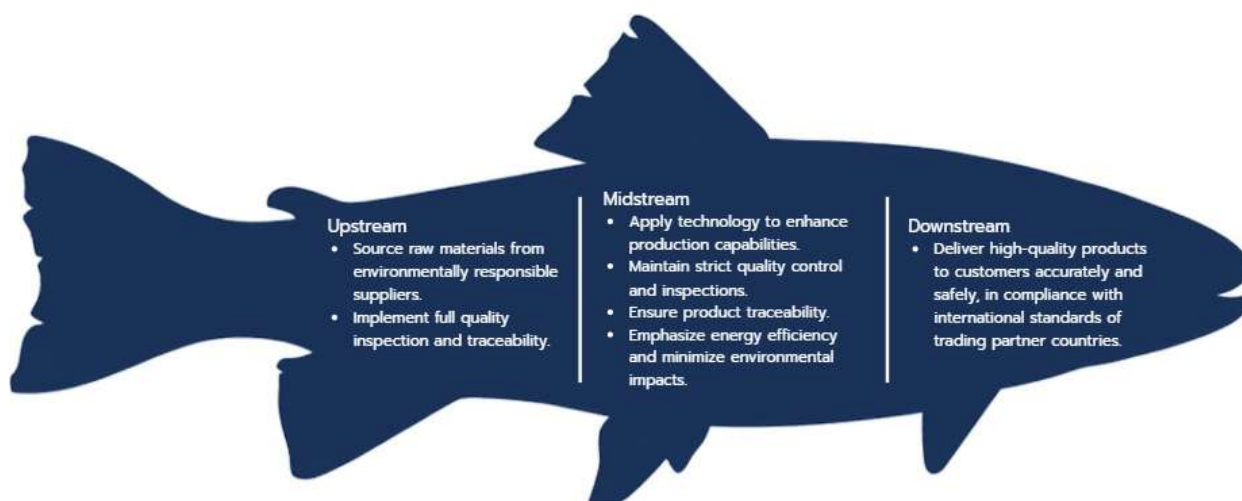


Premier Canning Industry Co., Ltd.'s business philosophy is centered on maximizing resource efficiency and creating new value throughout the entire value chain—from upstream to downstream. In collaboration with our business partners and alliances, we are dedicated to delivering world-class pet food products through advanced manufacturing technologies. Our commitment to international standards and global recognition ensures that we foster sustainable shared growth with all stakeholders worldwide.

Business Values and Beliefs

Supply Chain

Upstream: Regarding raw materials, the company has established clear procurement policies and requirements for seafood sourcing. This includes purchasing from legal fishing vessels. For terrestrial and poultry raw materials, we source exclusively from farms certified by the Department of Livestock Development, ensuring full traceability back to the origin.



Upstream: Regarding packaging, the company is committed to Sustainable Development Goals (SDGs) by sourcing eco-friendly packaging that minimizes environmental impact and promotes social responsibility. Key initiatives include using paper products certified by the Forest Stewardship Council (FSC) to ensure responsible forestry management. Furthermore, we have implemented eco-packaging strategies such as optimizing paper grades, reducing ink usage in printing, and switching from UV Coating to Water-Based Coating for product labels. Additionally, we have reduced the thickness of Cast Polypropylene (CPP) in Alu Pouches while maintaining the highest levels of product safety and quality.

Midstream: In the production process, the company focuses on ensuring high quality, food safety, and full traceability. We integrate advanced technologies to enhance manufacturing efficiency and minimize environmental impacts. Furthermore, we prioritize continuous Research and Development (R&D) to innovate new products that consistently meet evolving customer demands.

Downstream: Regarding product delivery, the company is dedicated to providing high-value, high-quality products that are fully certified and compliant with international safety standards. Our commitment to excellence ensures that our offerings are widely recognized and trusted by our global partners and international markets.



Business Values and Beliefs



Ms. Parichart Jarungjittanusont The General Manager of Premier Canning Industry Co., Ltd. emphasizes our commitment to sustainability across the entire value chain. We strengthen food security through resource-efficient manufacturing and a dedicated 'Zero Waste' approach. By transforming production by products such as heads, tails, bones, and viscera into nutrient rich innovations, we ensure long-term food system sustainability. Key developments include 'Fish Essence' for nutritional enhancement and 'Power Fish,' a concentrated deep-sea fish extract used as a high efficiency bio fertilizer to nourish both plants and soil. In addition, the company prioritizes social and environmental stewardship through efficient water management, where treated water is recycled for internal reuse, significantly reducing discharge into public waterways. We also enhance energy security by integrating clean energy solutions, such as the installation of solar rooftop systems. Beyond our operations, we consistently engage with stakeholders including communities, schools, and temples—through long-term initiatives such as the PCI Young Farmer: Caring for Children's Nutrition' project and the 'Edible Fence with PCI Agriculture' project, fostering sustainable well-being for society.

Sustainability Path: MiVana Co., Ltd.

Ms. Datchanee Kunavichayanont The Managing Director of MiVana Co., Ltd. shares a business philosophy that likens the company's decade long growth to a sturdy tree trunk, nurtured through the collective efforts of everyone involved. Over the past 10 years, MiVana has built a comprehensive value chain, from upstream to downstream, focused on supporting farmers in cultivating organic coffee to preserve the vital watershed forests of Chiang Rai through multi stakeholder engagement for sustainable shared growth. At the Upstream level, MiVana collaborates with 256 families across 7 villages, promoting shade grown, high quality organic coffee certified by international standards, including IFOAM and USDA. We support our farmers with premium pricing, with proceeds reinvested back into community development. For the Midstream, our expert Q-Graders oversee a standardized processing system to offer a diverse product range, from premium roasted beans to innovative Ready to Drink 'Sparkling Coffee.' At the Downstream, our Flagship Stores in Srinakarin, Sathorn, and Don Mueang Airport serve as touchpoints to create a unique consumer experience, inviting everyone to take part in preserving Chiang Rai's watershed forests with every cup.



Business Values and Beliefs

MiVana's Sustainability Framework

1. **Community Infrastructure Support:** MiVana provides annual harvest season funding to improve plantation access roads and install public lighting in schools, religious sites, and child development centers.
2. **Sustainable Income:** Coffee cherry sales provide primary household income, supplemented by seasonal fruits and economic crops integrated as shade trees.
3. **Production of organic fertilizer from coffee husks leftover from processing, treatment of wastewater from processing, and production of Beauveria fungus.**
 - MiVana has pushed members to produce their own organic fertilizer by increasing the use of raw materials from coffee husks and other agricultural inputs.
 - Members have applied the knowledge from training in the production of liquid and powder Beauveria to prevent and control pests.
 - The procurement of liquid fertilizer from Premier Canning Industry Co., Ltd. to provide additional nutrients and enhance the health of the coffee trees.
 - Collaborating with SV-Biotech to study ways to enhance the efficiency of Coffee Berry Borer control through experiments with organic agents.
4. **Cultivation of shade trees and economic fruit crops within coffee plantations.**
 - Annual planting of shade trees and economic fruit crops in coffee plantations to create green spaces and forest integrity, while enhancing ecosystem value.
 - Indirectly boosting income for members from the sale of planted economic fruit crops, such as Avocado, Plum, Macadamia, and Indian Gooseberry (Amla).
 - Studying the cultivation of short-cycle medicinal herbs to supplement income before the coffee harvest season, while evaluating the growth feasibility of these herbs in relation to market demand.
 - Planning for 'Forest Ordination' ceremonies and reforestation activities within coffee plantations.
5. **Planting additional coffee trees and replacing aging ones.**
 - Promoting the enrichment of coffee cultivation by infilling vacant forest patches and replacing unproductive or deceased trees to maintain plantation density.
 - Cultivating coffee seedlings from parent trees in members' areas and selecting high yield, rust resistant varieties.
6. **Construction of firebreaks to prevent wildfires**
 - Collaborating with local communities and government agencies to establish firebreaks, preventing wildfires from encroaching into cultivation areas.

Good Corporate Governance and Enterprise Risk Management

Throughout 48 years of business operations, Premier Marketing Public Company Limited and its subsidiaries have remained committed to achieving long-term sustainable success. This is driven by the Premier Group's 5 Core Values, emphasizing legal compliance, good corporate governance, transparency, and accountability. We proactively manage business risks through strategic planning and budget allocation to ensure continuous long-term growth. Furthermore, we extend these practices across our business value chain, fostering collaboration with partners to build collective strength and reach our shared goal of sustainable business success, as detailed in the following sections.

Good Corporate Governance

The details supporting our Corporate Governance policy encompass risk management guidelines, internal controls, and auditing. We conduct our business fairly within legal frameworks and business ethics, including a tax policy strictly compliant with law, ensuring transparency, accountability, and timeliness. This extends to active tax cooperation with the Revenue Department and relevant authorities, aligning with the Governance and Risk Oversight Committee's policies. To ensure equitable and fair treatment for all stakeholders, the company provides a dedicated whistleblowing channel. Stakeholders can report complaints, suggestions, or concerns regarding impacts from our business operations or employee misconduct—including legal violations, unethical behavior, potential corruption, unequal treatment, or negligence. Detailed evidence can be submitted to the Audit Committee and Company Secretary through the following channels:

Whistleblowing and Grievance Channels

Premier Marketing Public Company Limited

Address: No. 1, Premier Corporate Park, Soi Premier 2, Srinakarin Road,
Nong Bon Sub-district, Prawet District, Bangkok 10250

Telephone: 02-301-2071 **Fax:** 02-748-2063

Email: Kulthida.act@pm.premier.co.th

Whistleblowing and Grievance Channels



As a result of our continuous commitment to Corporate Governance principles, the company has been awarded an 'Excellent' (5-star) CG scoring in the 2025 Corporate Governance Report (CGR) of Thai Listed Companies. This assessment is conducted by the Thai Institute of Directors (IOD), with support from the Stock Exchange of Thailand (SET) and the Securities and Exchange Commission (SEC).



Good Corporate Governance and Enterprise Risk Management

Premier Marketing PCL and its subsidiaries are committed to Good Corporate Governance and ethical management. By upholding transparency, accountability, and fairness, we drive stable and sustainable growth while strengthening the confidence of our shareholders, investors, and all stakeholders.

Corporate Governance Policy and Guidelines

1. Integrity and Transparency: Conduct business with honesty, fairness, and transparency, ensuring accountability and sufficient disclosure to all relevant parties.
2. Internal Control and Risk Management: Establish appropriate and effective systems for internal control, risk management, and internal auditing.
3. Shareholder Rights and Equitable Treatment: Prioritize shareholder rights and ensure equitable and fair treatment for all shareholders and related parties.
4. Compliance and Business Ethics: Adhere to legal requirements, relevant regulations, and business ethics to ensure the protection and well-being of all stakeholder groups.
5. Clear Governance Structure: Define clear structures, roles, and responsibilities for each group of directors and sub-committees.

Corporate Governance Plans and Goals

Our current Corporate Governance Policy is strictly aligned with the Principles of Good Corporate Governance for Listed Companies as prescribed by the Stock Exchange of Thailand (SET). These principles are categorized into the following five pillars:

- Chapter 1: Rights of Shareholders
- Chapter 2: Equitable Treatment of Shareholders
- Chapter 3: Role of Stakeholders
- Chapter 4: Disclosure and Transparency
- Chapter 5: Responsibilities of the Board

To support our Good Corporate Governance Policy, the company has integrated robust frameworks for risk management, internal control, and internal auditing. We conduct our business with fairness, adhering strictly to legal requirements and our Code of Conduct. Notably, our Tax Policy emphasizes full compliance with tax laws, ensuring transparency, accountability, and timely filings. We maintain a cooperative relationship with the Revenue Department and relevant government agencies, aligned with the operational standards of the Premier Group's Risk Management and Governance Working Group.

For further details on Risk Management in 2025, please refer to the 56-1 One Report 2025, pages 97-180

Good Corporate Governance and Enterprise Risk Management

Anti-Corruption

Expanding Anti-Corruption Alliances with Business Partners.

Premier Marketing Public Company Limited and its subsidiaries operate within a framework of transparent and accountable corporate governance. We have established an 'Anti-Corruption Policy' as a mandatory guideline for executives and employees at all levels. Our anti-corruption management system covers all operational processes, with a particular focus on procurement, purchasing, and distribution, as well as other areas vulnerable to corruption risks. Furthermore, we are committed to promoting and expanding private sector alliances for ethical business practices, consistently fostering a culture of transparency and shared integrity standards.

The company has maintained its certification as a member of Thailand's Private Sector Collective Action Against Corruption (CAC) since 2014. Through continuous renewals and a robust internal communication plan, we ensure that our Anti-Corruption Policy is thoroughly reviewed and practiced by all employees. Our current action plan covers the following strategic areas:

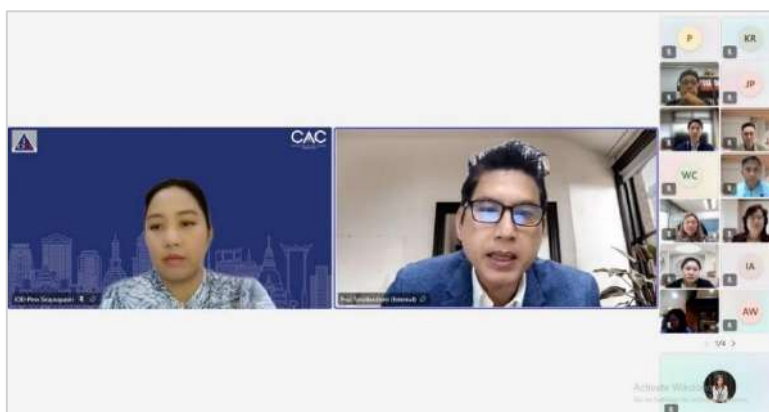
- Annually reviewing corruption risk assessments and establishing internal control systems tailored to operational risks, such as disbursements, donations, sponsorships, and the giving or receiving of gifts.
- Driving the 'CAC Change Agent' initiative by encouraging subsidiaries and business partners to declare their commitment to collective anti-corruption standards.
- Subsidiaries P.M. Food and Premier Canning Industry secured their 2nd consecutive CAC certification renewal in 2024.
- Providing annual anti-corruption training and engagement activities to foster an ethical corporate culture among all employees.
- Promoting business transparency among partners through the 'PM CAC Change Agent Day 2025' knowledge-sharing initiative.
- Certified as a 'CAC Change Agent' for two consecutive years (September 2025 – September 2027), reflecting our commitment to expanding anti-corruption networks.

Premier Marketing PCL mobilized executives, employees, and business partners to join the virtual Anti-Corruption Day 2025 hosted by the Anti-Corruption Organization of Thailand (ACT). Under the theme 'Is it true that without corruption, nothing happens?', we reaffirmed our stand against corruption alongside national networks.



Good Corporate Governance and Enterprise Risk Management

In 2025, Premier Marketing Public Company Limited actively expanded its private sector network for transparent business practices. By declaring ourselves a 'CAC Change Agent,' we demonstrated our commitment to extending integrity standards throughout our value chain. We encouraged our SME partners to join the Thailand's Private Sector Collective Action Against Corruption (CAC) by declaring their intentions via www.thai-cac.com. On September 10, 2025, the company hosted the 'PM CAC Change Agent Day 2025' virtually. We were honored to have Ms. Pinn Siraprasasiri, CAC Project Manager, as a guest speaker to educate and inspire our partners. The event was attended by 20 business partners and alliances. Looking ahead, we aim to invite more partners to join this collective commitment in 2025, fostering a 'Tripartite Synergy' to strengthen our sustainable business value chain.



training and knowledge sharing sessions for the PM CAC Change Agent Day 2025.

Integrity Training Goal: Achieving 100% employee participation and passing rate in the 'Sujarit Thai' online self-learning course to ensure a deep understanding of ethical business conduct.

2025 Operational Performance Highlights

Employee Acknowledgment and Completion of Anti-Corruption Policy and Guidelines Training (Company and Subsidiaries).

Business Partners (Tier-1) participating in the 'PM CAC Change Agent Day 2025' seminar.

Employees' Completion and Passing Rate of the 'Sujarit Thai' (Thai Integrity) Training Program (Premier Marketing PCL).



100%



20
Companies



100%

Good Corporate Governance and Enterprise Risk Management

Risk Management

Risk Management Policy and Plan

Premier Marketing Public Company Limited and its subsidiaries adopt the ISO 31000:2018 Risk Management Framework, aligning with our commitment to sustainable growth under the Premier Group's core mission: 'The Premier Business, The Happy People, The Sustainable Society.' This framework enables the identification of key risk factors impacting operational success and serves as a vital mechanism for responding to potential changes. To ensure oversight, the Board of Directors has appointed the Governance and Risk Oversight Committee. This committee is responsible for monitoring, auditing, and evaluating risk management performance, while providing strategic guidance on governance and risk mitigation to the management of the company and its subsidiaries.

Since 2020, the Governance and Risk Oversight Committee has provided strategic oversight to ensure risk awareness across all levels of the organization. We view robust risk management as a key driver for sustainable growth, enabling us to seize opportunities while mitigating future business impacts.

In 2025, we conducted a comprehensive review of our organizational risk context, assessing significant risks at both corporate and departmental levels. Consequently, proactive measures have been implemented to minimize the likelihood and impact of these risks on our strategic goals.

Risk Management Structure



Enterprise Risk Management Policy and Risk Management Structure" For further details, please visit: <https://www.premier-marketing.co.th/sustainability/sustainability-business-governance/Risk-Management>

Risk Management Highlights 2025: Additional details are available in the 2025 One Report on pages 26-34.

Good Corporate Governance and Enterprise Risk Management

Roles and Responsibilities

1. **Board of Directors:** The Board of Directors is responsible for ensuring that the Company maintains a comprehensive risk management system, featuring effective reporting and monitoring processes. The Governance and Risk Oversight Committee supports this by monitoring, auditing, and evaluating risk management performance, while providing strategic guidance to the executive management—including the Managing Director and senior executives of the Company and its subsidiaries.
2. **Chairman:** The Executive Chairman is responsible for upholding and promoting the organization's core values. This includes ensuring that business operations are conducted in alignment with these values, alongside robust corporate governance and risk management practices.
3. **Director:** The Managing Director is responsible for managing and overseeing daily business operations in accordance with the organization's core values. This role includes ensuring the practical implementation of governance and risk management frameworks throughout the organization.

Company Risk Categories

To ensure effective risk assessment, analysis, and the development of proactive mitigation and response measures, the Company and its subsidiaries have identified key business risks as follows:

1. Risk of Loss in Sales and Revenue
2. Reputational Risk from Consumer Complaints
3. Compliance and Emerging Risk from Sodium Tax Regulations
4. Environmental, Social, and Governance (ESG) Risk
5. Cybersecurity and IT Infrastructure Risk
6. Distribution Channel Risk
7. Technological Disruption Risk
8. Food Safety and Regulatory Compliance Risk
9. Raw Material Price Volatility and Supply Shortage Risk
10. Foreign Exchange (FX) Rate Risk
11. Natural Disaster and Climate Change Risk
12. Personal Data Protection Act: PDPA

Good Corporate Governance and Enterprise Risk Management

Risk Management Process

Processes and Procedures	Goals
Communication and Consultation	• Defining the Appropriate Context. • Personnel involved in the risk management process understand the criteria for decision-making and implementation. • Key lessons learned are shared and transferred to ensure mutual benefits across the organization.
Establishing the Context	• To gain a comprehensive understanding of various factors that influence the ability to achieve objectives. • Defining the scope of activities within the risk management framework. • Establishing Risk Criteria.
Risk Identification	• Developing a comprehensive list of risks and opportunities arising from events that may enhance, prevent, degrade, accelerate, or delay the achievement of objectives.
Risk Analysis	• Understanding risk levels both before and after internal controls. • Identifying ineffective control measures. • Providing essential data for risk evaluation and treatment.
Risk Evaluation	• Determining the adequacy and acceptability of current risk controls. • Considering additional risk treatment and control measures. • Prioritizing risks for further management and action.
Risk Treatment	• Developing risk treatment measures for risks that exceed the acceptable threshold. • Ensuring a comprehensive understanding of residual risks across the organization. • Prioritizing risks for treatment, continuous monitoring, and periodic review.
Monitoring and Review	• Providing up-to-date risk information and insights. • Identifying emerging risks that may impact the organization. • Obtaining feedback on the effectiveness and efficiency of internal controls. • Identifying the need for additional risk treatment measures. • Establishing criteria for risk re-prioritization and assessment. • Capturing lessons learned from various events (failures, near-misses, and successes).

Good Corporate Governance and Enterprise Risk Management

Risk Rating

Upon calculating the risk scores, the results are mapped onto the Risk Matrix to categorize the risk levels as follows:

Risk Level Scorecard							
Impact	Very High / Disaster	5	6	7	8	9	10
	High / Crisis	4	5	6	7	8	9
	Moderate	3	4	5	6	7	8
	Low / Minor	2	3	4	5	6	7
	Negligible	1	2	3	4	5	6
			1	2	3	4	5
			Likelihood				

Risk Matrix for Risk Level Determination

The Company and its subsidiaries emphasize building risk management awareness among the Board of Directors, executive management, and employees at all levels. This initiative promotes the integration of risk management into daily operations, enabling the organization to seize opportunities, mitigate impacts, and achieve its objectives and goals sustainably.

Value Chain Management

The Company strives to balance business growth with the impacts on both internal and external stakeholders. We foster collaborations to enhance the business and social value chain, driving collective strength and sustainability. This commitment extends across the entire value chain—from upstream to downstream—encompassing suppliers, manufacturers, and distributors. All partners are expected to align their business practices with our principle of 'Mutual Sustainable Success' and our 'Value Chain Enhancement' concept. In managing a sustainable value chain, the Company prioritizes supplier sourcing and selection through rigorous risk assessments, joint opportunity creation, and effective performance monitoring.

Supplier Sourcing and Selection: The Company's supplier sourcing and selection process begins with a preliminary screening through self-assessment questionnaires and supporting documentation. Suppliers are then evaluated against established criteria for inclusion in the Approved Vendor List (AVL). We implement annual performance review plans and conduct regular On-site Audits for key partners to foster continuous improvement in raw material quality and food safety standards. Our collaborative approach focuses on overcoming operational obstacles and enhancing efficiency through joint problem-solving. This includes regular site visits for knowledge exchange, production process audits, and technical guidance on inspection methods. These initiatives ensure that raw materials meet functional requirements at competitive costs, while simultaneously strengthening long-term, positive relationships with our business partners.

Risk Assessment: To mitigate potential risks and foster collaborative business potential for long-term sustainability, the Company integrates sustainability risk assessments across all three dimensions (ESG Risk Management) into its decision-making process. In 2025, the Company and its subsidiaries established an annual supplier audit plan, utilizing Supplier Self-

For more information regarding our Supplier Policy, please visit: <https://www.premier-marketing.co.th/sustainability/sustainability-business-governance/supply-chain-management>

Assessment questionnaires and scheduling ESG On-site Audits. Over the past year, the Company conducted on-site audits for three key partners: Sikarin Public Company Limited (Healthcare and Medical Services), Durbell Company Limited (Consumer Goods Distribution), and Iron Mountain (Thailand) Company Limited (Document Storage and Management Services). The audit results for all three companies were rated as 'Excellent,' demonstrating their commitment to comprehensive ESG business practices. Furthermore, the subsidiaries conducted on-site visits to 32 additional suppliers, all of whom are identified as Critical Tier-1 Suppliers. The Company has therefore developed a comprehensive sustainability audit and engagement plan to encourage our partners to integrate Environmental, Social, and Governance (ESG) principles into their operations. This initiative not only strengthens the relationships between the Company and its suppliers but also fosters collaborative opportunities for long-term sustainable business development.



Value Chain Management

2025 Operational Performance Highlights

Approved Vendor List



100%

ESG Onsite Audit



96.08%

Onsite Audit: Tier-1



32 s18

Average score of 3
(Premier Marketing Public Company Limited)

Sustainable Sourcing and Traceability of Key Raw Materials

Guided by 'Mutual Sustainable Success,' we enhance value across our business chain through collaboration and mutual benefits. By integrating Sustainable Procurement and Full Traceability from raw materials to consumers, we ensure product excellence, regulatory compliance, and long-term value for all stakeholders.

2025 Operational Performance Highlights

The trading partner has passed the inspection and complied with IUU (Illegal, Unreported, and Unregulated) fishing requirements by the Department of Fisheries.



100%

The raw materials met the assessment criteria according to the standards.



100%

With Taro products, consumers can scan to verify the source of the ingredients.



100%

Value Chain Management

Collaborative and mindful cooperation throughout the value chain

We believe that every bite of our food and snacks carries a meaningful story—from the origin of raw materials to cultivation, processing, and manufacturing standards that ensure utmost safety. Today's consumers seek more than just taste; they prioritize nutritional value and personal well-being. This has led to our rigorous traceability process, covering everything from raw material sourcing to delivery. On P.M. Food's sustainable business path: 'Every step of TARO's journey is crafted with care, from upstream to downstream.'

P.M. Food Co., Ltd. prioritizes the careful selection of fish, the primary ingredient for Surimi, as well as other components such as sauces, sugar, and cassava starch. We collaborate closely with partners like Sanguan Wongse Industries Co., Ltd. and Vita Barance Co., Ltd. to source high-quality materials and implement a comprehensive Traceability Program.

Attention to cultivation

Farmers in Nakhon Ratchasima cultivate and supply cassava to processing plants, where it is transformed into high-quality starch—a versatile raw material for various products, including TARO Fish Snacks. Driven by a commitment to farmer development, Sanguan Wongse Industries Co., Ltd. empowers these local growers with advanced agricultural knowledge and cultivation techniques. This partnership enhances both the quality and efficiency of cassava production, ensuring a stable and sustainable income for the farming community.



Mr. Swing Juijaiherm, a local farmer, shared his experience: 'Relying solely on chemical fertilizers required us to increase the dosage every year. However, switching to organic fertilizers has kept the soil moist and ensured safety for the crops, ourselves, and the consumers. Sanguan Wongse has been instrumental in providing the knowledge to produce manure and compost. This support helps farmers reduce costs and increase yields, while their commitment to year-round purchasing ensures a steady and increased income for our families.'

Mr. Chaiwat Chokthaworn, General Manager of Sanguan Wongse Industries Co., Ltd., stated: "Cassava is the heart of our business. We believe that high-quality raw materials lead to superior products. Therefore, empowering farmers with the knowledge and skills to pursue cassava farming as a stable profession is vital for their families' well-being. Currently, the Company has a dedicated Agricultural Relations team that provides soil testing services, recommends customized fertilizers tailored to local soil conditions, and organizes annual training workshops to continuously enhance farmers' expertise."



Value Chain Management

Attention to processing and production

Beyond maintaining high quality and meticulous care throughout the cassava starch production and processing stages, Sanguan Wongse Industries also places significant emphasis on waste management. The company ensures that its waste disposal processes are handled with the same level of commitment to excellence as its core production.



Mr. Kavee Tantiwong, Managing Director of Sanguan Wongse Energy Co., Ltd., stated: "Previously, the production process generated fermentation odors from bacteria in the peeled cassava skins, causing disturbances to the surrounding community. To address this, the company collaborated with partners in the United States to develop a waste management project. We established a Biogas Plant to treat wastewater and eliminate odors, while simultaneously generating renewable energy to replace fuel oil and produce electricity. This initiative reflects our goal of sustainable coexistence with the community. Furthermore, it strengthens the confidence of our partners and ensures that Vita Barance Co., Ltd. can distribute high-quality cassava starch that meets the highest industry standards.

Paying attention to customer needs

Mr. Peerapun Jiewporntip, CEO of Food Business at Vita Barance Co., Ltd., a leading food chemical distributor, shared: "In our collaboration with P.M. Food Co., Ltd., we were tasked with sourcing and developing specific cassava starch for TARO Fish Snacks. To meet this requirement, we worked closely with Sanguan Wongse Industries Co., Ltd. to co-develop and deliver a product that meets the highest standards. We are committed to strengthening the value chain of this nutritious snack and fostering a sustainable partnership that grows together for the long term.



Attention to detail throughout the value chain, from upstream to downstream



Mr. Viphas Jiraphas, Managing Director of P.M. Food Co., Ltd., concluded on the importance of value chain collaboration: "We prioritize every step of our value chain, from upstream to downstream. For our core ingredient, we select high-protein marine fish rich in essential nutrients. For all other raw materials, we ensure full traceability and clear origins to guarantee safety. Our commitment extends beyond quality to the value we provide to society and the environment. The Company remains dedicated to continuous development and expanding collaborations with our partners to elevate raw material standards, ensuring our consumers receive snacks that are both nutritious and safe.

Value Chain Management

Customer Responsibility

Traceability

Driven by our commitment to elevating consumer standards, the Company aims to go beyond providing nutritional value by fostering consumer awareness regarding raw material origins. We believe that knowing what we consume and where it comes from is the first step in making safer, more informed choices. By setting a new benchmark for food producers through transparent traceability, we reflect our dedication to sustainable business practices.

To achieve this, we have implemented a Traceability system for every pack of TARO, allowing consumers to verify the origin of our primary ingredient (fish) alongside other essential information—such as our sustainable and transparent procurement criteria, international manufacturing standards, and nutritional facts. Launched in 2021, this initiative was further enhanced last year with a redesigned interface to boost engagement. Consumers can now conveniently and transparently access end-to-end traceability data—from source to delivery—by simply scanning the QR Code on the packaging.

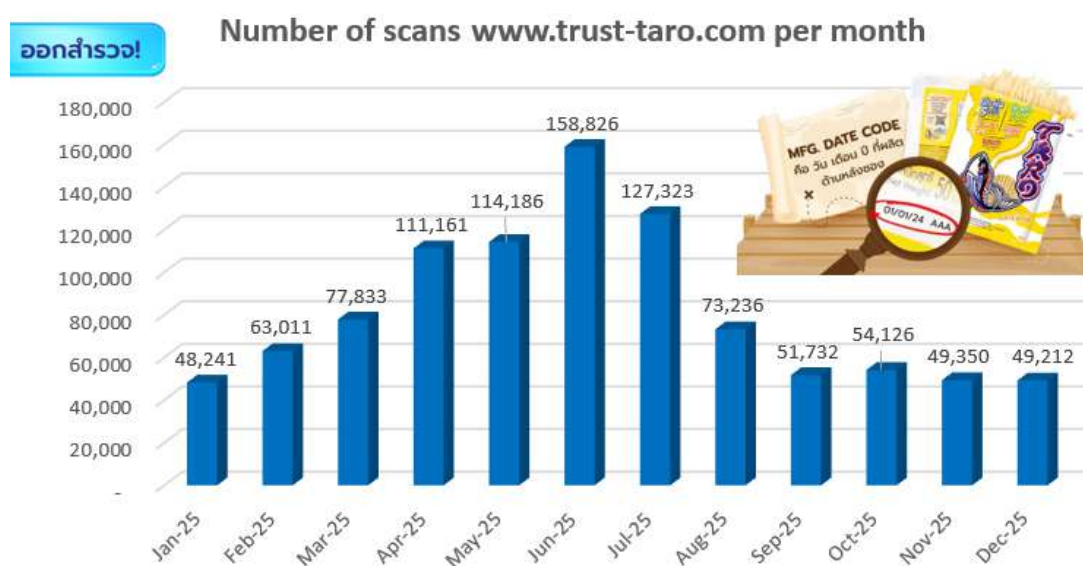


Scan the pack with TARO: Deep Insights, Real Facts, and Full Transparency at Every Step.

Value Chain Management

Consumers can easily access and understand all relevant content by scanning the QR code on every pack of TARO products. This feature allows them to verify the origin of the fish used in the Surimi production of each of our selected suppliers.

For 2025, the Company has set a clear target to drive consumer awareness, aiming for at least 20,000 scans per month on the www.Trust-TARO.com platform.



The graph shows consumer scans for traceability purposes.

The graph illustrates the number of scans to the www.Trust-TARO.com platform, showing consistent engagement exceeding 20,000 scans every month. The peak occurred during a school outreach program focused on traceability, reaching 158,826 scans in a single month. In 2025, the average monthly engagement stood at 81,519 scans, with a total annual count of 978,236 scans (January – December). This performance significantly exceeds our established targets, successfully setting a new benchmark for consumer awareness in sustainable consumption.

Value Chain Management

Procurement of sustainable packaging.

As part of our commitment to long-term business sustainability, Premier Canning Industry Co., Ltd., a subsidiary, has been dedicated to collaborative research and development with leading packaging manufacturers. Together, we aim to ensure that our packaging is produced with social and environmental responsibility, promoting resource efficiency and waste reduction. Through these strategic partnerships, the Company has successfully introduced innovative packaging solutions that support our sustainable growth.

Recognizing that packaging is a significant factor in environmental impact, the Company has collaborated with partners to conduct feasibility studies and trials for Mono-material Retort Pouches. This design enables the packaging to be fully recyclable, addressing the challenges of traditional multi-layer materials. Our Procurement, Production, and Quality Control departments have worked in synergy with suppliers to design sustainable packaging that minimizes environmental footprints. This initiative was piloted with our house-brand products and expanded to interested clients. Over the past year, the Company has achieved the following packaging development:

Packaging Development Roadmap with Partners

- FSC-Certified Paper Packaging: Develop and transition to paper packaging sourced from responsibly managed forests, certified by the Forest Stewardship Council (FSC).
- Outer Box Optimization: Reduce paper grade and optimize printing by switching from 3-color to 1-color printing to minimize chemical use.
- Eco-friendly Label Coating: Transition product label coatings from UV Coating to Water-based Coating to enhance recyclability and reduce environmental impact.
- Insert Reduction & Design Refinement: Reduce the height and grammage of box inserts by half, and ultimately eliminate inserts through improved box design.
- Pouch Packaging Efficiency: Reduce the thickness of CPP (Cast Polypropylene) in aluminum pouches without compromising product safety or quality.
- Inner Box Grammage Optimization: Reduce the grammage of inner packaging boxes while maintaining structural integrity and weight-bearing capacity.



The image shows examples of packaging developed in collaboration with our partners.

Value Chain Management

2025 Operational Performance Highlights

Working with partners to develop reduced size and thickness of packaging (cans and shrink film).



100%

Printing ink used in printing: Environmentally friendly type (Water-based)



100%

Packaging made from pulp certified from FSC (Forest Stewardship Council) plantation forests.



100%

Green Procurement

Green procurement is a key strategy within our responsible sourcing framework. It ensures that the production of our goods and services fosters sustainable consumption. Beyond transparency and fairness, we prioritize the origin of raw materials and ensure that manufacturing processes are environmentally friendly. Furthermore, any outsourced services must strictly comply with environmental impact regulations.

We evaluate green procurement based on the materials and core components that significantly impact the environment. In collaboration with our partners, we conduct feasibility studies on integrating recycled materials—starting from material selection to eco-design—to achieve sustainable product and service delivery. This initiative aims to minimize environmental footprints, with pilot programs focusing on packaging, premium gift items, and marketing/printed promotional materials.

KPI:

- Procure at least 6 products or items with ESG-compliant manufacturing processes within 2025.



Value Chain Management

In line with the Company's commitment to **Environmental, Social, and Governance (ESG)** principles, our Procurement Department prioritizes the selection of partners who share these core values. Our objective is to source products made from recycled and eco-friendly materials, with a strategic focus on packaging, premium gift items, and sustainable promotional media. The following section illustrates our performance results measured against the established Key Performance Indicators (KPIs).

By 2025, as planned, six procurement projects were implemented with ESG (Environmental, Social, and Governance) considerations, as follows:

Item Description	Quantity (pcs)	Environmental Impact Reduction
1. Taro Hawaiian Shirt	845	• Green Material 40% Other 60%
2. Taro Lanyard	16,750	• Green Material 77% Other 23%
	17,400	• Recycled Corrugated Paper 46%
		• Sustainably Sourced Art Paper 31%
		• Green Material 80% Other 20%
		• Recycled Corrugated Paper 50%
		• Sustainably Sourced Art Paper 30%
T-shirt	250	• Green Material 40% Other 60%
3. Long Sleeve Shirt	100	
4. Short Sleeve Shirt	150	
5. Taro Drawstring Bag	500	• Green Material 40% Other 60%
6. Taro Cut Case Box	3,000	• Recycle paper 74% From old magazines and newspapers
		• Soy Ink 5%, Other 21%

2025 Operational Performance Highlights

Target achieved for green procurement items



100%

Procurement Value of Eco-friendly POP Materials



25%

Procurement Value of Eco-friendly Premium Items



5%



The image shows examples of environmentally friendly procurement practices.

Sustainable Product and Service Development

TARO Sheet Zap: A Product Redefining Value

Today, health-consciousness has become a top priority for consumers worldwide. TARO, a long-standing market leader, remains steadfast in delivering nutritious products. P.M. Food Co., Ltd. is committed to efficient resource management, particularly through our 'Whole-Fish Utilization' concept. By maximizing every part of the raw material, we significantly reduce resource loss and manufacturing waste while creating 'New Value' from sustainable sources.

Guided by this philosophy, the Company has researched and developed TARO Sheet Zap, launched in two flavors: Spicy Squid and Meatball Dipping Sauce. The production process incorporates additional fish components to naturally boost calcium levels, catering to consumers seeking snacks that are both flavorful and nutritionally rich. Since its debut last year, the product has received consistently positive feedback. This success reflects our unwavering commitment to developing products that not only meet market demands and promote consumer well-being but also ensure the most efficient and sustainable use of our natural resources.



The image shows products that create new value.
(Taro fish chips, spicy squid flavor, and spicy meatball dipping sauce flavor)

Sustainable Product and Service Development

Developing plant-based food products from food waste.

Driven by our strategy for mutual business sustainability, we continuously seek opportunities to create products and services that maximize the economic value of natural resources while minimizing manufacturing waste. Our goal is to enhance the value chain for all stakeholders by transforming high-quality production by-products into meaningful benefits for people, communities, and the environment.

Premier Canning Industry maximizes resource efficiency by transforming fish by-products—such as heads, bones, and skins—into ‘**Power Fish**’ organic fertilizer. This ‘Waste-to-Value’ initiative reduces environmental impact and fosters a circular production cycle, creating sustainable value for the organization, community, and society.



Power Fish: Premium Organic Fertilizer – Transforming Resource Efficiency into Sustainable Innovation.

Committed to quality through safe, chemical-free production and the promotion of organic farming. Certified by IFOAM (International Federation of Organic Agriculture Movements) standards, equivalent to European Union organic regulations.

- Complete Macro-nutrients: Rich in Nitrogen (N), Phosphorus (P), and Potassium (K) to support robust plant growth.
- Natural Growth Hormones: Contains natural hormones that boost crop yields and accelerate healthy development.
- Beneficial Microorganisms: Infused with helpful microbes that enhance plant immunity and disease resistance.
- Rich in Amino Acids: Contains over 14 types of amino acids to stimulate essential plant biological processes.
- Premium & Traceable Raw Materials: Made from high-quality tuna with fully traceable origins, ensuring confidence in every production step.
- 100% Chemical-Free: Completely safe for plants, users, and the environment.
- High Concentration: Highly concentrated formula that can be diluted 200-1,000 times; easy to use and adaptable to various plant types.



FOOD WASTE to “Power Fish”

Sustainable Product and Service Development

Driven by our core business philosophy, the Company is dedicated to developing nutritious and safe food, snacks, and pet food products. We strive to ensure equitable access to high-quality nutrition for both people and pets. By leveraging our expertise and collaborating with partners throughout the value chain, we are committed to responsible production and actively addressing societal challenges. One of our primary focuses is the rising prevalence of Non-Communicable Diseases (NCDs), a critical health issue intensified by improper dietary habits and a lack of nutritional literacy. Our mission is to bridge this gap by promoting better understanding and providing access to nutritious choices, ultimately fostering long-term health and happiness for all consumers and their pets.

Consequently, the Company serves as a vital 'connecting link' between producers and consumers. We actively promote healthy dietary habits by offering nutritious options, such as TARO Fish Snacks, which now feature a 30% sodium reduction across all products. Furthermore, our new TARO Sheet Zap enhances nutritional value by incorporating natural calcium, catering to the growing demand for healthy snacks. In our pet food segment, our Atlas Cat brand offers a diverse range of formulas tailored to the specific needs of cats. Beyond food, our social enterprise, MiVana Organic Forest Coffee, has expanded its reach through new distribution channels and three flagship cafes: Srinakarin, Sathorn, and Don Mueang Airport. We continuously develop innovative coffee recipes to provide a premium experience for diverse consumer tastes. To foster deeper consumer engagement, we launched the 'MiVana: Grown to Greatness' campaign, inviting the public to plant 10,000 trees to restore degraded forests. This initiative aims to conserve watersheds, promote sustainable income for local farmers, and ensure a flourishing forest heritage for future generations.

The Company remains committed to continuously enhancing our value chain through comprehensive Traceability, now expanded to cover all TARO product groups. Our focus extends to sustainable raw material procurement and eco-friendly packaging, while actively collaborating with partners to increase the upcycling of manufacturing waste. Simultaneously, our distribution teams are strategically expanding into new domestic and international markets. Throughout 2025, we further elevated our value chain by actively participating in the CAC Change Agent project. This initiative reinforces Thailand's private sector collective action against corruption by inviting our business partners to formally declare their commitment to anti-corruption practices. We remain steadfast in upholding good governance and ethics, in line with the **Premier Group's Core Values**. Detailed information regarding these activities is available on our corporate website: www.premier-marketing.co.th



The image illustrates the business performance results.

Creating Value for Employee Security

(Internal Social Aspect)

Employee Management

Premier Marketing Public Company Limited and its subsidiaries recognize that our employees are the primary drivers of organizational success and competitive advantage. Our management team is dedicated to comprehensive human resource planning—encompassing strategic recruitment, talent development, and the provision of a safe and supportive working environment. We strive to foster employee well-being and long-term engagement, which are fundamental to the enduring sustainability of our business.

Valuing the direct impact of our workforce on operational excellence, the Company strictly adheres to key organizational policies. These include human rights and equality in employment, fair compensation and benefits, and stringent occupational health and safety standards. Furthermore, we are committed to empowering our employees by providing opportunities for career advancement, skill enhancement, and the platform to showcase their capabilities—ultimately elevating their quality of life and ensuring long-term security. Detailed practices are as follows:

Human Capital Management

In response to a rapidly changing social landscape, the Company prioritizes agile human resource management to ensure timely adaptation to emerging situations. We have established comprehensive policies and frameworks covering the entire Employee Life Cycle, from recruitment and onboarding to retirement.

Our approach encompasses fair compensation, competitive benefits, and career advancement through continuous talent development. Furthermore, we promote holistic well-being by encouraging employee participation in welfare management and upholding the principles of Equality and Diversity. By strictly adhering to human rights standards and treating all individuals with respect, we foster long-term employee engagement and satisfaction within the organization.

Fair Employment and Equality

In practice, the Company demonstrates its commitment to equality by employing all staff—including international employees—under a consistent monthly-salaried status across all positions. We actively encourage employees from all levels and departments to participate in the Welfare Committee and the Occupational Health and Safety Committee. This ensures inclusive involvement in managing workplace safety and co-creating welfare programs that foster employee well-being and satisfaction.

In 2025, the Premier Group undertook a significant review and restructuring of our wage system. The primary objective was to enhance our employees' standard of living in alignment with current economic conditions. By analyzing the Cost of Living Index and essential living expenses—such as housing, consumables, and transportation—we ensured that our compensation reflects economic reality and remains sufficient amidst rising inflation. This new wage structure has been officially approved and implemented. It stands as a testament to the commitment of the Company and its subsidiaries to treating our employees as valued business partners, ensuring our mutual and sustainable growth.

Employee Management

Labor Standards

Equality Policy

Premier Marketing Public Company Limited and its subsidiaries are committed to providing equal employment opportunities across all domestic and international operations for qualified candidates. We ensure equality regardless of race, skin color, gender, religious beliefs, or any other protected characteristics. This principle of equality extends to all aspects of employment, including recruitment and hiring, job assignments, promotions, transfers, terminations, wage and salary administration, and access to professional training and development. The Company is dedicated to managing Diversity and Inclusion (D&I) appropriately within our workforce.

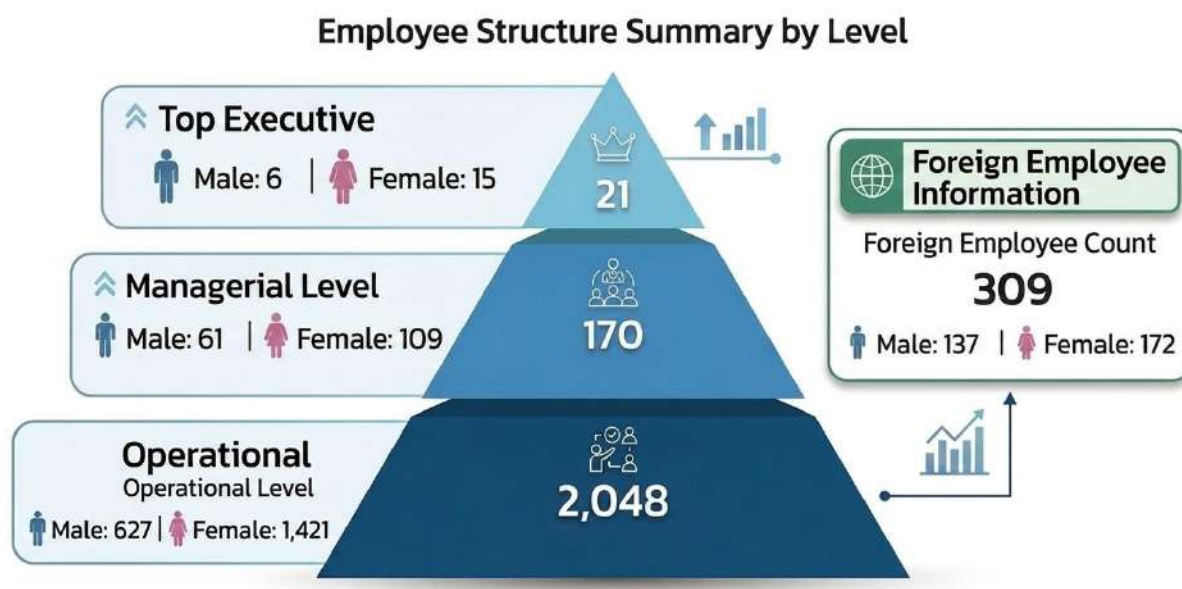
Furthermore, we extend our commitment to equality to our business partners, customers, and visitors, respecting all religious beliefs and cultural backgrounds. It is our policy that all employees must study and conduct themselves in accordance with the local traditions and cultures of each society where the Company operates.

Guidelines for Practice

1. **Respect Diverse Perspectives:** Actively listen to and encourage the expression of differing opinions from others.
2. **Encourage Constructive Dialogue:** Promote and stimulate employees to express their views creatively within the framework of the law.
3. **Equal Employment Status:** Employ all staff on a monthly-salaried basis across all positions, embracing diversity regardless of gender, language, age, skin color, religion, race, nationality, personal values, education, or social status.
4. **Non-Discriminatory Recruitment:** Ensure zero discrimination in recruitment and selection, providing equal opportunity for career advancement based on individual performance.
5. **Fair Compensation:** Establish fair compensation structures that are appropriate for the nature and specific requirements of each role.
6. **Performance Accountability:** Conduct formal performance evaluations for all employees at least once a year.
7. **Continuous Development:** Support and promote training and educational opportunities as part of talent development for the mutual benefit of both the Company and its employees.

Employee Management

2025 Operational Performance Highlights



Employee Potential and Capability Development

We focus on enhancing employee potential and capabilities through targeted training aligned with our **Core Competencies** in three key areas: Core Values, Management, and Functional Responsibilities. This ensures that our workforce possesses the knowledge, skills, and techniques required to meet expected standards.

Furthermore, the Company fosters a deep understanding of sustainability through our specialized course: "Paving the Path to Sustainability: Sustainability Mindset & Core Values-based Coaching." Guided by our philosophy of "Harmonious Alignment of Success," this initiative encourages employees to apply sustainable practices in their daily operations, driving effective results and ensuring long-term business goals are met efficiently and sustainably.

- **Foster Self-Learning:** Create opportunities for autonomous learning and leverage information technology to enhance operational efficiency.
- **Bridge Competency Gaps:** Close skill gaps to enable more effective and streamlined performance.
- **Succession Planning:** Develop future leaders (**Successors**) through targeted **Individual Development Plans (IDP)**.
- **Embed Sustainability Mindset:** Cultivate an understanding of sustainability based on the "Harmonious Alignment of Success" framework, ensuring practical and effective application in the workplace.
- **Enhance Productivity:** Develop personnel to increase productivity in alignment with our sustainable business direction.

Employee Management

Summary table of employee training and development results for the year 2025

Course	PM	PMF	PCI	MVN
Core Competency				
Number of courses	4	1	1	2
Number of employees participating.	384	36	325	33
Percentage	100	3.67	34.69	39.76
Managerial Competency				
Number of courses	12	3	1	-
Number of employees participating.	220	3	29	-
Percentage	92.05	0.31	3.09	-
Functional Competency				
Number of courses	15	35	64	11
Number of employees participating.	162	930	396	106
Percentage	67.78	94.90	42.26	100



The development of employees' potential and abilities

Promoting Employee Engagement

Driven by the vision of fostering a Self-Learning Culture, the Company actively supports the use of creativity in the workplace—a fundamental Core Value of our organization. We believe that creativity is essential for building a resilient business that thrives in the long term. Consequently, the Company has established policies to encourage employee participation in process improvement, knowledge management, and knowledge sharing, ensuring that organizational expertise is preserved and passed down through generations.

P.M. Food Co., Ltd. places great importance on Knowledge Management (KM) as a means to capture and centralize critical skills and operational expertise. Typically, this valuable institutional knowledge resides within experienced personnel and can be fragmented. To ensure structured succession and continuous development, we have implemented a framework to gather, systemize, and transfer this expertise from subject matter experts. This ensures that our workforce can easily access, study, and apply this knowledge to maintain and enhance operational efficiency consistently.

Employee Management

Employee Participation in Process Improvement

P.M. Food Co., Ltd. has consistently encouraged employee participation in productivity enhancement initiatives. By empowering staff to improve their own work processes and departmental operations, we have successfully reduced production costs and minimized various forms of waste. These activities foster a positive attitude and boost employee morale, while providing opportunities to learn new technologies and methodologies, thereby enhancing professional skills and competencies. To drive these continuous improvements, the Company has established two dedicated project teams:

- The Technical Team: Responsible for providing training on improvement tools and coaching employees on the necessary skills for process optimization.
- The Promotion Team: Focused on incentivizing participation through activities and rewards, as well as managing internal communications, signage, and public relations boards.

Both teams work in close coordination to ensure seamless execution. Furthermore, the Company has integrated these improvement targets into Individual Goals under the 'People Goal' category of the annual performance appraisal system. The performance results of the Work Improvement Project for the past year are as follows:



2025 Operational Performance Highlights

Number of employees involved



359
(Persons)

Number of suggestions
that have been implemented



94
(Suggestions)

Number of suggestions
from all employees



887
(Suggestions)

Employee Management

In 2025, the Company provided a platform for employees to engage in social responsibility through the 'Active Citizen' (Kon Jing Mai Ning Doo Dai) project, now in its sixth consecutive year. This initiative empowers our staff to deliver positive value and share their success with underprivileged individuals in both local and wider communities.

This year, the project collaborated with the Social Sustainability Development Department to work alongside three foundations in need of volunteers to help build a better society. The process began with active listening to understand the challenges faced by each foundation, followed by collaborative sessions where employees proposed creative solutions based on their personal interests and expertise. These efforts have successfully expanded upon last year's developments, resulting in five integrated projects that have transitioned into full-scale implementation, as follows:

- **Reducing Dropout Rates for Yuvabadhana Scholars:** Addressed the crisis of 111 scholarship students at risk of dropping out due to poverty, academic struggles, and personal challenges by providing essential support systems to keep them in school.
- **Combating Child Malnutrition:** Tackled the critical nutritional crisis among Thai children, who face high risks of both obesity and nutrient deficiency, through awareness and improved dietary management.
- **Unlocking Early Childhood Creativity:** Empowered teachers and parents to support "Free Learning" and unstructured play, allowing young children to explore their potential and grow without limits.
- **Career Guidance for Secondary Students:** Developed comprehensive career counseling channels to serve as a guideline for high school students, introducing them to diverse professional paths and future opportunities.
- **Sustainable Marine Conservation in Trang & Krabi:** Partnered with the **Enlive Foundation** and local communities to address the impact of global warming on the Andaman Sea by establishing sustainable learning processes for marine conservation.

In late 2024, the Active Citizen team and partner foundations co-designed project roadmaps for 2025. Following on-site implementation, we successfully completed the mid-year review to ensure all initiatives remain on track and aligned with our strategic goals.



Employee Management

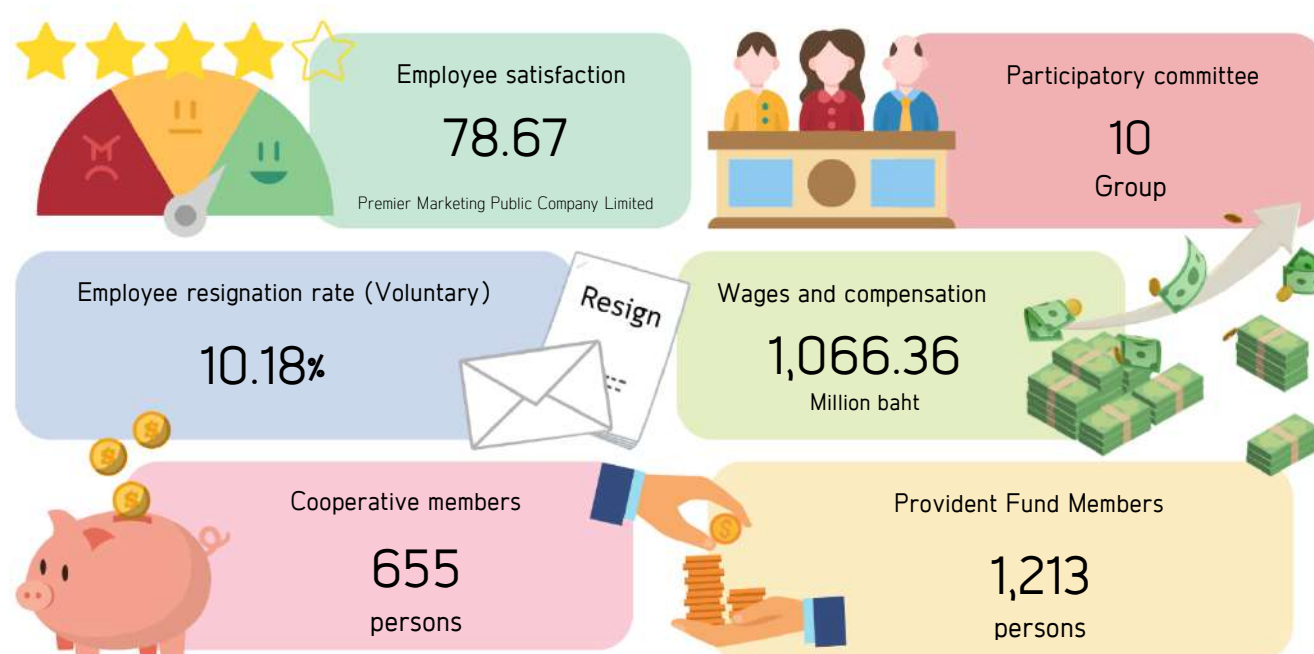
Employee Retention

In alignment with our business philosophy 'Business Progress, Employee Security, and Sustainable Society', we are dedicated to fostering high Employee Engagement. We empower our staff to co-create a happy workplace and a positive atmosphere that encourages mutual learning and knowledge sharing within the organization.

We prioritize Work-Life Balance by providing meaningful relaxation during work hours, managed through the Welfare Committee and the Happy Workplace Committee. These efforts are realized through various initiatives, including Energy Day; 'Plant & Change,' 'Roll with Taro' rhythm activities, 'Songkran Fun with Taro,' Halloween costume contests, Chinnasa Meditation (Mastering the Mind), and 'Weight Loss Challenges' for health promotion. Additionally, the 'PM Sharing Radio' serves as a lively internal platform for music requests and news updates, keeping our community connected.

Policies and guidelines for employee care can be found in more detail here: <https://www.premier-marketing.co.th/sustainability/en/sustainability-stable-focus/Employee-Well-Being>

2025 Operational Performance Highlights



Employee Management

Examples of activities to promote quality of life and employee welfare.



The image shows various activities according to the employee care plan



Human Rights Focus

Human Rights & Community

The Company remains committed to **Good Corporate Governance** as a foundation for sustainable development. We have established a comprehensive **Human Rights Policy**, which mandates that executives at all levels take direct responsibility for its implementation. This policy ensures that all employees understand and adhere to our Code of Conduct, extending across our entire **Value Chain**—including business partners, suppliers, contractors, and customers. To build stakeholder confidence, we strictly uphold human rights and refuse to support or participate in any activities involving human rights violations.

In 2025, the Company conducted a thorough **Human Rights Due Diligence (HRDD)** to assess risks and monitor operations, while establishing remediation measures for potential impacts. We are proud to report **zero grievances** or non-compliance cases regarding human rights violations in the past year.

Furthermore, as a testament to our commitment to diversity and social equality, our subsidiaries have been certified with the **Thai Labour Standard (TLS 8001)** and have recognized as establishments with **Good Labour Practices (GLP)** by the Ministry of Labour.

Policies and guidelines that prioritize human rights. Read more: <https://www.premier-marketing.co.th/sustainability/en/sustainability-stable->



" I am truly delighted to work at **Premier Canning Industry Co., Ltd. (PCI)**. Working here provides me with a deep sense of security and a stable income, allowing me to support my family and send money home. I intend to stay with PCI for a long time because the environment is supportive and the community is great, which gives me peace of mind.

The Company is very transparent about salaries and benefits, ensuring they are distributed fairly to everyone. My supervisors treat all employees equally, regardless of nationality. We all have full access to company benefits, including all types of leave, fair salary adjustments, and bonuses. Furthermore, I am honored to serve as a member of the **Welfare Committee**. In this role, I act as a voice for my colleagues, listening to their feedback to help improve our organization together. I am incredibly proud to be part of this collective development."

THAN ZAW OO (Premier Canning Industry Co., Ltd.: Labeling Department Staf)

" I feel incredibly proud and happy to work here. My mother and I joined **PCI** as our first workplace in Thailand, and I have never wanted to work anywhere else. Working here brings me joy; the compensation and benefits are excellent, and the facilities—such as the company shuttle and affordable canteen meals—make daily life much easier. I also value the opportunity to exchange cultures with my colleagues.

The financial stability allows me to send money home and utilize my annual leave to visit my family in Myanmar during festivals. Looking ahead, I plan to stay with the Company long-term and apply for the **Employee Children's Scholarship** as my child grows. It is reassuring to see representatives from my home country serving on the **Welfare Committee**. The Company and our supervisors treat everyone equally, regardless of nationality. We all receive the same benefits, including salaries, bonuses, and leave entitlements, which truly motivates us to give our best every day. "

ZIN MYO THET (Premier Canning Industry Co., Ltd.: Tuna Department Staf)



Human Rights Focus

Another part of expressing the commitment to respecting human rights regarding employee diversity in the organization, alongside reducing social inequality, the Company and its subsidiaries have a policy to continuously support the employment of persons with disabilities. This is so that those persons with disabilities can have an occupation, have income, rely on themselves, and reduce the burden on their families, as well as creating self-pride in being able to live a quality life. In the past year, the Company had 2 forms of employment for persons with disabilities: which are employing 18 persons with disabilities as full-time employees in the Company, and employing 5 persons with disabilities through the Social Innovation Foundation. Employees in this group will work in various institutions of the communities that are the hometowns of the disabled workers. As for the employment of the elderly, the Company sees the importance and has continuously carried out hiring. In the past year, 12 elderly persons were hired, which this group of employees has experience and strong health, being able to perform work and develop skills to fit with current work very well.

The Company complies with the UN Guiding Principles on Business and Human Rights (UNGPs) or the "United Nations Guiding Principles on Business and Human Rights"

1. **Protect:** Conducting business in strict compliance with national laws and international standards to foster an environment where human rights are protected. This includes adherence to all labor laws and corporate-level policies.
2. **Respect:** Committing to "Non-violation" and "Managing" potential negative impacts arising from business operations. This involves implementing a comprehensive **Human Rights Due Diligence (HRDD)** process and fostering **Diversity and Inclusion (D&I)** throughout the organization.
3. **Remedy:** Providing accessible and effective mechanisms to address errors or grievances. This is achieved through a formal **Grievance Mechanism** and tangible remediation processes to ensure timely and fair resolution.

Commitment to Human Rights. For more details, please visit:
Premier Marketing | Human Rights Focus

2025 Operational Performance Highlights

Number of elderly employees



12
(Persons)

Number of complaints of human rights violations



0
(Complaints)

Create opportunities by employing people with disabilities.



23
(Persons)

Occupational Safety Management

Health & Safety

Premier Marketing Public Company Limited and its subsidiaries prioritize the safety, property, and well-being of all employees and stakeholders. We have established comprehensive policies, goals, and action plans regarding Occupational Health, Safety, and the Working Environment. Maintaining order and safety is a core responsibility that requires full cooperation from executives, supervisors, and all employees—not only during working hours but also in their daily lives outside of work.

- **Occupational Health and Safety Environment:** The Company continues to promote a hygienic and safe working environment for all employees and stakeholders throughout the Value Chain. Our goal is to ensure the prevention and reduction of work-related injuries, illnesses, and accidents. Notably, there are no external contractors or business partners operating within the Company's premises.
- **Process Safety Management:** We prioritize safety in our production processes by implementing rigorous measures to prevent production-related accidents and injuries. This includes comprehensive Risk Assessments of operational procedures, hazard controls, and prevention strategies. Furthermore, we conduct regular training sessions to enhance the knowledge and understanding of our operators.
- **Personnel Safety:** The Company sets clear targets for personnel safety management, encouraging executives and all employees to participate in safety activities. This fosters a safety-conscious culture, ensuring adherence to regulations and the review of preventive measures to mitigate risks, severity, and potential losses. These goals, plans, and performance outcomes are integral to our ongoing development of Occupational Health and Safety (OHS).

In 2025, our OHS plans were fully implemented, featuring environmental monitoring, safety training, emergency and fire drills, and annual health check-ups. Safety KPIs are also established to monitor both employee and contractor performance.

Occupational safety, health, and working environment policy.

To raise awareness regarding the importance of collaboration between employees and stakeholders in **Occupational Health, Safety, and the Working Environment**, Premier Marketing Public Company Limited has established the following policy as a framework for our operations:

1. The Company shall establish policies, goals, and operational guidelines regarding occupational health, safety, and the working environment to be strictly adhered to by all personnel.
2. The Company shall allocate sufficient and appropriate resources in compliance with relevant laws, regulations, and international standards to achieve the **"Zero Accident"** goal.
3. The Company shall provide continuous occupational health and safety training to foster awareness, understanding, and a safety-first mindset. Furthermore, the Company encourages and supports employees at all levels to participate in improving the working environment and developing safer work practices.
4. The Company shall monitor and evaluate performance outcomes according to the occupational health, safety, and working environment policy to ensure serious implementation and strict compliance with all relevant safety regulations and standards.

Occupational Safety Management

5. The Company mandates that prioritizing the safety of oneself, colleagues, contractors, visitors, and all stakeholders is the **primary responsibility** in every operational task.
6. The Company shall provide annual health check-ups for employees, tailored to the specific risks associated with their job functions and in full compliance with relevant laws.
7. The Company implements **job rotation** as an Occupational Health and Safety (OHS) management strategy to effectively mitigate risks for employees working in hazardous conditions or environments.
8. The Company ensures transparent OHS reporting and stakeholder engagement to drive tangible corrective and preventive actions. All subsidiaries are required to adopt and communicate these guidelines locally.

Occupational safety and health information.
Read more from: <https://www.premier-marketing.co.th/sustainability/en/sustainability-stable-focus/Occupational-Safety-and-Health>

Occupational Safety and Health Management Policies and Guidelines Read more at www.premier-marketing.co.th/sustainability/new//imgadmins/source/2568/นโยบายด้านความปลอดภัยอาชีวอนามัย*20และสภาพแวดล้อมในการทำงาน.pdf

Guidelines for practice

1. Accidents stemming from unsafe conditions, including confined spaces, unguarded machines, defective equipment, sharp tools, and slippery work areas.

Safety operational guidelines

- Implement On the Job Training (OJT) plans to support workforce cross-functionality. This ensures that employees can safely and effectively substitute for absent colleagues, preventing accidents during holiday shifts or replacement periods.
 - Install additional warning signs for adequate coverage and provide safety guards for all hazardous machine parts to minimize injury risks.
 - Categorize and store equipment clearly to enhance safety and optimize the working environment in accordance with 5S.
 - Conduct training sessions to re-verify hazard points and emphasize the mandatory use of Personal Protective Equipment (PPE).
 - Implement a mandatory pre-work inspection of all operational areas and equipment to ensure they are in a safe and ready-to-use condition.
2. Including failure to power off machinery for cleaning/repairs, using incorrect tools, improper heavy lifting, non-use of PPE, disregarding safety procedures, and horseplay or negligence during operations.

Safety operational guidelines

- Conduct training to re-verify hazard points and organize activities to foster a strong safety-first mindset.
- Review and ensure a clear understanding of Correct Work Procedures (CWP) among all employees.
- Actively promote and disseminate safety news and updates to all employees through internal communication channels.
- Regularly supervise, reinforce, and ensure understanding of standard operating procedures requiring the mandatory use of Personal Protective Equipment (PPE).

Occupational Safety Management

Occupational safety and health plan

1. Conduct annual employee health check-ups to monitor chronic diseases and identify root causes of illnesses.
2. Coordinate with external agencies and the Social Security Office to provide vaccination services for employees.
3. Track employee recovery during medical treatment and provide necessary medication or monitoring equipment.
4. Perform regular workplace safety audits to monitor and prevent work-related accidents.
5. Conduct annual fire evacuation drills to ensure emergency preparedness.
6. Organize activities to foster and stimulate a safety-conscious culture among staff.
7. Provide basic first aid training for both employees and supervisors.
8. Conduct training on hazardous chemical handling and perform emergency drills for chemical spill scenarios.

Occupational safety and health goals

1. The rate of accidents resulting in lost work must be zero.
2. The fire rate in all areas must be zero.

2025 Operational Performance Highlights

Accident rate
Resulting in missed work
(number of cases)



25

Injury rate
to the point of missed work (LTIFR)
incidents/200,000 hours



0.95%

Accident rate resulting in work
stoppage (number of cases)
for contractors.



0

Despite our continuous safety promotion activities, safety statistics have shown an upward trend, although the incidents remain minor. Recognizing that the health and safety of our employees are paramount, our subsidiary, P.M. Food Co., Ltd., elevated its safety standards in 2025 by implementing the ISO 45001: Occupational Health and Safety Management System. We are pleased to report that the company has successfully achieved full certification.



Occupational Safety Management

The table shows statistics on work-related accidents.

Summary of work-related accident results.	2022	2023	2024	2025
Number of work-related accidents (cases)	28	32	19	65
Work-related accidents resulting in time off.	10	10	9	25
Work-related accidents do not require time off.	18	22	10	40
Deaths (number of cases)	0	0	0	0
Fire incident rate (times)	0	0	0	0

Note: Work-related accident statistics from Premier Marketing Public Company Limited and its subsidiaries do not include motor vehicle accidents.

3. There were 25 incidents caused by unsafe environmental conditions.

Investigation found accidents stemmed from **unsafe conditions**, including restricted spaces, damaged safety guards, defective/sharp tools, inadequate lighting, and improper workplace modifications incompatible with SOPs.

Safety operational guidelines.

1. Implement On-the-Job Training (OJT) to support cross-functional work. This ensures that employees can safely substitute for absent colleagues, preventing accidents during holiday shifts or replacement periods.
2. Procure and install new safety guards to replace damaged or defective parts on machinery.
3. Categorize and store equipment systematically to enhance workplace safety and environment in accordance with 5S principles.
4. Conduct training to re-verify hazard points and emphasize the mandatory use of Personal Protective Equipment
5. Perform mandatory pre-work inspections of operational areas and equipment. Additionally, implement a strict preventive maintenance schedule to check tool and equipment conditions at specified intervals.
6. Perform regular inspections of tools and equipment according to the specified maintenance schedule.

4. There were 40 incidents caused by unsafe behavioral acts.

Investigation found accidents resulted from **unsafe acts**, including failure to de-energize machinery, improper tool use, and non-compliance with PPE and **JSA procedures**. Contributing human factors included negligence, rushing, and operating while physically unfit.

Safety operational guidelines.

1. Conduct employee training to re-verify hazard points and organize activities to foster a proactive safety mindset.
2. Review and ensure a clear understanding of Correct Work Procedures (CWP) among all staff.
3. Inform employees of accident causes during off-site operations to increase vigilance and emphasize the importance of staying mindful when working outside the facility.
4. Regularly supervise, reinforce, and ensure understanding of standard procedures regarding the mandatory use of Personal Protective Equipment (PPE).
5. Implement daily Morning Talks and KYT to ensure employees recognize potential dangers in every work step.
6. Conduct collaborative workplace hazard surveys with local staff to identify and implement necessary safety improvements.

Creating Value for Social Stability

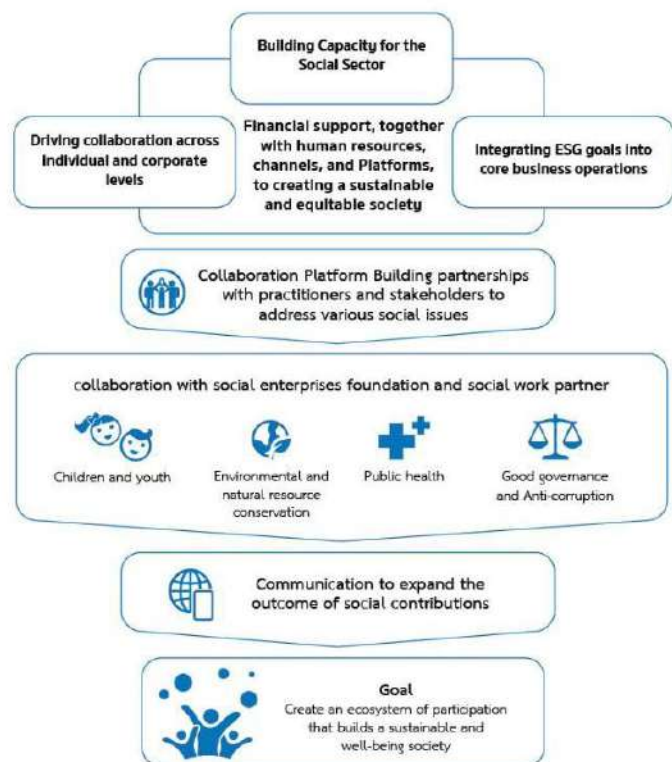
(External Social Aspect)

Participation in External Social Development

Collaboration for goodsociety

At Premier, we believe that success cannot be built alone. A business cannot thrive if it focuses solely on profits while neglecting to create value for society and its employees. The Premier Group adheres to the principle of 'Harmonious Alignment of Success' and firmly believes that business and society are inseparable. We conduct our business by leveraging our expertise to address social issues, fostering collaboration with stakeholders, and instilling a sense of social responsibility in our employees. True sustainable success is achieved only when what is good for the business also creates meaningful value for both society and our people. Guided by these principles, the Company employs an engagement-based investment approach to drive large-scale social change. We systematically contribute financial capital, human capital, and operational support to our network partners and intermediary organizations. This is integrated through the 'Premier Partnership for Sustainability' framework, focusing on three key pillars: (1) Building capacity for the social sector, (2) Fostering engagement at both individual and organizational levels, and (3) Integrating social goals into business operations across ESG dimensions (Environmental, Social, and Governance). This approach has been our cornerstone for over 30 years, consistently evolving in both scale and impact.

We believe that addressing social challenges across four core pillars—Youth Development, Energy & Environmental Conservation, Public Health, and Governance & Anti-Corruption—can only be effective through multi-stakeholder engagement. By uniting individuals and organizations, we drive a collective force to establish sustainable mechanisms. Supported by our 'Social Investment Collaboration' and 'Social Communication Collaboration' frameworks, we nurture a participatory ecosystem that leads to our ultimate goal: a sustainable and flourishing society.



Participation in External Social Development

Developing the Quality of Life for Children and Youth

Problem and Challenges: Educational Inequality

" Educational inequality remains a critical challenge for underprivileged and remote youth in Thailand, posing a high risk of school dropouts. Beyond poverty, factors such as nutrition, health, and environment significantly impact long-term learning. Without holistic support, these children risk failing to reach their full potential.

Our challenge shifts from temporary relief to **building a sustainable system** for continuous learning. This requires multi-stakeholder collaboration across all sectors. The Yuvabadhana Foundation believes that collective action is essential to ensure every child has the opportunity to learn, grow, and forge their own path.

Goal: Cultivating an Ecosystem for "Quality Citizens"

Our goal is to create an ecosystem that empowers Thai children and youth to grow into "Quality Citizens." We provide holistic support across various dimensions, including education, health, life skills, and ethics. By strengthening these foundations, we ensure they are equipped with the essential skills and life direction needed to thrive and succeed in the future.

The Foundation's Role: A Catalyst for Collaborative Change

The Foundation acts as a strategic intermediary, bridging knowledge and tools from diverse partners to drive holistic youth development. We orchestrate cross-sector collaboration while ensuring all projects remain goal oriented and deliver measurable impact.

Thailand Collaboration for Education : TCFE

To bridge the gap in educational inequality, the Yuvabadhana Foundation collaborates with specialized partners and leverages diverse tools under the 'Thailand Collaboration for Education' (TCFE) framework. Our mission is driven through two key strategic initiatives:

1. Direct Youth Development
 - Access to Education: Providing scholarships to underprivileged children while offering continuous mentorship and support throughout their educational journey.
 - Nutrition and Health: Ensuring children receive balanced nutrition to eradicate malnutrition and foster healthy physical development.
 - Educational Quality and Learning: Enhancing teacher potential and developing effective learning tools, with a focus on monitoring outcomes within real-world local contexts.
 - Life Skills and Ethics: Empowering children to discover their self-identity, cultivate a strong moral conscience, and grow into socially responsible adults.
2. We mobilize collective power to tackle educational inequality by inviting the public and partners to contribute financial, human, and material resources. Key initiatives include volunteer programs and the 'Pankan Shop' social enterprise, which embodies our 'Sharing Society' philosophy by converting donated items into scholarships and educational support..

Participation in External Social Development



Operational Results: From Mechanisms to Real-World Chang

For over 32 years, the Yuvabadhana Foundation has expanded its collaborative network through the 'Thailand Collaboration for Education' (TCFE). Serving as a central hub for integrated action, we bridge efforts between individuals, partners, and various organizations. To date, our diverse initiatives have collectively benefited more than 1,826,392 children, youth, teachers, and schools.

Access to Education

Scholarships for Education, Foundations for Integrity

Beyond 'Scholarships' to 'Long-term Care': Helping Children Persevere in Their Education.

The Foundation supports underprivileged youth until High School or Vocational completion with annual scholarships (7,000 THB for general; 14,000 THB for vocational). Beyond funding, we provide a holistic support system through schools, volunteers, and families to ensure educational continuity. From our humble beginnings in 1992 supporting just 100 students, we have grown into a nationwide movement for educational equity. To date, we have celebrated the success of 14,753 graduates who have completed their education through our support (Data as of March 2025).

In 2025, the Foundation continued to drive educational access for underprivileged youth with the following results:

- 5,647 Students: Total number of active scholarship recipients currently under our care.
- 804 Students: Anticipated to graduate in March 2026.
- 96.6% Retention Rate: Percentage of scholarship students who remain in the educational system.
- 38.4 Million THB: Total value of scholarships awarded to empower our students' futures.

Participation in External Social Development

With 5,647 active scholarships across general, vocational, and specialized programs, we are proud to maintain a 96.6% retention rate. This success reflects our strong commitment to holistic care and ongoing student monitoring. By March 2026, 804 graduates will transition to the next chapter of their lives—whether in further studies or professional careers—fostering self-reliance and family stability. *(Data as of December 31, 2025)*

Throughout the year, the Foundation has collaborated with school teachers to develop a more comprehensive and context-sensitive student care mechanism. Key initiatives include the 'Teacher My Friend' program, which has evolved into the 'Peer to Peer Support' system. This allows scholarship recipients within the same school to support one another in academics and daily life. Simultaneously, our dedicated volunteers play a vital role in providing a 'safe emotional space' through various channels such as phone calls, online platforms, and encouragement letters—offering continuous mentorship to ensure students remain motivated in both their studies and personal lives.



Our 'Kru Nang Fah' (Angel Teacher) project focuses on capacity building for educators, equipping them with essential psychological and counseling tools to aid vulnerable youth. With 20 schools already implementing these internal mechanisms, we are set for a strategic expansion in 2026. To ensure a unified support network, we engaged stakeholders from 175 schools through digital orientations and prioritized direct engagement by visiting 299 scholarship recipients on-site. This dual approach combining digital reach with physical presence—builds a robust foundation of trust and collaborative support for our students.

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Participation in External Social Development

Food Security and Student Health

FOOD FOR GOOD project

Building a Strong Nutritional Foundation for Sustainable Growth: From Schools to Communities

FOOD FOR GOOD drives systemic change in school nutrition to combat malnutrition nationwide. We go beyond simple food provision by implementing a sustainable integrated nutrition framework. This includes capacity building for educators, supplemental funding for high quality sourcing, and the development of school based agriculture. By fostering community wide collaboration, we ensure students receive consistent nutritional care, supporting both their growth and learning readiness. From 2014 to 2025, we have successfully improved the nutritional well-being of 50,661 children.

Key Positive Impacts & Outcomes: Academic Year 2025

- 7,137 Students: Received nutritionally complete, diverse, and age appropriate meals to support their growth.
- 52 Network Schools: Successfully developed and implemented sustainable "Food and Nutrition Management Systems."
- 179 Nutrition Lead Teachers: Empowered through our comprehensive "2025 Teacher Capacity Building Program" to become experts in holistic school nutrition.
- Infrastructure & Hygiene Upgrades: Enhanced basic school hygiene by providing clean water filtration systems to 11 schools and solar-powered freezers to 4 remote schools for optimal food preservation.

In Academic Year 2025, FOOD FOR GOOD advanced its '4 Good' strategy (Good Food, Knowledge, Farm, Health) to build self-reliant school nutritional ecosystems. Partnering with 52 schools, we provided comprehensive nutritional care for 7,137 students and empowered 179 'Nutrition Lead Teachers' with tech-driven monitoring tools and menu management expertise.

A key highlight this year was transforming nutrition education from passive learning into active engagement. By integrating Gamification (e.g., 5 Color Veggie Hero and Student Food Stylists), we successfully boosted Food Literacy and shifted eating behaviors. This holistic approach fosters long-term health, extending from schools to families, ensuring children grow into healthy, capable citizens for a sustainable society.



Participation in External Social Development

Empowering Education and Skill Development

Integrated Child-Centered Active Learning Project: ICAP

Transforming Early Childhood, Revolutionizing the Nation

ICAP: Empowering Early Childhood through Child Centered Excellence"

"The ICAP project implements a child-centered approach by collaborating with early childhood centers and schools to transform learning environments. We foster an 'active learning' experience where children engage in meaningful, hands-on activities. Our expansion is driven by two key mechanisms: Model A, where coaches directly elevate 'Model Classrooms,' and Model B, which leverages local partnerships and lead teachers to scale the impact to neighboring schools. Beyond field work, we provide continuous professional development and post-visit monitoring to empower educators and exchange best practices. Since 2016, ICAP has unlocked the potential of 25,675 young learners.

- 11,077 Children: Total number of early childhood learners who have achieved enhanced developmental and learning potential.
- 652 New ICAP Classrooms: Expanded our network across 536 Early Childhood Development Centers and Kindergartens nationwide.
- 1,199 Caregivers & Teachers: Successfully trained and certified under the ICAP Child-Centered Methodology.

"ICAP 2025: Scaling Impact through Strategic Partnerships" "In 2025, the ICAP project achieved a significant milestone by expanding to 652 new classrooms—comprising 189 in Model A (Direct Coaching) and 463 in Model B (Local Collaboration). This expansion reached 536 early childhood centers and kindergartens, benefiting 11,077 young learners and empowering 1,199 teachers with ICAP's specialized training. By the end of 2025, our cumulative reach grew to 1,107 classrooms across 788 institutions in 74 provinces. This progress was made possible through a multisectoral collaborative framework involving government agencies, local authorities, community hospitals, the private sector, and civil society. Together, we have localized student care systems, upgraded infrastructure, and enhanced teacher capacity to ensure every child thrives in an environment tailored to their specific community needs.

"Quality Outcomes: Nurturing Child Development" "The ICAP methodology continues to deliver tangible results. According to DSPM evaluations, there is a clear correlation between consistent ICAP learning and improved age-appropriate development. To ensure no child is left behind, we maintain a dedicated re-assessment process for those needing extra guidance. Additionally, Executive Function (EF) screenings show that most children in our program demonstrate healthy brain development within the standard range, reflecting the effectiveness of our holistic learning environment.



Participation in External Social Development

Digital Learning Media Project: Science & Mathematics via the Learn Education System

Accessible Learning Technology for All

"Empowering Quality Education with Digital Integration" By combining advanced technology with pedagogical expertise, Learn Education delivers a comprehensive Blended Learning solution. Our focus on Science and Mathematics ensures students achieve better learning outcomes through content that meets national educational standards. Over the past decade (2015–2025), we have successfully scaled this innovation to reach 168,131 students, bridging the gap between technology and effective classroom teaching.

Key Learning Outcomes: Academic Year 1/2025

- 32,357 Students: Benefited from high-quality digital learning resources in Mathematics and Science.
- 306 Teachers: Active users of the digital system to enhance and modernize classroom instruction.
- 120 Network Schools: Successfully integrated the digital learning platform into their curriculum.

Our digital learning ecosystem reached 32,357 students this semester, utilizing a dual delivery approach: Learn Anywhere for individual access and Projector Based learning for collaborative classroom environments. Data driven monitoring confirms improved learning progress in core subjects. Key highlights include visibly higher classroom participation and a marked shift in student attitudes moving toward greater curiosity and a clearer understanding of the practical value of their education.



Participation in External Social Development

Digital Media for English Proficiency: The Winner English System

Learning English with Joy and Creativity

By integrating cutting-edge technology with comprehensive content, **Winner English** offers a flexible learning experience that transcends traditional classroom boundaries. The platform focuses on practical **English proficiency**, ensuring students master everything from basic grammar to conversational skills. Over the past eight years (2017–2025), we have bridged the educational gap for **122,569 students**, providing them with the tools to succeed in a globalized world.

Our 2025 implementation focused on bridging the gap for students in underserved regions. By integrating **Winner English** into the curriculum, teachers in remote schools can now provide personalized learning experiences that cater to diverse student needs. Whether through independent study or teacher-led collaboration, the platform ensures that English learning is not only fun but also yields measurable improvements in language proficiency.

English Proficiency Outcomes: Academic Year 1/2025

- 20,680 Students: Empowered with enhanced English language skills through the Winner English digital platform.
- 254 Teachers: Leveraged the system as a primary teaching assistant to modernize and simplify language instruction.
- 115 Network Schools: Actively participated in the program, integrating digital language tools into their local curriculum.

In the first semester of 2025, Winner English expanded its reach to 115 schools across 42 provinces, empowering 254 teachers and 20,680 students. The program offers two primary learning modes: Self-study, which allows students to practice at their own pace—leading to increased confidence and improved vocabulary—and Collaborative Classroom, which transforms traditional lessons into engaging, interactive experiences.

This year, we pioneered three innovative AI-powered features: Sing Along, Win Town, and New Writing Practice. By integrating Artificial Intelligence to enhance listening, speaking, reading, and writing skills, we ensure that high-quality English education is accessible to every student, right from their own classroom.



Participation in External Social Development

Teach For Thailand: Empowering Educational Leaders for Social Change

Teach For Thailand

Supporting students in underprivileged areas to learn with determined and dedicated teachers. We do not only fulfill knowledge in core subjects but also inspire, enhance life skills, and broaden students' horizons to see their own potential, empowering them to move toward a future they can choose for themselves. The project began in 2017; currently, a cumulative total of 131,303 students have studied in classrooms led by our Fellow Teachers.

- 3,629 Students: Number of students benefiting from classrooms led by Transformational Leaders.
- 48 Fellows: Number of Transformational Leaders (Fellows) performing their duties in schools.
- 31 Network Schools: Number of participating schools in the project.

In 2025, 48 Fellows are serving in 31 network schools across 13 provinces, reaching 3,629 students. Academic achievement in core subjects Mathematics, Science, and English has shown a steady upward trend compared to the previous semester. This improvement is particularly evident in schools where experienced Fellows provide targeted instructional planning.

Beyond academics, students have demonstrated significant growth in 21st Century Skills and Character Strengths. The most notable improvements are in Grit (Perseverance), Awareness (Self & Others), and Collaboration. Evidence from our classrooms shows that when learning is personalized and connected to real life experiences, these essential skills develop naturally from building resilience in Math challenges to fostering teamwork through community based inquiry.

**Teach for
Thailand**



Participation in External Social Development

Life Skills and Ethics

Empowering Future Careers: New Age Guidance Teachers & a-chieve Life Design Solutions"

a-chieve, a social enterprise founded in 2018, creates a comprehensive guidance ecosystem for both teachers and students. By empowering teachers to become 'safe spaces' and mentors, the platform enables students to discover their full potential, explore diverse career paths, and assess their surroundings. This holistic approach helps students analyze and connect their interests to design a personalized life path, ensuring they grow with inner strength and happiness. From 2018 to 2025, the project has successfully empowered 30,335 students.

a-chieve Guidance Platform Outcomes: Semester 1/2025

- 2,837 Students: Projected number of students accessing and utilizing the self-discovery website.
- 25 Teachers: Projected number of educators implementing guidance methodologies and life-design tools in their schools.
- 22 Schools: Registered institutions actively integrating the a-chieve guidance system into their student support services.

2025 marks the inaugural year of the systematic rollout of 'a-chieve to school' across our network, with 22 schools in 15 provinces joining the initiative. The platform is projected to support 2,837 students and 25 teachers. This digital solution empowers guidance counselors to monitor individual student progress effectively, reduces administrative burdens, and allows for age-appropriate guidance design.

Throughout the year, we conducted specialized workshops—6 sessions for students and 3 for teachers—covering topics from self-discovery to career planning. Notably, in response to the Southern Thailand floods, the project hosted the 'How to Care for Your Heart: Special Edition' to provide emotional support and stress management for affected students. This reflects our holistic commitment to academic learning, life skills, and mental well-being.



Participation in External Social Development

Cultivating Ethical Excellence: The Moral School Development Initiative

The Moral School Development Institute (MSDI) collaborates with schools nationwide to implement a comprehensive, 'whole-school' moral development framework. Through specialized training, consistent monitoring, and on-site support from our 'Volunteer Supervisors' team, we empower schools to integrate moral values into both the curriculum and daily student life. The project also elevates high-potential schools to become 'Model Centers' for moral education. Since its inception (2019-2025), 1,282,965 students have actively participated and benefited from 'Moral Projects' within their schools.

Moral School Development Outcomes: Semester 1/2025

- 330,225 Students: Empowered through participation in school based Moral Projects, fostering practical ethics and responsibility.
- 21,200 Educators & Administrators: Benefited from professional development and moral leadership training.
- 527 Network Schools: Received consistent on-site.
- 61 Volunteer Supervisors: Provided dedicated mentorship and local empowerment activities to support school core teams.

In the first semester of 2025, the Moral School Development Institute collaborated with 527 network schools nationwide, benefiting a total of 351,425 individuals (21,200 administrators/teachers and 330,225 students). Utilizing the '4+6 Model' framework, schools have systematically improved their attitudes, behaviors, learning processes, and management. Operations continue to prioritize supervision and monitoring, research, and continuous teacher development, with 61 Volunteer Supervisors in 32 teams overseeing responsible schools nationwide. They also organize empowerment activities such as training, study tours, knowledge exchange, and lesson learned sessions. Additionally, they work together to select high-potential schools to be developed into learning centers and model moral institutions. The operational results reflect positive changes in three dimensions: student, school, and network levels. Students exhibit clear positive behaviors that reflect morality and ethics, such as responsibility, discipline, saving, and environmental care. Many schools have been able to develop moral practices into sustainable systems and cultures, while the network level has become stronger through the cooperation of families, communities, and external partners that help support the movement to proceed firmly.

สถาบันพัฒนา
โรงเรียน
คุณธรรม
มูลนิธิยุวพัฒน์



Participation in External Social Development

Results Arising from 2025 Operations

Number of Beneficiaries and Number of Network Educational Institutions

Collaborative Framework for Youth Development	Children and Youth Beneficiaries (Persons)	Teachers Benefited (Persons)	Schools / Colleges / Child Development Centers (Places)
1. Educational Access (Yuvaradhana Foundation Scholarship Program)	5,647	-	681
2. Food and Nutrition FOOD FOR GOOD project	7,137	179	52
3. Educational Quality Development (Integrated Child-Centered Approach for Preschoolers: ICAP)	11,077	1,199	536
Mathematics and Science Digital Media Project: Learn Education System	32,357	306	120
English Language Digital Media Project: Winner-English System	20,680	254	115
School Transformation Fellowship: Teach For Thailand	3,629	48 (Number of Leadership Fellows)	31
4. Life Skills Development and Moral Cultivation (The New Generation of Guidance Teachers and Life Design Tools Project: a-chieve)*	2,837	25	22
Cultivating Ethical Schools Initiative: The Moral School Institutional Development*	330,255	21,200	527

* Data as of Semester 1/2025

The number of beneficiaries for each tool may include overlapping students, as some students receive support from more than one tool.

* Project implementation in each year includes the same group of students who move up to higher grade levels, causing the number of beneficiaries to overlap.

Participation in External Social Development

Engagement and Fundraising

1. Funds and Resources

The Foundation is supported by diverse funding sources, ranging from direct donations to collaborative fundraising platforms. These allow for broad participation from both individuals and corporate partners, including:

Pankan Society Project by Yuwabadhana Foundation

Pankan Society is a fundraising platform that inspires individuals and organizations to build a 'Sharing Society.' By donating pre-owned items in good condition, these goods are resold at Pankan shops, with all proceeds dedicated to providing educational opportunities for Thai children. The platform not only integrates the act of 'sharing' into daily life but also promotes the circular economy by repurposing resources and reducing environmental impact.

Key Results of the Pankan Society Project

- Over 400,000 Participants: Total number of contributors engaging in the "Sharing Society."
- 18 Branches, 1 Warehouse, and 3 Franchises: Total number of sharing spaces/outlets.
- 10,846 Scholarships: Total educational scholarships granted to underprivileged children, funded by 75.9 million THB in raised proceeds.
- 777 Organizations: Total number of corporate partners and organizations supporting the operations.
- Over 2,000,000 Items: Number of pre-owned goods in good condition circulated for reuse, effectively reducing environmental impact.

In 2025, Pankan Society served as a 'Sharing Hub,' connecting 777 partners, 445 volunteers, and over 467,000 donors. Through its 18 branches and warehouse, the project raised 75.9 million THB, providing 10,846 educational scholarships for underprivileged children.

Promoting a circular economy, Pankan repurposed 2 million items to minimize waste. The 'Pankan Model' continues to scale its local impact through regional partnerships in Korat, Khon Kaen, and Buriram.



Participation in External Social Development

Social Investment: Bridging the Private Sector to Educational Development

The Khonchai Foundation acts as a catalyst, bridging the gap between the private and social sectors through its 'Social Investment' mechanism. This initiative leverages Board of Investment (BOI) incentives to encourage private sector participation in enhancing Thai education.

In 2025, the 'Khonchai Foundation' in collaboration with the 'Thailand Collaboration for Education (TCFE)' under the Yuwabadhana Foundation and private partners–launched the 'Learning Spaces to Reduce Educational Inequality' project. This initiative provided essential Mathematics and Science learning equipment and media to 44 underprivileged schools. The project aims to improve academic achievement while equipping students with the vital technological skills needed for their future learning.



Fundraising Campaigns and Donations

Beyond the Pankan Society and Social Investment mechanisms, the Foundation secures financial support through a wide range of campaigns and donation channels. These initiatives provide continuous opportunities for individuals and organizations to contribute. Key channels include fundraising via platforms such as Taejai.com and Socialgiver, the sale of charity merchandise, and the 'Limited Edition' project—a collaborative effort with partners to design products that communicate educational inequality issues. Furthermore, the Foundation manages educational funds and accepts direct donations from individuals and corporate entities to sustain its ongoing operations and projects.

Participation in External Social Development

2. Human Capital and Intellectual Assets

In addition to funding, 'Human Capital and Intellectual Assets' from partners and experts play a critical role in driving our success. This expertise ensures qualitative and consistent results across scholar care, school enhancement, and the strategic development of our organizational initiatives.

Volunteer Engagement

The Foundation operates a systematic volunteer program to mentor and support scholars, ensuring they receive holistic care—academically, socially, and emotionally. Our diverse volunteer roles include Mentor Volunteers, Student Volunteers, and Letter Writing Volunteers who provide moral support. Notably, the 'Alumni for Juniors' initiative enables former scholars to give back by sharing their experiences with the next generation. In 2025, 96 Yuvabadhana volunteers and 434 letter-writing volunteers reached and supported over 4,000 scholars. This year, we also launched 'Volunteer Connect,' a special event designed to facilitate experience sharing, improve scholar care strategies, and provide emotional empowerment for the volunteers themselves.



Simultaneously, another vital group of volunteers—the 'Supervisory Volunteers'—comprising education experts, plays a crucial role in on-site monitoring and providing consultancy to schools under the Moral School Development Project. In the first semester of 2025, 61 Supervisory Volunteers actively monitored and collaborated with 527 network schools nationwide. This collective expertise and specialized knowledge are fundamental in driving institutional growth and maintaining educational standards. Furthermore, the Foundation integrates specialized knowledge and expertise from a diverse network of partners and specialists. This collaboration informs our strategic design and enhances empowerment activities, ensuring our approach remains contextually relevant. By refining our operations, we can deliver more precise and impactful assistance to our target groups. Ultimately, the combined strength of financial support and human capital enables the Foundation to advance its mission, broaden social participation, and create greater educational opportunities for children and youth nationwide.



Participation in External Social Development

Environmental Stewardship and Resource Management

The climate change crisis has significantly contributed to the loss of seagrass beds in Trang and Krabi provinces, threatening local biodiversity. Over the past three years, this environmental shift has led to a high mortality rate among rare marine species, most notably the dugong. Furthermore, the decline of seagrass ecosystems—which serve as critical spawning and nursery grounds for economically important species such as blue swimming crabs, dog conchs, and squid—has directly disrupted the livelihoods of coastal and artisanal fishing communities. Additionally, the rapid growth of the tourism sector in Krabi, while attracting more visitors to marine destinations, has increased the demand for coastal resource utilization, potentially leading to long-term ecological imbalance.

Despite the active commitment across various sectors to drive the 'Sustainable Development Trend' through environmentally and socially responsible business practices—such as the Sustainable Development Goals (SDGs), ESG (Environmental, Social, and Governance) principles, and efforts toward Carbon Neutrality and Net Zero Emissions—there has been a significant increase in the promotion of environmental learning activities and conservation. Furthermore, there is a collective push for policies that facilitate sustainable and inclusive natural resource management involving diverse stakeholders.

Therefore, to ensure that collective efforts yield tangible results and Create Shared Value (CSV) in sustainable natural resource management, the Enlive Foundation remains committed to driving learning processes. We empower stakeholders and partners across all sectors including the government, private sector, civil society, academia, and tourists to take direct action in supporting the efficient management of local resources and ecosystems. By adopting an Area-based Approach, we aim not only to generate positive impacts on the environment and community well-being but also to strategically align with national and international policy goals. Ultimately, this integrated effort strengthens resilience and adaptation to the ongoing challenges of climate change.

Strategic Goals

To establish sustainable ecosystems in natural tourist destinations and develop a robust, academic-based body of knowledge for efficient management. This is achieved by bridging gaps, building strategic partnerships, and fostering active participation among the government, local authorities, and community stakeholders.

Participation in External Social Development

The Role of Enlive Foundation



Enlive Foundation's operations begin with a deep understanding of the local social, economic, and environmental contexts. This is achieved through collaborative learning with communities, local authorities, and relevant partners. Fostering such engagement strengthens collective ownership of resource management, mitigates conflicts, and ensures long-term sustainability. Simultaneously, insights and practical lessons learned from our field operations are synthesized into operational models. These models serve as blueprints that can be scaled and adapted to other regions with similar contexts, currently spanning across 4 target areas.

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ขับเคลื่อนและยกระดับ สร้างการมีส่วนร่วมกับผู้มีส่วนได้เสีย ใน 4 พื้นที่เป้าหมาย จ. กระบี่
เชื่อมโยง ประสานภาคี เครือข่าย ถ่ายทอดความรู้



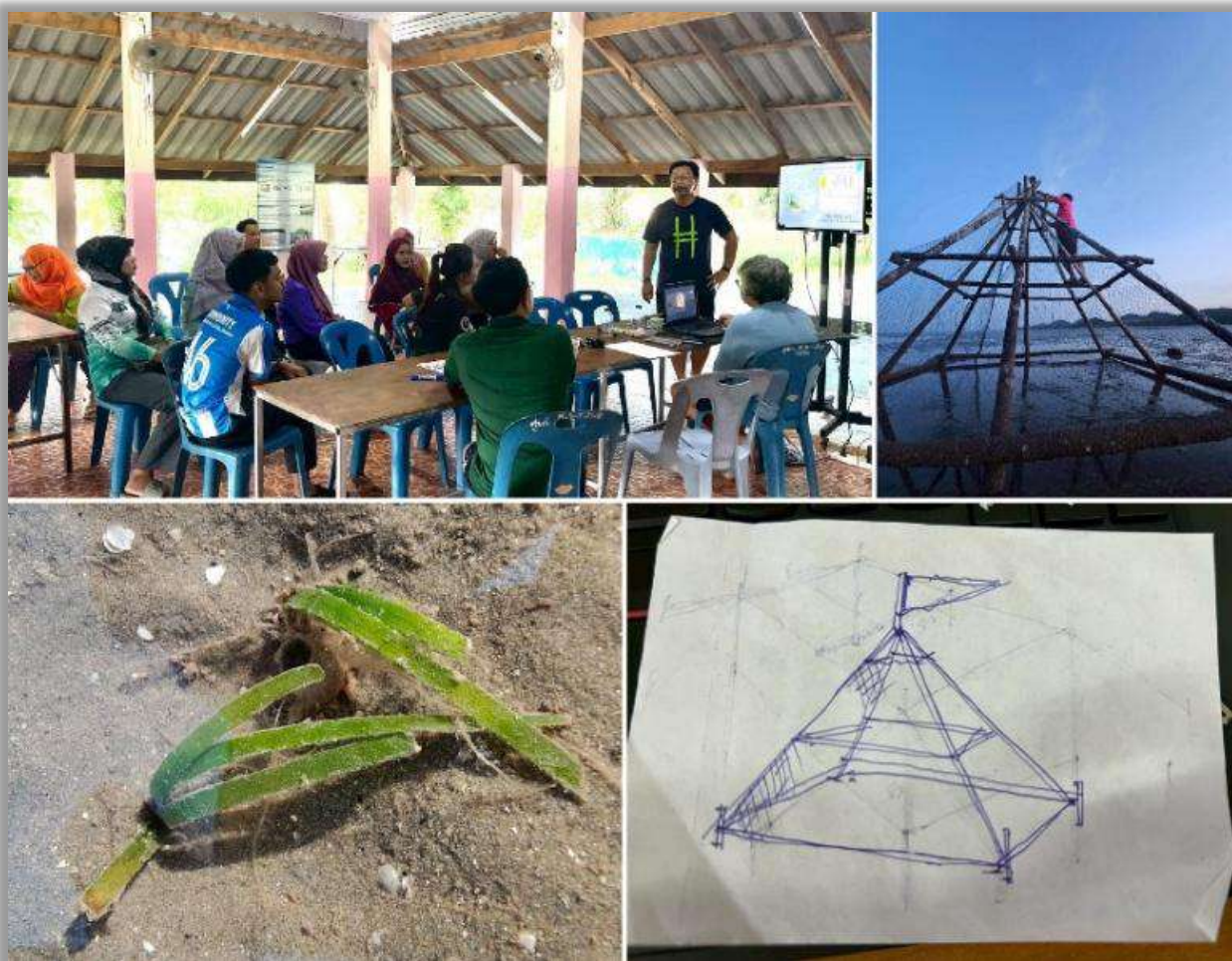
Participation in External Social Development

Problem-solving Mechanism

Engaging the stakeholder value chain in the co-management of sustainable marine and coastal resources is implemented according to the specific resource context through four core operational areas.

1. Marine Ecosystem Conservation & Restoration

Coastal communities, in collaboration with partner organizations, have established initiatives aimed at fostering sustainable conservation and restoration of marine and coastal resources. These projects integrate academic knowledge and international conservation frameworks—such as the UN Sustainable Development Goals (SDGs), the UN Ocean Decade, and the UN Decade on Ecosystem Restoration—with local values and traditional wisdom. By expanding collaborative networks across various sectors, these initiatives strengthen community resilience and deliver tangible local impacts, such as the seagrass nursery program in earthen ponds at the Sriboya Islands.



The activities of nurturing seagrass seedlings in earthen ponds in the Sriboya Islands.

Participation in External Social Development

2. Education and Awareness

Insights and lessons learned from field operations are integrated into collaborative efforts with government agencies, academic institutions, and both national and international networks. We empower communities and stakeholders with practical knowledge, management models, and tools, fostering a culture of collective learning and participation. This approach raises awareness and cultivates a sense of stewardship, ensuring the efficient and sustainable utilization of natural resources. Notable initiatives include vocational training for eco-conscious dive guides at the Phi Phi Islands and the development of marine science curricula to enhance educator skills.



Educational activities to promote opportunities for entering the diving guide profession, which involves protecting marine resources.

Participation in External Social Development

3. Sustainable Environment & Livelihood

Communities and partner networks collaborate to create sustainable livelihoods based on mutual support, sharing, and the responsible management of natural resources. Our goal is to generate 'Nature Positive' outcomes alongside the enhancement of local quality of life. This collective approach fosters a sense of shared ownership, mitigates resource-based conflicts, and ensures the long-term sustainability of project results. Furthermore, practical insights and lessons learned from the field are synthesized into operational models that can be scaled and replicated in regions with similar contexts—such as the stingless bee farming initiative for mangrove conservation at Ban Klong Prasong.



Stingless bee farming activities for mangrove forest conservation in Ban Klong Prasong.

Participation in External Social Development

4. Networks Scaling and Environmental Communication

Beyond localized action, Enlive Foundation drives systemic change by bridging grassroots insights with global policy. Through strategic communication and multi-stakeholder collaboration, we transform field lessons into evidence-based advocacy, as seen in our 'Youth Communicators' and 'Thalay I-Rai' platforms.



Youth Communicator Activities, Closed Facebook Group "Talay Ai Rai"

Awareness through Action

Active engagement in sustainable management and utilization of natural resources by upholding environmental responsibility. This includes collective advocacy, preservation, and stewardship of existing resources tailored to their specific contexts through both direct and indirect actions.

1) Empowering Communities in Natural Resource Management

We support local communities, entrepreneurs, and partners through ethical consumption and active conservation. Key initiatives include purchasing community based eco-products like stingless bee honey, campaigning for responsible seafood consumption (e.g., minimum size limits for shellfish), and direct contributions to seagrass and beach forest restoration. By integrating eco-friendly community products into our operations, we drive collective environmental responsibility.

2) Value Based Tourism

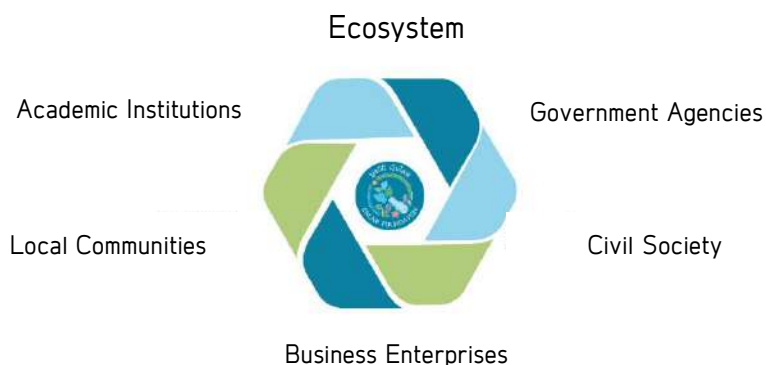
Practicing active stewardship by strictly adhering to site regulations and respecting natural resources ensuring no damage is caused and no natural objects are removed. Visitors are encouraged to engage in experiential learning to understand the local ecological context, fostering meaningful participation in long-term environmental sustainability.

3) Collaborative maintenance of local environmental cleanliness.

Practicing proper waste segregation and actively promoting the 3Rs: Reduce, Reuse, and Recycle. Effective waste management significantly decreases total waste volume, prevents contamination, and fosters improved hygiene and sanitation within living environments.

Participation in External Social Development

Stakeholder Engagement within the Ecosystem



Government Agencies	
Krabi Provincial Office	Krabi Town Municipality
Department of Marine and Coastal Resources	Khlong Prasong Subdistrict Administrative Organization
Hat Noppharat Thara - Mu Ko Phi Phi National Park	Ao Nang Subdistrict Administrative Organization
Marine and Coastal Resources Research Center, Lower Andaman Sea (Trang)	Koh Sriboya Subdistrict Administrative Organization
Department of Marine and Coastal Resources, Krabi Marine Resources Conservation Center	Koh Klang Subdistrict Administrative Organization
Krabi Provincial Office of Natural Resources and Environment	Prince of Songkla University, Hat Yai Campus
ศูนย์ศึกษาและวิจัยอุทยานแห่งชาติทางทะเลที่ 2 (ภูเก็ต)	Phuket Rajabhat University
ศูนย์วิจัยและพัฒนาการเพาะเลี้ยงสัตว์น้ำชายฝั่งกระบี่ กรมประมง	Baan Koh Phi Phi Royal Granted School
Mueang Krabi District Agricultural Extension Office	Baan Khlong Prasong School
Electricity Generating Authority of Thailand (EGAT) - Krabi Power Plant	Baan Ting Rai / Baan Koh Sriboya / Baan Koh Jum / Baan Koh Pu Schools
Tourism Authority of Thailand (TAT) - Krabi Office	Baan Na Thung Klang School
Krabi Provincial Administrative Organization	Koh Sriboya Office of Non-Formal and Informal Education

Participation in External Social Development

Business Enterprises	
Krabi Provincial Education Council	Wongpanit Krabi (Nuea Khlong Branch)
Tourism Council of Krabi	Rayavadee Hotel
Krabi Tourism Association	Premier Group of Companies
Railay – Phra Nang Cave Beach Tourism Club	Cityneon Network Co., Ltd.
Phra Nang – Railay Local Entrepreneurs	Local Guide Network
Tour Boat and Longtail Boat Club	Local Media and Online Media Network
Tourism and Diving Operators (Koh Phi Phi, Ao Nang, and Phuket)	

Local Communities	
Baan Khlong Prasong, Baan Koh Klang, and Baan Khlong Kam Communities, Krabi Province	Baan Koh Jum, Baan Ting Rai, Baan Koh Pu, Baan Lang Koh, and Baan Koh Sriboya Communities, Krabi Province
Khlong Prasong Community-Based Tourism Group, Krabi Province	Koh Phi Phi Community (Ao Nang Subdistrict)
Khlong Prasong Community Mangrove Forest Committee	Baan Na Thung Klang and Baan Tha Khlong Communities
Baan Khlong Prasong Mangrove Conservation Group	New Forestry Village Occupational Development Community Enterprise, Krabi Province
Khlong Prasong Stingless Bee Farming Community Enterprise (Ta Wan Stingless Bee Farm)	Baan Tha Khlong Local Herbal Wisdom Learning Center
Baan Nai Nang Apiculture (Beekeeping) Community Enterprise	

Civil Society	
Thailand Development Research Institute (TDRI)	AirAsia Foundation
Mangrove Alliance Thailand	Andaman Foundation
Green Guardians	Moral School Development Project, Yuvabadhana Foundation
Biodiversity Collage	Collaboration for good society
NatureMind-ED	Taro to School
Chulalongkorn University Alumni Class of 1975 (CU18)	“Kon Jing Mai Ning Doo Dai” (Active Citizen) – Premier Group

Participation in External Social Development

2025 Performance Highlights: Enlive Foundation

Programs	Undersea Learning Park Project (Krabi)	Coastal Resource Management Collaboration	Community-Based Sustainable Tourism	Sustainable Tourism Management	Communication & Engagement
Target Areas	Koh Phi Phi	หมู่เกาะศรีบอยา - หาดเจ้าหลาว	Khlong Prasong Subdistrict	Phra Nang - Railay	
Outcomes	Learning center & stable ecosystem	Quality marine food source	Community tourism based on local resource base	Sustainable tourism practices	Stakeholders informed, engaged, and actively participating
Engagement	15 Divers/Hoteliers; 30 Teachers/Students	30 Partner agencies	15 Partner agencies	10 Partner agencies	3,000 Facebook Interactions
Awareness	15 Divers; 30 Students; 60 Facebook Group members	120 Students participated in activities	400 Tourists/Study visit participants	150 Workshop participants	'Thalay I-Rai' FB Group: 89,365 Views; 9,680 Visits
Knowledge Management	1 Diving Workshop	12 Citizen Scientists	Lessons learned from Stingless Bee conservation forum	Railay Junior & Railay Management: Shallow-water coral monitoring (Reef Watch)	40 Educational media materials & board games

Participation in External Social Development

Collaboration for Good Society Mechanism



Driven by the belief that addressing large-scale, complex, and diverse social issues requires multi stakeholder collaboration, the Khon Thai Foundation a public interest organization dedicated to social sustainability is committed to a participatory approach. We partner with organizations across various social sectors while empowering 'Active Citizens' to contribute to the public good through systematically managed social impact mechanisms.

At the heart of our operations is the 'Collaboration for Good Society' mechanism, serving as a vital link to synchronize efforts across our partner networks. Complementing this is the 'Social Investment' mechanism, a collaborative initiative involving social entrepreneurs, the business sector, capital markets, and the public. Key contributors such as Taejai, Khon Thai Jai Dee Shared Fund (KTJF), and the Thai CG Fund provide essential financial backing to ensure these mechanisms operate effectively. Furthermore, our 'Social Communication' mechanism synergizes with traditional, individual, and new media to amplify sustainability efforts and social solutions alongside our partners. Together, we move toward our ultimate goal: 'Co-creating a Well-being Society the core mission of the Khon Thai Foundation.

Our mission is to cultivate a participatory ecosystem that transforms individual efforts into 'Social Power.' By acting as a 'Supporter' for various collaborative social impact mechanisms, we invite everyone from all sectors to tackle inequality and co-create a 'Well-being Society' through innovative models and pilot projects. We utilize a 3-step approach to catalyze public engagement in solving social challenges:

- **Engage:** Raising awareness of social issues and inviting individuals to contribute through their unique skills and expertise.
- **Empower:** Providing essential resources—including knowledge, funding, networks, and opportunities—enabling individuals to unlock their full potential and drive tangible change.
- **Expand:** Scaling impactful concepts and inspiring a movement of 'Active Citizens' to broaden the reach of public participation across Thai society.

Participation in External Social Development



Driven by the belief that addressing large scale, complex, and diverse social issues requires multi stakeholder collaboration, "Khon Thai Foundation" a public interest organization dedicated to social sustainability is committed to a participatory approach. We partner with organizations across various social sectors while empowering 'Active Citizens' to contribute to the public good through systematically managed social impact mechanisms."

Goal: To scale the impact of organizations driving social development, the 'Collaboration for Good Society' (Roi-Phung) serves as a strategic mechanism. We bridge essential resources and foster active participation, enabling organizations and citizens to contribute through their specific expertise. Our role is to build partnerships and empower intermediary organizations and 'Active Citizens,' ensuring that social initiatives are driven systematically to achieve scalable and sustainable social impact.

Collaborative Partner Network

- Intermediary Organizations: Acting as catalysts to bridge and synchronize efforts across specific and cross-sectoral issues to scale social impact. Key intermediaries include Learn Education Co., Ltd., Holistic Health System Development Institute (HHSI), HAND Social Enterprise Co., Ltd. and Change Ventures Co., Ltd.
- Collaboration for Good Society Partner Networks: Driving progress across various social issues.
- Supporting Partners and Volunteers: Yuvabadhana Foundation.

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Collaboration Mechanism	Number of Projects
Activities	83 Projects
	403 Organizations
Beneficiaries	498,099 People
	1,359 Organizations
Active Citizens	35,199 People
	278 Organizations
Donors	7,087 People
	125 Organizations
Volunteers	497 People
Participants	27,615 People

Participation in External Social Development

Supporting Intermediary Organizations for Social Impact: Public Health



Khon Thai Foundation, through its 'Collaboration for Good Society' program, partners with the Holistic Health System Development Institute (HHSI) to bridge public, private, and civil sectors. This collaboration scales healthcare systems from local to policy levels, enhancing the quality of life for all from early childhood to palliative care—through innovative multi-stakeholder health mechanisms.

1) Early Childhood Development

- Scaled up: 111 Child Development Centers (134 Classrooms)
- Total Beneficiaries: 3,270 Children

2) Youth Mental Health

- Project: "Guardian Angel Teachers" for at-risk youth in schools
- Collaborations: 18 Hospitals and 92 Schools
- Output: 600 Trained Teachers
- Impact: 18,260 At-risk students received counseling

3) Non-Communicable Diseases (NCDs)

- Focus: Diabetes care and prevention across 60 hospitals in 246 sub-districts
- Total Beneficiaries: 49,200 People

4) Disability Employment & Assistance

- Initiative: Sustainable employment via Social Enterprise (SE) model
- Output: 300 People with disabilities and 1,500 Disability Assistants employed
- Strategic Outcome: Established a sustainable employment system with policy-level scalability

5) Elderly Care

- Developed and scaled the 'Buddy Home Care' system, providing home-based care for the elderly from pilot areas to multiple provinces nationwide.

6) Community Mental Health Support

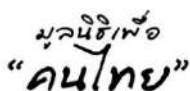
- Output: Expanded access to mental health services in 40 community areas

7) Palliative Care (End-of-Life Care)

- Social Enterprise: "Yuenyen" (Home-based palliative care)
- Performance: Reduced hospital visits by 953 times
- Economic Value: 17.2 million THB in healthcare cost savings

Participation in External Social Development

Supporting Intermediaries to Drive Social Impact: Governance and Anti-Corruption



The 'Collaboration for Good Society' program of Khon Thai Foundation operates in partnership with HAND Social Enterprise Co., Ltd., its intermediary organization for Governance and Anti-Corruption. This collaboration bridges the public sector, civil society, media, academia, and technology to strengthen transparency, accountability, and public participation." "The partnership has successfully integrated data, technology, and policy with active citizen engagement, creating practical monitoring mechanisms. By scaling these initiatives at a systemic level, it has laid a solid foundation for elevating governance standards across Thai society.

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1) Open Data for Anti-Corruption

- Developed 25 Knowledge Sets and Policy Proposals on Data Disclosure
- Driving Data Disclosure Standards for Enhanced Auditability

2) Communication for Public Awareness & Engagement

- Monitoring anti-corruption policies in collaboration with Thai PBS through the 'Policy Watch' platform
- Leveraging the 'ACT Ai' tool to detect corruption and drive large-scale public awareness.

3) Empowering Public Oversight & Anti-Corruption Monitoring

- Driving the 'Tong-Chae' (Open Disclosure) platform and the 'Corruption Watch' chatbot—a dedicated whistleblowing system.

4) Empowering Youth Engagement in Governance & Open Data

- Partnering with the King Prajadhipok's Institute, WeVis, and the Knowledge and Research Center on Anti-Corruption to centralize expertise and drive collective action.
- Initiated the 'Youth-Led Design for Parliamentary Engagement' project, leveraging Open Data to empower 270 young leaders in shaping the future of Thai democracy.

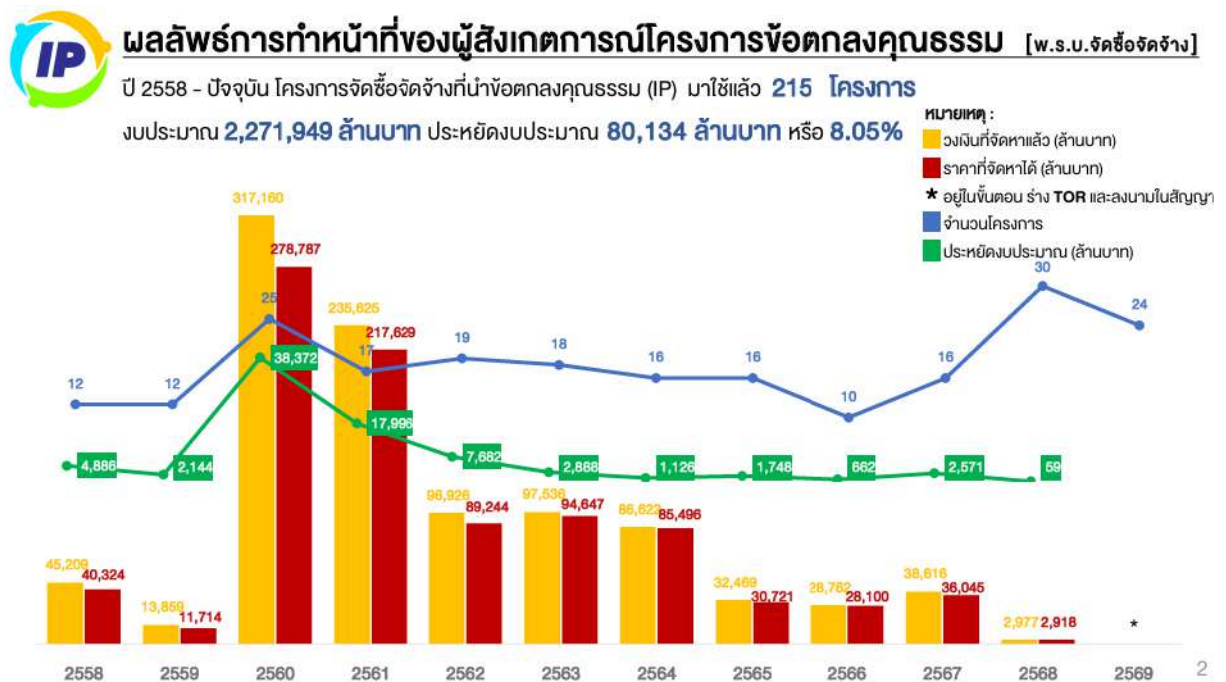
5) Media Capacity Building and Monitoring Networks

- Organized 'Investigative Journalism for Anti-Corruption' training to establish a dedicated network of investigative journalists focused on combating corruption and promoting transparency.

Participation in External Social Development

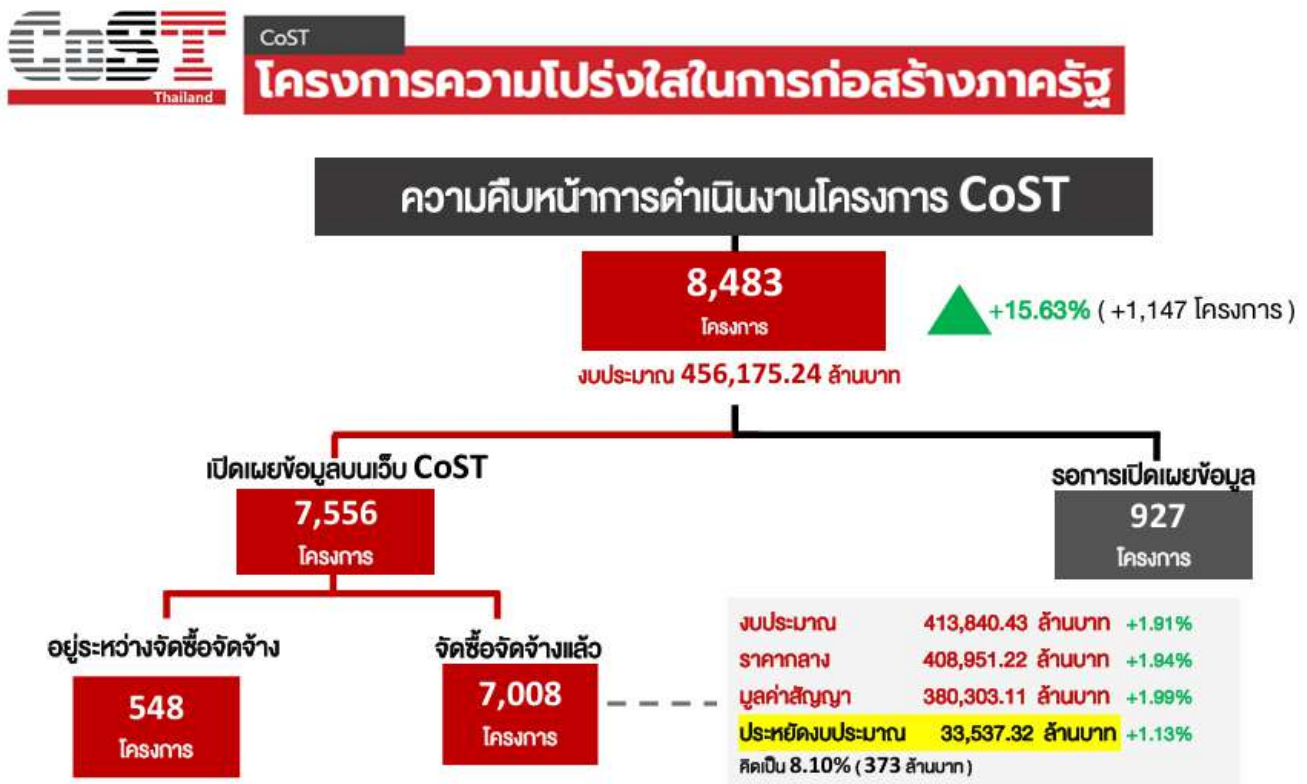
Established cooperation with the Anti-Corruption Organization (Thailand) to drive anti-corruption efforts through 2 key projects:

- 1) **Integrity Pact:** Focused on enhancing transparency in public procurement through independent observers. This initiative builds public trust and mitigates corruption risks in government projects.
 - In 2025, the implementation of the Integrity Pact project has shown continuous progress. From 2015 to the present, there are a total of 215 public procurement projects that have adopted the Integrity Pact, with a total combined budget of 2,271,949 million THB. It can save the government budget by more than 80,134 million THB, or 8.05 percent of the total budget.
 - Of these 215 projects, there are 133 projects currently under implementation, and at present, there are a total of 297 independent observers participating in duties for the Integrity Pact project.



- 2) **Construction Sector Transparency Initiative (CoST):** Promotes transparency in the construction and infrastructure sector by focusing on data disclosure, allowing the public, private sector, and civil society to participate in monitoring and helping to reduce corruption risks. In 2025, there are a total of 8,483 public procurement projects participating in CoST, with a total budget of 456,175.24 million THB. In this same year, the number of participating projects increased by 1,147 projects. There are 7,556 projects that have already disclosed information on the website, and 927 projects are awaiting information disclosure. When considering the operational status, it was found that there are 548 projects in the procurement process and 7,008 projects that have completed the procurement process, with a total budget of 413,840.43 million THB and a total contract value of 380,303.11 million THB. This can save the budget by 35,537.32 million THB, or 8.10 percent of the total budget amount.

Participation in External Social Development



Collaborating with the Thailand Institute of Justice (TIJ) to elevate the justice process and promote the Rule of Law in alignment with international standards. Our partnership focuses on sustainable development, crime prevention, and the humane treatment of inmates in accordance with human rights principles.

Furthermore, the company operates under a corporate governance framework centered on transparency and accountability. We have officially implemented an Anti-Corruption Policy as a guideline for all executives and employees. The company has maintained continuous certification as a member of Thailand's Private Sector Collective Action against Corruption (CAC) and strictly adheres to a 'No Gift Policy'.

Participation in External Social Development

Social Investment Partnership Mechanisms



The 'Collaboration for Good Governance' project by KhonThaiFoundation has collaborated with networks across all sectors to develop social investment mechanisms. These mechanisms are designed to foster participation from the public, private sector, and various stakeholders in mobilizing resources to support projects that deliver tangible, sustainable, and scalable results. This initiative serves as a model for 'Active Citizenship,' empowering individuals and organizations to collaboratively address social and environmental challenges through a diverse range of investment mechanisms, including:

Taejai: An Online Crowdfunding Community

Building a Giving Society

- Total Donations: 83,807,591 THB
- Donors: 55,067 individuals and 944 organizations
- Fundraising Projects: 181 projects from 110 partner organizations
- Active/Implemented Projects: 156 projects

BKIND Fund

Capital Market Collaboration for Social Impact

- Cumulative Support (2015 – 2025): The fund has supported a total of 69 projects, amounting to 53.17 million THB.
- 2025 Funding Highlight: In 2025, the fund provided financial support to the "Forest Guardians" project, which focuses on forest fire prevention and ecological survey and restoration.

Thai CG Fund

Capital Market and Social Sector Collaboration for Governance and Anti-Corruption

- The fund has provided financial support to a total of 25 projects, amounting to 97,463,765.00 THB.
- 2025 Funding Highlights:
 - Integrated Forest Fire and Smog Management: A multi-stakeholder collaborative approach to addressing forest fires and air pollution.
 - Community Forest Quality Enhancement: Improving community forests for ecological integrity, livelihood security, and transparent governance.

Participation in External Social Development

Social Communication for Change

To address large-scale social challenges through mass participation, effective communication is essential. Currently, social sector organizations often face limitations in communication strength and require further development. Conversely, while media organizations possess the potential to reach large audiences, they have limited access to data regarding social sector initiatives. This gap prevents the public from accessing vital information about social movements and obscures the opportunities available for them to participate in solving these issues.

Strategic Goals

Synergizing Media Mechanisms: To integrate and support diverse media mechanisms in driving communication for various social impact initiatives. The ultimate goal is to invite public participation in creating systemic change.

Role within the Ecosystem

Ecosystem Enabler: To empower the media ecosystem as a "Service Provider" by offering consultancy, content curation, networking, and fostering collaboration between "Media Partners" and "Social Sector Partners" to collectively drive social transformation.

Collaborative Network Partners

Social Sector Partners	Mass Media, News Agencies, and Online Media
Volunteers	Individual Media / Influencers
Foundation Staff	Professional Media & Communication Associations

2025 Annual Performance Summary

Collaborative Mechanisms	Social Communication and Partner Support
Activities	20 Projects
Beneficiaries	158 Organizations
Active Citizens	80 People
Donors	140 Organizations
Volunteers	10 People
Participants	70 People

Participation in External Social Development

2025 Key Performance Outcomes

	Collaboration for Good Governance	Taejai	BKIND Fund	Thai CG Fund (Anti-Corruption & Governance)	Social Communication & Partner Support	Total
Outcomes	Participating in Thailand's Sustainable Future: Building a Happy and Sustainable Society Together.	Online Community: Empowering a Giving Society™	Capital Market Synergy for a Giving Society	Synergizing Capital and Social Sectors for Integrity and Anti- Corruption.	Communication Engagement for the Public Good	
Activities	83	181	1	4	20	289 Projects
	403	110	1	3	0	517 Organizations
Beneficiaries	498,099	3,406,662	3,613	2,894 Communities	0	3,908,374 People 2,894 Communities
	1,359	80	5	16	158	1,618 Organizations
Active Citizens	35,199	55,621	0	431	80	91,331 People
	278	944	2	226	140	1,590 Organizations
Donors	7,087	55,067	0	0	0	62,154 People
	125	858	1	11	0	995 Organizations
Volunteers	497	505	300	252	10	1,564 People
Participants	27,615	49	50	0	70	27,784 People

Participation in External Social Development

Fostering a Culture of Sharing and Giving

To foster resilient and sustainable communities beyond our organization, we empower our employees to actively demonstrate social responsibility. Through hands-on participation in various local and national community projects, our staff engage directly with social initiatives. Furthermore, by collaborating with our network of expert partners, we enhance the well-being of our external stakeholders, ensuring inclusive growth alongside our business operations. In 2025, the company collaborated with the following strategic partner networks:

TARO to SCHOOL

Recognizing that many consumers still lack awareness of mindful consumption and environmental impact—often leading to improper waste management, Premier Marketing Public Company Limited, the manufacturer of 'TARO', remains steadfast in our philosophy: 'Delivering Quality Value.' We do not only prioritize production quality and nutritional benefits but also uphold our commitment to social responsibility. We aim to instill a conscious mindset in youth to choose high-quality, transparent, and traceable products. Simultaneously, we promote responsible consumption through on-pack communication, encouraging proper waste disposal to foster positive habits and drive long-term social sustainability.



The TARO to School project has the objective to organize knowledge-giving activities and instill awareness in secondary school students on topics that are beneficial to potential development and future planning, by choosing to operate activities within schools because they are learning spaces that can instill good attitudes and behaviors systematically and continuously, alongside transmitting the company's vision on sustainability and environmental responsibility through promoting the concept of responsible consumption with products that have transparency and can trace back the source of raw materials (Traceability) to create understanding about transparency and confidence in quality. At the same

time, it also instills environmental awareness by campaigning for proper waste separation to develop youth to grow into responsible consumers and have a role in driving society towards long-term sustainability. The TARO to School project has operated continuously for over 22 years to reflect the company's commitment to sustainability and social responsibility concretely. In 2025, the project reached 100 schools nationwide under the theme 'Exploring Careers in the AI Era,' preparing students for future workplace challenges. It also promoted responsible consumption through the 'TARO Traceability' activity, allowing youth to verify raw material sources via on-pack QR codes.

You can find more news and information at: www.facebook.com/TAROTOSCHOOLClub



Participation in External Social Development

As well as supporting proper waste separation by disposing in general waste or blue bins, or by disposing in the 'TARO Protects the World: We Request Your Empty Pouches' boxes provided by the company to schools as collection points for empty pouches to be sent back to the company for proper disposal, reflecting business operations that grow alongside society and the environment sustainably.

Goals (KPI)

- Reach 100 secondary schools and have a minimum of 50,000 students participating in the project.
- Provide "TARO Protects the World: We Request Your Empty Pouches" boxes to at least 50 schools.
- Learning Satisfaction Index regarding concepts, skills, and new experiences from the project: 80% providing scores at "Very Satisfied" to "Most Satisfied" levels.
- Overall Project Satisfaction Index: An average of no less than 80% providing scores at "Very Satisfied" to "Most Satisfied" levels per project.

Targets Achievement Summary (KPI)

- Participation rate of 100 schools nationwide, with 52,318 students participating.
- Delivered "TARO Protects the World: We Request Your Empty Pouches" boxes in the full amount.
- Satisfaction index for learning concepts, skills, and new experiences from the project: 80% providing scores at "Very Satisfied" to "Most Satisfied" levels; result was 94.2%.
- Overall project satisfaction index average per project: not less than 80% providing scores at "Very Satisfied" to "Most Satisfied" levels; result was 95.7%.



TARO to School

Participation in External Social Development

Community Support Project for Education: 'Computers for Kids'

Our subsidiary, P.M. Food Co., Ltd. (PMF), integrates group-level CSR policies into its annual strategic planning. For 13 consecutive years, PMF has followed the CSR-DIW Continuous framework, utilizing community dialogues to ensure projects meet local needs. Since 2013, the 'Canteen for Kids' project has leveraged the company's core competency in food hygiene to support 10 local schools. In response to recent community feedback and Ministry of Education policies regarding digital learning, PMF has now launched the 'Computers for Kids' project. This initiative provides computers, smart TVs, and internet connectivity to schools in our employees' residential areas, bridging the digital divide for our students

In 2025, the 'Computers for Kids' project was implemented at Anuban Tambon Na Di School. Following dialogues with the school board, the project garnered extensive support from local authorities, community leaders, business partners, employees, and residents. Together, they successfully installed a comprehensive campus-wide internet network and smart TVs in classrooms, enhancing digital learning opportunities for all students.



Projects and activities in which the company and its employees participate with the community.

Additionally, the company participated in activities with the community and Wat Klong Udom School in rice farming, including planting on Mother's Day and harvesting on Father's Day. Furthermore, the company joined the Children's Day activities with Anuban Tambon Na Di School to promote and support engagement between the company, employees, and the community for mutual sustainability.

Participation in External Social Development

PCI Young Farmers: Caring for Children's Nutrition" Project

Premier Canning Industry Co., Ltd., a subsidiary, has adopted the Social Responsibility policy to define its annual corporate strategies by considering various projects from an analysis of stakeholders within the community in a 5-kilometer radius, following the Department of Industrial Works' CSR-DIW Continuous guidelines. As the community is a key stakeholder, the company has collaborated with them to create projects based on community needs under the 'Sufficiency Young Farmers' project with schools that consistently maintain agricultural plots and provide school lunches.

For the past year 2025, the results of community dialogue showed a need for the company to expand the target group to community members interested in agriculture. Therefore, the company collaborated with Surao Ban Rai School to create participation and support through providing knowledge and demonstrating how to make bio-fermented water from fish scraps to be used in the school's household non-toxic vegetable plots. This aims to encourage the application of knowledge in daily life, such as growing non-toxic vegetables for sale or cooking, which helps increase vegetables in school meals and reduces school expenses by at least 3,000 Baht. Additionally, participants gained knowledge and are able to make bio-fermented water from fish scraps to use for growing vegetables at home as well.



The Edible Fence Project with PCI Agriculture at Suhra Ban Rai School.

Creating Value for a Sustainable Environment

Environmental Management

Recognizing Climate Change as a critical global agenda, the company has integrated environmental policies and management into our responsible business operations. This commitment is driven through comprehensive action plans focused on cultivating environmental consciousness among employees and optimizing resource efficiency throughout our operations.

Premier Marketing PCL and its subsidiaries are deeply committed to mitigating environmental impacts across our value chain. We prioritize responsible production and distribution to foster long-term sustainable success. By optimizing resource and energy efficiency, we proactively address potential energy and water scarcity risks. This approach embodies our core value of '**Mutual Benefits**' for all stakeholders. Our subsidiaries implement ISO 14001 standards and leverage advanced technology to maximize resource utilization and transition toward clean energy. We also promote '**Green Culture**' among our employees and are dedicated to expanding this '**Green Network**' throughout our supply chain to ensure enduring collective sustainability.

Premier Marketing Public Company Limited has reviewed our environmental policy to mitigate and minimize impacts on climate change and biodiversity across our entire value chain. We are committed to the responsible stewardship of natural resources and energy, aligning our operations with sustainable business practices as follows:

1. Strictly comply with relevant local and national laws, regulations, and other requirements.
2. Set targets to support environmental impact reduction, covering energy, water, waste, and pollution management, while considering Greenhouse Gas (GHG) emissions.
3. Conduct environmental risk assessments across the entire value chain and implement supporting activities.
4. Promote Sustainable Procurement by considering resources, energy, water, waste, and pollution management; this includes developing eco-friendly packaging or products with partners, while accounting for climate change and biodiversity.
5. Enhance awareness, understanding, and consciousness regarding resource efficiency, and encourage employees at all levels, as well as business partners, to participate in solving environmental issues.
6. Require suppliers and business partners within the value chain to participate in the joint management of business operations that may impact on the environment.

Environmental and social policies
Read more from: <https://www.premier-marketing.co.th/sustainability/sustainability-society-creating/environmental-management>

Energy Management

Pollution & Resources

Throughout 2025, the company advanced its environmental stewardship through the Energy Conservation Working Group. Our initiatives spanned the entire value chain—from sustainable procurement and green logistics to resource optimization. Key highlights include partnering with suppliers to transform production waste into innovative products and expanding our **Solar Rooftop** capacity to accelerate our transition to clean energy. We also intensified our water circularity by increasing the reuse of treated wastewater. Internally, we strengthened our **Green Culture** by empowering employees to practice energy conservation and systematic waste segregation across the organization.

Additionally, we supported P.M. Food Co., Ltd. in completing its **Carbon Footprint for Organization (CFO)** certification. With the Federation of Thai Industries as a consultant and ECEE Co., Ltd. as the third-party verifier, the company successfully received official certification from the **Thailand Greenhouse Gas Management Organization (TGO)** on August 22, 2025.

Clean Energy Transition Project

P.M. Food Co., Ltd. and Premier Canning Industry Co., Ltd., which are subsidiaries, have adhered to policies and business practices that consider environmental sustainability. Therefore, managing electricity usage through renewable energy is considered an important mission because, while the demand for electricity in the industrial sector continues to increase, it contrasts with the future shortage of fuel sources such as oil, natural gas, and coal. Additionally, such fuels cause air pollution problems from combustion, generating various toxic gases that impact the environment and are the primary causes of climate change.

- Recognizing the strategic importance of renewable energy, the company has integrated Solar Rooftop systems into its manufacturing facilities. This initiative provides a sustainable source of clean energy with zero environmental emissions while effectively optimizing operational costs.
- Since our initial investment in 2017, both subsidiaries have consistently expanded their solar energy capacity. In 2025, our combined solar power generation reached 1,719.00 MWh, successfully mitigating 859.33 tCO_{2e} of greenhouse gas emissions and achieving a total electricity cost saving of 8,253,074 Baht.



Solar Roof

Energy Management

Electricity and Fuel Management Targets

Target	Base Year (2024)	Target Year (2025)
Reduce Purchased Electricity	Electricity Purchased: 8,072,391.00 kWh	3% reduction, equivalent to 242,171.73 kWh
Reduce Oil and Fuel Consumption	Oil and Fuel Consumption: 316,514.00 Liters	3% reduction, equivalent to 9,495.42 Liters

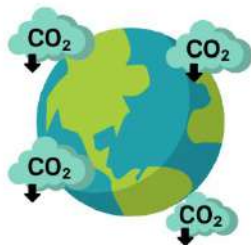
2025 Performance Results

Annual Electricity Generation
(kWh/year)



1,719,000
(kWh)

Greenhouse Gas (GHG)
Emissions Reduction



859.3
(tonCO₂e)

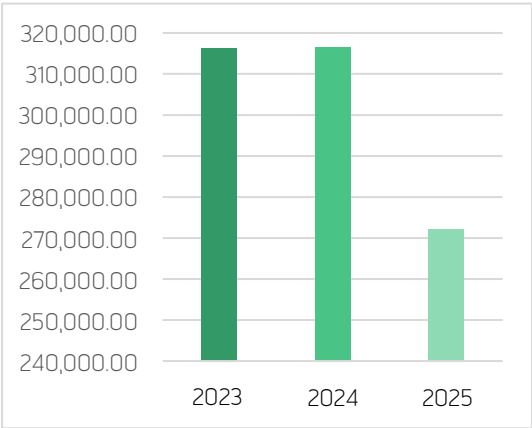
Annual Electricity Cost Savings



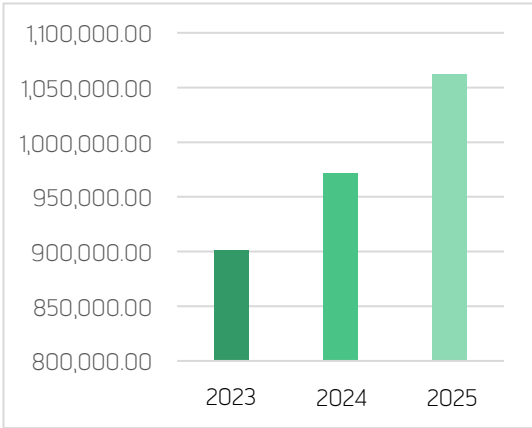
8.25
(Million baht)

Fuel Consumption Data

Diesel Fuel (Liters)



LPG (kg)



Water Resource Management

Clean water is a critical factor in our manufacturing process, particularly for raw material preparation and equipment sanitation. Our primary goal is to minimize effluent discharge into public canals by optimizing water usage throughout our production lines. We are committed to fostering water conservation awareness among our employees, which not only reduces the wastewater treatment burden but also mitigates environmental impacts and preserves local ecosystems.

Premier Canning Industry Co., Ltd. (PCI) and P.M. Food Co., Ltd. have integrated water management into their annual strategic plans to mitigate water scarcity risks. By continuously implementing water recycling initiatives, companies optimize municipal water consumption and significantly reduce effluent discharge into public canals.

In 2025, PCI expanded its water reclamation target to 224 m³/day, representing 95% of total wastewater treated. This reclaimed water is utilized for non-production purposes, including sanitation, landscape irrigation, raw material reception areas, loading docks, and air pollution control (scrubbing soot from boiler combustion). Similarly, P.M. Food increased its recycling capacity with a target of 40 m³/day (20% of total water treated) for facilities maintenance and irrigation.

Since the inception of these initiatives in 2017, both subsidiaries have consistently scaled their water recovery efforts. In 2025, the combined recycled water volume reached 108,274 m³, resulting in a greenhouse gas reduction of 86.05 tCO₂e/year and total cost saving of 1.87 million THB in municipal water expenses.



Actions to mitigate the risks of water scarcity.

Water Resource Management

Water Management Targets

Target	Base Year (2024)	Target Year (2025)
Reduction of Water Usage	1,333,345.00 m ³	3% reduction, equivalent to 40,000.35 m ³

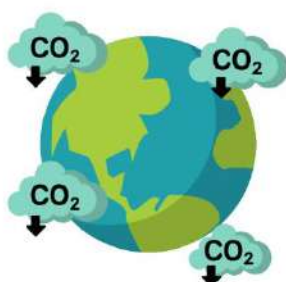
2025 Performance Results

Water Recycle and Reuse Volume



108,274
(m³)

Greenhouse Gas (GHG)
Emissions Reduction



86.05
(tonCO₂e)

Reduction in Annual
Water Costs



1.87
(Million baht)

Water Consumption

Category	2023	2024	2025
Net Water Consumption (m ³)	956,641.00	1,333,345.00	2,002,420.00

Volume of Treated Wastewater

Target	2023	2024	2025
Percentage of Treated Wastewater: 100%	100%	100%	100%

Water Resource Management

Water Security

Premier Marketing Public Company Limited recognizes that 'Water' is a precious resource and a vital factor in our consumer goods distribution and agency business. Guided by our commitment to 'Sustainable Shared Success,' we prioritize efficient and responsible water management to ensure water security throughout our entire value chain.

Water Availability

Water Availability refers to the physical abundance or scarcity of freshwater resources, which can significantly impact business operations. These impacts include supply chain or production disruptions, increased operational costs, and constraints on business growth. Generally, water availability is calculated based on the volume of available surface water and groundwater within a specific area.



1. The Company and its subsidiaries have conducted climate change risk assessments. We recognize that climate change impacts manifest significantly through "Water" in three primary forms:

- **Flooding:** Risks that cause damage to agricultural yields, crops, and essential business infrastructure.
- **Drought:** Risks leading to water scarcity, which directly impacts the availability and quality of raw materials for food production.
- **Sea Level Rise:** Risks resulting in saltwater intrusion, affecting the soil quality and freshwater sources in agricultural areas.

2. **Holistic Water Management Strategy** Our approach to water management extends beyond our internal operations, encompassing four strategic levels:

- **Internal Operations:** Prioritizing water efficiency through Reuse and Recycle initiatives to minimize freshwater withdrawal from natural sources.
- **Supply Chain:** Empowering upstream farmers to enhance water efficiency, such as promoting wastewater treatment for agricultural reuse.
- **Community:** Ensuring our operations do not compete for water resources with local residents, exemplified by initiatives like building Check Dams to maintain local water security.
- **Ecosystem:** Restoring upstream forests to preserve sustainable water sources through Reforestation and ecosystem conservation projects.

Water Resource Management

Baseline Water Stress

Baseline Water Stress measures the ratio of total surface and groundwater withdrawals to the available renewable water supply. This indicator is based on results from the PCR-GLOBWB 2 model.



- Premier Marketing Public Company Limited No. 1, Premier Building, Soi Premier, Nong Bon Sub-district, Prawet District, Bangkok 10250, Thailand.
- P.M. Food Company Limited 505 Moo 9, Kabinburi Industrial Zone, Nong Ki Sub-district, Kabin Buri District, Prachin Buri 25110, Thailand.
- Premier Canning Industry Company Limited 98/1 Bang Phli Yai Sub-district, Bang Phli District, Samut Prakan 10540, Thailand.

WWF (2026). WWF Risk Filter Suite.
Available at: <https://riskfilter.org/>

Sustainable Water Management Approach

Sustainability Dimension	Key Management Approach	Expected Outcomes
Water Security	Secure alternative water sources and enhance water efficiency	Business continuity during water crises
Water Equity	Collaborative water management with local communities	Conflict reduction and enhanced social license to operate
Water Ecology	Wastewater treatment and watershed conservation	Preservation of natural ecosystem balance

Waste Management in Production Processes

Premier Marketing PCL and its subsidiaries prioritize waste reduction through 3R principles (Reduce, Reuse, Recycle). By engaging employees and maintaining a robust monitoring system, we ensure effective pollution management and continuous progress toward our sustainability targets.

Management of Production Waste and Canteen Food Waste

P.M. Food Co., Ltd. (PMF), a subsidiary, has continued the corporate social responsibility policy of Premier Marketing Public Company Limited to upgrade the value chain in managing waste from the production process and food waste from the company's canteen. This is to utilize resources for maximum value, which is the origin of the project to produce fertilizer from waste in these processes, as an approach to help reduce the daily amount of this waste. During the past 4 years, the company studied and purchased one food waste composter machine. It can produce approximately 2,000 kilograms of fertilizer per month. From sending samples for nutrient analysis, it has a high amount of nitrogen, which is suitable for kitchen gardens and green leaf plants or foliage ornamental plants. The fertilizer produced from the waste disposal machine has been continuously distributed to



employees so that employees with kitchen garden areas at home can test using it instead of the chemical fertilizers they are currently using. This helps reduce expenses and reduces the amount of chemical fertilizer, which has impacts on the environment and the health of employees. In addition, the produced fertilizer has been distributed to external agencies around the community that have kitchen garden plots. In the past year, the company was able to produce 12,675 kilograms of fertilizer, which was distributed to employees and the Sufficiency Economy demonstration plot at the Sa Kaeo Province military camp.

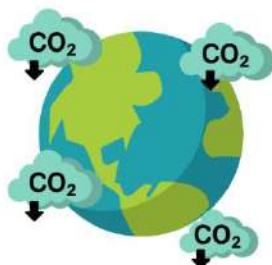
2025 Performance Results

Reducing waste from production and canteens to communities (landfills).



100%
(Total waste)

Greenhouse Gas (GHG) Emissions Reduction



12.04
(tonCO₂e)

Produced 12,675 kg of fertilizer, reducing fertilizer purchasing costs.



101,400
(Bath)

Waste Management in Production Processes

โครงการ "ทาโร รักโลก โชคดีจัง" (Taro Save the World, Lucky Bounce Project)

From the problem of multilayer plastic waste that is difficult to decompose to the problem of increasing landfill waste, which contributes to global warming, it is an unavoidable crisis. The business sector must seriously demonstrate responsibility for the value chain. The "Taro Save the World, Lucky Bounce" campaign is therefore an important mission to manage difficult-to-decompose Taro pouches by turning them back into clean energy. This is done by joining hands with partners who share common goals and commitment, integrating expertise and experience from diverse businesses. This project aims to help reduce landfill waste by more than 1,000 tons per year, generate 2.4-3.0 gigawatt-hours of electricity, which is sufficient for the usage of 667-833 households, and reduce greenhouse gas emissions by more than 2,000 tonsCO_{2e}. We believe that this project not only helps manage environmental problems but also creates awareness, cultivates waste segregation behavior, and extends cooperation from all sectors to step toward a sustainable future. Premier Marketing Public Company Limited, as a producer of Taro fish snacks in multilayer plastic packaging to maintain product quality throughout its shelf life, recognizes that the use of plastic packaging remains necessary for the aforementioned reasons. However, this comes at the cost of the difficult decomposition of such plastics, resulting in waste that cannot decompose as fast as new waste is generated daily. This creates accumulated landfill waste issues, leading to pollution and global warming.



Mr. Vichien Phongsathorn, Chairman of the Premier Group, stated, "We have been talking about the global warming problem for a long time, and the plastic waste issue as well as energy consumption are parts of this problem that the public has likely heard and acknowledged to a certain extent. However, there may still be a lack of cooperation in realizing that this is a matter for all of us to participate in solving this global warming problem. Premier Marketing PCL, the producer of Taro fish snacks, acknowledges that while multilayer plastic packaging is essential for product freshness, it contributes to the global waste challenge. Recognizing our role in this issue, we launched the "Taro Save the World, Lucky Bounce" project. The initiative encourages consumers to return Taro pouches for proper disposal, transforming waste into electrical energy and fuel for cement production.

This project aims to reduce landfill waste and coal-related pollution while fostering waste segregation habits among consumers, ultimately driving collective action toward a sustainable, low carbon future.



Waste Management in Production Processes

Quantitative Results

The project fostered strategic collaborations with specialized partners to create a comprehensive value chain. Thailand Post Co., Ltd. provided its expertise in logistics and tracking systems to ensure traceability and support the project's lucky draw activities. Punnagun Phattana 5 Co., Ltd. (a subsidiary of PTG Energy PCL) contributed its specialized waste-to-energy technology to transform Taro pouches into electricity and Refuse-Derived Fuel (RDF) for the cement industry. Additionally, Sleek EV Co., Ltd., an electric motorcycle manufacturer, shared its expertise in clean energy. Together with Premier Marketing PCL, these three partners served as vital mechanisms in driving the project from end-to-end-starting from consumer collection to proper disposal—thereby creating real value for packaging waste in line with the project's mission.



Premier Marketing Public Company Limited, the manufacturer and distributor of Taro fish snacks, has joined forces with key partners, including Thailand Post Co., Ltd., PTG Energy PCL, and Sleek EV Co., Ltd., to launch the "Taro Save the World, Lucky Bounce" campaign.



Waste Management in Production Processes

Waste management from processing by producing organic fertilizer from coffee husks.

The transformation of fresh coffee cherries into parchment coffee generates a significant byproduct: coffee cherry husks. Without effective waste management, these processing residuals can cause environmental issues within the community, including foul odors affecting neighboring areas, hygiene and occupational health concerns for residents, and the discharge of wastewater into natural water bodies, which ultimately damages the aquatic ecosystem.

Guided by the concept of "Sustainable Shared Success, Mivana Co., Ltd. is dedicated to minimizing environmental and ecological impacts in upstream watersheds through Nutrient Cycling principles. While coffee trees draw nutrients from the earth to produce cherries, only the parchment is extracted for consumption, leaving behind the husks. Annually, Mivana's organic extension officers collaborate with farmers to sort and process these husks into high-quality compost, returning vital nutrients to the soil to complete a balanced natural cycle. In 2025, the company successfully transformed 184.67 tons of processing residuals into 105.80 tons of organic fertilizer. This initiative not only restored the ecosystem but also resulted in cost saving of 952,245 Baht for farmers in fertilizer procurement.



2025 Performance Results

Reducing coffee husk waste from processing to the community.



184.67
(tons)

Reducing waste through fertilizer repurposing.



105.80
(tons)

Reducing fertilizer procurement costs for farmers.



952,245
(Bath)

Nature Conservation and Restoration

Mivana Co., Ltd., a subsidiary company, is committed to developing agricultural production systems in collaboration with forest-dwelling communities. The objective is to enable sustainable livelihoods while empowering residents to protect forest resources for the future of Thailand.



Guided by a Sustainable Development Strategy focused on three key areas—Resource Base, Production Systems, and Community Economy—Mivana aligns its operations with the forest environment, topography, local culture, and community wisdom. Using “Coffee” as a primary tool, the company recognizes it as an economic crop that preserves forests and provides sufficient income. As a shade-grown crop, coffee thrives under the canopy of the forest, producing high-quality beans with superior flavor.



Mivana employs organic farming practices, which eliminate the use of chemicals and protect upstream watershed ecosystems from contamination, benefiting both local and downstream water users. In partnership with the Organic Forest-Preserving Coffee Community Enterprise network (across 7 villages) and local government agencies, the “Mivana Organic Forest-Preserving Coffee Project” currently supports 256 members across 4,671.25 rai of internationally certified organic coffee plantations. In 2025, the company implemented various initiatives, such as sustainable reforestation, firebreak construction, and check dam building. These Climate Action projects foster community participation in conservation. For over 12 years (2014–2025), the project “Reforestation with Coffee: Mivana Sustaining Community Ways” has consistently planted trees. In 2025, in collaboration with the Khun Lao Royal Initiative Project and the Chiang Rai Nursery Center, Mivana distributed 11,679 seedlings of diverse species. This included 5,814 perennials (e.g., Afzelia xylocarpa, Teak, Siamese Cassia), 5,390 fruit trees (e.g., Indian Gooseberry, Olive, Wild Persimmon), and 475 economic plants (e.g., Dendrocalamus sericeus, Eucalyptus, Bitter Bean). These seedlings were distributed across 7 project villages: Khun Lao, Huay Khun Phra, Rom Yen, Huay Krai, Mai Phatthana, Pha Daeng Luang, and Doi Chang.

2025 Performance Results

Cumulative number of trees planted
(2014–2025)



150,567
(Trees)

Number of additional seedlings
planted in 2025



11,679
(Trees)

Number of villages involved in
seedling planting



7
(villages)

Nature Conservation and Restoration

Another initiative to enhance community capacity is the Wildfire Buffer Zone Preparedness Project. This project aims to effectively manage wildfire situations by fostering collaboration between the community, government agencies, and the private sector. The goal is to prevent wildfires from spreading across community forest areas, thereby mitigating the severity and impact of wildfires and PM 2.5 haze pollution.

Wildfires are a recurring annual challenge during the dry season (January to April) within national parks and reserved forests. A key preventive measure is the construction of Firebreaks—either natural or man-made barriers designed to stop the spread of fire, serve as observation lines, and provide a strategic defense for firefighting. Mivana has established three primary approaches to wildfire prevention as follows: **Firebreak Construction:** This involves clearing and sweeping away dry leaves, branches, and debris from existing community firebreaks to eliminate potential fuel. This practice prevents the spread of fire or contains it within a limited area should a wildfire occur.

- 1) **Wildfire Patrols:** Patrol shifts are organized along high-risk routes. Risks typically arise along boundaries or from transboundary fires. Upon detecting a fire, the patrol unit immediately alerts community leaders to mobilize residents for fire suppression and containment. These patrols are scheduled approximately 2–4 times per week.
- 2) **Using Fire-Resistant Plants:** This approach helps residents protect their farmland from fire damage by prioritizing the selection of specific crops. In addition to generating income, these plants must act as a natural barrier. **Shade-grown organic coffee** is highly effective at preventing the spread of wildfire because farmers actively maintain firebreaks within their individual plots to safeguard their coffee trees from potential damage.

Therefore, these three wildfire prevention strategies are fundamentally driven by community participation. As residents possess the most intimate knowledge of their local resources, they are best positioned to identify critical areas for intervention and those that should remain untouched. The construction of firebreaks in upstream watershed forests requires the expertise of those deeply familiar with the terrain. Consequently, the community serves as the primary workforce, while **Mivana** provides essential logistical support—including food, drinking water, protective masks, and necessary equipment—to alleviate the physical and financial burdens of

2025 Wildfire Firebreak Targets

- 1) Establish comprehensive firebreaks covering all 7 project villages.
- 2) Conduct regular wildfire prevention patrols across the 7-village network.

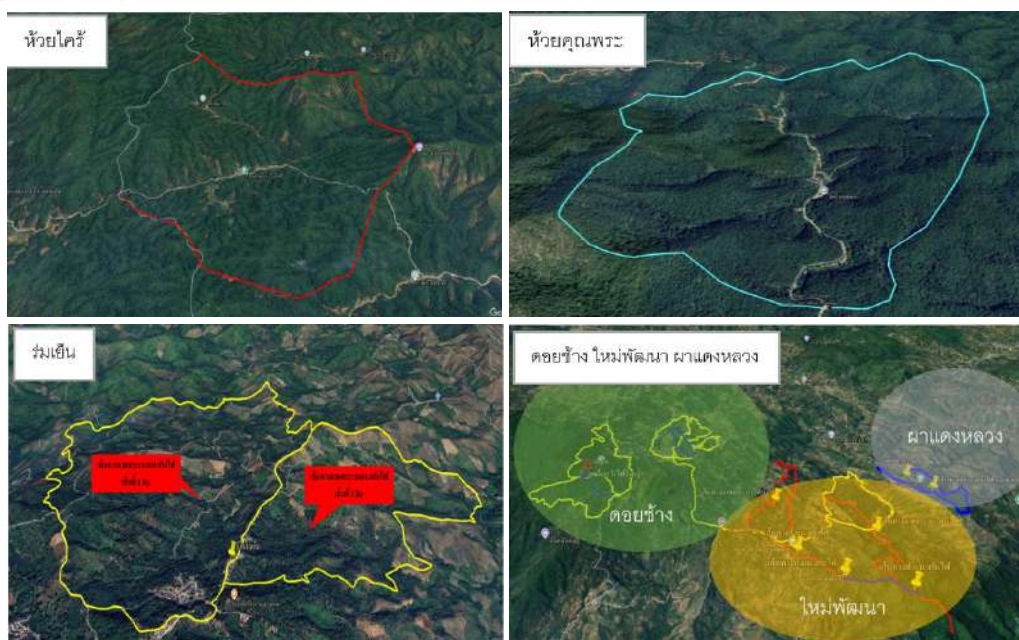


The project: Construction of firebreaks and provision of support supplies to workers.

Nature Conservation and Restoration

2025 Performance Results

ระยะทาง	ปี	2564	2565	2566	2567	2568	รวม (ก.ม.)
หมู่บ้าน					ดำเนินการแล้ว	ดำเนินการแล้ว	
แนวกันไฟ							
KL		5.0	5.0	16.7	2.9	2.0	31.5
HKP		7.8	7.8	10.3	8.2	8.0	42.1
HK		14.3	14.3	14.0	17.1	13.1	72.7
PDL					6.1	6.1	12.2
DC					4.1	5.7	9.8
ลาดตระเวน							
MP			3.5	23.2	64.9	81.9	173.6
PDL				14.6	29.1		43.7
DC			10.1	19.4	233.5	118.0	381.0
RY				32.5	32.5	84.8	149.8
รวม (ก.ม.)		27.0	40.7	130.7	398.5	319.6	916.4



The fire prevention map covers an area of 7 villages.

Furthermore, the onset of the rainy season from April to September marks the optimal period for upstream forest restoration and enhancing soil moisture. A highly effective method for this is the construction of Check Dams, which function as “Wet Firebreaks” to prevent the spread of wildfires. These dams also serve as water reserves during the dry season and provide habitats for local aquatic species. For high-altitude areas, Semi-Permanent Check Dams are most suitable. Constructed using locally sourced materials, these dams have a lifespan of approximately 3-5 years. They are designed with a height of 80 cm to ensure optimal water flow while minimizing disruptions to aquatic life and the surrounding ecosystem.

Nature Conservation and Restoration

Characteristics of Each Check Dam Type

- **Small-scale Check Dam:** These are constructed in small streams or seasonal creeks (dry gullies) that typically do not have year-round water flow during the dry season. These dams are usually 1-2 meters wide and no more than 80 cm deep. Since they have limited water storage capacity per unit, they must be constructed at higher frequencies (shorter intervals) compared to medium or large dams. This frequent placement helps effectively distribute and maintain soil moisture across the area.
- **Medium-scale Check Dam:** These are built in mid-sized streams or tributary creeks that have year-round water flow. These streams collect water from smaller gullies and are commonly found in upstream watershed forests. These dams are approximately 2-4 meters wide and no more than 80 cm deep. With a higher storage capacity per site, they provide sufficient water for domestic consumption and local agriculture. To minimize impacts on the aquatic ecosystem, medium-scale dams are constructed with less frequency than small-scale ones.
- **Large-scale Check Dam:** These are designed for major streams that usually serve multiple communities. These streams are formed by the convergence of medium-sized tributaries. These dams are 5 meters or wider and no more than 80 cm deep, and they feature a spillway or "Fish Ladder" to facilitate aquatic migration. Due to their high storage capacity, they provide ample water for large-scale consumption and farming. The construction frequency is low, typically limited to 1-2 dams per village to ensure the preservation of the aquatic ecosystem.



Constructing check dams in each village.

2025 Check Dam Construction Targets

Goal: To establish a minimum of 7 check dams, ensuring at least one operational site in each of the 7 project villages.

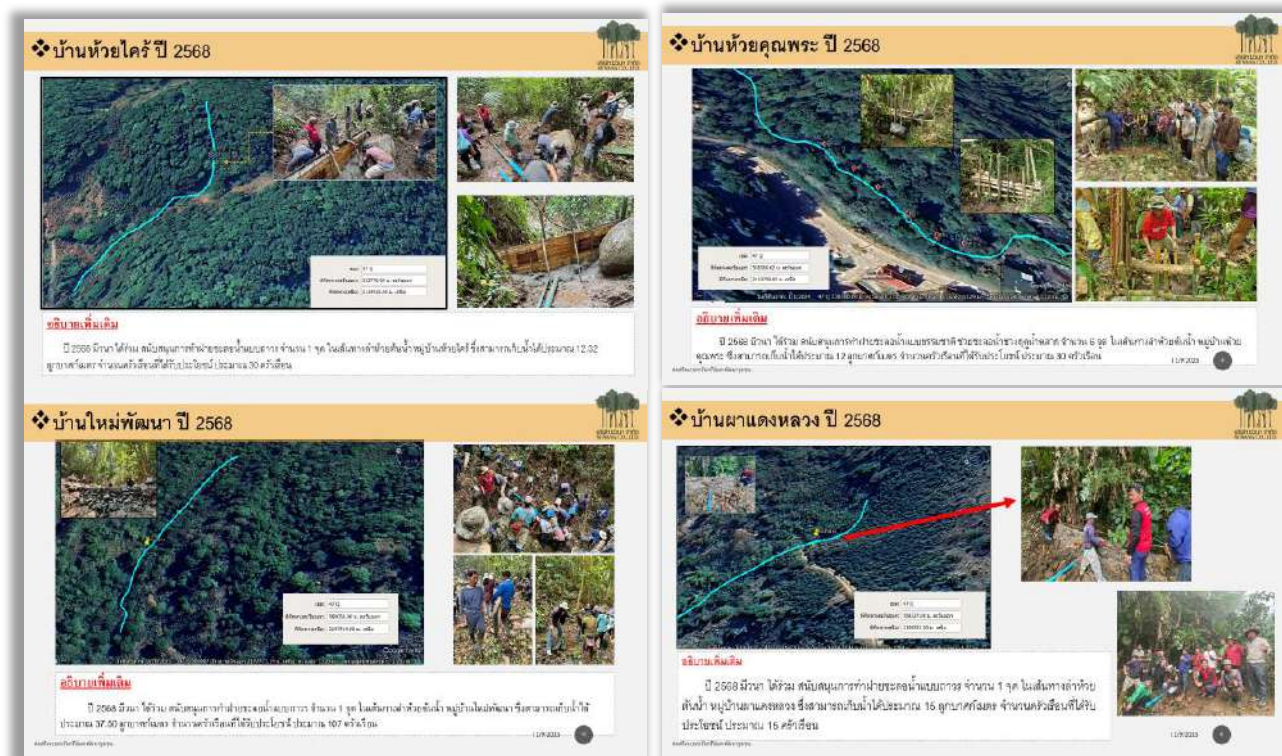
Operational Results: Completed 9 check dams in 4 villages (Initial target: 7 dams across 7 villages). Detailed breakdown is provided below:

Village	Number of Check Dams	Type	Water Storage Capacity (m3)	Number of Participants	Beneficiary Households
HK	1	Permanent	12.32	20	30
HKP	6	Natural	12	50	30
MP	1	Permanent	37.5	80	107
PDL	1	Permanent	15	20	83
Total	9		76.82	170	250

Nature Conservation and Restoration

Challenges and Causes for Plan Non-compliance

- 1) **Khun Lao Village:** The construction was carried out in July 2025. However, Mivana staff were unable to participate in the activity due to conflicting schedules with scheduled field inspections/farm audits.
- 2) **Rom Yen Village:** Construction could not proceed as site surveys failed to identify suitable water channels or gullies appropriate for check dam implementation.
- 3) **Doi Chang Village:** The proposed site was found to be outside the community's primary water system. Consequently, the project was canceled due to high operational risks, safety concerns, and lack of cost-effectiveness.



Map showing the construction of check dams in 4 villages.

Nature Conservation and Restoration

Biodiversity

Natural Resource Management and Biodiversity Policy

Premier Marketing and its subsidiaries are committed to environmental balance and sustainable success by conserving natural resources and biodiversity for future generations. We engage stakeholders across the supply chain in efficient resource use, including expanding renewable energy, reducing logistics fuel consumption, transitioning to LNG, and implementing wastewater recycling. By leveraging technology and fostering employee awareness, we aim to minimize environmental impact and continuously protect ecosystems both within and outside the organization.

Guidelines for Resource Utilization and Biodiversity



1. Environmental Impact Mitigation: The company is committed to minimizing environmental impacts through the efficient and cost-effective utilization of resources.

2. Stakeholder Engagement across the Value Chain: Promote and support stakeholders throughout the business value chain—from procurement and production to transportation, distribution, and end-consumers—in improving operational processes to reduce resource consumption or enhance resource efficiency.

3. Objectives, Targets, and Continuous Improvement: Establish clear objectives and targets to develop operational plans for resource efficiency, while ensuring consistent monitoring, reporting, and continuous performance improvement.

4. Awareness and Clean Energy Promotion: Foster awareness and understanding among stakeholders regarding the importance of efficient natural resource utilization and the transition to clean or renewable energy, including fuels, natural gas, electricity, water, and paper.

5. Biodiversity Protection and Ecosystem Restoration: The company avoids operations that impact protected or conservation areas as defined by local laws. Furthermore, we seek cooperation and encourage farmers to collaboratively improve biodiversity to mitigate impacts and restore ecosystems throughout the business value chain.



Management of Biodiversity Issues

Biodiversity Integrity Issues	Management
Areas Protected or Restored by the Company	Mae Lao, Mae Suai, and Mae Kon Watershed Areas, Chiang Rai Province (Thailand)

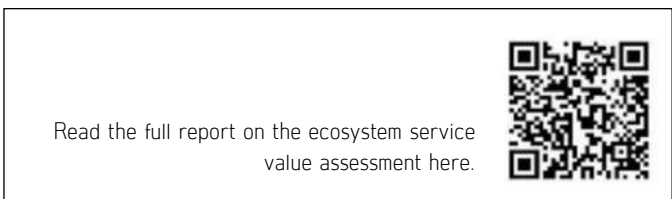
Nature Conservation and Restoration

Economic Valuation of Ecosystem Biodiversity

Mivana Co., Ltd., a Premier Group subsidiary, has been a leader in the organic coffee industry since 2012 through its "Organic Coffee for Forest Conservation" initiative. As a **Social Enterprise**, Mivana fosters sustainable economic growth for local farmers while restoring forest ecosystems across the **Mae Lao, Mae Suai, and Mae Kon watersheds**. With a current reach of 4,671.25 rai and 256 participating families across 7 villages in Chiang Rai, the project operates under two primary frameworks:

1. **Under-shade Organic Coffee Cultivation:** Cultivating organic coffee beneath the canopy of existing conserved forests.
2. **Transformation into Edible Forests:** Converting pre-existing coffee plantations into "Edible Forests" by planting supplementary trees to provide shade and enhance biodiversity.

Mivana's Mission: Over the past decade, Mivana has connected stakeholders across the entire value chain—from upstream farmers to downstream consumers—to produce world-class organic coffee while restoring thousands of rai of watershed forests. Our commitment to balancing nature, community, and business has resulted in an ecosystem biodiversity value estimated at 555,468,585.90 THB per year (verified by BEDO). Today, we continue to innovate through premium roasted coffee and diverse coffee-based products under the Mivana brand.



Valuing the biodiversity in the coffee-growing areas of Mivana.

Summary of Ecosystem Services Valuation: Mivana Organic Coffee Project

The Mivana "Organic Coffee for Forest Conservation" Project, covering a total area of 4,671.25 rai, generates an estimated ecosystem service value of 555,468,585.90 THB per year. This represents an average annual value of 118,912 THB per rai. The valuation, categorized by key watershed areas, is detailed as follows:

1. Mae Lao Watershed Area: 1,730.75 rai, representing a value of 223,541,313 THB per year.
2. Mae Suai Watershed Area: 2,146.75 rai, representing a value of 249,974,898 THB per year.
3. Mae Kon Watershed Area: 793.75 rai, representing a value of 81,952,374 THB per year.

Greenhouse Gas Management

Climate Change

Energy Management and Climate Change Mitigation Policy

Premier Marketing PLC and its subsidiaries are committed to climate change mitigation by maximizing energy efficiency and responsible resource management across the entire value chain. We drive organizational-wide energy improvements, promote sustainable resource use, and develop innovations to reduce overall energy consumption.

Greenhouse Gas Emissions Reduction Target

- The company has set a target for 2025 to reduce greenhouse gas emissions by 5%, equivalent to 51.6183 tonCO_{2e}, compared to the base year of 2024.

Greenhouse Gas Emissions Reduction Operational Plan

- In 2025, the Company and its subsidiaries initiated a GHG emissions reduction plan to drive efficiency across the supply chain, with the following implementation steps:
 - 1) GHG Emissions Reduction Targets: Establish clear targets for the reduction of greenhouse gas emissions.
 - 2) Employee Engagement and Education: Communicate and provide knowledge to employees to foster understanding and participation in GHG reduction initiatives.
 - 3) Natural Resource Efficiency: Campaign for the efficient use of natural resources through conservation and necessity-based consumption.
 - 4) Renewable Energy Transition: Support the transition to clean energy by installing solar PV systems on factory buildings.
 - 5) Eco-friendly Fuel Transition: Promote the shift to environmentally friendly fuels by replacing Biodiesel B7 with B10.
 - 6) Sustainable Procurement: Implement sustainable procurement practices by selecting eco-friendly or recycled materials.
 - 7) Waste-to-Value Management: Manage production waste through upcycling or repurposing to minimize waste disposal to communities.
 - 8) Water Circularity: Implement water circulation management by treating and reusing water within operations.
 - 9) Nature Conservation and Restoration: Conserve and restore nature by planting trees within shade-grown coffee areas and establishing firebreaks to reduce forest degradation risks.
 - 10) Waste Segregation and Landfill Diversion: Manage waste segregation to reduce the volume of general waste sent to landfills.
 - 11) Plastic Circularity Campaign: Promote plastic waste segregation through the "Taro Pouch Return" program for proper thermal disposal.
 - 12) CFO verification and TGO registration for subsidiary P.M. Food Co., Ltd.

Guidelines and outcomes in greenhouse gas management.
Read more from <https://www.premier-marketing.co.th/sustainability/en/sustainability-society-creating/Greenhouse-Gas-Mitigation>

Greenhouse Gas Management

Guidelines for practice

The core activities under the greenhouse gas reduction project to enhance supply chain productivity are as follows:

1. **Policy and Goal Setting:** Establish comprehensive policies and specific targets for greenhouse gas (GHG) emissions reduction.
2. **GHG Accounting and Verification:** Design and develop a GHG inventory system, including documentation, reporting, and organizational GHG verification.
3. **Carbon Footprint Quantification:** Collect and record data to measure carbon emissions using Carbon Footprint principles, reported in tCO₂e (Tonnes of Carbon Dioxide Equivalent), categorized into the following scopes:
 - Scope 1:** Direct GHG emissions from sources owned or controlled by the organization.
 - Scope 2:** Indirect GHG emissions from the generation of purchased energy (e.g., electricity and steam).
 - Scope 3:** Other indirect GHG emissions occurring in the value chain (e.g., paper consumption and water usage).
4. **Reduction Roadmap:** Define and implement action plans specifically aimed at reducing carbon emissions.

Comparison Table of Greenhouse Gas (GHG) Emissions

Scope	Greenhouse Gas Emission Sources	Comparison of Greenhouse Gas Emissions (Unit: Tonnes of Carbon Dioxide Equivalent per year: tCo ₂ e/year)		
		2023	2024	2025
Scope 1	1.1 Stationary Combustion			
	1.1.1 Diesel (Fire pump)	-	-	-
	1.2 Mobile Combustion			
	1.2.1 Diesel	732.9146	731.5377	454.1724
	1.2.2 Gasohol 91, E20, E85	21.0313	15.2610	11.5864
	1.2.3 GASOHOL 95	99.3413	73.0317	86.1464
	1.3 Fire Extinguishers (Co ₂)	-	-	-
	1.4 Refrigerants R32	-	-	-
Scope 2	2.1 Purchased Electricity	140.8068	126.8471	121.4587
Scope 3	3.1 Paper Consumption (A4 and A3)	4.8228	7.5974	4.8934
	3.2 Water Consumption*	-	-	
	3.3 Landfill Waste	5.0332	75.9747 *	58.7661*
	Total Emissions	1,003.9501	1,032.3664	737.0234

* Water consumption for the head office of Premier Marketing Public Company Limited is included in the service fees under the lease agreement provided by the lessor.

* The volume of landfill waste in 2024 increased due to the disposal of damaged products via landfilling.

Note: Greenhouse gas emissions data covers only Premier Marketing Public Company Limited.

Greenhouse Gas Management

In 2025, Premier Marketing Public Company Limited and its subsidiaries assigned the Energy Conservation Working Group to study, communicate, and review data collection and recording standards. This initiative aims to ensure disclosure aligns with greenhouse gas (GHG) reporting guidelines within 2025, with the goal of enhancing energy and resource efficiency while further reducing environmental impact. In the past year, the GHG emissions specifically for Premier Marketing Public Company Limited totaled 737.0234 tCO₂e/year. Compared to the 2024 base year, emissions decreased by 295.5343 tCO₂e, or 28.60%. This significant reduction was primarily driven by a 32.68% decrease in fuel consumption and a 4.24% reduction in electricity usage compared to the same period last year.

Organizational Greenhouse Gas Emissions Verification Project

P.M. Food Co., Ltd. recognizes the importance of establishing an organizational carbon footprint. We have consistently conducted assessments of our greenhouse gas emissions by monitoring seven types of GHGs. Activity data is collected annually to calculate the Carbon Footprint for Organization (CFO) and to prepare an assessment report in accordance with the reporting requirements. The monitoring period for this assessment is from January 1 to December 31, 2024. We seek verification at a limited level of assurance with a 5% materiality threshold, with the final CFO results to be certified by the Thailand Greenhouse Gas Management Organization (Public Organization) or TGO.

2025 Operational Goals

To quantify the organization's greenhouse gas emissions for the 2024 base year and achieve official Carbon Footprint for Organization (CFO) registration.

Results

The greenhouse gas emissions for P.M. Food Co., Ltd. for the period of January 1 to December 31, 2024, are as follows:

- Scope 1 & 2: 5,132 tCO₂e/year
- Scope 3: 17,014 tCO₂e/year

The company has successfully achieved its target, with the results officially registered for the Carbon Footprint for Organization (CFO) label in accordance with the regulations of the Thailand Greenhouse Gas Management Organization (Public Organization).



Greenhouse Gas Management

Sustainable operations: upstream to downstream.

P.M. Food Co., Ltd. integrates ESG principles into its operations to enhance resource efficiency and mitigate global warming across the value chain. Our commitment to sustainable production of "Taro" fish snacks earned us the "Climate Action Leader" award from the Climate Change Institute (FTI) in September 2025, recognizing our excellence in resource management.

1. **Solar Rooftop** to serve as a clean energy substitute, aiming to offset electricity usage from the national grid.

Energy Efficiency Targets

- January – June 2025: Target a 22% reduction in electricity consumption, equivalent to a monthly cost saving of 360,000 THB.
- July – December 2025: Target a 28% reduction in electricity consumption, equivalent to a monthly cost saving of 460,000 THB, while further reducing CO₂ emissions.

Key Results and Achievements

- Total Electricity Cost Savings: 5,102,429 THB (averaging 425,202 THB per month).
- GHG Emissions Reduction: Achieved a total reduction of 594.88 tCO₂e (averaging 49.57 tCO₂e per month).

2. **Management of production waste and factory food waste.**

- The company converts waste into organic fertilizer to reduce landfill volumes and mitigate environmental pollution. Furthermore, we encourage employees to utilize this organic fertilizer, supporting the Circular Economy through the 3R principles: Reduce (minimizing unnecessary resource consumption), Reuse (optimizing resource utility through repetitive use), and Recycle (selecting materials that can be reprocessed for new use).

Through our waste-to-value initiative, P.M. Food Co., Ltd. converted 12,675 kg of production waste into organic fertilizer, strictly adhering to the 3R principles. This project saved employees 190,125 THB in expenses and achieved a 100% waste diversion rate for production and canteen waste (24 tonnes/year) by supporting local learning centers in Sa Kaeo. Most importantly, these efforts resulted in a total GHG reduction of 55.68 tCO₂e annually.



CCI Climate Change Forum 2025

Greenhouse Gas Management

Waste Segregation Management

Recognizing the growing impact of waste on the environment, Premier Marketing PLC and its subsidiaries prioritize internal waste segregation to ensure proper disposal and resource recovery. This initiative significantly reduces landfill waste, thereby minimizing the environmental and social footprint of our operations.

"Old for New Project" by SCGP RECYCLE - A Collaboration with Premier Marketing

Premier Marketing Public Company Limited reaffirms its commitment to being a sustainability-driven organization through a collaboration with SCG Packaging Public Company Limited (SCGP) in the "Old for New by SCGP RECYCLE" project. An official Memorandum of Understanding (MOU) signing ceremony was held on October 15, 2025, at the Premier Corporate Park Building. This project not only promotes environmental stewardship and resource efficiency but is also a key driver of the Circular Economy and enhances internal resource management. The "Old for New" project reflects the building of business alliances (Partnerships for the Goals) with a shared vision for sustainability. From SCGP's perspective as a packaging leader, this project helps the company secure a sufficient supply of used corrugated boxes and other paper materials, which are essential raw materials for manufacturing new products, while reducing costs from importing paper from external mills. For Premier Marketing, we have become part of this value chain by collecting used corrugated boxes from the Rom Klao Warehouse—which are obtained from supplier shipments—along with office wastepaper and sending them to SCGP to enter a systematic recycling process. This reduces the volume of waste sent to landfills and drives Climate Action in accordance with the company's policy. Since operations began in July 2025, the company has sent paper for recycling twice, totaling more than 1.6 tonnes. Managing paper waste at the source is a significant step in supporting the sustainable development of both the organization and society. The continuous decrease in paper waste is a "positive result" stemming from successful internal management and the company's "Paperless" initiative, which has consistently fostered employee engagement. *"The reduction in paper volume demonstrates that we have better management and have truly reduced paper usage in our work processes. This is an excellent development for the company and contributes to a sustainable reduction in environmental impact."*



Signing of a Memorandum of Understanding (MOU) for the Old for New paper recycling project on October 15, 2026.

Greenhouse Gas Management

Tangible and measurable results

- Driving the Circular Economy: Moving toward a circular business model that aligns with our core strategy of achieving long-term, mutual success for all stakeholders.
- Strategic Partnership for Zero Waste to Landfill: Collaborative efforts to return wastepaper to SCGP's recycling system effectively reduce landfill volumes, mitigating greenhouse gas emissions—a primary driver of climate change.
- Operational Cost Efficiency: By utilizing professional waste collection services for recycling at no cost, the company significantly optimizes operational expenses related to waste management.
- Tangible Environmental Impact: Ensuring that all paper waste is fully reintegrated into the economic cycle, creating clear, measurable, and verifiable positive impacts on the environment.



Starting with a pilot at headquarters, the 'Old for New' project will be scaled across all subsidiaries following its successful implementation. Additionally, the company is addressing plastic waste challenges by prioritizing rigorous source segregation, proper disposal, and maximizing resource recovery as part of its long-term waste management strategy.



เกียรติบัตรด้านสิ่งแวดล้อม ที่ออกโดยบริษัท SCG Packaging Public Company Limited เพื่อแสดงความขอบคุณและบันทึกสถิติการรีไซเคิล

Environmental Impact Performance

Total Paper Recycled: 2,593 kg

- Natural Resource Preservation: 44 trees saved from being harvested and reduced water consumption by 68,709.01 liters.
- GHG Emission Reduction: Prevented 14,711.50 kgCO₂e in carbon dioxide equivalent emissions.
- Fuel Conservation: Reduced fuel usage by 580.83 liters.
- Energy Efficiency: Saved 16,950.36 kWh of electricity consumption.

Sustainability Indicators (ESG Metrics)

2025 ESG Metrics: Environmental Dimension

Environmental Dimension							
Code	GRI Standards	ESG Indicators	Unit	2022	2023	2024	2025
E1 Environmental Management Policy and Standards Compliance							
E1.1C	GRI 103	Environmental Management Policy and Practices	Yes/No	Yes	Yes	Yes	Yes
E1.2C		Number of legal violations or environmental impact incidents, along with an explanation of corrective measures	Number of cases/ incidents	0	0	0	0
E1.3R		Value of damages or fines incurred from legal violations or environmental impact	Baht	0	0	0	0
E1.4R		Compliance with International Principles and Standards for Energy Management	Yes/No	Yes	Yes	Yes	Yes
E1.5R		Compliance with International Principles and Standards for Water Management	Yes/No	Yes	Yes	Yes	Yes
E1.6R		Compliance with International Principles and Standards for Waste Management	Yes/No	Yes	Yes	Yes	Yes
E1.7R		Compliance with International Principles and Standards for Greenhouse Gas Management or Climate Change	Yes/No	Yes	Yes	Yes	Yes
E2 Energy Management							
E2.1C	GRI 302	Energy Management Plan	Yes/No	Yes	Yes	Yes	Yes
E2.2C		Energy Consumption (Electricity/Fuel)	kWh	7,691,330	7,060,406	8,072,391	10,105,240.00
E2.3C		Renewable Energy Consumption	kWh	1,604,568	1,579,568	1,589,922	1,719,000
E2.4R		Energy Management Targets	kWh	1,067,323(15✖)	1,153,699(15✖)	1,059,060(15✖)	1,542,224 (3✖)
E2.5R		Energy Intensity	kWh/unit	No	No	No	No

E3 Water Management							
E3.1C	GRI 303	Water Management Plan	Yes/No	Yes	Yes	Yes	Yes
E3.2C		Water Consumption	m ³	550,873	956,641	1,333,345	2,002,426
E3.3R		Water Usage Targets	m ³	10,361 (5*)	27,543 (5*)	47,832 (5*)	40,000 (5*)
E3.4R		Water intensity	m ³ /unit	No	No	No	No
E3.5R		Percentage of wastewater treated before discharge	%	100%	100%	100%	100%
E4 Waste Management							
E4.1C	GRI 306	Waste Management Plan	Yes/No	Yes	Yes	Yes	Yes
E4.2C		Volume of Waste	Kg	270,966.69	165,467	180,100.41	1,089,548
E4.3R		Waste Management Targets	Kg	224,500	229,590	211,902	171,095.39
E4.4R		Volume of waste reused and/or recycled	Kg	997,160	304,168	179,311	818,957
E5 Greenhouse Gas Management							
E5.1C	GRI 305	Greenhouse Gas Management Plan	Yes/No	Yes	Yes	Yes	Yes
E5.2C		Total Greenhouse Gas Emissions for Scope 1 and Scope 2*	tCO ₂ e	1,024.09	994.09	946.68	673.36
E5.3C		Third-Party Verification of Greenhouse Gas Emissions Data	Yes/No	No	Yes (PMF)	Yes (PMF)	Yes (PMF)
E5.4R		Greenhouse Gas Management Targets*	tCO ₂ e	5* reduction from baseline year 2021 (55.017 tCO ₂ e)	5* reduction from baseline year 2022 (51.564 tCO ₂ e)	5* reduction from baseline year 2023 (50.197 tCO ₂ e)	5* reduction from baseline year 2024 (51.6185 tCO ₂ e)
E5.5R		Total Greenhouse Gas Emissions for Scope 1, Scope 2, and Scope 3*	tCO ₂ e	1,031.28	1,003.95	1,032.37	737.0234
E5.6R		Carbon Intensity	tCO ₂ e / unit	No	No	No	No

2025 ESG Metrics: Environmental Dimension (Food & Beverage Group)

Environmental Dimension							
Code	GRI Standards	ESG Indicators	Unit	2022	2023	2024	2025
FBE-E1: Food Waste Management							
FBE-E1.1	Disclosure 306-3	Food Waste Management Policy and Practices	Yes/No	Yes	Yes	Yes	Yes
FBE-E1.2	Disclosure 306-3 Disclosure 306-4 Disclosure 306-5	Total Food Waste Volume	Kg				
		- Volume of Food Waste Sent to Landfill	Kg	0	0	0	0
		- Volume of Food Waste Incinerated	Kg	0	0	0	0
		- Volume of Food Waste Composted	Kg	996,400	299,590	211,902	347,565
		- Volume of Food Waste Disposed of by Other Methods	Kg	0	0	0	0
FBE-E1.3	-	Total Volume of Food Waste Utilized	Kg				
		- Volume of Surplus Food Donated	Kg	0	0	0	0
		- Volume of Surplus Food Processed into New Products	Kg	14,490	90	900	35342.81
		- Volume of Surplus Food Used as Animal Feed	Kg	0	0	0	0

FBE-E2 Biodiversity and Halting Deforestation							
FBE-E2.1	Disclosure 304-1	Policy and Practices on Biodiversity Conservation and Halting Deforestation, covering the company's business operations and supply chain	Yes/No	Yes	Yes	Yes	Yes
FBE-E2.2	Disclosure 304-2	Assessment of Risks and Impacts on Biodiversity from Business Operations	Yes/No	Yes	Yes	Yes	Yes
FBE-E2.3	Disclosure 304-1	Area of the company's business operations with biodiversity conservation in place	M ²	7,414,256	6,768,912	6,768,912	7,474,000
FBE-E2.4	Disclosure 304-1	Area of forest conserved under the company's management	M ²	7,414,256	6,768,912	6,768,912	7,474,000
FBE-E2.5	Disclosure 304-3	Biodiversity Conservation Plans or Projects in Business Operations	Yes/No	Yes	Yes	Yes	Yes
FBE-E2.6	Disclosure 304-3	Forest Conservation Plans or Projects in Business Operations	Yes/No	Yes	Yes	Yes	Yes
FBE-E3 Genetically Modified Raw Materials							
FBE-E3.1	G4-DMA	Policy and Measures regarding Agricultural Produce and Raw Materials for Genetically Modified Foods	Yes/No	Yes	Yes	Yes	Yes
FBE-E3.2	G4-DMA	Revenue from Genetically Modified Agricultural Produce and Food Products	Baht	0	0	0	0
FBE-E3.3	G4-DMA	Process and Results of Testing/Verification of Plant Varieties or Raw Materials for Genetically Modified Foods	Yes/No	Yes	Yes	Yes	Yes
FBE-E4 Climate Change Risks							
FBE-E4.1	Disclosure 201-2	Climate Change Risk Assessment, explaining potential impacts on business operations	Yes/No	Yes	Yes	Yes	Yes
FBE-E4.2	Disclosure 201-2	Targets, Plans, and Measures for Climate Change Risk Mitigation	Yes/No	Yes	Yes	Yes	Yes

2025 ESG Metrics: Social Dimension

Social Dimension												
Code	GRI Standards	ESG Indicators	Unit	2022		2023		2024		2025		
S1 Human Rights												
S1.1C	GRI 412	Human Rights Policy and Practices	Yes/No	Yes		Yes		Yes		Yes		
S1.2R		Comprehensive Human Rights Due Diligence (HRDD) in Business Operations, with Preventive Measures	Yes/No	No		Yes		Yes		Yes		
S1.3R		Number of Human Rights Violation Incidents, with Remedial and Compensation Measures	Number of Cases	0		0		0		0		
S2 Fair Treatment of Labor												
Employment												
S2.1C	GRI 401	Total Number of Employees	People	1994		1905		1934		2239		
		Employee Statistics by Age Group			Male	Female	Male	Female	Male	Female	Male	Female
		- Under 30 years old	People	171	335	154	297	151	273	288	541	
		- 30-50 years old	People	339	778	349	772	375	767	313	734	
		- Over 50 years old	People	97	274	93	240	98	270	93	270	
		Employee Statistics by Position Level			Male	Female	Male	Female	Male	Female	Male	Female
		- Operational Level	People	539	1285	533	1203	1197	1758	627	1421	
		- Management Level	People	60	94	55	95	82	132	61	109	
		- Senior Management	People	8	8	8	11	31	44	6	15	
		Employee Statistics by Domicile			Male	Female	Male	Female	Male	Female	Male	Female
		- Bangkok and Vicinity	People	192	335	155	292	248	417	296	570	
		- Northern Region	People	32	35	37	29	42	37	38	58	
		- Central Region	People	51	101	47	127	42	82	60	97	
		- Northeastern Region	People	104	178	137	207	55	138	47	110	
		- Southern Region	People	11	7	13	21	17	33	11	24	
- Eastern Region	People	217	731	209	631	220	603	242	686			
S2.2C	GRI 405	Number of Employees with Disabilities and/or Elderly Employees	People	9	16	13	21	13	20	8	15	

Employee Compensation							
S2.3C	GRI 405	Total Employee Compensation	Million Baht	814	786	864	1066.36
S2.4C		Percentage of Employees who are Members of the Provident Fund	%	44.18	49.63	50.72	54.18
S2.5R		Gender Pay Gap*	F:M	58:42	59:41	61 : 39	68 : 32
Employee Development							
S2.6C	GRI 404	Plans or Activities related to Employee Development	Yes/No	Yes	Yes	Yes	Yes
S2.7C		Average Training Hours per Employee	Hours/ Person/Year	6.09	11.36	8.52	12.50
S2.8R		Employee development plans are an integral part of the annual employee performance appraisal	Yes/No	No	No	Yes	Yes
S2.9R		Employee Development Goals	Yes/No	Yes	Yes	Yes	Yes
S2.10R		Total Expenses for Employee Development	Baht	1,322,815.99	2,449,141.58	2,491,243.10	1,388,670.68
S2.11R		Benefits received by employees and/or the organization from employee development	Yes/No	Yes	Yes	Yes	Yes
Safety, Occupational Health, and Working Environment							
S2.12C	GRI 403	Plans or Activities related to the Development of Safety, Occupational Health, and Working Environment	Yes/No	Yes	Yes	Yes	Yes
S2.13C		Number of Work-Related Injury Incidents Resulting in Lost Workdays	Cases	10	10	19	25
S2.14R		Goals for the Development of Safety, Occupational Health, and Working Environment	Yes/No	Yes	Yes	Yes	Yes
S2.15R		Lost Time Injury Frequency	Incidents /200,000 hours	0.41	0.42	0.40	0.95

Promoting Employee Relations and Engagement							
S2.16C	GRI 402 / GRI 407	Employee Engagement and Retention Development Plan	Yes/No	No	No	No	No
S2.17C		Percentage of Employees with Voluntary Turnover	%	6.47	11.29	4.86	10.18
S2.18C		Number of Significant Labor Disputes with Remedial Measures	Number of Cases	0	0	0	0
S2.19R		Employee Engagement and Retention Development Goals	Yes/No	No	No	No	Yes
S2.20R		Employee Engagement Survey Results	Yes/No	No	No	No	Yes
S2.21R		Employee Grouping for Negotiation with the Company on Employee Benefits and Welfare	Yes/No	Yes	Yes	Yes	Yes
S3 Responsibility to Customers/Consumers							
Consumer Rights							
S3.1C	GRI 102-43 / GRI 418	Policy and Practices on Customer Personal Data Protection	Yes/No	Yes	Yes	Yes	Yes
S3.2C		Number of Customer Data Breach Incidents with Remedial Measures	Number of Cases	0	0	0	0
S3.3C		Number of Incidents or Complaints Related to Consumer Rights Violations with Remedial Measures	Number of Cases	0	0	0	0
S3.4R		Channels through which the Company Receives Customer/Consumer Complaints	Yes/No	Yes	Yes	Yes	Yes
S3.5R		Customer Satisfaction Improvement Plan	Yes/No	Yes	Yes	Yes	Yes
S3.6R		Customer Satisfaction Improvement Goals*	Yes/No	Yes (78%)	Yes (78%)	Yes (78%)	Yes (80%)
S3.7R		Customer Satisfaction Survey Results*	Yes/No	Yes (87.02%)	Yes (84.43%)	Yes (86.25%)	Yes (87.14%)

Responsible Marketing and Advertising							
S3.8R	GRI 417	Responsible Marketing and Advertising Practices	Yes/No	Yes	Yes	Yes	Yes
S3.9R		Guidelines for Communicating Information on Product and Service Impacts to Customers/Consumers	Yes/No	Yes	Yes	Yes	Yes
S4 Responsibility to Community/Society							
S4.1C	GRI 413	Policy on Development and Engagement with Communities/Society Potentially Affected by Business Operations	Yes/No	Yes	Yes	Yes	Yes
S4.2C		Plan to Promote Development and Engagement with Communities/Society Potentially Affected by Business Operations	Yes/No	Yes	Yes	Yes	Yes
S4.3C		Number of Disputes with Communities/Society with Remedial Measures	Number of Cases	0	0	0	0
S4.4R		Goals for Development and Engagement with Communities/Society Potentially Affected by Business Operations	Yes/No	No	No	No	No
S4.5R		Benefits from Projects or Activities for Community/Social Development and Assistance	Yes/No	Yes	Yes	Yes	Yes
S4.6R		Total Amount Spent on Projects or Activities for Community/Social Development and Assistance	Baht	20,682,783.30	18,352,370	19,251,900	39,514807.00

ESG Metrics: Social Dimension (Food & Beverage Group)

Social Dimension												
Code	GRI Standards	ESG Indicators	Unit	2022		2023		2024		2025		
FBE-S1 ความรับผิดชอบต่อผู้บริโภค												
FBE-S1.1	Disclosure 416-1	Risk Assessment of Raw Materials and Products that May Affect Consumer Health and Safety	Yes/No	Yes		Yes		Yes		Yes		
FBE-S1.2	Disclosure 416-2	Number of incidents or complaints related to health or safety impacts from product consumption, along with remedial and compensatory measures	Number of Cases	0		0		0		0		
FBE-S2 Respect for Diversity and Equality												
FBE-S2.1	Disclosure 405-1	Policy and Practices for Respecting Diversity and Equality within the Organization and Supply Chain, without Discrimination Based on Gender, Age, Nationality, Disability, Religion, or Other Characteristics	Yes/No	Yes		Yes		Yes		Yes		
FBE-S2.2	Disclosure 405-1	Employee Statistics Classified by Gender and Nationality		Male	Female	Male	Female	Male	Female	Male	Female	
		- Total Number of Employees in the Company		People	607	1387	596	1309	624	1310	694	1545
		- Thai		People	504	1230	483	1142	484	1137	557	1373
		- Burmese		People	101	153	111	163	138	172	135	168
		- Cambodian		People	2	4	2	4	2	4	2	4
		- Lao		People	0	0	0	0	0	0	0	0
		- Others		People	0	0	0	0	0	0	0	0
FBE-S2.3	Disclosure 406-1	Number of Incidents or Complaints Regarding Violations of Equality Rights and Unfair Treatment of Labor, along with Remedial and Compensatory Measures	Number of Cases	0		0		0		0		

FBE-S3 Promotion of Female Labor												
FBE-S3.1	Disclosure 405-1	Policy and Practices for the Equal Promotion of Women in the Workplace	Yes/No	Yes		Yes		Yes		Yes		
FBE-S3.2	Disclosure 405-1	Female Employee Data by Job Position		Male	Female	Male	Female	Male	Female	Male	Female	
		- Total Number of Company Employees		People	607	1387	596	1309	624	1310	694	1545
		- Senior Management		People	8	8	8	11	13	31	6	15
		- Management		People	60	94	55	95	50	82	61	109
		- Employee		People	539	1285	533	1203	561	1197	627	1421
FBE-มาตรการต่อต้านการใช้แรงงานเด็ก 4												
FBE-S4.1	Disclosure 408-1	Policy and Practices on Combating Child Labor within the Organization	Yes/No	Yes		Yes		Yes		Yes		
FBE-S4.2	Disclosure 408-1	Policy and Practices on Combating Child Labor in the Supply Chain	Yes/No	Yes		Yes		Yes		Yes		
FBE-S4.3	Disclosure 408-1	Number of Incidents or Cases of Child Labor Reported or Detected Within the Organization and Supply Chain, along with Remedial and Compensatory Measures	Number of Cases	0		0		0		0		

Note: * Information Pertains Only to Premier Marketing Public Company Limited.

2025 ESG Metrics: Governance & Economic Dimension

Governance & Economic Dimension							
Code	GRI Standards	ESG Indicators	Unit	2022	2023	2024	2025
G1 Policy, Structure, and Corporate Governance System							
Composition of the Board of Directors							
G1.1C	GRI 102-18	Individual Profiles of the Company's Board of Directors	Yes/No	Yes	Yes	Yes	Yes
G1.2C		Total Number of Directors on the Board	People	10	10	10	10
G1.3C		Number of Independent Directors	People	4	4	4	4
G1.4C		Number of Non-Executive Directors	People	4	4	6	9
G1.5C		Number of Female Directors	People	5	5	6	6
G1.6C		The Chairman is an Independent Director	Yes/No	No	No	No	No
G1.7C		The Chairman and the Managing Director are not the same person	Yes/No	Yes	Yes	Yes	Yes
G1.8C		Number of Independent Directors on Each Sub-committee	People	3	3	3	3
G1.9C		The Chairman of Each Sub-committee is an Independent Director	Yes/No	Yes	Yes	Yes	Yes
G1.10C		Number of Years in Position for Individual Directors	People	56-1 One Report 2022	56-1 One Report 2023	56-1 One Report 2024	56-1 One Report 2025

Roles and Responsibilities of the Board of Directors							
G1.11C	GRI 102-26	Number of committee meetings	Rounds	56-1 One Report 2022 page 82	56-1 One Report 2023 page 82	56-1 One Report 2024 page 71	56-1 One Report 2025 page 100
G1.12C		Performance of the Board of Directors	Yes/No	No	No	No	No
G1.13C		Number of Audit Committee meetings	Rounds	7	7	7	4
G1.14C		Performance of the Audit Committee	Yes/No	56-1 One Report 2022 page 222-223	56-1 One Report 2023 page 232-233	56-1 One Report 2024 page 122	56-1 One Report 2025 page 163
G1.15C		Number of meetings for each sub-committee	Rounds	56-1 One Report 2022 page 82	56-1 One Report 2023 page 82	56-1 One Report 2024 page 123	56-1 One Report 2025 page 164
G1.16C		Performance of each sub-committee	Yes/No	56-1 One Report 2022 page 222-224	56-1 One Report 2023 page 232-234	56-1 One Report 2024 page 124-127	56-1 One Report 2025 page 165-169
G1.17R		Results of succession plan implementation	Yes/No	No	No	ไม่มี	No
Board member recruitment							
G1.18C	GRI 102-24	Policy and criteria for director recruitment aligned with the organizational strategy	Yes/No	Yes	Yes	Yes	Yes
G1.19C		Analysis of directors' skills and experience aligned with the nature of the business (board skill matrix)	Yes/No	No	No	No	No
G1.20C		Profiles of appointed directors	Yes/No	Yes	Yes	Yes	Yes

Director and executive compensation							
G1.21C	GRI 102-38	Director compensation policy and criteria	Yes/No	Yes	Yes	Yes	Yes
G1.22C		Individual director compensation	Baht	2,384,000	2,467,000	2,474,000	2,474,000
G1.23C		Non-monetary compensation for directors	Yes/No	No	No	No	No
G1.24C		Executive compensation policy and criteria	Yes/No	Yes	Yes	Yes	Yes
G1.25C		Total executive compensation	Baht	70,557,389	78,357,614	70,379,406	76,793,405
G1.26R		Other compensation and long-term benefits for senior executives	Yes/No	Yes	Yes	Yes	Yes
Director development							
G1.27C	GRI 102-27	Director Development Plan Policy	Yes/No	Yes	Yes	Yes	Yes
G1.28R		Individual director development performance	Yes/No	Yes	Yes	Yes	Yes
Performance evaluation of the Board of Directors and senior executives							
G1.29C	GRI 102-28	Criteria for the performance evaluation of the Board of Directors	Yes/No	Yes	Yes	Yes	Yes
G1.30C		Board performance evaluation results (as a whole)	Yes/No	Yes	Yes	Yes	Yes
G1.31C		Performance Evaluation Results of Each Sub-Committee	Yes/No	Yes	Yes	Yes	Yes
G1.32R		Individual director performance evaluation results	Yes/No	No	No	No	No
G1.33R		Criteria for the performance evaluation of the Managing Director	Yes/No	Yes	Yes	Yes	Yes

Code of Conduct							
G1.34C	GRI 102-17	Code of conduct	Yes/No	Yes	Yes	Yes	Yes
G1.35C		Anti-Corruption Policy and Guidelines	Yes/No	Yes	Yes	Yes	Yes
G1.36C		Number of business ethics violations or corruption cases, along with corrective actions	Number of Cases	0	0	0	0
G1.37C		Whistleblowing and Grievance Management Policy and Guidelines	Yes/No	Yes	Yes	Yes	Yes
G1.38R		Measures to prevent business ethics violations	Yes/No	Yes	Yes	Yes	Yes
G2 Sustainability Policy and Strategy							
G2.1C	GRI 102-55	Corporate Sustainability Policy and Goals	Yes/No	Yes	Yes	Yes	Yes
G2.2R		Organizational material sustainability topics	Yes/No	Yes	Yes	Yes	Yes
G2.3R		Sustainability Report Disclosure Standards	Yes/No	Yes	Yes	Yes	Yes
G2.4R		Sustainability Performance (e.g., GRI Standards)	Yes/No	Yes	Yes	Yes	Yes
G3 Sustainability Risk Management							
G3.1C	GRI 102-15	Sustainability Risk Management Policy and Guidelines	Yes/No	Yes	Yes	Yes	Yes
G3.2C		ESG risks and opportunities	Yes/No	Yes	Yes	Yes	Yes
G3.3C		Emerging risks that could impact the business in the near future	Yes/No	Yes	Yes	Yes	Yes
G3.4C		Business continuity plan (e.g., BCP)	Yes/No	Yes	Yes	Yes	Yes
G3.5R		Sustainability Risk Management Standards	Yes/No	Yes	Yes	Yes	Yes

G4 Sustainable Supply Chain Management							
G4.1C	GRI 308 / GRI 414	Sustainable Supply Chain Management Policy and Guidelines	Yes/No	Yes	Yes	Yes	Yes
G4.2C		Sustainable Supply Chain Management Plan	Yes/No	Yes	Yes	Yes	Yes
G4.3R		Percentage of new business partners screened for sustainability issues	%	14%	20%	35%	35%
G4.4R		Supplier Code of Conduct	Yes/No	Yes	Yes	Yes	Yes
G4.5R		Percentage of key business partners who have signed and committed to the Supplier Code of Conduct	%	29%	26%	23%	25%
G5 Innovation Development							
G5.1C	-	Corporate Innovation Development Policy and Guidelines	Yes/No	Yes	Yes	Yes	Yes
G5.2C		Process for Developing and Fostering an Organizational Innovation Culture	Yes/No	Yes	Yes	Yes	Yes
G5.3C		Research and Development (R&D) expenses	Baht	11,133,862.51	4,234,147.74	4,311,009.28	9,571,203.65
G5.4R		Benefits of Innovation Development	Yes/No	Yes	Yes	Yes	Yes

2025 ESG Metrics: Governance & Economic Dimension (Food & Beverage Group)

Governance & Economic Dimension							
Code	GRI Standards	ESG Indicators	Unit	2022	2023	2024	2025
FBE-G1 Consumer Health and Safety							
FBE-G1.1	G4-FP5	Policy and Measures for Safe Management of Agricultural Raw Materials and Products	Yes/No	Yes	Yes	Yes	Yes
FBE-G1.2	G4-FP5	Percentage of products or agricultural produce certified with food safety standards	%	100	100	100	100
FBE-G2 Health and Nutrition-Promoting Products							
FBE-G2.1	G4-FP7	Policy on Research and Development for Health and Nutrition-Promoting Products	Yes/No	Yes	Yes	Yes	Yes
FBE-G2.2	G4-FP7	Revenue from Health and Nutrition-Promoting Products for At-Risk Consumer Groups	Baht	59,989,986	73,168,950	94,989,862	167,681,312.25
FBE-G2.3	G4-FP7	Revenue from Products Promoting Health and Nutrition for Consumers Seeking Enriched Nutrients	Baht	0	0	0	0
FBE-G2.4	G4-FP7	Percentage of Products with Nutrition Labeling	%	100	100	100	100

FBE-G3 Sustainable Sourcing							
FBE-G3.1	G4-FP2	Sustainable Raw Material Sourcing Policy and Guidelines in Accordance with International Standards	Yes/No	Yes	Yes	Yes	Yes
FBE-G3.2	G4-FP2	Percentage of Responsibly Sourced Raw Materials and Agricultural Products	%	100	100	100	100
FBE-G3.3	G4-FP10	Animal Welfare Policy and Principles covering company operations and business partners	Yes/No	Yes	Yes	Yes	Yes
FBE-G3.4	G4-FP9	Percentage of Terrestrial Animal Products Certified with Animal Welfare Standards	%	100	100	100	100
FBE-G3.5	G4-FP2	Percentage of Aquatic Products Certified with Sustainable Fishery Standards	%	100	100	100	100

Note: * Data pertains to Premier Marketing Public Company Limited only



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