

Sustainability Development Report 2024

Harmonious
Alignment of Success



- Business
- Employees
- Society



PREMIER WAY



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.

From the issues and impacts arising in the social environment, Premier Group has adopted the “Sustainable Business Pathway (PREMIER WAY)” to be part of the solution to the aforementioned social problems. This is achieved by leveraging their expertise in management, along with their available business resources and potential, and through practices guided by the Group's five core values: Creativity, Knowledge Integration, Quality Focus, Morality and Ethics, and Mutual Benefit for Stakeholders. Employees are instilled with a sense of participation in solving problems through their work and continuous activities that contribute to the common good. All of this aims to achieve “Harmonious Alignment of Success” between the strength of business operations, the stability of employees, and the progress of society.



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.

Premier Marketing Public Company Limited and its subsidiaries conduct their business by creating value through enhancing collaboration with members across the entire business value chain, from upstream to downstream. This encompasses production aspects, starting from the selection of raw material suppliers with the aim of quality development, considering safety and good governance principles that allow for traceability of sources. Furthermore, they oversee the production process for efficiency, manage inventory levels appropriately at each stage, and seek to reduce waste. In terms of distribution to consumers, they organize delivery routes with consideration for reducing pollution to society and the environment. This is to deliver nutritious products that are beneficial to health, ensuring consumers can access fresh products in all areas and through all distribution channels of the business. This is to reinforce the creation of value throughout the company's business value chain, ensuring long-term success and strength.

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Message from the chairman



Given the current social and environmental landscape, increasingly complex challenges emerge, including economic slowdowns, social inequality, climate change, and biodiversity loss. These factors negatively affect daily life through reduced purchasing power, shifting consumer behavior, natural disasters such as widespread flooding, clean water shortages, food security concerns, and governance issues at various levels. Addressing these challenges is essential for sustaining effective business operations.

Premier Marketing Public Company Limited and its subsidiaries operate with the belief that all customers, general consumers and pet owners alike, have equitable rights to access safe, nutritious, and sufficient food. This commitment is upheld through the continuous delivery of value along a sustainable business path (the **PREMIER WAY**), fostering stakeholder engagement across the value chain. The Company strives for a 'Harmonious Alignment of Success' between businesses, ensuring transparent operations, secure futures for employees, and a thriving society.

In 2024, the Company continued to strengthen collaboration across the business value chain, integrating social considerations into its strategic planning to align with current challenges by leveraging its business expertise and engaging stakeholders. The Company actively contributed to addressing key social issues, including enhancing the quality of life for children and youth, promoting public health, conserving the environment and natural resources, upholding good governance, and combating corruption. These efforts, grounded in the Company's core values and principles, are aimed at achieving sustainable, shared success.

On behalf of the Board of Directors of Premier Marketing Public Company Limited, we would like to extend our gratitude to all stakeholders for their continued support of the operations of the Company and its subsidiaries. The Company is committed to continue to operate its business to achieve Harmonious Alignment of Success based on a balance between the strength of the business, employees with stable well-being, and a society that has been developed to thrive even more.



Board of Directors Premier Marketing Public Company Limited



Scope of sustainability reporting



This report is the 10th annual Sustainability Report, prepared for public dissemination to communicate the concepts and practices towards sustainability of Premier Marketing Public Company Limited and its subsidiaries in a transparent and continuous manner. The information in this report compiles the operational performance data for the entire year 2024, covering the reporting period from January 1st to December 31st, 2024.

Approaches and formats of reporting

This report aims to convey the objectives, practices, and operations in creating sustainability for Premier Marketing Public Company Limited and its subsidiaries, so that all stakeholders are aware of and understand our mission. We sincerely hope that we can all join forces and work together to build sustainability for society. To this end, the company has prepared this report with reference to and in alignment with the Stock Exchange of Thailand's ESG Metrics.

Request further information

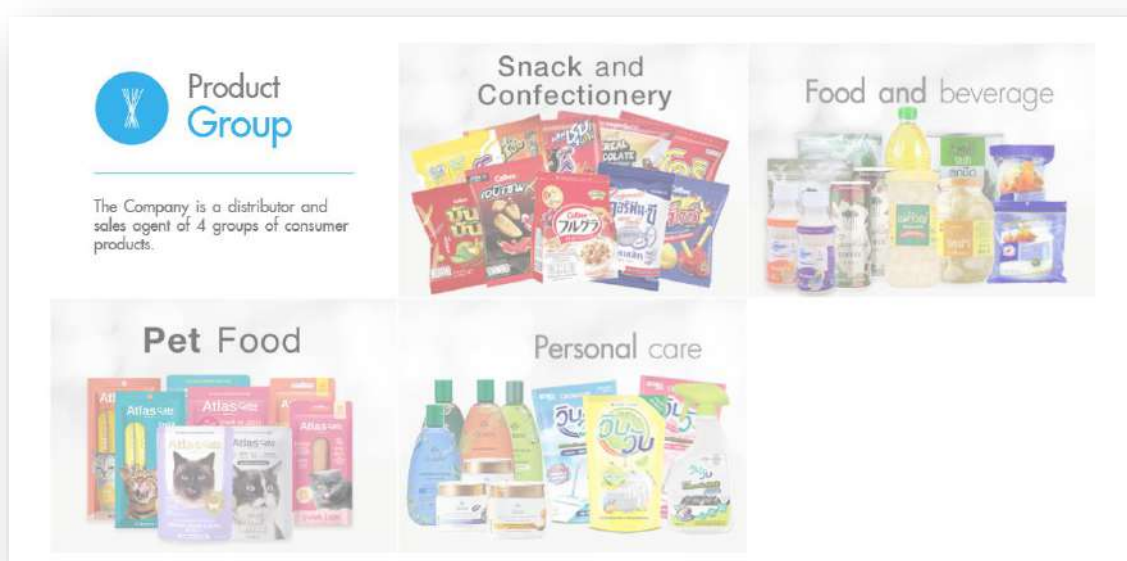
You can download this report, as well as the annual report, from the website of Premier Marketing Public Company Limited: www.premier-marketing.co.th. For further inquiries, please contact the Investor Relations Department at the following address: Investor Relations Unit
Address: 1 Premier Corporate Park, Srinakarin Road, Nong Bon Subdistrict, Prawet District, Bangkok 10250
02-301-1800 , 02-301-1830 : ir@pm.premier.co.th

Scope of the report

This report is the Sustainability Report for the year 2024, prepared to present the operational performance of Premier Marketing Public Company Limited and its subsidiaries in Thailand (the “Company”), as shown in the table below.

List of companies within the scope of the 2024 Sustainability Report

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





Company Overview



Premier Marketing Public Company Limited
Office: No. 1 Premier Corporate Park, Srinakarin Road,
Nong Bon Sub-district, Prawet District, Bangkok 10250



Registration Date: 27 May 2008
Registered with the Stock Exchange of Thailand

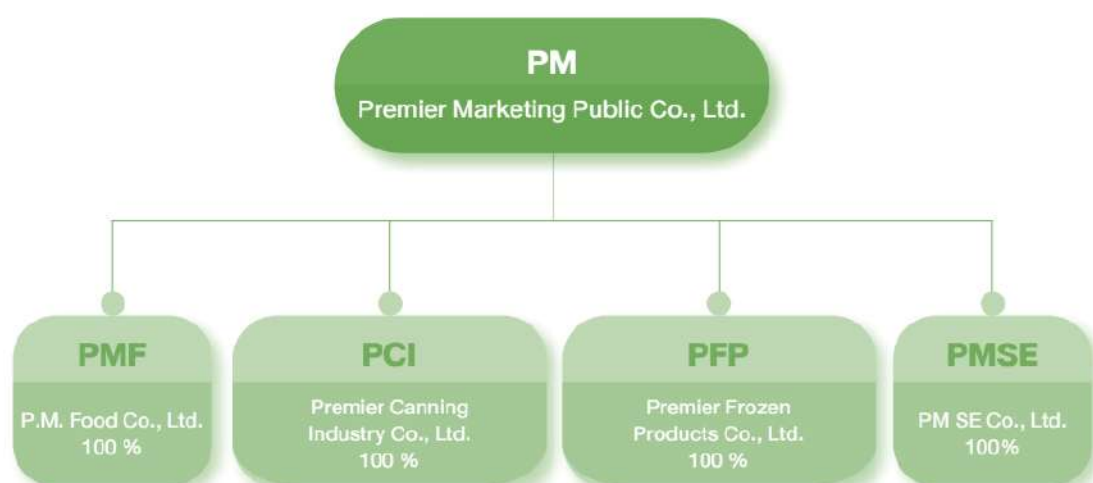


Registered Company Capital: 558,120,000 Baht



Engaged in manufacturing, distribution, and acting as
a distributor for consumer products

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.



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.





Business of the company

Premier Marketing Public Co., Ltd. is the distributor of consumer products. The product portfolio can be divided into 4 groups of products including snack and confectionery, foods and beverages, personal care and household cleansing and pet food. The Company distributes products through distribution channels such as modern trade and traditional trade, with stores all over the country dealing directly with the Company, and overseas distribution of “Taro” fish snacks.

The Company has investments in 4 subsidiary companies; P.M. Food Co., Ltd. (PMF), Premier Canning Industry Co., Ltd.(PCI), Premier Frozen Products Co., Ltd. (PFP) and PM SE Co., Ltd. (PMSE). The Company holds 100% of their paid-up capital. The operations of the 4 subsidiaries are as follow.

1. P.M. Food Co., Ltd. (PMF) manufactures and sells fish snack products under “Taro” brand. The products are sold in both local market and for export and entrusted Premier Marketing Public Co., Ltd. to be its sole distributor.

2. Premier Canning Industry Co., Ltd. (PCI) primarily manufactures, processes, and distributes pet food, including products under its own brand "Atlas," which consist of seafood ingredients such as tuna and salmon, as well as farmed ingredients such as poultry and livestock. Types of packaging includes aluminum pouches, plastic cups, and various-sized cans, with every step of production under stringent control to meet global standards. The main focus is on exports to markets in Europe, the United States, Australia, Asia, and the Middle East. Additionally, PCI produces and distributes products under the brand "King's Kitchen," which include tomato sauce, chili sauce, soy sauce, and black pepper sauce.

3. Premier Frozen Products Co., Ltd. (PFP) Produces frozen ready-to-eat food based on customer orders. Additionally, the company offers cold storage services for product storage and also develops new projects to increase revenue and returns. Furthermore, it leases space to Mivana Co., Ltd. for coffee production

4. PM SE Co., Ltd. (PMSE) was established on 10 April, 2015 with the objective of investing in social enterprise businesses and building on the core values on the sustainability of society. PMSE operates the business of distributing organic coffee under the brands “MiVana”. PMSE has invested in related companies as follows:

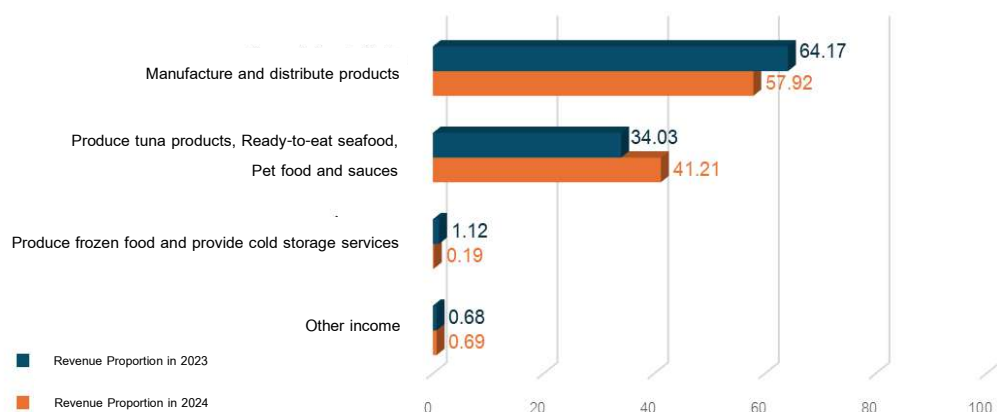
- 4.1) Mivana Co., Ltd. (MIVANA - formerly Green Net SE Co., Ltd.), has PMSE as a shareholder of 97.85 percent and the other 2.15 percent held by Earth Net Foundation. MIVANA promotes shade-grown coffee in order to maintain the ecosystem and environment in watershed areas while at the same time developing the quality of the coffee grown by the farmers into the certification system of organic standards in order to generate income for organic coffee farmers grown for forest preservation by working closely with related government agencies. This not only benefits society as mentioned above but also provides good coffee of high quality. MIVANA purchases the organic coffee output from the farmers under fair trade for processing and packaging under the brands “Mivana”.

4.2) The Good Drink Co., Ltd. (TGD), by increasing its equity holding to 99.99% (49.399% in 2019), is engaged in the business of development of products and distribution channels for ready-to-drink coffee products and the granting of rights to other subsidiaries of Premier Marketing Public Co., Ltd. to manufacture and distribute the products developed, as well as other products with coffee as an ingredient.

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

Types of Revenue	Operated by	Company Shareholding Ratio	2024		2025		2026	
			Million baht	Percentage	Million baht	Percentage	Million baht	Percentage
Manufacture and Distribute Products	PM / PMF / SZPM / PMSE	100.00	2,868	57.92	2,744	64.17	3,200	63.14
Produce tuna products, Ready-to-eat seafood, Pet food and sauces	PCI	100.00	2,040	41.21	1,455	34.03	1,789	35.30
Produce frozen food and Provide cold storage	PFP	100.00	9	0.19	48	1.12	41	0.81
Other income	Company and Subsidiaries	-	34	0.69	29	0.68	38	0.75
Total income			<u>4,952</u>	<u>100</u>	<u>4,276</u>	<u>100.00</u>	<u>5,068</u>	<u>100.00</u>

Comparison of Revenue Proportions between 2023-2024





Harmonious Alignment of Success

Leveraging business expertise to solve social problems

The issue of food security continues to impact the world, with people not receiving safe and sufficiently nutritious food. Premier Marketing Public Company Limited and its subsidiaries conduct business by elevating the business value chain, creating value for society towards sustainable shared success. The company implements sustainable management throughout the value chain, from upstream to downstream, focusing on quality from the beginning. It collaborates with partners in the raw material procurement process with the concept of conserving resources for sustainability, considering environmental, social, and governance principles. Adhering to international food safety standards builds consumer confidence in tracing the origin of raw materials through a traceability process. In the product manufacturing process, there is consideration for the efficient use of resources, such as energy, water, and fuel, to reduce pollution to society and the environment. The use of clean energy is being increased through the installation of more solar panels on the subsidiary's factory buildings. Additionally, there is a process to reuse treated wastewater in increasing quantities.

Furthermore, management also considers minimizing waste by fostering collaboration with business partners to innovate mutually beneficial solutions. For example, reducing leftover materials from the production process (waste) to develop Co-Products that help replace the use of original raw materials, thereby enhancing the nutritional value of the products. This includes jointly developing products from leftover raw materials through collaboration with the Food for Good project under the Yuvabadhana Foundation, to promote children's access to nutritious food and address the problem of malnutrition in children. This approach ensures the efficient and maximum utilization of available resources.

Moreover, the company seeks new opportunities in research and development of products with good nutritional value for health, aiming to improve the quality of life for people in society and meet the needs of today's consumers. Examples include reducing sodium content, which has negative health impacts, in snack products; promoting the sustainability of upstream forests by collaborating with farmers to expand organic coffee cultivation and conserve forests; and developing food products that will cater to the aging society of the future.

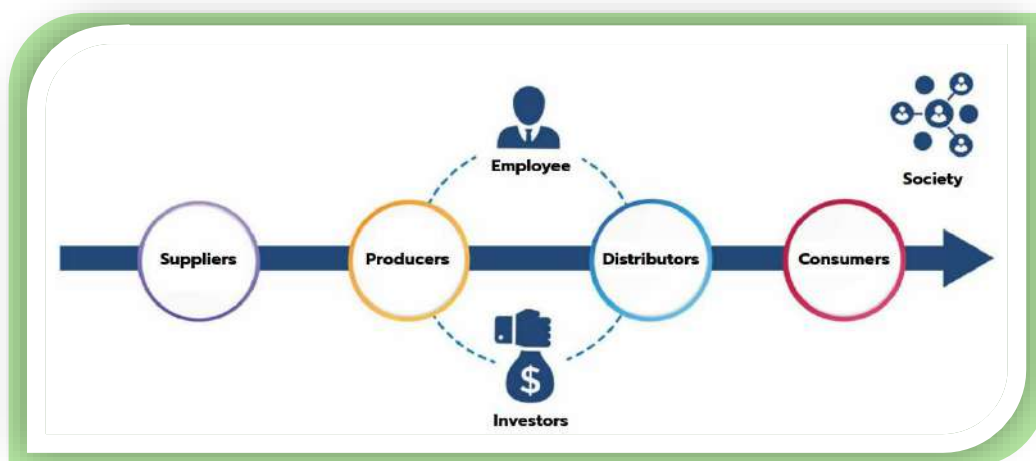
Enhancing the efficiency of transportation and distribution is another area the company continuously focuses on developing. This involves increasing employee capabilities with knowledge and expertise in using various technologies and tools, such as the PMCAS (PM Credit Approval System II) for order placement and transportation tracking. This improves the convenience and speed of ordering and allows for efficient delivery tracking. The company is also committed to expanding the development of transportation systems that help reduce environmental impact, such as direct shipment networks from manufacturers directly to individual

retailers or small customers, without going through warehouses or distribution centers. This increases the efficiency of shipping and distribution, reduces transportation distances, lowers fuel consumption from transportation, and also reduces carbon dioxide emissions.

All of this is aimed at achieving social sustainability through the utilization of the business's expertise and potential, as well as fostering collaboration with stakeholders across the value chain for shared and sustainable success.

Conducting business to create sustainable shared success

The company considers the balance between business growth and the impact on both internal and external stakeholders, including fostering collaboration to elevate the business and social value chains. This is to collectively expand towards mutual strength and sustainability, regardless of where the partners are in the chain, from upstream to downstream. This includes raw material suppliers, manufacturers, and distributors whose business operations align with the company's collaborative development approach, "Value Chain Enhancement."



Approaches to working with business partners to create sustainable shared success

consists of 4 approaches:

1. **Creating a fair and open ecosystem** Through free competition and fair price standards.
2. **Identify and develop the potential and strengths of stakeholders** Through building collaboration, seeking common ground where all parties benefit, and connecting knowledge, skills development, and the potential of stakeholders.
3. **Build trust and promote the creation of new innovations** Elevate the work of stakeholders, highlight opportunities for development, and support resources in various aspects, including knowledge and personnel.
4. **Creating engagement with beneficiaries, such as customers** By communicating and disclosing information transparently and developing activities that create connections within the value chain, as well as building long-term good relationships with beneficiaries.



Employees: The Heart of Driving Towards Sustainable Shared Success

The company recognizes that in achieving sustainable shared success, employees play a crucial role. They are the driving force behind utilizing their expertise at work to help solve social problems and in being part of creating a sustainable society in terms of Environment, Social, and Governance (ESG). Therefore, the company emphasizes instilling a sense of social responsibility in employees through the strong implementation of core values, which cultivates the characteristic traits of employees within the Premier Group of companies

The company provides opportunities for employees to actively participate in social development by collaborating with various foundations, projects, and cooperative organizations that address diverse social issues, including improving the quality of life for children and youth, enhancing the quality of education, addressing child malnutrition, environmental sustainability, and mechanisms for sustainable social participation. The goal is for employees to thoroughly understand social problems and recognize their own potential to contribute to creating a better society through hands-on involvement.

Mr. PHITHAKPHONG PANYASRI (Mivana)

“ Today, Mivana has a booth selling coffee, and the revenue from coffee sales over these two days will go to a fund for Mivana employees to help with the wildfire problem in Chiang Rai. This involves creating firebreaks in both Mivana coffee plantation areas and surrounding areas across the Chiang Rai zone. Mivana has continuously participated in the Good Society Day event, wanting to be part of creating a good society in terms of the environment. ”

good
society
day



Miss. KANYA MUANG-IN (PCI)

“ This is my first time participating in a social sector event. I see the opportunities and what can be gained from this project. My role is to invite the business sector, give them a tour of the event, introduce them to and connect them with these projects so they can receive more funding or other forms of collaboration and further develop. I'm glad to be a small part in connecting the social sector and the business world. ”



Throughout its history, the company has consistently conducted business sustainably, considering outcomes that benefit stakeholders. Therefore, it has established a policy for fair and transparent management of the business value chain between the company and its employees, shareholders, suppliers, business partners, consumers, communities, society, and the environment. This aims to develop and elevate the operational standards within the business value chain to grow together strongly.

Consequently, the company has developed sustainability strategies and operational guidelines that are reviewed annually by the Board of Directors, the Governance and Risk Management Committee, and the

management team through the identification and analysis of stakeholder expectations. This is to ensure the ability to deliver quality goods and services and achieve sustainable shared success as targeted.



Management structure for sustainable development

In planning and determining business strategies, Premier Marketing Public Company Limited and its subsidiaries consider building credibility with stakeholders, ensuring transparency and accountability, and supporting the long-term strength of the business. Therefore, the company's Board of Directors has discussed and appointed a new sub-committee: the Governance and Risk Management Committee, with the roles and responsibilities detailed as follows:



Organizational Chart of the Corporate Governance and Risk Committee

Roles and responsibilities of the Governance and Risk Management Committee

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

1. 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 strategy and work plan for governance management of the management and the company's risk management.
 - 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.
2. 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.
3. The Governance and Risk Management Committee shall submit a report to the Board of Directors at least once a year.
4. Perform any other duties related to governance and risk as assigned by the Board of Directors.

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	- 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	- Determine the Company's code of conduct in regard to treatment of shareholders - Organize the Annual General Meeting of Shareholders - Disclose information on operations in the Form 56-1 One Report and the Company's website - Opportunity Day activity to meet the investors - Reply to investors' queries by telephone and email regularly and equitably
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	- Improve quality of life for stability - Operate in accordance with regulations, laws and best practices according to international standards - Continuously develop the potential and capabilities of employees - Build employee satisfaction and engagement with the organization - Build confidence in work environment and safety - Build confidence in workplace environment and hygiene	- Continuously jointly conduct salary surveys with external agencies - Conduct a comprehensive review and assessment of human rights risks (Human Rights Due Diligence). - Communicate to build knowledge and understanding, and support employees in saving through the provident fund and by collaborating with the Premier Group of Companies' savings cooperative to promote and publicize the benefits of saving, being frugal, and financial planning in preparation for retirement. - Plan for creating participatory employee well-being through the establishment's welfare committee and the Happy Workplace committee on an ongoing basis - Set concrete plan to develop the potential and capabilities of employees to continuously increase business results. - Provide the development of

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
		- Promote health care and adjust consumption behavior and lifestyle at work place	the environment and occupational health and safety, including the determination of annual health check-ups based on risk - Conduct an annual employee Satisfaction and Engagement Survey
Consumers / Customers	- Traceability of product quality - Delivery of quality products and services on time at fair prices - Product labels show complete nutritional information	- Disclose production information to consumers - Offer quality products and services - Develop products and services that meet the needs of consumers	- Review traceability of raw material sources and production processes to other product groups, benefits from products consumption and updated information to consumers access easily - Implement the work plan and communicate through store visits (in-person, by phone, or online). - Hold monthly meetings with department stores/shops in the modern trade channel (in-person/online). - Develop a system for ordering and tracking product transportation via the PMCAS program. - Provide a Sales tool system for buying and selling products online through various channels.- Conduct consumer/store satisfaction surveys - Communicate nutritional information of products and services and 24 Hours complaints service
Suppliers	- Returns and business growth - Participate in improvement of quality of products and services - Procurement is fair, equitable and transparent	- Conduct business with fairness - Build good relationships to jointly develop business - Comply with IUU regulations - Promote business operations that take sustainable mutual success, ESG, into account - Strengthen and expand the coalition against corruption.	- Compliance with contract terms and conditions - Participate in relationship building activities with business partners and suppliers - Have meeting with business partners 1 time/month. - Establish a value chain management policy that takes into consideration the shared values in all management processes of sustainable procurement of main raw materials and compliance with IUU regulations - Prepare work plans and visit suppliers (supplier onsite ESG audit) Continuously - Develop a plan to expand alliances by inviting business partners to express their intention to oppose corruption in

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
			the CAC (Collective Action Coalition Against Corruption) project and as Change Agents on an ongoing basis.
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	- Increase productivity and reduce waste - Develop qualitative and quantitative coffee plantations for coffee growers - Reduce the impact of forest fires spreading into farmland - Develop knowledge for farmers who are members of the project - Campaign and build forest fire protection lines to reduce the impact - Manage the community and farmers to have clean water for cultivation.	- Compliance with contract terms and Conditions - Operate with transparency and accountability - Support, train and educate in quality improvement and increasing productivity - Collaborate with agricultural extension officers to provide knowledge by utilizing the learning process in farmer schools - Set guidelines and plans for members to develop the quality and quantity of production per rai. - Collaborate with the community and government to prepare forest fire protection lines
Media / Government agencies and Regulators	- Compliance with laws - Transparent and discloses facts	- Operate under the law - Operations are clear, open, transparent and accountable	- Monitor and review operations to ensure compliance with the laws - Disclose the operating results clearly, transparently and verifiable.
Competitors	- Compete under the law and with ethics	- Treat competitors in accordance with good trade ethics - Build good relationships to jointly develop business	- Monitor changes of competitors regularly - Comparison report on the status of competition
Community / Society	- Company discloses facts transparently - Company participates in community and social development - Company be responsible for impact on the community and society caused by	- Be a good organization of society and is transparent - Participate in development of good quality of life for the community and society - Consider responsibility for impacts caused by	- Disseminate information on sustainable business operations through disclosure reports and the Company's website - Expand the results in the project to deliver products directly from the factory to reduce the impact from transportation and distribution - Instill awareness and discipline in the use of vehicles for sales unit employees, along with monitoring and checking

Stakeholders	Expectations of stakeholders	Mission to respond to stakeholders	Communication and engagement with stakeholders
	the business operations	the business operations as a part of the goal of the organization	compliance with traffic laws to reduce accidents and emphasize the importance of road safety, considering safety as well as the efficient use of fuel and the reduction of air pollution. - Create opportunities for students to receive equal and quality education through the Yuvabadhana Foundation - Continuously expand the sharing society initiative with companies in the Kabin Buri Industrial Estate, supporting the conversion of donated items into scholarships for underprivileged students in Prachinburi Province. - Create opportunities and reduce inequality by employing people with disabilities through the Social Innovation Foundation.
Environment	- 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	- Jointly evaluate the ecological value of forests that have been maintained through the "Mivana" forest coffee project continuously - Expand wastewater management to increase the amount of water that can be reused - Reduce the use of electricity/oil in production and transportation - Reduce time and distance by transporting directly from the factory to the store - Increase the utilization of waste materials in the production process, expand the installation of solar panels



Summary of Key Sustainability Issues

In balancing the progress of business operations, employee security, and the sustainability of society and the environment, the company has considered the linkages and support for the Sustainable Development Goals (SDGs), as detailed in the table below.

SDGs	Sustainability Issues	Importance of the issue
 	1. Expanding the anti-corruption coalition	Establish a transparent and auditable business operation network.
	2. Value chain management	Foster engagement in ESG dimensions throughout the value chain.
	3. Sustainable product and service development	Drive sales growth through the development of sustainable products and services.
	4. Customer relationship management	Develop efficient work systems that meet customer needs.
 	5. Employee management	Enhance employee management to foster organizational engagement.
	6. Prioritizing human rights	Operate in compliance with laws and international best practices.
	7. Workplace safety management	Improve workplace environment and safety development.
	8. Employee participation	Promote employee participation as a part of sustainable success.
 	9. Community and social engagement	Foster engagement in improving the quality of life for communities and society.
	10. Energy management	Manage energy risks to ensure efficient energy use.
	11. Water resource management	Manage water risks to ensure efficient water use.
	12. Production waste management	Manage pollution and waste in compliance with the law.
	13. Greenhouse gas management	Manage to reduce the impact of greenhouse gas emissions.

Materiality Assessment. Read more from





Value Chain of Premier Marketing Public Company Limited

In its business operations, Premier Marketing Public Company Limited has clearly demonstrated its intention and adhered to practices regarding social responsibility, the environment, and employees. The company focuses on managing a supply chain that encompasses environmental, social, and governance (ESG) impacts to ensure the quality delivery of goods and services. Historically, the company and its subsidiaries have prioritized sustainable management by collaborating to produce beneficial and safe food, from raw material procurement—covering sourcing, selection, site visits, and joint development—to transparent delivery to consumers with traceable origins. This extends to ethical business conduct, respect for human rights, environmental management, and occupational health and safety. These practices have been strictly communicated to and implemented by the company's business partners and their employees.

To drive the organization according to the defined work plan, the company has provided knowledgeable and capable teams suitable for their assigned roles and responsibilities for oversight, ensuring the success of operations in both the short and long term. In the year 2024, the company focused on elevating the value chain together with stakeholders in the business chain to create sustainable mutual benefits. The company has defined the following key steps in its business operations:



1. **Attention to quality in the selection of raw materials** through sourcing, selection, assessment of ESG risks, along with joint promotion and development of the potential of the business partners and expansion of results in various areas.
2. **Attention to quality control in product manufacture** by improving the efficiency of the production process in order to use resources cost-effectively, as well as ensuring food safety according to international standards.
3. **Attention to quality in product transportation** by applying technology in the receipt, storage and thorough distribution of products and to maintain freshness, as well as manage transportation to minimize impact on society and the environment.
4. **Attention to quality until reaching consumers** by developing new products that meet the needs of consumers and society and consumers can access and verify the origin of raw materials, product manufacturing process and nutritional value obtained from product consumption.
5. **Attention to delivery of value to community, society and environment** by development of community, social and environmental ecosystems to create a network of cooperation from all sectors to jointly expand the results broadly.



Stakeholder Engagement



Miss Suthisa klaikate Deputy Managing Director, Taro Product Business: Premier Marketing Public Company Limited, Tell me about the concept of working in sustainable marketing, based on three principles: product development that adheres to providing benefits and nutritional value as a good consumption choice for consumers, by considering trends in consumer demand according to global movements and changes, creating a quality society, and leading to sustainable business growth;

marketing activities that help develop quality of life, such as educational guidance for school-age target groups, coupled with raising awareness of environmental conservation, such as proper waste disposal, which are operations that inspire the target group to be mindful in living for a sustainable society and environment, through transparent and sincere marketing communication by providing accurate and verifiable information, including avoiding exaggerated claims, according to good morals and ethics, as a guideline for sustainable business, alongside a sustainable society and environment, with good ethical practices according to core organizational values.

Mr. Preecha Jamornsri a-nan Executive Director, Sales and Marketing Manager: TOPPAN Edge (Thailand) Limited, The company has developed its products and service capabilities in tandem with technological changes. For example, it was the first ISO standard plastic card manufacturer in Thailand, the first ISO standard plastic national ID card manufacturer, and has received authorization and certification from VISA and MasterCard to produce credit

cards for various banks. It also produced the state welfare card, electric train travel cards, and implemented the e-Passport project for the Ministry of Foreign Affairs, etc. The company is committed to managing the organization transparently according to good governance principles, participating in social and environmental responsibility, and developing personnel for sustainable and stable growth. This has been an important part of the company's Mission Statement since its establishment, and it has consistently and earnestly adhered to this commitment.





Ms. Jitraporn Sowaphas Quality Assurance Manager: PM Food Co., Ltd., Responsible for quality assurance and systems work. In an era where consumers are increasingly prioritizing sustainability, the decision to consume food or products that consider the environment, are safe, and have traceable raw material origins is something consumers are interested in. Therefore, to build transparent and verifiable consumer confidence and trust, a Traceability Program was developed, utilizing i-Reporter technology for digital recording of reports in the production process and using that data as a tool for Traceability. Subsequently, in

collaboration with the marketing department, the 'Trace to Trust' system was developed under the concept 'You can eat anything... not really,' allowing consumers to scan a QR Code on the packaging, enter the date and production code, and know the origin of the fish used in the processed product. This links important information from the beginning to the end in a verifiable way, to assure consumers that the products they consume are beneficial, safe, transparent, and produced with social responsibility, in order to ensure food security, use resources efficiently, and continue to build sustainable shared success.





Sustainability Performance Awards

Premier Marketing Public Company Limited SET ESG Ratings 2024 Certificate



Based on the company's sustainable business operation concept, it has been announced as a sustainable stock for the 9th consecutive year, or received an A level in the SET ESG Ratings from the Stock Exchange of Thailand. This reflects the commitment to its business operation principle of 'Sustainable Shared Success,' which takes into account the environment, society, and corporate governance.

Premier Marketing Public Company Limited



The company received an 'Excellent' rating in the Corporate Governance Report of Thai Listed Companies for the year 2024 from the Thai Institute of Directors Association, with the support of the Stock Exchange of Thailand and the Securities and Exchange Commission of Thailand. It also received the 5-star symbol from the National Corporate Governance Committee.

PM Food Co., Ltd., Certificate of Thai Labour Standard Management System TLS 8001-2020 Basic Level



Received Thai Labour Standard certification Based on the concept of sustainable business operations in accordance with social responsibility standards From the Bureau of Labour Standards, Department of Labour Protection and Welfare

PM Food Co., Ltd., Establishments with good labour practices GLP (Good Labour Practices) Award



Based on the concept of sustainable business operations by involving employees in improving their quality of life To elevate labour standards and establish participatory improvement processes In order to promote compliance with labour standards and to demonstrate this to both domestic and international consumers

PM Food Co., Ltd., Certificate of Membership Renewal Thai Private Sector Collective Action Coalition Against Corruption



From the Thai Private Sector Collective Action Coalition Against Corruption Committee To certify that the company has policies and systems in place to prevent bribery and corruption in accordance with the policy of transparent business operations

PM Food Co., Ltd., Certificate of Carbon Footprint of Organization Registration From the Thailand Greenhouse Gas Management Organization (TGO)



The company recognizes the importance of calculating its organizational carbon footprint. Therefore, it has conducted verification to assess the amount of greenhouse gas emissions from the organization. And has been certified and registered for the Carbon Footprint of Organization Label in accordance with the announcement of the Thailand Greenhouse Gas Management Organization

Premier Canning Industry Co., Ltd.

Honor Award: CSR-DIW Continuous Award 2024 (8th consecutive year)



Received an award from the Department of Industrial Works, Ministry of Industry) based on the concept of sustainable business operations Consistent with the social responsibility standards for industrial operators in Samut Prakan Province

Premier Canning Industry Co., Ltd.

Green Industry Award Level 4: Green Culture



Received an award from the Ministry of Industry Since B.E. 2562 (2019 Gregorian calendar) with the continuous concept of developing sustainable business operations. Committed to expanding towards the Green Industry Level 5: Green Network, throughout the supply chain in the future

Premier Canning Industry Co., Ltd.

Certificate of Membership Renewal Thai Private Sector
Collective Action Coalition Against Corruption



The Thai Private Sector Collective Action Coalition Against Corruption Committee To certify that the company has policies and systems in place to prevent bribery and corruption in accordance with the policy of transparent business operations

Premier Canning Industry Co., Ltd.

GLOBAL STANDARD FOR FOOD SAFETY: BRC-Grade A



Due to the commitment to developing the quality of the food production process to meet hygiene and sanitation standards, As well as being able to trace the origin of raw materials and the production process throughout the food chain, For the safety of consumers



Annual Sustainability Performance Report 2024



Economic performance data	Unit	Years		
		2022	2023	2024
1. Revenue from sales and services	Million Baht	5,068	4,276	4,952
2. Net profit	Million Baht	275.43	392.15	599.01
3. Dividends paid to shareholders	Million Baht	251.15	351.62	334.86
4. Salaries and employee compensation	Million Baht	814.0	785.54	863.52
5. Income taxes paid to the government	Million Baht	81.10	102.31	131.14



Social performance data	Unit	Years		
		2022	2023	2024
6. Total number of employees	Person	1,994	1,905	1,934
- Male	Person	607	596	624
- Female	Person	1,387	1,309	1,310
7. Turn Over Rate	Percent	6.47	14.30	10.03
8. Lost-time injury rate	cases	10	10	9
9. Lost-time accident rate (LTIFR)	Per working hour	0.41	0.42	0.40
10. Average training hours per person	Hours / person / year	6.09	11.36	8.52
11. Employee satisfaction survey results *	Percent	85.19	74.26	75.44
12. Store satisfaction survey results *	Percent	87.02	84.43	86.25

Environmental performance data	Unit	Years		
		2565	2566	2567
13. Energy consumption				
- Diesel / Gasohol	Liter	329,352	390,465	366,245
- LPG / LNG	Kg	982,710	901,123	971,410
14. Electricity consumption	kWh	7,691,330	7,060,406	8,072,391
Renewable energy for electricity (solar cells)	kWh	1,604,568	1,579,568	1,589,922
15. Potable water consumption	m ³	550,873	956,641	1,333,345



Business Values and Beliefs

Premier Marketing Public Company Limited and its subsidiaries are committed to conducting business to create sustainable shared success through a value chain participation approach. This emphasizes addressing social and environmental issues with the potential and resources that the business possesses to create sustainability from upstream to downstream, throughout the product manufacturing process to the point of delivery to consumers. This is achieved by using business expertise to build sustainability together within the chain, under the business philosophy of the 'PREMIER WAY' sustainable business path.



Based on a review of current social issues, including poverty, inequality, food security, food safety, and nutritional problems, Premier Marketing Public Company Limited and P.M. Food Company Limited have jointly established guidelines for conducting business to address these issues seriously, as follows:



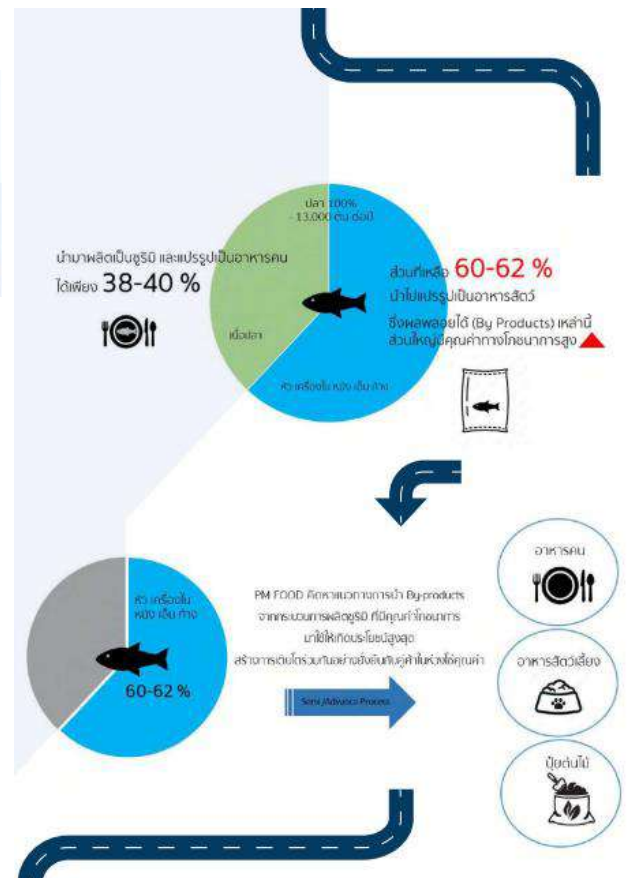
PM Food Co., Ltd.

Mr. Viphas Jiraphas Managing Director, P.M. Food Co., Ltd. Tell me that 'we can create value from every element involved in the business value chain by shifting the perspective of doing business from solely seeking profit to looking at the holistic picture, from the quality and safety of food sources to equitable access to food, paying attention to every component in the business chain, and fostering collaboration to solve social problems sustainably.' From this concept, the work in three main areas that leads to implementation is reflected as follows:



1. Ensuring food security through a production process that considers the efficient use of resources and reduces food waste by creating Co-Products from leftover raw materials, such as developing products from surimi.

We believe that this concept can create a sustainable food source ecosystem by supporting and encouraging upstream surimi producers to recognize the value and create added value by developing Co-Products together. Ultimately, the company can utilize the resulting Fish Essence to develop new, valuable products to deliver to consumers...

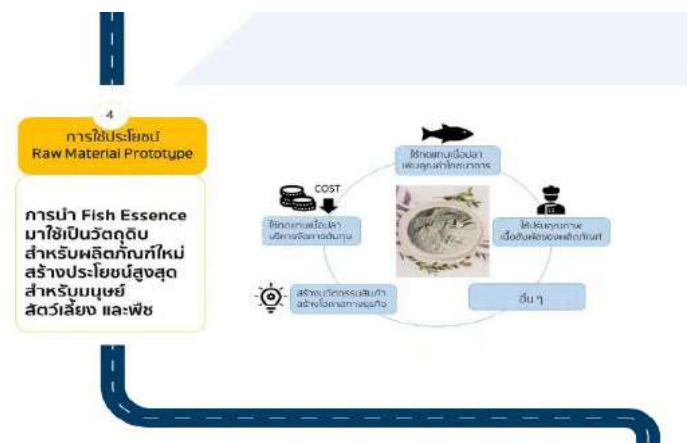


2. Ensuring food safety by producing and distributing quality products with verifiable origins through a Traceability Program.

Mr. Somboon Thipprasert
Deputy Managing Director,
Research and Product
Development

Tell us that everyone in this world has equal fundamental rights, and the right to food is something

we should all have, with equal safety in food



consumption, without discrimination or exploitation from producers. Therefore, consumers of products have the right to choose to consume safe food by adjusting their behavior to pay attention to selecting food to buy, checking expiration dates, or emphasizing raw materials, ingredients, and product manufacturing standards.

Therefore, the company not only produces and delivers safe food but also creates conditions for transparency, allowing for traceability back to the source of raw materials, such as where the fish used as raw material comes from, good storage processes, legally compliant labor throughout the supply chain with good governance and no exploitation, fair trade without bribery or corruption, and continuously communicates and raises awareness among consumers, hoping that we will create a change in consumer behavior to prioritize the right to access safe food and encourage other production sectors to seriously pay attention to this matter.



3. Addressing the nutritional problems of schoolchildren through collaboration with FOOD FOR GOOD to develop high-quality products with nutritional value.

From this issue, the company sees it as an opportunity to expand its business. Beyond the current core business of delivering products to consumers, it also creates opportunities for marginalized or other groups to have equal access to quality food, leading to a plan to develop nutrient-enriched products for students, which can also further create business value.

“จากการที่ PMF ได้ทำงานร่วมกับ FOOD FOR GOOD พบว่ายังมีนักเรียนจำนวนมากที่ขาดโอกาสในการเข้าถึงโภชนาการที่ดี เรามองว่าโภชนาการอาหาร เป็นเรื่องของ Everyday Consumption ที่มีการบริโภคอยู่ทุกวัน เราต้องเอาใจใส่และให้ความสำคัญกับโภชนาการที่ครบถ้วน PMF จึงนำแนวคิดนี้มาเป็นโจทย์ว่า ทำอย่างไรจะสามารถส่งมอบคุณค่าของโปรตีนจากเนื้อปลานี้ถึงนักเรียนในโรงเรียนที่ขาดโอกาสได้บ้าง”



Premier Marketing Public Company Limited

Mr.Piya Smutkochorn, Managing Director Premier Marketing Public Company Limited

Tell us about the company's mindset for conducting business to create sustainability, which comprises 3 aspects as follows:

“ผู้บริโภคทุกเพศ ทุกวัย และทุกกลุ่มของรายได้ ควรมีทางเลือกในการเข้าถึง และสามารถเลือกซื้อสินค้าประเภทขนมขบเคี้ยวที่มีคุณภาพ มีคุณประโยชน์ ปลอดภัย กับตนเอง และคนในครอบครัว”



MINDSET

- การร่วมพัฒนาผลิตภัณฑ์ที่สามารถนำเสนอ “คุณค่าที่แท้จริง” ช่วยให้ผู้บริโภคมีทางเลือกในสินค้ากลุ่มสแน็คที่มีประโยชน์ ปลอดภัย มีความโปร่งใส
- มีส่วนร่วมในการลดการใช้พลังงานฟอสซิลจากการขนส่งและกระจายสินค้า เพื่อลดมลพิษทางอากาศที่ส่งผลกระทบต่อภาวะโลกร้อน
- ผู้บริโภคต้องสามารถเข้าถึงสินค้าที่มีความสดใหม่ได้อย่างสะดวก รวดเร็ว และครอบคลุมทุกพื้นที่ และทุกช่องทาง

4. Developing nutritious snack products to meet the needs of consumers and adapt to changing social conditions.



Viewing consumers as the center of product development means truly understanding the needs, expectations, and consumption behaviors of consumers. This will lead to the development of products that meet those needs accurately and effectively.

Miss Suthisa Klaikate, Deputy Managing Director Taro Product Business Unit

Tell us about the plan to develop nutritious snack products to meet consumer

needs and adapt to changing social conditions. It involves developing valuable products by focusing on the consumer, addressing the demand for health-conscious and nutritious food consumption. Our product development process includes consumer research and gathering in-depth data on consumer behavior to understand the factors that consumers prioritize, such as essential nutrients for health, the benefits of consumption, and concerns about the advantages and disadvantages of various ingredients. For example, the TARO Lite product stems from the intention to be part of the solution to consumers' health issues based on an understanding of consumers. And the changing situations as follows:



This data reflects the increasing importance and concern of consumers regarding sodium levels in food. Therefore, developing food products that are low in sodium and have nutritional benefits is a truly responsive approach to consumer needs.

This can be evidenced by the positive consumer reception of the products and the continuously growing business results.

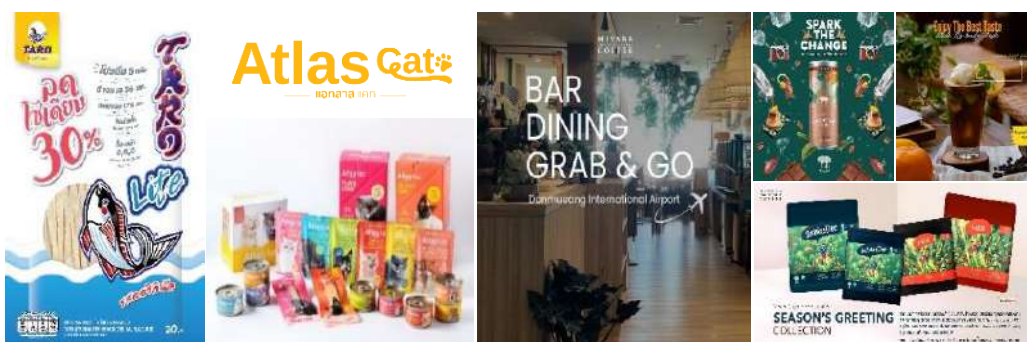
5. Efficient transportation to reduce environmental impact and distribute goods so that consumers have access to products.



Ms. Namfon Rangchaem, Logistics and Warehouse Manager Tell us about the plan to develop a joint goods delivery system between Premier Marketing Public Company Limited and P.M. Food Company Limited, taking into account the environmental impact and increasing delivery efficiency for stores and consumers under the Direct Shipment project. The work system has been continuously developed and the direct delivery area expanded since B.E. 2565

(2022 Gregorian calendar) to the present, resulting in reduced redundant work, shorter delivery distances and times, reduced fuel consumption and carbon dioxide emissions. This also lowers transportation costs and expenses. Furthermore, this sustainable business pathway also includes subsidiaries operating according to these sustainability principles. For example, Canning Industry Company Limited, a manufacturer, processor, and distributor of pet food, conducts its business with the practice of delivering quality products with nutritional benefits, considering the efficient use of raw materials throughout the production process, managing waste, reducing water usage by recycling, and using clean energy alternatives. This also includes promoting the sustainability of watershed forests through Mivana Company Limited, which operates under a social enterprise model. It produces Arabica coffee using organic agroforestry systems to conserve forests and the environment, creating sustainability for agricultural communities in watershed areas, and improving the economic and social well-being of small-scale coffee farmers and communities in the area according to the principles of Fair Trade. This includes maximizing the utilization of leftover raw materials from production to minimize negative impacts on society and the environment. The details of each company will be further elaborated on in this report.

All of this is aimed at the goal of creating sustainability for society by leveraging the expertise and potential that the business possesses, as well as fostering collaboration with stakeholders throughout the value chain for shared and lasting success.



Good Corporate Governance and Enterprise Risk Management

Throughout its 47 years of operation, Premier Marketing Public Company Limited and its subsidiaries have been committed to conducting business successfully and sustainably in the long term. This is driven by the five core values of the Premier Group, which emphasize adherence to the rule of law, good corporate governance, transparency, and accountability. The company also considers various risks that could impact the business, with plans, strategies, and budget support in place to ensure the business grows and achieves continuous long-term success. Furthermore, these practices are disseminated to business partners within the value chain to foster collaboration and build strength towards the shared goal of sustainable business success, as outlined in the following topics and details.

Corporate Governance Policy.

Read more at:

www.premier-marketing.co.th

Good Corporate Governance

Regarding the details used to support the company's good corporate governance policy, these include guidelines for risk management, internal control and audit, conducting business fairly within the framework of legal requirements and the code of business ethics, as well as tax policies that adhere to legal requirements accurately, with transparency, verifiability, and timeliness. This also includes cooperating on tax matters with the Revenue Department and government agencies. In practice, this aligns with the policies of the company and its subsidiaries' Governance and Risk Management Committee.

To ensure that the company's good corporate governance policy is practiced towards all stakeholders equally and fairly, the company has established channels for receiving complaints, comments, or any suggestions from stakeholders who have been affected or are at risk of being affected by damage resulting from the company's business operations or from the actions of the company's employees regarding violations of laws, regulations, rules, or the code of business ethics, including behaviors that may indicate corruption, unequal treatment, or careless and imprudent actions. Complainants or petitioners can report leads or complaints and submit relevant supporting details and evidence through the Audit Committee and the Company Secretary via the following channels:

Premier Marketing Public Company Limited
1 Premier Corporate Park, Soi Premier 2, Srinakarin Road,
Nongbon, Prawet, Bangkok 10250, Thailand

Tel: 02-301-2071

Fax: 02-748-2063

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

Whistleblowing or grievance
channels. Scan to access:



แจ้งเบาะแสหรือข้อร้องเรียน

As a result of the continuous effort and commitment to operating in accordance with the principles of good corporate governance, the company received an "Excellent" rating in the 2024 (B.E. 2567) Corporate Governance Report of Thai Listed Companies from the Thai Institute of Directors Association (IOD), with the support of the Stock Exchange of Thailand (SET) and the Securities and Exchange Commission (SEC). The company also received 5 stars from the National Corporate Governance Committee.



Expanding the anti-corruption coalition with business partners.

That's a strong commitment from Premier Marketing Public Company Limited and its subsidiaries! It's good to see a focus on transparency and actively combating corruption.

Premier Marketing Public Company Limited and its subsidiaries operate under a framework of transparent and auditable corporate governance. They have announced an "Anti-Corruption Policy" for all levels of management and employees to adhere to. The scope of their anti-corruption management system covers all work processes of the company, particularly those related to procurement, contracting, and distribution, as well as other work steps with a risk of corruption. Furthermore, they support and promote the expansion of the private sector's coalition in conducting business with good governance, to jointly create standards for transparent business operations continuously.

That's a significant achievement and demonstrates a sustained commitment to ethical business practices. Being a member of Thailand's Private Sector Collective Action against Corruption (CAC) since 2014 and consistently renewing that membership speaks volumes.

Due to this commitment, the company has been certified as a member of Thailand's Private Sector Collective Action against Corruption (CAC) since April 4, 2014, and has continuously renewed its membership. The company has established a plan to review and communicate its anti-corruption policies and guidelines to all employees, covering the following operations:

- Review the assessment of corruption risks and establish internal control systems that consider corruption risks in various operational processes, such as cases of disbursement, payment, donation, sponsorship, and the giving or receiving of gifts that have the potential for corruption, on an ongoing annual basis.

- Expand the coalition by encouraging subsidiaries and business partners to join the CAC Change Agent project and continuously invite business partners to declare their intention to support the Thai private sector's anti-corruption coalition.
- Two subsidiaries, P.M. Food Co., Ltd. and Premier Canning Industry Co., Ltd., have successfully renewed their membership in Thailand's Private Sector Collective Action Against Corruption for the second consecutive time.
- Provide knowledge, foster understanding, and encourage employee participation in anti-corruption activities every year.

Anti-Corruption Policy.

Read more at:

www.premier-marketing.co.th

On September 6, 2024, the Anti-Corruption Organization of Thailand (ACT) hosted its "Anti-Corruption Day" event, declaring its intention to combat corruption. The event was held online under the concept of "Understanding Scams at Village and National Levels in 'False TALK: Corruption in Transparent ESG... G Seems Present but Unseen'." Premier Marketing Public Company Limited invited employees, executives, and business partners to participate in the event online.



That's a proactive step taken by Premier Marketing to promote ethical business practices within its network! Becoming a Change Agent and engaging SME partners is a great way to broaden the impact of anti-corruption efforts. Here's the English translation: In the past year 2024 (B.E. 2567), Premier Marketing Public Company Limited promoted the expansion of the private sector's coalition in conducting business with transparency. The company declared itself a Change Agent to express its intention to expand the network of business operations to its partners in the business value chain. SME business partners were encouraged to participate in the project to declare their intention to join the Thai private sector's anti-corruption coalition through the website www.thai-cac.com. On September 4, 2024, the company organized the "PM CAC Change Agent Day 2024". Business partners were invited to attend and listen to a lecture on the topic "The Current State of Corruption: Why is Business Transparency Important" by Mr. Prommate Benjarongkit, Director of CAC, via online platform. A total of 21 business partners attended the event. This was all to promote the expansion of the private sector's coalition in conducting business with transparency.



Furthermore, the company organized a training session to provide knowledge and foster understanding among employees of the company and its subsidiaries in the course "The Role of Executives and Employees in Anti-Corruption" on August 21, 2024, with 71 executives and employees participating. In the past year, subsidiaries P.M. Food Co., Ltd. and Premier Canning Industry Co., Ltd. successfully renewed their membership in Thailand's Private Sector Collective Action Against Corruption for the second consecutive time.

Therefore, the company has set a goal to invite more business partners to jointly declare their intention in the year 2025 (B.E. 2568) to strengthen the tripartite alliance and build resilience within the value chain for continued sustainable business operations.



Operating Results for the Year 2024



To continue the good intention of working on anti-corruption consistently, Premier Marketing Public Company Limited and its subsidiaries will continue to support and be part of expanding the anti-corruption coalition to other business partners of the company in the future.

Risk Management

The company recognizes that effective risk management requires the support of employees at all levels within the organization. Therefore, on August 4, 2020, the Board of Directors resolved to appoint a Governance and Risk Management Committee. This committee is responsible for monitoring, reviewing, evaluating, and providing recommendations on governance and risk management to the management of the company and its subsidiaries. Simultaneously, the management team is tasked with the responsibility of implementing governance and risk management, driving these practices throughout the organization to ensure the company's sustainable growth. Risk management is considered a crucial factor influencing the organization's success, as well as creating opportunities for business operations and mitigating the impact of future business changes.

In the year 2024, the company and its subsidiaries within the business lines reviewed the organization's risk context. They considered and assessed the level of risk and identified significant risks that affect the achievement of the organization's objectives and goals, at both the organizational and departmental levels. Management measures were also established to prevent and reduce the likelihood and impact, as detailed below.

Risk that might affect the company's business, including environmental, social and corporate governance issues

- Risk of Sales and Revenue Loss
- Risks to Computer Systems, Networks, and Electronic Information
- Risk of Distribution Channel
- Risk of Technology Advancement
- Food Safety Risks and Adaptation to Evolving Food Safety Regulations
- Risk of Rising Prices and/or Raw Material Shortage
- Risk of Exchange Rate
- Risk of Changes in Natural Disasters
- Risk of Violation of the Personal Data Protection Act (PDPA)

Organizational Risk Management Policy and Risk Management Structure
Read more at:
www.premier-marketing.co.th

Risk Management Issues in 2024
Read more at: 56-1 e-One report 2024
page 25-29

Value Chain Management

The company considers the balance between business growth and the impact on both internal and external stakeholders. This includes fostering collaboration to elevate the business and social value chain to collectively expand for mutual strength and sustainability, regardless of where the partner is located in the chain, from upstream to downstream. This encompasses raw material suppliers, manufacturers, and distributors. It is essential to have business operation guidelines that align with the practices of creating shared success sustainably, including approaches to developing collaboration with the concept of "Value Chain Enhancement. In managing the value chain sustainably, the company prioritizes the process from the sourcing and selection of business partners for collaboration, under the assessment of risks and the creation of shared opportunities, to efficient monitoring and evaluation.

Sourcing and Selection of Business Partners The company considers the sourcing and selection of business partners based on a self-assessment form along with initial supporting documents. Subsequently, it evaluates them through audits based on the criteria specified in the Approved Vendor List (AVL) and develops a plan for mid-year performance reviews according to the criteria. Furthermore, it establishes a plan for continuous annual on-site audits. For partners who are ready and willing to jointly develop the quality of raw materials, such as raw material quality, food safety standards, reducing problems and obstacles, and increasing operational efficiency, through methods such as collaborative problem-solving, performance evaluation and monitoring, site visits for exchanging opinions, production process audits, and providing guidance on inspection methods to ensure raw materials meet the intended use and are cost-competitive, increase efficiency, as well as build good relationships between the company and its partners.

Risk Assessment To mitigate potential risks and jointly develop the potential for sustainable business operations, the company will consider assessing sustainability risks across all three dimensions (ESG Risk Management). In the year 2024, the company and its subsidiaries prepared an annual supplier audit plan using a Supplier Self-Assessment form and considered scheduling ESG On-site Audits. In the past year, the company conducted on-site audits of 2 partners: Toppan Forms (Thailand) Co., Ltd., which manufactures plastic cards and various form documents, and Sikarin Public Company Limited, which operates a hospital business. The audit results for both were excellent, indicating their focus on and comprehensive business operations under all ESG dimensions. Additionally, the subsidiaries conducted on-site audits of 31 partners, considered key Tier-1 suppliers. Therefore, the company has developed a plan to conduct site visits and sustainability assessments to encourage its partners to operate their businesses with consideration for the environment, society, and corporate governance (ESG). This fosters good relationships between the company and its partners and also creates opportunities for collaboration in developing sustainable business operations in the future.

Policy for Suppliers of Goods and Services.

Read more at:

www.premier-marketing.co.th

Operating Results for the Year 2024



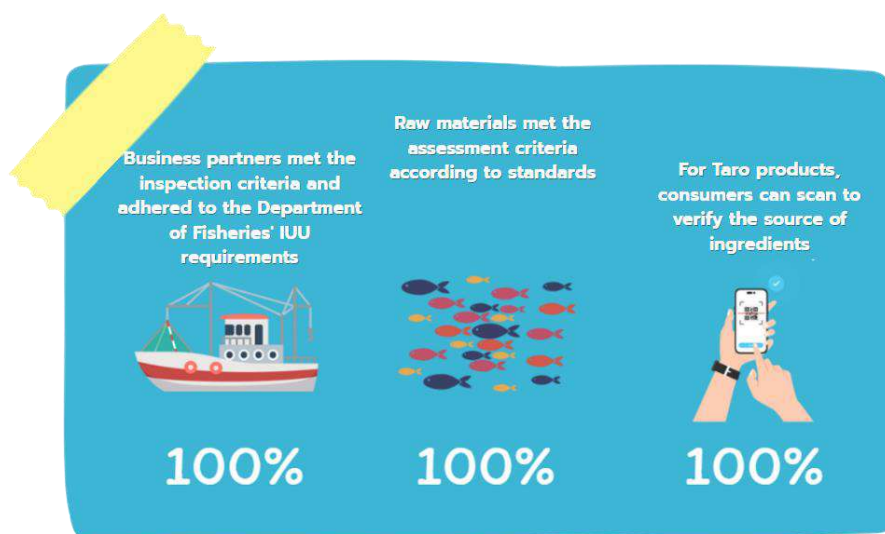
Sustainable and Traceable Sourcing of Key Raw Materials

Based on the business philosophy of sustainable shared success, this leads to the elevation of value within the business chain together with partners and suppliers who share similar goals. This reflects the organization's values of Mutual Benefits and Collaboration, with a focus on quality from the raw material selection stage, through sustainable procurement criteria, regulations, and various processes, until the product reaches consumers, with the ability to trace back to the source of raw materials and the production process. This is to ensure consumer confidence in the quality of goods and services, in accordance with relevant laws, as well as the oversight of social and environmental aspects in the process, leading to the elevation of the business' value chain and generating positive long-term outcomes for stakeholders.

For more details on sustainable sourcing and traceability of raw materials, you can refer to the Sustainability Report 2021, pages 30-34



Operating Results for the Year 2024



Cultivating the mindset in consumers to make food choices by considering the origin of raw materials as the starting point (Trace to Trust)

Based on the concept of wanting to elevate the quality of consumption for consumers, beyond the value and benefits received from the products, the company aims to raise consumer awareness about the origin of raw materials. Knowing what the food they consume is made from and where it comes from is a starting point for consumers to question their food choices

for consumption safety and to create a new standard for food producers in displaying transparent traceability information, reflecting a sustainable business approach.

Based on the concept of wanting to elevate the quality of consumption for consumers, beyond the value and benefits received from the products, the company aims to raise consumer awareness about the origin of raw materials. Knowing what the food they consume is made from and where it comes from is a starting point for consumers to question their food choices for consumption safety and to create a new standard for food producers in displaying transparent traceability information, reflecting a sustainable business approach.

In the year 2024, the company set a target to promote consumer awareness measured by the number of consumers scanning the QR Code to access www.Trust-TARO at least 20,000 times per month. It begins with using thought-provoking language to encourage a desire to find answers, with the following steps:

1. Enter the production date for traceability, allowing you to know the fishing grounds of each company that produced the surimi used in that specific product pouch.



2. It shows the extent of the fish source, which waters the package you are consuming comes from.



3. The surimi (raw material) producing companies were selected through a transparent procurement process.



In addition to knowing the raw material sourcing process, consumers can also consider other information necessary for making consumption choices, as follows:

Production process



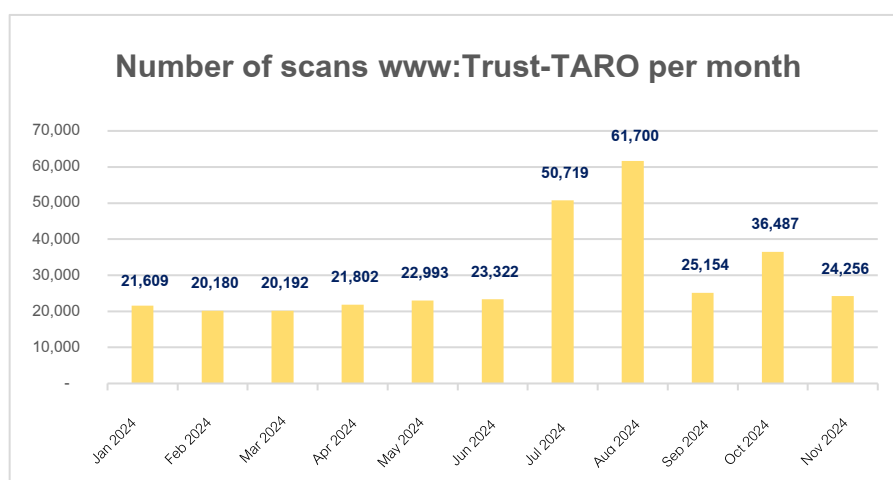
Production standards



Nutrient value



Consumers can read and understand the content in other sections. They can also scan to know the origin of the fish that is the raw material processed into surimi by each of our selected companies in every package of the Taro product line.



Based on the graph showing the number of scans accessing www.Trust-TARO, every month has exceeded 20,000 scans. The month with the highest number of consumer scans was 61,700 times (resulting from traceability introduction activities in schools). The average number of scans in 2022 was 29,896 times. And the total number of scans from January to November 2024 is 1,285,537 times. This is considered a good start in establishing consumer awareness standards, exceeding the set target.

Sustainable Packaging Procurement

In another part of the procurement process aimed at long-term business sustainability, Premier Canning Industry Co., Ltd., a subsidiary company, is committed to research and development in collaboration with reputable packaging manufacturers who share a dedication to sustainability goals. This ensures that all packaging used in the company's production considers social and environmental responsibility, promotes maximum utilization, and reduces resource consumption. Through the efforts and cooperation of packaging manufacturers, the company has adopted new types of packaging that will continuously support its sustainable business practices in the future.

Additionally, as packaging is a crucial component of our products and can impact the environment, our company has partnered with suppliers to experiment with and study the feasibility of developing retort pouches made from mono-material. This design simplifies recycling because the film consists of a single type of material, making decomposition easier without the complicated process of separating different plastic types. This development has been a continuous collaborative effort. Our Procurement, Production, and Quality Control teams, along with our partners, have collaboratively developed and designed packaging. This ensures the use of sustainable packaging and reduces environmental impact. We've piloted this initiative with packaging for our own brands and presented these solutions to interested clients. Over the past year, the company has undertaken the following packaging development initiatives:

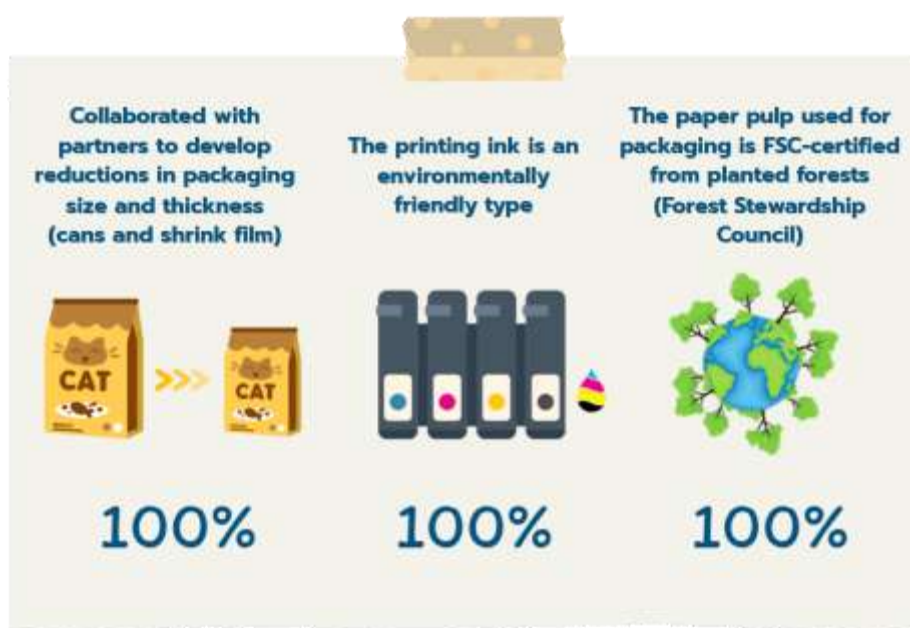
Collaborative Packaging Development Initiatives with Partners

- Develop packaging using paper from FSC (Forest Stewardship Council) certified plantations.
- Change external box packaging: reduce paper grade and switch from 3-color printing to 1-color printing.
- Product labels: change label coating from UV Coating to Water-based Coating.
- Reduce the height of inserts to half the box's depth, along with decreasing paper grammage and eliminating the use of inserts by changing the box design instead.
- Pouch packaging: reduce the thickness of CPP (ALU Pouch) without affecting product safety and quality.
- Internal packaging boxes: reduce paper grammage while maintaining strength for product weight bearing.



The image shows an example of packaging development with Partners

Operating Results for the Year 2024



Environmentally friendly procurement

Environmentally friendly procurement is another strategy for responsible purchasing, ensuring that the production of goods and services leads to sustainable consumption. This approach emphasizes procurement that, in addition to transparency and fairness, also considers the origin of raw materials used in production to be environmentally friendly, or ensures that contracted services comply with environmental impact requirements.

We consider materials or key components in product and service manufacturing that contribute to environmental impact. Therefore, our company collaborates with partners to study the feasibility of using recycled materials, from the selection process to design. This ensures the use of sustainable products and services, reducing environmental impact. We've piloted this approach by procuring packaging materials, premium items, and promotional equipment/printed media, among others.

Operating Results for the Year 2024



Eco-friendly products developed in collaboration with partners

Due to the company's strong emphasis on Environmental, Social, and Governance (ESG) operations, our Procurement Department carefully selects partners who align with this philosophy. This ensures we acquire products made from recycled and eco-friendly materials. Our procurement efforts are specifically focused on four categories of eco-friendly products: packaging, premium items, and printed media, as follows:

Order List	Quantity	Reduce environmental impact
1. Foldable Taro Bag	2,000 pieces	- Green Material 40% Other 60% 
2. Tote bag	1,000 pieces	- Green Material 40% Other 60% 
3. Taro pants	300 pieces	- Green Material 40% Other 60% 
4. Cut Case Box	11,000 pieces	- Recycle paper 74% From old magazine paper, newspapers - Soy Ink 5% ,Other 21% 

Sustainable Product and Service Development

Taro Lite: A product that meets the needs of health-conscious consumers.

It's widely known that consumers are becoming more health-conscious. Taro products, long recognized and established in the market, remain committed to continuously offering beneficial goods to consumers. To that end, we've researched and developed Taro Lite Original Flavor, a formula with a 30% reduction in sodium. This product has been available for some time, providing a healthier snack option that has consistently received positive feedback. This success further underscores our dedication to promoting good health and well-being.

Last year, the company supported various exercise activities to promote good health among consumers. We chose to sponsor health-focused running events held in every region of the country, ensuring our commitment reached consumers nationwide. In the past year, Taro Lite products sponsored over 200 running events spread across all regions of Thailand.



Supporting Health-Focused Running Events in Various Regions

Developing Plant Food Products from Food Waste

As part of our strategy for shared business sustainability, we consider opportunities to maximize the economic benefits of natural resources while reducing the impact of discarding leftover raw materials from our production processes. This approach aims to elevate the value chain for all stakeholders. Specifically, we are adding value to tuna processing by-products, such as heads, guts, bones, tails, and fish skin. Traditionally sold as low-cost animal feed, these by-products still retain valuable nutrients and quality. We are now using them as raw materials to produce concentrated deep-sea fish extract, which can replace chemical fertilizers in agriculture. This initiative brings sustainable benefits and safety to people, communities, society, and the environment throughout the value chain.

Premier Canning Industry Co., Ltd. is a manufacturer and distributor of high-quality canned tuna and pet food. During the production process, various parts of the fish, such as heads, guts, bones, tails, and skin, are separated. Recognizing the importance of adding value to these fish by-products, the company developed and innovated a concentrated deep-sea fish extract product named "POWER FISH" in 2021. Since then, the company has sought to further enhance its quality and effectiveness to promote the growth of all plant types. Additionally, POWER FISH aims to support organic farming practices that are environmentally friendly and beneficial to the community.

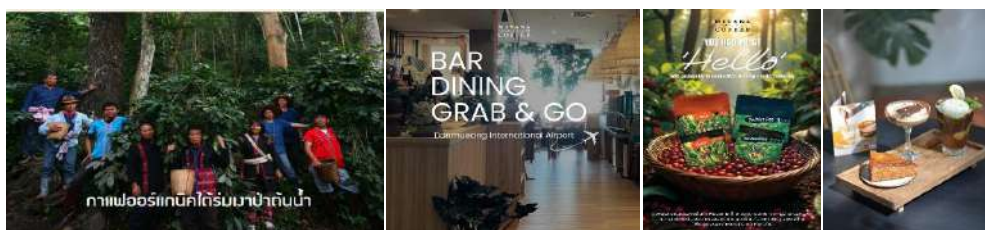


Image: "POWER FISH" Plant Food Product Development Project

In the past year, the company collaborated with Asst. Prof. Dr. Watchara Chintakovid and the Institute for Technology and Innovation Management (iNT), Mahidol University, on a project titled "Study and Efficiency Enhancement of Concentrated Deep-Sea Fish Extract under the POWER FISH Brand." The objective was to improve product efficacy by incorporating pure microbial strains isolated directly from the product. It was discovered that the addition of *Bacillus velezensis* bacteria to the finished fish fertilizer yielded superior results compared to fish fertilizer without this addition. Specifically, it led to increased yield weight in corn and radish. Furthermore, it promoted plant growth, enhanced disease resistance, and stimulated the production of plant hormones such as auxin (IAA) and gibberellin, resulting in significantly improved plant development.

Developing the "Mivana" Coffee Business in Parallel with Social and Environmental

Mivana Co., Ltd., a subsidiary, operates as a social enterprise with the objective of fostering economic development and strengthening local farmers. This initiative also aims to conserve and restore forest ecosystems across three watershed areas in Chiang Rai Province. Minana achieves this by promoting organic coffee cultivation among farmers and then purchasing their produce for processing and distribution. This effort falls under the "Mivana Forest Conservation Organic Coffee" project. Its product line includes Mivana brand organic Arabica coffee in roasted beans, ground roast, and drip coffee formats, as well as Mivana Organic Sparkling Coffee in a canned cold brew form. Last year, Mivana further expanded its reach by opening a new coffee shop branch at Don Mueang International Airport, aiming to promote wider consumption of organic coffee.



Mivana Forest Conservation Organic Coffee Project

The continuous operation of the "Mivana Forest Conservation Organic Coffee" project has significantly improved the well-being and way of life for various participating communities. This includes 7 villages: Khun Lao, Huai Khun Phra, Huai Khrai, Mai Phatthana, Pha Daeng Luang, Doi Chang, and Rom Yen. The project has a total of 256 members and covers 4,230.57 rai (approximately 676.89 hectares or 1,672.63 acres) of organic coffee cultivation area. This land is also internationally certified for organic coffee production. Beyond the annual income farmers receive from selling coffee produce—which serves as a primary and stable livelihood for their families the company also provides financial support for community development. This includes initiatives like improving access roads to coffee farms and installing street lighting within the community. Additionally, the company collaborates with local farmers on various projects aimed at enhancing agricultural productivity. In 2024, the company committed to sustainable operations by driving forward projects and plans with the community. These include increasing yields and reducing waste from plant diseases using natural fungi, constructing check dams, establishing firebreaks and conducting forest fire patrols, and implementing a farmer field school program.



Community working together with the organic coffee project to protect the forest, Mivana.

Knowledge Development Leading to Model Farmers

In line with the company's mission to support creative concepts and drive continuous development in all areas, and consistent with its business and social innovation management policies, the company has partnered with coffee-growing farmers in the Mivana Forest Conservation Organic Coffee Project in Chiang Rai Province. This collaboration involves establishing "model farmer field schools." The objective of these schools is to develop coffee farms for sustainable quality and efficiency by fostering a collaborative learning process and systematically organizing shared knowledge. This allows for continuous exchange and the transfer of knowledge and skills from extension officers and groups of coffee-growing farmers, utilizing the Farmers' Field School (FFS) principles. Initiated in 2023, this approach has successfully enhanced the knowledge and skills of participating farmers. As a result, the program has been expanded in 2024 to further extend knowledge and enhance capabilities across member farmer groups in each area, as follows:

1. Select 66 potential member farmers from the 7 villages. Then, analyze each farmer's past three years of data to identify their strengths and weaknesses, and assess them to design individualized development plans.
2. Set targets for increasing yield per rai and improving the desired quality of produce.
3. Organize six learning sessions to plan farmer development, aligning with the production calendar.
4. Monitor the progress of each farmer's coffee farm development.

Business and Social Innovation Management

Policy Read more at:

www.premier-marketing.co.th



Farmers conduct ecological surveys of coffee farms.



Farmers conduct ecological surveys of coffee farms.

Operating Results for the Year 2024



Based on the summary from the farmers' small group knowledge-sharing meeting, as follows:

1. Officers fully delivered the Farmer Field School curriculum to model farmers across all six planned sessions.
2. 66 farmers from 7 villages appropriately managed their coffee farms according to established goals. This included pruning, applying suitable amounts of compost, using PCI fish fertilizer to enhance nutrient supply to coffee plants, and consistently applying Beauveria fungi to all plants
3. Farmers successfully surveyed and analyzed their own farms, and were able to provide relevant and beneficial insights for other participants in the program.
4. Each farmer's plot was appropriately managed, with sufficient nutrient management for coffee plant needs. Beauveria fungi were used to prevent infestations of coffee berry borer beetles and anthracnose disease, resulting in coffee plants that were in excellent condition.

The progress of the model farmer field school's coffee farm development project from the past year requires continuous monitoring before further expansion to new farmer groups. The company has taken the insights gained from this project to extract lessons learned and make improvements, designing a sustainable coffee farm development plan for the next generation of model farmers.





Creating Value for Employee Security (Internal Social Aspect)

Premier Marketing Public Company Limited and its subsidiaries prioritize their employees, recognizing them as the driving force behind achieving organizational goals and significantly enhancing competitive capabilities. Therefore, the management team is responsible for human resource planning, from recruitment and selection to developing employee potential and capabilities. They ensure a safe workplace and strive to keep employees happy in their roles, fostering long-term commitment to the organization. This approach builds sustainable success for the business. Recognizing the direct impact of employees' importance and value on operations, the company adheres to various policies. These include human rights and equal employment opportunity policies, fair compensation and welfare management, and occupational health and safety policies. Furthermore, the company develops employee potential for career advancement, providing practical guidance while offering opportunities for employees to showcase their knowledge and abilities. This elevates employees' quality of life, ensuring their stability and well-being, with details as follows:



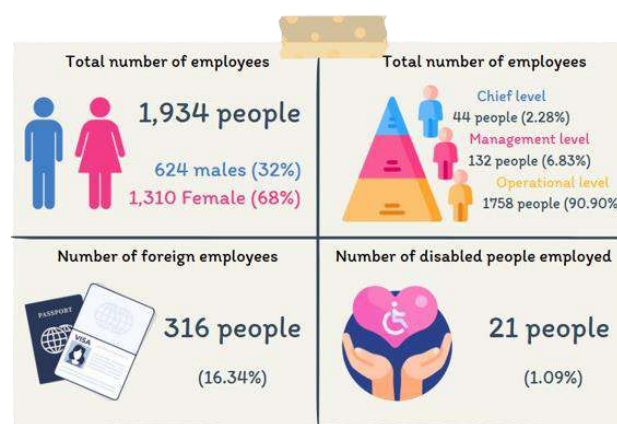
Employee Management

In the rapidly changing social landscape, preparing for effective employee management is crucial to respond to potential situations promptly. The Company thus has policies and plans for employee management starting from the first day of work until their retirement, covering management of salary and compensation, welfare and benefits and competency development for career advancement through to promotion of quality of life and well-being by encouraging employees to participate in welfare management. Importance is also placed on the equitable treatment of all employees that shows acceptance of diversity based on human rights principles, which is a part of creating sustainable employee engagement and satisfaction towards the organization.

Fair Employment and Equal Opportunity

On another practical front, to promote employee equality and fairness, the company employs all staff, including foreign nationals, on a monthly salary basis, regardless of their position. We also encourage employees at all levels and from all departments to become members of both the Welfare Committee at the Workplace and the Occupational Safety and Health Committee. This ensures their active participation in managing safety and occupational health, as well as collaboratively overseeing welfare to enhance employee well-being and satisfaction.

Annual Performance Results 2024



Employee Potential and Capability Development

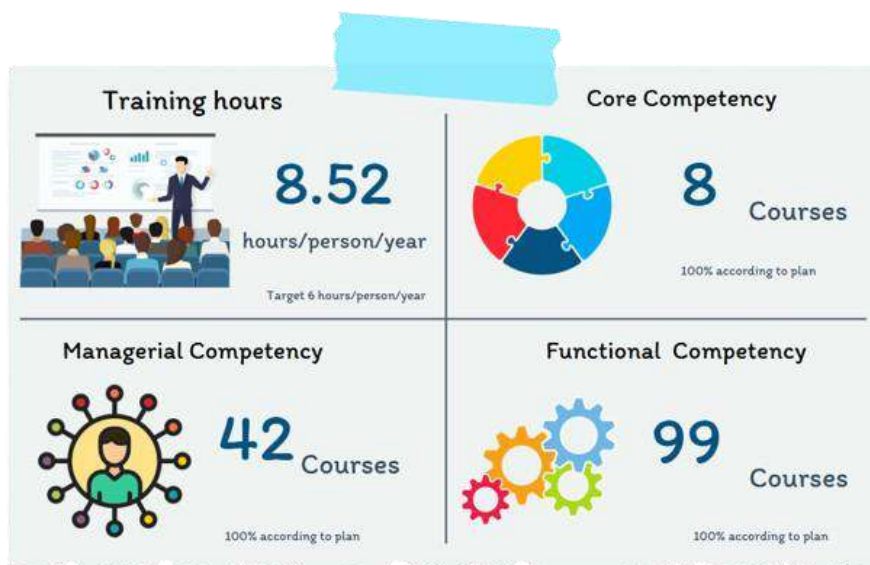
The company actively promotes continuous knowledge and skill development for employees at all levels. This focuses on aligning with the three essential organizational competencies: core values, management, and job responsibilities. The aim is to equip personnel with the knowledge, skills, and abilities to support the company's vision, values, and business growth trajectory. Additionally, the company implements Knowledge Management (KM) practices to facilitate the transfer of knowledge for on-the-job training or work improvement. This ensures the company can effectively and sustainably achieve its goals of enhancing organizational business outcomes. The operational guidelines are as follows:

- Create Self-Learning opportunities, utilizing information technology to enhance work efficiency.
- Develop personnel to increase productivity, aligning with and responding to the direction of sustainable business operations.
- Develop individuals according to their Individual Development Plans (IDP) for Succession Planning.
- Promote and develop knowledge, fostering an understanding of sustainable work practices: "Instilling Sustainability DNA in Employees."



illustrating Employee Potential and Capability Development

Annual Performance Results 2024



Promoting Employee Engagement

From the idea of creating a culture for employee self-learning to encourage and support the use of creativity to help them perform their work that is one of the core values of the organization, the Company still believes that creativity is necessary to enable the business to grow strongly in the long term. Therefore, the Company has established a policy to encourage employee engagement in the development and improvement of work methods to increase quality and efficiency. The company also focuses on knowledge management and knowledge sharing to ensure the continuous development and transfer of expertise across generations of employees. P.M. Food Company Limited places great importance on the knowledge management process, considering it essential for compiling the critical knowledge and skills vital to the company's operations.

Typically, this knowledge, along with work-related skills and techniques, has been accumulated within highly experienced personnel but often remains scattered and unorganized. Therefore, to ensure orderly knowledge transfer and further development, the company initiated a concept to systematically collect and store essential knowledge and skills. This is achieved through direct transfer and exchange among knowledgeable individuals, then organized into a system. This allows all company personnel to access, learn from, and apply this knowledge, thereby continuously improving work efficiency.

Employee Involvement in Work Improvement and Development

P.M. Food Company Limited has consistently engaged its employees in productivity-enhancing activities by encouraging them to develop and improve their own work methods or those of their respective departments. This helps reduce production costs, minimize various losses, and fosters a positive attitude towards work, thereby boosting employee morale. Employees also learn to utilize new technologies or work methods, which enhances their skills and develop their knowledge and capabilities. The company has continuously set targets for work improvement and employee participation. To drive this project, the company has established two teams:

- The Technical Team: This team is responsible for training employees on the tools to be used and advising on necessary skill enhancements related to work improvement.
- The Promotion Team: This team focuses on organizing activities and providing incentive awards to stimulate employee participation. They also handle communication, signage, and public announcement boards.

The operations of both teams require continuous coordination. The company has also set these efforts as individual goals to be used in measuring and evaluating employees' annual performance under the "People Goal" category. Last year, the work improvement project yielded the following results:

Operating Results for the Year 2024



Employee Work Improvement Show & Share Presentation

In 2024, the company provided opportunities for employees to engage in social activities through the "People Who Care, Act" project, now in its fourth consecutive year. This initiative empowers employees to contribute positive value, sharing happiness and success with less privileged individuals both near and far. This year, the project collaborated with the Social Sustainability Development division and partnered with three foundations that required volunteer support to build a better society. The process began by understanding the challenges each foundation faced. Employees then collaboratively proposed creative solutions based on their own interests or expertise. As a result, the project's efforts successfully expanded on last year's initiatives, leading to the implementation of six new project ideas:



An example from the "Sharing Journey for Kids" project in Kabin Buri, led by the "People Who Care, Act" group within P.M. Food Company Limited and Premier Group companies. This project aims to promote education for children in the community. It involves collecting usable donated items and selling them to raise funds for student education in Nong Ki and Na Di Districts, Prachin Buri Province.

As a result of the collaboration from all sectors, the "Sharing Journey" scholarship awards ceremony was held, granting scholarships to 5 students from the Yuwaphat Foundation. This includes four students from Matthayom 4-6 at Triam Udom Suksa Nom Klao Kabin Buri School, receiving continuous scholarships for three years, and one student from Matthayom 1-6 at Ban Hin Thern School in Prachin Buri Province, receiving a continuous scholarship for six years. The total amount awarded was 126,000 Baht.



Employee Care

The company and its subsidiaries are committed to promoting employee well-being and care. This is achieved by supporting employee involvement in welfare management and various activities through the Welfare Committee, which comprises representatives from different departments. Operating under the Happy Workplace initiative, this fosters strong relationships between the company and its employees, leading to enhanced work efficiency and employee satisfaction. This approach cultivates a healthy Work-Life Balance, ultimately contributing to the overall well-being of employees.

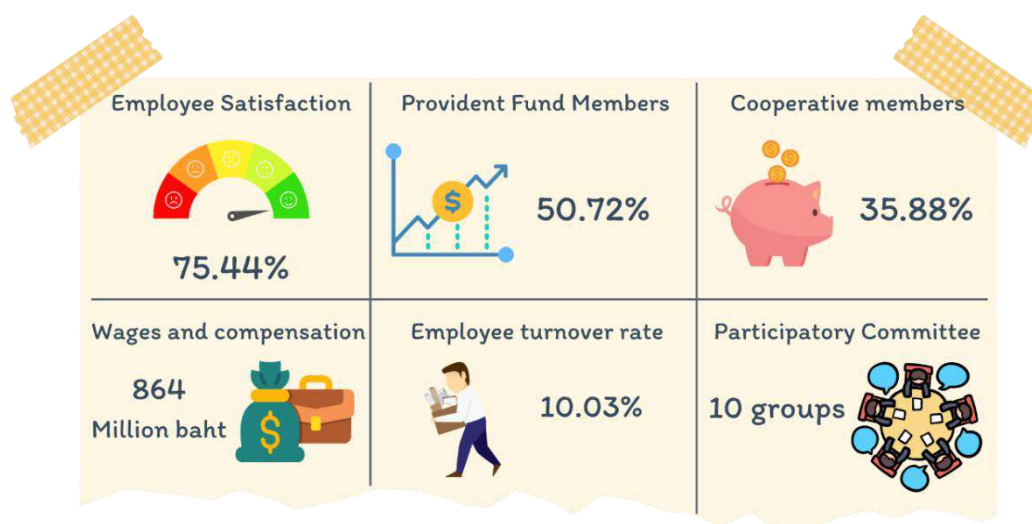
Each company develops annual plans, setting activities that align with employee needs. Examples include traditional merit-making ceremonies, "belly fat reduction" competitions, blood donation drives, costume contests at parties, "eat a little more vegetables daily" campaigns, competitions for ideas to reduce global warming, and a radio program for song requests and announcements (PM Sharing Radio).

Employee Care Policies and Practices Read
more at: www.premier-marketing.co.th



Pictures of employee care project activities

Operating Results for the Year 2024





Human Rights Focus

The Company continues to focus on good corporate governance in order to achieve sustainable development. A human rights policy has been established for executives at all levels in the organization to take responsibility and consider as an important matter in practice for employees under their chain of command to know and understand and to adhere to the code of conduct that includes trade partners, suppliers, contractors and customers throughout the value chain to build confidence among stakeholders in conducting business with respect to human rights without supporting or being engaged in any way with individuals and activities related to human rights violations.

In 2024, the Company conducted a comprehensive review of its human rights due diligence, encompassing risk assessments and operational audits. Additionally, it has consistently implemented measures to provide remedies for those affected. The Company also provides opportunities for persons with disabilities to join a team by allocating them to perform duties as appropriate to their abilities. In the past year, the Company had no complaints or practices which was inconsistent with human rights violations.

Another aspect demonstrating the company's commitment to respecting human rights concerning employee diversity and reducing social inequality is that a subsidiary has received certification for Thai Labour Standard (TLS 8001) and Good Labour Practices (GLP) from the Ministry of Labour and Social Welfare.

Premier Canning Industry Co., Ltd., a subsidiary engaged in pet food production, currently employs staff of various nationalities. Therefore, it places importance on communicating effectively to ensure all employees understand their rights and the welfare benefits they are entitled to. The company also encourages employees to participate in work development and suggests other welfare benefits, employee care initiatives, and improvements to the working environment. This ensures employees are happy at work and treated equally. Examples include offering permanent monthly employment, enabling membership in the provident fund, and providing educational grants for children.

Human Rights Policy and Practices Read more at:

www.premier-marketing.co.th

MS.MI SIKE SAW (Assistant Supervisor - Production Department)

“ Throughout my over 7 years working at the company, I've had the opportunity to be promoted to Assistant Supervisor. I feel proud to be a part of the work, which motivates me. I have good Thai supervisors and colleagues, making me happy at work. The company takes good care of employee well-being and treats everyone equally, just like Thai employees. Especially the provident fund benefit is a good way to save money. I earn an equal income and send bonuses back to my family in Myanmar. The company provides opportunities for cultural exchange in terms of food and lifestyle between Thai colleagues, and I also have a part in selecting representatives to participate in the company's Welfare Committee. I am very happy that I decided to work for this company and will continue to work hard. ”



MS.NAN THET THET SWE (Assistant Supervisor - Production Department)

“ Ms.NAN THET THET SWE, Currently Assistant Supervisor (Foreign Employee - Myanmar National) Throughout my 9 years at the company, I feel fortunate and proud to work here. This is because I have good colleagues and a caring supervisor who treats all employees equally, including foreign workers. I've been given the opportunity to participate in the Employee Welfare Committee regarding welfare and various activities. I was able to work and send money to support my younger brother's ”



Another aspect demonstrating the company's commitment to respecting human rights, specifically concerning employee diversity and reducing social inequality, is the continuous support from the company and its subsidiaries for employing people with disabilities. This initiative enables individuals with disabilities to have a profession, earn income, become self-reliant, and reduce their family's burden. It also fosters self-pride as they can lead fulfilling lives.

Last year, the company employed people with disabilities through two models: 21 individuals were hired as permanent employees directly by the company, and 9 individuals were employed through the Social Innovation Foundation. Employees in the latter group work in community institutions located in their hometowns.

Regarding the employment of senior citizens, the company recognizes its importance and has continuously hired older workers. Last year, 12 senior individuals were employed. This group of employees possesses valuable experience and good health, enabling them to perform their duties and adapt their skills effectively to current work demands.

Annual Performance Results 2024



Occupational Safety Management

Premier Marketing Public Company Limited and its subsidiaries are deeply aware of and concerned for the lives, property, and health of all employees and related parties. Therefore, we have established policies, objectives, and operational plans for occupational safety, health, and working environment. Maintaining order and safety at work is paramount, and it requires the full cooperation of management, supervisors, and all employees, both during work hours and in their lives outside of work.

Work Environment Safety The Company continues to focus on hygienic working environment and occupational safety and health for workers and stakeholders in the value chain to ensure that it can prevent and reduce the rate of injuries, illnesses and accidents from work. In addition, the Company has established policies, safety targets and process safety risk assessment, as well as the preparation of annual plans to ensure continuous operation. The Company does not have any contractor and trade partner working in its premises.

Process Safety As for the production process, the Company has taken safety into consideration by putting in place measures to prevent incidents and injuries related to the production process, including assessment of operating procedures and control and prevention of hazards to reduce risks along with regular training to educate and create understanding for operators. From the above measures, the Company was able to build confidence in safety supervision

Personal Safety The Company has set clear goals for personnel safety management in order to allow all executives and employees to participate in its safety activities in order to promote awareness of compliance with regulations. In addition, the unit is collecting data as well as reviewing preventive measures

to reduce the risk, severity and potential loss that may arise. The goals, plans and performance are part of the development of the environment and occupational safety and health.

From the past operations on environment and occupational safety and health in 2024, operations have been carried out according to the plan, such as workplace monitoring, knowledge training, emergency drill, fire drill and annual health check etc., and set key performance indicators for safety of employees and contractors.

Safety and Occupational Health Objectives

1. Lost Time Injury (LTI) rate must be zero.
2. Fire incidents in all areas must be zero.

Safety and Occupational Health Management Policy and Guidelines Read more at: www.premier-marketing.co.th

Annual Performance Results 2024



Occupational Accident Statistics	2021	2022	2023	2024
Accident (case)	24	28	32	19
Stop working (people)	10	10	10	9
No need to stop working (people)	14	18	22	10
Lost their life (people)	0	0	0	0
Fire incident rate	0	0	0	0

Accident statistics 2021-2024

Notation: Statistics on workplace injuries from Premier Marketing Public Company Limited and its subsidiaries, excluding road traffic accidents.

Despite continuous safety promotion activities, safety statistics have shown a decrease. P.M. Food Company Limited, a subsidiary, recognizes the paramount importance of employee safety and occupational health. Therefore, in 2024, the company elevated its safety operations by implementing the ISO 45001 Occupational Health and Safety Management System, which has now been successfully certified.

6 accidents resulted from unsafe environmental conditions.

Investigations into these accidents revealed that the causes stemmed from unsafe environmental factors, such as: limited workspace for duties, damaged machine safety guards at hazardous points, broken or sharp metal tools causing hand cuts, insufficient lighting in operational areas, and some areas having standing water leading to slips and falls.

Safety Operation Guidelines

- Implement On-the-Job Training (OJT) plans to cover for absent employees and prevent accidents when staff fill in for one another on holidays.
- Create additional hazard warning signs as needed and replace damaged safety guards in certain areas.
- Organize equipment with clear categorization to ensure a safe working environment (based on 5S principles).
- Train employees to review hazard points and emphasize the importance of wearing personal protective equipment.
- Inspect work areas and equipment to ensure readiness before actual operations.

13 accidents resulted from unsafe acts.

Investigations into these accidents revealed that the causes stemmed from unsafe acts, such as: Failing to shut down machinery before cleaning or repairing it, Selecting the wrong type of equipment for the task, Lifting oversized objects that couldn't be held securely, Not wearing Personal Protective Equipment (PPE) during operations, Failing to follow Job Safety Analysis (JSA) procedures for safe work, Working carelessly or negligently, including horseplay during duties, Rushing through tasks, Working while physically unprepared.

Safety Operation Guidelines

- Train employees to review hazard points and organize activities to raise safety awareness.
- Review and ensure understanding of correct work procedures.
- Inform employees in the department about the causes of accidents during off-site operations to encourage vigilance and mindfulness every time they work outside the area.
- Supervise, review, emphasize, and ensure understanding of standard operating procedures that require the consistent use of Personal Protective Equipment (PPE).



Picture of Safe Driving Training and BASIC CPR Life-Saving First Aid Team



Fire Drill and Evacuation Training at Premier Marketing PCL
(Rom Klao Warehouse)



Fire Drill and Evacuation Training at the Subsidiary
(Production Plant)



Premier Marketing PCL's Safe Driving Training



Workplace Environmental Monitoring (Noise, Lighting, Heat, and Chemicals)



Creating Value for Social Stability (External Social Aspect)

Participation in External Social Development

Given the scale, diversity, and complexity of current societal problems, leveraging only the expertise gained from business operations to drive sustainability is not sufficient to create significant positive social impact or large-scale transformation. It is essential to scale up efforts and foster collaboration with organizations dedicated specifically to social development to ensure more efficient problem-solving and generate broader societal outcomes.

The company has continuously integrated the concept of social development into its business operations in order to co-create a better society through the following approaches:

1. Utilizing its knowledge, expertise, resources, and business capabilities to help address social issues.
2. Expanding collaborative efforts and enhancing the value chain with partners and customers to collectively tackle social challenges and deliver positive impact on a broader scale.
3. Allocating 5% of net profit, human resources, and various channels/mechanisms to support the operations of the Social Sustainability Development division via the “**Collaboration for Good Society**” platform. This public-interest platform is designed to serve as a tool to scale efforts for building an “equitable” and “sustainable” society, fostering cooperation with various social projects addressing issues such as children and youth, the environment, public health, and anti-corruption. The aim is to tackle a wide array of social problems and expand participation from the general public to drive systemic change—something no single organization can accomplish alone. The goal is “**Harmonious Alignment of success.**”



To create collaborative platform for solving social problems are driven through the Social Sustainability Development division, which works in coordination with the Khonthai Foundation, Yuvabadhana Foundation, Enlive Foundation, and various other social initiatives. These entities build partnerships with networks across public, private, and civil society sectors, with the following details



“Khonthai Foundation” is a social service organization for a sustainable society. We believe that in our big and complex society full of diversity, effective solutions require collaboration from all sectors. We are working closely with intermediary organizations which are mobilizing change in a variety of issues. Our goal is to empower “active citizens” so they can systematically take part in creating social changes for the common good through

our “Collaboration for Good Society platform”, a coordinating body that collaborates with different partner organizations. “Khonthai Foundation” also runs the “**Social Investment Platforms**” established through a collaboration among businesses, social enterprises, a network of social entrepreneurs, and the public. The platforms include www.taejai.com, BKIND Mutual Fund and Thai CG Fund which provide necessary funding to enhance the efficiency of various social projects and mechanisms. Our Social Communication for Change is a platform that engages with mass media outlets and media influencers, as well as new media platforms. The platform aims to amplify social impact and foster sustainable development in collaboration with partner organizations towards an end goal of creating a well-being society.

Rationale

Thailand has been ranked as one of the countries with the highest rate of gross disparity in the world as the country is faced with various complex social issues. The public is also seldom informed about such circumstances. This means their participation and collaboration in addressing such issues are lacking. The world is faced with many forms of uncertainties and challenges, which certainly cannot be addressed individually by one sector nor a single group of individuals. Therefore, it would be necessary to create a systematic change by mobilizing collaboration from all sectors and groups to successfully reduce disparities in society.

Objectives and the Organization’s Roles in the Ecosystem

Khonthai Foundation aims to create a participatory ecosystem that drives “social change”. The Foundation acts a “supporter” that coordinates efforts through its networks and partnerships to tackle various social problems. It mobilizes collaboration from all the people of Thailand and stakeholders from all sectors so that they could support each other in addressing issues related to disparities in order to promote a well-being in society using a three-step approach to encourage people to participate in solving social issues.

- Engage – Raise awareness of social problems and invite people to take part in initiatives that align with their skills and expertise.
- Empower – Provide support through knowledge, funding, networks, and opportunities, enabling individuals to leverage their potential in addressing issues and driving change.
- Expand – Share ideas and inspire others, fostering a ripple effect of active citizenship and collective impact for the betterment of Thai society.





Collaboration for Good Society

Issue

There are various major issues and disparities that need to be addressed through the collaboration and efforts of all sectors. These include disparities in educational opportunities, youth and child development, employment for people with disabilities, life qualities of the elderly people, and in the well-being of the population. Efforts also need to be made in promoting good governance and combating corruptions.

Goal

In enhancing efforts and impacts created by civil society organizations, Collaboration for Good Society acts as an intermediary body that connects such organizations to necessary resources. It enhances participation and contribution of various entities and active citizens in bettering society through their expertise and specializations

Roles in the Ecosystem

Joining collaborative forces and promoting partnerships between organizations from various sectors and active citizens to create systematic actions and expansions of social impact

Partner Organizations

- Catalyst is an intermediary organization, which forges collaboration between partner organizations that work on specific thematic areas and across different areas, including:
 - 1) Education – LEARN Corporation Co.,Ltd.
 - 2) Health and well-being- Reoriented Holistic Health Delivery Institution
 - 3) Governance – Hand Social Enterprise, Co.,Ltd.
 - 4) Social Investment – Change Venture, Co., Ltd.
- The Good Society Network drives social changes in various areas.
- Contributing partner organizations and volunteers

More Details: www.collaborationforgoodsociety.org



Annual Performance Results 2024



Cooperation Mechanism	
Result	Participation in Sustainable Social Development
Outcomes	62 Projects
	288 Organizations
Beneficiary	549,384 people
	734 Organizations
Engaged Citizens for the Common Good	5,151 people
	288 Organizations
Donors	4,920 people
	98 Organizations
Volunteer	231 people
Participant	2,876 people



Children and Youth Development

Thailand continues to face significant challenges related to educational inequality, which adversely affects children and youth, particularly those from impoverished families and remote areas. According to the Equitable Education Fund (EEF) in 2023, more than 2.8 million Thai children were living below the poverty line—an increase from 994,428 in 2020. Poor households had an average daily income of only 34 baht, which is below the international poverty threshold. As a result, many children have dropped out of the education system.

In 2024, the situation worsened, with over 1.02 million children out of school. At the same time, the development of language and early childhood learning skills remains a critical issue, especially among low-income families who lack access to quality education. The impact of the COVID-19 pandemic has further exacerbated educational disparities. Vulnerable children lacked the necessary devices for online learning and did not receive adequate support. Additionally, malnutrition has affected children's physical development and learning potential, particularly those in remote areas.

These circumstances highlight the urgent need to create opportunities and reduce educational inequality to ensure that all children and youth have access to quality education and can fully develop their potential. Achieving this requires collaboration from all sectors government, private, and civil society—through the appropriate and sustainable allocation of resources to provide opportunities for children and youth. This effort will help build a strong foundation for their growth and empower them to become valuable contributors to the country's future.

Goal

To create an ecosystem that supports Thai children and youth in becoming “active citizens” by providing environments and resources that foster development in all dimensions—education, health, life skills, and moral and ethical values.

Role of the Yuvabhadhana Foundation

The Yuvabhadhana Foundation serves as a connector and integrator, working collaboratively with all sectors to build a cooperative network. It also monitors and develops tools used in its programs to ensure effective implementation and long-lasting benefits for children and youth.

The Yuvabadhana Foundation focuses on two key areas:

1. Child and Youth Development – Driven through the “Thailand Collaboration for Education” (ร้อยพลังการศึกษา) initiative, a collaborative network of partners with diverse expertise and tools, the foundation supports children and youth in gaining access to education, developing essential skills, and preparing for the future.
2. Engagement and Fundraising – By connecting networks and resources from various sectors, the foundation works to expand opportunities and ensure continuous and sustainable support for children and youth.



1. Child and Youth Development

- The Scholarship Program by Yuwabadhana Foundation** The Scholarship Program provides long-term educational support for underprivileged youth, offering scholarships from Grade 7 to Grade 12 or Vocational Certificate Year 1 to 3. The program ensures close monitoring and support throughout the scholarship period, fostering positive thinking and attitudes to help students stay in school, complete their education, and become well-prepared to live stable and resilient lives in society.



Nutrition – Building a Foundation for Growth through Balanced Nutrition

- FOOD FOR GOOD** aims to ensure children receive adequate nutrition and reduce malnutrition in Thailand. The program focuses on improving school nutrition systems holistically by equipping school personnel with essential knowledge, ensuring sustainable quality meals through budget support for food and agriculture, and creating safe food sources within schools. It connects with local networks to develop mechanisms that promote comprehensive child nutrition and health care at both school and home. The goal is for children to access complete, diverse, and age-appropriate meals that support physical and cognitive development.



Enhancing Education Quality and Learning

- Integrated Child - centered Active Learning Project (ICAP)** This project fosters early childhood development through hands-on, creative, and play-based learning centered on the child. It involves collaboration among teachers at child development centers or schools, administrators, parents, and local public health units to build strong developmental foundations in young children.
- Learn Education** This project introduces innovative learning through blended learning combining digital media with teacher instruction for math and science subjects. The content and learning outcomes align with the Ministry of Education's revised national curriculum, enhancing the quality and effectiveness of learning. The project is operated by Learn Education Co., Ltd.



- Winner English** This program, developed by Edutech Innovation Co., Ltd., is a modern English learning platform that aligns with national curriculum standards. It enhances all essential English skills—listening, speaking, reading, writing, vocabulary, and grammar—from the basics to real-life communication. Designed for both in-class and self-paced learning, it supports teachers in developing students' English proficiency effectively.
- Teach for Thailand** This program recruits talented individuals from various professions to become full-time teachers in under-resourced schools for two years. Participants develop leadership capabilities through real-life teaching challenges while working closely with schools, families, and communities. The experience aims to inspire and empower students to build their future. After the two-year term, participants become part of a growing network of leaders driving sustainable change across sectors.



Life Skills and Moral Education

- a-chieve** This program fosters an ecosystem where teachers act as safe spaces and mentors for students. It helps students explore their potential, assess their environments, learn about career options, and design life paths suited to their needs promoting personal growth, well-being, and resilience. The program is developed by the social enterprise a-chieve.
- Moral School Development Program** Operated by the Institute for Moral School Development, this project promotes ethics and morality in schools through participatory Moral Projects. Students, teachers, and administrators jointly identify problems, analyze causes, and find solutions. The initiative encourages a positive school culture, role modeling, and the integration of moral education into teaching and daily life. It also supports knowledge-sharing among schools to develop students' moral awareness and appropriate behavior.



Pankan Shop by Yuvabadhana Foundation

Addressing large-scale social challenges requires collective action. In addition to working directly with schools and partners, the Yuvabadhana Foundation emphasizes multi-stakeholder participation through various programs and activities that empower everyone to take part in creating positive change.

Pankan Shop by Yuvabadhana Foundation A social enterprise platform that accepts donations of gently used items, which are then professionally managed and sold to generate scholarships for underprivileged children and support youth development projects. Pun Gun serves as a model for community and social organizations seeking sustainable and participatory fundraising solutions.



- The foundation continuously communicates the issue of educational inequality to raise awareness and encourage public support. Contributions fall into two key categories:

- ◇ **Financial Support** Fundraising through campaigns, charity merchandise, and education funds, supported by individuals and corporate donors, helps drive various initiatives.
- ◇ **Human Capital Support** Volunteers and organizations contribute expertise and knowledge by mentoring scholarship students, training school personnel, or serving as volunteer advisors for programs such as the Moral School Development initiative



Outcomes - Number of Beneficiaries and Educational Institutions in the Network

The Yuvabadhana Foundation and the 100-Power Education Network have developed and implemented educational tools in schools, colleges, and childcare centers nationwide. They've expanded collaborations with diverse partners, including government agencies, private sector entities, and local communities, while also promoting societal participation. Their collective aim is to foster the quality growth of Thai children and youth.

Scholarship Program

Scholarship Program: For the academic year 2024, the Yuvabadhana Foundation supported 5,337 scholarship students as of December 31, 2024. This number breaks down into 4,525 students in general education, 782 in vocational education, and 30 in other scholarship categories, totaling 21.4 million Baht in awarded scholarships. The retention rate for scholarship students who began in Mathayom 1 (Grade 7) and continued their studies through Mathayom 6 (Grade 12) or Vocational Certificate Year 3 is 79%. It is projected that 2,169 scholarship students will graduate in March 2025.

Scholarship Student Support Work: The Yuvabadhana Foundation and its volunteers continuously monitor and support scholarship students nationwide through various channels. These include phone conversations, letter writing, and online group communication, as well as on-site visits and school activities. One of the key activities is the "My Teacher, My Friend Camp," which aims to create a safe space within schools. It focuses on encouraging teachers and scholarship students to support and motivate each other. This activity is expected to benefit over 3,600 students from 10 participating schools.

FOOD FOR GOOD Project

For the academic year 2024, 100 schools participated in developing food, nutrition, and student health management systems. This initiative provided appropriate nutritional care to 19,734 children. Additionally, 354 school personnel received comprehensive nutritional knowledge enhancement through the "FOOD FOR GOOD Project's Nutrition Teacher Potential Development Program." Currently, the network includes a total of 252 schools across 61 provinces.

Results of One Academic Year of Collaboration: Schools successfully developed an efficient system for managing food services, nutrition, and student health. They established policies to support the provision of food and nutritional services for children within the school environment. Furthermore, they implemented plans for monitoring and tracking children's nutritional status in collaboration with the community.

A school-based working group and a project committee, comprising representatives from various local sectors, collaboratively planned, implemented, monitored, and continuously improved operations. Schools were able to provide appropriate food services and manage student nutritional status correctly. They also created safe food sources and developed these into a revolving fund for food and nutrition within the school. Moreover, knowledge regarding proper food and nutritional care was integrated and shared with students,

parents, and the community. This fostered an environment that supports changes in children's eating behaviors, ultimately leading to the creation of healthier children.

1. Integrated Child – Centered Active Learning project (ICAP)

In 2024, the Integrated Child-Centered Early Childhood Development Project (ICAP) expanded its network to include an additional 202 classrooms across Child Development Centers (CDCs) and kindergartens. Of these, 149 classrooms were established through on-site implementation by the ICAP coaching team (Model A), and 53 classrooms were scaled up by local teachers and organizations (Model B).

Since the project's inception in 2016 until the end of 2024, the cumulative network expansion has reached 455 locations/classrooms. Notably, Model B shows a growing trend of up to 30% expansion, reflecting the project's sustainability at the local level.

Developing Learning Environments and Processes: An evaluation of the learning management quality in 43 participating Child Development Centers (CDCs) revealed significant success. Among the 10 centers already assessed, classrooms demonstrated a high quality of learning management, reaching 96.7%. Furthermore, teachers in these centers were able to manage learning effectively at an impressive 99.1%. These results reflect the successful enhancement of teaching skills and the creation of high-quality learning environments.

Early Childhood Development Outcomes: Based on the Developmental Surveillance and Promotion Manual (DSPM) assessment, prior to project implementation, 686 children (64.3%) had age-appropriate development, while 381 children (35.7%) showed developmental delays. After following the ICAP process and re-evaluating, the number of children with age-appropriate development increased to 87.9% (116 children). The group of children still experiencing developmental delays decreased to just 12.1%, who are currently in the process of follow-up and re-evaluation.

Additionally, an assessment of Executive Functions (EF) was conducted on a group of 488 children who underwent the ICAP process. The results showed that after the intervention, the number of children with EF scores above the national average (T-score > 60) increased from 18% to 72.4%. Conversely, children with scores below the national average (T-score < 40) significantly decreased from 14% to just 3.3%. These outcomes reflect the success of the ICAP process in promoting early childhood development, encompassing both physical aspects and cognitive abilities. This lays a crucial foundation for preparing Thai children for their future.

Digital Science-Math Media Project: Learn Education System

For the academic year 2024, a total of 129 schools and 26,407 students benefited from using the system.

Overview of System Usage Results in Semester 1/2024: Schools utilizing the Projector-Based Learning System showed a higher average usage rate compared to the Learn Anywhere system, which requires 1 to-1 computer access. The Projector-Based system helps bridge the gap in equipment availability, as many schools still lack sufficient devices for their student population. This increased accessibility to learning through the Learn Education system has led to improved student performance in both Mathematics and Science.

2. Digital English Media Project: Winner English System

In 2024, 152 schools and 18,619 students used the system.

Overall System Usage Results in Semester 1/2024: Post-learning assessments (Summative Assessment) showed a significant increase in scores. The Normalized Gain Score (GS), which analyzes students' developmental change between pre- and post-learning, was 65.83%

Additionally, a survey of student attitudes after using the Winner English tool in Semester 1/2024 revealed that 97% enjoyed learning English with the Winner English system, and 97% believed that learning English with the Winner English system helped improve their English skills. Furthermore, 83% of students used the Winner English system outside of class, which helps overcome the limitations of classroom learning time. In addition to surveying student attitudes towards learning English, Winner English developed a Growth Mindset survey for the first time this year. The results showed that students' post-test scores were higher than pre-test scores on all questions, indicating a positive trend in students' open-mindedness towards learning English.

3. Teach for Thailand: Teacher Leaders of Change in Schools Project

For the academic year 2024, 80 Teacher Leaders of Change taught Mathematics, Science, and English in 36 schools within the 100-Power Education Network, benefiting 8,566 students.

Overview of Teacher Leaders' Classrooms - Semester 1/2023: Students' academic scores in Mathematics, Science, and English increased by 20% compared to the previous Semester 2/2023. This improvement is attributed to changes in the English assessment to ensure more accurate measurement, as well as adjustments in the coaching model for teacher leaders. These changes led to a better understanding of how to design instruction that is more suitable for student learning, ultimately resulting in an overall increase in academic scores. Teacher Leaders focus on developing Essential Skills and Character Strengths in their students. Survey results show that the proportion of Essential Skills and Character Strengths increased by 1.1% and 0.5%, respectively, compared to the 2023 academic year. Students showed significant improvement in Collaboration skills and a prominent development in Growth mindset. This is a direct result of Teacher Leaders incorporating data from Collective Visioning with stakeholders and analyzing student survey results into their lesson planning.

4. New Generation Guidance Counselors Project and a-chieve's Self-Life Design

In the academic year 2024, 7,888 students and 179 guidance counselors from 136 network schools, along with over 130,000 high school students nationwide, benefited from a-chieve.org. This online guidance platform helps students design their academic and career paths by providing information on 142 professions and offering bi-monthly guidance activities, both online and on-site. These resources aim to help students understand themselves, plan for their future, and prepare for their educational and career journeys. Examples of activities include: "How to Take Care of Your Mind," "Get to Know Yourself and Make Choices," and "Getting to Know University Faculties."

5. Moral School Development Project by the Institute for Moral Education Development

In 2024, the Moral School Development Project implemented comprehensive operations including supervision and monitoring, personnel development, and academic research. It also expanded its collaborative network to include partners such as the Ministry of Social Development and Human Security (MSDHS), Central Group, and the Office of the Basic Education Commission (OBEC).

522 network schools received supervisory visits from 30 volunteer teams (data from Semester 2/2024). Various tools from the foundation's other projects were integrated to ensure simultaneous development in both moral values and educational quality. This year's training sessions were diversified, incorporating formats like seminar-style discussions, reflective practices, and the use of technology to enhance learning and teaching effectiveness. A key event was the "Shaping the Modern Landscape with Moral and Ethics Symposium 2024" held on May 25, 2024, supported by the Thai CG Fund. Approximately 500 participants, including school administrators, teachers, students, and representatives from partner organizations, attended. The event featured special lectures, academic discussions, presentations from the Youth Talk "New Seeds, Honest Hearts" project, and an anti-corruption video clip contest. These activities reflect a commitment to fostering morally and ethically sound youth, preparing them to be vital forces in developing Thai society.

Additionally, the institute developed network schools, including 6 Central Group schools and 5 schools in MSDHS self-settlement areas. The objective is to build quality human capital through education, vocational training, and moral strengthening within communities, especially in self-settlement areas where advanced agricultural systems, such as using water from Israel, are being developed. Moral values are also instilled through activities linked to the lifestyle of children and the community.

A significant outcome of this year's project is that moral schools have become learning hubs connected to their communities. Schools can develop curricula aligned with local contexts, encouraging students to learn from real-life experiences, such as participating in elderly activities, caring for people with disabilities, and learning about their parents' professions. Concurrently, the institute has begun using Artificial

Intelligence (A.I.) to analyze data and evaluate the development of moral schools, which will enhance management efficiency and future development planning.

Outcomes of Operations

Number of Beneficiaries and Educational Institutions in the Network

Mechanism for Child and Youth Development Collaboration	Children and Youth Beneficiaries (Number of People)	Teachers Benefiting (Number of people)	Schools/Colleges/Child Development Centers (Number of Institutions)
1. Access to Education Yuvabadhana Foundation Scholarship Program	5,337	-	958
2. Food and Nutrition Food for Good Project	19,734	354	100
3. Learning and Teaching Quality Development Integrated Child-Centered Early Childhood Development Project (ICAP)	3,285	527	149
Digital Mathematics - Science Media Project: Learn Education System	26,407	341	129
Digital English Media Project: Winner-English System	18,619	381	152
Teach for Thailand: Teacher Leaders of Change in Schools Project	8,566	80	36
		Number of Teachers	
4. Life Skills Development and Instilling Morality and Ethics New Generation Guidance Counselors Project and a-chieve's Self-Life Design Tool	7,888	179	136
Moral School Development Project by the Institute for Moral Education Development	334,588	21,386	518

*Data from Semester 1/2024

Outcomes from Engagement and Fundraising

Pankan Shop by Yuvabadhana Foundation

In 2024, Pankan successfully raised 74.8 million baht to support scholarships for underprivileged children and youth development programs under the Yuvabadhana Foundation. This achievement was made possible through the collaboration of over 470,000 donors and volunteers, and 537 organizations who supported the initiative by donating items, purchasing shared goods, volunteering, and helping promote the store's operations in various ways.

Beyond fundraising, Pankan also plays a crucial role in waste reduction and minimizing new production. More than 2 million quality secondhand items were reused, helping reduce urban living costs by offering good-quality, affordable goods to the public.

Currently, Pankan operates 19 locations along with 1 centralized warehouse, and has become a model for other community-based fundraising and engagement initiatives, such as “Pankan Korat” by the Korat Community Foundation and “Pankan Khon Kaen” by the Dulayapat Foundation.

Collaboration and Participation

Donations and Other Support

The Yuvabadhana Foundation receives ongoing support from organizations, private sector entities, and the general public. In 2024, the foundation received 272.2 million baht in donations to fund its projects and operations. In addition to financial contributions, the foundation benefited from non-monetary resources, including personnel support, knowledge sharing, and professional expertise from partner networks—key drivers of its activities, campaigns, and fundraising efforts, ensuring sustained positive impact on society.

Volunteer Work

The foundation has established a structured system for volunteer participation in supporting scholarship students. The volunteer roles include: Volunteer Mentors, Student Volunteers, Letter Writers for Encouragement. A total of 87 active and occasional volunteers have contributed, supporting up to 4,537 scholarship students. Additionally, 58 supervisory volunteers are involved in monitoring operations, offering guidance, and coordinating with school staff to ensure that implementation aligns with the foundation's objectives.

There are 87 volunteers who work continuously and occasionally, together assisting 4,537 scholarship students. This also includes Volunteer Supervisors who monitor operations, provide guidance, and coordinate with school staff to ensure activities align with the Foundation's goals. Currently, 58 volunteers assist with supervisory tasks.



Environmental Issues

The issue of climate change has severely affected the degradation and loss of seagrass habitats in Trang and Krabi provinces, leading to threats to biodiversity and the increasing mortality of various marine species, particularly endangered animals such as dugongs, at an unprecedented rate. Moreover, this degradation negatively impacts the livelihoods of coastal communities, especially small-scale fisheries, as seagrass meadows serve as critical spawning and nursery grounds for juvenile marine life, including key economic species such as blue swimming crabs, conches, and squids.

In addition, efforts to revitalize the tourism sector following the COVID-19 pandemic have resulted in increased marine tourism activities. While this has helped stimulate the economy, it has also intensified the economic exploitation of natural resources. Despite growing attention and commitment from various sectors to promote “sustainable development” — including sustainable production and consumption, and the adoption of environmentally and socially responsible business practices under frameworks such as ESG (Environment, Social, and Governance), Carbon Neutrality, and Net Zero Emissions — challenges remain.

Efforts have also increased in promoting environmental awareness, education, and supportive policy advocacy for sustainable natural resource and environmental management, along with fostering greater participation across sectors.

Creating Shared Value through Ecosystem-Based Management

To ensure that these collective efforts yield concrete and meaningful results, the Enlive Foundation continues to emphasize inclusive, participatory approaches that create shared value (CSV) in the sustainable use and stewardship of natural ecosystems. The foundation works to strengthen learning processes and promote active engagement among stakeholders and partners — including government agencies, businesses, civil society, academic institutions, and even tourists — in the effective management of community-based natural resources and ecosystems such as mangrove forests, seagrass meadows, marine habitats, coastal marine species, and marine and coastal ecotourism sites.

Our Goal

To build sustainable ecosystems in nature-based tourism areas and to generate scientifically grounded ecosystem knowledge that contributes to efficient, ecosystem-based management. This is achieved by fostering collaboration, strengthening networks, and encouraging the active participation of government bodies, local authorities, and community members.



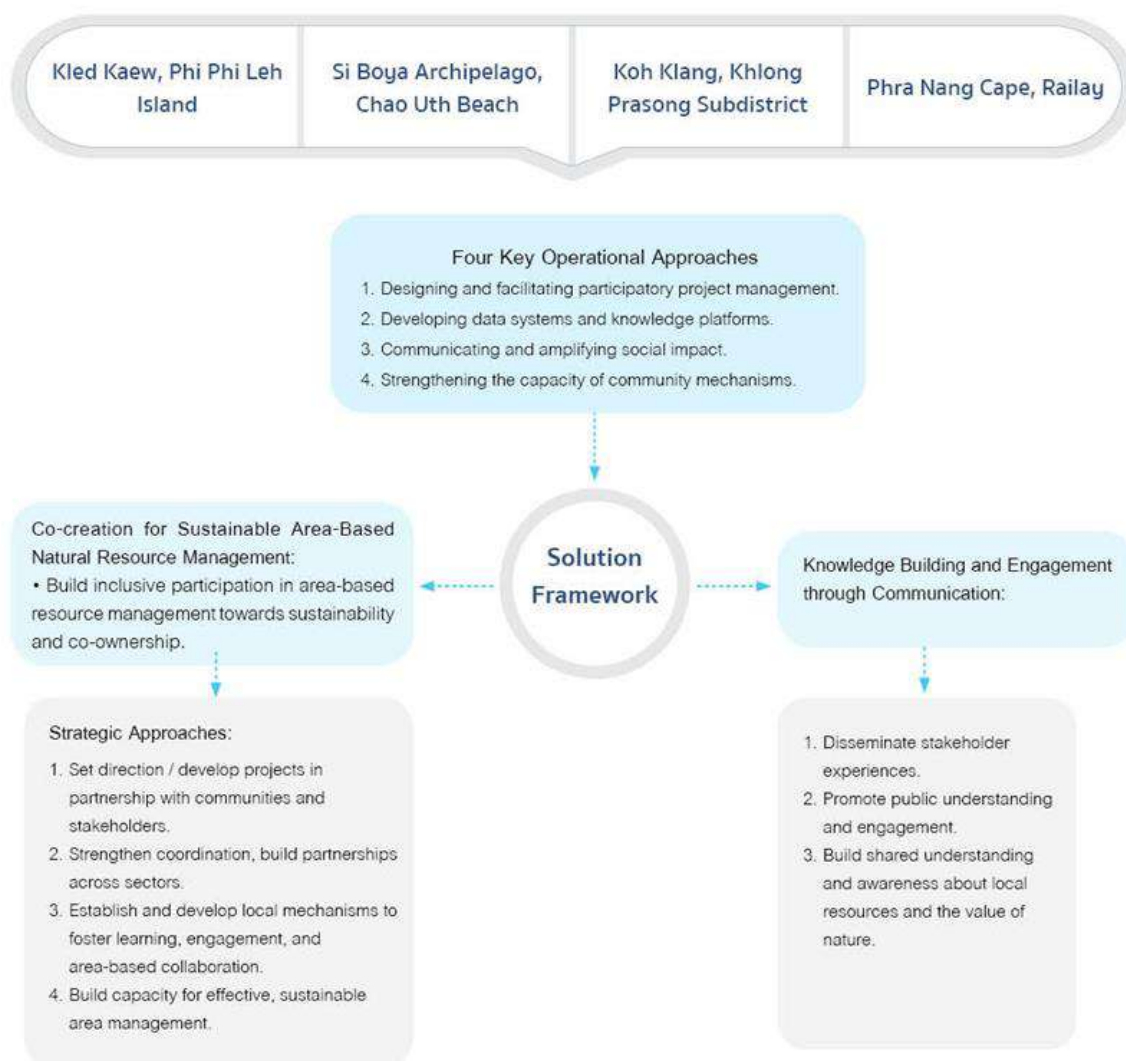
Role of Enlive Foundation in the Ecosystem:

Enlive Foundation plays a key role in driving and enhancing participatory processes among stakeholders throughout the value chain. Acting as a connector and coordinator, the foundation fosters collaboration, facilitates knowledge creation and transfer, and serves as a mentor to stakeholders — empowering them to take action toward environmental, social, and economic sustainability. The foundation also supports efforts to balance economic development through the efficient use of natural resources with the preservation of resource abundance, focusing on four key target areas in Krabi Province

The Enlive Foundation's role in the ecosystem

Driving and enhancing stakeholder engagement in 4 target areas of Krabi Province.

Connect, Coordinate Partnerships, Network, Transfer Knowledge



Resolution Mechanism

- **Building Value Chain Stakeholder Participation for Sustainable Co-management of Marine and Coastal Resources, Aligned with the Resource Base Context.**

1. **Initiate/Develop Projects for Community-Based Marine and Coastal Resource Conservation and Restoration.**

Coastal communities, in collaboration with partner organizations, define projects aimed at fostering sustainable conservation and restoration of resources within their ecological context. These initiatives emphasize the integration of academic knowledge and international conservation guidelines, such as the United Nations Sustainable Development Goals (SDGs), the UN Ocean Decade, and the UN Decade on Ecosystem Restoration. These global frameworks are combined with local values and wisdom to drive projects in the area and expand collaborative networks with various sectors. This approach enhances Community Resilience and creates tangible impacts, such as the cultivation of seagrass in the earthen ponds of the Koh Siboya Islands and the establishment of a conch bank as a school for conserving important local aquatic resources.



2. **Sustainable Management, Care, Restoration, Monitoring, and Utilization of Resources**

Communities now have concrete ways and tools to manage their resources. Everyone participates and learns together, which helps them value natural resources and use them wisely such as Beekeeping and Stingless Beekeeping as an additional income source, which also helps conserve mangrove forests, providing knowledge to help people become diving guides who cherish marine resources, like those around the Phi Phi Islands.



3. Knowledge and Shared Value Management for Replication, Scaling, and Model Development

Communities and partner networks collaborate to create, share, and manage knowledge and local wisdom related to natural resource and environmental management such as Developing a knowledge management book on artificial coral reefs through ship deployment, transferring local wisdom on medicinal plants to students, stingless beekeeping and tourism activities to learn about mangrove ecosystems, sharing information and knowledge about undersea ecosystems and coastal marine resources



4. Sustainable Tourism Management

Community tourism groups and tourism businesses are improving their tourism management with sustainability in mind. They are also increasing the value and income from tourism while simultaneously caring for natural resources and the environment. The Enlive Foundation plays a crucial role in building this sustainability by supporting community involvement and developing tourism that utilizes natural resources in alignment with the United Nations' Nature Positive Tourism approach.

Examples of these initiatives include:

- Creating sustainable and nature-friendly tourism routes in the Laem Phra Nang-Railay area and Khlong Prasong sub-district.
- Community tourism with stingless beekeeping groups for mangrove conservation in Khlong Prasong sub-district.
- Eco-tourism at Baan Na Thung Klang-Baan Tha Khlong.



Building Awareness and Engagement Through Action

- Actively participating in the sustainable management and utilization of nature means taking environmental responsibility. This includes jointly campaigning, preserving, and caring for existing resources, both directly and indirectly, in a way that aligns with the specific local resource base.

1. Valuable Tourism

Jointly caring for nature by strictly adhering to site regulations, respecting natural resources by not damaging them or removing natural objects from the site, being open to learning experiences while traveling, and understanding the context of the area's natural resource base to participate in sustainable nature care.

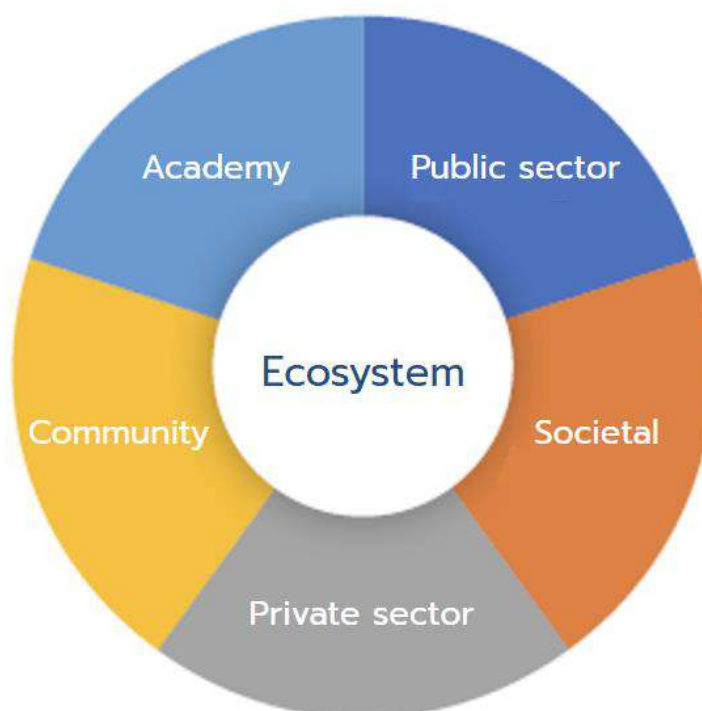
2. Supporting Communities in Natural Resource Management

Supporting communities, entrepreneurs, and relevant agencies through purchasing local products, campaigning, donating, and participating in activities that promote natural resource conservation such as buying stingless bee honey products, campaigning against consuming shellfish smaller than 6 centimeters, donating to support seagrass cultivation, participating in beach reforestation efforts, using or being part of community-made products and initiatives that are environmentally friendly.

3. Participate in maintaining environmental cleanliness in the area.

Knowing how to properly sort waste by type and participating in the 3R campaign—Reduce, Reuse, and Recycle—helps manage waste effectively. When waste is well-managed, it leads to less trash, reduces contamination, and creates better hygiene in living areas.

Stakeholders Collaborating in the Ecosystem



Public sector

- Krabi Provincial Office
- Royal Thai Navy Third Area Command
- Department of Marine and Coastal Resources
- Nopparat Thara Beach–Phi Phi Islands National Park, Department of National Parks, Wildlife and Plant Conservation
- Krabi Marine Resources Conservation Center, Department of Marine and Coastal Resources
- Krabi Provincial Natural Resources and Environment Office, Ministry of Natural Resources and Environment
- Krabi Provincial Fisheries Office, Department of Fisheries
- Krabi Coastal Aquaculture Research and Development Center, Department of Fisheries
- Mueang Krabi District Agricultural Office
- Electricity Generating Authority of Thailand (EGAT), Krabi Power Plant
- Tourism Authority of Thailand (TAT), Krabi Office
- Krabi Provincial Administrative Organization
- Krabi Municipality
- Khlong Prasong Subdistrict Administrative Organization, Mueang District, Krabi Province
- Ao Nang Subdistrict Administrative Organization, Mueang District, Krabi Province
- Ko Sriboya Subdistrict Administrative Organization, Nuea Khlong District, Krabi Province
- Ko Klang Subdistrict Administrative Organization, Ko Lanta District, Krabi Province
- Prince of Songkla University, Hat Yai Campus
- an Ko Phi Phi Royal Grant School, Ao Nang Subdistrict, Mueang District, Krabi Province
- Ban Khlong Prasong School, Khlong Prasong Subdistrict, Mueang District, Krabi Province
- Ban Ting Rai School, Ban Ko Sriboya School, Ban Ko Cham School, and Ban Ko Pu School, Ko Sriboya Subdistrict, Nuea Khlong District, Krabi Province
- Ban Na Thung Klang School, Ko Klang Subdistrict, Ko Lanta District, Krabi Province
- Ban Laem Sak School, Laem Sak Subdistrict, Ao Luek District, Krabi Province
- Non-Formal Education Center, Ko Sriboya Subdistrict, Nuea Khlong District, Krabi Province

Private sector

- Krabi Provincial Education Council
- Krabi Provincial Tourism Council
- Krabi Tourism Association
- Railway Bay - Laem Phra Nang Tourism Business Club, Mueang District, Krabi Province
- Operators in the Laem Phra Nang - Railway Area
- Tour Boat and Longtail Boat Club
- Tourism and Diving Business Operators in Phi Phi Islands, Ao Nang, and Phuket Province
- Ko Lanta Tourism Business Association
- Wongpanit Krabi, Nuea Khlong Branch
- Rayavadee Hotel
- Premier Group of Companies
- City Neon Network Co., Ltd.
- Local Tour Guide Network/Partnership
- Local Media and Online Media Network/Partnership

Community

- Ban Khlong Prasong, Ban Ko Klang, Ban Khlong Kam Communities, Khlong Prasong Subdistrict, Mueang District, Krabi Province
- Khlong Prasong Subdistrict Community Tourism Group, Mueang District, Krabi Province
- Khlong Prasong Subdistrict Community Mangrove Forest Committee, Mueang District, Krabi Province
- Ban Khlong Prasong Mangrove Conservation Group, Khlong Prasong Subdistrict, Mueang District, Krabi Province
- Khlong Prasong Subdistrict Community Enterprise Group for Stingless Beekeeping, Khlong Prasong Subdistrict, Mueang District, Krabi Province (Tawan Stingless Bee Farm)
- Ban Nai Nang Community Enterprise Group for Beekeeping, Khao Kram Subdistrict, Mueang District, Krabi Province
- Ban Ko Jum, Ban Ting Rai, Ban Ko Pu, Ban Lang Ko, Ban Ko Sriboya Communities, Ko Sriboya Subdistrict, Nuea Khlong District, Krabi Province
- Ban Lang Ko Fisheries Resource Management Group, Ko Sriboya Subdistrict, Nuea Khlong District, Krabi Province
- Ko Phi Phi Community, Ao Nang Subdistrict, Mueang District, Krabi Province
- Ban Na Thung Klang, Ban Tha Khlong Communities, Ko Klang Subdistrict, Ko Lanta District, Krabi Province
- Community Enterprise for Occupational Development of Ban Pa Mai Paen Mai Village, Ko Klang Subdistrict, Ko Lanta District, Krabi Province
- Ban Na Thung Klang-Ban Tha Khlong Community Tourism Group, Ko Klang Subdistrict, Ko Lanta District, Krabi Province
- Ban Tha Khlong Blue Crab Bank Group, Ko Klang Subdistrict, Ko Lanta District, Krabi Province
- Ban Tha Khlong Local Herbal Wisdom Learning Center, Ko Klang Subdistrict, Ko Lanta District, Krabi Province

Societal

- Chulalongkorn University Alumni Association, Academic Year 1975 (CU18)
- AirAsia Foundation
- Refield Lab and Sonjai Studio
- Raks Thai Foundation
- United Nations Development Programme (UNDP)
- EcoCupid
- Mangrove Alliance Thailand
- Green Guardians
- Knowledge for Development Foundation (K4D)
- NatureMind-ED
- Moral School Development Project, Yuvabadhana Foundation
- R.O.Y. Power (Roy Palang) Project to Build a Good Society (or "Hundred Powers Project to Build a Good Society")

Project Outcomes in 2024

Project / Implementation Area	Key Outcomes	Stakeholder Engagement	Awareness Building	Knowledge Creation
Krabi Underwater Learning Park Phi Phi Islands	Permanent marine ecosystem learning center	15 dive operators 30 teachers and students	50 divers	1 KM E-book Sunken ship artificial reef 1 snorkeling skill activity
Coastal Resource Management Collaboration Koh Sriboya – Chao Uth Beach	Sustainable seafood source	25 partners	320 students participated	10 knowledge- sharing activities
Community-Based Tourism Promotion Khlong Prasong Subdistrict	Context-based community tourism	15 partners	350 tourists/study visit participants	5 knowledge- sharing activities
Sustainable Tourism Management Phra Nang Cape – Railay	Sustainable tourism	7 partners	50 training participants	2 hands-on engagement activities
Communication & Engagement	Stakeholders informed, engaged, and actively involved	30,169 Facebook engagements	79,463 people reached via Facebook	5 educational materials 15 knowledge media items

(Social Investment Platform)

Collaboration among civil society, the public sector, the private sector, and the general public to address various social issues is ongoing in many areas. However, these efforts are often small, fragmented, and lack proper connection.

Therefore, the social investment mechanism aims to foster participation and connect all sectors. This allows them to collectively support and invest in social initiatives, expanding and replicating solutions to various social problems. The goal is to build a strong ecosystem capable of keeping pace with the scale and speed of both social and environmental challenges.

Work Goals

The aim of various investment mechanisms is to foster participation from the public, private sector, and other stakeholders. This involvement helps mobilize resources to support projects, ensuring they achieve tangible, sustainable, and scalable results. It serves as a form of Active Citizenship, collaboratively addressing social and environmental issues and developing opportunities.

Role in the Ecosystem

The role of the investment mechanism is to create a robust, complementary ecosystem. "TaeJai" serves as a channel for tens of thousands of individuals to support various projects. This connects with the "Kind-Hearted Thai Mutual Fund" and the "Thai Governance Mutual Fund," which are avenues for diverse investors to engage in social responsibility. They do this through a collective donation mechanism that is an integral part of both mutual funds. In essence, these are social investment channels that link both the general public and investors, enabling them to collaboratively drive initiatives.

Network partners working together in the ecosystem

ใจ.คอม



Taejai.com

- Sense Fusion Institute
- TYPN Network
- OpenDream Co., Ltd.
- Partners/Network of Fundraisers via Taejai
- Rural Reconstruction Foundation of Thailand Under Royal Patronage

For more information

<https://bit.ly/3KaaE4y>

<https://taejai.com/th/>

กองทุนรวม
คนไทยใจดี (BKIND)

กองทุนรวม คนไทยใจดี
การลงทุนที่ดีด้วยเงินของคุณ

KhonThaiFoundation

- BBL Asset Management (BBLAM)
- Sense Fusion Institute
- Yuvabadhana Foundation
- Ashoka (Thailand) Foundation
- Partner Network Receiving Funding

For more information

<https://bit.ly/40xtDMp>

กองทุนรวม
ธรรมาภิบาลไทย
(Thai CG Funds)



Asset Management Companies (AMCs) -
10 Companies, consisting of:

- Bualuang Asset Management (BBLAM)
- Krungthai Asset Management (KTAM)
- Krungsri Asset Management (KSAM)
- TMB Asset Management (TMBAM)
- Talis Asset Management
- SCB Asset Management (SCBAM)
- UOB Asset Management (Thailand)
- Kasikorn Asset Management (KAsset)
- MFC Asset Management
- Bangkok Capital Asset Management (BCAP)
- Sense Fusion Institute
- AND Social Enterprise Co., Ltd.
- Yuvabadhana Foundation
- Partner Network Receiving Funding

For more information

<https://bit.ly/3Zd4zbl>

Annual operating results for 2024

Cooperation mechanism			
Result	Online communities create a sharing society	Capital market collaboration, sharing with society	Cooperation between the capital market sector and the social sector to promote good governance and combat corruption
Outcome	138 Projects	6 Projects	3 Projects
	85 Organizations	6 Organizations	3 organizations
Beneficiary	54,079 Projects	4,287 Persons	32,123 Persons
	93 Organizations	1 Organization	3 Organizations
Engaged Citizens	42,045 Projects	-	32,123 Persons
	815 Organizations	7 Organizations	47 Organizations
Donors	41,890 Projects	-	-
	749 Organizations	1 Organization	10 Organizations
Volunteer	35 Persons	-	-
Participants	120 Persons	-	-

(Social Communication for Change)

To effectively solve large-scale problems with widespread public participation, effective communication is paramount. Currently, the communication efforts of social sector organizations may not be strong enough and require further development. Meanwhile, media organizations possess the potential to reach a vast audience but have limited access to information about the social sector's initiatives. This leads to the public having insufficient access to information about the social sector's work and missing opportunities to contribute to problem-solving.

Goals

Focusing on empowering diverse media mechanisms, connecting and supporting communication to drive various social problem-solving initiatives, with the ultimate goal of inviting public participation in creating systemic change.

Role in the Ecosystem

Strengthening the power of the media ecosystem as a "service provider" to consult, compile, connect, and develop collaborations between "media partners" and "social sector partners" to jointly drive change.

Collaborative Partner Network

- News Agency Media Partners / Online Media Partners
 - Individual Media Partners
 - Academic Partners in Communication Arts and Journalism
- Professional Organizations / Associations Related to Various Media Groups
- More Details: <https://bit.ly/3JXjUHU>

Annual operating results for 2024

Cooperation mechanism	Social Communication to Support Partners
Result	Communicating for the Greater Good
Outcome	17 Projects 0 Organizations
Beneficiary	0 Projects 66 Organizations
Engaged Citizens	493 Projects 89 Organizations
Donors	0 Persons 0 Organizations
Volunteer	0 Persons 0 Organizations
Participants	23 Persons 470 Persons

Read the full report at:

R.O.Y. Power to Build a Good Society Website: www.collaborationforgoodsociety.org

Yuvabadhana Foundation: <https://www.yuvabadhanafoundation.org/th/home/>

"Khon Thai" Foundation: <http://khonthaifoundation.org/th/landing/>

Enlive Foundation: <http://www.enlivefoundation.com/>



Creating a Sharing Community and Society

The development of communities and society outside the organization to build sustainable strength is a common goal of employees who have the opportunity to share their social responsibility. This was carried out on their own initiative through various projects in collaboration with the local communities and society, as well as collaboration with a network of partner organizations that have knowledge and expertise in many areas in jointly raising the level for stakeholders in the society outside the organization to be able to grow in line with the Company's business operations. In the past year, 2024, the company has collaborated with various partner organizations as follows:

Community Educational Support Project: "Computers for Kids"

P.M. Food Co., Ltd. (PMF), a subsidiary, has adopted the social responsibility policy of Premier Marketing Public Company Limited to formulate its annual corporate strategies. This is done by analyzing stakeholders and holding dialogues with communities to develop projects in line with the Department of Industrial Works' CSR – DIW Continuous guidelines, now in its 12th consecutive year. The company has continuously collaborated with communities to implement projects based on community needs since 2013-2024, under the "Canteen for Kids" project. This aligns with P.M. Food's core competency in managing food production hygiene. The company has supported over 10 schools in the communities where its employees reside. Based on the latest community dialogue meeting, there was a summarized request for the company to support schools with computers, smart TVs for classrooms, and internet signals within schools, in line with the Ministry of Education's policy to increase learning and teaching channels via the internet. Therefore, the company initiated the "Computers for Kids" project for schools in these communities, which are home to its employees.

In the past year, 2024, the company implemented the "Computers for Kids" project at one school: Nadee Subdistrict Kindergarten. In addition to dialogue with the school's education committee, the project also received cooperation from various entities, including the Subdistrict Administrative Organization (SAO), the sub-district chief, village headmen, business partners, employees, and local villagers. They collaborated on installing and wiring the internet within the school to distribute the internet signal to all classrooms and installed smart TVs in the classrooms for the school.



"Computers for Kids" Support Project at Nadee Subdistrict Kindergarten

The Edible Fence with Kaset PCI project,

led by Premier Canning Industry Company Limited in collaboration with the "Taviboon" Sufficiency Economy Learning Center, promotes community engagement through knowledge sharing and hands-on demonstrations of bio-fermented fish waste fertilizer production. This organic fertilizer is used in pesticide-free vegetable gardens within community households, including those in Bang Bo, Ban Rakat, and Bang Phriang. The project aims to empower participants to integrate this knowledge into their daily lives by cultivating pesticide-free home gardens for personal consumption or sale, increasing household income and reducing expenses for 25 participating households. Additionally, participants gained practical skills in producing bio-fermented fish waste fertilizer to support their home vegetable gardens.



Edible Fence with PCI Agriculture" Project at Ban Thawiboon Sufficiency Economy Learning Center

Creating Value for a Sustainable Environment

Environmental Management

The Premier Group of Companies' commitment to conducting business hand-in-hand with balancing social and environmental responsibility, an environmental management policy has been established. This policy is driven through operational plans in various areas, such as fostering environmental awareness among employees, promoting responsible resource utilization, managing pollution and waste, and managing greenhouse gas emissions. Premier Marketing Public Company Limited and its subsidiaries recognize the environmental impact of their business operations. Therefore, the company prioritizes responsible production and distribution processes to foster shared, sustainable success. This involves considering every step in the business chain, focusing on efficient and valuable use of resources and energy to mitigate potential future energy crises and water scarcity. This reflects the organization's core value of mutual benefits for various stakeholders involved in its business operations. The subsidiaries have adopted practices compliant with ISO 14001 standards and integrated technology into their business processes to enhance resource and energy efficiency, while simultaneously seeking out clean energy alternatives. Furthermore, the company aims to cultivate a green culture through environmentally friendly living among its employees and is committed to building a sustainable green network throughout its business value chain.

In 2024, Premier Marketing Public Company Limited and its subsidiaries systematically implemented environmental management guidelines to mitigate risks and opportunities arising from climate change. This was achieved through the company's Energy Management Working Group and the System Development for Sustainability Working Group. Their aim is to elevate stakeholders within the business value chain by improving efficiency in energy and resource utilization to minimize environmental impact. This has been carried out through various measures and action plans, as follows:

- Energy Management
- Water Resource Management
- Waste Management from Production Processes
- Greenhouse Gas Management

Environmental and Social Policy

Read more from: www.premier-marketing.co.th

Energy Management

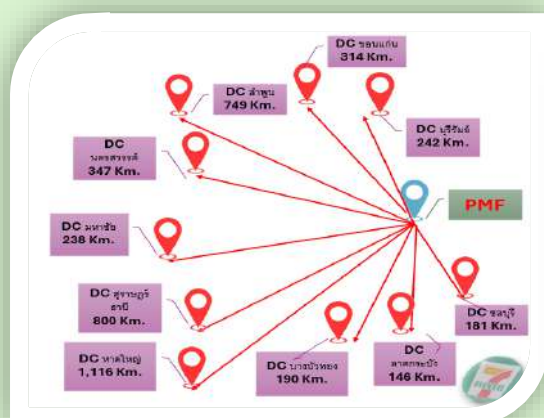
The operation of businesses producing goods and services inevitably consumes a large amount of natural resources. Therefore, the company and its subsidiaries are committed to developing their production processes for goods and services alongside environmental responsibility. This involves considering the efficient use of resources and managing them for maximum effectiveness, aiming to elevate the value chain of stakeholders in business operations through various approaches and measures for valuable resource management. Examples include reducing electricity consumption by expanding the installation of alternative clean energy, collaborating with trading partners to deliver goods directly from factories to distribution centers to reduce fuel consumption that impacts the environment during transportation, and leveraging technology to support and modify work processes for efficient resource utilization. The company and its subsidiaries have implemented energy management as follows:

Direct Shipment

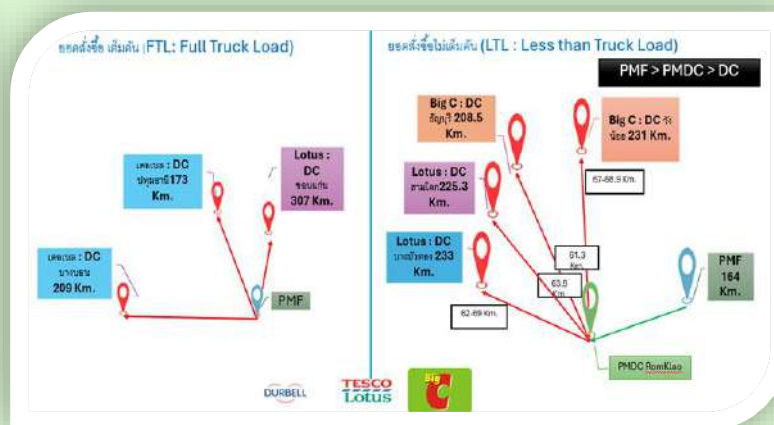
In the operation of distributing consumer goods, which requires nationwide delivery and distribution processes, the company carries out this crucial activity through partner companies that provide transportation services in each region. To enhance the shared value chain with these partners, there is a continuous effort to expand and improve energy efficiency.

In the past year, 2024, the company, in collaboration with its manufacturing subsidiaries, expanded direct shipments from the factories to distribution centers. This reduced distances and redundant work steps, increasing the efficiency of delivery and distribution. As a result of these changes in the shipping process throughout the year, the company was able to reduce transportation distance by 1,107,882 kilometers, which saved 276,970 liters of fuel and also helped mitigate pollution impact on the environment.

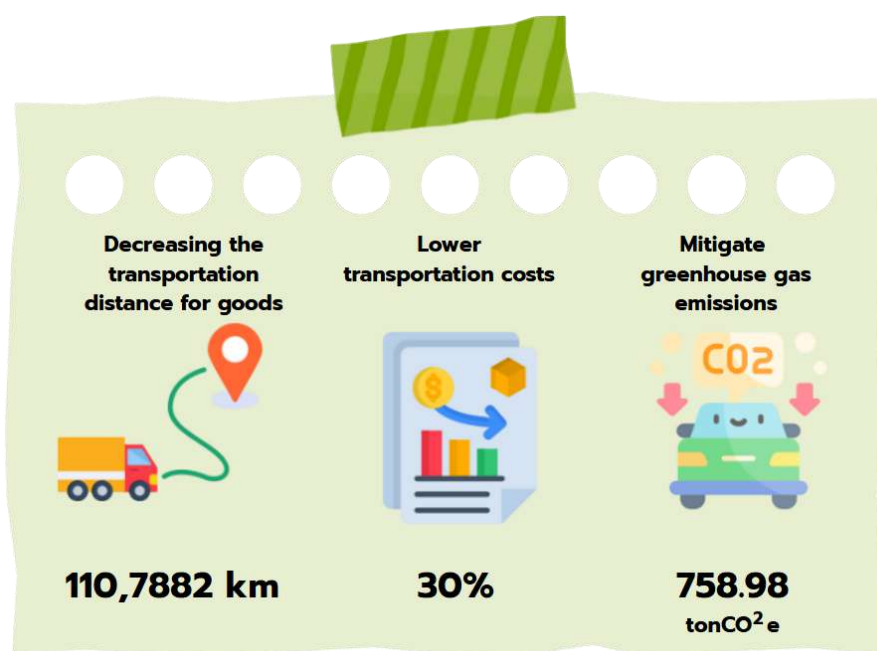
Direct Shipment Phase 0-1



Direct Shipment Phase 2



ผลการดำเนินงานประจำปี 2567



Renewable Energy Adoption Project

P.M. Food Company Limited and Premier Canning Industry Company Limited, both subsidiaries, have adopted a policy of conducting business with a commitment to responsible sustainability, particularly through the use of alternative energy. Managing electricity consumption is a key priority in the company's operation, especially as industrial demand for electricity continues to rise while conventional fuel sources such as oil, natural gas, and coal are facing future scarcity. Moreover, the combustion of these fuels generates air pollution and releases harmful gases, contributing to environmental degradation and climate change.

The Company recognizes the importance of utilizing alternative energy sources to generate electricity for factory operations. By installing solar panels on facility roofs (solar roof), the Company harnesses a clean energy source that produces no environmental pollution and lowers electricity costs by reducing reliance on the power grid. Since 2017, both subsidiaries have invested in solar panel installations and have continuously expanded their

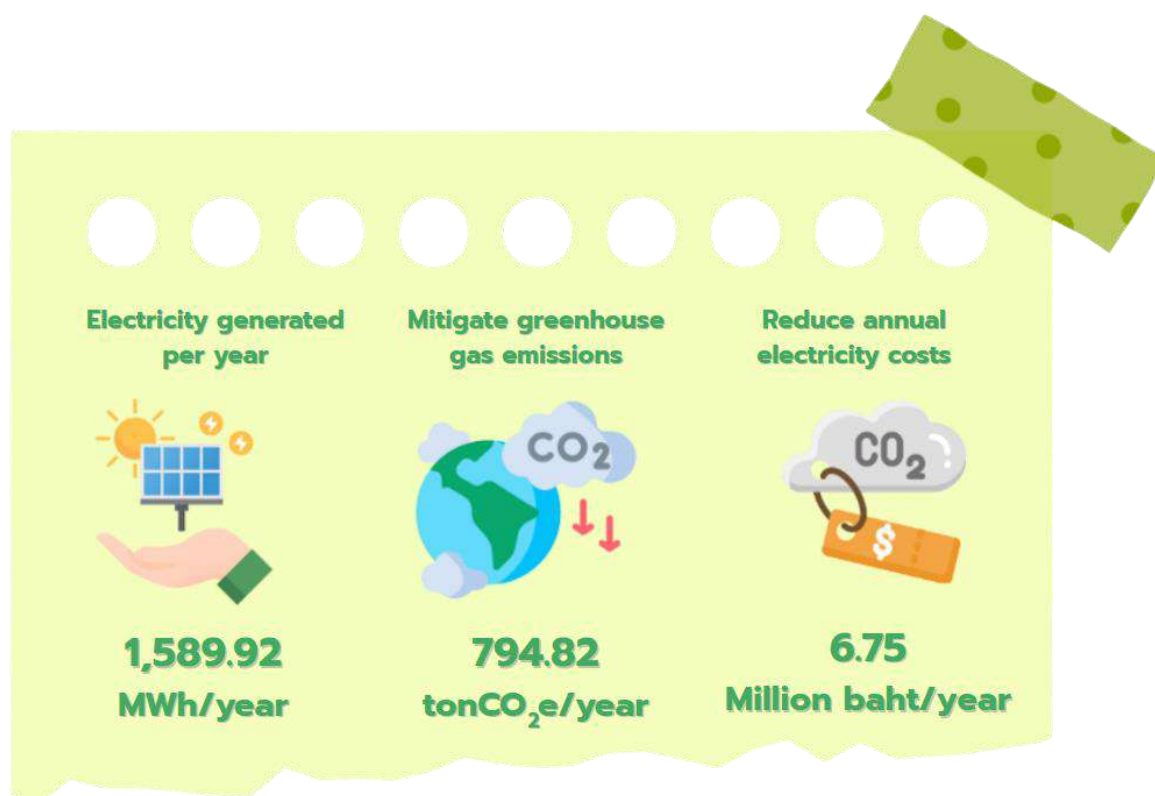
Since 2017, both subsidiaries have invested in solar panel installations and have continuously expanded their capacity. In 2024, the investment had been extended to cover the entire roof area of the production plant buildings, achieving a total electricity generation of 1,589,922 MWh per year.



Solar panel installation on a roof

Furthermore, in 2024, P.M. Food Co., Ltd. has a plan to expand the installation of solar panels (Solar Roof) on its new building. This is expected to generate 480.84 MWh/year of electricity, with installation anticipated to be completed in May 2025.

Annual Performance Results 2024



Water Resource Management

In the manufacturing process, clean water is a crucial resource, particularly for washing and cleaning raw materials, machinery, and equipment. This project aims to reduce the discharge of treated water into public canals. To this end, the Company recognized the need to optimize water usage in the production process and foster awareness across all departments about the importance of water conservation. These efforts not only help to lessen the burden on wastewater treatment systems but also reduce the impacts on the environment and ecosystems.

Premier Canning Industry Company Limited and its subsidiary, P.M. Food Company Limited, have integrated water management into their annual planning to reduce the risk of water scarcity. This is achieved by treating and reusing water from the production process, a practice the Company has consistently maintained. As a result, water resources (tap water) are utilized more efficiently, and the volume of treated wastewater discharged into public canals is significantly reduced.

In 2024, PCI successfully reused 224 cubic meters of treated wastewater per day, accounting for 80 percent of the total wastewater. This reclaimed water has been utilized in non-production areas, including toilet flushing, plant irrigation, cleaning raw material storage areas and loading docks, and air treatment by reducing soot and smoke from boiler combustion.



Installation of water filtration tanks for water reuse



Over the past year, P.M. Food Company Limited has expanded its water reuse efforts, targeting the reuse of 40 cubic meters of treated wastewater per day, or 20 percent of the total wastewater volume. This reclaimed water is utilized in non-production areas, including toilet flushing, plant irrigation, and cleaning exterior grounds around buildings.

Annual Performance Results 2024



Waste Management in Production Processes

Premier Marketing Public Company Limited and its subsidiaries prioritize the management of pollution and waste generated from business operations. They begin by reviewing and focusing on waste reduction as the primary step, applying the 3R principles (Reduce, Reuse, Recycle) to categorize and manage different types of waste. This includes reducing unnecessary resource consumption (Reduce), reusing resources for maximum value (Reuse), and selecting recyclable resources to minimize waste volume and pollutant discharge into the environment (Recycle). Furthermore, they promote, campaign, and provide training and knowledge to employees to raise awareness of pollution and waste issues, and continuously monitor performance results against set targets.

Waste Management from Production Processes and Food Waste from Canteens/Cafeterias

P.M. Food Company Limited (PMF), a subsidiary of Premier Marketing Public Company Limited, upholds the social responsibility policy of its parent company by enhancing waste management within the value chain. This includes managing waste from the production process and food scraps from the company cafeteria to maximize resource utilization. The company launched a project to produce fertilizer from these waste materials, effectively reducing daily waste volume.

Three years ago, the Company conducted a study and invested in a food waste composting machine. This machine produces approximately 2,000 kilograms of fertilizer per month. Analysis of its nutrient content indicates a high nitrogen level, making it ideal for vegetable gardens, leafy greens, and ornamental plants. The Company has consistently distributed the compost to employees, encouraging those with home gardens to use it as an alternative to chemical fertilizers, thereby reducing costs and minimizing environmental and health risks. The fertilizer is also shared with external organizations in the surrounding community that maintain vegetable gardens.

Last year, the Company produced 21,632 kilograms of fertilizer, with 9,090 kilograms distributed to employees and also donated to the Sufficiency Economy Learning and Training Center, following the Royal Initiative of the 12th Infantry Regiment, King's Guard, Camp Pairirayordej, Sa Kaeo Province.



Project: Waste Management from Production Processes and Food Waste from Canteens/Cafeterias

Annual Performance Results 2024



Waste Management from Processing by Producing Organic Fertilizer from Coffee Husks/Skins

The process of converting fresh coffee cherries into parchment coffee generates leftover raw material after processing, namely coffee cherry husks. If there isn't an effective waste management process for this byproduct, it could negatively impact the local environment, such as causing foul odors disturbing nearby communities around the processing plant, affecting the occupational hygiene of local residents, and leading to wastewater flowing into water sources, which would then impact the aquatic ecosystem.

Mivana Company Limited is dedicated to minimizing its ecological and environmental footprint in upstream areas, guided by its philosophy of creating social impact and achieving sustainable shared success. This commitment is achieved by implementing the principle of nutrient cycling. Coffee cherries are the product of coffee trees extracting nutrients from the soil to nourish the cherries. After harvesting, however, only the coffee beans are consumed, leaving behind coffee husks as byproducts. Each year, the Company's organic agriculture promotion officers collaborate with farmers onsite to plan and select suitable coffee husks for composting, thereby returning nutrients to the soil and maintaining a balanced nutrient cycle. In 2024, the conversion of 189.37 tons of coffee husks from processing into 122.0 tons of organic fertilizer resulted in farmers reducing their fertilizer costs by 828,387 baht.



Annual Performance Results 2024



Waste Segregation Management

Currently, waste management has become a problem for many countries, and Thailand itself is facing an escalating waste crisis. This waste significantly impacts communities and the environment if disposed of or destroyed improperly. Therefore, Premier Marketing Public Company Limited and its subsidiaries recognize the importance of waste segregation within offices and at each factory. This allows for proper reuse or disposal, which helps reduce the volume of waste sent to landfills and, at the same time, mitigates its impact on communities and the environment.

Furthermore, plastic waste is another major cause of environmental problems; an increasing consumption rate inevitably leads to a proportional increase in plastic packaging use. Therefore, completely eliminating plastic use would be difficult. However, proper waste management methods must be found, such as segregating waste before disposal, finding the right ways and places to dispose of waste, maximizing the beneficial reuse of certain types of waste, and implementing non-polluting waste disposal methods to help reduce environmental impact.

เชิญชวน PM ร่วมกิจกรรม โครงการแยกขยะ "ทิ้ง ทุ แทรช" (Ting To Trash)

เพื่อส่งเสริมให้พนักงานทุกคนในบริษัทฯ ให้ความสำคัญและสร้างวัฒนธรรมองค์กรเริ่มต้นด้วยการคัดแยกขยะ
 เรือบินการรถ ผลผลิตจากแปลงเกษตรและการดำเนินงานด้านสิ่งแวดล้อมของโครงการแยกขยะในรูปแบบ 66-1 One Report ของบริษัทฯ
 ซึ่งได้จัดตั้งกลุ่มงานที่ภายในบริษัทฯ เพื่อจัดตั้งศูนย์ข้อมูลข่าวสารโครงการแยกขยะ "ทิ้ง ทุ แทรช" (Ting To Trash)
 โดยแบ่งออกเป็น 4 ขั้นตอนดังนี้

ทีม 1 พนักงานฝ่ายผลิต 2 ทีม "Tare หักขยะ"
 ทีม 2 พนักงานฝ่ายผลิต 3 ทีม "Tare หักขยะ"
 ทีม 3 พนักงานฝ่ายผลิต 4 ทีม "Tare หักขยะ"
 ทีม 4 พนักงานฝ่ายผลิต 5 ทีม "Tare หักขยะ"

ชวนชาว PM ร่วมกิจกรรม How to Ting

เชิญชวนชาว PM เข้าร่วมโครงการแยกขยะ "ทิ้ง ทุ แทรช" (Ting To Trash)
 เพื่อส่งเสริมให้พนักงานทุกคนในบริษัทฯ ให้ความสำคัญและสร้างวัฒนธรรมองค์กรเริ่มต้นด้วยการคัดแยกขยะ
 เรือบินการรถ ผลผลิตจากแปลงเกษตรและการดำเนินงานด้านสิ่งแวดล้อมของโครงการแยกขยะในรูปแบบ 66-1 One Report ของบริษัทฯ

รายชื่อหน่วยงาน	เบอร์โทร
1. นำ EcoLife App ของท่านมา Scan QR Code EcoLife ณ จุดลงทะเบียน / ไม่พบ QR Code	ติดต่อได้ที่ 17 ม.ค. 2567 เป็นต้นไป
2. นำ EcoLife App ของท่านมา Scan QR Code EcoLife ณ จุดลงทะเบียน / ไม่พบ QR Code	วันที่ 17 ม.ค. - 29 ม.ค. 2567
3. นำ EcoLife App ของท่านมา Scan QR Code EcoLife ณ จุดลงทะเบียน / ไม่พบ QR Code	วันที่ 28 - 29 ม.ค. 2567

เกณฑ์การคัดเลือกรางวัล : ผู้ที่สมัคร EcoLife App และ Scan QR Code EcoLife ณ จุดลงทะเบียน

- ลำดับที่ 1 มูลค่า 100 บาท จำนวน 1 รางวัล
- ลำดับที่ 2 มูลค่า 100 บาท จำนวน 1 รางวัล
- ลำดับที่ 3 มูลค่า 100 บาท จำนวน 1 รางวัล
- รางวัลชมเชยของรางวัลมูลค่า 100 บาท จำนวน 47 รางวัล

In 2024, the company collaborated with the "Waste for Life" project and the "Action-Oriented People" working group within the Premier Group of Companies. They collected and segregated 160.80 kg of plastic water bottles, which were then sent to Wat Chak Daeng in Samut Prakan Province for recycling. These plastics were transformed into fabric for monks' robes and thin plastic sheets, such as bubble wrap or shopping bags. Some were also sent to be made into paving bricks for the Green Road project in Lamphun Province.

Throughout the past year, the company also joined a waste segregation program with the Thai Listed Companies Association. This initiative aimed to educate employees on proper waste segregation and foster collaboration in developing an accurate database for various waste types. Meanwhile, P.M. Food Co., Ltd., a subsidiary, independently segregated recyclable waste like plastic water bottles and soda cans. They provided separate bins for employees to sort waste, collecting a total of 2,711 kg. The revenue generated from selling



Mr. Natthaphong Phantuyu

The company organized activities to encourage employees to understand and participate in waste sorting, which made us realize that not separating waste before disposal significantly increases the amount of landfill waste and can also contribute to global warming. Participating in these activities made us aware that disposing of waste in the right place and in the right color bins is good for the environment and good for all of us.

Annual Performance Results 2024



Greenhouse Gas Management

Premier Marketing Public Company Limited and its subsidiaries acknowledge climate change and have expanded this concept to maximize energy management benefits and effectively mitigate global warming across their business value chain. They are committed to conducting business responsibly to address global warming and manage energy, including electricity, water, and other renewable resources. The company promotes and encourages all organizational units to improve energy efficiency in their operations and business activities, while also fostering the valuable use of natural resources and developing innovations to reduce overall energy consumption.

Greenhouse Gas Reduction Target

In 2024, the company set a target to reduce greenhouse gas emissions by 5%, or 51.5638 tons of carbon dioxide equivalent, compared to the 2023 baseline year.

Operational Plan for Greenhouse Gas Emission Reduction

In 2024, the company and its subsidiaries developed an operational plan under the Greenhouse Gas Reduction Project to enhance efficiency throughout the supply chain. This plan was executed according to the following initiatives:

1. Set greenhouse gas emission reduction targets.
2. Communicate and educate employees to build understanding and participation in greenhouse gas reduction.
3. Promote efficient use of natural resources by conserving or using only what is necessary.
4. Support the adoption of clean energy alternatives by installing solar cells on factory buildings.
5. Encourage the transition to environmentally friendly fuels by using B10 biodiesel instead of B7.
6. Implement sustainable procurement by selecting environmentally friendly materials or using recycled materials.
7. Manage waste from the production process to enable reuse, thereby reducing waste sent to communities.
8. Manage water circulation by reusing water.
9. Conserve and restore nature by planting trees in shaded coffee-growing areas (creating firebreaks) to reduce the likelihood of forest destruction.
10. Manage waste segregation to reduce the amount of general waste going to landfills.
11. Assign and promote initiatives to P.M. Food Co., Ltd., a subsidiary.

Conduct an assessment and verification of the organization's carbon footprint for registration with the Thailand Greenhouse Gas Management Organization (TGO).

Guidelines and Results for Greenhouse Gas Management

Read more from: www.premier-marketing.co.th

Table: Comparison of Greenhouse Gas Emissions

Scope	Sources of greenhouse gas emissions	Greenhouse gas amount Unit: tonCO ₂ e/year		
		2022	2023	2024
Scope 1	1. Company's facilities			
	1.1 Diesel (Fire pump)	-	-	-
	2. Company's vehicles			
	2.1 Diesel	745.0672	732.9146	731.5377
	2.2 Gasohol 91, E20, E85	33.7848	21.0313	15.2610
	2.3 Gasohol 95	94.7697	99.3413	73.0317
	3. Fire suppressant (CO ₂)	-	-	-
	4. Refrigerants - R32	-	-	-
Scope 2	2.1. Electricity	150.4644	140.8068	126.8471
Scope 3	3.1 Paper A3, A4	5.3677	4.8228	7.5974
	3.2 Piped water	-	-	-
	3.3 Waste to Landfill	1.8228	5.0332	78.0914 *
	Total	1,031.2766	1,003.9501	1,032.3664

*Water utility costs for the office building of Premier Marketing Public Company Limited are included in the service fees collected by the building lessor as per the lease agreement.

*The amount of waste sent to landfills increased in 2024 due to the disposal of damaged goods for landfilling.

Note: Greenhouse gas emission data is specifically for Premier Marketing Public Company Limited.

In 2024, Premier Marketing Public Company Limited and its subsidiaries assigned the Energy Conservation Working Group to study, communicate, and ensure understanding. They're currently reviewing data collection, storage, and recording standards for disclosure in line with greenhouse gas emission guidelines by the end of 2024. This initiative aims to enhance the efficiency of energy and resource utilization and further reduce environmental impact. In the past year, Premier Marketing Public Company Limited's specific emissions data amounted to 1,032.3664 tons of carbon dioxide equivalent per year. Comparing this data reveals that greenhouse gas emissions increased by 28.41 tons of carbon dioxide, or 2.83% of the 2023 baseline year's emissions. This increase is attributed to including damaged goods that were destroyed before landfilling in the total waste volume. However, if we consider the 4% reduction in fuel consumption and 10% reduction in electricity usage compared to the same period last year, there's a positive trend in those areas.

Corporate Greenhouse Gas Emission Verification

Premier Marketing Public Company Limited has set a policy and encouraged P.M. Food Co., Ltd. to foster internal understanding and develop its greenhouse gas accounting database. This data will be used to create the company's greenhouse gas reduction plan and to further drive the policy throughout the business chain.

P.M. Food Co., Ltd. recognizes the importance of establishing its organizational carbon footprint. Therefore, it has continuously assessed its greenhouse gas emissions. The company considers seven types of greenhouse gases and collects data on greenhouse gas-emitting activities to calculate its organizational carbon footprint once a year. It then prepares a report on the assessment of greenhouse gas emissions from various organizational activities, in accordance with the requirements for calculating and reporting the organizational carbon footprint. The monitoring period is from January 1 to December 31, 2023. The company has sought a limited level of assurance for its data, with a materiality of 5%, and has had its organizational carbon footprint certified by the Thailand Greenhouse Gas Management Organization (Public Organization).

Operational Goals for 2024

To determine the organization's 2023 baseline greenhouse gas emissions and obtain the Carbon Footprint for Organization label registration.

Results Compared to Goals

P.M. Food Co., Ltd.'s organizational greenhouse gas emissions for the period of January 1 to December 31, 2023, were as follows:

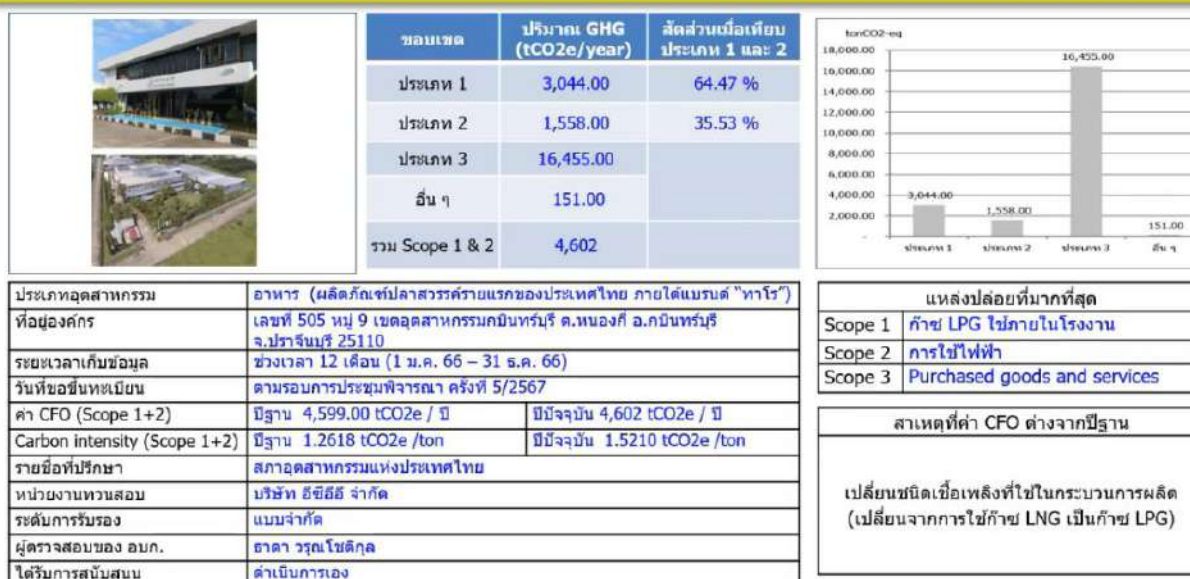
- Scope 1 & 2: 4,602 tonCO₂e/year
- Scope 3: 16,455 tonCO₂e/year

The company has successfully completed its goal by obtaining the Carbon Footprint for Organization label registration, in accordance with the announcement from the Thailand Greenhouse Gas Management Organization (Public Organization).

บังคับใช้ 1 ม.ค. 66 เป็นต้นไป

P.M. Food Co., Ltd.

TCFO_P_01_V1



Nature Conservation and Restoration

Mivana Co., Ltd., one of the subsidiaries, has a development approach for agricultural production systems in collaboration with communities residing in forests. This enables them to sustain their livelihoods alongside the forest and participate in protecting forest resources for the lasting sustainability of Thailand. This is achieved through a three-pronged sustainable development strategy focusing on **resource base, production system, and community economy**, all aligned with the forest area's conditions, topography, culture, and community knowledge, using "coffee" as a tool. Coffee is seen as an economic crop that can help conserve forest resources and provide sufficient income for community members because it thrives well under tree cover. Coffee grown under the shade of forest trees yields high-quality and flavorful beans and can be cultivated using organic farming methods that do not require chemicals.

The organic coffee production process helps preserve the ecosystem in upstream forest areas from destruction or chemical contamination, which could potentially affect water users both within and outside the community. Therefore, the company has partnered with the network of 7 "Forest-Friendly Organic Coffee" community enterprises and government agencies in the area under the "Mivana" Organic Coffee for Forest Conservation Project. Currently, there are 256 members across 7 villages, covering an organic coffee production area of 4,230.57 rai. This area has received international organic agricultural certification for coffee production.

In 2024, the company implemented various development projects, such as forest planting to create community sustainability, establishing forest firebreaks, and constructing check dams.

Community Engagement Project for Nature Conservation and Restoration to Mitigate Climate Change (Climate Action) Beyond the primary operation of cultivating coffee under tree cover, this project has continuously organized tree-planting activities for over 11 years (from 2014-2024) under the project "Planting Forests, Having Coffee, Having Forests, Creating Sustainability for Community Livelihoods." In 2024, the company coordinated with local government agencies, the Khun Lao Royal Initiative Project, and the Chiang Rai Seedling Center to procure a diverse range of seedlings for the communities to plant, totaling 14,700 seedlings. This includes 6,300 perennial trees, such as Himalayan cherry, rosewood, and cassod, and 8,200 fruit trees, such as Indian gooseberry. These seedlings were distributed for planting in the 7 villages participating in the Mivana Organic Coffee for Forest Conservation Project: Khun Lao, Huai Khun Phra, Rom Yen, Huai Khrai, Mai Phatthana, Pha Daeng Luang, and Doi Chang villages.



Planting Forests, Having Coffee, Having Forests, Creating Sustainability for Community Livelihoods"

Annual Performance Results 2024



Another project aimed at empowering communities to prepare firebreaks effectively, enabling them to deal with wildfire situations efficiently. This involves fostering community participation from both government and private sectors to prevent wildfires from spreading across community forest areas. The goal is to continuously prevent or reduce the severity and impact of wildfires and PM 2.5 haze in the community.

A recurring problem every year during the dry season (January to April) in national parks and protected forest areas is wildfires. A method to prevent the potential severity of wildfires is to establish firebreaks, which are natural or man-made barriers designed to stop wildfires or serve as fire observation lines and defensive positions for fighting fires. Mivana has outlined 3 approaches to wildfire prevention:

1. **Establishing Firebreaks:** This involves clearing and sweeping away leaves and branches from existing firebreaks maintained by local residents. This ensures the firebreaks are clean and free of fuel, preventing the spread or limiting the scope of wildfires if they occur.
2. **Wildfire Prevention Patrols:** This involves organizing shifts for patrolling high-risk wildfire routes. Most high-risk areas for members are along boundaries or where cross-border fires might occur. When a wildfire situation is identified, the patrol unit will inform community leaders to rally residents to help control the fire and prevent its spread. Patrols are scheduled approximately 2–4 times per week.
3. **Using Fire-Resistant Plants:** This is another approach that helps villagers prevent fire from spreading and causing damage to their garden areas. It emphasizes selecting trees that, in addition to generating income for the community, can also protect against wildfire encroachment. Therefore, growing organic coffee under forest shade is an effective way to prevent wildfires from entering an area, as villagers create firebreaks within their own plots to protect their coffee gardens from impact and damage.

Therefore, all three approaches to wildfire prevention must primarily involve the active participation of local community members. This is because community members are intimately familiar with their local resources, knowing exactly where firebreaks should be made and where they should be omitted. Those constructing firebreaks in upstream forest areas must be proficient in those specific terrains. The community and villagers serve as the main workforce, with Mivana providing support such as food, drinking water, protective masks, and other materials and equipment to lighten the load for the participating villagers.

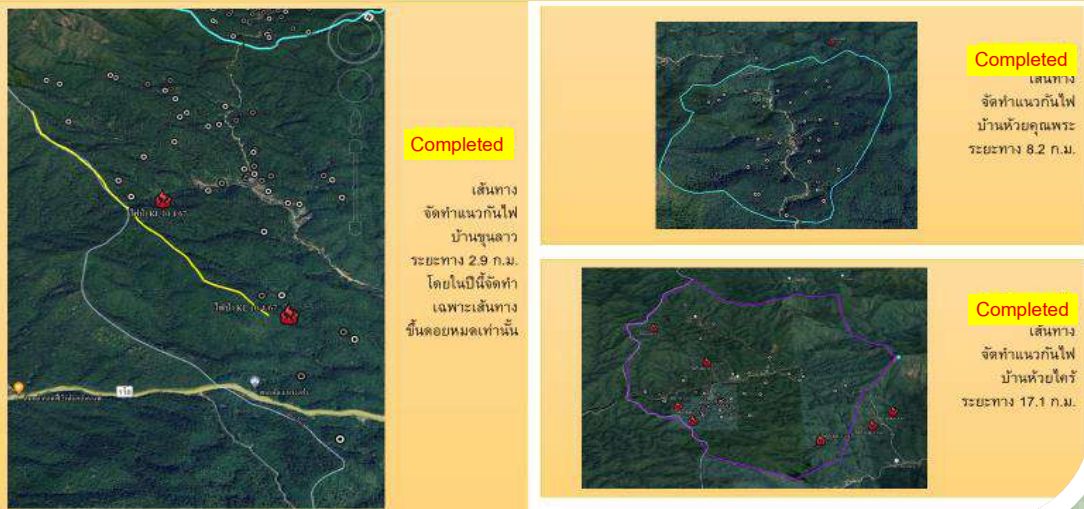
Goal for Firebreak Establishment in 2024

1. Establish forest firebreaks to cover an area encompassing 7 villages.
2. Conduct patrols to prevent wildfires in the 7 villages.

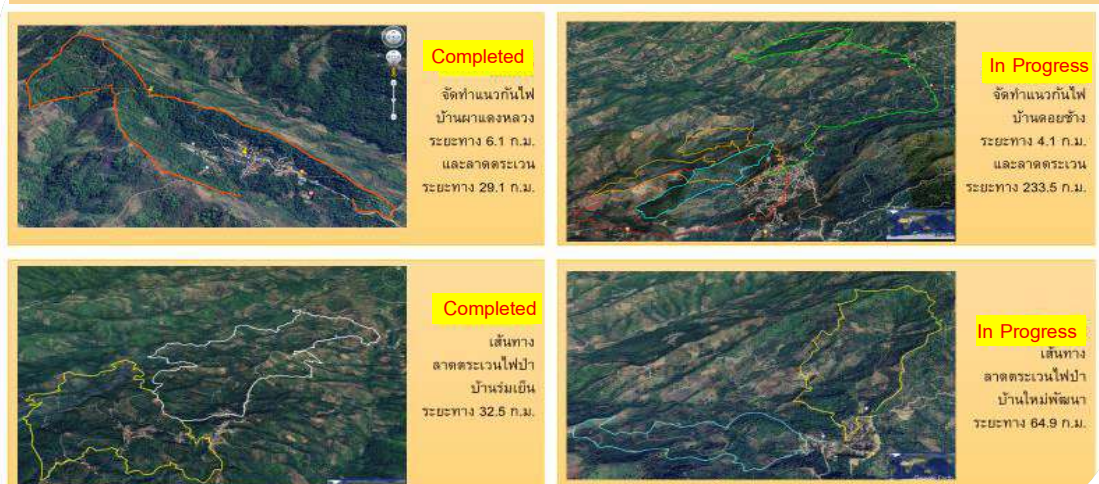


Firebreak Establishment and Support Provision for Workers

Map: Patrol Routes and Firebreak Construction - Wiang Pa Pao Zone, 2024



Map of Patrol Routes and Firebreak Construction - Wiang Pa Pao Zone, 2024



Annual Performance Results 2024

From April to September each year, during the rainy season, it's an opportune time to prepare for the restoration of watershed forests and increase soil moisture. This can be effectively referred to as a "wet firebreak" that excels at preventing the spread of wildfires. The construction of check dams also serves as a water reserve during the dry season and a habitat for local aquatic life. Check dams suitable for high-altitude areas are semi-permanent structures built with readily available local materials, having a lifespan of approximately 3-5 years and a height of 80 cm. This design ensures good water flow and minimal impact on aquatic life and the ecosystem.

Types and Characteristics of Weirs

Small Weirs in Dry Stream Areas: For small stream beds (dry streams) that experience no water flow during the dry season, it is common to construct small weirs, typically about 1-2 meters wide and no more than 80 cm deep. Weirs of this type have a limited water retention capacity at each individual point. Therefore, it's necessary to build them more frequently and closer together than medium or large weirs. This approach helps to distribute moisture more thoroughly across the area.

Medium Weirs in Mid-sized Stream Areas: For medium-sized streams (tributaries) that have water flowing year-round, which are typically found in upstream forest areas where smaller streams converge, it is common to construct medium-sized weirs. These weirs are approximately 2-4 meters wide and no more than 80 cm deep. Such weirs have a greater capacity for water retention at each point, sufficient for local consumption or agricultural use. Therefore, medium-sized weirs are built with less frequency than small weirs to minimize their impact on the aquatic ecosystem.

Large Weirs in Major Stream Areas: Large weirs are typically constructed in major streams that often serve more than one community, as they receive water from converging medium-sized streams. These weirs are usually 5 meters wide or more and no deeper than 80 cm, and they include a spillway (fish ladder). Such weirs have a significantly higher water retention capacity at each point, sufficient for domestic consumption or agricultural use in the area. The construction of these large weirs is infrequent, generally 1-2 weirs per village, to minimize their impact on the aquatic ecosystem.

Goal for Check Dam Construction in 2024

The company has set a target to build 106 weirs in the area. The weirs constructed in the Mivana Organic Coffee promotion area are categorized into three sizes as follows:

1. Small semi-permanent weirs: Approximately 1.5 x 0.8 meters in area, 100 weirs.
2. Medium semi-permanent weirs: Approximately 3 x 0.8 meters in area, 3 weirs.
3. Large semi-permanent weirs: Approximately 5 x 0.8 meters in area, 3 weirs.

Results Compared to Goals

Total Check Dam Construction Results A total of 50 weirs have been constructed, out of a combined target of 106 weirs, representing 47% completion. The details are as follows:

Village	Participants	Weir Size	Size	Number of Weirs		Water Volume (cu.m.)	% Actual
				Plan	Actual		
KL	60	Small	1.5x0.8	50	45	108	90%
HKP		Small	1.5x0.8	50			0%
HK	80	Medium	3x0.8	3	3	36	100%
PDL	83	Large	5x0.8	3	2	80	67%
Total	223			106	50	224	47%

Watershed Forest Restoration and Soil Moisture Enhancement Activities (Building Check Dams) Wiang Pa Pao Zone Area



Activities for Building Weirs at Ban Huai Khrai

- On June 6th, Mivana Company provided support with drinking water, beverages, and personnel labor for the promotion.
- From the survey of water sources in the area, it was found that the suitable type of weir to construct was a medium-sized semi-permanent check dam, as the area features a medium-sized stream flowing through the community.
- A total of 3 medium-sized semi-permanent check dams were constructed.



Activities for Building Weirs at Ban Khun Lao

- On June 14th, Mivana Company provided support with drinking water, beverages, and personnel labor for the promotion.
- From the survey of water sources in the area, it was found that the suitable type of weir to construct was a small-sized semi-permanent check dam, as the area features a watershed with numerous small branch streams.
- A total of 45 small-sized semi-permanent check dams were constructed (out of a target of 50 weirs).

Watershed Forest Restoration and Soil Moisture Enhancement Activities (Building Check Dams) in Mae Suai Zone Area



Activities for Building Weirs at Ban Pha Daeng Luang

- On April 12, 2024, Mivana Company provided support with drinking water, beverages, and personnel labor for the promotion.
- From the survey of water sources in the area, it was found that the suitable type of weir to construct was a large-sized semi-permanent check dam, as the area features a large stream flowing through the community.
- A total of 2 large-sized semi-permanent check dams were constructed (out of a planned 3 weirs).



Valuation of Ecosystem Biodiversity

MiVana Company Limited, a member of the Premier Group of Companies, has been operating an organic coffee business since 2012. Through the Organic Forest Friendly Coffee Project, the company promotes organic coffee cultivation among farmers in Chiang Rai Province. MiVana purchases all coffee produced by certified organic farmers for processing and distribution, striving to operate as a social enterprise that fosters economic development, strengthens farming communities, and contributes to forest ecosystem restoration and conservation. The project spans three watershed areas in Chiang Rai: Maelao, Mae Suai, and Mae Kon. Currently, it covers a total area of 4,671.25 rai and involves 278 farmers from seven villages in four Tambons and three Amphoes in Chiang Rai. The project has two distinct operations:

- (1) Growing coffee in an organic agricultural system under the shade of trees in a previously conserved forest, and
- (2) Transforming existing coffee plantations into edible forests by planting additional trees to provide shade and promote biodiversity.

Over the past 10 years, the Mivana Organic Forest Friendly Coffee Project has contributed to then conservation and restoration of thousands of rai of forest while providing farmers with a stable source of income. Additionally, the project's economic value has been assessed in collaboration with the Biodiversity-Based Economy Development Office (Public Organization) or BEDO. This evaluation involved collecting, measuring, and analyzing data to determine the ecosystem service value of the forest within the Organic Forest Friendly Coffee Project area, assessing both its ecological value and biodiversity.



Biodiversity Valuation in the Mivana Coffee Cultivation Area

The ecosystem service value of the Mivana Organic Forest Friendly Coffee Project, covering 4,671.25 rai, is estimated at 555,468,585 baht per year, averaging 118,912 baht per rai annually. The valuation by watershed area is as follows:

1. the Maelao watershed area (1,730.75 rai) is valued at 223,541,313 baht per year
2. the Mae Suai watershed area (2,146.75 rai) at 249,974,898 baht per year
3. the Mae Kon watershed area (793.75 rai) at 81,952,374 baht per year.



www.youtube.com/watch?v=JrGsy0DKKZY&ab_channel=HRDPremier

The data in the above report has been verified by officials from the Biodiversity-Based Economy Development Office (Public Organization) or BEDO. The verification took place on June 19, 2023, and involved auditing the data measurement system of Mivana's staff, specifically reviewing documents, tools, and measurement methods. They also checked the measurement of tree quantities, verifying parameters such as edge distance, circumference, canopy, and the 800 square meter (20x40 meter) verification area.



References

1. Dr. Pongsak Witthawatchutikul. (Year not specified). *Methods for Assessing the Value of Biodiversity in Upstream Forest Ecosystems*.
2. Noppadon Chanruang, Kaewhathai Samrongthong, Witwisit Thiratcharam. and Dr. Pongsak Witthawatchutikul. 2023. *Concepts and Methods for Ecosystem Service Valuation (Payment for Ecosystem Services, PES) (for Shade-Grown Coffee Cultivation in Degraded Forests)*. Academic Document No. 1/2566. CSR/SCGC Social Enterprise.

Sustainability Indicators (ESG Metrics)

Annual Sustainability Indicators 2024 ESG Metrics: Environmental Dimension

Environmental Dimension							
Code	GRI Standards	ESG Indicators	Unit	2021	2022	2023	2024
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	7,115,485.00	7,691,330	7,060,406	8,072,391
E2.3C		Renewable Energy Consumption	kWh	996,450	1,604,568	1,579,568	1,589,922
E2.4R		Energy Management Targets	kWh	1,077,894 (15%)	1,067,323 (15%)	1,153,699 (15%)	1,059,060 (15%)
E2.5R		Energy Intensity	kWh/unit	0	0	0	0
E3 Water Management							
E3.1C	GRI 303	Water Management Plan	Yes/No	Yes	Yes	Yes	Yes
E3.2C		Water Consumption	m³	207,216	550,873	956,641	1,333,345
E3.3R		Water Usage Targets	m³	10,469 (5%)	10,361 (5%)	27,543 (5%)	47,832 (5%)
E3.4R		Water intensity	m³/unit	0	0	0	0
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	459,776.49	270,966.69	165,467	180,100.41
E4.3R		Waste Management Targets	Kg	125,000	224,500	229,590	211,902
E4.4R		Volume of waste reused and/or recycled	Kg	236,227	997,160	304,168	179,311
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	1,093.74	1,024.09	994.09	946.68
E5.3C		Third-Party Verification of Greenhouse Gas Emissions Data	Yes/No	No	No	Yes (PMF)	Yes (PMF)
E5.4R		Greenhouse Gas Management Targets*	tCO ₂ e	5% reduction from baseline year 2020 (68.449 tCO2e)	5% reduction from baseline year 2021 (55.017 tCO2e)	5% reduction from baseline year 2022 (51.564 tCO2e)	5% reduction from baseline year 2023 (50.197 tCO2e)
E5.5R		Total Greenhouse Gas Emissions for Scope 1, Scope 2, and Scope 3*	tCO ₂ e	1,100.34	1,031.28	1,003.95	1,032.37
E5.6R		Carbon Intensity	tCO ₂ e / unit	0	0	0	0

Annual Sustainability Indicators 2024 ESG Metrics: Environmental Dimension (Food & Beverage Group)

Environmental Dimension							
Code	GRI Standards	ESG Indicators	Unit	2021	2022	2023	2024
FBE-E1 การจัดการขยะอาหาร							
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	213,430	996,400	299,590	211,902
		- 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	3,839	14,490	90	900

		- 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	8,881,008	7,414,256	6,768,912	6,768,912
FBE-E2.4	Disclosure 304-1	Area of forest conserved under the company's management	m ²	8,881,008	7,414,256	6,768,912	6,768,912
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

Note: Data pertains to Premier Marketing Public Company Limited only

Annual Sustainability Indicators 2024 ESG Metrics: Social Dimension

Social Dimension												
Code	GRI Standards	ESG Indicators	Unit	2021		2022		2023		2024		
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	1874		1953		1994		1905		
		Employee Statistics by Age Group			Male	Female	Male	Female	Male	Female	Male	Female
		- Under 30 years old	People	162	334	171	335	154	297	151	273	
		- 30-50 years old	People	329	764	339	778	349	772	375	767	
		- Over 50 years old	People	97	267	97	274	93	240	98	270	
		Employee Statistics by Position Level			Male	Female	Male	Female	Male	Female	Male	Female
		- Operational Level	People	523	1269	539	1285	533	1203	1197	1758	
		- Management Level	People	58	88	60	94	55	95	82	132	
		- Senior Management	People	7	8	8	8	8	11	31	44	
		Employee Statistics by Domicile			Male	Female	Male	Female	Male	Female	Male	Female
		- Bangkok and Vicinity	People	184	315	192	335	155	292	248	417	
		- Northern Region	People	34	32	32	35	37	29	42	37	
		- Central Region	People	52	97	51	101	47	127	42	82	
		- Northeastern Region	People	94	167	104	178	137	207	55	138	
		- Southern Region	People	9	7	11	7	13	21	17	33	
		- Eastern Region	People	215	747	217	731	209	631	220	603	
S2.2C	GRI 405	Number of Employees with Disabilities and/or Elderly Employees	People	8	14	9	16	13	21	13	20	
Employee Compensation												
S2.3C	GRI 405	Total Employee Compensation	Million Baht	780		814		786		864		
S2.4C		Percentage of Employees who are Members of the Provident Fund	%	48.75		44.18		49.63		50.72		
S2.5R		Gender Pay Gap*	F:M	57:43		58:42		59:41		61:39		

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	5.18	6.09	11.36	8.52
S2.8R		Employee development plans are an integral part of the annual employee performance appraisal	Yes/No	No	No	No	Yes
S2.9R		Employee Development Goals	Yes/No	Yes	Yes	Yes	Yes
S2.10R		Total Expenses for Employee Development	Baht	1,978,965.30	1,322,815.99	2,449,141.58	2,491,243.10
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	10	19
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 Rate: LTIFR	Incidents/ 200,000 hours	0.42	0.41	0.42	0.40
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	%	2.71	6.47	11.29	4.86
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	No
S2.20R		Employee Engagement Survey Results	Yes/No	No	No	No	No
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		Policy and Practices on Customer Personal Data Protection	Yes/No	Yes	Yes	Yes	Yes

S3.2C	GRI 102-43	Number of Customer Data Breach Incidents with Remedial Measures	Number of Cases	0	0	0	0
S3.3C	/ GRI 418	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 (78%)
S3.7R		Customer Satisfaction Survey Results*	Yes/No	Yes (77.75%)	Yes (87.02%)	Yes (84.43%)	Yes (86.25%)
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	24,048,462.73	20,682,783.30	18,352,370	19,251,900

Annual Sustainability Performance Indicators 2023: Social Dimension (Food and Beverage Group)

Social Dimension											
Code	GRI Standards	ESG Indicators	Unit	2021		2022		2023		2024	
FBE-S1 Consumer Responsibility											
FBE-S1.1	Disclosure	Risk Assessment of Raw Materials and Products that May Affect Consumer Health and Safety	Yes/No	Yes		Yes		Yes		Yes	
FBE-S1.2	416-1 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	588	1365	607	1387	596	1309	624	1310
		- Thai	People	510	1227	504	1230	483	1142	484	1137
		- Burmese	People	77	134	101	153	111	163	138	172
		- Cambodian	People	1	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	588	1365	607	1387	596	1309	624	1310
		- Senior Management	People	7	8	8	8	8	11	13	31

		- Executives Management	People	58	88	60	94	55	95	50	82
		- Employee	People	523	1269	539	1285	533	1203	561	1197
FBE-S4 Anti-Child Labor											
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.

Annual Sustainability Metrics 2024: Governance and Economic Pillar (ESG)

Governance and Economic Dimension							
Code	GRI Standards	ESG Indicators	Unit	2021	2022	2023	2024
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	4	6
G1.5C		Number of Female Directors	People	5	5	5	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	Year	56-1 One Report 2021	56-1 One Report 2022	56-1 One Report 2023	56-1 e-One Report 2024
Roles and Responsibilities of the Board of Directors							
G1.11C	GRI 102-26	Number of committee meetings	Rounds	56-1 One Report 2020 page 80	56-1 One Report 2021 page 82	56-1 One Report 2022 page 82	56-1 e-One Report 2024 page 71
G1.12C		Performance of the Board of Directors	Yes/No	No	No	No	No
G1.13C		Number of Audit Committee meetings	Rounds	5	7	7	7
G1.14C		Performance of the Audit Committee	Yes/No	56-1 One Report 2020 page 231-232	56-1 One Report 2021 page 222-223	56-1 One Report 2022 page 232-233	56-1 e-One Report 2024 page 122
G1.15C		Number of meetings for each sub-committee	Rounds	56-1 One Report 2020 page 80	56-1 One Report 2021 page 82	56-1 One Report 2022 page 82	56-1 e-One Report 2024 page 123
G1.16C		Performance of each sub-committee	Yes/No	56-1 One Report 2020 page 231-234	56-1 One Report 2021 page 222-224	56-1 One Report 2022 page 232-234	56-1 e-One Report 2024 page 124-127
G1.17R		Results of succession plan implementation	Yes/No	No	No	No	No
Board member recruitment							

G1.18C	GRI 102-24	Policy and criteria for director recruitment aligned with the organizational strategy	Yes/No	มี	มี	มี	มี
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	2,273,150.68	2,384,000	2,467,000	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	64,682,357	70,557,389	78,357,614	70,379,406
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	%	25%	14%	20%	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	%	27%	29%	26%	23%
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	9,115,246.77	11,133,862.51	4,234,147.74	4,311,009
G5.4R		Benefits of Innovation Development	Yes/No	Yes	Yes	Yes	Yes

Sustainability Metrics 2024: Governance and Economic Dimensions (Food & Beverage Sector)

Governance and Economic Dimensions							
Code	GRI Standards	ESG Indicators	Unit	2021	2022	2023	2024
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	57,875,460	59,989,986	73,168,950	94,989,862
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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