



Corporate Social Responsibility (CSR)

The Company is aware of the importance of the business conduct under good corporate governance, and adheres to the virtuous principles along with being responsible for the society and environment by considering the benefits of all groups of related stakeholders. Therefore, the Company has defined the Corporate Social Responsibility policies as follows:

1. To operate the business under good corporate governance.

2. To engage in the business with fairness and honesty, and not operate the business in any way that will infringe intellectual properties or copyrights of any forms.

3. To treat all personnel fairly and respect human rights, in order to create good quality of life for employees.

4. To be responsible to the consumers by selecting products that are safe for consumers, and providing superior service, in order to respond to the demands and create maximum satisfaction for consumers.

5. To take part in developing the community and society, and give

support in organizing activities, in order to create benefits for the public.

6. To preserve the environment and reduce wasteful depletion of the natural resources, in order to help preserve and protect the natural environment.

The Company has communicated the corporate social responsibility policies to the employees through internal corporate communications: such as new employees' orientations, public relations' boards, or e-mail announcements, in order for the employees be aware and understand own duties regarding their responsibilities to the society and public.



From the corporate social responsibility policies that the Company has defined the directions to operate its activities, are summarized as follows:

1. Good corporate governance

The Company operates the business in accordance to the policy of business operations with honesty, transparency, and fairness, in which its actions can be inspected by considering the responsibility towards the related stakeholders.

2. Business engagement with fairness

The Company operates the business under competitive rules that are honest, truthful, do not oppose any regulations, and do not infringe intellectual properties. If the Company is to use the works or information that belongs to the external individuals' rights for the Company's internal use, then the Company must carefully inspect to ensure that it is not infringing the intellectual properties of others. The Company also promotes and builds conscience among employees to perform in accordance to the Copyright Act of B.E. 2537, by setting a policy about "Rules for using the Company's Computers and Network Systems", in which the Company's computers must use authorized software that received permission from

the copyrights' owners; and which are granted the permission to use by the Company only.

3. Fair treatment to personnel and respect in human rights

The Company strictly operates business under the required labor regulations and has procedures of personnel management that promote employees' rights and support development in career advancement of employees in every level with equality and fairness, and does not perform any discrimination against the employees. The Company promotes the principles of human rights, and opens to listening the comments and suggestions, and provides freedom of the employees' associations. The Company absolutely does not have employment policies for child labor and illegal labor. Apart from this, the Company also organizes various activities to develop and motivate employees ; for examples

- Having employees to attend both internal and external training according to the jobs' responsibilities, in order to enhance knowledge and capabilities of the employees and adapt them to their works.
- Annual medical check-ups for all employees and also their family for special price.



the Company is focused in create customer satisfaction with honesty and fairness.

5. Development in community and society

The Company support employees to participate as volunteer in “Card for you” Project

The Company has organized annual fire drill trainings; further more, the Company always maintained the garbage areas to be clean, hygienic, not disturbing,



does not produce odors and become the source of spreading pathogen and germs, in order to keep the community safe and unpolluted.

- Promoting workplace safety: Arranging firefighting scenario and evacuation fire drill training continuously, including the work place infrastructure systems and safety equipment support to all employees can work safely and healthy.

6. Environmental preservation

The Company is aware of the environmental quality, thus promotes optimal use of natural resources and develops the work process to reduce the usage of natural resources as much as possible: such as promoting information sharing as soft-file, using paper only when necessary and on both sides, classifying recycled trash for free, donating old calendars to the Foundation for the Blind to produce Braille books, using energy-saving electrical appliances, and creating conscience to preservethe environment amongst employees, including closing lights after using, and lessening the use of elevators.

- Promoting unity, such as organizing New Year’s Party for employees, and allows the employees of every department to participate in activities to break the ice among them, to get to know their co-workers better, and to create team unity.

- The Executive meet employees: The Company annual meeting the Executive to communicate, the Company’s policies and direction.

- To Present Gifts to employees who complete their 10, 20 and 25 years of service.

- Other benefits such as provident fund and health insurance, etc.

- Encourage employees to participate in volunteer or perform acts of moral and good for the society.

4. Responsibility to customers

The Company gives importance to the standards of the Company’s products and services. For instance, apart from the good articles published in the Company’s magazines, the Company also uses products that are safe for customers by using soy ink for our publications. For the services,



7. Responsibility to the society in other areas

- Promoted the “Card for You” project by The Better Thailand Foundation, which open the opportunities for disabled and underprivileged children to express their imagination in arts through color pencils, paint brushes, and color inks. In 2017, the children expressed their capabilities in art under the theme of “The Impossible Dream”, Moreover, the Company’s employees also volunteered to take care of the children in this project. The winner paintings of the competition will be produced as New Year’s card to build pride for the children and motivate them to realize the value of themselves.

- Presented the award ceremony “Thailand Top Company Awards 2017” as a symbol of outstanding Thai corporates and businesses to recognize their success through maintaining quality and ethical operations.

- Granted the scholarships to the University of the Thai Chamber of Commerce to support its academic and educational purposes.

- Donated books and magazines to The Institute for the Promotion and Development of Learning Innovation.



- Participated in the Running Charity for Breast Cancer Patients in “The 12th August - Half Marathon Bangkok 2017” at the Queen Sirikit National Convention Center.

- Participated in the project by The Association of Securities Companies listed on the Market for Alternative Investment (mai) in the form of Social Enterprise to publish a Survivor Planner for 13,000 cancer patients in public hospitals nationwide to inspire the understanding their cancer treatment plan properly, which will help develop Thai society in cancer related fields.

- Participated in The 4th Innovative Capabilities for Entrepreneurs in the Stock Exchange of Thailand (Enhancement Training Program) organized by Ministry of Science and Technology by the National Innovation Agency (Public Organization) together with the Market for Alternative Investment (mai).