





CSR – Business for Society

Over two decades of its business operations in Thailand, ARIP Public Company Limited, the quality media producer, has remained steadfast in promoting knowledge as demonstrated by its emphasis on the importance of building the solid foundation for education and learning for young Thais in both Bangkok and remote areas nationwide. Viewing that the young generation will be key forces in driving the country's future development, the Company has initiated and supported various activities with the aim of promoting and yielding benefits to young people and society as a whole. These activities have been undertaken on an ongoing basis through various channels including the Better Thailand Foundation, highlights of which are as follows:

- In Jan 2011, the Company and Mr. Hsu Bin, the veteran Chinese artist, jointly organized an exhibition of Chinese fine brush paintings. The proceeds from the Art Exhibition were partly contributed to the Better Thailand Foundation to support its activities such as creating a learning center, donating computers and educational materials to children in rural areas. Furthermore, we also cooperate with The Better Thailand Foundation in setting up a donation box as well as selling copies of paintings in the "Hsu Bin – The Poetry of the Nature no. 2" Exhibition.
- In Mar 2011, the Company, as the largest event organizer and distributor of IT products in Thailand, donated the proceeds from the bidding of iPad 2 and other popular products as well as acted as an intermediary for collecting donations totaling Baht 101,500 from participants of the "2011 Commart Thailand" event and its employees which were given to Krob Krua Kao 3 (Channel 3 News Family) to extend help to those affected by the earthquake and tsunami in Japan.
- In Jul 2011, the Company presented the book "How to use Facebook & Twitter safely" totaling 5,458 copies worth Baht 545,800 to secondary schools attached to the Ministry of Education nationwide. The book was part of the "Books for children" project under the collaboration between eEnterprise Magazine, one of the Company's magazines, and a group of the Company's alliances.
- In Jul 2011, the Company and its employees presented dolls under the "Dream Dolls" project to children at the Queen Sirikit National Institute of Child Health which has been conducting a study on child diseases and measures to prevent child health problems at the national level to bring happiness and smiles to young people.
- In Sep 2011, the Company provided support to the "Cards for You" project of the Better Thailand Foundation, the practice which has been undertaken on an ongoing basis for 9 consecutive years. The project features the contest of the paintings crafted by children with physical impairments and underprivileged children, opening floors for children to express their imagination through paintings and the awarded paintings will appear on New Year cards with a view to giving a sense of pride and promoting morale of award winners.
- In Oct 2011, the Company extended help to those affected by the flooding by donating funds totaling Baht 100,000 to the "Finance Ministry's Flood Relief" project.
- In 2011, ARIP received the ICT Award consolation prize for professionals in recognition of its "eBusiness" and "Cloud Computing, the Future of Organizational Infrastructure" articles from the "News and News Documentary Contest" program jointly arranged by the IT Press Club, Thai Journalist Association; the Isra Institute, Thai Press Development Foundation; and the Office of Health Promotion Fund. This evidently proved the Company's commitment to the production of magazine contents in a way which contributes to efficient and optimized IT usage and communication by organizations.