

3. Sustainable Development



3.1 Policy and goals of sustainable management

Sustainability Management Policy

The company establishes a sustainability management policy in line with its business direction and strategies to reflect its commitment to driving its business by considering the following issues:

1. Operate under the principles of good corporate governance with honesty, transparency, fairness, and accountability, taking into account responsibility to stakeholders for sustainable growth with social responsibility, care for the environment, and community, following the ESG (Environmental, Social and Governance) concept.
2. Conduct business under fair and honest competition rules, without violating any laws.
3. Conduct business in strict compliance with labor laws, treating employees at all levels with equality, fairness, and respect for human rights.
4. Produce quality products and services to meet the needs and achieve maximum customer satisfaction.
5. Support public service activities for society, communities, and the environment.
6. Campaign to raise awareness and emphasize environmental quality among employees, executives, and partners to make everyone aware of the importance and approaches to environmental management.

3.2 Management of impacts on stakeholders in the business value chain

3.2.1 Business value chain

The value chain overview of ARIP integrates media, events, and digital marketing, enabling the company to effectively utilize its strong media network to support COMMART and other services. ARIP also possesses in-depth knowledge of technology and consumer behavior, which allows for the creation of targeted content and services. Furthermore, the company boasts a diverse business model that does not solely rely on print media but extends to events, digital advertising, and digital platforms. By leveraging AI technology and online platforms, ARIP can distribute content and reach a wider market, enhancing its competitiveness and long-term growth potential.

3.2.2 Analysis of stakeholders in the business value chain

Details of stakeholder analysis in the business value chain

Group of stakeholders	Stakeholders expectations	Responses to stakeholder expectations	Channels for engagement and communication
<ul style="list-style-type: none"> Employees 	<ul style="list-style-type: none"> - Well-being and Quality of Life - Employee Development and Advancement - Workplace Safety 	<ul style="list-style-type: none"> - Continuously promote, develop skills and knowledge of employees for the advancement of employees at all levels with equality. - Determine compensation and benefits to be fair and in accordance with labor law. - Treat all employees equally and respect fundamental human rights. - Take care and advise on safety, hygiene, and the working environment. - Provident Fund/Group Life Insurance 	<ul style="list-style-type: none"> • Online Communication • Internal Meeting • Complaint Reception • Training / Seminar
<ul style="list-style-type: none"> Investors or investment institutions Shareholders 	<ul style="list-style-type: none"> - Create value for shareholders - Have good operating results and continuous business growth - Understand business trends and business directions 	<ul style="list-style-type: none"> - Corporate Governance and Development for Sustainable Growth - Annual General Meeting of Shareholders - Dividend Payment - Comprehensive Information Disclosure on the Website, Including Various Publications 	<ul style="list-style-type: none"> • Company visit • Online Communication • Annual General Meeting (AGM) • Complaint Reception

Group of stakeholders	Stakeholders expectations	Responses to stakeholder expectations	Channels for engagement and communication
<ul style="list-style-type: none"> Customers 	<ul style="list-style-type: none"> - Fair pricing - Product and service quality that meets customer needs - Customer data protection - Providing feedback - Listening to opinions and complaints 	<ul style="list-style-type: none"> - Produce quality products and services at reasonable prices to meet customer needs. Disclose and provide complete and accurate information about products and services. - Do not disclose customer information without permission. Systematically and securely store customer data and refrain from using it inappropriately, in accordance with the Personal Data Protection policy. - Provide channels for complaints. 	<ul style="list-style-type: none"> Online Communication Complaint Reception
<ul style="list-style-type: none"> Creditor Suppliers Business partners 	<ul style="list-style-type: none"> - Fair treatment of trading partners - Compliance with trade terms - Anti-corruption - Conducting business with principles and discipline towards creditors - Promoting potential and ability to operate sustainably 	<ul style="list-style-type: none"> - Select business partners who operate with transparency. - Comply with procurement policies. - Do not accept bribes of any kind. - Do not purchase goods from business partners who violate human rights, infringe on intellectual property, or violate the law. - Strictly adhere to contracts or conditions with business partners. If unable to comply with the conditions, notify the business partner to find solutions together. - Collaborate with business partners in activities that promote sustainable business practices. 	<ul style="list-style-type: none"> Company visit Online Communication Complaint Reception
<ul style="list-style-type: none"> Competitors 	<ul style="list-style-type: none"> Compliance with Fair Trade Practices 	<ul style="list-style-type: none"> - There is fair competition in accordance with regulations, rules, and relevant laws. - There is no monopolization or requirement for partners to exclusively sell the company's products. 	<ul style="list-style-type: none"> Online Communication Complaint Reception
<ul style="list-style-type: none"> Community Society 	<ul style="list-style-type: none"> - Promote and support social activities that benefit the community and society. - Coexist peacefully with surrounding communities. 	<ul style="list-style-type: none"> - Support public benefit activities for the community - Collaborate with various social organizations in education and community development - Provide channels for complaints 	<ul style="list-style-type: none"> Social Event Complaint Reception

3.3 Management of environmental sustainability

3.3.1 Environmental policy and guidelines

The company recognizes the importance of environmental quality. We can all contribute to taking care of the global environment, starting with ourselves, our families, our company, and the surrounding community. Therefore, we have campaigned and raised awareness among employees through email, bulletin boards, and general meetings to make employees aware of the importance and guidelines for environmental management. The company encourages employees to gain knowledge about the environment by having them participate in training.

3.3.2 Environmental operating results

Information on energy management

The company has a policy of using energy-saving electrical appliances. Every purchase order goes through the purchasing department to screen for energy-efficient products such as air conditioners and light bulbs.

Details of setting goals for electricity and/or fuel management

Target(s)	Base year(s)	Target year(s)
Reduction of electricity purchased for consumption	2023: purchased electricity for consumption 252,690.00 Kilowatt-hour	2027: Reduced by 5% or 12,635.00 Kilowatt-hour

Performance and outcomes of energy management

Reduce wasteful energy consumption, such as using energy-saving air conditioners with a 5-star energy efficiency rating, switching to LED light bulbs both indoors and outdoors, campaigning for reduced elevator use, and turning off lights and water when not in use.

Energy management: Fuel consumption

	2022	2023	2024
Diesel (Litres)	N/A	2,357.00	2,541.00
Gasoline (Litres)	N/A	3,049.00	3,444.00

Energy management: Electricity consumption

	2022	2023	2024
Total electricity consumption within the organization (Kilowatt-Hours)	247,767.00	252,690.00	227,116.00

Information on water management

Regularly inspect and maintain equipment to ensure its operational readiness. Establish a group communication channel for employees to promptly report any operational issues, minimizing downtime caused by equipment malfunction.

Details of setting goals for water management

Target(s)	Base year(s)	Target year(s)
Reduction of water withdrawal	2023: Water withdrawal 1,228.00 Cubic meters	2027: Reduced by 5% or 61.40 Cubic meters

Performance and outcomes of water management

Prevention is better than repair. The company encourages employees to inspect assets and replace equipment regularly before damage occurs.

Water management: Water withdrawal by source

	2022	2023	2024
Total water withdrawal (Cubic meters)	1,270.00	1,228.00	1,025.00
Water withdrawal by third-party water (cubic meters)	1,270.00	1,228.00	1,025.00

Water management: Water consumption

	2022	2023	2024
Total water consumption (Cubic meters)	1,270.00	1,228.00	1,025.00

Information on waste management

Waste management plan

The company encourages employees to separate recyclable waste from general waste.

Performance and outcomes of waste management

The company separates recyclable waste, general waste, and hazardous waste. Waste is clearly separated into bags.

Waste management: Waste Generation

	2022	2023	2024
Total waste generated (Kilograms)	N/A	N/A	N/A

Information on greenhouse gas management

Greenhouse gas management plan

The company places importance on managing and reducing greenhouse gas emissions. The company's activities that may impact greenhouse gas emissions are as follows:

Exhibitions

The company starts by selecting venues accessible by public transportation and encourages participants to travel by electric or public transportation to reduce greenhouse gas emissions from travel. The company has developed a QR code registration system to reduce paper usage and utilizes registered information for Big Bonus activities. The company promotes a foam container ban for food within the event for both the company and partners. The company encourages partners to create e-Brochures to reduce paper usage and helps partners disseminate e-Brochures and promote their products through the company's communication channels for free.

Other marketing event organization

The company has a policy of selecting venues accessible by public transportation and electric vehicles for travel convenience and encourages participants to travel by public transportation or electric vehicles. The company does not own a printing house. Therefore, the company selects printing houses that utilize innovative green printing technology, paper produced with environmentally friendly innovations, and natural soy-based ink to reduce carbon emissions. This helps reduce the dangers of chemicals that affect readers' health. These materials are biodegradable, environmentally friendly, and help reduce greenhouse gases from the production process, equivalent to turning off 1,392 light bulbs in one day (See more at www.greenlifeprinting.com)

Setting greenhouse gas emission goals

The year 2024 marks the first year of greenhouse gas emissions data collection. The company plans to establish a working group and set targets for greenhouse gas management in the following year.

Greenhouse gas management: Corporate greenhouse gas emission

	2022	2023	2024
Total greenhouse gas emissions (Metric tonnes of carbon dioxide equivalent)	N/A	148.30	137.10
Total greenhouse gas emissions - Scope 1 (Metric tonnes of carbon dioxide equivalent)	N/A	13.40	14.80
Total greenhouse gas emissions - Scope 2 (Metric tonnes of carbon dioxide equivalent)	N/A	134.90	122.30

Number of cases and incidents of legal violations or negative environmental impacts

	2022	2023	2024
Number of cases or incidents of legal violations or negative environmental impact (cases)	0	0	0

3.4 Social sustainability management

3.4.1 Social policy and guidelines

The company operates in strict compliance with the law and has a personnel management policy that promotes human rights and supports development for the advancement of employees at all levels with equality and fairness. There is no discrimination in employment, compensation, promotion, or training based on gender, age, educational institution, race, or religion, including for people with disabilities and the underprivileged. The company encourages and listens to opinions and suggestions and grants the right to freedom of association to employees. The company has a strict policy against child labor and illegal labor. In addition, the company organizes activities to develop and motivate employees.

3.4.2 Social operating results

Information on employees and labor

In 2024, the company operates in strict compliance with the law and its personnel management policies. It supports development for the advancement of employees at all levels with equality and fairness. There is no discrimination in employment, compensation, promotion, or training, regardless of gender, age, educational institution, ethnicity, or religion, including people with disabilities and the underprivileged. The company does not employ child labor or illegal labor under any circumstances. In addition, the company organizes activities to develop and motivate employees, such as:

- Sending employees to both internal and external training courses to develop their knowledge and potential and apply it to their work.
- Provide annual health check-ups and allow employees to bring their families for health check-ups at special rates (the same rate the company pays for employees) around September of each year.
- An annual meeting is held at the beginning of each year for the Board of Directors and senior executives to meet with employees to clarify the organization's policies and directions.
- Giving service anniversary gifts to employees who have worked for 10, 20, and 25 years.
- Providing various benefits and entitlements such as group health insurance (including life, accident, and health insurance), social security fund, provident fund, wedding assistance, funeral expenses, sick leave, maternity leave, and performance bonuses.
- Encourage employees to engage in charitable activities or do good deeds for society as opportunities arise.
- Promoting workplace safety, organizing regular fire and fire evacuation drills every year, as well as providing adequate workplaces, infrastructure, and safety equipment.
- Promote unity, such as organizing New Year's Eve and New Year's celebrations for employees and having all departments participate in activities to build unity and get to know colleagues.

In the past year, the company has treated its employees with respect for human rights, from recruitment, fair compensation, training, and employee development to ensure that all employees feel connected to the organization. The company has not received any complaints from employees.

Hiring employees

	2022	2023	2024
Total employees (persons)	102	107	112
Male employees (persons)	39	43	47
Female employees (persons)	63	64	65

Employment of workers with disabilities

	2022	2023	2024
Total employment of workers with disabilities (persons)	0	1	1
Total number of employees with disabilities (persons)	0	1	1
Total male employees with disabilities (persons)	0	1	1
Total female employees with disabilities (persons)	0	0	0
Total number of workers who are not employees with disabilities (persons)	0	0	0
Contributions to empowerment for persons with disabilities fund	No	No	No

Employee and labor management: Remuneration

Cash compensation only, excluding other benefits such as social security tax, provident fund,

Employee remuneration

	2022	2023	2024
Total employee remuneration (baht)	40,098,631.81	44,348,706.68	46,391,171.83
Total male employee remuneration (Baht)	13,833,615.62	13,876,051.25	16,187,344.65
Total female employee remuneration (Baht)	26,265,016.19	30,472,655.43	30,203,827.18

Employee and labor management: Employee training and development

In 2024, the company organized training courses for employees to enhance their skills and work potential. There were 2 in-house training courses and 20 internal training courses. The average number of training hours or knowledge development activities per employee was 9.8 hours per person per year, exceeding the target of 8 hours per person per year.

	2022	2023	2024
Average employee training hours (hours / person / year)	9.80	12.61	9.8
Training and development expenses for employees (baht)	127,192.71	210,434.04	157,772.91

Employee and labor management: Safety, occupational health, and environment at work

In 2024, the company continuously developed, improved, and provided safety training to employees to reduce the risk of illness, accidents, or fatalities, and to appropriately take care of employees' quality of life. For example, providing life-saving equipment, automated external defibrillators (AEDs), fire extinguishers, and regularly inspecting equipment to ensure readiness. Fire drills and basic first aid training were conducted, along with safety awareness campaigns and health information dissemination to reduce the risk of disease outbreaks.

	2022	2023	2024
Total number of lost time injury incidents by employees (cases)	0	0	0

Employee engagement

	2022	2023	2024
Total number of employee turnover leaving the company voluntarily (persons)	17	32	30
Total number of male employee turnover leaving the company voluntarily (persons)	9	12	7
Total number of female employee turnover leaving the company voluntarily (persons)	8	20	23
Proportion of voluntary resignations (%)	16.67	29.91	26.79
Evaluation result of employee engagement	No	No	No

Information about customers

Customer Service Guidelines

1. Produce quality products and services at reasonable prices to meet customer needs. Disclose and advise information about products and services completely and accurately.
2. Do not disclose customer information without permission and store customer information systematically and securely. Do not use the information improperly, in accordance with the personal data protection policy.
3. Open channels for complaints

Customer satisfaction

	2022	2023	2024
Evaluation results of customer satisfaction	No	No	No

Information on community and society

Community and social management plan

The company supports public benefit activities for the community and the underprivileged, such as participating in the “Card for Friends” activity for socially disadvantaged children.

Information on incidents related to legal or social and human rights violations

	2022	2023	2024
Total number of cases or incidents of significant legal or social and human rights violations (cases)	0	0	0
Total number of cases or incidents leading to significant labor disputes (cases)	0	0	0
Total number of incidents or complaints related to business partner’s rights violations (cases)	0	0	0
The total number of cases or complaints related to partner rights violations (Cases)	0	0	0
Total number of cases or incidents leading to disputes with the community/society (cases)	0	0	0
Total number of cases or incidents related to cyber-security or customer data breaches (cases)	0	0	0
Total number of cases or incidents related to workplace safety and occupational health (cases)	0	0	0