



# SUSTAINABILITY REPORT 2024

AURORA DESIGN PUBLIC COMPANY LIMITED



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## Message from the Chairman of the Board of Director



**Mr. Prasit Srirungthum**  
Chairman of the Board of Director  
Aurora Design Public Company Limited

Dear Shareholders,

Aurora Design Public Company Limited has been a leading retailer in the jewelry industry for over 50 years, recognized for its expertise in gold ornaments and gemstone jewelry. In 2024, the Company remains steadfast in its commitment to sustainable growth by successfully expanding its branches in alignment with strategic plans, achieving growth across all dimensions—operational excellence and technological advancements to enhance service capabilities.

The Company places importance on conducting its business in alignment with ESG principles (Environmental, Social, and Governance). These principles are integrated into product design, efficient energy management, recycling practices, and the reduction of natural resource consumption. Clear measures are in place to ensure employee health and safety, along with strict compliance with human rights standards and a firm prohibition on child labor.

Moreover, the Company continues to focus on innovation through the adoption of digital technology. Business operations are enhanced through both offline and online application platforms, aimed at elevating customer service by providing maximum convenience and satisfaction. Our goal is to deliver the best customer experience in terms of product quality, warranty, and excellent after-sales service.

On behalf of the Board of Directors, I would like to express my sincere gratitude to our employees, partners, customers, shareholders, and all stakeholders for their continued support. Your support serves as a driving force that propels the company forward with stability and sustainability. We remain committed to progressing with social and environmental responsibility, integrating sustainability strategies into every aspect of our business to ensure a secure and sustainable future for the company.

## About this report

### Reporting Approach

Aurora Design Public Company Limited prepares an annual Sustainability Report to communicate its strategies, management systems, operational processes, and performance in key sustainability issues relevant to its business and all stakeholders. The report also presents progress and performance in support of the Sustainable Development Goals (SDGs). Therefore, this report is developed based on internationally recognized sustainability reporting standards in an integrated format, following the Global Reporting Initiative (GRI) Standards. It has been reviewed and verified for completeness, accuracy, and compliance with the applicable standards.

### Reporting Scope

This Sustainability Report presents the performance of Aurora Design Public Company Limited for the period from January 1, 2024 to December 31, 2024. It covers the Company's sustainability efforts in alignment with ESG principles Environmental, Social, and Governance. This includes policies aimed at minimizing environmental impact, creating social value, and managing the business with transparency and accountability.

Brands under the management of the Company within the scope of the 2024 report.

Brands under the Company Group	Number of Branches
AURORA	220
SENG HENG	47
AURORA DIAMOND	9
THONG MA NGERN PAI	210
KHONG KWAN by AURORA	2
<b>TOTAL</b>	<b>488</b>



## Sustainability Management Policies and Goals



Aurora Design Public Company Limited (“the Company”) recognizes the importance of developing and driving business towards sustainability to ensure stable growth for the Company and its subsidiaries. The Company and its subsidiaries prioritize Environmental, Social, and Governance (ESG) factors in every aspect of their business operations, integrating these considerations into various operational levels. To support this commitment, the Company has established sustainability management policies in the following key areas:

### 1. Environmental Development

The Company and its subsidiaries are committed to conducting environmentally friendly business operations and minimizing environmental impacts by emphasizing sustainability in every aspect of their operations, as follows:

- 1.1 Optimize resource utilization to achieve maximum efficiency.
- 1.2 Manage all business processes with environmental responsibility to reduce both short-term and long-term environmental impacts.
- 1.3 Promote the use of technology to enhance environmental management.
- 1.4 Encourage executives and employees at all levels to prioritize environmentally sustainable practices concerning water, air, soil, forests, ecosystems, and climate change, including but not limited to:
  - 1.4.1 Reducing greenhouse gas emissions by ensuring that vehicles used for product transportation are in good working condition to prevent incomplete fuel combustion.
  - 1.4.2 Managing electricity and water efficiently by educating employees and workers on the importance of conservation, maximizing efficiency, and minimizing usage.
  - 1.4.3 Reducing material and consumable usage, promoting reuse and recycling, improving packaging sustainability, integrating technology into processes, and minimizing pollution-generating activities.
  - 1.4.4 Implementing proper waste disposal and pollution management to enhance environmental sustainability.

1.5 Collaborate with local and international organizations to drive resource management, environmental conservation, and effective adaptation and mitigation of climate change impacts.

## 2. Social Development

The Company and its subsidiaries are committed to fostering social and community stability, developing employee skills and potential to create high-quality individuals for society, and generating employment opportunities while distributing income to communities to support a sustainable society, as follows:

2.1 Support and uphold human rights, ensuring equal and fair treatment of employees, promoting local employment, and providing opportunities for underprivileged and disabled individuals without discrimination based on race, religion, gender, age, education, beliefs, or any other factors.

2.2 Continuously develop personnel through ongoing training and skill enhancement programs to improve employee performance and operational efficiency, fostering long-term employee retention and encouraging employees to contribute to the Company's growth and development.

2.3 Provide employees with welfare benefits, workplace safety, and hygiene standards to create a positive and satisfying work environment.

2.4 Enhance internal work systems by encouraging employee participation in activities that benefit society both directly and indirectly, contributing to sustainable economic growth.

2.5 Engage in youth development, social initiatives, and public benefit activities by collaborating with communities, government agencies, and the public sector to improve living conditions and environmental well-being in society.

## 3. Good Corporate Governance

The Company and its subsidiaries are committed to sustainable management by conducting business with integrity and seeking new business opportunities in compliance with laws and relevant regulations. This includes anti-corruption efforts to ensure transparency and accountability, while prioritizing the interests of the business and shareholders. The Company upholds its responsibility to stakeholders through key policies, including good corporate governance policies, business conduct guidelines and ethics, anti-corruption policies, and insider information policies.



## OUR BUSINESS OPERATIONS

### Vision

" Leader in delivering valuable gifts of happiness"

### Mission

Providing a wide variety of valuable gifts with innovation and comprehensive services from a dedicated team, ensuring confidence and peace of

### Goals

The Company aims to build brand awareness of AURORA to win customers' hearts, becoming a leader in the retail of gold ornaments, diamond jewelry, and related comprehensive businesses, as well as a leader in the sales with right of redemption business for gold and jewelry containing gold. The Company plans to expand its gold shop branches and other business groups to cover all target groups, aiming to increase the number of branches to 484 by 2024 and increase receivables under gold financing contracts to 4,500 million baht by 2024. As of December 31, 2024 the Company had a total of 488 branches and receivable under gold financing contract of 4,881 million Baht, which is consistent with the targets

### Business Sustainability Strategy

Aurora Design Public Company Limited is operating in the retail business of gold ornaments, diamond jewelry, gemstones, and gold gift items, aiming to become a leader in providing comprehensive services (One Stop Service). The Company has a strategic plan for sustainable growth, which includes the use of recycled gold to minimize environmental impact and the development of occupational health and safety standards (ISO 45001:2018) to enhance workplace safety. The Company also promotes sustainability training for employees and creates an annual engagement plan to build strong relationships with stakeholders. Additionally, the Company adopts AI technology and complies with the Personal Data Protection Act (PDPA) to ensure the security of personal data. Furthermore, the Company strengthens its readiness with an Enterprise Risk Management (ERM) system and a Business Continuity Management (BCM) plan to manage risks effectively, ensuring the ability to handle challenges and boosting investor confidence.

Aurora Design Public Company Limited is one of the leading retailers of gold, diamond jewelry, and gemstones in Thailand. Established in 1997, the Company's primary goal is to offer high-quality products that are well-recognized in the market. It focuses on creating unique products that reflect Thai identity and craftsmanship.

**“The retailers of gold, diamond jewelry, gemstones, and gold-based gifts”**

## 1. Retail Business

The Company operates in the retail business of gold ornaments, diamond jewelry, gemstones, and gold-based gifts, with a branch network covering the entire country to ensure customers can conveniently access products and services.



- **Modern Gold:** Gold ornaments containing **96.5%** pure gold or equivalent to **23K** certified by the Gold Traders Association of Thailand and the World Gold Traders Association. Composed of high percentage of gold, Modern Gold products are shiny and golden with a variety of patterns to choose from.



- **Design Gold:** Gold-framed amulets, auspicious products, gifts and **75%** pure gold jewelry with designs that emphasize meticulousness and fineness.



## 2. Gold Financing Business



The Company providing gold financing services the number of branches has been increased to provide services to various communities in Bangkok and other provinces. As of December 31, 2024 the number of branches providing the gold financing business totally **210** branches to make it easier to service for the target group. Customers can choose to pay the redemption and interest fee when they want to extend the mortgage contract via the application. It also serves as a channel for customers to request an increase in the principal amount based on the remaining credit balance.

## BUSINESS VALUE CHAIN



### Business Value Creation

Aurora Design Public Company Limited is committed to conducting business with social responsibility, aiming to create positive impacts across all dimensions-economic, social, and environmental. Effectively managing issues that influence both risks and opportunities is critical to the Company's success and sustainability. These management practices not only enhance the Company's potential for sustainable growth but also strengthen investor and stakeholder confidence in the future.

### Business Activities

Aurora Design Public Company Limited demonstrates leadership in the retail gold business, emphasizing sustainable and prudent business operations. The process begins with sourcing gold materials from leading business partners, such as brokers who supply standard-certified gold. The gold then moves to the processing stage, where expert goldsmiths craft high-quality products before they are distributed to wholesalers and suppliers, with labor and gold payments conducted through a transparent and fair-trading system. Aurora ultimately distributes gold and jewelry to customers nationwide, offering a special buy back service that not only enhances value to customers but also helps reduce costs and maintain financial stability amid global gold price volatility.

## Stakeholder Engagement and ESG Materiality

### Stakeholder Engagement Process

1. Identify and prioritize stakeholder groups based on three key criteria:
  - Which stakeholder groups are involved in the Company's business operations?
  - Does the Company create sustainability impacts on these stakeholder groups?
  - Do these stakeholder groups have the influence to impact the Company's sustainability?
2. Engage with stakeholders through the following key steps:
  - Assign responsible departments to manage relationships with specific stakeholder groups.
  - Establish systematic methods and frequency for surveying stakeholder expectations.
  - Collect stakeholder needs and expectations.
3. Determine key sustainability issues by:
  - Identifying causes and impacts that have occurred or are expected to occur, both positive and negative, in relation to economic, environmental, and social sustainability, including human rights issues. Prioritizing these issues based on their severity and likelihood of occurrence for each stakeholder group.
4. Implement the results by:
  - Presenting analysis findings to the organization's sustainability policy committee. Setting the direction for sustainability operations, developing organizational strategies, and planning measures to prevent and reduce sustainability impacts on different stakeholder groups.

## Stakeholder Analysis and Management in the Value Chain

Stakeholder Group	Expectations/Needs	Response to Expectations	Communication Channels
<b>Shareholders</b>	Business transparency and consistent investment returns	<ul style="list-style-type: none"> <li>● Develop an effective internal control and risk management system.</li> <li>● Disclose information transparently through various channels, such as the annual shareholders' meeting, annual report, company website, etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Shareholders' meeting</li> <li>● Company website</li> <li>● Annual Report/ Sustainability Report</li> </ul>
<b>Partners</b>	Transparent and fair procurement practices	<ul style="list-style-type: none"> <li>● Treat partners fairly and conduct business ethically and transparently.</li> <li>● Develop skills and capabilities of partners.</li> </ul>	<ul style="list-style-type: none"> <li>● Partner meetings</li> <li>● Company website</li> <li>● Business ethics for partners</li> </ul>
<b>Management</b>	Excellent performance and maintaining transparency in management	<ul style="list-style-type: none"> <li>● To enhance internal control systems and manage risks effectively.</li> <li>● Discloses information transparently through various channels such as the Annual General Meeting of Shareholders, the Annual Report, the Company's website</li> <li>● Improve work processes to create long-term value for all stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>● Shareholders' meeting</li> <li>● Company website</li> <li>● Annual Report/ Sustainability Report</li> <li>● Organize activities to meet and discuss with stakeholders to gather feedback</li> </ul>
<b>Employees</b>	Fair compensation and career advancement opportunities for employees	<ul style="list-style-type: none"> <li>● Ensure fair and competitive compensation for employees.</li> <li>● Continuously develop employee skills and capabilities.</li> </ul>	<ul style="list-style-type: none"> <li>● Employee meetings</li> <li>● Email/ Social media</li> </ul>
<b>Customers</b>	High-quality products and services at reasonable prices	<ul style="list-style-type: none"> <li>● Continuously develop products and services.</li> <li>● Set appropriate pricing.</li> <li>● Develop after-sales services that meet customer needs.</li> </ul>	<ul style="list-style-type: none"> <li>● Company website / Email/ Social media</li> <li>● Sales representative</li> </ul>
<b>Suppliers</b>	Building sustainable and long-term relationships by sourcing quality materials and resources according to specified standards and ensuring fair and transparent agreements	<ul style="list-style-type: none"> <li>● Establish and uphold fair contractual agreements with partners.</li> <li>● Conduct regular inspections to maintain high production and operational standards.</li> </ul>	<ul style="list-style-type: none"> <li>● Quarterly meetings and performance tracking through progress reports</li> </ul>
<b>Community/ Society</b>	Preventing environmental impacts and supporting community activities	<ul style="list-style-type: none"> <li>● Control and minimize environmental impacts associated with business processes.</li> <li>● Support and actively participate in community development initiatives, such as vocational training programs.</li> </ul>	<ul style="list-style-type: none"> <li>● Dialogue activities with the community around the factory</li> <li>● Email/ Social media</li> <li>● Local newspapers</li> </ul>

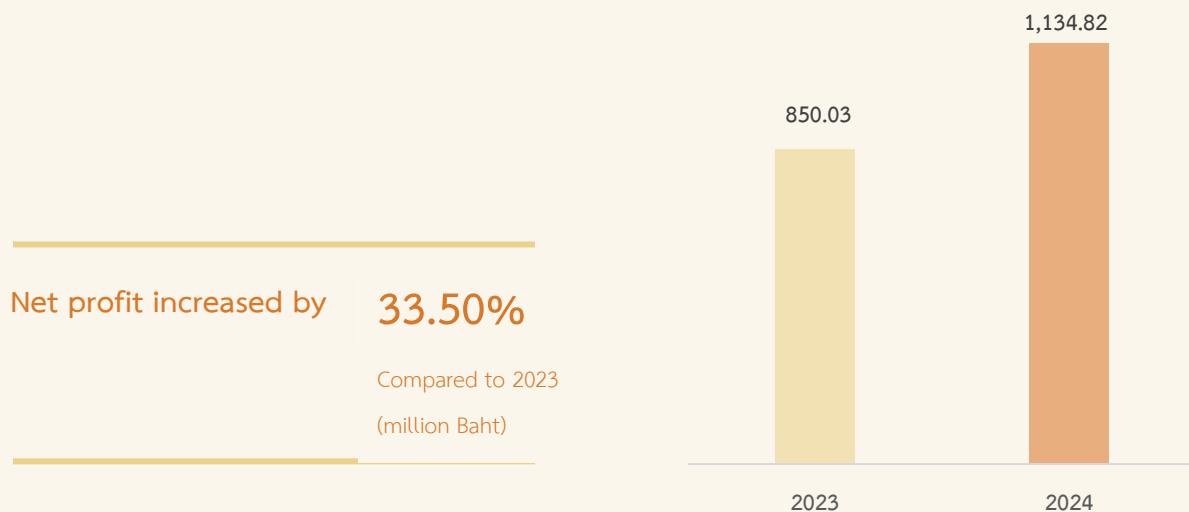


# 2024 HIGHLIGHTS

## Operating Performance

In 2024, Aurora Design Public Company Limited maintain its position as a leader in the jewelry retail and gold financing businesses, achieving outstanding results and steady, sustainable growth. These accomplishments reflect the Company's strong management capabilities and its dedication to offering a wide range of high-quality.

The chart below presents the economic value generated and distributed by the Company to key stakeholders including suppliers, employees, financial service providers, government sector, and social initiatives. These operations emphasize both the quality of Aurora's jewelry products and the quality of their gold financing services, but also serve as clear evidence of their ability to create added value and establish stability across all sectors of the supply chain.



## AWARD AND ACHIEVEMENT



As of March 1, 2024, the Company presented with an award “The Winner Best Brand Performance on Social Media” for the group Gold & Jewelry that promoted the creative use of social media at the event Thailand Social Awards 2023, the Largest Social Awards Event in Thailand (5 consecutive years)



On May 4, 2024, Aurora received the Global Brand Award from Global Brand Magazine in the Most Admired Jewellery Brand 2023 category within the lifestyle sector. Representatives from the company's executive team, Mr. Aniwat Sriruntham (Chief Executive Officer) and Mr. Anipat Sriruntham (Chief Marketing Officer) of Aurora Design Public Company Limited, accepted the award



Aurora Design Public Company Limited (AURA) has been assessed under the Corporate Governance Report of Thai Listed Companies 2024 (CGR 2024) and has been awarded the “Excellent” (5-star) rating in the 2024 Corporate Governance Report (CGR). This assessment was conducted by the Thai Institute of Directors Association (IOD) with support from the Stock Exchange of Thailand (SET) and the Securities and Exchange Commission (SEC).



Mr. Anipat Sriruntham Chief Marketing Officer of Aurora Design Public Company Limited presented with WORLD BRANDING AWARDS from World Branding Forum, England. It emphasizes the standard of quality and international service, that reflects the powerful ability of Aurora. To be the leader of Gold Retail Shops of Thailand, in the Global stage for 8 consecutive years.



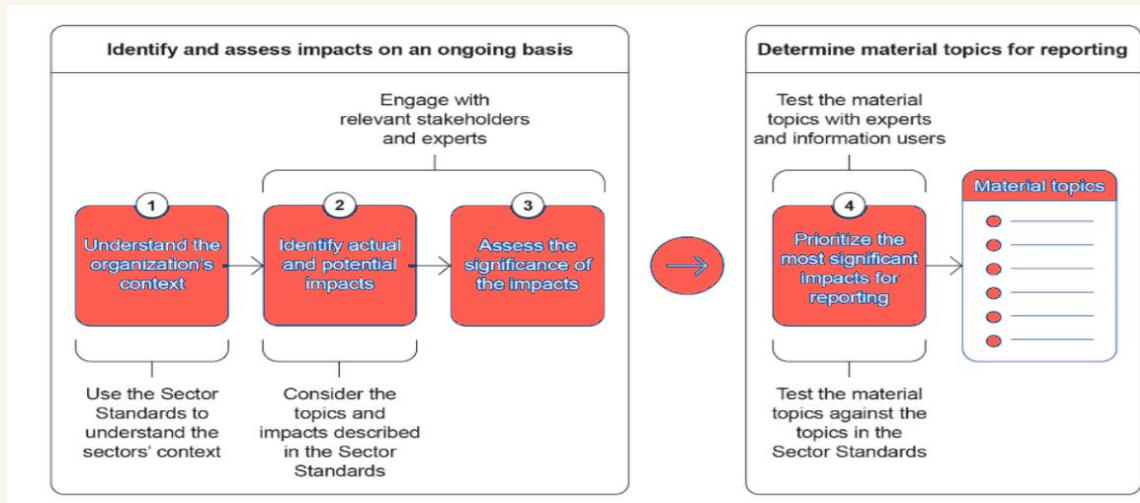
Aurora Design Public Company Limited Win a global award Best “Retail Luxury Goods and Jewelry Manufacturers Thailand 2024” in World Business Outlook Awards 2024

# OPERATING PERFORMANCE FOR 2024



## Key Sustainability Issues

### PROCESS TO DETERMINE MATERIAL TOPICS (Disclosure 3-1)



#### 1. Understand the Organization's Context

- Review the organization's context across the entire supply chain, encompassing all business activities, including sustainability considerations and stakeholder expectations. This comprehensive review spans procurement processes, distribution, and after-sales services, driving continuous improvement and development.

- Conduct an **Inside-Out Analysis** to evaluate the impact of the organization's operations across three key dimensions: Environment, Social, and Governance (ESG). The results of this analysis are used to assess risks and opportunities that may influence the business in both the short and long term, enabling the development of strategies that effectively address these factors.

- Perform an **Outside-In Analysis** by identifying and defining stakeholder groups and analyzing impact issues from stakeholders through questionnaires and feedback collection. Additionally, by studying global mega trends key impact factors, the Company can proactively anticipate and respond to future trends, ensuring strategy alignment with international standards and sustainability principles.

#### 2. Identify Actual and Potential Impacts

- Identify the actual and potential impacts of key issues on the economy, environment, and stakeholders, including human rights impacts, both positive and negative, in the short and long term. This assessment covers all business activities throughout the value chain. The Company gathers and analyzes stakeholder opinions and concerns through discussions, expert feedback, interviews with relevant stakeholders, and online surveys to ensure a comprehensive understanding of stakeholder perspectives.

- Evaluate how the Company can shape business activities to enhance positive impacts while effectively managing and mitigating negative impacts.

#### 3. Assess the Significance of the Impacts

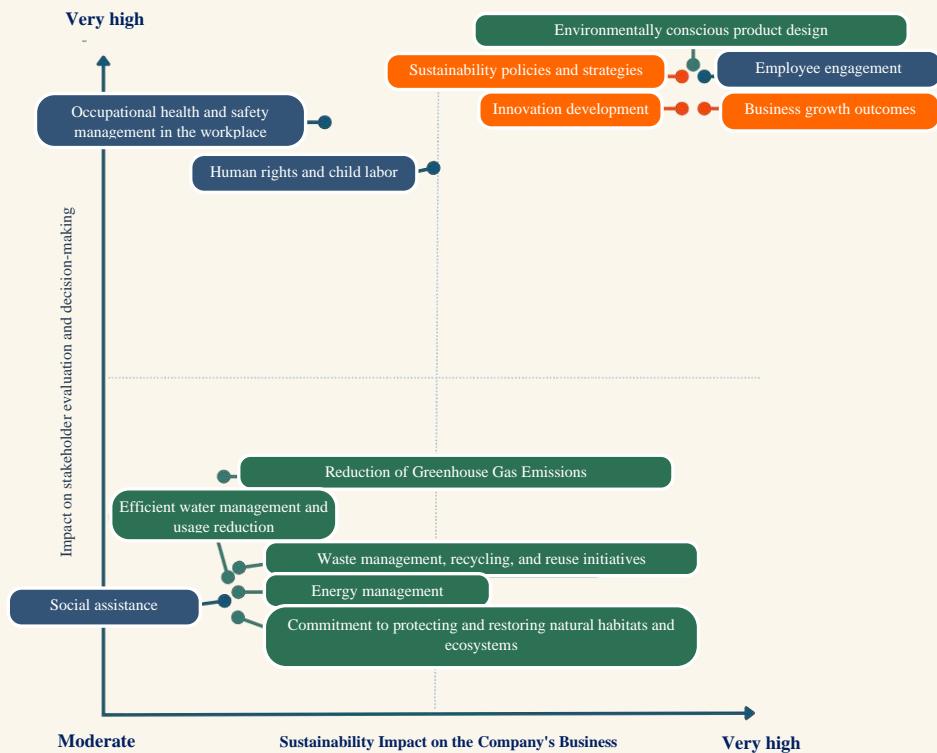
- Evaluate the significance of impacts and prioritize them through both quantitative and qualitative analysis, considering both positive and negative effects.

- Organize the results into impact tables, categorizing positive and negative impacts. Since negative impacts typically have greater consequences, they require resolution before addressing positive impacts to ensure effective management.

- Prioritize the impact scores by analyzing stakeholder feedback obtained through interviews and online surveys. The highest impact score, whether positive or negative, is used as the representative score for each key issue, ensuring that the most critical concerns are effectively addressed.

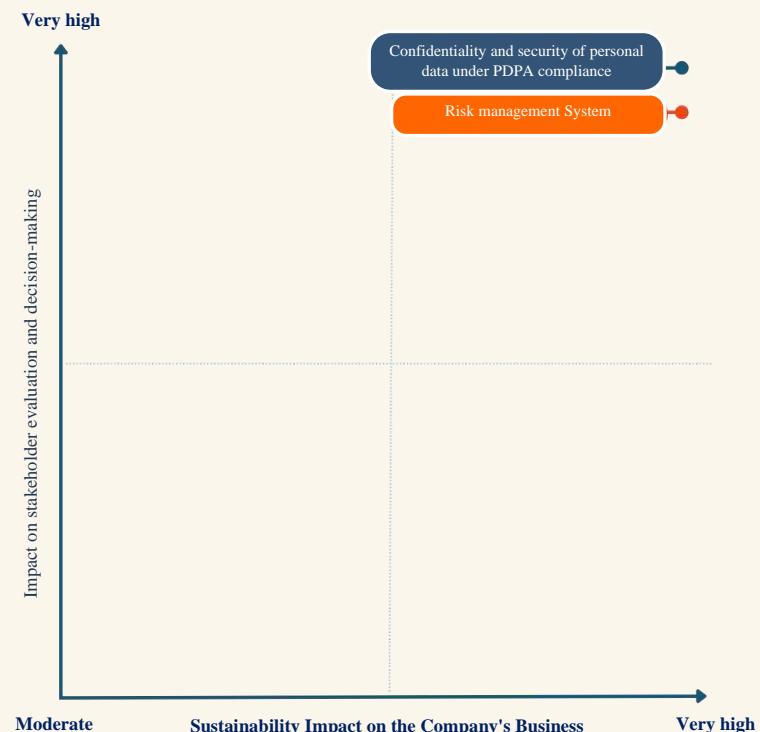
## Method of Materiality Analysis

Level of positive impact for each sustainability issue



Key Sustainability Issues	Impact Level
Environmentally conscious product design from production to disposal or recycling	H
Sustainability policies and strategies	
Employee engagement	
Innovation development	
Business growth outcomes	
Occupational health and safety management in the workplace	
Human rights and child labor	L
Reducing greenhouse gas emissions	
Waste management, recycling, and reuse promotion	
Efficient water management and reduction	
Energy management	
Social assistance	
Commitment to protecting and restoring natural habitats and ecosystems	

### Level of negative impact for each sustainability issue



Key Sustainability Issues	Impact Level
Confidentiality and security of personal data (PDPA)	H
Risk management system	

#### 4. Prioritize the Most Significant Impacts for Reporting

- Establish criteria for selecting key sustainability issues.
- Verify key sustainability issues by analyzing global trends and expert opinions (Expert Testing), reviewing environmental, social, and governance (ESG) issues from leading sustainability organizations and non-governmental organizations (NGOs) at both the international and national levels. The impact scores from expert testing are then integrated with the Company's impact scores obtained from stakeholder interviews and online surveys to ensure a comprehensive assessment.
- Present key sustainability issues to the Sustainability Development Committee to verify that the materiality assessment results align with the Company's context, goals, and strategies. The findings are then submitted to the Corporate Governance and Sustainability Committee for approval, ensuring transparency in disclosing information across various dimensions.
- Group impact issues into relevant topics and define content details for reporting on each sustainability issue.

### Key Issues Material Topics (GRI 3-2)

#### Impact Level of Each Sustainability Issue

Key Sustainability Issues		Impact Level
G	Sustainability policies and strategies	H
	Innovation development	H
	Business growth outcomes	H
	Confidentiality and security of personal data (PDPA)	H
	Risk management system	H
E	Environmentally conscious product design from production to disposal or recycling	H
	Reducing greenhouse gas emissions	L
	Efficient water management and reduction	L
	Waste management, recycling, and reuse promotion	L
	Energy management	L
	Commitment to protecting and restoring natural habitats and ecosystems	L
S	Employee engagement	H
	Occupational health and safety management in the workplace	H
	Human rights and child labor	H
	Social assistance	L

## Sustainability Strategy

Material Topic Key Sustainability Issues	Main Impact	Sustainability Strategy
Business growth outcomes	Social assistance promotes a positive brand image, enhances credibility, fosters customer loyalty and employee satisfaction, and strengthens community relationships. It also opens new market opportunities, reduces business risks, and supports sustainable development, ensuring that the Company meets its responsibilities and international standards in a sustainable manner.	Aggressive Marketing
Sustainability policies and strategies	Focusing on sustainability enhances brand image and credibility, aligns with consumer expectations, reduces long-term costs, boosts competitiveness, increases employee satisfaction, and mitigates business risks. It also drives innovation and fosters strong relationships with communities and stakeholders.	Collaborate with ESG expert consultants
Innovation development	Innovation development creates differentiation, adds value and appeal to products, expands market reach, increases sales, and supports sustainability. It stimulates competitiveness, strengthens brand awareness, and enables businesses to adapt effectively to customer needs.	Adopt new technology by integrating AI into operations
Risk management system	Risk management and business continuity help reduce operational risks, ensure business stability, strengthen customer and partner confidence, and protect brand reputation. It also enhances decision-making, prepares businesses for future changes, improves the ability to attract and retain employees, and fosters long-term sustainability.	Implementing a Business Continuity Management System (BCM) and an Enterprise Risk Management System (ERM)
Confidentiality and security of personal data (PDPA)	Compliance with PDPA laws strengthens organizational credibility and image, reduces legal risks and potential fines, increases customer satisfaction and trust, and builds confidence with partners and stakeholders. It also helps prevent data theft and enhances business competitiveness.	Collaborate with PDPA expert consultants
Environmentally conscious product design from production to disposal or recycling	Environmentally friendly design helps minimize impacts on natural resources, attract environmentally conscious customers, enhance sustainability, ensure regulatory compliance, reduce long-term costs, and strengthen supply chain stability, providing long-term business advantages and increased stakeholder confidence.	Recycle gold
Reducing greenhouse gas emissions	Reducing energy and material usage lowers operational costs, conserves natural resources, reduces greenhouse gas emissions, and enhances production efficiency. It also strengthens customer confidence, opens new business opportunities, and reinforces the Company's leadership in environmental responsibility.	Install solar panels and Energy-saving projects

Material Topic Key Sustainability Issues	Main Impact	Sustainability Strategy
Energy management	Efficient energy management reduces operational costs, decreases greenhouse gas emissions, and improves store environments, enhancing brand perception and contributing to sustainable and professional business management.	Energy-saving projects
Efficient water management and reduction	Efficient water management minimizes operational costs and environmental impacts, enhances business sustainability, and improves corporate reputation among customers and stakeholders, which are critical factors for long-term organizational stability and credibility.	Install automatic water-saving devices
Commitment to protecting and restoring natural habitats and ecosystems	Environmental protection and restoration enhance corporate credibility and image, align with consumer expectations, promote supply chain sustainability, reduce business risks, and foster strategic partnerships, laying the foundation for stable and sustainable business growth.	Supporting ecological projects
Occupational health and safety management in the workplace	Effective health and safety management in the workplace reduces accident risks, boosts employee confidence and satisfaction, strengthens corporate image, lowers related costs, ensures regulatory compliance, and fosters team collaboration, creating a safe and sustainable work environment.	Implement ISO45001:2018 System and Obtain Certification
Human rights and child labor	Adhering to human rights standards and prohibiting child labor enhances corporate image and credibility, increases customer satisfaction and loyalty, reduces legal risks, strengthens relationships with employees and communities, and promotes an ethical and sustainable supply chain.	Training to Ensure Clarity for Personnel at All Levels
Employee engagement	Promoting employee engagement improves work efficiency, reduces turnover rates, enhances customer satisfaction, fosters innovation, cultivates a positive workplace culture, and strengthens corporate reputation in the job market, serving as a key pillar for sustainable organizational development.	Annual Engagement Plan
Social assistance	Participation in social assistance activities boosts brand image and credibility, builds customer loyalty, increases employee satisfaction, strengthens community relationships, unlocks new market opportunities, mitigates business risks, and supports the Company's sustainable development strategy.	Policy, Objectives, and Social Assistance

## Sustainability Objectives and Goals

ESG GOAL		
	Long term goals	Goals 2024
<b>Governance</b>		
Policy and Strategy for Sustainability	SET ESG Rating AA (2025)	SET ESG Rating A (65-79)
Innovation Development	Develop and create no less than 10 innovations within the organization per year (2030).	Develop and create at least 3 innovations within the organization annually.
Business Growth Results	Profit increase by 50% (2030)	Profit increase by 20%
<b>Environment</b>		
Climate Change	Net Zero by 2065	Reduce greenhouse gas emissions per profit by 2%.
Energy Management	Energy reduction by 30% (2030)	Energy reduction by 5%
Efficient Water Use Management and Reduction of Water Usage	Reduction by 10% (2030)	Reduction by 2%
Promoting Recycling and Reuse	Use Recyclable Packaging at 30% (2030)	Use recyclable packaging at 5%
Designing Products with Environmental Considerations from Production to Disposal or Recycling	Purchase 70% recycled gold in the crafting of our jewelry. (2050) (Purchasing)	Purchase 70% recycled gold in the crafting of our jewelry.
<b>Social</b>		
Health and Safety Management in the Workplace	Employee Satisfaction in Safety and Health at 80% (2030)	Employee satisfaction in safety and health at 70%
Human Rights and Child Labor	No Complaint	No Complaint
Employee Engagement	Engagement > 90% (2030)	Engagement > 80%
Social assistance	Support 10 Social Initiative Projects (2030)	Support 4 social initiative projects

## Summary of Operations for the Year 2024

Material Topic Key Sustainability Issues	Sustainability Strategy	Goals 2024	Results for the Year 2024	SDGs
Business growth outcomes	Aggressive Marketing	Profit increase by 20%	Profit increased by 33.50%	 
Sustainability policies and strategies	Collaborate with ESG expert consultants	SET ESG Rating A (65-79)	SET ESG Score 52	
Innovation Development	Adopt new technology by integrating AI into operations	Develop and create at least 3 innovations	Develop and create 3 innovations	 
Risk management system	Implementing a Business Continuity Management System (BCM) and an Enterprise Risk Management System (ERM)	Ensure that the number of issues arising from actual risks is zero.	Risk-free	 
Confidentiality and security of personal data (PDPA)	Collaborate with PDPA expert consultants	Maintain zero PDPA related complaints.	No complaints	 
Environmentally conscious product design from production to disposal or recycling	Recycle gold	Use recycled gold in the crafting of our jewelry at 40%	Use recycled gold in the crafting of our jewelry at 40%	 
Reducing greenhouse gas emissions	Install solar panels and Energy-saving projects	Reduce greenhouse gas emissions by 2% per million baht of profit	Greenhouse gas emissions decreased by 6.86% per million baht of profit	 
Energy management	Energy-saving projects	Reduce energy consumption by 5%	Energy consumption decreased by 10.97% (kilowatt-hours per million Baht of sales)	 

Material Topic Key Sustainability Issues	Sustainability Strategy	Goals 2024	Results for the Year 2024	SDGs
Efficient water management and reduction	Install automatic water-saving devices	Reduce water consumption at the head office by 2%.	Water consumption decreased by 3.57% (cubic meters per million Baht of sales)	 
Commitment to protecting and restoring natural habitats and ecosystems	Supporting ecological projects	Support ecological projects at least 3 projects	Supported ecological projects 3 projects	 
Occupational health and safety management in the workplace	Implement ISO45001:2018 System and Obtain Certification	Employee satisfaction in occupational health and safety is at 70%.	Employee satisfaction in occupational health and safety is at 75%.	 
Human rights and child labor	Training to Ensure Clarity for Personnel at All Levels	zero complaints of human rights and child labor.	zero complaints of human rights and child labor.	
Employee engagement	Annual Engagement Plan	Increase employee engagement by 80%.	The result of employee engagement 79%.	 
Social assistance	Policy, Objectives, and Social Assistance	Support at least 4 social initiatives.	Supported more than 4 social initiatives.	 



The Company continues to expand its branches and sales network to increase competitiveness and enhance long-term growth opportunities. While this rapid expansion presents challenges in resource management, the Company has implemented effective measures to address them. In addition, the Company prioritizes sustainable strategies across environmental, social, and governance (ESG) dimensions, aligning with international standards and conducting continuous risk assessments to mitigate risks and enhance business development opportunities. The Company also invests in new technologies to improve operational efficiency, reduce costs, and decrease reliance on traditional resources. To ensure business resilience, the Company has established a Business Continuity Management (BCM) and Enterprise Risk Management (ERM) system, enabling it to prepare for unexpected situations while ensuring continuous business operations and minimizing potential economic impacts.

## Sustainability Issues for 2024



### Business Growth Outcomes

The Company is committed to sustainable business growth, targeting a 20% profit increase by 2024. According to the 2024 financial statements, the company successfully achieved a 33.50% increase in net profit through proactive marketing strategies, product development, market expansion, and operational efficiency improvements. We continuously innovate jewelry designs that cater to customer needs while enhancing services and marketing strategies to maximize customer satisfaction. Additionally, the company focuses on employee skill development and process optimization to reduce costs, strengthen competitiveness, and instill confidence in shareholders regarding long-term growth potential.

### Operational Plan

The Company aims to expand branches under the Aurora brand and group, such as Thong Ma Ngern Pai in Leading department stores nationwide to enhance accessibility and convenience for customers across all regions. This expansion will broaden the customer base and create new sales growth opportunities. Additionally, the Company focuses on upselling and cross-selling high-margin products to both existing and new customers. The sales team is trained to recommend products that best meet customer needs, effectively increasing sales performance. To further strengthen the Aurora brand, the Company implements comprehensive marketing activities and social media advertising to build brand awareness and trust. Additionally, the Company aims to increase active membership by offering exclusive privileges, including special promotions and member-exclusive activities, fostering customer loyalty and driving future sales growth. These initiatives reflect the Company's commitment to sustainable growth, ensuring long-term value creation for shareholders and stakeholders.

GOLD JEWELRY STRATEGY	GOLD FINANCING STRATEGY
<ol style="list-style-type: none"><li>1. Branch Expansion: Increase service areas in department stores nationwide, expand Seng Heng branches into modern trade, and strengthen online market access.</li><li>2. Sales Growth and Continuity: Develop and promote high-value products that meet customer needs, while increasing the proportion of best-selling products across all branches.</li><li>3. Brand Promotion and Customer Base Expansion: Implement marketing strategies, sales promotions, and new service developments to increase membership and drive future sales growth.</li></ol>	<ol style="list-style-type: none"><li>1. Increase Same Store Sales Growth through promotions tailored to the characteristics and behaviors of customers in each cluster, enhance the visibility of storefronts to boost awareness of services and branding, and strengthen the network effect within each cluster.</li><li>2. Branch Expansion:<ul style="list-style-type: none"><li>• To focus on increasing consignment sales in the current cluster areas, industrial zones, high-potential provinces in the northeastern region, and inner Bangkok.</li><li>• Enhance brand visibility by opening branches along major roads in Bangkok.</li><li>• Generate sales within targeted customer segments.</li></ul></li><li>3. Increase the right of redemption transactions, from the existing customer base by encouraging more frequent and faster transactions through marketing campaigns.</li><li>4. Increase pawn ticket transfer from pawnshop/gold shop through cross-selling to customers visiting the branches.</li><li>5. Improve the UX/UI of the application to enhance user-friendliness and increase engagement, while adding functions/features as tools for marketing and customer outreach to drive transaction growth.</li></ol>

### Operational Results



Profit increased by **33.50%** from 2023

## Sustainability Policies and Strategies

The Company operates with a strong commitment to sustainability principles, aiming to achieve an ESG Rating of A (65-79 points) by 2025. This goal will be pursued through strategies to reduce environmental impact, optimize resource efficiency, and implement systematic waste management. Additionally, the Company is dedicated to strengthening communities and employees by supporting social development projects and fostering a positive working environment. Compliance with international standards remains a key priority, ensuring transparency and accountability to enhance investor and stakeholder confidence.



### Operational Plan

The Company has developed a comprehensive and well-structured plan to prepare for the SET ESG Rating assessment and awards. This plan includes key steps and activities to ensure readiness for the evaluation, with continuous reviews and assessments of ESG policies, strategies, and operations to align with assessment standards and requirements. Additionally, the Company has compiled evidence of sustainability initiatives, covering environmental impact reduction, social value creation, and transparent governance practices. To further enhance the evaluation process, a Self-Assessment Report has been prepared to provide a clear overview of ESG performance in each area. The Company ensures that all supporting data and documentation are thoroughly prepared and clearly presented to the Board of Directors for review.

### Operational Results for 2024

Aurora Design Public Company Limited has been consistently implementing sustainability initiatives to drive the organization in alignment with ESG standards. The Company aims to elevate its ESG Ratings to level A (65-79 points) by 2024. However, according to the latest assessment, the Company has not yet met the selection criteria for SET ESG Ratings due to a Social dimension score below 50%.

### Development Guidelines for Improve ESG Ratings

The company recognizes the importance of continuous development and has established strategies to enhance ESG capabilities as follows:

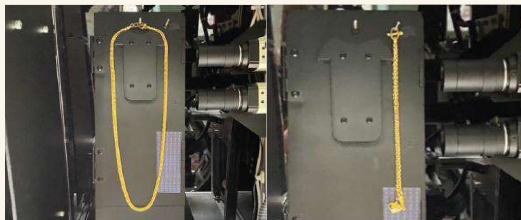
1. **Enhancing Environmental Efficiency**
  - o Expand measures to reduce greenhouse gas emissions and incorporate renewable energy into business operations.
  - o Improve waste management and enhance recycling processes for greater efficiency.
  - o Promote resource efficiency and environmentally friendly product design.
2. **Developing Social Initiatives**
  - o Enhance employee welfare and well-being by providing skill development and career advancement opportunities
  - o Strengthen collaboration with communities and social sectors to create long-term positive impacts.
3. **Strengthening Governance & Economic Practices**
  - o Enhance risk management and anti-corruption measures to build trust among shareholders and stakeholders.

## Innovation Development

The Company prioritizes innovation development to enhance competitiveness and support sustainability, with a target of creating at least three innovations per year by 2024. To achieve this, the Company promotes creative thinking across all levels of the organization, conducts innovation skill development activities, and integrates modern technology into research and development. These efforts will strengthen the Company's position as a leader in innovation, enhancing brand value while generating long-term benefits for shareholders and stakeholders.

### Innovation Development Management Results

The Company has integrated AI systems into its product receiving and inspection processes to ensure quality and accuracy. These systems can precisely and comprehensively detect product characteristics, after which AI automatically records data and generates product codes, enhancing processing speed and minimizing errors. For product distribution, the Company utilizes automated systems to efficiently allocate and deliver products to various sales points. In the packaging process, advanced technology ensures product quality and durability during transportation. Additionally, the Company employs automated monitoring and improvement systems in the transportation process to ensure that products reach consumers quickly and accurately.



Pattern Recognition and Product Size Measurement Device



Automated Conveyor Distribution System

One of the Company's innovations involves collaboration with material manufacturers and suppliers to develop recyclable materials that meet sustainability standards. Additionally, the Company has initiated a training program for employees on recycling and waste management to enhance their knowledge and skills in reducing waste and utilizing resources efficiently. The Company has also implemented a tracking and evaluation system for the use of recycled packaging and actively disseminates policies and best practices through various channels to raise awareness and encourage engagement from customers and business partners. Furthermore, the Company is working closely with the research and development team to design more environmentally friendly packaging, focusing on minimizing environmental impact throughout the product lifecycle.



### Operational Results



Target 3 projects



Innovation achievements in 2024 3 projects

## Business Innovation for Society and/or Environment

The Company is committed to modernizing and becoming more environmentally friendly under the “Green Office” concept while conducting business in accordance with ESG (Environmental, Social, and Governance) principles. The focus is on cost reduction, efficiency improvement, and minimizing environmental impact through key initiatives such as transitioning from carbon paper payslips to E-Payslips, eliminating plastic boxes and cutlery in employee lunch support activities, and promoting employee travel via Company vans. These measures help reduce resource consumption, minimize waste, and support the green organization concept for long-term sustainability.

### Project Name: Conversion of Payslip (Carbon) to Electronic-Payslip (E-Payslip)

The Company acknowledges the delays and inconvenience employees face in accessing their payslips, as they are currently available only through a single channel waiting for the HR department to distribute them according to a fixed schedule. This process leads to delays and limits flexibility in employees' financial transactions. To resolve this issue and enhance service efficiency, the HR department has launched a project to transition from paper based Carbon Payslips to an electronic E-Payslip system. This initiative streamlines document issuance and delivery, enabling employees to access their payslips online quickly, conveniently, and securely while also supporting environmental sustainability.

#### Operational Results

In 2024, the Company produced a total of 24,000 payslips online.



#### Quantitative Benefits to Business

##### 1. Reduction in Document Costs

- o Previously, the Company used carbon paper to issue approximately 2,000 payslips per month or 24,000 per year.
- o Switching to E-Payslip reduces paper costs by up to 98,400 baht per year.
- o The E-Payslip system incurs an annual cost of 15,000 baht, resulting in a net cost saving of up to 83,400 baht per year for the Company.

##### 2. Increased Operational Efficiency

- o Reduces the HR department's workload related to printing, distributing, and preparing documents, as well as the time required to send them to employees.
- o Minimizes errors in document issuance and enables employees to access their payslips more conveniently and quickly through the online payslip management system.

#### Quantitative Benefits to Society and Environment

1. Reduction in Paper and Natural Resource Usage
  - o Reduces carbon paper usage by 24,000 sheets per year.
  - o Reduces CO<sub>2</sub> emissions from paper production by approximately 140.4 kilograms per year.
  - o The Company can reduce CO<sub>2</sub> emissions by approximately 0.19 tons per year, which is equivalent to planting 9 trees annually.
  - o Reduces CO<sub>2</sub> emissions from burning or landfilling carbon paper by approximately 46.8 kilograms per year.
2. Support the concept of Green Organization
  - o Modernize the organizational image and make it environmentally friendly.

## Project Name: Elimination of Plastic Boxes and Cutlery from Employee Lunch Support Activities

The Company acknowledges the challenges in lunch support, where meals were previously pre-prepared by restaurants, leading to cold food and an increased risk of spoilage. Additionally, the use of single-use plastic boxes and cutlery posed potential health concerns for employees and contributed to excessive plastic waste. To address this issue and promote better hygiene, the Company has revamped the lunch service format, replacing pre-packaged plastic containers with freshly served meals directly onto employees' plates. This approach ensures food quality and freshness, reduces plastic waste, and enhances employee hygiene and safety.

### Operational Results

In 2024, the Company eliminated the use of plastic boxes and cutlery by approximately 150,480 pieces.



### Quantitative Benefits to Business

1. **Reduction in Material Costs**
  - On average, the Company uses approximately 12,540 plastic boxes and cutlery per month for employee lunches, or 150,480 pieces per year (calculated from the average number of employees throughout 2024 (570 people) x working days).
  - This translates to a cost reduction of approximately 64,083 baht per month or 769,000 baht per year.
2. **Increased Quantity of Food and Other Employee Benefits**
  - be used to enhance lunch support, providing additional benefits to employees, resulting in increased employee satisfaction.

### Quantitative Benefits to Society and Environment

1. The cost savings can be used to hire local community vendors around the Company, such as dessert shops and fruit vendors, increasing community income circulation and improving employee welfare and health by eliminating plastic food containers.
2. Reduction in Plastic Waste and Environmental Impact
  - Reduces the amount of single-use plastic boxes and cutlery by approximately 313.5 kilograms per month or 3,762 kilograms per year.
  - Reduces CO2 emissions from the production process by up to 22,570 kilograms per year.
  - Reduces CO2 emissions from plastic waste disposal processes by 10,910 kilograms per year.

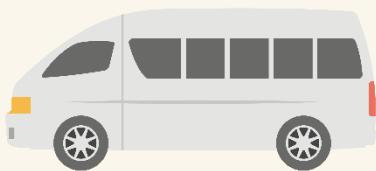
The Company can reduce CO2 emissions by approximately 33.48 tons per year, equivalent to planting 1,521 trees per year
3. Support for Green Organization Concept
  - Fostering a Culture of Using Environmentally Friendly Containers
  - Enhance the Company's image as a model of sustainability.

## Project Name: Support for Employee Travel via Company Shuttle Vans

The Company has a policy to promote employee welfare to enhance quality of life and job satisfaction. Surveys indicate that many employees face significant travel expenses each month, particularly those who live far from the workplace or do not own personal vehicles. To address this issue and strengthen the bond between the Company and its employees, the Company initiated a shuttle van service, with routes tailored to employee needs in various areas. This initiative provides additional benefits, reduces personal expenses, and offers more convenient transportation to work.

### Operational Results

In 2024, the Company reduced employee travelling journey by up to 40 people/day.



### Quantitative Benefits to Business

#### 1. Reduction in Employee Travel Expenses

- The Company supports employee shuttle services to reduce travel costs.
- Provides employees with a convenient and timely commute to work.

#### 2. Increased Work Efficiency

- Reduces fatigue from traveling by public transport or personal vehicles.
- Allows employees to use travel time productively, such as preparing for work or resting.

### Quantitative Benefits to Society and Environment

#### 1. Reduction in Personal Vehicle Use and Fuel Combustion

- Decreases the number of personal vehicles used for commuting by 40 cars per day, helping to alleviate traffic congestion.
- Reduces CO<sub>2</sub> emissions from employees' personal vehicle use by 34.56 kilograms per day or 8,640 kilograms per year.
- Reduces CO<sub>2</sub> emissions from fuel combustion by 18.9 kilograms per day or 6,900 kilograms per year.

The Company can reduce CO<sub>2</sub> emissions by approximately 15.54 tons per year, equivalent to planting 706 trees per year

#### 2. Support for Green Organization Concept

- Encourages employees to choose environmentally friendly travel options.
- Enhance the Company's image to be modern and sustainability-conscious.

## Risk Management System

Aurora Design Public Company Limited prioritizes the implementation of a Business Continuity Management (BCM) system alongside Enterprise Risk Management (ERM) system alongside Enterprise Risk Management (ERM) to enhance stability across all operational processes. Preparedness for unexpected events and effective risk management are key factors in building stakeholder confidence and supporting the organization's long-term sustainability. The Company has set a critical goal to reduce the number of actual risk-related issues to zero by 2024.

### Business Continuity Management and Risk Management System Implementation Approach

The Company is committed to the systematic development of risk management and Business Continuity Management (BCM) processes. This begins with testing the readiness of emergency plans (DRP) and establishing strategic goals, organizational structure, and environmental considerations. A comprehensive risk identification and assessment process is conducted both internally and externally, ensuring that risks are prioritized for optimal management. The Company's BCM strategy focuses on preparedness for events that may impact long-term business operations, ensuring that operations can continue seamlessly and stably, even in challenging situations.

### Operational Result

The Company has finalized its emergency IT situation plan and risk management framework within the Disaster Recovery Plan (DRP) by 2025, incorporating goal-setting, strategic planning, and organizational structuring to mitigate operational and strategic risks. Additionally, risk-related information is disclosed in the 5 6 - 1 One Report to enhance operational transparency. The Company is also expanding the development of its Business Continuity Management (BCM) system to further strengthen long-term stability and increase stakeholder confidence in its readiness and risk management capabilities.



Number of actual risk

problems = **0 case**

## Risk Assessment from Reliance on Few Suppliers

### Risk Identification

Currently, the Company's procurement process involves ordering production and purchasing from domestic suppliers. The Company selects suppliers based on the following evaluation criteria:

1. Suppliers must be able to deliver products within the specified timeframe.
2. Suppliers must meet quality and standard requirements.
3. Suppliers must be able to provide credit terms as specified by the Company.

Based on these criteria, the Company has selected and placed orders with 17 main suppliers who meet the established evaluation standards. In 2024, the Company faces a low level of the risk regarding supplier dependence, as it has diversified its supplier base. If any supplier is unable to deliver products on time, the Company can source from other suppliers without impacting its procurement plans or costs. Such incidents have been extremely rare in the past, as suppliers have consistently delivered high-quality products on time. Additionally, the Company has maintained strong and long-standing relationships with its suppliers.

### Risk Assessment

In 2024, there were no incidents where manufacturers and suppliers encountered issues that led to delayed deliveries to the Company. The Company has assessed the risk level in this area as low, given its robust monitoring and daily procurement and production planning. By leveraging data analytics to track inventory levels, the Company effectively minimizes the risk of stock shortages. Additionally, the Company mitigates risks by diversifying procurement and production across multiple suppliers. Therefore, this risk factor is considered manageable and at an acceptable level. However, the Company remains vigilant and proactive in risk management. The Inventory department continuously monitors these factors to ensure sustainable cost control and profitability.

## Personal Data Management (PDPA)

The Company prioritizes confidentiality and personal data security, aiming to reduce PDPA-related complaints to zero by 2024 through strict policies and compliance measures aligned with PDPA laws. To achieve this, the Company has implemented strategies to develop a secure data management system for the storage and usage of personal data. Additionally, employees at all levels receive comprehensive training on data protection policies, reinforcing customer and stakeholder confidence in the Company's commitment to data security.

### Operational Approach

1. The Company has established policies and guidelines regarding PDPA compliance, outlined in the personal data protection policy, which is published on the Company's website for stakeholders to access and acknowledge.
2. The Company has implemented procedures for obtaining consent from data owners and established secure data management methods, ensuring compliance with the personal data protection policy.
3. The Company has introduced a formal process for requesting the use of personal data within the organization. Requests must be submitted through a designated form on the Company's internal website and require approval from the Data Protection Officer (DPO) before any personal data is accessed or used. In 2024, a total of 126 personal data usage requests were recorded:
  - Customer data: 124 times
  - Employee data: 1 time
  - Partner data: 1 time

The Marketing Department of Thong Ma Ngern Pai and Modern Gold had the highest number of data usage requests.

### Guidelines for Information Security Management and Data Leakage Prevention

The Company recognizing the importance of information protection in building customer and stakeholder confidence, the Company has developed comprehensive data security management and leakage prevention guidelines. These efforts focus on enhancing information security standards and raising awareness across the organization, as follows:

1. Conduct continuous risk assessments and information system audits to enhance security standards.
2. Foster employee awareness of the importance of information security through regular training programs.
3. Implement advanced tools and technologies to prevent and detect anomalies within the system.
4. Strictly comply with data security laws and regulations to ensure legal and regulatory adherence.
5. Regularly conduct information system security testing through Vulnerability Assessment (VA) and Penetration Testing (Pentest) processes to identify vulnerabilities and strengthen effective preventive measures.

The Company is committed to operating transparently and efficiently to safeguard data security and build long-term trust with all stakeholders.



Number of complaints regarding  
PDPA = **0 case**

## Other Significant Operations in 2024

### Complaints and Whistleblowing Results (Whistleblowing)

The Company has established policies and practices for whistleblowing, providing multiple channels for all stakeholders to report concerns through five channels: the Company's website, phone, email, mail, and in-person reporting. In addition to these channels, employees can inquire or submit complaints if they suspect violations or non-compliance with the code of conduct through the following departments:

- Internal Audit Department
- Human Resources Management Department
- Corporate Governance Department
- Trusted Supervisors at All Levels

The Company has also established processes for receiving and handling stakeholder complaints, including investigation procedures, appointing investigation committees, monitoring, and resolving complaints. The Company prioritizes protecting the rights of whistleblowers and related individuals to ensure fairness and prevent retaliation by implementing effective information management technology, defining data access rights, and conducting annual reviews. Additionally, summary reports are prepared for management and relevant parties to track cases and implement necessary improvements.

In 2024, the Company received complaints and whistleblowing cases, categorized as follows:

Whistleblowing on Corruption	<b>22 cases</b>
Other Complaints	<b>5 cases</b>
Total	<b>27 cases</b>



In summary, all complaints and whistleblowing cases in 2024 have been investigated, monitored, and addressed in accordance with the Company's rules and policies.

## Supply Chain Management

The Company's goal in implementing sustainability (ESG) guidelines.

### Supplier Management

Aurora Design Public Company Limited emphasizes equality and integrity in business dealings with suppliers to achieve the goal of creating sustainable supply chain management value. The focus is on ensuring product and service quality, which plays a significant role in ESG operations, fostering mutual benefits for all stakeholders.

#### Supplier Management Approach

Aurora Design Public Company Limited strictly adheres to policies and legal agreements with suppliers, ensuring the best options while treating all suppliers equally, transparently, and fairly. This approach fosters strong relationships and promotes sustainable development with suppliers. To align the Company's business operations with these principles, the Company has established a code of conduct and guidelines for dealing with suppliers as follows:

- Conduct procurement transparently in accordance with business ethics, considering needs and value for quality, price, and quantity. Provide equal, accurate, clear, and complete information to suppliers, avoid discrimination, and promote fair competition under strict policies and criteria, aligned with evolving business conditions.
- Set supplier registration criteria for the Company's procurement of goods and services, covering various assessment areas.
- Establish quality and performance evaluations to ensure high-quality suppliers, setting clear goals for ethics, occupational health, environmental responsibility, social respect, and human rights under corporate governance strategies in supply chain management.

## Company's Supplier Management Operations Approach

### Risk Assessment

#### 1. Economic Dimension

The Company adheres to good governance principles, balancing stakeholder interests as a core aspect of business management. While focusing on profitable growth with cost-effective strategies, the Company also ensures economic stability for both the organization and the national economy.

#### 2. Environment

The Company establishes sustainable procurement policies, ethical guidelines, and supplier practices that incorporate social and environmental considerations. It aims to manage the supply chain efficiently, transparently, and fairly, with a strong commitment to human rights. The Company's policies cover key issues such as fundamental human rights, child labor, working conditions, compensation, occupational health and safety, business ethics, environmental standards in

production processes, and supplier products and services. Additionally, the Company encourages suppliers to adopt sustainable procurement policies and take responsibility for all stakeholders.

- Environmentally conscious product design
- Reducing greenhouse gas emissions
- Energy management for electricity savings
- Efficient water use management and reduction
- Waste management, recycling promotion, and reuse

### 3. Social

The Company is committed to fair and equal human resource management, ensuring care and attention to suppliers and customers, while also building strong relationships with nearby communities.

- Occupational health and safety management in the workplace
- Human rights and child labor
- Employee engagement and building good relationships
- Confidentiality and personal data security (PDPA)
- Social assistance

### 4. Corporate Governance

The Company has established a Sustainability and Corporate Governance Committee to set and review governance policies, sustainability policies, anti-corruption policies, business ethics, and work practices, ensuring alignment with legal and international governance standards. Additionally, the Company provides sustainable development training covering environmental, human rights, governance, and anti-corruption aspects, along with personal data protection and cybersecurity risk management, incorporating post-training knowledge tests. This initiative aims to foster awareness among employees at all levels, reinforcing good governance practices and positioning the Company as a sustainable and transparent business leader in governance sustainability.

#### **Criteria for Selecting Vendors for Approve Vendor List (AVL)**

Evaluation Criteria:

- Grade A (90%-100%): Excellent level / Listed in the vendor registry
- Grade B (70%-89%): Good level / Listed in the vendor list
- Grade C (50%-69%): Moderate level / Notified for improvement but still listed in the vendor list
- Grade D (0 % - 49 %): Notified for improvement and may be considered for removal from the vendor list

#### Annual Evaluation Results 2024

Evaluation Results	Product	Non-Product
A	3	14
B	30	44
C	0	4
D	0	0
<b>Total Vender</b>	<b>33</b>	<b>62</b>

Note: A = 17 B = 74 C = 4 D = 0

#### ESG Evaluation Results

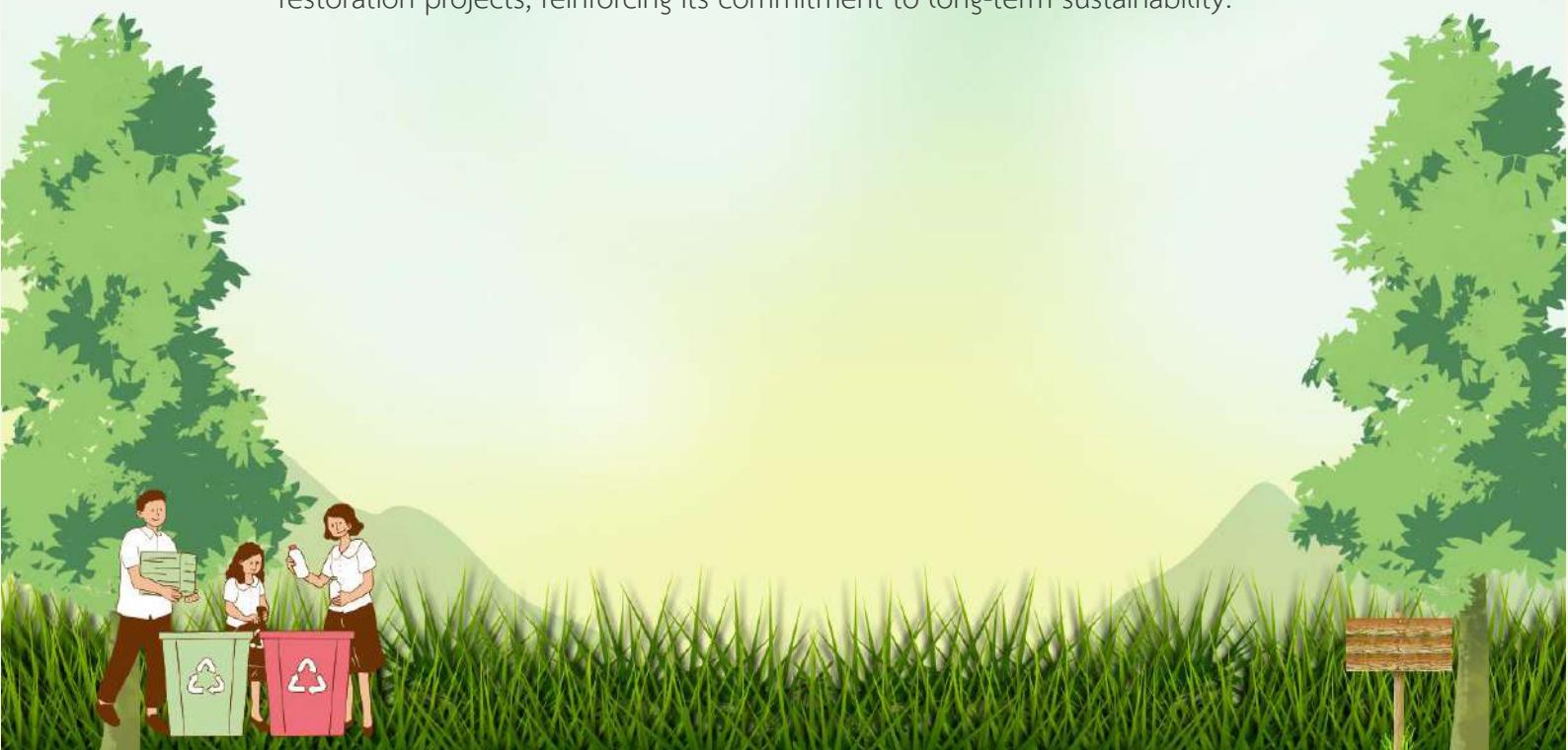
For vendor evaluation, the Procurement Department distributes ESG self-assessment forms to vendors for self-evaluation. The Procurement Department has summarized the ESG evaluation results of vendors for the year 2024 as follows:

Evaluation Results	E	S	G
A	29	40	36
B	39	28	32
C	25	25	25
D	2	2	2
<b>Total Vender</b>	<b>95</b>	<b>95</b>	<b>95</b>

Note: E= Environment, S= Social, G= Governance



The Company prioritizes environmentally conscious business operations by designing recyclable products to reduce environmental impact and maximize resource efficiency. Additionally, the Company is committed to lowering greenhouse gas emissions through the adoption of renewable energy and enhancing energy efficiency in production processes. With a focus on sustainable energy management, the Company promotes employee awareness of effective energy use and implements systematic water management strategies to reduce water consumption in production processes. Furthermore, the Company encourages recycling and reuse across all operations to improve waste management efficiency. In support of habitat and ecosystem conservation, the Company actively collaborates with communities to implement environmental protection and restoration projects, reinforcing its commitment to long-term sustainability.

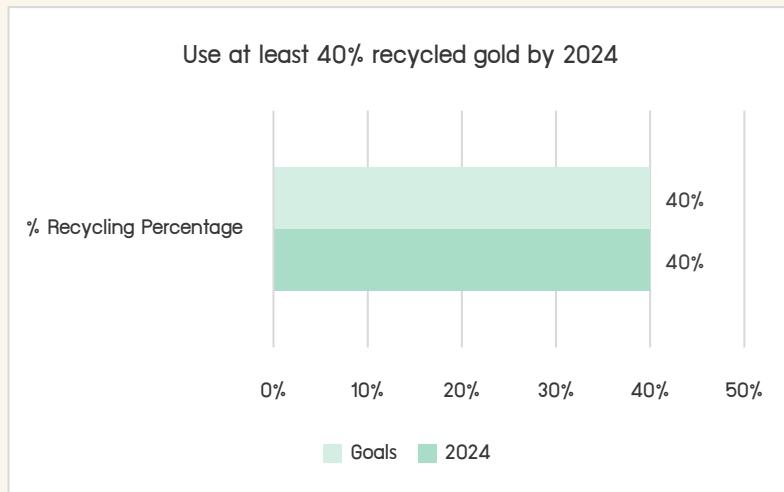


## Environmentally Conscious Product Design

The Company is committed to integrating environmentally conscious product design principles at every stage, from production to recycling, with the goal of using 40% recycled gold in jewelry production by 2024 to promote sustainable resource utilization. This initiative helps reduce reliance on natural resources, minimize the environmental impact of mining, and assure customers that the Company's products contribute to environmental conservation while supporting global resource sustainability.

### Operational Approach

Gold purchased undergoes a detailed sorting process based on quality and type to ensure that recycled gold meets high standards and can be efficiently utilized in production. The sorted gold then enters a recycling process that employs modern, environmentally friendly technology, helping to reduce greenhouse gas emissions and minimize the release of hazardous chemicals into the environment. The recycled gold is then used to craft new jewelry and offered to customers, highlighting the value and benefits of sustainable gold usage. This approach reinforces customer confidence and satisfaction, reflecting the Company's commitment to environmental conservation and sustainable resource management.



## Reducing Greenhouse Gas Emissions

Aurora Design Public Company Limited is committed to sustainably reducing greenhouse gas emissions, targeting a 2% reduction per branch by 2024 compared to the 2023 baseline year. This goal will be achieved through efficient energy use and environmentally friendly process improvements, including reducing paper consumption and recycling waste materials. The Company believes that these strategies will help minimize environmental impact while reinforcing customer and stakeholder confidence in its commitment to sustainability.



Long-term Goals	Aim for Net Zero Emission		Year 2065
	2023	2024	% Greenhouse gas emissions (Greenhouse gas emissions per million baht of profit)
<b>Greenhouse gas emissions volume (unit: tonCO2-eq)</b>			
Greenhouse gas emissions volume scope 1	<b>1,026</b>	<b>1,133</b>	
	<b>612</b>	<b>939</b>	
Greenhouse gas emissions volume scope 2			
Greenhouse gas emissions per profit ( tonCO2-eq / million Baht )	<b>1.93</b>	<b>1.80</b>	<b>ลดลง 6.86%</b>

Note: 1. The company's carbon emissions per profit decreased by 6.86% in 2024 compared to 2023, signaling a positive trend in achieving profit growth efficiently while reducing greenhouse gas emissions per unit of profit. Although total carbon emissions increased due to business expansion, the company successfully reduced carbon intensity per unit of profit. This reflects improvements in environmental efficiency within its operations.

2. V GREEN KU Company Limited is the verifier of the company's carbon footprint reporting for 2023 and 2024

**The 2024 operational plan** of Aurora Design Public Company Limited focuses on reducing greenhouse gas emissions through strategies such as installing solar panels in various locations. The key performance indicator (KPI) for this initiative is the percentage reduction in greenhouse gas emissions per branch. The process begins with an assessment of the installation site, including evaluating direction, tilt angle, and shading, as well as checking the structural integrity of the roof or designated installation area. Once the site is deemed suitable, the appropriate area size for solar panel installation is measured, and the electrical system design is developed to ensure proper integration with the solar panels. Following this, solar panels are installed securely on the inspected area, ensuring safe and efficient system operation. After installation, the system is tested to verify the functionality and stability of both the solar panels and the connected electrical system. Finally, the Company prepares detailed documentation covering the installation process, technical specifications, diagrams, and user manuals to facilitate proper maintenance and long-term system efficiency, ensuring safe and sustainable operation.



## Efficient Water Management and Reduction

The Company prioritizes water conservation and efficient water use, targeting a 2% reduction in water consumption, measured by the volume of water consumption in cubic meters per every one million baht of sales at headquarters, by 2024. This goal will be achieved through strategies such as installing water-saving devices, inspecting plumbing systems to prevent leaks, and encouraging employee participation in water conservation efforts. This initiative not only helps preserve water resources but also fosters environmental awareness among employees, reinforcing the Company's commitment to sustainability and its dedication to creating a positive and lasting environmental impact.

### Water Conservation Measures

This measure is established to guide employees in the correct use of water, preventing waste and ensuring that only the necessary amount is used. Employees are encouraged to cooperate in water conservation, adopt efficient usage practices, and maintain continuous adherence to these guidelines.

1. Always turn off the water completely after use.
2. Regularly inspect water equipment, pipes, and sanitary ware to ensure they are in good condition. In case of leaks, report to the building department for immediate repair.
3. Use water-efficient equipment that meets standards for conservation.
4. Install a main water valve to prevent water leakage outside working hours.
5. Use liquid soap instead of bar soap for handwashing, as bar soap requires more water for rinsing.
6. Avoid letting water run continuously while washing your face, rinsing your mouth, or brushing your teeth, as it leads to unnecessary waste.
7. Wipe food residues before washing dishes to reduce water usage, improve cleaning efficiency, and minimize excess dishwashing liquid, which requires more water for rinsing.
8. Use a container to hold water when washing dishes, vegetables, or fruits instead of letting water run from the tap.
9. Use a container to hold water for mopping floors and clean equipment within the container instead of using a hose for direct washing.
10. Do not dispose of trash in the toilet, as it can cause clogs and require excessive water for flushing.
11. Regularly check the water meter to monitor monthly usage and detect leaks. Turn off all water sources and observe the meter—if it still moves, a leak is present.

## 2024 Operational Plan

The Company has planned operations for 2024 to promote sustainable water conservation, starting with surveying and identifying all necessary equipment for installing water-saving devices, such as implemented automatic faucet installations to reduce excess water consumption caused by unnecessary running. The survey covers both internal and external areas of the headquarters to identify areas for improvement. After installation, the Company conducts thorough inspections and performance evaluations to ensure the efficiency of the new equipment. Periodic assessments of water savings are performed to support continuous improvements and future planning



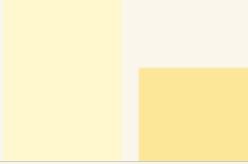
Before

After

## Operational Results 2024

Reduced water consumption **3.57%** from 2023

Cubic meters per revenue of sales in (million baht)



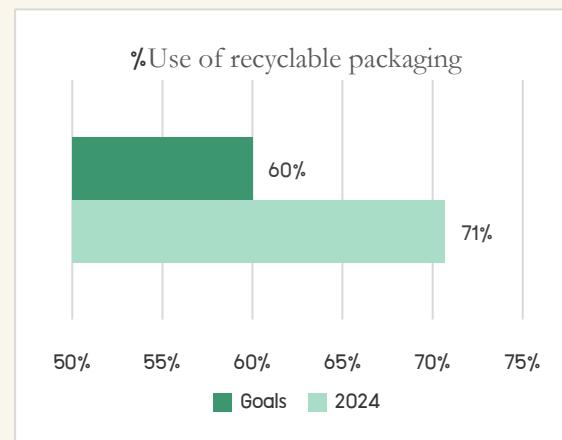
Reduced water consumption	
2566	0.28
2567	0.27

## Waste Management, Recycling, and Reuse Promotion

The Company aims to use recyclable packaging, accounting for 60% of all packaging by 2024. The strategy focuses on efficient resource use and reducing environmental impact by selecting recyclable materials and designing reusable packaging. Additionally, the Company promotes recycling and waste reduction awareness among employees and customers, including campaigns on waste separation, to minimize waste, add value to products, and strengthen confidence in environmental responsibility.

### 2024 Operational Plan

1. Collaborate with material manufacturers and suppliers to develop recyclable materials, ensuring that packaging meets recycling standards.
2. Establish training programs for employees on recycling procedures and waste management to enhance efficiency in waste separation and disposal.
3. Implement a system to track and evaluate the use of recycled packaging, enabling continuous monitoring and problem-solving for further improvements.
4. Disseminate waste management policies and strategies through various channels to raise awareness and gain support from customers and business partners.
5. Work with the research and development team to innovate new packaging solutions that reduce environmental impact and enhance recycling efficiency.



*Note: The Company has not yet systematically recorded waste volume data due to the nature of its gold and jewelry retail business, which generates minimal waste with no significant quantitative impact. However, recognizing the importance of efficient resource management, the Company plans to implement a formal waste data collection system starting in 2024. This will include tracking waste volume, disposal methods, recycling, and reuse. By doing so, the Company aims to monitor and analyze waste reduction strategies more effectively, aligning with its environmental policies and long-term sustainability goals.*



Packaging for gold leaf application

## Energy Management

The Company focuses on developing an efficient energy management system by utilizing modern and environmentally friendly technology, while also educating and training employees on energy conservation to achieve the goal of reducing energy consumption by 5%, as measured by the amount of electricity consumption (kilowatt-hours) per every one million baht of sales, by 2024.

### 2024 Operational Plan

The Company is committed to efficient energy management, with key performance indicators (KPIs) focused on solar panel installation and energy-saving projects to reduce energy consumption and promote sustainability within the organization. The operational plan is as follows:

1. Select the appropriate size and type of solar panels, inverters, and other components, designing a system that meets the organization's energy needs. This approach enhances solar energy production efficiency and reduces reliance on primary electricity sources.
2. Encourage employees to turn off electrical appliances when not in use and unplug devices to minimize standby power consumption, effectively reducing energy waste and long-term energy costs.
3. Set air conditioning temperatures to appropriate levels, such as 24-26 degrees Celsius, to optimize energy efficiency while maintaining workplace comfort.
4. Launch internal awareness campaigns through various channels, including signage, promotions, and training activities, to encourage behavioral changes in electricity usage. These initiatives promote actions such as turning off lights when not in use, using electricity efficiently, and selecting high-efficiency appliances, fostering a culture of energy conservation within the organization.



### Operational Results 2024

Electricity consumption decreased by **10.97%** from 2023.

(kWh per 1 million THB of sales)

Electricity consumption	
2566	26.37
2567	23.48

## Commitment to protect and restore natural habitats and ecosystems

The Company aims to implement at least three habitat and ecosystem protection and restoration projects by 2024. The strategy focuses on promoting employee and community engagement while fostering collaborations with relevant organizations and agencies. These projects are designed to create a positive environmental impact, enhance long-term sustainability, and reflect the Company's commitment to environmental responsibility.

To achieve the goal of protecting and restoring habitats and ecosystems by 2024, the Company has developed an operational plan starting with the survey and selection of relevant projects at both the local and national levels. The selection process considers the suitability and environmental impact of each project, as well as its effect on local communities. The Company ensures thorough monitoring and evaluation of the effectiveness of supported projects to confirm that they meet their objectives and generate the expected positive impact. Additionally, a summary report is prepared to assess project outcomes and propose improvement strategies to management, facilitating the development and enhancement of future initiatives.

The Company collaborates with the Seub Nakhathien Foundation, the Ratchaphruek Institute Foundation, and the Forest Welfare Fund to support the protection and restoration of natural habitats and ecosystems. This commitment is demonstrated through donations and project support aimed at promoting environmental conservation and preserving natural resources, ensuring a sustainable future.

### Project 1: Seub Nakhathien Foundation Project



### Project 2: Ratchaphruek Institute Foundation



### Project 3: Forest Welfare Fund





The Company prioritizes creating a safe working environment by regularly inspecting and improving occupational health systems to reduce accident risks and enhance employee confidence. It strictly adheres to human rights principles and opposes child labor, reinforcing stakeholder trust. The Company also promotes employee engagement by developing skills, providing good welfare, and fostering a positive workplace atmosphere. Additionally, it ensures strict personal data protection through robust security systems in compliance with PDPA laws, safeguarding customer and employee data. Furthermore, the Company actively supports social projects that strengthen community relationships and contribute to social sustainability.



## Employee Engagement

The Company emphasizes building employee engagement as a key factor in enhancing work efficiency and satisfaction. With a goal of increasing employee engagement to 80% by 2024, the Company has set clear KPIs and implemented strategies that focus on listening to employee feedback, supporting skill development, and fostering a positive work environment. This commitment not only helps the Company achieve its business objectives but also promotes a sustainable and supportive workplace culture.

### Operational Plan

1. Design a comprehensive questionnaire covering all aspects of work to measure employee satisfaction and engagement, ensuring that questions are clear, easy to understand, and reflective of genuine employee opinions.
2. Allow employees at all levels to participate in the satisfaction assessment, ensuring that data is collected from all departments to provide diverse and comprehensive insights.
3. Compile questionnaire results to identify trends and areas for improvement, preparing clear and detailed analytical reports for further action.
4. Organize workshops where employees can propose solutions and improvements in areas requiring development, encouraging active participation in the change process.
5. Compare assessment scores annually to track progress and introduce new activities or projects in areas with low scores, enhancing overall employee satisfaction and engagement



% Employee Engagement **79%** for 2024

**target 80%**

### Personnel Development and Career Advancement Plan

The Company values its personnel as the most valuable resource, recognizing that employee potential development is essential for enhancing service quality and strengthening organizational competitiveness. To support this, the Company has established a comprehensive personnel development approach for all job levels, promoting systematic learning and skill development. This includes learning opportunities from both internal and external sources, enabling employees to adapt effectively and consistently produce high-quality work.



## Personnel Development Approach

The Company categorizes personnel development into three main groups as follow:

Operational and General Branch Employees	Supervisory Level Employees	Executive Level Employees
<ul style="list-style-type: none"> <li>This group plays a crucial role in directly serving and advising customers on products. The Company ensures that employees understand products thoroughly and provide excellent service standards.</li> <li>Conducts internal training led by experienced supervisors, covering 19 product topics (Product Checklist 19 topics), including business ethics training such as anti-money laundering.</li> <li>Regularly evaluates and tests employees' knowledge to ensure they meet standard competency levels.</li> </ul>	<ul style="list-style-type: none"> <li>The Company emphasizes the balanced development of both emotional intelligence (Soft Skills) and technical expertise (Hard Skills).</li> <li>Training covers key topics such as leadership skills, communication, team management, workplace safety, and emergency management.</li> <li>Supports learning through online courses and allows employees to propose additional training courses, including Data &amp; AI, Risk Management, and Audit Report Writing.</li> </ul>	<ul style="list-style-type: none"> <li>The Company focuses on in-depth business management skills development, covering topics such as Business Transformation, Finance and Leadership.</li> <li>C-Level executives are sent to specialized courses to enhance their management and decision-making capabilities.</li> </ul>

## Training Plan for 2024

The Company plans training programs for all branch and new sales employees, establishing 19 training topics with a target of at least 50 training hours per person per year. The Company collects data and summarizes the results as follows:

Average Training Hours in 2024	
Goals	Training 50 hours/person/year
Results	Training 100 hours/person/year
Number of Employees Trained	411 people

## Employee Capacity Development Courses

The Company mandates the “Retail Gold Jewelry Sales” course for all branch and sales employees. Trainees must complete training and testing according to set criteria. This course is designed to develop essential skills and knowledge for the job, with three main objectives:

- To increase knowledge about the products sold.
- To enhance employees' skills in sales and product checking.
- To improve work efficiency and service.

Course: Introduction to Gold Jewelry	Training Duration
Course Description: Covers the chemical composition and properties of gold and other metals mixed with pure gold to form gold jewelry, such as silver and copper. Topics include maintenance and cleaning of gold jewelry, differences in commercial gold jewelry types across different countries, factors affecting gold bar and jewelry prices, gold investment vs. other assets, retail gold sales in Thailand, gold jewelry patterns and styles, gold shop symbols and brands, international gold standards, and Thai standards.	Trainees must attend at least 80% of the course hours to ensure they acquire the necessary knowledge and skills.
Course: Calculations Related to Gold Jewelry	Expected Outcomes
Course Description: Covers gold jewelry weight and measurement units, calculating gold prices using calculators, inspecting gold jewelry for purchase and exchange, differences between gold and other metals, visual inspection, inspection with various tools, and safety in using tools. Also includes components of effective meetings and workplace communication, effective teaching methods, purchasing and exchange methods, gold inspection, warranty inspection, and necessary quality checks.	พนักงานสามารถให้คำแนะนำลูกค้าเกี่ยวกับทองรูปพรรณได้อย่างถูกต้อง <ul style="list-style-type: none"><li>• Employees can accurately advise customers on gold jewelry.</li><li>• Employees understand factors affecting gold prices and market trends.</li><li>• Improves sales efficiency and builds customer confidence.</li></ul>
Course: Receiving Gold for Gold Financing	
Course Description: Focuses on inspecting gold percentage and brand, tool safety, price evaluation, document management, gold jewelry inspection for purchase and exchange, receiving gold for Gold financing business and a basic knowledge test on gold ornament.	

## Training and Skill Development Performance Report

### 1. Training Objectives

The “Retail Gold Jewelry Sales” course is designed to develop employees' skills in product presentation, customer service, and closing sales techniques. The focus is on creating a positive customer experience while effectively increasing sales.

### 2. Evaluation Method Employee evaluation after training considers:

- Comparing sales before and after training to measure quantitative results.
- Understanding and application in work through annual performance evaluation forms to analyze employee development.

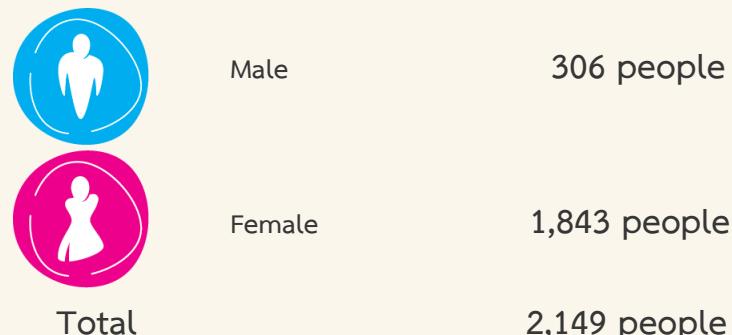
### 3. Results Achieved

#### Sales Comparison Before and After Training

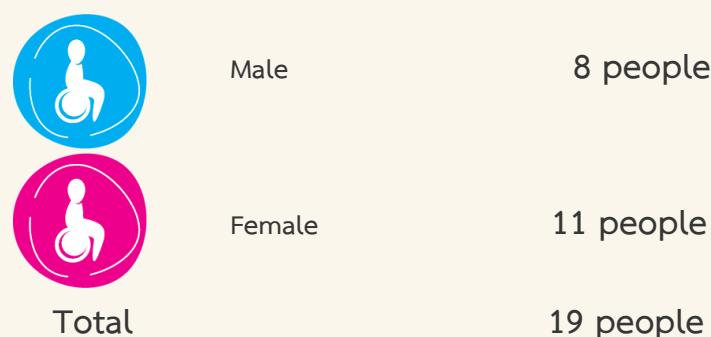
- Before training: Average employee sales were 2,054,779 Baht/person/month
- After training: Average employee sales increased to 2,201,753 Baht/person/month
- Growth Rate: Increased by 7.15%

#### Employment in 2024

##### Number of employees by gender

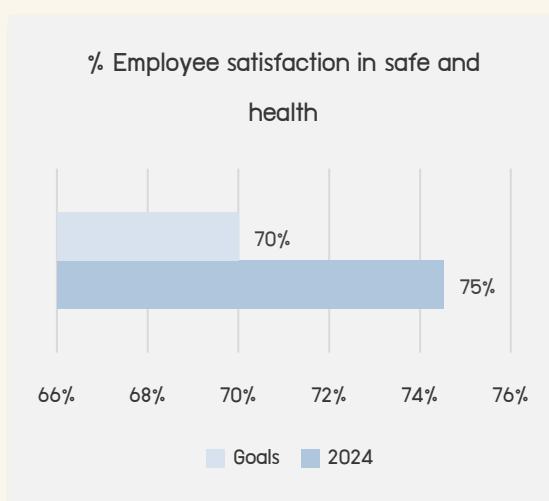


##### Number of disability employment



\*In 2024, the employee resignation rate was 33.90%.

## Occupational Health and Safety Management in the Workplace



The Company aims to increase employee satisfaction in occupational health and safety to 70% by 2024, implementing effective measures in line with international standards. Recently, the Company received ISO 45001:2018 certification from a leading certification body, confirming its commitment to creating a safe working environment, reducing accident risks, and fostering a culture of health and safety awareness.

Indicators	Set Goals	Result in 2024
1.1 Lost Time Accident (LTA) statistics	Employees and contractors equal to 0	0
1.2 Fatal accident statistics.	Employees and contractors equal to 0	0
1.3 Total Recordable Injury Rate (TRIR)	Employees and contractors equal to 0	0
1.4 Compliance with safety laws	Compliance with safety laws 100%	Compliance with safety laws 100%

### Operational Plan

The Company has initiated the implementation of the ISO 45001:2018 occupational health and safety management system. A professional safety officer has been appointed, and an ISO 45001:2018 system consultant has been hired to assist in system implementation and the certification application process from auditors by the end of the year. Currently, the Company complies with ISO 45001:2018 standards and relevant safety laws through the following measures:

1. Conducting safety training for safety officers, supervisors, management, and the Occupational Health and Safety Committee (OHSC).
2. Developing safety-related manuals, including Work Instructions (WI), Procedures, and Forms.
3. Appointing a policy steering committee and setting safety goals.
4. Conducting basic fire training and annual emergency evacuation drills with an established emergency procedure plan.
5. Installing fire protection systems, including fire alarms, emergency lights, fire extinguishers, fire exits, and assembly points.
6. Appointing an Occupational Health and Safety Committee (OHSC) and holding monthly meetings, with the list of members reported to the local Department of Labor Protection and Welfare.
7. Providing safety officer training for supervisors and management, ensuring registration with the local Department of Labor Protection and Welfare.

8. Conducting annual environmental assessments, covering lighting, hazardous chemicals, wastewater, and drinking water quality.
9. Performing annual electrical system and equipment inspections to ensure compliance and safety.



## Human Rights and Child Labor

The company prioritizes human rights protection and the prevention of child labor, aiming to reduce related complaints to zero by 2024 through comprehensive employee training at all levels. Additionally, the company fosters a corporate culture that respects human rights and strictly complies with labor laws, ensuring stakeholders that we are a truly socially responsible organization.

### Operational Plan

The Company conducts surveys and selects expert speakers on human rights and child labor prevention to ensure that training content is accurate and comprehensive. This initiative enhances employee knowledge and awareness of human rights at all levels, helping to reduce complaints and potential risks. Additionally, it reinforces stakeholder confidence in the Company's transparency and commitment to sustainability.

### Operational Results

The Company conducted human rights training for supervisory-level employees on April 23, 2024, to enhance their knowledge and understanding of human rights principles and reinforce compliance with ethical labor practices.



Number of Human rights and  
child labor complaints  
= 0 case

## Social Assistance

The Company is committed to creating a positive social impact by supporting at least 4 social initiative projects by 2024. The Company strategically selects projects that align with its core values, ensuring meaningful contributions to society. This initiative not only enhances the Company's image but also strengthens stakeholder confidence in its genuine commitment to social responsibility.

### Operational Plan

The Company conducts surveys and carefully selects social projects that align with its policies and objectives by assessing community needs and identifying areas where assistance can have the greatest impact. Support is provided through monetary contributions or donations of necessary resources to promote and develop projects for maximum community benefit. Additionally, the Company ensures continuous monitoring and evaluation of project operations to confirm that objectives are met. Progress and success are transparently and clearly reported to stakeholders, reinforcing the Company's commitment to social responsibility.



Aurora Design Public Company Limited, in collaboration with the Do Good ("Tham Dee") Foundation, organized the "Thais Do Not Abandon Each Other" project to support flood victims. The initiative involved collecting donations of essential items, including consumer goods, rice, dry food, and drinking water. Additionally, the Company contributed a 500,000 baht donation to the Foundation to further assist those affected.

Supported more than 4 social projects in 2024.



Aurora Design Public Company Limited recognizes the importance of youth development and fostering strong community relationships. On National Children's Day, January 13, 2024, the Company organized activities to support and promote youth development in education and quality of life by providing scholarships, lunch, and educational materials to nearby schools and communities.



This project covered seven locations, including Kanoksiri Anusorn School (530 people), Permsap Community (30 people), Permsap Condo Community (30 people), Mahasin Community (30 people), Bangna Community (30 people), Bangna Police Station (30 people), and Udomsuk Police Station (30 people), benefiting a total of 710 people.

## Community and social development plan with participatory approach

The Company is committed to conducting business with a focus on organizational sustainability alongside community development. It prioritizes creating employment and distributing income to communities nationwide through hiring that covers all regions. This not only helps improve the quality of life for families within these communities but also serves as a crucial driving force in developing the economy at the infrastructure level, leading to continuous growth in various aspects.

Furthermore, the Company also prioritizes community development at the grassroots level through the provision of scholarships and the maintenance of educational institutions. It also promotes activities that offer opportunities for youth to express their creativity and further their knowledge, which will serve as a crucial foundation for their future career development and income generation.

### Social and community projects and initiatives

Currently, the Company operates hundreds of branches nationwide and places strong emphasis on hiring individuals from surrounding communities. Special consideration is given to candidates residing within a 10-kilometer radius of each branch. This approach aims to promote income distribution to local communities and create employment opportunities within the area. Moreover, the income earned by employees helps stimulate the local economy through spending at local shops and businesses, thereby strengthening the economic resilience of the surrounding communities.

#### Employing local residents

The Company is committed to conducting business based on the principle of fairness at all levels, in accordance with ethical and business conduct frameworks. It also prioritizes promoting employment for disadvantaged individuals and persons with disabilities to support the government's Sustainable Development Goals, including poverty eradication, promotion of quality education, creation of decent work, and reduction of social inequalities.

For this reason, the Company continuously supports and promotes employment opportunities for underprivileged individuals and people with disabilities, with a focus on providing equal opportunities in both career paths and professional growth. Currently, the company supports the employment of persons with disabilities in healthcare facilities across more than 12 provinces nationwide. The positions offered are diverse, including administrative officers, physical therapy assistants, data entry clerks, general service staff, and sewing personnel. This initiative aims to ensure that everyone has the opportunity to participate in the workforce and enjoy a sustainably improved quality of life.

Employment in 2024	
Number of provinces (provinces)	47
Number of employment (people)	2,149
Minimum average salary (Baht) / person / year	158,400
Employment for Individuals with Disabilities in 2024	
Number of provinces (provinces)	12
Number of employment (people)	19
Minimum average salary (Baht) / person / year	119,720

## Collaborative support for communities and sustainable community problem-solving

### Employee lunch activity giving back to the community.

The Company has a policy of providing daily lunch for over 500 employees working at its headquarters on all working days. This initiative aims to alleviate the cost of living burden for employees working in the central business district, an economic zone with a higher cost of living compared to other areas. Furthermore, this activity also fosters a positive work environment by providing an opportunity for employees to spend lunchtime together, communicate, exchange ideas, and strengthen unity within the organization.

Beyond the benefits for employees, this initiative also helps reduce travel outside the company premises during the lunch break, a time of heavy traffic. This results in employees having more time to rest and also contributes to reducing pollution from vehicle use and fuel consumption. Importantly, the Company aims for this activity to be part of its business operations that give back to society and the community. It selects restaurants that provide lunch for employees from local eateries in the vicinity of the company to distribute income to small-scale entrepreneurs, whether local residents or small and medium-sized enterprises (SMEs). Each month, the Company supports more than 10 local businesses consistently throughout the year, which tangibly helps promote the local economy and create business opportunities for small-scale operators.

**In 2024, the Company allocated a budget of over 6,698,000 Baht for employee lunch expenses to continuously support employee welfare and enhance their quality of life.**

### Supporting school lunches, scholarships, and extracurricular activities.

The Company prioritizes supporting education within the surrounding communities, recognizing that education is a crucial foundation for career development and a fundamental factor in generating household income. Consequently, the Company is committed to providing ongoing support to educational institutions through various activities, including awarding scholarships to youth studying in schools under the Bangkok Metropolitan Administration, providing lunch support on special occasions, donating prizes for student activities, and providing financial support for the maintenance and development of educational institutions. In 2024, the Company collaborated on a project with Amnuaiyanok Siri Anusorn School, benefiting over 600 students who received scholarships and prizes from the Company. This included providing stationery sets, books, learning materials, and educational toys to promote learning and enhance the potential of the students.

Furthermore, the Company also supports community activities in the surrounding areas, such as donating gifts for Children's Day events in collaboration with various communities, including Mahasin Community, Permsap Community, and Bangna Community, as well as Bangna Police Station and Udom Suk Police Station. This initiative helps alleviate the financial burden on more than 780 families in the community throughout the year, with the aim of providing better opportunities for children and youth in the area and fostering a sustainable positive relationship between the Company and the community.



### Quantitative social returns

The Company has expanded employment opportunities through its over **488 branch** stores nationwide, resulting in the hiring of more than **1,496 employees** within local communities. This has generated income for households in various areas across the country. The details of the income distributed back to the communities are as follows:

Sales/Branch Employment in 2024	
Number of branch (branches)	488
Number of employment (people)	1,496
Minimum average salary (Baht) / person / year	210,600

## GRI Content Index

GRI Standard	Disclosure	Location (Page No.)	Requirements Omitted	Reason	Explanation
<b>GRI 2: General Disclosures 2021</b>					
2-1	Organization details	Page 7	None	-	-
2-2	Entities included in the sustainability report	Page 4	None	-	-
2-3	Reporting period, frequency, and contact information	Page 4	None	-	-
2-27	Compliance with laws and regulations	Page 58	None	-	-
<b>GRI 201: Economic Performance</b>					
201-1	Direct economic value generated and distributed	Page 29	None	-	-
<b>GRI 3: Material Topics 2021</b>					
3-1	Process to determine material topics	Page 17	None	-	-
3-2	List of material topics	Page 21	None	-	-
3-3	Management approach for material topics	Page 22	None	-	-
<b>GRI 301: Materials</b>					
301-1	Materials used in operations	Page 44,48	None	-	-
301-2	Recycled input materials use	Page 48	None	-	-
<b>GRI 302: Energy</b>					
302-1	Energy consumption within the organization	Page 49	None	-	-
302-4	Reduction of energy consumption	Page 49	None	-	-
<b>GRI 303: Water and Effluents</b>					
303-1	Interactions with water as a shared resource	Page 46	None	-	-
303-3	Water withdrawal	Page 46	None	-	-

GRI Standard	Disclosure	Location (Page No.)	Requirements Omitted	Reason	Explanation
<b>GRI 304: Biodiversity</b>					
304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	Page 50	None	-	-
<b>GRI 305: Emissions</b>					
305-1	Direct greenhouse gas (GHG) emissions (Scope 1)	Page 45	None	-	-
305-2	Indirect greenhouse gas (GHG) emissions (Scope 2)	Page 45	None	-	-
305-5	Reduction of greenhouse gas (GHG) emissions	Page 45	None	-	-
<b>GRI 306: Waste</b>					
306-2	Management of significant waste-related impacts	Page 48	None	-	-
306-3	Waste generated	Page 48	None	-	-
<b>GRI 401: Employment</b>					
401-1	New employee hires and employee turnover	Page 55,60	None	-	-
<b>GRI 403: Occupational Health &amp; Safety</b>					
403-1	Occupational health & safety management system	Page 56	None	-	-
403-2	Hazard identification, risk assessment, and incident investigation	Page 56-57	None	-	-
403-6	Promotion of worker health	Page 61			
403-9	Work-related injuries	Page 56	None	-	-
<b>GRI 404: Training and Education</b>					
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GRI Standard	Disclosure	Location (Page No.)	Requirements Omitted	Reason	Explanation
404-2	Programs for upgrading employee skills and transition assistance programs	Page 52-54	None	-	-
<b>GRI 406: Non-discrimination</b>					
406-1	Incidents of discrimination and corrective actions taken	Page 37	None	-	-
<b>GRI 408: Child Labor</b>					
408-1	Operations and suppliers at significant risk for incidents of child labor	Page 58	None	-	-
<b>GRI 413: Local Communities</b>					
413-1	Operations with local community engagement, impact assessments, and development programs	Page 50	None	-	-
<b>GRI 418: Customer Privacy</b>					
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Page 38	None	-	-



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