

CENTRALRETAIL TIMES



STRENGTH IN ADVERSITY

Driving forward through times of challenge

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CEO MESSAGE



To our customers, employees, partners, shareholders and the communities we serve:

Since 2020, we have been faced with many challenges. It has been a time of great uncertainty – a time where we put our strength and resilience to test.

Along with the rest of the world, we felt the resounding and long-lasting impacts of the COVID-19 pandemic. Yet throughout these unprecedented times, we're more focused than ever on how to best protect and empower our customers, employees, partners and communities.

Being Central to Life for our stakeholders has always been our purpose. During the start of the pandemic, we immediately implemented health-control measures and adopted technologies to ensure the safety of our customers. We recognised the critical role of our omnichannel capabilities and were the first to launch a complete suite of retail channels, innovating ways to safely access our products and services. And uniting social power across sectors, we provided communities new ways to generate income, supported SMEs nationwide and leveraged existing platforms to offer a total solution for vaccination rollout.

With the new outbreak in 2021, Central Retail thrives on despite uncertainties. We continue to increase work efficiency through technology and strong cash flow whilst seeking new business ventures. Reaching 90% of our pre-COVID performance, Central Retail has accelerated the expansion of Thai Watsadu and Tops market, grew Vietnam's Food category and GO! Malls, acquired the B2B platform COL and enabled the synergy between Central and Robinson Department Stores to better serve fashion and lifestyle segments.

Looking back at our journey filled with many challenges, the pandemic has only given us a renewed sense of strength and reminded us of our ability to adapt and move forward together for sustainable growth.

In the meantime, please stay safe, healthy and connected.

Yol Phokasub
Chief Executive Officer



OUR CORPORATE PURPOSE

Central to Life

At Central Retail, we believe in being **Central to Life**. We adapt, evolve and innovate to consistently create services and experiences that are central to all our stakeholders' needs, fulfilling and inspiring their everyday lives with more.

To drive our purpose forward, we follow the '**CRC**' core pillars that help guide everything we do. We work with **Conviction**, making our work matter to people and the planet, bringing sustained value to all. We move forward with **Resilience**, moving with speed and agility to innovate and turn every uncertainty into opportunity. And we aim for **Collective Success**, championing a culture where we come together in unity to unlock growth together.

We lived by our purpose in everything we do, demonstrating our unwavering commitment to all our stakeholders, in good times and bad times. It has allowed us to work with clarity and confidence, guiding our decisions and shaping the DNA of our business today.

The background features a series of concentric, light gray circles that create a tunnel-like effect, drawing the eye towards the center. In the middle of these circles is a faint, white, six-pointed star or asterisk shape. The overall aesthetic is clean and modern.

RESPONSE TO COVID-19

/ Corporate Initiatives /

Tackling challenges through the ‘Power of Promptness’

Despite the drastic impacts on businesses posed by the COVID-19 pandemic, Central Retail’s strong foundation has enabled the business to quickly adapt into the new normal. The 5 Promptness’ strategy was designed to support the Central Retail & Service platform, enabling the company to tackle new challenges. The 5 Promptness Strategy includes:



Promptness...
to reinvigorate the Thai economy



Promptness...
to elevate hygiene standards



Promptness...
to innovate new ways to fulfil lifestyles in the new normal



Promptness...
to reinvent access across omnichannel platforms



Promptness...
to become ‘Central to Life’ for all, accelerating the Central Retail & Service platform

And last but not least, we champion the ‘promptness’ to power all Thais. Through our video advertisement ‘Prompt’ that follows the story between a father and his son being the source of encouragement for each other, it reminds all of us about the power of hope and the strength we can provide each other. For each time the video is shared, donations were made contributing to youth education, resulting in a total of 2.4 million THB to underprivileged children, creating a profound impact through times of challenge.



/ Corporate Initiatives /

Harnessing the power of collaboration to overcome crisis

With the new wave of the COVID-19 pandemic, Central Retail has stepped up in full and continuous support with four key initiatives under ‘CRC’s Resolve for COVID-19’:

- 1. Collaboration with the Thai Chamber of Commerce to offer spaces in 109 Central Retail stores for vaccine distribution programme
- 2. Collaboration with commercial banks to create the Sand Box project to improve liquidity for SMEs
- 3. Collaboration with all departments to provide support to healthcare professionals and aid patients, and to implement strict public health measures across all stores
- 4. Collaboration with the private sector and the people to promote domestic spending and enable sustainable economic recovery



“As a Thai company that has been around for more than 70 years, our role is to help stimulate the Thai economy and alleviate every crisis faced by the country. We believe that through collaborations from all parties, we can mobilise social power so Thailand can return to normal in no time,” said Khun Yol, CEO of Central Retail





/ Central & Robinson Department Stores /
With You, Anytime Anywhere

Central and Robinson Department Stores move forward with its campaign ‘Central & Robinson, With You Anytime Anywhere’ to continue its support for customers during the new COVID-19 outbreak. And as always, the department stores prioritise the highest standards of safety and hygiene for customers and its employees through deep cleaning procedures, social distancing policies, contactless shopping and adherence to mask usage. To continue to serve the needs of customers whilst bringing peace of mind, omnichannel services are also available for customers to choose their preferred shopping experience across different platforms.



/ Central Department Store / Unlocking greater convenience, together

With Central Department Store's commitment to always be by customers' side, in good and bad times – Central has worked with Thailand's leading hospitals to unlock new conveniences amidst the pandemic. Continuing on the successful partnership with Bumrungrad Hospital in 2020, Central joined forces with Phyathai and Paolo Hospitals in the new COVID-19 outbreak this year to bring hospital staffs, patients and visitors with greater conveniences to do essential shopping across various channels, from Central Chat & Shop through LINE @CentralOfficial to Central Call & Shop and Personal Shopper on tel. 1425.



CENTRAL

ANYTIME ANYWHERE

@ PAOLO






อยู่ที่ไหน
ก็ช้อปปิ้ง
ได้เลย!

ดูแลด้วยใจ
เพราะเราห่วงใยคุณ



/ Thai Watsadu /
Uniting the power of giving

To battle against the spread of COVID-19 infections, Thai Watsadu has launched an initiative to donate three million milliliters of sanitiser to the Ministry of Health, which supports frontline medical staff. The initiative has utilised both online and offline channels across 57 Thai Watsadu branches across Thailand to gather cleaning alcohol and sanitising gel from customers and staff. Additionally, donations were also made to other hospitals and health institutions surrounding Thai Watsadu branches in high-risk provinces.



/ Robinson Lifestyle /
**Standing by our
healthcare heroes**

Robinson Lifestyle, together with its key partners; Singha Drinking Water, Hachiban Ramen, Mister Donut, Auntie Anne’s and local restaurants, actively joined forces to support frontline healthcare workers as they continue to fight the COVID-19 outbreak. The initiative included 700,000 Baht worth of 3,000 sets of food and beverage supplied to 24 hospitals nationwide across provinces where Robinson Lifestyle centers are located. As the Central of Community, Robinson Lifestyle is committed to be a part of overcoming this crisis together, and doing what we can to contribute, encourage and support frontline healthcare heroes who are putting their own health at risk every day to keep the country safe.





BUSINESS SPOTLIGHT THAILAND

**Food
Fashion
Hardline
Property**

/ Tops /

Reinventing grocery shopping in the new normal

Tops Online is proud to be part of making everyday life easier, especially through challenging times. As the leading online grocery application in Thailand, Tops Online has a team of professional grocery pickers who handpick the freshest products for our customers. Whether it's vegetables, fruits or meats ordered through the mobile application, it's guaranteed to be 100% freshness on delivery. Delivery options also vary from Express 1-hour Delivery, Same-day delivery, Click & Collect or by Drive Thru.





/ Tops /
**‘Healthful’
enters the global stage with
confidence**

A true testament to our commitment in fulfilling the needs of changing lifestyles, Central Retail is proud to introduce its ‘Healthful’ brand, which offers a complete range of products to meet the lifestyles of health and wellness enthusiasts.

Recognised by the Institute of Grocery Distribution (IGD) as one of the best stores to visit in 2020, Healthful curates a variety of choices including organic, natural, vegan and vegetarian, health-specific and nutritional boosting products. Beyond its products, it also provides online consultation by nutrition experts from the Institute of Nutrition of Mahidol University. Today, Healthful has expanded to 18 branches, bringing access to a healthier life for all.





/ Central Food Hall /
Reimagining 'food stores'
 through creativity and innovation

Central Food Hall Ladprao was chosen as one of eight favourite food stores in the world in a global food store survey by the Retail Analysis done by Institute of Grocery Distribution (IGD) in the UK. Central Food Hall was recognized in this prestigious list from its exceptional quality and fresh credentials, enhanced store décor, and the combination of foodservice and retail. The only store from Thailand on the list, this recognition is a remarkable milestone for success and reaffirms Central Food Hall's commitment in delivering superior experiences through innovative thinking.



/ Central & Robinson
Department Stores /

‘Together as One’ to unlock new strengths and scale

In uniting diverse powers to unlock new growth, we have combined the strengths of Central and Robinson Department Store’s fashion segment; delighting our customers with more choice, efficiency and convenience through an integrated platform. The business synergy is in line with Central Retail’s goal to be the first omnichannel department store in Thailand, which allows customers to access a wide variety of products, services and offerings that suit their needs and lifestyles such as ‘Click & Collect’ where customers can order online 24/7 and collect at any of the 73 Central and Robinson stores nationwide.



/ Central & Robinson
Department Stores /

Bringing next-level lifestyle experiences to Eastern Bangkok

Staying ahead of the rapid changes in the area, Central Department Store has teamed up with Robinson and Megabangna to seize growth opportunities, transforming Robinson Megabangna into CENTRAL@ Megabangna. The collaboration is to better serve the needs of affluent customers, families and expats who live in the area. CENTRAL @ Megabangna houses over 1,000 Thai and international brands along with omnichannel services that enable seamless shopping experiences, which will not only enhance the quality of life of communities but also boost economic recovery and long-term growth.



/ Central Department Store / Securing our leadership position with 'CENTRAL APP'

Central Department Store unveils the new CENTRAL APP, the first omnichannel app in Southeast Asia that supports our objective in creating seamless lifestyle experiences across virtual and physical stores. When you shop online, enjoy easy, fast and secure shopping with over 5,000 brands in all product categories and browse 'only@Central' exclusive brands. When you plan to visit the store, check ongoing promotions and events at your preferred Central store or book your favorite restaurant prior to your visit. When you are inside our stores, get location-based promotions, collect promotional coupons and scan QR codes in-store to get additional benefits.



Loyalty Program
with 24M members

Hyper-Personalization Offer



Shop Online



Mobile App



Chat & Shop



Shop &
Drive Thru



Call & Shop



Click &
Collect



Shop via
Facebook



E-Ordering

/ Central Department Store /
Looking ahead with renewed strength and optimism

In celebration of Chinese New Year, flagship store Central Chidlom transformed its spaces to reflect the concept of 'Luck, Love, Hope and Freedom'. In collaboration with Thai artist Gongkan Kantapon Metheekul, Central Chidlom showcased spectacular displays, including the Great Silver Dragon teleporting throughout the store. The dragon is a symbol of strength and good fortune, and its eyes are coloured with pink to grant everyone strength and joy for a fresh new start ahead. Along with the vibrant displays, lion dances and lucky parades with coupon giveaways kept all visitors entertained during this festive season.





/ Central Department Store /
**Celebrating quality,
 craftsmanship and
 creativity**

Italy has long been known for its success in the fashion industry and its high standards of quality, craftsmanship and creativity. Celebrating the world of Italian fashion, Central Department Store partners up with the Italian Trade Agency in Thailand to host the 'Dolce Italia' event. Featuring leading Italian fashion brands, the event was styled as a true Italian market housing clothes, leather goods, shoes and accessories. Highlight brands include Moschino, Max Mara, Tod's, Emporio Armani and Emilio Pucci and more - in an opportunity for shoppers to enjoy shopping while they cannot yet travel easily to Italy.





/ Central & Robinson
Department Stores /

Splashing joy during the festive season

Both Central Department Store and Robinson are known for their vibrant customer engagement activities. And most recently, Central Department Store and Robinson joined hands to launch the 'Central Happy Songkran' and the 'Robinson / Robinson Lifestyle Happy Songkran Splash'. In celebration of Thailand's festive season, the department stores collaborated with local street artists Alex Face and Ano along with regional artists to create sculptures, 'Colour Splash' spray paint displays and the 'Splash Love to Life' painting displays. The art displays were showcased as must-visit, check-in spots in Bangkok and other provinces during the season. Limited edition Central & Robinson Gift cards designed by the famed artists along with exclusive promotions were also available during the Songkran season.





/ Supersports / Expanding to Thailand's leading sports destination

Seeing the opportunity to tap into Phuket's thriving sports scene in the province, Supersports entered into its sponsorship of the Laguna Phuket Marathon event in 2020, which is the first year of the three-year contract as Supersports' title sponsor of the event.

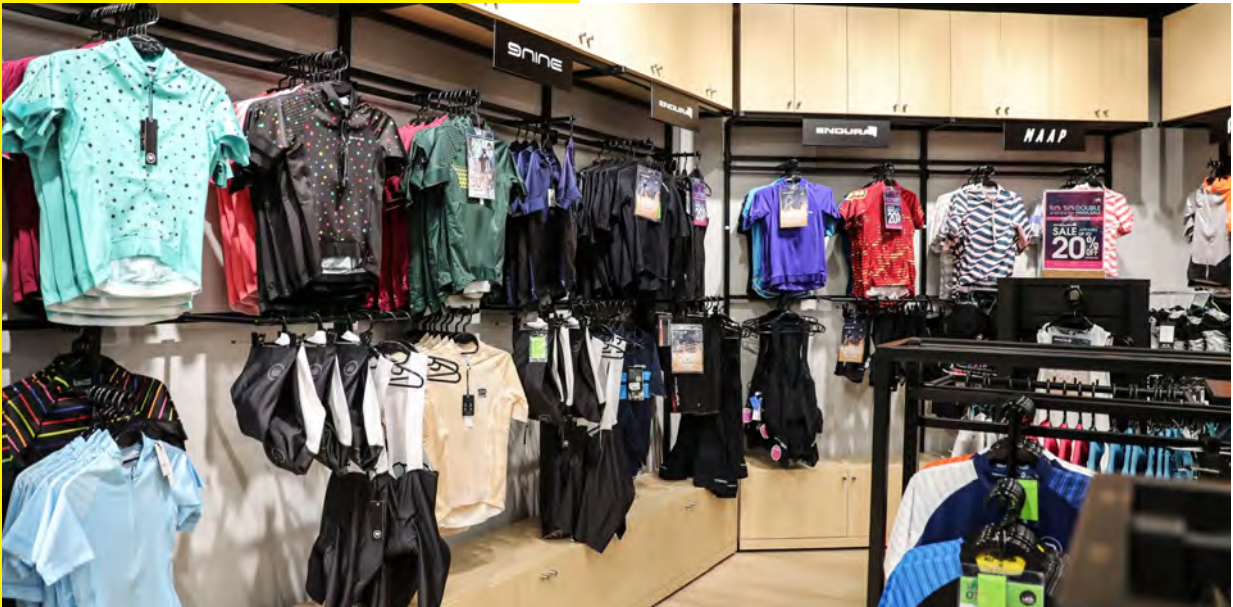
With the event being an international standard run and also Phuket's largest sporting event with over 8,000 participants, the sponsorship allows Supersports brand to grow and create exposure amongst both domestic and international audiences. With the sponsorship, Supersports also aims to attract more customers to visit the brand's concept stores such as Velo and FutbolX located at Central Phuket.





/ Supersports /
The perfect haven for cycling enthusiasts

For all the cycling enthusiasts out there, Supersports introduce new store concept Velo Supersports where you can find everything you need for all-things cycling. Velo Supersports houses an extensive range of road bikes, mountain bikes and city bikes along with a curated selection of bicycle accessories to cater to the needs of all cyclists - from beginners to professionals. To complete the cycling experience, we also have a collection of biking clothes, keeping bike enthusiasts up-to-date with cycling fashion. We also offer installation services in-store as well as an online webstore to browse, shop and get products delivered straight home, fulfilling personal passion anytime, anywhere.





/ Supersports / Empowering individuality through fashion

Tapping into the lifestyles of Gen Z customers, Crocs has launched its Crocs Experience store at Siam Square under the concept of 'Come as you are'. Providing a space for customers to embrace their individuality, the store allows customers to create their own style and design with its latest collections, diverse colours and over 250 Jibbitz to choose from. Limited edition products are also showcased, adding extra excitement to the retail experience.



YOU'LL NEVER WALK ALONE



/ Supersports / Bringing the iconic Anfield Store to Bangkok

Unveiling its new concept store at Siam Square One, Liverpool FC partners with CRC Sports Company to bring the authentic Anfield shopping experience to the heart of Bangkok. Also introducing its renovated store at Central Plaza Rama 9, Liverpool FC has expanded the store by 60% to fully house a range of Nike replica kits as well as authentic merchandise, apparel and fashion accessories.

Mr. Tony Morton, president of CRC Sports noted “I’m delighted to bring the flagship Liverpool FC store to Bangkok...I know this store has been a long time coming for Liverpool FC fans.”

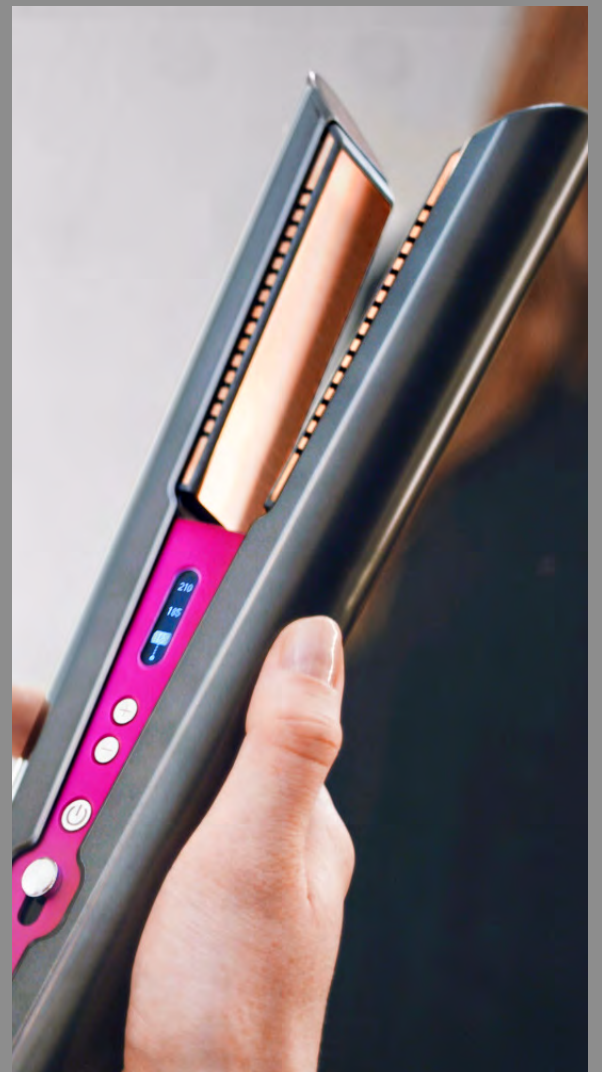


dyson

/ Central Marketing Group /
**Bringing innovation
to the home**

As the exclusive distributor of the iconic Dyson brand in Thailand, Central Marketing Group (CMG) has been exciting customers through a diverse collection of innovative products. Famed for its tech-driven household products, Dyson launched the Dyson Corrale™ straightener, which has been engineered to provide outstanding styling whilst ensuring superior heat protection. The product features flexing plates that adapt to the users' hair, providing greater control and styling results. Other notable features include the Intelligent Heat Control technology and cord-free versatility that allows users to style anywhere, anytime.

Through an integrated marketing campaign, CMG successfully launched the product by utilising its brand website, new sales channels and influencers. Despite the many challenges posed by the COVID-19 lockdown, the campaign was a resounding success with the product being sold out within three months and generating online buzz.





KIKO
MILANO

/ Central Marketing Group /
**Connecting makeup lovers to
Milan-inspired beauty**

Exciting all fashion and makeup enthusiasts, Central Online has welcomed its latest addition KIKO Milano, the number one makeup brand in Italy. The brand boasts its vibrant range of fashion-inspired makeup, premium quality and value for money. Introducing the brand to the Thai market, Central Marketing

Group has collaborated with media partners and beauty influencers to draw attention and create word of mouth during its launch campaign. The campaign was a resounding success, with some colours of its highlight product being temporarily sold out.



A collection of Garmin smartwatches and accessories arranged on a blue background. At the top, a round smartwatch with a black face and a black strap is shown. Below it, a square smartwatch with a black face and a black strap is displayed. To the left, a silver metal cup is visible. At the bottom, a black headband is shown. The overall aesthetic is modern and sporty.

GARMIN®

/ Central Marketing Group /
**Completing the smart
lifestyle experience**

Central Marketing Group has launched its new Garmin brand shop at Central Ladprao, featuring a display and demonstration zone, strap customisation zone, lifestyle products zone and its customer service zone, bringing the complete Garmin experience to shoppers. The brand has also introduced new products, including the Instinct Esports Edition — the world's first smartwatch for gamers. To promote the new product, Central Marketing Group has hosted an event at the Robinson Watch Fair at Fashion Island for customers to experience the product and test out its many features such as the E-Sport mode, Live-Streaming feature and Multisport mode.



FOSSIL

/ Central Marketing Group /

Bringing more choice with a personal touch

The timeless American fashion brand Fossil has launched its first boutique store at centralwOrld housing a full range of products, including watches, leather goods and jewelry. With over 600 styles to choose from, a personal touch can also be added with the special engraving service tailored to each customer's liking. To better deliver on convenience, products are also available for purchase via online channels.



/ Power Buy /

Power Buy evolves with customers for sustainable growth

As the leading electronics retailer with stores across the nation, Power Buy has invested over 100 million THB to grow the brand to stay ahead of customers’ changing needs amidst the ongoing COVID-19 outbreaks. In the first quarter of 2020, Power Buy has achieved an increase in sales across its omnichannel platforms by 239%, leaping from 80 million THB to 250 million THB.

Khun Varawut Pongchinpak, Managing Director of Power Buy shared the key strategies that have led Power Buy to successfully grow its omnichannel platforms:

1. *Curating products and promotions that fulfil customer needs*
2. *Understanding ‘a day in the life’ of customers and leveraging insights into market intelligence*
3. *Empowering staff to have a customer-centric mindset*
4. *Supporting business partnerships and developing strong relationships with vendors*
5. *Developing lifetime customer services to optimise service potential*

In 2020, Power Buy has unveiled 11 new branches under the concept of one-stop-shop electronics store that serves all sizes of communities. We have also developed our omnichannel platforms, seamlessly connecting our online and offline channels to deliver enhanced brand experiences and maximised convenience. Customers can enjoy browsing over 20,000 products along with delivery, installation and after-sales services. For small-sized gadgets and accessories, Power Buy also offers express three-hour delivery, truly meeting the needs of changing lifestyles and shopping in the new normal.





/ Thai Watsadu / Powering Ahead

No. 1 in Omnichannel Home Improvement Retailer within only 11 years after its establishment, Thai Watsadu has made impressive sales and revenue as Central Retail's fastest growing segment. Riding on the achievements in 2020, Thai Watsadu strives to accelerate its omnichannel experience and expand its business networks in Thailand and overseas, aiming to double its sales within three to five years.





/ OfficeMate /
Enabling new growth opportunities for SMEs

To support SMEs during the COVID-19 pandemic and enable new growth opportunities, OfficeMate has opened its online B2B platform 'OfficeMate B2B Marketplace' to entrepreneurs to grow their business. The platform will allow entrepreneurs to reach over 500,000 corporate buyers and create additional income opportunities without added investments or membership fees. OfficeMate aims to grow the platform into a one-stop shop for B2B solutions with all the tools SMEs need to sustainably grow their business.

OfficeMate.co.th





/ B2S /
**Inspiring creativity for
all generations**

B2S has invested over 20 million THB to create its new landmark called the 'BOOK CAVE' at B2S Thinkspace at Central Chidlom to cater to the diverse lifestyles of everyone in the family. The landmark consists of a comprehensive collection of over 10,000 books along with a 'Stationery Space' and 'Arts & Craft Space' made for all creative thinkers. The 'Lifestyle Space' zone curates gadgets with modern designs and smart functions that answer the needs of modern lifestyles and the 'Play & Learn space' curates children's books and items that inspire creative thinking. And if there's anything else you need, B2S's E-ordering platform houses over 60,000 items for you to choose from and get delivered straight to your home.





/ Robinson Lifestyle / Always expanding for continued growth

The new Robinson Lifestyle Bowin branch was designed under the concept of blending industrial development with nature harmoniously in order to be the center of life for the surrounding communities, answering to modern lifestyles in all aspects; whether it's dining, shopping, entertainment or education. And through omnichannel services that break down the limitations of traditional ways of shopping to be able to shop anywhere, anytime. If you do wish to visit the physical stores, rest easy knowing we put strict measures in place to keep you safe from COVID-19. Robinson Lifestyle Bowin continues to be committed to elevate quality of life and be part of driving Thailand's economic recovery.



/ Robinson Lifestyle / Looking ahead with joyful spirits

In celebration of Chinese New Year, Robinson launched its seasonal campaign 'Robinson The Great Chinese New Year 2021' to attract Thai-Chinese shoppers and drive traffic to its department stores, lifestyle centres and online channels. Under the theme 'Luck & Love', the campaign features lavish store decorations with thousands of lanterns, the symbol of good fortune and prosperity. Customers can also partake in activities to win special discounts for leading brands and enjoy exclusive promotions across product categories such as home appliances, home décor, watches and accessories. The campaign not only sparks excitement in the retail market but also contributes to the country's economic recovery since the COVID-19 pandemic.





BUSINESS SPOTLIGHT INTERNATIONAL

**Vietnam Growth Story
Rinascente with the City**



/ Central Retail Vietnam /
Expanding our success
to Vietnam

Carrying forward our philosophy to enrich and fulfil the everyday lives of consumers, we have brought the same success from Thailand to Vietnam.

In 2020, the opening of 4 GO! Malls were built with the “Eat-Shop-Play-Learn-Sustain” model to enrich every Vietnamese life with superior quality mall experience. We have also upgraded our retail space to bring a modern retail experience to customers by rebranding Big C to GO!, adding 5 more branches. The opening of go!, as an integrated shopping destination serve citizens in small and mid-size suburban areas of Vietnam, providing services including supermarket, fashion zone, Kubo playground, bakery, food court, and Jollibee fast food store. The opening of go! Tam Ky also helps boost local economic development, unlocking job opportunities via direct employment with Central Retail and related partners for mall operations. In 2021, Central Retail in Vietnam targets to open 3 GO! Malls, one mini go!, rebrand 8 Big C to GO!, introduce modern Tops Supermarket and enlarge Non-food portfolio to answer to the rising urbanization demands.

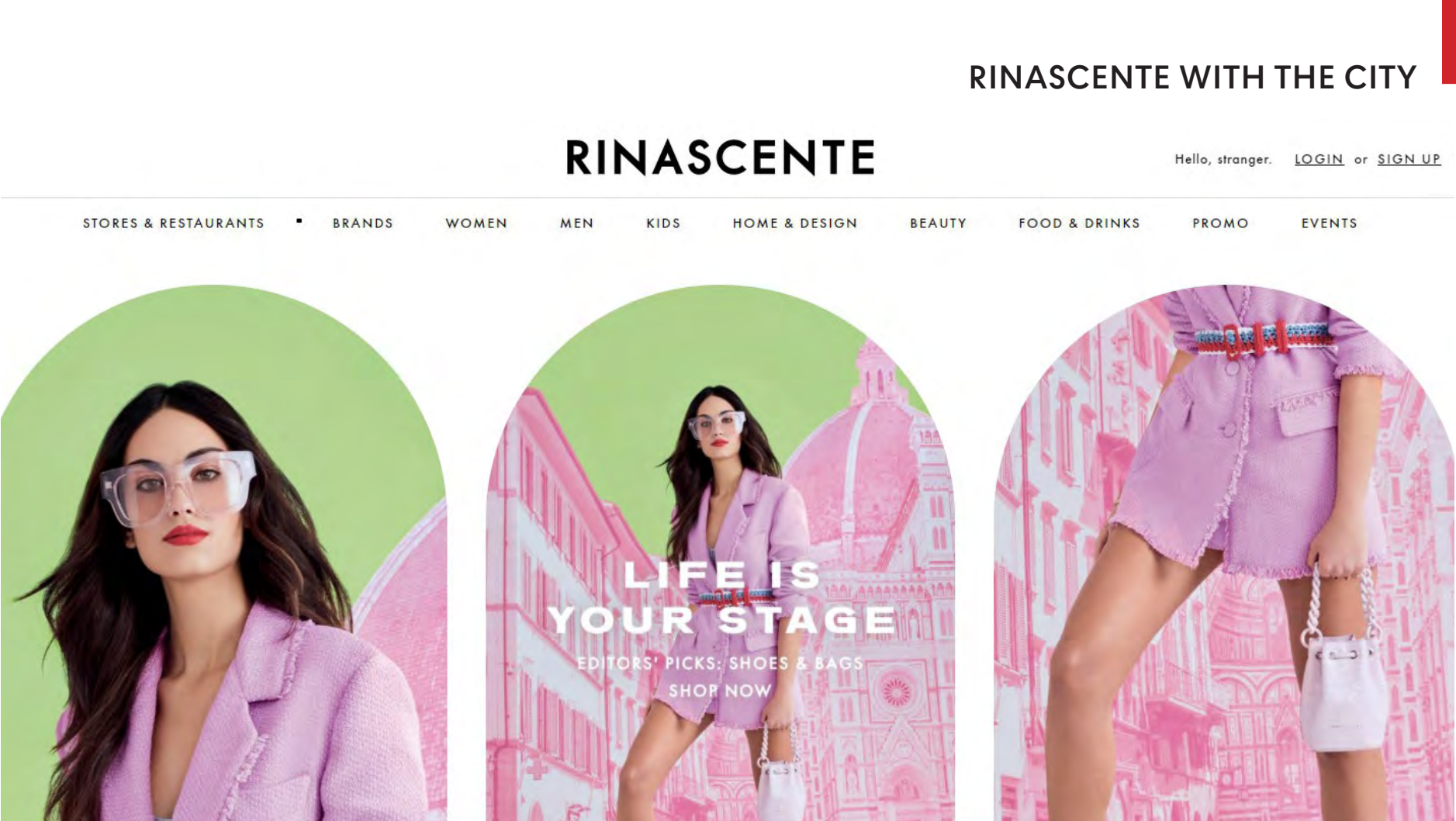
Apart from expanding outlets across Vietnam, Central Retail in Vietnam also determines to enhance customer experience through the continuous development of the multi-format, multi-category retailing platform through omnichannel, which includes both online and tele sales. Besides creating new digital platform called Bip Bip with “click & drive” concept, Central Retail in Vietnam has also established business synergy with leading regional & local partners such as Grab, Zalo, Now.vn, Beamin, Tiki to facilitate and provide a speedy and seamless service for customers.

Central Retail in Vietnam has become one of the largest multi-format foreign retailers in the country whilst also continuing to place great importance on sustainably developing the nation’s economy, community and society beyond business.





/ Central Retail Italy /
**A positive force through
 challenging times**



Even in times of challenge, Rinascente continues to stay focused, move with agility and be a positive force for people and the cities where its stores are present.

With Rinascente's commitment to always reinvent new ways to better serve its customers, Rinascente confirms its commitment to the local area and urban enhancement with an ambitious project of the remodeling of Rome Piazza Fiume, scheduled for completion in August 2023 and backed by an investment of over 37 million euro. Overhauls are programmed for the outside of this historic building, the interior architecture and the general brand mix; there will be some distinctive and high-impact architectural details such as the outside lift, the food hall with viewing terrace and the garden area. Moreover, following the opening of the Rome Tritone store

and the renovation of the Turin store, the Florence store has also been reopened and now is one of the main focus of the company with over 12.5-million-euro investment. The unique driving force behind this store renovation is the concept of CRAFTSMANSHIP – a centuries-old characteristic of Florence, thanks to the choice of excellent raw materials and skilled technical ability.

Rinascente also continues to reinforce Central Retail's omnichannel strategy and enabling its physical stores to work in synergy with its digital platform. Especially during the pandemic, customers can easily shift between the various channels and decide where, when and how to get in touch with a particular brand and which touchpoints to use. Over the end of 2021, the website [rinascente.it](https://www.rinascente.it) will evolve further, increasingly echoing the structure of a marketplace where, as part of the unique Rinascente experience, the biggest Italian and international brands can be found.

By honouring the cities that host it and constantly innovating ways to provide the best experience to the customers in any situation, Rinascente has proven its strength and commitment through times of uncertainty.





WORDS FROM OUR ALLIANCES



/ Ministry of Commerce /
**Moving forward
together with strength**



Mr. Jurin Laksanawisit
Deputy Prime Minister and Minister of Commerce

As the Minister of Commerce, I am committed to bringing to life our mission to uplift quality of life by creating opportunities and sustainable income for all Thais. Under our vision ‘Agriculture Produce and Commerce Marketing’ and the ‘market leads production’ strategy, the private sector has led the way with the Ministry of Commerce providing support. Amongst the many collaborations with the private sector, we have had the privilege to work with Central Retail Corporation.

Central Retail has conducted their business in a way that aligns with the Ministry of Commerce’s vision and mission, especially in fuelling economic recovery across all levels. For example, the company has collaborated with us by distributing agricultural produce, local products and OTOP products within the group’s department stores, both online and offline. This has supported farmers, communities and small business owners to sustain their income during the COVID-19 crisis, which has brought an abrupt halt to produce exports. Additionally, the Ministry of Commerce has created the ‘Commerce to help lower the cost of living’ initiative, in which Central Retail took part to reduce the prices of essential products to help Thais in times of need. This initiative is a great example of the collaboration between the private and public sector in supporting communities without depending on public budget.

Beyond its collaboration with government sectors, Central Retail has also consistently evolved its business, innovating new experiences by developing omnichannel platforms to provide faster, safer and more convenient ways to shop.

“Central Retail is one of the important drivers in progressing the retail industry and the economy. Representing the Ministry of Commerce, I would like to thank Central Retail as one of the leading retailers to cooperate with the ministry, which has allowed us to successfully implement various initiatives and uplift the quality of lives of people across all levels, creating sustainable growth for the nation.” Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce





/ Association of
Vietnam Retailers /
Uplifting lives together



Dr. Loan Dinh Thi My

Honorary Chairwoman of Association of Vietnam Retailers

During my tenure as the Chairwoman of the Association of Vietnam Retailers, I had the opportunity to work with Central Retail in Vietnam. I highly appreciated the efforts that the company invested in bringing high-quality Vietnamese products for Thai consumers and supporting Vietnamese enterprises.

Central Retail is one of the leading companies that proactively work with the authorities from central to local level to help promote Vietnamese products, extend their support to local businesses in enabling market penetration, brand building and also distributing those locally made products throughout their networks. Central Retail also eyes high importance on community development in response to the National agenda for poverty

WORDS FROM OUR ALLIANCES

reduction. The Livelihood for Community program that aims to improve the lives of poor farmers sustainably is one of the action plans that the company initiated towards the said purpose. Thanks to the program, the participants could increase both income and production volume significantly, some now could afford better education for their children, and at the same time were able to equip themselves with better working machinery.

“I wish Central Retail continued success so that the company would be able to make more impactful contributions to the socio-eco development of Vietnam, and I will be pleased to continue cooperating with the company in future projects enhancing the quality of life of Vietnamese people.” Dr. Loan Dinh Thi My, Honorary Chairwoman of Association of Vietnam Retailers





/ L'Oréal Thailand /
**Translating a shared ambition
into a successful partnership**



Ines Caldeira
CEO of L'Oréal Thailand

For more than 20 years, L'Oréal Thailand and Central Retail have established strong business ties. We share business vision, the love for innovation, and endeavors with the ultimate goal of winning customers' hearts.

When it comes to successful cooperation, we must highlight the challenges of the past year that began with the spread of COVID-19. When customers were at home, unable to visit physical stores, we worked closely together and adjusted strategies to cope with the situation. Literally overnight, we re-skilled our BA to serve online, adapted our business model, changed the supply practices, geared up all the value chain for us to jointly drive the omnichannel growth. Another significant success is the Central Online channel, which cooperates with other L'Oréal's brands, such as Kiehl's which had the highest sales record in the cosmetics department online, and Lancôme which had the highest online sales record (GMV) from the Super Brand Day campaign. Moreover, L'Oréal Luxe initiated an online and offline (O2O) campaign with Central which received a very strong welcome from customers.

“The secret recipe to success in working unitedly with Central Retail is the close collaboration of both parties in continuously exchanging new ideas, sharing thoughts, and consistent communication, following the principle of test and learn for best results. We are honored to be trusted and to work with Central Retail’s talented management and staff. We believe that Central Retail is one of the key partners that will help us reach our goal of becoming the No.1 Beauty Tech Company in Thailand.” Ines Caldeira, CEO of L'Oréal Thailand



SAMSUNG

/ Samsung Thailand /

The flourishing partnership of Samsung and Central Retail



Mrs. Jennifer Song

President of Consumer Electronics, Thai Samsung Electronics Co., Ltd.

At first glance, Samsung and Central Retail may appear to have different personalities. One is the world's leading manufacturer of consumer electronics, specialized in innovation and technology for every lifestyle. The latter is Thailand's largest chain of department stores, offering an expansive range of goods. Except, when looked closely, both companies aim at creating customer experience to support all needs and lifestyles as well as connecting people to the world via products and services. There is no doubt that when two mighty corporations partner up, it would create an extraordinary experience for customers who seek unique adventures.

Having Central Retail as the strategic retail location that facilitates Samsung to reach the target customers and creates a comprehensive customer journey, this alliance brings forth the product value, creating a tangible premium lifestyle. In the past year, the brands leveraged this reciprocal partnership to firmly pass through the lock-down situation by developing an omnichannel program that drives sales volume despite social distancing measures. From a more technical angle, Samsung has a Customer Value Proposition (CVP) project that utilizes a big-data system to optimize product selection, best matching customer lifestyles. Ultimately, the two parties work closely to keep the customers informed and updated, especially on new product launches. In mid-2020, Samsung opened a new exhibition area in Power Buy, centralwOrld, which embodies the concept of a connected living lifestyle and showcases a better-reachable way of living that is made possible by Samsung appliances. The lifestyle store concept stimulates high customer engagement through IoT experience. Samsung and Central Retail understand that hands-on experience remains profoundly important in the current situation and customers will demand more in the near future. With continuous collaboration with Central Retail, Samsung is determined to innovate more excellent experiences to serve the various customer needs.



The partnership elevates the brands' performance and capability by leveraging each party's key strength, and connecting with mutual target customers. With Samsung's continuous commitment to invent new technology to answer customer demands, the public can expect new product launches in which Power Buy will be one of the first pioneers in Thailand.



/ Betagro /
**Grow sustainably
together**

Betagro Group conducts its business with a strong commitment on the purpose that we were to lift up the people’s and the communities’ life quality by offering safer and better-quality foods at fair prices. One of the important factors that has contributed to the success of Betagro Group for the past 53 years is Central Retail. This robust trade partner has enhanced Betagro Group’s reliability and acceptance among the consumers who view it as a manufacturer of highly safe and high quality food. Thus, this collaboration with our partners will make it possible for more consumers to access safer and better quality foods at fair prices.

Through over 17 years of our business collaboration, both Central Retail and Betagro Group have enjoyed our joint success, as evidenced in the sales of Betagro products at more Central branches, resulting in higher sales revenues. In addition, we continue to enhance each other’s potential by developing new food items and services in fresh and processed food products. Managing our businesses and standardizing our merchandise coupled with sales promotions have also opened the opportunity for us to offer products online, truly aligning our business with the global progress.



All the above shows that Betagro’s business allies not only grow businesses together, but we also constantly seek allies who collaborate to steadily and sustainably grow together.

เบทาโกรมุ่งมั่น “พัฒนา” เพื่อชีวิตที่ดีอย่างยั่งยืน



/ Frasers Property Industrial Thailand /
Partnership based on a collaborative approach



Mr. Sapon Racharaksa
CEO, Frasers Property Industrial Thailand (right)

The strategic partnership between Central Retail and Frasers Property Industrial Thailand (“FPIT”) began on a 66 rai land plot located in the heart of the new logistics cluster in Bangplee, Samutprakarn. This Central Retail Distribution Centre serves to provide a seamless omnichannel shopping experience across all platforms. FPIT acknowledges that it is imperative that we listen to our customers and understand their business needs. With Central Retail’s team sharing their needs and combined with FPIT’s expertise, knowledge and experience in developing industrial real estate, FPIT ensured that the facility built is one with a ‘future-proof design’ to meet the customer’s vision and goal. While working together, it is apparent that Central Retail’s care for the employee by way of their design requirements and FPIT’s corporate values in ‘Experience matters’ are aligned. With this, the team readily came up with a facility design that is aimed at creating places for the good of the customer and society.



FPIT appreciates the trust that has been placed on us by Central Retail in developing this strategic facility that is critical to the e-commerce ecosystem of Central Retail. With both the teams working through a collaborative approach, sharing the same goal and vision, this omnichannel DC was handed over to Central Retail in a timely fashion in spite of the unprecedented Covid-19 situation.

As a leading developer in industrial property, Frasers Property stands ready to support and respond to our customer’s needs in order to achieve the highest sustainable results in this dynamic environment.



PEOPLE AND CULTURE



/ HR Learning & Development /

Empowering our people to be future-ready

We know people are at the heart of our business and our success. Central Retail’s success is attributed to the synergy of diverse skills and talent. Continuing our commitment to nurture the growth of our staff, we have established “Central Retail Academy” to empower talent with the right skills and knowledge that best suit their specific needs and interests.

The ‘Omnichannel Programme’ focuses on upskilling staff across different areas of expertise to drive forward omnichannel retailing. The Challenge/ Hackathon is a project-based learning programme that encourages staff to initiate new projects as part-time interests whilst working as full-time staff. And the ‘Step Up Programme’ focuses on upskilling leadership capabilities by stimulating business project concepts and implementation.



/ Employee Testimonial /
**Working at
Central Retail**



Boonrak Champathong
GM Special Project (OPN), Power Buy

**A story
of continued growth**

“I started my career working within Power Buy’s television and stereo department. But with the many employee development programmes offered, it has created new opportunities for me to constantly challenge myself and develop my potential. Today, I proudly take on the role as General Manager of special projects for Power Buy. Responsible for bringing to life the omnichannel strategy by implementing new sales channels, my team and I are committed to growing the brand to better meet the needs of customers.”



Nutnicha Srikhao
Omnichannel Champion, Central Department Store

**Saying ‘yes’
to new challenges**

“I started as part of the Management Associate Batch in 2017, which was the first group that had the chance to rotate to other business units. Back then, I was given the opportunity to work at Central Retail Vietnam where I was responsible for concept development in the food retail department. I strongly believe that you must make a choice to take a chance or your life will never change. And with this ‘can-do attitude’ along with the many opportunities CRC has given me, it has allowed me to take on exciting new challenges and try new things all the time. Being here is a wonderful place to grow and showcase my potential.”



Suwanit Numwong
Head of Management & Online Talent Acquisitions, Central Retail Corporation

**Catalysing growth
with the right digital talent**

“I believe CRC is one of the top retailers in Thailand operating in a category that witnesses so much change and dynamism. This brings many challenges in terms of optimising efficiency with limited resources. I am proud to have received the opportunity to build teams and coach employees in recruiting high quality, digital talent to answer to the needs of a highly dynamic business.”



CORPORATE CITIZENSHIP



/ Central Retail Corporation /

Uniting retail power with one national vision

We believe that ‘Together, we can go further’. Especially during the COVID-19 economic situation, it is more important than ever to reinvent old ways and innovate new solutions together. Yol Phokasub, the Thai Retailers Association Chairman and Chief Executive Officer of Central Retail, has shared his new vision for accelerating economic recovery to the Prime Minister.

Yol Phokasub has proposed 3 strategies in turning the crisis into opportunity, namely promoting SMEs, creating jobs and generating revenue for the state, which all together will drive Thailand to become the ‘Lifestyle Hub of Asia’. Because the retail business is considered one of Thailand’s core industries, the success of the sector will not only help other industries recover but also elevate the quality of life for Thais across all aspects. We believe these strategies will allow us to turn the crisis we’re facing into opportunities for growth, enabling the retail industry and the people of Thailand to come back stronger than ever and grow together sustainably.



/ Central Retail Corporation /

Powering the future generation

Central Retail aims to be ‘Central to Life’ for everyone. And that’s why we are committed to building value for our society and promoting the sustainable growth of communities, especially for the future generations. In 2020, we have initiated programmes to support underprivileged youths to develop their potential and provide them with equal opportunities.

Beside the “Prompt” advertisement film launched during the COVID-19 outbreak, another film was launched near the end of the year under the concept of “Happiness Forward” featuring celebrity Yaya Urassaya Sperbund along with students with visual impairments. The video achieved 6.3 million views and encouraged Thais to donate to the Bangkok School of the Blind, resulting in a total of 608,495 THB in donations. The success of both campaigns inspires our confidence to move forward with other initiatives that support the growth and development of future generations.



/ Tops /

Serving our communities, together

Under the ‘Food for Good Deed’ project, Central Food Retail aims to help the underprivileged by donating food surplus, including vegetables, fruits and bakery goods, to the Scholars of Sustenance Foundation (SOS). With participation from a total of 38 stores, the project contributed a total of 239,129 kg of food surplus and brought 1,004,342 meals to the underprivileged communities and helped reduce 454,345 kg of carbon footprint.



/ Tops /

Tops drives sustainability for Thai farmers

The COVID-19 outbreak has severely impacted farmers across Thailand. Local farmers, in particular, have been severely impacted with fewer distribution channels and difficulties in transporting goods due to the COVID-19 lockdown. To alleviate the situation, Tops has initiated the “Direct Purchase from Farmers and Communities via Backhaul Logistic Project”, which leverages its strong logistic system to help farmers nationwide reduce their financial burdens on transport. Under the initiative, farmers can ship larger amounts of produce in less time, reduce labour costs and benefit from greater convenience, which helps them gain more income and lower their risk from COVID-19. Beyond this, we also aim to support farmers across the entire value chain from production to marketing across both online and offline channels, enabling them to develop their potential and grow sustainably.



/ Central Retail Corporation /
**Jing Jai Farmers’
Market**

Jing Jai Farmers’ Market was initiated since 2018 to provide opportunities for local farmers to sell organic vegetables and well-known products of the community across Central Retail’s affiliated shopping malls. As part of the project, we also provide training for farmers in the field of retail, freight management, and regulations related to product quality and safety standards. Farming communities benefit from the income, and consumers can interact directly with farmers and gain easy access to good quality products from local communities at a lower price. In addition, no plastic bags are distributed in the market, which caters to customers who care about health and the environment.



Generated income of **193** THB for farmers | Already launched **23** branches

Support **3,900** households | **15,866** farmers participating in the project
460 sub-districts



/ Central Marketing Group /
**Renewing strength to
fight breast cancer**

In efforts to reduce disparities in breast cancer care and ensure access to quality treatment, Ralph Lauren marked its 20th anniversary by launching the Pink Pony campaign. The campaign contributes 25% of sales from the Pink Pony collection to the Pink Park Village of QSCBC Foundation, which provides support for breast cancer patients in diagnosis, treatment and consultancy. By renewing strength and uplifting spirits, the campaign empowers breast cancer patients to live life as normally as possible.



/ Central Marketing Group /
**Revitalising life,
communities and the
environment**



Shopping can become a meaningful act beyond an enjoyable pastime. With every sale made at The Body Shop, contributions go to the Association of the Promotion of the Status of Women, which helps women and children facing life crisis from the pandemic receive emergency housing. During the Christmas season, shopping at The Body Shop also means contributing to the rehabilitation of nature and communities. Through the use of eco-friendly product containers such as handmade paper boxes from Nepal, cotton bags and accessories made from wood in India, these efforts help communities by bringing their local products to the global market.





/ Robinson Department Store /
Unite the power of giving. Unlock power for women.

Robinson Department Store collaborates with Central Retail and the Department of Corrections in efforts to reduce social disparities in Thailand with the third 'Robinson Lingerie Sharing' initiative, turning shopping into an opportunity to pass on kindness to women in correctional institutions.

To promote good hygiene for women in correctional institutions across Thailand, the initiative allows Robinson Lifestyle customers to donate a new set of lingerie when reaching a minimum spend. Customers can also choose to donate more in the price of 50 Baht per set. Partnering with lingerie brand 'Sabina', Robinson Lifestyle also invites customers to sew breasts prosthesis to help underprivileged breast cancer patients.



/ Central Retail Corporation /
Paving way to a zero-waste society

Working together with Koh Samui Municipality and Municipal School 1 (Wat Lamai), FamilyMart staff have been practicing the separation of expired food products and sending the organic waste to the school to be processed by the COWTEC machine into cooking gas, animal food and fertiliser. Looking to build on this success, Central Retail has been working with Suratthani Rajabhat University to set up the COWTEC machine for the rest of Samui, turning it into the model community for waste management. The process starts with waste segregation at Central Festival Samui, FamilyMart and Centara hotels. Moving forward, the organic products from this project will also be made available at Tops Supermarket and Central Group's shopping malls.



/ Thai Watsadu /

Empowering sustainable growth

Pattaya has recently welcomed the opening of the ‘Thai Watsadu Contact Centre for People with Disabilities’. At the launch ceremony, Deputy Labour Minister Prof. Narumon Pinyosinwat, Deputy Governor of Chonburi Thawatchai Srithong and the Chief Executive Officer of CRC Thai Watsadu Suthisarn Chirathivat joined hands to officially mark the opening of the Contact Centre. The centre is a part of Thai Watsadu’s CSR initiatives in which the company places high importance on promoting employment, creating jobs and enabling sustainable income to elevate the quality of life for people with disabilities. These efforts reflect the company’s aim to unleash the potential of people with disabilities and open up access to growth opportunities.





/ Thai Watsadu /
Towards a Smarter & Greener Future

Thai Watsadu unveiled the implementation of Solar Rooftop project in 2020 across 5 Thai Watsadu branches and 2 Baan & Beyond branches. The renewable energy solutions with solar rooftop installations not only drive energy efficiency and lower operating costs but also contribute towards a greener environment. Thai Watsadu continues to be committed to adopting clean energy solutions to realise its long-term sustainability goals and strive to create a brighter future for the consumers, communities and the society. Following the success in 2020, Thai Watsadu aims to complete the solar roof installations across 8 additional Thai Watsadu branches.





/ Central Retail Vietnam /
Envisioning a Sustainable Future

Striving towards achieving sustainable environment quality, Central Retail Vietnam entered into a long-term partnership with Norsk Solar, a Norwegian commercial & industrial solar PV developer, for the installation and operation of 11 solar panel projects for GO! Malls. With a total capacity of 11MW, the solar PV system is expected to supply about 30% of total consumed electricity with over 300,000 MWh of clean electricity. With the switch to solar power at a broader coverage, Central Retail Vietnam aims to contribute to the Vietnam's target to increase the share of renewables in the national energy mix and environmental protection.



/ Central Retail Vietnam /
Enhancing quality of lives

GO! / Big C Hypermarket stores supported Hai Duong farmers in consuming 70 tons of local produce (carrot, tomato, kohlrabi, etc.) as the output struggled from the social distancing situation during the 3rd wave of Covid-19. This action was highly recognized by the government & media partners and reaffirms the company's Vision of contributing to Vietnam's prosperity and enhancing the quality of life of the people.





/ Rinascente /
Keep It Beautiful

Rinascente corporate campaign, Keep It Beautiful, is the payoff that expresses a call to action open to all; an invitation to preserve beauty, to become part of the Rinascente community and share its values.

Consistent with the values of respect and research in fashion and design that are part of the new brand manifesto is the Earth Lovers project that gives space to brands, products and capsule collections that focus on environmental and social responsibility. Whether it comes in fashion, accessories, design, or in the everyday objects, the decisive choices we make form small habits that can lead to big changes.



**SMALL HABITS,
BIG CHANGES**

**In a world that's beautiful,
we chose to preserve its beauty.**

RINASCENTE
**KEEP IT
BEAUTIFUL**





CELEBRATING **ACHIEVEMENTS**



CENTRALRETAIL

Central Retail Corporation Public Company Limited

22 Soi Somkid Ploenchit Road Lumpini, Pathumwan, Bangkok 10330

Telephone number : +66 2 650 3600

www.centralretail.com