

# CENTRALRETAIL TIMES

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## CHARTING A SUSTAINABLE FUTURE

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# MESSAGE FROM **CEO**

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





2022 has been another turbulent yet transformative year for Central Retail. Leading our business under the purpose ‘Central to Life’, Central Retail is driven by CRC Retelligence strategy as we continue to evolve and embrace our position as a retail leader in the face of various challenges. As we strive forward, we continue to explore new frontiers across 3 pillars of growth – business growth, inclusive growth, and sustainable growth.

Our business growth lies across our physical platform through accelerated expansion in proven formats like Robinson Lifestyle, store transformation across Central Department Store while also celebrating its 75<sup>th</sup> Anniversary, new killer formats like Tops CLUB and Thai Watsadu & BnB home hybrid store; along with new growth in the Health and Wellness category via Tops Vita, Tops Care and Pet ‘N Me. At the same time, we continue to enhance our Next-Gen Omnichannel Platform to deliver ultra-personalised and seamless experiences to stay ahead of customers’ evolving needs. Our success is further defined by inclusive growth across industries and geography, as we grow alongside our partners, such as Ergotrend and Gulf to innovate new revenue stream, and with Central Retail Vietnam now recognised as Vietnam’s largest foreign retailer driven by the commitment to grow alongside the nation’s economy. Most importantly, it is Central Retail’s conviction to pass on a promising future for generations to come. Leading as Green & Sustainable Retail and adhering to international ESG standards, our unwavering commitment is reflected in our achievements, selected as a Thailand Sustainability Investment (THSI) stock in 2022 for two consecutive years by the Stock Exchange of Thailand, as well as a member of the Dow Jones Sustainability Indices (DJSI) in 2022, ranking at the top 3 in the retail sector.

Central Retail recognises today’s success as the achievement of our collective effort. I would like to take this opportunity to express our appreciation to all customers, partners, and employees for your meaningful contribution. Moving forward with our trusted stakeholders, let us chart towards a sustainable future, together.

**Yol Phokasub**

Chief Executive Officer

# GREEN & SUSTAINABLE RETAIL



Central Retail

## Central Retail marks leadership as Thailand's first 'Green & Sustainable Retail'

Central Retail reinforces its commitment to building a promising future for the generations to come by moving forward with its position as Thailand's first Green & Sustainable Retail. The company follows the United Nations Sustainable Development Goals: SDGs, promote BCG (Bio-Circular-Green Economy) and drive the ESG (Environmental-Social-Governance) agenda. The company has used this universal blueprint as a foundation for the development of the CRC ReNEW strategy, driving leaping growth for the business by operating with the highest standards of sustainability practices. The strategy also sets clear guidelines for business operations across every aspect of group businesses. Supporting this strategy, the company has set long-term goals to reach Net Zero by 2050 along with short-term 2030 goals, including:

**R**educe Greenhouse Gases by 30%

**N**avigate Society Wellbeing by generating an income of THB 5,400 million per year for local communities

**E**co-friendly Packaging, with 100% implementation across the business

**W**aste Management and reducing food waste by 30%







# CORPORATE HIGHLIGHTS



Central Retail

## Central Retail leverages equality marketing with the launch of 'Gift To Gifted'

Central Retail reinforces its leadership in operating business alongside a strong commitment to sustainable social impact. Launching the 'Gift To Gifted' campaign under the theme of 'Happiness Forward', Central Retail utilises equality marketing to promote inclusivity and decrease social disparities, alongside driving customer engagement. The campaign promotes the potential and talent of Thai youths and Central Retail's role in supporting their dreams by funding education and creating opportunities for growth.

Central Retail X APEC

## Central Retail shares vision at the 'APEC CEO SUMMIT 2022'



**Mr. Yol Phokasub, Chief Executive Officer of Central Retail,** was the private sector representative in sharing his business vision at the APEC CEO Summit 2022 under the topic **'The Future of Asia Pacific Trade and Investment'**. Mr. Yol shared his perspective on how to drive the region's economic recovery, which consists of two urgent agendas, including **'Recommit to FTAAP'** and **'Reimagine Asia Pacific with a BCG economy'**:

**1. Recommit to FTAAP:** Every sector must support FTAAP and elevate it to become Next-Gen FTAAP for inclusive and sustainable development

**2. Reimagine Asia Pacific with a BCG (Bio-Circular-Green) economy:** To drive strong, community-centric growth, aligning with APEC Summit's key ambitions of 'Open, Connect, Balance'.



Central Retail Digital

# Central Retail accelerates development of next-gen omnichannel platform

In the past five years, Central Retail has transformed into a full-scale retail tech company and created Thailand’s best omnichannel platform. For the next five years, Central Retail will invest 10 billion baht in five digital strategies to drive CRC Retailgence:

- 1. **Intelligent Retail** – Offer real-time micro-segmentation and ultra-personalisation
- 2. **Consumer-Driven Design** – Approach data, processes and systems with customer experience at the centre
- 3. **Enabling Synergies** – Maximise product availability with One-Omni Pull of Stock
- 4. **Experience-Driven Commerce** – Develop the most advanced CRC Artificial Intelligence to offer content and inspiration to customers
- 5. **Adaptive Commerce** – Develop our commerce platform to become more agile in responding to changing consumer behaviours



Central Retail Vietnam

# Central Retail celebrates position as leading retailer in Vietnam

Central Retail Vietnam celebrated its 10<sup>th</sup> Anniversary with the event ‘Heart for Good’. Mr. Olivier Langlet, Group CEO of Central Retail Vietnam, shared his pride as Central Retail has become a leading retailer in Vietnam with a network coverage of 40 cities and provinces with more than 340 stores, serving over 390,000 customers daily. The Group was also recognised for being a pioneer in promoting and creating opportunities for Vietnamese businesses and farmer households, with actively organised programs to support Vietnamese businesses since its first days of operation.





# BUSINESS MOVEMENT

Tops

**Leading as Thailand's #1 food retailer under a unified 'Tops' brand towards strong and sustainable growth**

Central Retail announces a major reform in its food businesses, using the One Brand strategy to unify its retail models to highlight its image as the #1 food retailer in Thailand. Under the brand 'Tops', the brand aims to be a destination for 'Everyday discoveries', which goes beyond being a supermarket to being a lifestyle hub that caters to changing lifestyle needs and brings inspiration to all.



**Tops** - Supermarket offers a full array of quality products for everyone in the family



**Tops Food Hall** - Delivers another level of experience as an elevated food store with the best products from the best sources from around the world as well as local sources





**Tops Fine Food** - World-class food store which brings you quality food and ingredients exclusively available here



**Tops CLUB** - Membership store, an empire of imported products from around the world, the first of its kind in Southeast Asia, offering a unique and superior shopping experience for all lifestyles and generations





Tops market Vietnam

## Tops market reaches more customers in Vietnam

To elevate the shopping experience of Vietnamese homemakers, Tops market launched Tops market Moonlight, the 8<sup>th</sup> store in Vietnam. Strategically located at the heart of Thu Duc in Ho Chi Minh City, Tops market Moonlight is the hub for a wide variety of exclusive imported products from France, Italy, UK, Taiwan, Thailand among others, all offered at very affordable prices.















*Central Department Store*

## Central Department Store celebrates its 75<sup>th</sup> anniversary

Central Department Store created another phenomenon with 'The Celebration of Central 75<sup>th</sup> Anniversary' to mark its special occasion, offering happiness and special activities throughout the month of October. Three Central stores in downtown Bangkok were transformed into a floral wonderland, with spectacular light and sound displays and special AR performances to excite everyone, along with entertainment from top artists.



Robinson Department Store & Robinson Lifestyle

# Robinson & Robinson Lifestyle Magical Celebration 2023, a kickoff to the festive season

Robinson Department Store joined hands with Robinson Lifestyle to launch the signature campaign ‘Robinson & Robinson Lifestyle Magical Celebration 2023’. Designed to be ‘The best destination of gifts’ and the best destination of ‘EAT SHOP PLAY’ the campaign was inspired by the concept of ‘Carnival dream’, which features products, services and special deals from a variety of leading brands. The campaign offered fun lifestyle experiences for shoppers and families nationwide.



Robinson Department Store

# Robinson delights customers with signature campaign ‘ROBINSON SALESATION’

Robinson brought back its signature campaign of the year ‘ROBINSON SALESATION’, featuring up to 90% discount stickers across over 2,000 brands. Joining forces with The1 and Dolfon Wallet and leading credit cards, Robinson also delighted customers by offering other special deals and promotions throughout the month of September.





*Supersports*

## Supersports unveils 'LET'S CHEER WORLD SOCCER 2022' campaign

Supersports unveiled its 'LET'S CHEER WORLD SOCCER 2022' promotional campaign for football fans to celebrate the global soccer event. The campaign featured exclusive activities along with the collaboration with Adidas, offering highlighted products in the World Cup collection, including football T-Shirts and Adidas AL RIHLA World Cup boot collections.



*Central Marketing Group*

## Central Marketing Group unveils new Calvin Klein boutique store

Central Marketing Group welcomed the opening of a new Calvin Klein boutique at Central Embassy. The new boutique store adopts the global concrete store concept, providing a minimal yet impactful backdrop for the featured product lines of jeans, accessories, and underwear. Discover the new collection at the Calvin Klein boutique store on the 3<sup>rd</sup> floor, Central Embassy.





*Rinascente*

## Rinascente celebrates the history of Italian crime comics

Rinascente celebrated the most enduring baddie in the history of Italian crime comics with a collector's editorial project and an incredible launch event. Celebrating its sixtieth anniversary, Rinascente showcased unpublished work entitled 'Heist at Rinascente' where the character posing as the CEO encounters various adventures, sneaks into the iconic Milan store and successfully empties the vault. With the launch of the illustrated comic book, there was also a live artistic performance with the arrival of the cast of the film Diabolik – Ginko all'attacco!





*Rinascente*

## Rinascente shakes up Christmas magic with unforgettable experiences

Once again this year, the Rinascente store celebrates the most popular festive day of the year by offering visitors unforgettable experiences, unique surprises and sensational gift ideas: ranging from the world of food to homeware, from the most original of decorations to the most traditional. Whilst waiting to reveal the design within the stores' evocative windows as per its yearly tradition, Rinascente lights up Christmas magic with an incredible range of home decorations and a wide and surprising variety of items to choose from.







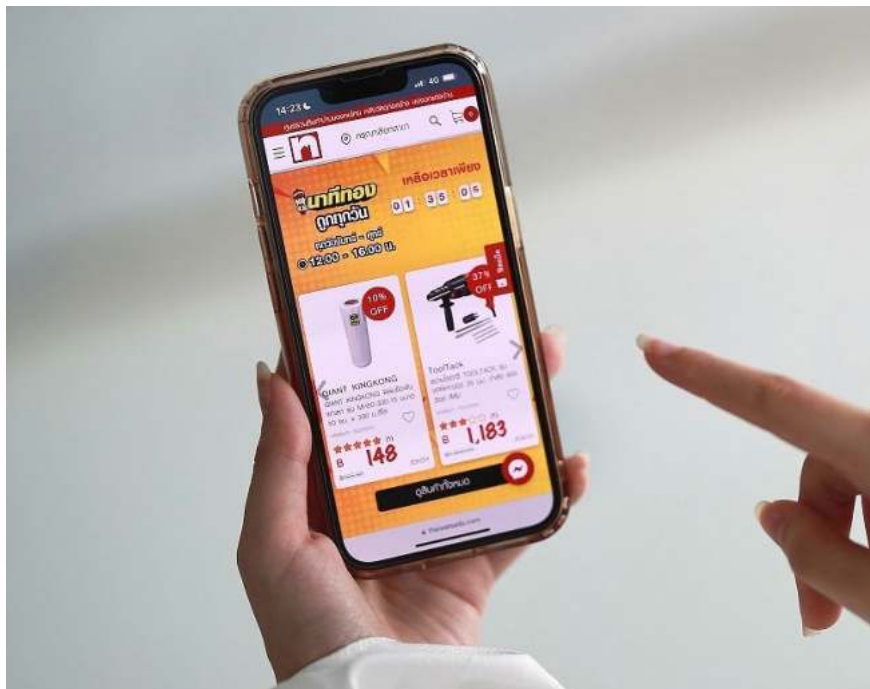
Thai Watsadu

## Thai Watsadu reaffirms leadership with the success of its hybrid formats

Thai Watsadu launched Thai Watsadu x BnB home Bangsaen, reinforcing its position as the leader of the home improvement and home decoration retail industry in Chonburi. The new store caters to the expansion of the Eastern Economic Corridor (EEC) and the industrial sector in the province. The hybrid format, which has been a success, brings together Thai Watsadu and BnB home to meet every consumer's domestic needs, from construction supplies to home decor items, under the concept 'All Home Needs in One Place'.







*Thai Watsadu*

## Thai Watsadu launches new Application: an all-in-one home improvement services

Thai Watsadu launches 'Thai Watsadu Application', the all-in-one platform for home improvement products and services. Users can check real-time prices on products and services, access after-sales services and collect The 1 points for discounts. This is an App that fulfills the needs of contractors, construction business owners and homeowners.







Power Buy

## Power Buy introduces ‘Power Buy Robinson Thalang’ in Phuket

Power Buy reinforced its leadership as the largest IT and electronic center in Thailand, opening its latest branch ‘Power Buy Robinson Thalang’. Strategically located in the South, the branch is expected to support the growing consumer demand in Phuket. Shoppers will find 20,000 electrical appliances, IT gadgets, and electronics from 200 leading brands—all in one place.



Power Buy

## ‘Power Buy Application’ launches, offering all-in-one services in the digital era

Focused on serving lifestyles in the digital era, Power Buy introduced ‘Power Buy Application’ where customers can enjoy a superior shopping experience anytime, anywhere. Under the concept of ‘Super Easy Shopping with Power Buy App,’ this platform will strengthen the omnichannel marketing strategy by bringing online and offline channels together. The application’s key features include: Virtual Warranty Card, Product Comparison, and Real-time Tracking.





OfficeMate

## OfficeMate Plus+ wins '3<sup>rd</sup> Prize Winner' for Best Retail Store & Shopping Mall Influencer Campaign

OfficeMate Plus+ received the '3<sup>rd</sup> Prize Winner' award in the category of Best Retail Store & Shopping Influencer Campaign at the Thailand Influencer Awards 2022. The award recognised the creation of digital content through the influencer campaign 'OfficeMate Plus+', the Attractive Franchise for Investment During Covid-19'. The campaign 'Young Self Made Millionaire' aims to effectively leveraged influencers who successfully promote online campaign via social media and online marketing, resulting in exceptional reach and engagement from the target groups.



B2S

## Opening the latest B2S branch at Robinson Lifestyle Ratchapruek

A new B2S branch was opened at Robinson Lifestyle Ratchapruek, ready to fully serve the needs of everyone in the family across the space of 400 square metres. The opening event was also joined by Nonthaburi governor Suthee Thongyaem and Mr. Philippe Broianigo, CEO Property & Business development of Robinson Lifestyle.





*Robinson Lifestyle*

## Central Retail launches Robinson Lifestyle and Robinson Department Store Thalang

Central Retail expands its business on the Andaman coast, strengthening its strategic location with 'WORLD-CLASS TOURISM DESTINATION' via 1.1 billion Baht investment, launching Robinson Lifestyle and Robinson Department Store Thalang in response to the growing purchasing power in Phuket. Under the concept 'Design Your Own Journey', the new malls offer an all-in-one destination to eat, shop and travel, fulfilling the needs of everyone in the family.







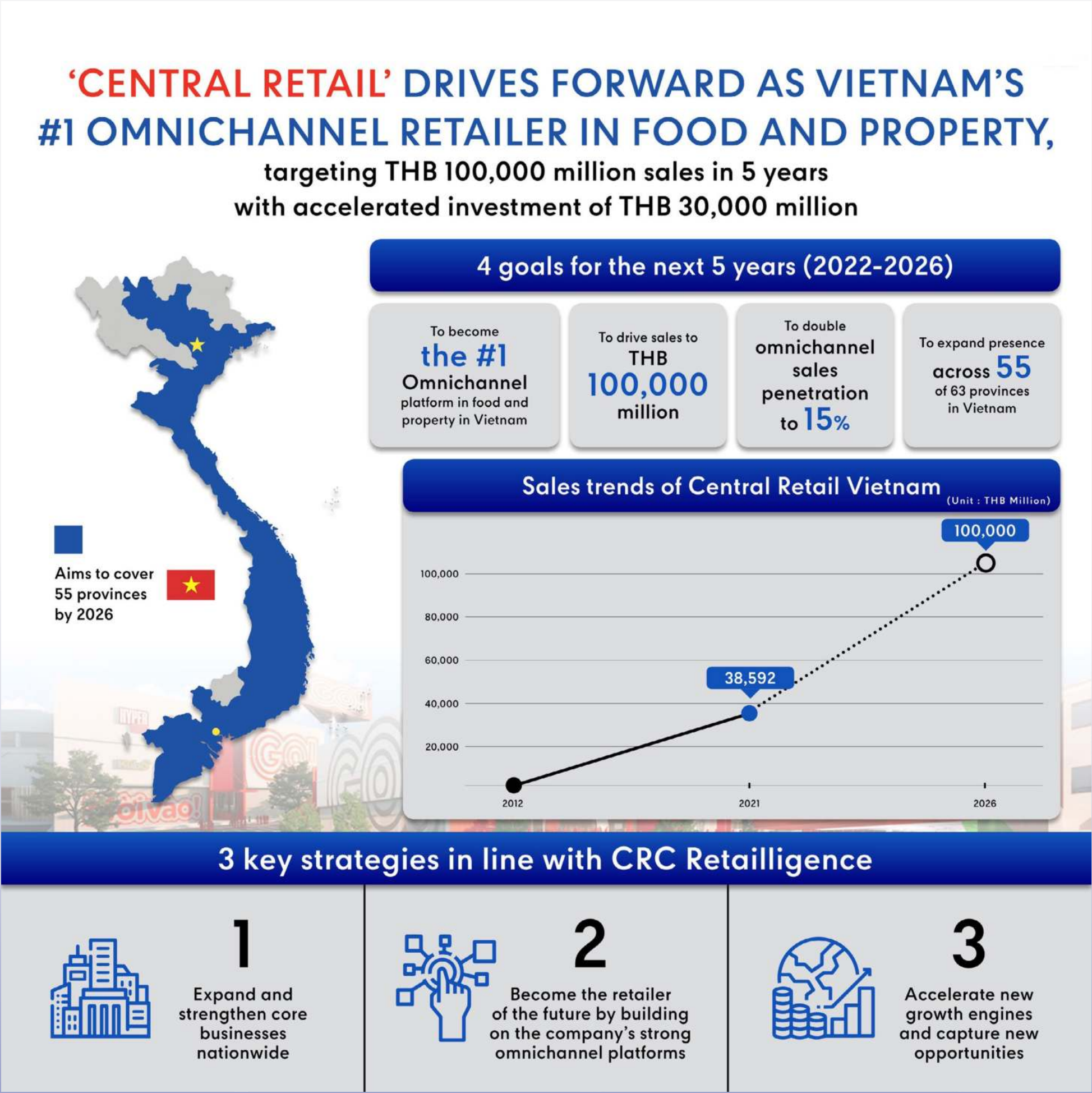
Robinson Lifestyle

## Central Retail unveils new flagship store 'Robinson Lifestyle Ratchaphruek'

Central Retail invests 1.2 billion baht to deliver the best shopping experience in Western Bangkok with a new flagship store 'Robinson Lifestyle Ratchaphruek', catering to high-spending consumers. The addition was designed under the concept of being an all-in-one destination to eat, shop and play, or the new landmark beside you. This investment reflects the company's commitment to expand Robinson Lifestyle Stores to cover 49 provinces nationwide, reinforcing its leadership position and expansive presence nationwide.







Central Retail Vietnam

Central Retail leads as Vietnam's #1 Omnichannel retailer in food and property

With strong commitment to business expansion throughout the past 10 years, Central Retail has become the #1 retailer of hypermarkets and the leader in lifestyle malls in Vietnam. Central Retail Vietnam has also built a winning omnichannel platform in food, modelled after the success achieved in the Thai market. To achieve its growth targets, Central Retail spearheads 3 key strategies in line with the **CRC Retailgence** strategy: Expand and strengthen core businesses nationwide, further build on omnichannel platforms, accelerate new growth engines and capture new opportunities.





GO! Mall

## Successful re-opening events at GO! Phú Thanh & GO! Binh Duong

GO! Phú Thanh and Binh Duong successfully held its re-opening event, which not only marked a significant milestone of its journey from Big C to GO! but also demonstrated Central Retail's commitment to improve the quality of life for Vietnamese people by providing quality shopping mall experience. Following the new concept of GO! Mall 'Eat – Shop- Play – Learn - Sustain', both GO! Malls presents a dynamic mix of leading food and beverage, entertainment, fashion and wellness brands.









Tops Vita

## Tops Vita aims to become #1 in Thailand’s vitamins and supplement market

Central Retail reinforces its first mover position in introducing new business formats with the launch of ‘Tops Vita’, offering Thailand’s first O2O ecosystem of vitamins and supplements. With its Offline to Online (O2O) strategy that synergises physical ‘Tops Vita’ stores with e-commerce channels, the brand offers an elevated shopping experience for health-conscious consumers. By 2024, the company aims to expand and achieve the sales of 1,500 million baht as Thailand’s #1 vitamins and supplement retail.



PET ‘N ME

## PET ‘N ME opens at Robinson Lifestyle Ratchaphruek

A paradise for pet lovers, PET ‘N ME, opens at Robinson Lifestyle Ratchaphruek as the latest flagship store packed with a variety of pet products. The store is divided into various zones to enhance customers’ shopping experiences, including a food zone, gadget IT zone, lifestyle zone, pet supply zone and a small pet zone. There is also a pet park area and wellness centre to fully serve the needs of pet owners and their beloved pets.





# POWER OF *PARTNERSHIPS*



*Gulf*

## Spearheading renewable energy production and retailing together with GULF

Central Retail announced the establishment of Greengen Energy Co., Ltd. (GGE) in partnership with GULF Energy Development (GULF), Thailand's leading energy company, to spearhead the solar energy business in response to the needs of businesses and consumers who demand cleaner energy for a sustainable world. The partnership will be the model in the production and retailing of renewable energy, starting with the use of rooftops across five Thai Watsadu branches to install solar panels and produce solar power in 2022, followed by the expansion into a nationwide solar energy distribution.

*Ergotrend*

## Joining forces to strengthen Central Retail's health & wellness portfolio

Central Retail continues to drive its CRC Retaillignce strategy in full force by accelerating its expansion in the health and wellness portfolio. Central Retail has invested 240 million baht to strengthen OfficeMate via the strategic partnership with MP Synergy, a leader of ergonomic furniture, under a well-known brand Ergotrend. Holding 60% of the shares, Central Retail is equipped to strengthen its presence in the ever-growing health and wellness industry.



*Mastercard*

## Central Retail and Mastercard delight shoppers with special discount campaign

Central Retail, in partnership with Mastercard, continued to delight shoppers with the return of the 'FRIDAY – Pay with Mastercard' campaign, offering special discounts both in-store and online across over 1,000 brands. Through this campaign, Central Retail expects a 30% increase in its sales.





Central The 1 Credit Card

## Boosting consumer spending with 'Central Retail x T1 Card Day'

Central Retail joined forces with The1, launching 'Central Retail x T1 Card Day' campaign to boost mid year sales, aiming to stimulate 680 million baht in spendings. The company foresees the comeback in consumer spending after the ease of Covid-19 restrictions and saw the signature campaign as a way to further stimulate spending via special deals and promotions for The1 members.

Krungsricard

## Krungsricard and Central Retail offers great value, delighting customers once again

Krungsricard joined hands with Central Retail, offering exclusive deals via the 'KRUNGRICARD x CENTRAL RETAIL Great Value, Great Deal at Central Retail' campaign. The campaign is expected to stimulate year-end sales as it offers Krungsri credit card members cashback up to 1,000 baht for every 3,000 baht spent. As the campaign has been a success in the prior year, Central Retail has brought back this signature campaign to delight customers once again.



AIS

## Central Department Store and AIS 5G launches Thailand's first AR Personal Shopper

Central Department Store partnered with 'AIS 5G,' Thailand's No.1 5G network operator, to launch 'Central AR Personal Shopper.' The new feature marks Thailand's first-ever AR personal shopper. Available through the 'AIS 5G PLAY AR' application, the augmented reality-powered personal shopper will support the customers on their shopping journey by introducing a wide range of items from Central's Red and Exclusive Collection as well as special promotions.





# SUSTAINABILITY ACTION

Tops

## Tops partnered with Siriraj Hospital, giving back to society during festive season

Tops has a mission to grow its business alongside social responsibility. During the festive season, Tops presented New Year baskets, inviting everyone to give a gift of happiness in its ‘Celebrating the Future’ campaign. Partnering with the Faculty of Medicine, Siriraj Hospital, Mahidol University, Tops offered customers the opportunity to purchase New Year baskets, in which part of the proceeds will be donated to the prosthetic arms and legs funds under Sirindhorn School of Prosthetics and Orthotics.



Tops market Vietnam

## Tops market Vietnam introduces Plastic Bag-Free Day

In a bid to encourage more environmentally friendly consumer habits, Central Retail Vietnam incorporated a plastic reduction message in its Corporate Social Responsibility (CSR) plan through the hosting of green activities. The company first introduced Plastic Bag-Free Day to its consumer goods retail business Tops market Thao Dien in HCMC in order to help consumers make more eco-friendly choices and raise awareness on environmental protection. The effort has paid off, garnering positive responses from consumers nationwide.

Central & Robinson Department Store

## Central Department Store and Robinson spreads joy to children

Central Department Store and Robinson celebrated its 75<sup>th</sup> anniversary with the ‘Central Endless Summer’ and ‘Robinson Summer Tour’ campaigns. Joining hands with leading brands, the company donated essential items such as clothes, shoes and educational items to the SOS Youth House worth a total of 780,783 baht.







Robinson Department Store & Robinson Lifestyle

## Passing on sustainable happiness with 'Funtastic English Class'

Robinson and Robinson Lifestyle joined hands to create sustainable happiness for local communities in Thalang, Phuket by supporting English education for children in the 'Funtastic English Class' programme. The programme was designed to build and enhance English skills for children from nursery to higher education via scholarships and access to teachers who are native speakers.

Supersports

## Supersports organises 'LET'S DONATE. GIVE YOUR SHOES A NEW LIFE!' campaign

Supersports organised the 'LET'S DONATE. GIVE YOUR SHOES A NEW LIFE!' campaign, inviting everyone to donate money or shoes to students at the Border Patrol Police School in Prachuap Khiri Khan and Ratchaburi so everyone can maintain a healthy lifestyle. Supersports will continue with similar type of campaigns so that everyone can take part in sharing and giving new life to old shoes by recycling it for those in need.



Central Marketing Group

## FitFlop launches 'FitFlop Pink October' to fight against breast cancer

FitFlop launched a campaign 'FitFlop Pink October' to fight against breast cancer for all Thai women. Through the campaign, FitFlop donated 1% of its revenue in October 2022 to the National Cancer Institute. For every receipt with 3,000 baht at minimum, customers will receive a special gift: a FitFlop Tote Bag as a token of gratitude for their participation in the campaign.

Rinascente

## Rinascente donates proceeds from beauty bars to research

At Rinascente, CSR collaborations have always been a priority under the company's philosophy, 'for the city, with the city and in the city', to draw the public's attention to various important issues. Beauty Bar for the Research was born precisely from this philosophy: to announce and bring to life the shopping that is increasingly conscious, concrete and with diversified purposes. Rinascente donates at certain times of the year with part of the proceeds, from its beauty bars to initiatives in the field of research that are strongly linked to the area.







Thai Watsadu

## Thai Watsadu champions green retail with EV truck adoption

Thai Watsadu leads the way with its green retail business model with the adoption of clean energy EV delivery trucks. To reduce carbon dioxide emissions and reinforce its stance on sustainability, Thai Watsadu has transformed its logistics system by adopting EV trucks to deliver products across the nation. The company also has a goal to grow its electric truck fleet to 30 vehicles by 2023, which is comparable to planting more than 200 trees per year.



Thai Watsadu

## Thai Watsadu collaborates with Bangkok governor to promote waste management

Thai Watsadu organised the 'Thai Watsadu: How to Trash' campaign to promote proper waste management by donating waste sorting bins to 50 schools in Bangkok. The company also organised activities to help youths understand and see the importance of proper waste management, reinforcing its position as a green and sustainable retailer in Thailand that is ready to grow alongside the society and the environment.





Thai Watsadu

**Thai Watsadu stands alongside local communities in times of crisis**

Thai Watsadu helped local communities in Nan who have faced severe floods by supporting the repair of damaged households. These activities reflect the company’s commitment to its 3 key philosophies: people centric, social sharing and environment-oriented. Thai Watsadu has supported the potential of the people by opening a branch in Nan, creating employment opportunities for the community while organizing CSR activities to drive sustainable growth. The company has also operated with a strong commitment to grow alongside the surrounding environment and supported recovery in times of crisis.

Power Buy

**Power Buy promotes ‘Women Cancer 2022’ initiative**

Power Buy promotes the ‘Women Cancer 2022’ initiative, inviting everyone to support the cause by purchasing washing machines from any brand under Power Buy. Part of the proceeds will be donated for medical equipment for breast cancer, including mobile ultrasound machines, electrocardiography machines, infusion pumps and more. Power Buy’s commitment to the cause reflects its conviction to help support a healthy and good quality of life for all.



OfficeMate & B2S

**OfficeMate & B2S donates to Camillian Home for Children Living With Disabilities**

Alexandre Hammel, Chief Executive Officer of COL, and Ms. Chitlada Hanvoravongchai, President of OfficeMate, along with employees of OfficeMate and B2S joined hands to donate educational resources to Camillian Home for Children Living With Disabilities in Lat Krabang.

B2S

**B2S & BMA join hands to promote reading**

B2S & BMA introduced the ‘Young Reader’ campaign and offered B2S Club E-Library for over 400 primary schools in Bangkok. Teachers and students can access free books, helping them explore their love for reading and learn new things. This initiative is a cross collaboration between private and public sectors, joining hands to promote active reading across the nation.





# PRIDE & RECOGNITION

## Corporate Achievement & Governance Excellence

### Central Retail

- Corporate Excellence
- The Most Outstanding Company in Consumer Discretionary category
- Asian Excellence : Asia's Best CEO, Best CFO, Best CSR, Best Investor, Best Corporate Communications
- Growth Maker Executive of the Year
- Digital Initiative of the Year
- O2O Customer Experience of the Year
- Best Luxury Retail CEO

- ASEAN Asset Class PLCs
- Thai Private Sector Collective Action Against Corruption
- 5 Star (Excellent) of The Corporate Governance Report of Thai Listed Companies
- Best CEO
- Best CFO
- Outstanding Investor Relations
- Thailand Corporate Excellence Award 2022 in Marketing Excellence

## Business Excellence

### Central Food Retail

- Omnichannel Strategy of the Year
- Supermarket of the Year

### Central Department Store

- Retail App of the Year

### Supersports

- Sporting Goods Retailer of the Year

### OfficeMate

- Franchise of The Year
- The Best eService Provider

### Robinson Lifestyle

- The Outstanding Model Company in Safety





## Marketing & Branding Excellence

### Central Department Store

- Thailand Most Admired Brand
- YouTube Works
- Moral Award

### OfficeMate

- Best Retail Store & Shopping Influencer Campaign

## Corporate (Staff) Well-Being & Sustainability Excellence Central Retail

### Central Retail

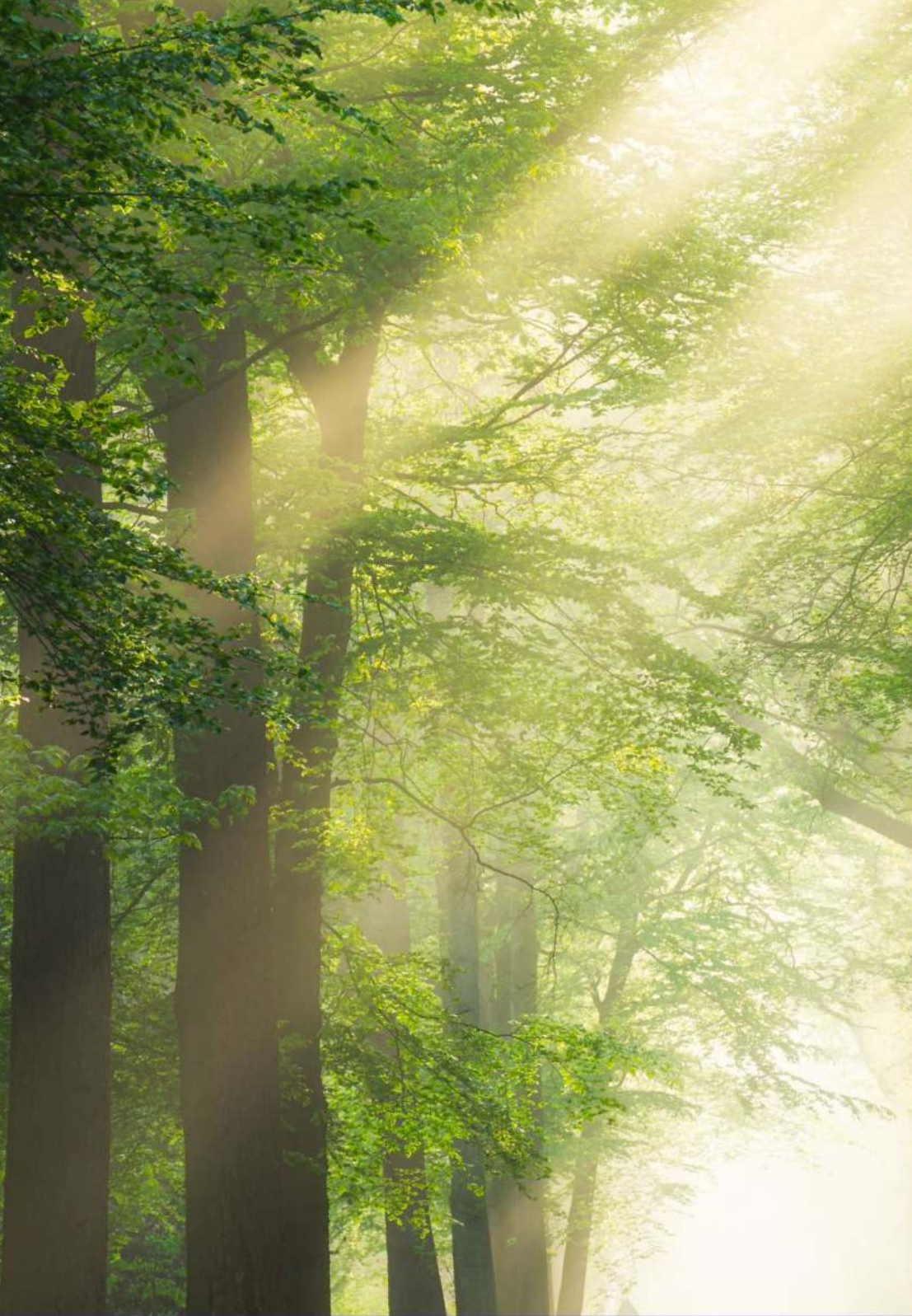
- Global CSR
- Excellent in Supported Disability People
- Thailand Sustainability Investment (THSI)

### Central Food Retail

- AMCHAM CSR EXCELLENCE







# CENTRALRETAIL

## CENTRAL TO LIFE











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