

CORPORATE HIGHLIGHTS



Leading the way to the next era with "CRC OMNI-Intelligence", CRC announces 5-year vision and aims for 11% sales growth in 2024



Record-breaking year for Central Retail: 2023 profit hits THB 8,016 million, up 12%, with dividends of THB 0.55 per share, 15% higher than previous year



Central Marketing Group (CMG) celebrates exceptional success with a 28% growth in 2023, eyeing another record year in 2024



Central Retail Vietnam kicks off the year of the dragon with 10% growth from the increasing purchasing power during the Vietnamese New Year (Tet) festival

CRC CARE BUSINESS PHILOSOPHY

CRC Care is the business philosophy that Central Retail has adhered to for 80 years. Encapsulated in seven key dimensions is a resolute commitment to reinforce Central Retail's purpose, 'Central to Life,' ensuring sustainable and robust growth for the benefit of all stakeholders

CARE FOR THE ENVIRONMENT



AUTO1 joins the "This Car Reduces Dust" campaign by supporting the cleaning of car injectors for 40 rescue vehicles

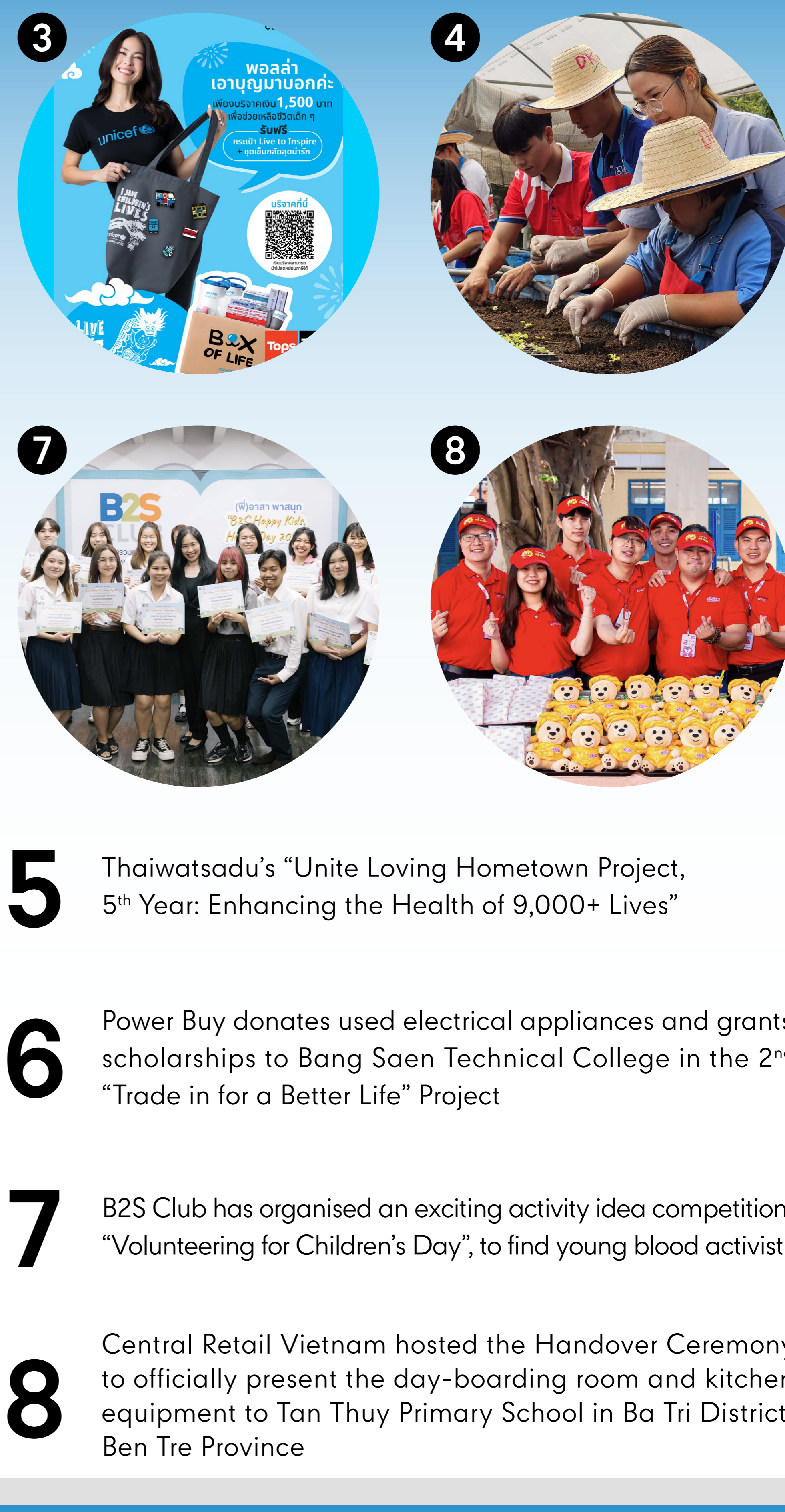
CARE FOR THE CUSTOMER

- Central launches CENFINITY, a newly loyalty programme for Top Customers, offering personalised experiences from World-Class partners
- Central transforms Central Chidlom into a luxury department store, known as "The Store of Bangkok"
- Robinson joins the season's festivity, showcasing "music" and "Thai kite heritage conservation" in ROBINSON / ROBINSON LIFESTYLE Summer Magic
- ROBINSON LIFESTYLE & ROBINSON HAPPY CHINESE NEW YEAR 2024, features a tag team performance by "Dah Wu & Offroad", promising a spectacular show for all shoppers
- Supersports is hosting the ultimate golf tournament of the year, featuring six top-rated 5-star courses across the country at the "Supersports Golf Tournament 2024"
- Central Marketing Group (CMG) and CASIO G-SHOCK hosted the unveiling event of the newest watch collection, "G-SHOCK HIDDEN GLOW" which was inspired by the concept of "Glow in the dark"
- Tops invites you to enjoy a world-class shopping experience, discovering a wide variety of award-winning, exclusive products at the "Discover World's Finest" event
- GO Wholesale participate in "Chinese New Year of the Golden Dragon 2024" event
- Power Buy organises an exclusive trip to Wat Leng Noei Yi with "Master Chang" for an auspicious start to the year
- Celebrating the 2nd anniversary of Tops Care, your health & wellness destination! Enjoy exclusive promotions at all our stores
- SpringLeaf, an imported brand by Tops Vita, launched new kid's supplements: lutein gummies, mega calcium, and goat milk tablets
- The new imported collection is now available at PET 'N ME Central Westgate and Central Westville
- Central Retail Vietnam organised the opening ceremony of the Mekong Delta Mango Week 2024 at GO! An Lac in Ho Chi Minh City
- Vestiaire Selection: Allowing you to create outfits that stand the test of time and trends, ensuring you always feel on-point at Rinascente



CARE FOR THE COMMUNITY

- Central Retail joins forces with artist Parn Somnuek Klangkrok for a limited art toy collection, benefiting The Cardiac Children Foundation of Thailand in the "Hi! Jai Spreading Endless Happiness" campaign
- Central launches "SHEPOSSIBLE", an empowering campaign aimed at encouraging women to make prompt contributions in all dimensions of society
- Tops partners with UNICEF to save the lives of children, delivering "Box of Life" and inviting customers to participate in creating a better world
- GO Wholesale promotes intellectual disabilities and enhances skills to create opportunities, at the Ratjanukul institute (Bang Poon), Pathum Thani
- Thaiwatsadu's "Unite Loving Hometown Project, 5th Year: Enhancing the Health of 9,000+ Lives"
- Power Buy donates used electrical appliances and grants scholarships to Bang Saen Technical College in the 2nd "Trade in a Better Life" Project
- B2S Club has organised an exciting activity idea competition, "Volunteering for Children's Day", to find young blood activists
- Central Retail Vietnam hosted the Handover Ceremony to officially present the day-boarding room and kitchen equipment to Tan Thuy Primary School in Ba Tri District, Ben Tre Province



CARE FOR THE PEOPLE

Central Retail's CPO named among Thailand's most influential HR leaders in the HR icons list 2024 curated by ETHR World Southeast Asia

Central Retail celebrates Thai New Year with "Splashing Joy of Songkran" under the ICARE theme, racked with games, activities, and delicious treats

Central Marketing Group (CMG) is proud to receive "The Outstanding Tobacco Control Operation 2024 Award" at the 14th FahSai Academic Conference 2024 event

CARE FOR THE ECONOMY

Now open! Central Department Store Nakhon Sawan - The largest and most comprehensive store in the upper central region with over 500 world-class brands

Supersports offers a quality range of products to meet the needs of sports enthusiasts of all ages, with two new branches in Hat Yai and Nakhon Sawan

Discover world-renowned brands from Central Marketing Group (CMG) in Central Nakhon Sawan

Central Marketing Group (CMG) is delighted to introduce the opening of new concept stores of Fitflop at centralwOrld and Central Westgate

Tops unveils a new standalone branch at Ratpattana, attracting a diverse range of stores, products, services, and popular restaurants

Tops daily shakes up the retail industry with its new franchise model, leveraging four key strengths to empower business owners and propel Thailand's economic growth

GO Wholesale expansion to continue in 2024, pinning them in strategic locations throughout Thailand - Opening the first branch of the year in a "Big Size" on Rama 2 Road

Now Open! Tops Care at Central Nakhon Sawan - A new pharmacy offering medication and health consulting services by qualified pharmacists

Central Retail Vietnam launched mini go! Thanh Binh in Dong Thap province, marking its 10th mini go! nation wide, and the 2nd one in Dong Thap

CARE FOR PARTNER

Central Retail joins hands with Visa to invite shoppers for a chance to win a flight to France and attend the Paris 2024 Olympic Games

Supersports, in collaboration with Adidas Thailand, is organising a grand running event in the heart of Bangkok, the Supersports 10 Mile Series 2024 Bangkok presented by adidas

Central Group and Central Retail Vietnam were honoured to welcome Minister Le Minh Hoan and a delegation from Vietnam's Ministry of Agriculture and Rural Development (MARD) to visit centralwOrld in Thailand