

CORPORATE HIGHLIGHTS

Central Retail donates 2.5 million baht to The Cardiac Children Foundation of Thailand through the "Hi! Jai, Spreading Endless Happiness" campaign

Central Retail wins 3 awards at the HR Asia Best Companies to Work For in Asia 2024 for the 3rd consecutive year

Central Retail showcases its success, winning 3 outstanding awards in the commerce sector at the IAA for Listed Companies Awards 2024 for the 3rd consecutive year

Central Retail demonstrates its excellence by winning the "Outstanding Investor Relations Award" at the SET Awards 2024

Central Retail Ranks Top 3 in Retailing Industry from a total of 466 Companies Demonstrating Sustainability Excellence as a Retail-Wholesale Leader on the global stage

Thaiwatsadu celebrates a 30% growth of "White Format" stores – showcasing O2O solutions and launches festive marketing campaigns to boost year-end sales

Robinson Lifestyle drives B2B business growth, serving total solutions for all partners

Robinson Lifestyle invests more than 2.5 million baht, transforming a new shopping mall concept

Central Retail Vietnam was honoured to receive the Saigon Times CSR 2024 Certificate. The event was organised by The Saigon Times, under the Economic Times magazine

Central Retail Vietnam proudly celebrates its recognition as one of the "Top 100 Vietnam Best Places to Work 2024" in the "Large-sized Enterprise" category, an honour awarded by Anphabe

CARE FOR THE ENVIRONMENT

Tops elevates sustainability with the "Food Hero, Taste not Waste" campaign, inviting Thais to become heroes by shopping near-expiry products that maintain quality at special discounted prices

Central Retail Vietnam and Procter & Gamble Vietnam jointly participated in a volunteer tree-planting day at the Tà Kâu Nature Reserve in Binh Thuan province

CARE FOR THE CUSTOMER

1

Tops launch big campaign "TOPS OF HAPPINESS 2025" bringing moments of joy to boost Thailand's economy and achieving a 15% sales growth this holiday season

2

Tops teams up with four top chefs to guarantee product quality and craft exquisite dishes from four international cuisines with world-class ingredients at Chef's World Kitchen event

3

Central, the Ultimate Gift-Shopping destination, launches "CENTRAL LET'S CELEBRATE" marking the year's finale with thoughtful gifts for everyone

4

Central and Robinson Department Stores launch "Moo Deng," a global icon, as part of the collection "MINI MONO X MOO DENG: LET'S BOUNCE THE WORLD"

5

Hermès Perfume and Beauty, distributed by CMG, is pleased to introduce the new feminine fragrance, Barénia. Femininity in motion. Freedom in full swing

6

Central Marketing Group (CMG) strengthens G-SHOCK with world-class fighter "Superbon Singha Mawynn" as brand ambassador with the "TOUGH LIKE YOU" campaign

7

DARE IS TO DO

8

Thaiwatsadu supports the government's "Economic Recovery Project" easing financial burdens for citizens and boosting Thailand's economy

9

Auto1 spreads joy with a special gift. A free 38-checklists car inspection programme to ensure a safe journey home for the New Year

10

B2S "Young Reader" Contest for Khon Kaen primary school

11

PET 'N ME donated pet food worth 100,000 baht to the Happy Dog Foundation in Chiangrai province through Central Thom

12

Central Retail Vietnam actively participated in the "Kindness from the Heart" blood donation programme, organised by the Royal Thai Consulate General in Ho Chi Minh City and the Vietnam Red Cross Society

1

Supersports launches the Tottenham Hotspur shop in Thailand

2

Thaiwatsadu and BnB home celebrate the season with fresh canadian christmas trees with a targeted 28% growth, along with "Celebration Sale 2024"

3

Power Buy accelerates in the final quarter with full-scale promotions and major events to boost shopper spending

4

B2S invites you to brighten up every day with the "ART & GIFT Festival 2024". Explore, shop, and join workshops at the art market featuring unique gifts

5

Robinson Lifestyle has lighted up the Christmas tree with "ROBINSON LIFESTYLE THE TWINKLE STARLIGHT CELEBRATION 2025"

6

Stay warm and stylish this winter with a fresh wardrobe! Visit Rinascente, to explore a world of winter fashion that's both timeless and on-trend

CARE FOR THE COMMUNITY

1

Central Retail drives "CRC Care" with the "Caps for Dreams" project, donating over 1 million plastic caps and aiming for 1 million more to create educational tools for remote schools

2

GO WHOLESALE provides quality ingredients to Bang Kho Laem Vocational Training Center, supporting the community by enhancing culinary skills and creating income opportunities

3

Central and Robinson as part of the Central Group, contribute funds to support the operations of the Faculty of Medicine, Chulalongkorn University, and King Chulalongkorn Memorial Hospital, The Thai Red Cross Society

4

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CARE FOR THE PEOPLE

Central Retail honoured to receive the Human Resource Management Excellence Award and Sustainable Development Excellence Award at TMA 2024

Central Retail recognised with Outstanding Achievement of Human Rights Awards (2nd consecutive year) and for Outstanding Support of Persons with Disabilities for 5th consecutive year

Central Retail and all Business Units have been officially certified as a Great Place to Work® by the Great Place to Work® Institute

Khun Panchalee Weerattamawat, CPO of CRC, named among global 200 Women Power Leaders 2024

CARE FOR THE ECONOMY

Celebrate the grand opening of Central Chidlom's new look in 50-year history as "THE STORE OF BANGKOK", with the debut of "Nam Joo Hyuk" as the first brand ambassador, joined by over 100 Thai celebrities at the event

GO WHOLESALE wraps up 2024 with a bang, boosting consumer spending in the city with the grand opening of its Charoen Rat branch in a strategic location

Supersports Central Chidlom unveils its new look as a grand year-end celebration, for the exclusive experience of sports shopping in a premium store

Grand opening celebration of Supersports Megabangna for its New Look and New Location, offering completely new zones for every sports enthusiasts

Central Marketing Group (CMG) is thrilled to announce the grand opening of SKETCHERS at centralWorld, featuring special appearances by Cha Eun-Woo and Apo Nattawin

MLB unveils Southeast Asia's largest flagship store, bringing cutting-edge fashion to centralWorld

Central Marketing Group welcomes HEYDUDE into its portfolio

GUESS has launched its first-ever flagship store with a new concept in Thailand, located on the 1st floor, Central Court zone at centralWorld

Ralph Lauren opens its first Ralph's coffee in Thailand

Thaiwatsadu expands modern trade white format with "Thaiwatsadu x BnB home Khon Kaen 2" to support Isan's growing construction and real estate hub

Power Buy unveils the new look of the Central Chidlom branch as a premium store to target high-spending customers

OfficeMate joined the "SAP Spend Connect Innovation Day" to be part of the driving force toward a transparent and efficient online procurement process

Robinson Lifestyle is ready to launch "Sunday Playland", a comprehensive learning and play centre for young children available nationwide

CARE FOR PARTNER

First in Thailand Central Food Retail Group collaborates with Central Retail Digital and Google Cloud to debut "Tops Chef Bot" powered by Generative AI, transforming retail with Next-Gen omnichannel technology

Robinson and Disney Thailand create a nationwide phenomenon of happiness, teaming up with 5 members of LYKN to kick-off the ultimate excitement in the "ROBINSON PIXAR CARNIVAL CELEBRATION"

Power Buy, together with SG Capital launches "SGFINANCE+", offering convenient installment plans without credit card to penetrate the smartphone market

Robinson Lifestyle and AIS have launched "IM AROI RAN DUNG GUB AIS" campaign, offering privileges at over 500 participating shops nationwide

NHJO joins forces with Robinson Lifestyle to sign an agreement to provide space in shopping malls, enhancing access to public health services for all Thai people

CARE FOR GOVERNANCE

CENTRAL RETAIL ACHIEVES "EXCELLENT CG SCORING" OR 5-STAR RATING FOR THE FOURTH CONSECUTIVE YEAR

Central Retail achieves "Excellent CG Scoring" or 5-Star Rating for the 4th consecutive year