

CORPORATE HIGHLIGHTS



Central Retail shines at the top, sweeping 8 trend setter awards of 2024 - reaffirming its leadership in retail and wholesale



Central Retail reinforces its leadership with a third consecutive "Best Luxury Retail CEO" award



Central Retail triumphs for the 5th consecutive year, winning the Best Community Programme Award for excellence in community development



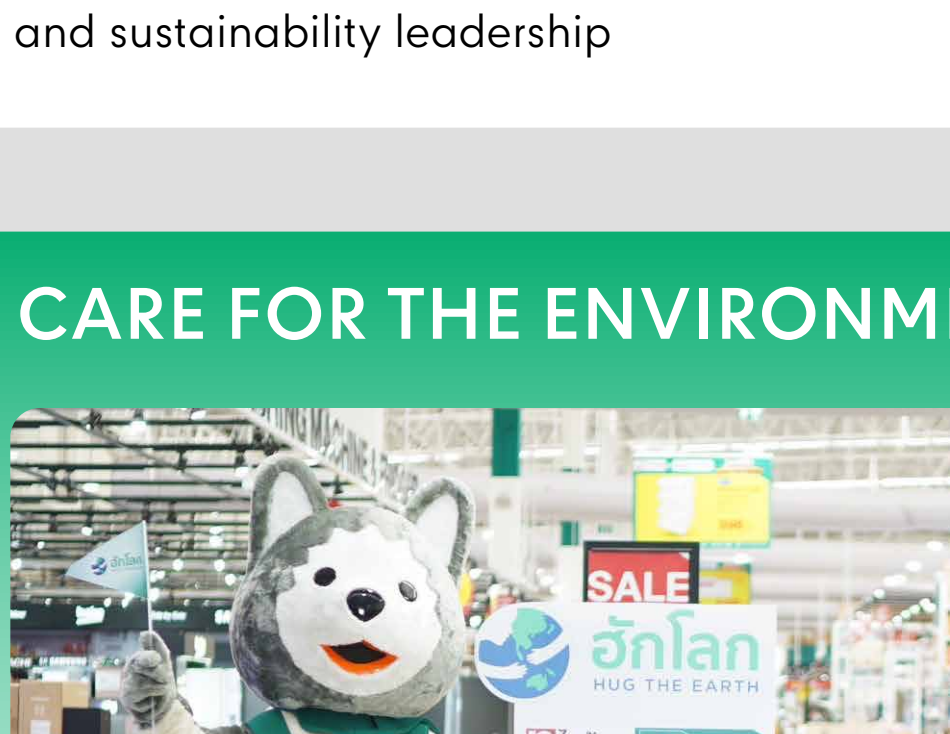
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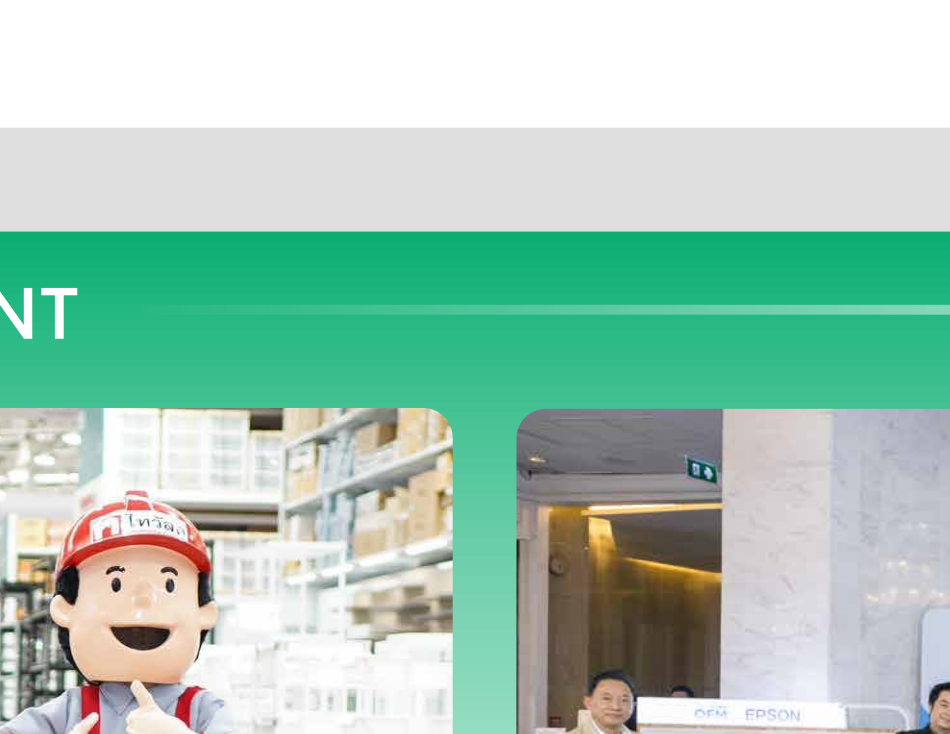
Central Retail showcases 2024 "CRC ReNEW" strategy success, cutting 86,612 tons of CO<sub>2</sub> - reinforcing its role as Asia's sustainable retail leader



Thaiwatsadu maintains strong growth as 2024's top home improvement destination, driven by key customer trust insights across segments



Thaiwatsadu wins "Thailand Top Company Awards 2025" in the construction materials category, cementing its market-leading strategy and sustainability leadership



Inside Autol's brand love strategy with 4Cs: "We care for every car and every person"



OfficeMate Logistics has been certified with ISO standards for both the Environmental Management System (ISO 14001) and the Occupational Health & Safety Management System (ISO 45001)

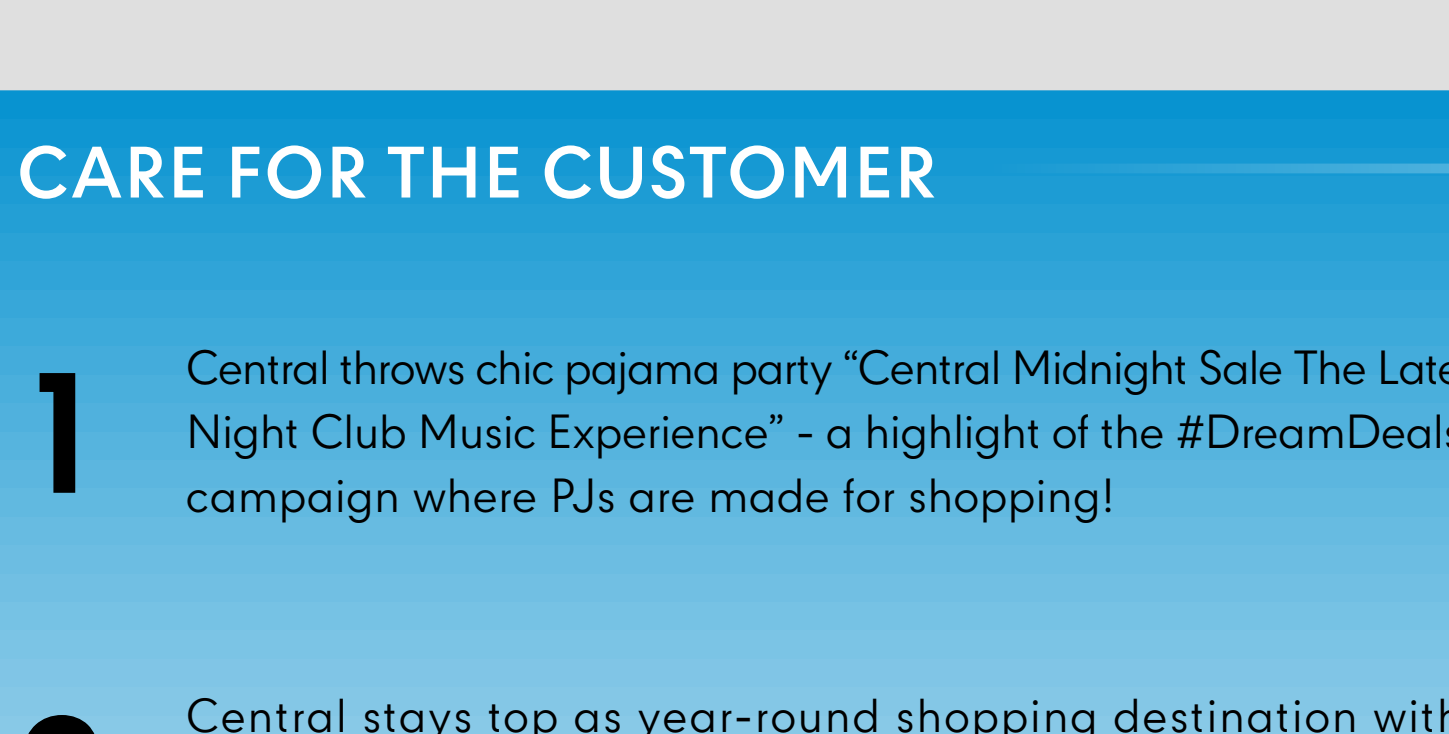
CARE FOR THE ENVIRONMENT



Thaiwatsadu and BnB home strengthen green hardline leadership - partner with 6 top home brands to drive "Hug The Earth" products for cooler, cleaner, and energy-saving green housing



OfficeMate is collaborating with leading brands to create a more sustainable world by joining "Hug The Earth". With over 500 eco-friendly products



OfficeMate donates over 2,000 safety shoes to the Protected Areas Regional Office 15 (Chiang Rai) under the Department of National Parks



Central Retail Vietnam launches "Responsible Green Tick" programme to promote community health and sustainable retail

CARE FOR THE CUSTOMER

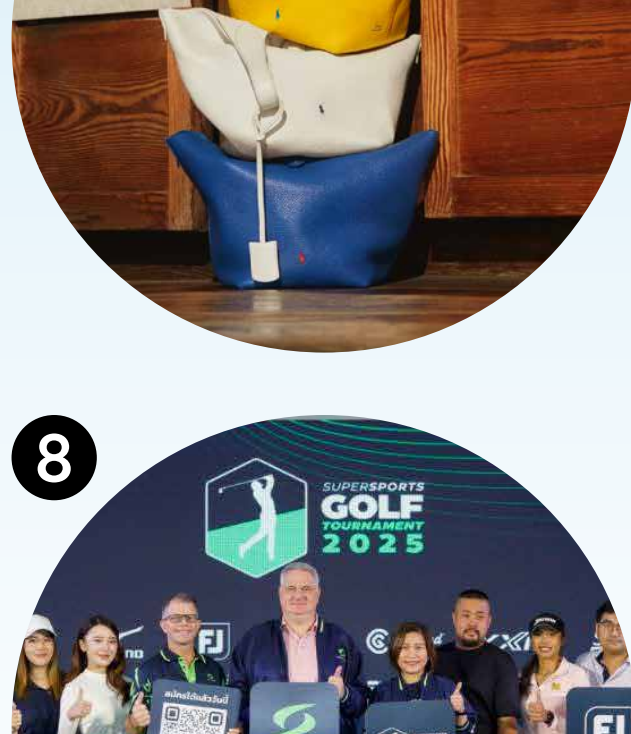
1 Central throws chic pajama party "Central Midnight Sale The Late Night Club Music Experience" - a highlight of the #DreamDeals campaign where PJs are made for shopping!



2 Central stays top as year-round shopping destination with "Central Summer Fest 2025" - teams up with Nani-Hirunkrit for live store tour and fashion trend updates all summer and Songkran



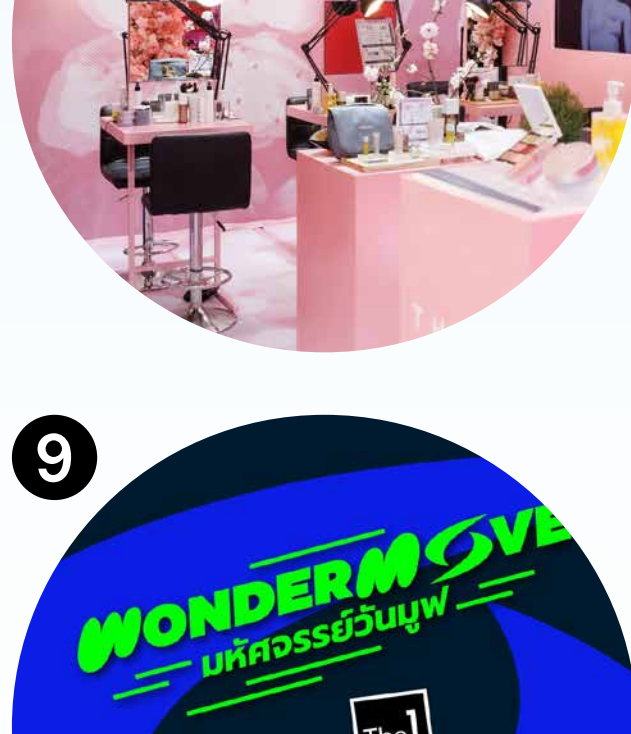
3 GUESS launches GUESS x CHOMPOO ARAYA SPRING 2025 collection, showcasing a vibrant look in the Spring 2025 collection



4 Hush Puppies proudly launches eco-friendly BrightFoam™ Collection - made from natural algae to help restore waterways



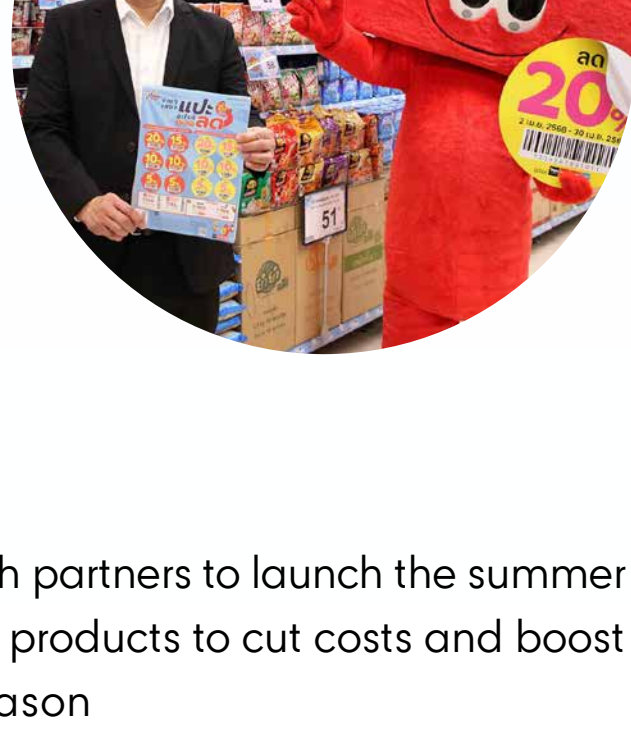
5 CMG in collaboration with Supersports, proudly presents "Crocs InMotion". Powered by LiteRide™ and Free Feel Technology™



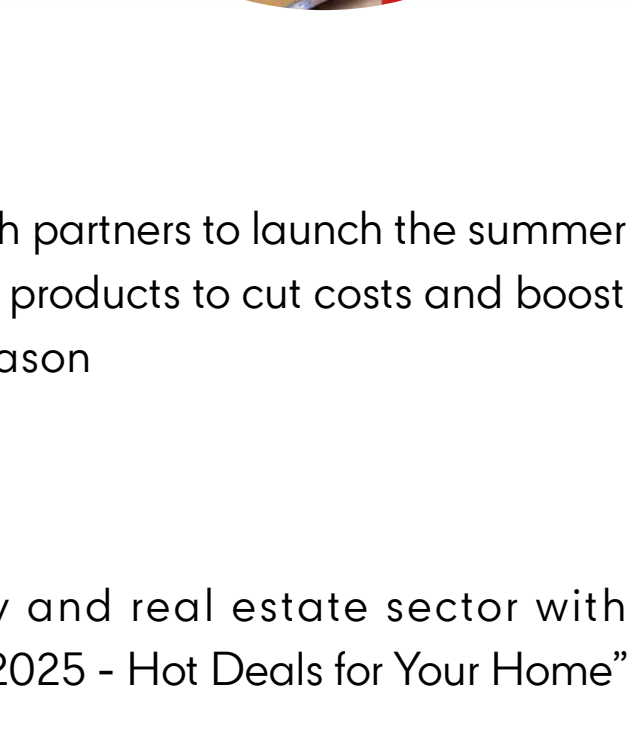
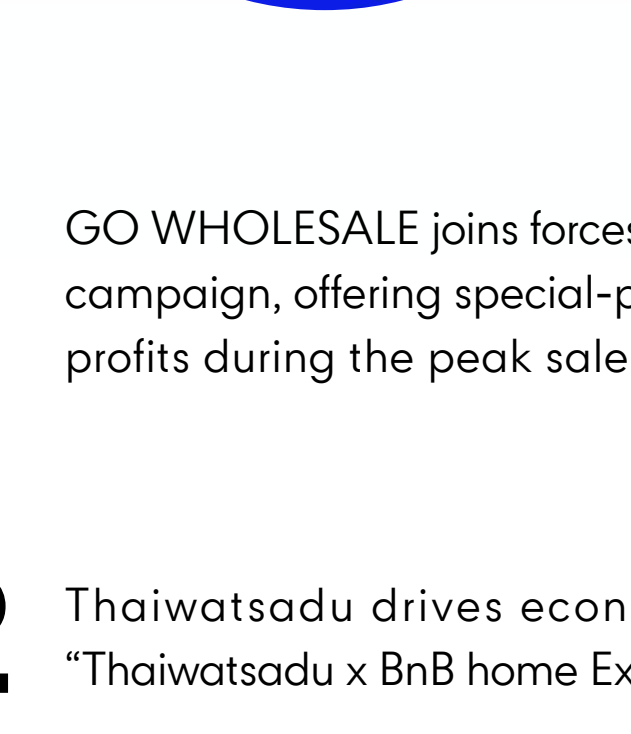
6 Ralph Lauren introduces Polo Play bag collection for Spring 2025, inspired by the fun and vibrant spirit of the brand's iconic polo shirts



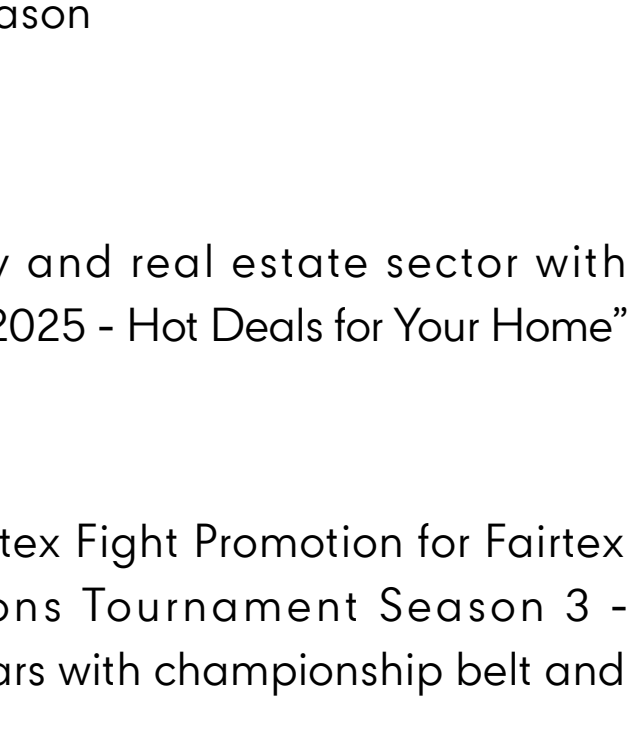
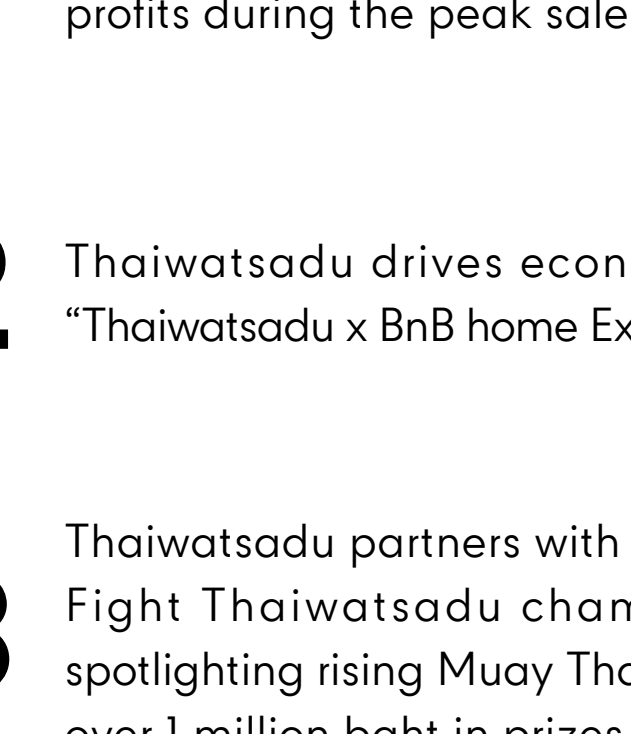
7 THREE Cosmetics, proudly unveils THREE Sakura Collection 2025 - debuting for the first time in the world! This special collection is inspired by the enchanting sakura season



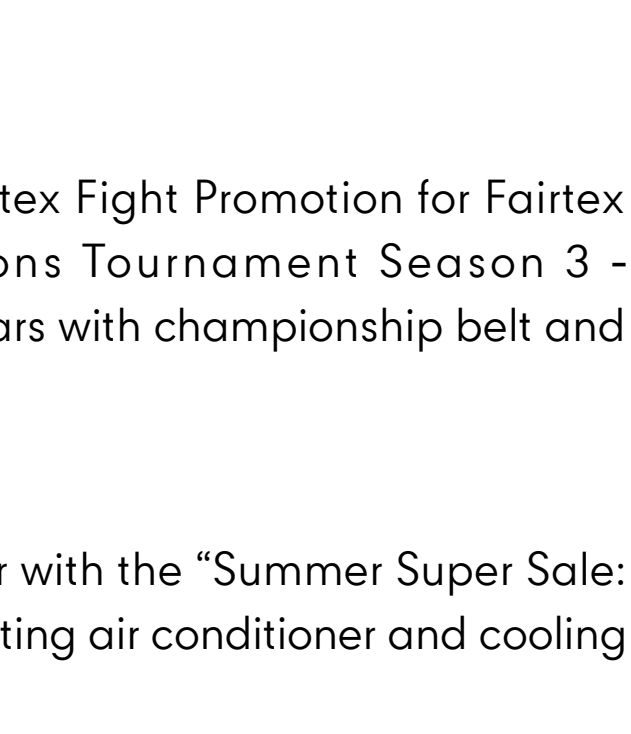
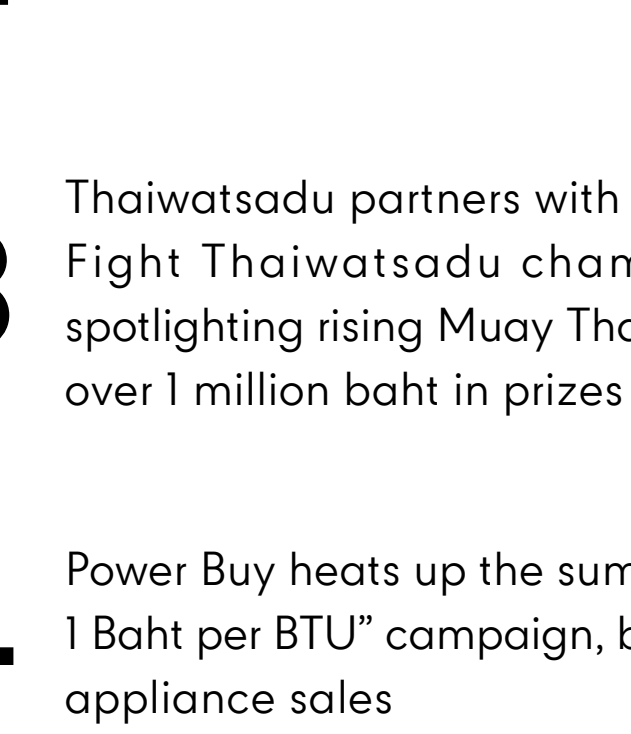
8 Supersports announces readiness to serve golfers of all levels with the launch of Supersports Golf Tournament 2025



9 Supersports and The 1 launch "Supersports Wonder Move" campaign, a month of exclusive rewards for sports enthusiasts



10 Tops drive summer retail momentum with "Discover Fun Fest - Your Discount, Your Choice" to boost sales by 20%



11 GO WHOLESALE joins forces with partners to launch the summer campaign, offering special-price products to cut costs and boost profits during the peak sales season



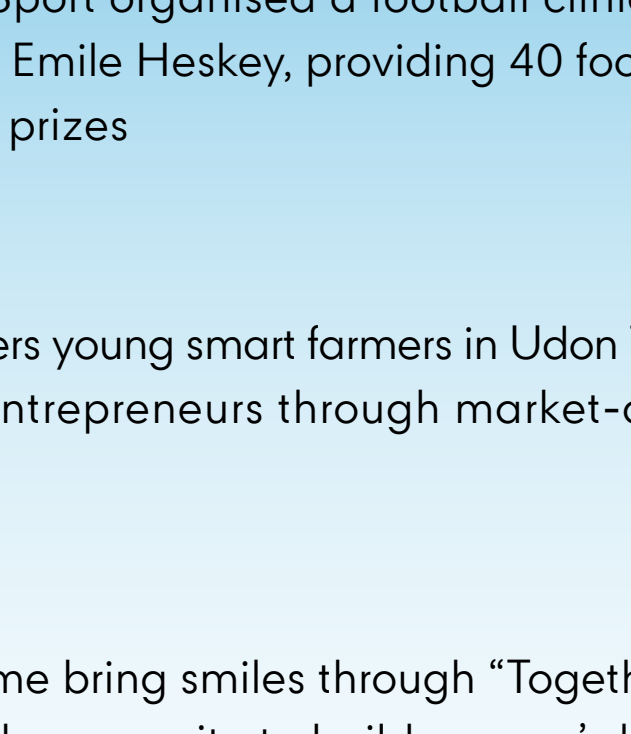
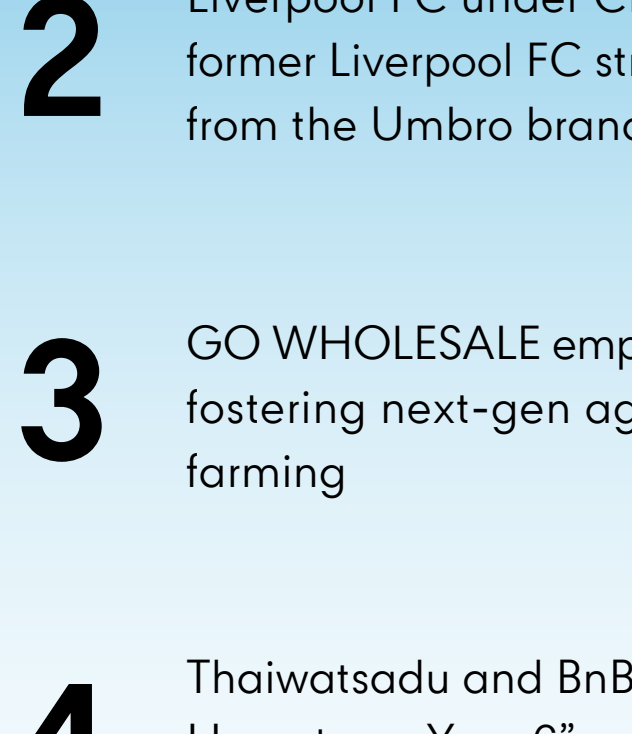
12 Thaiwatsadu drives economy and real estate sector with "Thaiwatsadu x BnB home Expo 2025 - Hot Deals for Your Home"



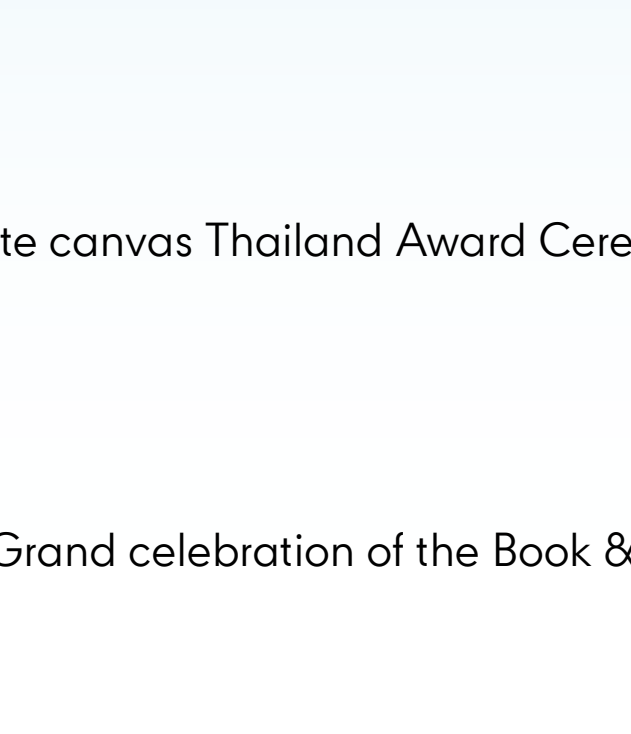
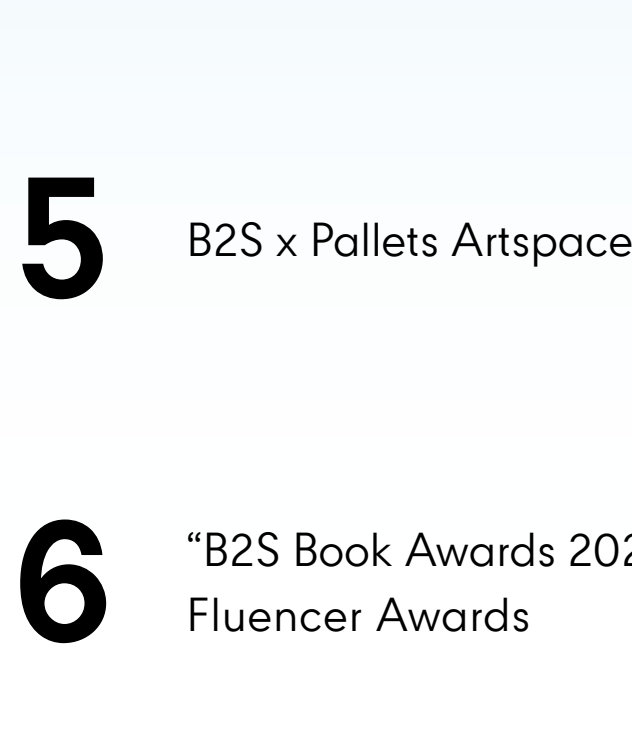
13 Thaiwatsadu partners with Fairtex Fight Promotion for Fairtex Fight Thaiwatsadu champions Tournament Season 3 - spotlighting rising Muay Thai stars with championship belt and over 1 million baht in prizes



14 Power Buy heats up the summer with the "Summer Super Sale: 1 Baht per BTU" campaign, boosting air conditioner and cooling appliance sales



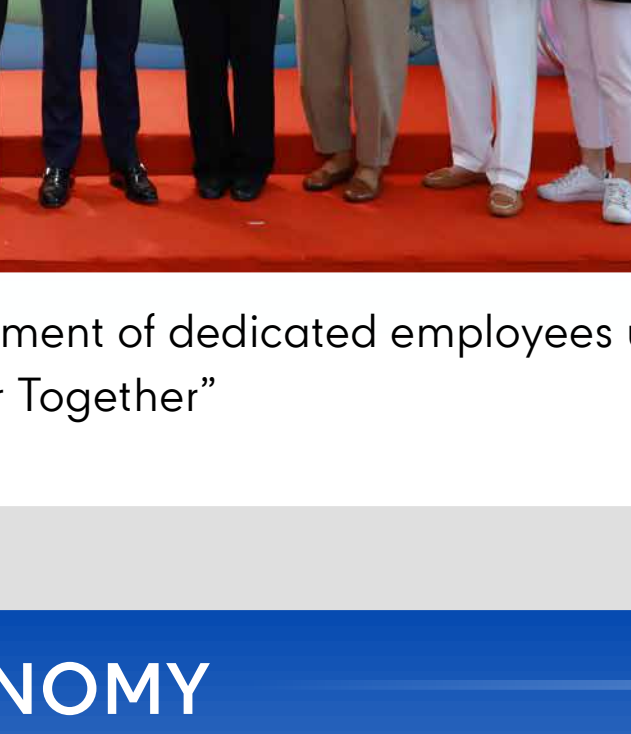
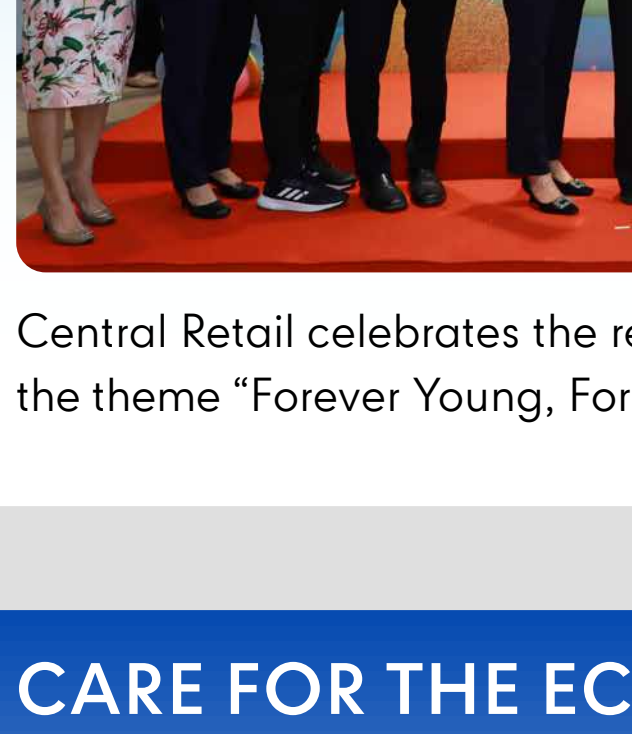
15 B2S x Flipped Face launches new campaign "Moo Gun Youu" with Lucky Card



16 Robinson Lifestyle celebrates Children's Day with the Kid's World "The Power of Imagination" campaign enjoy free meals, free play, free movies, and over 50,000 free gifts!



17 Celebrate February with the "Love Is All Around" campaign at every Robinson Lifestyle branch nationwide



18 Robinson Lifestyle Summer Energy 2025, supercharge your shopping and spark non-stop summer fun



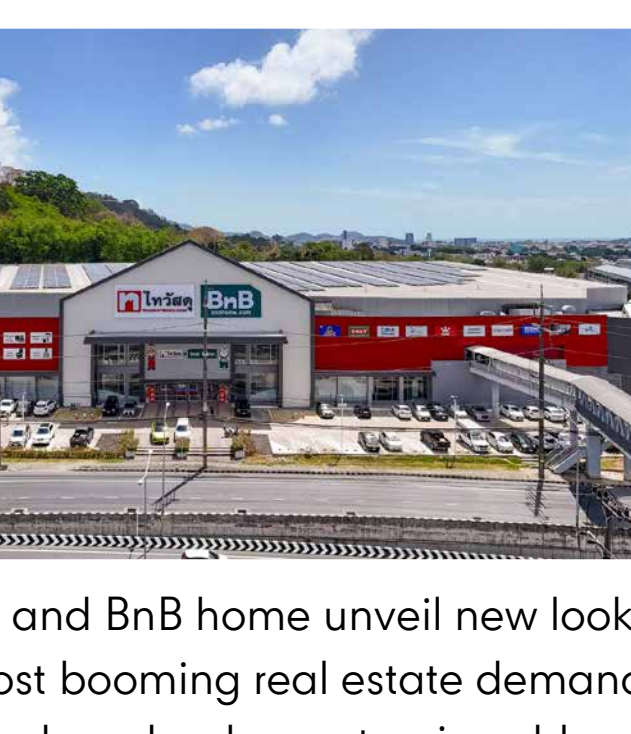
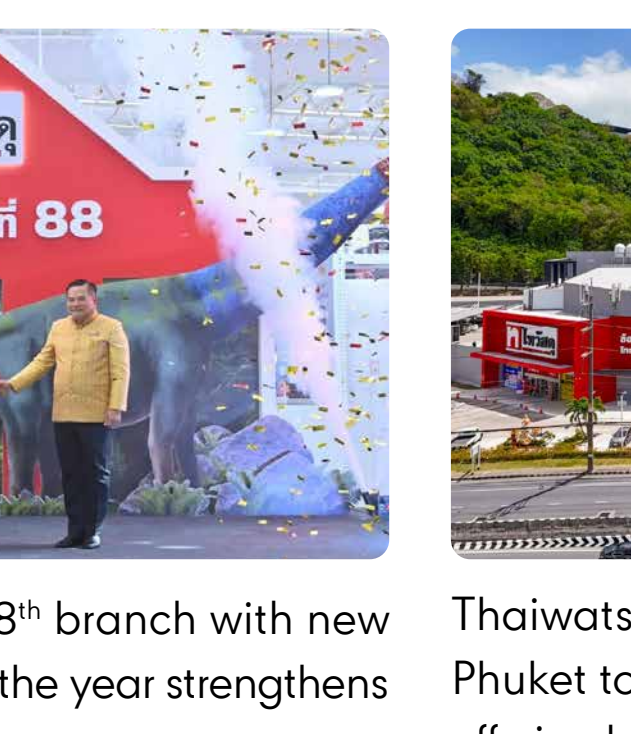
19 At Rinascente, we offer timeless pieces that elevate every space. Turn everyday moments into extraordinary experiences with Home Essentials



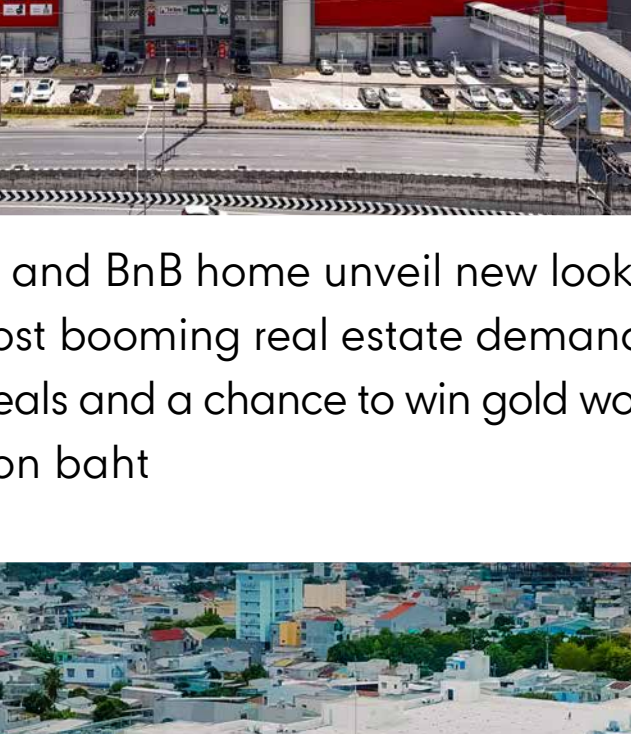
20 Elevate your style with the perfect pair. SocksBar offers a curated collection to match every fashion taste - Find us on 1<sup>st</sup> Floor at Rinascente Milan

CARE FOR THE COMMUNITY

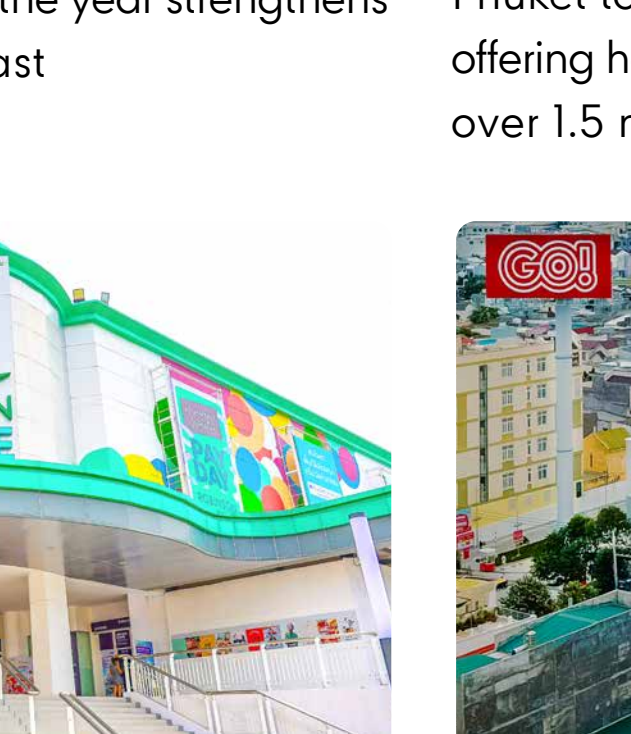
1 Supersports spreads joy in Year 15 of the Million Gifts Million Smiles Project by donating sports gear and essentials to students in southern border and underserved provinces across Thailand



2 Liverpool FC under CRC Sport organised a football clinic with former Liverpool FC striker Emile Heskey, providing 40 footballs from the Umbro brand as prizes



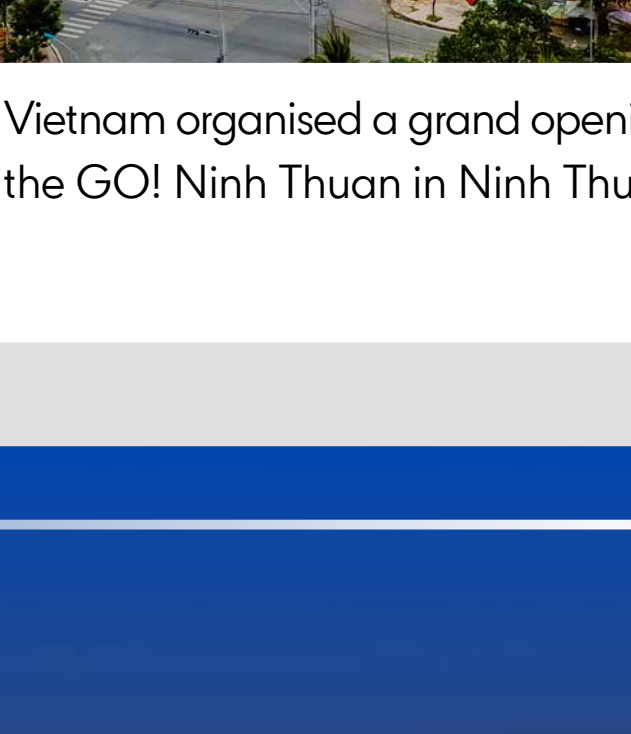
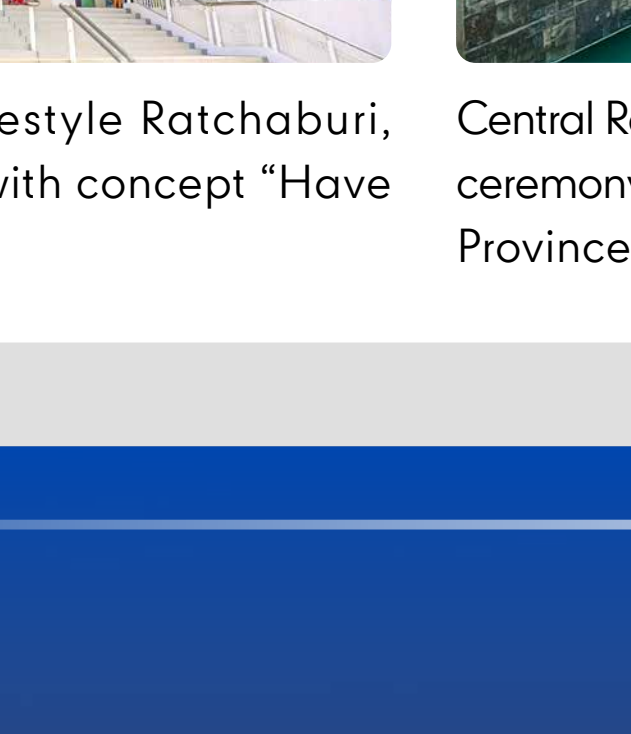
3 GO WHOLESALE empowers young smart farmers in Udon Thani, fostering next-gen agri-entrepreneurs through market-driven farming



4 Thaiwatsadu and BnB home bring smiles through "Together for Hometown Year 6" - employees unite to build women's health check-up room in Chachoengsao



5 B2S x Pallets Artspace white canvas Thailand Award Ceremony



6 "B2S Book Awards 2025" Grand celebration of the Book & Book Fluencer Awards



CARE FOR THE PEOPLE



Central Retail celebrates the retirement of dedicated employees under the theme "Forever Young, Forever Together"



Central Retail's CPO joins high-level roundtable on Women's Health Innovation for International Women's Day

CARE FOR THE ECONOMY



Central invites all to fall in love again at "Central Bangrak" - the newest lifestyle destination and hub of happiness in Bangrak



Supersports unveils new look store at Central Westgate to kick off the year, introducing cutting-edge technology for active lifestyles and sports enthusiasts



Tops welcomes 2025 with three new branches in tourist hotspots: Samui, Phangan, and Kamala, catering to the surge in tourism demand, aiming to become Thailand's largest supermarket chain



Tops shakes up the 2025 FMCG market with 5,000+ Own Brand products, delivering superior quality, value, and aiming for 20% growth with its T-O-P-S strategy



Tops daily launches a new hybrid model, "Tops daily x Tops Wine Celler", blending convenience with specialty wine, launching in 13 prime tourist locations



Tops daily introduces "Daily Smoothie" serving freshness with three healthy blends, embracing the smoothie trend



Thaiwatsadu expands to 88th branch with new Kalasin store - first launch of the year strengthens presence in central northeast



Thaiwatsadu and BnB home unveil new look in Phuket to boost booming real estate demand - offering hot deals and a chance to win gold worth over 1.5 million baht



Shark and Ninja products is now available across Thailand through its partnership with Power Buy



New look of Robinson Lifestyle Ratchaburi, answering every lifestyle with concept "Have a Slice Day"



Central Retail Vietnam organised a grand opening ceremony for the GO! Ninh Thuan in Ninh Thuan Province

CARE FOR GOVERNANCE



Central Retail congratulated to Central Food Retail, Thaiwatsadu, Power Buy for declaring their intent to join the Thai Private Sector Collective Action Against Corruption (CAC) program and for receiving the CAC 1-Star Certification in February 2025. The affiliated companies are committed to CAC certification in 2026 through self-assessment, with support from all internal departments

Tops Thaiwatsadu Power Buy

For More Information

