

# CENTRAL RETAIL TIMES

An isometric illustration of a modern, multi-story building with a cutaway revealing its interior floors. The building is composed of various rectangular blocks in shades of blue, white, and red. Some floors are transparent, showing interior spaces with people and furniture. Above the building, a white rectangular block is suspended by a network of blue lines. The background is dark with several upward-pointing teal arrows of varying heights, suggesting growth and progress.

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## NEW HEIGHTS, NEXT GROWTH

# STEPPING INTO THE FUTURE TOGETHER

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

Reflecting on the past year—milestones achieved, challenges overcome, and momentum gained—it's clear Central Retail is on a strong path forward. None of this would be possible without the commitment of our people and the trust of those we serve.

It is a great honour to step into the role of CEO and lead an organisation that has long been at the heart of people's lives—guided by our purpose to be “Central to Life”. With a strong foundation and shared vision, we are well-positioned to shape the future of retail and wholesale in Thailand and beyond.

In 2025, we will build on our strengths across Fashion, Food, Hardline, and Property—accelerating business growth, embracing innovation, and expanding across channels and borders. Driven by ambition and purpose, we remain committed to empowering communities, supporting SMEs, reducing our environmental footprint, and leading with integrity.

Looking ahead, our three-year strategy, “New Heights, Next Growth”, reflects our bold ambition: to raise the bar, unlock new ways of working, deepen synergy, and harness technology to drive the business forward. Together, we're paving the way for the next wave of growth—faster, stronger, and built to last.

**Suthisarn Chirathivat**  
Chief Executive Officer



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# CRC CEO FORUM 2025



**CENTRAL RETAIL UNVEILS BOLD 3-YEAR, 45 BILLION BAHT PLAN FOR “NEW HEIGHTS, NEXT GROWTH” STRONGER SYNERGY, AND FULL-SPEED EXPANSION IN THAILAND AND VIETNAM**

JUNE 2025







Central Retail announced a bold three-year roadmap under the “New Heights, Next Growth” strategy, investing over 45 billion baht from 2025–2027 to elevate capabilities across five key pillars. These include reinforcing customer focus, strengthening CRC foundation, expediting new growth, scaling synergy, and maintaining disciplined financial management.

The plan focuses on expansion in Thailand and Vietnam, enhancing omnichannel experiences, and reinforcing sustainability through the CRC Care business philosophy. With a goal of achieving Net Zero by 2050, the strategy aims to boost long-term value, financial resilience, and market leadership in the retail and wholesale sectors.

# BUSINESS MOVEMENT



## A NEW LOOK FOR A NEW ERA: CENTRAL CHIDLOM REOPENS AS “THE STORE OF BANGKOK” 📍

DECEMBER 2024

Central Chidlom has unveiled its transformation into “The Store of Bangkok”—Thailand’s No.1 luxury department store. Backed by a 4 billion baht investment and 78 years of retail expertise, the reimagined store features world-class fashion, exclusive beauty brands, Thailand’s largest sneaker zone, and vibrant lifestyle food halls. The grand reopening also marks the debut of Nam Joo Hyuk as the store’s first-ever brand ambassador.







## CENTRAL BANGRAK OPENS AS A NEW LIFESTYLE LANDMARK IN THE HEART OF THE CITY 📍

JANUARY 2025

Central Bangrak launches as a modern lifestyle hub under the “Village of Love” concept—blending local heritage with contemporary charm to create a vibrant space for culture, creativity, and everyday joy.

## ROBINSON CHANTHABURI REOPENS AS THE ULTIMATE SHOPPING DESTINATION 📍

MARCH 2025

Revealing a fresh new look after 27 years, Robinson Chanthaburi transforms into a vibrant lifestyle hub—featuring top global brands, locally inspired design, and year-round activities. The revitalisation aims to boost tourism and drive sales growth of over 10%.







## SUPERSPORTS CENTRAL CHIDLOM CELEBRATES ITS GRAND MAKEOVER 📍

DECEMBER 2024

Supersports unveils its newly renovated store at Central Chidlom, offering a premium sports shopping experience across 2,290 sq.m. Highlights include over 20,000 products, a striking 34-metre “Wall of Shoes”, and Southeast Asia’s first Wilson Lab—setting a new benchmark for sports retail in Thailand.

## SUPERSPORTS UNVEILS NEW-LOOK STORE AT CENTRAL WESTGATE WITH SMART TECH FOR ACTIVE LIFESTYLES 📍

DECEMBER 2024

The 2,400 sq.m. flagship showcases an expanded range of sports fashion, leading global brands, and interactive zones—redefining Supersports as a one-stop lifestyle destination in Bangkok’s western district.







## MLB UNVEILS SOUTHEAST ASIA'S LARGEST FLAGSHIP STORE AT CENTRALWORLD 📍

OCTOBER 2024

Blending streetwear and vintage aesthetics, the new store features exclusive zones, star-studded highlights, and interactive elements like a DIY hat station, offering an immersive MLB 2.0 fashion experience.

## RALPH LAUREN DEBUTS THAILAND'S FIRST RALPH'S COFFEE AT CENTRALWORLD 📍

DECEMBER 2024

Ralph Lauren has unveiled Thailand's first Ralph's Coffee at centralwOrld, offering exclusive blends, seasonal beverages, and curated merchandise in a warm, handcrafted setting that embodies the brand's timeless American charm. The café is now open on the 1<sup>st</sup> floor, Beacon Zone, centralwOrld.



## TOPS DAILY LAUNCHES FRANCHISE MODEL TO ACCELERATE LOCAL GROWTH

MARCH 2024

Franchisees receive comprehensive support in operations, training, and marketing—backed by Central Food Retail and SME D Bank—empowering more Thais to invest with confidence and grow alongside a trusted food retail brand.



## CENTRAL FOOD RETAIL GROUP COLLABORATES WITH CENTRAL RETAIL DIGITAL AND GOOGLE CLOUD TO DEBUT “TOPS CHEF BOT” POWERED BY GENERATIVE AI 📍

DECEMBER 2024

TOPS Chef Bot, the first AI-powered shopping assistant in Thai supermarkets, offers personalised meal planning and enhanced convenience. The service is now piloting at TOPS FOOD HALL, Central Chidlom via LINE.

Tops Enhances Customer Service  
with **Generative AI-Powered**

# Tops CHEF BOT

**CENTRAL**  
Food Retail Group

**CENTRALRETAIL**  
DIGITAL

Google Cloud





## GO WHOLESALE EXPANDS TO 13 BRANCHES, CEMENTING ITS POSITION AS THAILAND'S FASTEST-GROWING FOOD WHOLESALER

In early 2025, GO WHOLESALE launched new branches in Udon Thani, Khon Kaen, and Hat Yai —marking its expansion into key regions across Northeast and Southern Thailand. These openings strengthen its nationwide presence.



## GO WHOLESALE HAT YAI EARNs HALAL CERTIFICATION, REINFORCING COMMITMENT TO QUALITY AND ISLAMIC STANDARDS

MAY 2024

Now officially Halal-certified, GO WHOLESALE Hat Yai upholds strict hygiene and Islamic compliance. Its dedicated halal fresh zone strengthens trust among Muslim entrepreneurs in Songkhla and surrounding provinces.







## THAIWATSADU AND BNB HOME REINVENT PHUKET STORES TO SUPPORT REAL ESTATE GROWTH 📍

FEBRUARY 2025

With a 260 million baht investment, both brands have upgraded their Phuket stores to meet rising demand—offering modern home solutions, exclusive promotions, and a gold giveaway campaign to help drive the province’s economic momentum.



## THAIWATSADU × BNB HOME OPENS FLAGSHIP RAMA 3 STORE TO SERVE CITY’S REAL ESTATE BOOM 📍

JULY 2024

With a 500 million baht investment, the 84<sup>th</sup> branch offers over 50,000 products and modern retail solutions—fueling the city’s real estate recovery and serving customers across the fast-growing Rama 3 corridor.





## AUTO1 STRENGTHENS BRAND WITH 4C STRATEGY TO CARE FOR CARS AND COMMUNITIES 📍

Guided by its “Your car, we care” vision, AUTO1 leverages technology, community outreach, and customer-centric services to build trust and meet growing demand for professional car care across Thailand.



## POWER BUY LAUNCHES FIRST PREMIUM STORE CONCEPT AT CENTRAL CHIDLOM 📍

DECEMBER 2024

Catering to affluent shoppers, the redesigned store features curated high-end tech and appliances across four specialised zones, right in the heart of Bangkok’s luxury retail district.

## POWER BUY DEBUTS “3.0” CONCEPT STORE AT CENTRAL PINKLAO 📍

JUNE 2025

Spanning 2,200 sq.m., the new flagship store features interactive zones, cutting-edge tech, and seamless omni-channel services—positioning Power Buy as a go-to digital destination for next-gen consumers in the Pinklao–Thonburi area.







## OFFICEMATE PLUS+ EXPANDED WITH 9 NEW BRANCHES NATIONWIDE IN 2024

Continuing its growth, the franchise has opened new stores across key provinces—offering over 100,000 office, IT, and industrial products, along with free delivery and flexible store formats.

## OFFICEMATE FASHION ISLAND REOPENS WITH A NEW LOOK AT CARIBBEAN ZONE, 2<sup>nd</sup> FLOOR 📍

JUNE 2025

Now a true one-stop hub, the revamped store offers office supplies, IT gadgets, furniture, and cleaning products—catered to the needs of today's modern businesses.



## B2S MEGA BANGNA REOPENS WITH NEW CONCEPT FOR CREATIVITY LOVERS 📍

OCTOBER 2024

The refreshed store introduces Thailand's first Creative Art Hub, the Pokémon PLAYLAB, and a wide selection of books and craft tools—making it a go-to destination for art, learning, and family fun.





## B2S AND OFFICEMATE OPEN JOINT STORE AT CENTRAL NAKHON SAWAN 📍

JANUARY 2024

The new branch brings together over 160,000 curated items for learning, work, and business—offering fast service, smart shopping, and special opening-day promotions all under one roof.



## ROBINSON LIFESTYLE REVAMPS KEY BRANCHES UNDER “THE LANDMARK OF YOUR CITY” VISION 📍

The 2025 upgrade repositions its Saraburi and Kanchanaburi branches as inclusive lifestyle hubs, blending modern retail, refreshed zoning, and community-driven experiences to boost local economies.





## CENTRAL RETAIL VIETNAM EXPANDS REACH WITH NEW GO! MALLS AND MINI GO! STORES ACROSS THE COUNTRY

Central Retail Vietnam has accelerated its growth by expanding its footprint with the grand openings of 4 GO! Malls in Ha Nam, Bac Lieu, Ninh Thuan, and Hung Yen—creating ideal destinations for customers across the country and marking key milestones in its nationwide expansion strategy.



As part of this expansion, 5 mini go! stores have opened in An Nhon (Binh Dinh), Thanh Binh and Lap Vo (Dong Thap), Loc Ninh (Binh Phuoc), and Huong Tra (Hue). These new destinations, built on the “Eat–Shop–Play–Learn and Sustain” concept.



## CENTRAL RETAIL VIETNAM REBRANDS BIG C TO GO!, UNLOCKING A NEW ERA OF MODERN RETAIL

As part of Central Retail Vietnam's strategic transformation, former Big C stores in key locations—Miền Đông, Thăng Long, and Long Biên—have officially been rebranded to GO!, unveiling a refreshed, modern look and an enhanced multi-experience retail model.



## CENTRAL MARKETING GROUP LAUNCHES BOLD NEW FITFLOP STORE AT CRESCENT MALL

APRIL 2024

CMG under Central Retail Vietnam, unveils a striking red-themed FitFlop store at Crescent Mall, Ho Chi Minh City—its third opening in 2024—reaffirming plans to expand to over 20 stores nationwide



# STRATEGIC PARTNERSHIPS



## CENTRAL RETAIL BROUGHT “CRC SENSORY SPACE” TO WONDERFRUIT 2024, REDEFINING SUSTAINABLE EXPERIENCES

DECEMBER 2024

At Wonderfruit 2024, Central Retail brought its CRC Care business philosophy to life with the CRC Sensory Space—a solar-powered lifestyle hub designed by Ab Rogers Design and powered by Thaiwatsadu. Featuring bamboo architecture, upcycled textiles, and a 5-metre solar art installation by TAM:DA Studio, it attracted over 30,000 visitors and generated 3.1 million views from official content, plus 9.2 million views via influencers.

## CENTRAL RETAIL X MASTERCARD LAUNCHED “FRIDAY PAY WITH MASTERCARD”

AUGUST 2024

Central Retail partnered with Mastercard to enhance the weekend shopping experience through the “Friday Pay with Mastercard” campaign, offering triple rewards across seven Fridays from 16 August to 27 September 2024.







## CENTRAL JOINS TAT AND MASTERCARD TO HOST “CENTRAL SONGKRAN FESTIVAL”

APRIL 2025

The “Central Songkran Festival” welcomed global tourists with cultural activities, live music, and exclusive shopping perks—boosting Thailand’s profile as part of the “Amazing Thailand Grand Tourism and Sports Year 2025” campaign.

## CENTRAL LAUNCHES FIRST “EID MUBARAK” CAMPAIGN TO WELCOME MUSLIM TOURISTS TO THAILAND

JUNE 2025

In partnership with global brands, Central celebrates Eid al-Adha with exclusive services, halal dining, and luxury shopping experiences to support Q2 tourism and cultural inclusivity nationwide.



## CENTRAL RETAIL EXPANDS ITS LEADERSHIP IN PERFORMANCE SPORTS AS CRC SPORTS ACQUIRES A MAJORITY STAKE IN REV EDITION

SEPTEMBER 2024

CRC Sports, acquired a 75% stake in Rev Edition Co., operator of REV RUNNR and distributor of premium sports and lifestyle brands including HOKA, Saucony, 2XU, Goodr, CEP, Oakley, Champion, and Teva.

## CRC SPORTS PARTNERS WITH INTERSPORT TO BRING SWISS PERFORMANCE BRANDS TO THAILAND

MARCH 2025

CRC Sports has teamed up with global sports retail network INTERSPORT to introduce three leading Swiss brands—McKINLEY, Energetics, and PRO TOUCH—meeting the growing demand for high-performance sports products in Thailand.







## CENTRAL MARKETING GROUP TAPS INTO K-BEAUTY BOOM WITH EXCLUSIVE RIGHTS TO JUNG SAEM MOOL IN THAILAND

JUNE 2024

CMG has secured exclusive rights to Korea's JUNG SAEM MOOL—a premium K-beauty brand known for its professional techniques and iconic “glass skin” look.

## CENTRAL MARKETING GROUP OPENS NEW PAUL SMITH FLAGSHIP STORE AT CENTRAL EMBASSY

MAY 2024

Blending art and fashion, the new store reflects Paul Smith's signature style. Sir Paul Smith joined Thai celebrities at the grand opening, marking the brand's continued global expansion.



## TOPS PARTNERS WITH ITALY TO EXPAND PREMIUM ITALIAN FOOD PRESENCE IN THAILAND

NOVEMBER 2024

TOPS signed an MOU with the Italian Trade Agency and Embassy to expand the reach of “Made in Italy” products across 250 locations and online—launching the initiative with Italian Cuisine Week 2024 at Central Ladprao.



## GO WHOLESALE SUPPORTS THAI FRUIT FARMERS, PURCHASING 100 TONS OF MANGOSTEEN TO EASE OVERSUPPLY

JUNE 2025

In collaboration with the Department of Internal Trade, GO WHOLESALE boosts seasonal fruit consumption and offers special promotions to help Eastern growers distribute surplus produce and raise awareness among consumers.



## GO WHOLESALE PARTNERS WITH MLA TO RAISE MEAT TEAM EXPERTISE TO GLOBAL BUTCHER STANDARDS

JULY 2025

GO WHOLESALE collaborated with Meat & Livestock Australia to upskill staff in beef and lamb butchery, enhancing product knowledge, cutting techniques, and quality handling to better serve today's meat-savvy customers.

## TOPS SHAKES UP THE FMCG MARKET IN 2025 WITH OVER 5,000 OWN BRAND PRODUCTS

MARCH 2025

Aiming for over 20% growth, TOPS is expanding its Own Brand portfolio through the T-O-P-S strategy—partnering with local producers to deliver quality, value, and affordability across all customer segments.







## THAIWATSADU POWERS SEASON 3 OF FAIRTEX FIGHT CHAMPIONS TOURNAMENT

MAY 2025

Thaiwatsadu proudly supported the Fairtex Fight Champions Tournament Season 3, awarding over 1 million baht to three champions and reaffirming its commitment to promoting Thai boxing on the global stage.



## THAIWATSADU AND BNB HOME COLLABORATE WITH GHB TO LAUNCH SPECIAL LOAN FOR SOLAR ROOF INSTALLATION

APRIL 2025

Thaiwatsadu and BnB home join hands with GHB to promote solar energy, offering loans, cashback, and installation services—empowering homeowners to cut electricity bills and support a carbon-neutral future.



## POWER BUY EXPANDS GREEN ENERGY SOLUTIONS THROUGH ENERGYLIB SOLAR PARTNERSHIP

APRIL 2025

Power Buy has partnered with EnergyLIB to provide full-service solar solutions at 40 branches nationwide, helping households adopt premium clean energy technology and cut electricity costs.



## B2S BOOK AWARDS 2025 HONOURS AUTHORS AND BOOKFLUENCERS ON THAILAND'S BIGGEST LITERARY STAGE

APRIL 2025

B2S presented 23 awards to outstanding books, publishers, and bookfluencers at the National Book Fair 2025, reinforcing its commitment to growing Thailand's reading culture.



## ROBINSON LIFESTYLE AND SAVE ONE LAUNCH "SAVE ONE GO SRISAMAN" AS NEW LIFESTYLE-RETAIL HYBRID

APRIL 2025

Robinson Lifestyle partners with Save One to open "Save One GO Srisaman", blending night market charm with modern retail—featuring over 600 food outlets and family-friendly activities.







## CENTRAL RETAIL VIETNAM AND CENTRAL GROUP SIGN MOU TO PROMOTE VIETNAMESE GOODS DURING THAI PM'S VISIT

MAY 2025

Central Retail and Central Group signed an MOU with Vietnam's market authorities to enhance the domestic and global presence of Vietnamese products, reinforcing trade ties during the Thai Prime Minister's state visit.



## CENTRAL RETAIL VIETNAM AND NEW ZEALAND STRENGTHEN AGRI-TRADE TIES WITH NEW MOU

JUNE 2025

Central Retail Vietnam and New Zealand Trade and Enterprise hosted the "Made with Care" campaign, promoting New Zealand fruits across GO!, TOPS, and mini go! stores, while signing a new MOU to expand access to premium agri-food products.

## SELETTI MARKET BRINGS QUIRKY ITALIAN FLAIR TO RINASCENTE MILAN

APRIL 2024

Seletti takes over The floor of Rinascente Milan's flagship with a bold, immersive pop-up—celebrating Italian creativity through playful home décor, exclusive pieces, and vibrant design.



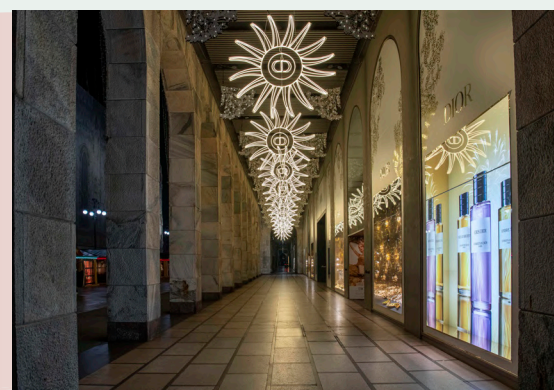




## RINASCENTE PARTNERED WITH DIOR TO PRESENT THE DIOR BALL OF DREAMS

NOVEMBER 2024

Rinascente Milan transformed into a Dior Christmas Wonderland, adorned with golden motifs by Pietro Ruffo and thousands of twinkling lights. Inside, a festive pop-up featured Dior fragrances, make-up, and La Collection Privée exclusives.





# CUSTOMER ENGAGEMENT

Central celebrates the 77<sup>th</sup> anniversary with “Avant Gardena floral experience”



Central Chidlom celebrates Luxe Galerie's first anniversary with star-studded “Luxe Night Out”







Robinson celebrates the 45<sup>th</sup> anniversary with “ROBINSON 45<sup>th</sup> ANNIVERSARY: Big Surprises All Around!”



Robinson kicked off summer with fashion star Alek Teeradetch and a cool ‘Ice Runway’ show







Skechers unveiled  
flagship store at  
centralwOrld with  
Cha Eun-Woo and  
Apo Nattawin



Supersports 10 Mile Run  
2025 draws over 7,000  
runners in the Heart of the  
City







Go Wholesale launched “Horeca Go More” to empower food business



Thaiwatsadu and BnB home rewarded customers with OMODA C5 in “The Ultimate Tools Expo: Big Giveaways, Million-Baht Prizes” campaign







B2S hosted a bento-making class with Kong Kongpob and MasterChef Junior talent



Robinson Lifestyle welcomes Year of the Dragon with “All the Luck” celebration and a dazzling debut by Aff Taksaorn







Central Retail Vietnam launches Vietnam Week in Thailand



Central Retail Vietnam engages visitors with curated Thai products and cultural stories



# PEOPLE



## CENTRAL RETAIL'S CAP SWAP PROJECT SURPASSES 1.25 MILLION CAPS IN ITS THIRD YEAR, TURNING WASTE INTO SCHOOL FURNITURE

MAY 2025

Now in its third year, the Cap Swap Project reaffirmed Central Retail's commitment to sustainability and social impact. In 2024, the ambitious goal was set to collect 1 million plastic bottle caps—a target that was proudly surpassed with over 1.25 million caps collected by employees across various business units.

These caps were upcycled into 30 sets of student desks and chairs, which were donated to two under resourced schools in Nakhon Nayok Province. The successful donation event on 23 May 2025, also featured workshops, shared activities, and essential contributions from Central Retail business units—ranging from classroom supplies and books to sports equipment and snacks.







## CENTRAL RETAIL EARNS 34 PRESTIGIOUS HR AWARDS AND A GREAT PLACE TO WORK CERTIFICATION,



From employee experience to human rights excellence, Central Retail proudly earned 34 prestigious HR awards between 2024 and 2025. These include accolades from HR Asia, HR Excellence Awards, and the Employee Experience Awards 2025, as well as the coveted Great Place to Work Certification and the Excellence in Human Rights Organisation Award.

- 21 awards from Employee Experience Awards 2025
- Great Place to Work Certification (November 2024 - November 2025)
- 3 awards from HR Asia 2024
- Excellence in Human Rights Organisation Award (Large Corporations Category) 2024
- 8 awards from HR Excellence Awards 2024



# PLATFORM OF TRUST

Member of  
**Dow Jones  
Sustainability Indices**  
Powered by the S&P Global CSA

 **SUSTAINALYTICS  
RATED**

**Top 100**  
Corporate Sustainability  
Assessment (CSA)

**FORTUNE  
SOUTHEAST ASIA  
500**





**IN 2024, CENTRAL RETAIL RECEIVED A TOTAL OF 70 AWARDS FROM 38 LEADING INSTITUTIONS WORLDWIDE, RECOGNISING ACHIEVEMENTS ACROSS FIVE KEY PILLARS: HUMAN RESOURCES, BUSINESS & GOVERNANCE, SUSTAINABILITY, LEADERSHIP, AND INVESTOR RELATIONS.**



10%

inability  
A) 2024 Score



### **Human Resources (27 awards):**

Recognitions include HR Asia Best Companies to Work for in Asia 2024, Global Best Employer Brand, and Best Places to Work in Vietnam.

### **Business & Governance (19 awards):**

Highlights include Best Managed Company (Silver) from FinanceAsia, Corporate Excellence Award from APEA, and a Top 2 ranking in Southeast Asia's retail sector by FORTUNE.

### **Sustainability (13 awards):**

Achievements include selection in the DJSI World (2<sup>nd</sup> year) and DJSI Emerging Markets (3<sup>rd</sup> year), an AA SET ESG Rating, awards from the Global CSR Awards and Asia Corporate Excellence & Sustainability Awards.

### **Leadership (7 awards):**

Notable awards include the Best Luxury Retail CEO from the International Finance Awards, Best CEO in Luxury Retail from the Global Business Outlook Awards, Asia's Best CEO and CFO Awards from the Asian Excellence Awards

### **Investor Relations (4 awards):**

Highlights include Best Investor Relations (Silver) from FinanceAsia, along with recognitions from the SET and Investment Analysts Association (IAA).



# SUSTAINABLE IMPACT



## CRC'S "HI! JAI"RAISES 2.5 MILLION BAHT TO SUPPORT CHILDREN WITH HEART CONDITIONS

MARCH 2024

With art toys and T-shirts by renowned illustrator Kru Parn Somnuek Klangnok, a viral video, and a giant Hi! Jai statue, the initiative reflects CRC Care's "Care for the Community" commitment to healthcare equity and heartfelt social impact.



## CRC CAMPUS CONNECT INSPIRES NEXT-GEN CHANGEMAKERS THROUGH UNIVERSITY COLLABORATION

OCTOBER 2024

Central Retail advances its CRC Care commitment with CRC Campus Connect, partnering with top universities like Chulalongkorn, Thammasat, and Bangkok University. Supporting open house events, promotes equal access to education and inspires Thai youth through fun, educational experiences.





## CENTRAL AND ROBINSON UNITE FOR 'LOVE THE EARTH 2025' CAMPAIGN WITH FIVE GREEN MISSIONS

JUNE 2025

Marking World Environment Day, Central and Robinson launch 'Love the Earth 2025' to promote plastic-free living, eco-materials, community support, reforestation, and carbon reduction.



## CENTRAL AND ROBINSON LEAD "DROP & SHOP FOR KIDS" TO UPLIFT LIVES OF CHILDREN WITH SPECIAL NEEDS

JULY 2024

Central and Robinson, alongside brand partners, donated funds and essentials worth over 798,000 baht to support children at the Foundation for the Welfare of the Mentally Retarded of Thailand.



## SUPERSPORTS EXPANDS SPORTING OPPORTUNITIES WITH THE "REUSE TRADE SAVE" CAMPAIGN

NOVEMBER 2024

Supersports' 11<sup>th</sup> "Reuse Trade Save" campaign collected over 3,225 used sports shoes and raised more than 1 million baht in 2024 to support scholarships and children in southern Thailand.



## CMG INTRODUCES A PROJECT TO REDUCE PLASTIC CUSHIONING IN SHIPPING

APRIL 2025

CMG's warehouse is making a green shift by replacing plastic bubble wrap with shredded reused cardboard to cushion products during shipping. This eco-friendly initiative supports circular economy practices.





## TOPS ACCELERATES GREEN LOGISTICS WITH EV TRUCKS, AIMING TO CUT 13,335 TONS OF CO<sub>2</sub> IN 5 YEARS

MAY 2025

In partnership with global supply chain leader FLS Group, TOPS has introduced fully electric trucks for long-haul regional deliveries. The initiative supports the “CRC Care” philosophy and TOPS’s “12 Missions to Sustainable Retail” under the “Small Acts Together” principle.



## GO WHOLESALE EQUIPS SMALL FOOD BUSINESSES WITH HANDS-ON SKILLS THROUGH 60 CULINARY WORKSHOPS

JUNE 2025

GO WHOLESALE teams up with chef associations and experts to host weekly workshops nationwide, offering recipes, tips, and business know-how to help small restaurants thrive in tough times.



## THAIWATSADU SUPPORTS NORTHERN FLOOD RELIEF

SEPTEMBER 2024

Thaiwatsadu has mobilised urgent relief efforts through its “Kiang Kang Sang Sook” initiative to support flood-affected communities in Nan, Chiang Rai, and Phrae provinces. The aid is being delivered in three key phases: emergency relief, clean-up, and rehabilitation.



## AUTO1 LAUNCHES SONGKRAN CAMPAIGN TO ENSURE SAFE TRIPS FOR ALL TRAVELERS

APRIL 2025

Auto1 offers free 38-point checks, tire care, and A/C service discounts at 41 branches nationwide to support safe family journeys during Songkran. Campaign runs through April 20.





## POWER BUY, CHULA, AND WMS UNITE IN YEAR 3 OF E-WASTE RECYCLING CAMPAIGN

MAY 2025

The project encourages consumers to recycle electronics responsibly through certified processes, reducing toxic waste and supporting Thailand's circular economy



## OFFICEMATE SUPPORTS FLOOD RELIEF IN NORTHERN THAILAND

SEPTEMBER 2024

OfficeMate donated cleaning supplies worth over 920,000 baht to support post-flood recovery efforts in Sukhothai and Chiang Rai. The aid was distributed through local authorities and environmental agencies.



## B2S CLUB SPARKS STUDENT PASSION WITH FUN LEARNING ROADSHOW AT SCHOOLS

MAY 2025

B2S Club brings “เด็กเล่น เด็กเรียน” to schools with board games, UHU SONIC mission, and free access to The 1 Book E-Library—turning learning into fun all month long.



## ROBINSON LIFESTYLE ADVANCES NET ZERO AMBITION WITH SMART SOLAR STREETLIGHT INSTALLATION

JUNE 2025

Robinson Lifestyle installs solar-powered street lights at all 27 branches by 2025, reducing CO<sub>2</sub> by 200 tons—equal to planting 60,000 trees—as part of its clean energy transition.





## CENTRAL RETAIL VIETNAM AND P&G PLANT 35,000 TREES UNDER “FORESTS FOR GOOD” 2025

NOVEMBER 2024

Together with P&G and Gaia, Central Retail Vietnam launched “Forests for Good,” planting 35,000 trees to restore wetlands, absorb CO<sub>2</sub>, and support biodiversity—reinforcing commitment to a sustainable future.



## CENTRAL RETAIL VIETNAM LAUNCHES “RESPONSIBLE GREEN TICK” FOR COMMUNITY HEALTH

FEBRUARY 2025

Central Retail Vietnam launched the “Responsible Green Tick” program at GO! An Lac to promote safe, sustainable retail with supplier collaboration, enhancing product quality and community health nationwide.



## CENTRAL RETAIL VIETNAM AND SPARKLO EXPAND RECYCLING INITIATIVE NATIONWIDE

JUNE 2025

Central Retail Vietnam and Sparklo signed an MOU to launch 86 smart recycling machines across GO! Malls, promoting circular economy and sustainable lifestyles under the ReNEW strategy.



## EMPOWERING YOUTH THROUGH BETTER LEARNING SPACES IN BEN TRE AND QUANG NGAI

MARCH 2024

Central Retail Vietnam upgrades schools in two provinces under its “One Mall – One School” initiative, benefitting 7,000 children with improved classrooms, facilities, and boarding support.





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