

# Community Contribution and Product Development

The Company realizes the importance of strengthening the community economies, building a good relationship with the community, and building business partnerships by recruiting quality local products that meet customer needs. These tactics help to promote the Company's business competitiveness, create a positive image, as well as build confidence among all groups of stakeholders.

## Community Contribution

The company is committed to creating economic values to enhance the quality of life of the people in the community and driving the overall economy of the country. In addition, the Company aims to promote its long-term business operations too.



GRI 103-1; GRI 103-2; GRI 103-3; GRI 203-1; GRI 413-1



## Strategies for Creating Economic Value for The Community

The Company is aware of its limitations regarding knowledge necessary to run the business, such as specific knowledge about the factors of production of local communities. Therefore, its strategy of operation is focused on developing the capabilities of the people in the community through education, skill development, equipment and infrastructure support, distribution channel developments, and marketing. The Company continues to uphold the "Central Tham" project, which is the main guideline for the joint value creation operation. In addition, the Company has adopted the Sustainable Development Goals of the United Nations as a guideline for the operation.

The Company realizes that community development must be based on the needs of the local population, which therefore, the area survey was conducted to explore the needs and expectations of the community and all stakeholders. The survey included assessing the impacts that will occur on society and the environment, and gathering opinions of the community and stakeholders to develop guidelines for action. The Company operates corporate social responsibilities through the "Central Tham", under the concept of Creating Shared Values (CSV) for the community and the Company to grow together.