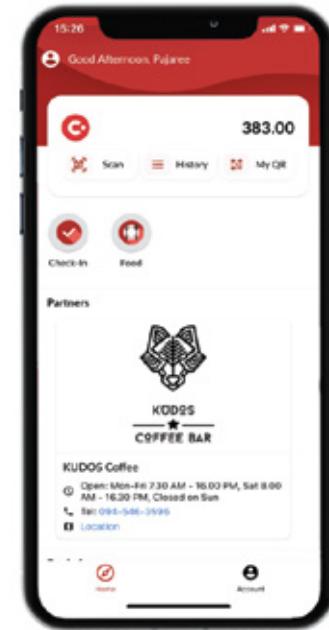


Process Innovation

The Company realizes the building of an innovation culture within the organization is another factor that helps to increase the efficiency of work processes in the organization and to raise the security level in the workplace. This leads to creating a good experience for customers when they buy products or use services within the store, as well as to promote and support the participation of employees in the Company, which builds a positive attitude to the use of technology at work as well. There are innovative projects being developed for the work process as follows:

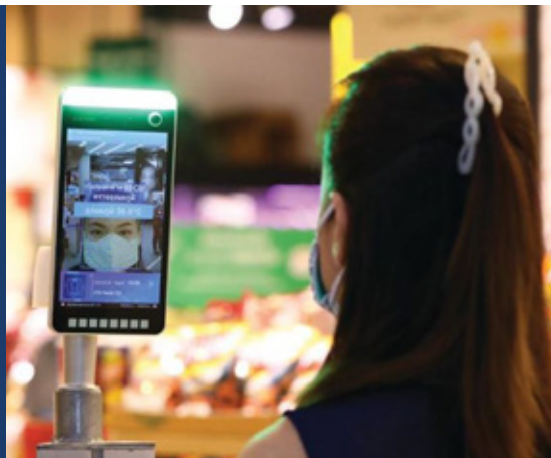
C-Coin

Central Tech has developed a cryptocurrency called C-Coin as a reward for employees in the Company. Employees who receive this C-Coin can exchange it for products or services, as well as gifts in stores within the Central Group or transfer coins to fellow employees instead of giving compliments or thanks. Currently, an average of 1,000 employees are active on the C-Coin application, which has shown to be an innovation that fosters 80 percent of employees' engagement, 80% of employees use C-Coin.



Facial Recognition and Temperature Checking Technology

Due to the COVID-19 pandemic, Central Tech's Innovation team has developed facial recognition technology used to measure the temperature in both Tops Supermarket and FamilyMart, which helps to increase the efficiency of measuring the body temperature of customers. It can also remind people who scan the face to wear a face mask every time before entering the shop. The use of facial recognition technology to measure temperature makes the numeric readings more accurate and customers can quickly access the service and shop without having to wait for the staff to take their temperature manually at the storefront. This is especially useful in branches with many customers, where the conventional temperature measurement stand may prevent the employees from providing adequate customer support. It also helps enforce social distancing and reduces contact between customers and employees, which creates safety and confidence in such situations. In addition, this facial recognition camera technology has been applied in some of the Group's offices as well to reduce the exposure of employees from finger scanning by 100%. It can also identify employees and collect information on employee attendance. This enables real-time monitoring of information, strengthening of the security system of the facility, and reduces the risk of exposure to COVID-19 as well.



Smart Shelf

The smart shelf system is installing technology on shelves to alert employees when products on the shelf are about to run out, which notifies the employees in real-time. This innovative system helps manage the number of products sold in the store more efficiently and enables employees to respond to customer needs quickly and minimize the chance of errors and delays that may occur.



UV-C Disinfection Robot

During the announcement of the closure of department stores in Thailand, in order to control the spread of COVID-19 pandemic, the Company still opened supermarket services to facilitate the purchase of consumer products. The Company has introduced the innovation of UV-C DISINFECTION ROBOTS, which were first used at Central Food Hall, Chidlom branch. These robots were then used at more than 10 other branches of Tops Supermarket. Furthermore, these UV-C DISINFECTION ROBOTS received an award from the World Health Organization (WHO) and the Center for Epidemic and Infection Control (CDC) because they can kill germs and do not leave any residue that may affect food safety and quality. The disinfection robot emits high-intensity UV-C light 360 degrees around its body and is effective in blocking 99.9 percent of the virus and bacteria transmission in a matter of seconds. Utilizing this innovation is a safety management initiative that minimizes the risks of work for the cleaning staff and builds confidence among customers and store employees.