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SUSTAINABILITY REPORT


PRIVACY

3

SUSTAINABILITY REPORT 2023

COMPANY INFORMATION

HISTORY AND BUSINESS TYPE

Siam Wellness Group Plc., referred to as the "Company" or "SPA," was originally named "Blooming Spa Co., Ltd." It was established in 2001 by the Utsahajit and Jiravanstit families with a registered capital of 3 million Baht. The company operated a health spa business under the brand "Let's Relax," emphasizing day-spa services. This 4-star service catered to customers with limited time, typically using 1-2 hours of service.

In 2006, recognizing the growing demand for comprehensive healthcare services, the Company expanded its business by establishing more spa locations under the brand "RarinJinda Wellness Spa." This 5-star spa service focused on wellness-type treatments, integrating new technology and offering services with a duration of 1.5 hours and upwards.

In 2007, Siam Wellness Group founded Siam Wellness Lab Co., Ltd. or "SWL" (formerly "Blooming Lab Co., Ltd.") with a registered capital of 1 million Baht. SWL operated a business involving spa-related products, health products, and crispy snack distribution under the brand "Blooming," serving both domestic and international markets.

In 2008, the Company increased its registered capital to 40 million Baht for working capital funding and branch expansion.

In 2011, Siam Wellness Group established Siam Wellness Education Co., Ltd. or "SWE" (formerly "Blooming Spa Education Co., Ltd.") with a registered capital of 1 million Baht. SWE operates an educational institute teaching Thai traditional massage, recognized by the Ministry of Education. The institute aims to train staff to support the Company's spa branch expansion.

In 2013, the Group underwent shareholding restructuring in preparation for listing on the Stock Exchange of Thailand. Siam Wellness Group Limited issued shares, increasing authorized capital to acquire 99.99 percent of shares in Siam Wellness Resort Co., Ltd. or "SWR" (formerly "RarinJinda Co., Ltd.").

In 2015, the Company acquired Baan Suan Massage, a 3-star massage facility in Bangkok and the metropolitan area, expanding its spa services for the domestic market.

In 2017, the Company acquired Tiger Eyes Trading (Thailand) Co., Ltd. and Tiger Eyes Education Co., Ltd. to expand its spa product distribution channels and enhance training capabilities.

In 2018, the Company diversified its business model with "Stretch me by Let's Relax," a stretching studio for health, and "Face Care by Let's Relax," a facial care center, reflecting changing consumer lifestyles.

In 2019, the Company launched its new Therapeutic Personal Care line, catering to the new generation under the brand "LRL – Let's Relax Lifestyle."

In 2020, the Company increased its registered capital to 213.75 million Baht, expanding its business model to include "Stretch me Clinic" and rebranding "Face Care by Let's Relax" to "Dr. Spiller Pure Skin Care Solutions." Additionally, the Company expanded e-commerce channels for "LRL – Let's Relax Lifestyle" and "Dr. Spiller."

In 2022, the Company established a new joint venture, "Siam Wellness Amara Co., Ltd. (SWA)," with Siam Wellness Lab Company Limited (SWL) holding 51.00% of shares and Amara Asia Co., Ltd. holding 49.00% of shares. SWA operates a business related to therapy and treatment of insomnia with pharmaceuticals or extracts made from cannabis and hemp, as well as the sale of products from cannabis and hemp to help treat insomnia or improve sleep quality, with a registered capital of 1 million Baht.

In 2023, the Company increased the registered capital of "Siam Wellness Amara Co., Ltd. (SWA)" to 11 million baht and added business operations related to the treatment of sleep disorders. This expansion took the form of a sleep clinic named "Sleep Labb Clinic (SLL Clinic)," with a focus on providing services and products to help individuals overcome sleep insomnia and improve overall sleep quality.







THE VISION

"To provide accessible wellness services rooted in Thai wisdom and hospitality, promoting better well-being for people."

The Group of Companies has defined 4 missions of its business operation, namely,

- As an organization that creates the standard of Thai spa to be recognized internationally and builds reputation for Thai spa at international level and ultimately at global level.
- As an organization that focuses on the integration of the Western and Thai sciences to enable the service of the Company to be increasingly developed.
- As an organization that promotes and gives support to personnel of every part to enable them to learn and develop themselves consistently and continually in the best interest of the Company and for ultimate maximized benefit of the customers.
- As an organization that attaches importance to the fundamental regulations, the law by adhering to the operation of its business with integrity, precision and ethics with awareness of impact on its personnel, on the environment and community being of paramount importance.

BUSINESS OBJECTIVES

Spa & Wellness Business

MISSION

Siam Wellness Group Public Co., Ltd. : SPA

Siam Wellness Amara : SWA

SPA and SWA defines its business objective as an ongoing expansion initiative with the aim of becoming the leader in Asian spa and wellness. The goal is to establish a brand symbol that leaves a lasting impression on customers' minds. Additionally, the company seeks to expand its health spa and wellness business, including Stretching Studio, Clinic, and Sleep Clinic, to fully cater to the diverse demands of its target customers. This involves creating distinct service brands to appeal to both upper-level customers with ample time and higher purchasing power, as well as customers with less purchasing power. The strategy is designed to reach customers with varying needs by emphasizing comprehensive staff training to provide exceptional services. This approach is intended to build a strong customer base, attracting new clients and ensuring continuous income growth for every spa branch. The ultimate objective is sustained growth in net profit for the company in the future."

Hotel and Restaurant Business

MISSION

Siam Wellness Resort Co., Ltd. : SWR

SWR define the objective for its hotel operations business by prioritizing growth in both the occupancy rate and average room rate. This will be achieved through strategic publicity campaigns for room occupancy sales and the organization of MICE events catering to both private and government sectors, both nationally and internationally. As for the restaurant business, SWR will focus on increasing the occupancy rate and average bill per person. This involves organizing sales promotions during various festive periods to enhance operating income for SWR.

Spa Product Business

MISSION

Siam Wellness Lab Co., Ltd : SWL

SWL defines the objectives of its spa-related, therapeutic personal care products distribution business, and health-related products distribution with the goal of expanding distribution channels both domestically and abroad. In the domestic market, the focus is on expanding distribution channels within spa establishments in hotels, medium-sized spa shops in department stores, and the distribution of souvenir goods during various festivities, such as the New Year festival and other occasions. For the overseas market, SWL plans to recruit additional distribution agents to handle the export of goods to spa businesses in leading hotels abroad. This strategy aims to increase income for SWL, create business opportunities for expansion, and ensure continual growth in the future.

Massage School Business

MISSION

Siam Wellness Education Co., Ltd. : SWE

SWE defines its objective as operating a Thai traditional massage school, with a focus on staff training to uphold massage standards. This includes instructing job applicants who aspire to become therapeutic staff for the Company. Additionally, the school plays a crucial role in supporting the launch of SPA branches, contributing to the future growth of the SPA business.

Spa Product Import Business

MISSION

Tiger Eyes Trading (Thailand) Co., Ltd. : TGT

TGT defines its objective as operating a business that imports and distributes facial, body, slimming, wax, and nail products, as well as spa equipment such as electric blankets, massage bed sheets, and facial and slimming devices. The company distributes these products to hair salons, beauty clinics, hospitals, and spas throughout Thailand, thereby supporting the future growth of SWL.

Strategy in Spa & Wellness Business

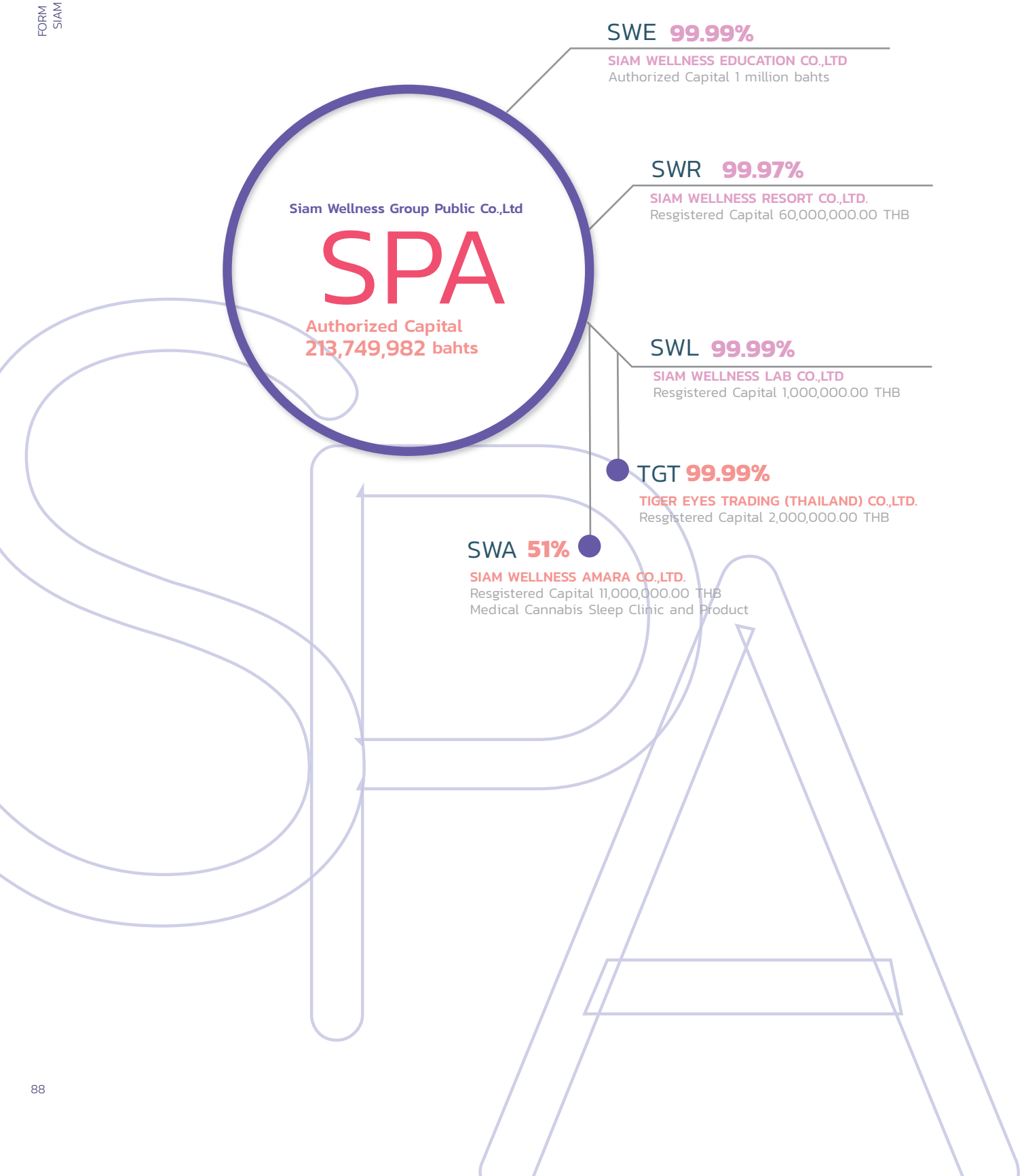
The company has established a business growth strategy aiming to become a leader in the spa and massage industry in the ASEAN region. It strives to attain leadership in each Wellness business category within Siam Wellness Group's portfolio. With locations strategically placed at major tourist attractions in Thailand, the company plans to expand its reach to ASEAN and Asia in the future. The focus is on creating a brand with accepted service standards and emphasizing the importance of service quality.

Strategy in Hotel and Restaurant Business

Creating a unique value proposition in quality and service sets SWR apart from other hotels and restaurants in the Chiang Mai area. The strategy places emphasis on services tailored for those who prioritize health and well-being. SWR aims to be a comprehensive premium hotel and restaurant operator catering to both foreign tourists and locals.

Strategy for Lifestyle Products Business

LRL and Dr. Spiller products aspire to lead in Everyday Lifestyle Therapeutic Products and Natural Beauty Products (Natural Products). Key success factors include high-quality ingredients, absence of harmful residues, therapeutic properties promoting both physical and mental relaxation, and enrichment with the value of Thai herbs. The strategy represents a harmonious blend of Eastern and Western sciences, aligning seamlessly with the lifestyle preferences of the new consumer.



MANAGEMENT STRUCTURE, PRODUCTS AND SERVICES

Reporting scope

Siam Wellness Group Public Co., Ltd. operates the business of wellness spa and other related businesses. There are four main business operations:

SPA SWA

The Spa Business Under The Brands

Day Spas and Wellness Spas

- RARINJINDA WELLNESS SPA
- Let's Relax
- BaanSuan Massage

Stretching Studio & Stretching Clinic

- Stretch me by LET'S RELAX
- Stretch me CLINIC

Facial Spa

- Dr. Spiller Pure SkinCare Solutions
- SU

SWR

Hotel and Restaurant

- RARINJINDA WELLNESS SPA RESORT
- DECK ONE ALL DAY EATERY
- ORB CAFE & MEAL

SWL

Lifestyle Products

- Let's Relax Lifestyle
- Dr. Spiller Pure SkinCare Solutions

SWE

Thai Massage & Spa School

Total Numbers of Spa establishment



Head Office 1

Spa Branches 70

In The Business Line (Business Unit)

- **Business line 1** Spa & Wellness
- **Business line 2** Hotel & Restaurant
- **Business line 3** Spa Products
- **Business line 4** Spa Academy


SCENT
STYLE
STORY


Nano
CBD





Inbound Logistic

- Raw material production by partners
- Transportation of raw materials/products/tools/machines to the company
- Raw material/product storage sourced from partners
- Applying for a permit for a health establishment



Operation

- Main Business Operations (I.e. Hotel Business, Tourism, Transportation)
- Service Provision (I.e. Sales Area Sell Products Medical Service Specialized Services)
- Support Services Such As Restaurants, Laundry, Shops



Outbound Logistic

- Warehouse Management / Service Staff Management
- Data Management, Storage And Distribution Of Goods And Services



Marketing

- Advertising / public relations
- Marketing promotion program
- Communicating information about products and services to customers or consumers



Service

- After-Sales Customer Service Channels
- Product replacement, Product Warranty, Product recall, Service Forwarding

Support Activities

Procurement

Sourcing, Purchasing, Procurement

Technology Development

New product Development, Existing Product Improvement

Human Resource Development

Human Resource Development, Treatment and Recruitment

Community Relations

Community Relations Activities

SUSTAINABILITY POLICY AND GOALS

SPA has established a Sustainability Policy and Goals to serve as a guideline for implementing business strategies aimed at achieving stable and sustainable growth across all dimensions—economy, society, and the environment. This involves integrating the concept of sustainable development into every core function by elevating the importance of sustainability throughout the entire Value Chain. There is a focus on adding value to activities within the process of providing services and selling products (In-process Activities). Additionally, emphasis is placed on prioritizing stakeholders. The Working Group, operating under the supervision of the Corporate Governance Committee, serves as the creator of the Implementation Guidelines. This group lays out the framework and goals to drive sustainability in three key areas:

Economic Development /Regulatory

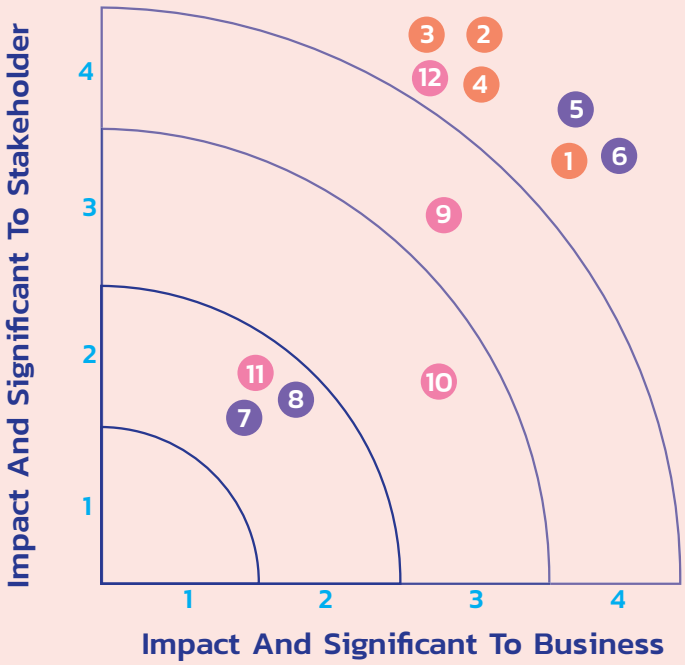
1. Health And Safety Of Customers
2. Enterprise Risk Management
3. Cyber Security And Protection Of Personal Information
4. Structural Policy and Corporate Governance

Social Development

5. Customer Responsibility
6. Providing access to treatment and good health
7. Local employment
8. Providing access to information

Environmental Development

9. Product Responsibility
10. Use of eco-friendly packaging
11. Waste management
12. Water management policy



Economic/ Regulatory Dimension	
Customer Health And Safety	Focus on creating an establishment that is hygienic and safe for customers by enhancing customer hygiene and safety measures to be in line with the current situation under the measure “A Place you can trust”
Enterprise Risk Management	Focus on building the organization for sustainable growth, regularly assess organizational risks with information, analyze and track the situation closely
Cyber Security And Personal Data Protection	Focus on creating an organization with cyber security and protection of personal information. PDPA Working group monitors and updates cyber security and personal information protection in accordance with the law and policy of practice.
Structural Policy And Corporate Governance	Focus on building an organization to be able to operate under a stable organizational structure. Focus on all stakeholders by adhering to the good corporate governance policy

Social Dimension	
Customer Responsibility	Focus on creating an establishment that is responsible to customers throughout the process by focusing on providing a standard service, friendly service, clean, hygienic place, reasonable price. Gives importance to safety and customer privacy.
Providing Access To Treatment And Good Health	Focus on building an organization that cares about the health of employees and staff. Coverage of health benefits as staff benefits and building a great workplace for employees.
Local Employment	Focus on hiring local personnel to increase skills, knowledge, expertise which can be extended to community development
Providing Access To Information	Focus on creating an organization that provides equal access to information. for complete work and judgment

Environmental Dimension	
Product Responsibility	Present accurate information about the products and services, deliver a variety of products in order to provide services to customers that meet their needs
Use Of Eco-friendly Packaging	Focus on creating a corporate culture that cares about the environment. Create quality products and services using packaging that is good for the environment under 3R (Reduce, Reuse, Recycle)
Waste Management	Focus on creating an organizational culture that cares about the environment. Supervise and manage the use of natural resources to achieve maximum benefit. Improve business processes to reduce environmental impact
Water Management Policy	Focus on creating an organizational culture that cares about the environment. Supervise and manage the use of natural resources to achieve maximum benefit. Improve business processes to reduce environmental impact







SUSTAINABILITY ISSUES

Stakeholder group connecting and responding to Key Points Identification and Prioritization

SPA has defined stakeholder groups into different groups with communication channels to listen to opinions and expectations leading to the development of the process to respond to comments and expectations of stakeholder

Stakeholders(Only 3 Levels That Are Important)

Employee

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Weekly and Monthly meetings in each work section • Annual performance evaluation • Internal Audit • Prepare employee engagement survey among employees • HR channels via Email/Line to receiving employees' complaints	**Issue 1** • Compensation, Benefits, Annual Salary Adjustments **Issue 2** • Job Advancement Opportunities **Issue 3** • Developing Skills At Work **Issue 4** • Creating Value For Employees To Have Equal Rights **Issue 5** • The Joy Of Working Together Among Employees	**Issue 6** • Develop plans to upgrade employees' skills and knowledge and abilities **Issue 7** • Using the data from the satisfaction survey of Employees to analyze and formulate work plans to meet the needs of employees

Suppliers Who Deliver Goods/raw Materials (Supplier)

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Regular Meeting Or Talking On The Phone With Supplier	Issue 1 • Types And Prices Of Goods And Services Issue 2 • Product And Service Quality Issue 3 • Is The Delivery Arrangement Correct And On Time? Issue 4 • Meet The Requirements Or Not Issue 5 • Product And Service Development	Issue 6 • A Transparent And Fair And Verifiable Procurement Process

Service Provider Or Contractor (Service Provider)

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• On-site, through manager, LINE	Issue 1 • Compensation Issue 2 • Scope Of Service Issue 3 • Other Benefits (E.g. Insurance, Accommodation Etc.)	Issue 6 • Take Care For Employees Like Family Members To Build Loyalty To The Organization Through Various Activities. Issue 7 • Determine Measures To Help Employees Receive The Impact Of The Covid- 19 Situation

Specialist

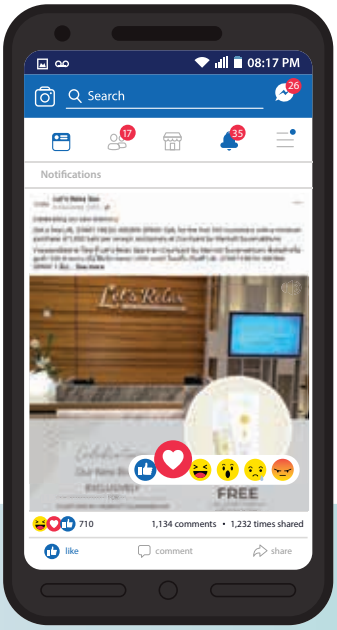
Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Face to Face, E-mail	Issue 1 • Consulting/Specialization	Issue 6 • Take Care For Employees Like Family Members To Build Loyalty To The Organization Through Various Activities. Issue 7 • Determine Measures To Help Employees Receive The Impact Of The Covid- 19 Situation

Customers And Consumers

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Offline (POSM , In-store Posters, Tv Media, Radio, Etc.) And Online (E-mail, Website, Social Media, Line Oa,)	Issue 1 • Product/Service Information Issue 2 • Promotion / Promotional Items Issue 3 • Points/member list	Issue 6 • Offer impressive service with uniqueness. Issue 7 • Attaching importance to safety and customer privacy.









Community

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• On-site, Press Release, Social Media	Issue 1 • Social, Environment And Community Policy Of The Company Issue 2 • Social, Environment And Community Activities Of The Company	Issue 6 • Promote, Develop And Build Good Relationships With Communities And Society So That They Can Coexist Valuable And Sustainable Issue 7 • Generate Income To The Community Both Directly And Indirectly For The Community's Economy To Grow

Society

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• On-site, Press Release, Social Media	Issue 1 • Social, Environment And Community Policy Of The Company Issue 2 • Social, Environment And Community Activities Of The Company	Issue 6 • Share Knowledge To Build A Strong Community And Growing With The Company's Business

Competitor

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Online channels such as company website , Facebook, Instagram, Line • Offline channels such as Annual report, 56-1, financial statements	Issue 1 • Product/Service Information Issue 2 • Fair competition	Issue 6 • Participate in brainstorming in the form of associations and confederations to drive benefits to the business as a whole, such as promotion policies, etc.





Business partner

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Online Channels Such As Company Website , Facebook, Instagram, Line • Offline Channels Such As Phone	Issue 1 • Product/service Information Issue 2 • Business Plan Issue 3 • Collaboration Plan	Issue 6 • Share Knowledge To Build A Strong Business Cycle And Growing With The Company's Business

Creditor

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Offline Channels E.g. Phone	Issue 1 • Product/service Information Issue 2 • Financial Information Issue 3 • Procedures For Being A Partner	Issue 6 • Cooperate In Complying With The Payment Terms, Trade Terms, Etc.

Shareholders And Investors

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Report, AGM, Opportunity Day, Telephone, Online (IR Section website, stock exchange website, stock media)	Issue 1 • Company Performance Issue 2 • MD&A Issue 3 • Business Plan Issue 4 • Good Corporate Governance Code Of Conduct	Issue 6 • Provide Accurate Company's Information

Media

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Press Release, Interview	Issue 1 • News Issues Issue 2 • Impact Of News Issues	Issue 6 • Provide Accurate Product And Services Related Information

Government Authority

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Contact And Coordinate With Relevant Parties (Two-sided Communication)	Issue 1 • Complying With The Laws Issue 2 • Good Corporate Governance Code Of Conduct	Issue 6 • Cooperate In Compliance With The Regulations

Independent Organization (NGO)

Channels of communication of the company with its stakeholders (can be a variety of channels)	Issues that stakeholders expect of company's business/issues that are of interest to stakeholders	The Company's Response to Each Stakeholder
• Face to Face, E-mail	Issue 1 • Consulting / Specialized expertise	Issue 6 • Provide Accurate Information And News About The Company









IDENTIFYING KEY POINTS

Understanding the issues that matter to the organization is essential for the sustainable future of the SPA. SPA has undertaken a comprehensive assessment of critical risks in the massage and health spa business, encompassing related activities and significant concerns identified through stakeholder participation in the study process. A comparative analysis has been conducted with a focus on sustainability issues in tourism and health (Tourism & Wellness), which are crucial for businesses in neighboring industries within the region. Information on sustainability issues, including stakeholder concerns that significantly impact the business, has been analyzed and considered. A total of 12 issues have been identified, categorized into three groups based on their importance: high importance, medium importance, and low importance, as outlined below:

Number	Indicators	Internal boundaries	External boundaries
High Priority			
• Customer Health And Safety	• % Number Of Complaints • Number Of Accident Insurance Claims	●	●
• Customer Responsibility	• % Number Of Complaints • Satisfaction Score • Repeat Service Rate In 6 Months	●	●
• Providing Access To Treatment And Good Health	• Number Of Customers Who Use The Service		●
• Enterprise Risk Management	• Quarterly Risk Assessment • Effect On Company Performance (Revenue, Profit)	●	
• Cyber Security And Personal Data Protection	• Strictly Complying With The Policies Of The Relevant Agencies • % Error Accessing Data	●	●
• Structural Policy And Corporate Governance	• The Number Of Compliance With The Rules And Regulations Of The Relevant Agencies And The Number Of Stakeholders Complaining	●	●
• Water Management Policy	• The Number Of Water Quality Measurements Is As Specified.	●	
Mid Priority			
• Product Responsibility	• % Negative Complaint Against The Company's Products	●	●
• Use Of Eco-friendly Packaging	• % Using Innovative Packaging	●	●
Low Priority			
• Local Employment	• 50% Of Local Employment Is Available In Provincial Branches.	●	●
• Providing Access To Information	• Number Of Visitors, Press Like And Share Via Various Online Channels	●	
• Waste Management	• Less Waste And The Waste Is Segregated	●	

Economic



Issue 1
Cyber Security and Protection of Personal Information

Sustainability Management

Importance of the issue

Cyber Security and Personal Data Protection
- The Personal Data Protection Act B.E. 2562 entered into effect in 2022 and the company recognizes the importance and necessity of the said Act.
- There is a risk if personal data is leaked

Risk

If not following, may result in civil penalties, criminal penalties and administrative penalty

Policy: Management Policy

You can visit www.siamwellnessgroup.com for the details of the Group's Data Privacy Policy and Notice which has been prepared to announce and clarify the collection, use, transfer or disclosure of personal data as required by law.

A Plan Or Method Of Handling The Issue

- Establish a working group on PDPA
- Establish the structure of personal data and information security systems.
- Draft privacy policy
- Implemented in accordance with the policies that have been announced.

Resource

- **Responsible Person :**
  - > Personal Data Protection Officer (DPO)
  - > IT manager
- **Investment :**
  - > Invest in personal information management systems
  - > Invest in document storage standardized
- **Other**

Follow-up process Performance and Correction

A random check will be conducted by representatives of the Company's PDPA Working Group. To randomly check the collection, use and disclose personal data of each department that it has complied with the policies that have been placed or not. then inform the department to comply if it doesn't meet the requirements.

Goals and performance

Goals by metrics
Long-term goals (3-5 years)

- Relevant agencies strictly follow the PDPA policy 100% within 3 years.
- Comply with the policy 100% within 2023
- Prevent leakage of PDPA stakeholders' important data.

Goals by metrics
Yearly goal

- % of compliance with the law assessed by the internal audit unit and/or the internal auditor.

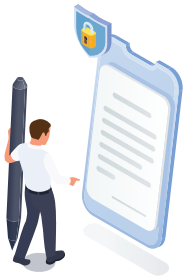
Annual goals and operating results for the past 3 years

- Relevant agencies strictly follow the PDPA policy 100% by 2023

Project Name

PDPA
Knowledge Sharing





Project Objectives

Organize Knowledge Sharing Tools for Executives and Employees to review PDPA system



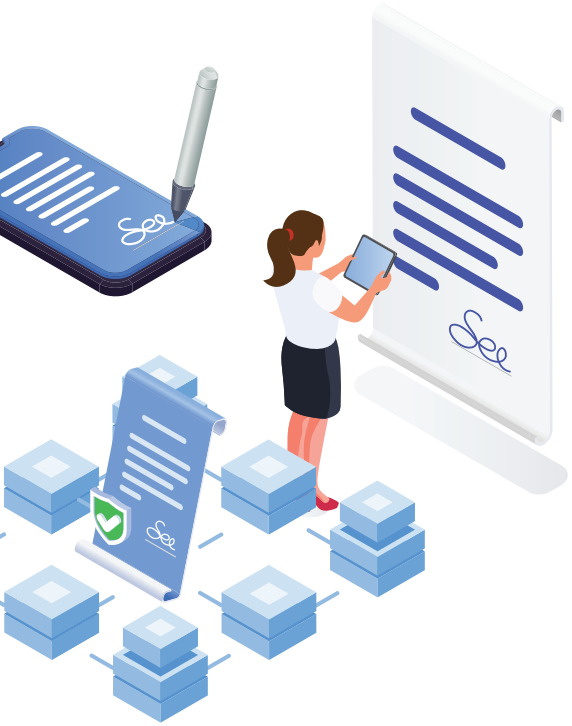
Target

Project Details :

Processing period : 2023

Responsible person : Internal Audit Team

Operation method : Arrange Knowledge Sharing Tools to review workflows of PDPA with all departments related with Personal Data according to the PDPA Guideline



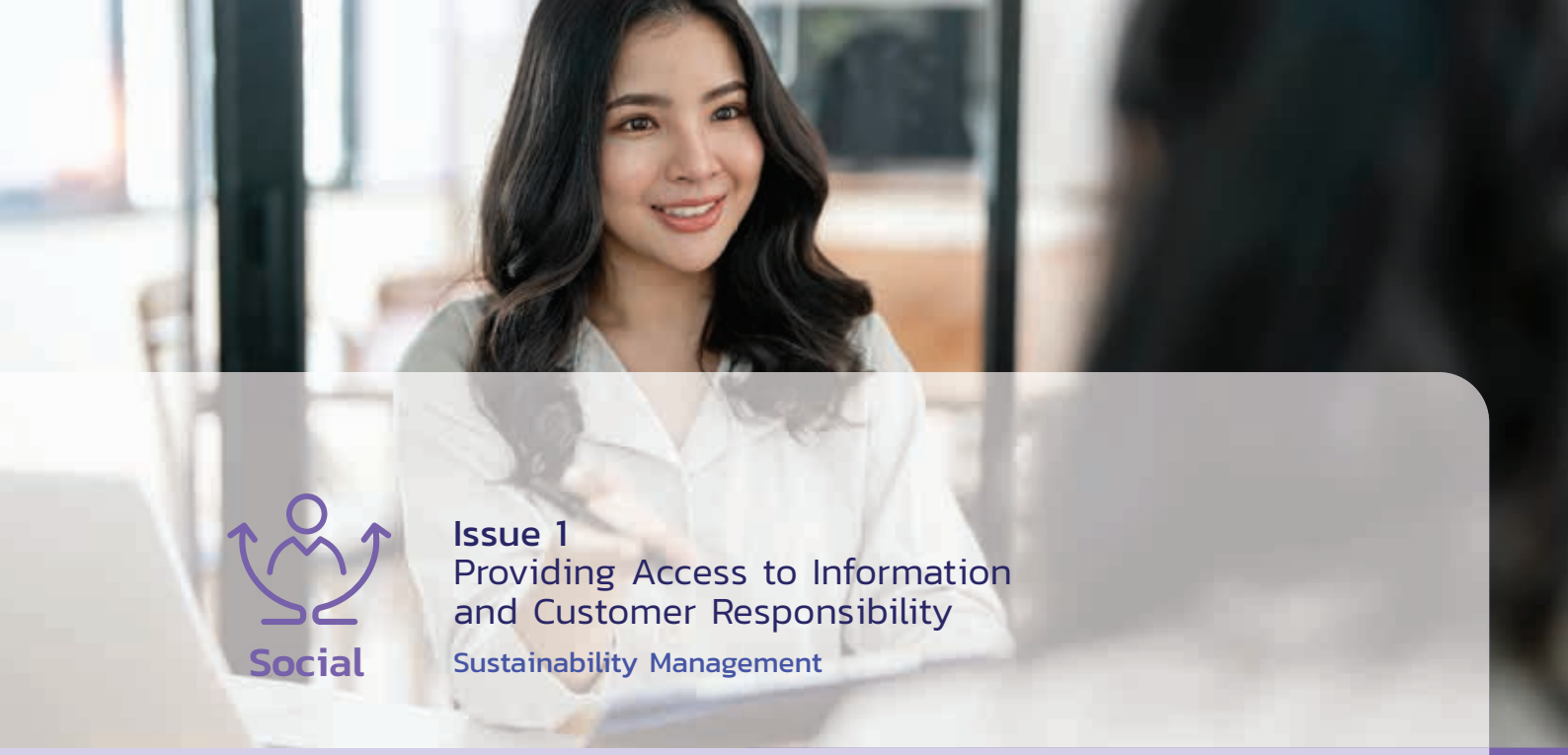
Project Success

> Number of participants 300 people (Head Office and Branch)

> Attendees understand and able to conduct all flows according to the PDPA

300
People





Social

Issue 1
Providing Access to Information and Customer Responsibility

Sustainability Management

Importance of the issue

Creating establishments that are responsible for customers throughout the process is another practice that the company has consistently adhered to. The company recognizes the importance of access to information, equal and complete information for work and complete decision-making as well as effectively reducing the Turnover of employees.

Target

The company aims to promote the development of personnel and internal communication systems to provide employees with knowledge and ability and have a better quality of work life.

Policy

The company has continuously promoted personnel development.

A Plan Or Method Of Handling The Issue

The company focuses on developing systems so that all employees have access to useful information in their operations, such as operating manuals. operational guidelines, information, Promotional information, etc., in order to achieve full efficiency with easy and convenience including various welfare systems

Resource

- **Responsible Person :**
  - > IT Team
  - > Manager/Branch Manager
  - > Employee
- **Investment :**
  - > IT Systems
- **Other**
  - -

Follow-up process Performance and Correction

- IT Systems Report
- Regular Update of Information
- Regular Check of Information

Goals and performance

Goals by metrics
Long-term goals (3-5 years)

- Access to all level of employees
- Efficient use of IT Systems with benefits to Organization and Employees

Annual goals and operating results for the past 3 years

- Focus on improving employee satisfaction

Project Name

SWG Prompt





Project Objectives :

All Employees have access to useful information in their operations, such as operating manuals. operational guidelines, information, Promotional information, etc., in order to achieve full efficiency with easy and convenience including various welfare systems

Target

Project Details :

Processing period : 2023

Responsible person :
- IT Team (Developer)
- HR Team
- Manager / Branch Manager
- Employee

Operation method :
- Arrange SWG Prompt Training to all branch employees
- Develop SWG Prompt Manual for Executives / Managers / Employees to review and operate



Project Success

> All Employees can use SWG Prompt efficiently

> The Level of Information Missing % drops



Environmental

Issue 1

Importance Of The Issue

Every year the company uses resources that are not environmentally friendly. causing impacts on communities and society

Consumers are now conscious of businesses that are socially responsible and have environmental and sustainability policies.

Policy

Let's Relax Spa Goes Green

A Plan Or Method Of Handling The Issue

- CSR working group had a meeting with related parties such as Operation Department, Purchasing Department, Marketing Department.
- List of materials that are not Eco-Friendly
- Supply Alternative Packaging ready Specs and prices
- Purchasing and starting to change in every branch
- Communicate to those involved

Resource

- **Responsible Person :**
  - > Operations Department
  - > Purchasing Manager
  - > Marketing department manager
- **Investment :**
  - -
- **Other :**
  - -

Follow-up process Performance and Correction

- Follow up on branch operations whether it affects the operation or not
- Customer Satisfaction Inquiry
- Track Social Listening
- See the drop in plastic orders.

Goals and performance

Goals by metrics
Long-term goals (3-5 years)

- Reduce 50% of the use of not eco friendly materials used in the customer service process within 5 years

Annual goals and operating results for the past 3 years

- Reduce 15% of the use of not eco friendly materials used in the customer service process within 1 years

Project Name

Let's Relax Silom Edge, First Upcycling Spa



Project Objectives :

Establish a model branch that prioritizes environmental care to align with modern consumer trends.

Target

Project Details :

Processing period : 2023

Responsible person :
- Buildings Department
- Design Department
- Purchasing Department
- Marketing Communications Team

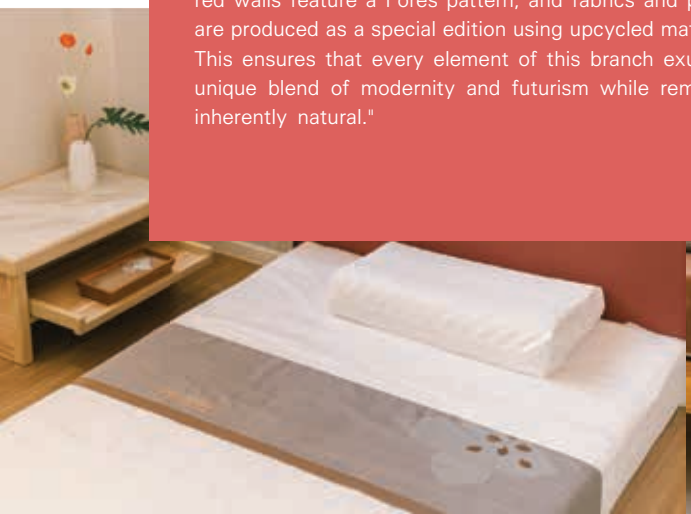
Operation method :
- Procure and Design upcycling materials
- Practicality test such as Usage, Durability, Cost etc.
- Design and Fit-in
- Communicate to Consumers

Project Success :

Let's Relax Silom Edge, the first Upcycling Spa, is committed to environmentally conscious design by carefully selecting decorative materials. Despite its modern theme, the spa embraces the 'Circular Design' approach, focusing on 'Up-Cycling' materials. This emphasizes the use of materials that undergo various processes to bring unused materials back into the cycle of reuse without compromising quality or composition. These materials have not undergone industrial or chemical processing that could negatively impact the environment, with minimal chemical use. The concept is rooted in eco-design, with a focus on waste reduction, extending lifespan, and enhancing efficiency in reuse. This approach aims to minimize environmental impacts throughout the design, production, use, and post-use or expiration phases.

The spa's environmentally conscious choices include brick walls crafted from recycled materials leftover from construction. The reception corner is designed using 3D Cement Printing Solution-Extrusion, offering an unusual, large, and spacious appearance. The beautifully arranged red walls feature a Fores pattern, and fabrics and pillows are produced as a special edition using upcycled materials. This ensures that every element of this branch exudes a unique blend of modernity and futurism while remaining inherently natural."







Sustainability

Performance Summary Table

Economic Issue

Issue 1
Cyber Security and Personal Data Protection



2021	PDPA working group according to BOD resolution No. 1/2564
2022	Establish projects and enforce PDPA and Personal Data Privacy Policy and Notice
2023	Knowledge Sharing and Quarterly Workshop

Omission Reason

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Social Issues

Issue 1
Local Employment

2021	At least 50% of local employment In provincial branches, both new and replacement rates
2022	At least 50% of local employment In provincial branches, both new and replacement rates
2023	In the process of collecting data



Omission Reason

During 2020-2022, the company has been affected by the epidemic of Covid- 19, which resulted in the closure of business for almost 10 months, divided into 3 months in 2020 (March - June) and 6 ½ months in 2021 (January , April - September) resulting in incomplete data collection.

Environmental Issues

Issue 1
Reducing The Use Of Plastic

2021	Cannot Collect Full Data due to COVID-19
2022	Cannot Collect Full Data due to COVID-19
2023	In the process of collecting data



Omission Reason

During 2020-2022, the company has been affected by the epidemic of Covid- 19, which resulted in the closure of business for almost 10 months, divided into 3 months in 2020 (March - June) and 6 ½ months in 2021 (January , April - September) resulting in incomplete data collection.