



SUSTAINABILITY REPORT 2017

I.C.C. International Public Company Limited

GOOD PEOPLE • GOOD PRODUCTS • GOOD SOCIETY



bsc 20th

Touch Your Heart
Make Life World Class



Make
Life Beautiful



Make
Life Healthy



Make
Life Stylish

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Message from President and Vice Executive Chairman



Mr. Thamarat Chokwatana,
President and
Vice Executive Chairman

Our determination is to develop our products and services as well as cultivating “Giving” concept as to follow the Last King’s philosophy.

I.C.C. International Public Company Limited has operated its business under the principle of Corporate Governance. The Company’s management and administration are also conducted with morality, ethics, and Corporate Social Responsibility policy towards three aspects of Sustainable Growth: **Good People, Good Products, Good Society.**

In 2017, in remembrance of His Majesty King Bhumibol Adulyadej and with intention for The Company’s executives and staffs to pay tribute to His Majesty the Late King by following his royal models in living our lives, we have embraced his royal thoughts of “Giving,” reflecting his way of practicing his duties for all 70 years of his reign, as our guideline to build “**Good People, Good Products, Good Society**” - the principle of ICC’s Corporate Social Responsibility policy towards the Sustainable Growth.

Good People

ICC encourages our employees to be righteous, honest, and never take advantage of others, including business partners, customers, the society, and the country. We strictly follow Anti-Corruption policy and encourage all executives and staffs to understand the meaning and the practices of "Giving," which are to give knowledge, to forgive, to give help, to give life, and to give love.

In 2016, The Company mainly emphasized on knowledges for our employees. Numerous projects were initiated to aim for employee development and instill the thought that giving knowledge is not only a way to help people become excellent, but also a great merit in itself. Also, by helping people become excellent, it will surely affect The Company's sustainable growth as a consequence.

Good Products

Any developments of our products and services derives from the principle of "Giving" best quality things to our customers and "Giving" them happiness when they use our products or services. Our single piece of product must go through strict production and quality standard inspection. If any customer is not satisfied with our products or services, he or she will be closely taken care of by The Company's Customer Relations Center.

Good Society

Encouraging all employees to be responsible for society and environment in every dimension has always been ICC's regular protocol; therefore, all of our product developments are constantly focusing on the effect of production process to the environments; e.g., origin of the materials, type of material used for packaging. We have also supported activities that are beneficial or constantly create positive effects to the society; for instance, giving lives by organizing blood donation event for The Thai Red Cross Society, promoting ethics and morality by organizing moral (Dhamma, Virtue Codes of Moral) teaching session and principles of living lives for anyone who is interested in the topics, arranging activities that help build a better quality of life for communities, and so forth.

We strongly believe that an organization can keep on advancing sustainably if we still can develop the three crucial factors: personnel, products, and society, to help them reach their full potential, along with having ethics and morality. I would like to take this opportunity to thank all executives, staffs, and other associates for their determination in adhering to ICC's Sustainable Growth policy which affects The Company's stable progress in a long run.

Sincerely Yours



Mr. Thamarat Chokwatana
President and Executive Vice President

About the company

The first decade

1964–1974

I.C.C. International Public Company was established in 1964 with 7 founding staff as International Cosmetics Limited Partnership (PIAS). Then in 1970, we started to extend our product line from PIAS cosmetics to Wacoal lingerie from Japan.



The second decade

1975–1983

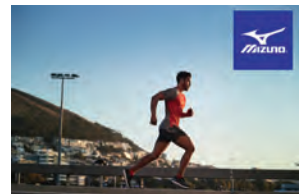
Another product line, Arrow men's shirts from the U.S.A. was added in 1975 and in 1978 ICC was registered in the Stock Exchange of Thailand. And in 1982 ICC began importing international brands. The first to arrive was Itokin, women's clothes and fashion.



The third decade

1984–1993

Guy Laroche, a French brand was introduced to the Thai market in 1984. Later in 1988 Lacoste, men's wear and Mizuno world-class sportswear were launched in 1991, followed by Gunze men's underwear from Japan in 1993.



I.C.C. International Public Company Limited helps fulfil lifestyles of people of all walks of life with the following wide range of products and service of international standards:

1. Cosmetics and perfume products
2. Men's Wear
3. Women's Wear
4. Baby products
5. Leather and accessories
6. Sportswear
7. Household products

The fourth decade

1994–2003

In 1994 International Cosmetics Public Company Limited was registered for transformation as a public company and the new name was given as I.C.C. International Public Company Limited and its logo was changed in 1996. Afterwards, the company has organized Saha Group Export Fair '98 and in 1998 implemented "Thailand Best" logo to guarantee the good quality and standard of Thai products made in Thailand by Thai people. And "BSC" Best Selected Collection started its operation in 1999.

Established the first His&Her Shop at Big Jiang, Nong Khai province in 2002. And in 2003, 108 Shop Project was executed to support retail business of local people and QRMS (Quick Response Marketing System), a sales management system was installed at point of purchase across the country.



The fifth decade

2004–2013

Implemented His&Her Plus Point as the customer's benefits and privileges. Constructed six-story twin building as another new office building in the area nearby. It has been in use until now. During this period of time, the company offered an extensive and various product lines. Some included Maximus jeans and perfume products; Becky Russell female clothes; S Channel satellite TV, ICC Call Center and a wider range of the existing lines was added to meet the consumers' requirements.



The sixth decade

2014–present

Apart from expanding product lines, the company has continuously developing retail management and operation systems to respond to the consumer's changing behavior and demands. To state a few, we have provided Beauty Station, a retail store front, as an alternative shop that offers our own cosmetics brands and other brands. Also a purchase through QR Code via online channels such as eThailandBEST.com and QUICKBUY were implemented.



Business philosophy

**GOOD
PEOPLE**

**GOOD
PRODUCTS**

**GOOD
SOCIETY**



Core ethical values

Encourage personnel of all levels to act morally both at work and in daily life, honest to one's self, the company and the society.

Create business values

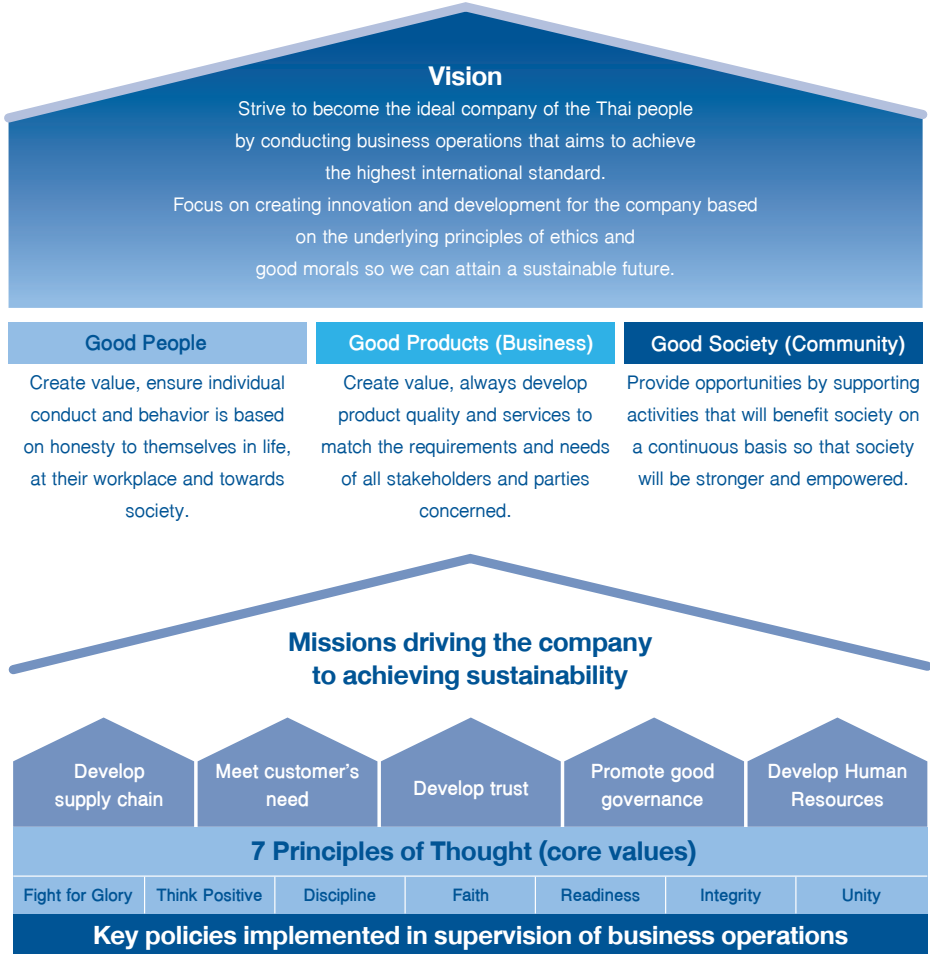
Improve quality of products and services to accommodate stakeholders' requirements.

Create social opportunities

Support activities beneficial to the public for a strongly united community.

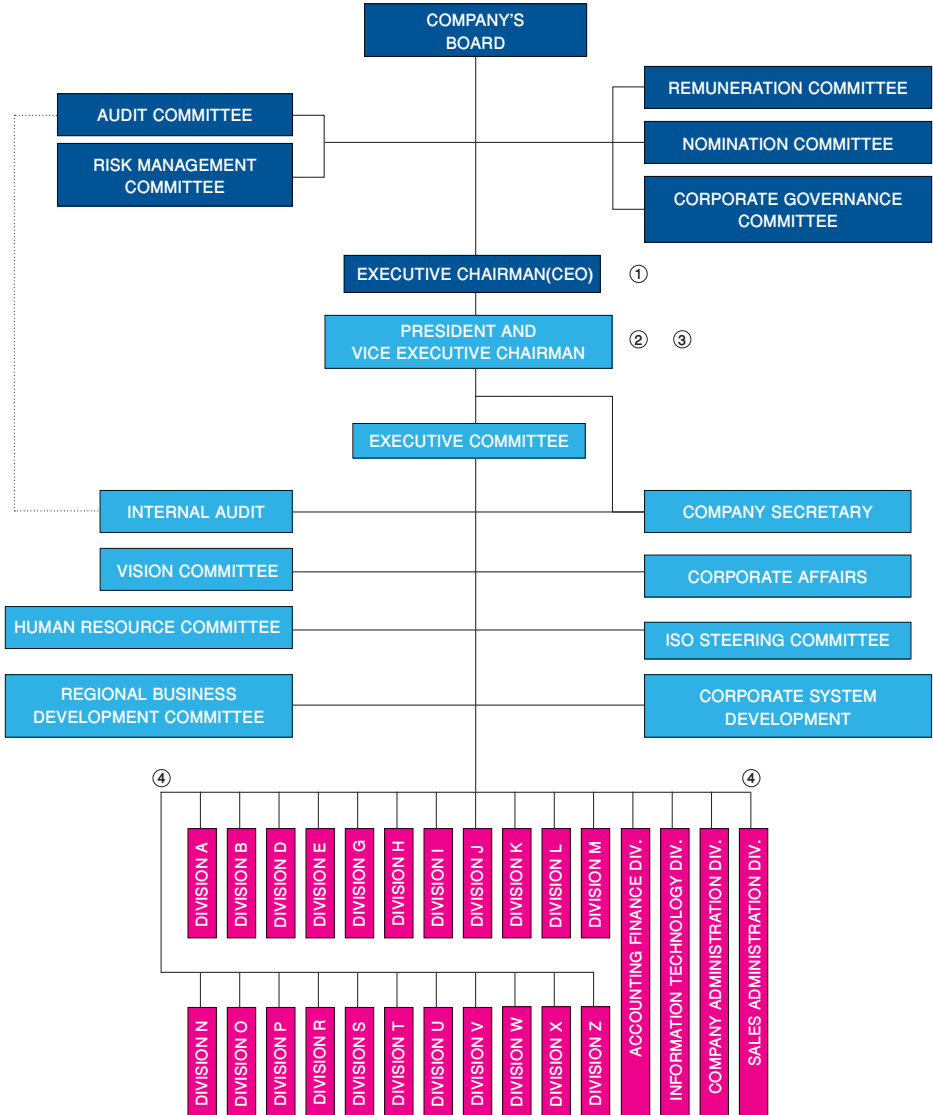
Vision, mission and core values

In 2017, the Board of Directors and the management realized the importance of revising and devising the company's vision, mission and core values for our business conduct to be in line with the market situations and trends to reach the desired goals. The table below shows the adjustments made for the years 2018-2023:



Organizational management structure

The organizational structure of the company as of 31 December, 2016 has been disseminated to the company website <http://www.icc.co.th>



①-④ comprises the company's management according to the announcement of the Securities and Exchange Commission of Thailand

Milestones

For the company' solid growth, we always acquire consistency in business management from the upstream to the downstream of the process. This is mainly to gain effective and efficient production and product distribution both in quality and quantity to meet the consumers' requirements. From the beginning, ICC has been striving to achieve uninterrupted growth through devising Supply Chain Management, implementing Good Corporate Governance to gain trust from all stakeholders. In addition, ICC encourages all parties involved to constructively coordinate and cooperate with one another to grow and prosper together through the 7 principles towards success. With the conceptual guideline "Good people, Good products and Good society", the company never ceases to develop human assets as they are the key player in driving the company towards success.



No.
1

**20th
ANNIVERSARY**

In 2017, BSC International has celebrated its great year, the 20th anniversary emphasizing the image of its leading brand which has initiated many innovations for cosmetics, perfume and clothes. We have also executed a strategic plan to become top of the mind brand for consumers via communication and distribution channels both online and off-line, covering various sales and marketing activities as well as advertising and PR plans. To name a few, "Touch Your Heart...Make Life World Class" TV advertisement was highly recognized and gained the most access to our consumers. We never fail to hold onto our tagline "BSC International helps fulfill your happiness, offering a variety of beauty options to achieve the world class desired lifestyle within a reach".

(See further details on Page 38-39)



No. Following His Majesty the Late King,
2 King Bhumibol's
teachings and
practices

IX

A short film "A Promise to King Rama IX" to encourage people to start "giving" through various projects. Bearing in mind our deepest gratitude towards His Majesty the Late King, King Bhumibol's practices and activities carried out for his subjects, the management and staff at all levels at ICC have produced a short film "A Promise to King Rama IX" to encourage people to start "giving" in 5 forms; namely, to share one's knowledge, to forgive, to extend help, to give life, and to spread love. This shall be incorporated in the company's policy when it comes to developing good people.

(See further details on Page 22-23)

No. 3 ICC INNOVATION AWARDS

Developing innovation for good products and services. To encourage constant development of innovative products and service, ICC has initiated an annual ICC Innovation Awards. The selected pieces of work shall later represent the company to enter into Saha Group Innovation Awards Contest or “Chairman Awards”. (See further details on Page 42)



No. 4 Expand full scale distribution channels



To deliver good products and services to serve new generations' lifestyle and cover all groups of consumers apart from department stores shoppers, we have provided more distribution channels through our websites such as eThailandbest.com, TV Shopping, Shop Global and Shop Smart catalogue. Additionally, we have joined hand with business allies such as Lazada, O Shopping to provide our customers with more convenience and easier access to our products. All these transactions can be easily completed via on-line or mobile phone application that also function as channels to disseminate news, activities and on-going promotions. We also develop Customer Relations system as another communication channel to gather information and insights needed for R&D for the customer's utmost satisfaction. (See further details on Page 37)

No. 5 Wacoal to continue projects and activities for ladies

With our determination to develop a good and desirable community, in 2016 Wacoal took further steps with the on-going projects to enhance women's potentials, income and job opportunities. Research projects have been supported to provide knowledge for women to understand female dangerous deceases. Social benefits creation has been emphasized via campaign and the well-designed products for women to realize their own values.

(See further details on Page 46-47)



Awards and distinctions

1. Some awards by top institution as brand's recognition



Beauty Choice Awards 2017 by Lisa magazine



Beauty Awards 2017 by Praew magazine



Vogue's Favorites of the Year 2017 by Vogue magazine



BEAUTY OF MAKE UP BASE BEAUTY AWARDS 2017 BY SUDSUPDA MAGAZINE



BEST OF POWDER FOUNDATION BEAUTY AWARDS 2017 BY SUDSUPDA MAGAZINE



BEST OF SERUM BEAUTY AWARDS 2017 BY SUDSUPDA MAGAZINE



BEAUTY HALL OF FAME 2017 BY CLEO MAGAZINE

2. Awards of Honors for our “Life is Beautiful...Why do I have to respect the security guard?” advertisement that promotes morality given by Ministry of Culture, Suan Sunandha Rajabhat University and Department of Religious Affairs.



Sustainable Growth

Strategic moves towards sustainability

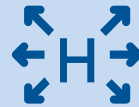
ICC is committed to be the fashion leader, domestically, regionally and internationally having various distribution and marketing channels and outlets. We are determined to create innovations and develop the company through morality and integrity for sustainable prosperity.



Create new markets through the use of technology for the consumer's convenience and good experiences



Create its own fashion brands to be logistically and financially competitive.



Make His & Her Shop a Network Hub to stay in touch with the consumers.



Maintain the existing markets by adopting best practice in operations and keeping abreast of fast-changing consumer behavior.

Strategy



Improve effectiveness and efficiency through the use of Information Technology in full scale.



Modify the company's image through adjustment of work process with an integration of shared knowledge and experiences between the younger and older generations.



Build and develop personnel to be up-to-date, skillful and efficient, capable to thoroughly understand and execute all the tasks assigned.



Join hands with educational institutes or organizations to attract younger generations who are qualified in modern and diversified ideas coupled with energetic and motivated aspects to work with ICC

(Further details are in Annual Report 2017)

Corporate Social Responsibility and Sustainable Growth Policies

The Company's slogan "We make people happy and beautiful." indicates our commitment in delivering beauty and joy within customers reach through various of our products that operate under the concept "good people, good products and good society". This is to be achieved through our business management and operation such as Supply Chain management, having a wide range of products to serve different needs of the consumers, gaining trust from all parties involved, implementing Corporate Good Governance and human resource development, another core contributing factor. Our work philosophy "7 principles of thought (core values)" is for all personnel to follow in order for the company's sustainable growth.

The 7 Principles of Thought (Core Values)

I.C.C. International Public Company Limited

Huge Leap in Sales and Profits



Unity



Fight for Glory



Think Positive



Integrity



Discipline



Readiness



Faith

Corporate Social Responsibility and Sustainable Growth Policies

Good People : Good Products : Good Society

ICC has established Corporate Social Responsibility and Sustainable Growth policies as the guidelines to conduct our business to achieve sustainable growth and prosperity, in terms of economic, social and environmental aspects. Relationship with stakeholders has been established and determined corporate social responsibility policies leading to sustainable growth in 3 areas of the guidelines which are Good People: Good Products: Good Society.



Good People

Encourage personnel of all levels to act morally both at work and in daily life. Enhance their skills and talents, and at the same time, foster work ethics and integrity in general. Endorse business conduct with partners who have business ethics and integrity. And oversee that all personnel hold onto honesty when carrying out their duties and responsibilities, not taking advantage of other people, customers, business partners as well as the society and the country. Moreover, all personnel shall strictly observe the Anti-Corruption Guidelines.



Good Products

Determined to offer good-quality products with reasonable prices. Customers' feedback and comments about products and services are always welcome via Call Center. Encourage creations and innovation for products and services to serve customers' requirements with no social and environmental negative impacts.



Good Society

Foster a mindset of being a giver, a volunteer who always takes part in or supports activities beneficial to the society, the environment and the public. Refrain from actions that would cause negative impacts on the community and the environment. Always extend help to those underprivileged to have a better future and to live a better life with other normal people.

Working Process for Stakeholders

Realizing our determination for business sustainability and stakeholders' importance in giving business directions for ICC, and to ensure that our stakeholders could have joint-benefits of both short term and long term, we have classified different groups of stakeholders so that we can formulate the appropriate plans. This shall lead to sustainable growth based on conducting business via integrity with every partners bringing into meaningful participation and continuous adjustment and development.

Employees Expectations

- Appropriate remuneration and welfare
- Plans for skills training and development
- Equal rights and opportunities for advancement
- Safety and quality of life

Participation / Communication Channels

- Annual seminars and trainings for skill development
- Attention to employees' feedback and complaints
- Internal communication (Saiyai e-magazine)
- Communication channels such as Broadcasting, webmail, etc.

Shareholders Expectations

- Gain high and continuous returns for their investment
- Good operating results and continuous growth
- Conduct business with transparency and good governance
- Information disclosure

Participation / Communication Channels

- Annual General Meeting of Shareholders
- Declaration of quarterly operating results as legally stated timeline
- Respond to questions and doubts via telephone, emails and Annual Report
- Organize "Analysts and Investors with ICC" annually

Customers Expectations

- Properly-informed about the products and services
- Reasonable and fairly priced products and services
- Get good quality products and services
- Environmentally friendly products available as an alternative
- Products and services warranty
- Customer's privacy and confidentiality

Participation / Communication Channels

- Customer visit
- Exhibitions and trade fairs
- Communication channels
- Customer Relations activities
- ICC Call Center: information inquiries
- Available channels for customer feedback and complaints

Business partners Expectations

- Follow the business agreements and requirements. Provide correct information.
- Create good mutual relationship and understanding.
- Share and exchange knowledge and insights for development of value-added products and services.

Participation / Communication Channels

- Communicate through various channels
- Organize annual business partners meeting to inform business directions.

- Visit business partners for their feedback and suggestions
- Provide channels for feedback and complaints
- Organize activities to promote good relationship
- Enter into the joint- agreement with business partners to set ethical business conduct framework. This includes trade competition and prohibition on business conduct with companies that violate human rights and Intellectual Property.

Business competitors Expectations

- Conduct business and compete with integrity. Follow the Fair Play framework.

Participation / Communication Channels

- Formulate criteria and conditions for Fair Play.

Trade account payable

Expectations

- Able to comply with conditions and agreements of the contracts by making bank transfer via Media Clearing System by setting billing acceptance and transferring schedule.

Participation / Communication Channels

- Annual Report
- Listening to suggestions or complaints

Loan payable Expectations

- Comply with contracts and agreements clearly and fairly.
- Inform the creditor in advance if any contract's obligation cannot be met, in order to find rational solutions together.
- Loan and interest are always paid back on time

Participation / Communication Channels

- Annual Report
- Listening to suggestions or complaints

Debtors

Expectations

- Follow the clearly-defined and righteous conditions and details of the agreement

Participation / Communication Channels

- Annual Report
- Attention to feedback and complaints

Community, society and environment

Expectations

- Appropriate products and services for daily consumption.
- Provide information about health
- Conduct business with respect to the community, society and environment

Participation / Communication Channels

- Communicate via various channels.
- Available channels for suggestions and complaints.

Government sector

Expectations

- Follow the related rules and regulations.
- Support and participate in projects and activities that have social benefits.

Participation / Communication Channels

- Fulfill tax duty in a timely manner as legally stated.
- Always attend and provide feedback/suggestions as well as giving continual support to the Government activities.

Mass media

Expectations

- Full disclosure of information in a timely manner.

Participation / Communication Channels

- Disseminate the information via available channels.
- Media visit for the company's operations and activities.
- Support and participate media's activities.

About the report

Scope

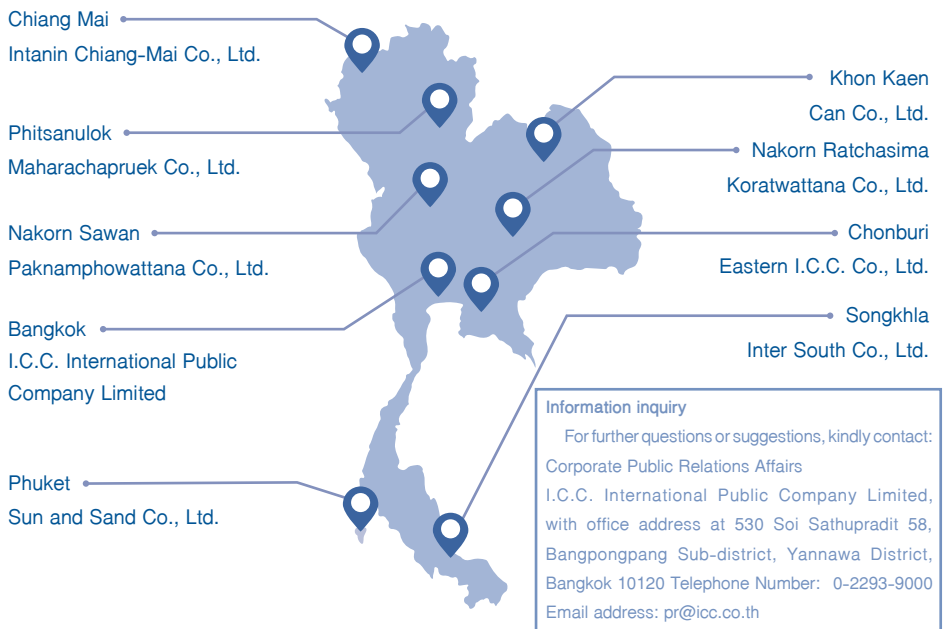
This Sustainability Report was generated to declare the operating results of I.C.C. International Public Company for the fiscal year of 2017. (January 1–December 31, 2017). It reveals our business management for sustainable growth that involves economic, social and environmental aspects. ICC business operation correlates to Sustainability Master Plan under the Corporate Social Responsibility Guidelines for Sustainable Growth in three areas “Good people, Good products and Good Society”

ICC has generated and disseminated the report for 4 consecutive years, since 2014 with

reference to Global Reporting Initiative Standard (GRI).

The report discloses business operations that follow our directive framework (Vision and Company Strategy), Corporate Good Governance and practical guidelines of work philosophies. It also includes work force management, ethical development of the personnel, acquisition of more value for the businesses and provision of social opportunities for the community’s sustainability. The details discussed correspond to the economic, social and environmental aspects for Global Sustainability.

Scope: The Sustainability Report 2017 reveals the company’s business operations, and distribution of consumable goods in all business units under the company’s umbrella and 8 business partners across the country. They are as follows:



Main issues concerning sustainability

ICC has gathered essential information and details relating to our industry and other businesses, domestically and internationally to study the changing tendency and direction. We can then make adjustment on our policies and business plans to meet the requirements. We shall stay competitive and competent in order to achieve our goals stated in Sustainable Development Roadmap through the Corporate Social Responsibility Guidelines in three aspects “Good people, Good products and Good Society”. The main concerns about corporate sustainability are discussed in accordance with economic, social and environmental dimensions for sustainability as stated in Global Reporting Initiative Standard (GRI).

Generating main issues in the report

ICC gives importance to all stakeholders and takes into consideration all factors that might affect them in terms of economic, social and environmental sustainability of the company.

Identifying the issues

Review and identify the issues from the information

provided by all stakeholders, internally and externally through projects and activities throughout the year.

Inside the company

Information from the working committees responsible for Corporate Sustainability and Company Strategy as well as Risk Management for the short, intermediate and long terms to achieve the goals.

Outside the company

Study information from the working committees assigned to coordinate with stakeholders to understand decision-making factors. This can be done by conducting surveys or creating evaluation forms or information gathering, in formal and informal approaches such as through seminars, hearings, meetings or group interviews.

Set priorities

Study the mutual concerns and examine the connection between the issue and the indicator based on GRI Standard. Then select and prioritize the issue that is of the stakeholder’s interest.

The company’s concerning issues

Economic issues



1. Corporate Good Governance
2. Anti-Corruption Guidelines
3. Business operation and integrity
4. Duties and Responsibilities towards consumers
5. Community and social development
6. Research and Development for sustainability

Social issues



1. Fostering personal ethics and morality
2. Guidelines for work force management and human rights, safety and hygiene
3. Provision of educational opportunities for youth
4. Development for better quality of life and environment in community
5. Development of local business partners
6. Networking with other government agencies
7. Preservation of local traditions and values

Environmental issues



1. Rules and regulations regarding environmental aspects
2. Water source management
3. Energy conservation and global warming problem

Corporate Social Responsibility towards Sustainable Success

To share one's knowledge



To forgive



“Because H.M. the Late King was the role model as a true giver, an inspiration for us to follow”

We then continue the royal wish of the Late King Bhumibol Adulyadej

In order to show our loyalty and gratitude to our beloved King Rama IX, we, ICC International Plc., its executives and employees, have produced a short movie to honor the late King under the concept of “A Promise to King Rama IX”. This movie reflects His Majesty’s work and behaviors as a role model of a “Giver” in 5 different areas namely; to share one’s knowledge, to forgive, to extend help, to give life, and to spread love.

This movie not only serves as a promise by ICC’s executives and employees, but it also hopes for the viewers to live their lives following the Late King’s dedication and work in order to benefit the company, society, and the country.





To spread love



To give life



To extend help

(Part from "A Promise to King Rama IX")

(Scan a QR code here to view the movie in honor of the Late King Rama IX)



Good People

Inspired by “Giving” leading to Developing the qualified people

In 2017 under the concept of “Giving”, the company was determined to strengthen its crucial factor which is its “employees” by emphasizing the act of giving in all forms through many programs and activities. This “Giving” concept has become the main focus in every process and potential development as an integration to the 7 principles of thought (core values). They are: Fight for Glory, Think positive, Discipline, Faith, Readiness, Integrity and Unity. These are values and guidelines to become good people who are honest to themselves, the company, and the society.

Moreover, the company aimed to create an awareness, love, unity, and faith in the organization by publicizing Dr. Thiam Chokwatana’s philosophy and the concept of Principles to Success by

Mr. Boonkit Chokwatana, the President through internal channels such as Saiyai e-magazine, PR Board, announcement and internal broadcast, as well as other online channels such as Facebook and Line. Ultimately, we hope that what we’re doing can motivate all Thais to follow our Late King’s steps in order to have a sustainable development in an organization, society and the nation.



As employees are recognized as a precious asset in sales business particularly our sales persons whose main responsibility is to introduce our products to customer, ICC has implemented a personnel development policy to keep or maintain the potential personnel and train them with more knowledge to gain more skill. These professional sales persons can later serve as role models and trainers for other young sales persons, which can result in continuous growth of the company. Under the concept of “To share knowledge,” we created projects and campaign leading to the company’s sustainability as follows.

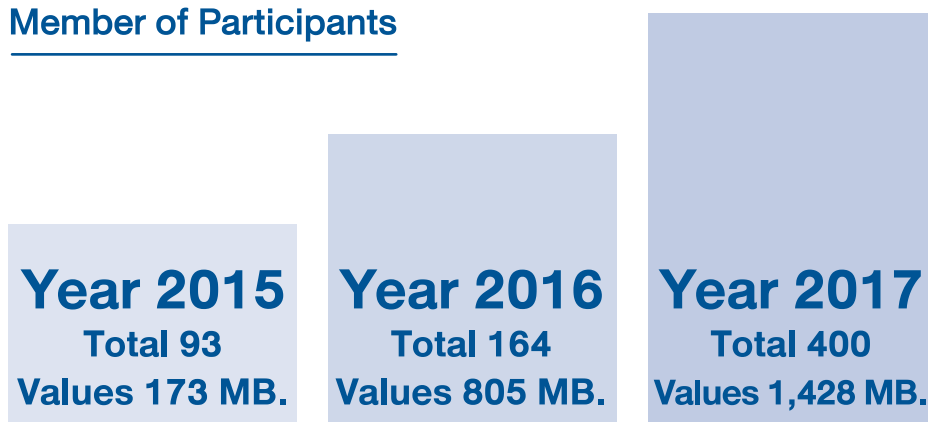
Training Statistics

Type	2015		2016		2017	
	Hour	Total Nuber	Hour	Total Nuber	Hour	Total Nuber
Employee	230	597	403	1,364	148	1,578
Manager	48	309	16	230	51	310
Middle Management	20	28	15	620	61	267
Top Management	24	32	26	160	47	93

The Diamond Crown Awards Project

This project was initiated in 2005 by the Human Resource Development Department, Office Administration Division. Qualified sales persons are selected to participate in the project. They are motivated and encouraged to develop their sales strategy and service in order to increase their sales. In order to qualify for the project, the sales persons must be able to meet the sales target for at least 6 of the 12 months in the previous year. And to receive the award, they must meet the sales target for at least 9 of the 12 months in the project year. Therefore, this project significantly and continuously promotes volumes of sales for the company, as seen from an increase number of qualified salespersons every year.

Member of Participants



From the above table, we can see that the number of participants grows continuously every year leading to significant growth of the Company's sales volume. This proves that the Diamond Crown Awards project can motivate and inspire sales persons to improve their potentials which in turn leads to the company's sustainable growth as well.

Regional Star Trainer Project

Regional Star Trainer Project

Process



This project was established to improve human resource's capability, specifically the potential sales persons from different regions around the country. Their potentials will be strengthened and they will be trained to share their knowledge, experiences, skills, and sales techniques to other sales people in their regions.

The main policy of the project is to instill the project participants with the thought of giving and training capable people is to do good deeds to both themselves and the learners. Trainers get better and reach higher sales targets as they train others; likewise, learners perform better and reach higher sales targets as well.

Presently, the Regional Star Trainer Project can generate altogether 29 qualified trainers who

perform their duties happily and contently in different regions around the country.

The Human Resource Development Department is now under process to develop the use of QR Code and E-Learning as follow-up methods to assess the trainers on their knowledge of skill transfer and understanding of the learners. Another future plan is to increase the number of qualified regional trainers as well.

Giving and Sharing to Create Good People

“Giving” is the fundamental value in human beings and it also contributes to peace in a society and the nation. Therefore, I.C.C. International Plc. realizes in promoting and developing all personnel to be good people, starting from an awareness of being a “giver”. Each is encouraged to give, sacrifice and share from within a company to others outside the company as well.



Making Merits:
Giving in order to
create good
morals and ethics



Blood Donation:
Giving life



ICC Click Like:
To recognize
employees who
do good deeds



Thai artificial
funeral flower
made by
volunteers for the
royal cremation
ceremony



White Black & Gold
Charity Gala Dinner:
Fundraising
Campaign for
Utokapat
Foundation

Create a consciousness of being a “Giver”



- **“Giving” is to create good morals and ethics**

The company promotes good morals and ethics among its personnel through different religious activities such as almsgiving on religious days, donation, and an annual Kathin ceremony. Also, once every month the company arranges a sermon listening and evening prayer that is open to the public to participate. In addition, the company provides a prayer room for Muslim employees, and grant 5 leave days annually for employee who wants to perform Dharma practice, including giving support to other religious activities.



- **Blood Donation: Giving life**

I.C.C. International Plc. Supports an idea of giving life through blood donation. We have organized a blood donation activity every 3 months for employees to “give” to others. In 2017, employees donated 558 units of blood or 223,200 cc to the Thai Red Cross. And the number is increasing every year.



- **ICC Click Like: To recognize employees who do good deeds**

Every good deed deserves praises. “This person...ICC Click Like” Project was first established in 2014 in order to create an awareness in doing good deeds among employees as well as to make them proud of and continue doing their good deeds to set examples for others. In 2017, the number of good employers in this project was 65% more than in the year 2016.



- **Thai Artificial Funeral Flowers Making by Volunteer**

In order to pay final tribute to His Majesty the Late King Bhumibol, the company had provided a session for employees who are willing to make Thai artificial funeral flowers during August-September 2017 to be offered to the Yannawa District to be used during the Royal Cremation Ceremony.



- **White Black & Gold Charity Gala Dinner: Fundraising Campaign for Utokapat Foundation under the Royal Patronage of H.M. the King**

With an intention to continue the royal wish and royal initiative of H.M. the Late King, ICC executives and staff have an inspiration to create a big “Giving” project with the concept to start from ourselves, organization, community, society and the country leading to sustainable development. We then organized the “White Black & Gold Charity Gala Dinner” Fashion Show presented dresses from 37 well-known designers of leading brands under the theme “white, black, and gold”.

All proceeds of Baht 3,325,999 without deduction from the fashion show was donated to the Utokapat Foundation under Royal Patronage of H.M. the King for water management in the area where there is water shortage. This is to support people to have water for better living condition, and creating job for their revenue, which is the royal wish of the Late King Bhumibol who was an example of the “true giver”.

The proceeds from fashion show event was spent on the development of 33 new ponds. The success was widely spread from one to another and from village to village to form a water conservation network where people can continue to help solve problems, develop, and manage water in a sustainable way.

Estimation of cost and earning from one-rai pond	
Cost for pond 99,999 baht	
Income 141,000 baht, reduction of energy cost 4,500 baht (every 3months)	
Expected outcome	Value(baht/ one-rai pond)
Generate income	
- Short-lived plants (45-60 days) Water supply: 600 cubic meters/ rai, approximately 5 rais	30,000
- Raising 2000 Nile fish in the pond Total weight 1,200 Kg. Selling price 50 baht/Kg.	60,000
Subsidy for damage from absence of rain	
- Subsidy for damage on rice crop from absence of rain, approximately 10 rais	51,000
Cost reduction for water pumping	
- Water pump (small-sized, benzene motor 1.5 baht/1 cubic meter) **Water pump 300 watt (solar energy) 18,000 baht	4,500

(Table of cost and income from developing a pond)

“Utokapat Foundation” is the name derived from “utok” which means “water” and “pattana” which means “to develop”; when combined, the word means “the foundation for water development”. This is the title bestowed by the Late King Bhumibol. The Foundation serves to provide information related to, mediate for an understanding of, and operate in research and management of water development through working with community network and expand the result to the nearby area. This work in the form of exchange of knowledge and experiences in cooperation with and between communities.

Good Products

Apart from the development of human resources who are the main driving force of the company, and to comply with the company's business operation policy of "Giving", I.C.C. International Plc. also determines to develop its products and services according to the good governance policy, which is to respond to the consumers' needs and be responsible for all stakeholders leading to the corporate sustainable growth.

1

**Good corporate
governance**

2

**Anti-corruption
policy**

3

**Fair business
conduct**

4

**Respect of
human rights**

5

**Fair labor
treatment**

6

**Responsibility
to consumers**

7

**Community
and social
development**

8

**Energy and
environmental
resource
management**

9

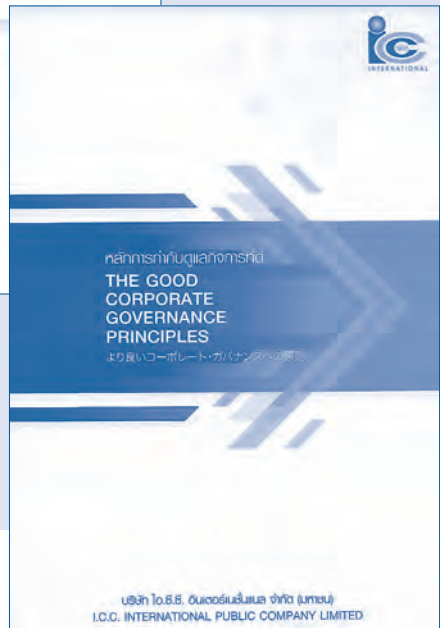
**Research and
sustainable
development**

Good Corporate Governance

The company considers good corporate governance as one of the top priorities, and therefore provides written “the good corporate governance principles” for all directors, executives and employees to follow accordingly. We believe that a transparent good corporate governance system which can be examined as well as a well-balance internal control system together with respecting the rights of shareholders and stakeholders are important factors for the well-balance and sustainable growth of the company in the long run.

The good corporate governance principles are communicated and assessed as follows.

1. A manual on the good corporate governance principles is distributed to all directors, executives, and business partners as well as posted on the company’s website.
2. There’s a video presentation on the good corporate governance principles for all new employees on the orientation day.
3. Employees are trained and assessed through e-learning system.
4. There’s a “Corporate Governance and Anti-Corruption Policies” column publicized on the company’s website www.icc.co.th.



Anti-Corruption Policy

“Honesty” is one of “the 7 principles of thought (core values) to achieving success” that the company upholds. We emphasize on honesty and transparent operation and set a written policy in anti-corruption. The first action is to prohibit gift-offerings to directors, executives and employees in all occasions. This is the message announced, distributed (via emails and letters) as well as posted on the company’s website to all employees, business partners, and everyone who are in contact with the company.

Measurement includes a clear and transparent purchase system. Our business partners have been informed the clear instructions and restrictions in purchase, registration of standard prices, comparison of prices, and bidding of purchase, both in normal and urgent situations. All executives and employees must strictly follow the procedures. In case of corruption, it will be considered a serious offense.

This anti-corruption policy is announced regularly both internally and publicly through public-relations board, intranet system, and e-learning. Additionally, “This person...ICC Click Like” project shall be monthly organized, any employee who perform good deeds and honest are honored and recognized. A training and evaluation of “anti-corruption policy” has also been conducted for every employee through an e-learning system. Apart from this, the policy is publicized via company’s website: www.icc.co.th.

In 2018, a project proposal is on-process to reward suppliers who can follow all requirements and cooperate with an anti-corruption policy. This will motivate and inspire the suppliers to participate more in anti-corruption activities.

Channels to report a corruption

In case of bribery or corruption, or suspect of such actions, by I.C.C. International Plc.’s employees or representatives, be it directly and indirectly, any illegal action and failure to follow the ethics of directors, executives and employees, or even any unfair working practice have been found:

Please notify the company through the following channels.

- Audit Committee: email iccauditcommittee@icc.co.th
- Post: P.O. Box 22, Yannawa, Bangkok 10120
- In person: verbally and in writing
- Call center: 0-2294-4999
- Corporate Secretary: 0-2295-0688



“Honesty”

Fair Business Conduct

The company emphasizes on doing business with fairness and in good morality and ethics. We are determined to deal and compete in business in a fair and straightforward manner. Moreover, we are strongly against any misconduct such as spying on competitors' secrets or briberies.

The company will not violate any Intellectual Property Law, no fake or copy products or even using other intellectual properties for our business without consent have never been executed. On the other hand, in 2016 we have initiated "ICC Innovation Awards" (more details on the topic Research and Sustainability page 42.), and also support our employees to submit their innovation works to compete in other events.

Respect of Human Rights

Following the concept of "everyone is us", our company has a strict policy on no violation of human rights, especially the handicapped. We educate employees on basic human rights, freedom, and no discrimination on gender, race, religion, and political viewpoints. This also included avoiding any comments that shall lead to any conflict or disunity.

There are also channels for any employees who feel that they are discriminated or mistreated to voice their concern or problems. And to treat the disabled fairly, we provide access and facilities for them as well as educate other employees on how to treat them appropriately.

In the year 2017, the company not only recruited disabled employees but also set up a project to support their abilities and create opportunities for them to happily live in a society with self-worth.

The Company offers Two-ways for disabled employees:

1. For disabled employees wishing to work. The Company provides a range of facilities such as ramps and toilets for the disabled.
2. For disabled employees not working. The Company has organized a products concession project for them to sell as their sustainable business.

“ everyone
is us ”

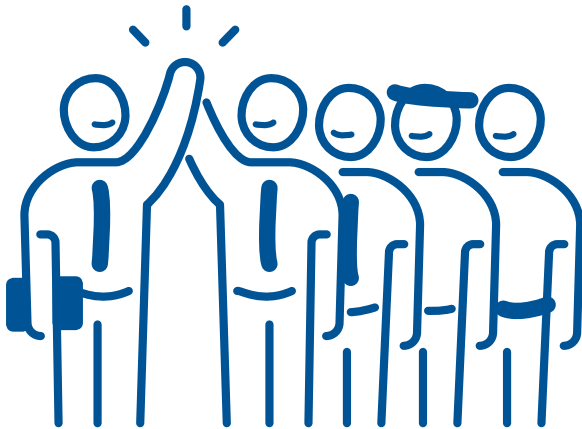


Fair Labor Treatment

Employees are valuable resources and important factors contributing to the company's success.

We have guidelines concerning labor treatment as follows:

1. Employees shall be respected in their human's dignity and basic rights in a workplace.
We do not reveal or pass on employees' personal information to anyone.
2. We treat employees according to the labor law and the Company's rules and regulations
3. We promote equality in employment. There will be no discrimination on gender, skin color, race, religion, age, disability, or any non-work related conditions.
4. We encourage and support any training or exchange of knowledge to develop every personnel's potentials equally in order to attain job security and promotion befitting their abilities.
5. We welcome and encourage employees to take part in setting directions for the company's development.
6. We provide fair compensation which are appropriate to employees' knowledge, abilities, responsibilities, and work performance.



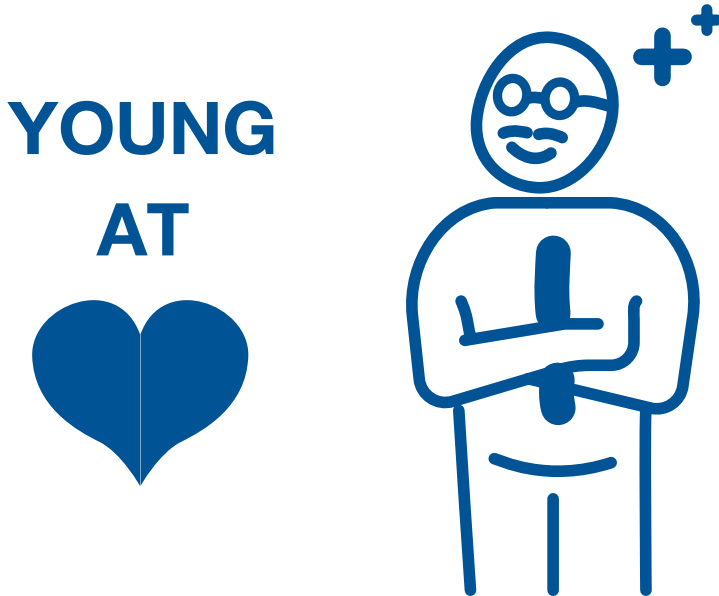
Raise Corporate Loyalty with Remuneration Policy

Apart from personnel development in ones' professional fields, ICC also places an importance on the employee supervision with fair and equal management. Establishing employee remuneration policy is one of ICC's strategies to retain capable employees with The Company. Top managements of every division shall evaluate and determine employee's annual remunerations or incentive by comparing them with the same industry, as well as adhering to fairness, and conforming to The Company's turnover and employees' performance.

In 2017, The Company paid the employees remuneration in forms of salary, commission, travel expense, allowance, over time, reward, and bonus.

(More details: Annual Report 2017 I.C.C. International Public Co., Ltd.)

Support for Senior Citizen's job opportunities



Thailand is facing an aging society. All government and private sectors have continuously worked on policies and strategies such as the National Economic and Social Development Board No. 12 and the National Elderly Plan to support the idea of senior citizens to continue working after retirement. I.C.C. International Plc. values all personnel and supports senior citizen employment; therefore, all senior employees who are still capable and wish to continue can happily stay on after retirement. As such, they can have their self-worth and earn their own living continuously.

Year	Extended On Contract	Number of Retired Employees who Continue	
		Total	Percentage
2015	38	23	60.53
2016	41	28	68.29
2017	57	41	71.93

(Table: Senior employees stay on after retirement of The Company)

Responsibility to Consumers

The company realizes that consumers' satisfaction and confidence are important key factors to the company's sustainable success; therefore, we have the following guidelines and procedures.

1. We sell products and offer services which are environmentally friendly and safe for customers.
2. We are determined to develop products and services as well as create value-added products and services to meet customers' needs. We also provide honest and necessary information without holding back, or distort any fact or information. (See further detail on page 38)
3. We conduct business with honesty and fairness without violating our customers' right. We will not reveal customers' information for the benefit of the company or others.
4. We do not take bribes or agree to bribery in any forms both directly and indirectly.
5. We service our customers as promised. If it can't be done, we will notify them as soon as possible to discuss solution and avoid any damage.
6. We provide appropriate and adequate channels of communication to our customers so that they can give feedback or request to the company easily. Any complaints from the customers will be considered and dealt with timely and fairly.

Environmental Friendly Business

ICC has determined to operate business with accountability to consumers. We have always put our attention on all productions, distributions and services to every product; especially a product for children, *Enfant*, which has the concept "Healthy & Safety" and is manufacturing by an affiliated company with "Green Label" - product quality standard certified.

All processes are 100% guaranteed; starting from cotton cultivation without chemicals or pesticides, until dyeing and printing with organic color, in order to give confidence to consumers that the product is highly safety for their children and, at the same time, is environmental friendly.



Furthermore, ICC also choose to use “CoolMode” fabric as a uniform for the Company’s sales persons nationwide. The “CoolMode” fabric allows better air ventilation; the wearers can stay in buildings or rooms with higher temperature than 25°C without discomfort. Consequently, ICC has been continuously awarded “the Global Warming Reduction Organization” by Thailand Textile Institute and Thailand Greenhouse Gas Management Organization (Public Organization).



Call Center



The company’s call center is provided for customers’ communication channel operated by a professional team at 0-2294-4999 or an e-mail services@icc.co.th. Reply envelope with return postage is also available at all sales counters throughout the country.

In 2017, complaints have decreased by 17% from the previous year 2016, and the company has taken this information into the process of developing our products and services to provide customers’ maximum satisfaction



BSC International under the concept.

“Enhance your charisma to fascinate everyone, with world-class lifestyle”

For over two decades, BSC International has proudly beautified and created special moments in customers' lives to make them happy through different world class quality products. In 2017, in order to celebrate the 20th anniversary of BSC International, we came up with three new concepts to promote our brand image, maintain our loyal customers, and reach out to new customers.

- Make Life Stylish: trendy clothes for men, women, and children; swimwear; underwear, shoes, and bags for every lifestyle
- Make Life Healthy: consumer goods such as detergents, softeners, corn soy drinks, and water for daily happy life
- Make Life Beautiful: skin care and cosmetics for beauty and charm that everyone must look at.





And for this anniversary celebration, BSC Cosmetology proudly presents an innovative concept of BSC Glamor Gold 24K by adding pure gold in the making of the new collection of its cosmetics, BSC cool formula powder to protect and control oily skin up to 12 hours, new perfume from France that has its own fragrance, and a launch of a new brand BSC Cool Metropolis for male 18 years and above who love trendy and stylish look.



Its business strategies refer to all kinds of online and offline marketing, promotion, public relations, and a commercial ad "Touch Your Heart...Make Life World Class" which is aired on television, and online channels including billboard, and at Suvarnabhumi airport. We want to assure that the message gets through to customers, just like our tagline

"BSC International helps fulfill your happiness, offering a variety of beauty options to achieve desired lifestyle within a reach".

Community and Social Development

Our company is aware of our duties and full responsibilities to the country, community, and society as well as the local culture and tradition. Therefore, we have certain guidelines and practice to ensure our public responsibilities as follows.

1. We do not do business activities which contribute to social deterioration. We also do not violate people's rights in living together in a society.
2. We cultivate an awareness in social responsibilities among the employees in all levels.
3. We set measurements to prevent and correct any social problems and impacts as a result of the company's business.
4. We promote cultural preservation and local traditions.
5. We cooperate with other sectors in social development.
6. We support all kinds of community service activities.
7. We promote and support local economy by hiring local people and buying local products.
8. We create good relationship between our company and the community based on fairness and transparency.

Our company continuously supports many activities and projects related to health, education, energy and environment preservation, job promotion, and preservation of Thai art and culture. These are promoted and encouraged among employees, business partners, and customers so that we all can contribute to a sustainable development together
(more detail on: Improvement in quality of living and community, page 45)



Environment and Energy Management

The company takes into consideration its responsibilities towards the environment and energy.

Its guidelines are as follows:

1. The company's operations are consistent with environmental laws, rules and regulations. The effects of operations on natural resources and the environment are taken into account, and regularly reviewed and evaluated.
2. Develop corporate innovativeness and instill awareness in employees of all levels. Increase cooperation and sense of responsibility towards the environment, as well as utilizing resources with efficiency and sustainability.
3. Educate and train all employees about the importance of the environment via the e-learning system, which comprises of materials and tests (is now in progress) about the environmental conservation. And the topic is employed in the training and orientation for new employees to be recruited in 2018.
4. Encourage a system of environment management, including the conservation, rehabilitation and restoration measures of resources, as well as seeking for sustainable substitute materials, and monitor and minimize negative impact on the environment.
5. Develop a system to screen supply chain partners and employ those with environment-friendly operations.
6. Encourage and disseminate the development of environment-friendly technology.

Continuance of the Solar Rooftop Project Generation of energy-saving electricity

In 2017, the company maintained its energy-efficient operations by continuing its Solar Rooftop Power Generation Project, which was first launched in 2016.

The Solar Rooftop Power Generation Project was first set up by installing solar panels on the rooftop of the I.C.C International Plc. building. After installation, solar energy can be generated power to replace the normal electricity for the building. If this continues, it is estimated that the returns in 25 years will total 16 million baht. Additionally the amount of carbon dioxide released into the atmosphere will reduce which brings a long-term positive impact for both the organization and the surrounding environment as well.



276
SOLAR
PANELS
Total of
1,230 Sq.m

IN 2017
Replace
109,314 W
of electricity
618,653
Baht value

LIFE SPAN
COMPENSATION
16
Million Baht

↓ CO₂

Decrease CO₂ emissions
Create positive effects to
environment in a long run

Research and Sustainability

As a leading distributor of beauty and fashion products, as well as consumer goods in Thailand, the company emphasizes on its research and innovation development of products and services with focus on its responsibility towards society. To increase efficiency and effectiveness in the organization and for stakeholders, the ICC Innovation Awards was first organized in 2016.

With the objective of boosting continuous innovation in various areas of the company including sales, marketing, working process and services. The 2nd innovation competition was held in 2017 with the theme of “Huge Leap in Sales and Profits,” which gained interests from all departments in the company. The awarded pieces of work will not only be used as a modified model for further development and implementation in the organization, it will also represent to compete in the Chairman Awards.

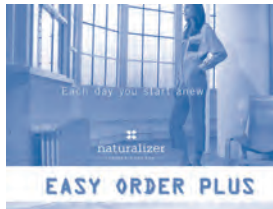
1. SHEENe Mobile Beauty



2. Digital Boots Up



3. Easy Order 4.0



4. Enfant Business Mom Club



5. AR STORE



6. Royal Project to Natural Skin Care



7. Beauty Station



8. Intelligent Sales Assistant

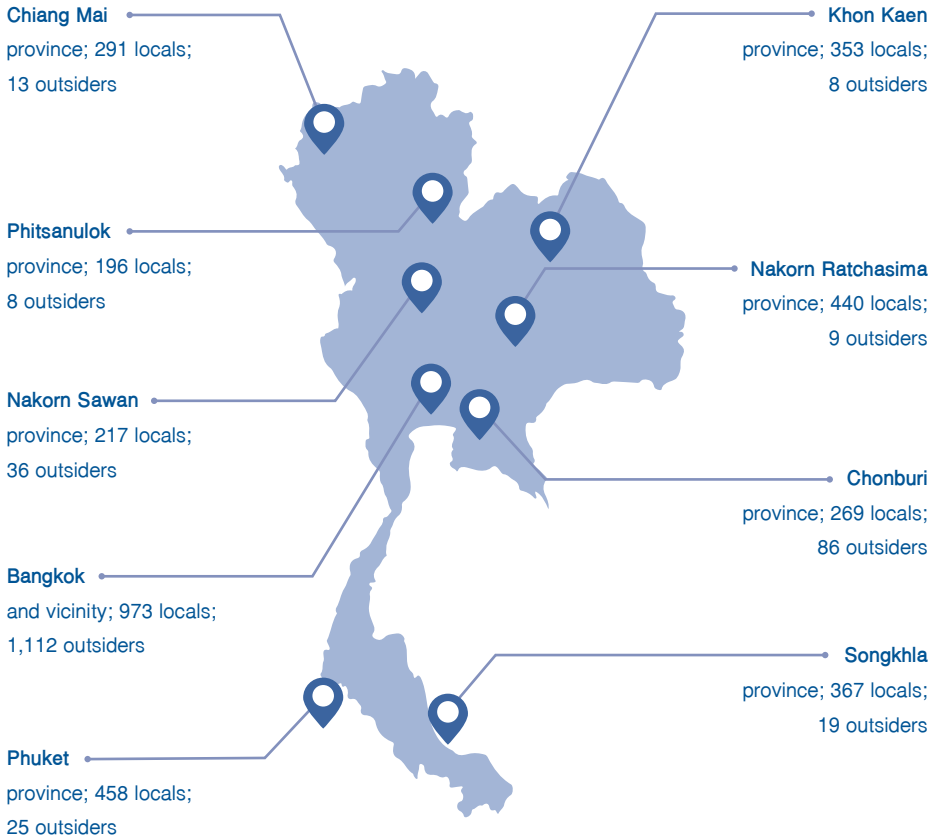


ICC INNOVATION AWARDS 2017

Development of local partners

Create jobs and careers, develop skills of local people

Since the main business of the company comprises of counter and retail sales, one of the company's policies is to hire local employees as a way to help create jobs and careers, as well as to improve the skills of the local people. In addition, local suppliers are hired to help decorate shops in each province in order to give local businesses the opportunity to submit a bid for their services.



Improvement in quality of living and communities

As a business that sells a variety of consumer goods that aims to carry on the concept of “giving” in all aspects, the company strives to give to its direct stakeholders (ie., the customers, partners, suppliers, employees), as well as to indirect stakeholders (ie., society, public and private sectors) through various activities by first instilling the sense of giving in employees and later passing on to those outside the company.



Well being and good quality of life

Well being and good quality of life starts from good physical and mental health. Good physical health is reflected in uncrippled body with surrounding supporting good health, including mental state, and society. While happiness in mind means happiness caused from the inner satisfaction from doing good deeds. In 2017, the company aims to build a good quality of living for employees and the public by organizing various activities that help those who are in need and the less fortunate.

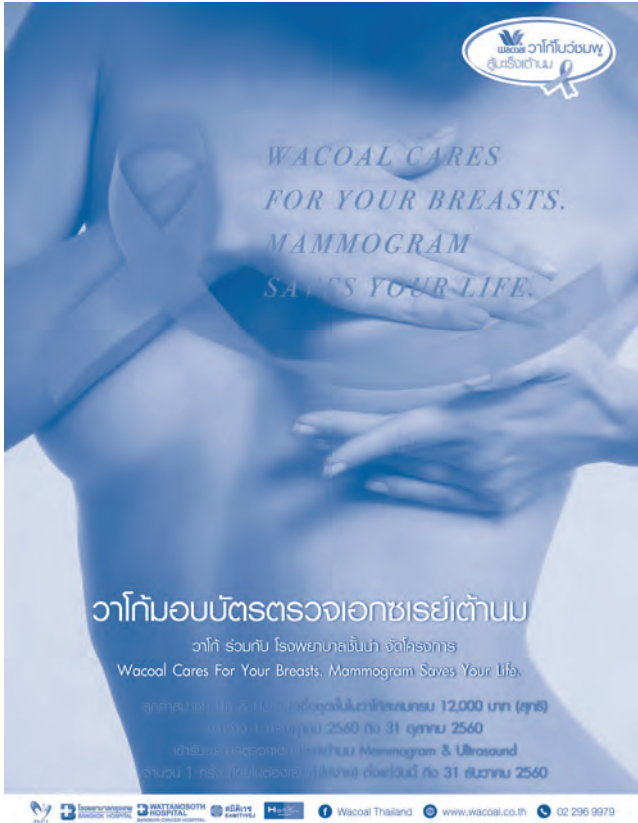


The Rajanagarindra Institute of Child Development (RICD) Wheelchair Project

The Wheelchair Project is organized under the Rajanagarindra Institute of Child Development, Department of Mental Health, Ministry of Public Health. The company helps the Wheelchair Project since 2011 until now by providing financial support in transporting wheelchairs or equipment used to assist handicapped people which have been donated through local and foreign organizations. In 2017 (Jan. - Sep.), the company has followed through with its plan of donating a total of 2,252 wheelchairs and equipment to those who require special assistance.

Continuance of the Wacoal Pink Ribbon Campaign

Breast cancer is the most common type found in women, with increasing number of patients being diagnosed at a younger age. Therefore, Wacoal has organized the “Wacoal Pink Ribbon Fight Against Breast Cancer” campaign for the society and for Thai women. The campaign has been organized for the 18th year where there are a variety of activities offered, such as



- Wacoal Cares for Your Breast and Mammogram Saves Your Life. These activities include roadshows that encourage customers to get check-ups through mammograms and ultrasounds.
- The campaign is a collaboration with the National Cancer Institute and the Cancer Association of Thailand to promote cancer examination and educate women on health issues.
- The campaign also invites participants to “give” to others by helping design hats for cancer patients who have undergone chemotherapy.
- The “Balancing Bra Donation” campaign encourages people to donate balancing bras with false breasts directly to patients who have undergone breast surgeries or through various organizations.

In addition, current research and development aim in finding for new ways of screening breast cancer by examining indicators in the blood. Once successful, people in Thailand will have more access to a simpler way of screening cancer and a more efficient use of medical resources.

- “Wacoal Bra Day” or “Your bra is valuable to create job and career” exhibition under the concept “Zero waste”. People are invited to donate their used bra of any brands in order to bring them into an appropriate and valuable decomposition process

A total of 20,000 Wacoal bras equals coal burning of up to 25 tonnes, reduces waste by 15 tonnes and reduces the carbon dioxide footprint comparable to planting 500 tonnes of trees.



Promotion and development of education

The company sees education as a vital force that sustainably drives the organization forward. Therefore, the company aims to regularly develop the skills and knowledge of employees. Not only does the company take good care of its own employees, it also looks after the well-being of their families as well.

Support education of employees' children

The Chitralada Scholarship is funding provided to the children of employees who have shown interests in pursuing their undergraduate studies in the fields of marketing and business computer at the Chitralada Technology College. The company gives an annual amount of 324,000 baht for a duration of 4 years of studies. In 2017, the company has awarded the scholarship to Mr.Thanachote Toeyjungreed, the son of Ms. Patchara Rithrat, who is an employee of ICC. Mr.Thanachote is currently going through training at the company's IT department.

The Chitralada Technology College, a private under graduation college was founded based on technology colleges in Germany by Princess Maha Chakri Sirindhorn in 2014.

Instill a sense of caring for the environment



- **Hornbill Activity Day**

ICC brand "Hornbill International" (apparel for lovers) in cooperation with Hornbill Research Foundation of the Faculty of Science, Mahidol University, has raised fund to donate to the Foundation for the past 23 years.

- **Little Forest Project: Nurture plants, people, and hearts**

Following the footsteps of King Rama IX in the area of forest conservation and water management, BSC International has been gathering funding in the past 2 years to help build dams to prevent drought and flood problems for communities.

- **Arrow Returns Elephants Home**

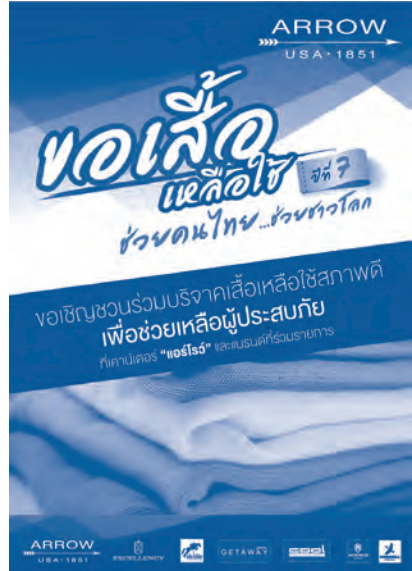
Arrow, together with the Elephant Reintroduction Foundation, has been offering a special collection of products to invite the public to take part in helping elephants. Revenue from sales of the special collection are donated to the foundation. Since its inception in 2012, the foundation has been able to release several elephants back to their natural habitat with continual creating new lives for elephants.

Sharing for Charity



• Get & Give Project: The more you buy... the more you give

ICC brand "Mix-Self" and The Mall department store in cooperation with The Mirror Foundation have invited people to donate clothes through the Get & Give Project "The more you buy...the more you give". For every product purchased, Mix-Self will donate another one to The Mirror Foundation. In 2017, clothes worth a total value of 276,400 baht were donated to those in need.



• Used Clothes Project Year 7

The Used Clothes Project has been organized by Arrow to help disaster victims. Since 2010, Arrow started the project where customers can donate used clothes to people affected by natural disasters in different regions of Thailand, as well as in other countries through various organizations.

• Calendars for the Blind

The public relations department sees the value of resources used in the office, such as paper. To fully utilize these resources, the PR department collaborates with employees in collecting used calendars and donates them to institutions that needed the calendars. In 2017, old calendars were donated to the Educational Technology Center for the Blind (ETCB) in Nonthaburi province. A part of the Foundation for the Blind in Thailand Under the Royal Patronage of H.M. the Queen, the ETCB allocates the donated calendars into 2 parts: a portion is re-used as note pads for blind people while the rest are sold for money to buy necessary items and for maintaining utilities.



- **Collaboration for Donations**

Aside from projects that have been continuously organized to help others, the company also collaborates with other institutions to help people affected by natural disasters and those who are in need of help in different parts of Thailand and the world.



- I.C.C. International PLC, donated 999,999 baht, together with member companies of Saha Group and Dr.Thiam Chokwatana Foundation. The total amount 9,999,999 bath. to help victims of natural disasters in the southern region of Thailand as a merit making for King Rama IX.



- Mr. Thamarat Chokwatana, President and Vice Executive Chairman of I.C.C. International PLC, together with Wacoal and HIS & HER Plus Point membership, donated 300 sets of relief packages to help people who were affected by the natural disaster that hit Nakorn Sri Thammarat province.

Promote Culture and Arts

Thai Music Contest

The Company supported the Faculty of Music and Performing Arts, Burapha University to organize the annual music contest for students in the eastern region of Thailand. The winner is awarded a trophy by Princess Maha Chakri Sirindhorn. The purpose of the contest is to sustain the Thai culture and promote the learning of various Thai instruments. Details of participation for each year are as follows:

- 36th year: a total of 1,115 people participated in the Thai music category.
- 37th year: a total of 1,220 people participated in the Thai music category.
- In 2018, the Faculty of Music and Performing Arts will organize the contest for the 38th year with 1,375 participants who have applied.



Thai Arts for Youth, A Realization of the Royal Grace of King Rama IX

I.C.C. International PLC supports the “Thai Arts for Youth, A Realization of the Royal Grace of King Rama IX” project with a donation of 400,000 baht to increase an appreciation of Thai arts in the younger generation. To preserve Thai culture, courses are offered to youths who are interested in learning Thai arts, those who would like to improve on their skills, and individuals who want to make good use of their time during school breaks.

Summary of Overall Operations

To summarize the company's operations towards sustainable development in the year 2017, the company still maintains its policies of economic, societal, and environmental growth under the principles of **"Good People, Good Products, Good Society."** To achieve sustainable growth, the company includes its stakeholders in all aspects of its operations. In addition, "the 7 principles of thought (core values) to achieving success" are used to instill the company's values in employees as a way to achieve the company's goals and to successfully compete in the market. **These values include Fight for Glory, Think Positive, Discipline, Faith, Readiness, Integrity and Unity.**

In the past year, the company, under the slogan of "Good People, Good Products, Good Society," has followed the teachings of King Rama IX and has used the value of "Giving" as the basis of its operations. This has led to the creation of the phrase "The Late King is our model of giving, it is his steps that we follow" that guides the company to achieve its goals of sustainable development in 2017.



Good People

Paying it forward; passing on knowledge and wisdom for continuous personnel development

The Diamond Crown Awards: further develop sales people who have exceeded their sales targets and reward them to motivate other employees.

Regional Star Trainer: share knowledge and sales tips among sales persons and from head office to regional branches

Develop spiritual skills and abilities through religious activities and recognizing people who do good deeds.



Good Products

Doing business with good governance policy

Fight against bribery and corruption. Currently in the process of rewarding business partners who also fight for the same cause.

Respect human rights and show fair treatment towards labor.

Be responsible towards consumers and continuously develop quality products. Expand sales channels from retail shops to online platform to meet the demands of today's consumers and maintain business strength.

Innovation activities include products, working processes, sales and marketing strategies, and services.

Manage natural resources, environment and energy



Good Society

Continuous giving from inside the organization to society by supporting the Utokapat Foundation, which helps manage water for communities around the country, creates jobs and sustainable income for communities

Participate in public-private collaboration to help develop program curricula and give opportunities to vocational students to gain experience to support future business growth.

Create jobs and careers, develop skills of local employees and grow together.

Give importance to improving quality of life and communities by focusing on well-being, good quality of living, promote education, conserve nature and the environment, and preserve Thai culture and traditions.

Organize activities that encourage employees to give to others in different forms to create good communities and society.

Throughout its operations, the company has planned and applied the policy of “**Good People, Good Products, Good Society**” for the company sustainable development. The 7 principles of thought to success stated above has been adhered to serve as values to get stakeholders involved to participate in the sustainable development on economic, social and environmental areas.

This report was written in reference to the Global Reporting Initiative (GRI) Standard to which the company is determined to improve it to international standard, For 2018, the company still strives for sustainable development and to be able to meet as many requirements of the GRI as possible.

Indicators based on guidelines of international sustainable development report

G4 Disclosure	Required for CORE	GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title Individual disclosure items ('a', 'b', 'c', etc.) are not listed here	Page Number		Comments
						SR	AR	
G4-1	15	GRI 102	General Disclosures	102-14	Statement from senior decision-maker	4, 5	1	
G4-2	16	GRI 102	General Disclosures	102-15	Key impacts, risks, and opportunities	4, 5, 6, 7, 8, 9	46-47	
G4-3	1	GRI 102	General Disclosures	102-1	Name of the organization	4, Back Cover	20	
G4-4	2	GRI 102	General Disclosures	102-2	Activities, brands, products, and services	6, 7, 38, 39, 46, 47, 49	24-32	
G4-5	4	GRI 102	General Disclosures	102-3	Location of headquarters	back cover	48	
G4-6	5	GRI 102	General Disclosures	102-4	Location of operations	6, 7, 20, back cover	20	
G4-7	6	GRI 102	General Disclosures	102-5	Ownership and legal form	6, 7	8-18	
G4-8	7	GRI 102	General Disclosures	102-6	Markets served	6, 7, 13, 36, 38, 39	34-38	
G4-9	8	GRI 102	General Disclosures	102-7	Scale of the organization	10	20-21	
G4-10	9	GRI 102	General Disclosures	102-8	Information on employees and other workers	34, 35, 44	80-107	
G4-11	43	GRI 102	General Disclosures	102-41	Collective bargaining agreements			
G4-12	10	GRI 102	General Disclosures	102-9	Supply chain		34-44	
G4-13	11	GRI 102	General Disclosures	102-10	Significant changes to the organization and its supply chain			



G4 Disclosure	Required for CORE	GRI Standard Number	GRI Standard Title	Disclosure Number	Disclosure Title Individual disclosure items ('a', 'b', 'c', etc.) are not listed here	Page Number		Comments
						SR	AR	
G4-14	12	GRI 102	General Disclosures	102-11	Precautionary Principle or approach			
G4-15	13	GRI 102	General Disclosures	102-12	External initiatives	15, 22, 23		
G4-16	14	GRI 102	General Disclosures	102-13	Membership of associations			
G4-17	48	GRI 102	General Disclosures	102-45	Entities included in the consolidated financial statements	20, 21	126-182	
G4-18	49	GRI 102	General Disclosures	102-46	Defining report content and topic boundaries	21		
G4-19	50	GRI 102	General Disclosures	102-47	List of material topics	21		
G4-20	62	GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	21		
G4-21	63	GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary	21		
G4-22	51	GRI 102	General Disclosures	102-48	Restatements of information			
G4-23	52	GRI 102	General Disclosures	102-49	Changes in reporting			
G4-24	42	GRI 102	General Disclosures	102-40	List of stakeholder groups	18, 19	80-107	
G4-25	44	GRI 102	General Disclosures	102-42	Identifying and selecting stakeholders	18, 19	80-107	
G4-26	45	GRI 102	General Disclosures	102-43	Approach to stakeholder engagement	19	80-107	
G4-27	47	GRI 102	General Disclosures	102-44	Key topics and concerns raised	21		

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G4-28	53	GRI 102	General Disclosures	102-50	Reporting period	20		
G4-29	54	GRI 102	General Disclosures	102-51	Date of most recent report	20		
G4-30	55	GRI 102	General Disclosures	102-52	Reporting cycle	20		
G4-31	56	GRI 102	General Disclosures	102-53	Contact point for questions regarding the report	20	69	
G4-32-a	57	GRI 102	General Disclosures	102-54	Claims of reporting in accordance with the GRI Standards			
G4-32-b	58	GRI 102	General Disclosures	102-55	GRI content index			
G4-32-c	59	GRI 102	General Disclosures	102-56	External assurance			
G4-33	60	GRI 102	General Disclosures	102-56	External assurance			
G4-34	20	GRI 102	General Disclosures	102-18	Governance structure	10	68	
G4-35	21	GRI 102	General Disclosures	102-19	Delegating authority		68-79	
G4-36	22	GRI 102	General Disclosures	102-20	Executive-level responsibility for economic, environmental, and social topics			
G4-37	23	GRI 102	General Disclosures	102-21	Consulting stakeholders on economic, environmental, and social topics			
G4-38	24	GRI 102	General Disclosures	102-22	Composition of the highest governance body and its committees		110	
G4-39	25	GRI 102	General Disclosures	102-23	Chair of the highest governance body			n/a
G4-40	26	GRI 102	General Disclosures	102-24	Nominating and selecting the highest governance body		108	

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G4-42	28	GRI 102	General Disclosures	102-26	Role of highest governance body in setting purpose, values, and strategy		110	
G4-43	29	GRI 102	General Disclosures	102-27	Collective knowledge of highest governance body			
G4-44	30	GRI 102	General Disclosures	102-28	Evaluating the highest governance body's performance			
G4-45	31	GRI 102	General Disclosures	102-29	Identifying and managing economic, environmental, and social impacts			
G4-46	32	GRI 102	General Disclosures	102-30	Effectiveness of risk management processes		112	
G4-47	33	GRI 102	General Disclosures	102-31	Review of economic, environmental, and social topics			
G4-48	34	GRI 102	General Disclosures	102-32	Highest governance body's role in sustainability reporting	4.5		
G4-49	35	GRI 102	General Disclosures	102-33	Communicating critical concerns			
G4-50	36	GRI 102	General Disclosures	102-34	Nature and total number of critical concerns			
G4-51	37	GRI 102	General Disclosures	102-35	Remuneration policies	34	109	
G4-52	38	GRI 102	General Disclosures	102-36	Process for determining remuneration		68-73	
G4-53	39	GRI 102	General Disclosures	102-37	Stakeholders' involvement in remuneration			n/a
G4-54	40	GRI 102	General Disclosures	102-38	Annual total compensation ratio			
G4-55	41	GRI 102	General Disclosures	102-39	Percentage increase in annual total compensation ratio			

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G4-56	17	GRI 102	General Disclosures	102-16	Values, principles, standards, and norms of behavior	8, 9		
G4-57	18	GRI 102	General Disclosures	102-17	Mechanisms for advice and concerns about ethics	32, 37	68-73	
G4-58	19	GRI 102	General Disclosures	102-17	Mechanisms for advice and concerns about ethics	32	68-73	
G4-DMA-a	61	GRI 103	Management Approach	103-1	Explanation of the material topic and its Boundary			
G4-DMA-b	64	GRI 103	Management Approach	103-2	The management approach and its components		80-107	
G4-DMA-c	69	GRI 103	Management Approach	103-3	Evaluation of the management approach		80-107	
G4-EC1	70	GRI 201	Economic Performance	201-1	Direct economic value generated and distributed			
G4-EC2	71	GRI 201	Economic Performance	201-2	Financial implications and other risks and opportunities due to climate change			
G4-EC3	72	GRI 201	Economic Performance	201-3	Defined benefit plan obligations and other retirement plans	35		
G4-EC4	73	GRI 201	Economic Performance	201-4	Financial assistance received from government			n/a
G4-EC5	74	GRI 202	Market Presence	202-1	Ratios of standard entry level wage by gender compared to local minimum wage			
G4-EC6	75	GRI 202	Market Presence	202-2	Proportion of senior management hired from the local community			
G4-EC7	76	GRI 203	Indirect Economic Impacts	203-1	Infrastructure investments and services supported			n/a
G4-EC8	77	GRI 203	Indirect Economic Impacts	203-2	Significant indirect economic impacts			
G4-EC9	78	GRI 204	Procurement Practices	204-1	Proportion of spending on local suppliers	44		

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G4-EN1	83	GRI 301	Materials	301-1	Materials used by weight or volume			n/a
G4-EN2	84	GRI 301	Materials	301-2	Recycled input materials used			n/a
G4-EN3	86	GRI 302	Energy	302-1	Energy consumption within the organization			
G4-EN4	87	GRI 302	Energy	302-2	Energy consumption outside of the organization			
G4-EN5	88	GRI 302	Energy	302-3	Energy intensity			
G4-EN6	89	GRI 302	Energy	302-4	Reduction of energy consumption	41		
G4-EN7	90	GRI 302	Energy	302-5	Reductions in energy requirements of products and services	37, 41		
G4-EN8	91	GRI 303	Water	303-1	Water withdrawal by source			
G4-EN9	92	GRI 303	Water	303-2	Water sources significantly affected by withdrawal of water			n/a
G4-EN10	93	GRI 303	Water	303-3	Water recycled and reused			
G4-EN11	94	GRI 304	Biodiversity	304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas			n/a
G4-EN12	95	GRI 304	Biodiversity	304-2	Significant impacts of activities, products, and services on biodiversity			n/a
G4-EN13	96	GRI 304	Biodiversity	304-3	Habitats protected or restored			n/a
G4-EN14	97	GRI 304	Biodiversity	304-4	IUCN Red List species and national conservation list species with habitats in areas affected by operations			n/a
G4-EN15	98	GRI 305	Emissions	305-1	Direct (Scope 1) GHG emissions			n/a
G4-EN16	99	GRI 305	Emissions	305-2	Energy indirect (Scope 2) GHG emissions			n/a
G4-EN17	100	GRI 305	Emissions	305-3	Other indirect (Scope 3) GHG emissions			n/a
G4-EN18	101	GRI 305	Emissions	305-4	GHG emissions intensity			n/a
G4-EN19	102	GRI 305	Emissions	305-5	Reduction of GHG emissions			n/a

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G4-EN20	103	GRI 305	Emissions	305-6	Emissions of ozone-depleting substances (ODS)			n/a
G4-EN21	104	GRI 305	Emissions	305-7	Nitrogen oxides (NOX), sulfur oxides (SOX), and other significant air emissions			n/a
G4-EN22	105	GRI 306	Effluents and Waste	306-1	Water discharge by quality and destination			n/a
G4-EN23	106	GRI 306	Effluents and Waste	306-2	Waste by type and disposal method			
G4-EN24	107	GRI 306	Effluents and Waste	306-3	Significant spills			
G4-EN25	108	GRI 306	Effluents and Waste	306-4	Transport of hazardous waste			n/a
G4-EN26	109	GRI 306	Effluents and Waste	306-5	Water bodies affected by water discharges and/or runoff			n/a
G4-EN27	152	NA	NA	NA	NA			
G4-EN28	85	GRI 301	Materials	301-3	Reclaimed products and their packaging materials			
G4-EN29	110	GRI 307	Environmental Compliance	307-1	Non-compliance with environmental laws and regulations			n/a
G4-EN30	153	NA	NA	NA	NA			
G4-EN31	154	Several	Several	NA	NA			
G4-EN32	111	GRI 308	Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental criteria			
G4-EN33	112	GRI 308	Supplier Environmental Assessment	308-2	Negative environmental impacts in the supply chain and actions taken			n/a
G4-EN34	65	GRI 103	Management Approach	103-2	The management approach and its components			n/a

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G4-LA1	113	GRI 401	Employment	401-1	New employee hires and employee turnover			
G4-LA2	114	GRI 401	Employment	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	34, 35		
G4-LA3	115	GRI 401	Employment	401-3	Parental leave			Company Rules, Regulations and Welfare
G4-LA4	116	GRI 402	Labor/Management Relations	402-1	Minimum notice periods regarding operational changes			Company Rules, Regulations and Welfare
G4-LA5	117	GRI 403	Occupational Health and Safety	403-1	Workers representation in formal joint management-worker health and safety committees			n/a
G4-LA6	118	GRI 403	Occupational Health and Safety	403-2	Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities			n/a
G4-LA7	119	GRI 403	Occupational Health and Safety	403-3	Workers with high incidence or high risk of diseases related to their occupation			n/a
G4-LA8	120	GRI 403	Occupational Health and Safety	403-4	Health and safety topics covered in formal agreements with trade unions			n/a
G4-LA9	121	GRI 404	Training and Education	404-1	Average hours of training per year per employee	25		
G4-LA10	122	GRI 404	Training and Education	404-2	Programs for upgrading employee skills and transition assistance programs	25, 26		
G4-LA11	123	GRI 404	Training and Education	404-3	Percentage of employees receiving regular performance and career development reviews	25, 26		
G4-LA12	124	GRI 405	Diversity and Equal Opportunity	405-1	Diversity of governance bodies and employees			

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G4-LA13	125	GRI 405	Diversity and Equal Opportunity	405-2	Ratio of basic salary and remuneration of women to men			
G4-LA14	137	GRI 414	Supplier Social Assessment	414-1	New suppliers that were screened using social criteria			
G4-LA15	140	GRI 414	Supplier Social Assessment	414-2	Negative social impacts in the supply chain and actions taken			n/a
G4-LA16	66	GRI 103	Management Approach	103-2	The management approach and its components			n/a
G4-HR1	134	GRI 412	Human Rights Assessment	412-3	Significant investment agreements and contracts that include human rights clauses or that underwent human rights screening			n/a
G4-HR2	133	GRI 412	Human Rights Assessment	412-2	Employee training on human rights policies or procedures			
G4-HR3	126	GRI 406	Non-discrimination	406-1	Incidents of discrimination and corrective actions taken			n/a
G4-HR4	127	GRI 407	Freedom of Association and Collective Bargaining	407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk			n/a
G4-HR5	128	GRI 408	Child Labor	408-1	Operations and suppliers at significant risk for incidents of child labor			n/a
G4-HR6	129	GRI 409	Forced or Compulsory Labor	409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor			n/a
G4-HR7	130	GRI 410	Security Practices	410-1	Security personnel trained in human rights policies or procedures			
G4-HR8	131	GRI 411	Rights of Indigenous Peoples	411-1	Incidents of violations involving rights of indigenous peoples			n/a

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G4-HR9	132	GRI 412	Human Rights Assessment	412-1	Operations that have been subject to human rights reviews or impact assessments			
G4-HR10	138	GRI 414	Supplier Social Assessment	414-1	New suppliers that were screened using social criteria			
G4-HR11	141	GRI 414	Supplier Social Assessment	414-2	Negative social impacts in the supply chain and actions taken			n/a
G4-HR12	67	GRI 103	Management Approach	103-2	The management approach and its components			n/a
G4-SO1	135	GRI 413	Local Communities	413-1	Operations with local community engagement, impact assessments, and development programs			n/a
G4-SO2	136	GRI 413	Local Communities	413-2	Operations with significant actual and potential negative impacts on local communities			
G4-SO3	79	GRI 205	Anti-corruption	205-1	Operations assessed for risks related to corruption		80-107	
G4-SO4	80	GRI 205	Anti-corruption	205-2	Communication and training about anti-corruption policies and procedures		32	
G4-SO5	81	GRI 205	Anti-corruption	205-3	Confirmed incidents of corruption and actions taken		112,114	
G4-SO6	143	GRI 415	Public Policy	415-1	Political contributions			n/a
G4-SO7	82	GRI 206	Anti-competitive Behavior	206-1	Legal actions for anti-competitive behavior, anti-trust, and monopoly practices			
G4-SO8	150	GRI 419	Socioeconomic Compliance	419-1	Non-compliance with laws and regulations in the social and economic area			n/a
G4-SO9	139	GRI 414	Supplier Social Assessment	414-1	New suppliers that were screened using social criteria			
G4-SO10	142	GRI 414	Supplier Social Assessment	414-2	Negative social impacts in the supply chain and actions taken			n/a

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G4-SO11	68	GRI 103	Management Approach	103-2	The management approach and its components		80-107	
G4-PR1	144	GRI 416	Customer Health and Safety	416-1	Assessment of the health and safety impacts of product and service categories			
G4-PR2	145	GRI 416	Customer Health and Safety	416-2	Incidents of non-compliance concerning the health and safety impacts of products and services			n/a
G4-PR3	146	GRI 417	Marketing and Labeling	417-1	Requirements for product and service information and labeling			n/a
G4-PR4	147	GRI 417	Marketing and Labeling	417-2	Incidents of non-compliance concerning product and service information and labeling			
G4-PR5	46	GRI 102	General Disclosures	102-43 102-44	Approach to stakeholder engagement Key topics and concerns raised			n/a
G4-PR6	3	GRI 102	General Disclosures	102-2	Activities, brands, products, and services		23-32, 45	
G4-PR7	148	GRI 417	Marketing and Labeling	417-3	Incidents of non-compliance concerning marketing communications			n/a
G4-PR8	149	GRI 418	Customer Privacy	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data			n/a
G4-PR9	151	GRI 419	Socioeconomic Compliance	419-1	Non-compliance with laws and regulations in the social and economic area			n/a

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