



**SUSTAINABILITY REPORT 2015**

**I.C.C. International Public Company Limited**

**GOOD PEOPLE • GOOD PRODUCTS • GOOD SOCIETY**

**Conduct business with  
integrity in order to  
derive sustainable benefits.**

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**“Dr. Thiam Chokwatana”  
Founder & former Chairman of Saha Group**

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## Message from the President and Vice Executive Chairman

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I.C.C. International Public Company Limited has always conducted its business with integrity and according to high ethical standards for all stakeholders. The practice has become a part of our corporate culture. It has been continuously passed from our executives to all our personnel along with our social responsibility policy for sustainable development: Good People, Good Products, Good Society.

**Good People** : The company has put an emphasis on encouraging our personnel to be decent persons who have integrity and good ethics in both their work and personal lives, to be honest, and not to take advantage of others, including our business partners, our customers, society, and the nation. We have also strictly complied with our anti-corruption policy. We encourage all personnel to enhance their potentials in order to fulfill their tasks and to prosper progressively in their lines of work.

**Good Products** : The company's products and services are always carefully crafted from business concepts that focus on our responsibility to consumers and society. As a consequence, all products must be manufactured by factories where standards of both the manufacturing process and the material selection must be met. We also focus on innovation and creativity of both products and design to heighten the quality of the products and to better respond to our customers' needs, without negative effects on society or the environment or violating intellectual property rights.

**Good Society** : The company encourages all personnel to be responsible for society and the environment in all aspects, ranging from ensuring that the performance of their relevant duties, such as product creation and marketing activities, will have no negative effects on society or the environment, to activities for social and charitable benefits, and to supervising the efficient use of resources in compliance with a consistent policy for environment preservation.

These policies have been implemented continuously. They have been taken as the company's principles of business conduct which are paving our way to sustainable growth and to the progress of our society and the nation.



**Thamarat Chokwatana**  
President and Vice Executive Chairman



## About I.C.C. International Public Company Limited

I.C.C. International Public Company Limited was established in 1964 under the name “International Cosmetics (Pias)”. Over the years, ICC has operated its business with good governance, encouraging all concerned parties to collaborate closely and creatively so as to develop and grow together under a Sustainable Operation and Development Policy. The Company has over 7,000 employees as well as local and foreign business allies.

With our quality international standard products and services, the Company has won consumers’ acceptance and their hearts as we can completely fulfill lifestyles of every age group and gender. Our products and services are:-

- Cosmetics and perfumes which provide beauty and confidence to consumers both locally and abroad such as BSC COSMETOLOGY, SHEENE´, HONEI V, ARTY PROFESSIONAL, ST. ANDREWS, BSC PURE CARE, BSC PANADDA and BSC DERMARCEUTIC, etc.
- Many famous brands of apparel for ladies and gentlemen, including lingerie and undergarments, outerwear, leatherworks, bags, shoes and accessories that cater to all lifestyles, for every gender and age group. We have such quality products as WACOAL, BSC, ARROW, LACOSTE, DAKS, GUY LAROCHE, MIZUNO, STREAMLINE, ELLE, ENFANT and NATURALIZER.

- A variety of quality consumers' products which are safe for everyone in the family to enhance convenience and healthy living such as BSC CORNSOY, 100% natural mineral water under Mai Charoenpura Brand, ESSENSE and FRESH & SOFT fabric detergent and softener, childrenwear by ENFANT and ABSORBA.
- Communication directly to consumers is facilitated through a variety of channels such as S Channel Beauty Station, television media which presents entertainment programs, website [www.ethailandbest.com](http://www.ethailandbest.com). Effective distribution channels have also been established for convenience and direct delivery to consumers in the form of e-commerce. Moreover, we have increased distribution channels locally and abroad and joined with leading allied website: TV Shopping, Shop Global to access the younger generation through social media and ICC Line Official Account.
- His & Her Plus Point Membership Cards "Accumulate Happiness with Every Shopping" offers privileges to suit every ICC customer's lifestyle. This includes shopping by Catalog multi-channel under the His & Her ShopSmart which provides 24-hour services to customers through every channel including telephone, Fax, SMS and Social Network.



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WE MAKE  
PEOPLE HAPPY  
AND BEAUTIFUL  
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## Vision for Success

Dedicated to being a leading Thai company that operates its business to the highest international standard, with a focus on creating innovation and further developing its operation on the basis of integrity and moral principles towards a sustainable bright future.

### Mission

1. Developing a supply chain process from upstream suppliers to downstream storefront sales by focusing on development of efficient logistics systems, inventory management, transport and information analysis and tracking technologies which can be modified to suit customer needs in a timely, accurate and systematic manner.
2. Being responsive to customer needs and creating new innovations in terms of product development, management as well as distribution channels.
3. Conduct business with joint venture and trading partners as well as clients on the basis of fairness, mutual trust and amicable relations in order to attain sustainable business growth in the best interest of all stakeholders.
4. Strict adherence to the principles of good corporate governance, promotion of ethics and best practice, as well as corporate social responsibility.
5. Lending full support to the development of the Company's resources in order to effectively accommodate operating to international standards of business.





# ICC's Good Corporate Governance

ICC attaches utmost importance to its policy toward sustainable development in order to mitigate impacts on individuals, communities and society. Toward this end, the following guidelines have been set:



## 1. Conduct business operations and competition fairly

Established a transparent procurement process which is explicit and fair, preparation of a central pricing registry for materials and equipment, pricing comparison log, bidding and tender process for procurement of goods and services, both in normal and urgent circumstances. It is incumbent on management and staff to strictly follow the prescribed process and requirements, as a collaborative effort between the department procuring the goods/services, Accounting and Finance and the relevant department responsible for the specific project, and inform all suppliers regarding the Anti-Corruption Policy including the strict prohibition of giving bribes, compensations, or other illegitimate benefits to the company's employees.

**If any failure to follow the set procedures is found to be due to corrupt intentions, the Company will deal with such case as a serious disciplinary violation.**

## 2. Respect for intellectual property

It is the Company's key policy to have absolutely no involvement in infringement of Intellectual property. The Company will never copy or utilise other's intellectual property without their permission. At the same time, the Company is dedicated to creating innovative products, developing product designs to enhance quality as well as respond to customer needs through continuing close collaboration with the manufacturing plants and support for staff to participate in the innovation competition for the Chairman Awards. Every year, ICC employees create award-winning innovations which generate pride and further inspiration. Their awards will be exhibited at Saha Group.

### 3. Anti-Corruption Policy

1. The Company will not be a party to pay bribes. In case of contributions to charity, to political parties as well as offering gifts in a business manner, this must be transparent, explainable and audited.
2. Supporting enhancement of awareness and value for anti-corruption among the Company directors, executives and employees to perform duties in accordance with relevant laws, notifications and regulations by preparing such manual for guidelines.
3. The Company directors, executives and employees must not act as an intermediary in demanding and accepting gifts or benefits from government and private agencies to persuade or conduct any illegal acts. This includes the prohibition of making use of his or her position or authority and/or the Company's exclusive information to seek for illegitimate benefits for oneself or others.
4. Setting the system to report financial status transparently and accurately, providing and efficient and effective internal control system, and controlling check-and-balance system to appropriate in order to prevent conducting any fraud or taking part in any fraud and corruption.
5. Monitoring and reviewing the anti-corruption policy, guidelines and regulations consistently for operation in order to adjust with business changes, laws and regulations.



6. Opening channel for reporting any suspected activities and ensuring that such reporters receive protection.

Report on any malpractice or corrupted acts of I.C.C. International Public Company Limited can be sent to P.O. Box 22, Yannawa Post Office 10120, or send your email to [iccauditcommittee@icc.co.th](mailto:iccauditcommittee@icc.co.th), or call our Customer Relations Center: 0-2294-4999, or Company Secretary: 0-2295-0688

#### 4. Adherence to human rights and fair treatment of labour

It is a longstanding policy of the Company to uphold equal and fair treatment of all staff, in terms of employment, quality of work life, occupational health and workplace safety, remuneration and compensation, as well as retirement. In addition, the Company must not take any action which may violate human rights.

The Company operates in strict compliance with the Labour Law. It has put in place a fair and equitable salary scale which is commensurate with staff qualifications and ability, as well as abiding by the minimum wage rates announced by the Government and the terms and conditions relating to payment of overtime for work outside of normal hours and on holidays. Moreover, employees also have the right to argue in their own defence in the case of misconduct or corruption allegations to prove themselves. There is no unfair or unlawful termination of employment. The Company diligently complies with all provisions of the Labour Law which also covers human

rights of employees. In the long history of the Company's business operations, it has never treated employees unfairly nor has it ever been taken to Court on labour matters.

In addition, the Company also has a policy to not employ persons under the legal age of 18 years except in cases where it is to provide necessary assistance or respond to specific government policy to promote income generation for youths such as employment for school and university students during their school holidays, employment of students in particular bilateral programs, etc.

##### **Short-and Long-term Compensation Policy**

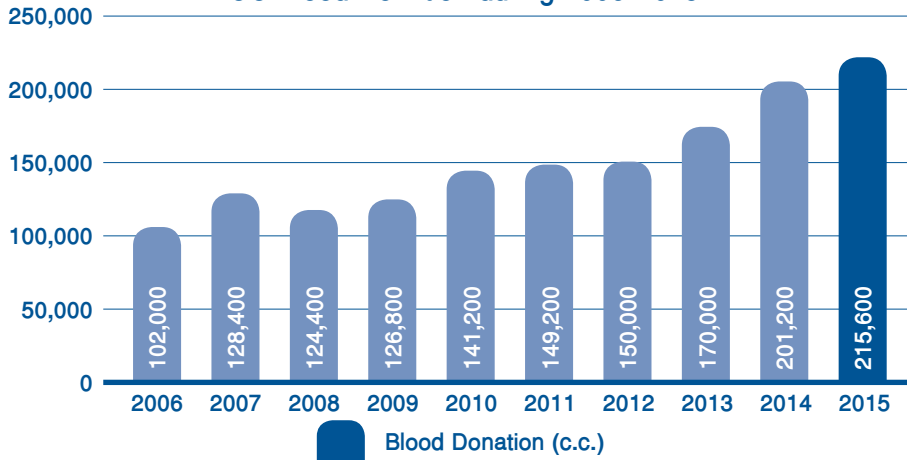
The Company has a policy to compensate its employees as salaries, allowances, rewards, subsidies and certain kinds of welfare, based on the annual operating results of the Company, and performance of individual employees. In addition, it provides long-term compensation as rewards, varied by years in service, such as 10 years, 20 years and 30 years, including retirement payments for all employees having worked with the Company until the age of 55 years old.

## 5. Promotion of moral principles and ethics among ICC staff

The Company has always undertaken to promote activities which enhance moral principles and ethics among senior management and employees on a regular basis whether it is for religious charity or the right to take 7 days of leave per annum for the purpose of religious worship, which is rather popular among staff across the board and has resulted in ICC employees becoming more mindful and more thoughtful in their approach towards life and work. In addition, the Company also encourages its employees to be more giving to others by organizing blood donation to the Thai Red Cross Society every year, in which over 500 employees participate as blood donors.



ICC Blood Donation during 2006-2015



## 6. Staff Development Policy

Another key policy focuses on supporting the development of the skills and potential of personnel within the organization, both in terms of their thinking and in terms of tangible practice, in order to enhance their preparedness for further sustainable business growth such as training courses for the development foreign languages potential to support the initiation of AEC and training courses for Anti-Corruption Policy.



## **7. Responsibility towards consumers**

A Customer Relations Center has been established as a channel to communicate with customers by a team that has been specially trained to have a service-minded focus to provide assistance, information and the highest satisfaction to customers as their main objective. Our clients may contact the Customer Relations Center at telephone number 0-2294-4999 or pre-paid registered mail service available at all our sales counters nationwide or via email : [services@icc.co.th](mailto:services@icc.co.th)

## **8. Promotion of more efficient use of resources**

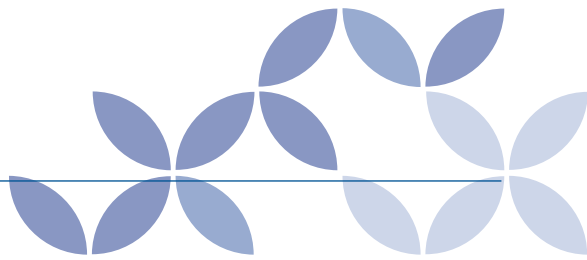
Measures were undertaken to set the timer for the office air conditioning system, regulating the switching on and off of lighting in specific locations, making announcements to remind staff to turn off the lights and electrical appliances during their lunch break and before leaving the office, modifying the water flow through the internal pipe system to enhance water conservation, reduce paper usage by recycling paper as well as fully utilising information technology. In addition, the Company has also installed the Peak Demand Controller to help manage power usage in its office buildings, introducing cooling pads to improve the cooling system of office air conditioners and save energy.

## **9. Providing knowledge and training on environment protection to employees**

Information on environmental protection and conservation is provided through the Company's intranet system as well as on the notice boards. Literature on this subject matter is also available in the office library. The Company also regularly invites experts to give talks to staff, for example, on behavior modification to reduce global warming.

## **10. Participation in community and social development**

The Company regards as an essential policy the need to take care of and nurture good relations with the surrounding community. It, therefore, provides consistent and continuous support to these communities in organizing various activities such as donation of fire trucks and participation in the volunteer program for emergency relief, etc.



## Implementing Policies on Corporate Social Responsibility towards Future Sustainable Success

### Good People : Good Products : Good Society

ICC is fully aware and attaches great importance to conducting business with corporate social responsibility, encompassing fair and humane employment rights, environmentally friendly business operations and a strong anti-corruption work culture. Because ICC realises that an organization can only attain sustainable progress through implementation of good policies which bear in mind possible impacts to stakeholders, namely clients, trade partners, employees, shareholders including society and the nation as a whole. The Company has therefore, specified its CSR policy under the heading of Good People, Good Products, Good Society.

#### Good People

**Good People** is defined by the Company's promotion of ethical conduct amongst its employees so that they are good and productive members of society, HR development and training in order to enhance staff potential while also cultivating moral principles in both their professional and personal lives, encouraging business dealings with trade partners that conduct business with integrity, and providing oversight to ensure that Company personnel carry out their work with honesty and loyalty, never taking advantage of others whether they are clients, trade partners or society and the nation as a whole.

#### Good Products

**Good Products** is defined as a focus on presenting products with quality that matches its price, affording the opportunity for customers to express their opinions about products and service through the Customer Relations Center, and promoting innovations regarding both products and services in order to achieve further improvement in quality.

#### Good Society

**Good Society** is defined by the Company's promotion of the spirit of giving amongst employees, providing support for them to volunteer their services for the benefit of the community and society, as well as the environment including promotion of opportunities for the under-privileged and disadvantaged to secure a better life and brighter future.

## ICC's Stakeholders

ICC is committed to sustainable business development and fully aware that stakeholders play a crucial role in defining the direction of the business operation. In order to provide confidence to stakeholders that they will share in the interests and benefits in both the short and long terms, ICC has therefore completed its stakeholder mapping so as to clearly define stakeholder groups and formulate work plans which are responsive to each group with the aim to achieve sustainable growth on the basis of fair and equitable benefits in the business operation to all stakeholders and generate true participation as well as enhance continuous review and further development.

Stakeholders	Expectation	Practice
Customers	<ul style="list-style-type: none"> <li>- Satisfaction in the goods and services</li> <li>- High quality goods and services at reasonable prices</li> </ul>	<ul style="list-style-type: none"> <li>- Dedication to providing full customer satisfaction in terms of quality and fair pricing</li> <li>- Create new innovations to add value to the goods and services</li> <li>- Establish the ICC Call Center to provide customer relations services</li> </ul>
Employees	<ul style="list-style-type: none"> <li>- Appropriate remuneration and benefits</li> <li>- Job security and career path</li> <li>- Look after their safety and quality of life</li> </ul>	<ul style="list-style-type: none"> <li>- Fair and appropriate treatment of employees on the basis of human rights principles</li> <li>- Provide appropriate and fair wages and benefits</li> <li>- Provide equitable training and development for staff at all levels</li> <li>- Provide a workplace environment that is safe for the life, health and property of all staff</li> </ul>
Trading Partners	<ul style="list-style-type: none"> <li>- Full compliance with the terms and conditions of their agreement and provision of complete and accurate information</li> <li>- Build good relations and understanding with one another</li> <li>- Mutual sharing of knowledge</li> </ul>	<ul style="list-style-type: none"> <li>- Adopt best practice models of fair trade competition with strict compliance to the agreement and code of ethics with the trading partner</li> <li>- Refrain from soliciting, accepting or allowing acceptance of any property or other benefits outside of what is specified in the trading agreement, including obstructing and eliminating any</li> </ul>

Stakeholders	Expectation	Practice
Trading Partners (cont.)	and information, collaborate in product development to add value to the goods and services	<p>possible incentive to such incidents</p> <ul style="list-style-type: none"> <li>- Duly consider and set appropriate purchasing prices and formulate scrupulous and transparent procurement procedures</li> <li>- Establish the Approved Vendor List as required by the ISO 9001 Standard to evaluate and select trading partners</li> <li>- Provide support and assistance in identifying environmentally-friendly procurement projects</li> <li>- Avoid making purchases from traders who engage in human rights violations or infringement of intellectual property rights</li> </ul>
Trade Account Creditors	Make payments in a timely manner and get worthwhile benefits	<ul style="list-style-type: none"> <li>- Make payments to creditors in accordance with the terms and conditions stated in the Agreement made in advance (irrespective of the changing economic circumstance)</li> <li>- Use the Bank's money transfer instrument "Media Clearing" system</li> </ul>
Loan Account Creditors	Build up the Company's credibility with its creditors	<ul style="list-style-type: none"> <li>- Strictly comply with the agreement, terms and conditions set by the creditor</li> <li>- Inform the creditor in advance if unable to comply with the agreed commitment and cooperate with the creditor in jointly finding a reasonable solution to the problem</li> </ul>
Debtors (Account Receivables)	<ul style="list-style-type: none"> <li>- Strictly abide by the agreement in a fair and transparent manner</li> <li>- Do not accept bribes or other illegitimate benefits</li> </ul>	<ul style="list-style-type: none"> <li>- Clearly set timelines for the debtors to make payments</li> <li>- Utilize fair debt collection procedures</li> </ul>



Stakeholders	Expectation	Practice
Shareowners	<ul style="list-style-type: none"> <li>- Generate appropriate returns for shareowners</li> <li>- Manage business operations in a transparent manner on the basis of good corporate governance</li> </ul>	<ul style="list-style-type: none"> <li>- Consistently provide complete, accurate, and truthful reporting of business operations</li> <li>- Have a clear policy on dividend payments</li> <li>- Conduct business on the basis of good corporate governance to ensure the highest possible benefits to shareowners</li> </ul>
Society and the Environment	Conduct business operations by bearing in mind their impacts on society and the environment	<ul style="list-style-type: none"> <li>- Include provisions in the corporate good governance policy which focus on corporate responsibility towards society and the environment</li> <li>- Instil the sense of responsibility towards the community and society within the Company and among staff consistently and continuously</li> </ul>
Public Sector	Act in strict compliance with the relevant laws and regulations	<ul style="list-style-type: none"> <li>- Fully comply with all its tax obligations in a timely manner</li> <li>- Support activities initiated by the public sector</li> <li>- Consistently attend meetings and participate in expressing views and providing support for activities organized by the public sector.</li> <li>- Do not support giving or receiving bribes or compensations for business interests</li> </ul>
Competitors	<ul style="list-style-type: none"> <li>- Conduct business in a transparent, honest and fair manner</li> <li>- Compete on the basis of strict adherence to ethical and legal principles</li> </ul>	<ul style="list-style-type: none"> <li>- Treat competitors with fairness in an honest trading framework under the relevant legal and ethical provisions</li> </ul>

## Good People Concept

Employees are vital resources and an important driving force in the success of organization. The Company thus focuses on training and education for employees to build career paths and advancement prospects. They also have opportunities to contribute to the company's operation and development, as well as its determination to fight against corruption, to treat employees with respect for their dignity and basic human rights, which include fair remuneration.

### Skill Development and Occupational Advancement Management for Employees

- Improve, develop processes, methods and tools in standard human resource recruitment and selection, so as to employ capable personnel with suitable abilities for the required job.
- Determine career paths, which are acknowledged by employees throughout the organization.
- Hold seminars and trainings to improve their skills in thought processing, management, marketing, sales and advertising.
- Utilize e-Learning and Broadcasting communication systems to improve employees' knowledge and skills.
- Set up a library to promote knowledge for employees.
- Established the Diamond Crown Award Project

### Attention to occupational health and safety

- Provide annual medical check-up for staff, including breast cancer examination
- Established a Day Care facility to look after employees infant children
- Established a Sports Club to promote health and exercise among staff
- Provide toilets and special walkways for the disabled
- A workplace infirmary
- Free accommodation for staff who travel upcountry for work
- Free transport for staff when they finish work at very late hours
- A housing loan program
- Special staff relief fund to assist staff who suffer from emergencies such as fire, natural storms or floods
- A savings cooperative
- Special assistance fund



### **Create a close bond between the organization and its employees**

- Grant scholarships for the education of staff's children
- Activities to mark employees who complete 10, 20 and 30 years of service with the Company
- Religious charity activities such as offering food to Buddhist monks, evening prayer sessions and meditation on Buddhist Sabbath
- Special staff discount

### **Campaigns and development projects for the benefit of the community and society**

- Employ handicapped personnel to work in appropriate positions
- Provide knowledge and information on environment issues on the corporate Intranet system and other internal organizational public relations media
- Invite experts on environmental conservation to give talks to staff
- Set measures regarding times for switching air conditioning on and off, as well as turning off lights and other electrical appliances in the office during lunch breaks
- Modified the amount of water flow through the Company's waterworks piping system in order to conserve water
- Reduce the consumption of paper in the office by recycling
- Efficiently utilize information technology in work processes
- Installed the Peak Demand Controller in order to control power usage in the office buildings
- Installed Cooling Pads to improve the cooling system of office air conditioners
- Organize numerous volunteer charity events

## **Policy on Human Resource Development within the Organization I.C.C. International Public Company Limited**

I.C.C. International Public Company Limited has signed the pact Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) in resistance against corruption and clearly formulated every form of policy in order to achieve transparency of business operation and build up confidence for stakeholders.

Therefore, personnel at every level must have knowledge and understanding, as well as participate in implementing good corporate governance and Anti-Corruption Business Policy, as well as the code of conduct of Company Directors, management and employees. Our anti-corruption guideline has incorporated THE GOOD CORPORATE GOVERNANCE PRINCIPLES in the orientation training course for new employees to promote their awareness. There are also questionnaires to evaluate their understanding. Training topics for good corporate governance are as follows:-

1. Corporate Governance Policy
2. Corporate Governance Principles 5 Categories
3. Morality in Business Operation
4. Ethics of Company Directors, management and employees

We also added such contents in various training courses of the Company to instill sustainable anti-corruption principles in personnel at every level.

In the current Information Technology Age, human resource development needs rapid communication with employees to promote knowledge and learning of proper working process. We have both office personnel and sales persons based in various regions nationwide. Therefore, the Company developed 2 information technology systems as follows:-

- 1. E-learning System:** Learning by themselves through an online system. The contents needed to develop skills and knowledge in work operation are put into the system. Tests are subsequently held to evaluate their understanding from learning. This system increases employees' learning efficiency and can clearly evaluate their learning performance. Currently, the organization has implemented the E-learning system for orientation of new office employees, Marketing and Sales Training Course, including training on successful working concepts.
- 2. Broadcasting:** System through an intranet system within the organization to inform and educate staff about company products, service techniques, news bulletins regarding products and sales promotion to salespersons in various regions nationwide so that they may receive the necessary information rapidly and correctly.

**Policies on Human Resource Development according to Positions and Duties in 2015 are as follows:-**

	Total (persons)	Total (hours)
1. Human Resource Development based on Job Positions	144	49
2. Human Resource Development based on Job Duties	3,460	60
3. Support Smart, Good, Knowledgeable and Capable Persons Project	150	12

### 1. Human Resource Development based on Job Positions

- **Organizational Direction and Business Operation Strategy Course:** This course is organized for high level management to determine the organizational direction and business operation strategy (short term plan 1 year and long term plan 5 years). One class for 45 persons, duration 16 hours.

- **Strategic Business Management Course:** This course is organized for management from Department Manager to Section Manager with the objective to promote better understanding of Thinking Concepts, and strategies to achieve success in business in terms of sales and profit targets. One class was organized for 50 persons, duration 8 hours.
- **Thinking for Success Course:** This course is organized for management, who are promoted from Unit Manager to Department Manager, in order to instill attitudes and principles of thought regarding 3 good leadership qualities: giving, sacrifice and leading by good example. One class was organized for 19 persons, duration 17 hours.
- **Efficient Supervisors Course:** This course is organized for permanent employees who have been promoted to Unit Supervisor Level, with the objective to promote application of the concept in operational management and team management, so as to achieve the target and important task of the unit/organization. One class was organized for 30 persons, duration 8 hours.

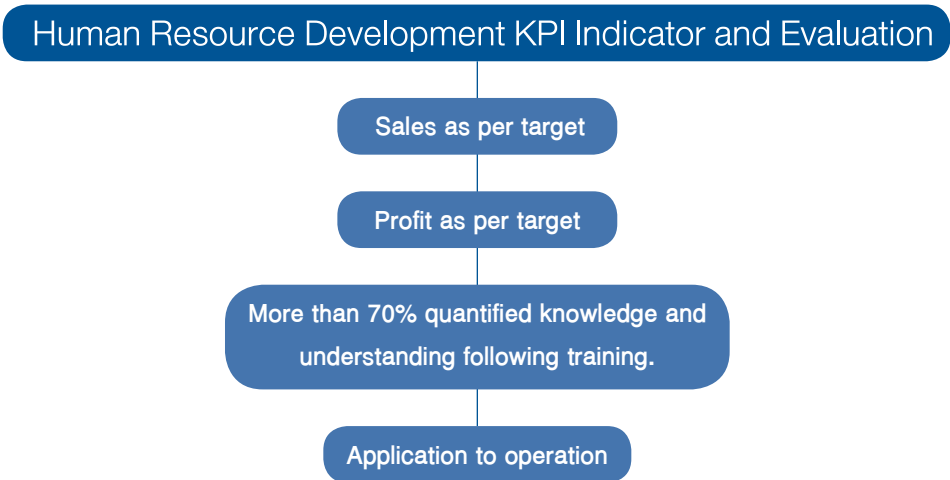
## 2. Human Resource Development Based on Job Duties

- **New Marketing Strategy Level 1 Course:** This course is organized for employees who are Marketing Staff to learn and understand new marketing principles and strategies for successful application in both sales and profit. 2 classes were organized for a total of 150 persons, duration 8 hours.
- **Strategic Marketing to Create Competitive Edge:** Course organized for employees who are Brand Managers and Marketing Manager in order to enable them to formulate strategies that will effectively translate into competitive edge in marketing for successful outcomes in terms of sales and profit. 2 classes were organized for a total of 160 persons, duration 20 hours.
- **Leadership Skills Course:** This course is organized for employees who work as AP (Area Promoter), so as to provide them with knowledge and understanding of management psychology, management skills and techniques in supervising subordinates in the work unit to be able to work efficiently. 2 classes were organized for 150 persons and 8 hours duration.
- **Self and Subordinates Motivation Course:** This course is organized for employees in the SP (Service Promoters) positions, so as to promote knowledge and understanding of the meaning, relevance and benefits of creating motivation, as well as encouraging employees to have positive thinking. 6 classes were organized for a total of 300 persons, duration 8 hours.
- **Sales Management, Thought Management, Success Management:** This course is organized for employees in the regional offices to build up positive thought and unity at work with the company interest as the objective. It was organized in 5 classes for 200 persons and 8 hours duration.

- **Selling Dialogue 6 Steps Course:** This course is organized for sales staff to develop their communication skills and customer focus with the aim to provide good services which result in sales growth and target achievement. A total of 25 classes were organized for 2,500 persons, duration 8 hours.

### 3. Support for Smart, Good, Knowledgeable and Capable Persons Project

- **Development of Sales Attitude and Service to achieve Target Course:** This course is organized for sales employees who participate in the Diamond Crown Award Project to improve their abilities. An amalgamation of concepts, strategies and methods of successful sales persons to create courses and teach sales persons in the organization. It was organized in 4 classes for 150 persons, duration 8 hours.



### Career Path Advancement

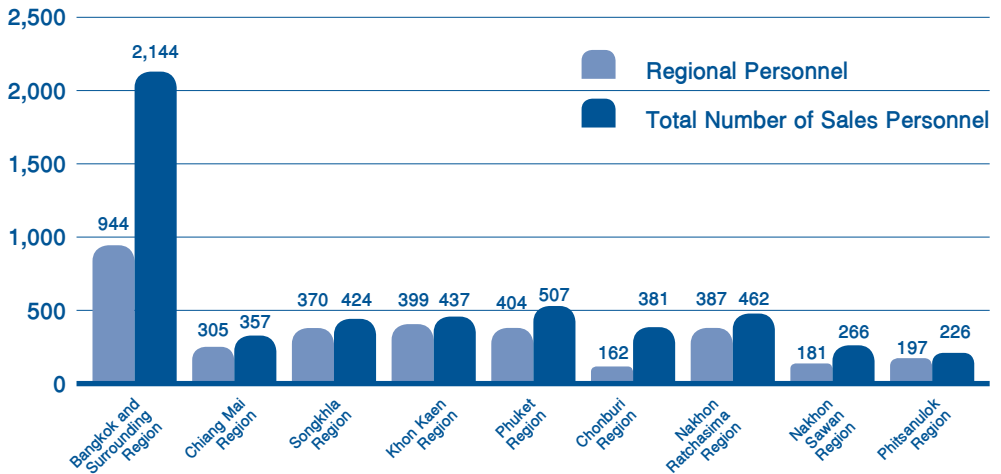
The Company has clearly determined career path advancements for management and employees, which is known throughout the organization. This motivates and encourages employees to work diligently with a keen focus on self improvement for job advancement, and includes attendance statistics, passing training courses in each position, tenure in existing position, as well as presentation of work achievement to the Position Promotion Committee for those being promoted to medium and high level positions.

The Company has also implemented Fast Track System for management with outstanding performance that is beneficial to the organization. Supervisors in the line of work can propose names to be considered for Fast Track in terms of income and job positions.

## Creating Jobs, Creating Career Opportunity for the Locality

Whereas the Company's core business is distribution of products at sales counters and retail stores throughout the country, recruitment and hiring of employees in the local area is one of the Company's main policies with the objective to create jobs and career prospects as well as developing the potential of local labour. The policy also applies to hiring local suppliers to carry out work at our stores in the different provinces around the country. It is included in the Company policy that local suppliers be invited to participate in the bidding and tender processes and, in cases where the bidding price is not that much different, priority must be given to companies or suppliers based in the local area. Such contracts are awarded for construction work or interior decorating work at our stores and outlets.

Graph Showing Number of Sales Personnel by Region as of 1 January 2016



Total Number of Sales Personnel is

**5,204**  
Persons

Regional personnel

**3,349** Persons

Regional personnel

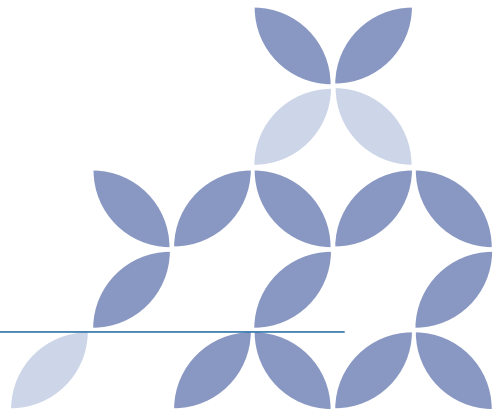
**64.35** %

- **Chiang Mai Region** comprises :  
Chiang Mai, Lampang, Mae Hong Son, Chiang Rai and Phayao provinces
- **Songkhla Region** comprises :  
Songkhla, Satun, Trang, Phatthalung, Pattani, Yala and Narathiwat province
- **Khon Kaen Region** comprises :  
Khon Khen, Kalasin, Loei, Roi Et, Udon Thani, Buengkarn, Maha Sarakham, Mudaharn, Nong Khai, Nong Bua Lamphu, Sakon Nakhon, Nakhon Phanom provinces and all of Lao PDR
- **Phuket Region** comprises :  
Phuket, Phang-nga, Krabi, Chumphon, Nakhon Si Thammarat, Ranong and Surat Thani provinces
- **Chonburi Region** comprises:  
Chonburi, Chanthaburi, Rayong, Trat, Chachoengsao, Prachinburi, Sakaew and Nakhon Nayok provinces.
- **Nakhon Ratchasima Region** comprises :  
Nakhon Ratchasima, Chiyaphume, Yasothon, Buriram, Surin, Sisaket, Ubon Ratchathani and Amnart Charoen provinces
- **Nakhon Sawan Region** comprises :  
Nakhon Sawan, Ayutthaya, Lopburi, Saraburi, Singburi, Ang Thong, Chainat, Kamphaengphet and Uthai Thani provinces
- **Phitsanulok Region** comprises :  
Phitsanulok, Uttaradit, Tak, Phetchabun, Sukhothai, Phichit, Phrae and Nan provinces
- **Bangkok and Surrounding Region** comprises :  
Bangkok Metropolis, Nonthaburi, Pathumthani, Samutprakarn, Samut Songkhram, Samut Sakhon, Suphanburi, Kanchanaburi, Nakhon Pathom, Ratchaburi, Phetchaburi and Prachuab Khiri Khan provinces

#### Disclosure of Statistics of Accidents, or Absence or Sicknesses due to Works

As of December 31, 2015, the Company has total employees of 7,200 persons.

- Number of Employees Suffering from Accidents at Works 12 persons, or 0.17 percent.
- Number of Employees Taking Leave due to Sickness from Works 12 persons, or 0.17 percent.





## Good Products Concept

ICC's vision and mission to elevate consumers' quality of life and lifestyles with quality products and services is the driving force for the Company to be selective in developing quality products, which completely meet consumers' demand in current times. We are an organization which presents products that promote continued sustainable growth for society.



### **BSC Cosmetology:**

#### **Concerned about the Environment, Participate to Reduce Garbage in the World**

BSC Cosmetology Cosmetics has improved cosmetics innovation so as to decrease the amount of garbage by reducing plastic consumption and improving production based on sustainability concerns. This innovation is in developing new packaging for its skin care product line which can be reused in the form of “refill”, with greatest care given to cleanliness and safety according to international standards. The refill packaging developed by BSC Cosmetology is convenient for consumers. When the skin care product is used up, they can buy the refill and put this into the original packaging, being assured that this is clean and safe as if new.

Moreover, this helps to reduce plastic consumption. Currently, plastic consumption in various industries has caused environmental problems and is the main factor of the greenhouse effect. BSC Cosmetology is aware of such problem. Thus this is a starting point of creating innovation which is beneficial to society as well as consumers. It can help save expenses by as much as 20%.

## ENFANT Organic and Protects Sensitive Skin

ENFANT developed a line of Enfant Organic Products for infants under the concept of “Health and Safety” for the hygiene and safety of babies, using 100% natural formulae especially gentle which provide nourishment and protection for sensitive skin, for example moisturizer, shampoo and conditioner, mosquito repellent, cleaning liquids, and baby wipes.



With meticulous attention to the selection and development of quality products which are safe and effective, ENFANT was recipient of numerous international awards such as the Enfant Organic Moisturizing Shampoo and Body Wash which was certified by the United States Department of Agriculture (USDA) as 100 % organic, as well as the Bio Agri Cert from the European Union; or the Enfant Organic Moisture Shampoo and Hair Conditioner which gently cleans and nourishes baby's hair and scalp, free from any chemical ingredients and certified as dermatology tested by the Derma Consult Institute of Germany.

## Wacoal Balancing Bras Boost up Patients' Confidence

Wacoal has always been attentive to Thai women's health issues and note that recent statistics show that "breast cancer" has become the number one cause of death for Thai women. Many may not know that if one breast is lost, it could affect the health of the spine in the future, as the body does not have the balance of two breasts. Normally, our spine is in straight line and back muscles will hold equal weight. If our spine is not straight, either side of back muscles will bear more weight and will cause back pains later on. Wacoal has conducted studies and research on breast cancer patients with doctors and nurses from Siriraj Hospital, subsequently creating a special innovation: the **Balancing Bra**, to fulfill women who have lost their breasts to be able to lead a normal life and have good health.



The Balancing Bra has 2 components. The inner layer made with smooth seams, which protect against irritation to operation wound as well as concealing it completely. Raw materials are made from natural fiber. The 2<sup>nd</sup> component is an artificial breast, water-droplet shaped, which feels like real breast. We have registered the patent for the latest model (3<sup>rd</sup> registered patent). The Balancing Bras and artificial breasts are so closely comparable in terms of size, weight and touch to the real thing that even when wearing soft t-shirts where the fabric is thin and smooth, wearers can feel more confident. The artificial breasts come in A, B, C, D, E Cup sizes according to standard sizes and weight as well as Size 65-95 cm.-a total of 11 sizes, so that women who have lost their breasts can lead a normal life and feel good physically and mentally.



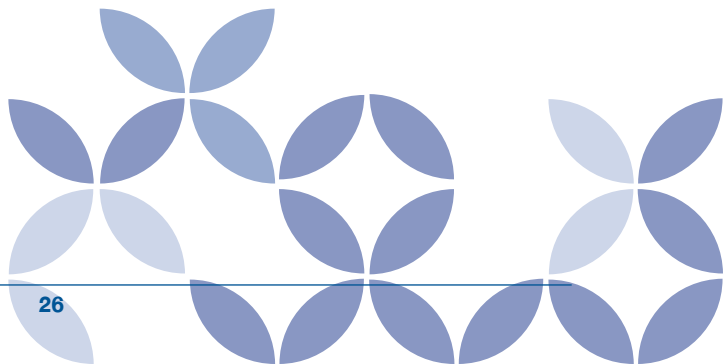
### BSC Panadda Ultimate Golden Collection Helps Create Jobs for Border Provinces in Southern Region

ICC is keen on expanding jobs to regional areas, which is the inspiration to create cosmetics innovation from local plant “Yan Da O” which originated from the 3 Southern border provinces.

BSC Panadda cosmetics and International Laboratories Corp., Ltd. (ILC) have developed beauty innovation by using golden liana plant newly discovered in the world and is a patent of Thailand. The extract “Golden Liana BG” from this plant was discovered to have higher anti-oxidant properties than those extracts already used in the market. This was the first time in the world and is the privilege of BSC Panadda. The extract “Golden Liana” above has been renamed by H.R.H. Princess Maha Chakri Sirindhorn. The former indigenous name of “Yan Da O” originated in Pattani, Narathiwat and Yala Provinces only.

This was the beginning of the creation of a quality skin care and makeup product line under BSC Panadda Ultimate Golden Collection. Many other native plants are also being developed for innovative use to produce value added products, creating more local jobs leading to continuing sustainable development.

From now on, the Golden Liana has become more valuable than only for house decoration, because it will become beauty on the skin.



## ENFANT Gift and Share, Giving with Heart and Love

**Creating gifts in packaging made from natural plant produce, providing support to the community for sustainable coexistence.**

ENFANT, the leader in children's products initiated the project "ENFANT Gift and Share", Giving with Heart and Love. The project concept is the creation of lovely and innovative gift packaging which can be used continually and made from natural fibres from the aquatic plant *Lepironia articalata* (of the Sedge grass family) which grows naturally, free from chemicals and chemical residue, thus environmentally friendly. ENFANT jointly developed this packaging with the community weaving group of Ban Kawee Village, Rayong Province to create boxes and baskets of many designs and in many sizes. The grass used to create the ENFANT gift packaging was specifically sourced from natural water sources, free of any chemical contaminants. This represented the introduction of organic packaging into the market. Moreover, the project also helped to develop skills, create jobs and additional income for villagers as well as preserve and promote local wisdom along with sustainable business operation.



## His & Her Plus Point Membership Card, Accumulate Happiness and Return to Society

### His & Her Plus Point Membership Card

The policy to show social and environmental responsibilities in parallel with main missions: build up good relationship with customers to meet their demand, increase value in product selection and offer special privileges for customers. Many activities are planned to return benefits to society under the concept “Accumulate Happiness and Accumulate Points Card” for special customers covering self development and environmental conservation. Examples are:-

### Build Homes for Shellfish and Give Life to Sea Crabs

The objective is protection and conservation of Thai seas to retain their richness and promote environmental conservation. We built 20 houses for shellfish and donated them to Kungkraben Bay Development Studies Center under Royal Patronage. These houses will accommodate shellfish and other sea creatures in Kungkraben Bay, Chantaburi Province. They can live and thrive here to become part of the ecological system, providing natural sea resources and generating income for local businesses and communities. Moreover, more than 500 sea crabs were released around the Kungkraben Bay Beach.

### The 3<sup>rd</sup> Tell Love Mom and I Love Dhamma Project

This project encourages love and bonding relationships within families between mother and child by encouraging them to join in meditation practice. An activity to honor mothers was organized at the Meditation Center of the Fill the Hearts to Society Foundation, Chachoengsao Province.



## Good Society Concept

As a leading producer and distributor of quality products, in addition to its mission to promote development in terms of personnel, products and service, sustainable development of communities, society and the environment are also relevant to ICC Throughout its business operation, ICC has initiated and supported many projects such as:-



### Wacoal's Pink Ribbon Initiative to Fight Breast Cancer Project

Wacoal is well aware of the dangers from breast cancer, which pose an increasing threat to Thai women annually. Therefore, we have been holding the "Wacoal's Pink Ribbon Initiative to Fight Breast Cancer Project", to campaign and educate people about awareness and protection against breast cancer, as well as help patients to be treated immediately.

We focus not only on "Protection, Treatment and Creating Balance" in a comprehensive manner, but also on efficient communication to target groups. This is reflected in our operation plans such as:

1. On the 15<sup>th</sup> Anniversary Celebration of "Wacoal's Pink Ribbon Initiative to Fight Breast Cancer Project", More than 500,000 copies of "Breast Cancer Information" pamphlets were produced for dissemination as part of the

campaign for Thai women to distance themselves from breast cancer. The information kit was prepared in collaboration with the National Cancer Institute in terms of content in the form of questions and answers which are easy to understand and techniques on how to check for preliminary breast cancer. In addition, a new type of media was produced for installation in 400 women fitting rooms nationwide.

2. Joined the National Cancer Institute to organize a competition entitled "New Generations Join Fight Against Breast Cancer Project"

We invited students from nursing colleges nationwide to enter the contest. The objective is to improve communication development process for use in campaigning for breast cancer control and protection, motivating younger generations to participate in finding the best means of communication to reach as many people as possible more quickly. The winning work will receive a trophy from H.R.H. Princess Sirivannavari with a scholarship fund of over 200,000 baht.

3. Organize “Wacoal Cares For Your Breasts. Mammogram Saves Your Life.” This was a Project to encourage Thai women to undergo mammogram and ultrasound checks annually at 25 hospitals nationwide, that give their support.

4. On the 83<sup>rd</sup> anniversary of Her Majesty Queen Sirikit’s Birthday, Wacoal joined the National Cancer Institute to organize mammogram for charity activity “Pass on Concern from Mother to Child”. The objective is to screen breast cancer patients’ daughters for breast cancer, as heredity is one of the risk factors in getting breast cancer. Wacoal also organized activities to provide knowledge and understanding as well as self-check techniques, so that they can change their behavior and teach those around them.



With the aspiration for Thai women to be safe from breast cancer, Wacoal Pink Ribbon Fight Against Breast Cancer Project, has engaged in many other interesting activities such as being honored by “Kru To” M.L. Chirathorn Chirapravati to design souvenirs for charity, to allow wider participation as givers and raise awareness about the dangers from breast cancer. The fundraising proceeds were donated to buy modern medical equipment and treat poor breast cancer patients. We also invited customers to become givers and help poor breast cancer patients in Wacoal’s Pink Ribbon’s Endless Giving Project and Balancing Bra Donation Activity to donate special model bras with artificial breasts to women who have lost their breast due to breast cancer operation.

### Wacoal Bra Day

#### Valuable Bras...Create Jobs and Environmental Conservation

Wacoal and the Association for the Promotion of the Status of Women under the Royal Patronage of H.R.H. Princess Soamsawali emphasize the success of the 4<sup>th</sup> of “Wacoal Bra Day Project”

Wacoal is the first leading brand for undergarments in Thailand to launch a campaign promoting women nationwide to donate their bras for jobs opportunity. The used bras shall also be eliminated efficiently as fuel and burnt in closed cement furnace system, which do not affect the environment.



In 2015, the total 40,000 bras are donated in the project. Wacoal has supplied raw materials used for bra producing value over Baht 1,000,000 to the Association for the Promotion of the Status of Women for vocational training. In cooperation with Bunka Fashion Institute, Japan, the bra producing workshops has been held to give inspirations to women suffered from social problems and are living at the Emergency Home, to learn techniques to add value to their works. With this workshop, they can gain craftsmanship skills and are able to make a living by themselves.

### BSC Cosmetology Creates Inspiration and Jobs Opportunity for Female Prisoners

The BSC Cosmetology cosmetics plays a part in the Inspiration Project under the Royal Patronage of H.R.H. Princess Bajrakitiyabha, which has an active role in helping female prisoners and innocent children born in prisons.



2012	2013	2014	2015
Koh Samui Surat Thani Women Correctional Institution 63 persons	Ayutthaya Women Correctional Institution 60 persons	Chiang Mai Women Correctional Institution 62 persons	Udon Thani Women Correctional Institution 60 persons
Kanchanaburi Women Correctional Institution 73 persons	Ratchaburi Women Correctional Institution 58 persons	Songkhla Women Correctional Institution 60 persons	Nakhonsithammarat Women Correctional Institution 60 persons
Lamphun Women Correctional Institution 81 persons	Thonburi Women Correctional Institution 60 persons	Bangkok Women Correctional Institution 60 persons	Trang Women Correctional Institution 60 persons
	Phitsanulok Women Correctional Institution 60 persons	Chonburi Women Correctional Institution 61 persons	Phuket Women Correctional Institution 60 persons
		Nakhonphanom Women Correctional Institution 60 persons	Rayong Women Correctional Institution 60 persons

The BSC Cosmetology cosmetics has brought professional makeup artists, who are behind the beauty pageants, to provide make-up training course to female prisoners. This is aimed to give them encouragement with jobs opportunity to earn their own living and their families when they finish their term of service. This training has been held continuously since 2013 to prisons nationwide.

### Arrow Helps Elephants to Go Home

ARROW products participated in the “Project to Return Thai Elephants Back into the Wild” under the auspices of the Foundation for the Return of Thai Elephants to Nature Foundation since 2007.



“Arrow Helps Elephants to Return Home Project”, to publicize to the public to participate in returning elephants to the wild. Special collection of products “Helps Elephants to go Home” were also produced. Part of the proceeds was donated to the Return Elephants to Nature Project under the patronage of H.R.H. Queen Sirikit.

Since 2007, “Arrow Helps Elephants to Go Home Project” has released a total of 13 elephants in two wild animals conservation areas: Sublangka Wild Animals Conservation, Lopburi Province and Doi Pa Muang Wild Animals Conservation, Lampang Province. Elephants which have been returned to the wild have given birth to 13 elephants. This is the pleasant outcome of the Return Elephants to Nature Project and also a success of breeding wild elephants in the future.



### HORNBILLS INTERNATIONAL CONSERVATION RICH FORESTS SYMBOL

“Hornbills” are considered as “Symbol for Rich Forests”, because hornbills and forests are deeply related. Hornbills have large mouth, they live in nests on big trees and eat over 200 types of small and large fruits. As a result, they play an important role in spreading seedlings and small animals control such as insects, which keep the balance of forest ecological system. “Hornbills” is the “Performance Indicator for Rich Forests”. One hornbill can spread seeds for over 100 trees per week and can build forest richness as many as 500,000 trees. Hornbills are also symbol for true love, because it will only have one mate throughout its life. When one mate dies, the other will not have another mate.

HORNBILL INTERNATIONAL apparel, inspired for lovers, has played an important role on hornbills conservation and encourage true love. With this in mind and in cooperation with the Hornbills Research Foundation,

Faculty of Science, Mahidol University, “Love the Hornbills Day” has been organized on the 13 February annually since 2001. Activities include fundraising as well as acting as a medium in publicizing the foundation activities in order to promote the existence of hornbills in the Thai forests.

### **ICC Give Sustainable Support to Thai Arts and Culture**

ICC has provided a continuous support to the precious Thai Arts and Culture in various projects. One of the consistent projects is the “Thai Classical Music Competition for Students of Eastern Provinces for the Trophy Given by H.R.H. Princess Maha Chakri Sirindhorn” under the supervision of Music and Performing Arts Faculty, Burapha University which has been held for over 20 years.



The project is aimed to conserve and promote the precious national Thai arts and culture, as Thai classical music is an ancient wisdom handed down through generations. Also the project aims to enhance its standard to the public. The Thai Classical Music Competition has drawn much interest from many primary and secondary school students to join the program. More worth is that some participants have improved their musical skills starting from students to become management of institutions, teachers, academics, business owners as well as national artists. This is the driving force for sustainable conservation to the Thai classical music.

### **ELLE Carries on Promoting Thai Education**

On the occasion of the 70<sup>th</sup> Anniversary of ELLE brand worldwide, I.C.C. International Public Company Limited, a distributor of ELLE in Thailand, distributed a special limited-edition of t-shirts designed by famous French designers. Proceeds after deduction of expenses were donated to HRH Maha Chakri Sirindhorn 60th Birthday Funds for Orphans and Underprivileged Children, Chalerm Phrakiat 48 Phansa School, Lampoon Province.



The total amount of Baht 1,330,000 was donated (A part of the amount came from Baht 230,000 of t-shirts sales, additional donation from the company Baht 1,000,000, and Baht 100,000 from the donation of an affiliated company: Sukhathasana Co., Ltd.) to fulfill the dreams of the orphans and underprivileged children by providing them with academic chances to gain live assets, so that they can live their lives sustainably.

## Scope of the Report

This 2015 Sustainability Report is the report which I.C.C. International Public Company Limited prepared as a separate report from its Annual Report. The objective of publishing this as a separate report is to showcase the sustainable development activities of the Company as part of a comprehensive disclosure process with emphasis on transparency in the implementation of our Corporate Social Responsibility (CSR) policies and our connection to stakeholders which is a crucial component of Good Corporate Governance.

The main content of this report expresses our purpose in conducting business management for sustainable development, providing a framework for operations, code of conduct and reporting on performance to stakeholders and the general public for activities between 1<sup>st</sup> January to 31 December 2015.



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**Do not see only one's own  
interest to the point where  
moral ethics are lacking.**

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Operating a good business must not be on  
the basis of personal interest but on conduct  
based on moral principles.

**Dr. Thiam Chokwatana**