

#### **SUSTAINABILITY REPORT 2020**

I.C.C. International Public Company Limited

GOOD PEOPLE • GOOD PRODUCTS • GOOD SOCIETY











































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# Message from the President and Vice Executive Chairman

Good People, Good Products, Good Society

ICC International Public Company Limited has been in operation for over 56 years under the principles of good corporate governance. The company has consistently adhered to a basis of ethics and integrity, and responsibility to the company's stakeholders. The company also considers that its responsibility is to operate its business to bring continuous sustainable development to the company.

Throughout 2020, the global economy has been impacted by the Covid-19 virus epidemic. People of every nation, language, government sector and business sector have been in a state of economic crisis. Thailand has also faced many problems, but all of the management and employees of ICC International Public Company Limited have stood up to fight for the company to overcome the crisis. Operating the business under a policy of sustainable development has enabled us to get through the situation safely.

ICC International Public Company Limited is still of the belief that the determination to bring about "Good People, Good Products, Good Society" is a good policy for the company's sustainable development. This is because we believe that any organization full of good and honest people who do not take advantage of others will lead to the creation of good products and services. These will result in the company's business progressing to benefit society and the nation, which in turn leads to the company's further sustainable prosperity.

Mr. Thamarat Chokwatana

President and Vice Executive Chairman



### Good People

Create innovation in ways that bring about having Good as well as Smart People in the organization, through projects and activities that constantly develop the competence of our personnel. Hence, they will be admired and praised as examples of being both good as well as smart people.



In order to increase our business performance levels and effective interactions with customers, create innovation that affects all aspects of the development of products and services, including those relating to distribution channels, and collaboration with business partners.



Create innovation for all aspects that relate to having a good society by collaborating with the public and private sector, as well as supporting public projects and activities that are widely beneficial to society.



I.C.C. International Public Company Limited was established in 1964 with 7 founding staff as International Cosmetics Limited Partnership (PIAS).

1970

Appointed as agent for of "Wacoal" lingerie from Japan.

1975

Appointed as agent for gentlemen's apparel "Arrow" from the USA.

1978

Received approval from the Ministry of Finance to list on the Stock Exchange of Thailand (SET).

1982

Appointed as agent for the "Itokin" fashion brand.

1984

Appointed as agent for "Guy Laroche" menswear from France.

1988

Appointed as agent for "Lacoste" womenswear and menswear from France.

1991

Appointed as agent for global sportswear brand "Mizuno".

1994

Listed as a Public Company Limited and changed name to I.C.C. International Public Company Limited.

1996

To reflect its origins and ideas of "Asian-ness", the company changed its logo with the "I" for the company and the two "Cs" arranged concentrically like a globe and a dragon, representing the Year of the Dragon for the company's foundation in 1964, and a rat for the Year of the Rat denoting the name change. Combined, they refer to rising power of Asia with the flexibility to face any situation enduringly.

Appointed as agent for "DAKS" womenswear and menswear from London.	1997
Launched Saha Group's products export expo, "Saha Group Export '98".	1998
Launched "BSC" (Best Selected Collection).	1999
Established the first "His & Her Shop" in Big Jiang Shopping Mall, Nongkhai.	2002
Established the "108 SHOP" project to support Thai retail, introducing the Quick Response Marketing System (QRMS) to sales service, installing the system at all points of sale nationwide.	2003
Established a new corporate headquarters in a six-storey twin building near the original building, which has been used until today. And Initiate the Sahaphat Innovation contest "CHAIRMAN AWARDS"	2004
Television business through "S Channel" satellite TV.	2008
Sales channels were also expanded into online channels, starting with eThaiaIndBEST. com and The company also initiated the ICC INNOVATION AWARDS.	2016
Founded a cosmetics distribution center under the concept of "Beauty Station", a new sales channel bringing together cosmetics brands from both inside and outside the company.	2018
A Master License was signed for "Kumamon", the mascot of Kumamoto Prefecture from Japan.	2020
I.C.C. International Public Company Limited helps fulfill lifestyles of people of all walks of life with the following wide range of products and service of international standards:	

5. Leather and accessories s

7. Household products

6. Sportswear

3. Women's wear4. Baby products

2. Men's wear

1. Cosmetics and perfume product

standards:

## Vision, Mission, and Value

The company's board and executives gave emphasis on business operation. Together, they had set the company's vision, mission, and strategies of the company to give a direction for the business operation to align with market competitions and to aim towards the same direction. The company's board and executives, therefore, had reviewed crafted the company's vision, mission, and new business strategies that was planned to be implemented within the next 3 years, from 2019-2021, as follows

## strategies ion to me

#### 2018

Vision: The company is determined to become the leading Thai company in the international stage with the commitment in creating innovation and developing the company according to ethical and moral principles towards sustainable future.

#### Mission:

- Create new markets by bringing in technology to facilitate and establish new experiences
- Create our own fashion brand because we can work at a fast pace and manage costs that are more competitive.
- Create His & Her Shop Hub to expand a network connecting the customers.
- Maintain the existing markets by establishing a procedure and a transformation system that is responsive and efficient.
- Develop the operation system with a full range of the development of information technology and digital.
- Change our image by modifying the operation process along with knowledge sharing between older and younger generations.
- 7 Create and develop our personnel to be able to keep up with new changes, focusing on skills, expertise, and performance.
- Collaborate with educational institutions or research centers to attract a new generation of employees who think differently.

#### 2019 - 2021

Vision: To become the leading company that is driven by innovation and creativity in Thailand and South East Asia in Fashion & Lifestyle industries.

#### Mission:

- Conduct research and development for innovations, design and provide a variety of new, exciting products.
- Collaborate with business partners to develop new brands as well as management, selling, and new marketing to strengthen reputation and leading position of our existing branded products.
- Develop a variety of up-to-date distribution channels that can serve lifestyles and demands of each group of customers.
- Enhance managerial performance and competence by integrating state-of-the-art technology throughout the company and our supply chain.
- Determine to develop the company in compliance with the Good Governance principle for the continuous growth.





## Business Targets & Strategies



Create, design, and provide new various products that have been researched and innovated in order to meet both local and international customers' demands.



Develop new product brands by teaming up with business partners along with managing the selling and marketing processes that are up-to-date to strengthen the company's leading position in the market.



Incorporate new technologies of distribution channels that provide every group of customers with convenience and ultimate satisfaction.



Increase and develop a capability in technology and supply chain management along with the business partners from the production to the logistics to swiftly provide and respond to the customers' demands.



Continue to grow in accordance with good governance to sustainably offer good things to stockholders, investors, partners and other parties involved. Also, develop potential of our internal staffs regularly to be ready for changes and competitions.

### 

Value Chain Development is an important strategy in doing business. Therefore, the company focuses on all stages and processes of the value chain. To create sustainability in the supply chain from upstream to downstream, and create value for every product and service within the company with details as follows:

#### Procurement

As a leader in the production of consumer products, the Company places great emphasis on efficient, transparent, and checkable procurement processes.

- Develop the potential of business partners to grow with the company.
   By establishing guidelines for partners, along with considering quality checks and management processes to meet standards.
- Establish a standardized procurement process. Selecting a specific partner with social responsibility, to assure customers that products and services are environmentally friendly from upstream, midstream and downstream throughout the product's lifetime.

#### **Production**

The company values and pays attention to every step of the production process as well.

- Correctly control product quality to comply with legal agreements and various management standards in accordance with international standards for, environmental, safety and consumers such as ISO HACCAP, etc.
- Choose quality and safe raw materials, with good hygiene as the main consideration.
- Make the most of production resources.
   Including commitment to employees in the company to innovate through an annual innovation contest such as INNOVATION



#### **Product Distribution**

The company is committed to creating an efficient product distribution system. Covering all areas across the country and abroad as well.

- · Product delivery coupled with professional service
- Use modern technology to store products. And manage transportation systems through the Company's logistics network, covering both domestic and international





#### **Marketing and Sales**

The company is committed to delivering quality products and services to consumers through various and effective distribution channels as

- Distribute services through leading online and offline platforms to strive to be a leader in the consumer products group
- Create sales promotion activities to continuously build a good relationship.

#### After-sales service

The Company is committed to promoting after-sales engagement and maintaining a long-term relationship with trading partners and customers as well

- Organize a knowledge exchange process. Arranging a business partner meeting to determine a business plan together
- Commit to developing environmentally friendly packaging. Including selection of materials that can be reused or recycled



#### Goals in 2021

The company strives to be an efficient manufacturer and distributor of consumer products. Can produce a variety of products and services that meets the needs of customers. While motivated to develop employees in the organization to be capable of keeping pace with market changes.

To align with The Company's mission that states our determination to advance our organization with Good Governance, to make our business grow continuously and to provide great and sustainable benefits for all stakeholders, we identify our operation framework that covers all economic, social and environmental aspects. We are also ready to expand into new business areas and to continuously develop our personnel and organization with Good Governance in order to increase our potential and readiness to deal with the changes in competitions

#### **Sustainability Development Direction**



#### **Business Philosophy**

Create value in people: Act and behave a good person who is honest to oneself, the company, and the society.



Create value in business: Develop products and services in response to the stakeholders' demands.



Create value in society: Continuously support activities that are beneficial to the society in order to establish the strong society.

#### Thought to Success

- Fight for Glory
- Think Positive
- Discipline
- 4 Faith
- 5 Readiness
- 6 Integrity
- 7 Unity

#### Strategies for Sustainability



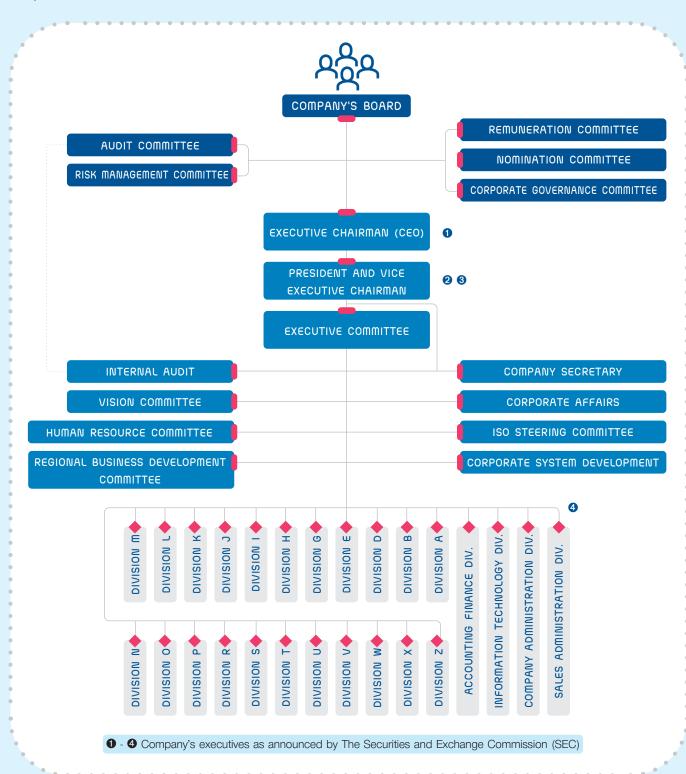
- The company is determined to create value and to develop sustainability in every situation in every business as well as to the company and our stakeholders.
- The company designs the business code of conduct to be a guideline that is aligned with the Good Governance principle. The company treats customers, partners, stockholders, and stakeholders equally and fairly.

#### Sustainability Goals

- The company provides good quality of life to consumers by adhering to the company's core principle "Good People, Good Products, Good Society."
- The company conducts the business based on the foundations of accountability, honesty, ethics, and morals bringing about the business operation with transparency, efficiency, effectiveness, and security as well as sustainable growth.

# . Structure of Organizational . Management

The Company strives for sustainable development in all dimensions by assigning duties and responsibilities based on the corporate organizational structure of December 31, 2020 which is publicized on the company website http://www.icc.co.th



## 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 ICC's partners bringing into meaningful participation as well as 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 (The Voice-QR Code)
- Internal communication (through SAI YAI leaflet)
- Communication channels such as Broadcasting, webmail, intranet, Line group, etc.

#### **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

#### **Shareholders**



#### Expectations

- Gain high and continuous returns for their in vestment
- 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

#### **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.

#### 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.

#### **Debtors**



#### **Expectations**

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

#### Participation/ Communication Channels

- Annual Report
- Attention to feedback and complaints

#### **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.

#### 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

#### **Trade Account Payable**



#### Expectations

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

#### Participation/ Communication Channels

- Annual Report
- Listening to suggestions or 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.



## 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

(A)

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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

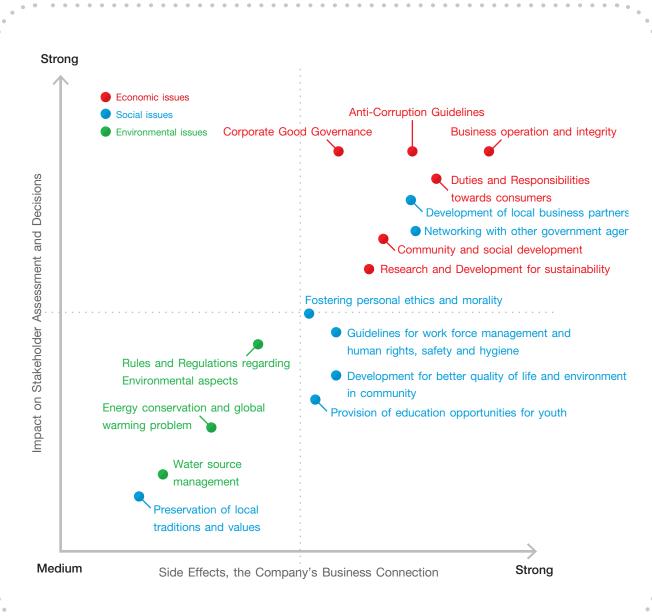
Study information from the working committees assigned to coordinate with stakeholders to understand decision-making factors. This can be done by conducting surveys or creating evaluation forms or information gathering, in formal and informal approaches such as through seminars, hearings, meetings or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





## .· Milestones .·

To develop the business management system consistently from upstream to downstream, to increase efficiency of production and product distribution, both in terms of quality and quantity, to meet the customer's needs and to establish the company stability, ICC has been committed to development its supply chain, complying with good governance, building trust among all stakeholders, and supporting all parting all parties involved to work together in harmony for the company's growth and development under the 7 Principles of Thoughts. ICC focuses on developing human resources, who are significant internal factors to drive the company forward significantly, under the concept

### Good People, Good Products, Good Society.

In 2020, important stages in development were as follows:



## Concept 1

## Continuing Innovation to Create "Capable People"



#### Organizing training for employees

Because "employees" are the core of organizational development, the company is therefore determined to push the employees to never stop developing their own potential. Even in the time of the COVID-19 epidemic. By setting up training programs through various online channels such as on Facebook channel "ผูแล้วรวย" under the concept of ICC Enter "Train" ment, Diamond Crown Awards program. To develop employees who are even better. (See more details at pages 30-31)

### Creating Innovation of "Good Products" to Expand Business Channels

Concept 2

The company is determined to expand its customer base, by changing the format of the Saha Group Fair event from Offline to Online in response to the COVID-19 situation, and changing consumer behavior. Launched a website www.sahagroupfair.com. Organized the World Stop Shopping Fair "Saha Group Fair Online'63" to distribute more than 20,000 consumer products through leading platforms such as Lazada, Shopee and JD Central.



## Concept 3

## Continuing Innovation as a "Good Society"



#### • Cooperation with the State sector, establishing Pracharat (civic state) programs

In accordance with policy to drive the nation with the Pracharat (civic state) strategy in 2016, and joining forces in cooperation between the state and private sectors and civic society, the company was part of the working group in the Excellent Model School, joining with Thonburi Commercial College to develop courses and knowledge for teachers and and knowledge for teachers and involving personnel of the curriculum" for the Higher Vocational Certificate in Marketing. (\*For more detail, see page 49)

#### • Because "Water is Life" Projects

The company collaborated with the Dr Thiam Chokwatana Foundation and staff in the Saha Group to support a project of community water management according to the principles of His Majesty the late King Bhumibol, of the Petch Nam Neung United Agricultural Cooperative Community of Phetchaburi Limited. The project developed water projects and integrated farms under the New Theory of Agriculture of HM the late King. (\*For more detail, see page 50)

## . Awards of Honors .

Affirmed its leading position in providing products by awards from various organizations



BEAUTY AWARDS 2020 by SUDSAPDA Reader Vote's category



ARTY PROFESSIONAL

Complexion Modifier Brightening

Make Up Base



ARTY PROFESSIONAL Happy Eye & Blush

PREW ICONIC BEAUTY AWARDS 2020 / Iconic Nourishing Foundation



## . About the Report .

This Sustainability Report was generated to declare the operating results of I.C.C. International Public Company for the fiscal year of 2020. (January 1-December 31, 2020). 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 7 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 2020 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



For further questions or suggestions, kindly contact:

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## . · Engagement with SDGs . ·

For the continuity of the development, United Nations has set goals for development on September 25, 2015 so called "Sustainable Development Goals" (SDGs), which aim at developing every dimension in connection with economy, society and environment. SDGs include 17 goals that will be hold as the principles for the development for 15 years (from September 2015 to August 2030).





GOAL1. No Poverty

GOAL2. Zero Hunger

GOAL3. Good Health and Well-being

**GOAL4.** Quality Education

**GOAL5.** Gender Equality

GOAL6. Clean Water and Sanitation

GOAL7. Affordable and Clean Energy

GOAL8. Decent Work and Economic Growth

GOAL9. Industry, Innovation, and Infrastructure

**GOAL10.** Reduced Inequalities

**GOAL11.** Sustainable Cities and Communities

**GOAL12.** Responsible Production and Consumption

**GOAL13.** Climate Action

GOAL14. Life Below Water

GOAL15. Life on Land

GOAL16. Peace, Justice and Strong Institutions

**GOAL17.** Partnerships for the Goal

## Consistent with Sustainable Development Goals of the United Nations

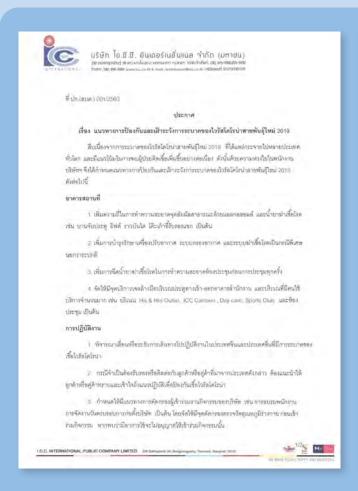
Main issue concerning sustainability (Good People : Good Products : Good Society)		GOAL																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
	Corporate Good Governance																$\odot$	
Economic	Anti-Corruption																	
	Business operation and integrity																	$\odot$
	Duties and Responsibilities towards consumers			<u></u>					<u></u>	<u></u>			<b>©</b>	<b>©</b>		$\odot$		
	Community and social development	<u></u>	$\odot$		$\odot$	$\odot$						$\odot$	$\odot$					
	Research and Development for sustainability								<u></u>	<u></u>				$\odot$			$\odot$	
Social	Fostering personal ethics and morality				<u></u>	$\odot$												
	Guidelines for work force manage- ment and human rights, safety and hygiene				<b>(3)</b>		<b>©</b>					<b>(3)</b>						
	Provision of educational opportunities for youth			<u></u>	©													
	Development for better quality of life and environment in community	<u></u>										$\odot$				$\odot$		
	Development of local business partner	<u></u>	$\odot$															
	Networking with other government agencies	<b>©</b>	<b>©</b>	<u></u>						<u></u>				<b>©</b>				
	Preservation of local traditions and values				<u></u>													
Environmental	Rules and regulations regarding environmental aspects												<u></u>	$\odot$		$\odot$		
	Water source management		$\odot$											$\odot$	$\odot$			
	Energy conservation and global warming problem												<u></u>	$\odot$	$\odot$	$\odot$		

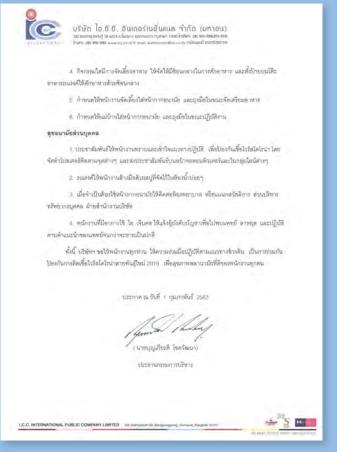
## ∴ ICC and the Covid-19 Epidemic ...

hailand encountered its first infections with SARS-CoV2 (Novel Coronavirus 2019), the cause of COVID-19, in mid-January 2020. The government instituted various measures to contain, prevent and control infection, which included the establishment of the Center for COVID-19 Situation Administration (CCSA). This was tasked with determining policies and urgent measures to manage the epidemic, such as closing the country, closing shopping malls and announcing curfews.

For the company, we considered the selection of only essential measures of medical and public health advice to prevent and contain the spread of the disease. For the company to continue operating, measures to manage the situation have been issued, including setting up a special COVID-COM task force as a center for information, meetings and reports, which are disseminated to employees at intervals.

To inspire confidence in business operations among stakeholders, the company has issued measures to protect and oversee the safety and general wellbeing of employees, vendors and the network, and as mobilized forces to create special programs of assistance to benefit society, as motivation for protection and containment of the COVID-19 epidemic.





## Measures for the company to deal with and prepare readiness for the COVID-19 epidemic





The COVID-19 epidemic has required shopping malls to close temporarily for a period of over 2 months. After the government ended lockdown, shops were able to open as normal. The company saw the vital importance of controlling infection and made preparations to deal with the situation as follows:

#### Sales employees

The company's offices were assigned to perform health checks on over 3,000 sales employees nationwide, in readiness for providing safe customer service. For sales employees in the Greater Bangkok area, inspection points were established at Head Office and inspections done by Bangpakok 9 International Hospital, with the results of testing available within 3 days. Sales employees based upcountry were inspected at their provincial hospitals, with the results strictly returned to the company by employees to confirm their health status.

Not a single infection was found among the entire sales team. The company believes that this measure created customer confidence in the health of the sales employees for every one of the company's brands, numbering over 100 brands in every leading shopping mall nationwide.

#### Operations employees at Head Office

Basic safety standards were established for employees, vendors and outside individuals making contact, to prevent and contain the spread of COVID-19, such as:

- Alcohol gel hand wash at strategic points all over the company.
- Officials measuring body temperature and attaching a symbol to gain access to the building at the entry and exit doors, on working days, holidays and weekends.
- More frequent cleaning shifts for regularly touched surfaces with disinfectant throughout the day
- Asking employees to wear face masks every time they enter the building, and continuously while they are working.
- Arranging space in meeting rooms and canteens according to social distancing, and encouraging employees to use online meeting technology such as Zoom and Microsoft Meeting.
- Having employees perform daily risk assessment through a QR-Code.

#### In business operations

- Preparing readiness and continuity plans to manage the business, managing people and labor costs and reducing unnecessary expenses, such as by:
  - Postponing store refresh and opening new stores
- Emphasizing sales through online channels, on Facebook pages and leading platforms such as Lazada, Shopee and JD Central.
- Launching the website www.iccshopping.com bringing together all of the company's products. Every employee is entitled to be sales employees, to increase income for themselves and for the company.

#### Donating alcohol gel

BSC Honei V joins in the fight against COVID-19 by donating alcohol gel hand wash worth a total of 200,000 baht to Lertsin Hospital, Charoenkrung Pracharak Hospital, Bangrak District Office and Yannawa District Office. The donation was presented by Bussabong Mingkwanyeon, Director of Cosmetics and Perfumes.

ICC Kindness Box bringing happiness to the people

The company has always given priority to assisting the victims of various crises. The COVID-19 epidemic has had broad nationwide impacts on the economy and society, particularly upcountry. The company has established the ICC Kindness Box at the entrance to all of the company's 9 provincial branches which are: Greater Bangkok, Chiang Mai regional, Phitsanulok regional, Nakhon Sawan regional, Khon Kaen regional, Nakhon Ratchasima regional, Chonburi regional, Phuket regional and Songkhla regional. The box contains essential items for women, child and adult diapers, food and other daily essentials.

#### Helping society

he company is dedicated to creating awareness among employees about being "Givers" under the concept of the five forms of "Giving" (see additional details on page 32). A diverse range of programs has been established to mitigate problems for victims of the COVID-19 epidemic as follows:

Donating medical equipment

Ramida Russell Maneesatiean, Director of the company's Womenswear Boutiques, is giving away equipment to fight COVID-19 such as cloth hygienic masks, antibacterial medical gowns and antibacterial covers for medical equipment, at Ramathibodi Hospital.

Do things of benefit to society. Help by strictly complying with government regulations, and the Thai people will overcome this crisis.



Kityaporn Chaithavornsathien, Product Director for DAKS and Guy Laroche apparel, initiator of the ICC Kindness Box.

### A New Normal Way of Life without COVID-19

For operations according to sustainable development goals during the COVID-19 epidemic, the company has changed the format of product launches, adapting them to The New Normal and encouraging employees, vendors and customers to be ready for changes in the COVID-19 epidemic, through the company's internal and external communications.

• BSC STERITECH is an innovation in electrolyte fluid which can be used to kill a range of infections including the COVID-19 coronavirus. It can be sprayed to reduce odor, to wash fruit and vegetables, to clean the kitchen, and to spray on hands and face to maintain 100% natural and safe cleanliness. It has received a patent from the Department of Intellectual Property of the Ministry of Commerce, and from other leading institutions. It also won the top award in the Invention and Innovation Contest of King Mongkut's Institute of Technology. North Bangkok for 2019.

#### • Products to fight COVID-19

Because every location is at risk to be a center for the spread of COVID-19, the company sees it as crucial for employees, vendors and customers to be aware of protecting themselves from the disease. It has adapted its normal apparel products to be antibacterial, such as alcohol gel, face masks, soap and many others. There has also been production of media to instill behavior to maintain social distancing for health, and avoid COVID-19, under the slogan. "We will be safe from COVID-19 together."



















# Good People

Over many decades, the company has believed that "Giving" is the basis of being a good person. Thus we have focused on instilling staff to be "Good People." In developing their potential, the company aims to develop staff to be "Capable People" alongside instilling awareness to be "Good People". This drives the organization to achieve success under the concept of the five forms of "Giving" – giving knowledge, giving forgiveness, giving assistance, giving life and giving love, to which we have adhered since 2017.

In 2017, the company made a documentary film to commemorate His Majesty the late King Bhumibol Adulyadej. "A Promise to King Rama IX". The purpose of this was to reflect "Giving" through a range of activities under the 7 Principles of Thought (core values): Fighting for Glory, Thinking Positively, Discipline, Faith, Readiness, Integrity and Unity. These were guidelines to behave as a good person on a basis of honesty to themselves, the company and the society.





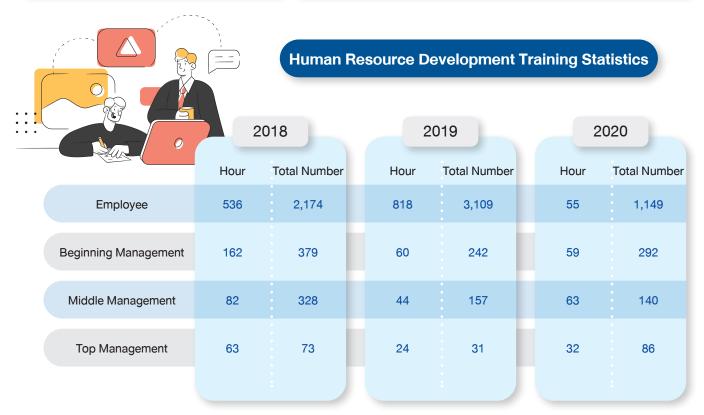
You can scan this QR Code to watch the Royal documentary

Instilling "giving" and passing things on to develop capable people

From 2020, under the concept of "Giving", the company has emphasized encouraging awareness, and creating unity and faith for personnel inside the organization with the dissemination of the philosophy of the company's founder, Dr. Thiam Chokwatana. the 7 Principles of Thought of the company's Executive Chairman Mr. Boonkiet Chokwatana are also disseminated internally: Sai Yai magazine, Bulletin Board and announcements over the company's sound system in the programme Good Morning ICC as well as various online media such as Facebook, LINE and the website mop. bkc.com which is constantly updated.

หลักคิด และปรัชญาการทำงาน จงคิดว่าคนที่ตำหนิเรา คือคนที่หวังดีต่อเรา หลักคิดที่ จงนำเอาคำตำหนินั้น มาใช้ให้เกิดประโยชน์ ต่อตัวเราในอนาคต คนจำนวนมากชอบตำหนิผู้อื่น ไม่ว่าจะทำด้วยความเคยชิน หรือความหวังดี แต่ผู้ได้รับคำตำหนิ พึงคิดไว้เสมอว่า สิ่งที่ใครตำหนิเรานั้น เขาทำด้วยความหวังดี และใช้คำตำหนินั้น ไม่ว่าจะตำหนิถูกต้อง หรือตำหนิไม่ถูกต้อง ให้เกิดประโยชน์ ต่อความคิด สติปัญญา และการพัฒนาตนเอง ต่อไปในอนาคต สอบภามเพิ่มเติบได้ที่ เคาปเตอร์ประเทสีมพันธ์กลาง จัดทำโดย ส่วนงานประชาสัมพันธ์กลาง ฝ่ายสำนักงานบริษัท In addition, ICC still Place an emphasis on "Salespersons" development by taking good care of talent employees to keep them with the company longer and to help them becoming even more talented. We also encourage these employees to be our "prototype" employees and instructors to help developing newcomers to be as talented, which resulting in continuous organization growth under the concept of giving knowledge through various training projects that will create sustainability for the organization.

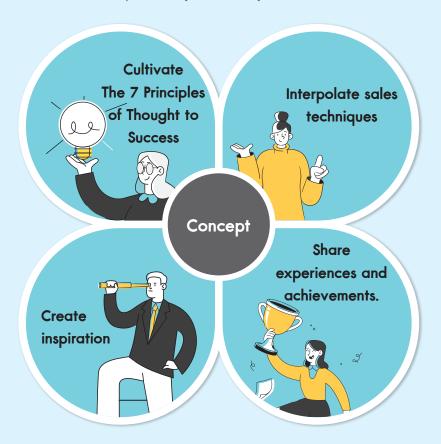




## ∴ ICC Enter "train" ment Project .

From the Company's policy which desires to incite positive thoughts to sales employees across the country, at the time of the COVID-19 epidemic. Human Resource Development Division, Company Office Department, therefore developed a new communication channel with sales employees all over the country by creating a closed group Facebook page in the name "ຄູແລ້ວຣວຍ (Watch to get Rich)", under the concept Enter "train" ment, to create a continuous communication channel between companies and sales employees throughout the country, without the need for a classroom training.

The ICC Enter "train" ment project was established with the aim of creating a learning society, awakening positive thinking and to be an area for exchanging knowledge, various useful experiences and opinions by sales employees nationwide which can be viewed on smartphones anytime and anywhere.

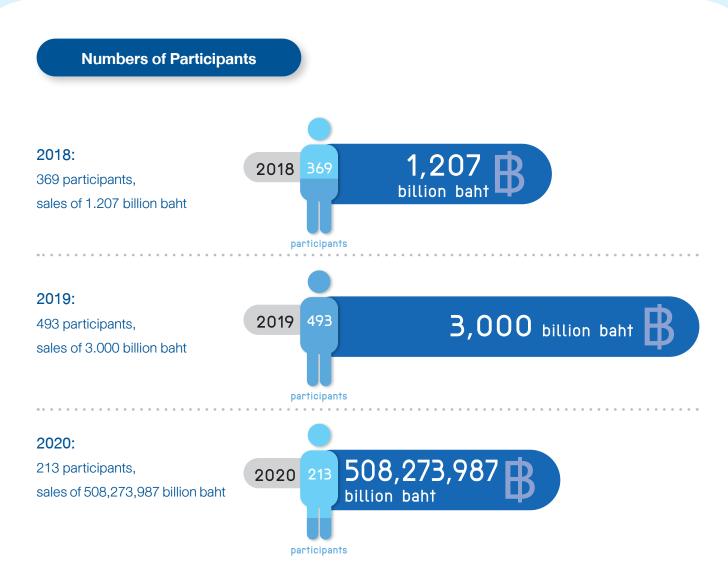


Currently, the ICC Enter "train" ment project has members who are sales employees a total of 2,795 people. There are a total of 411 programs broadcast under the channel "ดูแล้วรวย (Watch to get Rich)". In 2021, we aim to increase the efficiency of communicating via online channels by creating more diverse channels. Including the modernization of developmental preparations to keep pace with the market, economic and social changes.

### **Diamond Crown Awards**

Starting for the first time in 2005, the Human Resources Development Department Section Company Administration Division. selected capable sales staff to join this project. The plan was to stimulate and follow up sales staff to have the ability to greatly improve sales growth, together with developing principles and methods to create sales and provide services.

Participating staff are qualified by making sales on target for the previous 6 months, with the award winners able to make sales in the competition year for 9 or more of 12 months. Prospects must reach sales targets for at least six months in one year to be qualified to participate in the competition of the following year; and the participants must reach their sales target for at least nine months of the competition year to become award winners.



The establishment of the Diamond Crown Awards has had a part in inspiring sales staff to be more capable. Besides increasing personal potential, it has enabled the company to grow continuously and sustainably.

## Many Activities of Giving and Passing on to Develop Good People

Because "Giving" is the basis of human virtue and sustains happiness in society and the nation, the company has awareness of promoting personnel to be virtuous, starting from instilling the values to be "a Giver" who knows when to make sacrifices and share, starting from passing on from inside to outside the organization.



Giving is the basis of human virtue.

Creating an ethos of

"giving," knowing

when to make sacrifices
and share from inside
the organization
to the outside



To create virtue and ethics by "Giving"



"Giving Life" - Blood Donation



ICC Click Like – Encouraging and praising good people, by extolling staff who did good deeds



Projects to develop organization readiness 4.0

### To create virtue and ethics by "Giving"

Holding activities of alms giving on Holy Days and important anniversaries such as the company's founding date on March 1 and important dates of the reign. Areas are prepared for Muslim prayers. Entitlements are given to staff to take leave for religious activity of 5 days per year, including charitable religious activity.

"Giving Life" - Blood Donation

Encouraging staff to know about "Giving" to others through a blood donation drive held with the Thai Red Cross, "1 person gives, many receive" four times a year (every 3 months). In 2020, staff registering to donate blood numbered 398, with 389 units or 159,200 cc of blood donated.



Staff registering to donate blood with the Thai Red Cross four times a year numbered 398 units or 159,200cc

In 2020, people doing good



by 23 people.

Learning and testing through

1

the **e-learning** system

Find facts about company through the **Intranet** system



Sending personnel for external training



To transfer knowledge back to the organization

## ICC Click Like – Encouraging and praising good people, by extolling staff who did good deeds

Because every good deed should always be praised and admired, the company is dedicated to instill values in staff to see the value of doing good and create pride by extolling them as models for others. This was done with the activity, "This Person, ICC Click Like" in 2015, which has been continued to the present. In 2020, there are 23 people doing good deeds.

#### Projects to develop organization readiness 4.0

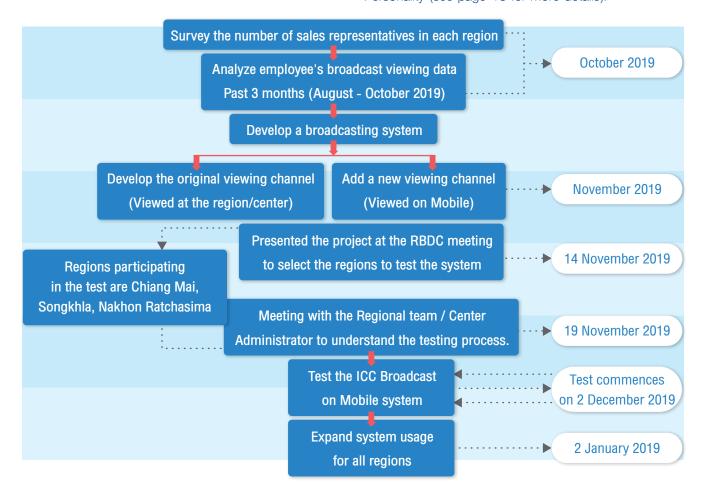
The company is confident that its "staff" are at the heart of managing the company to achieve success. In 2020, the company has given consistent priority to developing staff with relevant activities and programs to concerned with innovation, such as sending personnel for external training to transfer knowledge back to the organization. Learning and testing through the e-learning system to measure operational performance and evaluate new staff's knowledge and understanding about the company. Staff are also able to find facts about the company through the intranet system to create mutual understanding, instill consciousness and ethics among staff. The purpose of all of these is for the unit of the staff, to use electronic equipment carefully, as well as to use various technologies to drive the business to successfully achieve target.

### I.C.C. Broadcast on Mobile

In the age of 4.0 where communication progresses rapidly, the company realizes the importance of internal communication processes. Especially in the "sales employee" group, which is the main driver. Therefore, established a "Broadcast system" to allow the sales department in the company (Headquarters) to communicate and train sales employees in different provinces. Which in the past it was found that there were problems in communication and travel, where most sales employee needs to travel to a region or to a center with a signal receiving point only for them to receive news from the broadcast.

The Human Resources Development Section Administration Division thus conducted a survey of the number of sales employees in each region and the number of views. And began to develop a more efficient broadcast system. Including improving the equipment used in the broadcast to be modern as well as increasing viewing channels via smartphones by adopting YouTube Streaming technology along with tracking the viewers' results via the ICC e-Learning system.

The I.C.C. Broadcast on Mobile project received 1st prize in the Sahapat Group's Innovation Contest, the Chairman Awards 2020 in the category of Service & Personality (see page 48 for more details).

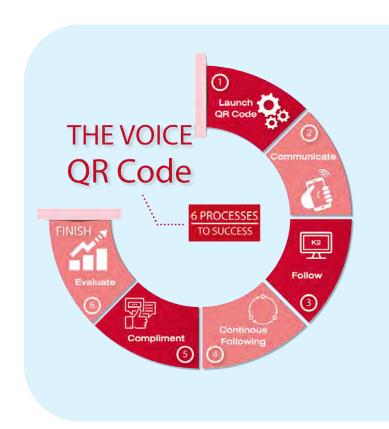


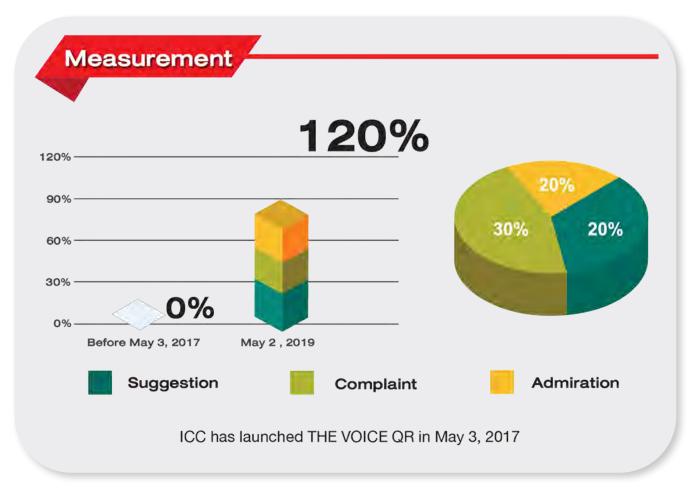
Within the year 2020, the number of employees who watched the broadcasts on average was 1,778 people. With the proportion of satisfaction in viewing the broadcast on mobile total of 100% (collecting data by allowing employees to complete the e-Learning satisfaction assessment and recording it). And in the year 2021, the company aims to have more sales employees view the broadcasting, and also expand the benefits to be used in broadcasting live online sales of products by the sales department, to support the generation of sales for the company.

### The Voice: because every voice should be heard

Public Relations & Corporate Affairs Section, Company Administration Division sees the importance of the staff's rights to freedom of opinion, and set up "The Voice: Because Every Voice Matters" This gives an outlet to both office and sales staff to express their opinions, give suggestions, complain or show admiration through scanning a QR Code. The texts are not revealed publicly to protect informants, but they are not ignored if the data are of benefit to the organization development for the staff to work with happiness and for the company to grow sustainably.

After the program was inaugurated (3 November 2018) to replace the Suggestion Box, suggestions increased from 0 to 120, which was 121% more than expectations. At present, the project has been warmly welcomed by staff. The suggestions have been continually sent and the issues have also been rectified.





# 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.



# 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. Preparing a policy handbook on the principles of good oversight for dissemination to the public through the company's websites, and giving it away to directors, managers and customers.
- 2. A video on the principles of good oversight for the orientation of new employees.
- 3. Training for every employee, with the stipulation for every member of employees to fill in a form to test and revise information through the e-learning system, with three courses as follows:
- Course on the principles of oversight. In 2020, out of 20 new employees, 19 passed on the 1st attempt and one passed on the second attempt (considered to be the last chance)
- PARAMETER OF THE GOOD CORPORATE GOVERNANCE PRINCIPLES

  # 08/10/15/10 COMPANY LIMITED

  LIGHT TOTAL TOTAL COMPANY LIMITED
  - Course on traffic law for safety, "Drive safely and use the vehicle correctly", attended by 47 employees
- Course on managing advertising media and product labeling to be in line with the principles of the Consumer Protection Board Act. 111 employees filled in the questionnaire.
- 4. Dissemination of this information through the company's website www.icc.co.th, under the Column: Corporate Governance and Anti-Corruption Policies.

# **Anti-Corruption Policy**

"Honesty" is one of "the 7 principles of Thought (Core values) to success" Giving priority to internal management and business operations thus adheres to operating with transparency and honesty. The company has instituted anti-corruption policies in writing, and has started communications though various channels such bulletin board, letters, emails and websites to "abstain from gifts for the company's directors, executives and staff on every occasion" for staff, suppliers and third parties contacting the company.



This includes determining the procurement system to be transparent, clear and fair, with stipulations in bidding for hiring work, and clear methods to operate the business transparently for suppliers, with a central price list for supplies and equipment, comparisons of purchase prices and price competition in hiring for construction or store decoration in both normal and urgent cases. Management and staff must strictly comply with this system. If non-compliance with corrupt intentions is discovered, this is a severe disciplinary offence in the company.

Also, the procurement department has held the activity, "Developers' Day" with the aim of inviting suppliers to share innovation, products and services to ICC staffs.

Also offer and their products and service to respond to and comply with this intention transparently in operating their business, as the company has intended.

The anti-corruption policy has also been communicated through various internal and external channels such as bulletin board, Intranet and the e-learning system, and holding the activity "This person...ICC Click Like" every month to praise staff showing good deeds or honesty. There is training and testing of "The Anti-Corruption Policy" for every member of staff, and the anti-corruption policy is communicated through the company's website at www. icc.co.th.

To show awareness of the problem of corruption, the company opposes corruption in all forms, instills staff awareness of the problem, and build character to be a representative of the program and create memorable images for staff. These comprise:



### ICC ร่วมต่อต้านทุจริตคอร์รัปชั่นทุกรูปแบบ



In case of bribery or corruption, or suspect of such actions, by I.C.C. International Public Company Limited'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 iccauditcommitee@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

## 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" to promote innovation for the organization (please more details on page 52), and also support our employees to submit their innovation works to compete in other events.

# Respect of Human Rights

From the concept that "Everyone is us", the company has a policy giving equal priority to everyone with no violations of human rights, with a determination to give knowledge and understanding about the principles of human rights, with no limits to freedom, differences of opinion, physical condition (being disabled), gender, race, religion, political view or any other matter, as well as avoiding expressing opinions which may cause conflict and disunity. Communication channels have been established for staff, or anyone who believes their human rights have been violated, or have been treated unfairly, to complain to the company and have those complaints heard, and dealt with fairly.

#### The disabled

For disabled people to be part of the organization, the company has created a workplace which provides convenience and encourages staff to treat disabled people equally. In 2019, the company did not only hire disabled people to work, but also set up programs to support their capability and give opportunities to the disabled, and people facing life crises, whether physical or mental. This gives them the motivation to return to society with value and happiness. Since 2015, the company offered people with stability 2 option as follow:



- 1. The company has given career opportunities to people with disability. The company also provides a range of facilities such as ramps and restrooms designed for the disabled.
- 2. For those who do not wish to work at the office.

  The company has organized a product concession project for them to sell as their sustainable business.

#### **LGBTQ**

According to the United Nations' Sustainable Development Goal No. 5 concerning sexual equality, and to enable LGBTQ people to work happily, the company has promoted equal human rights for LGBTQ people to be not limited to their birth gender, but to express their gender freely, as well as encouraging staff with potential to make progress in their careers free of discrimination or unfair treatment and praising them for their model conduct.

In terms of manufacturing products, the company is dedicated to issuing products which meet customers' needs to the greatest extent, considering equality as a principle in using the products. This is for disabled and LGBTQ people to use products manufactured by the company proudly and happily, according to the company's slogan, "We make people happy and beautiful".



### 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.
- 7. We provide other benefits such as medical support, provident fund, credit union, etc.

Apart from personnel development in ones' professional fields, ICC also places an importance

### Raise Corporate Royalty with Remuneration Policy

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

(More details: Annual Report 2020 I.C.C. International Public Co., Ltd.)

### Support for Senior Citizen's Job Opportunities



Thailand is now entering into an aging society. Both public and private sectors have continuously launched policies, strategies, and tactics to serve this age group such as The Twelfth National Economic and Social Development Plan (2017-2021), The National Plan for Older Persons, and Elderly Person Act. Senior citizens are likely to continue working even after their retirement. ICC realizes that our personnel is the heart of our company. Thus, we support and promote the work of the senior citizens based on the concepts of flexibility and willingness. We give job opportunities to the senior citizens who are competent and physically capable of working so that they feel worthy. They can also constantly develop their skills, strengthen their physical and mental health, as well as earn a living for themselves.

Year	Extended On Contract	Number of Retired Employees who Continue			
		Total	Percentage		
2018	37	18	48.65		
2019	59	25	42.37		
2020	33	10	30.30		

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

In terms of product manufacturing, the company focuses on meeting the needs of customers of all ages. Especially among the elderly, the company foresaw an opportunity to reach the elderly economy or the Silver Economy, and established the BSC Happy Age brand, with the first product being "Collagee 5" food supplements. Products that address the five main problems of the elderly: bones, ligaments, joints, eyesight, skin, hair and nails.

In 2021, the company plans to launch new products to meet the needs of the elderly who have to live in situations involving the coronavirus and PM 2.5 dust. It is a product that helps strengthen the body's immune system, and nervous system in the elderly. Including taking care of the Cardio system, Vascular system, Endocrine system and Reproductive system.



# 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.
- 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.
- 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.
- We serve 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.

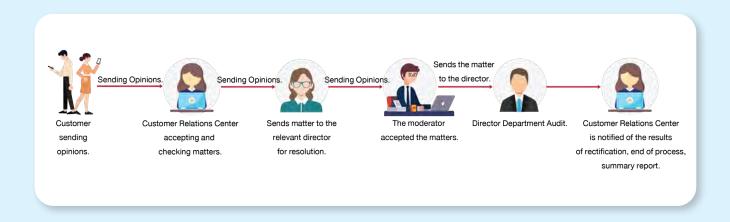




### **Customer Relations Center**

Because service is at the heart of its business, ICC international Public Company Limited not only distributes fashion and beauty products which consider good quality, fair prices and responsibility in every product and service, which are core principles in meeting customers' needs. We also consider maximum satisfaction in our products and

services, both when products are in use and after sales. The company has thus set up a "Customer Relations Center" as a medium for communication between customers and the company in taking complaints, criticisms and suggestions about products to create long-term relationships and drive the business to sustainable success.



To be consistent with modern consumer behavior, the company has opened many channels enabling contact with the Customer Relations Center as follows:

- Telephone on 0-2294-4999 from Monday to Friday from 08.00 to 17.00
- E-mail to services@icc.co.th
- A prepaid letter at every product counter nationwide can be sent by mail without a stamp.

# Environmental Friendly Business

The company has long been dedicated to operate its business with responsibility to consumers, in showing care in manufacturing and distribution, and providing service with every product.

 ENFANT is a renowned brand of children's clothing and other children's products inspiring confidence from parents in product quality, safety, care and responsibility to society and the environment. ENFANT products are guaranteed with the Organic Cotton certification from leading international institutions.







There is attention to safety in every stage of the manufacturing process, from fabric, which is 100% pure cotton, free from chemicals and



The company also uses technology to create cleaning products for children which are specially selected from 100% natural raw materials and use the Airflow System in washing and fabric conditioning products. Food Grade ingredients are chosen for the maximum safety of pacifier and baby bottle products.

• ARROW menswear products have been certified by the Electricity Generating Authority of Thailand with the Number 5 electricity saving label. This certifies the smoothness of the material and the seams. It is the first brand to reduce the energy of ironing with electricity and gain this label. The products also incorporate CoolMode, which enables good ventilation even in temperatures higher than 25 degrees Celsius.



#### Select environmentally friendly business partners

ICC has placed emphasis on selecting business partners. The company chooses only companies that are accountable for their products throughout their life time. The selective process starts from material selection, production to usage, to ensure our customers that our company's products are environmentally friendly from upstream, midstream to downstream.

# 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 55)

# Energy and Environment Resource Management

The company is continuingly dedicated to operating its business with responsibility to consumers, with supervision of every stage in the process of manufacturing, distributing, and providing service in every product, the company also considers responsibility to the environment and energy conservation, with operating guidelines stipulated as follows:

- 1. Operating the business in compliance with environmental laws, regulations and policies by considering impacts to natural resources and the environment with constant review and assessment of operations
- 2. Creating innovation in the organization and creating awareness among staff at every level, bringing about cooperation and responsibility in managing the environment and using resources efficiently and sustainably.
- 3. Promoting giving knowledge and training to every member of staff about the environment through the e-learning system. The content consists of caring for the environment and saving energy, including evaluation forms to test their understanding. This process is now in progress and to be driven as one of the key topics in training new staff.
- 4. Promoting environmental management systems, from using resources economically and measures to treat, revive and replace, and monitoring and preventing of impacts on natural resources and the environment sustainably.
- 5. A system to select suppliers in the supply chain who operate their businesses in an environmentally friendly way.
- 6. Promoting the development and dissemination of environmentally friendly technology.

In 2020, there were <u>no</u> environmental complaints from communities nearby the company.

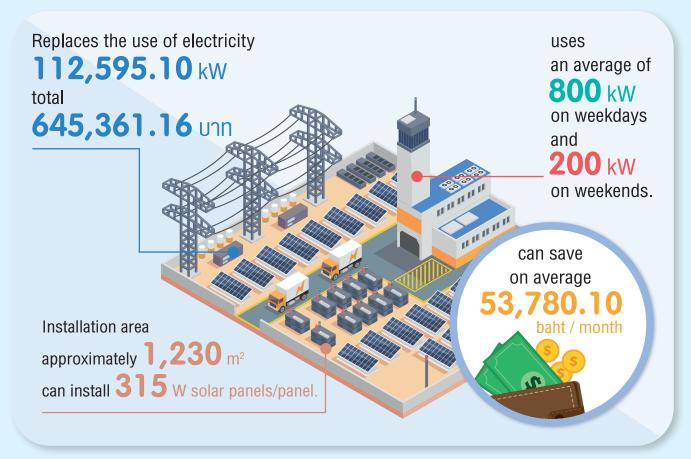


In 2020 there were <u>no</u> significant violations of environmental laws and regulations.

# Energy management Solar Rooftop Project

The company cares about the environment and the use of renewable energy, therefore, in the year 2016, a Solar Rooftop power generation system was created by installing solar panels on the roof of the I.C.C. International Company Limited. (Public) Bangkok Headquarters building, using metal roof sheet style.





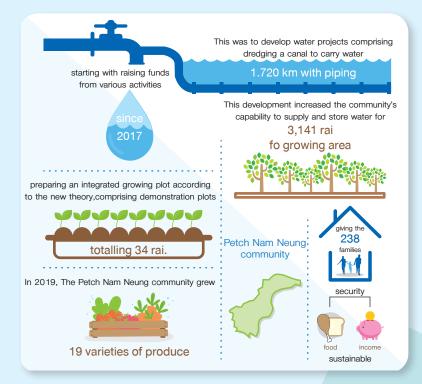
- Currently, the company uses an average of 800 kW on weekdays and 200 kW on weekends.
- Installation area approximately 1,230 square meters, can install 315-watt solar panels / panel.
- In 2020, solar energy can be used to generate electricity for corporate use, which replaces 112,595.10 kilowatts of used electricity, or 645,361.16 baht and helps reduce carbon dioxide emissions into the atmosphere, A good effect on the environment
- The company can save on average 53,780.10 baht / month of electricity bills.

# Water Management

# Continuing the aspirations to support the Utokapat Foundation, because "WATER" is life

Because water is life, the company has taken part in Royal projects to manage community water resources of The Petch Nam Neung Project United Agricultural Cooperative Community of Phetchaburi Limited. The Utokapat Foundation under Royal Patronage of HM the King, the Dr. Thiam Chokwatana Foundation and staff in Saha Group have given support, starting with raising funds from various activities since 2017.

Currently, The Petch Nam Neung community there is sufficient water to produce crops. There is a cold room for storage and production capacity with delivery to the market without having to go through the middleman. Until having income to support himself.



"... Whenever we think of King Rama IX, we will dress in white, black and gold so that we may remember Him, every time we dress in these three colors ... "

Boonkiet Chokwatana on 22 December 2017



WBG (White, Black, Gold) is a special collection created by ICC International Plc. was created to bring some revenue from product sales to co-sponsor the Utokapat Foundation, under the royal patronage, to help manage water in the community to be a part of the succession of His Majesty the King's aspirations Maha Bhumibol Adulyadej the Great Borommanatbophit.

# Waste Management

### Recycled Paper will Turn into Revenue

- e Establish an area for separating used paper from other waste materials, dispose unused documents with shredder and sell the waste. In the year 2020 our Company gathered scrap paper consisting of cardboard, shredded paper, monochrome paper and newspaper paper totalling 4,488 kilogram which was sold for 7,970 baht. This is considered using paper in a beneficial manner by completing a whole process throughout the period of use and finally going through a recycling process to be reused again.
- The use of paper in a most worthwhile manner is by reusing it as notepads, notebook instead of "post-it" and setting up a center where used calendars can be handed in. (More details on page 59)
- Using electronic channels instead of paper (Paperless) in every department, resulting in the number of papers used and the amount of paper orders for internal use being significantly reduced. The use of electronic channels instead of paper is an innovation that has won the 2017 ICC INNOVATION project contest.

- To reduce the impact on the environment from the use of information technology equipment, the company has examined the usage conditions according to the annual agenda, and sorted out devices that cannot be used, such as computers, printers, TV screens, lighting equipment, sent for distribution to factories that have e-waste recycling processes. In 2020 there were 104 kilograms sold at 5,790 baht.
- In 2020, the Company foresaw an increase in plastic
  waste consumption due to the COVID-19 situation.
  Therefore, established dedicated sorting bins. Allocating bins for foam and packaging, food waste, and for
  plastic bottles. Where various types of waste will be
  put through the decomposition process to be recycled
  according to the system. While the company plastic
  bottles have been sorted for distribution a total of 422
  kilograms for 2,063 baht.

### Waste management goals of 2021

The company has set up the SAVE THE WORLD project to cultivate employees' awareness to use resources properly, through various campaigns such as reducing energy consumption, reduce the use of consumables. Including waste sorting under the concept of 3Rs (Reduce, Reuse, Recycle) with the main goal of being an environmentally friendly business organization.



As a distributor of fashion and beauty products as well as leading consumer products in Thailand, the company is committed to research and develop innovative products and services with social responsibility, to increase efficiency and effectiveness for the organization and stakeholders. Thus, initiated The ICC Innovation Awards for the first time in 2016. In which the finalists will represent the company in the Sahapat Group's Innovation contest (Chairman Awards) which is held annually.

In 2020 to be in line with the communicable disease prevention policy in the situation of the COVID-19 epidemic. In regard to the abstention of crowded activities and keeping distance (Social Distancing), the company submitted 2019's 17 finalists from 11 parties to the Sahapat Group's Innovation Competition, Chairman Awards for the year 2020 (the 16th time), which is an online contest. And received awards as follows

### Sales & Marketing category

- Innovation, OUTSIDE IN MARKETING with 5 STEPS
   TO SUCCESS (1st Place)
- Innovation, P'Mee Honey Bear TO BE NUMBER 1 (Honorable mention)
- Innovation, Easy Order, Easy Smile choose the right size, choose your favorite color (Honorable mention)

### Services & Personality category

- Innovation, I.C.C. Broadcast on Mobile (1st Place)
- Innovation, MEETING ROOM RESERVATION (Honorable mention)

### System & Process category

- Innovation, ICC Finger Scan (Honorable mention)
- Innovation, Mass Product Management System / Nakhon Sawan Region (Honorable mention)







As a leading distributor in the country, in addition to driving sustainable business growth through our 7 Principles of Thought to Success, our mission towards the society is one that is always given priority and has been continuously emphasized. The company instills a sense of giving and volunteering in employees. The company continuously encourages activities that benefit the society, environment, and public.

### The Pracharat Project, Public-Private Collaborative Project: Excellent Model School



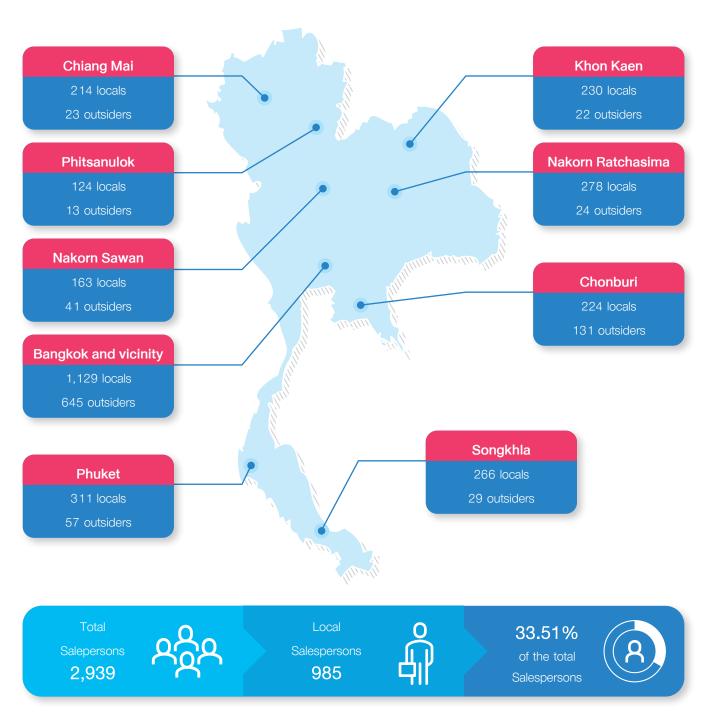
As announced by the government, a collaboration between the public-private sectors and civil society is built to drive changes and sustainable growth in the country. The company, therefore, is part of the team of the project "Excellent Model School." The company signed an MOU with the government and private, as well as the civil society from 2016 as part of the Public Private Collaborative project, E2: the area of increasing the competitive workforce.

On December 23, 2016, the company signed the MOU agreement with the Thonburi Commercial College to develop curriculum and knowledge of teachers and staff of the marketing department of the higher vocational program. The students of the first batch of this 2-year program have completed is accepting students in the 3rd generation to study I the same curriculum. A total of 8 people.

# **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

In order to carry on the idea of "Giving" in all dimensions and as a Company which runs a business comprising a full-scale of fashion and beauty products, we are determined to give something in return to the groups of people who are directly involved in our business, such as customers, trading partners, suppliers, staff and also those people who are indirectly linked to our business, such as society as a whole, the public and the private sectors, by means of various activities in order to pass on the idea of "Giving" from the inside of our organization to the outside.

### The State of Health and Good Living Conditions



• The Rajanagarindra Institute of Child Development (RICD) Wheelchair Project

Our Company gives financial aid to the Rajanagarindra Institute of Child Development, Department of Mental Health, Ministry of

Public Health, for the costs of transport of wheelchairs or other equipment for the disabled that have been donated by organizations domestically and Internationally. The project under the patronage of Her Royal Highness Princess Maha Chakri Sirindhorn commenced in the year 2011, and is still continuing at present.

In 2020 (January-September) 967,000 baht in aid were contributed to transport and labour costs in municipal areas to support charity work and deliver wheelchairs and equipment for the disabled according to plan totalling 2,700 cases.

ICC FAIR Food Center

In order to do something in return for the nearby communities, our Company gave neighboring stores the opportunity to jointly set up stores at the ICC FAIR, Food Court which was arranged at

the same time as the annual trade fair that offers special discounts at the ICC FAIR. The objective is to make things more convenient for our staff and customers, so they can enjoy tasty and clean food at a reasonable prices. And it is also for the purpose of promoting

restaurants serving main dishes and desserts, as well as beverage stores in the area of Yannawa District and nearby to make them better known. In 2020, the ICC Fair Food Court was set up and has now been in business continually for the seven year under the slogan of "Fresh and Enjoyably Tasty" with a total of 30 stores participating.

# Instilling Awareness of the Preservation of the Environment



### The Campaign for the Preservation of the Environment and Preservation of ICC

Has the purpose of reducing and stopping the use of non-returnable plastic bottles and plastic bags. An area has been prepared for separating used plastic bottles to be properly shredded. Another portion is sent away to be processed and made into thread for the production of shirts which is a part of ARROW Upcycling Collection products. This is a cooperation between companies of the Saha Group and PTT Global Chemical PLC (GC) undergoing the innovative process of Upcycling in order to reduce the problem of plastic bottles in Thailand, and also to increase the value of products by making one shirt from twelve 500 ml plastic bottles.



### World conservation project, no plastic bags from His & Her Shop

His & Her Shop recognizes the problem of plastic waste. Organized a World conservation project, no plastic bags from His & Her Shop and His & Her Plus Point. Just buy products in the store without receiving plastic bags to get more points. As well as earn extra points for members who bring their own cloth bags back to shop at the store. Saving both the environment and increasing points.



### Activity "Love Hornbill Day"

HORNBILL's love couple apparel products in collaboration with the Hornbill Research Foundation. The Faculty of Science, Mahidol University organized the 21st year "Love Hornbill Day", one of the main events that has been held annually since 2001 to raise money to support "Hornbill Research Foundation" as well as a medium for disseminating the work on the hornbill conservation of the Hornbill Research Foundation.

In 2020, HORNBILL's love couple apparel products participated in organizing the event. This includes organizing a "HORNBILL LOVER couple's T-shirt" pattern design contest project and distributing Limited Edition T-Shirts with Helmeted hornbill patterns to bring income to support the Hornbill Research Foundation.

# Promote Arts, Culture and Education

Due to the situation of the COVID-19 epidemic spreading widely in many provinces and is looking to become more severe. The company is aware of negligence, and in order not to spread new infections. In 2020, the company needed to delay assistance in several projects, in order to comply with the requirements of the Public Administration in Emergency Situations 2005 (No.15) on the topic of "Suspension of organizing group activities". In 2021, if the epidemic situation is coming to an end, the company will continue to support every project it has ever supported to ensure continuity.

### Projects to promote Arts, culture and education under the support of the company







### • Thai Classical Music Contest

Every year, our Company sponsors the Faculty of Music and Performing Arts, Burapha University by arranging a Thai Classical Music Contest for students in the eastern region to compete for a trophy, presented by Her Royal Highness Princess Maha Chakri Sirindhorn, with the objectives of conserving the arts and culture, encouraging the practice and carrying on the Thai classical music by promoting contests.

### • Thai Classical Music and Drama Project of Developing Art Appreciation among Juveniles to Carry on Thai Culture

Our Company has continuously provided scholarship to support the Faculty of Music and Drama of the Bunditpatanasilpa Institute of the Ministry of Culture for the purpose of setting up the "Thai Music and Drama Project of Developing Art Appreciation among Juveniles to carry on Thai Culture" continued every year, and together with 11 companies of the Saha Group. The objectives are to develop an awareness of the value of the arts and culture regarding Thai classical dancing and music among the youth, and give them the opportunity to learn and implant an understanding and love of Thai arts and culture during summer schools through learning Thai Classical dancing and music with qualified experts free of charge. They can also bring their achievement in the project to practice further to advance their learning and to become their special ability that can be used to further their studies and carrying out a profession.





# Promotion of the Creation of Self-esteem

The company is committed to delivering happiness and beauty to employees in the organization, especially the sales employees. We therefore organize beauty training to develop personality from the inside out. To make employees realize the value of their own beauty, and linking the benefits to consumers through various activities as per the company's motto

### "We create happiness and beauty for all"



 BSC COSMETOLOGY cosmetics are part of the confidence making in adding lively colors to the face.
 By joining as the main makeup sponsor for, Miss Universe Thailand 2020 contestants, as well as organizing a makeup workshop activity continuously every year.



• ARTY PROFESSIONAL by BSC organizes makeup techniques training for the contestants of "Thai Super Model Contest 2020", in Natural Look style by using ARTY PROFESSIONAL X SNOOPY special collection products while learning makeup techniques directly from makeup experts, to strengthen the confidence of the contestants, in addition to becoming the main makeup sponsor for the contestants throughout the contest.



• BSC STREAMLINE strengthens confidence in the appearance of beautiful women on the stage of Miss Universe Thailand 2020 by working together with the contest organizers. To prepare swimwear according to the concept of Real You Real Universe, which matches the concept of UNIQUELY YOU by BSC STREAMLINE that encourages every woman to be able to wear a swimsuit with confidence, regardless of age, shape and skin color, they can all be beautiful in their own way.

## **Sharing for Charity**



#### · ARROW shares anti-COVID-19 masks.

ARROW apparel products take part in sharing cloth masks to fight against COVID-19, under the concept #WeWillBeSafeTogether to the Thai Red Cross Society to be sent to the Surin Red Cross Office. In addition, it also goes to the area for social activities. Sharing cloth masks to places such as the Thanyaburi Center for the Protection of the Homeless Women-Men, and Baan Nokkamin Foundation.



#### Enfant delivers diapers to the nursing homes.

Enfant Maternal and Child Products (Enfant) upholds the commitment to "benefit society" by delivering disposable diapers to three nursing homes, namely Rangsit Babies' Home, donated products valued at 124,250 baht. At Pakkred Babies' Home, donate products valued at 243,180 baht. And Phayathai Babies' Home, offered products valued at 147,800 baht. Total value of Enfant diapers delivered in this mission, total 515,230 baht.



#### · Calendars for the Blind

Corporate Affairs & Public Relation Section, Company Administration Division acts as a go-between by accepting used calendars brought by internal staff and staff from affiliated companies to donate to interested organizations. In the year 2019, outdated calendars were handed over to the Educational Technology Center for the Blind, Nonthaburi Province, headed by the Foundation for the Blind in Thailand under the Royal Patronage of H.M. the Queen. Some of those calendars are reused by the blind as notebooks to keep records while the other portion is sold to generate income for the Center to buy necessary equipment for the purpose of maintaining other public utilities.

# ∴ Performance Summary ...

ICC International (Public) Company Limited, places great emphasis on the continuous organization development approach, with the concept always on creating "Good People, Good Products, Good Society", therefore, even in 2020, where the business sector has to adjust rapidly in response to the global economic crisis due to the COVID-19 epidemic situation, the company continues to strive to develop sustainability for the organization, by creating good people in the organization, creating innovative products and good services, and contributing to society continuously along with adjusting operation methods to be in-line with the global situation, but still under the principles of good corporate governance, morality, ethics and responsibility to all groups of stakeholders, so that the company can maintain strength and continue to develop sustainably.



### **Economy, Society, Environment**

Firmly step into the future

By developing products and distribution channels that are relevant to customer needs

Promote product development and marketing activities that benefit society and the environment.



### Good people

Strengthen
good people,
develop talented
people, continue
to "Give" in all
dimensions.



### **Good product**

Promote
the creation of
innovative products
and services
Respond to
customer needs,
both in products
and distribution
channels.



### **Good society**

Arrange activities
that promote ethics
and morality
in the organization.
Create innovative
marketing activities
that benefit society.

### **Stakeholders**

Clearly define groups and procedures for the stakeholders

Establish communication channels between the company and stakeholders

No complaints appeared.

### Indicators based on guidelines of international sustainable development report.

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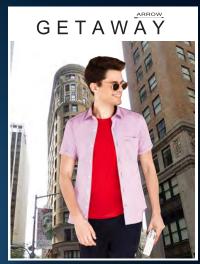
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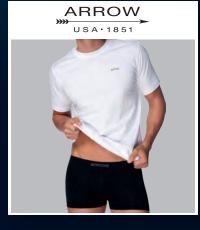
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