

I.C.C. International Public Company Limited

### SUSTAINABILITY REPORT

Good People • Good Products • Good Society

ENFANT

ANNIVERSARY

WE MAKE PEOPLE HAPPY AND BEAUTIFUL

ICC International PCL is determined to manage products and human resources concerned with economic, social and environmental issues under a policy of social responsibility for sustainable development under 3 pillars:

# Good people, good products, good society



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# Message from Executive Chairman

Sustainable development and growth by creating innovative products and services Including responsibility to stakeholders

> Over 57 years of business operations, I.C.C. International Public Company Limited. Has always operated business under the principles of good corporate governance and responsibility to stakeholders and remained committed to creating good people, good products, good society, in order to lead the business towards a stable and sustainable future

> In 2021, the world is still experiencing economic crisis as a result of the Covid -19 epidemic, including our country. Business sectors are facing problems all over the world. I.C.C. International

> > Public Company Limited is also facing problems. However, with the cooperation and fighting spirit of management and staff together, we improve and develop the way of thinking, and the approach to work fast all the time, which enable us to overcome various obstacles well until the present. Even if the business is unable to grow to the fullest extent according to the specified mission, we are still able to stand up well in the midst of the severely volatile economic crisis.

I.C.C. International Public Company Limited still believes that we will stand and develop the organization sustainably because our organization consists of good people, who strive to create good products and services and taking into account the stakeholders, including society, environment and nation Along with focusing on business goals. Therefore, "good people, good products, good society" is the policy of sustainable development of the organization continuously and forever.

> Mr.Thamarat Chokwatana Executive Chairman



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.

# • About the Company.•





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

- 1. Cosmetics and perfume products 2. Men's wear
- Baby products

- 3. Women's wear
  - 6. Sportswear

7. Household products

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# .· Vision, Mission .·

As the leaders of business operations, the Board of Directors and management have operated the business under a plan, vision, mission, values and strategies which have been set, and to operate the business consistent with market competition with a common destination.

From 2019 to 2021, the Board of Directors and management have reviewed and specified vision, mission, values and strategies to be a business plan for a three year period, starting in 2019 to 2021. The company has completed some parts of this and under some headings; the company has targets to continue operations. Therefore, the board of directors and management have re-reviewed and specified vision, mission, values and strategies with a plan for business operations during the three year period from 2022 to 2024.

### 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.

2 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 channelsthat can serve lifestyles and demands of each group of customers.

Enhance managerial performance and competenceby integrating state-of-the-art technology throughoutthe company and our supply chain.

5 Detemine to develop the company in compliance 5 with the Good Governance principle for the continuous growth.

### ปี 2565-2567

#### Vision :

We aim to be a Thai national company with sustainable management for growth and development through our innovation products and good services in continually delivering happy, beauty and satisfactory experiences to customers.

### Mission :

To develop new models of business operation in all dimensions in response to the market and consumer changes.

To develop and create innovation of high quality products to satisfy the requirements, happiness and beauty of customers.

To develop many up-to-date varieties of distribution channels to suit the change in lifestyles and behaviors of consumers in each group.

To continually enhance ability and efficiency of personnel in terms of their attitude, thinking system and duties performance with honesty and ethics.

To upgrade our organization under the corporate governance, code of ethics and policy with responsibility for the society and environments in order to lead to sustainable growth and development.

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# .· Values .·

### ustomer Focus

focus on requirements and satisfactions of customers.

### onesty

maintain honesty and transparency of work performance.

### daptabillty

timely adapt and upgrade to suit the circumstances.

### ew Creation

strive for creating innovative products, markets and services.

### oal

closely cooperate in achieving the same goal.

### fficiency

encourage the efficiency of work.

### peed

ensure speed of the effectiveness of work.



# Strategies

In order to achieve the goals set under the preceding vision and missions, we have formulated the following strategies aiming at the sustainable development:

> The strategy for efficient management and effective performance either short-term, medium-term or long-term, designation of personnel suiting their duties including solutions to the root cause to facilitate new work procedures which become more efficient.

The strategy for upgrading processes to acquire the products and services that are more accurate for the distinctive presentation of products corresponding with the requirements of consumers in every group and suitable to each distribution channel.

The strategy for continually developing modern skill, knowledge and expertise for personnel to be ready to successfully handle the change in markets and distribution channels.

The strategy for deployment of the information technology to enhance speed and accuracy in activities performance including data and information management within the Company and connecting with the business partners or business alliances.

## .· ICC safe from COVID .·

### "We will be safe from COVID-19 together"

Since 2020, the company has faced many challenges, some of which are from the impacts of the COVID-19 pandemic, which caused the company's business to be interrupted. However, from the mission of "giving", to which the company adheres, we remain determined to cooperate with various bodies through programs to assist society and give priority to employees and suppliers with preventative and protective measures to cope with the COVID-19 pandemic, as follows:



#### Looking after employees

A special task force was set up, "COVID-COM", as a hub for information, meetings and periodic reports for employees, while employees deemed to be at risk were allowed to work from home, by preparing IT technology, and VPN equipment. There was also an HR application to provide convenience in recording work hours.

#### Looking after society and communities

The company partnered with state and private bodies to donate supplies to alleviate difficulties from the COVID-19 pandemic situation as well as health checks for sales teams nationwide, and established measures for safety in providing service at retail outlets.

### Looking after Business Partner and stakeholders

Preventative measures were put in place to look after business partner and stakeholders, such as reducing travel by making meetings online, and in cases where travel was necessary, the company organized screening points to measure temperature at company entrances, and special areas set aside specifically for contact.

### Developing medical products and innovations

The company redesigned its product lines with an emphasis on products which could protect and contain the COVID-19 pandemic, including promoting various brands to issue products considering the needs of consumers during the pandemic situation.

# Overview of the business.

Detailed numbers indicate the efficiency of ICC International PCL's operations in 2021

Good corporate governance

- No cases of corruption
- No violations of the law, or relevant company regulations
- Implementation of gift policy for every festival
- Extended membership and participation in CAC



### **Business growth**

Details appear in the One Report for 2021

2021 total revenues (annual)



(January 2020-to December 2021, a 12-month period)



Proportion of revenue from Thailand

0.44%

proportion of revenue from overseas

### Compared to 2020

### 2020

total revenues (annual)

### 8,299 MB

(January 2020 to December 2020, a 12-month period)



Proportion of revenue from Thailand

0.43%

proportion of revenue from overseas



### Looking after stakeholders

- Total personnel **3,634** (sales people 2,417, office staff 1,217)
- New suppliers **66.45%**
- No work-related fatalities
- Employee satisfaction score (not measured due to COVID-19)

### Looking after the environment



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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. (See more details at pages 29) 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 2021, important stages in development were as follows:

### Continuing Innovation to Create "Capable People"



Concept 1

### 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 establishing training programs through various online channels to develop talented employees to be more competent. (See more details at pages 53-55)

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

# Concept 2

### • Changing the format of the Saha Group Fair from offline to online for the 2nd year

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.sahagrouponline.com. to distribute more than 20,000 consumer products through leading platforms.



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### Adapt the platform to the behavior Committed to expanding customer base online

Modify the format taking into account behavior And customer preferences are the main. The company has rebranded eThailandBest to the website www.iccshopping.com with the slogan "Authentic, Famous brand, Best price" online shopping mall. that collects great promotions from well-known brands in the Saha Group various categories in a simple way Just at your fingertips click You can shop comfortably 24 hours a day, meeting all needs.

### Continuing Innovation as a "Good Society"

# **Concept 3**

### 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.

# . Awards of Honors .

Affirmed its leading in cosmetics and beauty products by awards from various organizations Best Brow Liner by ELLE BEAUTY STAR AWARDS Affirmed its leading in the category of maternity and child products by awards from various organizations Best Mosquito Repellent for Kids by AMARIN BABY & KIDS AWARDS 2021

Mosquito Repellent Lotion ENFANT Organic Bye
Bye Mozzie Lotion





BSC Eyebrow Pencil

2021



# $\cdot$ About the report $\cdot$

This Sustainability Report was generated to declare the operating results of I.C.C. International Public Company for the fiscal year of 2021. (January 1-December 31, 2021). 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 8 consecutive years, since 2014 with reference to Global Re-



porting 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 2021 reveals the company's business operations, and distribution of consumable goods in all business units under the company's umbrella and 8 business partners across the country. They are as follows:



For further questions or suggestions, kindly contact:

Corporate Public Relations Affairs, Company Administration Division, I.C.C. International Public Company Limited, with office address at 530 Soi Sathupradit 58, Bangpongpang Sub-district, Yannawa District, Bangkok 10120 Telephone Number: 0-2293-9000 Email address: pr@icc.co.th ICC International PCL is committed to sustainable development and has determined operations covering economic, social and environmental aspects under

# sustainable development.



# $\cdot$ Sustainable Growth Direction $\cdot$

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

### Sustainable Growth 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.



Good Products

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



### Strategies for Sustainability

Sustainability Goals

tiveness, and security as well as sustainable growth.



- 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 stake-holders equally and fairly.

- 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, effec-

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# .·Corporate Governance Structure.·

The Company strives for sustainable development in all dimensions by assigning duties and responsibilities based on the corporate organizational structure of December 31, 2021 which is publicized on the company website http://www.icc.co.th



# 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).



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### Generating main issues in the report

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

### Identifying the issues

Review and identify the issues from the information provided by all stakeholders, internally and externally through projects and activities throughout the year.

### Inside the company

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

### Outside the company

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



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### 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.





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### . Sustainable Development Goals (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

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The 17 SDGs are divided into five groups comprising:

**Group 1:** People or social groups and their livings

Group 2 : Prosperity, concerning economy and wealth

- Group 3 : Planet, or natural resources and the environment
- Group 4 : Peace
- Group 5 : Partnership, including development partnerships



### Table: Consistent with Sustainable Development Goals of the United Nations

Main issue concerning sustainability									(	GOAI	_							
(Good People : Good Products : Good Society)			2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
	Corporate Good Governance			*	*						*	*	*				*	
	Anti-Corruption																	*
nic	Business operation and integrity					*					*						*	*
Economic	Duties and Responsibilities towards consumers			*					*	*			*			*		*
ш	Research and Development for sustainability		*						*	*		*	*				*	*
	Supply Chain Management		*	*					*			*						*
	ICC on COVID-19			*													*	
	Fostering personal ethics and morality				*	*				*								
	Guidelines for work force management and human rights				*	*	*		*	*	*	*						
	Safety and Hygiene			*													*	
Social	Development for better quality of life and environment in community	*	*			*					*	*	*			*		
S	Provision of education opportunity for youth			*	*													
	Development of local business partner	*	*						*		*							
	Networking with other government agencies	*	*		*	*					*	*				*		
	Preservation of local traditions and values	*	*		*					*						*	*	
	-				*													
ental	Rules and regulations regarding environmental aspects						*					*	*	*	*	*		*
Environmental	Water source management	*	*				*					*	*	*		*		
Envii	Energy conservation and global warming problem							*				*	*	*	*	*		

# 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.

### Expectations

- Appropriate remuneration and welfare
- Plans for skills training and development
- · Equal rights and opportunities for advancement

Employees

Customers

- · 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.

#### Expectations

Gain high and continuous returns for their investment

**Shareholders** 

- 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

### 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

• 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.

Loan payable

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

#### Expectations

• Full disclosure of information in a timely manner. Participation/ Communication Channels

Mass media

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

#### 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

### Ê

### Expectations

• Able to comply with conditions and agreements of the contracts by making bank transfer via BAHTNET 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.



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# **Research and development** for sustainability

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 Saha Group's Innovation contest (Chairman Awards) which is held annually.

In 2021, the company has organization an ICC innovation Awards in the form of online. And was submitted to the Saha Group's Innovation Competition, Chairman Awards for the year 2021 (the 17th time), amounting to 7 works and received the following awards:

### Sales & Marketing category

- Innovation, Million Beauty Bar (Honorable mention)
- System & Process category
  - Innovation, Process Development, Expense and Payable Entry as Electronic data To ERP (Honorable mention)
  - Innovation, ICC Dashboard / Nakhon Sawan Region (Honorable mention)





### **Operations in 2021**

In 2021, the company, as the originator of a competition of innovations in the Saha Group, hosted a website at www.sahainnovation.icc.co.th with the purpose of compiling information concerned with innovation in the Saha Group, and including many kinds of knowledge beneficial to preparing information for the contest, for group employees and the general public.

#### Goals

In 2022, the company is committed to update the website www.sahainnovation.icc.co.th to keep up with advances in technology, and to develop systems to have the potential for company employees and the general public to access information conveniently and safely, and for the benefit of future innovation.

# . Product innovation .

### Arrow Fresh Shirt, Anti-Bac from ARROW

Menswear brand Arrow, provides a product which meets work challenges and the COVID-19 pandemic, by innovating fibers used in the shirts' manufacture as follows:



Anti-Bacteria

sweat



Quick Dry, with no dampness



Moisture Management



Anti-UV protection from both sunlight and artificial light

Anti-Odor, and particularly



Permanent Feature, durability, and remaining in good condition throughout product life

X

Environmentally Friendly

### **Enfant Innovation for Baby**

For caregivers and children, "Enfant" has surveyed and researched children's anatomy around the country every five years, to apply the data in product design and developing patterns for apparel keeping pace with children's development, as well as developing dyes and prints such as the non-Azo dye innovation which is non-carcinogenic and will not run with moisture.

### BSC STERITECH: Natural sterilization innovation

"BSC STERITECH" is a system producing electrolytes, that is, an innovative and efficient solvent to sterilize surfaces with 100% natural materials, not containing chemicals or preservatives, and gentle to the skin. It can be used for many kinds of cleaning, including washing fruit and vegetables to reduce cancer, or as a spray to capture particulates and reduce odor.

### PURE CARE BSC Vegan Series

The company, as the manufacturer of PURE CARE BSC, has showcased the potential of health products at exhibitions of medical and health innovation. It is the first time brand to innovate vegan cosmetics which contain no animal products, and which have not been tested on animals, while they have been clinically tested that they do not produce allergy or irritation. 27

# Sustainable development in the economic dimension

The company is determined to create a competitive edge by development of employees to be **"Capable People"** while creating value for customers with many brands to meet customers' needs in every way. This is done by developing a Business Network with suppliers and customers through many channels, as well as transforming systems and work processes to increase efficiency and effectiveness sustainably.



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# The 7 Principles of Thought

In Accordance with the corporate vision and mission, has prescribed 7 Principles of Thought for all executive and employees in the organization to adhere to as guidelines for common practice.

### • Fight for Glory

Enhance fighting spirit among employees which shall start from one's self and become role models for others in achieving their goal and winning in business competition by using strategic planning along with consistent follow-up and being open-minded for any improvement and adjustment.

### • Think positive

Place emphasis on the ideal of positive thinking among employees to instill confidence that they can surely succeed and achieve their goal by always thinking of achieving success without condition.

### • Discipline

Build up working discipline including in communication and operation, with honesty, integrity and loyalty to the organization as well as consistent follow up and improvement of work performance.

### • Faith

Promote self-motivation among employees to make

them confident of their capability to achieve their goals and be good to themselves and others, as well as creating good faith towards their managers, colleagues, subordinates, the Company and the country in order that employees shall take pride, be confident and committed to their work.

### Readiness

Undertake personnel development to promote awareness in providing rapid customer services, courage to be decisive and proactive based on respect for customers with full responsibility as the Company's employees.

### • Integrity

Cultivate values of honesty and fairness among employees so that they may apply these values to themselves, other people, the Company, society and also the nation in both open and hidden places.

### Unity

Promote unity among employees by enhancing good cooperation and solidarity in striving to achieve the corporate goal.



## **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.

4. Dissemination of this information through the company's website www.icc.co.th, under the Column: Corporate Governance and Anti-Corruption Policies.



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# **Risk management**

The company sees the importance of risk management in the organization and has thus appointed a risk management committee with a focus on increasing the efficiency and effectiveness of risk management at the operational level. Risk is evaluated in the stages of Operational Risk, IT Risk, Fraud Risk and Corruption Risk, specifying operational methods, monitoring and tools as follows:



In 2021, despite the COVID-19 pandemic situation, the risk management committee remained focused on conducting its operations to achieve the objectives which had been set out, for personnel in the company to comply and reduce various risks effectively.

(\*More Details: 56-1 One Report 2021, I.C.C. International PLC.)

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# Framework and policy for internal management under ESG framework

The company has determined frameworks and policies to implement sustainable development by considering the expectations of various groups of stakeholders, wow complying with the principles of Economic Social and Governance (ESG) covering the three dimensions of the economy, society and the environment, specifying operational policy for each dimension as follows:

### • Economic dimension

Focus on creating competitive advantage by developing employees into "Capable People" together with creating value for customers with a diverse range of "Good Products" to meet customers' needs in every way, as well as developing a Business Network with suppliers and customers and transforming work systems for greater efficiency and effectiveness.

Social dimension

Focused on developing the potential and skills of employees as well as wider society to be ready in terms of knowledge and capabilities, while instilling consciousness of "Giving" on the basis of "Good People" to drive society with quality sustainably. Environmental dimension
 Focus on being an organization

that is friendly to the environment by managing energy, water and waste efficiently, coupled with instilling employees, suppliers and customers to be conscious of environmental conservation.

## Sustainable procurement policy

The company has specified procurement policy to be fair, transparent and traceable for sustainability. This includes promoting and supporting procurement from suppliers who are responsible to society and who considered their impacts on the environment as well as having good corporate governance. This is for the company and its suppliers to grow with sustainable potential.

In 2021, the company developed management formats and established reference prices for procurement for efficient cost saving, and to support the Request for Quotation (RFQ) system, which uses the reference prices for their procurement of product divided into groups of suppliers as follows:

### Hiring group:

- Construction work
- Display work
- Installation of electronic

screens such as LED

### Purchasing group:

- Gifts and premiums
- Printing
- Electrical appliances
- Sales displays
- Office equipment





In 2021, the company had a total of 253 suppliers, of which 101, or 66.45% were new suppliers



In 2021, the company saved costs of 2,074,304.27 baht, of which 2,074,304.27 was from the hiring group and 1,147,801.07 was from the purchasing group



### 2022 Goals

The company considers sustainability in every dimension, including screening suppliers. Therefore there is a plan to establish a Supplier Visit team to conduct an ESG Audit to verify and evaluate the supplier's operations. This would visit suppliers in the purchasing group once per week and suppliers in the hiring group twice per week. 33

# ICC and COVID-19

From the start of 2020 to the present, Thailand has been dealing with the COVID-19 pandemic, and including the company which remains on high alert. To build confidence in business operations for the stakeholders, the company has issued preventative and safety measures as well as operations for the livings of employees, suppliers and the network, including the common establishment of special programs of assistance which are of benefit to society, as an important force in preventing and containing the spread of COVID-19.

Since 2020, the company has implemented precautionary and protective measures, whose establishment has been controlled by the Centre for COVID-19 Situation Administration (CCSA), selecting only those measures essential according to medical and public health advice as follows:

# Measures preparing the company to deal with the COVID-19 pandemic

### Employees

The company has had the highest concern for employees, and has therefore joined proactive programs among groups of employees and users of business premises in the Greater Bangkok area conducted by the Hygiene Office of the Ministry of Public Health, testing for employees' infection with free RT-PCR tests.

Sales people in upcountry areas have also been tested for infection. The company is confident that these measures helped to create confidence among customers using the service, and confidence of employees in the safety of both Head Office and every sales office of every brand in every department store nationwide.


#### **Prevention at Head Office**

The company also implements safety measures for employees, suppliers and third parties making contact to prevent and contain the spread of COVID-19 such as:

• Placing bottles of alcohol gel at various points around the company and ensuring that housekeepers maintain cleanliness of risk areas with disinfectant all day.

• Arranging employees to take temperatures and attach stickers to people accessing the building at the front door, all day and on holidays.

• Requesting the cooperation of employees to wear face masks before entering the building, and throughout the time they are carrying out their duties.



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 Organizing a timetable to use the canteen and use meeting rooms according to the principles of social distancing, as well as supporting employees to use technology for online meetings such as Zoom and Microsoft Teams.

• Staff at risk and in vulnerable groups are allowed to stop working for self-isolation, with those days off not counted towards salary or annual bonus.

• Promoting employees to get vaccinated against COVID-19 with at least two doses for those insured under Section 33 at Bangkok Area 11 Social Security Office, by organizing the schedule, venue and transportation.

#### For business operations

• The company has prepared readiness and measures for business continuity, including control of unnecessary costs such as refreshing stores and opening new stores. The company is also focused on selling products through online channels on the company's own platforms such as www.iccshopping.com , and partners such as Lazada, Shopee and JD Central, etc. The company has also supported employees in every department of the company to be sellers, to increase income for themselves and the company.



#### Assisting society and communities

The company is focused on employees being givers under the concept of the five kinds of "giving" (for more details see page 49), and has implemented many programs to alleviate the suffering of the victims of the COVID-19 situation as follows:



• ICC joined the fight against COVID-19 by donating BSC Honie V alcohol gel to the Thai Red Cross, hospitals and public health stations, to relieve problems of shortages in remote areas, worth over 8,428,407 baht.



 BSC Cosmetology supported vaccination: Just show proof of vaccination to receive
BSC Honie V alcohol gel and discounts on product purchases.



• Arty Professional cosmetics teamed up with Serm Thai Complex to donate 400 items of alcohol gel to Suthavej Hospital of the Faculty of Medicine at Mahasarakham University, to protect, screen and treat COVID-19 patients.

#### Product development and innovation

The company would like its employees, suppliers and customers to be aware of protecting themselves from COVID-19, and has thus changed the format of product launches by developing product innovations to give products the property of protecting and stopping bacteria, such as face masks, washing powder and many other items. Publicity materials have also been produced to drive home the message of being careful and distant from COVID-19 under the slogan, "We will be safe from COVID-19 together".



# 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 27), and also support our employees to submit their innovation works to compete in other events.

# **Responsibility to Consumers**

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

- 1. We sell products and offer services which are environmentally friendly and safe for customers.
- 2. We are determined to develop products and services as well as create value-added products and services to meet customers' needs. We also provide honest and necessary information without holding back, or distort any fact or information.
- 3. We conduct business with honesty and fairness without violating our customers' right. We will not

reveal customers' information for the benefit of the company or others.

- 4. We do not take bribes or agree to bribery in any forms both directly and indirectly.
- 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.

In 2021, there were <u>no</u> customer complaints about products and services. In 2022, the company will continue to create service standards to generate maximum satisfaction for customers, both while using the product and after the sale, with the hope that there will be no complaints of any kind.

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# Giving priority to customer satisfaction with the service received from sales employees

As well as disclosing financial information, the company also gives priority to non-financial operations, by giving priority to creating satisfaction with customer service. It is considered that creating satisfaction among service users is a key strategy for competition. The company therefore emphasizes "sales employees" providing service to customers strictly according to service standards at point of sale.

The company has specified standards of satisfaction for customers with service provided by sales employees at a level of 80% plus (calculated as by proportion of counters for each brand). In one year the company surveyed satisfaction among 2,000 customers with the service provided by salespeople. (Minimum 15/brand counter)

# <image>

#### 2022 Goals

The company will continue to review quality management systems to determine plans to improve and develop service standards to be more efficient, sustainable and concrete.



# **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

# . · · Value Chain . · ·

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

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#### **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 longterm 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 2022

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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.

# **Cyber Security Operations**

The Company has compiled, used and disclosed the personal data of customers, partners and employees, as well as stakeholders and associated parties, with appropriate respect and in compliance with the legal principles of the security of personal data under the Personal Data Protection Act B.E. 2562 (2019). The Company has issued the following strictly enforced data security practices:

#### Internal bodies and personnel

Established a responsible internal body to determine policies and measures for cyber-security, and a task force to monitor risk and keep watch, of which the Company will review the policy at least once a year or in the case of amendments to the law.

#### **Operating procedures**

Establish the objectives for collecting and/or using personal data, to focus on operational benefits under the legal framework and with due caution, under appropriate security standards.



#### Stipulate measures on disclosing personal data

Determination to comply with the law and implement personal data protection measures deemed necessary and appropriate for confidentiality standards.



#### Data storage time limits

The Company will store data for as long as necessary to execute business according to the objectives, or for a period not exceeding 10 years. In the event of a dispute it will destroy/delete such data when it is no longer necessary, or the storage period has expired.

#### Security measures

The Company has implemented security measures for personal data as appropriate, which are strictly enforced and regularly reviewed as follows:

• Technical measures such as access credentials and passwords (Secure Sockets Layer/SSL) and network device security.

• Organizational Measures such as setting data security policies, confidentiality, establishing access rights, and stipulating guidelines, regulations and risk management evaluation.

#### Setting access rights

The Company requires employees and personnel to comply with the Personal Data Protection Act and be aware of security, and not to use data for other purposes or to cause damage to the Company.

The rights of the data subject are legal rights, and the data subject can request to exercise rights under the requirements of the law, such as rights to withdraw consent, rights to request access, amendment, suspension, deletion or transfer, and rights to file a complaint objecting to the disclosure or use of personal data.

#### **Penalties**

The Company has determined penalties for those who violate personal data policies and practices, who will be subject to disciplinary action in accordance with the Company's regulations without compromise, and further legal proceedings may be considered, in the event that such offences cause damage to the Company and/or any other party.

#### Personal data breach

As soon as the Company has received notification or become aware of the breach, the Company will notify the Office of the Personal Data Protection Commission within 72 hours. In the event that the breach is a high risk, the Company will report the violation and appropriate remedies thereof to the data subject without delay.

#### **Controller of Personal Data Details**

All queries about the Company's cyber-security policies should be addressed to: Human Resources Department, I.C.C International Public Company Limited, 530 Soi Sathupradit 58 Alley, Yaek 5, Bang Phongphang Sub-district, Yannawa District, Bangkok Metropolis 10120, Tel: 0-2826-7988, E-mail: service@iccshopping.com.

# Sustainable development in the social dimension

"Giving" is the basis is the basis of being a "Good People". Therefore, the company is committed to cultivating employee consciousness. With the concept of the five forms of "Giving" the business philosophy that the company adhered to for a long time.





You can scan this QR Code to watch the Royal documentary

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# GIVING

The company, as a leading distributor of fashion and beauty products In addition to operating in driving the business to achieve sustainable growth with the 7 principles of Thought as a guideline to achieve the goal. Carrying out social mission is one of the things that the company. Pay attention and not overlook as well as being committed to continually supporting as well as encouraging personnel within the organization to have a consciousness of being a "Giver" as a volunteer by being an important force in helping and initiated activities that benefit the community environmental society and public interest on a regular basis.

In 2021, 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.



## DR.BOONKIET CHOKWATANA



## **Occupational Health and Safety**

The Company recognizes employee safety as a driving force for business, so the Company cares strictly about employee health and focuses on occupational health and employee safety by establishing occupational health and safety policies with the following objectives:

1. Monitor and survey the spread of infectious diseases and especially COVID-19, which has been epidemic since 2020.

2. Compile, monitor and analyze business performance under changes that may arise from imperfect bio-safety.

3. Collaborate with the public and private sectors to promote the health and well-being of employees in the organization and the general public.

### Occupational Health and Safety Management Guidelines in the COVID-19 pandemic

#### Premises

1. Increase safety in cleaning frequently touched surfaces with alcohol and disinfectant.

2. Extra-specially increased maintenance of air conditioning, air filtration and disinfection systems, over and above normal conditions.

3. Additional spraying of antiseptic when cleaning meeting rooms before every meeting.

4. Provide hand gel at the entrances and exits of office buildings and other crowded areas.

#### Good practice

1. Consider deferring or cancelling both international and domestic work-related travel, and to areas of COVID-19 infection.

2. If you need to entertain or contact customers, partners from countries or areas where the COVID-19 pandemic occurred. Such customer-partner must be notified. Know and understand the company's practices.

3. Establish guidelines for screening participants of the company's events by providing screening points to measure body temperature, as well as requesting certification results, vaccination or screening (ATK. Or RT-PCR)

4. Refrain from catering activities or snacks.

5. Set up mask service points and ATK check-up kits for employees at the Company's Infirmary or at the Welfare Department, Human Resources Management Department, Corporate Office Department

#### Personal Hygiene

1. Promoted understanding of best practices to prevent COVID-19 for employees by putting up posters at various points and publicity materials such as computer wallpaper, noticeboards and Line@.

- 2. Campaign for employees to wash their hands with alcohol gel.
- 3. Requirement and campaign for employees to wear face masks at all times.

4. Employees with fever, cough, sore throat, must notify their supervisors to consult a doctor, take leave and follow medical advice until they recover.

## **COVID-19 Risk-reduction Measures**



#### **Staff Shuttle**

- Disinfecting the interior of the vehicle every time, before and after use.
- Wear a face mask throughout the journey.
- No eating and drinking on board.

#### **Passenger Lift**

- Social distancing inside the lift, to carry no more than 4 people per journey.
- Automatic alcohol dispenser in front of all lift doors.

#### Work desk

- Socially-spaced seating.
- Partitions between desks and in departments with frequent contact, such as information counters, accounting departments, and photocopying rooms.

#### Canteen

- One person per table.
- Lunch breaks scheduled to reduce congestion

#### Space for outside individuals

- · Defined waiting area for outsiders
- Pick-up and drop-off points for parcels. Installed UV sterilizers.



# Other occupational health and safety management guidelines

#### • Fire Drill

In 2022, 1,028 out of 1,028 employees scored the maximum 20 points (100%) on the "Fire Prevention and Evacuation" course and e-learning test

#### • Driving

As in 2021, the Company has no policy to hire any new drivers, and has implemented social distancing measures due to the COVID-19 pandemic; the Company has suspended the driving safety course. "Drive safely, use the vehicle correctly". If the situation returns to normal in 2023, the courses will resume.

## **Personnel Management and Development**

## "Employees" The key driver of organizational success

The Company is committed to developing "employees" to realise their potential for excellence in every way, not just with the knowledge and skills required for work, but an awareness of values and striving to be a sustainable "giver" in every aspect by determining policies for systematic workforce development at all levels, from staffing, orientation, internal-external training and performance evaluation to measure productivity to the Company's standards.





Human Resource Development Training Statistics

	2019		2020		2021	
	Hour	Total Number	Hour	Total Number	Hour	Total Number
Employee	818	3,109	55	1,149	316	2,192
Beginning Management	60	242	59	292	72	315
Middle Management	44	157	63	140	21	182
Top Management	24	31	32	86	21	39
		:		:		:

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 "Allăosou (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 2,724 people. There are a total of 71 episodes of the broadcast under the channel "ดูแล้วรวย (Watch to get Rich)".

#### Goals in 2022

The ICC Enter "train" ment project will be developed as a channel for online training for sales staff in terms of sales, services, product knowledge. And used as a channel to connect the training with the ICC e-learning training system, which is the company's one training.

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# **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.

# **Training Programs in Other Areas**

Despite the COVID-19 pandemic, employee training remains essential. For human resources development, the Head Office has organized training and development in the New Normal for employees with social distancing measures, and the adoption of various apps including up-skilling and re-skilling courses as follows:



• Orientation courses for new sales recruits, training both new salespeople in Bangkok and providing Zoom training to salespeople in the provinces.



• Online sales course with ICCSHOPPING trains employees to understand the process of making sales posts online.



• Personality & Character for Live course trains office staff to close Live-Streaming sales online.



• Course on compelling Live sales techniques (for salespeople), to train salespeople and get salespeople to practice Live selling products on Facebook channels, which is then put into practice at the point of sale.

# 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.



# Raise Corporate Royalty with Remuneration Policies

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



(\*More Details: 56-1 One Report 2021, I.C.C. International PLC.)



In 2018, the public relations department of the Head Office set up the "THE VOICE, Because Every Voice Matters" program for employees to express their opinions and suggestions, sending complaints or praise by scanning a QR Code. All messages are confidential in the interest of the informant, and will not be neglected if they will benefit the organization's development.

In 2021, the Company had a total of 3,634 employees comprising 2,417 salespeople and 1,217 office staff. Among all personnel, <u>no complaints were</u> <u>found</u> affecting the Company's operations.

# 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.

Veer	Extended On Contract	Number of Retired Employees who Continue			
Year	Extended On Contract	Total	Percentage		
2019	59	25	42.37		
2020	33	10	30.30		
2021	65	28	43.08		

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

#### Bringing Happiness to All Generations and Stages of Llife.

In 2020, the Company saw the opportunity to access the economy of seniors or Silver Economy by producing the food supplement product "Collagee 5", addressing the five main problems of older people: bones, joints, eyesight, skin, hair and nails, under the brand BSC HAPPY AGE.

In addition to developing increasing products for older customers, there are now products tailored for the health needs of every generation as follows:

- Betacan3 autoimmune vitamin supplements for adolescents to middle age
- BSC Nature Care Bio C Chewing Vitamin C for Children
- BSC Nature Care Mamate Supplement for expectant mothers

# **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.



more detail on list of provinces in each region, page 16

# **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.



#### The Rajanagarindra Institute of Child Development (RICD) Wheelchair Projects

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 in the year 2011, and is still continuing at present.

In 2021 (January-December) 449,488 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 totaling 988 cases.

## 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 2021, the Company showed its awareness of human rights issues, by recognizing the potentials and capabilities to drive the business of gender diverse groups, and therefore established the BNBM group, "Be Normal Be More", within the Company to bring together gender diverse employees, and to announce the Company's commitment to operates within a framework of good corporate governance, striving to ensure that employees respect human rights and support equality in all forms. In addition, the BNBM-Big Data Ne Business Model project has been set up to exchange useful data concerning corporate development, and to support activities both inside and outside the company.

#### 2022 Goals

To create an organization that respects human rights, the Company aims to establish a committee to determine policies and guidelines to create values and a corporate culture that values acceptance of gender differences, and is conscious of preventing any human rights violations, as well as adding topics to educate about human rights and gender equality in training courses.

## **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.
- 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.



## **Educational Promotion Program**

In 2021, the COVID-19 pandemic affected the education systems of every country, and Thailand was no different. Schools were unable to open normal classes and had to transform teaching with distance learning and online systems. However, the Company remains committed to supporting education as the pandemic situation abates through the following projects:

#### Pracharat Program: Excellent Model School

In line with the government's Pracharat Strategy, a program of collaboration between the state sector, the private sector and civil society to develop resilient and sustainable growth for Thailand, the company has been part of the task force in the program "Excellent Model School". Memoranda of understanding between the three sectors have been signed since 2016 to the present under the Pracharat E2 Program to upgrade quality of life. A collaboration has been signed with Thonburi Commercial College to jointly develop the curriculum and develop the knowledge of teachers and staff in the Higher Vocational Certificate Program in Marketing.



#### **Thai Classic Music Contest**

Every year, the Company supports the Faculty of Music and Performance at Burapha University to host the Eastern Region Thai Music Contest for Students, with the prize of a trophy granted by HRH Princess Maha Chakri Sirindhorn. The company's objective is to sustain arts and culture, stimulate practice and continue the tradition of Thai music by supporting continuous competitions.





#### Traditional Thai Dance for Youth Project at Bunditpatanasilpa to pass on the torch of Thai culture

The Company has provided funding to the Bunditpatanasilpa Institute of the Ministry of Culture in an annual program to pass on the heritage of traditional Thai dance, music and art. The company joins with 11 business units of Saha Group with the objective of instilling values to young people and other interested parties, by giving opportunities to young people to learn and fall in love with traditional Thai culture during the long school holiday (March to April), completely free. Young people with the ability can apply the results of their participation to further practice, expand their knowledge and develop an occupation.



To continue the concept of "Giving" in all aspects, and as a company engaged in the business of fashion and beauty products in a complete range, we are committed to passing on directly to business stakeholders such as customers, partners, suppliers, employees, and indirect stakeholders such as society, the public sector, and the private sector with a wide range of activities to improve the quality of communities and society.

Because we believe that "Giving" is a fundamental human good, in raising awareness of being a "Giver", knows sacrifice and sharing from within the organization to the outside.

## Various internal activities for ICC residents

#### "Giving Life" by donating blood.

Encouraging employees to be familiar with "giving" to others by donating blood with the Thai Red Cross in the yearly drive for donations, "1 person gives to many", on four occasions every year (every 3 months). In 2021, 362 employees registered to give blood, donating a total 362 units or 144,800 cc.

## "ICC Click Like" to praise good staff.

. . . . . . . . . . . . . . .

Encourage and honor employees who do good deeds, because every deed is worthy of praise and spreading the word. Thus the Company has cultivated awareness and popularized values for employees to see the value of good deeds and create pride by honoring them as role models for others. Hence was organized the "ICC Click Like" event in 2015 which has been continued to



Leave to practice meditation according to their religious,

#### 5 days a year



this day, with 24 employees honored for their good deeds in 2021.

#### "Giving rights": Leave to perform religious activities

The Company sees the importance of nourishing religion and therefore gives employees the right to take leave to practice meditation according to their religion for five days every year. It also promotes charity activities continuously and regularly, such as presenting offerings on festival days as they come around. This year, due to the COVID-19 pandemic, the company has refrained from holding alms ceremonies, but there are still regular ceremonies on important days as previously. The Company made alms offerings in the form of a bento set.

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## ICC joins forces to share external giving



#### Donation of desk calendars for the blind

The Company Office is a center for receiving donations of used calendars from employees within the Company and its subsidiaries to donate to agencies which need them. In 2021, old calendars were presented to the Education Technology for the Blind Center in Nonthaburi of the Foundation for the Blind in Thailand under Royal Patronage. The calendars are recycled as notepads for the blind and sold to generate revenue for the Center, to purchase essential equipment to maintain other utilities.





#### 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.

- Rangsit Babies' Home, donated products valued at 124,250 baht.
- Pakkred Babies' Home, donate products valued at 243,180 baht.
- Phayathai Babies' Home, offered products valued at 147,800 baht.

Total value of Enfant diapers delivered in this mission, total 515,230 baht.

#### Lacoste provides opportunities and careers to young people.

Lacoste Foundation in partnership with Right to Play Thailand organized "UP: Youth Unlocking their Potential" program, to train sales and hospitality professional skills of Lacoste shop salespeople to former juvenile offenders aged 15-24 at the Juvenile Training Center District 3, Nakhon Ratchasima province. This provides a "second chance" to start over and have a bright future, to prevent re-offending in year following their release.

#### ICC jointly builds "Guan Yin Pavilion" to continue Bud-

#### dhism

The Company embraces the intentions of the Chairman of Saha Group. Mr. Boonsithi Chokwatana, who wishes to build the "Guan Yin Pavilion" enshrining a statue of the Bodhisattva Guan Yin on the dragon turtle at Saha Group Industrial Park, Nonsi Sub-district, Kabinburi District,



Prachinburi Province, with a donation of 2,500,000 Baht towards the construction of the temple.

Currently, Guan Yin Temple "Yi Dong Tian Tai", despite being under construction, can still be visited to pay respects to Kuan Yin. The faithful may donate any amount to the Dr. Thiam Chokwatana Foundation, account no. 068-292-0498, Siam Commercial Bank, Sathupradit branch. For more information, call 0-2293-9000.

# Sustainable Development in Environmental Dimension

Focus on being an organization that is friendly to the environment by managing energy, water and waste efficiently, coupled with instilling employees, suppliers and customers to be conscious of environmental conservation.



# **Environmental Policy**



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 2021, there were <u>no</u> environmental complaints from communities nearby the company. In 2021 there were <u>no</u> significant violations of environmental laws and regulations.

# Sustainable Environmental Management

The Company, as a manufacturer of fashion and beauty products, recognizes the importance of environmental management, especially to stakeholders. We are committed to implementing sustainable environmental management and management frameworks to reflect our responsibilities to society, from end-to-end, in partner selection, raw material procurement, the manufacturing process, delivery and after-sales service.

## Reduce energy consumption in office buildings

- Study and find various energy saving measures
- Promote employees to be aware of energy economy with environmental training.

#### **Reduce waste**

- Raise awareness of reducing waste with the concept of 3Rs (Reduce, Reuse, Recycle).
- Promote responsible use of materials, especially plastic water bottles and paper.

#### **Reduce greenhouse gas emissions**

- Study and take measures to reduce greenhouse gases seriously, both directly and indirectly.
- Support the use of alternative energy.
- Procure external agencies to monitor indirect greenhouse gas emissions, and generate data openly for the first time.

#### Promote biodiversity (ยกระดับความหลาก หลายทางชีวภาพ)

- Conserve and promote habitat building for wildlife and plants
- Sustainable procurement of raw materials for production



# **Eco-Friendly Business**

The Company is committed to conducting business with responsibility to consumers. Care for and oversee long-term production, distribution, and service for every product.





#### "ENFANT" brand children's apparel and products

Give priority to meticulous selection of raw materials in the production of children's apparel and products, taking into account quality, safety, attention, and social and environmental responsibility. The brand has also been continually developed to deliver hygienic products under 4 standards:

- Pure & Natural with Best Quality: Care for the selection of natural raw materials and meticulous production at every stage.
- Baby friendly: Products designed for a baby's anatomy, with safety and development in mind.
- Healthy and Safe: Natural bleaching methods to achieve a soft, skin-friendly fabric for your baby.
- Leading Innovation: Research and innovation to create new products safe for our children and our planet.

#### Support cosmetics that do not have animal testing

The Company, in addition to being committed to developing modernizing products and meeting the needs of customers, also takes into account good governance principles. The company has responsibility to society and the environment. To give customers confidence and trust in the use of products under the BSC brand, the Company joined the campaign to end the use of animal testing of products. Under the symbol Cruelty Free, it has attached symbols to products in ranges such as BSC Cosmetology and Purecare by BSC, to express intent and to build confidence in the product.



# Management of Electrical Energy

Since the Company was still impacted by the COVID-19 pandemic in 2021, it has been forced to cut costs in many areas. However, the Company continues to have measures in place to ensure maximally efficient energy consumption with the least impact on work. as follows:



- Adjust the closing time of the office building to be 1 hour earlier.
- Adjust the times the air conditioning is turned on to reduce working hours.
- Turn on power only when it is necessary.



In 2020, the Company's electricity costs were 20,138,000 MB. After taking these measures: In 2021, the Company's electricity costs were 16,883,000 MB, decreased from 2020 by 3,255,000 MB or 16.16%.

In addition, the Company also cares about the environment and the adoption of renewable energy. In 2016, the Company created a solar rooftop project by installing solar panels on the roof of the building at I.C.C. International PCL Head Office in Bangkok, in a metal-sheet roof design.


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### Water Management

Water resources are a vital resource essential to the livelihoods of humans and wildlife. The Company recognizes this, and is committed to sustainable water management, to use limited resources as efficiently as possible. At the same time, it has ensured that it has not affected the community and the surrounding environment with effluent.

The Company has treated effluent from office buildings to the required water quality standards stipulated by law, before releasing it into natural sources, so that the community can re-use the water in various forms such as watering

plants and cleaning. In addition, the Company has promoted employees to be aware of water conservation, and has increased measures to manage water by checking water meters daily, to observe the amount of water consumption each day, and to manage leakages in a timely manner.

As a result of these measures:

2 ZERO HUNGER



### Passing on the commitment, because "water" is life.

The Company is part of the water resource procurement under the Royal Project of the agricultural cooperative, the Petch Nam Neung Project, Phetchaburi Province Co., Ltd. by Utokapat Foundation under Royal Patronage, together with the Dr. Thiam Chokwatana Foundation, supplemented by contributions from Saha Group employees. Fundraising through various activities has been active from 2017 to the present. The success of the project resulted in the villagers of the Petch Nam Neung Project having enough water to produce their crops, with a cold storage room for storing and packing produce ready to ship and sell, earning income for themselves and their families sustainably.



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### Waste Management

In 2021, the Company has been working to raise awareness of employees to use resources knowing their value through campaigns such as reducing energy consumption, reducing wasteful materials and waste sorting, under the concept of 3Rs (Reduce,



Reuse, Recycle). The goal remains being an environmentally friendly business organization.

- Sorting of paper used internally
  - Each department is encouraged to sort grades of used paper from other waste. Each page is recycled (Recycle), as well as being processing it into note paper / notebooks instead of using Post-it notes (Reused).
  - Destroying used confidential documents with paper shredders and selling the waste: In 2021, the Company has collected un-reusable paper, including card boxes, decomposed scrap paper, black-and-white paper and, newsprint totalled 1,015 kg, and sold for 3,525 baht. This is getting value from scrap paper in a complete process of decomposition and recycling to be fully reused in a system.
- The use of electronic channels to replace paper (paperless) in all departments as resulted in a significant decrease in paper usage procurement for internal use by the Company. Using electronic channels to replace paper was an innovation awarded at the ICC INNOVATION contest in 2017.
- To reduce the environmental impact from the use of IT equipment, the Company conducts an annual inspection of its condition and culls equipment that is no longer usable such as computers, printers, monitors and lighting fixtures for distribution to dedicated electronic waste recycling facilities.
- In 2021, the Company saw an increase in plastic waste due to COVID-19. Therefore, dedicated sorting bins have been set up, divided into bins for foam, packaging, food waste and plastic bottles. The sorted waste is taken to the degradation process for systematic recycling. Meanwhile, plastic bottles were sorted, with a part donated to the organizations needing them, and others sold, In 2021, 121 kg of plastic bottles were sold for 633 baht.

#### ICC forwards plastic bottles for reprocessing



Public Relations Department and Administrative Department at the Company Office set up a donation point for used water bottles in front of the bathroom of every floor of Head Office. Bottle caps and labels were removed, and donations were made to Wat Jak Daeng in Samut Prakan province. "Plastic bottles" were processed into fibers for the production of monks' robes and other clothing, "labels" were incinerated as fuel, and the "caps" were melted back into plastic products again instead of making them from new.

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## Greenhouse Gas Management

Throughout its operations, the Company has been committed to conducting its business responsibly in every dimension, especially in the environmental dimension of limited natural resources, and in accordance with the guidelines for preparing the Annual Report, 56-1 One Report, in the matter of reports on greenhouse gas emissions management in the industrial and service sectors for listed companies, and to reduce the company's risk from the direct and indirect impacts of greenhouse gas emissions.

Currently, the company <u>has no information</u> on this report, but in 2022, the Company, to build credibility in its awareness of greenhouse gas emissions issues, has plans



to compile data to prepare the report to submit in the matter of data review and carbon footprint by verifiers registered by the Greenhouse Gas Management Organization (Public Organization) or equivalent. The information is expected to be released in 2023.

Examples of tables showing the company's greenhouse gas emissions of which the data is expected to be disclosed.



Category of greenhouse gas emissions	Volume of emissions	Note
<ul> <li>Direct greenhouse gas emissions</li> <li>Combustion of machinery</li> <li>Use of chemicals in effluent treatment</li> <li>Use of the Company's vehicles (owned by the</li> </ul>	Data collection in progress to submit the review	
Company) <ul> <li>Cooling System</li> </ul>		
<ul> <li>Indirect greenhouse gas emissions</li> <li>Electrical energy</li> <li>Thermal Energy</li> <li>Steam Power</li> </ul>	Data collection in progress to submit the review	



# Performance Summary.

The spread of the covid-19 virus As a result, the business sector has to improve and develop work processes quickly. They must keep an eye on the ever-changing market and consumer behavior and respond quickly to changes.

Since the COVID-19 outbreak in 2020, the company's executives and employees I.C.C. International (Public) Co., Ltd. has worked together to develop a way of thinking and working methods in accordance with the changes in the market and consumers quickly. It allows us to lead the organization through the volatile economic conditions as well.

Therefore, the company focuses on cultivating the value of "CHANGES" as the value of the organization. So that all executives and employees can absorb this value until it is the value of the organization (Values) for development and growth forward together firmly and sustainably.



### Indicators Base on Guideline of International The Global Reporting Intiative (GRI)

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