



Message from the Chairman

On the occasion of this New Year, I would like to pray that the Buddhist Triple Gem will bless all shareowners and their families, bestowing upon them health, safety, happiness, prosperity, as well as making all their wishes become true.

For a second year running during 2021, COVID-19 had a significant impact in both Thailand and throughout the global community. Moreover, it affected the whole of the Thai economy along with the business activities of I.C.C. International Plc. However, over the past two years the Board of ICC paid close attention to safety at work for all staff members. It did so by mainly strictly observing and complying with the preventive measures released by the Ministry of Public Health for lessening the spread of the COVID-19. Although ICC faced challenges from the impact, the Company maintained its policy to never lay off employees to cut down on costs.

Furthermore, the spread of new COVID-19 variants had further ongoing repercussions whereby the Government from time to time had to announce temporary closures of shopping plazas and department stores. These events added to the negative effects on ICC sales, as a large proportion of its sales outlets were located in such stores. Therefore, ICC had to set a plan to deal with such changes and uncertainty by modifying some of its business and management operations. This enabled staff members to respond effectively to manage the changes. Primarily it was done by focusing

on all aspects of both efficiency and business effectiveness. Also, it was necessary to consider every distribution channel in detail, especially online sales, which increased in significance, as consumers could still purchase products directly rather than at retail shops. Additionally, it enhanced the efficiency of the ICC logistics system. Hence, through the administration of the executive directors, along with the valuable contribution made by all staff members to cope with this tough situation, the resulting the year end profit of 105.01 million Thai Baht in 2021, which increased more than 5,000 % from 2020.

I would therefore like to thank all executive directors and employees who maintained good morale throughout the year, and made every effort to achieve a considerably better outcome than that of the performance of the preceding year.

A handwritten signature in black ink, appearing to read 'Boonkiet Chokwatana'. The signature is stylized and cursive.

Mr. Boonkiet Chokwatana
Chairman