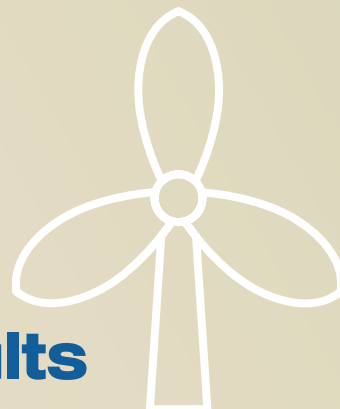


# Part

# 1

## Business Operation and Operating Results



### 1. Organizational structure and operation of the group of companies

#### 1.1 Policy and business overview

##### Company Milestone

I.C.C. International Public Company Limited originated from the commitment of only 7 employees in 1964 under the name of International Cosmetics (PIAS) Limited Partnership with registered capital of 100,000 Baht as the licensed distributor of PIAS cosmetics.

In 1965, the Company changed its name to International Cosmetics (PIAS) Co., Ltd. and subsequently to International Cosmetics Co., Ltd. in 1973, with a total of 1,200 employees.

In 1994, the Company was listed as a public company with the Commercial Registration Department, Ministry of Commerce.

In 1996, it changed its name from International Cosmetics Public Company Limited to I.C.C. International Public Company Limited along with the change of its logo.

The corporate headquarters is located in more than 80 rais on Sathupradit Road and employs a total of 3,101 staffs, with registered capital of 500 million Baht, as of 31 December 2025.

##### Responding to Everyone and Every Lifestyle with Quality Products

From its beginnings as the licensed distributor of PIAS cosmetics and the expansion of its business base into other products and brands, namely “WACOAL” lingerie from Japan, including “ARROW” men’s wear, the Company, as a leader in its field, has created innovations, and always presented the market with modern quality goods as well as services. At present, the Company is a distributor of a variety of products more than 60 brands encompassing cosmetics, perfume, lingerie, men’s and women’s apparels, men’s undergarments, sportswear and equipment, children’s clothing, leather goods, watches, consumer products including beverages and dietary supplements etc. All of these products have been created with innovation for both products and services continually launched into the market.

##### Taking Special Care and facilitate customers throughout the Country

The Company has cooperated with its alliances in major provinces to facilitate and render services to its customers more closely.

1977	Chiang Mai	: Intanin Chiang Mai Co., Ltd.
	Song Khla	: Inter South Co., Ltd.
	Khon Kaen	: Can Co., Ltd.
1988	Phuket	: Sun and Sand Co., Ltd.
1991	Chonburi	: Eastern I.C.C. Co., Ltd.
1992	Nakhon Ratchasima	: Koratwatana Co., Ltd,
1995	Nakhonsawan	: Paknumpowatana Co., Ltd.
1996	Pitsanulok	: Maharachapruerk Co., Ltd.



### 1.1.1 Vision / Mission / Objectives and Working Strategies

The Board of Directors is aware of the significance of the Company's performance, and therefore fully engages in setting the corporate vision/ mission based on ensuring its business operations is in line with the competitive direction of the market. So that the objectives of corporate management and employees may be aligned and in the same direction. These are reviewed annually to ensure that the corporate vision and mission is consistent with the current economic situation.

At the Company's Board of Directors' Meeting held on 20 February 2026, the Company's Vision, Mission, and Strategy for the forthcoming three-year plan (2026-2028) were considered. This review was to ensure that the Company's Vision, Mission, Objectives, and operational Strategy align with the Company's New Business Model, as well as the prevailing market competition and current economic conditions. Furthermore, this initiative aims to ensure that the Board of Directors, executives, and all levels of employees achieve a common understanding and adhere to a unified operational approach, ready for implementation within the Company's context.

The main objective is to ensure the new direction is clear, modern, and powerful, enabling the company to precisely address the current business competition landscape, while transitioning the organization into a "Responsible and Responsive Platform" that emphasizes tangible, measurable strategy implementation and a strong commitment to good corporate governance.

## PURPOSE

**"Bringing confidence to people's lives"**

## VISION

To be a responsible and responsive platform to accelerate opportunities for all

## MISSION



### Platform

Seamless Omni-Channel Connectivity for an Enhanced Customer Experience



### Responsible

Integrating Sustainability into Business Operations



### Responsive

Enhancing Organizational Agility Driven by Innovation and People



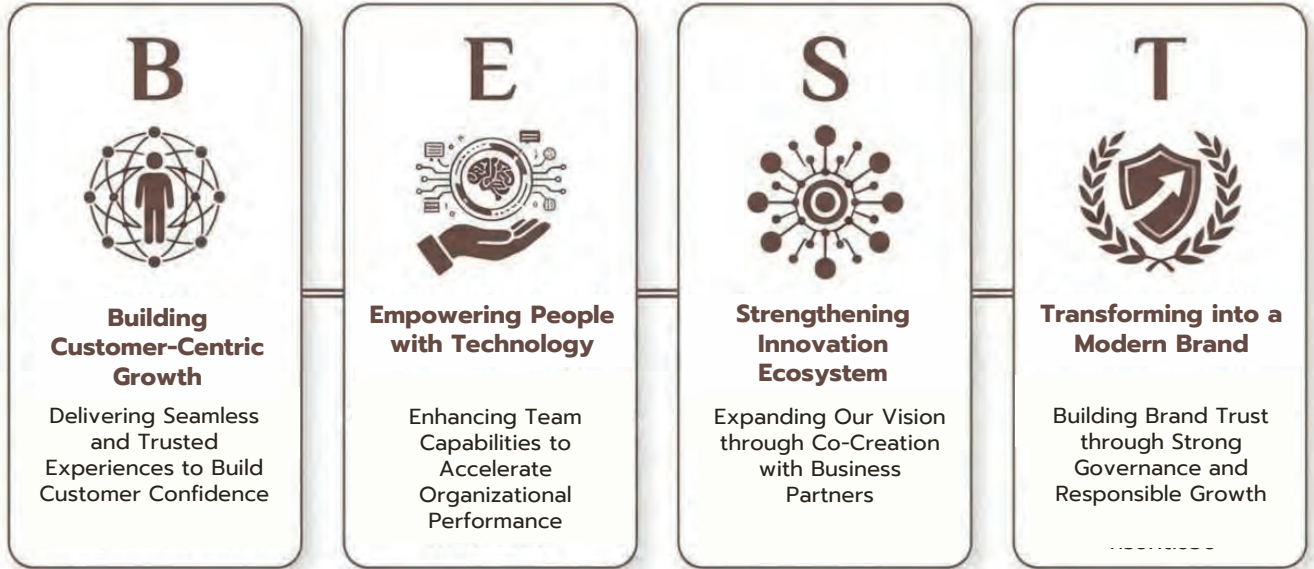
### Opportunities

Empowering People to Grow through Co-Creation, Talent Development, and Career Advancement



## Strategic Direction (B.E.S.T.)

Strategic Plan 2026 - 2028



## Core Value (ค่านิยม)





### Business Operation Strategies

To ensure the Company’s operations achieve the organizational goals set forth in its Vision and Mission, the Company has established a strategy plan for sustainable development as follows:

The core strategy, “B.E.S.T.,” serves as the driving mechanism to transform the Vision and Mission into tangible results.

- **B - Building Customer-Centric Growth**

This element drives business growth by placing customers at the center of operations in every dimension. It utilizes deep customer insights and behavioral analysis to develop personalized experiences and solutions that address individual needs, while seamlessly connecting all sales and service channels. Concurrently, it focuses on expanding and developing products and services to align with the changing lifestyles and demands of the market.

- **E - Empowering People with Technology**

Elevating the potential of the organization and its personnel through the systematic integration of digital technology into core business processes. This involves developing an efficient and interconnected infrastructure and systems, coupled with enhancing employees’ digital skills and adaptability, to improve quality, responsiveness, and data-driven decision-making capabilities.

- **S - Strengthening Innovation Ecosystem**

Creating an innovation ecosystem to continuously drive the development of new products and services by fostering collaboration with business partners, startups, academic institutions, and relevant stakeholders, coupled with cultivating an organizational innovation culture and capability, including the provision of shared infrastructure and resources conducive to experimenting and scaling new ideas.

- **T - Transforming into a Modern Brand**

Focusing on elevating ICC into a modern brand trusted by stakeholders through the consistent delivery of high-quality products and services, coupled with responsible and sustainable value chain management. This is achieved by strengthening effective and transparent governance mechanisms, along with developing a corporate culture that reflects the brand’s identity and values.

Additionally, the Board of Directors is monitoring and following-up on implemented business strategies with the Management Team reporting on operational plans and formulation of strategy implementation to the Executive Committee and the Board of Directors respectively on a monthly basis. At such platforms, the reporting is a key agenda to be acknowledged and discussed in the meetings, and a review undertaken of the quarterly strategic plan, so that the Management team may take the comments and advice from the Board of Directors and the Executive Committee to make further improvement.



## 1.1.2 Material changes and developments

I.C.C. International Public Company Limited is the leader in distribution of fashion brands, both domestically and internationally, as well as brands developed by innovation of the Company and its affiliates. The corporate main industries are cosmetics and perfumeries, hair and skin care products, full line of textile and apparel including underwear, outerwear, sportswear, apparel for physical exercise, fabric care and leather goods, etc.

The Company also conducts wholesale business through shops and department stores both in domestic and international markets. Most of our company's products are in the line of fashion and beauty as can be described in our slogan "We make people happy and beautiful".

Moreover, the Company has expanded its business into service industry to meet the need of customers for example

- **His & Her Plus Point card is a project "Collect happiness, Collect reward points"** to invite our customers to join the membership with special privileges by collecting the reward points from purchase of the Company's products at participated sales counters nationwide. Members shall receive one point for every Baht 25 purchase and the collective points can be redeemed for gifts in catalogue or for other privileges especially prepared only for the members.
- **His & Her Shop** is the retail shop that congregates the Company's fashion products focusing on the store decoration in modern and warm atmosphere while providing best services to the customers. By the end of 2025, there are 17 His & Her shops throughout the country.
- **ICC Line Official Account** was set up in response to on-line demand for a channel of communication in the social network system to create awareness and sharing of information, news and promotions of the Company's products, under "Let's Shop ICC"
- **HisHer App** has been developed for members to access His & Her promotional material more easily and conveniently, while being quicker for the Company to get information out. Members can also search and amend their personal data for themselves, without the expense of contacting a call center
- **The partnership with Lazada**, a globally renowned online marketplace, expands online distribution channels with the website [www.lazada.co.th](http://www.lazada.co.th), as we are determined to build on our strength in physical shop-based sale to online platform, in consistency with consumer behavior these days
- **www.iccshopping.com** is the online shopping mall channel providing all genuine products and renowned brands with affordable price containing various striking promotion of all well-known brands from different categories of Saha Group companies' products. Just at your fingertips, you can browse through all these products at 24 hours, meeting all your needs with high quality merchandises and authenticity guaranteed
- **Entered into a joint venture with World Co., Ltd.**, a Japanese clothing retailer, to bring "RAGTAG", a luxury second hand fashion store that excels in product selection and lineup of affordable luxury second-hand fashion products, to Thailand. This collaboration combines the expertise of leaders in both industries to pave the way for sustainable fashion business expansion and to become a trend-set leader in Thailand.
- The **"IC LAB"** is an "experimental project" established under the Company's sustainability vision, which aims to foster sustainability across all dimensions: corporate, social, and environmental. The project integrates apparel inventory aged approximately four years into a "Creative Redesign" process. The core concept is not simply recycling or reusing unsold garments in their original forms, but rather redesigning them under elevated production standards. This initiative enhances the value and unique identity of the original products by infusing dimensions of art, craftsmanship, and contemporary aesthetics.
- **OLYMP**, the number one leading men's shirt brand from Germany, is tailored for individuals seeking an effortlessly sophisticated everyday look. Equipped with NON-IRON innovation, the shirts offer exceptional comfort and excellent breathability, maintaining a crisp appearance throughout the day without the need for ironing. The brand embodies the philosophy of "Quality • Innovation • Sustainability" and holds the OEKO-TEX® Standard 100 certification, ensuring the highest levels of quality, safety, and environmental responsibility in every garment.
- **Kung King**, a semi-instant glass noodle product, emphasizes not only convenience but also prioritizes "ingredient quality" and "authentic flavor" to cater to the lifestyles of modern, health-conscious consumers. Produced from 100% authentic mung bean starch, it provides a soft and chewy noodle texture that does not easily become bloated. By meticulously selecting unique and highly popular flavors from restaurants, we have developed recipes to deliver an intensely satisfying taste in a semi-instant format, available in two styles:
  - **Kung King Brand Semi-Instant Spicy Glass Noodle Salad (Dry Type):** Delivers a bold, well-rounded flavor profile-sour, salty, and spicy-characteristic of authentic traditional Thai spicy salads.
  - **Kung King Brand Semi-Instant Glass Noodles with Boat Noodle Soup Flavor (Soup Type):** Distinguished by its rich, mellow, and aromatic herbal broth, providing an intensely delicious experience akin to dining at a restaurant, all in a highly convenient format.



### Increasing registered capital

Registered capital is increased to Baht 1.5 million.

1966

Registered capital is increased to Baht 12 million and the Company is listed on the Stock Exchange of Thailand.

1978

Registered capital is increased to Baht 300 million with a paid-up capital of Baht 110 million. Par value of ordinary shares convert from Baht 100 to Baht 10 per share

1988

Call for more paid-up capital of Baht 26.63 million. Paid-up capital is increased to Baht 147.08 million.

1993-1995

Ordinary share value is split from Baht 10.- to Baht 1.- per share.

2003

Increase the registered capital from 365 million baht to 500 million baht, an additional 135 million baht, to accommodate the payment of stock dividends and the remaining shares from the allocation of stock dividends to specific individuals.

2025

1972

Registered capital is increased to Baht 3 million.

1979-1987

Registered capital is increased to Baht 82.5 million.

1989

Registered capital is increased to Baht 500 million with a paid-up capital of Baht 120.45 million.

1996

Paid-up capital is increased to Baht 290.63 million

2024

- Reduce the registered capital from 500 million baht to 290.633730 million baht by canceling the unpaid common shares amounting to 12.025860 million baht

- Increase the registered capital from 290.633730 million baht to 365 million baht, an additional 74.366270 million baht, to accommodate the payment of stock dividends and the remaining shares from the allocation of stock dividends to specific individuals

### Securitization

1987

First debentures is issued at the amount of Baht 50 million

1989

First convertible debentures are issued at the amount of Baht 120 million.

1990

Second convertible debentures are issued at the amount of Baht 200 million.



## Company's Awards received

### 1988

Company receives "The 2<sup>nd</sup> TOKYO CREATION AWARD" from Japan for outstanding Creativity in South East Asia for the promotion and development of Thai apparel.

### 1999

The Company is accredited with ISO 9002 for its standard of quality management system in Bangkok Metropolitan area by SGS Yarsley International Certification Services, United Kingdom.

### 2000

The Company receives nationwide ISO 9002 certification for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.

### 2003

The company is accredited on January 21, 2003 with ISO 9001 : 2000 for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.

### 2008

The company is accredited on March 31, 2008 with new version of ISO 9001 : 2008 for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.

### 2012

ICC won INVESTORS' CHOICE AWARD, thanks to the top 100 score for quality assessment of Annual General Meeting arrangement for 4 consecutive years (2009-2012), by the Thai Investors Association, under the Right Protection Volunteer Project.

### 2016

- Being awarded the INVESTORS' CHOICE AWARD 2016 from the Thai Investors Association under Right Protection Volunteer Project in appreciation of the top 100 score for quality assessment of the Annual General Meeting arrangement for 8 consecutive years.
- Being certified a Member of Private Sector Collective Action Coalition Against Corruption Council (CAC)
- On 17 June 2016, received a Certificate for greenhouse gas reduction from Thailand Greenhouse Gas Management Organization (a public organization) and Thailand Textile Institute in appreciation of using CoolMode clothing.

### 2019

- BOARD OF THE YEAR AWARDS 2018 from the Thai Institute of Directors. This is awarded to the boards of companies registered in Thailand with significant performance in oversight of the business and demonstrating leadership in the efficient conduct of its duties.
- Certification from the Certification Committee of the Private Sector Collective Action against Corruption (CAC) for continued membership of the CAC.
- Award for outstanding exemplary company in the payment of Social Security contributions, showing responsibility in making contributions on schedule and cooperating with the program of contributions by e-payment.


### 2022

- Being certified the Private Sector Collective Action Against Corruption (CAC) membership renewal for the second time by the CAC Committee.

### 2024

- Corporate Governance Report of Thai Listed Companies Award granted by the Thai Institute of Directors Association under the support of the Securities and Exchange Commission and Stock Exchange of Thailand, classified at the level of "Excellence" (Five Stars) for the eighth consecutive year.  and ranked in the top quartile of companies with a market capitalization of over 10 billion baht
- The assessment results of the quality of the Annual General Meeting 2023 by the Thai Investors Association classified at the level of "Full score of 100 points, excellent" for the fifth consecutive year.
- 2024 Received the 8<sup>th</sup> "Thailand Headlines Person of the Year Award 2024" under the Economic and Social Classification, or the Oscars of Thailand, and has been continuously recognized as a leading company in the consumer goods industry in Thailand that has been able to maintain the highest standards in terms of quality, products, and creation of economic and social value.
- Certified as a Carbon Footprint Organization (CFO) by the Greenhouse Gas Management Organization (Public Organization)

### 2025

- Corporate Governance Report of Thai Listed Companies Award granted by the Thai Institute of Directors Association under the support of the Securities and Exchange Commission and Stock Exchange of Thailand, classified at the level of "Excellence" (Five Stars) for the ninth consecutive year. 
- The assessment results of the quality of the Annual General Meeting 2025 by the Thai Investors Association classified at the level of "Full score of 100 points, excellent" for the sixth consecutive year.
- Being certified the Private Sector Collective Action Against Corruption (CAC) membership renewal for the third time by the CAC Committee.
- Certified as a Carbon Footprint Organization (CFO) by the Greenhouse Gas Management Organization (Public Organization)



## Major changes and activities in 2025

### • BSC Cosmetology :

Established : October 2005

BSC Cosmetology reinforces its beauty leadership with a strategic cutting-edge innovation under the concept of “Hydrated skin: the foundation of confidence” through the launch of a new beauty phenomenon: the BSC ULTRA MOIST COLLECTION. This collection is a more advanced extraordinary skincare, a true companion that understands your skin. Featuring 4D Moisture Complex technology, it combines the power of four types of hyaluronic acid to replenish and retain moisture deep within the skin for up to 72 hours. It was especially conceived to address skin problems arising from modern lifestyles, including stress, pollution, and dehydration from spending long hours in air-conditioned environments. Its new packaging boasts a simple yet modern design, catering to the aesthetic preference of modern consumers who value both results and design.

Our commitment to expanding our customer base to the new generation is reflected in the offering of superior innovation to maintain our position as the number one brand delivering lasting beauty to consumers of all generations. Moreover, the combination of cutting-edge manufacturing technology and engaging communication strategies has resulted in a significant increase in new customer trials, leading to sales growth across all channels and fostering sustained brand loyalty.

In the past year, BSC Cosmetology successfully revamped its brand image, embracing a more modern aesthetic which appeals to younger generations. Its strategy focused on targeting Gen Y, expanding its customer base from its original clientele to Gen Y through engaging and trendy social media content. This aimed to create a more youthful and accessible brand image. A 360-degree communication strategy leveraged the power of celebrities from “BL series,” real users, KOLs (Key Opinion Leaders), beauty bloggers, and influencers to build trust and acceptance, leading to product trials and continuous sales growth. Digital technology played a crucial role in analyzing consumer data to develop personalized products and offerings, creating exciting and novel interactive experiences for customers across all channels.

• **Arty Professional** : Under the management of BSC Cosmetology, the brand has elevated itself to represent professional beauty, with a focus on driving its business through the concept of Sustainable & Clean Beauty to be truly compatible with preservation of the ecosystem. Moving beyond Fast Beauty, it offers consumers a new choice with professional beauty products, shifting from fleeting beauty trends to the use of professional, clean, safe, and environmentally responsible products.

• **Pure Care BSC** : Boosting its leadership in the skincare product category for sensitive skin, Pure Care BSC elevates its brand to international beauty standards with the concept of “Beauty Protects the Planet,” through a range of skincare products that are friendly to all living things. It offers a groundbreaking new option in the Thai cosmetics industry with 100% vegan formulas derived from natural plant-based ingredients, free from animal-derived ingredients, and adhering to the zero animal testing policy to promote the reduction of animal cruelty worldwide. The products are developed to meet the needs of modern consumers, prioritizing maximum gentleness while maintaining deep skin nourishment, under verifiable safety standards. With the concept of “Good for the heart, good for the skin,” Pure Care BSC is not just about external beauty, but about delivering happiness and pride to users who become part of caring for the planet and our fellow beings.

• **SHEENE** : Stepping into a new era with the introduction of the “EVERYONE CAN SHINE” concept, a significant rebranding to meet the needs of Gen Z, focusing on inspiring everyone to shine in their own unique way with confidence. The brand offers a minimalist makeup line emphasizing ease of use, long-lasting wear, and a light comforting feel on the skin, catering to busy lifestyles while maintaining a polished appearance throughout the day. It aims to be more than just a cosmetics brand, but a space that empowers everyone to embrace open-mindedness and radiate lasting inner beauty, every day.

• **BSC Honei V** : Introducing an innovative, environmentally friendly skincare cleansing product that elevates skincare standards to a new level with the launch of the new HONEY YUZU COLLECTION. This collection seamlessly blends the power of nature with eco-friendly technology, focusing on sustainable beauty. It selects ingredients that minimize chemical buildup in water sources and oceans, protects aquatic ecosystems, and ensures the safety of surrounding communities. The BSC HONEI V HONEY YUZU COLLECTION represents a commitment to more than just skincare; it's about preserving the cleanliness of our water sources and our planet for a sustainable future.

• **Wacoal lingerie** : The women's lingerie market in 2025 remained highly competitive, exacerbated by increasingly diverse consumer lifestyles and purchasing choices. Therefore, the Company adapted and expanded its marketing strategies to align with these changing lifestyles, with a focus on enhancing the brand image to be more modern, vibrant, and accessible to consumers of all ages.

At the same time, the Company prioritized equitable management of its customer base across all product groups, coupled with expansion to new customers to accommodate the diverse needs of consumers and strengthen long-term brand loyalty across all sub-brands, such as Wacoal Bloom, Wacoal Teen, Wacoal Mood, Wacoal Curve Diva, Wacoal Motion Wear, Wacoal Shape Beautifier, Wacoal Maternity, Wacoal Gold, and Wacoal Freedom, which is designed specifically to meet the needs of the LGBTQ+ community.



The Company prioritizes sustainable growth and giving back to society and the community. It has adopted the BCG Model (Bio-Circular-Green Economy) as a framework for its business operations, promoting efficient utilization of resources, reducing environmental impacts, and conducting business responsibly towards consumers and society. This is a crucial foundation for supporting the organization's stable and sustainable long-term growth.

Wacoal is the first lingerie brand in the textile industry to receive the Green Label certification from the Thailand Environment Institute, signifying that Wacoal products are of high quality, safe, and environmentally friendly in every stage of production.

All of this demonstrates our unwavering commitment to protecting the environment for sustainable growth, because Wacoal is more than just a lingerie brand; it's a mission to sustainably protect the planet.

The Company has further prioritized continuous product innovation to create value and maximize consumer satisfaction. In 2025, the Company launched Wacoal Smooth Bra, developed with innovative Free Cut fabric for a lightweight, seamless, comfortable and supportive fit that maintains a smooth appearance and enhances confidence. Additionally, they launched Wacoal Bra Top, a one-piece bra top with integrated cups for easy wear, featuring a molded design for support and a seamless Free-Cut lining to reduce skin irritation. Finally, Wacoal Cool was introduced, i.e. a line of lingerie featuring Cool Innovation technology for superior breathability, quick-drying and reduced moisture properties, ideal for Thailand's climate.

Furthermore, Wacoal leverages world-class knowledge and technology to develop products and management systems that facilitate online shopping for customers. By applying AI technology to e-commerce processes, Wacoal aims to increase speed, convenience, and maximize customer satisfaction during their shopping experience. Wacoal's services cater to the increasing trend of online shopping. Wacoal has its own e-commerce channel at [www.wacoal.co.th](http://www.wacoal.co.th) and extensive partnerships with other platforms such as Shopee, Lazada, TikTok, ICC Shopping, Central Online, Friday Fair, Shopchannel, and others. It also collaborates with universities to reach Gen Z and create campaigns to cultivate new influencers, aligning with the global trend of influencer marketing and live e-commerce. Wacoal Online remains committed to continuous development and forging new partnerships to achieve exponential online sales growth both in the present and in the future.

Regarding distribution channels in 2025, the Company primarily conducted sales through Wacoal lingerie counters in leading department stores, local department stores and discount stores nationwide, including at Wacoal Shops, totaling 73 branches. In 2026, the Company plans to add 2 new shops, bringing the total to 75 branches, based on sales potential, location and the number of prospective customers that can generate profits for the Company.

- **Lacoste**

- **Innovative L003 Neo Shot sneakers** : Revolutionizing running shoes into "high fashion" combined with "sports innovation," emphasizing a luxury yet modern design. They feature breathable mesh uppers, nubuck leather toe caps, and glossy synthetic materials. The EVA outsole provides comfort and excellent grip. The 2025 color palette features 8 new shades for SS25, focusing on color blocking, such as vibrant green, steel gray, glossy black, and contemporary colors like earth-toned pink.
- **L.12.12 LIGHT Polo Shirt** : A classic item, evolved from the original 1933 model, featuring a new Piqué fabric that emphasizes softness, lightness, and exceptional breathability. Having a unisex design (suitable for both men and women), it also offers the option for customers to personalize their favorite shirt with embroidery.

- **Le Coq Sportif**

**Apparel Innovation**

- **Sun Screen Technology** : Innovative UV-reflecting technology with a high UPF rating helps prevent sunburn, allowing you to enjoy outdoor activities for longer and feel cooler.
- **Waist Fit Pants** : These specially designed trousers feature an adjustable waistband (elastic/drape) for a personalized fit, making them easy to wear and stylish for any occasion.
- **Stretch Forcer** : The use of fabrics with high elasticity that move with the body allows for free movement without feeling restricted.

**Footwear Innovation**

- **Soles** : Ortholite & Poliyou: Emphasis on softness, breathability, and antibacterial and odor-controlling properties. Mixcushion: Combines two levels of flexible material for maximum shock absorption.
- **(Upper) Nextep** : Key features include hands-free slip on and a water-repellent coating that keeps shoes clean and dry.

- **Enfant** : The brand focuses on developing the Enfant for Kids product line to meet the needs of consumers who prioritize the safety of growing children, especially in caring for their hair, face, and body skin, which are exposed to dust, pollution, in their daily activities. The brand has developed products under a three-dimensional care concept: Mild, Shine and Shield which encompass moisturizing, radiant health and protecting the skin from external factors. It carefully selects natural ingredients such as Sugar-Biotic, a natural plant and fruit extract, to strengthen the skin's protective barrier and keep hair, face, and body clean, soft, and strong, as befitting their age. The Enfant for Kids line reflects the brand's adaptation to children's product market trends in 2025, as well as its commitment to expanding its customer base and supporting continued brand growth.



- **era-won** : Global collaboration era-won x Stranger Things A collaboration between a popular brand of Thai jeans (with over 2 million units sold) and Netflix's #1 series, Stranger Things, features a classic street style design infused with 80s vibe, creating a fun aesthetic and cool look in every aspect. The main concept, "Friends don't lie," draws inspiration from the series on the power of friendship, conveying sincerity and true camaraderie, as well as practical, wearable fashion. The collection focuses on telling a story through clothing designed for everyday wear.

- **Mizuno**

- **Mizuno JPX 925 Series** : Elevating the JPX family, renowned for its "distance, precision, and smooth feel."

**Forged** : Emphasis is on a firm and precise feel (for skilled/professional golfers).

**Hot Metal** : Emphasis is on increasing rebound power for longer distances (for golfers who need assistance).

- **V-Chassis Design** : The V-shaped structure inside the iron head reduces vibration, resulting in an exceptionally soft and firm sound and feel when hitting.

- **Seamless Cup Face (in the Hot Metal series)** : The thin, seamless iron face increases rebound force, sending the ball further.

- **Grain Flow Forged HD (in the Forged series)** : Mizuno's exclusive forging process results in a high-density and stable steel structure.

- **Stability Frame** : The stabilizing structure reduces face twisting upon impact, resulting in a straighter and more accurate ball trajectory.

- **Progressive Design** : The iron head shape is designed differently according to the iron number (long irons focus on distance, short irons focus on control).

- **Guy Laroche** : Guy Laroche Recycle Denim Bags Made from recycled fabric, which helps reduce the use of clean water in cotton cultivation, decreases the use of chemicals, and lowers the carbon footprint that causes global warming, perfectly suited to the lifestyle of environmentally conscious women.

### 1.1.3 The Company has already spent the raised fund to serve the objectives declared in the registration statement for securities offering

- None -

### 1.1.4 The Company has committed in the registration statement for securities offering and/or the approval conditions of the SEC Office and/or the conditions for the Stock Exchange of Thailand's acceptance of securities, including the compliance with such obligations or conditions

- None -

### 1.1.5 Name, Head office address

Name, Head office address, Telephone, Website, Registered No., Type of business, Number and type of total paid-up shares of the company

Name : I.C.C. International Public Company Limited

Head office address : 530 Soi Sathupradit 58, Bangpongpan, Yannawa, Bangkok 10120  
Tel. (662) 293-9000, (662) 293-9300

Website : <http://www.icc.co.th>

Registered No. : 0107537001374

Type of business : Commercial

Number and type of total paid-up shares

Type	Number of Shares	Par value
Common Stock	500,000,000	1 Baht