



Social Contribution



9,749 Hours with **43%** of total employees participating

Hotel and Food business volunteer hours



Hotel Business **9** institutions
Food Business **330** institutions

Collaboration with educational institutions (domestic and international):
Benefiting 2,121 students



Career opportunities
People with disabilities **10.25%**
Older workers **44.89%**

Creating career opportunities for vulnerable groups: Employment of people with disabilities increased by 10.25%, Employment of older workers increased by 44.89%

Challenges

- The Company recognizes the potential impacts of its operations on society and surrounding communities, which may affect the quality of life, livelihood, and potentially increase inequality if project development does not adhere to sustainability principles. To ensure balanced business operations across economic, social, and environmental aspects, the Company's challenges extend beyond generating economic returns (Return on Investment). They also include adapting to the local business context, addressing diverse community expectations that may impact the acquisition of a Social License to Operate, creating cooperation from surrounding communities, and achieving the Company's social goals. These factors influence stakeholder expectations, customer satisfaction, and the principles of responsible and fair business operations, which the Company values.

Opportunities

- At the same time, the Company sees the potential of service businesses, both in the hotel and food sectors, to create positive social impacts that are in line with the nature of business in promoting social value, creating career opportunities and distributing income, which can improve the quality of life of those involved and help reduce inequality in the community. Additionally, the company's business plays a key role in fostering local community engagement by supporting local products and preserving heritage and cultural values. The Company also develops collaborations with educational institutions, contributing to the development of the labor market to meet industry needs. This encourages employees to apply their knowledge and expertise for the benefit of society. Simultaneously, these initiatives help cultivate a socially responsible mindset within the Company, increasing employee engagement.

The Company has been encouraging its hotel and food businesses to engage in tangible social activities. To this end, the company has incorporated a Social Impact Assessment to identify both potential impacts and opportunities for the community, in alignment with the Environmental Impact Assessment Principles, while also communicating its approach to sustainable development in the social dimension. In 2024, the Company supports the use of internal expertise to initiate and implement projects independently. The Company has continued beneficial projects from the previous year while developing new initiatives aligned with the trends and expectations of stakeholders. Also, the Company emphasizes building collaboration with surrounding communities, as well as partners, foundations, and organizations with similar objectives, to raise awareness of sustainable development across various dimensions, including promoting equality and social equity more effectively. Additionally, there is a plan to explore methodologies for measuring the overall economic, social, and environmental impact (Social Return on Investment: SROI) to ensure that positive social outcomes are measurable. This will help guide the development of social and community projects aligned with business strategies and directions, ensuring maximum benefit for all parties involved. In 2024, the Company launched the following key projects:

Roles of Corporate Executives in Social Responsibility Initiatives

The Company recognizes an opportunity to contribute to both organizational and societal development for sustainable growth. Therefore, it not only focuses on personnel development within the organization but also acknowledges the importance of societal development. The Company encourages its executives to play a key role in driving societal changes through cooperation with various agencies, such as the partnership between National Economic and Social Development Council (NESDC) and United Nations Development Programme (UNDP). This collaboration led to an exchange of ideas and insights on the topic of "Increasing the proportion of the quality young population to enhance the country's competitiveness." They also delivered a lecture on the topic of social enterprise management of the Central Group, titled "From the Disadvantaged to Sustainable Development," for a group of 100 participants in the Advanced Diploma in Public Administration and Public Law program. The lecture highlighted opportunities for the business sector

to promote equality and equity for the disabled, a vulnerable group in society, to achieve the organization's sustainable development goals. Furthermore, they participated in a lecture on proactive employment strategies for the disabled within Central Group businesses for the Faculty of Political Science at Chulalongkorn University. This session helped enhance understanding of the importance of business involvement in the employment, training, and career development of individuals with special needs, with 37 students attending. In addition, they joined an academic seminar with Sukhothai Thammathirat Open University's Human Ecology Field on the topic of "Food, Faith, Family Development." The seminar facilitated an exchange of knowledge regarding the role of food businesses at the industrial level in meeting the nutritional needs of diverse consumer groups and adapting to changing lifestyles. The goal was to maintain competitiveness and promote the development of innovative goods and services for both consumers and society.



External Personnel Development Project Using the Organization's Knowledge

Food and hotel businesses, both domestic and international, emphasize the importance of sharing knowledge and experiences from the Company's personnel, including its practices. This approach aims to develop the labor market within the hospitality industry and strengthen the concept of driving a sense of responsibility in potential employees, encouraging them to contribute meaningfully to society. The Company has supported business units in participating in lectures with both government and private organizations and has organized cooperative projects with educational institutions, both domestically and internationally, to support student internships. These initiatives provide students with opportunities to gain practical knowledge from real work experiences and prepare them for future employment.

Centara Grand Beach Resort & Villas Hua Hin has partnered with Thai universities to organize an on-site study tour aimed at sharing knowledge on hotel services and sustainability management systems in the hospitality industry. A total of 118 students from four universities participated in the project. Additionally, Centara Riverside Hotel Chiang Mai hosted 40 students from Republic Polytechnic School of Hospitality, Singapore, as part of the Exploring Careers in Hospitality program. The students had the opportunity to explore various hotel departments and engage in knowledge exchange with hotel manager. This experience allowed them to apply their experience and knowledge to further develop their educational plans and career paths.



Centara Life Government Complex Hotel & Convention Centre Chaeng Watthana continues its collaboration with the Asia-Pacific Development Center on Disability (APCD) for the fourth consecutive year. The program offers a vocational training course and workplace internship aimed at developing communication and life skills for persons with disabilities, helping them secure employment in the business sector over the course of one month. This year, the program has 17 participants. Similarly, Centara Mirage Beach Resort Dubai has partnered with Rashid Center to support vocational training in the hotel's HR Department and Housekeeping Department for four individuals with disabilities.

In the food business, the first year of the Disabled Persons Dual Program was launched in collaboration with educational institutions, with a vision to promote equality and equity in society, aligning with the organization's goals. Four students with disabilities were selected to gain professional experience in restaurants across three pilot provinces: Lampang, Nakhon Sawan, and Khon Kaen. Moreover, there are plans to expand the program to cover all 77 provinces nationwide.

Collaboration with Educational Institutions, Both Domestically and Internationally

The hotel business runs a project aimed at developing professional careers in the hospitality and service industries in collaboration with 9 Rajamangala Universities of Technology. This project focuses on developing curricula, providing professional training, offering academic services, and creating opportunities for students to intern and engage in cooperative education programs at hotel chains both domestically and internationally. Additionally, the project supports local internship students by accepting participants from educational institutions nationwide, with a total of 1,178 students completing internships at various hotels. Furthermore, the hotel business has partnered with 2 overseas educational institutions, hosting a total of 29 interns. This includes 26 students from the University of Baguio, Philippines, and 3 students from Wenzao University, Taiwan. This project benefits both parties. In addition to students gaining real-world experience and enhancing their service skills, the organization's employees also develop valuable training experiences. They are given opportunities to practice communication and leadership skills, promote creativity in developing more efficient work processes, and engage in cultural exchange between countries. This initiative serves as a driving force for the organization's culture, promoting respect for diversity. Additionally, 20 hotels and resorts within the Group hosted a study tour for knowledge exchange, with 2,092 students participating.

In the food business, various cooperative projects are being developed, including the Dual Program, Cooperative Education and Internship, International Dual Program, Specific Skills Group Dual Program, Disabled Dual Program, and Recruitment Champion Program. The key outcomes of these initiatives are as follows: Dual Program, Cooperative Education, and Internship. The Company has partnered with the Ministry of Education and the Ministry of Labor to advance the policy of student training. It has also collaborated with both public and private educational institutions to jointly develop curricula that align with the labor market and the specific needs of the trainees. In 2024, the Company collaborated with over 330 educational institutions and provided scholarships throughout the course. A total of 1,275 students from vocational certificate, higher vocational certificate, and bachelor's degree levels participated. These students will gain knowledge, experience, and skills through professional training and receive a certification upon graduation. Additionally, they will have the opportunity to grow in their careers and join CRG as employees, with their length of employment counted continuously, helping to create a new generation of quality, expert executives entering the labor market. In the International Dual Program, the Company welcomed 6 professional trainees from Cambodia, providing them with opportunities to exchange knowledge and collaborate in a practical work environment. Based on the results of the 2024 project, the Company plans to expand the trainee group to include participants from Laos and China, aiming to enhance its ability to provide better service to customers. Moreover, the technician training program with Luang Pu Suang Wat Phraipattana College of Technology has been extended for a third year. This program selects a group of outstanding electrical technician trainees, who will continue their internship at the Company's Head Office. Furthermore, Dhurakij Pundit University has partnered with the Recruitment Champion project to develop students into recruiters through real-world work and performance measurement by the Company, with 15 participants involved in the program.

Outcomes of Significant Social Support and Development

The Company has prioritized supporting the development of potential and enhancing the quality of life for people in communities and society across all areas where it operates. In 2024, the Company implemented a variety of support projects focused on the community's economic development, employment, education, social equality, and the preservation of community arts and culture. These initiatives included financial support, products, and services, totaling 116,755,583 Baht. Additionally, the Company encouraged employees to participate in volunteer projects, as well as social and environmental activities both within and outside the organization. In 2024, employees contributed 9,749 hours to volunteer activities, with an estimated value of 1 million Baht. The details of the key projects are as follows:

Hotel Business

1. Centara Hotels & Resorts, both domestically and internationally, including a total of 14 properties, have launched projects to provide spaces for agencies and partners to use for social benefit. For example, Centara Reserve Samui, in collaboration with the Thai Red Cross Society, has designated a blood donation area for employees and external visitors. Similarly, Centara West Bay Residences & Suites Doha in partnership with Lime Micromobility, has allocated space for e-bikes and e-scooters, offering guests an environmentally friendly transportation option. Additionally, other hotels have opened spaces for local community groups to sell locally produced products within the hotel premises, under various project names such as CGLB Flea Market, Suan Son Loi Market & Jing Jai Market, Centara Life Market, and Chokedee Market. A total of 179 community shops participated in these initiatives. The project, which allocates hotel space for public benefit, covers an area of 6,336.8 square meters.
2. Centara Hotels & Resorts, both domestically and internationally, totaling 27 properties, have carried out activities to support local communities

by donating money, products, and services during special celebration festivals. These efforts aim to strengthen cooperation between the organization and surrounding communities. In total, 79 projects were implemented, benefiting 80 agencies. The project was carried out through various joint donations, including a contribution of 56,875 Baht on Children's Day, the donation of food during Ramadan for Muslims (Iftar meals), and the provision of goods and food to the underprivileged. Additionally, food was donated on World Food Day in collaboration with the Scholars of Sustenance Foundation Thailand (SOS Thailand), along with donations of animal food and an aluminum donation project for making prosthetic legs, among other initiatives.

- Centara Hotels & Resorts, both domestically and internationally, totaling 20 properties, have opened spaces for study tours and training programs for external participants, including individuals with disabilities. These sessions feature lectures by expert personnel within the organization, facilitating knowledge exchange on hotel business operations, as well as projects and activities that promote sustainability in social and environmental aspects. A total of 46 projects were conducted, benefiting 2,092 students.



6,336.8 Square Meters

Allocated hotel area for public benefit



46 Projects **2,092** Students benefiting

Hotel business study tours and training programs

Food Business

- CRG Surplus Food Project has partnered with the Scholars of Sustenance Foundation Thailand and the VV Share Foundation to deliver quality surplus food to underprivileged individuals in shelters across various areas. In 2024, in collaboration with the Scholars of Sustenance Foundation Thailand, an additional 18 branches of Mister Donut, a pilot brand, have participated in the project, bringing the total to 38 locations across Bangkok, Prachuap Khiri Khan, Phuket, and Chiang Mai. The Company has donated surplus quality donuts from daily sales, totaling 674,741 pieces, valued at 19,567,466 Baht. In collaboration with the VV Share Foundation, the project has been continuously implemented for the second year, with the number of participating branches increasing from 11 to 16 across Samut Prakan, Chiang Rai, and Chonburi provinces. A total of 88,591 donuts, valued at 2,569,136 Baht, have been delivered. Furthermore, the KFC brand has launched a similar initiative to deliver quality surplus food to vulnerable groups in society through the "Harvest & Colonel's Kitchen" project. In 2024, a total of 80 participating branches donated 720,000 pieces of fried chicken, valued at 32,400,000 Baht. Through the CRG Surplus Food and Harvest & Colonel's Kitchen projects, the Mister Donut and KFC brands have delivered food to society, helping to reduce food waste and its associated pollution in the community. The total amount of food delivered is 140,889 kilograms, valued at 54,536,602 Baht.
- As part of a project benefiting children and society, the Mister Donut and Auntie Anne's brands have organized activities that allow customers to contribute to social good by purchasing products and donating funds to support the initiative. The project of Mister Donut brand, called "Mister Donut Santa 1 Box 2 Happiness," is a campaign that allows customers to contribute to social good. For every purchase of a Mister Donut Santa 1 set via online channels, the Company will donate 2 donuts to the SOS Children's Villages Thailand under The Royal Patronage H.M The Queen. In 2024, a total of 1,000 donuts, valued at 29,000 Baht, were donated to five beneficiary organizations: SOS Children's Villages Thailand in Samut Prakan, Songkhla, Nong Khai, Chiang Rai, and Phuket provinces. In the "Auntie Anne's Pretzel Charity – Up a Good Day for Smart People" project, the Company used part of the proceeds from the sale of "Gulf's Set" in the Craft Pretzel campaign to provide snacks and drinks from the Auntie Anne brand, as well as a donation to child patients and medical personnel at the Queen Sirikit National Institute of Child Health, totaling 50,000 Baht.
- The Farm Samart Project, a collaboration between CRG and Green Food Factory Co., Ltd. (Salad Factory), continues to uphold social responsibility by promoting sustainability and creating opportunities for individuals with disabilities. They organized a project handover event to jointly support and develop "Farm Samart," a program aimed at enhancing the potential and career opportunities for the disabled. The initiative is set to become a learning and training center, with support for infrastructure and the development of various areas that facilitate work for the disabled, such as growing vegetables in a non-toxic greenhouse, baking goods, and selling beverages at the Farm Samart Café. The Company allocated a total budget of 1,000,000 Baht to improve the area, build a new greenhouse, and organize training sessions to teach various skills that will help disabled individuals generate sustainable income.
- The "CRG DEAF COMMUNITY: A Space for Creating Happiness for the Voiceless" project is a continuation of the Company's commitment to valuing everyone and supporting development in line with the Employee Journey plan. Now in its second year at KFC, Baan Silom branch, the project focuses on providing opportunities and equality for special groups, creating a space of acceptance for vulnerable communities across society. The initiative opens a space for both the Company's employees and external parties to meet, exchange experiences, and share company news, offering external individuals an opportunity to collaborate with the Company.



Donated food for the community
Valued at 54,536,602 Baht

Donated food for the community:
1.5 Million Pieces



"Farm Samart" donation
1,000,000 Baht

Career opportunity creation project for people
with disabilities, "Farm Samart", with a
donation of 1,000,000 Baht

In addition, we have partnered with the Central Group to implement projects that support community and social development, including the following initiatives:

1. In 2024, Centara Hotels & Resorts donated a total of 338,494 cc of blood, contributed by 4,056 volunteer employees, to the Thai Red Cross Society.
2. Supporting for the Central Project, "Making Dreams of Education Year 7," in collaboration with the Joint Development School Group at the vocational education level, Krabi Technical College, with a donation of 590,000 Baht.
3. Supporting for the activities of the Sports Association for the Disabled of Thailand under the Royal Patronage of His Majesty the King, with a donation of 500,000 Baht.
4. Supporting for the project to develop and improve the Chaopho Luang Uppatham 2 Border Patrol Police School in Chiang Mai Province, with a donation of 2,500,000 Baht.
5. Supporting for the construction project of the Organic Avocado Planting Learning Center for the community enterprise and economic planting in Ban Theppana, Thap Sathit District, Chaiyaphum Province, with a budget of 1,000,000 Baht.
6. Supporting for raising safe broiler chickens at the community level, as part of an ongoing project for young Rhode Thai laying hens (16-18 weeks old), including a food mixer, fermentation tank, and chopper for the Bua Yai Sub-district Organic Farming Community Enterprise in Na Noi District, Nan Province, with a budget of 169,400 Baht.
7. Joining the Tiang Chirathivat Foundation in implementing a project to renovate and repair 72 houses for vulnerable people in honor of His Majesty the King on the occasion of his 6th-cycle birthday anniversary, with a total budget of 850,000 Baht.
8. Supporting budget for the solar energy drying house operation in the Macadamia Agricultural Product Development Project, Aoonrak Sanfun Green Farm Community Enterprise, Thap Sathit District, Chaiyaphum Province, totaling 310,000 Baht.
9. Supporting the integrated agricultural project "Khok Nong Nang," the agricultural product and community product development project of Mae Salong in Mae Fah Luang District, Chiang Rai Province, with an amount of 350,000 Baht.
10. Nine CRG restaurant brands are participating in the 19th Central Group Women's Cancer Project to support female cancer patients. A donation will be made for every purchase of a special menu item to raise funds for the purchase of emergency ambulances for the National Cancer Institute, ensuring sufficient resources for emergency needs. The funds will also support other social and quality-of-life development projects to assist underprivileged patients in improving their well-being. The project will run from September 1, 2024, to October 15, 2024, with a total donation of 141,904 Baht.
11. The 15th Million Gifts Million Smiles - FROM THE HEARTS TO THE SMILES Project delivers heartfelt gifts to children and youth in the three southern border provinces and other regions of Thailand to bring them joy and smiles. In 2024, CRG, through the Mister Donut brand, contributed donations, increasing the total value to 135,200 Baht.