



Corporate Sustainability Development

Central Plaza Hotel Public Company Limited is committed to creating long-term shared value throughout its business operations. This is achieved through a comprehensive sustainability governance structure that covers environmental, social, economic, and governance (ESG) dimensions. The structure serves as a key mechanism for translating sustainability principles and goals into practical implementation across all business units throughout the organization. The Company places importance on communicating its sustainability policies to suppliers across all business relationships in order to collectively create maximum benefits for stakeholders. The Company has established three core pillars to drive sustainability consisting of Caring, Sharing, and Belonging, covering stakeholders throughout the value chain, including employees, customers, suppliers, communities, and the environment.

CENTEL's Value Chain

SALES & MARKETING

Value Creation

- Customer Satisfaction
- Risk Management and Organizational Resilience
- Community Economic Development and Promotion

CONSTRUCTION & DESIGN

Value Creation

- Good Corporate Governance
- Environmental and Social Impact Management
- Community Development
- Customer Satisfaction
- Supply Chain Management

CUSTOMERS

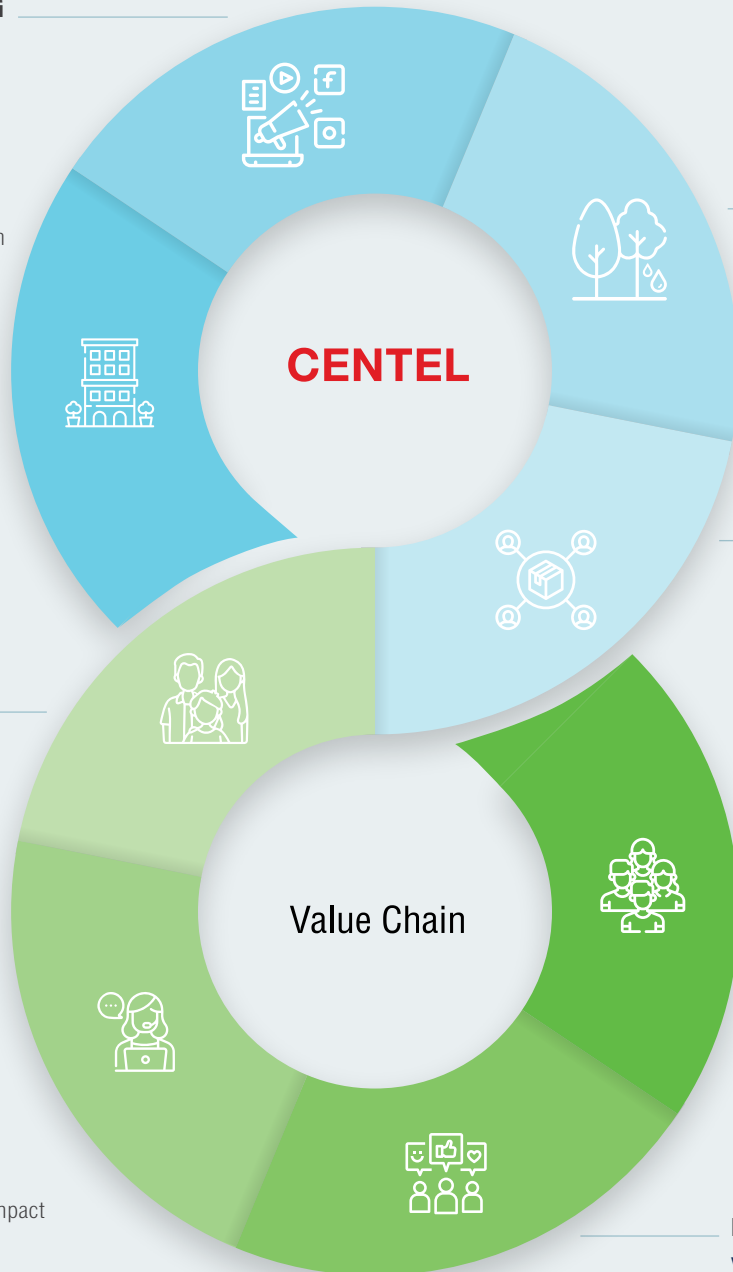
Value Creation

- Customer Satisfaction
- Risk Management and Organizational Resilience

OPERATIONS & SERVICES

Value Creation

- Product Safety and Quality
- Customer Satisfaction
- Environmental and Social Impact Management



LOCAL MATERIALS

Value Creation

- Community Economic Development and Promotion
- Customer Satisfaction
- Supply Chain Management

LOCAL SUPPLIERS & PRODUCTS

Value Creation

- Supplier Capacity Development
- Community Economic Development and Promotion
- Supply Chain Management

LOCAL PEOPLE

Value Creation

- Community Economic Development and Promotion
- Customer Satisfaction
- Employee Capacity Development

LOCAL COMMUNITY

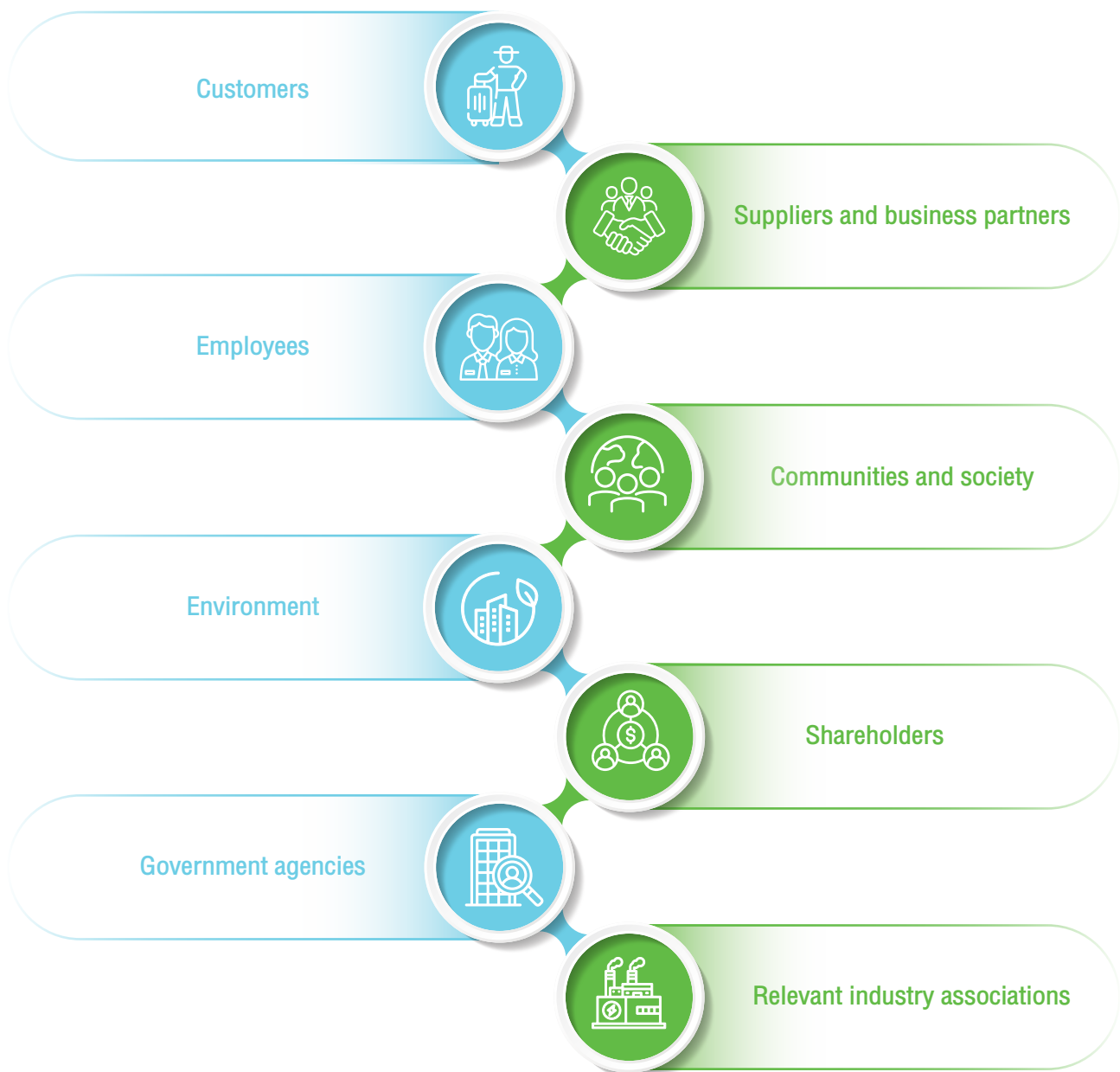
Value Creation

- Community Economic Development and Promotion
- Customer Satisfaction

Create memorable experience and fairness for all



CENTEL's Stakeholders



The Company believes that an efficient value chain is a key mechanism in driving sustainable business operations while creating value for the organization through delivering positive, fair, and responsible experiences to stakeholders in line with the environmental, social, economic and governance (ESG) framework. Therefore, the Company focuses on analyzing, developing, and enhancing both primary activities and supporting activities throughout the value chain to maximize value creation, as follows:

1. Construction & Design: The Company aims to develop construction projects and designs based on high-quality and aesthetically refined structures, which form the foundation for defining the identity of each brand under Centara. At the same time, the Company secures loans and funding sources for project improvement and development by utilizing sustainability-linked financing under proper governance and in compliance with relevant laws and regulations, serving as a foundation for achieving business sustainability certifications. In addition, meticulous design and construction enhance the operational efficiency of the hotel, elevate guest experience and safety, and support sustainable operations through the efficient use of resources over the long term.

2. Local Materials: The Company places importance on the transparent and fair procurement of products and raw materials under the principles of Sustainable Sourcing at both local and regional levels. The use of local materials in construction and interior design not only supports the local economy and reduces transportation costs but also clearly reflects the identity and cultural heritage of the local community.

3. Local Suppliers and Products: The Company promotes collaboration with local suppliers through systematic management while supporting locally produced goods and products. At the same time, it enhances the long-term capabilities of suppliers to enable them to meet the Company's needs effectively and sustainably. This approach also helps build positive relationships with local suppliers and enables the Company to offer products that are fresh, distinctive, and environmentally friendly, enhancing the image of the hotel and restaurant businesses while strengthening the local supply chain.

4. Sales & Marketing: Sales and marketing play a crucial role in strengthening the business's competitiveness and revenue generation. This is achieved through the integration of technology and digital marketing strategies to enhance revenue efficiency while reducing commission costs. At the same time, the Company collaborates with tourism agencies and effectively communicates the cultural identity of local destinations, helping elevate the image of tourist attractions and create shared value with local communities. The Company aims to expand and maintain its customer base across diverse target segments by developing products and services that align with market needs and rapidly changing trends, while strengthening a clear brand identity.

5. Operations and Services: High-quality operations and service delivery in accordance with international service standards are key mechanisms in driving the business. This includes compliance with health and safety standards and customer relationship management, which help strengthen confidence in the organization. The Company integrates sustainability practices into all operational processes to improve resource efficiency, promote the use of renewable energy, reduce waste generation, and enhance brand image. These efforts contribute to building customer loyalty and strengthening long-term competitive advantage. In addition, the Company places importance on risk management to continuously improve and enhance service delivery.

6. Local People: Employing personnel from local communities plays an important role in improving quality of life, expanding economic opportunities, and promoting equality. Local employees often possess language skills, cultural knowledge, and pride in their local heritage, enabling them to share authentic local experiences and insights with customers. These factors contribute to enhancing service quality and creating memorable experiences for guests. Additionally, promoting the capabilities of local personnel through training and career development in service-related professions for the hotel and restaurant businesses serves as an important approach to developing qualified talent for the tourism and service industry.

7. Local Community: The Company's engagement with local communities through educational initiatives, cultural support, and environmental projects reflects its commitment to social responsibility and helps strengthen acceptance and a positive corporate image. Supporting community activities and developing local infrastructure also enhances the potential of tourism destinations, creating long-term shared benefits for both the Company and surrounding communities.

8. Customers: Customers are at the center of the Company's value chain. Customer satisfaction is a key factor driving the organization's success. The Company is committed to delivering authentic Thai service experiences that combine innovation, warm family-style hospitality, high-quality service, and personalized services through diverse cultural expressions, creating valuable and sustainable travel experiences for the future.