

Corporate Social Responsibility



Policy on Corporate Social Responsibility

The Company aims to get ahead in business along with being responsible for social development and environment on three policies education, society-women and environment. Also, the Company's corporate social responsibility includes its internal working process as well as those connecting to communities and environment. The Company promotes corporate social responsibility through its organization. Believing that every employee is a part of social and environmental development, the Company motivates its employees in every level to realize the importance of community, society and environment through its internal public relation. Also, the Company widely welcomes employees and customers to join the Company in its campaigns every year. The Company wishes such campaigns bringing the optimal benefits to societies.

Operation and Report

The Company focus on six stakeholders that are shareholders, employees, business alliances or creditors, customers, competitors, and communities and environment. The Company also prepares a report in accordance with the corporate social responsibility guideline of the Stock Exchange of Thailand, comprising of eight principles. The Company complies with these eight principles as follows:





1. Fair operation

The Company treats every stakeholder fairly. It strictly adheres to the law and trade conditions including fair competition practice. The Company encourages its employees to stick to honesty and business and life ethics. In addition, it treats customers, business alliances and co-workers in every level justly.

2. Anti-corruption

Every act of the Company is done in good faith, correct, transparent, and accountable. Its code of conduct for employees clearly mentions about honesty. The Company's employees shall not be lured by any bribery in order to breach of any code of conduct, regulation or policy of the Company. This includes not accepting any cash, cash-equivalent instrument or any valuable property such as gold and diamond for his/her own benefit. In case of accepting gift or present, it shall not be more than the rate acceptable in society or business. They shall not offer, request or accept any bribery directly, indirectly or through any person for any personal benefit for whichever reason.

3. Respecting human rights

The Company strictly respects human rights. It pays equal attention to every stakeholder in order to guarantee that every right under the law or agreement with the Company is recognized. Plus, the Company suggests a guideline for its employees to treat co-workers and other people with nice and friendly manner. The Company's employees have to treat everybody equally and respect privacy without any discrimination against race, culture, religion or any other status. Privacy and personal information shall be respected. Employees' freedom to act in accordance with their duty, law and human rights are guaranteed.

4. Fair labour treatment

The Company continuously takes an interest in fair labour treatment, labour relation and welfare. Concerning labour treatment, the Company is bound by labour and welfare law. The salary and welfare are appropriately paid. The Company also regularly takes good care of its employees' safety, occupational health and working environment. This, in turn, annually reflects in the award as outstanding business for Labour relations and Labour welfare and also safety, health and environment in the workplace from Ministry of Labour. The Company, furthermore, encourages employees in every level to develop their potential in knowledge, mental health and moral habitually. Promotion and relocation shall be based on knowledge, ability and suitability of employees. Each employee is entitled to lodge a complaint under a specified process if he/she is treated unfairly.

5. Responsibility toward Consumers

The Company strives for offering high quality products in a reasonable price as well as wholeheartedly giving the best service to every customers. Suggestions and information about products are provided to customers completely and correctly based on fact without any exaggeration; therefore, customers can understand and get the most benefit. Regarding confidentiality, the Company sets up a policy concerning customer data. Customers can always complain or query so as to maintain a good relationship with the Company.

6. Environmental Protection

The Company promotes expression of corporate social responsibility within the organization. This can be illustrated in every part of the Company. Reduction of paper usage by using computer system and E-Commerce is one method. Saving energy consumption by installation and change to eco-friendly devices as well as launching a campaign about decreasing energy consumption are done. The Company also concerns about global warming. It encourage using tote bags instead of plastic bags. The Company aims its employees to be responsible for themselves, family, community and society. They should be a role model and participate in social and environmental activity. The Company supports these kinds of activities and let its employees and customers to participate in projects on environmental protection regularly.

7. Community and society development

The Company has a policy to support activities beneficial to community. It continually takes parts in community and society development. Under the Company's plan, store expansion nationwide partially creates local economic development in a province where a store is located. New jobs and positions are emerged. Additionally, aiming for sustainable living, the Company shall not act or support any act which is against the law and may cause negative outcome to community and society.

8. Innovation and Disseminating Corporate Social Responsibility Innovation

The Company promotes creativity and innovation on corporate social responsibility including dissemination of such innovation in order to benefit general public. The Company supports various campaigns on education, society and



environment. For example, the “Robinson Presents 88 Dreams to 88 Schools” project (Robinson San Fun Hai Nong: 88 Fun Hai 88 Rong Rian) has been run by the Company continuously. This Projects aims to pay homage to His Majesty the King Bhumibol Adulyadej. It has organized for 9 consecutive years. Moreover, the Company aims to create a better society and raise social awareness. It asked its employees, customers, and traders to jointly pay back to society and community through its new projects depended upon each festive season.

Activities on Society and Environment

In addition to corporate social responsibility in the Company’s operation, the Company launches various campaigns as follows.

Support for education

- Robinson Realizes Dreams for Children (tenth year running)

Since 2006, the Company has continually held this project to improve the quality of student’s life and the basic education which will be an important force for local development and future progress of the Nation. The objective is to pay homage to His Majesty the King Bhumibol Adulyadej base on sufficiency economy philosophy.

- RobinOn Shoes

As its theme, the Company invited customers to make a donation of their used shoes but still in a good condition to enjoy discounts in purchasing new pairs of shoes. All donated shoes were gathered and further presented to “Pan-Kan Shop under the Yuvabadhana Foundation” for selling, while all proceeds raised from the sale will go toward scholarships for the Young Thais.

- RobinOn School Break

As its theme, the Company invited its customers to make a donation of their school bags, baby stroller, baby crib, baby walker for the Foundation for Slum Child Care and underprivileged children in regional areas where Robinson Department Store has its operating branches. In so doing, it is believed to promote a good and suitable development, on par with fostering an active learning for youths. In addition to that, the Company also provided a good opportunity for over 300 students along with a team of teachers, from seven schools located at the remote areas of Roi Et province, to make an excursion at Robinson Lifestyle Roi Et. On this occasion, they not only had a chance to enjoy the shopping mall’s pleasant atmosphere, but also learn more about an attractive product display, while a movie treat and a luncheon feast were also offered.

- Robinson Health & Wellness: Home Cooking Charity with Cuizimate

Having realized the paramount significance of the development of the children’s quality of life and their good hygiene, As its theme, The Company invited customers who to make a purchase of kitchenware and electrical equipment under Cuizimate brand as part of the proceeds were presented for the development of a canteen for children at Ban Dong Kwang School, Dong Mafai sub-district, Sakhon Nakorn province.



Support for communities and society

- Blood donation with Thai Red Cross

This project has been established since 1987. The Company continuously supported the National Blood Center, Thai Red Cross by promoting and providing places for blood donation. The Company also supported employees, in the central office and each branch, to donate blood and gave support to Provincial Red Cross in the province where Robinson store located.

- Robinson The Most Wonderful Lady Awards

Having realized important roles, knowledge and capability of Thai women who are ready to sacrifice their comfort and dedicate themselves to helping the underprivileged, Robinson Department Store organized the Most Wonderful Lady Awards 2016. Gathering the wonderful women of the Northern region-Chiang Mai, Chiang Rai, Lampang-who have immensely contributed to the development of society, education, environment and culture, the event also presented them with the prestigious “The Most Wonderful” award.

- Robinson Shares and Cares (Robinson Pun Namjai Sai Jai Sungkom)

In 2016, The Company has open 2 new stores, therefore the Company aims to donate financial support for charity and society in related to officially inaugurated in each store. Running in the parallel with that, the Company focus on social responsibility in parallel with business growth. This campaign aims to donate financial support to the Red Cross in two provinces that were Robinson Nakornsriamrat and Robinson lifestyle Lopburi in order to offer scholarship for the students who have good academic but lack of financial support in remote area. In addition, The Company has delivered 100 bicycles in related to “Robinson make good and ride for children” project aims to save their travelling time and have more time for their learning.

Support for environmental preservation

- Robinson Suzuki Green Run

With an aim to raise awareness in the forest watershed conservation, Robinson in partnership with Suzuki Motors (Thailand) Co., Ltd, organised a “Robinson Suzuki Green Run” mini-marathon session. Following the concept of “Run for the Tree: One Runner is Equal to One Tree”, this activity invited avid runners nationwide to held simultaneously at 17 running tracks across the kingdom. The Company gathered 17,000 trees same as the number of runners to plant trees seeding and reforested watershed at Wang Yai and Mae Nam Noi National Forest Reserves, Saiyok District, Kanchanaburi Province. As its theme, Robinson make good thing for Mom: 5 years afforest 50,000 trees (the second year). The campaign was organized to celebrate the auspicious occasion of Her Majesty The Queen Sirikit’s Birthday on 12 August 2016. In addition to support Thai people to focus on health and exercise.

- Robinson: No Bag No Baht and No Plastic Bag

The Company aims to reduce pollution and global warming as well as raise environmental awareness. The campaign aims to encourage customers to shop without plastic bags on every 15th and 30th of the year (Started in July till December 2016) as well as on the environment day in June of every year.

Furthermore, the Company under the Central group joined every Central Group CSR campaigns for example:

- Million Gifts Million Smiles by Central Group co-operate with national army to sending the gift; education aid, sport aid, clothes, snack and toy for children in 3 southern frontier provinces for celebrate New Year and Children Day.
- Central Retail Mini Marathon, Walk and Run for Charity to raise funds for soldiers and victims of unrests in 3 southern frontier provinces and the Queen Sirikit Boromrajineeart Center (for breast cancer).
- The Women Cancer Project has raised funds and donates to the Queen Sirikit Boromrajineeart Center (for breast cancer) for build the nursing home and day care center for cancer patients and to buy a mobility vehicle for woman cancer checkup.

