

Corporate Social Responsibility

Amarin Group has always conducted its businesses in line with its policies on social and environmental care. Guided by the policies that care for the environment, communities, and the society, Amarin Group has had both in-process and after-process corporate responsibility. To date, the group has carried out several useful projects to inculcate in its staff the right conscience. Its human resource development features social responsibility standards and encourages staff to contribute to public benefits in economic, social as well as environmental aspects, which are the basis for Thailand's sustainable development. Such efforts have in turn allowed Amarin Group's business operations to move ahead efficiently and prosper on a sustainable basis. Staffs of Amarin Group, who are valuable assets, have embraced the group's corporate culture in dealing with colleagues, customers and all other stakeholders.

Amarin Group has counted corporate responsibility as a key part of its sustainable-development strategy just like its operating results. Its business operations must always be legitimate, transparent and done after taking into account the benefits and impacts of all stakeholders. The group's corporate responsibility also covers good guidelines on shareholders' rights, equal treatment of shareholders, roles of stakeholders, disclosure of information, transparency, and the Board of Directors' responsibility.

In 2019, Amarin Group conducted its businesses in a socially and environmentally responsible manner. The summary was as follows:

Fair Operating Practices

Amarin Group has placed an emphasis on fair practices. Not taking advantage of others, the group ethically has treated its shareholders, staff, customers, competitors, trade partners, creditors, communities, and society. All groups of stakeholders have received fair and equal treatment from Amarin Group.

Guided by its integrity, Amarin Group has given adequate and proper information/advice on products and services to customers in a timely manner, has delivered quality products to customers in line with agreements on the basis of fair and arm's length transactions, and has also avoided conflict of interest.

Anti-Corruption Practices

Amarin Group has implemented policies and guidelines against all forms of corruption. Its directors, executives and staff must stay clear of corruption, no matter what forms, and fully comply with Thailand's anti-graft laws/regulations. Also, they must not engage in any conflict of interest. They must not use Amarin Group's assets to pursue commercial benefits for themselves or their cronies. The management of Amarin Group has promoted the right conscience among staff on a continuous basis. New staffs are educated about anti-corruption guidelines. Amarin Group has always informed its staff of whistle-blowing channels and protection available for whistle-blowers. Moreover, staffs have been briefed about transparent-procurement policies. Operated by the group's Internal Audit Unit, monitoring system is in place to ensure staff's compliance with laws. Assessments are also conducted for businesses that risk engaging in corruption. In 2018, Amarin signed an agreement to officially join the Collective Anti-Corruption (CAC).



Respect for Human Rights

Amarin Group has recognized that respect for human rights is a basis of human resource development. Support has thus been provided to ensure that the group and its staff do not commit any human-right violation. Freedom, equality and peace have been promoted. Amarin recruitment is free from ethnic, religious and sexual discrimination. All are treated as equals. There is neither oppression nor sexual harassment at Amarin Group. Ideological freedom is not restricted for as long as it does not affect or damage the group's reputation.

Fair Labor Practices

Amarin Group is committed to raising labor standards and staff's quality of life. Work environment at the group has been constantly improved to uphold occupational safety. In addition, Amarin Group organized several activities in 2019 in line with its concept and mission as follows:

1) Yoga / Body Combat sessions: They were held alternately for one hour each evening so that staff could do exercise year-round.

2) Dhamma talks: This event was held every month, with monks invited to deliver sermons to interested staff, their family members or members of the general public. Topics in the Dhamma talks were up-to-date, offering practical tips for ones to apply to daily life.

3) Vipassana Meditation training: Amarin seriously promoted meditation. At least twice Vipassana Meditation training courses were provided each year for staff, their family members, and customers as Amarin hoped to encourage mindfulness meditation. The practice provided a way to understand the state of mind, to keep pace with one's own thoughts, to understand the mind that was also a source of desires, and to stop holding onto something. The ultimate goals are to learn to appreciate emptiness and maintain the normal state of mind so that one can live happily.

4) Work skill development: Amarin has accorded importance to staff-potential development, with all staff receiving training based on annual human resource development plans. The Company organized seminars and training both at its compounds and beyond throughout the year, with an emphasis on

both soft skills and hard skills. Every unit of the Company also presented its human resource development strategy for the year ahead to the management and relevant units for further actions, which ensured that works in this field proceed in the same direction across the organization. For example, The Slight Edge project has been introduced to nudge staff into improving themselves and exploring ways – no matter how slightest they are – to enhance work process so as to achieve better results and make a difference. More details can be found in the article on “Human Resources”.



Responsibility towards Consumers

Amarin Group is committed to creating consumer confidence and maximum customer satisfaction through the delivery of quality services/works at a reasonable price. The group, moreover, has striven to maintain good customer relationships on a sustainable basis. On technology, the firm has invested in Publisher Data Management Platform or DMP for the purposes of doing content analyses and storing consumer data. Such analytics promise to allow Amarin to recommend relevant content and services to consumers based on their interests. Brands relying on Amarin services, therefore, are able to offer promotions to the right target groups or people who are in the process of making a relevant purchase decision.

Environmental Care

Amarin Group has prepared environmental-management process, which includes excellent systems, for its Printing and Packaging Division. Scrap materials and wastewater from its manufacturing process can be categorized as follows:

- 1) Wastewater from the Printing and Packaging Division's manufacturing process is not huge in amount. Each day, the manufacturing process generates about 10 cubic meters of wastewater that is treated in a treatment pond before being discharged into a public detention pond. The Company has implemented the policy to ensure that the discharged water is clean and free from contaminants.
- 2) Scrap materials from the manufacturing process such as paper scraps, film scraps and no-longer-used aluminum plates are sold to buyers who have arranged for recycling.

Regarding other forms of pollution, Amarin Group has built a large air-conditioned facility for its printing machines. This structure can efficiently prevent printing operations from causing noise pollution. Moreover, the Company has cautiously selected chemicals for its businesses to ensure the manufacturing process is safe to staff, users, and readers alike.

Regarding regulatory state agencies, Amarin Group's operations are under the supervision and control of the Industry Ministry's Department of Industrial Works and the Health Unit of the Bangkok Metropolitan Administration's Taling Chan District Office.

Amarin Group has long provided training to staff on continued basis. The process has covered new employees, with content spanning over a variety of topics including work safety in regards to chemical handling. Refresh sessions have also been held once a month to ensure efficiency and the safety of both staff and the public.



Participation in Community or Social Development

Amarin Group has promoted its happy co-existence with communities and society, through a focus on creating educational and occupational opportunities for not just youths but also the underprivileged so that they receive knowledge and develops self - reliance (For more information, please check content listed under Amarin Group's activities in the Corporate Responsibility chapter). Moreover, Amarin Group has focused on creating and sharing innovations from its operations that demonstrate responsibility for the society, the environment and all stakeholders. Business - innovation development has always won support particularly in regard to process related to the promotion and support for all units to develop business innovations that allow Amarin Group to participate in the delivery of social, environmental and stakeholder-responsible products and services.

Socially and Environmentally Responsible Activities in 2019

Reporting Process

Amarin Group has compiled its CSR information as part of its annual report, which is available in both Thai and English languages, for the purpose of distributing concepts and activities related to socially and environmentally responsible activities to shareholders and institutional investors via www.amarin.co.th.

CSR Activities

In addition to the aforementioned work process to promote its sustainability, Amarin Group has also carried out various other activities in pursuit of social and environmental sustainability via the following CSR activities:

1. Social Work

Amarin Group has helped the underprivileged, promoted good health, and delivered various other benefits to society. It has shared resources, physical energy, time and courage so as to repay the society in many forms. Recognizing its duty as a corporate citizen, Amarin Group has reached out to people in need. Staff has been taught to serve as good members of society and spread the do-good culture. In 2019, Amarin Group carried out the following activities:

- Praew Charity 2019 Project:** The Company implemented this project under the "Praew Loves the Earth" concept in support of three environmental organizations: namely, the Wild Animal Rescue Foundation of Thailand, the Save Andaman Network Foundation, and the Chiang Khong Mekong School on Local Knowledge. Invited to the project were celebrities with artistic talents: namely, Pope - Thanavat, Bella - Ranee, Mario, Singto - Prachaya, and Mean - Phiravich. Not only that they helped designing patterns for the project's fabric bags, which were sold at 290 baht each, but they also contributed to the project's auction.





- **Project to facilitate the acceptance/delivery of donations to disaster victims in Ubon Ratchathani province:** Amarin Television Company Limited, a subsidiary, took up the role of the facilitator in sending moral support and various forms of assistance namely money and basic necessities to disaster victims in Ubon Ratchathani, as well as flooded schools and sub district health promotion hospitals for repairs and rehabilitations. This project received the donations worth 9,084,346.53 baht. The facilitator submitted all donations to intended recipients.
- **Phonboon Project:** Amarin Book Center Company Limited, a subsidiary, and the country's leading publication distributor, implemented this good project. Under this initiative, buyers could buy

wreaths and have books at the same value as the wreath prices donated to the Department of Corrections's partner organizations, the Mirror Foundation, the Children and Youth Development Foundation, the Phayathai Babies' Home, schools under the Border Patrol Police Command's supervision, the Young Buddhists Association of Thailand, or any organization they want.

2. Educational Activities

Amarin Group has promoted education via various activities. Recognizing the importance of reading, which is an important foundation for learning, Amarin Printing and Publishing Company Limited in its capacity as Thailand's multimedia leader has joined hands with Thai Beverage Public Company Limited and allies in launching the "Sending Knowledge, Creating Happiness" project, which has been carrying out for two years, with aim to encourage children to read books at least 15 minutes a day. It has been proven that such reading stimulates brain development and efficient learning among children. Supported by the Ministry of Education and the Office of the Basic Education Commission, this project seeks to raise children's and youth's awareness of reading importance. In 2019, Amarin Printing and Publishing Company Limited joined the abovementioned activity in giving books to 30 educational institutions.



3. Environmental Activities

These activities were designed to promote environmental quality: namely, energy saving, environmental rehabilitation, the reduction of resource usage, and campaigns to inculcate green minds. All of them are in line with Amarin Group's mission towards sustainability. Amarin Group has inculcated in each of its members the love for the environment and ensured that its members make it a mission to care for nature, pursue environmental sustainability, and pass on the good environment to the future generations.

- **“Khon Lo Kho Tham Di” Year 12 Project:** Implemented under the concept of “Khon Lo Rak Lok” (Handsome Guys Protect the Earth) concept, this project brought together 19 celebrities for green missions. Under the project, fans could make merits alongside the artists through the purchases of the



project's T-shirts and the auction of Rak Lok fabric bags. The project raised 390,000 baht fund in support of the green missions. Boy - Pakorn, for example, took up the mission to collect garbage from a river by the side of the Chak Daeng Temple in Samut Prakan's Phra Pradaeng district. He invited his fans, volunteers, students and locals to join the clean-up operation too. Participants also learnt how to recycle plastic waste from Phra Maha Pranom at the Temple. Sean, meanwhile, carried out his waste-management mission on Samui Island as Tor, Sky and Bank jointly built small homes for hornbills.

- **Material Reuse Project:** Guided by its environmental care, the Company's internal operations had reused materials in various forms for maximum efficiency and waste reduction. For example, materials used at the Baan Lae Suan fairs are recycled as materials for the Praew Charity 2019.

