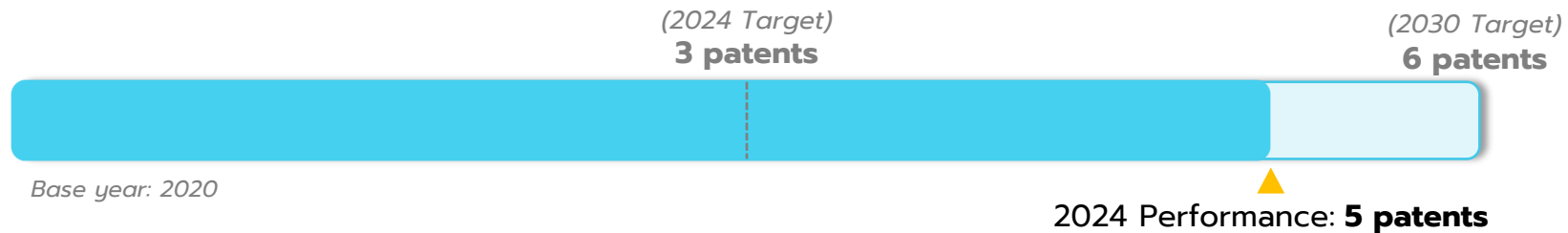


INNOVATION

Target and Performance

Long term target by 2030:

Register **6 patents or petty patents**



2024 Target:

3 patents or petty patents will be registered in 2025.

2024 Performance:



Of Target

5 of patent or petty patent are pending patent numbers.

1,261 of employees are innovators.

8 innovation projects contributed cost-saving **2,577 million Baht**.

Opportunities and Challenges

To ensure the readiness for dramatic changes in circumstances and customer expectations, an innovation culture has been systematically fostered throughout the whole organization. This is accomplished through the cooperation of internal and external parties, in identifying creative and new operational approaches that respond to emerging risks of the wholesale-retail industry altogether improving customer satisfaction.

Policy & Management Approach

The Company's Innovation Committee and Innovation Leader team drive and foster an innovative mindset through conducive infrastructure, outreaching communication and interconnected networks, and also through programs like activities and contests that continuously promote understanding, knowledge and accessibility to innovative platforms.