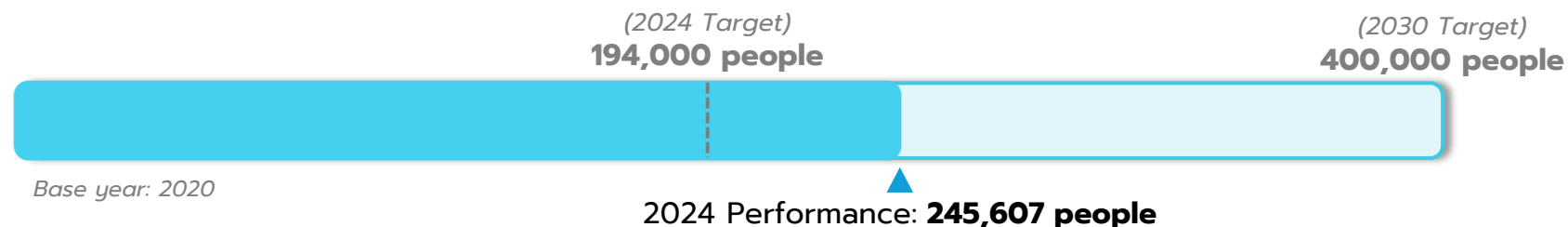


# SOCIAL IMPACT & ECONOMIC CONTRIBUTION

## Target and Performance

Long-term target by 2030

**400,000** jobs supported to generate incomes for the community



## 2024 Target

**194,000** people have jobs supported to generate income.

## 2024 Results



Of Target

**245,607** people have jobs and generate income

Direct jobs or income support

- **94,104** employed or purchased their product.
- **18,420** SME and famers are supported.

Indirect jobs support in value chain

- **53,962** SME's workers on farmer's member group
- **79,121** vender's workers.

## Management Plan

### Employment and Skill Development

One of the company's core missions is to be cherished by and create benefits for communities in every area where it operates. This is achieved through various activities such as local employment, supporting farmers, small entrepreneurs, and vulnerable groups, as well as promoting local economies by providing retail business management knowledge to "sho-huay" (traditional Thai convenience store) operators and small and medium-sized food businesses to connect networks and support the foundational economy of communities, as well as assisting communities in various crises.

### Support SME and famers

The Company supports agricultural products and products from local farmers and SMEs within the respective vicinity which has been implemented continuously to develop supplier potential in terms of production standards, income sustainability, product quality and food safety.

### Social Support in Other Crisis

Thailand also faced severe crises resulting in damage to households and properties in disaster zones. As several stores were located in the affected zones, it collaborated with the local agencies to expedite emergency bags to the disaster victims in a timely manner.

## Sustainable community support – "Makro Alongside Thai farmers" Project



Note: Total purchases from farmers total **9,290** million baht. The company has sales of fresh food products of **31,494.33** million baht.



## Example of Commercial Activity Donation

### "Longan of Choice Give Back Joy to Locality" 4<sup>th</sup> year

The company realized the traditional Longan plantation then seeks to strengthen the income of longan growers as well as improve farm product safety and quality to meet the standard and return benefit from sales to the community with local farmer cooperative in Pasang, Lamphun province to implement GAP guideline for better food safety and quality products also traceability and meet the customer's preference. Furthermore, the research for installation of the machine for packing workshop to extend shelf life and retention time of products. This project is part of Makro's Job creation project whose purpose is to improve the life quality, a sustainable economy in society to strengthen the community through local jobs including the donation of money from product selling to buy medical equipment and hand over to public health unit in the community as return the happiness to the community



### 2024 Results

- 650 farmers generate income.
- 1,222 tons whole year purchasing or 58,046,197 Baht increased 21%.

## Job Creation to the Society

### "Support Productivity and Local Products from Farmers"

Makro and Lotus's support agricultural products and produce from local farmer groups and small entrepreneurs, including produce from highland farmers and the Royal Project Foundation, such as Mae Hia, Mae Hae, and Ler Tor. These products are sold at Makro and Lotus's branches nationwide through both offline and online channels. Concurrently, they also develop the potential of their partners, elevating food production to meet quality and safety standards, as well as promoting stable and sustainable income.



### 2024 Results

- Purchased amount **87,831.49 tons.**
- Totaling support of **9,289 million Baht.**

## Job Creation to the Society

### “60 Yang Jaew” Project

CP Aextra, in collaboration with the Ministry of Labour, is offering opportunities to seniors aged 60 and above through the “60 Yang Jaew” project. The initiative recruits seniors to work and participate in skills training, while also providing sales space within Makro and Lotus's stores. This includes employing 227 seniors to work in branches and enrolling 150 seniors in vocational training under the “Aged Entrepreneur” program. The aim is to create income for seniors who desire independent work or wish to run their own businesses. Additionally, the “Joyful Aged Market” provides free sales space for 100 seniors to sell their products. This project is a testament to the organization's commitment to creating economic value and benefits for society. In total, 477 seniors have participated in the project's activities.





## Job Creation to the Society

### “Create the Jobs for the Disabilities” Project

The cooperation project with the Department of Empowering of Persons with Disabilities to upskill and purchase handicraft products from disability upskilling centers in many provinces for the 3<sup>rd</sup> consecutive year. This year, the Company increased the purchase of more than 13,700 handicraft products สำหรับลูกค้าที่ต้องการจัดเป็นกระเช้าผลไม้ โดยมีจำหน่ายภายในสาขาในแผนกผักผลไม้ ทำให้สร้างอาชีพ และรายได้ที่ยั่งยืนให้แก่ผู้พิการ และครอบครัว The company supports disabled individuals and their families by offering fruit basket assembly services in stores, creating sustainable income. They also provide low-investment food business training to four disability centers, enabling 491 individuals to create street food menus and earn income. Consequently, the company was honored by the Department of Older Persons as a role model for promoting senior employment and income in 2024.



### 2024 Results

- **2,198,620 Baht** purchasing amount.
- The sale amount increase **1,320,155 Bath.**
- Job creation for **491** disable people.

## Job Creation to the Society

### Create the Jobs for the Retired Soldiers

The company has collaborated with the Royal Thai Army and Navy to provide training to conscripted soldiers, enabling them to gain knowledge and understanding of various job roles. The company has created over 2,000 job positions across several stores province, from which the soldiers can choose to work. Additionally, the company provides independent career training to help the soldiers create future income and increase their work options. This initiative is in line with the "Job Creation" policy, which aims to develop and promote various skills continuously, offering stable income and employment opportunities to conscripted soldiers.



### 2024 Results

- Over **2,000** job positions.
- **61** people have been hired.



## Example of Social Investment

### "PLATFORM OF OPPORTUNITY" Project

SME business matching events are under the "PLATFORM OF OPPORTUNITY" project, is the activity to open the opportunity for farmers and SMEs to become the company's suppliers. The local farmer and SME can register their product to the platform, then the platform will proceed with the initial screening and matching the buyer to the product and set up the business discussion. The variable product can be registered such as agricultural products, processing food, other consuming product, etc. Altogether knowledge sharing and provide advisory to farmer and SMEs to improve product quality and productivity for both local market and exportation.



### 2024 Results

- **205** farmer and SMEs entrepreneur registered.
- **36** product has been selected.

## Social Support in Other Crisis

### Support the Forest Firefighter Team

A forest fire rages in Khao Laem, Nakhon Nayok province, northeast of Bangkok, on March 2024. Fire is often associated with negative impacts on the environment such as plant animals living in that area. The company helps provides drinking water for staff in fire fighting mission. In addition, Drinking water also distribute to Chulachomklao Royal Military Academy, Obkhan Forest Fire Control Station at Obkhan National Park area Chiang Mai Province



### 2024 Results

- **60,000** packs of food and water are donated to support people during natural disasters.
- Support valu **393,760.77 Baht**.

## Lotus's Donate Used Coldstore Jacket to Chiang Mai Residents

Lotus donated the 70 Coldstore jacket that used in cold rooms from the Lotus Distribution Center, Lam Luk Ka, to communities in remote areas. in Chiang Mai province Including delivering it to the Hilltribe group, Ban Phi Pan Nuea village. with the Charoen Pokphand Foundation being the delivery daily stuff to help people in remote areas who are affected by cold weather. For better health and quality of life.



### 2024 Results

- **70** sets of coldstore jacket are delivered.



## The Royal Project continuously purchases produce.

CP Axtra is expanding its continuous collaboration with the Royal Project Foundation, a partnership spanning over 29 years. This initiative aims to promote careers and create sustainable income for highland farmers, while also helping customers and the public access high-quality fresh produce at affordable prices. CP Axtra purchases produce from the "Royal Project Development Center Ler Tor" in Tak Province and distributes it to Lotus's branches nationwide and through online channels.



### 2024 Results

- Over 80 Royal Project items sold in 75 Lotus's hypermarkets, generating over **115** million baht.
- Donated 60 water tanks and a production water system, valued at **350,000** baht, to support their water infrastructure.

## “ Continue Direct Product Sourcing from Farmers (Non Khwao Model)” Project

Lotus's supports farmers through direct purchasing, ensuring fair and stable income. The company collaborates with government agencies such as the Ministry of Agriculture and Cooperatives and local authorities, aiming to empower farmer groups to manage their cultivation more efficiently. Lotus's encourages nearby farmers to form cooperatives in line with the government's large-scale farming policy and helps raise standards for quality and safety in agricultural products. Through a pre-cultivation planning and contract farming model—aligned with the “production driven by market demand” approach—Lotus's also facilitates access to distribution opportunities within its network.

Currently, Lotus's operates four major Farm Model production sites across Thailand's 4 regions. These sites provide stable and fair livelihoods for over 546 farming households. By working closely with farmers under the Farm Model, the company ensures stronger quality and safety control over its produce. One key project involves direct sourcing of 27 vegetable varieties from 89 farming households in Ban Non Khwao, covering more than 270 rai of farmland. This initiative yields over 13,000 tons of vegetables annually, generating an average additional income of 12,000 THB per household per month.



### 2024 Result

- **1,092** farmers from all regions participated in the program
- **13,000** tons of annual volumn procurement



## “SME Market Roadshow and SME Fair” Project

CP Aextra expanded its opportunity platform for Thai SMEs and farmers by partnering with the Ministry of Commerce, the Thai Chamber of Commerce, the Board of Trade of Thailand, and the Thai Retailers Association to organize over 15 SME Roadshows and SME Fairs throughout the year. More than 205 small business operators participated, generating total sales of 693,000 baht. These activities aim to drive the local economy, increase income, and sustainably expand opportunities for small entrepreneurs through product booths and business matching sessions with wholesale and retail chains.





## “Lotus's SMART SME - Intensive Training for Aspiring Franchise Owners” Project

Lotus's, in collaboration with PMG Corporation Co., Ltd., has developed a special program called 'Lotus's SMART SME' to develop SMEs toward becoming franchise owners. The program aims to enhance knowledge in franchise business expansion and provides rental space support for small entrepreneurs at Lotus's locations nationwide, as well as through online channels. It also facilitates SME entry into the modern trade market, offers opportunities for business matching activities, and fosters collaboration with both public and private sector partners.



### ผลการดำเนินงานปี 2567

- 137 entrepreneurs (123 business type) have been trained.

## “Creative School Break Program: Fun Every Day at Lotus’s” Project

Lotus's, in collaboration with the Thai Health Promotion Foundation (ThaiHealth) and the Department of Women's Affairs and Family Development under the Ministry of Social Development and Human Security, launched a pilot initiative titled “Creative School Break – Fun Every Day at Lotus’s. ”

The program opened dedicated family-friendly play areas, called “Lotus's Kids Corners,” across four Lotus’s branches, providing a creative and engaging space for families with young children to spend time together.

A key component of the program is the empowerment of single mothers. Nearly 30 single mothers were employed as Play Workers — facilitators who lead children’s activities in the play area. This initiative not only offers a supplementary income but also enables them to care for their own children while working.

The project included collaboration with the Thai Health Promotion Foundation and the Department of Women's Affairs and Family Development to provide training for interested single mothers, equipping them with the skills to work in this role. Lotus’s supports the initiative by offering employment opportunities and providing space in its stores for the children’s play corners.

