
CENTRALTHAM

MARCH 2025



BETTER TOGETHER

“

Central wants everyone to have a good quality of life. Central doesn't only want to, but Central does it

”



ABOUT CENTRAL THAM

A project that Central Group has implemented and collaborated to create job opportunities, support communities, create good quality of life for employees and help build a sustainable society.

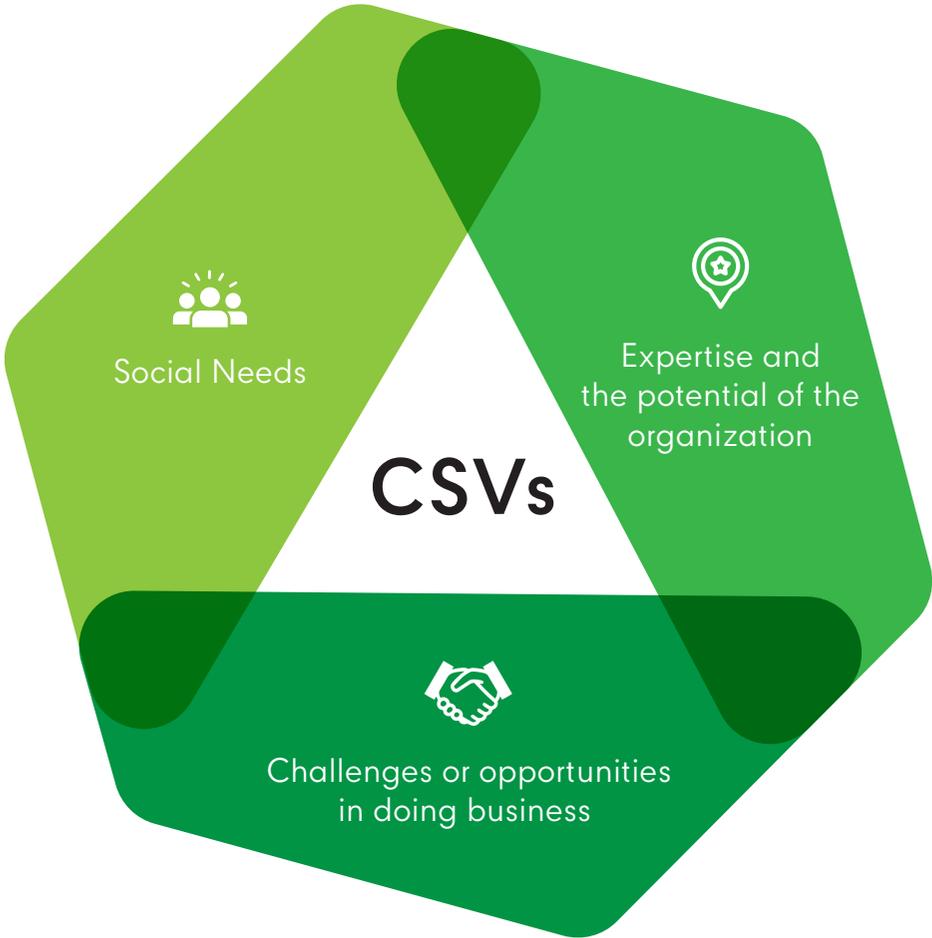
Operating in line with the UN's Sustainable Development Goals under the four main principles for the well-being and quality of life for everyone.





CREATING SHARED VALUES

Central Group takes highly into account the quality of business operations that should meet the needs of society. Therefore, the focus has been elevated from CSR to CSVs (Creating Shared Values) where businesses and society co-create for sustainable development.



OUR STRATEGY: SUSTAINABILITY APPROACHES



INCLUSION



CIRCULARITY

TALENT



CLIMATE

NATURE

COMMUNITY

JING JAI MARKET

CENTRAL RETAIL

good goods

GOOD DESIGN FOR GOOD IDEAS

MaeTha

LOCAL FOOD

MaeTha

centralwOrld

CENTRALPATTANA

CENTARA
HOTELS & RESORTS



COMMUNITY

Empowering the community's economy through learning centers and tourism

With expertise in retail and services, Central Tam shares knowledge to foster community growth. We support local product development and provide distribution channels that connect farmers and communities with customers, allowing them to earn a stable income and better quality of life.

With our commitment to promote community development and improve income distribution, we collaborate with communities to develop products crafted from local wisdom that is inherited through generations. Additionally, by establishing a learning center that will be transformed into a local tourist destination, this initiative provides extraordinary experiences for tourists and ensures equitable income distribution for everyone in the community.





Doing with your heart for everlasting happiness

Central Group introduced a space full of happiness and opportunities under the project called 'Jing Jai Market' in Chiang Mai. This market is teeming with inspiration and innovative ideas, providing tourists with a varied selection of food, arts, designs, and crafts. Through Central Tham's active collaboration with local farmers and entrepreneurs, Jing Jai Market has become the first organic market, allowing direct interaction among local farmers and consumers. Our goal extends beyond fulfilling the needs of consumers and providing unforgettable experiences of local communities.

*Jing Jai in Thai means genuine



Good Goods

With our commitment to preserving local wisdom, Central Tham established Good Goods, a social-enterprise brand, to offer various traditional products developed with modern designs. We enhance the capabilities of communities and vulnerable groups, including people with disabilities, by sharing knowledge on developing products that cater to consumers' needs.

Moreover, the Good Goods acts as a venue to promote the value of local wisdom products and as a channel to improve the artisans' livelihoods. Ultimately, profits from the sales will be donated back to the community to further promote economic growth and enhance well-being.



Transforming countryside into a sustainable living model

The Mae Tha Sustainable Living Project in Chiang Mai province serves as a model community where a new generation of farmers unite to transform their hometown into a sustainable agricultural destination. Central Tham's contributions include assisting in setting up a learning center for farmers, providing support on product development, brand building, and implementing distribution channels to enhance the community's expertise in running sustainable projects.

Central Tham also assists the community in generating additional income by introducing sustainable tourism. By cooperating with the young generation of Mae Tha Organic Community Enterprise farmers, we create homestays for tourists to spend more time in the area while learning about organic farming and sustainable living. This initiative helps to ensure the distribution of income and economic stability of the community.



Passing on the value of local wisdom through cultural tourism

Central Tham has collaborated with the Kut Chik Indigo-dyed Fabric Community to preserve the cultural heritage down through generations. From cultivating cotton and indigo to dyeing and weaving textiles, the Wanon Niwat district in Sakon Nakhon province has developed a unique community craft that improves quality of life and creates income. Including the renovation of shops, buildings, and the factory into the 'Ban Kut Chik Indigo and Natural Dye Weaving Learning Center'. The 'Huan Thor' brand was created as a community product brand and serves as a model for cultural community-based tourism.

It aims to share the stories and identity of the local community. The Learning Center hosts natural indigo-dyeing workshops and offers insights into the Phu Tai way of life, allowing participants to experience the entire process from production to transformation. The initiative seeks to strengthen the local economy, enhance quality of life, and promote long-term environmental sustainability



INCLUSION

Reducing inequality by creating a new opportunity

Central Tham provides educational opportunities for children and youth, fostering essential knowledge and skills for future careers and stable income. We believe 'Education' is the key to elevating future quality of life. Therefore,

we are dedicated to establishing 'Learning Centers' that utilize project-based learning instead of a traditional memorization system. This approach enables children to develop practical and analytical skills that can help them build career readiness for the future.

Beyond educational initiatives, we implement projects for disaster relief and support vulnerable groups. We believe that creating opportunities is the pathway to embracing quality in society, weaving dreams for everyone to have an improved quality of life.



Nurturing a brighter future of our children

Children and youth are akin to seeds that can grow into robust trees if nurtured with care in a positive environment. The 'Khao Rai Dok Kha Learning Center' is a commitment of Central Tham that elevates the education system of 'Baan Tak Daet School' in Phang Nga province. Our goal is to create opportunities for children, enabling them to cultivate knowledge, particularly in agriculture, and flourish into robust trees ready to contribute to the community in the future.



Enhancing teachers' skills, bringing happiness to students

Teachers play a crucial role in cultivating seeds to reach their full potential. With this in mind, Central Tham initiates 'CG Expert' projects to improve teachers' knowledge and skills and better understand students. Teachers with potential and appropriate teaching methods could support students in developing their critical thinking and essential life skills. The better teachers understand students, the better the learning experience students can receive.



The fulfillment of well-being through the joy of giving

Central Tham believes that we can create happiness through the power of giving. As a result, we implement social activities to improve the well-being of vulnerable groups. These include donating to healthcare facilities, organizing blood donation events, and providing consumer goods to those affected by natural disasters. We also collaborate with UNICEF to support children worldwide and those from vulnerable groups through fundraising. We can bring positivity and inspire everyone to spread kindness through giving.





TALENT

Unlocking employees' potential for success

To create workplace happiness and foster our employees' professional growth, Central Tham is committed to providing opportunities for everyone in the company to gain appropriate knowledge and skills through training sessions. In addition, we promote work-life balance through recreational activities that help strengthen employee relationships.

We believe that the organization can sustainably grow when employees receive sufficient support for both personal and career development, allowing them to work with happiness and reach their full potential.



Building a future-ready workforce for organizational growth

To build a workforce for the future, Central Group supports employees in acquiring skills for today's world, including digital expertise and sustainability awareness. We conduct training sessions to upskill our employees, preparing them for the rapidly evolving world of disruptions and challenges. These activities aim to enhance employees' capabilities and potential to propel the strong growth of the organization.

Building a happy and inclusive workplace

Central Tham is dedicated to creating a society of equality and equity by building an organizational culture where Diversity, Equity, and Inclusion (DE&I) are highly valued. We provide opportunities for everyone to join our organization, regardless of race, gender, age, or physical condition. With a strong belief in the potential of people with disabilities, we provide them with job opportunities within various business units under Central Group. Through knowledge-sharing and a supportive environment, we enhance their skills and well-being, empowering them to live independent and fulfilling lives and promoting social inclusion for all.





Learning Center for Agricultural & Community Products,
Baan Theppana, Thep Sathit, Chaiyaphum



CIRCULARITY

**Creating a greener world
with circular economy**

In response to the current environmental crisis, Central Tham has introduced the 'Love the Earth: Zero Waste' project to raise awareness and inspire everyone to reduce harmful environmental impact by actively changing their behavior. Through this project, we efficiently manage waste and resources and promote the importance of waste separation and resource maximization. Everyone's intentional efforts will help achieve a greener world.

Surplus food finds new purpose, nurturing local communities

A significant part of the population is suffering from hunger and approximately 30% of raw materials and unconsumed food continue to be discarded. Central Tham is dedicated to efficiently managing food resources through collaboration with the Scholars of Sustenance Foundation (S.O.S.) and other social-purpose organizations. Instead of sending it to landfills, we create value in edible surplus food by distributing it to vulnerable groups, such as impoverished children, youths, and refugees residing in camps.

Turning waste into value

Central Tham emphasizes the importance of food waste and organic waste management by providing waste sorting areas and installing high-technology composters called T.O.B.Y. (Turn Organic By You) at Jing Jai Market in Chiang Mai and Samui Model project in Koh Samui. This initiative aims to convert food waste into organic fertilizers and biogas, which are then distributed to surrounding communities and schools for their use.



Say No to plastic, Say Yes to recycling

With only 25% of single-use plastic recycled, Central Tham is committed to reducing waste materials through the 'Journey to Zero' project. We aim to highlight the importance of reusable packaging, eco-friendly products, and efficient recycling processes. Furthermore, we give special attention to promoting upcycling, decreasing the amount of waste in landfills while creating new valuable products to be distributed to the community or sold at Good Goods.





CLIMATE

Restoring the climate, addressing global warming

Many countries worldwide face climate change resulting from business and daily life activities. Therefore, Central Tham is dedicated to addressing the issue at its core by reducing activities that release greenhouse gasses and promoting the use of renewable energy. To achieve Net Zero emissions, we implement clean and renewable energy technologies in our buildings and operations, as well as encourage stakeholders in our ecosystem to participate in managing resources and energy efficiently.

Clean energy powered by nature

Renewable energy is one of the solutions that Central Tham aims to promote to create a sustainable world. We are committed to using clean and renewable energy through installing solar panels within businesses under the Central Group. Moreover, we have installed Electric Vehicle (EV) charging stations and energy-efficient refrigerators in various retail spaces and outlets.



Moving with clean energy

Fossil fuel energy is one of the significant causes of air pollution, which negatively impacts the environment and our health. Central Tham is fully aware of the issue and, as a result, assists businesses under the Central Group, such as Thaiwatsadu and Tops, in transitioning from typical gasoline trucks to electric trucks for transporting goods. This initiative supports our business operations while allowing us to move closer to being a Net Zero society.



NATURE

Restoring our nature through biodiversity

Biodiversity is a crucial indicator of the health of this planet's ecosystem. Well-preserved biodiversity can contribute to the stability of food sources, good health, and the overall quality of life for every creature. With this, Central Tham is committed to protecting biodiversity through the 'Love the Earth' project. We advocate for sustainable and regenerative agriculture practices, emphasizing the importance of green area protection and restoration. We support the expansion of green spaces in provincial and urban areas, especially those around our businesses. We aim to build a strong foundation for environment and nature preservation to ensure healthy living for all.



Greening today for greener lives tomorrow

Climate change and natural disasters caused by global warming are increasingly impacting the lives of people, businesses, and the economic growth of Thailand. Therefore, Central Tham collaborates with various organizations to address the crisis by planting more trees and restoring green spaces, resulting in more fresh air for everyone. Furthermore, we have initiated the 'Central Green' project, aiming to improve green spaces and recreational areas for the locals. We aim to raise awareness about nature preservation through collaboration with partners and local municipalities.







Bua Yai Organic Agriculture Community Enterprise,
Na Noi, Nan

CENTRAL THAM IMPACT

As of December 2024

 <p>Solar rooftop installed 215 locations</p>	 <p>Generated 207,176 Megawatt hour of solar energy</p>
 <p>EV charging station installed 1,430 stations</p>	 <p>Food loss and food waste managed and diverted from landfills 19,254 tons</p>
 <p>Total waste recovered and recycled 43,663 tons</p>	 <p>Supported and improved 192 schools</p>
 <p>Increased green areas and forest restoration 3,102 hectares (19,385 rais)</p>	 <p>Created job opportunities for people with disabilities 1,100 people</p>
 <p>Generated community income of 1,700 Million Thai Baht</p>	 <p>Supported community more than 150,000 households</p>



HIGHLIGHT PROJECTS



1 COMMUNITY
Jing Jai Market, Chiang Mai



2 INCLUSION
Baan Tak Daet School, Phang Nga



3 TALENT
Thaiwatsadu Contact Center
with People with Disabilities,
Chonburi



4 CIRCULARITY
Love the Earth: Zero Waste



5 CLIMATE
Electric Vehicles



6 NATURE
Love the Earth



DO IT FOR THE PEOPLE BEHIND YOU

Determined to do it from day one to continue the beautiful path that has been laid, move forward with uncompromising intentions and become a true leader by taking actions.



“ Solidarity of the family and organization is the key to sustainability. Be humble and treat others with respect. Keep learning and improving your work. Believe that every problem can be overcome. ”

Vanchai Chirathivat

“

We must live together, eat together, and think together. Everyone must have diligence, endurance, frugality, and honesty. Everyone must be aware of harmony, love, and sacrifice. ”

Tiang Chirathivat



“ Our success grew out of our determination to bring Thailand into the modern world. We are committed to contributing to its prosperity and enhancing the quality of life of its people. ”

Samrit Chirathivat



BETTER LIFE

Having good health and educational opportunities are essential for people and national development, as well as promoting inclusion among everyone in society, especially people with disabilities, should be able to live equally



BETTER WORK

Contributing to the local community to have a fulfilling career and a stable income, especially farmers and small-scale entrepreneurs. We also provide the necessary tools, skills, and knowledge in various fields to strengthen the communities, including buying and selling their products and supporting marketing channels.

BETTER SOCIETY

Living together in harmony is another primary goal. We also emphasize the importance of each local identity by preserving its heritage and culture and encouraging it to be a tourist attraction that creates sustainable jobs for the community.



BETTER WORLD

To have a good quality of life, one must live in a good environment. To achieve this, everyone should join hands to protect the environment and help to restore our nature.



BETTER TOGETHER



“ Thanks to Central Tham for **supporting job creation, career opportunities, and sustainable environment to the society without any constraints** through Bhu Chee Duen Forest Preserving Coffee project. I wish Central Group continued success in their business and a thriving future. ”

Mr. Wattana Pridippojana (Lao Gua Grandpa)
President of Bhu Chee Duen Forest Preserving
Coffee Community Enterprise, Chiang Rai

“

Thanks to Central Tham for **creating jobs, opportunities, and market channels** to develop our community sustainably. ”

Mr. Sarawut Wongkawin
Leader of Mae Tha Sustainable Agriculture
Cooperative, Chiang Mai



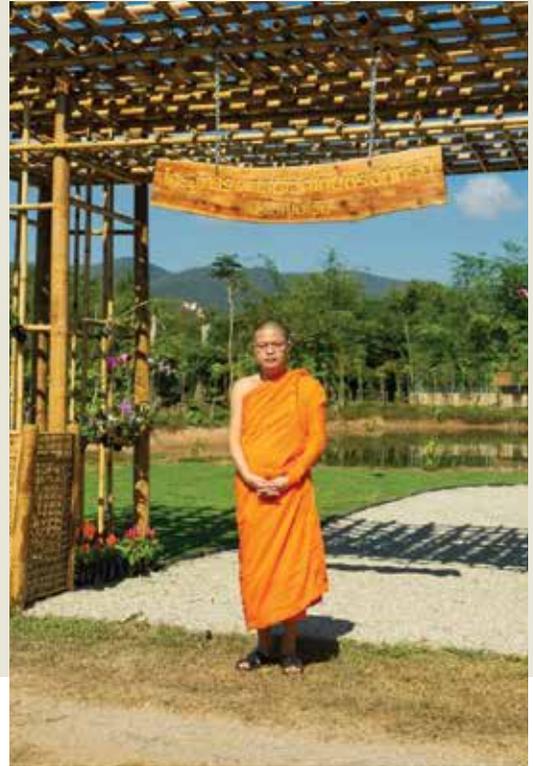
“ Central Tham inspired and helped **to bring out uniqueness of indigo-dyed woven fabric of the Baan Kut Chik, making it different from other products** in the market. This led to increased sales and higher income for the community. ”

Mrs. Mongkol Kailammao
President of Baan Kut Chik Indigo-dyed Fabric
Community Enterprise, Sakon Nakhon



The Buddha mentioned ‘**Sukha Sanghassa Samaggi**’ which means ‘The unity of the group brings happiness.’ This is the motivation for the collaboration between Rai Chern Tawan International Vipassana Center, Buddhist Economics University and Central Group to improve the **Buddhist Organic Agriculture project** to become a center for learning, study visits and sustainable development for Chiang Rai and Thai farmers. ”

The Venerable Phra Medhivajirodom
Cherntawan Buddhist Ecological Learning Center
for Organic Agriculture, Chiang Rai



“ It’s a heartfelt connection. What began as a duty has evolved into love, connection, and meaningful relationships, which made us to walk side by side and grow together. **This dedication has led to a thriving community today, with stable incomes not just in the fabric weaving group but also across all communities in Na Muen Sri district. We are a proud representative community of Trang province.** ”

Ms. Arob Ruangsang
President of Na Muen Sri
Fabric Weaving Community, Trang

“ I want to help all Thais to have enough to eat and **create opportunities to share and assist less fortunate farmers so they can stand on their own two feet.** I believe in the power of goodness; good deeds will yield good results. Let’s work together, each contributing in our own way, for the future of ourselves and our children, ensuring that everyone has enough to eat. ”

Mr. Vichian Promtungkho
President of Learning Center for Agricultural Product
Development and Community Products, Ban Theppana,
Chaiyaphum

BETTER TOGETHER



“ Central Tham helped to **build confidence within the community**. Most of the farmers have already received supports from various organizations, but they have not yet been certified for product distribution. Central Tham steps in to identify community problems, collaborates to solve the issues, and provide support in areas where the community is lacking. We know that when **Central Tham comes to assist, it lifts the spirits of farmers, making us confident that we will have income and farm lands.** ”

Mr. Khosit Sawaengsuk
President of Nong Sanit Organic Vegetable Farming Cooperative, Surin

“ I would like to thank Thaiwatsadu for giving us the **opportunity to earn income to support myself and my family**. Thank you for this opportunity. ”

Mr. Watcharapanit Khamchot
Inbound & Complaint Service Staff,
Thaiwatsadu



“ More than just an income, we are proud of being a people with disabilities **who can support our ourselves and our families.** ”

Mrs. Thanchanok Namwong
President of Heart of Disabled Association,
Udon Thani

“ Thank you to Central Tham for their support. **Without their help, we wouldn't have been able to develop into who we are today.** They guided us to meet various standards allowing us to distribute our products to different stores and further enhanced our knowledge and processing capabilities to enter broader markets. ”

A. Kanokporn Khongyot
Director of Baan Tak Daet School, Phang Nga



“ Thank you to Central Tham for their support. **Without their help, we wouldn't have been able to develop into what we are today.** They helped us improve to meet various standards allowing us to distribute our products to different stores and further enhanced our knowledge and processing capabilities to enter broader markets. ”

Mrs. Tikhamporn Kongsorn (Mae Kamnan)
President of the Bua Yai Organic Agriculture Community Enterprise and Manager of the Nan Organic Agriculture Community Enterprise Network, Nan



“ Joining Central Tham has been a great experience. Whether it's purchasing or management, everything is handled in a very friendly and approachable manner. **The farmers who trade with Central Group can survive and support the surrounding communities such as temples and schools.** ”

Mr. Sawat Suknoom
President of the Melon Mooyai Ruamjai Pattana Community Enterprise, Ayutthaya

CENTRALGROUP

CENTRAL
RETAIL

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