



RE
FOR **“THINK”** and **“ACT”** for better future
BETTER
FUTURE

Pruksa Sustainability Report 2011

Pruksa Real Estate Public Company Limited

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Message from Chief Executive Officer

Throughout 2011, Pruksa Real Estat Public Company Limited carried out CSR activities under the theme “**Yes, We Care**”, placing emphasis on the care toward all those involved with our business. Customers, staff, business partners, community, and shareholders all come under this umbrella. With this in mind, the company will grow steadily and in a sustainable manner.

To achieve the objectives of “**Yes, We Care**”, the company encouraged its staff to participate in product and service improvement to provide customers with better quality products and better services. To maximize customers’ satisfaction and leave a positive impression, the company has Brought the creation of world-class Construction innovations, such as, Pruksa Precast Concrete Factory 5 (PCF5) to standardize the construction quality, reduce construction waste and create a greener environment.

As for the staff, the company offered a variety of training courses at “**Pruksa School**” to groom the staff for new challenges in the business world as well as create awareness of

operational guidelines among the staff, through “**Pruksa Culture**”, which is a customer-centric policy.

As part of the society and community, the company participated in the “**Green Ocean Strategy Program**” which comprised Green Governance and Green Habits. Both strategies were disseminated through various media to project the company as a model company which prioritizes social and environmental issues.

Realizing that the community has to be improved continuously, the company, moreover, carried out CSR after process such as “**Pruksa Scholarship**” for the Thai youth to gain access to better education, “**Pruksa Living Healthy**” to provide medical check-up for customers and community members, “**Union of the Thai Restores the South**” to repair the schools which had been flooded, the “**CSR Day**” to encourage the staff to apply what they had learned from the CSR activities to their work and the “**Blood Donation to Pay Tribute to the King**”. Which was jointly carried out with organizations such as the Thai Red Cross and the Thai Health Promotion Foundation.

In the last quarter of the year, many provinces suffered from the worst floods including some parts of Bangkok and perimeter where many of the company's projects are located. The floods adversely affected everyone—customers, staff, the public, the business sector and the country's economy as a whole. The company had set up measures to provide all the stakeholders with as much aid as the company could afford.

For “Yes, We Care”, the company was granted the Asia Responsible Entrepreneurship Awards 2011-Southeast Asia under the category of “Investment in People Award”. The company felt very honored to be awarded this prize and it encouraged the company to promote its CSR activities so that both the company and the community can grow together at the same pace.



(Thongma Vijitpongpun)
Chief Executive Officer



Thongma Vijitpongpun
Chief Executive Officer



Rethink

“Think” and “Act” for greener and better future.

Green Project : Real Estate Manufacturing (REM) ,
Green Technology : Prukasa Precast, Green : Prukasa School

The Business Operations of

Pruksa Real Estate Public Company Limited

Pruksa Real Estate PLC was founded by Mr.Thongma Vijitpongpun on April 20, 1993 with an initial registered capital of 50 million baht to develop real estate projects. The first of which were townhouses. Mr.Vijitpongpun brought with him his experience and expertise in construction from government and private projects to the business. This, together with the professional management team and internationally-recognized outsourced consultants for continuous development of the entire corporate operation process and an appropriate business strategy resulted in the company's positive bottom lines, generating considerable annual profits even during times of economic downturn.

On December 6, 2005, the company became a public company limited and its capital was registered on the Stock Exchange of Thailand under the symbol, "PS". In the same year, Pruksa Precast Concrete factory was established to standardize the construction quality.

The company has developed quality townhouses, single-detached houses and condominiums, with emphasis on the development of residential projects in Bangkok metropolis and its suburbs with potential growth. The company has utilized the same state-of-the-art construction technologies as those of Europe such as Tunnel Form Technology to construct townhouses and Pruksa Precast Technology to construct single-detached houses, condominiums and some types of townhouses. The

company has also expanded its investments overseas including India, Vietnam and the Republic of Maldives to ensure the continual and steady growth of its business.

At present, the company has expanded its product lines under diverse brands to meet the specific needs of its diverse customers with different income brackets. These products include:

- Townhouses: Baan Pruksa, Pruksa Ville, The Connect, Pruksa Town, The Plant Citi, Urbano, Pruksa Town Next, The Reno, Villette, Patio
- Single-detached houses: Passorn, Pruksa Village, The Plant, Pruksa Town, Bann Pruksa Nara, Pruksa Gallery, Pruksa Puri, Natura
- Condominiums: City Ville, Ivy, The Seed, The Tree, Chapter One, Condolette, Be You, Fuse, Urbano Absolute, Plum Condo

Subsidiaries and Joint Ventures

To enhance its business potential, the company has set up the following:

1) Kaysorn Construction Co., Ltd. (subsidiary). Set up in 2005 with a current registered capital of 100 million baht (Pruksa holding 99.99% of the registered capital), it operates as a contractor for housing decorations.

2) Putthachart Estate Co., Ltd. (subsidiary). Set up in 2006 with a current registered



capital of 300 million baht (Pruksa holding 99.99% of the registered capital), it operates as a property developer.

3) Phanalee Estate Co., Ltd. (subsidiary). Set up in 2006 with a current registered capital of 300 million baht (Pruksa holding 99.99% of the registered capital), it operates as a property developer.

4) Pruksa Overseas Co., Ltd. (subsidiary). Set up in 2008 with a current registered capital of 600 million baht (Pruksa holding 99.99% of the registered capital), it operates as a real estate business outside Thailand.

5) Pruksa International Co., Ltd. (subsidiary). Set up in 2009 with a current registered capital of 1,000 million baht (Pruksa holding 99.99% of the registered capital), it develops housing projects outside Thailand.

6) Pruksa India Housing Private Ltd. (subsidiary). Set up in Bangalore in 2009 with an initial registered capital of 10 million rupees, it develops housing projects in the region. (Pruksa Overseas Co., Ltd. And Pruksa International Co., Ltd. hold 50% each of the registered capital.)

7) Pruksa India Construction Private Ltd. (subsidiary). Set up in Bangalore in 2009 with an

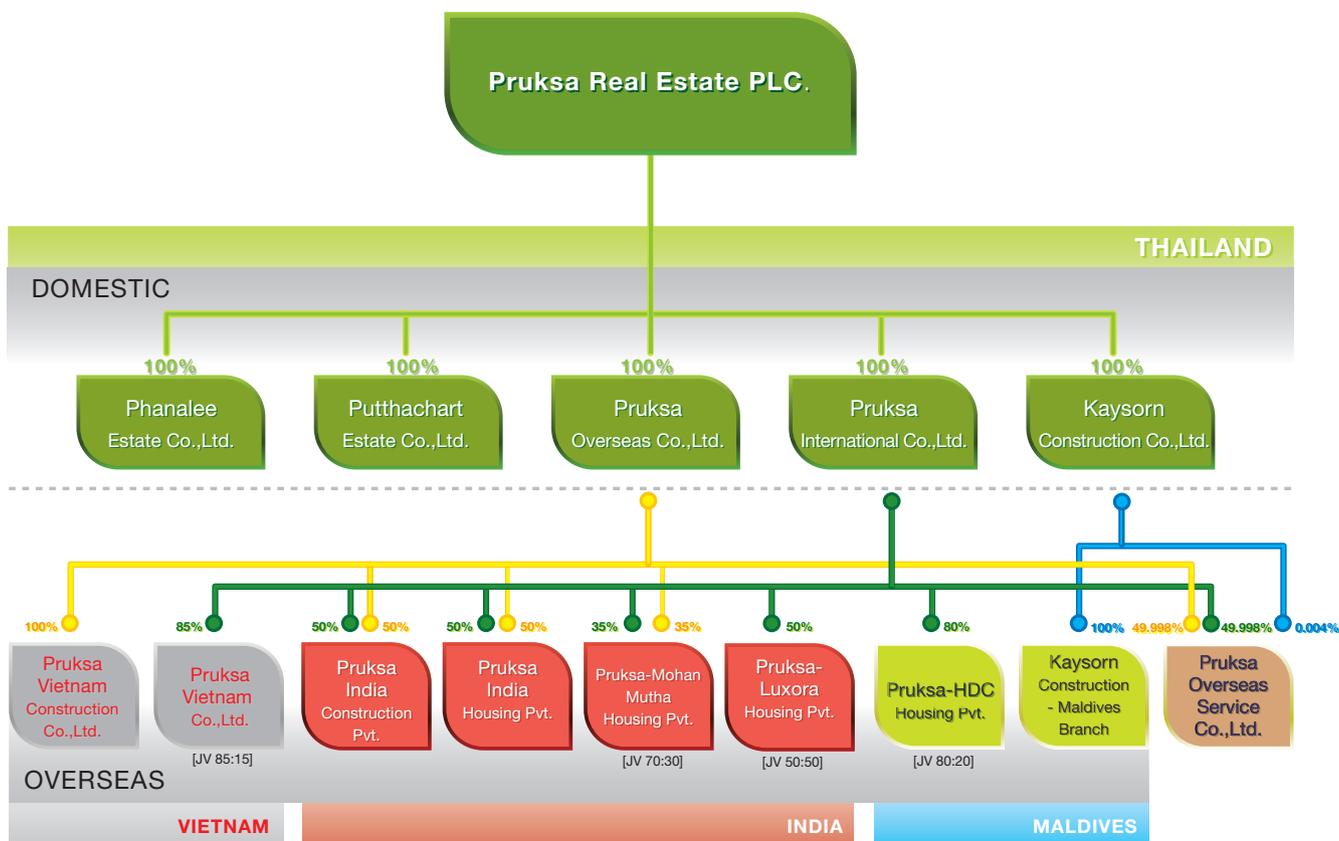
initial registered capital of 0.5 million rupees, it operates as a contractor for housing decorations in the region. (Pruksa Overseas Co., Ltd. And Pruksa International Co., Ltd. hold 50% each of the registered capital.)

8) Pruksa Overseas Services Co., Ltd. (subsidiary). Set up in 2010 with a registered capital of 10 million baht, it provides services and support for its affiliates or its national and international branches (ROH). (Pruksa Overseas Co., Ltd. and Pruksa International Co., Ltd hold 49.998% each of the registered capital while Kaysorn Construction Co., Ltd. Holds 0.004%.)

9) Pruksa-Mohan Mutha Housing Private Ltd. (joint venture). Set up in Chennai in 2010 with an initial registered capital of 450,000,000 rupees, it develops housing projects in the region. (Pruksa Overseas Co., Ltd. and Pruksa International Co., Ltd. hold 35% each of the registered capital.)

10) Pruksa-Luxora Housing Pvt., Ltd. (joint venture). Set up in Mumbai in 2010 with an initial registered capital of 450,000,000 rupees, it develops housing projects in the region. (Pruksa International Co., Ltd. holds 50% of the registered capital.)

11) Pruksa Vietnam Co., Ltd. (joint venture). This is in the process of being set up in Hai Phong



with an initial registered capital of 10,000,000 USD; it will develop housing projects in Vietnam. (Pruksa International Co., Ltd. holds 85% of the registered capital.)

12) Pruksa Vietnam Construction Co., Ltd. Set up in Hai Phong in 2009 with an initial registered capital of 850 million VnD, this company operates in the construction business in Vietnam. (Pruksa Overseas Co., Ltd. holds 100% of the registered capital.)

13) Pruksa-HDC Housing Private Ltd. (joint venture). Set up on Hulumale Island, The Republic of Maldives in 2010 with a registered capital of

127,500,000 Rufiyaa; it develops housing projects in the region. Pruksa International Co., Ltd. holds 80% of the registered capital.

14) Kaysorn Construction (Maldives) Co., Ltd. (subsidiary). Set up on Hulumale Island in 2010, it operates as a contractor and interior decorator in the region. The amount of registered capital and the number of shares are the same as those for Kaysorn Construction Co., Ltd. in Thailand.

Reduce

One more “Think”, One more “Save”

Green Project : Innovation, Green : Prefabricated System Building

Vision,

Mission and Corporate Culture

Vision

“Pruksa Real Estate PLC is one of the top tenth leading property developers in Asia, of which vision is to focus on world-class management quality emphasizing the steadily and sustainable growth, the impression and the highest satisfaction among customers, staff, business partners and shareholders, including operating business with conscious and responsibly to return to the society in every country where we operate”

Mission

- Be one of the top tenth leading property developers in Asia
- Generate at least 25% per year of revenue growth
- Generate at least 18% per year of net profit growth
- Generate income of Baht 100,000 million by 2017

Business Operations

The company has conducted its business with care by adopting the following strategies:

- World-class business operations to highlight its products and services and maximize customer's satisfaction. The operations include:

- Excellent Brand
- Excellent Location
- Excellent Design & Interior
- Excellent Project Facilities
- Excellent Construction Quality
- Excellent Service and After Sales Service
- Excellent Price
- Excellent Post Finance
- Excellent CRM & Contact Center
- Excellent Property Management

- Effective Supply Chain Management

- Effective Cost Management

- Strategic Business Units (SBUs) to support the rapid expansion of the company by taking the following into consideration:

1. Excellent Corporate & Product Brand
2. Excellent Technology and Innovation
3. Excellent Teamwork
4. Excellent Product and Service

- Excellent Technology and Innovation such as Pruksa Precast Technology, Pruksa Total Precast System, Real Estate Manufacturing

- Deliver Excellence

- Continuous Process Improvement

- Investment Risk Management, such as

- The development of projects in many areas in Thailand (Bangkok metropolis and its suburbs with potential) and outside Thailand (Asia such as India, The Republic of Maldives and Vietnam)

- The management of construction material prices by signing contracts with business partners to determine prices in line with demand in advance.

In 2011, the company placed the emphasis on care and respect toward those involved with our business under the theme “Yes, We Care”. Customers, staff, business partners, communities and shareholders all fall under this umbrella. With this in mind, the company looked to grow in a steady and sustainable manner. “Yes, We Care” comprised:

- **Innovative Products.** The company carried out “Model House” and the CEO Award to promote the staff’s participation in product improvement to meet the specific needs of the diverse group of customers at affordable prices.

- **Proactive Caring Services.** The company Improved Prukca Contact Center 1739 and adopted advanced digital media to promote sales and marketing. As a result, customers could access the company’s information more readily. In addition, the company provided customers with self-services such as Prukca Application on Mobile, e-Selling Tool on iPad, and On-line Booking.

- **State-of-the-art Technology.** The company expanded Prukca Precast Concrete Factory to increase the productivity of prefabricated reinforced concrete by using a fully automated carousel system, one of the most state-of-the-art technologies from Germany. The system

standardized the quality of the concrete and reduced construction waste. Prukca Real Estate Plc is one the few real estate developers that manage their own construction work utilizing cutting edge construction technologies from overseas and has been recognized in the real estate arena as a leader in construction innovation.

- **Certified People.** The company set up Prukca School to offer a variety of training courses to groom the staff for new challenges in the business world as well as inculcate operational guidelines among the staff, Prukca Culture, which is a customer-centric policy.

- **Green Social Responsibility.** The company participated in Green Ocean Strategy comprising Green Governance and Green Habits to project the company as a model company prioritizing social and environmental issues in order for the company and society to achieve sustainable growth.

Corporate Culture

The company’s corporate culture is key to uniting the staff and maximizing customer satisfaction. The company’s corporate culture is adapted from one of Lord Buddha’s teachings, that of the Eightfold Noble Path, which can be classified into morality, meditation and thought. The company’s corporate culture covers the following guidelines adapted from this philosophy for the staff to observe:

1. Empathy
2. Customer Focus
3. Think Right
4. Execute
5. Deliver Excellence

Major Developments

in 2011

- Prukisa Precast Concrete Factory 4 (PCF 4), using Fixed Mould System to manufacture concrete slabs for condominiums and facade for townhouses. The factory manufactured the slabs for 320 condominiums a month and the facades for 900 townhouses a month. Prukisa Precast Concrete Factory 5 (PCF 5), using a fully automated carousel system, could manufacture as many as 105,000 square meters of prefabricated reinforced concrete slabs or that equal to 440 houses a month. This factory is the carousel plant that has the highest production capacity in the world. It was opened in late 2010 and was in full production by mid 2011.



- Expanded the company's product lines: townhouses under "Villette", "The Reno" and "Patio", and single-detached houses under "Prukisa Puri" as well as condominiums under "The Plum".

- Expanded its business to other provinces such as Phuket (townhouses under "Prukisa Ville") and Khon Kaen (single-detached houses/ twin houses under "Baan Prukisa Nara")



- Marketed the Prukisa Silvana Project in Bangalore. The project offered single-detached houses and townhouses totaling 401 units for sale. The bookings totaled 469 million baht and the company transferred the ownership of the first unit in December 2010.

- Developed the first condominium project, Coral Ville, on Hulumale Island in the Republic of Maldives. The project comprised nine buildings and the ownership of two buildings was transferred.

Reuse

More “Reuse”, More “Valuable”

Green Saving : Water recycling process

Good Governance

The company adheres to good corporate governance principles consistent with the policy of the Stock Exchange of Thailand. The company strongly believes that its principles of good corporate governance are beneficial to the company's performance and are key to achieving the company's goals. The company's principles of good corporate governance are divided into seven categories:

1. The Board of Directors
2. Rights of Shareholders
3. Equitable Treatment of Shareholders
4. Roles of Stakeholders
5. Disclosure and Transparency
6. Internal Controls and Risk Management
7. Philosophy and Code of Conduct

The company communicates "The Principles of Good Corporate Governance" on the company's website (www.pruksa.com) and has encouraged the Directors, management and staff to acknowledge and observe them.

The company also adheres to good corporate governance and has provided staff with a handbook on the subject as well as code of conduct. It is the role of the Human Resource Division to encourage the staff to follow such guidelines.

The key to good corporate governance is being honest to the shareholders and the organization. This helps the organization achieve its mission, create credibility and grow in a sustain-

able manner. As a result, the company conducts its business with transparency, fairness and ethics. The company is, moreover, determined to strengthen its relationship with the stakeholders; for example, the company buys raw materials or products from its business partners (suppliers) with clearly specified terms and conditions for procurement available for the staff to follow. Another example is when the company offers bids for high-priced projects.

Code of Conduct

Regarding it as a top priority, the company outlines the code of conduct and rules and regulations for the staff to follow. These rules deal with ethics, morality, honesty and equality. In addition, the company concerns about the safety of the community and the environment, abiding by the law and human rights while also safeguarding itself against corruption, bribery, political involvement and conflicts of interest. The staff are given a handbook on good governance and the business code of conduct and have to sign a letter committing themselves to following these rules. Each employee is asked to write a report on any incident which leads to a conflict of interest with those of the company on a yearly basis or when the incident arises. The Board, managers and concerned persons have to report all the properties in their possession, earnings and debts to the Office of the National Anti-Corruption Commission.

The company's committee supervising the code of conduct is responsible for compiling and revising the company's code of conduct every two years as well as assessing the staff's observation of the code of conduct.

In 2010, the handbook on the company's code of conduct was revised so as to be updated, applicable to the domestic and international business context and in line with the rules and regulations of the Stock Exchange of Thailand.

Disclosure

It is a policy of the company to fully and sufficiently disclose useful information in a timely manner to ensure the transparency of business conduct. The company has set up mechanisms to contact, obtain information, disseminate information and clues, including a report on violations of code of conduct. Such information can be accessed through

- Pruksa Contact Center 1739
- <http://www.pruksa.com>
- E-mail: cc@pruksa.com

Complaints and suggestions made through the above channels are collected and distributed to the concerned division by Customer Service (CS) system, with an clearly agreed service level agreement (SLA). And the concerned division can access the information at anytime so that it can deal with complaints promptly .

Internal Controls

The company has a comprehensive internal control audit system covering matters concerning risks and operations. At the quarterly meeting of the Board of Directors, the Internal Audit Committee has to suggest how to implement

the internal control system. The Internal Audit Committee is set up to make sure that the company conduct its business with honesty and responsibility toward the shareholders. In addition, the committee has to make sure that the Board of Directors and the management strictly follow the company's policies. In 2010, the committee held 12 meetings with the management, the internal auditors and the auditors to:

1. Approve the audited Quarterly Financial Statements and the 2011 Financial Statements prior to submission to the Board of Directors for approval. Inquiries were made to the Auditors on the accuracy and completeness of the Financial Statements and the sufficiency of information disclosure. In addition, the committee considered the recommendations proposed in the Management Letter to improve the internal control system and approved the 2011 auditing plan. The committee agreed that the process of reporting the company's accounting statements and financial statements were conducted appropriately. As a result, the Financial Statements and the report on the company's operational results were accurate according to the accounting standards and the information to be disclosed was sufficient.

2. Review and approve the practice guidelines for entering into connected transactions or transactions with potential conflicts of interest, including the review of transactions which could be categorized as connected or transactions with potential conflicts of interest as well as the review of the disclosure of pertinent information to ensure that it is in compliance with the Stock Exchange of Thailand's relevant notifications, regulations and guidelines. The committee agreed that the transactions were normal, favoring the company, and included sufficient information to be disclosed.

3. Review compliance with relevant provisions, regulations and laws in accordance with the guidelines of the Stock Exchange of Thailand. As well, the company appoints Internal Audit Department to audit this matter. In addition, there is a quarterly meeting on the operation result of Legal Department, the committee found no solid evidence to suggest that the company did not comply with the relevant provisions, regulations and laws. There was only the claim that the company should pay more attention on the state of project presentation which may cause of customers' misunderstanding.

4. Review the internal control system and risk management in accordance with the guidelines of the Securities and Exchange Commission and the Stock Exchange of Thailand and submit the internal control report and the audit report of the external consultant firm hired to audit the company's subsidiaries and joint ventures outside Thailand. The committee found no significant issues concerning the internal audit and agreed that the company had provided an appropriate internal audit system and risk management.

5. Supervise the responsibilities and manpower of the internal control function and consider and approve the 2010 audit schedule, prepared in accordance with the company's risks, the audit quality improvement plan and development of the knowledge, skills and expertise of the internal audit personnel. The committee also reviewed the Audit Report on a monthly basis and the overall performance of the internal audit function, including the survey of satisfaction of executives and the audited department at all levels. The committee agreed that the internal control audit system was not interfered with by

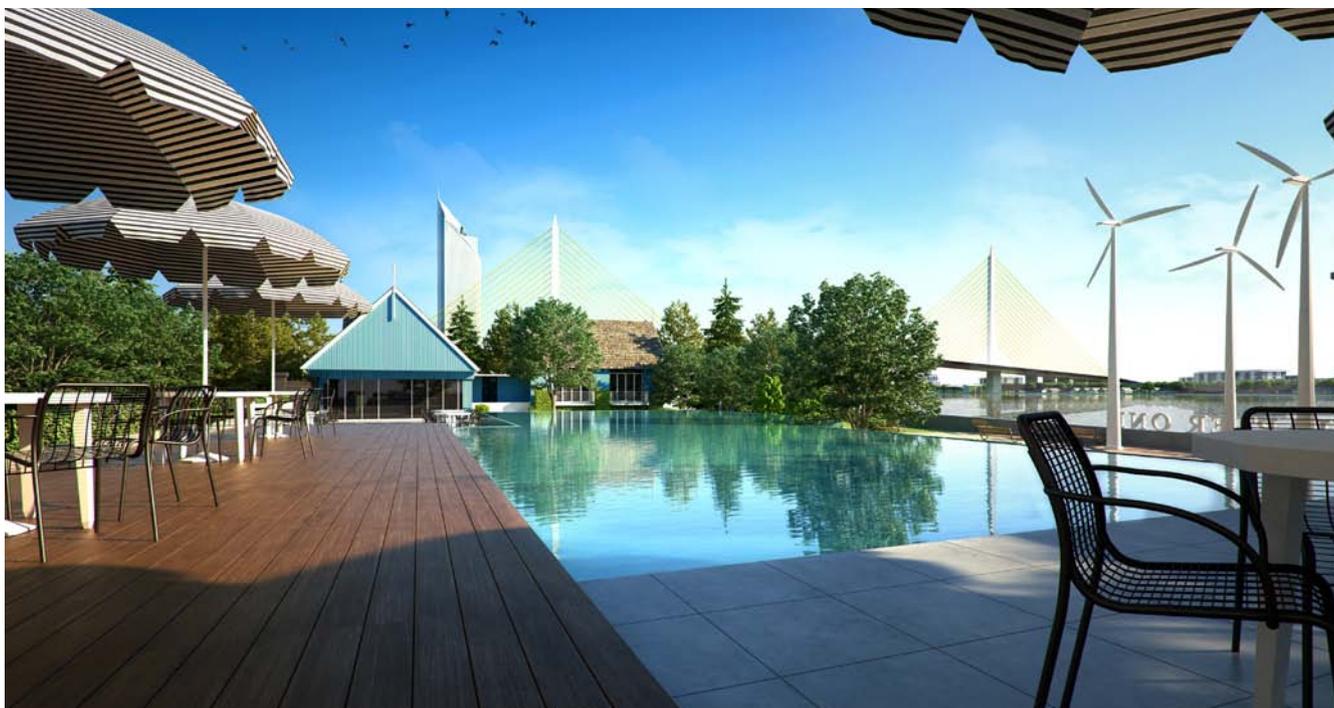
any party, sufficient and appropriate to achieving its goals.

6. Report the operations of the Audit Committee to the Board of Directors every quarter. Opinions and recommendations for managerial purposes were presented to Management, who make appropriate improvements and adjustments as recommended.

7. Review the Audit Committee Charter and recommendations for revision made to the Board of Directors for approval. The recommended revisions cover the qualifications of the Audit Committee members, the committee's scope of responsibilities, and meetings in line with the policy of good corporate governance outlined in the Notification of the Capital Market Supervisory Board and as required by the Stock Exchange of Thailand. In addition, the committee participated in reviewing the company's business ethics to be in line with the economic situations and the company's expansion plans both inside and outside Thailand.

8. Nominate the 2012 Auditors and propose their fee to the Board of Directors based on their performance, manners, independence, ethics and qualifications in line with the rules and regulations of the Securities and Exchange Commission and those of the Stock Exchange of Thailand. The committee decided to nominate auditors from KPMG Phoomchai Audit Ltd. to be the 2012 auditors to the Board of Directors and the shareholders meeting for approval.

During 2011, the committee was committed to its responsibilities with knowledge, skill and prudence. The committee had freedom to access



information from those involved in the internal audit and provided suggestions to those involved equally.

Risk Management

The company has set up the Risk Management Committee with the purpose to give an advise to the company executives regarding to the risk management guideline .

The committee and the company Executives aware that the risk management is important to the business operation and prioritize the risk mitigation by set up the risk preventive criteria. The risk evaluation was implemented because of the said purpose.

The Risk Management Committee has reviewed the risk in specific business unit and support function and also review the Corporate Key Risk Indicator (KRI) once a month. The committee has reviewed the critical risk and advised the business unit and support regarding to the

observed issue during the past year.

In 2011, we have conducted total 12 Risk Management Meetings .

Participation of Stakeholders

The company has adopted “Yes, We Care” to take care of all the stakeholders-customers, staff, communities and shareholders-so that the company can grow in a sustainable manner. Every aspect of development is taken into consideration.

The company’s stakeholders are those who are inside the company and those who are outside the company. They are affected directly or indirectly by every step of our operations such as construction, sales or after-sales service. According to our survey of their needs analysis, the results are as follows:

Expectation	Means of participation and expectations of concerned persons	Issues obtained from participation	Response to issues
<p>1. Customers</p> <ul style="list-style-type: none"> - quality products which are environmentally friendly and reasonably priced and good service 	<ul style="list-style-type: none"> - assess the satisfaction gained from using the products and services - pre-sale and after-sale services 	<ul style="list-style-type: none"> - scores for satisfaction did not meet the company's expectations - analyzes for route cause in order to fix the problem and improve service 	<ul style="list-style-type: none"> - report of satisfaction results to the management for improvement and close monitoring
<p>2. Staff</p> <ul style="list-style-type: none"> - career advancement 	<ul style="list-style-type: none"> - meet to exchange ideas - assess staff's satisfaction yearly - assess the work yearly - provide channels for them to express their concerns such as intranet, e-mail and telephone - meet between executives and management regularly 	<ul style="list-style-type: none"> - need opportunities to show talent or ability and exchange ideas with other organizations - need career advancement 	<ul style="list-style-type: none"> - organize such activities for them to show their talents or abilities and give them awards such as CEO Awards, SGA, Model House - provide a handbook on career management
<p>3. The public / society / community</p> <ul style="list-style-type: none"> - operate business which affects economy, society and environment the least - inform the public of company information 	<ul style="list-style-type: none"> - continuously disclose company information through various means - provide channels for communication with company such as mail, telephone and website (www.pruksa.com) - report on sustainable development and publish annual report - welcome visitors to visit Pruksa Precast Concrete Factory which is equipped with modern and environmentally friendly technology and other company projects - assess concerned persons's attitudes towards company every year - give consultations both before and after projects - report EIA before and during construction - carry out public relations 	<ul style="list-style-type: none"> - need financial support to develop / repair utility equipment - need financial support to organize major activities - need all kinds of support for environment and society development 	<ul style="list-style-type: none"> - provide support as deemed appropriate for proposed activities - proceed activities projects for environment and society development

Expectation	Means of participation and expectations of concerned persons	Issues obtained from participation	Response to issues
<p>4. Business partners</p> <ul style="list-style-type: none"> - manage with transparency and good governance - help with accounting / tax documents so business partners can focus on their core business 	<ul style="list-style-type: none"> - provide necessary knowledge and training 	<ul style="list-style-type: none"> - Business partners lack knowledgeable persons to deal with jobs like accounting, resulting in red tape 	<ul style="list-style-type: none"> - help with accounting / tax documents so business partners can focus on their core business - hold training courses for subcontractors such as "Knowledge Transfer" so they can apply this to their construction projects and "Pruksa-Partnership Development" to improve management skills - organize "Pruksa Sub-contractor Awards" focusing on four excellent skills-tile flooring, painting, leakage prevention and ceiling work
<p>5. Shareholders</p> <ul style="list-style-type: none"> - good operational results and sustainable growth of business - manage with transparency and good governance 	<ul style="list-style-type: none"> - continuously report the operational results through various means - hold Annual General Shareholder Meeting 	<ul style="list-style-type: none"> - Shareholders are satisfied with the operational results and the management 	

Guidelines for Reporting

Sustainable Development

The report on the sustainable development of Pruksa Real Estate Company Limited is done yearly. The 2011 report is the third report which covers the company's policies and operations concerning the economy, society and the environment from January 1, 2011 to December 31, 2011 as well as corporate social responsibility. However, this report does not cover the policies and operations of the company's subsidiaries, joint ventures, business partners and subcontractors. Corporate Social Responsibilities are major issues in the report in accordance with international practice. As a result, the company's stakeholders will be informed of the company's commitment to execution of CSR activities and the operational results which are in line with the company's operational framework. This report is based on Global Reporting Initiatives Guidelines (GRI) G3.1. According to the indicators, the company assessed the completion of the content of the reports at C level.

Process for defining this report contents remains similar to the previous year report. The report begins with the results of the survey for improving products and both pre-sale and after-sale services as well as the company's image in 2010, followed by the first group of stakeholders "customers" who are affected directly and indirectly

by the company's operations and the second "staff" who help the company achieve its goals and can affect other groups of stakeholders such as the public, business partners and shareholders. These people gain benefits from "skillful, good and conscientious employees".

The information in this report was compiled from various sources provided by each division in the company such as Research & Development, Occupational healthy, safety and Environment, Human resources, Good Governance and Finance. It also included interesting issues for concerned persons both inside and outside the company and CSR activities. Information to be disclosed will be improved and more complete in the following year.

For further information, please contact Corporate Communication Division

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Recycle

Turn the “Useless” to the “Usefull”

Green Saving : Barrier, cover the drain, pavement

Operational Results:

Economy

Paid-up share capital (million baht)

Year	2006	2007	2008	2009	2010	2011
Paid-up share capital	2,147	2,180	2,191	2,207	2,207	2,209

Consolidated Assets, Liabilities, Equities (million baht)

Year	2006	2007	2008	2009	2010 (Restated)	2011
Assets	9,386	11,095	16,292	18,871	34,091	41,982
Liabilities	2,049	2,889	6,182	5,848	18,828	24,986
Equities	7,338	8,206	10,110	13,023	15,263	16,996

Total Revenue (million baht)

Year	2006	2007	2008	2009	2010 (Restated)	2011
Townhouses	4,882	5,150	7,536	9,729	11,948	11,508
Single Detached houses	3,269	3,863	4,869	5,619	7,723	7,140
Condominiums	-	43	564	3,595	3,609	4,564
Land	-	-	-	-	14	10
International	-	-	-	-	14	41
Others income	52.7	38	65	91	99	159
Total	8,204	9,093	13,034	19,034	23,407	23,422

Booking (million baht)

Year	2006	2007	2008	2009	2010	2011
Townhouses	4,268	6,064	7,414	10,754	17,032	12,854
Single Detached houses	2,810	3,596	5,096	7,300	8,810	8,435
Condominiums	70	3,986	3,677	4,721	12,910	4,265
Total	7,149	13,646	16,187	22,775	38,752	25,554

Earnings per share

Year	2006	2007	2008	2009	2010	2011
Dividend per share	0.2	0.22	0.33	0.55	0.50	0.40
Book Value per share	3.4	3.8	4.6	5.9	6.9	7.7
Earning per share	0.6	0.6	1.08	1.64	1.58	1.28
Ending PS price in SET	5.9	8.4	4.4	17.8	18.50	11.6

Net profit (million baht)

Year	2006	2007	2008	2009	2010	2011
Net profit	1,303	1,302	2,373	3,622	3,488	2,835

Income tax payable (million baht)

Year	2006	2007	2008	2009	2010	2011
Income tax payable	275	294	659	1,177	1,048	1,071

Operational Results:

Society

The company realizes that social responsibility is one of the most important and most sustainable aspects; as a result, it is integrated into every step of operations. In addition to being committed to the provision of quality products to maximize its customers' satisfaction, the company would like to prove that it is responsible to society.

The company places emphasis on the CSR in process to improve the company's operations such as staff development, project studies and designs, studies to develop business, activities which enhance the employees' participation and work development throughout the year 2011.

In addition to that, the company provided support on the CSR after process to non-profit organizations such as schools and government offices. The company helped to organize a youth volunteer development camp, develop instructional media for underprivileged students and promote a campaign among youth to protect the environment. These activities are a good foundation for society to build upon. In 2011, the company's social operational results were as follows:

Item	Budget (million baht)	%
Staff development	43.00	44.89
Research and Project Development	10.08	10.52
Organization support	11.80	12.32
Business research	9.50	9.92
CEO Award project	6.00	6.26
Small Group Activities	15.41	16.09
Total	95.79	100.00

Operational Results:

Occupational healthy and safety



The company and its affiliates emphasize occupational healthy and safety alongside the business growth of the company. As a result, the company has set up the following rules and regulations concerning occupational healthy and safety:

1. The company prioritizes safety in the workplace. It is the responsibility of every employee to observe the safety rules to ensure safety of the employee and that of the other employees.

2. The company is committed to conducting business in accordance to related laws and regulations about occupational healthy and safety.

3. The company imparts knowledge about

occupational healthy and safety to the staff and continuously reinforces such knowledge.

4. The company provides appropriate financial support and resources such as personnel and equipment so that the staff can maintain their good health and prevent diseases or incidence that can occur in the workplace.

5. The company regularly reviews and improves occupational healthy and safety plans.

The company collects the number of accidents every year and maps out plans to reduce the number of accidents to zero to improve the employees' quality of life which is one of the company's priorities.

Summary of accidents in the workplace in 2011

Detail of accidents in the workplace in 2011

No.	Item	Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	dec	Total
1. Construction site															
	Total accidents	time	1	0	1	0	3	2	0	1	2	3	1	2	16
	Accidents causing sick leave	time	0	0	1	0	3	2	0	1	2	1	1	0	11
	Number of casualties	person	1	0	1	0	3	2	0	1	2	3	1	2	16
	Loss of working days	MAN-DAY	0	0	15	0	12	42	0	7	7	3	2	0	88
2. Headquarters															
	Total accidents	time	0	0	0	0	0	0	0	0	0	2	0	0	2
	Number of leaves	time	0	0	0	0	0	0	0	0	0	1	0	0	1
	Number of casualties	person	0	0	0	0	0	0	0	0	0	2	0	0	2
	Loss of working days	MAN-DAY	0	0	0	0	0	0	0	0	0	1	0	0	1
3. Pruksa Precast Concrete Factory															
	Total accidents	time	2	2	5	4	3	2	2	4	9	2	1	2	38
	Number of leaves	time	0	2	3	3	2	2	2	1	3	0	0	0	18
	Number of casualties	person	2	2	5	4	3	2	2	4	6	2	1	1	34
	Loss of working days	MAN-DAY	0	30	68	50	30	14	6	2	8	0	0	0	208

Preventive measures to reduce accidents in the workplace

1. Encourage the heads or the supervisors to be role models in terms of safety in the workplace
2. Increase the number of talks about safety in the workplace to reinforce work safety among the staff
3. Offer training about safety in the workplace to staff, in particular those who are at high risk
4. Improve communication channels so that the staff can receive information about safety in the workplace in a timely manner
5. Improve the efficiency of occupational healthy and safety assessment

2011: Safety Operational Plan

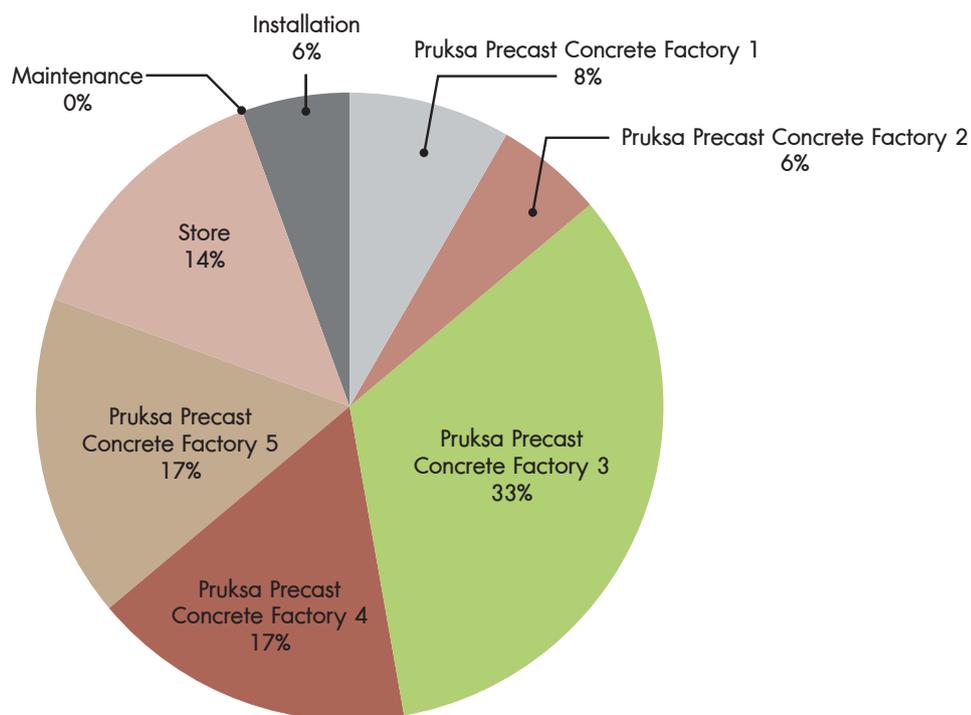
No.	Item	Frequency	Aug				Sep				Oct				Nov				Dec				Remark	
			1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
1	Check the condition of each factory	every day	P																					normal procedure
			A																					
2	Investigate/report an accident	when it occurs	P																					normal procedure
			A																					
3	Summarize the percentage of monthly accidents	once a month	P																					normal procedure
			A																					
4	Organize meeting of committee for safety, occupational healthy and environment and report	once a month	P																					normal procedure
			A																					
5	Report about possession of chemicals to Provincial Labor Department	30 days after use	P																					normal procedure
			A																					
6	Document laws and assess the relevance of laws	When new law is issued	P																					normal procedure
			A																					
7	Check fire extinguishers/ alarms	once a month	P																					normal procedure
			A																					
8	Appoint Vocational Safety Officer	when there is a change	P																					
			A																					
9	Provide basic training about fire: 40% of each factory	once a year	P																					cancelled training due to flood
			A																					
10	Fire drill and emergency evacuation	once a year	P																					cancelled training due to flood
			A																					
11	Check cranes according to overhead cranes checklist and mobile cranes checklist	every three months	P																					postponed to early January 2012
			A																					
12	Check electricity system and transformers	once a year	P																					postponed to mid January 2012
			A																					
13	Check buildings	once a year	P																					postponed to mid January 2012
			A																					
14	Analyze working environment (noise, light, heat, dust)	once a year	P																					cancelled this due to flood
			A																					

■ P : Plan ■ A : Actual

Accidents in Pruksa Precast Concrete Factories (by Factory)

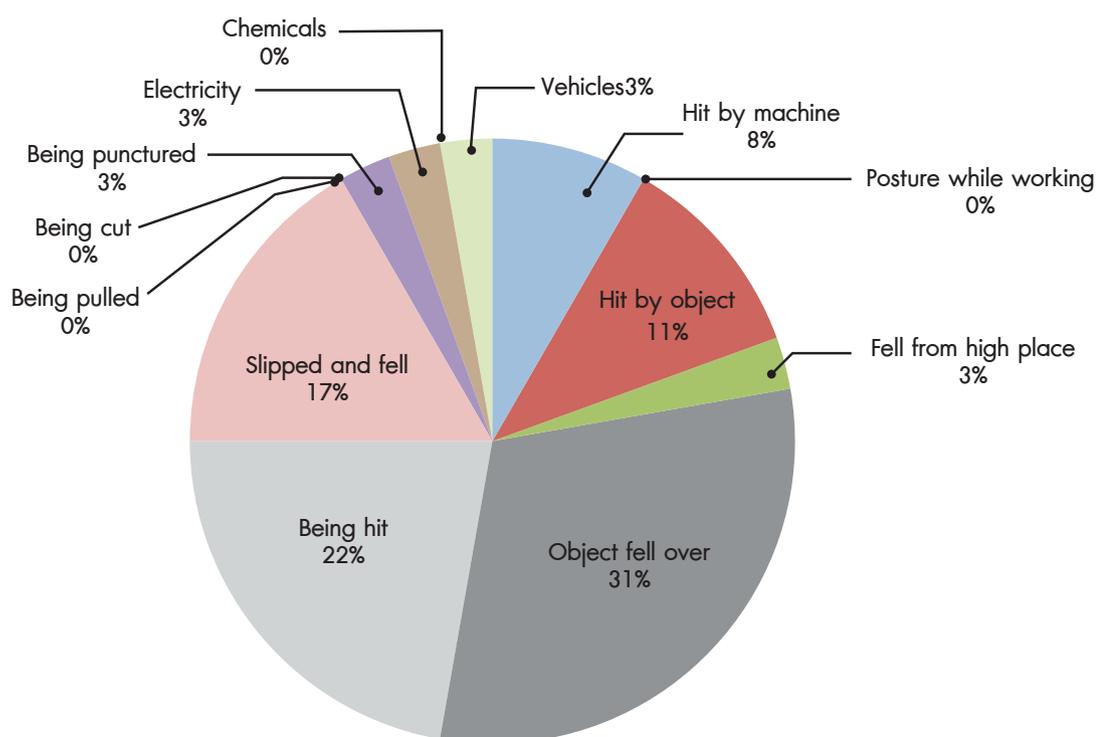
Summary Accidents in Pruksa Precast Concrete Factories (by Factory)

Division	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	%
Pruksa Precast Concrete Factory 1	0	1	1	0	0	0	0	0	0	0	0	1	3	8
Pruksa Precast Concrete Factory 2	0	0	0	0	0	0	0	0	2	0	0	0	2	6
Pruksa Precast Concrete Factory 3	0	0	1	1	0	1	2	2	3	1	1	0	12	33
Pruksa Precast Concrete Factory 4	2	1	1	1	0	0	0	0	1	0	0	0	6	17
Pruksa Precast Concrete Factory 5	0	0	0	0	1	1	0	3	0	1	0	0	6	17
Store	0	0	1	2	0	0	0	0	2	0	0	0	5	14
Maintenance	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Installation	0	0	0	0	0	0	0	0	1	0	0	1	2	6
Total	2	2	4	4	1	2	2	5	9	2	1	2	36	100



Summary of causes of accidents in Pruksa Precast Concrete Factories

Cause	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	%
Hit by machine	1	0	2	0	0	0	0	0	0	0	0	0	3	8
Hit by object	1	0	0	1	0	0	1	0	0	0	0	1	4	11
Fell from high place	0	1	0	0	0	0	0	0	0	0	0	0	1	3
Object fell over	0	1	2	0	2	1	1	0	2	1	1	0	11	31
Being hit	0	0	1	1	1	0	0	3	2	0	0	0	8	22
Slipped and fell	0	0	0	2	0	0	0	2	1	1	0	0	6	17
Being punctured	0	0	0	0	0	1	0	0	0	0	0	0	1	3
Being cut	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Being pulled	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Electricity	0	0	0	0	0	0	0	0	1	0	0	0	1	3
Chemicals	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0	0	0	0	0	1	1	3
Posture while working	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	2	2	5	4	3	2	2	5	6	2	1	2	36	100



Operational Results:

Environment

At present, energy saving is widely emphasized. During the past year, many buildings were constructed based on this concept. The company is well aware that it has to be responsible to the environment and for energy consumption; as a result, the company launched designs for energy and environment by taking the following five aspects into consideration.

1. **Site & Landscape** to reduce the flow of stormwater and restore the quality of water to its previous stage. This will also slow the soil erosion to lessen the effects caused by flood. In addition, this will provide more green areas in the communities, reducing concerns about environmental problems.

2. **Energy Efficiency.** The Building Energy Code Software (BEC) is used to facilitate the assessment of the building design and whether it complies with the regulations of the ministry. It helps an architect/engineer to design an energy-saving building by feeding information such as types of material, building frame, lighting system, air-conditioning system into the program. This program was used in the company's case study project, Condolette on Ratchada 36. After proposing a building designed by using this program to reduce the use of energy in a competition organized by the Ministry of Energy, the company was awarded a certificate and cash prize.

3. **Material Efficiency.** The company uses quality materials along with the adoption of

advanced construction technology, Precast, to meet the growing needs of customers and to standardize the construction process. This technology provides consistency in construction, is more environmentally-friendly and increases functional areas and aesthetics. The materials manufactured by this technology can resist high heat, reduce outside noises and prevent leaks. The materials can be used in any site and reduce both the construction cost and timeframe.

4. **Health & Safety.** The Precast technology produces reinforced concrete which proves to be sturdy enough to be used as load bearing wall. It can resist earthquakes better than an ordinary brick wall. Most real estate developers do not pay attention to the needs of the disabled, the elderly, children and pregnant women. With this in mind, the company has added some aspects to its buildings to serve the needs of these people and the needs of those who live with these people. As a result, the buildings are beautiful, functional and safe.

5. **Innovation: Prefabricated System Building.** The company replaces the conventional building system with this new system. Its strengths lie in the following aspects:

- **Dust Control.** It minimizes the environmental effects on the nearby residents such as problems about dust and noises since it is a closed system. The materials are assembled at the site.
- **Waste Reduction.** It produces less



construction waste than the conventional building system.

- **Water Saving.** It uses less energy and less water and produces less waste than the conventional building system.
- **Energy Saving.** It minimizes the pollution caused by the transportation and delivery of construction materials.
- **Safety.** It provides greater safety especially when workers build a high-rise building. They do not have to work outside the building to coat the skin of the building with concrete anymore.
- **Durable Building.** The prefabricated structure is stronger than the conventional structure.
- **Pollution Period.** Its construction time-frame is shorter than that of the conventional system.

Environmental investment

Pruksa Precast Concrete Factories are equipped with modern machinery to ensure standardized and high-quality products while reducing environmental impact and saving the health of the workers and those who live near the factories.

Preventive and Corrective Measures: Noise

- Pruksa Precast Concrete Factory 1 (PCF1) is equipped with noise barriers worth 900,000 baht to reduce the volume of the concrete

shaking-machines which can adversely affect the communities around the factory. It was installed in 2010 and was maintained in good condition in 2011.

- Pruksa Precast Concrete Factory 5 (PCF5) is equipped with compacting concrete (which can reduce noise pollution by 100%) worth 8 million baht at 3 stations. It was installed in 2010 and was maintained in good condition in 2011.

Preventive and corrective measures: Dust

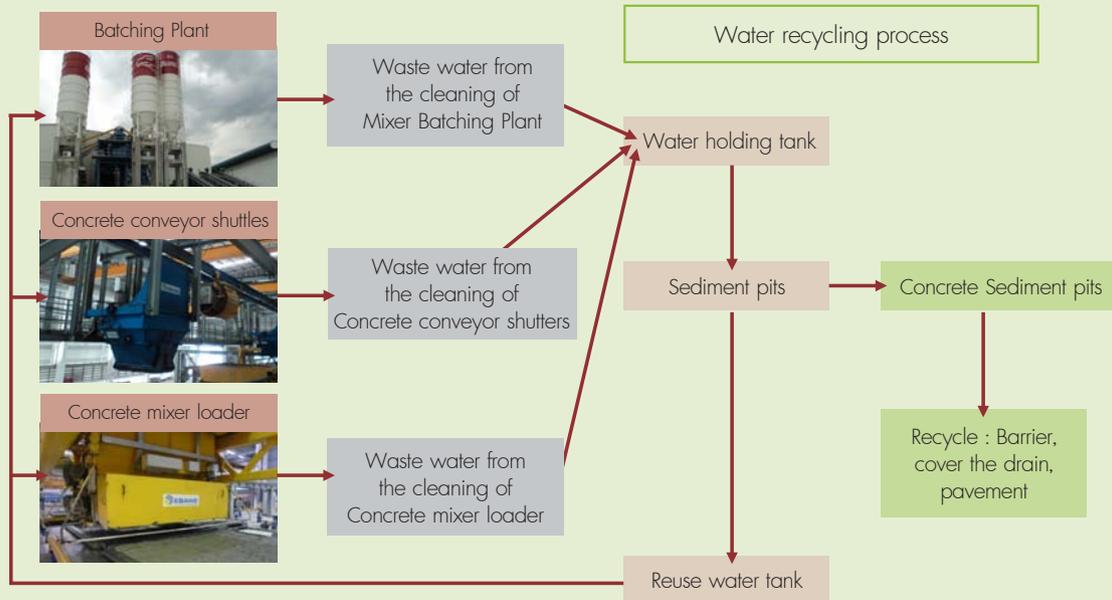
- To improve the factory workers' quality of life, Pruksa Precast Concrete Factory 1 (PCF1) has installed a dust collector worth 500,000 baht at its cleaning pallet station to prevent concrete dust from the manufacturing process causing irritation to the workers' respiratory systems. It was installed in 2010 and maintained in good condition in 2011.
- Pruksa Precast Concrete Factory 5 (PCF5) has installed a cleaning pallet with dust collector worth 2.6 million baht to prevent dust from dispersing into the air. It was installed in 2010 and maintained in good condition in 2011.

Preventive and corrective measures: Others

- Pruksa Precast Concrete Factory 5 (PCF5) has installed an oiling machine for pallet surface (a waste-free oil sprayer) worth 1.1 million baht to reduce the impact to the environment caused by the disposal of waste oil. It was installed in 2010 and maintained in good condition in 2011.

Waste water management at the batching plant

As water that has passed through the mixer batching plant will have a high alkalinity pH which is toxic to the environment, the company has constructed a series of overflow sediment pits (Waste water overflows from pit 1 to pit 2 and on to pit 3 where the remaining water is sediment-free) so the water can be recycled and the sediment can be used to fill land or pave roads. One set of recycling equipment is worth around 2.5 million baht. It was installed in 2010 and maintained in good condition in 2011.



Water Quality Management in Pruksa Projects

Pruksa Real Estate PLC has placed emphasis on the water quality management in Baan Pruksa B (Rangsit) residential project as well as its various projects, adhering strictly to the Company's water quality management plan submitted to the Natural Resources and Environment Committee under the supervision of the Senate.

To ensure maximum efficiency in water quality management, the Company has put in place different guidelines according to the age of its residential projects, namely those constructed for over 3 years, less than 3 years, and those that are still in the process of deeds transfer. In

addition, the Company has contracted waste water system specialists to consult and give recommendations regarding the water quality management to comply to the waste water treatment system monitoring standards. Pruksa has its own staff who monitor, check, maintain waste treatment system equipment. It's projects so as to be always up to standards and ready for use. Waste water quality is constantly analyzed, and summary reports of water quality management, waste water quality analysis and other suggestions are submitted to relating government agencies such as the sub district administration organization and the Royal Irrigation Department, etc. Work has begun in Baan Pruksa B (Rangsit) since May 2011 to improve the efficiency of the waste water treatment system and analysis of waste water



quality in the project has found that the BOD of water that passed through the treatment system was lower than the set standard of not exceeding 20 milligrams per litre. The BOD in Baan Pruksa B (Rangsit)'s waste water from May to September was at 1.8, 10.5, 6.6, 5.1 and 6.6 respectively.

Pruksa strives to deliver quality products and services to all of its customers-so that their satisfaction will be guaranteed. The Company conducts its business on the basis of responsibility -to the society, the environment, and all stakeholders as is the Company's policy.

Prevention and Reduction the Environment Caused by Construction

Pruksa Real Estate PLC is mindful of impacts on the environment the development of its residential projects may cause, and has conducted an Environmental Impact Analysis report (as specified in the Ministry of Science and Technology and Environment's notice on the types and sizes of the governmental, public enterprise or private sectors that are required to submit an Environmental Impact Analysis report) to analyze and assess the impacts, and introduce necessary measures to prevent and reduce impacts on the environment surrounding the residential projects. The Company's environmental impact analysis report consists of:

Prior Project Management

The company analyzes the impacts on the environment surrounding the project in terms of physical as well as biological environments such as dust particles, air pollution, noise pollution, tremors, soil corrosion, waste water treatment, water drainage, as well as the management of solid waste, electricity, waste water, traffic, etc. Data is collected and impacts assessed and stringent measures are imposed to prevent and correct environmental impacts.

During Project development

All throughout the construction period, the Company monitors the quality of the physical and biological environment, compares the results against the standards and summarizes the results of the monitoring to comply to the preventive and corrective measures. The report is then submitted to the relevant government agency, namely the Office of Natural Resources and Environmental Policy and Planning, Provincial Offices of the Natural Resources and Environment and the Local Administrations for consideration.

After Project completion

The Company continuously assesses the quality of waste water and surface water so as to ensure that it is of standard quality thus showing its responsibility to the environment as well as society, especially local communities neighboring the projects, so as to foster a sustainable relationship.



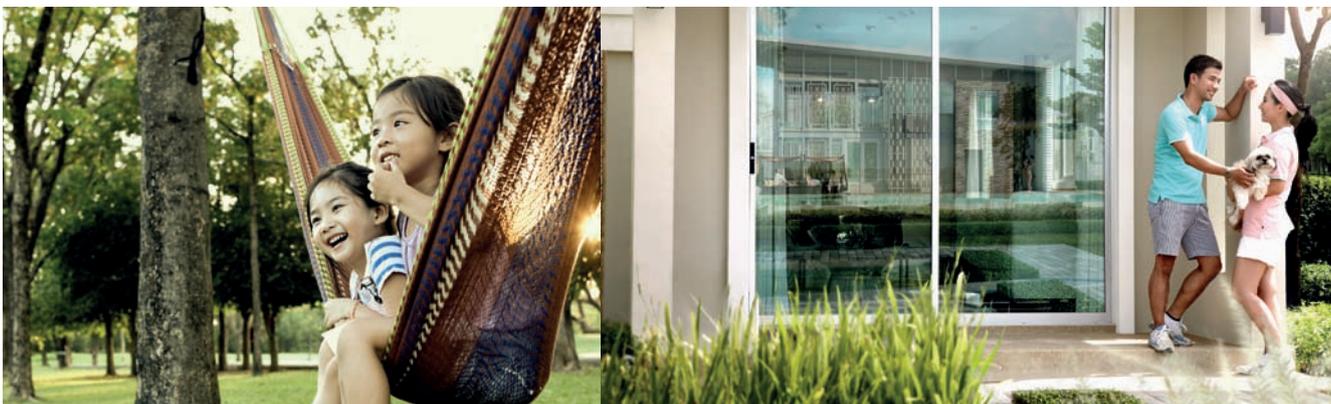
Return

“Return” to “Survive”

Pruksa “Yes, We Care” : “Pruksa Scholarship”,
Pruksa Living Healthy Mobile Medical Unit, Blood Donation

Social Responsibility

Policy



During 2009-2011, the Company followed the social responsibility master plan which had developed with Thaipat Institute. The Company's social responsibility strategy can be divided into three categories namely:

CSR in People

This strategy aims to enhance the staff's capability and engagement in social responsibility. This involves introducing the Change Management Plan at the organizational level, communicating to the employees to create awareness and understanding regarding their responsibilities and roles that need to change as part of the organization's growth. Employees are trained to acquire the knowledge and understanding of technology and new management styles that comply with the SBU Operation Model. It also encourages a touchpoint between the general staff and the Management, especially as concerns products and innovations.

CSR in Process

This strategy focuses on responsibility in business processes which includes continuous

analysis, review and improvement of product quality as well as efficiency of processes. It involves investing in process development and waste treatment system as well as effective care of the environment in a project and nearby communities. CSR in process also involves the development of a problem solving system and customer's complaint lodging channel that allow the customers to follow up on the results themselves with ease.

CSR in Product

The strategy aims to create value and responsibility in products and services. This includes the procurement of raw material, utilization of construction technology and acquisition of materials from suppliers. Its aim is also to manufacture products that are friendlier to the environment, add value to services and after-sale home maintenance-thus creating word of mouth among customers, expansion of home services in and after the warrantee period. Such services can be provided either by the company itself or by contractors procured by the company.

CSR in People

Strategy focusing on increasing the employees' capabilities and engagement

Human Resource Development Policy



To secure its place as leader in the business and maintain sustainable growth, Prukso Real Estate PLC. has placed importance on the development of its human resources. Human resource development has been done systematically and continuously to include employees in all target groups. Adequate budget has been set aside for the purpose. In 2010, the company spent over 43 million baht in human resource development . There were both internal &

external courses in the totally of 373 programs, more than 4,000 employees took development programs, and 7 hours/employee is the average training hours so as to lay a foundation in the development of its organization, that is, developing its employees to become “good” - knowledgeable and capable, as well as “decent” - having the attitudes and behavior that reflect the organization’s culture which aims at catering to the customers’ needs in such a way that guarantees utmost satisfaction. To this end, the company has set specific development programs for their employees at all levels such as:

- **For the top-level management**, the company has collaborated with Sasin Graduate Institute of Business Administration of Chulalongkorn University who provides Executive Development Program.

- **For the middle-level management**, the company has joined hands with Thammasat University in developing courses such as Mini Master Real Estate to provide knowledge in the real estate business to the management. Besides, the Managerial Competency development program and VP Coaching program are also provided so that the middle-level staff can train their subordinates and develop their potential in response to the current business environment.

- **For the general staff**, the company has provided development programs specific to their jobs. The courses are designed to make it possible to be applied and used directly in their jobs.

Business in Practice programs are offered to staff in sales, customer service and marketing. For the Construction in Practice program, Pruksha School has signed a memorandum of understanding with King Mongkut's University of Technology Thonburi and jointly developed the course which is geared towards staff in foreman, site engineer, project engineer and project manager positions. Programs in the Functional in Practice are offered to staff in various jobs. Besides, Technical Learning Programs such as mechanical, stucco and plastering work, tile laying, grouting and painting are provided to prepare contractors for work on site, and employees for their work at Pruksha Precast plants. A sense of social and environmental responsibility is also instilled into employees through Corporate Social Responsibility courses.

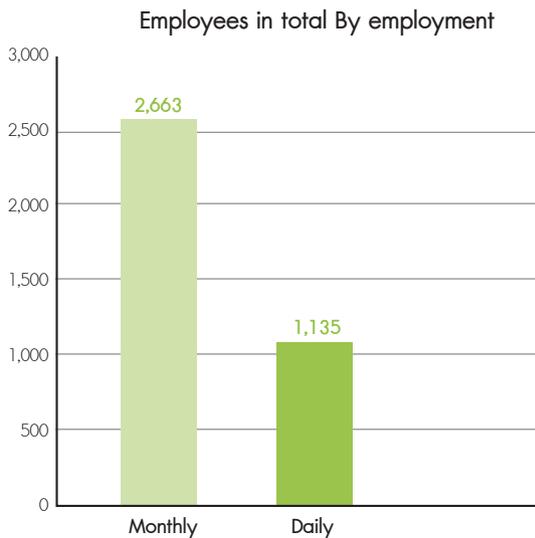
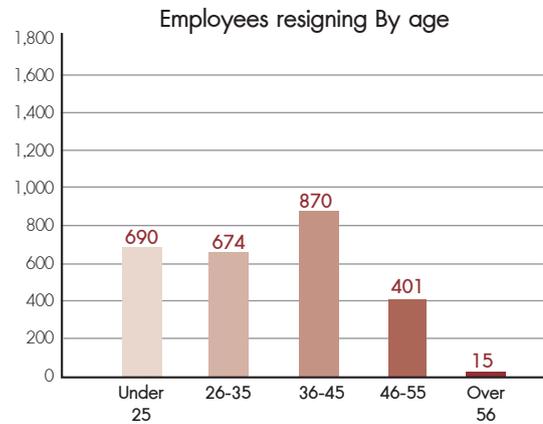
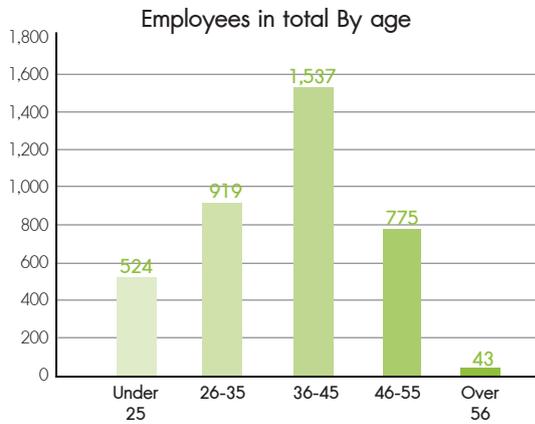
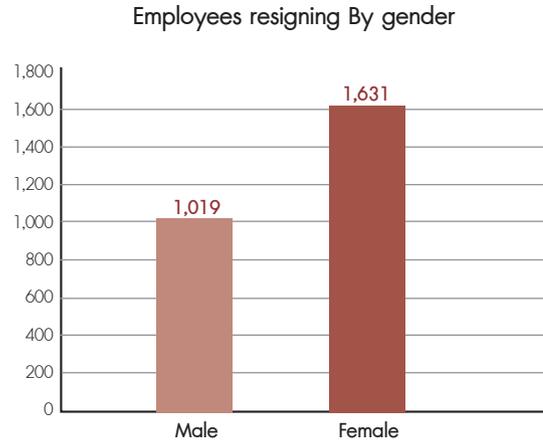
In order to ensure efficiency in the training management, a unit has been set up to handle these courses and trainings. Pruksha Learning School has therefore been entrusted with the responsibility to develop standardized training systems and programs in which various disciplines are integrated. In addition, in order to stimulate quality awareness, Pruksha School has organized a contest between contractors who have passed the training such as the Stucco plastering contest, painting contest, and ceiling board installation contest. Other contests involve the mastering of skills needed at Pruksha Precast such as precast production and precast erection skills.

Apart from the previously mentioned training and development, the company also promotes a learning atmosphere within the organization. Staff are able to develop themselves through various methods of learning such as the "Inspired by the Movie" activity in which they learn through watching movies, or learning from knowledge management & knowledge transfer activities, small group activities within their department or between departments, the Continuous Improvement Project with the Managementor engaging in projects with external consultants. This also helps promotes career management and makes the company a learning organization for those who wish to improve themselves in their journey towards success in their future career.

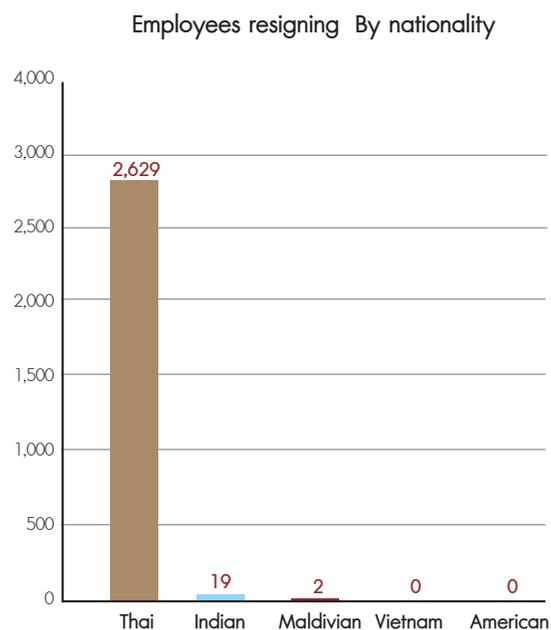
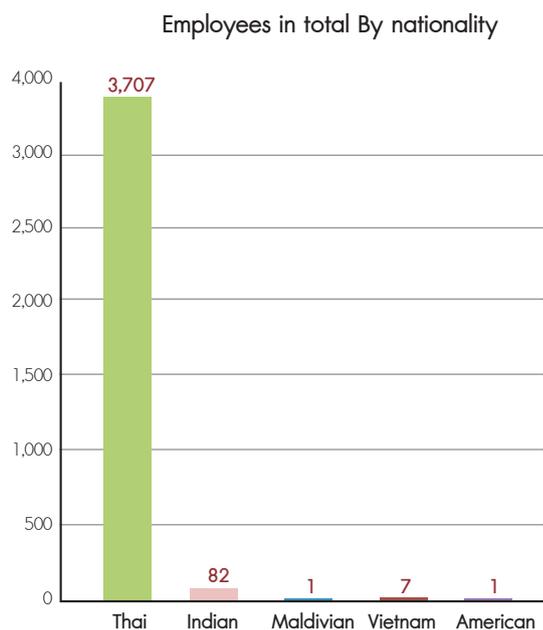
The number of employees participating in trainings in 2011

Gender	Average training hours
Male	6.35
- Daily	-
- Monthly	9.33
Female	8.19
- Daily	0.02
- Monthly	11.64
Total	7.3

Information regarding employees in 2011



Information regarding employees in 2011



Proportion: Wages of Male versus Female employees in 2011 (Average/Person)

	Employment type		Place of work	
	daily	monthly	office	site
Male	0.97	1.00	1.00	1.00
Female	1.00	0.69	0.68	0.77

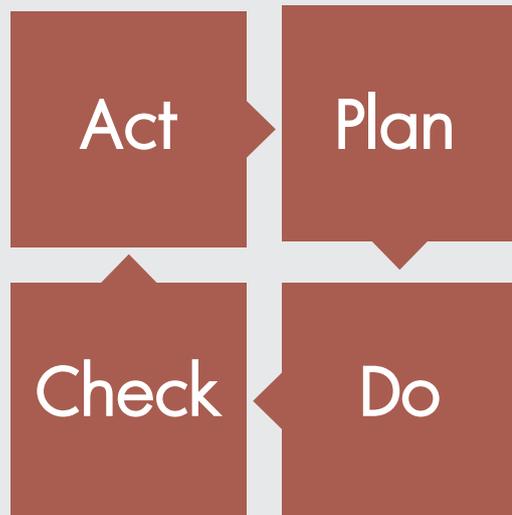
CSR in Process

Strategy focusing on business process responsibility

SGA: Small Group Activity

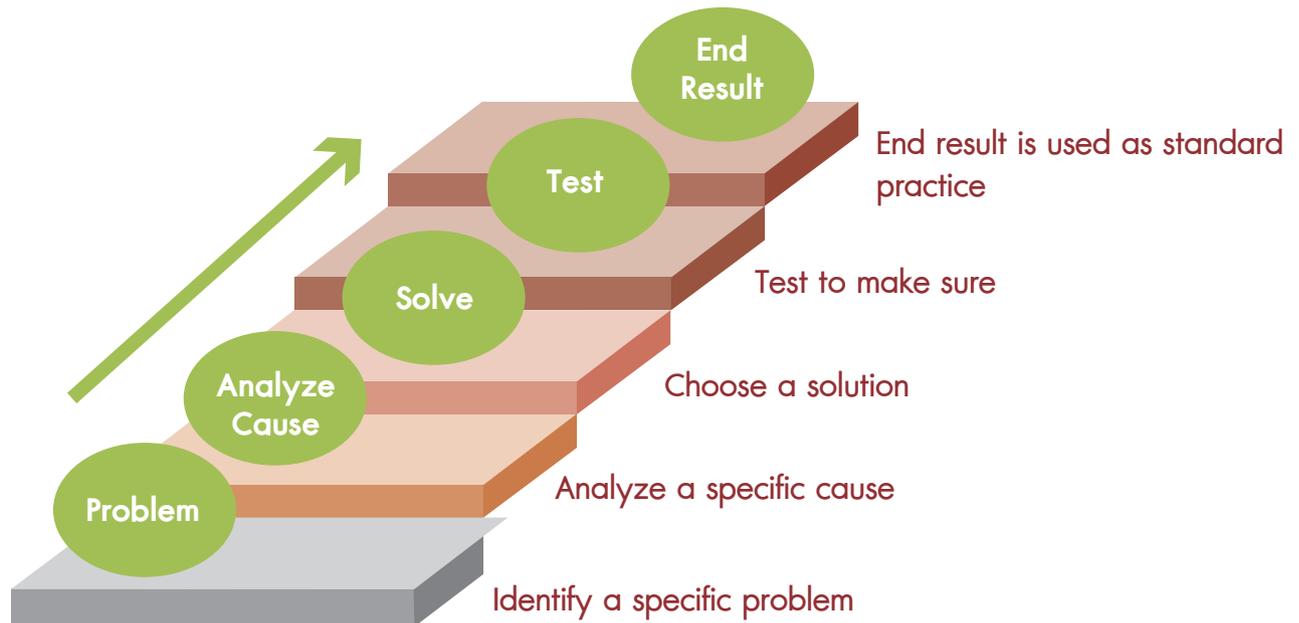


SGA is an activity organized regularly every trimester to promote participation among the staff in improving their operations in a responsible manner so as to give the best products and services to the customers. This also allows the staff to be creative and come up with new innovations in the organization. Outstanding creations will then also be implemented in other departments, so the whole organization will have the same standard of operation. Work quality improvement activities encourage the staff to take part in solving problems themselves in the form of small group activities which help boost productivity and work efficiency as well as morale among the staff. The problem solving process adopted - PASTE Model or Deming Cycle (PDCA) - is simple and can be applied easily by staff at all levels. Employees are encouraged to adopt P-D-C-A as their work practice. Special emphasis is on solving problems with a preventive method and also on solving problems based on real data.



- **P-Plan :** Plan by setting the objectives and goals, the steps and methods, time frame, allocating necessary resources in terms of manpower, equipment and budget.
- **D-Do :** Do by making sense of the plan and following it.
- **C-Check :** Check to follow up on advances and compare what is achieved to the goals set in the plan
- **A-Act :** appropriately. If the operation yields satisfactory results, make it a standard to follow. If it still requires improvement, find a way to do so.

SGA - PASTE Model



In entering SGA competition, all work entered will be selected by each department's committee which is made up of members from each line of work. The top 10 pieces of work will be judged according to the following criteria:

1. **Problem:** identify a specific problem
The problem must be significant and add value to the company in various aspects
2. **Analyze:** Analyze a specific cause
Analyze to find causes from data and actual problem before it is fixed
3. **Solve:** Find solution to the problem
Fix the problem at its cause through tangible and applicable solution
4. **Test:** Test to make sure
Conduct a practical test and show comparative data
5. **End result:** Complete end result is presented

The result received can be used as a standard in further development. The company has continuously organized SGA activities. Between

the years 2007-2011, 13 SGA contests were held and 2,215 projects prepared by the employees were entered and presented in the contest. 235 SGA roll outs resulted from those entries.

Moreover, the SGA project entered the Kaizen Award competition organized by the Thai-Japan Association. It is an honorable award granted to organizations that introduced Kaizen in their management to ensure efficiency and efficacy. It encourages the staff to improve their work process. The two SGA projects that went through to the semi-final round were:

1. A low-cost socket installation test kit
2. An intelligent watering system

Pruksa is the first real estate developer to enter the contest and reach the final round of the Kaizen Award. This is a crucial step in the endeavor to create innovations that will help improve work processes in the future.

Pruksa CEO Awards 2011



The CEO Award, in its second year, is a project that aims to stimulate and develop in the employees a sense of engagement in product and service quality improvement with a focus placed on working together in a work integration team (WIT). The project is an integration of multi-disciplinary skills and expertise to achieve excellent results that will lead to long-term organization development. It also encourages Pruksa staff to develop creative innovations with the hope to offer services and products suited to the customers' needs, both with aesthetics and at reasonable prices. The project is a prototype of residential project improvement and best practices sharing which leads to products of the same standard throughout the organization. Prizes were awarded to employees who entered the competition to provide moral support.

To qualify, the projects must excel in every aspect: design, construction quality, timely submission and operating cost management. In 2011, a special category was added. "The Rising Star" - awards given to new residential projects that did not yet meet the requirement - were awarded to townhouses, single houses or condominiums as judged by the project management results and excellent sales planning and management. Another prize was added to supporting units in the organization that devoted themselves to the work and showed that they did their work to the best of their abilities.

First prize: The Seed Musee (Sukhumvit 26)

First runner-up: Baan Pruksa 40 (Rangsit Klong 3)

Second runner-up: Pruksa Ville 28 (Bang-Yai)

Consolation prizes: Baan Pruksa 45 (Lard-Pladuk), Baan Pruksa 49/1 (Bang Yai-Kaew In), Pruksa Ville 32 (Rama II)

Rising Star awards: Pruksa Ville 31 (Sai-Mai), The Plant Bang-na (Km. 13), Coral Ville (The Rublic of Maldives)

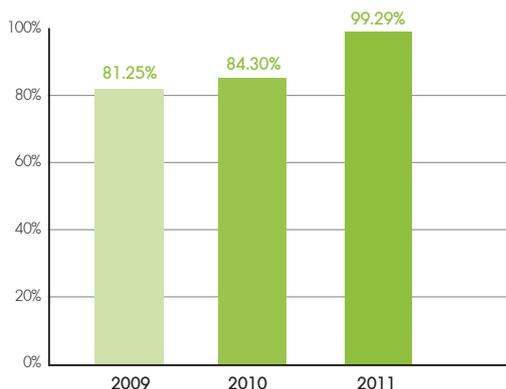
Pruksa Contact Center 1739

Pruksa strives to provide international standard services for all customers and the general public who call Pruksa Contact Center. The staff is able to provide information in both Thai and English languages. The center provides services 24 hours a day from 7.00 a.m. to 9 p.m. every day. Customers can also leave voice messages after service hours for the staff to call back.

Apart from providing customers with information about real estate projects, charity activities and customer relation activities, ensuring the customer's utmost satisfaction, Pruksa Contact Center also receives maintenance requisition and passes them onto the departments concerned and follows up until the job is done.

Pruksa Contact Center is one of the CSR in process projects that the company has placed great importance on as it is the first contact point the customers and the general public have of the company and where they can get a one-stop-service. In 2011, Pruksa Contact Center serviced over 200,000 customers and customer satisfaction surveys were conducted immediately after each call. The feedback and comments are then collected to improve the services even further.

Customer's Satisfaction: Contact Center 1739 [2009-2011]



From the above statistics, it can be clearly seen that the management and development of Pruksa Contact Center has resulted in an increase in customer satisfaction. In 2012, the company is still focused on moving forward to provide services in technology, information and quality of service providers. It also adds more services to cater to the customers' needs such as recommending contractors or shops, sending SMSes to keep the customers updated on the construction progress etc.

www.pruksa.com

Advancing technology has made it possible for Pruksa to show the level of care it provides to those involved in all aspects of its business. With the "Yes, We Care" concept, Pruksa has strived to keep its stakeholders satisfied. One way to achieve that goal is through the website www.pruksa.com that contains comprehensive information about Pruksa Real Estate PLC. The website provides convenience for all those involved in its business to access information pertaining to them, namely:

1. **For Pruksa residents:** The "Customer Relations" (CRM) menu acts as communication channel in promoting upcoming community activities, privileges and after-sale services. News about Pruksa Living Healthy-mobile health check-up services, Pruksa's Blue Flag, Pruksa scholarships is communicated to Pruksa's residents through this channel.

2. **For investors:** The "Investors Relations" menu keeps investors abreast of news and announcements issued by the company.

3. **For the media:** The www.pruksa.com/pressroom micro website provides easy access to the background information of Pruksa.



4. For Prukša's allies and business partners: The company's allies and business partners may register on the website to become business allies of Prukša.

Besides, to promote social responsibility, the website www.prukša.com/csr has been developed. The website serves as source of information of Prukša's involvement and contribution to society and communities. Various activities have been organized regularly throughout the past years.

To achieve the most efficient communication, www.prukša.com also offers the "Contact Us" menu to receive comments and suggestions around the clock. An on-line survey is conducted to assess www.prukša.com visitors' satisfaction. The data received will be used to improve the website and make it a source of information, news and tidbits to all those who are involved in Prukša's business.

Customer Satisfaction Survey

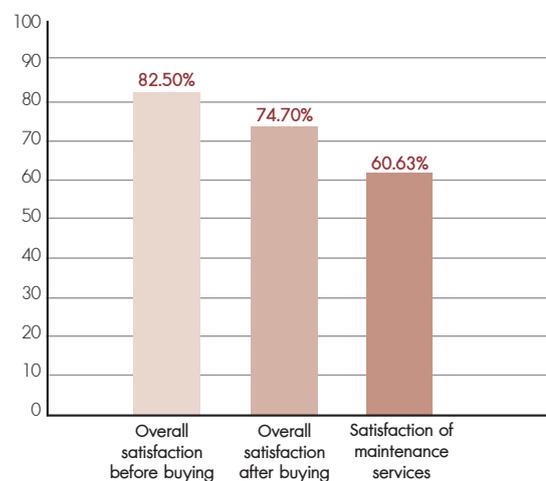
Results from the customer satisfaction survey is used to improve all processes. The survey is done in three ways as follows:

1. Before the purchase The survey is conducted face-to-face with those who haven't decided to buy yet. Visitors to the project sites are interviewed about the products, location, the company's image, prices and terms of payment, the surrounding environment, infrastructure and facilities, as well as the security system and services on offer.

2. After the purchase The survey is conducted on those who have already moved into the project. Interviewers conducted the face-to-face interviews on contract signing, transfer of ownership, satisfaction after the move in, quality of products, warranty services and project maintenance, etc.

3. Maintenance service The survey is conducted on the company's customers who request the maintenance of their residence. This is a telephone interview and questions are asked about the quality of repair work and materials used in the repair, the repair people's knowledge and skills, their punctuality and promptness, ease in contacting the staff, staff's attention in following up the lodged requests, and their politeness and manners when providing services.

Results of Customer Satisfaction 2011



CSR in Product

Strategy focusing on creating values and responsibility in the products and services

Green Technology : Prukca Precast



The construction of all houses in the Prukca residential project is managed systematically with top-most efficiency at its heart. This includes an environmentally-friendly manufacturing process, utilizing state-of-the-art technology of European standards. Prukca Precast is part of a Prefabricated System Building in which concrete panels are prefabricated at the factory before being assembled on site. This technology helps prevent and reduce various environmental problems such as construction wastes.

- Conventional construction methods create 2.58 tons of wastes/house
- Precast construction method creates 1.29 tons of wastes/house

The Prukca Precast Concrete factory began its manufacturing of precast concrete in 2006. Since then, 37,378 units of houses have been constructed and delivered to its customers. This has helped reduce 48,218 tons' worth of waste from construction.

Moreover, it has been found that in 2011,

the manufacturing of precast concrete at Prukca Precast Concrete factory (PCF1) yielded 1,023 cubic meters of concrete waste (from the manufacturing for 3,264 houses, equaling 0.31 cubic meters/1 house). Concrete wastes from the cleaning of the batching plant, concrete conveyor shuttles and concrete mixer loaders are recycled and used as road block, sewage lid and pavement stonesso as to make the best use of the resources and not create and pass on wastes to the environment.

Not only is Prukca Precast technology friendlier to the environment, but it also delivers higher-quality houses than can be found in brick and mortar construction. The computer-controlled construction process offers the customers better quality of life, including:

- Houses that are strong and last longer.
- Increased usable areas and aesthetics as there are no columns or beams.
- More resistance to fire than other basic materials like brick and wood.
- No outside noise disturbance.
- More resistance to water seepage.
- Low maintenance cost.

Prukca's aim is to give the customers maximum satisfaction, but not only that. The Company is also aware of its responsibility to society and the environment, as can be seen from Prukca's business practice which considers society and the environment in every step. The manufacturing of Prukca precast, for instance, helps reduce the amount of wastes by making the best use of the resources. Using Prukca precast in construction also helps reduce construc-

tion time and cut down on pollution that the transport of construction materials and equipment entails.

Green : Real Estate Manufacturing (REM)



The Green: Real Estate Manufacturing (REM) concept began with the idea to increase efficiency in the construction process to serve the needs of customers faster and with more consistency. Prukasa has, therefore, adjusted their way of construction from building one house or one residential project at a time, to utilizing a method that resembles a production line where its continuous flow can be easily controlled like in an aircraft or automobile manufacturing plants.



Picture shows an example of continuous flow manufacturing of knock-down houses.

The REM construction method follows the concept of industrial production line manufacturing. The construction process is designed to flow continuously. For this to happen, many elements must support one another, namely:

1. Construction back end: a crucial component of real estate manufacturing
2. Prukasa Precast Concrete factory
3. Design
4. Planning
5. Supply chain management (Suppliers)
6. Sub-contractors (contractors & labors)
7. Support
8. After Sales

The main objective of the Green: Real Estate Manufacturing (REM) project is to develop a construction management system according to the continuous flow manufacturing concept. This can help set the completion time and task time. As this method entails high-level skills in operating machinery or tools, able workforce / contractors and efficient project management, the quality of houses delivered to the customers will be of equal or better quality than houses constructed using the old system.

Benefits of constructing houses using Green: Real Estate Manufacturing (REM) are:

- Houses built using the continuous flow system are of consistently high quality
- The process reduces completion time.
- It cuts down on overlapping work.
- It controls the work and labor that enters each step in the process.
- It yields itself to a systematic management of personnel, raw materials and other resources.

This Real Estate Manufacturing project is Prukasa's core policy regarding the management of resources. The concept may be adopted by other organizations to apply according to each business so as to promote conservation of resources at a larger scale.

Green Model : Model house



The model house project has been initiated since 2008 with the objective to improve the operation process of all business units (SBUs) and make it more efficient. The project aims to increase efficiency in all the process, be it the customer needs research, product development design, project development design, sales, construction, and project supervision and setting up of juristic person. To achieve this is to present best practice and innovations to the project viewers to know and follow. With this method, all residential projects are able to manufacture products of the same quality and standards through knowledge transfer and work instruction in which

each person is assigned a role. It is linked to Pruksa School and SGA Roll Out activity and will help promote doing their work using the right method. It reduces completion time as well as capital and other expenses (cost & time reduction). Most important is the focus on the quality of the construction process management and services to ensure highest satisfaction to the customers.

In the Pruksa Model House Project, the energy efficiency concept has been introduced in the construction of townhouses and single houses. For instance, the knockdown concept will reduce waste in the manufacturing process. Parts such as stairs, metal fences and balustrades, bathroom threshold, etc are manufactured at the factory and assembled on site. This helps speed up the construction, reduce costs as well as guarantee the quality of the finished work. Besides, eco-friendly technology and innovations have been introduced to replace natural materials such as the use of Shera wood instead of natural wood. Apart from giving the customers great satisfaction, Pruksa Model House Project also provides quality homes that are friendly to the environment. By and large, it increases work efficiency and ensures that products are of the same quality and standards.

Recruit

“Volunteers” go “Together”

Project Voluneer : Thai's Revive the South' project

Pruksa Sharing : give and take , “Fit Pang Ruam Palang Too”

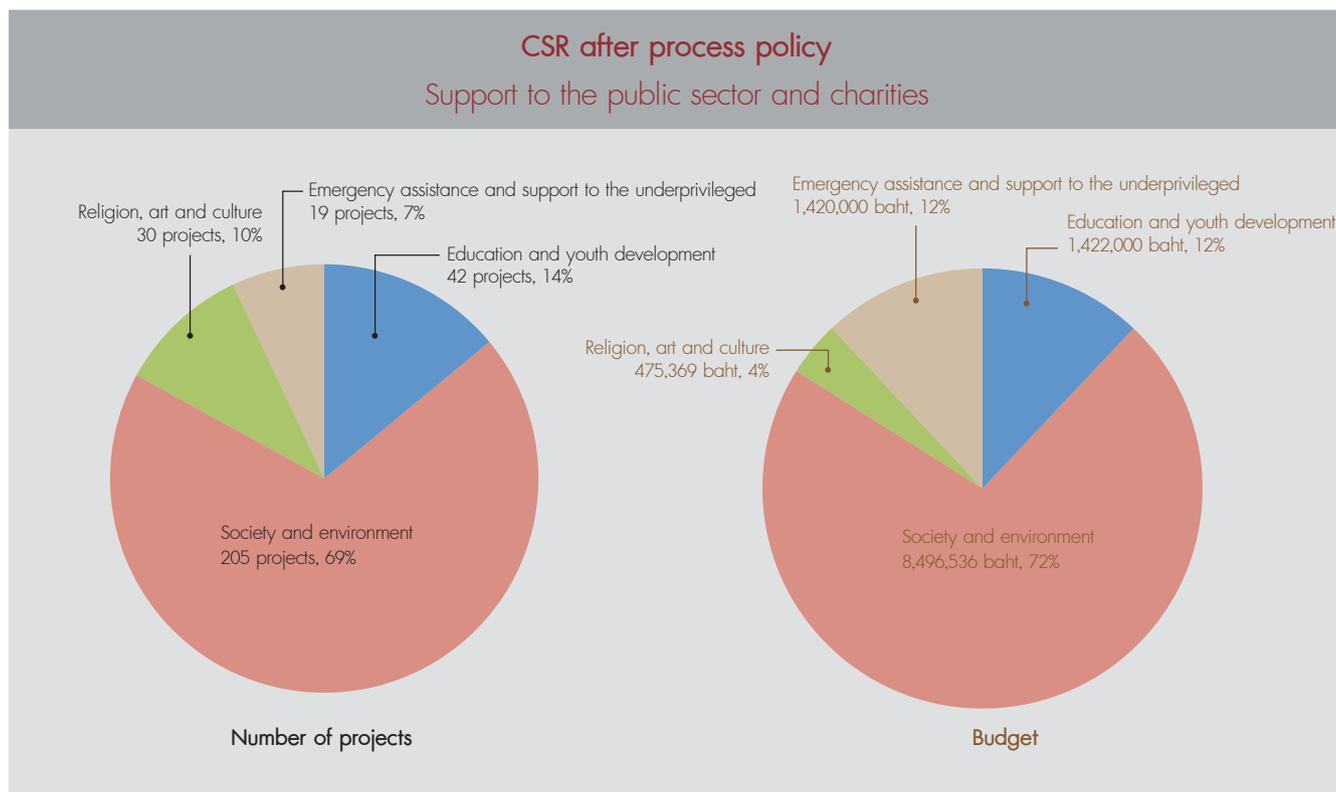
CSR after process

Not only does Pruk​sa strive to build quality houses for the betterment of consumers' lives, throughout 2011, the company was also committed to keep going various projects to give back to society so that the company and society can grow together. This was done through the four social responsibility policies-education and youth development, society and environment, religion, art and culture, and emergency assistance and support to the underprivileged.

- In 2011, Pruk​sa participated in the Green Ocean Strategy project with Thaipat Institute. As

part of Pruk​sa's efforts to be an exemplary organization serving the general public as regards its commitment to social responsibility, the project comprises strategies to implement Green Governance in the operation of the company, and Green Habits in human resources development.

- In 2011, Pruk​sa gave support to over 296 social responsible projects - some of which were run by Pruk​sa itself as well as those to which Pruk​sa provided financial support. They can be divided according to the CSR after process policy as follows:



Education and Youth Development

The 10th Pruksa Scholarship' 2011



Pruksa recognized the importance of educational opportunities, and thus the “**Pruksa Scholarship**” was initiated to offer unconditional scholarships to underprivileged children who excelled academically. The project has been run for over 10 years now and the company is committed to keep it going over the years to come.

In 2011, Pruksa awarded 433 grants worth over 1,930,000 baht to students from various institutions.

Pruksa Precast Factory Learning Center



Pruksa offers a chance for students and the general public to visit Pruksa Precast Concrete Factory which employs state-of-the-art construction innovations so they can have first-hand experience of real manufacturing and construction sites. Visitors will get to see the whole process from the manufacturing process in the factory to the construction process in one of the Pruksa projects. In 2011, 405 people visited Pruksa Precast Concrete Factory.

Young Civil Engineers Camp



Pruksa recognizes the importance of education and is offering opportunities to young civil

engineers who are training to become professional civil engineers. Therefore, "2B-KMUTT: Civil Camp" is jointly-organized with the Department of Civil Engineering, King Mongkut's Institute of Technology every year for high school students to learn the way of life of civil engineers. Participants are also given opportunities to visit Pruksa Precast Factory which is the most hi-tech of its kind in Thailand.

On top of the previously mentioned projects, Pruksa also gave support to many other projects contributing to sustainable education and youth development, namely:

- **Support to academic conferences, seminars/special talks on topics that are crucial to education, including:**

- The annual Concrete Conference of 2011 by the Thailand Concrete Association
- Talk on "Inflation Rate: Impacts on Thailand's Economic Growth and the Industrial Sector" organized by the Engineering Institute of Thailand under HM the King's Patronage
- Seminar title "Half year for Thai economy: Second half Property market" organized by the Department of Lands.
- Seminar titled "How to Think like Modern Businesspeople" organized by Sripatum University
- Academic seminar titled "Skills, with Luck...SMEs" Sustainable Wealth organized by the Faculty of Business Administration, Kasetsart University
- Special talk on "Looking Through the Eyes of the Bank of Thailand's Governor at the Thai Economy during the Second Half of the Year" organized by the Faculty of Commerce and Accountancy, Chulalongkorn University



- **Scholarships to promote education, develop teaching-learning as well as promote research work, namely:**

- Mater Dei School
- Chulalongkorn University Demonstration School
- Samsenwittayalai School
- Bang Kaew Prachasan, Samut Prakarn province
- Jangronwittaya School, Bangkok
- The Department of Civil Engineering, Engineering Faculty, Kasetsart University
- Engineering Foundation, Mahidol University
- Parent-Teacher Association, Kasetsart University Demonstration School
- Parent-Teacher Association, Chulalongkorn University Demonstration School
- Engineering Alumni Association, Kasetsart University
- Graduate Alumni Association, Mahidol University
- Ajarn Prapon Bunnag (developer of learning software for underprivileged students)

Society and Environment

Pruksa Living Healthy - Mobile Medical Unit



Concerned for the well-being of its customers and the people living in the projects' vicinity, Pruksa has set up the **"Pruksa Mobile Medical Unit"** project which has been running for 9 years now.

The medical service is provided for both Pruksa's customers as well as the general public. It includes general medical checkup, diabetes screening, cholesterol level test, gout, kidney and liver test, blood group test and eye test. The medical team also gives advice on how to stay healthy. The number of Pruksa customers and the general public receiving the service of Pruksa's Mobile Medical Unit in 2011 was 2,040.

Thai's Revive the South' project



Pruksa, in collaboration with Nation Broadcasting Corporation and the Department of Civil Engineering, King Mongkut's Institute of Technology Thonburi campus and the general public, joined hands in the repair and restoration of Indrawas Temple School in Kiriratnikom, Surathani province which suffered from flooding so that the school could resume teaching as normal. The project work involved restoration work on the school buildings, electrical system, cleaning and repainting of the buildings as well as donation of learning materials such as desks and chairs to the school.

CSR Day - Anyone Anytime



The "CSR Day-Anyone Anytime" project aims at creating understanding about CSR among the

company's employees and providing opportunities for them to take part in the creation of CSR activities that are appropriate for themselves and their organization. The various themes include the environment, customer service, involvement in the community, emergency assistance, etc. The project has received much interest from the employees as it gives them a sense of satisfaction to be able to do their work and do good deeds at the same time. The company is committed to keeping this project going in the years to come.

Social and Environment Development Support

Pruksa is aware of the importance of the development of society and the environment, and has always supported participation in camps such as:

- Science Camp to conserve energy and the environment. Baan Nongao Prai, Nonthaburi province so the students have a chance to develop their knowledge and understanding of energy and the environment. Participants had a chance to have hands-on experience in a laboratory.

- A Volunteer Development Camp of the Faculty of Engineering. Chulalongkorn University built a reinforced concrete bridge at Baan Tub Poh, Surin province to solve the community's traffic problem sustainably.

- The Civil Engineering for the Community Camp of Kasetsart University Kampaendsaen helped renovate the playground, bicycle parking and repair the areas in the Baan Tung Gloan, Karnchanaburi province and Muang Kao Kampaengsaen, Nakhon Pathom schools that were damaged during the flood.

- The 9th Volunteer Camp of the Faculty of Architecture, Kasetsart University, Bangkaen campus constructed a multi-purpose building for Baan Klang School, Nakhon Rachasima. These projects illustrate the level of commitment the Company has in being responsible for social and environmental development.

Caring for the communities

Pruksa takes to heart the environment of the communities near the Company's residential projects, both in Thailand and overseas. Apart from making sure the communities are kept clean during the construction, it also ensures continuous maintenance such as the laying of the public sewage works for tambon Baan Ped, Khon Kaen province, the provision of garbage trucks for Lam Sam Kaew municipal council in Pathumthani province and garbage containers for Ramkamhaeng 3/1 community, canal and waterway development and flotsam collection as well as landscape improvement in Tung Kru district. Overseas, the Company provided garbage containers to the community, cleaned the areas surrounding the project and provided motorcycle to the police force on Hulhumale island in the Republic of Maldives.



Promotion of religious and traditional rites



Realizing that religion is of immense importance in the modern age where people need something to hold on to spiritually, Pruksa took on the responsibility to promote religious and traditional rites by giving support to important religious events and activities such as merit making. Pruksa regularly organized such activities for its clients as well as residents of communities around the residential projects. For instance, Pruksa customers were invited to take part in visits to temples, meditation and to give donations to the temples in Nontaburi and Ayuthaya provinces. Also, merit making events were organized for the Songkran festival, Buddhist

Lent day, the recitation of the last life of the Bodhisattva in honor of HM the King, the offering of robes to monks ceremony, and Kathin ceremony, etc.

Moreover, Pruksa also supported the construction of a hall at Wat Tam Sua temple in Karnchanaburi province as well as contributed to supporting Buddhist monks to study Buddhism in India.

Emergency Assistance and Support to the Underprivileged

Blood Donation



Pruksa Real Estate PLC urged its employees and the general public to donate blood in the event of HM the King's 84th birthday anniversary. The event received overwhelming interest from the company's staff as well as the general public. Apart from saving lives of those in dire need of blood, the project also instills in donors a sense of pride, happiness and employee engagement. It is one of the many projects that the company is committed to organizing every three months.

Providing assistance to flood victims

During the last quarter of 2011 several provinces, Bangkok and its environs included, were affected by a great flood. The flood caused widespread damage to many of Pruksa's residential projects and the customers, staff, the general public as well as the country's business and economy. A total of 63 of Pruksa's residential projects which were in the sales period at the time were affected and the Company set a budget of 96.41 million baht for the prevention and

restoration of both the projects that the Company managed and also those already transferred to juristic persons to manage. Besides, the Company came up with measures to do their best to assist all stakeholders-employees, clients as well as the general public during the difficult time.

As for the measures to assist employees who were affected by the flood, the Company provided temporary shelters and emergency kits. Employees were also allowed to work from home in cases where travel to work was not possible. The project "Pruksa sharing: Give and Take" was set up to donate necessities to those employees who were victims of the flood. Another project "Fit Pang Ruam Palang Too" (Fit to scrub) was a volunteer effort to help clean up the homes of the staff who also benefited from special privileges to discounts on construction materials and tools, electrical appliances and furniture so as to alleviate their suffering. Paydays were also brought forward to make it easier for the staff to lessen their burdens.



The customers were always a priority before and after the flood. The Company implemented all necessary measures in an attempt to prevent and alleviate the hardship caused by the flood. Such measures included the building of terraces and flood walls with sandbags and packed soil, the donation of boats for transportation within



the residential projects affected by the flood, the provision of shuttle buses along six major routes, the donation of rice and other necessities, and the provision of EM (effective microorganism) balls. Moreover, updated, daily reports on the flooding situations were given to Pruksa customers through its Contact Center 1739. After the flood, the Company organized a “Big Cleaning” to restore the landscape in the projects, check the conditions of the houses in terms of their structure, electrical system, and water system. The Company also negotiated with commercial banks regarding emergency loans on behalf of the customers as well as negotiated with its business partners and contractors to sell construction materials and tools at reasonable prices to Pruksa’s customers so as to help in the restoration process. A “Care Day” event was also held where products at discount were on sale for Pruksa customers. In an attempt to also help the general public and society with their plight, Pruksa donated a budget of over 1,198,200 baht through foundations, government agencies as well as the private sector, namely the Relief and Community Health Bureau of The Thai Red Cross Society, the Senate, Praves District Office, Real Estate Business Promotion Office, and Thammasat University Rangsit Campus for the procurement of necessities, drinking water and food for the flood victims. In addition, the Company also joined hands with other agencies in giving

assistance to the general public. For instance, Pruksa joined Nation Broadcasting Corporation in distributing survival bags to its customers and the general public in Bangyai district, Nontaburi province where the water level was high, making the area almost inaccessible. The Company also dispatched volunteer staff to help prepare survival bags at the Stock Exchange of Thailand and to make EM balls at PTT PLC.

Wheels for the Handicapped

Pruksa supported the Wheels for the Handicapped project which procured wheelchairs/ manually-operated tricycles to handicapped school-age children so they could travel to school and other places with ease and convenience. The project is part of the Company’s policy to provide emergency assistance and support to the underprivileged.

Computer Donation to Underprivileged Children

Pruksa gives continuous assistance to the underprivileged by donating sets of computers to the Suan Kaew Temple Foundation so that underprivileged children lacking educational equipment can have the opportunity to gain access to education which is crucial to their future success. This is another one of the Company’s social responsibility projects to assist and support the underprivileged.

The Award of Pride

Pruksa has long been a prominent figure in Thailand's real estate development business. Its residential products are varied townhouses, single houses, and condominiums. The ongoing quality development has earned the company recognition among the general public and secured its place as a leader in the country's real estate development business.

The success of Pruksa can be witnessed from the awards received from esteemed institutions and organizations both in Thailand and overseas. This is clearly the evidence of the company's dedication and achievement in creating quality products for all groups of customers.

Asia Responsible Entrepreneurship Awards 2011-South East Asia (AREA-SEA)



The Asia Responsible Entrepreneurship Awards 2011-South East Asia award is granted to companies with outstanding CSR standing every

year. This year, the winner was selected from 11 countries in Southeast Asia and Pruksa was awarded the award in the "Investment in People Award" category from its "Yes, We Care" which focuses on providing services and care to all stakeholders including customers, staff, trade partners, the communities, society and shareholders. In so doing, the organization will benefit from sustainable growth. This is the first time a company in Thailand was honored with the award.

BCI Asia Top 10 Developers Awards 2011



This award has been awarded by BCI Asia Construction Information Co., Ltd and FutureArc Journal every year since 2005. It is given to companies in many Asian countries such as Indonesia, Singapore, the Philippines, Hong Kong, Malaysia, Vietnam and Thailand. However, this is the first time the Top 10 Developers Awards 2011 was given and Pruksa was selected to receive the award.

Relation

“Build” and “Forward” a smile and happiness

Providing assistance to flood victims

STANDARD DISCLOSURES PART I: Profile Disclosures

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2.4	Location of organization's headquarters.	Cover
2.5	Number of countries where the organization operates, and names of with either major operations or that are specifically relevant to the sustainability issues covered in the report.	8-10
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Profile Disclosure	Description	Page/ Cross-reference
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Profile Disclosure	Description	Page/ Cross-reference
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Contact Center **1739**
www.pruksa.com

