



IMPROVEMENT IS

ENDLESS

PRUKSA SUSTAINABILITY REPORT 2012



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Prukse strived to improve the performance according to the vision which has been an exemplary model for sustainable development in economy, environment and society.

(Mr.Thongma Vijitpongpan)
President and Chief Executive Officer
Prukse Real Estate Public Company Limited

Message from President and Chief Executive Officer

Prukse has carried out business with conscience and responsibility to give back to the society to ensure sustainable growth of Prukse. The company's business strategy and implementation focus on creating return and satisfaction to every group of stakeholders. The company also places significance on CSR in Process and CSR after Process and share creative activities with the community for societal development all along.

In 2012, Prukse strived to improve the performance according to the vision which has been an exemplary model for sustainable development in economy, environment and society. First, the company determined to improve the operating result to create income and security for employees, shareholders, trading partners and national economy. In terms of environment, the company introduced the advanced Prukse Precast Technology and Prukse Real Estate Manufacturing System to use in the home building, elevating the construction industry in Thailand to the next level. Prukse also developed new products which are environmentally-friendly. On social service, Prukse's sustainable effort has been recognised by many institutions both domestically and overseas.

Prukse has implemented the social responsibility policy by adjusting and improving the work plan according to the needs of the stakeholders for the past 10 years. The activities include "Prukse Scholarship" project, established to give an opportunity for the youth to access to good education, "Prukse Living Healthy" mobile medical check-up project and "Blood Donation Campaign" in line with the company's social responsibility policy to provide the emergency assistance.

Prukse has also been working with many organizations to upgrade the living standard of employees, trading partners and communities. In 2012, Prukse teamed up with Faculty of Architecture, Chulalongkorn University, to organize "Sustainable Community 2012" seminar by inviting distinguished speakers to exchange their views about the housing project administration and relevant consumer laws to ensure the peaceful and orderly co-existence in the society.

In addition, the company has expanded the sustainable concept to other operators such as the cooperation with other companies to promote the ISO 26000 to raise the public awareness on the ISO standard and encourage real estate developers and Prukse's trading partners to observe the ISO 26000 standard. Prukse also worked with Finance Ministry on "Protect the Waterways" project to enhance the capacity of the community to protect the waterways and environment.

Due to the outstanding social responsibility effort, Prukse received "Asian CSR Award 2012" in Product Responsibility & Consumer Rights category. The award is designed to recognize the organization which has placed high importance on developing residential projects, respecting the consumers' rights and implementing clear social responsibility policy on a continuous basis.

In 2013, it is expected that Thailand's real estate business will grow by around 16 per cent, compared to 2012. Overall, the price of residential projects will increase by around 15-20 percent. As a leader in the business, we have determined to create quality living with sustainable society for people who want the quality residential projects with reasonable prices by designing and developing innovative residential projects to respond to the needs of consumers. Our residential projects are based on the functional demand of people of all ages, in accordance with the concept of health society and green revolution.

Prukse believes in the concept to create good society by starting from developing the organization to become an exemplary model for policy execution with recognized success. Then, the concept can be expanded to the business partners from upstream to downstream and other businesses in a larger scale via the transfer of knowledge and the establishment of cooperation network to transform the work plan into implementation. Prukse is confident that the path towards that direction and the cooperation from all sides will contribute to the success to develop the green society with sustainability.



GROWTH

For Real Estate

Report Framework

The Sustainability Report of Pruksa Real Estate Public Company Limited is produced according to the Guidelines stipulated by Global Reporting Initiatives Version 3:1 (GRI 3.1). The scope of this Sustainability Report covers Pruksa Real Estate Public Company Limited's operation in Thailand only, not including its overseas operations, subsidiaries, joint ventures, vendors and sub-contractors. The report covers the period from 1 January 2012 to 31 December 2012. The content focuses on the key goals of the company in 2012 based on Balance Score Card (BSC), consisting of the economic, environmental and social indicators. The report is based on transparent information disclosure for the best interest of every stakeholder.

The content of the report is determined by materiality based on GRI reporting scope by selecting the sustainability aspects and significant factors, which are relevant to the company, together with the existence of information. Important aspects of the information which have been identified by this report are:

- Economy:** Economic indicators
- Environment:** Energy Issues, bio-diversity, products and services and overall picture.
- Society:** Employment, labor/management relations, occupational health and safety, trainings & education, diversity and equal opportunity, equal remuneration for male and female staff, non-discrimination, child labor, forced and compulsory labor, local communities, public policies, customers' health and safety and label of product and services.

The data and content were gathered from internal divisions and external stakeholders such as Corporate Governance, Finance, Human Resource, Research & Quality Development, occupational health, safety and Environment, and the information from stakeholders who are directly impacted by the project operation/social service activities.

The Sustainability Report is produced and improved to ensure the comprehensiveness and completion every year. In 2012, the company considers to include the energy indicator and the overall operation in occupational health & safety, diversity and equal opportunity, investment and procurement guidelines, non-discrimination, child labor, forced and compulsory labor, local communities, public policies, customers' health and safety, label of products and services. In addition, the company has monitored, followed up the results and complied the findings according to the indicators to ensure the completion and produce the report by comparing with the results in the previous years in the areas of environmental protection and reduction of environment impact at Pruksa Precast Factory (EN30), total number of employees (LA1), new employees and former employees (LA2), average training hours of each employee (LA10), workplace accidents (LA7) and customer satisfaction (PR5). This is to demonstrate the company's success in maintaining desirable performance level and development. The company also expands the boundary for reporting and evaluation; and improves the content to make it clearer and simpler to ensure the effective operation according to the company's goal, vision and mission.

The information evaluation disclosure level is subject to B Level Category according to GRI Application Level Criteria (version 3.1).

Report Application Level		C	C+	✓ B	B+	A	A+
Standard Disclosures	Profile Disclosures G3.1 Guidelines	Report on: 1.1 2.1-2.10 3.1-3.8, 3.10-3.12 4.1-4.4, 4.14-4.15	Report Externally Assured	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5-4.13, 4.16-4.17	Report Externally Assured	Same as requirement for Level B	Report Externally Assured
	Disclosures on Management Approach G3.1 Guidelines	Not Required		Management Approach Disclosures for each Indicator Category		Management Approach disclosed for each Indicator Category	
	Performance Indicators G3.1 Guidelines and Sector Supplement Performance Indicators	Report fully on a minimum of any 10 Performance Indicators, including at least one from each of: social, economic, and environment**		Report fully on a minimum of any 20 Performance Indicators, at least one from each of: economic, environment, human rights, labor, society, product responsibility.***		Respond on each core and Sector Supplement* indicator with due regard to the materiality Principle by either: a) reporting on the indicator or b) explaining the reason for its omission.	

* Sector supplement in final version

** Performance Indicators may be select from any finalized Sector Supplement, but 7 of 10 must be from the original GRI Guidelines

*** Performance Indicators may be select from any finalized Sector Supplement, but 14 of 20 must be from the original GRI Guidelines

Reference : GRI G3.1 Guidelines – Application Levels Section pp. 1-2

For more information, please contact:

Corporate Communication Division.

Pruksa Real Estate Public Company Limited

979/83, SM Tower, 27th Floor, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Tel: 0-2298-0101 ext. 3400

Email: cc@pruksa.com

Web site: www.pruksa.com/csr

Around Pruk​sa

Pruk​sa Real Estate Company Limited was founded in 1993 with the initial registered capital of 50 million Baht to invest in real estate business

Pruk​sa Path

Pruk​sa Real Estate Company Limited was founded in 1993 with the initial registered capital of 50 million Baht to develop projects for townhouses, single-detached houses and condominiums. In 2005, the company invested in Precast Concrete Factory to raise the standard and quality of the residential project construction. Late 2005, the company has transformed into Pruk​sa Real Estate Public Company Limited and started trading on the Stock Exchange of Thailand (SET) under the symbol “PS”.

Currently, Pruk​sa Real Estate Public Company Limited’s head office is located at 979/83, SM Tower, 27th Floor, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400.

Pruk​sa has expanded the real estate business every year with steady growth by concentrating on high potential and growth locations in Bangkok and its perimeter as well as the prime locations in provinces such as Chonburi, Ayutthaya, Phuket and Khon Kaen. The company adopts modern construction technologies from Europe to construct housing units and manages the construction of projects. The company develops various brands to respond to the needs of every group and style of customers to ensure the continuous expansion according to the vision. In addition, Pruk​sa has expanded the real estate development into other countries such as India, Vietnam and Maldives.

The company has placed high importance on developing the quality of services and applying modern technology in the

company’s operation and observing the social responsibility principle which is part of the vision and mission. It is an integral part of operation that the company has observed every year even during economic downturn. Therefore, the company has been recognized by the customers with positive performance and steady growth every year. As of 30 December 2012, the company has the registered capital of 2,250.81 million Baht and paid-up capital 2,209.41 million Baht.

Business Strategy

Pruk​sa concentrates on developing management and quality to ensure sustainable growth and the satisfaction of customers, employees, vendors and shareholders. The company carried on business with social responsibility to become a leader of sustainable business in Asean by concentrating on seven key strategies.

- 1. Supply Chain : The management of a network of customers, trading partners, employees and stakeholders involved in the business from land acquisition, procurement, project design and development, sales, marketing, construction, home quality inspection and after-sale service by developing every step of the procedure.
- 2. Quality Housing Focus : Focus on developing the quality of houses and excellent services.
- 3.Products and Services Innovation: Demonstrate innovation and creativity in home and service development.
- 4.Focused Market Segment: Determine to develop residential projects for each market segment to respond to the needs and the satisfaction of customers.
- 5. Products and Services Differentiation: Present the unique residential products and services to respond to the needs and the satisfaction of customers.

6. Overall Cost Leadership: Be the leader in terms of cost efficiency.

7. Business Process Improvement: Continually improve business process.

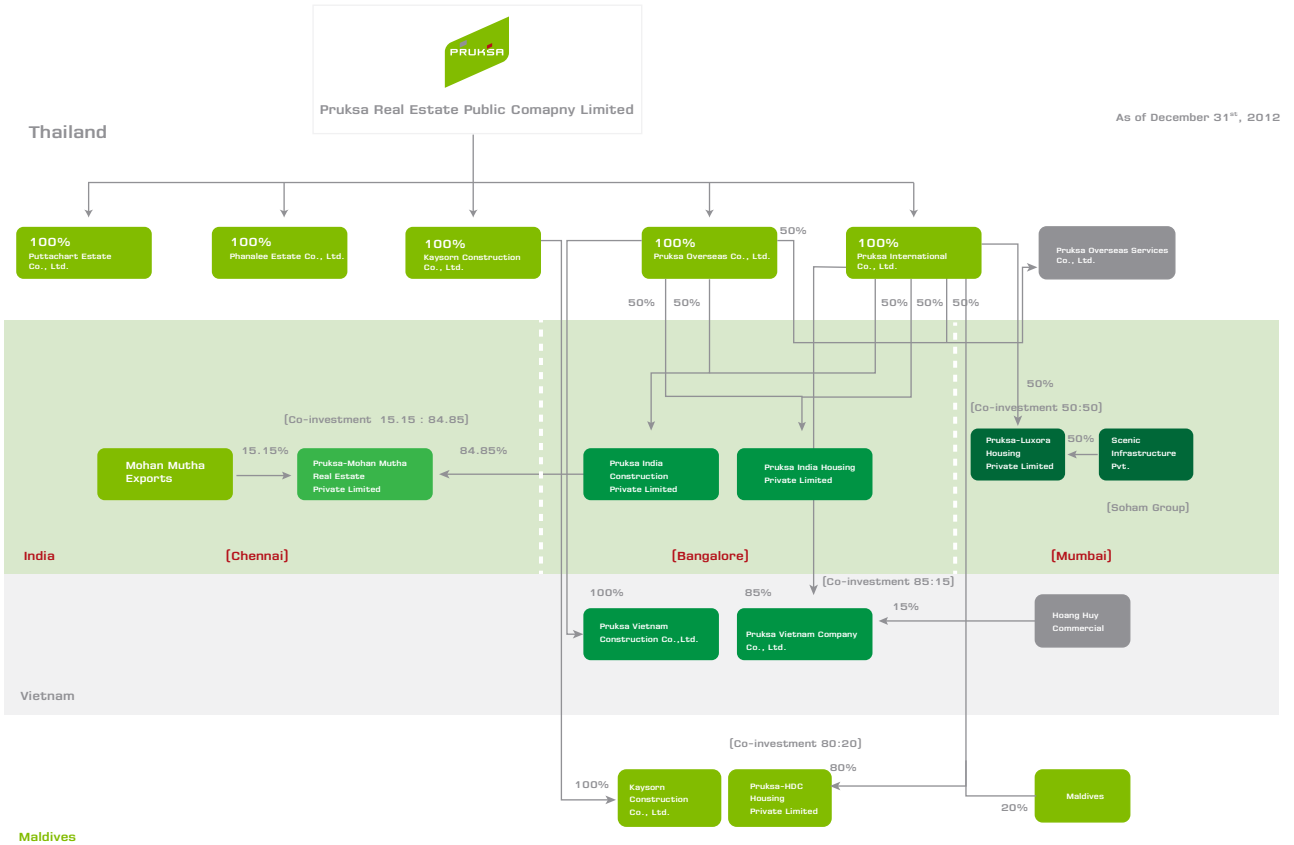
The company has developed products under various brands including townhouses, single-detached houses and condominiums to reach out to every segment by focusing on horizontal project development where the company has high expertise and market share. The company has expanded the investment both locally and overseas including India and Asean member countries. It is expected that Asean Economic Community (AEC) will contribute positively to the company’s

effort in developing business. Therefore, the company has expanded the business to Vietnam and Indonesia.

In addition, the company focuses on the modern marketing strategy to respond to the digital era. By developing online media to support marketing and sales, Pruk​sa has built up an online sales team, upgrading the home sales system in Thailand’s real estate industry to enable the customers to make the reservation and payment via the Website.

On the sustainable development, the company has placed an importance on economy, society and environment by choosing modern technology which is environmentally friendly and cooperating with various organizations to better the quality of employees and general public.

Organizational Structure



Subsidiaries

The company has set up subsidiaries and joint ventures with other companies to streamline the business operation and increase the business potential. Currently, the company's subsidiaries and joint ventures are as follow:

Factory

Pruksa Precast Factory

Address: 54/1 Moo 4, Ladsawai Sub-District, Lamlookka District, Pathumthani 12150

Business Type: Precast concrete factory and Precast fence and pillar factory

Subsidiaries

1. Kaysorn Construction Company Limited

Address: SM Tower, 29th Floor, 979/95, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Business Type: Construction contractor and housing decoration

2. Putthachart Estate Company Limited

Address: SM Tower, 30th Floor, 979/99, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Business Type: Real estate development

3. Phanalee Estate Company Limited

Address: SM Tower, 30th Floor, 979/97, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Business Type: Real estate development

4. Pruksa Overseas Company Limited

Address: SM Tower, 30th Floor, 979/83, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Business Type: Real estate development in other countries

5. Pruksa International Company Limited

Address: SM Tower, 30th Floor, 979/83, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Business Type: Real Estate Development outside Thailand

6. Pruksa Overseas Services Company Limited

Address: SM Tower, 27th Floor, 979/84, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400

Business Type: Regional operating headquarters (ROHs) support and service for the industries under the group or the company's branches inside and outside Thailand.

7. Pruksa India Housing Private Limited

Address: Ferns Icon, Unit No. 28, 1st Floor, Daddanekundi Village, Next to Akme Ballet, Marathahalli Outer Ring Road, Bangalore-560 037 Karnataka, India

Business Type: Real estate development in India

8. Pruksa India Construction Private Limited

Address: Ferns Icon, Unit No. 28, 1st Floor, Daddanekundi Village, Next to Akme Ballet, Marathahalli Outer Ring Road, Bangalore-560 037 Karnataka, India

Business Type: Construction contractor in India



9. Pruksa Vietnam Construction Company Limited

Address: Unit B, 8th Floor, No. 116 Nguyen Duc Canh, Cat Dai Ward, Le Chan District, Hai Phong, Vietnam

Business Type: Construction contractor in Vietnam

10. Kaysorn Construction Company Limited, Maldives Branch [Maldives Branch]

Address: 2nd Floor, HDC Building, Hulhumale, Republic of Maldives

Business Type: Construction contractor and housing decoration in Maldives

Joint Ventures

1. Pruksa-HDC Housing Private Limited

Address: 2nd Floor, HDC Building, Hulhumale, Republic of Maldives

Business Type: Real estate development in Maldives

2. Pruksa-Mohan Mutha Real Estate Private Limited

Address: Brooklyn Business Centre, 6th Floor West Wing, 103-105, Poonamallee High Road, Chennai-600085 Tamil Nadu, India

Business Type: Real estate development in India

3. Pruksa-Luxora Housing Private Limited

Address: Soham House, Hari Om Nagar, Off. Eastern Express Highway, Mulund (East), Mumbai – 400081 Maharashtra, India

Business Type: Real estate development in India

4. Pruksa Vietnam Company Limited

Address: Unit A, 8th Floor, No. 116 Nguyen Duc Canh, Cat Dai Ward, Le Chan District, Hai Phong, Vietnam

Business Type: Real estate development in Vietnam

Pruksa’s Vision, Mission and Culture.

Vision

“Pruksa is one of the top ten residential real estate companies in Asia focusing in world-class Quality Management with strong fundamental and sustainable growth. We maximize customers and employees’ satisfaction and returns to customers, employees, trading partners and shareholders and uphold the social responsibilities in all the countries we do business in.”

Mission

- Be one of the top ten residential developers in Asia
- Generate at least 25% per year revenue growth
- Generate at least 18% net profit margin
- Revenue hit Bt. 100,000 million in 2017

Business Management Strategy

Pruksa manages the business with prudence and cautions by applying the following key strategies:

- » Manage the world class products and services to differentiate the products and service and deliver the product excellence to the customers in all aspects:
 - Effective supply chain management
 - Effectively manage and control cost of production
 - Apply Strategic business Unit (SBUs) Management to streamline the operation to prepare for the rapid growth and expansion of the organization
- » Excellent Technology and Innovation by applying state-of-the-art technology namely Pruksa Precast Technology, Pruksa Total Precast System and Pruksa Real Estate Manufacturing among others.
- » Present the best quality residential projects and most impressive service to ensure the customer satisfaction.
- » Continually improve the business operation in all dimensions.

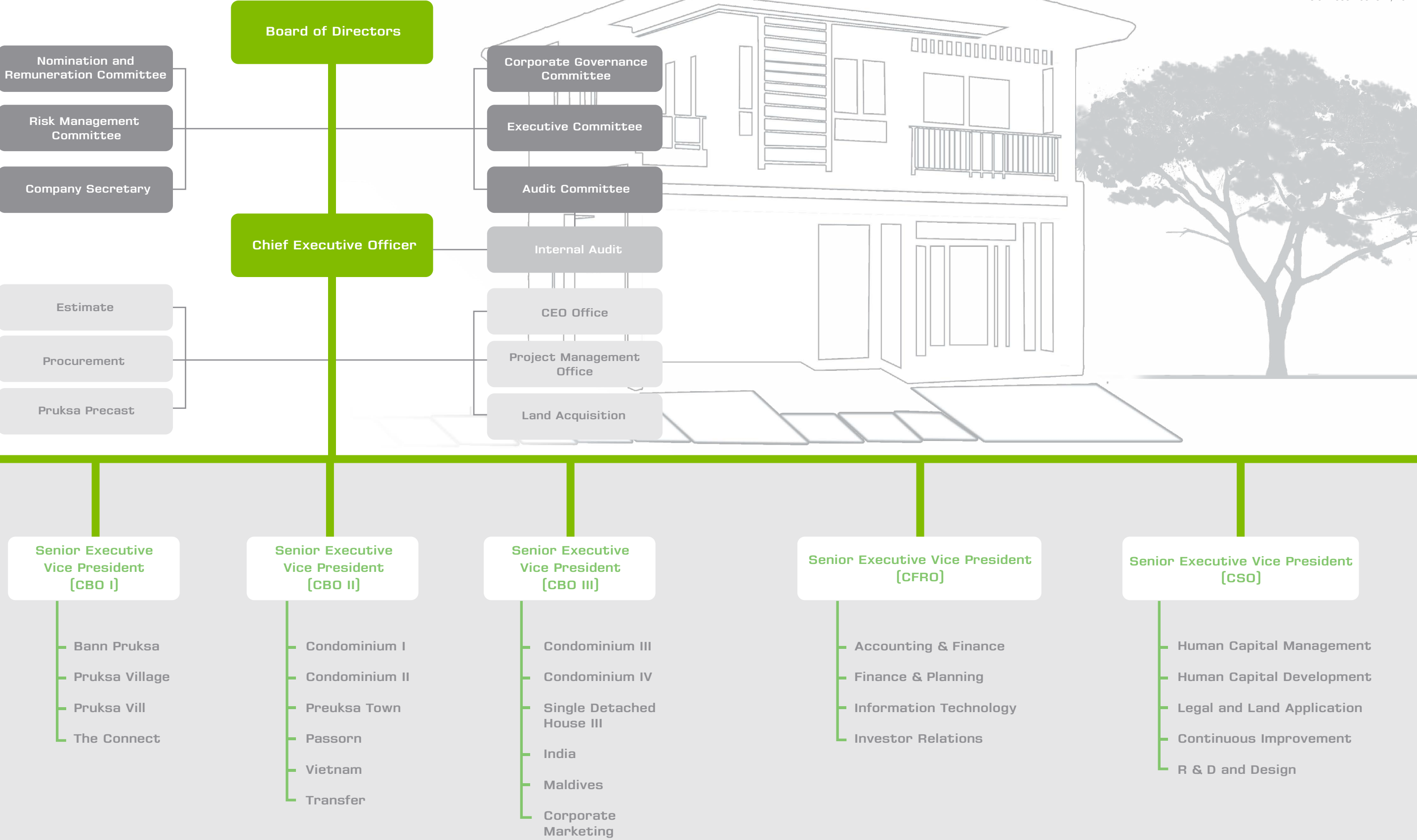
Pruksa Culture

Pruksa’s corporate culture strives to create the customer satisfaction by ensuring the understanding of the customers’ needs and following up with the process to respond to such needs. Pruksa culture has determined to encourage Pruksa’s staff members to ingrain the flow of thought from:

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

Management Structure

As of December 31st, 2012



Corporate Governance



The company adheres to corporate governance principles which are consistent with international principles and the Stock Exchange of Thailand’s policy, the company has established “The Principles of Good Corporate Governance” in order to ensure the ethical conduct of its business. The Company strongly believes that its good corporate governance procedures are beneficial to the Company’s performance, being one of the keys to achieving its objectives. The company’s Corporate Governance Policy is divided into seven categories, as follows: the Board of Directors, Rights of shareholders, Equitable Treatment of Shareholders, Role of Stakeholders, Disclosure and Transparency, Internal Controls and Risk Management and Philosophy and Code of Conduct.

The company communicated “The Principles of Good Corporate Governance” on the company’s website, “www.pruksa.com”, and has encouraged the directors, executives and employees to acknowledge and observe the principles.

The Board of Directors

The Board of Directors is accountable to the shareholders for ensuring that the business of the company is managed properly in the best interests of the shareholders and other stakeholders, as well as the general public. The Board of Directors has a key role in making sure that management commit themselves to performance excellence, with due consideration to the risk exposure of the company. (As of December 30th, 2012), the Board of Directors of Pruksa Real Estate Public Company Limited consists of 11 members. Nine of them are men and the other two are women. Four of them are between 30-50 years old. Seven of them are more than 50 years old. There are five independent directors (exceeding one-third of the board) and six management directors. Besides, Chairman of the Board of Directors (Dr.Pisit Leeahtam) and Chairman of the Executive Committee (Mr.Thongma Vijitpongpun) are not the same person.

Sub-Committees

The Company has established the sub-committees namely the Audit Committee, The Risk Management Committee, the Corporate Governance Committee, and the Nomination and Remuneration Committee.

» The Audit Committee

The Audit Committee is responsible for reviewing the company’s financial statements and financial reports to ensure the accuracy and completeness of the financial statements and the reports with adequate and effective internal control and internal audit system; reviewing the independence of internal audit; considering the disclosures of information, connected transaction(s) and transactions with a potential conflict of interest pursuant to laws and the regulations of the Stock Exchange of Thailand. Giving opinions in an independent and objective manner on any internal auditing tasks performed by Internal Audit Department, the Audit Committee consults regularly with the external auditors.

company to ensure its compliance with good governance. This includes making recommendations on business ethical requirements and best practices for directors, executives, employees; ensuring that such requirements are met effectively; making reports to the Board of Directors about the company’s corporate governance, giving opinions on the practices adopted in order to improve or adjust them as needed and reviewing and proposing publicizing the company’s efforts with respect to good corporate governance.

» Nomination and Remuneration Committee

The Nomination and Remuneration Committee is responsible for nominating persons to be appointed as new Directors, Chairman of Executive Committee and Managing Director or as replacements at the end of the term of office or when vacancies occur for other reasons. The Nomination and Remuneration Committee has the responsibility to propose guidelines and methods for payment of remuneration and other benefits and reviewing the remuneration structure and benefit payment system to make them commensurate with their duties and responsibilities, overall business performance of the company and the general business circumstances.

» Risk Management Committee

The Risk Management Committee is responsible for prescribing policy and guidelines and providing recommendations to the Board with respect to the management of external and internal risks to company operations to ensure they are within the appropriate and acceptable level.

» Corporate Governance Committee

The Corporate Governance Committee is responsible for overseeing and reviewing major best practices of the

Code of Conduct

The company has placed importance on the code of conduct in the operation by setting the ethical standard as the guideline for implementation in tandem with the requirements and regulations of Pruksa’s group of companies. The implementation adheres to the ethical standard, righteousness and honesty based on equitable treatment by considering safety of the society, communities and environment, anti-corruption effort, anti-bribery, political involvement, any other business conflict and the respect of the rules and law and human right principles.

Every employee receives a code of conduct manual and affixes his/her signature for acknowledgement and observation. In addition, every employee is required to produce a report regarding the case which may raise the question over potential conflict of interest every year or whenever the case in question arises. The executive board and relevant parties are required to submit the conflict of interest report, report the changes of their asset holding and declare assets and liabilities to the National Counter Corruption Commission according to the deadline.

The company assigns the corporate governance committee to be responsible for producing and reviewing the code of conduct manual to suit the circumstances at least once every two years and provides for the implementation review of the code of conduct. In 2010, the company revised the code of manual to suit the economic circumstances and the business expansion both locally and overseas to comply with the regulations of the Securities and Exchange Commission and the Stock Exchange of Thailand.

Pruksa has determined to carry out business with fairness to serve the best interests of all stakeholders and organizations which are involved in the company’s business. In 2013, Pruksa has planned to develop and review the corporate governance report to update the company’s corporate governance principle in line with the constantly changing circumstances.



Disclose of information

The company has disclosed information regarding the business operation with transparency pursuant to the corporate governance principle via the annual report, sustainability report, internal audit report, code of conduct manual and provided the mediums to communicate with the stakeholders as follows:

Telephone:	Pruksa Contact Center 1739
Website:	http://www.pruksa.com
E-mail:	cc@pruksa.com
Postal mail: Corporate Communication Division, Pruksa Real Estate Public Company Limited	



Internal Control and Internal Audit Systems

The internal control is a means to facilitate the internal control function with the internal audit department conducting the examination by considering the risk exposure levels in each activity of the company under the work scope governed by the internal control. The compliance with the rules and regulations and financial statements are approved by the Audit Committee. The findings of the examination will be submitted to the Audit Committee every month on a regular basis. Upon the Audit Committee’s approval, the results will be sent to the relevant department to follow-up and address and finding results accordingly. Some of the issues require the joint consultation with the other relevant departments.

In addition, the company provides for the mechanism to accept complaints, verification method and confidentiality to protect the source of information to boost the confidence and ensure the fair treatment for all stakeholders under the corporate governance principles. The company has provided

for the mediums to accept complaints, recommendations and useful advice including effects or risks from the impacts on the stakeholders which may arise from the business operation or malpractice or the violation of the company’s ethics, dishonesty and unfair treatment. The stakeholders can report to the committees via following:

Telephone:	Pruksa Contact Center 1739
E-mail:	cc@pruksa.com
Postal mail: Corporate Communication Division, Pruksa Real Estate Public Company Limited	

Complaints, recommendations, compliments and advises received by all mediums will be sent to relevant departments via Customers Service System every day immediately after the report takes place. And there will be summary of reports to the company’s board and executive board every month for further improvement in the useful issues.

Stakeholders Participation

Pruk​sa concentrates on taking care of every group of stakeholders including the **internal stakeholders** including the company's shareholders and the employees and the **external stakeholders** including the customers, the vendors, the communities and the society to ensure the sustainable development of the organization. The company has regularly checked and analyzed the findings and the stakeholders' demand to improve the operation, products and services.

Pruk​sa determines the terms and regulations to identify the stakeholders internally and externally who will be directly or indirectly impacted from the company's operation such as the project development, the construction and after-sale service. Pruk​sa conducts the satisfactory evaluation and analyze the findings to understand the demands and expectations of the stakeholders for improvement as follows:

Expectation	Method	Frequency	Issue	Response
1. Customers				
- Possess the residential projects with reasonable price which suit their demand - Quality house - Good Service - Pride of the products and received services	- Provide for various channels to communicate with the customers by disseminating and receiving recommendations and complaints via telephone, e-mail, postal mail and new media such as facebook. - Customers satisfaction evaluation - Service and consulting both pre and post sales.	Summarize the report every month to report to the relevant departments.	- Issue of the customers demand or expectation - Satisfaction scores in various aspects in every step of the service	- The company improves the quality of products and services by setting the quality policy and setting up various committees for planning and execution.

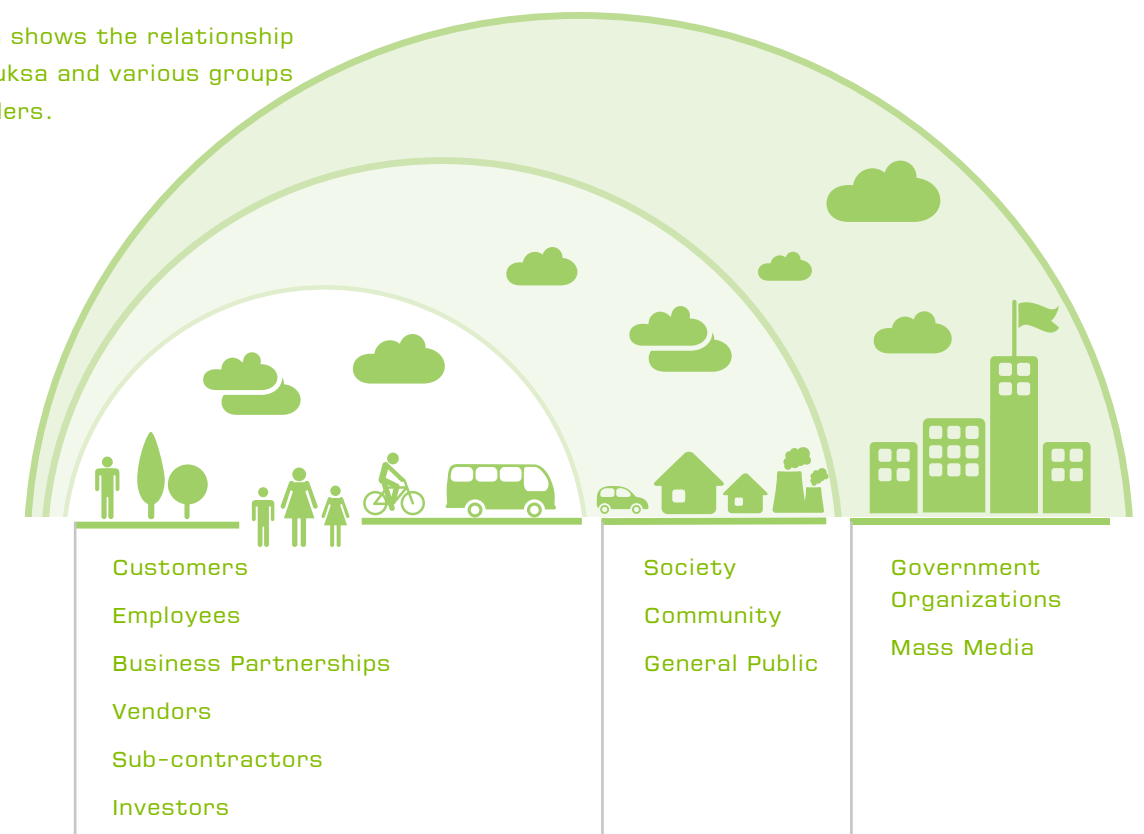
Expectation	Method	Frequency	Issue	Response
2. Employees				
- Satisfactory remuneration and welfare benefits. - Cooperation and support from the relevant units based on value chain system. - Development of knowledge and work capacity. - Career path	- Provide for various channels to contact, communicate and receive recommendations and complaints such as email, telephone and postal mails, among others. - Organize meetings between the executive and employees at the managerial level on a regular basis. - Employee satisfaction evaluation	Summarize the report on a monthly basis and evaluate the satisfaction twice every year.	- Employees' demands and expectation in different areas. - Employees' satisfaction score in different areas. - Simple, convenient, speedy and efficient work process.	- Improve the remuneration structure system appropriately. - Conduct internal activities to promote relationship in the organization. - Produce Career Management Manual.
3. Society and Communities				
- Carry out business based on the consideration of an impact on economic, social and environment - Disclose information to the public.	- Provide for the communication via diverse medium channels such as letter, telephone and website: www.pruk​sa.com - Disclose information via various media. - Produce sustainability report and annual report - Asses the impact on society and communicates which leave the consequences to the company's business operation. - Produce EIA report before the construction of the project and follow-up the result during the construction. - Media relations	- Summarize report on a monthly basis - Evaluate satisfaction score for every activity. - Evaluate the impact pre-during-post the construction. - Report the operating result on an annual basis.	- Request for the financial support for community development. - Social activism assistance in different occasions. - Demand for good environment. - Financial sponsorship to conduct social activities during different occasions.	- Conduct social responsibility projects on an annual basis - Provide support and financial contribution to support society and community. - Organize the projects and allocate budget to support the society and community.

Expectation	Method	Frequency	Issue	Response
4. Vendors - Continuous employment - Payment according to the performance and deadline - Transparent management according to corporate governance principle.	- Provide knowledge via workshops and trainings - Meetings to exchange views on how to do business together - Evaluate the service to trading partners.	On a regular basis every year and during different occasions, the evaluation will take place immediately after the transaction or service takes place.	- Inform clearly the work plan and the demand of the amount of work, payment and service. - Lack quality personnel/ workers. - Lack knowledge and understanding of the technical process and the work process	- Provide for trainings in various fields to contractors to improve their skill and expertise. - Organize Prukسا Living Services to help vendors expand their businesses. - Clear payment date as stipulated by the yearly table.
5. Shareholders - Positive operating result and the sustainable business expansion - Transparent management according to the corporate governance principle. - Business operation with social responsibility.	- Publicize the business operation regularly via different media. - Attend general shareholders' meeting annually. - Produce sustainability report and annual report	- Update information via the Website 24 hours a day. - Organize shareholders' meeting once a year - Report the operating result on an annual basis	- Shareholders are satisfied with the company's performance result and operation.	- Business operation with prudence with risk management - Social and Environment Responsibility project implementation

Stakeholder Diagram

Prukسا Real Estate Public Company Limited has placed an importance on three key groups of stakeholders according to the order of priority, starting from the first group namely customers, employees, trade partners and business partnerships and investors. The second group is society, community and the general public. The third group is the government organization and mass media.

The diagram shows the relationship between Prukسا and various groups of stakeholders.



GROWTH

in 2012



Important Events in the Past Year



» Online media has currently played an important role in communicating with the customers because it is easily accessible and constantly updated. Prukso Real Estate Public Company Limited therefore focuses on digital marketing strategy and increases the use of online media. In 2012, the company spent more than 10 million Baht of budget to develop "Prukso.com" Web site to enable the customers to search for information more easily. "Live Chat system" is also available to provide information to the customers, who will also be able to choose houses and condominiums with special prices via "Hot Deals system" of Prukso.com. Thanks to the new Web site development, Prukso received **"Web Award 2012"** in the category of Real Estate Standard of Excellence from Web Marketing Association in the US. Prukso is the only real estate developer from Thailand which received this award. The online media also contributed the sales for more than 4,061 million Baht.

» The company places a significant importance in caring the wellbeing of the customers during and post home warranty period. Therefore, a program to provide the list of service providers is available under **"Prukso Better Living Services"**. The customers and general public, who want to repair,

decorate and modify their houses or look for the service providers to fix electrical problem and waterworks and many others, can check out the service at Prukso Contact Center 1739 or www.prukso.com.

» Prukso launched **"The Tree Interchange"**, a new concept of Nuovo Eco Condo, on Pracharat Road, which is the 40-storey building. The building is placed in the North-South direction to enhance the indoor comfort by opening onto the cool air outside. The interiors feature eco-friendly materials to save the energy on an area of more than 5 rais, surrounded by perennial trees for sustainable living.

» The company concentrates on working with vendors and sub-contractors who are doing business with the company. The company therefore organize **"Prukso Makes You Rich"** by teaming up with seven leading financial institutions to provide special loans to SME operators namely the sub-contractors and vendors of the company. The project helps the other business operators to plan their finances for business expansion and strengthen their capacity to respond to the growth and work requirement of Prukso.

» Participate in **"the project to create awareness of ISO 26000 social responsibility standard"** to promote the understanding

of ISO 26000 and enable the construction industries and real estate developers to apply the standard in a systematic manner. The company supports and encourages vendors to conform to the social responsibility standard.

» As the leader in Thailand's real estate development, Prukso has adhered to the policy to operate the business with social responsibility principles, aiming to ensure the happy co-existence of communities in the society. Prukso joined forces with the Faculty of Architecture, Chulalongkorn University, to organize **"Sustainability Community 2012"** public seminar to inform and educate the customers, the housing estate juristic person and general public about the management of housing project as the guidelines for sustainable living and happy co-inhabitation.

The seminar provided the basic legal information regarding the customer protection which was relevant to the participants. In addition, the housing estate juristic person committee was also informed of the guidelines and procedure before and after the juristic person registration. The experts with relevant experience gave the recommendations and comments so that the housing estate juristic person committee members will be able to apply the information to improve the management of the housing project.

» With the determination to develop and streamline the work process to match the rapid expansion of the company, Prukso signed a **memorandum of understanding (MOU) to jointly study and develop the service with the Metropolitan Electricity Authority of Thailand (MEA) to develop the power service** to be comprehensive, most efficient and responsive to the needs of the customers. This project marks the beginning of the cooperation between the private sector and the government for the best interest of the customers and Thai real estate industry.

» Prukso organized CSR Online activity by inviting the customers and the general public to make the donation under the campaign entitled **"Forward: Pay happiness**

forward to Society". The interested persons simply enter Prukso Family Club and listen to "Forward" song, lyrics and melody by Watcharavalee, and click to choose the foundation that they want to make the donation. The three foundations are Phra Dabos Foundation under the Royal Patronage of H.M. the King, Dhammarak Foundation of Phrabatnampu Temple and CCF Foundation under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn. The company also contributed 1,999 Baht to the foundation which received the most votes every day. After the end of the campaign, the company collected a total of 65,000 Baht to donate to the three foundations.

In 2012, there were other incidents which affect the company's operation:

» The condominium project named "The Seed Atom", located in Soi Aree, does not pass the EIA. This is because the project was originally designed to comprise two buildings, one with 37 stories and the other with 20 stories. The law however stipulates that if the width of the soi is less than 10 meters, the building must not be higher than 23 meters or around seven stories. Therefore, the project does not pass the requirement.

To respond to this case, the company returned the booking fee with interest payment as agreed in the contract to the customers. The incident serves as a case study for the company regarding the development of high-rise project that the company has to survey the area and opinions of the residents living in the neighborhood who may be affected by the project prior to the development.

» A house in Prukso Ville 8/2 in Songprapa-Laksi slightly collapsed. The company has expressed the honest intent and responsibility by offering the rehabilitation fee to the home owner. The case is amicably settled by negotiation.

Due to the above mentioned cases, the company has set out the construction control and inspection guidelines to prevent the repetition of the problem.

THE QUALITY OF
Economy



Economics Performance



For the year 2012 the company and its subsidiaries generated total revenues 27,140.7 million Baht, increased 3,718.4 million Baht or increased by 15.9% compared to the year 2011. The mainly increase in total revenue was from sale of real estate in low-rise housing; townhouses and single-detached houses.

The company and its subsidiaries generated net profit for the year 2012 amount 3,898 million Baht or 14.4% of total revenue, increased from the last year 1,063.1 million Baht or increased by 37.5%. The major increase in net profit was from increasing of sale of real estate and the efficiency of cost and expense management.

Economic Value Generated and Distributed	Amount [Baht]
Direct Economic Value Generated	
• Total Revenues	27,140,736,015
Direct Economic Value Distributed	
• Operating Costs	17,890,439,665
• Employee Wages and Benefits	1,148,629,525
• Payments to Providers of Capital	1,411,287,496
• Payments to Government *	2,211,125,249
• Community Investment	28,032,169
Economic Value Retained	4,451,221,911

Remark: * The payments to government consists of Corporate Income Tax 1,151,076,682 Baht, Specific Business Tax 180,380,251 Baht, and Ownership Transfer Fee 879,668,316 Baht.

THE QUALITY OF
Environment



Environment Management



Environment Policy and Operation Result

» Energy Saving and Green Investment

The company uses the construction materials which are not hazardous to the consumers and environment as evidenced by its decision to stop using roofing materials which contain asbestos. The company chooses knockdown materials which are ready to assemble at the construction site to save the energy and reduce the process which may cause the pollution in the construction site.

In addition, the company is a leader in the use of the precast concrete in the construction which limits the negative impact on the environment in the urban area and construction site because there is no concrete mixture at the site. As a result, it helps cut the construction time and air pollution caused by dust and gas emission from trucks and machinery which can cause noise pollution to disturb other residents living the neighborhood.

» Water Management

In every residential project developed by Prukṣa which is required by law to have a water treatment pond, the company has installed waste water treatment ponds with recognized standard to treat water before discharging it in public waterways.

» Reduce the environmental impact on communities

Prukṣa Precast Concrete Factory (PCF) is equipped with modern automated machinery to raise the standard and quality. The construction procedure reduces the impact on environment, nearby communities and workers' health as follow:



Prevention and Reduction of Environmental Impact inside Prukṣa Precast Concrete Factory

The company has invested in environmental pollution prevention and environment management in Prukṣa Precast Concrete Factory (PCF) by providing management system and machinery to prevent the impact caused by the operation from affecting the workers and environment inside the factory and outside. The details are as follows:

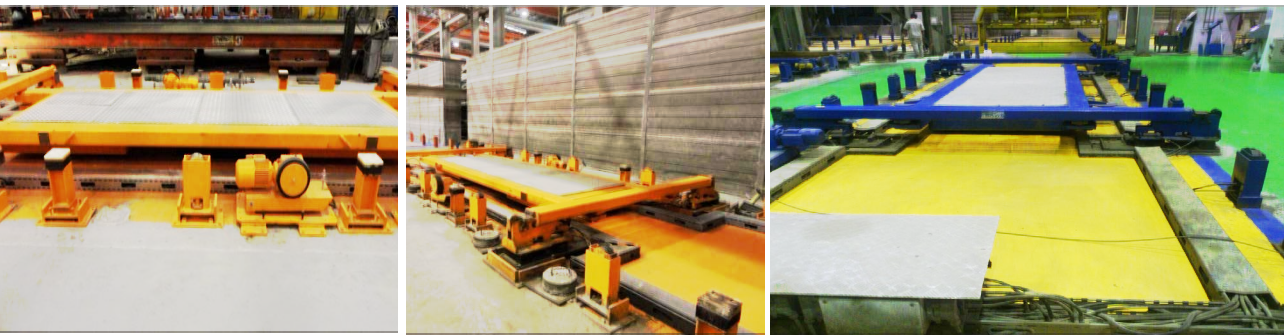
» Dust Prevention and Elimination



The company installs dust collector, shuttering cleaner with dust collect system, cleaning pallet with dust collector system to prevent the airborne concrete dust caused during the construction process, which may affect inhaling system of the workers. In addition, the workers have to wear safety mask to prevent airborne dust at work every time.

Machinery / System	Dust Prevention and Control Management		
	2010	2011	2012
Dust Collector	Installed dust collector, worth 500,000 Baht, at Cleaning Pallet Station to control concrete dust.	Always maintained the dust collector according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 3,000 Baht per year.	Constantly maintained the dust collector according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 3,000 Baht per year.
Shuttering cleaner with dust collecting system	Added the installation of shuttering cleaner with dust collect worth approximately 2.5 million Baht. (PCF5)	- Added the installation of shuttering cleaner with dust collector worth approximately 5.5 million Baht. (PCF1) - Always maintained the machine according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 25,000 Baht per year.	Always maintained the machinery according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 50,000 Baht per year.
Cleaning pallet with dust collecting system	Installed pallet cleaner with vacuum cleaning system worth approximately 2.6 million Baht to reduce the impact from concrete dust. (PCF5)	Always maintained the machinery according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 3,000 Baht per year.	Always maintained the machinery according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 3,000 Baht per year.

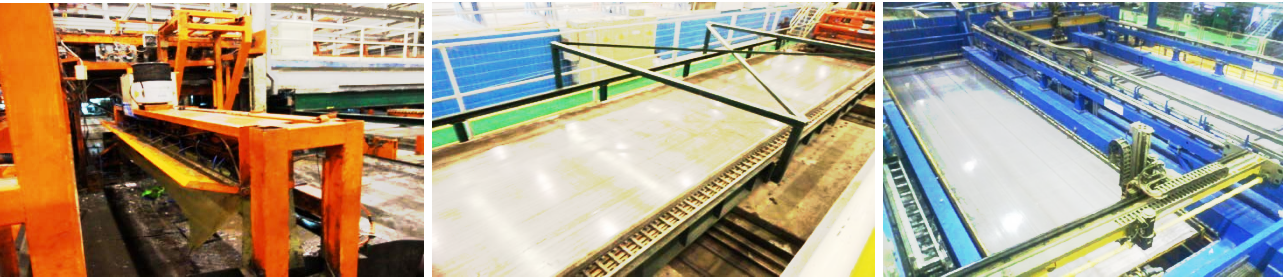
» Prevention and Reduction of Noise Pollution in Factory



The company has paid high attention to the level of noise at work. Therefore, the company installed Noise Barrier Walls and Compacting Concrete Machines to control and reduce the level of noise which may impact the occupational health of workers and nearby communities.

Machinery / System	Noise Pollution Control Management		
	2010	2011	2012
Noise Barrier Walls	Installed Noise Barrier worth approximately 900,000 Baht to reduce the noise level during the operation of compacting concrete machine.	Always checked and maintained the machinery as planned.	Always checked and maintain the machine as planned.
Compacting concrete which reduces noise pollution	Installed compacting concrete machines at 3 stations which can reduce the noise pollution by almost 100 %. The combined value was approximately 8 million Baht. (PCF5)	- Installed compacting concrete machines at 2 stations which can reduce the noise pollution by almost 100 %. The combined value was approximately 10.6 million Baht. (PCF1) - Always checked and maintained the machinery to ensure good conditions at all times with the maintenance cost of approximately 50,000 Baht per year.	Always checked and maintain the machine to ensure good conditions at all times with the maintenance cost of approximately 100,000 Baht per year.

» Treatment of Leftover Waste from Production



The company has placed high awareness on environmental impact caused by waste and residues from the precast concrete production such as leftover oil slick on molding table. Therefore, the company uses an effective system or eco machinery to reduce the amount of waste and reduce the environmental impact from treating leftover oil or other waste outside the factory. Besides, the proper treatment is in compliance with the waste treatment regulations and requirements of the government.

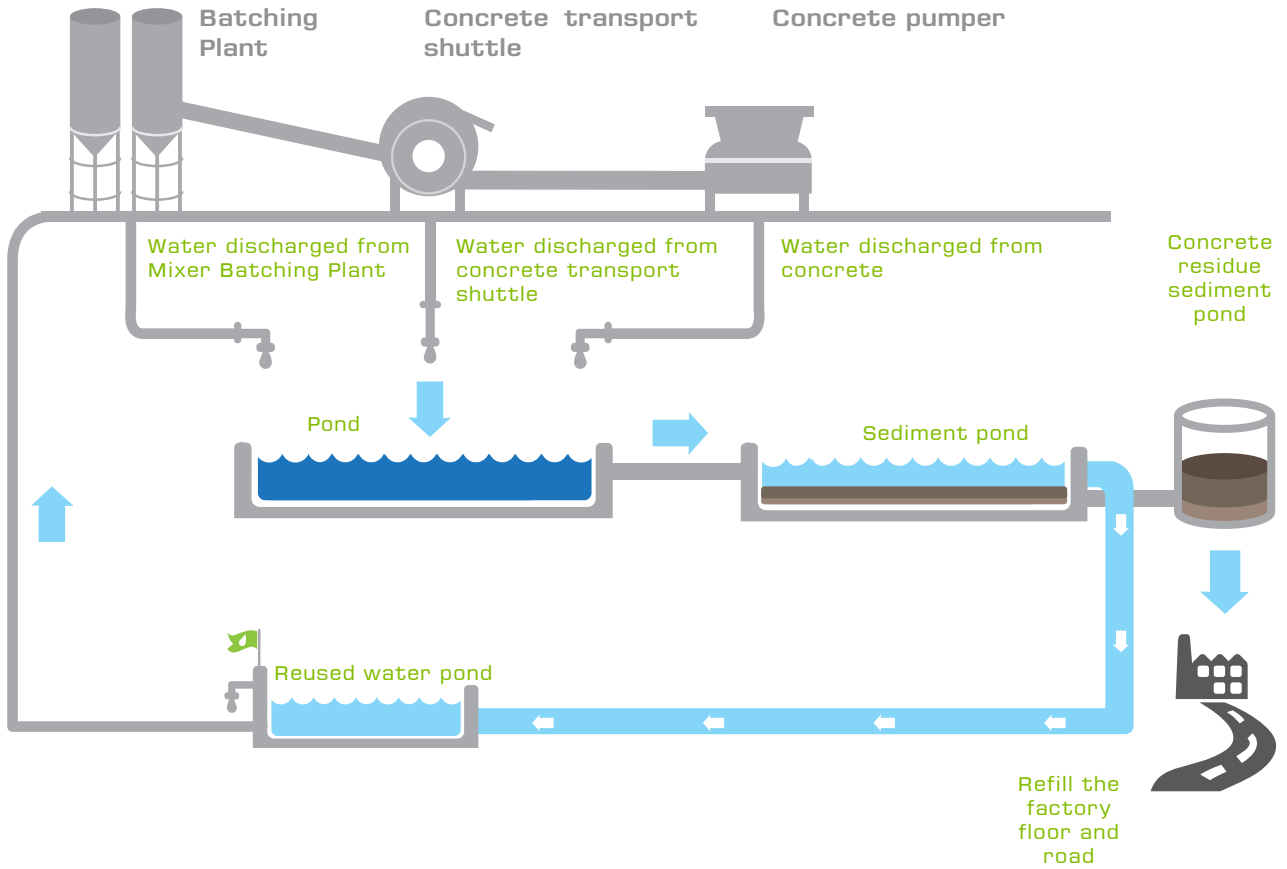
Machinery/System	Waste Treatment Management		
	2010	2011	2012
Oiling machine for pallet surface	-	-	- Installed stream sprayer for pallet surface worth around 2 million Baht on pallets to reduce waste and prevent leftover oil from production. - Always checked and maintained the facilities according to the maintenance plan to ensure good condition with the maintenance cost of around 50,000 Baht per year.
Oiling machine for pallet surface and shuttering	Installed Oiling Machine for Pallet Surface and Shuttering worth around 2.3 million Baht to reduce waste and eliminate the leftover oil from production.	Always checked and maintained machinery to extend their usable life with the maintenance cost of around 50,000 Baht per year.	Always checked and maintained machinery to extend their usable life with the maintenance cost of around 50,000 Baht per year.

» Treatment of Water Discharged from Batching Plant

After the process at mixer batching plant, the water used in the precast concrete production system tends to contain high alkalinity value which is environmentally hazardous. The company built a sediment pond (an overflow pit to allow the sediments to settle in the first pit and produce clear water in the second and third pits) to recycle the treated water for reuse in the factory and use the residues from the sediment pond to refill land or roads.

System	Waste Water Treatment Management
Sediment Pond	2010: Built 3 sediments ponds worth around 2.5 million Baht. 2011-2012: Always checked and maintained sediment ponds by spending around 3,000 Baht annually on maintenance cost.

Water Recycling Process



Environmental Quality Measurement Summary

Result of Air Quality Measurement at Workplace

Location	Total Dust : Unit mg/m³			
	Standard Value	2010	2011*	2012
Precast Factory1	15	N/A	N/A	0.109
Precast Factory5	15	N/A	N/A	1.67

Note: Notification of the Ministry of Interior on Working Safety in Respect to Environmental Condition (Chemical) B.E. 2520.
*In 2011, air quality at PCF1 and PCF5 factories was not measured because of the flood.

Result of Noise Level Measurement at Workplace

Location	Noise Level Leq 8 Hrs : Unit dB[A]			
	Standard Value	2010	2011*	2012
Precast Factory1	90	82.3	N/A	76.2
Precast Factory5	90	N/A	N/A	80.1

Note: Notification of Ministry on Safety Measures, Occupational Health and Working Environment regarding Heat, Light and Noise B.E. 2549.
*In 2011, noise level at PCF1 and PCF5 was not measured because of the flood.

Technology Roadmap

The application of appropriate technology results to an increase of competitive capacity for the business. Since Precast Concrete Construction has driven the growth of the company to become an industrial leader, the company has realized the importance of this challenge. Therefore, the company has developed Technology Roadmap to develop technology which also serves as the medium to exchange the knowledge and technology among the divisions. The company has gathered the information and analyzed the current technology and potential technology of the future to choose, assess and determine the suitable technology to respond to the business demand as follows:

1. Process Technology:
developing the process
technology in production
on a continuous basis
including the following:

» Tunnel Form System Technology

» Precast Concrete System Technology

» Real Estate Manufacturing Technology (REM)

» Building Information Modeling Technology

» Technology, under research & development process, to improve the precast systems such as Precast Knock-Down System, Prefab Bathroom System and Light Weighted Concrete

2. Product Technology:
product technology
development to innovate
creative products to
respond to the demands
of the consumers in the
near future in following
areas:

» Green Revolution

» Residential projects to prepare for the ageing and health society to respond to the specifications of all demographic groups.

» Technology to enhance living comfort and captivate digital lifestyle such as electric control house using cell phone to switch on and off the power.

» Technology to increase safety in life and property such as safety concern alarm to reduce the accident from falling from high place.

Pruksa Technology Roadmap is the guidance for the company’s Product Development Plan to respond to the need of the customers and enhance the competitive potential for business units.



Environment Protection and Reduction of Impact from the Construction of Residential Project

Prukso Real Estate Public Company Limited realizes that the environmental impact from the construction of residential projects and produced the environmental impact report (according to the Notification of Ministry of Science and Technology, Re: The regulation of types and specifications of projects or business of Public Service, State or Private Enterprise that must report an EIA) to analyze, assess the impact and prescribe the measures to prevent and reduce the environmental impact around the project sites. The company has produced the report to analyze the environmental impact of residential projects by categorizing into 3 stages as follows:

Prior to the construction

The company has analyzed the environmental impact around the project sites both physical and bio environments such as dust, air pollution, noise, vibration, landslide, water treatment, water discharge, waste treatment, electricity, polluted water and traffic. The company measures, assesses the impact and prescribes the implementation plan according to the environmental prevention and remedies.

During the construction

Throughout the construction period, the company has monitored

the quality of both physical and bio environment by comparing with results with the environmental quality standard of Thailand. The company summarizes the findings to evaluate the compliance with the environmental protection and remedy requirements and submits the recommendations to relevant agencies such as the Office of Natural Resources and Environmental Policy and Planning (ONEP), the Office of Natural Resources and Environment in the provincial level and local administrative organizations for joint consideration.

Post completion

The company has measured and assessed the result of the polluted water and water on the soil surface on a continuous basis to boost the confidence and show the responsibility to society and environment especially the communities around the project sites to ensure the sustainable co-existence.

In 2012, Prukso has five residential projects namely Condolette Dwell (Sukhumvit 26), Prukso Ville 45 (Phuket), Prukso Ville 52/1 (Rassada-Samkong, Phuket), Prukso Ville 52/2 (Ratsada-Lak Kong Si, Phuket) and Condominium Fuse Sathorn-Taksin which are under construction and subject to the environmental protection and remedies. The measures and operation results can be summarized as follows:

Environmental Impact	Prevention and Remedy Measure	Measurement	Operation Result
Dust and airborne pollution	- Thick walls enclose the construction sites with the protective canvas or safety net covering the entire buildings under construction. - Require sub-contractors to make a closed storage to store equipment (such as cement) with roofs to prevent airborne dust. - Require sub-contractors to cover the construction materials with protective canvas on the transport truck to prevent the loaded items from dropping. - Use preventive canvas to cover the material piles or unused materials. Leftover wood and other materials must be quickly removed for waste treatment. - Clean the wheels before driving (such as spraying and washing tires.) - Require the staff to clean dirt and gravels which could be dropping at the entrance and around the project sites. The muddy soil must be cleaned up by water.	Dust detecting machine is installed throughout the construction ⁽¹⁾	Dust level in the construction site is within the accepted standard with the value of no more than 0.12 milligram/ cubic meters.
Noise	- Thick fences with no less than 6 meter high enclose the land plot. - Buildings under-construction are covered by canvas or net. - Machinery and equipment are always checked to make them ready to use at all times (such as lubrication and speed control) - The equipment to reduce noise is installed according to the recommendation of the machinery manufacturer. - Prescribe appropriate construction plan and method such as running noise-producing equipment during the daytime and assign the engineers to monitor and not engage in any other noise-induced activity concurrently. - Provide the noise-blocking equipment to workers and limit the period of time that the workers will be exposed to excessive noise.	Install machinery to monitor noise throughout the construction ⁽²⁾	The noise level caused by construction is within the average range (L _{eq}) 24 hours 70 dB(A) and not higher than the maximum level (L _{max}).

Environmental Impact	Prevention and Remedy Measure	Measurement	Operation Result
Vibration	- The company provides for earth drilling to minimize vibration caused by the bore pile. - Trenching within appropriate distance from each other to reduce vibration. - The machinery and equipment are always maintained and checked to make them ready to use at all times (such as lubrication and speed control) - Install machinery to minimize vibrations according to the recommendation from the machinery producer. - Avoid using machineries which cause high vibration at the same time.	- Install the machinery to measure vibration throughout the construction	The company's operation leaves minimal impact to nearby locations. Vibrations are mostly caused by bore pile installation. The company uses drilling bore pile in the construction and follows the required prevention and remedy standard.
Landslides	- Install the sheet pile and bracing to strengthen the shutter walls. After the construction is completed, the sheet pile is demolished and the dirt is compressed to cover the trenching.	- Build walls to prevent the earthmoving and landslides - Arrange for the staff members to receive complaints if the landslides are found.	During the construction, the company found no incident which can cause landslides.
Waste Water Treatment	- Install the waste water treatment meter separately from the electricity system to check and control the waste water treatment at all times. - Always check and maintain the waste water treatment all the time.	- Collect and analyze the sample based on recognized standard once a month⁽³⁾⁽⁴⁾	Waste water after the treatment process has the BOD ⁽⁵⁾ of no more than 20 milligram/liter. Therefore, it does not leave any significant impact on the water quality.
Trash and garbage waste management	- Provide for a common spot to store garbage and trash for at least 3 days before the waste collecting vehicle comes to pick up the trash. - Organize a green campaign to prompt the residents to dump household trash in the designated area.	- Always check the garbage containers and waste storage room for wet and dry trash during the entire operation. ⁽⁴⁾	There are two kinds of trash: construction waste and waste created by workers' activities. Thanks to the company's effective waste management, there has been no serious impact.

Reference:

⁽¹⁾ Standard Value according to the Notification of National Environment Board No. 24 (B.E.2547) on General Air Quality Standard.

⁽²⁾ Standard Value according to the National Environment Board Notification No. 15 (B.E.2540) issued pursuant to Enhancement and Conservation of National Environmental Quality Act, B.E. 2535 regarding the general noise standard.

⁽³⁾ Standard value according to the Notification of the Ministry of Science, Technology and Environment on the control of discharged water from housing projects' property.

⁽⁴⁾ Standard value according to the Ministerial Notification No. 44 (B.E. 2541) issued pursuant to the Building Control Act B.E. 2522.

⁽⁵⁾ BOD (Biochemical Oxygen Demand) is the amount of oxygen consumed by the organisms for biodegradation. The measurement unit is milligram/liter.



Expenditure and Investment for Environment Management

In 2012, Pruk​sa invested to improve the company's eco operation, environment prevention & management and product development to reduce environmental impacts in the following activities/projects including:

- **Research and Development to Innovate Green Products:** Pruk​sa organized “Zero Carbon House Project” with Faculty of Architecture, Chulalongkorn University, by spending the budget worth 2,325,000 Baht and “Housing Design for Generation (Residence for Extended Family) Project” with Faculty of Architecture, Chulalongkorn University, with the budget of around 990,000 Baht.
- **Environment Management Training:** In 2012, Pruk​sa hosted trainings and workshops on Green Building organized by Faculty of Architecture, Kasetsart University, by spending the budget around 30,000 Baht.
- **Environmental Impact Assessment [EIA]:** In 2012, the company produced EIA-Environmental Impact Assessment Reports to categorize and evaluate the expected impacts from the residential projects development. The reports have recommended the preventive measures and remedies and followed up the environmental quality during the construction and the project operation. The company spent 2,236,300 Baht to produce the EIA reports for 5 residential projects which have been mentioned above.

THE QUALITY OF
The Employment



Labor Practices



Since Pruksa Real Estate Public Company Limited has continually expanded the business, the company realizes the importance of selecting the personnel with knowledge and expertise to work with the company by planning the workforce to match the business expansion. The company reviews the workforce in every quarter to ensure the number of employees suitable to the real demand.

» Number of employees [person] categorized by corporate levels [Y2012]

Level	Male	Female
Operational Level	604	469
Management Level 1-4	1,572	1,153
Management Level from Level 5 upward	74	21

» Number of employees [person] categorized by gender and employment contract

Year	Gender	Permanent Employee	Temporary Employee
2010	Male	2,247	4
	Female	1,497	-
2011	Male	2,466	6
	Female	1,667	1
2012	Male	2,237	13
	Female	1,637	6

» Number of employees [person] categorized by employment contract

Year	Gender	Full-time	Part-time
2010	Male	2,251	-
	Female	1,497	-
2011	Male	2,472	-
	Female	1,668	-
2012	Male	2,250	-
	Female	1,643	-

» Number of employees [person] categorized by work premises

Year	Gender	Head Office	Precast Factory	Construction Site	Overseas
2010	Male	391	407	1,330	123
	Female	417	192	872	16
2011	Male	445	611	1,218	198
	Female	490	320	844	14
2012	Male	513	442	1,209	86
	Female	527	207	897	12

» Number of new employees divided by gender

Year	Gender	Number [person]	Percent
2010	Male	1,225	32.68
	Female	842	22.46
2011	Male	1,760	42.51
	Female	1,103	26.64
2012	Male	1,197	30.70
	Female	819	21.01

» Number of new employees categorized by age

Number of employees categorized by age	2010		2011		2012	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
< 30 years old	929	24.78	1,469	35.48	1,056	27.09
30 – 50 years old	1,092	29.13	1,307	31.57	893	22.90
> 50 years old	46	1.22	87	2.10	67	1.71

» Number of new employees categorized by work premises

Number of employees categorized by work premises	2010		2011		2012	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
Head Office	457	12.19	486	11.73	535	12.92
Construction Site	1,113	29.69	1,213	29.29	1,233	29.78
Precast Factory	396	10.56	1,031	24.90	241	5.82
Overseas	101	2.69	133	3.21	7	0.17

» Number of employees who no longer work for the company, divided by gender

Year	Gender	Number (person)	Percent
2010	Male	428	11.41
	Female	288	7.68
2011	Male	1,562	37.72
	Female	924	22.31
2012	Male	407	10.44
	Female	243	6.23

» Number of employees who no longer work for the company, categorized by age

Number of employees who no longer work for the company, categorized by age	2010		2011		2012	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
< 30 years old	303	8.08	1,158	27.97	373	9.56
30 – 50 years old	387	9.34	1,237	29.87	260	6.67
> 50 years old	26	0.69	91	2.19	17	0.43

» Number of employees who no longer work for the company, categorized by work premises

Number of employees who no longer work for the company, categorized by work premises	2010		2011		2012	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
Head Office	111	2.96	395	9.54	110	2.82
Construction Site	459	12.24	1,261	30.45	442	11.33
Precast Factory	137	3.65	696	16.81	96	2.46
Overseas	9	0.24	134	3.23	2	0.05

» Employee combination, categories by corporate levels, gender and age

Employee combination	Director		Employee in the managerial level [from Level 6 upward]		Employee in the managerial level [from Level 4–5]		Employee in the operational level [from Level 1–3]		Employee in the operational level [daily]	
	Number (Person)	Percent	Number (Person)	Percent	Number (Person)	Percent	Number (Person)	Percent	Number (Person)	Percent
Male	4	80.00	14	77.78	224	72.26	1,371	56.19	566	55.44
Female	1	20.00	4	22.22	86	27.74	1,069	43.81	455	44.56
Younger than 30 years old	-	-	-	-	-	-	783	32.09	340	33.30
30-50 years old	-	-	7	38.89	278	89.68	1,586	65.00	551	53.97
Older than 50 years old	5	100.00	11	61.11	32	10.32	71	2.91	130	12.73

Remark:

- The Board of Directors of Prukša Real Estate Public Company Limited consists of 11 members. Five of them are Prukša employee and the other six are independent directors which are not Prukša employee.
- Corporate employee level of Prukša:
 - The Employee level 1-3 is employee in the operational level 1-3
 - The Employee level 4 is employee in the position of Deputy Manager upward.
 - The Employee level 5 is employee in the position of Assistant Vice President upward.
 - The Employee level 6 is employee in the position of Executive Vice President upward.

Type of Leave	Male	Female
• Number of employees entitled to take an absence to care for their children, divided by gender	-	1,643
• Number of employees who exercise the right to take an absence to care for their children, divided by gender	-	83
• Number of employees who return to work after taking the leave to care for their children	-	66
• Number of employees who return to work after the end of leave to care for their children and continue working for one year.	-	66
• The return rate and retention of employees who return to work after the end of the leave.	-	79.51%



World-Class Occupational Health and Safety

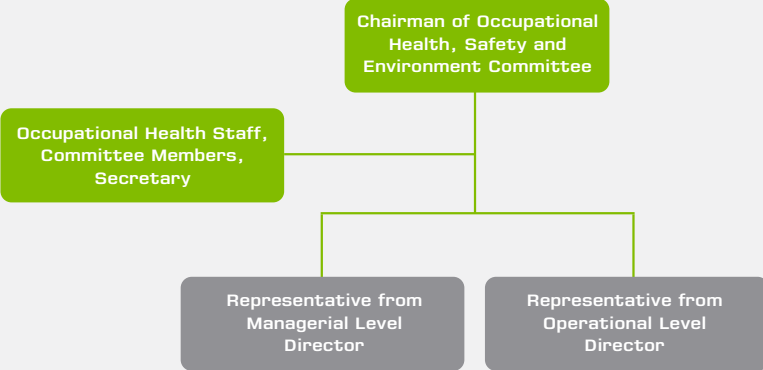
Pruksa Real Estate Company Limited realizes the importance and necessity of having the occupational health and safety system in parallel with the business operation to ensure that the company's employees and relevant parties will be safe and can avoid an accident and sickness whilst at work. The company establishes occupational health and safety policy for all parties to follow as the operation guidelines as follows:

1. The company considers the safety at workplace as the first priority of all employees at all levels. They have to cooperate in following the regulations to ensure their safety and others.
2. The company has intended to carry out business in compliance with the law and regulations on occupational health and safety.
3. The company organizes training to enhance the knowledge and expertise in occupational health and safety and instill the awareness on health issues among the employees and relevant parties on a regular basis.

4. The company will provide financial support and resources such as personnel, preventive equipment and other equipment adequately and appropriately to ensure the preservation of good health to prevent accidents and sickness caused by work-related factors for all employees.
5. The company will follow and review the occupational health and safety implementation to improve the operation on a continuous basis.

The company has placed high importance on occupational health, safety and environment. Pruksa's occupational health service standard has been certified by Thailand Industrial Standard 18001:2554 (TIS 18001:2554) and 18001:2007 (OHSAS 18001:2007), which is an international standard for occupational health and safety management systems.

Occupational Health, Safety and Environment Committee



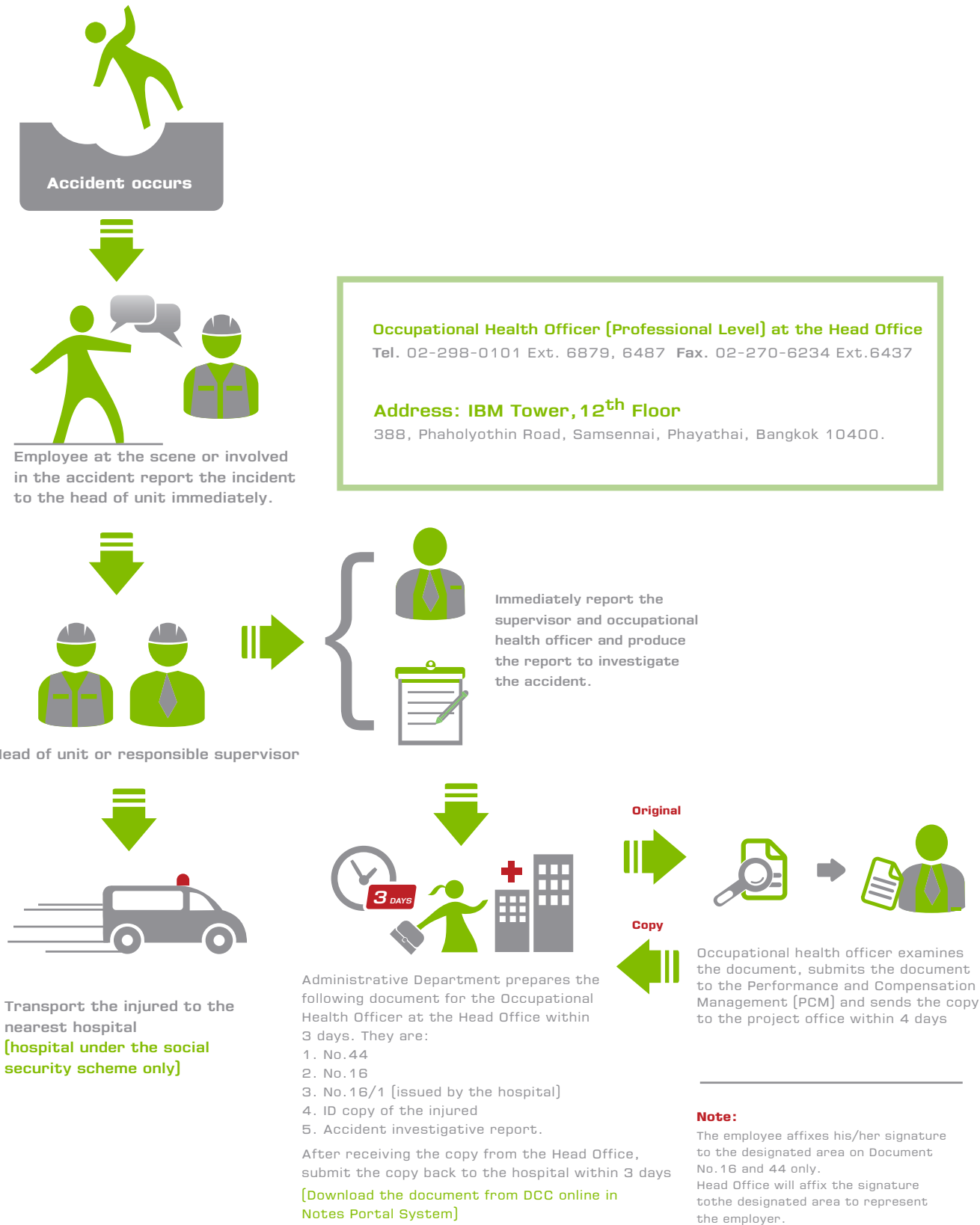
In addition, to ensure that safety, occupational health and environment in the workplace are efficiently managed, the company sets up Occupational Health, Safety and Environment Committee stationed at the Head Office. The Committee's members are appointed (Managerial Level) and elected by the members in the organization (Operational Level). Consisting of 11 members, the committee comes from every unit of the organizations, representing more than 60 percent of the employees. Their roles and responsibility are as follows:

1. Consider the policy and plan to ensure safety whilst at work and outside the workplace to prevent and reduce the accident and sickness or any disturbance from work-related causes or occupational hazard and present the policy and plan to the employer.
2. Report and suggest measures or guidelines to improve the operation in compliance with the relevant occupational health laws and regulations to the employer to ensure safety of employees, contractors and external parties who enter into the premises to work or use the service.
3. Support occupational health activities to promote safety in the work premises.
4. Consider and present occupational health regulations, manual and safety standard for operating in the work

premises to the employer.

5. Survey the performance of occupational health effort and review the statistics of workplace accidents in the given location at least once a month.
6. Consider the workplace safety drill project or training plan to provide the occupational health training or training on the roles and responsibility of the employees, the unit heads, the management, the employer and staff members at all levels and present the plan and opinions to the employer.
7. Establish the system to require all employees to report occupational hazard condition as their duty.
8. Follow up the progress of issues presented to the employer.
9. Present the yearly report on the implantation of the safety measures and identify the problems, obstacles and recommendations regarding the committee's operation after performing their duty for one year to the employer.
10. Evaluate the occupational health implementation in the work premises.
11. Perform other related assignments as instructed by the employer.

Procedure to respond to an accident in the project Premises



In 2012, the company organized 10 workshops on occupational health trainings to ensure that the employees and relevant persons are informed and educated of safety issues to reduce risks of accidents and occupational diseases.

- 1 General construction work safety.
- 2 Technique to identify and evaluate risks caused by construction work.
- 3 Evaluate and follow-up occupational health operation.
- 4 Safety officer in the head of units.
- 5 Safety officer in the management level.
- 6 Safety officer in the technical level.
- 7 Occupational safety committee.
- 8 Work in occupational hazardous and confined area for authorized persons, controllers, rescuers and staff.
- 9 Training on addictive substance, alcohol and ergonomics and work-related sickness.
- 10 Basic training on fire extinguishing.

Occupational Disease Prevention

The company takes care of the employees who are exposed to occupational sickness such as asthma caused by dust or noise which affects hearing ability of construction employees. Employees working in the factory and employees working at the Head Office are also vulnerable to the stress from work. The company has the measures to prevent and assist them by preparing first aid devices and masks in the workplace to provide primary medical treatment for employees who are sick or injured whilst at work before they are transferred to the hospital or nearby medical center. The company arranges for the doctors from Rama IX Hospital to provide counseling and mentally advice under "Create Happiness, Release Suffering" to mentally rehabilitate and enable the employees to cope with work stress. The physicians are available every Thursday from September to December 2012.

Besides, the company provides or the annual medical checkup for customers by bringing the doctors from leading hospitals for the employees at operational and managerial levels to ensure the occupational safety in workplace.

Fire Prevention Program

Fire Safety in Office Building and Warehouse

- 1. At least one extinguisher should be installed and readily accessible for immediate use in the event of emergency.
- 2. Provide for the proper fire exit to enable the employees to evacuate the site when the fire breaks out.
- 3. If possible, install automatic fire/smoke alarm in every room.
- 4. Provide for proper fire extinguisher which is ready to use where the chemicals and/or fuel are stored.
- 5. Display Non-Smoking/Flammable Sign in the area where the chemicals/fuel are stored.
- 6. Electric wire used in the office and fuel storage is insulated cable to conform to the international standard.

Fire Safety in the Work Unit

- 1. The space in every unit shall be properly maintained and controlled to ensure safety.
- 2. If the building floor is higher than the ground level, the basement area should be enclosed to keep garbage away.
- 3. Electrical appliances and equipment used in the building must be installed by considering the safety of the users and fire accident prevention. Protective Safety Guards must be properly installed inside the office.
- 4. An adequate number of fire extinguishers should be installed in various spots to prevent and control fire accident. The equipment must be properly maintained and checked to ensure the pressurized level of fire extinguishing liquid stay at the read-to-use level at all times.
- 5. Inside the building, the trash and ashtray should be

made of metal materials or inflammable materials. Office waste and trash will be regularly removed to the designated location every day.

- 6. Every staff member is trained how to use fire extinguisher and able to handle it.

Vehicle Fire Prevention

- 1. Portable fire extinguisher shall be installed in the vehicle.
 - One fire extinguisher cylinder, weighted five pounds
- 2. Do not use any electrical equipment which has not been originally installed with the vehicle. If necessary, an exception can be made with an approval from the unit head.
- 3. Equipment and trash inside the vehicle must be properly stored in a safe and hygienic manner.
- 4. Any work activity which may cause the ignition must receive the written approval from the company or the department first.

Control and Inspection

- 1. The area to store chemicals and/or fuel should have fire extinguisher installed within 5 metres from the storage for immediate use.
- 2. The controller has to constantly test the fire extinguisher to ensure that it is ready to use at all times.
- 3. Every employee has to follow the safety rules and regulations.
- 4. Any work activity which may cause the ignition must receive the written approval from the company or the department first.

The company has incorporated the findings from accident statistics every year into the development plan to achieve Zero Accident to improve the quality of life of the employees which is integral of our operation.

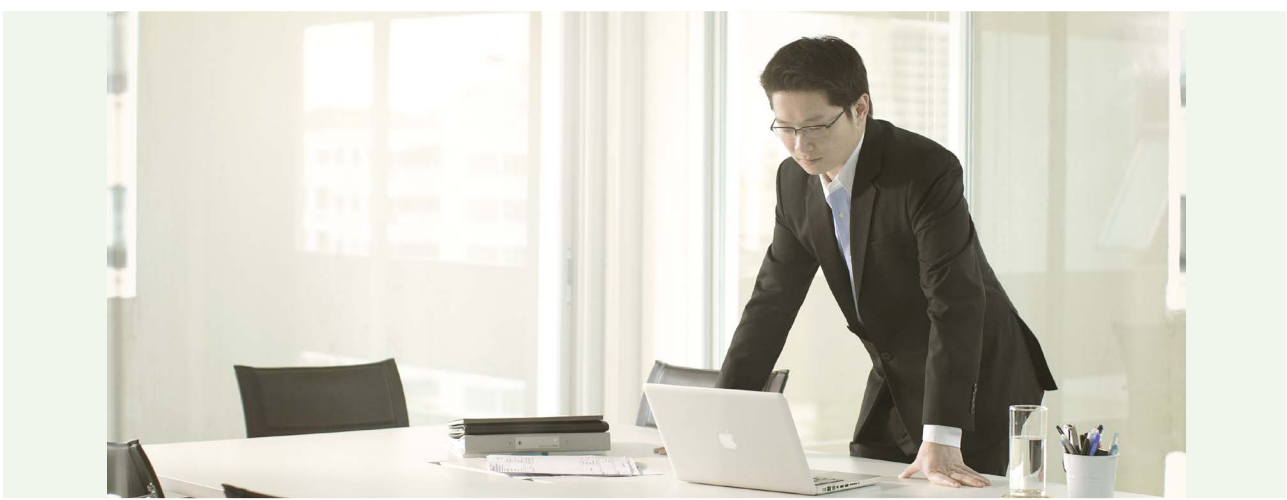
Work Accident Statistic Summary from 2011-2012

Detail	Gender	2011	2012
Head Office			
Injured Rate (IR)	Male	0	0
	Female	0	0.12
Occupational Disease Rate (ODR)	Male	0	0
	Female	0	0
Leave Day Rate (LDR)	Male	0	0
	Female	0	0.12
Absentee Rate (AR)	Male	0	0
	Female	0	1,612.90
Construction Work			
Injured Rate (IR)	Male	0.15	0.07
	Female	0.04	0.01
Occupational Disease Rate (ODR)	Male	0	0
	Female	0	0
Leave Day Rate (LDR)	Male	1.16	1.12
	Female	0.32	0
Absentee Rate (AR)	Male	129,946.43	60,925.50
	Female	36,547.43	0
Precast Factory			
Injured Rate (IR)	Male	1.33	1.2
	Female	0.41	0.22
Occupational Disease Rate (ODR)	Male	0	0
	Female	0	0
Leave Day Rate (LDR)	Male	7.13	5.46
	Female	2.38	0.33
Absentee Rate (AR)	Male	85,992.70	26,881.72
	Female	28,664.24	0

THE QUALITY OF
Human Rights



Respect of Human Rights



Human Right Guidance

Pruksa Real Estate Public Company Limited respects the human rights as well as equitable and fair treatment of all employees. The company has incorporated the human right laws and regulations into the company’s employment. Pruksa prescribes the recruitment and employment policy and assigns Human Capital Division to announce the policy to the management and the employees to ensure the implementation of the recruitment and employment policy throughout the company. The effective examination system is available to ensure full cooperation across the board. One of the articles of the policy demonstrates the anti discrimination act as Article 4.5 has stipulated, “**The Company will adhere to the ethical standards in recruiting and hiring without nationality, religion, color or gender discrimination. The Company will consider the suitability of the duties and responsibilities on the case by case basis.**” In addition, Article 4.7 has stated,

For labor policy, the company prohibits the hiring of child labor. Pruksa requires the employees and sub-contractors to be at least 18 years old. The company has no policy to violate any labor law such as hiring illegal immigrants without work permit. In 2012, the company did not have any major labor dispute, thanks to its desirable policy implementation.

“**The Company does not approve the employment if the immediate supervisor and the subordinate are related through kinship or they are family members.**” Therefore, everyone has an equal opportunity to be an employee of Pruksa Real Estate Public Company Limited because the selection is based on the nature of the position and qualifications of applicants.

In addition, the company has followed the law on disability employment by cooperating with the government agencies and disability associations to support the disability employment. In 2012, although Pruksa did not hire people with disability, the company donated 2,379,435 Baht to Empowerment of Persons with Disabilities Fund 2012 to support the campaign to protect and develop the quality of life of people with disabilities.

Remuneration and Welfare Benefit Management

The company prescribes the remuneration system based on the employee’s performance and capacity. The benefits come in various forms such as salary increase, bonus, cash rewards and commission fee, etc.

The company’s remuneration policy supports the company’s result-oriented corporate culture and creates an incentive for employees to strive for work excellence to help the company reach the goal. The company uses Balance Scorecard (BSC) and Key Performance Indicator (KPI) to evaluate the employee’s performance to determine the return payment in various forms. The company also evaluates the employee behavior based on Core & Functional Competencies to ensure that the employees place high importance on the customers’ demands to make the customers satisfied with the product and service excellence. The policy marks a major step towards an effort to ensure that the remuneration commensurate with individual performance and desirable behavior. An appropriate benefit payment commensurate with performance is an essential element to make employees feel attached to the company.

The company registers to set up Provident Fund on February 21st, 2003, managed by Bualuang Asset Management Co.,Ltd. In 2012, the company contributed 4 per cent or a total of 31,100,371.00 Baht to Provident Fund and the company has the corporate welfare fund totaling 31,100,371.00 Baht which sufficiently covers all entitled employees. In 2012, 1,806 employees subscribed to Provident Fund from a total of 2,343 eligible employees or 77.08 percent.

The company provides for welfare and benefits to the employees and their families at an appropriate and suitable rate comparable to others in the same industry. The company is confident that the employees receive higher welfare benefits than the minimum requirement of the government in terms of medical allowances for the employees and their families, corporate uniforms, payment on death, Provident Fund, public utility allowances and children scholarship, etc. Every employee in the same level receives the same welfare benefit without gender, nationality, age or religion discrimination.

Human Resource Development



Employee Development Policy

The company has the guiding policy on Employee Competency Development to enable the employees to perform their duty comprehensively and completely and has the development guidelines for career management.

In planning the employment development, the company provides for a process to determine clear and appropriate training curriculum for employees, covering every division. Employee Development Division analyses the necessity to organize trainings based on the information from various divisions. Part of this comes from an analysis of the mission of each job profile because each of them has different role, duty and responsibility. Therefore, the training course varies according to the intended outcome of the job profile.

After clearly determining the mission of each job profile, the company will analyze to look for and identify the Functional Competency consisting of skill, knowledge and attribute. Every employee will be evaluated based on the Competency Assessment twice a year to ensure the appropriate individual development plan according to requirement of each individual assignment. Development plan consists of various methods which are suitable for advancing each field such as annual training plan, consisting of theory learning and on-the-job training. In addition, the company has established the culture

of coaching by the supervisor in a systematic manner and clear policy implementation guidelines. The coaching policy provides the flexibility to the supervisors to adapt according to individual employee and circumstances to enable the supervisors and employees to work together on the development plan in an appropriate manner.

- » Develop Learning Management System with SAP software and solution to enable the employees and their supervisors to manage or lay down individual development plan and their team's development plan conveniently and promptly to support the individual advancement.
- » Develop the performance evaluation system of the employees and link the findings to Long Term Benefit / Short Term Benefit in a fair manner.
- » Design the training curriculum by dividing employees into groups to ensure the clarity and suitability to intended outcome of every division.
- » Develop the capacity of sub-contractors to strengthen their work skill and organize the training for vendors regarding financial planning and tax planning to contribute to effective business management.
- » Organize training for employees at all levels including

Individual Contributor in Supervisory Level, Manager Level and Executive Level. Every employee can apply to attend the training course which matches the intended outcome based on the suitability of the course and work requirement.

- » Develop and streamline Competency Model in accordance with the direction and business circumstances on a regular basis to develop the employee capacity in an effort to reach the organizational goal.
- » Organize Career Day and Career Roadshow to enable the employees to understand and be informed of their career path as well as other factors which will enable the employees to clearly plan their career.

Employee Training and Capacity Building

The company has placed high significance on human resource development in all fields according to their job profile. The company also strives to ensure the readiness of new employees and newly promoted employees to make the company confident that the personnel can use their full potential to execute the mission by delivering the product excellence to the customers internally and externally. Moreover, new knowledge and skill will benefit the employees personally.

The employees can apply the new knowledge and skill for their future work and their plan after retirement. The company prepares 9 categories of training courses for every employee as follow:

1. Basic Work Operation
2. Business Operation
3. Construction Operation
4. Supportive Operation
5. Quality and Safety
6. Skill Development and Work Management
7. Computer Skill
8. Precast Operation Course for Employees Handling Precast Production
9. Real Estate Manufacturing System Operation Course for Sub-Contractors

Moreover, the company has the policy to provide trainings and develop the capacity of the new employees from the first day of orientation by organizing Training Passport (Green Card) to inform the new employees of the development plans which match their responsibilities individually from the first day of work.



In 2012, the Employment Development Division organizes In-House training and Public Training 318 courses, averaging 53 classes per month (630 classes for the whole year), covering employees in all fields. An average score of the employee satisfaction for In-House Training is 87.80 percent.

Employee Training Information	2012
Number of average training hours (hour/person/year)	19
Number of average training hours, divided by gender (hour/person/year)	
Female	20
Male	18
Number of average training hours based on the employee level (hour/person/year)	
Operational Level	15
Junior Management	29
Middle Management	41
Senior Management	19

The average training hours of each employee in 2012 increases to 19 hours or rising by 260.27 percent, compared to 2011 when the average training hours was only 7.3 hours.

Employee Evaluation

The company applies Career Management to drive the development effort, which has proved to be effective. The company provides for the employees to progress professionally in two directions; Management Path and Expertise Path. The company has also prepared useful tools to help employees choose appropriate career path such as Harrison Inner View or DISC, etc.

Pruksa supports and encourages every employee to advance in their profession by providing the career path to all employees including advices and recommendations for their career planning. Every employee can access to this information via Pruksa Internet which is the responsible unit to communicate to educate and inform the employees through various activities such as Career Day and Career Roadshow. The company also communicates directly with the employees through their immediate supervisors to clearly correspond and inform the employee of their career path in order to mutually lay down the appropriate professional development plan.

The company has the system to manage the performance results to encourage the employees to work effectively and efficiently to support the company's ultimate goal to create customer satisfaction and best impression. The company applies Balanced Scorecard Principle to set the goals to achieve the managerial balance among different factors namely finances, the customer satisfaction, process improvement, employee development, innovation of products and services and managerial innovations. The company's goal is achieved by the concerted effort of the employees at all levels throughout the company based on KPI mechanism and the objectives of the division level to individual level. Moreover, the company encourages the division head to develop the capacity of the employees in a systematic manner to improve their performance for their future career advancement through coaching and training.

To provide the incentives, the company develops the work evaluation system based on KPI indicator to ensure the fairness in management. The evaluation is made once every six months to bring the feedback to immediately address the work-related challenges. In addition, the company gives the incentives based on individual performance by giving bonus twice a year after work evaluation. The benefits are given to

recognize the success in the division level and individual level to encourage the employees to deliver the work excellence and constantly improve their performance.

Access to Information

"Every issue can be told to 2999 HR FOR YOU Service with the heart" is the slogan that Employee Relations Division uses to communicate with the employees and be readily available to provide consultations to employees on various issues.

Every employee can also access to necessary information via "CS Portal" which is in-house Web site consisting of the information, document and necessary forms to facilitate the work operation of the employees.

Pruksa Newspaper is another channel that the management and employees will be informed of events and news relating to the employees and the company's activities. The email will be sent to the management and employees twice daily, morning-afternoon, to update the news for the management and the employees so that they will not miss any important news.

THE QUALITY OF
Society



Society Performance



Corporate Social Responsibility Policy

- » Prukasa Real Estate Public Company Limited is a leading real estate developer in Thailand which uses modern construction technology and produces high-quality Precast concrete.
- » The company executes the policies and operates business based on social responsibility principle and corporate governance, transparency, ethical standards, the best interest of all stakeholders and awareness of the impact on the general public, the communities and the environment.
- » Prukasa places high importance on complying with the laws and regulations and the respect of human rights. The company determines to develop and streamline the work process to create the best environment.
- » Prukasa Real Estate Public Company Limited affirms its attention to deliver the product and service excellence to create and maintain customer satisfaction.

The company realizes that the important social responsibility leading to sustainable development can be achieved by integrating the social responsibility into every work process to deliver the product excellence which responds to the customers' demand, making the customers satisfaction with the

products and contributing to the society and the environment. In 2012, the company's attention was centered on developing CSR in Process to streamline the work process of the company to increase efficiency and effectiveness such as employee training, project research and design, business development research and activities to encourage employee participation and improve their work, etc.

The company prescribes the Corporate and Social Responsibility strategies in three areas:

- » **CSR in People** is the strategy to enhance the employee's capacity and accountability, covering Change Management Plan in the corporate level. The process includes the communication to make people understand their rights, duties and roles which have been changing in accordance with the expansion of the organization. Human resource development is designed to make the personnel understand and be able to handle new technology. The new management guidelines are created to support SBU Operation Model. The strategy also encourages Touch Point between employees and the management particularly regarding products and innovation on a continuous basis.

- » **CSR in Process** is the strategy regarding the implementation of responsibly in the business process which covers pro-active analysis, revision and improvement of the products and efficiency in various procedures on a continuous basis. The responsibility also includes an investment to streamline work process and develop the waste treatment, effective environmental protection inside the projects and nearby communities. In addition, the company develops the system and channels to enable the customers to report complaints and follow-up by themselves conveniently and promptly, among others.

- » **CSR in Products** is the strategy to create value and responsibility in the products and services, starting with the procurement of raw materials, technology and materials used in the construction by the suppliers, the eco-friendly product and design, the increase of value in post-sales service by creating an impressive service to encourage the word-of-mouth recommendations and the expansion of home services post insurance warranty period by the company and sub-contractor, etc.





Social Development Participation for Sustainability

Pruksa has determined not only to build quality residential projects for the consumers but also to carry out policies to give back to the society and to create social sustainability in parallel with CSR after process policy in 4 areas as follows:

» Education and Youth Development

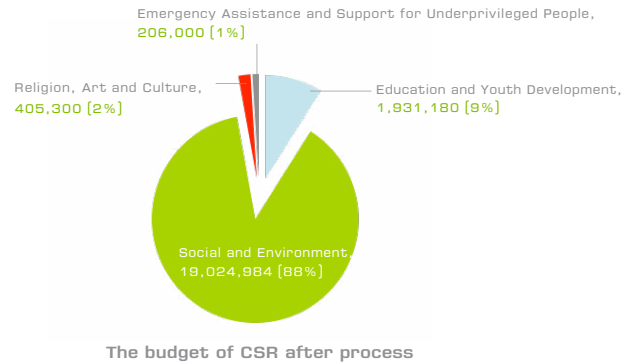
» Social and Environment

» Religion, Art and Culture

» Emergency Assistance and Support for Underprivileged People

The company has supported more than 280 social responsibility projects by running the projects and providing financial supports. The projects are categorized according to CSR after Process as follows:

NO	Pruksa CSR after process	Baht	%
1	Education and Youth Development	1,931,180	9
2	Social and Environment	19,024,984	88
3	Religion, Art and Culture	405,300	2
4	Emergency Assistance and Support for Underprivileged People	206,000	1
Total		21,567,464	100



Create and Support Educational Opportunity

The company has realized that education is important for the youth and it will leverage the success of a person in the long term. Therefore, the company has organized various educational and youth development projects such as Pruksa Scholarship, Small Condo Design Contest, Pruksa Precast Factory Learning Center and Junior Civil Engineer Camp Project to encourage students to learn theories, innovate and apply what they have learned to benefit the society.

“Pruksa Scholarship” to create opportunity for the students.

The company sets up “Pruksa Scholarship” to support the education of outstanding students who lack financial support. The project has been held for more than 10 years. In 2012, the project was titled “11 Years of Pruksa Scholarship to sow the seeds and create educational opportunity to students”. The scholarships were given to the children of the company’s customers and employees as well as schools located close to the company’s projects. A total of 447 scholarships have been granted worth 1.7 million Baht. For the university level, the company has given the scholarships to civil engineering students of six universities namely Kasetsart University, Chulalongkorn University, Chang Mai University, King Mongkut’s University of Technology Thonburi, Thammasat University

and Mahidol University. A total of 20 scholarships worth a combined 500,000 Baht have been granted.

“Junior Civil Engineering Camp”

“2B-KMUTT:Civil Camp” of the Civil Engineering Department, Faculty of Engineering, King Mongkut’s University of Technology Thonburi, is another project of the company to support education that the company has sponsored annually. In 2012, the Junior Engineering Camp marks the 5th year that the high school students have an opportunity to learn and experience the way of life, educational guidelines, work and career of civil engineering profession by attending the camp. The project will help assure the aspiring engineers that they make the right decision before taking an examination to study in the university level.

“Small Condo Design Contest”

Pruksa and Architecture Faculty, Chulalongkorn University, jointly organized “a small condo design contest” to encourage students to use their knowledge and hone their skill to create practical designs. The contest makes the students readily equipped with experience and skill before their graduation. They should be able to blend their creativity with their future career.



“PrukSA Precast Factory Learning Trip”

To enable university students, students or interested persons to learn from on-site training, the company opens PrukSA Precast Factory which is the most innovative construction factory in Thailand with the modern standard equivalent to the ones in Europe to the general public. The factory has welcomed many visitors from educational institutions and organizations every year. In 2012, there were 830 people visiting the factory.

In addition, the company has supported many projects regarding education and youth development namely:

- Academic seminar: seminar and workshops in topics which are useful to education such as “Concrete Seminar in 2012” organized by Thailand Concrete Association, “The Residential Project Survey Seminar” of Real Estate Information Center, “Global Economic Challenges in 2013” organized by the Alumni Association of Engineering Faculty, Chulalongkorn University, and “2012 Creative Technology Academic Seminar” by Rajamangala University of Technology Krungthep.
- Educational scholarship: to develop the learning mediums & education materials and research funds are given to

various education institutions such as “Ban Sao Luang School” in Nan Province, “Samakkiraj Bamrung School”, “Engineering Faculty, Chulalongkorn University”, and “Civil Engineering Department, Engineering Faculty, King Mongkut’s University of Technology Thonburi”.

Social and Environment

The company determines to develop the society and communities to ensure the happiness and sustainability in the communities according to social and environment policy. A number of activities were arranged to realize this effort, including “PrukSA Living Healthy”, a mobile medical check-up service for the customers and nearby communities, and “Protect the Waterways Project” to engage the community in an effort to protect the community from flooding.

“PrukSA Living Healthy” mobile medical-check-up unit

The company realizes the importance of health and healthy living of the customers, workers and people living close to the projects. Therefore, the company organizes “PrukSA Living Healthy” project to provide mobile medical checkup service to promote good health among the customers, workers and the general public, who should also learn to take care of their health to stay away from illness. A team of doctors and

nurses provide medical checkup in many categories such as the general health check-up, blood test for diabetes check, cholesterol levels, uric acid test (gout), liver and kidney checkup, blood group test, eyesight test and medical counseling for customers, workers and the general public. In 2012, 13 times of the mobile medical check-up services were organized in Bangkok and its perimeter. A total of 1,491 people received the service. The project has been held for 10 years in a row.

Public Seminar: “Sustainability Community 2012”

As the leader in Thailand’s real estate development, PrukSA has adhered to the policy to operate the business with social responsibility principles, aiming to ensure the happy co-existence of communities in the society. PrukSA joined forces with the Faculty of Architecture, Chulalongkorn University, to organize “Sustainability Community 2012” public seminar to inform and educate the customers, the housing estate juristic person and general public about the management of housing project as the guidelines for sustainable living and happy co-inhabitation.

The seminar provided the basic legal information regarding the customer protection which was relevant to the participants.

In addition, the housing estate juristic person committee was also informed of the guidelines and procedure before and after the juristic person registration. The experts with relevant experience gave the recommendations and comments so that the housing estate juristic person committee members will be able to apply the information to improve the management of the housing project.

PrukSA CSR Online: “Forward: pay happiness... forward to society”

PrukSA organized CSR Online activity by inviting the customers and the general public to make the donation under the campaign entitled “Forward: Pay happiness forward to Society”. The interested persons simply enter PrukSA Family Club and listen to “Forward” song, lyrics and melody by Watcharavalee, and click to choose the foundation that they want to make the donation. The three foundations are Phra Dabos Foundation under the Royal Patronage of H.M. the King, Dhammarak Foundation of Phrabatnampu Temple and CCF Foundation under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn. The company also contributed 1,999 Baht to the foundation which received the most votes every day. After the end of the campaign, the company collected a total of 65,000 Baht to donate to the three foundations.



United Campaign to Achieve ISO26000

In 2012, Pruksa participated in “The United Campaign to Achieve ISO26000” which is cooperation among Pruksa, Thaipat Institute and Thai Industrial Standards Institute to promote the understanding of ISO 26000 and encourage the construction industry and real estate developers to apply the knowledge in their operation. Pruksa has determined to drive the campaign to encourage the vendors to run their business with social responsibility awareness by inviting more than 20 vendors to join the event.

Public Service and Community Development

Realizing the importance of the social and environment development, the company has supported public service and social development activities via voluntary camps such as the construction of “VESC 40 Bridge” by Volunteer for Rural Development Camp of Engineering Faculty, Chulalongkorn University. The concrete bridge is built at Tambon Ban Pak Klong in Pichit Province for monks, students and the general public. Pruksa also supported the 10th Volunteer for Rural Development Camp Activity of Engineering Faculty, Thammasat University.

Unites the communities to prevent flooding

Pruksa together with Finance Ministry, Thaipat Institute and Khlong Sam Tambon Administrative Organization organized a project entitled “Preserve the Waterways” which is another CSR activity that the company has organized on a continuous basis. The project is aimed at ingraining the public awareness of water resource conservation, protection of waterways and flood prevention in line with the government’s policy to rehabilitate the flooded area and prevent the massive flood as seen in 2011.

The project was held at Samakkiraj Bamrung School, Tambon Khlongsam. Thirty staff members of Pruksa participated in the event as well as the other 50 from outside volunteers, local residents and people from nearby communities. Two hundreds of teachers and students from Samakkiraj Bamrung School also participated in the event. In addition, the company provided financial support worth 19,315 Baht to support the learning and educate the participants how to make bioextract for the communities to improve the quality of water. The activities included a presentation of waste treatment in the community and how to monitor the flood.



Region Support

Religion support is an essential element in the globalization era because people need spiritual guidance to cope with the changes that are happening in the world. Therefore, Pruksa has supported the religious activities and long-standing traditions according to the company’s religion, art and culture promotion policy by participating in the merit makings during the religious days. In addition, the company organized activities to observe the religious events and traditions for customers and nearby communities such as New Year merit making, Songkran Festival, Buddhist Lent Day, Buddhist Monk Robe-Offering Festival and Kathin Festival. Pruksa also supported the renovation work at His Royal Highness Crown Prince Maha Vajiralongkorn Building at Wat Thai Bodhgaya, a religious site in India.

Emergency Assistance and Support for Underprivileged People

Pruksa has also determined to serve the best interest of all stakeholders by providing emergency assistance and supporting underprivileged people. Pruksa’s charitable activities include blood donation, support for underprivileged people and relief effort for disaster victims.

“Blood Donation to Commemorate Her Majesty the Queen’s 80th Birthday”

Emergency assistance is one of the CSR policies. Pruksa has therefore organized the blood donation activity in every quarter by inviting employees, customers and the general public to donate blood. The project does not only provide emergency assistance to blood recipients, but also create pride and happiness to people who donate blood.

In 2012, the company organized four rounds of “Join Forces for Good by Donating Blood to Commemorate Her Majesty the Queen’s 80th Birthday”. A total of 740 people have joined the donation. A total of 253,200 cc of blood was delivered to the Thai Red Cross Society.



Assistance and Relief Effort

The company has set out the policies to help the society especially the policy to provide assistance and relief effort for the needy & disabled or people who suffer from natural disasters such as flood and earthquake. The activities have instilled the public service awareness among Pruksa staff to encourage them to share and participate in social activism with volunteerism spirit. The assistance and relief effort comes in various forms such as financial contributions from the company, the donations from the management and employees, volunteer labor work, consumer good supplies

to ease the suffering of the communities to better their living standard.

In 2012, the company made the donation to relieve the suffering of communities surrounding the project sites worth 206,000 Baht. The donation was made to various projects such as the HIV/Aids prevention project, Iodine Fund, Organ Transplant Center of Ramathibodi Hospital, and the construction of a commemorative wall to symbolize the impressive effort to rehabilitate Thammasat University campus after the massive flood.

Participation in Sustainability Network

Apart from supporting the public service organizations including educational institutions and government offices such as the support of the youth camp, the support of learning materials for poor students, the promotion of environment conservation awareness among the youngsters to support constructive activities for the society, public service organizations or other agencies to promote sustainability, Pruksa has also joined the sustainability network by cooperating with various agencies from public and private sectors and civic society to conduct beneficial activities for the communities and society.

Organization/Association	Participation Detail
CSR Club of Thai Listed Companies Association	Pruksa becomes a member of CSR Club since 2009. Twenty-seven leading companies listed on the Stock Market of Thailand are the members of the club. The company has continually participated in the CSR activities with other CSR Club members.
Thai Condominium Association	Pruksa becomes a member of Thai Condominium Association by participating in various activities of the association such as Home and Condo Fair, the Association's member meeting once every quarter, the annual seminar of the association as well as sport activities such as golf and bowling.
Housing Business Association	Pruksa is an active member of the Housing Business Association by participating in the activities and meetings of the association. Pruksa has given useful opinions and recommendations to the association or the association's board on relevant issues. In addition, Pruksa's senior management serves as a board member of the association.
Thai Real Estate Association	Pruksa is one of the members of Thai Real Estate Association by actively participating the association's activities such as seminar or academic training which are beneficial to the business and the consumers. Pruksa's senior management serves as an adviser of the association.

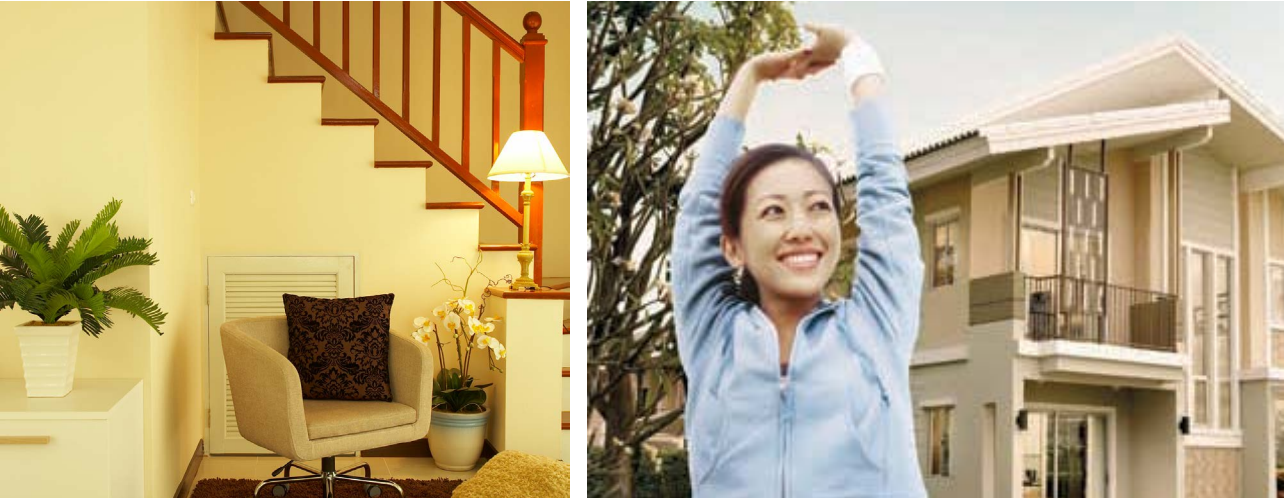
Employee Participation in Social Responsibility Effort

The company places high importance on the social responsibility and volunteer activities by the employees. For instance, during the flood, the employees joined forces to clean the flooded area and rehabilitate the residences of victim employees after the water subsided. The activity called "Join Forces to Clean up" was created to enable the employees with volunteerism spirit to clean the residences of other employees who are flood victims. The project aims to encourage employees to care for each other.

THE QUALITY OF
Product



Product Responsibility



Product Type and Safety

Amidst the competitive environment in real estate business, the property developers have to present new products to respond to the needs of the buyers whose behaviors are changing rapidly. Currently, it is widely known that energy conservation and environmental protection have become the contentious issues that cannot be ignored. Pruk​sa Real Estate Public Company Limited has incorporated the social concerns by initiating the design development and home building to respond to the needs of the home buyers who are facing the threat of the global warming. The customers these days want the speedy construction of their residential projects with prefabricated materials to reduce the pollution, dust and waste caused by construction. Therefore, the company has developed the prefab home construction method to become number one in the prefabricated home building of the country.

In 2012, the company conducted the research on the prototype home to reduce the emission of greenhouse gas which contributes to the global warming. The company commissioned the Chula Unisearch, Chulalongkorn University, to design two prototypes of eco-friendly single-detached homes and Zero Carbon townhouse which leave the minimal carbon footprint by encompassing the following concepts:

1. Site & Landscape

On the project's layout and landscape, the company has taken into consideration the flooding in the past year. Therefore, the company increased the height of the landfill inside the project to ensure that the height of landfill will be higher than that of the street in front of the project or equivalent to the highest level of the flood last year.

Prior to the construction activities, the site has been effectively managed with a clear objective to preserve the original resources in the site, which has been an important factor from the beginning of the construction process to the middle and the final delivery. For instance, a large banyan tree inside The Seed Mingle project has been preserved to maintain the original landscape of the project and provide greenery atmosphere and natural shades to the residents.

Greenery area is increased and brought close to home to reduce the indoor heat. Therefore, the residents can reduce the use of energy such as air conditioning machine. The eco home can help save the energy and maintain the comfort temperature in the city to prevent the "Urban Heat Island" phenomenon, which will make the urban area unpleasant to live. In addition, the greenery area can help absorb the water and reduce the amount of overflow which can lead to the urban flood after heavy rain.

2. Energy Efficiency

Energy consumption in residences usually comes from three activities. They are the use of air conditioning machine, the use of lighting and the use of electrical appliances. The energy consumed by air conditioning represents the highest proportion or 60 per cent of the total energy consumption. Therefore, the house design to enhance the natural air flow will enable the residents to save the energy from air conditioning machine. "Passive Design" eco-friendly home is based on the tropical climate by trying to block the natural sun heat and enhance the air flow. Aside from relying on the tree shades to screen the sun heat, the home design also places importance on the layout of building and floor plan to ensure that the bathroom, kitchen, stairs and storage room to face towards the west. The main utilization areas such as living area and bathroom should face towards the opposite direction to avoid the direct exposure to sunlight and reduce the indoor heat.

The windows can open up the house onto the sun. Sun blocking window shades therefore help reduce the heat. A study shows that opening window shades all day can be an effective tool to help save the energy of air conditioning machine as much as the use of high quality insulation.

3. Material Efficiency

Pruk​sa has carefully selected materials in the company's residential projects. The prefab construction technique has helped save the waste which can be found in the construction site. The fitting, compact and economical materials are used in structural design to make flooring and walls. Equipped with these great advantages, the production of home building materials at Pruk​sa Precast Factory enables the company to gather, separate and transport the construction waste with convenience and make the best use of every item in an effective manner.

4. Health & Safety

The company has designed houses based on the nature-based concept by focusing on blocking natural sun heat and promoting air ventilation to enhance the indoor comfort and health of the residents. The eco-design helps the residents stay away from any illness caused by indoor air pollution and staying in the air-conditioned room all day. The floor plan of the house is a result of scientific research by experts who simulated air ventilation efficiency by computer program, which is used to simulate air ventilation in aircraft, vessel and car industries. **Pruk​sa is the first real estate developer which has introduced this technology in home designing.**



The findings of the simulation are used to determine the location, size and direction of doors & windows and building layout to increase the air flow and enhance the indoor comfort. The residents don't have to use air conditioning machine if the outdoor temperature is in comfort condition.

The project floor plan and project utilities are designed based on the Universal Design concept to respond to the needs of people in different generations and people with disability. For instance, Passorn 35 Project is surrounded by a complete transport loop which is adapted to the needs of elderly or people using wheelchair. Wheelchair accessible interiors are designed for elderly residents or disabled people. The concept is initiated to serve as the benchmark for future project designs to create a maximum satisfaction and respond to the customers' needs.

5. Innovation

The company uses the new concept of home design. The floor plan layout relies on residents' nature-based comfort. In addition, Pruksha's research and development team has introduced the computer program to calculate the energy consumption. The eco initiative has earned the recognition from the international community. Pruksha uses modern technology to design the options for exterior materials and shades to create an economical and eco prototype home which leaves the lowest carbon footprint.

Due to the determination to create an innovative home, Pruksha has created residential projects with nature-based comfort to enable the residents to consume the least amount of energy especially for air conditioning machine. The new concept home can help save the energy and help the residents save the electricity fee. The "Zero Carbon" home designed by the company can reduce the carbon dioxide at the tune of more than eight tones per year or equivalent to the carbon amount that 660 big trees can accumulate in one year ^{/1}

^{/1} Office of the Natural Resources and Environmental Policy and Planning estimates that one large tree can absorb an average of 9-15 kilograms of carbon dioxide per year. The use of 1 kWh of electricity releases 0.594 kilograms of carbon dioxide (Thailand Greenhouse Gas Management Organization). Pruksha's Zero Carbon home can save the energy by 13,300 kWh per year each, amounting to 7,900 kilograms of carbon per year or equivalent to the amount of carbon that 660 big trees can collect in one year.

Product Standard

Regarding home and condo building procedure, the company focuses on high standard which has been recognized by the engineering and construction industries both locally and overseas, starting from the structural design standard required by the Engineering Institute of Thailand under His Majesty The King's Patronage. If there is no domestic reference for certain standard, the company has referred to the international standard such as American Concrete Institute (ACI) and Precast-Pre Stressed Concrete Institute (PCI). In addition, the materials and equipment have been constantly checked and maintained to meet the local and international requirements as stipulated by credible institutions such as Thai Industrial Standards Institute or international institutions such as American Society for Testing and Material (ASTM).

Pruksha Precast Factory produces state-of-the-art precast concrete with computerized quality control in every step of the production and 100 per cent quality check after the production is completed according to the inspection standards stipulated by Precast Concrete Institute (PCI).

Concrete used in production has passed through final product inspection and quality control so that the consumers can be confident that the quality of used concrete is up to the international standard.

Product Development [CSR in process]

» Pruksha Precast Factory

The company has applied systematic management to build every residential project by placing significance on the highest efficiency of goods and services and eco-friendly production procedure. The company uses modern technology equivalent to the one which is currently used in Europe to build the residential projects. Pruksha Precast technology is a part of Prefabricated System Building which produces precast concrete at the factory before the precast concrete sheets are assembled at the site. Such technology will help prevent and reduce pollution such as waste caused by construction.

- General construction will cause 2.58 tons of waste per house
- Precast construction will cause 1.29 tons of waste per house

Asides from its eco-friendly element, Pruksha Precast has upgraded the quality of home building higher than the ones built by conventional construction. The company uses computerized system to control quality and applies Automated Mesh Welding Plant reinforced steel production



system to ensure the uniform quality, completion and perfection of every item of precast concrete. The technology has helped reduce the waste from unused steel and enabled the company to control the cost of production. More importantly, it improves the customers' quality of life as follows:

- The house is durable with longevity.
- The technology increases the space in the house and enhances the aesthetic element because it does not require support beams and columns.
- It contains higher fire resistance quality than other materials such as bricks and wood.
- It soundproofs the building from the outside noise.
- It has high water absorbent resistant quality.
- It contributes to lower maintenance cost.

The company does not only place high priority on the customers' satisfaction but also the company's social and environment responsibility as evidenced by the company's policy implementation which incorporates an awareness on the social and environmental impact in every step of the procedure. Prukca Precast reduces the amount of waste and efficiently utilizes natural resources to benefit the

construction procedure. Apart from the fact that the amount of construction waste has been reduced, the green technology has reduced the pollution occurred during the transportation of materials and machinery to save the global environment.

» **Green: Prukca Real Estate Manufacturing (REM)**

The concept of **Green: Prukca Real Estate Manufacturing (REM)** aims at developing home building management according to value chain production concept which can determine the completion time for each house and an exact task time with high efficiency in determining the use of machinery or equipment, personnel or contractors. Therefore, the building has higher quality. The company has developed home construction method by improving from the traditional home building method which finishes one house or one project first before starting another. The company has developed the construction technique which imitates the industrialization model to control the quality of the building under the Continuous Flow Concept in the same way as the production of cars or aircrafts.



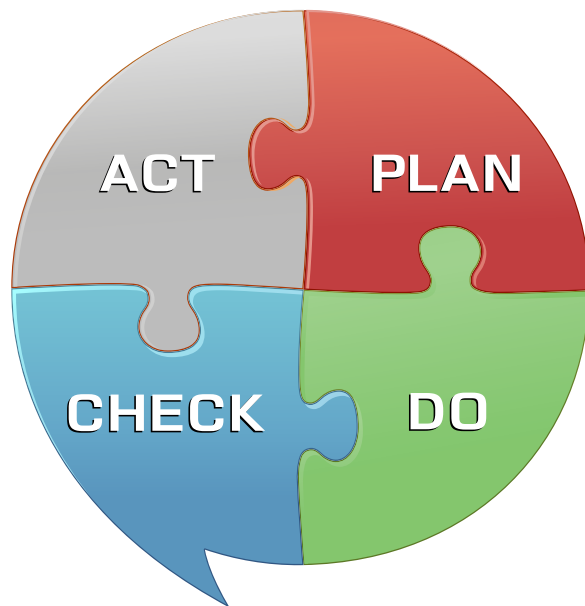
Caption: Continuous Flow Production Technique of Knock-Down House

The advantages of applying Green: Prukca Real Estate Manufacturing (REM) in the construction system are:

- Construct the residential projects with continuous flow, high efficiency and good quality.
- Reduce the duration of house building.
- Reduce the duplicating work process.
- Able to control works and workforce in each step of construction procedure.
- Able to manage human resource, raw materials and other resources in a systematic manner.

» **SGA: Small Group Activity**

Prukca has continually organized SGA activities in every quarter to encourage the employees to participate in the work process improvement in the area that they are responsible for. The activity results to the delivery of product excellence to the customers and encourages the employees to create new innovation for the organization. The company has augmented the effort by applying the product excellence model in another units to create a uniform work standard for the entire organization. The human resource development activity is designed to encourage the employee participation in finding the solutions through small group activity. The activity has increased the productivity and efficiency in the operation and boosted the morale of the employees by providing an easy and practical work solution under the Deming cycle (PDCA). Consequently, the employees at every level will ingrain P-D-C-A work habit especially preventive solution habit. The activity encourages the employees to solve the problem based on factual information. In 2012, the employees have submitted a total of 468 projects under this program.



- P-Plan: Plan by determining the objective, goal, steps and duration to secure necessary resources in terms of human resource, equipment and budget.
- D-Do: Execute the project according to the work plan by ensuring thorough understanding and strict implementation per work plan.
- C-Check: Inspect the result to follow up and update the progress of the project by comparing to the work plan.
- A-Act: Determine the satisfactory implementation standard as the benchmark for work guideline. If there is any area for improvement, find the solution to address the issue.

In addition, the company has leveraged the effort by applying 200 selected projects in other units to create a uniform standard in the entire organization.

Prukسا has organized 15 SGA activities on a continuous basis from 2007-2012, during which the employees submitted and presented a total of 2,606 projects for competition.



Safety Standards for Transport of Goods

Prukسا Precast factory has arranged for an effective transport and delivery system to deliver precast concrete products safely to the construction site as follows:

1. Provide for transport rack to contain the products according to the shape of the precast.



2. Remove and load the products onto transport vehicle by using gantry crane to lift the entire rack



3. Inspect the rack holding and latching with the transport vehicle to ensure safety delivery.

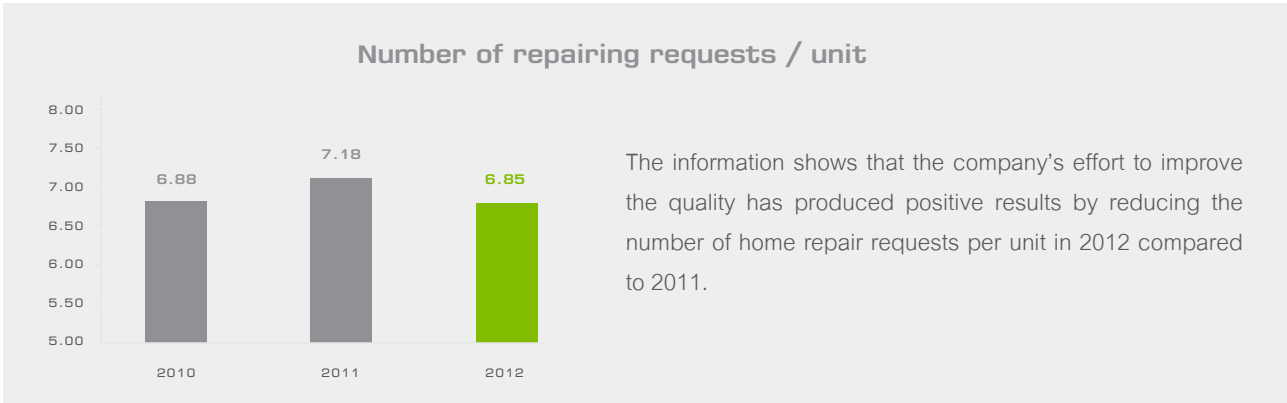


4. Inspect the condition of the transport vehicle and readiness of the driver.



Customer Satisfaction Management

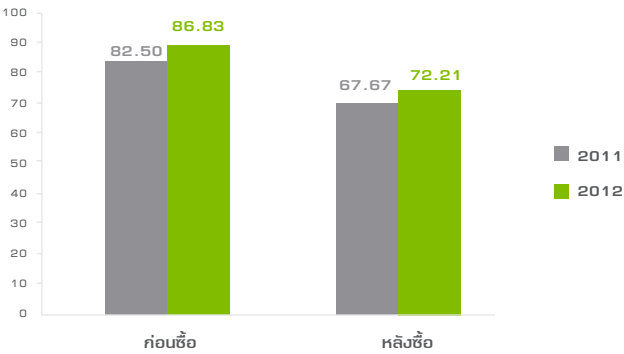
Pruksa does not pay attention only to the construction procedure of residential projects before the transfer of ownership but also the quality development of the residential projects post-delivery. Pruksa has developed the data collection system to record the customers' request for repair service to use the information to analyze and further develop the quality of products and improve the channel for the customers to contact the company conveniently. The responsible staff members of each project can access to the information at all times by automatic reporting system which has been constantly updated. In addition, the company has presented the general information about the customers' repair request to the senior management every month.



The company has assessed the customers' satisfaction and used the information to constantly improve the quality. The survey scope covers every step of service. The assessment is categorized into 8 periods as follows:

Customers' Satisfaction Assessment	Assessment Method	Frequency
1. Customers' satisfaction in Pruksa Contact Center 1739 Service	Collect customer feedback scores immediately by an automated transfer after a Contact Center 1739 interaction takes place.	Every call requiring information from Pruksa Contact Center 1739
2. Customers' satisfaction in the information service by the company's staff from different divisions.	Collect customer feedback scores immediately via Pruksa Contact Center 1739 after an interaction takes place	Every call requiring information from Pruksa Contact Center 1739
3. Customers' satisfaction in visiting the project.	The customers are required to fill out the evaluation form on the day of their visit.	Every visitor
4. Customers' satisfaction in the service on the day of reservation and contract signing.	Measure the customers' satisfaction by asking the customers to fill out the evaluation form on the day the customers make the reservation and agreement to purchase or sell the unit.	Every customer who makes the reservation and enters into the agreement to purchase or sell the unit with the company.
5. Customers' satisfaction in the service on the day of the ownership transfer.	The customers are asked to fill out the evaluation form on the day the ownership of the project has been handed over to them.	Every customer who receives the ownership transfer.
6. Customers' satisfaction after the ownership transfer.	Evaluate the customers' satisfaction over the phone by asking the customers to score the level of satisfaction via Pruksa Contact Center 1739 six months after the transfer of ownership.	Every customer will be surveyed six months after the transfer of ownership.
7. Customers' satisfaction in the repair service	1. The customers are asked to fill out the evaluation form given by the technician on the date of home repairing and the customers return the form to Office of the President. 2. Evaluate the satisfaction over the phone via Pruksa Contact Center 1739 after the repair service is completed as requested.	The customers who receive the complete repair service as requested.
8. Customers' satisfaction in the service of housing project/condo juristic person.	Evaluate the customers' satisfaction over the phone by asking the customers to report the quality of service to the company's staff via Pruksa Contact Center 1739 after the committees of housing project/condo juristic persons receive the transfer of public utilities.	One month after the public utilities are handed over.

ผลการประเมินความพึงพอใจของลูกค้า



Thanks to the dedication to every stakeholder who has been involved in Pruksa's business, Pruksa has improved the Web site www.pruksa.com to make available the comprehensive information of Pruksa Real Estate Public Company Limited. The Web site can be accessed by the computer and mobile phone (m.pruksa.com). This is another communication channel which demonstrates the company's attention to all stakeholders and determination to develop every unit to be responsive to the demand of every group as follows:

1. Pruksa Customers Pruksa Family Club menu is a medium to illustrate our care to the customers by gathering information about special activities and providing special privileges to Pruksa customers. To provide after-sale service to the customers, "Home Service" menu is created to help customers search for information about interior decoration and home repair. The customers can also report any problem or complaint by calling the company around the clock. The company has presented a diverse range of activities to service the customers in the past year.

2. Investor Group Investors represent another group of people which have been closely involved in Pruksa business. Pruksa creates "Investors' Relations" menu to provide the information service regarding news and movement of the company to keep the investors,

securities analysts and fund managers informed and updated of the company's activities.

3. Journalist The company has a micro Web site entitled www.pruksa.com/pressroom which is developed based on the specifications of the correspondent to enable the media members to access to Pruksa information promptly and conveniently.

4. Business Partnerships and Trading Partners Pruksa has provided for an opportunity for all business operators involving in home building industry to register as the service providers in "Repair and Fixing Service" menu by dividing into 5 categories to respond to the users' requirement. They are electrical work, waterworks, gardening, decoration/repair and miscellany. The business partnerships and trade partners can register to become the company's business allies on the Web site.

The company also places high priority on the corporate and social responsibility by developing www.pruksa.com/csr Web site to be the information center for Pruksa's social service activities to complete the happiness in the community and family by presenting the constructive activities on a continuous basis such as Pruksa Living Healthy mobile medical check-up service and Pruksa Scholarship.

To ensure the most efficient communication and satisfaction for all parties who have used Pruksa Web site, Pruksa is open to advice and recommendation 24 hours via "Contact Us" or electronic mail to webmaster@pruksa.com. The company also conducts online survey to measure the satisfactory level of the visitors of www.pruksa.com by using the findings for continuous improvement to make Pruksa Web site best serve the interest of all stakeholders by providing them with information, news and useful messages.



Prukha has carried on the real estate business for a long time and created a wide range of innovative products including townhouses, single-detached houses and condominiums. The company has constantly improved the quality of our products and earned the recognition from the general public. Due to the success, Prukha has stepped ahead to become a leader in real estate business in Thailand.

Honorary Awards

The success is proven by accolades and prestigious awards that the company has received from renowned organizations and institutions both domestically and overseas. These awards manifest the company's success and determination to create quality products and services to every group of customers.

- » Construction Innovation: Prukha Real Estate Manufacturing (REM) is an innovation to control the quality of home building which has been developed according to the value chain concept. The company received **"2012 International Team Excellence Award Finalist"** and **"AttendeeChoice Award"** in the "Organizational Impact" category from American Society for Quality (ASQ), the knowledge-based global community of people passionate about quality, at the "World Conference on Quality and Improvement" in USA. It is first time that the technology has been used by a real estate developer. The award is a testament to the company's pride because Prukha is the first and only Thai company which has participated in this global competition.
- » Prukha received **"Asian CSR Award 2012"** in the category of "Product Responsibility& Consumer Rights" because Prukha is an organization which has placed the significance on continually improving the quality of residential projects, respecting the consumers' right and implementing clear social responsibility policies with the consistency in policy execution.

Asian CSR Awards 2012 is organized by Asian Institute of Management Corporate Responsibility Award (IACRA) to recognize Asian companies which have an outstanding performance in social responsibility to demonstrate an exemplary model of corporate governance. The event is organized annually. In 2012, 88 companies from 13 countries participated in the event. Four categories of awards are given, namely Environment and Value Chain Management, Governance and Society, Labor and Employee Engagement and Product Responsibility and Consumer Rights. Prukha is the only Thai company which received the prestigious award in 2012.

- » Prukha won **"BCI Asia Top 10 Developers Awards 2012"** from BCI Asia because of the company's outstanding design and the state-of-the-art construction technology which the company applies to improve the quality of home building procedure to elevate the quality standard. Prukha has received this award for second year in a row. BCI Asia Awards has been organized annually since 2005 to present the awards in many countries in Asia such as Singapore, the Philippines, Hong Kong, Malaysia, Vietnam and Thailand. Prukha has received Top 10 Developers Awards for the second consecutive year.
- » Prukha received the **"2012 Real Estate Project Awards"** from Agency for Real Estate Affairs (AREA). The award is to recognize the excellence of two projects developed by Prukha namely The Plant Pattanakarn 38 and Prukha Ville 42 Terdthai.
- » Prukha received **"2012 Rasadakornpipat Award"** from Prime Minister Yingluck Shinawatra for cooperating with the government in paying taxes. The award recognized Prukha's contribution to the society because Prukha, as a large corporate entity, has been honestly paying taxes at an average of 1 billion Baht per year.
- » Prukha received the honorary shield from Prime Minister Yingluck Shinawatra. The award is to recognize the company's active participation in **"Protect the Waterways Project"** organized by Finance Ministry to promote the community participation in the protection of their waterways and canals after the drainage works in Bangkok and its perimeter were completed. The project is in line with the company's corporate and social responsibility policy to develop the business along with the social activism and environmental conservation.

GRI Content Index

STANDARD DISCLOSURES PART I: Profile Disclosures

Profile Disclosure	Description	Reported	Reference/ Direct answer
1. Strategy and Analysis			
1.1	Statement from the most senior decision-maker of the organization.	●	AR page 12-13 SR page 3
1.2	Description of key impacts, risks, and opportunities.	●	AR page 54-61
2. Organizational Profile			
2.1	Name of the organization.	●	SR page 8
2.2	Primary brands, products, and/or services.	●	SR page 8-9
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	●	SR page 9
2.4	Location of organization's headquarters.	●	SR page 8
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	●	SR page 9
2.6	Nature of ownership and legal form.	●	SR page 8
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	●	AR page 28-34 SR page 8
2.8	Scale of the reporting organization.	●	AR page 9-11, 18 SR page 8-11, 48
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	●	AR page 62/ Major Shareholders and Shareholding Structure
2.10	Awards received in the reporting period.	●	SR page 93
3. Report Parameters			
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	●	SR page 6
3.2	Date of most recent previous report (if any).	●	Annual Report 2011
3.3	Reporting cycle (annual, biennial, etc.)	●	Annual
3.4	Contact point for questions regarding the report or its contents.	●	SR page 7
3.5	Process for defining report content.	●	SR page 6
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	●	SR page 6
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	●	SR page 6-7
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	●	SR page 6

Note : AR - Annual Report 2012, SR - Sustainability Report 2012, ● Fully Reported, ○ Partially Reported

Profile Disclosure	Description	Reported	Reference/ Direct answer
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.	●	SR page 40, 43-44, 82/ Air, noise and water quality measurement and carbon dioxide emissions calculator
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g.,mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	●	SR page 6
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	●	SR page 6
3.12	Table identifying the location of the Standard Disclosures in the report.	●	SR page 94-99
3.13	Policy and current practice with regard to seeking external assurance for the report.	●	No external assurance for the report
4. Governance,Commitments,and Engagement			
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	●	SR page 14 - 17
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	●	SR page 17
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.	●	SR page 17
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	●	SR page 19
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	●	AR page 95-96
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	●	SR page 18-19
4.7	Process for determining the composition, qualifications, and expertise of the members of the highest governance body and its committees, including any consideration of gender and other indicators of diversity.	●	AR page 70, 73, 76, 99-102
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	●	SR page 12-13

Note : AR - Annual Report 2012, SR - Sustainability Report 2012, ● Fully Reported, ○ Partially Reported

Profile Disclosure	Description	Reported	Reference/ Direct answer
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	●	AR page 69, 99-102, 109 SR page 16-19 The company has revised its business plan every 6 month.
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	●	AR page 102
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	●	SR page 42 / EIA
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	●	SR page 74 / ISO26000
4.13	Memberships in associations (such as industry associations) and/or national/ international advocacy organizations in which the organization: * Has positions in governance bodies; * Participates in projects or committees; * Provides substantive funding beyond routine membership dues; or * Views membership as strategic.	●	SR page 77
4.14	List of stakeholder groups engaged by the organization.	●	SR page 20-23
4.15	Basis for identification and selection of stakeholders with whom to engage.	●	SR page 20
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	●	SR page 21-22
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	●	SR page 21-22, 27

STANDARD DISCLOSURES PART II: Disclosures on Management Approach (DMAs)

DMAs	Description	Reported	Reference/ Direct answer
DMA EC	Economic performance	○	SR page 30-31, 61
DMA EN	Energy	○	SR page 34, 80-82
	Biodiversity	○	SR page 34, 74
	Products and services	○	SR page 34
	Overall	●	SR page 34
DMA LA	Employment	●	AR page 106 SR page 48, 51
	Labor/management relations	○	SR page 65
	Occupational health and safety	●	SR page 52-54
	Training and education	●	SR page 62-65
	Diversity and equal opportunity	●	SR page 60
	Equal remuneration for women and men	●	SR page 60

Note : AR - Annual Report 2012, SR - Sustainability Report 2012, ● Fully Reported, ○ Partially Reported

Profile Disclosure	Description	Reported	Reference/ Direct answer
DMA HR	Non-discrimination	●	SR page 60
	Child labor	●	SR page 60
	Prevention of forced and compulsory labor	●	SR page 60
DMA SO	Local communities	○	SR page 68-70
	Public policy	●	SR page 68-69, 74
DMA PR	Customer health and safety	●	SR page 80-82
	Product and service labelling	○	SR page 89

STANDARD DISCLOSURES PART III: Performance Indicators

Performance Indicator	Description	Reported	Reference/ Direct answer
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Economic

Economic performance			
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	●	SR page 31
EC3	Coverage of the organization's defined benefit plan obligations.	●	SR page 61

Environmental

Energy			
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	●	SR page 80-82
Biodiversity			
EN13	Habitats protected or restored.	○	SR page 74
Products and services			
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	○	SR page 34-44, 80-82
Overall			
EN30	Total environmental protection expenditures and investments by type.	●	SR page 36-39, 45, 74

Social: Labor Practices and Decent Work

Employment			
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	●	SR page 48-49
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	●	SR page 49-51
LA15	Return to work and retention rates after parental leave, by gender.	●	SR page 51

Note : AR - Annual Report 2012, SR - Sustainability Report 2012, ● Fully Reported, ○ Partially Reported

Performance Indicator	Description	Reported	Reference/ Direct answer
Labor/management relations			
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	●	SR page 65
Occupational health and safety			
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	●	SR page 53
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and by gender.	●	SR page 57
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	●	SR page 55, 72-73, 76
Training and education			
LA10	Average hours of training per year per employee by gender, and by employee category.	●	SR page 64
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	◉	SR page 62-64
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	●	SR page 62, 64-65
Diversity and equal opportunity			
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	●	SR page 51
Equal remuneration for women and men			
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	●	Equal opportunity for women and men

Social: Human Rights

Non-discrimination			
HR4	Total number of incidents of discrimination and corrective actions taken.	●	SR page 60/ No discrimination incidents
Child labor			
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	●	SR page 60/ No child labor dispute
Prevention of forced and compulsory labor			
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	●	SR page 60/ No forced and compulsory labor dispute

Note : AR - Annual Report 2012, SR - Sustainability Report 2012, ● Fully Reported, ◉ Partially Reported

Performance Indicator	Description	Reported	Reference/ Direct answer
Social: Society			
Local communities			
SO9	Operations with significant potential or actual negative impacts on local communities.	●	SR page 42-44
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	●	SR page 43-44
Public policy			
SO5	Public policy positions and participation in public policy development and lobbying.	●	SR page 74 / Public Policy in flood rehabilitation and the great flood prevention
Social: Product Responsibility			
Customer health and safety			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	◉	SR page 80-82, 87-88
Product and service labelling			
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	●	SR page 89-91

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