



Growing Together

ACCOLADES AND AWARDS FOR 2013



With our **“heart”** determined, Pruksa Real Estate
strive forwardly to give back and
build sustainable flourish communities.



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MESSAGE FROM CHAIRMAN OF EXECUTIVE COMMITTEE AND CHIEF EXECUTIVE OFFICER

“2013 marks another important year for Pruksa Real Estate Public Company Limited. The Company has revitalized Pruksa vision “Pruksa aims to be the number one real estate brand in customers’ minds” by creating quality residences, paving the way to Pruksa Culture which reflects the company’s determination to instill consciousness in every employee to encourage them to work by their “heart” with a passion for their work to fulfill the demand of the customers. ”

To ensure the Company's sustainability, the Company has created the balance in three dimensions. The first one is to expand the business with steady profit every year. Real estate business is instrumental in upgrading the quality of life and the well-being of people in the society, contributing the country's economic growth by creating jobs, income and various related business activities.

Therefore, the expansion of Prukha Real Estate, with the sales turnover of more than Bt40 billion annually, has greatly contributed to the overall economy. On social and environmental dimension, the Company is determined to actively participate in social services and leave the minimal carbon footprint from its operation. The building construction tends to have an impact on the society and the environment. The Company therefore has built the value chain in every step of the work process by introducing modern construction technology to mitigate the environmental impact, delivering quality service and providing Lifetime Service even after the expiration of warranty or after the handover of the project ownership to the juristic person. The Company provides for supplementary services to recommend and facilitate the needs of the customers and concentrates on taking care of the customers and the communities by producing the manual to document the knowledge how to keep residential projects and surrounding environment in good shape.

To achieve the goal, the Company has placed high importance on serving the best interest of related stakeholders including the employees, the vendors, the shareholders, the society and the communities. For instance, the Company provides welfare benefits, trainings for advancing career path, providing for pension funds and other benefits to boost the morale of the employees. For the vendors, the Company organizes the training sessions on work skill improvement and taxes; arranges

for financial institutions for the vendors and jointly develops new products with them. For the shareholders and investors, the Company has disclosed the information in a transparent and equitable manner. As a result, Prukha Real Estate, in 2013, received full 100 scores in terms of the quality of shareholders' meeting organization evaluated by Thai Investors Association.

Due to Prukha Real Estate's policy and business implementation based on sustainability concept, in this year, the Company collected many awards and accolades including "Best CEO Awards 2013", "Best Company Performance Awards 2013", "Outstanding Corporate Social Responsibility Awards", "Sustainability Report Award 2013" and "CSRI Recognition 2013".

Awards and prizes are not the Company's goal. They are simply the proof of Prukha Real Estate's success. The Company will continue to operate its business with the social responsibility consciousness and produce Sustainability Report to update the Company's development continuously according to the international standard, reflecting the collaborative effort of all parties both internally and externally to jointly develop Thai society a sustainable manner.



(Mr. Thongma Vijitpongpun)

Chairman of Executive Committee
and Chief Executive Officer



REPORTING FRAMEWORK

Reporting Framework of Pruksa Real Estate Public Company Limited Sustainability Report is based on the Global Reporting Initiatives Version 3.1 : GRI 3.1 This year, the Company has taken into account Construction and Real Estate Sector Supplement in the disclosure guidelines to better reflect the nature of the Company's business. The Sustainability Report is produced annually. The scope of this Sustainability Report takes place between 1 January 2013 to 31 December 2013, covering the operations of Pruksa Real Estate in Thailand only, excluding its subsidiaries, joint ventures, vendors and contractors. The content of this report reflects the corporate goals and transparent disclosure of information.

The content is determined by materiality under the GRI reporting framework, whereas the sustainable aspect has been selected in addition to significant indicators which are relevant to the organization and the availability of the information. This year, the Company organized the meeting among the related agencies to consider additional indicators which are expected to have significant implications which are beneficial to the report. The content of this report covers the economic, social and environmental aspects under the good corporate governance principle.

Corporate Communication Division has compiled the information and produced the report. The information relating to economy, society and environment was gathered from internal units and external organizations namely Corporate Governance Committee, Business and Operation Strategy Committee, Company Secretary, Finance and Risk, Human Capital, Business and Operation Strategy, Innovation & Continuous Improvement, Internal Audit, Legal, Corporate Communication, Pruksa Precast Factory, Occupational Health and Safety and other business units as well as the information from stakeholders who are directly impacted from the company's social service programs.



This is the fifth Sustainability Report that the Company has produced. Pruksa Real Estate has constantly improved the quality of the report to make it clearer and easy to understand to contribute to the development in the work process of the company.

FOR MORE INFORMATION, PLEASE CONTACT :

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Corporate Communication Division.

Pruksa Real Estate Public Company Limited

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34, Phayathai Rd., Ratchathewi, Bangkok 10400

Tel : 0-2209-3900 ext. 3400

Email : cc@pruksa.com

Web site : www.pruksa.com/csr

AROUND PRUKSA

PRUKSA PATH

Pruksa Real Estate Public Company Limited is the leading property developer in Thailand. The Company was founded on 20 April 1993 by Mr.Thongma Vijitpongpun to develop residential projects namely townhouses, detached houses and condominiums at every price range in Bangkok, its outskirts and provinces to respond to the demand of every group of customers. Pruksa Real Estate also expands the investment to Asian region including India and Vietnam.

The Company has introduced the construction technology using steel-reinforced concrete to cater to the customers' demand for quality dwelling and enhance the efficiency of construction projects to reach the international standard. Pruksa Real Estate is the pioneer in using Pruksa Precast construction technology which is the world-class & modern innovation in the construction of residential projects. The Company has been incessantly improved and streamlined the operation in the past 20 years, which has been one of the successful factors enabling the company to enjoy steady business expansion every year. The Company has placed highest importance on developing the quality of products and services to gain highest satisfaction from the "customers" in tandem with carrying out the business based on the responsibility for the society and every group of stakeholders to ensure that the Company will co-prosper with Thai society in a sustainable manner.

As of the end of 2013, the Company has a total of 163 Active Projects, totaling 61,128 units.

Project	No. of projects	No. of units	No. of sold units	No. of unsold units	% of unsold units
Townhouses	92	29,303	14,798	14,505	49.50%
Single Houses	42	11,516	6,959	4,557	39.57%
Condominium	29	20,309	15,018	5,291	26.05%
Total	163	61,128	36,775	24,353	39.84%

BUSINESS STRATEGY

Carry out business to achieve steady and sustainable growth based on transparency and social responsibility principle with the key strategies as follow:

- Introduce modern innovation to construct and control home quality
- Introduce IT system to support information management to ensure prompt and accurate decision
- Customer Centric to place priority on the customer demand
- Focus on the human resource development at all levels with a career path to open up an opportunity to qualified employees and provide them with work incentives so that they will co-prosper with the Company.
- Operate business with social responsibility consciousness.

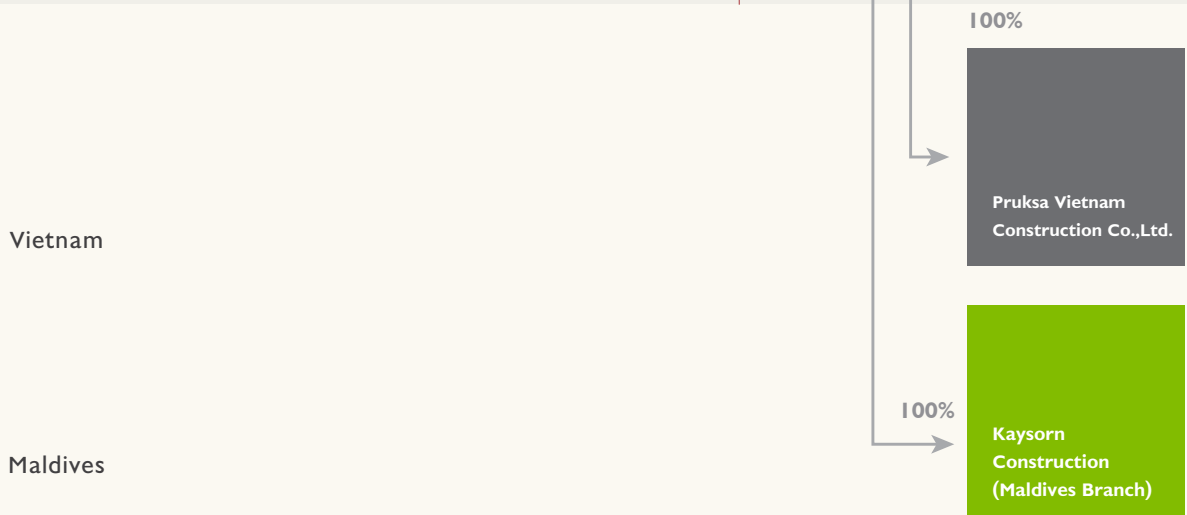
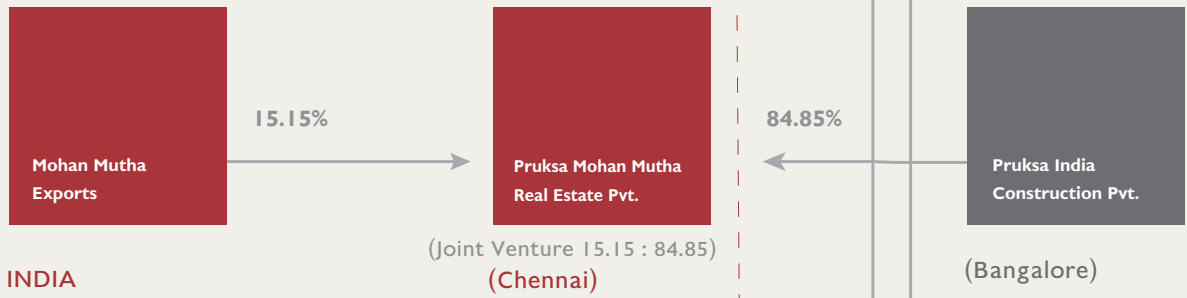
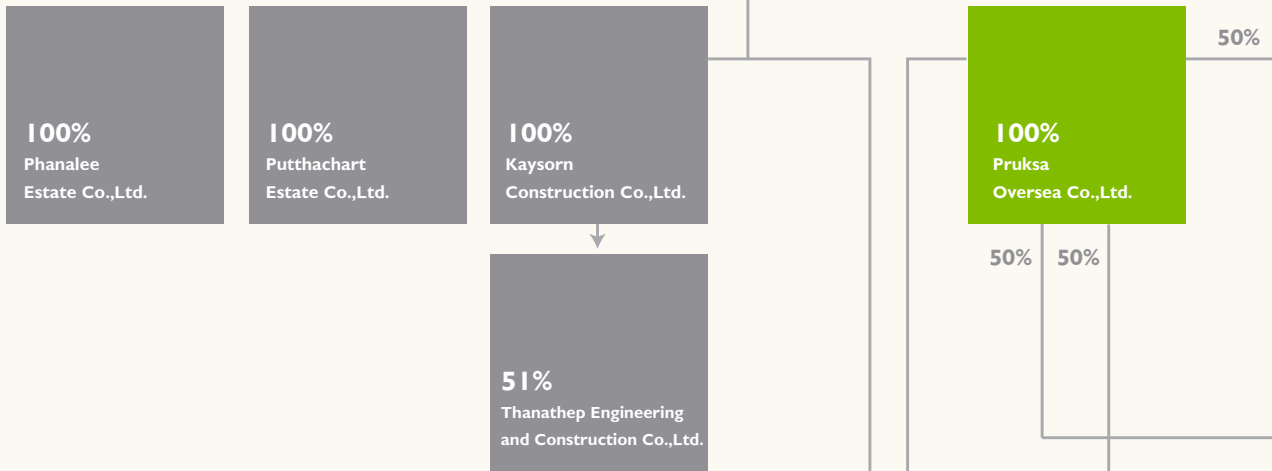
OPERATIONAL STRATEGY

The Company focuses on developing the residential projects to respond to the demand of the "Real demand" group of customers. For domestic market, Pruksa Real Estate focuses on developing horizontal projects namely single-detached house and townhouses to target every level of customers from low-end, medium-end to high-end customers including those in the provinces. For the overseas market, the Company chooses to invest in the countries with sufficiently large market size and sustainable economic trend in line with the Company's long term business plan.

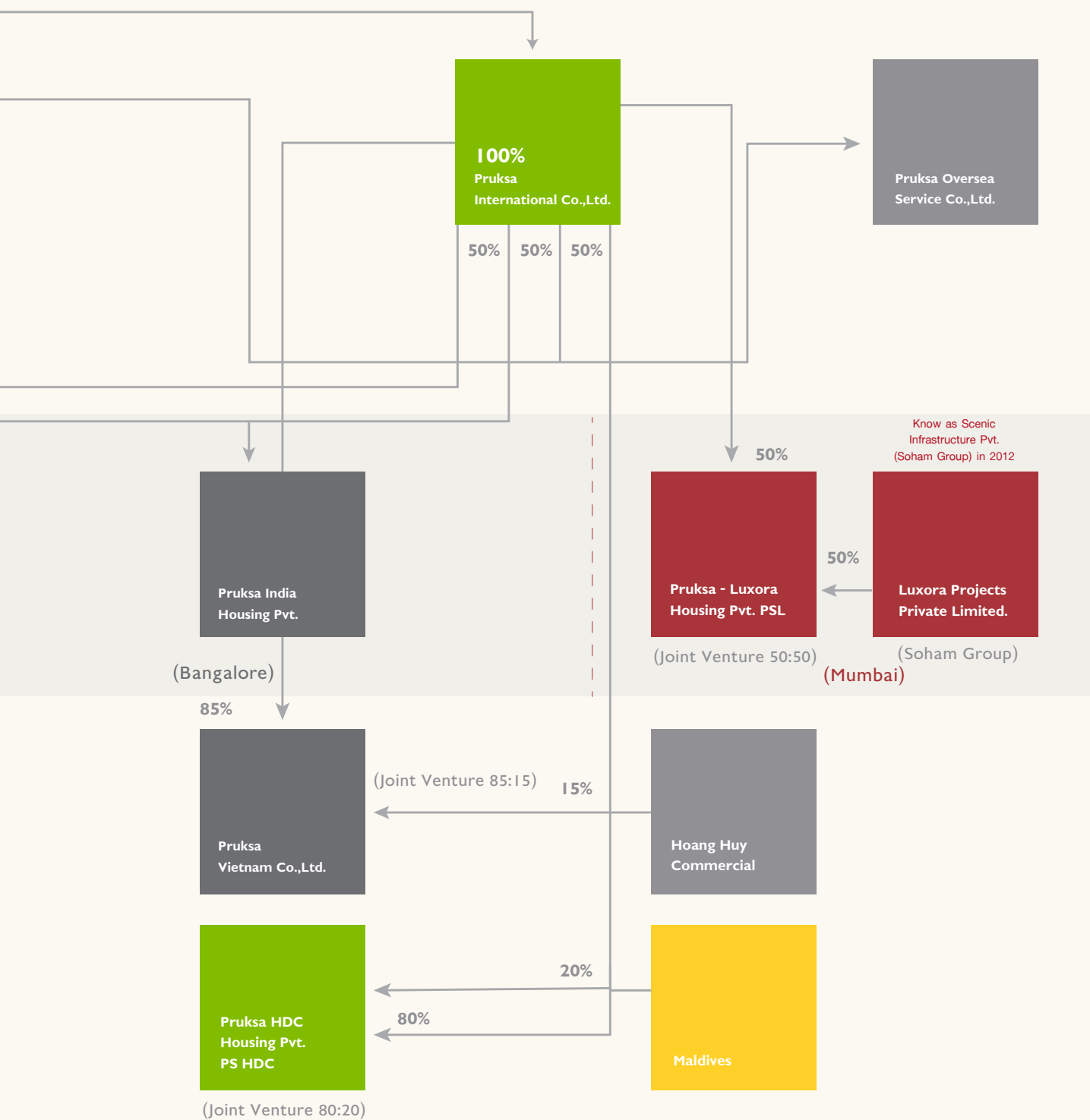


Pruksa Real Estate Public Company Limited

THAILAND



as of Dec 31, 2013





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 :

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

	Name	Address	Business Type
1.	Kaysorn Construction Company Limited	SM Tower, 29 th Floor, 979/95, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400	Construction contractor and housing decoration
2.	Putthachart Estate Company Limited	SM Tower, 30 th Floor, 979/99, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400	Real estate development
3.	Phanalee Estate Company Limited	SM Tower, 30 th Floor, 979/97, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400	Real estate development
4.	Pruksa Overseas Company Limited	SM Tower, 30 th Floor, 979/83, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400	Real estate development in other countries
5.	Pruksa International Company Limited	SM Tower, 30 th Floor, 979/98, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400	Real Estate Development outside Thailand
6.	Pruksa Overseas Services Company Limited	SM Tower, 27 th Floor, 979/84, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400	Regional operating headquarters (ROHs) support and service for the industries under the group or the company's branches inside and outside Thailand.

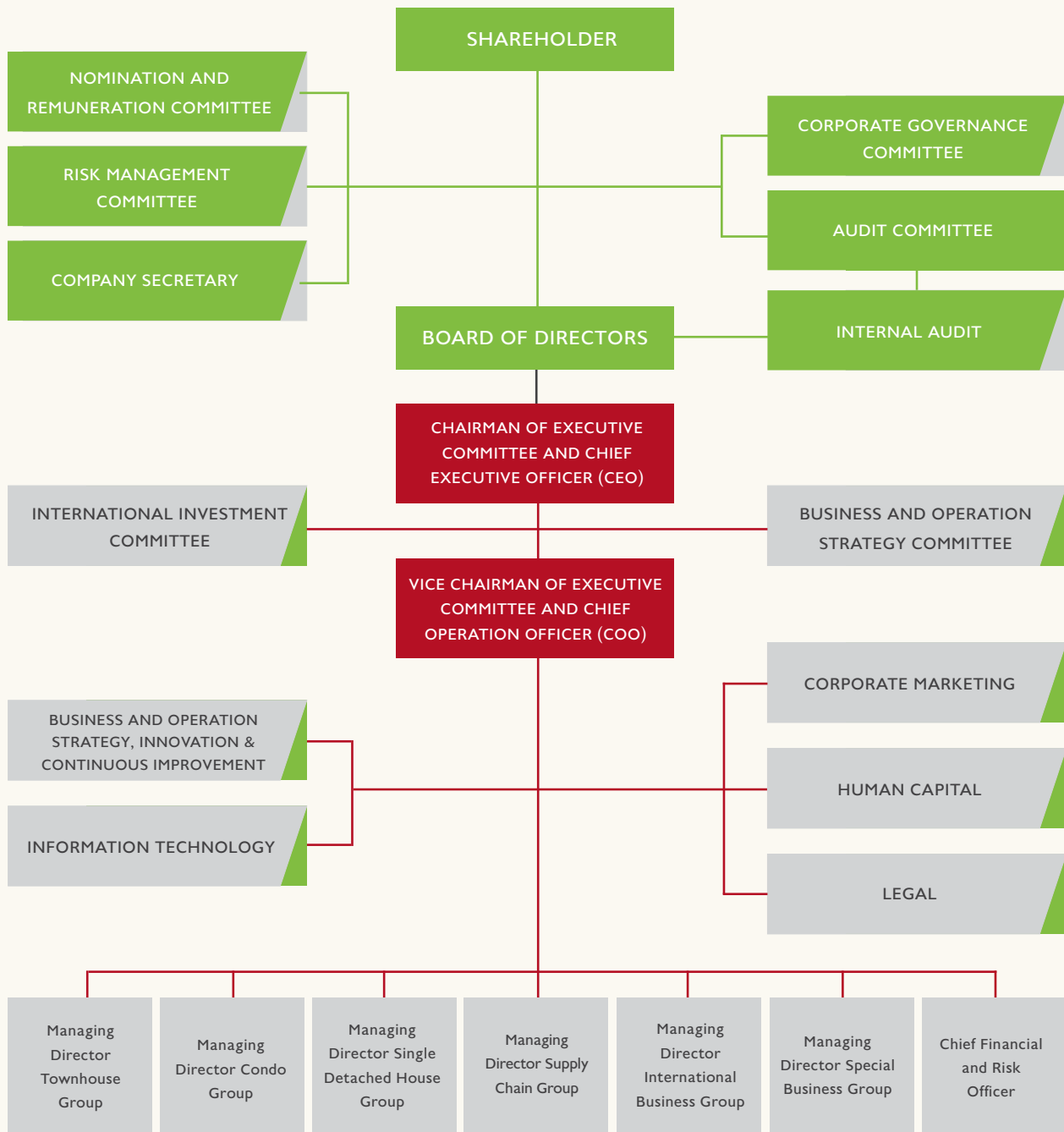
	Name	Address	Business Type
7.	Pruksa India Housing Private Limited	Ferns Icon, Unit No. 28, 1 st Floor, Daddanekundi Village, Next to Akme Ballet, Marathahalli Outer Ring Road, Bangalore-560 037 Karnataka, India	Real estate development in India
8.	Pruksa India Construction Private Limited	Ferns Icon, Unit No. 28, 1 st Floor, Daddanekundi Village, Next to Akme Ballet, Marathahalli Outer Ring Road, Bangalore-560 037 Karnataka, India	Construction contractor in India
9.	Pruksa Vietnam Construction Co., Ltd	Unit B, 8 th Floor, No. 116 Nguyen Duc Canh, Cat Dai Ward, Le Chan District, Hai Phong, Vietnam	Construction contractor in Vietnam
10.	Kaysorn Construction Company Limited, Maldives Branch (Maldives Branch)	Second Floor, HDC Building, Hulhumale, Republic of Maldives	Construction contractor and housing decoration in Maldives

Joint Ventures

	Name	Address	Business Type
1.	Pruksa-HDC Housing Private Limited	Second Floor, HDC Building, Hulhumale, Republic of Maldives	Real estate development in Maldives
2.	Pruksa-Mohan Mutha Real Estate Private Limited	Brooklyn Business Centre, 6 th Floor West Wing, 103-105, Poonamallee High Road, Chennai-600085 Tamil Nadu, India	Real estate development in India
3.	Pruksa-Luxora Housing Private Limited	Soham House, Hari Om Nagar, Off. Eastern Express Highway, Mulund (East), Mumbai – 400081 Maharashtra, India	Real estate development in India
4.	Pruksa Vietnam Company Limited	Unit A, 8 th Floor, No. 116 Nguyen Duc Canh, Cat Dai Ward, Le Chan District, Hai Phong, Vietnam	Real estate development in Vietnam
5.	Thanatp Engineering and Construction Company Limited	Lim Charoen 2 Building, 3 th Floor, 37/1, Vipavadee Road, Samsennai, Phayathai, Bangkok 10400	Construction contractor



PRUKSA REAL ESTATE PUBLIC COMPANY LIMITED ORGANIZATION STRUCTURE



PRUKSA'S VISION, MISSION AND CULTURE



VISION

"Pruksa aims to be the number one real estate brand in customers' minds with the goal of becoming a top ten residential brand in Asia by creating high-value homes for families to experience warmth, happiness and a better life every day."

MISSION

We are dedicated to fulfilling our customer's dreams of owning a home that truly value to enjoy their family life.

II

PRUKSA CULTURE

" I truly care about my customers. I want them to be happy.
So I work with passion to really satisfy their needs.
Firstly, I try very hard to understand what customers want.
This requires me to thinks through very carefully
until I come up with the right solution.
Then I move quickly into action on their behalf.
If my customers are happy, I feel proud I did a good job."



GOOD CORPORATE GOVERNANCE PRINCIPLE

The Company has placed high importance on and followed the good corporate governance principle pursuant to the international standard and the policies of the Stock Exchange of Thailand. The Company has outlined the Principles of Good Corporate Governance to promote ethical practices in the business operation. The Company is confident that good corporate governance will contribute to the Company's operating result and it is an integral part of the Company's fundamental business goal.

The Company has communicated the principles with the management and staff members to keep them updated and informed continuously. In addition, the details of good corporate governance are made available in the Company's website www.pruksa.com.

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, stakeholders, society and environment. The Board of Directors has an instrumental role in overseeing the Company's management to make sure that the management will commit themselves to performance excellence, with due consideration to the risk exposure of the company.

The Board Structure

- The Board of Directors of the Company (as of 31 December 2013) consists of 13 members, with diverse capability in professional skill and expertise. They are categorized by gender and age. Eleven of them are men and the other two are women. Five of them are between 30-50 years old. Eight of them are more than 50 years old. There are six non-executive directors (exceeding one-third of the board) and seven executive 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 and they have different scope of duties and responsibilities.



Sub-Committees

The Company has established the sub-committees namely the Audit Committee and other sub-committees to support the work of the Board of Directors such as the Risk Management Committee, the Nomination and Remuneration Committee, the Corporate Governance Committee and the Executive Committee.

1. The Audit Committee

The Audit Committee is responsible for reviewing the Company's financial statements and financial reports to ensure their accuracy and completeness and giving opinions on the changing accounting guidelines or significant accounting practices and effective internal control and internal audit system. The Audit Committee also approves the appointment, transfer and termination of employment of chief of internal audit unit or any other agency responsible for internal audit, reviews the report of internal audit submitted to the management, reviews the management's opinions regarding the auditing issue, meets the management, communicates with the employees and has an access to relevant information without any limitation. The Audit Committee considers the disclosures of information which can lead to potential conflict of interest pursuant to laws and the regulations of the Stock Exchange of Thailand. To ensure that the report is reasonable and most beneficial to the Company, the Audit Committee

produces the Audit Committee Report which is made available in the Company Annual Report and reviews to ensure that the Company has followed the Securities and Exchange Act, the requirements of the Stock Exchange of Thailand or relevant laws. The Audit Committee also considers selecting, nominating and setting the remuneration for the financial auditors, reviews the corporate charter at least once a year and carries out any other business as assigned by the Company's Board of Directors. The Audit Committee performs their duties in an independent manner and gives fair views and opinions with the auditing tasks performed by the Internal Audit Unit which directly reports to the Audit Committee. The Audit Committee consults regularly with the external auditors.

2. Risk Management Committee

The Risk Management Committee is responsible for acknowledging and providing recommendations regarding the policies, strategies and organizational risk management guidelines; examining the risk management plan of the operational units as well as the overall corporate risk management procedure. The Risk Management Committee acknowledges the significant risks and determines whether the management has appropriately addressed such risk and monitored the operating result in accordance with the scope of risk management at the organizational level.

3. Nomination and Remuneration Committee

The Nomination and Remuneration Committee is responsible for setting the policies and guidelines to recruit and nominate persons to be appointed as the Company's directors, sub-committee directors, Chief Executive Officer, the Executive Committee and Chief Operating Officer for the Board of Directors' approval and/or seek an approval from the shareholders' meeting. The Nomination and Remuneration Committee also determines the necessary and appropriate remuneration both in monetary and non-monetary form, sets the



guidelines and performance evaluation method and considers to review the remuneration structure and benefit payment system to make them commensurate with the individual duties and responsibilities, the operating result of the Company and the market circumstances.

4. Corporate Governance Committee

The Corporate Governance Committee is responsible for considering, reviewing and making the recommendations regarding the corporate governance practices, business ethics, social & environment responsibility policy, sustainable policy and other any policies and approaches which will support the Company's operation in line with the desirable ethical standard and practices. The Corporate Governance Committee ensures that the management executes the above-mentioned policy/guidelines to develop the Company continuously. The Committee also monitors and makes an instruction if it is found that the management and the employee do not follow such policies and guidelines as well as follows up and reports the operating result of the organization based on the corporate governance policy and other compatible policies to the Company's Board of Directors and external organizations as deemed appropriate.



5. The Executive Committee

The Executive Committee determines the policies, goals, strategies, operational plans, annual budget and scope of management authority of the Company for the Board of Directors' approval. The Executive Committee also oversees the Company's operation to ensure its effectiveness and suitability for the business environment; provides advices, recommendations on the corporate administration to the senior management; approves the investment expenditure, the financial activity arrangement with financial institutions, transaction/ registration of land ownership for routine business transaction of the Company. The Executive Committee determines the organizational structure and effective management, supervises and approves the issues relating to the Company's operation and screens every work proposal for the Board of Directors, except for the tasks under the responsibility and/or the authority of other sub-committees.

Code of Conduct

The Company is strongly determined to encourage the management and every employee to uphold to desirable standard of behavior in the same direction under the changing business environment. Therefore, the Company has prescribed "Code of Conduct Manual" as the behavior guidelines together with rules and regulations of Pruksa Group of Companies based on the framework of ethics, integrity and honesty with equitable and constructive treatment by considering the safety of the society, the community and the environment, anti-corruption efforts, anti-bribery, political involvement, any other potential conflict of interest and the respect of rules of law and human right principles.

Every employee receives a code of conduct manual and affixes his/her signature for acknowledgement and observation. Human Resource Division is responsible to ensure the management and employees follow the good corporate governance policies and business code of conduct with understanding, acceptance and trust since 2006. In 2010, the Company revised the Code of Conduct Manual to update the content to cover various approaches in line with the governance recommendations given by the Stock Exchange of Thailand to make the performance of the Board of Directors, the management and employees up to the desirable standard with ethical approaches and integrity recognized by every related party.

Disclose of information and internal audit

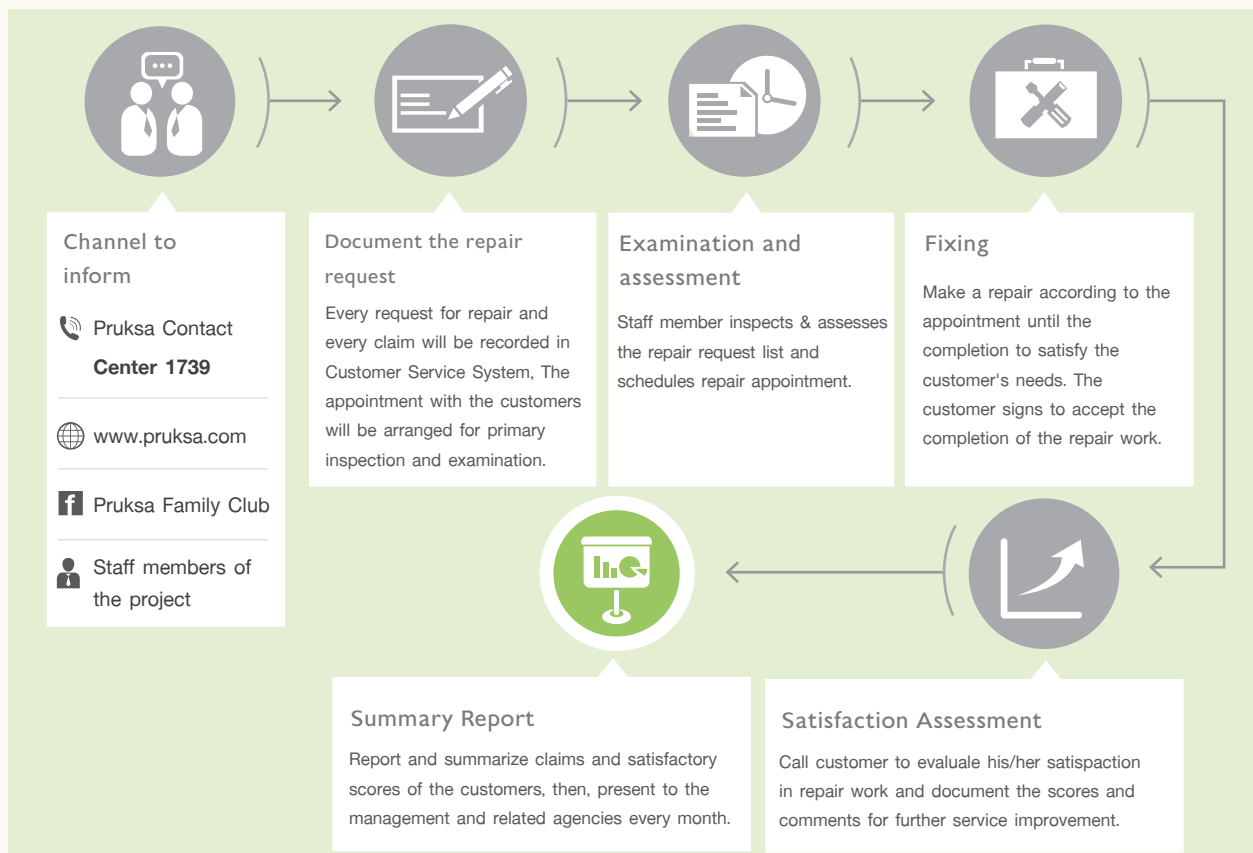
Internal audit is a tool that the Company uses to examine the internal control process with the internal audit unit carrying out the oversight task by considering the risk level in every activity of the Company under the scope of work covering internal audit, compliance of rules and regulations and financial statement. The examination plan will be approved by the Audit Committee and the audit result will be reported to the Audit Committee regularly every month. The approved audit result will be reported to the organizations which have been audited for follow-up, finding the solutions and addressing the issues in question. Some cases may require joint solutions and actions from related agencies.

In addition, the Company has provided for the channel to disclose information, receive claims, recommendations and useful advices including issues that may impact or pose a risk to stakeholders as a result of business operation or malpractice or the violation of the Company's ethics, dishonest act and unfair practices to the Board of Directors. Investigative process ensures the confidentiality of the informant to safeguard fair treatment of every related stakeholder under the good corporate governance principles. Information, claims and recommendations will be forwarded to related agencies for consideration and follow-up according to desirable protocol. The summarized report will be presented to the Board of Directors and Executive Committee regularly every month for further improvement. The communication channels are as follow :

Channel to contact for all stakeholders :

	Pruksa Contact Center 1739		Pruksa Family Club
	www.pruksa.com		Corporate Communication Division cc@pruksa.com
	Postal Mail : Corporate Communication Division, Pruksa Real Estate Public Company Limited		Internal communication and disclose information : Tai-Rom jurnal, Intranet, HR For You Hot Line, Pruksa Newspaper, SMS Etc.

Procedure to Manage Problems and Claims for Customer

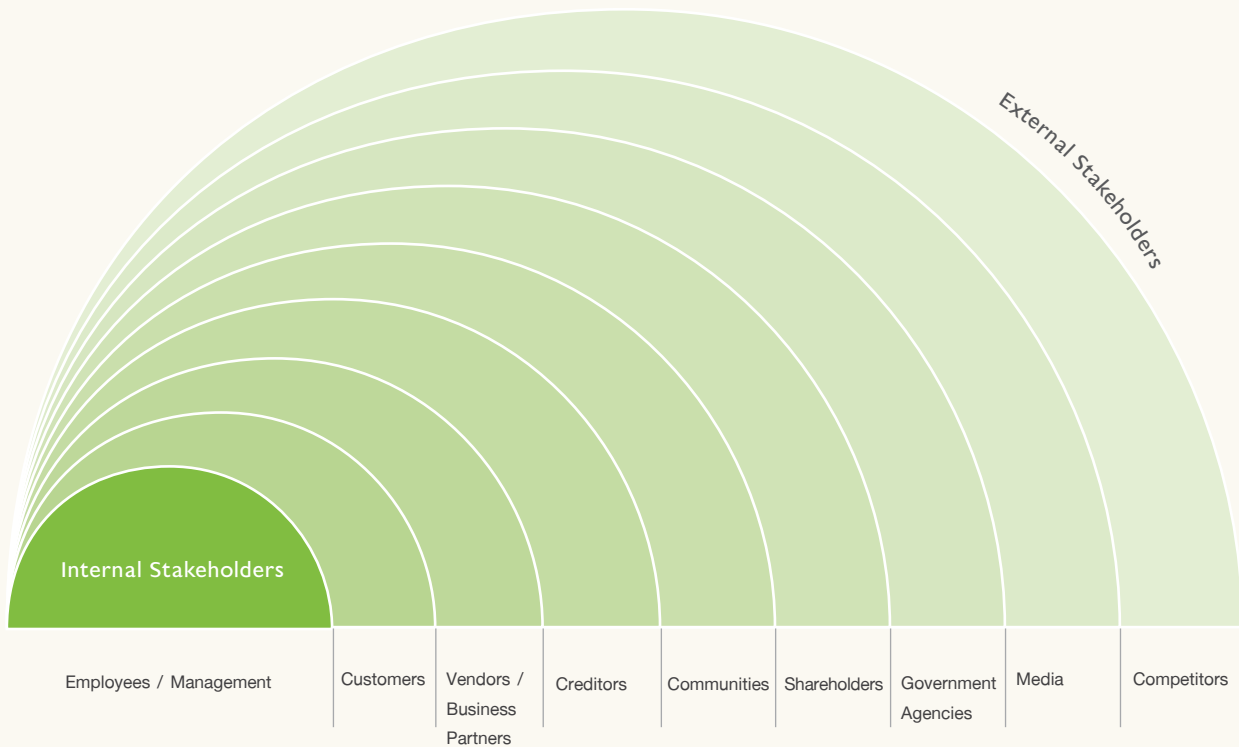




Impact Assessment on “Stakeholders”

The Company has carried out its business based on the consideration of impact on “the stakeholders” and set the priority based on the positive and negative impacts as well as the direct and indirect impacts to respond to the demands and expectations of the stakeholders by setting the priority tasks with the highest priority on top as follow :

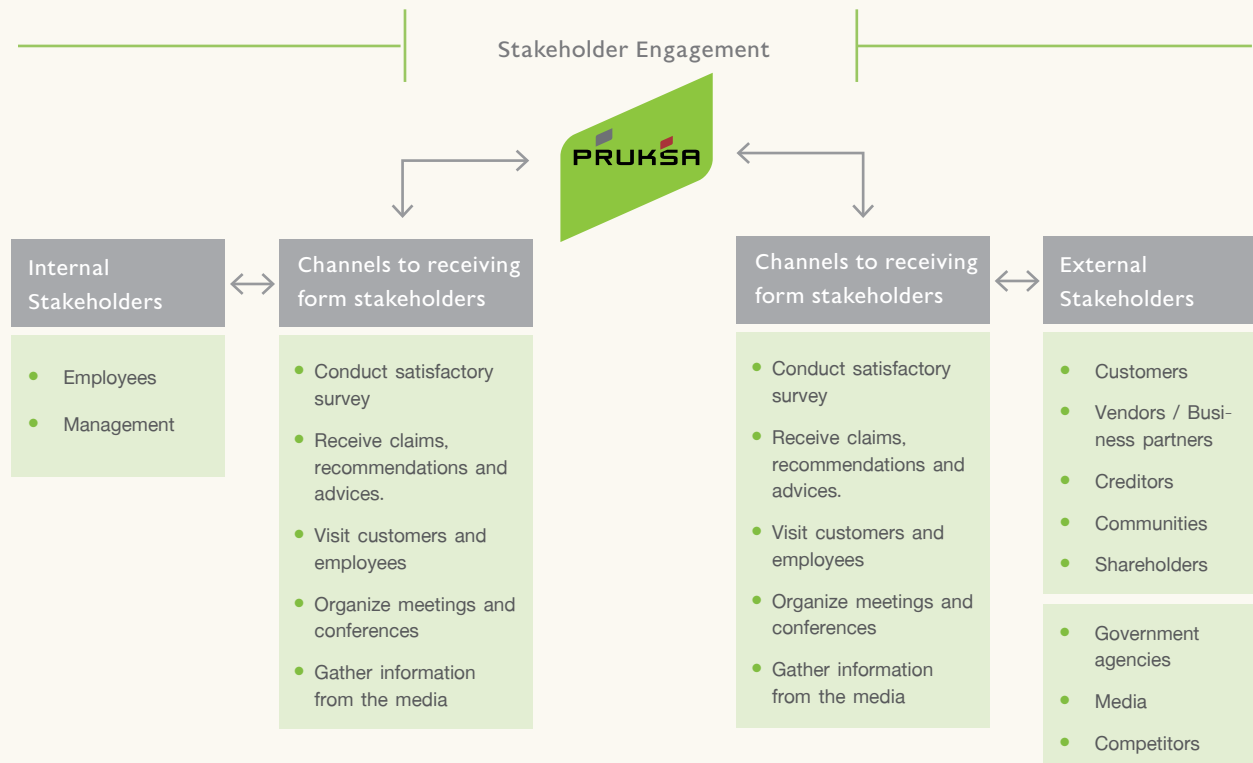
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Due to the diversity of the Company’s stakeholders, the Company uses various tools and channels to find out the needs and expectations of each group of stakeholder, including

- Conduct satisfactory survey
- Receive claims, recommendations and advices.
- Visit customers and employees
- Organize meetings and conferences
- Gather information from the media

The Company has incorporated the survey findings in the guidelines to improve the operation and respond to the expectations of every group of stakeholders appropriately and continuously, contributing to the sustainable growth of the business based on the principle of participation and corporate governance.





Responsive approaches to the stakeholders are prioritized as follow :

Employees / Management	Knowledge development, fair and equitable treatment based on human rights principle to provide fair career opportunity.
Customers	Develop products and services to respond to diverse needs and control the quality to achieve the desired standard.
Vendors / Business Partners	Carry out business within the fair trade competition framework and provide appropriate compensation and develop the capacity and quality of labor.
Creditors	Treat creditors with fairness and transparency according to the conditions and agreements.
Community	Operate the business based on ethical standard and support activities to improve the quality of life, society and environment.
Shareholders	Operate the business based on corporate governance principle to ensure the business grows with solid foundation based on social responsibility
Government Agencies	Follow rules and procedures prescribed by relevant government agencies.
Media	Disclose information in a transparent, accurate and speedy manner.
Competitor	Treat competitors fairly under the scope of honest trade competition.

Corporate Risk Management

The Company has embraced the risk management in every step of work process covering risk management for the entire organization. Risk Management Committee is responsible for acknowledging and providing the policy recommendations, risk management guidelines at the organizational level and risk management framework. Risk management can be categorized according to the types of risk as follow :

- Risks relating to land plot, law and communities : land plots are harder to find, community resistance and city planning law
- Risks relating to competitor : fierce trade competition
- Risks relating to construction and service quality : quality control in construction and service standard.
- Organizational risk / human resource : human resource nurturing and development
- Operational risk : control and manage the organization to reach the goal.
- Risks relating to corporate image : public relations and claim management
- Risks relating to cost : cost control and management
- Risk relating to customers : changing customer behavior and higher expectations of the customers
- Risk of technology and development : technological development to respond to the needs of the organization.
- Risk of external surrounding and environmental impact
- Financial institution risk : strict requirements for loan approval and financial measures

To manage risk, the Executive Committee is responsible for determining the policy to identify the risk, evaluate risk level and provide for measures to manage risks at the acceptable level, including following up the results and reporting risk status by covering and revising the adequacy and effectiveness of significant risk management measures continuously to ensure that if the incident happens, the situation will be resolved quickly. Each type of risk is assigned to different responsible person and the status of significant risk will be regularly reported to the Executive Committee every week to keep the management informed of the risk status of the organization.

Social Responsibility Guideline

The Company has incorporated social responsibility guidelines as part of CSR-in-Process as follow :

Good corporate governance

Carry out the business practices lawfully according to the relevant laws with transparency and execute the corporate governance policy based on sufficiency philosophy by considering the interest of all stakeholders.

Fair business practice

Promote fair competition, refrain from engaging in any act that may lead to conflict of interest and violations of intellectual property rights and oppose corruptions.

Accountability to customers

Strive to develop the quality products without leaving negative impacts on the environment, provide accurate information about the products and services without exaggeration, keep the customers' secrets confidential and refrain from unlawfully using the customers' information for the benefit of themselves or related parties.

Human rights and employee treatment

Support and respect human rights, treat employees with equity and fairness regardless of their gender, race and religion and provide for the welfare, safety and sanitation in workplace including the execution of policies to support human resource learning and development and encourage the employee participation in social service activities.

Environment and safety

Provide for inspections and analyses about environmental impact and safety in business process as well as an efficient use of resources.

Community & social development and publicity of innovations from social responsibility operation

Enhance the effort to develop innovation to promote the quality of life to strengthen the economy, the community, the society and the environment in tandem with an expansion of sustainable business, coupled with the social responsibility in every step of Pruksa Value Supply Chain.



IMPORTANT EVENTS IN 2013

In 2013, Pruksa Real Estate Public Company Limited experienced a series of important events as follow :

Pruksa Real Estate announced the new vision “Pruksa is determined to become No.1 brand in the customers’ hearts in residential property business and become one of the top-ten property brands in Asia by creating high quality residences for every family to enjoy happiness, warmth and a better life every day.” Together with the new vision, the company has restructured the corporate management to make sure that the business management will respond to the needs of every level of customers. The responsibility of the management is assigned according to the segment of residential units. The Company concentrates on the excellence of home building innovation and services to boost the flexibility in the operation at all levels in response to the constantly changing competitive environment in the real estate market.



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Pruksa Real Estate PCL has also rebranded the Company’s image based on the brand idea,

“Mind” beyond invention

to revitalize the corporate image, expand the customer base and make Pruksa brand No. 1 in the customers’ hearts.

- **Management** : Mr. Thongma Vijitpongpan, Chairman of Executive Committee and Chief Executive Officer, won the “Best CEO Awards 2013”. Presented by the Stock Exchange of Thailand, the prestigious award in the capital market is given to the top executive with outstanding performance who has demonstrated exceptional vision, strategic capacity and strong leadership to steer the course of the organization to great success, while adhering to the ethical principles in running the company, placing high importance on social responsibility and paying attention to investor relations activities.

- **Operating result** : Pruksa Real Estate won the Best Company Performance Award 2013 in the category of the listed companies with the market securities value of between Bt20 billion to Bt50 billion. Presented by the Stock Exchange of Thailand, the award is to honor the listed companies with outstanding performance both in terms of operating result and corporate governance, coupled with the disclosure of information and quality of the company’s financial statement.
- **Social responsibility** : The Company, this year, takes pride in collecting 3 awards in Corporate Social Responsibility namely :
 1. Outstanding Corporate Social Responsibility Awards at SET Awards 2013
 2. CSRI Recognition 2013
 3. Outstanding Sustainability Report Award 2013
- **Innovation and quality** : Pruksa Real Estate received “Silver-Level Award” and “Bronze-Level Award” from ASQ Award



More importantly, the Company has attained “Pruksa Culture” to ensure the employees perform their duty with their heart to create value in products and services. Pruksa Culture is part of the CSR in Process aimed to create the value in every step of Pruksa Value Supply Chain, starting from finding the location and potential land plots, designing residential projects to respond to the customers’ needs, using modern and green technology in the construction with high quality up to standard to every step of after-sale service. Based on the “Lifetime Service” Policy, the service will continue forever even after the project is handed over to the juristic persons.

And to keep every employee informed and encourage them to realize the corporate culture, the Company has communicated with the employees through various channels such as through the meetings to inform the policies during the quarterly management meeting and the weekly management meeting, Intranet, email and Pruksa Newspaper, among others. Four key objectives are set as the operational framework, namely :



Product Excellence



Creative Design Excellence



Service Excellence



Operational Excellence

The above-mentioned operational guidelines have been used as the indicators in Balance Score Card to evaluate the work performance twice every year in organizational, unit and individual levels to warrant that new corporate culture will receive serious feedback from employees in every unit.



Economics
Performance





ECONOMICS PERFORMANCE

For the year 2013, the Company and its subsidiaries generated total revenue of 39,041.1 million baht, an increase of 11,900.4 million baht or a 43.8% increase from the previous year. The main factor was an increase of real estate sales of 11,824.3 million baht. The revenue from townhouses, the main segment of the Company was 20,669.5 million baht, an increase of 5,067.0 million baht or a 32.5% increase from the previous year. Revenue from single-detached house was 9,194.7 million baht and grew by 1,129.1 million baht or a 14% increase from the previous year. Revenue from condominium was 8,449.7 million baht, an increase of 5,609.6 million baht or a 197.5% increase from the previous year. The company and its subsidiaries have expanded its investment in many projects in both townhouses and single-detached houses and are able to reduce the business cycle time and speed-up transfers to the customers. During the year, the Company completed six condominium projects and recognized 7,633.4 million baht of revenues from those projects.

For the year 2013, the net profit was 5,800.8 million baht or 14.9% of total revenue, an increase of 1,902.8 million baht or 48.8% increase from the previously year due to higher revenues.



Economic Value Generated and Distributed		Amount (Bath)
Direct Economic Value Generated		
- Total Revenues		39,041,123,389
Direct Economic Value Distributed		
- Operating Costs		25,349,908,981
- Employee Wages and Benefits		2,590,969,823
- Payments to Providers of Capital		2,304,469,921
- Payments to Government		2,916,308,802
- Community In vestment		44,935,111
- Environmental Investment for Community.	1,838,571.48	
- Production Cost for Residential Maintenance Handbook.	1,300,000.00	
- Community Administration Expenditure.	9,771,485.51	
- Other CSR in Process Investment.	16,438,287.95	
- CSR after Process Expenditure.	15,586,766.06	
Economic Value Retained		5,834,530,751

Remark :

The payments to government consists of Corporate Income Tax 1,389,606,065 Baht, Specific Business Tax 1,264,747,692 Baht, and Ownership Transfer Fee 261,955,045 Baht. Total 2,916,308,802 Baht

Referent : Annual Financial Statement 2013 and Annual Report 2013





Environmental **Management**



ENVIRONMENTAL MANAGEMENT

It is generally accepted that real estate business is an important factor for the foundation of the society because it makes a home, which is an essential element of human life. Dwelling reflects the quality of living of people in the society. Being a residential project developer, Pruksa Real Estate has an important role in creating a good society and developing the economy to achieve sustainable prosperity.

On the other hand, real estate business requires a variety of resources in every step of activities, including construction materials, water resources and land use. In addition, it can leave impacts that may occur during and post construction, coupled with the repercussions on the surrounding communities and environment. Therefore, in operating the business, the Company has realized the importance of the conservation and reduction of the environmental impact. In each project development, the Company will assess possible impacts in tandem with preventive measures, monitor and introduce innovations to prevent and solve the environmental issues on a continuous basis.

The Company has therefore set forth the environmental policy for the entire organization including the environmental management. The Company also monitors the results to evaluate the quality of environment and carries out continuous supervisions to ensure that the environmental management will bring about satisfactory result to every group of stakeholders.

ENVIRONMENTAL POLICY AND MANAGEMENT

- **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 has invested in modern technology. In 2013, the Company planned to invest approximately



Bt2.1 billion to build a new Pruksa Precast Concrete factory to produce prefabricated concrete for construction. The new green technology used in the precast factory contributes to safety environment in the urban area and the construction sites because there is no concrete mixture at the construction unit. 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 the residents who live in the neighborhood.

- **Water Management**

Whenever the law requires any residential project developed by the Company to accommodate a water treatment pond, the Company will install a waste water treatment pond with recognized standard to treat water before discharging it in public waterways.

- **Reduce Environmental Impact on Communities**

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

Prevention and Reduction of Environmental Impact inside Pruksa Precast Concrete Factory

The company has invested in environmental pollution prevention and environment management in PCF by investing in the procurement of 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 collecting system, cleaning platter 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.

Machinery / System	Dust Prevention and Control Management			
	2010	2011	2012	2013
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.	Always maintained the machinery accordingly, the maintenance cost was around 3,000 Baht per year.
Shuttering cleaner with dust collecting system	Added the installation of shuttering cleaner with dust collector worth approximately 2.5 million Baht.	- Added the installation of shuttering cleaner with dust collector worth approximately 5.5 million Baht. - Always maintained the machine according to the machinery maintenance plan to ensure good condition at all times. The maintenance cost was around 50,000 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.	Always maintained the machinery accordingly, 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.	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.	Always maintained the machinery accordingly, 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	2013
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.	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.	- 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. - Always checked and maintained the machinery to ensure good conditions at all times with the maintenance cost of approximately 125,000 Baht per year.	Always checked and maintain the machine to ensure good conditions at all times with the maintenance cost of approximately 125,000 Baht per year.	Always maintained the machinery accordingly, the maintenance cost was around 125,000 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	2013
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.	Always maintained the machinery accordingly, the maintenance cost was 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 around 50,000 Baht per year.	Always checked and maintained machinery to extend their usable life with the maintenance cost around 50,000 Baht per year.	Always maintained the machinery accordingly, the maintenance cost was around 50,000 Baht per year.



Treatment of Leftover Waste from Production

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 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			
	2010	2011	2012	2013
Sediment Pond	Built 3 sediments ponds worth around 2.5 million Baht	Always checked and maintained sediment ponds by spending around 3,000 Baht annually on maintenance cost.		



Material Management

The Company has introduced the precast technology to elevate the construction efficiency in line with international standard by applying the German technology to produce parts at Pruksa Precast for residential construction. The process enables the Company to manage the material use effectively.

- Reinforced Steel

Pruksa Precast introduces Automated Mesh Welding Plant to use in manufacturing reinforced steel, making every piece of precast precise, accurate and complete. In addition, the Company can reduce waste caused by the traditional reinforced steel production. The process leads to an effective use of construction materials.

- Cement Use

In producing steel-reinforced concrete annually, the production capacity varies according to the sales volume of residential projects each year. Cement is the main material in the production with the amount of utilized cement as follow :

Amount of used cement	2009	2010	2011	2012	2013
(Ton)	237,904.93	314,030.41	357,302.32	339,281.16	497,543.62
(m ³)	99,127.06	130,846.00	148,875.97	141,367.15	207,309.84

Note :

1 m³ = 2.4 ton

Summary of Pruksa Precast Factory Environmental Impact Assessment

As a result of Pruksa Real Estate's determination to continuously administer the environmental consequences, the Company has summarized the key findings from the environmental quality assessment as follows :

Result of Air Quality Measurement at Workplace

Location	Total Dust : Unit mg/m ³					
	Standard Value	2009	2010	2011*	2012	2013
Precast Factory 1	15	0.72	0.57	N/A	0.109	0.761
Precast Factory 5	15	N/A	N/A	N/A	1.67	1.09

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	2009	2010	2011*	2012	2013
Precast Factory 1	90	N/A	88.6	N/A	77.1	77.1
Precast Factory 5	90	N/A	N/A	N/A	80.1	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.

Reduce Environmental Impact of Transportation

Transporting construction materials is an essential part to contribute to the Company's business success but it can also leave an indirect impact on environment. The Company has applied "Effective Transport" which is a concept from the SGA contest (an activity to promote new innovations from the employees' initiative) to transport the Company's products to reduce the number of trips by finding ways to increase the volume of container per each trip. The reduction of transport trip helps save the transport cost. In 2013, the Company could save Bt2.34 million of transport cost, marking a good beginning of the Company's initiative in mitigating an environmental impact of transport and logistics within the organization. Moreover, it is the concept created by the employee participation.

Transport comparison: before and after the initiative

Action	No. of transport (trip)/year	Transport cost (million Baht)
Before	1,335	5.07
After	668	2.74
Saved Expense	667	2.34

Note :

For an increase of container per trip, the total weight is 16 tons which is under 25 tons or the standard required by the law.



Technology Roadmap

The application of appropriate technology results in 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 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 existing and potential technology in order to choose, assess and determine the suitable technology to respond to the business demand as follows :

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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, which includes energy saving technologies and environmental friendly.
- Respond to the specifications of all demographic groups. Including elder house designed to.
- Technology to enhance living comfort and captivate digital lifestyle such as electric control house using cell phone to switch on and off the power.
- Safety concern technology to increase safety in life and property such as safety concern alarm to reduce the accident from falling from high place.

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

Pruksa 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 period

Throughout the process of project construction, the Company has monitored and inspected the quality of physical environment and biology and compared the findings with Thailand's environmental quality standard. The Company summarizes the monitoring results based on the preventive and remedial measures and environmental impact and submits the recommendations to relevant agencies such as the Office of Natural Resources and Environmental Policy and Planning, the Provincial Office of Natural Resources and Environment and the Local Administrative Organization for joint consideration. The impact of human use values and quality of life are also evaluated.

Project implementation period

The Company has measured and assessed the impacts on physical environment and biology as well as the impact of the human use values and quality of life.

In 2013, there are two residential projects namely Pruksa 80 Chonburi Condominium and The Tree Bang Po Station of which the constructions were carried out according to the preventive and remedial measures to mitigate the environmental impacts with key measures and operating results as follow :



The Tree Bang Po Station Project

Environmental Impact	Preventive and Remedial Measures	Environmental Quality Monitoring	Operating Result
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Physical Environment

Air Quality			
1) Dust and Air pollution	1. Limit vehicle speed inside the project 2. Produce clear announcements and traffic signs to prevent any confusion of driver to safeguard safety driving inside the project and at the entrance-exit area. 3. Provide for green area inside the project by planting perennial trees, bushes and shrubs inside and outside the building to absorb pollution and reduce dust pollution	- Maintain street signs and traffic signs inside the project in good condition at all times. If any damage is found, the Company will fix or replace it instantly.	- Grass covers the soil surface to prevent dust. The value of airborne pollution is below the required standard. Therefore, it does not leave any significant impact on air quality.
2) Noise	1. Vehicle speed inside the project is controlled. Speed limit signs and traffic cones are available to slow down the vehicles, reducing the noise pollution.	- Noise detecting machine measures the noise when the bore piles are being constructed. Commentary boxes are available in the security booth area throughout the construction period.	- The project is a residential building. Therefore, the project does not leave any significant impact on the noise level.

Environmental Impact	Preventive and Remedial Measures	Environmental Quality Monitoring	Operating Result
3) Water Quality	1. Clean grease trap every week. 2. Provide vacuum truck to clean and treat sediments every month. 3. Reuse waste water to nurture plants by designing percolation system to prevent people from being in contact with waste water.	- Provide the water quality inspection at the site before and after the water is discharged from the treatment system every month based on the following index : pH, BOD, Fat, Oil&Grease, SS, TDS, Settleable, Solids, Sulfide and TKN	- The project does not discharge the water directly to the soil. Therefore, it does not leave any significant impact on water quality.

Physical Environment

1) Land Ecosystem	- Strictly follow the preventive and remedial measures to address the impact on physical environment such as the quality of air, noise and water.	- None of physical environment is found to have any significant economic implication or conservation value. Therefore, the project does not have any significant impact on land ecosystem and physical environment concerning water ecosystem.	- None of ecosystem resource in the project site and surrounding area is found to have any significant impact on the physical environment.
2) Water Ecosystem	- Maintain the waste water treatment system to ensure good conditions at all times.		

Human use Values

1) Waste Water Treatment	1. Provide the common waste water treatment system of the project. Rotating Biological Contractors (RBC) system can treat waste water to leave BOD at no more than 20 milligrams per liter. 2. Provide methane gas tank to store methane gas from the waste water treatment and burn it every day to mitigate the global warming effect.	- Conduct the water quality inspection at the site before and after the water is discharged from the waste water treatment system every month.	- The project does not discharge the water directly to the soil. Therefore, it does not leave any significant impact on the quality of water.
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Environmental Impact	Preventive and Remedial Measures	Environmental Quality Monitoring	Operating Result
2) Waste Treatment	1. Provide waste storage in every floor, one room/floor 2. Display the visible announcements to encourage the residents to separate waste for recycle to reduce the amount of waste in the project.	- Regularly inspect the interior of the waste container. Once any damage is found, the Company will fix or replace it immediately.	- If the amount of waste is around 6-6.5 tons/day which is beyond the capacity of a 5-tonne garbage collection truck, the Company will contact the responsible agencies to increase the number of collection trucks.
3) Energy Conservation	1. Design the building to save the energy by creating eco-friendly landscape and screen the heat from entering the building. 2. Set the energy saving measures such as using air ventilating machine only when necessary and set the temperature of the air conditioning machine at 25-26 Celsius and use energy saving light bulbs such as LED light bulbs.	-	- The project requires the total power consumption of 3,300 KVA which is high. Therefore, the Company promotes the energy saving campaign.

Quality of life Value

1) Social Impact	- Strictly follow the preventive and remedial measures in various aspects such as physical, biological and human use values to leave minimal impact to neighboring communities.	Listen to comments and claims throughout the period of construction.	- The project's buildings are for the residential purpose to prepare for an expansion of the communities in line with the usage of surrounding land plots.
2) Visual Perspective	- Maintain the greenery area of the project in good condition at all times.	-	- There is no significant impact on the visual perspective. To enhance the pleasant landscape, the building is painted in light tone. The greenery area is arranged to enhance the aesthetic element of the landscape.
3) Obstruction of Natural Wind Flow	- The building is located within a proper distance from the nearby buildings to allow the natural air flow to the surrounding areas.	-	- There is no significant impact.



Baan Pruksa 80 Project

Environmental Impact	Preventive and Remedial Measures	Environmental Quality Monitoring	Operating Result
Air Quality and Dust	- Limit the speed of every truck which transports the construction materials to the project site at no more than 30 kilometers/hour. - Use canvas or similar material to cover the entire building during the construction to prevent dust and construction waste. - Grow big trees to absorb CO₂ emitted from the vehicles inside the project.	Install the dust detector throughout the period of construction ⁽¹⁾	- Leave the value of maximum dust level at 0.007 mg/cubic meters (the overall air quality is equivalent to 0.093 mg/cubic meter which is within the air quality standard) - Trees planted inside the project reduce the total CO₂ emission from the vehicles inside the project.



Environmental Impact	Preventive and Remedial Measures	Environmental Quality Monitoring	Operating Result
Noise and Vibration	- Control and supervise the construction to meet the deadline to leave the minimum disruption to the local communities - Provide the at fence least six meters high surrounding the land plot. - 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 the noise detecting machine throughout the period of construction ⁽²⁾	The noise level from the construction is within the standardized noise average of (L_{eg}) 24 hours 50.5 dB(A) and not exceeding maximum noise level (L_{max})
Land Resource and Soil Erosion	- 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. - Construct the fence or wall with at least two meters high to seal the construction site to prevent the soil erosion to the outside area.	Inspect the shutter walls once a week throughout the construction period.	The maximum land erosion to the outside is measured at -0.116 tons/rai/year which is low (acceptable level is no more than 5 tons/rai/year). Therefore, there is no significant impact of land erosion.
Waste Water Treatment	- Provide for sanitation engineers or technicians to control and improve the waste water treatment system to warrant its efficiency at all times. - Install the waste water treatment meter separately from the electricity system in order to check whether the waste water treatment system is running at all times. - Always check and maintain the waste water treatment system	Collect the sample and analyze the water quality by using acceptable standard once a month ⁽³⁾⁽⁴⁾	After the treatment process, waste water has the BOD of no more than 20 milligram/liter. Therefore, it does not leave any significant impact on the water quality.

Environmental Impact	Preventive and Remedial Measures	Environmental Quality Monitoring	Operating Result
Trash and Garbage Waste Management	- Provide durable garbage bin with a lid to store garbage and trash for at least three days before the waste collecting vehicle comes to pick up the trash.	Always check the location of 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.10 (B.E.2538) and 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. 2538) and No.51 (B.E.2541) issued pursuant to the Building Control Act B.E. 2522.

Based on the environmental quality monitoring measures of the project as presented in the tables previously, the Company's projects do not leave any significant environmental impact in terms of water management, noise pollution and waste treatment. Pruksa Real Estate has effectively managed the environmental impact. Thanks to perennial plants, trees and greenery area, the project is surrounded by pleasant environment which reduces the air pollution and increases the greenery area.

Environmental Expenditure and Investment

Environmental management is part of social responsibility which is an integral part of the Company's operation. Pruksa Real Estate has chosen green technology which is modern and efficient. The energy-saving technology does not leave any impact from the construction of residential projects on the environment. The Company also follows up the results and finds solutions to leave the minimum carbon footprint. In 2013, Pruksa spent approximately Bt700 million of investment budget and expenditure, higher than 2012 when the Company spent Bt5.6 million, to manage the environment impact. This is because, in 2013, the Company invested in two Pruksa Precast factories. The new factories use concrete recycling system to treat and reuse water and concrete slab for the production and segregate gravels and sand, leaving no waste left from the production. Pruksa is the first green factory which uses this eco-friendly system.





Employee Treatment and
**Integrating Human Rights
into Management**





EMPLOYEE TREATMENT

Since Pruksa Real Estate Public Company Limited has continually expanded the business, the company realizes the importance of recruiting personnels 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 Categorized by Corporate Levels (Y2013)

Unit : Persons

Level	Male	Female
Management Level 6- 8	19	4
Management Level 4 - 5	282	109
Operational Level 1-3	1,703	1,338
Staff	532	445

Number of Employees in Each Category, Categorized by Gender, Age and Employment Contract

Unit : Persons

No. of Personnel in Each Category*		Staff Members	Commissioned Workers	Contractors	(Total)
		(Total)	(Total)	(Total)	
Diversity Benchmark	gender				
	Male	2,023	513	-	2,536
	Female	1,456	440	-	1,896
race	Thai	3,479	953	-	4,432
	Myanmar	-	-	2,354	2,354
	Cambodian	-	-	5,520	5,520
Employment contract	Full-Time Workers (8 hours)	3,479	953	-	4,432
	Part-Time Workers	-	-	-	-

Number of Employees Categorized by Gender and Employment Contract

Unit : Persons

Year	Gender	Permanent Employee	Temporary Employee
2009	Male	2,138	-
	Female	1,494	-
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
2013	Male	2,517	19
	Female	1,896	-

Number of Employees Categorized by Employment Contract

Unit : Persons

Year	Gender	Full-time	Part-time
2009	Male	2,138	
	Female	1,494	
2010	Male	2,251	-
	Female	1,497	-
2011	Male	2,472	-
	Female	1,668	-
2012	Male	2,250	-
	Female	1,643	-
2013	Male	2,517	19
	Female	1,896	-



Number of Employees Categorized by Work Premises

Unit : Persons

Year	Gender	Head Office	Precast Factory	Construction Site
2009	Male	195	243	986
	Female	249	115	658
2010	Male	391	407	1330
	Female	417	192	872
2011	Male	445	611	1218
	Female	490	320	844
2012	Male	513	442	1209
	Female	527	207	897
2013	Male	773	430	1,333
	Female	845	206	845

Number of New Employees Divided by Gender

Year	Gender	Number (person)	Percent
2009	Male	433	55.37%
	Female	349	44.63%
2010	Male	1,225	59.26%
	Female	842	40.74%
2011	Male	1,760	61.47%
	Female	1,103	38.53%
2012	Male	1,197	59.38%
	Female	819	40.62%
2013	Male	863	59.85%
	Female	579	40.15%

Number of New Employees Categorized by Age

Number of Employees Categorized by Age	2009		2010		2011		2012		2013	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
< 30 years old	239	30.56%	929	44.94%	1,469	51.31%	1,056	52.38%	667	46.26%
30 – 50 years old	498	63.68%	1,092	52.83%	1,307	45.65%	893	44.30%	738	51.18%
> 50 years old	45	5.75%	46	2.23%	87	3.04%	67	3.32%	37	2.75%

Number of new employees categorized by work premises

Number of Employees categorized by work premises	2009		2010		2011		2012		2013	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
Head Office	170	21.74%	457	22.11%	486	16.98%	535	26.54%	503	34.88%
Construction Site	492	62.92%	1,113	53.85%	1,213	42.37%	1,233	61.16%	777	53.88%
Precast Factory	87	11.13%	396	19.16%	1,031	36.01%	241	11.95%	162	11.23%

Number of Employees who no Longer Work for the Company, Divided by Gender

Year	Gender	Number (person)	Percent
2009	Male	663	62.78%
	Female	393	37.22%
2010	Male	428	59.78%
	Female	288	40.22%
2011	Male	1,562	62.83%
	Female	924	37.17%
2012	Male	407	62.62%
	Female	243	37.38%
2013	Male	317	63.91%
	Female	179	36.09%



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	2009		2010		2011		2012		2013	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
< 30 years old	346	32.77	303	42.32	1,158	46.58	373	57.38	269	54.23
30 - 50 years old	631	59.75	387	54.05	1,237	49.76	260	40.00	215	43.35
> 50 years old	79	7.48	26	3.63	91	3.66	17	2.62	12	2.42

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	2009		2010		2011		2012		2013	
	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent	Number (person)	Percent
Head Office	55	5.21	111	15.50	395	15.89	110	16.92	66	13.31
Construction Site	723	68.47	459	64.11	1,261	50.72	442	68.00	322	64.92
Precast Factory	263	24.91	137	19.13	696	28.00	96	14.77	108	21.77

Employee Combination, Categories by Corporate Levels, Gender and Age

Employee Combination, Categories by Corporate Levels, Gender and Age	Employee in the Managerial Level (Band 6-8)	Employee in the Managerial Level (Band 4-5)	Employee in the Operational Level (Band 1-3)	Employee in the Operational Level (daily)
Male	19	282	1,703	532
Female	4	109	1,338	445
Younger than 30 years old		4	1,187	334
30-50 years old	10	355	1,790	517
Older than 50 years old	13	32	64	126

Remark :

The age range reported according to the framework GRI.

Number of Employees who Return to Work and Persistence Rate of Personnel after the Carer Entitled to Child Support, Divided by Gender

Type of Leave	Male	Female
Number of employees entitled to take an absence to care for their children, divided by gender	-	2,501
Number of employees who exercise the right to take an absence to care for their children, divided by gender	-	70
Number of employees who return to work after taking the leave to care for their children	-	63
Number of employees who return to work after the end of leave to care for their children and continue working for one year.	-	63
The return rate and retention of employees who return to work after the end of the leave.	-	90 percent



INTEGRATE HUMAN RIGHTS INTO MANAGEMENT

HUMAN RIGHT GUIDELINES

The Company's employment policy is prescribed Article 4.5, "The Company will adhere to the ethical standards in recruiting and hiring without prejudice regardless of race, religion, color or gender. The Company will consider the suitability of the duties and responsibilities on the case by case basis." In addition, Article 4.7 has stated, "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 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 2013, although Pruksa Real Estate did not hire people with disability, the Company donated Bt4,818,000 to Empowerment of Persons with Disabilities Fund 2013 to support the campaign to protect and develop the quality of life of people with disabilities.

LOOK AFTER EMPLOYEE'S WELL BEING

Remuneration and Welfare Benefit Management

The company prescribes the remuneration policy to create the work incentives for the employees to achieve their professional objectives. The Company uses BSC (Balance Scorecard) and KPI (Key Performance Indicator) to evaluate the employee's performance to determine the return payment according to individual performance and other benefits in various forms. The payment system aims to create bonding in the organization, regardless of gender. The payment rate between male and female worker is 1:1, including pay rise, bonus twice a year, rewards based on individual performance and commission fees, etc.

The Company registered to set up Provident Fund on 21 February 2003, managed by Bualuang Asset Management

Co Ltd. In 2013, the Company contributed 4 per cent or a total of Bt 44,099,210.00 to Provident Fund and the Company has the corporate welfare fund totaling Bt 44,099,210.00 which sufficiently covers all entitled employees. In 2013, 2,828 employees subscribed to Provident Fund from a total of 3,501 eligible employees or 80.78 per cent.

In 2013, the Company has improved the welfare and benefits in addition to the existing ones at a suitable rate comparable to others in the same industry. The Company increases the contribution percentage to Provident Fund from 4 per cent to 5-10 per cent, based on the employment period of the members. The new rate will be effective from 1 January 2014.

Contribution Percentage Rate		
Employment Period	Employee*	Company
4 months – 3 years	5%	5%
3-5 years	6%	6%
5-7 years	7%	7%
7-10 years	8%	8%
10 years and higher	10%	10%

Moreover, the Company provides welfare and benefits to the employees and their families. The employees in the same level (categorized by band) will receive the same welfare benefits without regard to gender, race, age and religion. The welfare and benefits include life insurance, health insurance covering medical allowances for the employees' families (a married couple with two children), corporate uniforms, payment on death, Provident Fund, public utility allowances and children scholarship, etc.

Note : In 2013, the Company did not hire any part-time workers.

HUMAN RESOURCE DEVELOPMENT

Employee Development Policy

The Company has the guideline to develop the competency of the employees and related stakeholders such as contractors and lay down the development guidelines for career management of the employees with diverse development methods such as:

- Develop Learning Management System with SAP to enable the employees and their supervisors to manage or lay down individual development plan and their team's development plan conveniently and promptly support the individual advancement on a continuous basis.
- Develop the performance evaluation system of the employees and link the findings to Long Term Benefit/ Short Term Benefit in a fair manner.
- 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. Every employee can apply to attend the training course which matches the intended outcome and training purposes.
- 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 achieve the organizational goal.
- Develop Career Management System to enable every employee in the organization to co-prosper with the Company.
- 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
- Develop Talent Management System to identify outstanding employees to develop the team of exceptional talented employees to drive the corporate forward.
- Develop Succession Planning to prepare the readiness of the staff members who will take over the vacant positions, as a result of incidents such as retirement, transfer and resignation, or the newly-established position in line with the corporate direction in the future. They are called "successor".





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 enable them to use their full potential to attain professional achievement. 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 11 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. On boarding program for new staff
9. Precast Operation Course to certify employees handling precast production
10. REM System Operation Course for sub-contractors
11. Human rights course

The Company has set up “On Boarding Program” curriculum for the new employees and produced Green Card Training Passport to inform the new employees of their individual development plan which match their responsibilities. The program is designed to develop knowledge and skill of new employees. And the Company is confident that the program will represent a warm welcome to every employee on their first day of work.

In 2013, the Company spent Bt15 million to develop human resource. Human Capital Division organized In-House Training by sending the employees to attend 226 courses of outside Public Training Institutions or 47 classes per month (558 classes for the whole year), covering employees in all fields. An average score of the employee satisfaction for In-House Training is 87.59 per cent.



Employee Training Information	2013
Number of average training hours (hour/person/year)	19
Number of Average Training Hours, Divided by Gender (hour/person/year)	
Female	21
Male	17
Number of Average Training Hours Based on the Employee Level (hour/person/year)	
Operational Level	18
Junior Management	18
Middle Management	30
Senior Management	13

From the table above, the average training hours of each employee in 2013 is 19 hours per year. In 2013, the Company has developed the capacity of the employees by concentrating more on hands-on practices.

No. of Average Training Hours of Human Rights Course (hour/person/year)	
Female	0.5
Male	0.4

Moreover, the Company has also set up the Human Rights Course Training for every new employee who started working from 1 January-31 December 2013, totaling 1,300 persons or 37.10 per cent of a total of 3,504 employees (excluding staff members who quit during the year. The Company set the turnover rate in 2013 with the KPI target at 17 per cent).

EMPLOYEE EVALUATION

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 various fields namely finances, 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 based on KPI mechanism and the objectives of the division level to individual level.

The Company carries out the performance evaluation once every six months so that the Company can use the feedback to develop the work operation promptly. Heads of the units will develop the capacity of the employees with fairness to improve the present performance and their career path in the future by coaching, training and two-way communication with the subordinates to keep them informed of the evaluation findings for further improvement. The Company will inform the employee at least one month in advance to make them prepare for an anticipated change, reducing work obstacles and resistance.

To give the incentives, the Company provides the bonus twice a year based on individual performance after performance 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. The information from the evaluation will be used to manage human resources in other aspects such as promotion, fair payment adjustment and employee development, etc.



ACCESS TO INFORMATION AND EMPLOYEE ACCESS TO INFORMATION

"Every issue can be told to 2999 HR FOR YOU Service with the heart" is the slogan that Employee Engagement Department 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.

"**Tai-Rom**" journal is a public relations channel in form of print and electronic magazine disseminated via Pruksa Newspaper which updates the information, organizational movements of the management and employees as well as the corporate activities and useful information that are beneficial to the employees.



WORLD-CLASS OCCUPATIONAL HEALTH AND SAFETY

OCCUPATIONAL HEALTH AND SAFETY POLICY

The Company realizes the necessity of having the occupational health and safety system in parallel with the business operation to ensure that Pruksa Real Estate's employees and relevant parties will be safe and not endangered from 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:

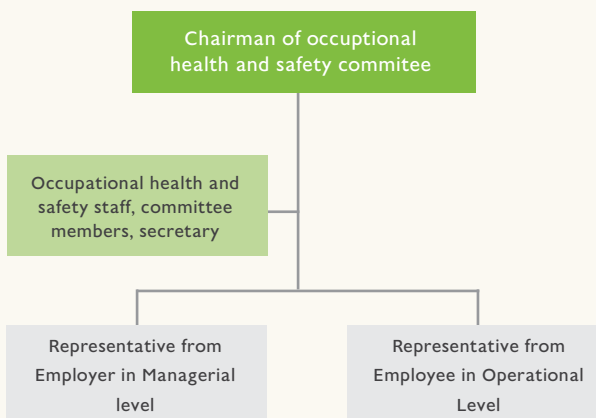
1. The Company considers the safety at workplace as the first priority of all employees at all levels. They have to cooperate in following the regulations to ensure their safety and others.
2. The Company has intended to carry out business in compliance with the law and regulations on occupational health 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 provides 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 the work-related factors for all employees.
5. The Company follows and reviews the occupational health and safety to improve the operation on a continuous basis.

The Company's vertical projects namely every condo project which accounts for 17.79 per cent of the total Pruksa projects received 18001:2007 (OHSAS 18001:2007) certification, which the first company in Thailand of real estate business group have been certified by international standard for occupational health and safety management systems.

Note :

The Company has planned to apply for OHSAS 18001-2007 certification for its horizontal projects in 2014.

Occupational Health and Safety 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 13 members, the committee comes from every unit of the organizations, representing 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.

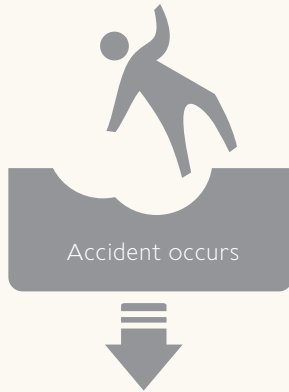


4. Consider and present occupational health regulations, manual and safety standard for operating in the work premises to the employer.
5. Survey the performance of occupational health effort and review the statistics of workplace accidents in the given location at least once a month.
6. Consider the 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.



OCCUPATIONAL HEALTH AND SAFETY IMPLEMENTATION

Procedure to respond to an accident in the project Premises



Occupational Health Officer (Professional Level) at the Head Office

Tel. 02-298-0101 Ext. 6879, 6487 Fax. 02-270-6234 Ext.6437

Address: IBM Tower, 11th Floor

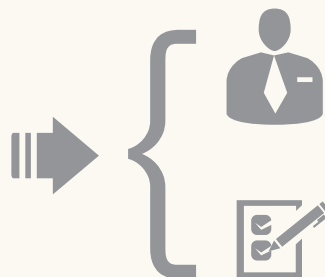
388, Phaholyothin Road, Samsennai, Phayathai, Bangkok 10400.



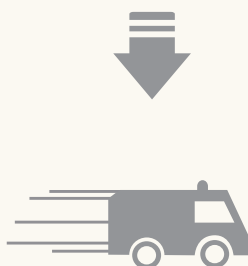
Employee at the scene or involved in the accident report the incident to the head of unit immediately.



Head of unit or responsible supervisor



Immediately report the supervisor and occupational health officer and produce the report to investigate the accident.



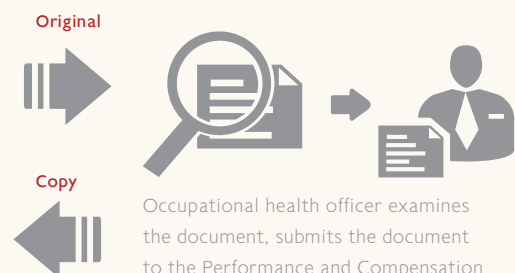
Transport the injured to the nearest hospital
(hospital under the social security scheme only)



Administrative Department prepares the following document for the Occupational Health Officer at the Head Office within 3 days. They are:

1. No.44
2. No.16
3. No.16/1 (issued by the hospital)
4. ID copy of the injured
5. Accident investigative report.

After receiving the copy from the Head Office, submit the copy back to the hospital within 3 days
(Download the document from DCC online in Notes Portal System)



Occupational health officer examines the document, submits the document to the Performance and Compensation Management (PCM) and sends the copy to the project office within 4 days

Note:

The employee affixes his/her signature to the designated area on Document No.16 and 44 only.

Head Office will affix the signature to the designated area to represent the employer.

OCCUPATIONAL HEALTH TRAININGS

In 2013, the company organized 8 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 level, the management level and technical level.
5. Occupational safety committee.
6. Work in occupational hazardous and confined area for authorized persons, controllers, rescuers and staff.
7. Training on addictive substance, alcohol and physical therapy and work-related sickness.
8. 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 (Refer to the numbers in the employee information table, categorized by the operational unit) 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.

As for stress symptom which affects the employees who service the customers or work-related stress, the Company has initiated the project called “Clinic to Create Happiness” by arranging for physicians from the hospitals to provide counseling service and advices how to rehabilitate mental health to enable the employees to be ready for work.

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 and the annual fire evacuation training.
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 ready-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 Safety

1. At least one fire extinguisher cylinder with 5 pounds of combustible liquid will be installed in the vehicle.
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. Every employee shall be trained and able to use fire extinguisher.

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.

SAFETY STANDARDS FOR TRANSPORT OF GOODS

Pruksa 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 transport rack to contain the products according to the shape of the precast sheet so that the products will not be dropped during transport.
2. Inspect the rack holding and latching with the transport vehicle to ensure safety delivery.



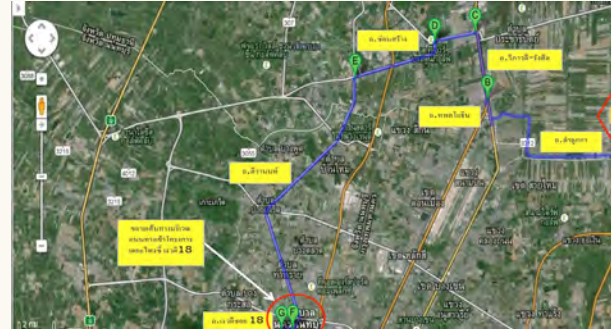
3. Inspect the condition of the transport vehicle and readiness of the driver.



4. Provide for a parking space inside the factory for transport trucks to park before delivery in the morning. Transport trucks will not block the traffic, reducing road accidents.



5. Survey the route before transporting to clear any obstacles that may lead to any danger such as electric wires and signal wires. Consider and choose safety routes to avoid conflicts with local communities.



WORK ACCIDENT STATISTIC SUMMARY FROM 2011-2013

Detail	Gender	2011	2012	2013
Head Office				
Injured Rate (IR)	Male	0	0	0
	Female	0	0.12	0.053
Occupational Disease Rate (ODR)	Male	0	0	0
	Female	0	0	0
Leave Day Rate (LDR)	Male	0	0	0
	Female	0	0.12	0.213
Absentee Rate (AR)	Male	0	0	0
	Female	0	1,612.90	2,272.73
Construction Work				
Injured Rate (IR)	Male	0.15	0.07	0.465
	Female	0.04	0.01	0.058
Occupational Disease Rate (ODR)	Male	0	0	0
	Female	0	0	0
Leave Day Rate (LDR)	Male	1.16	1.12	4.938
	Female	0.32	0	0.087
Absentee Rate (AR)	Male	129,946.43	60,925.50	96,590.91
	Female	36,547.43	0	1,704.55
Precast Factory				
Injured Rate (IR)	Male	1.33	1.2	0.768
	Female	0.41	0.22	0
Occupational Disease Rate (ODR)	Male	0	0	0
	Female	0	0	0
Leave Day Rate (LDR)	Male	7.13	5.46	1.537
	Female	2.38	0.33	0
Absentee Rate (AR)	Male	85,992.70	26,881.72	7,954.55
	Female	28,664.24	0	0



Product Responsibility





PRODUCT RESPONSIBILITY

The Company is determined to make the customers satisfied. Therefore, the company has placed high importance on research and development continuously so that the Company will be able to deliver the residential projects which have been developed in response to the customers demand. The Company has established the Market Research Unit and the Center for Internal Innovation Management, commissioned external experts to conduct the survey and analyses about the customer demand in each area as well as the potential location in terms of public utility. Based on the survey, research and analyses, the Company has gained adequate database to understand the customer demand in the residential market including residential types and modes, locations and price levels. The Company has used the findings from the survey to further develop new projects.

PRODUCT STANDARD AND SAFETY

Due to the rapidly changing global climate as a result of the global warming phenomenon, the Company in 2013 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 study and design Zero-Carbon single house and townhouse prototypes by encompassing home designing concept in various fields. In addition, the Company has studied Physical Environment, Biological Environment, Chemical Environment and Social Environment with following study guidelines:

1. Site & Landscape

On the project's layout and landscape, the Company has taken into consideration the flooding that may happen in the future. 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. The project has been managed with a clear objective to best preserve the original resources in the site.

2. Energy Efficiency

Pruksa home design manifests the Passive Design for eco-friendly home to save the energy consumption based on the nature, starting from home design, building layout and floor plan. For instance, the northern and eastern



segments of the residences should accommodate main utilization areas such as living room and bedroom to reduce the accumulated heat in the interiors and save the energy from air conditioners

3. Material Efficiency

The Company has carefully selected materials which are up to standard and valuable throughout their product life cycle. For instance, they should be durable, easy for maintenance and leaving minimum impact on environment such as non-hazardous materials, reusable and recycled materials and materials which require low level of energy to produce, efficient use of production technology such as clean energy and the technology which reduces waste and cuts production steps. The transport mode should leave the minimum carbon footprint and the transport planning should take into account the energy-saving transport routes.

4. Health & Safety

The Company has the concept to create an environment which is conducive to health and safety of elderly people by providing the physical environment to address the needs of the elderly such as ramps, staircase rails and bathroom rails to prevent slippery, together with an environment to encourage elderly to exercise and the greenery area & pleasant environment to encourage senior people to meet, exchange their ideas and participate in the activities with the neighbors, among others.

5. Innovation

The Company has used innovations to design new home concept or designing the building layout based on the nature-based comfort. In addition to such innovation, the Company has initiated Building Information Modeling (BIM) design technology which has transformed the design technique. Traditionally, the building design features only two dimensions. The new innovative technology can however present three-dimension perspective to enable the designers to simulate the planned sequence of construction, starting from Design Process, Architecture, Structure Analysis and Design, Mechanical Electrical and Plumbing System (MEP), Drafting, Estimating and Project Management and Construction, Facilities Management and Building Management, among others. Moreover, the Company can evaluate the energy consumption to design the materials for the building facade and various types of sunlight shades to create an energy saving prototype home which uses less energy and showcases the smart investment.

The Company's new home concept offers the nature-based comfort to enable the residents to consume the least amount of energy especially for air conditioners 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 CO₂ 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. It helps combat the global warming and achieve sustainable development.

PRODUCTION 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).

Pruksa 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 Research and Innovation Development

- Process Creative Innovation
 - » REM : The Company has developed the Real Estate Manufacturing (REM), the quality home building management with highest construction efficiency. The construction technique imitates the industrialization model to control the quality of the building according to



work sequence, task time, continuous flow, in-process quality control in every step and quality build-in process to produce the best home quality. The Company has the policy to apply REM in 100 per cent of the construction of its horizontal projects, including single detached houses and townhouses.

In addition to horizontal project, the Company has incorporated REM in the vertical project construction by starting from The Privacy Condo, Ngamwongwan, to further strengthen the construction quality of the Company.

No. of Projects : REM Roll Out			
Year	2554	2555	2556
No. of projects	72	97	83

Note :

No. of projects that incorporates REM in their construction does not include new projects launched each year and projects with small sales turnover.



- Pruksa Precast Factory The Company has continuously developed the construction technology.
 - » In 1993, which is the first year of the Company, The Company used the modern Cast-in-situ Load Bearing Wall Technology in the construction of townhouse.
 - » In 2004, the Company introduced RC Load Bearing Wall Prefabrication Technology to construct certain types of single detached houses and townhouses. The Company constructed the first Precast Concrete Factory which embodied Semi-Automated Carousel System to manufacture bearing wall for house.
 - » In 2004, the Company developed and started using Fixed Mould Production System at the second factory to produce fence and parapet. The third factory produced the steel-reinforced concrete floor, slab & special elements and bearing walls for house. The fourth factory produces bearing wall for condominium and townhouse facade.
 - » In 2010, the Company developed and constructed the fifth precast factory which features fully-automated

carousel system in every sequence. Being the highest capacity carousel plant in the world, the factory produces the prefabricated steel-reinforced concrete wall. Automated machinery and computerized system control every step of production process including shuttering robot, automated mesh plant and automatic cement pouring equipment. The factory is equipped with the most modern and advanced technology in the world. Therefore, it can produce high quality concrete sheet to produce bearing wall for house. Currently, the plant has the combined production capacity of 640 units/month.

- » In 2013, the Company expanded the investment and started constructing the sixth and seventh precast factories which embody fully automated carousel system. The new facilities are the carousel plant with the highest production capacity in the world to produce prefabricated steel-reinforced concrete sheet. Automated and computerized system controls every step of production. The new facilities will increase the Company home building capacity to 1,120 units/month.

- Service Creative Innovation

The Company has realized that, in addition to building quality home, public utilities are also important for the customers to move into a new house. It is a factor to create the customer satisfaction. The Company therefore has provided various services, namely :



Better Living Service to provide recommendations about the contractors for the customers and the general public about home building and other related services such as gardening and modifying the building.



Pruksa Contact Center 1739 to provide product and service information as well as to receive requests and claims by using the database connection system to deliver information service with data collection available for service improvement all the time.



Hot Deals to offer online home reservation via the website : www.pruksa.com to facilitate the customers who wish to buy a home at special price without having to spend time travelling to the project.

- Product Creative Innovation

The Company has the guideline to develop products to meet the international standard with the uniform quality according to the customer demand as per “Mass Customized” mode. The Company therefore focuses on developing the production technique based on the sequence used in an industrial factory, that is to produce as many as knockdown parts from the factory as possible and assemble them at the project site as if they are part of furniture items. This is because the industrial process can control the quality of products from the factory without having to rely on the workers, reducing labor force. Therefore, strategic partners have played an important role in developing the innovation in various fields because the Company is unable to invest in research and development of every product. The Company has collaborated with business partners including suppliers, producers and distributors of construction materials, educational institutions and academic institutions to research and develop the quality of the products according to the desired standard and the customer need with reasonable price as follow :

» Design for Convenience

- The Company has constantly developed the design with the suppliers such as the sanitary ware design, closet, prefabricated floor, prefabricated staircase, door and window frames, water tank with invisible water pump, concrete mixed design, Zolid wall and prefabricated trash bin.
- Knockdown bathroom produced from the factory passes the quality inspection before it is assembled at the site. It will be installed in condo projects in the middle of 2014 and will be used in horizontal projects later in the same year.
- The Company jointly studies the production of the waste water treatment tank and foamed concrete with the researchers.





» Design for Safety

- The Company has conducted joint researches with educational institutions and academic institutions to address the customer demand in terms of quality to assure the customers that the products such as fully-precast design, earthquake resistance test, air ventilating townhouses, zero carbon house and House for Generation are safe and of high quality.

» Design for Environment

- The Company has planned to look for new business partners to conduct joint research every year. In the future, the Company will focus mainly on eco-friendly materials and the power saving in accordance with the campaign to save the earth.

The innovations in three areas cover every innovative step from production process, work operation and modification to produce tangible products and service which the customers can feel. As a result, the Company can deliver residential projects with international standard, while showcasing the aesthetic elements and excellent quality to create Value for Money, Emotional Value, Functional Value and Value of Time to impress the customers and create good corporate image. The effort also takes into consideration environmental conservation. CSR-in-Process is part of business process which has been integrated in every step from research & development, design, production, delivery to service. CSR-after-Process is a product of active participation between the corporate and external individuals by drawing the customers, vendors, society and communities to engage in social service activities to attain sustainable development.

This is because the most important element in business is not a product or service but “constructive thinking” behind

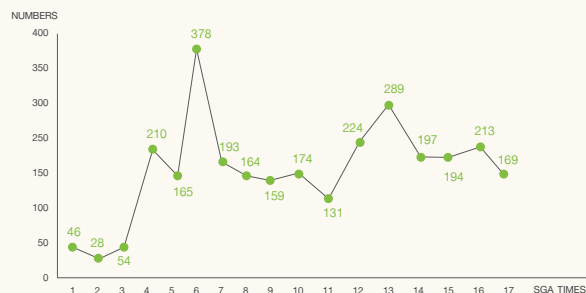
the product or service which is valuable and beneficial to customers and the overall society.

EMPLOYEE PARTICIPATION TO CREATE INNOVATION

SGA: Small Group Activity

The Company 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 in 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 Company encourages the employees to participate in finding the solutions by themselves through small group activities to increase the productivity and work efficiency and boost morale of the employees. Consequently, the employees will focus on preventive solution and apply the approach in their work.

The Numbers of Projects Submitted to SGA Award 1-17



In 2013, Pruksa has organized SGA Award contest twice, namely the 16th and 17th contests. A total of 382 entries submitted by the employees were considered. The activities are categorized into three activities in line with their work and actual operation in 2013 as follow :

I. Design & Construction

are the improvement in design and construction such as rubber molding with magnet which the employees work together to find the solution how to keep the rubber molding clean from silicone. The activity has contributed to actual operation by producing quality pieces of works, making it more convenient and saving the cost at Bt1,233/ unit or saving the annual expense by Bt3,551.040.

2. Customer Satisfaction

is to improve the service for the customers such as the Customer Unit project because of the delay in receiving the electricity meter from the responsible agencies. The customers made complaints because they had paid additional power fee as a result of using temporary electricity meters. The related parties have formed a group to work together to receive electricity meters faster, cut the period for home building and speed up home delivery process. The collaborative method is adjusted to fit the Company's cooperation project with the Metropolitan Electricity Authority to benefit the customers and warrant their satisfaction.

3. Operation Support

is to streamline supportive operation to facilitate the employee work system to speed it up and cut the use of resources to respond to the demand of the employees as well as the Company's customers who will benefit most from the effort.

In addition, the Company has supported an effort to promote the body of knowledge through an exchange of expertise. To advance the quality of products at the national level, the Company sent an outstanding piece of innovation to compete in Thailand Kaizen Award sponsored by Technology Promotion Association (Thailand-Japan). Pruksa presented Knock Down Genius Layout for competition and received the "Kaizen Suggestion System", the honorable mention award. The Company has participated in the contest for three years in a row to encourage the employees to present and improve their work. The competition provides an impressive experience and the inspiration for their future work.



RESEARCH CONTINUITY IN 2013

Pruksa Real Estate has carried on the research and development work to upgrade the residential construction technology on a continuous basis including internal development and joint effort with business partners. The research works can be categorized into four types as follow:

• Process

- » The development of townhouse facade to make a pre-fabricated piece to speed up the construction process and standardize the construction work.
- » The development of Load Bearing Wall with Composite Slab Technique is a new technology which combines the tunnel form technology with the modern prefabricated floor imported from overseas. The smart combination leads to a perfect construction technique especially for the construction of 8-storey condo building. The technology makes it easier and speeds up the construction process. Currently, the Company has used this technology in the construction of 8-storey condo in every project.
- » The development and installation of Precast Wall and floor in the detached home enable the process to complete within two days, marking the new record in precast installation.
- » The development of knockdown prototype home in the past year has been successful. The research and development team managed to develop the prototype home which can be constructed and decorated within 30 days. Normally, the construction of a traditional single house takes around 75-90 days. The success of knockdown prototype home marks a new beginning to enable the Company to reduce the construction period and will be able to deliver the units to the customers within 45-60 days in the future.

• Product

- » The construction of medium to large scale residential projects by using Fully-Precast Technique which is favorable overseas such as Japan, Singapore and the US features strong wall structure which is more durable than the ones built from the traditional system. The Fully-Precast Technique can help control the construction quality. The projects that use the technique are The Tree Ladprao, Condolette 624, Be You Chokchai 4 Condo and Chapter One.



- » Welding frames with Precast walls by using Tunnel Technology addresses the leakage problem caused by the deterioration of joint sealant. The leakage at joints often happens when the frames are installed after the home construction is done. The new system addresses the problem of leakage at the joints throughout the life cycle and saves the maintenance cost in the long term.

- **Service**

- » Solution Center is developed to serve as the center to receive claims and resolved issues relating to products to create up-to-date Continuous Improvement to address the needs of the customers in a speedy manner. The center will ensure the highest customer satisfaction.

- **Material**

- » The Company has jointly developed foamed concrete wall with National Science and Technology Development Agency to use in home building and reduce the weight of concrete block for more convenient operation.

PRODUCT DEVELOPMENT FOR SUSTAINABILITY

BRESL (Barrier Removal to the Cost-Effective Development and Implementation of Energy Efficiency Standards and Labeling Project)

In 2013, the Company participated in the Barrier Removal of the Cost Effective Development and Implementation of Energy Efficiency Standards and Labeling Project (BRESL) with Thailand Environment Institute Foundation to support the campaign to save the energy and reduce waste and pollution to environment. Passorn Prestige Pattanakarn is the pioneer of this project. The Company plans to apply BRESL in other single home projects later.

Customer Satisfaction Management

Due to the Company's vision to become No. 1 brand in the heart of the customers, the Company has strived to manage the customer satisfaction and understand the customer demand by using in-depth database and customer management strategy to seek the best solution to satisfy the customers. The effort has been incorporated in every step of work sequence to deliver valuable products and services. The satisfaction evaluation is carried out regularly every month to bring the feedback to analyze and improve the operation. The scope of customer satisfaction covers every process as follow :

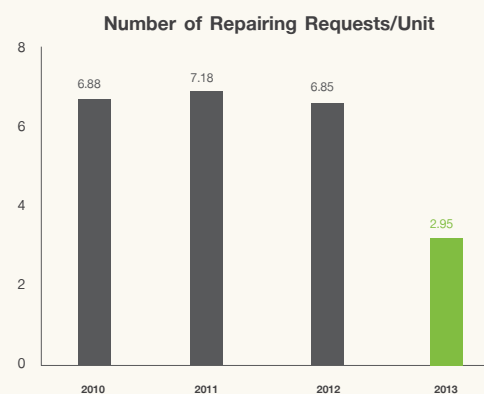
Customer Satisfaction Assessment	Assessment Method	Frequency
1. Information Service	Collect customer feedback immediately by an automated transfer after a Contact Center 1739 interaction takes place.	Every call requiring information from Pruksa Contact Center 1739
2. Project Visit	The customers are required to fill out the evaluation form on the day of their visit.	Every visitor
3. 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.
4. 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.
5. Moving in after the Ownership Transfer	Evaluate the customer 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.

Customer Satisfaction Assessment	Assessment Method	Frequency
6. Repair Service	The customers are asked to evaluate the service over the phone via Pruksa Contact Center 1739 after the repair service is completed as requested.	As per the number of customers who received the repair service.
7. 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 are established or after they receive the transfer of public utilities.	- For horizontal projects, the survey will be made three months after the handover of public utilities. - For condo project, the survey will be made five months after the setting up of juristic person.

CUSTOMER SATISFACTION IN SERVICES

In 2013, the Company has summarized the reports relating to the customer satisfaction. The statistics show that the report a repair/unit has a decreasing trend, reflecting the positive results of the Company's product quality improvement.

In addition, SGA is another means to solve the issues of customer concerns and increase customer satisfaction. This is because the Company tends to encounter the delay in installing water and electricity service system. It takes a long time to process the application to install water meter and electricity meter. The process does not go along well with the Company's plan to hand over the residences. For the short-term solution, the Company provides temporary water-electricity service. The short-term measure however affects the services to the customers. Therefore, to solve the problem in the long term, the Company cooperates with the government agencies namely Metropolitan Waterworks Authority and Metropolitan Electricity Authority to conduct a collaborative project to streamline the services with the objective to ensure that the power and water services will be readily available from the date the customers receive the home ownership transfer.





Social Service
Activities





SOCIAL SERVICE ACTIVITIES

CORPORATE SOCIAL RESPONSIBILITY POLICY

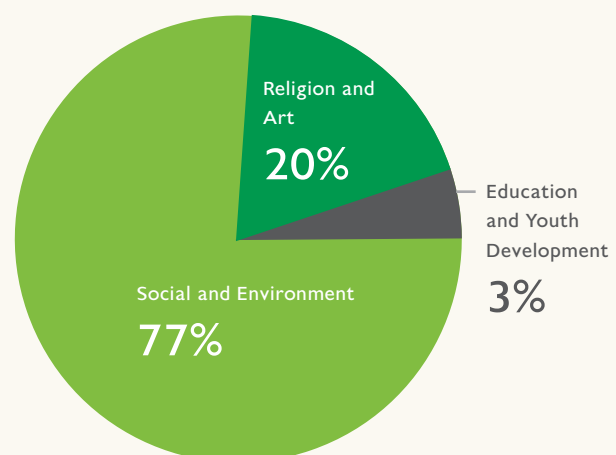
Pruksa Real Estate Public Company Limited is determined to develop the sustainable business and promote the employee participation in social responsibility by upgrading environment management and social responsibility effort and producing the Sustainability Report based on the internationally-recognized The Global Reporting Initiative (GRI) standard for dissemination annually. The Company has considered the social responsibility as the principles and guidelines for the management and every employee to execute as follow :

- Pruksa Real Estate Public Company Limited is a leading real estate developer in Thailand which uses modern construction technology.
- 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.
- Pruksa 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.
- Pruksa Real Estate Public Company Limited affirms its attention to deliver the product and service excellence to create and maintain customer satisfaction.

Participation in an Effort to Develop Sustainable Society

Throughout 2013, the Company has continued to carry out projects to pay back to the society and jointly create the sustainability for the Thai society in accordance with the three areas of social responsibility policy as follow:

- Education and Youth Development
- Social and Environment
- Religion and Art



In 2013, the Company supported 489 social service projects totaling more than Bt45 million, including the projects operated by the Company and sponsoring other activities, categorized by CSR after Process as follow :

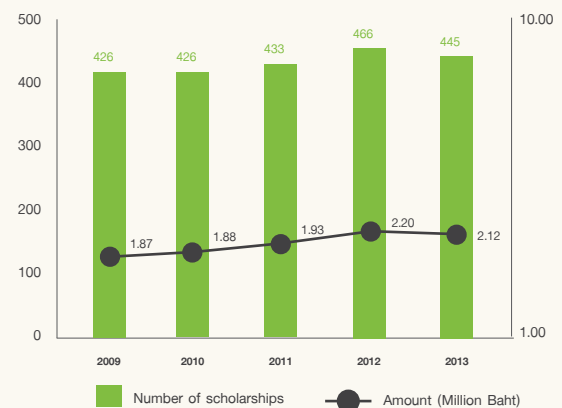
NO	Pruksa CSR After Process	Project	Percent	Budget(Baht)	Percent
1	Education and Youth Development	17	3	1,014,950	2
2	Social and Environment	374	77	42,442,970	94
3	Religion and Art	98	20	1,555,410	4
Total		489	100	45,013,330	100

Opportunity Creation and Education Promotion

The Company has supported the scholarships and engaged in youth development in various fields, including:



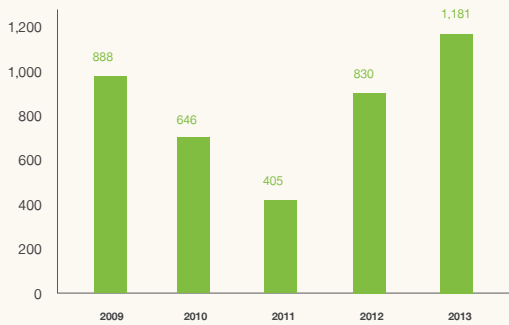
- The Company has given **"Pruksa Scholarships"** for the young people who lack financial support continuously for 12 years. In 2013, Pruksa Real Estate granted 445 scholarships totaling a combined Bt2.12 million to students.





- **“Pruksa Precast Factory Learning Center”** opens an opportunity to pupils, college students and interested agencies to visit the factory to study and learn the modern construction technology.

Total visitors Pruksa Precast Factory Learning Center
(People)



Moreover, Pruksa has supported the effort to develop the education and empower the youth people through various activities, namely :

- **Residential Building Design Contest** to encourage the students and pupils to use their designing talents to produce an actual piece of innovation in line with their learning plan.

- **KMUTT: Civil Camp** organized by Civil Engineering Faculty King Mongkut's University of Technology Thonburi to enable the interested high school students to learn about the academic requirement and career path of civil engineers before they decide to apply to study civil engineering.



- Support the students of King Mongkut's University of Technology Thonburi to participate in **“Solar Decathlon Europe 2014”**, which is the international competition for sustainable design excellence. The KMUTT student team is the only team from Thailand and Asean which is qualified to participate in the competition held in Versailles, France in 2014.

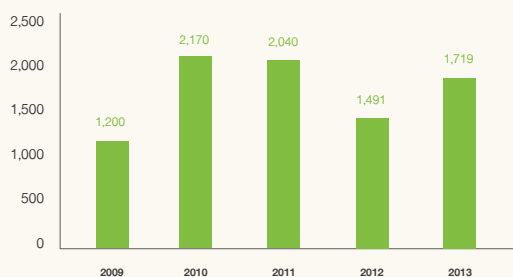


Society and Environment

The Company has become a part of an effort to create sustainable happiness to the society by organizing social service activities and eco-friendly activities as follow:

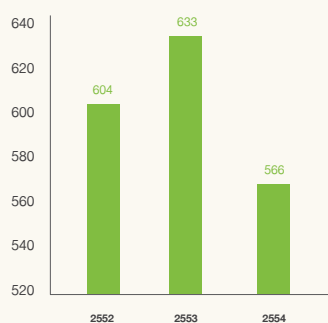
- **Pruksa Green Living Healthy** provides mobile medical checkup for customers and communities continuously for 11 years. In 2013, Pruksa has added the campaign to increase the green area in the residential and common areas.

Number of Attendees (People)



- **Pruksa joins forces to do good deeds by donating blood as a tribute to His Majesty the King** blood donation campaign is held every quarter. The Company carries on this project for eight years in a row in partnership with the National Blood Center, the Thai Red Cross Society. The project has drawn strong interest from the public as 566 Pruksa employees and interested persons have donated their blood for good cause. A total of 254,700 cc of blood has been donated.

Number of blood donors (People)





- **Pruksa volunteers to help flood victims in 2013** delivered emergency kits to more than 2,000 flood victims in Ayutthaya and Chachoengsao, worth more than Bt1.01 million.



- The Company also collected and gave the donations worth Bt500,000 to relieve the suffering of Haiyan Typhoon victims in the Philippines under the campaign **“Thais send their heart to help the Philippines.”**

Moreover, the company has, throughout the year, supported the public service activities by collaborating with many agencies and organizations such as CCF Foundation under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn, SOS Children’s Villages, Baan Nokkamin Foundation and Thammarak Foundation of Wat Phra Baht Nam Phu, the Chaipattana Foundation and Yuwapat Foundation, etc.

RELIGION NURTURING

Nurturing religion and preserving art and Thai tradition is part of the company’s social service effort. The company has supported and encouraged the customers and employees and nearby communities to take part in longstanding traditions and activities by sponsoring activities such as merit making during New Year’s festival, Songkran Festival, the festival to offer robes to monks, Vassa Day and Kathin Festival, etc.

PARTICIPATING IN SUSTAINABLE NETWORK



In addition to support of public service organizations, educational institutions and government agencies, Pruksa Real Estate has teamed up with sustainability network by working with organizations and agencies from the public and private sectors as well as civil society to carry out community service activities and social service activities.

Due to the limit in terms of basic public utility services of the public sectors which is unable to expand the service to keep up with an expansion of real estate business, the Company has entered into an agreement with Metropolitan Electricity Authority, Provincial Electricity Authority and Metropolitan Waterworks Authority to speed up the process to provide the electricity and waterworks service in the housing estate to respond to the demand of the customers and the general public in a comprehensive manner. Pruksa Real Estate is the first private company and the first real estate developer which has joined hands with a government agency which provides basic infrastructural service. This collaborative effort will not only streamline the service for Pruksa Real Estate, but it will also benefit every property developer in an equitable manner. The historical agreement also inspires and encourages more cooperation between the private and public sectors in other forms in the future.

In addition, the Company and its senior management have participated in other networks as follow :

Organization/Agency	Details
CSR Club of the listed companies on the Stock Exchange of Thailand	Pruksa has become a member of CSR Club since 2009 by continuously participating in CSR activities with the other members of CSR Club.
Thai Real Estate Association	Pruksa is a member of Housing Business Association and the Company's senior management is an advisory board member of Thai Real Estate Association.
Thai Condominium Association	Pruksa is a member of Thai Condominium Association and the Company's senior management becomes a board member of Thai Condominium Association
Housing Business Association	Pruksa is a member of Housing Business Association. A senior management of the Company is the secretary-general of Housing Business Association.
Thai Appraisal Foundation	A senior management of the Company is the vice chairman of Thai Appraisal Foundation.
Property Management Association of Thailand	A senior management of the Company is an honorary advisor of Property Management Association of Thailand.

Employee Social Responsibility

The Company has encouraged the employees to participate in the social service activities such as:

- **Pruksa Volunteerism Spirit to relieve suffering of flood victims** : The employees with volunteerism spirit delivered the emergency kit to flood victims in Ayutthaya and Chacherngsao.
- Making merit activities according to the Buddhism belief, the employees present the Vassa candles and make merits at remote temples in Chacherngsao province, among others.
- Offering the robes to Buddhist monks under the project, **Offering robes to Wat Phra Baht Nam Phu Temple.**
- To mourn the passing of Supreme Patriarch, the Company's employees wear black outfits for 30 days, and the company hosts the mourning ceremony of the loss of His Holiness the 19th Supreme Buddhist Patriarch of Thailand, Somdet Phra Nyanasamvara Suvaddhana Mahathera at Phra Tamnak Petch, Bowornniwet Vihara Temple





ACCOLADES AND AWARDS

Pruksa Real Estate aims to develop quality residential projects to respond to the demands of people who wish to own a house and carry out the business to drive the society and the nation forward. Due to this determination, the Company has earned the recognition from the customers, investors, educational institutions, mass media and many business partners. Thanks to its proven performance, Pruksa Real Estate has received many awards and accolades from well-known institutions and organizations locally and internationally. This is the evidence of the Company's success and determination to continuously develop the quality products in a sustainable manner.

BEST CEO AWARD 2013

The Stock Exchange of Thailand presented “Best CEO Award 2013” to Mr. Thongma Vijitpongpun, the Company’s Chief Executive Officer. “Best CEO Award” is given to the top executive who has shown the leadership to steer the course to success. Equipped with the vision and strategic capacity, the winner has to adhere to ethical principles in running the company, while demonstrating the visions and strategic capacity in tandem with paying attention to social corporate responsibility and investor relations activities.



BEST COMPANY PERFORMANCE AWARD 2013

The Stock Exchange of Thailand gave “Best Company Performance Award” to Pruksa Real Estate for being the listed company with the best operating result in the category of the listed company with the stock value worth between Bt20 billion to Bt50 billion.



OUTSTANDING CORPORATE SOCIAL RESPONSIBILITY AWARDS

Pruksa Real Estate received the “Outstanding Corporate Social Responsibility Awards” at SET Award 2013 organized by the Stock Exchange of Thailand. The award is given to the listed company which has continuously demonstrated the remarkable performance in social responsibility.



OUTSTANDING SUSTAINABILITY REPORT AWARD 2013

Thai Listed Companies Association presented “2013 Outstanding Sustainability Report Award” to Pruksa Real Estate to recognize the sustainability report produced by the Company, which is the only real estate developer which received the award, marking another level of the company’s success in terms of the social responsibility.





CSRI RECOGNITION 2013

Pruksa Real Estate received “CSRI Recognition” in the general category from the Stock Exchange of Thailand for being an exemplary model for operating the business with social responsibility.



ASQ AWARD 2013

Pruksa Real Estate is the first Thai company which has participated in ASQ World Conference on Quality and Improvement in Indianapolis, USA. The Company sent two projects for competition. “Quality Improvement for Construction Project” wins Silver-Level Award for providing Creative Solution/Action. The other project wins the Bronze-Level Award in the “Valuable Design for Residential Product” category and is honored “Community Impact” for contributing to the society.



BCI ASIA TOP 10 DEVELOPERS AWARDS 2013

Pruksa Real Estate is one of the Asian companies that were selected to receive BCI Asia Top 10 Developers Awards 2013 from BCI Asia. The awards are given to the project with outstanding quality, exceptional design, functionality and reasonable project value. Thirteen Pruksa projects were considered and entitled to the awards namely Pruksa Ville 55 Ring Road-Ram Intra, The Connect Chaengwattana, Pruksa Ville 52/2 Rassada-Lukkongsee (Phuket), Pruksa Ville 42 Terdthai-Kulapapruk, Pruksa Ville 48, Luksi-Don Muang, Pruksa Ville 54 Rama V, The Connect UP3, The Plant Nawamin, The Plant Resort Rama V-Kanjanaphisek, The Plant Pattanakarn, Patio Pattanakarn, Plum Condo Ladprao 101 and Condolette Dwell Sukhumvit 26. Pruksa Real Estate has received the awards for three years in a row.



TOP 10 BEST MARKETING AWARDS 2012

Marketing Strategist Radio Program, No. 1 radio program from News Network Radio (FM 100.5 MHz), presented the Top 10 Marketing Award 2012 to Pruksa Real Estate to recognize the Company's outstanding and successful marketing strategy. Pruksa Real Estate is the only real estate company which received this award.



BEST REAL ESTATE DEVELOPER 2013

Pruksa Real Estate was named the outstanding real estate developer in 2013 from the Office of the Consumer Protection Board, the Office of Prime Minister. Three projects namely Pruksa Village Scenery Project (Rangsit Klong 2), Pruksa Ville 31 (Sai Mai) and Baan Pruksa 52/1 (Phaholyothin-Navanakorn) have been selected based on operation & teamwork, the project location, the design standard & construction, the business operators' accountability to consumers & society and the consumer satisfaction.

CERTIFICATE OF HONOR

HRH Princess Soamsavali graciously presented the certificate of honor to Pruksa Real Estate to recognize the Company's contribution to the society by cooperating with the National Blood Center, the Thai Red Cross Society, to organize blood donation campaign for humanity. The blood donation campaign has been continuously organized to mark the eighth year in a row in 2013.





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 16-17 SR Page 2-3
1.2	Description of key impacts, risks, and opportunities.	●	AR Page 46 SR Page 19
2. Organizational Profile			
2.1	Name of the organization.	●	SR Back Cover
2.2	Primary brands, products, and/or services.	●	SR Front Cover, Page 5
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	●	SR Page 6-9
2.4	Location of organization's headquarters.	●	SR Back Cover
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.	●	AR Page 24 SR Page 6-7
2.6	Nature of ownership and legal form.	●	AR Page 24, 52
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	●	AR Page 42 SR Page 5
2.8	Scale of the reporting organization.	●	AR Page 11-15,24-25, 32-33, 52 SR Page 5-44
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	●	SR Page 20-21
2.10	Awards received in the reporting period.	●	SR Page 78-81
3. Report Parameters			
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	●	SR Page 4
3.2	Date of most recent previous report (if any).	●	SR Page 80
3.3	Reporting cycle (annual, biennial, etc.)	●	SR Page 4
3.4	Contact point for questions regarding the report or its contents.	●	SR Page 4
3.5	Process for defining report content.	●	SR Page 4
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 4
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	●	SR Page 4, 82

Note : AR - Annual Report 2013, SR-Sustainability Report 2013,

● Fully Reported, ○ Partially Reported

Profile Disclosure	Description	Reported	Reference/Direct answer
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 4, 82
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 32-33, 41
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 83 No re-statement of information
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	●	SR Page 4
3.12	Table identifying the location of the Standard Disclosures in the report.	●	SR Page 82-87
3.13	Policy and current practice with regard to seeking external assurance for the report.	●	SR Page 83 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 10, 12
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	●	SR Page 12
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 12
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	●	SR Page 15
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).	●	SR Page 13
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	●	SR Page 12 AR Page 113
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 110-111
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 14, 20-21

Note : AR - Annual Report 2013, SR-Sustainability Report 2013,

● 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.	●	SR Page 12-14
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	●	AR Page 112, 114
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	●	SR Page 35, EIA
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	●	OHSAS 18001:2007
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 76-77
4.14	List of stakeholder groups engaged by the organization.	●	SR Page 16-18
4.15	Basis for identification and selection of stakeholders with whom to engage.	●	SR Page 16-18
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	●	SR Page 17-18
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 17-18

STANDARD DISCLOSURES PART II: DISCLOSURES ON MANAGEMENT APPROACH (DMAs)

DMAs	Description	Reported	Reference/Direct answer
DMA EC	Economic performance	●	SR Page 28
DMA EN	Materials	○	SR Page 32
	Energy	○	SR Page 62-63
	Products and services	○	SR Page 32, 62-68
	Transport	●	SR Page 33
	Overall	●	SR Page 27-32, 41
DMA LA	Employment	●	SR Page 50-51
	Labor/management relations	●	SR Page 53
	Occupational health and safety	●	SR Page 54-59
	Training and education	●	SR Page 51
	Diversity and equal opportunity	●	SR Page 50, 53
	Equal remuneration for women and men	●	SR Page 50, 53
DMA HR	Investment and procurement Practices	○	SR Page 50, 52-53

Note : AR - Annual Report 2013, SR-Sustainability Report 2013,

● Fully Reported, ○ Partially Reported

DMA	Description	Reported	Reference/Direct answer
	Non-discrimination	●	SR Page 50
	Child labor	●	SR Page 50
	Prevention of forced and compulsory labor	●	SR Page 50
	Remediation	○	SR Page 50
DMA SO	Local communities	●	SR Page 35-41
DMA PR	Customer health and safety	○	SR Page 62-66
	Product and service labelling	●	SR Page 67, 69

STANDARD DISCLOSURES PART III: PERFORMANCE INDICATORS

Performance Indicator	Description	Reported	Reference/Direct answer
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 25
EC3	Coverage of the organization's defined benefit plan obligations.	●	SR Page 50
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	●	SR Page 24, 72-73, 76
Environmental			
Materials			
EN1	Materials used by weight, value or volume.	○	SR Page 32
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 62-64, 68
Products and services			
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	○	SR Page 29-33, 35
Transport			
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	●	SR Page 33
Overall			
EN30	Total environmental protection expenditures and investments by type.	●	SR Page 29-32, 41

Note : AR - Annual Report 2013, SR-Sustainability Report 2013,

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Performance Indicator	Description	Reported	Reference/Direct answer
Social: Labor Practices and Decent Work			
Employment			
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	●	SR Page 44-46
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	●	SR Page 46-48 Subcontractors are in charge of labor welfar
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	●	SR Page 50
LA15	Return to work and retention rates after parental leave, by gender.	●	SR Page 49
Labor/management relations			
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	●	SR Page 53
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 54
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and by gender.	○	SR Page 59
CRE6	Percentage of the organization operating in verified compliance with an internationally recognized health and safety management system.	○	SR Page 54
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 57
Training and education			
LA10	Average hours of training per year per employee by gender, and by employee category.	●	SR Page 52
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	●	SR Page 52
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	●	SR Page 53 All employees are equally review their career development each year.
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 46
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.	●	SR Page 50 Indifferent remuneration between woman and men

Note : AR - Annual Report 2013, SR-Sustainability Report 2013,

● Fully Reported, ○ Partially Reported

Performance Indicator	Description	Reported	Reference/Direct answer
Social: Human Rights			
Investment and procurement practices			
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	●	SR Page 52-53
Non-discrimination			
HR4	Total number of incidents of discrimination and corrective actions taken.	●	SR Page 86 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 87 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 87 No forced and compulsory labor dispute
Remediation			
HR11	Number of grievances related to human rights filed, addressed, and resolved through formal grievance mechanisms.	●	SR Page 87 No grievances related to human rights dispute
Social: Society			
Local communities			
SO9	Operations with significant potential or actual negative impacts on local communities.	●	SR Page 35-41
SO10	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	●	SR Page 36-41
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 62-66
Product and service labelling			
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	●	SR Page 67, 69

Note : AR - Annual Report 2013, SR-Sustainability Report 2013,

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The information evaluation disclosure level is subject to B level Category according to GRI Application Level Criteria (Version 3.1) of construction and Real Estate Sector Supplement

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 Sustainability Reporting Guideline & Construction and Real Estate Sector Supplement (Version 3.1/CRESS Final Version)-GRI Application Level Section, pp.2



Statement GRI Application Level Check

GRI hereby states that **Pruksa Real Estate Public Company Limited** has presented its report "PRUKSA SUSTAINABILITY REPORT 2013" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level B.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 27 March 2014

A handwritten signature in black ink, appearing to read "Ásthildur Hjaltadóttir".

Ásthildur Hjaltadóttir
Director Services
Global Reporting Initiative



The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 18 March 2014. GRI explicitly excludes the statement being applied to any later changes to such material.

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