



PRUKSA

25<sup>th</sup>

ANNIVERSARY



**Sustainability Report 2018**

**Pruksa Holding Public Company Limited**

# Voice from Stakeholders

## Staff

Thank you for giving a disable man  
a secure job and a better life.



## Customer

I've had bad experiences with the  
flooring at my previous house.  
After seeing the innovation at Prukša  
especially the flooring technology,  
it's very smooth!



## Business Partner Counter Partner

Prukša has consecutively develop,  
take care and prioritize the working  
with partners - Making the co-ordination  
process very effective.



## Creditor

Thank you Prukša  
We never worried about any debts issue  
with Prukša because Prukša is  
very punctual (on time) and very accessible.



## Social and Community

Thank you Prukša for always taking care of the environment and  
community even though the project is completed.



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## HEART TO HOME

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AT **PRUKSA**,  
“**HOME**” IS WHAT  
WE WANT EVERYONE TO HAVE

Because...Home is the happiest place of live  
Because.. Home is life's investment  
Home is place filled with happiness,  
warmth and worry free. Therefore, it is Pruksa's  
responsibility and pride to dedicate and ensure the  
best quality product for the customer. Moreover,  
being a leader in developing innovation and technology  
consecutively to strive for the best has always been  
the top priority along with delivering happiness  
and well-being to Thai people

ALONG WITH PROVIDING POSITIVE  
OPPORTUNITY FOR SOCIETY AND  
COMMUNITY AND TAKING CARE OF  
THE ENVIRONMENT

# Corporate Social Responsibility Policy

Pruksa Holding Public Company Limited and its subsidiaries operate business with firm aims of achieving sustainable growth along with providing highest satisfaction to all the stakeholders. The company's obligations towards society emphasizes on development of education, youth, society, environment together with enhancing ethics and morality. The Company has developed Corporate Social Responsibility (CSR) and Anti-Corruption policies with eight core principles as stated below;

- Fair Business Operations
- Anti-Corruption practices
- Respect for human rights
- Fair treatment of labor
- Responsibility to consumers
- Caring for the environment
- Cooperation on community and social development
- Enhance Innovation and diffusion of Innovation those acquired from business operations

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Pruksa strives and firmly aims to be a top Thai diversified property company that delivers end-to-end modern urban lifestyles to customers together with establishing a sustainable and happy society under the sufficiency economy and sustainable development wisdom.

## Message from the Executive Vice Chairman of the Board of Directors and Group Chief Executive Officer

GRI 102-14

2018 has been one of the most memorable year for Pruksa Holding Public Company Limited- a year we celebrated our 25<sup>th</sup> anniversary. On December 24<sup>th</sup>, 2018 we had our grand opening of our new headquarter called 'Pearl Bangkok'. We were blessed with Princess Maha Chakri Sirindhor's presence and grace who has personally perform the grand opening ceremony. It is indeed a day we all at Pruksa would cherish and forever be thankful for.

For the past 25 years, Pruksa has always been maintaining and operating business with wisdom and ethics. We mainly focus on creating awareness and importance of good governance practices as well as anti-corruption practices to our people- namely, the directors, executive officers and staffs. Moreover, we also encourage our executives and staffs to have an open relationship with suppliers and customers, a "Say no to Gifts" campaign as well as organizing a "CG Day" where all our shareholders are invited to participate and rest assured with our strategy and business plans that we, Pruksa, holds on firmly towards our goals with transparency, fair business operations and good governance practices. Correspondingly, collaboration with other agencies that promotes the similar concept are in our action plan as well. For example, Anti-corruption Musuem by Office of the National Anti-Corruption Commission. Pruksa, ultimately would eventually become a part of the society that educates, protects and prevents bad governance while supporting good governance with ethics and honesty.

On the economic aspects, we have encouraged both direct and indirect of 100,000 employments which results in strengthening the Thai's economy. In addition, apart from being in the real estate and property development business, hospital and health care center are also being developed side by side. As of now, Vimut Hospital, carries the vision of providing excellence healthcare services with professional doctors with one firm objective that is to eliminate chances of people getting unwell as much as possible. The hospital is currently under construction process and would be fully operating by year 2020. The first branch "BAAN MHOR VIMUT" a healthcare clinic was launched on successfully with the concept of "Light Smart Heart-Felt". This clinic is located at Rangsit-Klong 3 near by urban area with many of Pruksa's development projects.

We, Pruksa, strongly feel connected as a part of society which holds responsibilities towards facilitating and developing a sustainable society and environment. Holding on to that responsibilities, the company came up with many projects that serve the community, society and environment continuously. We made it our policy towards corporate social responsibility in order to establish the framework for the boards, executives and staffs to take it as priority. Also, in 2018, Pruksa, has been acknowledge with many awards for our hard and dedicating work. For example, Outstanding ethics award from The Thai Chamber of Commerce as well as Drive Awards 2018 award in Finance category. Also, continuously for the second year we received the SET Sustainability Awards in the Outstanding category where we received the Rising star award in 2017. From Thailand sustainability Investment 2018 (THSI), we received the sustainable stock award for the third time continuously. These awards indicate our dedication towards good governance and fair business towards all of our stakeholders.

Finally, Pruksa strives and firmly aims to be a top Thai diversified property company that delivers end-to-end modern urban lifestyles to customers together with establishing a sustainable and happy society under the sufficiency economy and sustainable development.



**Thongma Vijitpongpun.**  
Executive Vice Chairman of  
the Board of Directors and  
Group Chief Executive Officer

# Awards and Achievement



**Mrs. Supattra Paopiamsap,**  
Deputy Group Chief Executive Officer  
at Pruksa Holding Public Company Limited  
**Received an honorable award of  
“Women’s Exemplified Award 2018”**  
under Business Market and Social Development  
category Best Practice Award 2018



**SET Sustainability Awards 2018  
(Outstanding)**  
From the Stock Exchange of Thailand  
For the second consecutive year



**Thailand Sustainability Investment  
(THSI) 2018**  
For the third consecutive year  
From the Stock Exchange of Thailand



**Sustainability Report Award 2018  
(Recognition)**  
For the third consecutive year  
From CSR Club, Thai Listed Companies  
Association

**Selected and listed in the ESG100 Company 2018**

For the second consecutive year  
From Thaipat Institute



**Thai Chamber of Commerce Best Awards 2018**

From Anti-corruption Committee,  
Thai Chamber of Commerce



**Corporate Governance of Thai Listed Companies 2018**

attaining “Excellent” levels of recognition  
For the second consecutive year  
From Thai Institute of Directors Association



**Received 100 full scores in the quality assessment of the Annual General Shareholder Meeting (AGM)**

For the second consecutive year  
From Thai Investors Association





**Building Energy Code Award 2018 (BEC)**  
attaining “Excellent” level of recognition  
From Ministry of Energy



**International Arch of Europe  
Convention Award (IAE Award)**  
Category: Diamond  
From Business Initiative Directions (B.I.D.)



**DGNB First Mover Projects Award**  
under the category Platinum for  
Sustainable Homes  
From German Sustainable Building Council  
(DGNB : Deutsche Gesellschaft für  
Nachhaltiges Bauen e.V.)



**Bronze Award from MAT Award 2018**  
for Real Estate Category  
From Marketing Association of Thailand



**Drive Award 2018**  
for Finance From MBA Chula Alumni  
Association, Chulalongkorn Business School

**Property Export Awards Thailand 2018 (PEAT 2018)**

Under Best Affordable High Rise Condominium Category  
For Plum Condo Central Station Project  
From National Institute of Development Administration



**Best Development Marketing Asia Pacific (Regional Winner)**

For the Chapter One ECO Ratchada - Huaikwang Project  
From International Property Awards 2018-2019



**BCI Top 10 Developer Awards 2018**

For Chapter One Shine Bangpo and Plum Condo Pinklao Station Project  
For the Eight Consecutive year  
From BCI ASIA



**Property Guru Thailand Property Awards 2018**

Under Best Luxury Condo Development Category for The Reserve Sathorn Project and Best Affordable Condo Development Category for Chapter One ECO Ratchada - Huaikwang Project  
From Thailand's top real estate website DDproperty.com





**Residential High-Rise Development Thailand Awards**  
 for The Reserve Phahol - Pradipat Project  
**Development Marketing Thailand and Best Development Marketing awards**  
 for Chapter One ECO Ratchada - Huaikwang  
 From Asia Pacific Property Award 2018-2019



**Best Residential Award from Thailand Tatler Award**  
 for the The Reserve 61 Hideaway Project  
 From Thailand Tatler Magazine



**Thailand Property Best Buy Award 2018**  
 for Baan Pruksa Thepharak-Mueang Mai Project 2,  
 Passorn Songprapa Project and Plum Condo  
 Chaengwattana Project  
 By Agency for Real Estate Affairs (AREA)



**Thailand Labour Management Excellence Award 2018**  
 For PRUKSA Precast Concrete Factory Lamlukka  
 From Department of Labour Protection and Welfare

### ECO Factory Award 2018

For Pruksa Precast Concrete Factory Navanakorn  
From Industrial Estate Authority of Thailand and  
The Federation of Thai Industries

GRI 102-12



### Certificate of Green Industry - Level 3 (Green system)

For Pruksa Precast Factory, Lam Lukka and  
Pruksa Precast Factory, Navanakorn  
From Ministry of Industry

GRI 102-12



### Certification of ISO 9001 : 2015, Quality Management System

From Management System Certification Institute (Thailand) (MASCI)

GRI 102-12



### Certification of Occupational Health and Safety Assessment Series BS OHSAS 18001

From Management System Certification Institute (Thailand) (MASCI)

GRI 102-12





# Involvement in Sustainable Development Network

GRI 102-13

The Company supports and drives the sustainable policies through collaborating with the government together with other organizations for the betterment of sustainable development practices. As followings;

- A member of Thailand's Private Sector Collective Action Coalition Against Corruption: CAC with the aim to solve the corruption issue through establishing Zero Tolerance on any form of corruption Policy as well as Anti-Corruption and Bribery policy and procedures which are compulsory for every stakeholders of the company
- The Company, as a network partner in supporting and empowering of providing jobs for person with disabilities under the 35 Act. Together with Social Innovation Foundation, Thai Health Promotion Foundation, Ministry of Labour and Ministry of Social Development and Human Security (MSDHS) for the second consecutive year.
- As a network partner for supporting standardizing the education system under the project called "Dual Vocational Training (DVT)" together with the Office of Vocational Education Commission, Ministry of Education (MOE) for the second consecutive year.
- The company, being the network partners with Thaipat Institute for "Community-Friendly Business operation for the second consecutive year. That is by supporting the community through purchasing their goods/products for serving as snacks in the company's activities which is a sustainable approach for generating income for the community members.
- The Company, Prukso, in collaboration with the Department of Medical Services (DMS) under the Ministry of Public Health (MOPH) co-jointly developed an academic research on building and providing the sufficient and safe environment for elderly people. That is by innovating, designing and selecting proper materials which is most suitable for them. The aim is to decrease the injuries and accidents caused by insufficient and improper environment. Knowledge center with proper standards and safety for elderly people has demonstrated at Lerdsin Hospital for doctors, nurses, in-terns, patients as well as the relatives to receive more knowledge and best practices. Moreover, the center also provides information regarding proper preparation for elderly patients for rehabilitation after discharging from the hospital.
- The Company joins the CSR Club under the Thai Listed Companies Association (TLCA) to facilitate and promote the organization development process with social responsibility towards Sustainable Development.
- The Company's Chief Executive Officer (CEO) presents as a member of Advisory board at The Thai Real Estate Association (TREA).
- The Company's Chief Executive Officer (CEO) serves as a vice president for academic affairs and Government Relation for Nonthaburi Real Estate Association.
- The Company's Executive serves as an advisor to Chiang Mai Real Estate Association.

# About Pruksa Holding

## Pruksa Holding Business Overview

GRI 102-2

Pruksa Holding Public Company Limited (The Company) registered as a public company on March 16<sup>th</sup>, 2016 in order to operate business which main income stream comes from dividend of being a holding company to other subsidiaries. The company registered with initially capital of 10,000 Baht. After the first Extraordinary General Meeting (EGM) 1/2016 the committee concluded to increase the registered capital from 10,000 Baht to 2,273,217,600 Baht by issuing 2,273,207,600 new shares (1 Share values at 1 Baht). That is to underlie the tender offer as well as rights of warrants for purchasing Company's ordinary shares and to get along with the increased capital of The Company. The Company successfully traded in The Stock Exchange of Thailand for the first time on December 1st, 2016 under the "PSH" name.

The Company's core business is developing real estate for trading. The Company intends to hold the 75 percent of the company's asset for the core business which is real estate development. After the re-structuring of The Company, there will be a subsidiary company called Pruksa Real Estate Public Company Limited operating the core business. Thus, The Company's main income stream are the dividend generated from shares own in the Pruksa Real Estate Public Company Limited along with other subsidiaries and potential joint venture partner in the future.

The Company's policy emphasizes on diversifying the investments as well as obtaining new business opportunities rather than real estate for household. That is to lead The Company towards a sustainable growth with recurring income. Therefore, The Company approved investments in Medical (Hospital) and Healthcare sectors. The Company operates through two subsidiaries those are first, The Vimut Hospital Holding Company Limited which will merely focus on investment into other potential companies. Second, the Vimut International Hospital Company Limited which its business includes private hospital, healthcare and retreats. At the moment, this company is undergoing construction process and would be launching in the upcoming year 2020. Thus, the main revenue and income stream of The Company in 2018 would be mainly from real estate sectors.



## History

GRI 102-10

<b>2016</b>	<ul style="list-style-type: none"><li>• Registered a holding company under the name “Pruksa Holding Public Company Limited” holding shares in “Pruksa Real Estate Public Company Limited” by performing a tender offer of ninety eight percent of Pruksa Real Estate Public Company Limited.</li><li>• The company has increased its capital to 2,273,217,600 by issuing 2,273,207,600 new shares (1 Share values at 1 Baht)</li></ul>
<b>2017</b>	<ul style="list-style-type: none"><li>• Vimut Hospital Holding Company Limited and Vimut International Hospital Company Limited both subsidiaries of the Pruksa Holding PCL changed their registered name respectively to Vimut Hospital Holding Company Limited and Vimut International Hospital Company Limited.</li><li>• Received SET Sustainability Awards 2017 under the Rising Star category for the company with 30,000 - 100,000 million Baht asset. This is to honor the company as registered company that is outstanding towards sustainable development. Also, received the Thailand Sustainability Investment Award (THSI) for a “Sustainable share” for the second consecutive year. This is to honor the company with business operation that takes care all of the stakeholders.</li><li>• Becoming a member of anti-corruption project and received a certificate that indicates a membership as a private sector in anti-corruption campaign. Also, organized a campaign called “We Pruksa say no to corruption” in order to create awareness and encouragement for all Pruksa people to work with transparency and work ethics.</li><li>• Pruksa Real Estate PCL has issued 3 sets of corporate bonds value of nine thousand and five hundred million Baht.</li></ul>
<b>2018</b>	<ul style="list-style-type: none"><li>• Received the “Drive Awards 2018” under the Finance category from the MBA Chula Alumni Association, Chulalongkorn Business School by the excellent performance with good governance along with taking good care of shareholders and business partners.</li><li>• Signed an agreement with Department of Medical Services (DMS) under the Ministry of Public Health (MOPH) in an academic research on building and providing the sufficient and safe environment for elderly people with the aim to decrease the injuries and accidents caused by insufficient and improper environment.</li><li>• Received the Thai Chamber of Commerce Best Awards 2018 by Thai Chamber of Commerce. By being a company that operates with transparency, accessibility to information and responsibility towards the customers and business partners. Also, operating business with fairness to all the stakeholders along with corporate social responsibility programs and good governance practice within the company.</li><li>• Received the Sustainability Awards 2018 (for the second consecutive year) as an Outstanding company and the Thailand Sustainability Investment 2018 (THSI) award for the third consecutive year.</li><li>• Received the Sustainability Report Awards 2018 (for the third consecutive year) under the Recognition category.</li><li>• Launching of “BAAN MHOR VIMUT”, a clinic which is open for general treatment and consultation for patients within the community. It is an outreach business from Vimut Hospital. The first pilot clinic is at Rangsit Klong 3, Pathumthani Province which is considered to be a big community with many Pruksa’s projects.</li><li>• Princess Maha Chakri Sirindhor’s presence and grace who has personally perform the grand opening ceremony of our new headquarter called ‘Pearl Bangkok’. It is indeed a day we all at Pruksa would cherish and forever be thankful for.</li></ul>



## Vision

Pruksa Holding aims to be the Top Thai diversified property company that delivers end-to-end modern urban lifestyles to customers.



## Mission

Pruksa Holding is determine to fulfill customers dreams by delivering happiness and modern lifestyle for the entire family.



## Business Goal and Strategy

1. Expanding the core real estate business for trading and diversifying customers target groups.
2. Expanding the real estate business internationally.
3. Strengthening supporting businesses in relation with real estate business to establish firm brand value and customers satisfaction.
4. Expanding investment towards recurring income business.
5. Strive to be an excellent and professional company with sustainable growth.



## Core Value



### Customer Focus

Determine, discover and understand in order to deliver the requirements of all customer groups with valuable home and impressive services.



### Creative Innovation

Innovating and creating superior products and services beyond customer's expectations.



### Collaboration

Deliver satisfaction results for customers with a teamwork attitude and mindset.



### Discipline

Being Discipline and punctual in delivering quality results within the time-frame.



### Ethics

What we think, we say and we take actions with fairness and transparency for the benefits of the customers and involved parties.

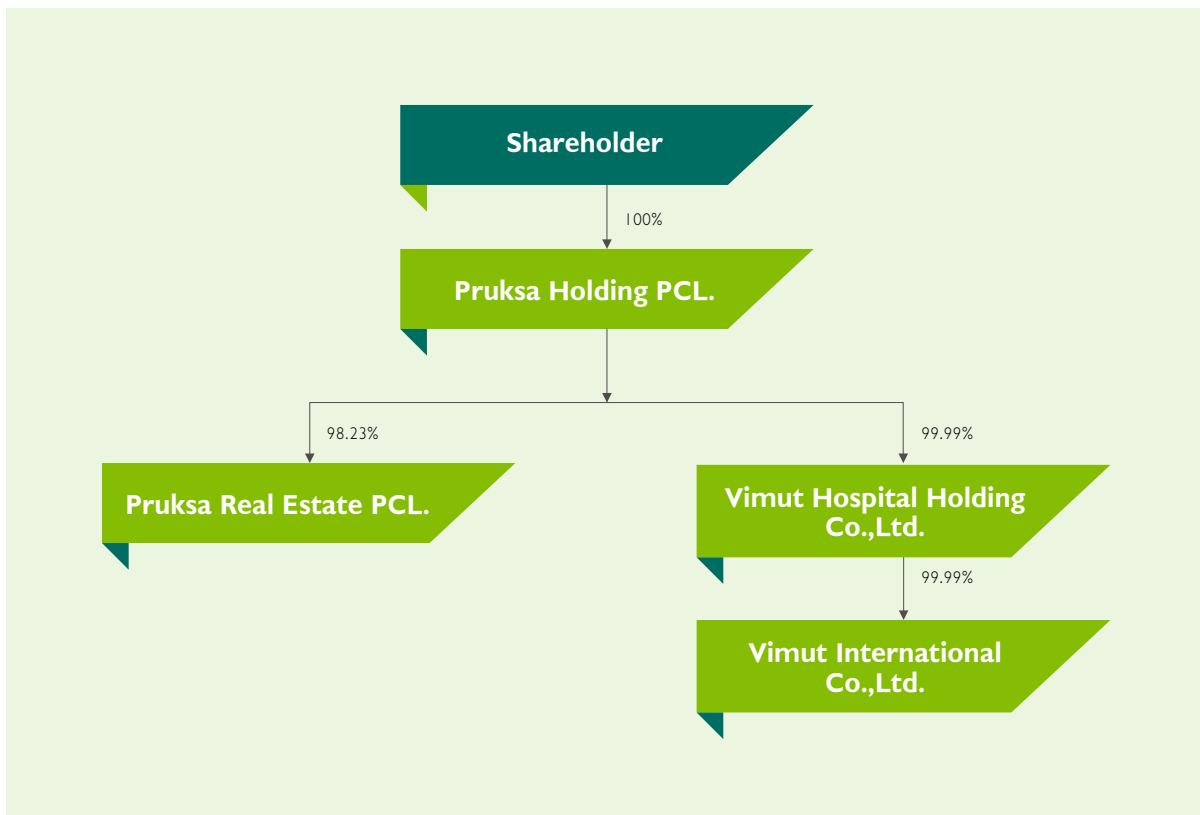


## Pruksa's Organization Culture

I am compassionate and heartfully ready to facilitate the requirements of my customers  
I am mindful and aware of what my customers need  
I am thoughtful, aware and discreet of the work process  
I am concrete in delivering results to my customers  
My customers are happy, I am happy, I am proud of my results

## Shareholder Structure of Pruksa Holding PCL.

GRI 102-45





## Corporate Governance

Pruksa Holding strictly follows good governance practices which are in alignment with the international standard called Corporate Governance Code for Listed Companies (CG Code) issued by the Securities and Exchange Commission, Thailand as well as ASEAN Corporate Governance Scorecard (ASEAN CG Scorecard). The Company firmly believes that by following good governance practices and keeping up to the scorecard would result in fairness, transparent and long-term values adding within the system. Also, this would build strong fundamental and trust within The Company's stakeholders which ultimately leads to a sustainable growth of The Company.

The board members of Pruksa Holding have continuously revised the certain policies The Company's Good Governance those are; Business Code of Conduct for Directors, Executives and staffs, Anti-Corruption policy of the company and its subsidiaries, Board's and sub-committee charter with the aim to achieve its goal of being the listed company with good governance practices in 2018.

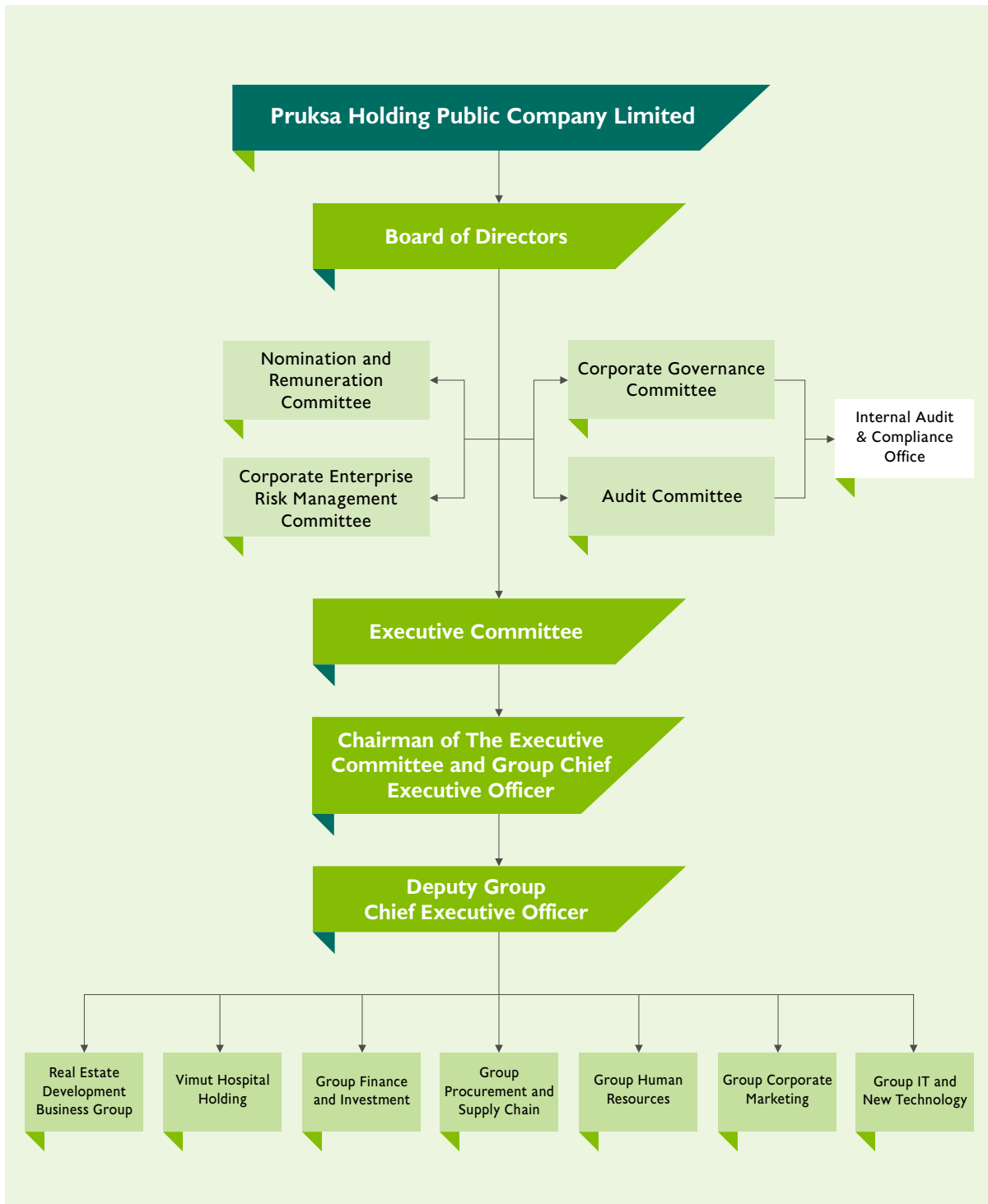
In order to support the code of ethics and good governance, The Company usually revises all the policies in order to reach both short- and long-term company's strategic plans.

The Company organizes training and knowledge management session regarding good governance, business ethics and anti-corruption for the current and new staffs. It is compulsory that all the staffs must go through the training, pass the examination and sign an acknowledgement contract and firmly follow good governance practices as regulations of the company.

The Company foresee the importance of creating awareness and importance of good governance, anti-corruption and fraud within the company by communicating and exercising punishment to those committed the crime as an example. The Company uses many channels to reach out such as Pruksa News, Line@ for staffs and Digital Signage to keep track for good governance and staffs behaviors.

# Corporate Governance Structure

GRI 102-18



Data from December 31<sup>st</sup>, 2018

## Responsible Committees for Sustainability Operations

GRI 102-18

Company performs sustainability management in all dimensions including economic, social, environment and good governance practices. By considering the variable changes factors from both within and outside and the monitoring daily operations that serves the sustainable development mission, therefore, allows The Company to be able to handle any kind of sudden changes/risks. This practice serves as an immune to the system which results in blooming and stronger foundation for The Company. The Corporate Governance committees are subjected to the following responsibilities;

### Roles and Responsibilities of The Corporate Governance Committee

1. Consider, revise and present all the policies to obtain Board members approval. Those policies include Good Governance practices, Business Ethics, Corporate Social Responsibility, Responsibility towards environment, The Company's Sustainable development and many other policies that facilitates the sustainable growth with fairness of The Company.
2. Advise and monitor the implementation of the policies from above (1.) by the management team. The implemented policies must be in alignment with The Company's current situation, business, international standard and advises from involved authorities.
3. Track and monitor the system flow within The Company to meet the Good Governance practices code of conducts.
4. Follow up and take charge in case of failure to perform by management and staffs
5. Pursue and report The Company's performances as per policies to the Board members both internal and external (as requested).
6. Take up any other responsibilities assigned by the Board members.

## Business Ethics

GRI 102-16

The Company emphasizes and strictly follow Good Governance practices by circulating and communicating through "Good Governance Business Practices of Pruksa Holding PCL and its subsidiaries manual for boards, executives and staff members. This manual indicates protocols such as The Company's rules and regulations, shareholder management, customer relation management, staff management as well as recruiting and selecting and managing contractors and suppliers. Moreover, the manual also includes managing competitors, confidentiality on internal and external data/information, internal audit, political involvement, social and environment responsibility, safety management, hygiene and sanitation, proper working environment, financial control and management, international business management, role and responsibility, complaint and anti-corruption practices. This manual serves as the law that all involved parties must respect and follow strictly. This is to ensure that The Company strives towards good governance practices with all the stakeholders in mind.

### I. Non-Discrimination Policy

#### Employee

The Company ensures that the equality policy is applied firmly for all the staffs. Staffs are treated with honor and respect with confidentiality protection of their rights and privacy regarding their personal information; biography, health reports, employment record to any third parties. The information would be permitted to used legally or for common benefits. The Company welcomes any complaints regarding improper practices or any related issue from the staffs. As for recruiting and selecting business partners/suppliers, The Company is confident in being transparent and fair.

Apart from equality that provides fair opportunities for staffs within, The Company is also aware of human rights and fairness in recruiting and treating business partners and suppliers by ensuring that the bidding, auction or any competitions are fair with equal rights. Each of the partners are not allowed to break the law or disrespect the human right such as child labor.

### Shareholders

- Deliver honesty with resolving all the operations with carefulness and fairness for the benefits of the shareholders
- Constantly submitting the facts and figures of overall operation, financial, accounts and other related reports.
- Genuinely reporting the shareholders regarding the The Company's trends and future perspectives both positive and negative with relevant information.
- Misusing the information (which is not publicly announced) for personal benefit or any kind of act that can threaten The Company are not allowed.
- The Company must treat each and every shareholders equally and fairly in the shareholders meeting.

### Partners/Suppliers/Contractors

The Company's intention is to recruit for standard and qualified products under the following circumstances.

- Fair Competition with equal information for all competitors.
- Provide standard criteria and requirements for evaluating and selecting partners.
- Firmly assign the partner to practice and follow laws, human rights with responsibility towards social and environment.
- The Company will perform proper management and tracking system to make sure all the partners are performing and operating up to the contract and to prevent any frauds during the operation.
- The Company must be exercise payment punctuality under mutual agreed conditions.
- Examine and Evaluate the partners for sustainable business development.

The Company is determined to develop and maintain good relationship with partners especially those accomplishing the standard and requirements; product quality, good services, trust worthy, as well as knowledge sharing to enhance each other's potential towards a better standard.

## 2. Confidentiality of Information

- The Company is aware of the importance of the confidentiality of data and information, therefore certain methods and operations are specifically designed to assure the safety.
- The Company holds all records of executives, staffs, business partners, customers and trading information confidentially. The information would only be provided legally to authorized authority, for trial or approved by board members.
- In hiring new employee with former employee of competitors or government employee records, the company would perform investigation regarding that person's confidentiality agreement with previous employer for safety reasons.

Moreover, the company also exercises the rule and regulation for employees with 7 disciplines and punishment stating “discipline and ethical using computer or internet and discipline of being enemy of the company” are subjected to highest disciplinary punishment.

- Staffs are not allowed to use colleague's or any other staff member's user name or password to log in into the system. Unless the username and password are shared within the unit.
- Staffs are not allowed to log in the system which is restricted with confidentiality purpose. Even though the user name and password are given with the permission from authorized person.
- Staffs are not allowed to share internal information with any other staff members or use it for personal matters/benefits.
- Staffs are not allowed to disclose confidential information such as financial and accounting, project budget/cost, knowledge technics or business deals of The Company to outsiders unless given written permission from The Company.
- Staffs are not allowed to share trading, business issues with outsiders (apart from competition or public)

### **3. Antitrust / Anticompetitive Practices**

The Company strives to be the top in real estate business with sustainable development growth. Under fair and good governance practices, The Company supports ethical and fair competitive. By not support all kinds of monopolizing or monetizing approaches. The Company aims to be fair and disregard any dishonest methods.

The Company's behavior towards the competitors are as followings;

- Being a good competitor by following the law.
- Do not seek for competitor's information in a dishonest way.
- Do not accuse or cause disgrace to the competitors.
- Do not engage in any kind of deals or contracts that can illogically deprive the competitors

### **4. Usage of Internal Information for Trading/Dealing (Insider Trading / Dealing)**

The Company intends to be a good representative of the shareholders - keeping in mind that the shareholders are business owners, therefore, in operating the business, it is essential to keep the shareholders satisfied with The Company's performances. That is be developing and ensuring the growth of both business and value in long term aspect as well as creating positive dividend, transparency and credibility for shareholders.

- Operating business with honesty by taking precautions with every step along with being fair to all the shareholders for the benefit of the whole. Also, creating business value in the long term
- Submitting The Company's performance report including financial, accounting, and other relevant information based on facts and figures to the shareholders consecutively.
- Reporting equally to the shareholders regarding The Company's future both positive and negative perspectives with supporting evidences.
- The Company will not seek for its own benefits by using any internal information or taking any actions that could defame or create disputes for The Company.
- The Company must treat each shareholder equally in the shareholders meeting
- The Company must follow good governance practice, with ethical and responsibility towards all stakeholders as well as respecting the shareholders rights.





# Pruksa Holding Sustainability Development

## Sustainable Development Strategy

The Company (Pruksa Holding PCL) is firm and clear with its business strategy for sustainability business operations. The strategy has been implemented and practiced within The Company earnestly. The strategic Initiatives are set as the followings;

### Portfolio Management

With the objective to manage business growth along with risk management of each product's category according to the real estate market trend. This is for Pruksa to be able to adapt and flow with the economic conditions.

### Excellence Service & Product Quality

With the objective to enhance the product and service quality which is an essential key factor for the sustainable growth of Pruksa.

### Strengthen Partnership

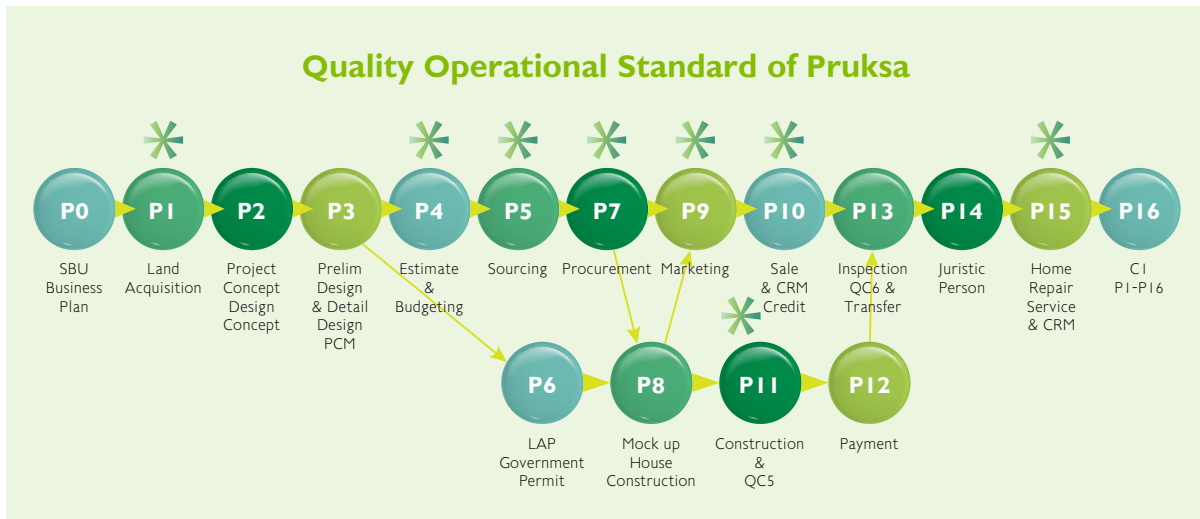
With the objective to develop the potential and capability of the contractors who are the important alliance as well as business partner to be able to grow together with Pruksa.

The 2018's Strategy implementation guidelines include assigning roles and responsibility to the top management those unit/operation involved in the strategy above along with setting the Key Performance Index (KPI) starting from Corporate, Top Management until Operation KPI. The KPI is set in order to track, trace and ensure that the strategy and mission has been implemented successfully with acceptable result. The KPI indicated the 90 percent with Positive Impact for The Company in Strengthen contractors while the complains from customer has decreased 10 percent.

# Sustainable Business Approach

GRI 102-9

The Company determines to be the top real estate company in Thailand with diversified business and service in order to respond to current lifestyle and requirement of the customers. Consistent with The Company's policy that emphasize on "Paying attention" in constructing good and qualified products for the customers, therefore, The Company intends to maintain the operation system that covers the complete supply chain with standards called Process (Process :P) beginning from initial Process (P0) to final Process (P16). This is the core operation of The Company.



**Remark** \* The supporting operations are Human Resources, Corporate Secretary, IT and Good Governance development.

## Explanation of Standard Workflow Process starting from P0 to P16

Working Process	Details of Quality Operation
<b>P0</b>	<b>SBU Business Plan : Project Feasibility Study 1</b>
	Study and examine the Potential Land's Market and Financial Feasibility study as per The Company's standard.
<b>P1*</b>	<b>Land Acquisition: Negotiation on Land Purchase for Project Feasibility Study 2 and Land Purchase approval</b>
	<p>The Company's land acquisition process focuses entirely on potential land plots that could generate value to the residents. The chosen potential land plots are those from willing to sell customers not by any types of forces, without any illegal case and must be transparent. There will be representative from The Company representing in each plots throughout the process to ensure everything is done according to The Company's standard, rules and regulations.</p> <p>Also, purchasing the land plots surrounding the project area is also in The Company's plan. In order to ensure that the surrounding communities do not get disturbed or affected by the construction, transportation of materials and any other movements. If the roads are damaged during the process, The Company intends to repair and improve the condition of the area.</p>

Working Process	Details of Quality Operation
	<p>The land acquisition/purchasing process are divided into 8 sub-steps (P0-P8) which will be subjected to the Boards and the stakeholders (People involved both internal - Company's employees and external- Land owners, Agents) for mutual understanding and proper execution.</p>
<p><b>P2</b></p>	<p><b>Project Concept Design Concept : Project Concept and Project Feasibility Study 3</b></p>
	<p>Right after The Company acquires the land for project development, the design team would take over the next process. Those are project concept design and layout, infrastructure, as well as ensuring the concept delivers pleasant concept. Moreover, the layout of the house is designed according to the landscape architect principles and the land allocation law. This is to optimize the project with quality, positivity and low maintenance requirement.</p>
<p><b>P3</b></p>	<p><b>Prelim Design &amp; Detail Design PCM : Designer Recruitment and Housing Design</b></p>
	<p>The Housing Design emphasizes on comprehensive functions for quality living as well as raw materials selection those are suitable, worthy, durable and easy to maintain with best quality. Also, designing a proper wastewater management, water drainage and treatment system are designed based on sanitary principle. Along with provide manual for users to ease up their lifestyles and protect the environment at the same time.</p>
<p><b>P4*</b></p>	<p><b>Estimate &amp; Budgeting : Estimated Project Price (Median) Project Budget for Project Feasibility Study 4</b></p>
	<p>Price estimation is performed per project designing and budgeting. This process is divided into 6 sub-processes (P1-P6) which will be subjected to the Boards and the stakeholders (People involved both internal - Company's employees and external-designers) for mutual understanding and proper execution.</p>
<p><b>P5*</b></p>	<p><b>Sourcing : Seeking and selecting Contractors</b></p>
	<p>Selecting contractors or suppliers those meet the housing designing and requirement as well as The Company's standard with good before and after sales services. With proper Biding or E-Auction process, would ensure the transparency and reasonable price. For contractors or suppliers with good performance and potential, would be considered for the future projects.</p> <p>This process is divided into 9 sub-processes which will be subjected to the Boards and the stakeholders (People involved both internal - Company's employees and external- contractors, shops) for mutual understanding and proper execution.</p>

Working Process	Details of Quality Operation
<b>P6</b>	<b>Government Permit : Request for permission</b>
	The Company's request for permission is strictly exercised according to the government's law and regulation.
<b>P7*</b>	<b>Procurement : Auction and Hiring of Material suppliers</b>
	Auction is taken place for the hiring process of material suppliers. This is to make sure that The Company gets the best supplier who can deliver qualified products with reasonable price and excellent services.
<b>P8</b>	<b>Mock up House Construction : Sale office and Mock up house construction</b>
	The initial process begins with soil filling, infrastructure and mock-up house construction. The process must follow the project pipeline firmly with no threats to the surrounding environment. There will be assigned project manager in charge of the project as well as towards the surrounding community.
<b>P9*</b>	<b>Marketing : Marketing</b>
	The usage of Media in the project marketing would be down according to the law and consumer's law. The Company has a team that will examine the data and information before disseminating the words publicly. Also, making sure that advertising boards do not disturb or create nuisance for the community.
<b>P10*</b>	<b>Sale &amp; CRM Credit : Sale and Consultation on House Purchasing and Housing Loan for Customers and CRM service</b>
	The information/data provided to the customer will be based on fact and figures that would be a fundamental for decision making process. In addition, The Company intent to facilitate the customer for the housing load by partnering with financial institutes in order to maximize the benefits for the customer. Moreover, sales can be done through agents both in and outside the country along with providing consultation for customers with financial issues with Win Back project. Also, development of the CRM Database to increase the sales are also in the plan.
<b>P11*</b>	<b>Construction &amp; Quality Control : Project's Infrastructure Construction and Quality control</b>
	During the construction, The Company will perform carefully with minimum effects on the surrounding communities such as nuisance noise, water drainage and dust from the construction process. However, the dust would be lesser than in general due to The Company's modern construction technique using precast sheet (prefabricated reinforced concrete). Each precast sheet is inspected thoroughly resulting in reducing pollutants both direct and indirectly emitted from construction and transportation (greenhouse gas) as well as reducing disposal/waste within the project. This process ensures the premium quality of the house before handing over to the customer.

Working Process	Details of Quality Operation
<b>P12</b>	<b>Payment : Payment for Contractors (according to project process)</b>
	The payment is approved based on actual work progress. The terms and conditions would be delivered to the contractors for mutual understanding.
<b>P13</b>	<b>Inspection Quality Control &amp; Transfer: User Acceptance Examine (handover) and Transfer of Ownership</b>
	The customer will perform the inspection and acceptance. With the quality and standard operated by The Company consecutively, the corrections/errors are subjected to decrease.
<b>P14</b>	<b>Juristic Person : Property Management and Juristic Person Management</b>
	For the housing estate management, The Company employs a specific agency to take care of the public utilities as well as services; lighting system, water drainage, project cleanliness and sanity, roads, parks and security process. The agency will operate starting from before-first moving in, during residency and transfer of management responsibility to the juristic person. Especially for the security purposes, The Company gives most importance to by selecting qualified security companies and constantly monitors their performances. This has reduced the number of insecurity issues within the project significantly.
<b>P15*</b>	<b>After Sales Service and Building good Customers Relationship: After Sale House Repair Management and CRM</b>
	The Company clearly states the Repair and Maintenance Service which strictly complies with the Service Level Agreement (SLA) which comprises of both quality and timing aspects. Each and every repair service request must be recorded in the system - stored as operation data and information for the related parties to and for better services. While as, the process of before-during-after repair service would be taken care of by the customer service team in order to provide constant update and maintain good relationship between both parties and receive feedback/evaluation. The evaluation would be reported to The Company's executive for further improvement. This process has reached the utmost customer's satisfaction.
<b>P16</b>	<b>Continuous Improvement Process and Supply Chain (Revert to PI-P16)</b>
	Revising and enhancing each working process consecutively is what we do to ensure that the customer would receive the best quality and result from The Company. To make sure we keep improving, certain activities have taken place such as Innovation Awards, Improvement Awards by Innovation Center and Continuous Improvement (CI) and Quality Assurance (QA) team.

## Important Issues for Sustainable Development

The Company has specified the essential issues regarding the Sustainable Development those are first, considering information from stakeholder participation (Stakeholder Inclusiveness). Second, Business plan, strategy, risk factor and Sustainable Development Goals (SDGs) and Third, advice and suggestions from The Stock Exchange of Thailand in the submission of a sustainability assessment for the SET Sustainability Awards 2018. For various information, the company has Applied principles for defining report content GRI standards, which material issues selection Process as detailed below.

### Principle of important issue selection (Materiality)

GRI 102-49, GRI 102-46

#### 1. Identify The Company's Stakeholder (Identification)

The Company follows the procedures of GRI Standard including Sustainability Context, Materiality, Completeness and Stakeholder Inclusiveness. Moreover, the potential important issues from internal sources (Goals and Business plan) as well as external sources (Evaluation and decision of the stakeholder) also issues emerging from economic, social, environment and the changes of the global trends according to the Sustainable Development Goals (SDGs) are taken into account in order to evaluate, select and identify as the important issue for The Company.

#### 2. Prioritization

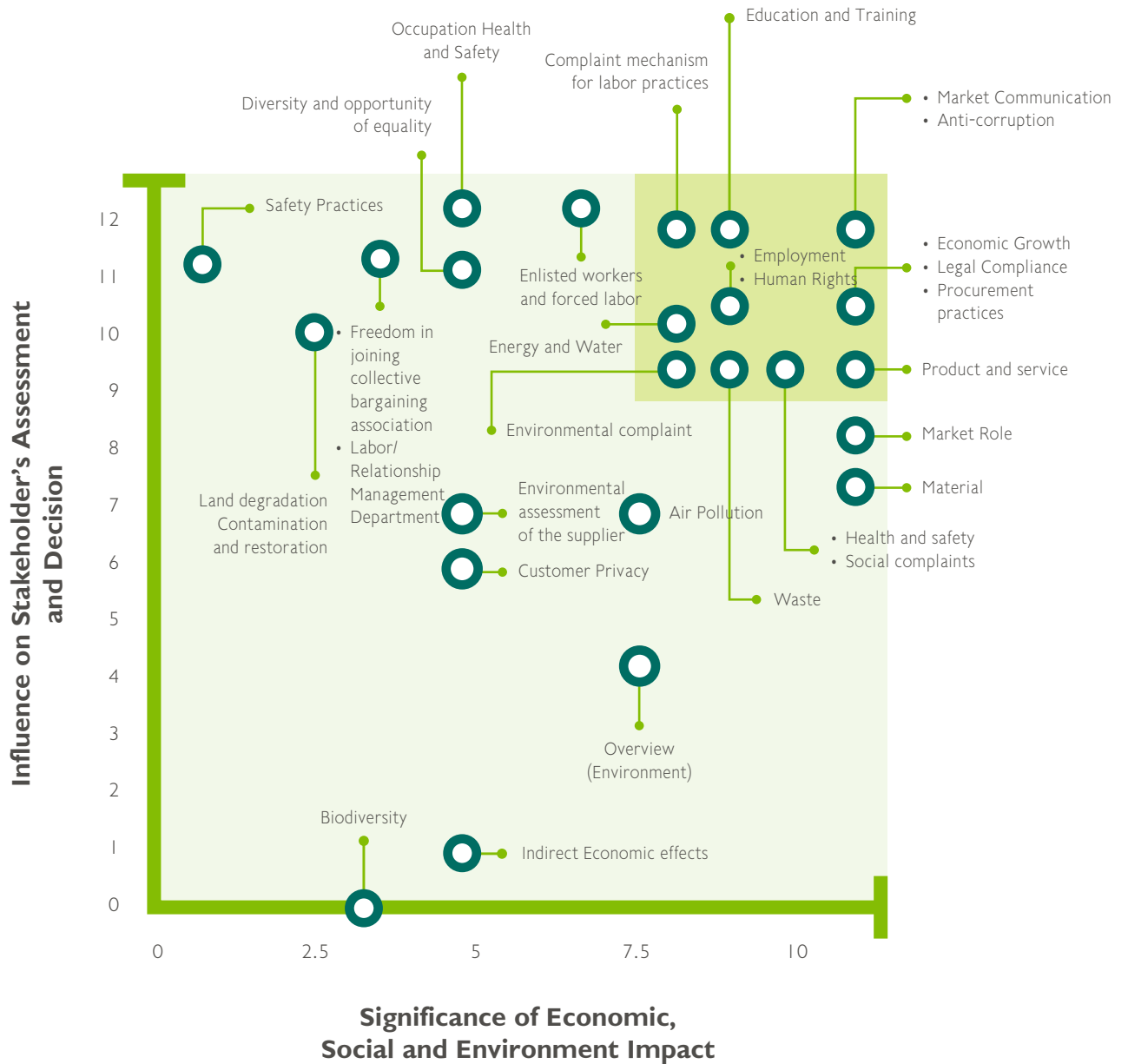
The Company would Prioritize and evaluate the Materiality towards Sustainable Development by identifying and determining the important issues especially those related to the effect and expectation of the shareholder as well as the sustainable development growth trends in the real estate and construction area. Then, each issue would be given score according to the level of importance in the Materiality Matrix indicating vertically - The influence level towards evaluation and decision making of shareholders and horizontally - The significant level of economic, social and environment effect.

#### 3. Validation

GRI 102-32

The important issues for Sustainable Development of Pruksa Holding PCL have been identified with approval from the executives from 15 fields including 3 from economic, 3 from environment and 9 from social issues as shown below.

# Graph indicating the important issues towards Pruksa Holding PCL Sustainability Development



## Written Report on Important Issues towards Sustainable Development

GRI 102-46

Important Issue towards Sustainable Development GRI 102-47	Effect towards Stakeholder		Report Agenda	Page
	Internal	External		
<b>Economic</b>				
1. Economic Growth	Executive/ Staff	Shareholder, Creditor, Business Partner, Counter partner	Economic Growth	45
2. Purchase		Business Partner, Counter partner	Purchasing Plan	48
3. Product and Service		Customer, Business Partner, Counter partner	Product and Service	56
<b>Environment</b>				
4. Energy and Water		Social and Community, Customer	Energy and Water Management	76
5. Waste		Social and Community, Customer	Waste Management	85
6. Environmental Complaints		Social and Community, Customer	Management Procedures towards Environmental complaints	138
<b>Social</b>				
7. Anti-Corruption	Executive/ Staff	Business Partner, Counter Partner	Anti- Corruption	87
8. Employment	Executive/ Staff		Employment	95
9. Labor Complaints	Executive/ Staff		Management procedures towards Labor complaints	98
10. Human Rights	Executive/ Staff	Business Partner, Counter Partner	Respecting Human Rights	99
11. Knowledge Management and Training	Executive/ Staff		Enhancing the potential and career path growth	100
12. Health and Safety		Customer	Health and Safety	109
13. Marketing Communication		Customer	Marketing Communication	121
14. Legal Compliance	Executive/ Staff	Business Partner, Counter Partner, Creditor, Customer	Legal Compliance	123
15. Social Complaints		Social and Community	Management Procedures towards Social Complaints	138



# Risk Management

GRI 102-11, GRI 102-12

Keeping uncertain and volatile Global economy along with various severe risk factors in consideration, Pruksa Holding PCL is aware that Risk management is very essential for achieving The Company's goal as well as creating values for The Company and its stakeholders; shareholders, community, society and other related parties. Therefore, Risk management and evaluation is tied with strategy planning by including uncertain factors both internal and external that could affect the business. The Company is always seeking for business opportunities that could lead towards sustainable growth and development.

The Company consecutively develop the Risk management system according to the international standard COSO and Enterprise Risk Management Framework. The Company performs annual evaluation for Risk factors that directly and indirectly effect the business plan while setting procedures appropriate risk control. As a matter of fact, The Company tends to integrate the risk management process into the organization's work process by developing Risk Control Self-Assessment: RCSA with the aim to determine and evaluate designed risk control. That is by allowing the process owner to take charge of the evaluation and performance within their control area in order to understand and minimize the risk that could delay any operation. In addition, The Company also develop the Business Continuity Management System: BCMS to deal with any disruption that might take place referred by the ISO 22301:2012 standard. By circulating the risk management plan within The Company leads to unity of understanding and tracking and reporting the practices to the risk management committee, auditing committee and board committee for development of better risk management strategy.

In addition, The Company also follows the Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) initiated by the Thai Institute of Directors Association (IOD). In 2018, The Company performed the risk from corruption for Real estate and Hospital group.

The company provides analysis and risk assessment along with risk management plan for both short- and long-term business operation, including 4 aspects as following.

## I. Strategic Risk

Risk Factor	Management	Result
1) Being a company that operates through being a shareholder in other company	Set up specialize committee and report to the executives regarding the investment in the subsidiary company with investment feasibility study.	<ul style="list-style-type: none"> <li>- Year 2016, established Pruksa Holding PCL</li> <li>- Year 2017, established Vimut Hospital Holding CL and Vimut International CL</li> </ul>

Risk Factor	Management	Result
2) Changes in the credit policy of commercial banks	<ul style="list-style-type: none"> <li>Extending the down payment period and earlier project sales. Also, expanding the products to cover more customer groups</li> <li>Apply for Pre-Approval from the banks when the customer shows interest in taking loans in order to minimize the risk for both customer and The Company. In order to comply with Bank's policy, The Company provide various options with lower price for the customer to choose.</li> </ul>	Bank Rejection less than 6 percent
3) Competition Intensity	Developing the land and project (with various price and budget) in many areas that response well to the various customer groups.	Launching of 55 new projects in 2018
4) Increased construction cost and limited construction materials	<ul style="list-style-type: none"> <li>Selecting core suppliers by bidding for stable cost throughout the year</li> <li>Build alliance partner by setting certain patters; selection, service, evaluation and clear working process.</li> <li>Organize monthly report of cost changing as well as calculate the effect towards the sale cost. This is to determine the action taken; changing in price or using substitute materials</li> <li>Implementing Ready to move in policy instead of constructing the house after the confirmation from the customer. This is to facilitate the construction plan</li> </ul>	The sale cost (COGs) in 2018 is at 64.2 percent which is within The Company's scale.

## 2. Operational Risk

Risk Factor	Management	Result
1) Delaying of the Hospital construction from the planned timeline.	<ul style="list-style-type: none"> <li>Hire designer and consultant with specialty and experiences in building and management hospital construction for proper time management.</li> <li>Consider creating insurance policy during the beginning of the initial building construction for risk management purpose.</li> <li>Consider the conditions in the Main Contractor by setting penalty for not delivering within the timeline. Penalty must be paid by the contractor for not complying with the contract.</li> </ul>	The construction is according to the project plan for Project Launch in Q3, 2020.

Risk Factor	Management	Result
2) Problem in Construction Quality Control (to meet the standard)	<ul style="list-style-type: none"> <li>• Increase the contractor's standard and adjust the work quality and efficiency rate</li> <li>• Speed up and minimizing the repairing work jobs</li> </ul>	Top 10 Defect : The average DPU monthly drop 5 percent from the previous year (YTD December, 2018)
3) Safety within the Construction Project	<ul style="list-style-type: none"> <li>• Set proper working standard at high risk area and make sure everyone follow the procedure strictly in every projects.</li> <li>• The responsible person for each project assigned rightfully by law must evaluate the standards and safety of the equipment.</li> <li>• Assign a person who is responsible for monitoring and evaluating the performances of the contractors</li> </ul>	Renewal of Occupational Health and Safety Assessment Series (OHSAS 18001:2007)
4) Labor shortage	Innovating a horizontal construction method. That is by constructing with Precast Concrete Panel which is easy to implement in all project areas.	Meets the 100 percent of the Horizontal Fully Precast for new projects.
5) Lack of Consecutive Human Development	<ul style="list-style-type: none"> <li>• Develop human resources through promoting cross working for cross career development</li> <li>• Set policy related to supporting and encouraging staffs career path. Provide opportunity for capable and potential staffs to have proper career growth. By developing tools and systems that help enhance their potential for both personal and career growth.</li> </ul>	From the Engagement Survey under the Learning & Development category shows an improvement of 2.8 percentage from 71 scores in 2017 to 73 scores in 2018

### 3. Financial Risk

Risk Factor	Management	Result
<ul style="list-style-type: none"> <li>• Ability to pay dividend depends on the dividend received from the subsidiaries company</li> </ul>	The subsidiaries under the Vimut Hospital can't pay back dividend yet because it's still in the investment and construction stage. It would take about 2 - 3 years until the final construction and beginning of the operation. Therefore, the dividend now would be from Pruksha Real Estate PCL group only (with certain growth, expansion and stable performance from the subsidiaries)	No less than 50 percent of the net profit from PSH after deducting the reserved fund (by law)

## 4. Compliance Risk

Risk Factor	Management	Result
<ul style="list-style-type: none"> <li>Operating business which is enforced under strict law</li> </ul>	<ul style="list-style-type: none"> <li>Follow the law, rule, standard and policy stated by the related Authorities and receive legal permission that is accepted by law, shareholders and business partners.</li> <li>Use Good governance practice to maintain The Company's and shareholders benefits.</li> </ul>	Damages from being sued or complaints related to permission granted from the authorities (Penalty per case: More than 1 year in prison, fine more than 100,001 Baht or both) The Record is clean in year 2017.

As for emergency cases precaution, The Company assigned the BCM coordinator in each unit to be the center of information such as staff's operational tasks, important phone numbers, substitute workplace as well as any annual major changes.

The Company is well aware of the importance in consecutively development of risk management system in alignment with the supply chain management along with following the international management standard procedures to be ready for any uncertain circumstances that could happen in the future including threat to The Company's existence. Therefore, in 2018, the committee has prepared the Business Continuity plan for emergency case as followings;

### Business Continuity Plan : BCP

- 1. The Head Quarter (HQ)** must practice the Incident Response Team-Head Office : IRT-HO (case of emergency) to understand the procedure and evaluate the communication and performances under a mock situation; Fire safety training annually at the HQ with core executive and back up members of altogether 25 people.
- 2. The project which is undergoing study**, development, evaluation for emergency case at the construction sites with Emergency Response Plan: ERP in alignment with Business Continuity Plan: BCP. This project aims to create awareness and readiness for the site works to be prepared for any emergency situation. According to the 2018 plan, participating in the selected projects from the resolution of The committee of Safety, Occupational Health and Work Environment as a representative of the subsidiary group to participate in 9 projects with 140 people including executives, staffs and contractors joining in.

Moreover, The Company also has plan for developing and enhancing the risk management strategy to meet the international standard of ISO 22301:2012 under the Precast Concrete Factory criteria with the goal to create trust within all stakeholders.

## Emerging Risk

In the meantime, The Company is also aware of the new emerging risk that could strongly affect or even create new business opportunities. The Company evaluate the potential Emerging Risk as indicated in the table below.

Risk Factor	Management
<ul style="list-style-type: none"> <li>Changes in the policy New Town Planning Act. that would effect The Company's land purchasing decision as well as the town house, single house and condominium market.</li> </ul>	<p>The Company follows up with the new condition and policy to purchase the land as well as ask for legal rights/documents. Also, The Company would take possibilities of New Town Planning Act. changes into account before purchasing any land.</p>
<ul style="list-style-type: none"> <li>Risk from Loan To Value (LTV) act and Land and Buildings Tax Bill</li> </ul>	<p>Present, the Strategy and New Business Development (SBD) unit is responsible of analyzing and strategizing for the upcoming challenges.</p>

## Promoting Risk Management Culture within The Company

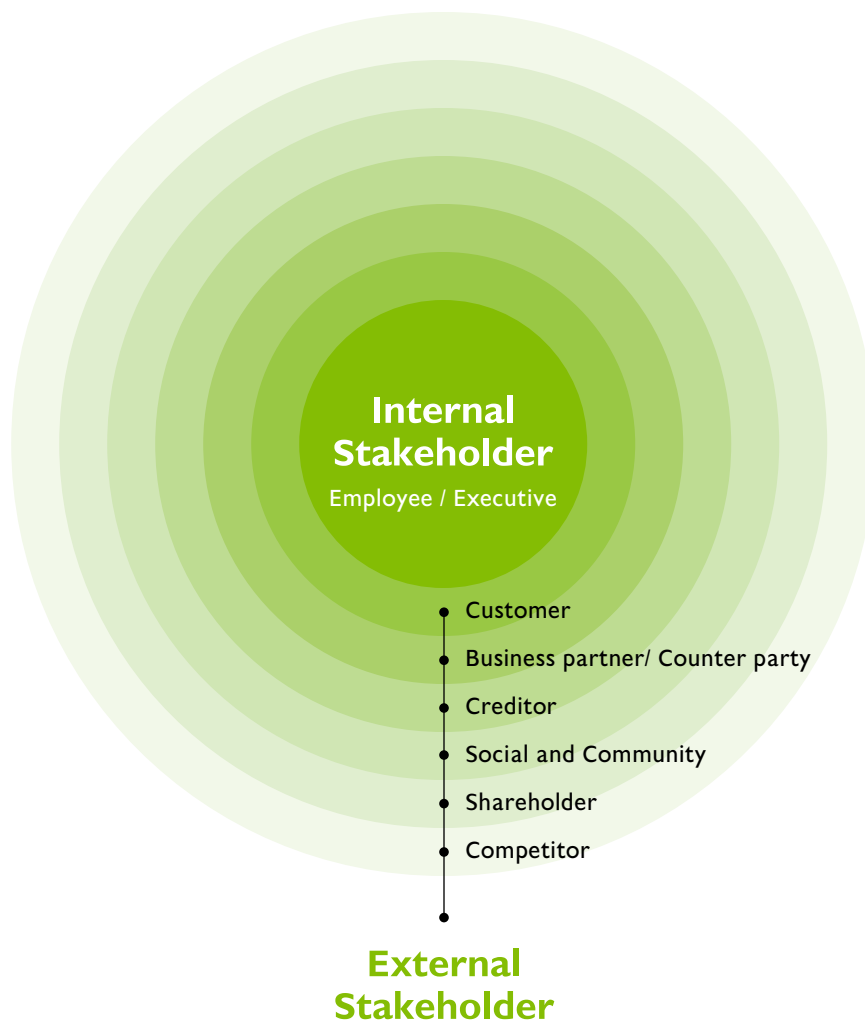
The Company gives significantly importance to the Risk Management Culture within The Company because it is what everyone in the company including executives, board members and staffs must work strictly together in order to create a strong risk management culture. By following roadmap designed by the Risk management committee along with advises given from them. In addition, certain knowledge and information related to risk management, emergency preparation and business continuity is communicated within through Risk Portal platform.

Moreover in 2018, to create awareness and understanding on the issue, certain trainings have been planned for the staffs from Headquarters in which 1 was organized successfully and will be carried on in the future for the project staffs and Pre-cast factory staffs as well.

# Stakeholders of Pruksa Holding

GRI 102-40, GRI 102-42

The Company gives importance and respect to all the stakeholders - those considered as people who have influence over The Company's operation. Therefore, certain units have been assigned responsibilities to take care of the stakeholders and make sure they are well taken care of. Moreover, The Company also established company's code of ethics that must be followed as well as prioritizing the importance of each stakeholders according to the effect and expectation from The Company including positive, negative, direct and indirect aspects. Also, equitable treatment of shareholders, responding to stakeholder expectation as well as communication channels are taken into account as shown below.



## Treatment and Respond towards Stakeholder

Stakeholder GRI 102-42	Communication Channel GRI 102-43	Expectation and Responses towards Stakeholder GRI 102-44	Treatment towards Stakeholder GRI 102-44
Employee/ Executive	<ol style="list-style-type: none"> <li>1. Pruksa News : Public Relation (PR) news delivered to employee once a day.</li> <li>2. Digital Signage : PR channel through screen located in front of the lift to share the updates and news to the people in The Company</li> <li>3. Line@ : <ul style="list-style-type: none"> <li>• Pruksa Engagement to engage and communicate about in house activity</li> <li>• pruksacg to complain about corruption within The Company GRI 102-41</li> </ul> </li> <li>4. E-mail : cg@pruksa.com</li> <li>5. Meeting and organizing events for the executives to meet up with the staffs; New year party</li> </ol>	<ol style="list-style-type: none"> <li>1. Compensation; wedding gifts, education of spouses, visit gift (hospitalized), subsidy fund (natural disaster), wreath allowance for funeral (for staff's family member)</li> <li>2. Health and accident insurance; annual health checks up for staffs, group health insurance and group accident insurance. Staffs at the same Band would receive the same benefits without any gender, race, age and religion discrimination.</li> <li>3. Housing welfare, special discount rate for house, town house or condominium purchasing from The Company's project</li> <li>4. Funds; provident fund to help collect money and create sustainable living. This fund is up to the willingness of the staffs and their ages. The contribution rate (of the company) is ranged from 5 to 10 percentage of social security fund and compensation fund (in case of illness or accident)</li> <li>5. Other benefits; commission, scholarship for spouses, fitness and sport club, supporting monthly telephone bill, uniform cost (Suit), reward (financial) for staffs who complete 10 and 20 years of service, annual holidays, taking formal leave for military purpose, child labor leave, birthday gifts etc.</li> </ol>	<ol style="list-style-type: none"> <li>1. The Company will hire right person for the right job with fairness by referring to the qualification; academic background, experiences and others those are relevant to the job position without any discrimination towards age, gender, sex, race or religion</li> <li>2. The Company exercises compensation policy which is in alignment with the short and long term company's operation plan. That is by taking annual profit generated capacity with Balanced Scorecard</li> <li>3. Management of Employee welfare; provided fund, housing welfare, social security fund, fitness and sport club, compensation fund for illness/ accident from work, greeting items (in case hospitalized), subsidy fund from natural disaster and wreath allowance for funeral</li> <li>4. The Company is responsible of taking care of the working environment. To make it safe for life/asset of the employee at all time. Also, strictly follow the labor law.</li> <li>5. The Company has policy in human resource development by enhancing their capacity and ability along with their career path.</li> </ol>

Stakeholder GRI 102-42	Communication Channel GRI 102-43	Expectation and Responses towards Stakeholder GRI 102-44	Treatment towards Stakeholder GRI 102-44
			<p>6. The Company has certain ways of performing human rights management; recruiting, the company will follow the code of ethics and be fair without being discriminated in race, religion, skin color or gender. But instead would determine the performance individually. Also, child labor, enlisted labor or forced labor are not favored.</p>
Customer	<ol style="list-style-type: none"> <li>1. Telephone : Pruksa Contact Center 1739</li> <li>2. Website : <a href="http://www.pruksa.com">www.pruksa.com</a></li> <li>3. Website : <a href="https://member.pruksa.com/">https://member.pruksa.com/</a></li> <li>4. Pruksa Live Chat through <a href="http://www.pruksa.com">www.pruksa.com</a></li> <li>5. Facebook : Pruksa Family Club</li> <li>6. Letter to the president; President of the Group Management, Audit committee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Prepare Visual Questionnaire in collecting information through electronics devices and collecting data through CRM process which is developed for customer database purpose.</li> <li>2. Organize activity that enhance the relationship with the customer; Pruksa Member by receiving income through inviting friends to buy The Company's Product.</li> <li>3. Receive benefits from activity, product and services from brand name shops according to the customer's life style.</li> <li>4. Carry on research and development (R&amp;D) of the products to fit customer's demand.</li> <li>5. Build trust and confidence in keeping customer's data with effective database management.</li> </ol>	<ol style="list-style-type: none"> <li>1. Gathering all the information gained from Touch Point into one central place to have a Customer single view within The Company. So that the customers can be served with exceptional product and service.</li> <li>2. Building strong and good relationship for both short and long-term customers by creating projects that lead to customer satisfaction, trust and words of mouth.</li> <li>3. Allocate benefits, activity, product and service that serves the value for the betterment, comfortable and perfect lifestyle for customer.</li> <li>4. Create modern customer database system with accuracy that can communicate certain activity, benefits with the customer effectively</li> <li>5. Maintain customer information and confidentiality. The Company will not use the data for its own benefit or any actions against the law except it is requested by the legal authority.</li> </ol>

Stakeholder GRI 102-42	Communication Channel GRI 102-43	Expectation and Responses towards Stakeholder GRI 102-44	Treatment towards Stakeholder GRI 102-44
Business Partner/ Counter party	<ol style="list-style-type: none"> <li>1. Telephone : Pruksa Contact Center 1739</li> <li>2. Website : <a href="http://www.pruksa.com/whistleblowing-disclosure">www.pruksa.com/whistleblowing-disclosure</a></li> <li>3. E-mail : <a href="mailto:cg@pruksa.com">cg@pruksa.com</a></li> <li>4. Line@ : pruksacg</li> <li>5. Letter to the president; President of the Group Management, Audit committee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Fair competition (equal information)</li> <li>2. Standard and requirement for recruiting and selecting business partner/counter party</li> <li>3. Prepare legal and proper contract</li> <li>4. Prepare traceability system to ensure that everything is operated under written agreements and to prevent scam, corruption and fraud.</li> <li>5. On time payment as per agreed in the contract with business partner/counter party</li> <li>6. Organize Supplier CG's Day to invite business partner to join in the anti-corruption campaign and perform good governance practices.</li> </ol>	<ol style="list-style-type: none"> <li>1. The Company opens and welcomes all partners, suppliers, sellers, vendors (which would be referred as business partners) for a fair, transparent and honest bidding process.</li> <li>2. The Company is determined to maintain good and sustainable relationship with the trust worthy partners/ counter party those with clear approach regarding product service quality.</li> <li>3. The Company is very strict regarding Anti-bribery policy. None of the executives or staff can accept bribery from any business partners or counter party both directly or indirectly</li> <li>4. Give out notice to the agents, business partner, counter party and financial institute stating that The Company practice the no gift policy and do not accept any kind of sponsorship (financially)</li> <li>5. Do not get involved with any procurements with business partner or deal in any contract having any personal relationship; family, relatives o</li> <li>6. Do not use any business information for personal matters</li> </ol>

Stakeholder GRI 102-42	Communication Channel GRI 102-43	Expectation and Responses towards Stakeholder GRI 102-44	Treatment towards Stakeholder GRI 102-44
Creditor	<ol style="list-style-type: none"> <li>1. Telephone : Prukسا Contact Center 1739</li> <li>2. Website : www.prukسا.com</li> <li>3. Facebook : Prukسا Family Club</li> <li>4. Line@ : pruksacg</li> <li>5. Email : cc@pruksا.com</li> <li>6. Letter to the president; President of the Group Management, Audit committee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Repay loan/dept to the creditor on time as per negotiated.</li> <li>2. Strictly follow all the conditions requested by the creditor.</li> </ol>	<ol style="list-style-type: none"> <li>1. The Company issues clear policy and procedures related to creditors especially guarantee conditions, capital management and default payment with trading partners or financial institute by not allowing default payment at all.</li> <li>2. In repayment of loan, interest and responsibility of collateral, The Company will follow the written contract and its condition as per agreed.</li> <li>3. With certain situations that can impact the financial stability, The Company will announce the capital management to the creditor in order to avoid any risk or damage that might occur.</li> </ol>
Social and Community	<ol style="list-style-type: none"> <li>1. Telephone : Prukسا Contact Center 1739</li> <li>2. Website : www.prukسا.com/whistleblowing-disclosure</li> <li>3. E-Mail : csr@pruksا.com</li> <li>4. Letter to the president; President of the Group Management, Audit committee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Carry the Customer Social Responsibility (CSR in process); hiring disable employee project and local community's product supporting project.</li> <li>2. Perform the CSR outside the process (CSF After Process) to co-create social sustainability in 3 dimensions; Education and youth development dimension; Prukسا Innovation Learning Center, etc. Social and Environment dimension; Prukسا Volunteer project, Blood donation project, etc. Moral and ethical aspect; Dhamma and happiness project, etc.</li> <li>3. Prepare the sustainable report according to the international standard; Global Reporting Initiative (GRI Standard)</li> <li>4. Support and join in the activity related to social and community development along with other partners; Prukسا Community Care, switching off light 60+ EARTH HOUR, etc.</li> </ol>	<p>The Company consecutively carries out activity for social and community by issuing responsibility policy (approved by the board members) that must be acknowledged and followed: The policy includes 8 principles.</p> <ol style="list-style-type: none"> <li>1. Operating business with fairness</li> <li>2. Anti-corruption practice</li> <li>3. Respecting Human Rights</li> <li>4. Fair labor treatment</li> <li>5. Responsibility towards customers</li> <li>6. Taking care of environment</li> <li>7. Social and Community development</li> <li>8. Innovate and Diffusion of Innovation obtained from social, environment and stakeholders responsibility operation.</li> </ol>

Stakeholder GRI 102-42	Communication Channel GRI 102-43	Expectation and Responses towards Stakeholder GRI 102-44	Treatment towards Stakeholder GRI 102-44
Shareholder	<ol style="list-style-type: none"> <li>1. Annual General Meeting (AGM)</li> <li>2. The Company's Annual Report</li> <li>3. The Company's Sustainable Report</li> <li>4. Website : <a href="http://www.psh.co.th">www.psh.co.th</a> Investor Relationship Management</li> <li>5. Letter to the president; President of the Group Management, Audit committee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Organizing Annual General Meeting (AGM) according to AGM checklist</li> <li>2. Organize meeting in Bangkok or Headquarter centers - to make it easier for all the shareholders to join in the meeting.</li> <li>3. Receiving Advanced registration for the shareholder meeting to avoid any kind of miscommunication or problems.</li> <li>4. There is no limit to the opportunity of shareholders to study the company's information.</li> <li>5. There is a policy which allows the shareholder to include new agenda in the meeting, present the committee and ask the questions prior to the shareholder meeting The Company has established clear channels and process for transparency and fairness by informing the message to all the shareholders. The process is also published in The Company's website</li> <li>6. The Company doesn't have any add-in agenda policy without prior notice.</li> <li>7. Provide Revenue stamp on the letter of authorization form for the authorized person without any charge. This is to facilitate the shareholder</li> </ol>	<ol style="list-style-type: none"> <li>1. Operate duty with honesty with careful decision-making process for the benefits and fairness of the shareholder as a whole.</li> <li>2. Report the current status performance of The Company including financial performance, accounting and other relevant information.</li> <li>3. Report fairly to the shareholder regarding The Company's future trend both positive and negative perspectives based on relevant fact and figure.</li> <li>4. Do not seek for personal benefits by using any confidential information of The Company or take any actions that could lead to conflicts.</li> <li>5. The Company must manage each shareholder equally in the shareholder meeting.</li> </ol>
Competitor	<ol style="list-style-type: none"> <li>1. Telephone : Pruksa Contact Center 1739</li> <li>2. E-mail : <a href="mailto:cg@pruksa.com">cg@pruksa.com</a></li> <li>3. Line@ : pruksacg</li> <li>4. Letter to the president; President of the Group Management, Audit committee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Perform under good competition practice</li> <li>2. Do not seek for competitor's business/trading secrets illegally/inappropriately</li> <li>3. Do not accuse or destroy the competitors fame and name</li> <li>4. Do not get engage in any kind of deals/ contracts thought would result in eliminating the competitors unfairly.</li> </ol>	<ol style="list-style-type: none"> <li>1. Encourage free trade and fair competition policy. Do not monopolize or forced any kind of trading.</li> <li>2. Do not support any kind of competition that leads to illegal or immoral practices</li> </ol>



# ECONOMIC



# Pruksa Holding Sustainability 2018

## Economic Operation



GRI 103-1, GRI 103-2

Pruksa Holding PCL main business is operating as a Holding Company - in other words, being a shareholder and receiving main income as dividend from the subsidiaries companies as well as potential investing companies in the future.

The Company has a policy that focuses on investment diversification as well as in search for new business opportunities vary from residential real estate business. That is to encourage a sustainable growth along with recurring income. Therefore, the investments for Hospital Business (Medical) and Health Service center are approved which are under construction at the moment. However, the main revenue (income) and business performance is mainly from the real estate business.

<b>Economic Detail</b> GRI 201-1	<b>2018</b> <b>Unit : Million THB</b> GRI 103-3
Revenues	45,071
Operating costs	28,815
Employee wages and benefits	3,268
Payments to providers of capital	2,779
Payments to government	3,339
Community investments	21
Economic value retained	6,849

**Remark :** Money paid to the state consists of corporate income tax of 1,551 Million Baht, Specific Business Tax of 1,487 Million Baht and Transfer fee of 301 Million Baht make a total of 3,339 Million Baht

**Source :** Annual financial statements 2018 and Annual performance report 2018

## 2018 Business Performance

### I. Real Estate Business Overview

- 1) The Company's income is 44,901 Million Baht which is increased by 966 Million Baht or 2.2 percent compared with the previous year.
  - The increased income is mainly from Condominium marking 1,343 Million Baht or 11.1 percent increased. Because there were many projects with ownership transfer.
  - The income from townhouse is decreased by 129 Million Baht or by 0.6 percent.
  - The income from single house is decreased by 235 Million Baht or by 2.6 percent
  - The income from foreign projects decreased by 13 Million Baht due to completion of 100 percent ownership transfer in 2017 and there are no new projects in current plan.
- 2) The Company's net profit for 2018 is 6,131 Million Baht or 13.6 percent of total income. The net profit is divided into two groups. First the profit to the company of 6,022 Million Baht and the profit of non-controlling interests of 108 Million Baht.

## Total 55 Projects Launched in 2018

GRI 103-3



## Project Launched in 2018



Baan Pruksa  
Lam Luk Ka-Wongwaen



Passorn  
Songprapa



The Tree  
Dindaeng-Ratchaprarop



The Reserve 61 Hideaway

## 2. Vimut International Hospital CL

Vimut International Hospital launches the “BAAN MHOR VIMUT”, a clinic which is open for general treatment and consultation for patients within the community including health checkup, diabetes treatment, physical therapy and visiting the patients at home for following up process. It is an outreach business from Vimut Hospital. The first pilot clinic is at Rangsit Klong 3, Pathumthani Province which is considered to be a big community with many Pruksa’s projects. In 2018, there were 484 people using the service and free health check up for 128 people.

### BAAN MHOR VIMUT uses the “Light Smart Heart-felt” approach.

- **Light:** We believe that each individual has the right to get equal health treatment. Therefore, we are determined to provide standard services to everyone by being easy to access; location, service and price
- **Smart:** Our doctors are expertise and specializes in family medicine. Meaning, our doctor would be able to take care of the people’s overall health including genetics, behavior, way of life and surrounding environment. This is to provide the best medical service. Because, we don’t want the patient to waste time and money unnecessary.
- **Heart-felt:** You are our family. Therefore, we care very much about you by being very precise on each and every detail about you. So that you can be confident when you come to us and feel Vimut is your home.



## Accounting policy for corporate income tax

The annual income tax expenses include current income tax and Deferred income tax acknowledging the profit and loss except those related to combined business or those report direct to shareholders or others.

- **Current Income Tax**

Tax that is expected to be paid or received by calculated from annual taxable profit or loss using the announced tax rate or expected to be effective at the day of report as well as tax adjustments relating to the previous year

- **Deferred Income Tax**

Recorded by calculating from temporary differences between the book value of assets and liabilities and the amount used for tax purpose

Deferred Income Tax will not be acknowledged when differences occur such as recognition of assets or liabilities for the first time which is a non-business transaction and the transaction does not affect accounting or tax losses. Also, the difference between investments in subsidiaries and joint ventures, if possible, will not be reversed in the near future.

### Measurement of Deferred tax

Deferred Tax is measured by Tax rates that are expected to be used and temporary differences when there is a reverse of using the announced tax rate or expected tax rate on the day of report. It must reflect the tax effect in a way indicating how the company expects to receive benefit from asset or pay debts according to book value at the deadline of the report day.

### Determination of the value of current tax and deferred tax

The Company must be concerned of the impacts of tax uncertainty that might result in paying a higher tax and interest. The Company has set appropriate accrued income tax for the use of future by evaluating certain factors as well as law and experience from the past.

The evaluation is based on estimations and assumptions. It might involve future decision making. However, new information received might result in changes in the decision but it must be based on the accrued income tax. Changes in deferred tax will surely affect the current tax at time of changes.

Deferred tax assets and deferred tax liabilities can be offset when the entity has the legal right to deduct the current tax assets from the current tax liability and the income tax. It would be evaluated by the same or different tax collection units. For different tax units, the company intends to pay the debt and tax assets of the current period with the net amount or intend to return assets and pay debts at the same time.

Deferred tax asset would be recorded when there's possibilities that the profit for paying tax would be enough to use and benefit from the temporary differences. Deferred tax assets are reviewed at the day of report and will be reduced to the extent that the tax benefits are likely to be used.

In conclusion, The Company proceed with payment of corporate income tax and other related according to the requirements of the Revenue Department, both domestically and internationally.



## The Company's Procurement

GRI 103-1, GRI 103-2

The company emphasizes on procurement strategies as well as supply chain management of quality product and services. That is by setting risk management system covering environment, social and good governance practices in order to have the management planned accordingly by following the rule and regulation, standard and quality to prevent and reduce risk that can occur in terms of quality, quantity, ownership transfer and service. To ensure the trust from the stakeholders regarding the company's operation and management, the company prepares the pruksa - supplier sustainable code of conduct for business partners and pruksa purchaser code of conduct for employees. The code of conduct must be followed strictly. The contents within the code of conduct are scope of practices under rule and law, business and ethics, human rights, safety of health and environment following these 4 things.

### Value of Money

Business partner and employee of The Company must consider cost, quality and potential impacts that might happen from the procurement from current and future market. Therefore, comparison must be made and researches about market, finance, technology and environment must be done. Which means the lowest cost might not always be the right choice but rather choice with relevant Value Score as criteria to select potential business partner.

### Integrity & Transparency

Business partner and employee of The Company must follow through the procurement process with transparency and fairness by allowing competitors the opportunity to compete openly. Qualification and capability must be taken into consideration when selecting the business partner. Along with providing the chance for stakeholders, specialist or assign person from The Company to gain access to sufficient information equally. Thus, the result of selection must be reported to the executives or the assigned committee.

### Efficiency and Effectiveness

The Company's employee must be very keen on the procurement system which means being very aware and careful of the current market trend and the importance and benefit of analysis and operation planning to select the best choice. Also, evaluation regarding the procurement system must be done monthly, quarterly and annually in order to help improve and correct and error occurred.

### Accountability

The Company's employee must have responsibility towards ethical standards as well professional ethics and rightness. Utilizing power and authority effectively with quality and responsibility towards the result of any operation is a must. Also, evaluating from the observant of all stakeholders related to procurement system would be taken into account as well.

## Procurement 4.0

GRI 103-2

Presently, the procurement management and supply chain management are utilizing the Thailand 4.0 as a benchmark to develop the improvement of the Project known as Procurement 4.0. With the aim to adapt and implement the strategy that could lead to a sustainable procurement system which directly effect the operation of The Company. The procurements are listed below.



- **Tactical Buying**  
Effective and measurable Procurement operation



- **Optimized Sourcing**  
Implementing the cost management system by adapting the TCO system as well as Systematically enhancing procurement capability.



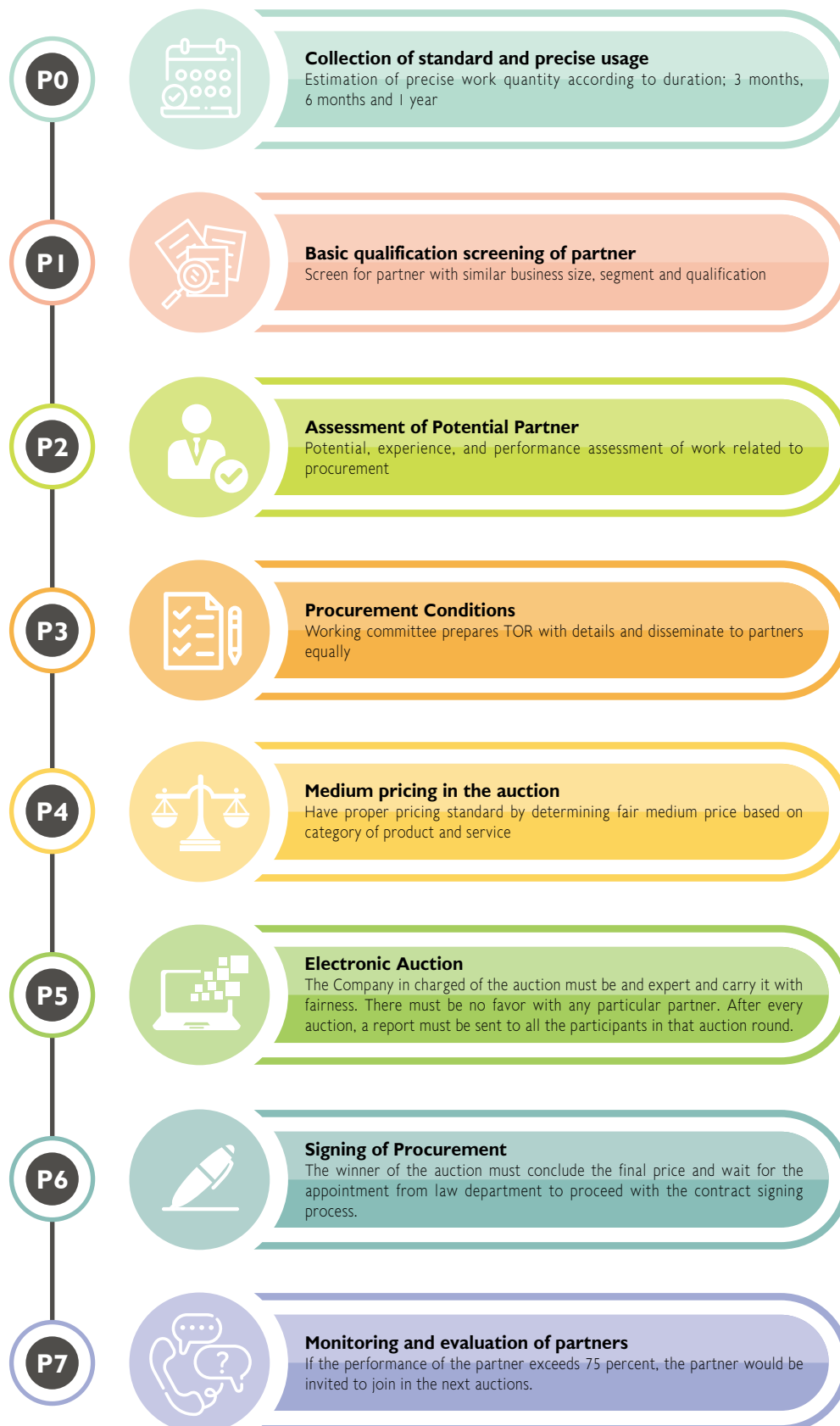
- **Strategic Procurement**  
Appropriate strategy and procurement system for each field of work.



- **Value Chain Integration**  
Create cost, material and business management advantage in order to increase The Company's profitability.

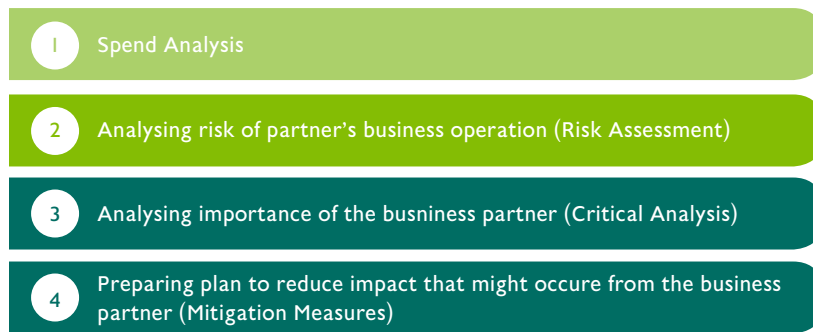
## Pruksa's Procurement System (P0-P7)

GRI 103-2



## Risk Assessment of Supplier

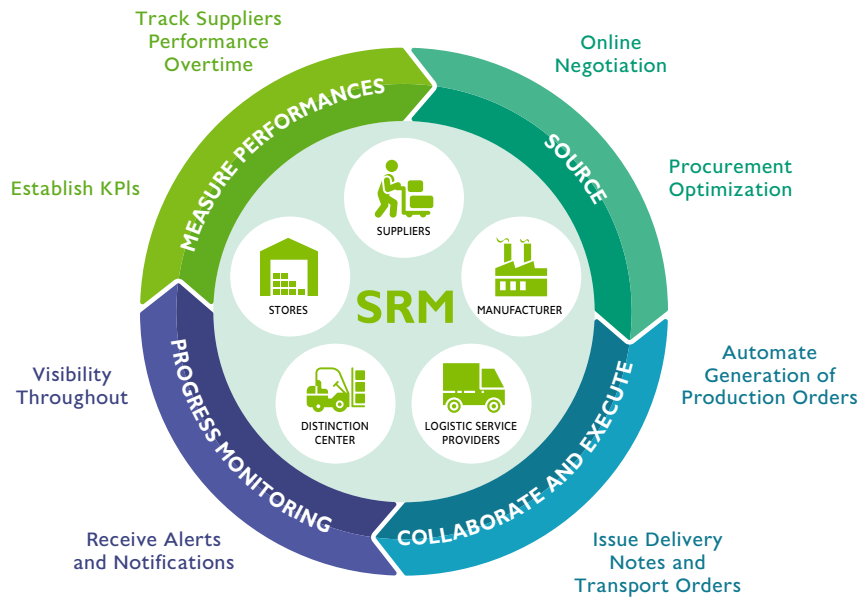
The Company is aware of the environmental, social and good governance practices impacts from the business partners by analyzing the partner's risk and business critical as shown below.



## Supplier Management

GRI 103-2

The Company sets up measures to manage partners with the aim to have them work up to the standard required as well as respond to the increased product demands, achieving goal while maintaining the quality of product and services as well as maintaining good relationship between the business partner and The Company. In addition, create awareness and understanding towards The Company's sustainable stand point for the business partner is significant.



The Company has a set of standards for business partner selection, assessment and evaluation by emphasizing on fairness, transparency, business stability and trustability of the partners along with positive responses to the demand and requirement of The Company. The list includes;

- Establishing partner registration (Approved Vendor List : AVL / Qualified Vendor List : QVL) to select the most potential partner
- Using questionnaire (Request For Information : RFI) and initial performance evaluation (Pre-Qualification Form) in evaluating the partners with their readiness in production, transportation, environmental and healthy safety, industrial standard. Most of all, the business partner must be able to operate up to the sustainable development plan of The Company. This is to ensure that the selected business partner is trustworthy with positive potential to do business with.

Partner registration or approved vendor list process is done by Registration Committee, Partners and Working Groups for Registration Partners. Moreover, in terms of risk management in delivering the product, The Company has set the Term of Reference (TOR) clearly that the business partner must follow thoroughly as per signed contract which is subjected to law enforcement especially risk related work; safety, health and environment. Alongside, the contractor risk evaluation (CONTRACTOR MANAGEMENT) will be done to determine the quality of each supplier. If any fails to meet the requirement would not pass through the selection process.

## Supplier Relationship Management

The Company is aware that it should treat business partners with fair treatment based on fairness for both sides. Therefore, The Company gives out sufficient information, correct report, operate as dealt, negotiate if there's any problem and avoid any kind of conflict that might occur. The procedures taken are as follow;

1. The company and employee must respect the confidentiality of the information received from the suppliers; price list, patent, production plan and product information. The information can be used only when received permission.
2. The employee must call for price examination, price and quality comparison, check on each remarks or condition to make sure that the competition is fair especially must not call for "Covert Auctions" which is considered a fraud. It is done by exposing the first supplier's price to the second supplier so that the second one can re-price and compete with the first supplier.
3. The Employee must maintain good relationship with business partner equally, not giving favor to any special one, do not ask for any kind of benefits, money or compensation directly and indirectly.
4. The Employee must behave equally to all suppliers and must be fair to all. For example, sending out information at the same time.
5. The employee must be transparent in inviting the supplier to join in the project (Transparency in Criteria of Invitation to Tender) This is to be fair with everybody.
6. The Employee must perform with Transparency in Evaluating Bids and must be able to clarify th Transparency in Evaluating the Successful Supplier.
7. The employee must protect The Company's confidential information while dealing business with partners or suppliers strictly. While as keeping the information obtained from them confidentially is a must.
8. Follow through conditions requested by the business partner firmly and inform when it can't be done in advance to find out the best solution together.
9. The Company will not take advantage of the business partner in no matter what cases. The Company will consider the risk that might happen in terms of Company's image and opinions from external audience as well.
10. The employee in charge must prepare and provide correct, sufficient, complete information to the business partners with transparency and fairness.
11. The employee must receive the opinion, feedback and suggestion for further improvement.
12. Negotiating based on business relationship must be fair with evidence for both sides.

## Pruksa organizes Pruksa Roadshow - Inviting partners for sustainable growth together



Pruksa enhances the relationship with partners by organizing Pruksa Roadshow for with the aim to create an opportunity for the partners to meet with the team. Also, to exchange ideas and appreciate the partners for giving Pruksa the honor of working and growing together.

## Supplier Audit & Assessment

GRI 103-2

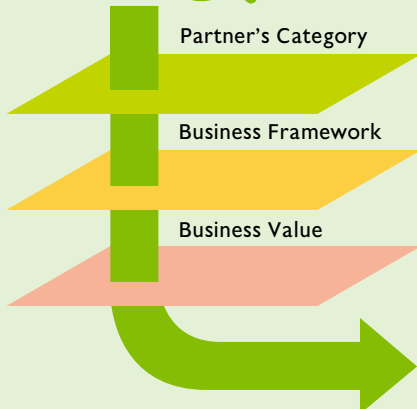
The Company evaluates and assesses the business partners to determine the risk, determine corrective plan and evaluate the conditions after co-operately utilizing the plan by keeping quality, quantity, production safety and transferring safety in mind. In addition, minimum requirements according to labor laws, environmental law, and other standards such as ISO 9001, ISO 14001, OHSAS 18001 must be followed.

### Integrated Efficiency & Sustainable Supply Chain Process Strategy Steps

#### Selection of Partner



#### Screening of Partner



#### Supplier Relation Management

##### Partner's Category



##### High Value business group



##### Similar business group



##### Operation process

Selection Process

Analysis of SIPOC

Planning for SRM Operation

Analyze and Improve

Audit and Improve

Prepare standard manual

## Purchaser Code of Conduct

The Company's Employee must obey and operate according to the following code of conduct strictly.

1. Employee must consider business interests.
2. Employee must Listen to comments from colleagues and those involved.
3. Employee must make procurement without disgust in order to create value for the expenses that have been paid
4. Employee must seek knowledge about materials, technology, market situations and production processes
5. Employee must trade with honesty and sincerity
6. Employee must welcome both internal and external partners politely
7. Employee must accept and respect their obligations and others
8. Employees must avoid unfair operations
9. Employees must consult and help buyers

Employees must cooperate with all units

- **Conflicts of Interest**
- **Treatment of Insider Information**
- **Social and environmental responsibility**
- **Internal Customer Relationship Management**
- **Principle of Performance**
- **Communication**

## Supplier Sustainable Code of Conduct

GRI 103-2

Pruksa Holding is determined to operate business with fairness, good governance practices as well as obeying the law along with taking care and supporting the betterness of social and environment to create balance within all dimensions with sustainable growth. Moreover, sharing and supporting the use of this policy with business partner is also done with the aim to create good business practice culture. Therefore, to create mutual understanding, The Company has prepared the "Sustainable Partners' practices" for the partners to follow. If any partner misses the practice, it will be proceeded with as seen appropriate - By considering the impact and damage that will occur later

Supplier Sustainable Code of Conduct includes

1. Business Code of Conduct
2. Ethics in human rights and labor
3. Health and environmental safety
4. Ethics and legal compliance
5. Risk Awareness
6. The Penalty Provision

## Sustainable Partners' practices procedure:

GRI 103-2

### Pruksa organizes a special forum to enhance the sustainable construction quality and partners

Pruksa organized a meeting with contractor to ensure the willing to upgrade the construction quality. The Company organized a special forum called "Strengthened Partnership" for single house and special forum on "Pruksa Townhouse Growing Together" for townhouse with over 400 participants. (GRI 103-3)





## Product and Service

GRI 103-1

With a firm aspiration of caring and creating ultimate satisfaction for the customer in mind, The Company consecutively gives importance to the Research and Development (R&D) part in order to deliver the best quality product and service according to the customer requirement and expectation. That is done by doing survey and analyze the Consumer insight in each segmentation. Moreover, exploring the housing project throughout the country (Thailand) is also done to obtain customer's demands in terms of location and price and later use this information for the new developing projects. Next, following and respecting the law, rules and regulation as well as standards requirements with good governance, safety and impact towards the customer are taking into serious consideration. The Company, thus, select the best qualified standard material to be used in the projects; material with Thai Industrial Standard (TIS) or material certified from the supplier's country with low Volatile Organic Chemical (VOC) towards users as well as selecting the pile, steel, cement etc. must be meet the standard requirement by TIS. In addition, selection of materials such as roof tiles must not contain asbestos, laminate flooring and furniture must be health friendly and designing must be according to the Allocation Act. law and Building Control Act.

The Company uses new innovations and apply in the Supply Chain Management Process with the aim to increase capacity and overall business competitive advantage to meet the vision of Sustainable business growth with Good Governance practice and eventually become number one brand (Top of Mind Brand) in customer's heart. Nevertheless, it is not a one man's job in order to create innovation and be practical about utilizing it. Executives done to operation staff/employee must be involved in the process.

The Company is appointed a corporate strategy called "Pruksa Billom Initiative" with the aim to direct all the business and supporting business operation towards the same goal. That is by connecting, searching, supporting and encouraging the utilization of innovation from both internal and external sources those are evaluated to be given value added and practical for certain areas. Such as problem solving, increasing construction effectiveness, value adding the current product to meet international standard, maintain and expand business growth to capture more market shares of the Company. Also, reaching out to new customer target market with higher creativity and innovation group by developing the product to fit in the current trend and lifestyle according to 4 Consumer Mega Trends including Green Revolution, Digital Lifestyle, Aging/Health Society and Safety Concern. The Company must be able to respond to lifestyle and demand of the customer by creating High value-added products. For example, Process Innovation, Service Innovation and Product Innovation. Moreover, encouraging all departments to be involved in the innovation development through certain activities; Pruksa Innovation Awards, Pruksa Power Team Awards which has launched since 2016. By providing awards as funding to use the innovation with the business which eventually leads The Company to become the Creative Innovation Organization, more of Closed Innovation including 5 categories; Product and Service Quality, Efficiency Operation, Branding, Drive New S-Curve and Architectural Product Design. In the competition, there will be judge/committee evaluating and judging systematically according to the GEN-TS 16555-1:2013 international standard.

Moreover, The Company is also up receiving external innovation or called "Open Innovation" by adapting to best fit the product. This is by creating business partnerships with suppliers, knowledge institutions, expertise, specialist both local and international level to make this product a long term partnership.

It can be said that social innovation has benefit the people of the community as well. The innovation and development that covers all aspects and dimensions allow The Company to deliver a house with international standard, beautiful with quality and value added in terms of Value For Money, Emotional Value, Functional Value, Value of Time. This leads to customer's satisfaction, happiness and proud to be the owner of such house. Also, gives a good image of the brand that cares for the environment with CSR In process including R&D, designing, production, ownership transfer and CSR After Process that involves employee and external parties; customer, business partner and community to take part in developing a sustainable society together. The most important part of doing business is not only about the any particular product or service. It's about the "Creativity" behind each product and service that add values. Therefore, The Company has always been emphasizing on "Caring about the customers" by creating shared value that benefits everybody not only The Company. This is how Sustainable growth can happen.

## Innovation Enhancement in 3 Dimensions

GRI 103-2



### I. Process Innovation

#### **It is the beginning of creation through innovation process**

- Bring in and utilize production technology (Automation) known as Precast Concrete from Germany.
- Innovation of Supply Chain Management includes selecting the land, negotiate the price, feasibility study and design according to the target audience.
- Develop 3D Designing called BIM (Building Information Model) integrating database through SAP system to price estimation, Precast production, purchase and construction management.
- Develop the construction system called REM (Real Estate Manufacturing) which is an adaptive industrial production level to house production known as Mass Customized with in process quality control in each and every step (Quality Built-in Process) resulting in 30 - 50 percent increase in construction effectiveness. In 2017, The Company received Certificate from International Star Quality Award 2017 in the quality and innovation category from BID, Switzerland.



## 2. Service Innovation

- Collaborating with government authority by signing MOU with Metropolitan Waterworks Authority and Metropolitan Electricity Authority. This helped reducing cost and provide better service for customer.
- Using Tablet for ownership transfer.
- Better Living Service is a service that provides advices and introducing contractors to the customers and public for any renovation matters.
- Contact Center 1739 A service to receive any complaints or suggestions. Also, have CS Center as a center of tracking and follow up for quality repair service
- Update information of product and service through [www.pruksa.com](http://www.pruksa.com) with online services for appointment booking or reserving house.
- Pruksa Application on mobile services.
- Organizing activities; customer relationship programs.
- Provide knowledge and introduction to juristic person management, standard and responsibility. Also, training outsource to increase work effectiveness.



## 3. Product Innovation

### Developing product towards world class such as

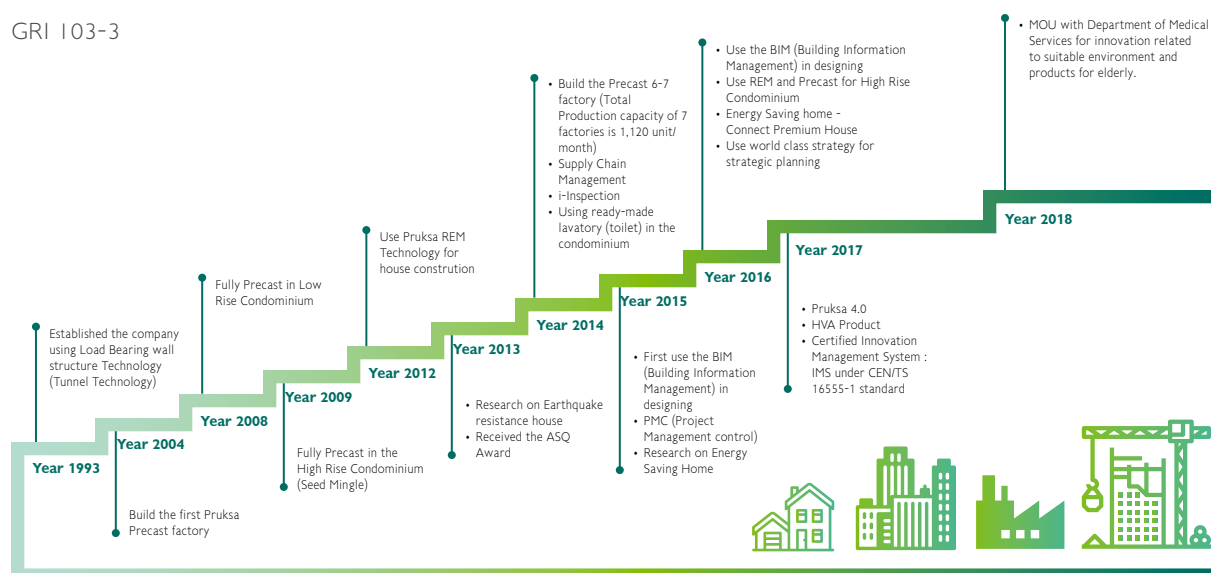
- Business Partnership alliance with suppliers or education institutes to do research and development for better product quality, fit the customer requirement and appropriate price for example, designed sanitary ware, storage cupboard, finished stairs, Ready-made door window frames, Hidden water tank pump, various Light wall, trash bin and improving ready-made toilet construction.
- Building house that can stand against earthquake
- Building Pruksa Plus House according to 4 consumer Mega Trends by using environmentally friendly material, elderly friendly concept and reduce energy consumption. At The Plant Estique Pattanakarn 38 project received the Green building certification from DGNB, Germany (German Sustainable Council) stated Sustainable Building Certified, platinum level.
- Organized PRUKSA-CHULA: ARchitectural Innovation SynTax, ARIST consecutively since 2017. There are competitions of students from School of Architect, Chulalongkorn University on Low-rise residential architecture and High-rise residential architecture design with the aim to bring in new innovative ideas for the business.

The Company is aware that “Innovation” is the key driven factor towards success. Therefore, Innovation Management System: IMS was set since 2017 and received the certified innovation system (CEN-TS16555-1:2013) by Masci. This confirms that The Company has certain knowledge and capability towards innovation be it project, service, process, company’s structure and new business innovation. The IMS plays significant roles;

- Growth Movement with revenue and profit from innovation.
- Leads to new idea/creativity and bringing in new values to The Company.
- Help in value estimation based on understanding of demand of potential future market.
- Identify and minimize risk.
- Encourage creativity and organization learning process.
- Value creation with innovation partners.
- Motivate the employee engagement and support team work.
- Motivate leadership skill for innovation and strategy
- Prepare innovation accomplishment plans.
- Support and drive innovation process
- Innovation management system evaluation
- Innovation management system development
- Innovation Management techniques.

## Innovation Creation Result Year 1993 - 2018

GRI 103-3



### Year 1993

Utilize new technology known as Cast-Institute Load Bearing Wall Structure-Tunnel Technology for town house.

### Year 2004

Initial the technology of RC Load Bearing Wall Prefabrication for single house and town house (some category) by using Precast Concrete Factory which is a product of Semi-automated carousel System for Bearing Wall for house.

<b>Year 2005</b>	Develop and utilize the Fixed Mould system at the second Factory by producing Fence and Parapet where at present is changed to Precast bathroom factory (concrete). The third factory produces precast Slab & Special Elements as well as Bearing Wall for house. The forth Factory produces Bearing Wall for Condominium and Townhouse Façade.
<b>Year 2010</b>	Develop and expend the fifth factory as Fully automated carousel system as Carousel Plant with the maximum production capacity in the world for precast production used in automatic machine with computer system controlling; Shuttering Robot, Automated Mesh Plant or Automatic concrete pouring machine. This is the best machine and technology in the world with qualified standards - Bearing Wall for house.
<b>Year 2013</b>	The Company expanded its investment and built the Prukha Precast Factory with Fully Automated carousel System as Carousel Plant with the highest production capacity globally located Klong1, Klong Luang, Pathum Thani nearby 130 rai of industrial estate area.
<b>Year 2017</b>	<p>The Company emphasize on creating High value added Product under the Concept Prukha 4.0 which would generate value and raise the quality standard of the housing project with Prukha Quality Standard with interior design under the campaign called "Invisible Care...Even you can't see it, we won't overlook it."</p> <p>Adapting and using the solar (roof) system for electricity and using it with the public utility within the projects especially with the waste water management system has helped lower down the cost as well as result in the water drainage system meeting the law and standard set by the authority and protecting the environment at the same time.</p> <p>Signing MOU with Department of Alternative Energy Development and Energy Conservation, Ministry of Energy for building designing for energy conservation according to the Building Energy Code (BEC)</p>
<b>Year 2018</b>	<p>The Company gives most interests in Internet of thing (IOT). For customers in all groups/category must receive a better service and comfort level. Social Innovation is also in line by signing MOU with governmental authority such as;</p> <ol style="list-style-type: none"> <li>1. Signed MOU with Provincial Electricity for service advancement; solar roof top or providing relevant information.</li> <li>2. Signed MOU with Department of Medical Services for innovation related to suitable environment and products for elderly. To provide knowledge and information to local people regarding suitable and safe surroundings and environment for the elderly with scientific proof (research) in order to build residential area for the elderly age society in the upcoming future in Thailand.</li> </ol>

In 2018, The Company emphasized on Internet of Things in response to the digital trend for all customer groups. Also, giving importance towards the social innovation by signing more Memorandum of Understanding (MOU) with government agencies such as

**Pruksa join hands with partners in creating an innovation society for sustainable growth together**



1. Signing MOU with Provincial Electricity Authority for service development projects; Using alternative energy; solar roof top and providing information of the customer for their benefits.

2. Signing MOU with Department of Medical Services for academic collaboration regarding safe environment for elderly people. The objective is to provide knowledge for the people and present the safe environment for elderly people with scientific research. As Thailand is moving towards aging society, this could help reduce the accident occurred by inappropriate surround/ living environment for elderly. Also, knowledge about rehabilitation after discharged from the hospital is also to be shared.



**Pruksa sharing Innovation knowledge for sustainable growth together**



Sharing knowledge and experience to the public; Thailand Post Company Limited and Somboon Advance Technology Public Company Limited altogether 140 people for them to learn and adapt it with their business innovation.

## Standards and quality in innovation management of Pruksa

For Innovation Management, The Company has received the certificated for innovation management system (CEN/TS 16555-1) by the Director of Management System Certification Institute (MASCI) for Real estate Innovation Management at Pruksa Innovation AWARDS on February 4<sup>th</sup>, 2018 at the Head quarter of the institute where Pruksa was the first in real estate business in Thailand who received this honor. The Innovation Management system (CEN/TS 16555-1) is an important tool that helps drive the Company towards excellence operation, increase business opportunity, growth and revenue from innovation, save time in production line, save cost, reduce innovation risk, improve efficiency, effectiveness and capacity of The Company, increase competitiveness, meeting the customer's demand and requirement as well as innovative social responsibility; building network community, local product innovation or enhance decision making skills when face with risk or challenge.



## HOUSE CONSTRUCTION INNOVATION FOR A SUSTAINABLE QUALITY LIFE (Pruksa Quality Standard)

Pruksa has always been caring and giving importance for the customer's quality of life. Because purchasing a house is a big investment of life. Pruksa intends to develop the quality and standard by being innovative and creative with 4 new trends of the modern lifestyle.



**SMART HOME**



**SAFETY HOME**



**GREEN HOME**



**HEALTHY HOME**



### SMART HOME

With Building Information Modeling system, 3D designing with Computer for effectiveness and Home Automation control, that is controlled by remote control or mobile phone; switching on/off electricity.



#### SMART FUNCTION

1. Multi-Function Bathroom with 2 functional lavatory that can be used simultaneously between toilet and shower as well as wash basin at the same time.
2. Energy Master bedroom with a master bedroom at the front bay with WIC along with connecting door separating the lavatory.
3. Bedroom/ multiroom at floor 1



#### SMART HOME AUTOMATION

Indicates the modern lifestyle. For example, controlling the electric appliances at home through application on mobile phone.

4. Electric Home Intelligent. A solution to provide comfort and safety for the asset. An energy safer through internet system.



#### SMART NETWORK

5. Lan wiring system at fiber optic system point



GRI 416-1

## SAFETY HOME

With Precast Innovation and selection a standard material.



### 1. Kitchen & Yard

Add the stake to the length of the house for the fence behind the house. Also, adding an inclined fence for backyard extension to prevent any subsidence of the extension



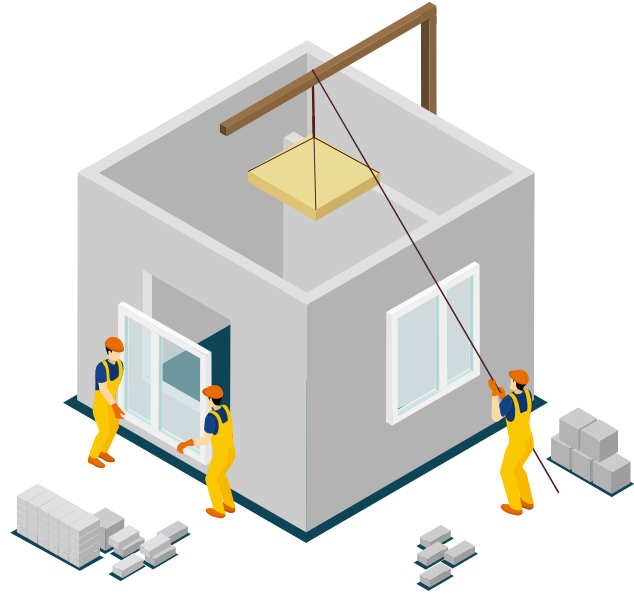
### 2. Concrete Stair

Use the precast ladder system from the factory which is strong, durable and good quality



### 3. Concrete Wall

The precast concrete wall is used for its strong and durable characteristics. The installation is up to the standard with wall Load-bearing system which increase spaces for the house



## GREEN HOME

Designed as environmentally friendly concept with solar roof system, finished ceiling (heat detect), energy saving, finished wall that helps reduce dust and pollution, frames made of comparable wood and synthetic materials that help reducing the natural damage.



### 1. Natural Air Flow

With eaves that helps with ventilation and heat flow



### 2. Panoramic Bay Window

Large panes with corner mirrors which is open for natural light



### 3. Enlarge Door

With large entrance door, open for natural light, spacious and energy saving



### 4. LED Lighting

With LED lighting bulb that helps save energy and reduces heat



### 5. Active Airflow

Fan ventilation in the lavatory



### 6. Natural Lighting

Translucent Ceiling and eaves with natural light at staircase



GRI 416-1

## HEALTHY HOME

From the lay out of the house with good ventilation system, using paint which is unarm to the health, clean and sanitize toilet as well as designs to make full use of space.

### • Innovation system (High Value Added)

Developing for value adding under the HVA (High Value Added) is a product value adding for the benefits of the customers; quality and function and mindset that serves the unique group; health conscious and environmental lovers.



Pruksa Fresh Air System



Air Ventilation system



Skylight ceiling



LED Lighting system



CCTV Main Road



Solar Cell



Add stake at the backyard



Smart Camera



Smart Control



Bike Lane



Vertical Garden

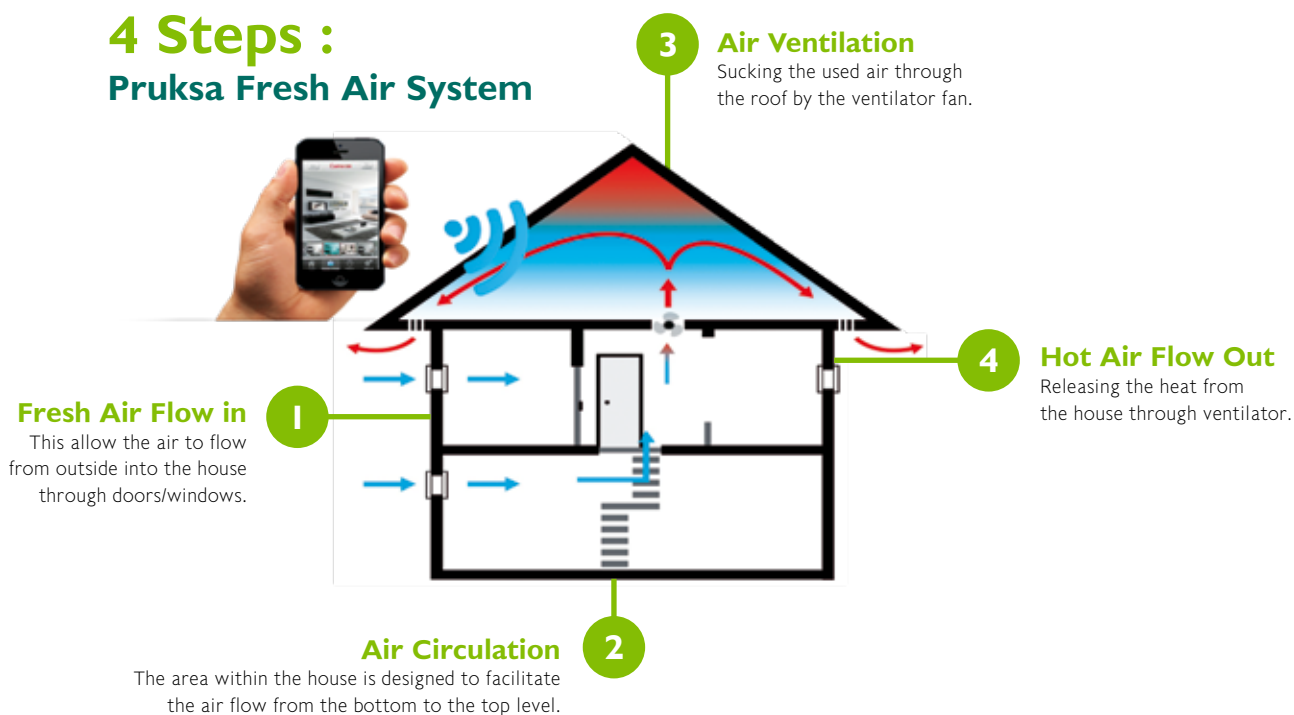


Multipurpose ramp

### • Innovation Pruksa Fresh Air System

1. Change from hot and humid house to cool house with new air ventilation innovation within the house and roof hall that helps transfer heat effectively from the house. Also, helps in reducing the temperature and helps save energy.
2. Help in ventilation, reduce air pollution, suffocation and humid which is the cause of allergy.

## 4 Steps : Pruksa Fresh Air System



- **Pruksa cares for sustainable Community and society**

Pruksa would like the customer to have good community and trustable society. Therefore, Pruksa designs quality society by followings.



**Solar Cell**

Using solar energy to help save the environment.



**Jogging Track**

Special park for exercise/work out.



**Bike Lane**

For cycle riders.



**CCTV**

To enhance and ensure the safety by having it installed at main road, sub-main road and main gate.



**Double Security Gate**

For safety purpose.



**Fast Lane & Easy Pass**

To differentiate the customer and guest.

## Example: Project with outstanding Innovation 2018

### Baan Pruksa Lam Luk Ka - Wongwaen

Pruksa has a caring house concept which is fit for all ages in the family. It emphasize on easy to use, walk, big kitchen and Home Automation system. Those Projects are



### HOME AUTOMATION



- Light Switch
- Non-slip floor



- Lamp sensor system
- Non-slip handle with shower rod
- Shower Seat
- Longitudinal drainage rails separating wet and dry area
- Strong Washbasin counter
- Even Floor, prevent tripping





## CONCEPT LIVING & SMART HOME



### SMART HOME

- Home Automation System
- Touch Switch
- Smart Plug
- Smart Locker



### GREEN HOME

- Facility With Solar Cell System Club House, Main Gate & Waste Waer Treatment (Club, Entrance, Wastewater treatment pond)
- LED Lighting (LED lighting bulb that helps safe energy)



### SAFETY HOME

- Security system (Cabling system)
- Smoke Detector (Smoke detector, fire alarm system)
- Passorn Smart Security



### HEALTHY HOME

- Ventilation system (Lavatory ventilation fan, ventilation fan at 3<sup>rd</sup> floor staircase)
- Elder care design (Special design for elder at bedroom downstairs)

## The Tree Dindaeng - Ratchaprarop



### First Outstanding innovation

Noise and dust prevention system by Acoustical Architectural Method and Landscape elements: Designed with steps of using element that prevents and protect 5 layers of noise and dust before reaching the building by selecting trees and bushes that help prevents noise and dust. Making it a quality place to live in.

### Second Outstanding innovation

Smart Access using Bluetooth system: Using Bluetooth signal and card from gate barrier from in front of the project through the entrance gate that access to the project for security and safety purposes.

### Third Outstanding innovation

Vehicle counting system: To count the vacant parking space and provide the information on the board of the project



### SMART

- Smart Access; Bluetooth
- Smart Locker
- Smart UNIT; IOT Bluetooth
- Smart Parking



### GREEN

- Vertical Green Wall
- All LED Lighting
- Monitor Sensor Lighting



### HEALTHY

- Acoustical Architectural Method
- Sound Proofing working Space
- Green walking trail



### SAFETY

- Smart Access; Bluetooth
- Smart UNIT; IOT Bluetooth
- Wall Panel (room to room) depth 20 cm.



# ENVIRONMENTAL



# Environmental Operation

GRI 103-1

The main business for Pruksa Holding is Pruksa Real Estate PCL which is a subsidiary company that operates within the real estate business scope including town house, single house and condominium both at Bangkok and nearby areas as well as in other provinces. Moreover, there are Pruksa Precast factory Lamlukka and Pruksa Precast factory Nava Nakhon at Pathumthani province which produce precast concrete parts that helps in reducing the effects and pollutions to the environment from construction process. Also, in Vimut Hospital Holding construction process is very much aware of the importance of environmental impacts. Nevertheless, the project received the Environmental Impact Assessment (EIA) and permission of hospital construction (no.39) officially. The hospital would be ready to operate in 2020 onwards.

## Environmental operation guidelines

GRI 103-2

1. Cooperate and follow the environmental rules and regulations.
2. Segregate waste before disposal.
3. Control and manage the waste water quality from production system.
4. Save and conserve energy related to production system by inspecting and managing systematically.
5. Effective resource management by recycling and reusing by utilizing alternative energy to reduce the Greenhouse Gas emission.
6. Support the environmental projects and activities by collaborating with government, private and local community sectors.
7. Create and provide good life quality for the employees.



## Environmental Impact Protection for Residential projects

GRI 103-1, GRI 103-2, GRI 307-1

Pruksa prepares the Environmental Impact Assessment: EIA Report for the Office of Natural Resources and Environmental Policy and Planning (ONEP) following the Promotion and Conservation of National Environmental Quality Act, B.E. 2535 which sets for Company that have allocated land for living or for commercial purposes from 500 plots or more than 100 rai must undergo the EIA report. The report would be used as evidence in the permission granting process including prior, during construction and project operation. The impacts cover 4 aspects those are;

- **Physical Environment**

Air Quality, Air Pollution, Noise, Disturbance, Soil Erosion, Water Quality etc.

- **Biological Environment**

Waste water management system, Urban social ecology

- **Human Value**

Used water, waster water, water drainage, flood prevention, waste management, electrical power system, fire prevention

- **Quality of Life**

Impacts towards health, society, health and safety

In 2018, The Company has prepared the Environmental Impact Assessment: EIA report with specializes in 7 projects as followings;

GRI 103-3



	<p><b>Town House</b>  <b>Pruksa Ville</b>          Thalang - Thepkrasatti (Ban Phru Somphan)</p>
	<p><b>Single Detached House</b>  <b>THE PLANT</b>          Thepkrasatti - Thalang</p>
	<p><b>Condominium</b></p> <ul style="list-style-type: none"> <li>• <b>CHAPTER</b> Thonglor 25</li> <li>• <b>CHAPTER ONE FLOW</b> Bangpo</li> <li>• <b>THE TREE</b> Huamark</li> <li>• <b>THE TREE</b> Dindaeng - Ratchapararop</li> <li>• <b>PLUM CONDO</b> Ramkhamhaeng Station</li> </ul>



**THE PLANT**  
Thepkrasatti - Thalang



**Pruksa Ville**  
Thalang- Thepkrasatti (Ban Phru Somphan)



**CHAPTER**  
Thonglor 25



**CHAPTER ONE FLOW**  
Bangpo



**THE TREE**  
Huamark



**THE TREE**  
Dindaeng - Ratchaprarop



**PLUM CONDO**  
Ramkhamhaeng Station

## Environmental Management Engagement within The Company

In 2018, The Company's campaign on environmental management engagement for the employees is called "Smart Efficiency" by utilizing proper and appropriate resources for their tasks. The Company has cut down unnecessary costs from the following projects

1. Setting areas for light usage (on and off). The Company's office is more of the Mobile Office which means there is no permanent/full time employee. The company would paint different color at the switch indicating to open only when there is people working daily at 8.00 am onwards.
2. Asking and requesting participation from employees to help switch off lights after each meeting. This is to create awareness and good behavior.
3. Switch off lights at noon time(afternoon break) Campaign. Employees mainly leave the office during the break. So there is no point to leave light on.
4. The Company increases the quality of napkins for toilet use. Even though the cost is higher but using a better-quality napkin would reduce the quantity and the usage.
5. Using Reused paper campaign in xeroxing or printing. Also, checking the file before printing is also encouraged. Moreover, changing the paper from 80 grams to 70 grams and reducing office utensils are also done.
6. Requesting the employees to be aware of the electrical suppliers during the long holidays by shutting down and switching off the devices for safety and energy conservation purposes.

## Internal Communication : E-News and Line





## Environmental Management at Pruksa Precast factory, Lam Luk Ka and Pruksa Precast factory, Navanakhon

GRI 103-1

In 2018, Pruksa Precast factory, Navanakhon received an “Eco Factory” Award from Industrial Estate Authority of Thailand and The Federation of Thai Industries by being a factory that operates according to the standard of material, water, air pollution, Green House Gas emission, transportation and logistics, chemical and hazardous, health and safety, green supply chain, green and biodiversity Management as well as generating income for the community and living effectively together with harmony.



## Biodiversity

GRI 103-2

At the same time, Pruksa Precast factory, Lam Luk Ka and Pruksa Precast factory, Navanakhon give importance towards the biodiversity. That is by adding more green area to balance out the surroundings. The Company plans to increase more diversity by adding more trees, species, species in earthen pond annually at least 2 projects per year while adding at least 10 percent green area within The Company. Moreover, evaluation on impacts towards environment and nearby community from production and other activities must be done in order to plan for precaution.

Each year, The Company would evaluate the air quality of the surrounding/nearby community to ensure the people that the factory didn't create any air pollution. In 2018, the air quality assessment outside the factory and the neighborhood - AC House 2, 4 areas, resulted in average 0.030 mg/m<sup>3</sup> comparing to the standard level at 0.33 mg/m<sup>3</sup>

## Effective Energy and Water Management

In 2018, Pruksa Precast Factory, Lam Luk Ka and Pruksa Precast Factory, Navanakhon has power, water and transportation management by using alternative energy and operate activity that reduce environmental impacts.

### Electric power usage comparing with Cement Cubic Meter Volume

GRI 103-2, GRI 103-3, GRI 302-1



# 10%

Goal Reduce the electric power usage by 10 percent at least comparing with cement cubic meter volume

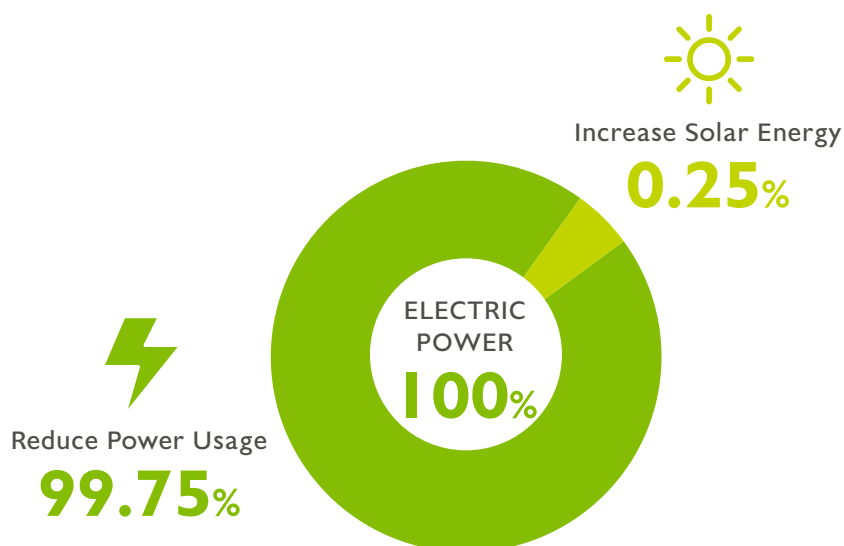
Data Collection Site	Year 2017		Year 2018		% reduced electric power usage comparing with cement cubic meter volume GRI 103-3, GRI 302-3
	Cement (Cubic Meter)	Electric power usage (Megajoule) GRI 302-3	Cement (Cubic Meter)	Electric power usage (Megajoule) GRI 302-3	
1. Pruksa Precast Factory, Lam Luk Ka	144,310.06	15,828,372.00	195,138.08	17,918,928.00	22.0%
2. Pruksa Precast Factory, Navanakhon	150,179.65	12,944,340.00	172,300.49	12,814,560.00	15.7%

- Remark :**
- Pruksa Precast Factory, Lam Luk Ka has 22.0 percent reduced electric power usage comparing with cement cubic meter volume which is 35.2 percent increased
  - Pruksa Precast Factory, Navanakhon has 15.7 percent reduced electric power usage comparing with cement cubic meter volume which is 14.7 percent increased

## Solar Energy Usage

In 2018, Prukha Precast Lumlukka and Navan Nakhon factories have been using solar cell 0.25 percent instead of electric power which use 99.75 percent. The solar cell energy has been used in the following operations

1. Aerator using Solar Cell
2. Water pump for health garden using Solar cell
3. Street light pole Logistic Hub using Solar cell



## Comparison of Solar Energy Consumption between Year 2017 - 2018

Activity/ Visiting Site	Solar Cell Usage (Kwh/y)	
	Year 2017	Year 2018
1. Aerator using solar cell at Prukha Precast Factory, Lam Luk Ka	0%	0.01% (From total annual electric usage, Year 2018 = 4,977,480 kWh/y)
2. Aerator, water pump for health garden, street light pole at Prukha Precast Factory, Navanakhon	0.25% (From total annual electric usage, Year 2017 =3,595,650.00 kWh/y)	0.25% (From total annual electric usage, Year 2018 =3,559,600.00 kWh/y)

By using the solar cell in certain activities have help reduced the unnecessary electric power usage for both Prukha Precast factory at Lam Luk Ka and Prukha Precast factory, Navanakhon.

## Effective Electric power Consumption Reduction Operation of 2 Factories

GRI 302-4

### Pruksa Precast Factory, Navanakhon

No.	Electric power Consumption Reduction Activity	Electric power usage in 2017 (Megajoule)	Electric power usage in 2018 (Megajoule)	Electric power Consumption Reduction (Megajoule)	% Electric power Consumption Reduction
1	Changing tube within the factory from PCF6 to LED	1,119,744.00	466,560.00	653,184.00	58.33%
2	Office lighting PCF6 : LED	135,302.40	83,980.80	51,321.60	37.93%
3	Street lighting PPN : LED	198,443.52	68,428.80	130,014.72	65.52%
4	Changing yard light from Stock PCF6,7 to LED	155,520.00	93,312.00	62,208.00	40.00%
5	Air Conditioner : Time management	3,289,453.20	2,970,194.40	319,258.80	9.71%
	Total	4,898,463.12	3,682,476.00	1,215,987.12	24.82%

### Pruksa Precast Factory, Lam Luk Ka

No.	Electric power Consumption Reduction Activity	Electric power usage in 2017 (Megajoule)	Electric power usage in 2018 (Megajoule)	Electric power Consumption Reduction (Megajoule)	% Electric power Consumption Reduction
1	Changing LED 200 W at PCF3 from 50 to 124 tubes (from altogether 164 tubes)	200,160.00	146,880.00	53,280.00	26.62%
2	Establish Solar cell lamp 100 Watt at Yard PCF3 20 tubes more	31,104.00	0	31,104.00	100.00%
3	Solar water turbine for water quality treatment	2,520.00	0	2,520.00	100.00%
4	Changing tubes from Metal halide 400 W to LED 150 W at PCF1 in total 42 tubes	529,804.80	198,676.80	331,128.00	62.50%
5	Changing street lamp of 200 W to LED of 100 W in total 36 tubes	113,529.60	56,764.80	56,764.80	50.00%
6	Changing lamp High mast from 1000 W to LED 400 W in total 16 tubes	248,832.00	99,532.80	149,299.20	60.00%
	Total	1,125,950.40	501,854.40	624,096.00	55.43%

## Reducing energy use from efficient transportation

Pruksa Precast Factory, Lam Luk Ka and Pruksa Precast Factory, Navanakhon have been reducing the number of transit vehicles by increasing weight per transportation but will not exceed the law. This is to reduce the diesel consumption which is the main cause of Carbon Dioxide gas release to the environment.

In 2018, the weight per round could be increased by 1.53 percent and reduced 1.52 percent transit. This performance meets the annual goal of reducing at least 1.5 percent reduction of number of transit vehicle usage.



### 1.5%

The performance meets the target of 1.5 percent reduction in transit round.

No	Transportation Activities	Average standard transportation weight (Ton)	Average standard transportation weight (Ton)	% weight increased per transit	Remark
1	PCF2 Factory Increased toilet transit from 3pod to 4 pod per transit	11.94	12.31	3.14%	
2	PCF3 Factory Combined transportation for beam and floor work	13.00	12.33	-5.17%	Products submit to condo are large but with less weight
3	PCF4 Factory Sending work to nearby area	10.00	9.22	-7.85%	
4	PCF5 Factory Set Standard packing for 13.5 ton weight per transit	13.00	12.82	-1.37%	
5	PCF6 Factory Set Standard packing for 13.5 ton weight per transit	13.00	13.53	4.08%	
6	PCF7 Factory Combined transportation for beam and floor work	13.00	13.45	3.45%	
	Total	12.41	12.60	1.53%	

**Remark :** In 2018, the total transportation rate is 860,808 tons. The average standard weight per transit is 12.41 ton while the average weight per transit in 2018 is 12.60 ton. The reduced transit is calculated as below

- If using average weight per standard :  $860,808 \text{ tons} / 12.41 \text{ tons} = 69,364 \text{ rounds}$
- If using average weight in year 2018 :  $860,808 \text{ tons} / 12.60 \text{ tons} = 68,322 \text{ rounds}$
- In conclusion, 2018 increased weight per transit increases 1.53 percent which would reduce the transit rounds to 1,042 rounds which is 1.52 percent.

GRI 103-3

## Management of the risks caused climate change

Pruksa Precast factory, Lam Luk Ka and Pruksa Precast factory, Navanakhon have reduced the Greenhouse Gas: GHGs emission from changes in materials, process and business operation. The goal is to lessen down the GHGs emission in Scope 1-3 to 10 percent from Year 2017 as followings.

- Reduce to GHGs emission in Scope 1 by reducing the Fork Lift usage in order to reduce the diesel usage.
- Reduce to GHGs emission in Scope 2 by reducing electric power usage.
- Reduce to GHGs emission in Scope 3 by reducing the number of precast transits.

### Pruksa Precast factory, Navanakhon

Reduced the GHGs emission in all 3 scopes at 26 percent.  
In 2018, the Cement Cubic Meter Volume increased 14.3 percent from 2017 (172,300.49 cubic meter) as target.



Decreased  
**26%**

Scope	Unit	Year 2016	Year 2017	Year 2018	GHGs reduction per cement cubic meter volume (Ton CO <sub>2</sub> eq)
1. Direct (Scope 1) GRI 305-1	Ton - Co2	138	146.0	133.0	22%
2. Energy indirect (Scope 2) GRI 305-2	Ton - Co2	1,936	2,093.0	2,073.0	15%
3. Other indirect (Scope 3) GRI 305-3	Ton - Co2	4,263	6,347.0	6,581.0	11%

### Pruksa Precast factory, Lam Luk Ka

Reduced the GHGs emission in all 3 scopes at 21 percent.  
In 2018, the Cement Cubic Meter Volume increased 35.2 percent from 2017 (195,138.08 cubic meter) as target.



Decreased  
**21%**

Scope	Unit	Year 2016	Year 2017	Year 2018	GHGs reduction per cement cubic meter volume (Ton CO <sub>2</sub> eq)
1. Direct (Scope 1) GRI 305-1	Ton - Co2	369	393	308	42%
2. Energy indirect (Scope 2) GRI 305-2	Ton - Co2	2,117	2,549	3,006	13%
3. Other indirect (Scope 3) GRI 305-3	Ton - Co2	4,348	4,826	6,043	7%

## Management of effective water

Pruksa Precast factory Lamlukka and Pruksa Precast factory Nava Nakhon have the following effective water management.



1. Have inspector inspecting, controlling, tracking and evaluating water usage.



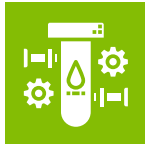
2. Prepare monthly water usage report.



3. Recycling water system.



4. Use Water diversion system from natural resources for operating process.



5. Have Water filter plant to use the water from natural resources to use with concrete mixture along with water from recycling process.



6. Reduce using 100 percent tap water for watering trees

<p><b>Goal</b></p> <p>GRI 103-2</p>	<p><b>Year 2018 performance</b></p> <p>GRI 103-3</p>
<ul style="list-style-type: none"> <li>Natural water usage instead of tap water increased 30 percent from 2017</li> </ul>	<p>Pruksa Precast factory Lam Luk Ka has Drainage system around the factory and Natural water storage pond with total use of 34.6 percent for production, watering trees, cleaning road. It is increased from 2017 and saved 157,181,04 Baht/year cost from using tap water.</p> <hr/> <p>Pruksa Precast factory Navanakhon has earthen pond dig at health park to store the natural water. Then the automatic pumping system is installed to drain the water from the earthen pond and use in the production process and Sprinkler is installed to water the trees. This meets the goal and is 52 percent increased from 2017 with saving the tap water cost of 200,286.9 Baht/year.</p>
<ul style="list-style-type: none"> <li>Rotation of wastewater from the production process for 100 percent Reused</li> </ul>	<p>Pruksa Precast factory Lam Luk Ka and Pruksa Precast factory Navanakhon have recycling process that could segregate the water from fresh concrete and 100 percent reuse the water for production that meets the required standard.</p>

## Usage of Natural source of water instead of tap water

GRI 303-1

Data Collection Site	Quantity of water used from natural source instead of pipe water The target increased by 30 percent				
	Year 2017 (Unit)	Year 2018 (Unit)	Natural water source usage (Unit)	% natural water source usage (Raindrop)	Reduced tap water cost (Baht)
Pruksa Precast Factory, Lam Luk Ka	13,761.17	18,524.24	4,763.07	34.6%	157,181.04
Pruksa Precast Factory, Navanakhon	11,671.5	17,740.8	6,069.3	52%	200,286.9

## Rotation of wastewater from the production process to be Reused

GRI 303-3

Data Collection Site	Amount of wastewater rotation from the production process to be Reused 100 percent target			
	Year 2017		Year 2018	
	Quantity (Unit)	%	Quantity (Unit)	%
Pruksa Precast factory, Lam Luk Ka	1 1,639.33	100%	15,247.45	100%
Pruksa Precast Factory, Navanakhon	1,872.0	100%	3,548.16	100%

**Remark :** The waste water from both the factories are not recycled only reused.

## Waste water Management

GRI 103-2

Pruksa Precast factory Lam Luk Ka and Pruksa Precast factory Navanakhon use the waste water management system that is anaerobic biological system. The waste water from the canteen will go through the Waste water treatment system with grease trap before releasing it into public. As for waste water from public systems, the factory will pump it back into the pond and fill the air with fountain and solar turbine system then move on to the filtered system and then it is ready to use.

## Material Management

In 2018, Prukisa Precast Concrete Factory's goal is to reduce the use of cement at least minimum 1 percent per concrete queue. In addition, the factory follows the environmentally friendly materials and using replacement chemicals with lesser reactions than the Chemicals that are toxic to the environment policy.

Material Name	Prukisa Precast Factory, Lam Luk Ka		Prukisa Precast Factory, Navanakhon	
	Year 2017	Year 2018	Year 2017	Year 2018
Reduce the use of cement	-	-	1.0%	1.4%

## Recycle (Recirculation)

- **Main Material Recycle (Rock and Sand) to be reused in the production process 100%**

Prukisa Precast Factory, Lam Luk Ka and Prukisa Precast Factory, Navanakhon operates the Recycling Concrete system within the factory. This system helps in segregating the components from fresh concrete; rock and sand for the recycling process and reuse in the production process while keeping up with the standard. In 2018, The main material recycle process was 100 percent successful with no waste.

No.	Material Name	Prukisa Precast Factory, Lam Luk Ka		Prukisa Precast Factory, Navanakhon	
		Year 2017	Year 2018	Year 2017	Year 2018
1	Rock	100%	100%	100%	100%
2	Sand	100%	100%	100%	100%

- **Recycling Rubrick Oil in 100 percent Production Process**

Prukisa Precast Factory, Navanakhon recycles the rubrick oil by Pipe installation Pump from the oil tray under the machine to the storage tank and circulate back to reuse in the new production process at 100 percent successful rate with any waste from Rubrick oil

Material Name	Year 2017	Year 2018
1,000 Litres Rubrick oil	80%	100%

- **Recycling Mould Steel Materail in at least 95 percent Production process**

Pruksa Precast Factory, Lam Luk Ka and Pruksa Precast Factory, Navanakhon have a temporary Block Out changes from disposed plywood and black rubber to Mould Steel which can be used longer. In 2018, the factory could increase up to 95 percent Mould Steel used in production process as planned.

Material Name	Percentage (%) of Iron Mould rotation for reusing			
	Pruksa Precast Factory, Lam Luk Ka		Pruksa Precast Factory, Navanakhon	
	Year 2017	Year 2018	Year 2017	Year 2018
Mould Steel	80%	95%	80%	95%

- **Recycling Transport Rack in 100 percent Production Process**

Pruksa Precast Factory, Lam Luk Ka and Pruksa Precast Factory, Navanakhon use Transport Rack to pack the precast wall and finished floor and deliver from the factory to the project sites. When the goods are delivered, the Transport Rack would be 100 percent reused in the next process.

Material Name	Transport Rack rotation for reusing			
	Quantity of Goods (Unit: Rack)		% Reuse/Recycle	
	Year 2017	Year 2018	Year 2017	Year 2018
Transport Rack	1,752	3,511	100%	100%

## Waste Management

In 2018, Pruksa Precast Factory, Lam Luk Ka and Pruksa Precast Factory, Navanakorn has been performing and completing a 100 percent Hazardous waste management and Recycle Waste Management according to the industrial standard system

### Waste Management along production process

GRI 103-2



### Waste Management

GRI 103-3, GRI 306-2

No	Waste Category	Quantity	Unit Category	Waste	Waste Management	Waste management according to industrial system	
						Year 2017	Year 2018
1	Hazardous and contaminated waste	2,000	Kg.	Hazardous /dangerous	The authorized unit will transport the waste to dispose/ burn with high heat.	-	100%
2	Remnant or Iron	180,000	Kg.	Recycle	The authorized unit will Purchase/sort and resell	80%	100%
3	Silicone cylinder	1,000	Kg.	Recycle	The authorized unit will Purchase/sort and resell	-	100%
4	Old hydraulic oil	600	Kg.	Recycle	The authorized unit will purchase to make substitutes	-	100%
5	Paper	2,000	Kg.	Recycle	The authorized unit will Purchase/sort and resell	-	100%



# SOCIAL



# Community and Social Care

Pruksa Holding is determined to have a sustainable growth by providing highest satisfaction for all stakeholders along with being responsible towards the society. Therefore, policy regarding social responsibility and anti-corruption have been set to operate business with fairness and transparency together with taking care of all stakeholders of The Company.



## Anti-corruption

GRI 103-2, GRI 103-3

### The Importance of Anti-corruption towards Pruksa Holding PCL

GRI 103-1

The Company realize that corruption is a great challenge that could bring trouble and is a great challenge towards economic development of the nation. Anti-corruption is an act of crime which leads to unfair business practice. This would generate negative impacts in terms of business ethics, competitiveness as well as being unacceptable at both local and global levels which leads to lack of confidences for the stakeholders. Therefore, The Company follows the anti-corruption law of Thailand and establish important policy in business operations of not receiving any gifts, support and unethical person or group both direct and indirectly.

The Company has evaluated the impact of anti-corruption from assessing the major risks of the real estate business group and hospital business groups from both internal departments as well as the external organization. The Company has established a control system to prevent corruption and to reduce the impact that may be caused by corruption.

### Major risks that are assessed as corruption

GRI 205-1

Pruksa Holding evaluates risk related to corruption and can be divided into 2 business groups those are real estate business group and hospital business group. These 2 groups make a hundred percent of the business. The controlling system that prevents corruption risks are as followings.

Significant Risk	Explanation GRI 103-1	Anti-corruption controlling system
<b>Real Estate Business</b>		
Risk from bribing for permission for Land allocation and development in real estate projects	Pruksa Real Estate PCL operates real estate business which needs to get permission for land allocation for construction of any project from governmental agencies; Land office, Provincial land. This could lead to risk in bringing for permission.	<ul style="list-style-type: none"> <li>All the operation process within the Company must be present of committees including executive specialize in land and land development, business, financial, law and Government regulations for risk control.</li> </ul>

Significant Risk	Explanation GRI 103-1	Anti-corruption controlling system
Risk from bribing for requesting permission to proceed with the construction of buildings/buildings	In real estate business development for housing purpose, certain documents and permission must be allowed by the governmental authorities; requesting permission to build, Requesting to open a building Including the issuance of ownership documents for condominium units, such as district offices, land offices, branches or local authorities Which may be at risk of being asked or offering bribes In order to facilitate the operation.	<ul style="list-style-type: none"> <li>• Establish clear policies/measures against corruption and communication throughout the organization.</li> <li>• Define departments and the clear responsible person in the process of applying for permission or contact with government agencies.</li> <li>• Hiring outsource to manage management in requesting permission to replace the company.</li> </ul>
Risk of bribery In the registration of foreign workers and welfare care	Shortages of labor in the construction industry really affects real estate business. To prevent illegal employment Including the contractor, The company must coordinate with the governmental authority; Social Security Office, Department of Skill Development, Embassies according to the nationality of foreign workers, Department of Labor Protection and Welfare Including the Royal Thai Police and the Department of Local Administration which may be at risk of being asked Or offering bribes In order to facilitate the operation	<ul style="list-style-type: none"> <li>• Issuance of announcements from senior management to control the employment of illegal workers</li> <li>• There are measures to control foreign workers by using the QR Code system to scan the foreign workers' documents to ensure they are legally registered only then they will be able to work on the project in order to prevent illegal foreign workers</li> <li>• Establishing Human Resource (Foreign Worker) and Determined to have a professional safety officer in every project of each SBU for tracking and evaluation purposes of illegal practices</li> <li>• Procurement and frame of work is set clearly in the Term of Reference: TOR regarding foreign workers. As for safety, this is to control the contractors bringing in foreign workers must follow the TOR as well.</li> </ul>

Significant Risk	Explanation GRI 103-1	Anti-corruption controlling system
<b>Hospital Business</b>		
<p>Risk of bribery In requesting construction permission (According to Section 39 ) Hospital building of the hospital business</p>	<p>The Company is now in the middle of building hospital business which is extra-large buildings under supervision Building Control Act and the Ministry of Public Health also it must Receive a license to operate a sanatorium And a license to operate a sanatorium as stated in the law which may be at risk of being asked or offering bribes In order to facilitate the operation</p>	<ul style="list-style-type: none"> <li>• The company has implemented a policy. And anti-corruption measures of Pruksa Holding Public Company Limited and its subsidiaries. It is to show the intention to comply with the laws of Thailand In anti-corruption and for the employees and stakeholders acknowledge</li> <li>• Requiring the working group to supervise and control construction By defining a work plan And meeting to monitor progress at the Steering Committee meeting</li> </ul>
<p>Risk of bribery in filing an application for consideration of the EIA report of the hospital building</p>	<p>In extra-large building construction, The Company must prepare the EIA Report and submit it to the special committee along with permission to operate/construct the building which may be at risk of being asked or offering bribes In order to facilitate the operation</p>	<ul style="list-style-type: none"> <li>• There is a job profile of the personnel that will have the main duty to coordinate with government agencies even Affiliated under a specific business department</li> <li>• Hiring outsource with expertise to prepare the EIA report for the hospital building and to coordinate with the related. governmental authority with the aim to reduce risk of anti-corruption practice</li> </ul>
<p>Risk of bribery in requesting to submit a plan for the establishment of a hospital that accepts overnight patients</p>	<p>Operation of a private hospital business must submit an application to approve the establishment plan as well as plans to establish a hospital that accepts overnight patients. To provide the Health Business Service Center Department of Health Service Support, Ministry of Public Health for Consideration before construction. Also, applying for hospital operations. Therefore, there may be a risk of offering bribes or requested To facilitate the operation to be more convenient and faster</p>	<ul style="list-style-type: none"> <li>• Hiring outsource with expertise to prepare the EIA report for the hospital building and to coordinate with the related. governmental authority with the aim to reduce risk of anti-corruption practice</li> </ul>

## Internal Communication and Training regarding Anti-Corruption policy and procedure

GRI 205-2

- Pruksa Ethics Course Training (Ethic) to create Anti-corruption mindset and understanding for new employee on the orientation day. All employee must go through and pass this course with written ratification. In 2018, there were in total of 397 participants in this program.
- Creating an evaluation of CG course to create ethical and good governance awareness for executive and employee at least once a year. In 2018, The Company organized test/evaluation about strengthening ethics for transparency in work
- Organizing CG Day annually by inviting The Company's board members to deliver a lecture on "Building CG culture within the organization" and "Good governance and sustainable development". Also, within the CG day there will be a contest on good government practices where executive and employee would submit the results of operations to participate in the contest for both individual and team types. This surely enhance the awareness and consciousness of anti-corruption within the human resource of The Company.



- Communicate with the employee and have them acknowledge of the importance of good governance and anti-corruption through various channels of The Company consecutively.
- Communication of corruption issues within the organization and penalties for executives and employees as a case study to raise awareness of good conscience in anti-corruption. Also, it is both to prevent employees from behaving unethically
- Organize a project governance seminar and extracting lessons from complaints and investigations for project officials. There are many lectures delivered; Ethics and working, Lesson learnt from complaints and investigation, Knowledge of construction supervision according to the permission request, Summary and recording of wastewater treatment systems and billboards as well as framework to prevent and control risks (Three Line of Defense).
- Training about fact investigation for the involved person to use the knowledge and techniques in the investigation in order to maximize the effectiveness of the investigation
- Site Visit activity to provide knowledge on the construction site and projects so that everyone from foreman, site engineer until administration employee to know and operate accordingly.



◀ Organize an excursion program visiting Anti-Corruption Museum.

▶ Executive and employee participate in the forum regarding “Ethics and morality-fundamental of Thailand’s sustainable business growth” in the Thai Chamber of Commerce Best Awards 2018.



▲ Executive and staff joining in the international Anti-Corruption Day 2018.



▲ The Company in partnership with faculty of communication arts in media and communication, International College, Mahidol University prepared and delivered the new version of museum introduction and guideline for the Anti-Corruption Museum third anniversary.

## Supporting and promoting external authorities to join the anti-corruption network

- Apart from being a member of CAC-Thailand's Private Sector Collective Action Coalition Against Corruption, The Company holds a status as a Change Agent in supporting and promoting small and medium enterprises business partners to join the CAC-SME Executive Briefing. This forum is especially for the SME to have the important knowledge of SME certification process which will serve as a tool for SME to operate with transparency in alignment with anti-corruption practice that big company operates. The Company would select the best potential company that meets all the requirement and standard to do business with. There were altogether 18 companies that join in the forum and 3 have sent back interests to join our Company.



- Declare the “No Gift Policy” clearly to the executive, employee, broker, business partner and financial institutes through communication channels both in and outside The Company; Screen Desktop, Digital Signage, Roll Up, letter (postal) including not receiving and funding from the financial institutes.

- Announce to the business partner and broker regarding the complaining channel through appendix, tender document. And for Land presentation method, land registration agreement, land purchase regulations under good governance conditions.

The company is certified as a member of CAC-Thailand's Private Sector Collective Action Coalition Against Corruption. The company was given this certification because of the clear stated anti-corruption policy as well as procedures to prevent internal corruption according to CAC guidelines.


## Corruption Clue and Complaints Reporting Channel

The Company provides special channel for receiving corruption clue and complaints in order to hear from executive, employee, customer and business partner. The Company is willing to be fair with all the involved parties and protect the privacy of the source of information. All the complaints would be reported confidentially to the board members, director, chief executive office, chief group executive office, chairman of the corporate governance committee and chairman of the audit committee.










Moreover, award is set for those those who participate in reporting clue/complaint of the corruption which is an act of anti-corruption would be honored with certification and acknowledgement from the High-level executives of the company.



### Corruption Clue and Complaints Reporting Channel

-  [www.psh.co.th / www.pruksa.com](http://www.psh.co.th / www.pruksa.com)  
 Subject: "Complaint / Clue report / Request for justice"
-  [cg@pruksa.com](mailto:cg@pruksa.com)
-  @pruksacg
-  Telephone : 0 2080 1739 ext 48611, 0 84 555 2364
-  Pruksa Holding PCL Head-quarter  
 1177 Pearl Bangkok Building Floor 23,  
 Phaholyothin Road Phaya Thai Bangkok 10400

## Monitor and Management process for good governance practice in 2018 (P0-P8)

P0	P1	P2	P3	P4	P5	P6	P7	P8
 Receive complaints/ Categorize the information	 Initial Investigation	 Fact Investigation	 Discipline judgement	 Penalty	 Communicate	 Compensation -Prosecution	 Report to the Corporate Governance Committee and the Audit Committee	 Close Case

The Company examines the status of the Directors of senior management in Public Limited company as well other registered company excluding Pruksa Holding PCL and its subsidiaries. In 2018, 47 high-level directors and executives reported their status.

Moreover, an investigation on 516 employee regarding the relationship of the employee with the company's business partners database stated that

- 500 Employee declares no relationship with the business partners and no involvement that might cause Col
- 9 employees are suspected to be having relationship with business partners and might be involved in process that can cause Col
- 7 employees is confirmed to have relationship with business partners and involved in Col

**Remark:** Col or Potential Conflict of Interest is conflict of interest between employee with The Company's supplier/business partners.

## Corruption Incident in 2018

<b>Corruption Incident in 2018</b>	<b>Expected Incident (Target)</b>	<b>No. of Incident occurred</b> GRI 205-3
In Total, Year 2018 (From all sources or clues and complaints both with evidence and without)	0	27
No. of incident with anti-corruption management practice (From the initial consideration that there is information/ evidence, committee would be set to investigate facts)	0	22
No. of incident where employee is fired due to corruption (After the investigation done by the investigating committee, if the employee is found guilty, penalty and punishment would be exercised)	0	6
No. of incident that is legal case or involved with corruption issue	0	0
No. of incident that have been conducted in accordance with the anti-corruption practices and monopoly laws GRI 206-1	0	0
No. of incident that contract with business partners are cancelled or not renewed due to corruption	0	0

**Remark :** The number of corruption incident includes all complaints from all sources both with evidence and without. Therefore, the incident numbers presented for investigation and penalties is far lesser than the complaints received.



## Employment

GRI 103-1

The Company follows ethical codes and fairness for employment process. The Company respects each individual and would decide based on qualifications; educational background, experience and relevant criteria for any employment. Discrimination against gender, age, race, religion, skin color or any form of physical defects are not practiced here. Therefore, to select the best candidate for each vacancy, no less than 3 people are called in for the interview. In 2018, 3,173 people were employed.



**3,173 people**

Total employment  
in 2018

GRI 103-3



## Policy and Guidelines for screening and inspecting contractors and subcontractors those are vulnerable to child labor

GRI 103-2, GRI 409-1

Even though The Company is not the direct employer of the contractor's workers, The Company enforces the legal policy and follow the law enforcement equally for The Company's direct workers, contractor's workers, subcontractors' workers. Also, there will be no child labor, forced labor or illegal foreign workers. The followings are The Company's rules and regulations for entering and exiting the project site.

### I. Prohibiting the use of illegal foreign workers

- The Project must not allow illegal foreign workers working within the project at all. Illegal foreign workers are those absence with work permit, no substitute for temporary work permit, no permit to increase area paper or having the permit but with wrong employer/category.
- The Project must use the Site Tracking Worker system to scan the QR Code of the workers before and after entering the site. And only allow those who passed the tracking system to work in the project.

## 2. Labor (Worker) Inspection, In and out of the project site.

- Workers must present themselves with the worker's identification card issued by The Company for scanning for entering and leaving the project's site.
- The Security officer must scan the worker's identification card at the entry and exit of every labor. Only those who pass the system would be allowed in the project.
- Foreign workers. The Security officer must not allow those will illegal permits, expired permits paper work or those who identified by QR Code as "Expired" or "Not allowed in the project" to enter the site.
- Thai workers In case of Thai workers without work permit paper from the company or identified by QR Code as "Expired" or "Not allowed in the project" can still be permitted to enter and exit the project site. However, the security officers must check and record the identification care information and submit the report to the Project's Engineer. If case of the worker is needed more than 1 week in the project site, the Project's Engineer must contact the Human Resource (HR) department to issue the QR Code for the worker. Before issuing the QR Code, that person must be evaluated with proper documents.

## Employment Information

### Employment of Pruksa Holding PCL and subsidiaries

GRI 102-8

Field of Work	No. of Employment
Office of the Chief Executive Officer	31
Office of Chief Executive Officer, Pruksa Real Estate Value Business Group	185
Condominium Business Group 1	117
Condominium Business Group 2	143
Single House Division	641
Office of Chief Executive Officer, Pruksa Real Estate Townhouse Business Group	191
Town House Business Group 1	547
Town House Business Group 2	458
Office of Chief Executive Officer, Pruksa Real Estate Premium Business Group	38
High premium business group	73
Vimut Hospital Holding Business Group	3
Group Finance	179
Procurement Division, group supply chain and Pruksa Precast factory	438
Human Resources Group (Including law and secretariat office)	61
Corporate Marketing Group	35
Group Technology Group	33
Grand Total	3,173

Data from December 27<sup>th</sup>, 2018

## New Employment according to Band and Gender

Employee Type GRI 102-8	Band	Year 2018		
		Male	Female	Total
Permanent Employee	0	0	0	0
	1	80	0	80
	2	90	113	203
	3	62	28	90
	4	12	18	30
	5	3	7	10
	6	1	0	1
	7	0	0	0
	8	0	0	0
Daily Employee	-	0	0	0
Temporary Employee	-	0	1	1
Grand Total		248	167	415

## Employee resignation statistics

### Relinquish of Employment according to Band and Gender

Employee Type GRI 102-8	Band	Year 2018		
		Male	Female	Total
Permanent Employee	0	1	0	1
	1	98	31	129
	2	149	146	295
	3	80	42	122
	4	31	24	55
	5	12	6	18
	6	5	0	5
	7	0	0	0
	8	0	0	0
Daily Employee	-	97	16	113
Temporary Employee	-	1	3	4
Grand Total		474	268	742

## Employment and Lay-off

The Company believes that all the workers are representatives and image of The Company. Therefore, there will be no lay-off unless those who commits serious disciplinary action according to the rules and regulations of The Company. The Company will operate all actions with transparency, fairness and law enforcement.

## Employee Compensation and Welfare Management

GRI 401-2

The Company's employee would receive salary, over-time payment, bonus, provided fund according to the qualification, specialties and abilities without any discrimination against race, gender, disability or social status. In order to create motivation, The Company uses Balance Scorecard (BSC) and Key Performance Index (KPI) as tools to manage and evaluate the performances. In addition, The Company also provides certain compensation and welfare in order to create and maintain sustainable and good relationship with the employee.

## Management system for Labor Practices Complaint



The Company openly provides communication channels for labor practices complaints in order to receive direct feedbacks or complaints from the executives and staffs. The Company is ready to listen and provide fairness and justice to everyone. Moreover, The Company would also protect the employee who has written the complaint according to the labor law. All the complaint issues must be reported to the Managing Director (Chairman of the Board) of The Company, Chief Executive Officer, Group Chief Executive Office, Chairman of the Corporate Governance Committee as well as Chairman of the Audit Committee for their acknowledgement. The information is strictly confidential.

### Labor Practices Complaint Channels



[www.psh.co.th](http://www.psh.co.th) / [www.pruksa.com](http://www.pruksa.com) Title: "Complaints / inform / request for justice"



[cg@pruksa.com](mailto:cg@pruksa.com)



@pruksacg












Telephone : 0 2080 1739 ext 48611, 0 84 555 2364



Pruksa Holding PCL Head-quarter  
1177 Pearl Bangkok Building Floor 23,  
Phaholyothin Road Phaya Thai Bangkok 10400

## Tracking and management system for labor practices complaints in 2018 (P0-P8)

P0	P1	P2	P3	P4	P5	P6	P7	P8
								
Receive complaints/ Categorize the information	Initial Investigation	Fact Investigation	Discipline judgement	Penalty	Communicate	Compensation -Prosecution	Report to the Corporate Governance Committee and the Audit Committee	Close Case

### The performance of Management system for labor practices complaints

In 2018, there were no complaints regarding labor practices or charges against The Company.

## Human Rights Operation Management



GRI 103-1

The Company operates according to the Human Rights Policy that covers all affected groups; staff, children, female, elderly, disable, business traders and foreign workers. That is to minimum the Risks to operations that could violate human rights both at Pruksa's direct business and its related parties in the business chain.

### Management Strategy

GRI 103-2

The Company follows the Equality and equal opportunity policy. That is by treating the staffs with respect, dignity while the right to personal freedom is protected from any abuse or misused including disclosure or data transfer of personal information; biography, medical report, work record or other personal information to any outside sources that could cause damage to the personal. Unless the act is performed under obliged duty or according to the law. If the staff experiences any kind of personal violation or inequality, The Company provides channel and opportunity to complaint so in order to ensure that The Company takes this matter very strictly.

### Performance Tracking

The Company has a Complaints Handling and Management working team which is subjected to update the cases during the monthly meeting. The monthly meeting will take care of any cases including human rights complaints. (If present)

### Human Rights Performance

GRI 103-3

In 2018, The Company received zero (none) human rights complaints within the staff, children, female, disable, business traders and foreign workers group.

## Employment of people with disabilities

GRI 412-3

Operation : The Company operates according to the Empowerment of Persons With Disabilities Act by employing disable employees for five consecutive years.



**31 people**  
In 2018, The Company employs and empower altogether employees with disabilities total value 3,956,681 Baht



**6 people**  
Working at The Company



**25 people**  
Working at the public benefit organization nearby their home for two consecutive years at Khon Kaen province



## Potential Development and Career Path

GRI 103-1

Employee is one of the most significant resources of The Company. It is the key driven factor that drives The Company towards its mission and objectives. Therefore, providing training and skills along with developing good mindset, attitude and performance would push towards sustainable growth for both The Company and individuals. Also, in preparation for any changes that might occur in the present or the future, The Company has prepared employee training and development plans aligning with its core strategies.

### Employee training and development

GRI 103-2

The Company surveys and analyzes the requirement for each employee groups in order to develop human resources development plan. The plan is determined to develop their potential and capability consecutively to meet an effective performances and desired results both in present and future. The Company's development model is 70:20:10 as indicated below.

- **70 Experiential Learning**

This model based on developing working experiences including problem solving skills daily or new assign projects. This will lead to new learning process and skills to complete the assign work; being the Project Leader for innovation project, or improvement Project or even being a Change Agent/ Team Leader in problem solving project.

- **20 Learning from others**

This model is based on obtaining knowledge and experiences from surrounding environment. For example; receiving coaching and feedback from leader, mentor or team. Moreover, observing, peer reviewing, shadowing an expert, learning from internet or even from team meeting can also be good sources of knowledge and skill development.

- **10 Formal Learning**

This model is based on a standard learning process which is attending formal trainings and workshops both internal and external programs.

**From the 70:20:10 Model, the Training and development unit has set the knowledge enhancement tools or employee development according to the employee groups as stated below.**

GRI 404-2

1. Training Plan
2. Individual Development Plan
3. Leadership Competency
4. Executive Coaching

### I. Training Plan

Annually, there will be Training Plan categorized by skills and important knowledge for working including 6 main subjects for all employee groups those are

#### 1) Fundamental Knowledge for new employee

This includes foundation and basic knowledge for new employee to get to understand The Company and get along with its culture. Adapting to new work place is very important, it is the first step of joining The Company's journey. The Company has a 4 days training program for new employee including the following topics.

- Orientation (Vision, Mission, Organizational structure, Leadership Competency, Benefits and welfare, etc.)
- Performance Evaluation system
- Ethics and Corporate Social Responsibility (CSR)
- Corporate IT System
- Utilizing Employee Self-service, Manager Self-service
- Construction and safety

## 2) Self-development and management

This is aim to enhance self-knowledge and skill for both executives and employees including

- Real estate development knowledge (Mini MRE)
- Time Management
- Presentation Essentials
- Project Management
- Saving
- The First Time Management
- Train The Trainer, etc.

## 3) Leadership Development

This is mainly to develop and enhance leadership skills such as

- Pruksa Leadership Development Program
- Performance Dialogue
- Change Agent Development

All the programs under this model have been designed to align with Pruksa Leadership Competency (10 of them) by organizing Leadership development Program in the first phase in 2016 and continued in 2017 and 2018 to make sure all the executives joined. In the second phase, 2018, Leadership Development Program was continued as well.

## 4) Information Technology

This is to provide skills for computer usage.

- Advance Excel
- Advance Power Point
- Application VQ and CRM system
- Building Information Modeling (BIM)

## 5) Quality Control and Safety

This model provides quality control enhancement and management knowledge including knowledge as required by law for the people to know.

- Safety Officer, supervisor
- Safety Officer, executive
- Safety Officer, Technical
- Understanding & Transition from ISO9001 to ISO Version 2015
- Basic firefighting training
- First Aid training; CPR

## 6) Occupation Group

This is designed to develop each group according to their requirement.

- Personal for Success
- Mindset
- Consultative Selling Skill (Tele-prospecting & Face to Face)
- Feng Shui for living
- Effective Sales Management Technique
- Digital Marketing
- Using VQ Application and CRM system
- Positive thinking and service, managing complaints
- BIM02-BIM/REVIT Architect for beginner (BIM/REVIT AR for Beginner)
- Construction Innovation
- Top 10 Defect for FM, SE
- Construction Planning & Tracking
- Product & Service (Job Role)
- Daily Performance Management

GRI 103-3

In 2018, The Company organized altogether 79 training programs which is 302 batches. Also, 56 external public training (56 batches) which is in average 30 batches per month, annually 350 batches. The trainings include executives and staff level. The evaluation for In-House Training rates at 95.88 percent. The budget used for human resource development is 14.5 million Thai Baht.



## Training and Development Plan, Year 2018

GRI 404-1

Training Information of employee by level	(Hr./person/year)
Average training hours of operational staff (Band1-2)	15.60
Average training hours of Primary level supervisor (Band 3)	18.12
Average training hours of Middle level supervisor (Band 4)	36.93
Average training hours of High level supervisor (Band 5 up)	25.49

Training Information of employee by gender	(Hr./person/year)
Average training hours of all employee	19.00
Average training hours of female employee	20.00
Average training hours of male employee	18.00

Training Information	No. of Training Program
In-House Training	79
Public Training	56

## 2. Individual Development Plan

Since 2016 until now, The Company has always been supportive regarding the employee's potential development. The plan includes having each employee preparing their Individual Development Plan with their supervisor to be more accurate on the plan and to be precise on which trainings, coaching, short courses to attend. In 2018, there were 3,135 employees out of total 3,265 employees who prepared IDP. (GRI 404-2)

### People included in IDP Planning and their responsibility are;



#### Employee

Employee is the most significant person for analyzing the strength and opportunity for potential enhancement, planning, executing as well as reporting to the supervisor.



#### Supervisor

Supervisor's role is the encourage and support by providing opportunity and consultation so that the IDP would work best. Also, meeting up with the individual every two months is a must for the supervisor.



#### Human Resource (HR) Development Department

The HR department is responsible for preparing tools or system that would support the IDP. Also, providing knowledge and support to the individual throughout the plan.

### 3. Leadership Competency

Leadership skill is one of the most important skills that would drive The Company forward sustainably. That is why the HR department has set the “Leadership Competency” as a framework for individual to keep up with. This will result in developing both human and work management as it's said “Effective Results with human potential enhancement”

**Leadership Competency** consists of 3 main groups. Those are

- 1) Pruksa Culture and Values  
This is The Company's culture and basic foundation that all employees must follow.
- 2) Leading People  
This is the capability of encouraging, motivating and leading the team
- 3) Leading Performance  
This is the ability to management personal and team work in meeting the target. All three groups have 10 Leadership Competency as below

#### **Group 1: Pruksa Culture and Values**

- Pruksa Culture & Values
- Good Corporate Governance practice
- Holding Accountability

#### **Group 2: Leading People**

- Influencing and Motivating Others
- Developing People
- Teamwork

#### **Group 3: Leading Performance**

- Problem Solving
- Growth Strategy Planning
- Create Value and Innovation
- Leading Change

Leadership development and its competency plans are usually communicated through various channels such as Pruksa Daily news, line application, executive meeting, executive training, leadership training as well as e-learning. The HR department also performs the leadership evaluation at executive and management level using 360 degree tool (self, supervisor, subordinate and team evaluation). The objective for this tool is to create leadership awareness as well as enhancing it. The evaluation can be done throughout the year and will be used for Individual Development Plan, Succession Planning, Promotion and Salary Increasing.

### 4. Executive Coaching

Executive management development includes vice managing director, managing director and chief executive officer. The Company believes that Coaching is a significant tool therefore, Executive Coaching: One on One for 6 months in total of 12 hours is set. Before coaching, the coach would receive requirements from the supervisor of coachee as a framework for desired result. After each coaching session, coach would submit the result and summarize the result after the completion of 12 hours session. The result would help the supervisor in terms of self-development. The result would also be sent to the top management of human resource development for further improvement.

The objective is to enhance self-awareness, mindset and perspective through powerful question from coaching session as we as providing tools for executive management to become the coach for the team for effective and productive performance.

In 2018, The Company organized Executive Coaching: One on One for 26 top executives' people from 34 top executives and will continue 10 more in 2019. The Company as a whole. Therefore, mentoring session between the board of directors (as mentors) and executive management level (mentee) is organized quarterly each year.

## Top Executives Performance Evaluation

The Company has structured salary review and compensation system that is subjected to the performances as followings;

### 1. Annual salary reviews

The Company's core rules for the salary reviews in 2018 has divided the budget into two main parts. First, no less than 70 percent would be used to calculate the salary review based on the annual performance evaluation subjectively. Second, the other 30 percent would be used to reviewed for the executives and staffs on special basis.

### 2. Variable payment

Incentive compensation for executives is also an important task of The Company. The goal is to let the executives receive the variable payment of 40 to 50 percent of the annual compensation according to individual performance. This is to create awareness and conscious of being an entrepreneur and as a stakeholder of The Company that would receive the same result as The Company's performance. As for the calculation, The Company has prepared it according to the objective of the incentives as following.

- 1) **Bonus:** The Company pays bonus every half year (6 months) to executives as well as employees while as the amount varies up to the profit generated by each business units. Next, The Company would allocate the bonus budget by using the 6 months KPIs evaluation from level of work, department level and personal level.
- 2) **Management Incentive** would be given to assistant Managing Director and above (apart from bonus). Each of the executives would be given KPIs to follow for compensation with human resource development committee in charged. Short term KPI would be determined by performances required of that level of work. While long term KPI would be based on continuity and sustainable growth of business performance.

## Analysis and potential development of executive and employee

In 2018, The Company has analyzed and developed the executive and employee potential and performance by using KPI (Key performance index) making it a total of 100 percent. The Company set plan and process for performance evaluation starting from Key Performance Indicators- KPIs which is transferred down from the corporate level to personal level along with performance tracking, evaluation and development of personal and team according to these responsibilities below.

## 1. Employee

- Operate and carry out the mission with responsibility to meet the standard required by The Company.
- Be responsible with self-development and potential enhancement for better performances

## 2. Leader

- Manage teams' work and performances by providing mission that is in alignment with The Company's plan.
- Assign workplans to operation level while supporting effective mindset and behavior that would result in meeting the index/score according to The Company's requirement.
- Develop the employee's result within the team by using knowledge, skills, coaching, assigning work as well as training.

## 3. Human Resources Department

Provide Knowledge and equip appropriate tools for executive and employee to use it for the performance management which is aligned to The Company's goal.

### Determining the Key Performance Index and Performance Evaluation

It is divided into two rounds

- First half of the year: First six months evaluation (January to June)
- Second half of the year: Last six months evaluation (July to December)

### Annual Grading

There is an annual evaluation of The Company by giving scores and grades as followings.

Grade AA	means Excellent
Grade A	means Exceed Expectation (more than expectation)
Grade B	means Meet Expectation (as expectation)
Grade C	means Below Expectation (below than expectation)
Grade D	means Need Improvement

### Scores for annual grading

It includes two parts

- 1) Individual KPIs Score: Average 2 KPIs scores at 80 percent
- 2) Personal Competency: Scores are given by the leader from zero to hundred (0-100) with 20 percent portion. These two parts are done together.

Annual grading are done once in a year. The leader will communicate about the annual grade as well the annual salary review with the team along with discussing and sharing about career development and personal improvement. The employee management are done as followings.

## Talent Management

Talent refers to employee with knowledge and skill with high potential as well as an excellent work performance and leadership skills. The Company acknowledge their career path growth and special enhancement supports given. Talent is divided into 2 groups.

1. High Potential (HIPO) are those with special unique characteristic or an outstanding personality with potential to grow to EVP/MD or equivalent level under proper time, age and experience.
2. Boosted Talent are those with unique characteristic and high leadership skills. Also with the potential to be developed into an expertise in their field of work in order to enhance their performance and effectiveness.

The excellent performances of the last 3 years would be taken into consideration along with required leadership competency score by The Company.

The selection process would be done annually in the month of February. Talent of The Company would be given opportunities to be highly trained to expand their capabilities. The development plans, operating and tracking would be discussed among the leader and the human resource development department for a sustainable talent development.

## Employee's Performance Evaluation

The Company has designed the salary review by integrating it with the performance same as used with the executive. The evaluation would then be used to determine the salary review and bonus.

Moreover, The Company set plan and process for performance evaluation starting from Key Performance Indicators- KPIs which is transferred down from the corporate level to personal level along with performance tracking, evaluation and development of personal and team as same as the executive.

## Career Growth Support

Each individual has their own hidden potential. When given the opportunity to polish and train consecutively, the results would be seen better and more effective. Training or development doesn't have to mean learning within a classroom only. It could be from excursion, reading, attending seminar or learning/taking the leader as an example. Benefits gained from the training are as followings.

1. Employee would be aware of their potential, strength points and weak points that must be developed.
2. Utilizing the knowledge to value add the skills and capabilities to complete the jobs in hand as expected by the leader.
3. Promotion in the field of work. The career growth plan is also to be prepared.
4. Opportunity of becoming a successor when the position is vacant.
5. Receives updates, new information and experiences daily to improve the daily work and mindset; work related to AI or new innovation projects.
6. Opportunity to train and work beyond the normal daily routine; being assigned with special projects to learn about project and human management.

The Company tends to develop process and tool for more effective Career Development Review. The objective is to provide the opportunity for the employee and leader to co-jointly plan for a career growth plan and enhancing potential according to the requirement of both individual and The Company.

In 2018, There are in total of 117 career development review for Talent and Successor.

GRI 404-3



**117** people  
of those enhanced in  
their career path

Career path development uses "Triangle Model" which is a coordination between three parts together namely employee, leader and The Company.

1. Employee: Indicates personal development requirement by stating the interests, motivation and self-expectation to the leader in order to help each other plan for the development plan as well as prepare for higher responsibility tasks.
2. Leader: Acknowledge the requirement of the employee and The Company. Provide consultation, help employee in determining the objective of work as well as provide the learning opportunity for the employ to develop and become expertise.
3. The Company: Set plan and encourage potential development of the employee and make sure it aligns with The Company's business growth plan.

## Career Development Operation

Human Resource development department plays a significant role in Career Development Review. By creating tools and communicating to the executive and employee to make them understand the real objective of the operation and can operate successfully. The operation process are as below.



From 2019 onwards, The Company has plans to expand the career development review plan to employee at all levels not only talent or successor. That is to take care and prepare the employee's readiness for the future career growth.

## Employee's Benefits from receiving potential and career path development

1. Opportunity to develop necessary skills for present and future.
2. Ready for growing to a higher level.
3. Better work performance until selected as talent of successor of The Company.
4. Given more opportunities; offered a higher position, special compensation, price if the employee has sustainable performances.

## Employee Engagement

GRI 103-2

The Company annually evaluate the engagement employee has with it by using the Pruksa Employee Engagement Survey. The survey's role is to determine and evaluate the employee's opinions on certain matters; compensation and welfare, working environment as well as employment conditions that might change according to the circumstances which allows more flexibility for both company and employee. The Company would bring the information obtained from the evaluation and use it to improve certain related policies for the betterment of the employee. The Pruksa Employee engagement survey includes 9 following categories;

- |   |                                 |
|---|---------------------------------|
| 1. Employee Engagement Index            | 6. Performance Excellence Index |
| 2. Learning and Development             | 7. Career Management            |
| 3. Management Quality and Communication | 8. Quality of Work life         |
| 4. Job Design and Empowerment           | 9. Compensation and Benefits    |
| 5. Company Identity                     |                                 |

### Summary of employee engagement survey results for The Company

- The average score of employee engagement in 2017 is 68 percent while in 2018 is 71 percent indicating an increase of 4.4 percent
- The executives are aware of the importance and encouraging the employee engagement by being a part of the process. Thus, this played a significant part of shifting the average score towards the positive side.



The survey illustrates that the employee engagement for The Company is at the average of

**71%**

GRI 103-3

The Company communicates the results of the survey (Report Survey) to the executives and staffs through the communication channels. Each units are assigned to use the report in improving their 2019 plans.

## Health and Safety

GRI 103-1

Pruksa Real Estate PCL - a subsidiary company of Pruksa Holding PCL operates and supports the well being and safety for the employee by preventing accident and sickness in the workplace. Also, controls anything which is considered unsafety or threat to the business operation by setting f Safety, Occupational Health and Work Environment policy as a framework for everyone in The Company to follow.



### Safety, Occupational Health and Work Environment Health

GRI 103-2

- The Company believes that safety is one of the top priorities and responsibilities towards the employee and it is a must to receive the same commitment and coordination to work according to the rules and regulations set for safety purposes along with The Company.
- The Company is determined to operate business according to the law and safety inquiry.
- The Company organizes trainings to enhance the knowledge regarding health and safety as well as create awareness for everyone to see and understand the importance of it.
- The Company supports budget and resources; human resources, tools and equipment as well other requirements that would keep the employee safe and healthy as well as keeping the hygiene of the working environment as a precaution to any kind of accident or health hazard.
- The Company would follow up and evaluate the health and safety performances in order to keep it improving.

GRI 102-12

Pruksa, follows the international safety standard strictly by adapting and utilizing the health and safety system in The Company until received OHSAS 18001:2007 as well as TIS 18001:2554 international standard for Condominium construction.

GRI 103-3

In 2018, The Company used the Safety Management Performance covering 8 dimensions which is a health and safety management system for single house and town house with the same standard required by the law. This clearly shows that safety issue is not compromised in This Company whether is it single, town house of condominium



**In terms of creating awareness regarding safety for employee and business trader,** The company organized trainings about health and safety at work place with high risks for them. So that they can have the right information and knowledge to operate their business in the right manner for a risk-free future. Without any safety issues of accidents.



**In terms of danger in high risk jobs prevention,** The Company has designed utilities that could prevent any kind of danger or accidents that might occur with the user such as temporary electrical cabinets in construction work with automatic power cut-off to prevent electric current, short circuit or overload as well as using power plug. This is to enhance the safety for those working with electrical field.



**In preparation for handling emergency cases,** The Company also organized fire fighting and first aid trainings for more than half of the total employee. Moreover, The Company has Business Continuity Planning (BCP) which includes the training for emergency cases in order to train the people to understand what to do, how to react and to follow the process thoroughly.

## Work Regulation for Safety, Occupational Health and Work Environment Health

GRI 103-2, GRI 403-7

In order for the safety, occupational health and work environment health operation to reach the most effective performance, work regulation is set as framework to be followed as operational policy as followings;

1. The Safety, occupational and work environmental health for high rise construction work regulation applies the same for The Company, contractor, foreman, consultant and other related parties.
2. The Safety, occupational and work environmental health for horizontal construction work regulation applies the same for The Company, contractor, foreman, consultant and other related parties.
3. Operational policy related to accident at work place is set to be followed if any accident takes place within The company. The flow is to inform, report, investigate the accident and prevent the repeating of the same accident in the future.
4. The personal protection equipment policy is set to follow the Standard personal protective equipment (PPE) to standardize the whole company.
5. The regulation for Safety measures for project construction contractors is a contract document with (TOR) by Specify regulations regarding safety and health that the contractors must follow.
6. Project Safety Management Plan is a manual and guideline for project management.
7. Evaluation and Standard safety certify for horizontal is the safety standard for horizontal construction project.
8. Regulations for horizontal safety procedure a standard operating method for contractors for horizontal safety.
9. The Company's announcement regarding procedures for safety operations that are highly dangerous about electricity and machinery is a procedure to control high-risk work/operation.
10. Temporary electrical cabinet standards in construction projects is the standard electrical cabinet in the company which every project must follow.
11. The announcement from Committee of Occupational Safety, Health and Work Environment of the Workplace regarding safety steel rules is declared as a standard of operation for high-risk jobs.
12. Work place Safety policy for contractor is a standard policy for all contractors that work for The Company.

## Operational control for safety

GRI 403-3, GRI 403-4

The Company has controls over all the high risk activities including hot work, high work, confined space and other related work with firm rule and regulation. At present, there are in total 42 category of business activities of The Company. However, regular test and evaluation is performed with clear report on each evaluation. The list is as following;

1. Safety regulations regarding using PPE
2. Safety regulations regarding house keeper safety
3. Safety regulations regarding fire prevention
4. Safety regulations regarding working at high risk work
5. Safety regulations regarding working at confined space
6. Safety regulations regarding falling prevention
7. Safety regulations regarding working with heat
8. Safety regulations regarding using lift
9. Safety regulations regarding working with power (electrical) equipment
10. Safety regulations regarding lifting and moving things in the office
11. Safety regulations regarding walking ally
12. Safety regulations regarding traffic control
13. Safety regulations regarding automotive control
14. Safety regulations regarding scaffolding
15. Safety regulations regarding work using Footing
16. Safety regulations regarding work using Casisoons
17. Safety regulations regarding work using Pile Driving
18. Safety regulations regarding work using Bored Pile
19. Safety regulations regarding Electrical equipment installation
20. Safety regulations regarding Working with chain sling belts
21. Safety regulations regarding working with Mobile Crane
22. Safety regulations regarding working with Hoists
23. Safety regulations regarding working with dangerous chemical (hazardous)
24. Safety regulations regarding noise control
25. Safety regulations regarding dust control
26. Safety regulations regarding toxic waste control
27. Safety regulations regarding Road control in construction areas
28. Safety regulations regarding Steel structure installation
29. Safety regulations regarding Working with wood cutting machines
30. Safety regulations regarding Demolition
31. Safety regulations regarding Drilling work
32. Safety regulations regarding working with Vibro
33. Safety regulations regarding Tower Crane installation
34. Safety regulations regarding Precast Installation
35. Safety regulations regarding working with radiation
36. Safety regulations regarding using computer (Office)
37. Safety regulations regarding Drug and Alcohol Control (Office)
38. Safety regulations regarding event of a high-rise building on fire (Office)
39. Safety regulations regarding Earthquake prevention on high-rise buildings (Office)

40. Safety regulations regarding using copy machine (Office)
41. Safety regulations regarding Tsunami prevention
42. Safety regulations regarding working in the Office

## Occupational health and safety operations

- The Company performs risk evaluation in each activity within The Company in order to control and prevent risk that might occur; health, mental or physical.
- The Company evaluates the alignment of health and safety policy with the law.
- The Company implements Safety Defect Found and Fixed system to report the working environment status. If it is unsafe, then correction must be done immediately.
- The Company utilizes (Behavior Observation & Feedback) system which is to inspect risk behavior.
- The Company utilizes Safety Management Performance system controlling 8 dimensions to track the safety performances of horizontal construction and to make sure its safety trend.
- The Company appoints specialize people to transfer and share knowledge regarding safety issue at construction site.
- The Company organize training through photo called OPL (One Point Lesson)
- The Company consecutively evaluate the performance by doing Site Walk lead by the project manager.
- The Company holds safety meeting monthly to update and detect any issues and come up with precaution plans.
- The Company prepare camping area for the workers according to the law and is standardized at every project. Also, being an example of best practices for external parties to learn from.
- The Company prepares knowledge regarding rule and regulation, safety, working standard and other relevant information into 4 language so foreigners can understand.
- The Company organizes social responsibility program with the neighboring in order to maintain good relationship, create mutual understanding as well as supporting them.
- The Company evaluates the availability of machinery, equipment, tools to ensure safety for life and property.
- The Company communicates regarding health and safety within the organization through various channels; SMS, E-Mail, PR Board with employee and related parties.
- The Company organizes trainings regarding the principle and practices of using equipment from beginning until the end of process.
- The Company has emergency cases management practices in order to prepare for any challenge that might take place. And for the people to understand the flow of the process; reporting, coordinating as well as their roles and responsibilities during that unfortunate event.
- The Company evaluates the employee performances and make sure it is up to the standard written. If not, penalty would be given.
- The Company investigates every incident that take place in order to find out the core problem and handle it with care so that it won't repeat again.
- The Company's executive would revise the policy and management that take place in order to ensure that health and safety performance are effective, sufficient and efficient.
- The Company practices Safety Talk at the project operations as well as Training Need along the process with risk and through the process.
- The Company investigate for drug usage within the employee and contractor by using external authority consecutively in order to prevent crime risk and to obey the law.
- The Company measure and evaluate surrounding environment both within and outside the project to make sure it is safe and healthy for the workers.
- The Company coordinates/ is alliance with the hospital for any emergency or health cases.

## Example: Standard camp area at construction site



## Use of raw materials, equipment and chemicals Safety

- The Company select safe raw material which is not dangerous for the customer or the workers; selecting raw material and furniture without Volatile Organic Chemicals (VOCs) such as Formaldehyde.
- The Company controls the storage of chemical used by separating each type of chemical substances and providing Safety Data Sheet (SDS) of each chemical compound with clear prescription and name written at each of it following the law and The Company's standard and regulation.
- The Company performs Audit Supplier in order to evaluate the standard of raw material from supplier and make sure it's up to the standard and requirement.

## Building Awareness on Health and Safety training

In 2018, The Company organized altogether 7 health and safety trainings programs in total of 37 classes in order to raise awareness of the safety and health issue. Also, the aim was to deliver knowledge and best practice to eliminate risk; physical, mental and accident at work place by external party those authorized by Ministry of Labor. The participant would receive certificate after attending the program. The training programs are as followings;



Work safety  
consciousness  
**425 people**



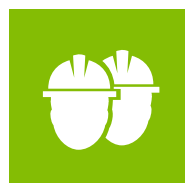
Safety Officer  
for Supervisor Level  
**66 people**



Safety Officer  
for Executive Level  
**40 people**



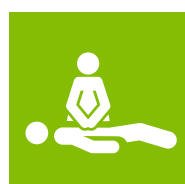
Safety Office  
for Technician Level  
**23 people**



The Committee of Safety,  
Occupational Health and  
Work Environment  
**2 people**



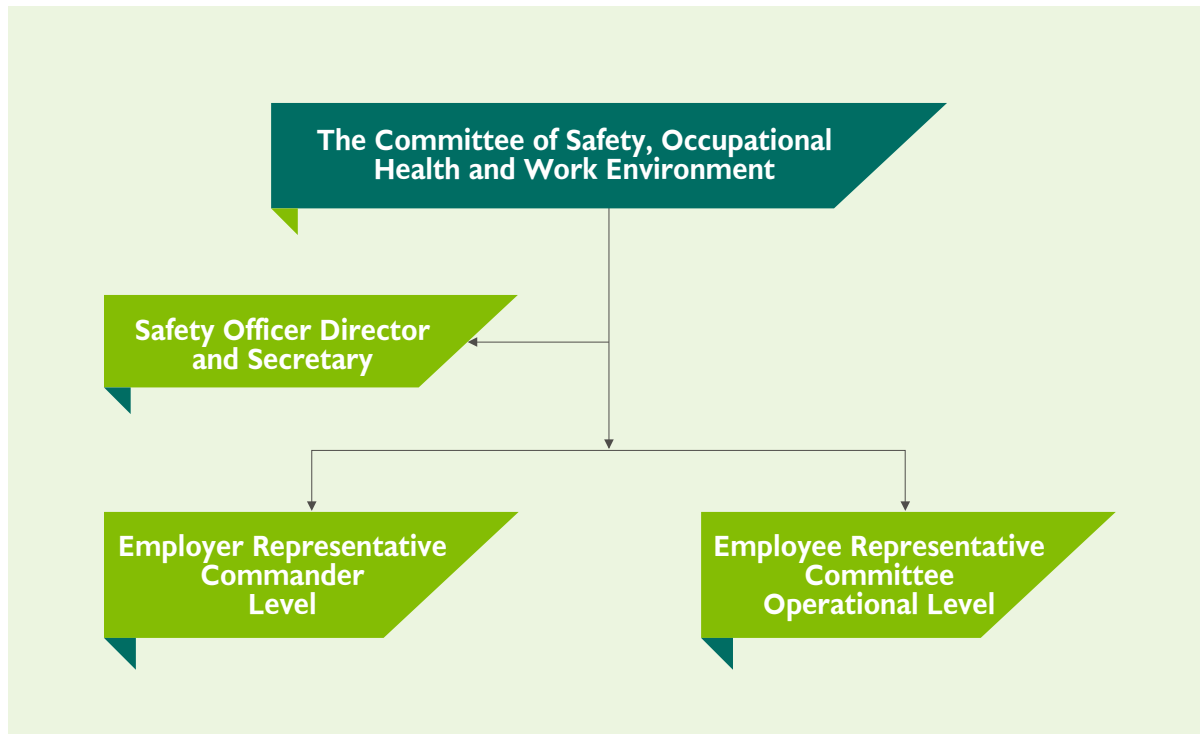
Emergency response plan;  
fire fighting  
**174 people**



First aid and Cardio Pulmonary  
Resuscitation (CPR)  
**89 people**

## The Committee of Safety, Occupational Health and Work Environment

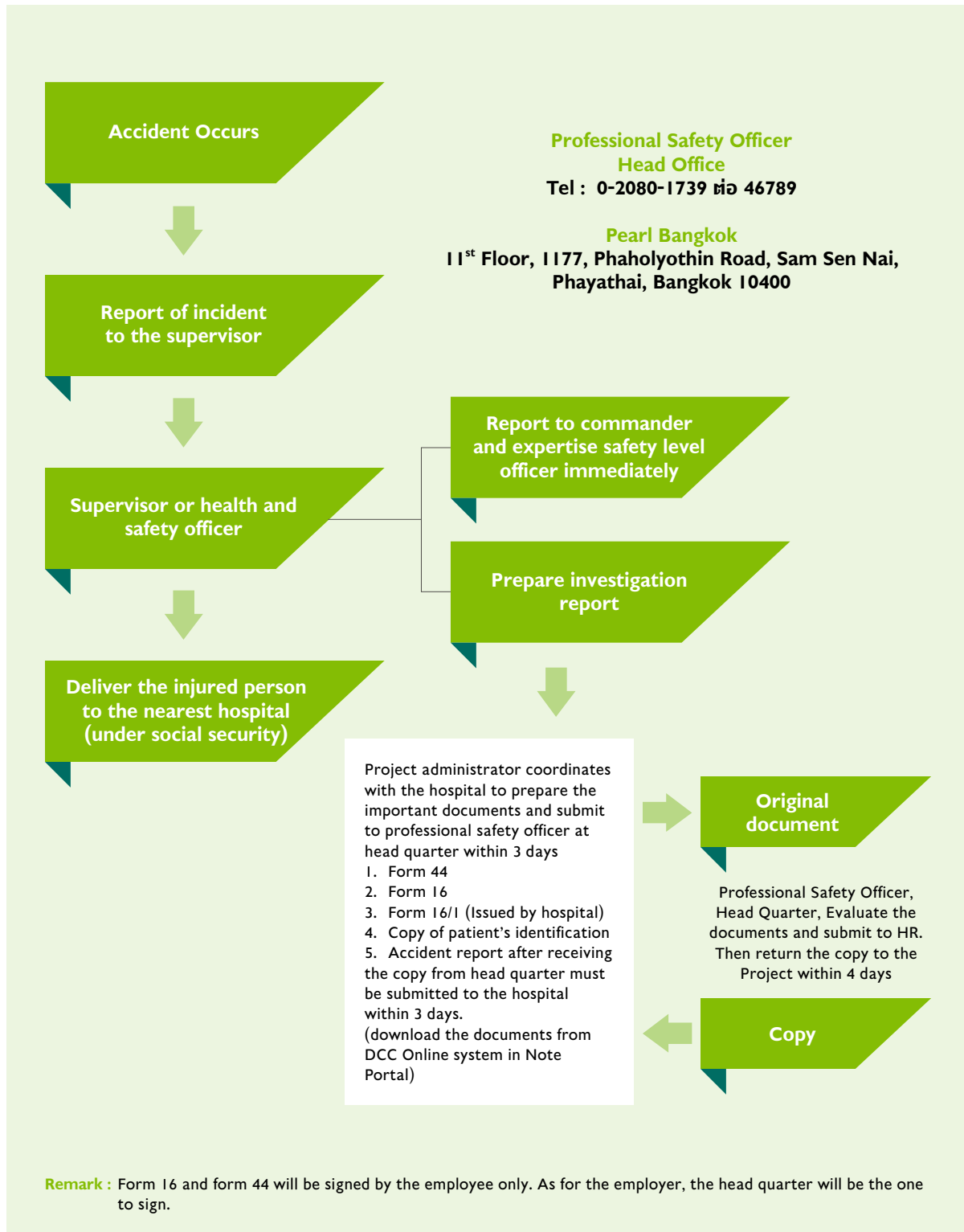
GRI 403-I



The Company establishes the committee of safety, occupational health and work environment from appointing (Commander level) and from the election from the member (Operational level) altogether 25 people. This is to ensure that all health and safety operation is effective by the following role and responsibility.

1. Consider the policy and safety plan within the work place including external safety in order to prevent any kind of accidents, health, nuisance, or unsafety reports to the executive.
2. Report and recommend procedures to use for improving the health and safety plan at work place as well as the safety standard for a safe and healthy work place for executives, employee, contractors and external parties that work within the project area.
3. Support all safety activity at work place of The Company.
4. Consider the framework and manual regarding health and safety at work place including safety standard at work place to present to the executives.
5. Explore the safety procedures and accident statistics within The Company at least once a month.
6. Consider the project or training plans regarding the safety at work including the training plan or about the responsibility for each individual and present it to the executives.
7. Lay down fundamental of reporting any unsafety condition that must be followed by everyone.
8. Follow up and report to the executive.
9. Prepare the report the annual report including problems, challenges and advices in the performance of the committee of Safety, Occupational Health and Work Environment and submit it to the executive.
10. Evaluate the safety performance of The Company
11. Operate with safety mindset as assigned by the executive.

## Operation when incidence occurs regarding occupational health and safety in the company



## Principle of Occupational Diseases Prevention

GRI 403-3

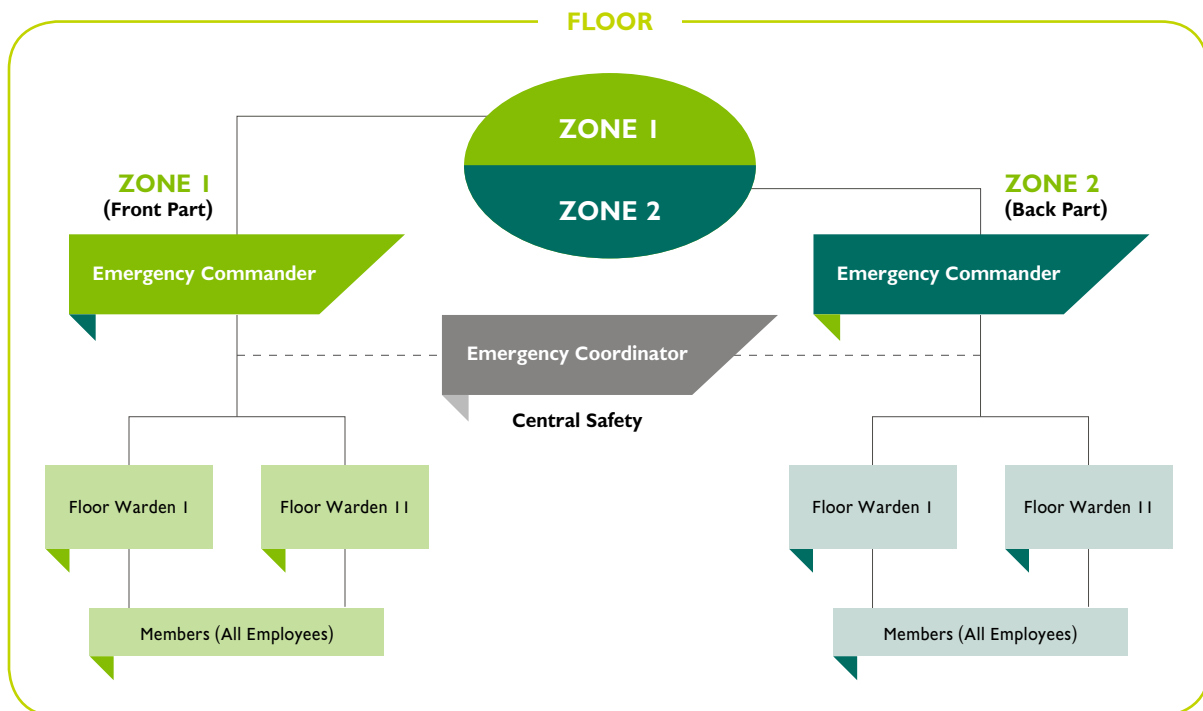
The Company give ultimate importance towards taking good care of the employee's health. Therefore, annual checkup by trusted hospital and medical team is prepared for all the staffs in company both operational and management level. Moreover, reducing risk of disease and accident at work place is a main policy to take care of the employee. That is why appropriate procedures that covers all working condition such as

- The Company evaluation on health impact and the risk from daily activities.
- The construction site, factory worker that might get effected from dust, noise pollution that might create health hazard; respiratory system. The Company usually do a health checkup before the start of the project, prepare masks and first aid equipment.

## Fire Prevention and Succession Plan

GRI 103-2

In 2017, there are 54 percent of The Company's employee has passed through the training which is higher than the requirement by law. The Company moved the operational plant to the new building, Pearl Bangkok and had to go through restructuring the fire fighting plan on each floor to suit the new building as the following.



1. Emergency Commander is responsible for
  - Decision maker in case of any emergency
  - Inform the team leader and employee to evacuate through fire exit
2. Floor warden I is responsible for
  - Following the emergency commander orders
  - Give knowledge to member (employee) regarding emergency evacuation situation
  - Be the leader of employee and lead them through Fire Exit by holding a fire flag to the assembly area
  - Count the names and make sure everybody is safe
  - Report the evacuation report to the commander and safety authority
3. Floor warden II is responsible for
  - Reporting to the floor commander and safety authority
  - Give knowledge to member (employee) regarding emergency evacuation situation
4. Team Member is responsible for
  - Follow up with the evacuation plan strictly
  - Evacuate to the assembly area
  - Report to the Leader of the evacuation team

### Characteristic of the Team Leader 1 and 2

1. Capability to stop the initial fire fighting (passed the basic training)
2. Ability to support the team member from initial injury (passed the first aid and live saving training)

The Company has performed the fire fighting preparation practices with the aim to prepare the employee in case of emergency. To let them know what to do and where to go in such cases. The team leader, executive must be trained to understand the responsibility, be aware of the construction of the building and understand how all the safety system work. The fire fighting preparation plan consists of



## Emergency safety procedures

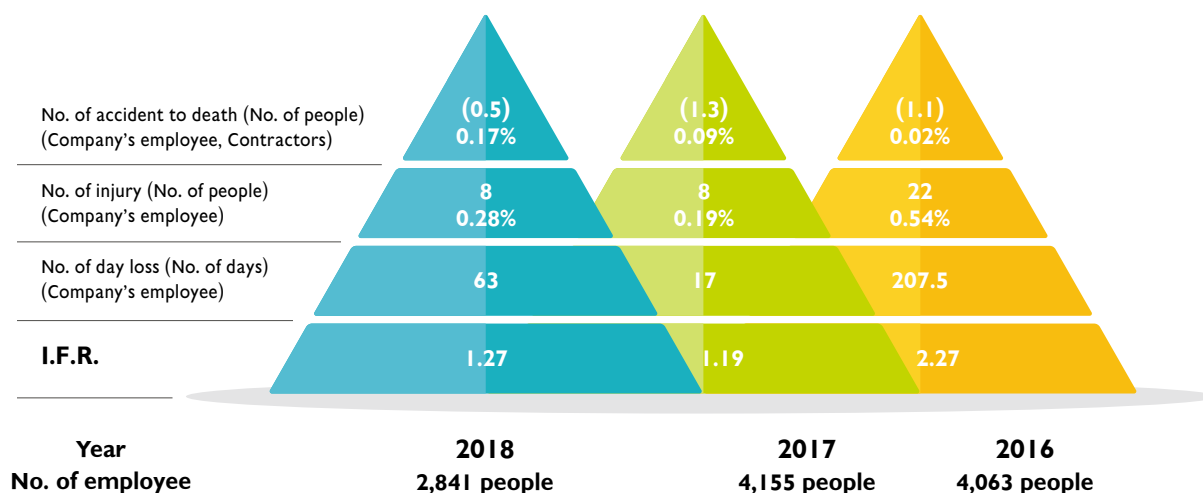
GRI 403-7

1. Install fire extinguisher every 20 square meter without CFC at appropriate area which is easy to access in time of necessity.
2. Install emergency light and emergency exit sign
3. Prepare Backup flashlight at emergency exit
4. Prepare Safety Sign at exit point
5. Prepare proper fire exit access point for the fire fighters to operate effectively
6. Prepare and install fire alarm/smoke
7. Install proper fire extinguisher where chemicals and / or fuel are stored
8. Install a no-smoking or no-fire use sign where chemical/ fuel are stored.
9. Electrical wires used in the office and in the fuel storage facility Is an electrical wire insulated according to international electrical standard.
10. Consecutively test the equipment
11. Prepare evacuation leader at points in case of emergency
12. Organize monthly fire fighting training to create awareness and familiarity with the process and equipment
13. Organize emergency case rehearsal as well as first aid and evacuation practice annually

The Company has been collecting accident statistic annually as a developing plan to achieve Zero Accident goal. This is to ensure that the quality of life is what matters to The Company most.

## Accident at work place Statistic 2016 - 2018

GRI 103-3, GRI 403-2, GRI 403-9





## Marketing Communication

Pruksa Real Estate PCL (Pruksa) is an advisor to Pruksa Holding PCL together holding a vision of “Being number one in Thai people’s heart and in the market” with policies and strategies aiming to build Pruksa’s Brand image as well as Sales Promotion.

### I. Strategies to promote the image of the brand of Pruksa

In 2018, Pruksa has been undergoing the Rebranding Campaign called “Pruksa...Heart to Home”. This was one of the biggest phenomena in 25 years of Pruksa because it is more than a marketing campaign. This rebranding campaign was designed and followed Mr. Thongma Vijitpongpun’s vision stating the key to build a home for someone else to live in starts from a willing heart with good intention for the customers to have their own suitable quality house that bring happiness and harmony. This vision has transformed into a Brand Purpose and became The Company’s culture from the executives to the staff’s levels to work hard, dedicate, be precise on each and every detail and responsible for meeting the quality and standards. Therefore, this Rebranding is not just about Story Telling, but more about taking actions in each and every step-in order to deliver the quality product and service for Thai people sincerely. At Pruksa we call this Rebranding “Story Doing”.

Building Pruksa’s brand means building a Trust Mark. The process begins from Corporate Brand logo’s adjustment. The new logo must be deliver a message that Pruksa is considerate and cares about the customers from inside-out with all our hearts. The logo emphasizes these meanings.



#### Logotype

Overlapping leaves symbolizes carness from the inside-out  
The symbol P symbolizes the heart of Pruksa people with commitment to deliver the best house quality for the customer

#### Color

Green color symbolizes new and positive beginning  
Grey color symbolizes the coolness and innovation of technology

While Product Brand has been going through Product Brand Segmentation process resulting from 48 Brands to 13 Brands. This is to create differences and ensure that all customers lifestyles are taken into account in order to deliver excellence products and services.

### 48 BRANDS ► 13 BRANDS



The Rebranding of Pruksa by “Story Doing” concept communicates through the 5 Pillars of Quality Roadmap those are;



Ensuring the brand image through Brand Endorser by having Mr. Athiwara Khongmalai (Toon) communicating the Brand Purpose for Pruksa. We selected him because of his life's philosophy, dedication and contribution to the people which is similar with Pruksa. We also dedicate and care for our customers. Internet film, music video (Sai Jai; paying attention song) as well as an exclusive interview of Mr. Athiwara (Toon) and Mr. Thongma Vijitpongpun, testimonial from customers are used to communicate the message and ensure the Brand purpose of Pruksa.

Another strategy is through the 2018 campaign “Communicating through digital platform” Owned - paid - Earned” to reach out the target customers. Beginning with adjusting the website, using influencer as well as content marketing/communicating on certain platforms; Facebook, IG

## 2. Sales Promotion Strategy

In 2018 the competition rate was very high. Therefore, Pruksa has issued sales promotion strategy by bringing out the best for the customers in celebration with Pruksa's 25<sup>th</sup> anniversary.

2.1 Promotion campaign - Pruksa 25<sup>th</sup> Year...The Great Celebration. It's a corporate promotion for the 25<sup>th</sup> anniversary gift back to 25 lucky customers by giving Honda Jazz Car for customers who buys the Pruksa's project; town house, single house or condominium.

2.2 Big Sale Ever. It's the best corporate offer for the customer's in 2018 year end by giving out big rewards; condominiums, gold chain, Samsung galaxy note9, etc.

From the 25 years of marketing activities, Pruksa will keep on performing sustainable development to deliver the best house quality for Thai people forever.

## Delivering product and service along with communicating the product and service information for the customer

GRI 417-1, GRI 417-3



GRI 103-1

Pruksa gives importance to the customers since the very first day of communication until the delivery of the quality product and service day. In order to ensure customer's satisfaction, Customer Service department is responsible for the followings;

GRI 103-2

1. Scheduling and meeting with the customer for house inspection and delivery
2. House Inspection by the customer
3. Inform the company for any errors or problems identified during house inspection. The Company will inspect and fix and prepare the repair report once completed to the customer and wait until the customer signs the paper. Deliver the key, house registration form, insurance form, water meters, electricity meters and house manual to the customer as a well wisher and welcoming to their new happy and safe house.

With very much consecutive attention and dedication towards our marketing communication strategy, campaign or process, in 2018 there were no complaints related to public relations and advertisement to the company at all. (GRI 103-3)

## Legal Compliance

GRI 103-1, GRI 103-2, GRI 307-1



Pruksa controls and operates the business by following the law, rules and regulations. In addition, The Company is very precised that the executives and staffs have good knowledge regarding Real Estate business and law in order to prevent any illegal operations and prevent all kinds of suits/complaints. Therefore, The Company's goal is to organize knowledge training on "Law related to real estate business and entrepreneur" as followings;

- **The Land Development Act.** For Example: Land Development Act, B.E. 2000, Condominium Act, B.E. 1979, and Promotion and Conservation of National Environmental Quality Act, B.E. 1992
- **Consumer Protection Act.** For Example: Consumer Protection Act, B.E. 1979
- **Law related to Media and Advertising;** Ministerial Regulation No. 5 (B.E. 1991) following the Consumer Protection Act, B.E. 1979 (Provide or give as prizes by gambling or by any means. In the trade or business career under the law on gambling, Ministerial Regulation No. 7 (B.E. 1995), Consumer Protection Act, B.E. 1979 (Message Advertisement on apartment or land with building)

In 2018, The Company has organized the training twice under "How to do effective advertisement legally" and workshop on creating legal advertisement. Altogether there were 80 participants from executives and staffs level joining in the training. With this training, The Company received zero complaints from the customers or from the Office of The Consumer Protection Board regarding illegal advertisement or unfairness advertisement issues. (GRI 103-3, GRI 419-1)



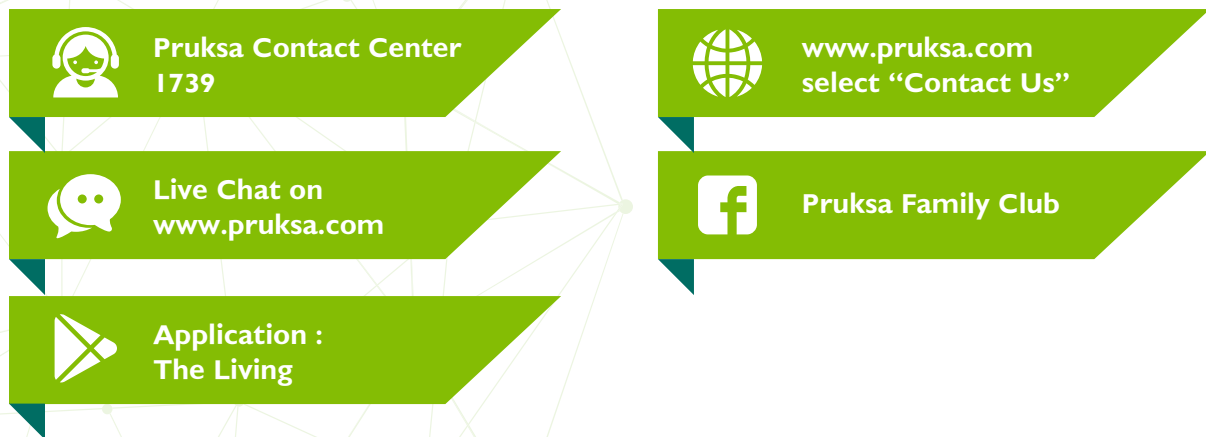
# Customer Relationship Management and Responsibility

GRI 103-2

The Company's vision is determined to become number one brand of the real estate business in customers heart. To strive for that vision, The Company has come up with the "Pruksa...Heart to Home" strategy to emphasize on giving importance and managing the customer's satisfaction. Because, customer is one of the most important stakeholders of the business. The Corporate Customer Relationship Management unit is established with given responsibilities of planning strategies, plans, and operations for customer relationship management. The relationship management plan is to go through crucial steps according to the customer journey framework.



The Company prepares several channels ready for customer and public to reach out as followings.



## Goal

The Company is aware of the significance of managing good relationship with the customer in each and every step along the journey. Beginning with customers those are interested in the projects which is the first contact point with The Company. Therefore, The Company must be prepared and respond back with high quality of product and service along the Customer Journey to achieve and create good impression for the customer.

Moreover, The Company also launched the “Pruksa Member” project which is mainly about creating good relationship with each customer groups; Old, new or interested customers. This project would help enhance the confidence level as well as generate income and benefits for those who help spread words of mouth of the project to bring in new customer.

The Company has set goals in Customer Relationship Management as followings;

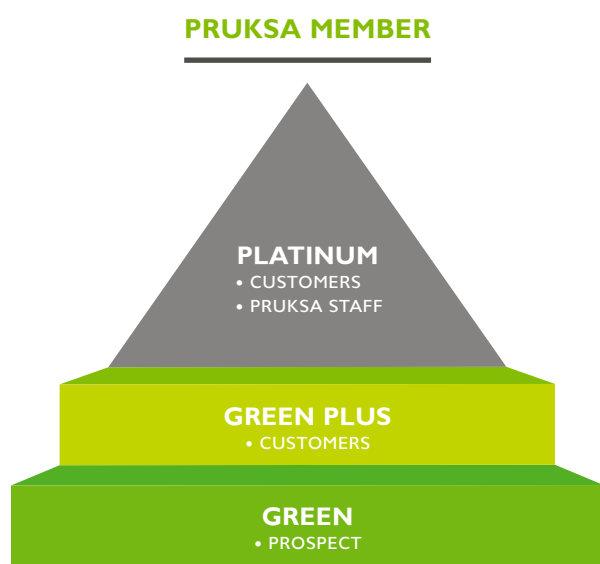
- Increased of Customer’s Satisfaction score of 10 percent from average score of 84.78% from Year 2017.
- 10,000 increased members for Pruksa Member.

Throughout the 2018 year, The Company gives most importance to the Customer Relationship Management: CRM by improving the CRM system and get it ready for the Company’s structures and strategies while completing the Customer Journey with no errors. Moreover, collecting customer data and integrating the data with the systems within The Company to create the “Customer Centric” that would generate a better understanding of the customers by having a “Customer Single View” is also being done. Lastly, using data from CRM to improve and upgrade the working/operational process within each unit for better effectiveness is also in the plan.

By using the customer’s satisfaction evaluation from the previous year and analysing it step by step would lead to improvement of product and service that would ultimately increase the customer’s satisfaction rate. That is by setting clear goal and strategy with executive staff advices, key responsibility person, responsible units, tracking and monthly reporting to the executive member. For example;

### Customer satisfaction along the customer’s journey (From site visiting to purchasing) development plan

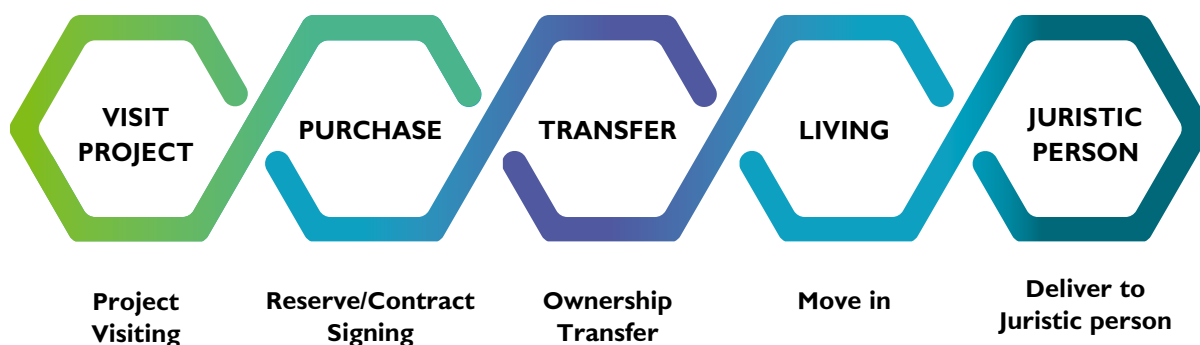
- **This is done by developing a Visual Questionnaire Application** to collect and evaluate the data in order to perform the Personalized Product Suggestion for the customer. This process enhances the service as well as shortening the time of repeating questions with the customers in case of suggesting other projects and increase sales opportunity as well.



- **The Pruksa Member Project** is a customer relationship creating project. Pruksa Member is categorized into 3 groups; Green, Green Plus and Platinum for management purposes. The member would receive 2 special benefits. First, the points collected from suggesting The Company’s project to potential customers which will begin in 2019. Second, the member will get special benefits and discounts (according to the category) from partners shops. The membership in 2018 is planned at 10,000 members.

## Customer satisfaction along the customer's journey (After ownership transfer) development plan

- **Zero Defect Project** is set to develop and improve the product and service. Also it is one of the projects that The Company really gives importance to because it directly relates to customer satisfaction. By collecting the Top 10 Defect complaints from the previous year, analyze, plan and set objectives of improving the project starting from designing, material selection, vender selection, training and operation in order to manage the customer's complaints effectively.
- **Pruksa Member Project** by providing special benefits, discounts or services from shops, brand names as well as other activities that customer can choose to join or use as wish.
- **Developing The Company's data base consecutively** in order to reach out and communicate to the customer effectively both online and offline channels; Short Messages (SMS), E-mail, post or social media.
- **Customer Satisfaction** : Altogether there are 5 steps in evaluating the customer satisfaction starting from Project Visit, ownership transfer and after sales service with juristic person as shown below.



The evaluation is done through automated CRM system according to each step. The evaluation would then be submitted to the customer through E-mail or SMS or Pruksa Contact Center 1739. The score from the evaluation would be kept in the system allowing the executives and related person to have access to the Real time information through Business Intelligence (BI). Each department can then apply and use the information to improve their business operation and decision making process.

From 2018, the average satisfaction score is at 87.04 percent which has increased 2.26 percent comparing with 2017 at 84.78 percent. Even though the result didn't hit the goal, but this shows great improvement. The average score in after sales service shows significant improvement which is relevant with the operation development plan in 2018. As a matter of fact, the number of Pruksa Member is 12,498 memberships which is 24.98 percent higher than the target which is 10,000 memberships.

GRI 103-3



Satisfaction score is **84.78%**



The number of Pruksa Member is **12,498**

# Participation with Community and Society

GRI 103-1

Pruksa emphasizes on being responsible towards community, social, environment with good governane business practices bth In terms of Customer Relationship in Process and after Process. The Company aims to build values, engagement with stakeholders and uplifting the quality of life for the people in the community while performing towards the global Sustainable Development Goals: SDGs for the third consecutive year.

In 2018, The Company and its subsidiaries has been operating and taking care of the community, social and environment throught various projects, mainly 3 areas. Those are Education and youth development, Ethics and morality, Social and environment all integrated towards sustainable development.

GRI 103-2



## I. Education and Youth Development

- **Pruksa Scholarship, 17<sup>th</sup> year**

GRI 103-3

Pruksa has been supporting the education for the staff's children by giving out education scholarship called "Pruksa Scholarship" consecutively for seventeen years. The eligible students are from primary, secondary, vocational levels with good study reports. Altogether 122 scholarships about 846,000 Thai Baht.



- **Pruksa Innovation Learning Center, 9<sup>th</sup> year**

GRI 103-3

Pruksa encourages students from university and vocational institutes to learn about new innovation and technology of building a house from professional engineers through “Pruksa Innovation Learning Center”. This project has been on for 9 consecutive years. In 2018, there were altogether 627 visitors from various institutes such as Chulalongkorn University, King Mongkut’s University of Technology Thonburi, Rajamangala University of Technology Rattanakosin, Mahanakorn University of Technology, Rajamangala University of Technology Phra Nakhon, Phranakhon Rajabhat University and Assumption University visiting the Precast technology as well as the industrial standard construction innovation (Pruksa REM). Moreover, Thailand Post CL and Somboon Advance Technology PCL have joined in knowledge and experiences sharing regarding innovation management within organization with the aim to create and value add the company to be more effective that would result in a sustainable development of the country.



- **Ton Kla Pruksa Scholarship, 5<sup>th</sup> year**

GRI 103-3

Pruksa supports the education of the youth by providing ‘Ton Kla Pruksa Scholarship’ for the third year students in civil engineering field, Faculty of Engineering altogether 9 scholarships with 100,000 Baht per scholarship (In total 900,000 Baht). Also, The Company provides opportunities by accepting students for training programs in order to let them work with the real experienced professionals.



- **Thai Youth Development towards construction industry 4.0 together with Office of the Vocational Education Commission**

Pruksa signs the MOU with the office of vocational education commission, Ministry of Education for the ‘Thai Youth Development towards construction industry 4.0’ project in order to prepare and develop the students to have expertise in the 4.0 era. That is by facilitating their knowledge and experiences through trainings programs at Pruksa Precast Factory with the innovation that is up to the global standard.



- **Youth civil engineering camp 2B-KMUTT: Civil Camp, 10<sup>th</sup> year**

Pruksa has been supporting the youth civil engineering camp 2B-KMUTT for King Mongkut's University of Technology Thonburi for 10 consecutive years. This project is to provide opportunity for 71 students those interested in the civil engineering to actually get to know and experience the real estate business. The students can later use this experience as their reference to decide their future studies. This project helps shape the youth to be a professional in the real estate business.



- **Supporting Exhibition space for Student's presentation**

Pruksa supports the learning outside the classroom (excursion) for students from Faculty of Architecture, King Mongkut's Institute of Technology Ladkrabang by providing the space for them to exhibit their work under the concept "Reflection: Arch KMITL at the Exhibition Hall, Pearl Bangkok Building. (Free of Charge)



- **Sharing knowledge about Real Estate business**

The Company's executive occasionally give talks (as a guest speaker) regarding knowledge and experiences in real estate business for educational institutes as well as other industries for example, King Mongkut's University of Technology Thonburi, Engineering Institute of Thailand, etc.



## 2. Ethics and Morality

Pruksa organizes activities that support the ethics and morality for the people in The Company as well as the community. The project aims to help people live in harmony, honesty without any discrimination. For example;

- **Imm boon Imm Jai (Filled with merits and heartfelt), 6<sup>th</sup> year**

Pruksa has been organizing “Imm boon Imm Jai (Filled with merits and heartfelt)” Project for the sixth consecutive year. This is to support the executives and staffs to make full use of the time effectively by offering candles to the temple, making merits together, cleaning the temple on the The Buddhist Lent Day at Pho Klom Temple, Ang Thong Province with 50 participants.



- Dhamma...Saang Sukh (Dhamma builds happiness), 5<sup>th</sup> year**

Pruksa in alliance with TCT CL and Phaya Thai District Office has co-jointly organized “Dhamma Saang Sukh” consecutively for 5 years. This project is to bring together executives, staffs and locals at the Phaya Thai district joining in the Buddhists important ceremony and listening to the dhamma (preach) from the monks which can be utilized in their daily personal and professional lives. There were 300 participants in this project.



- Knowledge sharing on Ethics and Morality**

Mr. Thongma Vijtpongpun was invited by the CP All PCL to give a talk on “Destined Life (Shiwit Likhit Dai)” under the “Bringing temple into seven eleven at C.P. Tower” project. The aim is to share dhamma to people and for them to apply it in their daily lives with harmony and happiness. There were about 500 participants in this project.



- Pour water on the hands of revered elders and ask for blessing on Songkran Festival 2018**

Pruksa encourages good relationship and love between executives and staffs within The Company by organizing “Pour water on the hands of revered elders” on 2018 Songkran day while preserving the beautiful and meaningful Thai traditional cultures.



### 3. Social and Environment

- Pruksa Blood Donation, 11<sup>st</sup> year**

GRI 103-3

Pruksa along with Nation Blood Center under The Thai Red Cross Society and TCT CL organize “Pruksa Volunteering Project: Blood Donation” for 11 years consecutively. This project is to support the executives, staffs along with local people to join in blood donation every three months in order to help the needs. In 2018, we had 776 volunteers about 319,100 cc of blood donation that could help 2,328 sick people.



- **Creating Jobs for disable people, 5<sup>th</sup> year**

GRI 103-3

Pruksa in alliance with Social Innovation Foundation, Ministry of Labor and Ministry of Social Development and Human Security joined in creating and supporting jobs for disable people and for them to be able to live sufficiently. In 2018, The Company hired 6 disable people in The Company and 25 more for working at public benefit organization near their home (At Khon Kaen province). Altogether The Company hired 31 disable people.



- **Supporting local community products and create sustainable income, 2<sup>nd</sup> year**

GRI 103-3, GRI 204-1

Pruksa together with Thaipat Institute support the local community by buying their products as snacks for their activities. In 2018, the Company created good income of 51,430 Baht for the community with OTOP standard. Moreover, by supporting venues for the locals to sell, trade, donate for the foundation, organization and Small and Micro Community Enterprise such as Suankaew Foundation, Social Health Enterprise (SHE), The Mirror Foundation, Chan kab phak under the Chaipattana Foundation, By Grace Foundation, AmHelp (Friends of stray dogs) etc. - The Company also helps the social disadvantaged people to earn a living.



- **60+ Earth Hour 2018**

GRI 103-3

Pruksa is an alliance in the 60+ Earth hour 2018 Project with Bangkok, Foundation for Environmental Education for Sustainable Development (Thailand) and WWF (Thailand) campaign. The campaign is to encourage the staffs and customers to switch off the unused light for 1 hour which plays a big part in reducing 1,026 tonnes of Carbondyoxide or about 7,863,635 Baht (electricity value) along with other alliances.



- **Pruksa Community Care, 2<sup>nd</sup> year**

GRI 103-3

Pruksa takes care of the well being and welfare of the surrounding community through Pruksa Community care project (second consecutive year). In 2018, The Company invested about 4,000,000 Baht in Solar cell system and Solar Water Turbine system for the local community within The company's project (around Khlong 3) in order to develop the waste management system and enhance the water quality that would eventually effect the well being of the human in the community. The operation (Solar Cell system) has reduced the electricity usage to 4,725 Kilowatts and reduced 2.75 tonnes the green house gas emission.



- **Pruksa Forest Plantation following the King's wisdom**

GRI 103-3

Pruksa in alliance with TCT Co., Ltd. supports the Conservation and restoration of forest ecosystems by sponsoring (funding) 240,000 Baht for Bangkok to plant 800 tonnes of trees (1 rai). Also working together with Bang Khun Thian District Office, by bringing 60 executives and staffs members to join in mangrove plantation at Bang Khun Thian mangrove area under the Forest Plantation following the King's wisdom project. This project itself can help in 2.75 tonnes of carbondyoxide absorbtion per year and also conserving natural habitats and ecosystem.



- **Happy Home Project**

Pruksa in alliance with Paolo Hospital together launch a free health check up and giving knowledge from nutritionist regarding living a healthy life, anti-aging blended drinks for Pruksa's customer good health. Altogether there are 7 projects covering Bangkok, Pathum Thani, Samut Prakan and Nonthaburi provinces with about 530 participants.



- **Blue Flag Project**

Pruksa together with Office of Commercial Affairs Nonthaburi organize “Blue Flag Project” in order to support customers about 1,350 people from 5 Pruksa’s projects including Bangkok, Pathum Thani, Samut Prakan and Nonthaburi to purchase quality goods with special price. This is to support and help with the cost of living as well as promoting better health and living for the customers.



## Supporting Budget for activities from Educational Institution, Government agencies, Business organizations and various foundations

In 2018, The Company has supported and sponsored Educational Institution, Government agencies, Business organizations and various foundations for their activities that benefit the community, society and environment. The supporting budget is divided into 3 areas: Education and youth development, Ethics and Morality, Social and Environment altogether 189 projects reaching 8,706,438.90 Baht.



**7** Institutions  
**687,900** Baht



**48** Institutions  
**1,390,250** Baht

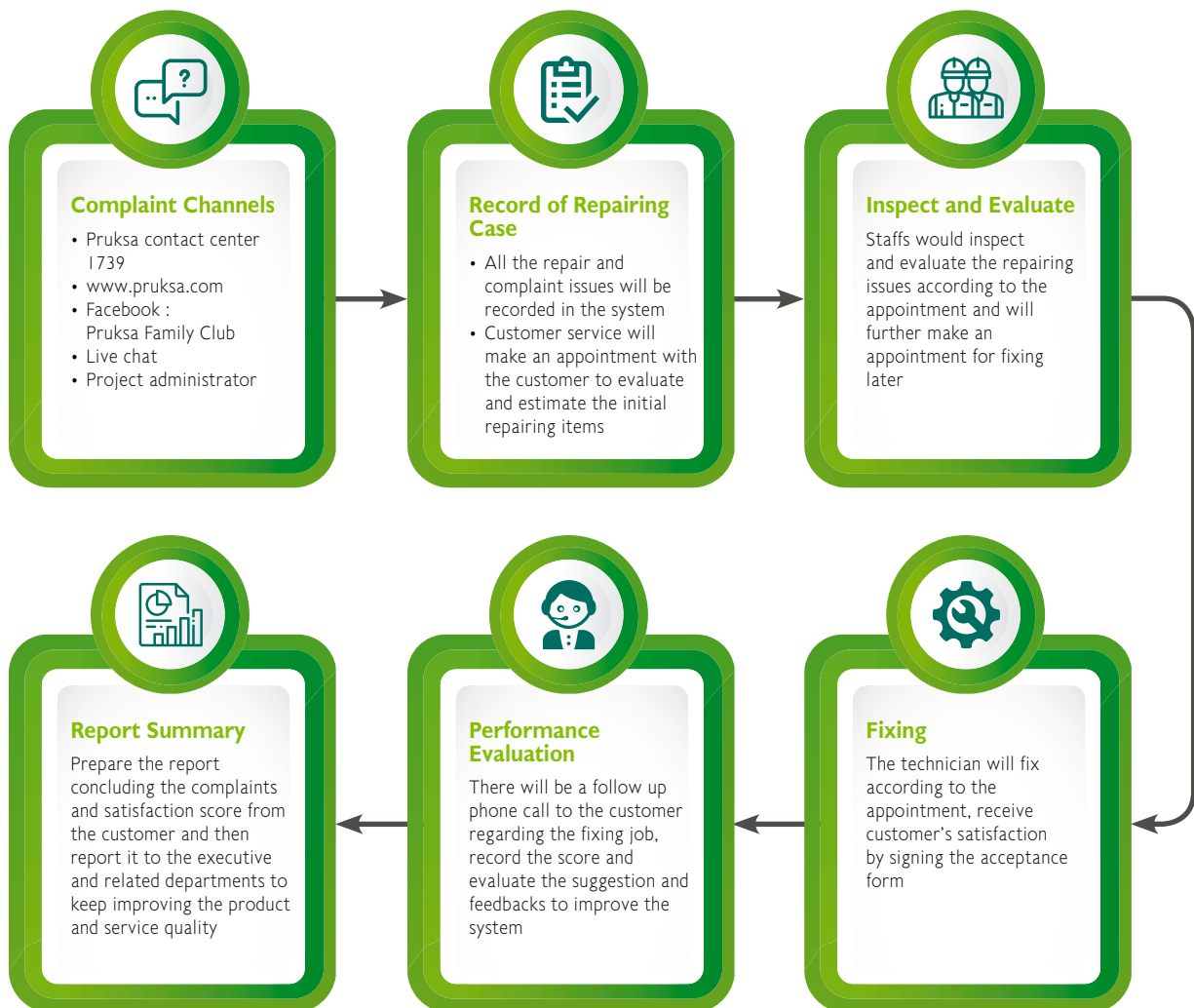


**134** Institutions  
**6,628,288.90** Baht

## Management of Social and Environmental Impacts Complaints

Pruksa has been developing residential project consecutively as well as being aware and giving importance to the sustainable growth of social and environment neighborhoods. The Company has prepared certain communication channels to facilitate the stakeholders for any inquiries, complaints and suggestions. Social and Environmental Impacts Complaints Management.

GRI 103-2



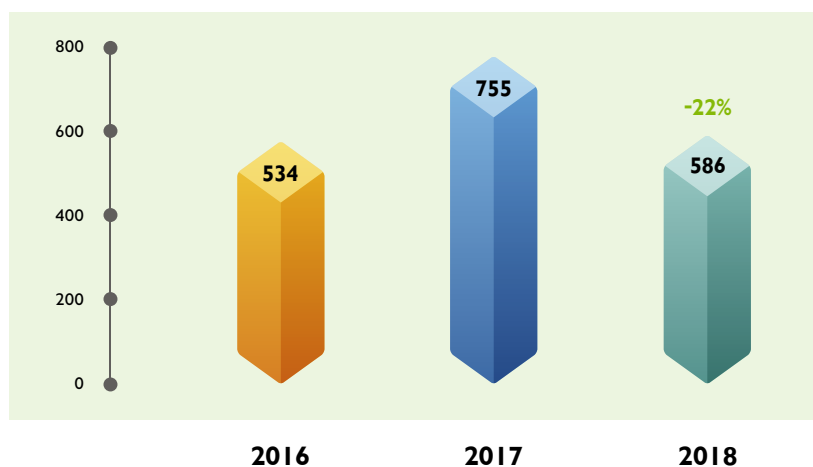
In 2018, there were 586 inquiries related to social and environmental impacts. Each and every inquiry would have to go through the management process, analyzing the cause and effect, tracking from beginning till the end in order to prevent future problems. The complaints rate has dropped 22 percent comparing with 2017.

## Data related to social and environmental impacts in 2018

GRI 413-1

No	Impact	Issues
1	Surrounding areas are effected/damaged	226
2	Noise pollution	153
3	Air pollution	62
4	Traffic problems	79
5	Waste (garbage) and construction waste	45
6	Water pollution	21
	Total	586

### Information Related to Social and Environmental Impact 2016-2018



In 2018, the complaints decreased **22%** comparing to 2017



## Case Study

### Operating Solar Cell for waste water management for sustainable environment for the community

GRI 413-1, GRI 413-2

Pruksa launched and operated the solar cell system at the wastewater treatment plant in order to control and monitor the waste water and reduce the problem emerging from the community. The causes are;

1. The Defective water treatment system with no maintenance due to lack of operating budget
2. High load current problem in which the juristic person does not activate the wastewater treatment system and causing it to depreciate/damage.

### Solution

In order to ensure and create trust for the customer and community, also being a role model in energy conservation and environmentally friendly company, The Company has taken certain actions to help solve the problems as followings.

1. Establish solar cell at the wastewater treatment plant in 15 projects
2. Establish solar water turbine system at Klong 3 are, Pathumthani province.

The budget is about Four million Thai Baht.

From the above operations result in better water quality and reduce the electricity bill up to 35 percent as well as reducing the Public maintenance costs; central electric charge, security charge, waste collection charge, etc.



# Appendix

## About this Sustainability Report

### Background

GRI 102-50, GRI 102-52, GRI 102-54

Pruksa Holding PCL has been presenting the annual sustainability report and this year marks the third consecutive year. The report covers The Company's performances in economic, social, environment and good governance practices from January 1<sup>st</sup> until 31<sup>st</sup> December 2018. This report has been prepared in accordance with the GRI Standards: Core option. Moreover, The Company integrates the performances with the Sustainable Development Goals: SDGs in order to ensure the commitment towards sustainable development together with all stakeholders. Finally, the report includes the executive summary of the interviews from stakeholders responses towards Pruksa Holding PCL as well.

### Boundaries of the Report

GRI 102-45

This report represents the performances in economic, social, environment and good governance practices of Pruksa Holding PCL and it's subsidiaries including Pruksa Real Estate PCL and Vimut Hospital Holding CL operating in Thailand only within January 1<sup>st</sup> until December 31<sup>st</sup>, 2018. The performance indicators in economic, social, environment and good governance would only cover for Pruksa Real Estate PCL because Vimut Hospital Holding CL is currently under strategic and business planning phase and would be able to starting operating in year 2020.

### Report Credibility

GRI 102-56

This sustainability report has been revised and analyzed by executives in each field of work. The contents have been revised with proper fact and figures covering all important aspects that matters to the company's sustainable development progress. Moreover, this report has been evaluated the performances and key performances index by the Third Party with expertise in order to ensure the credibility and transparency according to the Global Reporting Initiative: GRI standards as indicated in the following pages 142-143, 144

### Inquiry and suggestion

GRI 102-53

For more inquiry or suggestion related to this report, kindly contact



Corporate Social Responsibility (CSR) Department  
Pruksa Holding PCL  
Email : [csr@pruksa.com](mailto:csr@pruksa.com)  
Telephone 0 2080 1739



# Assurance Statement

## To Pruksa Holding PCL on the Sustainability Report 2018

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Pruksa Holding PCL or PSH requested Thaipat Institute (the Foundation for Thailand Rural Reconstruction Movement under Royal Patronage) to carry out an assurance engagement response to the Sustainability Report 2018.

### Criteria for report preparation

- The Global Reporting Initiative (GRI) Sustainability Reporting Standards: Core option.

### Criteria for assurance standards

- The AA1000 Assurance Standard (AA1000AS 2008).

### Addressee

The intended users of this assurance statement are the management of PSH and its associated stakeholders.

### Scope of Assurance

The scope of this assurance engagement based on Type 1, Accountability Principles: evaluation of adherence to the AA1000 Accountability Principles and to the GRI Sustainability Reporting Standards in accordance with 'Core' option. The scope of this assurance engagement does not provide conclusions on the reliability of the performance information.

### Disclosures Covered

The assurance engagement is based on information that is publicly disclosed on the Sustainability Report 2018 of PSH for the year ended 31 December 2018.

### Limitation

The assurance engagement checks only the final content received, not the content in the final layout format.

### Methodology

We carried out Type 1 moderate assurance in accordance with AA1000AS. The Type 1 engagement requires us to report on the nature and extent of

adherence to AA1000 APS. To achieve moderate level assurance, we have used the criteria in AA1000AS to evaluate adherence to AA1000APS. We undertook the following procedures:

- Reviewed the policies, practices, management systems and processes and performance information to be included within the Sustainability Report 2018 of PSH.
- Analyzed information on performance provided in the Sustainability Report 2018 of PSH as a source of evidence to evaluate adherence to the principles and guidelines.
- Inquired the processes PSH undertaken to adhere to the principles of inclusivity, materiality and responsiveness.
- Assessed the extent to which PSH has applied the GRI Sustainability Reporting Standards including the Reporting Principles.
- Provided observations/recommendations to PSH in accordance with the Scope of Assurance based on defined criteria.

### Findings and Conclusions

- Based on the scope of assurance using the AA1000AS (2008), we conclude that PSH has applied processes and procedures that adhere with the principles of inclusivity, materiality and responsiveness as set out in the AA1000APS (2008); and
- Based on the scope of assurance using the GRI Sustainability Reporting Standards, we conclude that PSH has followed Reporting Principle and Standard Disclosures in a reasonable and balanced presentation of information and consideration of underlying processes for preparing the report.

### Observations and Recommendations

Nothing came to our attention which caused us to believe that the Sustainability Report 2018 of PSH did not adhere to the Principles. To improve future

reporting of Sustainability in accordance with AA1000APS, we have made following observations:

*Inclusivity:* The report shows several means to engage and obtain stakeholder's interests and expectations as well as rationales behind its stakeholder identification process. However, it is recommended that results of its action and the linkage between actions and relevant content disclosures should be relatively addressed.

*Materiality:* The report clearly illustrates its reporting process and the linkage between material aspects and their relevant disclosures.

*Responsiveness:* PSH demonstrates its intensive responses through material topics which consist of their management approaches and disclosures. However, PSH should determine targets and timelines with S.M.A.R.T. concept (Specific, Measurable, Achievable, Relevant, and Time Bound).

To shape future sustainability reporting in according to the GRI Sustainability Reporting Standards, we have made the following suggestions:

- In General Standard Disclosures, collective bargaining agreements shall indicate percentage of employees covered by collective bargaining agreements.
- In Specific Standard Disclosures, the management approach and explanation boundary of material topics shall state clearly and precisely indicated which topics are covered by each disclosure, including how the organization manages the topics, the management approach components (Policies, Commitments, etc.), and evaluation of management approach.
- Performance Disclosure on Emission shall include base year of calculation, source of the emission factors and the global warming potential (GWP) rates, standards, methodologies, assumptions, and/or calculation tools used.
- Performance Disclosure on Energy shall include total fuel consumption from renewable/non-renewable sources within the organization.
- Performance Disclosure on Reduction of Energy Consumption shall include basis for calculating reductions in energy consumption, standards, methodologies, assumptions, and/or calculation tools used.
- Performance Disclosure on Water shall include total volume of water withdrawn, standards, methodologies, and assumptions used.

- Performance Disclosure on Anti-Corruption shall include numbers and percentages of higher executives, employees, and business partners who receive communications/training of anti-corruption policies and procedures. Those engagements should be performed, and documented as evidence-based processes.
- Performance Disclosure on Employment shall indicate benefits provided to full-time employees that are not provided to temporary or part-time employees (life assurance, health care, disability and invalidity coverage, etc.) and percentage of total employees by gender/employee category who received a regular performance and career development review.
- Performance on Customer Health and Safety shall indicate percentage of significant product and service categories which are assessed health and safety impacts.
- Performance Disclosure on Marketing and Labeling shall clearly state, adequate and align with its content of the topic requirements.

### Competencies and Experiences

Thaipat Institute is a public organization established in 1999 with its roles in researching, training, and consulting in corporate responsibility and sustainability practices. Thaipat Institute is an AA1000AS (2008) Licensed Providers granted by AccountAbility, the creator and proprietor of the AA1000 Assurance Standard. Thaipat Institute has become the GRI training partner to provide certified training programs in Thailand since 2013, and joined the GRI Data Partners program in 2016. Our team has the relevant professional and technical competencies and experience in corporate responsibility and sustainability for several years.

For Thaipat Institute



By Chansith Yodpruedtikarn

Bangkok  
5 March 2019



# GRI Content Index



GRI 102-55

For the Materiality Disclosures Service, GRI Services reviewed that the GRI content index is clearly presented and the references for Disclosures 102-40 to 102-49 align with appropriate sections in the body of the report.

For the SDG Mapping Service, GRI Services reviewed that the disclosures included in the content index are appropriately mapped against the SDGs.

GRI Standard	Disclosure	Page Number/ Direct Answer	Omission	Sustainable Development Goals (SDGs)
<b>GRI 101: Foundation 2016</b>				
<b>GRI 102 : General Disclosures 2016</b>				
<b>Organizational Profile</b>				
102-1	Name of the organization	1		
102-2	Activities, brands, products, and services	15		
102-3	Location of headquarters	Back Cover		
102-4	Location of operations	Back Cover		
102-5	Ownership and legal form	18		
102-6	Markets served	15		
102-7	Scale of the organization	18		
102-8	Information on employees and other workers	96, 97		Goal 8: Decent work and economic growth
102-9	Supply chain	26		
102-10	Significant changes to the organization and its supply chain	16		
102-11	Precautionary Principle or approach	33		
102-12	External initiatives	13, 33, 109		
102-13	Membership of associations	14		
<b>Strategy</b>				
102-14	Statement from senior decision-maker	6		
<b>Ethics and integrity</b>				
102-16	Values, principles, standards, and norms of behavior	17, 21		Goal 16: Peace, justice and strong institutions

GRI Standard	Disclosure	Page Number/ Direct Answer	Omission	Sustainable Development Goals (SDGs)
	<b>Governance</b>			
102-18	Governance structure	20, 21		
102-32	Highest governance body's role in sustainability reporting	30, 141		
	<b>Stakeholder engagement</b>			
102-40	List of stakeholder groups	38		
102-41	Collective bargaining agreements	39		Goal 8: Decent work and economic growth
102-42	Identifying and selecting stakeholders	38, 39		
102-43	Approach to stakeholder engagement	39		
102-44	Key topics and concerns raised	39		
	<b>Reporting practice</b>			
102-45	Entities included in the consolidated financial statements	18, 141		
102-46	Defining report content and topic Boundaries	30, 32		
102-47	List of material topics	32		
102-48	Restatements of information	No. restatements		
102-49	Changes in reporting	30		
102-50	Reporting period	141 Yearly		
102-51	Date of most recent report	141 1 January - 31 December 2017		
102-52	Reporting cycle	141 1 January - 31 December 2018		
102-53	Contact point for questions regarding the report	141		
102-54	Claims of reporting in accordance with the GRI Standards	141 This report has been prepared in accordance with the GRI Standard Core option		

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# Reader's Evaluation "Sustainability Report 2018"

## 1. Which group do you belong to ?

- |   |   |
|---|---|
| <input type="checkbox"/> Shareholder/Investor             | <input type="checkbox"/> Employee/Executives Pruksa Holding PCL |
| <input type="checkbox"/> Customer                         | <input type="checkbox"/> Government Authority                   |
| <input type="checkbox"/> Business Partner/Counter Partner | <input type="checkbox"/> Press/Media                            |
| <input type="checkbox"/> Society/Community                | <input type="checkbox"/> Student                                |
| <input type="checkbox"/> Others .....                     |   |

## 2. From where did you get the "Sustainability Report 2018" ?

- Annual General Meeting of The Shareholders (AGM)
- Website www.psh.co.th
- Stock Exchange of Thailand www.set.or.th
- Others .....

## 3. With what purposes do you read the "Sustainability Report 2018" ?

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## 4. Satisfaction towards the "Sustainability Report 2018" ?

- |  |                                    |                                       |
|--|------------------------------------|---------------------------------------|
| 4.1 Easy to understand                         | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied |
| 4.2 The content covers your interested topics  | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied |
| 4.3 Credibility of the report                  | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied |
| 4.4 The report/presentation is nicely designed | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied |
| 4.5 Overall satisfaction                       | <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied |

## 5. Please let us know your comments/feedbacks/suggestions for improving our next "Sustainability Report 2018" ?

.....

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**Kindly submit the form through mail or email at**



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**Thank you very much for your kind participation.  
 Your opinions and feedback would be a great help and support for  
 our Sustainability Report improvement.**







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**Sustainability Report  
2018**



This report has used Eco-friendly paper (FSC Paper)  
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