

CORPORATE HIGHLIGHTS



Central Retail earns prestigious **top 2 rank** in retail sector on **FORTUNE Southeast Asia 500**

Central Retail ranks among the top 2 retail groups in Southeast Asia according to FORTUNE Southeast Asia 500



Marking four consecutive years of recognition, Central Retail has won five prestigious regional accolades at the 14th Asian Excellence Award, reinforcing its leadership as the top retailer and wholesaler in Thailand, Vietnam, and Italy



Central Retail's Q1 revenue hits THB 67,255 million, marking a 6% growth and setting the pace for accelerated expansion



Central Retail convened its Annual General Meeting of Shareholders for the year 2024, taken place at the Centara Grand at centralwOrld, Bangkok, on April 25, 2024



Three years in a row at the top of the global stage! Central Department Store and Tops Supermarket win two prestigious awards at the Retail Asia Awards 2024



As Supersports enters its 27th year, it launches "Move You, Move Sports", reinforcing its position as the top performance sports retailer with a mission to drive lives and society forward through sport



Central Marketing Group capitalises on K-Beauty growth, enhancing its portfolio with the exclusive distribution of JUNG SAEM MOOL in Thailand

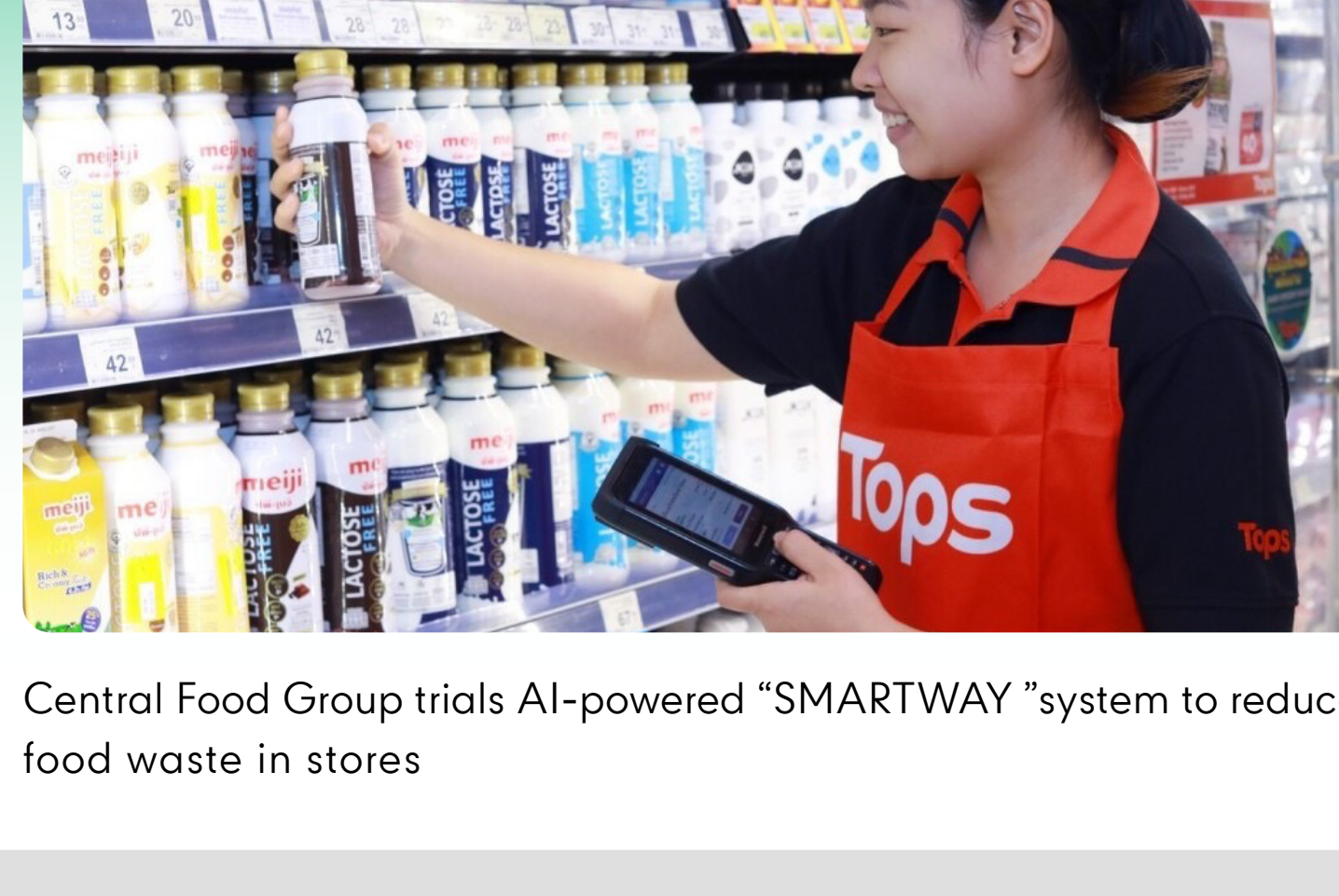


Power Buy's business plan for its 28th anniversary highlights the "Power Up Your Life" concept to elevate the ultimate shopping experience across generations

CARE FOR THE ENVIRONMENT



Central hosts "CENTRAL LOVE THE EARTH" with #GenerationRestoration, aiming to pass on a sustainable world to the next generation



Central Food Group trials AI-powered "SMARTWAY" system to reduce food waste in stores

CARE FOR THE CUSTOMER

- Central Chidlom hosts luxurious "Luxe Night Out" celebration with celebrity guests, solidifying its status as "The Store of Bangkok"
- Central and Robinson invite customers to enjoy the "Central / Robinson The Greatest Grand Sales 2024" campaign
- Robinson launches the "ROBINSON NEW Sea-Sun" campaign, inviting all families to shop top brands with the best deals!
- Supersports organises the ultimate football fan event: Supersports Football Fan Fest 2024
- Central Marketing Group celebrates the opening of a new Paul Smith flagship store in Thailand on the 2nd floor of Central Embassy, with the esteemed visit of Sir Paul Smith himself
- Tops implements the "Discover the Spanish Fiesta" campaign, offering an immersive shopping experience with a wide range of Spanish products for the first time!
- Tops reveals five all-time favourite Korean product categories and invites K-lovers to shop must-have items at the "Discover Iconic Korean Must-Haves!" event
- GO Wholesale joins the Ministry of Commerce in launching the "Back to School 2024" campaign
- vFIX Same Day offers instant home services: buy an air conditioner today, chill today, with same-day delivery for every home
- Power Buy presented the "Power Buy Expo" event for electrical and IT appliances with an 80% discount



- Power Buy reinforces its TV market leadership with the "HD TV, Joyful Football Cheers" campaign to boost sales during Euro Football and the 2024 Olympics
- Celebrate OfficeMate's 29th anniversary with the "SuperWow" campaign: unveiling best-of-year promotions!
- B2S organised Pokémon Card Market
- Robinson Lifestyle launched the "Songkran Thai Fest 2024" campaign to boost the Thai economy throughout April 2024
- The UK's #1 supplement brand, Holland & Barrett, is now available at Tops Vita
- Mr. Olivier Langlet, Group CEO, attended the Mini Thailand Week 2024 at the Quang Ninh Exhibition of Planning & Expo Center
- Attention vintage enthusiasts! Head to the 6th floor of Rinascente Milan to discover a curated selection of vintage brands, clothing, and accessories
- Get ready to embrace the sun with stylish and comfortable outfits that will make your vacation unforgettable with our Resort 2024 collections at Rinascente

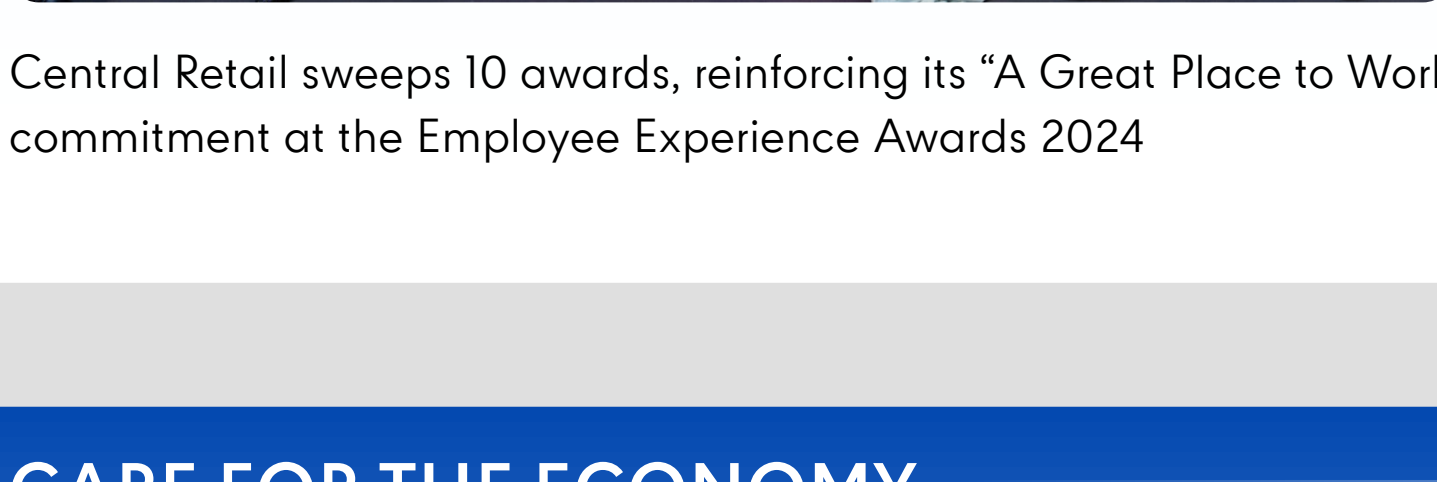
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CARE FOR THE COMMUNITY

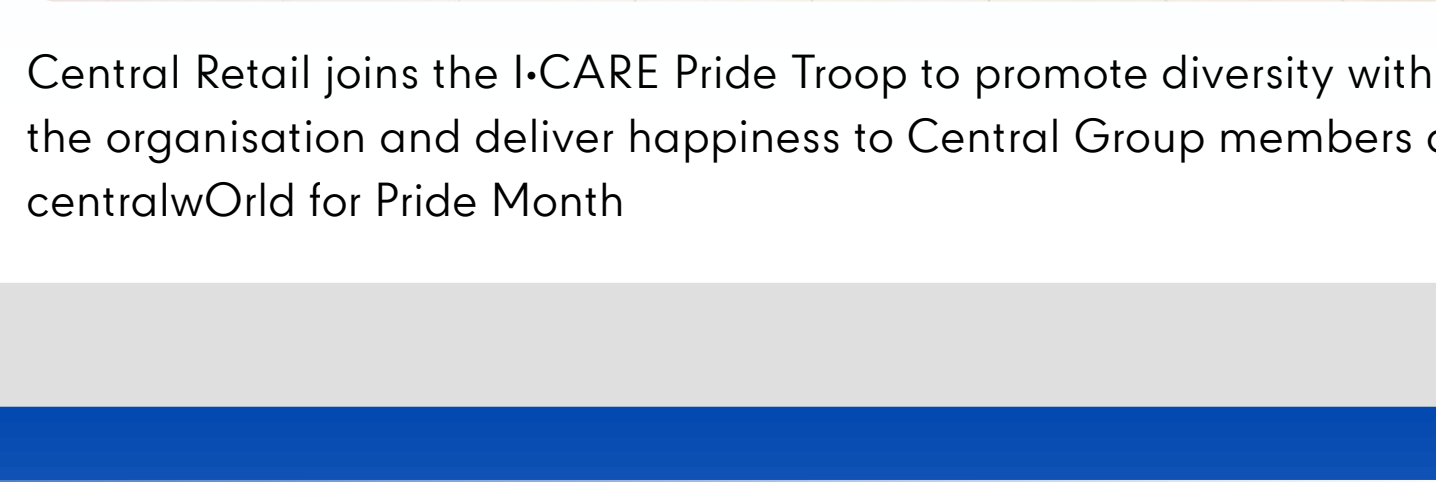
- Celebrating Pride Month 2024, Central Retail highlights the concept "Love Every You", reinforcing its commitment to supporting diversity and equality
- Central Retail donated multifunctional round tables upcycled from plastic bottle caps, learning supplies, and other essential items to schools in Nakhon Nayok
- Central and Robinson donate used clothes and other goods to Pankan Society for Educational Funds
- Robinson, together with Central Group, funds store renovations for the Agriculture Service Centre of the Chaipattana Foundation
- Central, Robinson, and partners join together for "Drop & Shop for Kids, donating money and essential items to the Foundation for the Welfare of the Mentally Retarded of Thailand under the Royal Patronage of Her Majesty the Queen
- GO Wholesale drives career growth initiatives to create stable income, support high-quality ingredients, and enhance culinary skills for the unemployed
- GO Wholesale continues to support local farmers in southern Thailand
- OfficeMate donates chemical-resistant and fire-resistant suits to the Rom Sai Rescue Foundation in Min Buri District, Bangkok
- B2S Book Awards 2024: Book & Bookfluencer awards ceremony for the first time in Thailand
- One Mall, One School educational sponsorship: Central Retail Vietnam held a handover ceremony for new classrooms at the Que Village school site, serving underprivileged children in Quang Ngai Province



CARE FOR THE PEOPLE



Central Retail sweeps 10 awards, reinforcing its "A Great Place to Work" commitment at the Employee Experience Awards 2024



Central Retail joins the I-CARE Pride Troop to promote diversity within the organisation and deliver happiness to Central Group members at centralwOrld for Pride Month

CARE FOR THE ECONOMY



Central Nakhon Pathom is now open, offering a new shopping experience that combines eco-friendliness with local charm through the "The Makers" project



Central Marketing Group is delighted to be appointed the exclusive distributor of FitFlop in Vietnam



Tops concludes Q1 by opening its 159th branch at "Central Nakhon Pathom", aiming to become a food destination for the local community



GO Wholesale opens its Ramkhamhaeng 127 branch to empower restaurant and local shop owners, ready to capitalise on economic stimulus measures



GO Wholesale expands into Rangsit, transforming this key location into a dynamic food ingredient hub and fueling entrepreneurial momentum



Thaiwatsadu opens its 80th store in Udon Thani, Kut Sra, offering construction and home decoration services in the "White Format" style in collaboration with BnB home



Thaiwatsadu enters the border trade market, launching its 81st branch, "Thaiwatsadu Aranya prathet", expanding to neighbouring countries and boosting the economy and construction sectors



Thaiwatsadu supports Indochina's economic growth by launching "Thaiwatsadu Sa Kaeo", its 82nd branch at Aranyaprathet



Power Buy, taking the prime location in Nakhon Pathom, opens its 4th branch, Central Nakhon Pathom



B2S and OfficeMate join in opening a new branch on the 2nd floor of Central Nakhon Pathom



Now Open! B2S Central Chiang Mai reveals a new look, perfect for those with a "Passion", offering more shopping than ever before



Now Open! Tops Care at Central Nakhon Pathom is a new pharmacy with qualified pharmacists offering medication and health consulting services

CARE FOR THE PARTNER

- Central Retail invites shoppers to grab hot items with unbeatable discounts every Friday in the "FRIDAY-Pay with Mastercard" campaign
- Central Retail joins forces with CardX, offering exclusive deals every day for shoppers spending over THB 7 million at affiliated stores until 31 July 2024
- For the first time in Asia, Central Department Store Group partners with AIS and nine Bridge Alliance operators for "Welcome to Thailand Privileges"
- Tops Tongtinn signs MOU with the National Food Institute to empower food entrepreneurs for sustainable growth in modern trade nationwide

CARE FOR THE GOVERNANCE



Central Retail in Vietnam and its Group CEO, Mr. Olivier Langlet, were honoured with Certificates of Merit by the Ministry of Industry and Trade (MOIT)