

**CORPORATE HIGHLIGHTS**



Central Retail's "Hi! Jai, Spreading Endless Happiness" campaign wins the "Bronze" award for Marketing Campaign of the Year in the Retail category at the 21st International Business Awards



Central Retail wins three global awards, reaffirming excellence in business and investor relations at FinanceAsia's Asia's Best Companies Poll 2024 for the second consecutive year



Central Retail continues strong growth with THB 130,424 million in revenue, up 6%, secures a major sports deal, and prepares for the high season and Vietnam boom



Central Retail wins the Asia Pacific Enterprise Awards (APEA) 2024 in the Corporate Excellence category for the third consecutive year, showcasing its success as a leader in Thailand's retail and wholesale sector



Central Marketing Group's Supply Chain DC1 facility has been awarded ISO 50001:2018 Energy Management System certification by Bureau Veritas Certification (Thailand) Ltd.



Supersports celebrates its 27th anniversary with the grand campaign "Supersports Super Game 27th Anniversary," highlighting its success and promoting a healthier Thai society



Central Marketing Group receives the "Fitflop Best Distributor of the Year Award"



Central Food Retail Group marks 28 years of "Tops" with a vision as a "World-Class Omni-Channel Lifestyle Food Retailer," aiming for 1,000 stores by 2027 and solidifying its position as Thailand's largest supermarket



Robinson Lifestyle wins the Business+ Award for Product of the Year 2024

**CARE FOR THE ENVIRONMENT**



GO Wholesale advances eco-friendly wholesale operations by donating waste segregation bins to schools and Phuket City, promoting waste sorting to combat climate change

**CARE FOR THE CUSTOMER**

- 1 Tops and Central Retail Vietnam host the "Vietnamese Lychee Weeks" festival, featuring the renowned Thieu lychees, celebrated for their sweetness, juiciness, and freshness
- 2 Central unveils the new "Home Department" at Central Chidlom, featuring celebrities Heart and Khunpol to present five home styling themes in the "Central Home Inspirer" campaign
- 3 Central Marketing Group hosted the grand launch of JUNG SAEM MOOL and unveiled the "Find Youthful" campaign
- 4 Wrangler introduces Great Warintorn as its brand ambassador alongside the launch of the latest collection, "Legend of Wrangler"
- 5 CLARINS hosts a grand launch event for the new Double Serum
- 6 MLB unveils its Fall/Winter 2024 collection, featuring Mikey and Yada, setting a bold new trend in street fashion
- 7 Paul Smith unveils the Autumn/Winter 2024 collection, inspired by 1920s British attire and photogram patterns
- 8 Skechers launches its first football boots in ASEAN, available exclusively at Supersports
- 9 Discover USA event featuring premium ingredients and items from renowned states in authentic American style
- 10 Discover Germany 2024 and Discover Bavarian Oktoberfest 2024, featuring Bavarian flavours and German cuisine
- 11 Thaiwatsadu launches 3 exclusive online shopping features, offering a limitless virtual store experience, making it the first and only retailer to bring such innovation to the home improvement sector
- 12 OfficeMote presents "OFBiz," the No. 1 online B2B platform for businesses, at the Huawei Cloud Summit Thailand 2024
- 13 Robinson Lifestyle honours mum's love with the "Celebrate Mother's Day" campaign, featuring fantastic promotions at 600+ leading stores nationwide
- 14 Pet 'n Me x Royal Canin Roadshow featured high-quality pet food at special prices, along with exclusive premium gifts from Royal Canin, held from 28 June - 7 July 2024 at Central Westgate

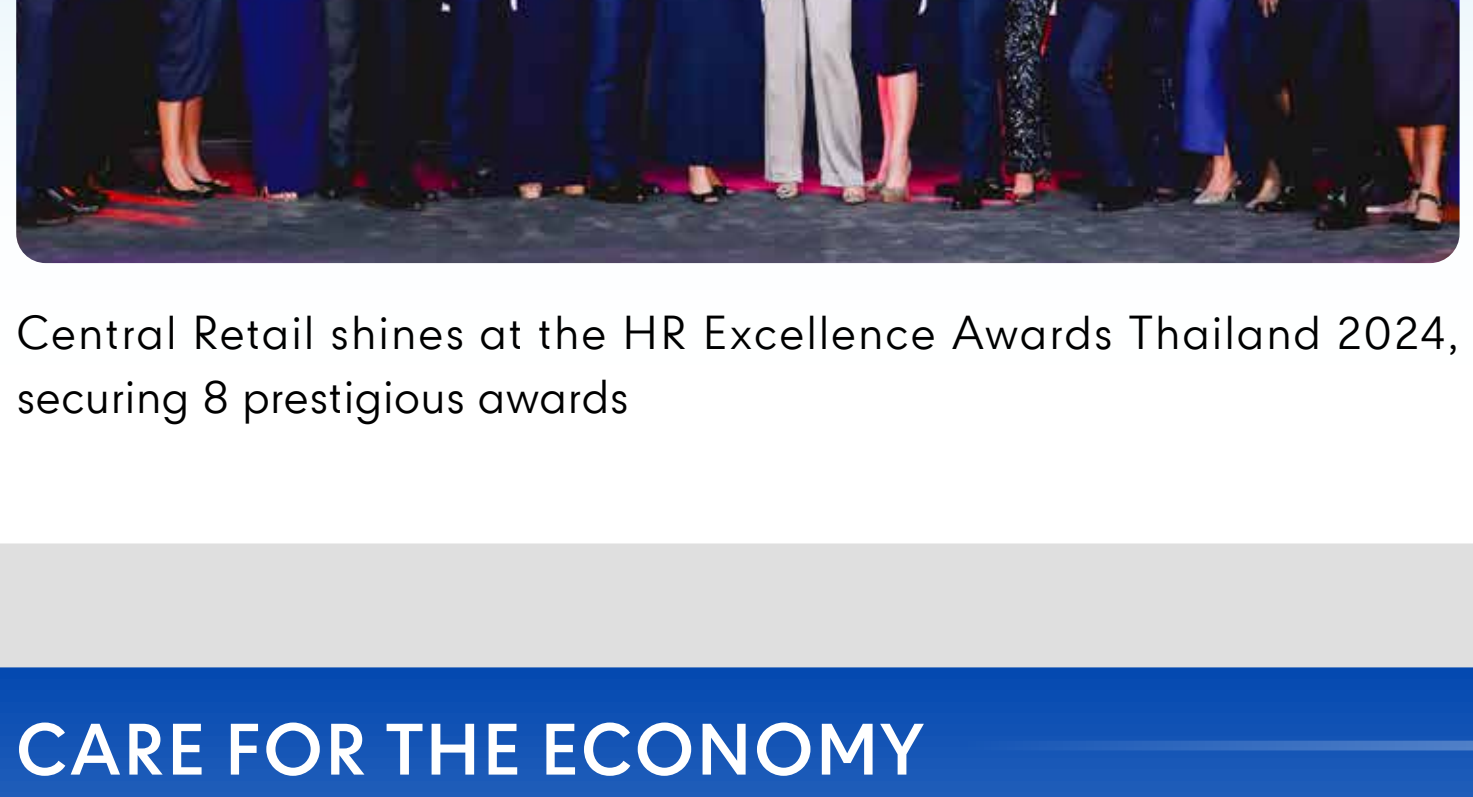


**CARE FOR THE COMMUNITY**

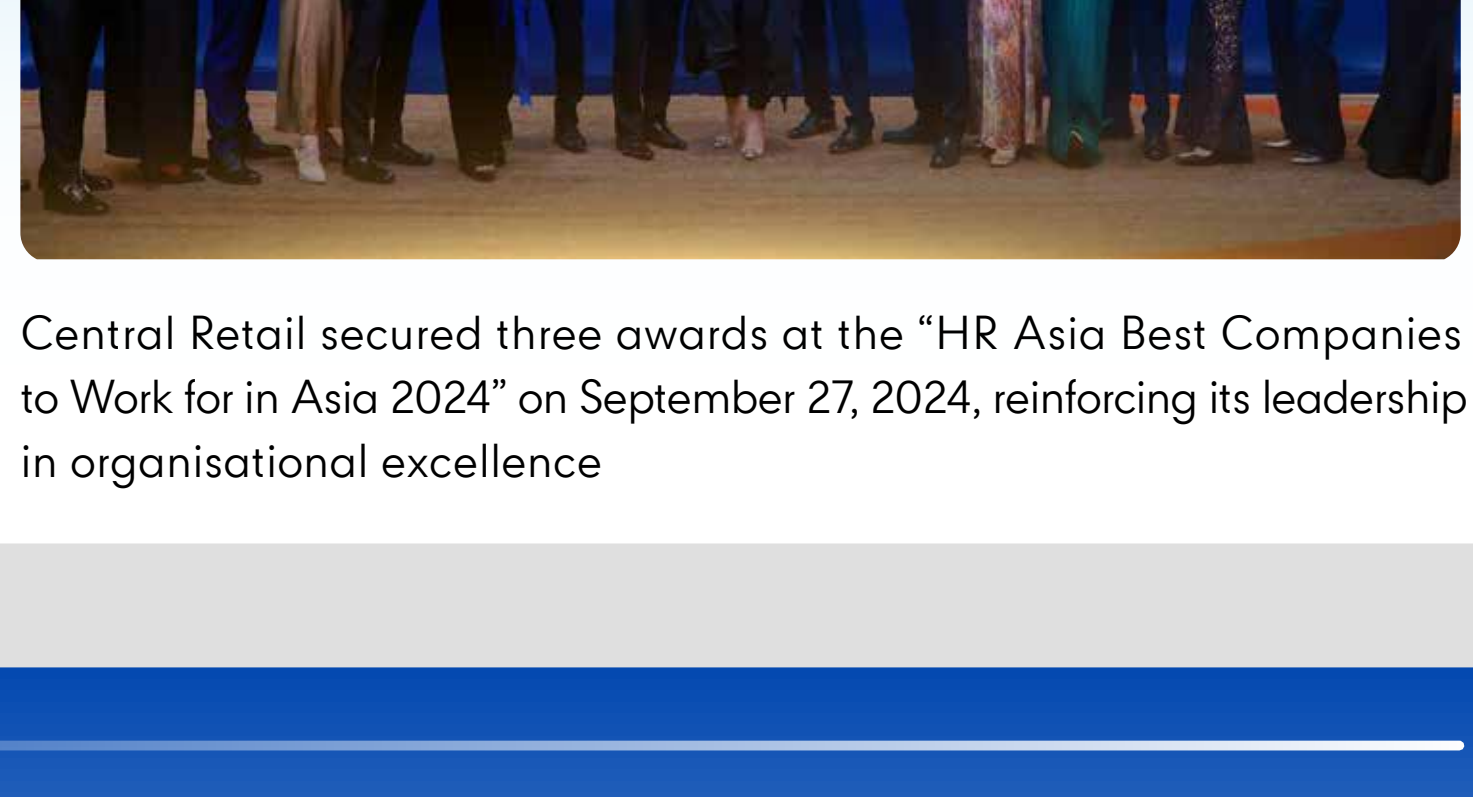
- 1 Leading the way in sustainability! Central Retail's "Na Muen Sri" project wins a major international award at the Asia Responsible Enterprise Awards 2024
- 2 Central Retail continues its "Hi! Jai, Spreading Endless Happiness" campaign by donating a giant Hi! Jai mascot to the Bangkok Children's Discovery Museum (Chatuchak)
- 3 Central Retail stands united, rallying all business units to assist over 20,000 households in need, ensuring everyone overcomes this crisis together
- 4 Central collaborates with key partners to donate money and essential items through the "SHEPOSSIBLE" campaign, supporting women and girls nationwide
- 5 Central Marketing Group, Hush Puppies, and Pankan Shop team up to collect shoes for the "Donate in the Kindness Box" project
- 6 Tops partners with UNICEF to enhance literacy among Thai youth, continuing the success of the "Every Child Can Read" project
- 7 GO Wholesale promotes waste segregation to tackle environmental issues by donating waste bins to Rawai, Phuket
- 8 Power Buy expands learning opportunities for autistic children with technology support through the "Power of Love by Power Buy" project
- 9 Pet 'n Me and Food Innova Trading, a leading distributor of cat and dog food, donated 150 boxes of Hercules dog food, worth 300,240 Baht, to aid pets affected by floods in Chiang Rai
- 10 Tops Care, in collaboration with Central Group, extends care to flood victims in Chiang Rai, donating external-use medicines and medical supplies worth 19,064 Baht



**CARE FOR THE PEOPLE**



Central Retail shines at the HR Excellence Awards Thailand 2024, securing 8 prestigious awards



Central Retail secured three awards at the "HR Asia Best Companies to Work for in Asia 2024" on September 27, 2024, reinforcing its leadership in organisational excellence

**CARE FOR THE ECONOMY**



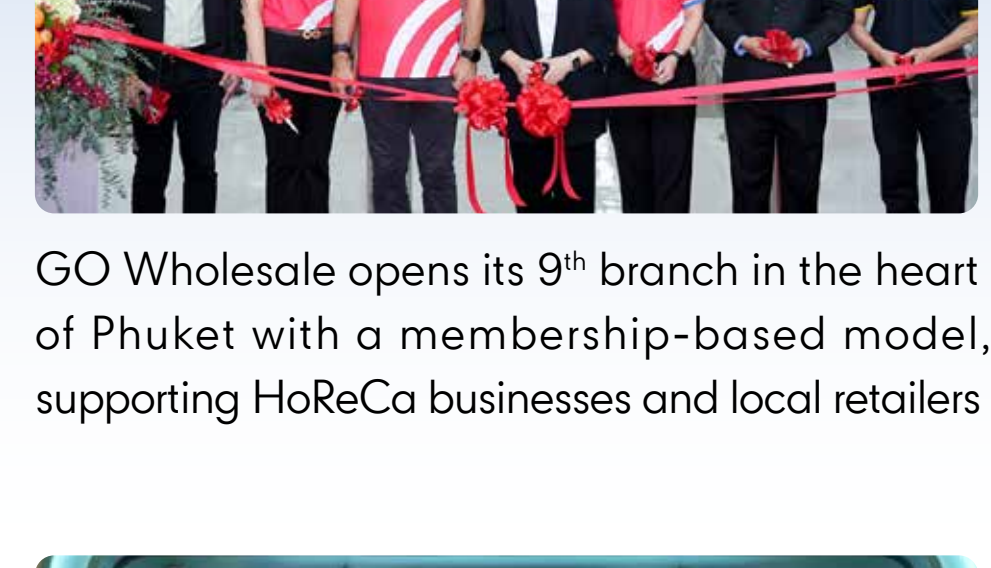
Central Retail Vietnam marks a milestone with the soft opening of GO! Mall Ha Nam, its first new mall in over a year, reaffirming its commitment to enriching communities in Vietnam



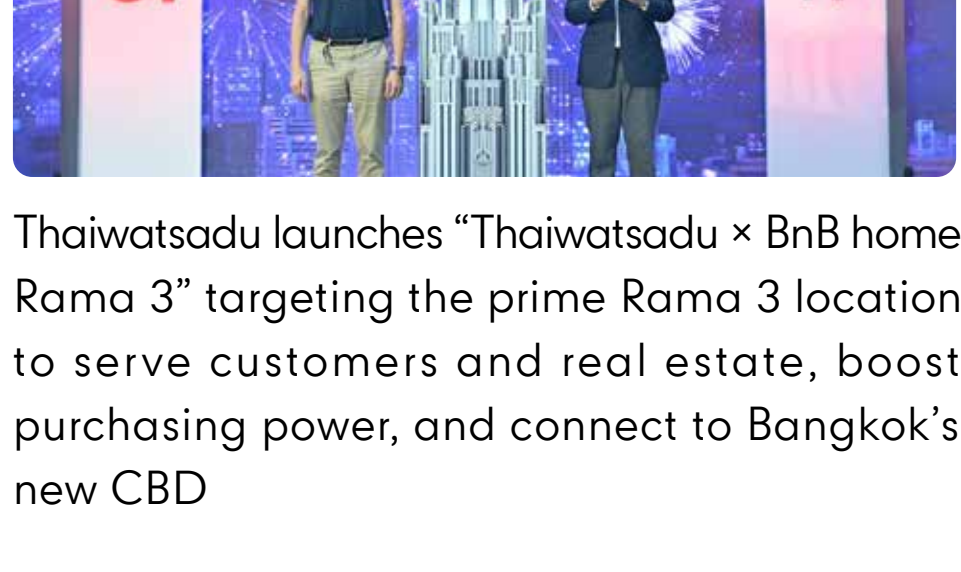
Tops secures prime real estate in East Bangkok with "Central Retail x T1 Card Day" leveraging a community mall strategy to grow its high-purchasing power customer base and meet diverse lifestyle needs



GO Wholesale launches its first southern branch in Rawai, Phuket! Entering the food wholesale market, it aims to create a food paradise while driving local economic growth



GO Wholesale opens its 9th branch in the heart of Phuket with a membership-based model, supporting HoReCa businesses and local retailers



Thaiwatsadu launches "Prime Rama x BnB home Rama 3" targeting the prime Rama 3 location to serve customers and real estate, boost purchasing power, and connect to Bangkok's new CBD

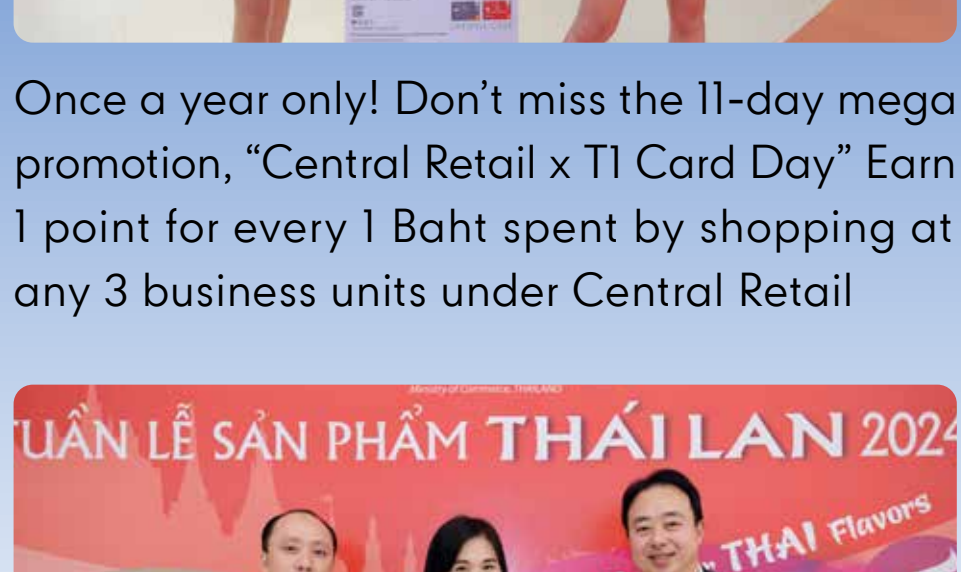


Power Buy opens a standalone branch in the heart of Hua Hin, targeting both shoppers and tourists

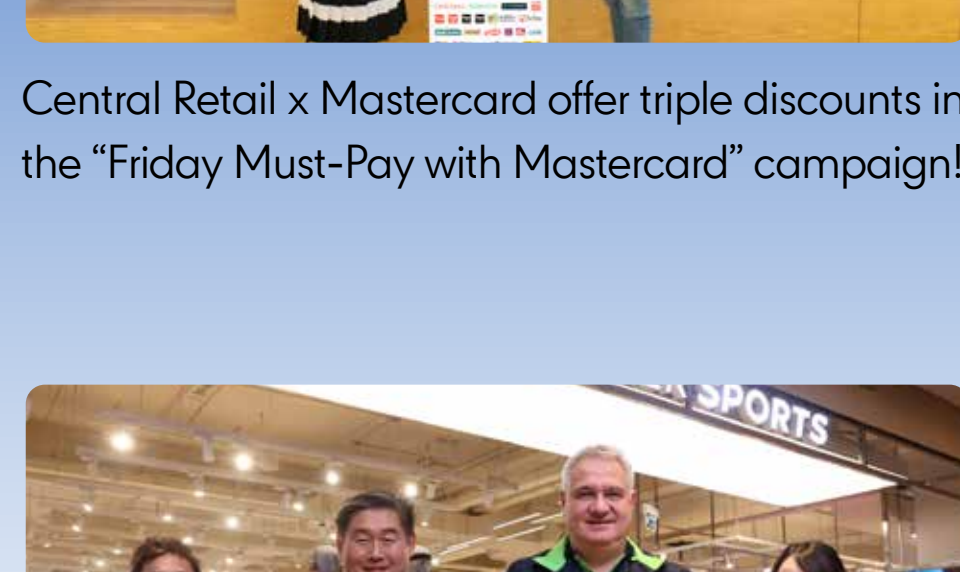


Now Open! Tops Care at Central Rama 9, 3rd fl. A new pharmacy with qualified pharmacists offering medication and health consulting services

**CARE FOR PARTNER**



Once a year only! Don't miss the 11-day mega promotion, "Central Retail x T1 Card Day" Earn 1 point for every 1 Baht spent by shopping at any 3 business units under Central Retail



Central Retail x Mastercard offer triple discounts in the "Friday Must-Pay with Mastercard" campaign!



Central Retail Vietnam and ITPC launched the "2024 Vietnamese Product Pavilion and Business Matching Week" at GO! Nguyen Thi Thap, HCMC



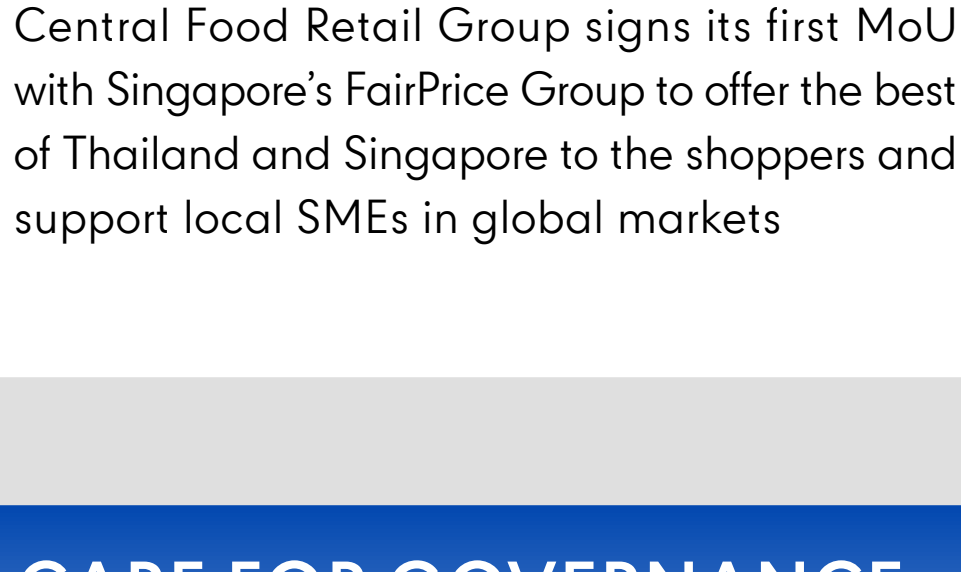
Central Retail Vietnam and the Thai Trade Center in Hanoi host "Thai Products Week" for the third year, enhancing trade and investment ties between Thailand and Vietnam



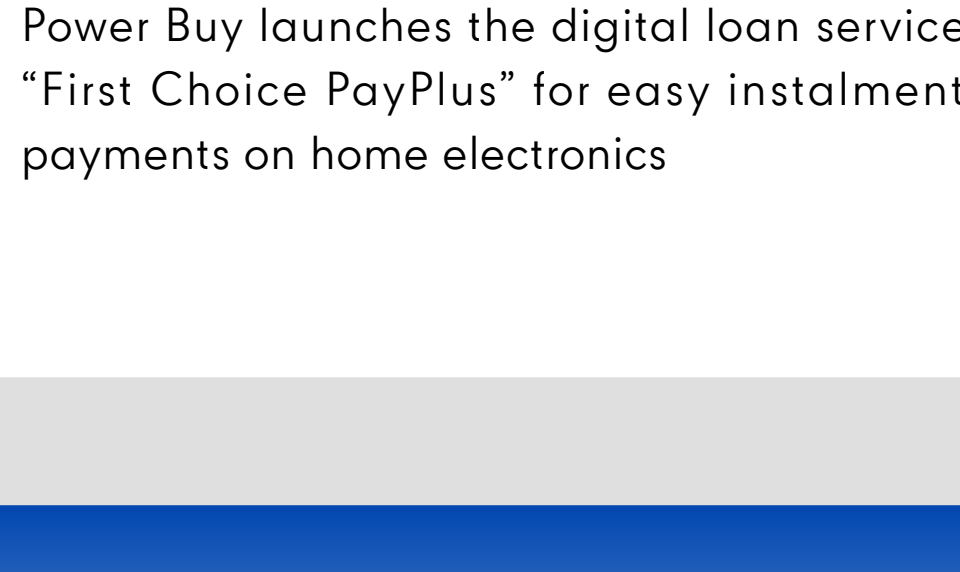
CRC Sports acquires a major stake in "Rev Edition" strengthening its portfolio to lead the performance sports market



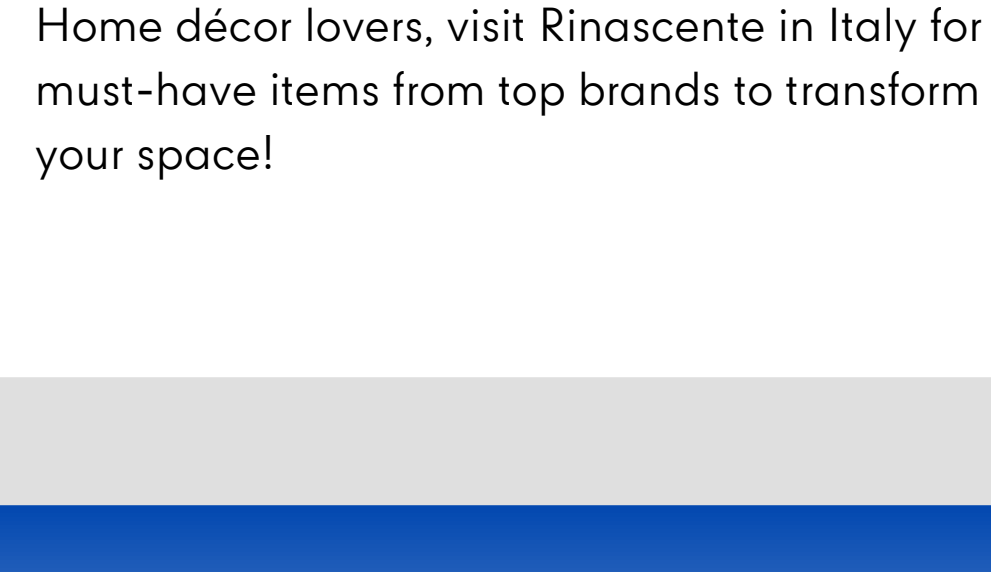
Supersports partners with PUMA Thailand to host the Grand Park Run at the Supersports 10 Mile Run Series 2024 Bangkok, presented by PUMA



Central Food Retail Group signs its first MoU with Singapore's FairPrice Group to offer the best of Thailand and FairPrice to the shoppers and support local SMEs in global markets

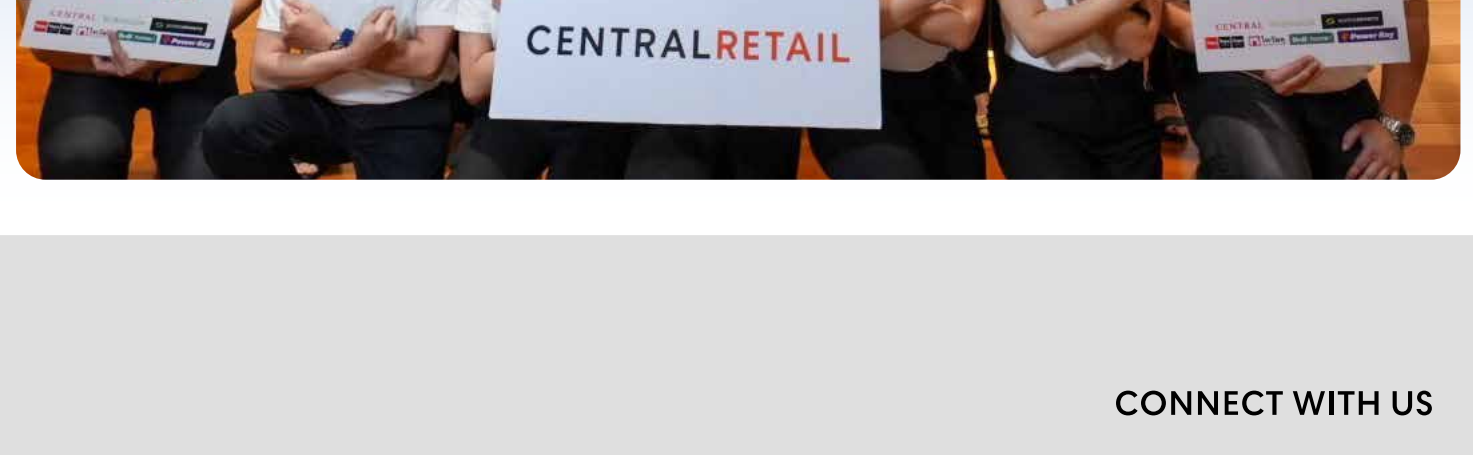


Power Buy launches the digital loan service "First Choice PayPlus" for easy instalment payments on home electronics



Home décor lovers, visit Rinascente in Italy for must-have items from top brands to transform your space!

**CARE FOR GOVERNANCE**



Central Retail and its business units join forces to combat corruption through the "Anti-Corruption Day 2024" event