

Message from Board of Directors and Group Chief Executive officer – Siam Makro



Mr. Supachai Chearavanont
Chairman

The year 2020 has been marked an extremely challenging year worldwide as the COVID-19 pandemic brought significant changes to people's way of life, consumer behavior and working culture. Makro, therefore, needs to respond to such changes in a vigilant, promptly and efficient manner while integrated technology into our business procedures. Most importantly, Makro remains committed to being the trusted partner that assists the business enterprise, community and country to get through the crisis together.

Embedding Sustainability in Organizational Culture

Makro achieved the 2020 corporate targets by the major factors which are resilience strategy, consistent collaboration and situational leadership from all employees. Throughout 2020, we have continuously implemented the "Makro 4.0 Strategy" — comprising six goals that comprehensively manage of economic, social and environment. We also strive to be the number one trusted partner that provides a complete solution of safe and high-quality products to the customer. Makro invested in human capital development for essential skills and encourages a teamwork culture to broaden our experience, capability and corporate sustainability strategy to every country that we operate. Additionally, we received the award of "Best Companies to Work for in Asia 2020" by Malaysia's HR Asia Magazine.

Sustainable Growth for All Stakeholders

Food quality and food safety are our key priorities as well as traceability of product sources through the value chain,

especially during the COVID-19 pandemic. Makro leverages hygiene practice along the supply chain from producers, distributors and suppliers to ensure that we deliver only good quality and safe product to customer. Particularly followed the government's obligations to mitigate risk for employee, customer and visitor at every site. Makro has rapidly enhanced the online shopping platforms — **Makroclick.com** and **Makro Application**, enabling our customers to get faster delivery of guarantee fresh, clean and safe products. Furthermore, plus the online platforms, Makro has initiated the "**E-Donation**" — which is the online channel for donator connect to the foundation nationwide as the New Normal lifestyle.

As for our social support, Makro launched various philanthropic project including, the "**Egg for Sustainable Lunch**" - we donated egg breed chickens and coops to thirty rural schools to prevent student's malnutrition; and the "**Back to Community with New Chance of Life**" — providing the basic skill of street food and retail trading to the inmates as their career opportunity after release. Likewise, Makro corporates with the governmental sector to support local farmers confronted low demand issues

Mrs. Suchada Ithijarukul
Director and Group Chief Executive
Officer – Siam Makro



during COVID-19 outbreaks. Makro has continuously purchased agricultural products — such as sea bass, taro and shrimp — from food safety verified farms and develop the farmer for concise production planning both quality and quantity that meets market demand.

Enhance customer's business growth is one of our core values. Makro dedicated many projects to strengthen Sho Huay, hotel, restaurant and catering (HoReCa) customers — enabling them to prosper and become resilient. Under the framework of "**Stable, Wealthy and Sustainable**" Makro provides knowledge on management, technology and explores business opportunities through projects including, the "**Community Kitchen**" — transforming Sho Huay stores into community hubs for fresh and frozen food and a campaign as "**Free Area for Food SME**" — offering free area in front of Makro stores for food retailers to sell cooked food during the country's lockdown.

Protecting the World for Future Generation

The Company values the importance of natural resources Makro recognizes the importance of natural resources and environmental protection. Throughout 2020, Makro has many environmental protection projects including, "**Increase Solar Panel Installation**" which significantly increased the renewable energy consumption compared to last year; "**Say Hi to Bio Say No to Foam**" — which strives to promote sustainability packaging consumption

by increase the variety of biodegradable and reduce selling of foam packaging; and "**Food Waste Reduction**," that adapted the digital technology to improve database accuracy. Simultaneously, towards with Sustainable Development Goals (SDGs), in 2020, Makro participated the **United Nations Global Compact** (UN Global Compact) and pledged to synergize the 10 principles with Makro's strategy. By joining the UN Global Compact, we commit to contribute positive changes to the economy, society and environment while driving the global community towards sustainability.

The Next Together as "Your Trusted Partner"

At Makro, we never stopped to initiate the new operational format, application of digital technology, expand the business operation into international markets and also align with Charoen Pokphand Group's sustainability strategy. We firmly believe that our approach will help differentiate, foster efficiency, broaden the customer category and deliver the utmost benefits to every group of our stakeholders.

On behalf of Board of Directors, management and employees, we would like to extend sincere gratitude to all of our stakeholders for their continued trust and support in our business. We strongly believe that, with cooperation from every party and best efforts to operate the business while keeping economic, social and environmental balance in place, Makro will achieve sustainable growth and grow alongside the society as "Your Trusted Partner."