

# CENTRAL GROUP



**TALAD RUAMJAI**

A market of heart-made authentic goods,  
— produced by Thai artisans —

Stimulating Thailand's economy  
to help improve quality of life and sustainability

# The three dimension roadmap to propel Thailand's economy

## Create new jobs for extra income



## Reduce cost of living



## Support health related causes and initiatives



### Create new jobs for extra income

- Stimulate local economies to create new income opportunities
- Buy products from farmers and local communities
- Create new jobs in a sustainable manner
- Create a crowdfunding platform to help raise funds

### Reduce cost of living

- Decrease dish prices in food courts across the country
- Work with the government sector to decrease and lock prices on consumer goods

### Support health related causes and initiatives

- Set hygienic and safety protocols in every retail center
- Support funding for medical equipment

## Project Objectives



Create space to support farmers and small entrepreneurs

**106**

Retail Centers

**44**

Provinces



Create new income opportunities for farmers and small entrepreneurs

**3.5**

Billion Baht in 2020



Buy produce and products

**1.5**

Billion Baht from farmers and local communities.



สร้างรายได้ให้กับเกษตรกร

**30,000**

Households



Decrease price on consumer goods

**3,000**

Items



Lock product prices

**23,000**

Items for at least 90 days



Support funding for medical equipment

**100**

Million Baht

# Ruam Jai Market: Thais helping Thais

Central Group has provided free retail space in department stores across the country and dedicated online platforms to help farmers and small entrepreneurs affected by the Covid-19 pandemic and to help with Thailand's economic recovery.



Robinson Petchburi



Robinson Lifestyle Bor Win



Robinson Lifestyle Sakonnakorn



Robinson Lifestyle Roi-Et



“Ruam Jai Market: Thais helping Thais” an expansive “Local Market Omni-Channel” to help sell products made by local communities, farmers and small entrepreneurs for free. Products are sold in the combined retail space of 88,000 square meters in 106 retail centers across 44 provinces in Thailand. In addition, products are also sold through Central Groups’ various online platforms.



# Create new jobs for extra income

Creating new job opportunities has been a primary goal for the Central Group in helping to improve the nation's economy. We have helped out our local communities across the country by providing new skill sets, supporting organic farming practices, buying various produce and finding suitable retail channels.



## Buy produce and products from farmers and local communities

Support incomes for farmers and local communities

**25,000**  
Households

Buy products directly from farmers and local communities

**42**  
Provinces

We have initiated the "Jing Jai Farmer's Market" in order to create a sustainable means for local communities to find new income opportunities. "Jing Jai Farmer's Market" features clean vegetables, fruits and signature items from each province that farmers and local producers have the opportunity to sell directly to consumers. Plus, finding ways to communicate and exchange perspectives with others in order to improve their goods that meet the demands of the market.

# Reduce cost of living

Reduce cost of living for Thai people with low levels of income by decreasing dish prices in food courts across the country.



Dish prices start

**19**  
Baht

Reduce prices in

**87**  
Foodcourt Centers

Lock prices for

**3000+**  
Products for at least 90 days



Reduce cost of living during the pandemic by offering 20% discount on all dishes. Prices now start at 19 baht and prices on 23,000 items will be locked for at least 90 days starting March 15, 2020.



# Promoting Good Health

Staying healthy is another key objective in developing a sustainable model. We have implemented hygienic and safety protocols, funded medical equipment for hospitals across the country and created a crowdfunding platform.

Funding valued at  
**55**  
Million Baht

Supporting  
**30**  
Hospitals



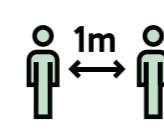
1. Thai Watsadu have produced and donated various equipment to help prevent the infection of Covid-19.
- 2-3. Provide iPads and computers for hospitals to communicate with patients through their applications.
4. Provide extra oral dental suction systems.

# Promoting Good

Increase hygienic and safety protocols within all retail centers, department stores and shops in Central Group using the innovative 5 pillar and 75-steps manual system.



Strict screening



Reduce congestion



Detailed alerting systems



Deep cleaning



Reduce physical contact





# CENTRALTHAM

## BETTER TOGETHER

“Central Tham” is a project that encourages everyone in the company to implement the “Creating Shared Values” model that helps create efficiency, jobs, communities and better life quality for all staff and society in the most sustainable manner. This can be done through four main factors:

เพื่ออาชีพที่มั่นคง  
**Better Work**

เพื่อคุณภาพชีวิตที่ดี  
**Better Life**

เพื่อสังคมที่ดี  
**Better Society**

เพื่อสิ่งแวดล้อมที่ดี  
**Better World**

We have continuously created new jobs and income opportunities for our communities in a sustainable manner.

In 2020, a supporting budget of estimately

**150**  
Million Baht

Support local communities, farmers disabled people and students of over

**30,000**  
Household



# good goods

Local products sourced, developed and designed with a contemporary edge that still aims to preserve Thailand’s cultural heritage and create new income opportunities and happiness for local communities in a sustainable manner.

The “goods goods” project strives to be an integral community enterprise that helps facilities a system where sales revenue are reinvested back into the local communities to help create new jobs, income opportunities and continuing the preservation of local heritage.

📍 good goods flagship store  
@CentralWorld 1st Floor Zone Dazzle





With an objective in driving sustainability, Central Group has encouraged everyone to follow the four main factors: create job stability, income opportunities, better life quality and creating harmony in society for both the environment and the world around us, which is all achieved with the “Better Together” model.



We are focused on creating job opportunities and income stability, especially for farmers and small entrepreneurs. We have shared new skill sets and know-how for our local communities, together with buying their products to sell through our retail platforms and provide various marketing opportunities.



Education is the key foundation in creating people and making a country find stability without creating disparity in society, especially for the disabled who should all have equal chances.



Living together in a harmonious society is another goal in our social development scheme. Therefore, we give great importance in preserving cultural values and turning them into tourism opportunities that will create new jobs for local communities.

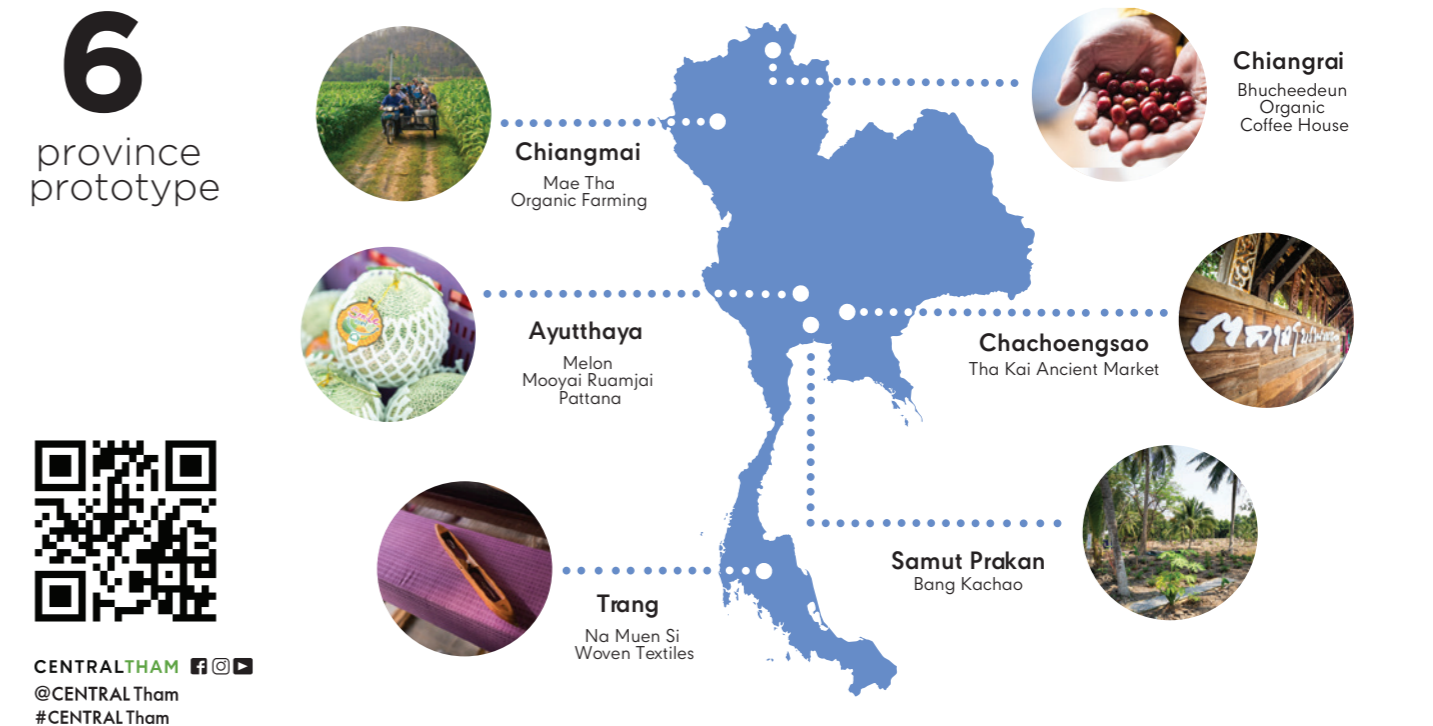


Having a great quality of life can be achieved by living in a great environment. Therefore, we encourage everyone, including our partners, to help treat the environment with care and become a driving force in making our earth green and sustainable.

## Overview of 2019



data as of Dec. 2019



# CENTRALGROUP

**CENTRAL  
RETAIL**

**CENTRAL  
PATTANA**

**CENTARA**  
HOTELS & RESORTS

**CENTRAL** 

  
CENTRAL  
EMBASSY

  
ROBINSON

  
ROBINSON  
LIFESTYLE  
EAT · SHOP · PLAY

  
SUPERSPORTS

**CASIO**

**CLARINS**

**Lee**

**RINASCENTE**

**ALSTERHAUS**

**KaDeWe**

**OBERPOLINGER**

**ILU  
LM**

**GLOBUS**

  
THAI WATSADU

  
baan  
& BEYOND

  
AUTO1

  
VFX

  
Power Bay

**nguyenkim**

  
CENTRAL  
FOOD HALL

  
Tops  
market

  
Tops  
Online

  
FamilyMart

  
GO!

  
GO!  
MARKET

  
LANCHI MART  
Niềm tin của mọi nhà

**CENTRAL  
PHUKET**

**centralplaza**

**centralfestival**

**centralwOrld**

**CENTRALVILLAGE**  
BANGKOK LUXURY OUTLET

**CENTARA  
GRAND**  
HOTELS & RESORTS

  
COSI

  
Mister  
Donut

  
KFC

  
Auntie Anne's  
Freshly Baked

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**B2S**

**OfficeMate**  
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