

CSR Report 2014

The continuous progress program



CSR Policy

As mentioned in the Report of the CSR Committee, our CSR Policy is the Continuous Progress Program in 5 focus areas.

Reporting Guideline

This CSR report applied guideline of CSRi principles of the Stock Exchange of Thailand. Additional information in relation to policies and related activities is available at www.bigc.co.th -> Investor Relations -> Corporate Governance

At international level, CSR's performance of Big C was contributed to the annual Communication on Progress (CoP) Report of Casino Group, who signed the United Nations Global Compact in 2009. For more information, please refer to www.groupe-casino.fr/en/Reports.html

Corporate Governance

(Please see more information under section "Corporate Governance Report").

Code of Conduct

The Company has a policy to conduct its business with the highest ethical standard. In 2014, the Board of Directors reviewed the Code of Conduct in order to improve communications of the Company's ethical commitments to employees and stakeholders. The Company will focus on practical guidelines for employees and Suppliers' Charter of Ethics in order to integrate our governance implementation with key stakeholders (details are available at www.bigc.co.th -> Investor Relations -> Corporate Governance -> Suppliers' Charter of Ethics).

The revision in 2014 (later approved by the Board of Directors in February 2015) was for 11 commitments of the Code of Conduct are following (details are available at www.bigc.co.th -> Investor Relations -> Corporate Governance -> Code of Conduct).

Commitment No. 1: Integrity and Transparency	Commitment No. 7: Prevention of Insider Trading
Commitment No. 2: Compliance with Relevant Law and Regulations	Commitment No. 8: Fair Competition
Commitment No. 3: Anti-Fraud and Anti-Corruption	Commitment No. 9: Political Neutrality
Commitment No. 4: Conflict of Interest Management	Commitment No. 10: Being a responsible Company (CSR)
Commitment No. 5: Preservation of Big C's Assets	Commitment No. 11: Media or Public Disclosure
Commitment No. 6: Personal and Business Information Protection	

Our Stakeholders

Five focus areas of CSR Policy expressed both internal and external stakeholders as follow:

- Employees, who are significantly important for the success of Big C
- Customers, who are significantly important for the growth of Big C
- Communities surrounding our stores, including society and youth
- People who are under same environmental impact, including employees, business partners and government authorities
- Business partners, either suppliers or service providers, including creditors and competitors

Anti-corruption

The Company joined the Private Sector Coalition against Corruption in August 2014 and is currently in process to obtain certification for its anti-corruption measurements.

The Company has following complaint channels:

- 1) Shareholders: can contact Company Secretary and GRC function
- 2) Investors / Analyst: can contact CFO and Investor Relations function
- 3) Media: can contact Director of Corporate Affairs Department
- 4) All stakeholders including customers, business partners, employees and communities: Call Center 1756 or Company's website, or put in suggestion boxes that are available in all stores)

Complaint Procedures

In 2014, the Company initiated an Anti-Fraud Project, starting from the review of processes related to controlling environment, preparing guidelines and related documentation in order to find common standard across functions, and preparing training materials and procedures for employees and stakeholders, with the intention to strengthen understanding of employees so that they are key drivers to effectively prevent fraud and corruption. The improved procedures include the process adjustment for receiving complaints and monitoring them by the Committee (The Corporate Ethics Committee or CEC). The CEC's roles and responsibilities include the overall responsibility for the fraud risk management process, including the process to prevent, detect and respond to fraud, oversee the fraud complaints through Call Center, and investigation, enforcement, remediation and public disclosure protocol in relation to fraud. Also the Committee; determines and ensures that significant fraud cases are properly investigated, ensures the registration and analysis of incident reports by maintaining a centralized log of reported fraud, ensures anonymity, confidentiality and transparency in the detection and response of fraud, monitors anti-fraud measures to ensure that appropriate controls are designed and implemented, regularly report the summary of fraud reports, incidents, as well as analysis to the Executive Committee, Audit Committee or the Board of Directors in accordance with the procedure.

Protection of Confidentiality and Complainers

The Company protects the innocent complainers and informants. Identify and tipped information will be kept confidential and can be accessed only by authorized persons, unless the disclosure is required by law.

The Company is aware and gives importance to protection of confidential data and intellectual property. It communicated and required that all employees are aware of their responsibility in protecting company assets, not disclose or use insider trading information or confidential information or proprietary information of the Company. In addition, the Company respects intellectual property rights which are reflected in the authorized usage of copyrighted software. All software applications have to be approved and installed by the Management of Information System function only.

(Details are available in the Code of Conduct, Commitments No. 5-8.)

Implementation of CSR

Following section is our implementation of corporate social responsibility in focus areas that are an integrated part of our normal process (CSR in-process). Although initiatives under Local Corporate Citizen (Area 4) involve philanthropy that is CSR after-process, but decision for these initiatives took into consideration of the alignment of stakeholders of each location or situation. In addition, the Company has process to work with the donation-receivers to ensure that financial support from the Company to such project meets the Company's objective for philanthropy. The process includes collaboration with Big C Foundation or private sector or government sector who implements the project.



Committed employer

- Help young people enter the workforce
- Promote diversity
- Provide growth opportunities for employees



At Big C, We Empower People

At Big C, we empower our people to aim high in terms of performance and professional development. Our continued success depends upon our people, and we aim to stimulate a friendly working and learning environment where people feel valued and respected. We also encourage every employee to build their career, pursue their passions through our learning and development programs, and enjoy working at Big C.

Cultivating Employee Potential

Big C's HR policy continuously strengthens our position as an employer of choice. We strive to be a place where people want to make their best efforts to grow, leverage their skills, and attain their full potential.

In 2014, Big C devoted time and effort to building mutually beneficial relationships with a number of universities, as well as to participating in several public job fairs. One of our key priorities in 2014 was to extend our career opportunities towards people with disabilities. We are committed to engage this special group of people and provide them with opportunities to grow with us in the long term. As a result, we were able to identify, attract, and strengthen our candidate pipeline with a diverse workforce, which consisted of new university graduates, seasoned employees, and people with disabilities.

Promoting Equality and Diversity

In 2014, we continued to enhance our brand reputation as an exemplary employer of people with disabilities, as well as a business that cares for the convenience and well-being of disabled customers. We aim to increase our customer numbers, especially among those with disabilities, as well as strengthen the Big C brand as the only retail business caring deeply for the needs of disabled people, whether it is through specific learning programs and career paths for employees with disabilities or providing better services for disabled customers.

- We successfully integrated people with disabilities into our Big C family. We are proud to be named the first and only retailer in Thailand to meet, and even exceed, the national mandatory ratio of having 1% disabled associates in our workforce for the third consecutive year. In 2014, we exceeded this target by 37.3%.
- We are the first and only retailer in Thailand to implement the "Free of Charge Thai Telecommunication Relay Service (TTRS) Kiosk" for people with hearing disabilities in our stores. Moreover, 11 of our stores won the "The Outstanding Enterprise that Provides Standard Facilities for People with Disabilities" award.

We developed specific learning development programs and career paths for employees with disabilities to help them realize their full potential. In June 2014, Big C cooperated with Ratchasuda College by launching the first of a series of workshops, called "Different Bodies but the Same Mind to Work Happily Together". The workshop focused on creating a mutually beneficial working environment between supervisors and employees with disabilities. In 2015, we plan to launch the E-Orientation program to support employees with hearing disabilities and create dedicated development programs for their enrichment.



Awarding Merit-Based Compensation

Compensation and benefits are key factors for us to attract external talent, retain our internal employees, and reward our outstanding performers. We already ensure that our compensation and benefits reflect both internal equity and external market competitiveness. We conduct market research with top professional consulting firms every year, and review our compensation and benefits with updated and objective data, which ensures that our employees receive fair and competitive rewards for their contributions to the company. Merit increases and bonuses are regular measures that reflect employees' performance. We grant fair rewards for the quality of their work, and also for their further development. In 2014, we continued to employ a special tool kit, which considers both employee performance and market positioning, to help us reward employees appropriately.

Moreover, we have been providing employees with a provident fund to benefit them on retirement preparation. Our provident fund scheme is always welcomed and well organized. In 2014, we learned more about the provident fund market and fund management from top fund managers in order to ensure that our provident fund scheme is as competitive and efficient as it can be, thereby maximizing our employees' benefits.

Championing Internal Career Progression

In 2014, we continued to strengthen internal promotion initiatives, which proved to be an effective way to recognize employees' contributions and capability to advance their career. We identified a high number of emerging talent, especially in the hypermarket area. We strive to raise them to a higher level, to fully leverage their professional development potential. We actively support and encourage our employees to develop and grow their careers via our internal promotion initiatives, and career path and development program. This program helps our employees understand their value by having a plan for their professional growth.

Over 7,320 employees, or 27% of our workforce (full time and part time), across all formats were promoted in 2014.

Investing in Talent for a Sustainable Future

In 2014, we launched a career development roadmap, along with a talent management program, for all hypermarket branches. This program enables us to further manage and develop our pool of talent in order to support our main business. As a result, we were able to identify a pool of outstanding talent selected from our hypermarket stores. Such potential talent will be developed and groomed with Big C's comprehensive development and coaching programs to rapidly fulfill the high demand from our store operations.

Focusing on Succession Planning

At Big C, we ensure continuous growth through a concrete plan, both in terms of the business as a whole and our people. Another key focus in 2014 was to implement a succession plan for our organization, identifying all business-critical positions in order to prepare a successor for each role, so as to support our business strategy in the long run. We are committed to building a leadership pipeline, as well as a talent pool, to strengthen our leadership continuity capacity, delivering the best possible results to all our stakeholders. Also, we will be able to better deliver on our commitments by putting the right people in the right position at the right time.

Grooming Future Leaders

Big C has always focused on developing our people throughout their careers, nurturing talent and encouraging professional development in tandem with the growth of the business. We invest in our talent and encourage everyone to continuously improve and expand their responsibilities. The "Mahidol University and Big C-Executive Degree in Leadership Program (EDLP)" was developed to groom and develop our future leaders to support our business in 2013. The program was extended to cover another 21 Store General Managers in 2014, and will continue to include all of our store operations leaders in the years to come. To strengthen the leadership development of Mini Big C operations, the Mini Big C Leadership Program has been ongoing. There were approximately 360 Mini Big C store management members who completed the program in 2014. This program

was designed to prepare our leadership team to support the accelerated expansion of the Mini Big C format.

At Big C, We Grow Together - Enhancing Learning at Big C Academy

Big C creates an environment that fosters learning among our associates, enabling them to continuously work on the development of their skills and knowledge, as well as to access opportunities for personal enrichment and career advancement. In 2014, we successfully developed and launched the Training Road Map and Career Path Program for Hypermarkets that builds a clear picture of employee development direction, based on the Company's values, competencies, and business requirements. With this roadmap, all our employees in the Big C family will be able to clearly see how they can progress their careers - vertically within their own teams or functions, across functions, and across the numerous formats in Big C. They will also see the comprehensive suite of learning and development programs, tools, and assessments to help them achieve their career aspirations.

We enhanced Big C Academy's E-Learning platform with more functional learning modules and online assessments, including the development of 10 new e-learning courses to support fresh food training and development. One of our key priorities in 2015 will be the continuous development of functional courseware, which will assist our employees across formats to perform better in their jobs.

Listening to Every Voice

To allow open access for all employees to suggest positive changes or ideas for the organization, and to cultivate a sound work environment and boost its efficacy, we established various channels for employees to make their voices heard. They can express their ideas either directly or indirectly through the Company Hotline, e-mail to Human Resources, and even the Customer Care channel.

The Company recognizes the importance of increasing the commitment of employees to the entire organization, which has been achieved through the provision of innovative activities both within the organization's headquarters and branches.

Enhancing Health and Safety

Big C has always given priority to its work environment in the context of the health and safety of our employees.

We operate proactively in terms of raising awareness about and protecting employees against accidents. This extends to our customers who use our premises, as well, resulting in continued effectiveness in decreasing in accidents by 26%, compared to that of the previous year. In this regard, we also received national-level awards that recognized this achievement.

- Outstanding Establishment in Terms of Safety for 12 continuous years
- Establishment that Campaigns for Zero Accidents

We have prepared for various emergencies at both the head office and branch levels in order to ensure business continuity. We have also devised a manual of safety regulations for the retail centers, as required by law. Moreover, we established a basic fire fighting training center and conducted fire safety evacuation training - the first fire training center of the retail business to conduct internal training for the prevention and extinguishing of fires in Hypermarket, Big C Market, and Mini Big C.



Summary of Implementation Progress 2014 on Committed Employer

Diversity commitment	- Communicated diversity policies through internal and external recruitment channels.
Promote Diversity	<ul style="list-style-type: none"> - Provide equal career opportunities, either from internal or external applicants - Provide apprentice opportunity for students or youth - Continued recruitment of disable people - Big C is the first and the only retailer in Thailand to implement a free-of-charge Thai Telecommunication Relay Service (TTRS) Kiosk” for people with hearing disabilities in our stores
Promote employment of Disabled people	<ul style="list-style-type: none"> - Set policy to promote employment of disabled people - Develop e-Academy program for employees with hearing disability - Conduct a workshop “Different Bodies but the Same Mind to Work Happily Together” to help our employees with disabilities realize their full potential. - Provide facilities for employees and people with disabilities to access the same services in organization - Big C received the outstanding business organization which supports people with disabilities 3 consecutive years Award from the National Office for Empowerment of Persons with Disabilities - 11 Stores won the awards “The Outstanding Enterprise that provides standard facilities for People with Disabilities” by level of excellence
Promote Gender Equity	<ul style="list-style-type: none"> - Continue policies designed to enable women to reach executive positions - Provide a place for women to express breast milk.
Support employees from social difficult background / ethnic origin	<ul style="list-style-type: none"> - Provide career opportunities for disadvantage persons around our stores. - Support and provide career opportunities for uneducated people at stores.
Employees trainings	<ul style="list-style-type: none"> - Continue expand Leadership Development program for all formats - 2nd year running an Executive Degree in Leadership Program for store management team with Mahidol University International College - Developed and launched Leadership Development Program for all level in all formats. - Identify and develop skills management to become a trainer of leadership development program. - Set up 15 Training Hubs for supporting Leadership Development Program. Strengthen the e-learning channel through better contents and user friendly interface and clearly. - Upgraded and modified system to be more modern and user friendly. - Developed 10 new functional courses for e-Learning, which are integrated, more engaging experiences and cover all aspects - Launched Staff On boarding Program for Hypermarket. - Launched new Success Passport which is equipped with integrated training programs. - Achieved target of learning hours ≥ 30 Hrs/Head
Evaluation of competencies / career management	<ul style="list-style-type: none"> - Developed and launched Training Roadmap and Career Path to all Hypermarket stores - Developed and launched Talent Identification and Review for 14 key stores - Achieved target of talent retention program for all Hypermarket stores (Target $\geq 85\%$ of Talent List) - Developed and launched succession plan program to executive level - PDP online system to facilitate and reinforce the performance-driven culture of Big C and personal development plans.
Promote Employees commitment / Labor climate	<ul style="list-style-type: none"> - Achieved target of internal promotion for all Hypermarket stores and Head Office (Target +10% from last year) - Integrated Core Values and culture into orientation and leadership program - Encourage the use of Suggestion Box at stores

Promote health and security	<ul style="list-style-type: none"> - Promote safety awareness environment in workplace by launching the Safety Poster and Safety Talk to all stores to raise their awareness and to follow correctly for their safety. - Conduct safety course for all level each year (focus more on accident topic) - Annual Health & Safety Activities <ol style="list-style-type: none"> 1) Drugs Abuse Campaign 2) No smoking Campaign 3) Fire evacuation 4) Drug- free Workplace 5) Zero Accident Campaign 6) Sport Day 7) Aids Campaign 8) Monthly Firemen practice - Strengthen safety policy regarding forklift and electric hand pallet usage and set authorized staffs who are allowed to use forklift & electric hand pallet. - The rate of workplace accidents declined by 30%, compared to last year
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Support apprenticeship for students and youth	<ul style="list-style-type: none"> - Number of apprentices hosted in the year: 694 - Continue the Dual Vocational Training (DVT) program in order to encourages Thai children's education to produce qualified labors to retail business
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Partnership on educational issues	<ul style="list-style-type: none"> - Signed academic collaboration agreement with the faculty of commerce and accountancy, Thummasat University to share and support the accumulated knowledge and experiences for the purpose of education and development of Thai citizens. - 11 student joined internship program at head office. - Co-operated with Ratchasuda College (College for people with disabilities) - Developed of career development program for employees with disabilities. - Support the activities for student with disabilities. - Exchange working experiences and to apply their learning in way that will enhance work effectiveness.
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Responsible retailer

- Act** in the interest of consumers' health
- Encourage** environmentally-friendly consumption

Apart from being a valued retailer, we strive to provide suitable products and services for customers. We have a dedicated unit to receive complaints from customers and work on corrective and preventive actions as soon as possible. Safety of our customers is one of our primary priorities.

Safe Products

This commitment can be identified by 2 key initiatives:

- Our policy is to select only safe products, good quality with consistency, weight/volume compliance, and labeling compliance. This policy is including goods that are certified with various national and international standards. In particular, our fresh food distribution centers have provided pesticide checking and food contaminant monitoring such as bleaching agent, formalin, and mould prevention substance on daily basis by our own laboratories that were certified with Department of Medical Science, Ministry of Public Health. Our product assurance team test for the contamination of pesticides and other contaminants in our products more than 200 tests every week.

- In addition to GMP (Good Manufacturing Practices) standard that has been certified by Ministry of Public Health at our stores. Our company has embraced the Retail Audit Standard (RAS) from Europe as a guideline to determine hygiene and food safety standards at stores. The audits are conducted by a team with expertise in hygiene and food safety areas at the frequency of 2 times per store per year.

Product Recall

In case we found that the products sold are not safe or suspect that they are not safe. Our company has advanced systems to manage the situation like this by suspended our sales of particular products online. Therefore, our staffs at all stores cannot sell the suspended products to our customers immediately just after suspended in the system including efficiently collecting unsafe products off the shelves.

Channels for Complaint

Our Company places great importance on customer complaints. It is our Company responsibility to resolve customer complaints and to improve our products and services even better.

We have the following channels for customer complaints.

- Customer Service : Tel.1756 from 8.00 - 22.00 hrs.
- Website : <http://www.bigc.co.th/th/contact/>
- Big C branches
- Facebook : BigCBigService

Procuring of Products and Services

Our Company is fully aware that we have a major part in providing products and services that help our customers and communities live safer and also hygienic improving other than providing valued products. From f-Pads implementation, more than 2,000 fresh food specifications are always updated. The products through our fresh food distribution centers are more consistent quality and safe because the inspection process is controlled by the system. This can significantly reduce human errors. The system also allows us to monitor the performance of our QCs and the conditions of products inspected from f-Pads database.

This shows our high commitment to providing better products and services to our customers.



Summary of Implementation Progress 2014 on Responsible Retailer

Improved on products nutrition (ingredients)	- Removed Mono Sodium Glutamate from Delicatessen Menus (In stores)
Help providing nutrition information to customers (nutritional labeling)	- Required nutritional labeling (either summary or detailed) for all new developed products
Policy on raw material	- Use only non GMO raw materials for Big C products - No animal testing for Big C Products - No sale of nearly extinct aquatic animal and sharks
Strive on consumers' satisfaction	- Our Customer Center logged all customer complaints and sent to responsible parties for investigation and identification of corrective action
Tracking	- System in place to track problem on product quality for corrective action or product recall as necessary
Promote sustainable relation with small businesses	- Provide training on GMP and GAP for key fresh food suppliers - Coordinate with Thai FDA to train SME on primary GMP requirements - Conducted audit fresh food audit program for 28 key suppliers
Use less environmental impacted plastic bags	- Use Oxo biodegradable plastic bags for pre-packed produces
Developed environmental friendly products	- Received Thai Green Label for products in dish washing ranges



Environmentally-proactive Company

- Increase** energy efficiency
- Reduce** and recover waste
- Promote** biodiversity
- Reduce** greenhouse gas emissions

Big C is proud to emphasize that our environmental proactiveness is our strength in relation to effective CSR in-process. This effort will contribute to all 3 key pillars of sustainability development concept, i.e., economic benefit (cost reduction), environmental benefit (less energy consumption, less CO2 emission from consumption of electricity generated from fossil based fuel), and social benefit where customers will enjoy both direct benefits (freshness of product through improved cooling system or more efficient logistics) and indirect benefits (as the Company will be able to maintain its position on being a valued retailer in parallel with excellent customer service).



Our environmentally proactive implementation in 2014 which will be strengthened in 2015 includes the process in relation to supply chain, energy reduction and loss reduction, i.e.

- Strong increase in supply chain efficiency through improved Distribution Center network (3 new DCs in 2014/2015)
- Energy consumption reduction (which is one of the largest operating expenses) through a project that will not consume capital expenditure which is important for the Company's expansion
- Improvement in stock loss through increased focus and targeted loss control measures.

Summary of Implementation Progress 2014 on Environmentally Proactive

Reduce emissions associated with transportation	<ul style="list-style-type: none"> - Use trucks with better engine efficiency - Increase amount of backhauling - Use larger trucks to reduce number of trips - Optimize routing to reduce the total distance
Reduce energy consumption	- Replace old equipment with better energy efficiency equipment that consume less energy
Better waste management	- Centralized collection of card board at distribution center
Use certified material from recycle process	- Use more reusable packing at distribution centers.
Support reforestation programs	- Provide financial support to Department of Interior for the reforestation program.
Earth protection initiatives	Support organizations on activities associated with earth protection awareness, e.g., help the collection of empty milk cartons for making eco - roofs for disaster victims, use oxo-biodegradable plastic for fresh food and produce, help the collection of used mobile phone battery for recycling.



Local Corporate Citizen

- Develop** foundation programs
- Develop** solidarity partnerships
- Multiply** solidarity proximity actions

With an intention to being more than just a retailer, Big C is working to achieve its vision of being “The Marketplace in the Hearth of Community”. This is reflected also in our many CSR projects in 4 major areas such as:

1. Community Development
2. Education Development
3. Health Promotion
4. Environmental Development

1. Community Development:

Throughout the year 2014, Big C has developed many community projects as follow:

Support Community Development via the Royal Initiative Projects under HRH Princess Sirindhorn

To support the Royal Initiative Project in developing community of HRH Princess Sirindhorn, Big C proudly provided space for Phufa Royal Store at Big C Rama 4 branch.

Big C Joining Hands for Better Community 2nd Year

By following the concept of “Bottom-up CSR” to enhance more involvement between the community, Big C joined hands with local community and Ministry of Interior to seek community projects that create benefit to community. 10 selected projects will be given an opportunity to be voted via Big C Create Better Day Facebook. 3 popular voted projects would be funded in the amount of 500,000 baht for the implementation. 3 selected projects are:

- The Nursing Room for the Hill Tribes at Muzer Village, Chiangmai Province
- Big C Cleaning Water System at Khamphangpetch Province
- Garbage Bank for Recycle at Phang Nga Province

People with Disabilities

Big C, as the first and only retailer in Thailand who has created jobs for persons with disabilities exceeding the mandatory requirements by 37%, has been recognized by the Ministry of Social Development and Human Security with the following awards for the year 2014:

- Outstanding Organization on the Excellent Support to Persons with Disabilities
- Best Organization with Facilities for People with Disabilities to 11 Big C stores as follow:
 - The Best Award: Big C Leoi branch
 - The Good Award: Big C Phetchaboon branch and Big C Mahasarakram branch.
 - The Complimentary Award: Big C Nakhonsawan branch, Big C Nakhonsawan 2 branch, Big C Kanchanaburi branch, Big C Satun branch, Big C Lumpun branch, Big C Hangdong branch, Big C Had Yai branch, and Big C Sri Mahaphote branch.



Big C currently employs 339 persons with disabilities by type as follow:

- Blind 14 person
- Hearing disability 190 persons
- Moving disability 130 persons
- Mind Disability 2 persons
- Mental Disability 1 person
- Learning Disability 2 persons

Big C enhances better access to government services via Ampher Yim Activity.

In cooperation with Ministry of Interior, Big C set up a one-stop government service office in 15 Big C stores nationwide.

Enhance Capacity of OTOP Manufacturers

Big C joined with Thai Chamber of Commerce to create OTOP program, which intent to enhance the concept of growing together between local manufacturers and the stores by providing knowhow and technology for manufacturers. More than 100 manufacturers participated in the program and created 23 new business partners for the sustainable growth.

Support Government in Reducing Cost of Living among Customers

Big C cooperated with Department of Internal Trade, Ministry of Commerce to help customers to purchase products with fair price via many government campaigns such as:

- Low Price for People by MOC
- Blue Flag Food Price in Food Court
- Back to School Campaign for low price of students uniforms

Disaster Relief

Big C spent more than 2,000,000 bht to support disaster victims.

Support Local Traditions

To preserve and remain local traditional events can be considered as a part of our plan in enhancing strong community. Big C supported more than 300 local traditional events per year.

2. Education Development:

Education is a foundation of strong society. Big C Foundation has supported Thai education since 2002. For the year 2014,

Big C Foundation has dedicated to the education as follow:

- Handed over 4 school buildings valued 7.2 million baht
- Presented two years long continued scholarships for 6,002 high school students valued 18,006,000 baht
- Handed over 1 basketball court
- Donated 1.2 million baht to the project that supports development of education and quality of life for youth at Aum - Goy underprivileged area.
- Donated 280,000 baht to Thai Youth Anti - drug Campaign
- Donated 1.5 million baht to Vocational Students Build Thailand Campaign
- Donated 30 AEC book sets to schools valued 1,050,000 baht
- Donated 100,000 baht to renovate school library
- Donated water filter system to 2 schools valued 280,000 baht
- Donated 125,000 baht to schools that affected by disaster in Chiangrai province and Satun province.
- Donated 100,000 baht to Art for All Camp
- Supported 50,000 bath for traditional activities such as Children's Day and Songkran Day.

The 13rd Thailand Sign Language Competition for the Royal Cup of HRH Princess Sirindhorn

Big C joined with Ratchasuda College to organize the 13rd Thailand Sign Language Competition for the Royal Cup of HRH Princess Sirindhorn to encourage youths with hearing disabilities to develop their skill in communication. 1,500 students with hearing disabilities nationwide participated in the competition.

Big C Big Kids

The project was designed to encourage the creativity skill among kids via our store activities. Currently, there were 1,200 kids participated in.

Red Bear Survival Camp

Due to Thailand is facing major disasters, such as earthquake, fire, and flood. Big C joined with Japan Foundation, and Thai Army to organize the camp that provides knowledge to prepare for major disasters. Currently, 300 students joined the camp at Somthavil School and Big C Nawanakhorn branch.

3. Health Promotion

Due to good health of community members is a major factor of better community, Big C has worked directly and indirectly to create projects that promote health as follow;

Primary Health-Check

Big C works with Ministry of Public Health, Provincial Health Office and Bangkok Metropolitan in providing an in-store health inspection unit for customers. The basic check-up mostly focuses on diabetes, dental care, bone mass, and blood pressure.

Big C Bike Park

Big C understands the importance of exercise and environment. Hence, Big C cooperated with Bangkok Metropolitan and NCC NEO to developed Big C bicycle track and donated it to the Youth Center at Rama 8 Bridge for youth who are interested in bike exercise.

World Milk Day Activity

Big C cooperated with Dutchmill to organized activity for World Milk Day to encourage kids to realize an importance of drinking milk for their health.

Big C DNA Vegan Festival 2nd Year

To raise fund to supply medical equipment for Children Hospital Foundation, Big C and DNA Soy Milk donated proportion from the sale of DNA soy milk throughout the vegan festival. In the end the campaign generated 400,000 baht for a donation.

Blood Donation

Big C invited the Thai Red Cross Society to set up a monthly blood donation unit at Big C stores nationwide.

4. Environmental Development

Green Roof Project

To encourage consumers to recycle under the "Easy thing you can do to save the earth" campaign, Big C introduced "Green Roof" project, in partnership with Tetrapak Thailand, and FiberPattana, which are local recycle companies, and the Friends in Need (of Pa) Royal Foundation. Big C took an important role in collecting used drink cartons by providing collecting boxes at major branches of Big C Supercenter. The collected cartons will be recycled into eco-friendly foiled roofs called "Green Roof to help disaster victims". Currently Big C has provided collecting boxes in 138 branches and turned the collected drink cartons into 11,230 eco roof sheets.





Trusted partner

- Strengthen** ethical social compliance
- Support** local production channels (BQL)
- Promote** the CSR initiatives of SMEs



Apart from developing programs with isolated communities, Big C focuses on collaboration with business partners in implementing the corporate social responsibility program as we are aware that we are a retailer who is a middle person between producers or suppliers and customers. When our business partners are in alignment with our understanding and vision, this can lead Big C to achieve our vision to be the Marketplace in the Heart of the Community in a sustainable way. Big C cooperated with local farmers / producers and purchased produce directly from the farmers as part of Big C Quality Line or BQL. Our customers can select these products from approximately 100 items sold under BQL mark.

BQL Concept

Every BQL product shall pass the monitoring process of Big C to ensure that the product is safe from farm, packing house, transportation until it is in the display of Big C store. Therefore making our innovative BQL products are premium products. In addition, relationship with our business partners will be based upon following principles:

- **Business partners:** The Company had procedures for bidding, negotiation and selection of suppliers, vendors and service providers in a fair and transparent manner. A procurement committee will participate in major price consideration. The Company extended the principles for all parties to report their profit and loss in the way that the Company had specified, so to reaffirm the facts relating to the relations with the Company, Committee and/or management depending on the circumstances.



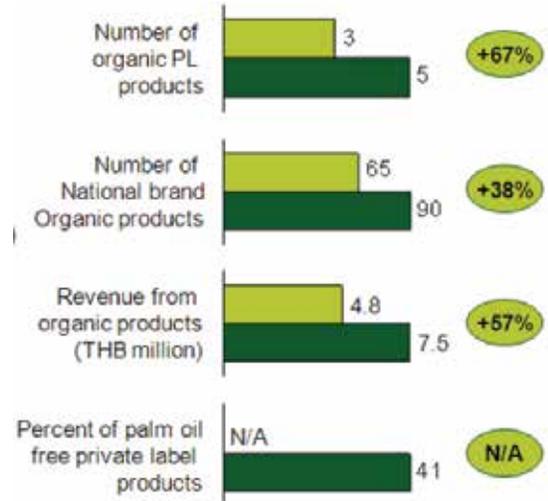
- **Creditors:** The Company strictly adhered to the terms and conditions of loans in accordance with the agreements and contracts with the creditors.
- **Competitors:** The Company conducted its operations within the appropriate framework for fair competition among competitors, and did not utilize any unfair tactics against them. The Company adhered to the principles that support free and fair trade.

Summary of Implementation Progress 2014 on Trusted Partner

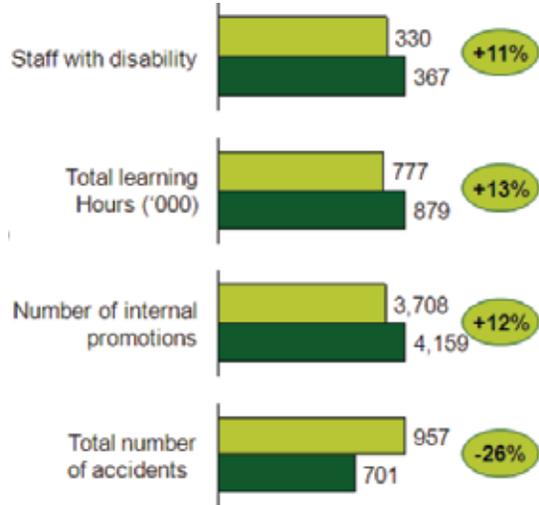
Alignment with business partner on Supplier's Charter of Ethics	- Conducted training session on Supplier's Charter of Ethics for suppliers of soft line products on Supplier Ethical Charter
Communicate on actions to fight against corruption	- All employees shall review and sign the acknowledgement on "Standard of Business Conduct Employee Pledge" once a year.
Monitor compliance with Supplier's Charter of Ethics	- Identified risk categories for further assessment and provided training for related personnel.
Promote sustainable relation with small businesses	- Provide training on GMP and GAP for key fresh food suppliers - Coordinate with Thai FDA to train SME on primary GMP requirements - Conducted fresh food audit program for 28 key suppliers
Promote sustainability with suppliers	- Support palm oil produced from non-deforestation (preparing database on source of crude palm oil), by coordinating with the Forest Trust or TFT and suppliers to identify the scope of audit done by Big C. This is started from palm oil supplied to manufacture Big C products.

Key Performance Indicators for CSR Implementation by Big C (compared 2013 : 2014)

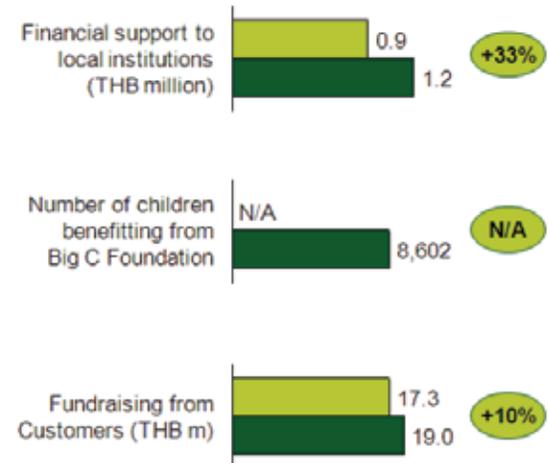
Environmentally-proactive Company



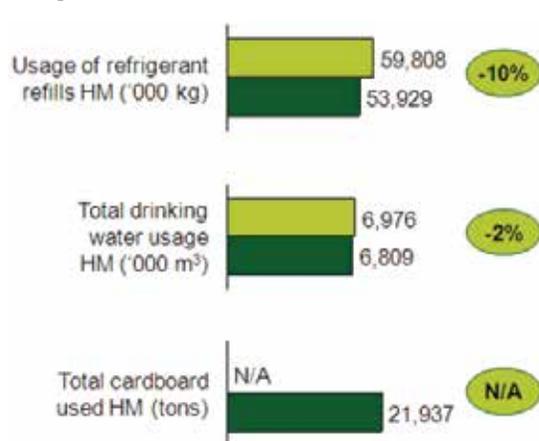
Committed employer



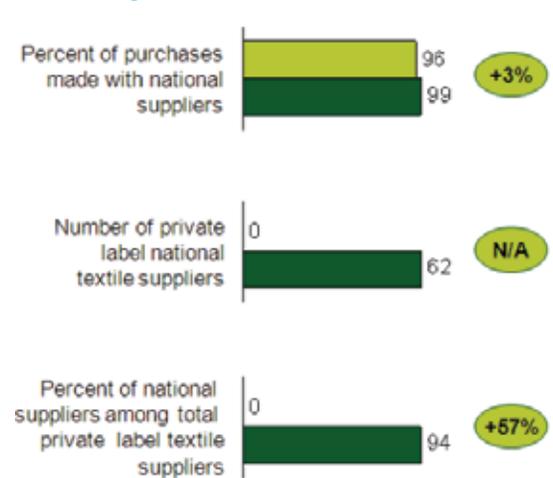
Local Corporate Citizen



Responsible retailer



Trusted partner



Remarks : ■ 2013 ■ 2014