

6.3 Good People Development

The Company is committed to fostering social and community development alongside its business growth by instilling in employees a strong sense of the “morality” and “gratitude” principles, in alignment with the vision of the founder, Mr. Somboon Kitaphanich. These principles serve as the foundation for building a robust, sustainable, and mutually supportive society across all dimensions, including education, environment, and health. The goal is to reduce disparity, promote equality, and enhance the quality of life for all sectors, empowering them to achieve self-reliance.

Furthermore, the Company encourages employees to leverage their knowledge, abilities, and skills to develop and implement beneficial activities that deliver value back to society. This is achieved through their sustained participation in various projects aimed at improving the quality of life.



Good Deeds Promotion Policy

The Company recognizes the importance of fostering processes that enable the development of surrounding societies and communities, growing together without leaving anyone behind. Consequently, the Company has reviewed and formulated various community development strategies to align with the needs of each stakeholder group appropriately. This is achieved through collaboration among the Company, government agencies, local authorities, customers, and communities, supporting the UN Sustainable Development Goals (UN SDGs).

Management Approach

Regarding managing participation and developing good people, the Company acknowledges the significance of employee participation and the development of their potential alongside social responsibility. Therefore, the Company has set a target for 100% of all employees to participate in social activities as per established goals. This initiative aims to genuinely instill a sense of responsibility and active participation in society.



Target for social activity participation

100%

of all employees

Actual social activity participation

98%

of all employees



In 2024, the Company initiated 72 social projects and activities, including blood donation, with a total of 1,981 employee participants.

“72 Smart People Activities for Sustainability” Project ”

1. The “72 Smart People Activities for Sustainability” Project

In commemoration of the auspicious occasion of His Majesty King Maha Vajiralongkorn Phra Vajiraklaochaoyuhua’s 72nd Birthday Anniversary, the Company and its employees collaboratively organized beneficial social and community activities under the **“72 Smart People Activities for Sustainability”** project. These activities were conducted as a royal tribute to His Majesty the King, aligning with the principle of **“Continue, Preserve and Build”** to foster lasting stability.

This project was created from the collaborative power of employees at all levels, who collectively brainstormed, shared perspectives, and exchanged experiences. This effort led to the development of initiatives that maximize benefits for society, communities, and the environment. The resulting diverse activities align with community needs and generate tangible outcomes, reflecting the comprehensive nature of **“Smart People”**. This project was created from the collaborative power of employees at all levels, who collectively brainstormed, shared perspectives, and exchanged experiences. This effort led to the development of initiatives that maximize benefits for society, communities, and the environment. The resulting diverse activities align with community needs and generate tangible outcomes, reflecting the comprehensive nature of **“Somboon Triple Bottom Line.”**

The Company believes that encouraging employee participation in social activities inspires collaboration skills, fostering positive change at the organizational, social, and community levels, thereby creating a more livable environment. This commitment ensures that the Company genuinely grows sustainably alongside its communities and society.

Department	Education	Traditions / Volunteerism	Knowledge and Quality of Life Enhancement	Environmental Conservation	Health and Hygiene Promotion
ICP1		2	3	7	
ICP2	1	3	2	4	2
SAT / SDS / STRON / SST /SAA		1	5	4	2
SBM	2	1	4	5	
SFT1-2			5	7	
SFT3	1	5	2	4	
Total	4	12	21	31	4

A key initiative is **“Environmental Conservation”** which aligns with royal initiatives on forest restoration and efficient water management. Employees have educated communities on waste management and utilized black sand dust from production to manufacture bricks, thereby reducing waste and promoting resource efficiency. The Company supports ecosystem conservation activities, such as collaborating with government agencies and local communities on reforestation and releasing aquatic species. Furthermore, the Company promotes clean energy by installing solar cells in temples, schools, and communities to reduce fossil fuel consumption etc.





Royal Reforestation Project in collaboration with Amata City Rayong Industrial Estate.



Aquatic Resource Conservation activities (fish releasing) and artificial fish habitat construction with Amata City Rayong Industrial Estate.

The Company also promotes **“Knowledge and Quality of Life Enhancement”** by empowering employees to create CSR initiatives that enhance community well-being. These efforts focus on empowering local leaders, residents, and youth to achieve self-reliance and generate income. Examples include kitchen garden (homegrown vegetable) projects, mushroom cultivation farms, and the donation of rotary blades to farmers, all in line with the **“New Theory Agriculture”** royal initiative, enabling self-sufficiency through efficient natural resource utilization.



Improving mushroom farms and kitchen gardens to provide lunch for students at Baan Nong Kainao School.



The “Donation of Rotary Blades to Farmers for Sustainable Social Development” project.

The Company's commitment to community engagement and strong relationships is further demonstrated by its employee volunteers who contribute to public benefit activities, encompassing both traditional customs and volunteerism. These activities include temple cleaning, providing lunch for children, donating essential items to Wat Phrabat Nam Phu, reading audiobooks for the visually impaired, painting pedestrian bridge lines, and participating in the candle procession during Buddhist Lent, etc.



Religious activities.



The "Caring for Pedestrian Bridges" activities.



Reading audiobooks for the visually impaired.

In the area of education, the Company focuses on enhancing safety and fostering a positive learning environment in schools. This is achieved through projects involving the construction and renovation of school buildings, landscaping pathways for public benefit activities, and the installation of solar-powered lighting to boost safety. Additionally, employee volunteers repair tables and chairs using the 3Rs principle to minimize waste, maximize resource utility, and enable schools to efficiently allocate budgets for essential educational needs.



Project: Repairing tables and chairs.



Project: Constructing and renovating school buildings and donating stationery.

Furthermore, **regarding health and hygiene promotion**, the Company emphasizes preventive healthcare through first-aid knowledge programs and volunteer initiatives. These include creating IV-line protection gloves, crafting pillows from plastic straws, and improving parallel walking bars at the Mab Yang Porn Subdistrict Health Promoting Hospital. These efforts aim to enhance access to healthcare services, reduce inequality, and improve quality of life, aligning with the UN Sustainable Development Goals (UN SDGs).



Renovating the exercise area for patients learning to walk at Mab Yang Porn Subdistrict Hospital

The Company aims for the **“72 Smart People Activities for Sustainability”** project to symbolize the collective dedication of all employees within the organization. This initiative is envisioned as a foundational element for the sustained well-being of Thai society, steadfastly following in the royal footsteps with profound gratitude for His Majesty the King’s immeasurable benevolence.

2. Blood Donation

The Company supports its employees in contributing to society through blood donation, recognizing it as a meaningful way to create value and extend compassion to others. In collaboration with the Thai Red Cross Society, the Company has consistently organized annual blood donation for its employees over the past 26 consecutive years. In 2024, a total of 182 employees, executives, and suppliers collectively donated 75,000 cc of blood. This reflects the Company’s unwavering commitment to promoting good deeds and contributing to society.

