

# CENTER of LIFE

Center Of Community



**Preecha Ekkunagul**  
*CEO & President*

Napararat Sriwanvit  
*CFRO*

Nattakit Tangpoonsinthana  
*EVP*

Present to  
SET Sustainability Award  
2018 Committee  
18.09.2018



# AGENDA

- **Sustainability strategy development**
- Executives' role in driving SD
- SD execution
  - Disruptive technology
  - Climate change
- Creating shared value
  - Uplift transparency and anti-corruption within industry
  - Build community wealth & well-Being



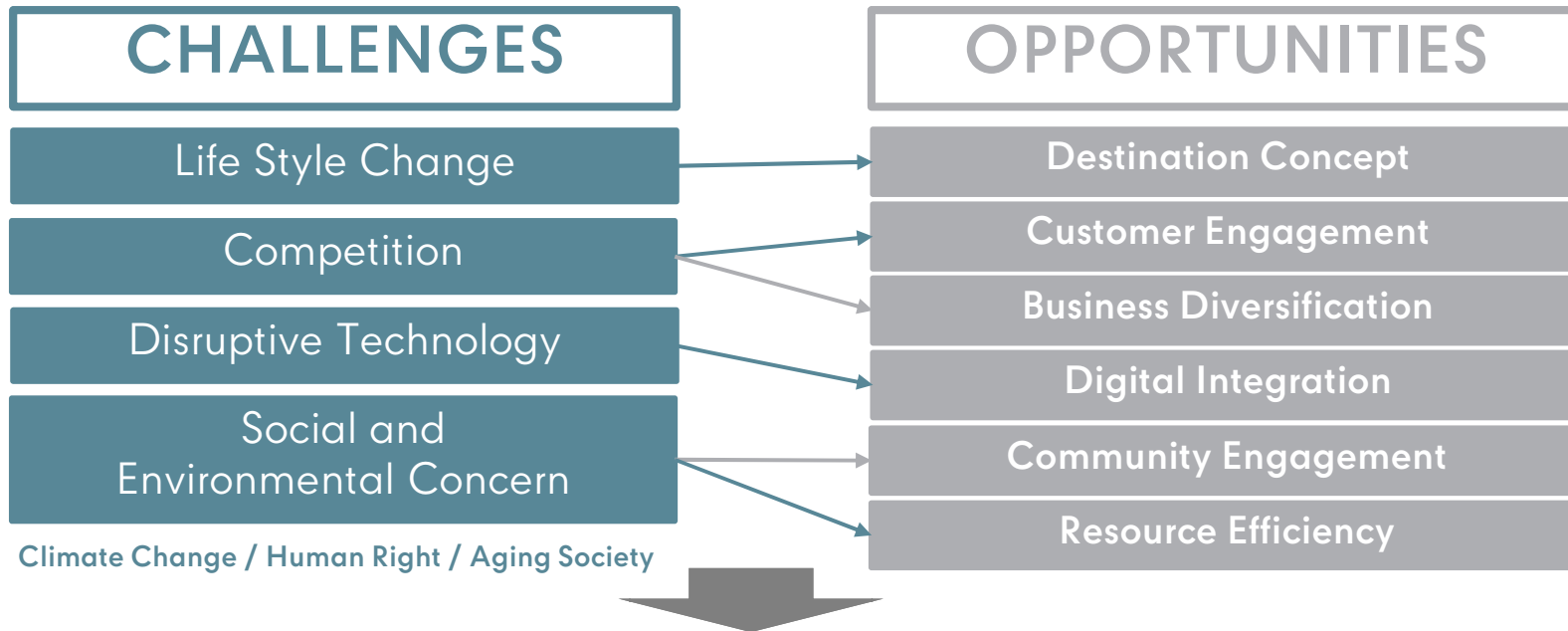
Central Plaza Ayutthaya

“... CPN จะไม่ใช่แค่ศูนย์การค้า  
แต่ต้องเป็นที่ให้คนมาใช้ชีวิต..”

ดังนั้นความยั่งยืนของ CPN  
คือ**การที่ลูกค้า และชุมชน**  
**พึงพอใจ ประทับใจ และรู้สึกผูกพัน**  
ดังมีเราเป็นส่วนหนึ่งของชีวิต



# Align SD with CPN Strategic Direction



## Center of LIFE strategy

-  Center of **COMMUNITY**
-  Center of **CUSTOMERS LIFE**

# Center of LIFE strategy

center of community  center of customers life

- New retail destination
- Existing mall enhancement
- New development format
- “Destination” concepts

## NEW RETAIL DESTINATION

customer

- Investment diversification
- Geographical diversification
- Develop new business ecosystem

## DIVERSIFICATION

shareholder / partner

## PORTFOLIO MANAGEMENT

customer / tenant / community

- Customer engagement ;  
marketing and merchandizing
- Community engagement ;  
environmental concern and social integration
- Tenant development  
SME & local operator development

## OPERATIONAL EXCELLENCE

employee

- Talent development;
- People engagement
- Digital culture
- SD culture  
environmental and social concerns



PROPERTY  
DEVELOPMENT  
& INVESTMENT  
A Member of Central Group

# CPN Aspiration in 2022

Leader in  
**THAILAND**

- **Top 5** in SEA by Revenue & Profitability
- Presence across SEA countries
- Revenue **13% CAGR**

FINANCIAL

NON-FINANCIAL

**Current**  
48 assets  
31 Bn THB Revenue  
Mkt Cap 370 Bn THB

- Become an integral part of customer's life
- Improve communities' livelihood and well-being
- Become an employer of choice
- Increase energy efficiency by 20% \*
- Increase recycled water to 20% \*

TOP 5  
Significant  
diversified regional  
developer in  
**SOUTHEAST ASIAN**

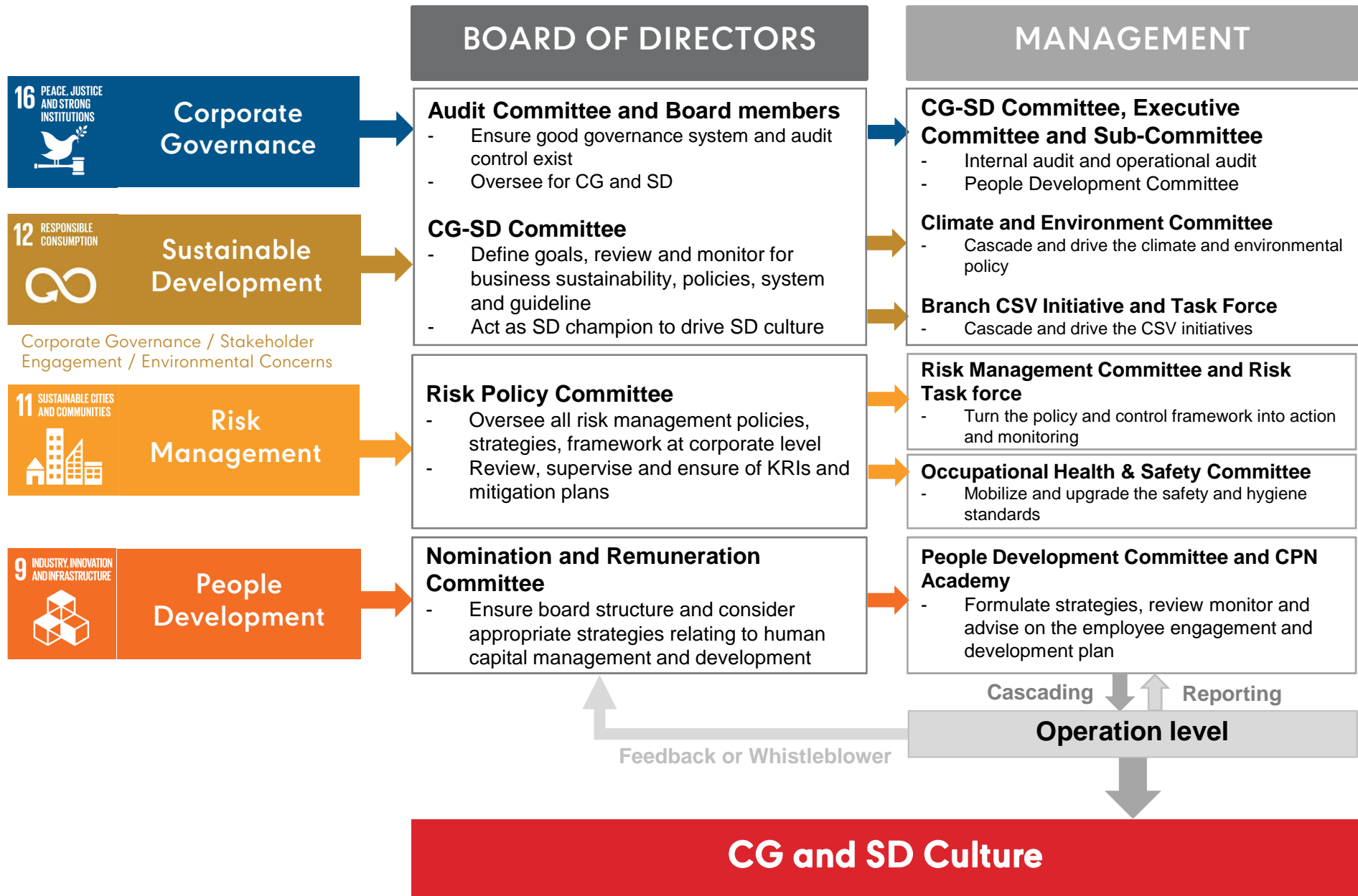


\* By 2025 and compared to base year 2015

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# Executive Role in Corporate Governance

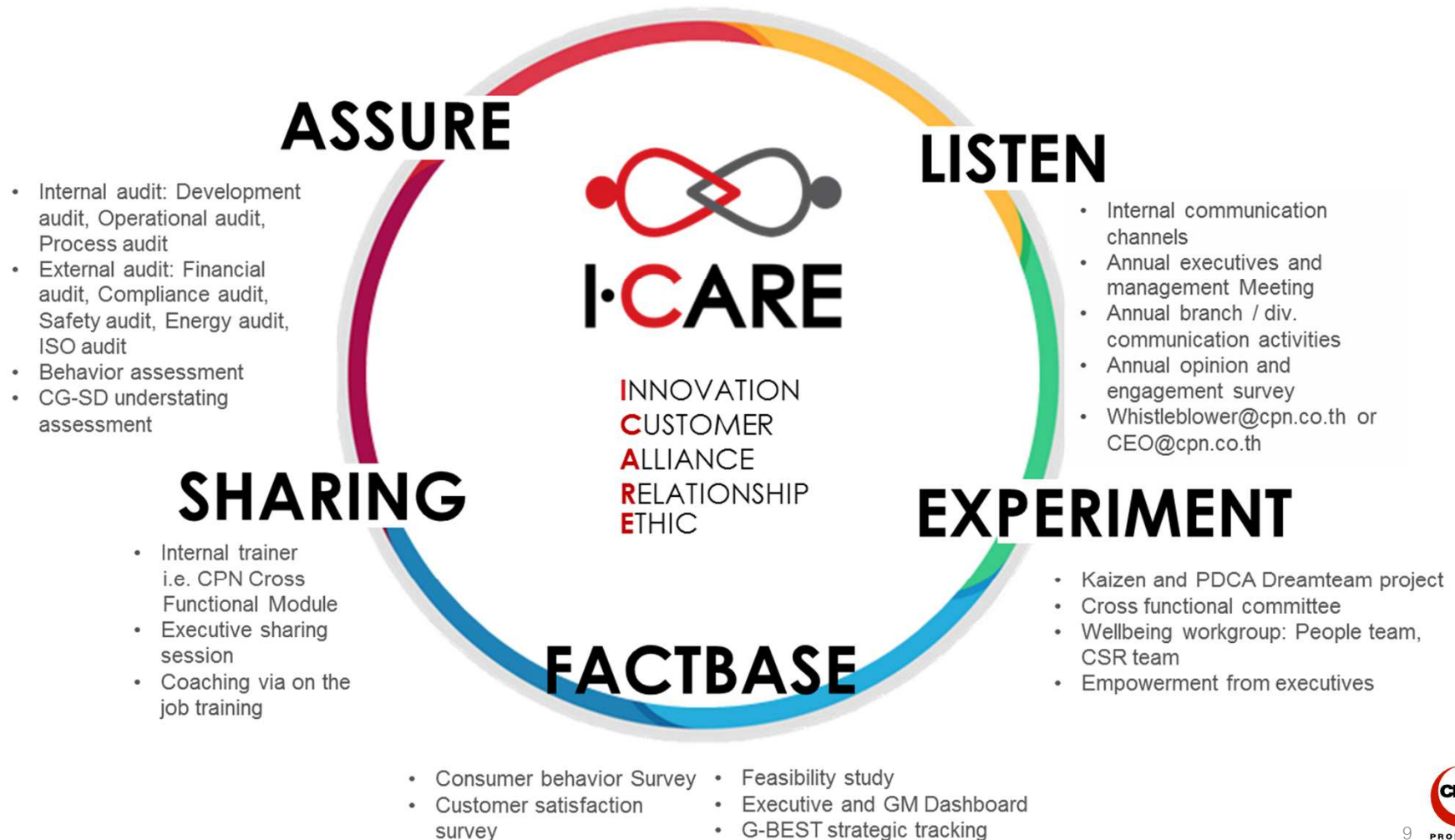




# CG and SD Culture

## CG Principles

- Honesty and transparency
- Fairness
- Open-mindedness
- Adherence to commitment
- Equitable treatment
- Responsibility toward society



# CG-SD Role Model






## ENFORCEMENT

### Policy and Principle Driven

- No Gift Policy
- Cashless Payment Protocol
- Transparency and compliance policy
  - Internal and operational audit
  - Internal control
  - Bidding committee
- Integrate Financial with SD KPIs

## REINFORCEMENT

- Set Tone at the Top
- Sharing Practices and Core Values
- **SD Champion commitment and practices**
- Review Code of Conduct
  - Revised Board of directors' role, Anti Corruption and Insider trading policy
  - Add more qualification of Board of directors

SD Champions	SD Champions' Commitment
	Alternative resources and construction management
	Operational efficiency and CSV execution
	Community activities and local engagement
	SME and local operator development
	Corporate governance and supplier engagement

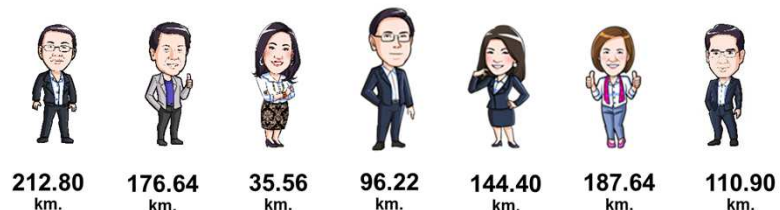
## #CPNSDChallenge #CPNStep2Share

<http://services.cpn.co.th/CPNSDChallenge/loginrun.aspx>

เดิน / รัง → บันทึก → ส่งผล → บริจาค → ทำกิจกรรมอาสา

ระยะทางทั้งหมด **117,792** กิโลเมตร

เดิน/วิ่งมาแล้ว 33 วัน เวลารวม 792 ชั่วโมง  
จำนวนผู้เข้าร่วม 1,674 คน  
จำนวนเงินบริจาค 588,960.95 บาท

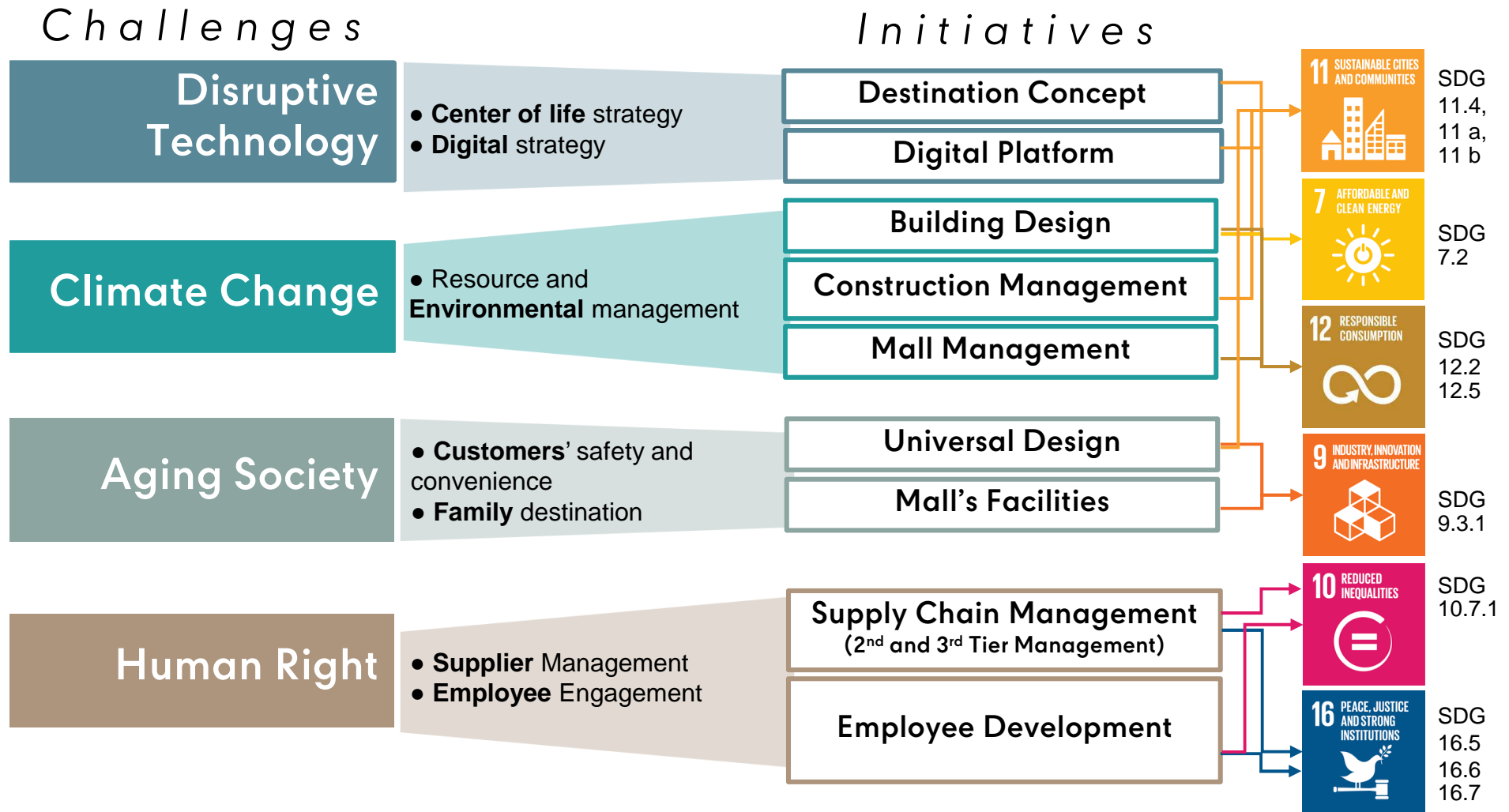


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# Challenges and Materiality



# Disruptive Technology



## Center of Life Strategy

Destination Concept and Partnership

## Digital Strategy

Customer Service / Tenant Service /  
O2O Platform / Commercialized Application

# DESTINATION CONCEPTS

## FOOD DESTINATION



Food Patio @ CentralPlaza Bangna



Food Ville @ CentralFestival EastVille



Eatalay @ CentralPlaza Mahachai



Krungthep Thara @ CentralWorld



Durian Festival @ CentralWorld



Wongnai User's choice @ CentralWorld,  
Central Plaza Nakhon Ratchasima



# DESTINATION CONCEPTS

## FAMILY DESTINATION



Fun Planet @ CentralPlaza, CentralFestival



Aquaria @ Central Phuket



Playground @ CentralFestival EastVille



Pororo Waterpark  
@ CentralPlaza Bangna



Train Ride for kids  
@ CentralWorld  
CentralPlaza  
CentralFestival



Activities for Elder and Family  
@ CentralWorld  
CentralPlaza  
CentralFestival



Wheelchair and Slope path  
@ CentralWorld  
CentralPlaza  
CentralFestival

# DESTINATION CONCEPTS

## FASHION DESTINATION

O2O - Online Fashion Brands to Offline Stores



High Fashion Meets Local Pride Texture





# DESTINATION CONCEPTS

## SPORT DESTINATION



Sport shops



Fitness Center



Sport Anchors



Sport Activities and Events @ CentralWorld / CentralPlaza / CentralFestival



Daily Exercise Activities for Kids, Family and Friends

# DESTINATION CONCEPTS

## CO-WORKING DESTINATION

### Think Space



### Co Working Space & Rest Area

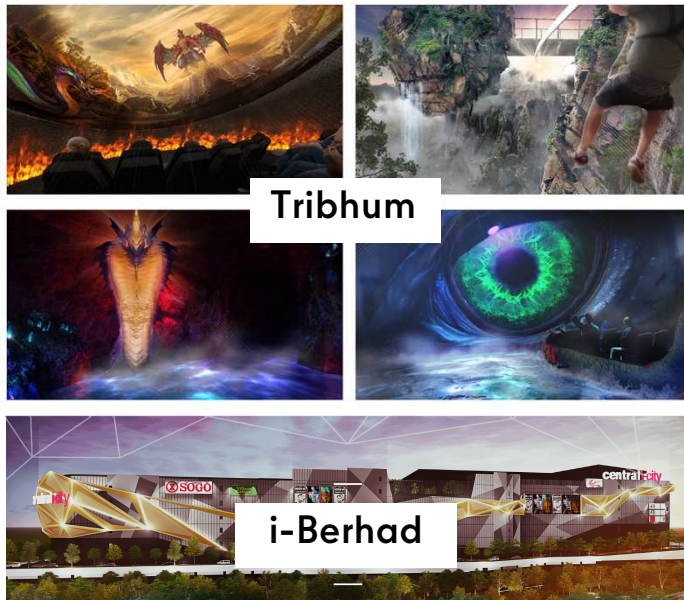


### Creative Maker Destination @ CentralWorld



# PARTNERSHIPS

## Business Partner



IKEA, DUSIT, AQUARIA and etc.

## Government



## Tenant & Young Entrepreneur

**CPNlead:** CPN Leading Entrepreneur Advanced Development Program, the 2<sup>nd</sup> year. Gain knowledge & know-how from professionals within industry and experience real business operation in prime location.



# DIGITAL PLATFORM

## Customer Service

Cashless Society / Personalize Promotion / Intelligent parking Application



## CPN SMART Application

Tenant Application / Procurement Web



## O2O Platform

Fiber Optic Infrastructure / Integrate with JD.co.th



## Commercialized Platform

LED Façade



# Climate Change

Apply Alternative Resources System  
Operate Mall Efficiency  
Implement 4R in Construction Management  
Enhance Community and Employee Involvement





**Strong Commitment in  
ENVIRONMENTAL  
and Climate Change resilience**

**-15%**

By Y2021

**Reduce Direct and Indirect GHG Emissions per unit area  
Reduce Energy Consumption per unit area**

**Increase Recycled Water  
of total operation**

**+20%**

By Y2021

**- 5%** **Reduce Waste**  
By Y2019 **per footfall**

# Alternative Resource Management

## Clean Energy:

Target 15 sites by 2019

6 New installation by Y2018.

6 More new on progress, plan to complete by Y2019



## Expected 10% reduction

for CPN usage only (compare same store)



# Alternative Resource Management

## Recycled Water System

**Target 26 sites by 2020**

10 New installation, plan to complete by Y2019.

9 More new are under studied and plan to complete by 2020.



## Expected 5% reduction

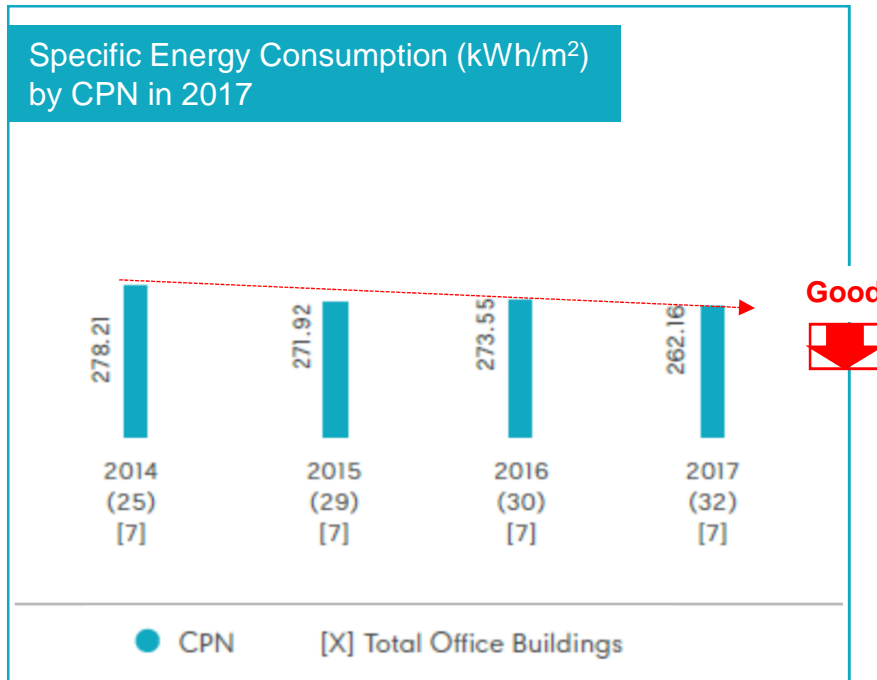
for total CPN, tenant and shopper usage (compare same store)



# Excellence in Resource Management

## Energy Efficiency Management

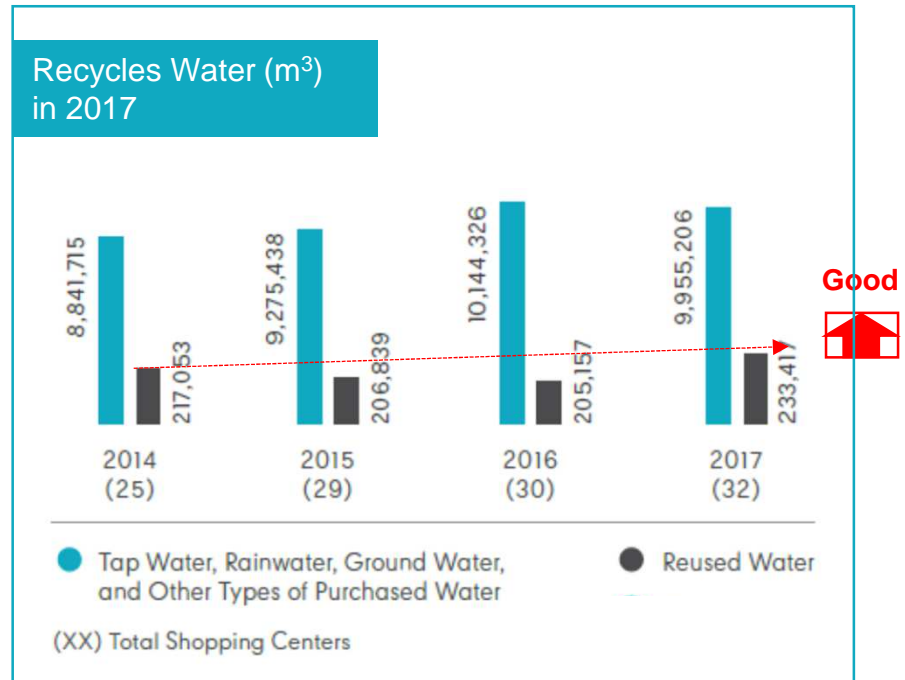
High Efficiency Chiller and LED Lighting Technology



Energy consumption per usage area (lesser is more efficiency)

## Water Efficiency Management

Water Conservative Awareness



Volume of reused and recycled water for mall operation (higher is more efficiency)



# 4R Management

Reduce / Reuse / Recycle / Responsible

## Responsible Consumption



Façade at CentralPlaza Salaya were decorated by aluminum composite fabrication with perfectly fit die-cut technique. There was zero waste from this design and technique.

Feature from CentralPlaza Rama 3 after renovation move to redecorate and installed at CentralPlaza Mahachai



@ CentralPlaza Rama 3



@ CentralPlaza Mahachai



### More examples;

- Reuse screw piles for temporary fences and billboards
- Apply wood, vinyl and slings as temporary walls when renovation
- Apply pixel tile technique for exterior tile work
- Relocate electric transformers for construction

# Community & Employee Involvement



**Central  
GREEN**  
เซ็นทรัลทำ

Cover

**1,500** km<sup>2</sup>

Communities  
involvement

**655**

Volunteers  
(Count only CPN)

**2,728**

Volunteer  
hours

As of July 2018

Photo from CentralPlaza Bangna, CentralPlaza Westgate,  
CentralPlaza Chaengwattana, CentralPlaza Nakhon Ratchasima

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@ CentralPlaza Nakornratchasima



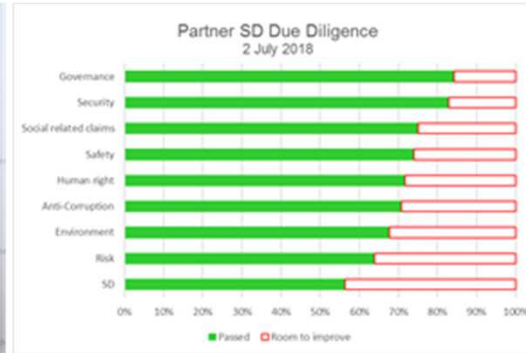


# **POLICY AND PRACTICES AGAINST FRAUD AND CORRUPTION**

# Practices against Fraud and Corruption

## ESTABLISH & EXTEND

- Certify CAC
- No Gift Policy
- Cashless Payment Protocol
- Code of Conduct for Employee, IR, Supplier
- Partner Engagement Meeting
- 1-on-1 Executive Meeting with Supplier
- Partner SD Due Diligence Survey



**Top 3 :**  
Governance  
Security  
Social claim

**Bottom 3:**  
SD  
Risk  
Environment



# COMMUNITY WEALTH & WELL-BEING

**Community Development**  
(Wealth / Health / Pride / Mindfulness)  
**Tighten Family Bonding**



# Build Community Wealth

Marketing strategy for creating community's wealth



**PROMOTE:** Community Products / Community Activities / Community Culture

**COVERAGE:** more than 700 communities, 42 provinces, generate almost 1,000 million Baht to communities per year



@ CentralPlaza Udonthani

@ CentralPlaza Chonburi

@ CentralPlaza Suratthani

@ CentralPlaza Bangna



# Build Community Wealth

Ceramic Product @ CentralPlaza Lampung



# Build Community Wealth

Nana Banana @ CentralPlaza Phitsanulok



central plaza

Food

Lifestyle

Pet

Fashion

Healthy

**NANA BANANA 4.0**

23-27 มิ.ย. 60

ลานโปรโมชั่น ชั้น 1

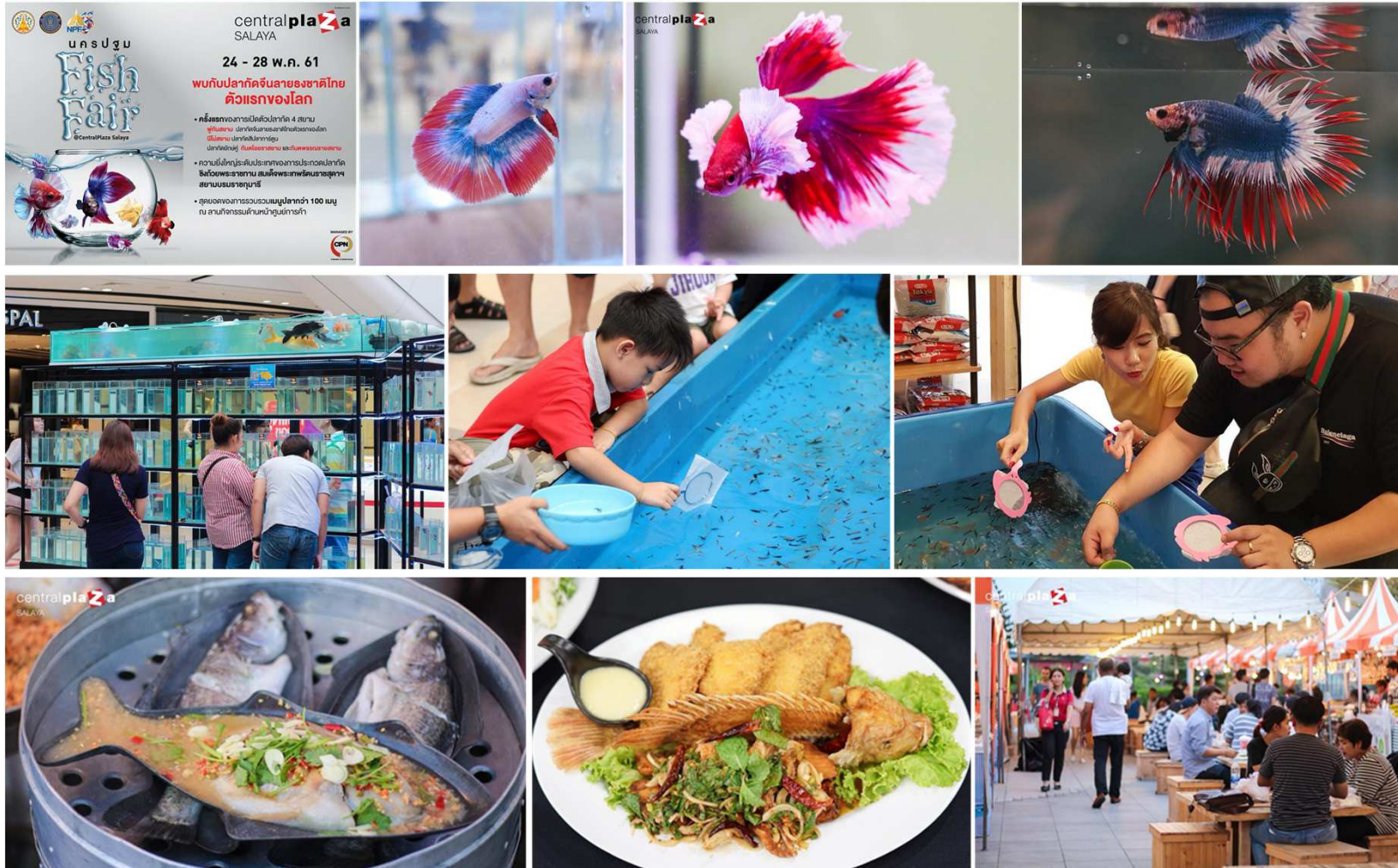
ศูนย์การค้าเซ็นทรัลพลาซ่า พิษณุโลก

ชิม | ช้อป | ชม



# Build Community Wealth

Nakhon Pathom Fish Fair @ CentralPlaza Salaya



# Build Community Wealth

Nonthaburi King of Durian @ CentralPlaza Westgate





CentralPlaza Suratthani



CentralPlaza Nakhon Ratchasima



CentralPlaza Salaya

# Build Community Pride

Community's identity as Principle in Design and Construction



CentralPlaza Chiangrai



CentralPlaza Mahachulalongkornrajavidyalaya

# Build Community Pride

Chaiya Boxing @ CentralPlaza Suratthani



central plaza เซ็นทรัลพลาซ่า

INTERNATIONAL  
**ชैया**  
BOXING 2018

ศิลปะการต่อสู้อันเป็นเอกลักษณ์  
ของจังหวัดสุราษฎร์ธานี

16-17 มิ.ย. 61

- โชว์ชกมวยไชยาแบบโบราณ
- มวยคู่พิเศษ ชกจริง เจ็บจริง
- โชว์สเต็ปมวย คาราคัง ปะทะ นักมวยดัง

MANAGED BY  
**CPN**  
A Member of Central Group



INTERNATIONAL  
**ชैया**  
BOXING 2017

ศิลปะการต่อสู้อันเป็นเอกลักษณ์  
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ชมฟรีทั่วประเทศสุดยิ่งใหญ่  
โดยมีชมกว่า 1,000 คน

ชมมวยไชยาประเพณีนาบาราศี  
6 - 11 JUNE 2017



# Build Community Pride

International Drum @ CentralPlaza Lampang



# Support Community Well-being

**MINDFULNESS:** Get closer to merit and ease to listen to sermon outside temple



**HEALTHY:** Bring family and community to workout together





# Social Integration for Well-being

## Provide Service for Special Needs

Intelligent parking



Lady parking



Transportation hub



Children restroom



Children cart



Wheelchair



Prayer room

# Family Destination

Bonding every generation in one place  
Memorizing valuable time together



Photos from CentralPlaza Lampang, CentralPlaza Mahachai, CentralPlaza Nakhon Sri Thammarat, CentralPlaza Salaya, CentralFestival EastVille

# ESG Performance 2017

## Center of LIFE Strategy



### GROWTH

New Retail Destination  
Diversification



TARGET 2018

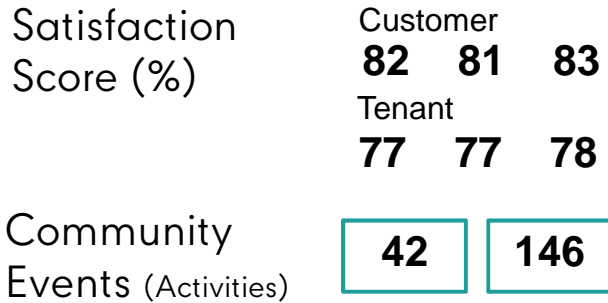
**20%**  
Growth

TARGET 2022

**13%**  
CAGR

### PORTFOLIO MANAGEMENT

Customer and Tenant Engagement  
Community Development



**85**

**80**

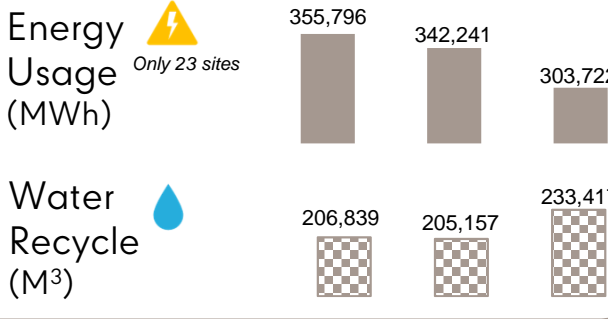
**160**

**> 85**  
Satisfaction Score



### OPERATIONAL EXCELLENCE

Energy and Water Efficiency



**2%**  
Same Store Reduction

**5%**  
of total water consumption

Y 2025

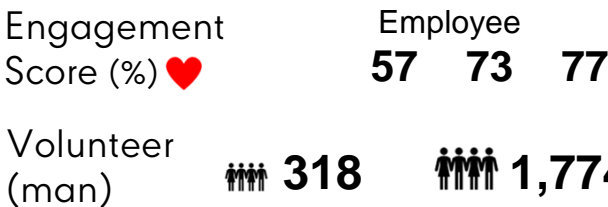
**20%**  
Energy efficiency

**20%**  
of total water consumption



### PEOPLE

Employee Engagement



**80**

**5,000**  
Volunteer hours

**> 80**  
Engagement Score





# THANK YOU

