

Message from the Chairman

Numerous business challenges arose in 2020, including all the global economic and supply chain disruption stemming from the COVID-19 pandemic. Additionally, other factors such as a US-China trade war, continued Thai Baht exchange rate appreciation, and persistent high levels of air pollution all had a negative impact. Furthermore, a “New Normal” lifestyle emerged which focused on hygiene, social distancing, and working-from-home which became dominant trends in influencing consumers to change behavior and switch substantially to online shopping, thus greatly intensifying online trade competition.

However, amid a crisis lies opportunity, so as always S&J remained resolute in seeking ways to create new business opportunities both locally and overseas. Hence, the Company utilized own-developed innovations to attract new customers and fulfil consumer needs, along with offering impressive service that continued to win customer loyalty. Consequently, S&J still attained both growth and profitability to maintain corporate sustainability during a period of significant business challenges. Furthermore, the Company successfully diversified its portfolio by creating a new line of urgently needed hygiene products for both domestic and international markets. Additionally, it stood firm on its commitments to be social responsible by donating many of these new products to numerous hospitals as well as government agencies.

Moreover, S&J received a rating of “Excellent” for a third consecutive year under the Corporate Governance Assessment Report for Listed Companies 2020. This was achieved by having a level of continual transparency that reflected principles of good corporate governance, and at the same time demonstrating business integrity with a sustainable development approach. Also, there was concern shown for all stakeholders by pursuing economic success together with responsibility to society and the environment. Additionally, for the seventh successive year the Company received an award from the Stock Exchange of Thailand under the Thailand Sustainability Investment Awards 2020 category. Not surprisingly, the Company took great pride in being the only consumer product manufacturer to win these combined awards.

On behalf of the Board of Directors, I would like to extend our thanks to all shareholders, customers and business partners for their confidence, trust and support shown at all times. Also, we greatly appreciate the best efforts of all executives and employees who worked at the maximum to benefit both shareholders and customers, at the same time as providing greater sustainable growth for the Company.



(Mr.Boonkiet Chokwatana)

Chairman