

Message from the Chairman



In 2024, regions around the world continue to encounter various economic and political challenges, contributing to the global economy's slowdown due to various factors such as trade and political policies, tariff measures, and inflation in various countries. This included ongoing geopolitical conflicts and fluctuations in foreign exchange rates, which have resulted in bearing high-cost burdens in various aspects, and in turn affect the purchasing power of consumers both domestically and internationally.

However, consumers have adjusted their behavior, seeking high-quality products at affordable prices. Cosmetic products, in particular, remain in demand, with consumers continue to have a growing demand consistently. Additionally, the Gen Z consumer group also places significant importance on enhancing their personality and boosting their confidence through cosmetics, as well as the increasing trend of online shopping behavior in response to the speed of the current consumer needs, presents a great opportunity for the company to produce products that truly understand and meet customer demands by offering high-quality products at reasonable prices. This includes introducing various innovations to satisfy consumers and creating opportunities to expand the customer base both domestically and internationally. It also involves building business partnerships with stakeholders and operating with transparency throughout the supply chain, in line with good corporate governance principles.

Furthermore, the company has operated with adherence to the principles of sustainable business growth while being responsible for society, community, and the environment and consistently engaging with all stakeholders for over 16 years. This has led to receiving the "Thailand Sustainability Investment 2024" award, also known as the "Sustainability Awards". The company has also achieved the SET ESG rating at an "AA" level, as assessed by the Stock Exchange of Thailand. In addition, for the seventh consecutive year, the company has consistently been recognized in the Corporate Governance Report of Thai Listed Companies (CGR) for 2024, awarded by the Thai Institute of Directors (IOD).

On behalf of the Board of Directors, I would like to express our sincere gratitude to our shareholders, business partners, and all stakeholders for their trust, confidence, and continuous support. We also extend our appreciation to the management and all employees for their contributions in driving the company's operations, enhancing economic value, and generating positive impacts on society and the environment through good corporate governance, and driving the company toward even greater sustainable growth.

Mr. Boonkiet Chokwatana
Chairman