

# CENTRAL TIMES



## CENTRAL GROUP HEADS THE DIGITAL LIFESTYLE RACE ON THE GLOBAL STAGE

Central Group, long a leader in lifestyle and services, has kick-started a major transformation through its new strategy "New Central, New E-economy" to revolutionise today's practice. Central Group aims to create new business from data and technology to excel in this digital era, reaffirming its emphasis on innovation and maintaining its position as the trendsetter of the industry.

Tos Chirathivat, executive chairman and chief executive officer of Central Group, in May 2018 laid out a five-year strategy, during which a best-in-class omnichannel ecosystem will be developed across all businesses. This will create a frictionless blend of online and offline activities and services underpinned by cutting-edge technology.

There are three strategic building blocks that will guide the way to Central Group achieving Tos Chirathivat's vision, namely (1) the Data building block, (2) the Loyalty & Personalised Experience block, and (3) the Omnichannel Platform.

**THE DATA BUILDING BLOCK** will see all extended data from all business units entered into a cloud-based data lake. From here a deep insight into customer behaviour will be obtained, enabling the group to provide a superior experience for customers.

To help achieve its digi-lifestyle strategy, Central Group has formed a 17.5 billion baht (USD536.5 million) joint venture with Chinese e-commerce giant JD.com to establish JD Central.

The group successfully launched JD Central in July and the feedback has been very positive. JD Central is providing new customer experiences such as availability of authentic products and timely delivery, so that a customer placing an order in the morning can expect to receive the goods on the same day.

Another essential element of the group's new strategy is The 1, the group's loyalty platform with over 14 million members, covering over 20 percent of Thailand's total population.

The second block, **THE LOYALTY & PERSONALISED EXPERIENCE BLOCK**, will operate through The 1's new



lifestyle platform to tighten customer relationships, providing more closely and timely personalised solutions and services.

By 2020, The 1 aims to accomplish a major business transformation to become a holistic customer lifestyle platform, providing the best-in-class loyalty programme for both Central Group and its partners.

With highly innovative technologies, a very large database, and expertise combined, The 1 has become a powerful loyalty solution provider. The group's business units and various partners from different industries can utilise and grow opportunities in one extensive ecosystem of loyalty.

The 1 will be not only the best loyalty platform in Thailand but also a strategic enabler to drive Central Group business and that of the group's partners to serve customers in the new and challenging digital economy.



The last block is **THE OMNICHANNEL PLATFORM**, which will develop the group's businesses by seamlessly connecting offline and online shopping, anywhere, at any time.

The strategy is already well underway, and progress is set to accelerate. New services have been launched, to name a few:

### CLICK & COLLECT

Along with the countrywide store network, the group has online webshops for all of its businesses, providing the convenience and ease for customers to shop anytime, anywhere. This gives freedom for the customer to simply choose to have their goods delivered directly to them, or use the Click & Collect service to collect their products directly in the store without waiting for product delivery to their homes.

### CHAT & SHOP

Chat & Shop service allows customers to chat, ask questions, get advice and purchase their products through a personal shopping assistant via the LINE application. This offers the next level of shopping experience, with the physical benefits of the store, the convenience of the digital platform, powered with personal touch of the advice element from the shopping assistant.

### E-ORDERING

Store staff can provide more information to customers with tablets that allow them to supply the customer with full product information, product reviews, and an even wider product range online than the stores. This best service provides everything the customer could ask for in the purchasing process. Even if there are products not available at that store, product availability across the network can be checked and delivered to the customer.

As the innovative and extensive ecosystem continues to evolve and taps into other aspects of lifestyle, millions of customers will benefit from every aspect, from personalised shopping and lifestyle content to seamless omnichannel experience via mobile applications and all physical and digital touchpoints.

Central Group will continue to be the leader in lifestyle and services through digital innovations to better the nation's economy as well as being able to race ahead on the global stage.

# CENTRAL GROUP VISION

**“CENTRAL GROUP WILL LEAD THE RETAIL AND SERVICE BUSINESS OF THAILAND ONTO THE WORLD STAGE, WHILE BRINGING DEVELOPMENT TO LOCALITIES AND PROVINCES IN THE COUNTRIES EXPANDED TO, AS WELL AS DRIVING THE ECONOMY FORWARD TOGETHER.”**

TOS CHIRATHIVAT, EXECUTIVE CHAIRMAN AND CEO



My grandfather and father grew our business with two simple ideas in mind: deal honestly with people, and work hard to provide customers with exceptional products and services. These ideas remain at the heart of our success today, even as we have grown larger and more successful over the years.

We are extremely proud to have been part of Thailand’s economic and social development over the 71 years of our history, and as the number one retail and service business in Thailand. We are now expanding beyond Thailand with strong presence in Europe and Vietnam and will continue to make “Central” the centrality of everyday life for customers in every market we are in.

This year is set to be another significant milestone of Central Group, the start of what will be the next chapter

of Central Group’s history, with New Central, New E-conomy as our new motif.

Beyond our physical presence being the centrality of the customers’ everyday life, we also aim to become the leader in digital lifestyle platform by embracing technology and innovations to deliver superior customer experiences and inspire lifetime loyalty.

The long-term goal of Central Group is to develop business in parallel with the development of the country by being a pioneer in bringing prosperity to localities and provinces of every country that our business expands to, helping to develop people and communities and driving the economy forward together.

## ONE FAMILY’S VISION

WITH OUR EYES CAST FIRMLY TO THE FUTURE, CENTRAL GROUP CONTINUES ALONG THE PATH OF OUR FOUNDER’S DREAM. “OUR SUCCESS GREW OUT OF OUR DETERMINATION TO BRING THAILAND INTO THE MODERN WORLD. WE ARE COMMITTED TO CONTRIBUTING TO ITS PROSPERITY AND ENHANCING THE QUALITY OF LIFE OF ITS PEOPLE.”

SAMRIT CHIRATHIVAT, FOUNDER OF CENTRAL GROUP

## THREE CORNERSTONES FOR POWERFUL AND GROWING RETAIL BUSINESS

Central Retail Corporation (CRC) is the largest business unit under Central Group, its competitive advantage coming from a combination of dominant brands, modern systems, and experienced, talented people.

CRC’s businesses can be grouped into three major categories.

### FASHION RETAIL

Fashion business is a foundation of Central Department Stores, the founding brand. As the leading department store in Thailand, Central Department Stores never stops improving and introducing new ways to enjoy shopping, and transcends generations, speaking to everyone from the seniors through to moms and dads, and the youngest of the young generation.

When it comes to department stores, Robinson Department Store is the largest in terms of number of stores in Thailand, its popularity driven by its extensive coverage nationwide and an offering of products and services that are response to customers’ lifestyles and needs.

SuperSports provides a whole world of sporting goods and equipment as the disputed no. 1 in sports in Thailand, and PowerBuy is Thailand’s largest electronics retailer. CRC is also exclusive operator of Marks & Spencer and Muji in Thailand.

In the realm of online shopping destinations, Looksi is Thailand’s number one online fashion destination, curating over 50,000 products from 650 renowned local and international brands, including its own private label fashion collection.

### HARDLINE BUSINESS

Central Hardlines Group pioneered Thailand’s home improvement market and brought specialty stores to an advanced level. The businesses include OfficeMate, Thailand’s leading office supplies specialist; Power Buy, a leading retailer of electrical appliances, IT products, mobile phones, gadgets and electronics products with 90 branches nationwide; B2S, the country’s top

entertainment and stationary store; and MEB, for interactive e-books.

Baan & Beyond, the country’s first home improvement department store, while Thai Watsadu is Thailand’s premier one-stop shopping retailer for home improvement and DIY, while Baan & Beyond is focused on home furnishing and decoration.

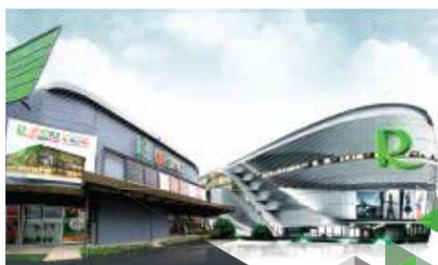
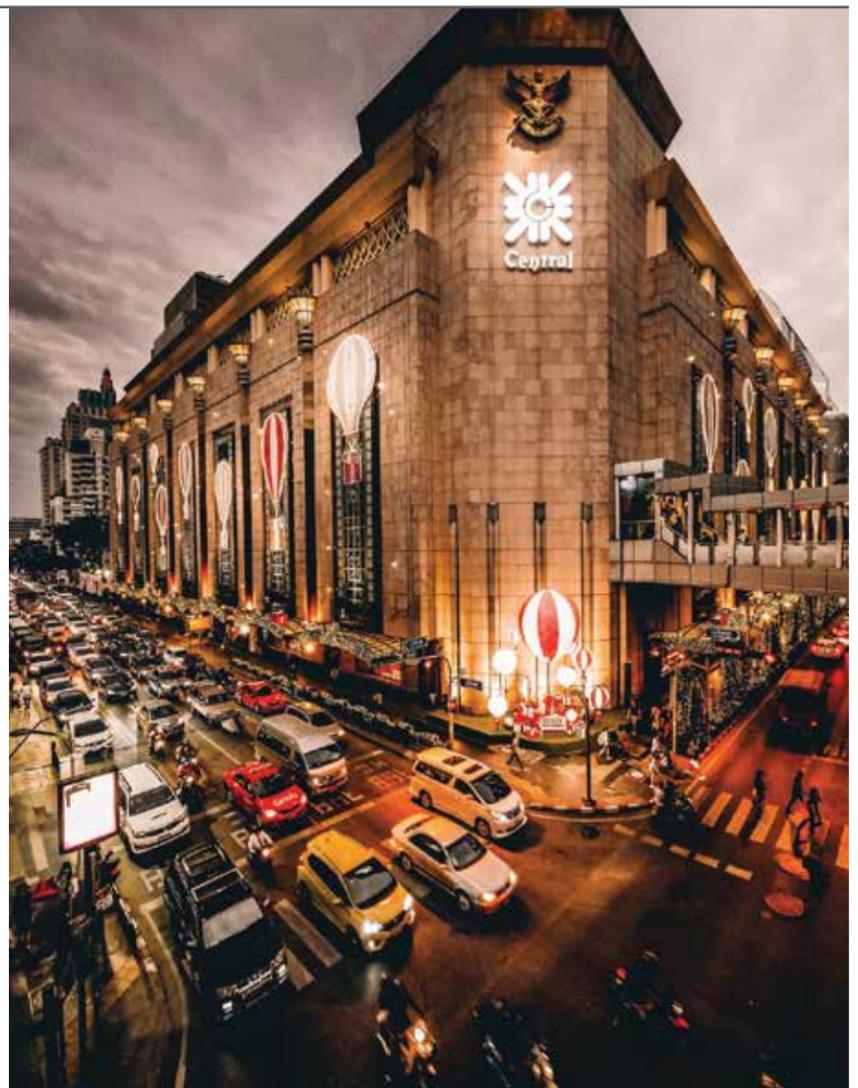
### FOOD RETAIL

A comprehensive group of consumer goods retailers, Central Food Retail Group offers household merchandise in extensive retail formats to suit all consumer segments’ needs.

In Central’s shopping malls, Central Food Hall provides the most exquisite and exclusive selections from around the world. The food retail business includes Tops Market, a premium international supermarket with choices for every lifestyle, while Tops Superstore has extensive choices and quality products at great value.

In the quality special market sector, Wine Cellar is Thailand’s finest wine shop, Segafredo supplies Italy’s most desired coffee, and Eathai, located in Central Embassy, is the best and most comprehensive offering of Thai food anywhere in the world.

CRC has in recent years added FamilyMart, the country’s second largest convenience store chain, to its portfolio. Also recently added is Matsumoto Kiyoshi, the leading health and beauty store from Japan.





A glittering portfolio of heritage department stores in three European countries together with premium megastores in Thailand

Central Luxury Collection is an important element in Central Group's strategy to become a truly international company, for its European achievement is to bring together a collection of historic luxury department stores located in the centre of many of Europe's oldest and grandest cities.

Having acquired a significant presence with premium stores in Italy, Denmark and Germany, the group is investing in each of the brands to reposition them firmly in the fast changing luxury retail environment, using its own retail experience while preserving the history and the heritage of the stores.

Central Group owns three luxury department store companies in Europe, namely Italy's Rinascente, Denmark's Illum, and The KaDeWe Group, which owns three of the leading department stores in Germany: KaDeWe in Berlin, Alsterhaus in Hamburg and Oberpollinger in Munich.

The move into Europe began only in 2011, when Central Group acquired Rinascente.

Rinascente had opened its first store in 1865, and has built a reputation throughout Italy for its selection of prestige brands of men's, women's and children's collections, luxury accessories and cosmetics. Rinascente has 10 branches in total, with two flagship stores in Milan Piazza Duomo and Rome via del Tritone. Central Group opened the flagship store in Rome late in 2017. Located on the corner of Via del Tritone and Via dei Due Macelli, between the Spanish Steps and the Trevi Fountain, the store is housed in an historic



RINASCENTE, ITALY

## CENTRAL LUXURY COLLECTION SPANS EUROPE AND THAILAND



KADAWE



eight-storey building that took 11 years to acquire and refurbish, both to luxury and to conservation standards.

In 2013, Central Group extended the European store portfolio with the acquisition of Denmark's best-known store brand, Illum.

Established since 1891, Illum is in the heart of Copenhagen. The store covers a surface area of over 20,000 square metres and offers commodities that include a successful mix of luxury brands, Scandinavian styling, and international fashion brands, beauty, interior design and the arts.

In 2015 Central Group reached an agreement with the Signa Group of Germany for the acquisition of a 50.1 percent share of Signa's holding in The KaDeWe Group, with Signa holding the remaining shares. The KaDeWe Group comprises three leading department stores in Germany, namely KaDeWe in Berlin, Alsterhaus in Hamburg and Oberpollinger in Munich.

The major department stores of The KaDeWe Group were, are and will continue to be crowd pullers in their respective cities

KaDeWe is an icon of its city, Berlin, and with about 60,000 square metres of retail space.

When it first opened its doors more than 110 years ago, the press hailed Oberpollinger as a magnificent building and "a breath of fresh air". This will once again be the case, for since 2016 Oberpollinger has been undergoing a transformation into a contemporary, open-plan department store in line with the master plan of British architect John Pawson.

Alsterhaus too has a distinguished past. Opened in 1897, the store initially operated from a tiny canal house. It then moved into the prime Jungfernstieg location in 1912 and by 1936 had expanded to its present size.

The ground floor of Alsterhaus has been perfectly renovated with the new Accessories Hall and the new beauty department Die Neue Schönheit, and offers a wide range of international luxury brands at Alsterhaus for the first time.



OBERPOLLINGER



ALSTERHAUS

## THAILAND'S WORLD CLASS LUXURY SHOPPING MALLS



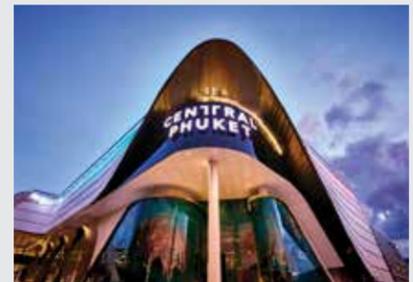
CENTRAL CHIDLOM

Central Chidlom is Central Group's original flagship property, the department store that has long been the preferred shopping destination for all generations. Its seven-storey structure has been designed to provide an unwavering luxury retail experience coupled with one-stop shopping ease in a contemporary yet cosy setting, facilitated by a highly dedicated customer service team.



CENTRAL EMBASSY

The Retail Beacon of Bangkok, Central Embassy has been recently opened and is intended to meet all needs for sophisticated lifestyles with beyond-excellent service under the concept "Infinite Possibilities: All possibilities will happen here". Central Embassy has received three awards under the 2018 ICSC Asia-Pacific Shopping Centre Awards by the International Council of Shopping Centres.



CENTRAL PHUKET

Central Phuket is located in the heart of Phuket, a world-class must-visit destination and the most thriving island in Thailand. This luxurious store has been designed under a contemporary concept that seamlessly links modern technology in harmony with nature. A hotel and a modern multi-purpose convention centre that can hold regional and international events are being added to the complex.

# REVITALISING THAILAND, AND BEYOND WITH NEW SHOPPING EXPERIENCES

The opening in September 2018 of Central Phuket marked a 20-billion-baht investment for Central Pattana Public Company Limited, or CPN, Thailand's largest retail property developer.

A world-class project, Central Phuket, is the magnitude of Luxury & Leisure resort shopping destination, situated at the heart of Phuket Island, catered towards the new generation of travellers and local residents who enjoy shopping for leading brands at a destination lifestyle centre where they can also take part in entertainment and events.

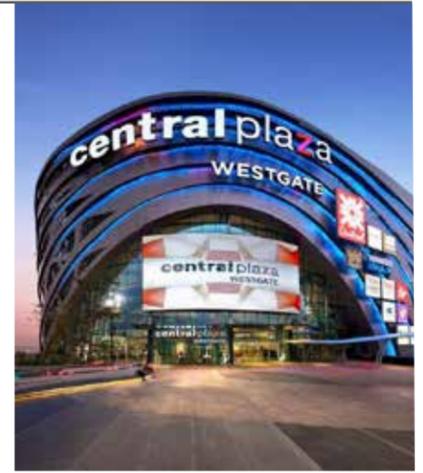
Central Phuket adds a significant element to the island's economy, creating jobs and income for local people and fully supporting the tourism industry.

The complex consists of two buildings. Floresta offers luxurious lifestyle and shopping experiences along with the attractions, which include Tribhum, the world's first 3D walkthrough adventure theme park; Aquaria, the largest aquarium in Thailand; and Tales of Thailand, which features food from every corner of the country.

The other building is Festival, offering products and services for visitors of all ages, who come to shop, enjoy good food, and watch movies. Future plans for Central Phuket include developing the world-class convention centre and hotel.



CENTRAL PHUKET



## Central Plaza WestGate

has been developed as a "super regional mall" and is located in Nonthaburi, the heavily populated province directly northwest of Bangkok, and part of the Greater Bangkok Metropolitan Area. The development is situated at the prime location of Bangyai Junction, a future transportation hub and new central business district.



## Central Festival Eastville

is located on the northern vicinity of Bangkok and is a nature inspired shopping centre with a sense of the festive, offering a place to escape from the hustle and bustle of the city. The complex has harmonised the interior and exterior with a green atmosphere, and includes a rooftop jogging trail, biking tracks, full-functioned co-working space, fitness centre and pet-friendly services.



## Central Village

CPN is developing 'Central Village' the first international luxury outlet and a must-visit shopping destination that will be situated in a prime location near Suvarnabhumi Airport, targeting local and international tourists who love world-famous brands, complemented by a wide range of facilities including cafés and restaurants, an internationally branded hotel, and a playground.



CENTRAL I-CITY, MALAYSIA

SCHEDULED FOR 2019, CENTRAL I-CITY IS CPN'S FIRST OVERSEAS PROJECT, IN SHAH ALAM, MALAYSIA.

As a joint-venture between CPN and Malaysian property developer i-Berhad, Central i-City is the most advanced lifestyle destination that features anchor tenants, such as Sogo Department Store and TGV Cinemas, the latter offering the latest entertainment technology, Samsung onyx screen, along with eight digital cinemas seating up to 1,800 patrons.

Central i-City is the sole retail property in i-City, the most advanced technology and lifestyle hub in Shah Alam, Malaysia, which features a comprehensive mixed-use development property for residence, business and entertainment on over 70 acres of land.

CPN CURRENTLY MANAGES

# 33

SHOPPING CENTRES UNDER FOUR BRANDS, NAMELY

CENTRAL WORLD, CENTRAL PLAZA, CENTRAL FESTIVAL AND CENTRAL PHUKET.

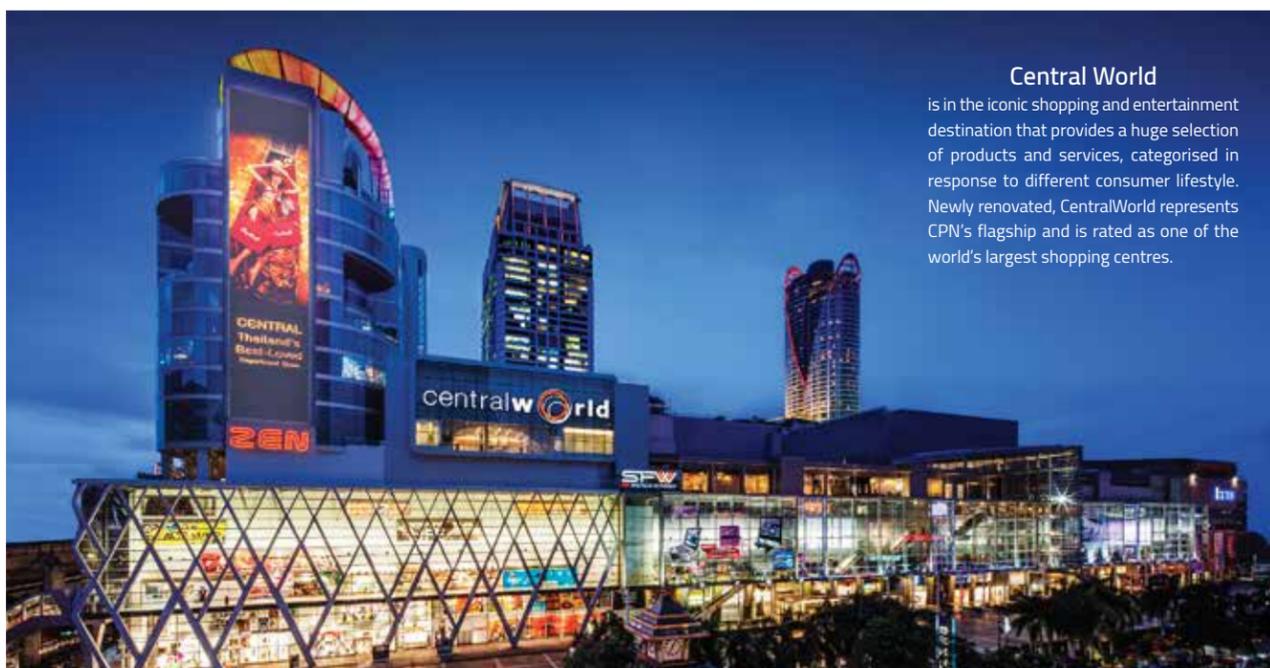
UPCOMING BRANDS IN 2019 ARE CENTRAL VILLAGE AND CENTRAL I-CITY, BRINGING THE TOTAL TO SIX BRANDS.



ESCENT, RAYONG



ESCENT VILLE, CHIANG MAI



## Central World

is in the iconic shopping and entertainment destination that provides a huge selection of products and services, categorised in response to different consumer lifestyle. Newly renovated, CentralWorld represents CPN's flagship and is rated as one of the world's largest shopping centres.

Also under the CPN group is CPN Residences, which manages six condominiums under the brand Escent and Escent Ville, located in the five provinces of Khon Kaen, Nakhon Ratchasima, Rayong, Chiang Mai and Chiang Rai.

CPN is diversifying its property portfolio with two new residential projects, Phyll Phaholyothin, a low-rise condominium located on Phaholyothin 34 near CentralPlaza Ladprao; and its first housing project, on Baromma Ratchachonnane Road, near CentralPlaza Pinklao and CentralPlaza Salaya.



ONE OF ASIA'S TOP HERITAGE HOTELS, CENTARA GRAND BEACH RESORT & VILLAS, HUA HIN

# CENTARA HOTELS & RESORTS BRANCHING OUT TO ALL CORNERS OF THE WORLD

Centara Hotels & Resorts is Thailand's leading hotel operator, and has laid out a strategy for the next five years during which the company will double both its revenues and number of properties.

The portfolio has grown quickly over the past decade and currently totals 60 properties in 12 countries, either open or under development.

The hotels and resorts are located in all the most desirable Thai destinations, and there is a growing network in Southeast Asia, North Asia, the Indian Ocean and the Middle East.

Centara's dynamic portfolio comprises a mix of resorts and city centre hotels across a total of six brands.

Doubling its portfolio will be achieved by expanding the Centara footprint both within Thailand and in new international markets and continents. This will include further growth of its existing core brands as well as targeting new segments such as the luxury and wellness markets through the addition of new brands.

Centara expects to grow through a healthy mix of investments, acquisitions and management agreements.

At the heart of Centara is a desire to provide Thailand's famously warm and gracious hospitality across all of its brands, whilst embracing and maintaining a sense of place in the local environment of each property and resort. It is thanks to this approach that it has developed a devoted and loyal following and its powerful loyalty programme Centara The 1 has over 3 million members worldwide.

Centara Grand is Centara's upper upscale, flagship brand. Grand properties are renowned for their personalised service and prime location in all of their destinations. Bangkok is home to two leading properties: Centara Grand at Central Plaza Ladprao was the very first Centara hotel to open some 35 years ago and is a true Bangkok institution, whilst the more recently opened Centara Grand & Bangkok Convention Centre at CentralWorld, in the heart of Bangkok's central business and shopping district, is one of the city's most successful hotels.

Other prime Grand properties include Centara Grand Mirage Beach Resort Pattaya, a themed family resort set directly on the beach at Pattaya, with its own waterpark. This resort holds the accolade of Thailand's Best Family Hotel from TripAdvisor.

Centara Grand Beach Resort & Villas Hua Hin is one of Asia's classic hotels, having first opened its doors to welcome guests in the early 1920s, when it was known as the Railway Hotel. It is a true icon and has been recognised as one of Asia's top heritage hotels.

Centara Grand Beach Resort Phuket draws its design theme from the classic Sino-Portuguese architecture

that characterises Phuket Town, and is set directly on the sands at Karon Beach. There are additional renowned Centara Grand resorts in Thailand in Pattaya, Krabi and Samui whilst Centara Grand Island Resort & Spa Maldives was Centara's first hotel outside of Thailand and kickstarted its international expansion. Surrounded by the blue ocean of the South Ari Atoll, and distinctive with its timbered walkways and colonial-style buildings, the resort is a barefoot paradise.

Centara's other brands are the upscale Centara Hotels & Resorts, comprising beach and city resorts in Thailand, Sri Lanka, Vietnam, Oman and the Maldives as well as the extended-stay sister brand Centara Residences & Suites.

Centara Boutique Collection offers uniquely intimate upscale boutique hotel experiences whilst Centra by Centara is an economy brand providing quality, value hotels in convenient locations.

The newest entry to the portfolio is COSI, the affordable lifestyle hotel brand for the tech-savvy, young-minded traveller. The first COSI opened in Samui at the end of December 2017 and three more are under development. As a key component of Centara's expansion plan it is expected that there will be up to 40 COSI hotels in the portfolio within the next five years.

"The next 12 months will see a minimum of four new openings starting with Centara's first Doha property."

The number of operating hotels is set to increase imminently. The next 12 months will see a minimum of four new openings, starting with Centara's first Doha property. Centara West Bay Residences & Suites Doha will be open and providing sophisticated city living from November 2018. Centara Sonrisa Residences & Suites will follow by opening in Thailand's Sriracha in 2019, which is reflective of the growing demand Centara sees in the extended stay sector.

COSI Pattaya Naklua Beach located just opposite the celebrated Centara Grand Mirage Beach Resort Pattaya will open in September, 2019, the second COSI property to open after Samui in December, 2017 and that will be swiftly followed by the fourth Centara Property in Krabi, Centara Ao Nang Krabi, which will open its doors next October.

There are a substantial number of Centara properties currently in the development pipeline, across all brands. An MOU has recently been signed with Asia Investment Development and Construction Sole Co Ltd to manage three new hotels opening in 2020 in Laos: Centara Grand Luang Prabang, Centra by Centara Luang Prabang, and COSI Vientiane. Laos has a growing number of tourist arrivals and represents a strategically important development destination for Centara. The signing of these three hotels will see Centara's hotel count in Laos reach four, with Centara Plumeria Resort Pakse already well under development and scheduled to open in 2020.

In the Middle East, the group's imminent presence in Qatar will see the important gateway city of Doha added to the brand's global footprint, and follows the opening of Centara Muscat Hotel in Oman last year, its first hotel in the region. Centara will debut in the United Arab Emirates in 2020, a joint venture in Dubai between Centara and master developers Nakheel. This exciting entry into the Dubai hospitality scene will be an upscale, 601-room, themed family beachfront resort with waterpark on Deira Islands. It will open in time for World Expo 2020.

With projects also under development in China, Vietnam, Cambodia and Turkey to name but a few destinations, the future is bright and these are exciting times at Centara.



CENTARA GRAND MIRAGE BEACH RESORT PATTAYA



CENTARA GRAND ISLAND RESORT & SPA MALDIVES



CENTARA GRAND BEACH RESORT PHUKET



## A LEADER IN THAILAND'S CHAIN RESTAURANTS BUSINESS

Central Restaurants Group (CRG) started in 1978, and at present represents 12 well-known brands.

In the portfolio are international food brands Mister Donut, KFC, Auntie Anne's and Cold Stone Creamery; Japanese specialty brands Pepper Lunch (the patented hot plate menu from Japan), Chabuton (winner of the ramen competition on TV Champion), Yoshinoya (the best of beef bowl and a donburi legend for more than 100 years), Ootoya (the premium quality teishoku Japanese home cooking style restaurant), Tenya (tempura tendon from Asakusa Tokyo), and Katsuya (No.1 tonkatsu from Japan); and local brands The Terrace and Fezt. CRG has up to 1,000 fast food and restaurant outlets throughout the country.

### MISTER DONUT

Mister Donut, the dominant leader in the premium donut market in Thailand, was brought to Thai consumers in 1978 and quickly became very popular and well accepted. Mister Donut's popularity is ranked by Marketeer Research as holding first place in the donut category in Thailand for the period 2016-2018. Moreover, Mister Donut has maintained the highest market share of more than 75 percent over the past 40 years.

### KFC

KFC is one of the largest QSR brands and enjoys global popularity. The KFC brand has received many awards, including No. 1 Brand Award in the QSR sector as rated by Marketeer Magazine; the Most Brand Engagement on Social Media Award in Food Retail Group from Thailand's Social Awards 2017; and KFC was placed in the first rank in the Heavy Food Group by research specialist Food Tracker.

### AUNTIE ANNE'S

Auntie Anne's is the leader in the soft pretzel market in Thailand. Auntie Anne's Thailand received the award Franchisee of the Year 2017, awarded by Auntie Anne's franchise owner, Focus Brands International. The franchise owner ranked Anne's Thailand No. 1 amongst the brand's presence in more than 50 countries around the world.

### OTOOYA

Established since 1958 in Tokyo, Ootoya serves premium quality teishoku meals. During 2017 and 2018 the brand won the 7th Ootoya Overseas Kitchen Contest competition in Japan.

### PEPPER LUNCH

Pepper Lunch, the patented hot plate menu from Japan, was created in 1994 by Kunio Ichinose. The brand is very popular in Japan and in other countries in Asia. All menus are freshly cooked with quality raw materials and Pepper Lunch's unique ingredients for the special five-sense experience from every menu, so that you can Sizzle It Your Way.

## CENTRAL GROUP VIETNAM A GROWTH ENGINE

Over 300 percent growth after only five years to represent 13 percent of Central Group's revenue in 2017

Starting humbly with Fashion in 2012, Central Group Vietnam is now the largest foreign retailer in Vietnam with multi-formats, 246 stores across 37 of the country's 63 provinces, 17,000 full-time employees, and five core businesses, namely Shopping Mall, Food, Non-Food, Fashion, and Online.

Similar to Central Group's business philosophy in Thailand, Central Group Vietnam is committed to contributing to Vietnam's prosperity, and to enhancing the quality of life of the Vietnamese people. The company also aims to make customers' lives easier with empowered and passionate people who collaborate and interact well in a start-up mentality.

Thanks to the dedicated employees and positive start-up working attitude, Central Group Vietnam teams have not only deepened partnerships with local Vietnamese business partners, but also developed new concepts, for example, Food City, Hello Beauty, LookKool, and Home Mart. Interestingly, one of these homegrown concepts has been exported to Thailand.

Besides business operations, Central Group Vietnam also deeply cares about helping Vietnamese communities, an approach that is dedicated under "Central Dong Gop" or "Central Contributes". Under this umbrella, the company actively seeks and works with local government, local partners, suppliers, producers, farmers, and especially small and medium enterprises to create sustainable solutions and business supports.

Central has, for three years in a row, staged Vietnamese Goods (and Tourism) Week in Thailand to promote Vietnamese products and services, and to explore export opportunities.



Central Group Vietnam in 2016 made a strategic move by acquiring Big C Vietnam to become the largest foreign retailer in Vietnam.



Central Properties Vietnam is currently number 2 player in number of shopping malls in Vietnam.



Central Group Vietnam during 2015 entered into two strategic partnerships, firstly with one of leading electronics retailer Nguyen Kim Trading Joint Stock Company, and later in the year with Lan Chi Company, a retail and distribution chain in the rural north of the country.



SuperSports provides quality branded goods to sports enthusiasts.



Central Group honorably received the presence of H.E. Vietnam Prime Minister Mr. Nguyen Xuan Phuc during 2017 Vietnamese Goods Week in Thailand.

### CENTRAL GROUP VIETNAM'S HOME-GROWN BRANDS



LOOKKOOL, a gifting store chain, was founded in late 2017 and currently has 27 stores, located both inside and outside Big C malls.



FOOD CITY, a food court destination concept with diverse international food options.



HELLO BEAUTY, launched in March 2018 at Big C Thang Long, with trusted clear origins, expert health and beauty consultation.



HOME MART, the specialist low-price non-food supermarket, had its first store opened in Big C Di An in July 2018.

# PARTNER WITH WORLD BEATERS



Central Group is entering into strategic ventures with world-class partners that will support the group in strengthening its presence in Thailand, develop the nation's premier digital retail and service platform, and further expand overseas.

Existing relationships are meanwhile being developed to provide new infrastructure, enhance brand names, and bring even greater satisfaction and loyalty to customers.

To transform online shopping, the group has entered into a major joint venture with JD.COM, the retail and e-commerce giant from China, which is the third biggest of its kind in the world. Such partnership grants Central Group a huge boost in the expertise of technology, e-commerce, logistics, fintech, big data and artificial intelligence.

JD Central opened with two warehouses in Bangkok, and with a programme to increase this to five throughout the country by the end of the year. Same-day delivery service for customers in Bangkok is the initial aim, with the same offer to some 25 million potential customers by 2019.

Exports of quality products to international markets will be boosted as they can expand their markets and distribution channels to cover both domestic and international customers. Products on the JD.CO.TH website will also appear on the JD.com webpages in China.

A joint venture between Central Pattana and DUSIT THANI will see the development of a 36.7 billion baht mixed used project in Bangkok.

Currently standing on the main plot is the five-star Dusit Thani hotel, first opened in 1970 and long respected as one of Thailand's most distinguished hotels, symbolising the nation's transformation into

one of the world's greatest tourist and business destinations.

This site lies in Central Bangkok, in the zone that is a vibrant hub of entertainment, dining and nightlife, representing a great attraction for the lifestyles of Bangkok people and also a renowned destination for global travellers. Further, the area houses a number of high-end residences, and is opposite Lumpini Park, one of Bangkok's most popular public parks.



Central Group has entered into a joint venture with Hong Kong-based property investment group HONGKONG LAND Ltd, a company that is committed to long-term investment in Bangkok and wants to develop a high-end office tower in the city centre.

HONGKONG LAND considers the office sector in Bangkok to be very healthy and attractive for investment, particularly in the high-end segment, which is the company's main focus.

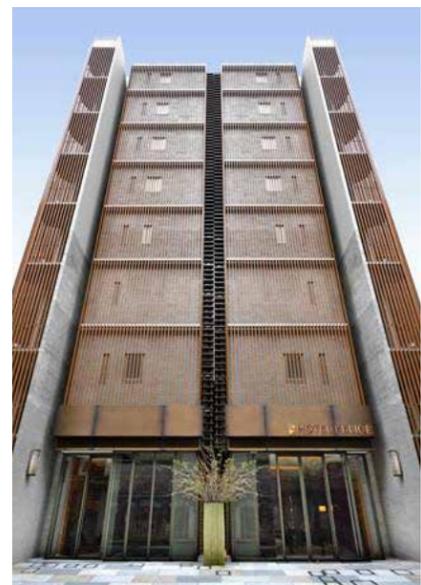
The joint venture will build the project on a 4-hectare plot on Wireless Road, acquired earlier from the British Embassy, with Central Group holding 51 percent and HONGKONG LAND holding 49 percent.

Central Pattana has entered a milestone collaboration with IKEA, the world's top furniture retailer, to open an IKEA store at CentralPlaza WestGate, the super-regional mall at Nonthaburi province in the northwestern area of Bangkok.

The new IKEA store, the second store in Thailand and the largest in Southeast Asia with over 50,000 square meters of retail space, features a contemporary format with multiple entrances and exits through three floors that connect directly to the shopping centre. The seamless integration between IKEA and CentralPlaza WestGate offers a new and unique experience for over 100,000 shopping mall visitors per day.

The WestGate area has become a prime location, with great capacity in various aspects such as urbanisation, the size of the local population, purchasing power, over 40,000 residential project units, the government's infrastructure projects, and transport networks.

Central Group has partnered with COSMOLAND GROUP of Japan to invest in and operate hotels under the Hotel Felice, Hotel Relief, and Hotel ICI brands. Currently, the JV company operates nine hotels and will open another three hotels by early 2019.



Already open are Hotel Felice Akasaka (Tokyo), Hotel Felice Shinsaibashi (Osaka), Hotel Relief Premium Haneda (Tokyo), Hotel Relief Premium Haneda Airport (Tokyo), Hotel Relief Namba (Osaka), Hotel Relief Sapporo, Hotel Relief Kokura (Fukuoka), Hotel ICI Ueno (Tokyo) and Hotel Stork Okinawa.

By February 2019, the company will open three new hotels in Tokyo in the Akasaka, Kanda, and Asakusa-bashi areas.



Japan's largest drugstore MATSUMOTO KIYOSHI has chosen Thailand for its first international foray, forming a venture with Central Food Retail, named Central & Matsumoto Kiyoshi Corp, in which Central owns 51 percent.

MUJI, the lifestyle and fashion brand from Japan, has also arrived in Thailand following an agreement between owner Ryohin Keikaku Co Ltd and Zen Department Store, with a Muji store opening at Zen CentralWorld.



**Central Family Mart**  
A joint venture between Central Retail Corporation and FAMILYMART OF JAPAN fulfills the convenience store format, and brings a synergy to Central's food business, which includes Tops supermarket, and the upmarket Food Hall supermarkets in Central Department Stores.

## A MISSION TO BRING THE WORLD'S BEST BRANDS TO THE PEOPLE OF THAILAND



Central Marketing Group (CMG) is the leader in distributing, marketing and retailing the world's top international brands in Thailand, with a brand portfolio containing like the who's who of fashion and lifestyle:

**PREMIUM FASHION**  
Topshop, Mango, Guess, Calvin Klein Jeans, Polo Ralph Lauren, Guiseppe Zanotti, G2000, Nautica

**DENIM AND MAINSTREAM APPAREL**  
Lee, Wrangler, Jockey, Hush Puppies, Lee Cooper, homegrown men's apparel brands John Henry and S'fare

**WATCHES AND HOME PRODUCTS**  
Casio G-Shock, Dyson, Combi, Tanita, Kawai, CMG's multi-brand retail store Watch Station

**BEAUTY**  
Clarins, Three, Aesop, The Body Shop, Illamasqua, Banila co.

The group's passion is to build enduring customer loyalty for the brands by providing distinctive and rewarding brand experiences. This is delivered through:

- Superior in-store retail execution--in merchandise mix, store build, assortment presentation, marketing communication, and customer service in more than 1,800 shops and counters throughout Thailand.
- Seamless omnichannel interaction--with CMG is best equipped to ensure optimal network of physical stores per brand in the most strategic retail properties across the country, as well as drive growth in leading e-commerce platforms.
- Relevant, timely customer engagement--Connecting with millennials is done through social media and other online platforms, as well as extensive PR, KOL and media networks. Communication effectiveness is optimised through the use of The 1, the country's leading retail customer loyalty programme, and data analytics.

CMG has been recognised for outstanding execution in many areas of retail operation, through Asia-Pacific and global awards and citations from the group's principal partners.

Apart from Thailand, CMG has operations in Malaysia, with a portfolio of leading local apparel brands including John Master, Baby Kiko, Kiko, Trudy & Teddy.

# CENTRAL Tham ——— CENTRAL GROUP PLACING SOCIAL RESPONSIBILITY IN THE FRONT OF THE LINE



Central Group is more than the largest job creator in Thailand for the company empowers its staff to work with the surrounding communities to make them sustainable.

By opening new market channels to local communities, incomes are improved, more jobs are created, and the quality of life for the local people is improved.

August 2018 saw the official launch of Central Tham, the culmination of more than a year's work to elevate the group's Corporate Social Responsibility programme to a higher level.

Central Tham is founded on the vision of Creating Shared Values, or CSV, a philosophy that in recent years has emerged from academia and which believes that the competitiveness of a company and the health of the communities around it are mutually dependent.

Central Group has been working since 2017 to absorb the principles of CSV into its own long established CSR division, renaming the division as Central Tham.

Through Central Tham, the CSV model brings businesses and society together, creating sustainable economic value that is significantly more beneficial to society. Central Tham achieves this in a practical way, supporting the communities by downstream to upstream methods.



"Create jobs, create careers, help build community and improve the quality of life for employees and the community as a form of sustainability."



Central Tham builds the packing houses for vegetables, fruit and other produce, and provides the distribution channels and outlets. This in turn creates an income for the farmers.

Central Tham is dedicated to instilling in young people the value of education, morality, ethics, and concern for the philosophy of the sufficiency economy. This includes too a concern for the disabled and disadvantaged, which helps to create a strong community.



In the creation of employment, Central Group is the leading job creator in Thailand with more than 220,000 employees nationwide, including persons with disabilities.



JING JAI FARMERS' MARKET is where communities in areas in which Central Department Stores and Tops Supermarket are located sell safe and organic produce, handmade handicrafts, and ready-to-eat meals.

One of the cultural projects supports the Amphur Na Yong Trang community to develop and promote the Na Muen Si Textile Museum in becoming a thriving and important cultural tourist destination.

The art of weaving in Tambon Na Muen Si has been handed down over a period of more than 200 years. The woven fabrics are unique, especially the Pha Hom Yok Dok, with its signature textile and elaborate patterns.

## CENTRAL THAM FOCUSES ON 4 PILLARS TO IMPROVE PEOPLE'S LIVELIHOOD AND WELL-BEING



STAY UPDATED ON CENTRAL GROUP'S PROJECTS FOR THAILAND'S SUSTAINABLE DEVELOPMENT BY FOLLOWING THE CENTRAL THAM CAMPAIGN ON

[f](#) [@centraltham](#)

### CENTRALTIMES E-NEWSLETTER



#### EDITOR IN CHIEF

Pichai Chirathivat

#### EDITORIAL

Achara Wisuttivongrat  
Pattinee Cholvanich  
Sunsuda Sakunathawong

#### CONTRIBUTORS

Dr. Prasarn Trairatvorakul  
Yol Phokasub  
Nicolo Galante  
Preecha Ekkunagul  
Thirayuth Chirathivat  
Vittorio Radice  
Philippe Jean Broianigo  
Pornchanok Tanskul  
Nath Vongphanich  
Ton Chirathivat  
Rvisra Chirathivat  
Saichon Submakudom

#### GRAPHIC DESIGN

Nattha Tachamethakul

#### PRINTING

Aksorn Sampan Press (1987) Co., Ltd.

## CENTRAL Group

CENTRAL GROUP LEVEL 9 ZEN WORLD,  
4/5 RAJADAMRI ROAD, PATHUMWAN, BANGKOK 10330 THAILAND  
TEL. +662 100 9797 FAX +662 100 9703  
CGCOMMUNICATIONS@CENTRAL.CO.TH  
WWW.CENTRALGROUP.COM