

## Message from the President and Vice Executive Chairman

**Thamarat Chokwatana**  
President and Vice Executive Chairman



**In the fiscal year 2016, I.C.C. International Public Company Limited implemented a proactive measure aimed at developing the potential of employees and company associates aimed at achieving extraordinary growth and sustainability;**

through policies that support the development of the company's human resources, its most important asset, by focusing on the individual's beliefs and actions in concrete terms based upon the pillar precepts of the company - in order to prepare the organization for future business expansion through an uncompromising determination to deliver products and services that meet every discerning requirement of the consumer.

Hence, allowing for optimal and the most efficient delivery of products and services to consumers nationwide. The company places a high premium on introducing innovation and state-of-the-art technology to enhance its retail operations, in order to constantly improve sales operations and meet every discerning requirement of the valued customer on a continuous basis via a wide range of outlets such as e-commerce in the [www.eThailandBEST.com](http://www.eThailandBEST.com) website which is a testament to the company's prowess in opening new sales distribution channels for more products to reach customers.

The key factors which has enabled ICC to grow its business in a stable and sustainable manner can be attributed to the application of good management principles as the underlying guideline for management to be based on moral and ethical practices; and Corporate Social Responsibility policies for the betterment of society which will lead to sustainable development through the following 3 entities "Good People, Good Products and Good Society".

### Good People

mission objective strives to develop human resources into quality people, ensure they conduct themselves in life and at their workplace righteously - all based on the foundation of honesty, by not taking advantage of others, be it trading partners, customers, society and the kingdom of Thailand; while work operations are to be based on anti-corruption policies stipulated as such, enabling the employee to work at optimal levels and achieve continued success and prosperity in their career paths via the following 7 principles of thought (core values) : Fight for Glory, Think positive, Discipline, Faith, Readiness, Integrity and Unity.

### Good Products

refers to the company's steadfast determination in promoting corporate responsibility to the consumer and society - focusing on the creation of innovative products and designing products of the highest quality to meet every discerning need of the valued customer; whereby the aforementioned will not have any negative effects on society, the environment, and will absolutely never infringe on the basic rights of intellectual property.

### Good Society

supports and encourages all employees or company associates to be accountable to society and the environment in every dimension, and or perspective. This is done by promoting efficient consumption of environmental resources by proper maintenance and taking care of our environment on a constant basis. Providing financial opportunities to those less fortunate, in addition to community-strengthening activities.

The aforementioned sustainable development principles resulted in the company being recognized by its industry peers, government and private sectors through prestigious awards in 2016:

- Investors' Choice Award 2016 presented by the Stock Exchange of Thailand (SET)
- Outstanding organization in reduction of global warming Award for the introduction of CoolMode wear apparel (clothes designed to reduce global warming) presented by The Thailand Textile Institute and the Thailand Greenhouse Gas Management Organization (Public Organization) for the 3<sup>rd</sup> consecutive year in a row.
- Outstanding Product Awards in recognition of overwhelming market acceptance by the general public which was presented to ICC by various institutions
- and several awards in recognition of ICC's creative efforts in product advertisements to name a few.

Moreover, the company has received accreditation as an alliance member of the Thailand's Private Sector Collective Action Coalition Against Corruption. This is a testament to the company's determination to conduct its business operations with the utmost honesty under the guiding principles of the company founder; and instilling these valued belief principles on to management and every employee or company associate within the organization.

On behalf of the board of directors and top management, I would like to extend my appreciation to all of our employees and stakeholders who have endeared themselves to the principle of sustainable development "Good People, Good Products, Good Society" of our company, all of which will result in stable growth and sustainability in the future.



**Thamarat Chokwatana**  
President and Vice Executive Chairman