

## Company Milestone

### ประวัติบริษัท

#### Setting up the company

1964	International Cosmetics (Pias) Limited Partnership is founded with a registered capital of Baht 100,000 and 7 employees to distribute "PIAS" cosmetics. Its office is located in Sathupradit Road.
1965	Company name is changed to International Cosmetics (Pias) Co., Ltd.
1973	Company name is changed to International Cosmetics Co., Ltd. with 1,200 employees.
1988	Par value of ordinary shares convert from Baht 100 to Baht 10 per share.
1994	Company is registered as a public limited company at the Trade Registration Department, Commerce Ministry.
1995	Dr. Som Chatusripitak becomes Chairman of the Company.
1996	The Company name and logo is changed from International Cosmetics Public Company Limited to I.C.C. International Public Company Limited.
2002	To Participate in the share repurchase project for financial management of the excess cash flow. The number of shares repurchased is not exceeded 2,900,000 shares at the maximum value not exceeding Baht 610 million. The period for the resale of shares shall be after 6 months from the completion date of share repurchase but not later than 3 years. In case the repurchased shares cannot be disposed off after the due period, the company shall reduce its paid-up capital by writing-off the remaining unsold repurchase shares. At the total, there is 269,600 repurchase shares with par value Baht 61.30 million.
2003	Ordinary share value is split from Baht 10.- to Baht 1.- per share.
2004	Construct the new office building, 6-storeys twin building, next to the old one and the official opening ceremony is held on November 25, 2004 by Dr. Somkid Jatusripitak, the Minister of Finance, honored as chairman of the ceremony.
2010	As of December 31, 2010 the company recorded the total registered capital of Baht 500 million, paid-up capital of Baht 290.63 million, and 7,684 employees.

#### Allied Companies

The Company has cooperated with its alliances in major provinces to facilitate and render services to its customers more closely.

1977	Chiang Mai :	Intanin Chiang Mai Co., Ltd.
	Song Khla :	Inter South Co., Ltd.
	Khon Kaen :	Can Co., Ltd.
1988	Phuket :	Sun and Sand Co., Ltd.
1991	Chonburi :	Eastern I.C.C. Co., Ltd.
1992	Nakhon Ratchasima :	Koratwatana Co., Ltd.,
1995	Nakhonsawan :	Paknumpowatana Co.,Ltd.
1996	Pitsanulok :	Maharachapruet Co., Ltd.

#### Distribution of products

1970	Company begins distribution of "WACOAL" women's lingerie from Japan.
1975	Activities expand to the distribution of "ARROW" men's wear from the U.S.A.
1982	Initiates an international fashion business by being a distributor of "ITOKIN" women's wear from Japan.
1984	Expands product line to distribute "GUY LAROCHE" men's wear from France.
1988	Begins distribution of "LACOSTE" men's wear from France.
1991	Company starts distribution of "MIZUNO", famous sporting goods used in various international sport arena to meet the need of the athletes who aim for championship.
1993	Starts distribution of "GUNZE" men's undergarment from Japan.

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- 1998 Starts launching “BSC” products with high manufacturing capabilities to pave the way for future role as a potential international brand.
- 1999 The “BSC” product lines are extended to include men’s apparel and undergarment, men’s leather goods, ladies’ boutique and lingerie, ladies’ footwear, swimwear, children’s garment, babies’ goods, toys, dolls and towels.
- 2002 On January 1, 2002, the company established the first “His & Her” shop at Big Jiang Department Store, Nong Khai province. It primarily focused on sale of men’s apparel by ARROW and GUY LAROCHE, woman’s apparel by MINNA, WACOAL BLOUSE, and MELODY, and some leather products by LOUIS FONTAINE, ST. ANDAEWS and NATURALIZER, etc. Trendy decoration and hospitable services were emphasized.
- 2003
- The Quick Response Marketing System (QRMS) is implemented on marketing management. The system has been installed at all outlets throughout the country to enhance marketing efficiency.
- 2004
- Established “His & Her Plus Point Project” to recruit new members and give the special privileges for clients by collecting the point from purchase of a company’s products at regular price in sales counters participating throughout Thailand. The client will receive one point from every Baht 25 purchase and the collective points could be redeemed for the prize specified in the catalogue.
- 2006
- Introducing “MAXIMUS” brand, starting with jeans and toiletries, Thai-made quality products to respond to the needs of the teenage market.
- 2007
- Expand the product line of “ESSENCE” by developing water-soluble detergent product.
  - Expand the product line of “ELLE ACTIVE” sport wear and “ARROW BLUE JEANS” casual wear.
  - Start a business of dietary supplement products “NATALIE BY BSC” in joint venture with Natalie Gelbova, Miss Universe 2005.
- 2008
- Expand the product line of “ST. ANDREWS” in dish washing liquid products under the brand “Dish Happy by ST. ANDREWS”.
  - Start distribution of “TABERU” good quality fried seaweed from Korea.
- 2009
- Expand the product line of “WACOAL GOLD” together with opening the Wacoal Gold Mobile Shop. New brand products have been launched i.e. “PANADDA”, “LEMONADE”, “BASIC DE NUVO”, “BECKY RUSSELL”, “NICE CAREER BANGKOK”, “ITOKIN BOUTIQUE” women’s wears and “MK Michel Klein Homme” men’s wear, “ELLE LUGGAGE” traveling suitcase, “BSC JEANS” and “BSC PANADDA” cosmetics products. The company also started its “S CHANEL” 24-hour cable TV station in a “C” bandwidth.
  - Start importing and distribution of “NICE” facial paper and toilet paper without cylinder from Indonesia.
- 2010
- Expansion of new His & Her shops in provincial areas: Then, we now have 96 across the country.
  - Introduction of the brand “S.B.Y” This is a colorful and stylish shoe collection enabling a wearer to walk in comfort due to high-quality material that meets European export standard, so this product can respond to the needs of teenager segment.
  - Introduction of the brand “ZARANYA” This is a clothing collection with creative designs that highlight the woman’s figure based on the concepts of “DARING FASHIONABLE.” This collection which is designed by Khun Saranya or “Kungnang Patthamasut,” formerly being a skillful actress and director, befit elegant and modish women with high confidence in their unique styles expressing through their various formats of attires depending on their moods and occasions.
  - Introduction of the brand “SAVITREE” This is a handbag collection of Khun Sawittri “Tong” Samiphak, a talent actress and TV anchor as well as modern woman with attractive and smart personality. Her brand can meet the needs of both man and woman due to multifunction designs in the form of “total set” allowing you to keep many

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types of stuff separately and you can use this handbag in many occasions. This collection will also help improve your personality, so you will look fashionable and confident. Due to the product features as said, you will definitely love to use this collection frequently.

- Establishment of "BALANCE SHOP" which is a holistic center for pharmacy as well as health and beauty product, responding to the needs of those who place significance on health care. As good health is an ultimate goal for all human brings and can be acquired only by an individual who know how to select his/her healthy food at an appropriate quantity. This center has operated under the policy "Prevention is better than cure" and equipped with a team specializing in both modern and traditional medicine, pharmacists and nutritionists.

### Increasing registered capital

1966	Registered capital is increased to Baht 1.5 million.
1972	Registered capital is increased to Baht 3 million.
1978	Registered capital is increased to Baht 12 million and the Company is listed on the Stock Exchange of Thailand.
1979	Registered capital is increased to Baht 18 million.
1980	Registered capital is increased to Baht 24 million.
1983	Registered capital is increased to Baht 36 million.
1984	Registered capital is increased to Baht 48 million.
1987	Registered capital is increased to Baht 82.5 million.
1988	Registered capital is increased to Baht 300 million with a paid-up capital of Baht 110 million.
1989	Registered capital is increased to Baht 500 million with a paid-up capital of Baht 120.45 million.
1993	Paid-up capital is increased to Baht 138.04 million.
1994	Paid-up capital is increased to Baht 146.88 million.
1995	Paid-up capital is increased to Baht 147.08 million.
1996	Total paid-up capital to date was Baht 290.63 Million.

### Securitization

1987	First debentures is issued at the amount of Baht 50 million.
1989	First convertible debentures are issued at the amount of Baht 120 million.
1990	Second convertible debentures are issued at the amount of Baht 200 million.

### Awards received

1988	Company receives "The 2 <sup>nd</sup> TOKYO CREATION AWARD" from Japan for outstanding creativity in South East Asia for the promotion and development of Thai apparel.
1991	"THE OFFICIER DE L'ORDRE NATIONAL DU MÉRITE" decoration is bestowed on the Chairman, Mr. Boonsithi Chokwatana by the President of France for the promotion of French products in Thailand.
1994	An honorary doctorate degree in Environmental Engineering is bestowed on the Chairman, Mr. Boonsithi Chokwatana by Khon Kaen University.
1995	An honorary doctorate degree in Business Administration is bestowed on the Chairman, Dr. Som Chatusripitak by the Faculty of Commerce and Accountancy of Thammasat University.
1996	The Knight Grand Cross (First Class) of the Most Admirable Order of the Direkgunabhorn is bestowed on Vice Chairman, Dr. Boonsithi Chokwatana.
1998	The Prime Minister's Trade Award is bestowed on Dr. Boonsithi Chokwatana, Vice Chairman by Prime Minister of Japan to honor him as a Thai entrepreneur who helps promote trade relationship between Thailand and Japan.

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- 1999
- Vice Chairman Dr. Boonsithi Chokwatana is honored as “Marketer of the year 1998” for marketing innovation, corporate performance, competence in adapting marketing theories and ethics.
  - The Company is accredited with ISO 9002 for its standard of quality management system in Greater Bangkok and surrounding areas by SGS Yarsley International Certification Services, a division of SGS United Kingdom Ltd.
- 2000
- The Company receives nationwide ISO 9002 certification for the standard quality management system of all its products from SGS Yarsley International Certification Services, United Kingdom.
- 2001
- Dr. Boonsithi Chokwatana, Vice Chairman, is conferred with an honorary doctorate degree in Business Administration from the College of Commerce, Burapha University.
- 2002
- The Order of the Sacred Treasure, Gold Rays with Neck Ribbon, was conferred on Dr. Boonsithi Chokwatana, Vice Chairman of the Company, in his capacity as a Thai businessman who has long established a good relationship in doing business with Japanese businessmen.
  - An honorary doctorate degree in Business Administration from the Faculty of Commerce and Accountancy, Thammasat University, was conferred on Dr. Boonsithi Chokwatana, Vice Chairman of the Company.
- 2003
- Company’s president, Mr. Boonkiet Chokwatana has been bestowed a French decoration “Chevalier dans l’Ordre National de la Légion d’Honneur” as being a Thai business person who has consistently helped promote French products in Thailand.
  - An honorary doctorate degree in Business Administration (Management) is bestowed on the president, Mr. Boonkiet Chokwatana from Sripatum University.
  - The company is accredited on January 21, 2003 with new version of ISO 9001 : 2000 for the standard quality management system of all its products nationwide from SGS Yarsley International Certification Services, United Kingdom.
- 2004
- Dr. Boonsithi Chokwatana, Vice Chairman, was bestowed an honorary doctorate degree of Business Administration from National Institute of Development Administration.
- 2005
- Dr. Boonsithi Chokwatana, Vice Chairman of the company, received an honorary doctorate degree in marketing, from Thai Chamber of Commerce University.
  - Dr. Boonkiet Chokwatana, Chief Operating Officer, received an honorary doctorate degree in Business Administration from Burapa University.
- 2006
- Dr. Boonsithi Chokwatana, Vice Chairman, honoured with election to the 2006 Marketing Hall of Fame by the Marketing Association of Thailand.
- 2009
- Dr. Boonsithi Chokwatana, Vice Chairman, received honorary doctorate degree in Laws from Waseda University, Japan.
  - Dr. Boonkiet Chokwatana, President and Executive Chairman, received honorary doctorate degree in Business Administration from Naresuan University.

### Events and Activities

- 1997-1998
- ICC in cooperation with the Bangkok Metropolitan Administration organizes “the 1<sup>st</sup> and 2<sup>nd</sup> Thais help Thais to Strengthen the Baht” fair at Sanam Luang to sell economical-priced products under the symbol “Saha Group Thailand Best”
- 1998
- Introduces the Thailand Best Project symbol of quality to fellow Thai manufacturers and invite them to take part in the project. The Thailand Best symbol is intended as a guarantee of quality for products produced in Thailand by Thais.

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2000	The Men's World Trend Fair is held to present new trends in fashion, design and color schemes 2000-2001 at Queen Sirikit National Convention Center.
2001	A network of the "Thailand Best" Project is further expanded to include 36 additional business allies under 6 product categories, namely household and office appliances, vehicles and machinery, food and beverage, cosmetics and toiletries, hotel and services and department stores.
2009	ICC joined Bangkok Metropolitan Administration (BMA) in launching "Cheap Products for Bright Smiles" fair at I.C.C. International Plc., for sales of economical price products to the general public.
1997-present	ICC joined Saha Group of Companies in launching the Saha Group Fair at Queen Sirikit Convention Center every year.

### Charity Activities

1999	A charity walk marathon is organized in 9 provinces, to commemorate the sixth cycle of His Majesty the King's Birthday Anniversary. The proceeds of the event at the total amount of Baht 11 million without cost deduction, is presented in 2001 to the King for His charity use.
2002	<ul style="list-style-type: none"> <li>Organize a painting competition entitled "The King in the Hearts of Artists" to celebrate the 75<sup>th</sup> birthday of His Majesty the King. The winning entries from the competition are printed as the company's calendar for the year 2003.</li> <li>Organize an auction of the paintings from the "The King in the Hearts of Artists" project, half of its proceeds goes to "The Queen Mother's Charity Fund" and another half goes to the artists whose paintings are sold.</li> </ul>
2003	"Lacoste 12.12" project is organized to raise fund for the Cardiac Children Foundation of Thailand under the royal patronage of HRH Princess Galyani Vadhana. Activities include an auction of the special polo shirts painted by honorary artists and a sale of 1,212 pieces of black Lacoste 12.12 with silver crocodile logo polo shirts, the Limited Edition. The fund raised from the auction amounting Baht 791,181 and from the sale of Lacoste 12.12 Limited Edition amounting Baht 12,120,000 has been given to the Cardiac Children Foundation of Thailand on October 24, 2003.
2004	Help raise fund for the second time to the Cardiac Children Foundation of Thailand by selling of Lacoste T-Shirts 70 <sup>th</sup> Year Edition including Lacoste perfume set. From every sale of one set product, Baht 1,000 is donated to the Foundation to be used for the operation of children with heart disease.
2005	<ul style="list-style-type: none"> <li>Organize a painting competition entitled "Sixty Years of Happiness Under His Most Benevolent and Majestic Rule" to commemorate the 60<sup>th</sup> Anniversary of the Accession to the Throne of His Majesty the King. The winning entries are printed as the company's 2006 calendars. Proceeds from the sale of these calendars are donated to the Rajapraja Nukroh Foundation Under the Royal Patronage, totally Baht 12,000,000.</li> <li>Organize a painting exhibition and auction entitled "Sixty Years of Happiness Under His Most Benevolent and Majestic Rule". Half of the proceeds from this project goes to the artists whose paintings are sold while the other half goes to "The Queen Mother's Charity Fund" totally Baht 8,124,000.</li> <li>The third fund-raising event for donation to the Children's Heart Disease Foundation, with LACOSTE producing LACOSTE PONCHO raincoats to give to every donor of Baht 2,000 in order to benefit children suffering cardiac diseases. Donations of Baht 1,371,393 went to the Children's Heart Disease Foundation of Thailand under the patronage of Her Royal Highness Princess Galyani Vadhana</li> </ul>

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- 2006
- Organizing the charity event, “60 Years under His Majesty’s Protection” on the occasion of the 60<sup>th</sup> Anniversary of his accession to the throne, with Saha Group executives and staff sitting in meditation to wish His Majesty good health collective donations to rescue livestock totalling Baht 4,645,567.75 given to the Agricultural Livestock Bank in accordance with royal wishes and collective donations to Phra Bat Nampu Temple at Lopburi totalling Baht 2,350,867.50 to help AIDS patients.
  - The I.C.C. International Public Company Limited, contributes Baht 4,999,995 to “Marrow Transplantation Project to commemorate H.M. the Queen’s 72<sup>th</sup> birthday anniversary” of Rama Thibodi Hospital to give help to needy patients suffered from the Leucaemia and Lymphatic Gland Cancer, inclusive of genetic disease caused by abnormality leucocyte, to be cured by marrow transplantation.
  - Product “LACOSTE” contributes Baht 2,000,000 via Dr. Thiam Chokwatana Foundation for the construction of the “Phromsirdharmasathan : Dharma Practice and Ethics Training Center Project”. This contribution is recognized as a merit making attributed to H.M. the King’s 80<sup>th</sup> birthday anniversary in 2007. The Phromsirdharmasathan is determined to promote and maintain the national religion by using it as the Dharma Practice and Ethics Training Place for students, government officers and also general public.
  - Product “LACOSTE” joins contribution to the “Neurology Research Foundation under the royal patronage of the King” in the amount of Baht 1,000,000 via Dr. Thiam Chokwatana Foundation to conduct research, study, and development on neurotic disease to further benefit to the neurotic patients in Thailand.
- 2007
- The management and employees of ICC organized activities to commemorate the 80<sup>th</sup> Anniversary of His Majesty the King’s Birthday, including the signing of a well-wishing book, pledging to do good deeds for the Father of the Nation, giving alms to 81 monks, singing tribute songs for His Majesty the King. Moreover, the Company has launched “Blood Bank” campaign to help patients in urgent need of blood, in cooperation with Thai Health Promotion Foundation.
  - ICC in conjunction with the Saha Group of Companies donated some of the proceeds from its products sales at the 10<sup>th</sup> and 11<sup>th</sup> Saha Group Export & Trade Exhibition events, totally Baht 15 million, to the Chaipattana Foundation for charitable purposes.
  - “ARROW” product supports the “Elephant Reintroduction Project” by distributing a special collection of shirts “Help Return the Elephants Home” to help 8 elephants return to their natural habitat, in response to the royal initiative of Her Majesty the Queen, through the “Elephant Reintroduction Foundation”. At present, “Arrow” product has donated Baht 1,000,000 to help return the first elephant to the jungle.
  - “WACOAL” donated a Full Field Digital Mammography Mobile Unit (DMMU), a state-of-the-art medical facility for Thailand and the first of its kind in Asia, worth Baht 25,000,000 to the Thanyarak Foundation under the royal patronage of the late Princess Mother, for check-ups on mammographical disorders in Thai women.
  - “LACOSTE” product donates Baht 10,000,000 to the Cardiac Children Foundation of Thailand under the Royal Patronage of Her Royal Highness Princess Galyani Vadhana, for cardiac children operations and Treatments.
- 2008
- I.C.C. International Plc. organized an alms-offering ceremony for 82 monks to commemorate the 81<sup>st</sup> Anniversary of His Majesty the King’s birthday on December 5, 2008 in honor of His Majesty “The Great Giver” of Thai people.
  - I.C.C. International Plc. served as the center for soliciting financial donations of the Saha Group for “Religious Charitable Activity Fund”, under supervision of Dr. Thiam Chokwatana Foundation. Total donations reached a high level of Baht 10,653,000 which were allocated as contributions to several religious activities, such as construction of Dhamma Practice building, Buddhist Temple hall and Buddhist image for temples in remote areas, etc.

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- I.C.C. International Plc. offers alms to nine monks and arranges a Dhamma practicing and meditation session every Buddhist holyday, in order to promote merit making and Dhamma observing among ICC executives and employees, including adoption of Dhamma in their daily lives and works.
  - WACOAL lingerie launched a Wacoal corporate campaign - "Wacoal Cools the World", by donating 100 bicycles to 5 universities totalling 500 bicycles, valued over Baht 1.15 Million. These five universities were Kasetsart University, Thammasat University (Rangsit Campus), Chiang Mai University, Burapha University and Khon Kaen University. It is part of a campaign to encourage students to realize the Global warming problem and to reduce uses of motor vehicles.
  - ARROW continued its contribution to the "Elephant Reintroduction" program for two consecutive years, donating its sale proceeds of its shirts under "Don't Hurt Me" collection of Baht 2 million for release of the third and fourth elephants (mother and son) back to the wild under the "Elephant Reintroduction" Foundation.
  - BSC COSMETOLOGY launched a campaign "BSC Contribution to Prosthetic Legs", urging female customers to donate the used aluminum containers of their powder, eye shadows and brush-on as raw material for prosthetic leg production. BSC Cosmetology also donated a sum of Baht 1 million to the Prosthetic Leg Foundation under Royal Patronage of Her Royal Highness the Princess Mother for prosthetic leg production for the handicapped all over the country.
  - Through 38 years as an expert in women's lingerie, WACOAL Products launched a campaign - "Balancing Bra Donation", by donating "Balancing Bra", with "post mastectomy breast pads". It also published one million brochures, concerning the "Use of Three Fingers for Breast Cancer Detection", under a total sum of budget of Baht 380,000 delivered to the National Cancer Institute for distribution to Thai women nationwide, so that they would be familiar with self-examination of breast cancer.
- 2009
- I.C.C. International Plc. organized alms offering to 83 Buddhist monks, on an auspicious occasion to celebrate the 82<sup>nd</sup> Anniversary of His Majesty the King's Birthday and singing tribute songs for His Majesty.
  - I.C.C. International Plc. invited its executives and employees to participate in a Royal Kathin Robe Presentation Ceremony, at Wat Sam Ngam temple in Nonthaburi province, with a total donation of Bath 246,999.
  - I.C.C. International Plc. sponsored the journey of Thai students to attend an "International Music Contest" in Osaka, for promotion of Thai classical music. They brought fame back home with a runner-up award Ja-Ke (three stringed musical instrument).
  - I.C.C. International Plc. distributor of "Wacoal" lingerie for more than 38 years, continued its "Wacoal, Pink Ribbon to Fight Breast Cancer". It is a campaign to raise public awareness among Thai women to take care of their breasts and to provide assistance for poor women who lost their breasts in operations due to breast cancer. On this occasion, I.C.C. International Plc. presented "Balancing Bra" with "post mastectomy breast pads" for representatives of women who lost their breasts in operations, due to breast cancer, so as to live their normal life in society. The company also published a brochure, entitled "Three Fingers, Three Touches to Prevent Breast Cancer", totaling 1 million issues, and gave them to the National Cancer Institute, for distribution to Thai women all over the country.
  - Arrow men's wear ended its "Elephant Reintroduction Project", sending the last two out of eight elephants to the wild, as targeted for this year. This is part of the Elephant Reintroduction Project to commemorate the 80<sup>th</sup> Anniversary of His Majesty the King's Birthday, under a primary target to send 81 elephants back to the wild. On this occasion, the company donated a sum of Baht 2,000,000 for Elephant Reintroduction Foundation at Pa Doi Pha Muang Wild Life Sanctuary, in Hang Chat district, Lampang province.

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- ELLE & ELLE HOMME organized “ELLE & ELLE HOMME for RED CROSS” for sales of special shirt collection, designed by movie stars, and donated a sum of Baht 200,000 to the Thai Red Cross Society.
- “ENFANT” children’s wear brand organized an activity, called “Family Relations and Global Preservation with ENFANT” to plant wild banana of 25,000 shoots for Thai elephants, together with a sum of donation of Baht 100,000 for “Renovate the Forest as Feeding Source for Elephant” project, a Wat Sunantha Wanaram temple in Kanchanaburi province.
- “GUY LAROCHE” presented proceeds from sales of its “I Love You, Guy Laroche”, totaling Baht 1,000,000 to the Cardiac Children Foundation of Thailand, under Royal Patronage of Her Royal Highness Princess Galyani Vadhana Krom Luang Naradhiwas Rajnagarindra, as assistance for children suffering from cardiac disease.
- “SHEENÉ” participated in a campaign to prevent “Influenza A (H1N1)”, by presenting 5,000 masks to students of Bangkok University and SHEENÉ customers at The Mall Bang Khae Department Store.
- “KULSATRI” lingerie organized an activity, called “KULSATRI doing good deeds to society”, to solicit donation of essential items and money from the public, totaling Baht 72,560 for Wat Phra Bat Namphu temple, as assistance for AIDS victims.
- I.C.C. International Plc. cooperated with the Saha Group and Dr. Thaim Chokwatana Foundation donated a sum of money, pharmaceutical product and consumer products, valued at Baht 30,049,355 to the Government as humanitarian assistance for victims of earthquake in Haiti on Monday, January 25, 2010 at a reception room, 1<sup>st</sup> floor, of the Office of the Prime Minister’s Secretary General at Government House.
- 2010 • I.C.C. International Plc. gave alms offering to 84 monks in the ceremony in honor of His Majesty the King on the occasion of his Majesty the King’s 83<sup>rd</sup> Birthday Anniversary Celebrations on December 5, 2010.
- I.C.C. International Plc. joined hands with companies of Saha Group, Dr. Thiam Chokwatana Foundation and donors to build “Phra Phut Tha Mu Ni Wimutti Kho Tama Chak Ka Wa Rang” (Disclosing the three worlds posture, with 27-meter height) located at Wat Wimuttitham Temple, Nakhon Ratchasima in order to honor His Majesty the King. This is also a charity program on the occasion of his 84<sup>th</sup> Birthday Anniversary Celebrations on December 5, 2011.
- I.C.C. International Plc. joined hands with the Saha Group to make a donation of 36,999,999 Baht to the Somdech Phra Debaratana building, Ramathibodi hospital and a donation of 113,000,000 Baht to the Bhumi Siri Mangalansorn building, the Thai Red Cross Society.
- Executives and employees of I.C.C. International Plc. held a Kathin Robe Presentation Ceremony, with a donation of 224,550 Baht at Wat Sam Ngam Temple, Nonthaburi.
- I.C.C. International Plc. in cooperation with the Institute of Art and Culture of Burapha University provided sponsorship of 250,000 Bath for the 30<sup>th</sup> Thai traditional music contest of students in Eastern region (HRH Princess Maha Chakri Sirindhorn’s cup) to help sustain Thai cultural heritage. Besides, the Company has sponsored this program for 19 consecutive years.