

**CORPORATE SOCIAL RESPONSIBILITY
& SUSTAINABLE DEVELOPMENT**

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We are determined to become Thailand's biggest hotel chain with an international reputation and standards, as well as a leader in all kinds of restaurant business in the ASEAN region, while encompassing the commitment to providing excellent services to customers under the warm and gracious hospitality that is uniquely Thai. Our determination is also to present products of the highest quality on a professional basis in order to bring satisfaction and happiness to all our customers, and to strengthen the organisation and develop the business for sustainable growth over all dimensions including environment, society and good governance.

SUSTAINABLE BUSINESS DEVELOPMENT

As an operator of hotels and food businesses, we have always committed to the principle of corporate governance with the manoeuvrability of internal structure and operating process, in order to direct and supervise the overall operation for utmost value. We also aim to promote and carry forward stable and sustainable business operation in accordance with the demand of interested parties, both in the short and the long run, covering the key issues set out below.

GOOD CORPORATE GOVERNANCE AND FAIR OPERATING PRACTICES

The company carries out its business while looking for an opportunity to lawfully expand to a new business, and fights against corruption both internally and externally, with the purpose to have our business transparent and verifiable. We operate our business according to the direction as specified in the company's strategy in hotel and restaurant businesses for benefits of all interested parties from shareholders, employees, communities and society, to trading partners and state agencies.

For the 2016 Annual Compliance Assessment conducted by the Thai Institute of Directors Association, the company was assessed as "very good".



For the 2016 Annual General Meeting Quality Assessment of companies listed on the Stock Exchange of Thailand, conducted by the Thai Investors Association, the company was rated at 95.675 percent.

Result of Annual General Meeting Quality Assessment

2016	2015	2014	2013	2012	2011	2010
95.675	99.63	98.75	98.13	97.63	92.75	97.25

ANTI-CORRUPTION

The company prioritises transparent business practices. This includes the transparency of internal operating process and inter-organisational coordination, as the company participated in the Private Sector Collective Action Coalition Against Corruption on October 15th, 2015 and was certified as a member of Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) on April 22nd, 2016. Additionally, the company continually provides knowledge on such topics for employees in order to build an awareness of anti-corruption and a goal determination of zero corruption in the organisation.

HUMAN RIGHTS AND FAIR TREATMENT OF EMPLOYEES

The company provides support and respect in human rights protection. Fair treatment is given to its employees in all aspects without discrimination in spite of the difference of race, religion, gender, age, and education background. Employment of locals is encouraged along with reasonable welfare and employee wellbeing.

CONSUMER RESPONSIBILITY

The company's service and product development is aimed to respond to demand and to meet the expectations of service users and customers under fair terms, confidentiality, and privacy.

ENVIRONMENT AND SAFETY

The company has business operating procedures that take into consideration environmental impact, the intention being to ensure that all service and business processes make the most effective and economical use of resources. We also conduct the follow-up of possible impact, including the importance of operational safety as our priority.

INVOLVEMENT IN SOCIAL AND COMMUNITY DEVELOPMENT

Our business process encourages participation in activities to strengthen society and communities in all contexts.

INNOVATION DEVELOPMENT AND PROMOTION BY CORPORATE SOCIAL RESPONSIBILITY

The company supports and promotes the development of creative innovation that generates value to the business as well as to society, communities and the environment in a sustainable manner.

Determination of main stakeholders having direct and indirect involvement and effects from the business operation is as detailed below.

Stakeholders	Policy & Strategy	Method & Channel
Customers	<ul style="list-style-type: none"> The company aims to create highest customer satisfaction by providing care and responsibility; Provides services to customers according to specified standards; Keeps customers' confidential information without disclosure unless permitted by customers. 	<ul style="list-style-type: none"> The company conducts a survey of customers' satisfaction towards rooms and services; The company has the system and units to receive customers' complaints; With guidelines to address and fairly settle issues, for fastest solution to such complaint.
Employees	<ul style="list-style-type: none"> The company takes care of its employees as if family members; With good fringe benefits; Good working environment; Modern and well-maintained office supplies; All employees are entitled to equal rights, with no exclusion or discrimination; Promoting career progress at all levels. 	<ul style="list-style-type: none"> The company has an internal communication channel to create correct understanding; With activities to build good relationships; A town hall meeting for the executives to constantly talk and meet up with the employees; Surveys of employees' satisfaction towards organised welfare and activities; Internal promotion for existing employees prior to recruiting outsiders.
Shareholders & Investors	<ul style="list-style-type: none"> Conducting the business for utmost returns; Conducting the business with good governance and in accordance with the principle of corporate governance; Complying with the laws; With good corporate governance. 	<ul style="list-style-type: none"> With a channel to contact the company through Investor Relations; Equality to both shareholders and investors; Constant presentation of information based on transparency and integrity.
Suppliers & Business Partners	<ul style="list-style-type: none"> Transparency and sincerity in business contact for suitable benefits. 	<ul style="list-style-type: none"> Collaborating and adjusting contract terms to be fair upon request; Hearing problems and consulting for settlement.
Community & Society	<ul style="list-style-type: none"> Supporting and promoting related activities; Generating employment and income; Sharing knowledge from the organisation to the society. 	<ul style="list-style-type: none"> Carrying out field work study, survey and discussion with community leaders; Participating in various activities.
Environment	<ul style="list-style-type: none"> Campaigning for wise use of natural resources to reduce environmental impacts. 	<ul style="list-style-type: none"> Surveying the volume of energy uses; Setting the goal for wise energy uses to reduce expenditures.
Government & Audit Department	<ul style="list-style-type: none"> Complying with regulations and procedures. 	<ul style="list-style-type: none"> Participating in meetings to present ideas and in related activities.

The company has **new innovations** to support better service provision in all steps of the business operation.

The hotel business uses technologies to fine-tune the customer service system to be continually diverse and up-to-date. In 2016, the company introduced new payment channels to customers, with PayPal and Red Dot, along with the service of Mobile Concierge implemented at Centara Grand & Bangkok Convention Centre at CentralWorld as the first hotel in Thailand. In addition, the Digital Magazine service was provided for customers in order to reduce paper consumption.

Regarding the food business, the company has created CRG PLUS+ card, as the first cash card in this industry, which covers payment, discount, and point collection within a single card. The all-in-one CRG PLUS+ card completely helps facilitate customers in purchasing products and using restaurant services of the 10 brands within the CRG Group. Its purpose is to answer to the customers' lifestyle of the cashless society. With a current member base of 500,000 persons, the annual spending value through the card was over 300 million baht. The main customer group of CRG PLUS+ includes students and working people. The estimated business trend is to better link benefits to inter-organisational members.



EMPLOYEES ARE KEY TO THE ORGANISATION'S SUSTAINABILITY

The company's employees in both the hotel and food businesses are deemed as important interested persons in propelling the sustainability of the organisation. Hence, the company has a policy that prioritises manpower planning and capacity improvement for employees in all sections in order to support the business growth, as well as delivering good quality of life to them, encouraging learning, and developing personnel with the purpose to build their engagement with the organisation.

HUMAN RESOURCE DEVELOPMENT IN THE HOTEL AND FOOD BUSINESSES

4CS PROJECT: CENTARA CAREER CREATIVE FOR CHILDREN

This project aims to improve, train and prepare for workmanship readiness of underprivileged young people graduating at Mattayom 6, or secondary education year 6, from Suksa Songkro School and Ratprachanukhro School under The Royal Patronage, as well as the School of Deaf and School of Visually Impaired. At present, a memorandum of understanding has been signed between the Office of the Basic Education Commission at the Ministry of Education, the Department of Skill Development at the Ministry of Labour, and Plan International Organisation of England.

Our Human Resources Department is responsible for choosing students to join the project for five-month preparedness training. Participants will be able to learn and practice the work in relation to hotel room, food and beverage service, and cooking. During the training, the participants are supported with accommodations, uniform, equipment, allowance, and health insurance. Upon the completion of training they will be granted a certificate, and an opportunity to become full-time employees at Centara Hotels & Resorts properties in various provinces. Over 600 students have successfully completed this training since 2011, and 443 of them have been accepted to work in Centara Group hotels.

MANAGEMENT DEVELOPMENT PROGRAMME (MDP)

In order to develop personnel capacity in the hotel industry towards management work, this project was initiated in 2002 with a total of 12 generations of employees having participated in the programme. In 2016, there were 113 participants, and at present a total of 53 employees having been trained in this project are working for properties within Centara Hotels & Resorts.

SIGNING AN MOU WITH EDUCATIONAL INSTITUTES IN ALL REGIONS

The objective of this project is for training and preparing students to be ready for working in the hotel business. Since 2011, the company has signed MOUs with a total of 63 educational institutes, with over 1,059 students having been trained at properties within Centara Hotels & Resorts. MOUs were signed during 2016 with 14 educational institutes, with 53 students training within Centara Hotels & Resorts.



PREPAREDNESS TRAINING FOR INTERNS IN HOTEL MANAGEMENT FROM FOREIGN EDUCATIONAL INSTITUTES

Centara Hotels & Resorts offers an opportunity for students from foreign educational institutes to be trained as interns in various sections. The project was initiated in 2011, in which 98 foreign interns from a total of 45 foreign educational institutes attended the training. In 2016, a total of 44 institutes with 79 interns participated; of these, four have been employed to work at Centara Hotels & Resorts.

DEVELOPMENT TRAINING FOR POTENTIAL EMPLOYEES

This project is intended to select potential employees for one-year succession training in three aspects, namely specialised skills, leadership, and project management. In 2016, 318 employees participated in this programme.

SETUP OF EMPLOYEES' LEARNING AND RELAXATION CENTRE: INSPIRATION ROOM

A prototype Inspiration Room was set up at Centara Grand & Bangkok Convention Centre at CentralWorld, in which employees can relax, study online lessons, and hold small group meetings. In 2016, the Inspiration Room was further extended to Centara Grand Mirage Beach Resort Pattaya in response to employees' needs.

EMPLOYMENT AGE PERIOD EXTENSION FOR ELDERLY IN ESTABLISHMENTS OF CENTARA HOTELS & RESORTS

A memorandum of understanding was made between the Ministry of Labour, the Thai Health Promotion Foundation (ThaiHealth) and the Foundation of Thai Gerontology Research and Development Institute (TGRI), in order to propel the policy of extending the employment age period for elderly in the working place as a model. In 2016, over 130 elderly people were employed in the level of personnel consultant.

The Division of Potential Development of Older Persons, Department of Older Persons, on September 3rd, 2016 chose the company for the Corporate Social Responsibility (CSR) Excellence Award of 2016 from the Ministry of Social Development and Human Security. This is based on numerous arranged activities that are beneficial to society and the elderly. For instance, the employment of elderly persons; a policy to value long-working and over 55 years-old personnel for reemployment with flexible working hours; and support for the employment of retired persons. The company has also joined the network of Age-Friendly Business by the Department of Older Persons, and supports them through the procurement of products from elderly persons and sponsoring living allowance for the elderly.

EMPLOYMENT OF PERSONS WITH DISABILITIES

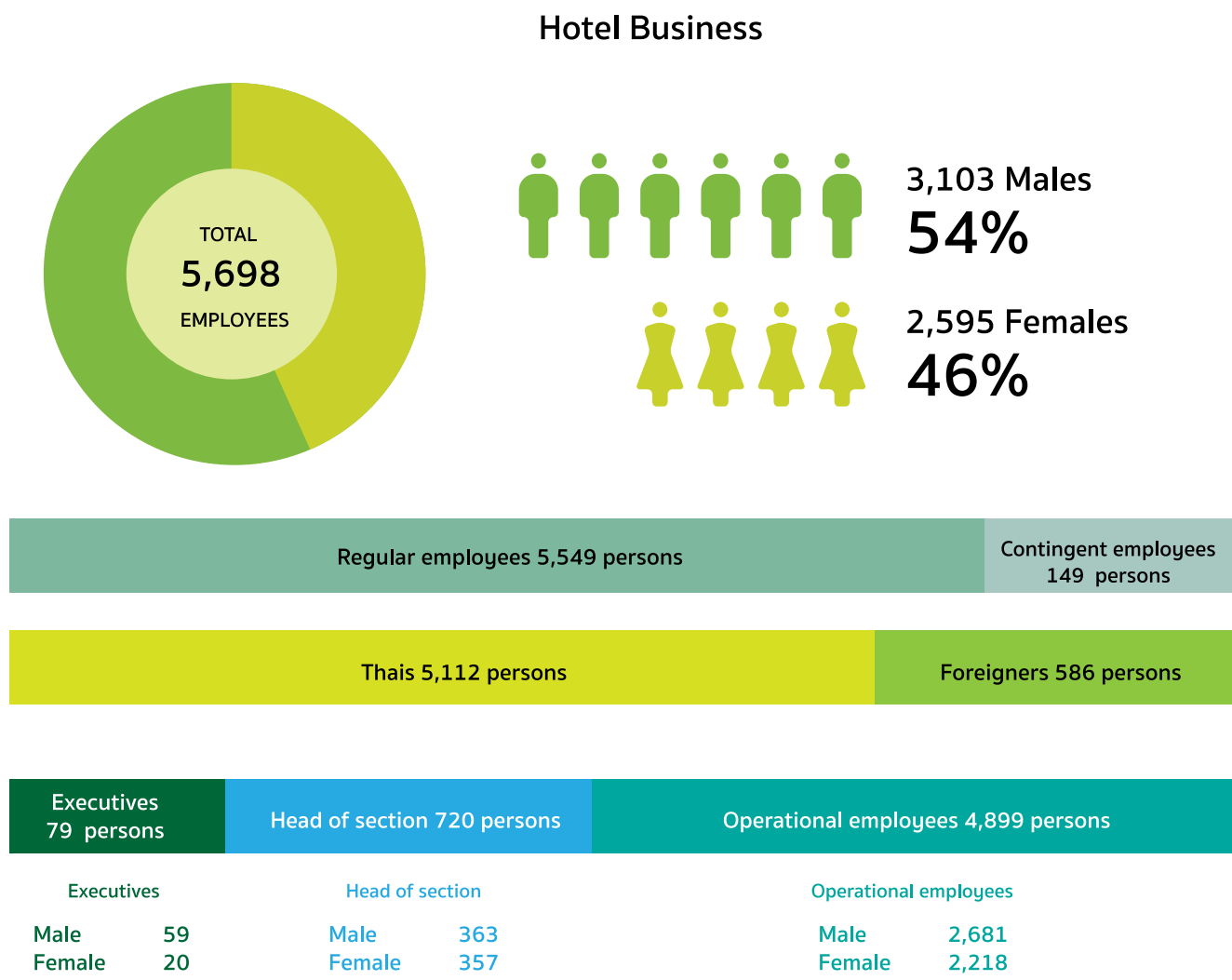
In the hotel business, an increasing number of disabled persons have been hired, exceeding the legal requirements. In 2016, a total of 86 disabled persons were employed without having to contribute the payment to the Fund for Empowerment of Persons with Disabilities.

In the food business, the project of **Opportunity and Honour for Equal Dignity of Disabled Friends** was organised in collaboration with the Ministry of Social Development and Human Security, with the aim to offer a career opportunity to our disabled friends and enable them to live in Thai society with dignity equal to others.

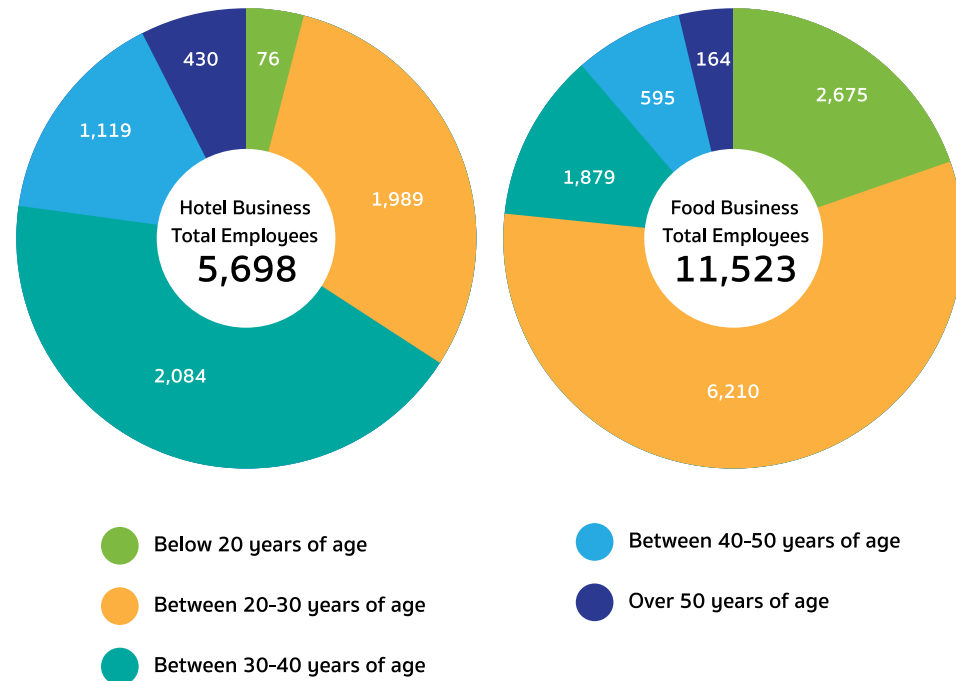
Centara Grand Beach Resort & Villas Hua Hin and Central Restaurant Group Co Ltd were in 2016 awarded with the Outstanding Employment Support for Persons with Disabilities Award 2016 from the Ministry of Social Development and Human Security.

OUR ONE BIG FAMILY

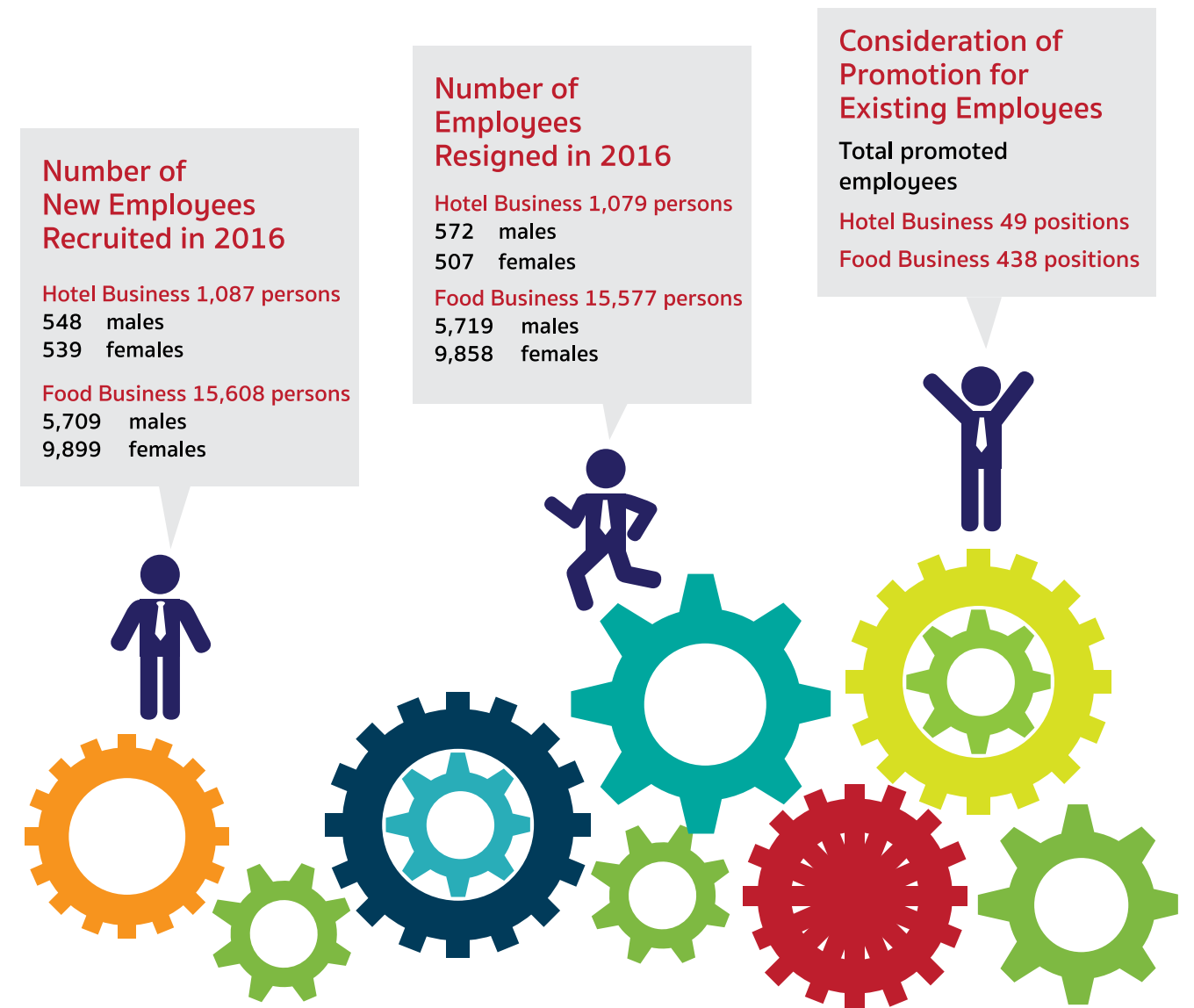
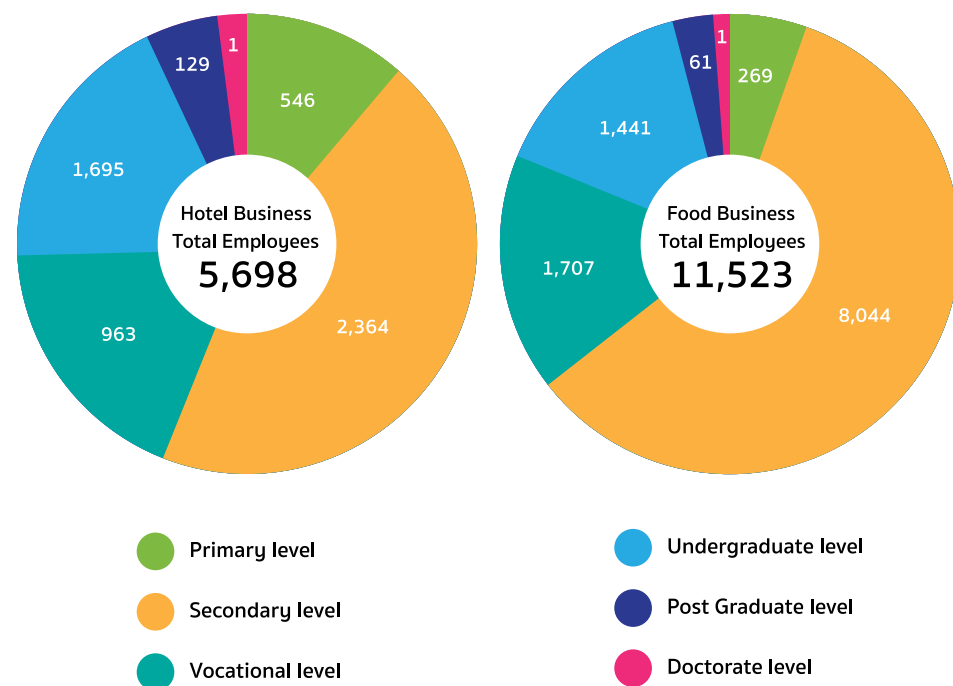
INFORMATION ON THE COMPANY’S EMPLOYEES IN THE HOTEL AND FOOD BUSINESSES



Employees' Age: Number of Employees in Each Age Range



Educational Level



The company gives priority to occupational safety, and therefore knowledge training is continually given to employees as a preparation for all of them to act properly in case of emergency. In 2016, the number of occupational accidents was as follows:

	Hotel Business	Food Business
Occupational accident with days off	74 persons	67 persons
Occupational accident without days off, individually	10 persons	52 persons

In addition to employees' work responsibility, the company also gives them opportunities to show their abilities or take charge of a special task other than their own regular work, for instance, participation in the committees of safety, welfare, energy conservation, and environment. This is to allow them to become an important part of the organisation development.

The company also places importance on employees' fringe benefits for their good quality of life, which subsequently affects their happiness at work. Employees receive reasonable pay and fringe benefits based on ability and experience. The company also provides scholarships to employees and their children.

PARTICIPATION IN PROMOTING AND SUPPORTING SUSTAINABLE DEVELOPMENT OF SOCIETY AND COMMUNITIES

HOTEL BUSINESS

In the hotel business, we set our policy to have participation with society and the communities in several dimensions. This includes giving consideration and special opportunity in employing locals or those who live in the nearby area within 20 kilometres from the hotel, so as to support the community employment and to reduce greenhouse gas due to long-distance travel. In addition, in many hotels of our group, dormitories are provided for employees along with scheduled shuttle buses.

On a monthly basis, Centara Hotels & Resorts organises activities with nearby communities, temples, schools, or local government agencies, in terms of knowledge support and promotion. We also purchase local products to be used as souvenirs for customers, such as banana candies from Krabi community and traditional coconut bean candies from Koh Chang community. Additionally, we give our support to the Tsunami Victims' Handicraft Centre by using their elephant rag dolls as souvenir gifts for customers during numerous festivals at Centara Villas Phuket.

Moreover, the company offers an opportunity for communities in the proximity of hotels to bring their local products such as Thai desserts, fruits, herbal inhalers, handmade dolls, herbal drinks, and many other products, to be sold to employees and interested persons at our hotel areas. For example, Centara Grand at Central Plaza Ladprao Bangkok and Centara Grand & Bangkok Convention Centre at CentralWorld held the activity **Wai Kao On Sale**, or golden age on sale, for older persons to sell their community products for earnings income. Also at Central Chaengwattana, an open space was provided for communities to directly sell their products to consumers, which was warmly received.

In 2016, the project **Better Water, Better Life** was organised for students to have clean drinking water under the collaboration of Centara Villas Phuket and Centara Grand Beach Resort Phuket, in donating two water purifiers to Muang Krathu Municipality school(2). Likewise, Centara Grand Beach Resort & Villas Krabi installed a water purifier for Thongkham Wittayanusorn School.



Support to community agricultural products is another policy prioritised by Centara Hotels & Resorts. In the past year, Centra by Centara Government Complex Hotel & Convention Centre Chaeng Wattana **supported organic farming products** by purchasing organic Jasmine rice and organic Jasmine brown rice from Ban Thap Thai Organic Agriculture Cooperative, Prasat District, Surin Province. The rice was to be used as raw material in the hotel and to help farmers to have market availability. In this respect, the hotel ordered approximately one ton of organic rice per month from the Ban Thap Thai farmers' group. The hotel also built relationships with nearby communities by organising the project **CGC Bike Rider** every month throughout 2016. This Campaign encouraged employees and people nearby to jointly exercise, and enjoyed the cooperation of Lak Si District Office, Lak Si Bike Club, and private companies.

There were various activities in many provinces where we engaged with the communities in the proximity of hotels and resorts, for instance:

Centara Grand Beach Resort & Villas Hua Hin in collaboration with other hotels in Hua Hin District held the activity **Saving Life Together** to raise awareness of wearing anti-knock helmets to young people and students in Hua Hin Municipality and its nearby areas. The campaign aimed for the reduction of motorcycle accidents by giving knowledge on traffic regulations and sponsoring helmets for students.

Centara Grand Mirage Beach Resort Pattaya donated 46,264 baht, raised from the hotel's sixth anniversary celebrations and the annual Christmas Tree Lighting Ceremony, to Father Ray Foundation.

Centara Karon Resort Phuket and Centara Kata Resort Phuket organised the activity **Centara Run & Fun Charity** at Karon Beach, with over 600 runners participating. All earnings were given to two employees of Centara Grand Beach Resort Phuket and their families, who suffered from cancer and severe heart disease.

Centara Grand Beach Resort Samui collaborated with Central Festival Samui in holding an activity to sell coconut pies and cookies. All earnings, without deducting expenses, were contributed to the building construction of Samui Learning Centre for Special Needs.

Centara Grand Beach Resort & Villas Krabi jointly made 200 new pillows out of materials from used pillows to be distributed to people, schools and governmental agencies in Krabi Province.



FOOD BUSINESS

The **Hygienic Kitchens** project donated cooking equipment to vulnerable schools, and promoted to students, teachers and staff knowledge on food safety, proper sanitary cooking and food preparation, and good nutrition. This project was organised during 2016 in three schools, and all will be completed and delivered in 2017. The schools are Sakae Rat Wittayakhom School, Pak Thong Chai District, Nakhon Ratchasima Province; Ban Khuan Ngoen School, Cha-Uat District, Nakhon Si Thammarat Province; and Chiang Rai-Phayao Border Patrol Police Vocational School, Chiang Khong District, Chiang Rai Province. Altogether, 857 students and 55 teachers participated in this project; the budget used was 8.4 million baht.

The Terrace joined hands with the Tiang Chirathivat Foundation in **supporting the products of community enterprises** in order to generate income to the communities. In this connection, Riceberry rice from Chai Nat Province and LeumPua glutinous rice from Tak Province, in a total of 1,142 kilograms, were used as the main raw material in creating nine nutritious and delicious menus in the promotion called **Rice Variety, the Seed of Happiness**.

Mister Donut held the **Donut Day 2016** event with a free giveaway of 63,800 Pon De Ring donuts at all branches nationwide, along with an auction of special donuts and celebrities' favourite items. The activity also included the sale of 362,099 Brave Soldier donuts in four flavours throughout June of 2016, for which Mister Donut contributed five baht to charity for the purchase of each donut at its 319 branches. The objective was to participate in the donation of necessary supplies to performing soldiers in the three Southern Border Provinces, for which we raised the total of 2,328,786 baht.

The Terrace organised the **Food 4 Good** project to donate 10 baht from the sale of each dish in six special menus at its 16 branches to support the cost of food for 280 children under the care of three foundations, namely the Sahathai Foundation, Foundation for Children With Disabilities, and Baan Nokkamin Foundation. By the end of the project, 5,000 dishes of participating menus had been sold, resulting in the donation of a total 50,000 baht, which means 2,500 meals were supported for the children under the care of the said foundations.

Pepper Lunch held the **Pepper Lunch 10 years, 10 Homes for Society** activity, in which one baht from the sale of all hot plate menus was contributed to assist 10 participating homes and foundations for lunch support and necessary supplies. The donated sum at the end of the activity was 915,925.50 baht, to be funded to 10 homes: Home for Disabled Babies (Baan Fuengfah), Foundation for the Blind in Thailand under the



Royal Patronage of HM the Queen, Baan Nokkamin Foundation, Home For Mentally Handicapped Girls (Baan Rachawadee Ying), Foundation for Slum Children under the Royal Patronage (Baan Sau Yai), Foundation For Children, Phayathai Babies' Home Foundation, Ban Bang Khae 2 Home For Elderly Foundation, Thungmahamek School for the Deaf, and Home For Handicapped Animals Foundation.

Chabuton Ramen organised the activity **Charity for Children: We are Full, and so are They** to sell the "authentic ramen in dried fish soup" menu, each set of which Chabuton contributed five baht, in order to deliver scholarships to 30 children at Mon Village Jungle Rafts School, Kanchanaburi Province, and to build a playground for all the children. At the end of this project, a total of 74,420 baht was funded for school improvement, learning materials and sports equipment.



ENVIRONMENTAL CARE FOR SUSTAINABILITY

Our hotel and food businesses enacted care towards the management of the environment and natural resources under a number of diverse activities.

ENERGY MANAGEMENT

The goal for energy saving of the hotel business in 2016 was set to decrease electricity consumption by 5 % from the previous year; the saving average was at 60 kWh/occupied room. In many of our hotels, energy saving is an on-going campaign.

In the past year, LED light bulbs were used as replacement in the areas where electricity was used for over six hours. From the campaign of sustainable energy consumption, Centara Grand & Bangkok Convention Centre at CentralWorld was awarded for outstanding effective use of energy in business buildings from the Department of Alternative Energy Development and Efficiency in conjunction with the United Nations Development Programme (UNDP) under the support of the Global Environment Fund (GEF), with the objective to reduce energy consumption and carbon dioxide emissions.

For energy saving, motion sensors were installed at Centara Kata Resort Phuket in public toilets, staff lockers and the fitness centre.

Solar energy was used in 11 hotels where it was applied to generate hot water, resulting in the reduction of electricity use at 135 baht per cubic meter.

In Maldives, solar cells were utilised to generate electricity at night for lighting on walking paths. Additionally, solar cells are being installed at the staff building. The use of fuel for the generator has decreased by over 30 percent.

Major hotels with more than 500 rooms, and hotels with a seminar area such as Centara Grand at Central Plaza Ladprao Bangkok, are equipped with a centralised system to control electricity use and air-conditioners; the energy use is thereby thoroughly controlled.

Earth Hour is on every last Saturday of March. On March 19th 2016, our hotels participated in the activity to turn the lights off for an hour, between 20.30 and 21.30 hrs. The 16 hotels which participated in this campaign were able to save 4,090.78 kW of electricity.

WATER USE MANAGEMENT

Every hotel during 2016 set a goal of water use reduction at 15% from the previous year, and the average result was 460 litres per hotel guest. Aerators were installed to faucet taps to reduce water use, which saved about 6-13 litres of water per minute.

At Centara Ras Fushi Resort & Spa Maldives, water meters were installed and monitored hourly at the areas of high volume usage such as swimming pools, kitchens and laundry, in order to prevent water leaks.

In many hotels, the treated wastewater is reused to water gardens, and each hotel can save over a million baht per year. For example, at Centara Grand Beach Resort & Villas Krabi, a high quantity of water is needed for the extensive gardens and varieties of plant.

“Going Greener” or towel & linen reusing programme has been implemented as the standard in our group. As a result, the hotels were able to reduce the use of water, electricity, and detergents by 30%.

In 2016, we campaigned for more customer participation in environmental conservation under the project **My Green Day**. For four-star resorts, if the guests stay for over two nights and choose not to have their room cleaned during the day, they will receive a complimentary beverage coupon as reward for their participation in the programme. An average of 15% of customers per day joined the project. As a result, the hotels were able to decrease the use of water, electricity and cleaning chemicals, and gained better waste management.



WASTE MANAGEMENT

The policy of waste management in the hotel business can be divided into 4 types: general waste, recyclable waste, organic waste, and hazardous waste. Besides this, the campaign Reduce, Reuse, Recycle and Disposal reduced the generation of waste and encouraged the use of environment friendly materials that are compostable and cause no pollution to the environment.

All Centara Group resorts brought natural materials such as banana leaf or other leaves to use in serving desserts or food, in order to reduce the quantity of plastic plates that are difficult to be degraded. At Centara Karon Resort Phuket, straws made of garden lemongrass were invented to help reduce plastic use. The used lemongrass straws are reused in sauna rooms as herbal aroma for customers.

In all hotels, the provided shopping bags, beach bags and laundry bags are now made from fabric material that can be reused, rather than using plastic bags.

Many hotels began to use rechargeable flashlights in order to reduce the use of dry cells that become hazardous waste after use.

A special project was held to sell drinking water from the bottle made of corn sugar, also known as bioplastic, which is degradable in landfills and a part of earnings were contributed to foundations for society and the environment.

The problem of food waste is being observed by society in general. Centara Grand Mirage Resort Pattaya created a signboard to ask for customers' cooperation to take food in appropriate portions in order to reduce the quantity of wasted food.

For the production of biodiesel, Centara Grand Beach Resort & Villas Hua Hin delivered used water to the Chaipattana Foundation, Prachuap Khiri Khan Province.

At Centara Grand Beach Resort & Villas Hua Hin and Centara Grand Beach Resort Samui, organic wastes were used to produce bio-extract to be used as a cleaning agent for drains and toilets in the hotels. Such bio-extract was also donated to nearby temples and communities.

Drinking water bottles serviced to customers in the hotel room are glass bottles; empty bottles are returned to the manufacturing company in order to reduce the use of plastic bottles.

All hotels have to measure of garbage disposal in accordance with the regulations: The garbage is disposed in a facility as prescribed by the law, such as to the related municipality or unit, along with the payment of fees for hazardous waste such as dry batteries or light bulbs. Waste separation is also practiced and the separated waste is sent to the particular collecting unit for proper disposal. All six hotels in Phuket use the disposal service of Phuket City Municipality, and general waste is sent to be disposed at Saphanhin Disposal Facility for electricity production.

ECOSYSTEM CARE AND ENVIRONMENTAL EQUILIBRATION

For the hotels and resorts at seaside locations, there are “Centara Care” activities regularly arranged to clean the beach front or public or nearby areas at least once a month.

Home grown vegetables are cultivated in the hotel and resort area to be used in the hotel activities; for example, various herbs such as galangal, lemongrass, and aloe vera are used as raw materials for Thai cooking classes and herbal welcome drinks for customers. In case of location availability, trees will be planted around the hotel to increase green space.

To restore the habitat of various aquatic creatures and land animals, the annual mangrove reforestation in many locations remains an activity held regularly at the hotels and resorts nearby the sea. In 2016, Centara Villas Phuket planted mangrove forest at the Mangrove Forest Resource Development Station located at No. 23 Wichit Sub-district, Mueang District, Phuket Province. Centara Grand Mirage Beach Resort Pattaya joined the mangrove reforestation at the Mangrove Forest Conserve and Natural Study Centre, Samet Sub-district, Mueang District, Chon Buri Province. In Phuket, Centara Grand Beach Resort Phuket together with Centara Villas Phuket jointly planted mangroves at Koh Kiam Village, Bang Phat Community, Phang Nga Province. Other hotels, for example Centara Ras Fushi Maldives, joined in coral planting in order to restore the coral reefs and increase aquatic habitats.

Hotels and resorts in Phuket Province and Samui Island cooperated in the construction of a check dam to reduce soil erosion, restore sedimentation, and increase moisture to the forest for a better ecosystem. This will also help reduce the problem of flash flooding and inundation, and solve the problem of drought.



In the food business, management for more effective energy use during 2016 initiated the following projects:

Replacement of Light Bulbs with LED Bulbs: LED bulbs were installed at the central office in various branches of each brand. As a result, electricity cost savings amounted to 9,196,124 baht/year. The total investment was 8,819,240 baht/year.

Installation of Pull Switch: pull switches were installed at the central office, Central Silom Tower on the 6th and 8th floors, and at the parking building on the 9th, 10th and 11th floors for electricity saving; savings were approximately 26,282.04 baht/year. The cost for 362 pull switches including the cost of installation and all equipment was at the total of 35,000 baht

Closing the Lid of Electric Fryers during Non-Using Period of Each Brand: the result of energy saving in the project to close the lid of electric fryers when no raw food materials of each brand were being fried:

1. Energy saving result by Katsuya: approximately 32,015 baht/year
2. Energy saving result by Yoshinoya: approximately 49,949 baht/year
3. Energy saving result by Mister Donut: approximately 562,991 baht/year
4. Energy saving result by KFC: approximately 3,000,000 baht/year

Summary of energy saving result by all brands: approximately 3,644,955 baht/year

