

THE CORPORATE SOCIAL RESPONSIBILITY

Background

The education is considered as a core of the development of real estate and Thailand. Thus, AP (Thailand) Pcl., is concentrated to promote and wide open for sharing body of knowledge and innovations, which is the results from the operating on corporate social responsibilities, transferring the experiences of property management and creating inspiration of space utilization design to the university students and general public. The Company aimed at these educational investments will create the sustainable and concrete development for the youth, society, environment, real estate organizations and Thailand.

The General Policies

The board of company has set the policy on managing the Company and its subsidiaries with the recognition of the importance of the corporate social responsibility, environment, and stakeholders regarding the 8 principles as follows;

1) Fair Business Operating

The Company issued the Good Corporate Governance policy book which was reviewed and approved by the Board of the Directors on 9th November 2012. This policy book has set the guideline in the following areas;

- Business conduct policy
- Shareholders' rights and equality
- Stakeholder treatment
- Internal control, risk management and business ethic
- Conflict prevention
- Information disclosure and transparency
- Structure and responsibilities of the Board of the directors

2) Measures Against Corruption

The Company has set up the working unit to particularly monitor the operation of each section in order to ensure the provability and transparency.

3) Human Rights

Directors, executives, and staff must respect the human rights; that is,

- Support the citizenship rights of the staff according to the constitution and law.
- Respect the data privacy of the staff. Any disclosure of the personal information of the staff can only be done only with the permission of such staff, unless by law or the Company's regulation.
- Do not support any activity that is against the human rights or fraud.
- Staff shall not discriminate either by action or verbal against genders, ages, nationalities, religions, physical or mental disorder of others. The Company has set the punishment term for the above action.

4) Labor Treatment

Human resource is an essential key, driving the Company to success; therefore, employee development and career path are concerned as important. The Company follows these principles in employee treatment;

- The Company has operated on a basis of equal treatment and respect of a basic human rights without any discrimination against genders, ages, nationalities and religions;
- Employee recruitment of any positions in the Company is ensured to be fair and considered on job requirement, educational background, experiences and other qualifications that match such job description. Disability

shall not be disadvantage.

- Remuneration and welfare is ensured to be transparent and unprejudiced with regard of suitability, working performance and the Company financial ability.
- The Company has arranged a hygienic and safety working atmosphere.
- The Company has arranged and developed continually capability improvement programs for employee. Records shall be kept for future update. Work performance of the employee shall be assessed and, likewise, the employee shall be able to assess both their superiority and inferiority.
- Employees are provided channels for expression of their opinions or complaints in regard of their work. Their proposals shall be taken into solemn consideration and led to the solutions where satisfy in general and encourage friendly working atmosphere.
- The Company supports self sustainability of the employee such as savings in reliable provident funds.

5) Liabilities for Consumers

- The Company has studied, evaluated and improve the products to lessen or diminish the negative effect on consumers.
- The Company has set up easily accessible channels for consumers to communicate with the Company or place their complaints. To take care of AP's customers, the company provides 'After sale service', which includes 2 sections; 1) Call service for dealing with customers complaints 2) Fix it for fixing AP's products, in line with the 4 rules standards which are time control, standard and quality, clean & security and caring.
- Consumer rights and personal information must be guarded. Such information shall not be used without consent.

6) Environment Caution

The Company is cautious about any impacts that may cause an environmental problem and follows strictly the laws and regulations on environment. The Company has set guideline on environment preservation as followed;

- Set up environmental friendly value chain and working process.
- Evaluate the outcome from time to time.
- Study on the outcome and improve for the better result.
- Promote the sense of environmental responsibility to the staff.

7) Community Development

The Company has followed the guidelines in order to be part of the community development with the following activities;

- Create or be part of the activities that support or raise the living environment of the community through the AP charity projects by donating instructional media to the students in the border areas.
- Encourage the development of the community members and surrounding inhabitants. The company has established customer relationship management in order to manage and service AP' villagers through various activities such as green space activity.
- Marketing and PR activities of the Company are controlled not to provoke pessimism, social conflict or negative value.

8) CSR Innovation

The Company always encourages any innovative invention that contributes benefits to the community, environment and stakeholders through the AP symposium, which holds annual forum "The innovation of living" and open for public including high school students, university students, and general public to participate and share their comments with well-known national and international speakers.

CSR Report and implementation.

The report on corporate social responsibility 2015 covers the Company's activities throughout 2015 by focusing on stakeholders including officers, customers, community, society and environment. The report format conforms to the Stock Exchange of Thailand's guideline. Content and information reported has already been reviewed and approved by the board of the Company.

In 2015, the Company is enthusiastically building the foundation on corporate social responsibility (CSR). By doing this is not to bring into accord with the Stock Exchange of Thailand or the government sectors' policies which have been encouraging private sectors to be more attentive towards social remuneration in many ways or to gain the Company's credibility from the domestic and foreign investors only. In the previous year, the Company had organized activities and social responsibility plans both as part of the normal business operation (In-process CSR) and activities that would benefit both society and environment (After-process CSR). Both are the Company's policies that are not only to provide the financial support, but also to promote the corporate social responsibility as well as to improve the Company operation towards the reinforcement of the social quality. The Company aims to breed quality citizen to the society through education to provide qualified human resources in the area of property development by sharing the knowledge, which the Company has accumulated for a long time, with the Company staffs and to reward the society in order to build up the learning community and the development of quality residences.

THROUGH EDUCATION, CREATION AN IDEAL CITY AND SMART SOCIETY

The Company has set the CSR plans, many of which has already been done, are all integrated with the in-process business which could be called In-process CSR. As AP is an expert on building the quality residences, we realize that quality residences would lead to a better living quality. With the accumulated experiences in the business, the Company is equipped with knowledge, experience and ability to transfer those things to staffs and outsiders to improve their skills or to cumulate with existed knowledge to benefit the society. Moreover, the Company

aims to produce intellect employees in developing the quality residences including in construction work, management and society responsibility. Therefore, these people would collaborate to produce accomplishments and standard buildings which is a great foundation to create the society with sustainable development. Consequently, the Company established AP Academy as the institute of construction knowledge, which is the first institute in Thailand to provide curricula that has the full range knowledge on real estate business including designing, building, trading and real estate management. The concept of this project is "Knowing the information in depth, being creative and being practical with good quality".

The Company has already been working on this project for five years and spent more than 300 million Baht on starting AP Academy project, Thailand's first institute for the full range knowledge on real estate. The Company have also drawn up budget over 70 million Baht for the following years.

AP Academy has three missions and main structures:

1. AP Property school, 2. AP Open house and 3. AP Symposium.

1. AP Property School was established imitating the school to equip staffs with knowledge, ability and skills. We persist in the principles that to build a good house, the builders must be of good quality. Each curriculum is designed to cover the fundamental, functional, selective and leadership.

There are five curriculums in AP Property school:

1. Construction Curriculum
2. Sales and Services Curriculum
3. Home Solution Curriculum
4. Property Management Curriculum
5. Development Program Curriculum

During the past years, there were 1,182 staffs and general public who were interested in the curriculums, participated and completed the curriculums. The results of intellectual test of participants was satisfied. According to the survey, participants can successfully apply the knowledge gained from the training to improve their work.

The report on the number of participants in each curriculum.

Curriculums	The number of participants in 2015
Construction Curriculum	97
Sales & Services Curriculum	70
Home Solution Curriculum	24
Property Management Curriculum	174
Development Program Curriculum	817

In 2015, the Company budget spent on these curriculums was more than 1,700,000 Baht.

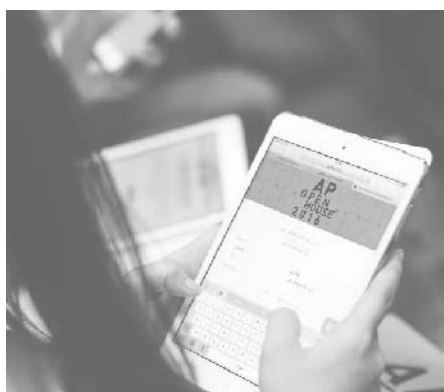
2. AP Open House

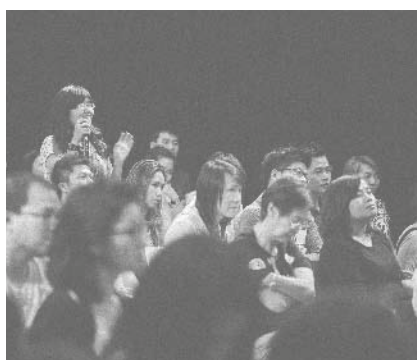
AP Open House Project aims to transfer the knowledge, experience, and provide opportunities to university students to practices in both thinking and working skills, so that they are ready for their working lives after graduation. The Company realized that learning from hand-on experiences would build the efficient skills and properly promote jobs after graduation for participated university students. That's like in the developed countries emphasizing on students' hand-on experiences besides theories.

In the previous years, **"AP: Open House: get more from real life than theory"** opened for applications from civil engineering students in junior and senior years from the faculty of engineering of universities all over the country. The Company advertised the program in many ways to reach as much university students from all around the country as possible via social media, university's media as well as the road show, by company staffs, to promote the project.

After the opening for application period ended, there were more than 600 university students from institutes around Thailand. Candidates had to pass the online tests and participated in an audition at the AP Headquarter Office.

On February 1st, 2016, the Company had announced the 30 successful candidates to participate in the internship program with the Company. The participants would work at the construction sites with more than 50 experts who will closely advise participants to ensure that they learn from the fundamental of each business units to the standard of the construction and quality control. Participants who accomplished the curriculum would receive the certificate of participation from AP Academy and would have the opportunities to work with the Company.





3. AP Symposium

AP Symposium project was established aiming to share the knowledge, innovation, and visions on designing, living space management and the building inspiration. The AP Symposium is opened for public including high school students, university students, people who work in the related fields and general public to participate and share their comments with well-known national and international speakers.

Every Inch Matters Principles of Japanese Design

was the theme of the first AP Symposium. The Company was very honored to have Mr. Soichiro Toba, Chief Representative Officer, and Mr. Tetsuya Okusa, General Manager of Design Management and General Manager of Oversea Project office, as our speakers. They are the two architects from Mitsubishi Jisho Sekkei (MJS), Japan. MJS is a subsidiary of Mitsubishi Estate Group (MEG), which is renowned for designing and developing office projects. MJS had worked on more than 30 projects and is, also, the developer of central business district (CBD) of Tokyo, such as in Marunouchi district for more than 120 years or over 1,200,000 square metres. In the symposium, the two speakers talked about the thinking process on living space management for the best benefit. Japan has ingenious innovations in living space management which are widely accepted. The symposium was held on March 19th, 2014 at the Auditorium Room of Thailand

Creative and Design Center (TCDC), 6th floor, The Emporium Shopping Complex, Bangkok.

For the first symposium, the Company served the first 100 candidates who reserved their seats via AP Call Centre. There were more than 500 people who were interested in the symposium. However, for those who couldn't reserve the seat in the symposium, the Company had their contact information to send the Symposium VDO. The budget spent on AP First Symposium was 1,500,000 Baht.

Then on March 12th, 2015, the second symposium was held at Bangkok Art and Culture Centre (BACC). Its theme was Naoto Space Talk by Naoto Fukasawa, the well-known Japanese designer who is an idea influencer for many. Mr. Naoto Fukasawa has more than 50 awards from his design work and has collaborated with companies and world-class brands from many countries-Italy, France, Germany, Switzerland, Spain, Scandinavian countries and Asian countries-such as B&B Italia, Maruni, Issey Miyake and MUJI. The symposium aimed to present the philosophy of designing which could link 'the instinct' with 'lifestyles' leading to valuable living space. Mr. Naoto Fukasawa also worked with AP on designing the special project: LIMITED EDITION UNITS for RHYTHM 'The Slow Collection' through the integration of Japanese ideas and Thai style of living.



For this second Symposium, the Company increased the number of seats available for those who passionate on Mr. Naoto Fukasawa's work and ideas. The first 500 applicants who registered online received the confirmation SMS for participation. There were approximately 1,000 people who applied online for the waiting list. However, the seminar room can serve only 500 seats. For those who missed the opportunity to attend the symposium can visit Naoto's masterpieces at AP's RHYTHM Sathorn. AP spent over 2,000,000 Baht on this second symposium.

AP Academy Mobile Application

In order to promote the learning and to make the lesson more reachable, convenient and modern; the Company developed AP Academy Mobile Application for IOS, Android and Windows platforms. This would make the project more reachable. The application was launched in October 2015.

Knowledge transferring and collaboration with Mitsubishi Estate Group.

Apart from the knowledge within the Company, AP Academy received a very good support from business allies, Mitsubishi Estate Group (MEG), Japan. For the past years, not only did

the Company received the investment cooperation on condominium improving project, the Company also took part with MEG on exchanging knowledge, skills and real estate innovation. MEG is one of the leading company in Japan with body of knowledge which can be transferred and would be beneficial in transferring the technology in real estate which would greatly benefit Thai society and consumers in Thailand.

In the past year, the trained participants in each AP property school curriculum had opportunities to go to Japan on study trip and to exchange skills and knowledge with MEG, Japan.

In the future, the Company plans to enhance the knowledge and ability of participants. Therefore, AP Open House collaborates with MEG taking participants to go on the study trip to enhance their opportunities in technology learning from the construction prototype and real estate management whose standard is widely accepted. The aim of this study trip is for student trainees to gain knowledge, experience and opportunities in practicing thoughts and skills, so they are ready for their working lives and to work effectively after graduation.

CREATING URBAN INNOVATION

AP Academy is the Company's pride and joy in improving the society, we are brainstorming to search for other ways that company could do to promote the sustainable development in Thai society. The Company also provide other After-process CSR activities (after-process).

AP Urban Innovation

The Company collaborates with higher education lecturers in designing and improving innovations which would benefit the city-style of living, for example, the designing of shared living space that could save energy up to 30%; the improvement of plant watering system that could help saving water and environment. At the moment, the project is on the process collaborating with many experts such as Prof. Asst. Dr.Singh Intrachotoo, the expert on innovation development for environment, or with well-known universities in developing for the future residences.

AP CHARITY SHARING EDUCATION

AP Urban Happiness is an activity aiming to aid underprivileged children in the society who live in rural areas and those who are lacking of financial support by donating instructional media or goods that could benefit their livings because these youngs would become the nation's human resources and would help developing the country in the future. The project has been conducted for three years. In the first year, the residents in AP residences got together to donate bicycles to students in Border Patrol Police schools for commuting to school. In the following year, the Company organized activities and donated packages of rice to students in Border Patrol Police schools. In 2015, the Company, also, held charity activity named AP Charity: Fulfil the Dream... Share the Knowledge by donating instructional media, sports equipments, and agricultural equipments for living, which cost 1,111,725 Baht. The Company also persuaded AP residents, staffs and general publics to do good deeds to the young together, so that they are happy and have a better quality of living.



1. Mr. Anuphong Assavabhokhin, Chief Executive Officer of AP (Thailand) PCL, donates over 100,000 items including children's books and school supplies to students at 204 Border Patrol Police Schools nationwide as part of the AP CHARITY : a corporate social responsibility programme to build dreams and extend knowledge which is aimed at giving students in remote rural areas better access to knowledge resources and education opportunities.
2. AP CHARITY's first outing, traveled to Naresuan Border Patrol Police School in Pa La-U, Prachuab Khiri Khan.
3. The AP team and students at the school shared a morning of fun-filled learning activities, including a joint reading session and games with big prizes. The meeting ended with a shared lunch on school premises.
4. The books provided by AP CHARITY include 5 titles, all selected by brain and learning expert Vanessa Race. The first group consists of pictorial books for children at first-to fourth-grade level.
5. AP CHARITY; joins hands with home owners at more than 90 AP developments, is an ongoing scheme to benefit students at remote rural schools in the hope that knowledge-sharing will enhance their learning, thinking and intelligence and create more opportunities for society's less fortunate

