

## Community Relation

In order to fulfil strong relationships with the local community and guide our people on how to engage with communities, BJC has announced a Community Relations Group-wide Strategy fixating the company's commitment to:



### 1. Education

The BJC group has set up guidelines for activities concerning the education. We devote our attention particularly to the benefits that will be brought to three parties: upstream, midstream, and downstream. The upstream is the future builder (teachers), the downstream is the second home (schools and educational institutes), and the downstream is seed (students). We place unlimited value on the education of our staff's children since we adhere to the belief that the education represents the foundation for sustainable development.

### 2. Community and Society

The BJC group cares for communities and society. The assistance is rendered in forms of public interest activities. We provide complete support to social activities with a view to promote and enhance the quality of life leading to the development of the society and the prosperity of the country.

### 3. Art and Culture

Religion, art, culture, tradition, and ceremonies reflect the art of living at the same time as representing the spiritual anchor of the people. We, the BJC group, perceive the vital importance as to preserve the religion and patronize social activities at every turn. We determine to preserve and carry on the unique Thai art and culture relentlessly.

#### 4. Environment

The BJC group operates the business while taking the environment into consideration. Several projects are conducted to minimize the impact on the environment. The attempt is also made to diminish food and plastic wastes. We aim to raise awareness about the use and the value of the resources in order to sustain the resources for the next generations.

Details of the CSR project can be read in the Corporate Social Responsibility Report. Please click link as below

<http://bjc.listedcompany.com/misc/csr/20200609-bjc-csr-2019.pdf>

As BJC understand that the company can successfully exist because of the communities we are located in, the company is therefore inspired to develop and grow together. We thrive to alleviate social issues especially of the communities surrounding our operations, stores or manufacturing facilities, we assigned the Corporate Social Responsibility and Government Relations Department, as representatives of the Company, to make community visits and discuss with community members to understand their social needs, thus initiating related community development projects. The projects are later implemented by appropriate departments such as government relations, corporate social responsibility, public relations and commercial departments. They are also reviewed regularly for the effectiveness of the implementation, the current situations, and continuity. In addition to our proactive community visits, we also have an “open-door” policy where community members can share their comments and opinions, raise problems, and express grievances related to the company through a range of communication channels as provided in the figure below.

#### BJC Communication Channels with Communities



Call center 1756



BJC Head-office at 02-364-1111

In-person at Big C branches or manufacturing plants