

Community and Social Development through Participation

The company conducts its business with an awareness of its responsibility to society and the community, alongside strengthening the organization. It plays a role in improving the quality of life in the country by participating in sustainable solutions to social problems through business processes and continuous support for social activities, especially in communities surrounding the company's location. Additionally, the company encourages employees to actively participate in various activities to foster a sense of social responsibility, aiming for the company to be recognized and trusted by society and the community for sustainable coexistence.

Projects and Activities for the Community and Society

1. Blood Donation Project in Collaboration with Sirindhorn Hospital

The company established the project "Sharing Kindness... Giving Love," in collaboration with Sirindhorn Hospital, located in Prawet Subdistrict, Prawet District, Bangkok, which is a government hospital situated near the company. The project aims to encourage employees and executives to participate in activities with the main objective of promoting generosity and selflessness. Sirindhorn Hospital sets up a mobile donation unit at the company every four months, and each time, a large number of employees and executives show great interest and participate in the project.



2. Mc Sewing Training and Career Development Project

With over 49 years of business experience, the company has a policy to leverage its strengths in skilled and highly specialized garment production to transfer knowledge and sewing expertise to the community and society. The Mc Sewing Training and Career Development Project was first launched in 2015, with the aim of providing opportunities for individuals in the communities surrounding the company's operations, as well as the general public, to participate in the project. The goal is to equip participants with the knowledge and experience needed to apply in their own livelihoods, supporting themselves and their families, while also creating job opportunities for those who complete the training to potentially work for the company.

The Mc Sewing Training and Career Development Project accepts applications from interested individuals living near the company's facilities, as well as from the general public. Training sessions are held every Saturday from 9:00 AM to 4:00 PM over a continuous three-month period. The training program includes both theoretical and practical components. The theoretical section covers basic knowledge of fabrics, sewing principles, basic sewing machine maintenance and repair, and other relevant knowledge. The practical section involves actual garment sewing. The project has consistently received positive feedback and cooperation from both government agencies and the local

communities surrounding the company’s facilities. As a result, the project has continued regularly and is now in its 7th iteration, receiving strong support from nearby communities.

Based on evaluations of the Mc Sewing Training and Career Development Project over its seven iterations, the results have been highly satisfactory. Participants have gained knowledge and experience that they have applied to sewing, garment repair, and earning supplemental income to support their families. This initiative has been a valuable contribution to government efforts in community and social development. To date, the company has trained and educated more than 150 people through this project. Additionally, the project has helped to raise awareness of the company and has contributed to its recruitment efforts, with an increasing number of trainees applying for jobs at the company, thereby helping to mitigate the risk of labor shortages.



3. Education Promotion and Youth Development Project

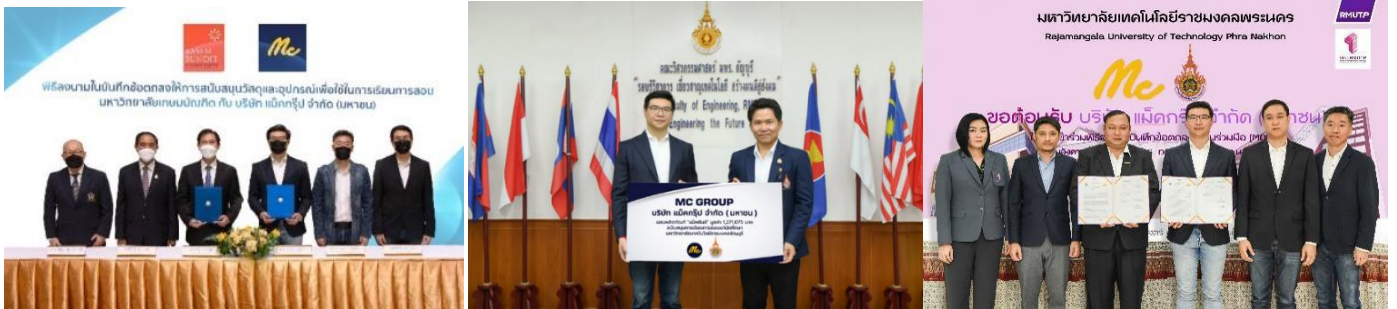
The company recognizes the importance of education and focuses on fostering creativity and skills in students for inventing and creating new things. As part of this effort, the company provides materials and equipment to support students in their work on design, research, technology transfer, innovation, and other creative projects. These donations are made to various educational institutions to enhance teaching and learning, particularly in areas related to design and the creative business of textiles and apparel.

In 2024, the company will donate “Mc Jeans” products to schools both within and outside the communities surrounding the company. This initiative aims to promote learning among students and strengthen the relationship between the company and educational institutions.



4. Academic Collaboration Project with Universities

With over 49 years of experience in the business, the company has a policy to leverage its strengths in the apparel and fashion industry by sharing its expertise and knowledge in garment-making with society. For the 2023-2024 fiscal year, the company initiated an academic collaboration project with four leading fashion universities in Thailand: Srinakharinwirot University, Silpakorn University, Rajamangala University of Technology Thanyaburi, and Rajamangala University of Technology Phra Nakhon.



This collaboration aims to impart knowledge, skills, and experience to students, while also promoting and developing personnel with expertise and standards in business. It helps students gain a clearer understanding of real-world work environments and apply their theoretical knowledge to practical situations. The scope of the collaboration includes:

1. The company provides support by supplying various materials and equipment, such as fabric, thread, labels, buttons, rivets, etc., to promote and develop teaching and learning related to design, innovation, and creative works for students and universities.
2. Academic collaboration activities include seminars, factory visits, hands-on training workshops, research and technology transfer, academic consultation, and other collaborative efforts to apply shared knowledge.



Additionally, the company has continuously provided opportunities for educational institutions and university students to participate in internships, particularly with higher education institutions offering programs in business administration, textile industry, and fashion design that align with the company’s operations. This initiative helps foster practical learning and real-world experience for interested students.

In the fiscal year 2024, two students completed internships with the company. Furthermore, the company contributed fabrics and other materials to universities under the aforementioned collaboration, amounting to 14.5 million baht. This project serves as an excellent example of leveraging business expertise to create mutual benefits for both the company and society, ensuring that all parties involved gain valuable outcomes.

Benefits to Society

1. Students gain the opportunity to learn from real-world experiences within a professional environment, providing a clear understanding of workplace operations. This enables them to integrate theoretical knowledge with practical situations, making them better prepared for future careers.
2. The provision of materials and equipment for educational purposes ensures that universities have sufficient resources to develop curricula and improve teaching. This support also helps reduce expenses for both students and universities.
3. Utilizing fabric scraps and unused materials helps reduce waste and promotes resourcefulness. This encourages creativity in repurposing materials and fosters the development of innovative projects. Additionally, instilling a sense of ethical resource use and responsible business practices helps nurture quality youth who are ready to become future leaders.

Benefits to the Company

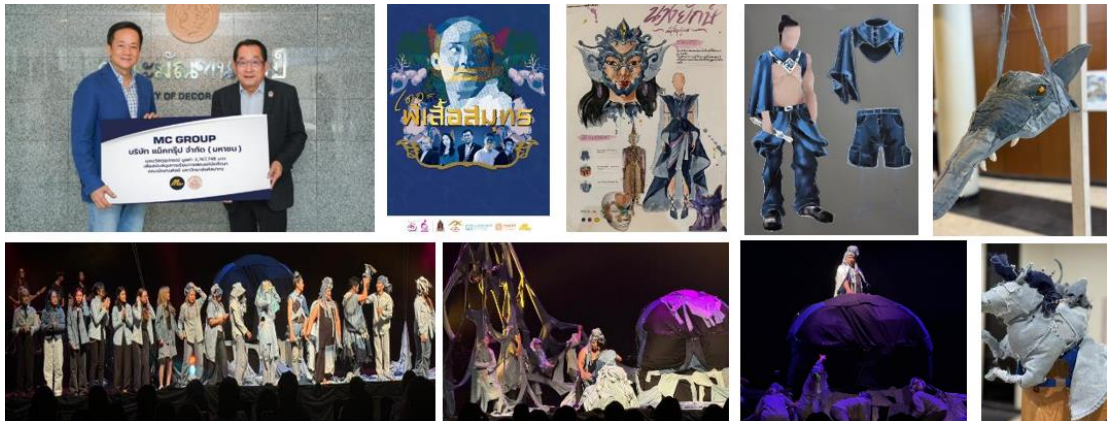
1. This social initiative not only supports education and the development of human resources in the fashion industry but also enhances the company's image as a socially responsible organization.
2. Donating unused materials and equipment helps reduce waste and supports the company's Zero Waste and Circular Economy initiatives, aligning with sustainable business practices. Moreover, the company benefits from tax incentives, allowing double deduction of expenses, which amounts to 5.8 million baht, further enhancing business value.

Examples of Creative Work by University Students Participating in the Project

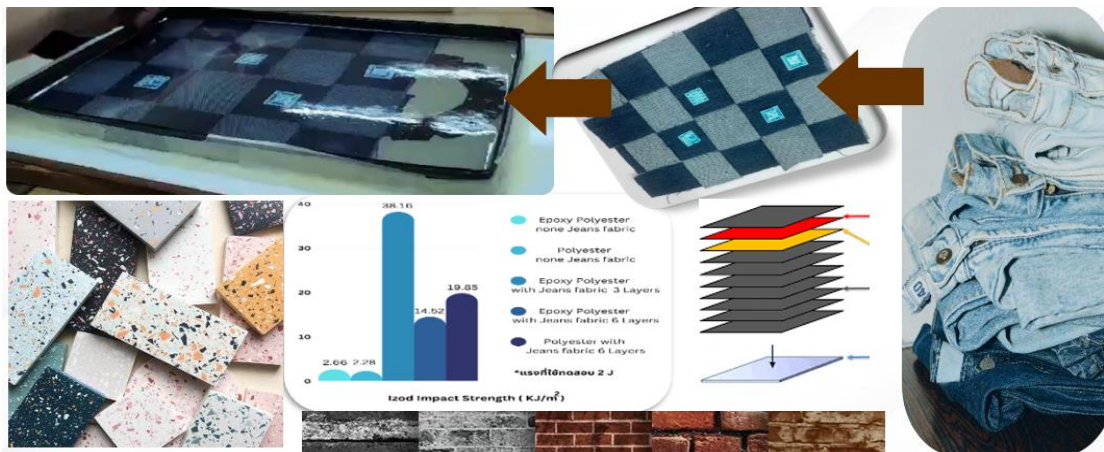
- A design project using leftover denim by students from the College of Creative Industries, Srinakharinwirot University, as part of the 2023 academic year Fashion, Textile, and Accessories Design Exhibition.



- A stage production of "Phisuea Samut" by students from Silpakorn University, where they designed and utilized leftover materials provided by the company to create costumes, accessories, props, and set pieces for the performance on March 14, 2024.



- The project "Composite Wall Arts" using leftover denim from the company, created by students from Rajamangala University of Technology, for a competition organized by the Ministry of Higher Education, Science, Research, and Innovation.



5 Community Collaboration Project

The company values the surrounding communities and government agencies, and places importance on engaging with various communities and external organizations that approach the company for participation in different activities. This effort aims to build strong relationships between the company and the local community. Notably, the company supports the annual National Children's Day project by providing prizes to schools in the Pravet district and nearby areas. These prizes are used for organizing Children's Day events for students. The company has consistently supported this activity every year.



Additionally, in the fiscal year 2024, the company contributed to social welfare and supported the quality of life for students in remote areas. The company donated "Mc Jeans" products to children and adults in three locations: Ban Tika Po School, Ban Mae Rameung School, and the Omkoi District Learning Promotion Center. This initiative is part of the "Collaborative Community Support Project," reflecting the company's commitment to its corporate social responsibility policies.

