

# PRANDA GROUP

## The Global Compact Report 2012 (Eng)



## Message from the Chairman



With more than 4 decades of business operation, Pranda Jewelry Pcl. has continuously laid its strategy aiming for sustainable growth with risk management in terms of the market and finance which has helped the Company to go through the past economic crisis, war, and political turmoil. For the year 2013 is another challenging year due to the expectation that the growth of the global economy will be lower than the previous year and the gold and silver prices are still dramatically fluctuated as well as the foreign exchange rates. Therefore, the business operation must be performed with clear direction and the investment expansion must be the economic value added.

The Company's annual business operation plan is to maintain the market in the United States of America and improve the business administration structure in the European market by focusing on potential markets for its own brand's growth through the wholesales network. The growth of the business from the countries with fast economic development such as India, China, Vietnam, and Indonesia will be mainly performed through the strategy of its own brand marketing expansion through the retail sales network.

Another important factor for business operation is the corporate social responsibility. The Company is always confident that the sustainable growth must consist of awareness of social responsibility toward the outside and inside of the Company. The Company places an emphasis upon the 3 guidelines of the social support: education and knowledge development, public consciousness to the society, and enhancement of quality of life of the employees. The Company is also one of the Thai business companies which follow the UN Global Compact to comply to the 4 principles of human rights, labor standard, environmental protection, and anti-corruption.

Lastly, on behalf of the Board of Directors of the Company and the management team, I would like to take this opportunity to express my sincere appreciation to the shareholders, all levels of staff, and the stakeholders who have entrusted us in business operation with direct and indirect support. The Board of Directors and the management team shall follow the economic sufficiency principle which consists of temperance, reasonability, and immunity, following the royal speech of His Majesty the King as the norm of administration, and comply to the good corporate governance policy with transparency, examinable, business ethic, as well as social responsibility. We hope that we will receive the sustainable support from you again.

A handwritten signature in black ink, appearing to read 'Prida Tiasuwan', written in a cursive style.

(Mr. Prida Tiasuwan)  
Board Chairman

# Announcement

Pranda Jewelry Public Company Limited

No. 23/2555

## Ethical Code in Respect of Laws and Principles of International Human Rights

Pranda Jewelry Public Company Limited has commitment towards conducting its business operations with transparency, as well as awareness and respect for laws and principles of international human rights. This awareness is based on the foundation of the company's own vision and values, and is evidenced by its participation in the UN Global Compact. Apart from the content as described and stated in the international initiative, all committee members, executives, and employees of the company have supplemented their accordance with related practices, as follows:

- 1) The company's business operations must be conducted in line with the law. All employees and executives must be law-abiding as well.
- 2) The company's practices must strictly follow the international principles of human rights, and the company educates all employees to have sufficient comprehension of the relevant principles, which are integrated as part of their job procedures.
- 3) The company must not support or promote any activity that violates international human rights.
- 4) The company encourages all employees to exercise their rights fairly as specified by the constitution and the law.
- 5) The company safeguards the personal information of all employees. Any disclosure or transferring of information to the public can be done only with agreement and after allowance from the concerned employee is granted. Any violation is considered grounds for disciplinary action, except in the case of compliance with the company's regulations or laws.
- 6) The company provides all employees a proper communication channel for offering suggestions and delivering petitions about any contentious issue arising from working. All items must be seriously considered, and an earnest effort must be made to achieve a resolution for the benefit and constructive relationship and collaboration of all parties.

- 7) The company's employees at all levels must thoroughly comprehend the laws relevant to their duties and responsibilities, and follow them strictly. In any uncertain situation, advice can be obtained from the company's law unit. It is prohibited for any employee to take any legal action based on his or her own interpretation without the expert's counsel.
- 8) All company employees must refrain from performing any action that may offend or threaten others, verbally or physically, on the grounds of race, gender, religion, age, or physical or mental handicap.
- 9) When any employee conducts business overseas, he or she should study the laws, customs, traditions, and cultures of the destination country thoroughly enough to achieve assurance and confidence that products, product samples, accompanying materials, travel documents, and the travel and working objectives to be conducted at the destination country will not bring about any violation of local laws, nor any conflict against any custom or tradition of the destination culture.

To be noted accordingly.

This announcement is made on December 18<sup>th</sup>, 2012.



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Prida Tiasuwan  
Board Chairman

## **Announcement**

Pranda Jewelry Public Company Limited

No. 26/2555

### **Policy on Corporate Social Responsibility**

Pranda Public Company Limited and its affiliated companies have the policy of conducting business operations with full awareness of and emphasis towards activities of Corporate Social Responsibility (CSR). This concern has brought about several developmental programmes with the larger society and the surrounding communities, including those of constant environmental activities. The company's collaboration with all stakeholders is based on the aim to construct and to continue the existing fine relationship, which results from sharing, mutual acceptance, and trustworthiness. A significant concern engages any impact that may affect any relevant stakeholder: shareholders, employees, nearby communities, clients, business counterparts, or governmental agencies, as well as the public society and country in general. A major undertaking is to establish a corporation with the proper attitude and workplace culture in which the staff members have responsibility towards the community they work with and live among.

#### **CSR Policy**

1. The company's business operations are based on the policy of good governance and social responsibility.
2. The company's operations are conducted on the grounds that the rights of all parties must be respected, and fairness must be distributed to them all as well.
3. The company promotes activities for the interest of the public, society, and environment, as well as supports the agencies of both government and private sectors with the mission of social and environmental advantage.
4. The company encourages its employees at all levels to participate in operations and activities with social responsibility, as well as promotes and supports them to collaborate with the surrounding communities with volunteer and social-engagement projects.
5. The company neither supports nor promotes any business that has any conflict with ethical principles, or that causes any negative effect towards the confidence or trustworthiness of any group of stakeholders, including shareholders,

employees, communities where the business operations take place, clients, business counterparts, or governmental agencies, as well as the public society and country in general.

This CSR policy will be effective from December 1<sup>st</sup>, 2012 onwards.

To be noted accordingly.



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Prida Tiasuwan  
Board Chairman

# About PRANDA

Pranda Group's core business is production, distribution and retail of fine jewelry products. The Company has become one of Thailand's leading jewelry exporters with customer base spanning in key regions of the world from North America to Europe and Asia.

The Company has established solid foundations to achieve such vision as is evident by the Company's balanced management structure as follows:



1) **Production** With focus on quality and affordable jewelry products, the company can achieve economies of scale the generate the best value appropriate to the production cost and product quality. The Company has also diversified production risks to cover almost wide range of product prices, with strategic production base that includes eight manufacturing facilities in five countries. With this number and wide spread of production facilities, the Company has currently production capacity of over ten million pieces of jewelry products a year.



2) **Distribution** As part of marketing risk diversification and market base expansion, the Company currently operated its own distribution subsidiaries and sales representatives both in Thailand and overseas. These distribution bases are strategically located in the key regions of the world



including the United States, The United Kingdom, Germany, France, Italy, Spain, Japan, China, Vietnam, India and Thailand. The Company's distribution channels main focus is in wholesaling



to major trade customers. To date, the Company has five subsidiaries which function as the Company's main distribution base.

3) **Retail** The Company has subsidiaries which are versatile in retail management both for own retail outlets and franchise enabling the Company to gain access to consumers. Currently, the Company operated its retail business mainly through four subsidiaries in Thailand, China, Indonesia and Vietnam.



The Pranda Group has participated in the UN Global Compact which is an initiative to encourage cooperation between business organizations worldwide, the UN's internal agencies, civil organization and the government sector with an aim to promote environment, human rights, labor standard and anti-corruption. Participation as a member of the Global Compact project is regarded as a real milestone of the Company which stresses upon business practices with responsibility to the global community and reflects the Company's commitment to running business with mindfulness and care.

Social and environmental care is indispensable for sustainable development of the gems and jewelry industry. The Company is committed not only to operating business in compliance with the Global Compact on a continuous basis but also to supporting values, human rights, labor standards, environmental impact and business ethics in administration policy under management philosophy which strictly adheres to honesty, shareholders' benefits, maximum efficiency and effectiveness in business administration with righteousness, integrity, and the principles of responsibility to society, laws and the best business practices. The Company has acknowledged accountability for shareholders, stakeholders in the overall society, environment, safety, and prosperity of nearby communities and the country.



## **Managed business in compliance with The United Nations Global Compact.**

The Company also maintains the compliance of the UN Global Compact which consists of 4 principles in the areas of human rights, labour, the environment, and anti-corruption. In addition, the Company also seriously educates all levels of staff with the awareness of social and environmental responsibility with consistency by placing an importance on the issue as the duty toward the society as a whole with no action destroying the fame of the country, natural resources and the environment. There should be no cooperation or support to any person who owns illegal business or harmful to the society and the national security. This issue is stipulated as the policy of social and environmental responsibility which is included in the "Corporate Governance" guideline, the amendment issue 3/2555 for following. It is also a part of the sharing and returning to the society project.

# 1. Human Right

The Company has written policy and continuously practice of non-discrimination of gender, nationality, religion, and disability. Currently 30 disables were recruited to work in suitable positions in office and factories, which show the proportion of employees of 60:1 that is higher than the requirement by law of 100:1. Recently, the company received the honorable award of “the role model company of professional encouragement to the disabled” from the Ministry of Social Development and Human Security in April 2013.

## Pranda's charity to school for the deaf.

Pranda Jewelry Plc has joined in sharing education-related equipment, materials and apparatus to Nakhon Pathom School for the Deaf to be used as supplementary tools in learning and teaching process in the best attempt to upgrade skills and occupational basics to the hearing-impaired students.



Moreover, the company has jointly held workshop where Mr. Pramote Tiasuwan, *Managing Director (Manufacturing)* of Pranda Jewelry Plc and Mr. Paitoon Srithong, *Director* of the Nakhon Pathom School for the Deaf, have as well participated in sharing their experiences and knowledge. At the same event, the company also holds guidance activities under “For Brothers” programme and hosts free lunch to hearing-impaired students. The activity is held on March 15, 2012.



Pranda Jewelry has realised that the way to promote occupation on jewelry making initiated by Nakhon Pathom School for the Deaf is appropriate and compliant with the policy to promote careers to the disabled persons now handled by the company.



Pranda has hence handed out equipment, necessary materials and apparatus which are deemed useful for jewelry making subject and other educational purpose of the school. Those objects include hang-up grinder, steel drawplate, and 12-hole strip mold, round gemstones, tapping tools, and other instruments. In previous years, Pranda has forged several partnership projects with Nakhon Pathom School of the Deaf to promote careers to the disabled persons. Pranda also pledges to develop further learning and teaching process in the best way to upgrade occupational basics, skills and increase job opportunity to the hearing-impaired students.

## 2. Labour

The Company respects and continued to adhere to the policy which places due importance to the employees because they are valuable resources of the organization. The Company continuously organized campaigns to improve staff's quality of life such as providing knowledge to the staff by launching Pranda Knowledge Center managed by the Academic Committee. A training for both internal and external trainings for all staff from every level. The training has resulted in the Company's well productivity and efficiency.

Nursery center has been operated for 24 years to help lessening employees' burden of taking care of their children. In addition, the Company provided assistance in regard to staff's property stability such as setting up saving cooperative, provident fund and projects to resolve debt problems and provide legal advice. Apart from this, the Company improved employee housings and good quality of cafeteria with cheap price, increased subsidizing funds for various benefit programs such as marriage gift, sponsor of ordination, funeral aid for father and mother, inpatient medical care etc. These actions led to the significant decrease in employee turnover ratio. This year, the turnover ratio of skillful employees is less than 2%. The practices under Thai Labour Standard (TLS) require non-violation of human rights, non-using of child labour, safe working environment in accordance with industrial hygiene standard, non-discretionary, respect of equality and remuneration not lower than legal requirements.

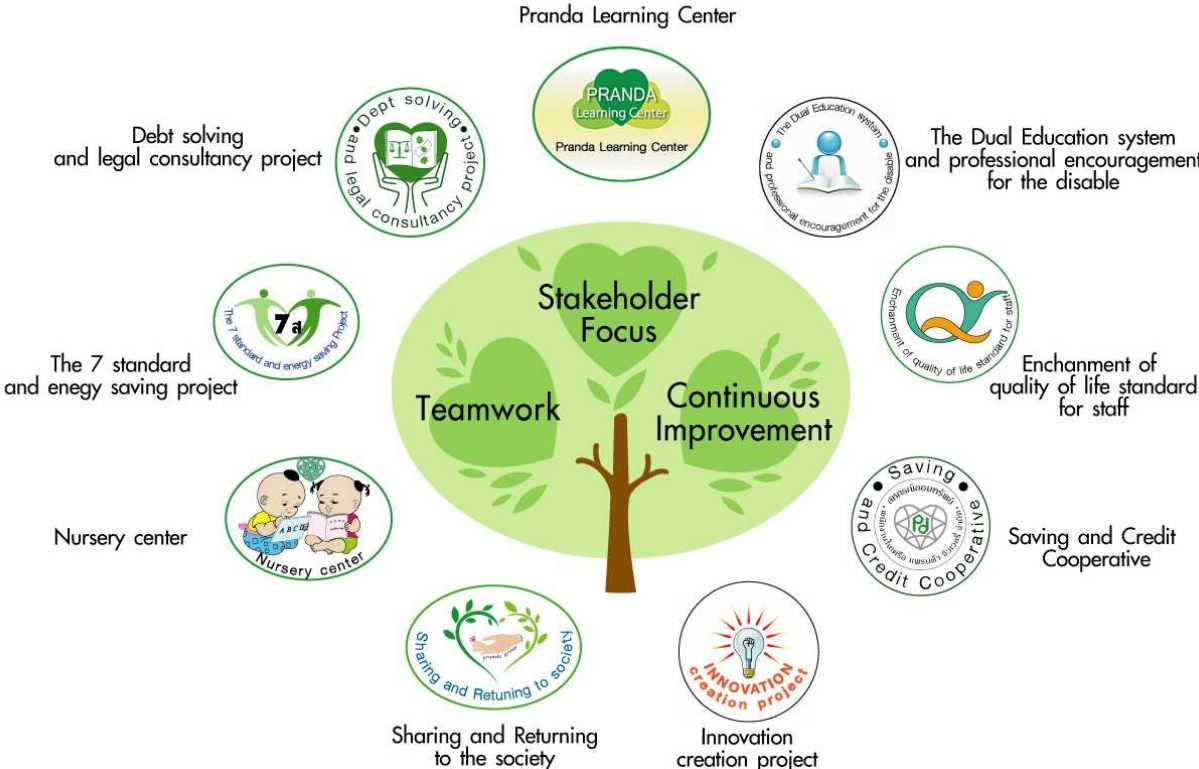


The Company has realized the importance of the value of the employees who are the most important factor of the business operation. Thus, the Company places an importance upon the employees by providing continuous support and development under the supervision of the Group Corporate Values Committee who promotes several projects, totaling 9 projects, namely:

- 1) Learning Center of PRANDA Group;
- 2) The dual education system and professional

encouragement for the disabled; 3) Enhancement of quality of Life Standard for Staff; 4) Saving Cooperative; 5) Innovation Creation Project; 6) Sharing and returning to the society and the community project; 7) Nursery Center; 8) The 7 standards and energy saving project; and 9) Debt solving and legal consultancy project. The operation in 2012 of the 9 projects is disclosed in the “Responsibility toward the society and the Corporate Core Values”

### CORE VALUES FRAMEWORK



Apart from the 9 projects, the Company has set up the Provident Fund and issued the warrant of the Company and/or its subsidiaries (the ESOP Project), provided dormitory of 300 rooms for the employees, as well as the appropriate return and fringe benefit, career path, and support the cooperation of the employees, including annual health check and free meals for all levels of employees, etc. With the operation, the Company’s employee turnover rate is low. In this year, the turnover rate of the skilled employees is less than 2%. The compliance with The Thai Labor-Standard practice, does not support any violation of the human rights, children labor, forced labor, while the working environment must be livable, safe, and accurate in accordance with the professional health principle with no discrimination and with respect to equality.



## Pranda Jewelry Expands Personnel Potentials through Opening of Company subsidized Library Facility.

Pranda Jewelry recently opened company-subsidized library to serve as knowledge resource and to promote fruitful time utilization and reading habit among personnel. The newly opened library facility is open daily from Monday to Sunday on the Clubhouse's 2<sup>nd</sup> floor. The "Library" is dedicated to provide Pranda personnel with ample learning opportunity and good source of new knowledge to keep them abreast of modern global changes. along with new skill development on top of improved time utilization. The library also houses 7 computers to facilitate efficient services. Service hours are between 12.00 p.m. – 13.20 p.m. and 17.30 p.m. – 20.00 p.m. during Monday to Saturday and 14.00 p.m. – 17.00 p.m. on Sunday. Additionally, Pranda Jewelry also realizes the importance of personnel life quality and therefore provides other company- subsidized facilities and fringe benefits such as personnel development unit. Fitness center, nursery facility, first – aid room. Meal and uniform, annual health check – up, social security scheme, postal delivery to family members in regional provinces, accommodation and daily – life facilities, clubhouse and sport center, vocational skill improvements, equal employment and career development opportunity. Pranda Jewelry is well aware that long – term business success rests on our high – quality personnel.



### 3. Environment

The Company continues to comply with places an importance upon the conservation of limited natural resources with the utmost utilization for the sustainable abundance. It, therefore, appointed a working group for dealing with environment-related task called 7S and energy saving project, aiming to keep cleaning and preserve energy under sustainable basis. Cleaning measure and recycle bank were then established. During the flood crisis, the recycle bank donated empty bottles to various agencies for containing liquid microorganism and distributed to the victims. In addition, the Company continued to organize many public activities with an aim to build up social and environment awareness to the staff of all level. The details on the Company's can be found in "Social and Environment Responsibility"





## 4. Anti-corruption

The Company has a policy and the guideline concerning the anti-corruption which are announced to Directors, Executives, and all employees of the Company for their compliance to the policy which can be summarized as follows:

Pranda Jewelry Public Company Limited and its affiliated companies would like to express the intention of the business operation with transparency, compliance to the corporate governance, and without supporting any form of corruption whether direct or indirect. In addition, the Directors, Executives, staff and third parties connecting to the Company who perform any action with a sign of corruption whether offering, promising, soliciting, demanding, giving or accepting bribes. The Company will not tolerate any kind of corruption covering every business and item in every country and relating organization. In order to comply with the policy, the Company will consistently reexamine the operation procedure in order to follow the change of the law, business, and to maintain the Company's reputation.



Pranda Jewelry Plc has fully acknowledged that the organization's business achievement is not measurable only on profitability, growing operating results and financial figures, but also good citizenship in society, business ethics, and participation in assisting and supporting surrounding communities including the underprivileged in society to enable them to have a chance in order to develop their own capacity and self-reliance. This is the way Pranda Group has adopted as the regulation and practices throughout many years.

## Brief History and Honorary Rewards of Pranda Group

### 2012

- The Company has invested in establishing a new subsidiary in China, “Pranda Trading (Shenzhen) Limited”, a registered capital is USD 2 million or about Baht 61 million for retail jewelry business in China.
- Pranda UK Limited, the Company’s subsidiary has invested in PDU (UK) Co., Ltd, which operates retail jewelry business through E-Commerce. It is 100% owned by Pranda UK Limited.
- The Company has received “**Manufacturer of The Year**” award from Jewelry News Asia (JNA). The JNA Awards is an industry-wide event that honours and recognises excellence and achievement in the jewelry and gemstone trade in Asia.
- The Company received the Excellent Labor Relation and Welfare Award 2012 from the Department of Labor Protection and Welfare, the Ministry of Labor for headquarters (Bangkok) and Nakhon Ratchasima branch.
- The Company received a recognition of being “**Excellent**” from the Securities and Exchange Commission, in cooperation with the Thai Listed Companies Association, and the Thai Investors Association which held an Annual General Meeting (AGM) checklist to assess the AGM held in 2012.
- The Company received “**very good**” recognition (four stars) of Corporate Governance Report of Thai Listed Companies 2012 from the Thai Institute of Directors (IOD).
- The Company received an honor certificate from Thai Red Cross Society, for being a cooperative organization to provide blood donors to National Blood Centre more than 14 years.
- The Company received an honor certificate, for being a good model to support educational work of the Ministry of Education on an anniversary of 120 years of Ministry of Education Day.
- The Company received “Tara Award” from Sathien Dhamma Sathan, for the organization which making merit and goodness for society.

### 2011

- The Company received a recognition of being “Excellent and being a good example” from the Securities and Exchange Commission, in cooperation with the Thai Listed

Companies Association, and the Thai Investors Association which held an Annual General Meeting (AGM) checklist to assess the AGM held in 2011.

- The Company received “very good” recognition (four stars) of Corporate Governance Report of Thai Listed Companies 2011 from the Thai Institute of Directors (IOD).
- The Company received an honor trophy of the business sector which provided career support to the disabled from the Office of Welfare Promotion, Protection and Empowerment of Vulnerable Groups, the National Office for Empowerment for Persons with Disability, in cooperation with the Council of Persons with Disabilities of Thailand Association. Today, PRANDA has supported all persons with all kinds of disabilities, totaling 31 persons, accounting for 60 to 1 which is higher than the regulated law of 100 to 1.
- The Company had signed an (MOU) of “The gems and jewelry personnel development project” with the Golden Jubilee Royal Goldsmith College, King Mongkut’s University of Technology North Bangkok to support project operation with the fund of Baht 54 million for 7 years from 2011 – 2017 in order to provide an opportunity for poor students to pursue the Bachelor of Fine Art program in Royal Goldsmith, majoring in gems and jewelry design.
- The Company received the CREATIVE AWARD 2011 from the contest of “The Extreme colors of Ploi” which was organized by the Department of Export Promotion, the Ministry of Commerce and the Thai Gem and Jewelry Traders Association.
- PRIMA GOLD received the PM’s Creative Award’s Function Creations as it produced products from creativity and variety of components which include culture and innovation to increase product value and services, leading to economic growth development with sustainability.
- The Company’s Nakorn Raschasrima plant received the Excellent Labor Relation and Welfare Award 2011. It was the second time that the Company received such an honorable award.
- Saving cooperative of the employees of PRANDA received recognition of “A” in terms of administration standard following 7 standard indices from Cooperative Promotion Department.

## 2010

- The Company received a recognition of being “Excellent” from the Securities and Exchange Commission, in cooperation with the Thai Listed Companies Association, and the Thai Investors Association which held an AGM checklist to assess the AGM held in 2010.
- The Company received “very good” recognition (four stars) of Corporate Governance Report of Thai Listed Companies 2010 from the Thai Institute of Directors.
- The Company received the logo of The Buy with Confidence project from the Gem and Jewelry Business Development Committee of Thailand, the Ministry of Commerce which emphasized the standard and confidence of Thailand’s gems and jewelry business toward local and foreign buyers.

## 2009

- The Company received a shield of honor at International Day of Persons with Disabilities for the private ventures which support occupational opportunities for the disabled from Prime Minister Abhisit Vejjajiva who has also presided over the event.
- Scoring “Excellent” rating for AGM Assessment Program for two years in a row in 2008 and 2009. The assessment program has been held by the office of Securities and Exchange Commission (SEC), Thai Investors Association, and Thai Listed Companies Association. The AGM is one of many components reflecting listed companies’ awareness of good corporate governance implementation.
- Scoring “Very Good” (four stars) rating in the Corporate Governance Report of Thai Listed Companies 2009 prepared by the Thai Institute of Directors Association (IOD), which evaluates the good corporate governance practices of the listed companies.
- Having been nominated among one of the four listed companies in the Stock Exchange of Thailand with market capitalization of not over 10,000 million baht (Group 2) in contest for Corporate Social Responsibility Awards 2009.
- Pranda & Kroll GmbH & Co. KG the Company’s subsidiary has entered into a license agreement with Baldessarini GmbH, the leader in men’s jewelry and accessories from Germany under Baldessarini brand.

## 2008

- Received a trophy from Deputy Prime Minister Sanan Kachornprasart on occasion that the Company has been acclaimed by the Department of Labor Protection and Welfare as

the establishment which complies with the government's policy in promoting labor welfare by establishing standardized child care centre at the enterprise on continuous basis. The trophy given aims to set a good example to other corporations.

- Received certificates and a shield of honor at "68 years of Thai vocational education going forward to the future" event from Deputy Education Minister Narisara Chawaltanpipat on occasion that the Company has been chosen as the establishment which offers good cooperation with authorities from the Office of Vocational Education Commission in preparing educational and occupational training.
- The annual general meeting of shareholders had approved the issuance of Employee Stock Option Plan (ESOP) in amount of 14,251,410 units which would be contributed for free to Directors and employees of the Company and/or subsidiaries. The warrants carry five year terms from the issue date with the exercise ratio equivalent to 1 warrant to 1 common share. The exercise price is three baht per share.
- The Company has set up the savings co-operatives for employees in Pranda group as a way to provide various financial services and promote savings among employees.
- Crystalline Co., Ltd. has obtained the copyright of V&A jewelry brand from England-based Victoria & Albert Museum (V&A), the world's largest museum of decorative arts, design and jewelry products.
- The Company has raised investment in Guangzhou Pangda Zhubao Shoushi Yiuxian Gongsi for USD1.5 million, increasing the China subsidiary registered capital to USD2.35 million, representing 100% ownership.

## 2007

- The Company was awarded the first runner-up award from participating in the work performance competition under the Philosophy of Sufficiency Economy for large-scale enterprises which run their business according to the Sufficiency Economy Philosophy which has been organized by the Office of the Royal Development Projects Board under the Prime Minister's Office.
- The Company won Thai Labor Standard award (TLS 8001-2003), Completion Level from the Department of Labor Protection and Welfare, the Ministry of Labor.
- The Company increased its investment in Primagold International Company Limited by 100 million baht, raising Primagold International registered and paid-up capital to 200

million baht. Pranda Jewelry Public Company Limited controls 100% in Primagold International.

- The Company raised the investment in Pranda & Kroll GmbH & Co. KG Limited by Euro 2.4 million or about Baht 116 million, raising Pranda & Kroll GmbH & Co. KG's registered and paid-up capital to Euro 5.34 million. Pranda Jewelry Public Company Limited holds 51% in the venture.
- Pranda & Kroll GmbH & Co. KG has taken over KSV Brand GmbH, which operates the distribution of jewelry products under Christ, Cai, Merii, and Michael Schumacher brands.
- The Company has formed a joint venture with Gunjan Jewels Pvt. Ltd., to set up Pranda Jewelry Pvt. Ltd. in India to distribute the gold and silver jewelry under its own brand in India. Pranda Jewelry Public Company Ltd. holds 51% of the shares.
- Primagold International Company Limited, the distributor of pure gold jewelry products under PRIMA GOLD brand won the Hot 2007 Award at the 38th Bangkok Gems & Jewelry Fair.

## 2006

- The Company has been acclaimed by the Stock Exchange of Thailand as the company with the best operating results in 2005 under the title "Congratulate PRANDA as a Nominee for Best Performance-Consumer Products"
- Primagold International Company Limited, the distributor of pure gold jewelry products under PRIMA GOLD brand won the Hot 2007 Award at the 38th Bangkok Gems & Jewelry Fair.
- Primagold International launched Siam Pannarai designer Collections and received The Hot Design Award at the 37th Bangkok Gems & Jewelry Fair.
- Pranda & Kroll GmbH & Co. KG launched a new brand "Cai", at the Inhorgenta Fair, Munich, Germany.
- Pranda Jewelry Plc. has been selected as one of the four Thai Companies meeting the Sufficiency Economy standards in running business in compliance with the Sufficiency Economy Philosophy of His Majesty the King held by the Office of the National Economic and Social Development Board.
- PRANDA SCL (Indonesia) expanded capacity in response to increased overseas demand from 450 workers to 700 workers.

## 2005

- Received a shield of honor as outstanding establishment on labor welfare from the Department of Labor Protection and Welfare, the Ministry of Labor.
- Raised its investment in Crystalline Co., Ltd. Bangkok by Baht 50 million to Baht 100 million. The company holds 96% stake in Crystalline Co., Ltd.
- Primagold International Co., Ltd. signed a joint venture deal with Tomei Gold & Jewelry Holding to distribute PRIMA GOLD products in Malaysia.
- Primagold International Co., Ltd. operates 48 retail outlets in Thailand and 35 outlets in international markets. In total the company operates 83 distribution outlets.
- The Company signed a joint venture agreement with Gregor Kroll of Kroll GmbH in a ratio of 51:49 to set up Pranda & Kroll GmbH & Co. KG in Germany to distribute gold and silver jewelry products in Germany and Europe.

## 2004

- Received special Export Honorary Recognition award from the Department of Export Promotion, Commerce Ministry as the Thai exporter with the most robust growth for 10 consecutive years and as the Thai company which was used to win Best Exporter award before.
- Received standard certificate for 96.5% gold jewelry under "Century Gold" brand from the Office of the Customer Protection Board.
- Primagold International Co., Ltd. launched gold jewelry with 96.5% purity under "Century Gold" brand with the first retail outlet opened at the Mall Department Store, Bangkhuae and expanded to seven branches within the same year.

## 2003

- Received a shield of honor from the Department of Labor Protection and Welfare, the Ministry of Labor as the private establishment which implements activities which support and benefit female workers.
- Established a new production base in China under Pranda Guangzhou
- Increased investment in Primagold International Co., Ltd. By Baht 50 million raising the registered capital to Baht 100 million in which the company holds 100% stake.



## 2002

- Received a certificate of approval and emblem from the Office of Consumer Protection Board as the establishment which "protects the consumers' rights on labels, advertisements, and contracts."
- Chosen as the workplace which is "clean, safe, pollution-free and dynamic" and received testimonial from the Health Department of Bangkok Metropolitan Administration.
- Selected to become a member of Bangna canalside community under "We love canal" project from Bangna district office. The Company also received certificate for attending the training program on food sanitation for restaurant operators after the Bangkok Metropolitan Administration has issued regulations on "place where meals are sold and place where foodstuff is stored 2007"
- The company offered 200,000,000 units of the five-year warrants (2 May, 2002 to 2007) to existing shareholders.

## 2001

- The Company's employees received bronze medal on jewelry designer from 36th World Skills Completion held at Seoul, South Korea.
- The Company received "white factory" (anti-drug entrepreneur project) certificate from Department of Labor Protection and Welfare, the Ministry of Labor
- The Company's showroom received ISO 9001:2000 quality management standard certification for jewelry distribution and services from BM TRADA Certification, a leading multi-sector certification body accredited by UKAS (United Kingdom Accreditation Service). The Company's Nakhon Ratchasima branch also received ISO 9001:2000 quality management standard certification for jewelry production in part of factory from an independent certification body BVQI.

## 2000

- The Company received the Gold Card exporter award from the Customs Department, Ministry of Finance which offers fast track benefits on imported raw materials. The award represents the company's creditability and financial stability.
- The Company's employees won the gold and silver medal on jewelry designer from the 18th national skills competition held by Department Of Skill Development under Ministry of Labour and Social Welfare.

- Crystalline Co., Ltd., received Prime Minister's Export Award for the Best Own Design Exporter held by the Export Promotion Department.
- The Company was awarded "clean place to dine" as the establishment which meets sanitary standards for food outlets (physical facet) held by food sanitation division, environmental sanitation division under Bangkok Metropolitan Administration.
- The Company was awarded the Gold Card exporter from the Customs Department, Ministry of Finance with "track" benefits on imported raw materials.

#### 1999

- The Company and two subsidiaries, Prima Gold Co., Ltd. and Crystalline Co., Ltd., have been endorsed by the Export Promotion Department, Ministry of Commerce, to use Thailand's Brand, as standard product manufacturer and exporter.
- Received certificate from the Ministry of Labour and Social Welfare as the export establishment which complies with female and child labor protection standards using proactive approach
- The Company's employees won bronze medal from 35<sup>th</sup> World Skills Competition held at Montreal in Canada on jewelry designer.

#### 1998

- Received the Best Marketing of New Gold Product and Best Gold Visual Merchandising awards from World Gold Council

#### 1996

- Prima Gold Co., Ltd., the Company's subsidiary, received Prime Minister's Export Award for the Best Own Design Exporter from the Thai government and won the contest for "Golden Design Award" at Vicenza Oro Fair held by World Gold Council, while "Prima Gold" designs from Indonesia won two awards the Best International Award of Indonesia and "The Best Outstanding International Award" from five countries in the Far East Asia.
- Expanded the international market for Prima Gold International Co., Ltd. and co-invested in LG Pranda (now operated under the name of KZ Pranda) to import and distribute silver and gold products.

1995

- Received Prime Minister's Export Award or P.M. Award which is presented every year by the Thai government to exporters who have outstanding performance as Best Exporter
- Established foreign production bases through Pranda Vietnam Co., Ltd. and P.T. Pranda SCL Indonesia
- Set up Pranda Singapore Pte. Limited to invest in Malaysia and Indonesia
- Invested in establishing Pranda Lodging Co., Ltd., to provide accommodation services to the employees

1994

- Established a new production base in Nakhon Ratchasima (Korat) and established a new international distribution base in the United Kingdom under Pranda UK Limited.

1993

- Established product and brand development center under PRIMA GOLD and launched domestic distribution

1992

- Expanded business by establishing its own distribution bases in overseas markets under Pranda North America, Inc., Crystalline North America, Inc. and H. Gringoire s.a.r.l.

1990

- Pranda registered and traded on the Stock Exchange of Thailand (SET) under trading symbol Pranda
- Invested in setting up production base under Crystalline Co., Ltd.

1984

- Expanded business by establishing production base and changed company name to "Pranda Jewelry"

1973

- Commenced export trading operations under Pranda Design