

Corporate Social Responsibilities (CSR)

Policy

Vision

To be a leading in fully integrated media and unique entertainment company providing a complete range of global quality contents for unlimited happiness

Mission

Develop the integrated media to continually create excellent products and services

Develop a complete range of entertainment content without any limitation

Develop our people to become professionals with best quality of life

Develop a sustainable society by contributing positive impact corporate social activities

Long Term Goal

To be the leading in fully integrated media company and global quality entertainment content provider

The Board of Directors will review the Company's vision, mission and long term goal at least every 5 years, so as to determine and adjust the Company's business targets and directions to suit the situation as appropriate. In 2014 the Board's Meeting No.7/2014 on November 12, 2014 reviewed and edited vision, mission and long term goal as above.

The Board of Directors defined in the Company's business ethics for being norm of the Company to all stakeholders as the Corporate Governance and Business Ethics Policy and Manual (<http://www.gmmgrammy.com/cg-e-book/CG%20Manual%205-2556.pdf>) which is distributed through the various channels such as E-mail, the Group's intranet and the Company's website. Board of Directors has the policies and regulations about Ethics on Roles and Responsibilities towards Community, the Environment and the Society as follows:

1. Supporting CSR development through co-creation with all stakeholders by participating, inspiring and giving opportunities to other organizations to work together
2. Supporting provision of knowledge and training for staff to instill conscience of responsibility toward the community, the environment and the society in employees at all levels and encourage employees to participate in activities arranged by the Company
3. Having social participation by supporting and promoting activities which maintain good tradition and culture and behaving as a good religion follower by supporting religious activities consistently
4. Participating in supporting activities relating to education, sporting capabilities, development of professional knowledge, for sustainable self-dependence
5. Having social responsibility relating to public benefits, maintenance of the environment and development of the community as well as creative projects to promote and support better living of underprivileged, the elderly, children and youths
6. Having social responsibility in different forms such as organizing campaigns against narcotics continuously, hence promotion and support of children and youths to stay away from narcotics, leading to a strong community and narcotic-free society
7. Holding various projects to assist and relieve misery of people who are in trouble in many ways
8. Supporting the community surrounding the Company and other communities to be strong and self-dependent in a sustainable manner, give mutual help, have a good quality of life, be happy and live happily in harmony
9. Campaigning and instilling in employees conscience of preservation and smart and efficient use of resources and energy
10. Creating and supporting activities which are beneficial to maintenance, preservation and use of natural resources and energy on a consistent basis
11. Not performing any acts which will impair the reputation of the country, natural resources and the environment

12. Not cooperating with or support any persons or organizations conducting illegal business or being a threat to the society and national security

13. Complying or monitoring to ensure strict compliance with relevant regulations and laws

Operations and Report Preparation

The Group discloses information on corporate social responsibility in accordance with the Integrated CSR Reporting Framework, Version 2, set by Thaipat Institute and the Corporate Social Responsibility Guidelines prepared by the Working Group for the Promotion of Corporate Social Responsibility and Environment in Listed Companies.

Stakeholder

Stakeholders are the persons that involve with the Company in the value chain and should be treated with care following by their rights stated in relevant laws and regulations. The company should not do any acts which can be regarded as violation of stakeholder rights and coordinate with them to create mutual prosperity, stability and sustainability. The Company separate stakeholder into 2 major groups are:

1. Primary Stakeholders such as shareholders, customers, suppliers, creditors, employees, etc.
2. Secondary Stakeholders such as regulatory agencies, government etc.

Stakeholders	Prospect	Activity/Channel of relationships in 2014
Shareholders Investors	<ul style="list-style-type: none"> • Return (dividends or stock dividends) and sustainable organizational growth • The board of directors have normative ethics 	<ul style="list-style-type: none"> • Organized Annual shareholder's meeting • Organized 2 extraordinary shareholder's meetings • Joined the activities of SET: SET – TFEX – Money Channel, at Udornthani and SET in the City 2014 at Bangkok • Made press Release on the Company's investment or every significant business activities • Presented the Company's information and overall industrial condition to the domestic institutional investors for 4 times and and foreign institutional investors for 3 time • Organized site visit 1 time • Gave information and answered questions by E-mail, letter, phones
Analysts	<ul style="list-style-type: none"> • Complete, correct and updated information used to analyze and recommend for investors 	<ul style="list-style-type: none"> • Organized quarterly analyst meeting • Welcomed analysts who visit the Company to enquire about its operating results • Organized site visite 1 time. • Made press release on the Company's investment or every significant business activities • Gave information and answered questions by E-mail, letter, phones
Customers Consumers	<ul style="list-style-type: none"> • Good products and services delivered in time with fair price 	<ul style="list-style-type: none"> • Assigned sale representative to visit customers' shop • Gave information, answered questions and gathered the claims via call center and sales
Competitors	<ul style="list-style-type: none"> • Regulatory compliance among fair and moral competitions • Non-infringement of intellectual property rights 	<ul style="list-style-type: none"> • Met at Business meetings on various occasions

Stakeholders	Prospect	Activity/Channel of relationships in 2014
Trade Partners	<ul style="list-style-type: none"> Fulfil obligations under the business contracts Fair trading practice 	<ul style="list-style-type: none"> Organized partner agreement discussion 1 time Organized business partner meetings with the executive Joined the social activity with Channel 5 and 7 to give the things for supporting the soldiers
Creditors	<ul style="list-style-type: none"> Fulfil the obligations under the loan contracts Receive the loan payment in time 	<ul style="list-style-type: none"> Organized meeting with banks Welcomed bank to meet the executive at least once a month Organized site visit 1 time Made press release for new business Joined the quarterly analyst meeting Joined the partner agreement discussion 1 time
Employees	<ul style="list-style-type: none"> Compensation and privileges Promotion Seminar and training to develop employee skill Adequate facility, healthy and safety workplace 	<ul style="list-style-type: none"> Organized GMM Songkran festival with the executive Made merit in the Company anniversary Organized fire drill and first aid Provided the channels and processes for any complaints Offered employees to attend seminars and trainings Monitored the operation of each business every month
Community	<ul style="list-style-type: none"> Transparent disclosure Safety and environmental preservation Corporate responsibility to improve quality of life 	<ul style="list-style-type: none"> Provided the channels and processes for any complaints Organized "Music Therapy" to encourage people to return to society with good deed, a continuing event of its third year. Welcomed student from Naresuan University for site visit the Company
Auditors	<ul style="list-style-type: none"> Fair compensation Complete and correct information 	<ul style="list-style-type: none"> Provided the meeting with audit committee without the executives at least once a year Cooperated to give the information
Regulators Government	<ul style="list-style-type: none"> Compliance with laws and regulations Supporting the government projects 	<ul style="list-style-type: none"> Joined the event named "Thank You Thailand" under the concept of appreciating our country, "Tub Fah Khu Thai Puar Chaipattana", etc.
Media	<ul style="list-style-type: none"> Transparent disclosure 	<ul style="list-style-type: none"> Made press release on the Company's investment or every significant business activities

Strategy for Sustainable Development

The Board of Director strongly believes in conducting business according to business ethics and good corporate governance principles and alongside corporate social responsibility. This is carried by integrating with prospects of all stakeholders to define strategy for sustainable development for creating shared values between corporate and social which will create sustainable business growth.

The Company has the Strategy for Sustainable Development which separate into 3 categories as follows:

Economic

1. Branding by creating the relationship between business and customers with the impression, making customers feel happy and bound to the company.
2. Creating the quality of product/service at the fair price and creating shared value between the business and society.
3. Seeking investment opportunities to grow steadily.
4. Good Corporate Governance abide by business ethics includes transparent, fair and traceable operations, strict adherence to laws and regulations

Social

1. Improving the quality of life of the communities and societies with attention, care and share.
2. Having social responsibility in organizing campaigns against narcotics continuously, hence promotion and support of children and youths to stay away from narcotics, leading to a strong community and narcotic-free society
3. Supporting and promoting activities which maintain good tradition and culture and behaving as a good religion follower by supporting religious activities consistently
4. Holding various projects to assist and relieve misery of people who are in trouble in many ways

Environment

1. Training, campaigning and instilling in employees conscience of preservation and smart and efficient use of resources and energy
2. Creating and supporting activities which are beneficial to maintenance, preservation and use of natural resources and energy on a consistent basis

The Group has conducted business according to business ethics and good corporate governance principles and alongside corporate social responsibility as follows:

1. Fair Business Operation

The Board of Directors has been adhering to the business operation under business ethics, related laws, standards and code of best practices as defined in the Corporate Governance and Business Ethics Manual and there are other actions as follows:

- 1.1 The Company has definite policies and practices on the treatments of all stakeholders as specified in the ethics of treatment of shareholders, ethics of treatment of customers and consumers, ethics of treatment of competitors, ethics of treatment of trading partners, ethics of treatment of creditors and ethics of treatment of employees, without a preference for any particular groups or persons.
- 1.2 The Company has definite operating procedures and practices for various matters such as purchasing, employment, with approval authorization powers clearly defined for respective matters so that operations can be carried out with transparency, justice and accountability.
- 1.3 Opening opportunity for all groups of stakeholders to express their opinions for improvement of the Company's business operations at various occasions, such as annual general meetings of shareholders, business visit, press conferences, analysts' meetings, etc.
- 1.4 The Board of Directors is committed to conducting business with integrity, transparency, fairness and equal treatment of all stakeholders and adopts a policy on confidentiality and treatment of insider information by instituting a code of ethics on confidentiality, protection of information and treatment of insider information.
- 1.5 The Board of Directors has a policy to respect intellectual property rights of other persons by not violating or supporting any acts which can be regarded as violation of intellectual property rights and copyrights of other persons, thus reflecting the Company's strong intention to conduct business with fairness and respect for and compliance with the laws relating to intellectual property rights, by instituting a code of Ethics on Intellectual Property and Copyright and the company has a policy to promote the use of legal products by cooperating with state agencies and related private sector parties in a campaign against piracy titled 'Took, Took Jai, Took Gohd Mai' ('Cheap, Pleasing, Legal) to raise awareness of copyright protection among the public

through various activities. The ‘Not Buy, Not Sell, Not Use Pirate Goods’ slogan aims to encourage the public to be more aware of the intellectual property to help reduce the piracy problem in the long run.



- 1.6 The Group promotes free trade competition under fair play rules, not seeking confidential information of business competitors in a dishonest manner.
- 1.7 Treating trading partners equitably and fairly, not demanding or receiving any dishonest assets or benefits from trading partners, having definite operating procedures and purchasing committees responsible for the selection of trading partners and not cooperating with or supporting any persons or organizations engaged in illegal businesses or posing threats to society and national security.
- 1.8 Maintaining agreements and foster sustainable relationships with trading partners and contracting parties, adhering to trading conditions or agreements made with each other in a strict manner.

2. Anticorruption

The Company's Board of Directors adheres to transparent business operations under legal frameworks, principle of ethics and good corporate governance guidelines, supporting anticorruption campaigns, with full awareness that corruption is detrimental to the development of the country's economic, social and national security systems as defined in the Corporate Governance and Business Ethics Manual.

The Company has supervisory measures in place to ensure that employees comply with anticorruption policies and practices and provides channels where complaints and information on dishonest practices can be sent to the Audit Committee, which comprises independent directors, by posting and e-mail at auditcommittee@gmmgrammy.com, as given in the Company's website, Annual Information Report Form (Form 56-1), the Company's Annual Report and Good Corporate Governance and Business Ethics Manual for processing and submission to the Board of Directors. The Company also has a policy to protect the provider of information or clues and treat the information with strict confidentiality, with measures on investigation and punishment under relevant regulations. In 2014, there were no reports or cases of fraudulent activities involving the Company and/or affiliated companies.

Besides, the Company promoted the provision of knowledge on this matter among employees by organizing a seminar on ‘‘Fraud Awareness’’ and sent employees to attend anticorruption training courses organized by various institutions in order to study, review and develop the Company anticorruption, as follows:

- Anti-Corruption : The Practical Guide (ACPG) 2014 organized by Thai Institute of Directors Association : IOD)
- Strengthening Anti-Corruption Practice in Your Boardroom organized by Thai Institute of Directors Association : IOD)
- Thailand's 5th National Conference on Collective Action Against Corruption under the course ‘‘Tackling Corruption through Public-Private Collaboration’’ organized by Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) in cooperation with Thai Institute of Directors Association (Thai IOD), Thailand Development Research Institute (TDRI) and Center for International Private Enterprise (CIPE).

3. Respecting Human Right

The Board of Directors gives importance to respecting human right law and practice, as indicated in the Corporate Governance and Business Ethics Manual Re: Respect of Human Right Law and Practice. This could well signify the Board's commitment to conducting business in compliance with laws, while embracing human rights which are the basic rights ensuring that all human beings are born free and equal in dignity and rights without discrimination against birth, race, nationality, color, gender, religion, age, language, physical and health condition, personal status, economic and social status, social value, education or political opinion. The Board also promotes employees' awareness of their rights, duties and responsibilities to society and other fellows. In the past year, the Company treated all stakeholders equitably without discrimination as the policies and regulations about Ethics on Respecting Law and Human Right in the Corporate Governance and Business Ethics Manual, such as

- Among the Company's executives and employees are males and females, Buddhists, Christians and Muslims, who work together in a reconciliatory manner. Without discrimination, everyone has opportunity for promotion, based primarily on performance.
- At receptions organized for employees and shareholders on various occasions, the Company places importance on the selection of foods for guests of all religions or vegetarians, at all times.
- The Company is not opposed to political expressions and exercises of rights under provisions of laws by employees at all levels.

4. Fair Treatment of Labor

The Board of Directors is conscious of the value of every employee as given in the policies and practices in the ethics on Treatment of Employees in the Corporate Governance and Business Ethics Manual and in 2014 the Group organized welfare-related activities on personnel promotion and development in various areas, as follows:

- 4.1 Annual health check-up was arranged for employees with health examination choices suitable to the age of each employee and special health examination at discount prices at the Company's premises and provisions of special health examinations with discount prices for members of the employees' families.
- 4.2 Employee welfare in various forms, such as medical expenses (inpatient, outpatients, dental care, optical care), treatment room service, life insurance and group accident insurance, financial assistance and other welfare (financial assistance in case of the death of employees and the death of their parents, children or spouses under law; financial assistance in case of employee's marriage, employee's ordination, etc.)
- 4.3 Providing housing loan sources with special interest rates and benefits in other transactions with banks for employees.
- 4.4 Supporting and providing knowledge to employees on financial investment, tax management and savings for future, by inviting experts from financial institutions to lecture on investment in interesting funds especially investment with tax benefits such as long-term equity funds (LTF), retirement mutual funds (RMF).
- 4.5 Arrangement of 17 in-house training courses (117 hours) and dispatched its employees to attend 50 external courses (534 hours) conducted by various institutions, focusing on managerial, professional and team-working skill development. The company's training course is divided into 2 parts;
 - The back office staffs, were trained by several training courses. The training average hours are 6.10 hours/person/year.
 - The front office staffs, were trained in term of on the job training individually. The supervisor will guide, teach and pass on knowledge and techniques to the staffs directly. This has more advantage than attending training course as they can practice, understand the process and solve the problems in real situation, but the training hours could not be recorded evidently.
- 4.6 Encouraging employees to participate in an array of activities regularly arranged by the Group.



- 4.7 Employees may lodge complaints or provide clues on suspicious cases of right infringement, fraudulent action breaches of laws and policies on good governance and business ethics, to the Audit Committee by e-mail at auditcommittee@gmmgrammy.com for investigation and submission to the Company's Board of Directors.

Besides, the Company has provided other assistance to the employees for special cases, for instance, the Company decided to grant subsidy and accommodation at work during the previous heavy flood.

The Board of Directors has realized about safety and health at workplace as Ethics on Workplace Safety and Health to provide a safe and hygienic working atmosphere for management and employees.

In 2014, the Company took measures to ensure safety and health as follows:

- 1) Spraying insecticide at the office every month to prevent the build up of dirt, contagion insects.
- 2) Organizing Big Cleaning Day, a campaign to eliminate unused items in the office. Things which are to be donated, sold, or discarded have already been identified and gathered to implement the office policy in an appropriate and safe manner, and help increase production.
- 3) Purchasing automatic electric defibrillator -AED, which assists basic rescue and emergency victims in cases of heart attack. It increases survival rates for these cases because treatment begins before arrival in hospital. Also, arranging a training course instructing in the use of the AED defibrillator and in basic rescue (Cardiopulmonary resuscitation) to be given by a professional.
- 4) Organizing First Aid Training course by Samitivej Hospital.
- 5) Assigning security executives (executive level, supervisors, members of security committee) to security training course organized by the Association for the Promotion of Workplace Health and Safety (Thailand).
- 6) Organizing training courses on fire drill and first aid for staff who trapped in the building on a yearly basis both Head Office at GMM Grammy Place and Distribution Center.



With commitment to the safety and health of employees, the Company in 2013 did not have any injury or illness as a result of work.

5. Responsibility to Customers and Consumers

The Board of Directors is committed to the creation and production of media and entertainment of all forms to bring about satisfaction for customers continuously, with channels of distribution provided for all groups of customers to access goods and services at sufficient quantities and fair prices, as given in the policies and practices on customers and consumers in the ethics on treatment of customers and consumers in the Corporate Governance and Business Ethics Manual.

The Company is committed to the distribution of quality goods and services to customers by:

- 5.1 Disclosing detailed information of goods and services. The goods are not hazardous to consumers and can be returned in case of defects or shortfalls, not meeting the information on the label and advertisement, or they can be returned under normal commercial conditions of certain types of business. There are multiple channels for change or return of goods, depending on the characteristics of goods distribution. Following are examples of the changes or returns of goods in the past by the Company.
- Returns of concert tickets which was cancelled by the Company, the audiences were informed in advance through various channels. and allowed to return the tickets at the main counter of Thaiticketmajor, at any of its 13 branches or Call Center (662) 262 3456 or GMM Live at GMM Grammy Place, Asoke, call (662) 669 8846.
 - Set-top boxes of GMM Z Trading Co., Ltd. can be changed within warranty conditions (one year), new set-top box would be delivered to the customers free of charge within 15 days of the date of change agreement. Customers may contact sales agent shops for change or directly return the boxes to GMM Z Trading Co., Ltd. via Post Box 88, Phra Khanong, Bangkok, while wholesale customers have to contact sales representatives.
 - Change or return of defective or obsolete magazines of GMM Inter Publishing company limited, the stores can be made through the Distribution Agent within three months after the date of delivery.
 - Change of damaged CDs, VCDs or DVDs of Imagine shops, the Company's retail shops, can be made in seven days, with the shop's receipt being presented.
 - Return of damaged or outdated CDs, VCDs, or DVDs, in case of wholesale, can be made through the Company's sales representatives under the agreement made between the customers and the Company.
 - Change or return of goods of GMM CJ O Shopping Co., Ltd. can be made under the condition and time period for each product on a case by case basis. such as errors in delivery, losses during delivery, change of color or size (for fashion goods). The Company is responsible for the delivery cost in case of change if the error is made by the Company. In case the change of color or size is made at the request of the customer, the delivery cost shall be borne by the customer. The customer may return goods by arranging for a pickup at the customer's residence, return by parcel post, or return to the Company's warehouse. Call (662) 817 9988 or e-mail care@gcj.co.th.
- 5.2 The Group is committed to developing goods and services of all categories, aiming to access every customer and bring about customer satisfaction by offering quality goods and services, on a continued basis.
- 5.3 Considering the importance of the safety of employees, the Company takes measures to deal with risk from activities. For example, for concert shows, the Company has plans in place and rehearses them to brace for violence that may occur, such as deployment of staff to take care of the audience and escort them to safe places in case of a violent incident. Insurance is also bought to cover such activities.
- 5.4 The Group has a data base of customers by group in giving discounts, privileges or organizing sales promotion activities. The Company has a security system to protect the database; no information can be shared with others without consent of the customer.
- 5.5 With diverse businesses and customer databases, the Group has set up a call center to provide services in giving advices and information, answers, receiving complaints and solving problems for customers and interest parties. Customers can call the Group's call center at (662) 669 9000 and directly call each business's call center such as the call center for set-top boxes of GMM Z

at 1629 and the call center of A-Time Media Co., Ltd. at (662) 669 9500. Besides, the Group has other channels of communications such as e-mail and post, as may be deemed convenient to the customer.

5.6 With commitment to the development of goods and services, taking into consideration not only profits but also responsibility to society and environment, therefore, the Company introduce its professionalism to help solving social problems or social development to create economic and social values, such as:

- Songs in honor of His Majesty the King such as “Ton Mai Khong Phor” (Tree of the Father), “Khong Khwan Jak Kon Din” (Gift from the Soil), “Roop Thi Mee Yoo Thuk Baan” (The Photo Belonging to Every House) and “Phra Racha Phu Songtham” (The Virtuous King) On the auspicious occasion celebrating the Birthday of His Majesty the King of Thailand and Queen Sirikit in the year 2014, the Company in collaboration with the Ministry of Culture have chosen the following songs: “Khong Khwan Jak Kon Din” (Gift from the Soil), Following in the King’s Footsteps, Following Our Father, Leader of the Thai People, The Thread of This Land and The Mother of The Thai People recorded in the “Project for Contemporary Patriotic Music” in the Love...Dad Set to demonstrate loyalty and the realization of the greatest mercy, given His Majesty’s countless deeds, performed in the service of the Nation’s happiness and for all Thai People.



- Faithful Perseverance is a song accompanies an animated movie created from a story written by His Majesty called “King Mahachanaka.” The King gave permission to the TACGA Association to make the animated movie which was scheduled to be launched on the occasion of the King’s Birthday Celebration, commemorating his 87 years of age, on 5 December 2014.
- Songs to create willpower in leading life from the past until the present time, such as “Tham Dee Dai Dee” (Do Good, Receive Good), “Phalang Namjai Thai” (Power of Thai Spirit), “Cheewit Pen Khong Rao” (Life is Ours), “Saeng Sud Thai” (The Last Light) and “Rua Lek Khwan Ok Jak Fang” (Small Boats Should Leave the Shore), “Dharmajati” (The Natural)
- Animated cartoon Byrdland...Land of Miracles, Episode “Following the King’s Footsteps,” encouraging children and viewers to learn and appreciate His Majesty the King’s efforts and intelligence in solving problems for Thai people, in 26 chapters, such as, Royal Rain, Chaipattana Aerator, Monkey’s Cheek, Soil Aggravation, Self-sufficiency Paths, etc.
- Animated cartoon Byrdland...Land of Miracles: Season 3, Special episode “Promoting the Value of Thai Culture,” that promotes awareness of being Thai by inserting Thai values, cultures and arts, as well as the traditions of each region of Thailand.
- To Be Number 1 Project (as detailed in “The Anti-drug project).
- Radio station, Green Wave F.M. 106.5, owned by A-Time Media Company Limited is a radio station which is the first and only station in Thailand focuses on environmental reporting. Green Wave F.M. also plays music which appeals to every generation and enjoys the longest streak of popularity, focusing on reporting social and environmental information. It also campaigns for a healthy and green Earth. Green Wave organizes these activities by inviting listeners to do good deeds together, helping, and giving back to the community, like donating blood, unneeded items to be reused, providing public relations campaigns to raise funds for the sick, poor, and unfortunate and taking care of the environment as well.

- 4Kings The Musical, a big drama of the year, produced by Scenario Company Limited to promote harmony among Thai people and also help point out the "opinion disharmony" can lead to many consequences and great impacts. No matter how severe it is, every King is still beloved and needed by the people. It can be seen by the Kings' actions, like freeing slaves and founding Siriraj Hospital. All their deeds have been done for the happiness and benefit of the people. This history are explained through easy understanding drama, dazzled by the beautiful lights and sounds. The audience will be delighted and amazed at the mercifulness of all Thai Kings.



- "KidThungwittaya"... was the first Thai movie which developed an audio description system for the blind. It was designed by GTH Company Limited, it can be used on DVDs or online on the AIS Movie Store which has "the video description service, enabling the blind to understand the action, too. This special audio system helps them to better understand the emotional content. The descriptions even explain things unsaid but can be seen where "important messages" are totally delivered. However, it requires a new script and soundtrack to maintain the quality of the original. In cooperation with Advanced Info Services Company Limited, all income from downloads of "KidThungwittaya" via the AIS Movie Store until 31 July 2015 will be given to the National Association of the Blind in Thailand. The company also received a thank you letter from the Bangkok School for the Blind who bought DVDs for their students that they have a lot of fun watching this DVD while the teachers don't need to give any explanation. They expressed their appreciation if GTH Company Limited produce this kind of DVDs in the future.



- Channels on TV Digital, apart from dramas, variety shows, sitcoms, and game shows, there also offer news and documentaries which accounted for 25% for example, Rai Kan Wan Ni Mi Dhamma and Jub Ton Chon Plai on Channel ONE, or Fang Phleng Banleng Dhamma (Buddhism content) and Tuen Ma Tew (tutoring program for school students) on GMM channel.

6. Environment Conservation

Considering the importance of environment protection, especially energy conservation, the Board of Directors promotes the project for building personnel on energy conservation for the improvement of the energy use efficiency in the future or BEAT 2010 (Building Energy Awards of Thailand 2010), which will be discussed under Innovations and the Dissemination of Innovations in Corporate Social Responsibility Operations, the campaign and creation of awareness among employees in energy conservation and the wise and efficient use of resources and energy. The Board also creates activities useful to environment protection and supports the use of resources, environment and energy on a continued basis, where all employees are duty-bound to prevent the property under their care from degradation, loss or damage, as well as efficient use of other resources of the Company and the country. The Company has prepared guidelines for management and campaigns in various forms, with emphasis on the use of energy as necessary to reduce the waste of resources.

In 2014 The Group was organized to provide knowledge and instill awareness on employees under topic "Saving Energy Begins at Home". Employees were encouraged to participate in the project Knowledge Sharing : Company Visit by TLCA topic "Energy Saving Innovations" at Phayathai 2 International Hospital organized by the CSR Club which is a group of Thai listed companies and the group. This project is intended to be ongoing and continuous.



Aside from this, the group creates and supports activities useful to the conservation of natural resources/environment. This is done by organizing activities of the Green Fan Club, like growing seagrass for ecological balance in Trang Province. Seagrass plays an important role in the ocean's food chain, especially for large marine animals like turtles and manatees. It also protects and is where many ocean animals lay their eggs.

The Green Fan Club is 500 members participated in cleaning up roadways and painting bike lanes near Naphrathat and Phra Athit Roads. The Green Fan Club campaigns to motivate people to bike more, save energy, and help the world.



7. Community and Social Development

In the past, the Group had important roles on social responsibility and environment, with key persons in various areas taking part in activities as operators, organizers or supporters, aiming to enable communities to be self dependent, help each other, have good quality of life and live together with happiness continuously. In 2014, the Group's major projects on community and social responsibility were as follows:

Blood Donation Project

The Company has regularly held a 'blood donation' activity to offer a chance to the Company's employees, organizations and communities nearby and interested persons, to join this great giving activity four times a year since 2005. In 2014, the Company organized the 'blood donation' activity on February, May, August and November. Total number of blood donors was 934.



The Project to Anti- Drugs and Addictive Substances

Today the spread of illegal drugs is becoming a national problem or even a global one. Moreover, the situation is getting more serious as time goes by and results in additional problems as knock-on effects. For example, crime theft, and family problems - all of which impact economic and social stability. To solve these problems, cooperation from every section of society is required. It must be done systematically and continuously to fight against these issues and revitalize the affected.

Within the past years, the Group had followed and realized the key issues of surrounding illegal drugs. Therefore, they came into the role of campaigning; and supported activities against illegal drugs of all kinds. They had artists be idols or role model for society - especially for at-risk youth and energizing people to help address the issues. The Just Say No Project or To be No. 1 Project are good examples to create a tide of opinion against illegal drugs, to imply to people - correct way of expressing your potential is like adding positive things into your life, you can be number one with out being dependent on illegal drugs. The project also consists of rehabilitation procedure “Whoever is addicted to drugs, raise your hand.” with aim to return better person to the society.

Just Say No Project



“Just Say No” is a project to campaign against drugs that the Company has played a leading role continuously. With awareness of drug problems that can pose serious threats to society and national security, the Company has implemented various campaign projects such as “World No Smoking Day”, “World Anti-Drug”, “No Alcohol Day,” etc.

To Be Number One Project

The Company participated in “To Be Number One” Project in the anti-drug campaign project initiated by Mental Health Department, Ministry of Public Health, by sending artists to join in concert shows with students, members of To Be Number One club to display anti-drug power in 2012, marking the 12nd anniversary of To Be Number One Project.



Presenter of Campaign World No Tobacco Day, Year 2014

Tum-Worawuth Phoyim was selected by the Department of Disease Control, Ministry of Public Health to be a presenter for the Annual Campaign for World No Tobacco Day 2014 as being artists that have good experience and outstanding professional achievements and significantly, not smoking. Under campaign “Raise taxes on tobacco” Cigarettes : Raise taxes Reduce death, the Company encouraged and supported people to good health be self conscious and altogether create a smoke-free environment - especially for youths who should dare to say no to cigarettes!

As a result of striving to campaign and support activities to fight illegal drugs of all kinds, the Group has earned variety of awards from many different organizations. (See in “awards earned”).
The Music Therapy Project – To return better person to Society



Grammy Gold organized this project to encourage good people to return to society by using musical artists to encourage and raise awareness to help former inmates so they can have normal lives when they return to society and won't get back to jail. The first concert was held at Sisaket Prison in the year 2012. Second concert was held at Nakonrachasima Prison in the year 2013, while the third and fourth concert were held in Ubonratchathani Central Prison and Nang Rong District Prison in Buriram, respectively, in the year 2014. The fourth concert led with popular singers-Dok Or Thungthong, Kan Tong Toong, Ngun Sinchai and Yingli Srijumaporn who played, sang, and entertained the inmates. The total 1,400 inmates enjoyed participating in all the activities.

The project for traditional and cultural support and practice of good Buddhism



The Group support and encourage continuing traditional cultural and good practice of Buddhism, for example

- “Merit Making Ceremony giving alms to 9 temples” for employees and managers to make merit together by giving alms to monks to create auspiciousness and luck on New Year’s Day and is to be held annually.
- Organizing an event “GMM Songkran Rejoice!” annually to have the employees preserve and continue the tradition of “Rod Nam Tam Hua” to enable employees’ chance to meet and be blessed by senior management.
- Arranging the project “Show your carefree spirit!” to allow the employees to practice meditation; in June, September, October, and November.
- Organizing the second annual “Parade Circulating Goodness.” held at Klong Toei Nok Temple presented by Tai Orathai, Yingli Srijoornaporn, and Powali Pornpimon, Off Supath, Ratchanok Srilophan, Kowchaikapnaison Sen Naga, David Intee, Korn Phalakul, Urnkhawan Woranna, James Chinkarat, Kantong Tungngern, Tak Watcharakorn and Lumyong Nonghinhao together with drum parade from Thai Prasitsart School and fan club also joined to make merit, bring candles and money for temple maintenance, total 199 fishes were also released.

Awards earned in 2014

The Group and its artists were examples of good people in society. They were conspicuously beneficial to society by earning awards and honors. They also earned the public's trust as leaders of campaigns and models. In 2014 many awards were received as shown below, which details were shown on the Company website.

- **GMM Grammy Public Company Limited** received “Excellent CSR Organization from” the Social Development and Human Security Ministry, as a company that has taken social responsibility proactively, conducting events for promoting social welfare, and appropriate social development goals in all areas came from the following: campaigning to help underprivileged people, environmental activities, blood donations, and the Just Say No Project.
- **GMM Grammy Public Company Limited** was given a trophy for “Organization with Outstanding Control Over Alcohol Consumption.” from Her Royal Highness, Som Sawali Phraworarachathinatdamat. Pi Sadeud,-or Phirawat Sawatmun was selected as a representative to receive the reward.
- **GMM Grammy Public Company Limited** was given a trophy for “Outstanding Media.” from Her Royal Highness, Som Sawali Phraworarachathinatdamat, at the fair “Thien Song Chai,” held on the occasion of World AIDS Day 2014.
- **Ice Saranyu Winaipanit, DJ Nui Thanawat Prasitthisompon, DJ Bukko Thanatchaphan Buranachiwawilai and Rut Suppharut Techatanon** were given an award of Outstanding Artist in the campaign “Non-Smoking Thai Society 5th” of year 2014 from the Anti-Smoking Network and Thai Health Promotion Foundation (THPO).
- **Yuttana Puengklang** was given a trophy and certificate of outstanding youth in the field of media preventing social problems.

- Athiwara Khongmalai (Tun Bodyslam) was given the **D.A.R.E STAR trophy** from the Royal Thai Police as a good role model, admired by Thai teens for not using drugs.

8. Innovation and the Dissemination of Innovation through Corporate Social Responsibility

The Company cooperated with Geurt Fah Company Limited, the owner of GMM Grammy Place building, has joined a campaign on producing personnel on building energy conservation or Building Energy Awards of Thailand 2010 Project (BEAT 2010), aiming to instill awareness on energy conservation among the public, produce personnel on energy conservation as an important force for the country in the long run and encourage the general public to become aware of energy conservation from real examples of known buildings. As the detail of measures in the Company's annual registration statement (Form 56-1)

Company has received awards from the project as follows:

1. The Ministry of Energy's BEAT Awards 2010 on innovation and creation of mass awareness on energy conservation on March 8, 2012.
2. ESCO Project Award 2012, No. 1, under the energy service company promotion project for the success in energy conservation through the use of ESCO system of the Institute of Industrial Energy, the Federation of Thai Industries and the Department of Alternative Energy Development and Efficiency (DEDE), Ministry of Energy on January 17, 2012.

Dissemination of innovation

The Company has disseminated innovation on energy conservation to the mass of people by

1. Publication of works in the book, "Join Forces to Conserve Building Energy," published by Energy Policy and Planning Office, Ministry of Energy
2. Publication of works in Eworld Magazine, Issue 2013-02 of February 2013, under the topic, "GMM Grammy uniting all green building sciences for sustainable energy saving"
3. Sending representatives to join hands with the Federation of Thai Industries in giving lectures on the topic, "Break Energy Crisis by ESCO Service," in various regions such as Bangkok, Pattaya, Nakhon Ratchasima, Rayong, Phetchaburi, etc.
4. Sending representatives to give lectures on energy conservation technology transfer to graduate students on energy conservation at Thammasat University
5. Welcoming interested parties from various sectors, including universities and business, to visit the Company's Energy Conservation Project in GMM Grammy Place Building, such as Airports of Thailand Public Company Limited, CP All Public Company Limited, PTT Public Company Limited, Energy Policy and Planning Office, Ministry of Energy, King Mongkut's University of Technology Thonburi, Thammasat University, Tesco Lotus Company Limited, Siam Paragon Department Stores, Bangkok Metro Public Company Limited, etc.

The Group is committed to the implementation of various activities on a continue basis for sustainable development of Thai society throughout the time.

Business Operations with Impacts on Social Responsibility

The Board of Directors adheres to business operations in accordance with the principle of ethics and guidelines on good corporate governance, with responsibility to community, society and environment and therefore has never breached laws related to social responsibility operations.

Activities Beneficial to Society and Environment

The Group and its artists have carried out activities for society and environment; these include donations, charitable activities for society, anti-drug campaigns, support to the Thai Red Cross

Society's activities, party organizing for children at welfare centers and support to brave soldiers, as given in the Company's website under "Corporate Social Responsibility."

Additional Guidelines on the Prevention of Corruption Involvement

The Risk Management Committee has determined additional guidelines on the prevention of corruption involvement, with three measures as follows:

- 1) Process in the assessment of fraud risk
- 2) Supervision and control practices to prevent and monitor fraud risk and
- 3) Guidelines on monitoring and evaluation of compliance with guidelines on the prevention of corruption involvement.

The guidelines have been considered by the Audit Committee and approved by the Board of Directors on February 28, 2014, constituting part of the Company's Good Corporate Governance and Business Ethics Manual, which can be summarized as follows:

Fraud risk assessment process

The Company has put in place a risk management system suitable to the Company's business nature, aiming to prevent and combat fraud and corruption by identifying incidents of high fraud and corruption risks that may arise from business operations, estimating possibility and impact determining proper measures to combat fraud and corruption, suitable to the assessed risks, methods to measure the success and resources utilized in risk mitigation and evaluating the performance under the established risk management plan.

Supervision and control practices to prevent and monitor fraud risk

The Company has established supervision and control practices to prevent and monitor fraud and corruption risks, which can be summarized as follows:

1. Put in place the audit process, internal control and risk management systems covering key operating systems, such as, sales and marketing, purchasing, contract preparation, account recording, payment systems, etc., aiming to prevent and monitor fraud and corruption risk and provide suitable guidelines in resolving problems.
2. Provide channels for receiving information, clues or complaints on breaches of laws or the Company's business ethics or guidelines on the prevention of corruption involvement or suspicious abuse in financial reports or internal control systems, with a policy to protect the providers of information or clues and treat the received information with confidentiality, including measures on investigation and punishment under the Company's discipline and/or related laws. In case the provider of information or clues or the complainant can be contacted, the Company will give a written reply on the Company's action for information.
3. The relevant department's head is responsible for monitoring the action, correcting the error (if any) and reporting to the person in a position of authority.

Guidelines on monitoring and evaluating compliance with the guidelines on the prevention of corruption involvement

The Company has determined guidelines on monitoring and evaluating compliance with the guidelines on the prevention of corruption involvement as follows:

1. Executives and employees are required to regularly appraise their own performance on compliance with the Good Corporate Governance and Business Ethics Manual of the Company, which contains policies on good corporate governance, business ethics, ethics on support to fraud and corruption counteracting, guidelines on the prevention of corruption involvement and employees' ethics and code of conduct.
2. Internal Audit Office is set up to oversee the internal control system, risk management and corporate governance, to provide recommendations continuously by conducting audit in accordance with the annual audit plan approved by the Audit Committee and report significant results of the audit with recommendations to the Audit Committee.
3. Risk Management and Internal Control Department is responsible for testing and evaluating fraud and corruption risk on a regular basis to ensure that anticorruption measures are implemented effectively, including monitoring, reviewing and improving anticorruption measures on a continued basis, with the assessment results being presented to the Risk Management Committee and reported to the Board of Directors regularly, on a timely basis.

4. In case of facts found from the investigation or complaints that there is evidence with a reasonable cause to believe that there exists a transaction or abuse that may have a significant impact on the Company's financial position or operations, including an offense or breach of laws or the Company's business ethics or guidelines on the prevention of corruption involvement or suspicious abuse in financial reports or internal control system, the Audit Committee will report the findings to the Board of Directors for correction and improvement within a period of time deemed appropriate by the Audit Committee.

The Company has provided various channels for the communication of guidelines on the prevention of corruption involvement, such as the Group's intranet and the Company's website so that all executives and employees can acknowledge and follow.