SUSTAINABILITY REPORT 2018
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For over 44 years, SE-EDUCATION PUBLIC COMPANY LIMITED has determined to make ‘Thai Smarter’. Our founders, 10 electrical engineers, had experiences in organizing educational activities while they were still a student at the Faculty of Engineering, Chulalongkorn University. They realized then that Thailand was in great need of educational materials while no one saw the development of the quality of education. So we have adopted this country’s problem as our main mission and pushed for the positive results for the society and country.

SE-ED takes the country’s problem in human development and its social ideology as its business objective - that is to support the society’s sustainable growth- and as its corporate culture by translating this determination into its attempt to become an ‘exemplary’ company that is reflected in all of the works and achievements of the company as well as its just and creative responsibility towards the customers, partners, competitors, employees, shareholders and society as a whole.

SE-ED believes that a sustainable business is possible not only through providing products and services that respond to the demand of the market but also through self-improvement into being an exemplary company that creates works that are widely acknowledged and beneficial to the public; the company that employees are happy to work for, and the company that is full with environmental awareness. Our business operation, therefore, is conducted on the connection between the sustainable business development, society and environment.

This document compiles ideas and developments of the company throughout the period of 44 years that it has operated the business that aims to achieve a balanced and sustainable growth of the organization.

Mr. Kasemsant Weerakun
Chairman of the Board of Directors
SE-EDUCATION Public Company Limited (SE-ED) was established on October 10, 1974 with a registered capital of THB 99,000. Their objective was to do business in knowledge dissemination, with a view to develop the fullest potential of Thai people in areas essential to the national development.

At the beginning, the Company published the monthly magazine ‘Semiconductor Electronics’ and was the distributor of electronic devices from abroad.

In 1978, the Company published the monthly magazine ‘Taksa, Science and Technology Edition’ for the general and young readers whose interests are in the areas of science and technology.

In 1979, the Company launched the monthly magazine ‘Miti Tee See’ that aimed at the creativity and imagination and, particularly, for those who don’t like the heavy science, hoping to gain readers’ attention in science.

In 1980, the Company started to publish the engineering and scientific textbooks which were later became the textbook and academic books division.

In 1983, the Company published the monthly magazine ‘Microcomputer’ and began to publish the books about microcomputer. At the same time, the Company set up the management books division for the purpose of publishing the books that can help people work more efficiently rather than publishing books that can only be sold in a short period of time.

In 1985, the Company adapted and introduced the Standing Order Distribution System and merged the magazine ‘Taksa, Science and Technology Edition’ with ‘Miti Tee See’ which resulted in the new magazine called ‘Rou - Rorb -Tua’ magazine which was later transformed and changed its name into what is today called ‘UpDATE’ magazine. In the meantime, the Company’s Children Book division was born in 1986 and ‘Wittayasat Arn Sanook’ - the first finest set of cartoon books aiming at teaching young learners - was published and warmly welcomed by general public.

The Company continued to take its lead in publication of magazines and educational books, becoming the forefront in knowledge publishing firm in the country with the best distribution system in the book business. The Company also became the book distributor for other publishers producing books in the same fields.
Although, compared to the average publishing industry, SE-ED had satisfied the expectation of both sales volume and sales growth, as at that time the Company is the publishing firm with highest sales volume through bookstores channels and the largest books distributor, the Company found that there were still limitations due to the fact that there were a few good quality bookstores existed in the market. Consequently, the Company’s books could not be effectively circulated. This resulted in the inability to increase sales volume of each book sold at the desirable level.

Following an extensive research into the retail industry, the Company realized that the pre-existing bookstores could not be expanded or improved much further. At that time, many new shopping centers had been opened, and the Company believed that they would be good venues for the bookshop business. As the Company had confidence in those malls that they are attractive and able to bring in large communities and would likely change the buying behavior of Thais. Therefore, the strategy of providing more convenient purchasing channel for Thais which was to allow access to reading materials was to set up well-thought-out bookstores in those malls. But as the investment cost was high and no one had seriously ventured in this area of business before, the Company decided to start the bookstore business in leading shopping centers to avoid affecting the previously existing bookstores which were mostly located in commercial buildings.

In the third quarter of 1990 the Company was permitted to be listed on the Stock Exchange of Thailand and started the ‘SE-ED Book Center’ project that allows Thai people to get access to books and to support the future growth of overall book market by focusing on opening branches in various leading shopping centers. SE-ED Book Centers will sell both books from its publications and also from the others. The first branch of bookcenter for family and working people opened in late 1991 at Fortune Town Shopping Center.

In the third quarter of 1996, SE-ED opened SE-ED Book Center in supercenters. The first branch was at Lotus Supercenter, Pattaya with strong belief that supercenters would be the new trend going forward and also suitable locations for the long-term business. The Company further improved its image to be more modern, by using bright and vivid colors. Newly designed bookshelves were installed so that it could be manufactured more easily and more cost effective. Consequently, SE-ED could put new bookstore branches in operation faster and more convenient. It also focused on developing the book distribution center to accommodate more books for more than 600 branches. In 2006, the Company expanded the distribution center area from
7,400 square meters up to about 10,000 square meters, at the end of 2008, the Company expanded the warehouse space by 3,000 square meters which made the total warehousing area to be as large as 13,000 square meters, or 30% increase. In 2010 the Company expanded the space of the warehouse from 13,000 square meters to approximately 15,000 square meters. The Company also developed and tested the business model that is suitable for the Company’s competitiveness and business sustainability. At the same time the Company can open a new branch fast with lower operation costs and expenses, allowing the Company to have more chance to be successful.

Furthermore, SE-ED Book Center has developed a relationship with several shopping centers and super-centers, being recognized as an important business alliance. This has enabled SE-ED to develop its business format continuously. Nowadays SE-ED Book Center is a chain bookstore evolving and expanding very fast, becoming the full functional chain bookstore with highest sales volumes and also serving as the very heart of company’s business growth since 1997.

SE-ED’s business performance has remained at the satisfactory level. In 1997, when Thailand encountered serious economic crisis leading to business collapse and widespread unemployment resulting in lower purchasing power, the publishing business was affected in many ways. Several of SE-ED’s major book suppliers encountered the severe loss and liquidity problems, to the point that SE-ED had to allocate asset as bad debt account, largely due to the lower purchasing power and decrease of sales orders from bookstores. SE-ED was seriously aware of granting credit to customers to keep control of the possible bad debt. The competition also became tougher than before. As a result, the sales figures that came from both SE-ED’s own published books and other non - SE-ED published books was not as it was hoped to be. It was considered the first time that SE-ED faced accounting losses in 1998, since listed in the Stock Exchange of Thailand.

However, after the severe economic crisis, the Company began to review its business structure’s long - term strength. The Company started to diversify risk at a suitable level and, at the same time, tried to improve financial structure, increasing more capital for unforeseeable economic problems in 1998 and set the reliable financial standard for paying up the long - term loan from financial institutes and for incoming expansion. As a result, The Company can recoup from the almost fatal slump and finally came back to profitability with adequate liquidity and continuous expansion in 1999.
Moreover, in 2008, the Company opened SE-ED Learning Center with the space of 600 square meters, located at Chamchuri Square building - a part of Chulalongkorn University, to facilitate the expansion of youth activities in different forms in the future. This includes the training for professional activities to increase the potential of Thai people in different fields for the general public. In addition, the Company’s new business strategies included the development of two supplementary curricular aiming to increase children’s potential and intelligence in mathematics and English. The curricular are as follows:

- **FAN Math** is a supplementary mathematics program for kindergarten 3 to primary 6 levels. Teaching and learning materials are presented in animation format.

- **ACTive English** is a supplementary English program for kindergarten 2 to primary 6 levels. Teaching and learning materials are mainly interactive multimedia and consistent with the Common European Framework of Reference for Languages (CEFR).

In 2013 the Company expanded SE-Ed Book Center by considering the location as the main factor. The Company also focuses on the product mix in the store to increase profitability. The employee ratio is adjusted to increase service efficiency as well. However, the Company has developed the information technology system, communication system for all bookstores branches and headquarters and distribution center in order to support more services which deem to soar in the future, so as to increasing efficiency and reducing the chance to waste any sale potential.

In 2014, the Company has officially opened the Book Distribution Center and warehouse, which can service up to 600 bookstore branches. The Book Distribution Center is not only designed to be more spacious for storing, but also has functionality and utility, it will enhance the performance to service and do the distribution for 480 point of sales at the same time. In addition, the work model is developed to be more accurate, functional, and faster by improving the distribution process to be the Digital Assorting System. This system supports the circular of the products in the bookstore and stimulates to have more various kinds of products for our customers.

★ ★ ★ ★ ★
The company’s commitment formulated 44 years ago was to ‘doing business in knowledge dissemination with a view to developing the full potential of Thai people in essential areas for national development such as science, engineering and education’.

Mission: SE-ED seeks to do business in the areas that promote education for knowledge that is necessary to the development of the nation. It operates the business that will make ‘Thais smarter’ by developing the sustainable business with a continuous earning growth at the above the industry’s average, being a role-model company that can create work result deems beneficial and accepted by society at large with the happy staff, and able to deliver and maintain an attractive long-term investment returns at the satisfactory level.

SE-ED’s Determination is to make ‘Thais Smarter’. The Company focuses on taking the country’s problem regarding human development and social ideology as its business objectives that help it grow at a sustainable pace, and practice such ideology from day one, continuing through the present day.

Being a pioneer of printing books and magazines in the area of knowledge, distributing books and opening bookstore chains in shopping centers with several models until succeeded and admired by publishing business in Thailand.

Being a Thai leading publishing frm in all the three lines of publishing as :

- **A publisher** with sales volumes through local bookstores across the country stays in the early top rank emphasizing engineering, science, management, business, juvenile-youth supplement, substantial general knowledge and reference books, especially on outside reading books in English and maps.

- **A distributor** with the largest sales volume that distributes books to local bookstores and also has a distributing system deemed to be the best of the country in books business by developing the system called Standing Order Distributing System for Thailand.

- **A bookstore** chain owner with the highest number of branches and highest sales since 1999. Moreover, SE-ED had been conferred from the books distributing promotion club (books distributors club) under the publishers and booksellers association of Thailand ‘Outstanding Bookstore Chain 2002 and 2003 Award’ and ‘Outstanding Bookstore of the decade (2004)’.
• SE-ED has been the main shareholder and involved in managing PlearnPattana school (located on Bhuddhamonthon 2 road, with an area of 20 Rai) which is a new concept school to develop Thai children’s potential in a favorable track of the country’s requirement. The curriculum conforming to the ministry of education from pre-kindergarten, (start from one and half year) up to Matayom 6. At the present time the school has about 1,282 students.

• A registered company listed in the Stock Exchange of Thailand with the following interesting points:
  
  ■ A company with the highest Average Revenue Growth Rate among 28.30 times within 27 years or the annually growth average at 13% since the first year listed in the Stock Exchange of Thailand up to the year 2018.
  
  ■ Received SET Social Enterprise Investment Awards from The Stock Exchange of Thailand in SET Sustainability Awards 2015. This award is for the registered companies that prominently supported social enterprise and to encourage the companies and employees that had the intention of sustainably conduct business by using the business management as the key mechanism.
  
  ■ Received ‘SET Award of Honor’ of Corporate Governance report for the Fourth time (6 consecutive years of Top Corporate Governance Report Awards) from the SET Award Banking Magazine. The Company is the only listed company outside SET100 to receive this award.
Received Investors’ Choice Award for receiving 100% scores from the evaluation of Annual General General Shareholders Meeting for 6 consecutive years (2009-2014) From the Company Investors Association.

The Company received the Board of the Year for Distinctive Practices 2010/2011 Award. The award will be given to the boards of directors of the listed companies in the Stock Exchange of Thailand with an effective and productive practice, under the good corporate governance principle, with the consideration of transparency and justice for all stakeholders. The award was given by Thai Institute of Directors in corporation with 6 leading private organizations.

Received ‘Outstanding Corporate Social Responsibility Awards’ from the SET Awards 2011 organized by the Stock Exchange of Thailand and Money & Banking Magazine.

The IOD has appraised SE-ED to be excellent (5 stars) level in Corporate Governance Report of Thai Listed Companies 2018 appraisal for 11 consecutive years (2008-2018), there were 657 listed companies in the Stock Exchange of Thailand to be evaluated. 142 Companies were rated ‘excellent’ (5 stars).

In 2017 there were 620 listed companies in the Stock Exchange of Thailand to be evaluated. 110 Companies were rated ‘excellent’ (5 stars).

In 2016 there were 601 listed companies in the Stock Exchange of Thailand to be evaluated. 80 Companies were rated ‘excellent’ (5 stars).
In 2015 there were 588 listed companies in the Stock Exchange of Thailand to be evaluated. 59 Companies were rated ‘excellent’ (5 stars).

In 2014 there were 550 listed companies in the Stock Exchange of Thailand to be evaluated. 29 Companies were rated ‘excellent’ (5 stars).

In 2013 there were 526 listed companies in the Stock Exchange of Thailand to be evaluated. 87 Companies were rated ‘excellent’ (5 stars).

In 2012 there were 513 listed companies in the Stock Exchange of Thailand to be evaluated. 59 Companies were rated ‘excellent’ (5 stars).

In 2011 there were 497 listed companies in the Stock Exchange of Thailand to be evaluated. 47 Companies were rated ‘excellent’ (5 stars).

In 2010 there were 480 listed companies in the Stock Exchange of Thailand to be evaluated. 70 Companies were rated ‘excellent’ (5 stars).

In 2009 there were 290 listed companies in the appraisal with 52 firms to be excellent 5 stars level.

In 2008 there were 448 firms appraised with 22 being excellent 5 stars level and SE-ED was one of six companies in the medium and small capital group that has been appraised, the others were large capital companies in SET100 and were in groups of energy businesses and financial institutes.
Received the H.R.H. Princess Maha Chakri Sirindhorn cup award from the second contest for the philosophy of sufficiency economy achievement in business practices in the category of large scale business in 2010, which was the only one from 5 companies who won these awards not listed in SET50.

Received ‘Top Corporate Governance Report Awards’ 2009 and 2010 for two consecutive years from the SET Awards organized by the Stock Exchange of Thailand and Money & Banking Magazine. There were 10 companies granted this award while only SE-ED was not in SET50.

Received ‘Corporate Social Responsibility Awards’ 2009 and 2010 for two consecutive years from the SET Awards organized by the Stock Exchange of Thailand and Money & Banking Magazine. There were 4 companies granted this award while only SE-ED was not in SET100.

Received Best Shareholder Treatment Awards 2008 arranged by The Thailand Securities Depository Co., Ltd. (TSD) corporated with Stock Exchange of Thailand, Thai Investors Association, Thai Listed Companies Association and Thai Investor Relations Club. There were 6 companies granted this award while only SE-ED was not in the SET100.

To be one of three companies outside SET group for final round IR Excellence Awards 2008 arranged by Stock Exchange of Thailand and financial and banking magazine.
Mr. Thanong Chotisorayuth, Managing Director of SE-EDUCATION received the Corporate Social Responsibility Awards 2009 and Top Corporate Governance Report Awards 2009 from the Stock Exchange of Thailand.

Mr. Thanong Chotisorayuth, Managing Director of SE-EDUCATION received the Corporate Social Responsibility Awards 2010 and Top Corporate Governance Report Awards 2010 from the Stock Exchange of Thailand.

To be one of ten companies for final round Corporate Social Responsibilities Awards 2008 arranged by Stock Exchange of Thailand and financial and banking magazine. SE-ED was the only company not in SET100.
Received the ‘Board of The Year for Distinctive Practices’ award, 2006/2007 from Thai Institute of Director or IOD co-operated with The Stock Exchange of Thailand, Board of Trade of Thailand, Federation of Thai Industries, The Thai Bankers’ Association, Thai Listed Companies Association, and Federation of Thai Capital Market Organizations. The awards were granted to 19 companies for 2006/2007 (14 companies with distinctive practices award and 5 companies for exemplary practices award) from more than 400 listed companies. SE-ED was one of the two middle market capital (less than 5,000 million Baht) companies that took home the award this year. Others were large market capital companies, most of them have been in the energy and banking business sector.

The Company was assessed by the Securities and Exchange Commission, Thai Listed Companies Association, and Thai Investors Association, in the organization of the Annual General Shareholders Meeting (AGM) 2015 in the level ‘5 TIA’ with the perfect 100 scores for 7 consecutive years (2009-2015). There was a total of 575 listed companies participated in the assessment of the year 2015.

In 2014 SE-ED received 100 point and SE-ED was one of the 128 companies from 528 companies to be praised ‘exemplary’.

In 2013 SE-ED received 100 point and SE-ED was one of the 96 companies from 475 companies to be praised ‘exemplary’.

In 2012 SE-ED received 100 point and SE-ED was one of the 74 companies from 450 companies to be praised ‘exemplary’.

In 2011 SE-ED received 100 points and SE-ED was one of the 64 companies from 416 companies to be praised ‘exemplary’.

In 2010 SE-ED received 100 points and SE-ED was one of the 63 companies from 479 companies to be praised ‘exemplary’.

SE-EDUCATION Public Co., Ltd. received the Investors’ Choice Award. The honorable award was given to a listed company who is aware of the importance of shareholders meetings by considering the rights and equality of all shareholders.
In 2009 achieved 100 points with 4 stars extra point from 5 stars which was the first year of changing extra points from 10 points full to be extra 5 stars instead and was one of 41 companies appraised as a good example among an overall of 497 firms.

With such an excellent appraisal coming from the meeting with good corporate governance, it was transparent and allowed wider opportunity for shareholders to ask questions, have them cleared and left with no doubts.

- The company was rated as ‘Excellent’ for the second consecutive in year the Opportunity Day activity provided by the Stock Exchange of Thailand for Q4/2006 and Q4/2005. Furthermore, the company has also been rated as the highest outstanding in three aspects: namely, the usefulness of information, the method, and appropriateness the of presentation’s time, compared with the other 48 and 68 listed companies in which participated.

- Appraised from the Thai of Directors Association with support from the Stock Exchange of Thailand (SET) according to which is rated as ‘Very Good’, to be one of publishing listed company rated as ‘Very Good – Excellent’ and to be one of the top 71 listed companies of 402 listed company with best corporate governance rated as ‘Very Good – Excellent’ for the year 2006.
- Appraised by the Thai Institute of Directors Association with support from the Stock Exchange of Thailand (SET) and the Office of Securities Exchange Commission (SEC) to be one of the top 85 listed companies with best corporate governance (Top Quartile Companies) for the year 2003.

- Appraised from Thai Institute of Directors Association to be one of the top 20 companies with the best corporate governance for the year 2002 which surveyed from 234 companies listed in the Stock Exchange of Thailand.

- Declared and conferred from the Office of Securities and Exchange Commission the ‘Disclosure Report Award 2002’ and ‘Disclosure Report Award 2003’ as ‘a listed company that should be commended for disclosure data to investors’. The SEC set up this award in order to promote good corporate governance in Thailand.

- One of 200 small companies outside the U.S. which are the Best under $1 billion in revenue for 2002 (200 Companies for 2002, Best under a Billion), declared on October 28, 2002, FORBES Magazine Global edition, a world class business magazine, selected from 20,000 companies all over the world outside the U.S.

- The company owned the website, www.se-ed.com, which is one of the most popular websites in book business category.

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The Company was established by a group of ten electrical engineers. Each of them had experiences in knowledge promoting activities from their participation in Academic Club as a student at the Faculty of Engineering, Chulalongkorn University. They realized that Thailand needed to develop many more of academic resources but no one had been interested in the academic development. Thus, the Company was established in 1974 under the objective ‘to do business in knowledge dissemination, with a view to developing the fullest potential of Thai people in areas essential to the national development’. The Company’s name also emphasizes the objective. ‘SE-ED’ is derived from the words Science, Engineering and Education because engineering, science and education are vital fields needed for the development of the country. The Company’s vision and mission reflect the strong determination to be a part of Thailand’s sustainable development.

**Vision:** SE-ED shall be a leader in providing easy and convenient access to knowledge to *Thai people*.

**Mission:** SE-ED seeks to do business in the areas that promote education for knowledge that is necessary to the development of the nation. It operates the business that will make ‘*Thais smarter*’ by developing the sustainable business with a continuous earning growth at the above the industry’s average, being a role-model company that can create work result deems beneficial and accepted by society at large with the happy staff, and able to deliver and maintain an attractive long-term investment returns at the satisfactory level.
Sustainability Framework:

The Company can sustainably operate a business that grows alongside the society while being able to survive in the long term if the executives and employees share the commitment and inspiration to drive the organization into becoming the ‘knowledge provider’ who makes Thai people smarter. From the past up to present, the Company has seriously operated the business along with creating new innovations to serve the mission ‘to make Thais smarter’. The Company’s business operation can be summarized into the following chart:

The operation chart displays many activities that have been integrated into the Company’s business operation as in the following:

- **SE-ED Publisher**: The publishing unit is responsible for publishing books and other education resources to help Thai people improve their potentials. The unit has been active since 1974.

- **Book Distribution Business**: As a distributor SE-ED has distributed good books from both in house publications and other publishers’ to SE-ED Book Center and other bookstores across the country. The distribution unit began its operation since 1998.
• **SE-ED Book Center** : The Company’s bookstore business has been in operation since 1991 with the determination to expand branches across the country, giving convenient access to knowledge and good books for Thai people. Books sold in SE-ED Book Center are of mixed varieties and exclude any books that contain inappropriate contents, encourage violence, violate laws or contradict to the moral value of Thai society.

• **Plearnpattana School** : This is an alternative school that takes students from pre-kindergarten to Matayom 6. SE-EDUCATION PUBLIC COMPANY LIMITED is one of the founders. The school has been in operation since the 2004 academic year onwards. The school’s curriculum is designed to equip students with knowledge skill, working skill and life skill that will support students to develop their full potential and become an eligible adult who possesses a voluntary mind, good moral and awareness of his/her social responsibility.
• **BaesLab**: BaesLab Co., Ltd. was formed with the objective to develop educational materials in digital formats (e.g. e-book, ePub, i-book) and to develop programs and IT facilities to support digital content management so that Thai people can access these contents effectively and use it as a part of the learning experience in the 21st century. Such programs and facilities include e-Library system, Follow me (teacher’s assistant program to control and manage classroom through tablet) and Interactive Book Making Program.

• **CSR Project**: The Company takes its corporate social responsibility as a part of the driving strategy and business operation. CSR, or ‘CSR in Process’, has become the core operation of the organization, in which there is no department directly responsible for CSR activities. However, the Company had been involved in many activities that required cooperation and operation to enhance the effectiveness of CSR activities. Thus the Company decided to set up CSR Department in 2009 to support the Company’s CSR activities. This department focuses on helping children and insufficient communities to access to knowledge easier by donating books and educational media to schools in rural areas, donating book shelves to make school libraries well organized and attract students to libraries so they can improve their life-long reading habits.
• **Smarter Thais Foundation**: The Company’s ‘Smarter Thais Foundation’ was officially established on September 23, 2011. The foundation’s objective is to initiate activities that support the development of Thai people’s potentials that will allow them to be a valuable human asset and possess a better life quality so that they can apply their potentials in developing and driving the country to be competitive in the international community. The foundation will work closely and effectively with the Company’s CSR project to help Thai people smarter and build a sustainable society.

In addition, Smarter Thais Foundation was considered to legally be a public charitable organization no. 916, according to the notification from the Ministry of Finance about Income Tax and Value Added Tax (notification no. 648) issued on 5th January 2016.
It can be concluded from the above that the Company’s business operation has a role in solving major problems of the country and driving the country to a sustainable development. The Company is also the mechanism that supports the development of Thai people’s potential until they can become a valuable human asset for the nation’s sustainable development. As a result, the corporate social responsibility along with the faithfulness to business ethics and determination to being a good role model become the important mission that the Company has to strictly hold firm too.

The Company has adopted the principles of Corporate Responsibility and Corporate Governance, which become the Company’s strategy. The Company’s business operation also needs to take into account the balance satisfaction of stakeholders including customers, employees, business partners, shareholders, communities, society, and environment, which are appropriately prioritized in the following:

- **Customers**: Customers receive good and worthwhile products that benefit their potential development. They should receive convenient and fast service, and be satisfied. They also should be a part of the Company’s social responsibility campaign.

- **Employees**: Employees are happy, have stability in life and a good citizen conscience. They have an opportunity to exercise their potentials.

- **Environment**: The Company tries to maximize the use of resources to reduce any effect on the environment.

- **Community and Society**: The Company takes part in helping Thai society becoming a knowledge society. Its operation must be legal and possess good morals.

- **Shareholders**: The Company grows sustainably and yield satisfactory long-term profits. The Company follows good governance principles and conducts a transparent business.

- **Partners and Competitors**: The Company is honest, straightforward and has a good moral in operating the business with partners and competitors to help build the book market together, while using business connections to build a strong social responsibility conscience.

Moreover, the Company has adopted the principle of sufficiency economy into its business operation so that the Company can run its operation reasonably and sufficiently, with immunity. It needs to be assured that the Company has used IT information and knowledge in different areas to make operational decisions with the principles of good morals and ethics as the guideline.
The Company realized that it could only maintain the sustainable operation by promoting a positive working culture for every employee. A good culture will produce shared values and positive attitudes in work and life among employees. A good organizational culture will also continuously bring about success factors that answer to the objectives and business nature of the organization. Such culture is a drive force to creating pioneer works that require strong cause, ideology and determination. It is a work that is not only creative but beneficial to the country at large. Every employee is ready to adapt to changes and listen to reasons with open mind. They focus on their productivity to make profits and sustainability for the organization and society. A culture that has been planted into the attitudes of every employee will becomes a common work ethic shared through team working experiences within the organization. The Company is confident that every employee is ready to apply the philosophy of sufficient economy in their own lives effectively. The organizational culture of SE-EDUCATION PUBLIC COMPANY LIMITED is illustrated in the following:
Operation Philosophy and Driving Force

- We will take on our ideology and turn it into our profession. We will produce creative and pioneer works with happiness because we believe that we can transform our dreams into something great for Thai society.

- We will think big, never think small.

Transparency and Moral Values

- We will be a good role model as a company.

- We will not cheat or violate the law. We will be fair and maintain our work ethics and social responsibility.

- We will have a moral standard in treating our customers, business partners, competitors and colleagues.

Adaptability

- Every rule can be changed with reason and as long as the change will improve our employees and does not cause any negative effect on the Company.

- We are ready to change anything. We will listen, think, learn, and improve for better. We will not feel humiliated and be chained to the traditional framework. We will break through any problems or obstacles.

- Nothing is perfect at SE-ED.

- Employees will be given an opportunity to work on what they truly like.

Personal Ethics

- Be economical, humble and self-sufficient.

- Be down to earth and treat everyone with respect.

- Spend money and resources reasonably when it is needed without being stuck to the old tradition. Every money spent is worthwhile and benefits the works. It is known as the Zero-Based Budgeting.
Common Values

- Be positive towards life and obstacle.
- Be understanding and believe in the goodness in people.
- Ignore showing off but care only what matters.
- Creating positive working atmosphere that encourages people to work hard and have fun with the challenging works.
- Live and love as one family.

Emphasis on CSR in the Process

It could be said that the Company’s business objective comes from the country’s problem in developing the human resources and the Company’s social ideology. Such objective will allow the Company, stakeholders and the whole society grow together with sustainability. From the first day of establishment the objective has been carried on and seen through with determination. It has been passed on through the culture of the Company, through the attempt to become a ‘good role model’ in every aspect, through the works produced and through the growth in different areas.

The Company believes that the corporate social responsibility means that the Company must operate its business with ethics. Success of the Company must go along with the improvement of society. Every stakeholder is focused and treated with balance.

To achieve the above objective, the Company must make the Corporate Social Responsibility (CSR) the work and responsibility of every employee. It is in compliance with the objective of the establishment and usual business operation. CSR must be a part of the business process. CSR must not cost more than an ordinary process. CSR must involve employees. CSR must be in the actual work process. This is the reemphasis on the Company’s management philosophy that we will not do anything differently from a normal business operation. We only change the ‘way of thinking’ and operate the normal business with ‘different methods’.
Every business of the Company is aimed to answer the original objective of establishment. Books, magazines and educational resources are produced to benefit Thai society that still needs those materials. Distributing books for our publishers give a chance to good books to be widely distributed while publishers can survive, stay stronger and be ready to produce even more good books. The increase of SE-ED Book Center to different communities allow people to have an easy access to books that are selected and displayed in a way that suits the lifestyle in each area. The development of purchasing and ordering books give an opportunity to people from anywhere in the country to learn and develop equally. Moreover, the Company has established SE-ED Learning Center to disseminate knowledge and inspire Thai people to learn and discover. The Center's activities include organizing Kiddy Camps,
educational activities, training courses and seminars for general public to improve their working skills in different areas and increase their productivity. Moreover, the Company took an important role in founding and operating ‘Plearnpattana School’, which is an alternative school aiming to produce quality human resources for the country in the future. The school focuses on promoting knowledge skill, working skill, life skill, voluntary mind and awareness of the social responsibility. Responsibility to society, community and environment is not just an additional work but the core of the business operation, the breath of SE-ED family who are creators, initiators and role models. Every employee in the Company is a part of this responsibility in one way or another.

The Company could be claimed to have a vital role in breaking through the overall book business and quickly expanding the market for educational resources.

The Company believes that a sustainable organization can be developed from not only the ability to yield reasonable profits and growth rate for shareholder but also from the ability to improve itself to become a good role model that create works beneficial and acknowledgeable to the society at large. The Company’s employees stay happy. Environmental awareness is a part of the business operation. The Company, thus, has operated the business on the interrelation of sustainable development with society and environment, with the founding belief that ‘Good Will shall lead to growth, leading to profits, to strength and eventually to sustainability’.

Idea of Corporate Governance of SE-EDUCATION PUBLIC COMPANY LIMITED

The Company supports an effective, transparent and auditable system and emphasizes on business ethics, transparency, being exemplary, responsible and honest, equality, and rights of employees, directors and shareholders. This has become the ‘strong culture of the organization’. Starting from the Chairman, Directors, Managers and Managing Directors, everyone is the driving force to implement the Company’s policy with transparency and responsibility to society. Every member in the organization, from employees, directors, and executives, is well aware of the core policy of the Company.

Every business plan for every process including operation procedures in the organization are under the balance responsibility of every stakeholder; shareholders, business partners, competitors, creditors, customers, employees, communities and society. Every employee must follow the ethical guideline that the Company has compiled and used as the guideline to plan any operation, process and procedure.
Moreover, the Company’s directors realize the importance of an effective, transparent and auditable managing system. Every employee and new employee will be informed of the Business Ethic Guideline, involving rules and regulations in operating business. The guideline helps build more confidence among shareholders, investors and all stakeholders who are the supporting and driving force towards the Company’s strength, competitiveness and long-term success. The Company has undergone key activities to support good corporate governance principle:

- **Directors’ Manual** The Company believes in good corporate governance, business ethics and responsibility to society. Every director and executive must perform their duties honestly and straightforwardly. The Directors’ Manual and Corporate Governance Policy are the guidelines for directors and executives to comply by the laws and the Company’s regulations, to possess business ethics in performing any activities, decision-making and any transaction of the Company. The Company intends to run the business with honesty.

- **Business Ethics Guideline** : Every employee and new employee will be informed of the Business Ethic Guideline, involving rules and regulations in operating business. The guideline helps build more confidence among shareholders, investors and all stakeholders who are the supporting and driving force towards the Company’s strength, competitiveness and long-term success.

- **Declaration to be a part of the Collective Action Coalition against Corruption (CAC)** : In the beginning of 2011, the Company has declared its intention to be a part of the Collective Action Coalition. This is the collaboration of 8 leading organizations including Thai Institutes of Directors Association, Thai Chamber of Commerce, Thai Bankers Association, International Chamber of Commerce, Thai Listed Companies Association, Federation of Thai Capital Market Organizations, and the Federation of Thai Industries, and Tourism Council of Thailand. The Board of Director had reviewed the management system to align with Collective Action Coalition against corruption (CAC). And the Company was certified to be a member of the Private Sector Collective Action Coalition against Corruption Council as of August 18, 2017.
Procedures of Corporate Social Responsibility of SE-EDUCATION PUBLIC COMPANY LIMITED

The Company has 3 main procedures to fulfill the corporate social responsibility:

1. General CSR activities of the Company must include all stakeholders who are customers, employees, business partners (and competitors), shareholders, communities, society, and environment. Every party must be prioritized with balance so that everyone can be fully satisfied and accomplish together.

2. The Company focuses on CSR in Process. That means any CSR activities are a part of the responsibility of every employee in order to avoid creating a burden on top of the usual routines. ‘Social Responsibility’ then becomes the habit of every employee.

3. The Company determines to take on the problem of the country in education and potential development of Thai people. The Company tries to find a solution to the key problems including proficiency in English, Math, Science knowledge, and implanting in Thai children desirable qualities needed for the development of the country and sustainable society.

Evolving to ‘Smarter Thais Foundation’

Past and present CSR activities gave the Company an opportunity to use knowledge, potential, resources and connections to help develop the country with sustainability, and competitiveness in the international community.

In order to facilitate the operation of those activities to involve corporation from people and other organizations and enlarge the scale of the activities to the national level, the Company decided to set up ‘Smarter Thais Foundation’ in early 2011. The objective of the foundation is to increase the role of social responsibility to produce tangible effects in a large scale. This is the core strategy of the Company that needs to be invested with all available resources to see it through.

Smarter Thais Foundation will support the development of Thai people’s potential in English, Math, and Science and build desirable qualities in Thai children through minor projects, mostly pilot projects, or projects that give opportunities to children in need. Any project must be able to operate in the long term with financial support from ‘Changes for Kids’ donation from SE-ED Book Center’s customers and every Thai people. The donation will be used in Thai people’s potential and value development projects.
In 2011 Smarter Thais Foundation began to promote the idea of ‘replanting human values’ that will give an opportunity to desperate people in society to be trained professionally and able to general products and incomes to support themselves and their families. It is a sustainable project of which the role can increase continuously.

**Corporate Social Responsibility in Customer’s Perspective**

- **SE-ED Book Center Project**: SE-ED is determined to operate SE-ED Book Center nationwide as the provider to Thai society to fulfill the satisfaction of the customers so they can shop at the nearest store at their most convenience and to create equally opportunity for Thai people to seek for source of knowledge.

- **Logistics Development to Meet Substantial Orders**: The logistics system of the company is developed and improved so all the order is promptly delivered to the customer within the very next day under the slogan ‘Order Today, Get It Tomorrow’. Furthermore, this particular service helps the customers to find books and other products easier and more convenient.

- **White Bookstore Project**: The Company has a strict policy of providing good, ethical selection of books and products. We offer a wide range and variable genres of books and our stores will have no unethical, immoral, improper or culturally unacceptable in Thai society.
Production of Books, Magazines and Academic Materials Plays the Significant Role in Developing Thai Society: From the day one until today, the company has determined to publish books, magazines, and academic materials that greatly play significant role in improving Thai society. SE-ED has provided a variety category of books; for instance, engineering, computing, management, foreign languages, dictionaries, science and innovation, kids’ educational comics, science journal, technologies and industries, et cetera.
• **DIY for Kids**: The Company aims to improve potentials of Thai children and youth in 3 aspects: Imagination, Inspiration and Innovation. Therefore, the Company has distributed a new product line under the name i-Kids with the objective that Thai children and youth can learn through the innovation of these products. Children can learn about what they like and suit themselves. This leads to STEM Education, which is a basic learning system in Science, Technology, Engineering and Mathematics that does not require theory memorization; children can learn from real hand-on experiments and pursue further learning in the subject with their own imagination and inspiration.
Corporate Social Responsibility in Employee’s Perspective

- **The relief program gives financial support to employees suffering from natural disasters** such as floods or rainstorms as well as other mishaps that cause major asset losses. The support will allow them to recover and return to work and live a normal life again. Moreover, the Company offers an interest-free loan to employees who have to renovate their houses that have been affected by such disasters.

- **Health Care Project**: The Company is aware of the importance of its entire staff and families’ health. We believe if they are physically and mentally healthy, they are happy as well. Therefore, these health check-up programs are offered throughout the year.
  - Annual health check-up: An appropriate list of analysis and check-ups is provided suitably for the age range of the staff. A reasonable discount for the health check-up is provided for the immediate family members as well.
  - Health cover welfare: this program aims to relieve its staff financial problem in case of hospital emergency admission. Special health insurance is also available for further family member with a reduced insurance rate.
• **Stability and Sustainability Life Improvement Program**: The Company is aware of the importance of its staff quality life. To assure each individual staff its quality life, various programs are in action.

- **Life Insurance Worth 24 Months of the Latest Salary.** In case of unpredictable and unfortunate death, the company offers 2 years of payment providing for the family of the lost one. This will help the family to cope with and adjust to the situation.

- **Flexible Time System.** The flexibility of work period enables individual staff to choose their operating hours in compatible with each individual convenience or personal business. With this system, some who may be engaged in personal business can come to work after regular working time.

- **Provident Fund Project.** To promote the saving habit, SE-ED has encouraged its employees to save money for their retirement. This project aims to assure that they will have sufficient amount of money to survive to live happily ever after the retirement.

- **Reducing Debts Project.** A survey concerning debts has been conducted. After the survey, the jurist department has been assigned to aid the debtor and the creditor in making compromise. Moreover, the amount of the loan has been approved to help paying off debt so they can start their lives over.
• **Employee Value Project**: The Company intends to promote and support potential proactive activities of all its employees. We encourage our employees to develop their leadership skill and cross functional management, which anyone can offer their sub-project to improve the organization by present the project’s details direct to the top executive. The executive always encourages and supports its employee to broaden their knowledge and prove their ability through their performance.

• **Communication Development Project**: The Company has developed the communication system for its branch staff at all available branches across the country and its staff at headquarters and the warehouse. Together with ADSL phone system, iPOS system which allows staff at the branches and the headquarters exchanging their mails effectively, and LCD TV to interchange important information. These systems enable its entire staff to exchange important information even though they are not in the same place.
• **Safety and Emergency Project**: The Company is aware of the safety of workplace. Thus, we continuously host fire drills and safety trainings. The facilities and safety equipments are sufficiently supplied in case of emergency.
Corporate Social Responsibility in Business Partner’s Perspective and Shareholder’s Perspective

• **Ethical Business Operation**: The Company has operated the business by adopting the principles of good governance. The details and information associated with stockholders and investors are available to certify the ethics and morality in business operation. Individuality is encouraged to file a complaint regarding products, insufficient service, immoral and unethical operation of board of directors and staff at comment@se-ed.com, or to independent director at id@se-ed.com.

• **The Business Ethics and Moral Principles**: The company is determined to corporate the business with morality and ethics. We trust in our commitment. Our business is operated under the laws and regulations with principles, values and standards, not taking advantage nor causing any inequality to business partners and customers.

• **Strong Objectives Against Rights Violation**: The Company clearly announced its determination to strictly follow the Intellectual Property law and will never commit any violation on rights, patents, trademarks, or software.

Corporate Social Responsibility in Community’s Perspective and Society’s Perspective

**SE-EDUCATION PUBLIC COMPANY LIMITED**

• **“Big-Hearted Reader” Project**: With our slogan of “determination to help and promote knowledge throughout Thai society,” we would like more students to access books. In 2018, the Company started the project called “Big-Hearted Reader”. It was a project where the reader can pick and choose all new books to donate to 1,000 schools in different communities next to SE-ED Book Center branches around the county. The project reflected the idea of “giving is infinity” and all parties can be happy from the part that they participated:
- The readers or customers played the part in passing out knowledge in the form of books with reasonable budget. The Company selected books that were suitable for students to be available with special prices. The reader can buy these books and drop them at the pickup points provided in front of the bookstores. If they like, the customers can write down a message to cheer up students in those schools with paper the Company provided.

- The employees also were the part of this project and passed knowledge to communities by nominating schools for donation. This would help encouraging the employees to be proud of themselves.

- Schools and students received donated books which were useful for enhancing their skills and knowledge. Moreover those books were filtered to be suitable for the students.
“60 Years Old: Too Cool to Retire” Project: As the Company’s direction always aligned with the country’s development goals and the Company always emphasized on its social responsibility, the Company and Department of Employment had started a project called “60 Years Old: Too Cool to Retire” in response to the coming ageing society which is one of the national problems. The Company realized that the elder population from various fields of work are valuable. They are equipped with solving-problem skills, prudence, and responsibility. They can be regarded as a role model and inspiration to their co-workers. The Company therefore kept continuing this project from 2017.

To apply for a bookseller in “60 Years Old: Too Cool to Retire” Project, the applicants shall be over 60 years old and graduate at least in lower secondary school level. The Company had previously employed the elder and found that they were caring, hard workers. They valued the process of introducing books to the customers. In addition, the Company had taken working conditions of the elder into its consideration and provided any facilities for them to work efficiently.
• **A cooperation project between the Company and Educational & Vocational Institutes**: As the Company always determines to improve vocational skills in a young generation, the Company has cooperated with Office of the Vocational Education Commission (VEC) to employ vocational students to be a trainee, in order to prepare and improve the right skills and knowledge needed in the labour market. This also increased opportunity for getting hired to be an official employee of the firm that is being trained to. During a training, a trainee will get paid and fringe benefits as agreed.

![Cooperation project between the Company and Educational & Vocational Institutes](image)

• **Books for Students Project by SE-EDUCATION PUBLIC COMPANY LIMITED**: this project is for underprivileged children in communities to gain access to knowledge by books and other learning media donation to rural school libraries. More than 13 years Books for Students project has contributed books to students. To the end of 2018, the project donated books to 4,803 schools all over the country. The total number of books is 2.23 million, worth of THB 345 million (cover price). By 2018 only, the donation of 90,735 books was made to 221 schools and educational institutions, worth of THB 14.45 million (cover price).
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02 February

07 July

10 October

11 November
• **Change for Kids Project**: This project enables SE-ED customers and others to participate in the donation activity through donation box at all SE-ED Book Center branches or by the donation bank account. This project will be operated under ‘Smarter Thais Foundation (Khon Thai Keng Kheun Foundation)’. Every penny of the donation is determined to organize activities that aim to develop proficiency, ability and life value of Thai people. We believe that this sustainable project will result in making Thai realizing their potential for this country.

• **Total Solution to English Proficiency Project**: This program is a continuous project with its goal to improve teacher and student’s English proficiency to the international standards. The project provides academic services including teacher trainings, consultancy on learning media and learning management according to CEFR (The Common European Framework of Reference for Languages), and innovation on English teaching combining with learning media for more efficient teaching. Teachers can apply their knowledge from this program to the basic education core curriculum of B.E. 2551 in their classroom. In evaluation of teachers’ English teaching development, the desirable outcome is standardizable learning achievement and competency of the student. Also, the program curriculum based on CLT (Communication Language Teaching) would enhance communicative English skills in four aspects: listening, speaking, reading, and writing along with academic English skills for science and mathematic and other subjects with English program.

Currently, Thailand’s national policy on education emphasized on improving English proficiency. The Company strongly agreed with that and put priority in English learning by operating the Cambridge Assessment English Authorized Exam Centre. (code no.TH455) It was the centre for Cambridge English Language Assessment certified internationally to conduct an assessment for organizations, educational institutes, and individuals, which aligned with the Education Ministry’s policy on standardized assessing for English proficiency according to CEFR. This assessment covered four skills was standardized and internationally approved by various units from both public and private sectors.
• **Genius Book Series Project**: SE-ED cooperates with the Institute for the Promotion of Teaching Science and Technology (IPST) in producing course books and development helper books that are available in Mathematics, Science, Computer, Biology, Physics, and Chemistry. This includes tutoring books for an Academic Olympics.

**Smarter Thais Foundation**

• **Books for students Project by Smarter Thais Foundation**: Smarter Thai Foundation supports and encourages educational development through ‘Books for Students’ project of SE-EDUCATION PUBLIC COMPANY LIMITED which has continuously donated books to underprivileged schools. Smarter Thais Foundation has purchased books and other learning media for charity, giving them to students and schools’ libraries for better access to knowledge. In 2018, the Foundation has donated 786,108 books to 3,225 schools, worth of THB 125 million (cover price). By 2018 only, the donation of 71,434 books was made to 144 schools and educational institutions, worth of THB 11.20 million (cover price).

• **“Raising Learning Achievements by Smarter Thais Foundation” Project**: This Project was one of the continuous projects from 2014 and fully operated by Smarter Thais foundation since 2015. It was a cooperation between Smarter Thais Foundation and a group of schools with determination to improve their teaching capability beyond impoverished limits and/or the same old teaching framework in order to concretely increase learning achievements. The massively scalable process was applied in this project in search of the best practice for
teachers to easily follow in a short time with limited resources. The Foundation sought the methods and techniques for training the teachers and academic departments. All techniques and methods were meant to solve learning problems that Thai education was still struggling with, for example, reading and writing skills, critical thinking skills, English communication skills, mathematic skills for everyday life, innovation skills, and required characteristics and attitudes for 21st century.

For working plan in 2018, the Foundation still actively operated and expanded to more schools across the country. On August 4, 2018 Smarter Thai Foundation, Association of Capital Market Academy (ACMA), and Mae Fah Luang University had signed the memorandum of understanding (MOU) to start a pilot project of Raising Learning Achievements Under Limited Resources with nine primary schools in Chiang Rai province. There were around 1,800 students in this project. The foundation took charge of the school’s management and teachers training, following up, and giving guidances.
Corporate Social Responsibility in Environment’s Perspective

- **The natural conservation project**: SE-ED emphasizes on saving energy and resources. Thus the Company launches many campaigns and activities on saving energy and resources as follows:
  
  - Changing the light switches into individual string switches in the headquarters in order to save electrical energy on unoccupied workspaces.
  
  - Minimizing of paper usage project promoting employees to manage the important documents through electronic media (e-document) to reduce papers usage and enable faster searching.
  
  - Saving water in the headquarters project by installing automatic piping valves in restrooms, working with the Contact Switch at toilets’ doors. Valves will be turned on, if the door was closed only. This prevents wasting water.
  
  - The distribution center had joined the Save Energy Project with Department of Alternative Energy Development and Efficiency (DEDE) by replacing T5, T5 High Output light bulbs to LED light bulbs since 2017. As a result, the Company had cut the electricity bill by more than 20% in general.
- Digital Assorting System: The Company has developed products distribution into a digital system. This enables a flexible distribution to efficiently deal with the market situation. In addition, this system helps reduce papers usage up to 500,000 sheets.


Innovation of CSR

SE-ED always determined to one that make Thais smarter and satisfy all stakeholders. Therefore the purpose of research, development and innovation creating conform to fulfill this determination. The Company’s innovation must afford to provide benefits to book industry as a whole, to enable the easier ways to for Thais to access knowledge. The latest technology is applied to SE-ED’s business operation in order to develop the operation’s efficiency.

Examples of innovations, which reflect to social responsibility as follows:

- **Audio Book Project**: Since technology keeps advancing, inevitably reader behavior is affected and it keeps changing. To cope with changing, the Company has converted some print books into “audio books” or “digital audio files” in the MP3 format to be available on CDs, DVDs, and for downloading. The Company selected the interesting content from bestselling business books for this audio book project. The audio book can reach every targeted reader, especially senior customers, customers with vision impairments, customers who listen to the CDs while driving. The audio books in the CD format are available in SE-ED Book Center and other bookstores. Both online downloading and CD/DVD copies can be purchased through the Company’s e-commerce channel.
• **Developing Product Management project**: SE-ED has developed the Distribution Model Program and Intelligent Automatic Reordering System (IARS) in order to manage a new books distribution and to fill up stock of SE-ED Book Centers which depends on its community’s needs and its actual sales performance. This reduces risks in business operating because the mass publishing, without information technology supporting, is not necessary. Moreover, the stable and accurate information technology allows all branches to fulfill its community’s needs. This also efficiently reduces costs and opportunities loss.

• **Developing websites supporting retail and wholesale systems**: The Company has developed and improved its websites: www.se-ed.com and www.se-ed.com/wholesale in order to support retail system (e-commerce) and wholesale system.

Nowadays, www.se-ed.com is most visited website of the country. There are wide range of products and a variety of books for customers. Moreover, they provide the updated information about best sellers, interesting books and where to buy them. With these information, it enables customers have choices and can make a decision easier.

Additionally, the Company has launched its mobile website, m.se-ed.com, for mobile devices such as smartphones or tablets to allow customers more convenient alternatives to book shopping. The Company expects that such channel will support the increasing e-book trade in the future which is the result of the dramatically growing internet usage from general public.
• **Integral developing logistics system**: The Company has determined to develop logistics system to be highly efficient, to deliver goods to customers at low cost, and to be competitive. According to this philosophy, Thais could access the quality books quicker, and whenever they need.

Integral developing logistics system includes:

- ‘Order Today, Get It Tomorrow’ Project: The Company has developed and improved order picking system and www.se-ed.com under the concept of ‘a small store serves as a big one’. If the customers cannot find the books they need in SE-ED Book Center, they can go over the cashier counter and request for the books. With the developed, improved IT and logistics systems, the stores can deliver the books to the customers within 24 hours at their convenient branches without a delivery fee.

- Intelligent Point of Sale System (iPOS): The Company has developed this system to support sales performance at SE-ED Book Centers and to provide useful information on books. This helps the customers make a decision easier.

- Developing a data linking system between branches, the headquarters and the warehouse into a real time computer network. This enables an efficient, fast, accurate operation.
Examples of innovations which contribute to developing Thai’s potential can be seen as follows:

- **Successfully develop the potential of Thai youth**: the Company had studied and found that reading English graded readers with the extensive reading concept can significantly develop English skills in young learners. The Company therefore had started the SE-ED: ENJOY READING in 2007. English graded readers have various genres and levels. The Company had started a pilot project with deprived schools. The result indicated that the graded readers yielded a satisfied achievement in lifting up student’s English proficiency. The Company therefore expanded the scope of study by holding the school’s management and English teacher trainings across the country. With Thailand’s Office of Basic Education Commission (OBEC) and Office of Private Education Commission (OPEC) helped in promoting and informing to schools, the Company held a teacher training with the concept of “Total Solution to English Proficiency”. The goals of training were to lift up achievements of a whole system. Also, the Company supported the “Smarter Thais Foundation” to start the project called “Learning Management Development for Increasing Learning Achievements” with the goal to develop English teaching in a complete range. It expected the teachers to be able to adjust their learning management for their own classrooms and to develop their teaching capacities to raise the students’ academic achievements according to advised guideline. This project also consisted of assisting tools for learning management and the specific quality development systems, in order to elevate teacher’s burden.

**Rewards of being good governance**

Since the day that SE-EDUCATION was founded, SE-ED has strongly determined to be an organization that participates in developing human resources and making ‘Thais smarter’. And every stake holders satisfy with this determination. All rewards was self-evidence that SE-ED always placed importance on being good governance. All rewards can be seen as follows:

- Received ‘excellence’ or 5 stars from corporate governance evaluation for 11 consecutive years (2008 - 2018). From Thai Institute of Directors (IOD).
- Won an Outstanding Investor Relations Award in SET Awards 2017 by Stock Exchange of Thailand (SET).
• Received an Honor Trophy for being a private organization with excellence in Corporate Social Responsibility from Ministry of Social Development and Human Security (MSDHS) in the 15th Anniversary of MSDHS. (2017).

• Won the 6th Tara Award (2017), a prize for individuals or organizations with a heart of bodhisatta and perform a good deed for society in a micro level (family, community, and local) and in a macro level (Thai and international societies).

• Received SET Social Enterprise Investment Awards from SET in SET Sustainability Awards 2015. This prize is meant for the registered companies which prominently support Social Enterprise.

• Received SET Award of Honor in Corporate Governance for the four time from SET Awards 2014. The award is for the excellence in corporate governance for 6 consecutive years.

• Was evaluated ‘5 TIA’ in organizing the Annual General Shareholders Meeting for 7 consecutive years (2009 - 2015). From Thai Investors Association (TIA).

• Received Investors’ Choice Award for receiving 100% scores from the evaluation of the Annual General Shareholders Meeting for 6 consecutive years (2009 - 2014). From Thai Investors Association (TIA).

• Received ‘Board of the Year for Distinctive Practices Award 2010/2011’. From Thai Institute of Directors (IOD).

• Received ‘Outstanding Corporate Social Responsibility Awards’ from the SET Awards 2011.

• Achieved the Princess Cup from Her Royal Highness Prince Maha Chakri Sirindhorn for being a large organization which applied sufficiency economy philosophy with business operation (from Sufficiency Economy Contest 2nd) in 2010.

• Awarded CSR Awards 2009 - 2010 (awarded for outstanding listed company who operates responsibly toward society and environment).

• Awarded the Top Corporate Governance Report Awards 2009 - 2010 (Outstanding in Good Governance Report).
• Won Best Shareholder Treatment Awards 2008.

• Received ‘Board of the Year for Distinctive Practices Award 2006/2007’. From Thai Institute of Directors (IOD).

• Awarded for ‘outstanding network bookstore 2002 - 2003’ and awarded for ‘Excellence bookstore of the decade (year 2004)’.
SE-ED
inspiration starts here