



Inspiration **Starts Here**

Corporate Social Responsibility Report 2021

SE-EDUCATION PUBLIC COMPANY LIMITED

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“ About SE-ED

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.

In 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.

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).

Because the SE-ED Learning Center was not profitable anymore, the Company closed down the center in 2018 in order to cut down its operational cost.

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

CSR : Corporate Social Responsibility

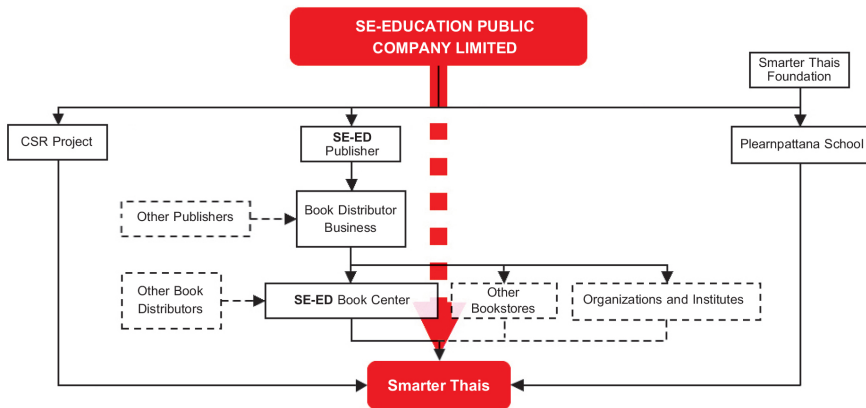
The Company was established by a group of ten electrical engineers. Each of them had experiences in knowledge promoting activities from their participation in Academic Club as a student at the Faculty of Engineering, Chulalongkorn University. They realized that Thailand needed to develop many more of 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.
- **Plearpattana 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.








- 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, can 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, mostly pilot projects, or projects that give opportunities

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.

ไม่มี การให้ใดที่ยิ่งยืนกว่า
การให้ปัญญา

มูลนิธิไทยเก่งจีน เป็นองค์การที่สอดคล้องตามมาตรฐานสากล
ลำดับที่ 916 ของประกาศกระทรวงการคลัง

“บริจาคเงินกับมูลนิธิไทยเก่งจีนสามารถหักลดหย่อนภาษีได้”



มูลนิธิไทยเก่งจีน

โครงการ เงินทอนเพื่อน้อง

โครงการที่มุ่งรณรงค์บริจาค เพื่อจัดหาหนังสือ
และสื่อต่าง ๆ สำหรับสนับสนุนภาคเอกชนที่บริจาค
เพื่อสร้างโอกาสที่ยั่งยืนแก่เด็กไทย




มูลนิธิไทยทนทาน
 The Thai Foundation

งบประมาณ : 1,000,000 บาท (หนึ่งล้านบาทถ้วน)
 วัตถุประสงค์ : เพื่อสนับสนุนภาคเอกชนที่บริจาค

ประเภท	มูลค่า
อุปกรณ์ คอมพิวเตอร์	227.679,999
เครื่องใช้สำนักงาน	885.477,728
เครื่องใช้ครัวเรือน	729.333,878
เครื่องใช้ไฟฟ้า	189.214,629
ค่าเช่ารถ รถจักรยานยนต์ (รวม)	648.840,002
ค่าใช้ ค่าเดินทาง	67.257,958
ค่าเช่ารถจักรยานยนต์	50.570,000
ค่าเช่ารถจักรยานยนต์	331.411,412
ค่าเช่ารถจักรยานยนต์	790.229,000
ค่าเช่ารถจักรยานยนต์	114.640,002
ค่าเช่ารถจักรยานยนต์	68.321000004




มูลนิธิไทยทนทาน
 The Thai Foundation

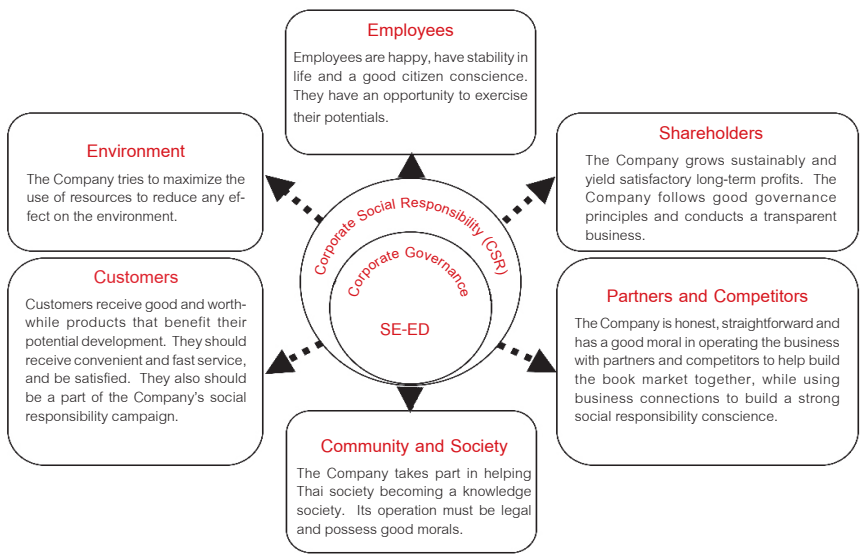
งบประมาณ : 2,279.846 บาท (สองพันสองร้อยเจ็ดพันแปดร้อยบาทถ้วน)

Find us [มูลนิธิไทยทนทาน](#)

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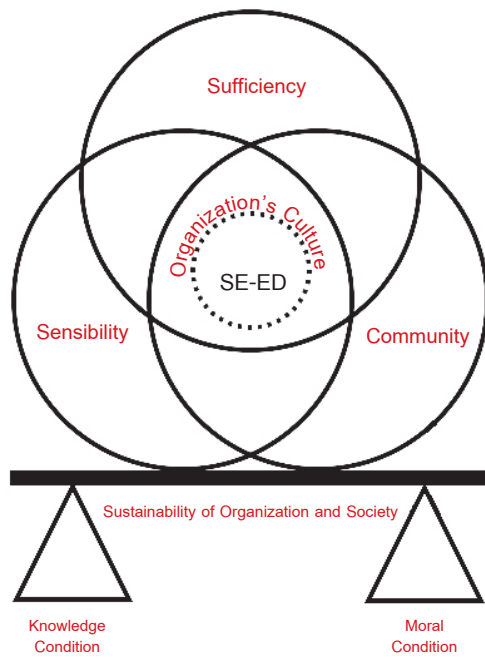
asset for the nation’s sustainable development. As a result, the corporate social responsibility along with the faithfulness to business ethics and determination to being a good role model become the important mission that the Company has to strictly hold firm too.

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 :



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.

Moreover, when considering the Organization's 'culture' that the Company has tried to impose on every employee, it can be found that the culture of the organization is in line with the sufficiency economy philosophy as shown in the following chart :



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

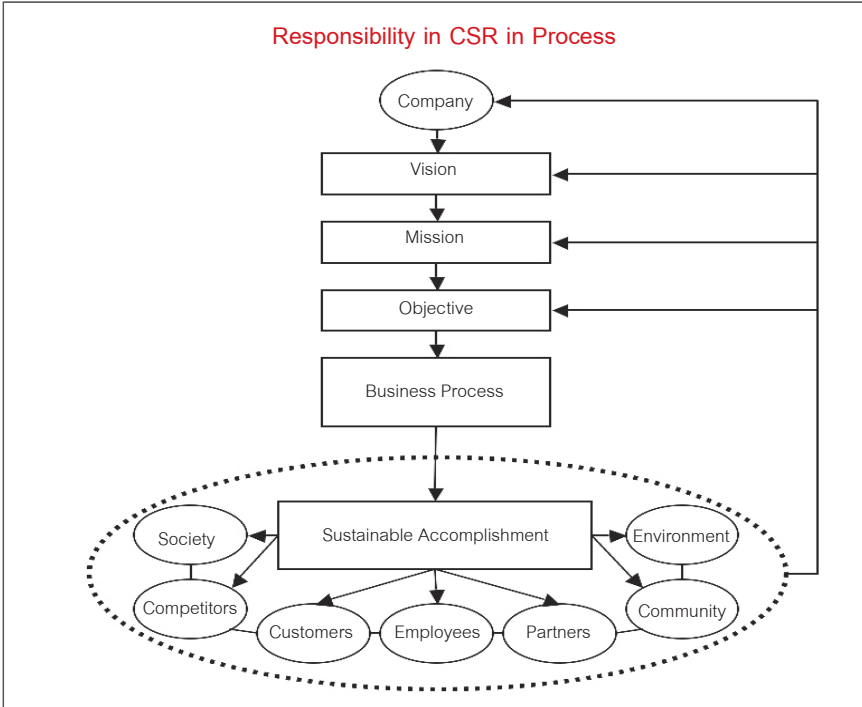
- Be positive towards life and obstacle.
- Be understanding and believe in the goodness in people
- Ignore showing off but care only what matters.
- Creating positive working atmosphere that encourages people to work hard and have fun with the challenging works.
- Live and love as one family.

Operation and Reporting

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 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, 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'*.

According to the Form 56-1, the Company annually submitted the Sustainability Report under the concept of disclosure of social responsibility to SET. The Sustainability Report was also included in the Thai and English annual reports.

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 parties 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 English in, Math, Science knowledge, and implanting in Thai children desirable qualities needed for the development of the country and sustainable society.

Activities for Social and Environment

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.

Books for Children Project

Ms. Sawan Pipoosananont, Corporate Marketing Director of SE-EDUCATION Public Company Limited, and Ms. Sopida Kitikomolsuk, Marketing Activities Executive, Icon Siam Co., Ltd. had donated books to 29 educational institutions, Child Development Centers, and hospitals in Khlong San, Thon Buri, Bang Rak, and Phasi Charoen areas. They also were honored by representatives to be the recipients for the following list and departments. Wat Thong Thammachat School, Wat Thong Noppakhun School, Wat Thong Phleng School, Wat Phichai Yat School, Wat Sawetchat School, Wat Suttharam School, Wat Suttharam Secondary School, Wat Suwan School, Phatthana Witthaya School, Chantara Wittaya School, Wat Prayurawong School, Wat Kalayanamit School, Wat Mai Yai Nui School, Wat Ratchakhruue School, International Pioneer School, Suksanari School, Satri Wat Maha Phruettharam School Under the Royal Patronage of Her Majesty the Queen, Ban Somdet Chao Phraya Rajabhat University, Thonburi Polytechnic College, Thonburi

Commercial College, Suvarnabhumi Mosque Child Development Center, Wat Hiranruchiworawihan Child Development Center, Ban Somdet Mosque Community Child Development Center, Chaturamit Friendship Child Development Center, Development Center Wattana Community Children, Baan Suan Phlu Child Development Center, Somdet Chaopraya Institute of Psychiatry, and Taksin Hospital.



Organized the book donation to the Office of Non-Formal and Informal Education (NFE) Mr. Rungkarn Paisitpanichtrakul, Managing Director, and the Management, donated books and learning materials of SE-EDUCATION Public Company Limited and the Smarter Thais Foundation in the total amount of THB 5,198,484 to 928 NSO offices across the country, with Mrs. Watchareeporn Kosincharoenchai, Specialist in network development, a representative of secretary-general of NSO, and Mr. Prayut Lakkham, Director of the Institute for Promotion and Development of Learning Innovations as a recipient at the Ministry of Education.



Smarter Thais Foundation

Ms. Sawan Pipoosananont, Corporate Marketing Director of SE-EDUCATION Public Company Limited, was the representative to receive an honored plaque from Pol. Gen. Suwat Chaengyodsuk, Commander-in-Chief Police, for the Smarter Thais Foundation has donated books and learning materials to 220 border patrol police schools.

A Book Giving Project called “From 105-year-old Grandfather to 5-year-old Grandchildren”, a project initiated by Mr. Kasemsant Weerakun, Chairman of the Board of SE-EDUCATION Public Company Limited and allowed everyone to participate in donating funds for children’s books for 5-year-old kids. With Khun Ta Sawang (Lt. Gen. Sawang Khamasoonthorn), 105 years old, as the inspiration for this project, the goal was achieved to provide a total of 2,228 books with a cover price of THB 260,398.50 to deliver to five schools as follows:

1. Ban Na Pa Paek School, Mae Hong Son Province
2. Wat Si Long School, Samut Prakan Province
3. Khlong Kanya School, Samut Prakan Province
4. Tonbokratbamrung School, Trang Province
5. Bookworm Foundation, Worm Caravan Association, “Cocoon Library” Project, Phrao District, Chiang Mai Province



Donated books to 57 public libraries (NSOs) to encourage and strengthen a reading culture in Kanchanaburi, Khon Kaen, Chainat, Nan, Pathum Thani, Prachuap Khiri Khan, Phetchaburi, Samut Songkhram, Uthai Thani, Chiang Mai, and Narathiwat.



Donate books and learning materials in a total of 47,288 books with a value of THB 8,367,000 to the Library Association of Thailand Under the Royal Patronage



Donated books and learning materials to the Love to Read Project, received by Dr. Pornchanok Wanthanakorn, professor of developmental and behavioral pediatricians of Chakri Naruebodin Medical Institute, Faculty of Medicine Ramathibodi Hospital.



The Large Print Project

The concept of LARGE PRINT Project is every book is easy to read and makes you feel good.

Nowadays, people at almost all ages, spent more time on their screens like mobile phones, tablets or mobile devices, to read whether news, reading, looking for information, watching movies, playing games, etc., Also working people had to sit in front of a computer longer because of a longer hours of work. Many international and Thai medical research articles showed that these behaviors affect many aspects of our physical health.

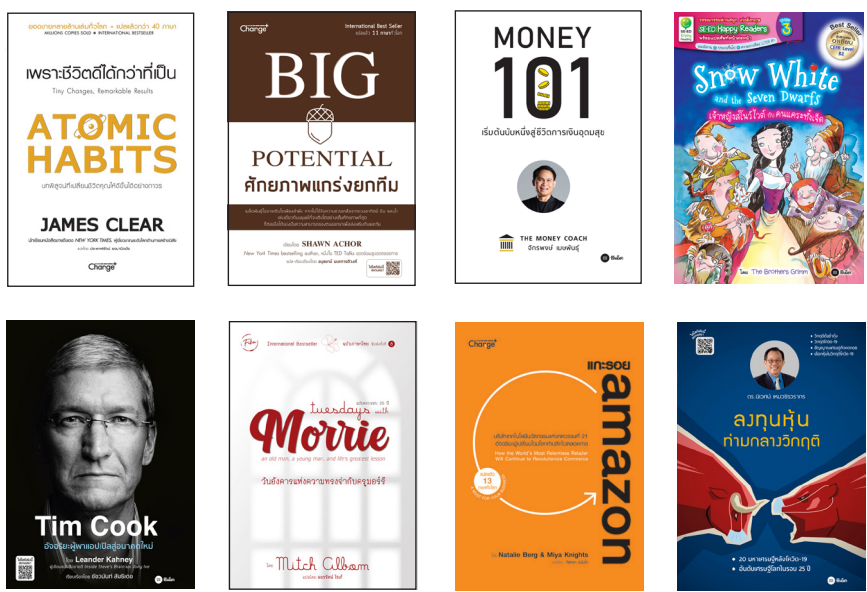
Therefore, SE-ED created the LARGE PRINT project, focusing on large characters suitable for reading. With the slogan of the book LARGE PRINT “Easy to read, good for eyes, all ages can read and feel good.” this project is to help reduce eye health problems of the reader. It has the word “LARGE PRINT” in a green circle printed on the front cover.

“SE-ED” strived to be a part of building a sustainable reading society and in line with the United Nations Sustainable Development Goals (SDGs) certification drive in term of a preparation for a quality aging society. So, it started with the question “how can we help the bookworm or people who read books as a hobby read longer with more comfortable?” From advice from an ophthalmologist, one way to take care of your eyesight and avoid eye fatigue is to read books that are font size and images that are readable and comfortable and to rest their eyes periodically. SE-ED started working on the LARGE PRINT book project in which the format of the book would have larger characters than usual. The color of the paper and the larger print helped the reader have not to squint, so the result is reading longer with more comfortable for the eyes. After launching the “Large Print” project to the market, it had received good feedback from readers. Most of the answers are “Read more comfortably.” “Finish a book faster.” “Don’t need to squint like before.” “Enjoy reading more”.



Audiobook 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 “audiobooks” or “digital audio files” in the mp3 format to be available on CDs, DVDs, and for downloading. The Company selected the interesting c reach every targeted reader, especially senior customers, customers with vision impairments, customers who listen to the CDs while driving. The audiobooks 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 websites supporting retail and wholesale systems:

With technological advances in communication nowadays and increasing trust in online purchasing, online shopping was growing greatly. The Company therefore developed its website: www.se-ed.com and m.se-ed.com to accommodate the new requirements: faster, easily searching and shopping. Online and offline shopping systems are integrated. Also, the e-book management system was upgraded to support its publisher partners and turn into a channel for independent writers to present and sell their work directly to the customer in both print and e-book formats.

Further, to expand to e-book market and satisfy rapid growth of e-book readers, the Company increased the number and variety of e-books from its publishing house and other publishers.

Integral developing logistics system:

The Company strongly paid attention to develop its logistics system to distribute the products effectively. The Company also emphasized on the resources and power consumption by employing power saving campaigns. For example, digitalizing the distribution process can save 500,000 sheets of paper per month and limiting lights where they were only needed.



Library for Employees Project:

The Company had a commitment to “empower Thais’ potential and skills” by encouraging its employees to read. To access all the books easily and conveniently, the Company provided the library in the head quarter and distribution center for its employees. Further, the employees can borrow the books. It was for the employees to improve their skills together with their families.



Rewards of being a good governance

- Was evaluated **Excellence or 5 Stars**, from Corporate Governance Evaluation for 14 consecutive years (2008 - 2021). From Thai Institute of Directors (IOD).
- **Outstanding Investor Relations Award**, in SET Awards 2017 by Stock Exchange of Thailand (SET).
- **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).
- **The 6th Tara Award (2017)**, a prize for individuals or organizations with the Heart of Bodhisattva and perform a good deed for society in a micro level (family, community, and local) and in a macro level (Thai and international societies).
- **SET Social Enterprise Investment Awards**, from SET in SET Sustainability Awards 2015.
- **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).
- **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).
- **Board of the Year for Distinctive Practices Award 2006/2007 and 2010/2011**, from Thai Institute of Directors (IOD).
- **Outstanding Corporate Social Responsibility Awards**, from the SET Awards 2011.
- **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.

- CSR Awards 2009 - 2010, (awarded for outstanding listed company who operates responsibly toward society and environment).
- The Top Corporate Governance Report Awards 2009 - 2010, (Outstanding in Good Governance Report).
- Best Shareholder Treatment Awards 2008
- Outstanding network bookstore 2002 - 2003
- Excellence bookstore of the decade (year 2004)



SE-ED

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