

# Building ESG Awareness and Culture

## Target and Performance



Performance

54%

Employee Awareness of  
ESG Issues in 2024

Target

≥ 80%

Employee Awareness of  
ESG Issues

Supalai Public Company Limited is committed to driving the organization toward sustainability in alignment with ESG (Environmental, Social, and Governance) principles. The company fosters a culture of ethics and regulatory compliance by promoting awareness at all levels through various engagement activities. These initiatives encourage the active participation of all employees, ensuring that ESG is not merely a policy or a public image, but a deeply rooted practice embedded within the organization.

# Organizational Culture Begins with Leadership: “ESG Is Not Just a Mission, but a Mindset.”

“From Managing Director to Chief CG & Sustainability Officer: A Leader Who Understands the Future”

The commitment of senior executives to ESG reflects their deep understanding of the evolving business landscape and readiness to lead the organization toward a balanced future of profit and responsibility. They serve as role models who shape and create exemplary values through active participation in activities that promote and instill organizational culture. This, in turn, continuously fosters awareness and encourages engagement of employees at all levels across the organization in a sustainable manner.



**ESG IS NOT JUST A STRATEGY.**

“Rather, it is a vital leadership competency for the modern era—essential for balancing financial performance with the impact on stakeholders.”

**Mr. Tritecha Tangmatitham**  
Managing Director  
Supalai Public Company Limited



## Value Creation and Management Guidelines

The communication of vision, the exchange of opinions, and the presentation of concrete and practical approaches aim to clearly convey management’s commitment to supporting operations aligned with ESG principles and good corporate governance.

## Activities and Communication

### Governance

Instilling a sustainability mindset in employees and encouraging their active participation through activities that raise awareness of ESG (Environmental, Social, Governance), alongside tangible statistical assessments that reflect employees’ level of understanding.

**If employees understand and recognize the importance of ESG, it will lead to the shaping of behaviors and values aligned with the organization’s long-term sustainable development goals.**

