

CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY DEVELOPMENT

Background

AP (Thailand) Public Company Limited had realized the importance of education which is a core of property development and advancement of Thailand. The policy of Corporate Social Responsibility (CSR) for Sustainability Development was set to bring into accord with the Stock Exchange of Thailand and the government sectors' policies that encourage the private sectors to be more attentive towards social responsibilities in many ways as well as to gain the company's credibility from local and foreign investors. The company conscientiously and engrossingly runs the business according to these policies for many years. In the previous year, the company had organized and provided activities together with social responsibility plans, both as a part of the business (In-process CSR) and as a benefit for society and environment (After-process CSR). This CSR policy was launched not only to support financial assistance, but also to promote the idea of environment and social responsibilities in line with to improve company managing methods towards the reinforcement of social quality in sustainable ways. The company has been working hard on promoting education and human resource development in order to support widely on sharing knowledge and innovation resulted from the company's performances. AP Academy was established as a center of a complete range of integrated learning in the property industry. The company's experiences and knowledge on organizing high-quality real estate constructions, including the inspiration of designing spaces would be passed on not only to company personnel or employees but also to outsiders such as students, university students, and other people. As a result, it was successfully accepted with excellent feedbacks. In 2019, the company consecutively extended the operation and results on education and human resource development, which are as follows in this report.

Thus, the company aimed at an investment in education and human resource development is the key to solid advancement and sustainability development for youth, society, environment, and property industries. It is aimed to breed quality personnel through education to build qualified human resource full of knowledge in property development. In order to achieve the goal, the company provides a long time accumulated knowledge to the whole staff and gives back to society to create a learning community and quality residences.

We believe that anyone with high capability and knowledge would build quality residences, and that quality residences would create a sustainability ideal society.

Issuing reports and operations

The report of Corporate Social Responsibility and Sustainability Development covers all company's activities in 2019 by focusing on parts that related to stakeholders such as employees and customers, as well as communities, society, and environment. The format of the report conforms to guidelines on Disclosure of Information of the Stock Exchange of Thailand, and the presentation and disclosure of contents have been reviewed and approved by the board of directors of the company.

The overview of policy

The policy of the company's business operation and its subsidiary companies management is set by the board of directors according to the concern to environment, stakeholders, social responsibility, and sustainability developments regarding 8 principles as follows:

1. Fair Business Conduct

The board of directors has considered and reviewed the principle of good corporate governance annually to make the revised version up-to-date. The company takes this practice as a model of organizing and managing to create fairness. The details are presented on the topic of Corporate Governance

2. Anti-corruption

The company follows Anti-corruption policy as the details shown in the topic of Anti-corruption practices

3. Human Rights

According to the company's good corporate governance, all company's board of directors, executives, and employees shall follow and conform to the rules of International Human Rights as follows:

- Supporting employees on their rights as good citizens in democracy regarding the laws.
- Preserving employees' confidentiality of information. Disclosing or transferring employees' personal information to the public shall be conducted after an agreement and approval of those employees, unless it is under the act of the company's regulations or laws.

- None of the support shall be conducted against human rights and corruptions.
- The company and employees shall not offend or threaten any person by words or actions based on nationality, gender, religion, age, and disabilities both physical and mental. The punishment is set in case of those performances.

4. Equitable Treatment of Labour

Company personnel is the key factor to drive the company towards Business Excellence. Therefore, the company emphasizes on human resource development to create knowledgeable employees with equivalent high opportunity in career path according to the details as follows:

- The company organizes the project of employee developments continuously by aiming at further development on work effectiveness and employee's self-improvement. Workshops are provided for every level of employees as written in the topic of AP Academy. Also, the records of development are kept to be reviewed and made the project up-to-date. Moreover, employee assessment is conducted with transparency by reliable tools regularly.
- The company treats every employee equally and fairly according to Human Rights without any rules or conditions that deprive them of their rights based on gender, age, nationality, and religion.
- The recruitment of the employees in every position shall be fair, considering qualification, educational background experience, and any important factor related to the job without depriving disable people of the recruitment. In case the company employs the disabled, equipment and facilities shall be provided together with appropriate remuneration and welfare.
- Remuneration and welfare are determined with transparency and fairness by considering tasks, job descriptions, performances, and the company's ability to pay.
- Workspaces and environment of employees are managed concerning to hygienic conditions and safety according to tasks and positions.
- Communication channels are set for the employees to share any suggestions and complaints under the scope of their duties. Every suggestion shall be considered seriously as well as the solution in order to fit the needs and be beneficial to all sectors for good relationships among working conditions.

- The company supports employees' self-reliance such as savings, home loans (collaborates with other financial institutions), health welfare, and other welfares that improve employees' and families' life quality.

5. Accountability to Customers

The company launched a clear policy of responsibility in product quality, complaints and problems that occurred by the products and services. The impact of products and services on customers are researched, evaluated, and improved regularly.

Communication channels are provided to create a good customer relationships and accept complaints. Complaints shall be considered seriously via all easy and accessible channels in charge of particular sectors of After-Sale Service. The service consists of 2 parts which are 1) Handed over after the completion (Call Service) and 2) Maintenance (Fix It) to provide service after moving in. Also, these service are under the 4 standards which are Time Control, Standard and Quality test, Clean and Security, and Caring (follow up and checking for maintenance on lists).

For the previous year of 2019, the Company received total of 67,631 calls from customers via Call Service. Consequently, the Call Service and Fix It unit worked together to follow up on the maintenance process and solution until the entire problems are resolved. The Call Service unit from categorizing issues based on the information given by customers. Main records from the customers included repair and maintenance requests of the house/condominium in the warranty period totaling 24,320 records. Fix It units had cleared and completed 99% of all records requested, while some were undergoing appointments with customers for inspection and preparation for resolving. Regarding complaints which include complaints on services and a request for the house/condominium in which the warranty are expired, the Company has the policy to mitigate impacts on 3,777 customers' residences. Meanwhile, the Customer Care unit has inspected and considered for further improvement 99% of total requests. For the complaints which have been received, but no action has proceeded, the Company never ignored, but monitored and seeking for a mutual solution among all parties including customers with an aim to resolve all issues and bring about the best satisfaction of using the Company's products. Furthermore, the after-sale service, the Company always ensure that the customers will have their personal right and personal information protection where all of these details will not be used without consent.

AP-Society

AP-Society is created to strengthen a good relationship among residents and the Company including the societies within villas and condominiums, as well as to highlight AP's vision in creating

a blueprint of the good life quality which is enriched with the ecosystem and covering all living experiences. AP-Society is ready to offer new services and innovation to leap into an ideal world of living combined with human innovation which encouraging people to get closers among others and reach out toward the world of sharing. The Company has arranged recreational activities in order to link between people, by hosting food stalls, the music show and activities that promote a good health. Under the project called AP-Society, there are total of 9 campaigns namely Happiness Day, Welcome Home Party, Chinese New year, Growing Love, Songkran Festival, Halloween World, New-year Celebration, The Picnic with Hay, etc. The Company granted to its residents under AP group benefits from major alliances to support the better living and enhance convenience of residents under AP-Society, such as delivery service of food, beverages from various partners, for example, Tops Online, Line Man, Fitness first, The Movement Playground, Siam Pic-Ganesh theatre, Grabfood with special prices throughout the year. In 2019, the Company arranged activities for housing development and condominium total of 74 projects based on the budget valued 16 million Baht, with 13,200 households attending.

6. Environmental Conservation

The report on Environmental Impact Assessment (EIA)

Before starting any project and going under the construction, both Low Rise and High Rise projects, the company concerns for many factors that affect to the environment considerably and intends to follow the rules, laws, and regulations under environment issues. Every project of the company shall be limited by sizes and utility spaces according to the law of the report on Environmental Impact Assessment (EIA) which is set by the Enhancement and Conservation of National Environmental Quality Act B.E. 2535. The EIA report shall be made by the company and an expert consulting company and gets registered with legitimate rights by Ministry of Natural Resources and Environment. In making the report and setting regulations to prevent environmental impact, the company joins an evaluation of the impact in every project closely, both with the consulting company and with the residents around the areas, including to public hearing in order to set most effective guidelines and preventive measures for the customers, residents, and environment.

After the report is approved by Environmental Impact Evaluation Bureau, during the construction, the company follows and tracks for the progress according to the regulations, methods, and conditions written in the report by setting up the follow up meeting with contractors and project consultants of each project closely to ensure that the construction would affect to the residents and environment around at the very least. Experiences gained from

many projects help the company learn and analyze the problem more effectively to improve other projects.

Product Development and Green Innovation

The company takes energy-efficient spaces and efficient product usage into consideration to work on product development, and also chooses the best equipment for energy saving to install in houses and condominiums, for example, energy saving light bulbs, water saving sanitary wares, Air conditioners with label no. 5 of the Minimum Energy Performance Standard (MEPs), and wastewater treatment tank with environmental quality standards.

Moreover, the company has been continuously run the project collaborating with professors from local and international universities in order to design and create new innovations for future livings and improving the quality of life as well as Eco-Friendly.

Value Strengthening and Environmental Protection Education

The company launches campaigns to encourage employees to consume resources efficiently, for instance, Electricity and Water Saving Campaign, Energy Saving light bulbs and Water Saving sanitary wares in head office and construction site Campaign, Waste Management in workplace Campaign, Minimization of paper usage Campaign, and Recycle Campaign.

In addition, employees including outsiders are supported by providing education about environmental protection together with the environment and construction-related regulations to strengthen value, good attitude, and responsibility on the environment. The topic of the curriculars are given in details on the topic of AP Academy on page 212.

7. Society and Community Development

Corporate Social Responsibility (CSR) policy of the company in the past years was CSR In-process which integrated into the company's operations. The company, as a professional of building quality residences, we believe that quality residences would uplift the living quality of people. By long time accumulated experiences in business, the company is full of knowledge and capability to share to internal personnel and outsiders to improve their skills and provide incremental knowledge to benefit society. Besides, the company aims at creating quality personnel with knowledge and skills of residence development in many fields such as construction, management, and social responsibility. Quality personnel and professionals with knowledge and high responsibility would build quality buildings that reach the standard, which is a significant foundation to build sustainability development in society.

For this reason, the company establishes AP Academy as Thailand's

first institution for the full range of knowledge of real estate. The curricula are provided in various subjects from design, construction, sales, to how to manage the property, under the concept of "Deep knowledge, Big creativity, and High quality performances".

In founding AP Academy, the company has been working continuously on this project. From the previous year, the operating results of AP Academy were satisfied as the company got CSR reward 4 years in a row in "human resource investment" prize from Asia Responsible Entrepreneurship Awards 2019

AP Academy operates 3 major projects under its mission, which are 1) AP Property School 2) AP Open House and 3) AP Symposium or Public Course Training. The details are as follows:

AP Property School

AP Property School is a school for developing knowledge, abilities, and work skills for employees. We think that before building a good house, quality builders are needed. Each curriculum is designed to cover all fundamental knowledge, functional knowledge, selective skills, and leadership.

AP Property School comprises of 5 curricula as follows:

- (1) **Construction Curriculum** : this curriculum focuses on strengthening major knowledge of project management in parts of duration, cost, and quality throughout all processes from under construction to customer handover, as well as knowing all operation procedures starting from land acquisition to project closing. The management is emphasized according to AP regulations, quality standard, environmental law, including performances concerning environmental impact by experienced personnel of each sector such as engineers, workers, contractors, etc.
- (2) **Sales and Services Curriculum** : the curriculum helps living consultants get prepared for the task, starting from personality development and AP standard greetings, then going through essential information and customer research to meet customers' satisfaction. Also, effective tips of dealing with arguments, convincing, closing sales, together with knowledge about basic credit and other essential skills are provided under the mission of the best residence hand covering that fits the need of our customers.
- (3) **Home Solution Curriculum** : the objective of this curriculum is to develop service standard and maintenance standard (of the electric system, water supply system, sanitation system, and architectural work), including cleaning and security service (starting from the first step of maintenance to the last

step of hand covering and delivery) for employees. It is operated with a concern to environmental impact, as well as with advice for residence maintenance service that suits the customers.

- (4) **Property Management Curriculum** : this curriculum aims at developing potential of Condominium and Housing Estate Management Team by providing education about property management starting from the step of the open project to close project of the utilities. It is emphasized on unidirectional standard management with transparency, and also performed by quality personnel, together with the use of modern technology to fit customers' need in all aspects.
- (5) **Development Program Curriculum** : the purpose of this curriculum is to improve employees' skills and knowledge to reach their full work potential in completing the tasks. The curriculum for every employee emphasizes skills development such as leadership, communication, problem solving, self and teamwork planning, along with good attitude and ethics (Code of Conduct). The Human Resource Development plan conforms to the company's goal in each year.

In the previous year, 8,126 employees had participated in this program and completed the curriculum. The result of performance tests were satisfied, and the questionnaire illustrated that all participants were capable of adapting their knowledge gained from the program to their work effectively.

In 2019, the training course Outward Mindset or adjusting the perspective based on the need of the other is changing the Mindset or the belief that has an influence on the behavior to encourage the employees to view other people's needs to be as important as their own and to consider shared benefits impacts on the other people always. Once the organization has personnel that understands the need of each other and help each other, the employees will unlock their existing potentiality and convert it into the desired outcome toward sustainability. In 2019, the Company arranged training courses to over 200 executives from a primary - high level of AP and its subsidiaries to create the core of business operation with efficiency move forward to achieve the success and happiness together. The Company will be a place of working with joy.

Believing in the goal to provide the best of live quality to AP residents or Quality of Life, AP employees have shifted their perspective and work procedures based on the Design Thinking Principle, the creative design thinking established by Stanford University which is ranked the world' number 1 innovative university, USA. The idea is

to implement the principle to better understand customers. In 2019, over 200 employees attended the Design Thinking Program with SEAC which is accredited by Stanford University. In addition, to have a guideline for main thinking concept toward work procedures and to leverage well being among residents and customers, new 700 employees had an opportunity to learn basic procedures of Design Thinking from the first day of becoming AP family members.

Total number of participants in AP Property School's Classroom & Workshop Curriculum

| Curriculum | Number of curriculum | Number of attendants | Budget | Total hours | Average hours per person |
|----------------------------------|----------------------|----------------------|---------------------|--------------|--------------------------|
| 1 Sales and Services Curriculum | 67 | 786 | 87,753.43 | 332 | 0.42 |
| 2 Construction Curriculum | 12 | 117 | 5,699.20 | 62 | 0.53 |
| 3 Property Management Curriculum | 119 | 1,315 | 144,761.34 | 438 | 0.33 |
| 4 Home Solution Curriculum | 47 | 224 | 53,473.27 | 326 | 1.45 |
| 5 Development Program Curriculum | 32 | 1,010 | 2,269,735.33 | 173 | 0.17 |
| Total | 277 | 3,452 | 2,561,422.57 | 1,331 | 2.9 |

Each program conducted in 2019, the company had spent 2,561,422.57 Baht in total. There were 3,452 participants.

AP Plearn — an online learning platform to enable limitless learning scope for AP members anywhere and any time. The learning platform include various curriculum from AP Academy and other leading curriculum covering 5 subjects of learning.

Total number of participants in AP Property School's Online Curriculum

| Curriculum | Number of curriculum | Number of attendants | Budget | Total hours | Average hours per person |
|----------------------------------|----------------------|----------------------|------------------|----------------|--------------------------|
| 1 Sales and Services Curriculum | 15 | 2,417 | - | 1,291.01 | 0.53 |
| 2 Construction Curriculum | 7 | 712 | - | 483.58 | 0.68 |
| 3 Property Management Curriculum | 7 | 706 | - | 274.45 | 0.39 |
| 4 Home Solution Curriculum | 2 | 14 | - | - | - |
| 5 Development Program Curriculum | 9 | 825 | - | 859.66 | 1.04 |
| Total | 40 | 4,674 | 3,000,000 | 2,908.7 | 2.64 |

AP Open House

AP Open House has an objective to transfer knowledge, share experiences, and provide opportunities to university students to practice their thinking and working skills for getting ready in working lives after graduation. The company realizes that learning from hand-on experience in a real situation would build efficient skills and support careers after graduation, as in the developed countries that emphasizing students' hand-on experiences in workplaces besides theories.

In the previous year, the project "AP Open House: Real Life Beyond the Theory" has continued for the fourth consecutive years. For the year 2019, AP Open House accepted students in third and fourth year from the Faculty of Engineering, Civil Engineering field as an internship for Civil Engineering, and students in third and fourth year from all faculties as an internship in Product & Design Program.

The Company has publicized projects in various approaches to reach out to students from all universities nationwide, such as social media, publicity in universities, including roadshows to introduce projects and provide a working knowledge in the civil engineering field, creation of products and services related to real estates.

After the application process, there are 3,147 students from universities nationwide submitting. Applicants must take an online test and attend the selection process at the Company's head office.

On 12th January 2019, the Company announced the list of 40 students who had been selected for the projects, dividing 20 students for Civil Engineering Project and 20 students for Product & Service Design Project as an internship. The internships experienced working in a real site with a team of specialists from various sources, including government, entrepreneurs, and business alliances who had given advice closely as a part of learning covering basic knowledge of civil engineering or real estate, design thinking, creation of products and services in real estate sector, market analysis, sales technique and negotiation with customers, construction standard and quality control. The internship who pass training courses will receive certificates from AP Academy and also have an opportunity to work with the Company. The total budget allocated for the Open House is approximately 2 million Baht.

Knowledge Transferring and Collaboration with Mitsubishi Estate Group

Apart from the knowledge within the company, AP Academy is very well supported by business alliances, Mitsubishi Estate Group, Japan. Since then, the company has been cooperating in an investment, not only condominium development but also knowledge, skills, and property innovation transferring. Mitsubishi Estate Group is one

of the top leaders with full knowledge in Japan that is capable of transferring knowledge and creating benefits in Technology transfer in the property industry. It is much beneficial for society and customers in Thailand.

Last year, to increase trainee's knowledge and abilities, AP Open House collaborated with Mitsubishi Estate Group to provide an observation trip in Japan for the students so they could learn technology and property management from the prototype of construction innovation of Property Company of international standard. The objective was to transfer knowledge, experiences, and opportunities of practicing think skills and other skills to the trainees, the representatives of Thai youth, in order that they could prepare themselves for effective working life after graduation.

This observation trip was held in Sendai, Japan, during 25th-31st August 2019. Four Students with high performances were selected namely Mr. Pasurat Trirat (a senior student from the faculty of Engineering, majoring Civil Engineer, Kasetsart University), Mr. Sataporn Wattanawattu (a senior student from the faculty of Engineering, majoring Civil Engineer, King Mongkut's Institute of Technology Ladkrabang), Mr. Thanawat Riengwaranont (a senior student from the faculty of Business Administration, Assumption University) and Ms. Thamolorn Manaboon (a senior student from the faculty of Architecture, Chulalongkorn University)

AP ACADEMY LAB

The followings are educational institutes interested to visit AP ACADEMY LAB and AP Projects in 2019:

August - December 2019

Student Visit - Civil Engineering: 225 people including students and instructors from 3 institutions namely Kasetsart University-Bang Khen Campus, Kasetsart University - Kamphaeng Saen Campus, King Mongkut's University of Technology North Bangkok, visited the AP ACADEMY LAB model home to see and learn the working process in real estate business. Students were encouraged to try, test, and learn systems within the house, including experienced construction at the real site to enhance a vision on actual procedures and construction work. The site manager and the team of narrators from AP Academy supervised and gave advice closely to the visitors.

April - October 2019

Student Visit - Architecture: 232 people including students and instructors from 4 institutes namely Chulalongkorn University, Assumption University (ABAC), King Mongkut's Institute of Technology Ladkrabang, Rajamangala University of Technology Phra Nakhon visited AP ACADEMY LAB, an outdoor learning field which focuses on real experience on simulation of house structure and composition.

The concept is to enable those students to see the process of construction work, water work, power system and fire alarm system including material archive display showing materials that AP has selected for development projects. To enhance the best experience, knowledge, and understanding of the design of architecture and selection of the right materials for future residence, the visitor group also visited a real construction site.

| Event | Segment | When | Register |
|---|--|----------------|----------|
| 1 Student Visit - Civil Engineering Kasetsart University, Bangkhen Campus Kasetsart University, Kamphaeng Saen Campus King Mongkut's University of Technology North Bangkok | Civil Engineering Students Year 1-4 | Aug - Dec 2019 | |
| | | 27-Aug-2019 | 50 |
| | | 16,18-Sep-2019 | 89 |
| | | 17-Dec-2019 | 86 |
| 2 Student Visit - Architecture Chulalongkorn University Assumption University (ABAC) King Mongkut's Institute of Technology Ladkrabang Rajamangala University of Technology Phra Nakhon King Mongkut's Institute of Technology Ladkraban | Architecture Students Year 1-5 | Apr - Oct 2019 | |
| | | 11-Apr-2019 | 49 |
| | | 24-Apr-2019 | 51 |
| | | 3-Sep-2019 | 87 |
| | | 25-Sep-2019 | 26 |
| | | 18-Oct-2019 | 19 |

AP Public Course Training

The program AP Public Course Training is initiated with the aim to share knowledge, innovation, and worldview in the areas of construction, design, sales and real estate services and to be an inspiration to others. The program is available to the general public including students, working professionals, and individuals interested in joining the program to learn more about the topics from experts in the industry in Thailand and internationally. There is no cost to attend the programs.

In 2019, the Company has arranged 4 AP Public Course Training, details are as followed;

1. "Indoor Electrician for Labor Standard Testing"

Date: 29 June 2019 - the Indoor Electrician for Labor Standard Testing is a training course for electrician/building electrician to learn principles of an electrician, to provide intensive knowledge in preparation for labor standard testing by a curator from the Office of Knowledge Certification, Department of Labor Skill. The course is hosted at AP ACADEMY LAB with 575 attendants.

2. "Prepare for Associated Engineer Testing"

Date: 21 July 2019 - Prepare for COE Testing is a training project for civil engineers who need to prepare for testing to obtain Professional Engineer License, Associated Engineer (Civil Engineering). The project is hosted at AP ACADEMY LAB with 486 attendants in 2019.

3. "Basic Knowledge of High Rise Building"

Date: 24 August 2019 - Basic Knowledge of High Rise Building is a training project for the technician profession who wants to learn about a system of the high rise building. Lecturers are experts in construction and systems from AP Thailand Co., Ltd. The training receives 604 attendants.

4. "SALES FOR REAL"

Date: 17 September 2019 - Sales for Real is a training project arranged for the sales officer and an individual who would like to enhance their personality as a pro. The session provides learning and preparation for sales covering basic and master sales by Sales Consultant from AP Thailand Co., Ltd., with 313 attendants.

In conclusion, there are total 1,978 people attending the training sessions hosted by the Company, with a total budget of 57,707 Baht. According to the survey, attendants are very satisfied with the knowledge and participation in the session.

A table showing number of attendants of AP Public Course Training

| Event | Segment | When | Register | Expense |
|---|---|---------------------------|--------------|---------------|
| 1 Indoor Electrician for labor standard testing | An electrician who is required to take the test to obtain certificate | 29 th Jun 2019 | 575 | 19,685 |
| 2 Prepare for Associated Engineer Testing | Civil engineers who preparing for the test to obtain Professional Engineer License, Associate Engineer Level (Civil Engineer) | 21 st Jul 2019 | 486 | 22,960 |
| 3 Basic Knowledge of High Rise Building | Technicians who want to learn about systems in the high rise building | 24 th Aug 2019 | 604 | 9,085 |
| 4 SALES FOR REAL | General individual interested in real estate sales career | 17 th Sep 2019 | 313 | 5,977 |
| Total | | | 1,978 | 57,707 |

AP Knowledge Sharing

In 2019, AP Academy traveled to 5 educational institutions nationwide namely Kasetsart University-Kamphaeng Saen Campus, Suan Sunandha Rajabhat University, Kasetsart University- Bang Khen Campus, Siam Technology College (Siam Tech) and Rajamangala University of Technology Rattanakosin to share knowledge body about real estate as well as real estate management. The event had 310 attendants.

AP Academy also gave its financial support value 35,000 Baht to the C-Camp KMUTNB camp for 130 students from King Mongkut's University of Technology North Bangkok, Faculty of Civil Engineering on 19th March 2019, and 32,330 Baht to Voluntary Camp of Civil

Engineering comprising 48 civil engineering students from the College of Industrial Technology (CIT). AP Academy supported the Interior Design Contest: educational scholarship will award the winner among 186 students from the Faculty of Architecture nationwide.

8. Dissemination of innovation derived from the work that involved responsibility for society, environment, and stakeholders

Based on the concept 'AP WORLD' which focuses on creating the world of the good life quality, generating a brand new blueprint for the city enriched with ecosystem, AP has in place its philosophy to make a sustainable good life quality through the design of living that enhance mental and physical health, development of green areas, environment conservation and bring about benefit to surrounding societies to the maximum level.

1. Conservation of old trees in RHYTHM EKKAMAI ESTATE area

Considering that trees are a living history which reflects those memorable days and the bond between communities, AP has developed the green area in a city by conserving 3 giant trees grown over 50 years on the RHYTHM EKKAMAI ESTATE project with an aim to fulfill the quality of life among communities and urban society.

AP strongly determines to conserve these big trees forever with the communities in the Ekkamai area. To allocate and utilize every square inch within the project for the best outcome, AP under collaboration with Khun Tharadon Tanduan, the arborist who has skilled on tree surgeon, has relocated 3 big Rain trees which the height approximately 20 meters each or equal to 8 storey building. With the help and consultation from the specialist of the big tree maintenance, the trees have been moved successfully and continue to grow together with communities in the Ekkamai area.

AP, as a leader in landscape creation, has addressed the priority in listening to problems and public opinion, as well as to seek for the best solution in developing future residence which will not emphasize on creating a good residence, but also a new quality of life to residents and surrounding communities toward a satisfying future together.

2. AP GROW DAY

AP organized an activity to enhance knowledge about tree maintenance to a new generation population who live in the city, as well as AP residents and public, to highlight the importance of tree conservation and environmental

conservation in a wider scope. AP joined hand with the government sector, Big Tree Group, Trees in City Network to expand the circle of tree conservation group through fun and various activities full of knowledge. For example, the study on physical education of 25-meter big trees in Wachirabenchathat Park, learning earth-friendly innovation such as Bio-Char or the bio charcoal, a fertilizer generated by a natural process and free of chemical, coconut husk pot — a new choice for growing plants, plants that filtering air.

Furthermore, AP has continued providing accurate knowledge about trees within its organization through the collaboration with Big Tree Group and Trees in City Network by designing a special program related to the management of trees for residence. The program covers the selection of plants, observation on abnormal conditions of the plants in order to carry on adequate knowledge about trees to employees of AP Group and general personnel via AP Academy.

3. PARENTOGRAPHER Captured by Mom, captured by Dad

AP has created another activity to drive positive force to Thai society, by strengthening the relationship among family, promoting the happiness in families via ‘Relationship Zone’ for an area in an actual world and online world.

Nowadays, any activities are driven by technologies, where a relationship between things and persons occurred in the online network only. Many of us sometimes neglect the relationship with those around us, spending less time with parents, mainly in the cyber world. Parents feel the distance between them and their children. AP, as a residence developer, has carried on building happiness at home, with the belief that ‘just putting an effort, anywhere is home’ even it is in the social media. The worlds of a different generation can be connected together by sharing the memorable moment of the photo taken by parents. Any part of the house is for everyone, every age which will create warmth and love for the happy and amicable living of every family member.

AP has arranged a workshop focusing on taking a picture for parents of an adult group. In the workshop, famous photographers and lifestyle bloggers who have a cool view of taking picture shared their technique, tricks and method of photography, gave advice to parents how to take a shot that match teenager style, encouraging connection between family members when traveling together. Children would love to show brilliant pictures to the social network, taken by their own parents.

AP believes that the picture that can express its meaning the most is one that taken by a family member since each picture represents the memory of relationship happened in a certain moment. Photography is an activity that every age can participate, an activity that combines the 2 worlds — which are real world and an online world into one perfect world.

4. NAVIGATING HAPPINESS - the space we share opportunities with someone

AP and SATI Foundation jointly created the space of opportunities for at-risk youth, determining to guide the goal of life through Navigating Happiness. The program focuses on at-risk children in communities, enabling them to experience happiness in what they do, learning oneself identity and value. This is considered as a great chance for them to develop the special skill that can be carried on as a future career with the help of skilled coaches from 4 different professions. The program started in 2018 and continued since then. In Bangkok Design Festival 2019, AP built SATI&AP Cinema to show stories throughout the event, which telling ideas of the children and 4 voluntary teachers. The content of short movies, the design of posters, the making of popcorn and music played in the movies are all products of the children in the program.

The short movie called The World without Sky tells about tear, smile, dream, deficiency, kindness, and a chance through the truth, a real place and real life of another world hidden in the same city we live in which invisible to us, the story of these children who not surrender to their destiny. The 4 voluntary teachers famous for their profession and creative thinking namely Pe MVL — the popular rapper, Chef Tam — the winner of Top Chef Thailand, Chatch — a new-gen and international level photographer and Teach UhhD-Dance — a choreographer for famous artists were a part of the team that help the children to pursue their dream and opportunity.

AP emphasizes creating awareness in the wider range regarding the problems of these children, with the hope that societies will see them from the different perspective. If society still judges them as a part of the problem, they will never realize the core value or find any inspiration to improve themselves. For this reason, AP targets to share happiness in our society, by adhering to AP principles to develop “human” in creative and sustainable way.