

Impact Management to Stakeholders

Stakeholder Analysis from the Business Value Chain

HARN has taken into account the utmost importance of the stakeholder management throughout the business value chain, covering those impacted by HARN's business operation or have influences on the company from the past, present and into the future. As a result, puts an emphasis on the value chain management's effectiveness to ensure our mission to balance all groups of stakeholders equally. HARN divides its stakeholders into 7 main groups is executive and employee, customer, trade partners and/or creditors, competitor, Investor, public sector,

community, society and environment to find out their views and expectations from business operations. Also devises appropriate methods for regular stakeholder engagement, especially during COVID-19 outbreak where is well aware that supports and viewpoints from all stakeholders will benefit HARN's business operation and sustainable development, Impacts and influence from one stakeholder to another into the following guidelines:



 <p>Employee</p>	<p>Promoting capability building professionally and ensuring that employees' well-being is level with other leading companies in order to strengthen employee engagement.</p>	<p>Channels</p>	<p>Conference, LINE AD, company announcement, intranet, email</p>
		<p>Expectation</p>	<ul style="list-style-type: none"> • Have fair working conditions. There is an opportunity to grow and progress. • It is safe and hygienic. • have suitable welfare
		<p>Performance</p>	<ul style="list-style-type: none"> • Labor problems or complaints equal to 0% • Compare results with the labor market every year: Central Division In standard Sales and Service Group Above average market • Operational accidents equal to 0.40% • The number of employees with the criteria metric is 100%. • Working satisfaction is 81.49%.
 <p>Customer</p>	<p>Ensuring customers satisfaction and loyalty by delivering world-class quality products and services at fair prices.</p>	<p>Channels</p>	<p>Visits, LINE AD, FB, Website, Seminar</p>
		<p>Expectation</p>	<ul style="list-style-type: none"> • Deliver goods and services in accordance with the agreement. • Employees have knowledge and understanding of products/ services. Able to provide accurate helpful advice • Obtaining on-time after-sales service
		<p>Performance</p>	<ul style="list-style-type: none"> • Product / service complaints were 0.009%. • The average number of employees who received product / service training is 2 hours. • Customer satisfaction is 91.18%
 <p>Trade partners and/or creditors</p>	<p>Conducting fair business practice with all trade partners while promoting trust, good relationship, and cooperation to expand business capability and increase efficiency in long-term business partnerships.</p>	<p>Channels</p>	<p>Visits, websites, e-mails, conferences, seller evaluation</p>
		<p>Expectation</p>	<ul style="list-style-type: none"> • Fair, follow the commercial terms • Stay informed And complete trading policy • Have been aware of the problem and how to fix it honestly.
		<p>Performance</p>	<ul style="list-style-type: none"> • Vender evaluation twice a year • Domestic Vender evaluation results for 2021 are 96.34% and 96.73%. • Foreign Vender evaluation results for 2021 are 96.69% and 95.52%.
 <p>Competitor</p>	<p>Complied with the rules of fair competition and treated business competitors fairly under the Competition Law Framework. Refrained from dishonesty or improperly seeking confidential information on business competitors.</p>		
 <p>Investor</p>	<p>Operating profitable businesses that lead to sustainable growth while generating optimal returns.</p>	<p>Channels</p>	<ul style="list-style-type: none"> • Shareholder meeting • Opportunity Day performance conference • Investor Relations Website
		<p>Expectation</p>	<ul style="list-style-type: none"> • Sustainable business growth • Continuously receive returns • Business operations are transparent. Have good corporate governance
		<p>Performance</p>	<ul style="list-style-type: none"> • Developing full range of solutions and services • Pay a dividend not less than 40% • CG Score "Excellent" level
 <p>Public sector</p>	<p>Support public sector policy, ensuring business to support economic growth of countries.</p>	<p>Channels</p>	<ul style="list-style-type: none"> • Website www.harn.co.th • Visiting the staff according to the notification • Monthly report submission
		<p>Expectation</p>	<ul style="list-style-type: none"> • Comply with all applicable laws, rules, regulations and regulations. • Operate business responsibly and with transparency.
		<p>Performance</p>	<ul style="list-style-type: none"> • There is no penalty for neglecting to comply with the law. • Become a affiliate Thailand Private Sector Collective Action Coalition Anti-Corruption (CAC) • CG Score "Excellent" level
 <p>Community, Society and Environment</p>	<p>Maintaining an excellent corporate standing in Thai society by exercising environmental stewardship of internationally standards and improving the quality of life for communities and societies.</p>		