

Social Sustainability Management (SMART Business)

Social Policy and Practice

- Maintain sales and net profit growth
- Business expansion with new products or new distribution channels
- Leader innovative products and to reduce environmental impact
- Develop solutions and complete services and add value products

HARN aims to be the leader in services with the “Sustainable Solutions” of the engineering system by utilizing the knowledge in products selection and innovations which responds to the customers’ demands in order to increase the quality and the safety of the consumers with high quality products, modern technologies, sales and services that are fast, accurate and worth the value. These are the tools which create customer’s satisfactions, differentiate the products and increase the ability to compete, including securing the brand loyalty in the long term, gaining value to HARN. HARN always considers investing for the maximum benefits of the consumers as well.

HARN is committed to sharing the engineering knowledge of HARN with its customers and the general public by posting contents on Facebook and HARN’s website to provide society with wider knowledge and deeper insights. Moreover, in 2022 HARN did a project called “Knowledge Sharing” HARN did a project called “Knowledge Sharing” aimed at training customers and interested participants in the South to have the knowledge of how the cooling system works In Surat Thani, Chonburi, Rayong and Bangkok. Total on 8 times with adherence to the principle “The giver learns and grows” motto.

In the 2D Barcode for Consumer Safety and Protection project, HARN’s sales director joins in the working group and becomes a lecturer in printing technology. This is an operation by CP All and GS1 Thailand Institute for a change on the printing of production and expiration dates on food packaging, from only numbers and letters to 2D Barcode together. When scanning the product for payment, the scanner reads information from the 2D barcode for payment and verifies the product’s expiration date at the same time. In case of an expired product, it notifies of such immediately. This is a campaign so called “2D barcode printing to prevent the sale of expired products at the point of sales”, to improve the quality of life of consumers while creating business opportunities.

HARN has joined in the design and invention of water cooling and ice making systems in a vending machine or a 24-hour automatic coffee vending machine of “Tao Bin” for Forth EMS Co., Ltd. during 2020 - 2022, of a total 2,691 sets with total sales of more than 45.49 million baht. Thus, it is considered as bringing knowledge and expertise in refrigeration systems of HARN’s employees and executives to meet the needs of customers according to the set goals.

The 3DMed research project creates an organ model with advanced 3D printing technology to help diagnose and plan effective treatment.

In the 3D for Medical Application, Siriraj Hospital made a memorandum of agreement to make 3D model files, totaling 25 cases in 2022 and 4 cases in 2021. At Rajavithi Hospital, there were 13 accumulated cases in 2022 and 55 cases in 2021. The number of accumulated cases before 2022 were more than 300 cases. HARN is also a coordinator between the Faculty of Dentistry, Chulalongkorn University, King Mongkut’s University of Technology Thonburi, and Materialise to organize a workshop on the application of Mimics program in creating 3D files and 3D models for diagnostic purposes and surgical planning for about 15 medical doctors, while being in the process of coordinating to arrange a workshop for Khon Kaen University. This can be another success as a leader and professional in bringing the 3D technology to the medical field. Moreover, HARN is a co-sponsor of the 3D printer research grant to print biomaterials for Professor Ratchathin Chancharoen, which was approved by the National Research Council of Thailand, under the project of “Biometrics with embedded measurement device for 3/4D printing”.

Operating performance in 2022

- Retention of existing customer base with total sales of Baht 1,041 million compared to the target of Baht 991 million, or an increase of 5%
- Business expansion with new products or sales channels for total sales of Baht 165 million compared to the target of Baht 255 million, or a decrease of 35% due to the economic slowdown

Academic Partner, government, and document department



Promote fair competition

HARN is committed to conducting business under the policy of Promote fair competition, in 2022 not any advantage by seeking competitors' confidential information through dishonest or improper means, and do not defaming competitors using slander that lead to reduction or limitation of trade competition, including no disputes with trade competition occurred, with the guidelines as follow;

- Undertake the business activities in compliance with the law and competition regulations, and cooperate with the government authorities.
- Establish the procedure and measure preventing the involvement in or conspiracy with the behavior against fair competition.
- Ensure the employees be aware of fair competition and compliance with applicable competition law.
- Promote fair competition and activities, and support anti-monopoly and anti-dumping.
- Pay attention to social context and not take advantage of natural or social conditions, such as poverty, to unfairly create competitive advantages.

Promote social responsibility in value chain

HARN is committed to conducting business under the policy of Promote social responsibility in value chain, in 2022 not any violation of good corporate governance, code of conduct and compliance with relevant laws, rules and regulations, has safety and legal management standards, with the guidelines as follow;

- Define social and environmental measures in the policy and procedures for procurement and distribution.
- Encourage other relevant companies to accept and apply the similar policy in order to prevent unfair competition.
- Actively participate in elevating awareness of the principles and issues relating to CSR activities in which takes part.
- Promote fair treatment to one another throughout the value chain, both in terms of costs and benefits of implementing CSR activities; that is to say, improve the capability to achieve the CSR targets in all operations of the value chains including appropriate procurement such as creating guarantee for fair price with adequate lead delivery time and an established trade agreement.

Promote respect for assets rights

HARN is committed to conducting business under the policy of Promote respect for assets rights, in 2022 not any violation of intellectual property infringement by complying with the law related regulations, with the guidelines as follow;

- Appropriately check to ensure that is legally allowed to use and grant the right to use a certain property.
- Not participate in any activity violating other person’s properties, for example, inappropriately using advantageous marketing position, producing fake products, and intellectual property infringement.
- Fairly pay for the use or acquisition of a certain property.

HARN allows for reporting of any possible offence or filing any complaint of any breach of law or ethics through chairman of Audit Committee. HARN has an established procedure for actions to be taken after getting the report of such issue. The reported matter shall be investigated and then submitted to the Board’s.

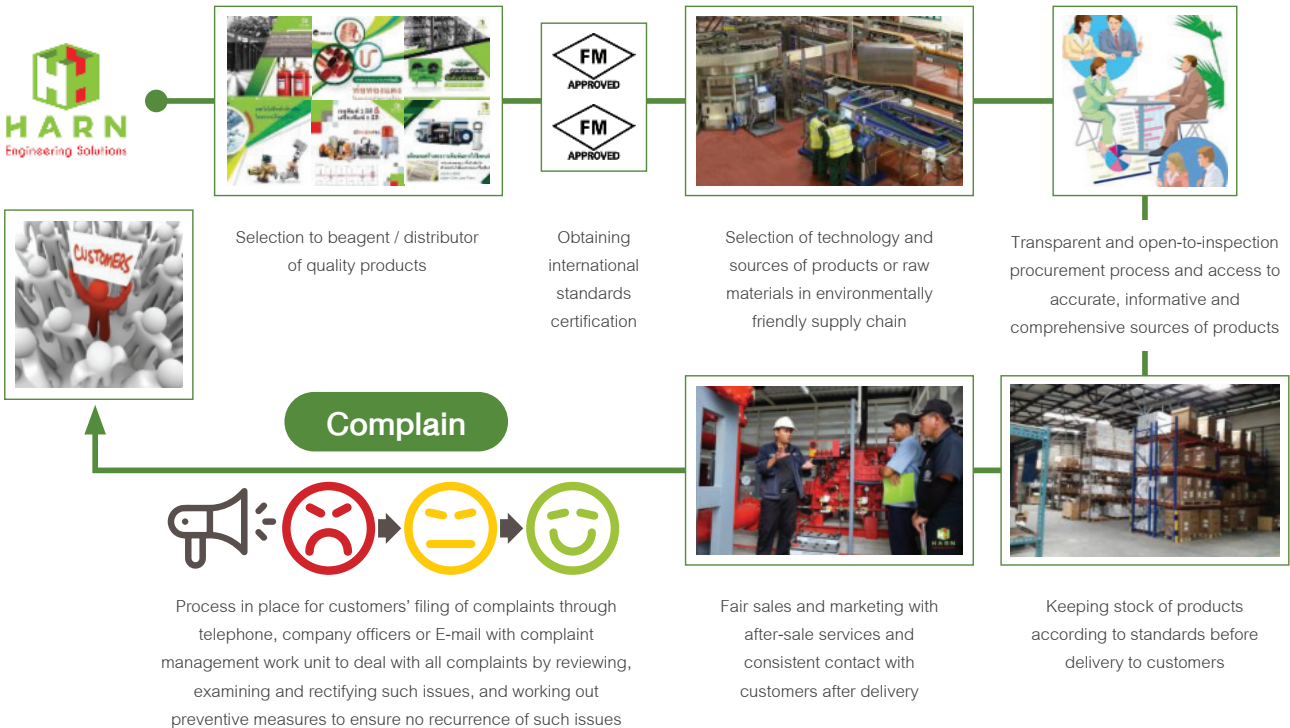
In addition, HARN also sets a practice guideline for the directors, top executives and employees, including code of ethics and accountability for the stakeholders. The guideline is aimed at creating behavioral standard for the operation of such personnel on an integrity basis. It is also a guideline for the Board members, top executives, and employee’s organization-wide to be aware and follow. In this regard, HARN has set a process to monitor such performance on a regular basis.

Management Plan and Responsibility to Consumers

Responsibility to Consumers

HARN is committed to conducting business under the policy of develops the responsibility to consumers through the practical process and the staff activities in various departments, Operations under ISO 9001:2015 have been strictly executed along with continuous improvement of the management system as well as development of an efficient internal system for data collection and review, to minimize any possible error in data transmission and to facilitate data validation. The audit unit is responsible for driving the assessment of compliance with laws and regulations while developing some tools or systems that help enhance work efficiency. In 2022 were reported with zero major non-compliance case, following assessment against laws and regulations by the ISO Certification Institute from SGS (Thailand) Co., Ltd. On November 21-23, 2022

With realization of the importance of products that enhance quality of life and safety of consumers, HARN has paid great care and attention to all processes on an end-to-end basis until the goods reach the consumers according to policies and guidelines, as follows;



Confidentiality of Customer's Personal Data

HARN adheres to the importance of respecting the rights and committing to protect the personal data of customers which have been collected, stored, used, and revealed in presenting products and services to meet the needs as appropriate. HARN has announced its policies on privacy at the website to show transparency in its operations. The personal data protection officers (DPO) are responsible for taking care of customers' personal data. Those policies and guidelines are in accordance with the Personal Data Protection Act (PDPA) as follows:

- Personal data collected by HARN
- Objectives of personal data processing
- Disclosure of personal data
- Duration of personal data collection
- Rights of the owners of personal data
- Contact channels to HARN and personal data protection officers
- Review of policies on privacy

Customer Relationship Management Plan

HARN defined policy and action plan to strive is committed to strengthening customer satisfaction and confidence by delivering quality products based on their requirements along with honoring agreements and conditions made with customers on a fair, complete, prompt and factual basis, as well as foster a sustainable relationship between the customers and HARN through various programs. These programs included the regular customer visits, launched customer satisfaction survey continuously every year, set channel for receiving complaints related to products, services and solutions on HARN's website. In addition, service quality is monitored in order to improve complaints, improve service quality, including, monitoring the progress in solving various problems and operational reports etc.

In 2022, the Quality System Management Department randomly inspects service quality, complaints, compliance with operational regulations twice a year, including sending surveys to customers to assess satisfaction with service quality, as well as notifying the said survey results to relevant agencies. The overall average satisfaction survey results in 2022 increased compared to 2021, representing 1.71% and higher of 2.89% compare target set of 90%, in order to build good relationships with sales and service departments to acknowledge suggestions and to improve the plan to increase customer satisfaction.

Customers' Satisfaction	2022	2021	2020
Product (quality, variety of products)	91.82	88.72	89.73
Sale persons (product knowledge, services, problem solving)	93.19	92.11	92.92
Other services (management, providing information, contact channels with HARN)	93.66	92.70	90.47
Overall average	92.89	91.18	91.04