**SCG Leads the Way to Create Net Zero Society with Green Innovations,**

**Advancing Towards Agile Organization, Opening Spaces for Innovations, Swiftly Serving Solutions**

**Bangkok, February 15, 2024 – SCG has revealed its next steps in a mission outlined by its latest President & Chief Executive Officer, emphasizing the transition towards a Net Zero society with sustainable growth** **to counteract the climate crisis. SCG has set its goal to achieve 67% of its sales from green innovations by 2030, ready to swiftly and diversely meet customer needs across ASEAN and globally with the concept “Passion for Inclusive Green Growth” through four main engines: 1) Agile Organization, 2) Green Innovations, 3) Organization of Possibilities, and 4) Inclusive Society.**

**Thammasak Sethaudom, the latest President & Chief Executive Officer of SCG, who assumed his** **position on January 1,** **2024,** has announced the business's direction and purpose, stating, "The global average temperature is continuously rising, significantly impacting the climate, the environment, people's lives, and the global economy. Therefore, achieving net-zero greenhouse gas emissions is an urgent mission for everyone, aligning with the global megatrend where consumers increasingly demand green products, services, and solutions to help mitigate climate crisis. This leads to SCG’s primary challenge moving forward to create a Net Zero Society with sustainable growth through green innovations, ensuring that no one is left behind or the concept **“Passion for Inclusive Green Growth.”** There are **four** **key drivers** propelling us towards this goal.

**1) Agile Organization** to foster business agility and growth by transforming its structure to enhance agility. This transformation is designed to propel new businesses with high growth potential and expand the capabilities of each business to respond promptly to the ever-changing needs of customers and the volatility of the global situation. Examples include businesses such as **'SCG Cement and Green Solutions,'** which focuses on green construction materials and solutions; **'SCG Smart Living,'** a business innovating in construction materials and solutions for better living; **'SCG Distribution and Retail,**' a business distributing construction materials and residential solutions across ASEAN; **'SCG Chemicals or SCGC,’** a regional market leader in the chemical business committed to fostering business growth alongside sustainability; **'SCG Cleanergy,'** an end-to-end clean energy business expanding across ASEAN. Previously, SCG has successfully listed high-potential businesses on the stock market, including **'SCG Packaging Public Company Limited (SCGP),'** a total packaging solutions provider in ASEAN; **'SCGJWD Logistics Public Company Limited (SCGJWD),**' the largest integrated logistics and supply chains solutions provide in ASEAN; and **'SCG Decor Public Company Limited (SCGD),'** the leader in decor surfaces and bathroom business in ASEAN. Furthermore, it is committed to building growth through **‘Investment & Holding’** and **'Deep Technology & Digital.'**

**2) Green Innovations** to accelerate the development of green innovations that are highly sought after in the global market, allowing everyone to participate in creating a Net Zero Society. Such innovations include Low Carbon Cement, smart living solutions, green polymers, sustainable packaging solutions that are reusable and recyclable, end-to-end clean energy solutions, expansions into the bioplastics industry, and the electric vehicle manufacturing industry. Additionally, SCG is establishing a global research collaboration network to develop innovations and technologies for sustainability, including partnerships with **Norner AS**, a plastics research and development center in Norway, and the **University of Oxford** in the United Kingdom. SCG aims to achieve 67% of its revenue from green innovations, SCG Green Choice, by 2030, while also developing low-carbon manufacturing processes to achieve net-zero greenhouse gas emissions by 2050, which is progressing as planned.

**3) Organization of Possibilities** to provide employees with the opportunity to excel by creating innovations and new businesses through SCG's startup program. This includes developing online product ordering platforms like **'Prompt Plus**,' which enhances cost management and stock inventory for over 10,000 retail stores within the SCG network. Moreover, The incubation of startups in the ZERO TO ONE by SCG project is opening pathways for employees to become entrepreneurs and spawning numerous high-potential businesses. For example, **'Dezpax.com'** is Thailand's first comprehensive online packaging platform for restaurants, food delivery services, and cafes, offering custom packaging in small quantities at prices suitable for SMEs. It has grown by more than 300% in the past three years, gaining recognition from over 10,000 operators nationwide. Another example is **'Urbanice,'** a communication and management platform for residential communities like condominiums and villages, facilitating smart, convenient, and happy living for over 250,000 users from more than 850 projects across the country. Additionally, it encourages employees to develop new businesses that respond to future trends, attracting interest from investors outside of SCG, such as **'NocNoc,'** an online hub for home products and services, which is expanding its business in Thailand and ASEAN.

**4) Inclusive Society** to invite everyone in the supply chain to transition together towards a low-carbon society by promoting the **'Saraburi Sandbox, Thailand’s first low-carbon model city,'** to understand the success factors and limitations in transitioning Thailand into a low-carbon society. This initiative promotes **'low-carbon agriculture,'** such as practicing alternate wetting and drying in paddy fields and planting Napier grass, an energy crops for renewable energy use. Furthermore, SCG is creating a **'Big Brothers for SMEs'** network in Saraburi Province to share knowledge with entrepreneurs on transitioning to a low-carbon society, covering clean energy, green innovations, and seeking funding sources. This includes **'developing in-demand professional skills'** where SCG aims to support 50,000 individuals by 2030 to enhance Thai labor skills for secure employment and reduce inequality, including for solar roof installation and maintenance handymen and draftsmen using Building Information Modeling (BIM) software. In addition, SCG collaborates with communities to **'preserve rich ecosystems and biodiversity'** through projects like the Conserving Environments from the Mountain through the Sea, aiming to plant and restore as well as conserve 3 million rai of trees by 2050, which will absorb more than 5 million tons of carbon dioxide per year, passing on sustainability to future generations.”

"SCG is committed to leveraging its knowledge, expertise, and technology to accelerate the development of green innovations that reduce greenhouse gas emissions and facilitate convenient, safe living in response to modern lifestyles to ensure that everyone, both in ASEAN and globally, can enjoy a high quality of life in a Net Zero society," **President & Chief Executive Officer of SCG concluded.**

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**About Thammasak Sethaudom, the 12th** **President & Chief Executive Officer of SCG**

Thammasak Sethaudom assumed the position as President & Chief Executive Officer of SCG on January 1, 2024. With over 30 years of experience in large business and industry sectors, his background includes significant roles within SCG, such as Executive Vice President of SCG (2022-2023), Vice President - Finance and Investment (2018-2021), and General Director of Long Son Petrochemicals Company Limited in Vietnam (2012-2021).

Thammasak has consistently sought new opportunities to foster sustainable growth for SCG. This includes pushing the adoption of digital technologies for SCG’s initial foray into E-Commerce, driving the first petrochemical complex project in Vietnam, Long Son Petrochemicals or LSP, from its inception to successful completion as planned. As the climate crisis intensifies, seeking new ways to address the crisis through innovations and solutions has been a continuous effort for Thammasak, alongside driving a Net Zero society with sustainable growth. This involves promoting the use of clean energy in manufacturing processes, supporting the development of green innovations across all business units, and advancing the new venture, SCG Cleanergy, to make end-to-end clean energy more accessible to everyone. In addition, he has collaborated with global startups such as Rondo Energy to develop innovations in heat storage batteries using clean energy. Furthermore, he is committed to collaborating with all sectors, both regionally and internationally, to facilitate the transition to a Net Zero society without leaving anyone behind. This includes driving collaborations at the ESG Symposium in Thailand and ASEAN and co-chairing 'The ASEAN’s Leaders for Just Energy Transition' at the World Economic Forum.

Thammasak Sethaudom graduated with a bachelor's degree in Electrical Engineering from Chulalongkorn University, holds an MBA from London Business School, United Kingdom, and has completed the Advanced Management Program (AMP) at Harvard Business School, USA.

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