



- Application of technology to drive business value
In 2019, a 'one-stop' communication channel was developed to offer potential tenants online facility. They can, if they are interested in opening up shops or stores in our shopping malls, just log on to www.cpn.co.th/th/contact-us/cpn-contact-information and fill out basic information on their products and service online. Relevant divisions at the Company would have the information

reviewed: 1) unit or premises of interest; 2) products or services in demand among target customers in the project; 3) quality of the brand /potential of the applicant. After completing the review and setting premises (with alternative premises as an option) a sales team would contact them and close the deal in such a manner that benefits all parties.

Sustainability Performance: Developing and transforming shopping centers into a Center of Life

Topic	Performance in 2019	Plan for 2020
 <p>Sustainability Indicators</p>	<ul style="list-style-type: none"> • Specified the “Shopper Satisfaction index ” as a corporate KPI, targeted at 85 out of 100. • In 2019, the score was 80 (2% lower than 2018 due to the increase in survey frequency, which rendered more up-to-date data). 	<ul style="list-style-type: none"> • Specify the “Shopper Satisfaction index” as a corporate KPI with a higher score of 2% than 2019 and a long-term target at 85 in 2022.
 <p>Developing shopping centers based on a customer-centric concept responding to all lifestyles</p>	<ul style="list-style-type: none"> • Successfully established and launched two shopping centers as planned, namely Central Phuket Floresta Luxury Zone and Central Village; three renovation projects (out of five planned) duly completed: Central Chonburi, Central Chiangrai, and Central Lardprao. • Successfully developed product innovations and new services, exceeding planned targets: 34 destinations across 14 projects. 	<ul style="list-style-type: none"> • Two shopping centers to be constructed; 2 shopping centers to be major renovated, with 8 projects to be partially renovated. • Follow product innovation formats to meet the target of 17 destinations.

Topic	Performance in 2019	Plan for 2020
 <p data-bbox="233 623 415 649">Service Excellence</p>	<ul data-bbox="492 421 995 1208" style="list-style-type: none"> • Strategy successfully implemented in 34 projects on service quality enhancement project called “Service with the heart”, where training was provided to staff in customer relations, shop relations and redemption counters, and staff of sub-contractors: housekeepers, security guards, parking lot staff and redemption staff. • Successfully implemented annual strategic plan on creating beyond-expectations experiences and improving current amenities for customers, especially on traffic and parking issue, for instance, Smart Q service in 11 projects, Quick Parking in 14 projects, Valet Parking in 1 project, Lady Parking in 2 projects, and VIP Parking in 3 projects, altogether 31 projects. • Made preparation for application of ISO 45001 certificates for Central Rama 3, Central Rama 9, and Central Mahachai, expected in 2020. • In 2019, the Shopper Satisfaction index on “convenience” was 86 (1% higher than in 2018) and security was at 79 (same as in 2018). 	<ul data-bbox="1057 421 1414 725" style="list-style-type: none"> • Implementation of the annual strategic plan on increasing customers’ and tenants’ satisfaction by creating new experiences with improved service amenities. • Successful application for ISO 45001 (safety and occupational health) accreditation for three projects.
 <p data-bbox="228 1502 422 1555">Integration of Digital and Technology</p>	<ul data-bbox="492 1300 995 1725" style="list-style-type: none"> • Unique experiences for customers via LINE Application were implemented as planned. In 2019, more than 1 million people signed up, and more than 40 promotional campaigns offered by our tenants were directed to customers via the LINE Official Account. About 190,000 members of The1 Card have registered for reserved parking service. Moreover, Digital Directories were duly installed. • Implemented the annual strategic plan in offering digital experiences to tenant stores via CPN Serve, with a utilization rate of 61%. 	<ul data-bbox="1057 1300 1414 1406" style="list-style-type: none"> • Implementation of the strategic plan to create maximum benefits by analyzing Big Data available on-hand.