

# MINOR INTERNATIONAL



Minor Corporate Social Responsibility / Sustainable Development Report 2011



## Our Journey to Sustainability

Minor International believes that a being a good, socially responsible corporate citizen is an integral part of our values and this extends beyond ad hoc philanthropy.

We strive for sustainability for our own business to ensure the benefits to our stakeholders both in the short and long term; for our customers and partners to be able to grow and thrive with us; and for communities around us for a better society at large.

Balancing competing economic, social and environmental goals is the essence of our sustainable growth, and aligning it to our corporate strategy would ensure our business efforts have the utmost impact to all around us.

We believe four key factors People, Customers, Partners, and Environment are key drivers to the sustainability of Minor International and our Community.



## Minor CSR Statement:

**Minor Corporate Social Responsibility is blended into all Minor business decisions, day to day activities, and deep into Minor DNA.**

Minor CSR's responsibility to all stakeholders is to deliver 100% satisfaction.

With this commitment, we believe in good corporate governance and Transparency through high quality products and services.

We care for our employee and develop them as our greatest asset.

We voluntarily engage in community development at all our business locations.

And we take good care of our local and global environment.

Minor's focus is to "Develop Human Capital at all levels", because Corporate Social Responsibility is all about the quality of people.

With our Minor employees, we ensure that Minor business has 3 objectives "Profit, People, and Planet and all must be delivered with Minor Passion".

We believe our sustainable business development comes through our Minor CSR Philosophy

**"MY PEOPLE ... MY PLANET ... MINOR"**

Bill Heinecke

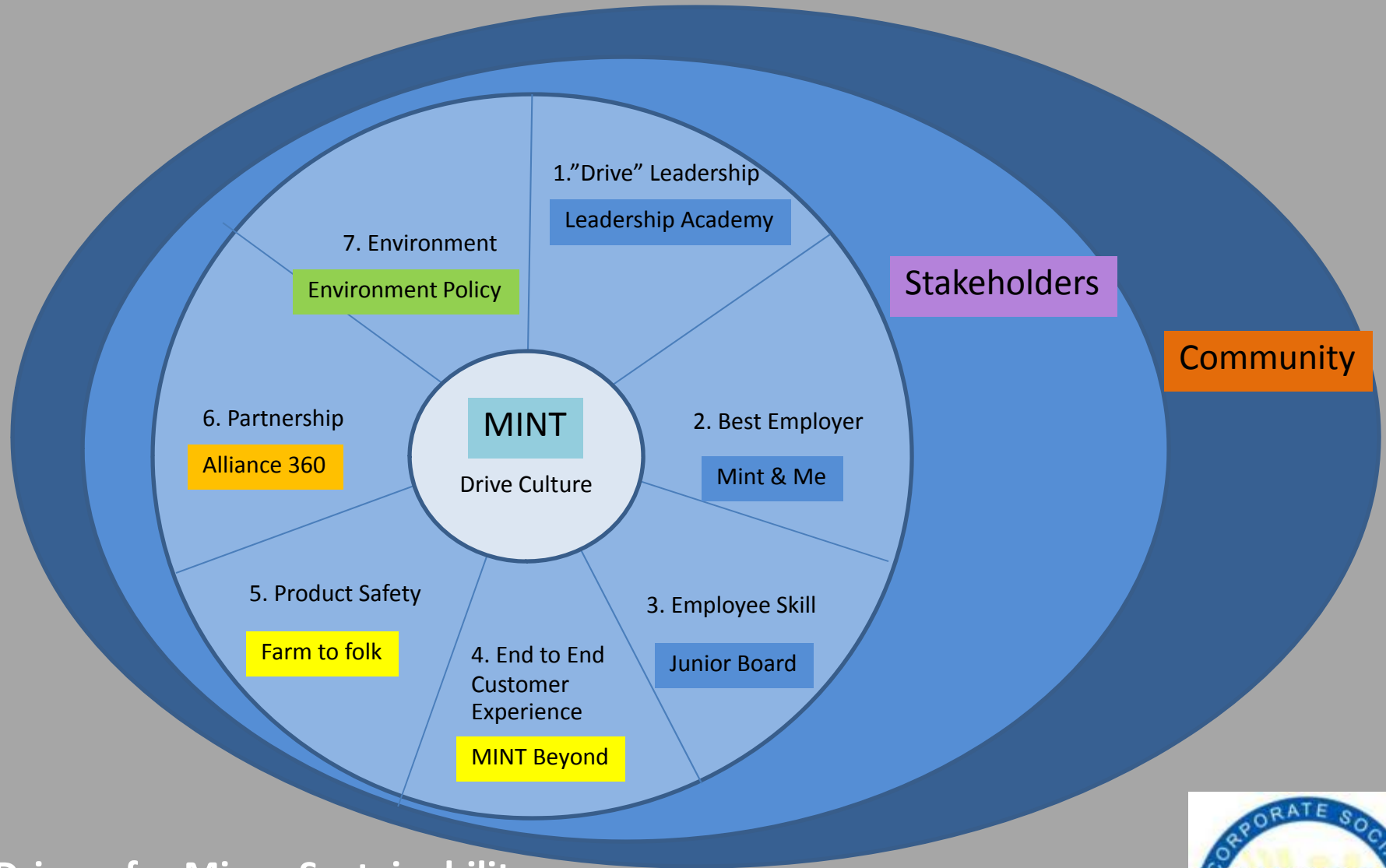


**MINOR**  
INTERNATIONAL

# Minor CSR ... Sustainable Development ... Triple bottom lines

“MY PEOPLE ... MY PLANET ... MINOR”





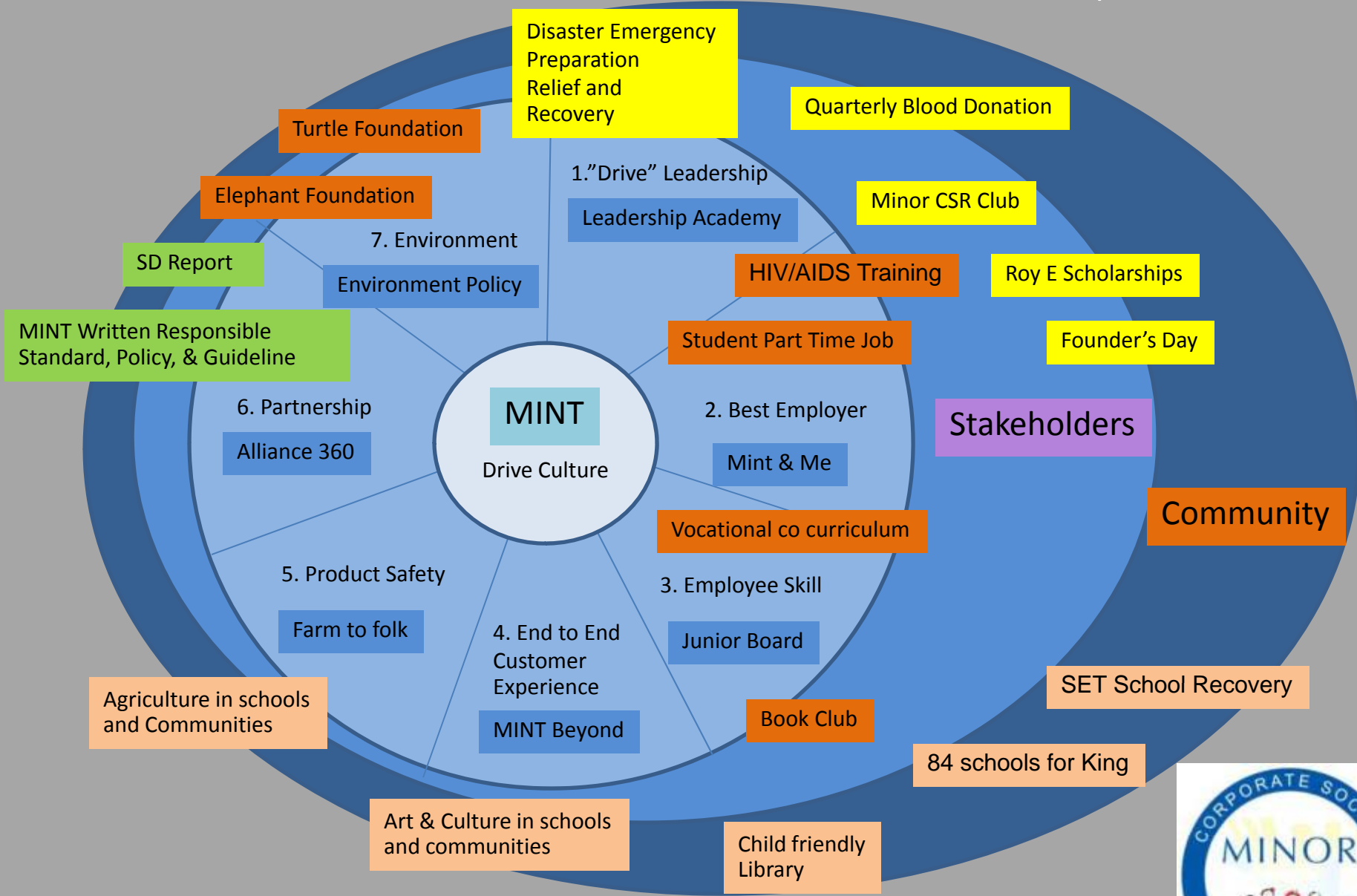
### 7 Drivers for Minor Sustainability

Focus in 4 major areas: Driving people development, Engaging end to end customer experience  
Committing to long term & sustainable partnerships, and managing environmental impacts



# Drive ... to Unlock Impossibilities

CSR/SD 2012-2016



Minor CSR Map & SD Drivers



## Minor's Sustainable Development focus on 4 major areas:



1. Driving People Development



2. Engaging End to End Customer Experience



3. Committing to long term & Sustainable Partnerships



4. Managing Environmental Impacts

## 1. Driving People Development

One of our philosophies has long been “People are the greatest asset” not only to our company, but to their families and the communities surrounded them. People are the crucial factor that drives our business goals support national competitiveness and the eventual economic strength.

“Development of Human Capital” is our key focus. We aim to equip our people with both business and life skills as well as reaching out to develop the future generations for Thailand and the countries home to our businesses.







## In a service industry

such as Leisure and Hospitality, an important key success factor is the quality of people. We continue to develop our team by promoting high standards, operational excellence, ethical conduct, efficient evaluation systems and continuous improvement programs, while at the same time encouraging entrepreneurial spirits.



We invest in our people through series of training courses in relevant areas such as sales, marketing, accounting, leadership, and English literacy, as well as softer skills such as grooming and personal hygiene,

Together with ethical value, volunteer spirit, and Corporate Social Responsibility





People development does not only start once a staff joins our team.

Minor International has been conducting the **Student Working Program** for over 20 years.

We hire part-time employees and provide them with opportunities to participate in programs such as Talent Development and Skill Training.

These programs focus on developing the skills students need to get jobs in the food and service industries.

The programs give both economic value and pride to the students and provide them with opportunities to work with us full time in the future.

We were the first company in Thailand to instigate this Part-Time Youth Employee System.





Minor International is committed to improving education quality and enhancing career opportunities for the children and youths.

We have initiated the **curriculum co-development** with Rajabhat University and several vocational schools to encourage Minor professionals to work with teachers and share knowledge and best practices.

Minor professionals volunteer to teach classes and students are given an opportunity earn class credit by working in one of our many restaurants, hotels or retail shops.



## Minor work in partnership with various government agencies

such as the Ministry of Social Development and Human Security, the Ministry of Education, the National Council for Child and Youth Development, and the Office of The National Economic and Social Development Board in the development of national strategies and policies with a focus on “children & youth development”.



At the grassroots level,

we continue to **support students in disadvantaged schools to develop basic learning ability** through a program called “Life Value, Life Style, and Life Skill.”

We work hands in hands with teachers and communities and continuously support for their long term education quality through various medium such as improvement of school facilities, addition of learning media such as English interactive books, computers and playground, and teaching them about health and hygiene.



## Minor Schools “DRIVE ... The Future”

We are currently working closely with 5 schools

Baan Klang Dong School (Nakon Ratchasima Province), Wat Bot School (Ang Thong Province), Baannongkham School (Prachap Khiri Khan Province), Choa Tai Mai School (Phanga Province), and Hauybong School (Utai Thani Province). We will continue to support them and use our learning from these projects as models for our future school programs.



We also partner with the Raks Thai Foundation on the

## 84 Schools for King Project

where our Anantara hotels in Thailand raised fund in commemoration of the King's 84<sup>th</sup> Birthday.

With the fund raised, we are able to support children & teacher development programs in 9 schools across the country and create better lives for close to one thousand students.





Our different business units are also running programs that promote education.

## The Book Club Campaign

run by The Pizza Company encourages student's book reading habit and have attracted over 40,000 students from 200 schools this year.





At the same time, Minor Corporation promotes

## English Literacy Campaign

with Time Life Books to improve children's ability to communicate in English.  
We work with schools throughout the country as volunteer teachers and for book donation.





Minor provides **education scholarships** to students from Primary school to University levels by itself and through

## the Roy E. Heinecke Scholarship Foundation.

We encourage students to be both academically excellent and socially responsible.

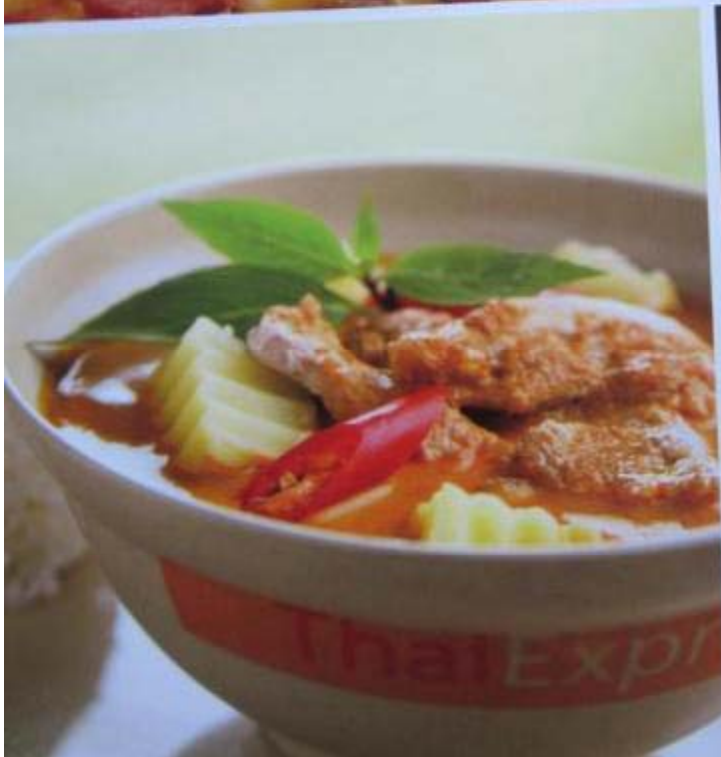
In 2011, a total of 442 students were granted scholarships.

A majority of the students were nominated from schools in communities where we have business presence including the Klongtoey railway community, Thonburi, Chiangrai, Chiangmai, Pattaya, Hua Hin, Samui, and Phuket.

## 2. Engaging in End-to-End Customer Experience

Customers' experience with our products and services is fundamental to the company's sustainability. At Minor, we strive to understand, engage, and being able to educate our customers beyond the customers contact point. We are committed to ensure we deliver the best products to the customer in a socially responsible manner, whether it is in form of product quality and safety or responsible media.





We are very focused on

## Food Safety

in all of our food outlets,  
within the Food  
and Hotel group alike.

We make sure that our food  
achieve high hygiene standard  
all the way from our supplier,  
logistics & delivery,  
until they reach our outlets  
and our customers.

We conduct very stringent supplier  
selection and regular audits of them.

All employees are well trained with  
high standard procedures and tools,  
with monitoring and audit systems  
both internally and  
by third party professional.

In addition, we promote  
food traceability to ensure  
that all ingredients can be  
traced back to source  
to ensure product safety  
through the value chain.



## Minor International aims to engage in end-to-end customer experience.

Beyond the normal customer interaction,  
we start to get involved in other aspects of customer's experience with us.

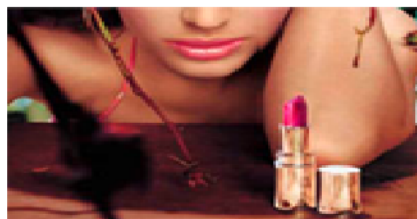
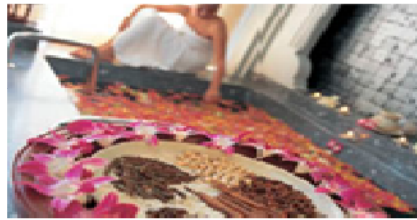
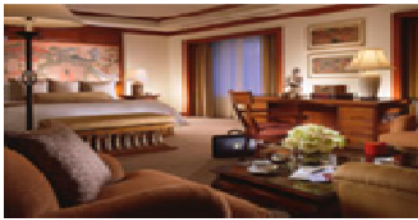
For example, Sizzler promotes the allergen awareness in food served at our restaurants to increase our customers' awareness and reduce food safety risk.

Minor Food Group initiated a program to include the emails to the brand's management at the bottom of receipts so customers can reach out to them when needed.

We also make sure that we create responsible media when communicating to our customers without controversial or incorrect contents.

### 3. Committing to Long-term & Sustainable Partnerships

One of our core values is “Partnership”  
and we strive to develop win-win relationships with our partners,  
whether they are our suppliers, joint venture partners, owners, principles, franchisees or third party service providers.





Approximately 80% of our supplies are sourced from

local producers,

and where possible, we encourage sourcing from local communities where our business units are based.

For example, our Dairy & Cheese factories buy most milk from the local farmers and at the same time provide them access to knowledge/experts in milk production to help improve quality of products. As many of our staff are from the local area,

we were very much engaged with the community including supporting them during flood and school improvement projects.



## Minor support The Royal Projects

to help hill tribe communities to develop organic vegetable and low chemical products to serve health conscience customers in Sizzler's restaurants and for our hotel properties in the North.





Minor Hotel Group also supports the local cultures.

Through the “Anantara Experience” concept, our hotel staff works with the **local communities** and invite guests to experience and learn more about the cultures around our properties’ locations.



## ***5. Managing Environmental Impacts***

The Minor Group cares deeply about the community and the environment. We encourage our employees and customers to be concerned about environmental protection through a “rethink, reduce, reuse and recycle” life style.

This year, we began reviewing environmental impacts in each business unit which will eventually translate into the environmental policies.

We also continuously contribute to animal and wildlife conservation in ecosystems where we operate.





Our Hotel Group has a number of

on-going environmental preservation programs

and is drawing up new strategies to conserve energy, reduce waste, save the wildlife and increase participation in the local communities.

All Anantara resorts have effective recycling, energy-conservation and waste management programs.

In 2011, thirteen Anantara hotels in Thailand and overseas were Green Globe Certified and five more aimed to be certified within the first half of 2012.





## Our Golden Triangle Elephant Foundation in Chiang Rai

is an ongoing project that offers sanctuary to elephants that were used by poor families to beg on the streets of Thailand's major cities. We provide shelter not only to the elephants, but also to their mahouts and family.

The elephants and mahouts became our hotel's live-in employees and their families are given opportunities for children's education and family's additional income generation through cottage industry such as weaving products which are sold at the hotel's gift shop.



Be a spectator at the 10<sup>th</sup> King's Cup Elephant Polo

King's Cup Elephant Polo 2011

ไปโลช้าง ชิงถ้วยพระราชทาน

Experience the colour, charm and drama of one of the most unique events in Thailand's sporting calendar.

5-11 กันยายน  
September 2011

Spectator entrance is free of charge

ณ. สนามกีฬาพระสุริโยทัย (ราชวังสนามจันทร์-สุพรรณบุรี)  
At Suriyothai Camp, Hua Hin

Monday 5<sup>th</sup> September  
11 am to 2 pm : Elephant blessing, opening, parade and grand elephant buffet  
2 pm to 6 pm : Exhibition matches

Tuesday 6<sup>th</sup> - Saturday 10<sup>th</sup> September  
Tournament and exhibition matches all morning and afternoon plus much fun, entertainment and excitement off the polo pitch

Sunday 11<sup>th</sup> September  
9 am to 4 pm : Final matches  
4 pm to 6 pm : Grand Final and presentation of the Royal Trophy

www.anantaraelephantpolo.com | Email : gjureb@anantara.com | Tel: 032-520250

We continue to organize the annual

## King's Cup Elephant Polo Tournament.

All proceeds of the tournament are used to ensuring the elephants' welfare, sustenance, employment, mahout training, medical treatment provision, and other elephant-related projects.



## Help us to help them

Join our mission to keep these ancient creatures safe for future generations to enjoy. Make a donation to the Mai Khao Marine Turtle Foundation by allowing us to add **US\$1** for each night of your stay to your final bill. Thank you.  
[anantara.com](http://anantara.com)

### Our Mai Khao Marine Turtle Foundation in Phuket

provides support for the protection of sea turtles and the environment in which they live. We support sea turtle research & education and a sea turtle hatchery close to our Phuket properties.

By working closely with local communities, the foundation sponsors activities and events that increase the environmental awareness of tourists, government agencies and communities such as Mai Khao Turtle Mini Marathon, Mai Khao Beach and Reef Cleaning Day and annual Turtle Release Event.

## Fostering Social Responsible Mindset

Sustainability cannot be achieved without a being socially responsible.  
Minor International promotes the social responsible and volunteer spirits among its employees and stakeholders through our business operations and through various campaigns & activities





MINOR  
FOOD GROUP

MINOR มอบน้ำดื่มสะอาดในภาวะฉุกเฉิน  
นำขวดเปล่ามาเติมน้ำดื่มได้ ฟรี!

Drinking water available for free, Please bring your own bottle



TOGETHER  
WITH  
LOVE  
MINOR

## Minor's "Together With Love" campaign

Our symbol for collaboration in corporate social responsibilities.

This campaign promotes volunteerism and support to the people in need.

In 2011 we have launched many activities under this campaign including various flood relief efforts, free water during flood crisis, quarterly blood donation, sewing bra for breast cancer patients, incorporation of CSR activities in company outings, and many more



Together with Love ... Helping People in Need



TOGETHER  
WITH  
LOVE  
MINOR





Help Thai flood victims



**TOGETHER WITH LOVE**  
MINOR

Donate Now

ขอเชิญสนับสนุน  
โครงการช่วยเหลือผู้ประสบภัยน้ำท่วม  
โดยร่วมบริจาคของอุปโภคบริโภค



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## Minor Founder's Day

which occurs every June 4th, is our "volunteer day".

All staff are encouraged to spend a day supporting a charity of their own choice or join volunteer activities organized by Minor's CSR Club or their home business unit.



## Support to the Thai Red Cross

with the Thai Red Cross's extended and professional network,  
we believe we can touch even more people by working in collaboration with them.

Minor International has long been donating funds, products and blood,  
and for this year is one of the main sponsors of Craniofacial Surgery project of  
The Princess Sirindhorn Craniofacial Center, Chulalongkorn Hospital.



## Contribution to the Community

In addition to activities aligned with our key sustainability drivers, Minor as a Group and independently by individual business units also contribute in various forms to the communities where we operate. Examples of these are: MINT's donation to SET for the Flood Restoration program; The Coffee Club being a major supporter of the Children's Hospitals of Australia; and Four Seasons Bangkok's Cancer Care Run to benefit the Queen Sirikit Center for Breast Cancer; and various other charity activities.

## CSR Recognition in 2011

### Performance and Recognition:

This year, Minor was recognized in the area of CSR by several organizations and national events:

- **AMCHAM Corporate Social Responsibility Excellence Recognition for 2011**

awarded by the American Chamber of Commerce for meeting business objectives and social needs while creating economic benefit and social gain to all stakeholders.

- **Green Globe Certifications**

for Anantara hotels - demonstrate the standard and quality of environment caring and global warming concern

- **“Best Employer in Thailand 2011” in hospitality and restaurant category**

awarded by AON Hewitt to Swensen's (Thai) and Sizzler reassuring our philosophy and quality of Minor's People Development.





## Minor International's Corporate Social Responsibility follows SET CSR Compass Guideline



1. Good Governance
2. Fair Business Operation
3. Anti Corruption
4. Respect Human Right
5. Labor Standard
6. Customer Caring
7. Community development
8. Environment Protection
9. Innovation and Communication
10. CSR/SD Report

# 1. Good Governance

Minor Corporate Governance is the fundamental of our business practice, We set international standard of good governance, CG Guideline, Role & Responsibility, with code of conducts for all business units and Minor professionals. We have monitoring and evaluation system, with committee who take care of CG policies and standards, to ensure our transparency and disclosure to all stakeholders and general public

## หลักการกำกับดูแลกิจการที่ดี

คณะกรรมการบริษัท ไมเนอร์ คอร์ปอเรชั่น จำกัด (มหาชน) ได้ตระหนักถึงความสำคัญของการกำกับดูแลกิจการ ซึ่งเป็นปัจจัยสำคัญที่จะทำให้บริษัทบรรลุถึงเป้าหมายในการดำเนินธุรกิจและสร้างการเติบโตให้บริษัทอย่างยั่งยืนในระยะยาว คณะกรรมการบริษัทได้กำหนดหลักการกำกับดูแลกิจการที่ดีของบริษัทเพื่อเป็นแนวทางในการดำเนินธุรกิจสำหรับกรรมการ ผู้บริหาร และพนักงานของบริษัท ทั้งนี้ คณะกรรมการจะทบทวนและปรับปรุงหลักการกำกับดูแลกิจการที่ดีทุกปี เพื่อให้เหมาะสมกับการเปลี่ยนแปลงซึ่งอาจเกิดจากการดำเนินธุรกิจ สภาพแวดล้อม สถานการณ์ หรือกฎหมาย

### 1. สิทธิของผู้ถือหุ้น

คณะกรรมการบริษัท ให้ความสำคัญต่อสิทธิของผู้ถือหุ้น และกำหนดในหลักกกำกับดูแลกิจการของบริษัทให้บริษัทดูแลผู้ถือหุ้นทุกรายให้ได้รับสิทธิในฐานะผู้ถือหุ้นของบริษัทอย่างเท่าเทียมกัน ดังนี้

- 1.1 สิทธิขั้นพื้นฐานตามที่ผู้ถือหุ้นพึงจะได้รับ ทั้งสิทธิในการออกเสียง สิทธิในการรับเงินปันผล สิทธิในการซื้อขายหรือโอนหุ้น สิทธิในการเข้าร่วมประชุมผู้ถือหุ้น และสิทธิในการได้รับข้อมูลข่าวสารอย่างเพียงพอ เท่าเทียมกันและในรูปแบบที่เหมาะสมต่อการพิจารณาตามเวลาที่เหมาะสม
- 1.2 สิทธิในการเลือกตั้งและถอดถอนกรรมการ รวมถึงการแต่งตั้งผู้สอบบัญชีอิสระ
- 1.3 สิทธิในการจัดสรรเงินปันผล
- 1.4 สิทธิในการได้รับทราบมติคณะกรรมการที่เกี่ยวกับรายละเอียดการประชุม และวาระการประชุมผู้ถือหุ้นล่วงหน้าไม่น้อยกว่า 30 วันก่อนวันประชุมผู้ถือหุ้น โดยเปิดเผยข้อมูลผ่านเว็บไซต์ของบริษัท
- 1.5 สิทธิในการได้รับหนังสือเชิญประชุมผู้ถือหุ้นและข้อมูลที่เกี่ยวข้องกับสถานที่จัดประชุม เวลา วาระการประชุม กฎเกณฑ์ และวิธีการในการเข้าร่วมประชุม และประเด็นที่ใช้ในการพิจารณา โดยบริษัทจะส่งหนังสือเชิญประชุมผู้ถือหุ้นล่วงหน้าไม่น้อยกว่า 7 วันก่อนวันประชุม ทั้งนี้ บริษัทจะจัดวัน เวลาและสถานที่เพื่ออำนวยความสะดวกสูงสุดให้แก่ผู้ถือหุ้นที่เข้าร่วมประชุม
- 1.6 บริษัทได้เปิดโอกาสให้ผู้ถือหุ้นสามารถส่งคำถามล่วงหน้าสำหรับการประชุมผู้ถือหุ้นโดยติดต่อคำถามผ่านเว็บไซต์ของบริษัท



## 2. Fair Business Operation

Partnership is one of Minor's Core Value.

Minor carefully select strategic partners, and we ensure that all partners we work with have the track record of good reputation and ethical conduct,

operate in professional manner and are able to meet our standard of employees' welfare.

We continue to grow and develop together with our partners and learn from each other's strength to create synergies



### 3. Anti Corruption

With strictly code of conducts and Minor's ethical value, Minor professionals work in high standard practices with transparency manner and anti all forms of corruptions. We partners with like minded people and networks to promote anti corruption campaign.



**ต่อต้าน**  
**คอรัปชั่น**  
**จุดเปลี่ยนประเทศไทย**

**รวมพลัง เพื่อสร้างจุดเปลี่ยน**  
**สู่การพัฒนาเศรษฐกิจและสังคมของประเทศไทยอย่างยั่งยืน**

# 4. Respect Human Right

Minor is the leading company in the service industry, and people is our greatest asset. We respect humanity, and caring for all stakeholder's right include: shareholders, customer, employees and their families, partners and all supply chain, as well as the community where we operate We improve their quality of life, provide equal opportunity for all, and anti discrimination in any form.



## 5. Labor Standard

Employee is Minor's greatest asset.

We always listen to our employee's needs and satisfaction. Every year we conduct Employee Satisfaction Survey. Seeking for improvement of work life quality by direct input from all employees.

Not only good working environment, standard compensation and benefit, opportunity for career path, lifelong training, crisis support, and etc but also opportunity to join social activities through "Minor CSR Club".



## 6. Customer Caring

One of Minor objective is 100% customer satisfaction.

We provide high quality products and services, not only at our stores and outlets.

But our responsible and product safety is traceable back through our supply chain

We carefully select suppliers and partners who meet Minor's responsible standard.

We continue to find new innovative to make our products and services more environmental friendly, better nutritious and create more value to our customers.

We also promote sustainable consumption.



## 7. Community Development

Charity is in every Minor employees' mindset

All year round, we have many social events organized by "Minor CSR Club"

We have annual charity and volunteer day on every June 4<sup>th</sup> ... "Minor Founder's Day"

And we support people/organization in need, and in crisis in "Together with Love" campaign

We encourage all business units to engage and develop community where we belong.





# 8. Environmental Protection

One of our key sustainable objectives is “Managing Environmental Impacts”  
All business units have strategy of Eco Friendly by reduce, reuse, and recycle programs.  
Many new initiatives are developed for greener operations.  
All Minor hotels are aim at Green Globe Standard.  
We also established foundations for Elephant and Turtle, to promote environmental reservation and its diversity





## 10. CSR/SD Report

Since 2007, Minor International PCL provide full CSR Report on publishing and website  
This year, we include “Sustainable Development Strategy” which show 7 Minor SD Drivers  
And 4 important areas that are our SD priorities.

The screenshot shows a Windows Internet Explorer browser window displaying the Minor International website. The address bar shows the URL <http://www.minorinternational.com/Sustain/Report.php>. The website header includes the Minor International logo and a navigation menu with links for About MINT, MINT's Businesses, Sustainability (which is underlined), Investor Relations, News & Activities, Careers at MINT, and Contact Us. A left sidebar menu is titled "English : Ind" and contains sections for SUSTAINABILITY, CSR (with sub-links for CSR Policy, Foundations & Campaigns, CSR Report, and Make A Donation), CSR Activities, and Corporate Governance. The main content area is titled "CSR REPORT" and features three report covers: "CSR Report 2010" (with a globe image), "CSR Report 2009" (with a circular logo), and "Corporate Social Responsibility Report 2007" (with a collage of photos). Each report cover has a "PDF File" label and a green "DOWNLOAD" button. At the bottom of the page, there is a browser compatibility notice: "We recommend using Firefox, Google Chrome, Safari or IE 8 at this time. IE7 is minimally supported and IE6 is not supported." and a footer with "Sitemap : Terms & Conditions" and "© 2011, MINOR INTERNATIONAL PCL." The Windows taskbar at the bottom shows the Start button and several open applications including "Inbox - M...", "Analysis", "Customer...", "Minor Int...", "untitled - ...", "Annual R...", "Update w...", and "EN". The system clock shows 15:44.