RUERNBOOSSABA'S BLUEPRINT FOR TOMORROW

SUSTAINABILITY PERFORMANCE REPORT

Some content extracted from
RuernBoossaBa Company Limited Annual Report
For the year ended 31 December 2024

ABOUT US

RuernBoossaBa was established in 2003 by Panitan Thongsatit following his return to Thailand after honing his skills as a floral designer in Manhattan, New York. During his time in the Big Apple, Panitan not only cultivated a unique perspective on floral design, drawing inspiration from the city's vibrant energy and diverse cultures, but also gained invaluable experience in providing services for the city's discerning clientele who appreciated high-quality and sophisticated experiences.

Fresh approach to floral arrangements were introduced to Thailand, elevating the standards of floral design in the country. His signature style seamlessly blends diverse elements such as various flower types, rich colors, and carefully selected containers to create stunning and memorable arrangements. RuernBoossaBa's commitment to using the highest quality flowers, coupled with meticulous attention to detail in every arrangement, aims to deliver the "aesthetics of flowers" and enhance the quality of life for our clientele.

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MISSION

RuernBoossaBa strives to lead the floral industry in innovation and sustainability. We are committed to:

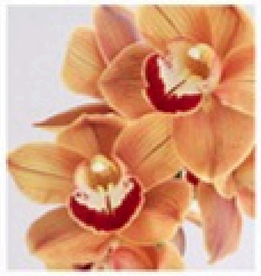
• Driving Innovation: Continuously researching and developing innovative products and services that benefit the floral industry and beyond. Pioneering new business models that foster a sustainable future.

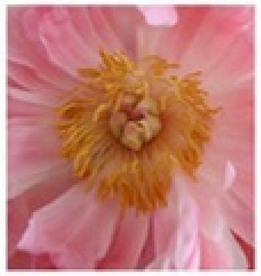
• Promoting Regenerative Agriculture: Collaborating with partners to develop and implement regenerative agricultural practices. This includes reducing environmental impact, minimizing chemical usage, improving soil health, and increasing biodiversity to ensure a thriving ecosystem.

• Building a Sustainable Value Chain: Fostering a sustainable value chain across all operations, from sourcing raw materials responsibly to delivering exceptional customer service. Partnering with suppliers who share our commitment to sustainability and ethical business practices.

• Engaging and Educating Communities: Implementing impactful educational programs on regenerative agriculture for our stakeholders, including customers, suppliers, employees, and the local community. These programs aim to raise awareness of RuernBoossaBa's ESG contributions and foster a collaborative approach to sustainable social change.

• Operating with Transparency and Accountability: Conducting all business operations with transparency, honesty, and accountability. Publishing regular ESG disclosures to inform stakeholders about our environmental, social, and governance performance.





MANAGING DIRECTOR'S STATEMENT

"RuernBoossaBa," a small-scale floral enterprise, recognizes the pressing global environmental challenges and believes that every sector plays a crucial role in driving change. We are delighted to contribute to building a regenerative business community by integrating the Sustainable Development Goals (SDGs) into every aspect of our operations, tailored to our specific context and capabilities.

This statement reflects RuernBoossaBa's commitment to aligning our business with the UN's Sustainable Development Goals. We have initiated this journey by integrating sustainability and social responsibility into our vision and mission, transforming our business into a regenerative floral model. This has led to the creation of "RuernBoossaBa's Blueprint for Tomorrow," our initial ESG strategy comprising 12 goals: four environmental, four social, and four governance goals. These 12 goals serve as our starting point, with 2024 as our baseline year aiming for achievement by 2027.

From awareness to understanding and practical implementation, RuernBoossaBa aims to contribute positively to society and the environment, both directly within our business community and stakeholders, and indirectly by fostering a deeper understanding of sustainable development in Thai society and globally. The transition to a regenerative business model requires collaboration from all stakeholders to develop and implement effective policies and practices. This will necessitate time and various contributing factors.

Although our steps may be small, we are committed to making a significant impact across all aspects of our business. Ultimately, we aim to set new standards for social and environmental stewardship, while simultaneously preserving our unique identity of delivering beauty and aesthetics to enhance the art of living.

Panitan Thongsatit
Managing Director, RuernBoossaBa

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Managing Director, RuernBoossaBa

BLUEPRINT FOR TOMORROW

RuernBoossaBa's Sustainability Journey. Regenerative Flower Business: Eco Elegance Pioneer

"At RuernBoossaBa, our Sustainability Development Goals are the foundation of our commitment for greener tomorrow. We integrate innovative, sustainable practices into the hearts of our operation, aspiring to set benchmarks in environmental stewardship while maintaining our dedication to aesthetic excellence."

RuernBoossaBa's blueprint is rooted in four core concepts:

1. Conscientious Connections

This concept focuses on developing strong customer relationships by educating them about sustainability through our products and services. It also involves building networks with like-minded communities and business partners who share our commitment to social and environmental responsibility.

2. Innovative Conservation Artistry

Here, we aim to develop flower arrangement techniques and select materials that optimize resource efficiency. Our products and service-related equipment are designed to minimize environmental impact.

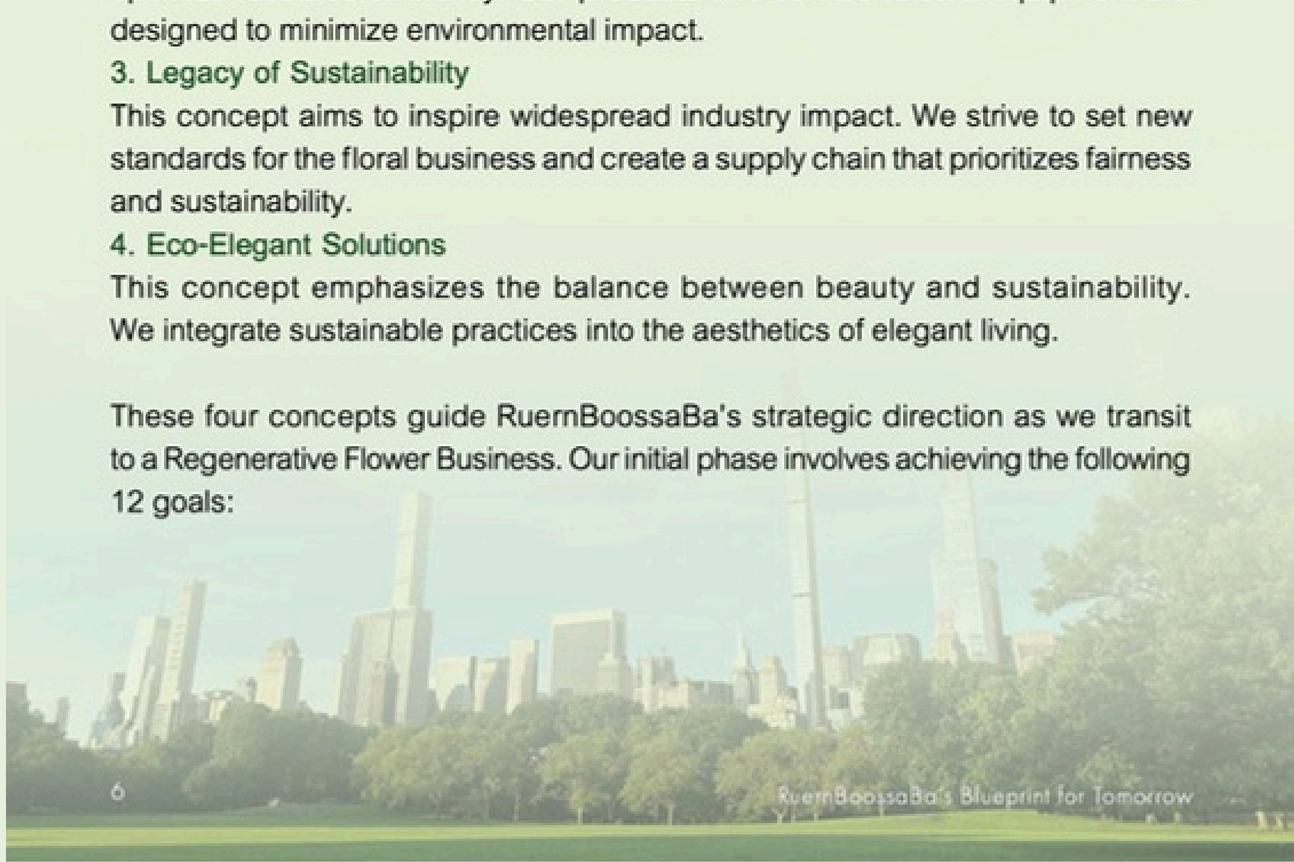
3. Legacy of Sustainability

This concept aims to inspire widespread industry impact. We strive to set new standards for the floral business and create a supply chain that prioritizes fairness and sustainability.

4. Eco-Elegant Solutions

This concept emphasizes the balance between beauty and sustainability. We integrate sustainable practices into the aesthetics of elegant living.

These four concepts guide RuernBoossaBa's strategic direction as we transit to a Regenerative Flower Business. Our initial phase involves achieving the following 12 goals:

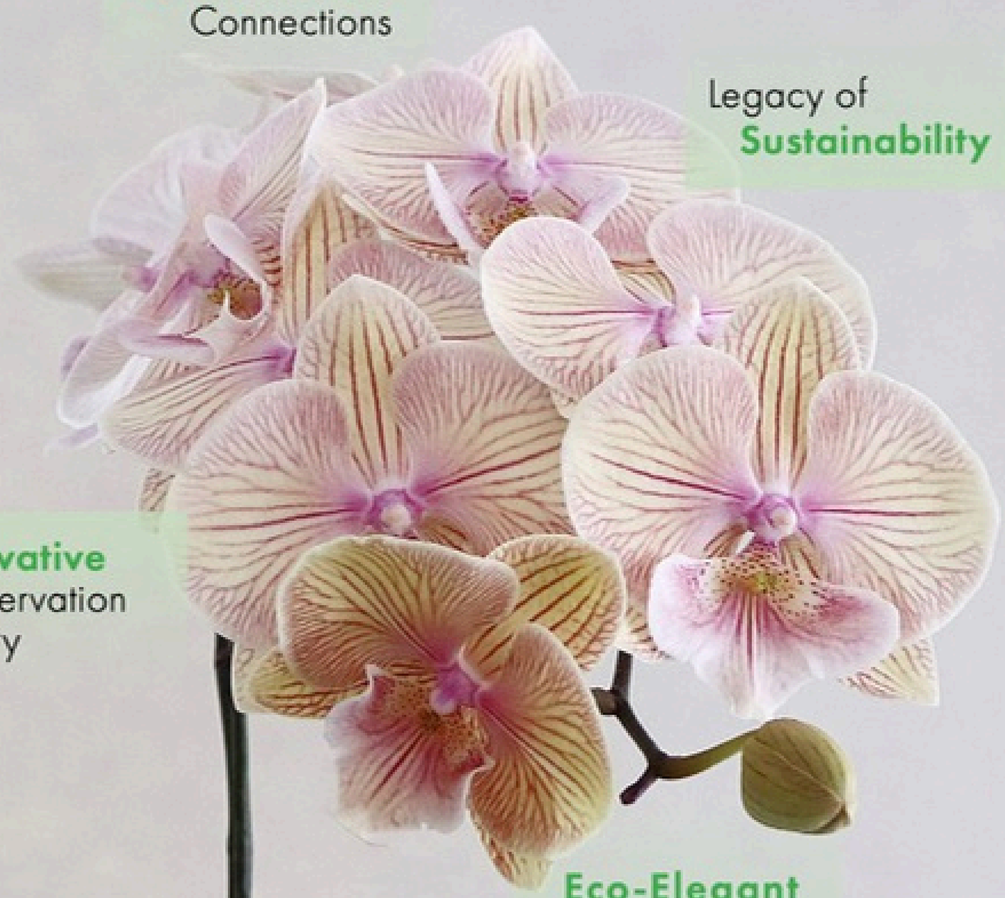


RUERNBOOSSABA'S ESG STRATEGY

With a vision for a sustainable future,
RuernBoossaBa has established four core principles:

Conscientious Connections

Legacy of **Sustainability**



Innovative Conservation Artistry

Eco-Elegant Solutions

These principles underpin our three-year regenerative flower business plan, which sets out 12 objectives, started from 2024 to be achieved by 2027.

ENVIRONMENTAL STRATEGY

Goal 1 Achieve a 50% sustainable sourcing.

Increase sustainable sourcing including flowers, packaging and containers from ESG certified suppliers from both domestic and international.

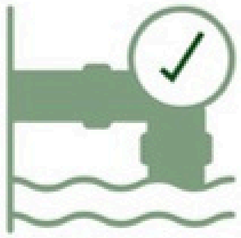
Goal 2 Transform 50% of waste into valuable soil conditioner/ fertilizer for municipalities.

Implemented a waste separation system and established 2024 as the baseline year for waste management.
By 2027, 50% of biodegradable waste will be used for producing soil conditioner/ fertilizer for the community.

From Biowaste to Valuable Soil conditioner.
(2024 Baseline)

Target 50% of our biowaste in 2027.

Performance. We started a waste separation system with annual record of biowaste average 300-350 kilograms per month.



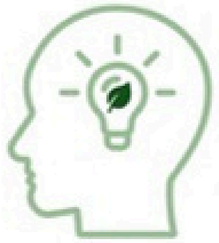
Goal 3 Treat 70% wastewater before disposal.

Install grease traps and switch to environmentally friendly cleaning agents.
Checking waste water quality regularly with an authorized agent.

Goal 4 Achieve 25% reduction in carbon emissions.

Promoting local flower production to match the quality of imports and decrease the carbon footprint associated with long-distance transportation.
Increase the use of alternative energy, such as electricity from solar panels, and transition to EV (Electric Vehicle) transportation.

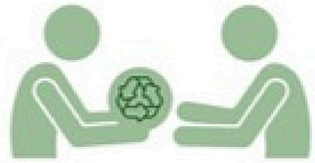
SOCIAL STRATEGY



Goal 5 Transform 50% of our product and service offerings to embody regenerative business principles.

By focusing on innovative designs that blend aesthetics and sustainability, we aim to enhance the customer experience while minimizing our environmental impact. We will achieve this through the use of diverse materials and meticulous attention to service details, all while promoting environmental awareness and a sustainable lifestyle.

Goal 6 Integrate communication methodology to share knowledge about regenerative business to at least 50% of customers in every sector.

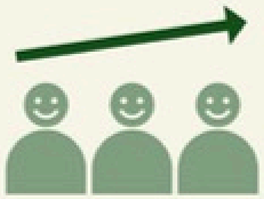


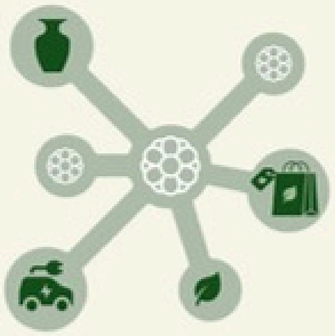
Share RuernBoossaBa's commitment to the 4Rs—Reduce, Reuse, Recycle, and Recover—with our customers.
Develop informative content on regenerative business practices to create impactful communication that fosters awareness and resonates with customers.
Establish a system for reuse and responsible waste management, including a take-back program for tubes and plastics to ensure proper recycling or disposal.

Goal 7 Improve employee welfare and promote well-being by

50%.

Pay attention to employee Diversity, Equity, and Inclusion (DEI).
Prioritize employee well-being, both physical and mental, alongside continuous employee development, such as providing monthly skills development opportunities and recreational activities to promote a balanced lifestyle.
Starting in 2025, launch initiatives to promote a positive and supportive work environment for employees, which will contribute to both improved performance and the long-term well-being of their careers, families, and the wider community.





Goal 8 Create a regenerative flower business community network. 50%

• Embarking on a sustainable journey by partnering with like-minded individuals and organizations who are committed to social and environmental responsibility. Curate a prioritized supplier group of flower growers who manage their farms in alignment with RuernBoossaBa's regenerative principles, emphasizing sustainable agricultural practices and fair labor standards. At least 50% of these key suppliers should commit to and implement ESG-aligned initiatives.

• Provide education and resources to other partners to foster trust and confidence in sustainable and ethical business practices. Ultimately, this will lead to a positive ESG impact.

GOVERNANCE STRATEGY

Goal 9 Ensure 50% compliance with ESG regulations and meet global standards.

In 2024, RuernBoossaBa achieved 50% score in the EcoVadis sustainability assessment, receiving a Commitment Badge. In 2025, we aim to improve our assessment results to 65% and continue developing our business to meet ESG global standards.

Goal 10

70%

enforce on stakeholders personal data protection and privacy (PDPA).

Develop a secure customer database system within the organization's cloud infrastructure, establishing clear access controls to ensure data security and enhance customer service.

Goal 11 Good governance organization policy and procedure transition. Partnering with eco-friendly suppliers and customers.

Dedicated to sustainable operations across our entire supply chain, we are committed to environmental stewardship, fair labor practices, and ethical procurement and ensuring that we partner with suppliers who share our values.

Goal 12 Implement fair trading in organic flowers and plant supply chains.

- 2024 marks the baseline year, during which RuernBoossaBa established its business code of conduct to guide the implementation of a 3-year ESG strategy aligned with the regenerative business model.
- In 2025 and beyond, RuernBoossaba will continue operating with environmental and social responsibility and sound governance, expanding positive impacts throughout the value chain, from farmers to end customers.
- Taking the lead in building partnerships and networks to connect the entire flower business supply chain—from farmers and customers to all stakeholders—ensuring fair and appropriate returns, and access to quality products and services at reasonable prices.

2024

BEST PRACTICES

COMMITTED ecovadis Sustainability Rating NOV 2024

Our 2024 EcoVadis assessment yielded 50% score together with a commitment badge, signaling our commitment to sustainability. Key initiatives include waste management policies, employee awareness programs, health and safety measures, and ethical business practices.

Sustainability Overview

Score Breakdown

Sustainability Performance

OUR SUSTAINABILITY TARGET

	2024	2025	2026	2027
Goal 1 Achieve a 50% sustainable sourcing.	5%	20%	35%	50%
Goal 2 Transform 50% of biodegradable waste into valuable soil conditioner/fertilizer for municipalities.	0%	20%	35%	50%
Goal 3 Treat 70% of wastewater from the production process before releasing it into the community's treatment system.	10%	30%	50%	70%
Goal 4 Achieve 25% reduction in carbon emissions.	5%	15%	20%	25%
Goal 5 Transform 50% of our product and service offerings to embody regenerative business principles.	20%	30%	40%	50%
Goal 6 Integrate communication methodology to share knowledge about regenerative business to at least 50% of customers in every sector.	0%	20%	35%	50%
Goal 7 Improve employee welfare and promote well-being by 50%.	20%	30%	40%	50%
Goal 8 Create a regenerative flower business community network. 50%	0%	15%	30%	50%
Goal 9 Ensure 50% compliance with ESG regulations and meet global standards.	50%	65%	75%	85%
Goal 10 70% enforce on stakeholders personal data protection and privacy (PDPA).	20%	40%	55%	70%
Goal 11 Good governance organization policy and procedure transition. Partnering with eco-friendly suppliers and customers.	0%	Start		
Goal 12 Implement fair trading in organic flowers and plant supply chains.	0%	Start		

RuernBoossaBa can be an example of
how a small enterprise could make a big difference,
proving that beauty and sustainability
could indeed bloom together.

RUERN BOOSSABA
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