



At present, our products are manufactured and internationally distributed to ASEAN countries and over 26 countries around the world. Our quality food and starch products are made from selected raw materials through our expertise in tapioca starch and starch related food products. Another most important thing is the consistency of the quality of starch products. We pay special attention to every single detail of the production and creation process right from the farm to the hand of the consumers. As one of the leading corporates in the agro-food industry, we place extreme importance on the uplift of quality and safety throughout the whole process. We commit and strive to continue developing our products for the best hygiene of consumers and everyone in the society through the collaboration with business partners, food institutes, and leading universities to develop new innovations in starch for sustainable leadership of our products in the market.

Organic Food and Healthy Food R&D

Innovations on Procedures, Products, and Services

Consumer health starts with the right nutrition. Thai Wah places great importance on innovations that promote consumer health and respond to the need of consumers of all ages. We have formulated a plan for social and environmental-friendly innovations to develop food that promotes health and healthiness, and have intended to offer new alternatives for consumers through the development of quality and safe products that are rich in nutrients and that meet the needs of each consumer group. The Company also commits to creating public understanding and knowledge about our products, with the goal to release products for consumers' better health and healthiness. The Company is committed to innovating healthier products for our customers and has dedicated 40% of our Group R&D Innovation Projects for the cause.

The Company always commits to introducing nutritious products to the market. In 2019, Thai Wah launched a number of new products that meet the consumers' health and wellness demand, i.e., **Double Dragon Balance (DD Balance)**, which will “balance everyday life” with its soft glutinous texture. This **gluten-free organic vermicelli** is filling and healthy, and is **100% naturally** made from premium grade mung beans. The product has also been certified by the Faculty of Medicine Ramathibodi Hospital, Mahidol University for its **low-GI value**, which is a preferred choice of food as it is slowly digested and absorbed, causing the slower and smaller rise in blood sugar levels.

Product Performance innovations focus to improve nutritional outcomes

	2019	2020
Number of consumer health and wellness products	0	3
Developed products that focus on health and wellness to new products (%)	0	50%



Double Dragon Crystal Ready (DD Ready), the ready-to-cook flat vermicelli with soft and springy texture and ≤1,400 milligrams of sodium, received the “Healthier Choice” nutritional logo from Nutritional Promotion Foundation under Mahidol University’s Institute of Nutrition under the instant food category. The delectable DD Ready is ready to serve all families with style and convenience. It comes in 2 flavors: Guangdong suki, and Korean-style Hotto yentafo.

Enhancing Quality and Food Safety

Thai Wah strives to raise employees' awareness on safety measure in every single production process with efficient traceability system and production validation through use of scientific methods and modern and standardized equipment. The Company's food manufacturing process is operated in accordance with HACCP and GMP management systems to ensure safety of our food products and comply with laws and regulations of both Thailand and partner countries on food safety.

The Company's internal control procedure has continuously been improved to ensure that related data and information be accurate, complete, and can be explicitly disclosed to concerned parties. We have a policy to manufacture high quality and standard products through adoption of efficient and modern technologies and product quality traceability system at all production stages, as a result of which the Company has been certified with ISO 9001: 2008, Good Manufacturing Practice (GMP), Hazard Analysis Critical Control Point (HACCP), KOSHER, BRC Global Standards (Grade AA), HALAL, and FSSC 2200.

Thai Wah also strives to maintain and develop our Total Quality Management (TQM) in a bid to produce quality products that are safe to consume. Priority has been placed on product research and development to meet the need of consumers for adequate access to food and healthy nutrition. Our laboratory capacity has been enhanced, and as a result, the Company has been certified with ISO/IEC 17025 from Ministry of Public Health.

In addition to taste, diversity, and convenience, worldwide consumer behavior trends also reflect priority on food quality and safety, especially nutritional food with safe production process. This is the challenge that the Company takes on in attempt to keep up with the changes, by way of constantly developing our products, controlling quality throughout the value chain, and instilling knowledge and awareness on good nutrition among the public. In addition, the Company is committed to maintaining and developing quality management systems throughout the organization to produce quality products and safe for consumption.

International Conference



Thai Wah took part in the 7th International Conference on Bio-Based Polymers (ICBP 2019), held by the Petroleum and Petrochemical College, Chulalongkorn University, under the topic "Bio-Based Polymers for Bio-Circular-Green Economy". The conference is aimed to expand and take forward knowledge on bioplastic (biodegradable plastics made from tapioca starch) development. The Company's participation in the conference demonstrated our commitment to mobilize circular economy through promoting bio-based materials for sustainable development.

Product and Service Labelling

The Company has been aware of the importance in accurately displaying product information and made it an obligation to attach the packages and/or labels of all Company's products with the information on nutrition, proper cooking instruction, and any other information that is in line with related laws, regulations, and international standards. This is in order for the consumers to get the most out the use of company products.

- In 2019, the Company's **"Double Dragon Balance"** dried bean vermicelli product has been certified Superior Taste Awards with iTQi 2 stars by Belgium's International Taste & Quality Institute and certified by the Faculty of Medicine Ramathibodi Hospital, Mahidol University that can help to keep blood sugar levels balanced (Low Glycemic Index) to the body. Besides, **"Double Dragon Crystal Ready"** ready-to-eat vermicelli product was certified by the **Healthier Choice certification** from the Nutrition Promotion Foundation under Mahidol University's Institute of Nutrition



Superior Taste Awards (2 stars) received from the International Taste Institute for international quality assurance of food and beverage.



"Healthier Choice" is a nutritional logo from Nutritional Promotion Foundation for nutritious and healthy products that enhance consumers' health and prevent NCDs.



Low Glycemic Index is a measure that ranks foods according to their effect on blood sugar levels. A low GI value is more slowly digested, absorbed and metabolized, and helps balance blood glucose.

The Company commits to produce quality, safe, and healthy products which are delivered on time to meet consumer's satisfaction. Quality and production control have been regularly implemented on par with the international standard. Customer satisfaction is our performance indicator based on which product quality and services are further improved and developed.

Brand Trust



• Marketing Communication and Customer Privacy

The Company believes that our mission is to create quality products with nutritional values through food quality analysis process in a bid to gain trust from our customers across the globe. In order to sustain our product leadership, we strive to continuously collaborate with regional business partners in R&D and development of different innovations.

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In 2019, customer's satisfaction on Thai Wah's starch products is at the average of 89.60%. Criteria used in the satisfaction rating are 1) products, 2) services, 3) prices, and 4) other suggestions. Customer satisfaction on the Company's food products is at the average of 84.00%. Criteria used in the satisfaction rating for the food products are: 1) product preference, 2) product quality, 3) packaging quality, 4) product delivery, 5) services and coordination, and 6) marketing activities. The Company's product satisfaction scores have been reported to the management every year for further product development.

The Company also maintains various communication channels with the customers, i.e., online communication, and loyalty program. All customer data will be kept strictly confidential in accordance with the Company's security policy.

Customer satisfaction scores

Starch Business

2018	85.67
2019	89.60
Target 2020	90

Food Business

2018	85
2019	84
Target 2020	87

Brand Awareness (Top of Mind)

Food Business

2018	40%* / 22%**
2019	40%* / 20%***
Target 2020	Maintain / Increase 2pt

Brand Penetration (Brand Share)

Food Business

2018	42%* / 32%**
2019	42%* / 31%***
Target 2020	Maintain / Increase 1pt

- * Double Kirin brand measure from U&A Food Operator Study by Market Support Research in 2017
- ** Double Dragon brand measure from U&A Consumer Study by Nielsen Research in 2016
- *** Double Dragon brand measure from U&A Consumer Study by Nielsen Research in 2019

