



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

BEAUTY COMMUNITY PUBLIC COMPANY LIMITED

Fiscal Year End 31 December 2024



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Group Structure and Operations

Group Structure and Operations

Business Overview and Policies (1.1)

Company Information (1.1.5)

Company Name : BEAUTY COMMUNITY PUBLIC COMPANY LIMITED

Symbol : BEAUTY

Address : 50/1-3 Soi Nuanchan 34 nuanchan Road, Nuanchan Subdistrict,
Buengkum District

Province : Bangkok

Postcode : 10230

Business : The Company is engaged in the retail distribution of cosmetics and skincare. Currently, BEAUTY's products are separated in 9 categories: 1.Make-up 2.Facial care 3.Body Hygiene 4. Body Care 5. Hair Care 6. Perfume 7. Beauty Drink &Food Supplement 8. Beauty Accessories and 9. Men's Care , under the following 6 concepts: (1) Beauty Buffet, (2) Beauty Cottage and (3) Made in Nature , to meet the needs of all client segments. Each concept has differences in field of product design, distribution channel and market positioning in order to meet the different demand of target customer and to build a range customer base covering all beauty products.

Registration Number : 010755000244

Telephone : 0-2946-0700-6

Fax (if applicable) : 0-2946-1571

Website : WWW.BEAUTYCOMMUNITY.CO.TH

Email : contact@beautycommunity.co.th

Total Shares Sold (shares)

Common Stock : 2,994,193,535

Preferred Stock : 0

Business Operations (1.2)

Revenue Structure (1.2.1)

By Product Line or Business Grouping

	2022	2023	2024
Total revenue from operations (Thousand baht)	365,458.44	440,966.53	435,802.17
Retail Shop (Thousand baht)	176,609.77	207,959.46	202,767.06
E-Commerce (Thousand baht)	30,690.91	38,953.01	42,738.38
Modern Trade (Thousand baht)	23,420.24	36,332.06	48,306.69
General Trade (Thousand baht)	4,480.60	5,410.37	10,650.78
Overseas (Thousand baht)	117,177.90	144,984.64	123,746.38
Other Income (Thousand baht)	13,079.02	7,326.99	7,592.87

	2022	2023	2024
Total revenue from operations (%)	100.00	100.00	100.00
Retail Shop (%)	48.33	47.16	46.53
E-Commerce (%)	8.40	8.83	9.81
Modern Trade (%)	6.41	8.24	11.08
General Trade (%)	1.23	1.23	2.44
Overseas (%)	32.06	32.88	28.40
Other Income (%)	3.58	1.66	1.74

By Geographical Area or Market

	2022	2023	2024
Total revenue from operations (Thousand baht)	365,458.44	440,966.53	435,802.17
Domestic (Thousand baht)	248,280.54	295,981.90	312,055.78
International (Thousand baht)	117,177.90	144,984.63	123,746.39

	2022	2023	2024
Total revenue from operations (%)	100.00	100.00	100.00
Domestic (%)	67.94	67.12	71.60
International (%)	32.06	32.88	28.40

Other income as specified in the financial statements

	2022	2023	2024
Total other income (Thousand baht)	0.00	0.00	0.00
Other income from operations (Thousand baht)	0.00	0.00	0.00
Other income not from operations (Thousand baht)	0.00	0.00	0.00

Information on Products and Services (1.2.2)**Product/Service Information and Business Innovation Development (1.2.2.1)**

Research and Development (R&D) Policy : No

(Unit : Thousand baht)	2022	2023	2024
R&D expenses in the past 3 years	0.00	0.00	0.00

Risk Management

Risk Management

Risk Factors (2.2)

Risk that might affect the company's business, including environmental, social and corporate governance issues (2.2.1)

Beauty Buffet Dependency Risk

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Volatility in the industry in which the company operates

Counterfeited Product Risk

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Competition risk

Manufacturers Dependence Risk

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Business operations of partners in the supply chain

Obsolete Inventory Risk

Risk Management Measures: Yes

Related Risk Topics

Operational Risk

- Inventory risk

Highly Competitive Industry Risk

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Competition risk

Risk from Termination of Operating Lease

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Reliance on large partners / distributors or few partners / distributors

Operational Risk

- Property lease agreement execution

Risk from Reliance on Computer System in Business

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Changes in technologies

Operational Risk

- Information security and cyber-attack

Exchange Rate Risk

Risk Management Measures: Yes

Related Risk Topics

Financial Risk

- Fluctuation in exchange rates, interest rates, or the inflation rate

Sustainable Development

Sustainable Development

Sustainability Management Policy and Targets (3.1)

Sustainability Management Policy and Targets

Corporate Sustainability Policy : No

Environmental Aspect (3.3)

Policy and Guideline on Environmental Aspect (3.3.1)

Environmental Policy and Practice : No

Results with Respect to the Environmental Aspect (3.3.2)

Energy management

- Electricity consumption

	2022	2023	2024
Total electricity consumption within the organization (Kilowatt-Hours)	0.00	0.00	0.00

Water management

- Water consumption

	2022	2023	2024
Total water withdrawal (Cubic meters)	0.00	0.00	0.00

Waste management

- Waste from operations

	2022	2023	2024
Total waste generated (Kilograms)	0.00	0.00	N/A

Greenhouse gas management

• Greenhouse gas emissions

	2022	2023	2024
Scope 1 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
Scope 2 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
Scope 3 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A
Total GHG emissions (Metric tonnes of carbon dioxide equivalent)	0.00	0.00	0.00

• Verification of greenhouse gas emissions over the past year

Third-party verification : No

Social Aspect (3.4)

Policy and Guideline on Social Aspect (3.4.1)

Human Rights Policy and Practice : Yes

Company human right guideline : Employee Rights, Consumer Rights, Community and Environment Rights, Safety and Occupational Health at Work, Non-discrimination

Results with Respect to the Social Aspect (3.4.2)

Information about employees

• Total number of employees

	2022	2023	2024
Number of male employees (Persons)	51	39	31
Number of female employees (Persons)	168	145	121
Total number of employees (Persons)	219	184	152

• Employee remuneration

	2022	2023	2024
Employee remuneration (baht)	77,559,315.73	74,319,091.49	66,591,287.08

• Employee development and training

	2022	2023	2024
Average employee training hours (Hours / Person / Year)	3.00	3.00	3.00
Employee development and training expenses (baht)	90,501.40	19,742.70	111,037.66

• Health, safety and work environment

	2022	2023	2024
Total number of lost time injury incidents by employees (Cases)	0	0	0

• **Employee retention**

	2022	2023	2024
Percentage of employees who voluntarily resigned (%)	43.38	48.91	34.21

• **Significant labor dispute**

	2022	2023	2024
Significant labor dispute	No	No	No

Corporate Governance Policy

Corporate Governance Policy

Overview of the Corporate Governance Policy and Guideline (6.1)

Corporate Governance Policy

Corporate Governance Policy : Yes

Policy and Guideline Related to the Board of Directors (6.1.1)

Policy and guideline related to the board of directors

Company policy and guideline : Nomination of Directors, Compensation, Independence of the Board of Directors, Director Development, Board Performance Evaluation

Code of Conduct (6.2)

Establishing a Code of Conduct

Establishing a Code of Conduct

Code of Conduct : Yes

Policy and Guideline related to the Code of Conduct

Company policy and guideline : Preventing of Conflicts of Interest, Anti-corruption

Corporate Governance Structure
and Significant Information Regarding
the Board of Directors, Subcommittees,
Management,
Employee and Other Information

Corporate Governance Structure and Significant Information Regarding the Board of Directors, Subcommittees, Management, Employee and Other Information

Board of Directors (7.2)

Composition of the board of directors (7.2.1)

	Number of persons	Percentage (%)
Total number of directors	7	100.00
Number of male directors	5	71.43
Number of female directors	2	28.57
Number of executive directors	2	28.57
Number of non-executive directors	5	71.43
Number of independent directors	3	42.86

Information on the board of directors and persons with authority to control the company (7.2.2)

List of directors

General information	Position	Date position was assumed	Experience and expertise
1. Mr. SUWIN KRAIBHUBES Gender: Male Age: 56 years old Highest level of education: Bachelor's degree Major: Medicine Thai nationality: Yes Residing in Thailand: Yes	Chairman of the board (Non-executive) Director type: Original director	23 Nov 2021	Change Management, Corporate Management, Data Analysis, Health Care Services, Governance/ Compliance

2.	<p>Ms. TANYAPON KRAIBHUBES</p> <p>Gender: Female</p> <p>Age: 55 years old</p> <p>Highest level of education: Bachelor's degree</p> <p>Major: Bachelor of Nursing Science Programme</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director (Executive)</p> <p>Director type: Original director</p>	19 Oct 2000	<p>Change Management, Risk Management, Corporate Management, Human Resource Management, Brand Management</p>
3.	<p>Col. ATTAPON SRISANGWARN</p> <p>Gender: Male</p> <p>Age: 58 years old</p> <p>Highest level of education: Bachelor's degree</p> <p>Major: Law</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director (Non-executive, Independent director)</p> <p>Director type: Original director</p>	22 Dec 2011	<p>Law, Change Management, Risk Management, Corporate Social Responsibility, Human Resource Management</p>
4.	<p>Mr. VIBOON POJANALAI</p> <p>Gender: Male</p> <p>Age: 48 years old</p> <p>Highest level of education: Master's degree</p> <p>Major: Accounting</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director (Non-executive, Independent director)</p> <p>Director type: Original director</p>	22 Dec 2011	<p>Change Management, Risk Management, Budgeting, Audit, Economics</p>
5.	<p>Ms. MONSOOTHATIP MALAUKCARANUN</p> <p>Gender: Female</p> <p>Age: 48 years old</p> <p>Highest level of education: Bachelor's degree</p> <p>Major: Bachelor of Science (Medical Technology)</p> <p>Thai nationality: Yes</p> <p>Residing in Thailand: Yes</p>	<p>Director (Executive)</p> <p>Director type: Original director</p>	30 Apr 2012	<p>Strategic Management, Data Management, Brand Management, Fashion, Corporate Social Responsibility</p>

6.	Mr. PEERAPONG KITIVESHPOKAWAT Gender: Male Age: 62 years old Highest level of education: Doctoral degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive) Director type: Original director	10 Nov 2017	Risk Management, Human Resource Management, Marketing, Sustainability, Economics
7.	Mr. VICHIT U-ON Gender: Male Age: 57 years old Highest level of education: Doctoral degree Major: Marketing Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Original director	11 Nov 2017	Brand Management, Marketing, Strategic Management, Digital Marketing, Economics

Other Information pertaining to committees

The Chairman is an independent director	: No
The Chairman and the manager are the same person	: No
The Chairman and the manager are members of the same family	: No
The company appoints at least one independent director to determine the agenda of the Board of Directors' meetings	: No

Sub-committees (7.3)

Information about sub-committees (7.3.2)

Audit Committee

List of audit committee members

General information	Position	Date position was assumed	Experience and expertise
1. Mr. VICHIT U-ON Gender: Male Age: 57 years old Highest level of education: Doctoral degree Major: Marketing Thai nationality: Yes Residing in Thailand: Yes	Chairman of the audit committee (Non-executive, Independent director) Director type: Original director	11 Nov 2017	Brand Management, Marketing, Strategic Management, Digital Marketing, Economics
2. Col. ATTAPON SRISANGWARN Gender: Male Age: 58 years old Highest level of education: Bachelor's degree Major: Law Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	22 Dec 2011	Law, Change Management, Risk Management, Corporate Social Responsibility, Human Resource Management
3. Mr. VIBOON POJANALAI [1] Gender: Male Age: 48 years old Highest level of education: Master's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	22 Dec 2011	Change Management, Risk Management, Budgeting, Audit, Economics

[1] A director with the accounting expertise needed to review financial statements

Executive Committee

List of executive committee members

General information	Position	Date position was assumed
1. Mr. Norarit Keetanon Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Information management system Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	1 Jan 2018
2. Ms. Netnapha Sae-lim Gender: Female Age: 52 years old Highest level of education: Bachelor's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	23 Nov 2021
3. Mrs. Daranee Pathetang Gender: Female Age: 45 years old Highest level of education: Master's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	23 Nov 2021
4. Ms. TANYAPON KRAIBHUBES Gender: Female Age: 55 years old Highest level of education: Bachelor's degree Major: Bachelor of Nursing Science Programme Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	25 Dec 2024

5.	Ms. Waree Wannakhrua Gender: Female Age: 46 years old Highest level of education: Bachelor's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	25 Dec 2024
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List of executive committee members who resigned/vacated their position during the year

General information	Position	Tenure	Replacement Director
1. Mr. PEERAPONG KITIVESHPOKAWAT Gender: Male Age: 62 years old Highest level of education: Doctoral degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	Date position was assumed: 1 Oct 2023 Date directorship ended: 25 Dec 2024	Ms. TANYAPON KRAIBHUBES Date position was assumed: 25 Dec 2024
2. Mr. PISAN THARAPHAT Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	Date position was assumed: 1 Oct 2023 Date directorship ended: 25 Dec 2024	No replacement director
3. Ms. Piyavadee Chutaprachakul Gender: Female Age: 45 years old Highest level of education: Master's degree Major: Marketing Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	Date position was assumed: 23 Nov 2021 Date directorship ended: 25 Dec 2024	Ms. Waree Wannakhrua Date position was assumed: 25 Dec 2024

Other sub-committees

Sub-committees information

Name of sub-committees	List of directors	Position
Risk Management Committee	Col. ATTAPON SRISANGWARN	Chairman
	Mr. VIBOON POJANALAI	Member
	Mr. SUWIN KRAIBHUBES	Member
	Mr. PEERAPONG KITIVESHPOKAWAT	Member
	Mr. Norarit Keetanon	Member
Nomination and Compensation Committee	Mr. VICHIT U-ON	Chairman
	Mr. VIBOON POJANALAI	Member
	Mr. SUWIN KRAIBHUBES	Member

Roles of Sub-committees

Sub-committees responsible for risk management : Risk Management Committee

Sub-committees responsible for nomination : Nomination and Compensation Committee

Sub-committees responsible for remuneration : Nomination and Compensation Committee

Sub-committees responsible for corporate governance : None

Sub-committees responsible for corporate sustainability development : None

Executives (7.4)

List and positions of the executive (7.4.1)

The four highest-ranking executives

General information	Position	Date position was assumed	Experience and expertise
1. Mr. Norarit Keetanon Gender: Male Age: 53 years old Highest level of education: Master's degree Major: Information management system	Executive Committee	1 Jan 2018	Information & Communication Technology, IT Management, Data Management, Strategic Management, Risk Management
2. Ms. Netnapha Sae-lim [1][2] Gender: Female Age: 52 years old Highest level of education: Bachelor's degree Major: Accounting	Executive Committee	23 Nov 2021	Accounting, Finance, Human Resource Management, Internal Control, Budgeting
3. Mrs. Daranee Pathetang Gender: Female Age: 45 years old Highest level of education: Master's degree Major: Management	Executive Committee	23 Nov 2021	Finance & Securities, Law, Human Resource Management, Data Analysis, Strategic Management
4. Ms. TANYAPON KRAIBHUBES Gender: Female Age: 55 years old Highest level of education: Bachelor's degree Major: Bachelor of Nursing Science Programme	Managing Director	25 Dec 2024	Change Management, Risk Management, Corporate Management, Human Resource Management, Brand Management

[1] Highest responsibility in accounting and finance

[2] Directly responsible for financial account supervision

Employees (7.5)

Information about company employees

Employees

Number of male employees (persons)	: 31
Number of female employees (persons)	: 121
Total number of employees (persons)	: 152

Employee Remuneration

Total employee remuneration	: 66,591,287.08
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Provident fund

Total number of employees (persons)	: 152
Number of employees contributing to the PVD (persons)	: 86
Percentage of employees who are members (%)	: 56.58

Performance Report on Corporate Governance

Performance Report on Corporate Governance

Summary of Director Performance (8.1)

Selection, development, and evaluation of duty performance of the Board of Directors (8.1.1)

Development of directors over the past year

List of directors	Position	Participated in director development program
Mr. SUWIN KRAIBHUBES	Chairman of the board	Non-participating
Ms. TANYAPON KRAIBHUBES	Director	Non-participating
Col. ATTAPON SRISANGWARN	Director	Non-participating
Mr. VIBOON POJANALAI	Director	Non-participating
Ms. MONSOOTHATIP MALAUKCARANUN	Director	Non-participating
Mr. PEERAPONG KITIVESHPOKAWAT	Director	Non-participating
Mr. VICHIT U-ON	Director	Non-participating

Meeting attendance and remuneration to each Board member (8.1.2)

Meeting attendance of the board of directors

Number of board meetings (times) : 5

Date of AGM meeting : 25 Apr 2024

EGM meeting : No

List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1. Mr. SUWIN KRAIBHUBES (Chairman of the board)	-	5/5	Participating	Did not hold the meeting

2.	Ms. TANYAPON KRAIBHUBES (Director)	-	4/5	Non-participating	Did not hold the meeting
3.	Col. ATTAPON SRISANGWARN (Director)	-	5/5	Participating	Did not hold the meeting
4.	Mr. VIBOON POJANALAI (Director)	-	5/5	Participating	Did not hold the meeting
5.	Ms. MONSOOTHATIP MALAUKARANUN (Director)	-	4/5	Participating	Did not hold the meeting
6.	Mr. PEERAPONG KITIVESHPOKAWAT (Director)	-	5/5	Participating	Did not hold the meeting
7.	Mr. VICHIT U-ON (Director)	-	5/5	Participating	Did not hold the meeting

Remuneration for company directors

	List of directors	Termination date	Meeting allowance (baht)	Other monetary remuneration (baht)	Other non- monetary
1.	Mr. SUWIN KRAIBHUBES (Chairman of the board)	-	96,625.00	0.00	No
2.	Ms. TANYAPON KRAIBHUBES (Director)	-	57,976.00	0.00	No
3.	Col. ATTAPON SRISANGWARN (Director)	-	72,470.00	0.00	No
4.	Mr. VIBOON POJANALAI (Director)	-	72,470.00	0.00	No
5.	Ms. MONSOOTHATIP MALAUKARANUN (Director)	-	57,976.00	0.00	No
6.	Mr. PEERAPONG KITIVESHPOKAWAT (Director)	-	0.00	0.00	No
7.	Mr. VICHIT U-ON (Director)	-	72,470.00	0.00	No

Report on the Audit Committee's Performance for the Past Year (8.2)

Report on the audit committee's performance for the past year

Meeting attendance of audit committee

Number of Audit committee meetings (times) : 4

List of directors		Termination date	Number of the audit committee meeting
1.	Mr. VICHIT U-ON (Chairman of the audit committee)	-	4/4
2.	Col. ATTAPON SRISANGWARN (Audit committee)	-	4/4
3.	Mr. VIBOON POJANALAI (Audit committee)	-	4/4