



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

BEAUTY COMMUNITY PUBLIC COMPANY LIMITED

Fiscal Year End 31 December 2022



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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*

	2020	2021	2022
Total (Thousand baht)	786,833.60	411,819.15	365,458.44
Retail Shop (Thousand baht)	407,367.66	166,798.49	176,609.77
E-Commerce (Thousand baht)	34,923.54	44,850.21	30,690.91
Modern Trade (Thousand baht)	35,428.43	16,532.23	23,420.24
General Trade (Thousand baht)	9,218.68	9,597.95	4,480.60
Overseas (Thousand baht)	286,918.88	159,706.42	117,177.90
Other Income (Thousand baht)	12,976.41	14,333.85	13,079.02

	2020	2021	2022
Total (%)	100.00	100.00	100.00
Retail Shop (%)	51.77	40.50	48.33
E-Commerce (%)	4.44	10.89	8.40
Modern Trade (%)	4.50	4.01	6.41
General Trade (%)	1.17	2.33	1.23
Overseas (%)	36.47	38.78	32.06
Other Income (%)	1.65	3.48	3.58

By Geographical Area or Market*

	2020	2021	2022
Total (Thousand baht)	786,833.60	411,819.15	365,458.44
Domestic (Thousand baht)	499,914.72	252,110.00	248,280.54

International (Thousand baht)	286,918.88	159,709.15	117,177.90
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	2020	2021	2022
Total (%)	100.00	100.00	100.00
Domestic (%)	63.53	61.22	67.94
International (%)	36.47	38.78	32.06

*Excluding the profit margins in the associated companies

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)	2020	2021	2022
R&D expenses in the past 3 years	0.00	0.00	0.00

Risk Management

Risk Management

Risk Factors (2.2)

Risk to Securities Holder (2.2.2)

Business Risk

Risk Management Measures: Yes

Related Risk Topics

- Other

Sustainable Development

Sustainable Development

Sustainability Management Policy and Targets (3.1)

Sustainability Management Policy and Targets

Corporate Sustainability Policy : Yes

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)

Greenhouse gas management

• Greenhouse gas emissions

	2020	2021	2022
GHG emission target	N/A	N/A	N/A
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 (Tons of carbon dioxide equivalents)	N/A	N/A	N/A

• 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 : No

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

	2020	2021	2022
Number of male employees (persons)	75	52	51
Number of female employees (persons)	375	186	168
Total (persons)	450	238	219

• Employee remuneration

	2020	2021	2022
Employee remuneration (baht)	N/A	N/A	77,559,315.73

• Employee development and training

	2020	2021	2022
Average training hours of employees (hour / person / year)	3	3	3
Employee development and training expenses (baht)	69,367.82	64,547.66	36,877.61

• Health, safety and work environment

	2020	2021	2022
Number of employee work injuries leading to employee absence (times)	0	0	0

• **Employee retention**

	2020	2021	2022
Percentage of employees who voluntarily resigned (%)	N/A	N/A	43.38

• **Significant labor dispute**

	2020	2021	2022
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	1	14.29
Number of non-executive directors	6	85.71
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: 54 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	Strategic Management, Data Management, Change Management, Risk Management, Human Resource Management, Corporate Management, IT Management, Brand Management, Project Management, Data Analysis, Design, Health Care Services, Governance/ Compliance, Leadership, Fashion

2.	Mrs. TANYAPON KRAIBHUBES Gender: Female Age: 53 years old Highest level of education: Bachelor's degree Major: Bachelor of Nursing Science Programme Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive) Director type: Original director	19 Oct 2000	Change Management, Risk Management, Corporate Management, Human Resource Management, Brand Management, Marketing, Negotiation, Finance, Accounting, Fashion
3.	Col. ATTAPON SRISANGWARN Gender: Male Age: 56 years old Highest level of education: Bachelor's degree Major: Law Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Original director	22 Dec 2011	Law, Change Management, Risk Management, Corporate Management, Corporate Social Responsibility, Human Resource Management
4.	Mr. VIBOON POJANALAI Gender: Male Age: 46 years old Highest level of education: Master's degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Original director	22 Dec 2011	Strategic Management, Data Management, Change Management, Risk Management, Corporate Management, Budgeting, Audit, Data Analysis, Internal Control, Governance/ Compliance, Economics
5.	Mrs. MONSOOTHATIP MALAUKCARANUN Gender: Female Age: 46 years old Highest level of education: Bachelor's degree Major: Bachelor of Science (Medical Technology) Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive) Director type: Original director	30 Apr 2012	Strategic Management, Data Management, Change Management, Human Resource Management, Corporate Management, Brand Management, Leadership, Fashion, Corporate Social Responsibility

6.	Mr. PEERAPONG KITIVESHPOKAWAT Gender: Male Age: 60 years old Highest level of education: Doctoral degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Director (Executive) Director type: Original director	10 Nov 2017	Strategic Management, Data Management, Change Management, Risk Management, Human Resource Management, Corporate Management, Brand Management, Project Management, Budgeting, Marketing, Data Analysis, Design, Negotiation, Sustainability, Leadership, Economics
7.	Mr. VICHIT U-ON Gender: Male Age: 55 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	Change Management, Risk Management, Corporate Management, Brand Management, Project Management, Marketing, Strategic Management, Digital Marketing, Leadership, Economics, Fashion

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: 55 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	Change Management, Risk Management, Corporate Management, Brand Management, Project Management, Marketing, Strategic Management, Digital Marketing, Leadership, Economics, Fashion
2. Col. ATTAPON SRISANGWARN Gender: Male Age: 56 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 Management, Corporate Social Responsibility, Human Resource Management
3. Mr. VIBOON POJANALAI [1] Gender: Male Age: 46 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	Strategic Management, Data Management, Change Management, Risk Management, Corporate Management, Budgeting, Audit, Data Analysis, Internal Control, Governance/ Compliance, 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. PEERAPONG KITIVESHPOKAWAT Gender: Male Age: 60 years old Highest level of education: Doctoral degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	1 Jan 2018
2. Mr. Norarit Keetanon Gender: Male Age: 51 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
3. Ms. Netnapha Sae-lim Gender: Female Age: 50 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
4. Mrs. Daranee Pathetang Gender: Female Age: 43 years old Highest level of education: Bachelor's degree Major: Economics Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	23 Nov 2021

5.	Ms. Piyavadee Chutaprachakul Gender: Female Age: 43 years old Highest level of education: Master's degree Major: Marketing Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	23 Nov 2021
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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. Chaowarat Tantiparanisong Gender: Male Age: 50 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: 24 Feb 2022 Date directorship ended: 1 Nov 2022	No replacement director

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
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: 51 years old Highest level of education: Master's degree Major: Information management system	Information technology Director	20 Mar 2017	Electronic Components, Information & Communication Technology, Sustainability, IT Management, Data Management, Data Analysis, Statistics, Strategic Management, Risk Management, Change Management, Audit
2. Ms. Netnapha Sae-lim [1][2] Gender: Female Age: 50 years old Highest level of education: Bachelor's degree Major: Accounting	Finance Director	1 May 2021	Banking, Finance & Securities, Accounting, Finance, Corporate Social Responsibility, Human Resource Management, Sustainability, Data Management, Data Analysis, Statistics, Change Management, Leadership, Internal Control, Audit, Budgeting

3.	Mrs. Daranee Pathetang Gender: Female Age: 43 years old Highest level of education: Bachelor's degree Major: Economics	Support Director	1 Oct 2022	Economics, Finance & Securities, Packaging, Transportation & Logistics, Law, Corporate Social Responsibility, Human Resource Management, Sustainability, Procurement, Fund Management, Data Management, Data Analysis, Negotiation, Project Management, Corporate Management, Change Management, Leadership, Strategic Management, Risk Management, Governance/ Compliance
4.	Ms. Piyavadee Chutaprachakul Gender: Female Age: 43 years old Highest level of education: Master's degree Major: Marketing	sales Director	1 Mar 2019	Economics, Fashion, Marketing, Data Management, Data Analysis, Digital Marketing, Brand Management, Project Management, Change Management, Leadership, Strategic Management, Risk Management

[1] Highest responsibility in accounting and finance

[2] Directly responsible for financial account supervision

Remuneration policy for executives (7.4.2 – 7.4.3)

Remuneration policy for executives

Remuneration policy for executives : Yes

Remuneration

	2020	2021	2022
Total executive remuneration (baht)	18,436,596.50	16,234,560.75	10,458,709.07

Other forms of remuneration

Employee Stock Ownership Plan (ESOP) : No

Employee Joint Investment Program (EJIP) : No

Employees (7.5)

Information about company employees

Employees

Number of male employees (persons) : 51

Number of female employees (persons) : 168

Total (persons) : 219

Employee Remuneration

Total employee remuneration : 77,559,315.73

Provident fund

Total number of employees (persons) : 219

Number of employees contributing to the PVD (persons) : 95

Percentage of employees who are members (%) : 43.38

Other Significant Information (7.6)

Other significant information

Assigned persons

- Person assigned to take direct responsibility for accounting oversight

General information	Email	Telephone
1. Ms. NETNAPHA SAE-LIM	netnapha.sae@beautycommunity.co.th	02-9460700-6

- Company secretary

General information	Email	Telephone
1. Mrs. DARANEE PATHETANG	daranee@beautycommunity.co.th	089-6166058

- Head of internal audit

General information	Email	Telephone
1. Ms. Netnapha Sae-lim	netnapha.sae@beautycommunity.co.th	02-9460700-6

- Head of compliance unit

General information	Email	Telephone
1. Mr. Sutee Tanwanichkul	sutee.t@iasignature.co.th	02 0795449

• Head of investor relations

General information	Email	Telephone
1. Mrs. DARANEE PATHETANG	daranee@beautycommunity.co.th	089-6166058

Company's auditor

Company	Names and general information of auditors	Audit fee (baht)	Other non-audit fees (baht)
1. DIA INTERNATIONAL AUDITING COMPANY LIMITED	1. Mrs. Suvimol Krittayakiern Email: center_dai@hotmail.com Telephone: 02-2595300 ต่อ 42 2. Mr. Wiroj Sajjathamnukul Email: center_dia@hotmail.com Telephone: 02-2595300 ต่อ 42 3. Ms. Kamolnat Krittayakiern Email: center_dai@hotmail.com Telephone: 02-2595300 ต่อ 42 4. Mr. Nopparoeck Pissanuwong Email: center_dai@hotmail.com Telephone: 02-2595300 ต่อ 42	1,260,000.00	-

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
Mrs. TANYAPON KRAIBHUBES	Director	Non-participating
Col. ATTAPON SRISANGWARN	Director	Non-participating
Mr. VIBOON POJANALAI	Director	Non-participating
Mrs. MONSOOTHATIP MALAUKCARANUN	Director	Non-participating
Mr. PEERAPONG KITIVESHPOKAWAT	Director	Non-participating
Mr. VICHIT U-ON	Director	Non-participating

Directors' performance assessment

Method used to evaluate directors' performance : Whole-board-of-directors assessment

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 : 27 Apr 2022

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.	Mrs. TANYAPON KRAIBHUBES (Director)	-	5/5	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.	Mrs. MONSOOTHATIP MALAUKCARANUN (Director)	-	5/5	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	N/A	Yes
2.	Mrs. TANYAPON KRAIBHUBES (Director)	-	74,745.00	N/A	No
3.	Col. ATTAPON SRISANGWARN (Director)	-	74,745.00	N/A	No
4.	Mr. VIBOON POJANALAI (Director)	-	74,745.00	N/A	No
5.	Mrs. MONSOOTHATIP MALAUKCARANUN (Director)	-	74,745.00	N/A	No
6.	Mr. PEERAPONG KITIVESHPOKAWAT (Director)	-	0.00	N/A	No
7.	Mr. VICHIT U-ON (Director)	-	74,745.00	N/A	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