



Annual Registration Statement / Annual Report

Form 56-1 One Report

(Structured Data Report)

SUCCESSMORE BEING PUBLIC COMPANY LIMITED

Fiscal Year End 31 December 2022



Table of Contents

	Page
Business Operations and Performance	
Group Structure and Operations	1
Risk Management	4
Sustainable Development	6
Corporate Governance	
Corporate Governance Policy	10
Corporate Governance Structure and Significant Information Regarding the Board of Directors, Subcommittees, Management, Employee and Other Information	11
Performance Report on Corporate Governance	22

Group Structure and Operations

Group Structure and Operations

Business Overview and Policies (1.1)

Company Information (1.1.5)

Company Name : SUCCESSMORE BEING PUBLIC COMPANY LIMITED

Symbol : SCM

Address : 10/1-2 Ratchadapisek Road, Chatuchak Sub-District,
Chatuchak District

Province : Bangkok

Postcode : 10900

Business : Distributing and selling consumer products through its Multi-level Marketing (MLM) network. It can be divided into 3 main businesses: (1) network business to distribute food supplement products and consumer products in Thailand and foreign country (2) consulting services about Multi-level Marketing and organized seminars , and (3) product development and manufacturing businesses.

Registration Number : 0107562000041

Telephone : 0-2511-5955

Fax (if applicable) : 0-2511-5944

Website : <http://www.successmore.com>

Email : info.ir@successmore.com

Total Shares Sold (shares)

Common Stock : 600,000,000

Preferred Stock : 0

Business Operations (1.2)

Revenue Structure (1.2.1)

By Product Line or Business Grouping*

	2020	2021	2022
Total (Thousand baht)	1,029,798.00	1,283,614.00	1,180,562.00
Income from selling products through businessmen (Thousand baht)	876,320.00	1,112,200.00	1,058,120.00
2) Income from selling products through product distributors (Thousand baht)	81,020.00	80,290.00	60,410.00
Other income (Thousand baht)	72,458.00	91,124.00	62,032.00

	2020	2021	2022
Total (%)	100.00	100.00	100.00
Income from selling products through businessmen (%)	85.10	86.65	89.63
2) Income from selling products through product distributors (%)	7.87	6.25	5.12
Other income (%)	7.04	7.10	5.25

By Geographical Area or Market*

	2020	2021	2022
Total (Thousand baht)	1,029,798.00	1,283,614.00	1,180,562.00
Domestic (Thousand baht)	912,844.00	1,152,131.00	1,095,565.00
International (Thousand baht)	116,954.00	131,483.00	84,997.00
Myanmar (Thousand baht)	59,318.00	5,105.00	36,147.00
Cambodia (Thousand baht)	34,528.00	86,123.00	25,057.00
Singapore (Thousand baht)	12,034.00	20,058.00	10,666.00
Malaysia (Thousand baht)	3,034.00	14,751.00	8,320.00

Laos (Thousand baht)	7,367.00	4,943.00	4,780.00
Vietnam (Thousand baht)	673.00	503.00	27.00

	2020	2021	2022
Total (%)	100.00	100.00	100.00
Domestic (%)	88.64	89.76	92.80
International (%)	11.36	10.24	7.20
Myanmar (%)	50.72	3.88	42.53
Cambodia (%)	29.52	65.50	29.48
Singapore (%)	10.29	15.26	12.55
Malaysia (%)	2.59	11.22	9.79
Laos (%)	6.30	3.76	5.62
Vietnam (%)	0.58	0.38	0.03

*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	N/A	N/A	N/A

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)

Risk Factors for the Company's Business Operation

Risk Management Measures: Yes

Related Risk Topics

Strategic Risk

- Behavior or needs of customers / consumers
- Policies or international agreements related to business operations
- Business operations of partners in the supply chain
- Reliance on large customers or few customers
- Reliance on large partners / distributors or few partners / distributors
- Damage to company image and reputation
- Other

Operational Risk

- Reliance on employees in key positions
- Product obsolescence
- Information security and cyber-attack
- Loss or damage from non-compliance of partners or counterparties

Financial Risk

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

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 : Yes

URL of environmental policy and practice : <https://investor.successmore.com/storage/downloads/corporate-policy/20190925-scm-csr-policy-th.pdf>

Company environmental guideline : Electricity Management, Water Management, Waste Management

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, Child Labor, 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)	61	73	86
Number of female employees (persons)	111	106	120
Total (persons)	172	179	206

• Employee remuneration

	2020	2021	2022
Employee remuneration (baht)	62,968,095.00	75,208,858.00	76,927,880.00

• Employee development and training

	2020	2021	2022
Average training hours of employees (hour / person / year)	6	9	7
Employee development and training expenses (baht)	27,572.00	26,733.00	160,698.00

• 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 (%)	41.28	24.58	15.05

• **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

Company website on corporate governance policy : <https://investor.successmore.com/storage/downloads/corporate-policy/20220517-scm-corporate-governance-policy-th.pdf>

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, Corporate Governance of Subsidiaries and Associated Companies

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, Preventing the Misuse of Inside Information, Anti-corruption, Whistleblowing

**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	4	57.14

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. NARONGRIT TAVORNVISITPORN Gender: Male Age: 70 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Chairman of the board (Non-executive, Independent director) Director type: Original director	20 Feb 2019	Data Management, Engineering

2.	Mr. SITTHAWEE KRIATCHAWANUN Gender: Male Age: 57 years old Highest level of education: Master's degree Major: Medicine Thai nationality: Yes Residing in Thailand: Yes	Vice Chairman (Executive) Director type: Original director	20 Feb 2019	Personal Products & Pharmaceuticals, Health Care Services
3.	Mr. NOPPAKRIT NITHILERTVIJIT Gender: Male Age: 58 years old Highest level of education: Master's degree Major: Finance Thai nationality: Yes Residing in Thailand: Yes	Vice Chairman (Executive) Director type: Original director	20 Feb 2019	Personal Products & Pharmaceuticals, Commerce, Marketing, Finance, Accounting, Data Analysis, Data Management, Digital Marketing, Negotiation, Leadership, Strategic Management
4.	Ms. KAMONTHIP KRIATCHAWANUN Gender: Female Age: 55 years old Highest level of education: Bachelor's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive) Director type: Original director	20 Feb 2019	Personal Products & Pharmaceuticals, Marketing
5.	Ms. KANYARAT SANORAN Gender: Female Age: 42 years old Highest level of education: Doctoral degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Director (Non-executive, Independent director) Director type: Original director	20 Feb 2019	Accounting, Finance, Data Analysis, Audit

6.	Mr. SAHASAK SRISARNPARNK	Director	20 Feb 2019	Law
	Gender: Male	(Non-executive,		
	Age: 60 years old	Independent director)		
	Highest level of education:			
	Master's degree	Director type: Original		
	Major: Law	director		
	Thai nationality: Yes			
	Residing in Thailand: Yes			
7.	Mr. WIJIT TECHAKASEM	Director	20 Feb 2019	Economics, Data Management,
	Gender: Male	(Non-executive,		Data Analysis, Corporate
	Age: 59 years old	Independent director)		Management
	Highest level of education:			
	Doctoral degree	Director type: Original		
	Major: Economics	director		
	Thai nationality: Yes			
	Residing in Thailand: Yes			

Other Information pertaining to committees

The Chairman is an independent director : Yes

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 : Yes

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.	Ms. KANYARAT SANORAN [1] Gender: Female Age: 42 years old Highest level of education: Doctoral degree Major: Accounting Thai nationality: Yes Residing in Thailand: Yes	Chairman of the audit committee (Non-executive, Independent director) Director type: Original director	20 Feb 2019	Accounting, Finance, Data Analysis, Audit
2.	Mr. NARONGRIT TAVORNVISITPORN Gender: Male Age: 70 years old Highest level of education: Master's degree Major: Business Administration Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	22 Nov 2018	Data Management, Engineering
3.	Mr. SAHASAK SRISARNPARNK Gender: Male Age: 60 years old Highest level of education: Master's degree Major: Law Thai nationality: Yes Residing in Thailand: Yes	Audit committee (Non-executive, Independent director) Director type: Original director	22 Nov 2018	Law

[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. SITTHAWEE KRIATCHAWANUN Gender: Male Age: 57 years old Highest level of education: Master's degree Major: Medicine Thai nationality: Yes Residing in Thailand: Yes	Chairman of the executive committee	1 Apr 2019
2. Mr. NOPPAKRIT NITHILERTVIJIT Gender: Male Age: 58 years old Highest level of education: Master's degree Major: Finance Thai nationality: Yes Residing in Thailand: Yes	Vice-chairman of the executive committee	1 Apr 2019
3. Mr. Nitchakul Kongphawitthakul Gender: Male Age: 42 years old Highest level of education: Master's degree Major: Management Thai nationality: Yes Residing in Thailand: Yes	Member of the executive committee	12 Nov 2020

Other sub-committees

Sub-committees information

Name of sub-committees	List of directors	Position
Nomination and Remuneration Committee	Mr. SAHASAK SRISARNPARNK	Chairman
	Ms. KANYARAT SANORAN	Member
	Mr. NOPPAKRIT NITHILERTVIJIT	Member

Risk Management Committee	Mr. NOPPAKRIT NITHILERTVIJIT	Chairman
	Ms. KANYARAT SANORAN	Member
	Mr. WIJIT TECHAKASEM	Member
Corporate Governance and Sustainability Committee	Mr. NARONGRIT TAVORNVISITPORN	Chairman
	Mr. SITTHAWEE KRIATCHAWANUN	Member
	Mr. NOPPAKRIT NITHILERTVIJIT	Member
	Ms. KANYARAT SANORAN	Member
	Mr. SAHASAK SRISARNPARNK	Member
	Mr. WIJIT TECHAKASEM	Member
	Ms. KAMONTHIP KRIATCHAWANUN	Member

Roles of Sub-committees

Sub-committees responsible for risk management	: Risk Management Committee
Sub-committees responsible for nomination	: Nomination and Remuneration Committee
Sub-committees responsible for remuneration	: Nomination and Remuneration Committee
Sub-committees responsible for corporate governance	: Corporate Governance and Sustainability Committee
Sub-committees responsible for corporate sustainability development	: Corporate Governance and Sustainability Committee

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. SITTHAWEE KRIATCHAWANUN Gender: Male Age: 57 years old Highest level of education: Master's degree Major: Medicine	CHAIRMAN OF THE EXECUTIVE COMMITTEE	20 Feb 2019	Personal Products & Pharmaceuticals, Health Care Services
2. Mr. NOPPAKRIT NITHILERTVIJIT Gender: Male Age: 58 years old Highest level of education: Master's degree Major: Finance	CHIEF EXECUTIVE OFFICER	20 Feb 2019	Personal Products & Pharmaceuticals, Commerce, Marketing, Finance, Accounting, Data Analysis, Data Management, Digital Marketing, Negotiation, Leadership, Strategic Management
3. Mr. Nitchakul Kongphawitthakul Gender: Male Age: 42 years old Highest level of education: Master's degree Major: Management	Chief People & Governance Officer	1 Jun 2021	Human Resource Management, Corporate Management
4. Mr. Suchart Thanathitiphan [1] Gender: Male Age: 42 years old Highest level of education: Master's degree Major: Economics	Chief Financial Officer (CFO)	1 Mar 2022	Economics, Finance & Securities, Accounting, Finance, Fund Management, Data Analysis
5. Ms. Sangsupavee Sompisonpavee [2] Gender: Female Age: 39 years old Highest level of education: Bachelor's degree Major: Accounting	Chief Operating Officer (Acting) and Senior Accounting Manager	1 May 2022	Accounting

6.	Ms. Thitimaporn Pinthong Gender: Female Age: 41 years old Highest level of education: Bachelor's degree Major: Management	Chief Sales Officer (Acting) and Senior Sales Manager	17 Oct 2022	Personal Products & Pharmaceuticals, Commerce, Information & Communication Technology
7.	Ms. Natchaya Smithseree Gender: Female Age: 33 years old Highest level of education: Master's degree Major: Business Administration	Chief Marketing Officer (Acting) and Senior Marketing Manager	17 Oct 2022	Marketing
8.	Ms. Channutcha Kaewsuphahirun Gender: Female Age: 39 years old Highest level of education: Bachelor's degree Major: Economics	Financial Manager	18 Jul 2019	Economics, Finance

[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 : No

Remuneration

	2020	2021	2022
Total executive remuneration (baht)	21,420,000.00	34,150,000.00	20,790,000.00

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) : 86

Number of female employees (persons) : 120

Total (persons) : 206

Employee Remuneration

Total employee remuneration : 76,927,880.00

Provident fund

Total number of employees (persons) : 206

Number of employees contributing to the PVD (persons) : 184

Percentage of employees who are members (%) : 89.32

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. Sangsupavee Sompisonpavee	sangsupavee.S@successmore.com	088-893-5966

- Company secretary

General information	Email	Telephone
1. Mrs. Tharika Thannakornwat	tharika.t@successmore.com	095-554-2454

- Head of internal audit

General information	Email	Telephone
1. Mr. Sirisak Manitkunacarn	Bee.isbar@gmail.com	081-823-3198

- Head of compliance unit

General information	Email	Telephone
1. Mr. Amarin Sutat Na Ayutthaya	amarin@successmore.com	085-998-8226

• Head of investor relations

General information	Email	Telephone
1. Mrs. Tharika Thannakornwat	tharika.t@successmore.com	095-554-2454

Company's auditor

Company	Names and general information of auditors	Audit fee (baht)	Other non-audit fees (baht)
1. DELOITTE TOUCHE TOHMATSU JAIYOS AUDIT COMPANY LIMITED	1. Mr. Wanlop Wilaivorawit Email: wvilaivaravit@deloitte.com Telephone: 02-034-0000 2. Ms. Chantira Chantrachaichote Email: jjuntrachaichoat@deloitte.com Telephone: 02-034-0000 3. Ms. Sopapan Sapthiprattana Email: ssaptipayarattana@deloitte.com Telephone: 02-034-0000 4. Mr. Nanthawat Samruanhan Email: nsumraunhant@deloitte.com Telephone: 02-034-0000	3,650,000.00	-

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. NARONGRIT TAVORNVISITPORN	Chairman of the board	Participating
Mr. SITTHAWEE KRIATCHAWANUN	Vice Chairman	Participating
Mr. NOPPAKRIT NITHILERTVIJIT	Vice Chairman	Participating
Ms. KAMONTHIP KRIATCHAWANUN	Director	Non-participating
Ms. KANYARAT SANORAN	Director	Participating
Mr. SAHASAK SRISARNPARNK	Director	Non-participating
Mr. WIJIT TECHAKASEM	Director	Participating

Directors' performance assessment

Method used to evaluate directors' performance : Whole-board-of-directors assessment, Individual-director assessment (self-assessment)

Meeting attendance and remuneration to each Board member (8.1.2)

Meeting attendance of the board of directors

Number of board meetings (times) : 4

Date of AGM meeting : 26 Apr 2022

EGM meeting : No

	List of directors	Termination date	Number of Board Meeting	AGM meetings	EGM meetings
1.	Mr. NARONGRIT TAVORNVISITPORN (Chairman of the board)	-	4/4	Participating	Did not hold the meeting
2.	Mr. SITTHAWEE KRIATCHAWANUN (Vice Chairman)	-	4/4	Participating	Did not hold the meeting
3.	Mr. NOPPAKRIT NITHILERTVIJIT (Vice Chairman)	-	3/4	Participating	Did not hold the meeting
4.	Ms. KAMONTHIP KRIATCHAWANUN (Director)	-	4/4	Participating	Did not hold the meeting
5.	Ms. KANYARAT SANORAN (Director)	-	4/4	Participating	Did not hold the meeting
6.	Mr. SAHASAK SRISARNPARNK (Director)	-	4/4	Non-participating	Did not hold the meeting
7.	Mr. WIJIT TECHAKASEM (Director)	-	4/4	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. NARONGRIT TAVORNVISITPORN (Chairman of the board)	-	100,000.00	420,000.00	No
2.	Mr. SITTHAWEE KRIATCHAWANUN (Vice Chairman)	-	48,000.00	336,000.00	No
3.	Mr. NOPPAKRIT NITHILERTVIJIT (Vice Chairman)	-	81,000.00	336,000.00	No
4.	Ms. KAMONTHIP KRIATCHAWANUN (Director)	-	48,000.00	336,000.00	No
5.	Ms. KANYARAT SANORAN (Director)	-	138,000.00	336,000.00	No
6.	Mr. SAHASAK SRISARNPARNK (Director)	-	113,000.00	336,000.00	No
7.	Mr. WIJIT TECHAKASEM (Director)	-	68,000.00	336,000.00	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.	Ms. KANYARAT SANORAN (Chairman of the audit committee)	-	4/4
2.	Mr. NARONGRIT TAVORNVISITPORN (Audit committee)	-	4/4
3.	Mr. SAHASAK SRISARNPARNK (Audit committee)	-	4/4