

Siam Cement Group (SCG) was founded under the Royal Decree of His Majesty King Rama VI in 1913 to meet the needs of Thailand's growing economy, establishing and participating in new industries as technology and market demand warranted. At present, SCG has 5 core businesses focused in Cement, Paper, Chemicals, Building Materials, and Distribution.

Vision of SCG

Our vision is that by the year 2015, SCG will be well recognized as an innovative workplace of choice, and a role model in corporate governance as well as sustainable development.

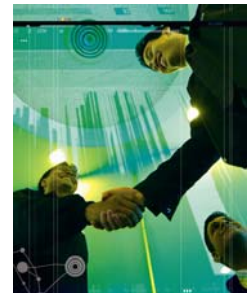
By 2015, we see SCG as a regional market leader, contributing to the sustainable progress of ASEAN and the local communities where SCG operates. Through SCG's world-class business practices, we are committed to creating value for our customers, employees, and all stakeholders. We will constantly ensure that our operational excellence, technology development and innovation will allow us to provide quality products and services in order to enhance the quality of life for all.

Growth Strategies for Sustainable Development

- **Go Regional: Striding towards becoming a leader in the ASEAN region**

SCG has a policy of expanding its investment in core businesses overseas. The emphasis is on the ASEAN region, which has a vast potential for long-term economic growth.

With the goal of becoming a leading ASEAN conglomerate, SCG continues to invest in key projects within the region to further enhance its competitiveness. SCG has taken clear and careful steps in expanding its business overseas. The Group has also implemented a rigorous systematic risk management to handle operational and financial risks that conform to the laws and regulations of the country.



- **High Value-Added Products and Services: Crating innovations to add value to products and services**



SCG has made it a policy that all business units place a strong emphasis on the R&D of products, services, processes, and business models by means of R&D activities through R&D Centers in 4 business units; **Product and Technology Development Center - Paper Business**, **SCI Research and Innovation Co., Ltd. (SRI) - Cement Business**, **Research and Technology Office - Chemicals Business**, and **Innovation and Technology Office - Building Materials Business**, and **1 Corporate Technology Office**

The drive for innovations has produced an incessant stream of high value-added products. Example include **Green Read**, the innovative eyesight-friendly paper, and **Pimai Series**, the ceramic tile that bears a striking resemblance to natural sandstone but is durable and easy to maintain. Added to this is **PE 100** plastic resins for large high-pressure piping with no residue or odor.

Employees are keys to success

Our people have always been the driving force behind the business success of SCG. We considers our employee an integral art of business that deserves proper caring, competitive compensation, development as well as challenging jobs and career opportunity. SCG also boosts exchanging and sharing of knowledge among employees to create mutual relationship and networking of knowledge and professionalism for benefit of the business. As one of SCG core values "Belief in Values of the Individual", we firmly believes that leveraging the employees' capabilities, raising their quality of life, and creating a strong bond of engagement will develop our employees to be the driving force that strengthen our stature. This will result in the sustainable growth of SCG and our people.