

Long-Term Incentives for Employees



In addition to providing fair and equitable remuneration and benefits to all employees, C.P. Group’s subsidiaries also offer long-term incentive programs which have been designed to align employees’ interests with the company’s long-term success. These programs aim to motivate employees to contribute to sustained growth and profitability, enhance retention, encourage focus on future performance, and foster a sense of ownership and commitment, ultimately driving higher engagement and productivity.

For example, CPALL Public Company Limited, a subsidiaries in Retail and Distribution Business, offers a long-term incentive program that includes two performance-based models for employees below senior management:

1. Performance Shares: Stock options
2. Performance-Based Cash: Long-term cash incentives

Types	Dimension	KPI
Business Performance	Profitability	<ul style="list-style-type: none"> •Return on Asset (ROA) •Return on Equity (ROE)
Sustainability Performance	Environmental	Energy Efficiency (Reduction) -25% vs BAU” by 2030
	Social	Stakeholder Engagement >80% by 2030
	Governance	The Company’s corporate governance rating is at excellence (by an internationally recognized institute)

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CPALL has Long-Term Incentives for Employee (LTIs) program to employee by providing special cash bonuses, the program is designed to retain and attract talented employees, enhance the sense of ownership, and motivate them to continue working towards the company's goals in the long term.

Since 2021, the company established Key Performance Indicators (KPIs) and targets linked to special bonuses to balance business success with sustainability (ESG). The program lasts for 5 years, and employee performance will be assessed annually against specific targets.

The special bonuses related to performance-based compensation for non-senior employees can range from 0% to 180% based on various factors such as sales, number of branches, customer satisfaction, employee engagement, corporate image, and achievement of long-term company goals.