



From Imagination... to Real Dishes!  
***Unveiling the Story Behind  
How KCG  
Drives Innovation  
You Can Truly Taste***

Amid evolving consumer behaviors and intensifying competition in the food industry, **INNOVATION** has become a critical strategic lever - enabling differentiation, operational efficiency, cost optimization, and long-term sustainable growth. As a leading provider of butter, cheese, biscuits, and imported Western food products, **KCG Corporation Public Company Limited (KCG)** is committed to making innovation a core driver of its business. This strategic focus is in response to increasingly diverse consumer behaviors, the rise of niche market demands, and growing trends toward health-conscious and sustainable consumption.

What truly distinguishes KCG's innovation is its holistic approach - one that goes beyond simply launching **new products**. It reflects **a shift in mindset and organizational thinking**, aimed at creating value in all dimensions: for customers, employees, business partners, and society at large - with sustainability at its core. In this edition of our E-Newsletter, we invite you to explore the story behind KCG's innovation journey - a strategic path toward becoming a fully-fledged **"INNOVATIVE COMPANY"** in the near future.



## 5 Strategic Pillars Toward Becoming an *“Innovative Company”*

To realize its vision of becoming a truly innovative organization, KCG has developed a comprehensive innovation strategy anchored in five core pillars. These pillars are designed to drive the company forward as an Innovative Company equipped to meet the demands of a rapidly evolving food industry.



**Innovative Products**



**New Product Developments**



**Open Innovation**



**Digital Transformation**



**Innovation Culture**





## Innovative Products

KCG is committed to developing products that are in step with global trends, catering to modern lifestyles that prioritize health, convenience, and sustainability. KCG's goal is to create products that are not only **GOOD FOR CONSUMERS** but also **GOOD FOR THE PLANET**. Key examples include:



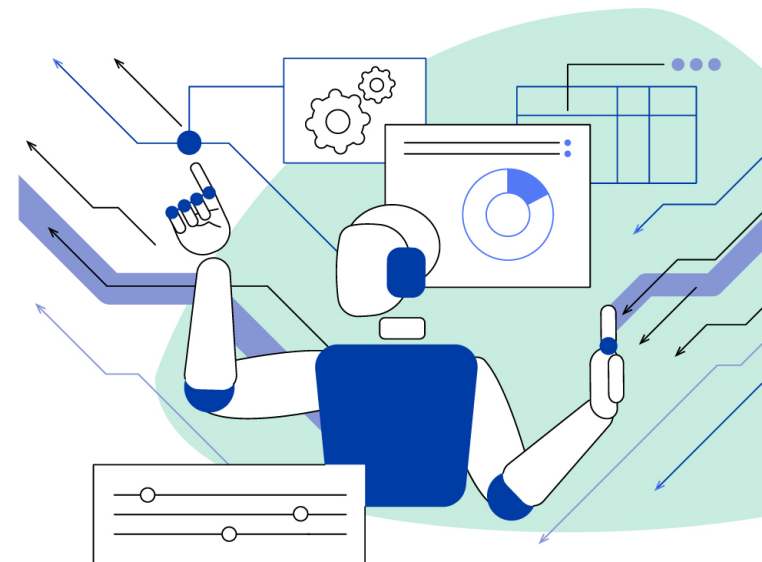
### Dairygold 2 Cheese Slices

Thailand's first twin-slice cheese pack, designed for single-meal consumption - convenient, accessible, and affordable. This innovation addresses the needs of younger consumers while also reducing food waste.



### Dairygold x MILKANA Cheese Lolly

One of the healthy dairy-based snack products, transforming ordinary cheese into a fun and tasty Cheese Snack. Experience real, full-flavored cheese in a brand-new way - as a cheese lollipop! Preservative-free and perfect as a wholesome snack for everyone in the family.



### Imperial Edible Cookie Cup

A coffee cup made entirely from high-quality cookie ingredients - developed from visually imperfect cookies that still maintain full flavor and nutritional value. This eco-friendly alternative helps reduce reliance on single-use cups and supports sustainable food waste management.



Scan the QR Code  
to watch the product video.

Dairygold  
2 Cheese Slices



Scan the QR Code  
to watch the product video.

Dairygold x MILKANA  
Cheese Lolly





## New Product Developments

KCG has implemented a tailored new product development strategy that aligns with the needs of specific customer segments. By combining its deep industry expertise with innovation and emerging market opportunities, KCG has established a comprehensive FOOD BUSINESS SUPPORT SYSTEM - a holistic solution that integrates product development, R&D innovation, and food business consulting into a seamless One-Stop Service. A key feature of this approach is Menu Creation, where KCG co-develops new product solutions with its B2B clients. This collaborative process ensures that each product not only meets the functional needs of the customer but also retains their brand identity and uniqueness with precision and efficiency. To support this strategy, KCG is fully equipped through its KCG Excellence Center, which serves as a hub for research and innovation. The center houses dedicated specialists in dairy product development, enabling continuous product innovation, quality enhancement, and customized menu creation - all tailored to meet evolving market demands and consumer preferences.





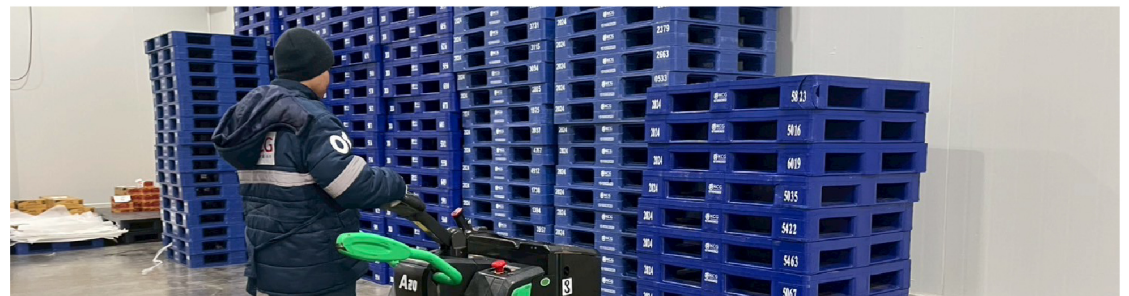
## Open Innovation

Beyond internal innovation efforts, KCG actively pursues open innovation by fostering collaborative partnerships with external stakeholders. The company maintains an open approach to working alongside business partners-including customers and suppliers-academic institutions, government agencies, and innovation networks. These collaborations focus on jointly developing and sourcing new raw materials, packaging solutions, and services. Additionally, KCG engages in brand collaborations to create synergies that elevate consumer quality of life while enhancing the company's competitive edge in the marketplace.

### **Open Innovation Showcase Example**

#### **"Sustainable Pallet ESG for the Future" Project**

The company collaborates with partners to develop 100% recyclable plastic pallets, specifically designed to meet the needs of the food industry. These pallets are built to withstand extreme temperatures and reinforced with steel structures to enhance load-bearing performance and minimize damage during use. Once a pallet reaches the end of its lifecycle, it is sorted and recycled to produce new pallets, creating a circular material flow. This sustainable approach helps reduce plastic waste and adds long-term value to the company.







# Digital Transformation

KCG places great emphasis on optimizing business processes to achieve maximum efficiency, alongside integrating advanced technologies to enhance accuracy, reduce complexity, and minimize errors. This strategic focus ensures high levels of customer satisfaction and supports the company's business expansion plans.

In the production domain, KCG is accelerating the adoption of automation technologies to boost operational efficiency, lower costs, and improve product quality. These efforts are aligned with the company's commitment to sustainability, driving continuous progress toward environmentally responsible manufacturing practices.

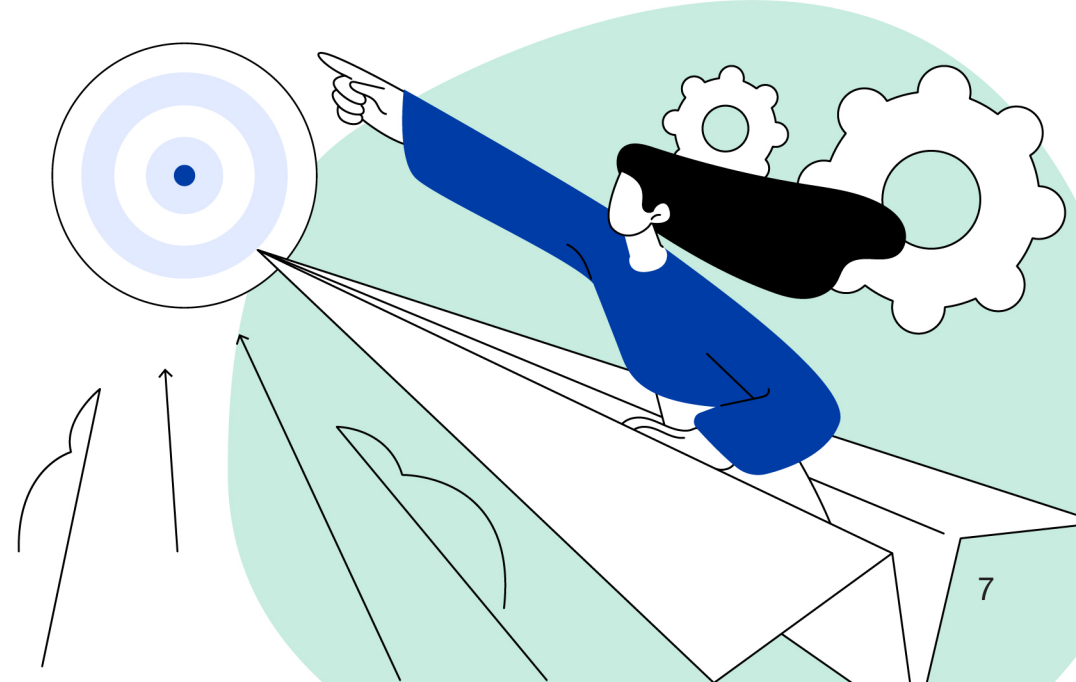




## Innovation Culture

“**INNOVATION**” is embedded in the DNA of every KCG team member. We create every menu and product with imagination, courage, and a committed heart. KCG has cultivated a culture of creativity through the **KCG Innovation Contest**, held continuously for over 7 years since 2016. This key platform empowers employees to present innovative ideas and creative solutions across four areas: Product, Service, Process, and Business Model. The initiatives focus on generating economic value for the organization while leveraging technology and emphasizing sustainability. This contest is a vital mechanism to inspire employees to think creatively and actively contribute to driving the company forward with tangible and sustainable innovations.

\*with a pause during the COVID-19 pandemic.







## Innovation Culture

"I believe that all of us have potential and interesting ideas. The KCG Innovation Contest is a great opportunity for everyone to share and develop these ideas into reality - turning them into practical applications that create the greatest value and continuously drive our organization to become a true innovation-driven company."

**Damrongchai Vipawatanakul**  
Chief Executive Officer / Managing Director

"It's a platform for all employees to showcase new ideas and create innovations - whether in products, processes, services, or business models. It's also a great opportunity to learn from other projects, gaining insights that can be applied to one's own work or serve as inspiration for future creative development."

**Suwapat Srijunthongsiri**  
Employees Involved in the Project



## From Imagination... To Real Dishes!

### Innovative Creations from KCG's Innovation Contest

These are creative outcomes that KCG has further developed and expanded based on ideas generated through the KCG Innovation Contest and innovation management.

## Product Innovation

Developing new products or improving existing ones to meet customer needs and create a distinct competitive advantage.



### Dairygold MIXX Cheese

A new flavor product combining mozzarella and cheddar cheese with 2 slices per pack, featuring a unique recipe exclusive to the DAIRYGOLD brand. This product offers a smooth and balanced taste, presented in innovative vertical packaging that optimizes shelf space. With high-quality ingredients, delicious flavor, distinctive appearance, and attractive packaging, it appeals to cheese lovers of all ages at an affordable price point.



### Imperial Danish Style Butter Cookies Less Sugar Formula

A new formula designed for health-conscious consumers, with 35% less sugar but maintaining the beloved sweet taste. Renowned worldwide for its delicious flavor and delightful texture, this product has received overwhelming positive feedback and continues to impress customers globally.



Scan the QR Code  
to watch the product video.

Imperial Danish Style  
Butter Cookies Less Sugar Formula



## Process Innovation

Improving work processes or production methods to enhance efficiency, reduce costs, and elevate quality—all while maintaining a strong commitment to environmental responsibility.

### **Machinery Efficiency Improvement**

The production process and certain machinery were upgraded to increase the output capacity of 5-kilogram butter from the original 2,000 kilograms per hour to 2,200, 2,500, and eventually 2,700 kilograms per hour, respectively. This enhancement not only boosts production efficiency but also reduces the cost per unit, significantly strengthening the competitive edge of our butter and margarine product lines in the market.

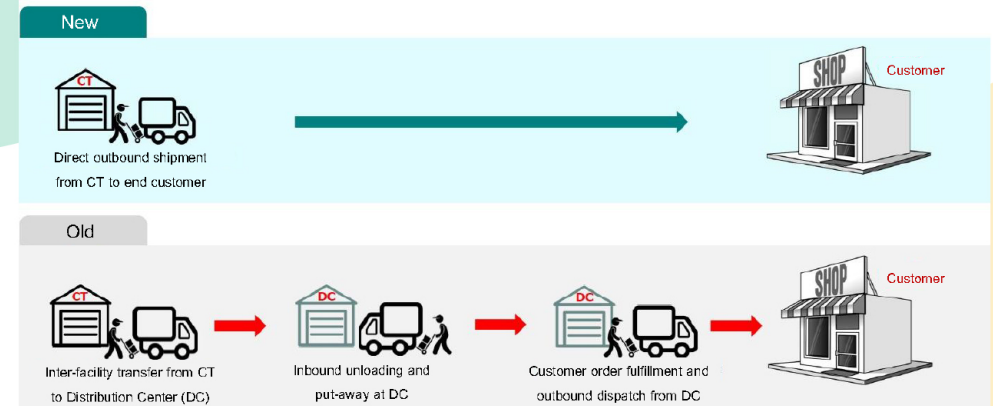


## Service Innovation

Enhancing Services and Customer Experience for Greater Convenience and Speed

### **Enhancing Centralized Logistics Efficiency**

The optimization of logistics from the central hub has helped shorten delivery distances and improve distribution efficiency to provinces with high customer potential. This initiative has led to a 1.05% reduction in transportation cost per sales revenue. Additionally, the increased storage capacity at distribution centers enables greater support for business expansion and sales growth, while contributing to the reduction of greenhouse gas emissions.



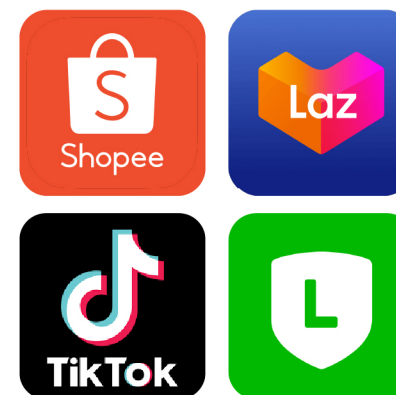
# Business Model Innovation

Transforming or creating new business models to increase revenue opportunities and expand market reach.



## Festive Return Hamper

Transforming the traditional New Year gift hamper into a product that's both heartwarming and eco-friendly by using **100% biodegradable paper materials**. These hampers can be resold or recycled, significantly reducing waste and environmental impact.



## Development of Online Sales Channels

KCG actively sells its products through multiple leading platforms such as Shopee, Lazada, Freshket, TikTok, and LINE. The company also executes effective online marketing strategies to increase reach and brand awareness among target customers. These efforts include social media advertising, Search Engine Optimization (SEO), influencer marketing, live streaming sales, as well as special promotions and joint campaigns with partners on various e-commerce platforms.



## ***The Next Step... “Innovative Company”***

To demonstrate its commitment and determination to continuously develop organizational innovation, KCG participated in the 2025 SET Awards: Best Innovative Company Awards, organized by the Stock Exchange of Thailand. This initiative aims to elevate business standards and showcase KCG’s leadership in innovation within the Thai capital market. The company’s participation reflects its dedication to driving sustainable and transparent innovation under strong corporate governance principles.

At the same time, KCG remains steadfast in delivering valuable innovations that not only enhance consumers’ quality of life but also promote environmental friendliness-contributing to a better society and a healthier planet for the long term.

***“Every dish crafted by KCG blends innovative creativity  
with meaningful value that truly lasts.”***

Join us in our journey to create sustainability for our world and society  
and stay tuned for more inspiring stories about  
KCG’s journey towards sustainability in other dimensions...



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