

Thailand Sustainability Report 2022



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CEO message



At our company, we believe that doing well and doing good are not mutually exclusive. We recognize that our success is intertwined with the well-being of the society around us. As such, we are committed to using our resources and expertise to create social and environmental value alongside our business growth.

In 2022, our company celebrated our 10 years of presence in Thailand. At the same time, we have faced the unprecedented social and economic challenges of our time. As we strive for business sustainability, we are aware that our work has the potential to create a positive impact. Thus, we are committed to:

- Combating climate change
- Promoting digital inclusion
- Empowering our people
- Building trust and good governance

As you will read in the following pages, we have refined and consolidated our Corporate Social Responsibility and Sustainability initiatives around the principles of Sustainable Development Goals (SDGs). Through this approach, we aim to measure our impact and track our progress while continuing to push ourselves to do more.

Our 10th anniversary in Thailand serves as a reminder of the impact we have made and the work that still lies ahead. We continue to commit to our mission of using technology to better the lives of consumers, empower Thai SMEs, and create positive impact in Thailand.

We are grateful for the support of our customers, employees and partners over the past decade. We are excited to build on our successes and continue to innovate and create positive changes in the years ahead.

Maneerut Anulomsombut

Chief Executive Officer
of Sea (Thailand)



Our business

Sea is a leading global consumer internet company founded in Singapore in 2009. Our mission is to better the lives of consumers and small businesses with technology. We operate three core businesses across digital entertainment, e-commerce, as well as digital financial services, known as Garena, Shopee, and SeaMoney, respectively.

In Thailand, our business started with the gaming industry known as “Garena Online (Thailand)” in 2012. Two years later, we expanded our business into digital financial services and e-commerce; being the first market in the group to launch digital financial services and eventually launched our e-commerce service known as Shopee in 2015.



Leading global online games developer and publisher

Established in 2009, Garena is a leading online games developer and publisher with a global footprint across more than 130 markets.

Garena is the developer and publisher of Free Fire, a popular mobile battle royale game. Free Fire was the most downloaded mobile game globally in 2019, 2020 and 2021. It was also the highest grossing mobile game in Southeast Asia and Latin America in 2021.

Garena also exclusively licenses and publishes games from global partners. In addition, Garena is a leading esports organizer, hosting esports events around the world that range from local tournaments to some of the most viewed professional esports competitions globally.



The region's e-commerce destination of choice

Launched in 2015, Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. Shopee offers a wider product assortment, supported by integrated payments and seamless fulfillment. Shopee commits to helping brands and sellers succeed in e-commerce, and is highly tailored for each market in which it operates.

Shopee is consistently ranked the top app in the Shopping category in Southeast Asia, Taiwan and Brazil in terms of monthly active users and total time spent in app. Shopee was also the most downloaded app globally in the Shopping category in 2021.



Leading digital financial services provider in Southeast Asia

Established in 2014, SeaMoney is a leading digital financial services provider in Southeast Asia.

SeaMoney's offerings include offline and online mobile wallet services, payment processing, credit, and related digital financial services. These services and products are offered in various markets in Southeast Asia under ShopeePay, SpayLater, SeaBank and other digital financial services brands.

Supporting the UN Sustainable Development Goals

We see the UN Sustainable Development goals (SDGs) as an essential framework for guiding our work. These frameworks provide us with a roadmap for addressing social and environmental issues, helping us identify areas where we can make the most difference.

The selection was derived from an assessment of the needs deriving from the pressing issues in our markets, among stakeholders and where our capabilities have the potential to deliver the greatest impact.



Our approach

This report outlines the approach taken by our company to deliver our Corporate Social Responsibility and Sustainability impact.

Our approach involves utilizing our technical expertise, funding and strategic partnerships to ensure effectiveness and efficiency in delivering a meaningful and lasting impact on the communities we serve.

Technical expertise

Our company has a team of experts in digital entertainment, e-commerce and digital financial services. These experts share their technical knowledge to design and implement our projects that are tailored to support the specific needs of our stakeholders.



Funding

We allocate funding to address immediate crises such as disaster relief, public health and community well-being, and stimulate social-driven projects that align with our values and social mission.



Strategic partnerships

We work with partners including government agencies, the private sector, non-profit organizations and social enterprises to leverage our resources and expertise. These partnerships enable us to reach a wider audience and have a greater impact on the communities we serve.



Impact at a glance

This page demonstrates our highlight achievements and progress in building a more sustainable future.

Combating climate change

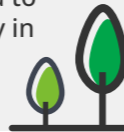
1,700 KG

of packaging were collected for recycling and upcycling



1000+

trees were planted to improve air quality in Bangkok and Nan



117K+

people gained new knowledge about environmental issues through exhibitions

THB 13M+

income generated in sustainable products' categories under the "Shop Green with Shopee" campaign

Empowering our people

42K

hours of employees training

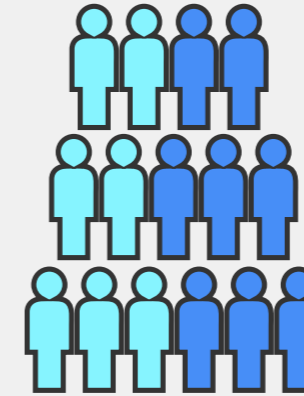


Shopee received a 'Top 50 Employers' award and Inspiring Brand Awards*

Promoting digital inclusion

10M+

people enhanced their digital skills by accessing online resources under the 10 in 10 Initiative*



100+

laptops donated to support students' educational journeys beyond Covid-19



Building trust and good governance



Placing a great emphasis on the protection of privacy and data across all of our business

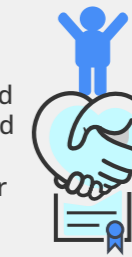


Updated local PDPA training rules and regulations to all employees

Gaming for education

500+

teachers applied gamification and game-based learning to their classrooms



50M+

gamers globally recognized Thai art and culture from the Thai RoV design contest



E-commerce for social and economic development

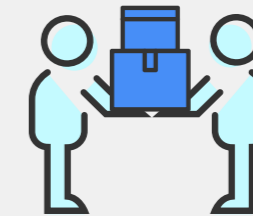
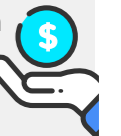
98%



of women and senior entrepreneurs gained new digital skills from e-commerce empowerment programs

THB 300K+

income generated by school students under the youth entrepreneur development program



50,000 SMEs

We committed to empower 50,000 SMEs with access to international market through collaboration with DITP

*10 in 10 Initiative; launched in 2019, aims to equip 10 million people with digital skills they need to thrive in growing the digital economy. The number covered Thai access to online learning resources i.e. Garena Academy, Shopee University and Sea Academy, from 2019-2022.

*Top 50 Employers award provided by WorkVenture and Inspiring Brand Awards by Wunderman Thompson

Combating climate change

Climate change is a pressing issue of our time. We recognize that there are no quick fixes. Hence, we focus on areas where we can truly make a difference and collaborate with partners to drive a meaningful change to reduce environmental impact.



Eco-efficiency operations

Improving energy efficiency and waste management in the workplace

We encourage staff to make a behavior change in becoming energy efficient and reducing waste. In our corporate building, we get our employees involved in energy-saving practices and waste management by implementing positive and motivating energy campaigns around the office.

Recycling packages and EV rental for riders
At Shopee, we collaborate with partners to find effective solutions to reduce our carbon footprint and minimize waste.

Recycling package for good

Through collaboration with partners, Shopee provided used package drop-off areas to help collect packaging and complete recycling process into bookshelves for SoS children's villages Thailand. 1,700 KG of packaging were collected and upcycled during mega-shopping seasons.



EV rental for ShopeeFood

Through collaboration with partners, ShopeeFood launched a motorcycle rental program for ShopeeFood riders. Our Banking partners provided financial support and special rental fees to support riders. Our EV partners delivered support of EV charger stations around Bangkok and Greater Bangkok area.



Optimizing energy consumption games

Our gaming business is taking proactive steps to reduce environmental impact. Free Fire; the first self-developed game, was designed by adopting sustainable practice from the ground up by using low-power graphics and animation and optimizing the game's code to minimize energy consumption.

Raising awareness of climate change

By increasing awareness and knowledge, individuals can make informed decisions and take action to reduce their carbon footprint. Through our platform, training programs and exhibition, we bring in experts to share best sustainable practices for youth, SMEs and the public to implement in their relevant areas.



Collaboration with partners

Multiple collaboration is crucial in tackling climate change as it promotes shared responsibility, diverse expertise and enhanced impact. In 2022, we collaborated across different sectors to combat climate change.




Nature-based plantation

We supported nature-based solutions to reduce environmental impact. We supported Bangkok Metropolitan Administration's million trees initiative to increase green areas and filter dust across Bangkok. We also worked with non-profit organizations to support the community-based campaign "Tree4all". Tree4all is a project led by RECOFTC to help diversify plantations, restoring forests and building sustainable livelihoods in Nan.

Shop green with Shopee

Shopee empowered our customers to make informed shopping decisions by providing access to products that are more sustainable. Through partnership with World Wide Fund for Nature (WWF) and several brands, we identified products that promoted social and sustainable causes. We also customized Shopee Farm Game to engage customers to donate with Shopee and WWF.

1,700 KG
of packaging were collected for recycling and upcycling



THB 13M+ income generated in sustainable products categories through Shop Green with Shopee campaign

1000+
trees were planted to improve air quality in Bangkok and Nan



THB 200K
funding raised through Shopee to support World Wide Fund for Nature (WWF)

117K+
people gained new knowledge about environmental issues through Sustainability Expo 2022

Promoting digital inclusion

Access to digital resources and skills has become essential for individuals to reach their full potential. However, not everyone has equal access, leading to a digital divide and skills gaps. We collaborate with partners to provide a range of programs that cater to different needs, reducing the digital divide and paving a path for all to thrive in the digital economy.

Gaming for education

The programs aim to promote the roles and strength of gaming in education development, providing inclusive access for educators and youth to be exposed to technology subjects and gain real life experience by doing.



Garena Academy program

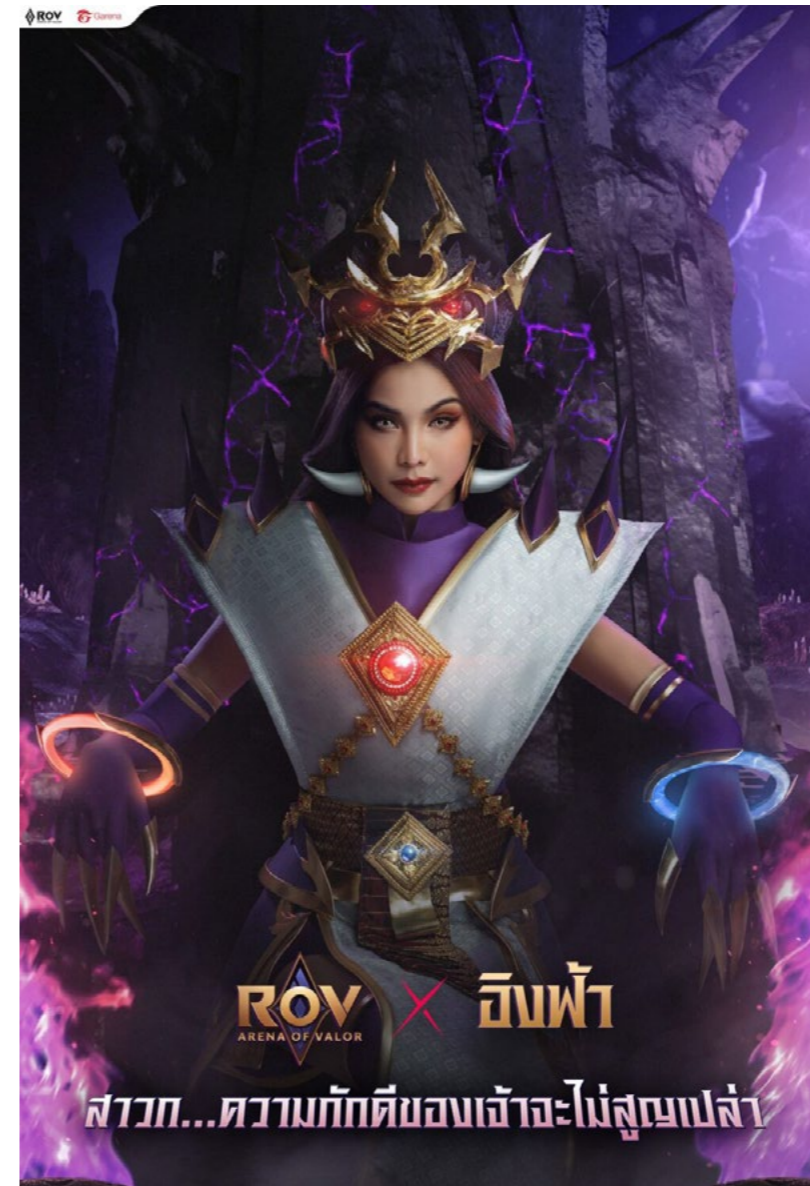
Garena Academy is an innovative education initiative that engages students and teachers in the gaming and esports industries. We offer a range of activities, including a career website, game-based learning resources, and school esports tournaments. In 2022, we introduced

“Garena Academy – Esports Classroom”; a project-based learning program that enhances students’ technical and soft skills development through first-hand job experience. By enhancing the role of gaming in education, we equip the next generation with skills for future careers responding to the growth of the gaming industry.



Gamer to coder program

In collaboration with the Ministry of Education, we introduced a Gamer to Coder project that aims to foster coding skills for high school level students. The program provides comprehensive training in web design and gamification development, and career talks from experts in the gaming and technology industries, providing students with valuable insights into potential career paths.

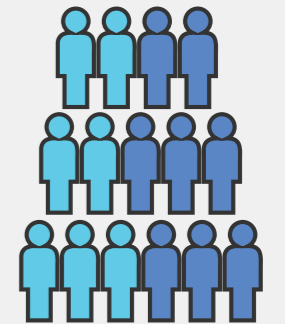


RoV Skin design contest

The RoV Design Contest is a platform for the next generation of artists to combine their digital skills and creativity in exploring new ways to express their ideas and artistic visions on the RoV gaming platform. It has become a significant program for amplifying Thai art and culture to international audiences. The winning skin of 2022, 'RaHu-Eclipse Immortal (Lauriel)', beautifully represents the incorporation of local supernatural beliefs with the beauty of Thai fabric patterns.

1.5M+

people have gained new knowledge about gaming and esports careers through Garena Academy website



500+

teachers applied game-based learning and gamification to their classrooms

15,000+

students reached indirectly through Garena Academy program



50M+

gamers globally recognized Thai art and culture from Thailand's RoV skin design competition



E-commerce for social and economic development

Leveraging the scale of Shopee, our e-commerce social and economic development programs provide more income generating opportunities for local SMEs and support those who are underrepresented as SME owners. Through these programs, it helps create a more inclusive and diverse economy that benefits everyone.

E-commerce for social development

Together with partners, we cater training programs to support different stakeholders; especially those who are underrepresented as SME owners; youth, women, and seniors. The programs cover key elements including training programs, mentorship, and marketing package to increase their visibility.

Equity Partnerships – Entrepreneurs development for youth

Led by the Equitable Education Fund, the project aims to reduce the education gap in Thailand by providing digital entrepreneurial training and exchange knowledge between local and international students. The students from diverse backgrounds were tasked to modernize the local products and sell on Shopee.



Women Made – Entrepreneurs development for women

This Sea insight and research-based project was initiated to support women entrepreneurs who suffer from Covid-19; income loss, mental health, lack of confidence and digital skills. Women entrepreneurs are empowered to use creativity and innovation to add value to their products on e-commerce. The program is delivered in partnership with Creative Economy Agency (CEA).

The program covers three areas:

1. Training
Training is specially designed to support the women entrepreneurs' need such as business development, branding and marketing.
2. Mentorship and networks
Women entrepreneurs had opportunities to have 1 on 1 consult and networks for future collaboration.
3. Seed-funding
Seed-funding is provided for each brand to test their ideas and sell on Shopee. Exclusive branding and marketing package is provided.





Young Happy - Entrepreneurs development for seniors

Responding to the aging society in Thailand, we work with Young Happy to enhance digital entrepreneurial skills for the seniors to boost their confidence, self-esteem and generate alternative income after retirement. The project covered all components of e-commerce training from e-commerce shopping to selling. The selected training modules from Shopee University are tailored into 7 e-modules; especially for the seniors. This online training is accredited by depa under its 'Digital Literacy' pillar.

Shopee together we grow - Entrepreneurs development for people with disabilities

By empowering individuals with disabilities to become entrepreneurs, we provide them with the opportunity to generate income and achieve financial independence. In collaboration with EDC and DEP, we provided training for people with disabilities to turn their skills and passion to new business opportunities. The content includes fundamental digital literacy and an introduction to the Shopee platform.



100% 

of women entrepreneurs and 96.9% of senior entrepreneurs gained new skills and confidence to apply knowledge to online business.

THB 300K+

income generated by school students under youth entrepreneur development program



E-commerce for economic recovery

Since Covid-19, we continue to work with partners to help local and social-led SMEs establish an online presence, improve business and digital marketing skills to get their business back on track. The programs also provide SMEs with access to new national and international markets, branding and marketing, and sustainable product development.

Sustainable and innovative SMEs

Together with government partners, we support local SMEs to establish their online presence and equip them with digital marketing skills to promote their sustainable and innovative products at national and international level.

INNO MALL Official Shop

Shopee in partnership with National Innovation Agency (NIA) listed products to support innovative sellers in Thailand.

ThEP for FTA market

20 Thai sellers with sustainable products were trained in necessary digital skills to onboard their shops on the Shopee International Platform program.

Traditional and local SMEs

With the right support from e-commerce, traditional and local SMEs can reach customers outside of their local area and showcase their unique products to a global audience. Shopee together with government partners provided training and marketing support to the SMEs that sell cultural, traditional and local products, positioning themselves for sustainable success in the digital realm.

Smart Grocery Plus

Department of Business Development (DBD) and Shopee collaborated to support local grocery stores to establish their presence online, creating additional revenue generation.

OTOP traders empowerment

Community Development Department (CDD) together with Shopee, supported OTOPT Trader Centers across Thailand to get onboarded on Shopee. 30 OTOPT trader centers from 16 provinces participated in this project.

SME Hybrid Fair Campaign

The office of SMEs Promotion (OSMEP) and Shopee worked together to support more than 1,000 SMEs to establish their presence and promote products under this campaign.

Amazing Thailand Grand Sale

Tourism Authority of Thailand and Shopee collaborated to support farmers in Thailand to use e-commerce to sell their products directly to customers, enabling farmers to sell their fruits to a larger market without the need for intermediaries.



Local food merchant support

ShopeeFood joined Half-Half program; the government Covid-19 financial relief aimed to support small food merchants. More than 3,200 food merchants were onboarded and received approximately 20K+ orders through this campaign.



Shopee and DITP are committed to empowering

50,000 SMEs

with access to international markets, with a total value of THB 300M, within 3 years.



20K+

orders made through ShopeeFood Half-Half campaign in partnership with Ministry of Finance.

Access to digital resources and equipment

Digital resources and equipment have become vital in many aspects of life, from access to education, and healthcare to participation in social and economic activities. By providing equitable access

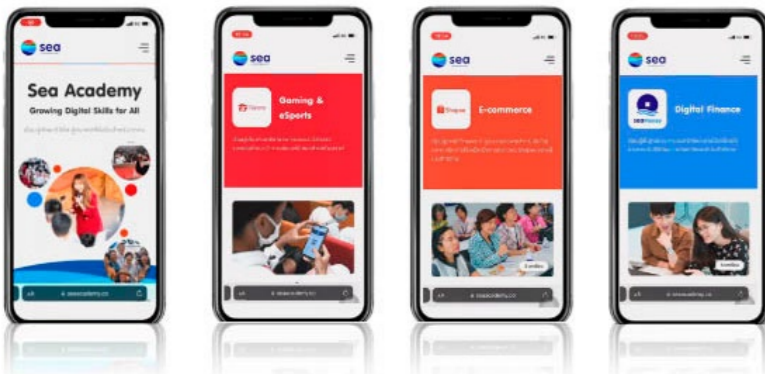
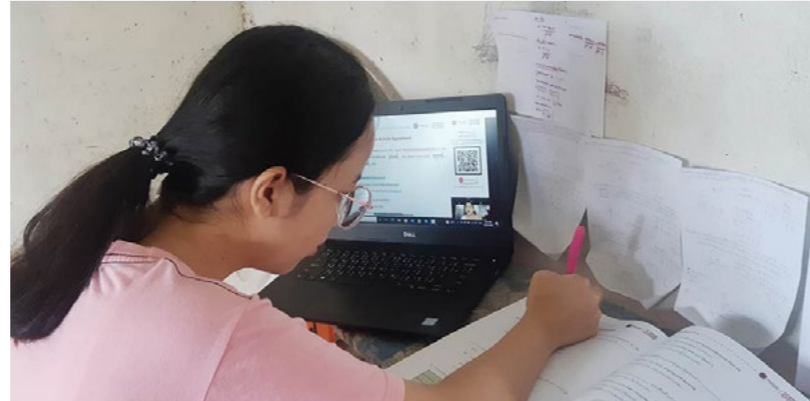
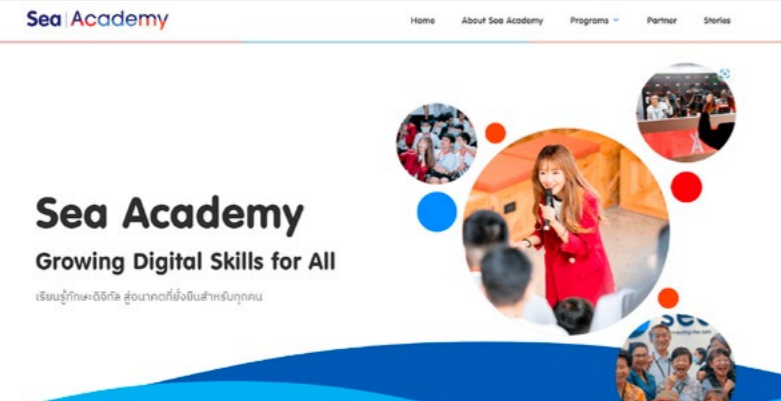
to digital resources and equipment, we can reduce skill gaps, the digital divide and ensure that individuals can stay informed and empowered to thrive in a digital world.

Digital hub for knowledge and skills

Our digital knowledge hubs are designed to help individuals excel in their digital skills at an accessible and affordable price. These online courses provide opportunities for those who may not have access to traditional educational resources or want to learn practical skills related to digital and financial literacy. Our platforms, including Sea Academy, Garena Academy, and Shopee University, are available to help individuals pursue their personal and professional goals.

Digital equipment access

The pandemic has caused a shift from in-person to online learning, creating a digital divide that limits the ability of some students to participate fully. To address this issue, we partnered with Learn Foundation to donate over 100 laptops to disadvantaged students. By providing equal access to necessary resources, we hope the students will have equal access to learn and succeed regardless of their social economic background.



540K+

people gained new digital skills through Sea Academy website in 2022.



laptops provided for vulnerable students to continue their educational journey beyond Covid-19

Corporate sharing and exhibitions

Sharing knowledge with the public can foster innovation and collaboration, it enables people to participate more in the digital economy and benefit from the opportunities it presents. As a company, our executive management and employees contribute time to share their knowledge with the public to promote digital literacy and improve understanding of the technology landscape through numerous conferences, seminars, and exhibitions.

4,000+ people participated in 3rd party events

2,400+ visitors visited boardgame exhibition

Empowering our people

Making a difference in the world could not happen without a team who are passionate and dedicated to innovate new things to society. We foster a safe workplace for everyone to grow and fulfill their ambitions.



Training and development

Developing our employees and supporting their professional growth is a key focus for us. We offer a comprehensive range of training options, including online courses, mentorship programs, and on-the-job training, to help employees learn new skills and build their career paths. Our training programs are designed to enable employees to focus on skills that are directly relevant to their work and to their long-term career aspirations.

Employee Engagement

We believe that meaningful conversation and interaction are essential to foster high performance and maintain a positive workplace culture. We have a variety of engagement activities that help us provide a better workplace experience.

Dialogue

We encourage teams to have regular conversations and formal performance conversations. Each team is encouraged to have team building activities to build trust and collaboration. The formal performance conversation is held twice a year to listen to employees' concerns and goals, and share constructive and positive feedback.

Town halls

We organize regular town halls to facilitate open conversation between management and employees on topics that are relevant to the business. The sessions aim to create a safe environment where employees and leaders can share their experience and align their efforts with business priorities.

Events

To maintain a sense of connectivity and activity among our employees, we organize a diverse array of events throughout the year, such as physical and virtual team-building sessions, festival celebrations and volunteering programs. Our employees are encouraged to take an active role in leading and participating in these activities to promote a sense of community and collaboration.



42K
hours

of training under training and development programs



• Shopee received Top 50 Employers award by WorkVenture

• Shopee listed as e-commerce Inspiring Brand Awards by Wunderman Thompson

Building trust and good governance

Code of business conduct and ethics

Our Code of Business Conduct and Ethics applies to all employees, embedding integrity and fairness in our day-to-day business operations. The Code of Business Conduct and Ethics describes the set of standards, values, and expectations we have for our employees regarding:

- Compliance with local law and regulations
- Commitment to a safe and healthy working environment
- Fair and honest dealings with our customers, suppliers and competitors
- Commitment to equal opportunity, fair treatment of all employees, and fair practices without discrimination
- Prevention of fraud, corruption, and bribery
- Protection of the confidentiality of data information and use of company assets
- Maintaining appropriate gifts and entertainment practices
- The accuracy of financial reports and public communications
- Compliance with insider trading laws
- Prohibition of harassment of any form

Diversity and inclusion

Innovation in business is powered by unique perspectives and new ideas. At Sea, we embrace diversity in all forms and promote a culture of respect and inclusivity. We are dedicated to providing equal opportunities for all employees and creating a safe and welcoming environment where everyone can thrive.

Workplace Discrimination Prevention Policy

The company's workplace discrimination prevention policy sets out the company's zero-tolerance approach to discrimination and offers guidelines to employees on how to report such incidents. According to the policy, managers are required to create a respectful and secure working environment and to ensure that any employment-related decisions are free of discrimination. Managers are also obliged to report any violations of the policy. In the event of a breach, the company will conduct an investigation and take appropriate action. The policy also condemns any form of retaliation against employees who file a complaint or participate in an investigation of discrimination.

Representation in our workplace

We are committed to increasing representation of employees from diverse backgrounds in hiring, retention, and promotion decisions. To find the best and diverse talent, we establish young leadership programs; The Sea Management Associate Program (MAP) and Shopee Global Leaders Program (GLP), to attract and nurture individual skills and talent regardless of their gender, age, race, ethnicity, religion, sexual orientation and disability.



Data protection and security

We place great emphasis on the protection of privacy and data across all of our businesses. As a global consumer internet company, we recognize that securing and protecting user data is fundamental to maintaining trust and serving our users.

We are committed to complying with applicable data protection laws and regulations. We are committed to controlling access to and disclosure of personal information, and acknowledge the principle of data minimization, which means that data should only be collected and used for the purposes specified and reasonably necessary to the company's legitimate legal and business needs.

Data for social good

Sea endeavors to use data for social good, meaning we use data to improve the products we offer in order to better serve our users and customers, all while taking steps to maintain the privacy and security of their data.

Data responsibility

We are committed to fulfilling our responsibilities in relation to the collection, use, processing, and retention of personal data and to ensuring that the processing of the personal data of our consumers, employees, and other stakeholders is carried out lawfully and for legitimate purposes.

Access control

We strive to control access to and disclosure of personal information and acknowledge the principle of data minimization, which means that data should only be collected and used for the purposes specified and reasonably necessary to the company's legitimate legal and business needs.

User awareness

It is our policy to ensure data subjects are well informed about how our businesses collect and use data, as well as about their own rights. To that end, we have adopted clear and transparent privacy policies as well as other policies and operating procedures governing the collection, use, disclosure, retention, transfer and protection of users' data.

Data Security

We are committed to ensuring the security of the data under our control. We employ significant resources to develop and implement security measures based on industry best practices and work to ensure that personal data is securely stored and protected from loss, misuse, unauthorized access or disclosure.

We employ security measures including encrypting sensitive and personal data, monitoring of our systems for unauthorized access, the regular conducting of security testing, adopting code review practices between our engineers and the security teams, and regular monitoring and review of our security measures to prevent unauthorized access to our systems. Each of our businesses, in coordination with the relevant Data Protection Officers, regularly review our systems and processes for compliance with our guidelines and applicable laws and to check that adequate controls and resources are in place for the proper use and protection of personal data.



Employee Education for Data Protection and Privacy

We provided training on the importance of data protection and the application for relevant business units to strengthen overall operational awareness and understanding of information security and privacy.


- Professional training: training to update new regulations and practice for Data Protection and Privacy
- Internal communications: comprehensive policies on our internal web portal for employees' easy access

Disclaimer

This report is intended to provide an overview of the company's social impact and to communicate key initiatives and accomplishments to stakeholders in Thailand. It is not intended to serve as a substitute for an audit or detailed analysis of the company's social impact performance.

Statistics, data and other performance measures contained in this report are estimated and may be based on developing standards and/or assumptions. This report does not contain all the information about our business. The information in this report is not an indication that such information is material to Sea's business, financial condition or results of operations.

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