

Product and Service Quality Performance

	2025 Performance 63% In 2025, The Net Promoter Score (NPS) from shopping center customers reflects customer satisfaction with the Company's common areas and services.	Goal 65% The Company aims to achieve the highest level of customer satisfaction, as reflected by the Net Promoter Score (NPS) from shopping center customers.
	2025 Performance 93% In 2025, The Company successfully resolved complaints received through Call Center, online channels, and customer service staff.	Goal 100% The Company aims to maintain ability to successfully manage and resolve customer complaints within the specified timeframe.

Note: The Company's commitment to personal data protection under the Zero Data Breach target, together with its highest-level safety target under the Zero Tolerance principle, forms an essential foundation for trust in the Company's services. Detailed targets and performance results are disclosed [in the Information Security and Personal Data Protection section and the Occupational Health, Safety, and Well-being section](#), respectively.

01. Delivering Experiences, Services, and Customer Voice Listening

- **Customer satisfaction score** The Company's **Net Promoter Score (NPS)** was **63%**, increasing from **51%** in the previous year. Satisfaction scores for common areas and shopping center services were **82%** and **72%**, respectively. Compared with the previous year, the common area satisfaction score increased by **4%**, while the service satisfaction score decreased by **0.8%**.
- **Complaint response** The Company successfully resolved **93%** of complaints received through the Call Center, online channels, and customer service staff, out of a total of **3,949** reported cases. Complaints accounted for **70%** of all reported cases, while the remaining cases comprised service requests, compliments, and suggestions for improvement.
- **Service quality control** The Company completed **100%** of monthly service quality assessments for security guards and housekeeping staff across all branches. This helped ensure the effective maintenance of the Service with the Heart standard.

Impact Assessment

- **Financial impact** Maintaining a complaint resolution rate of **93%**, together with a high Net Promoter Score (NPS), helps reduce customer churn and lower customer acquisition costs. It also creates opportunities to generate additional revenue through cross-selling across the Company's business ecosystem.
- **Social impact** The Company creates public spaces that genuinely respond to community needs, while also enhancing the skills and professional standards, or upskilling, of frontline employees and subcontractors. This helps foster pride and improve their quality of working life.

02. Indoor Air Quality Management Standards

The Company has adopted the License Plate Recognition (LPR) system to improve the efficiency of vehicle entry and exit from its projects, helping alleviate traffic congestion and reduce air pollution. The Company has also expanded EV charging parking spaces, provided bicycle parking areas, and offered Shuttle Services to support customers' eco-friendly lifestyles and promote low-carbon travel. In addition, the Company has implemented measures to control indoor particulate matter. In 2025, overall indoor air quality was excellent and exceeded applicable legal standards across all dimensions, reinforcing confidence and supporting the well-being of service users. The average monitoring results are summarized as follows:

- **Management of small dust particles** includes an average PM2.5 level of **16-20** $\mu\text{g}/\text{m}^3$ (standard level ≤ 25 $\mu\text{g}/\text{m}^3$) and an average PM10 level of **18-24** $\mu\text{g}/\text{m}^3$ (standard level ≤ 50 $\mu\text{g}/\text{m}^3$), which is significantly lower than the standard value.
- **Management of openness and fresh air** includes an average carbon dioxide (CO2) level of **430-850** ppm (standard criteria $\leq 1,000$ ppm).

Hygiene and germ management includes controlling the amount of total bacteria at **130-266** CFU/ m^3 and total fungus at **56-131** CFU/ m^3 (with the standard criteria for both types being set at ≤ 500 CFU/ m^3), reflecting a high level of cleanliness and safety.

Impact Assessment

- **Financial impact** The expansion of EV charging stations is an important strategy that helps increase the dwell time of high-purchasing-power customers. This directly contributes to increased spending within shopping centers. In addition, the use of the License Plate Recognition (LPR) system helps reduce traffic management costs, minimize economic losses caused by bottlenecks, and create additional revenue opportunities, depending on partnership agreements.
- **Social and environmental impact** The License Plate Recognition (LPR) system helps reduce vehicle entry and exit time by 70%, contributing to a tangible reduction in greenhouse gas emissions and fine particulate matter (PM2.5) from idling vehicles. Meanwhile, the MERV 16 air filtration system helps protect the health and respiratory systems of millions of visitors who use the Company's services.

03. Delivering Inclusive Services and Facilities

The Company is committed to elevating customer service experiences for all customer groups on an equitable basis. In 2025, the Company expanded its services and facilities across 44 shopping centers nationwide. The key performance results are summarized as follows:

<i>Services Tailored to Customers' Lifestyles</i>	<i>Services Provided through 2025</i>
Smart parking space guidance system	33,403 parking spaces
EV Charging Station	545 parking spaces in 42 projects
Bicycle parking areas	2,516 spaces
Shuttle Service	6 routes
Parking spaces for customers requiring special assistance	1,013 parking spaces in 41 projects
Family Parking	270 parking spaces in 37 projects
<i>Family & Universal Design</i>	
Mom & Baby Room	123 locations across 38 projects
Dedicated children's restrooms	226 rooms across 40 projects
Kiddy Car	877 units across 38 projects
Pet strollers	164 units across 15 projects
Wheelchairs for customers requiring special assistance	627 units across 42 projects

<i>Services Tailored to Customers' Lifestyles</i>	<i>Services Provided through 2025</i>
Accessible restrooms for persons with disabilities	338 rooms across 42 projects
<i>For Tourists</i>	
Tourist Service Center	12 locations across 10 projects
Bag Deposit & Luggage Delivery	22 locations across 17 projects
<i>Services Focused on Well-being and Safety</i>	
Rest Area	165 locations across 37 projects
Rest Hub	39 locations across 27 projects
First Aid Room	39 rooms across 39 projects
AED	48 units across 40 projects
CCTV	9,779 items across all projects
Call Point Service	2,728 locations across 38 projects

บริการที่จัดสรรตามไลฟ์สไตล์ของลูกค้า

เพื่อทุกความสะดวกสบายของทุกคนในทุกโมเมนต์

ปี 2568

**กลุ่มครอบครัวและผู้ที่ต้องการการดูแลเป็นพิเศษ**
(Family & Universal Design)

**ห้องให้นมบุตร**
(Mom & Baby Room)
123
จุด ใน 38 โครงการ

**ห้องน้ำเฉพาะ**
สำหรับเด็ก
226
ห้อง ใน 40 โครงการ

**รถเข็นเด็ก-**
ขับเคลื่อนโดยตัวเด็กเอง
หรือ Kiddy Car
877
คัน ใน 38 โครงการ

**รถเข็นสำหรับสัตว์เลี้ยง**
164
คัน ใน 15 โครงการ

**รถเข็นสำหรับผู้ที่ต้องการ**
ความช่วยเหลือเป็นพิเศษ
(Wheelchair)
627
คัน ใน 42 โครงการ

**ห้องน้ำสำหรับผู้พิการ**
338
ห้อง ใน 42 โครงการ

**ที่จอดรถสำหรับผู้ต้องการ**
การดูแลเป็นพิเศษ
1,013
ช่องจอด ใน 41 โครงการ

**ที่จอดรถครอบครัว**
(Family Parking)
270
ช่องจอด ใน 37 โครงการ

**สำหรับกลุ่มนักท่องเที่ยว**

**ศูนย์บริการนักท่องเที่ยว**
12 จุด ใน 10 โครงการ

**บริการรับฝากและขนส่งกระเป๋าเดินทาง**
(Bag Deposit & Luggage Delivery)
22 จุด ใน 17 โครงการ

**กลุ่มที่เน้นบริการเพื่อสุขภาวะที่ดี**

**พื้นที่พักผ่อน**
(Rest Area)
165 จุด ใน 37 โครงการ

**พื้นที่ทำงาน**
(Rest Hub)
39 จุด ใน 27 โครงการ

**ห้องพยาบาล**
(First Aid Room)
39 ห้อง ใน 39 โครงการ

**เครื่องกระตุกหัวใจไฟฟ้า**
อัตโนมัติ (AED)
48 เครื่อง ใน 40 โครงการ

**เราใส่ใจในทุกรายละเอียด**
เพื่อให้ทุกคนได้รับประสบการณ์ที่ดีที่สุดในทุกการใช้บริการ

ครอบคลุม
ทั่วประเทศ **42** โครงการ

**CENTRAL
PATTANA**