

25TH ANNIVERSARY

THAI OUTDOOR GROUP

THAI OUTDOOR SPORT
Thai Outdoor Sport Co., Ltd.

ACTION PERFECT
Action Perfect Co., Ltd.

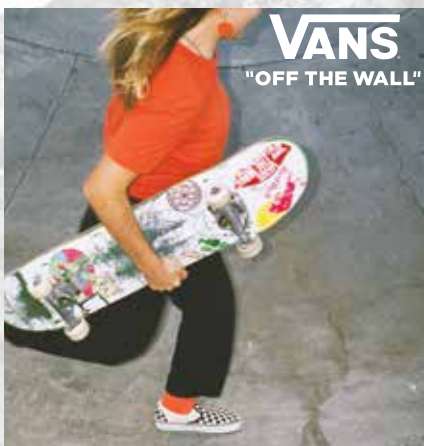


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STORES

59

128

18

24

24

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Shopee Mall

THE NORTH FACE

VANS

DICKIES

SALOMON

SMART TRAVEL



VISION

TO BE A COMPANY THAT INSPIRES PEOPLE TO LIVE ACTIVE, EMBRACE EXPLORATION AND DRIVE CREATIVITY.



MISSION

TO PROVIDE AND SUPPORT CUSTOMERS TO ACHIEVE THEIR DESIRED ASPIRATION.



CORE VALUE

CUSTOMER CENTRIC / TEAM WORK / CONTINUOUS LEARNING FOR IMPROVEMENT / PASSION / ACCOUNTABILITY / AGILITY



HISTORY

FROM 1999 - PRESENT

25 YEARS IN OPERATION



EMPLOYEES

314

AWARDS

- The North Face Top 10.10&12.12 Brand 2023 in SHOPEE (Sport & Outdoor)
- The North Face Top 11.11&12.12 Brand 2021 in LAZADA LAZMALL (Sportswear)
- Vans Top 9.9 Brand 2021 in LAZADA LAZMALL (Men's Fashion)
- Best Retail of 2015 "Thai Outdoor Sport Company Limited"
- 2015 First Half Strongest Growth in Sales (The North Face)
- Best of the Best Retail Store 2012 (The North Face)