

# 25<sup>TH</sup> ANNIVERSARY

## THAI OUTDOOR GROUP

**THAI OUTDOOR SPORT**  
Thai Outdoor Sport Co., Ltd.

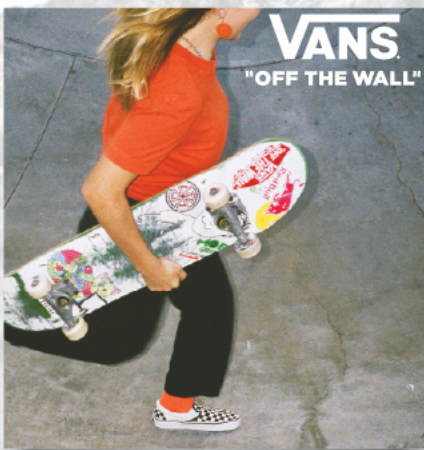
**ACTION PERFECT**  
Action Perfect Co., Ltd.



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STORES	53	127	17	11	24
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### ONLINE STORES

LOTS	WWW.LOTSTHAILAND.COM				
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LINE OFFICIAL ACCOUNT	@THENORTHFACE	@VANSTHAILAND	-	@SALOMON.TH	-
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LazMall	THE NORTH FACE	VANS	DICKIES	SALOMON	SMART TRAVEL
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Shopee Mall	THE NORTH FACE	VANS	DICKIES	SALOMON	SMART TRAVEL
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**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**  
**322**

### 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)