



Sea Thailand

Social Impact Report

2020





Welcome

Sea's mission is to better the lives of consumers and small businesses through technology. Serving the communities and creating a positive impact to the society are embedded in our organizational DNA. Our mission has never been more vital as an increasing number of our users move their daily activities online and the acceleration of the transition to the digital economy intensifies.

We are committed to furthering our efforts and contributions to help consumers, small businesses, and our Thai community take full advantage of the opportunities in the digital economy.





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Message from our CEO



Dear Sea partners, customers, and sailors around the world,

At Sea, our mission is to better the lives of consumers and small businesses with technology, a promise that we have kept from day one until today. The COVID-19 pandemic has driven a dramatic shift in consumer behaviors from offline to online. We genuinely believe that technology can build a better society, and even more so after seeing how it has irreversibly transformed people's lives.

Although the past year has been an extremely challenging year for us, Sea—together with our Sailors or employees—has remained fully committed to serving the community through our unique assets and expertise. **Garena**, our digital entertainment service, has helped connect people and reduced stress during the lockdown period.

Shopee, our e-commerce service, has provided customers with access to a variety of products while staying home and enabled SMEs to maintain business continuity. **SeaMoney**, our digital financial service, has brought more convenience to people's lives through contactless payment.

To strengthen our efforts in helping the society, we have continued to collaborate with the public and private sectors, specifically by supporting youth and children, promoting digital education, serving rural communities and reducing social inequality, and dedicating our resources to disaster relief.

From the very beginning, staying humble has always been one of our core values and part of our identity at Sea that we must uphold. We would like to share our progress and the difference we have made in the society, which certainly could not have been achieved without our partners, employees, and the communities we serve. Growing strong together is how we and the society can continue to rise to success in the forever changing world.

A handwritten signature in black ink, appearing to read 'Manee' followed by a stylized flourish.

Maneerut Anulomsombut
CEO of Sea (Thailand)

Sea is a Leading Global Consumer Internet Company



Sea Limited is a leading global consumer internet company from Singapore. Founded in 2009, our mission is to better the lives of consumers and small businesses through technology. We operate 3 core businesses, namely Garena, Shopee, and SeaMoney. Garena is a leading global online game developer and publisher. Shopee is the largest pan-regional e-commerce platform in Southeast Asia and Taiwan. SeaMoney is a leading digital payment and financial service provider in Southeast Asia. Sea Limited is listed on the NYSE under the symbol SE.



Our Business Overview



Garena is a leading online game developer and publisher with a global footprint across more than 130 markets and a pioneering force in esports, aiming to create a strong and sustainable gaming and esports ecosystem. Examples of games operated in Thailand by Garena include RoV (Arena of Valor), Free Fire, FIFA Online 4, and Call of Duty® Mobile.



Shopee, a leading e-commerce platform in Southeast Asia and Taiwan, offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. The platform offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also determined to help brands and entrepreneurs succeed in the disruptive era with e-commerce.



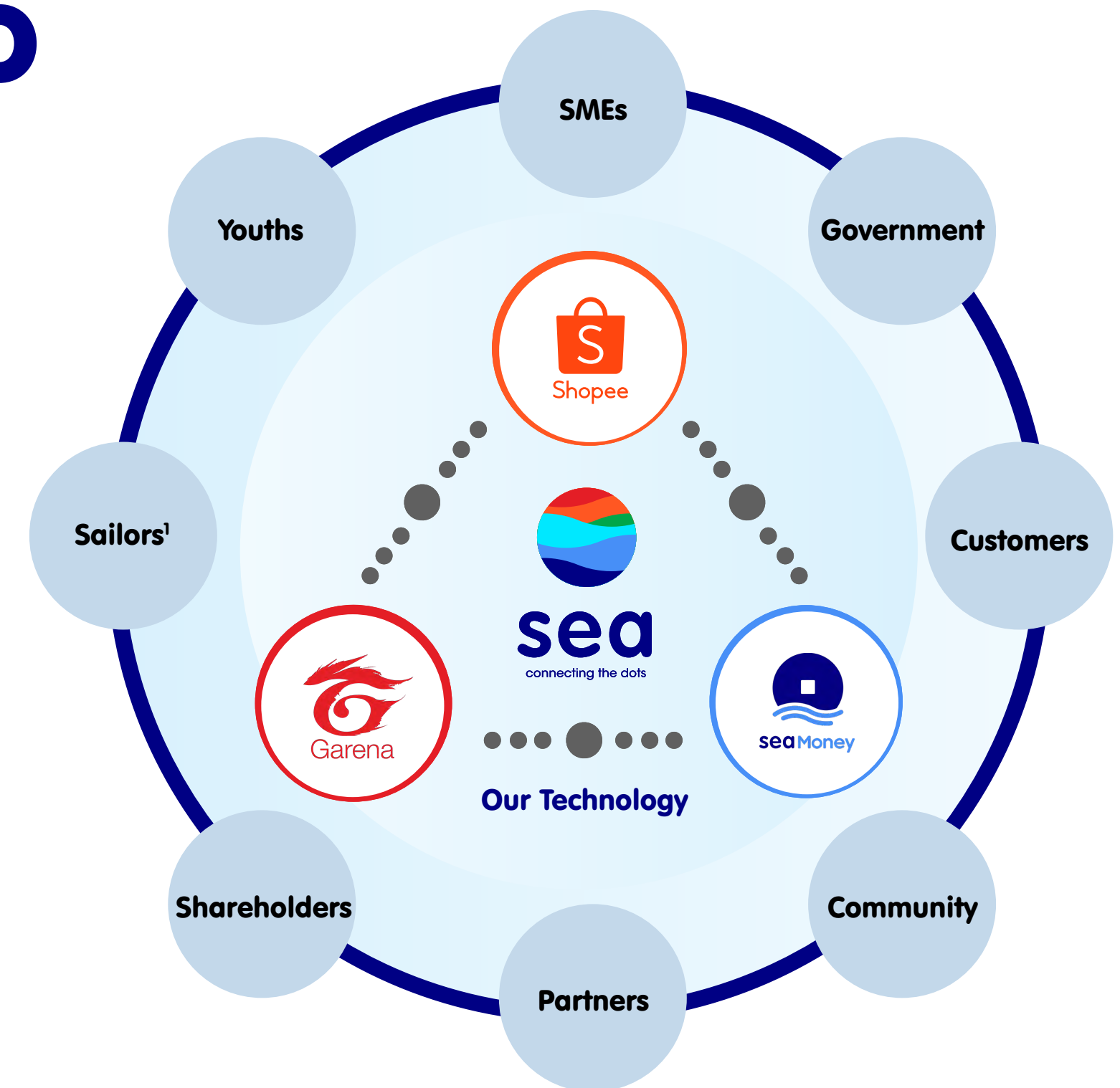
Established in 2014, SeaMoney is a leading digital payments and financial services provider in Southeast Asia. SeaMoney's offerings include mobile wallet services, payment processing, credit, and related digital financial services and products. These services and products are offered under ShopeePay, SPayLater, and other brands in the region.

Social impact : At the core of what we do

Our business is built on the mission to better the lives of consumers and small businesses through technology. Inspired by the power of technology, we strive to utilize technology to make a meaningful difference to the lives of our users and the communities we serve.

Our mission has never been more vital as an increasing number of our users move their daily activities online, and the acceleration of the transition to the digital economy intensifies. We are committed to furthering our efforts and contributions to help consumers and small businesses take full advantage of the opportunities in the digital economy, as the long-term health of our ecosystem is critical to the success of our business.

Our Sailors and other stakeholders are essential in helping us navigate diverse and unprecedented challenges in this world. Only by establishing a strong partnership with them can we build a more sustainable future for all. In line with the UN SDG 17, Partnership for the Goals, we endeavor to enhance global partnership for sustainable development through multi-stakeholder partnerships that share knowledge, expertise, and resources.



(1) Sailors are our employees at Sea

Social impact : At the core of what we do



Youth and Children

One of our primary stakeholders is youth, which accounts for a significant proportion of our community, customers, and employees. They are also the leaders and constituents of our future generation. Therefore, ensuring that our youths have access to education and employment opportunities is an integral part of our social impact activities. We recognize the importance of educating and preparing youths for the future by equipping them with digital skills in efforts to contribute to the overall development of the country.



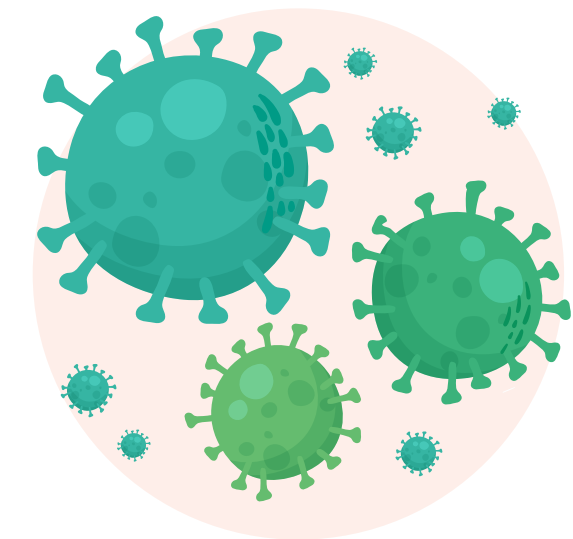
Digital Education

In particular, as a technology company, we observe the increasing importance of digital literacy as the world becomes more digitalized. Our long-term aspiration is to help upskill everyone, from youths to seniors, on the digitalization journey so that they can adapt to the new normal without significant difficulties. We provide education and training to upskill SMEs, farmers, youth, and the elderly.



Rural Communities and Social Inequality

In Thailand, a substantial number of the population still live in rural areas with little access to essential services, which is further exacerbated by reduced mobility and resource constraints during the COVID-19 pandemic. We make it our priority to give back to the community and reduce inequalities in order to create a sustainable society. We have addressed the immediate needs of our underserved communities through various initiatives across multiple organizations.



Disaster Relief

COVID-19 has been a crisis for our generation. Many of our stakeholders have been adversely impacted and had their livelihood compromised. We stand together with our frontline workers, sellers, and community to overcome this unprecedented global crisis. We have scaled up our initiatives to help our customers and small businesses get through this difficult period.

SDGs Guide Our Social Impact Efforts

The UN Sustainable Development Goals (SDGs), adopted in 2015 as part of the 2030 Agenda for Sustainable Development, are a collection of 17 internationally accepted targets that are designed to be a "blueprint to achieve a better and more sustainable future for all".

As a part of our mission and values to run, serve, and commit to serving our community, we are dedicated to using our unique strengths to deliver social solutions in alignment with the Sustainable Development Goals in Thailand.



3 GOOD HEALTH
AND WELL-BEING



Ensure healthy lives and
promote well-being
for all at all ages



4 QUALITY
EDUCATION



Ensure inclusive and
equitable quality
education and promote
lifelong learning
opportunities for all



8 DECENT WORK AND
ECONOMIC GROWTH



Promote sustained,
inclusive and sustainable
economic growth, full and
productive employment
and decent work for all



10 REDUCED
INEQUALITIES



Reduce inequality
within and among
countries



17 PARTNERSHIPS
FOR THE GOALS



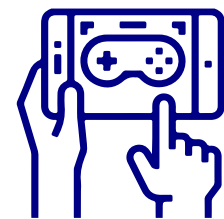
Strengthen the means of
implementation and
revitalize the global
partnership for
sustainable development

Source: United Nations

Our Key Highlights at a Glance

Our Reach

Improving the quality of life through technology



725.2 Million
Quarterly Active Users



1.4 Billion
Gross Orders



>4.1 Billion
Total Mobile Wallet
Payment Volume

Our Activity

Creating positive impact for our people, communities, and society



>80 Social impact activities by
our Sailors for our community



>30 Organizations we provided
support to help those in needs



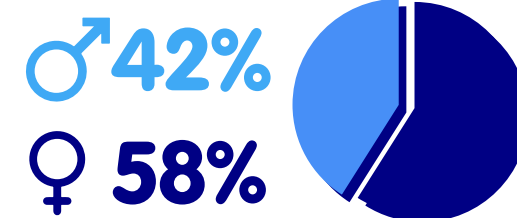
29 Partners helping us create
positive impact to the society¹



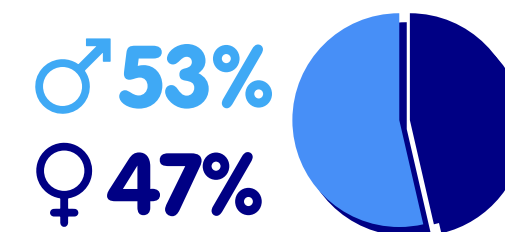
>62,000 Direct participants engaging in
our social impact activities²

Our People

Providing equal opportunity and best environment for our Sailors to develop together with Sea



Employee gender ratio



Employee gender ratio
for managers and above

12

No. of nationalities



The Best Practice Workplace on
Labor Relations and Labor Welfare Award³

Note: "Our Reach" data are Sea Group figures as of Q2-2021.

"Our Activities" data are Sea (Thailand) figures from social impact activities in 2020.

"Our People" data are Sea (Thailand) figures as of Q2-2021.

(1) Partners from private organizations, charitable organizations, government organizations, and educational institutions

(2) Excluding participants from video views, seller support package, and petition signing campaigns

(3) Awarded by the Department of Labor Protection and Welfare



Youth and Children

Preparing Youth for the Future of a Digital Nation



Approximately one-third of Thailand's population is comprised of children and young adults, which make up a significant portion of our users. These valuable young people are the key factor to the success and long-term stability of our economy, and they must also be ready to shoulder the increasing dependency ratio.

However, amidst rapid technological changes across the world, there are many challenges our youth face that leave them with greater hurdles in attaining decent work and fulfilling their aspirations.

Sea believes that we can play a role in skilling the youth population and significantly contribute to the overall development of the country. We invest in building aspirations and high-demand tech skills and providing guidance for youth to lead Thailand to the future of a digital nation.

Source: The Global Economy, Population Pyramid



Preparing Youth Through Strong Fundamentals and Building Confidence for the Future

We aspire to be the key to help every child unlock their full potential for a promising future.

Strong Fundamentals Through Strong Relationship

Family and friends play an important part in children's development and throughout their lives. Thus, it is fundamental to ensure that children and youth have strong bonds with their family members and friends. Sea concentrates on reducing generation gaps and raising respect for others through our campaigns designed for youth.

Strengthening Family Bonds

Family plays a crucial role in youth development; therefore, we strive to promote family bonding between parents and children and give back to the community through our campaign, Free Fire Mother's Day. To celebrate Mother Day's in Thailand, our youth had a Free Fire: heart-to-heart session to express their feelings and bond with their parents.

In addition to bonding, our youth gave back to the community through the donation campaign, Free Fire Respect Your Game: Heart to Heart, wherein everyone can participate in helping the society simply by watching our "Heart to Heart" video clip. For every view, Garena made a donation to the National Council on Social Welfare of Thailand under the Royal Patronage to provide scholarships for children in need around the nation.



"I never told her, but my mother always encourages me and loves me no matter how many mistakes I've done. She is the only one in the family who truly understands me."

- Vitamin, our youth from Free Fire Heart to Heart Campaign

Watch full video [here](#)

Creating Positive Environment in the Online World

Relationship with friends is as important as relationship with family. Our youth develop crucial life skills from having a good relationship with friends and learn many life skills. With the online world, connecting with new people has never been easier.

Having recognized that friendly environment can bring positive development for youth, Garena has conducted a campaign to prevent cyberbullying and encourage players to respect one another. We have raised awareness on cyberbullying and promoted anti-cyberbullying among youth, as well as strengthening morale for victims of cyberbullying. We have voiced the message through 4 well-known rappers and set up a petition for everyone to take part in the campaign.



9,000,000

Signed up for anti-cyberbullying petition



132,000

Changed their social profile picture to support anti cyberbullying



Strong Fundamentals Through Strong Academics

A strong foundation of knowledge has a significant impact on children's success throughout their lives. Education is one of the most powerful tools that support children's growth, development, and well-being.



Providing Easier Access to Education

We strive to improve inclusive access to education for our youth and prepare the new generation for the future of digital economy through strong academics. Sea has granted scholarships to Chulalongkorn University students who are faced with financial burdens. Under our mentoring and orientation programs conducted by employees at Sea, we equip our youth with the employability skills that are vital for their career readiness.

We have also partnered with StartDee, an online education application, to provide children from Grades 1 to 12 with access to education. The application enables children to access all key subjects anywhere, anytime, at no cost. Our goal is to improve access to flexible alternative learning channels for youths and enhance their learning in the classroom.



1,000 Scholarships Across 18 Provinces

In addition to StartDee learning courses, Garena has granted 1,000 scholarships to students in 18 provinces across Thailand.

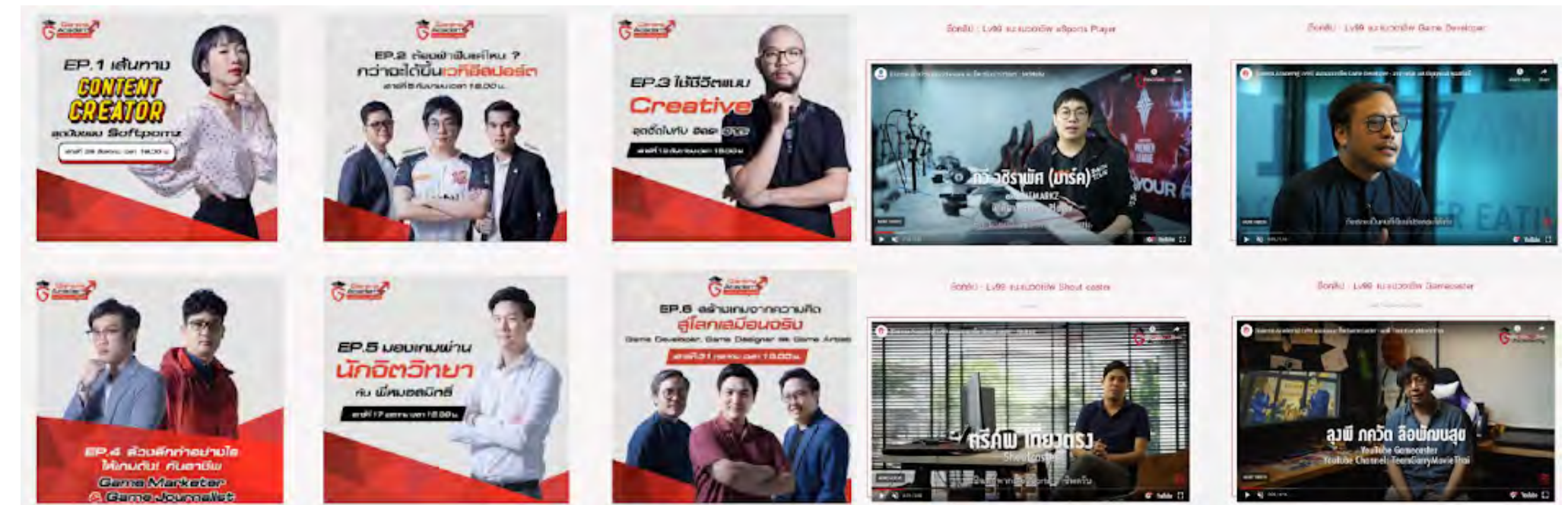
Building Confidence Through Career Guidance

A good career guidance can positively impact the future of the youth, community, and country. Helping youth recognize their strengths and weaknesses, developing their skills that are necessary for the digital era, and guiding them to follow their passion will lead to future success.

Garena Academy

Gaming and esports are considered a growing area that provides various career opportunities for people. However, this may not be commonly known to the public.

Garena Academy is introduced to provide a holistic view of career opportunities and showcase different roles and pathways in the gaming and esports industry.

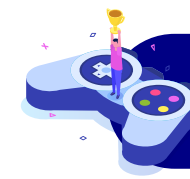


Watch Garena Academy video series [here](#)

Garena Academy: Level Up Your Passion & Level 99


>1,200,000
Views

To educate and encourage those interested in starting a career in the esports and gaming industry, Garena Academy has launched two video series to provide a wide range of knowledge in fun and relevant ways on social media. The contents are filled with inspirational talks given by content creators and professional experts in the gaming and esports industry.



Garena Academy

Garena Academy: Teacher Workshop

Garena welcomed teachers and educational personnel to join the workshop with the aim to increase their understanding of the gaming and esports career opportunities. This workshop has successfully helped improve their understanding and ability to cascade the knowledge to their students and peers.



Garena Academy: Day Camp

At Garena Academy Day Camp, we provided school students with an opportunity to turn their passion in gaming into a professional career. We invited successful experts in the gaming and esports industry to help young people discover a wide range of career opportunities and understand the real-world applications of their learning.



Watch full interview [here](#)

"This activity is something that the new generation is very interested in. Therefore, I want to upskill myself in order to share my knowledge and experience with my students."

"One thing that has become very clear to me is we can apply the technology and processes that are happening today to our lessons. If we can provide these knowledge and experience to the students, I am confident that our students will be inspired and have a great career in the future."

Chakkarin T., Teacher at Kusolwittaya School



Watch full interview [here](#)

"Before I came here, I wasn't sure what I liked, what I wanted to be in the future, or what was right for me. After joining the day camp, I feel like I got to know myself better."

"I like the esports Shoutcaster session the most because it encouraged me and gave me the courage to speak up, and I have learned many new speaking techniques."

Masha, Student at Chinorotwittayalai School

Building Confidence Through Experience

Learning through experience and activity engagement is another powerful tool that builds confidence and motivation for youth. We provide our youth with opportunities through various campaigns to help them gain experience and express their passion.



Expressing Skills and Passion

In efforts to strengthen the esports ecosystem in Thailand and create a stage for our youth to engage in real competition to express their passion and showcase their skills, Garena has supported many leagues, from amateur to professional.

In collaboration with the Ministry of Tourism and Sports and the Sports Authority of Thailand, Garena arranged an ROV tournament for amateur players, marking esports as the official sport in Thailand and creating awareness of the career path of professional esports players among youth. The winners were granted a prize and an opportunity to become a professional esports player by participating in an international tournament.

We have also organized various open competitions such as ROV Valor Tournament and Free Fire Pro League Tournament in which we open a stage for everyone to form a team to show their skills and teamwork and compete against other teams to win prizes and scholarships from Garena.

Exploring Various Career Opportunities

Gaining work experience through internships is instrumental in helping youth kick-start their career. Great work experience can provide them with a jump-start to achieve career success and fulfill their passion.

To help guide our youth to a successful career, our Sailors have joined multiple seminars and open house events at various universities as a lecturer and guest speaker. We also provide hands-on experience to our youth through the Sea Explorer Program (SEP), a top-tiered 10-week intensive internship. Under this program, our youth will be given an opportunity to work with the team they are most passionate about—be it Garena, Shopee, or ShopeePay—while acquiring management skills from handling tasks and tackling challenges in a real-world context.





Digital Education

Reskilling Communities to Succeed in the Digital Era



Thailand is experiencing substantial changes in respect of the aging population and the accelerated transition to the digital era. However, only 54.9% of active population in Thailand possess sufficient digital skills, ranking after Singapore, Malaysia, and Indonesia.

Meanwhile, the elderly population is expected to increase and account for 30% of the total Thai population by 2050, thereby reducing the size of the future labor force. To boost the economy and maintain the labor force, reskilling and upskilling are required.

The development of digital skills is vital in building economic and social resilience during and after the pandemic. Realizing the importance of digital skills on future growth, we provide education and support to upskill SMEs, farmers, youth, and the elderly, offering everyone the capability to take full advantage of digitalization.

Source: World Health Organization, World Economic Forum



Digitalizing the Community to Take Full Advantage of the Opportunities in the Digital Economy

Shaping the future of our digital nation by developing the capacity and refining the digital skills of our people, allowing everyone to take full advantage of the online world.

Empowering the Community to Live Comfortably in the Digital Era

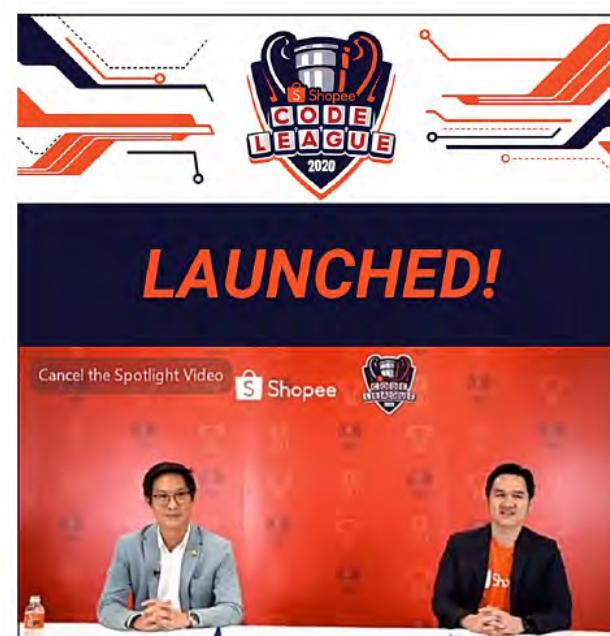
The world is more connected than ever before through the internet. Many platforms and ecosystems have been developed to bring more convenience to our daily lives. We aspire to help people of all ages refine their digital skills in order to live comfortably and stay connected with their families and communities in the digital era.



Refining Digital Skills of the Nation

Under the 10 in 10 initiative which aims to enhance digital skills for 10 million people in 10 years, we have created educational social media content to provide knowledge and understanding of the digital skills that are necessary for the future.

 **>700,000 Views**



We also encouraged those interested in digital skills, coding, and data analytics to join Shopee Code League 2020, a business data analytics competition organized by Shopee and the Ministry of Digital Economy and Society. Participants from across the region were provided with the opportunities to develop their data analysis and digital skills through special training sessions and workshops, as well as competing in a data analytics competition using real-world datasets and coding.

 **>20,000 Participants**

Enhancing the Elderly's Digital Literacy Skills

The online world can help seniors socialize and take on a more participatory role in the society. Better understanding of the skills needed in the digital world will enable the elderly to live more independently.

Sea, in partnership with Young Happy—a social enterprise providing access to certified senior-friendly services, events, and products—provided training to the senior community to enhance their knowledge and understanding of online media consumption. The educational workshop was designed to educate seniors on how to leverage our Shopee platform to shop conveniently and generate income from their home as a shopper and online seller, respectively.

The workshop also focused on promoting awareness of the potential risks that come with the online world to prevent and protect them from social media risks.



Empowering SMEs to Strive in the Digital Era

Digitalization takes on greater significance for SMEs and entrepreneurs who are the core of Thailand's economy and the core of our sellers. To build a road to success for our SMEs, we have launched various empowerment initiatives designed to train, upskill, and guide Thai SMEs and entrepreneurs to thrive in the digital era.



Shopee Bootcamp: Train the trainers



20+ partnerships



76% of our SMEs increased sale by 100% in 3 months



1,000 trainers in 77 provinces across Thailand

Shopee has joined forces with the Department of Business Development under Ministry of Commerce to transform the future of SMEs sellers. We focus on uplifting the digital skills of government officers and university instructors and training key personnel to become competent trainers such that they can pass on their knowledge and skills to SMEs. Our ultimate goal is to enable SMEs to take advantage of online channels to sell and grow their business. Shopee Bootcamp developed customized e-learning courses to serve different areas of improvements to ensure that officers, instructors, and SMEs can adapt to the upcoming future of the digital era and changes in consumer behavior.



Shopee University

We have organized both offline and online courses to upskill our SMEs and sellers to achieve and boost their sales through our e-commerce platform. The courses cover a range of topics, from basic to advanced skills, that can help our sellers thrive in the digital era.

Farmers Initiatives Campaigns to Support Local Produce



Shopee, together with government organizations, has launched various initiatives to support Thai farmers, including onboarding workshops, sales training to improve their e-commerce skills, and online campaigns that are essential for boosting awareness and sales.

Collaborating with Key Partners to Support Farmers

To help Thai farmers expand the market for agricultural products through our online platform, we have signed an MOU with the Ministry of Agriculture and Cooperatives to upskill and support Thai farmers to thrive in the digital era.

We have also worked with many organizations, including the Department of Business Development and SME Development Bank of Thailand, to launch online campaigns and offer special discounts to help farmers and communities promote local products and increase their sales during the pandemic.



4,000+
sellers helped



90%
growth in sales

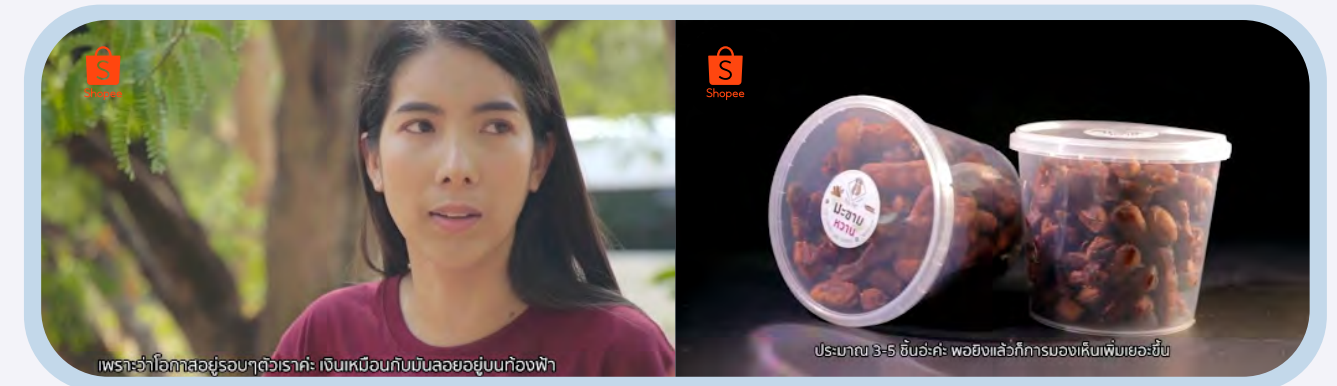


15+
empowerment initiatives



7+
workshops

Seller Success Stories



Local fruit business, 📍 Phetchabun Province

Marisa loves her job as a nurse and enjoys being an entrepreneur. Her family grows tamarind fruits but faced intense pricing pressure from the middleman. To resolve the problem, Marisa decided to turn her business online.

She received less than 10 orders when she first started selling with Shopee. With her determination, she educated herself through Shopee e-commerce courses and joined many Shopee campaigns, including MyAds and flash sales, making her products reach more customers. Many of her processed tamarind products have become best-selling items, bringing in a huge revenue stream for her family and the local community from which she source tamarind fruits.

Watch full story [here](#)



Rural Communities and Social Inequality

Supporting Our Disadvantaged and Rural Communities



It is undeniable that COVID-19 has put Thailand and the rest of the world in an unprecedented difficult situation. The rural communities have been hit the hardest, affecting 61 provinces across all regions with the southern region taking the largest impact.

Thailand's poverty rate has increased from 4.85 million to more than 6.7 million people, according to the World Bank's report. This has negatively affected a large number of the population in several aspects of their life—education, social welfare, and health.

As a Southeast Asian-born company, we want to give back to the underserved in our community. On that account, we have addressed the immediate needs of those affected by making financial and charitable donations to multiple organizations. We also aim to create long-term sustainability by working with partners to promote domestic products, services, and tourism to generate revenue streams for the locals.

Source: National Statistical Office of Thailand (NSO), Office of the National Economic and Social Development Council (NESDC), World Bank



Leaving No One Behind

Oftentimes, difficult circumstances and challenging environment in low-income families and rural communities bring along lack of access to proper education, health, and income. Sea believes in creating a sustainable society and economy for sustainable living, achieving equality for all.

Sustainable Life For Every Child

Because every child's life matters, we have continuously addressed the challenges faced by children in low-income families and rural communities to ensure that they have access to proper healthcare, education, and basic necessities for a sustainable future.



Healthy Development of the Body and Mind

Staying healthy is key to a child's growth and development. As a part of our Sea Young Happiness campaign, we have continuously supported the Little Miracle campaign under Queen Sirikit National Institute of Child Health for three consecutive years, by making monetary and developmental toy donations to help underprivileged children. The donations will be used to purchase ICU beds and advanced medical equipment to increase the chances of survival of critically ill children.

To ensure that children in the northern region of Thailand stay warm and healthy during the winter, we made a sizeable donation of jackets and sports equipment to 300 children living in Mae Hong Son Province and high mountain areas.

In addition to health, we value the importance of education and strive to support those in need. We provided sponsorship to Banclongsua School to support the English language education of students. Under this program, over 300 of our staff met with 80 upcountry students to spend a half day full of fun-filled physical and educational activities.



Addressing Immediate Needs Through Donation

Eating well supports children's growth and has a huge impact on their development into adulthood. To address this need, Sea donated to Bangkok's Disability Person Association and Equitable Education Fund to support the disabled and provided lunch to 500 children and their families through the Foundation for Children with Disabilities.

In addition to healthy eating, a healthy environment of the community in which our youth grow up plays a key role throughout their development. To enhance the quality of life and well-being of youth and people in the local communities, we have initiated the We Serve as We Give campaign wherein our Sailors and shoppers come together to donate to those in need.

The campaign received overwhelming support from our employees and shoppers on our platform, who joined forces to provide essential supplies and educational materials to youth and underprivileged residents from over 130 households in the Sor.Pattaya RCA community.



Sustainable Income Everywhere, for Everyone

The world is experiencing a broadening of inequality, even more recently with the current pandemic that takes a heavy toll on everyone, including the disadvantaged groups, with respect to income. To address poverty alleviation, we leverage our strong ecosystem to strengthen the communities through sustainable income.

Transforming Talents into Income

To create opportunities for children with autism to earn money from their artistic skills, we have collaborated with the Autistic Thai Foundation to give autistic children the opportunity to design merchandises in celebration of ROV 4th anniversary. All sales proceeds were donated to the Autism Thai Foundation.



ROV merchandises designed by autistic children



Build Sustainability for Rural Communities Across the Country



Supporting Local Products Across the Region

To support the unique locally-made products of each sub-district across 77 provinces in Thailand, we have organized an online campaign through workshops and live programs to support SMEs and OTOP sellers (One Tambon One Product) to replace the yearly offline event.

Our campaign has helped the local communities promote and sell their products, creating a sustainable income for the locals with sales surpassing the target by 30% every month and GMV spiked by 20% during the 11.11 campaign.



Promoting Domestic Tourism

To help SMEs and entrepreneurs in the tourism sector who are affected by the pandemic, Shopee together with the Tourism Authority of Thailand launched the Amazing Thailand Grand Sales 2020 campaign to promote domestic tourism and boost their income.

We helped promote special domestic-travel packages and deals that cover all 6 regions of Thailand to encourage Thai people to travel and uplift the economy while generating income for the local communities.

Sustainability Through Collaboration with Partners

We believe that an act of kindness, no matter big or small, can make the world a better place. We can't do it alone; but with our ecosystem and partners, together we can be the givers and make a positive impact on the communities, in hope that one day the kindness will be passed on to achieve a sustainable society.



Everyone Can Become a Giver

Garena can play an important part in inspiring our game players, youth, and children to spread kindness to others. At our Care & Share event, everyone can become a giver and take part in donating basic necessities to the Mirror Foundation to support people in need and orphaned children.

All givers will receive our Free Fire merchandise as a token of appreciation for their acts of kindness. Furthermore, all proceeds from our in-game ticket package that offers players a chance to meet & greet Free Fire Heroes will be donated to the Mirror Foundation.

Helping Underprivileged Children in the Region



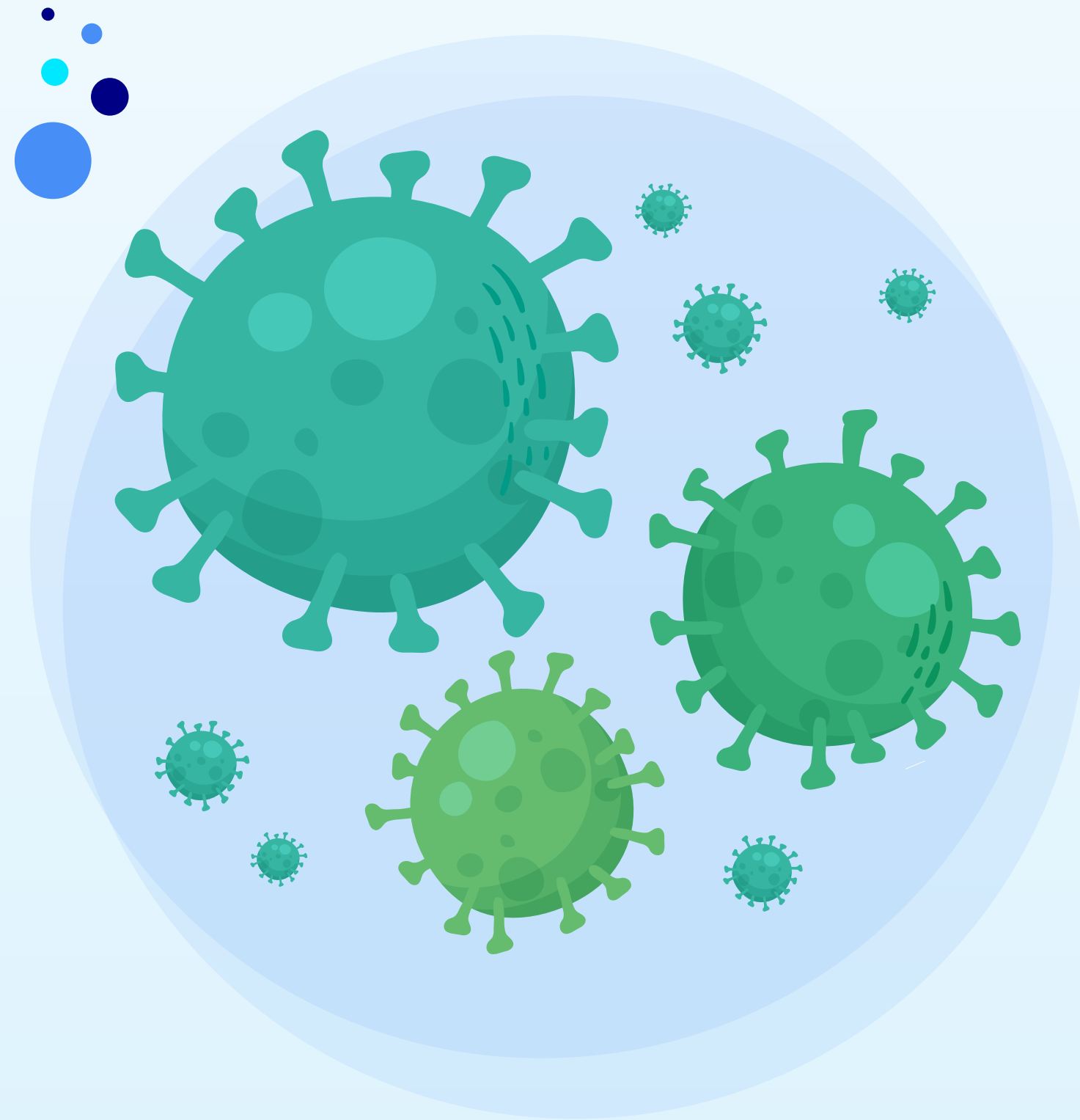
We believe that our strong ecosystem can bring a positive impact to the communities. By leveraging "Shopee 11.11 Big Sale", our largest online shopping event in the region, we have launched a regional fundraising campaign, Shopee 11.11 Big Charity, to support underprivileged children.

We have collaborated with UNICEF Thailand to drive awareness and raise donations to support and strengthen early childhood nutrition and development of unprivileged children throughout Thailand.



THB 2,400,000

Total donation across events under 11.11 Big Charity



Disaster Relief

Scaling Our Activities to Help Relieve the Impact of the Pandemic



We are committed to combating the disasters faced by the communities by focusing on areas where our resources and partnerships can make the most impact. In 2020, we put a strong emphasis on alleviating the impact of the COVID-19 pandemic.

Thailand was the second country to confirm a COVID-19 case. The outbreak is considered one of the most unforgettable pandemics affecting countries globally. The COVID-19 pandemic has led to widespread job losses and strongly impacted the labor market.

The unprecedented public health crisis experienced during the global COVID-19 pandemic has originated a catastrophic economic crisis around the globe. Support from individuals and public and private sectors is extremely valuable during these difficult times.

Source: World Bank, Bangkok Post



Together We Can Overcome

The unprecedented public health crisis experienced during the global COVID-19 pandemic has originated a catastrophic economic crisis around the globe. We must stand together to cooperate and overcome this crisis together.

Fighting Alongside Our Frontline Workers

Our frontline workers are risking their lives daily to help fight the COVID-19 pandemic. Sea believes that we can take action to encourage frontline workers and show gratitude for their hard work and sacrifices during the outbreak.

Food and Medical Equipment for Heroes to Help Fight COVID-19

Through multiple projects, Sea has delivered meals to medical professionals in hospitals across Bangkok while creating income for local restaurants affected by the pandemic. In addition to food support, we have donated N95 masks and money to be spent on personal protective equipment and medical equipment for healthcare workers during the COVID-19 crisis.



Food, Mask, Medical Equipment Support



Over THB 2.5 million donated to 20 hospitals

Encouragement and Support for Our Heroes



In cooperation with the Ministry of Tourism and Sports, we organized an online esports competition to raise funds for the Thai Red Cross Society to support our real heroes on the frontline while encouraging people to stay at home to reduce the spread of COVID-19. The funds raised from our competition were donated to support the purchase of medical devices as a part of the #CarryingTheFrontline campaign.

Garena has collaborated with Thailand Post to send notes of encouragement to frontline workers during the COVID-19 pandemic. Our cheer up postcards with ROV character designs are sent by the Thai people to doctors and medical professionals to express gratitude for their help and hard work during the outbreak.



Fighting Alongside Our Sellers

Due to the severe effects of the global pandemic, many of our sellers and business owners are battling on multiple fronts while resources to help small businesses are limited. To bridge the sustainability gap, we assist and provide SMEs and sellers with support and guidance to get through this pandemic together.

#ShopeeTogether

#ShopeeTogether features a series of support measures for various local Thai communities, SMEs, sellers, and online shoppers. We give back to the Thai communities through various initiatives, including e-donations, e-learning platform to support Thai sellers and SMEs, daily free shipping vouchers to provide our shoppers with convenient and affordable access to necessities from their homes, and many more.



Seller Support Package

As a part of #ShopeeTogether, Shopee has partnered with the Ministry of Digital Economy and Society to launch Shopee Seller Support Package with the aim to help SMEs and business sellers survive and thrive during the COVID-19 pandemic.

Sellers participating in the program are afforded multiple forms of assistance, including a marketing budget to increase their sales, a range of e-learning courses to enhance their e-commerce skills, and many other benefits to enable entrepreneurs to leverage our platform and generate income during the crisis.



THB 500,000,000

budget to support 1M SMEs and business sellers

#ShopeeTogether



Giving back to frontline workers

To express our appreciation to the dedicated frontline workers, Shopee has carried out the ShopeeForHeroes campaign to give away shopping vouchers to medical personnel. Shopee has partnered with Rama Foundation to provide an opportunity for everyone to step forward and make a contribution to those in need through e-donation to fund the purchase of medical equipment and supplies, whereby we have raised a total of 1.8 million baht.



Giving back to Thai sellers and SMEs

Shopee has launched an e-learning platform designed to help Thai SMEs and sellers with little or no experience in e-commerce to diversify their revenue streams beyond the traditional bricks-and-mortar model by equipping them with basic skills and knowledge necessary to start an online business. Shopee has also joined hands with Kbank and Thailand Post to provide financial relief and special shipping subsidies to minimize our sellers' operational costs.



Giving back to our shoppers

Amidst the tightening of social distancing and precautionary measures, we strive to ensure that shoppers across Thailand have convenient and affordable access to basic necessities from their homes. Under this campaign, Shopee has joined forces with partners and major brands to offer special promotions for essential consumer products as well as daily free shipping vouchers.

Thriving Through the Pandemic with Shopee

Local snacks business, 📍 Sukhothai Province



Watch full story [here](#)

Fai, a 19-year-old university student, is the owner of Maesupunnee Shop that sells local snacks from Sukhothai Province. The pandemic has severely impacted our sellers and SMEs across Thailand, including Fai and her business. Her family has been struggling financially as many of her bulk orders were rejected by the middleman. Fai decided to find a new sales channel by bringing her shop online to Shopee.

However, the first 1-2 months did not go well for her, with sales not picking up and her parents not trusting the online world. After coming across Shopee's Seller Centre, Fai gained better knowledge and understanding of online selling and applied it to her shop, resulting in a significant increase in sales. Driven by her success, Fai has expanded her shop and helped increase the employment opportunities and well-being of the whole community. She is very happy with her achievement and received full support from her family.

Local Mauhom clothing business, 📍 Phrae Province



Watch full story [here](#)

Saowalak had been successfully running her Mauhom clothing business for over 5 years before taking a hit by the pandemic in 2020. Her physical shops were closed with sales dropped to only 10%. Her income was barely enough for her to take care of her employees and family.

Shopee came across her mind as an opportunity to sustain her business during the pandemic. By pivoting to a digital platform, she was able to recover her sales while creating jobs for local people in the community. With Shopee's large customer base, she could sell all sizes and types of Mauhom clothes, creating sustainability for not just her family but everyone in the community.



CONTACT US

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Sea Thailand



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