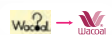


Significant changes and development

The First Decade (1970-1979)

- 1970** • Business Established: Thai-Japanese joint venture Started to produce lingerie 
- 1971** • Expanded the production to cover girdle, underwear, short bodysuit, petticoat and nightwear products.
- 1972** • The company started to export to overseas market.
- 1973** • Increased the registered capital from Baht 4 million to Baht 8 million.
- 1974** • Started production for children wear to distribute locally.
- 1979** • Increased the registered capital to Baht 20 million.





The Second Decade (1980-1989)

- 1980** • Changed the company logo 
- 1983** • Listed on the Stock Exchange of Thailand
- 1984** • The company also launched "Wacoal Computer Service" to provide the proportion measurement service to customers with advanced computer program
- 1985** • Established the Wacoal Body Clinic at Sogo Department Store, Ratchaprasong to provide special lingerie tailoring service to individuals and persons with special.
- 1986** • Changed the mini computer system to mainframe system.
- 1987** • Expand business Began to advertise underwear on television.
Joint venture with a raw material producer

The Third Decade (1990-1999)

- 1990** • Introduced highly precise equipment to analyze physiological features such as Silhouette Analyzer, Moire and Sketched Outlines. Excellent Factory of the Year
- 1991** • Established the Product Research & Development Center to research, test and analyze the quality of textile materials.
- 1992** • Added personalized medical garment sewing service.
Heal and relieve scars caused by fire or scald.
- 1993** • Popular product award from Asia Pacific Award
- 1994** • Converted to public company limited
- 1997** • Starting the Thailand Best Project by organizing "Sahagroup Export & Trade"
- 1998** • Established the Call Center, Customers Relations Center




The Fourth Decade (2000-2009)

- 2000** • Started the "Wacoal Pink Ribbon Fight Against Breast Cancer Project" 
- 2005** • Introduce the customers' demand analysis system: Quality Function Deployment and Kansei Engineering to design products.
- 2006** • Develop new innovation service "Balancing Bra Service", provide tailoring service to women who have lost their breasts.
- 2008** • The company adjust the product image to premium grade, cut the borderline between underwear and casual wear by developing "Diamond Intimacy" with Swarovski crystal on underwear as first launch.
- 2009** • First time: The first lingerie in Thailand to receive a green label Receive Cool Mode label  
for products of pajamas and outerwear for women
Innovation: Introduced the SAP system in the garment industry Started to produce and distribute Wacoal Gold, lingerie products for elderly women 

The Fifth Decade (2010-2019)

- 2010** • Princess Collection exhibited a fashion show in Her Royal Highness Princess Sirivannavari Nariratana's presence on the occasion of the 40th anniversary of Thai Wacoal to bring income to fund the construction of a breast cancer center
- 2011** • Acquired ISO 50001 certification
- 2012** • Collaborated with business partners organize "School of Deep Textile" Project which helps develop textile and garment specialist.
Established the B'me brand. 
- 2013** • Established Pattaya Myanmar Co., Ltd. to expand production base in ASEAN.
Developed an efficient shipping system
- 2014** • Omni Channel brings the concept of Omni Chanel marketing to connect various marketing channels.
Adjusted the Brand Concept under the "Beauty Inside".
- 2015** • Joint venture with Wacoal Corp., Japan to establish Myanmar Wacoal Co., Ltd.
Creating awareness and enhancing the image of Wacoal Sport and CW-X products based on health care trends
Acquired ISO 9001, ISO 14001 certification. 
- 2016** • Thai Private Sector Collective Action Against Corruption (CAC)
Joint venture to startup A Tech Textile Co., Ltd. and G Tech Material Co., Ltd.
Best Content 2016 from Lazada
- 2017** • Increased investment in Pattaya Manufacturing Co., Ltd. and become an associated company.

The Sixth Decade (2020-Present)

- 2020** • ECO FACTORY GREEN INDUSTRY 4.0 
To be selected on the sustainable stock list (THSI).
Listed company in Thailand with outstanding environmental, social and good governance.
- 2021** • Developing a Healthcare and Wellness business.
Focusing on online sales.
- 2022** • Established Wacoal Maesot Co., Ltd.
To become Global One Wacoal by starting to use the corporate logo 
- 2023** • Acquired Circular Economy Management System (CEMS) certification. 
- 2024** • Received the first Circular Mark certification in Thailand for underwear products from the Thailand Environment Institute (TEI).