



Goodrich Global
SINCE 1983



THE NEW ERA

TOWARDS GROWTH IN



**THE
NEW
ERA**

**Celebrating 40 Years of Success
and More to Come**

Towards growth in the new era

Goodrich Global's 40th anniversary marks a significant milestone which allows the company to focus on gaining an even stronger foothold in the Southeast Asia region by executing savvy business strategies quicker and more efficiently.

The new Goodrich Global is able to leverage a more robust management system and business infrastructure for rapid growth as it aims to achieve a more extensive market share in the Southeast Asia region.

Goodrich Global's newly-renovated galleries in Singapore and Thailand set a new milestone in redefining the interior design and decorating experience, drawing top interior design professionals, architects, property developers, hotel owners, and contractors since the galleries' launches in 2021. The refreshed galleries are Goodrich Global's next steps that place complete product experience and people at its heart, encouraging a sense of exploration and, ultimately, the discovery of Self, as values the brand has held since 1983.

Governments worldwide have seen a shift in market dynamics as a result of the global COVID-19 pandemic. The top priority for Goodrich Global is the safety, security, and health of its employees. During the crisis, Goodrich Global increases its on-line presence with product webinars and streamlining processes with digitalisation. By utilising online technology, the company is able to provide remote working arrangements as well as streamline processes to deliver a cohesive customer experience.

Moving forward, the company is actively improving its business efficiency by establishing an integrated manufacturing and sales system. Goodrich Global has taken an unprecedentedly aggressive stance from various perspectives on product development, logistics, and sales structures.

All of these efforts are intended to make a smooth transition from a traditional interior furnishing supplier to a "Space Creation Company" as set forth in Goodrich Global's long-term corporate vision. The new initiative will serve as a growth impetus and driving force for the next generation. As a "Space Creation Company", Goodrich Global aims to become a company valued by its stakeholders that contributes to society by elevating spaces through skilled creative visualisation. It is a vibrant business ethos, providing value and allowing customers to elevate spaces, be educated on product capabilities, and exchange ideas to create engaging spaces with enriching experiences. At the back end of this enriched customer experience, its project teams work in tandem to create a



positive economic impact; inspire the next generation; invest in future talent; build an inclusive workplace, and enhance a sense of community.

A "Space Creation Company" as defined by Goodrich Global, offers its customers holistic functions and processes in the design, delivery and construction aspects of space through purposeful visualisation. Economic value is generated when Goodrich Global continues to further strengthen and enhance various business functions related to space and combine them with creative ideas for a broad range of comprehensive designs, which in turn provide value to the design communities as well as direct customers. By actualising its capacity and capability as a "Space Creation Company", Goodrich Global strives for a stronger and more proactive position in the value chain.

In addition to gaining economic value, Goodrich Global consciously creates social value to heighten its corporate presence. This is in line with its vision to actualise a society that is inclusive, sustainable and creative. Being a "Space Creation Company", Goodrich Global woos the public audience with its enhanced creativity manifested in original works and effective design solutions, building a lasting legacy. This is the intrinsic social value when Goodrich Global delivers benefits for its local communities as a "Space Creation Company".

Mr. Yasushi Furukawa
Group Chief Executive Officer

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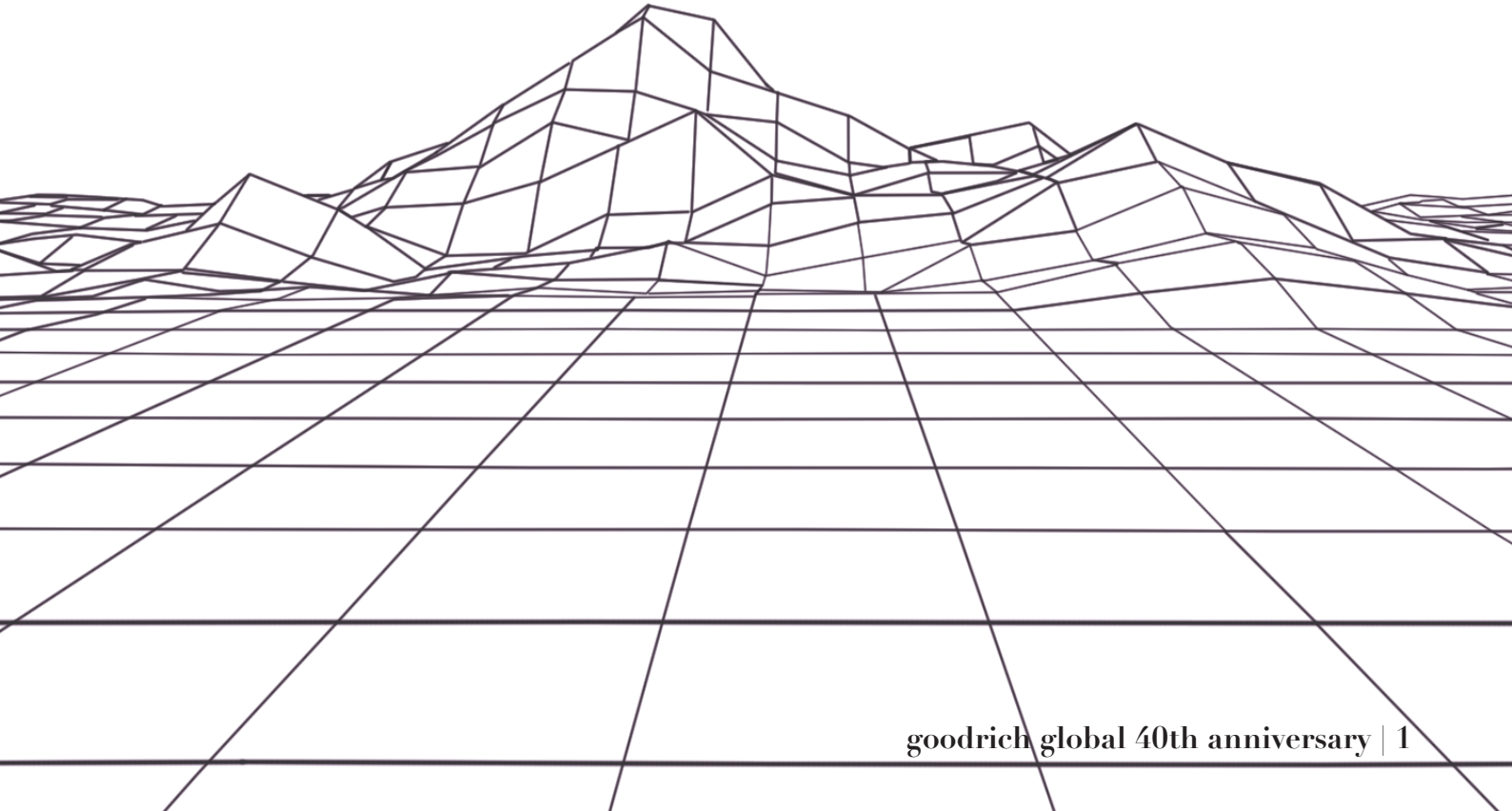
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REGIONAL OFFICE ADDRESSES



A PASSION FOR EXPRESSION IN ASIA AND BEYOND

At Goodrich Global, we are specialists in the challenging field of interior furnishing. With 40 years of experience, we have built an international chain of offices and galleries spanning Asia, the Middle East and Europe. Our comprehensive and ever-expanding global network of warehouses and distributors ensures that Goodrich Global is well poised to fulfill all your interior decorating needs, wherever you may be.



OFFICES

Country	City	Established In
Singapore (HQ)	Singapore	1983-
China	Beijing	2002
	Guangzhou	2002
	Shanghai	2002
	Shenzhen	2004
	Wujiang	2011
Hong Kong (China)		1998
India	New Delhi	2009
	Mumbai	2016
Indonesia	Jakarta	1991
Malaysia	Kuala Lumpur	1984
	Johor Bahru	2008
	Kuching	2014
Thailand	Bangkok	1998
United Arab Emirates	Dubai	2007
Vietnam	Ho Chi Minh	2020

GALLERIES

Singapore	Singapore
China	Shanghai
India	New Delhi, Mumbai
Indonesia	Jakarta, Surabaya, Malang, Semarang
Malaysia	Johor Bahru, Kuala Lumpur, Kuching
Thailand	Bangkok
Hong Kong (China)	
United Arab Emirates	
Vietnam	Ho Chi Minh



HARNESSING TALENTS FROM WITHIN AND ATTRACTING THOSE OUTSIDES IN BUILDING A DYNAMIC TEAM

Skills & knowledge

Services And Applications

Goodrich Global's sterling reputation for reliability and excellence makes the company the preferred supplier, distributor, fabricator and partner for all projects big or small. With the largest service and installation team in the region, Goodrich Global works closely with design firms and industry expertise in providing wallcoverings, soft furnishings and flooring products for the following types of facilities:

- Hospitality Industry
- Health Care Facilities
- Commercial and Retail Buildings
- Educational Institutions
- Places of Interest
- Religious Buildings
- Residential Projects

Product Classification

Goodrich Global is experienced in the installation of all types of wall coverings, fabrics, carpets and floorings, including installation specialties required in products such as leather, silk, grass cloth, digital mural and vinyl from Europe, America and Japan.

The list of products and installation services:

- Wallcoverings: Vinyl, Paper, Textile, Natural
- Handcrafted, Handpainted and Film.
- Fabrics: Upholstery, Curtain, Cushion, Accessories, Window Treatment, Blinds, Leather and Bespoke Designs.
- Carpet: Broadloom, Carpet Tiles, Custom Design, Wool, Bamboo and Sisal.
- Flooring: Vinyls, Laminates, Engineered Timbers,
- Outdoor Decking and Rubber Tiles (Indoor and Outdoor).
- Wear-resistant products / Eco-Friendly products

Human Resource Capability

Currently employing more than 500 people across 30 regional offices and galleries in Singapore, China, Hong Kong, Indonesia, Malaysia, Thailand, India and the Middle East, Goodrich Global is diverse and multi-talented. The Group's marketing network supports distribution, galleries, market development and trade collaboration for all territories.

Financial Capability

Goodrich Global's strong brand value and sound resources enables it to undertake large scale projects. Its professional team is involved in virtually every facet of the soft furnishing industry. With more than 40 years of success, the company has built its resources and stability to undertake large-scale projects which require a high level of skill and expertise to complete them on time is the company's forte and its track record has proven that.

In 2018, Goodrich Global embarked on a conversion as a consolidated subsidiary of Sangetsu Corporation. The acquisition of 70% of Goodrich Global shares by Sangetsu Corporation is a pivotal point in the succession development to bring Goodrich Global to be an international champion brand. Subsequently, in December 2021, Sangetsu Corporation acquired 100% of Goodrich Global Holdings Pte Ltd.

Together, the Group's shared resources include international brands Koroseal's 25% share in the wallcovering market in the USA and Metro 65% share in Canada, is the impetus which positions the Group in good stead to increase global sales.

Management Capability

Goodrich Global's success is driven by its management team and its commitment to achieve results for its customers. Its teams are trained to perform professionally and are responsible for all projects. The Group's mantra is all about excellence, applying innovative technologies and capturing new opportunities for profitable growth. Its value creation is drawn from a systematic approach. Its stringent Quality Management System designed around the ISO 9001:2008 certification is a reliable and effective means to

- Understand the requirements of our business operations
- Evaluate the productivity of our business processes
- Achieve consistent results
- Objectively improve our business practices

The management is committed to the improvement of our operations making use of the Goodrich Leadership Centre to meet the demands of a technical business operation which possesses the need for creativity.

PAVING THE PATH
TO SUCCESS,
ONE BUILDING
BLOCK AT A TIME.

Strengthening our brand

Goodrich Global has changed and transformed dramatically, due to various restructuring implementations which include physical, management, corporate governance as well as how the company works and interacts with its stakeholders.

However, the work that the company does currently is not much different from the business model established by its founder 40 years ago, which is the supply of interior materials. Transforming this into a relevant and sustainable business model in changing times is our next step into the new era.

For the new business model to take shape, a clear vision for the future is essential as a driving force. While Goodrich Global implements various changes to the business model steadily, it remains clearly conscious of the big picture for a tumultuous future. Moving forward, Goodrich Global brands itself as a "Space Creation Company".



Corporate Branding As A “Space Creation Company”

In addition to our industry expertise in product design and capabilities in marketing, selling, installation and logistics, we aim to elevate spaces by developing new design concepts and proposing a complete solution from concept to procurement and from delivery to installation.

With design management as a working core, Goodrich Global aims to improve our brand value to transition into a space-creation company within sectors: residential, commercial, hospitality and healthcare. In the process of conducting these businesses, we aim to realize its social value.

With Goodrich Global's presence in Southeast Asia, India and the Middle East, across more than 40 regional offices and galleries in 11 countries, Goodrich Global has been inspiring and enabling people to improve their living spaces and everyday lives for 40 years. Its experience and network in the region enable the company to provide a reliable and trusted service for any business needs.

Additional efforts towards the vision include collaborations and public relations (PR) activities which the company actively pursues to add value and build relationships with industry professionals such as hotel chains, property developers, architects, interior designers and contractors.

With this approach to design management as a basic policy, Goodrich Global strives to realize the company's growth and become a sustainable corporation through next-generation business.

B2B, Trusted Brand In Commercial Market

Goodrich Global has a renowned standing among the developers, architects, designers, hotel owners, builders and industry players as a business to business (B2B) product and service provider. Designed for creative spaces, Goodrich Global's curation of interior furnishing materials meets function, form, quality and sustainability. From commercially compliant materials with sanitising properties to energy-saving films, the company believes quality interior furnishing is for everyone, whether for businesses.

B2C, Expanding The Residential Market With Experiential Gallery For Enhanced Product Experience

In a new move, Goodrich Global strengthens its hold on the residential market with a business to consumer (B2C) strategy. This means bringing a more diversified range of products and upgrading its showroom. The refreshed gallery is Goodrich Global's next step that places complete product experience and people at its heart. With a brand positioning that asks everyone to 'personalise your living space' and make it 'your cover story', Goodrich Gallery encourages creativity from its customers and inspire them to create and enjoy their own beautiful living spaces.

The gallery which features over 100,000 wallcovering listings from over 20 international design brands on a single platform, is the first of its kind and the largest in Singapore. The home furnishing offerings also include fabrics, carpets and vinyl flooring. With so many products and designers to browse from, the gallery allows customers to envision their ideal indoor and outdoor living, working, resting and dining spaces effortlessly via specially designed concept rooms. Offering the best European and American brands under one roof, the curation of wallpaper, fabrics, carpets and vinyl flooring are made from premium materials, appealing to those looking for an emotional connection - an important aspect today as people spend more time at home.

Goodrich Global's refreshed experiential gallery is a showcase of inspirations for homeowners as well as for the trade.

The Six “E”S

Goodrich Global aims to transform itself from a company that merely “sells things” in the past, into one that creates enlivening spaces through sound design management. Beyond pursuing form, function and coordination of products and spaces, our approach to design management entails conceptualization, interior design, and creative solutions which take into consideration a space's function and the people who use the space.

ELEVATE | A concept where space-planning, colours, textures, form and function work together to build an atmosphere that sparks creativity, energy and joy.

EXECUTE | Delivering the concept from paper to reality.

ENGAGE | Spaces that encourage their occupants to live, work and play seamlessly

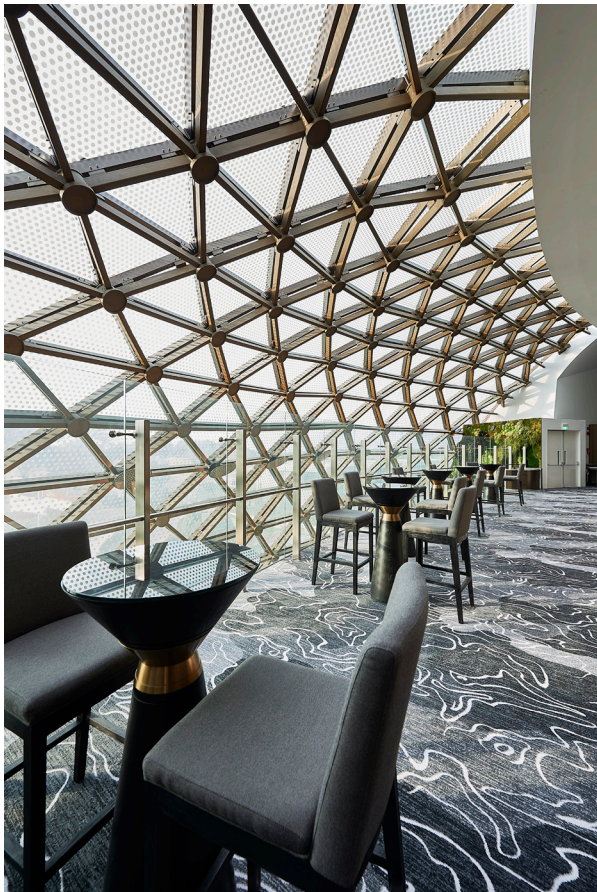
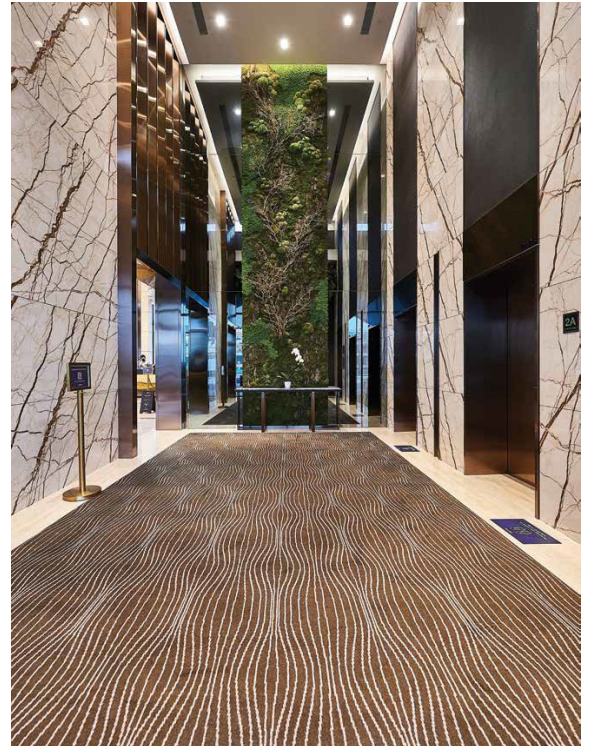
ENRICH | Creating memorable experiences by enjoying the space and its offerings.

EXCHANGE | Spaces that are conducive to making connections between people and ideas.

EDUCATE | Learning how the design concept successfully works to deliver a space that delivers its objectives.

HOSPITALITY

Dusit Thani Laguna Hotels & Resort Singapore



COMMERCIAL

PERFORMANCE-DRIVEN SPACES THROUGH CREATIVE IMAGINATION



**Thomson Medical Centre
Singapore**



PERSONALISING SPACES THROUGH SELF-DISCOVERY JOURNEYS



RESIDENTIAL



Exploring new businesses through creative strategies

A restructured Goodrich Group sees the organisation pursue an optimal model in each country's market and strengthen the profitability of its overseas business.

A review of existing systems in its regional branch offices for their performance and growth expectations is essential to build a strong organisational structure in each Southeast Asian country. The Group has established local subsidiaries in Vietnam and in Thailand in 2020, in line with its expansion plans to formulate strategies that are closer to the region.

For greater efficiency, corporate presence and management in the Asian region, Goodrich Global Holdings is responsible for the Southeast Asian market, Goodrich Global Limited for the Hong Kong market and Sangetsu Goodrich China for the Chinese market. The restructuring facilitates the implementation of strategies in each region at a deeper level as well as strengthening the business for the Group.

The China and Southeast Asian markets are unique by merit of their local functions and service expectations which depend greatly on variables such as industrial structures and service values. Building a local business model helmed by a strong management team based in each country is more advantageous for the Group, to develop optimal product strategies for each market. With this strategy in motion, it aims to increase earnings in these markets respectively.



THAILAND

The branch office in Thailand is focusing on the sale of interior furnishing products and services as well as their designs and construction services. Goodrich Global aims to further develop the local market as it leverages on Sangetsu's growing market presence. Wallpaper has been a popular decorating material often used in hotels. As such, it is working towards strengthening product capabilities such as design, construction and applications to drive sales from the interior design market at large.

CHINA

Shanghai which has a population of about 25 million people is a large economic market. The merger between Sangetsu Shanghai and Goodrich Global China has created a stronger sales force that leverages on knowledge and skills between the two integrated companies to expand its market share. As a counter-measure to overcome challenges in a very competitive but highly valued engineering market unique to China, Goodrich Global develops an exclusive range of in-house products that cannot be substituted by its competitors. This is solely for the purpose of specifications for the local projects and the strategy proves to be a rewarding one.

Optimise Product Strategies For Each Country's Market

The Goodrich Group's business model has been to first select suitable product lines at its headquarters in Singapore and then sell them to the Southeast Asian countries through its branch offices. The company embarked on creating a new look for its product sample books, which essentially include products that are sold by all companies in the Goodrich Group. There are assigned product development managers in each country to focus on developing local products that have a higher sale potential. By balancing the number and quantity of inventory for the Goodrich Group's common products and local products, it will promote the efficient use of sample books.

The improved sample book can be used in all countries serviced by the Goodrich Group in overall sales processes and offers the following benefits:

- Realise efficient inventory distribution by holding common inventory in each country
- Conduct specification activities across countries by configuring a product composition that satisfies all the design specifications of each country
- Enables the execution of specialized sales strategies for each country; for example, high-end products in Hong Kong and custom-made products in China

CHARTING THE BAR HIGH AS WE SEEK NEW OPPORTUNITIES

Winning Projects Through Customised Solution Proposals

Beyond its valued engineering proposals for wallcovering, Goodrich Global actively engages in public relations (PR) activities such as mockup constructions to extend its product reach beyond wallcovering in hotels.

A winning proposal by Goodrich Global entails a complete and custom design solution that combines products, procurement and installation.

In outfitting the Shimano office and showroom in Singapore, the proposal presented by its product and installation team allows the client to recognise the products' capabilities in terms of feasibility, functional design and cost-effectiveness.

Using the framework of mock-up constructions, Goodrich Global continues to engage in PR activities while leveraging on the Group's wide range of product appeal and expertise in interior design materials, including procurement and installation solutions.

Value enhancements through consistent quality and ideation

The goal is to run the Goodrich Global business responsibly along its entire value chain. Everyone should benefit from this – its customers, employees, the environment and society. With its long term corporate vision as “Space Creation Company”, as part of the Group’s strategy, Goodrich Global aims to make its business sustainable for present and future generations.

Strategic additions to its leadership team, developing a product differentiating strategy and creative ideation are some measures and initiatives developed to pave the path for growth in larger markets and strengthening the Goodrich Group. Today, business activities have expanded to bigger overseas markets. The increase in the Group’s activities further entrenched Goodrich Global’s position in the value chain.

Goodrich Global is committed to delivering values to its stakeholders, responsibility to customers, employees, suppliers, communities and its physical environment.

**EMERGING OUT OF
THE CRISIS STRONGER
THAN BEFORE AS WE
RE-INVENT OURSELVES
TO STAY AHEAD**

Quality

The quality of Goodrich Global products and services plays a key role in maintaining customer satisfaction. Customers are particularly satisfied and loyal when their expectations of a product or service are met or even exceeded. Appeal, reliability and service determine quality as it is perceived by the customer throughout the entire product experience. Goodrich Global's objective is to positively surprise its customers and inspire enthusiasm and creativity in all areas, and thus to win them over with its quality.

Harnessing Data

Data are more abundant than ever and the COVID-19 crisis has made building data capability even more pressing. To stay competitive, Goodrich Global is tapping into its data to stay a step ahead.

The company integrates its data into the business in a cross-functional way, extracting and engineering value for our customers, partners and stakeholders.

In particular, Goodrich Global has integrated data into its planning, and supply-chain processes through data-driven decisions around stock and gallery optimisation. Goodrich Global seeks to enhance visibility throughout the supply chain to streamline inventory management, improve sales forecasting, and optimise delivery networks. Ultimately, Goodrich Global seeks to harness the power of data to personalise their customers' experiences.

Artisanal Appeal

In 2022, Koroseal released another brand - Takumi Artisan Crafted Wallcovering as an initiative to enhance its product appeal and brand awareness. The unique Takumi range centers on traditional Japanese craftsmanship. The design features brush strokes inspired by Washi paper and exquisite metallic foils that resemble an origami pattern.

The Takumi brand is poised to appeal to the luxurious residential, hospitality and commercial markets. As a common brand in the Sangetsu Group, its procurement, inventory management and export activities are based in Japan. Its sales activities are housed within Goodrich Global and Koroseal. Together, the group focuses on building a stable supply chain towards a global expansion of the Sangetsu brand by leveraging on tailored sales strategies in each country.

DYNAMIC PEOPLE

Human Capital

Goodrich Global's employees are the heart of the company. Key value drivers include the knowledge, skills, experience, training, and creative abilities its employees bring to the business and a robust corporate culture.

Installation Expertise

Strengthening the Goodrich Group's installation functions is an important aspect of its mission to become a Space Creation company. Efforts towards achieving a high quality installation includes increasing the number of product engineers and hiring skilled craftsmen. Training is key in grooming skilled workers with extensive knowledge and expertise in a successful installation that meets the clients' needs.

Global Specification Team

In 2020, Goodrich Global embarked to strengthen its product specification activities in all of its offices. A team was set up with the aim to penetrate the Asian markets by driving up sales in specifications. Based in its Singapore office, the team build relationships in the commercial and hospitality sectors, fostering an ecosystem of network with hotel chains, property owners, interior designers, architects and developers who work extensively in design projects in the Southeast Asian regions. In addition, the team adopts an aggressive stance towards collaborating with strategic partners in the interior industry while sharing information with our regional offices within the Goodrich Global Holdings Group and Sangetsu Group.

For building trust between clients, the team seeks to:

- 1) Solve issues promptly
- 2) Have a good understanding of products capabilities within the design and construction industry and the culture in each country
- 3) Utilise its diverse expertise to provide effective solutions in the hotel and healthcare industries.
- 4) Ensure that products for export are industry compliant in accordance with the destination countries.

Staying connected with digitalisation

In the last 40 years, Goodrich Global's journey into commerce transformation has been steady and rewarding. Investments in digital education, infrastructure and digital services have built resilience to climate change, and helped achieve many of the company's sustainable development goals. Digitalisation helps Goodrich Global's economic growth, brings its people, customers and partners closer together, and enables better use of resources. Digital touchpoints are being inserted at every step of the customer journey from awareness to realisation to advocacy for an immersive human-technology interaction on its business-to-customer and business-to-business platforms.

A MORE DIGITAL
WORLD MUST BE
COUPLED WITH A MORE
CONNECTED AND
NETWORKED SOCIETY

Goodrich Global continues to improve in-person and digital experiences to be more intertwined than ever before. Customer journeys now constitute offline transactions with integrated digital elements to elevate brand experience and hyper-personalisation. Going on-line has enriched the company in numerous ways including:

- Increasing value opportunities and competitive edge
- The data produced by digitalisation allows the company to connect with customers in a more engaging way
- Streamlining business processes create efficiencies and improves workflows
- Improving products and services to improve customer satisfaction
- Digitalisation empowers employees increasing their skill set

An Immersive Brand Experience

At Goodrich Global, the customer always comes first. In a post-pandemic world, a customer's experience is the most important factor that drives trends and embeds innovations deep into the day-to-day operations and throughout the entire company's culture. Digital transformation is not about technology. It never has been. It is about using technology to achieve impactful goals.

Engaging Customers

A significant portion of consumers are savvy digital natives, and their numbers are quickly increasing. Naturally, Goodrich Global's online presence has the upper hand at appealing to this key group.

Beyond its website, webinars, Facebook and Instagram profiles, the magic of digitalisation comes with the data it collects. Digitalisation generates insights to help the company understand its customers and gauge the effectiveness of marketing campaigns.

Advertising in the online space is more targeted as well and allows Goodrich Global to select the type of customers it would like to push products to, based on demographics and preferences.

The web data that is collected from customer interactions with its online assets have enabled it to translate into valuable information as to who its customers are and what they like about Goodrich Global.

Optimising Processes

Digitalisation has increased the efficiency of Goodrich Global's business operations. Through an effective cloud system, it manages workflows better, accesses data and consolidates key applications.

Transforming Products And Services

Digitalising has opened new revenue opportunities and improvements to current products, based on direct feedback from customers. These insights secure Goodrich Global's longevity as it enables its business to meet changing customer expectations. By staying attuned to its customer's needs, Goodrich Global is able to increase customer satisfaction with service improvements.

Empowering Employees

Goodrich Global continues to provide guidance to employees and managers for employees and managers with training and skills to embrace new ways of working. The in-house briefings educate its employees on digital interfaces, help soothe nerves and familiarise them with new technologies. Employees' time can be freed up from manual processes so that they can channel more efforts into activities that can help grow the business from within.

Business-To-Business (B2B) Digitalisation

With growth comes challenges and the company embarked on a customer relationship management (CRM) system that helps track information and interactions with Goodrich Global's customers. This system is accessed and edited by the management to improve the customer experience, automate parts of the sales cycle, and improve communication.

The automated system in Goodrich Global's B2B platforms helps monitor sales as they move through the sales funnel, enabling the company to address any issues that might come up during the process, help create more visibility into leads, and therefore, increase efficiency throughout the sales process.

Digital Transformation And The New Sales Model

Moving forward, it is more critical than ever for Goodrich Global's marketing and sales teams to function as a cohesive unit, and CRM systems are the perfect solution to help the company scale up. The digitalisation of sales processes provides specialized reports concerning customer visits and a deeply personalised customer experience. At the same time, the company exercises consumers' privacy and protection of their personal information. The automated system also helps consolidate interactions through different communication channels, including the company's website, email, phone calls, and social media.

The integration using a CRM to automate part of the sales process solves the many challenges presented by growth. Goodrich Global can now effectively deal with contact management and sales opportunity information for a better customer experience, communicating more effectively within and outside its organisation.

Realizing a sustainable society

In recent years, Goodrich Global has been facing a wide range of social issues from climate change to the COVID-19 pandemic. Higher living costs, recessionary markets and the impact of global warming will all see us continue to do more and expect more from the spaces we live and work in.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are Sustainable Development Goals (SDGs), which are an urgent call for action by all countries in a global partnership. Corporate integration of sustainability into business to participate in building a sustainable society has become an essential element to ensure business continuity and earn stakeholder trust.

Goodrich Global advocates to minimise the environmental burden of the supply chain as a whole will contribute to realizing a sustainable society that will protect the global environment. Adopting sustainability outlook in their business practices is a must to achieve long-term business successes.

Spaces That Spark Joy

Goodrich Global aspires to make your living space an inspiration and joy to work, live and play in. Its prolific spatial design both develops business and fosters enlivened spaces to live and work as an important sense of value unique to the Goodrich Group. Through this, Goodrich Global not only provides joy to every one of its many stakeholders but also lay the foundation for future economic pursuits.

Goodrich Global's environmental initiatives broadly work to reduce CO2 emissions produced by each business process (including Scope 3 emissions), develop products with a low environmental impact, and recycle waste after product use. Goodrich Global's recycling efforts span across all its product range being wallcovering, flooring, carpet and fabric.

As the environment and society are changing at an accelerated rate, Goodrich Global believes that beyond the value of products, experiential depth of space and how people live there with spiritual and cultural aspects in mind are equally important. As a company with business activities centered upon space creation in a variety of aspects of peoples' lives, Goodrich Global recognises the greater responsibility to provide value to society and the important roles to fulfill.

DOING BETTER TO EXPECT MORE FROM THE SPACES WE LIVE AND WORK IN

Corporate Social Responsibility (CSR)

As a company that prides itself on social responsibility, Goodrich Global goes above and beyond in caring for its employees and contributing to society.

Going beyond Singapore, Goodrich Global continues to share its successes by giving back to the local community, with a focus on social development, support for the underprivileged, the Arts and environmental conservation. To date, the company has initiated activities in Thailand and Indonesia.

In line with its corporate philosophy of being positive agents of change, Goodrich Global's employees and associates are encouraged to volunteer their time and enjoy the experience of giving back to the communities in which they work in. In executing CSR activities, the company's core values of Customer Centricity, Teamwork, Integrity and Continuous Improvement are put into practice.

Approach To Global Environmental Conservation Through Products

Today, many of Goodrich Global's products are used in an environmentally friendly manner. Goodrich Global defines eco-friendly products in the following categories, and contributes to the improvement of the global environment and living environment through the development and sales of eco-friendly products.

1 Energy saving

For interiors, reducing heat loss mainly from windows and floors leads to energy savings.

2 Resource saving

Realizes resource conservation during product manufacturing -and use.

3 Durability

By extending the life of the product, the cycle from construction to replacement is lengthened, and the environmental load is reduced when considering the life cycle.

4 Relationship with bio-diversity

Petrochemical products that use PVC as the main raw material are characterized by their ease of processing and high reproducibility of design. Instead of using natural resources that threaten the lives of animals or cutting down tree species, the company reproduces nature-inspired designs with PVC products to create high-quality products that allow you to feel the beauty as nature intended. Such product development contributes to the conservation of bio-diversity.

TOWARDS A DYNAMIC TALENT BUILT ON IDENTITY, AGILITY, AND SCALABILITY

Investing in our people

It is said that the worst of times brings out the best in people; as it happens, this is true of organisations as well. The COVID-19 pandemic has created profound and immediate changes to how societies operate and how individuals interact and work. We have all witnessed an at-scale shift to remote work, the dynamic reallocation of resources, and the acceleration of digitilisation and automation to meet changing individual and organizational needs. Talent is crucial to performance and the pandemic proves it.

As a team, Goodrich Global has by and large met the challenges of this crisis moment. As the company moves toward a post-pandemic era, it embraces a management system that is more flexible and responsive, built around more connection, unprecedented automation, and demographic shifts.

To usher in a sustainable organization of the future, Goodrich Global seeks a dynamic management system that is creative, adaptable, and resilient. Goodrich Global's corporate purpose fuels bold business moves. "Labor" becomes "talent." Hierarchies become networks of teams. Competitors become Goodrich Global's ecosystem collaborators. Goodrich Global's human resource policy continues to prioritise initiatives that strengthen the company's ability to drive change in leadership, culture, and employee experience that is meaningful and enjoyable.

Towards Growth

Change is inevitable in the post-pandemic era. To cultivate talents from within, Goodrich Global advocates a corporate culture that inspires leadership and resilience.

ADOPT AN ECOSYSTEM MINDSET

Goodrich Global encourages its employees to adopt an ecosystem mindset which stops them from being "tunneled vision" but instead, to look at "the entire market" as a sum of its partners or stakeholder groups.

Hence, Goodrich Global values the support from the extensive network of external people, vendors, and partners—all working together to create value. Goodrich Global's strategic partnerships are extensions of itself. Together the partnerships take bigger risks, build value-creation opportunities, and establish much deeper bonds of trust. Its relationships harness talent, know-how, and data to achieve corporate goals. The ecosystem mindset stops the company from being "myopic" and helps it map out the entire market.

EMBRACE DATA-RICH TECHNOLOGY PLATFORMS

Data has the power to create greater good in an organisation like Goodrich Global. Decision-making by every employee in the organisation which risks can be more calculated, reaping better successes from data-rich technology. The recent COVID-19 crisis Goodrich Global faced is a reminder of the importance of using facts and insights to drive decision-making. The ability to gather, organise, interpret, and act on data and analytics gives Goodrich Global a defining competitive edge and enhances value opportunities.

LEARN HOW TO LEARN

Goodrich Global is committed to equipping its employees with the meta skill of learning how to learn, adapt, and change quickly to thrive and succeed. Beyond the shadow of the crisis, Goodrich Global's offers creative learning opportunities, including the use of online learning as a catalyst. The nurturing of each individual employee makes it a remarkable company to work for.

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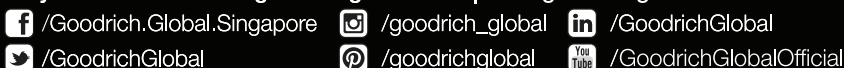
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