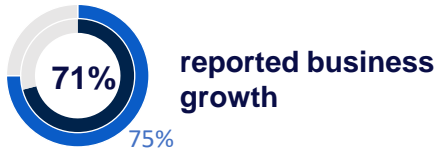


## Performance in 2023

■ 2023 ■ 2022



**Top Positive Factor**  
**Customer loyalty**

**Top Negative Factor**  
**Increasing costs**

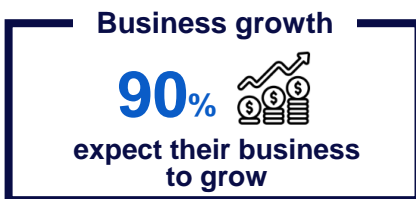
## Technology adoption



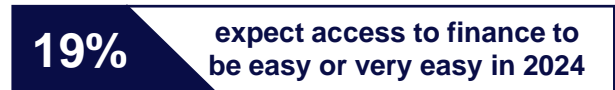
## Use of social media



## Outlook for 2024



## Access to finance



## Recommendations for businesses



Seek professional advice from accountants to understand recent tax reforms



Continue to use social media to strengthen customer loyalty and enhance satisfaction



Continue to invest resources and effort on ESG, especially in improving supply chain management