



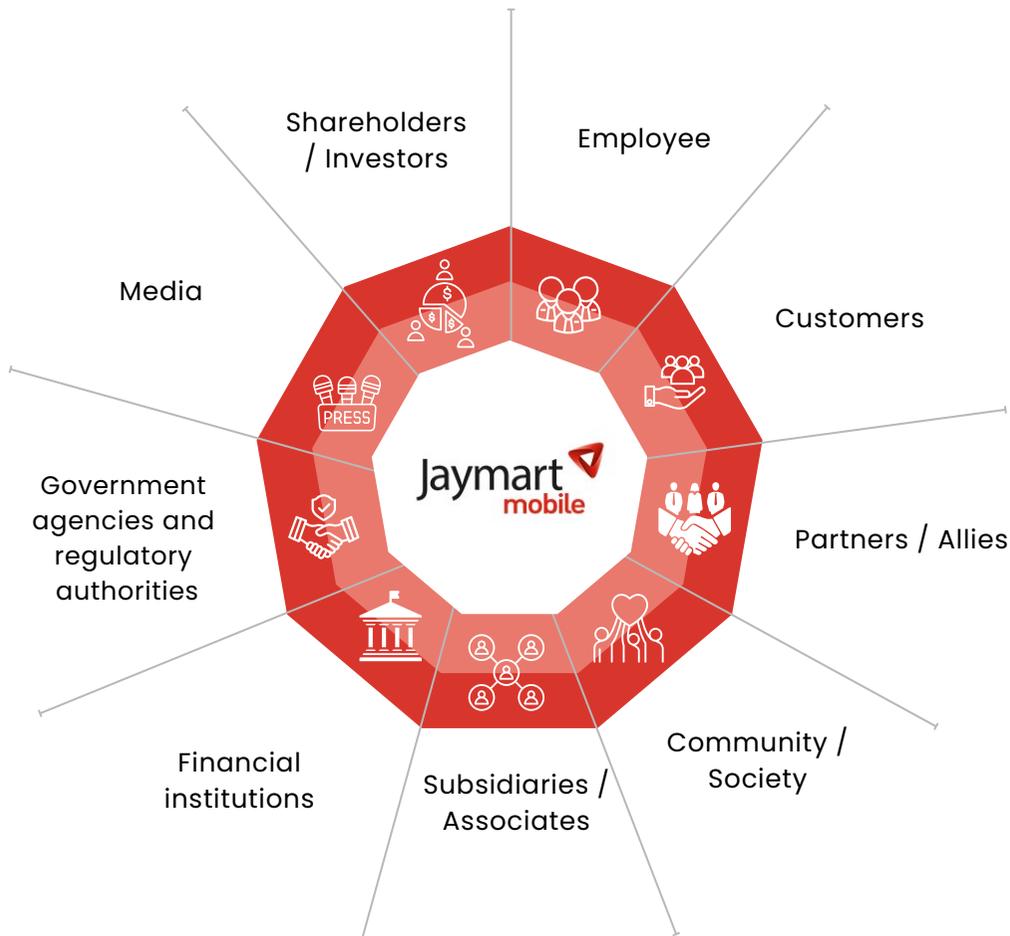
Stakeholders

Jaymart Group Holdings Public Company Limited



Analysis of stakeholders in the business value chain

Jaymart Group Holdings Public Company Limited places significant importance on engaging with all stakeholders of the company comprehensively. This includes listening to their opinions, suggestions, expectations, and concerns. The company continuously improves its operations by integrating information, details, and various factors related to both primary and secondary stakeholders. The company is committed to caring for and treating its stakeholders with honesty, transparency, equality, and fairness, in alignment with good governance principles. Additionally, the company prioritizes the communication of transparent and timely factual information, ensuring that the interests of all stakeholders are consistently considered.



Stakeholder Management

1. Identify : Identifying and assessing the importance of stakeholders based on the impact of the group's operations and the level of influence stakeholders have on the group's operations. This includes identifying key individuals responsible for stakeholder management.

2. Analyze : Analyzing the issues of stakeholder groups based on the feedback and concerns received through various communication channels. This involves analyzing the needs, expectations, concerns, risks, and opportunities of each stakeholder group to develop management plans and organizational strategies for maximum effectiveness.

3. Manage : Management should cover all aspects, from planning and developing action plans related to each stakeholder group to ensuring comprehensive responses to identified issues and concerns. Effective communication management is also necessary to create mutual understanding among all parties, along with the development of new approaches or processes to enhance efficiency and build mutual acceptance.

4. Review & Improve : Regularly reviewing and improving by evaluating the performance, reporting the results of stakeholder management, including the scope of operations, impacts, and benefits from the company's actions towards stakeholders. The company will then develop and update action plans and collaborate processes to keep them aligned with current circumstances.



Stakeholder Engagement Policy

Stakeholder management in the business value chain

Stakeholder	Expectations	Responses	Communication Channels
<p>Shareholders / Investors</p> 	<ul style="list-style-type: none"> • Business performance and growth, with responsible investment practices • Ensuring stability for shareholders • Managing opportunities and risks • Operating with transparency, fairness, and in accordance with good governance principles • Communicating and disclosing transparent information 	<ul style="list-style-type: none"> • Reviewing the company’s strategies and goals to ensure fair returns • Considering communication of information to help investors and shareholders understand various issues, including the company’s management approach • Measures for managing opportunities and risks • Distributing transparent and verifiable information 	<ul style="list-style-type: none"> • Meetings with securities analysts and investors of the group • Presentations at the Opportunity Day event organized by the Stock Exchange of Thailand • Presentations at the Digital Roadshow event organized by the Stock Exchange of Thailand • Annual General Meeting of Shareholders • Annual Report and Sustainability Report • Company website and the Stock Exchange of Thailand website • Company’s investor relations channels • Channels for complaints and suggestions
<p>Employee</p> 	<ul style="list-style-type: none"> • Employee development, opportunities, and career growth • Benefits, compensation, and fair treatment • Creating a positive work environment while promoting physical and mental well-being • Operating with transparency, fairness, and in accordance with good governance principles 	<ul style="list-style-type: none"> • Developing clear employee development plans and career growth pathways • Reviewing compensation and benefits to align with company performance and industry standards • Organizing activities or projects to promote well-being at work • Organizing participation activities that align with corporate values • Communicating policies, procedures, and transparent auditing systems 	<ul style="list-style-type: none"> • ESG Newsletters • Annual Report and Sustainability Report • Employee surveys • Activities and exclusive programs for employees • Company website and corporate social media • Communication channels through company email: Jaymart People • Channels for complaints and suggestions
<p>Customers</p> 	<ul style="list-style-type: none"> • Quality products and services that offer good value at a reasonable price 	<ul style="list-style-type: none"> • Committed to continuously developing products and services • Set reasonable and fair pricing that offers good value • Enhance after-sales services to meet customer needs 	<ul style="list-style-type: none"> • Employees and sales representatives • Company website and social media • Complaints and suggestions channels
<p>Partners / Allies</p> 	<ul style="list-style-type: none"> • Operate transparently, fairly, and in accordance with good governance principles 	<ul style="list-style-type: none"> • Fair procurement processes • Communicate anti-bribery and anti-corruption policies • Inform partners about sustainable procurement policies • Build relationships and collaborations in business operations • Hold meetings to exchange information and feedback 	<ul style="list-style-type: none"> • Annual and sustainability reports • Periodic joint meetings • Company website / Phone / Email • Complaints and suggestions channels

Stakeholder	Expectations	Responses	Communication Channels
<p>Community / Society</p> 	<ul style="list-style-type: none"> • Support projects and activities to develop society and communities • Address potential environmental and social impacts from business operations • Communicate and disclose transparent information 	<ul style="list-style-type: none"> • Provide funding and support for community and social development projects • Efficient resource management • Manage environmental and social impacts from business operations • Distribute transparent and verifiable information 	<ul style="list-style-type: none"> • Annual and sustainability reports • Company website and social media • Community and social activities • Complaints and suggestions channels
<p>Subsidiaries / Associates</p> 	<ul style="list-style-type: none"> • Management of joint venture businesses • Foster business collaboration under the framework of good governance and corporate oversight 	<ul style="list-style-type: none"> • Focus on collaboration (Synergy) to build strong relationships with investors. 	<ul style="list-style-type: none"> • Monthly/Quarterly meetings between companies.
<p>Financial institutions</p> 	<ul style="list-style-type: none"> • Business performance and growth • Conduct business transparently and in accordance with good corporate governance principles 	<ul style="list-style-type: none"> • Provide continuous information through both online and offline meetings • Organize meetings with executives to discuss and provide information to financial institutions • Hold meetings with analysts and institutional investors 	<ul style="list-style-type: none"> • Annual report and sustainability report • Organize meetings with analysts and investors • Organize meetings to provide information to financial institutions • Company website and the Stock Exchange website
<p>Government agencies and regulatory authorities</p> 	<ul style="list-style-type: none"> • Compliance with relevant laws, regulations, and rules. • Adherence to good corporate governance principles. 	<ul style="list-style-type: none"> • Strict adherence to relevant laws, regulations, and rules. • Compliance with good corporate governance principles. • Cooperation and support for various government and regulatory operations. 	<ul style="list-style-type: none"> • Annual report and sustainability report • Meetings / Discussions • Participation in seminars to provide feedback • Participation in government and regulatory networks
<p>Media</p> 	<ul style="list-style-type: none"> • Conduct business transparently and in accordance with good corporate governance principles. • Comply with relevant regulations, laws, and policies. • Address potential environmental and social impacts that may arise from business operations. • Communicate and disclose transparent information. 	<ul style="list-style-type: none"> • Strictly comply with relevant laws, regulations, and guidelines. • Adhere to good corporate governance principles. • Manage potential environmental and social impacts arising from business operations. • Publish transparent and verifiable information. 	<ul style="list-style-type: none"> • Communication through activities related to various media, such as press conferences, interviews, and press releases. • Annual reports and sustainability reports. • Company website and social media channels. • Channels for receiving complaints and suggestions.