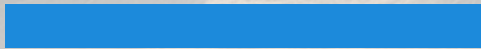




# Annual Social Operations for 2024

Jaymart Group Holdings Public Company Limited





## Driving Social business

As a part of society, the company places great importance on its responsibility toward communities, both near its offices and where its assets are located, as well as other relevant stakeholders. The company focuses on promoting, supporting, and assisting beneficial activities to enhance the quality of life and well-being of the community. Additionally, it emphasizes collaboration with external organizations and strategic partners to empower communities with the capability to develop themselves and society sustainably. Most importantly, the company considers the impact on communities as a key principle in creating business value that respects human rights, based on a strong commitment to social and community responsibility.



## Human rights policies and practices

Human rights are basic rights that every human being has since birth. They should be protected and respected by everyone, including the right to live, safety, personal freedom, and equality. However, human rights violations are currently on the rise in many regions around the world. These may be caused by actions that violate the law, international standards, or human rights covenants, including incidents that result in various forms of human rights violations. These not only have negative impacts on the affected individuals, but also affect the reputation and image of the related organizations, and may lead to complaints from human rights protection organizations, as well as protests by those affected by rights violations.

For this reason, the Company places great importance on respecting the human rights of all employees at all levels, including stakeholders throughout the value chain related to the Company's business operations, whether they are customers, business partners, or surrounding communities. It emphasizes conducting business with transparency, ethics, and treating everyone equally, without any form of discrimination, while creating an organizational culture that emphasizes differences and diversity to create equality at all levels within the organization. The Company is committed to developing and improving human rights policies to be in line with the situation and international standards on an ongoing basis, including raising awareness among all employees to ensure that the Company's business operations are conducted ethically and truly respect human rights principles.



Scan to study Human Rights Policy  
<https://www.jaymart.co.th/storage/document/code-of-conduct/human-rights-policy-th.pdf>

### • Human rights policy declaration

Jaymart Group Holdings Public Company Limited has been an important part in setting the human rights policy of Jaymart Group in accordance with human rights laws, local and international laws and regulations. The scope of Jaymart's human rights policy covers all stakeholders, including all employees in the company's operations, including subsidiaries and affiliates, business representatives and business partners, from the board of directors, executives and employees at all levels, to be used as a guideline for working together strictly under honesty and integrity, in accordance with the principles of good governance and ethics, while adhering to social responsibility and all stakeholders in accordance with the principles of good corporate governance and sustainable business operations to ensure that the company's business operations are in line with the principles of respect for human rights and the guidelines for operations in accordance with the United Nations Framework and Guiding Principles on Business and Human Rights (UNGP), covering important issues such as treating employees with humanity, free from abuse, violence, sexual abuse, physical, mental or verbal intimidation, as well as maintaining hygiene and safety standards in the workplace, providing a good working environment, including a human rights policy to prohibit the company from Or the employees are absolutely not involved in any human rights violations or violations of co-workers in any way, such as using illegal migrant workers, child labor, etc.

If any individual or employee is found to have committed an act that violates the said policy, they can report the wrongdoing through the channels specified in the Company's whistleblowing or complaints policy. The Company will keep the information confidential and protect the safety of the person disclosing the information. If an investigation finds that a wrongdoing has actually occurred, the Company will take action according to the procedures with fairness, transparency, and without bias, including providing appropriate and fair relief to the injured party.

**In 2014, the Company ~~do not have~~ received other significant human rights complaints from stakeholders affected by the Company's business operations.**

## Comprehensive Human Rights Due Diligence (HRDD)

Jaymart Group Holdings Public Company Limited has continuously upgraded its focus from the preparation of a human rights policy that focuses on good practices with respect for the company's employees and stakeholders to a human rights audit that focuses on the audit guidelines from the UN Guiding Principles on Business and Human Rights (UNGPR) as a framework for ensuring that the company complies with international human rights standards, which can prevent and address potential impacts on the human rights of all parties throughout the value chain to examine incidents and those affected, which has a comprehensive human rights management process as follows:

### Scope of the Comprehensive Human Rights Management Process



Therefore, this comprehensive human rights checklist can be used as a tool to identify issues covering the scope of the company's operations that may impact or may have negative impacts on stakeholders in the future, and to identify issues to the company's key partners as a tool for managing the organization's human rights to discover issues that the company still needs to develop and improve, or issues that are at risk and have not been implemented well enough or incompletely. When the company is aware of issues that may impact any stakeholder group, the company will set preventive measures to reduce the impact or prevent such cases from happening again, and set remedial measures for those who may be affected by the business operations as a guideline for operations for related departments.



Human rights due diligence



### Step 1: Establish a human rights policy

The Company realizes the importance of respecting human rights and is committed to complying with the relevant principles and guidelines to ensure that all stakeholders, whether customers, business partners, employees or those involved in all sectors, are treated fairly. For this reason, the Company has developed and officially announced a human rights policy and has set clear guidelines to guide operations that prioritize human rights. The scope of such policies and guidelines does not only cover the Company's internal operations, but also extends to the treatment of business partners, business allies and other organizations related to the Company, and the Company expects that these business partners and allies will also strictly comply with human rights principles.

Identifying issues or potential human rights-related issues, covering labor issues, employee treatment, environmental protection, interactions with local communities, and natural resource management, to assess potential impacts throughout the value chain, from production to distribution of products and services, both direct and indirect, including impacts on stakeholders such as employees, customers, and communities. Such impact assessments will lead to the development of plans to prevent and address negative impacts throughout the value chain, including assessments of impacts on various stakeholder groups, such as employees, customers/consumers, local communities, and business partners. This assessment of impacts in all dimensions and at all stages of operations will lead to the development of plans to prevent and address potential negative impacts in both the short and long term, which will help enhance sustainability and a good image for the company in the long run. Assessment of human rights risks and impacts, covering environmental impacts according to the comprehensive human rights due diligence process (Human Rights Due Diligence: HRDD) to identify risks in various issues that are likely to be significant human rights risks for JMART's business operations throughout the value chain, by assessing with various relevant parties, which covers 8 topics as follows:

			Likelihood		Severity	
			1 = Very unlikely	2 = Unlikely	3 = Possible	4 = Likely
			5 = Very likely	1 = Very low severity	2 = Low severity	3 = Moderate severity
				4 = High severity	5 = Very high severity	
1.Privacy violations	R 1	Using customers' personal information without consent.				
2.Product and service safety	R 2.1	Improper storage of products at unsuitable temperatures by branch staff.				
	R 2.2	Non-compliance with standard procedures for product storage and transportation.				
	R 2.3	Providing unclear product information or usage instructions.				
	R 2.4	Partner manufacturers failing to meet production standards.				
3.Responsible marketing	R 3	False advertising, resulting in products or services not matching the advertisement.				
4.Community health and safety	R 4.1	Using non-standard vehicles causing pollution and noise disturbances.				
	R 4.2	Partner factories creating pollution and/or noise disturbances.				
5.Fair treatment of customers	R 5.1	Employees discriminating against or refusing to serve customers.				
	R 5.2	Delayed response in resolving customer issues.				
6.Occupational health and safety	R 6.1	Accelerating import and/or production processes with partners, causing undue pressure on employees and negatively affecting their health.				
	R 6.2	Inadequate environment, safety measures, or facilities.				
	R 6.3	Delivery drivers engaging in dangerous driving practices.				
7.legal labor practices	R 7	Child labor and/or illegal foreign labor practices by partners.				
8.Labor rights	R 8.1	Employees being pressured to work extra hours, directly or indirectly, without consent.				
	R 8.2	Workplace discrimination and unequal treatment of employees.				

5

4

3

2

1

Likelihood

1

2

3

4

5

Severity

### Step 3: Measures to prevent and reduce possible negative impacts

In conducting business in accordance with the principles of comprehensive human rights due diligence, after identifying and analyzing risks, the Company has put in place measures to reduce potential impacts, with the following guidelines:

**Internal process improvement:** If any process is found to have the potential to create human rights risks, consideration should be given to improving that process, such as changing work procedures that may have a lesser impact on employees or communities.

**Human rights policy development:** Develop a clear policy on human rights protection, covering issues such as anti-discrimination, prevention of human rights violations, and promotion of a fair working environment.

**Training employees and stakeholders:** To ensure that employees and stakeholders understand the importance of protecting human rights and know appropriate practices.

**Establish reporting and monitoring systems:** Establish channels for stakeholders to safely report potential human rights issues or risks, and have monitoring systems in place to ensure appropriate remediation is carried out.

### Step 4: Audit, monitoring of operations and review of issues

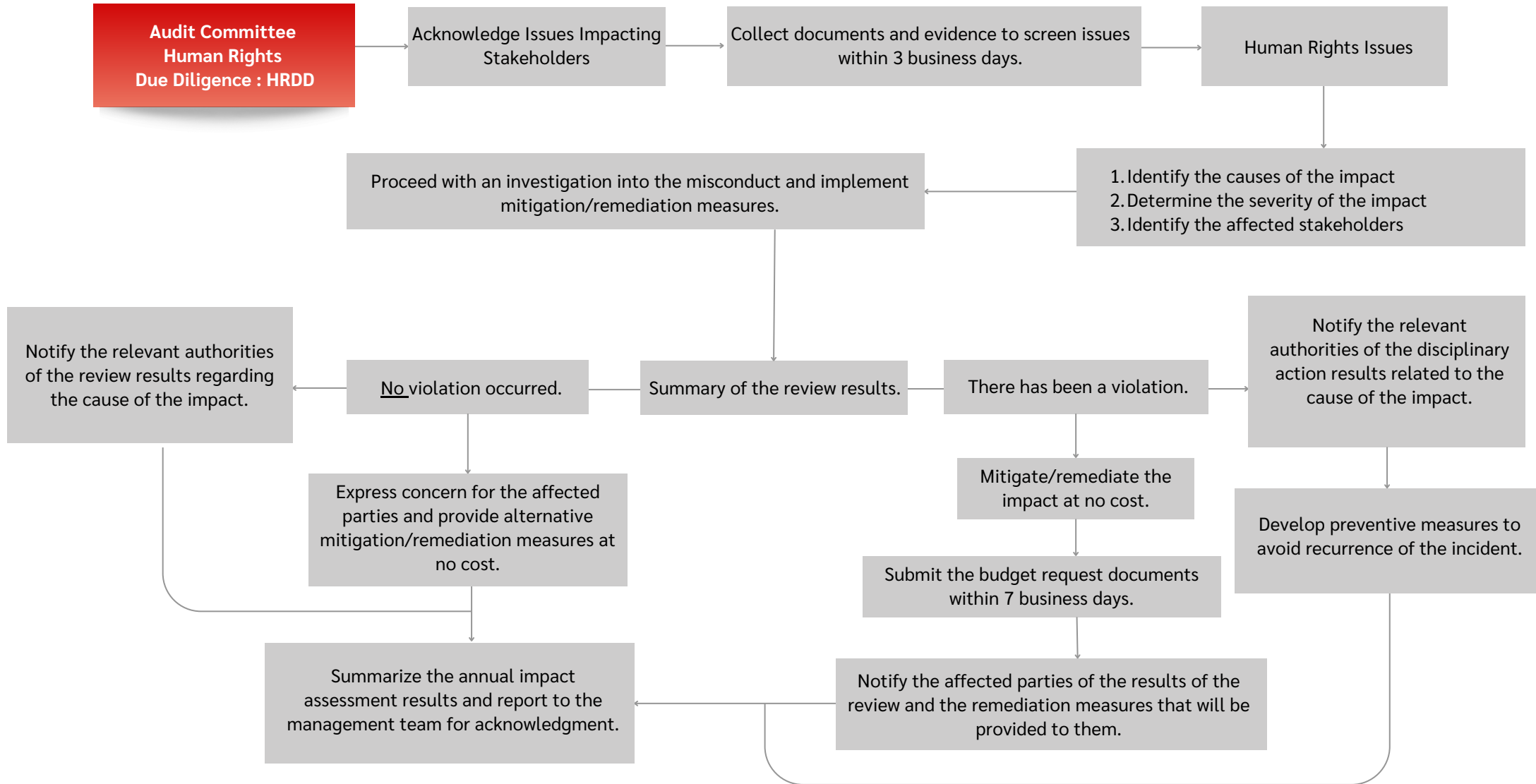
- 4.1. The parties involved in the complaints process follow up on reported incidents from all channels and collect data to proceed with the process of mitigating/relieving the impacts of human rights issues in all aspects (HRDD).
- 4.2. The management team shall review the human rights policy at least once a year.
- 4.3. The management shall conduct a self-evaluation of key business partners at least once a year.
- 4.4. The management shall conduct a comprehensive human rights due diligence (HRDD) once a year.

### Step 5: Communication to stakeholders and the public

- 5.1. The Company discloses statistics on receiving human rights complaints in the Annual Report (56-1 One Report) and the Sustainability Report (SD Report), which are disclosed on the Company's website to enable stakeholders to easily access the information.
- 5.2. The Company discloses the following policies on its website to assure stakeholders that the Company places importance on responsible human rights management (HRDD).
  - 5.2.1. Human rights policy
  - 5.2.2. Code of Conduct
  - 5.2.3. Supplier Code of Conduct
  - 5.2.4. Comprehensive Human Rights Due Diligence (HRDD)



## Step 6: Mitigation and Remediation



## Human resource management and development



### Employee Care

Employees are the key to driving the organization towards success in all aspects, whether in terms of operations, development, growth, knowledge, skills, and specialized expertise that each employee has. These are factors that enable the organization to compete effectively in the market and environment that is rapidly changing. In addition, the dedication and commitment to work of employees also play an important role in enhancing the efficiency of driving the organization to achieve its goals, creating long-term sustainability, including creating employee engagement with the organization through organizing various activities together, which not only helps retain valuable personnel but also creates an environment that promotes smooth collaboration and supports continuous development. All of these are important factors that enable the organization to grow steadily and sustainably in the long term.

As a leader in the retail business, Jaymart takes into account the principles of human rights and treats all stakeholders fairly and equally. The company believes that in business operations, having quality human resources is a factor that leads the organization to sustainable growth. Therefore, it promotes the development of personnel to be ready for competition, keep up with changes in technology, and create a safe and healthy working environment. The company is committed to meeting the needs of customers through quality products and services. At the same time, the company also emphasizes participation in communities and society through business activities.

In a highly competitive and rapidly changing business environment, it is recognized that the potential and quality of the organization's personnel are very important factors that will help create a competitive advantage for the business. Therefore, the issue of human resource management or employees has become an issue that business organizations must give great importance to the human resource management process. This is because human resource management is still a sensitive matter that covers many aspects of operations, such as organizing labor in accordance with the law and not supporting the use of child labor. In the past year, the company did not have any complaints about the use of child labor. In addition, it creates social opportunities by hiring without discrimination based on gender, age, race, place of origin, and disability. It takes care of safety, occupational health, and a good working environment for employees. It develops personnel to have the potential to support changes in the business world, builds employee relationships (Employee Engagement), respects each other, and protects human rights. These things directly affect employees who are elements of society and affect the organization's ability to compete. The Group is committed to human resource management. Therefore, it has managed labor practices and retained skilled and capable employees to work with the organization in the long term to reduce the problem of personnel shortages. It also continuously develops the human resource system to increase employees' capabilities, while taking into account ethical practices and avoiding all forms of human rights violations, such as discrimination, imprisonment, and illegal labor.

The adjustment of human resource management principles from concepts, goals, and work processes to enable more efficient work in line with the highly competitive environment has led the Group to establish human resource management and development policies as guidelines for regulating human resource management within the organization to ensure that the established guidelines will serve as a guideline for relevant persons to implement, by taking care of compensation and various benefits no less than those stipulated by law, which will retain those potential employees in the organization in the long term.

## Human Resource Management and Development Policy

The Company has set a policy that emphasizes human resource management, focusing on operations based on morality and equality, taking care of employees thoroughly and fairly, and promoting the inculcation of values, discipline, and strict compliance with the Company's regulations, including the requirements of laws and regulatory agencies, so that all employees play an important role in driving the organization to success and achieving its goals as a leader in distributing modern technology products through excellent service and efficient management. The Company places importance on the quality of life of its employees, provides a good working environment, and has occupational health and safety standards that are in line with international standards. It also focuses on continuous development of employees' capabilities to support the organization's long-term growth, support career growth according to employees' potential, and manage appropriate and fair compensation and benefits, while encouraging employees to continuously participate in the organization's development. The Company has therefore set a human resource management and development policy to be used as a guideline and guideline for relevant persons to apply in their work, and has determined that the policy must be reviewed at least once a year.



Scan to study the Human Resource Management and Development Policy.  
<https://www.jaymart.co.th/storage/document/company-policy/human-resource-development-policy-th.pdf>

## Commitment and goals

Amidst the rapid changes in the world in many aspects, including technology, society, lifestyles, and working styles that change according to the situation, organizations must adapt to increase efficiency in all dimensions, with an emphasis on taking care of employees closely so that employees work happily, are motivated to work to their full potential, and are ready to grow with the organization. The organization focuses on development in 3 main areas: personnel planning and recruitment, employee training and development, succession planning, and employee retention. The company has set the following long-term goals:

1

### Manpower planning and recruitment



- The organization is committed to attracting talented individuals who fit the organization's culture and developing their potential to create career advancement.
- Align workforce with business goals to support operations in all situations.
- Focus on recruiting people who reflect diversity

2

### Developing potential and promoting advancement for employees



- Promote the development of knowledge and skills of personnel to be able to adapt and grow according to changes in the business world.
- Upskilling and reskilling to ensure all employees have key skill sets that are relevant to the company's business strategy and vision.

3

### Succession planning and employee retention



- Establish criteria in terms of ability and skills required to perform the job and measure the results or success of the work as a guideline for selecting the right person to succeed to the position.
- Strengthen good relationships between employees and the organization.
- Through joint activities that promote a positive workplace environment

## Developing potential and promoting advancement for employees

Jaymart's human resource management is under the supervision of the organization level. The company's HR department realizes that investing in employee training and development not only helps to motivate employees but also builds skilled personnel for the organization. The company therefore provides a variety of comprehensive skill development programs to promote the advancement of both personal skills and career paths of employees, starting from identifying skill gaps, upskilling existing skills and reskilling to ensure that all employees have key skill sets that are related to the company's business strategy and vision. Developing the potential of employees is a key issue for the company. The company believes that the foundation of potential employees will directly affect the company's business competitiveness in today's rapidly changing environment, whether it is new technology changes, changes in laws and regulations or the introduction of new operating models. The ability of employees to adapt and develop is therefore very important. The company is committed to building a team that is always ready to learn and grow in order to keep up with changes in these situations. This will not only help employees be ready to deal with new challenges but also make the company have a stronger business competitiveness.

### Training and personnel development goals, average training hours

Not less than 6 hours / person / year

6

### Results of the implementation of employee potential development and advancement promotion

Average training hours  
**6 hours** Per person per year

There are training costs  
included  
**418,449.00** baht



### New employees

Everyone must attend the Company Orientation training course, which is organized to emphasize and remind all new employees to understand and see a clear picture of the company from the first day of work through understanding the overall business, operating guidelines and ethical standards that the company emphasizes, so that all new employees have a strong foundation and are ready to fully adjust to the organization's culture and working methods. It also covers the Code of Conduct and Anti-Corruption Policy so that new employees receive comprehensive knowledge and understanding of the correct working methods from the beginning.



### Branch staff

Training in various courses is a very important part of the organization. It focuses on developing employees by creating the necessary knowledge base so that employees have a thorough understanding and knowledge of the products according to the development plan of various branch employees, such as courses on knowledge and specific properties of various types of products, including courses to enhance service potential and New SOP operations, which help prepare sales skills and effective branch operations for employees to provide the best service to customers. In addition, the organization also emphasizes the development of management skills and strengthening the potential of personnel through courses that aim to improve the quality of employees in all aspects.



### Head office staff

The company provides hybrid learning training, which allows employees to train via both online platforms and classrooms, so that employees and organizations can manage learning to suit their own work convenience. Employees can register for training via the company's own platform website and partner platform websites, in accordance with their position level and the training paths set by the company. In addition, the company has sourced and selected courses from reliable external training institutions, which are set as basic courses, supplementary courses for supervisors, and courses for executives, to ensure that employees receive the most effective knowledge and skills. The company has also developed teaching tools, technologies, and various communication channels to provide employees with new experiences.

## Training courses conducted in 2024

### Basic staff skills development

- New employee orientation training

### Development of employee skills in the field of good corporate governance

- Anti-Fraud and Corruption Course
- Internal Auditor Training Course ISO/IEC 27001:2022

### Employee professional skills development

- JQS Promoter: Jaymart Quality Service" is a service standard set by the company.
- JQS : Topic Service Mind
- POS Introduction
- Acting Methods To Enhance Speaking And Sale Skill
- New Product
- Advance Selling Skill in Practice Topic: We Care
- Advance Selling Skill in Practice Topic: Jpoint & Jwallet
- Advance Selling Skill in Practice Topic: Trade-In Program
- Advance Selling Skill in Practice Topic: MobileCare

### Skill development for employees in the occupational health and safety category

- Firefighting and evacuation drill course

### Development of skills of employees in the Information Technology and Innovation category in organizations

- Raising awareness of information security processes
- SQL Course Syllabus
- Configuration Management

### Employee skills development in the category of competency-based skills (Soft skill)

- ESG 101 Understand the fundamentals of sustainability
- P01 Basic Business Sustainability Course

The screenshot displays the 'ESG Knowledge Package' interface. It features a grid of course tiles. The 'ESG 101' tile is highlighted, showing its title 'ESG 101' and a description: 'การพัฒนาศักยภาพด้าน ESG ขององค์กร หรือที่ปัจจุบันเรานิยมใช้กัน...'. Below it, it says 'ตลาดหลักทรัพย์แห่งประเทศไทย'. The 'P01' tile is also visible, titled 'P01 พื้นฐานด้านความยั่งยืนของธุรกิจ' with a description: 'เป็นหลักสูตรพัฒนาความรู้เกี่ยวกับประเด็นด้าน ESG โดย...'. Both tiles show a duration of 50 minutes and a 'W5' logo.

Goal: Employees complete both courses with at least 50% participation from the total number of applicants for the ESG DNA program of the Stock Exchange of Thailand by June 5, 2025.

Performance: Employees of Jaymart Group Holdings Public Company Limited and Jaymart Mobile Company Limited have completed and passed both courses.

48.72  
%



# Safety, occupational health and working environment

Jaymart Group Holdings Public Company Limited realizes the importance of occupational health, safety and working environment care, which are important factors in enhancing the sustainability and stability of the organization, especially in the era where emerging diseases and health challenges affect the workforce and stakeholders. To prevent risks and reduce the chances of accidents in the workplace, the company has implemented comprehensive proactive measures, ranging from managing risks related to the safety of employees and business partners to preventing violations of the basic rights of life and safety of other stakeholders. These measures have been developed in line with international standards, with the goal of creating a safe working environment, supporting good employee well-being and boosting work morale. It also includes the development of an effective management system so that employees can work confidently, reduce the risk of accidents and increase readiness to respond to unexpected situations. This commitment has a direct impact on employee performance and helps strengthen employee-organizational bonds. The company believes that investing in employee safety and health not only helps create a good environment, but also is an important foundation for driving the company's success and sustainability in the long term.



## Commitment and goals

The Company has established policies and practices on safety, occupational health and working environment under the Human Rights Policy to provide comprehensive preventive measures to protect employees from potential workplace hazards by improving and maintaining workplace safety, as well as developing a hygienic working environment. Workplace management will be carried out in accordance with the specified standards to ensure workplaces and working environments are safe from hazards. In addition, the Company has set quantitative targets, such as reducing accidents that require both work stoppage and non-work stoppage, as one of the main strategies the Company uses to ensure that employees work in a safe and healthy environment. Implementing these measures not only reduces occupational risks but also builds employee confidence and encourages them to work at their highest efficiency. The Company believes that creating a safe and hygienic working environment will reduce the risk of accidents and encourage employees to work efficiently. It also encourages employees to feel confident in their own safety and health, which are important factors in the sustainable development and growth of the Company.

## Goals and Progress 2021 – 2024 Zero Accidents

- **The number of fatal accidents will be zero by 2024.** 0 (case)
- **Number of work-related injuries in 2024** 0 (case)
- **Number of work-related illnesses in 2024** 0 (case)

## Management guidelines

The Company places great importance on creating a safe working environment by assessing risks in various work processes, such as warehouse and transportation processes, contractor maintenance processes, and operations within the office and branches. In addition, the Company has prepared a proper work safety manual and communicated it to all employees, including organizing various training courses to create awareness and safety culture in the organization, focusing on reducing risks and working with discipline. These policies and practices are designed to prevent injuries and accidents from work. In order to comply with the work safety law, the Company has organized an assessment of the work environment based on possible risk factors to comply with the stipulated law. In addition, the Company takes care of the health of its employees by conducting annual health check-ups. In addition, the Company has prepared an emergency plan to prevent and suppress fires in order to be prepared to deal with emergencies in a timely and effective manner. These measures help enhance work safety and assure all employees that they can work in a safe environment.

### Occupational Health Management Practice Guidelines

1. The parties involved in maintaining the orderliness of the building must always check the safety of the workplace according to the plan to avoid any dangers to the lives and property of employees at all levels as follows:

- The relevant parties shall regularly check the availability and quality of the elevators at scheduled intervals and keep a written record to confirm each inspection.
- The relevant departments shall check the lighting in all work areas to ensure that there is sufficient lighting and that it is ready for use in all areas at all times. If any department reports any damage to lighting, the department directly responsible for it shall promptly take action to repair it and return it to use as soon as possible.
- The relevant parties take care of the condition of electrical appliances and electronic devices to be ready for use at all times and safe for users to prevent accidents that may occur both physically and property.
- If the company premises are deteriorated or there is damage to the building and premises, such as leaking ceilings, broken floor tiles, broken water pipes, etc., the relevant parties must carry out urgent maintenance. During the maintenance, there must be signs warning employees to be careful to prevent accidents that may occur to the employees' bodies.
- The Company prohibits any employee from placing objects that obstruct walkways or stairways that would obstruct use in any case.

- When driving cars, pickup trucks and motorcycles within the company premises, all employees should drive at a safe speed and are prohibited from honking loudly to disturb fellow employees' work.
- The company has security officers to take care of safety in relevant areas within the company premises.
- All employees are prohibited from engaging in any activities or behaviors that may cause damage to the Company's buildings/premises and property.
- The company allows all employees who encounter anything that may cause physical harm or damage the company's property to immediately report the damage to the responsible party immediately, without ignoring such danger.

2. The company encourages all employees to follow the 5S principles: Sort, Set in order, Clean, Hygiene and Habitual in their personal desk areas and work areas within their departments to prevent accidents and germs.

3. The company has installed drinking water dispensers in several locations in the company area to provide employees with clean and healthy drinking water at all times.

4. The company always has clean and sufficient restrooms for the number of employees in the building.

5. The company has cleaning staff on each floor to take care of the cleanliness of every area, allowing employees to work in a clean and sanitary work area at all times.

6. Garbage collection is carried out regularly by cleaning staff on every floor of the building to ensure good hygiene for employees, prevent germs, and avoid unpleasant odors while working.

7. The company strictly and regularly provides fire escape training for all levels of employees once a year.



Scan to study safety, occupational health and environmental practices in the workplace.  
<https://www.jaymart.co.th/storage/document/code-of-conduct/human-rights-policy-th.pdf>  
(in human rights policy)



Jmart Group Holdings Public Company Limited has continuously and effectively complied with occupational health and safety laws by setting an annual action plan with the following details:



- Establish policies and management systems for safety, occupational health and working environment so that the company can systematically operate in terms of safety.



- Appointment of responsible persons and those involved in safety operations



- Training, communication, emergency drills, safety and work environment inspections, preparation of manuals, procedures for dealing with emergencies that may occur for employee safety, including annual employee health checks.

## Operations for safety, occupational health and working environment

The company realizes the importance of creating a safe and accident-free working environment to protect the health and safety of all employees. As the organization has a clear goal of reducing accidents to zero, the company has continuously and consistently organized safety training for employees. Training not only provides employees with knowledge of preventive and risk reduction measures, but also is an important tool for use in managing the organization's occupational health and safety. When an unexpected incident occurs at work, all employees should strictly follow the trained procedures in order to be able to handle the situation appropriately and quickly. Especially in the case of a serious incident, following these procedures will help employees find a way to get themselves out of a potentially dangerous situation as quickly and safely as possible. Employees should always be aware that the speed of response to an emergency situation is an important factor in reducing damage to both life and property of the organization.

### Annual fire drill and evacuation drill

Fire is an unpredictable disaster that has serious impacts on life and property. Jaymart realizes the importance of employee safety and is committed to creating the safest working environment. Therefore, the company regularly organizes fire drills and fire prevention to provide employees with knowledge and understanding of basic fire prevention and suppression correctly and safely. Such drills not only help employees learn the correct use of fire extinguishers, types and methods for extinguishing each type of fire, but also focus on employees understanding the steps to survive in an emergency situation, including how to act in a real situation. Knowing the warning signs that indicate risk, and making correct and quick decisions in a real situation are important skills that all employees must have. In addition, Jaymart organizes fire drills or evacuation drills in case of fire every year to allow employees to practice how to escape and act in an emergency. These drills not only help build important knowledge and skills in case of fire, but also help employees feel confident in facing unexpected events that can happen at any time and in any place. Being prepared and having the skills to act in a fire is therefore very important because even though no one can predict when a fire will occur, having good knowledge and preparation can save employees' lives and reduce damage when the incident occurs.



## Annual health check

Jaymart Group Holdings Public Company Limited places great importance on the health and hygiene of its employees. In order to ensure that all employees are in good health and can work efficiently and safely, the company recognizes the importance of detecting any abnormalities or illnesses that may occur during work in order to provide appropriate and timely treatment, which will help reduce the risk of various diseases and help employees have a better quality of life. For this reason, Jaymart and its subsidiaries have continuously organized an annual health check-up project for employees every year. In 2024, Kasemrad Ramkhamhaeng Hospital, a hospital with standards and expertise in health check-ups, has been assigned to conduct health check-ups for employees. The program provides a comprehensive and diverse examination program so that employees receive complete and effective health care, according to the following program:

- Weight, height measurement, body mass index calculation
- Measure blood pressure, vital signs
- Basic eye examination
- Physical examination by a health examiner
- X-ray of lungs and heart
- Complete blood count
- Complete urine test
- Check blood sugar, fat and cholesterol levels.
- Check blood fat and triglyceride levels
- Measure blood fat levels (good fat), (bad fat)
- Kidney function test
- Liver function test
- Check blood uric acid levels
- Hepatitis B virus test



This health screening program aims to provide employees with a comprehensive health assessment in all aspects and to be able to plan their own health care effectively in the long term, which will help employees have good health and be able to work with quality and happiness.

## Mobile Dentistry



Jaymart Group Holdings Public Company Limited is committed to continuously taking care of the welfare and well-being of its employees by emphasizing the promotion of oral and dental health, which is considered a part of health that affects the quality of life of its employees. For this reason, the company has arranged mobile dental welfare services for employees or insured persons at Jaymart Building, Head Office, so that employees can receive dental services conveniently and can access various services without wasting time traveling to an outside medical facility.

This mobile dental service aims to provide employees with comprehensive oral health care and examinations. A team of expert dentists is ready to provide services such as tooth extraction, scaling, wisdom tooth extraction, and dental fillings, which are comprehensive services that cover all employee needs. In addition to providing convenience to employees in terms of access to treatment, it also helps reduce travel expenses and save employees time because employees can receive services directly at the workplace without having to worry about lost work time or additional expenses. In addition, the mobile dental service also supports employees to fully utilize their dental welfare rights every year. Insured employees can receive such services under the social security rights that cover dental treatment costs, which gives employees the opportunity to take care of their oral health more consistently and comprehensively without having to worry about additional expenses from the welfare rights provided by the company. For the year 2024, Jaymart Group Holdings Public Company Limited has organized a mobile dental service at Jaymart Building, Head Office, which is open from 7:00 a.m. to 6:00 p.m., with a total of 40 insured employees participating in using the mobile dental welfare rights, reflecting employees' interest and awareness of the importance of oral health care, allowing employees to take care of their dental health more effectively.



## Promoting employee relationships and engagement

Jaymart Group Holdings Public Company Limited places great importance on human resource development with the goal of creating employees who are experts in various fields and are happy and satisfied working within the organization. With the belief that employees are a key force in driving the organization towards sustainable success, the company has developed a comprehensive plan for promoting skills, developing specialized abilities, and creating an organizational culture that supports effective collaboration.

One of the key strategies of Jaymart Group Holdings Public Company Limited is to take care of employees in every dimension, starting from developing skills and knowledge through academic training, promoting continuous learning opportunities. In addition, the company organizes activities to promote relationships through activities that emphasize communication and cooperation, annual parties, recreational activities, and corporate social responsibility (CSR) projects that allow employees to collaborate to create value for both the organization and the community. Having a variety of activities helps create a friendly working atmosphere, increases employee happiness, and promotes a sense of belonging to the organization. Taking care of and retaining employees with potential is one of the important missions of Jaymart Group Holdings Public Company Limited by creating a working environment that is conducive to self-development, valuing employee opinions, and giving every employee an opportunity to participate in driving the organization forward. The company believes that creating a bond between employees and the organization is an important factor that will help retain and attract talented personnel to move forward together towards great goals.

### Goals and performance of employee engagement and retention development

**Goals :** By 2024, there will be no significant number of labor disputes.

**Performance Results:** In 2024, the Company had no significant labor disputes.

0 (case)

## Commitment and goals for employee engagement and retention development

Developing employee engagement and retention is a key goal that Jaymart focuses on because employees are valuable resources for the organization's success. Creating engagement makes employees feel valued and part of the organization, which results in employees being satisfied with their work and taking pride in the organization. Retaining potential employees therefore not only reduces the cost of recruiting new personnel, but also helps to create stability and develop long-term work efficiency.

### Jaymart's Employee Retention

Jaymart places great importance on employee retention by aiming to create a motivating and challenging work environment so that employees feel recognized and valued for their work, which is an important factor in strengthening their commitment to the organization. Jaymart therefore focuses on rewarding and recognizing employees' achievements through a transparent evaluation process and welfare that is in line with employees' needs to show that their dedication is appreciated and important to the organization's success. Jaymart also recognizes the importance of creating an environment that encourages employees to work to their full potential and be happy at work.

### Developing and building engagement

Jaymart believes that retaining employees in the long run comes with building a strong bond and relationship between employees and the organization by setting clear strategies that are consistent with the organization's culture by clearly communicating the company's mission and vision so that employees understand and feel their own importance in driving the organization towards future success. In addition, the company has a career development plan that supports continuous career growth so that employees can clearly see their growth path within the organization, which helps to build confidence that they are an important part in creating the company's success and sustainable growth in the long run. **In 2024, the company conducted an employee satisfaction survey, setting a target of 70% and achieving an average score of 73.60%.**

## Management Guidelines

Jaymart places importance on employee retention, recognizing that quality work and services are rooted in employees who are the heart of the organization, which drives the company to success and growth according to its goals. Jaymart is committed to creating a working environment that supports efficient work, stimulates the creation of new ideas, and continuously improves the quality of life of employees. Building engagement starts with emphasizing open and transparent communication so that employees feel that their voices are valued and can fully express their opinions. Giving employees the opportunity to participate in decision-making helps create a sense of ownership in the organization. In addition, the company provides skill development programs and supports additional learning so that employees can continuously grow in their careers, including assigning challenging tasks and giving employees the opportunity to fully demonstrate their potential. This results in employees feeling self-development and career advancement, which is an important factor in retaining employees with the organization in the long run. In addition, the company provides skill development programs in various areas and supports additional learning on a regular basis so that employees can continuously grow in their careers, including assigning tasks and organizing various activities within the organization with employees to strengthen engagement and promote opportunities for employees to fully demonstrate their potential. This results in employees feeling self-development in all aspects and career advancement, which is an important factor in creating satisfaction and engagement, making employees intend to work with the organization in the long run.

Since the company focuses on preparing and developing the skills and abilities of its personnel to adapt to the direction and goals of the business under various factors that are constantly changing, both in terms of new technologies, changing consumer behavior, including fierce business competition, it has given importance to developing engagement and retaining employees by setting out a plan as follows:



Strengthen the corporate culture and values among employees.



Development to support career growth



Upskill - Reskill to support business growth

## Performance Results for Employee Engagement and Retention Development

### Making merit by offering alms to monks on the occasion of New Year's Day



On January 12, 2024, Jaymart Group Holdings Public Company Limited and its subsidiaries jointly organized an alms-giving activity on the occasion of New Year 2024 at Jaymart Building, Head Office, to start the new year with good things, bring auspiciousness to the work life and living of all employees, as well as to strengthen good relationships between employees and the organization, as well as to continue the wisdom and good culture that reflects Thai identity. The activity included offering dry food and rice to 9 monks to express faith and do good deeds together to increase merit. After the alms-giving ceremony was over, executives and employees took a commemorative photo to record memories and create a warm and united atmosphere within the organization. This activity not only reflects the company's intention to boost the morale and encouragement of employees at the beginning of the new year, but also reflects the importance of preserving and continuing Thai culture, including supporting all employees to have the opportunity to do activities together to strengthen the bond and unity within the organization, which is an important foundation for creating happiness and long-term mutual success for both employees and the company.

### Hero Night Party New Year 2024



On January 26, 2024, Jaymart Group Holdings Public Company Limited and its subsidiaries held an annual party to bid farewell to the old year and welcome the new year 2024. The purpose of the party was to express gratitude and appreciation to all employees who have devoted their physical and mental strength to perform their duties to the best of their abilities throughout the past year in a warm and friendly atmosphere. The event included a wheel spin activity to give away many prizes, creating excitement and giving encouragement to all employees. In addition, there were various recreational activities that allowed employees to participate and have fun with their colleagues to strengthen good relationships and unity within the organization.

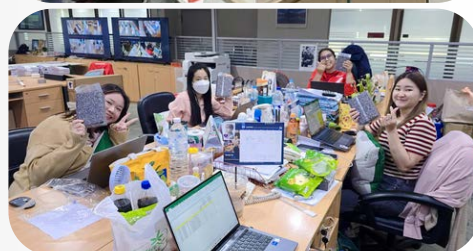
## Making merit by offering alms to monks every month



Jaymart Group Holdings Public Company Limited and its subsidiaries organize alms-giving activities every month at Jaymart Building, Head Office, to enhance the auspiciousness of life for employees and executives, as well as to promote the conservation and continuation of Thai cultural wisdom, which is considered a way to pass on goodness and preserve this valuable tradition to continue on. Each month, rice, dried food, and ready-to-eat food are offered to 3 monks from Sriboonruang Temple. This activity not only creates a bond between personnel within the organization, but also helps instill good morals and ethics in all employees. It also demonstrates the unity and cooperation in doing good deeds among Jaymart people, creating an atmosphere of happiness, warmth, and unity within the organization continuously and sustainably.

## Songkran Saransuk

In addition, on the special occasion of Thai New Year, Jaymart Group Holdings Public Company Limited and its subsidiaries have also arranged for a special gift to express the care from the executives, which is carefully selected brown riceberry to be given to all employees in the company and its subsidiaries. In addition to being a gift that expresses good wishes for health, it also conveys the intention to deliver happiness and good wishes from the executives to all employees, similar to sending love, warmth, and promoting good quality of life and good health for employees. The company believes that when employees have good physical and mental health, they will be able to perform their duties and drive the organization to success to their full potential.



## Promote additional income for employees or the heart market



In order to continuously support the employees' determination, in 2024, Jaymart organized the "Jai Market" activity, which is an internal market that allows employees to come and sell products within the company every first Friday of the month. This activity not only helps create a lively and colorful atmosphere, but also helps to enhance employees' entrepreneurial skills, focusing on training business thinking skills, marketing planning, and problem-solving in various situations so that employees can develop their ability to create and manage businesses effectively. It also trains them to respond to customer needs through product and service presentations, which will help build confidence and create opportunities for profit for employees who participate in the activity. Organizing the "Jai Market" activity not only encourages employees to have a place to show their abilities and generate extra income, but also instills entrepreneurial thinking and promotes the development of new skills that can be further developed into business opportunities in the future. Therefore, this activity not only creates opportunities to generate additional income for employees, but also strengthens a strong community and promotes internal organizational bonds. With a warm, friendly, and fun atmosphere, Jaymart's "Jai Market" activity is another activity that receives attention and good feedback from employees every time it is organized.



## Customer Relationship Management

Jaymart Group Holdings Public Company Limited places great importance on conducting business in accordance with the highest standards and adhering to the principle of continuously developing good relationships with customers. With a commitment to build confidence in the quality of products and services that exceed customer expectations, the company pays attention to every detail of the operation process, from selecting products that meet consumer needs, managing inventory to ensure readiness and adequacy, storing products in excellent condition, to the shipping process and delivering products to customers quickly and safely.

The company also emphasizes the development of quality services, focusing on friendly, attentive service and professional consultation to ensure that customers receive the best experience when choosing Jaymart services, whether it is purchasing products through the store, using online services or providing after-sales services. The company has established teams of experts in each area and continuously trains employees to raise service standards and create maximum satisfaction for customers.

Furthermore, Jaymart places importance on building a bond between customers and the brand, striving to develop strategies that foster long-term relationships through offering privileges such as group-specific promotions, point-collection programs, and organizing activities that consistently create value and positive experiences for customers. With a business approach that emphasizes quality, attention to detail, and creating excellent experiences in every dimension, Jaymart Group Holdings Public Company Limited is committed to being an organization that customers trust and choose to use at all times, while also building a reputation as an industry leader that can comprehensively and sustainably meet customer needs in the long term.

## Commitment and goals for developing customer satisfaction

In the digital era where technology plays a major role in changing consumers' lifestyles, customers can access information conveniently, quickly, and without limits, including information about products, services, promotions, and price and quality comparisons from a variety of sellers both domestically and internationally, without being limited by distance or time. These allow customers to easily find what they need and have wider choices in the purchasing decision-making process. As a result, customers' purchasing decisions are more complex and have higher expectations because customers can compare offers and check value for money with just a few clicks. As such, businesses face more intense competition, not only among domestic sellers, but also from sellers worldwide. The company places great importance on customer relationship management (CRM) in order to maintain its existing customer base and continuously expand its customer base. Creating satisfaction and brand loyalty has become the company's main goal, not only in offering high-quality products or services, but also in providing the best experience to customers, from explaining information, ordering, receiving after-sales service, to providing continuous consultation and care, so that customers feel that they are being taken care of. These things will help create a good impression and strengthen the relationship between customers and the brand in the long run. In addition, creating customer satisfaction is not the only goal that the company focuses on, but building and developing personnel within the organization is another important factor that drives the company's success in the long run because employees are representatives of Jaymart and play an important role in delivering good experiences to customers.

### target

The company has set a goal to create customer satisfaction of no less than 90%.

### Performance Results

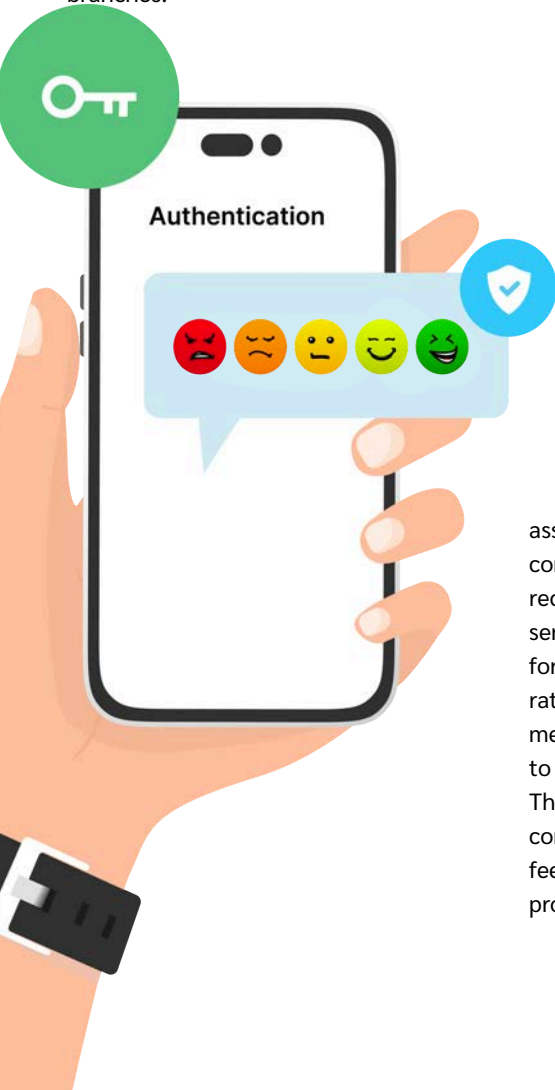
The proportion of satisfaction evaluation results at the level of 4-5 points, calculated as a **96.81%**, compared to the satisfaction evaluation level of all customers who responded to SMS.



- Jaymart accepts customer complaints to learn about real problems directly from customers and follows the complaints process systematically, which helps to use complaints to develop and improve services continuously. The company communicates to relevant departments to acknowledge the problems and take action to manage and improve to increase work efficiency. There is also close coordination with customers to inform them of the progress of the company's actions.
- In addition, Jaymart is committed to building good and sustainable relationships with customers in the long term. It sees customers as not just consumers of products and services, but also as important partners in driving the business forward. The company therefore focuses on creating shared value by developing after-sales services, follow-up, and providing support to enhance customer satisfaction in every aspect. For example, product warranties, product consultations, and special events are provided to make customers feel taken care of at every moment of service use. These help build a sense of commitment and trust that will encourage them to continue using the service.

## Management guidelines

Jaymart places great importance on meeting customer expectations and is committed to building strong and sustainable relationships with customers continuously in order to strengthen the trust customers have in Jaymart products and services. We believe that creating customer satisfaction not only helps to effectively retain existing customers but is also an important factor that increases the opportunity to expand new customer bases in the long run. Therefore, the trust and confidence that customers have in the company is the heart of business operations. As a result, Jaymart focuses on developing and improving the service system regularly in order to be able to respond to various needs and create excellent experiences for customers in every communication. In order to achieve the goal of creating maximum customer satisfaction, the company has initiated the development of the SMS Customer Satisfaction System or NPS (Net Promoter Score), which is an effective tool for measuring customer satisfaction levels. The system will send SMS messages to customers who have used the service to ask for evaluation of satisfaction with the services of Jaymart employees at various branches.



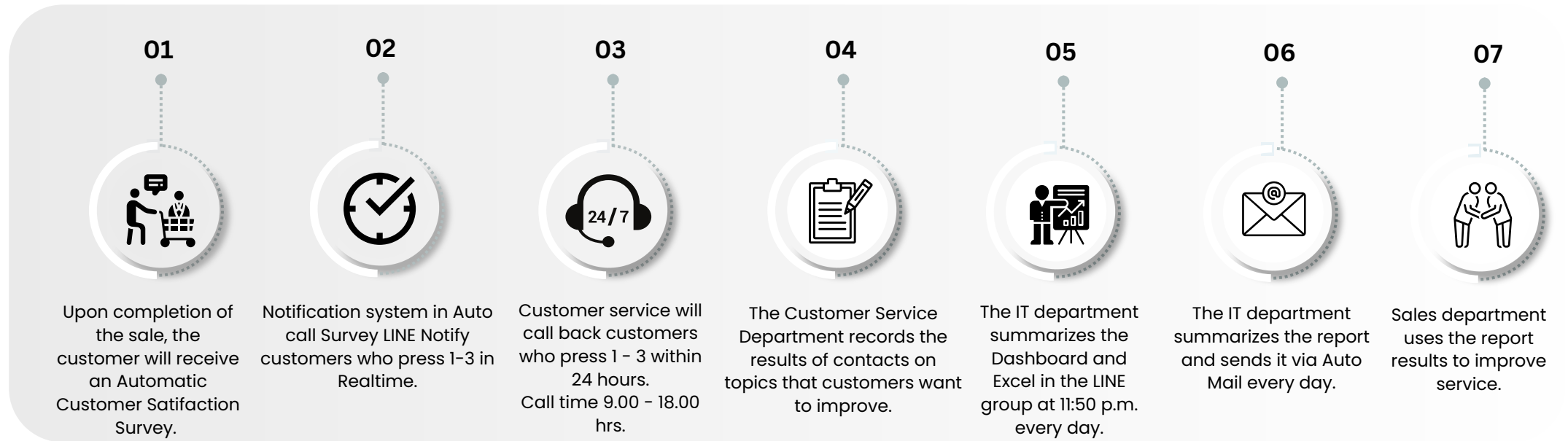
**The content of the message reads, "Hello, Jaymart. In order to improve our service, please rate your satisfaction with the service of Jaymart branch staff most recently on a scale of 1-5. Press 5 for the most satisfied, press 1 for the least satisfied. Thank you for your satisfaction rating."**

The message is designed to allow customers to quickly and conveniently assess their satisfaction using only their mobile phones, enabling the company to access customers' opinions and feelings immediately after receiving the service. In addition, the SMS satisfaction assessment system serves as a tool to collect valuable insights, which the company will analyze for continuous improvement and service development. If customers choose to rate their satisfaction on a scale of 1-3, which reflects the service that did not meet their expectations, Jaymart staff will immediately contact the customer to inquire about the problems and concerns that the customer encountered. The focus will be on listening to the customer's opinions in detail and being committed to finding solutions in a timely manner. This is to make customers feel that their voices are being heard and valued, and to ensure that the problems that arise are not ignored or overlooked.

The development of SMS Customer Satisfaction (NPS) system is therefore considered one of Jaymart's key strategies to drive maximum customer satisfaction and is part of the effort to create a good experience in every service. It is not only about listening to customers' voices, but also about demonstrating the company's care and commitment to impress every customer.

The company will not stop developing processes and will continue to focus on evaluating and improving services continuously in order to create sustainable customer satisfaction and loyalty and promote Jaymart to be a brand that customers feel confident in and proudly choose to use in the future.

## Customer Satisfaction Assessment Process



## Performance results for 2024

### Customer Relationship Management

Jaymart has various sales promotions both at the store and at events, such as organizing promotion areas in department stores and organizing activities on new technologies to create interest and awareness among customers about Jaymart's products, which effectively stimulates sales. In addition, it focuses on organizing marketing activities at the store to attract customers and create brand awareness of the store, using various marketing strategies to encourage customers to purchase products and services, as well as create sustainable relationships so that customers return to purchase products time and time again. Marketing communications through various channels such as Facebook, TikTok, Instagram, and the website help promote various activities and promotions, including the launch of new products that Jaymart offers to customers effectively.

### Training of branch sales staff

Introducing products from various brands and product categories is a key for store sales staff. In order to enhance the knowledge and skills of staff at all levels, branch sales staff need to gain experience in knowledge transfer and training in order to be able to provide effective service to customers. Training and development at Jaymart will have a curriculum plan that is in line with the company's policy. It will focus on giving staff knowledge and understanding of the characteristics and properties of various product types, including modern sales techniques so that staff can provide professional advice. The training also covers negotiation skills, listening skills, and providing advice that meets customer needs. The company has prepared a course to prepare sales staff to develop staff skills and expertise in effective sales and be able to communicate with customers clearly and easily. In addition, supervisors are developed to have skills in team management and providing advice on products and services, including correct and appropriate usage methods. Therefore, training courses are organized as follows:

- New Product Mobile
- New Product Gadget (Audio)
- Basic Online POS
- SG finance+
- Mobile Care
- Trade In Program
- AIS Group product knowledge
- JQS For NPS
- JQS For Newstaff etc.



### Call Center Information Center

Jaymart's Customer Service Center plays a key role in creating customer satisfaction and improving service efficiency by focusing on delivering comprehensive services that meet customer needs.

- Provides answering questions, solving problems, and recommending products or services that meet customer needs.
- Comply with international laws and standards such as PDPA to prevent data rights violations and security.
- Provide ongoing employee training in communication, troubleshooting, and product knowledge.
- Promote technology skills to help improve customer service experiences.
- Collect and analyze customer feedback to improve service processes.
- Focus on building long-term relationships with customers through providing promotions and privileges that meet their needs.
- Provide after-sales services such as product warranty, repair and product information updates.

### Receive complaints and suggestions from customers through various channels.

- Call Center : 024837979
- Email : Customerservice@jaymart.co.th
- Facebook : @jaymartthailand
- Line : @jaymartthailand

## Complaint Management Process



### Customer Service Department

Receive complaints and compliments through channels

- Call : 024837979
- Email : customerservice@jaymart.co.th
- Facebook : @jaymartthailand
- Line : @jaymartthailand

Duties: Receive complaints or compliments from customers. Operator: Customer Service Department. Processing period: Within the day of receiving the complaint. Details: Send a mail with details of the complaint and compliments, specifying:

1. Customer name
2. Contact number, Email or Facebook profile name
3. Details of complaints or compliments
4. Product information purchased (if any)



### The agency that was complained about or praised

The topics of complaints and compliments are as follows:

- Complaints about sales services
- Complaints about product quality
- Repair complaints
- Complaints about product sales policies
- Driving complaints
- Complaints about advertising media
- Complain to the HR department
- Complaints of personal data violations
- Reporting corruption cases
- Praise sales service

Duties: Check, fix and improve operations Operator: The department that was complained or praised Processing time: \*\* Urgent cases - within the next 1 business day \*\* General cases - within 3 business days Details: Check the details and send the results back via email as follows:

1. Cause of the problem
2. Problem solving guidelines
3. Employee name
4. Penalty (For compliments, only the employee's name will be notified)



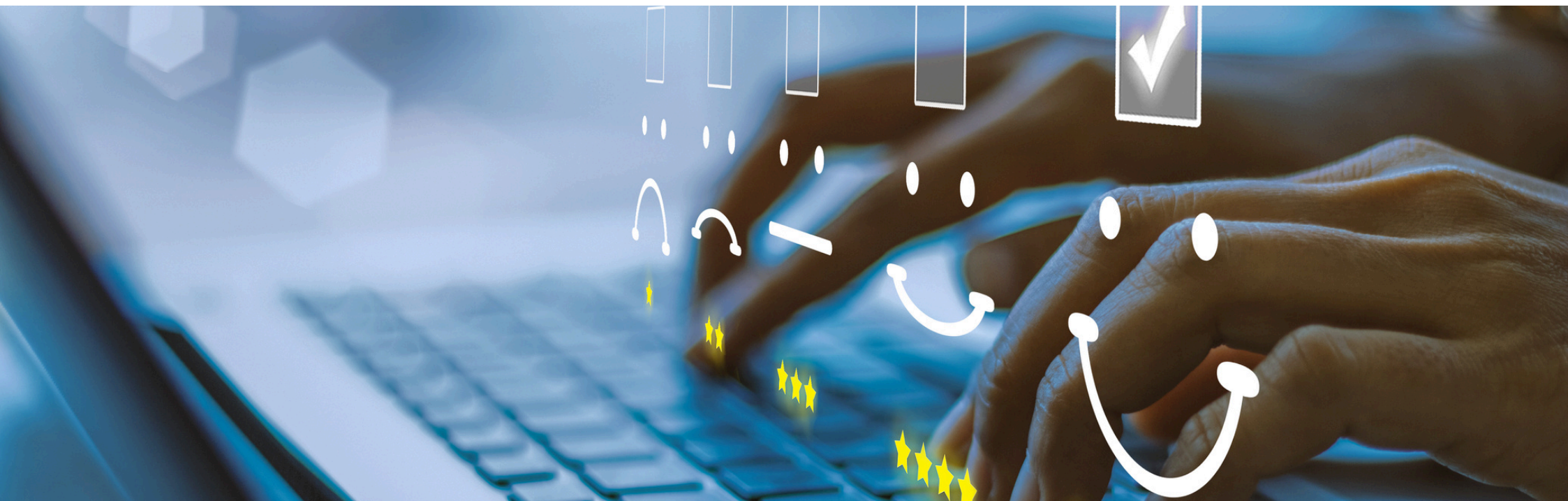
### Customer Service Department

Summarize complaint reports, compliments, and inspection results and actions taken by the parent organization and inform each department head and executives.

- Weekly Report every Monday
- Monthly Report no later than the 5th day of the following month.

Duties: Summarize complaints and compliments with the results of the corrections. Operator: Customer Service Department. Duration: Weekly / Monthly. Details: Summarize the details of complaints and compliments.

1. Customer name
2. Contact number, Email or Facebook profile name
3. Details of complaints or compliments
4. The results of the actions of the organization that was complained about were praised.
5. Time period for the agency to respond



## Responsibility towards customers/consumers

As a leading organization engaged in retail and services related to communication devices and IT products, Jaymart adheres to its highest responsibility towards customers and consumers. It has set guidelines and policies to build confidence in products and services, as well as to fairly protect the rights and benefits of consumers. It emphasizes several aspects, including product quality, after-sales service, personal data protection, and strict consumer protection measures. It recognizes the importance of building confidence and trust through transparent and fair business operations, as well as emphasizing compliance with strict standards and responsible business practices. The company emphasizes clear and straightforward communication to provide accurate, complete, and verifiable information about products and services, which will help build confidence and trust with customers/consumers in the long run.

Jaymart adheres to honesty and professionalism in every process of work, from product selection, sales, services to after-sales follow-up. The company realizes that sustainable business operations are not just about making financial profits, but also about creating maximum customer satisfaction, protecting consumer rights and benefits in all aspects, and playing a role in building confidence in a fair and transparent trade system in all dimensions of operations. In 2024, Jaymart Group Holdings Public Company Limited did not have any significant data leakage incidents. The personal data protection officer has followed all management and legal procedures. The personal data protection officer can be contacted at Email: [Dpo\\_Jaymart@jaymart.co.th](mailto:Dpo_Jaymart@jaymart.co.th)

## Customer Privacy Policy and Guidelines

Jaymart places great importance on the security and privacy of customers' personal data, recognizing the importance of storing and managing data correctly and securely, so that customers can be confident that their data will be protected to the highest level according to international standards. Jaymart's privacy policy aims to protect customers' data in every process, from data collection, storage, processing and use, to prevent unauthorized access, use or disclosure of data, including strict compliance with relevant laws and regulations. In addition, the company places importance on compliance with personal data protection laws, such as the Personal Data Protection Act (PDPA), and international data protection standards, so that customers can be confident in the security of the data submitted to the company and build trust in the various businesses that the company operates. With these strict data protection measures, the company can operate its business steadily while maintaining the trust of customers and consumers in the long term, which is considered an elevation of service and responsible and sustainable business operations.

### Privacy Policy

1. Transparent Data Collection: The Company collects only necessary and relevant personal data of customers, such as name, address, phone number, and transaction information, with the express consent of the customer.
2. Safe Data Storage: Jaymart uses high-standard technology systems such as data encryption and the use of servers with cyber-attack protection systems to prevent data leakage or unauthorized access.
3. Appropriate processing and use of data: The Company uses personal data for clear purposes related to providing services to customers, such as improving service quality, developing new products, and providing special offers, with strict control over access to the data.
4. Define rights and responsibilities in the organization: Define roles and responsibilities for personnel responsible for personal data security, including regular employee training to ensure knowledge and understanding of the PDPA law and international standards.
5. Data Risk Management: Jaymart conducts continuous data risk assessments to identify and manage vulnerabilities that may pose risks to personal data.

## Objectives of Customer Privacy Protection

Complaints about violations of customer privacy



**Do not have** In case of breach, theft or loss of customer data that has been collected



**Do not have** In the case of complaints from external persons and/or from regulatory agencies

### You can contact the Data Protection Officer at



**Address:** 187, 189 Jmart Building, Ramkhamhaeng Road, Ratchadaphisek Subdistrict Saphan Sung District, Bangkok 10240



**Tel :** 02-483-7979



**E-mail :** Dpo\_Jaymart@jaymart.co.th



**Website :** <https://www.jaymart.co.th>



Scan to study customer privacy policy  
<https://jaymartstore.com/pages/p/privacy-policy>



## Personal Data Protection

### Disclosure of Personal Information

Jaymart Group Holdings Public Company Limited realizes the importance of keeping your personal information strictly confidential and is committed to complying with all relevant laws and regulations in all cases. However, in some situations, the Company may need to disclose your personal information to external service providers who have been carefully selected and are responsible for supporting or performing tasks related to the Company's services, such as information technology service providers, document delivery service providers, or legal service providers. The Company will disclose or forward your personal information only when necessary and within the scope of the purposes notified to you in advance, and guarantees that such external parties will treat your personal information securely and in accordance with the specified data protection standards. The Company will take appropriate steps to ensure that your personal information is not misused or disclosed without permission in all cases.

### Appropriate data security measures

The Company has appropriate security measures in place, consistent with the sensitivity of the information you may disclose, with the aim of preventing unauthorized or improper access, use, alteration, modification or disclosure of personal information. The Company will periodically review such measures as appropriate and in accordance with relevant laws.

## Data Owner Rights

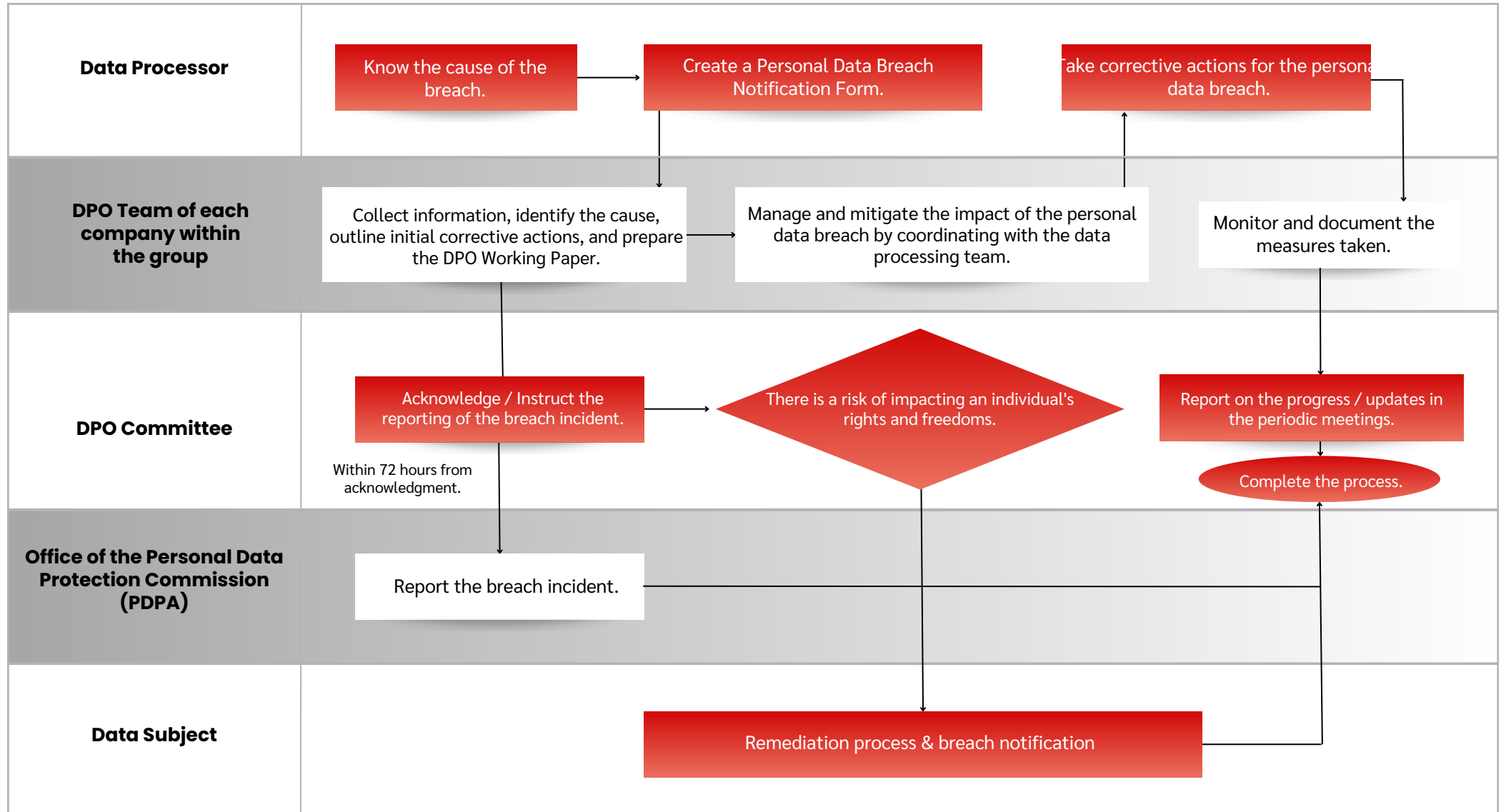
The Company respects your rights as a data owner under relevant laws. You can contact the Company to exercise your rights, including the right to withdraw consent, the right to access and request a copy of your personal data, the right to request correction of your personal data, the right to request personal data in the event that the Company makes such personal data in a format that is generally readable or usable using tools or devices that work automatically, including the right to request that such data be sent or transferred to another data controller, the right to object to the processing of personal data, the right to request that personal data be deleted, destroyed or anonymized when such data is no longer necessary, the right to request that the use of personal data be suspended, or the right to lodge a complaint.

“ In 2024, Jaymart did not have any data leakage incidents, and the personal data protection officer has followed all management procedures and legal procedures. ”

## Data Breach Response Plan



## Procedures for managing personal data breach incidents



# Responsible Marketing and Advertising

## Sales and Marketing Policy

Jaymart Group Holdings Public Company Limited is an organization that operates its main business and has expertise in the distribution of mobile phones, accessories and various gadgets. In addition, the company also has a business in developing channels that can support the sale of products and services in a complete cycle. In business operations, the company places importance on the steps and processes of sales and marketing, which are considered the heart of driving the business to progress and sustainability.



**For this reason, the Company has established sales and marketing policies that have clear standards and are consistent with the organization's goals so that executives, employees and stakeholders can strictly adhere to and comply with them. These policies are designed to enhance the potential for business operations to achieve maximum efficiency and continuously increase opportunities for competition in the market.**



Scan to study sales and marketing policies.  
<https://www.jaymart.co.th/storage/document/company-policy/sales-and-marketing-guidelines-th.pdf>

## Responsible Marketing and Advertising Practices

Jaymart Group Holdings Public Company Limited (the Company) operates its business with Jaymart Group's core business being the distribution of mobile phones, accessories and gadgets, as well as the financial business focusing on consumer microfinance and the business of developing various applications that the Company operates in both sales and services. In business operations, the Company must have sales and marketing processes that are the core of business operations. Therefore, the Company has set sales and marketing policies for executives, employees and related persons to adhere to as follows:

1. The company will support various processes and procedures in the business to meet customer needs. The company will develop and improve the sales and service processes regularly to provide quality services and create customer satisfaction.
2. The Company shall set the price of the goods or services at a reasonable price, taking into account the economic and competitive situation, which shall be approved by the authorized person.
3. The Company shall arrange for the delivery of products and services to the Customer in accordance with the mutual agreements and conditions.
4. The Company requires that the provision of services to customers must comply with laws, announcements and government regulations.



# Community/Social Responsibility

## Community/Social Responsibility Objectives and Performance Results

### Number of disputes with communities

The 2024 Goals is to have no number of disputes with communities.

0

2024 (zero)

Jaymart Group Holdings Public Company Limited and its subsidiaries (the Company) are committed to conducting business with social responsibility, along with developing communities and society to grow sustainably in all dimensions. We realize the importance of creating understanding and promoting true participation of people in the community. The Company is committed to creating positive impacts on society and the environment through ethical business operations and participation of all relevant sectors. The Company's community development and participation policy has been established as a guideline for creating sustainable growth for communities in which the Company operates, as well as creating a good living for people in all areas. The Company believes that sustainable community development cannot be achieved alone. Therefore, it focuses on creating cooperation and collaboration with government agencies, private sectors, and civil society, and drives community development in all dimensions effectively, whether in economic, social, or environmental dimensions. The Company has laid the foundation for business operations that not only focus on generating profits, but also takes into account community and social responsibility as a framework for sustainable operations and social development, focusing on creating positive impacts that can meet the needs of the community, including creating awareness and public participation in developing the quality of life of themselves and their surrounding communities, aiming to become an organization that can truly create positive changes for society in the long term.

## Community/Social Development and Participation Policy

The Company focuses on strengthening the potential of communities and society to grow strongly in the long term by supporting the development of the quality of life of people in the community. Focus on strengthening potential in various areas such as education, vocational skills development, and economic opportunity creation so that communities can improve their quality of life effectively and sustainably. In conducting business, the Company also takes into account the impact on communities and society at all levels by emphasizing the participation of all relevant parties, whether employees, business partners, or business allies, to jointly create a society that is balanced in terms of economy, society, and environment, according to the following guidelines:

Promoting economic development and quality of life of the community

1. Conservation of the environment and natural resources
2. Employee participation in community development
3. Creating collaboration with government agencies and the private sector
4. The company is committed to being an organization that drives sustainable change through business operations with responsibility towards communities and society, as well as creating a better society for current and future generations, adhering to the principles of sustainable development and participation of all sectors to create a livable and sustainable world for everyone in the long run.

## Community/Social Development Promotion and Participation Plan

The Company places importance on conducting business that can coexist with communities, society and the environment in a supportive and harmonious manner, and has clear policies and measures to reduce negative impacts and support the creation of benefits for communities and society in the long term. It also places importance on conducting business that is environmentally friendly, whether it is promoting the conservation of natural resources or reducing waste emissions that may affect surrounding communities. The Company is committed to conducting business based on the principles of sustainable development in order to grow and create positive results for communities, society and the environment in a stable manner. In addition, the Company has a plan to continuously promote development and participation with communities, focusing on building good relationships with communities in every area where the Company operates, which includes organizing a variety of social responsibility (CSR) activities that cover many dimensions in order to provide maximum benefits to communities and society, ranging from supporting education, such as providing scholarships, providing learning equipment, to supporting sports and exercise activities by donating sports equipment to nearby community foundations, as well as supporting consumer goods that are necessary for daily life, such as organizing a project to receive support for food, necessary items and providing assistance to those in need, so that communities can have a better quality of life and be self-reliant in the long term. The Company places importance on the participation of all stakeholders, whether they are community leaders, government agencies, private organizations, and local people, so that they can cooperate in determining guidelines and measures to develop communities and society to be truly sustainable. The company focuses on creating a good understanding between the organization and the surrounding communities. Moreover, the company has a plan to expand cooperation with other social organizations to increase the efficiency of implementing various social projects, such as projects to develop the quality of life of the elderly and children, including those with physical disabilities, as well as creating job opportunities for those with disabilities or groups with special needs, so that all sectors can participate in driving community development to produce tangible results. All of this reflects the company's intention to play a proactive role in developing the community and society, along with conducting business responsibly, in order to create a quality society and create good results in the long term.

## Management guidelines

Jaymart places importance on respecting the rights and participation of all stakeholders. Throughout the past year, the company has been able to maintain good relationships with communities and all relevant parties without any disputes or conflicts, which demonstrates the company's commitment to creating sustainable partnerships between the business sector and the community.

In terms of business operations, the Company emphasizes strict compliance with relevant laws and regulations, including human rights, environment, and good corporate governance. Jaymart believes that conducting business transparently and verifiably will help build trust from all stakeholders, as well as enhance the organization's reputation and confidence in the long run. In 2024, Jaymart will continue its mission of being a socially responsible organization and a good role model in the business sector, focusing not only on economic profits but also on creating positive outcomes for communities and society, in order to jointly create a sustainable future for all sectors.

## The 2024 Annual Satisfaction Survey

The survey covered key areas including satisfaction with the company's community engagement, satisfaction with the company's approach to impact management, and satisfaction with the company's plans to support or develop the community in the future. In 2024, the overall satisfaction score was 80.6 %



## Performance results for 2024

### JMART supports the project 1 Sports Association 1 State Enterprise

On March 29, 2024, Jaymart participated in the signing ceremony of the Memorandum of Understanding to support sports associations under the project “1 Sports Association, 1 State Enterprise”, where Jaymart is a part of supporting the Softball Association of Thailand to strengthen cooperation in developing Thai sports in all dimensions, from financial support, developing sports personnel, organizing national and international competitions, including providing quality sports equipment and developing sports facilities to meet international standards to develop the potential of sports personnel to have higher knowledge and skills, as well as raising the management level to the international level. The operation guidelines cover everything from supporting the organization of domestic sports competitions, promoting participation in regional and international competitions, to developing specialized sports centers to be a place for training and training sports personnel effectively.



Amount of money donated to the Softball Association in 2024

**100,000 baht**

The signing of this memorandum of understanding is therefore an important step in supporting the tangible development of the country’s sports, with a commitment to promote sustainable growth of the sports industry, through cooperation from the government and state enterprises in laying a strong foundation so that sports associations can operate effectively and respond well to the needs of athletes and coaches at the national and international levels.

**To strengthen cooperation and support the tangible development of national sports.**



**Develop Thai sports**



**Strengthen**



**Finance**



**Sports personnel**



**Quality equipment**



## IDOL LEAGUE 2 Presented By Jaymart Group

Jaymart Group Holdings Public Company Limited has demonstrated its social responsibility as the main sponsor of the “Idol League 2” event held on June 29, 2024. The event was organized with the main objective of promoting the Corporate Social Responsibility (CSR) project and supporting fundraising to donate part of the income from the event to various charities throughout Thailand. The supported organizations include schools and foundations that aim to improve the quality of life of children, youth, and disadvantaged groups in Thai society. On this occasion, Jaymart Group Holdings Public Company Limited has donated sports equipment to support the Baan Nokkamin Foundation, a Christian organization that provides care and assistance to disadvantaged children. It has also supported the Khlong Toei community through a project aimed at promoting exercise through football for children and youth to create a good environment and develop physical and mental skills of youth.



Donate sports equipment to  
the Baan Nokkamin Foundation and Khlong Toei Community.

**30,900 baht**

Supporting the “Idol League 2” activity and making this donation is one of the Company’s important missions to strengthen and develop Thai society sustainably in the long run through supporting activities that aim to create positive changes for communities and underprivileged groups. The Company is committed to participating in creating a better society sustainably by providing assistance and support to charitable organizations that contribute to improving the quality of life and developing society in various dimensions nationwide. The implementation of such activities reflects the Company’s intention to promote the well-being of people in the community, as well as support the creation of opportunities and equality in society through responsible business operations and focusing on creating value for Thai society in all dimensions.



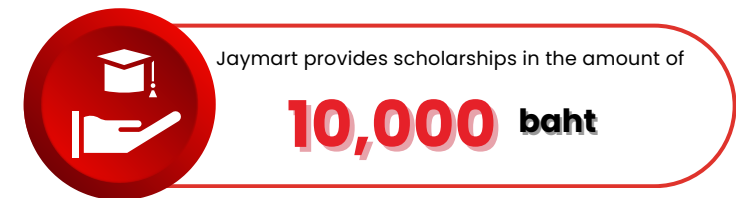
# VOLUNTEER HEART

For community development and promotion of Thai youth  
At the Baan Nokkamin Foundation

Jaymart Group Holdings Public Company Limited promotes Thai youth to a bright future through the CSR project for community development in the project “Volunteer Heart for Community Development and Promotion of Thai Youth” on August 16, 2024 by Jaymart Group Holdings Public Company Limited in collaboration with companies in the group, namely JMT Network Services Public Company Limited, JAS Asset Public Company Limited, Singer Thailand Public Company Limited, SG Capital Public Company Limited and subsidiaries organized volunteer activities at Baan Nokkamin Foundation, Head Office, located at 89 Soi Seri Thai 17, Seri Thai Road, Khlong Kum Subdistrict, Bueng Kum District, Bangkok.

With Jmart’s commitment to creating a better future for Thai youth, it has supported the “Idol League 2” project, a football competition of famous influencer groups. Part of the income from the event was used to support youth development activities, both in the form of scholarships and the provision of necessary sports equipment, under the concept of “Youth is the future of the nation”, which aims to promote development and prepare Thai youth so that they grow up to be quality leaders in the future.

With executives and employees of the company from both the Jaymart Group and affiliated companies joining as representatives to present various support items that executives and employees have jointly collected to share with the youngsters, which shows the cooperation and intention of the entire organization to participate in developing Thai society in various aspects. Jaymart believes that youth are an important force in driving the country towards prosperity. Therefore, investing in youth development is considered the most sustainable investment because when youth receive good education and training, they will grow up to be the most valuable human resources of the country and will be able to lead society to progress and grow steadily in the future.



# Tube pillow

## Pass on the love

On August 9, 2024, Jaymart Group Holdings Public Company Limited organized a social activity under the project that emphasizes on promoting environmental responsibility and employee participation. The activity was “Sewing Elephant Hand Massage Pillows” to be given to patients at the hospital. The activity was organized in collaboration with Singer Thailand Public Company Limited, which played an important role in supporting both personnel and equipment. They provided sewing experts and high-quality sewing machines from Singer to teach Jaymart employees how to create quality and useful elephant-shaped hand massage pillows for patients. This activity reflects Jaymart Group’s commitment to supporting the use of environmentally friendly materials and promoting initiatives in conserving natural resources. The hand massage pillows created by employees were made from responsibly managed materials, such as reusing used plastic straws that had been properly cleaned to be used as the inner material of the pillows to increase softness and better support. The main purpose of reusing used plastics is to reduce the amount of plastic waste that may be discarded in nature, which causes accumulation in landfills, water sources, or other environments that may affect the ecosystem.



Total number of elephant pillows

**45** item

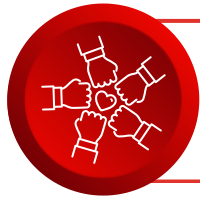
The project also helps to encourage JMart employees to be aware of the importance of sustainable resource management, including creative reuse of existing materials to create maximum benefits both socially and environmentally. In addition, the project provides employees with an opportunity to participate in activities that not only strengthen unity within the organization but also create real value for the community and patients in the hospital.

By combining the concept of environmental responsibility with social development, Jaymart Group Holdings Public Company Limited continues to promote business operations that are mindful of all dimensions, including creating sustainability in the ecosystem, improving the quality of life of the underprivileged, and participating in driving society to grow in a balanced and sustainable way.



## GENEROSITY TO HELP FLOOD VICTIMS

On September 13, 2024, Jaymart Group Holdings Public Company Limited and its subsidiaries provided assistance to flood victims in Chiang Rai Province by collaborating with volunteers from the Por Tek Tung Foundation at Bang Khen Police Station to launch the “Tharn Nam Jai, Helping Flood Victims in Chiang Rai Province” project, which aims to alleviate the suffering of those affected by severe flooding in the area. This project demonstrates the Group’s determination to help the community and support victims so that they can return to their normal lives as soon as possible. Activities under this project were well supported by Jaymart employees who joined forces to collect essential items and equipment for emergency survival, such as rice, canned food, food for pets such as dogs and cats, and other daily necessities. All items that the employees had jointly prepared and collected were delivered to flood-affected areas in Chiang Rai Province as soon as possible so that they could be distributed to those affected in a timely manner.



Number of employees  
participating as volunteers

**49** person

In order to show gratitude and support for the employees’ participation in this social activity, Jaymart Company has given J Points to all participating employees, 100 J Points each, totaling 4,900 Points. All accumulated points can be used to redeem prizes and various benefits within the company.



# PROJECT SHARING KINDNESS

JAYMART CSR FOR SOCIETY

In 2024, Jaymart Group Holdings Public Company Limited and its subsidiaries launched the “Pan Nam Jai” project, a project that aims to invite all employees within Jaymart Group to participate in sending help and goodwill to society through donating unused items that are still in good condition. The project focuses on collecting various types of items such as clothes, bags, dolls, toys, books, old calendars, glasses, and various school supplies. These items will be delivered to foundations and charitable organizations that aim to help and improve the quality of life of the underprivileged in society. All items donated by employees have been carefully sorted and delivered to the appropriate foundations and organizations according to the type of items to ensure that these items can meet the needs and be used to the fullest extent. The implementation of this project not only reflects Jaymart Group’s commitment to being a part of creating a better society, but also instills a sense of sharing and social responsibility in all employees in the organization.

## Results of the Sharing Project

Donate books, clothes, school supplies, dolls and toys to the Leftovers-Kho Project.



The initiation of the “Pan Nam Jai” project also reflects the company’s vision of conducting business that upholds social values, along with creating long-term sustainability by promoting donations to reduce waste from discarding usable materials, as well as raising awareness of the efficient use of resources and maximum benefit, which is part of a broader social responsibility.



Jaymart Group Holdings Public Company Limited has collected unnecessary items for its employees to help those in need. It has donated books, clothes, school supplies, dolls, and toys that are no longer used or still useful to the “Leuak-Kho” project, which has the main objective of taking unused items that are still in good condition, such as books, clothes, toys, school supplies, or daily necessities, and creating new value for the benefit of children and communities in need. The foundation will distribute the donated items or convert them into funds to support various projects related to helping underprivileged children. In addition to creating opportunities to develop the quality of life of children and underprivileged groups in society, this project also helps stimulate people’s awareness to participate in doing good and sharing unused items with others sustainably.

## Sharing kindness to 3rd year students

During November-December 2024, Jaymart Group Holdings Public Company Limited organized the “Share for the Young” project for the 3rd year, which is one of the social projects that are continuously organized every year. The main objective is to promote and instill a sense of sharing and participation in social activities for employees within the organization. This project focuses on creating happiness and encouragement for underprivileged youth in society through the collection of gifts and necessities that can be used in daily life to support and improve the quality of life of children. All gifts donated and collected by the company’s employees this year were delivered to the Baan Nokkamin Foundation, an organization that plays an important role in helping, caring for, and supporting underprivileged children in society so that they receive warmth, proper care, and opportunities to develop their lives sustainably. The gift-giving ceremony was held on December 13, 2024, which coincides with the warm and joyful Christmas celebrations.

This year’s “Share for the Children” project is another success that demonstrates the determination and unity of the employees within the Jaymart Group who are ready to volunteer to bring happiness, smiles, and hope to the children under the care of the foundation. The implementation of this project also reflects the company’s vision of being an organization that not only focuses on creating business value but also gives importance to creating benefits for society through activities that emphasize promoting social responsibility continuously.

In addition, the success of this year's project also demonstrates the company's support and intention to inspire employees to participate in social activities and jointly create positive changes for communities and the underprivileged during the festive season. The implementation of projects of this nature is an important part of the business goal that focuses on sustainability and creating true value for society in the long run.



Total number of gifts

**446** box



## Jaymart Charity “Encouragement, Give Blood”

Jaymart, together with the National Blood Center, Thai Red Cross Society, organized a blood donation activity. The objective is to be a part in supporting the Thai Red Cross Society in public relations and procuring donated blood to help patients who need blood for medical treatment. This is to promote mutual assistance in society and create a good awareness of sharing blood for the new life of others. For the Jaymart Charity activity “Power of the Heart, Give Blood” this time, the company has publicized and invited employees and the general public to donate blood. The venue has been prepared at the Jaymart Building, Head Office, and the donation is very convenient.

The company sees that blood donation is an extremely important activity to help patients and increase the chances of survival for those who urgently need blood. It has also been well-received by employees and the general public, with a large number of blood donors, showing its intention to be a part of doing good for society. To encourage continuous blood donation, the company has organized blood donation activities every year to support the Thai Red Cross Society's blood bank to have enough blood to meet the needs of hospitals nationwide and to help patients who are waiting for urgent medical treatment.



## Results of the continuous opening of blood donation points



**Total number 10 times**



**Total donation recipients: 1,088**



**Volume 261,350 CC**





## Promoting Digital Inclusion

Jaymart Group Holdings Public Company Limited is a leading organization that plays an important role in the technology industry and digital product distribution in Thailand. It has a clear vision to create opportunities and equality for everyone in society through the concept of Digital Inclusion, which is an approach with an important goal to eliminate limitations and inequalities in technology, allowing everyone, whether people in urban areas or remote rural areas, to access and use digital technology to its full potential. This is to help increase potential and capabilities in various aspects, including learning, skill development, work, careers, and living in the digital age where technology plays an important role in every aspect of daily life.

The company is committed to being a part of driving Thailand towards a fully digital society, while creating sustainability for the economic and social systems by providing solutions that meet the needs of people in all groups comprehensively and comprehensively.

## Guidelines for promoting digital inclusion

Jaymart Group Holdings Public Company Limited is a leading organization that plays an important role in the technology industry and distribution of digital products in Thailand. The company has a clear vision to create opportunities and equality through the concept of Digital Inclusion, which is an approach that aims to allow everyone to access and utilize digital technology equally, regardless of their social group or their economic, educational, or technological resource limitations. The company focuses on conducting business that meets the needs of consumers in the rapidly changing digital age, covering various aspects, from distributing modern digital devices and smartphones, developing digital platforms for payments, retailing, and connecting technologies and services that meet the diverse needs of customers.



### Access to digital devices

Jaymart has focused on bridging the digital divide through its business operations that promote access to digital devices at friendly and affordable prices. This includes the distribution of smartphones and other digital devices, along with special offers such as 0% installment plans through its financial partners, such as SG Finance+, which allows consumers of all groups, especially those who may face financial constraints, to easily own modern devices that meet their digital lifestyle needs.



### Promoting digital education and literacy

Jaymart also recognizes the importance of enhancing digital knowledge and skills for users so that they can use these devices effectively and fully benefit their daily lives. The company has organized activities and projects that focus on increasing knowledge about the use of various technologies, such as organizing workshops for the elderly in the So Smart Senior Project to teach them how to confidently use smartphones and applications in their daily lives, and developing courses on the use of new technologies to help build understanding and confidence in their use, etc.

