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## Stakeholder Engagement Policy

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## Preface

Jaymart Group Holdings Public Company Limited and its subsidiaries (the Group) place great importance on engaging with all stakeholder groups in a comprehensive manner. This includes listening to their opinions, suggestions, expectations, and concerns. The Company incorporates feedback and relevant elements from both primary and secondary stakeholders into the continuous development and improvement of its operations.

With a strong commitment to treating stakeholders with integrity, transparency, equality, and fairness, the Group adheres to the principles of good corporate governance. Moreover, it emphasizes the importance of communicating accurate and timely information, always taking into account the best interests of all stakeholders involved.

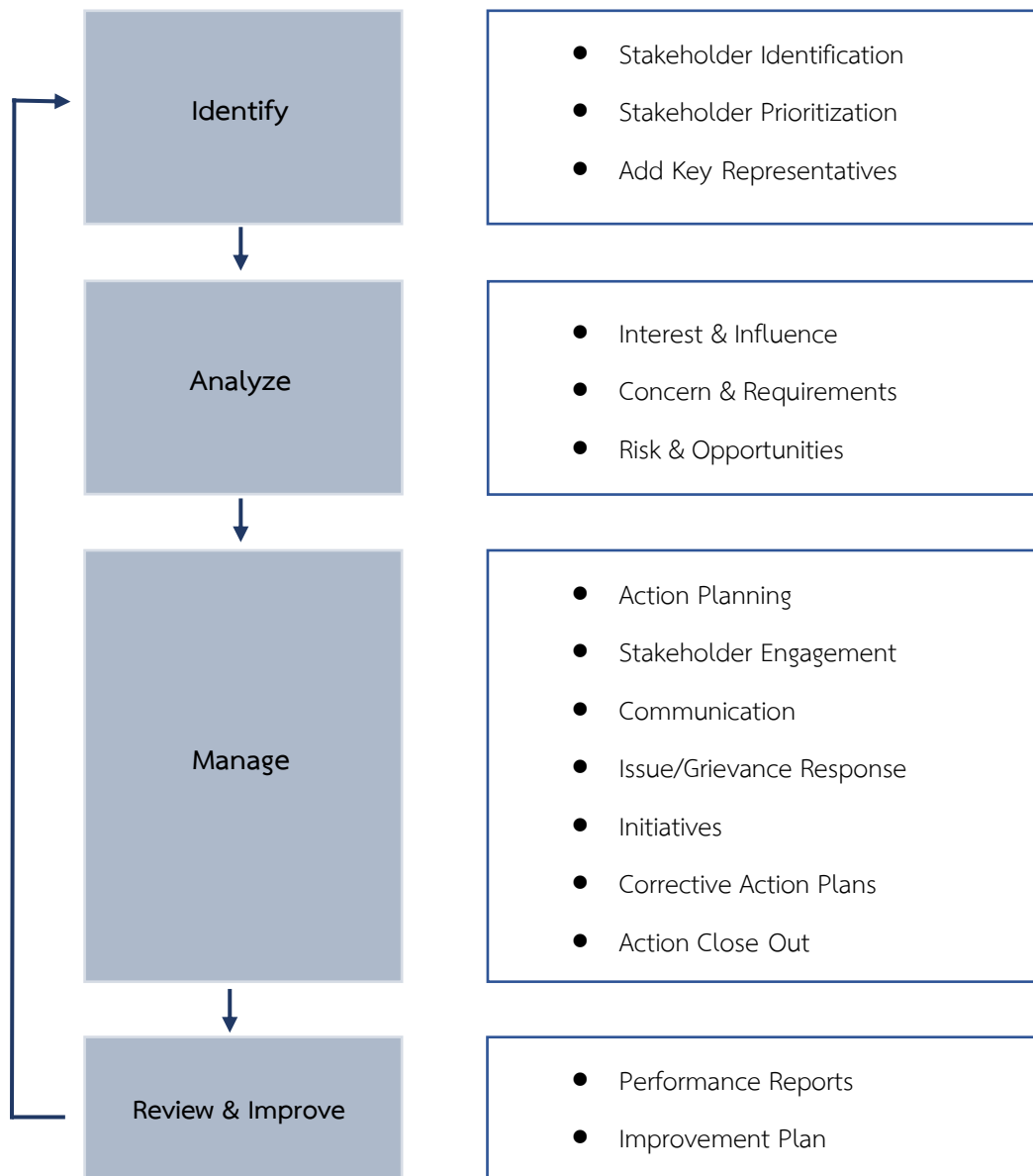
## Scope of Application of the Stakeholder Engagement Policy


The Stakeholder Engagement Policy is applicable to all functions involved in direct or indirect operations with Jaymart Group Holdings Public Company Limited, including its subsidiaries, business representatives, partners, the Board of Directors, executives, and employees at all levels. This policy serves as a mandatory framework to ensure consistent and responsible stakeholder engagement across the organization.

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## Stakeholder Engagement Policy

### Stakeholder Management



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- 1. Identify:** The identification and prioritization of stakeholders are based on the level of impact they receive from the Group's operations and the degree of influence they have on the Group. Key responsible parties are also designated to ensure effective stakeholder management.
- 2. Analyze:** Stakeholder issue analysis is conducted based on feedback and concerns received through multiple communication channels. The needs, expectations, concerns, risks, and opportunities of each stakeholder group are carefully assessed to inform the development of effective management plans and corporate strategies, thereby enhancing overall organizational performance.
- 3. Manage:** Stakeholder management must encompass end-to-end processes, from inclusive planning and execution relevant to each stakeholder group to effectively addressing various concerns and issues. It also involves strategic communication to ensure mutual understanding, and the continuous development of improved approaches and processes to strengthen collaboration and stakeholder alignment.
- 4. Review & Improve:** The Group conducts performance evaluations and reports on stakeholder engagement, covering the scope of operations, the impacts generated, and the benefits derived from stakeholder engagement resulting from the Company's and the Group's operations. The Group also develops action plans and monitors collaboration processes to ensure they remain up-to-date and responsive to current circumstances.

## Stakeholder-Specific Policies and Engagement Guidelines

### Shareholders Relations Policy and Practices

The company places great importance on its shareholders as the owners of the business. Therefore, the company stipulates that the Board of Directors, as representatives of the shareholders, together with executives and employees, have the duty to conduct business in accordance with corporate governance principles and ideals to maximize benefits and continuously increase value for shareholders in the long term. The following practices shall be observed:

1. Manage the organization in accordance with the vision and principles of corporate governance with honesty, diligence, and without any personal conflicts of interest, in order to generate sustainable returns for all shareholders.
2. Respect the rights of shareholders and treat all shareholders fairly and equally, refraining from any actions that would infringe upon or violate their rights.


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3. Provide shareholders with the opportunity to propose agenda items for the Annual General Meeting of Shareholders and to nominate directors in advance within an appropriate timeframe.
4. Clearly explain all relevant details regarding the shareholders' meeting, as well as provide sufficient information in advance on matters requiring shareholder decisions.
5. Prohibit the use of undisclosed insider information by the Board of Directors, executives, and employees in relevant departments, including their spouses and minor children, to seek personal or improper benefits for themselves or others, which would be unfair to shareholders.
6. Appoint independent directors to safeguard the interests of minority shareholders and receive complaints or suggestions through accessible communication channels provided by the company.
7. Establish effective internal control, internal audit, and risk management measures.
8. Disclose accurate, complete, timely, and transparent information, including financial reports and performance results, to ensure shareholders are regularly informed of the company's operating status through easily accessible channels.

### **Employee Relations Policy and Practices**

The Group believes that employees are valuable resources and key factors to success. Therefore, the Group treats all employees fairly based on human rights principles, taking into account their needs in order to foster a strong relationship between employees and the organization. It supports continuous development and capacity building while providing job security and career advancement. The following practices are observed:

1. Recruit employees through an effective and fair selection and employment process to ensure the hiring of high-quality individuals who are both capable and ethical.
2. Treat employees fairly and equitably, with respect for and protection of their personal rights and freedoms. Employees are supported in expressing their opinions freely.
3. Establish a whistleblowing system for reporting unethical conduct, with protections in place to ensure employees are not subjected to retaliation or punishment for raising concerns (Whistleblower Policy).
4. Provide sufficient, inclusive, and continuous development for employees of all professions and levels, appropriate to their roles and responsibilities, while also fostering a strong sense of ethics.
5. Promote teamwork and unity within the organization and instill a sense of discipline in employees.
6. Evaluate performance and manage compensation based on job responsibilities and individual capabilities, ensuring fair and appropriate benefits comparable to those offered in similar industries, with regular review and improvement.

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7. Instill awareness and promote safe and hygienic work practices, while fostering a positive work environment where employees feel valued as part of one family.
8. Manage operations in accordance with international standards on occupational health and safety, and environmental management systems.
9. Promote work-life balance to ensure employees can harmonize their professional and personal lives.
10. Provide employees with access to important information to enhance their understanding of the Group's business operations and performance.

### **Customer Relations Policy and Practices**


The Group is committed to ensuring that users of its products and services receive the utmost benefit and satisfaction in terms of both quality and fair pricing. It also strives to continuously develop and maintain sustainable relationships with its customers through the following practices:

1. Deliver products and services that meet the needs of consumers and those around them, while contributing to the enhancement of quality of life and the promotion of sustainable social growth.
2. Foster continuous innovation and development to provide high-value, quality products and services that meet diverse customer needs.
3. Develop environmentally friendly products and services that minimize resource usage, conserve energy, are reusable, and have a long life cycle.
4. Produce safe and reliable products and services that do not pose health hazards to consumers, and provide accurate and sufficient information.
5. Systematically and securely manage customer data, ensuring it is not misused or accessed inappropriately.
6. Set product and service prices at fair and reasonable levels.
7. Implement quality management systems in accordance with international standards.
8. Establish a dedicated unit to provide product advice, consultations, solutions, and handle complaints to ensure the highest level of customer satisfaction.

### **Supplier / Partner Relations Policy and Practices**

The Group conducts its business in accordance with fair competition frameworks, strictly adhering to contracts, ethical standards, and commitments made to its business partners as follows:

1. Consider reasonable and fair purchase prices by taking into account price justification, quality, and services received, and be able to provide appropriate explanations when audited.

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2. Make payments to business partners accurately and on time.
3. Establish clear regulations for procurement and related operations.
4. Conduct sustainable and transparent business in compliance with commercial terms and contracts, ensuring fairness to all stakeholders.
5. Do not solicit or accept any assets or benefits from business partners.
6. Regularly visit business partners to exchange opinions and listen to suggestions or areas for improvement.
7. Support environmentally friendly procurement and community-developed products.
8. Avoid purchasing goods that violate human rights or intellectual property rights.
9. Do not disclose business partner information to others without their consent.
10. Refrain from doing business with partners engaged in illegal activities or those that violate public order and good morals.

#### **Creditor Relations Policy and Practices**

The Group is committed to treating its creditors with fairness, equality, and transparency, and strictly adheres to all agreed-upon terms and contractual obligations, as detailed below.


1. Contracts with all types of creditors shall be executed in compliance with legal requirements, ensuring fairness, equality, and transparency, without taking advantage of the contracting parties.
2. The Group shall not engage in fraudulent practices or conceal any material information that may cause damage to creditors.
3. The Group shall strictly, accurately, and honestly comply with the terms and conditions of all agreements made with creditors.
4. All loan principals and interest shall be fully repaid to creditors in accordance with the agreed schedule and conditions.

#### **Government Relations Policy and Practices**

The Group recognizes government agencies as key stakeholders and has established guidelines for conducting transactions with the public sector as part of its Code of Conduct. These guidelines are intended to ensure that employees act appropriately and in compliance with applicable laws and regulations. The Group also promotes cooperation with government agencies in both academic collaboration and support for various public initiatives. The following practices have been established to guide such engagements:

1. Strictly comply with all applicable laws and regulations, while remaining aware that legal requirements, rules, customs, and practices may vary across local jurisdictions and regions.



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2. Refrain from any actions that may improperly influence government officials or encourage inappropriate conduct.
3. Contribute to the development of knowledge and capacity building for government agencies, such as local administrative organizations, to support community development.
4. Support government-initiated activities and programs.
5. Welcome official visits and inspections conducted by relevant government authorities.
6. Listen to and consider feedback, suggestions, or complaints from government agencies.


### **Media Relations Policy and Guidelines**

The Group recognizes the importance of disclosing information to the media to ensure accurate and timely communication with the public. Accordingly, the following practices have been established:

1. Disclose information to the media on an equal basis, ensuring that all communications are accurate, clear, and relevant.
2. Provide timely and up-to-date information that reflects current developments.
3. Offer opportunities for the media to engage closely with the Company's executives through direct meetings and discussions.
4. Facilitate and support media representatives in their interactions with the Company.
5. Foster good relationships with the media by arranging activities such as site visits and executive meet-and-greet sessions at the head office, ensuring access to accurate and reliable information.
6. Communicate information promptly and in a timely manner.
7. Provide opportunities for the media to meet and engage closely with the Company's executives.
8. Offer assistance and facilitate interactions for media representatives who contact the Company.
9. Build and maintain positive relationships with the media by organizing activities such as office visits and executive meet-and-greet sessions at the head office, ensuring access to accurate and reliable information.

### **Competitor Relations Policy and Guidelines**

The Group conducts its business with a policy of treating competitors fairly within the framework of honest and ethical trade practices. It is committed to fair competition in accordance with applicable laws and the Group's Code of Conduct, with full regard for business ethics and competition laws. The following practices have been established to guide such conduct:

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1. Conduct business ethically and transparently within the framework of fair competition rules and applicable laws, refraining from taking unfair advantage of competitors through unlawful means.
2. Do not seek confidential information through dishonest or improper methods.
3. Refrain from any actions that infringe upon the intellectual property rights of competitors.
4. Avoid damaging the reputation of competitors by making unfounded or malicious allegations.
5. Support and promote free trade by avoiding any agreements with competitors that reduce or restrict competition.

### **Financial Institution Policy and Guidelines**


The Group conducts all financial transactions with financial institutions with transparency, in full compliance with applicable regulations and the contractual terms and conditions stipulated by such institutions.

1. Comply with the conditions, regulations, and agreements applicable to financial institutions with transparency.
2. Adhere to prudent, thorough, and strict management practices in all financial transactions and dealings with financial institutions.
3. Refrain from concealing, distorting, or altering any information related to operations that must be disclosed to financial institutions.

### **Community and Environmental Policy and Guideline**


The Group conducts its business with integrity toward all stakeholders and is firmly committed to social responsibility. It actively supports initiatives aimed at improving quality of life and promoting the well-being of communities and societies in which the Group operates, both domestically and within the ASEAN region. The Group also encourages employees and related parties to participate as responsible citizens who contribute positively to the community and society. The following guidelines have been established:

1. Provide appropriate support and assistance to society and local communities, especially those surrounding the Company's places of operation.
2. Promote and support activities and projects aimed at developing the potential and capabilities of youth in areas such as education, sports, and the arts, as well as instilling moral and ethical values to nurture both talent and integrity.

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3. Support relief and recovery projects that provide urgent assistance to disaster victims, and promote initiatives that enhance the quality of life and self-reliance of individuals in society, such as vocational development and community empowerment for long-term sustainability.
4. Support medical and public health initiatives to help improve the health and well-being of people in the community and society.
5. Promote and support activities related to the arts, cultural preservation, and the promotion of religion as appropriate.
6. Support foundations and charitable organizations that assist the underprivileged, providing them with opportunities for a better life, and back organizations that implement initiatives contributing to human resource development.
7. Encourage participation from communities and all stakeholders in various activities and projects, as well as welcome feedback, suggestions, and complaints related to the Company's operations, with the goal of fostering a sustainable coexistence between the Company and the communities.

The policy shall be effective from December 8, 2023 onwards.



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The approver of the Stakeholder Engagement Policy

Mr. Pisnu Pong-Acha  
Chairman of the Board of Directors

