

SUSTAINABILITY REPORT 2024

JAYMART GROUP HOLDINGS PUBLIC COMPANY LIMITED

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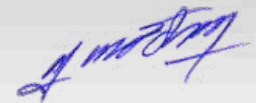
For 36 years, Jaymart Group Holdings Public Company Limited has conducted business with integrity and good corporate governance, playing a vital role as a driving force in the Thai economy. Jaymart is committed to enhancing the value of its business model, evolving from traditional retail into a comprehensive retail ecosystem while expanding its investment base to build an extensive network of businesses and partners. This strategic expansion aligns with the company's long-term vision to create sustainable business performance for its shareholders.

In 2024, the company has made significant progress in its sustainability development, establishing a clear framework for governance that prioritizes ethical business conduct. Jaymart aligns its sustainability strategy with the national development agenda, guided by the Sustainable Development Goals (SDGs), which encompass three key dimensions: environmental, social, and corporate governance. The company is also deeply committed to upholding its responsibilities toward all stakeholders.

Notably, in the past year, Jaymart became an official member of the Thai Private Sector Collective Action Against Corruption (CAC), reaffirming its unwavering dedication to sustainable business development. This membership underscores the company's strong commitment to good corporate governance, ethical business practices, and proactive measures in preventing and combating all forms of corruption. By fostering transparency and corporate stability, Jaymart continues to strengthen its foundation for sustainable growth.

On behalf of the Board of Executives and all employees, we reaffirm our dedication to fostering continuous business growth through sound corporate governance, striving towards becoming a truly sustainable organization. We extend our sincere gratitude to our shareholders, customers, employees, business partners, regulatory authorities, and all stakeholders for their trust, confidence, and unwavering support.

Message from the Chairman Regarding Sustainability Development

Mr. Pisnu Pong-Acha

Chairman of the Board

Message from the CEO Regarding Sustainability Development

“

The ecosystem of business groups, empowered by technology and digital innovation, will be the driving force behind transparent and truly sustainable business operations.

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Jaymart Group recognizes the importance of advancing sustainable development across all dimensions—social, environmental, and corporate governance. The company is committed to conducting business with transparency, upholding anti-corruption principles, and prioritizing human rights. Employees are regarded as a key driving force behind the sustainable growth of the business, fostering trust among all stakeholders.

To this end, the company has established strategic business management frameworks aligned with its mission and vision, emphasizing employee development and fostering a workplace culture of mutual respect. Jaymart is dedicated to ensuring employee well-being and job satisfaction as part of its commitment to sustainable success.

Investment decisions at every stage undergo thorough evaluations to ensure alignment with economic conditions, investment returns, and risk assessments. The company prioritizes value-driven business collaborations that create mutual benefits (Synergy) while integrating environmental, social, and governance (ESG) factors into its decision-making process.

Furthermore, Jaymart is committed to continuously enhancing its organizational capabilities while upholding corporate social responsibility. The company strives to be a role model in society, guided by its vision of “Creating Sustainable Value for Stakeholders through Investments in Retail, Finance, and Technology to Build a Sustainable Synergy Ecosystem.

In terms of performance, the Company realizes and places importance on an efficient, transparent and auditable management system, which will create confidence among all relevant parties, leading to sustainable business growth under ethical operations and compliance with relevant laws. The Company has therefore established a good corporate governance policy to enhance existing operations to a clear standard system and to distribute practices to all levels of the Company's employees, which will truly foster a corporate governance culture. The Company has adopted the Good Corporate Governance guidelines for listed companies, which take into account stakeholders such as shareholders, investors, business partners, customers, employees, society, communities and the environment in all aspects.

In 2024, the company's performance in terms of sustainability development in the past year, Jaymart Group was certified as a member of the Thai Private Sector Collective Action Against Corruption (CAC), which reaffirms the company's commitment to sustainable business development, which emphasizes and adheres to conducting business under the principles of good governance on the basis of good governance. In addition, it received a certificate of honor from the Greenhouse Gas Reduction Support Project (LESS) by the Greenhouse Gas Management Organization (Public Organization), which reflects its success in reducing environmental impacts in a tangible form. The company was able to reduce greenhouse gases by up to 146.519 tCO₂eq, which reflects the organization's commitment to greenhouse gases. In addition, the company has joined the SET Carbon Sandbox project to help reduce the cost and time of greenhouse gas reporting for businesses. This system will be the central database of greenhouse gas management for the capital market, which is reliable according to scientific principles, covering operations throughout the business value chain.

In addition, the Company has been assessed for the quality of the general shareholders' meeting of listed companies on the Stock Exchange of Thailand. The results of the AGM Checklist assessment for the year 2024 were summarized at the "Excellent" level by holding the shareholders' meeting via electronic media with the AGM Voting Application developed by companies in the Jaymart Group. The CGR score in 2024 increased to 4 stars or "Very Good". In addition, the Company has also entered the SET ESG Rating at level A, which will increase investment interest for funds investing in ESG stocks.

For the sustainable development of the organization in all dimensions, the Company places importance on good corporate governance, which has been assessed as "very good" in the Corporate Governance Survey of Thai Listed Companies (CGR) by the Thai Institute of Directors Association (IOD). The goal for 2025 is to develop good corporate governance to reach "excellent" and have an increased SET ESG Rating score from the previous year. The Company would like to thank shareholders, customers, employees, business partners and allies, as well as various regulatory agencies, communities and stakeholders in all sectors who have always supported the Company's operations. The Company is also committed to creating business growth to respond to the country's economic system in order to achieve sustainable development goals.



Mr. Adisak Sukumvitaya

Chief Executive Officer

Sustainability Development Report 2024,
Jaymart Group Holdings Public Company Limited

The ecosystem of business groups, empowered by technology and digital innovation, will be the driving force behind transparent and truly sustainable business operations.



Building business stability with ethics and good governance

Do not have Cases of violation of business ethics and code of conduct

100% New employees receive orientation
• Anti-Corruption and Anti-Bribery Business Ethics

Do not have Significant cases of corruption complaints

The results of the Corporate Governance Assessment (CGR) of listed companies are in the criteria

"very good"



Certified as a member of the Private Sector Anti-Corruption Coalition of Thailand **CAC**



Reduce environmental impact and increase resource efficiency

Greenhouse gas emissions from corporate activities
decrease **55.99%**

Note: Within the scope 1 and 2 at the head office, total 1,094.51 tCO2e.

The amount of electricity used by the organization purchased from outside
decrease **12.00 %**

In 2024, a total of 1,795,000 kwh was used.

Total water usage within the organization
decrease **22.21%**

In 2024, total water usage was 31,779 cubic meters.

Solar energy production from Solar Rooftop accounts for a **11.91%** of total electricity consumption.
or equal to 242,000 kWh

Collect more electronic waste into the recycling process.
11.91%

The amount of waste generated from internal operations of the organization
56.59%

In 2024, the total amount of waste was 71,568.92 KG.

Amount of waste that can be recycled **20.72 %**

From the total amount of waste

Do not have

Cases or incidents of violation of environmental laws



Creating shared value between organizations and society

Do not have Significant human rights complaints

Average training hours **6 hours/person/year** **Do not have** Significant labor disputes

420 male employees **40.46 %** 618 female employees **59.54 %**

Employment of disabled employees **10 people** Occupational injury or accident rate **0 cases**

Do not have Dispute with the community

Customer and consumer satisfaction with products and services
96.81%

About Jaymart

Jaymart Group Holdings Public Company Limited ("the Company" or "Jaymart Group") was established on December 27, 1988, with an initial registered capital of 2,000,000 baht, serving as a distributor for various brands of electrical appliances through an installment system. The Company subsequently expanded its distribution channels into the wholesale market, focusing on key products such as televisions, VCRs, and air conditioners. In 1992, the Company ventured into mobile phone distribution, utilizing cash, installment, and wholesale systems. The Company was listed on the Stock Exchange of Thailand on June 25, 2009, offering 75 million additional shares to general investors at an initial price of 1.80 baht per share. As of December 31, 2024, the Company has a registered capital of 1,558,820,418 shares and a paid-up capital of 1,471,711,584 shares. Currently, the Company operates as a holding entity, investing in various businesses. Its primary subsidiary, Jaymart Mobile Co., Ltd., specializes in the retail and wholesale distribution of mobile phones and related products, serving as a distributor for all major mobile phone manufacturers, network providers, and associated equipment.

Headquarters location



Jaymart Group Holdings Public Company Limited
187,189 Jaymart Building, Ramkhamhaeng Road,
Ratphattana, Saphan Sung District, Bangkok 10240



T.+66 2-483-7979

Email: jaymartgroup_esg@jaymart.co.th



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

Vision and Mission



Vision



Create sustainable value for stakeholders.
Investing in retail finance and technology to
establish a sustainable Synergy Ecosystem



Mission

J = Joyful

We strive to create a happy working environment.
For the happiness of our employees.

M = Moral

We make commitments based on business ethics
and good corporate governance.

A = Alliance

We create alliances and create cooperation in doing
business. For the goal of becoming a leader in the retail
and financial businesses.

R = Retail

We are committed to operating our retail business
towards future expansion.

T = Technology

We are committed to developing new technology.
To deliver a valuable digital platform to consumers.



Company Information

Currently, Jaymart Group Holdings Public Company Limited operates as a holding company, investing in various businesses. The primary focus of the company is the retail and wholesale sale of mobile phones and related products from all leading mobile phone manufacturers and network service providers, as well as associated equipment.



Mobile phone, accessories, and technology product distribution enterprise.

Jaymart Mobile Co., Ltd. (JMB), in which the company holds a 99.99% stake, has a registered capital of 630,000,000 THB as of December 31, 2024. The company operates both wholesale and retail distribution businesses, focusing on mobile phones and related accessories from all major manufacturers, including Samsung, iPhone, Huawei, Oppo, Vivo, Realme, OnePlus, and Xiaomi. Additionally, JMB is an authorized distributor of SIM cards (Subscriber Identification Modules) and top-up cards for mobile service providers, currently selling exclusively to AIS. The company distributes these products through various channels, including Jaymart Shops, which are offline locations in shopping malls nationwide, and online sales channels to cater to changing consumer habits. These include Facebook, TikTok, and all other social media platforms.

As of December 31, 2024, the subsidiary has 306 branches covering areas in Bangkok, its surrounding provinces, and other regions across the country.

In addition to the mobile phone distribution business, which is the company's core business, as of December 31, 2024, the company holds a 52.08% stake in its subsidiary, JMT Network Services Public Company Limited ("JMT"), a company engaged in debt collection, debt recovery, asset investigation, and legal enforcement services across Thailand. JMT also purchases non-performing loans from financial institutions and other service providers to pursue debt recovery and generate profit.

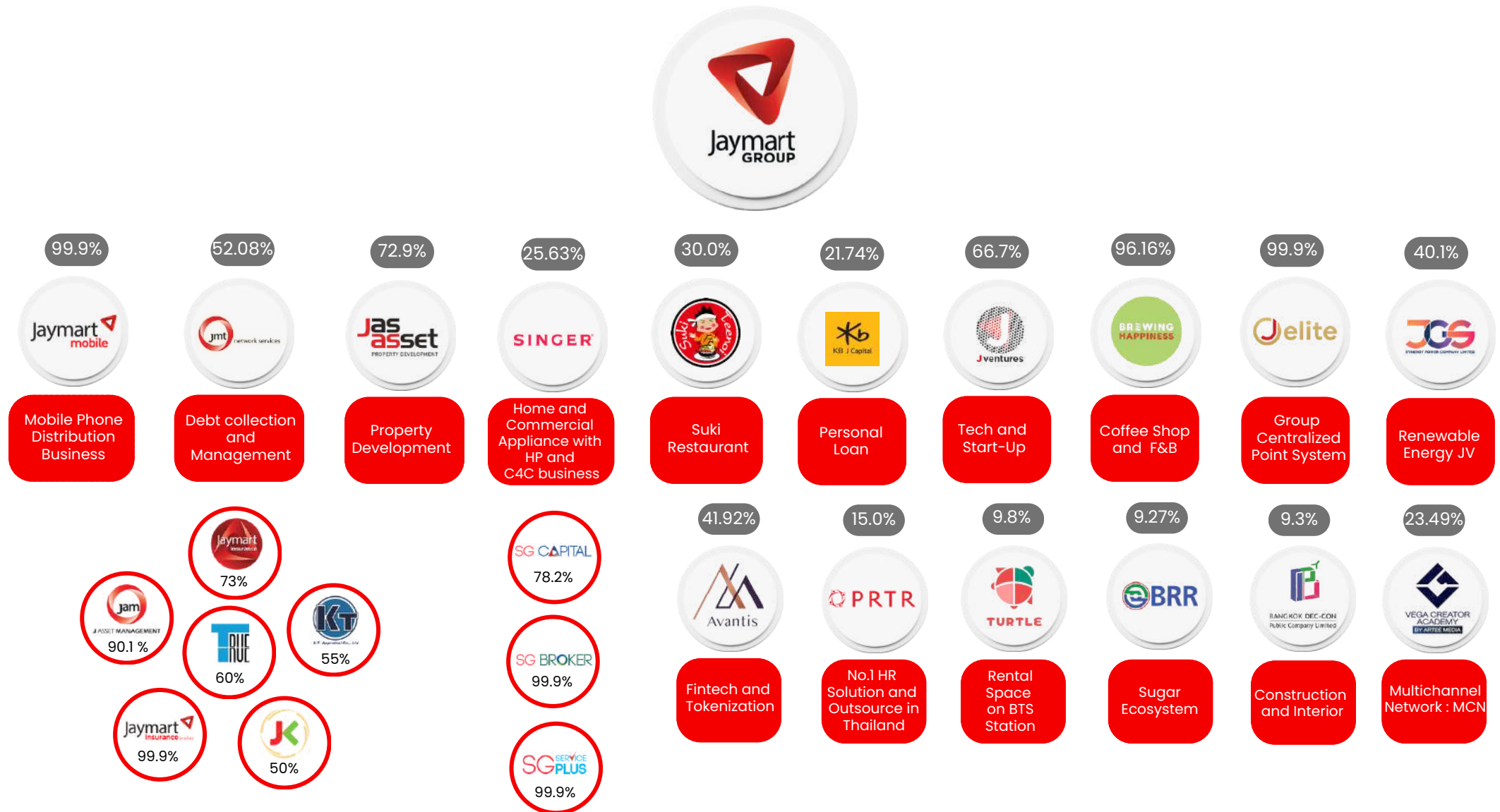
The company also holds a 72.89% stake in JAS Asset Public Company Limited ("JAS Asset"), a company engaged in managing rental spaces for mobile phone retail businesses under the IT Junction brand, The JAS project, The JAS Urban project, and the JAS Green Village Koo Bon project. These are community mall developments and management projects. Additionally, in 2015, the company expanded its business portfolio by acquiring a 24.99% stake in Singer Thailand Public Company Limited, which operates in the retail of products under the Singer brand and other commercial products.

The company focuses on three core businesses: Retail (Commerce), Finance, and Technology, with an emphasis on integrating technology into its operations. The company recognizes that the future will bring a technological revolution in the finance and retail industries, requiring the company to adapt its business strategies to accommodate these changes and ensure sustainable growth.

In 2017, the company established Jay Ventures Co., Ltd. with a registered capital of 100 million THB, holding an 80% stake, to drive the digital transformation of the group's business processes. The company has already begun implementing this transformation.

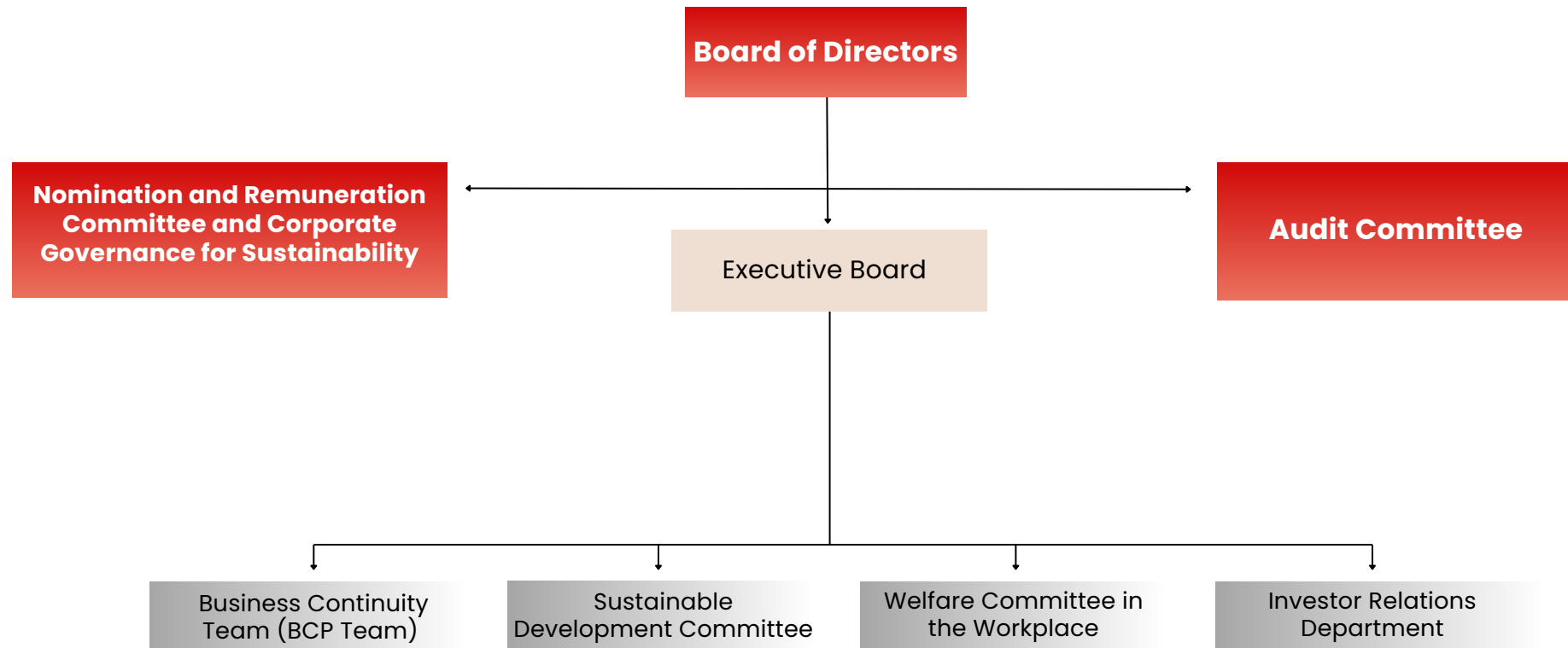
Company Operating Structure

Structure of Jaymart Group of Companies as of 31 December 2024



Sustainability Operational Structure

In today's business world, sustainability has become a key factor that every organization must give high importance to. Jaymart Group Holdings Public Company Limited recognizes the necessity of conducting business that not only responds to economic goals but also covers social and environmental dimensions to create sustainable development and create value for stakeholders in the long term. In order for business management to proceed efficiently and stably, the company has therefore established a comprehensive and systematic sustainability operation structure. This structure has been designed to drive sustainability strategies and policies in a tangible manner, focusing on integrating sustainability concepts into every work process of the organization.



Sustainability Policies and Goals

Jaymart Group Holdings Public Company Limited and its subsidiaries (Jaymart Group) place importance on conducting business with transparency and fairness in accordance with the principles of good governance. Ready to adhere to quality risk management and taking into account every group of stakeholders along with supporting and promoting a good quality of life for people in society, surrounding communities and preserving the environment. For organizational and economic development, as well as caring for society to grow sustainably together.

The company has designated directors, executives and employees at all levels of Jaymart Group Company Limited are responsible for supporting, promoting, and operating in accordance with this sustainability development policy until it becomes the company's culture.

The company will operate with three commitments to consider economic, social and environmental benefits.

In addition, the company also places importance on creating innovations to meet the needs of consumers according to the changes in today's society. To increase business competitiveness and create additional value for the company and sustainable stakeholders

Commitment 1: Economic Dimension: To create sustainable returns.

1.1 The company will conduct business in accordance with the principles of good corporate governance.

The company is committed to conducting business based on the principles of good corporate governance for listed companies in accordance with regulations as well as regulations of regulatory agencies such as the Securities Commission and the Stock Exchange of Thailand. The Board of Directors has given importance to policy formulation. Business strategy Including supervising all business operations in accordance with the principles of good corporate governance. This is an important mechanism that allows the company to grow sustainably and build confidence among all stakeholders.

1.2 The company is committed to providing fair customer service and creating customer satisfaction.

The company is committed to providing fair services throughout the product selection and the supplier selection processes. Distribution Channels Setting service standards and the procedure for improving complaints The company's philosophy is to develop an effective system for controlling sales quality. Including management, monitoring, and inspection to guarantee that the company's products and services emphasize the consumer as an important factor.

1.3 Consideration of sustainable investment

The business implements forward its investment policy. It emphasizes the value of comprehensive risk analysis, or Enterprise Risk Management, or ERM, that can be provided to the Investment Committee. A number of factors need to be taken into account in order for approval to be granted. must be suitable given the state of the economy Income from investment Environmental, social, and governance (ESG) aspects and investment risk are evaluated using a scoring system that takes into account many factors. The results of this process are evaluated on a regular basis.

1.4 Information technology security and personal data

The business has an information security policy in place. Procedures for managing cyber security breaches, as well as a strategy and protocol for the supervision and protection of personal data Information security breach Personal data violators are responsible to all parties involved. including customers, directors, executives, employees, job applicants, visitors, shareholders, and business associates

The business has a policy in place that explains the specifics and procedures for reporting events involving damages resulting from breaches of personal data. so that in the event that a breach of personal data occurs, the organization will be prepared to handle it promptly. The company requires training to provide knowledge and practice plans for dealing with personal data protection officers for all employees at least once a year.

Commitment 2: Social aspect to create a sustainable society

2.1. Human Right

The company places importance on respecting human rights, such as hiring people with disabilities, the underprivileged, the elderly, vulnerable groups. Promoting gender equality Not using illegal labor child and youth labor Including supporting and promoting business partners and partners to respect human rights in conducting business.

2.2. Human resource management

The company places great importance on developing the potential of employees because employees are an important driving force in the success of sustainable growth of the business based on the confidence of all groups of stakeholders. The company therefore sets strategies for managing human resources according to mission goals. Company vision Focusing on developing employees' potential and being the best organization for employees.

To ensure that all employees are fairly compensated, the company has developed and revised human resource management policies and procedures. and increase the number of welfare benefits accessible to employees and their families. To inspire motivation, focus on fostering employee competency growth by building IDPs (Individual Development Plans) for employees on the LMS e-Learning Platform as well as providing onsite learning opportunities to upskill and reskill. and retaining employees who have good performance It also creates a bond with the organization and is ready to grow together with the organization in a sustainable way.

In addition, the company recognizes the significance of occupational health. Safety and work environment To improve employees' productivity and happiness at work on a constant basis, which is regarded as a vital aspect of the company's business operations.

2.3 Operation of social activities

The company cultivates and fosters a culture of sustainable development in economics, society, and the environment for all employees, and incorporates it into all business processes. Including increasing the quality of life for employees. Starting within the corporation and expanding into the community. Create a truly sustainable society. By participating in social activities centered on education, religion, and arts and culture. This includes creating jobs and careers for the community and society.

The company regularly launches initiatives to support employees' voluntary activities. To create benefits commonwealth. Increase your generosity, friendliness, and eagerness to assist others. This is the cornerstone for optimistic thinking. To continually create a positive and sustainable society.



Commitment 3: Environmental Aspect

To reduce the damage and loss of environmental balance.

3.1 Environmental Management. The company has a policy and objective to conserve the environment and encourage awareness among employees about saving the environment by starting with themselves and expanding environmental responsibility.

In addition, the company is aware of environmental protection in the areas where the company operates. With the company complying with relevant regulations. and is based on the principles of good corporate governance The company will operate in various areas including:

1. Compliance with Environmental Regulations
2. Prioritizing investments in environmental preservation.
3. Environmental dimensions are included as part of the investment decision process.
4. Pollution prevention and resource usage reduction
5. Preventing pollution from the company's procedures and products that have an environmental impact.
6. Manage energy and public utilities (oil, electricity, and water) to reduce consumption in accordance with the target.

The company prioritizes raising environmental awareness. and consistently conserve resources nature for executives and employees. To ensure that the company's operations have a good impact on the environment. The company intends to reduce biodiversity loss in accordance with Thailand's environmental goals and the United Nations Sustainable Development Goals. (biodiversity loss / loss of biodiversity) by applying the Mitigation Hierarchy Principle.

3.2 Developing ecologically friendly innovations. The company is committed to developing or adopting environmentally friendly innovations. Encourage the use of innovation and contemporary technology to enhance and improve the process. Every aspect of work procedures and services will be more eco-friendly. and increase efficiency. Images to fulfill customer satisfaction, such as reducing paper usage by encouraging more digital work, including the use of reliable electronic documentation as mandated by law.



Jaymart Value Chain

Consumer Needs Analysis

Understand market needs and trends and use them to provide targeted products.

- Analyze consumer data
- Segment customers to develop strategies for each group.
- Analyze new trends in the industry

Marketing and Sales

Promote corporate image, develop diverse and efficient product delivery channels

- Build brand awareness
- Marketing strategy
- Running promotional campaigns
- Develop sales channels

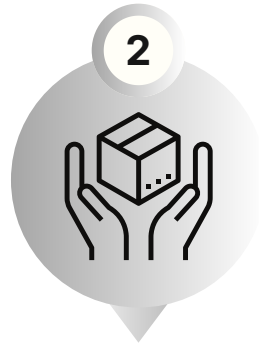
After-sales service

Build long-term relationships and maintain customer trust.

- Channels for consultation, product warranty and after-sales service
- Listen to customer feedback to improve our services.
- Deliver a great customer experience through our expert staff.



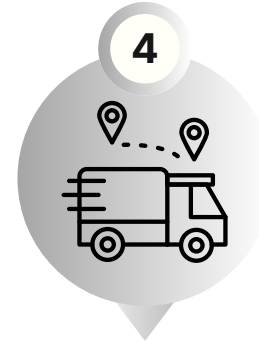
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4



5

Sourcing products and building partnerships

Provide products that meet your needs, build partnerships with partners and suppliers.

- Select potential partners and take into account sustainable operations.
- Build strategic partnerships
- Select standard products

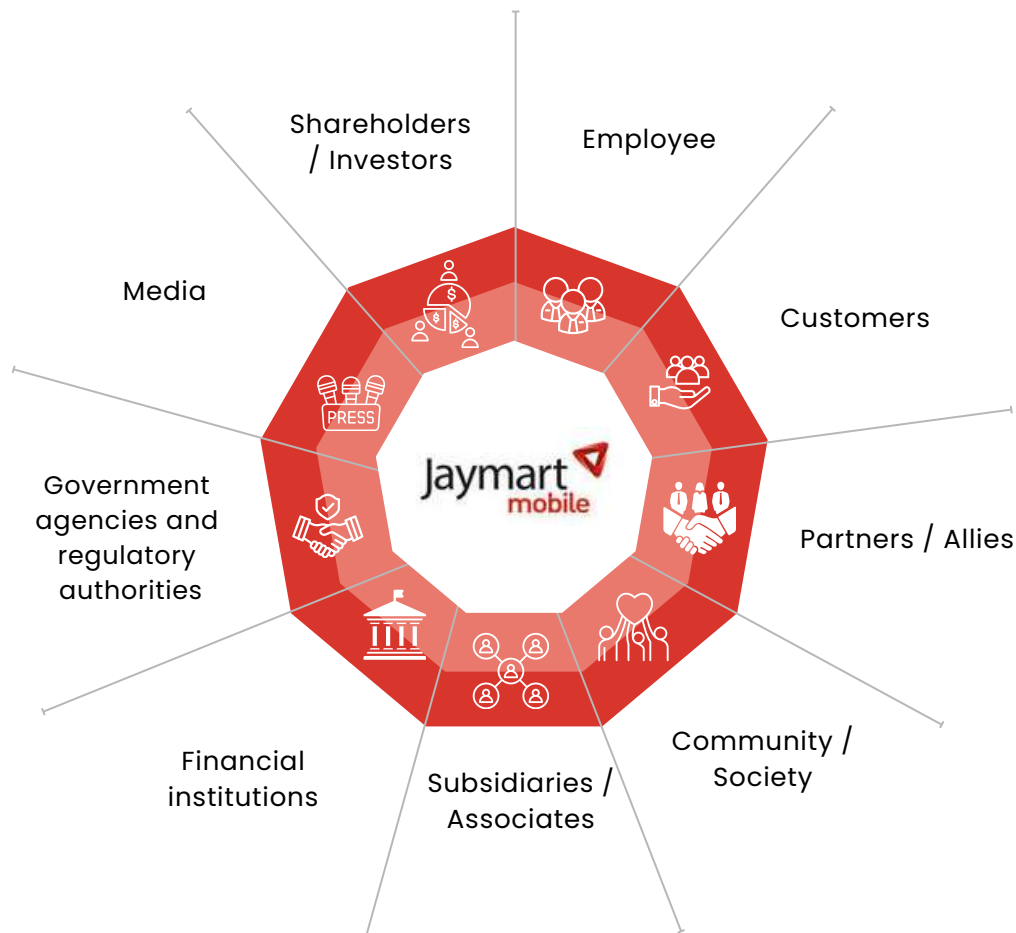
Storage and distribution

Efficient, fast and environmentally friendly delivery process

- Improving transport efficiency
- Warehouse Management
- Transport that reduces greenhouse gas emissions /environmental impact

Analysis of stakeholders in the business value chain

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



Stakeholder Management

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

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

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





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








Stakeholder Engagement Policy



Stakeholder management in the business value chain

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

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

Materiality Assessment Process

Jaymart Group Holdings Public Company Limited recognizes the importance of enhancing its environmental, social, and governance (ESG) operations, which is part of the company's commitment to long-term sustainability. The company is also dedicated to communicating its policies, management approaches, and performance in sustainable development to all stakeholders involved with the organization through a systematic sustainability reporting process. The company has continuously prepared this report to maximize benefits for stakeholders and society as a whole.

This sustainability report has adopted the Global Reporting Initiative (GRI) Standards 2021 and the Sustainable Development Goals (SDGs) as guidelines in the reporting process to ensure transparency and compliance with international standards. Additionally, the company takes into account the principle of Impact Materiality to focus on the most significant impacts on its operations. This approach enables the company to disclose information on material sustainability issues comprehensively and clearly. The process includes the following details for content determination

1 Identification of Material Issues

The company has conducted a study, collected, and reviewed current status data from both internal and external sources that align with the company's business context, such as consumer behavior changes and market competition. This process included comparing key issues with companies in the same industry. Simultaneously, internal factors were analyzed, covering operations, strategic direction, sustainability risks and opportunities, as well as corporate social responsibility activities.

Additionally, data reflecting the expectations, concerns, or impacts from key stakeholders was gathered, leading to the identification of the company's sustainability priorities for the year 2024. These priorities encompass all relevant dimensions, including economic, governance, environmental, social, and human rights aspects.

2 The prioritization of issues

The company has conducted an assessment of the significant impacts caused by its business operations on all stakeholders through a prioritization process. The criteria used for evaluating impacts include the severity of the impact, the likelihood of the impact occurring, as well as the company's policy framework and commitment to the issue at hand. As a result, the company has identified the material sustainability topics that are significant, covering all relevant dimensions, including economic, governance, environmental, and social aspects.

3 Assessment of Significant Impacts

The company clarifies the prioritization of significant topics by collecting and evaluating in-depth information to report to the Nomination and Remuneration Committee and the Corporate Governance for Sustainability. The committee will review and verify the accuracy, completeness, and alignment of the data with the company's policies and operational guidelines to ensure that the sustainability development report meets standards and reflects responsibility to all stakeholders transparently and honestly, before being disclosed in the sustainability development report.

4 Continuous Review and Development

The company places great importance on listening to feedback and suggestions from all stakeholders through various channels, both internal and external to the organization. This allows the company to gather valuable insights that help improve operations to better meet the needs and expectations of stakeholders. Additionally, the company has used this feedback to enhance the transparency and comprehensiveness of the sustainability development report for the following year, ensuring that the report is accurate, clear, and aligned with international standards.

Prioritization of Material Sustainability Issues

Jaymart has established a prioritization process for key issues by considering the significant impacts on the company in the areas of economics, environment, society, and human rights, as well as the issues affecting stakeholders across all groups. The company has ranked these issues based on their impact on the company's operations and stakeholders as follows.



Corporate Governance and Economic Dimensions

1. Business Ethics
2. Risk Management
3. The Application of Technology and Applications in the Organization
4. Anti-corruption
5. Supply Chain Management



Environmental Dimensions

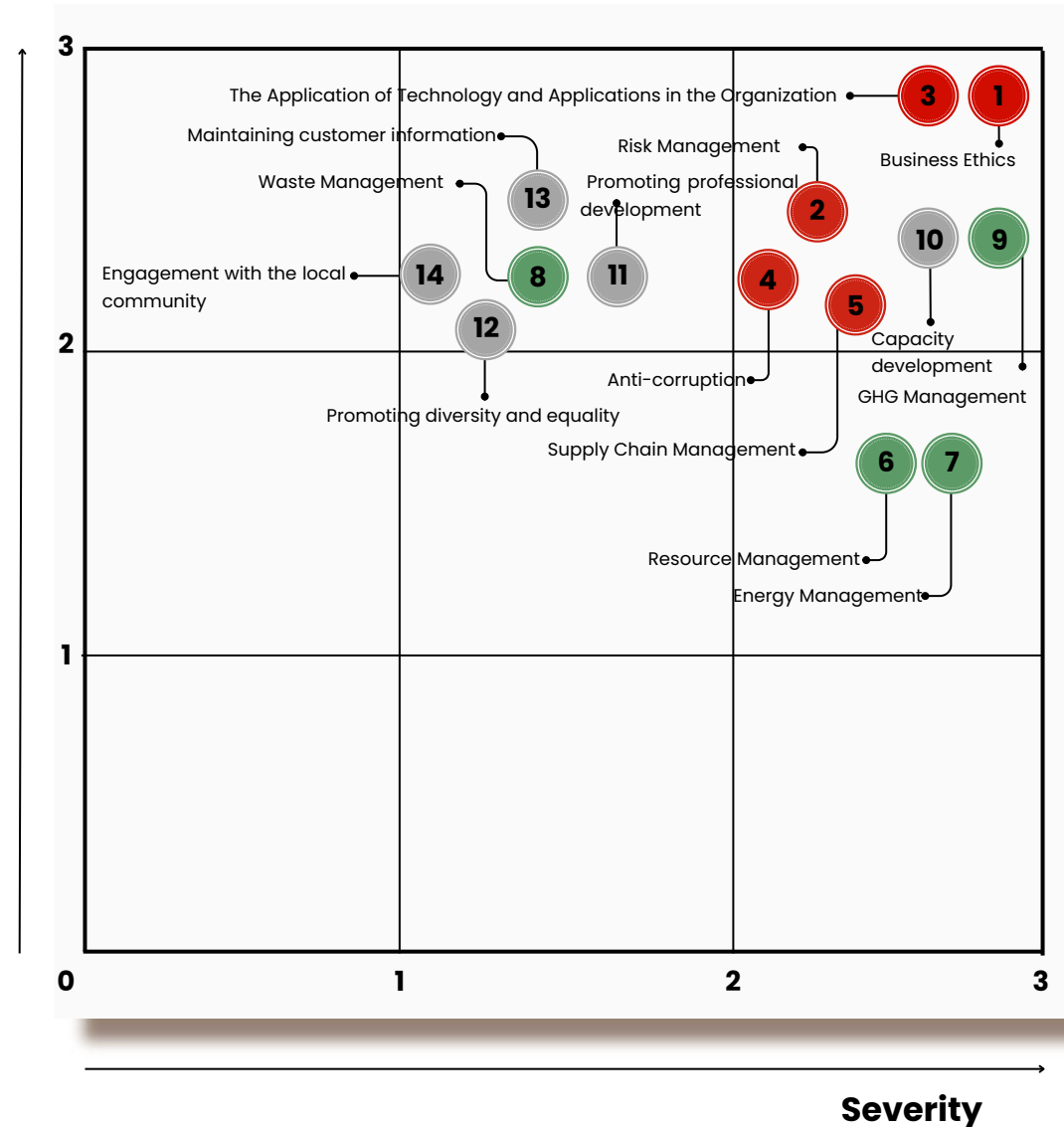
6. Resource Management
7. Energy Management
8. Waste Management
9. Greenhouse Gas Management



Social and Human Rights Dimensions

10. Capacity development
11. Promoting professional development
12. Promoting diversity and equality
13. Maintaining customer information
14. Engagement with the local community

Likelihood















Reviewing Key Issues





Once the working group has summarized the prioritization of significant issues based on their impact on stakeholders, in order to review the issues and gain perspectives, the team has gathered feedback to mitigate both positive and negative impacts. The working group then prepared a report for the board of directors for review and approval of the content in the 2024 Sustainability Report, which will be published on the company's website and other media platforms.

Analysis of Key Issues






Corporate Governance and Economic Dimensions

No.	Key Sustainability Issues and Response to UN SDGs	Definition	Positive / Negative impact	Stakeholders
1	Business Ethics  	Conducting business with systems and processes according to business operations to ensure the company can manage performance and run its business according to targets in order to appropriately meet stakeholder needs and effectively achieve the company's economic goals.	<ul style="list-style-type: none"> Conducting business with transparency and adhering to corporate governance helps build trust with stakeholders and reduces the likelihood of disputes or legal issues. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Employees
2	Risk management  	Mechanisms for risk management, crisis management, and operations under abnormal circumstances, including preparedness for handling situations, enable the business to navigate various situations effectively.	<ul style="list-style-type: none"> Risk management helps the company prepare for unexpected situations, such as economic or technological changes, enabling the company to adapt and maintain long-term competitiveness. If the risk assessment is inaccurate, it may lead to the selection of strategies that are not suitable for the actual situation. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
3	The Application of Technology and Applications in the Organization   	Innovating for everyone, meeting the expectations of stakeholders, leveraging technology and digital systems to contribute to product and service development with added value, addressing present and future changes, enhancing operational efficiency through internal innovation, and ultimately increasing organizational competitiveness.	<ul style="list-style-type: none"> Delivering products and services with added value that meet the diverse needs of stakeholders. Convenience in facilitating employees' work processes. Opportunities for innovation and technology development for diverse stakeholders. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
4	Anti-corruption  	Operating with transparent systems and processes, and practicing good governance to ensure the company can oversee and manage its business effectively to appropriately meet stakeholders' needs and adhere to relevant regulations, laws, and standards across economic, social, and environmental dimensions.	<ul style="list-style-type: none"> These are fundamental issues that the company must address. Which may impact the company's image and stakeholders' confidence in investing, partnering in business, and using its services. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
5	Supply chain management   	Supply chain management through processes and procedures for selecting fair trading partners, monitoring and assessing the risks of trading partners, and establishing measures to mitigate potential risks in the supply chain. This enables trading partners to effectively deliver responsibility throughout the supply chain, both in normal and unforeseen situations, while also encouraging partners to operate sustainably in terms of economics, society, and the environment.	<ul style="list-style-type: none"> The role of leadership in driving sustainability across the supply chain in collaboration with both public and private sectors. Promoting the development of partners' capabilities in terms of quality, service, and sustainability practices. The operations of partners that may have an impact on the community and society. Promoting transparency in partner management. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees

Environment Dimensions

No.	Key Sustainability Issues and Response to UN SDGs	Definition	Positive / Negative impact	Stakeholders
6	<p>Resource management</p> 	Establishing an environmental policy and organizing systematic, efficient, and standardized environmental operations also includes processes for preventing impacts and rehabilitating in the event of impacts, such as controlling the release of pollutants into the environment, including water and air pollution. Additionally, it involves carrying out the preservation of biodiversity, especially in transportation and service provision. It also encompasses efforts to reduce food loss and food waste from operations.	<ul style="list-style-type: none"> Reducing environmental impacts from business operations on both internal and external stakeholders. Opportunities to seek technologies for efficient environmental management, while also reducing resource loss. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
7	<p>Energy management</p> 	The Company takes responsibility for climate change arising from its operations throughout its business and supply chain, both directly and indirectly. This includes assessing risks and opportunities, as well as planning to effectively manage climate change in both physical and transformational aspects, which may impact the company. Additionally, the Company participates in and supports efforts to achieve climate change goals at both national and international levels .	<ul style="list-style-type: none"> Opportunities to seek technologies for efficient environmental management, while also reducing resource loss. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
8	<p>Waste management</p> 	The operation of business according to circular economy principles creates value for stakeholders by emphasizing the choice of materials to achieve maximum resource efficiency throughout the supply chain and leads to sustainable consumption without waste and pollution throughout the entire process of goods and services.	<ul style="list-style-type: none"> Collaborating with customers leads to effective waste management. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
9	<p>Greenhouse gas management</p> 	Responsibility for addressing climate change resulting from the company's operations throughout its business activities and supply chain, both directly and indirectly, including assessing risks and opportunities, as well as effectively planning for climate change adaptation in both physical and transitional aspects that may impact the company. Including, participating in initiatives to support the achievement of climate change goals at both the national and international levels.	<ul style="list-style-type: none"> Actively contributing to driving and enhancing collaboration within the supply chain, aiming for Net Zero and responding to national and global climate change targets. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees

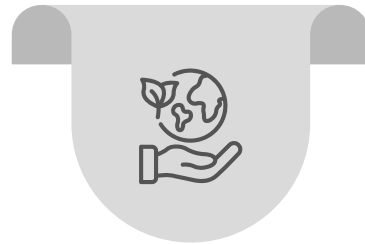
Social and Human Rights Dimensions

No.	Key Sustainability Issues and Response to UN SDGs	Definition	Positive / Negative impact	Stakeholders
10	<p>Capability development</p> 	The development of human resources in line with business strategies and enhancing work efficiency through various employee development programs, such as internal and external training, as well as having a system to track and evaluate development progress. Additionally, it includes initiatives to retain employees and reduce turnover rates by fostering engagement, providing career advancement and stability, and offering appropriate benefits and compensation that promote the health and well-being of employees.	<ul style="list-style-type: none"> Improving employees' quality of life. Career advancement and job stability. Retaining talented personnel to drive organizational development. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
11	<p>Promoting professional development</p> 	Supporting sustainable economic growth and promoting inclusive businesses through policies focused on development initiatives, job creation projects, vocational training programs, upskilling and reskilling initiatives, and knowledge enhancement projects.	<ul style="list-style-type: none"> Opportunities to promote the development of employees' potential in terms of quality of life and well-being. 	<ul style="list-style-type: none"> Society /Community Employees
12	<p>Promoting diversity and equality</p> 	Strengthening diversity and equality by creating a work environment and organizational culture that fosters a sense of belonging, acceptance of diversity, mutual respect, and non-discrimination due to differences in age, gender, sexual orientation, religion, disability, education, and nationality.	<ul style="list-style-type: none"> Promoting equality in society through the company's operational processes. 	<ul style="list-style-type: none"> Partners / Allies Society /Community Customers Employees
13	<p>Maintaining customer information</p> 	Ensuring data security by establishing systems to prevent data security and/or cybersecurity incidents, as well as responding to and managing serious data security incidents (such as the theft of sensitive organizational data through cyber means) appropriately. Additionally, placing importance on data privacy and building confidence in the protection of personal data for both internal and external stakeholders.	<ul style="list-style-type: none"> The impact of information leakage on stakeholders. Stakeholders' confidence in the organization. Opportunities arise to improve data security systems. 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees
14	<p>Engagement with the local community</p> 	Conducting business in tandem with creating value for communities and society through activities or projects that benefit the community and society, economically, socially, and environmentally. This aims to build community confidence in the organization. Additionally, it encompasses being a responsible citizen by conducting business in alignment with the sustainable development goals (SDGs) set forth by the United Nations.	<ul style="list-style-type: none"> Creating opportunities for communities and society. Mitigating risks in generating impacts on the environment, communities, and society. Opportunities to integrate social activities into every process of the organization (CSR in Process). 	<ul style="list-style-type: none"> Shareholders Partners / Allies Society /Community Customers Employees

The main strategy for driving the organization towards sustainability

By integrating sustainable development concepts into the company's business plan, the company has adjusted its business strategy and shifted towards sustainability-oriented management. This approach aims to meet the needs of stakeholders and effectively address global changes and emerging risks. Furthermore, the company strives to become a well-rounded organization that creates opportunities and benefits for all stakeholders, fostering business and socio-economic growth while coexisting harmoniously with surrounding communities. This is based on the commitment to preserving natural resources and the environment. Therefore, the company has established the following key strategies for sustainable business operations:

Strategy and framework for sustainability development of Jaymart



Strategy 01

Building Business Stability with Ethics and Governance



Goals

1. Achieve zero business ethics violations every year.
2. Maintain zero tolerance for corruption.
3. Resolve complaints within the specified timeframe.

Implementation Approach

1. Establish clear and transparent operational guidelines to build trust among stakeholders.
2. Enhance risk analysis processes and leverage technology to improve decision-making efficiency.
3. Collaborate with business partners to develop ethical and sustainability standards across all stages.
4. Ensure effective corporate governance with integrity, ethics, and fairness.
5. Provide accessible complaint channels and efficient grievance management mechanisms.
6. Develop strategies for managing non-performing loans that balance profitability with economic and social support.



Strategy 02

Reducing Environmental Impact and Enhancing Resource Efficiency



Goals

1. Achieve carbon neutrality by 2050.
2. Commit to continuously reducing annual greenhouse gas emissions by 3%.
3. Ensure zero violations of environmental and social regulations by employees and business partners.

Implementation Approach

1. Enhance resilience to climate change, reduce greenhouse gas emissions, and increase carbon absorption across various activities.
2. Prevent and mitigate negative impacts from the company's operations and those of its business partners.
3. Protect and restore natural resources both within and outside the company.
4. Transparently disclose policies and management practices regarding natural resources and environmental sustainability.



Strategy 03

Creating Shared Value Between the Organization and Social



Goals

1. Ensure zero human rights violations across the value chain.
2. Maintain an average of at least 6 hours of training per employee per year.
3. Achieve zero Lost Time Injury Frequency Rate (Zero LTIFR).
4. Engage with communities within a 10-kilometer radius of the headquarters through corporate community and social development activities.

Implementation Approach

1. Conduct comprehensive human rights due diligence across the supply chain.
2. Develop employees' knowledge and social skills while promoting career advancement.
3. Enhance safety and security for all key stakeholders across the supply chain.
4. Support initiatives and activities that foster collaboration among stakeholders to improve the quality of life in nearby communities and society as a whole.

Demonstrated commitment to sustainable business development



Achieved SET ESG Ratings at level A.

The Company has been recognized as a listed entity in the SET ESG Ratings 2024 by the Stock Exchange of Thailand (SET) following an evaluation of sustainability across the dimensions of environment, society, economy, and governance (ESG).



Certified member of the Anti-Corruption Coalition for the Private Sector in Thailand

To reaffirm the company's dedication to sustainable business development, we conduct our operations in accordance with the principles of good governance, emphasizing effective oversight and collaboration in the prevention and eradication of all forms of corruption.



Received a certificate of honor in the Low Emission Support Scheme Project (LESS) by the Greenhouse Gas Management Organization or TGO (Public Organization) in 2024.

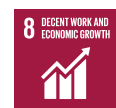
From the Care the Whale initiative, “Invisible Waste,” the Drop-off Plastic Bottles activity in collaboration with the CirPlas Zero Waste Hero project and energy initiatives, which have been evaluated for their potential to mitigate greenhouse gas emissions (January 1, 2023 – December 31, 2023). 146.519 tCO2eq



Received a corporate governance assessment result for Thai listed companies rated as “Very Good” or 4 stars.

The Company has undergone evaluation for the Corporate Governance Report of Thai Listed Companies (CGR) in 2024 by the Thai Institute of Directors Association (IOD).





Driving Business for Sustainability

The Company is dedicated to conducting business with honesty, integrity, and fairness, prioritizing adherence to the principles of sound corporate governance, which are fundamental to establishing trust and sustainability within the organization. The Company unequivocally expresses its commitment to combating corruption and misconduct in all forms, while supporting and encouraging directors and personnel at every level to cultivate a robust opposition to corruption and non-transparent practices in all facets of their work.

To establish appropriate values and foster robust trust, the Company advocates for responsible and transparent operations while cultivating an ethical corporate culture. This approach ensures that the Company remains a reliable and trusted entity for all stakeholders. Adhering to these principles will facilitate the creation of maximum value for the Company by enhancing transparency, trustworthiness, and positive relationships with its stakeholders, ultimately contributing to sustainable development and long-term growth.

Good corporate governance

The Company realizes that good corporate governance is important to achieve the goal of sustainable business operations, which is an important foundation of all operations and activities of the Company to be transparent, fair and demonstrate responsibility. The Company is committed to promoting the principles of good corporate governance, which include promoting appropriate and ethical business operations, as well as combating bribery and corruption, which are important processes in strengthening the organization to have efficient management and comply with management standards and good business ethics in accordance with the Company's intentions, demonstrating transparent and auditable operations. All of this will help the Company successfully reduce negative impacts on stakeholders.

The Company also focuses on developing flexible operational strategies that are in line with changes in the business environment in order to strengthen stability and increase competitiveness in the long term. The Company places importance on conducting business that takes into account the environment, society, and governance (ESG), recognizing the role and responsibility in creating positive impacts on communities and the environment in every step of the operation. With this vision, the Company is committed to creating sustainable value for all stakeholders, as well as building confidence among investors, employees, customers, and communities that the Company serves, in order to become a reliable organization with sustainable growth in the future.



Corporate Governance Policy

The Company places great importance on processes, systems and practices related to good management. The Board of Directors has established a mechanism for control and balance of power to ensure that the management is carried out efficiently, transparently and auditably. In addition, the Group has a Board of Directors and executives who have a broad vision and are responsible for their assigned duties, while also respecting the rights and equality of shareholders and all stakeholders. They adhere to conducting business under ethics and good corporate governance, along with taking part in taking responsibility for society, the community and the environment.

The company has established clear policies for all levels of employees to understand and adhere to, including encouraging employees to continuously participate in social welfare activities, which is an important part of building confidence among investors, financial institutions, business partners, shareholders, customers, and all stakeholders.

In addition, the Board of Directors has established a good corporate governance policy to be appropriate for the business environment that may change with the times and to be in line with the guidelines set by the Stock Exchange of Thailand to improve the "Principles of Good Corporate Governance for Listed Companies" in order to elevate the Company's corporate governance to meet international standards and maintain the principles of good corporate governance. With this commitment, the Company aims to be an organization that is responsible to society and all stakeholders and to stand firm in conducting business with ethics, morality and transparency in accordance with the principles of good corporate governance to promote sustainable growth and create value for society and the environment in the long term.



Approach for Good Corporate Governance Management

In order to become a company with true corporate governance, the Company has established good practices for being a listed company, which is a framework for promoting business operations in accordance with the principles of good corporate governance. The Company has established a clear policy on corporate governance, which emphasizes transparency in every step of operations, from the employee level, executive level, to the Board of Directors. This is to ensure that all parties in the organization operate in accordance with good ethical standards and are equally fair, which is an important foundation for developing sustainable operational efficiency.

The said policy also focuses on improving efficiency and increasing effectiveness in business operations so that the Company can create long-term added value for shareholders and all relevant stakeholders. Therefore, the Company adheres to and complies with the principles of good corporate governance in accordance with the guidelines of the Stock Exchange of Thailand, which consist of 15 important practices covering all dimensions of governance, including ethics, transparency, social responsibility, and fairness in business operations, as follows:



1. Policy on good corporate governance



5. Leadership and vision



9. Merging or separating positions



13. Internal control and audit system



2. Rights and equality of shareholders



6. Conflict of interest



10. Remuneration of the Board of Directors and Executives



14. Report of the Committee



3. Rights of various stakeholder groups



7. Business ethics



11. Committee meeting



15. Relationship with investors



4. Shareholders' meeting



8. Board balance and board diversity



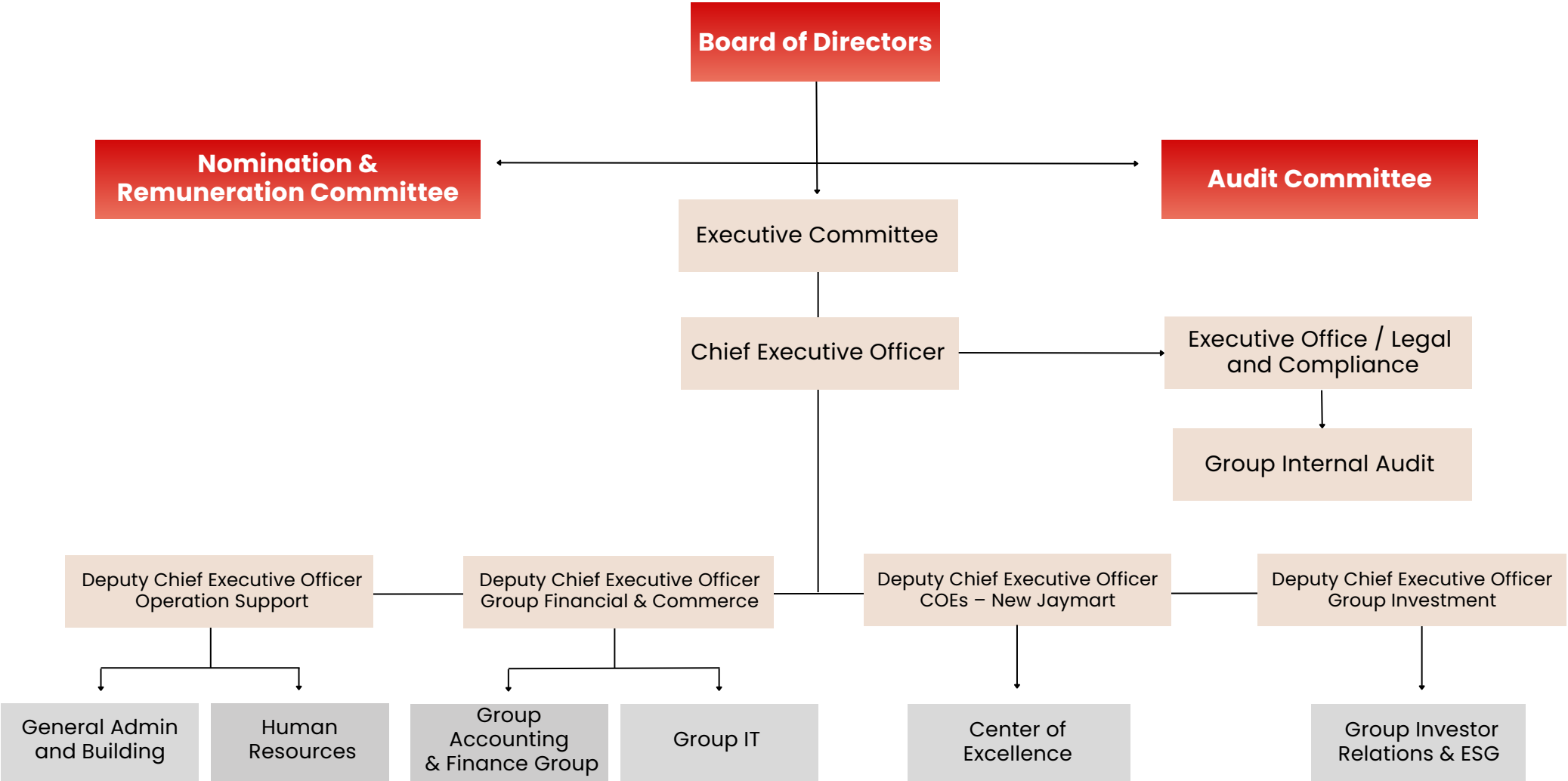
12. Audit Committee



Corporate governance structure and information about the board of directors, subcommittees, executives, employees, etc.

Jaymart Group Holdings Public Company Limited

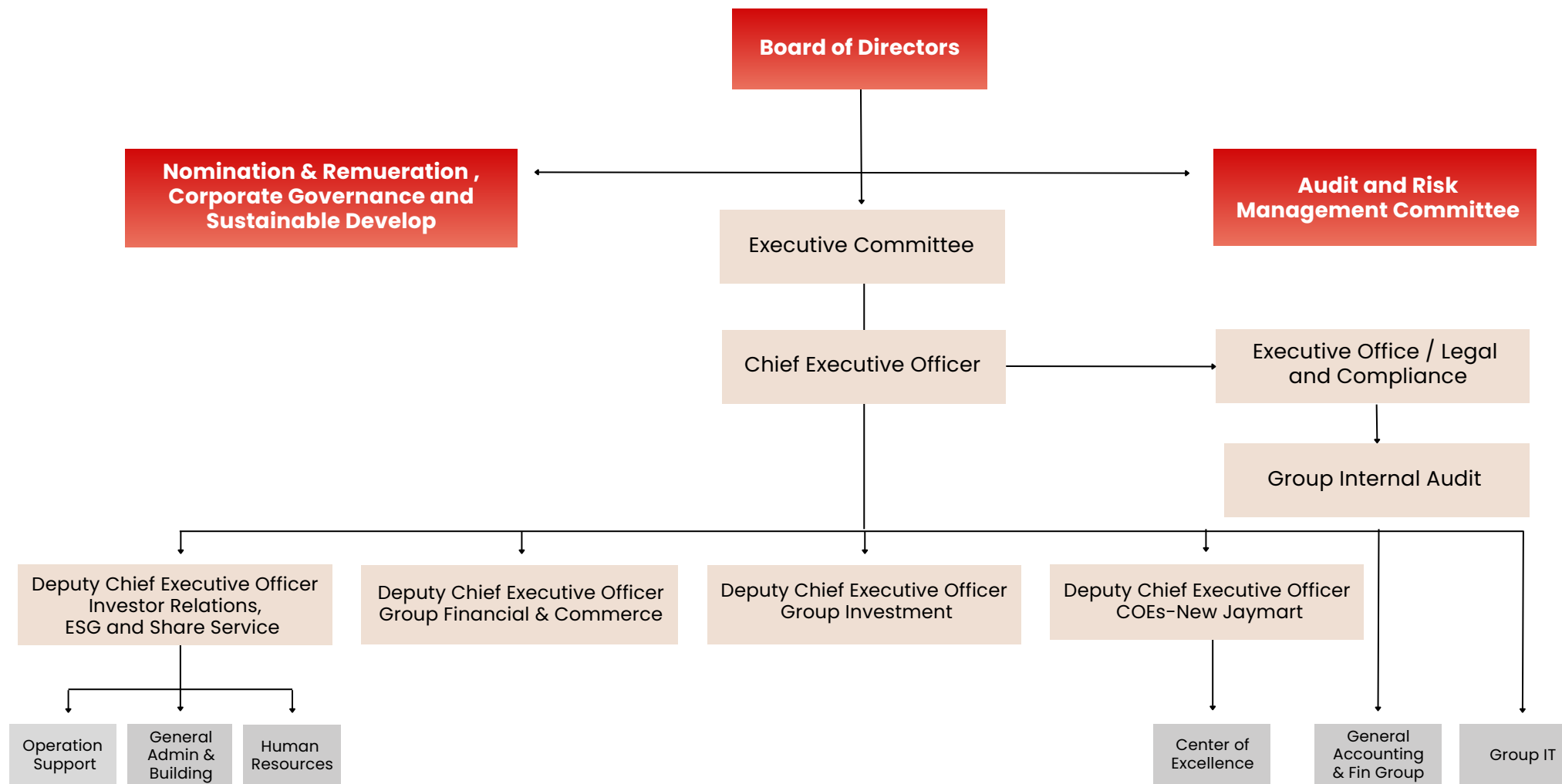
As of December 31, 2024



Corporate governance structure and information about the board of directors, subcommittees, executives, employees, etc.

Jaymart Group Holdings Public Company Limited

As of February 11, 2025

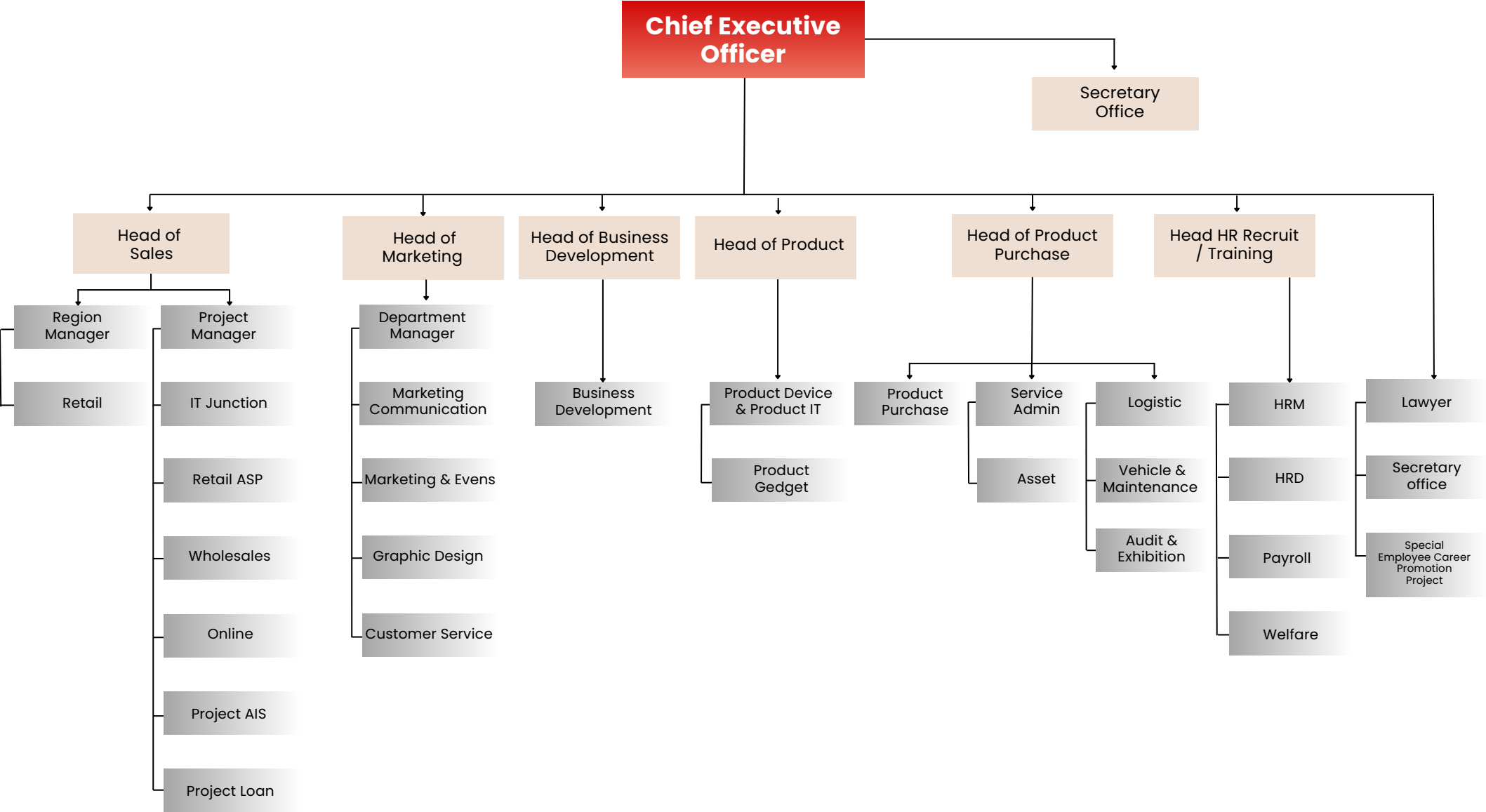


note :

1. The Audit Committee has been approved to add additional responsibilities on “Risk Management” and change the name of the committee to be appropriate to its responsibilities as “Audit and Risk Management Committee” at the Board of Directors’ Meeting on 11 February 2025.
2. The Nomination and Remuneration Committee and Corporate Governance for Sustainability Committee have been approved to add additional responsibilities on “Corporate Governance” and change the name of the committee to be appropriate to its responsibilities as “Nomination and Remuneration Committee, Corporate Governance and Sustainability Development” at the Board of Directors’ Meeting on 11 February 2025.

Corporate Governance Structure and Information on the Management Structure of Jaymart Mobile Co., Ltd. (Core Company)

As of December 31, 2024





Board of Directors

The Company has a board of directors who are responsible for determining the Company’s guidelines and policies. The board of directors has complete qualifications according to Section 68 of the Public Limited Companies Act and the announcement of the Capital Market Supervisory Board on the request for permission and permission to offer newly issued shares, and does not have prohibited characteristics according to Section 4/2 of the Asset Management Company Act. The Board of Directors has a role, duty and responsibility as the organization’s leader to look after the interests of shareholders and stakeholders by setting policies, goals, strategies and directions for business operations, both current and long-term, setting the audit process and overseeing the Company’s business operations to comply with the law, objectives, regulations of the Company and resolutions of the shareholders’ meeting and to be transparent in order to create added value for the organization towards sustainability.

Information about the board of directors

- Board of Directors Composition

The Company's management structure consists of the Board of Directors, which is divided into two specialized committees to help screen important work: 1) Audit Committee, 2) Nomination and Remuneration Committee and Corporate Governance for Sustainability Development, with the Chief Executive Officer as the highest executive of the Company, managed through the Executive Committee.

According to the Company's regulations, the composition of the Board of Directors is as follows:

- There are no less than 5 but no more than 15 persons.
- There are no less than 3 independent directors (the Company's good corporate governance principles stipulate that no less than half of the directors must be independent).
- At least 1 director must have knowledge and skills in financial accounting. As of December 31, 2024, the Board of Directors, according to the current Ministry of Commerce certificate, consists of 8 directors, with details as follows:

Board structure and independence

Director	Number (people)	Percentage
1. Total number of board members	8	100.00
• Male board members	5	62.50
• Female board members	3	37.50
2. Directors who are independent directors	3	37.50
3. Non-executive directors	3	37.50
4. Executive Directors	2	25.00



Board of Directors

No.	Name		Position
1	Mr. Pisnu	Pong-Acha	Chairman of the Board
2	Mr. Adisak	Sukumvitaya	Board of Directors
3	Ms. Yuvadee	Pong-Acha	Board of Directors
4	Mrs. Manee	Soonthornvati	Board of Directors
5	Mr. Phisit	Dachanabhirom	Board of Directors
6	Mr. Suwit	Kingkaew	Board of Directors
7	Mr. Somsak	Nontakanok	Board of Directors
8	Mrs. Chitkasem	Moo-ming	Board of Director
	Ms. Ladda	Waruntarakul	Company Secretary

The Board of Directors, as the leader or the highest responsible person of the company, has the duty and responsibility to supervise the business to ensure that the company operates in accordance with the objectives and goals of the company, including protecting the interests of shareholders and complying with the law and regulations of the regulatory agencies. The Board of Directors must therefore perform its duties with caution, prudence, honesty, transparency, taking into account the interests of the company as the main priority in order to create added value for the business and shareholders.





Audit Committee

No.	Name		Position
1	Mr. Phisit	Dachanabhirom	Chairman of the Audit Committee/Independent Director
2	Mr. Suwit	Kingkaew	Audit Committee/Independent Director
3	Mr. Somsak	Nontakanok	Audit Committee/Independent Director

In order to make the Board of Directors’ performance of duties more effective and to ensure that the Company complies with the law, government regulations, and the Company’s policies and procedures, has accurate and reliable financial reports, has operated efficiently and effectively, and has an adequate control system, the Board of Directors has appointed an Audit Committee, which is independent from the management, to review the adequacy and appropriateness of the internal control system and risk management system, and to perform duties assigned by the Board of Directors so that the Company’s operations are in line with the Company’s objectives.



Audit Committee Charter

<https://www.jaymart.co.th/storage/document/company-policy/charter-of-the-audit-committee-th.pdf>

note :


1.The Audit Committee has been approved to add additional responsibilities on “Risk Management” and change the name of the committee to be more appropriate to its responsibilities as “Audit and Risk Management Committee” at the Board of Directors’ Meeting on February 11, 2025.

The Nomination and Remuneration Committee and Corporate Governance for Sustainability

No.	Name		Position
1	Mr. Suwit	Kingkaew	Chairman of the Nomination and Remuneration Committee and Corporate Governance for Sustainability
2	Mr. Phisit	Dachanabhirom	The Nomination and Remuneration Committee and Corporate Governance for Sustainability
3	Ms. Yuvadee	Pong-Acha	The Nomination and Remuneration Committee and Corporate Governance for Sustainability
	Ms. Kulchaya	Nilpetch	Secretary of the Nomination and Remuneration Committee and Corporate Governance for Sustainability

Appointed by the Board of Directors in the scope of corporate governance and sustainability, to promote, support and enhance the standards of good corporate governance and develop sustainable business by taking into account stakeholders throughout the business value chain and to drive the Jaymart Group to take into account risks in business operations comprehensively, in terms of environmental, social and corporate governance dimensions, as well as to promote the disclosure of corporate governance and sustainable business development information to reflect the true value and worth of the Jaymart Group.



 The Nomination and Remuneration Committee and Corporate Governance for Sustainability Charter
<https://www.jaymart.co.th/storage/document/company-policy/charter-of-the-nomination-and-remuneration-committee-and-corporate-governance-for-sustainability-th.pdf>

note :

1. The Nomination and Remuneration Committee and Sustainability Governance Committee have been approved to add additional responsibilities on “Corporate Governance” and change the name of the committee to be more appropriate to its responsibilities as “Nomination and Remuneration Committee, Corporate Governance and Sustainability Development” at the Board of Directors’ Meeting on 11 February 2025.



The Executive Committee

No.	Name		Position
1	Mr. Adisak	Sukumvitaya	Chairman of Executive Committee
2	Ms. Yuvadee	Pong-Acha	Executive Committee
3	Mr. Piya	Pong-Acha	Executive Committee
4	Mr. Kittipat	Chollavuth	Executive Committee
5	Miss Ladda	Waruntharakun	Executive Committee
6	Mr. Ekachai	Sukumvitaya	Executive Committee
7	Mrs. Natcha	Nithisophon	Executive Committee
8	Ms. Nonglak	Laksanapokin	Executive Committee
	Mr. Panya	Chutisiriwong	Secretary to the Board of Directors

Perform management duties in the Company's operations and review and screen important matters before presenting them to the Board of Directors for consideration, as well as perform duties assigned by the Board of Directors to ensure that operations are in accordance with the Company's objectives.



1.Note: Mr. Panya Chutisiriwong has been appointed to the position of “Deputy Chief Executive Officer” from 1 January 2025 onwards.

Annual Performance Evaluation of the Board

The Board of Directors has determined that the performance evaluation must be conducted annually, once a year, so that the Board of Directors can review the performance, problems and obstacles during the year. In 2024, the Company reviewed and improved the evaluation form to ensure that the evaluation criteria are appropriate and consistent with good practices and corporate governance principles, including analyzing and evaluating the results of the evaluation of the Board of Directors' performance and compiling comments and suggestions to improve and develop the Board of Directors' performance guidelines for greater efficiency, with the evaluation process as follows:

1. The Company Secretary is responsible for delivering the evaluation forms to the Directors, Sub-Committees and the Chief Executive Officer (CEO) within December of each year.
2. The Company Secretary shall return the evaluation forms within January of the following year.
3. The Company Secretary summarizes the evaluation results and reports them to the Board of Directors meeting for acknowledgement in order to use the Board of Directors' suggestions to develop the Company's operations for greater efficiency.

Evaluation criteria

1) Self-evaluation form of the Board of Directors (whole group)

The questions consist of 6 main categories:

- 1.1. Structure and qualifications of the committee
- 1.2. Roles, duties and responsibilities of the committee
- 1.3. Committee meeting
- 1.4. Duties of the Board
- 1.5. Relationship with management
- 1.6. Self-development of directors and development of executives

2) Self-evaluation form of the Board of Directors (individual)

The questions consist of 5 main categories:

- 2.1. Personal characteristics
- 2.2. Readiness to perform duties of the Company's directors
- 2.3. Participation in the Board of Directors' Meetings
- 2.4. Roles, duties and responsibilities of the Company's directors
- 2.5 Relationship between the Board of Directors and Management

3) Self-evaluation form of the subcommittee "Audit Committee" (whole committee)

The questions consist of 4 main categories:

- 3.1. Structure and qualifications of the committee
- 3.2. Meeting of the Committee
- 3.3. Roles, duties and responsibilities of the committee
- 3.4. Report of the Committee

4) Self-assessment form of the sub-committee "Nomination and Remuneration Committee and Corporate Governance for Sustainability" (whole committee)

The questions consist of 4 main categories:

- 4.1. Structure and qualifications of the committee
- 4.2. Meeting of the Committee
- 4.3. Roles, duties and responsibilities of the committee
- 4.4. Report of the Committee

The results of the committee's evaluation for the year 2024

Self-assessment form for the Board of Directors (whole group)	95.79 percent
Self-assessment form for the Board of Directors (individual)	95.69 percent
Self-assessment form of the Audit Committee	98.44 percent
Self-assessment form of the Nomination and Remuneration Committee and Corporate Governance for Sustainability Committee	92.59 percent



5) Performance evaluation form of the top executive (CEO)

The questions consist of 11 main categories:

- 5.1. Leadership
- 5.2. Strategy determination
- 5.3. Strategy Execution
- 5.4. Financial planning and performance
- 5.5. Relationship with the Board
- 5.6. External relations
- 5.7. Management and relations with personnel
- 5.8. Succession
- 5.9. Product and service knowledge
- 5.10. Personal characteristics
- 5.11.ESG Management

Evaluation criteria

Average score (percent)	Meaning
<div><ul style="list-style-type: none">More than 95 %90-95 %80-89 %70-79 %</div>	<div>Excellent</div> <div>Very good</div> <div>Good</div> <div>Fair</div>

Meaning of Rating

- 0= No action taken on that matter.
- 1= There is little work being done on that matter.
- 2= There has been considerable action taken on that matter.
- 3= The matter has been well implemented.
- 4= The matter has been carried out very well.

Summary of the 2024 annual evaluation results

1. In 2024, the evaluation results of the entire board of directors and individuals achieved evaluation scores of 95.79 percent and 95.69 percent, respectively.
2. All subcommittees, including the Audit Committee, the Nomination and Remuneration Committee, and the Corporate Governance for Sustainability Committee, had assessment scores of 98.44 percent and 92.59 percent, respectively.
3. The evaluation of the Chief Executive Officer (CEO) was 87.92 percent, which is in the “good” category. The evaluation of the Chief Executive Officer (CEO) was evaluated by the Chairman of the Board of Directors who is not an executive.

Training of Board and Executives

Information on training of the board of directors and executives

Training of the board of directors and executives of Jaymart Group Holdings Public Company Limited is an important mechanism that helps the board of directors gain knowledge and understanding in accordance with the principles of good corporate governance that are up-to-date with the times, enable them to effectively supervise the business, and promote sustainable growth of the organization. Continuous development will help the company adapt to the ever-changing business environment and maintain its leadership in the industry firmly. In 2024, the board of directors and executives received training, with the following training courses:

No.	Name of training participants		position	Training Courses
1	Mr. Phisit	Dachanabhirom	Board of Directors	KEY concerns of Audit Committees-In the age of great transformation
2	Mr. Somsak	Nontakanok	Board of Directors	KEY concerns of Audit Committees-In the age of great transformation
3	Mr. Suwit	Kingkaew	Board of Directors	ESG in the Boardroom: A Practical Guide for Board (ESG)
4	Ms.Ladda	Waruntharakun	Executive Committee	CFO 2025 (Tax) TFRS 9 Year 67 Accounting for financial instruments for non-financial entities
5	Mrs. Natcha	Laksanapokin	Executive Committee	Risk management Program for Corporate Leaders (RCL)

In 2024, the Company will continue to organize Online Learning training courses from 2023 for the Board of Directors under the course “The Essential Skill for Board of Directors”, which consists of the following topics:

หัวข้อการอบรม	
• Financial	• Technology
• Strategy	• Communication
• Problem Solving Decision Marking	• Diversity and Inclusion
• Risk Management	• Stakeholder Engagement
• Leadership	• Team Collaboration
• Ethical	• Sustainability

Conflict of Interest Policy

Jaymart Group Holdings Public Company Limited and its affiliates and subsidiaries (“Jaymart Group”) give importance to and understand the objectives of conducting business for the maximum benefit of shareholders, stakeholders and related persons in a fair and transparent manner. By taking precautions in the matter related to conflicts of interest, the Company has set a policy to be a guideline. The Company is committed to conducting business with honesty, reasonableness, independence and treating shareholders, stakeholders and related persons equally according to the principles of good corporate governance, resulting in stable and sustainable growth of the Company. In any transaction that the Company makes with those in power or those who can control the Company’s decision-making, such as directors, major shareholders or executives, etc., which may cause conflicts of interest, the Company will give importance and take into account the maximum benefit of the Company as important as transactions with general external parties (Arm’s length basis). Conflict of Interest Policy Jaymart Group Holdings Public Company Limited and its affiliates and subsidiaries (“Jaymart Group”) realize the importance of conducting business with honesty, transparency and accountability, which is a principle of good corporate governance and strengthens the organization to be efficient. The Company has set a policy for directors, executives and employees to avoid any action that may conflict with the Company’s interests. This may arise from contacting with the Company’s business partners, such as customers, business partners, etc., using opportunities or inside information of the Company to seek personal gain, conducting transactions with the Company, conducting business that competes with the Company, etc., which results in the Company losing benefits. In cases where it is necessary and unavoidable to conduct such transactions, the Company will ensure that such transactions are transparent and fair, just like transactions with general outsiders, taking into account the Company’s maximum benefits and fairness to all parties involved.

In the event that any action is found to be in conflict with the interests of the Company, directors, executives and employees may report or provide information and complaints through the following channels:



• E-mail
ir@jaymart.co.th



• Website
<https://www.jaymart.co.th/th/investorrelations/whistleblowing-and-complaint-form>



Postal service delivered to :
The “Audit Committee”
No. 187,189 Jaymart Building,
Ramkhamhaeng Road,
Rat Phatthana Subdistrict,
Saphan Sung District,
Bangkok 10240



Suggestion box :
Jaymart Building, Head Office,
Building A, at the information
counter.



Approach to prevent conflicts of interest

The Company has established the following practices to prevent conflicts of interest:

1. Directors, executives and employees shall refrain from engaging in businesses of the same nature and competing with the business of the Company or its subsidiaries, whether for personal gain or for the benefit of others, which may directly or indirectly cause damage to the Company, or become partners, shareholders with decision-making power or executives in businesses that compete with or are of the same nature as the Company or its affiliates or subsidiaries, unless it can be demonstrated that there is a mechanism to ensure that such actions will not affect the Company, including measures that are for the best benefit of the Company and shareholders as a whole. In this case, directors, executives and employees shall immediately report to the Chairman of the Audit Committee.

2. Directors, executives and employees shall refrain from holding shares in the Company's competitors in a significant amount. If such action will prevent the directors, executives and employees from acting or refraining from acting in accordance with their duties, or will affect their work in the event that the directors, executives and employees acquired such shares before becoming directors, executives and employees or before the Company entered into such business, or if it was acquired by inheritance, the directors, executives and employees must immediately report to the Company in accordance with the methods determined by the Board of Directors.

3. Directors, executives and employees shall not use the Company's information, secrets and assets for their own or others' benefits, including doing business that competes with the Company or doing related business.

4. Directors, major shareholders and executives who have a conflict of interest in any agenda item must abstain from voting or not attend the meeting on the agenda item that is considering the matter in which they and/or related persons have a conflict of interest or have an interest in the item that may cause a conflict of interest with the Company.

5. Require directors, major shareholders, executives and employees to disclose business transactions or activities that are conducted personally or with family or relatives or dependents that may cause a conflict of interest with the Company or its subsidiaries. The Company Secretary is responsible for coordinating the preparation of documents disclosing direct and indirect interests on an annual basis or when there is a significant change in the details disclosed as follows. The Company Secretary will compile and report to the Board of Directors at least once a year.

- Joint investment or interest with traders who do business with the Company or customers of the Company.
- Holding any position or even acting as a consultant for a trader doing business with the Company or the Company's customers.
- Trading goods or providing services directly to the Company or its subsidiaries or through others.

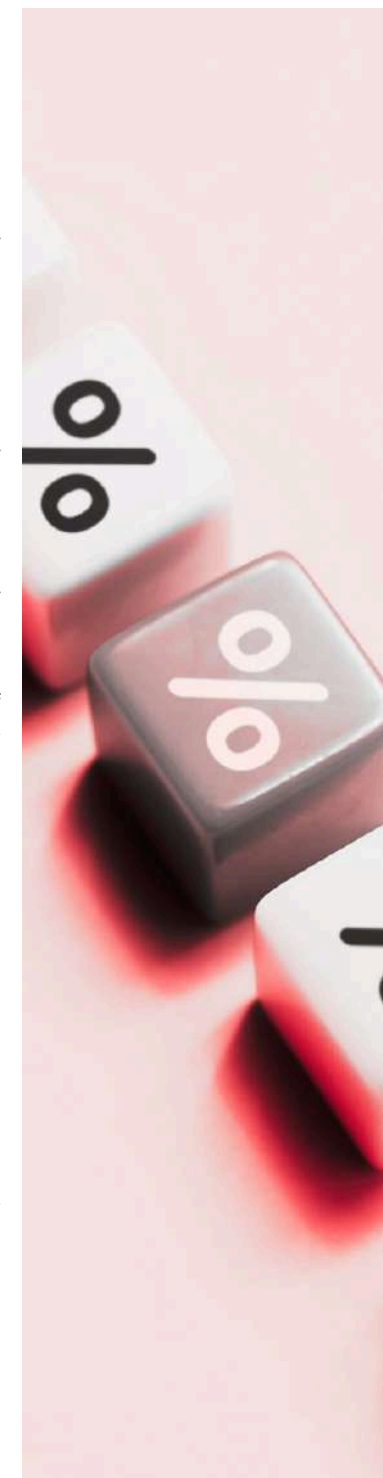
6. The Board of Directors shall supervise the Company to comply with the Securities and Exchange Act, regulations, announcements, orders or rules of the Stock Exchange of Thailand, the Securities and Exchange Commission and the Capital Market Supervisory Board. In addition, the Company shall disclose information on related party transactions in various information forms in accordance with the rules of the Stock Exchange of Thailand and related agencies.

7. The Company's directors, executives and employees must make decisions regarding the Company's business operations for the best interests of the Company.

8. Directors, executives and employees of the Company must work full time to the best of their ability, without engaging in any personal business that affects the Company's duties and working hours.

9. The Company's directors, executives and employees must not perform any actions that are in the nature of management or administration that undermines the Company's benefits or provides benefits to any person or juristic person, whether for their own benefit or that of others.

10. Directors, executives and employees of the Company must avoid financial involvement and/or relationships with other external parties that will result in the Company losing benefits or creating conflicts of interest or obstructing effective operations.





Tax Management

Tax management Approach

Tax Management

The Company adheres to and complies with laws and regulations with due care and transparency, and aims to manage tax risks, including tax consequences arising from changes in government tax policies or tax administration practices, supporting written tax risk management policies and processes, and assessing risks in all tax-related activities, covering compliance risk, operational risk, and financial reporting risk by external independent auditors.

Tax transparency

The Company has transparently reported its tax performance to the government and complies with the requirements for disclosure of all tax obligations and supports the new policy that requires companies to publicly disclose information on tax benefits and report on activities that support the overall economic development of the country. The Company is committed to being a good corporate citizen by creating excellence in tax responsibility and transparency to build trust with society and all stakeholders.

Tax operations

The Company operates and manages taxes with transparency and is aware of its duties and responsibilities regarding tax operations in order to build trust among all stakeholders. At present, the Company has improved its measures and regulations to be up-to-date, internationally accepted, and in the same direction so that accounting personnel and related employees have knowledge and understanding of the requirements and principles of financial reporting and tax planning so that they can perform and operate correctly and in line with the organization's activities, which helps to pay taxes correctly and completely according to the law, reduce the risk of fines, surcharges, reduce errors in tax calculations, and plan carefully to prevent tax problems that may occur in the future. The Company has organized training courses to increase knowledge for related employees to be aware of tax practices and be able to apply knowledge to their business effectively by continuously providing training to employees every year.

Effective Tax Rate

year	Net profit before income tax (thousand baht)	Income tax expenses (thousand baht)	Corporate income tax rate
2023	984,885	385,725	20%
2024	2,157,525	191,677	20%



Tax policy

Code of Conduct

Today, the business sector is facing an environment full of unprecedented economic challenges and volatility, including rapid changes in technology that impact business operations and management models, especially facing social pressures to manage the environment more responsibly. In these circumstances, good corporate governance is even more important as a mechanism to guide and control organizations to be able to adapt and manage the challenges appropriately, as well as to ensure that the organization's operations do not cause negative impacts or cause damage to society as a whole.

Good corporate governance is also an important factor in creating a balance between the interests of all stakeholders, taking into account the impacts in economics, society and the environment in a comprehensive and fair manner, which is an important foundation for sustainable growth in the long term. For our group of companies, we fully realize the importance of good corporate governance by focusing on conducting business strictly in accordance with the ethical framework in order to use it as a guideline for working together strictly under the honesty and integrity according to the principles of good governance and ethics. In addition, we also emphasize the effective management of risks that may occur in all dimensions, including the serious implementation of anti-corruption measures to build confidence and protect the interests of all stakeholders in a balanced manner according to the principles of human rights and reduce the impacts that may create risks to society, economy, community and environment under the goal of leading the group of companies to grow towards sustainable stability.

Jaymart Group Holdings Public Company Limited is committed to conducting business under the principles of business ethics that are transparent, honest, fair and responsible in order to create sustainable benefits for all stakeholders. Therefore, the company has established a business ethics that covers many aspects with the following operational framework:

- **Anti-Corruption and Whistleblowing** The Company has an anti-corruption and corruption policy based on good governance principles to ensure honest and responsible business operations towards society and all stakeholders.
- **Confidentiality and Prevention of Insider Use** The Company places importance on confidentiality and use of inside information. It will disclose only information required to be disclosed in accordance with the regulations of the Stock Exchange of Thailand and the SEC in order to prevent information leakage that may affect the business.
- **Anti-Unfair Competition** The Company strictly respects trade rules and complies with the law to avoid any actions that may harm competitors or create a market monopoly.
- **Non-infringement of intellectual property** The Company places importance on reviewing the work before distributing it to the public in order to avoid infringing on the intellectual property of others.
- **Disclosure and Transparency** The Company discloses true information without distorting or altering the information to maintain credibility and transparency to the society.
- **Anti-Money Laundering** The Company does not allow money laundering within the Company and must verify every new business partner that they are not involved in money laundering.

- **Non-Discrimination** The Company places importance on equality within the organization by encouraging all employees to treat each other with respect and without discrimination.
- **Non-Sexual Harassment** The Company encourages employees at all levels to respect each other by prohibiting actions that cause discomfort or embarrassment to employees in the organization.
- **Safety, occupational health and working environment** The company places importance on the safety and health of all employees to ensure that employees are physically, mentally and property safe throughout their time as employees of the organization, with happiness and a good working environment.

Key business goals

Every year, violations of business ethics/compliance must be

0 (case)

Cases from the board of directors, executives and employees

Membership of the Thai Private Sector Anti-Corruption Coalition
(Thai Private Sector Collective Action Against Corruption : CAC)

Performance results for 2024

In 2024, violations of business ethics/ethics are

0 (case)

Cases from the board of directors, executives and employees

Jmart has been certified as a member of the Private Sector Collective Action Coalition Against Corruption (CAC Certified) by the Thai Institute of Directors Association (IOD) on September 30, 2024.



Code of Conduct :
<https://www.jaymart.co.th/storage/document/code-of-conduct/jmart-code-of-ethics-and-code-of-conduct-th.pdf>

CORPORATE GOVERNANCE REPORT OF THAI LISTED COMPANIES

JMART Received corporate governance assessment at the level

4 stars “Very good” for 2024

From the Corporate Governance Survey of Thai Listed Companies (CGR)



Organized by the Thai Institute of Directors Association (THAI IOD)

The Corporate Governance Report of Thai Listed Companies (CGR) is a report prepared to show the results of the corporate governance survey of Thai listed companies, which is conducted continuously every year to assess, review, and improve the criteria and guidelines for assessment to be clearer and more appropriate. In 2024, Jaymart Group Holdings Public Company Limited received a 4-star or "very good" corporate governance assessment, reflecting the development of high standards of corporate governance. This survey was conducted by the Thai Institute of Directors (IOD) with support from the Stock Exchange of Thailand and the SEC.

Jaymart places importance on conducting business under the principles of good corporate governance, along with compliance with the organization's code of ethics and awareness of social, environmental and corporate governance responsibilities in order to achieve the set business goals. The company places importance on transparent and auditable management, and has personnel who have knowledge and understanding of related policies and practices, have a sense of awareness and a good attitude towards work, and focus on operations that take into account the organization's maximum benefits for long-term sustainability.



Certification of Members of the Private Sector Anti-Corruption Coalition of Thailand

Jaymart Group Holdings Public Company Limited has been certified as a member of the Private Sector Collective Action Coalition Against Corruption (CAC Certified) by the Thai Institute of Directors Association (IOD) on September 30, 2024. The certification will be valid for 3 years from the date of the resolution to certify on September 30, 2024 and will expire on September 30, 2027.

This is to be a part of solving the problem of corruption in the business sector of Thailand by creating an organizational culture that does not support, tolerate, and is not involved in any form of corruption, and demonstrates the intention and determination to fight against all forms of corruption through transparent management, in accordance with the principles of corporate governance, and can be verified to create confidence for all stakeholders and create sustainable business growth in the long term.



Operational and management Approach

Anti-Corruption

Jaymart adheres to and places importance on conducting business with honesty, transparency, and fairness in accordance with the principles of good governance and corporate governance, focusing on social responsibility and all stakeholders of the company. To demonstrate its non-acceptance and non-support of any corruption-related operations, the company has officially announced its intention to join the "Thai Private Sector Collective Action Against Corruption" (Thai CAC) project since 2022, with a commitment to conducting business with true transparency and fairness in all dimensions. The group of companies is committed to instilling a culture of anti-corruption and corruption in all levels of employees to create a positive impact on business operations. The company has continuously organized training and encouraged all employees to perform their duties with honesty and responsibility. The company considers all forms of corruption and corruption to be unacceptable and encourages employees to perform their duties with morality and ethics in their work. Therefore, the company has established an "Anti-Corruption Policy" and has reviewed the policy to keep it up-to-date and in line with the situation at all times. This policy is applicable to all units that work with the company, including subsidiaries, associate companies, business representatives, and business partners of the company, including the board of directors, executives, and employees at all levels. To be used as a guideline for working together strictly under honesty and integrity according to the principles of good governance and ethics. This policy also aims to prevent the abuse of power, inhibit behaviors related to fraud, bribery, and all forms of corruption. In addition, the anti-corruption and corruption policy is a framework for conducting business in accordance with the law, which is clearly specified in the Company's Code of Conduct and Anti-Corruption and Corruption Policy. The Company has communicated the anti-corruption and corruption policy to all employees for their acknowledgement and understanding. All employees have signed the policy, which is part of the Company's work regulations. In addition, the Company has organized training to review knowledge and understanding of the anti-corruption and corruption policy for employees every year to create awareness and instill an organizational culture that continuously resists corruption and corruption.



Anti-Corruption Policy

In 2024, the Company did not encounter any significant violations of the Code of Conduct or corruption, and has implemented preventive and corrective measures to prevent recurrence. In addition, the Company conducts regular assessments of ethical risks, including reviews of key policies.

In addition, all departments in the organization review and create awareness of internal controls to prevent recurrence. If any corruption or misconduct is found in the unit, it must be reported to the supervisor or provided through the company's specified channels immediately and in accordance with the Corporate Governance Code (CG Code) and the Company's Code of Conduct. In 2024, the Company reviewed various important policies, including:

- 1. Anti-Corruption Policy
- 2. Human rights policy
- 3. Code of Conduct

The Company has reviewed and improved its operating processes to be in line with the CAC assessment criteria, including implementing them in full compliance with the criteria.

Key goals and performance results

target

- There must be no significant corruption complaints.
- 100% of new employees must undergo anti-fraud and corruption orientation.

Performance Results

In 2024, there were no significant corruption complaints.

0 (case)

In 2024, a number of new employees received orientation on anti-corruption and bribery.

100%

Approach for disclosure and communication of anti-corruption and bribery policy information



The company requires the training unit to record the knowledge of anti-fraud and corruption as a curriculum for new employee orientation for all levels of employees so that all new employees are aware and strictly implement it.



The Company provides anti-fraud and corruption training by experts with specialized knowledge to emphasize and create awareness among the Board of Directors, executives and employees at all levels at appropriate times.



The Company discloses its anti-corruption policy on its website so that the general public, customers, business partners, investors, shareholders and employees of the Company can easily access and study the information.



The Company discloses its anti-fraud and corruption policy in the annual information disclosure form (56-1 One Report) displayed on the Company's website so that the general public, customers, business partners, investors, shareholders and employees of the Company can easily access and study the information.



The company displays knowledge boards on anti-fraud and corruption in areas within the company where employees can easily see them to encourage values and create attitudes among employees not to engage in corrupt practices in any aspect.



The Company announces its anti-fraud and corruption policy via email to employees whenever it is revised.

Jaymart Group Holdings Public Company Limited encourages all stakeholders, both internally and externally, such as executives and employees, and externally, such as business partners and allies, to strictly comply with this policy by avoiding involvement in any opaque actions, whether directly or indirectly, in order to create an organizational culture that adheres to honesty and transparency. The company has provided easy-to-access communication channels, such as complaint channels, receiving suggestions, and reporting clues, so that those involved can report suspicious information or events safely and confidentially. In addition, the company has consistently communicated and publicized to create knowledge, understanding, and instill organizational values in anti-corruption for personnel. The said topic has also been included in the orientation course for new employees to encourage everyone in the organization to realize the importance of complying with this policy and to be able to communicate effectively with external stakeholders. This policy also requires relevant persons, such as employees, business partners, and allies, to sign and strictly comply. A process for managing information and clues on corruption and corruption has been established, stating that if any personnel within the organization are found to have committed an offense, they will be subject to punishment according to the specified regulations, including regular reports of the investigation results under the anti-corruption measures to the Audit Committee and the Board of Directors to ensure that these measures promote long-term sustainability.



Complaint Management and Whistleblowing and Complaint

To support and promote the supervision in accordance with the Code of Conduct and to effectively operate the anti-corruption and corruption activities, the Company has provided channels for reporting and filing complaints, including measures to protect whistleblowers, to create a transparent working environment and build confidence for whistleblowers, which employees and stakeholders both inside and outside the organization can conveniently access. The Company has established channels for reporting and filing complaints to allow employees and stakeholders to report suspicious cases, suggestions or complaints about misconduct, corruption and corruption, as well as actions that violate laws, regulations, corporate governance policies, business ethics and anti-corruption and corruption policies. It is also open to other suggestions related to business operations. These channels for reporting and filing complaints are designed to be secure and strictly maintain the confidentiality of whistleblowers, with the Committee for Investigation of Wrongdoing being directly responsible for overseeing them.

Reporting and whistleblowing

The Company has established a whistleblowing system and a complaints mechanism for both internal and external parties to report incidents of potential misconduct, such as bribery, corruption, discrimination, harassment or abuse, privacy violations, illegal acts, or violations of the Company's policies and regulations. The Company has established a safe and confidential whistleblowing system to ensure that whistleblowers will be properly protected and protected. The Company also has measures to protect whistleblowers from retaliation or negative actions resulting from reporting information. The Company will investigate and resolve reported incidents thoroughly and fairly to maintain a safe and transparent working environment.

Penalties for corruption and fraud

If any employee of the Company is found to have violated the policy, disciplinary action will be taken in accordance with the Company's policy and relevant labor laws. The penalties may range from suspension for a specified period of time, payment of compensation according to the amount of damages agreed upon between the Company and the offender, termination from employment with the Company and the inability to rejoin the Company's work in subsidiaries or affiliates, and legal action to the fullest extent of the law.

Protection of whistleblowers and complainants

01

To protect the rights of whistleblowers and complainants, the Company has kept the personal information of whistleblowers and complainants confidential with safety as a top priority.

02

The Company carefully considers the incident and conducts fact-finding procedures on sensitive issues in a comprehensive manner to avoid any negative impacts that may adversely affect the whistleblower. The Company provides fairness to both the whistleblower and the complainant without discrimination.

03

If the whistleblower or complainant is a person who has been damaged by a corruption incident, the Company will provide assistance to alleviate the damage in the relevant part appropriately and fairly.

Channels for reporting tips and receiving complaints



• Email : ir@jaymart.co.th



Website
<https://www.jaymart.co.th/th/investor-relations/whistleblowing-and-complaint-form>

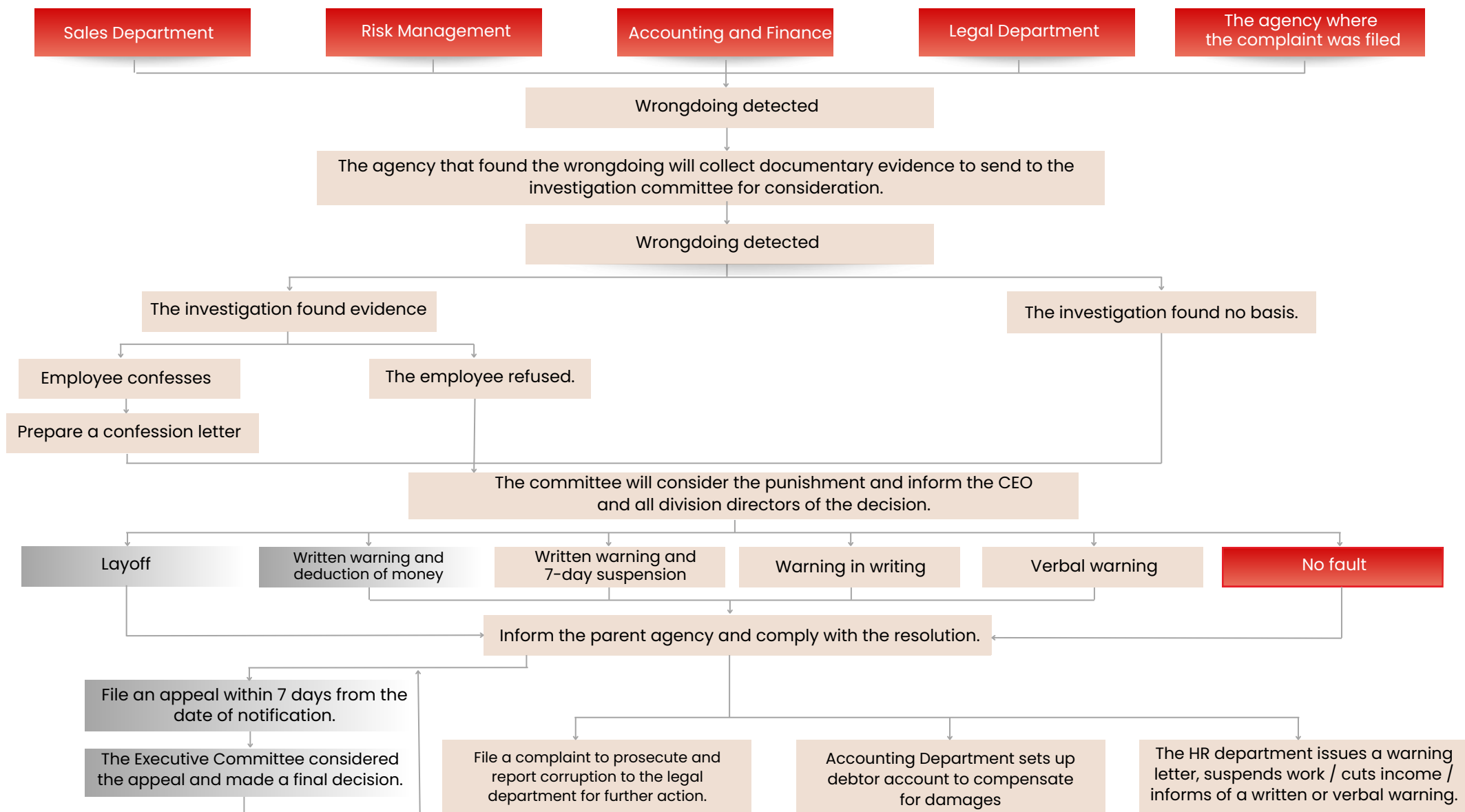


- Postal service delivered to
- "Audit Committee"
- No. 187,189 Jmart Building, Ramkhamhaeng Road, Rat Phatthana Subdistrict, Saphan Sung District, Bangkok 10240



Suggestion box
Jaymart Building, Head Office, Building A, at the PR counter, Jaymart Head Office

Procedures for investigating and punishing employees who commit offenses



Cybersecurity and Personal Data Protection

Jaymart Group Holdings Public Company Limited places importance on cybersecurity and personal data protection to build customer confidence and maintain the organization's trust. Key measures have been implemented, such as establishing a cybersecurity policy, data encryption, access control, and compliance with the Personal Data Protection Act (PDPA). In addition, the system is continuously monitored and monitored, along with a plan to respond to potential incidents, as well as employee training to increase awareness and build cooperation with business partners. These measures help reduce cyber risks and build sustainable confidence in the organization's services.

Performance Results

In 2024, the company had no incidents or cases of personal data leakage.

0 (case)

Information Security and Cyber Security Policy

Jaymart Group Holdings Public Company Limited has established an information security and cyber security policy to protect the organization's information and information systems, as well as build confidence among customers, partners, and stakeholders. The policy covers various measures to ensure safe and efficient business operations. The company emphasizes compliance with international standards. In 2024, it was certified with ISO/IEC 27001:2022, an international standard for information security management, focusing on preventing risks in all aspects, such as unauthorized access to data, data loss, or cyber security breaches. This policy begins with a clear security structure, from appointing a committee responsible for ISMS (Information Security Management System), defining employee roles and responsibilities, to allocating necessary resources. It also strives to control the security of the company's asset management, such as data confidentiality classification, IT equipment protection, and access control of digital assets. In terms of cyber security, the company uses modern technologies such as firewalls, intrusion detection systems (IDS), and data encryption to prevent external attacks. It also backs up data regularly and plans for emergency system recovery.

Access control is another highlight of the policy. The company defines access rights to data and systems based on the Need-to-Know principle, along with managing passwords and continuously checking user rights. In addition, there are measures to protect personal data, such as data masking and data leakage prevention. The company emphasizes on monitoring threats and continuously monitoring information systems through recording and monitoring events that may be harmful, including reviewing work processes to continuously improve security. It also promotes a security culture in the organization through training and raising awareness among employees at all levels so that everyone can participate in maintaining information security and preventing cyber threats sustainably. By implementing strict and comprehensive measures, Jaymart Group Holdings Public Company Limited can build trust with stakeholders and maintain the highest level of information system security. In addition, the company has added cyber threat monitoring and alerting services (CSOC as a Service) and cyber threat resolution services (IR as a Service) in collaboration with AIS Public Company Limited since 2022.



Cyber threat and attack notification process

Jaymart Group Holdings Public Company Limited has established a process for alerting when a cyber threat or attack occurs in order to be able to deal with threats quickly and effectively. There is a clear process for monitoring and alerting, including compliance with internationally accepted standards and guidelines.

System monitoring and auditing

Information system monitoring and surveillance must be done continuously, using surveillance tools that can detect and alert on threats in real time, such as Intrusion Detection System (IDS) and monitoring of abnormal activities in the alert network. When there is an event that may be a threat or cyber attack, such as unauthorized access to the system or an attack that makes the system unable to provide service, the system will immediately notify the administrator and responsible person.

Incident Management Procedure

The Company has established an Incident Management Procedure with clear steps to handle incidents, such as investigating incidents, damages, and restoring the system to normal operation.

Evaluation and improvement

After incident management, the incident is summarized and security weaknesses are analyzed to improve the incident response process for greater efficiency.

Cybersecurity Employee Training

Jaymart Group Holdings Public Company Limited emphasizes on training employees on cybersecurity to enhance awareness and skills in dealing with potential cyber threats in the organization. This training aims to enable employees to effectively comply with the information security policy. The training content includes content related to cyber threat prevention, safe system use, personal data management in accordance with the PDPA (Personal Data Protection Act) standards, as well as awareness of potential threats such as cyberattacks, data leaks, and safe device use. This training will help employees understand the steps to deal with data security incidents and be able to properly comply with security measures.



**In 2024, approximately 20 %
of all employees
participated in cyber
security training.**

Security of Computer Systems and Information Technology



Jaymart Group Holdings Public Company Limited has established the Information Security Management System Policy for 2024 as a framework for operations and laying the foundation for the organization's information security management system. This policy defines the direction and management practices, as well as the necessary roles and responsibilities of all relevant parties. The policy also covers important activities that will be part of the operation and development of a sustainable and effective information security management system. This policy aims to strengthen information security risk management, protect the company's data and information systems from internal and external threats, and support the company's growth in accordance with international information security standards.

Computer and Information Technology Security Policy

The Computer and Information Technology Security Policy of Jaymart Group Holdings Public Company Limited aims to create a comprehensive and clear framework and measures to protect the organization's data and information technology systems from cyber threats that may occur from external threats such as hacker attacks or internal threats such as unauthorized access by personnel within the organization. This policy is an important part of the organization's cyber security strategy, which is necessary to protect the company's important data and maintain the organization's credibility in doing business. It focuses on setting measures to prevent, inspect and respond to incidents related to computer system security. It emphasizes systematic and procedural management so that the organization's computer system and data can work efficiently, without interruption and are safe from attacks or violations of data privacy.

Information security goals and requirements

Requirements for target setting and performance reporting based on key performance indicators (KPIs)

- Information security management system must be able to measure its performance using indicators that are consistent with policies, laws, risks, and the effectiveness of information security control measures that Jaymart Group Holdings Public Company Limited has enforced. The performance results must be reported to the management team and communicated to all relevant departments.

In 2024, the goal is to “measure the efficiency of the information security management system at least once a year.”



The operating results are in line with the goal.

• Legal requirements

Information Security Management System must be consistent with legal requirements, regulations, and internal and external policies of Jaymart Group Holdings Public Company Limited that are directly or indirectly involved in the operations. It is an important duty of all personnel under the scope of operations to study and understand the various requirements.

In this regard, the list of legal issues related to information security management systems includes:

- Computer Crime Act B.E. 2550 and its amendments
- Copyright Act B.E. 2537 and its amendments
- Cyber Security Act B.E. 2562
- Personal Data Protection Act B.E. 2562
- Electronic Transactions Act B.E. 2544 and amendments

• Requirements according to the international standard ISO/IEC 27001:2022

The Company has been certified for an information security management system that complies with the requirements of the international standard ISO/IEC 27001:2022, both in terms of the information security management system and the list of control measures used.

• Information Security Management

Use an information security approach by considering three main points:



Confidentiality: Maintaining the confidentiality of information so that it is not disclosed to the system or people. and/or unrelated agencies



Integrity: Maintaining the correctness and stability of information, preventing it from being altered or misused, and allowing it to be verified before use.



Availability: Maintaining the availability of information.

The above elements will be considered as the value of information assets in terms of security, including other assets related to information.

Information Security Aspects to Risk Based Approach

Information Security Management System is based on the approach of considering risks that directly and indirectly affect information assets through the assessment of the damage value and the possibility of threats that exploit vulnerabilities of assets or ineffective systems.

• Information Security Goals

- 1.Reducing and avoiding information security breaches that affect the image and confidence of service users and being a professional in providing services with secure information technology systems (Information Security)
- 2.Develop information security management systems and information systems to continuously obtain information security certification.
- 3.To have a process for assessing risks of information systems and planning for improving information security management from risks assessed according to standard guidelines.
- 4.To develop the organization's personnel in information security management.

• Promoting human potential and necessary skills to cope with information security

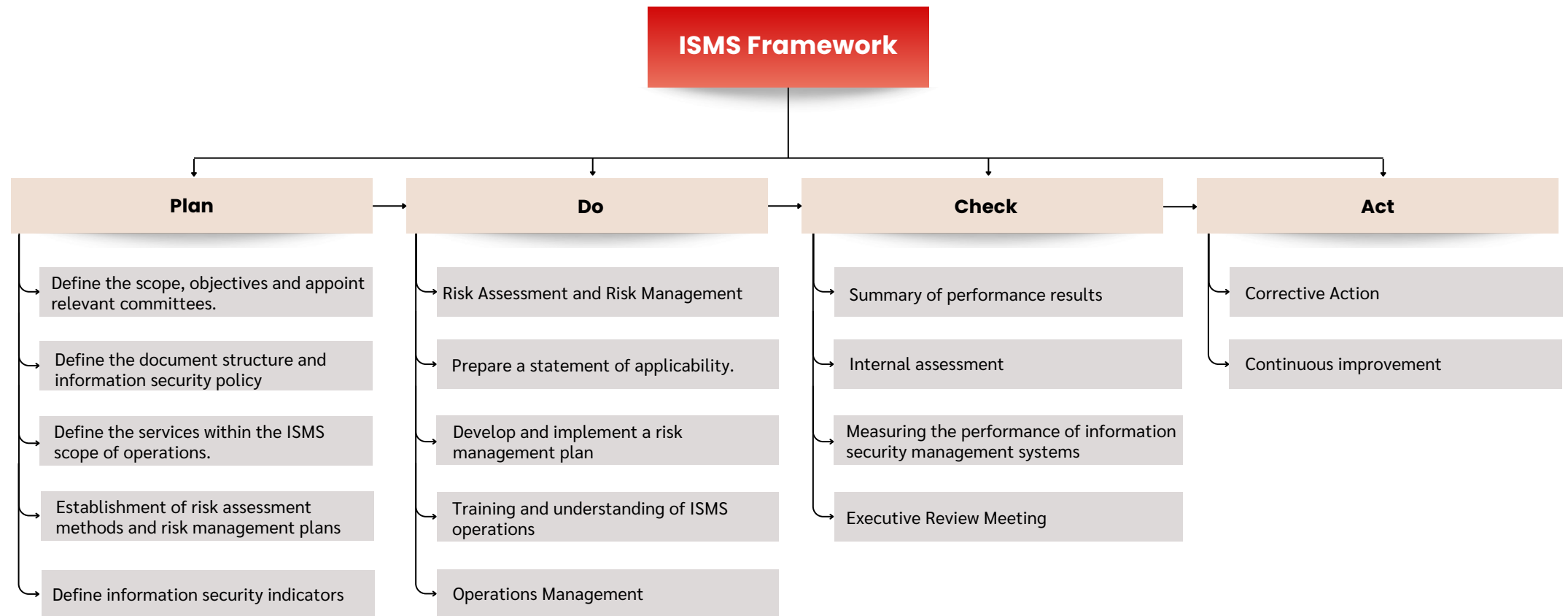
Jaymart Group Holdings Public Company Limited must ensure that personnel under the scope of the information security management system have sufficient skills to perform various activities.

Skills are divided into:

- 1.Specialized skills and expertise in the field
 - Maintenance of host computers, infrastructure support systems and network systems for security purposes
 - Supplier Management
 - Security incident certification, collection of information technology evidence
 - Business Continuity Management
- 2.Information and systems security skills
 - Understanding of Information Security Management Systems
 - Understanding of Information Security Risk Management Process

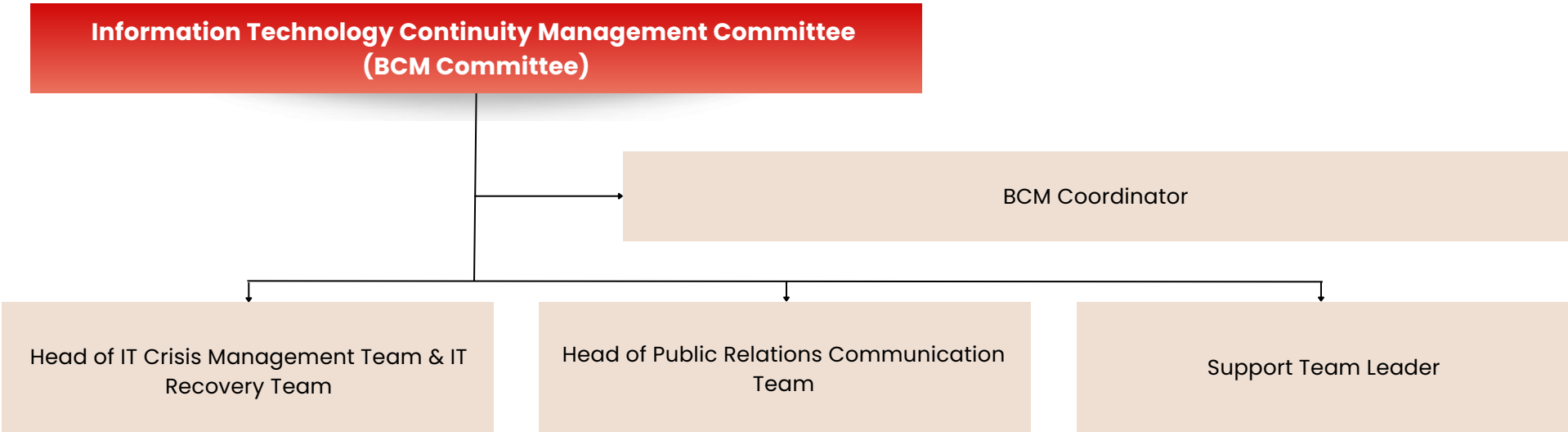
Information Security Management Framework

The Information Security Management System Framework (ISMS Framework) uses the Plan-Do-Check-Act (PDCA) model to develop an information security management system as follows:



Information Technology Continuity Management System Operation Structure

Jaymart Group Holdings Public Company Limited has established the Business Continuity Management System (BCMS) Framework by planning and implementing the organization’s services and information systems to operate continuously even in the event of an emergency or damage, such as natural disasters, cyber attacks, or accidents. The focus is on maintaining the security and stability of the organization’s critical systems and data to prevent disruptions that affect business operations. Jaymart has the duty and responsibility to operate in accordance with the Business Continuity Management System Framework upon approval by the executives. The structure and authority of the Business Continuity Committee are as follows:





Driving business in the economic

Jaymart Group Holdings Public Company Limited is a leading organization that plays an important role in driving the Thai economy through its business operations covering various industries and focusing on creating value in all dimensions of society. The company adheres to its vision to be the center of creating a business ecosystem that is interconnected and integrates technology, innovation, and sustainability to improve the quality of life of the community, develop a stronger society, and create stability for the economy in the long term.



Jaymart Business Overview

“

For the performance of the Company and its subsidiaries, from the consolidated financial statements for the year 2024, the Company had a net profit attributable to shareholders of 1,140.8 million baht, an increase of 355% from the previous year, which shows that the Company's performance has returned to a state of growth in operations. The Jaymart Group continues to conduct business under the joint operations of its subsidiaries and associates, with 4 main business lines that focus on retail and financial businesses with technology under the operating philosophy of "The Power of Synergy", which is an important core strategy to create an operating ecosystem (Ecosystem) to generate returns for shareholders. The details of the development and direction of the performance of each business line are as follows:

”

Jaymart Business Group

1) Mobile phone and accessories distribution business

The mobile phone and accessories distribution business under the operation of Jaymart Mobile Co., Ltd. (“Jaymart Mobile”) in 2024 had 309 branches opened nationwide, with sales decreasing by 1% from the previous year, with sales at the level of 8,605 million baht and net profit of 90 million baht due to the competitive situation and the overall economic situation where purchasing power is still slowing down.

2) Debt collection business and management of bad debts

The NPL management business under the operation of JMT Network Services Public Company Limited (“JMT”) continues to be a business with consistently satisfactory performance. In 2024, the net profit attributable to shareholders was 1,615.2 million baht, a decrease of 19.7% from the previous year. This was due to the company setting aside higher Expected Credit Loss provisions due to lower-than-expected debt collection, especially in the first half of 2024. However, JMT’s management has adjusted its business strategy by increasing measures to closely monitor NPLs. As a result, since Q3/2024 onwards, the level of ECL provisioning has significantly decreased and the collection of quality debts has improved, respectively. In 2025, JMT expects to have a manageable ECL level and the direction is the same as in Q3 and Q4 of 2024.

3) Real estate development business and retail space management business

The real estate development business under the operation of JAS Asset Public Company Limited (“JAS”) has a net profit attributable to shareholders in 2024 of 165.6 million baht, a decrease of 14% from the previous year due to a decrease in fair value adjustment items. In 2024, the Company did not launch any community mall projects of a size comparable to 2023. JAS opened 2 malls as targeted: JAS Green Village Prawet and JAS Green Village Ramkhamhaeng. As a result, JAS currently has 8 community malls under its management in Bangkok and its vicinity.

In 2024, the company focused on maintaining cash flow along with improving existing shopping mall projects. The results were clearly seen at JAS Green Village Amata shopping mall, where large and long-term tenants rented space, resulting in a better rental rate for the shopping mall project. In late 2024, The JAS Ramintra project opened a supermarket, with Big C opening Big C Food Place, which was well-received by customers from nearby communities.

4) Insurance business

Under JMT's subsidiary, the insurance business under the name of Jaymart Insurance Public Company Limited for 2024 had revenue of 227.2 million baht, a decrease of 89.1 million baht or 28.2% when compared to the same period of the previous year because the company considered accepting insurance by considering the insurance risk to control the Loss Ratio.

5) Group of companies in which Jaymart has invested

- BNN Restaurant Group Co., Ltd. (Suki Teenoi or Suki Teenoi)
Investment type: Associate Company, recognizes 30% of profit sharing from shareholding.
- Buriram Sugar Public Company Limited (“BRR”)
Investment Classification: Fair Value through Income Statement
- PRTR Group Company Limited (Public) (“PRTR”)
Investment Classification: Fair Value through Equity
- Super Turtle Company Limited (Public Company Limited) (“TURTLE”)
Investment Classification: Fair Value through Equity
- S.G. Capital Public Company Limited (“SGC”)
Investment Classification: Fair Value through Income Statement



Risk Management

Importance

Business operations are subject to risks that may arise from both internal and external factors, which are sometimes difficult to control. These risks may affect the Company's operations from a minor level to a level that may cause the business to be unable to continue. In order to manage and control the risks that may arise, the Board of Directors and executives of Jaymart Group Holdings Public Company Limited realize the importance of such risks. Therefore, they have established clear policies and procedures to manage risks with maximum efficiency, control risks to an acceptable level, and define risk management as a part of good corporate governance. In addition, the Company aims to promote risk management as part of the organizational culture that employees at all levels can understand and apply appropriately.



Risk Management Policy

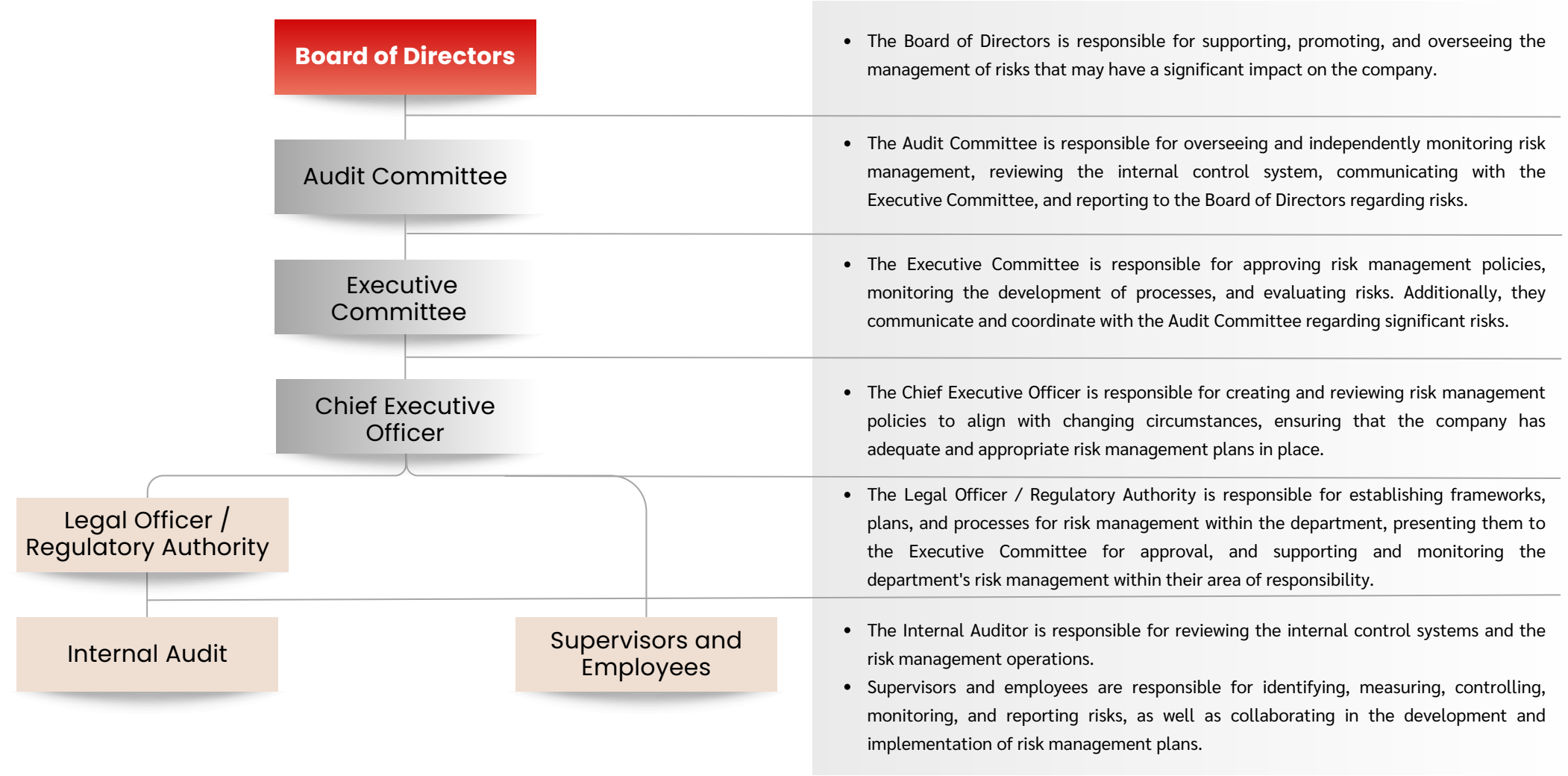
Approach for risk management

Jaymart Group Holdings Public Company Limited is committed to promoting and developing good corporate governance in all dimensions of its business operations. It has adopted the Enterprise Risk Management (ERM) principle, a widely accepted international standard, as an important guideline for risk management of the Company and its subsidiaries. This guideline is based on the risk management framework developed by COSO (The Committee of Sponsoring Organizations of the Treadway Commission), a comprehensive standard that has been proven effective in managing risks in world-class organizations. In order for the Company's risk management to be fully successful in terms of efficiency and effectiveness, the Board of Directors, executives, and employees at all levels of the organization are responsible for strictly complying with the specified risk management policy. Compliance with this policy is not only a business requirement, but also an important part of promoting a corporate culture that emphasizes sustainable risk management.



Risk Management Structure

The Company recognizes the importance of enterprise risk management, which plays an important role in enabling the Company to operate its business to achieve its strategies, objectives or goals, as well as supporting good corporate governance and stable and sustainable growth. For this reason, the Company has established a risk management policy to be used as a guideline and framework for operations for all units of the Company and its subsidiaries.



Risk Management Process

The Company continuously assesses and monitors risk issues, taking into account both internal and external factors that may affect the Company's operations in all dimensions. The Company's risk management process is designed to be systematic and comprehensive, so that risks can be identified, analyzed, and managed effectively, with a focus on keeping potential risks at an acceptable level. The Company realizes the importance of appropriate risk management to support business operations in line with the organization's strategies, objectives, and goals, as well as to enhance long-term stability and sustainability. It consists of 8 steps as follows:



- Strategy and Objective Setting

Set strategies and operational objectives for all units, including operators who must set clear work objectives that are consistent with the organization's policies, goals, and strategies and keep risks at an acceptable level.



- Identifies Risks

The responsible person of the unit and the operator should understand the risks, risk factors and identify the risks that may arise from both internal and external factors, which may be an event that has a negative or positive impact on the achievement of objectives.



- Assesses Severity of Risk

Personnel responsible for the unit and operators should assess the risk based on the frequency or possibility of the event occurring (Likelihood) and the severity of the impact from the event (Impact) that may occur.



- Prioritize Risks

The responsible persons of the units and the operators should prioritize and expedite risk management, where activities with high risks and are important to the implementation of the strategy and objectives should receive risk management first and activities with high risks and secondary importance should receive risk management next.



- Implement Risk Responses

Personnel responsible for the unit, including operators, should consider effective and efficient risk management methods, taking into account the acceptable risks, costs incurred and benefits to be gained. Risk response may select one or a combination of methods to reduce the frequency or likelihood of events occurring and the severity of the impacts from events.



- Develops Risk Management Information (Develops Portfolio View)

The responsible person of the unit, including the operator, should develop risk management by integrating risk factors, risks and interrelationships of various units to serve as a database for joint risk management.



- Review and Revision

The responsible persons of the unit, including the operators, shall arrange for the risk monitoring and review of the risk management results and revise and improve the risk management to ensure that the risk management is appropriately applied in the company and that the risks that have a significant impact on the achievement of the company's objectives are reported to the responsible persons.



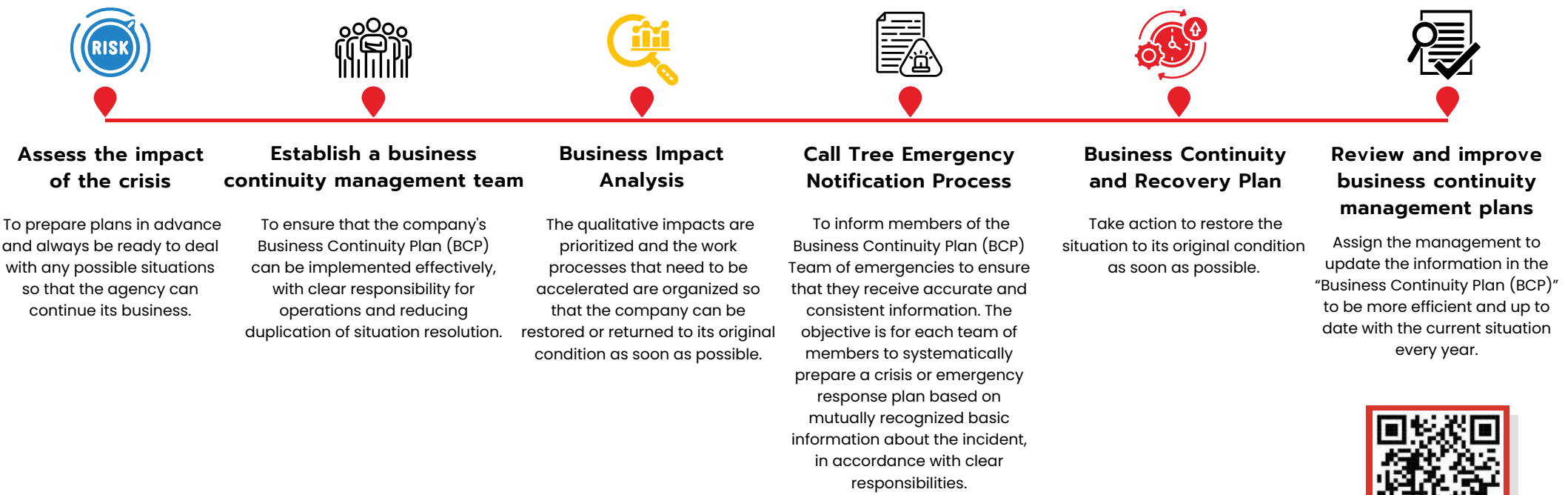
- Monitoring and Evaluation

The responsible persons of the unit and the operators shall arrange for the monitoring and review of risk management, communicate information on risks together and report risk management to the board of directors regularly.

In order to develop a corporate governance system that is consistent with the principles of corporate governance, good practices, rules and regulations of the government and regulatory agencies, so that the risk management policy is current and appropriate for the situation and changes, the Company has determined that the risk management policy must be reviewed regularly at least once a year.

Business Continuity Management

Business Continuity Plan (BCP) is a plan for all departments in the company to use in responding to and operating during crises or emergencies, whether caused by natural disasters, accidents, or malicious attacks on the organization, without causing the crisis or emergency to stop the business or prevent it from continuing to operate. If the organization does not have a support process during a crisis or emergency, it may affect the organization and related parties in various aspects, such as the economy, service, society, community, environment, and people’s lives and properties. Therefore, creating a continuity plan is important to help the organization cope with unexpected emergencies and allow critical business processes to return to normal operation or at the specified service level, which will help reduce the severity of the impact on the organization. In order to cope with the uncertainty of such a situation, the business can continue through risk analysis, risk prioritization, and systematic management planning, including the adjustment of the business continuity plan in a hypothetical event in order to use the results from the rehearsal to improve and review the plan, as well as to check the capabilities of the personnel and the efficiency of the plan in responding to the crisis, with the following management processes:



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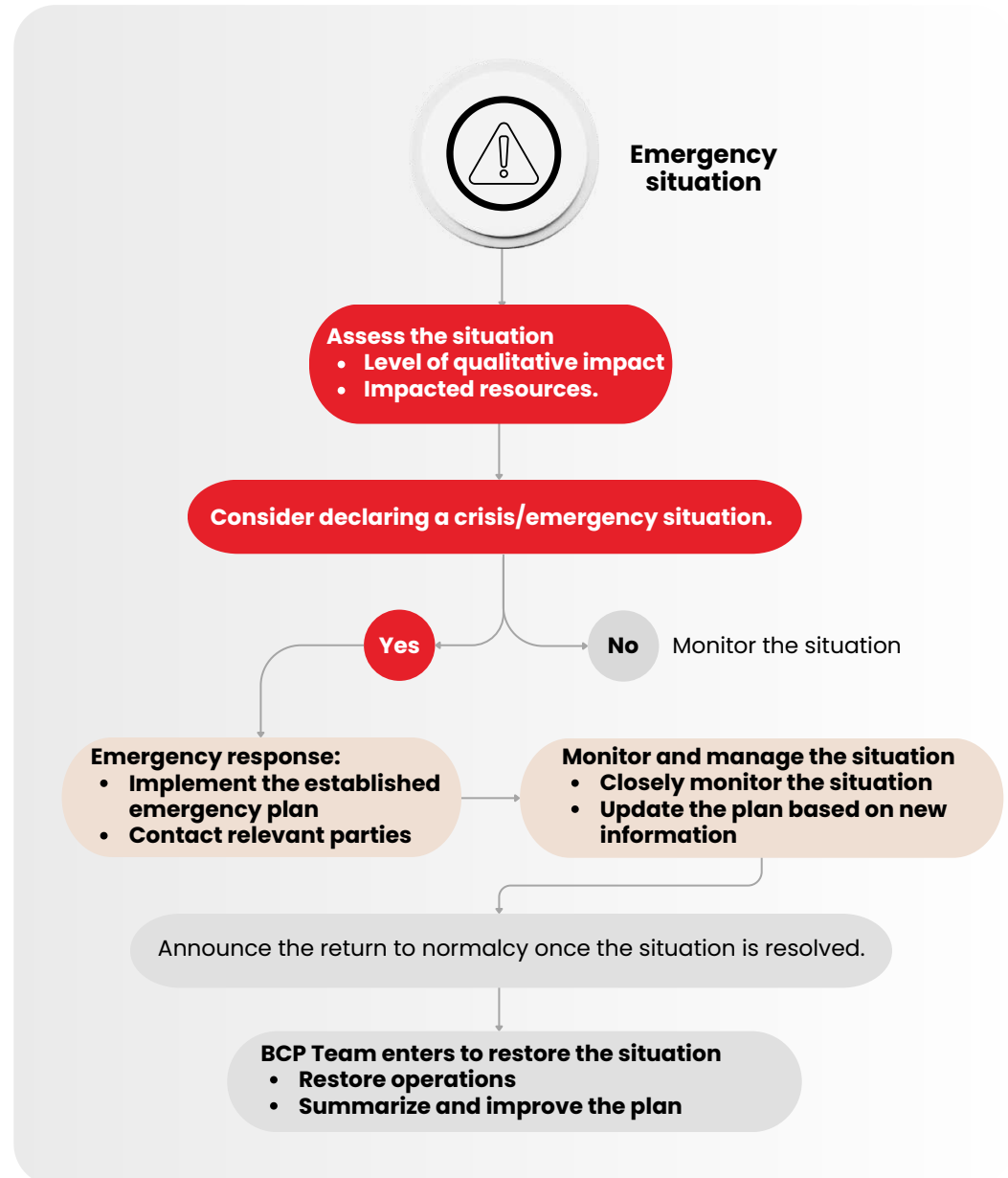
Business Continuity Plan (BCP)

Crisis or emergency administration

Business Continuity Plan (BCP) is used to support the situation in case of a crisis or emergency in the office area or within the organization. The company must always prepare a plan in advance and be ready to deal with any situation that may occur so that the organization can continue its business. The company has considered the impacts that will occur as follows:

Flood disaster

- 1.Fire incident
- 2.Power outage incident
- 3.Protest / riot event
- 4.Terrorist incidents
- 5.Epidemic / Severe Infectious Disease Event



Sustainable Supply Chain Administration



Importance

Jaymart Group Holdings Public Company Limited prioritizes the creation of budgetary value and the efficient utilization of resources, particularly in the selection of high-caliber partners or distributors who adhere to the company's policies and standards, including anti-corruption measures, the promotion of good governance, employment practices, and fostering mutual understanding regarding socially and environmentally responsible business operations. This approach supports the long-term viability of Jaymart's supply chain in a challenging environment. Furthermore, Jaymart's supply chain development emphasizes sustainability across all dimensions, encompassing efficient resource utilization, minimizing environmental impacts, and ensuring the well-being of local workers, thereby facilitating stable and sustainable growth for the company in the long term.

Dedication to sustainable supply chain management

Jaymart Group Holdings Public Company Limited is dedicated to the continuous development and enhancement of its supply chain management processes, with the primary objective of elevating the standards of product and service quality to ensure efficiency, transparency, and the creation of long-term value. The company prioritizes the management of resources and budgets to optimize value, which includes formulating strategies for risk management among partners to mitigate potential impacts within the supply chain. It rigorously promotes practices that align with the principles of good governance and anti-corruption policies. Furthermore, the company advocates for initiatives that emphasize fair employment, generate economic opportunities for local communities, and cultivate understanding and collaboration with partners, ensuring that all stakeholders in the supply chain engage in business practices that uphold social and environmental responsibility. Additionally, the company is committed to implementing sustainable development strategies at every stage, from product sourcing and distribution to transportation and delivery, to guarantee that all business processes foster long-term sustainability. Through this commitment, Jaymart Group Holdings Public Company Limited aspires to be a leader in quality supply chain management, generating positive impacts on society, the economy, and the environment, while advancing the organization's growth alongside partners and all stakeholders based on trust, responsibility, and enduring sustainability.

Supply Chain Management

Jaymart Group Holdings Public Company Limited emphasizes on supply chain management to demonstrate its commitment to delivering quality products and services with responsibility towards all stakeholders of the company. Therefore, the company has processes and guidelines for managing partners who are involved in the company’s business operations to ensure the organization, its stakeholders, society and the environment that the business operations between partners and the company are conducted under the responsibility towards all relevant sectors, not just expecting monetary returns, but conducting business under the word “responsibility” to drive the business to develop in the long term.

Guidelines Partner Management

01
Establish a sustainable procurement policy and business partner code of conduct

02
Identify the importance and types of partners

03
Review business partners' operations in terms of environment, society and corporate governance.

04
Build relationships that respect mutual practices and regulations, and promote business partner development.

Trading Partner Classification Criteria

- Level of dependence on trading partners
- Emergency preparedness
- Substitutability
- Service and delivery
- Cost Impact

The company's key direct business partners
Critical Tier 1

- Trading volume is 80% or more
- The purchase value is more than 12 million baht per year.
- There has been continuous procurement for more than 1 year.
- It has a direct impact on the cost and price of goods and services.

The Company's key indirect business partners
Critical Non Tier 1

- Trading volume is 80% or more
- The purchase value is more than 12 million baht per year.
- There has been continuous procurement for more than 1 year.
- Indirectly affecting the cost and price of goods and services.

Key trading partners

- In 2024, there were a total of 1,459 trading partners.

The company's key direct business partners
Critical Tier 1

Number 15 items

Representing 1% of all trading partners

The Company's key indirect business partners
Critical Non Tier 1

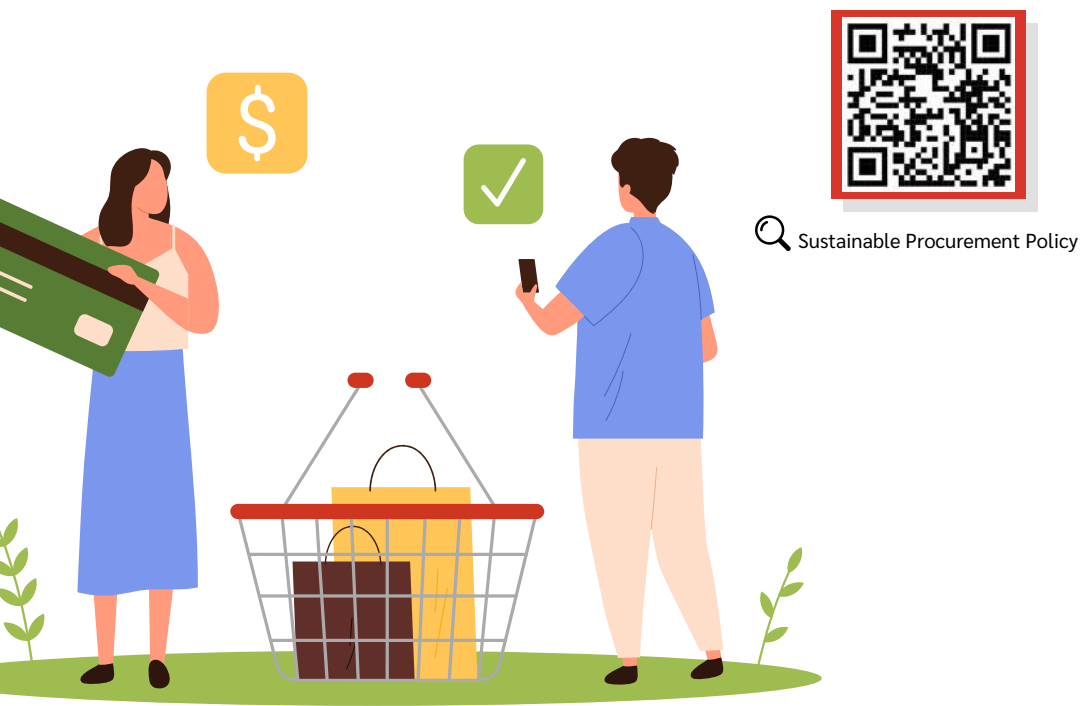
Number 12 items

Representing 1% of all trading partners

Establish a sustainable procurement policy and business partner code of conduct

• Sustainable Procurement Policy

The Company aims to continuously drive sustainable business development. Therefore, it places importance on all sectors in the supply chain, especially its business partners, who are important allies in supporting sustainability from upstream to downstream. The Company places great importance on managing responsibility in the supply chain, from sourcing the highest quality products, assessing and managing risks, strictly complying with legal regulations, being aware of social and environmental responsibilities, and collaborating with business partners to develop and improve work processes for sustainability, and building long-lasting relationships with business partners. In order to efficiently manage the supply chain, the Company has set guidelines for transactions and practices for business partners so that business partners can use them as guidelines in following the principles of good corporate governance, including encouraging the Company's business partners to treat their business partners in the same manner, which promotes efficient supply chain management, creates trust and stability in the relationship between the Company and its business partners, and also raises ethical standards and quality in all parts of the supply chain, which is considered a practice in sustainable supply chain management.



• Business Partner Code of Conduct

Jaymart Group Holdings Public Company Limited adheres to the principle of conducting business with honesty and integrity, in accordance with the principles of good governance and corporate governance, and places importance on responsibility towards society, communities, and the environment, including all groups of stakeholders of the company, in accordance with the guidelines for sustainable business development. The company has therefore established a code of conduct for business partners to reflect the commitment of all groups of business partners who conduct business with the company to operate transparently under a code of conduct that demonstrates responsibility in all dimensions, not only in terms of benefits from business operations, but also in terms of sustainable and stable business operations throughout the joint supply chain.



Business Partner Code of Conduct

The Supplier Code of Conduct is applicable to all units that work together directly and indirectly with Jaymart Group Holdings Public Company Limited, covering subsidiaries and affiliates of all business representatives and business partners of the company to be used as guidelines for working together strictly under honesty and integrity according to good governance and true morality. The principles cover all 3 dimensions of operations: environment, society and corporate governance as follows:

- Environment
 - Business operations of business partners should not only consider the benefits that the partners will receive, but the partners should also conduct business with responsibility. Environmental responsibility is a duty that the partners must inevitably perform with respect and be aware of the impacts in the operation process from the beginning to the end in order to avoid or prevent actions that may create impacts on the environment and to conduct business together sustainably in the long term.
- Social
 - In conducting business in terms of managing relationships and treating all stakeholders equally and paying attention to what each stakeholder group should receive according to their rights, business partners must always give importance, regardless of whether the stakeholder group is a primary or secondary stakeholder group. All are inevitably important to business operations.
- Corporate Governance
 - Business partners should give importance to conducting business with transparency, fairness, honesty, respect for regulations, practices and comply with laws towards business competitors, customers, government agencies, private sector agencies, employees at all levels and all groups of business partners' stakeholders.

INNOVATION

Innovation development

Innovation creation and development are the development of organizations and businesses to grow sustainably, especially in an era where technology is rapidly changing and plays an important role in today's consumer behavior. For Jaymart Group Holdings Public Company Limited, innovation development is considered the key to driving the organization to grow effectively and sustainably. The company therefore places importance on integrating digital technology and new innovations into every dimension of business operations to enhance service, increase operational efficiency, and create maximum satisfaction for customers and all stakeholders. In particular, in the electronics retail business, the company focuses on using modern technology to improve work processes, from inventory management, store management, to the development of integrated online and offline sales channels (Omni-Channel) that respond to customer needs in every situation. With a commitment to being a leader in innovation and technology application, the company believes that innovation development will not only drive business growth, but also create a competitive advantage in the market and contribute to creating sustainable benefits for society, the economy, and the environment in the future.



Commitment and goals in developing innovation

Jmart places importance on continuous and consistent innovation development through investment in new technologies to create better customer experiences and opportunities to expand customer base in highly competitive market. The company believes that even though innovation development in the beginning may be just small steps, over time, those steps will become big steps that can transform and elevate the organization to grow sustainably and steadily, especially investment in digital systems and services that meet the needs of customers in the new era, both in terms of online trading and efficient loan services. Jmart's development of technology and innovation will help the company compete in the rapidly changing market, along with building trust in customers and stakeholders, which will be important factors that enable Jmart to grow sustainably in the long term.

Performance results in innovation development

Jaymart Group Learning Center



Jaymart Group Learning Center is another commitment of the company to promote the systematic development of innovation and knowledge within the organization. This center was established to enhance the learning process and potential development of all personnel in the Jaymart group by applying modern technology and development approaches that respond to the needs of the digital age. Jaymart Group Learning Center has designed a learning system that can be adjusted to the specific needs of each individual to support the continuous development of skills necessary for work and career skills. It focuses on allowing employees at all levels to conveniently access learning resources through an online platform that connects both academic content and real-world applications.

In addition, the center plays an important role in supporting the organization's innovation development by promoting learning in technology, management, and creativity. Employees can develop new skills and apply them to improve work processes, increase efficiency, and create solutions that meet the needs of businesses and customers. With a vision that focuses on developing human resources to be ready to deal with challenges and changes, this learning center is an important mechanism to drive Jaymart Group to become an innovative organization that is sustainable, strong, and competitive at the international level.

Benefits of innovation development

1. Develop the potential of employees at all levels.
Support continuous learning and training of skills in both the skills required for work and the skills in line with the work.
Develop skills necessary for effective performance
2. Promote innovation development in the organization.
Stimulate learning in technology and creativity Help employees apply knowledge to create solutions and improve work processes.
3. Support career path development Individual learning paths are tailored to employees' career goals.
Promote opportunities for career growth within the organization
4. Create a learning culture in the organization.
Encourage employees to be proactive in continuous self-development.
Support team learning and knowledge sharing within the organization
5. Respond to changes in the digital age Preparing employees for changes in the business world Enhance the skills needed to adapt in the digital economy era

J Wallet Application

J Wallet Application or Electronic Wallet is a digital wallet platform developed by a subsidiary of Jaymart Group, J Elite Co., Ltd., to meet the needs of users in the digital age who emphasize convenience, speed, and security in financial transactions. This application is designed to be a center for comprehensive financial management, whether it is payment, point collection, and privileges from various services under Jaymart Group. The J Wallet application facilitates users to pay for products and services instead of cash, both at Jaymart stores and stores with the Visa symbol. In addition, cards can be easily linked to use with various online Marketplace platforms, increasing flexibility and meeting daily spending needs. To enhance security to the highest level, the J Wallet application integrates electronic identity verification technology (Electronic Know Your Customer: e-KYC) and the Visa Secure system to effectively protect users' personal information and financial transactions.

In addition, the J Wallet application also comes with a variety of features to meet all user needs, including:

J Wallet Visa Card (Physical Card): A physical Visa card that helps to increase the payment dimension to be more comprehensive. It can be used at convenience stores, leading stores nationwide and online stores.

J POINT Accumulation: Every 25 baht spent earns 1 J POINT, which can be redeemed for privileges, special promotions, and great deals from various participating partners.

By simply connecting your J POINT account to the J Wallet application, users will be able to access a complete and diverse financial experience, making spending, money management, and accessing various privileges easy in every situation. J Wallet is also one of the key strategies of the Jaymart Group to drive Digital Transformation and strengthen the digital economy system in Thailand to support the concept of a cashless society and help stimulate the widespread use of financial technology.







Driving Environmental Business

Jaymart Group Holdings Public Company Limited and its subsidiaries (the Company) realize the importance of environmental care and protection in every business process. With social responsibility, the environment and long-term sustainability, the organization has established a clear environmental policy that focuses on integrating environmental principles into its operations in order to be in line with the national mission to reduce the impact of greenhouse gases, including preventing and reducing pollution that may arise from business operations, by managing energy and natural resources with the highest efficiency. This environmental policy reflects the Company's practices in environmental conservation and creating good awareness in the organization. In addition, it supports sustainable development in all dimensions of the Company by integrating environmental principles into the Company's operations in the long term to ensure that the Company's growth occurs in conjunction with environmental care and sustainability for the future.



Environmental management commitments and goals

Jaymart Group Holdings Public Company Limited is committed to managing and reducing environmental impacts related to business operations in order to be in line with the country's goals by adapting and responding to risks from climate change, including physical risks covering disasters and crises, as well as transition risks resulting from rapid changes in policies, rules and regulations that affect business operations. The Company must therefore take into account environmental factors and greenhouse gas emissions, which are important issues that must be seriously addressed. The Company has set policies that focus on enabling the Group's operations to coexist harmoniously and sustainably with surrounding communities and the environment in the long term, while also building confidence among customers that the Company will be able to deliver the highest quality services, along with a firm responsibility for environmental conservation through operations that promote energy conservation and the promotion of biodiversity in a tangible manner. In addition, the Company has always been aware of the importance of environmental operations, and has developed policies and guidelines to drive sustainable business operations by implementing effective environmental management models and systems to encourage employees at all levels to be aware of environmental conservation, starting with themselves and expanding their responsibilities to a wider level, while also committing to conducting business under the principles of sustainable development to create a balance between business growth, social responsibility and environmental conservation, and to promote continuous and stable growth in the long term.

Environmental management goals

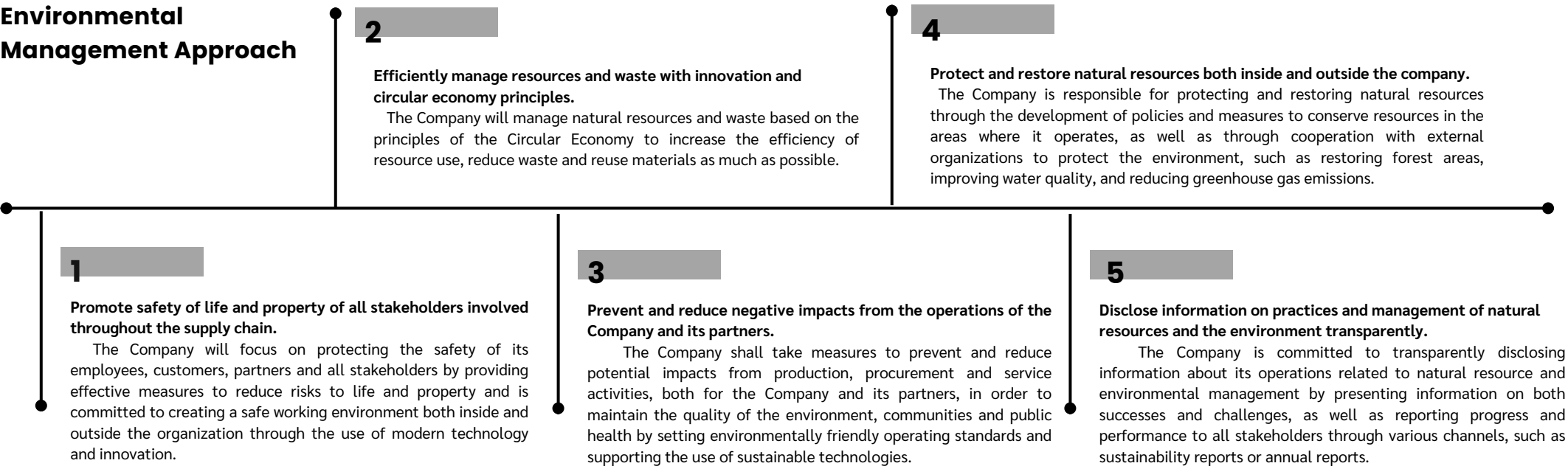
Carbon Neutrality Organization by the Year

2050

Aiming for Net Zero Emissions by the Year

2065

Environmental Management Approach



Environmental Policy



Jaymart Group Holdings Public Company Limited and its subsidiaries (the Company) realize the importance of integrating the principles of environmental responsibility into a systematic and sustainable part of the operation process. The goal is to create an organizational culture that promotes environmental conservation in all work sectors, covering from operational employees to senior executives and all stakeholders by creating environmental conservation awareness, reducing unnecessary resource usage and efficient resource management, as well as focusing on the use of renewable resources and clean energy to ensure that the organization’s operations are in line with sustainable development goals. In addition, the organization has initiated and supported continuous development of work processes to prevent pollution problems from the beginning by improving the operation process and efficient natural resource management, including reducing the amount of greenhouse gases from the Company’s operations to be in line with the national greenhouse gas management guidelines. Under this environmental policy framework, the Company has also determined to regularly evaluate and review its environmental operations, monitor performance, analyze data, and adjust various guidelines to suit the changing environmental situation at both the national and global levels, in order to achieve the sustainable development goals in the long term. This policy has been signed and approved by the Board of Executives, who have the highest authority to oversee and monitor the organization’s environmental operations, and has been officially announced. It has comprehensive guidelines and focuses on continuous improvement of operations to create positive impacts on the environment, society, and economy, as follows:



Environmental Policy

Environmental Management Practices

- 1.The Company strictly complies with the regulations set by law, including local laws related to the environment, and regularly monitors and assesses compliance with these regulations to ensure compliance with the required standards.
- 2.The company operates its business with environmental and social responsibility through the management of natural resources and waste, adhering to the principles of the Circular Economy to increase the efficiency of resource use, reduce waste, and reuse materials as much as possible, while also using technology and innovation to improve the production and management processes to minimize the impact on the environment and surrounding communities.
- 3.The Company shall take measures to prevent and reduce negative impacts from the Company's and its partners' operations that may arise from production, procurement and service activities, both on the Company's and its partners' part, in order to preserve the environment, communities and public health by setting environmentally friendly operating standards and supporting the use of sustainable technologies.
- 4.The Company supports the creation of environmental awareness by organizing training, public relations and providing environmental knowledge to employees and stakeholders to prevent possible negative impacts on the environment and create a sustainable society.
- 5.The Company is committed to transparently disclosing information about its operations related to natural resource and environmental management, presenting both success and factual information, and reporting progress and performance to all stakeholders through various channels, such as the annual sustainability report.
- 6.This policy shall be enforced on the Company and disseminated to the public for stakeholders to be aware of. Compliance with the policy shall be measured and verified by internal departments and/or external independent departments. The Company considers compliance with this policy to be the duty and responsibility of all levels of employees, including key business partners, who must strictly comply in order to create sustainability both at the corporate level and for society at large.

Performance Results

Number of cases or incidents of environmental law violations

0 (case)

The value of damages or fines resulting from violations of laws or creation of environmental impacts.

0

Biodiversity and forest conservation

In the context of climate change that is becoming more severe, which directly affects biodiversity and ecological balance, Jaymart is aware of the significance of these impacts and is committed to conducting business with consideration for sustainability in every step of the value chain, from transportation processes, water and energy resource usage, warehouse management to distribution, recognizing that these activities may cause negative impacts on the environment and biodiversity if not properly managed and controlled.

For this reason, Jaymart has established a formal biodiversity policy, approved by the Board of Directors, to demonstrate its commitment to reducing the environmental impact of the Company's operations. This policy provides clear guidelines for monitoring and controlling potential ecological risks from the Company's activities, with an emphasis on implementing a systematic mitigation plan through the use of the Biodiversity Mitigation Hierarchy as a framework for operations, consisting of the following key steps:

- Avoidance to reduce encroachment and impact on important natural areas.
- Reduce using processes that minimize environmental damage.
- Restore to restore the affected area to its original condition.
- Offset to replace natural resources in other areas when necessary.

Jmart's Biodiversity Policy has the ultimate goal of conducting business in line with creating ecological balance and being responsible for biodiversity. It has a clear goal of preventing the loss of biodiversity value (No Net Loss - NNL) and is committed to protecting forest areas to prevent net loss (No Net Deforestation). Jmart will continuously monitor and evaluate the implementation of this policy to ensure that we can conduct business sustainably and help conserve the environment for the future.

In its current operations, Jaymart demonstrates its commitment to managing and preserving biodiversity in the areas where the Company operates in accordance with relevant laws, regulations and requirements, with the primary goal of avoiding any potential negative environmental impacts arising from the Company's operations.

It also has a clear policy to avoid implementing projects or business development in areas of conservation importance or fragility to biodiversity, such as UNESCO World Heritage Sites, areas protected by the International Union for Conservation of Nature and Natural Resources (IUCN) Category I-IV, a classification system for protected areas, including national parks, wildlife sanctuaries, and areas protected under local laws.

Focusing on preventing encroachment and destruction of ecosystems in areas of biological importance to ensure that J-Mart's activities and operations are environmentally friendly and natural resources-friendly.

In addition, Jmart places importance on listening to the voices of communities and all stakeholders who may be affected by the company's activities. The company has established a mechanism for receiving complaints and communicating with communities and stakeholders in accordance with human rights principles that are in line with international standards to ensure that the views and concerns of nearby communities are properly considered, especially in terms of biodiversity conservation and sustainability. Jmart also focuses on preventing and mitigating negative impacts on the environment, which will help promote truly socially and environmentally responsible development.



Scan to study Biodiversity Policy

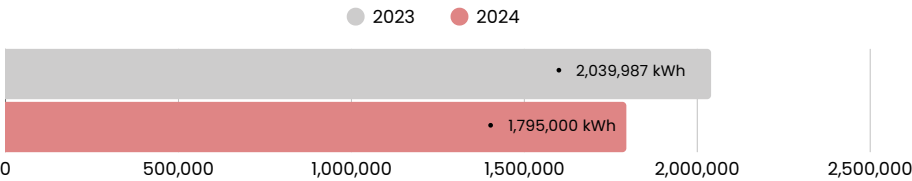
<https://www.jaymart.co.th/storage/document/company-policy/biodiversity-policy-th.pdf>



Energy Management

Energy management goals and performance

Target: Reduce the amount of electricity purchased from outside by 3% compared to the previous year.



- **Performance results:** In 2024, the amount of electricity used purchased from outside decreased by 12% compared to 2023.

Importance

Energy consumption in the company's operations is one of the important factors affecting climate change. Jaymart is committed to conducting business with quality along with environmental conservation, emphasizing efficient and sustainable energy use. The company has planned and set goals for environmental management and energy conservation through various projects and activities to recognize the importance of reducing energy consumption in the group of companies. Energy consumption in the company's operations, such as electricity consumption for computer systems, air conditioning systems, indoor lighting systems, and fuel consumption for transporting goods and traveling, all result in greenhouse gas emissions that contribute to global warming. In addition, if an energy crisis occurs, such as a shortage of electricity, it will affect the operation of computer systems and office equipment, which may cause business disruptions. Or if there is a shortage of fuel, the company will not be able to distribute products efficiently.



Energy Management Guidelines

To cope with the energy crisis and its potential impacts, the Company has focused on efficient and sustainable energy management, aiming to reduce energy use and reduce dependence on external energy sources. The Company’s commitment to solving this problem is in line with the goals set by the United Nations Framework Convention on Climate Change (UNFCCC), which aims to address global climate change caused by greenhouse gas emissions resulting from human activities and excessive energy consumption. In terms of operations, the Company has initiated various projects focusing on energy conservation and greenhouse gas emissions reduction. One important project is to increase the proportion of renewable energy use, especially solar energy, which can be used sustainably and is not affected by natural resource shortages. In addition, the Company has implemented energy conservation projects focusing on cost-effective and efficient use. These projects focus on reducing energy use in the Company’s various activities, such as electricity use for computer systems, air conditioning systems, and lighting systems in buildings, through more efficient energy control, reduced unnecessary energy waste, and the introduction of energy-saving technologies in various devices to reduce unnecessary energy use. In addition, the Company has initiated a reduction in the use of equipment or tools that create pollution or use excessive energy, in order to align with environmental conservation goals and reduce the environmental impacts that may occur from the Company’s energy use. This is to maintain the rate of continuous reduction in externally purchased energy use, while promoting activities related to reducing carbon emissions whenever possible.

Implementation in 2024

Management of energy consumption proportions

The company has a policy that focuses on using energy efficiently to reduce the impact on the environment and climate change. The guidelines are to increase the use of electricity from renewable energy sources and increase energy efficiency. In 2024, the company's energy use will cover the area of the head office building from two types of energy sources: non-renewable energy sources and renewable energy sources, as follows:

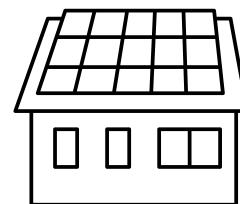
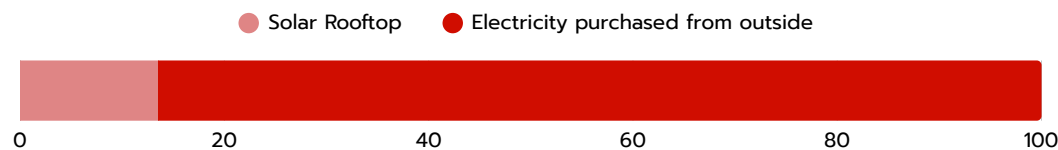
From depleted energy sources

Electricity from direct production sources in 2024 uses electricity from the Metropolitan Electricity Authority of all energy used, used for air conditioning systems, lighting, and normal activities within the company, amounting to 1,795,000 kilowatt-hours, or 86.48 percent.

From renewable energy sources that are naturally renewable

The company is committed to using renewable energy to generate electricity, starting with the installation of Solar Rooftop panels on the roof of the head office building, which is installed by JGS Synergy Power Co., Ltd., a subsidiary of Jaymart, which operates renewable energy businesses with integrated services. In 2024, electricity generated from renewable energy sources, or Solar Rooftop, is 242,700 kilowatt-hours, or 13.52 percent of total energy used.

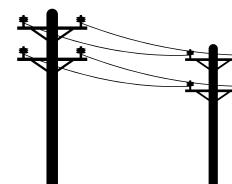
Proportion of total energy use in 2024 (percent)



Solar Rooftop

242,700 kWh

13.52%



Electricity purchased from outside

1,795,000 kWh

86.48%



Data Center Energy Management Plan

The Cold Aisle Containment system installation in the data center of Jaymart Group Holdings Public Company Limited is one of the important measures that reflects the company's commitment to efficient energy management. This system is designed to control the temperature management within the data center appropriately by separating the cool air released from the air conditioning system and the hot air released from IT equipment to prevent improper air circulation that may affect the efficiency of the computer system. This zone separation allows the IT equipment to work in the most suitable environment by maintaining the appropriate temperature for operation, reducing the risk of damage that may occur from heat accumulation, which may lead to system disruption. In addition, the Cold Aisle Containment system also increases the efficiency of the cooling system in the data center by reducing the need for excessive air conditioning work, resulting in a significant reduction in overall energy consumption, leading to a long-term reduction in operating costs while also reducing greenhouse gas emissions, which are a major factor in the current climate change. In addition, the data center has been certified with the international standard ISO/IEC27001:2022 to ensure that data and systems within the data center are protected from both internal and external threats, such as cyber attacks, data leaks, or unauthorized access. This operation not only enhances environmental sustainability But it also reflects the company's focus on developing operational processes that comply with international standards for energy management and environmental responsibility. The company believes that investing in this environmentally friendly technology will help build confidence among customers and business partners, and support its goal of creating a truly sustainable organization in the long run.

The company also has a comprehensive data center energy management plan, such as:

1. Use of renewable energy: Use energy from solar power sources to reduce dependence on electricity from fossil fuels.
2. Using real-time energy monitoring system: To continuously monitor and improve the energy consumption of equipment in the data center.
3. Reduce resource usage by switching to digital systems, such as cloud storage instead of paper.

Data Center Energy Usage Effectiveness (PUE)

In the year 2024 operations are equal to **1.62 PUE**

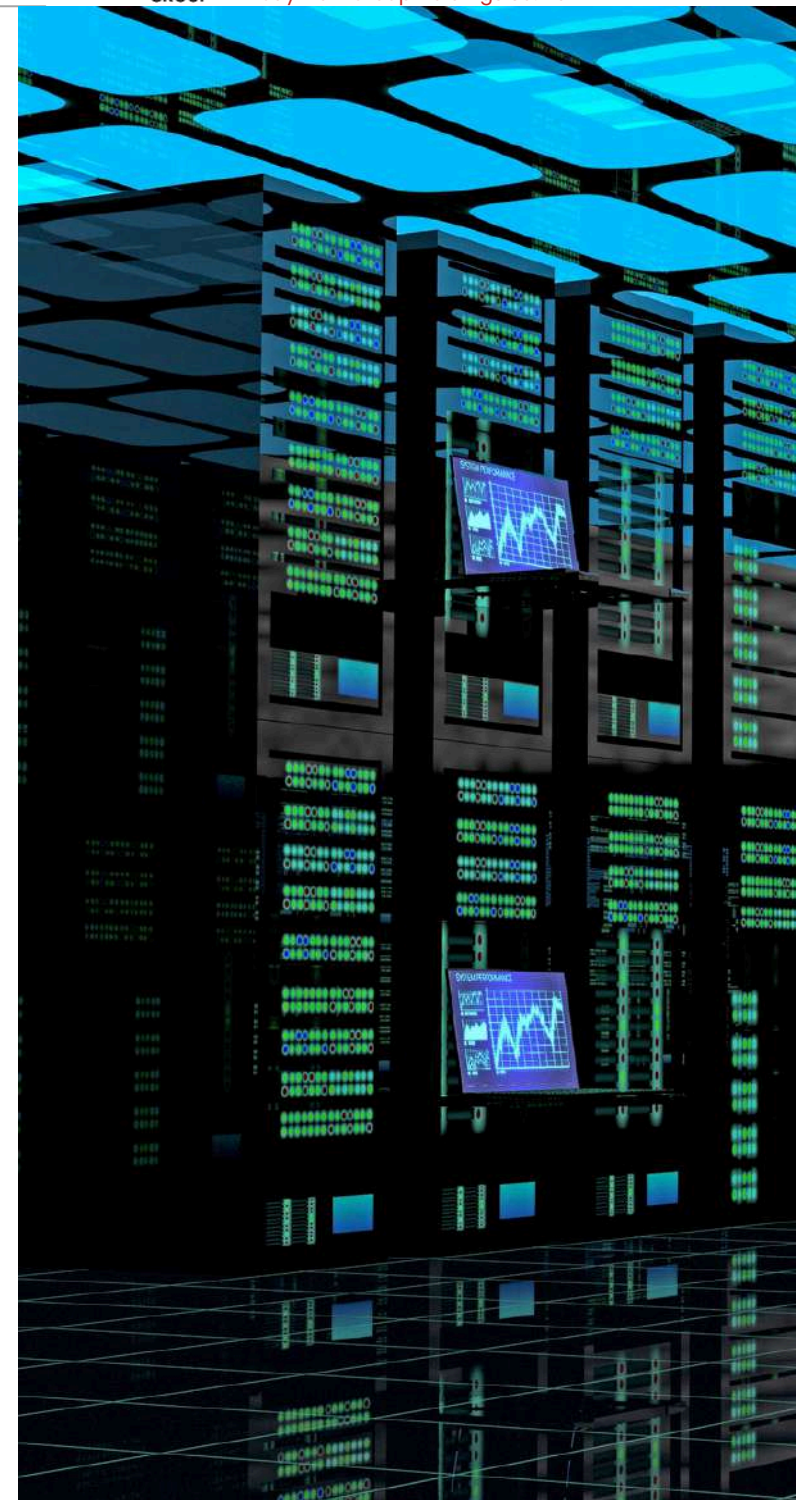
*Good in terms of energy efficiency, especially when compared to the industry average for data centers, which can have a PUE higher than 2.0.

note :

1. PUE stands for Power Usage Effectiveness, which is a standard used to measure the energy efficiency of a data center. It is calculated by taking the ratio of the total energy used by the data center to the energy used by IT equipment only.

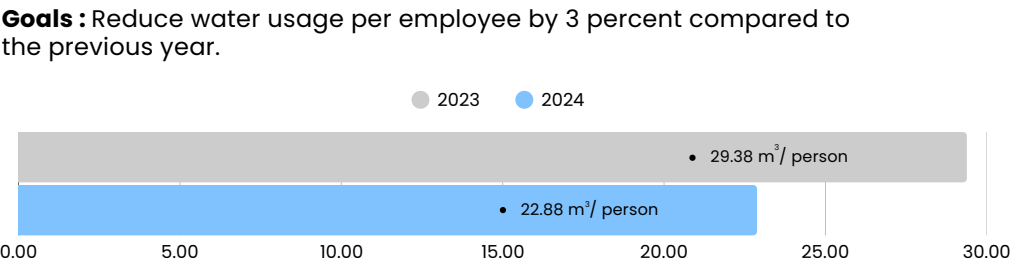
PUE calculation formula = (Total Facility Power)

(Total electrical power used by IT equipment in the data center (Total IT Power))



Water management

Water management goals and performance



Performance results for 2024: When calculating the average number of employees per year with the amount of water used
 In summary, in 2024, tap water usage decreased by 22.12 percent compared to the previous year, 2023.

Importance

Water resources are considered as a very important resource for human life and economic development of the country. Because water resources play an important role in agriculture, industry, recreation and other human activities. However, the current intensification of climate change has significantly affected the quantity and quality of water resources. These factors include many factors such as physical shortages that cause unseasonal rain, resulting in water shortages (droughts) and floods (floods), as well as inefficient water management or inadequate infrastructure for appropriate water allocation. Due to these problems, effective water resource management is a major challenge for utility providers, both in terms of providing sufficient water for various business activities without violating the rights of individuals, juristic persons or other related groups that rely on water resources together. Jaymart recognizes the importance of water resource management in the organization by emphasizing the efficiency of water management in order to allocate water sufficiently and sustainably. In addition, the company is committed to taking care of the quality of wastewater before releasing it outside the area. This process aims to prevent negative impacts on the community, society and the surrounding environment.



Water management guidelines

As a leader in retailing mobile phones and technology devices, Jaymart does not directly use water in its core business, but water resources are still important and necessary for daily life, both for consumption and consumption. In order to be in line with the goal of sustainable water management and to prevent negative impacts from the water resource crisis, the company is committed to promoting employees to use water efficiently and cost-effectively to reduce unnecessary water loss. To ensure that water resources are used to the greatest benefit, the company regularly inspects and maintains water-related equipment to ensure readiness and reduce water loss from damaged equipment. In addition, the company has additional measures to install septic tanks and aeration tanks to treat water before releasing it outside. This treatment process is done to ensure that wastewater from the company's operations does not cause negative impacts or create pollution to nearby communities and the surrounding environment. Jaymart also campaigns and educates employees about the efficient use of water and other resources within the organization by organizing activities and training to raise awareness of the importance of water conservation, including introducing methods to save water in daily life, both at work and at home.

Implementation in 2024

Water management

The company currently uses water from external suppliers, with thorough inspection and certification of the water source to ensure that the water received is of high quality and comes from reliable sources. In addition, the water quality is regularly inspected to ensure that the water used meets the standards and complies with the requirements of the organization's internal water quality improvement system. The company emphasizes promoting and instilling awareness in employees about water resource conservation, focusing on the efficient and most beneficial use of water. The company has conducted public relations through various channels within the organization and installed campaign signs to encourage employees to use water economically, focusing on areas where water is frequently used, such as bathrooms, sinks, and dishwashing sinks. In addition, equipment related to water use is continuously inspected and maintained to ensure that the equipment is ready for use, with no damage or leakage that could cause unnecessary water loss, which is part of the company's efficient and sustainable water resource management.

Wastewater treatment before disposal

The Company places importance on managing the potential positive and negative impacts from its operations, both on the environment, communities, and natural resources. To ensure that the Company's processes and operations are sustainable and responsible, the Company has chosen to use a wastewater treatment system by adding microorganisms, which supports water circulation and promotes the decomposition process of organic substances in wastewater. This process effectively reduces the amount of pollutants in wastewater, improves the quality of wastewater, and complies with legal requirements before it is released into external water sources. Such measures also help prevent potential impacts on surrounding communities, natural water sources, and the local ecosystem. The Company focuses on ensuring that every step is carried out in strict accordance with environmental standards, and continuously monitors the quality of wastewater to ensure that the treatment process is correct, efficient, and can protect the environment in the long run. It also demonstrates its commitment to sustainable development. The Company will not only comply with relevant laws and standards, but also continuously emphasize creating positive impacts on society and natural resources in order to build trust from the community and participate in environmental conservation for future generations.



Electronic waste management and end-of-life product management



Importance

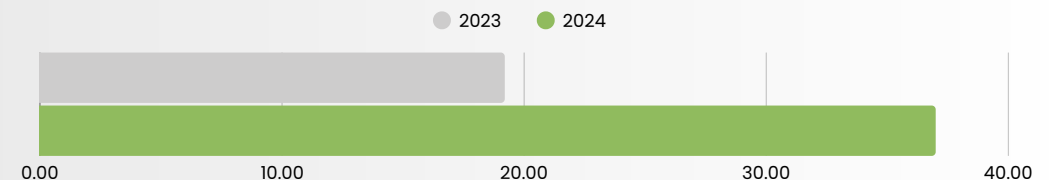
Jaymart Group Holdings Public Company Limited is aware of the rapid changes in technology today, which causes consumers to frequently change their devices in order to use them effectively according to modern technology. However, this change leads to the problem of e-waste that is continuously increasing every year. Therefore, the Company places importance on managing hazardous waste (e-waste) generated from the Company's business operations in a proper and environmentally friendly manner, and focuses on creating business opportunities by collaborating with business partners who share the same vision in offering products and services that prioritize environmental responsibility to customers. This commitment not only helps to enhance the Company's image as a leader in sustainable business, but also helps to increase customers' confidence and trust in the Company's products and services, as well as creating sustainable trust in the brand value in the long run. Jaymart Group Holdings Public Company Limited intends to develop strategies and innovations for managing e-waste more effectively by studying and implementing best practices to ensure that the Company's business operations truly benefit both society and the environment.

Goals and performance of e-waste management

Goals

- Short-term: Increase the e-waste collection rate to 10% by 2026 compared to the base year of 2023.
- Long term: Achieve a 40 percent e-waste collection rate by 2030.

Performance results for 2024: In 2024, a total of 37 kilograms of electronic waste was collected, an increase of 7.3%.



Operations in 2024

Throwing away E-Waste is equal to planting



On Tuesday, July 23, 2024, Mr. Dusit Sukumvitaya, Chief Executive Officer of Jaymart Mobile Co., Ltd., joined an important activity that the company has collaborated with Advanced Info Service Public Company Limited (AIS), Phaya Thai District Office, Prukha Holding, and many partner networks in the activity “Discarding E-Waste is equal to planting”, which is a project that links the disposal of electronic waste with tree planting, with the concept of 1 piece of electronic waste = 1 tree, to jointly create green spaces and promote environmental conservation. This activity was organized to celebrate the auspicious occasion of His Majesty the King’s 6th cycle birthday anniversary (72nd birthday) on July 28, 2024, with the Governor of Bangkok presiding over the ceremony and giving saplings to representatives from 46 partner organizations participating in the project, one of which was Jaymart Mobile Co., Ltd., which received 368 saplings. These saplings will be planted in many areas to restore the environment, increase green spaces, and raise awareness about the importance of taking care of nature sustainably, with a commitment to supporting environmental conservation. Jaymart has raised the level of the activity “Thais without E-Waste with Jaymart” which is a project in collaboration with AIS to expand the efficient management of e-waste. The plan is for every Jaymart Store to act as a collection point for e-waste to enter the recycling process that meets international standards and operates under the concept of Zero E-Waste to Landfill or waste management without leaving any in the landfill.

Jaymart delivers 368 trees to Kasetsart University, Kamphaeng Saen Campus.

Jaymart Group Holdings Public Company Limited, following the project “Discarding E-Waste is equal to planting, creating green space” with AIS “Collecting 1 piece of E-Waste is equal to 1 tree”, with the project period from April 1 to July 19, 2024, which has been publicized within the group of companies to encourage employees to participate in collecting unused electronic waste (E-Waste). As a result of the cooperation and determination, the company was able to collect up to 368 pieces of E-Waste, which is consistent with the number of trees received of 368. These trees consisted of various species of trees, such as mahogany trees, pink trumpet trees, teak trees, red sappanwood trees, and silver oak trees. On September 26, 2024, the company continued the project by delivering all the trees to support the planting and conservation of green spaces in the university. This delivery not only reflects the company’s commitment to supporting the conservation of natural resources, but also reflects the company’s intention to cooperate with both government and private agencies to expand the creation of a sustainable society in the long term. The company believes that promoting employees and society to see the importance of proper e-waste management This will be another important step towards creating a sustainable future. By implementing this approach in all sectors, it will help create real changes in environmental care and the creation of green spaces.



Campaign: Peace of mind (Aunjai) for Thai post offices, hunting for E-Waste



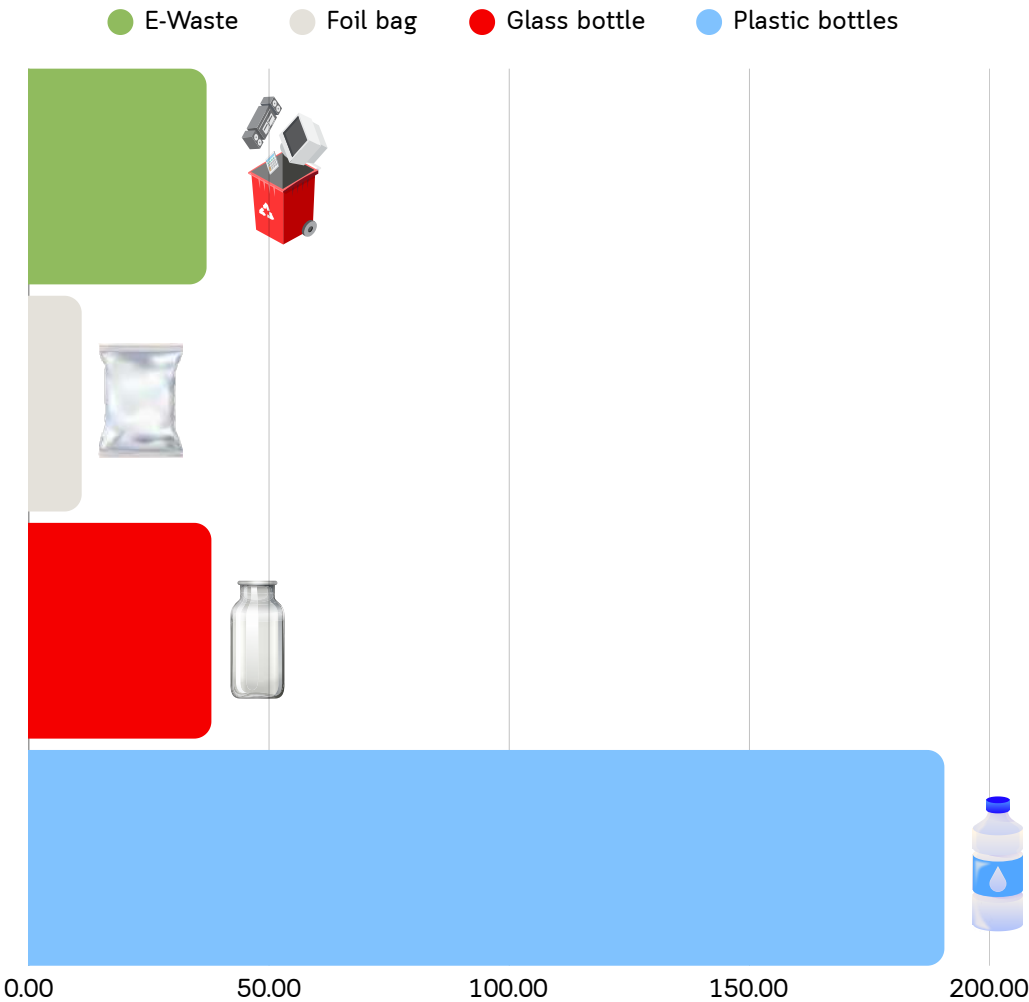
Jaymart Group Holdings Public Company Limited, together with Jaymart Mobile Company Limited, have joined the national campaign for 2024 with AIS International E-Waste Day by organizing the campaign “Aun Jai Pai Thua Thai, Hunting for E-Waste” to encourage everyone to join hands in tackling the problem of electronic waste that affects the environment. Under this campaign, Jaymart is committed to the mission “Hunting for E-Waste to Save the World”, inviting everyone to be aware of the dangers of electronic waste. We invite people to join in disposing of E-Waste in an appropriate place for proper management. E-Waste can be disposed of at Jaymart Store in 10 pilot branches, all Thailand Post offices, AIS Shops, and over 2,700 waste disposal points nationwide, conveniently and comprehensively. In addition, Jaymart also supports the elevation of the HUB OF E-WASTE or the smart electronic waste management center in Thailand to systematically and efficiently manage the electronic waste problem, aiming for proper recycling to create a valuable circular cycle. Raising awareness on this issue is part of the mission. Decarbonization is an important factor that will reduce greenhouse gas emissions and have a positive impact on the environment. Jaymart believes that with cooperation from all sectors, E-Waste management can be done sustainably to create an environmentally conscious society and a bright future for the world.

Waste Exchange Points

With the Power of Synergy, the company has collaborated with J Elite Co., Ltd., a subsidiary company that operates in the information technology and computer service business and is the administrator of J Wallet and J Point, to organize the “Waste Exchange Point” activity with the objective of increasing channels to create awareness and encourage employees to participate in proper waste disposal, as well as promoting awareness of sustainable environmental care in an environmentally friendly manner. This activity focuses on creating an efficient ecosystem for e-waste management, from creating knowledge for employees to understand the problem of e-waste and its impact on the environment to promoting employee participation in proper waste separation and disposal under the Zero E-Waste to Landfill process, which is a concept for e-waste management with a method that does not leave waste for landfill according to international standards. To encourage employees to fully participate in the activity, every month, a waste collection point is opened that accepts e-waste, plastic waste, and aluminum waste. Employees can bring specified waste such as plastic bottles, straws, cans, shiny bags, as well as unusable electronic devices such as mobile phones, tablets, charging cables, etc. to the service point to exchange for J Points through the system, where employees can accumulate points and use the points received in various specified activities. In addition, the “Waste Exchange Point” activity also encourages employees to create continuous and systematic waste separation behavior. This helps promote more efficient waste management within the organization. In the future, there is a plan to expand the project to waste management outside the organization to create a positive impact on society at large. The company intends to use this project as a starting point to create good changes and is committed to further developing the environment to create a sustainable organization and promote environmentally friendly growth in the future.



Graph summarizing the results from the 2024 Waste Exchange Points activity



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From the activity "Waste for Points" in 2024, it was found that employees in the organization brought waste to exchange for J Points that could be recycled, totaling

274.58 KG

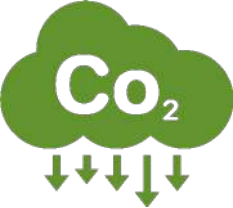
Total J Points awarded to employees

83,935 J Point

Jaymart supports expenses to promote activities for employees in the group, totaling more than 12,590.25 baht.


”

From the waste-for-points activity, it helps reduce the total amount of greenhouse gases.



Helps reduce the amount of greenhouse gases

262.487 kgCO2eg



Equivalent to the CO2 absorption/year of trees

17 Trees

Paper Management

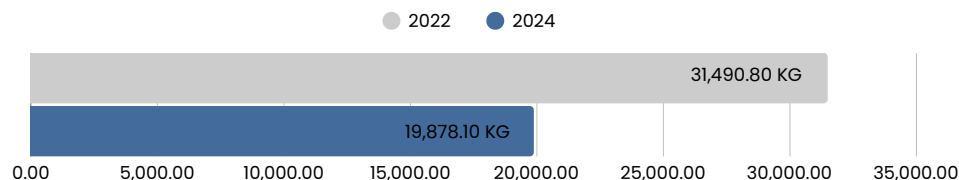


Paper management goals and performance

Goals

- Short term: Reduce paper usage by 10% by 2026 compared to the base year of 2022.
- Long term: Reduce paper usage by 25% compared to the base year 2022.

Performance results for 2024: Paper usage decreased by 36.90% compared to the base year.



Importance

In the company's business operations, from the procurement process, personnel recruitment, presentation documents, contract documents, accounting documents, legal documents, public relations media, to issuing receipts to customers, all require paper, which results in a reduction in the number of trees that help absorb greenhouse gases. It also causes the use of electricity and water for paper production, all of which result in an increase in greenhouse gases. In order to be a part of achieving the goals of the United Nations Framework Convention on Climate Change (UNFCCC) and the global climate crisis management framework, the company is aware of the impact of paper on the global warming crisis. Therefore, it is committed to managing paper usage within the organization effectively, reducing paper usage in business activities as much as possible, and developing systems to support business activities to reduce paper usage. In addition to reducing the use of natural resources, these systems also effectively respond to the current business model.

Waste management guidelines

Jaymart Group Holdings emphasizes sustainable development and the most efficient use of resources. We have initiated the use of E-Document innovation within the organization, which is one of the important measures that helps reduce the amount of paper usage in a tangible way. This innovation significantly contributes to the conservation of natural resources, especially in reducing the use of paper that may affect forests and ecosystems. It also increases the efficiency of storing and accessing information systematically, allowing the organization’s internal management to run smoothly, with high security, and reducing the risk of losing important documents. It also helps support the business to be environmentally friendly in the long run. Guidelines for continuous paper usage reduction

- Expanding the use of the E-Document system to all departments in the organization
- Development and application of E-Document program with data storage accuracy
- Promoting paperless office through employee training

Development of E-Document System in Organization

- 1.Reduce paper use and conserve the environment
- Switching to electronic documents reduces the amount of paper used in business processes, reducing the need to cut down trees and the amount of waste from unnecessary documents.
 - Reduces ink usage and energy used in printers, which helps reduce carbon footprint, a cause of global warming.
- 2.Efficient data storage and management
- E-Document helps organize data storage, makes it easy to search and retrieve data, and reduces the problem of document loss from paper storage.
 - Facilitate sharing and access to information between departments within the organization, making work more continuous and efficient.
- 3.Data Security
- The E-Document system comes with measures to control access to documents through permission setting, which can prevent data leakage.
 - Cloud backup and data encryption are provided to protect against cyber threats and loss of important data.

Paper usage data at Jaymart Head Office (as of 31 December 2024)

Use of paper	unit	2022	2023	2024
Paper usage	kg	31,490.80	23,225.40	19,878.10
Amount of paper purchase value	baht	570,984.10	477,776.4	385,922.3

- Note: (Total water usage/Number of employees in the organization area = Water usage per number of employees in the organization area)
- The amount of paper usage in 2024 has decreased from the base year 2022 by 36.90% or equal to 11,612.7 kilograms, equivalent to the CO2 absorption/year of 197 trees.
- This represents a savings of up to 185,061.8 baht.

Waste management



Importance

The Company's business operations involve the generation of waste from both the production and consumption processes, including waste generated in the daily lives of employees, such as waste from office consumption, waste from the use of worn-out office equipment, used paper, various packaging materials, and the Company's products that have expired or are worn out. The Company is aware of its role as a contributor to environmental impacts, as well as as a person affected by environmental problems. For this reason, the Company seriously emphasizes the reduction of waste generated in all processes by implementing various measures to conserve resources and maximize the use of available resources.

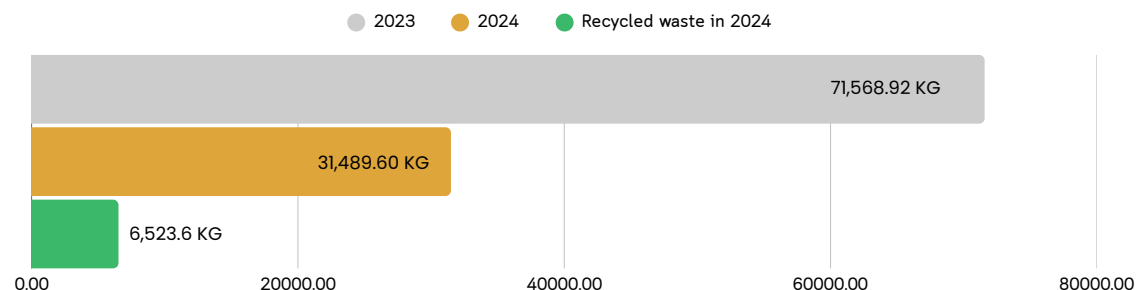
Waste management goals and performance

Goals

- Reduce the amount of waste generated from internal operations by 10% per employee by 2026 compared to the base year of 2023.
- The amount of waste that can be recycled is not less than 10% of the total amount of waste in 2024.

Performance results for 2024

- In 2024, the amount of waste generated from internal operations decreased by 56.59% per average number of employees at Jaymart Head Office.
- The amount of waste that can be recycled is 20.72% of the total waste in 2024.



Waste management guidelines

The Company realizes the importance of waste management, not only within the group of business operators but also the surrounding communities, to prevent negative impacts that may arise from business activities in all aspects. This management is integrated with the environmental, social and corporate governance (ESG) dimensions to ensure that the organization does not violate the rights of all stakeholders and prevent waste management problems that may arise from the business process. The Company is committed to reducing the impact on nature, the environment and global warming through sustainable waste management approaches by initiating various projects, such as joining the Care the Whale network with the Stock Exchange of Thailand to promote the organization's waste management. In addition, the Company has campaigned for employees to reduce waste creation from the beginning, separate waste before disposal and manage waste correctly according to type, and support the reuse of waste for maximum benefit through the process of reusing and adding value to old items. The Company realizes that improper waste management can have a severe impact on the environment. Therefore, the Company supports and encourages all executives and employees to participate in the waste management process continuously through various projects to control and reduce possible impacts to the least, in line with the goal of sustainable and environmentally responsible business operations.

Implementation in 2024

Waste management

Protect the Earth With 7R

บริษัท เจมาร์ท กรุ๊ป โฮลดิ้งส์ จำกัด (มหาชน) และบริษัทในเครือ (บริษัทฯ) ได้ให้ความสำคัญกับการผนวกหลักการด้านความรับผิดชอบต่อสิ่งแวดล้อมเข้าเป็นส่วนหนึ่งในกระบวนการดำเนินงานขององค์กรอย่างเป็นระบบ เพื่อกระตุ้นให้พนักงานและผู้มีส่วนเกี่ยวข้อง มีจิตสำนึกที่เข้มแข็งในด้านการอนุรักษ์สิ่งแวดล้อม การใส่ใจงานอย่างมีประสิทธิภาพสูงสุด และลดการใช้ทรัพยากรอย่างสิ้นเปลือง จึงได้มุ่งเน้นการคัดแยกขยะอย่างถูกต้องตามหลัก 7R ซึ่งเป็นส่วนหนึ่งของการดำเนินชีวิตแบบ Zero Waste to land fill คือ การลดขยะให้มากที่สุด และใช้ทรัพยากรธรรมชาติให้เกิดประโยชน์สูงสุดจนมีขยะเหลือกลับลงถังขยะน้อยที่สุด หรือไม่มีเลยนั่นเอง

ชวนทุกคนรวมพลังสร้างโลกให้สะอาดร่วมทำใจคำว่า “ขยะ” ให้หายไป หากทางใช้ให้ดีที่สุดด้วย 7R

Reduce

การลดการใช้ และการบริโภคทรัพยากรที่ไม่จำเป็น ซึ่งเป็นขั้นตอนแรก ในการลดปริมาณขยะที่เกิดขึ้น โดยการพิจารณาว่าสิ่งใดที่ไม่จำเป็นจะต้องใช้จริงๆ และลดการซื้อสินค้าที่ไม่จำเป็นจริงๆ

Reuse

การใช้ทรัพยากรให้คุ้มค่าที่สุด โดยนำสิ่งของหรือวัสดุกลับมาใช้ใหม่แทนการทิ้ง ซึ่งช่วยลดการสร้างขยะใหม่

Refill

การนำภาชนะที่ใช้แล้วกลับมาใช้ใหม่ โดยเฉพาะในกรณีของผลิตภัณฑ์ที่สามารถเติมได้ ซึ่งช่วยลดการใช้บรรจุภัณฑ์ใหม่

Return

การส่งคืนบรรจุภัณฑ์กลับสู่ผู้ผลิต เช่น การส่งคืนบรรจุภัณฑ์ที่เป็นขวดแก้ว แก้วพลาสติก พลาสติก เพื่อให้นำมาผลิตบรรจุภัณฑ์ใหม่ได้

Recycle

การเลือกใช้ทรัพยากรที่สามารถนำกลับมาใช้ใหม่ เพื่อช่วยลดปริมาณขยะ และลดการปล่อยของเสียสู่สิ่งแวดล้อม ซึ่งการรีไซเคิลเป็นวิธีที่ไม่ประสทธิภาพ ในการนำวัสดุกลับมาใช้ใหม่ และลดการใช้ทรัพยากรใหม่

Replace

การนำทางเลือกใหม่มาใช้แทนพลาสติกใช้ครั้งเดียวทิ้ง เช่น การใช้แก้วน้ำหรือกระติกน้ำพกพาแทนการใช้แก้วน้ำพลาสติกแบบ PET หรือ PP ซึ่งจะช่วยลดการใช้พลาสติกในชีวิตประจำวัน

Repair

การซ่อมแซมสิ่งของที่ชำรุดแทนการทิ้ง เพื่อให้สามารถใช้งานได้ต่อไปได้ ซึ่งไม่เพียงช่วยลดขยะ แต่ยังช่วยประหยัดค่าใช้จ่ายในการซื้อของใหม่

รวมพลังสร้างโลกให้สะอาด 7R

02-308 9000#8152, #8053 | <https://www.jaymart.co.th> | jaymartgroup.asg@jaymart.co.th

The Company focuses on supervising all units and business groups under the Company's operations to comply with appropriate waste management guidelines by promoting employees and related units to jointly use the 7Rs principle to reduce waste.

- **R-Reduce:** Reducing the use and consumption of unnecessary resources, which is the first step in reducing the amount of waste created, by considering what is not really needed and reducing the purchase of products with unnecessary packaging.
- **R-Reuse:** Using resources to their full potential by reusing items or materials instead of throwing them away, which helps reduce the creation of new waste.
- **R-Refill:** Recycling used containers, especially in the case of products with refillable packaging, which reduces the use of new packaging.
- **R-Return:** Returning packaging to the manufacturer, such as choosing to use glass bottles instead of plastic bottles, so that consumers can return the bottles to the manufacturer. The manufacturer will then clean, disinfect, and reuse the bottles, which reduces plastic usage and promotes resource circulation.
- **R-Repair:** Repairing damaged items instead of throwing them away so that they can be used again, which not only reduces waste but also saves on the cost of buying new ones.
- **R-Replace:** Using alternatives to replace single-use plastics, such as using a drinking glass or a portable water bottle instead of using PET or PP plastic cups, which will help reduce the use of plastic in daily life.
- **R-Recycle:** Selecting reusable resources to help reduce the amount of waste and reduce the release of waste into the environment.

Systematic waste and garbage management is an important part of the company's environmental policy to create sustainability for the organization and help reduce negative impacts on the environment in the long term.

Care the Whale Project members “Invisible Glass Bottle Waste” donate Osotspa products to Jak Daeng Temple



On May 2, 2024, Jaymart participated in the product donation activity from Osotspa Public Company Limited, which was a result of the cooperation of partners in sorting used glass bottles, totaling more than 41,288 kilograms, and received a contribution from the glass bottle waste collection, totaling 20,644 baht. The money and resources received were given to Phra Ratchawacharabhandit (Pranom Thammalangkar), the abbot of Jak Daeng Temple, to support public welfare activities and various projects of the temple that aim to promote the well-being of the community. Jaymart also had the opportunity to visit the waste management and recycling process within Wat Jak Daeng, which is an important example of turning waste into useful products, to learn and exchange good practices in effective waste management. The activity aimed to encourage member organizations and business partners to realize the importance of waste separation at the source, especially waste that can be recycled properly. It also focused on sending recyclable waste to the correct waste management process to reduce the impact on the environment and create a culture of sustainable resource management at both the organizational and community levels.

Foil Bag Project with Jaymart Go Green (Project to separate plastic snack bags into a recycling process)



Jaymart starts a new waste sorting project for recycling in the “Glittering Bags” project with Jaymart Go Green, changing “waste” from worthless snack bags into valuable “aluminum”. By inviting employees in the organization to jointly discard and separate the glittery bag waste, in order to focus on transforming used packaging into valuable products, creating awareness about waste separation and the benefits of transforming waste. Currently, there is a sustainable solution to the problem of plastic bag waste or sparkling snack bags by developing innovative machinery to recycle plastic waste or better known as “Foil bags”, creating added value by focusing on transforming used packaging into valuable and useful products, as well as being environmentally friendly, helping to reduce the amount of greenhouse gas emissions, in line with the goal of reducing net zero greenhouse gas emissions.

In 2024, Jaymart will sort all “Foil bags” waste.

11 KG

Plastic bottles, exchange for J POINTS



On June 29, 2024 at BG Stadium, Thanyaburi District, Pathum Thani Province, in the competition of IDOL LEAGUE 2 Presented by Jaymart, there was an activity to exchange plastic bottles for points (1 bottle = 10 J Points) to deliver plastic bottles to Wat Jak Daeng to be recycled into a monk's robe or "Phuk Sukul, Jivara from recycled plastic bottles". One monk's robe uses 15 recycled plastic bottles, and one set of monk's robes uses 60 bottles. The production process uses an innovative method to transform it into a piece of high-quality monk's robe, each piece is sewn and dyed in royal colors, in accordance with the Buddhist precepts.

In the event, participants can bring plastic bottles to exchange for points, up to 1,000 bottles or 30.50 kilograms, which can make 66 robes or 16 sets of monk's robes.

Therefore, the process of recycling PET bottles helps slow down the use of natural resources that will be used, reduce energy, and can reduce the carbon footprint or the amount of greenhouse gases released in the production process of new plastic. By bringing PET plastic back to be recycled, it can be transformed into creative products that are environmentally friendly.

Halloween : From Waste to wow



Jaymart organized a special event with its subsidiaries to welcome Halloween under the name "Halloween: From Waste to Wow". This event aims to promote environmental conservation through the creation of handicrafts from recycled waste. It is the use of waste or unused items to create new benefits through the recycling process to reduce the amount of waste and the impact on the environment.

This activity emphasizes on giving employees and participants the opportunity to show their creativity and imagination by using recycled materials such as paper, plastic, or other items that are often overlooked or discarded to create new items or decorations in a Halloween theme to show the value of recycling and create a good sense of using resources efficiently. In addition to creating beautiful and interesting handicrafts, the "Halloween: From Waste to Wow" activity also raises awareness of sustainable waste management and inspires employees, participants, and the surrounding society to focus on recycling and using resources wisely.

Greenhouse gas management



The 27th United Nations Conference on Climate Change (COP27) in 2022 emphasized the important goal of controlling or reducing global temperatures to no more than 2 degrees Celsius. In addition, the current greenhouse gas or global warming crisis has spread and caused impacts and damages all over the world. It is a situation that humans must face inevitably. Therefore, the issue of global warming and climate change has received widespread attention in recent years, both internationally and publicly. This can be seen from the United Nations Framework Convention on Climate Change (UNFCCC), which is a collaboration of international organizations to solve the problem of global warming. Global warming does not only make the world's temperature hotter and the seasons change, but also brings new epidemics, unexpected natural disasters such as storms, severe floods, tsunamis, landslides, earthquakes, and many other natural phenomena that cause great damage to humanity. The changes have affected people's lives, consumption behavior, and financial situations, as well as the issuance of new regulations to determine guidelines for solving the problem.

Greenhouse gas management guidelines

The company realizes the importance of greenhouse gas management, therefore, it has initiated various projects to support the reduction of greenhouse gas emissions from various activities in the business process. The JMART Go Green project is a campaign to reduce the use of resources and energy within the company, increase the proportion of renewable energy use instead of fossil energy use, and apply technology to reduce the use of natural resources to support the reduction of greenhouse gas emissions. It also continuously operates the Care the Bear and Care the Whale projects with the Stock Exchange of Thailand to demonstrate the efforts to reduce greenhouse gases from various activities within the organization, which focus on reducing greenhouse gas emissions from business operations to meet the target, aiming for carbon neutrality by 2030 and aiming for net zero greenhouse gas emissions by 2050.

Greenhouse gas targets

Short-term Goal: The company is committed to reducing greenhouse gas emissions by 3% annually compared to the Business-as-Usual (BAU) scenario by the year

2030

Long term : The company aims to achieve Carbon Neutrality by the year

2050

Long term: Aiming for net zero greenhouse gas emissions (Net Zero Emissions) by

2065

Environmentally Friendly Corporate Governance

The Company is committed to achieving a balance between conservation and sustainable resource use, emphasizing the reduction of greenhouse gas emissions through systematic measures. The Company has integrated the use of renewable energy within the organization, such as installing solar rooftop power generation systems to reduce dependence on fossil fuels and support the use of environmentally friendly energy.

In addition, the Company has improved the cooling system and building management system to comply with environmental standards, and installed a temperature control system and automatic air conditioning on/off to reduce energy consumption efficiently. In terms of resource management, the Company has developed a comprehensive waste management system, aiming to become a Zero Waste organization by reducing the use of materials that create waste, such as campaigning to stop using single-use plastics and promoting waste separation for reuse or recycling. In addition, the Company has instilled environmental awareness in its employees through knowledge provision and activities that focus on changing behavior to reduce greenhouse gas emissions in daily life. With all these measures, the Company aims to create sustainability in every process of operations, not only to reduce the impact on the environment, but also to enhance awareness and shared responsibility of employees and stakeholders in all sectors, in order to move towards a truly sustainable and environmentally friendly future.

- 1

Increase efficiency in resource utilization, energy management and use of renewable energy.
- 2

Improve the cooling system and change the air conditioner to be environmentally friendly.
- 3

Classify and sort waste to be recycled.
- 4

Instill and change the behavior of employees in the organization.

Implementation in 2024

Install Solar Rooftop to reduce electricity costs and reduce greenhouse gas emissions.

In 2024, Jaymart will continue to operate with the goal of reducing external energy purchases and reducing greenhouse gas emissions. The company has installed On Grid Solar rooftop at Jaymart Building (Head Office) to increase the use of renewable energy in the group's operations, covering the rooftop area of Buildings A and B with a total size of 171.13 kilowatts, installed by JGS Synergy Power Co., Ltd., a subsidiary of Jaymart Group. The company purchased external electricity for use at Jaymart Building, Head Office in 2024 at 1,795,000 kWh, costing 8.37 million baht, and in 2023 at 2,039,987 kWh, costing 9.96 million baht. The electricity bill decreased by 1.59 million baht or 18.95 percent compared to the previous year due to the improvement of the building's new air conditioning system. and electricity production from solar power by Solar rooftop in 2024 which produced a total of 242,700 kWh of electricity, accounting for 11.91 percent of electricity usage in 2024, resulting in savings of approximately 1.06 million baht and helping reduce greenhouse gas emissions by up to 121,325.73 kgCO₂eq or equivalent to the absorption of CO₂/year by 8,089 trees.



Note: The amount of greenhouse gas absorption by trees depends on the tree species and its age, but generally, a single tree can absorb about 9-22 kg of CO₂ per year. Taking the average of 15 kg of CO₂ absorption per year as an example, we can calculate the number of trees required to offset 121,325.73 kgCO₂eq as follows: 121,325.73/15≈ 8,089 trees.



Care the Bear Project with the Stock Exchange of Thailand

The Company has continuously participated in the Care the Bear project initiated by the Stock Exchange of Thailand to demonstrate its commitment to reducing greenhouse gas emissions resulting from resource use and activities within the organization. The project has a key goal to drive the reduction of global warming through 6 key principles that help create guidelines and encourage all sectors to cooperate in reducing environmental impacts as follows:

- 1. Promote traveling by public transportation or traveling together.
- 2. Reduce the use of paper and plastic.
- 3. Avoid using foam from packaging or foam for interior decoration of activities.
- 4. Reduce energy consumption from electrical appliances or switch to energy-saving appliances.
- 5. Designed using recyclable decorative materials.
- 6. Reduce food waste in activities

Outcomes and goals of project participation

Applying the 6 principles from the Care the Bear project to internal activities has resulted in tangible benefits, effectively reducing resource and energy usage, whether the activities are organized onsite or online, such as meetings, trainings, events, shareholder meetings, and CSR activities. It also promotes the use of documents in electronic file format to reduce the use of paper and related resources. These management measures not only help reduce the cost of activities but also directly reduce the organization's carbon footprint, reducing greenhouse gas emissions by up to

1,825.69 Kilograms of carbon dioxide equivalent (kgCO₂eq), which is a significant value for environmental conservation.



Participating in the Care the Bear project not only helps the organization reduce greenhouse gas emissions from various activities, but also promotes the efficient and sustainable use of resources. It also helps employees become more aware of changing their behaviors to be more environmentally friendly. The company aims to create a sustainable positive impact on society and the environment by continuously implementing the specified guidelines and integrating these principles into daily work processes and activities to move towards an environmentally friendly future and play a role in supporting the sustainable reduction of global warming.

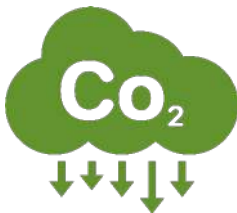


ลดคาร์บอนจาก Event
ลดโลกร้อน
พวกเราช่วยกันง่ายนิดเดียว

Summary of results from the event (information as of December 31, 2024)

*Summary of data from the Stock Exchange of Thailand Climate Care Platform – SET Social Impact

Activity	Participants	Reduce documents (sheets)	Reduce bottled water	Do not use foam food containers.
57 activities	7,324 people	69,240 sheets	1,055 bottles	4,950 pieces



Helps reduce the amount of greenhouse gases

1,825.69 kgCO₂eq



Equivalent to the CO₂ absorption/year of trees

203 Trees

Care the whale project with the Stock Exchange of Thailand

Care the Whale “Invisible Waste” is a project that focuses on reducing greenhouse gas emissions through effective waste management using the concept of “Invisible Waste”, which aims to eliminate the word “waste” from our way of life by making the most of resources before things are considered waste. It also applies the principles of the Circular Economy to waste management to create a proper and sustainable management path, which is part of solving the waste problem that leads to global warming. Our company has continuously participated in the Care the Whale “Invisible Waste” project, which aims to jointly solve environmental problems through waste management, starting from sorting, collection, and properly disposing of waste. In addition, we also support behavioral adjustments in waste management of our personnel and communities to be correct and efficient in order to achieve the goals with our partner network in the Zero-waste to Landfill project, which aims to eliminate waste from landfills in the future.

Guidelines for Project Participation



Jaymart has a clear approach to promote and develop waste management within office buildings by focusing on improving the waste sorting process from the beginning so that all types of waste are disposed of or recycled as much as possible in the correct and environmentally friendly way under the concept of “Invisible Waste” which aims to reduce the amount of waste to the minimum.

One of the important measures is to create awareness among employees about the importance of waste separation and to encourage all employees to have the correct knowledge and understanding of waste separation. The company has arranged a place for waste separation and clearly classified the types of bins at every necessary point in the office building to promote and support behavioral changes in waste disposal to be environmentally friendly.

Jaymart has set up a total of 13 waste sorting points to meet demand, covering the areas of Office Buildings A, B and C. Every point has bins classified into 3 types: 1) general waste, which is waste that cannot be recycled; 2) recyclable waste, which is waste that can be reused, such as plastic, paper and glass; and 3) organic waste, which can naturally decompose and can be used to produce compost.

This waste classification will facilitate employees to separate waste correctly from the beginning. Waste that has been separated can enter the recycling process or be disposed of according to type appropriately, efficiently, and environmentally friendly.

Summary of waste separation operations results

*From January 1 – December 31, 2024, a total of 365 days, can help reduce the amount of greenhouse gases as follows:



By classifying the types of waste separation as follows:

*Summary of data from the Stock Exchange of Thailand Climate Care Platform – SET Social Impact

Waste sorting list 2024	kg	kgCO ₂ eq	Number of trees
List of waste sorting items	26,036.60	32,900.43	3,655
Aluminum cans	2.34	21.36	2
Plastic tube	10.30	10.62	1
Glittering envelope	11.00	10.31	1
Electronic waste	37.28	43.62	5
Book	221.00	1,253.84	139
Glass bottle	232.60	64.20	8
Clear plastic bottles or PET bottles	542.08	558.89	62
Corrugated paper / Cardboard	1,918.00	10,881.77	1,209
A4 paper	3,535.00	20,055.82	2,228
Food scraps	14	0	0
General waste	24,966	0	0



Summary of the results of reducing greenhouse gas emissions at Jaymart Head Office (information as of December 31, 2024)

Activities to help reduce greenhouse gas emissions	unit	2024
Installing Solar Rooftop to reduce electricity costs and reduce greenhouse gas emissions	t CO ₂ e	121.33
Waste Exchange Points Activity	t CO ₂ e	0.26
Care the Bear Project	t CO ₂ e	1.83
Care the whale project	t CO ₂ e	32.90
Total amount of greenhouse gases reduced	t CO ₂ e	156.31





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

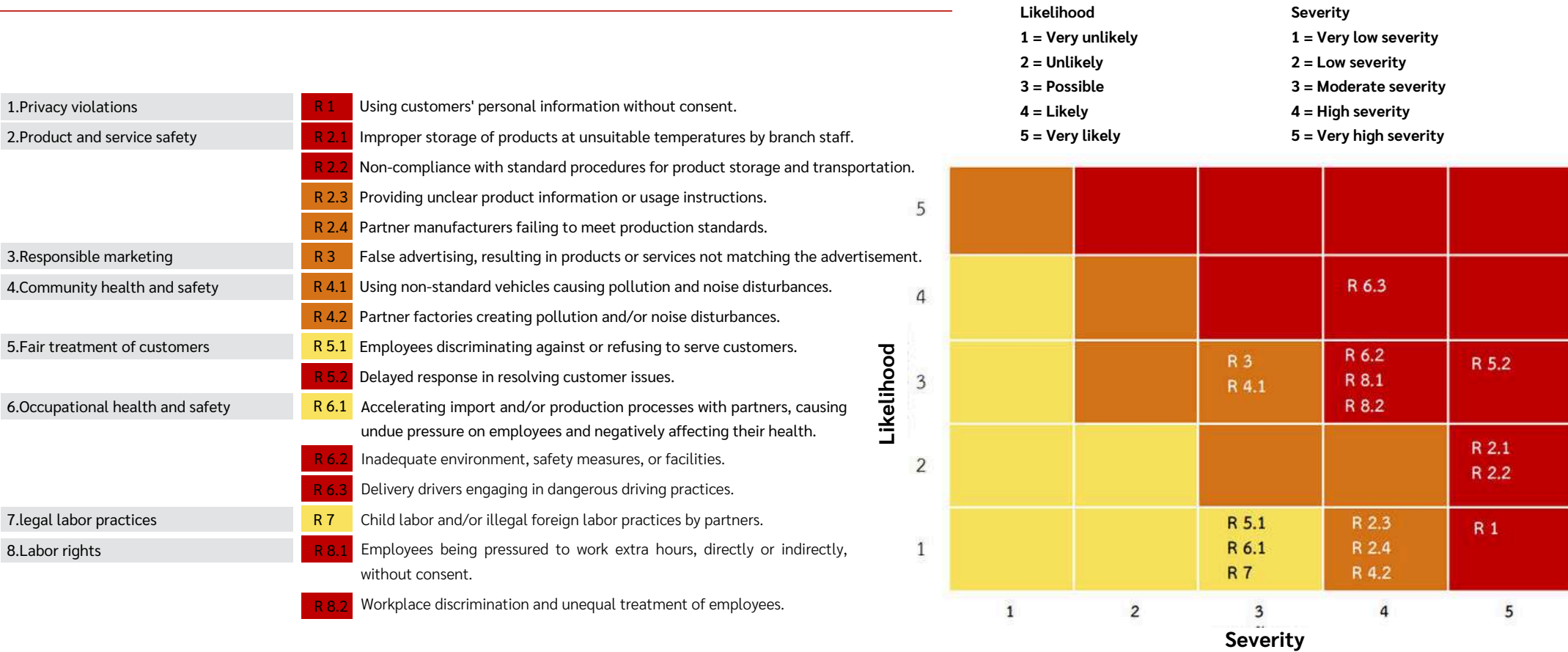


Step 1: Establish a human rights policy

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.

Step 2: Identify issues and assess the potential impacts of the company's activities.

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:



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

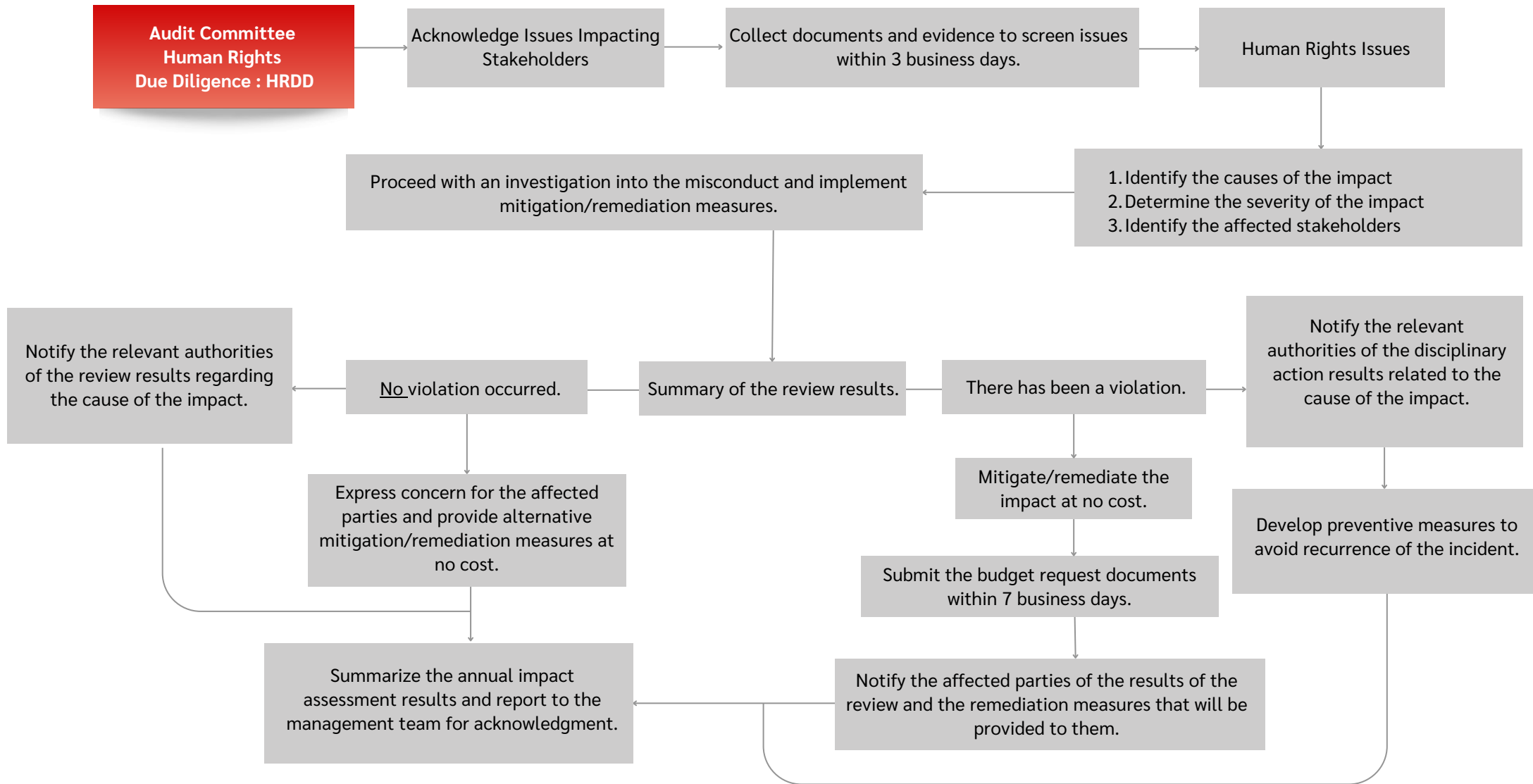
- 4.1. The parties involved in the complaints process follow up on reported incidents from all channels and collect data to proceed with the process of mitigating/relieving the impacts of human rights issues in all aspects (HRDD).
- 4.2. The management team shall review the human rights policy at least 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

1



- 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

2



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

3



- 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



Results of the implementation of employee potential development and advancement promotion



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
- Internai 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



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.

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

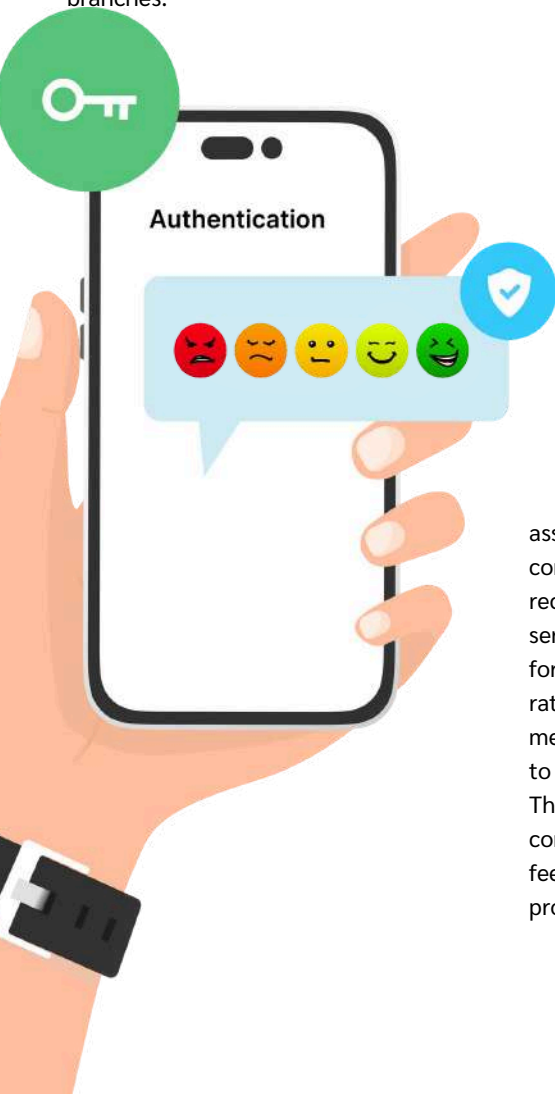
The proportion of satisfaction evaluation results at the level of 4–5 points, calculated as a **96.81%**, compared to the satisfaction evaluation level of all customers who responded to SMS.



- 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.



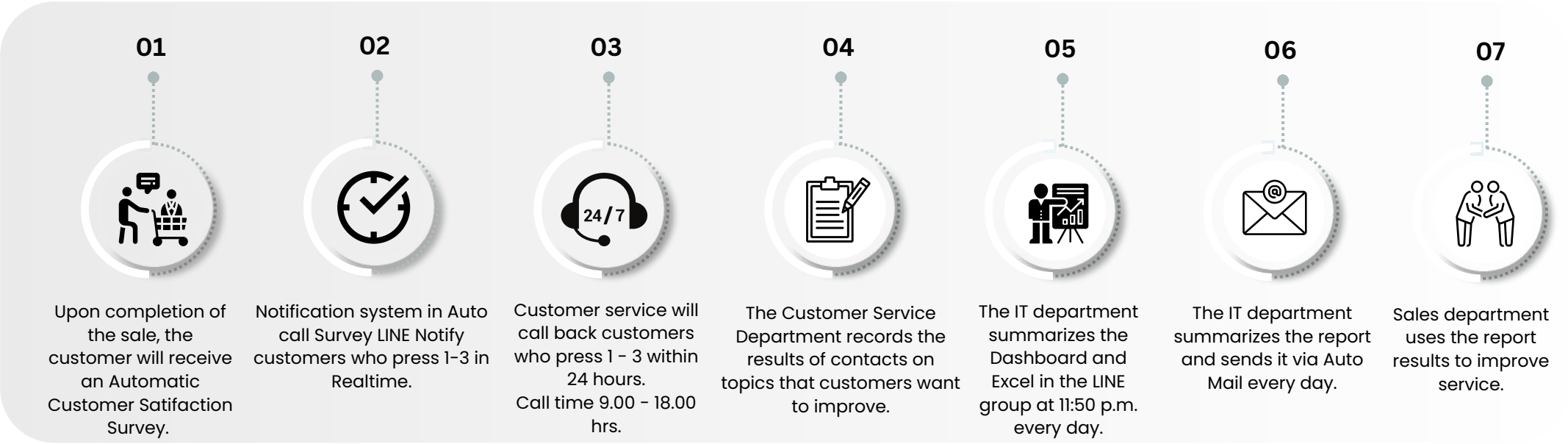
The content of the message reads, "Hello, Jaymart. In order to improve our service, please rate your satisfaction with the service of Jaymart branch staff most recently on a scale of 1-5. Press 5 for the most satisfied, press 1 for the least satisfied. Thank you for your satisfaction rating."

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)



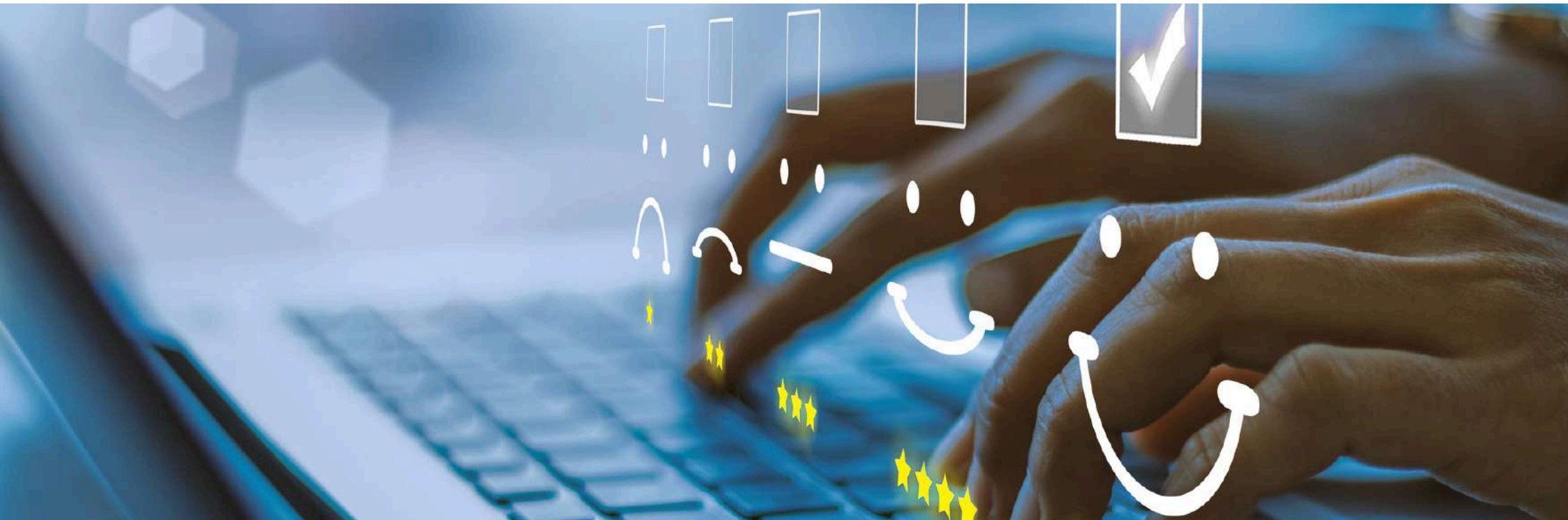
Customer Service Department

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

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.

“

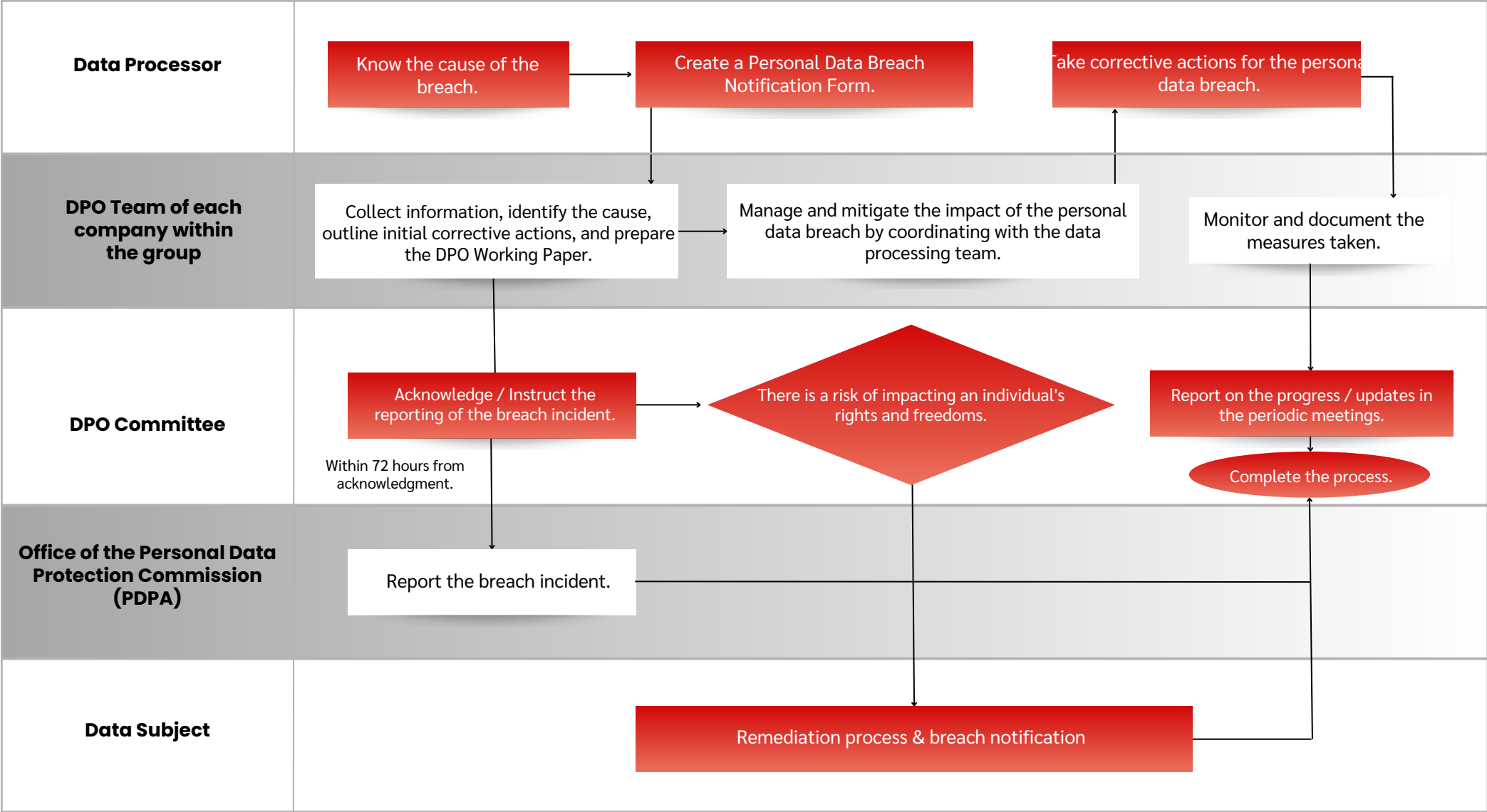
In 2024, Jaymart did not have any data leakage incidents, and the personal data protection officer has followed all management procedures and legal procedures.

”

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.



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.



Jaymart provides scholarships in the amount of

10,000 baht



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 GROUP 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

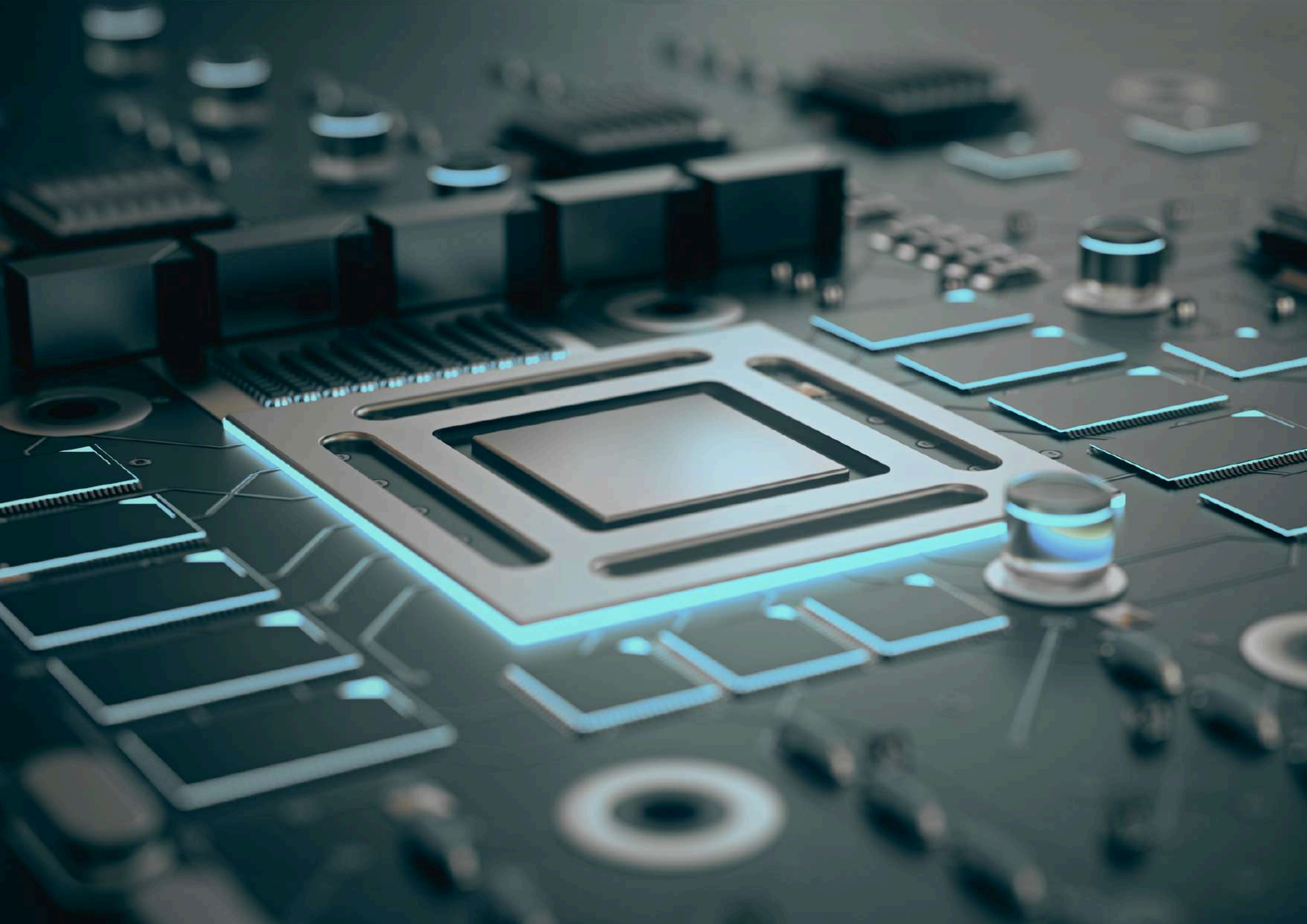
Jaymart has focused on bridging the digital divide through its business operations that promote access to digital devices at friendly and affordable prices. This includes the distribution of smartphones and other digital devices, along with special offers such as 0% installment plans through its financial 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.





Sustainability statistics

Corporate Governance			
list	unit	2023	2024
Cases of violation of business ethics	time	0	0
Cases of corruption and bribery violations	time	0	0
Number of incidents or cases in which the company was attacked by cyberattacks	time	0	0
Number of incidents or cases of personal data leakage	time	0	0
Environment			
list	unit	2023	2024
Cases or incidents of law violations or environmental impacts	time	0	0
The value of damages or fines resulting from violations of environmental laws	time	0	0
Energy consumption at Jaymart Head Office			
Total energy used	unit	2023	2024
Renewable energy	kWh	210,628	242,700
Externally purchased electrical power	kWh	2,039,987	1,795,000
Total energy	kWh	2,250,615	2,037,700
Data center energy efficiency	PUE	N/A	1.62

Note :

- The data on the amount of electricity used purchased from outside at Jaymart Head Office in 2024 is 1,795,000 kWh, a decrease of 12.00 percent compared to the previous year in 2023, which is 2,039,987 kWh.
- And electricity production from solar power by Solar rooftop in 2024 will produce a total of 242,700 kWh of electricity, accounting for 11.91 percent of electricity consumption in 2024, resulting in savings of approximately 1.06 million baht.

Note :

1.PUE stands for Power Usage Effectiveness, which is a standard used to measure the energy efficiency of a data center. It is calculated by taking the ratio of the total energy used by the data center to the energy used by IT equipment only.

PUE calculation formula = (Total Facility Power)

(Total electrical power used by IT equipment in the data center (Total IT Power))

Water usage at Jaymart Head Office			
list	unit	2023	2024
Water consumption	m ³	27,380	31,779
Water usage per employee in the organization area	m ³	29.38	22.88

Note: (Total water usage/Number of employees in the organization area = Water usage per number of employees in the organization area)

- In 2023, the total water usage is 27,380 cubic meters / The number of employees in the organization area at Jaymart Head Office is 932 people per year on average = 29.38 cubic meters of tap water usage/person.
- In 2024, the total water usage was 31,779 cubic meters / The average number of employees in the organization area at Jaymart Head Office per year was 1,389 people = tap water usage was 22.88 cubic meters/person.
- Since the number of employees in 2024 increased by 457 people compared to 2023, the amount of water used increased from 2023. However, when the average number of employees each year is calculated with the amount of water used, it can be concluded that in 2024, the amount of water used decreased by 22.12 percent compared to the previous year, 2023.

E-waste collection volume			
Total energy used	unit	2023	2024
Volume of electronic waste collected from internal activities of the organization	kg	19.20	37

Summary of greenhouse gas emissions at Jaymart Head Office				
Greenhouse gas emissions classified by scope		unit	2023	2024
Total greenhouse gas emissions at head office	(Scope 1 - 3)	t CO ₂ e	2,144.51	1,053.65
• Total direct greenhouse gas emissions	(Scope 1)	t CO ₂ e	1,124.72	156.33
• Total indirect greenhouse gas emissions	(Scope 2)	t CO ₂ e	1,019.79	897.32
• Other indirect greenhouse gas emissions include:	(Scope 3)	t CO ₂ e	N/A	N/A
• Greenhouse gas emission share	(Scope 1-3)	t CO ₂ e / sq.m.	0.20	0.10

Note :

In 2024, the amount of greenhouse gas emissions from operations at Jaymart Head Office decreased by 49.13% compared to the previous year in 2023.

- In 2023, the data has been certified by the ISO 14064-1 certified agency and in 2024, the certification application process is in progress.

Summary of waste separation operations at Jaymart Head Office				
section		unit	2023	2024
The total amount of waste generated from operations.			71,568.92	31,489.60
The amount of waste disposed of through landfilling.		Kilogram.	63,362.40	24,966.00
The amount of waste utilized.		Kilogram.	8,184.65	6,523.60
Classified by type of waste and management method.				
Total general waste.		Kilogram.	71,547.05	31,489.60
Recycled.		Kilogram.	0	0
Sold for recycling.		Kilogram.	7,385.85	6,351.82
Donated for recycling.		Kilogram.	798.80	134.50
Sent for disposal.				
Landfilling.		Kilogram.	63,362.40	24,966.00
Incineration.		Kilogram.	0	0
Total hazardous waste.		Kilogram.	19.20	37.28
Managed by methods other than disposal.				
Recycled.		Kilogram.	0	0
Sold for recycling.		Kilogram.	0	0
Donated for recycling.		Kilogram.	19.20	37.28
Sent for disposal.				
Landfilling.		Kilogram.	0	0
Incineration.		Kilogram.	0	0

Note :

- Data on the amount of waste generated from operations in 2024 decreased by 55.99 percent compared to the amount of waste in the previous year, 2023, and the amount of recyclable waste accounted for 20.72 percent of the total amount of waste in 2024.
- The amount of waste generated from operations in 2024 decreased by 56.59 percent when calculated per average number of employees at Jaymart Head Office compared to the previous year in 2023.

Social			
list	unit	2023	2024
In the case of other significant human rights complaints	time	0	0
Incidents or cases of work-related injuries that result in work stoppage	time	0	0
Accidents resulting in death	time	0	0
Number of major labor disputes	time	0	0
In the event of a breach, theft or loss of customer data	time	0	0
In the case of complaints from external persons and/or regulatory agencies	time	0	0
Number of disputes with communities	time	0	0

Company employment statistics

As of December 31, 2024, Jaymart Group Holdings , including Jaymart Mobile (the core company), has a total of 1,038 employees.

Employee statistics of Jmart Group Holdings and Jmart Mobile (Core)			2023			2024		
			Male	Female	Total	Male	Female	Total
Total number of employees (all year round)			742	1,025	1,767	681	972	1,653
Number of employees at year end			406	635	1,041	420	618	1,038
Percentage of male and female employees at year-end			39.00%	61.00%	100.00%	40.46%	59.54%	100.00%
Divided by age and divided by gender	Number of employees under 30 years old	(At the end of the year)	184	267	451	190	283	473
	Number of employees aged 30 - 50 years	(At the end of the year)	208	356	564	212	317	529
	Number of employees over 50 years old	(At the end of the year)	14	12	26	18	18	36
Divided by level	Operational level	(At the end of the year)	396	627	1,023	408	610	1,018
	Management level	(At the end of the year)	2	3	5	5	4	9
	Senior Executives (C Level)	(At the end of the year)	7	4	11	7	4	11
Compensation for operational level employees (total)			298,745,567			306,214,589		
Executive level employee compensation (total)			10,550,172			11,653,653,018		
Compensation for senior executives			75,257,428			68,601,000		
Total number of employees who are members of the provident fund			62	147	209	62	120	182
Amount of money the company contributes to the provident fund (baht)			2,755,423	2,084,168	4,839,591	2,164,142	1,642,170	3,806,312
Total number of employee training hours (hours/person/year)			6			6		
Cost of employee training and development			1,503,362.00			418,449.00		
Number of employees injured or in work-related accidents			0	0	0	0	0	0
Number of employees with disabilities			4	7	11	5	5	10
Percentage of employees who are disabled			36%	64%	100%	50.00%	50.00%	100%
Total number of employees who resigned (all year round)			670			583		
Percentage of total employees who voluntarily resigned			78.06%			74.10%		

About this report

Jaymart Group Holdings Public Company Limited has prepared the 2024 Sustainability Report to present the management approach and performance in important sustainability issues to all stakeholders covering economic, social and environmental dimensions. This report is prepared in accordance with the reporting standards of the International Reporting Initiative on Sustainable Development Goals (SDGs). The scope of the report covers Jaymart Group Holdings Public Company Limited, Jaymart Mobile Company Limited, which is considered a core company in which Jaymart holds 99.9 percent of the shares and is under the management of Jaymart Holdings Public Company Limited. The summary of the sustainability development performance in 2024 was published in April 2025.

Scope of reporting

Reporting period

January 1 - December 31, 2024

Scope of disclosure

Jaymart Group Holdings Public Company Limited and Jaymart Mobile Company Limited (Core Company)

Content Scope

Report on the results of the assessment of material sustainability issues (Material Topics) that are consistent with the context and strategies of J-Mart and the expectations of stakeholders throughout JMART value chain.

Certification of Report

This report is under external verification. However, Jaymart collects data from certified sources or reliable databases such as the Stock Exchange of Thailand website, the report of electronic waste performance from Advanced Info Service Public Company Limited, etc., and from relevant departments and individuals. In addition, Jaymart reviews the content and scope of the report every year to be consistent with the current situation and context.

Reporting Framework

Jaymart has prepared content and disclosed performance data that responds to the United Nations Sustainable Development Goals (SDGs) and GRI (Global Reporting Initiative) in key areas.

Contact

Sustainability Development Management (Investor Relations)

Jaymart Group Holdings Public Company Limited

187,189 Jaymart Building, Ramkhamhaeng Road, Ratchadaphisek,

Saphan Sung District, Bangkok 10240

T.+66 02-483-7979

Email. Jaymartgroup_esg@jaymart.co.th

GRI Content Index

Advanced Jaymart Group Holdings Public Company Limited has reported in accordance with the GRI Standards for the period from 1 January 2024 to 31 December 2024.

GRI Standards	Disclosure	LOCATION [AR/SD/Website]	SDGs
General Disclosure			
GRI 2: General Disclosures 2021	2-1 Organizational details	SD Page 10	Goal 8 , 9
	2-2 Entities included in the organization’s sustainability reporting	SD Page 9	Goal 12 ,17
	2-3 Reporting period, frequency and contact point	SD Page 141	Goal 16
	2-6 Activities, value chain and other business relationships	SD Page 14	Goal 8, 9 , 12
	2-7 Employees	SD Page 108-111	Goal 5, 8 , 10
	2-9 Governance structure and composition	SD Page 29-31	Goal 5 ,16
	2-11 Chair of the highest governance body	SD Page 33	Goal 16
	2-12 Role of the highest governance body in overseeing the management of impacts	SD Page 33	Goal 12 ,16
	2-15 Conflicts of interest	SD Page 40	Goal 16
	2-18 Evaluation of the performance of the highest governance body	SD Page 37-38	Goal 16
	2-21 Annual total compensation ratio	SD Page 140	Goal 8 , 10
	2-29 Approach to stakeholder engagement	SD Page 15-17	Goal 16 , 17
Material topics			
GRI 3: Material Topics 2021	3-1 Process to determine material topics	SD Page 18-19	Goal 12 , 16 , 17
	3-2 List of material topics	SD Page 20-22	Goal 8 , 9 , 12 ,13 ,16

GRI Standards	Disclosure	LOCATION [AR/SD/Website]	SDGs
Anti-corruption			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 43-48	Goal 16
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	SD Page 45-47	Goal 16
	205-3 Confirmed incidents of corruption and actions taken	SD Page 45	Goal 16
Energy			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 73-75	Goal 7 , 12 , 13
GRI 302: Energy 2016	302-1 Energy consumption within the organization	SD Page 136	Goal 7 , 12 , 13
	302-2 Energy consumption outside of the organization	SD Page 136	Goal 7 , 12 , 13
	302-4 Reduction of energy consumption	SD Page 136	Goal 7 , 12 , 13
Water and effluents			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 76-77	Goal 6 , 12 , 13
GRI 303: Water and Effluents 2018	303-2 Management of water discharge-related impacts	SD Page 77	Goal 6 , 12
	303-5 Water consumption	SD Page 137	Goal 6 , 12
Emissions			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 88-92	Goal 12 , 13
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	SD Page 137	Goal 13
	305-2 Energy indirect (Scope 2) GHG emissions	SD Page 137	Goal 7 , 13
	305-3 Other indirect (Scope 3) GHG emissions	SD Page 137	Goal 12 , 13
	305-5 Reduction of GHG emissions	SD Page 89-92	Goal 7 , 12 , 13

GRI Standards	Disclosure	LOCATION [AR/SD/Website]	SDGs
Waste			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 78-87	Goal 12 , 13
GRI 306: Waste 2020	306-2 Management of significant waste-related impacts	SD Page 84-87	Goal 12 , 13
	306-3 Waste generated	SD Page 138	Goal 12
	306-4 Waste diverted from disposal	SD Page 138	Goal 12
	306-5 Waste directed to disposal	SD Page 138	Goal 12 , 13
Employment			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 108-109	Goal 8 , 10
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	SD Page 140	Goal 8 ,10
Occupational health and safety			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 104- 107	Goal 3 , 8
GRI 403: Occupational Health and Safety 2018	403-1 Occupational health and safety management system	SD Page 104- 107	Goal 3 , 8
	403-3 Occupational health services	SD Page 104- 107	Goal 3 , 8
	403-4 Worker participation, consultation, and communication on occupational health and safety	SD Page 104- 107	Goal 3 , 8
	403-5 Worker training on occupational health and safety	SD Page 106	Goal 3 , 8
	403-6 Promotion of worker health	SD Page 107	Goal 3 , 8
	403-9 Work-related injuries	SD Page 104	Goal 3 , 8
	403-10 Work-related ill health	SD Page 104	Goal 3 , 8

GRI Standards	Disclosure	LOCATION [AR/SD/Website]	SDGs
Training and education			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 100-103	Goal 4 , 8 ,10
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	SD Page 102	Goal 4 , 8
	404-2 Programs for upgrading employee skills and transition assistance programs	SD Page 103	Goal 4 , 8 ,10
Diversity and equal opportunity			
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	SD Page 32	Goal 5 , 8 , 10
Local communities			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 123-124 / 133-134	Goal 11 , 16 , 17
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	SD Page 123-134	Goal 11 , 16 , 17
Customer privacy			
GRI 3: Material Topics 2021	3-3 Management of material topics	SD Page 112-121	Goal 10 , 16
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	SD Page 118-121	Goal 10 , 16

The background of the advertisement is a desert landscape with a small, calm pond in the upper left. Various electronic devices are scattered across the sandy ground, connected by a network of black cables. The devices include a laptop, a desktop monitor, a keyboard, a mouse, a tablet, a smartphone, a small cube-shaped device, a larger cube-shaped device, and several other mobile phones. The scene is lit by warm, golden light, suggesting sunset or sunrise.

JAYMART GROUP HOLDINGS PUBLIC COMPANY LIMITED

187,189 Jaymart Building, Ramkhamhaeng Road, Ratchadaphisek,
Saphan Sung District, Bangkok 10240

T.+66 02-483-7979

Email. Jaymartgroup_esg@jaymart.co.th

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

Jaymart 
GROUP