

- Translation -

Definitions

Company / Organization	refer to	Asset Five Group Public Company Limited.
Subsidiary	refer to	a juristic person over which the Company has control in any of the following manners: (a) Holding more than fifty percent (50%) of the total voting shares of such juristic person, whether directly or indirectly; (b) Having control over the majority of voting rights at the shareholders' meeting of such juristic person, whether directly or indirectly, and regardless of the cause; (c) Having control over the appointment or removal of at least half of the total number of directors of such juristic person, whether directly or indirectly; (d) Including any company that is under the control of the aforementioned juristic person pursuant to (a)-(c), in successive levels.
Asset Five Group / Group of Companies	refer to	1. Asset Five Group Public Company Limited; and 2. Subsidiaries of Asset Five Group Public Company Limited.
The Board of Directors	refer to	The directors of Asset Five Group Public Company Limited.
Executives	refer to	The Chief Executive Officer (CEO) and the next four highest-ranking executives following the CEO, including all persons holding equivalent positions to the fourth-ranking executive, as well as executives in accounting or finance functions at the level of department head or higher, or equivalent.
Customers	refer to	Individuals or juristic persons who purchase, lease, or express interest in the Company's products or services, including prospective customers and residents in the Company's projects.
Customer Responsibility	refers to	The Company's commitment to providing accurate and transparent information, delivering fair services, and offering high-quality products, in order to foster customer satisfaction and long-term trust.

Personal Data	refers to	Any information relating to an individual that enables the identification of such individual, whether directly or indirectly, as defined under applicable laws, such as the Personal Data Protection Act (PDPA).
Sensitive Personal Data	refers to	Personal data of a specific nature that requires enhanced protection, such as health data, biometric data, or other categories of data as defined under applicable laws.
Data Subject	refers to	A natural person to whom the personal data relates.
Data Controller	refers to	The Company, which has the authority to make decisions regarding the purposes and means of processing personal data.
Data Processor	refers to	A person or juristic person that processes personal data on behalf of, or under the instructions of, the Company.
Processing of Personal Data	refers to	Any operation performed on personal data, such as collection, use, disclosure, storage, or destruction.
Consent	refers to	The explicit expression of intent by a data subject to permit the Company to process personal data.
Data Privacy	refers to	The protection of personal data from unauthorized access, use, or disclosure, while respecting the rights of data subjects.
Data Security	refers to	Technical and organizational measures implemented to protect personal data from loss, unauthorized access, or unauthorized alteration.
Personal Data Breach	refers to	An incident that results in personal data being lost, accessed, disclosed, or altered without authorization.
Data Retention Period	refers to	The period during which the Company retains personal data based on business necessity and legal requirements.
Customer Complaints	refer to	Expressions of dissatisfaction by customers regarding the Company's products, services, or operations.
Customer Satisfaction	refers to	The level of customers' satisfaction with the Company's products and services compared to their expectations.

Objectives

Asset Five Group Public Company Limited and its subsidiaries (the “Group”) are committed to conducting business with a customer-centric approach, while respecting personal rights, ensuring transparency, and upholding responsibility toward consumers. This is to build trust and enhance the customer experience, leading to the creation of long-term, sustainable, and value-driven relationships.

Accordingly, the Group has established policies and practices on customer care and personal data protection, strictly adhering to applicable laws and regulations, including the Personal Data Protection Act B.E. 2562 (2019) (PDPA), other relevant laws, as well as any future amendments thereto. The Group also complies with its Personal Data Protection Policy currently in effect.

In addition, the Group aligns with international standards such as FTSE Russell ESG, with a focus on creating shared value by integrating business growth with social responsibility and consideration for all stakeholders. This approach supports the Group’s long-term sustainable growth. Details of ESG mapping are disclosed in the 56-1 One Report, the Company’s website, and the Company’s sustainability report.

Guidelines

The Group has established guidelines on customer care and personal data protection to ensure that operations are conducted efficiently, transparently, and in compliance with applicable laws and international standards. The details are as follows:

1. Service Excellence

The Group delivers services with courtesy, efficiency, fairness, and professionalism, with a focus on understanding the needs of different customer segments (Customer Insight). This approach aims to enhance the customer experience and foster long-term, sustainable relationships.

2. Data Privacy and Protection

2.1 Data Collection

- Personal data is collected only to the extent necessary (data minimization) for clearly defined and lawful purposes.
- The purposes of data collection are communicated transparently prior to collection.
- Data is collected through systems or channels with appropriate security standards, such as CRM systems or digital platforms.

2.2 Use & Disclosure

- Personal data is used only for the purposes that have been notified.

- Personal data is not disclosed without consent, unless permitted or required by law.
- Data protection agreements (Data Processing Agreements) are established with business partners.

2.3 Data Subject Rights

Customers have the right to:

- Access and obtain a copy of their personal data
- Request correction of inaccurate or incomplete data
- Request deletion or restriction of the use of their personal data
- Withdraw consent at any time

The Company provides clear channels to facilitate the exercise of these rights, including:

- Customer Service (via telephone and Line contact)
- Website
- E-mail

2.4 Retention & Storage

- Personal data is retained in accordance with legal requirements and business necessity.
- Personal data is securely deleted or destroyed once the retention period has expired.
- Appropriate security measures, such as access control and encryption, are implemented.

3. Data Security

- Role-based Access
- Encryption
- Backup
- Regular security testing
- Employee training on data privacy and cybersecurity

4. Data Breach Management

- Incident Response Plan
- Notification to regulators and data subjects in accordance with applicable laws
- Root cause analysis and implementation of preventive measures

5. Customer Responsibility

- Provide accurate, complete, and non-misleading information about projects
- Establish channels for receiving complaints and feedback
- Define service level agreements (SLAs) for complaint response
- Conduct root cause analysis and implement continuous improvements

- Utilize customer feedback to enhance products and services

6. Customer Relationship Management: CRM

- Maintain continuous communication and engagement with customers
- Customer Satisfaction Survey
- Customer Experience
- Offer appropriate benefits to build long-term customer loyalty

7. Customer Rights and Equitable Treatment

- Provide services to customers in a fair and non-discriminatory manner
- Respect customers' rights to access information and make informed decisions
- Design services to be accessible and inclusive for all customer segments (Accessibility & Inclusivity)

8. Digital Customer Experience

- Utilize technology and digital platforms to enhance service delivery
- Improve convenience, efficiency, and data security
- Develop innovations to elevate the customer experience

9. Core Principles

- Equitable Treatment
- Effective Communication
- Accountability
- Transparency
- Continuous Improvement

10. Governance

- Appoint a responsible person for personal data protection (e.g., Data Protection Officer (DPO) or designated coordinator)
- Report risks and key issues to the relevant committees
- Review policies at least once per year

11. Smart Living and Sustainable Living Experience

The Group is committed to developing a "Smart Living and Sustainable Living Experience" by leveraging technology and innovation to enhance customers' quality of life, convenience, and safety in a comprehensive manner. The approach includes:

- Developing digital platforms, such as applications and CRM systems, to enable convenient access to services
- Implementing smart security systems and technologies to enhance safety within projects
- Promoting the use of technology for efficient energy and resource management
- Utilizing data analytics to develop products and services that better meet customer needs

Communication and Training

The Group places importance on communicating and promoting understanding of the Customer Responsibility and Data Privacy Policy and Practices among the Board of Directors, executives, and employees at all levels. This is to ensure that all personnel recognize their roles and responsibilities in conducting business in a sustainable manner. In this regard, the Group continuously conducts communication and training through various channels, as follows:

- **Orientation Program** : The Group provides training for new employees by incorporating the Customer Responsibility and Data Privacy Policy and Practices into the orientation program, in order to instill awareness of sustainability, resource conservation, and social responsibility from the outset of employment.

- **Continuous Training & Development** : The Group provides practical training programs for executives and relevant employees through both on-site training and e-learning platforms, to enhance in-depth understanding of environmental, social, and governance (ESG) practices, as well as their appropriate application in business operations.

- **Internal Communication** : The Group disseminates information, updates, and the Customer Responsibility and Data Privacy Policy and Practices to ensure that personnel at all levels have adequate access to information and are able to comply correctly. Communication is conducted through various channels, such as the intranet system, internal emails, corporate communications, and notice boards.

In addition, the Group communicates the Customer Responsibility and Data Privacy Policy and Practices to all stakeholder groups in order to promote transparency, build trust, and enhance the Company's long-term reputation. This is carried out through various channels, including the Company's website, annual report, shareholder meetings, and corporate social responsibility activities organized by the Company.

Should personnel have any questions regarding the policy or related practices on customer care and data privacy, further information may be obtained from their direct supervisors, the Corporate Governance and Sustainability Working Committee, or the Compliance function.

Monitoring and Evaluation

The Group has established mechanisms to monitor and evaluate the implementation of customer care and personal data protection practices to ensure alignment with the policy and the achievement of the defined objectives. The approach is as follows:

1. Corporate Governance and Sustainability Working Committee : The Corporate Governance and Sustainability Working Committee is responsible for collecting data and performance results related to customer care and personal data protection from relevant internal functions. The Committee analyzes progress, risks, and impacts, and prepares reports to be submitted to the Executive Committee at least once a year, and subsequently to the Board of Directors for consideration and further guidance on improvements.

2. Board of Directors : The Board of Directors is responsible for overseeing and approving the performance related to customer care and personal data protection, as well as monitoring the progress and effectiveness of implementation. This includes areas such as customer complaint management, protection of data subject rights, and prevention of personal data breaches, to ensure alignment with the Company's sustainability strategy.

3. Disclosure and Transparency : The Group ensures the disclosure of performance results related to customer care and personal data protection through the annual report, the Company's website, and the sustainability report. This enables stakeholders to access information in a transparent and verifiable manner and to be informed of the Company's progress.

In this regard, the Group regularly reviews its monitoring and evaluation mechanisms to ensure that such processes remain appropriate, up to date, and aligned with evolving sustainability trends and international standards.

Key Performance Indicators (KPIs)

- Number of customer complaints: ≤ 10 cases per month
- Case resolution rate: $\geq 95\%$
- Average response time to complaints: ≤ 1 day
- Number of data breach incidents: 0
- Customer satisfaction (CSAT / NPS): $\geq 90\%$
- Proportion of projects equipped with smart security systems and digital platforms to support customers: $\geq 60\%$

Policy Review

The Group should review the Customer Responsibility and Data Privacy Policy and Practices of the Company and its subsidiaries at least once a year, or when there are significant changes in risk factors that may materially impact the business of the Company and its subsidiaries.

This Customer Responsibility and Data Privacy Policy and Practices was newly established and approved at the Board of Directors' Meeting No. 1/2026, held on 26 February 2026, and has been effective since 26 February 2026.

Announced as of 26 February 2026

-Manop Bongsadadt-

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(Associate Professor Manop Pongsadadt)

Chairman of the Board of Directors

Asset Five Group Public Company Limited

Appendix: ESG Mapping to FTSE Russell Criteria

ESG Dimension	FTSE Topic	Evaluation Criteria	A5 Implementation (Policy & Practices)	Evidence / Disclosure
Environment (E)	Innovation	Sustainable Living	Utilize technology for energy and resource management	ESG Report / Projects
Social (S)	Customer Responsibility	Product and service quality	Ensure product quality control and conduct inspections prior to handover	Quality inspection reports (QC Report)
		Customer satisfaction	Conduct customer satisfaction surveys (CSAT / NPS) and manage through CRM system	Survey results / CRM system
		Complaint management	Establish complaint channels, define SLA, and conduct root cause analysis	Complaint records / service reports
		Consumer protection	Provide transparent and non-misleading information and respect customer rights	Policies / sales materials
		Equal access to services	Design services to be accessible to all customer groups	Service channels / service design
		Customer experience	Develop Customer Experience and customer engagement activities	CRM system / customer activities
	Innovation	Smart Living and Sustainable Living	Develop Smart Living Experience and Smart Security systems	Project specifications / platforms
Governance (G)	Data Privacy	Data protection policy	Establish a company-wide data protection policy (PDPA)	Policy documents
		Data collection and use	Collect only necessary data and use based on consent	Operating procedures
		Data subject rights	Customers can access, correct, and delete their data	Inquiry channels
		Data security	Implement encryption, access control, and backup	IT systems / security measures
		Data breach management	Establish an incident response plan and reporting process	Internal procedures
	Human Capital	Employee training	Provide training on Data Privacy and Cybersecurity	Training records
	Risk Management	Governance	Report to the Board of Directors	Meeting reports
	Disclosure	Transparency	Disclose information via One Report / Website	Public reports

** This table is prepared based on the ESG framework, comprising Environmental, Social, and Governance dimensions.