

- 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.
Board of Directors	refer to	The directors of Asset Five Group Public Company Limited.
Customer and Consumer	refer to	Any individual or juristic person who purchases, leases, or expresses interest in the Company's products or services, including prospective customers and residents within the Company's projects, as well as any individual who receives information from marketing or advertising communications, whether existing customers or the general public.

Product Information	refer to	Information relating to the features, benefits, terms of use, safety, and potential impacts of products and services, which the Company discloses to customers and consumers to support their decision-making.
Marketing and Advertising	refer to	The conduct of marketing and advertising activities based on ethical principles govern the conduct of marketing and advertising activities based on ethical principles, honesty, accountability, transparency, and social responsibility, in compliance with applicable laws and regulations, without supporting any advertising or promotional activities that may lead to unlawful or unethical conduct, while taking into consideration the impacts on consumers and stakeholders, and aligning with relevant standards.
Vulnerable Consumers	refer to	Groups of individuals who may be more susceptible to the impacts of marketing communications, such as children, youth, the elderly, or individuals with limited access to information.
Misleading Communication	refer to	the presentation of incomplete, distorted, exaggerated, or otherwise inaccurate information that may cause consumers to misunderstand the characteristics, pricing, or conditions of products or services.
Greenwashing	refer to	The presentation of information or advertising that misleads consumers into believing that a product or service has greater environmental benefits than it actually does.
Consent	refer to	The presentation of information or advertising that misleads consumers into believing that a product or service has greater environmental benefits than it actually does.
Personal Data	refer to	Any information relating to an individual that can directly or indirectly identify such individual, as defined by applicable laws.
Sensitive Personal Data	refer to	Personal data that requires a higher level of protection, such as health data, biometric data, or other categories as defined by applicable laws.
Data Subject	refer to	A natural person to whom the personal data relates.

Digital Marketing	refer to	Marketing communications conducted through online channels, such as websites, social media, applications, or other digital platforms.
Responsible Digital Communication	refer to	Marketing communications conducted through digital channels based on principles of accuracy, transparency, and accountability, taking into consideration the impacts on consumers and society, avoiding the dissemination of misleading information, respecting user privacy, and complying with applicable ethical standards and laws, to build trust and deliver a positive consumer experience in the long term.
Marketing Complaints	refer to	Expressions of dissatisfaction from customers or consumers regarding the Company's advertising content, communications, or marketing activities.

Objective

Asset Five Group Public Company Limited and its subsidiaries (**the “Group”**) are committed to conducting marketing, advertising, and product information communication activities responsibly, based on principles of ethics, integrity, transparency, and social responsibility, while taking into consideration the impacts on consumers, stakeholders, and society as a whole.

The Group places importance on providing accurate, complete, and non-misleading information regarding products and services, covering key aspects such as features, benefits, relevant conditions, as well as potential impacts on safety, health, and the environment. The Group also avoids exaggerated claims, misleading content, negative persuasion, or unfair references to competitors.

In this regard, the Group is committed to protecting consumer rights, particularly those of vulnerable groups such as children and youth, while respecting customer privacy and strictly complying with applicable laws, regulations, and international ESG standards, in order to build trust and foster sustainable relationships with stakeholders in the long term.

Guidelines

1. Truthful and Accurate Communication

The Group ensures that all marketing, advertising, and product information communications are based on factual and verifiable information. The Group does not present misleading, exaggerated, or distorted information that may cause misunderstanding, and discloses key information necessary for consumer decision-making in a clear, complete, and transparent manner.

2. Protection of Vulnerable Consumers

The Group avoids conducting marketing activities or product information communications that specifically target children under the age of 12, or that involve the use of inappropriate or excessive psychological influence on vulnerable consumers.

3. Social and Environmental Responsibility

The Group does not make exaggerated or misleading claims regarding the positive environmental or social impacts of its products or services (anti-greenwashing), and is committed to promoting communications that reflect genuine responsibility. The Group also takes into consideration the potential impacts of its products and services on consumers and society.

4. Respect for Consumer Rights

The Group respects consumer privacy and avoids intrusive or inappropriate communications. The Group also ensures transparent disclosure of relevant information regarding product features, terms and conditions, safety, health, and potential impacts, in order to support informed decision-making by consumers.

5. Fair Competition

The Group does not engage in marketing or advertising communications that undermine the reputation of competitors or involve the use of inaccurate, incomplete, or unfair information regarding competitors.

6. Governance, Review and Training

The Group establishes a review and approval process for marketing, advertising, and product information communications prior to publication. The Group also provides regular training to relevant employees to enhance their understanding of ethical standards, applicable laws, ESG principles, and responsible communication practices.

Communication and Training

The Group places importance on communicating and promoting awareness of the Responsible Marketing, Advertising, and Product Information Communication Policy and Practices to the Board of Directors, executives, and employees at all levels, to ensure that all personnel understand their roles and responsibilities in conducting business in a sustainable, transparent, and consumer-oriented manner. To this end, the Group implements continuous communication and training through various channels, as follows:

- **Orientation Program:** The Group provides training for new employees by incorporating the Responsible Marketing, Advertising, and Product Information Communication Policy and Practices into the orientation program, to instill awareness of sustainability, transparency, and consumer responsibility from the outset of employment.

- **Continuous Training & Development:** The Group provides regular training and workshops for executives and relevant employees through both on-site training and e-learning platforms, to enhance understanding of ESG practices, applicable laws, and responsible product information communication. This includes ensuring that information is accurate, complete, and non-misleading, as well as the appropriate disclosure of product features, safety, and potential impacts.

- **Internal Communication:** The Group disseminates information, updates, and policies related to responsible marketing, advertising, and product information communication to employees at all levels, ensuring broad accessibility and proper implementation through various channels, such as the intranet, internal emails, corporate communications, and noticeboards.

In addition, the Group communicates such policies and practices to all stakeholder groups to promote transparency, build trust, and enhance the Company's long-term reputation through channels including the Company's website, annual report, sustainability report, shareholder meetings, and corporate social responsibility activities. In the event that personnel have questions regarding the policy or practices related to marketing, advertising content monitoring, or marketing/advertising complaints, they may seek further information 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 responsible marketing, advertising, and product information communication practices to ensure alignment with the Policy and the achievement of its intended objectives.

1. **Governance and Oversight:** The Corporate Governance and Sustainability Working Committee is responsible for systematically collecting data and performance results related to marketing, advertising, and product information communication. This includes issues relating to customers, personal data, and the impacts of products and services within the context of marketing communications 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 to the Board of Directors for consideration and further guidance.

2. Disclosure and Transparency: The Group ensures the disclosure of performance results relating to responsible marketing, advertising, and product information communication through channels such as the annual report, the Company's website, and the sustainability report. This enables stakeholders to access information transparently, verify performance, and stay informed of the Group's progress, including the communication of product features, safety, and potential impacts, in an appropriate manner.

The Group shall regularly review its monitoring and evaluation mechanisms to ensure that such processes remain appropriate, up-to-date, and aligned with evolving trends and international sustainability standards.

Key Performance Indicators (KPIs)

The Group establishes Key Performance Indicators (KPIs) to measure the performance of responsible marketing, advertising, and product information communication practices, in order to monitor, evaluate, and disclose performance to stakeholders. Annual targets are defined as follows:

1. Truthfulness and Transparency

- Number of confirmed complaints related to misleading communication: ≤ 2 cases per year
- Percentage of marketing content reviewed and approved prior to publication: 100%
- Number of non-compliance cases with content approval processes: 0 cases per year
- Rate of correction or removal of inaccurate content within the specified timeframe (within 48 hours): $\geq 95\%$

2. Consumer Protection

- Number of complaints related to marketing and product communication: ≤ 5 cases per year
- Average resolution time for complaints: ≤ 5 working days
- Percentage of complaints resolved within the defined Service Level Agreement (SLA): $\geq 90\%$
- Number of significant consumer rights violation cases: 0 cases per year

3. Responsible Digital Communication

- Number of incidents involving inaccurate or inappropriate digital content: 0 cases per year
- Percentage of digital channels subject to content review processes: $\geq 90\%$

- Average response time to digital communication incidents: ≤ 24 hours
- Number of personal data-related incidents associated with marketing activities: 0 cases per year

4. Governance and Training

- Percentage of relevant employees completing training on Responsible Marketing and Product Communication: $\geq 95\%$
- Coverage of business units under marketing communication governance processes: $\geq 95\%$
- Frequency of policy review and updates: at least once per year

5. Reputation Risk Management

- Number of incidents impacting corporate reputation from marketing communications: 0 significant cases and ≤ 1 general case per year
- Percentage of incidents managed and resolved within the specified timeframe: $\geq 95\%$
- Customer satisfaction level regarding marketing communications: $\geq 85\%$

Policy Review

The Group shall review the Responsible Marketing, Advertising, and Product Information Communication Policy and Practices of the Company and its subsidiaries at least once per year, or whenever there are significant changes in risk factors that may materially affect the Group's business operations.

This Responsible Marketing, Advertising and Product Information Communication Policy and Practices was approved at the Board of Directors' Meeting No. 1/2026 held on 26 February 2026 and has been effective since 26 February 2026 onwards.

Announced as of 26 February 2026

-Manop Bongsadadt-

(Associate Professor Manop Pongsadadt)

Chairman of the Board of Directors

Asset Five Group Public Company Limited