

## Guidelines of Singha Estate Public Company Limited

### “Code of Conduct for Responsible Marketing and Advertising Communication”

#### 1. Responsible Marketing and Advertising Communication

The Company has established this regulation to serve as a standard for responsible business operations, taking into consideration all stakeholder groups. This framework ensures that marketing communications strictly respect applicable laws and regulations while upholding consumer rights. The guidelines for responsible marketing and advertising communication are stipulated as follows:

- The Marketing Department must comply with all relevant domestic and international laws, rules, and regulations.
- The Company does not support promotional activities or advertisements that incite illegal acts or contradict the morality, ethics, and cultural integrity of society.
- The Marketing Department must refrain from utilizing deceptive, coercive, or manipulative marketing practices that distort facts. Furthermore, any claims regarding the benefits of products or services must be substantiated exclusively by credible sources.
- The Company shall not collect, use, or process personal data for marketing purposes without the explicit consent of the data subject.

#### 2. Communication of Information Regarding the Impacts of Products and Services

The Company has formulated guidelines for communicating the impacts of its products and services. These serve as a standardized framework ensuring S Group communicates information appropriately, strictly within legal and ethical boundaries. The operational guidelines are as follows:

- The Marketing Department must communicate accurate, comprehensive, and unequivocal information concerning S Group's projects, products, or services, strictly avoiding exaggerated claims or misleading representations.
- The Marketing Department must disclose or display essential information to facilitate informed consumer decision-making as mandated by law, including data concerning environmental impacts, safety standards, and energy consumption.

- The Marketing Department must execute communications appropriately and with the utmost caution. This diligence is particularly crucial for digital media communications, which can easily reach vulnerable demographics.
- The Marketing Department must strictly avoid displaying content or engaging in communications that may incite discriminatory attitudes or cause offense pertaining to race, ethnicity, nationality, religion, belief, origin, gender, age, disability, sexual orientation, and gender identity, among others. This approach ensures full consideration for the rights of customers and stakeholders, reflecting a steadfast commitment to respecting human rights.