

CENTRALPATTANA

Public Relations and Marketing Policy **Central Pattana Public Company Limited**

1. Introduction

Ineffective or irresponsible management of public relations and marketing can undermine brand perception, stakeholder confidence and the trust of customers and the broader public. It may also result in the dissemination of misleading, distorted or incomplete information, leading to unfair competition and exposing the business to legal and ethical risks.

Central Pattana Public Company Limited and its subsidiaries (the “Company”) recognize the importance of managing public relations and marketing activities with transparency, accountability and in accordance with applicable laws and international best practices. This Policy reflects the Company's commitment to delivering accurate, comprehensive and fair communications that foster mutual understanding across all stakeholder groups. It establishes guidelines and practices aligned with the Company's corporate governance framework, international sustainability standards and assessment criteria, as well as the requirements of the Stock Exchange of Thailand. The Company is committed to complying with all relevant legal and regulatory obligations and promoting industry best practices to ensure that its public relations and marketing operations are carried out with integrity, responsibility and in accordance with business ethics.

Guided by these principles, the Company aims to develop and implement this Policy in a manner that promotes socially responsible communication, supports sustainable business practices and contributes to a fair marketplace, with a strong focus on clarity, accuracy and accessibility in all communications to drive long-term business sustainability and deliver lasting value to customers, shareholders, suppliers, employees and society at large.

2. Scope

This Policy applies across all Company operations, including its subsidiaries and associated business units. It sets out the principles and standards for corporate communications, marketing initiatives and public relations efforts across all channels, including online and offline media, digital marketing, advertising and engagements with consumers, suppliers, investors, government bodies and civil society.

Employees at all levels of the Company, including executives, contractors, consultants and representatives acting on behalf of the Company, must strictly adhere to this Policy. This is to ensure that all corporate communications and marketing activities are accurate, transparent and fair and aligned with the Company's ethical standards, as well as applicable laws and regulations.

3. Objectives

- To promote transparency and reinforce the credibility of the Company
- To establish communication standards consistent with international best practices
- To enhance brand perception and strengthen stakeholder engagement
- To prevent potential risks arising from inappropriate or unethical communication and marketing practices

4. Roles and Responsibilities

To ensure the effectiveness of the Company's public relations and marketing operations, and to align with good governance principles, international standards and the Company's sustainability approach, the roles and responsibilities of relevant functions and individuals have been defined as follows:

4.1 Board of Directors

- Oversee and approve this Policy to ensure alignment with the Company's good governance principles, business strategy and sustainability goals
- Review the Policy to ensure it remains relevant and responsive to changes in business context, laws and regulations and international standards
- Monitor public relations and marketing performance through management reports to ensure the Company's activities are conducted ethically, transparently and in accordance with established standards

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4.2 Senior Management

- Oversee and ensure that public relations and marketing activities are conducted in accordance with the Policy and aligned with business objectives
- Allocate necessary resources, including personnel, budget and technology, to support effective communications and marketing operations that respond to current conditions
- Review and manage risks related to corporate communications and marketing, including the development of preventive and response measures as needed
- Support the development of new guidelines to enhance effectiveness and align communication and marketing standards with international best practices

4.3 Public Relations and Marketing

- Carry out public relations and marketing activities with integrity, accuracy and transparency, consistent with industry best practices
- Develop and disseminate marketing and promotional content that is factually accurate, not misleading and verifiable
- Manage the Company's communication channels to ensure they are credible, up to date, and effectively reach target audiences
- Assess and manage communication and marketing risks, taking into account potential impacts on the Company's brand perception and stakeholders
- Coordinate with internal and external parties to ensure public relations and marketing efforts are aligned and support the Company's objectives
- Develop and implement occupational health and safety measures appropriate to the nature of the Company's business

4.2 Relevant Functions

- Support communication and marketing activities related to the Company's business and services to ensure strategic alignment and consistency
- Monitor and evaluate the impact of public relations and marketing campaigns on consumers, business partners and broader society to ensure the approach is appropriate and delivers optimal value
- Report communication and marketing trends and insights to relevant functions to support timely strategic adjustments

4.5 Employees

- Comply with the Company's public relations and marketing guidelines, ensuring all communications are accurate, transparent and consistent with ethical business conduct
- Report any communication that may lead to misunderstanding or harm the Company's brand perception to the relevant function
- Support positive communication that strengthens the Company's brand perception through day-to-day work and participation in internal and external activities
- Participate in training and activities related to the Company's public relations and marketing approach to help ensure these functions are carried out in accordance with Company standards

5 Policy and Practices

- 5.1) Ensure that the Company's public relations and marketing activities are conducted in a responsible, transparent, fair and inclusive manner, taking into consideration the potential impacts on society and stakeholders. Communications must be accurate, accessible and designed to foster trust and positive relationships with the public, customers, business partners, investors and other relevant audiences.
- 5.2) Provide accurate, complete and verifiable information in all communications, advertising and publicity. Content must not distort facts, mislead audiences, or infringe on the dignity, rights or interests of others. The use of language or symbols that may imply discrimination, violate rights or promote inappropriate behavior must also be avoided.
- 5.3) Ensure all public communications are fair and aligned with business ethics. Information must be objective and complete, covering all relevant aspects of material issues, and made equally accessible to all stakeholders.
- 5.4) Consider the security of information and digital communications by prioritizing the protection of customer and critical Company data, while maintaining effective and up-to-date communication channels, and minimizing the risk of misinformation or inappropriate content.

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- 5.5) Integrate social and environmental considerations into the Company's public relations and marketing activities by promoting the use of eco-friendly media and materials, encouraging meaningful and constructive communication, and minimizing the dissemination of content that may have negative impacts on communities or society at large.
- 5.6) Use appropriate and accessible communication channels to reach and inform the public and stakeholders, and welcome feedback to improve the Company's practices in line with the needs of society and relevant sectors.
- 5.7) Set out guidelines to prevent and manage communication issues that may impact brand perception or pose reputational risks to the Company. This includes systematic and effective crisis communication and complaint response measures, as well as issue resolution mechanisms.
- 5.8) Support ongoing development of employee capabilities in communication and marketing by providing training in business ethics, responsible communication practices and effective use of digital technologies.

6. Training

The Company places strong emphasis on building knowledge and understanding among employees and relevant parties regarding its public relations and marketing guidelines to support effective implementation and alignment across the organization. These guidelines are communicated through multiple channels, including internal meetings, digital communications and learning materials, to ensure accessibility and ease of use. The aim is to equip personnel with the skills needed to apply these practices in their roles and to adapt effectively to evolving trends in corporate communications and marketing.

7. Complaints and Whistleblowing

The Company is committed to maintaining transparent and open communication. Designated channels are available for employees, suppliers and stakeholders to raise concerns related to public relations and marketing practices, including the dissemination of inaccurate information, misleading communication or any matter that may affect the Company. A structured process is in place to receive, investigate and resolve such reports to ensure all issues are appropriately addressed. The Company places strong emphasis on protecting the confidentiality and rights of complainants, ensuring that no adverse consequences result from raising a concern.

8. Disciplinary Action

The Company is committed to conducting all public relations and marketing activities in accordance with ethical standards, transparency and clearly defined guidelines. All employees, suppliers and relevant parties must comply strictly with these guidelines to ensure that corporate communications are carried out accurately and appropriately. Where breaches of these standards are identified, the Company will take appropriate action based on the severity of the incident. This may include formal warnings, guidance on corrective actions or disciplinary measures in line with Company regulations.

For business partners or suppliers, the Company will assess and determine a joint resolution. In cases of serious violations, the Company may consider reviewing or terminating the partnership. These measures are intended to uphold business ethics and reinforce stakeholder confidence across all groups.

9. Policy Review and Update

The Company places strong emphasis on keeping this Policy up to date and aligned with evolving business contexts. The Policy is reviewed and updated on a regular basis, at least annually, or when material factors arise that affect its implementation, such as changes in laws, marketing trends or international corporate communications standards. The review process ensures the Policy remains effective, relevant and responsive to stakeholder needs.

This Policy is effective from May 2, 2025 onward.