

Code of Conduct

Moshi Moshi Retail Corporation Public Company Limited

Code of Conduct

Moshi Moshi Retail Corporation Public Company Limited (“the Company”) has a code of conduct in conducting business that the Company’s directors, executives, and employees shall adhere to as a guideline for practice and as a guideline for the Company’s operations as follows:

1. Guidelines for treating the Company’s stakeholders

- 1.1 **Shareholders** : The Company and its personnel will conduct business with transparency, prudence, honesty, fairness, and efficiency to create sustainable value for the business. The Company is committed to creating good performance and stable growth to maximize the benefits to shareholders in the long run, as well as disclosing accurate and complete information by a period of time required by the relevant laws or regulations with transparency and reliability to shareholders, including not taking any unlawful action that violates or deprives the rights of shareholders and treats all shareholders fairly and equally.

The Company’s personnel shall not seek to benefit from internal information that has not been disclosed to the public that they have known due to their positions, duties and responsibilities as it takes advantage of shareholders.

- 1.2 **Employees** : The Company will establish a recruitment and selection process for employees by considering their knowledge, abilities, suitability for positions and duties as well as for the organization without prejudice.

The Company will evaluate the performance and consider the remuneration and welfare of all employees equally and fairly, considering the knowledge, abilities, and performance of each employee, as well as maintaining the working environment, with awareness of the quality of life and safety at work, and strict adherence to the labor law. Furthermore, the Company attaches importance to the development of skills, knowledge, abilities, and potential of employees by regularly providing training and seminars and giving opportunities for all employees. This will motivate employees with high knowledge and abilities to stay with the Company for further development of the organization.

The Company will provide channels for complaints if employees are not treated fairly according to the system and procedures prescribed by the Company, including protecting employees from being harassed or punished in case of complaints in good faith.

- 1.3 **Partners** : The Company has a process for selecting partners by allowing them to compete on equal information and selecting them fairly under the criteria for evaluating and selecting company partners with transparency. In addition, the Company has established an appropriate contract form, which is not contrary to the law and fair to all parties. It also provides a monitoring system to ensure that the terms of the contract are fully complied with and prevent fraud and misconduct at all stages of the procurement process. The Company purchases goods from partners in accordance with commercial terms, as well as strictly complying with contracts with them without summoning or receiving assets. The Company will not conduct business with persons or juristic persons who commit illegal acts or corruption or violate human rights.
- 1.4 **Customers** : The Company is responsible to its customers by maintaining the quality and standards of products and services and providing pricing of products and services at appropriate rates, including developing and maintaining sustainable relationships by responding to customer needs as completely and comprehensively as possible to focus on creating long-term customer satisfaction. In addition, the Company considers providing accurate and complete information about products and services to customers, as well as promoting the use of innovation and research to develop products and services to be of high quality and meet the needs of customers in more diverse dimensions and environmentally friendly. This also includes consuming fewer resources, saving energy and being renewable, having a long service life, and paying attention to customer satisfaction. The Company has provided channels for its customers to report problems of inappropriate goods and services so that the Company can prevent and resolve the problems quickly, as well as maintaining the confidentiality of customers without using them for the benefit of themselves or those involved, and not accepting, not calling or paying any benefits implying dishonest acts.
- 1.5 **Creditors** : The Company will primarily comply with the conditions under the contract with creditors, including the repayment of interest principal and the maintenance of collateral under the relevant contract.
- 1.6 **Competitors** : The Company follows a good competition framework with ethics and within the legal framework, including supporting and promoting a free and fair competition policy without infringing intellectual property, secrets, or knowing the trade secrets of competitors by fraudulent means.

2. Guidelines for internal practices of the Company and its assets

2.1 Anti-corruption The Company recognizes the importance of anti-corruption and is committed to conducting business with integrity within the framework of good corporate governance by adhering to good governance principles aiming to do business with code of conduct and ethics, be responsible to society, the environment, and all stakeholders. It also conducts business with transparency, fairness and verifiability, as well as strictly complying with regulations, rules, and laws. The company recognizes the importance of anti-corruption. And is committed to conducting business with integrity under the framework of good corporate governance. By adhering to the principles of good governance Aiming to conduct business with ethics and business ethics Be responsible to society, the environment and all stakeholders. Conduct business with transparency, fairness and can be verified. Including strictly complying with regulations, rules and laws. Besides this, the Company has established a written "Anti-Corruption Policy" to provide clear guidelines for business operations and develop into a sustainable organization, as well as becoming a partner in the anti-corruption network.

2.2 Relationships and conflicts of interest The Company's personnel shall avoid and prevent personal, family, or kinship interests from conflicting with the interests of the Company and its subsidiaries. In case of unavoidability, the staff shall inform such relations to the relevant parties within the Company and not interfere with information affecting decisions and approvals in such matters.

Giving of gifts, receptions, discounts, or commercial conditions to persons concerned as customers, partners, or other persons having a business relationship with the Company shall be in accordance with the normal course of business dealings. The Company's personnel shall comply with the scope as follows:

- It is not contrary to the Company's existing policies and regulations and ones to be further announced.
- It is in accordance with the law.
- It must be reported to the authorized person as specified by the Company for acknowledgement and/or approval every time.

2.3 Responsibility for assets The directors, executives, and employees must use the assets of the Company and its subsidiaries with caution by using it economically, consciously, and responsibly for business purposes and for the best interests of the Company only.

2.4 Intellectual property and information on information technology

The Company gives precedence to its intellectual property, which includes the Company's name, logo, copyrights, patents, trademark, trade secrets, innovations, various information and information technology. The directors, executives, and employees are required to act as follows:

- Comply with laws related to intellectual property in all countries in which the Company has invested, including announcements, orders, and regulations prescribed by the Company.
- Maintain and protect the Company's intellectual property, trade secrets, and information from damage, loss, and ensure that intellectual property is used in the best interests of the Company.
- Use information technology provided by the Company to develop the business and increase the Company's competitive advantage only.
- Do not disclose the password used to access the Company's information system to others who are not involved.
- Do not disseminate, copy, or use illegal software in the Company.
- Do not use the Company's email or computer systems to send vulgar, obscene, annoying, threatening, slandering messages to others, including avoiding illegal websites or violating good morals as required by applicable law.
- Respect the intellectual property rights of others. Do not infringe a copyright or trademark or use other people's works for the benefit of oneself or the Company that may cause damage to the Company. The Company is also committed to promoting and encouraging all employees to innovate in relation to the business by not duplicating trademarks, copyrights, or patents of others.

3. Guidelines for social and public practice

The Company cares about and attaches importance to the safety of society, the environment, and quality of life of those involved in the Company's operations, encourages employees to be conscious and responsible for the environment and society, use modern and environmental-friendly technologies, and reduce wasted resources, as well as ensuring strict compliance with relevant laws and regulations. In addition, the Company seeks to engage in activities that preserve the environment and society as well as promoting the local culture in which the Company operates its business. The Company also adjusts the way of its operation to suit changing circumstances to reduce any impact on the environment, community, and society.

Monitoring compliance with the Code of Conduct

The Company will provide monitoring to ensure compliance with the guidelines in Clauses 1–3 above as follows:

- 1) The Company's personnel shall acknowledge, understand, and strictly follow the Code of Conduct.
- 2) The Company's personnel are responsible for promoting and complying with the Code of Conduct. Those who violate the Code of Conduct shall be subject to disciplinary proceedings in accordance with the Company's regulations. In addition, they may be punishable by law if such a violation is unlawful.
- 3) The Company should provide a channel for complaints, whistleblowing, and reporting in case of suspicion of violating the Code of Conduct, including channels for receiving complaints, comments, or suggestions from stakeholders.
- 4) The Company has assigned the Audit Committee or the Executive Committee (as the case may be) to receive complaints and fact check in case of suspicion of violation of the Code of Conduct.
- 5) The Company has regularly conducted a review of the Code of Conduct to improve its suitability and keep it up with events and business environments that may change.

In addition, stakeholders can ask for details, report complaints or clues of legal wrongdoing, inaccuracies of financial reports, defective internal control system, or violation of the Code of Conduct of the Company through the channels specified by the Company. Complaints and clues reported to the Company will be kept confidential. The person designated by the Company will investigate the information and find solutions (if any) and/or consider proposing important complaints with comments to the Board of Directors for further consideration.

Violations of the Code of Conduct are considered offenses and may result in disciplinary action, which may include dismissal, depending on the facts of each case.

The Company will allow its subsidiaries to follow this guidance *mutatis mutandis*.

This Code of Conduct shall be effective from July 6, 2022, onwards.

(Dr. Warapatr Todhanakasem)

Chairman of the Board of Directors

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