

MARKETING COMMUNICATION POLICY THAI WACOAL PUBLIC COMPANY LIMITED

1. Principles and Rationale

Thai Wacoal Public Company Limited ("the Company") places great importance on communicating marketing information to consumers in all channels and for all types of communication, including product details on product labels, point-of-sale materials, offline media, online media, and others. The Company is committed to ensuring that its communications are accurate, ethical, and in compliance with all applicable laws and regulations, and that they maintain a positive company image. This includes public relations, news dissemination, expressing opinions, asking and answering questions, and providing explanations on all such media.

The Company has a policy to ensure that its communications from all channels are conducted with care and that consumers receive adequate and equal information. The Company respects freedom of speech, adheres to principles of good corporate governance and business ethics, and complies with all applicable laws and regulations, including the Consumer Protection Act B.E. 2522, the Copyright Act B.E. 2537, the Electronic Transaction Act B.E. 2544, the Computer-Related Crime Act B.E. 2550, and the Personal Data Protection Act B.E. 2562. The Company will communicate marketing information effectively and to the maximum benefit of consumers, without disclosing any misleading information that could damage the Company's credibility and image.

2. Definitions

2.1 Offline Media means point-of-sale materials, radio and television, out-of-home media, both digital and print, such as billboards, LED screens in shopping malls, mobile ads such as buses, BTS, MRT, express boats, etc., and various printed media such as magazines, newspapers, etc.

2.2 Online Media means any media, platform, or other channel that can be accessed through the Internet, such as stories, content, experiences, articles, still images, motion pictures, or newsletters that are in online format, through channels such as websites, social media, LINE, email, etc.

3. Scope of Policy

This policy applies to Directors, management, and employees at all levels.

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4. Responsibilities and Guidelines

General Communication (Offline and Online Media)

4.1 Directors, management, and employees are considered representatives of the Company when they mention the Company, its brands, or its business operations through offline and/or online media. They should be aware that when communicating on media that is accessible to the public, the publisher is responsible for their actions.

4.2 Directors, management, and employees who are not involved or have not been authorized to disclose marketing information are prohibited from disclosing such information both privately and through various media.

4.3 Directors, management, and employees must exercise extreme caution when communicating information and facts through offline and/or online media that may lead to intense disputes, especially on matters of politics, race, and religion. The dissemination of images, information, and expressions of opinion through such media that violates the law, business ethics, and the Code of Conduct for Directors, management, and employees may lead to disciplinary action under the Company's employment regulations, such as providing false information and/or disclosing confidential information that may affect any person and/or organization or cause serious damage to the Company's property and/or reputation.

In the event that the Company communicates marketing information to children or young people through offline and/or online media, Directors, management, and employees will exercise extreme caution in using or disseminating existing information with accurate, truthful, and age-appropriate language in their communications. The advertising content or communication messages must be presented in a clear and understandable manner that does not mislead children or young people about the products or services being offered. Additionally, individuals presenting the Company's products or services must maintain a positive image and avoid encouraging children or young people to engage in inappropriate behavior.

4.4 Directors, management, and employees must cite supporting sources when communicating through offline and/or online media to prevent infringement of the intellectual property of others. If they wish to use copyrighted material, they must obtain permission from the creator or copyright owner beforehand, such as copyrighted content, trademarks, and distribution rights.

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4.5 If the Company receives reports or finds that images, information, or expressions of opinion through offline and/or online channels violate the law, the Company will investigate the facts and, if it finds that there is content that violates the law as reported, the Company's media officer must take action to correct, suspend, or remove such information from the media under their control as soon as possible.

4.6 Privacy and Personal Data Protection

The Company has a privacy policy and personal data protection guidelines that must be followed when collecting, disseminating, or using customer data for marketing purposes. This includes activities such as sending promotional SMS messages, advertisements, product catalogs, using data at retail stores, providing services through online channels, and customer service centers (Call Center).

In case of any questions, inquiries, or complaints regarding personal data protection, customers can contact:

Personal Data Protection Officer

Thai Wacoal Public Company Limited

132 Soi Charoenrat 7, Bangklo, Bangkholaem, Bangkok 10120

Phone: 0-2289-3100 ext. 226

E-mail Address: dpo@wacoal.co.th

The Company has procedures in place to manage personal data breaches, including handling complaints, resolving issues, and providing compensation to customers whose personal data has been compromised. These procedures are in accordance with the Company's established policies and methods.

4.7 Product Labeling

Product labeling must use accurate information and avoid misleading statements. All details must be disclosed in accordance with applicable laws and regulations.

Online Communications

4.8 The Company's online advertising is considered official communication and reaches a broad audience. Therefore, all online communications must promote a positive image for the Company and its brands. Online media managers must be able to protect privacy by understanding and implementing "Privacy Settings" on online platforms and adjusting them accordingly.

4.9 The creation of pages or accounts as official channels for disseminating Company information to the public must be reviewed and approved by the supervisor of the division to which the employee belongs. Before activation, the supervisor must be notified in writing. Official Company pages or accounts are the exclusive property of the Company.

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4.10 Social Media Usage

Employees must maintain separate accounts for personal and work-related purposes on social media platforms. When using personal accounts, employees must exercise discretion and clearly state that their opinions are their own and do not represent the views of the Company.

This policy was approved by the Executive Committee' meeting no. 5/2024 on May 9, 2024, and will take effect on May 10, 2024. It supersedes the Marketing Communication Policy dated January 1, 2020.



(Mr. Boondee Amnuayskul)

Chief Executive Officer and Managing Director