

Ethical Branding and Marketing Policy



VGI Public Company Limited

Effective on 25 May 2022

Reviewed on 21 March 2024

(English translation)

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VGI Public Company Limited

As an Offline-to-Online solutions (O2O Solutions) provider across advertising, payment and distribution businesses, VGI Public Company Limited (the “Company”) recognizes the principle of brand and marketing communication and the effects on the consumers in different segments. Thus, the Company advocates for a truthful communication and commits to integrate sustainable business practices into the marketing and communication within the Company and its subsidiary by adhering to the ethical brand communication and marketing practices.

The commitments on ethical branding and marketing are as follow

- 1) The Company commits to integrity in which the communication and advertisement of its brand, products and services are accurate, truthful and balanced. The identity of the brand and products as well as the marketing materials will be clearly distinguished.
- 2) The descriptions, claims or illustrations of the Company’s marketing communication will not be unsubstantiated, inaccurate or misleading. The Company rejects any exaggerated claims of its brand, products and services in any form including its impact of its performance in all aspects including social and environmental impacts.
- 3) The Company commits to protect and will not take advantage of vulnerable market segments (including but not limited to groups such as children, market illiterates, elderly etc.) through brand and marketing activities. The marketing materials for vulnerable market segments are created based upon the relevant rules, regulations and national laws.
- 4) The Company respects all of its stakeholders. The Company’s marketing and brand communications are created with decency and are not created to undermine the reputation of its competitors and other stakeholders through false information or exaggerate and unsubstantial claims.
- 5) The Company commits to integrate the sustainability metrics related to the environment and social responsibility into its brand analysis and brand perception survey in the aims to improve its brand perception in relation to sustainability practices.
- 6) The Company respects the consumers’ decisions and encourage customers to exercise their consumer rights through appropriate measures including informing customer on privacy protection rights and opt-out options for digital platforms. See also in Customer Privacy Policy.

This policy was effective on 25 May 2022

Mr. Keeree Kanjanapas

The Chairman of the Board of Directors