

Marketing Communication Policy for Consumers.

Sabina Public Company Limited and its subsidiaries.

The company places great importance on all communications with consumers, both direct and indirect, focusing on ensuring maximum consumer satisfaction through its products and services. This includes providing complete, accurate, and transparent information, as well as conducting sincere marketing practices toward consumers. The company has established the following sub-policies:

- Regarding product and service design and development, the company incorporates innovation in various production processes, including product quality testing, to meet relevant standards. This ensures that Sabina's products deliver maximum satisfaction and safety to consumers.
- Regarding product information, the company is committed to providing factual information to consumers, whether through personnel directly communicating with customers or via product-related information, such as labels or packaging. The information provided adheres to international standards and the guidelines of the Office of Consumer Protection Board (OCPB), ensuring that consumers receive accurate and useful information to aid their purchasing decisions. This includes details about the main ingredients of products, usage instructions, and precautionary measures.
- Regarding distribution channels, in all channels where consumers can interact with company personnel, consumers must receive accurate and highly beneficial information. They should also experience honest, ethical, and fair service. Personnel must maintain the confidentiality of customers' trade information and must not use it for personal gain or improper benefits for others.
- Regarding public relations, advertising, or customer contact channels, whether through offline or online media.
 - The company provides accurate, transparent, and clear information to consumers to ensure they receive truthful details about the company's products and services.
 - The company welcomes contact from customers, including questions or inquiries about its products, as well as complaints from consumers. Such complaints will be appropriately investigated and addressed fairly.



(Mr.Bunchai Punturaumporn)

Chairman of Executive Committee