

## Responsible Marketing Communication Policy to Consumers.

### Sabina Public Company Limited and its affiliates.

The company places great importance on responsible marketing communication to consumers, as the brand's marketing communication plays a crucial role in shaping consumer behavior in society. Therefore, the company has established a policy for responsible marketing communication to consumers. This is carried out both independently and in collaboration with other organizations, conveyed through the company's products and services. It includes providing comprehensive information, accurate knowledge, transparency, and sincere marketing to consumers. The most significant aspect of implementing communication projects is their continuity, which Sabina has always emphasized. The company has outlined specific sub-policies as follows:

- **Product Information:** The company has a policy on responsible marketing communication to consumers, ensuring the provision of factual information to consumers through product labels that display necessary details in accordance with the announcements of the Consumer Protection Board regarding labels. These include the characteristics of controlled product labels as specified in B.E. 2541 and B.E. 2565. Additionally, certain groups of products imported from abroad are labeled to indicate their origins, along with detailed descriptions of the products. This ensures that consumers receive clear information, preventing any misunderstanding about the origins and essential details of the products.



An example of a product tag stating "Product Label" on the back of the tag.

Moreover, the company emphasizes responsible marketing communication to consumers by encouraging them to recognize the benefits and proper usage of products. This is achieved through fabric tags displaying essential material composition details along with universal care symbols for product maintenance. These serve as initial information to aid consumers in making purchasing decisions. Additionally, they help extend product longevity, ensuring customers can derive the maximum benefit from their usage.



An example of a product tag stating "Product Label" on the back of the tag.

- In terms of product and service design and development, the company focuses on producing high-quality products that meet customer expectations. This is achieved through research and product development to create innovative products that respond to customer needs. The company has established a dedicated Research and Development (R&D) unit to oversee this area. Additionally, quality testing criteria are implemented to meet international standards, ensuring that Sabina's products provide the highest levels of satisfaction and safety to consumers.

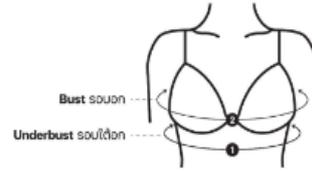
- In providing product information directly to consumers through distribution channels, the company ensures that consumers receive accurate and highly beneficial information. This also includes delivering honest, ethical, and fair services. The company commits to maintaining customer confidentiality and refrains from using such information for personal or unauthorized third-party benefits.

- In terms of public relations, advertising, or customer contact channels, both offline and online media are utilized.

o The company continues to engage in responsible marketing communication to consumers, promoting awareness among consumers about selecting bras that suit their body shapes. The company has found that over 80% of women tend to choose the wrong bra size. Most people wear bras that are too small, both around the bust and for the cup size. Wearing an incorrect bra size not only affects the shape of the chest but also impacts the wearer's health. Therefore, Sabina has organized training sessions for sales staff, both in-store and online, to provide knowledge about women's body shapes and the correct methods for measuring bra sizes. Additionally, the company has created online communications to explain how to measure bra sizes accurately, along with proper size comparison charts in both Thai and English.

# BRA MEASUREMENTS

ตารางเทียบไซส์เสื้อชั้นใน



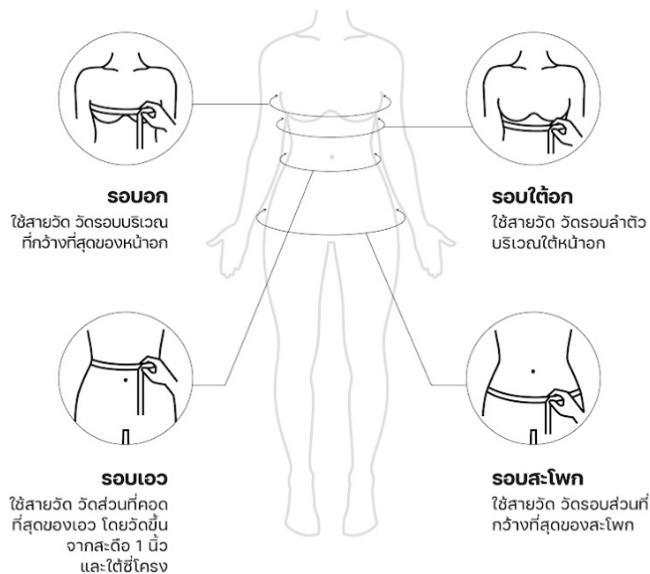
Measure around bust and underbust to find the difference. Example:  
 Bust = 88 cm  
 Underbust = 76 cm → size 34/75  
 Difference (88-76) = 12 cm → cup B  
 Your cup size is **B34/75**

วัดรอบอกและรอบใต้อกเพื่อหาผลต่าง และนำมาเทียบไซส์ตามตาราง เช่น  
 รอบอก = 88 ซม.  
 รอบใต้อก = 76 ซม. → ไซส์ 34/75  
 ผลต่าง (88-76) = 12 ซม. → คัพ B  
 ไซส์เสื้อชั้นในของคุณคือ **B34/75**

CUP	②-① Difference ผลต่าง CM (ซม.)	SIZE	① Underbust รอบใต้อก CM (ซม.)
A	9.0 - 11.0	30/65	63 - 67
B	11.5 - 13.5	32/70	68 - 72
C	14.0 - 16.0	34/75	73 - 77
D	16.5 - 18.5	36/80	78 - 82
E	19.0 - 21.0	38/85	83 - 87
		40/90	88 - 92
		42/95	93 - 97

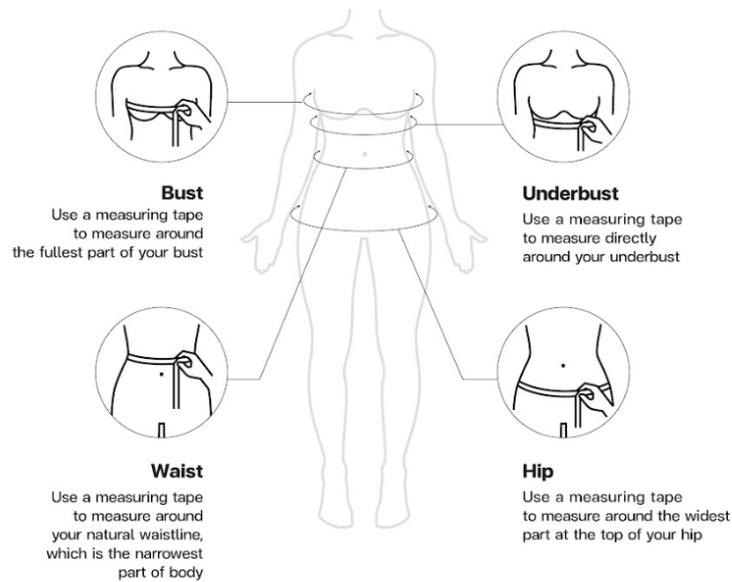
PRETTY PERFECT | PERFECT BRA | FUNCTION BRA | TWENTY FIVE | SOFT COLLECTION  
 SOFT DOOMM | MODERN V | DOOMM DOOMM | SBN SPORT

## วิธีการวัดไซส์



## HOW TO MEASURE YOUR SIZE

SABINA



Examples of bra sizing methods along with bra size comparison charts.

Both in Thai and English.

o The company has established a CRM unit to handle customer inquiries and questions about products, providing accurate and sincere information for the utmost benefit of consumers. This includes accepting complaints about products and services from consumers through various channels such as Sabina's stores nationwide, online platforms, and telephone services, ensuring consumers can quickly access communication. The details are as follows:

- Line OA : @SabinaThailand
- Email : [crm@sabina.co.th](mailto:crm@sabina.co.th)
- Tel.: 02-422-9430 (Customer Relations).

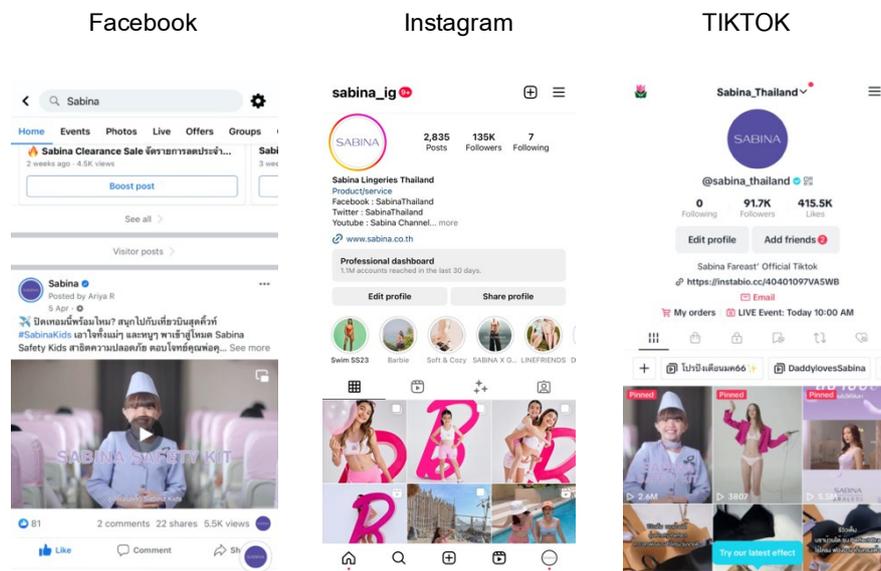
Complaints will be reviewed and handled fairly, with a response provided to the complainant within three business days.

The company has established marketing communication formats for two target groups as follows:

1. Children or youth under the age of 12: Communication is conducted under the "Sabinie by Sabina" line, focusing on children's underwear for girls aged 6-12 years. The cartoon character Sabinie is designed as an older sister figure who educates children through various collections that incorporate knowledge and activities, such as the **Animal Rescue Collection**, which provides knowledge about rare and endangered animals, and the **Reading Collection**, which encourages reading habits. Additionally, animated media is created to guide appropriate product selection, teach sizing methods, and provide mothers with information to make suitable purchasing decisions.

Through appropriate marketing communication via digital channels—such as websites, social media, SMS, email, and other communication platforms—the company emphasizes adapting the communication format to suit the medium (e.g., images, short videos, long-form video content). Due to the nature of the company's products, which are undergarments, there are specific limitations and precautions that must be observed in the communication process.

Additionally, the content or media intended for the target audience must prioritize compliance with policies and regulations on digital platforms (Facebook, TikTok, Instagram, YouTube). For instance, media images must avoid excessive exposure of skin or content that leans towards sexual or nude imagery.



## Sexual Exploitation and Gender-Based Violence

We are committed to providing a space that embraces gender equity, supports healthy relationships, and respects intimate privacy. Undermining these values can cause trauma and may lead to physical and psychological harm. **We do not allow sexual exploitation or gender-based violence, including non-consensual sexual acts, image-based sexual abuse, sextortion, physical abuse, and sexual harassment.**

If you or someone you know has experienced sexual exploitation, support is available. Contact a **helpline or service provider** in your region. If you are in immediate danger, contact your local emergency services. If you believe you have experienced an intimate privacy violation on our platform, you can **report it**.

2. General Consumers: Promoting consumer awareness of the benefits and proper use of products through the following responsible marketing communication activities:

- Using social media to communicate with consumers and allowing them to access the brand directly: Social media is currently a vital channel for communicating with consumers, enabling them to connect with the brand quickly and directly. At present, Sabina covers all online media channels to provide product information to consumers as follows:

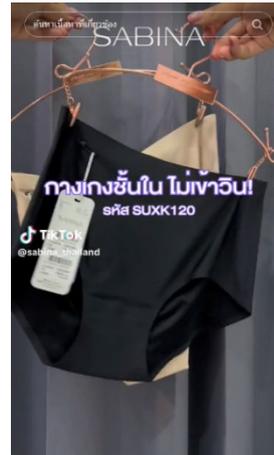
- Facebook : SabinaThailand
- Facebook : Sabina Kids&Mom

For selecting content specifically suitable for mothers and children.

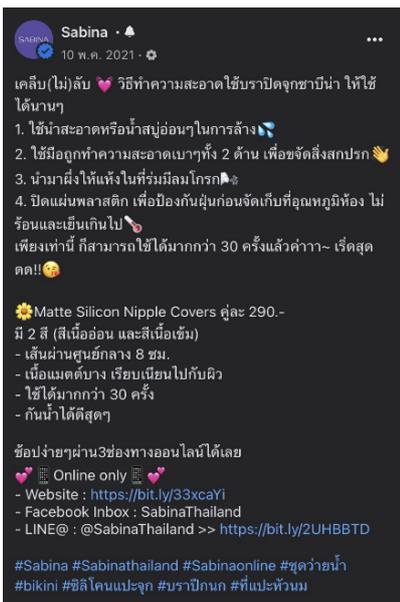
- Instagram : Sabina\_IG
- Tiktok : sabina\_thailand
- Twitter : SabinaThailand
- Line@ :Sabina Thailand
- Blockdit : Sabina
- Website : [www.sabina.co.th](http://www.sabina.co.th)

By preparing a dedicated team to provide consultations, address inquiries, and resolve issues promptly across all channels.

- Creating content about the benefits consumers will gain from the products: Consumers need to understand the advantages and proper usage of the brand's products. Therefore, the company focuses on creating content that highlights the benefits consumers will receive from the products. This content can take the form of articles, videos, stories, or other formats that clearly convey the benefits and usage instructions. Online technology is utilized to communicate these effectively, such as instructional videos, product highlight demonstrations, or live broadcasts.



- Educating consumers about product labels is facilitated through online channels for easy access. Content related to lingerie labels, such as proper maintenance or special care for items like nipple covers, is created and shared online. This includes articles on websites, blogs, and social media platforms, enabling consumers to access product label information and care guidelines anytime.



An example of a tutorial video on how to care for silicone nipple covers after using underwear.

Examples of maintenance articles.

On the website.

Miss Duangdao Mahanavanont  
Chief Executive Officer