



## Plan B Media Public Company Limited

1700, Plan B Tower, New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400  
Tel.+662 530 8053-6 Fax.+662 530 8057 E-mail: info@planbmedia.co.th Tax ID. 0107556000507  
www.planbmedia.co.th

# POLICY AND PROCEDURE ON STAKEHOLDER TREATMENT

Plan B Media Public Company Limited ("the Company") emphasizes the importance of engaging with its stakeholders throughout its operations. This is evident in the Company's commitment to conducting business ethically and responsibly, while upholding social responsibility and promoting good citizenship. The Company adheres to the principles of good corporate governance as a guiding framework for organizational management and practices that contribute to the sustainable development of the Company.

Given the evolving social, environmental, and business landscape, stakeholders, including those who have a vested interest, have become more complex and have higher expectations for fair treatment, inclusivity, and participation in decision-making processes that impact their interests. Recognizing the growing significance of stakeholder engagement, the Company has developed a policy concerning its treatment of stakeholders, aiming to provide clear guidelines for employees in conducting business that adds long-term value to shareholders while considering the shared benefits of other stakeholders.

The Company strives to enhance shareholder value in the long run while considering the interests of other stakeholders. By implementing this policy, the Company seeks to foster a business environment that promotes mutual benefits and meaningful collaboration with stakeholders.

## Stakeholders

Stakeholders refer to individuals or groups of individuals who are directly or indirectly affected by the Company's business operations or have any interest or influence that may impact the Company's business, such as customers, employees, communities, shareholders, business partners, government agencies, thought leaders, and others.

## Guidelines for Stakeholder Engagement

### 1. Identification and Analysis of Stakeholders

Clearly classify and group stakeholders based on their relevance to each business area, in order to analyze the risks and impacts comprehensively and clearly, both direct and indirect, on each stakeholder group. Recognize that each stakeholder group has different perspectives and expectations, and accordingly, develop strategies and prioritize steps to engage with each stakeholder group.

Identify Key Development Issues that have a significant role in decision-making and operational performance for the Company or stakeholders. Specify the relationships and importance of these issues to the Company and stakeholders.

Develop a Stakeholder Mapping to identify stakeholders and related parties within the Company, and understand the perspectives and potential impacts on stakeholders, including the expectations of each stakeholder group. This stakeholder mapping will be designed to respond to the needs of stakeholders, strategies, and appropriate communication methods that will impact the sustainable operation of the Company.

## 2. Communication Strategy Development

Engage in regular and close communication to establish ongoing understanding with stakeholders, leading to mutual trust and a good relationship. Develop appropriate communication strategies, formats, and step-by-step processes that are suitable for stakeholders, considering their situations, timeframes, and local cultures. Consider the potential harm or loss that may occur if communication is ignored or not carried out.

## 3. Information Disclosure

Provide accurate and non-covered information to instill confidence in stakeholders, ensuring consistent and timely information delivery. For example, disclose information that is beneficial at the appropriate time, disclose the true purpose of the information, and ensure a transparent reporting process to stakeholders. However, information disclosure should be considered in accordance with the Company's disclosure policy.

## 4. Inclusion

Provide opportunities for stakeholders to participate in matters that impact them, allowing them to contribute and have a voice in decision-making. Establish channels for receiving suggestions, complaints, and grievances from stakeholders, and be open to listening and exchanging ideas with stakeholders to understand their opinions, expectations, and needs. During discussions and exchange of opinions with stakeholders, consider the differences that may affect their ability to express their opinions, such as age, gender, education, experience, attitudes, etc. Additionally, provide basic information before the discussion, prepare reports on the results of the discussions, and inform participating stakeholders accordingly. Ensure systematic data collection from stakeholder

engagement. At the same time, the Company should actively participate in providing comments, clarifying issues, or obstacles to lawmakers or regulatory guidelines that may impact the Company's business operations.

## **5. Risk Management and Practices towards Stakeholders**

Identify and prioritize the importance of risks arising from stakeholder engagement to prepare and manage the potential risks associated with exchanging ideas with stakeholders in a constructive manner. Consider various risks, such as reluctance to participate, fatigue in engagement, dissatisfaction with the company's responses, presence of non-participatory individuals in a group of opinionated stakeholders, intention of obstructing the exchange of ideas by stakeholders, stakeholders lacking information, stakeholders lacking negotiation power, technical difficulties in exchanging ideas, conflicts within the participating group, and more.

## **6. Review and Reporting**

Regularly review and evaluate the practices towards stakeholders to facilitate continuous improvement in stakeholder engagement. Develop operational plans to foster cooperation between stakeholders and relevant parties within the company. Monitor the progress of cooperative efforts and communicate the results to stakeholders. Additionally, report the overall results of the practices towards stakeholders to the public, covering the impacts received and the scope of operations. This includes demonstrating the link between the benefits derived from the practices towards stakeholders and the company's operational outcomes.

## **Responsibilities of the Management Department**

The Management Department is responsible for efficiently and effectively managing the implementation of policies and practices towards stakeholders. This includes ensuring appropriate resources are allocated, budgeting, designating clear responsibilities to knowledgeable and skilled individuals, and establishing systems for receiving feedback, data collection, tracking, and evaluation. Furthermore, they integrate the information from stakeholder engagement into the organization's governance, strategies, and management at all levels of the company, aiming for acceptance and sustainable business development throughout the organization.

## Policy and Practices towards Various Stakeholder Groups

The company establishes policies and practices as a framework for engaging with various stakeholder groups, aiming to create value for the organization and promote sustainable development.

The following are the key principles:

### Policy and Practices towards Shareholders

The company places great importance on shareholders, who are the owners of the company. Therefore, the board of directors serves as representatives of the shareholders, and the company's executives and employees have a responsibility to conduct business in accordance with corporate governance principles and the company's mission. The following are the practices implemented to continually maximize benefits and add value to the shareholders in the long run:

1. Manage the organization in line with the company's vision and corporate governance principles, with integrity, prudence, and without conflicts of interest, to generate sustainable returns for all shareholders.
2. Respect the rights of shareholders and treat all shareholders fairly and equally, refraining from actions that violate or infringe upon the rights of shareholders.
3. Provide opportunities for shareholders to propose agenda items for general meetings and nominate directors in a timely manner.
4. Provide clear and comprehensive explanations of all matters to be decided by shareholders at meetings, along with all relevant information, allowing sufficient time for shareholders to make informed decisions.
5. Prohibit the use of internal information that has not been disclosed to the public by the board of directors, executives, and employees in related departments, including spouses and underage children, for personal gain or the benefit of others in an inappropriate manner that disregards the interests of shareholders.
6. Establish independent directors responsible for overseeing the concerns and suggestions raised by shareholders through established channels that are easily accessible.
7. Implement effective internal control measures, internal audits, and risk management practices.
8. Disclose important information about the company, financial reports, and operational performance accurately, promptly, and transparently, to provide shareholders with regular updates on the company's performance through accessible channels.

## Policy and Practices towards Employees

The company firmly believes that employees are valuable resources and key factors in its success. Therefore, the company practices fair treatment of employees based on the principles of human rights, considering the needs of employees and aiming to foster a good relationship between employees and the organization. The following are the practices implemented to continuously develop skills, enhance capabilities, provide stability, and promote progress in employees' careers:

1. Recruit employees through an efficient selection process and hiring criteria that prioritize high-quality individuals who are skilled, competent, and honest to ensure that employees are both talented and of high quality.
2. Take comprehensive and fair care of employees, respect and protect their personal freedoms, support, and respect their right to express their opinions freely without fear of reprisal.
3. Establish a system for reporting and addressing inappropriate behavior according to the company's code of conduct, including protecting employees from harassment or punishment resulting from reporting.
4. Develop employees in all professions and at all levels adequately and continuously, considering their suitability for their roles and responsibilities, and create a sense of ethics among all employees.
5. Promote teamwork and create discipline in work practices, encouraging employees to work together as a unified entity, ensuring a safe and efficient work environment.
6. Evaluate job performance and manage compensation based on individual suitability, responsibilities, and abilities, providing fair and appropriate benefits, and regularly caring for and improving employee welfare. This should be benchmarked against leading companies in the same industry.
7. Foster awareness and promote a safe and healthy work environment, creating a good atmosphere and conditions in the workplace that make employees feel warm and part of the same family.
8. Manage work according to occupational health and safety management systems and environmental management systems in line with international standards.
9. Encourage employees to achieve work-life balance.

10. Provide channels for disclosing various important information to employees, ensuring their knowledge, and understanding of business operations and performance in various aspects of the company's business.

#### Policy and Practices towards Customers

The company is committed to ensuring that customers receive maximum benefits and satisfaction in terms of quality and fair prices. It aims to develop and maintain sustainable relationships with customers through the following practices:

1. Deliver products and services that meet the needs of consumers and the surrounding community, contributing to a good quality of life and promoting sustainable social development.
2. Foster innovation, research, and continuous development to provide high-value, quality products and services that meet the diverse needs of customers.
3. Develop environmentally-friendly products and services, aiming to use fewer resources, conserve energy, promote recyclability, and have long-lasting durability.
4. Produce safe and trustworthy products and services that do not pose a threat to consumer health, providing accurate and sufficient information to consumers.
5. Securely and responsibly handle customer data, ensuring that customer information is not used inappropriately.
6. Set prices for products and services at a fair and reasonable rate.
7. Implement a quality management system in accordance with international standards.
8. Establish dedicated departments responsible for offering product suggestions, providing consultation, problem-solving methods, and handling customer complaints to ensure maximum customer satisfaction with products and services.

#### Policy and Practices towards Business Partners

The company adheres to fair trade practices, following the company's code of ethics and commitments made to business partners. The following practices are implemented:

1. Consideration of fair and reasonable purchasing prices, considering price, quality, and received services, along with the ability to provide appropriate justifications when examined.
2. Ensure accurate and timely payment to business partners.
3. Establish clear regulations for sourcing and conducting various operations.

4. Conduct business in a sustainable and transparent manner, adhering to trade conditions and contracts, and treating all relevant parties fairly.
5. Avoid requesting or accepting any form of property or benefits from business partners.
6. Regularly visit business partners to exchange opinions and listen to suggestions or areas for improvement.
7. Support environmentally-friendly sourcing and community product development.
8. Avoid engaging in business with partners who violate human rights or intellectual property rights.
9. Do not disclose business partners' information to others without their consent.
10. Refrain from conducting business with partners involved in illegal or unethical practices that disrupt peace, order, and good morals.
11. Promote and support business partners in conducting sustainable business practices with social and environmental responsibilities, adhering to the company's code of ethics for business partnerships.

#### Policy and Practices towards Business Partners

The company has a policy to take care of its business partners in terms of human rights standards, environmental conditions, work safety, and the rewards they receive. Additionally, it promotes the development of skills and knowledge both within and outside of work for business partners to work more efficiently. The following are the practices:

1. Consider fair and equitable compensation and ensure that business partners pay their employees no less than the legal requirements.
2. Promote and ensure workplace safety and environmental conditions for business partners.
3. Provide opportunities for business partners to meet with management and listen to their opinions in order to align their work with the set goals.
4. Support business partners in developing knowledge to maximize work efficiency.
5. Promote and support business partners in conducting sustainable business practices with social and environmental responsibilities, adhering to the company's code of ethics for business partnerships.

### Investor Policy and Practices

The company respects the rights of investors and treats all investors fairly. It promotes investor respect for human rights and collaborates effectively with investors to ensure the success of the joint investment venture. The following are the practices to achieve the objectives of the investment venture:

1. Coordinate cooperation with investors to strengthen and support the operations of the joint investment venture.
2. Support the exchange of ideas and suggestions with investors and jointly consider the business plans of the joint investment venture for sustainable development.
3. Monitor and encourage compliance with legal frameworks and sustainable development guidelines in the operations of the joint investment venture.
4. Consider and allocate the benefits derived from the operations of the joint investment venture in a fair and transparent manner in collaboration with investors.
5. Treat all investors equally and without discrimination.

### Debtor Policy and Practices

The company has a policy of treating debtors with fairness, integrity, and transparency. It adheres strictly to the terms and conditions of agreements and contracts. The following practices are implemented:

1. Create contracts with debtors of all types that are accurate, legal, fair, and transparent, without discriminating against any party.
2. Avoid dishonest or misleading practices and refrain from withholding important information or facts that could cause harm to debtors.
3. Adhere strictly to the terms and conditions of agreements made with debtors of all types, ensuring accuracy and compliance.
4. Make timely and complete repayments, including principal and interest, to all types of debtors as per the agreed-upon schedule.

### Community Policy and Practices

The company respects human rights and treats all stakeholders with equality, fairness, and transparency. It conducts business in a socially responsible manner, supporting activities that enhance the quality of life and benefit the well-being of the community and society in which the company





#### **Plan B Media Public Company Limited**

1700, Plan B Tower, New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400  
Tel.+662 530 8053-6 Fax.+662 530 8057 E-mail: info@planbmedia.co.th Tax ID. 0107556000507  
www.planbmedia.co.th

operates, both locally and in the ASEAN region. The following practices are implemented by employees and stakeholders in line with these policies:

1. Support appropriate social assistance programs for communities, particularly those located near the company's operational sites.
2. Care for and protect the community's environment, implementing efficient waste management practices throughout production processes and general operations. Utilize efficient technologies and maintain continuous monitoring to minimize environmental impact.
3. Promote and support activities/projects that enhance the potential and abilities of youth in education, science, technology, sports, arts, and instill moral and ethical values to empower them to become accomplished individuals.
4. Support emergency relief activities/projects to mitigate the suffering of disaster-affected individuals, as well as promote improved health and livelihoods within the community, such as vocational development and the establishment of resilient communities.
5. Support medical and healthcare activities/projects to improve the quality of health and well-being of individuals in the community and society.
6. Promote and support activities in the arts, cultural preservation, and religious practices in accordance with appropriateness.
7. Support charities and non-profit organizations to assist and provide opportunities for marginalized individuals to have improved lives within society, as well as support organizations that foster the development of human resources.
8. Provide opportunities for community members and stakeholders from all groups to participate in various activities/projects. Encourage feedback, suggestions, or complaints resulting from the company's operations, aiming to foster sustainable coexistence between the industry and the community.

#### Policy and Practices for Government Agencies

The company places importance on government agencies as stakeholders and has established guidelines for conducting transactions with the state in the company's code of conduct. This ensures that employees carry out their duties accurately and appropriately, including collaborating with government agencies both academically and in supporting various activities. The following are the practices:

1. Comply with relevant laws and regulations, being constantly aware that laws, regulations, or cultural customs may have different conditions, procedures, or practices in each locality.
2. Avoid engaging in any actions that may encourage employees in government agencies to carry out improper or inappropriate activities.
3. Foster knowledge exchange with government agencies to contribute to community development, such as local authorities.
4. Support government initiatives and activities.
5. Participate in meetings to provide continuous academic support and assistance.
6. Welcome visits and inspections from government agencies.
7. Listen to feedback, suggestions, or complaints from government agencies.

#### Policy and Practices towards Mass Media

The company recognizes the importance of disclosing information to the mass media in order to effectively communicate with the public. Therefore, the following practices are implemented:

1. Equal and accurate disclosure of news information to the mass media, ensuring clarity and relevance.
2. Prompt and timely communication of information in response to events.
3. Providing opportunities for the mass media to meet and engage with senior management closely.
4. Facilitating convenient access for the mass media to contact the company.
5. Cultivating a good relationship with the mass media, such as arranging visits to facilities and factories to observe production processes and internal management systems, as well as receiving accurate information.

#### Policy and Practices towards Academic and Intellectual Thought Leaders

The company conducts its business with a commitment to social responsibility and the well-being of all stakeholders. It emphasizes transparency and accuracy in disclosing information and actively seeks input and suggestions from the academic and intellectual communities in all areas. This is done to foster collaborative approaches in conducting sustainable business operations that align with community and societal development. The following are the practices implemented:

1. Transparent disclosure of business operations, subject to verification.



**Plan B Media Public Company Limited**

1700, Plan B Tower, New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400  
Tel.+662 530 8053-6 Fax.+662 530 8057 E-mail: info@planbmedia.co.th Tax ID. 0107556000507  
www.planbmedia.co.th

2. Publication of comprehensive and sustainable development reports, including articles and various information, disseminated in both physical and electronic formats.
3. Conducting business with consideration for the impact on the environment and the community, including encouraging stakeholder involvement in preserving environmental quality.
4. Establishing relationships and processes that facilitate community participation with relevant stakeholders.
5. Actively listening to feedback, suggestions, and complaints from stakeholders to find collaborative approaches in aligning cooperation and meeting the needs of the involved parties.

Policy and Practices towards Competitors

The company operates with a policy of fair competition in accordance with ethical business practices and the legal framework. It values conducting business with integrity and respects the principles of fair trade and competition laws. The following practices are implemented:

1. Adhere to a framework of fair competition and relevant regulations, ensuring transparency and fairness, while avoiding any unfair advantage over competitors through illegal means.
2. Avoid seeking confidential information through unethical or inappropriate methods.
3. Refrain from infringing upon the intellectual property of competitors.
4. Avoid damaging the reputation of competitors through unfounded accusations or harmful statements without factual basis.
5. Support and promote free trade while avoiding any agreements or behaviors that restrict or limit trade competition with competitors.

Effective April 24, 2021

- *Pinijsorn Luechaikajohnpan* -  
(Pinijsorn Luechaikajohnpan, Ph.D.)

Authorized Director