



Plan B Media Public Company Limited

1700, Plan B Tower, New Petchburi Road, Makkasan, Ratchathewi, Bangkok 10400
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QUALITY SERVICE MANAGEMENT POLICY

Plan B Media Company Limited ("the Company") recognizes the importance of quality management in accordance with international standards. It aims to foster a culture where employees are conscious and aware of the significance of working under the Quality Service Management Policy to achieve the highest level of customer satisfaction.

Objectives:

To ensure that the Company's quality management system and related departments have a shared understanding and alignment with the Quality Service Management Policy, the Company establishes the following quality objectives and intentions for development:

1. The Company aims to control the performance indicators of all processes to achieve the set goals by no less than 80%.
2. The Company emphasizes providing quality services with processes in place to control the number of complaints from customers, aiming for the minimum or zero complaints per month.
3. The Company focuses on delivering quality services with processes in place to address and resolve complaints from customers to the maximum extent, aiming for no less than 80%.
4. The Company prioritizes providing quality services with processes in place to control the success of advertising media services, aiming for no less than 80%.
5. The Company aims for customer satisfaction with service utilization of no less than 80%.

The Company hereby declares that all management and personnel of the Company shall be aware of and adhere to the following:

1. All management and personnel of the Company shall collaborate and work efficiently to manage and perform tasks in accordance with an effective and efficient quality management system, maintaining it continuously.
2. Ensuring quality in work performance, service delivery, coordination, as well as the development and improvement of work methods for all roles and responsibilities, is the responsibility of every employee, and strict adherence is required.



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3. All levels of management have the responsibility to promote and support the enhancement of skills, knowledge, expertise, and experience for all employees through regular training and practical exercises to continuously improve work performance, service delivery, and coordination.
4. All levels of management have the responsibility to control, monitor, and evaluate performance to maintain standards and quality in all tasks consistently.
5. All management and employees of the Company must comply with this Quality Service Management Policy, understanding and implementing it at all organizational levels. The management will review this policy as necessary and appropriate to ensure continuous improvement of the quality management system.

Effective April, 16 2021

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

Authorized Director