

## RESPONSIBLE CONTENT AND ADVERTISING POLICY

Plan B Media Public Company Limited (the “Company”) aspires to provide responsible content to improve the customer experience and increase consumer trust and confidence. As the out-of-home market leader for advertising, the Company commits to delivering solutions to meet the demands of advertisers and brands. This policy has been developed as a fundamental pillar to provide guidelines on disclosing content and addressing the code of ethics for advertising. The commitment to Responsible Content is as follows:

The Company implemented the code of ethics for advertising to illustrate the practice of displaying ethical advertisement material. These practices include:

- 1) The Company ensures the content is accurate, transparent, factual, and ethical. The quality of the material, both verbal and nonverbal, should be decent, appropriate, truthful, and appropriate for the user's safety and privacy. The source of publication shall be identified in the Advertising Material.
- 2) The Company must conform to the national laws and regulations, the memorandum of association, and the articles of association of the licensor and/ or the owner of the advertising location. Any display that violates the mentioned sources will be prohibited from being shown in the media.
- 3) The Company values individual rights and the authenticity of the material. Any illustrations referring to a living person, incorporating features resembling the licensor and/or the owner of the advertising location's logo or route map, must be approved with the owner's consent in written form. Content shall not infringe upon people's trademarks, patents, and copyrights of publications, articles, products, or services without the permission or written consent form. Otherwise, the advertisement will not be disseminated in the media.
- 4) The Company commits zero tolerance for publications that provoke hatred, discrimination, harassment, or violence. The Company provides measures to prevent and mitigate the display of violence, pornography, tobacco products, alcohol products, weapons, gambling content, and discrimination (based on race, national or ethical origin, religion, sex, age, sexual orientation or disability) by management of air time, monitoring the amount of violence portrayed in products or platforms such as digital and physical advertisements, and screens the accuracy of information as well as material containing cultural sensitization. The preliminary measure includes and is not limited to age screening of materials directed at children, minors or specific age groups and areas.

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

Authorized Director