

(Translation)

Policy on the Promotion of Creative Ideas and Innovation Management

Sansiri Public Company Limited (hereinafter referred to as the “the Company”) acknowledges that promotion of creative ideas and innovation management within the organization are essential factors in steering its business forward. Therefore, it encourages and supports its members from all work processes to use their creativity for innovations of goods and services, as well as seeking opportunities for new businesses for the Company itself. This will allow the Company to promptly address the needs of its clients and stakeholders, which could change constantly and quickly over time, and to achieve increased business growth and competitiveness.

Further, the Company regards constant development and implementation of creative ideas for innovations do greatly contribute to sustainable growth. Therefore, it hereby adopts the Policy on Promotion of Creativity and Innovation Management. Details are as follows:

1. The Company shall be determined in developing in-house innovation development system for society and environment. It shall establish clear frameworks and guidelines regarding management of the organization’s innovations. Also, it shall elaborate organizational structure of personnel in charge with elaborated roles, duties and work procedures.
2. The Company shall appropriately allocate its resource and budget to promote innovative creations.
3. The Company shall cultivate its employees with good attitude towards changes. Also, it shall encourage its employees to actively engage in self-improvement activities and use their own creativity so that they are capable of creating, selecting, and applying innovations in their work processes in an appropriate manner.
4. All of the Company’s executives and employees shall bear their duties in supporting, engaging and acting in accordance with its Policy on Innovation Management, with an eye to continuously improve its overall work efficiency and business competitiveness.
5. The Company shall encourage employees to use innovations and technologies in support of their work processes in all steps. This will help increasing opportunities and work efficiency, as well as facilitating social and environmental development.
6. The Company shall facilitate cooperation between itself and stakeholders regarding uses of creativity and innovation management, so that new technologies and innovations will be applied in furtherance of the Company’s businesses.
7. The Company shall encourage management of know-hows and creativity in order to facilitate exchange of resources and know-hows for innovation development between its business units.

8. The Company shall evaluate effectiveness of its work processes. This evaluation will be followed up and constantly reported to its executives and board of directors. The Company shall also share information and cooperate with third parties in order to promote learning and furtherance of innovations.

This Policy has been considered and approved by the Board of Directors at the meeting No. 14/2023 on 14 December 2023 and shall enter into force from 14 December 2023 onwards.

(Mr.Apichart Chutrakul)
Chairman of the Board
Sansiri Public Company Limited