

CUSTOMER RELATIONSHIP MANAGEMENT AND RESPONSIBLE MARKETING POLICY

MR. D.I.Y. HOLDING (THAILAND) PUBLIC COMPANY LIMITED AND ITS SUBSIDIARIES

7 August 2026

Version: 1

Approved by the Board of Directors' Meeting: 7 August 2026

CUSTOMER RELATIONSHIP MANAGEMENT AND RESPONSIBLE MARKETING POLICY

MR. D.I.Y. Holding (Thailand) Public Company Limited (the “**Company**”), together with its subsidiaries (the “**Group**”), recognizes the importance of treating customers fairly and maintaining transparency in marketing communications, which form the foundation of socially responsible business operations. The Group is committed to conducting its business with ethics, honesty, transparency, and respect for consumer rights, thereby strengthening customer confidence and enhancing a positive customer experience.

The Group has established this Policy to serve as a guideline for its business operations in various aspects in accordance with international standards. The Group will undertake the following:

1. CUSTOMER RELATIONSHIP MANAGEMENT

- 1.1. to enhance customer satisfaction by delivering quality products and standardized services in order to build trust and foster long-term relationships with customers;
- 1.2. to treat customers equally and fairly, without discrimination, and to strictly protect customers’ confidential information and personal data in accordance with the Group’s Personal Data Protection Policy
- 1.3. to provide a variety of accessible complaint channels, maintain clear and effective communication systems, and resolve issues and concerns in a transparent manner
- 1.4. to regularly collect and assess customer feedback in order to support the continuous improvement and development of products and services;
- 1.5. to establish a systematic process to measure and monitor customer satisfaction, such as customer surveys, customer experience data analysis, and monitoring of relevant indicators, and to use the results to continuously improve products and services.

2. RESPONSIBLE MARKETING

- 2.1. To provide complete product information and avoid exaggerated claims by presenting accurate, clear, and factual information, so that customers can make decisions based on accurate information.
- 2.2. To conduct marketing communications responsibly by taking into account the appropriateness of content and communication methods for the intended audience, particularly vulnerable groups such as children, youth, and the elderly, while also considering public morals and complying with applicable laws and regulations;
- 2.3. To conduct marketing activities and competition fairly, and not to use practices that may cause damage to competitors, such as disparaging marketing or the provision of distorted or misleading information, and to strictly comply with applicable laws and the Group’s Code of Business Ethics in order to promote transparent and responsible competition
- 2.4. To respect the intellectual property rights of others and not to use copyrighted works, such as illustrations, articles, videos, copy, or other creative elements, for marketing purposes without proper authorization, and to encourage employees and relevant parties to comply with applicable laws and regulations accordingly.

3. REVIEW OF POLICY

This Policy shall be reviewed at least once a year by the Marketing Department. If there is any proposed modification required to be made to this Policy, it shall escalate to the Board for consideration.

This Policy shall be effective from 7 August 2026 by approval of the Board of Directors' Meeting No. 3/2026.

(Mr. Ong Chu Jin Adrian)

Chairman of the Board of Directors

MR. D.I.Y. Holding (Thailand) Public Company Limited