

	Corporate Innovation Development and Digital Technology Accessibility Policy	
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# Corporate Innovation Development And Digital Technology Accessibility Policy

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## Preface

JAS Asset Public Company Limited recognizes the vital role of innovation and digital technology as key drivers of sustainable organizational growth under the principles of social and environmental responsibility, as well as national economic development. The company is committed to systematically and continuously advancing organizational innovation, while empowering employees at all levels to think creatively, adapt to change, and contribute to propelling the organization forward in the digital economy era.


The company places strong emphasis on investing in modern technologies, fostering a culture of innovation within the organization, and developing products and services that meet the evolving needs of today's customers. These efforts aim to enhance the company's competitiveness in a rapidly changing market and deliver meaningful experiences to consumers.

At the same time, the company is dedicated to promoting inclusive and equitable access to digital technology for all stakeholders, based on the principle of creating shared value. This approach ensures benefits for the organization, the community, and society as a whole, forming a solid foundation for long-term, stable, and sustainable growth.

## Objective

To establish a strategic framework for driving the organization toward stable and sustainable growth, with a focus on creating shared value among business, society, and the environment through the effective and inclusive application of technology and innovation, as outlined below:

1. Promote the systematic integration of technology and innovation into internal operational processes, encompassing organizational management, efficient resource utilization, enhanced service delivery, and strategic business planning. These efforts aim to strengthen the company's competitive advantage while minimizing negative environmental impacts.
2. Support inclusive, equitable, and secure access to digital technology for all stakeholders—such as employees, customers, communities, and business partners—in order to improve quality of life, reduce the digital divide, and enhance society's capacity to adapt to the modern, technology-driven world.

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## Scope of Work

JAS Asset Public Company Limited defines the scope of its Corporate Innovation Development and Digital Technology Accessibility Policy to cover all operational units within the company group, including subsidiaries and joint ventures. This is to enhance innovation and ensure comprehensive access to digital technology across all dimensions of the organization's operations.

To ensure the effective, comprehensive, and goal-aligned implementation of the Corporate Innovation Development and Digital Technology Accessibility Policy, JAS Asset Public Company has established the following operational guidelines:

## Operational Guidelines on Corporate Innovation Development

- 1. Integration of Innovation into Corporate Strategic Management:** The Company emphasizes innovation as a key element in setting organizational direction, with oversight from executive management. Innovation is systematically integrated into strategic reviews, organizational development planning, operational process improvement, and the implementation of monitoring and evaluation systems on a continuous basis.
- 2. Support for the Adoption of External Knowledge and Technologies:** The Company encourages the appropriate utilization of external knowledge, technologies, and innovations to enhance operational efficiency, develop products and services, improve customer experiences, and create added value for all stakeholders.
- 3. Empowerment of Personnel and Cultivation of Innovation Culture:** The Company promotes and develops the skills, knowledge, and mindset of employees at all levels to be adaptive to change. This is achieved by instilling a culture of creative thinking, openness to learning, and continuous experimentation with new innovations, enabling employees to contribute meaningfully to the creation of innovations that benefit both the organization and society.
- 4. Building Collaborative Networks for Sustainable Innovation:** The Company seeks and fosters partnerships with external stakeholders—including businesses, government agencies, academic institutions, and startups—to co-develop new ideas, innovations, and digital technologies. These efforts aim to enhance business operations, create economic value, and promote balanced and sustainable development across economic, social, and environmental dimensions.

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5. **Innovation for Greenhouse Gas Reduction:** The Company promotes the identification and application of innovations that support the goal of achieving net-zero greenhouse gas emissions. The focus is on developing environmentally friendly technologies and services—such as renewable energy, resource conservation, and recycling initiatives—while continuously assessing the environmental impact of innovations and improving operations accordingly.

### Operational Guidelines on Promoting Digital Technology Accessibility

JAS Asset Public Company Limited places great importance on the use of digital technology to enhance consumer experiences and promote business growth, alongside creating opportunities for the broader community. The company follows the guidelines outlined below:

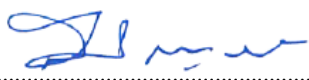
1. **Supporting Access to Technology for All Sectors:** The company promotes inclusive, equitable, and secure access to digital technology for all stakeholders—employees, tenants, customers, communities, and business partners. This is achieved by focusing on developing technology infrastructure within project areas, such as wireless internet systems, digital learning spaces, and smart services, enabling all groups to effectively leverage technology in their daily lives and businesses.
2. **Designing Digital Spaces and Services to Meet Diverse User Needs:** The Company develops service systems and commercial spaces with a focus on user diversity, ensuring convenient, equitable, and effective access to digital services—whether for general consumers, the elderly, students, or small business operators. Spaces are also designed to promote learning and interaction with technology, allowing everyone to participate in and benefit from digital innovation.
3. **Promoting Digital Literacy and Skills at the Community Level:** The Company organizes activities and programs aimed at enhancing digital literacy among employees, tenants, and local communities through workshops and the use of educational media. These initiatives help individuals adapt to and use technology creatively and safely, while also applying these skills to improve their economic situation or daily lives.

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4. **Developing Digital Platforms to Enhance Consumer Experience:** The Company promotes the use of digital technology in managing commercial spaces, including online booking systems, communication via mobile applications, digital mall media, and access to promotional information. These efforts aim to enhance convenience, speed, and transparency in service delivery while creating a modern lifestyle experience.
5. **Using Technology to Create Shared Value with Society :** The company is committed to using digital technology as a tool to promote equity and sustainable development by advancing projects that expand economic opportunities for small entrepreneurs, supporting the elderly in accessing digital services at shopping centers, and enabling youth and nearby communities to develop digital skills. These efforts contribute to inclusive and balanced societal growth in the long term.

This policy is part of the vision of JAS Asset Public Company Limited to drive innovation and enhance inclusive and equitable access to digital technology. It is therefore the responsibility of executives and employees at all levels to play an active role in promoting, supporting, and creatively applying innovation, while fostering a forward-looking organizational culture. Each company within the group is encouraged to communicate and adapt this policy to suit its own business context and operational characteristics.

This policy shall be effective from 07 November 2025 onwards.



The approver of the Corporate Innovation Development  
and Digital Technology Accessibility Policy  
Mr. Sukont Kanjana-hattakit  
Chairman of the Board

