

 Synergetic Well-being Community Builder	Investor Relation Code of Conduct	
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Investor Relation Code of Conduct

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Principles and Objectives

JAS Asset Public Company Limited (the “Company”) recognizes the importance of effective communication with shareholders, investors, securities analysts, regulatory authorities, and all stakeholders — ensuring that such communication is accurate, complete, transparent, and equitable. Effective and transparent communication forms the foundation of credibility and organizational sustainability, reflecting the Company’s positive image in the capital market.

Accordingly, the Company has established this Investor Relations Code of Conduct as a guideline for directors, executives, and investor relations personnel to perform their duties with integrity, transparency, and responsibility toward society and the capital market, in accordance with the principles of Good Corporate Governance.

This Code emphasizes equal, accurate, and timely disclosure and communication with stakeholders, in alignment with international standards, to foster mutual trust and create sustainable value between the Company and the capital market.

Scope of Application

This Investor Relations Code of Conduct applies to JAS Asset Public Company Limited, including its subsidiaries, joint ventures, and affiliated companies, to ensure that investor relations activities across the Group are aligned with the same principles of good corporate governance.

This Code covers the following individuals and entities:

1. Directors and executives of the Company
2. Investor Relations personnel and other departments involved in information disclosure
3. Advisors, contractors, or external parties engaged in the Company’s information and communication activities

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Definitions

Inside Information

Refers to non-public information that may affect the Company's securities price or influence investors' investment decisions.

Stakeholders

Refer to shareholders, investors, analysts, the media, regulatory authorities, and external parties who are affected by the Company's operations.

Information Disclosure

Refers to the provision of accurate, complete, timely, and equally accessible information through the channels designated by the Company.

Equality

Refers to providing all investors with equal opportunities to access the Company's information without discrimination.

Investor Relations Communication

Refers to all forms of communication related to business, financial information, performance results, strategic plans, or any activities that may affect the Company's securities value.

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Investor Relations Code of Conduct and Good Practice.

1. Integrity and Transparency

Investor Relations personnel shall perform their duties with honesty, integrity, and transparency, adhering strictly to factual information. They must not distort, omit, or provide misleading information that could cause misunderstanding among shareholders or investors, in order to preserve the Company's credibility and positive image in the capital market.

Good Practices

1. Strictly comply with the principles of Good Corporate Governance and the Company's Business Code of Conduct.
2. Avoid expressing personal opinions that may negatively affect the Company's reputation.
3. Ensure that all information to be disclosed has been verified and approved by authorized supervisors prior to release.

2. Accuracy, Completeness, and Timeliness

All information disclosed to shareholders, investors, and the Stock Exchange must be accurate, complete, verifiable, and disclosed in a timely manner. This ensures that investors can make informed decisions based on reliable and trustworthy information.

Good Practices

1. Verify the accuracy of information prior to disclosure through any of the Company's communication channels.
2. Disclose all material information in accordance with the rules and requirements set forth by the Securities and Exchange Commission (SEC) and the Stock Exchange of Thailand (SET).
3. Report and disclose information within the prescribed timeframe and remain prepared to respond to inquiries from stakeholders at all times.

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3. Equality and Non-Discrimination

Investor Relations personnel shall provide information and services to all groups of investors in an equal, transparent, and unbiased manner — free from prejudice, discrimination, or favoritism toward any individual or group. This ensures that shareholders, investors, analysts, and all stakeholders receive accurate, complete, and timely information based on fairness, in alignment with the principles of good corporate governance and capital market communication standards.

Good Practices

1. Avoid providing advance or selective information to any particular person or group, and refrain from disclosing information that has not been formally concluded.
2. Conduct meetings or activities with investors, analysts, and the media with transparency and fairness, ensuring that all investor groups receive information equally and openly.
3. Cooperate with regulatory authorities or external agencies in an open and straightforward manner.
4. Treat shareholders, investors, and all stakeholders with courtesy, respect, and adherence to professional Investor Relations ethics.

4. Confidentiality and Prevention of Insider Trading

Investor Relations personnel shall maintain the confidentiality of the Company's inside information and must not disclose or use such information for personal gain or for the benefit of others in a manner that may cause damage to the Company or its shareholders.

Good Practices

1. Restrict access to inside information only to authorized personnel whose duties require such access.
2. Safeguard documents, data, and related evidence securely, and implement preventive measures against data leaks that could affect the Company's securities price.
3. Refrain from disclosing any non-public inside information in any form, whether verbally, in writing, or through electronic media.
4. Remind directors, executives, and employees of the prohibition on trading the Company's securities during specified blackout periods.

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5. Communication and Interaction with Investors

Investor Relations personnel shall communicate with shareholders, investors, securities analysts, and stakeholders politely, professionally, and based on factual information, in order to foster understanding and long-term confidence in the Company.

Good Practices

1. Provide accurate, clear, and verifiable information when responding to inquiries or delivering additional key information.
2. Clearly distinguish personal opinions from business-related information to prevent confusion or misinterpretation that may affect the Company's credibility.
3. Listen to investors' opinions and suggestions with respect, and take such feedback into consideration for improving the Company's operations.

Review and Revision of the Investor Relations Code of Conduct

The Investor Relations Department shall review and update the details of this Code at least once a year, or whenever there are significant changes in business circumstances, laws, or regulatory requirements.

The review results shall be submitted to the Board of Directors for consideration and approval prior to implementation, to ensure that the Code remains current and consistent with relevant business and regulatory practices.

This Policy shall take effect from 07 November 2025 onwards.



Approved By

Mr.Sukont Kanjana-hattakit

Chairman of the Board

