



Annual Social Operations for 2024

JAS Asset Public Company Limited



Driving Social business

JAS Asset Public Company Limited recognizes its role and responsibility as a part of society, placing great importance on community engagement. The company is committed to supporting local communities near its offices, properties, and other stakeholders. It strives to promote, support, and collaborate on beneficial initiatives to improve the quality of life and well-being of the communities.

As a leader in driving socially responsible business, JAS Asset emphasizes developing partnerships with external organizations, networks, and alliances to create sustainable opportunities for community development. The company particularly focuses on empowering communities to achieve long-term self-development and social progress. Additionally, JAS Asset prioritizes assessing the social impact of its business operations, adhering to human rights principles and transparency to generate genuine value for both society and the communities it serves.

Human rights policies and practices

Human rights are fundamental rights inherent to all individuals from birth. Everyone deserves protection and respect for their rights, including the right to life, safety, personal freedom, and equality. However, human rights violations have been increasing in various regions worldwide. These violations may result from actions that contravene laws, international standards, or human rights commitments, as well as incidents that lead to different forms of human rights abuses. Such violations not only negatively impact affected individuals but also harm the reputation and image of the involved organizations, potentially leading to complaints from human rights advocacy groups and protests by those affected.

In response, the company places great importance on respecting the human rights of all employees at every level, as well as stakeholders throughout its value chain, including customers, business partners, and surrounding communities. The company is committed to conducting business with transparency, ethics, and equal treatment for all, without any form of discrimination. It fosters a corporate culture that values diversity and inclusion, ensuring fairness at all levels within the organization.

Additionally, the company is dedicated to continuously developing and improving its human rights policies to align with evolving global standards and conditions. It also strives to raise awareness among employees to ensure that its business operations adhere to ethical principles and genuinely uphold human rights.



<https://www.jasasset.co.th/storage/document/cg/human-rights-policy-th.pdf>

Human Rights Policy

Human rights policy declaration

In 2014, the Company **do not have received other significant human rights complaints from stakeholders affected by the Company's business operations.**

JAS Asset Public Company Limited plays a vital role in shaping the human rights policy of the Jaymart Group, ensuring compliance with human rights laws, as well as local and international regulations. The scope of Jaymart's human rights policy encompasses all stakeholders, including all employees within the company, subsidiaries, and affiliates, as well as business representatives and partners. This policy applies to all levels of the organization, from the board of directors and executives to employees at every level, serving as a strict operational guideline based on integrity, honesty, good corporate governance, and ethical principles.

The company is committed to social responsibility and stakeholder engagement in accordance with good corporate governance and sustainable business practices. This ensures that its business operations align with the principles of human rights and adhere to the United Nations Framework and Guiding Principles on Business and Human Rights (UNGP).

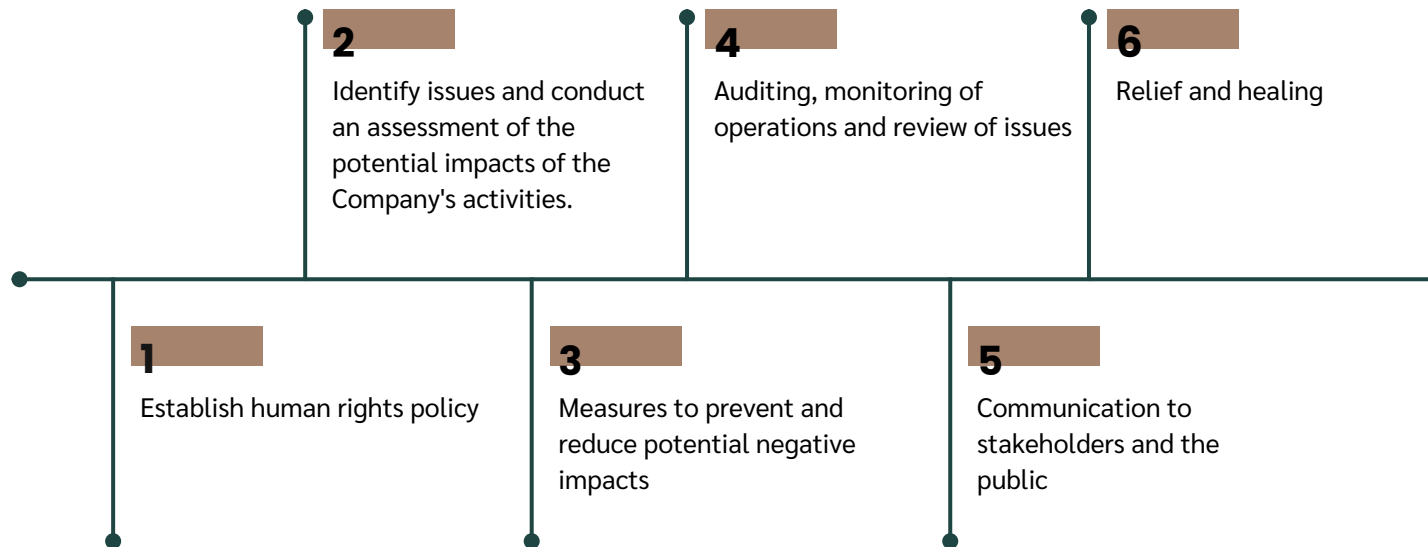
The policy covers key issues such as the humane treatment of employees, prohibiting abuse, violence, sexual harassment, physical or psychological threats, and verbal mistreatment. It also ensures compliance with health and safety standards by providing a safe and healthy working environment. Furthermore, the human rights policy strictly prohibits the company or its employees from participating in any form of human rights violations or mistreatment of colleagues, such as the use of illegal migrant labor or child labor.

If any individual or employee becomes aware of any actions that violate this policy, they may report the misconduct through the channels specified in the company's whistleblowing or complaint policy. The company will maintain the confidentiality of the information and ensure the safety and protection of the whistleblower. If an investigation confirms the wrongdoing, the company will take appropriate action in a fair, transparent, and unbiased manner, as well as provide proper and equitable remedies to the affected parties.

Human Rights Due Diligence : HRDD

JAS Asset Public Company Limited has continuously enhanced its focus on human rights by developing a human rights policy that emphasizes good practices with respect for employees and stakeholders. This has led to the adoption of human rights due diligence based on the UN Guiding Principles on Business and Human Rights (UNGPR), which serves as a framework to ensure the company complies with international human rights standards. This approach helps prevent and address potential human rights impacts across the entire value chain by identifying incidents and those affected. The process for managing human rights issues is comprehensive and follows the steps outlined below.

Scope of the Comprehensive Human Rights Management Process



Therefore, the comprehensive human rights due diligence list can be used as a tool to identify issues that cover the scope of the company's operations that may create or potentially create negative impacts on stakeholders in the future. It also identifies issues related to the company's key partners, serving as a tool for managing the organization's human rights efforts to uncover areas that still require development and improvement, or issues that are at risk and have not been fully or adequately addressed.

When the company becomes aware of issues that may cause impacts to any group of stakeholders, it will establish preventive measures to reduce the impact or prevent the recurrence of such incidents. Additionally, the company will define remediation measures for those potentially affected by its business operations, providing a clear guideline for the relevant departments to follow in their actions.

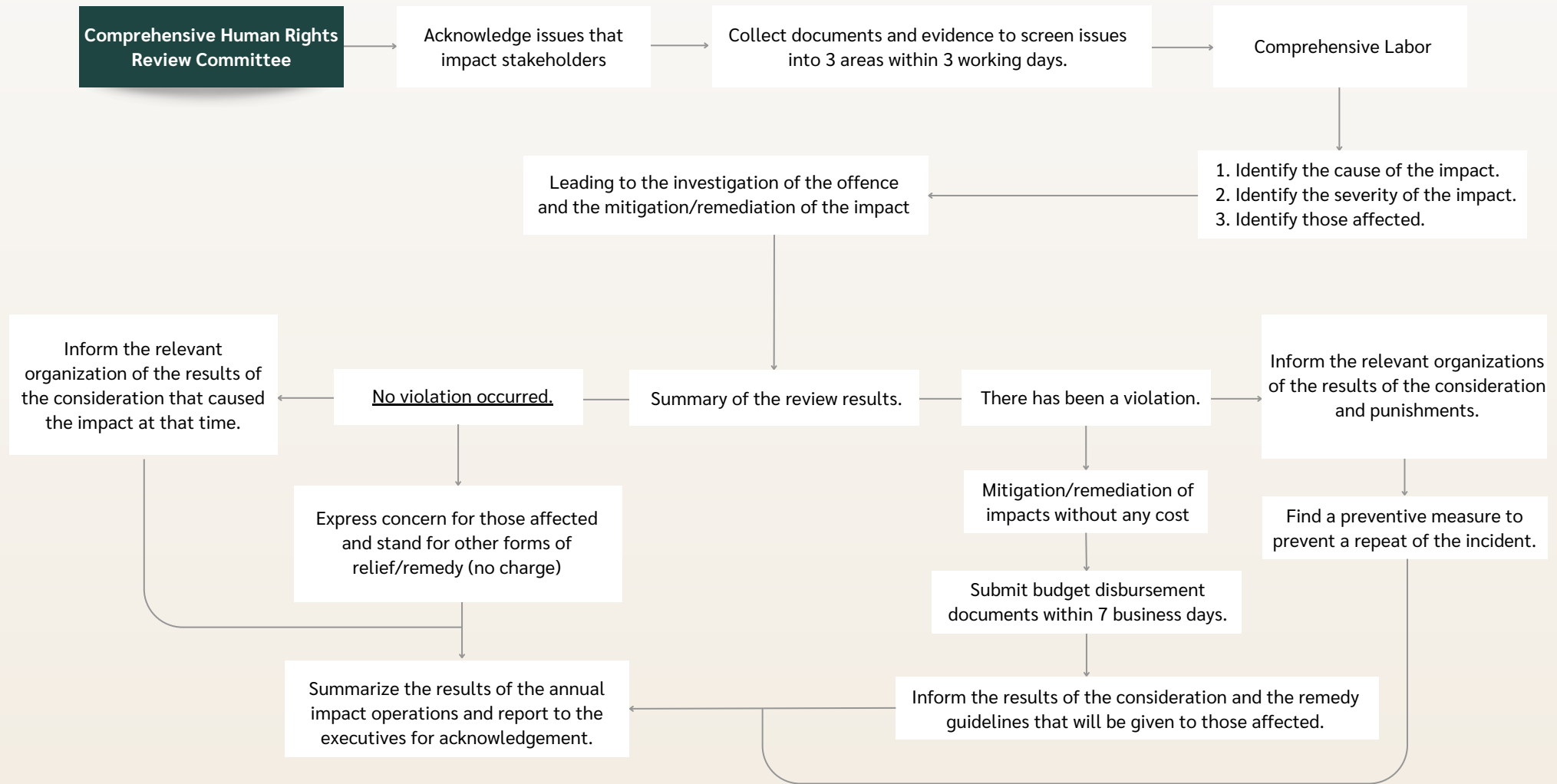


<https://www.jasasset.co.th/storage/document/cg/human-rights-due-diligence-th.pdf>

Human rights due diligence



The structure of the relief and healing process



Human resource management and development



Employees are the key to driving the organization towards success in all aspects, whether in terms of operations, development, growth, knowledge, skills, and specialized expertise that each employee has. These are factors that enable the organization to compete effectively in the market and rapidly changing environment.

In addition, the dedication and commitment to work of employees also play an important role in enhancing the efficiency of driving the organization to achieve its goals, creating long-term sustainability, and creating employee engagement with the organization through organizing various joint activities, which not only helps retain valuable personnel but also creates an environment that promotes smooth collaboration and supports continuous development. All of these are important factors that enable the organization to grow steadily and sustainably in the long term.

As a leader in real estate and shopping mall development, JAS Asset Public Company Limited realizes the importance of conducting business under the principles of human rights by emphasizing fair and equal treatment of stakeholders.

The company believes that quality human resources are the key to driving the organization towards sustainable growth. Therefore, it emphasizes the development of personnel to have the potential to cope with changes in industry and technology.

Employee Care

In a highly competitive and rapidly changing business environment, it is recognized that the potential and quality of the organization's personnel are very important factors that will help create a competitive advantage for the business. Therefore, the issue of human resource management or employees has become an issue that business organizations must give great importance to the human resource management process.

This is because human resource management is still a sensitive matter that covers many aspects of operations, such as labor management in accordance with the law, without supporting the use of child labor. In the past year, the company did not have any complaints about child labor. In addition, it creates social opportunities by hiring without discrimination based on gender, age, race, place of origin, and disability.

It takes care of safety, occupational health, and a good working environment for employees. It develops personnel to have the potential to support changes in the business world, builds employee relationships (Employee Engagement), respects each other, and protects human rights. These things directly affect employees who are elements of society and affect the organization's ability to compete.

The Group is committed to human resource management. Therefore, it has managed labor practices and retained skilled and capable employees to work with the organization in the long term to reduce the problem of personnel shortages. It also continuously develops the human resource system to increase employees' capabilities, while taking into account ethical practices and avoiding all forms of human rights violations, such as discrimination, imprisonment, and illegal labor.

Training and personnel development goals, average training hours

6 hrs.

Per person per year

Human Resource Management and Development Policy

JAS Asset Public Company Limited has set a human resource management policy that emphasizes operations based on morality, equality, and fairness. It focuses on taking care of employees comprehensively, promotes the instillation of organizational values, discipline, and strict compliance with the company's regulations, including the requirements of laws and regulatory agencies, so that all employees can participate in driving the organization towards success and achieving its goal of becoming a leader in real estate and shopping mall development that creates sustainable added value.


The company emphasizes the quality of life of its employees by providing a safe working environment with occupational health standards that are in line with international standards. In addition, it continuously supports the development of employees' skills and abilities to increase their competitive potential and support the organization's long-term growth. The company focuses on managing appropriate and fair compensation and benefits, supporting career growth according to employees' potential, and providing opportunities for employees to participate in the organization's development creatively and sustainably.

In order for human resource management to be effective, the company has set the policy as a guideline and operating principle, and reviews this policy at least once a year to align with the goals and business guidelines that focus on continuous and sustainable development.

JAS Asset Public Company Limited has set guidelines for human resource management and development to be used as principles and guidelines for relevant persons to apply, covering compensation and various benefits no less than those stipulated by law, as follows:

- Recruitment and employment of personnel must be considered based on suitability in terms of knowledge, ability and experience in accordance with the company's regulations.
- Set a minimum wage rate not less than that stipulated by law, including considering compensation based on knowledge, ability and experience, which is a wage rate that can compete in the same type of business without unlawful discrimination and without bias, in order to comply with the employee compensation and benefits policy.
- Arrange training and orientation for new employees to provide them with knowledge and understanding of the company's details and regulations, including introduction to the organization structure, executives, and various business processes within the company and subsidiaries.
- Promote continuous development of personnel at all levels to ensure that personnel have diverse knowledge and abilities (Multi-Skills) for career advancement and support personnel to fully utilize their knowledge, abilities and skills in the company's work.
- Provide a good working environment that is safe and hygienic by following rules, regulations and as required by law.
- The Welfare Committee has been established in the workplace to promote and take care of the benefits and working environment of employees to be appropriate and fair, including being a mechanism for communication between employers and employees to develop the quality of working life sustainably.
- Treat all employees fairly and equally, respect and take into account the basic rights in hiring/firing without forcing labor, and do not support the employment of child labor or people under the age specified by law.

Performance results in 2024

 **Employee compensation ratio
(female : male) 2024**
0.70 : 1

 **Ratio of employees participating
in the Provident Fund (PVD)**
12.87 %



<https://www.jasasset.co.th/storage/document/cg/human-resource-development-policy-th.pdf>

**Human Resource Management and
Development Policy**

Developing potential and promoting advancement for employees

JAS Asset Public Company Limited's human resource management is operated under the supervision of the organization level. The human resource department plays an important role in planning and driving strategies to systematically develop the potential of employees. The Company realizes that investing in employee training and development is not only about motivating and satisfying employees, but also an important foundation for creating personnel with knowledge, skills and abilities that are in line with the organization's needs in the long term.

Therefore, the Company has initiated and implemented various skill development projects covering all dimensions of personnel development, whether it is promoting personal skill advancement, developing potential in career paths and creating readiness for future changes. These projects start with analyzing and identifying skill gaps to understand the development needs of personnel at each level.

Then, training is conducted to increase existing skills (Upskilling) and develop new skills (Reskilling) so that employees are ready for changing roles and respond to the Company's strategies and goals effectively. In addition, the Company emphasizes developing personnel to keep up with rapid changes, whether it is adapting to new technologies, complying with new laws and regulations, and introducing modern technology to support operations.

This is to ensure that the Company's employees are ready to face challenges and changes in all situations. The Company believes that developing personnel to their highest potential not only helps enhance operational efficiency but also helps create a strong foundation for competition in the industry and develop sustainability. and drive the company towards becoming a leader in the real estate and shopping center business in the long term.



Goals and Performance

The Company places importance on the continuous preparation and development of personnel's skills to enhance their adaptability to align with the Company's business goals and operational direction under the context of rapidly and continuously changing environmental factors, such as rapid and complex changes in technology, the adaptation of diverse and ever-changing consumer behaviors, and market competition that increases the challenges of business operations.

In response to these factors, the Company places special importance on training and developing personnel's potential, focusing on creating a solid and sustainable foundation for learning and developing new skills so that all employees are ready to cope with changes, whether in terms of work related to new technologies, improving service or product production methods to meet changing customer needs, and enhancing the Company's competitiveness in the market.

Developing people in this way not only enhances the capabilities of current employees, but also helps prepare them for the future, reduces risks from changes in the industry, and provides a solid foundation for the organization to move forward steadily and sustainably in the long run.

In 2024, JAS Asset Public Company Limited has developed executives and employees through in-house training courses, public training courses, and E-Learning courses.

Total of 8 courses

Employees received an average of 10.49 hours of development training per person per year.

There are training costs included 239,400 baht

Employee Potential Development

Training courses conducted in 2024

1. Create marketing and sales strategies with Tiktok.



The TikTok Marketing and Sales Strategy Training helps employees understand the importance and potential of the TikTok platform in building a brand and increasing sales. It focuses on analyzing the algorithm and user behavior to effectively create content that is attractive and relevant to the target group. They also learn techniques for using advertising tools on TikTok and planning campaigns that can increase follower engagement, expand the customer base, and stimulate sales in the long term. It also helps businesses adapt to changes in the digital age and increase their competitive advantage in the online market in a stable and sustainable way.



2. The art of receiving and giving feedback to supervisors



The training on the art of receiving and giving feedback for supervisors is very important in developing effective communication skills, helping to build trust and good relationships between supervisors and teams. It focuses on enabling supervisors to provide constructive, clear, and friendly feedback to stimulate development and improve team performance in a targeted manner, as well as learning how to receive feedback with a positive attitude in order to improve themselves and manage their teams appropriately. This training also helps to increase confidence and the ability to resolve conflicts that may arise in the workplace, and promotes an open and collaborative organizational culture, leading to increased work efficiency and the creation of a strong, united team.

3. Marketing in the BANI World era

This training helps employees and participants understand how to develop flexible and effective marketing strategies that respond effectively to changing circumstances, develop skills in data analysis, use of digital technologies, and build personalized customer relationships, as well as gain competitive advantage by adapting to changing market demands, all of which will help businesses operate reliably and achieve sustainable growth in an era where uncertainty is inevitable.

4-5. Professional service skills, round 1 and round 2



Help develop the capabilities of personnel to understand the principles and guidelines for providing high standard services, focusing on creating a good impression, responding to customer needs quickly and appropriately, and handling challenging situations or complaints politely and efficiently. Develop both verbal and behavioral communication skills that reflect professionalism, as well as instill a customer-centric attitude, which will help improve the quality of service, creating long-term satisfaction and trust for customers.

6. TikTok Live & TokTok Seller



The TikTok Live & TikTok Seller training helps enhance understanding and skills in using the TikTok platform to generate sales and increase brand visibility effectively. It focuses on learning how to manage TikTok Live to create a real-time sales experience that engages customers and encourages immediate purchasing decisions, as well as using TikTok Seller to professionally manage online stores, from setting up stores, product management, to analyzing sales data to improve marketing strategies.

7. Development of employee skills in the category of competency skills (Soft Skill)

- ESG 101 Understand the fundamentals of sustainability
- P01 Basic Business Sustainability Course



Goal: Employees complete both courses with at least 50% participation from the total number of applicants for the ESG DNA program of the Stock Exchange of Thailand by June 5, 2025.

Results: Employees of JAS Asset Public Company Limited have enrolled and passed both courses.

100%



Safety, occupational health and working environment



JAS Asset Public Company Limited realizes the importance of taking care of safety, occupational health and working environment, which are important factors in enhancing the sustainability and stability of the organization, especially in the era where emerging diseases and health challenges affect the workforce and stakeholders.

To prevent risks and reduce the chances of accidents in the workplace, the company has implemented comprehensive proactive measures, ranging from managing risks related to the safety of employees and business partners to preventing violations of the basic rights of life and safety of other stakeholders. These measures have been developed in accordance with international standards, with the aim of creating a safe working environment, supporting good employee well-being and boosting work morale. It also includes the development of an effective management system so that employees can work confidently, reduce the risk of accidents and increase readiness to respond to unexpected situations.

This commitment has a direct impact on employee performance and helps strengthen employee-organizational bonds. The company believes that investing in employee safety and health not only creates a good environment, but is also an important foundation for driving the company's success and sustainability in the long term.

Commitment and goals

The Company has established policies and practices on safety, occupational health and working environment under the Human Rights Policy to provide comprehensive preventive measures to protect employees from potential workplace hazards by improving and maintaining workplace safety, as well as developing a hygienic working environment.

Workplace management will be carried out in accordance with the specified standards to ensure that workplaces and working environments are safe from hazards. In addition, the Company has set quantitative targets to reduce accidents as one of the main strategies used by the Company to ensure that employees work in a safe and healthy environment.

Implementing these measures not only reduces occupational risks but also builds employee confidence and encourages them to work at their highest efficiency. The Company believes that creating a safe and hygienic working environment will reduce the risk of accidents and encourage employees to work at their highest efficiency. It also encourages employees to feel confident in their own safety and health, which are important factors in the sustainable development and growth of the Company.

Goals and Progress 2024 Zero Accidents

The number of work-related injury incidents or cases resulting in work stoppages is zero.

0

The number of accidents resulting in fatalities is zero.

0

Management guidelines

The Company places great importance on creating a safe working environment by assessing risks in various work processes, such as warehouse and transportation processes, contractor maintenance processes, and operations within the office and branches. In addition, the Company has prepared a proper work safety manual and communicated it to all employees, including organizing various training courses to create awareness and safety culture in the organization, focusing on all employees to reduce risks and work with discipline and responsibility. These policies and practices are designed to prevent injuries and accidents from work. In order to comply with the work safety law, the Company has organized an assessment of the work environment based on possible risk factors to comply with the stipulated law. In addition, the Company takes care of the health of its employees by conducting annual health check-ups. In addition, the Company has prepared an emergency plan to prevent and suppress fires in order to be prepared to deal with emergencies in a timely and effective manner. These measures help enhance work safety and assure all employees that they can work in a safe environment.

Occupational Health Management Practice Guidelines

1. The parties involved in maintaining the orderliness of the building must always check the safety of the workplace according to the plan to avoid any dangers to the lives and property of employees at all levels as follows:

- The relevant parties shall regularly check the availability and quality of the elevators at scheduled intervals and keep a written record to confirm each inspection.
- The relevant departments shall check the lighting in all work areas to ensure that there is sufficient lighting and that it is ready for use in all areas at all times. If any department reports any damage to lighting, the department directly responsible shall promptly fix it and return it to use as soon as possible.
- The relevant parties take care of the condition of electrical appliances and electronic devices to be ready for use at all times and safe for users to prevent accidents that may occur both physically and property.
- If the company premises are deteriorated or there is damage to the building and premises, such as leaking ceilings, broken floor tiles, broken water pipes, etc., the relevant parties must carry out urgent maintenance. During the maintenance, there must be signs warning employees to be careful to prevent accidents that may occur to the employees' bodies.
- The Company prohibits any employee from placing objects that obstruct walkways or stairways that would obstruct use in any case.
- When driving cars, pickup trucks and motorcycles within the company premises, all employees should drive at a safe speed and are prohibited from honking loudly to disturb fellow employees' work.
- The company has security officers to take care of safety in relevant areas within the company premises.
- All employees are prohibited from engaging in any activities or behaviors that may cause damage to the company's buildings/premises and property.
- The company allows all employees who encounter anything that may cause physical harm or damage the company's property to immediately report the damage to the responsible party immediately, without ignoring such danger.

2. The company encourages all employees to follow the 5S principles: Sort, Set in order, Clean, Hygiene and Habitual in their personal desk areas and work areas within their departments to prevent accidents and germs.

3. The company has installed drinking water dispensers in several locations in the company area to provide employees with clean and healthy drinking water at all times.

4. The company always has clean and sufficient restrooms for the number of employees in the building.

5. The company has cleaning staff on each floor to take care of the cleanliness of every area, allowing employees to work in a clean and sanitary work area at all times.

6. Garbage collection is carried out on every floor of the building. The staff cleans the area regularly every day to maintain good hygiene for employees, prevent germs, and avoid unpleasant odors while working.

7. The company strictly and regularly provides fire escape training for all levels of employees once a year.



Operations for safety, occupational health and working environment

The company realizes the importance of creating a safe and accident-free working environment to protect the health and safety of all employees. As the organization has a clear goal of reducing accidents to zero, the company has continuously and consistently organized safety training for employees. Training not only provides employees with knowledge of preventive and risk reduction measures, but also is an important tool for use in managing the organization's occupational health and safety. When an unexpected incident occurs at work, all employees should strictly follow the trained procedures in order to be able to handle the situation appropriately and quickly. Especially in the case of a serious incident, following these procedures will help employees find a way to get themselves out of a potentially dangerous situation as quickly and safely as possible. Employees should always be aware that the speed of response to an emergency situation is an important factor in reducing damage to both life and property of the organization.

JAS Asset Public Company Limited has continuously and effectively complied with occupational health and safety laws by setting an annual action plan with the following details:



- Establish policies and management systems for safety, occupational health and working environment so that the company can systematically operate in terms of safety.



- Appointment of responsible persons and those involved in safety operations



- Training, communication, emergency drills, safety and work environment checks, preparation of manuals, procedures for dealing with emergencies that may occur for employee safety, including annual employee health checks.



Annual fire drill and evacuation drill

Fire is an unpredictable disaster that has serious impacts on life and property. J-Mart realizes the importance of employee safety and is committed to creating the safest working environment. Therefore, the company organizes regular fire drills and fire prevention drills to provide employees with knowledge and understanding of basic fire prevention and suppression correctly and safely. Such drills not only help employees learn the correct use of fire extinguishers, types and methods for extinguishing each type of fire, but also focus on helping employees understand the steps to survive in an emergency situation, including how to act in a real situation.

Knowing the warning signs that indicate risk, and making correct and quick decisions in a real situation are important skills that all employees must have. In addition, JAS organizes fire drills or evacuation drills in case of fire every year to allow employees to practice how to escape and act in an emergency.

These drills not only help build important knowledge and skills in case of fire, but also help employees feel confident in facing unexpected events that can happen at any time and in any place. Being prepared and having the skills to act in a fire is therefore very important because even though no one can predict when a fire will occur, having good knowledge and preparation can save employees' lives and reduce damage when the incident occurs.

Annual health check

JAS Asset Public Company Limited places great importance on the health and hygiene of its employees. In order to ensure that all employees are in good health and can work efficiently and safely, the company recognizes the importance of detecting any abnormalities or illnesses that may occur during work in order to provide appropriate and timely treatment, which will help reduce the risk of various diseases and help employees have a better quality of life. For this reason, JAS and its subsidiaries have continuously organized an annual health check-up project for employees every year. In 2024, Kasemrad Ramkhamhaeng Hospital, a hospital with standards and expertise in health check-ups, has been assigned to conduct health check-ups for employees. The program provides a comprehensive and diverse examination program so that employees receive complete and effective health care, according to the following program:

- Weight, height measurement, body mass index
- Measure blood pressure, vital signs
- Basic eye examination
- Physical examination by a health examiner
- X-ray of lungs and heart
- Complete blood count
- Complete urine test
- Check blood sugar, fat and cholesterol levels.
- Check blood fat and triglyceride levels
- Measure blood fat levels (good fat), (bad fat)
- Kidney function test
- Liver function test
- Check blood uric acid levels
- Hepatitis B virus test

This health screening program aims to provide employees with a comprehensive health assessment in all aspects and to be able to plan their own health care effectively in the long term, which will help employees have good health and be able to work with quality and happiness.

ตรวจสุขภาพ

ประจำปี

2567

วันที่ 11,13,16,17,18 ก.ย. 2567

เวลา 07.00 – 12.00 น. ณ ห้องประชุม ชั้น 2 อาคาร B

วันพุธ

11

- JMT และบริษัทในเครือ JMT

วันศุกร์

13

- JMT และบริษัทในเครือ JMT
- Jaymart Mobile ผู้จัดการสาขาและพนักงานขาย กกม.- ปริมณฑล

วันจันทร์

16

- JMH • JMB
- Jaymart Mobile ผู้จัดการสาขาและพนักงานขาย กกม.- ปริมณฑล

วันอังคาร

17

- JAS • SSW • JVASU • JVC • JET • JGS • JDN
- Jaymart Mobile ผู้จัดการสาขาและพนักงานขาย กกม.- ปริมณฑล

วันพุธ

18

- TVA • KTA • JMI • BH

*ก่อนตรวจสุขภาพควรพักผ่อนให้เพียงพอ งดอาหารและเครื่องดื่มอย่างน้อย 8-10 ชั่วโมงก่อนตรวจ

Promoting employee relationships and engagement



JAS Asset Public Company Limited places great importance on human resource development by striving to create employees with expertise in real estate and shopping mall management, as well as promoting employee happiness and satisfaction at work. With the belief that employees are the key to driving the organization towards sustainable success, the company has developed a comprehensive plan for enhancing knowledge and skills, developing specialized potential, and creating an organizational culture that promotes cooperation and efficient work.

One of the company's main strategies is to take care of employees in every dimension, starting from developing knowledge and skills through training and academic activities related to the field of work, promoting continuous learning opportunities to increase capabilities, including organizing activities to enhance relationships, such as internal communication activities, annual parties, recreational activities, and corporate social responsibility (CSR) projects that allow employees to participate in creating value for the organization and the community.

Taking care of and retaining employees with potential is an important mission of the company, focusing on creating a working environment that is conducive to self-development, listening to employees' opinions, and allowing everyone to participate in driving the organization towards its goals. The company believes that creating a bond between employees and the organization not only helps to retain and attract talented personnel, but is also an important foundation for creating success and sustainable growth together.

Goals and performance of employee engagement and retention development

- The 2024 target is no disputes.

Number of major labor disputes

The Company has not had any significant labor disputes over the past 4 years.

0
(Case)

Commitment and goals for employee engagement and retention development

Developing employee engagement and retention is a key goal that Jaymart focuses on because employees are valuable resources for the organization's success. Creating engagement makes employees feel valued and part of the organization, which results in employees being satisfied with their work and taking pride in the organization. Retaining potential employees therefore not only reduces the cost of recruiting new personnel, but also helps to create stability and develop long-term work efficiency.

JAS Asset Public Company Limited places great importance on employee retention by focusing on creating a work environment that encourages motivation and challenge so that employees feel valued and recognized for their achievements, which are important factors in fostering engagement and loyalty to the organization. The Company is committed to promoting recognition and rewarding employee achievements through a transparent and fair performance appraisal process, as well as providing welfare and benefits that meet employee needs and expectations to reflect the importance the Company places on its personnel.

In addition, the Company aims to create a work environment that allows employees to work to their full potential and promotes a work-life balance. The Company's employee retention efforts not only promote happiness at work, but also demonstrate the Company's concern for its personnel at all levels, which is an important foundation for business success and helps drive the organization towards stable and sustainable growth.

JAS Employee Retention

JAS believes that retaining employees in the long run comes with building a strong bond and relationship between employees and the organization by setting clear strategies that are consistent with the organization's culture by clearly communicating the company's mission and vision so that employees understand and feel their importance in driving the organization towards future success.

In addition, the company has a career development plan that supports continuous career growth so that employees can clearly see their growth path within the organization, which helps to build confidence that they are an important part in creating the company's success and sustainable growth in the long run. **In 2024, the company conducted an employee satisfaction survey, setting a target of 65% and achieving an average score of 67.22%.**

Developing and building engagement

Management Guidelines

JAS Asset Public Company Limited places importance on building good relationships and promoting employee engagement at all levels, with the belief that employee engagement and effective collaboration are the foundations of driving the organization towards success.

1. Promoting employee relations

Organize relationship building activities: The company organizes activities that focus on building good relationships among employees, such as recreational activities, annual parties, and team building activities to promote unity and smooth collaboration.

Promote open communication: Give all employees the opportunity to express their opinions and provide suggestions through various channels such as team meetings, surveys, etc.

2. Employee participation in the organization

Encourage participation in corporate activities: The company organizes programs and activities that allow employees to participate, such as participating in corporate social responsibility (CSR) projects or internal development projects, to enhance pride and engagement with the organization.

3. Creating an organizational culture that promotes relationships

Culture of Respect and Collaboration: The Company focuses on creating an organizational culture that promotes respect for differences and effective collaboration.

Creating a Friendly Work Environment: The company supports the creation of a work environment that is fun, enjoyable, and encourages employee creativity.

4. Recognition and rewards for employees

Transparent recognition and reward system: The Company recognizes employees who have outstanding performance and created value for the organization in the form of compliments, special benefits, and performance-based awards to create motivation and pride for employees.

5. Caring for employees' welfare and quality of life

Provide comprehensive and fair welfare: The company takes care of and develops welfare that meets the needs of employees in all dimensions, such as health welfare, life insurance, vacation, and family welfare.

This approach is an important part of strengthening employee engagement with the organization, ensuring that all employees are engaged in driving the company's long-term and sustainable success.

Performance Results for Employee Engagement and Retention Development

Activities to continue the Songkran tradition



The activity to continue the Songkran tradition of JAS Asset Public Company Limited is organized to promote the conservation and dissemination of the beautiful Thai culture that has been passed down for a long time, as well as to create a happy and warm atmosphere within the organization. The activity started with making merit by offering dry food and rice to monks to bring good fortune to the employees and the organization, including pouring water on the Buddha image to boost morale and pass on peace.

This is to promote good relationships among employees at all levels, as well as organizing cultural activities that reflect the identity of the Songkran festival, such as wearing floral patterns and retro Thai clothes. All of these activities not only create happiness and unity within the organization, but also show the company's intention to be a part in preserving and passing on Thai traditions to remain with society and the community sustainably, as well as create pride in Thai culture for all employees and stakeholders.

Responsibility towards customers/consumers



JAS Asset Public Company Limited realizes the importance of responsibility towards customers and consumers as an important part of the organization's success and sustainable growth. We are committed to delivering the highest quality products and services, emphasizing the development of transparent, honest and fair operating standards to consumers.

The company emphasizes creating satisfaction and good experiences for customers at every step of the service process, and is open to feedback and suggestions to further develop products and services. In addition, we pay attention to security, personal data protection and providing accurate and complete information so that customers receive the most benefits from choosing our services. With such commitment, the company believes that it can build trust and sustainable relationships with customers, while supporting long-term social and economic development at the same time.

JAS adheres to the principles of honesty, transparency and professionalism in every process of operation, from product and service development, commercial space management, to close monitoring and follow-up after service. We realize that sustainable and successful business operations do not only focus on financial returns, but also include creating maximum customer satisfaction, protecting consumer rights and benefits in all dimensions, and promoting transparent and fair business standards. In addition, the company focuses on improving the quality of life of stakeholders and supporting sustainable economic and social systems to create trust and shared value in the long run.



<https://www.jasasset.co.th/th/document/privacy-policies>

Privacy Policy

Guidelines for protecting customer personal data

JAS Asset places great importance on the security and privacy of customers' personal data, recognizing the importance of storing and managing data correctly and securely, so that customers can be confident that their data will be protected to the highest level according to international standards. Jaymart's privacy policy aims to protect customers' data in every process, from data collection, storage, processing and use, to prevent unauthorized access, use or disclosure of data, including strict compliance with relevant laws and regulations. In addition, the company places importance on compliance with personal data protection laws, such as the Personal Data Protection Act (PDPA), and international data protection standards, so that customers can be confident in the security of the data submitted to the company and build trust in the various businesses that the company operates. With these strict data protection measures, the company can operate its business steadily while maintaining the trust of customers and consumers in the long term, which is considered an elevation of service and business operations that are responsible and sustainable.

Objectives of Customer Privacy Protection

Complaints about violations of customer privacy



Do not have In case of breach, theft or loss of customer data that has been collected



Do not have In the case of complaints from external persons and/or from regulatory agencies

Address: JAS Asset Public Company Limited

No. 87, The Jas Ramintra Building, Room No. A315, 3rd Floor,

Lat Phrao Road, Anusawari Subdistrict, Bang Khen District, Bangkok 10220

E-mail : dpo-jas@jasasset.co.th

Website : <https://www.jasasset.co.th/th/contact-us>

You can contact the Data Protection Officer at



Personal Data Protection

Disclosure of Personal Information

In principle, the personal data you provide to the Company will not be disclosed to third parties. However, in some cases, the Company may need to disclose your personal data to external service providers who support the Company in providing services to you or to affiliated companies that are directly involved in your inquiries or inquiries. The Company will forward and disclose your personal data only to the extent of the purposes specified and on a necessary basis.

Data Owner Rights

The Company respects your rights as a data owner under relevant laws. You can contact the Company to exercise your rights, including the right to withdraw consent, the right to access and request a copy of your personal data, the right to request correction of your personal data, the right to request personal data in the event that the Company makes such personal data in a format that is generally readable or usable using tools or devices that work automatically, including the right to request that such data be sent or transferred to another data controller, the right to object to the processing of personal data, the right to request that personal data be deleted, destroyed or anonymized when such data is no longer necessary, the right to request that the use of personal data be suspended, or the right to lodge a complaint.

Appropriate Data Security Measures

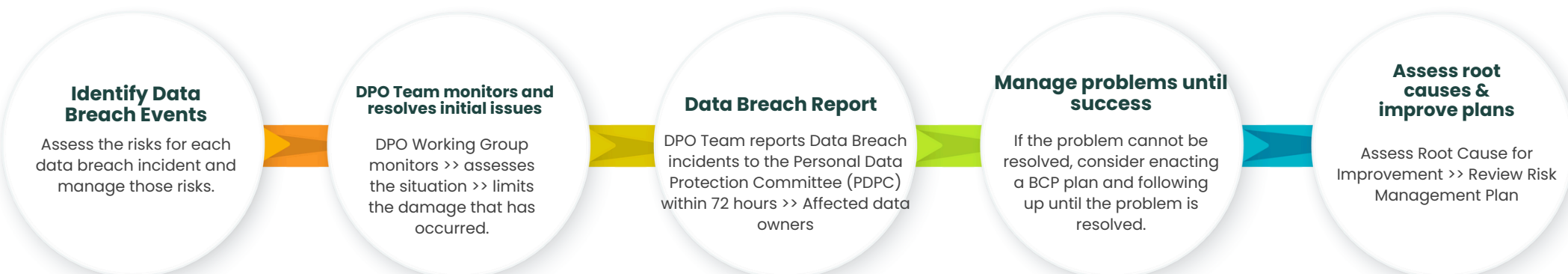
The Company guarantees to have appropriate security measures in place, consistent with the sensitivity of the information you may disclose, with the aim of preventing unauthorized or improper access, use, alteration, modification or disclosure of personal information. The Company will periodically review such measures as appropriate and in accordance with relevant laws.

“

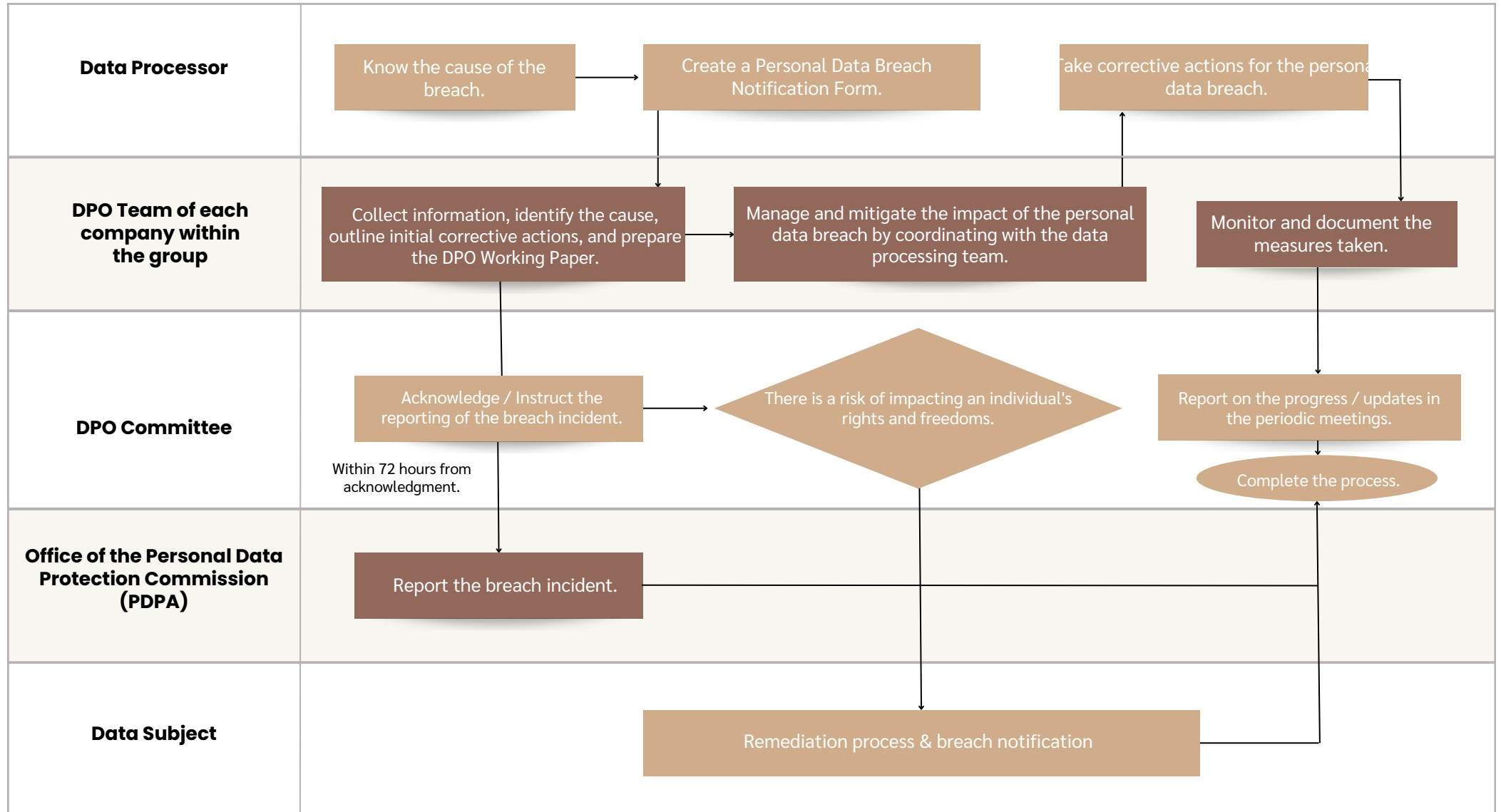
In 2024, JAS Asset had no data breach incidents, and the Data Protection Officer has followed all management procedures and legal procedures.

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Data Breach Response Plan



Procedures for managing personal data breach incidents



Responsible Marketing and Advertising



Sales and Marketing Policy

JAS Asset Public Company Limited operates sales and marketing policies based on transparency, honesty, and a focus on customer needs as the center. We focus on creating strategies that respond to the diverse needs of consumers, while selecting products and services of the highest quality to create satisfaction and a good experience for customers.



For this reason, the Company has established sales and marketing policies that have clear standards and are consistent with the organization's goals so that executives, employees and stakeholders can strictly adhere to and comply with them. These policies are designed to enhance the potential for business operations to achieve maximum efficiency and continuously increase opportunities for competition in the market.



Responsible Marketing and Advertising Practices

In business operations, the company must have sales and marketing procedures and processes that are the core of business operations. The company has therefore set sales and marketing policies for executives, employees, and related persons to adhere to, as follows:

1. The Company will support various processes and procedures in the business operations to meet the needs of customers by developing and improving various procedures to sell products and services on a regular basis to provide quality services and create customer satisfaction.
2. The Company shall price the products and/or services at a reasonable price, taking into account the economic and competitive situation, and shall receive approval from the authorized person.
3. The Company shall arrange for the delivery of products and services to customers in accordance with the mutual agreements and conditions.
4. The Company shall provide services to customers in accordance with laws, announcements and government regulations.



<https://www.jasasset.co.th/storage/document/cg/sales-and-marketing-policy-th.pdf>

Sales and Marketing Policy

Community/Social Responsibility



JAS Asset Public Company Limited is committed to conducting business while creating value and being responsible for the community and society. We are aware of the organization's role in developing the quality of life of the surrounding communities through supporting activities that promote well-being, educational development, economic opportunity creation, and environmental care. The company emphasizes participation in sustainable social projects, emphasizing on creating long-term positive impacts, such as reducing environmental impacts, supporting the efficient use of resources, and promoting cooperation with various sectors to drive society to grow steadily and sustainably.

We believe that the organization's success is not measured by profits alone, but also includes creating mutual benefits for the community, society, and the environment in all dimensions.

Community/Social Development and Participation Policy

The Company focuses on strengthening the potential of communities and society to grow strongly in the long term by supporting the development of the quality of life of people in the community. Focus on strengthening potential in various areas such as education, vocational skills development, and economic opportunity creation so that communities can improve their quality of life effectively and sustainably. In conducting business, the Company also takes into account the impact on communities and society at all levels by emphasizing the participation of all relevant parties, whether employees, business partners, or business allies, to jointly create a society that is balanced in terms of economy, society, and environment, according to the following guidelines:

Promoting economic development and quality of life of the community

1. Conservation of the environment and natural resources
2. Employee participation in community development
3. Creating collaboration with government agencies and the private sector
4. The company is committed to being an organization that drives sustainable change through business operations with responsibility towards communities and society, as well as creating a better society for current and future generations, adhering to the principles of sustainable development and participation of all sectors to create a livable and sustainable world for everyone in the long run.

Management guidelines

The Company places importance on conducting business that can coexist with the community, society and the environment in a supportive and harmonious manner. It also has clear policies and measures to reduce negative impacts and support the creation of benefits for the community and society in the long term. It also places importance on conducting business that is environmentally friendly, whether it is promoting the conservation of natural resources or reducing the release of waste that may affect the surrounding community. The Company is committed to conducting business by adhering to the principles of sustainable development in order to grow and create good results for the community, society and the environment in a stable manner.

In addition, the Company has a plan to continuously promote development and community participation, focusing on building good relationships with communities in every area where the Company operates, which includes organizing a variety of corporate social responsibility (CSR) activities that cover many dimensions to provide maximum benefits to the community and society, ranging from educational support, such as granting scholarships, providing learning equipment, to supporting sports and exercise activities by donating sports equipment to nearby community foundations, including supporting consumer goods that are necessary for daily life, such as organizing a project to accept support for food, necessary supplies, and providing assistance to those in need, so that the community can have a better quality of life and be self-reliant in the long term.

The Company places importance on the participation of all stakeholders, whether they are community leaders, government agencies, private organizations, and local people, so that they can cooperate in determining guidelines and measures for developing communities and society to achieve true sustainability. The Company focuses on creating a good understanding between the organization and surrounding communities. Moreover, the Company has a plan to expand cooperation with other social organizations to increase the efficiency of implementing various social projects, such as projects to develop the quality of life of the elderly and children, including those with physical disabilities, as well as creating job opportunities for people with disabilities or groups with special needs, so that all sectors can participate in driving community development to achieve tangible results. All of this reflects the Company's intention to play a proactive role in developing communities and society, along with conducting business responsibly, in order to create a quality society and create good results in the long term.

Community/Social Responsibility Objectives and Performance Results

The 2024 target must be "no significant number of disputes" against communities/society.

Number of disputes with communities

0
(Case)



VOLUNTEER HEART

For community development and promotion of Thai youth" at the Baan Nokkamin Foundation

JAS Asset Public Company Limited joins in promoting Thai youth towards a bright future through a CSR project for community development under the project name "Volunteer Hearts for Community Development and Promotion of Thai Youth" which was held on August 16, 2024 with the cooperation of Jaymart Group Holdings Public Company Limited and group companies including JMT Network Services Public Company Limited, JAS Asset Public Company Limited, Singer Thailand Public Company Limited, SG Capital Public Company Limited and subsidiaries.

In this activity, JAS Asset Public Company Limited has set up a donation point for consumer goods within the company to invite all employees to join in bringing items such as rice, dried food, clothes, and necessities to be given to the Baan Nokkamin Foundation at the head office, located at 89 Soi Seri Thai 17, Seri Thai Road, Khlong Kum Subdistrict, Bueng Kum District, Bangkok. This activity reflects the company's intention to participate in community development and help underprivileged youth, focusing on creating a good and sustainable society through cooperation between employees, organizations, and communities, which is part of the company's commitment to conducting business alongside creating long-term value for society.



Generosity to help flood victims



JAS Asset Public Company Limited and its subsidiaries have played an important role in providing assistance to flood victims in Chiang Rai Province by cooperating with the volunteer team from the Por Tek Tung Foundation, Bang Khen Police Station, to launch the "Tharn Nam Jai, Helping Flood Victims in Chiang Rai Province" project, which has the main objective of alleviating the suffering of those affected by the severe flooding in the area. This project is a demonstration of the Group's intention to help the community and support those affected to return to their normal lives as soon as possible. Activities under this project have been well supported by employees who have joined forces to collect essential items and equipment for emergency survival, such as rice, canned food, food for pets such as dogs and cats, and other daily necessities. All items that employees have jointly prepared and collected have been delivered to flood-affected areas in Chiang Rai Province as soon as possible so that they can be distributed to those affected in a timely manner.

Economic Stimulus Market *OTOP Walking Street*

Bangkheng District Office collaborates with The Jas Ramintra to promote and collect OTOP products as part of stimulating the community economy and supporting the development of the potential of local entrepreneurs. Under this project, The Jas Ramintra has allocated space within the shopping mall to be a place to display and distribute OTOP products, covering a wide range of categories, such as local food, processed food, herbs, beverages, household items, handicrafts, and local souvenirs.

This activity not only provides an opportunity for community entrepreneurs to present their quality and unique products to a wide range of consumers, but also helps increase marketing channels and generate income for small-scale producers in the area. Such support promotes sustainable community economy and helps generate income in the local economic system.

In addition, the activity focuses on disseminating and preserving local culture, as well as local wisdom that reflects the identity and value of communities in the Bangkheng area, which will help create pride and awareness of the importance of Thai cultural heritage. The Bangkheng District Office and The Jas Ramintra also jointly organize special activities within the event, such as demonstrations of the use of OTOP products by entrepreneurs directly, creative workshops, performances of local arts and culture, and activities to promote learning about Thai wisdom to provide valuable experiences for participants.

This operation reflects the collaboration between government agencies and the private sector that aims to develop the local economy sustainably. It also aims to create good relationships between communities, agencies and local people to jointly develop the economy and communities for sustainable growth in the future.



Support consumer goods at the Foundation for the Blind in Thailand

JAS Asset Public Company Limited continues to show its commitment to play an important role in social development and helping the underprivileged through supporting consumer goods to the Foundation for the Blind in Thailand. This activity aims to promote quality of life and create better opportunities for the visually impaired.

The company emphasizes creating equality in society so that everyone has the opportunity to live a happier life and a better quality of life. In addition to providing necessities for daily life, this activity also reflects the company's intention to support the community and society by providing real and sustainable assistance.

The company emphasizes sending happiness and encouragement to those in need. This consumer goods donation not only meets the basic needs of the visually impaired, but also builds a good relationship between the organization and the community, as well as demonstrating its concern for the value of corporate social responsibility (CSR) that the company has always emphasized in participating in creating changes in society by working together to create a strong community and promote equality.

By conducting activities of this nature, the company demonstrates its intention to be a part of creating a livable society for everyone in the long run, as well as inspiring other agencies and organizations to turn to giving importance to caring for the underprivileged in a way that creates value and has a broader impact.



The 2024 Annual Satisfaction Survey

The survey covered key areas including satisfaction with the company's community engagement, satisfaction with the company's approach to impact management, and satisfaction with the company's plans to support or develop the community in the future. In 2024, the overall satisfaction score was 84%.