Artificial Intelligence Policy

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Principles and Rationale

As Artificial Intelligence (AI) technology has played an increasingly significant role across various fields—ranging from management, data processing, and the generation of insights to enhance operational capabilities Jaymart Group Holdings Public Company Limited and its subsidiaries recognize the necessity of adopting AI to elevate operational efficiency, research, and sustainable business growth.

However, the adoption of AI, including software and applications that utilize AI technology ("AI Solutions"), whether developed internally by the Company or procured/imported from external parties (collectively referred to as the "AI Systems"), inherently carries risks in terms of operations, security, and ethics.

To ensure that the use of AI Systems is effective, transparent, and accompanied by appropriate risk management, the Company has therefore established this Artificial Intelligence Policy as a guideline for the responsible and sustainable development and use of AI within the organization.

Scope of the Policy

This Policy applies to individuals within Jaymart Group Holdings Public Company Limited ("Jaymart Group"), as follows: All Directors of Jaymart Group; Executives, defined as employees from the level of Assistant Director or equivalent up to the Chief Executive Officer; All employees of Jaymart Group.

The above-mentioned persons must be involved in the use of, or operations related to, Artificial Intelligence (AI) systems. This Policy covers all business operations under the management and control of Jaymart Group, including subsidiaries, associates, and joint ventures.

In addition, Jaymart Group encourages and expects its business partners and affiliates, who are outside the Group's direct management scope, to support and consider adopting this Policy in their practices.

This Policy applies to all forms of AI systems, both existing and future developments, regardless of their names or underlying technologies. This includes, but is not limited to:

- Machine Learning
- Deep Learning
- Natural Language Processing
- Computer Vision
- Speech Recognition
- Robotics

Definitions

"Artificial Intelligence" (AI) refers to a field that integrates knowledge from various disciplines—particularly science, mathematics, and engineering—to develop machines or computer systems capable of performing intellectual tasks such as reasoning, analysis, data processing, learning, and decision-making in a manner similar to human cognition. AI systems are also capable of learning from data and experience, continuously improving their processes, and enhancing their ability to operate automatically and more efficiently.

"Business Partners" refers to contractors, subcontractors, product distributors, wholesalers, manufacturers, licensees, agents, and consultants who conduct business transactions with Jaymart Group.

"Alliances" refers to Jaymart Group's product distributors, joint venture partners, and customers.

Objectives and Implementation Guidelines of the Policy are as follows:

1. **Jaymart Group** shall use AI systems that are researched, designed, developed, provided, and applied in accordance with the following principles of AI ethics:

    1.1. AI systems must be researched, designed, developed, deployed, and used in accordance with principles of ethics, responsibility, and transparency, and must strictly comply with applicable laws, regulations, and widely recognized international standards.

    1.2. AI systems must be designed and developed to prevent and avoid biased outcomes that may result in unfair discrimination against individuals or groups.
    Jaymart Group shall implement continuous and regular monitoring and evaluation mechanisms of AI performance to identify, detect, and mitigate risks of potential bias in AI operations.

    1.3. Jaymart Group shall designate clear accountability for decisions and operations of AI systems. Assigned personnel shall be responsible for overseeing compliance with laws and ethical standards in the use of AI.

    1.4. AI systems must ensure transparency in their operations by providing clear explanations of the rationale, processes, and criteria used in decision-making, enabling stakeholders to understand and reasonably anticipate system outcomes.
    Supporting documents, explanatory notes, and related information must be properly maintained to be disclosed to stakeholders as appropriate and necessary.

1.5. Jaymart Group attaches great importance to privacy and the protection of personal data of AI users. All AI systems must be designed and developed in compliance with personal data protection laws and must incorporate strict data security measures.
Operations must align with Jaymart Group Personal Data Protection Policy to ensure that personal data is safeguarded appropriately and fairly.

1.6. Jaymart Group shall ensure that humans retain the ability to intervene in and override AI decision-making processes. Guidelines shall be established to determine when and how human intervention in AI operations is permitted.

1.7. Jaymart Group shall regularly evaluate AI systems in terms of efficiency, effectiveness, ethical impact, and compliance with this Policy, while promoting a culture of learning and continuous improvement.

1.8. Jaymart Group shall collect feedback from diverse stakeholders to support the formulation and periodic review of policies, regulations, operational standards, and procedures related to AI systems.

2. Jaymart Group shall comply with the applicable laws and regulations of the countries in which it operates, as well as with ethical standards relating to the development and/or use of AI systems. The Group shall also clearly define the intellectual property rights associated with AI technologies.

3. Jaymart Group shall adhere to the established standards for AI system development, including rigorous testing, validation, comprehensive documentation, and proper procedures for the deployment of AI systems.

4. Jaymart Group shall implement appropriate digital security measures to protect AI systems from unauthorized access, cyberattacks, system damage, and other forms of security threats. In addition, the Group shall establish systematic protocols for responding to AI-related security incidents, ensuring timely and effective remediation, recovery, and prevention of potential risks.

5. Jaymart Group shall establish methods for monitoring the efficiency and effectiveness of AI systems, including risk assessments and impact analyses. The Group shall also implement reliable measures and/or processes to verify and inform users whether certain content is generated by AI or not.

6. Jaymart Group shall provide ongoing training for directors, executives, and employees on AI systems, principles of AI ethics, and compliance with laws, policies, regulations, operational standards, and procedures. The Group shall also promote awareness of the impacts of AI and best practices for the development and/or use of AI within the organization.

7. Jaymart Group shall maintain documentation related to AI systems, including research, design, development, deployment, and usage. Furthermore, the Group shall establish mechanisms for reporting AI-related issues, including ethical concerns and system malfunctions.

8. Jaymart Group shall establish regulations, standards, and operational procedures related to the development and/or use of AI systems to ensure a clear governance framework. This framework shall cover management, utilization, and control of potential external impacts arising from AI systems, with careful consideration to minimize risks to the organization.

    These standards and regulations shall enable directors, executives, and employees to perform AI-related tasks correctly and in compliance with applicable laws, regulations, and ethical principles.
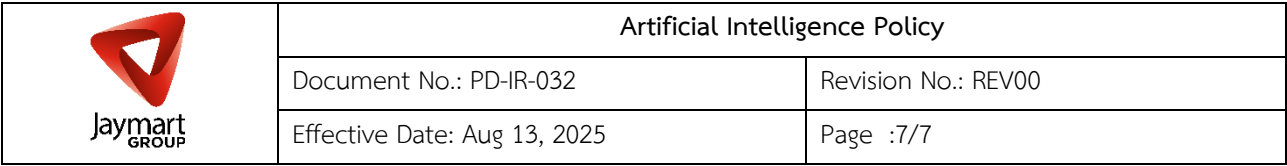
    The Information Technology Division and/or relevant technology units shall be responsible for formulating and reviewing such regulations, standards, and procedures, and submitting them to the Chief Executive Officer of Jaymart Group for consideration, approval, and implementation.

9. The Information Technology Division and/or relevant technology units shall be responsible for monitoring and coordinating compliance by directors, executives, and employees with applicable laws and regulations in the countries of operation, as well as with ethical standards, policies, regulations, operational standards, and procedures relating to the development and/or use of AI systems.

10. Jaymart Group shall promote and support the creation and development of innovations related to AI systems that are aligned with this Policy.

11. Jaymart Group shall review and update this Policy as appropriate to ensure its continued relevance and effectiveness.

The policy shall be effective from Aug 13, 2025 onwards.

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Mr.Adisak Sukumvitaya

Chief Executive Officer

Records of Revision

Revision No.	Responsible Department	Date of Review	Effective Date	Description of Revision
REV00	Investor Relations	At the BOD Meeting No. 6/2025 on Aug 13, 2025	Aug 13, 2025	Initial Issued