

	Investor Relation Code of Conduct	
	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :1/8

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	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :2/8

## Table of Contents

Topics	Page
Principles and Objectives	3
Scope of Application	3
Definitions	4
Investor Relations Code of Conduct and Good Practices	5-6
Review and Revision of the Investor Relations Code of Conduct	7
Revision History	8

	<b>Investor Relation Code of Conduct</b>	
	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :3/8

## Principles and Objectives


Jaymart Group Holdings Public Company Limited (the “Company”) recognizes the critical role of accurate, complete, transparent, and equitable communication with shareholders, investors, securities analysts, regulators, and all stakeholders. Effective and transparent communication forms the foundation of organizational credibility and long-term sustainability, while also reinforcing the Company’s positive reputation in the capital market.

Accordingly, the Company has established this Investor Relations Code of Conduct as a guideline for the Board of Directors, executives, and Investor Relations personnel to perform their duties with integrity, transparency, and accountability toward society and the capital market, in accordance with the principles of Good Corporate Governance. The Company is committed to ensuring that information disclosure and communication with stakeholders are conducted fairly, accurately, promptly, and in alignment with international standards—thereby fostering sustainable shared value between the Company and the capital market.

## Scope of Application

This Investor Relations Code of Conduct applies to Jaymart Group Holdings Public Company Limited, including its subsidiaries, associates, and relevant affiliated companies. The Policy aims to ensure that all Investor Relations activities across the Group are conducted in alignment with the Group’s Corporate Governance principles. It covers the following individuals and units:

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

	Investor Relation Code of Conduct	
	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :4/8

## Definitions

### Inside Information

Refers to non-public information that may have an impact on the Company's securities price or influence an investor's investment decision.

### Stakeholders

Refers to shareholders, investors, analysts, media, regulatory authorities, and external parties who are affected by or have an interest in the Company's operations.

### Information Disclosure

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

### Equal Access

Refers to providing all investors with fair and non-discriminatory access to the Company's information.

### Investor Relations Communication

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

	<b>Investor Relation Code of Conduct</b>	
	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :5/8

## Investor Relations Code of Conduct and Good Practices

### 1. Integrity and Transparency

Investor Relations personnel shall perform their duties with integrity and transparency, adhering strictly to factual accuracy. Information must not be distorted, omitted, or presented in a manner that may mislead shareholders or investors. This is essential to maintaining the Company's credibility and positive reputation 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. Use only information that has been verified and approved by supervisors or authorized persons prior to any disclosure.

### 2. Accuracy, Completeness, and Timeliness

All information disclosed to shareholders, investors, and the Stock Exchange must be accurate, complete, timely, and traceable. This ensures that investors are able to make informed decisions based on reliable and verified information.

#### Good Practices

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

	<b>Investor Relation Code of Conduct</b>	
	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :6/8

### 3. Equality and Non-Discrimination

Investor Relations personnel shall provide information and services to all investors in an equal, transparent, and unbiased manner. Information must not be selectively disclosed, distorted, or provided as special privileges to any particular individual or group.

This ensures that shareholders, investors, analysts, and all stakeholders receive accurate, complete, timely, and fair information consistent with the principles of Corporate Governance and capital market communication standards.

#### Good Practices

1. Avoid selectively disclosing forward-looking or sensitive information to any individual and refrain from sharing information that has not been formally concluded or approved.
2. Conduct meetings and engagements with investors, analysts, and the media transparently and fairly, ensuring that all investor groups receive information equally and openly.
3. Cooperate with regulators or external authorities in an open and straightforward manner.
4. Treat shareholders, investors, and all stakeholders with courtesy, respect, and professionalism in accordance with the ethical standards of Investor Relations.

### 4. Confidentiality and Prevention of Insider Information Misuse

Investor Relations personnel shall safeguard 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, as doing so may cause damage to the Company or its shareholders.

#### Good Practices

1. Restrict access to inside information only to individuals whose duties require such access.
2. Ensure secure storage of documents, data, and relevant evidence, and implement measures to prevent information leaks that may affect the Company's securities price.
3. Refrain from disclosing any non-public inside information in any form—whether verbal, written, or through electronic communication.
4. Remind directors, executives, and employees regarding the prohibition on trading the Company's securities during specified blackout periods.

	Investor Relation Code of Conduct	
	Document Code : PD-IR-035	Revision No. : REV00
	Effective Date : 11 November 2025	Page :7/8

## 5. Communication and Engagement with Investors

Investor Relations personnel shall communicate with shareholders, investors, analysts, and stakeholders with courtesy, professionalism, and factual accuracy to enhance understanding and foster long-term confidence in the Company.

### Good Practices

1. Provide accurate, clear, and verifiable information when responding to questions or offering additional material information.
2. Clearly distinguish personal opinions from business-related information to prevent confusion or misinterpretation that may impact credibility.
3. Listen respectfully to investor feedback and suggestions, and consider them in improving the Company's operations.

### Review and Revision of the Investor Relations Code of Conduct

The Investor Relations Department shall review and update this Code of Conduct at least once a year, or whenever there are significant changes in business conditions, laws, or regulatory requirements. The results of the review shall be submitted to the Board of Directors for consideration and approval prior to implementation.

This policy shall take effect from 11 November 2025



Approved By

Mr.Pisnu Pong-Acha

Chairman of the Board

