



Sales and Marketing Policy


Document No. : PD-IR-022

Revision No. : REV00

Effective Date :December 8, 2023

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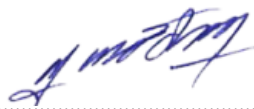
Sales and Marketing Policy

Jaymart Group Holdings Public Company Limited (the “Company”) conducts its business with a primary focus on mobile phone distribution, accessories, and gadgets, as well as financial services, particularly consumer finance. Additionally, the Company engages in the development of various applications. The Company’s operations encompass both product sales and service provision, where sales and marketing processes are fundamental to business success. Therefore, the Company has established this Sales and Marketing Policy to be followed by executives, employees, and relevant stakeholders as follows:


1. The Company supports various business processes and procedures to meet customer needs by continuously developing and improving sales and service processes to ensure high-quality service and customer satisfaction.
2. The Company sets product and/or service pricing at reasonable levels, considering economic conditions and market competition, with prior approval from authorized personnel.
3. The Company ensures that products and services are delivered to customers in accordance with agreed terms and conditions.
4. The Company requires that customer service operations comply with applicable laws, regulations, and governmental requirements.

This policy is subject to review at least once a year or whenever significant changes occur.

Announced to be effective from December 8, 2023 onwards.



Approver Sales and Marketing Policy
 Mr. Pisnu Pong-acha
 Chairman of the Board of Director

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Records of Revision

Revision No.	Responsible Department	Date of Review	Effective Date	Description of Revision
REV00	Investor Relations	At the BOD Meeting No. 10/2566 on December 7, 2023	December 8, 2023	The First Preparation
REV00	Investor Relations	At the 6th Board of Directors (BOD) meeting of 2024, held on November 8, 2024.	December 8, 2023	The 2024 annual policy review showed no changes to the content, and the existing policy will remain in effect until any updates are made.