

Confidentiality of Information Policy

Plan B Media Public Company Limited values maintaining the confidentiality of company and client information, which may impact business operations both commercially and legally. Therefore, the company has established a policy for preserving company and client confidentiality.

The policy of confidentiality of company and client information

- Guidelines for Internal Information Disclosure:

Directors, executives, operational staff, and related personnel of the company sometimes work with data and documents that cannot be disclosed to others or are considered trade secrets. These include undisclosed internal information in the stock market, bidding information, plans, invention figures, etc., which are considered proprietary to the company. Protecting this information is crucial for achieving the company's present and future objectives and for all personnel's job security.

All company personnel must maintain the confidentiality and security of information to protect proprietary secrets and prevent unintentional disclosure.

- Levels of information confidentiality:

Trade secret information, which is internal to the company, must be kept confidential to prevent leakage to external parties. The confidentiality levels of such information can range from public, for internal use, confidential, to strictly confidential, based on their importance.

Sharing of internal information must be confined to the duties and responsibilities assigned.

- Providing Information to External Parties:

Company information disclosed externally or to the public must be approved by the managing director or an authorized person only. The company has a central unit responsible for providing information to the public, including handling investor relations (IR), coordinating with the data owners for details to compile information, and obtaining approval from the managing director or an authorized person before dissemination.

- Expressing Opinions to External Parties:

Company personnel must not answer questions or express opinions to external parties unless assigned to respond to those inquiries. If not responsible, politely decline to comment and suggest inquiring directly from the managing director or an authorized person.

Guidelines for the Use of Inside Information:

Due to the company's diverse stakeholders and interested parties, actions must be carried out equitably and justly towards all parties equally to prevent illegal activities. All company personnel, including related individuals who are aware or may become aware of undisclosed inside information, should avoid trading the company's securities if they are directors or executives. However, if they proceed with trading the company's securities, it should be done cautiously, without using undisclosed inside information in the stock market. After completing any trades, they should report the transactions, adhering to the regulations of the Stock Exchange of Thailand and the Securities and Exchange Commission.

Preventive measures:

To ensure compliance with the policy smoothly, the company has established the following preventive measures:

1. Limit access to non-public information, allowing only top executives as much as possible and disclosing to company employees as much as they need to know, informing them that it is confidential information with restrictions on its use.
2. Implement a security system in the workplace to protect files and confidential documents.
3. The owners of information not yet disclosed to the public must strictly instruct related individuals to follow security procedures.

Penalties:

Penalties for improper use of insider information will be applied, starting from verbal warnings, written warnings, salary deductions, temporary suspension without pay, to termination of employment. This also includes compensating the company for any financial damages incurred, depending on the severity of the offence, or legal penalties as applicable.