



Central Plaza Hotel Public Company Limited

**Quality Policy
(2026 Edition)**

Approved by Board of Directors Meeting No. 7/2025
On 14 November 2025

Prepared by Sustainability Development Department

PUBLIC

Quality Policy (2026 Edition)

Central Plaza Hotel Public Company Limited

Central Plaza Public Company Limited is committed to delivering high-quality services that cater to the needs of its customers and strives to achieve maximum customer satisfaction. The Company follows international standards to ensure that its services are developed in a way that prioritizes environmental, social, and safety concerns throughout the entire service process. Our aim is to exceed customer expectations and provide excellent services that generate the utmost satisfaction for our customers.

1. Objectives

- To ensure full compliance with applicable standards, laws, and regulations.
- To deliver exceptional hospitality experiences that meet or exceed customer expectations.
- To continuously enhance service quality through innovation and operational excellence, and to develop and empower staff to maintain service professionalism and ensure exceptional customer satisfaction.

2. Scope

This policy applies to the Company's hotel and food business units.

3. Definition

"Company" refers to Central Plaza Hotel Public Company Limited and its subsidiaries.

"Employee" refers to employees of the Company, including executives, contract workers, and consultants.

"Policy" refers to Quality Policy (2026 Edition)

4. Guidelines

To comply with this policy, the Company has established operational guidelines for quality management. These guidelines serve as a framework for all executives and employees to acknowledge, understand, and implement accordingly.

- Create the utmost service satisfaction for customers and all stakeholders.
- Provide services with focus on climate change and becoming a low-carbon organization.
- Operate responsibly with consideration for occupational health and safety, environmental

and societal impacts, and the well-being of all internal and external stakeholders, while preserving biodiversity and ecosystems.

- 4) Integrate the use or support of relevant codes and guidelines and participate in relevant industry initiatives to continuously enhance the quality of products and services.
- 5) Consistently support research, development, and innovation to enhance service quality.
- 6) Provide services with qualified staff and continuously enhance staff learning and training.
- 7) Establish a quality control process to meet specified standards and conduct periodic quality audits to prevent and detect nonconformities. This also includes establishing corrective and preventive actions.
- 8) Establish metrics and continuously improve service systems to reduce customer complaints.
- 9) Establish a formal and systematic process for receiving and addressing feedback, complaints, and quality-related risks to drive continuous service improvement.
- 10) Increase competitiveness by providing quality services.

5. Reporting Channels

All internal and external stakeholders may report concerns or suspected violations through the following channels:

- Website: <https://investor.centarahotelsresorts.com/en/sustainability/whistleblowing>
- Email: whistleblower_centel@chr.co.th
- Postal Mail: Internal Audit and Risk Management

Central Plaza Hotel Public Company Limited
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Quality Policy 2026 Edition was approved by the Board of Directors Meeting No. 7/2025 on 14 November 2025 and shall be effective from 1 January 2026 onwards.

-Signed-

Mr. Norachit Sinhaseni

Chairman of the Board

Central Plaza Hotel Public Company Limited