CHR CRISIS ESCALATION FLOW

1 — Incident Incur

↓ immediately

GM informs Risk & Legal Department through Incident Report by email.

↓ Within 24 hours

◇ Risk & Legal Department assesses whether CHR-RMC should be activated.

— No →

Criteria for "NO"

- Minor local incident.
- Very limited damaged, superficial injury.
- GM is capable of managing the problem without external assistance.
- Short term impact-issues can be resolved quickly and impact is not lasting.
- No media interest.
- Does not threaten credibility, image or desirability of the brand.
- Is not expected to escalate into a crisis.

Action to be taken:

- Risk & Legal Department to follow up incident and preventive action.

↓ Yes

2 — Immediate alert to CHR RMC

↓

◇ CEO assesses whether CENTEL RMC should be activated.

— No →

Criteria for "NO"

- Local effect-usually confined to only a portion of the property.
- Very limited causality.
- On site or local resources are adequate to manage problem.
- Short term impact-issues can be resolved quickly and impact is not lasting.
- News media interest is primarily local or non-existent.
- Does not threaten credibility, image or desirability of the brand or corporate organization.
- May or may not escalate into a crisis, depending upon circumstances and actions taken.

Action to be taken:

- Risk & Legal Department informs CEO through CHR RMC.
- CEO informs Chairman.
- Risk & Legal Department informs the results of the CHR RMC meeting to GM.

↓ Yes

3 — Activate CENTEL RMC

↓

◇ Chairman of CENTEL RMC assesses whether the BOD should be informed

— No →

Criteria for "NO"

Action to be taken:

- CHR RMC continues activate business continuity management & follows up.

↓ Yes

Criteria for "Yes"

- Emergencies of local accidents resulting in fatalities of employees, contractors, guests or other third parties at sites or in connection with CHR operations.
- Serious events involving partial or full destruction of facilities and/or assets.
- Any kidnapping, terrorism, or other serious crimes against CHR, its employees, guests, and facilities.
- Any incident implicating or potentially implicating CHR that immediately attracts the attention of the media and the public.
- Any health related large scale incident (virus outbreak, widespread food poisoning, asbestos discovery etc.).

Action: to be taken:

- Establish a Crisis Team to counteract and lead recovery and set-up crisis management center.
- Top management as a spokesperson (assign by CEO) to deal with public and media relation.
- Depend on situation-consider implementing a website with constant updates on situation.
- Inform business partners or families of staff of situation and impact.

- Signed -

Mr. Norachit Sinhaseni
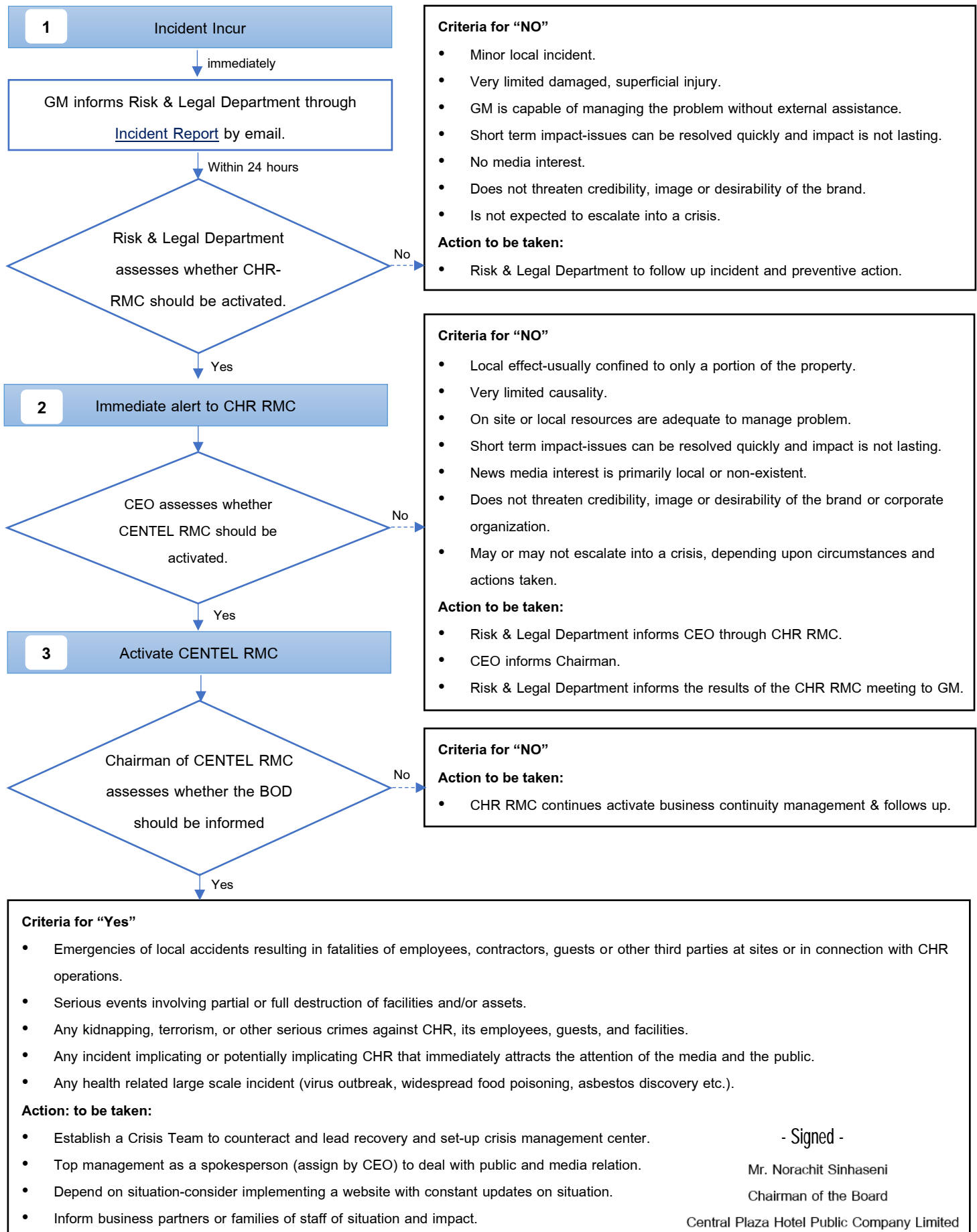
Chairman of the Board

Central Plaza Hotel Public Company Limited

Approved by Board of Directors Meeting NO. 7/2025 on 14 November 2025, effective from 1 January 2026 onwards.