



Central Plaza Hotel Public Company Limited

Ethical Marketing and Advertising Policy

Approved by Board of Directors Meeting No. 5/2025

On 13 August 2025

Prepared by Sustainability Development Department

PUBLIC

Ethical Marketing and Advertising Policy

Central Plaza Hotel Public Company Limited

Central Plaza Hotel Public Company Limited recognizes the importance of conducting marketing and advertising activities ethically, as this forms the foundation for building trust, loyalty, and long-term relationships with all stakeholders. Transparent and honest communication not only reflects corporate responsibility but also helps avoid key reputational, financial, legal, and customer trust risks that may arise from unethical or unlawful marketing strategies. Therefore, the Company has established the Ethical Marketing and Advertising Policy to guide operations in alignment with international standards.

The policy emphasizes providing accurate, clear, and non-deceptive information about products and services, respecting human rights, diversity, and fair competition in the business landscape. This commitment supports corporate governance and sustainable development across all dimensions of the business, while upholding the highest ethical standards in marketing, advertising, and brand communication.

Objectives

1. To promote ethical and responsible marketing and advertising practices in accordance with international communication standards
2. To enhance brand perception and strengthen stakeholder engagement
3. To prevent and mitigate risks, including reputational and financial risks, arising from inappropriate marketing practices or unethical communication

Scope

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

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 Ethical Marketing and Advertising Policy

“Vulnerable group” refers to children, the elderly, individuals with limited educational opportunities, those lacking marketing knowledge, and others who may lack the skills or experience to critically and independently analyze media or advertising content.

“Ethical Marketing and Advertising” refers to business and marketing practices that are in accordance with ethical principles and legal standards, with a focus on honesty, transparency, and responsibility toward consumers and society.

Guidelines

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

1. Pledge to honesty in marketing

The Company is committed to conducting marketing activities with integrity, transparency, and social responsibility. We place emphasis on providing accurate, complete, and sufficient information about our products and services to support customers’ decision-making. The Company will clearly define communication objectives to target audiences at appropriate times and places to foster mutual understanding between the Company and consumers. Furthermore, the Company will strictly review and screen advertising content to ensure it aligns with the social, cultural, and legal contexts of each country in which we operate.

2. Provide balanced and accurate information and reject exaggerated claims

The Company is dedicated to responsible communication regarding the social and environmental impacts of our products and services, including brands, trademarks, and images. We avoid exaggerated claims or misleading representations of product attributes or benefits. The Company places great importance on presenting information that truthfully reflects the social and environmental impacts of our operations. Therefore, all claims must be substantiated and must reflect genuine impacts. Positive contributions, in particular, should be carefully assessed and presented with responsibility in order to build long-term stakeholder trust.

3. Promote ethical sensitivity

The Company is aware of ethical sensitivities that may affect stakeholders, particularly vulnerable customers and consumers. With an understanding of social, cultural, religious, and belief-based differences, the Company upholds a policy to prevent marketing and advertising practices that could lead to misunderstandings or have negative impacts on these groups. The Company is committed to protecting vulnerable market segments and will not exploit or cause harm to them. These groups include, but are not limited to, children, the elderly, individuals with limited access to education, those lacking marketing literacy, and others who may not have the skills or experience to critically evaluate media content.

4. Support for fair competition

The Company is committed to promoting a fair and transparent business environment by strictly adhering to ethical principles in all marketing and advertising activities. The Company also maintains a policy of not using any methods that may mislead or deceive customers regarding competitors' products or services. This includes avoiding the dissemination of inaccurate or distorted information about competitors' products, strategies, or reputation. In addition, the Company will not support or engage individuals with public influence, or any other parties, in ways that could unfairly harm competitors.

5. Promote training and internal communication

The Company places strong emphasis on developing the knowledge and capabilities of employees and all individuals involved in marketing and advertising activities to ensure effective performance in alignment with the Company's ethical guidelines. Moreover, the Company provides information and operational guidelines through various learning materials, including internal meetings, digital communications, learning materials, to support continuous and accessible learning. Training and internal communication are conducted regularly to enhance understanding of ethical principles in marketing, advertising, and brand communication, as well as to prepare employees to appropriately and responsibly adapt to changes in media and marketing trends in the digital era.

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 999/99, 25th Floor, Rama 1 Road, Pathumwan, Bangkok 10330

The Ethical Marketing and Advertising Policy 2025 was approved by the Board of Directors Meeting No. 5/2025 on 13 August 2025 and will be effective from the date of approval onwards.

-Signed-

Mr. Norachit Sinhaseni

Chairman of the Board

Central Plaza Hotel Public Company Limited