

Responsible Alcohol Marketing & Promotion

Opportunities and Challenges

The company alike, as the linkage between producer to end-user, the Company aims to ensure customers access to safe, high-quality, and sufficient in a timely manner. The Company has strengthened the supply chain's risk management and collaborated with producers, distributors, suppliers and business partners to enhance the value chain management, ensuring adequate inventory meets consumption needs with responsible sourcing and traceability to upstream

Policy and Management Approach

- To ensure that marketing, communication, and sales of alcoholic beverage comply with legal requirements and align with international sustainability standards (i.e IAFD)
- Prohibit the design of advertising media, the organization of marketing activities, or the use of product display areas that attract or target individuals below the legal age limit.
- Do not communicate in a manner that associates alcohol consumption with social success, career advancement, or sexual appeal, and strictly prohibit making any health claims derived from alcohol consumption.
- Promote responsible drinking campaigns or ensure that warning messages mandated by law are clearly displayed at points of sale and across communication channels.
- Execute responsible sales by strictly refusing the sale of alcoholic beverages to individuals under the legal age, and refrain from conducting any sales promotions for alcoholic beverages across all physical branches and online channels.
- Strictly comply with laws governing sales hours and zoning by restricting transactions at both physical branches and online channels to legally permitted hours only. include adhering to zoning regulations by prohibiting sales in restricted locations or within the legally specified distance from educational institutions.

Alcohol Safety in Action

- Use guideline of IARD (International Alliance for Responsible Drinking)
- Partner with Thai Health Promotion Foundation
- Support **“Drink Don’t Drive”** campaign during Long weekend, New Year and Songkran Festival
- 100% Related alcohol selling staff has trained / communicate the responsible alcohol policy, guideline and practice
- 100% Store has monthly internal audited on monthly basis and annually external audit by authorized party
- 100% controlled the offline-online selling and every channels to ensure that comply with regulation and requirement



Online Alcohol Beverage Selling

- To protect youth and vulnerable groups, the company utilized the technology to screen the online customer, the order available only to customer who has a verified age and authenticated alcohol selling license, under certain terms and conditions such as Alcoholic beverages will not be sold between 6:00 PM on the day prior to an election and 6:00 PM on the day of the election also the religious days

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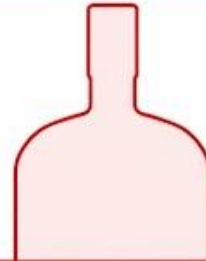
This product is only sold to business customers with a verified liquor license.



Soju

360 ml x 1 bottle

This product is only sold to business customers with a verified liquor license.



Brandy

70 cl x 1 bottle

This product is only sold to business customers with a verified liquor license.



Thai Beer

490 ml x 12 cans

Guidelines for Alcohol Marketing & Labeling Compliance

To strictly comply with the Alcoholic Beverage Control Act B.E. 2551 (2008) and current Excise Department regulations, all alcoholic beverage labels must clearly display mandatory product information. The Company fully inspects and audits the marketing and labeling compliance to ensure consumer transparency and legal conformity and reduce negative impact to consumer and vulnerable groups. The required information includes the exact product name, alcohol by volume (ABV percentage or degree), net volume, and the official name and address of the manufacturer or importer.

Furthermore, the Company strictly follow prohibits any visual or textual content on the label that directly or indirectly encourages alcohol consumption or targets underage demographics. To ensure full compliance, product labels and packaging must absolutely exclude the following:

- Claims indicating any health benefits, nutritional value, or physical enhancements.
- Messages implying that consumption leads to social, professional, or sexual success.
- Endorsements, images, or graphics featuring celebrities, singers, actors, or athletes.
- Cartoon characters or animations that may attract children and youth.
- Any false, exaggerated, or misleading statements regarding the product's qualities.

Finally, every alcoholic beverage must prominently feature a statutory health warning on its packaging as mandated by the Alcoholic Beverage Control Committee. The warning message must be explicitly legible and strictly utilize the government-approved statements (such as warnings regarding cancer risks, accidents, or social harm). Ensuring the correct placement and visibility of these warnings is a mandatory condition for lawful retail distribution.