

CENTRALRETAIL

New Heights, Next Growth

RESPONSIBLE ARTIFICIAL
INTELLIGENCE PROGRAM
2025



Responsible Artificial Intelligence Program

Central Retail Corporation Public Company Limited (CRC) recognizes the potential of artificial intelligence (AI) to create value for businesses, employees, customers, partners, and society. At the same time, CRC recognizes the importance of developing and using AI responsibly to manage potential ethical, security, privacy, social, and environmental impacts. CRC promotes responsible AI through governance, information security, human oversight, transparency, employee capability building, performance monitoring, and consideration of environmental and social impacts. These practices are applied throughout relevant stages of the AI lifecycle, from assessment and development to deployment, monitoring, improvement, and retirement.

Responsible AI Governance

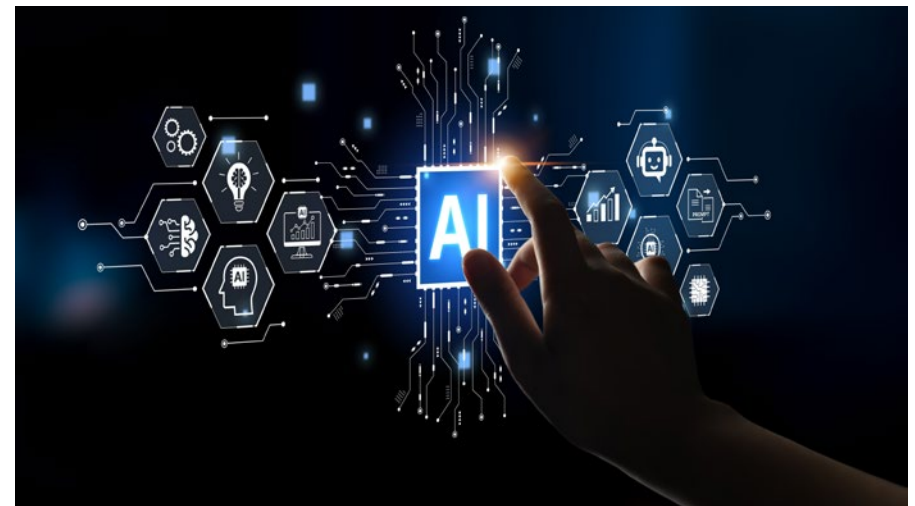
AI initiatives are assessed according to their intended purpose, data usage, potential impacts on stakeholders, information security and privacy requirements, and the appropriate level of human oversight. Through its Responsible Artificial Intelligence Program, CRC seeks to ensure that relevant AI initiatives are developed and used in a manner that supports accountability, transparency, fairness, security, and responsible business practices.

Control of Sensitive AI Capabilities

CRC manages access to AI systems and sensitive capabilities according to business purpose, user roles, data sensitivity, and security requirements. AI applications involving sensitive activities, such as facial recognition, surveillance, employee monitoring, or automated decisions that could have a significant impact on individuals, are subject to additional assessment, oversight, and appropriate access restrictions. Systems may be restricted or not permitted for use where adequate safeguards have not been established.

Transparency and Identification of AI Use

CRC promotes transparency by clearly informing users when they are interacting with AI-enabled services. For AI Assistants and Chatbots, systems are clearly identified as AI-enabled, and users are provided with relevant information regarding the purpose, scope, and limitations of AI-generated responses. AI-generated responses may be distinguished from predefined responses where appropriate, while supporting references or source documents may be provided where such functionality is available. Users are also provided with access to appropriate human support when an AI system is unable to provide a reliable response. These measures help users understand when AI is being used and the nature and limitations of the information generated by AI.



Model Performance Monitoring

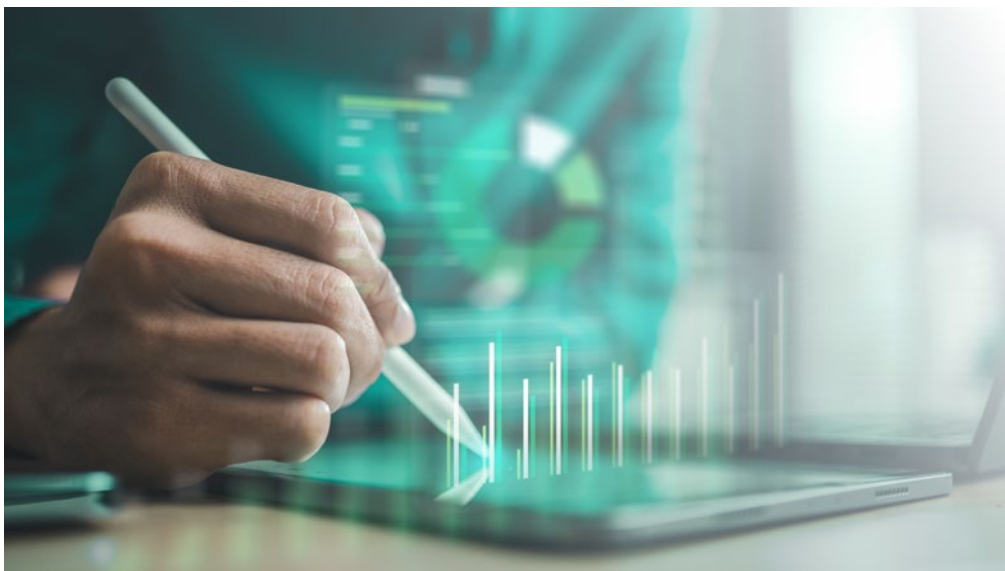
AI systems are tested before deployment and monitored after implementation to maintain the quality and reliability of their outputs. Monitoring may consider response quality, unexpected or inaccurate outputs, user feedback, and other relevant performance indicators. Where deterioration or changes in performance are identified, CRC may take corrective actions such as improving underlying information, model configurations, prompts, retrieval processes, or other controls, followed by appropriate retesting. These processes support the detection and correction of model drift or degradation over time.

Fairness and Bias Assessment

Responsible AI assessments are conducted for relevant AI initiatives, particularly systems that may affect employees, customers, business partners, or other stakeholders. Assessments consider potential inaccurate, unfair, discriminatory, or harmful outcomes, data sensitivity, human oversight, and the effectiveness of applicable controls. Relevant AI systems are tested using scenarios reflecting their intended use, with business owners and subject-matter experts involved in reviewing the appropriateness of outcomes. Relevant deployed AI systems are periodically assessed for potential bias and unfair outcomes. Where risks are identified, CRC may strengthen controls, limit the scope of use, require additional human review, or take other corrective actions.

Environmental Considerations

CRC considers resource efficiency when selecting, developing, and operating AI solutions. The Company promotes shared AI infrastructure and centralized services where appropriate to reduce duplicated systems and improve the utilization of computing resources. Development teams are also encouraged to select models appropriate to their intended use, optimize processing, and avoid unnecessary computational requirements. CRC also works with cloud and technology providers that continue to improve the energy efficiency of data centers and computing infrastructure, supporting efforts to reduce the ecological footprint associated with AI.



Human Oversight and Review of AI Outcomes

CRC maintains the principle that accountability remains with people when AI is used to support business processes. AI systems providing information or recommendations are not intended to replace authorized human decision-makers in matters that may significantly affect individuals. Users and affected stakeholders may contest, request clarification or correction, or seek human review of an AI-generated decision or outcome through the relevant business or designated review channels. Feedback and review processes also support the identification of issues and appropriate correction of underlying information, system configurations, or AI responses.

Measurement of AI-Related Sustainability Outcomes

CRC evaluates relevant AI initiatives using performance and sustainability indicators, including operational efficiency, resource use, energy consumption, and environmental outcomes. One example is the use of AI-enabled chiller optimization at Robinson Lifestyle Centers, where IoT and AI technologies support real-time management of air-conditioning systems to improve energy efficiency. In 2025, chiller and energy management systems implemented across 18 Robinson Lifestyle Centers contributed to an energy reduction of 4,342 MWh, equivalent to approximately 2,171 tCO₂e in avoided greenhouse gas emissions and approximately THB 18.3 million in annual energy-cost savings. CRC continues to enhance the measurement of environmental and social outcomes associated with AI-enabled initiatives.

Employee Training and Awareness

CRC provides learning and awareness activities to promote the ethical, secure, and responsible use of AI. Relevant training and communication cover AI fundamentals, responsible and ethical AI practices, personal data and confidential information, privacy, cybersecurity risks associated with AI tools, appropriate use of Generative AI, human verification of AI-generated outputs, and the appropriate use of AI and productivity tools approved by the organization. Training, awareness activities, project communications, and knowledge-sharing initiatives help employees understand both the opportunities and potential risks associated with AI and support responsible use across the organization.

Continuous Improvement

Responsible AI continues to evolve alongside technological developments, stakeholder expectations, regulations, and recognized standards. CRC therefore continues to review and enhance its AI governance practices based on experience gained from the development and use of AI across the organization. Through its Responsible Artificial Intelligence Program, CRC aims to capture the benefits of AI while maintaining appropriate safeguards for security, privacy, fairness, transparency, human accountability, environmental responsibility, and stakeholder trust.



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