

# CENTRALRETAIL

## ETHICAL MARKETING POLICY

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Central Retail Corporation Public Company Limited

(1 July 2022)

## ETHICAL MARKETING POLICY

Central Retail Corporation Public Company Limited, (“**the Company**”), its subsidiaries, and associated companies is committed to integrity, transparency, and accountability principles in conducting all marketing efforts and strategies. We believe that we should provide genuine value to all our stakeholders to earn their trust. We are committed to diversity, equity, and inclusion for all – as these values are central to our action and impact to the communities we serve. We strive for empathy in every customer interaction to understand and support evolving needs and do our best to assist and provide highest level of service possible.

### 1. Pledge to Honesty in Marketing

Every claim in our marketing materials must be accurate, factual, objective, not misleading, and must strictly comply with the laws governing advertising and marketing.

- 1.1 Implement honest advertising and marketing tactics across all campaigns
- 1.2 Provide accurate and balanced information regarding the values and benefits of the Company’s products and services
- 1.3 Be upfront with target audience regarding paid endorsements by media, review sites and influencers

### 2. Practice Transparency in Sustainability Communication

The company aims to create a sustainable society and is committed to transparency across all our sustainability communication. We avoid any form of greenwashing and reject exaggerated claims regarding the social and environmental impacts of our work. We will not mislead audiences with stories of our impact initiatives regarding our brand, products and services that are not reflective of the actual outcomes. We strive to only communicate truthful sustainability efforts centered to our mission to be a force for good.

### 3. Promote Ethical Sensitivity

The company is committed to promote inclusion. We seek to carry out marketing activities that encourage appropriate behavioral expression to ensure unity and equity. We are committed to careful consideration of social, cultural, religious, and political differences in all the creative process to avoid insensitivity in our marketing campaigns.

- 3.1 Value individual differences and refrain from any type of stereotype that depict any demographic group (e.g., ethnicity, religious beliefs, political affiliation, gender diversity) in a negative way within marketing content
- 3.2 Strive to create societal benefits, considering the best interest of underprivileged groups across all marketing activities
- 3.3 Protect vulnerable market segments such as children, seniors, and market illiterates, and refrain from utilising marketing campaigns that take advantage of their vulnerability

#### **4. Strive for Open and Fair Competition**

We apply standards of fairness and transparency to all our marketing activities to ensure fair competition.

- 4.1 Abstain from disinforming customers with regards to our competitors' products, services, or strategies
- 4.2 Avoid using negative reviews of our competition across our marketing content
- 4.3 Refrain from incentivising influencers or review sites to undermine our competitors

#### **5. Commit to Compliance**

The President of the subsidiary or associate or business unit appoints Head of Corporate Marketing and Head Marketing of all Business Units to strictly comply with the Ethical Marketing policy as detailed in this document. The President of the subsidiary or associate or business unit shall also be responsible for supervision and enforcement of the policy.

This Ethical Marketing Policy is effective from 1 July 2022 onwards.

*-Signed-*

(Dr. Prasarn Trairatvorakul)  
Chairman  
Central Retail Corporation Public Company Limited