

Innovation Management Policy

Amata Corporation Public Company Limited, its associated companies, subsidiaries, and affiliates (the Company) recognize that innovation is a key factor in driving business growth, creating differences, and adding value to the Company's products and services. It also helps develop and improve work processes to increase efficiency, lower operating costs, and eliminate negative impacts on society and environment in order to constantly give value to stakeholders and foster sustainable growth.

Therefore, the Company is committed to creating, developing, and extending innovations in business, products, and services, as well as creating changes in the work process for the organization by systematically and effectively managing innovation, making innovative thinking one of the characteristics of employees, and promoting a culture of innovation within the organization. Employees are encouraged to express their creativity, invention, experiment, and new thing creation, including providing opportunities for employees to participate in developing their abilities and co-developing innovations with suppliers, business partners, and related stakeholders to increase the efficiency of work processes, reduce costs, and add value to products and services, as well as increasing competitiveness arising from the potential to continue creating innovations for business and society.

Definitions

Innovation is an important tool for improving the quality of products and services and upgrading the organization's working methods to be more efficient by improving, recreating, extending from new knowledge, or creating something different from the original by using existing resources to increase business competitiveness, create wealth, reduce negative impacts, or create positive impacts on society and the environment, and create value for stakeholders.

Innovation management refers to the process of bringing innovative ideas to improve an organization's innovation capability by planning, implementing plans, checking, evaluating, and improving to create a new business model and corporate management in a new model to generate returns in terms of finances, reputation, good image, and confidence in the organization, including increasing competitiveness, creating value for stakeholders, and achieving the Company's objectives.

Practices

The Company has established a systematic guideline for innovation management to create, improve, and develop products, services, and business processes to ensure continuous quality and efficiency. The guidelines are as follows:

- 1) Comply with laws, rules, regulations, requirements, policies, and guidelines, as well as standards related to innovation management that apply in all countries in which the Company operates business.
- 2) Determine objectives, strategies, indicators, and plans for innovation management that provide both financial and non-financial value, respond to changes, and meet stakeholders' needs, as well as creating sustainability for the organization.
- 3) Evaluate opportunities and risks, including risk management in innovation management, and assess innovation initiatives based on the capital and resources available in the Company in a comprehensive and continuous manner.
- 4) Provide a suitable and adequate budget and resources for short- and long-term innovation processes and management.
- 5) Promote and support the creation, invention, application, extension, and development of closed innovation to develop the quality and efficiency of products, services, and operational processes, as well as developing new products, services, and business models that meet the needs of stakeholders and reduce negative impacts on society and the environment.
- 6) Promote and cultivate a culture of innovation throughout the organization by providing opportunities for employees to express their innovativeness through various projects and activities, as well as creating participation and motivation in the development of products and services and increasing the organization's competitiveness.
- 7) Provide resource support and promote participation in the development of the Company's innovation management in cooperation with organizations in the private and government sectors, civil society, and local communities (open innovation).
- 8) Collect, develop, and manage knowledge and sources of information from within and outside the organization for use as insights in formulating a business strategy and developing innovations that are consistent with and meet the stakeholders' needs.

- 9) Consider investing in businesses or projects that foster innovation, as well as supporting products and services that are innovatively managed and add value to stakeholders.
- 10) Protect the results of the innovation process and intellectual property of the Company and not support development that infringes on the intellectual property of others.
- 11) Regularly and systematically monitor innovation projects and activities and continuously review and improve operational efficiency.
- 12) Continuously arrange communication and promote awareness of innovation management among employees, suppliers, business alliances, and relevant stakeholders on an ongoing basis.
- 13) Disclose information and report on innovation management performance through reports or channels to the public and relevant stakeholders in a transparent, timely, and verifiable manner.

Duties and Responsibilities

Board of Directors

- 1) Consider approving and reviewing innovation management policies and guidelines to be up to date and appropriate to the environment and risk factors, including business activities and stakeholders throughout the value chain, at least once a year.
- 2) Supervise business operations to be in line with relevant laws, rules, regulations, policies, and guidelines, as well as encourage concrete implementation of this policy.
- 3) Supervise and support the management in assessing risks in innovation management to ensure the effectiveness of appropriate and adequate risk control.
- 4) Consider reports on risks in innovation management and the performance in accordance with innovation management policies and guidelines, and provide constructive recommendations to the management for development and improvement.
- 5) Consider urgent issues related to innovation management to supervise and ensure timely operations.
- 6) Encourage and support the executives in recognizing and prioritizing innovation management and cultivating it as a corporate culture.

Executives

- 1) Provide criteria, procedures, and guidelines for innovation management that are appropriate for each company's context and in accordance with the policies, procedures, and laws of the countries in which the Company conducts business.
- 2) Establish an organizational structure with responsible individuals and clear responsibilities and roles while allocating appropriate and adequate resources.
- 3) Determine objectives, goals, strategies, plans, and indicators for innovation management that are linked from the organizational level to the unit level, including business continuity management.
- 4) Arrange for the development and review of a sufficiently effective systems of risk management, internal control, and internal audit for innovation management.
- 5) Monitor, supervise, manage, and support employees, suppliers, business partners, and key stakeholders to comply with relevant laws, policies, measures, and procedures related to innovation management, as well as developing and improving practices to be more effective.
- 6) Encourage innovative ideas and inspire employees to take the initiative and participate in the continuous development of innovation.
- 7) Raise awareness and promote a culture of creativity and innovation management by continuously communicating to employees at all levels and relevant stakeholders.
- 8) Consider the report on the performance of the policy before presenting it to the Board of Directors.
- 9) Provide channels for whistleblowing and receiving complaints about impacts and violations of the innovation management policy, including the complaint handling process and protection measures for whistleblowers, complainants, witnesses, and information reporters.

Departments or Individuals Responsible for Innovation Management

- 1) Prepare strategic and action plans for innovation management that are clear and in line with the business context.

- 2) Establish a clear, transparent, and verifiable process for disclosing and reporting information on innovation management.
- 3) Assess and manage innovation management risks, as well as providing guidelines to prevent and mitigate the impact.
- 4) Develop internal control, risk management, and policy compliance monitoring to be effective and concise, as well as informing and following up with relevant departments for regular improvement and correction.
- 5) Safeguard and protect the Company's intellectual property, including examining the outcomes of innovation processes, copyrights, patents, petty patents, and inventions to prevent infringement of others' intellectual property rights.
- 6) Collect data and prepare reports on innovation management results on a regular basis, as well as managing information disclosure to the Company's stakeholders on an annual basis and in accordance with the requirements of regulatory authorities.
- 7) Report risk information or significant issues related to innovation management to the executives on a regular basis and report immediately when abnormal incidents occur.
- 8) Coordinate and integrate cooperation with relevant individuals, agencies, or stakeholders to jointly establish measures, management, and mechanisms for control, response, and problem solving.
- 9) Communicate and train to raise awareness and promote participation in innovation management to employees and related stakeholders on an ongoing basis.
- 10) Provide initial suggestions on the implementation of the policy, as well as coordinate or discuss with other relevant departments to ensure that the suggestions are correct, complete, and clear.
- 11) Report the results of the policy compliance to the Board of Directors, executives, or relevant agencies.
- 12) Review innovation management policies in accordance with relevant laws, regulations, guidelines, and standards.

Employees

- 1) Learn, understand, and comply with laws, rules, regulations, policies, and guidelines, including relevant standards.
- 2) Communicate and transfer knowledge about the Company's innovation management policies and goals to business partners, suppliers, contractors, customers, and local communities.
- 3) When someone is found to have committed an offense or committed an act that violates this policy, the information or complaint must be reported through the Company's whistleblowing channels.

Communication and Training

The Company communicates innovation management policies and organizational goals through training, orientation, meetings, or various forms of appropriate activities to directors, executives, employees, subsidiaries, associated companies, other companies under the Company's control, business representatives, and suppliers, including relevant stakeholders along with evaluating its effectiveness and bringing it to continuous improvements.

Whistleblowing

Those who see an action that qualifies as a violation of this policy must complain or report it according to the procedures of the whistleblowing policy. The complainant or whistleblower will be protected, and the information will be kept confidential without impacting their position or compensation, both during the investigation and after the completion of the process.

Penalty

The innovation management policy is considered part of the operational discipline. Directors, executives, and employees who do not comply will be investigated and disciplined in accordance with the Company's regulations, charters, and applicable laws. This may include termination of employment. In the event of an investigation, all employees must fully cooperate with internal and external agencies.

In the meantime, the Company will not demote, punish, or adversely affect directors, executives, and employees who reject actions intended to violate this policy, even if such actions cause the Company to lose business opportunities.

Therefore, this notification is announced for acknowledgment and thorough observance.

Announced on February 28, 2024.

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(Mr. Vikrom Kromadit)

Chairman of the Board of Directors