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Customer Responsibility and Consumer Protection Policy

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Customer Responsibility and Consumer Protection Policy

Vanachai Group Public Company Limited and Subsidiaries

Vanachai Group Public Company Limited and its subsidiaries (the "Company") recognize that customer responsibility and consumer protection are essential to long-term business trust, product quality, market integrity and sustainable value creation. As a producer of wood-based products, the Company is committed to providing products, services and information that are safe, reliable, fit for intended use and aligned with applicable laws, customer requirements and responsible business practices.

The Company conducts its business with integrity, transparency and accountability across product design, production, sales, marketing, distribution, technical support and after-sales service. The Company places importance on accurate product information, responsible marketing, fair treatment of customers, effective complaint handling, protection of customer data and continuous improvement of product and service quality.

This Policy establishes the governance framework, principles, responsibilities and management tools for customer responsibility and consumer protection. It covers product quality and safety, product information and labelling, marketing and sales conduct, customer privacy, complaint handling, corrective action, customer engagement and responsible communication with customers, consumers and other stakeholders throughout the value chain.

This policy is approved and issued for acknowledgement and implementation by all relevant parties.

1) Objectives

- Establish a clear corporate framework for customer responsibility and consumer protection across the Company's products, services, sales channels and customer interactions.
- Ensure that Vanachai's wood-based products are designed, manufactured, stored, transported, marketed and supported in a manner that protects customer interests, product safety and stakeholder trust.
- Provide customers and consumers with accurate, complete, understandable and non-misleading information on product specifications, safe use, installation, handling, storage, limitations, sustainability attributes and applicable certifications.

- Promote fair sales, responsible marketing, transparent commercial communication and ethical customer relationship management.
- Establish an effective complaint handling, investigation, corrective action and remedy process that is accessible, timely, objective and transparent.
- Protect customer and consumer data in accordance with applicable privacy, cybersecurity and confidentiality requirements.
- Integrate customer responsibility risks and opportunities into the Company's risk management, quality management, sustainability strategy and continuous improvement processes.

2) Policy Alignment and International Standards

- Thailand Consumer Protection Act B.E. 2522 and amendments, including requirements relating to consumer rights, advertising, labelling, contracts and complaint mechanisms, where applicable.
- Liability for Damages Arising from Unsafe Products Act B.E. 2551, Civil and Commercial Code, and other laws relating to product quality, product safety, warranties, damages, contractual obligations and consumer remedies, where applicable.
- Personal Data Protection Act B.E. 2562, Computer Crime Act, Electronic Transactions Act and related regulations governing customer data, digital communication, electronic records and online channels.
- United Nations Guidelines for Consumer Protection, including principles on consumer safety, information, choice, redress, education, privacy and sustainable consumption.
- OECD Guidelines for Multinational Enterprises on Responsible Business Conduct, particularly recommendations relating to consumer interests, disclosure, fair business practices, product safety and responsible marketing.
- ISO 9001 Quality Management Systems, ISO 10001 Customer Satisfaction Guidelines for Codes of Conduct, ISO 10002 Guidelines for Complaints Handling, ISO 10003 Guidelines for External Dispute Resolution, and ISO 10004 Guidelines for Monitoring and Measuring Customer Satisfaction, where applicable.
- GRI Standards: GRI 2-23 Policy Commitments, GRI 2-24 Embedding Policy Commitments, GRI 2-27 Compliance with Laws and Regulations, GRI 3-3 Management

of Material Topics, GRI 416 Customer Health and Safety, GRI 417 Marketing and Labelling, and GRI 418 Customer Privacy, where applicable.

- FTSE Russell ESG Indicators relating to customer responsibility, product quality and safety, responsible marketing, data privacy, complaint management, social responsibility and supply chain governance, where applicable.
- The Company's Code of Conduct, Product Quality Policy, Information Technology Security Policy, Confidentiality Policy, Personal Data Protection and Privacy Notice, Anti-Unfair Competition Policy, Sustainable Wood Procurement Policy and related internal procedures.

3) Scope

- This policy applies to the operations of the Company, its subsidiaries and joint ventures under the Company's operational control.
- This policy applies to directors, executives, employees and relevant departments involved in product development, manufacturing, quality control, sales, marketing, logistics, customer service, technical support, complaint handling, communications and data management.
- This policy applies to all wood-based products, related materials, services, customer information, product claims, technical documents, packaging, labelling, marketing materials, digital channels and after-sales activities managed by the Company.
- This policy extends to distributors, agents, dealers, contractors, logistics providers, service providers and business partners who sell, promote, distribute, install, handle or provide information on the Company's products.
- This policy covers all customer and consumer interactions, including business-to-business customers, project customers, dealers, retailers, contractors, installers, architects, designers, end users and other stakeholders affected by the Company's products or services.

4) Definitions and References

- **Customer:** A person or organization that purchases, uses, distributes, specifies, installs, recommends or receives the Company's products or services, including direct customers, project customers, distributors and dealers.
- **Consumer:** An end user or person who may use, be affected by or rely on the Company's products, product information or services.

- **Customer Responsibility:** The Company's responsibility to treat customers fairly and provide safe products, accurate information, reliable service, responsive communication and appropriate remedy where issues arise.
- **Consumer Protection:** Measures to protect the rights, safety, interests, privacy and fair treatment of consumers and end users, including access to information, complaints and redress.
- **Product Quality:** The degree to which a product meets applicable specifications, standards, customer requirements, legal requirements and intended use conditions.
- **Product Safety:** The condition in which a product, when used, stored, handled, installed and maintained according to instructions, does not create unreasonable risk to health, safety, property or the environment.
- **Responsible Marketing:** Marketing, sales and communication activities that are truthful, fair, substantiated, balanced and not misleading, deceptive, exaggerated or likely to create misunderstanding.
- **Product Information:** Information provided to customers or consumers, including specifications, safety instructions, installation guidance, usage limitations, storage and handling requirements, environmental claims, certifications and warranties.
- **Complaint:** Any expression of dissatisfaction relating to the Company's products, services, information, marketing, delivery, quality, safety, privacy or customer treatment, whether made verbally, in writing, through digital channels or through third parties.
- **Corrective Action:** Action taken to eliminate the cause of a detected nonconformity, complaint, product defect or service failure and prevent recurrence.
- **Customer Data:** Personal data, contact details, transaction data, project data, commercial data, complaint data and other information relating to customers or consumers that the Company collects, uses or discloses for legitimate business purposes.
- **Vanachai Integrated Materiality and Risk Assessment (V-IMRA):** The Company's internal process used to identify and prioritize sustainability-related issues by integrating impact and financial materiality perspectives, supporting enterprise risk management, strategic planning and management decision-making.

5) Governance and Accountability

- **Board of Directors:** Approves this policy and oversees the Company's governance, risk management, ethical conduct and strategic direction relating to customer responsibility and consumer protection.
- **Sustainability Committee:** Oversees the integration of customer responsibility into the Company's sustainability strategy, ESG disclosure, stakeholder engagement and performance monitoring.
- **Risk Management and Governance Committee:** Oversees customer-related risks, including product quality, product safety, marketing claims, customer privacy, complaint escalation, reputational risks and integration into the Enterprise Risk Management framework.
- **Managing Director and Management:** Ensure that appropriate resources, systems, procedures, controls, training and corrective action mechanisms are established to implement this policy effectively.
- **Sales and Marketing Department:** Leads responsible customer communication, sales conduct, customer engagement, customer satisfaction monitoring and complaint coordination.
- **Quality Assurance and Production Functions:** Ensure that products are manufactured, inspected, tested and controlled in accordance with approved specifications, quality standards and customer requirements.
- **Legal, Compliance and Company Secretary Functions:** Provide advice on consumer protection, product liability, advertising, labelling, contractual obligations, customer data privacy and regulatory communication.
- **Information Technology Department:** Supports customer data protection, digital channel security, access control and incident response involving customer information.
- **Employees and Business Partners:** All employees and relevant business partners are required to comply with this policy, protect customer interests and promptly report concerns, complaints or incidents.

6) Commitments and Principles

6.1 Legal Compliance and Customer Rights

- Comply with applicable consumer protection, product liability, data privacy, advertising, labelling, contract, trade competition and quality-related laws and regulations.

- Respect customers' rights to safety, accurate information, fair treatment, choice, privacy, complaint handling and appropriate remedy.

6.2 Product Quality, Safety and Fitness for Use

- Maintain quality control systems to ensure that products meet approved specifications, applicable standards and intended use requirements.
- Provide safety, handling, storage, installation and usage guidance where relevant to reduce risks from incorrect application or misuse.
- Escalate potential product quality or safety issues for investigation, corrective action and management review.

6.3 Accurate Product Information, Labelling and Sustainability Claims

- Ensure that product information, technical data, labels, specifications, certificates, brochures, websites and marketing materials are accurate, current and not misleading.
- Substantiate product performance, environmental, low-carbon, circularity, certification and sustainability claims with reliable evidence, approved documentation and responsible communication.
- Communicate material limitations, assumptions and proper use conditions clearly when providing technical or sustainability-related claims.

6.4 Fair Sales, Marketing and Customer Treatment

- Conduct sales and marketing activities honestly, professionally and transparently without misleading statements, unfair pressure, discriminatory treatment or concealment of material information.
- Ensure that commercial terms, quotations, contracts, warranties, delivery commitments and after-sales obligations are communicated clearly and fairly.
- Avoid unfair competition, false comparison, improper inducement, unauthorized use of customer information and any practice that may undermine customer trust.

6.5 Customer Data Privacy and Responsible Digital Communication

- Collect, use, disclose, retain and dispose of customer data only for lawful, necessary and authorized purposes.
- Apply appropriate safeguards to protect customer data from unauthorized access, misuse, leakage, alteration, loss or disclosure.
- Use digital communication, customer databases and online channels responsibly and in accordance with the Company's privacy, confidentiality and IT security requirements.

6.6 Complaint Handling, Remedy and Corrective Action

- Provide accessible channels for customers and consumers to submit complaints, concerns, inquiries and feedback.
- Acknowledge, investigate, respond to and resolve complaints objectively, fairly and within appropriate timeframes.
- Use complaint data to identify root causes, implement corrective and preventive actions and improve product, service and process performance.

6.7 Responsible Distribution and Partner Communication

- Require distributors, dealers, contractors and service providers to communicate product information accurately and avoid unsupported or misleading claims.
- Provide relevant product guidance, technical information and training support to business partners where necessary for correct product handling and customer communication.
- Address customer responsibility concerns involving business partners through investigation, corrective action and contractual remedies where appropriate.

6.8 Customer Engagement and Sustainable Consumption

- Promote customer awareness of responsible product use, efficient material use, durability, maintenance, safe handling, circularity and sustainability attributes of wood-based products.
- Use customer feedback and market insights to improve product innovation, service quality, sustainability performance and long-term customer value creation.

7) Risk, Impact, and Dependency Management

- The risks, impacts and dependencies associated with the matters addressed in this policy are identified, analyzed and prioritized through the Company's Vanachai Integrated Materiality and Risk Assessment (V-IMRA) process. V-IMRA considers both impact materiality and financial materiality across the value chain.
- The results of V-IMRA are integrated into the Enterprise Risk Management (ERM) system to support policy formulation, strategic decision-making, risk appetite, internal control and long-term sustainable value creation.
- Customer responsibility risks include product quality failure, unsafe product use, inaccurate product information, misleading marketing claims, greenwashing,

customer data leakage, privacy complaints, delayed complaint resolution, unfair contract practices, third-party misrepresentation and reputational impacts.

- The Company assesses customer impacts across the product life cycle, including product design, raw material selection, production, storage, transport, sales, installation, use, maintenance, customer support and end-of-life communication where applicable.
- Risk responses include product testing, quality inspection, technical review, approval of marketing claims, customer data controls, complaint escalation, root cause analysis, corrective action, supplier or distributor controls, training and management reporting.
- Significant customer responsibility incidents shall be escalated to relevant management and governance bodies for review, corrective action and lessons learned.

8) Targets and Metrics

- Customer satisfaction score, customer engagement score or equivalent customer feedback indicator, where applicable.
- Number and severity of customer complaints, product quality claims, product safety concerns and responsible marketing concerns.
- Percentage of complaints acknowledged, investigated and closed within the defined service timeframe.
- Average complaint response time and average complaint resolution time.
- Percentage of corrective and preventive actions from customer complaints completed within the defined timeframe.
- Number of substantiated incidents of non-compliance relating to product information, labelling, marketing communication, product quality, product safety or customer privacy.
- Percentage of relevant products with updated product specifications, technical data sheets, safety instructions or approved product information documents.
- Percentage of relevant sales, marketing, customer service and quality employees trained on customer responsibility, responsible marketing, product information and complaint handling.
- Percentage of critical distributors, dealers or business partners receiving product information, responsible sales guidance or customer communication requirements.
- Annual reporting of customer responsibility performance, major risks, complaint trends and improvement actions to relevant management and governance bodies.

9) Supply Chain and Partner Responsibility

- Require suppliers, distributors, dealers, agents, contractors, installers, logistics providers and service providers to comply with relevant product quality, safety, customer communication, data protection and responsible business requirements.
- Include customer responsibility, product information, confidentiality, data protection, responsible marketing, complaint cooperation and corrective action requirements in relevant contracts or partner communications where appropriate.
- Ensure that product information provided to dealers, distributors, architects, contractors and project customers is accurate, current and consistent with approved Company information.
- Require business partners not to alter, misuse, misrepresent or exaggerate Company product information, specifications, certifications, sustainability claims or warranty terms.
- Encourage partners to provide timely feedback on customer needs, complaints, product issues, market risks and opportunities for product or service improvement.
- Conduct assessments, audits, reviews or training for critical partners where customer responsibility risks are material or where customer complaints indicate recurring issues.

10) Integration with Corporate Strategy

This policy supports the Company's corporate strategy, sustainability strategy, quality management, innovation, risk management and customer-centric value creation.

- **FOREST:** Strengthen trust in wood-based products through responsible sourcing, traceability, accurate product information and credible sustainability communication.
- **FUTURE:** Improve product innovation, service quality, technical support, digital customer experience and customer data governance to support future competitiveness.
- **TOGETHER:** Build long-term relationships with customers, consumers, distributors, partners, regulators and communities through fairness, transparency, responsiveness and shared value creation.

11) Implementation and Management Tools

11.1 Product Quality and Safety Controls

- Apply quality control, inspection, testing, nonconformity management and corrective action procedures to ensure that products meet approved specifications and customer requirements.

- Maintain records of product specifications, testing results, customer quality claims, corrective actions and product improvement activities.

11.2 Product Information and Marketing Approval

- Establish review and approval processes for technical data sheets, catalogues, labels, product claims, sustainability claims, website content, sales presentations and customer communication materials.
- Require responsible departments to verify product performance, certification, environmental claims and use instructions before external communication.

11.3 Complaint Handling and Customer Feedback System

- Maintain customer service channels to receive complaints, inquiries and feedback through appropriate communication channels.
- Record, classify, investigate, escalate, resolve and close complaints with documented root cause analysis and corrective action where appropriate.

11.4 Customer Data Protection

- Apply access control, confidentiality, secure storage, retention controls and responsible use practices for customer and consumer information.
- Manage customer data incidents in accordance with the Company's IT security, confidentiality and privacy procedures.

11.5 Training and Awareness

- Provide training to relevant employees on customer responsibility, product information, responsible marketing, complaint handling, customer privacy and escalation procedures.
- Communicate expected conduct to distributors, dealers, contractors and service providers where they represent or communicate information on Company products.

11.6 Product Issue Escalation and Recall Readiness

- Establish an escalation process for material product quality or safety issues, including investigation, containment, communication, customer support and corrective action.
- Develop recall, withdrawal or customer notification procedures where product quality or safety risks require formal action.

11.7 Documentation and Internal Controls

- Maintain documentation for product information approval, complaint records, customer communications, corrective actions, training completion and partner communication.

- Conduct periodic internal reviews to verify policy implementation and identify improvement opportunities.

12) Monitoring, Reporting and Transparency

- Monitor customer responsibility performance through customer satisfaction results, complaint trends, product quality claims, corrective action status, product information reviews, training completion and customer privacy indicators.
- Report significant customer responsibility risks, product quality issues, customer privacy incidents, recurring complaints and corrective actions to relevant management and governance bodies.
- Disclose relevant customer responsibility performance and management approaches in the Vanachai Sustainability Move Report or other appropriate corporate disclosure channels, subject to confidentiality, legal and commercial sensitivity considerations.
- Ensure that external communications, marketing materials, sustainability claims and customer disclosures are reviewed by authorized functions before publication or distribution.
- Use monitoring results, customer feedback, complaint analysis, audits and market insights to strengthen product quality, customer communication, service reliability and customer trust.

13) Monitoring, Reporting and Transparency

- This policy shall be reviewed at least every two years, or earlier if there are changes in laws, regulations, customer expectations, product risks, market practices, ESG standards, complaints, incidents or business operations.
- The Company shall continuously improve customer responsibility practices by using customer feedback, complaint root cause analysis, quality performance data, product innovation, market research and stakeholder engagement.
- The policy owner, in coordination with relevant departments, shall prepare policy review results and improvement recommendations for management and governance review.
- Lessons learned from complaints, audits, product quality issues, customer engagement and business partner feedback shall be used to update procedures, training, product information and internal controls.

14) Customer Responsibility and Consumer Protection Policy Revision History

Version	Date	Policy Owner	Approved by	Key Changes / Comments
1.0	10 August 2026	Sales and Marketing Department	Board of Directors	First issue of the Customer Responsibility and Consumer Protection Policy under VNG-SOC-CRCP-PL-01. The policy establishes the Company's framework for product quality and safety, accurate product information, responsible marketing, fair customer treatment, customer data protection, complaint handling, corrective action, partner responsibility, monitoring and continuous improvement.