

Responsible Artificial Intelligence Policy

1. Principle and Rational

Siam Global House Public Company Limited and subsidiaries (the “Group”) recognize the significant role of Artificial Intelligence (AI) in supporting business operations, enhancing operational efficiency, improving service quality, and fostering innovation and organizational competitiveness. The Group aims to leverage AI to strengthen competitive advantage and become the leading home improvement retailer for construction and home decoration materials. However, the Group is aware that adopting artificial intelligence (AI) technology in business operations may pose various risks, including ethical concerns, personal data privacy, cybersecurity, the accuracy and reliability of AI-generated outputs, regulatory compliance, and potential impacts on all sector stakeholders. Therefore, The Group has established this Responsible Artificial Intelligence (AI) Policy to provide a governance framework for the responsible development, deployment, and use of AI in alignment with good corporate governance principles. The Policy is based on the following four core principles:

- 1.1 Safety & Robustness:** AI systems shall be designed, tested, and monitored to ensure accuracy, reliability, security, robustness, and cybersecurity during the development and use of AI systems, ensuring that they shall not adversely affect business operations, customers, or other stakeholders.
- 1.2 Accountability & Transparency:** AI systems shall operate in a manner that ensures transparency of AI systems and explainability of AI-generated results and decisions, enabling their outputs and decisions to be reviewed and audited. Clear accountability shall be established for each AI system, including clearly defined boundaries of their intended use, capabilities, and limitations. Appropriate Human-in-the-Loop oversight shall be maintained for critical decisions, with human intervention allowed where necessary.
- 1.3 Fairness & Non-discrimination:** AI systems shall be designed, developed, and operated to avoid potential bias in the use and development of AI by mitigating bias in data and algorithms, ensuring fair and equitable AI outcomes, and preventing discrimination against any individual or group.
- 1.4 Privacy & Data Protection:** AI systems shall ensure the protection of personal data, respecting data privacy in the use and/or development of AI. AI systems shall comply with the Group's Privacy Policy and all applicable personal data protection laws and regulations while safeguarding the privacy of customers, employees, and other stakeholders.

2. Scope of Application

This Policy shall apply to and govern all operations of the Group involving the development, procurement, customization, data processing, and adoption of both internal and external AI systems. The scope of application covers Personnel and Related Parties, as well as relevant systems and technologies, as follows:

- 2.1 Personnel and Related Parties:** This Policy applies to the Board of Directors, executives, and employees at all levels within the Group, as well as suppliers, business partners, contractors, and any third parties authorized to access, develop, or use AI systems on behalf of the Group.

2.2 Systems and Technology: This Policy covers all information technology systems, platforms, applications, and digital infrastructure where AI technologies are applied to support business operations, including the following systems:

- **Supply Chain & Warehouse Systems:** Covers the application of AI in demand forecasting, Automated Storage and Retrieval Systems (AS/RS), intelligent transportation planning and route optimization, as well as other logistics-related systems.
- **Customer Experience Systems:** Covers the application of AI in self-checkout systems, Customer Relationship Management (CRM) and loyalty program systems, e-commerce platforms and Click & Collect services, as well as chatbots and automated customer service systems.
- **Back-office Operations:** Covers the application of AI in financial analysis, accounting, and digital document management systems (Digital Invoice & Financial Analytics), Human Resources (HR) digital systems, including recruitment and performance evaluation, as well as other internal support systems across the Group.

3. Responsible AI Governance

3.1 AI Ethics & Bias Mitigation

- **Fair Pricing:** AI systems used for product recommendations, promotion processing, or pricing through applications and online channels shall operate in a transparent manner, align with market principles, and shall not unfairly discriminate against any customer or customer group.
- **Supplier Assessment:** The use of AI in supplier evaluation, classification, or selection processes shall avoid potential bias in the use and development of AI. AI-assisted decisions shall be based on objective data and consistent evaluation criteria, and shall be consistent with the Group's ESG Supplier Handbook.

3.2 Data & Cyber Governance

- **Personal Data Protection (PDPA Compliance):** Employees and related parties are strictly prohibited from entering personal data of customers, members, suppliers, or employees, such as national identification numbers, purchase history, or bank account information, into unauthorized public AI or external Generative AI systems. This is to prevent potential data leakage and privacy risks.
- **Data Infrastructure Standards:** Data stored in the Data Lake and used for training, testing, or operating AI models shall undergo data validation, data cleaning, and access control processes to ensure data quality and security, in line with the Group's data governance.

3.3 Governance Structure & Control

- **AI Governance Committee:** The Committee shall comprise representatives from Information Technology, Legal, and Risk Management functions. The Committee is responsible for reviewing and approving AI-related projects and ensuring that AI Risk Assessments are conducted prior to the implementation and use of any AI systems within the organization.

- **Human-in-the-Loop:** For high-risk or critical decision-making processes, such as approving large-scale inventory replenishment orders or suspending user accounts, AI systems shall serve only as decision-support tools. Human review and approval by authorized personnel shall be required at all times, including the ability to override AI-generated recommendations through manual approval processes.

4. Audit & Compliance

To ensure that the use of Artificial Intelligence (AI) technologies complies with this Policy and that appropriate mechanisms are in place to mitigate potential impacts, the Group has established the following audit and complaint handling measures:

- 4.1 AI System Validation and Audit (Model Validation & Audit):** The Information Technology function, together with relevant functions, shall be responsible for conducting regular reviews, testing, and evaluations of AI systems in a simulated environment (Sandbox) both prior to deployment and during operation (Post-deployment Monitoring). These activities shall be performed to control and reduce algorithmic errors to an acceptable level.
- 4.2 Whistleblowing & Grievance Mechanism:** Customers, employees, suppliers, or other stakeholders may submit complaints or reports regarding AI systems that are non-transparent, unethical, or non-compliant with applicable laws through the channels specified in the Group's "Whistleblowing Policy". All reported matters shall be reviewed, investigated, and appropriately remediated. The Company shall take appropriate disciplinary actions in accordance with applicable regulations in cases of misconduct or violations of the Policy.

5. Policy Review & Awareness

The Group shall continuously communicate and promote awareness and understanding of the responsible use of Artificial Intelligence (AI) technologies among employees at all levels. The Group shall also conduct regular reviews and updates of this Policy at least annually, or whenever there are significant changes in technology or applicable laws and regulations, to ensure that the adoption of AI systems in the Group's business operations is conducted appropriately, securely, and in alignment with international standards and relevant legal requirements.

Effective Date: 3 August 2026

(Mr. Apisit Rujikeatkamjorn)
The Chairman of the Board of Directors
Siam Global House Public Company Limited