

Responsible Content and Advertising Policy



VGI Public Company Limited

**Effective on 25 May 2022
Reviewed on 25 May 2023**

(English translation)

**Responsible Content and Advertising Policy
VGI Public Company Limited**

VGI Public Company Limited (the “**Company**”) aspires to provide responsible content in order to improve the customer experience and increase consumer trust and confidence in the Company. As a unique market leader for advertising, the Company commits to delivering solutions to meet the demands of advertisers and brands. This policy has been developed as a fundamental pillar to provide guidelines on disclosing content and addressing the code of ethics for advertising. The commitment on Responsible Content are as follows:

The Company implemented the code of ethics for advertising to illustrate practice in displaying advertisement material that is ethical. These practices include:

- 1) The Company ensures the content produced is accurate, transparent, factual, unbiased, and ethical. The quality of the material, both verbal and non-verbal, should be decent, appropriate, truthful, and correspond to the safety, health, and privacy of the user. The source of the publication shall be identified in the Advertising Material. The Company ensures content and advertising guidelines to have a diversity of voices and respect the cultural sensitivities (including but not limited to ethnic, religious, and sexual identities) to ensure that a diverse voice from society is taken into account for each content published.
- 2) The Company is obliged to conform to the national laws and regulations, the memorandum of association, and the articles of association of the licensor and/ or the owner of advertising location. Any display that violates the mentioned sources will be prohibited from being shown in the media.
- 3) The Company values individual rights and the authenticity of the material. Any illustrations referring to a living person, incorporating features resembling the licensor and/or the owner of the advertising location’s logo or route map, must be approved with the owner’s consent in a written form. Content shall not infringe upon people's trademarks, patents, and copy rights of publications, articles, or products or services without the permission or written consent form. Otherwise, the advertisement will not be disseminated in the media. The Company ensures editorial independence, so editors are not influenced by other parties and have freedom of expression to publish accurate and useful information to the public.
- 4) The Company commits to zero tolerance for publication that provoke hatred, discrimination, harassment, or violence in any form. The Company provides measures to prevent and mitigate the display of violence, pornography, tobacco products, alcohol products, weapons, gambling content, misinformation, and discrimination (based upon race, national or ethical origin, religion, sex, age, sexual orientation or disability) by management of air time, monitoring the amount of violence portrayed in products or platforms such as digital and physical advertisements, and screens the accuracy of information as well as material containing cultural sensitization. The preliminary measure includes and is not limited to age screening of materials directed at children’s wellbeing, minors or at certain age groups and areas.

(Mr. Keeree Kanjanapas)
The Chairman of the Board of Directors