



STAKEHOLDER ENGAGEMENT POLICY

Moshi Moshi Retail Corporation Public Company Limited

Latest Effective Edition

Amendment No. 1, Effective March 20, 2025

Reviewed by the Board of Directors on December 23, 2025



STAKEHOLDER ENGAGEMENT POLICY

Moshi Moshi Retail Corporation Public Company Limited (“**The Company**”) places great importance on all stakeholder groups, establishing a policy to foster positive relationships, actively listen to opinions, organize participatory activities, and focus on delivering effective communication with both direct and indirect stakeholders. This commitment promotes efficient operations and enables The Company to achieve sustainable growth alongside all stakeholder groups. Consequently, The Company has established this Stakeholder Engagement Policy to align with the specific needs of each stakeholder group, detailed as follows:

1. Treatment of Customers

The Company is committed to ensuring that customers receive maximum benefits and the highest level of satisfaction in terms of both quality and fair pricing, while striving to develop and maintain long-term, sustainable relationships.

2. Treatment of Suppliers

The Company treats all suppliers and/or creditors fairly, honestly, and equitably, taking into account mutual and fair benefits, avoiding situations that may lead to conflicts of interest, and ensuring that any dispute negotiations are grounded in strong business relationships.

3. Treatment of Employees

The Company treats its employees fairly with respect to opportunities, remuneration, appointments, and transfers, while actively developing their potential, ensuring occupational safety, and maintaining a positive working environment. The Company prioritizes continuous professional development, knowledge sharing, and capability building, while fostering an environment that equally and equitably listens to feedback and suggestions from employees at all levels.

4. Treatment of Shareholders

The Company facilitates and encourages shareholders to exercise their rights, ensures equitable treatment for all shareholders with a view toward maximizing shareholder value, and conducts its business operations in strict compliance with the principles of good corporate governance.

5. Treatment of Business Partners

The Company treats its business partners equitably and respects all rights under joint venture agreements. The Company maintains complete transparency in management practices and the disclosure of essential business information, protects trade secrets, and considers mutual benefits to foster sustainable growth for all parties involved.

6. Treatment of Lessors

The Company strictly complies with all terms and conditions specified in lease agreements, maintains leased properties appropriately, balances the fair interests of both parties, and resolves operational challenges based on the foundation of constructive business relationships.

7. Treatment of Community and Society

The Company operates its business in a manner that benefits the economy, society, and the environment by maintaining full compliance with all relevant laws and regulations. The Company actively participates in initiatives that promote and uplift the quality of life within the society and communities where it operates, growing sustainably alongside them, while supporting engagement with various agencies, local communities, and surrounding areas.

8. Treatment of Government Agencies

The Company strictly adheres to and complies with applicable laws, rules, and regulations, remains receptive to feedback and suggestions from state entities, and builds positive relationships with government agencies under a framework of honesty, integrity, and transparency.

This Stakeholder Engagement Policy shall be effective from March 20, 2025, onwards.

-Warapatr Todhanakasem-

(Warapatr Todhanakasem, PH.D.)

Chairman of the Board of Directors

Moshi Moshi Retail Corporation Public Company Limited