



Lam Soon (Thailand) Public Company Limited

Communicating Information Regarding the Impacts of Products and Services to Customers / Consumers

Lam Soon (Thailand) Public Company Limited is committed to conduct business with transparency, responsibility, and respect for the rights of customers and consumers. The Company has therefore established this policy on communicating information regarding products and services to ensure that all information provided is accurate, fair, verifiable, and in compliance with relevant laws and regulations, as follows:

1. The Company shall communicate information regarding products and services accurately, completely, verifiably, and in a manner that does not mislead customers or consumers.
2. The Company shall not make any exaggerated, inaccurate, misleading, or unsupported claims regarding the properties, performance, benefits, or impacts of its products and services.
3. The Company shall not use any text, images, sounds, symbols, or advertising media that may cause consumers to misunderstand about the quality, standards, safety, or origin of products.
4. The Company shall provide product labels and product information that are complete, clear, and compliant with legal requirements, including key details such as product name, ingredients, net quantity, instructions for use, storage methods, manufacturing and expiration dates, warnings, and manufacturer or distributor information.
5. The Company shall regularly review and verify information displayed on labels, packaging, advertisements, and promotional materials to ensure that such information remains current, accurate, and compliant with relevant requirements.
6. The Company shall conduct marketing communications appropriately towards vulnerable groups, including children, and youth under 12 years of age, without using excessive persuasion, creating pressure on parents or guardians, or presenting age-inappropriate content.
7. The Company requires that marketing communications through digital channels, such as websites, social media, and online platforms, be conducted responsibly, transparently, and in a verifiable manner, and shall not contain any exaggerated or unsupported claims. The Company shall supervise such communications in accordance with this policy and applicable laws.
8. The Company welcomes complaints, suggestions, or inquiries from customers and consumers, and shall ensure that appropriate, prompt, and fair corrective actions are taken.

9. In the event of issues relating to product quality, product safety, or any incident that may affect consumers, the Company shall communicate with the public promptly, transparently, and in a verifiable manner, placing the interests and safety of consumers as the top priority.
10. The Company shall communicate this policy to employees, relevant parties, business partners, and marketing representatives, and require strict compliance.

The management of Lam Soon (Thailand) Public Company Limited hereby affirms that the Company will regularly review and improve this policy to ensure alignment with applicable laws, international standards, and the evolving expectations of consumers, as well as appropriately disclose this policy framework to relevant stakeholders and the public for maximum benefit in governance and management.



Mr. Poomkiet Chotichaicharin

Managing Director

22 April 2026