

# Attachment 5-2

## Code of Business Conduct

All directors, executives, and employees should comply with the Company's Code of Conduct as follows.

### 1) Responsibility toward oneself and other persons or organizations consists of:

#### 1.1) Self-responsibility;

Perform duty responsibly, diligently, and honestly, behave appropriately for his/her own duty, and always develop knowledge and abilities for his/her works and the Company, as well as have good manners and dress appropriately suitable for time and place.

#### 1.2) Responsibility towards customers;

Treat customers by responding to their needs quickly, accurately, and politely at every chance not limited to only direct duty, protect the maximum benefit of customers, treat customers honestly and sincerely, keep confidentiality obligations to customers and do not claim any benefits in return for working in their positions, directly or indirectly.

#### 1.3) Responsibility towards viewers;

Produce quality programs with determination to upgrade the standard, continuously and seriously create customer satisfaction and benefit of viewing information, news, and entertainment. Disclose information in full, accurate, and do not distort the facts.

#### 1.4) Responsibility towards the Company;

Strictly comply with rules, orders, announcements, and regulations of the Company, taking into account of creating and maintaining a good reputation and image for the Company, create and maintain a great company's reputation and honor, have a positive attitude and keeping confidentiality and business information of the Company.

#### 1.5) Responsibility towards supervisor;

Always Obey and perform the duty diligently to accomplish the work, respect the supervisor's decisions, do not show aggressive behavior, but open your mind to hear opinions of others and improve your work regularly, including providing accurate information without concealing or reporting false information to supervisor.

#### 1.6) Responsibility towards colleagues;

Cooperate with in working with each other willingly, at your maximum capacity and educate and share experiences to others, treat colleagues with politeness, respect to each other, listen to advice and creative comments without criticizing your colleagues.

#### 1.7) Responsibility towards subordinates;

Be a good leader and role model, solve problems and advise subordinates with virtue and fairness in the administration, listen to problems, and comment with sincere consultation.

#### 1.8) Responsibility towards shareholders;

Be a good representative of the Company in transparently operating the business to build the maximum satisfaction for shareholders, taking into account of long-term growth of the Company value with good and continuous returns, including transparent and reliable disclosure of information to shareholders.

#### 1.9) Responsibility towards trading partners and creditors;

In doing business with partners, do not cause any damage to the Company's reputation or violation of any laws, taking into consideration of equality of business operation and mutual benefit with partners. Selecting partners must be done fairly as partners are an important factor in creating value for customers. As a representative of the Company, adhere to the contract and comply with obligations towards creditors, in making repayment of the principal, interests, and maintaining of collateral.

#### 1.10) Responsibility towards society and environment;

Be aware and conscious of being a part of society, responsible, and helping society, support local community activities where the company's business is operated, reduce and prevent environmental impact, to ensure that the company does not create or cause negative affect the environment. The company shall promote natural care activities and energy conservation with a policy to promote the use of the products that are environmental friendly and comply with environment laws.

## 2) Respect and comply with relevant laws and regulations;

Respect and comply with relevant laws, announcements, regulations, policies, and related orders, as well as working regulations and rules and regulations of the Company, behave as a good citizen for society and the nation, operate the business on the basis of respect and compliance with the law where employees shall focus on complying with the laws and regulations of such companies with integrity and caution and shall treat all stakeholders with respect on the basis of human dignity and do not act at risk or against any related laws.

## 3) Anti-corruption;

Be conscious of anti-fraud and corruption, procure an internal control system to prevent all forms of corruption whether to accept and/or give bribery, various forms of incentives, except traditional giving or business reception, discounts, sale promotions project of the Company that is legal and in compliance with the Company's rules and regulations. There should be no negligence or disregard whenever he or she is becoming aware of any act potentially falling into fraud or corruption and should notify about it through the channel specified by the Company.

In the event that the Company organizes anti-corruption training, employees should participate such training to enhance their understanding of knowledge and regularly participate in the anti-corruption comprehension tests.

## 4) Conflict of interest;

In doing the business Operation and/or any business action, the benefits of the BEC group and all stakeholders must be taken into account, trying to avoid any conflict of interest or any course of action that may pose the conflict of interest which may cause losses or inappropriate benefit to BEC group.

The guidelines are as follows:

### 4.1) Acceptance of money or other compensations

Do not accept any money or any compensation personally from customers, trading partners, or any other person from any work on behalf of the Company.

### 4.2) No loan and borrowing

Except for any borrowing as a customer of banks or financial institutions, do not lend or borrow from customers or trading partners.

### 4.3) Additional work other than the Company's work

Any private business must not affect the performance and working hours of the Company. Do not engage in any business, which competes with the businesses of the BEC group whether for direct or indirect benefits.

### 4.4) Doing businesses with BEC group

Disclose all conflict of interests to the Company before doing the transactions any business with the Company whether under his/her own name, their family, or any juristic person

## 5) Accepting of gifts and business reception;

Avoid accepting gifts or business reception both in monetary and non-monetary from business partners or those related to the Company's business, except only in festivals or traditions which not exceed baht 3,000 per piece. In case of necessary to accept gifts or any other property with a value more than baht 3,000 per piece, which are not souvenirs or treats, provide the report of the receipt of gifts and send it to the Department of Public Affair to proceed as appropriate. Giving the gifts in festivals or traditions shall not exceed baht 3,000 per piece, unless there is necessity of business traditions, it must be reported and approved by authorized person as specified by the Company before proceeding every time. In case of business reception, avoid accepting the exaggerated business reception, according to the normal relationship with other people related to the Company or the future partners, and the place must not be inappropriate. However, giving and receiving must not be an incentive to make unjustified decisions.

## 6) Equal opportunities;

Comply with the Company's policy in providing equal opportunities for employment, appointment or transfer of the employees by considering on the basis of moral and the use of human resources for the maximum benefit of the company without discrimination on the ground of difference in physical, mental, ethnicity, nationality, religion, sex, age, language, education, skin color, marital status, disability, social status or other matters.

## **7) Occupational health and safety of working environment;**

Comply with the Company's policy, which is committed to provide the safe and hygienic working environment for employees, to prevent harm and enhance the good health of employees and all colleagues.

## **8) Employees' privacy protection;**

The Company respects privacy of employees and related persons by providing the appropriate process to access personal data, allowing only those who have authority to use personal data. Employees must not disclose personal data, such as, personal status, biography, salary, medical history, family history, financial information etc. to third party or irrelevant persons, unless required by laws or the disclosure with consent from the data subject.

## **9) Data reliability;**

Executives, Shareholders, Creditors and Regulators must rely on the accuracy of the company's data in tracking the company's operations for making decision. Therefore, the Company trusts that the employees will cooperate in the preparation of accurate data by recording data and providing the accurate and timely report, collecting all accounting entries. All entries and types of the Company's data must be based on the standard of accuracy, precision and transparency. However, recording and providing the wrong entries is regarded as a violation of the Code of Conduct.

## **10) Working hours;**

Comply with the Company's policy, which provides the working hours per week not to exceed the limits required by laws and arrange weekly holidays including other holidays not less than the holidays prescribed by laws.

## **11) Rights and freedoms of employees to association;**

The Company respects the rights and freedoms of employees, and does not obstruct the opportunities of employees to be representatives and/or participate in activities held by labor and other workers' organization in accordance with the framework prescribed by laws.

## **12) No forced labor;**

Comply with the Company's policy, which requires to hire employees who have willingness to work. The Company shall not support any form of forced labor, such as, physical punishment, detention, threat of violence or harassment, or other harassment to work in the Company.

## **13) No child labor;**

Comply with the Company's policy, which prohibits hiring child to be the employee of the Company. "Child" means a person under 15 years old or under the age that meets the criteria to complete compulsory education or under the minimum age for employment as required by law, whichever criterion determines the higher age. Employee who is under 18 years old is prohibited to do any work deemed dangerous by law.

## **14) Human rights;**

Comply with the Company's policy, which supports and respects the human rights by treating everyone equally and without discrimination. In addition, the Company shall conduct business in accordance with the principles and intentions announced in the Universal Declaration of Human Rights) within the power of the Company and do not participate in any action against the human rights.

## **15) Political activities;**

The Company has policy to be political neutrality, by not engaging in any action that supports or provides any sponsorship to political parties, avoiding any activities that may lead to an understanding that the Company is related to or support any political parties.

All directors, executives and employees may participate in political activities on their own behalf under the provisions of the Constitution without the Company's impersonations, i.e., not dressing or using any symbol that represents as the Company's officer to participate in political meetings or activities, not bringing any Company's properties, instruments, tools, logos, symbols, slogans to be used as political benefits and also avoiding any activities that may lead to an understanding that the Company is related to or support any political parties.

#### **16) Usability and maintenance of the Company's properties;**

Use the Company's properties effectively and for benefits of the Company, without using it against objectives, in illegal ways or for personal benefit, and maintain and protect the Company's properties with maximum capacity not to cause any damages or losses.

#### **17) Intellectual property;**

The Company's intellectual property includes copyrights, patents, trademarks and trade secrets, which are important for the Company's competitive advantage. Therefore, all directors, executives and employees shall have a duty to protect, maintain and safeguard the Company's rights of all Intellectual property from infringement, disclosure, duplication, modification or any other operations without the Company's permission and shall use those rights responsibly as well as respect intellectual property rights of others.

Moreover, everyone must respect the lawful rights in intellectual property rights of others.

In case the Company organizes any training relating to the intellectual property and the protection of intellectual property, employees shall participate in the training continuously and attempt to enhance their knowledge to promote correct practices.

#### **18) Use of the inside information and BEC group's securities trading;**

Do not use the Company's inside information that is material and not yet disclosed to public for his/her own benefit or for benefits of others.

Directors, executives and employees shall have their rights to invest in securities of BEC group. To prevent a conflict of interest, the Directors, the Executives and the employees should avoid or stop trading securities of BEC group one month or during silent period prior to disclosing of the financial statements to public.

#### **19) Giving information or interview to media or public;**

In giving any information of the Company shall be based on true, accurate information with caution. Any person who is not relevant or not assigned is prohibited to give information or interview to media or public. The said information or interview shall not involve or refer to BEC group that may affect the company's reputation, image and business operation.

#### **20) Keeping of confidentiality of information to public;**

Employees shall not disclose any information of the Company, which has not been disclosed to public, except as required by laws or as approved by the executives. Confidentiality of information shall include the information of customers, products, services, work plans, strategies, operating processes and work systems, including any contents, pictures, videos and any progress of drama/variety show production, which have not been disclosed to public, where the disclosure by any person without any duty or authorization from supervisor. The employees must never use any information acquired or produced under their duties for their own or other persons' interests.

The duty to keep confidentiality of information extends to the personal information of shareholders, board of directors, executives, customers, partners, including, the information relating to income, benefits and medical information. The said information can be disclosed to third party or only by a direct duty, and/or the disclosure is required by law or the consent from the owner of information has consented to the disclosure. The employees having duty relating to the personal information shall strictly comply with such policy with great and due care and keep such information confidential.

## 21) Using of social media;

The employees shall always realize whenever they use social media that any Company's confidentiality must not be disclosed on social media, including, any comments which may lead to an incorrect perception towards the Company or the Company's operation to third persons or public as social media shall not have a border and any disclosure of information or comment under its own account shall expose the information to external society.

## 22) Related Transactions in BEC World Group;

In case there is a related transaction in BEC World Group, it shall be subject to approval rules and procedures, focusing primarily on the best interest of the Company and shall be deemed as a transaction with third party (on arms' length basis).

## Management and Retention of the Code of Conduct

1. All directors, executives and employees shall strictly comply with the Code of Conduct. If any violation or any action against the Code of Conduct is found, the Company shall consider punishing the offender according to his/her offense as prescribed in the Company' s human resource rules and regulations.
2. All directors, executives and employees have duty to sign acknowledgement of this Code of Conduct and report any interest and business he/she has with BEC World Group that may have conflict of interest at the time of assuming the position or performing the duty, or when there are any changes.
3. All directors, executives and employees must sign a representation that he/she has acknowledged and complied with the Code of Conduct on an annual basis.
4. All executives and supervisors must be a role model in complying with the Code of Conduct and have duties to monitor and support the employees to strictly comply with the Code of Conduct.