



**BEC WORLD PUBLIC COMPANY LIMITED**

## **Employee Orientation Manual**

### **Employee Code of Ethics**

The Code of Ethics of The Bangkok Entertainment Co., Ltd.'s employees is divided into 6 categories as follow:

1. Ethics toward customers;
2. Ethics toward company;
3. Ethics toward self;
4. Ethics toward supervisors;
5. Ethics toward colleagues;
6. Ethics toward subordinates.

#### **Section 1 Ethics toward customers**

- 1.1 Employees shall always treat customer with swiftness, accuracy, polite and equality, even though it is not direct duty;
- 1.2 Employees shall always protect customer's interests with honesty, as well as giving beneficial advice to customers;
- 1.3 Employees shall always keep in mind that customer is an important patron of the company and employee;
- 1.4 Employees shall always keep customer's information confidential and shall not seek any benefit from such information;
- 1.5 Employees shall not ask for or receive any benefit from the customer, whether directly or indirectly, in return for the work in his/her position.

#### **Section 2 Ethics toward company**

- 2.1 Employees shall always strictly abide by any rules, regulations and disciplinary of the company;
- 2.2 Employees shall always build virtuous image, reputation and honor toward the Company and portray such to public;
- 2.3 Employees shall always have good attitudes and loyal toward the company;

2.4 Employees shall always keep data, information, technology and business conduct of the company confidential;

2.5 Employees shall always utilize the company's resources in an economical manner in order to produce the optimum benefit and preserve their conditions.

### **Section 3 Ethics toward self**

3.1 Employees shall always perform their tasks with responsibility, diligence and honesty;

3.2 Employees shall always behave properly in accordance with duty, whether in manners, attires or personality;

3.3 Employees shall always improve self's knowledge and ability in order to further develop the employee's and the company's work;

3.4 Employees shall refrain from all temptations and gambles;

3.5 Employees shall not exploit the power and duty for seeking self-benefit.

### **Section 4 Ethics toward supervisors**

4.1 Employees shall always obey and perform their tasks as assigned by their superiors with perseverance and diligence to archive ultimate outcome.

4.2 Employees shall always respect their supervisors' decisions and shall not perform any aggressive, insulting or disrespectful behaviour against them;

4.3 Employees shall always honestly suggest opinion to improve work system and accept opinions of the other;

4.4 Employees shall always supply their superior with accurate but not false information;

4.5 Employees shall always be willing to accept any additional tasks given by supervisor.

### **Section 5 Ethics toward colleagues**

5.1 Employees shall always willingly cooperate and work together to the best ability;

5.2 Employees shall always encourage and support their colleagues through knowledge and experience transfer;

5.3 Employees shall always treat colleagues with politeness and honesty;

5.4 Employees shall always listen to colleagues with patience, toleration and forgiveness;

5.5 Employees shall not disgracefully criticize colleagues' personal issues.

## **Section 6 Ethics toward subordinates**

- 6.1 Employees shall always act as a righteous leader and model;
- 6.2 Employees shall always coach, advise, help solving problem to subordinates;
- 6.3 Employees shall always encourage and support the subordinates' performance to be honest;
- 6.4 Employees shall always hold morality and fairness in task management;
- 6.5 Employees shall always monitor subordinates, attentively kindly listen to their subordinates' problems and opinions and sincerely give them advice.