



Document	Social Responsibility Policy
Document No.	PROUD/LC/POLICY014
Effective Date	1 January 2021

Social Responsibility Policy

Proud Real Estate Public Company Limited (the “Company”) regards social responsibility as one of the key principles of its business operations. The Company believes that the creation and development of real estate projects should benefit all parties under the concept of “*ALL IS WELL for Sustainable Living*.” This concept reflects the Company’s commitment to delivering high-quality and sustainable projects that not only meet customer needs but also create value for the communities and environment in which the Company is involved. This Social Responsibility Policy establishes operational guidelines aimed at creating positive impacts. The Company aims to be an organisation that contributes to social development in all dimensions.

Purpose

This Social Responsibility Policy has been established to provide clear guidelines for creating positive impacts on communities and the environment through responsible and sustainable operations. The Policy aims to support sustainable development in line with the Sustainable Development Goals (SDGs). These operations will enhance the quality of life of all stakeholders, raise awareness, and encourage participation among employees and communities in various activities. These efforts will help ensure that the Company’s operations remain aligned with its commitment to creating a better and more sustainable future for everyone.

Guidelines

1. Social Responsibility in Core Business Processes (CSR in Process)

The Company is committed to conducting its business in a socially responsible manner at every stage of its operations. The Company places importance on all stakeholder groups, namely customers, employees, shareholders, suppliers, and surrounding communities, to ensure that its activities create positive impacts as follows:

1.1. Customers: The Company places importance on delivering high-quality products and services that promote health and well-being. The Company selects locations that support a good quality of life for residents, such as locations with green spaces and environmentally friendly facilities. The use of high-quality and environmentally friendly construction materials also helps ensure that customers receive products of a high standard. The Company provides customers with accurate and transparent information and efficient after-sales services to build trust and satisfaction with the products they receive.

1.2. Construction Contractors and Suppliers: The Company conducts tendering and selects construction contractors and suppliers through transparent and fair processes to promote decent work and economic growth. Construction contractors and suppliers are selected based on



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established qualification criteria and reliable track records through open and fair selection processes. This approach promotes sustainable collaboration and strengthens confidence in the industry.

1.3. Shareholders: The Company has established a policy to ensure that shareholders are treated equally and fairly. The Company provides shareholders with the right to participate in significant decision-making and holds regular shareholders' meetings so that they can express their views and participate in determining the Company's direction. Transparent disclosure of material information helps build trust and confidence in investment.

1.4. Employees: The Company recognises the value of all employees and is committed to providing a safe, fair, and non-discriminatory working environment. The Company has established clear policies to ensure equal support for all employees and promotes the use of innovation and technology in the workplace to enhance employees' quality of life. The Company has also established policies for employee development and a structured remuneration and welfare system. In addition, the Company provides continuous training and development programmes to enhance employees' skills and capabilities and organises team-building and health promotion activities to build positive relationships within the organisation. Furthermore, the Company has established a policy to cultivate, support, and encourage employees to contribute to society on a voluntary basis.

1.5. Communities and Society: The Company recognizes its responsibility towards communities associated with its real estate developments, particularly those surrounding its projects. The Company conducts detailed environmental impact studies and assessments and strictly complies with relevant laws and regulations. Its project design process includes surveys of surrounding communities to ensure that each project reflects the characteristics and identity of the local community and provides a suitable living environment. The Company is also committed to working with communities to improve local facilities, such as footpath improvements, waste management, the management of surplus construction materials, and the restoration of green areas. These efforts support the development of sustainable cities and communities. The Company also encourages community participation by providing opportunities for local residents to express their views on its projects. This helps build positive relationships with communities, improve the quality of life of surrounding communities, and support sustainable development at the local level.

1.6. Anti-Corruption: The Company has a clear policy on conducting its business with transparency and integrity and has established measures to prevent fraud and corruption in order to foster



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an organisational culture of honesty. The Company provides clear guidelines for directors, executives, and employees at all levels to ensure fair treatment of business partners and strict compliance with applicable laws. The Company also provides training to raise awareness of integrity and ethical business conduct. In addition, the Company has established an internal audit plan relating to the prevention of fraud and corruption both within and outside the organisation

2. Social Responsibility Beyond Core Business Processes (CSR After Process)

The Company recognises its role and social responsibility beyond its core business processes. The Company focuses on participating in and supporting social activities on various occasions, as well as projects aimed at creating the greatest benefit for society and communities. The Company also places importance on collaboration with public and private sector organisations to drive meaningful initiatives that benefit the public.

3. Future Plans

The Company is committed to continuing its social responsibility initiatives in the future and plans to expand CSR activities that create positive impacts on communities and the environment. These activities will cover various areas, such as support for education and training programmes to develop young people's skills, environmental conservation activities such as green area restoration projects, and social activities that promote community well-being. In addition, the Company aims to collaborate with public and private sector organisations to enhance its capacity to create the greatest possible benefit for society in all dimensions. These efforts will be carried out with due regard to the principles of sustainability and sustainable development to create a better future for everyone.

Monitoring and Policy Review

The Company shall regularly review and improve this Social Responsibility Policy based on recommendations and feedback from employees and stakeholders, as well as changes in relevant laws and operating practices. This is to ensure that the Company can respond appropriately to community needs and social trends. The Company believes that socially responsible operations promote business sustainability and create genuine value for all relevant stakeholders.



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Issued on 1 January 2021

A handwritten signature in blue ink, appearing to read "Pumipat", is written over a horizontal line.

(Mr. Pumipat Sinacharoen)

Chief Executive Officer

Proud Real Estate Public Company Limited