



Supalai Public Company Limited

Policy on Promotion and Development of Innovation

The Board of Directors of Supalai Public Company Limited pays attention to the promotion of creativity and the development of innovative products and services, the application of new technologies to the work process for creating good products, projects, and services that are valuable and beneficial to customers, community, society, and environment, as well as the extension of new creativity and innovation leading to sustainable business competitiveness. However, such policy includes the actions of subsidiaries and associated companies in accordance with the resolution of the Board of Directors Meeting No.12/2567 on December 10, 2024, with the following details:

Scope of Policy

This Policy on Promotion and Development of Innovation covers basic benefits that positively affect the Company, customers, employees, society, community, and environment. It emphasizes on maintaining the product quality standard, creating added value and a good image of the organization, excellent service to maximize customer satisfaction and benefits, and cost-effective use of resources, including improving works to increase efficiency.

Guidelines to encourage innovation or development of innovation

1. Promoting the use of innovation to develop real estate projects that meet the needs of the market while creating a superior experience for customers and taking care of the community and the environment.
2. Determining the innovation strategic plan by allocating resources and budget and encouraging the development of innovative mindset and creative thinking for employees.
3. Promoting Innovation Development, encouraging personnel to have the opportunity to show their ability to innovate to continuously create efficiency in product and service development. The company provides training on new technologies and approaches to real estate development to employees and creates a corporate culture that encourages creativity and experimentation, such as the annual Supalai Innovation Awards.
4. Promoting digital technology by applying it in the work process for providing benefits to customers, such as developing various applications and organizing on-the-job skills development activities to meet the pillars of innovation, which is one of the Company's sustainability strategies.
5. Promoting innovation for sustainability and the environment by using environmentally friendly materials and construction methods, including designs that reduce energy consumption, such as energy-efficient house design, etc.
6. Promoting cooperation with various organizations, including the public sector and the private sector (business partners) to create the most effective innovation.

7. Supervising and setting criteria to measure the success of innovation projects, establishing a performance monitoring and evaluation system, and reporting the results to the relevant executives and committees.

All executives and employees are responsible for supporting, driving, and complying with the Policy on Promotion and Development of Innovation.

Please be informed for your acknowledgement.

Notified on this 10th day of December 2024

Prateep Tangmatitham

(Dr.Prateep Tangmatitham)
Chairman of the Board

Copy to : Management Committee, Supervisors of all divisions and Human Resources Departmen