



Ethical Marketing and Brand Communication Policy

1 Introduction

NR Instant Produce Public Company Limited, and its subsidiaries (the “Company”), are committed to conducting marketing and brand communication activities in an ethical, transparent, and socially responsible manner. The Company upholds the principles of honesty and integrity, ensuring that all information presented is accurate and not misleading. The Company strictly refrains from using words, images, or content that may cause misunderstanding, deception, or conflict with public morality in any marketing or advertising activities. The Company believes that straightforward, truthful, and well-informed communication enables consumers to make balanced and informed decisions, thereby supporting sustainable well-being. Accordingly, the Company has established this Ethical Marketing and Brand Communication Policy and its implementation guidelines to serve as a framework for responsible business conduct, fostering brand trust and long-term sustainability.

2 Scope of Policy Enforcement

This Policy applies to the Board of Directors, management at all levels, business partners, and any external parties authorized to conduct marketing or communication activities on behalf of the Company. It covers all business operations related to the Company’s marketing, advertising, public relations, and brand communication in all forms.

3 Definition

Company	Refers to NR Instant Produce Public Company Limited including its subsidiaries, joint ventures, and affiliates registered in Thailand and abroad, which are under the direct operational control of the Company.
Marketing	Refers to the planning, development, and execution of activities related to the promotion of products and services. It encompasses the formulation of strategies concerning products, pricing, distribution channels, and communication with consumers.
Advertising	Refers to any act, by whatever means, that presents information to consumers for commercial purposes.
Vulnerable consumers	Refer to groups of consumers who may lack the skills, experience, or ability to analyze information, such as children, adolescents, the elderly, or individuals with physical or intellectual disabilities.

4 Guidelines

- 4.1 The Company conducts its marketing and brand communication activities in strict compliance with applicable laws, regulations, and relevant requirements in each country of operation, while fully respecting consumers' rights.
- 4.2 Does not promote or endorse any advertising or sales promotion activities that violate laws, morality, or social ethics.
- 4.3 Places great importance on providing accurate, truthful, and non-misleading information regarding its products and marketing activities. The Company shall not make any false, misleading, or disparaging statements about competitors' products or services.
- 4.4 Promotes socially responsible marketing by disclosing product information transparently and appropriately, in order to protect and prevent potential adverse impacts on vulnerable consumer groups, such as children (particularly those under 12 years of age), as well as individuals who lack the skills or experience to independently analyze marketing or advertising content.
- 4.5 Respects the privacy and security of customer personal data by maintaining confidentiality and using such data solely for the purposes notified or disclosed at the time of collection.
- 4.6 Emphasizes the provision of accurate, clear, and sufficient product information to support consumers in making informed purchasing decisions. Product labeling is provided in accordance with legal requirements, including nutritional values, ingredients, storage instructions, expiration dates, and safety information such as allergens.
- 4.7 Uses digital channels for marketing communication appropriately, such as websites, emails, e-commerce platforms, and social media, while respecting the policies and requirements of each platform.
- 4.8 Carefully reviews marketing and advertising content to avoid gender bias or communication that reinforces gender stereotypes. It shall not use media containing harmful content or that may misrepresent gender roles in society. The Company is committed to promoting marketing practices that reflect gender equality and do not discriminate based on gender or gender identity.
- 4.9 Provides accessible channels for consumers or external parties to raise complaints regarding inappropriate marketing or advertising content. Such complaints will be reviewed through a fair internal process, and if any violations are identified, corrective actions or content removal will be implemented promptly.



This Ethical Marketing and Brand Communication Policy was approved by the resolution of the Board of Directors on 14 August 2025. It will be effective from 15 August 2025 onwards.

A handwritten signature in blue ink, appearing to read 'Dhas Udomdhammabhakdi'.

Dr. Dhas Udomdhammabhakdi
Chairman of the Board of Directors