

Marketing Communication Policy

TCM Corporation Public Company Limited and its subsidiaries (the "Company") are dedicated to conducting business with fairness and transparency, adhering to all relevant laws, regulations, and international standards for competitive practices. We are also committed to our responsibilities to all stakeholders. Accordingly, we have established this Marketing Communication Policy.

1. Purpose

This policy outlines our commitment to ethical and transparent marketing communications that empower customers to make informed decisions and foster a culture of shared responsibility.

2. Scope

This policy applies to all marketing and communication activities across all channels, including:

- Advertising (digital and traditional)
- Social media
- Public relations
- Content marketing
- Sales materials
- Customer service interactions

3. Core Principles

- **Honesty and Accuracy:** We will provide truthful and accurate information about our products, services, and their environmental and social impact. We will avoid misleading claims or exaggerating benefits.
- **Clarity and Accessibility:** We will communicate in a clear, concise, and easily understandable manner. We will ensure that information is accessible to all customers, including those with disabilities or limited language proficiency.
- **Responsibility:** We acknowledge our responsibility to educate customers about the responsible use of our products and services, including potential environmental or social considerations.
- **Transparency:** We will be transparent about our business practices, sourcing, and supply chains. We will disclose relevant information that may impact customer decisions.
- **Respect:** We will treat all customers with respect and dignity. We will avoid stereotypes, discriminatory language, or any content that could be offensive or harmful.
- **Data Privacy:** We will protect customer data and use it responsibly, in compliance with all applicable laws and regulations.
- **Accountability:** We will establish mechanisms for customers to provide feedback and raise concerns. We will address complaints promptly and take corrective action when necessary.

4. Customer Responsibilities

We encourage our customers to:

- **Read and understand product information:** We provide detailed information about our products and services to help customers make informed decisions.



- Use products responsibly: We encourage customers to use our products in a safe and environmentally conscious manner.
- Provide feedback: Customer feedback is valuable to us. We encourage customers to share their experiences and concerns.

5. ESG Considerations

This policy aligns with our broader ESG commitments by:

- **Promoting ethical behavior:** We believe that ethical marketing is essential for building trust and long-term relationships with our customers.
- **Supporting sustainability:** We will communicate our sustainability efforts and encourage customers to adopt sustainable practices.
- **Enhancing stakeholder engagement:** We will actively engage with our customers to understand their needs and concerns.

6. Policy Review and Updates

This policy will be reviewed and updated periodically to ensure its effectiveness and relevance.

7. Contact Information

For questions or concerns regarding this policy, please contact:

Line OA: @carpetsinter and @royalthai

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