Code of Conduct

Advice IT Infinite Public Company Limited

Message from the Chairman of the Executive Committee

For more than 10 years of business operations, Advice IT Infinite Public Company Limited (the "Company") has continuously pursued business growth and advancement based on the principles of ethics and integrity as its guiding foundation.

In order to ensure fair practices and create sustainable value for shareholders and all stakeholders, the Company has established a framework for ethical business conduct through this Code of Conduct, which serves as a standard of conduct for all employees of the Company, founded upon moral values and ethical principles.

The Company has designated it as the duty and responsibility of every employee to acknowledge, study, understand, and strictly comply with the policies and practices set forth in this Code of Conduct. This is to ensure that the Company's operations continue to uphold ethical standards for the benefit of stakeholders, shareholders, the Company, and society as a whole.

(Mr. Nath Natnithikarat)

Chairman of the Executive Committee

1. Principles of Business Conduct

The Company aims to conduct its business in a manner that delivers the highest benefits to its shareholders. The Board of Directors has adopted a policy of placing equal importance on both the achievement of business objectives and the means by which such objectives are attained.

Accordingly, the Board of Directors has established both the goals and the approaches required to achieve such objectives, as reflected in the Company's vision, mission, corporate culture, and core values. In addition, the Board has set forth the expected standards of conduct in this Code of Conduct to provide clarity and convenience for all directors, executives, and employees in understanding the standards of conduct expected by the Company and to use them as practical guidelines in the performance of their duties. These standards cover the Company's conduct toward employees, shareholders, customers, business partners, competitors, and society as a whole.

1.1 Quality Policy

"Delivering excellent experiences, maximizing the value of technology, and preserving the environment."

1.2 Vision

"To deliver exceptional experiences through modern IT products and services that provide true value to customers."

1.3 Mission

(1) To build confidence among all stakeholders.

(2) To create modern technology experiences for customers.

(3) To maximize returns for shareholders to the fullest potential.

(4) To build confidence and trust with business partners.

(5) To enhance employees' capabilities to remain competitive, while fostering a work culture that promotes happiness and long-term engagement.

1.4 Corporate Culture and Core Values

"Advice is sincere and always by your side, thinks differently with creativity, looks ahead together, and drives sustainability forward."

2. Conflict of Interest and Confidentiality of Information

2.1 Conflict of Interest

The interests of customers and the Company must always take precedence over personal interests. To ensure that all employees are able to perform their duties impartially and free from bias arising from conflicts between their own interests and those of customers and/or the Company, every employee must conduct themselves in a manner that clearly demonstrates that no conflict exists, nor even appears to exist, between the employee's personal interests and the duties owed to the Company or its customers Employees must avoid any actions that may give rise to such conflicts of interest, including, for example:

- not accepting any compensation or benefits from customers that are excessive or inappropriate in connection with the normal performance of their duties;
- not using information obtained through the performance of their duties for any personal gain; and
- disclosing any material interests where the employee or the employee's family owns a business or has an interest in the customers, competitors, business partners, or counterparties of the Company.

The Company has defined the characteristics of transactions that may involve conflicts of interest and has established approval procedures requiring such transactions to be reviewed and approved by the Audit Committee or the Board of Directors, on an arm's length basis, as if conducted with external parties.

The Company also requires disclosure of such transactions and their value during the previous year, together with a clear explanation of the necessity and reasonableness of such transactions in the Annual Report. In addition, directors and executives who are involved in such transactions are required to disclose information and/or the nature of their personal relationships, including those of their spouses, close relatives, or other personal connections, to the Corporate Governance Office, and must abstain from voting and/or refrain from participating in the consideration and decision-making process.

If there is any doubt as to whether a particular action may give rise to a conflict of interest, employees must seek advice from their direct supervisor or the Compliance and Internal Audit Department.

2.2 Use of Company Information

Provision of Accurate Information

When providing any information or communication to customers or other persons relating to the Company, whether in documentary form or by verbal communication on behalf of the Company, employees must ensure that the information is accurate, clear, relevant, truthful, and straightforward. Employees must honor their commitments, remember the information they have communicated, and use their best efforts to achieve the outcomes represented.

Confidentiality of Information

Information generated from the Company's operations is considered a valuable asset of the Company. All employees are required to safeguard and protect such information. The Company's information shall be used solely for the Company's operations. Important information that may affect the interests of the Company or cause harm to others must be used properly and with due care. All information relating to the Company's business operations must be treated as highly confidential and must not be disclosed without authorization from the appropriate authorized person. However, where disclosure to external parties is necessary, employees should consult their supervisors and management in order to ensure compliance with applicable regulations and laws.

Disclosure of Information and Cooperation with Regulatory Bodies

Regulatory bodies are responsible for overseeing operations to prevent any conduct that may violate laws, relevant regulations, and business ethics, thereby preserving the Company's good reputation and ensuring long-term sustainable growth. Accordingly, disclosure of information and cooperation with such bodies, whether internal control units of the Company or government authorities, are necessary and important obligations that must be properly fulfilled. This includes responding to inquiries and ensuring compliance with applicable laws, rules, and regulations.

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3. Responsibilities to the Company and the Company's Assets

3.1 Protection of the Company's and Customers' Assets

Customers' Assets

The trust that customers place in the Company is of significant value. All customer assets must be clearly segregated from the assets of employees and those of the Company, both in terms of accounting records and physical custody. Employees who are responsible for safeguarding customer assets must perform their duties with honesty, integrity, prudence,and due care at all times.

The Company's Assets

All employees shall comply with the following practices:

1. Not use the Company's assets for personal benefit or for the benefit of any other person, whether directly or indirectly, other than for the benefit of the Company.
2. Refrain from misappropriating or stealing the Company's assets or the assets of employees, whether tangible or intangible, including but not limited to intentionally submitting false expense reimbursement reports.
3. Not use working hours for personal activities that may interfere with or prevent the full performance of their assigned duties and responsibilities.
4. Not exploit opportunities arising from their position within the Company for personal financial gain or for the benefit of others.

**For the purpose of this Manual, "assets" include movable and immovable property, intellectual property, technology, academic knowledge, patents, copyrights, goodwill, title documents, trademarks, Company information, employee working time, employee work products created for the Company, computer systems, software, telephones, wireless communication devices, photocopiers, Company vehicles, and other related assets.*

3.2 Documentation and Record Keeping

All employees shall adhere to the following requirements:

1. Prepare business records, financial records, and all reports accurately, completely, objectively, timely, and in an easily understandable manner, in accordance with Company policies and applicable laws, such as accounting standards and tax regulations. Business records also include non-financial records, such as quality reports, approval request documents, and employee records.
2. Strictly refrain from creating false documents or altering the true nature of any transaction.
3. Refrain from encouraging or participating in the preparation of documents intended to evade taxes and ensure that payment documentation for vendors and service providers reflects the actual transaction.
4. Ensure that all work-related information and significant data are properly collected, securely stored, systematically backed up, and readily retrievable at all times.
5. Strictly avoid unauthorized disclosure or misuse of confidential information.

3.3 Use of Computers and Information Technology

All employees shall comply with the following information technology practices:

1. Every department must promote awareness among employees regarding the importance of safeguarding information assets and establish careful procedures for managing and storing such assets to prevent information leakage or misuse, such as enabling device encryption and avoiding the use of confidential information in public areas.
2. Employees shall cooperate in using the internet, computer equipment, and information technology tools provided by the Company solely for obtaining information and knowledge beneficial to work performance, and shall not use them for personal benefit or for unlawful or unethical activities, such as gambling or pornography.

3. Employees must fully cooperate with system administrators and relevant personnel in conducting security inspections of computer devices and systems and must strictly comply with their instructions.
4. Employees shall not modify hardware equipment or install any devices other than the standard equipment provided by the Company.
5. Employees are prohibited from allowing unauthorized persons to access the Company's information systems or disclosing information contained therein without authorization.
6. Employees are prohibited from altering, reproducing, deleting, or destroying the Company's data without authorization.
7. Employees are prohibited from using the Company's email system to forward defamatory, damaging, offensive, obscene, disruptive, or harassing messages.
8. Employees are prohibited from installing, copying, or using pirated software or software from unreliable sources.
9. Any employee who violates the Company's computer and information technology usage rules shall be subject to disciplinary action in accordance with Company regulations and/or applicable law.

3.4 Conducting Business with Honesty and Fairness

Business integrity is one of the Company's highest values. All employees have a duty to uphold this principle by performing their responsibilities with honesty and integrity as the foundation of their work, thereby ensuring the Company's credibility and its best interests. Integrity includes, but is not limited to:

1. Avoiding conflicts of interest.
2. Not using one's position, authority, or Company information for personal benefit and/or the benefit of others, whether directly or indirectly.
3. Rejecting, avoiding, or disclosing any other benefits received from third parties arising from the performance of duties.

3.5 Exercise of Political Rights

The Company supports all employees in exercising their lawful rights as responsible citizens. However, employees are prohibited from participating in any activities that may create the impression that the Company is involved in or supports any political party, whether directly or indirectly. Employees shall comply with the following:

1. Exercise their rights as good citizens in accordance with the Constitution and other relevant laws.
2. Participate in political activities only in their personal capacity outside working hours and not in the name of the Company.
3. Refrain from using the Company's assets to support any political party or political group.
4. Any employee wishing to apply for, accept, or serve in a political position, act as a representative of a political party in public activities, or become a member of a local administrative organization must obtain prior approval from the Executive Committee.

4. Treatment of Stakeholders

The Company conducts its business responsibly in accordance with the principles of good corporate governance, recognizing the importance of relationships with key stakeholders involved throughout the entire business value chain, from upstream to downstream activities.

The Company is committed to creating value through its products and services to meet the expectations of all stakeholder groups, with the objective of promoting collaboration in sustainable business operations. Accordingly, the Company has established business ethics guidelines for directors, executives, and employees in their dealings with all stakeholder groups as follows:

4.1 Policy and Practices toward Shareholders

The Company has a duty to create added value and meet shareholders' expectations. Directors, executives, and employees shall comply with the following principles:

1. Govern the Company and disclose information in a transparent, fair, and verifiable manner.
2. Pay dividends appropriately.

3. Manage risks prudently and with due care at all times.
4. Perform duties with honesty and integrity, and make decisions in good faith, with prudence, fairness, and due consideration.
5. Present reports on the Company's status, operating results, financial position, accounting information, and other reports regularly, completely, and truthfully.
6. Ensure that all shareholders are informed equally of both positive and negative corporate developments, based on feasible assumptions, sufficient supporting information, and reasonable grounds.
7. Refrain from seeking personal gain or benefiting others through the use of any undisclosed Company information or engaging in any conduct that may create conflicts of interest with the Company or among shareholders.

4.2 Policy and Practices toward Employees

Employees are a key success factor in achieving the Company's objectives. The Company therefore maintains a policy of fair treatment in terms of opportunities, compensation, appointment, transfer, and capability development. The Company's policies and practices toward employees include:

1. Treat employees with courtesy and respect for individual rights and human dignity.
2. Provide fair compensation to employees.
3. Ensure that appointments, transfers, rewards, and disciplinary actions are made in good faith and based on employees' knowledge, capabilities, and suitability.
4. Place importance on the continuous development of employees' knowledge and skills by providing regular and equal opportunities.
5. Maintain a working environment that is consistently safe for employees' lives and property.
6. Listen to employees' opinions and suggestions based on professional knowledge and expertise.
7. Strictly comply with laws and regulations relating to employees.
8. Provide employees with channels to file complaints in cases where they believe they have not been treated fairly under the established system and procedures.

4.3 Policy and Practices toward Customers

Customer satisfaction is essential to the Company's business success. The Company is therefore committed to continuously improving the effectiveness and efficiency of how it meets customer needs. The Company's policies and practices toward customers are as follows:

1. Deliver quality products and services that meet customers' expectations at fair prices.
2. Provide customers with accurate, sufficient, and timely information regarding products and services, without exaggeration that may mislead customers as to quality, quantity, or any terms and conditions.
3. Strictly comply with all agreed terms and conditions with customers. If any term cannot be fulfilled, the Company shall promptly inform the customer and jointly seek an appropriate solution.
4. Communicate with customers politely, efficiently, and in a manner that earns their trust.
5. Establish systems and processes through which customers may lodge complaints regarding product and service quality, quantity, safety, response time, delivery, and ensure that such matters are addressed promptly and comprehensively.
6. Provide guidance on the effective use of the Company's products and services for the customers' maximum benefit.
7. Strictly maintain customer confidentiality, including refraining from disclosing customer information without authorization from the customer or the Company's authorized persons, except where disclosure is required by law, and prohibit the improper use of such information for personal benefit or the benefit of related persons.

4.4 Policy and Practices toward Business Partners and/or Creditors

The Company is committed to treating business partners and/or creditors equally and fairly, taking into account the Company's best interests and ensuring fair returns for both parties. The Company's practices include:

1. Treat business partners fairly and equally on the basis of mutual fair benefit.

2. Refrain from demanding, receiving, or paying any dishonest benefits in dealings with business partners, related business parties, and/or creditors. If there is evidence of such conduct, details must be disclosed to the relevant parties and resolved fairly and promptly.
3. Strictly comply with agreed terms and conditions. If any condition cannot be met, the Company must promptly notify the business partner and/or creditor in advance to jointly determine an appropriate solution.
4. Exchange knowledge jointly develop products and services and foster good business relationships.
5. Manage capital structure appropriately to support the Company's business operations and maintain creditors' confidence.

4.5 Policy and Practices toward Competitors

The Company is committed to treating competitors in accordance with international standards and within the legal framework of fair competition laws. The Company shall:

1. Conduct itself toward competitors within the rules and etiquette of fair and proper competition.
2. Refrain from seeking competitors' confidential information through dishonest, inappropriate, or unlawful means.
3. Refrain from intentionally damaging competitors' reputation through defamatory allegations.

4.6 Responsibilities to Society and the Public

The Company has a policy of conducting business in ways that benefit the economy and society, while giving importance to environmental stewardship and respect for local customs and traditions in areas where the Company operates. The Company shall contribute to society in an appropriate manner based on its capacity and circumstances. All employees may participate in suitable external activities that are beneficial to themselves and society. The Company supports lawful external activities that do not violate laws or regulations related to its business operations and do not interfere with employees' working time and responsibilities, such as supporting charitable organizations and participating in public benefit activities on important occasions.

5. Ensuring Compliance with Code of Conduct

The Company's fundamental business policy is to conduct its operations in accordance with proper standards of lawful and ethical business practices. Accordingly, the Company requires all employees to comply with the policies and guidelines established by the Company, including adherence to applicable laws and accepted moral principles. The Company expects every employee to read, understand, and adopt these guidelines as a framework for the performance of their duties. The scope of these ethical practices covers both employee conduct and employees' relationships with external parties. The Company therefore requires all employees to strictly observe and comply with these guidelines at all times.

6. Compliance with Laws, Regulations, Customs, and Good Moral Principles

Any actions undertaken by all employees, whether in their personal capacity or on behalf of the Company, as well as the Company's own operations, must be carried out within the framework of applicable laws and regulations. Such laws and regulations include, but are not limited to, the laws of the country, rules and requirements of government authorities, and business codes of conduct. In all circumstances, due consideration must be given to principles of morality and ethics, and any actions that may give rise to disputes, conflicts, or questions regarding legality, propriety, or legitimacy must be avoided. All employees must not participate in, support, assist, or engage in any conduct that constitutes a violation of laws, rules, or regulations

7. Performance of Duties with Skills, Knowledge, Competence, and Professionalism

Employees must maintain professional standards of knowledge and competence in their performance. It is the responsibility of every employee to understand the various factors affecting their work to maintain performance levels and safeguard the interests of both customers and the Company. Employees must work with transparency, adhering strictly to established procedures and regulations. This includes the duty to disclose and report any irregularities immediately upon discovery. Furthermore, employees must remain open to audits and be willing to implement audit findings for continuous improvement.

8. Establishment of Appropriate Internal Controls in All Company Activities, Including the Development and Enhancement of Internal Operating Standards

All employees must understand and recognize the necessity of internal controls across all aspects of the Company's activities. Every employee is encouraged to participate in the development of operating standards and to help strengthen appropriate internal controls by:

- continuously developing a thorough understanding of their duties and responsibilities;
- cooperating fully in compliance with the Company's rules and regulations; and
- conducting reviews of their work processes.

Where any deficiencies are identified, employees must make every effort to rectify them and promptly notify the relevant departments so that preventive measures can be implemented to avoid damage to themselves, their departments, and the Company.

9. Working with Others

Employees shall work with a strong sense of accountability for any errors, consequences, or damages arising from their decisions and actions. They are expected to acknowledge mistakes, provide truthful explanations, and promptly take corrective action. Employees must not shift blame for their own errors onto others or attempt to conceal such mistakes. They shall not hold resentment toward those who provide constructive criticism or report their errors. All decisions and actions must be undertaken with due care, based on sufficient and accurate information, and with prudent consideration of potential impacts and risks. Employees are expected to separate personal emotions, feelings, or preferences from professional judgment. Employees shall treat others with courtesy and respect, remain open to differing opinions, and thoughtfully consider feedback in a rational manner. They must not claim credit for the work of others as their own. Feedback, whether commendation or criticism, should always be given sincerely and with good intentions. Employees must refrain from making comments or criticisms on matters unrelated to work or without factual basis that may cause harm to others.

10. Handling Complaints Relating to Corporate Governance and Business Ethics

The Company requires all directors, executives, and employees to acknowledge and strictly perform their duties and responsibilities in relation to corporate governance and business ethics. The Secretary to the Nomination and Corporate Governance Committee shall be responsible for coordinating and following up with management to ensure compliance with good corporate governance principles, including overseeing the collection and dissemination of information to shareholders through both internal and external communication channels. In addition, the Chairman of the Audit Committee shall serve as the designated recipient of complaints relating to corporate governance and business ethics matters.

This Code of Conduct was approved by the Board of Directors' Meeting No. 2/2026, held on 23 February 2026 and shall become effective from 24 February 2026 onwards.

(Mr. Nath Natnithikarat)

Chief Executive Officer

Advice IT Infinite Public Company Limited