

Media Production Policy and Code of Conduct
Workpoint Entertainment Public Company Limited
and its affiliated companies

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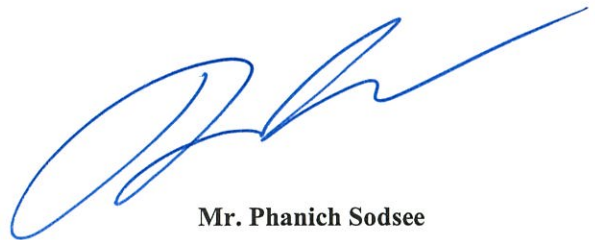
1. Message from Group Chief Executive Officer

To: All stakeholders

As Workpoint Entertainment Public Company Limited and its affiliated companies (hereinafter referred to as the “Company”) places great importance on the creation and development of quality media in terms of educational and entertainment content while also taking into account the accuracy of the facts and adhering to the International Media Code of Ethics and the principles of promoting and protecting human rights, which are considered one of the Sustainable Development Goals (SDGs) of the United Nations.

Therefore, the Company has established this Policy to act as a guideline for producing the Company's media based on ethical principles to ensure the confidence of its stakeholders throughout the supply chain that the Company's media production and presentation will be conducted in a cautious manner and not lead towards any infringement or create an impact on the Company's stakeholders, whether directly or indirectly.

On behalf of the Board of Directors and executives, we sincerely hope that this Policy will be comprehensively complied with by all related individuals and units.



Mr. Phanich Sodsee
Group Chief Executive Officer

2. Definitions

The **Company**, refers to Workpoint Entertainment Public Company Limited and its affiliated companies.

Affiliated companies, refer to companies that possess one of the following characteristics:

- (a) A company over which Workpoint Entertainment Public Company Limited (hereinafter referred to as the “Company”) has control over its business operations.
- (b) A company in which the company mentioned under (a) has control over its business operations.
- (c) A company in which the company mentioned under (b) has control over its business operations in succession, starting with being under the control of the company mentioned under (b).
- (d) A company in which the Company or companies mentioned under (a) - (c) have the authority to be a part of its decision-making process regarding the company's financial and operating policies, but not to the level of having full control over such policies and is not considered a subsidiary or joint venture.

Controlling authority, refers to having a relationship that possesses one of the following characteristics:

- (a) Holding shares with voting rights in a company exceeding 50% of the total number of voting rights of that particular company;
- (b) Possessing the authority to control the majority of votes at the company's shareholders’ meeting, whether directly or indirectly or for any other reasons.
- (c) Possessing the authority to control the appointment or removal of at least half of the company’s directors, whether directly or indirectly.

Personnel, refers to the Company’s directors, executives, and employees.

Stakeholders, refers to shareholders, directors, executives, employees, creditors, customers, trading partners, competitors, communities, and society.

Human rights, refers to the basic rights that every human being is entitled to, or is protected from being discriminated due to reasons of differences in physical, mental, race, nationality, religion, gender, language, age, skin color, education, social status or any other matters as defined by each country and is in accordance to the treaties that each country possess the obligations to comply with.

Media content, refers to news, documentaries, news documentaries. television program, or any other content, that appear in the Company's public relations channels.

3. Scope of Application

This Policy will be used as a guideline for overseeing the Company and its related personnel regarding its operations of producing and presenting media content, while also taking into account relevant ethical principles and human rights laws that may affect related stakeholders in the Company's supply chain.

4. Guidelines and the Media Code of Conduct

4.1 The presentation of media content must be based on accuracy and verified facts and have not been augmented to the point of being inaccurate or exaggerated.

4.2 Refrain from presenting media content with bias or prejudice which may cause damage to the related stakeholders in the Company's supply chain.

4.3 Avoid presenting media content that may cause misunderstanding of the actual essence of the content, or persuade, or incite individuals to matters that are not beneficial to society, the community, and the environment.

4.4 Present media content with honesty and without seeking personal or for the Group's gain.

4.5 Apply caution at all times when presenting media content to avoid serious impacts on health, the economy, culture, society, and politics.

4.6 Present media content with fairness to all parties, and apply the best efforts to present or provide all parties involved with the opportunity to present the facts while also taking into account human rights principles.

4.7 Present media content by taking into account the human rights principles of stakeholders, especially towards children, youth, vulnerable groups. and groups of diverse identities in society.

4.8 Avoid presenting media content that is considered obscene, indecent or embarrassing, without regard to society and the community or media content that violates personal rights, except in the case of for the public interest.

4.9 Apply caution in presenting media content which may be deem disrespectful to race, religion and ethnicity, which are beliefs based on personal rights.

4.10 Avoid using impolite words, or content that feature insulting remarks, or content that might be considered verbally abusive or indicate negative connotations.

4.11 Avoid presenting media content in which the source cannot be verified, unless there is a reasonable cause to conceal such facts for the well-being and safety of the source, or stakeholder, and/or can be considered as beneficial to the public's right to receive news and/or has pledged to conceal or maintain confidentiality of the source or stakeholder to ensure the provision of useful information to the public.

4.12 Display responsibility by correcting errors without delay that is the result of presenting content erroneously, if such an error affects the reputation of society, the community and the related stakeholders.

4.13 Refrain from accepting bribes and any conflicts of interest and making undue claims or relying on one's position to claim rights or any unfair benefits, when presenting media content.

4.14 Apply extreme caution according to internationally-accepted principles to keep all advertisements within the boundaries of ethics, culture and relevant laws.

5. Contact and Inquiries

Should you require additional information or need to make suggestions, or file complaints regarding this Procurement Policy, the Company can be contacted through the complaint channel on the website or following channels:

Address: 99 Moo 2, Bang Phun Sub-district, Mueang Pathum Thani District, Pathum Thani

Telephone: 02-833-2041

Email: legal_wp@workpoint.co.th