

(Unofficial English Translation)



BOUND&BEYOND

Code of Conduct for Investor Relations Officers

Bound and Beyond Public Company Limited
and its Subsidiaries





Bound and Beyond Public Company Limited (the "Company") is committed to engaging its shareholders through regular, timely, accurate and fair communication, in compliance with prevailing requirements for the disclosure of information in accordance with listing guideline from The Securities and Exchange Commission of Thailand ("SEC"), the Company's Corporate Governance policy, and other applicable securities laws and regulations. The code of conduct for Investor Relations Officers is reviewed by the Company on a periodic basis to ensure its relevance and effectiveness. Updates may be made, when appropriate, to reflect latest best practices.

1. Disclosing material and necessary information for investment decisions accurately, sufficiently, and timely

- 1.1. Disclose accurate, sufficient, and timely information in accordance with the rules and regulations of the Stock Exchange of Thailand. ("the SET"), the Office of the Securities and Exchange Commission ("the SEC"), and other relevant authorities. Provide various information carefully and prudently. The Company and investor relations officers can refuse to provide information if such information is a trade secret or that may cause the Company to lose its ability to compete.
- 1.2. Provide clear and sufficient information for understanding. Investor relations officers must not disclose incorrect information, including refraining from disclosing information which is still uncertain or predictions that are exaggerated that may mislead investors into investing in the Company's securities.
- 1.3. In case of rumors or the important information is disclosed without a formal disclosure from the Company or in the event that information or news are found that may cause significant misunderstandings, investor relations officers must immediately clarify the facts to the public in accordance with the SET's regulations regarding the disclosure of information of listed companies through the SET' system for all parties to know in order to prevent misunderstandings about management or conducting business or the financial position and results of operations of the Company which may affect the price of the Company's securities.
- 1.4. The Company has set up channels for disclosing information or data sources for all stakeholder to acknowledge and have equal access. The form of providing information and activities may vary as appropriate, including
 - Announcements released to the SET via ELCID
 - The Company's corporate website (www.boundandbeyond.co.th)
 - Publication of the Company's annual reports, annual registration statement (Form 56-1), investor presentation, and factsheet
 - Investor relations activities such as Opportunity Day activities, Analyst & Investor Meeting, Company Visit
 - Press release and press interview

2. Handling internal information

- 2.1. Investor relations officers must not use internal information for their own or their related parties' benefit.
- 2.2. The Company determines and restricts persons who have access to internal information. Important information that has not been disclosed to the public or information that may impact the Company's operations or its share prices shall only be accessed by relevant



directors and executives. Investor relations officers who have access to internal information must not disclose such information to others until such information has been disclosed to the public in accordance with various rules.

- 2.3. 1 month before publication of quarterly and annual financial statements, the Company requires Directors, Executives, investor relations officers to refrain from disclosing information, appointments, meetings, or answering any questions relating to the operating results for shareholders, investors, analysts and the media.
- 2.4. Directors, Executives of the Company, including investor relations officers or employees who know about the important internal information of the Company are forbidden to purchase or sell stocks of the Company for 30 days prior to the public disclosure of the Company's financial statements and shall require waiting for at least 24 hours after such public disclosure of the information. In addition, Directors and Executives of the Company have a duty to report changes in the holding of the Company's stock to the Company Secretary at least one day before the transaction and electronically to the SEC within 3 business days from the date of purchase or sale or transfer of the Company's stock according to rules and regulations of the SEC in order for the Company Secretary to produce a report to the Board of Directors at the meeting and disclose such report in the annual report.

3. Disclosing information equitably and fairly

- 3.1. The Company specifies information types, schedule, and channels of disclosure so that relevant stakeholders can get to know and access to information equally. The types of activities that are provided to each stakeholder may be different as appropriate. However, the information disclosed is fair and does not cause any disadvantage or loss of investment opportunities.
- 3.2. The content of the information must use language that is easy to understand, clear, accurate according to the facts and have sufficient financial and important information to consider in order to create equal understanding for all relevant stakeholders.
- 3.3. Investor relations officers provide equal opportunity for all stakeholders to contact or make enquiries. Special privileges for any particular group of stakeholders are unacceptable. In addition, the Company will disclose the information which have been presented exclusively at a particular event as soon as possible, such as publishing a presentation on the Company's website after the completion of the meeting with analysts or investors or the Opportunity Day activity.
- 3.4. Prohibiting investor relations officers offer any gifts or compensation to analysts or the media in order to motivate or persuade to present information or news or opinion positively to the Company. However, investor relations officers can clarify the facts if the analysts or the media use information that is inaccurate.

4. Performing duties with professional knowledge and integrity

- 4.1. Investor relations officers must perform their duties with professional knowledge and integrity, including good relations with personnel in the organization and external agencies.
- 4.2. Investor relations officers is responsible for reporting various information which will help create added value for the Company to the Board of Directors and Executives such as opinions from analysts or investors or shareholders and capital market sentiment etc., as well as a duty to arrange meetings for Executives of the Company to discuss issues of concern with stakeholders as deemed appropriate.



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- 4.3. Investor relations officers must strictly comply with the Corporate Governance Policy and the code of conduct of the Company. Investor relations officers must not take any action that is contrary to the Company's interests, including not seeking personal benefits from relationships and information obtained in performing duties for the Company.
- 4.4. Investor relations officers must be careful when providing information that may be relevant to competitors or other stakeholders.

This Code of Conduct for Investor Relations Officers be considered as part of the Corporate Governance Policy and the code of conduct of the Company.