Stakeholders

JAS Asset Public Company Limited

Analysis of stakeholders in the value chain of the business

JAS Asset Public Company Limited places significant importance on engaging with all stakeholders of the company comprehensively. This includes listening to their opinions, suggestions, expectations, and concerns. The company continuously improves its operations by integrating information, details, and various factors related to both primary and secondary stakeholders. The company is committed to caring for and treating its stakeholders with honesty, transparency, equality, and fairness, in alignment with good governance principles. Additionally, the company prioritizes the communication of transparent and timely factual information, ensuring that the interests of all stakeholders are consistently considered.

Shareholders / Investors
Employee
Media
Customers/Tenants /Residents
Partners / Allies
Government agencies and regulatory
Community / Society

Stakeholder Management

1. Identify: Identifying and assessing the importance of stakeholders based on the impact of the group's operations and the level of influence stakeholders have on the group's operations. This includes identifying key individuals responsible for stakeholder management.

2. Analyze: Analyzing the issues of stakeholder groups based on the feedback and concerns received through various communication channels. This involves analyzing the needs, expectations, concerns, risks, and opportunities of each stakeholder group to develop management plans and organizational strategies for maximum effectiveness.

3. Manage: Management should cover all aspects, from planning and developing action plans related to each stakeholder group to ensuring comprehensive responses to identified issues and concerns. Effective communication management is also necessary to create mutual understanding among all parties, along with the development of new approaches or processes to enhance efficiency and build mutual acceptance.

4. Review & Improve: Regularly reviewing and improving by evaluating the performance, reporting the results of stakeholder management, including the scope of operations, impacts, and benefits from the company's actions towards stakeholders. The company will then develop and update action plans and collaborate processes to keep them aligned with current circumstances.

https://www.jasasset.co.th/storage/document/cg/stakeholder-engagement-th.pdf

Stakeholder Engagement Policy

Stakeholder management in the business value chain

Stakeholder	Expectations	Responses	Communication Channels
Shareholders / Investors	• Business Performance, Growth, and Responsible Investment • Ensuring Stability for Shareholders • Opportunity and Risk Management • Transparent, Fair, and Good Corporate Governance Practices • Transparent Communication and Disclosure	• Reviewing Company Strategies and Goals to Ensure Fair Returns • Evaluating Communication Methods to Help Investors and Shareholders Understand Key Issues and Company Management • Measures for Opportunity and Risk Management • Disclosing Transparent and Verifiable Information	• Group Investor and Securities Analyst Meetings • Information Presentation at Opportunity Day by the Stock Exchange of Thailand • Information Presentation at Digital Roadshow by the Stock Exchange of Thailand • Annual General Meeting of Shareholders • Annual Report and Sustainability Report • Company Website and the Stock Exchange of Thailand Website • Company Investor Relations Channels • Complaint/Suggestion Submission Channels
Employee	• Employee Development, Career Opportunities, and Growth • Fair Compensation, Benefits, and Treatment • Creating a Positive Work Environment that Promotes Physical and Mental Well-being • Operating with Transparency, Fairness, and Good Corporate Governance Practices	• Developing Employee Development Plans and Clear Career Growth Paths • Reviewing Employee Compensation and Benefits to Align with Company Performance and Industry Standards • Organizing Activities or Programs to Promote Workplace Well-being • Conducting Engagement Activities Aligned with Corporate Values • Communicating Policies, Procedures, and Transparent Monitoring Systems	• Annual Report and Sustainability Report • Employee Opinion Survey • Employee Engagement Activities and Special Privilege Programs • Company Website and Social Media Channels • Internal Communication Channels • Complaint/Suggestion Submission Channels
Customers/Tenants /Residents	• High-Quality Products and Services with Safe Infrastructure • Effective Complaint Management • Environmental and Social Impacts of Business Operations • Transparent Communication and Disclosure	• Commitment to Continuously Developing High-Quality and Safe Products and Services at Reasonable Prices • Enhancing After-Sales Service to Meet Stakeholder Needs • Managing Environmental and Social Impacts of Business Operations • Disseminating Transparent and Verifiable Information	• Customer/Tenant/Resident Satisfaction Survey • Company Website and Social Media Channels • Complaint/Suggestion Submission Channels

Stakeholder management in the business value chain

Stakeholder	Expectations	Responses	Communication Channels
Partners / Allies	• Operating with Transparency, Fairness, and in Accordance with Good Corporate Governance Principles	• Fair Procurement Process • Communicating Anti-Bribery and Anti-Corruption Policies • Communicating Sustainable Procurement Policies to Partners • Building Relationships and Collaborations in Business Operations • Meetings for Information and Feedback Exchange	• Annual Report and Sustainability Report • Periodic Joint Meetings • Company Website / Phone / Email • Complaint/Suggestion Submission Channels
Community / Society	• Supporting Projects and Activities for Social and Community Development • Environmental and Social Impacts of Business Operations • Transparent Communication and Disclosure	• Supporting Budgets and Projects for Community and Social Development • Efficient Resource Management • Managing Environmental and Social Impacts of Business Operations • Disseminating Transparent and Verifiable Information	• Annual Report and Sustainability Report • Company Website and Company Social Media Channels • Community and Social Activities • Complaint/Suggestion Submission Channels
Government agencies and regulatory authorities	• Compliance with Relevant Laws, Regulations, and Rules • Adherence to Good Governance Principles	• Strict Compliance with Relevant Laws, Regulations, and Rules • Adherence to Good Corporate Governance Principles • Cooperation and Support for Various Operations of the Government and Regulatory Authorities	• Annual Report and Sustainability Report • Meetings / Discussions • Participation in Seminars and Providing Feedback • Participation in Government and Regulatory Networks
Media	• Conducting Business with Transparency and in Accordance with Good Corporate Governance Principles • Compliance with Regulations, Laws, and Rules • Environmental and Social Impacts of Business Operations • Transparent Communication and Disclosure	• Strict Compliance with Relevant Laws, Regulations, and Rules • Adherence to Good Corporate Governance Principles • Management of Environmental and Social Impacts from Business Operations • Transparent and Verifiable Information Disclosure	• Communication through Media-Related Activities, such as Press Conferences, Interviews, and Press Releases • Annual Reports and Sustainability Reports • Company Website and Social Media Platforms • Channels for Receiving Complaints/Suggestions