

Responsible Marketing Communication Policy

Chularat Hospital Public Company Limited

Chularat Hospital Public Company Limited and its subsidiaries (the “Company”) are committed to conducting business with integrity, transparency, and accountability to society. Recognizing the significant influence of marketing communications on consumer decision-making and the Company’s reputation, the Company has established this Responsible Marketing Communication Policy to ensure that all communications reflect the highest standards of responsibility and professionalism.

1. Integrity and Transparency in Marketing Communications

The Company shall ensure that all marketing communications are accurate, complete, and presented in a clear, precise, and unambiguous manner. Communications shall refrain from any misleading statements, imagery, or symbols, and shall not contain exaggerated or unsubstantiated claims. All promotional campaigns, including associated terms and conditions, shall be clearly and comprehensively disclosed to ensure that service users are fully informed.

2. Compliance with Laws and Ethical Standards

The Company shall conduct all marketing communications in strict compliance with applicable laws, regulations and industry standards relating to advertising and consumer protection. The Company shall uphold the highest standards of marketing ethics, including refraining from unfairly disparaging competitors and ensuring that all information is sourced and derived from credible and regulatory-approved sources.

3. Consideration of Social Impact and Protection of Youth

The Company shall ensure that all marketing communications are socially responsible and do not promote harmful behaviors. Communications must provide balanced, accurate, and comprehensive information regarding healthcare services and guidance. The Company shall avoid the use of messaging, imagery, or content that could perpetuate bias, discrimination, or cause harm to any individual or group. Marketing content shall be appropriate for general audiences, with particular attention to protecting minors and youth and promoting positive social values.

4. Respect for Consumer Privacy

The Company shall inform consumers and obtain their consent prior to the collection, use, or processing of any personal data. Consumers shall be provided with clear options to opt out of marketing communications at any time. The Company shall implement robust measures to prevent unauthorized access, misuse, or disclosure of customer data across all business units.

5. Employee and Business Partner Guidelines

The Company requires that all employees engaged in marketing activities receive comprehensive training on ethical standards and responsible practices in all forms of marketing communications. The Company also promotes adherence to these standards among its business partners to ensure consistency and accountability across all marketing channels. Any marketing communications deemed inappropriate or non-compliant with this Policy must be promptly reported to management for review and corrective action.

6. Monitoring, Oversight, and Reporting

The Company shall implement systematic monitoring and periodic review of all advertising and marketing content to ensure compliance with this Policy. In the event of any breach or deviation, the Company will take immediate corrective action and, where necessary, notify affected consumers in a timely manner. Consumers and customers are provided with clear channels to submit complaints or seek verification regarding marketing communications.

Employees who observe any potential violations of this Policy are encouraged to report them directly via 02-0332900 ext. 3325.

The Company shall periodically review and update this Policy, as well as associated practices and procedures, to ensure that all marketing communications consistently adhere to the principles of responsible, ethical, and socially accountable conduct.