

Consumer - Responsible Marketing Communication Policy

Chularat Hospital Public Company Limited

Chularat Hospital Public Company Limited and its subsidiaries (the “Company”) recognize the importance of marketing communications and their influence on consumer decision-making, particularly in the healthcare services sector, which is highly sensitive and directly tied to public trust, safety, and quality of life. The Company is therefore committed to ensuring that all marketing communications are conducted responsibly, guided by principles of ethics, professional integrity, and strict compliance with applicable laws. Our approach is designed to uphold fairness, transparency, and the highest standards of consumer protection.

Key Principles of the Policy

1. Accuracy, Clarity, and Verifiability

All advertising, publicity, and marketing communications must be accurate, clear, and verifiable. Information shall not be overstated and must be supported by reliable references. The use of language or imagery that may mislead consumers regarding treatment outcomes, service quality, or patient safety is strictly prohibited.

2. Avoiding Unrealistic Expectations

Marketing communications shall not guarantee treatment outcomes or employ absolute claims, such as “completely cured” or “the best method”, unless supported by credible medical evidence. Furthermore, communications must not exploit fear or create unwarranted alarm as a means of influencing consumer decisions.

3. Respect for Patient Rights

Patient information, images, and personal stories shall only be disclosed with the patient’s explicit and informed consent. The use of case studies or testimonials must uphold the highest ethical standards and comply fully with applicable personal data protection laws, including the PDPA.

4. Compliance with Laws and Regulatory Guidelines

All marketing communications must strictly adhere to applicable laws and regulatory requirements, including the Private Hospital Act, the Consumer Protection Act, announcements issued by the Ministry of Public Health, and the professional guidelines of the Medical Council. The promotion of controlled medicines or treatments that may compromise medical ethics is strictly prohibited.

5. Transparency in Pricing

All promotional offers, packages, or marketing campaigns must clearly and accurately disclose terms, conditions, pricing, and any applicable limitations. Any additional or potential charges associated with the services must be fully communicated and must not be concealed from consumers.

- **Governance and Evaluation**

The Company shall appoint a dedicated team or responsible personnel to rigorously review all marketing communications, including content and presentation, prior to dissemination. Periodic evaluations shall be conducted, and consumer feedback or complaints shall be actively considered to ensure continuous improvement and uphold the highest standards in marketing practices.

- **Fostering an Ethical Organizational Culture**

The Company promotes a culture in which employees across marketing, public relations, and related functions fully understand their responsibilities and consistently uphold ethical standards. This commitment reinforces a trustworthy and transparent corporate image in healthcare, while ensuring that consumer rights are respected and prioritized.

The Company shall conduct regular reviews of this policy and continuously refine related practices to ensure that all business operations fully align with the principles of responsible marketing communications, safeguarding consumer interests with integrity and transparency.