

Business Ethics Handbook



*"We work for the happiness
and prosperity of our society"*

A handwritten signature in white ink, appearing to read "S. S. S. S.", located in the lower right quadrant of the cover.

Vision

- Amarin is Thailand's leading company in content business delivering knowledge, pleasure through "Total Amarin Experience".
- Amarin enhances Quality of Life among all customers.
- Amarin strives for organizational happiness and unity as "One Amarin Family".

Mission

We work for the happiness and prosperity of our society.

Scope of Enforceability

This Business Ethics Handbook is applicable to Amarin Printing and Publishing Public Company Limited and the subsidiaries ("Company").

1. Observance of applicable laws and regulations

The Company has always been in compliance with the applicable business laws, regulations and regulatory requirements as well as the Company's regulations and has issued the following guidelines:

1. Directors, executives and employees must comply with the laws, regulations, requirements and respect local custom and tradition in carrying out its business.
2. Directors, executives and employees must strictly comply with the laws and Company's regulations.
3. Directors, executives and employees must comply with the regulations set by The Securities and Exchange Commission and The Stock Exchange of Thailand or other relevant public agencies applicable to the Company's business operations.
4. Directors, executives and employees must perform their duties with integrity and with the due interest of the Company in mind and they must not aid, support or encourage any attempts to circumvent the laws.
5. Directors, executives and employees must provide cooperation to relevant regulatory bodies and report any violations or non-compliance to such regulatory bodies.

2. Handling of Conflict of Interest

The Company places great importance to this policy because the existence of conflict of interest may put the Company's business at risk and therefore, has set out guidelines for its directors, executives and employees as follows:

1. Directors, executives and employees must avoid situations that pose potential conflict of interest in their dealing with partners or third-parties. However, if the situation is unavoidable, the directors, executives or employees must conduct the business with the best interest of the Company in mind.
2. Directors, executives and employees may involve in outside activity or take up position in other organizations such as being a director, executive, advisor, representative or employee of another organization, provided such activities do not lead to conflict of interest whether directly or indirectly.

3. Directors, executives or employees may be director, partner or advisor in other companies, organizations or other business associations provided they have the approval from Group Chief Executive Officer, or from the meeting of the Board, in case of directors.

4. Directors, executives or employees must avoid transactions that are connected to the Company. If a transaction is considered a connected transaction according to the Notification of Stock Exchange of Thailand, and/or Securities and Exchange Commission, the Company must ensure strict compliance with the rules and procedures regarding information disclosure by listed companies for such transaction.

5. If an executive, employee or family member is involved or is a partner in any business which may create conflict of interest with the Company, written notification on this situation must be reported to Group Chief Executive Officer. For situation where a director or his/her family member is involved, the written notification has to be given to the Chairman of the Board.

3. Use of the Company's Information

The Company believes that it is the duty of directors, executives and employees to use the Company's business information in an appropriate manner and to properly maintain its confidentiality and has issued the following guidelines:

1. Directors, executives and employees must not disclose information which is confidential or considered confidential that may be damaging to the Company. The information includes but not limited to electronic data, financial data, corporate policies and other information. This guideline is still applicable even if they are no longer employed as the Company's directors, executives or employees.

2. Directors, executives and employees must not use internal data for the benefits in trading of the Company's stocks or provide third-party with internal information to benefit from stock trading. If directors, executives or employees hold any securities, they must inform the Company of such ownership and provide the information on a quarterly basis.

3. Internal information may not be used to benefit any business competing with the Company or any related business.

4. Directors, executives and employees must be responsible for maintaining confidentiality of information on shareholders, customers, partners, creditors and employees by not disclosing such information without approval from the owner of the data except the disclosure is done according to the laws, regulations, requirements or any conditions under which the Company is obligated. Improper and unlawful access to confidential information of those people is also prohibited.

4. Responsibility to the Company and its Assets

The Company considers it the responsibility of directors, executives and employees to promote and maintain the Company's reputation to the best of their efforts and to utilize the Company's assets in an economical and efficient way in order to increase the operation capabilities and has set up the following policies:

4.1 Responsibility to the Company

1. Directors, executives and employees must at all times perform their duties with utmost care to avoid causing damages to the Company's stakeholders and reputation.

2. Directors, executives and employees must act honorably to earn the respect of the society and behave appropriately to their positions, and responsibilities.

3. Directors, executives and employees must refrain from offering or giving a favor or anything of value to a third-party to influence the person to do or omit to do activities that are unlawful or improper to his/her duty.

4. Directors, executives and employees are prohibited from requesting or accepting any favor or anything of value which may influence them to do or omit to do their duties or in a way that may cause the Company to lose its rightful benefits.

5. Directors, executives and employees should avoid giving or accepting gifts or any presents from partners or business-related persons except for gifts of reasonable value given during holiday seasons or conventionally accepted occasions provided it is not related to any business obligation.

6. Directors, executives and employees should avoid offering or accepting entertainment or hospitality considered more lavish than normal business practice from individuals with business related to the Company.

4.2 Responsibility for the Company's Assets

Directors, executives and employees must utilize the Company's assets in an economical and most efficient manner and help to protect the assets from loss or damages as well as report the lost or damaged assets to appropriate personnel for further action.

Directors, executives and employees must not misuse the Company's assets or use the assets for personal interests or for activities outside business operations unless approved by their management.

Directors, executives and employees must not sell, give, borrow, lend or transfer the Company's assets without approval regardless of the value or condition of the assets.

Business data and documentation are significant assets of the Company. Each unit is required to determine the retention period, confidentiality level of the documents and store them in a complete and traceable manner.

5. Treatment of Stakeholders

The Company recognizes and values all stakeholders including shareholders, employees, customers, partners, creditors, competitors, society, the public at large and the environment.

5.1 Policy and Treatment of Shareholders

The Company recognizes and respects the right and equality of shareholders, and strives to efficiently conduct the business to provide reasonable and sustainable return to shareholders and has set the guidelines as follows:

1. The Company respects the right and the equality of shareholders to receive the Company's material news and information which may impact their decision including the operating results, financial reports and other information as stipulated by the Stock Exchange of Thailand and the Securities and Exchange Commission.

2. The Company will report the Company's status and future direction to shareholders in an equal, consistent, accurate and complete manner.

3. The Company recognizes the right and equality of shareholders in the shareholders' meetings and consistently acts in compliance with the notifications, regulations and requirements stipulated by the Stock Exchange of Thailand and Securities and Exchange Commission.

4. The Company will perform and carry out the business with integrity. Decisions will be made based on careful and thorough consideration ensuring equitable treatment of all shareholders.

5. Directors, executives, employees and related parties must not use internal information not yet made available to the public, to gain any benefits which may lead to conflict of interest with the Company.

5.2 Policy and Treatment of Employees

The Company recognizes and values each of its employees because employees are an integral contribution to the achievement of the Company's goals. The Company encourages and supports the development of good corporate culture and workplace and has set up the following guidelines:

1. The Company is committed to act strictly in compliance with the laws and regulations regarding employees.

2. Executives shall behave and set a good example on ethical, moral and decent behavior standards.

3. Executives and employees shall treat their colleagues with politeness and with respect at all times.

4. Provide appropriate and fair compensation to all employees in accordance with the Company's operating results and the employees' performance.

5. Appoint, transfer, reward employees and take disciplinary actions fairly and transparently with good faith and on the basis of employees' knowledge, competency and suitability.

6. Give attention to the development of employees' skills and capabilities by giving fair and equal opportunity to all employees.

7. Open up and listen to feedbacks and recommendations from all levels of employees.

8. Avoid unfair treatment which may potentially impact job security or create psychological pressure on employees.

9. Arrange and maintain safe and healthy workplace for the safety of employees' lives and assets.

10. Provide channels for employees to file complaint in case of being subject to unfair treatment against the Company's regulations.

5.3 Policy and Treatment of Customers

The Company is committed to build confidence and provide maximum satisfaction for its customers because customers are a key factor to the achievement of the Company's goals and thus, has set up the following guidelines:

1. The Company recognizes the importance of customers and is committed to build confidence and provide maximum satisfaction by delivering good services and quality output at reasonable price as well as to maintain good and sustainable relationship with customers.
2. The Company will have in place a quality support system to ensure customer satisfaction by treating all customers equally and fairly.
3. Directors, executives and employees must set up a complaint management system to allow customers to file a complaint regarding services or business operations and provide quick and responsive handling of the issues.

5.4 Policy and Treatment of Partners and/or Creditors

The Company takes into account integrity, equality and fairness, when dealing and sharing benefits with its partners and adheres to the good and fair business practice guidelines in dealing with creditors. With regard to this, the Company has set up the following guidelines:

1. Executives and employees must develop and maintain sustainable relationship with partners and build mutual trust.
2. Executives and employees must organize a complaint management system to receive complaints on its services and business operations and ensure quick responses.
3. No demand, receiving or paying any form of bribes to partners and/or creditors.
4. Executives and employees must not give false publicity or intentionally misleading information to its partners.
5. Strictly comply with the terms agreed with creditors regarding payments, maintenance of security, security deposit and other applicable terms.
6. Executives must manage the Company so creditors are confident in the Company's financial position and ability to repay the debts.
7. In the event the Company is unable to fulfill its obligation to partners and/or creditors, the Company will promptly inform the partners and/or creditors in order to find proper resolutions.
8. The Company must disclose accurate and complete financial information to its creditors.

5.5 Policy and Treatment of Competitors

The Company has made it a policy to compete and treat its competitors in a fair and lawful manner with strict adherence to applicable laws and regulations and has set up the following guidelines:

1. Adhere to the law and good ethics.
2. Avoid damaging competitors' reputation or untruthfully and unduly seek competitors' trade secret for the benefits of the Company's operations.

3. Executives and employees must not act in violation of other people or competitors' intellectual property rights.

4. The Company must provide accurate and factual information regarding the quality and characteristics of its products and services to the press or public advertisement.

5. Not enter into a contract or agreement which may unreasonably result in the decrease or elimination of business competition.

5.6 Responsibility towards Society, General Public and Environment

The Company pays great attention to the society, public at large and the environment and is committed to conducting businesses that are beneficial to the society, the public and the environment while fostering the value of good citizenship to all employees so they live their lives for the benefit of the society, the public and the environment. Thus, the Company has issued the following guidelines:

1. Directors, executives and employees must act as good citizens by strictly abiding by the laws and/or regulations issued by relevant regulatory bodies and consistently providing cooperation to the public agencies.

2. Directors, executives and employees must work together within the communities to support and promote the quality of life, energy conservation, environment preservation for the overall social advancement.

เป็นมิตร
การมีศิรียา ท่าทาง และการพูดจา ที่แสดงถึง ความมีมนุษยสัมพันธ์ที่ดี ต่อผู้อื่น

- ยินดีช่วยเหลือด้วยความเต็มใจ
- แสดงออกซึ่งความเป็นกันเอง
- ใฝ่ศึกษาค้นคว้า
- ยิ้ม ทักทาย

ว่องไว
การมีพฤติกรรมเชิงรุก รวดเร็ว บริหารเวลา ได้อย่างมีประสิทธิภาพ

- กระตือรือร้น
- มีไหวพริบ
- ตรงต่อเวลา
- ลดขั้นตอน

ใฝ่รู้
เป็นผู้ที่แสวงหาความรู้ เพื่อเพิ่มทักษะ ทำให้เป็นผู้รู้ลึก รู้จริง

- รักการอ่าน
- เชี่ยวชาญในงาน
- แสวงหาความรู้อยู่เสมอ
- ฉลาดในการถามและหาคำตอบ

มุ่งสู่ผลสำเร็จ
เป็นผู้มุ่งมั่น กุ่มกอบ เอาใจใส่ เพื่อทำงานให้สำเร็จได้อย่างมีประสิทธิภาพ

- ไม่ยอมแพ้ต่อปัญหาอุปสรรค
- มีความอดทน
- กัดไม่ปล่อย
- มุ่งมั่นจริงจังไม่เข้าขำขม

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3. Directors, executives and employees must ensure that business activities conducted by the Company will not be damaging to the quality of life, community, society and environment.

4. Directors, executives and employees must consistently and actively instill social responsibility mindset to employees at all levels.

6. Compliance with the Business Ethics

It is the responsibility of directors, executives and employees to strictly comply with the guidelines outlined in this Business Ethics Handbook. In addition, management of all levels are required to ensure that their subordinates are aware of this handbook and act accordingly.

7. Filing Complaints on Corporate Governance and Business Ethics Issues

The Company has appointed the Company Secretary as the point of contact to receive complaints regarding corporate governance and business ethics issues. Complaints can be sent to the following address:

Via postage mail:

Secretary of Amarin Printing and Publishing Public Company Limited

378 Chaiyaphruk Road, Taling Chan Sub-district,

Taling Chan District, Bangkok 10170

Via email: secretary@amarin.co.th

Date

I,, an employee of Amarin Printing and Publishing Public Company Limited and the subsidiaries, have received the Business Ethics Handbook and have already read and understood its content.

(Signed)