

Marketing & Advertising Ethics

Siam Global House Public Company Limited, (the "Company") committed to conducting marketing and advertising operation activities with integrity and morality to create satisfaction and build long-term relationships with customers by adopting business concept and social responsibility to determine as practices guidelines as follows;

- 1) The Company must provide consumers with accurate and complete descriptions about its products/ services in all marketing channels of the Company both online and offline channels and also disclose the facts that may occur from the use of products to help them make buying decisions based on actual information.
- 2) The Company must not make exaggerated claims about its products/services in both social and environmental qualification and impacts to avoid misleading consumers.
- 3) The Company must abstain the sale promotion with deception and deliberate the content of advertisements and its appropriateness to avoid negative impacts on consumers of all ages, such as the elderly and children. It must also take into account gender equality, sociocultural issues and good moral values.
- 4) The Company must not give distorted information, cyber bully, and not negatively refer to the products/services of competitors or other brands.