

Responsible Marketing and Communication



Challenges and Opportunities

In the global sports media and content industry, marketing communications related to live broadcasting rights are inherently complex. They encompass detailed terms and conditions governing rights usage, viewing restrictions, pricing structures, and distribution platforms. Any ambiguity or misrepresentation may result in customer misunderstanding, complaints, and potential legal or reputational risks, ultimately undermining stakeholder confidence and long-term enterprise value.

Amid these industry dynamics, the acquisition of exclusive broadcasting rights to the Premier League and FA Cup for six seasons across three countries represents a significant strategic milestone for JAS. Beyond its commercial value, this exclusivity reinforces our commitment to advancing positive societal impact and strengthening governance standards in marketing practices. It also underscores our alignment with principles of transparency, fairness, and accountability, consistent with international best practices among leading sports rights holders and content providers.

By upholding accountable advertising practices, the Company fosters enduring trust with football audiences, commercial partners, regulators, and stakeholders, while mitigating potential disputes. This dedication not only strengthens stakeholder relationships but also contributes to the sustainable growth and resilience of the Company's sports content business over the long term.

Management Approach

The Company has prescribed marketing communication guidelines to ensure the systematic management of Premier League broadcasting rights. These guidelines define the appropriate use of images, logos, and intellectual property in strict compliance with licensing agreements across all 4Os Media channels (Out-of-Home, Online, On-Air, and On-Ground) as well as through official fan pages and other social media platforms.

All promotional materials are subject to a formal review and approval process by the Legal Department. For major campaigns, prior approval from the Premier League is required in accordance with contractual obligations, ensuring that all communications relating to matches, clubs, and players are accurate, complete, and aligned with the Premier League's brand standards.

In addition, the Company strictly complies with applicable laws and ethical advertising standards, including the Consumer Protection Act and the advertising and marketing communication guidelines of the Advertising Association of Thailand. Furthermore, the Company maintains respect for the intellectual property rights of the Premier League and its affiliated clubs.



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Accuracy and Transparency in Advertising

The Company provides comprehensive and transparent product and service information, including service terms and viewing limitations, to safeguard consumer rights and enable informed, responsible decision-making. Pricing, subscription

packages, payment methods, cancellation conditions, and refund policies are communicated clearly and in an easily understandable manner. The Company also maintains robust oversight of business partners to ensure that communications are accurate, transparent, and aligned with Premier League requirements and standards.

Beyond transparency in disclosure, JAS is dedicated to responsible content selection and presentation, taking into account potential social impacts and the interests of vulnerable groups. Marketing communications are guided by the core values of the Premier League (Ambitious, Inspiring, Connected, and Fair), while upholding respect for diversity across race, religion, and culture. The Company strictly prohibits content that promotes violence, discrimination, or gambling, and instead emphasizes the positive values of sport, including fair competition and sportsmanship. Coverage is presented in a balanced and equitable manner across all teams to help foster unity among football fans.

Marketing communication efforts are regularly monitored and evaluated through social media sentiment analysis, engagement and conversion metrics, consumer feedback and complaints, as well as satisfaction surveys. Insights derived from these assessments are used to refine advertising content, service plans, and related offerings, reinforcing JAS's commitment to transparency, accountability, and sustainable value creation.

Communication Channels and Complaint Management

JAS provides multiple communication channels to enable customers to conveniently seek information, provide feedback, and submit complaints. The Company prioritizes accurate, clear, and timely responses, supporting informed customer engagement and effective issue resolution.



Communication Channels for Customers

- Call Center and Live Chat via streaming application
- Social media platforms
- Frequently asked questions (FAQ) on digital platforms

In addition, the Company has assigned a dedicated team responsible for receiving and managing complaints related to advertising and service delivery. A formal escalation mechanism is in place for complex cases or issues with potential widespread impact, such as advertising messages that may cause misunderstanding, a sudden increase in complaints, or matters concerning licensing rights and contractual obligations. The process entails cross-functional review, verification of relevant information, and the implementation of corrective actions in accordance with internal policies and applicable laws.

To strengthen customer relationships, remediation mechanisms are established to address potential consumer impacts. In cases where service delivery do not align with advertised representations, appropriate corrective measures, including compensation or refunds, are considered. Findings from complaint reviews and escalation processes are systematically applied to enhance communication standards, improve service quality, and reinforce internal oversight, thereby promoting customer confidence and long-term trust.



Complaints related to non-transparent advertising or services inconsistent with terms and conditions.

In 2025

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