

# Supply Chain Management



## Challenges and Opportunities

Effective digital supply chain management is a strategic driver in ensuring business continuity and enhancing competitiveness amid global uncertainties and rapid technological change. The Company recognizes that meaningful collaboration with suppliers is essential for building a strong and sustainable business ecosystem, particularly in the context of increasingly stringent social and environmental regulations, as well as rising expectations from all stakeholders. Joint partnerships with the Company's suppliers enables JAS to navigate challenges related to media ethics, data protection, and the environmental impacts of digital infrastructure. Through these collective efforts, the Company aims to deliver long-term sustainable value for all stakeholders.

## Commitment to Responsible Business Operations

JAS is committed to optimizing supply chain management across the entire process of digital content creation and delivery. This includes minimizing potential negative impacts on both social and environmental dimensions arising from the Company's and its suppliers' business activities, such as intellectual property infringement and resource consumption, while ensuring transparency and traceability. Moreover, the Company has established policies aligned with applicable laws and international standards, and has systematically integrated ESG considerations into its procurement processes and supplier selection. The Company also places strong emphasis on developing the capabilities of its employees and suppliers to enable the creation of responsible content that reflects accountability to society and all stakeholder groups.

## Management Approach

- Stipulate a Sustainable Procurement Policy that embeds responsibility towards the environment, society, and governance (ESG), promoting transparent and sustainable operations
- Develop a Supplier Code of Conduct that addresses human rights, labor standards, occupational health and safety, environmental impact, and governance practices
- Determine economic, social, and environmental criteria for the selection of both new and potential suppliers while continuously monitoring and assessing their operations
- Conduct annual supplier assessments covering ESG evaluations and collaborate with high-risk suppliers to provide suggestions for improvements
- Provide training programs for employees and suppliers to enhance sustainable supply chain management capabilities

## Sustainable Procurement Policy

JAS places strong emphasis on effective, transparent, and accountable supply chain management, with the aim to drive sustainable business growth alongside its suppliers. This approach is guided by its commitment in environmental stewardship, social responsibility, and strong corporate governance and ethical business practices. Accordingly, the Company has established a Sustainable Procurement Policy that aligns with its sustainability framework, as well as applicable laws and regulations, to enhance competitiveness and foster long-term partnerships. The policy encompasses operational guidelines for executives, employees, suppliers, and all relevant stakeholders, ensuring that procurement processes are conducted in a fair, transparent and accountable manner. In addition, the Company encourages engagement with

suppliers who operate with integrity, uphold fair labor practices, comply with environmental and safety standards, and contribute to community and social development, thereby promoting shared value creation and sustainable growth for all.

For more information, please visit these links.



[Sustainable Procurement Policy](#)

## Supplier Code of Conduct

The Company has developed a Supplier Code of Conduct grounded in sustainable development principles, encompassing comprehensive guidelines that cover human rights, labor standards, occupational health and safety, environmental stewardship, and business ethics. This framework is designed to encourage suppliers to effectively integrate environmental, social, and governance practices into their operations. The Company actively promotes strict adherence to labor and human rights standards among its suppliers, emphasizing non-discrimination, the provision of fair compensation that meets living expenses, and the promotion of safe and healthy working conditions. It also underscores the importance of efficient resource utilization, pollution reduction, and the adoption of alternative energy sources to minimize environmental impact. In addition, the Company places importance on conducting business with transparency and integrity, free from corruption. Suppliers are encouraged to disclose their social and environmental performance, as well as the measures undertaken to mitigate negative impacts on society and the environment. At the same time, the Company supports free and fair competition and stands ready to collaborate with suppliers who align with these principles to strengthen a resilient and sustainable supply chain.

## Suppliers who have acknowledged the Supplier Code of Conduct in 2025

49 suppliers | or 100%\*

\*Number of suppliers of JAS

## Supplier Segmentation

The Company's suppliers consist of both goods and service providers. To ensure effective supply chain management, the Company has established criteria to identify key suppliers across both direct (Tier 1) and indirect (Non-Tier 1) categories, as outlined below:

### Criteria for Critical Tier 1 Suppliers

1. Suppliers representing the highest 60% of the Company's total purchasing value
2. Suppliers with strategic importance or specialized expertise directly related to the Company's business, which cannot be easily substituted
3. Suppliers who have worked with JAS for a minimum of 5 years

Based on these criteria, the Company has identified 5 Critical Tier 1 suppliers, accounting for 10.2% of the Company's total supplier base.

### Criteria for Critical Non-Tier 1 Suppliers

1. Suppliers who provide important materials or services to the Company's Critical Tier 1 suppliers, where disruption would affect the ability of Critical Tier 1 suppliers to deliver goods or services to JAS

## Supplier Category

	Number of Suppliers*	Proportion of Total Suppliers
Tier 1 Suppliers	49	100
Critical Tier 1 Suppliers	5	10.2
Critical Non-Tier 1 Suppliers	2	

\*Number of suppliers of JAS

## Supplier Screening and Selection

JAS has established guidelines for the selection of both new and existing suppliers, ensuring that procurement processes are aligned with its sustainability practices. Economic, social, and environmental considerations are integrated as key factors in the supplier evaluation process. All suppliers are required to formally acknowledge and comply with the Company's Supplier Code of Conduct, Sustainability Policy, and requirements related to safety, occupational health, and the environment, as well as other relevant corporate policies. This approach ensures the effective integration of sustainable supply chain management practices in accordance with international standards, while supporting long-term, sustainable growth for both the Company and its suppliers.

### ESG-Based Supplier Selection Criteria

#### New Suppliers

1. Must have no conflict of interest with the Company's business
2. Must pass the Company's preliminary assessment covering occupational health and safety, human rights, social responsibility, and environmental aspects
3. Must acknowledge and comply with the Company's Supplier Code of Conduct, with clear operational practices aligned accordingly
4. Must be capable of delivering products and/or services within the agreed timeline, with appropriate quality and reasonable pricing

#### Existing Suppliers

1. Must have no conflict of interest with the Company's business
2. Must pass the Company's preliminary assessment covering occupational health and safety, human rights, social responsibility, and environmental aspects

3. Must acknowledge and comply with the Company's Supplier Code of Conduct, with clear operational practices aligned accordingly
4. Must be capable of delivering products and/or services within the agreed timeline, with appropriate quality and reasonable pricing

### Supplier Risk Assessment

JAS has established a continuous process to monitor, audit, and evaluate supplier performance, with a focus on assessing economic and ESG-related risks on an annual basis. This approach promotes ethical awareness and strengthens compliance with the Company's established standards, ensuring that all suppliers operate in strict alignment with the Supplier Code of Conduct. In cases where a high-risk supplier is identified, the Company will provide guidance and collaborate closely with the supplier to improve processes, mitigate risks, and enhance overall performance. Such collaboration serves as a fundamental foundation for fostering sustainable business growth in the long term.

The Company adopts a risk assessment approach comprising two key methods:

1. **Self-Assessment:** Suppliers are required to conduct a self-assessment through the Company's evaluation system. For suppliers receiving a score of less than 50%, the Company will provide recommendations and collaborate with them to improve relevant processes, mitigate risks, and enhance overall performance.
2. **Onsite Audit:** Suppliers with a self-assessment score of less than 40% will be subject to an onsite audit conducted by the Company's representatives at the supplier's premises. This audit covers a comprehensive range of criteria across economic, governance, social, and environmental dimensions. Where risks are identified, suppliers are required to submit

a corrective action plan to the Company for further improvement.

## Supplier Risk Assessment Results

The overall average ESG risk assessment score was 89%, with the following average scores by dimension:

Economic		97%
Governance		90%
Environmental		66.5%
Social		93%

Based on the results, the environmental dimension recorded the lowest average score. Approximately one-third of suppliers still lack environmental policies and defined environmental targets. In addition, about half of the suppliers do not systematically collect environmental performance data and lack environmental certifications. These gaps may pose risks of negative environmental impacts from operational practices, as well as potential legal risks related to non-compliance with environmental regulations. These insights will inform the development of targeted initiatives to enhance supplier capabilities and support sustainable growth across the supply chain.

## Credit Term

The Company has established standard payment terms of 30 days, with an average credit term for 2025 remaining at 30 days. The credit terms for each supplier are determined based on the supplier category, nature of work, and other relevant factors, such as the requirements of purchases. Details and conditions regarding invoicing requirements, payment conditions, and related procedures are clearly communicated with each supplier from the outset of the business relationship to ensure transparency and mutual understanding.

## Capacity Building for Employees and Suppliers

The Company strives to enhance the capabilities of both suppliers and employees who are involved in supply chain management, with the aim of promoting sustainable business practices across the entire value chain.

## Employee Capacity Development Program

In 2025, the Company organized a “Sustainable Supply Chain: Driving Organizational Sustainability through Supply Chain Management” workshop for 35 employees whose roles and responsibilities relate to finance, procurement, and other relevant functions. The training aims to enhance understanding of sustainable supply chain principles and management practices, including components and scope of the supply chain, the distinction between supply chain and value chain, relevant international standards, and approaches to driving sustainable supply chains in accordance with the guidelines of the UN Global Compact. This enables the application of knowledge to improve operational processes related to suppliers and business partners while considering the holistic impacts to the environment, society, and the economy.



## Supplier Capacity Development Program

Results from previous assessments indicated that many suppliers face challenges in environmental impact reduction. In response, in 2025, the Company organized training programs and collaborative activities with suppliers to enhance their knowledge and understanding of climate change and environmental impact mitigation. Key initiatives include:

- 1. Training on “Introduction to Greenhouse Gas Management”:** This training aims to build fundamental knowledge and understanding of climate change and basic greenhouse gas management, enabling suppliers to begin integrating these concepts into their operations. A total of 6 suppliers participated in this program.
- 2. Sustainable Innovation:** The Company encouraged suppliers to adopt the PEEP Share application to enhance efficiency and reduce travel and resource consumption, thereby contributing to the reduction of Scope 3 greenhouse gas emissions across the Company’s supply chain.
- 3. Enhancement of the Supplier Code of Conduct:** The Company communicated the Supplier Code of Conduct to new suppliers. The Company also promoted awareness of the importance of anti-corruption practices to suppliers and encouraged them to join the Thai Private Sector Collective Action Against Corruption (CAC), of which the Company is a member, to promote good corporate governance throughout the value chain.

### Mitigation Plan for High-Risk Suppliers

For suppliers with assessment scores below 50%, the Company emphasizes a collaborative approach to enhance standards and performance. This includes the development and implementation of a Corrective Action Plan (CAP), which may involve providing in-depth guidance on sustainability risk assessments, supporting the development

of environmental and human rights policies, and establishing quality control systems for products and services. These measures aim to reduce structural risks and strengthen confidence in shared business continuity, while fostering long-term, sustainable partnerships.