

Sustainability Strategy Development

East Coast Furnitech Public Company Limited (the "**Company**") has operated its business under the principles of good corporate governance, prioritizing the business development along with personnel development. The company believes that "personnel" is one of important resources to drive the organization and is an important part in responding the needs of the stakeholders in a balance manner. Apart from personnel development to enter into the sustainability, the Company also takes into account the development of communities, society and environment to grow in parallel with the Company's sustainable development by setting it as a strategy to be the framework for development as follows:

Human resource development

The company is always aware that business will grow only under a good, quality, and safe society. The social responsibility of the company is, therefore, not limited to our people but also goes beyond to external parties and society at large.

- Develop the all-around to create good people:

The company clearly identifies basic characteristics that everyone in the organization has to have as well as required skills for each position. These specifications will become the guidelines for skill development and enforcement of related rules, regulations, and laws and will drive innovation through technology and learning organization in order to create good and talented people for the company and society.

- Create a work-life balance:

We recognize the importance of our employees. If our employees are happy in their professional and personal life, this will create a healthy work-life balance which will ensure success, security, and growth for our employees, organization, and society.

- Build trust with stakeholders:

The company treats its stakeholders with fairness and under good governance. It focuses on the effect that might result from its process and is willing to listen to the opinions of internal and external stakeholders through meetings and other channels for organizational improvement and mutual benefits. The company discloses information on its conduct, operations, and management which is transparent and accountable in its annual report, website, and quarterly as well as yearly business reports. It also presents past year's performance at the annual shareholders' meeting at least once a year.

- Emphasizing on listening to opinions of personnel in an equality manner.
The Company is aware that personnel are an important resource to drive the organization.
- Encouraging personnel to voluntarily do good for society
The Company is aware of the importance of promoting employees for public minds in order to create a pleasant society both inside and outside the organization.

Business Development

The company's key goal is to create a balance of its return or profit through sufficient and continuous approach based on good corporate governance, transparency and disclosure, appropriate risk management, and recognition of benefit sharing to all stakeholder groups. Its major development strategies are as follows:

- Increase competitiveness through quality products and services and responsibility under the motto "***Buy, manufacture, and deliver good products***":
The company sets its goals to drive business growth, create sustainable value for stakeholders, build competitive advantage, and reduce its impact on the environment in all processes.
- Expanding business by investing in other businesses apart from manufacturing and selling furniture:
The company has a strategy to ensure its security by expanding its investment in other businesses with a focus on long-term value investing for the organization and stakeholders in order to increase revenue and ensure financial security. Before pursuing any new investments, the company conducts a careful feasibility study for the project and creates a risk management plan that complies with the related standards.

Community and Environment Development

The company prioritizes resource optimization and regeneration.

- Creating careers and incomes for communities
The Company believes that if the community is strong, the Company's businesses shall possibly continue to steadily develop, the Company therefore focuses on creating careers and incomes for people in the community for better quality of life and self-reliance.
- Support of budget to allow society to have opportunities in terms of education, religious maintenance and hospital support to enable community people to thoroughly access medical care.
- Green space:
The company focuses on developments that increase employees' intelligence and spark actions in delivering outcomes that minimize environmental impact. The developments are intended to cover all

business processes and promote product innovation development that aims to reduce environmental impact and improvements that aim to reduce greenhouse gas emission, creating environmental awareness at the individual level.

- Promotion of resource optimization:

The company promotes optimal use of resources in order for employees to recognize resource efficiency and promote resource regeneration. The company also puts up signs to promote water and electricity conservation in various spots of the company.