







## Connection of Stakeholders

The Company operates the business by adhering to good governance, respect to the right of the group of stakeholders and duties of each group are carried out with all of the aforesaid under the Company's concern on either both positive and negative impact, or both direct and indirect impact for equally getting satisfactions from the Company's stakeholders of all groups.


Stakeholders	Expectation	Reaction	Connection Guideline
<p style="text-align: center;"><b>Employees</b></p>  <p style="text-align: center; font-size: small;">designed by freepik</p>	<ul style="list-style-type: none"> <li>(1) Arrangement of fair remuneration in consistency with economic state</li> <li>(2) Career Opportunities and Progress</li> <li>(3) Continuous development of knowledge and competency</li> <li>(4) Occupational health care</li> <li>(5) Work-Life Balance</li> </ul>	<ul style="list-style-type: none"> <li>(1) Emphasize on every level of the Company's employees under equitable and fair employee treatment.</li> <li>(2) Provide return which is appropriate for knowledge and competency of each employee, together with focus on continuous development of potential, and knowledge</li> <li>(3) Policy on safety, occupational health and working environment plan</li> <li>(4) Trainings for personnel's potential development</li> <li>(5) Respect to human right, dignity and basic right in working, as well as not disclose or transmit information or secret of the employee to the third party or unrelated party.</li> <li>(6) Give the employees the opportunity to have</li> </ul>	<ul style="list-style-type: none"> <li>(1) Survey on organizational commitment</li> <li>(2) Employee Comment Box</li> <li>(3) E-mail</li> <li>(4) PR Board</li> <li>(5) Organizing seminars and association activities in different occasions.</li> </ul>

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		<p>communication channel for suggestion and complaint on working. Suggestions shall be considered and corrective method shall be determined for interest of all parties and creation of good relationship in cooperation.</p>	
<p>Shareholders /Investors</p> 	<ol style="list-style-type: none"> <li>(1) Good Corporate Governance</li> <li>(2) Maintaining rights and equality</li> <li>(3) Good and regular returns of investment</li> <li>(4) Good operational performance and sustainability of business operations</li> <li>(5) Careful Risk Management</li> </ol>	<ol style="list-style-type: none"> <li>(1) Realize and emphasize on basic rights of the shareholders</li> <li>(2) Promote and facilitate the right of the shareholders</li> <li>(3) Sufficient Data Disclosure</li> <li>(4) Implementation based on the principles of good corporate governance</li> <li>(5) The Company properly and regularly paid dividend to the shareholders in dividend payout ratio in accordance with dividend payout policy as prescribed by the Company.</li> <li>(6) Business management under the sustainable administration, proper risk management planning</li> </ol>	<ol style="list-style-type: none"> <li>(1) Ordinary and Extraordinary Meeting of Shareholders</li> <li>(2) Disclosure of Data Information via SET Portal Straight Through System of the Stock Exchange of Thailand, and the organizational website</li> <li>(3) Conservation and discussion on query response</li> <li>(4) Web site : <a href="http://www.eastcoast.co.th">www.eastcoast.co.th</a></li> <li>(5) Quarterly Performance Report</li> </ol>
<p>Customers</p>	<ol style="list-style-type: none"> <li>(1) Variety of quality goods and services to fulfil customer needs</li> </ol>	<ol style="list-style-type: none"> <li>(1) Operate manufacturing and distributing business for goods which are safe for</li> </ol>	<ol style="list-style-type: none"> <li>(1) Customer Visit</li> <li>(2) Survey on Customer's Satisfaction</li> </ol>

Stakeholders	Expectation	Reaction	Connection Guideline
	<ul style="list-style-type: none"> <li>(2) Products that are responsible to society and environment, and are reused</li> <li>(2) Convenience of product access</li> <li>(3) Preparedness and rapidity of customer service</li> <li>(4) Reasonable price of goods</li> <li>(5) Confidentiality of customer information</li> </ul>	<ul style="list-style-type: none"> <li>usability by taking into account the user's health and after sales service that create maximum customer satisfaction.</li> <li>(2) Use eco-friendly materials in product manufacturing</li> <li>(3) Arrange communication channel so that customers can complain with the Company. Customer complaint shall be attentive and contingent problems shall be fairly solved for customer</li> <li>(4) Operate the business by adhering to honesty and fairness, not performing acts that violate the right of customer</li> <li>(5) Not demand to receive or agree to receive property or any other interest in bad faith from customers both directly and indirectly.</li> </ul>	<ul style="list-style-type: none"> <li>(3) Co-organize activities with customers</li> <li>(4) Provision of opinion, suggestion, and complaint channel for customers</li> <li>(5) Web site : <a href="http://www.eastcoast.co.th">www.eastcoast.co.th</a> and/ or <a href="http://www.elegathai.com">www.elegathai.com</a></li> </ul>
<p>Business Partners and Business Creditors</p> 	<ul style="list-style-type: none"> <li>1) Fair business doing</li> <li>(2) Management under good governance and transparency of business operation</li> <li>(3) Sustainable business chain management</li> <li>(4) Ability in supporting business operations</li> <li>(5) Co-develop products</li> </ul>	<ul style="list-style-type: none"> <li>(1) Treat business partners under equality.</li> <li>(2) Select business partners that operate business according to law, and comply with manufacturing standard, and safety and environmentally friendly standard</li> <li>(3) Keep business secret or business</li> </ul>	<ul style="list-style-type: none"> <li>(1) Regular holding annual meeting of the business partners</li> <li>(2) Discussion for brainstorming in creative development of products</li> <li>(3). Business partner company visit for hearing opinions and suggestions</li> </ul>

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		<p>information of the business partner</p> <p>(4) Create good mutual relationship and understanding, share knowledge, and mutually and continuously develop and add value to raw materials and goods ordered by the Company.</p> <p>(5) Not demand to receive or agree to receive property or any other interest apart from business agreement.</p>	<p>(4) Anti-corruption Policy</p> <p>(5) Procurement Manual</p>
<p>Business Competitors</p> 	<p>Operate business and compete under transparency and fairness, and compliance with the framework of good competition and honesty.</p>	<p>(1) Compliance with the framework of rule of fair competition</p> <p>2) Not destroy reputation of business competitors with malevolence.</p> <p>3) Not violate intellectual property / copyright.</p> <p>4) Not seek for secret information of business competitors by dishonest or improper means.</p>	<p>Meeting and discussion, opinion sharing, and cooperation in various agenda</p>
<p>Creditors</p> 	<p>(1) Duly interest repayment</p> <p>(2) Profitability of the Company's performance</p>	<p>(1) Strict compliance with conditions entered with financial institution creditor in accordance with borrowing agreement</p> <p>(2) Good financial management to achieve creditors' confidence</p> <p>(3) Properly and duly disclose operating result</p>	<p>(1) Meeting and discussion</p> <p>(2) Proper and punctual disclosure of financial operating information</p>

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		<p>information and financial position.</p> <p>(4) In case of failure to comply with conditions in loans repayment, creditors must be notified in advance for finding a solution and preventing damages together.</p> <p>(5) A meeting is organized to meet financial institution creditors and company visit shall be annually arranged.</p>	

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<p data-bbox="203 300 521 373">Community and Society, and Environment</p> 	<ul style="list-style-type: none"> <li data-bbox="562 300 1102 421">(1) Operate businesses that do not affect the community or the effects caused by the business operations could be managed.</li> <li data-bbox="562 443 1021 517">(2) Effective management of wastes from business operations.</li> <li data-bbox="562 539 1010 564">(3) Participation in community's activities</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="1128 300 1668 373">(1) Create the understanding, reliability and engagement with community.</li> <li data-bbox="1128 395 1668 564">(2) Formulate preventive and corrective measure for impact occurred with community and society as the result of the Company's operation.</li> <li data-bbox="1128 587 1610 612">(3) Good environment conservation system.</li> <li data-bbox="1128 635 1668 708">(4) Evaluation of community relation activities to measure the efficiency to those activities.</li> <li data-bbox="1128 730 1668 884">(5) Culture consciousness and promote educating and training to the employees of all levels in respect of environmental preservation</li> <li data-bbox="1128 906 1668 1123">(6) Promote environmentally friendly use of technologies, machines and raw materials used in production process. For environmentally friendly practical guideline in the production process of the Company.</li> </ul>	<ul style="list-style-type: none"> <li data-bbox="1693 300 2177 373">(1) Community relation activities (engagement with community activities)</li> <li data-bbox="1693 395 2177 517">(2) Regular survey and discussion for hearing opinions and requirements of community and society on yearly basis.</li> <li data-bbox="1693 539 2078 564">(3) Web site : <a href="http://www.eastcoast.co.th">www.eastcoast.co.th</a></li> </ul>