






Connection of Stakeholders


The Company operates the business by adhering to good governance, respect to the right take into account the benefits 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;">Employees</p>  <p style="text-align: center; font-size: small;">designed by freepik</p>	<ul style="list-style-type: none"> (1) Arrangement of fair remuneration in consistency with economic state (2) Career Opportunities and Progress (3) The development of knowledge and competence in areas directly related to the career, and knowledge to be continuously applied in their living. (4) Occupational health care (5) Work-Life Balance 	<ul style="list-style-type: none"> (1) Emphasize on every level of the Company's employees under equitable and fair employee treatment. (2) Provide return which is appropriate for knowledge and competency of each employee, together with focus on continuous development of potential, and knowledge (3) Policy on safety, occupational health and working environment plan (4) Trainings for personnel's potential development (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. (6) Give the employees the opportunity to have 	<ul style="list-style-type: none"> (1) Survey on organizational commitment (2) Journal for "Eastcoast People" (3) Employee Comment Box (4) E-mail (5) PR Board (6) Organizing seminars to educate (7) Activities to meet and socialize on various occasions.

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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> 	<ul style="list-style-type: none"> (1) Good Corporate Governance (2) Maintaining rights and equality (3) Good and regular returns of investment (4) Good operational performance and sustainable of business operations (5) Careful Risk Management 	<ul style="list-style-type: none"> (1) Realize and emphasize on basic rights of the shareholders (2) Promote and facilitate the right of the shareholders (3) Disclosure of accurate, complete and adequate information for decision-making. (4) Implementation based on the principles of good corporate governance (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. (6) Business management under the sustainable administration, proper risk management planning 	<ul style="list-style-type: none"> (1) Ordinary and Extraordinary Meeting of Shareholders (2) Disclosure of Data Information via SET Portal Straight Through System of the Stock Exchange of Thailand, and the organizational website (3) Organizing an event to declare our performance through the Opportunity Day event organized by the Stock Exchange of Thailand (4) To discuss, talk and reply inquiries through the Investor Relations Department by assigning the responsible person. (5) Web site : www.eastcoast.co.th (6) Quarterly Performance Report (7) Press releases via various media

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			(8) Company visit
<p>Customers</p> 	<ul style="list-style-type: none"> (1) Variety of quality goods and services to fulfil customer needs. (2) Products that are responsible to society and environment, and are reused¹ (2) Convenience of product access. (3) Preparedness and rapidity of customer service. (4) Reasonable price of goods. (5) Confidentiality of customer information. 	<ul style="list-style-type: none"> (1) Operate manufacturing and distributing business for goods which are safe for usability by taking into account the user's health and after sales service that create maximum customer satisfaction. (2) Use eco-friendly materials in product manufacturing (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 (4) Operate the business by adhering to honesty and fairness, not performing acts that violate the right of customer (5) Not demand to receive or agree to receive property or any other interest in bad faith from customers both directly and indirectly. 	<ul style="list-style-type: none"> (1) Visiting customers to offer new products and opportunities to directly listen to feedbacks and needs from customers. (2) Survey on Customer's Satisfaction (3) organizing activities held by the Company to reach target customers through established marketing channels such as organizing trade shows for wholesaler group and retailer group nationwide, etc. (4) Provision of opinion, suggestion, and complaint channel for customers (5) providing additional information about the Company or its products via Web site : www.eastcoast.co.th และ www.elegathai.com

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<p>Business Partners and Business Creditors</p> 	<ol style="list-style-type: none"> 1) Fair business doing 2) Management under good governance and transparency of business operation 3) Sustainable business chain management 4) Ability in supporting business operations 5) Co-development of products and services to enhance the quality and standards 	<ol style="list-style-type: none"> (1) Treat business partners under equality. (2) Select business partners that operate business according to law, and comply with manufacturing standard, and safety and environmentally friendly standard (3) Keep business secret or business information of the business partner (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. (5) Not demand to receive or agree to receive property or any other interest apart from business agreement. 	<ol style="list-style-type: none"> (1) Regular holding annual meeting of the business partners (2) Discussion for brainstorming in creative development of products (3). Business partner company visit for hearing opinions and suggestions (4) Providing information to trading partners for the acknowledgement of our anti-corruption policy (5) Procurement Manual
<p>Business Competitors</p> 	<p>Operate business and compete under transparency and fairness, and compliance with the framework of good competition and honesty.</p>	<ol style="list-style-type: none"> (1) Compliance with the framework of rule of fair competition 2) Not destroy reputation of business competitors with malevolence. 3) Not violate intellectual property / copyright. 4) Not seek for secret information of business competitors by dishonest or improper means. 	<ol style="list-style-type: none"> (1) Meeting and discussion, opinion sharing, and cooperation in various agenda. (2) Applying for a membership of associations related to and in charge of furniture industry.

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		5) To cooperate in developing Thai furniture to be internationally competitive in the world market.	
<p>Creditors</p> 	<p>(1) Duly interest repayment. (2) Profitability of the Company's performance.</p>	<p>(1) Strictly complying with financial covenants to creditors as agreed in loans contracts. (2) Good financial management to achieve creditors' confidence (3) Properly and duly disclose operating result information and financial position. (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. (5) A meeting is organized to meet financial institution creditors and company visit shall be annually arranged.</p>	<p>(1) Meeting and discussion (2) Disclosing accurate financial performance information in a timely manner to creditors so that they could know the updated information of the Company's financial status.</p>

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<p>Community and Society, and Environment</p> 	<p>(1) Operate businesses that do not affect the community or the effects caused by the business operations could be managed.</p> <p>(2) Effective management of wastes from business operations.</p> <p>(3) Participation in community's activities.</p>	<p>(1) Create the understanding, reliability and engagement with community.</p> <p>(2) Formulate preventive and corrective measure for impact occurred with community and society as the result of the Company's operation.</p> <p>(3) Managing for creating a good environmental maintaining and protection system.</p> <p>(4) Evaluation of community relation activities to measure the efficiency to those activities.</p> <p>(5) Culture consciousness and promote educating and training to the employees of all levels in respect of environmental preservation.</p> <p>(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.</p>	<p>(1) Community relation activities (engagement with community activities)</p> <p>(2) Regular survey and discussion for hearing opinions and requirements of community and society on yearly basis.</p> <p>(3) Opening channels for accepting complaints if having any problem or impact in the community through given via Web site : www.eastcoast.co.th</p>