

Corporate Communications Framework

Introduction

This Corporate Communication Framework sets forth broad principles for Minor International Public Company Limited (MINT) and its affiliated entities (collectively, the "Company") regarding how Company representatives may communicate with outside parties, particularly customers, suppliers, media, government (and its agencies), the general public, shareholders and investors, as well as the community with which the Company engages. While such information must comply with all applicable rules and regulations, the Company's and its stakeholders' reputation, image and sensitive information must also be protected. As a result, MINT's Corporate Communication Framework has been established to govern management and employees involved with external stakeholders, including interactions with media, as well as other forms of communication to our stakeholders. The common objective is to build a positive long-term relationship with external stakeholders in order to earn their trust and confidence.

Nevertheless, it is important to understand that this framework only explains Minor Group's Corporate Communication principles at a high level. Any person who needs to communicate with external stakeholders should also use his or her common-sense discretion and judgement, bearing in mind the Company's existing Good Corporate Governance Policy and Stakeholder Engagement Framework and Approaches, which are clearly stipulated on the Company's website, Annual Report and Sustainability Report. This Corporate Communication Framework applies to all Company employees, directors, consultants and contractors of the Company and its related entities.

Communications Guidelines and Principles

The purpose of this framework is to define and provide guidelines on the extent, quality, and output of communications with Minor Group's external stakeholders. All communications should be aimed towards the achievement of Minor Group's vision and mission, and should be in line with its approved Corporate Strategy.

- a) Only authorized persons shall be permitted to have formal engagements with external stakeholders, depending on their unit functions and their reporting lines;
- b) All information must be conveyed through appropriate communications channels that are approved by head of business units or sub-business units in a timely and appropriate manner;
- c) All groups/divisions shall proactively develop contacts with their target stakeholder groups and ensure timely, open, and constant communications;
- d) All communications must be accurate, precise, concise, and intentional, with clear objective in mind;

e) All communications, including those for marketing and advertising purposes should be mindful of sensitive topics and opinions such as racial or ethnic origins, political views, religions, beliefs, social classes and sexual preferences, etc. The objective of marketing message/ communication/ provision should focus on the benefits of our customers and relevant stakeholders without inflicting potential conflicts that may create negative impact to business.;

f) Regular feedback is encouraged from all Minor Group stakeholders and will be applied towards ensuring better service delivery in the best interest of Minor Group;

g) All Minor Group's communications at corporate level should be consistent in style and all messages should aim at building stakeholder trust. As for communications at business units and brand level, the ways of communications shall depend on their vision, mission, and each brand's essence.

Management of Corporate Information

Company information includes marketing and public relations campaigns which go through multiple media channels, Company's presentations and messages to stakeholders, crisis communications, and any other forms of communications that can potentially impact the Company's image and reputation.

The spokespersons or head of business units or sub-business units who are responsible for such dissemination shall ensure that all communications activities are being developed under the objectives to maintain a recognizable image and favorable reputation of the Company. If in any doubt, please consult Investor Relations & Corporate Affairs & Communications Department.

High level checklist for Corporate Communication

- The information is accurate, precise and concise.
- The communication serves to address the intended objective.
- No sensitive topics or information.
- No breach to data privacy.
- Does not create controversy in a negative way or unfair competition.
- Communication is approved by authorized person(s).