

## 7.5 Customer relationship management

Customer relationship management is a crucial strategy for businesses, especially in today's fast-changing landscape where customers increasingly focus on Environmental, Social, and Governance (ESG) issues. To this end, the Company has prioritized the development of high-quality products, improved productivity, and maintained strong relationships with our customers. The Company also places great emphasis on innovation, environmental management, and succession planning to meet the needs of current and potential customers, and to seize new business opportunities in the future. The Company has established policy guidelines in the 2022 Business Ethics Handbook, which all employees are expected to be aware of and comply with strictly, as follows.

-  1 To produce, design, and deliver products that meet certified quality and standards, as agreed with our customers, at a fair price without pursuing unreasonable profits.
-  2 To supply accurate, sufficient, and current news, information, and guidance to keep our customers informed about our products and services.
-  3 To strictly adhere to the conditions agreed upon with our customers. In the event that the Company is unable to comply with any condition, we will promptly inform our customers and work together to find a suitable solution.
-  4 To treat customers with politeness and earn their trust.
-  5 To establish a secure data storage system and implement measures to ensure the confidentiality of customer information. Any information may only be shared with customers' explicit consent, and customer data shall not be used for the benefit of the Company or any other related parties without their consent.
-  6 To provide a warranty for products as outlined in the purchasing contract and to comply with the consumer protection act.
-  7 To establish a system or procedure for addressing customer complaints related to the quality, quantity, and safety of our products and services. We will ensure prompt response and action to provide our customers with fast and efficient resolutions.
-  8 To establish and support corporate responsibility initiatives with customers, covering all Environmental, Social, and Governance (ESG) issues.
-  9 To prioritize product development and focus on the use of environmentally friendly packaging and transportation methods.
-  10 To provide various channels for continuously communicating information about products and product development to customers.



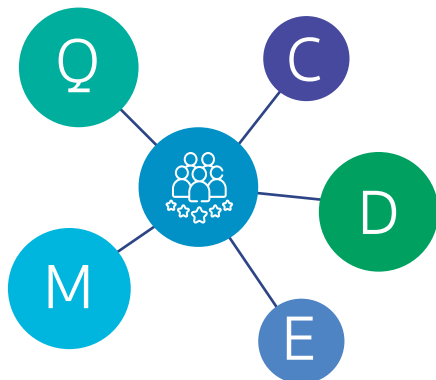
## Management Approach

### Innovations for production process

By researching and adopting new innovations and digital technologies for the production process, the Company can achieve the highest level of production efficiency and provide digital technological services to meet the evolving needs of customers. This can enhance the Company's competitiveness and enable it to adapt to changing business trends in the future.

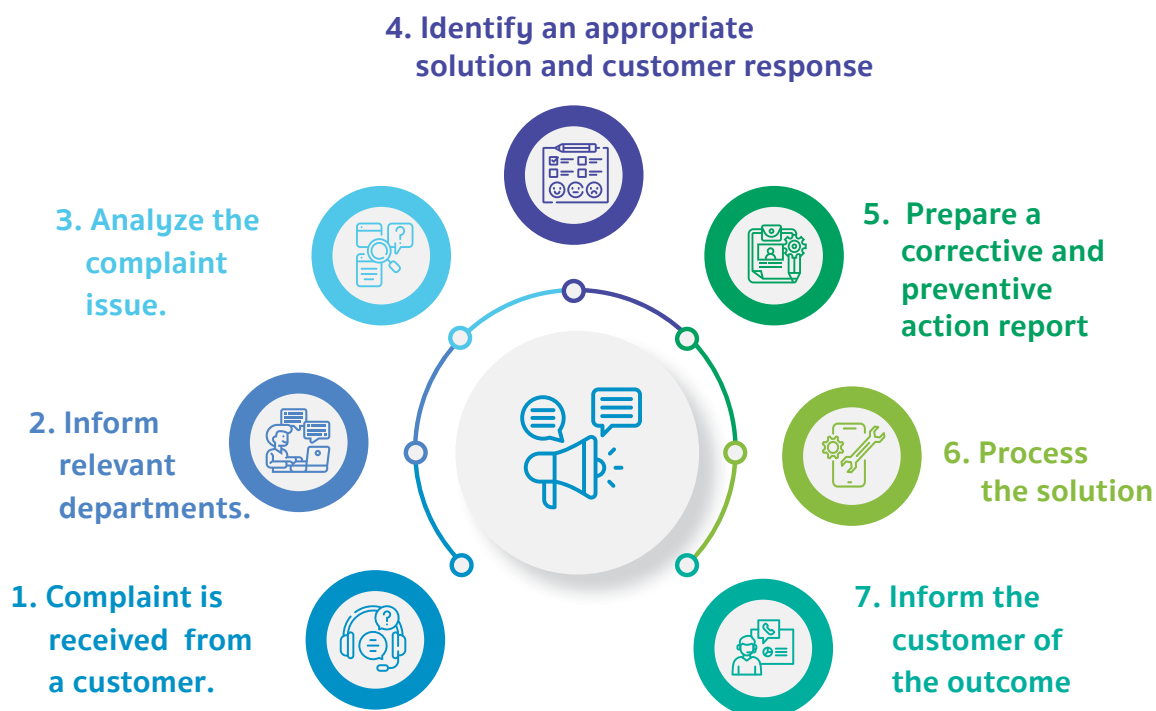
### Customer satisfaction survey

The company has fostered customer relationships through actively seeking feedback from them to improve our products and services. Customer feedback has been used to formulate improvement guidelines and has been forwarded to the relevant departments for consideration and action. The Company aims to respond to customers' needs efficiently and in a timely manner. As part of this effort, the company has conducted an annual customer satisfaction survey based on five criteria (Q, C, D, E, M).



## Complaints Management Process

The Company has offered multiple channels for customers to submit complaints, including telephone, email, and website. Complaint management follows a clear and standardized procedure outlined as follows.



## Social activity engagement with customers

In addition to delivering quality products, the company has strengthened its relationships with customers by participating in activities organized by customers.



## Awards from customers in 2022



- MCC-QCC Presentation Contest of 2022: (MCC) (SFT)
  - The Winner (Group B)
  - The 1<sup>st</sup> Runner – up (Group A)



- The 5<sup>th</sup> Safety Activity 2022 (Level A): THAI HINO CO-OPERATION CLUB (SFT)