

Quality Policy

I.C.C. International Public Company Limited

I.C.C. International Public Company Limited is committed to elevating the quality of its products and services to meet international standards, placing the utmost importance on customer satisfaction. The Board of Directors, executives, and employees at all levels recognize and share a mutual commitment to conducting business with quality, responsibility, and sustainability. Therefore, the following Quality Policy has been established as a guideline for operations:

"The heart of I.C.C.'s business commitment is to be market leader, also to provide customer satisfaction through high standards of goods and services, and give attention to quality, correctness, accuracy, speed and consistency."

Scope

This policy and its guidelines shall apply to the business operations of I.C.C. International Public Company Limited.

Definitions

1. Quality means the efficient production of goods and provision of services that comply with standards, legal requirements, and the company's specified requirements. This is to meet customer needs and expectations, generate satisfaction, and enable appropriate cost competitiveness. Quality is divided into 2 categories:

1.1 Product Quality means the manufacturing of products that meet customer requirements in terms of design, usage, color, size, and other properties. The products must comply with relevant standards such as FDA standards, TIS (Thai Industrial Standards), or other international standards, possess reliability, and undergo measurable production control and assessment processes.

1.2 Service Quality means the ability to provide services that align with customer needs efficiently and reliably. This includes providing accurate and complete information, communicating clearly, delivering service with politeness, hospitality, and speed, and creating a high level of satisfaction.

2. Correctness means providing advice, delivering services, and handing over products correctly and appropriately according to customer needs and expectations, operating with honesty, transparency, and providing clear information.
3. Accuracy means performing tasks with meticulousness and thoroughness to the point of accurate retention or professional fluency, in order to build confidence and trust for customers.
4. Speed means responding to customer needs promptly and efficiently, resulting in maximum customer satisfaction by reducing waiting times and resolving issues rapidly.
5. Consistency means the continuous production of quality goods, including the provision of excellent services and operations under the same standard with unwavering reliability.

Guidelines

1. Conduct business by adhering strictly to compliance with laws, regulations, rules, international standards, and other requirements related to products, services, and business operations.
2. Establish a standardized quality management system covering planning, operations, control, monitoring, and improvement of product and service quality throughout the supply chain, whereby employees at all levels must strictly comply with such system.
3. Establish clear and measurable quality objectives and indicators, and review operational performance regularly for continuous improvement.
4. Conduct evaluation of operational process effectiveness based on risk levels (Risk-Based Assessment) by assessing and prioritizing process risks annually and determining monitoring frequency according to risk levels, together with regularly reporting assessment results and improvement guidelines to management and the Board of Directors.
5. Monitor and review the effectiveness of the quality management system by management on a regular basis by considering performance results based on quality indicators and other relevant key information in order to determine guidelines for improving and enhancing the quality of the Company's products, services, and operational processes.
6. Establish a Voice of Customer (VoC) management system on a continuous basis, covering customer satisfaction surveys through both online and offline sales channels at least twice per year, including the management of customer complaints, in order to use such information to improve product and service quality, together with reporting the results to management and the Board of Directors and disclosing them in the Annual Registration Statement / Annual Report (Form 56-1 One Report).
7. Establish continuous monitoring and evaluation of the quality of operational processes as well as the quality of products and services by considering process performance indicators, product quality monitoring, and analysis of quality issues in order to use such information to improve operational processes and continuously enhance the quality of the organization's products and services.

8. Provide channels for receiving opinions and suggestions from customers, including monitoring brand mentions in online media (Social Listening), in order to proactively listen to customer feedback and use such information to analyze, adjust marketing strategies, improve customer care, and manage issues in a timely manner.
9. Establish a systematic process for managing non-conformities with the quality management system, including root cause analysis, corrective and preventive measures, and follow-up monitoring to prevent recurrence.
10. Manage risks and opportunities that may affect the quality of products and services in a systematic manner by integrating them with the Company's enterprise risk management.
11. Establish a Change Management process that may affect product and service quality, such as changes in processes, technology, information systems, or suppliers, in order to ensure that such changes do not affect product quality, service delivery, and customer satisfaction.
12. Establish a Business Continuity Plan (BCP) and emergency response plans in order to maintain operational capability and service quality during crisis situations or unexpected events such as disasters or pandemics.
13. Utilize Artificial Intelligence (AI), Business Intelligence (BI), and Big Data Analytics in developing the quality of products, services, and work processes under strict information security measures and compliance with personal data protection laws.
14. Emphasize the design and development of products and services based on a customer-centric approach, using customer insights, market trends, and feedback as part of decision-making from the product development stage.
15. Select, recruit, and support suppliers with the capability to apply technology and innovation, including collaborative innovation development, in order to obtain products that are high quality, safe, environmentally friendly, and compliant with international standards.
16. Select, evaluate, and regularly audit suppliers' establishments at least once per year in order to ensure that suppliers' operations are consistent with the Company's Quality Policy, with emphasis on suppliers that comply with the Supplier Code of Conduct.
17. Require performance evaluation of suppliers for every procurement activity in order to use evaluation results for supplier development planning to continuously enhance product and service quality.
18. Place importance on the development of personnel capabilities by providing continuous training, review, evaluation, and skill development to strengthen knowledge, skills, and the ability to perform work with quality. For example, in sales and service functions, development plans are established, training is provided, and training results of sales personnel are evaluated regularly every year.

19. Provide multiple whistleblowing and complaint reporting channels together with transparent, fair, and verifiable management processes, with reports submitted to the Board of Directors at least twice per year.
20. Communicate the Quality Policy and the Company's commitment to quality to customers, partners, employees, and stakeholders appropriately in order to build confidence, transparency, and sustainable business relationships.

Roles and Responsibilities

1. The Board of Directors is responsible for overseeing compliance with the policy and regularly monitoring and reviewing the effectiveness of policy implementation.
2. Management is responsible for translating the policy into practice, establishing strategies, operational plans, measurable quality objectives, and monitoring operational performance.
3. All employees are responsible for strictly complying with the policy.

The Company shall disseminate this policy to directors, executives, employees at all levels, partners, and stakeholders through the Company's website as well as the Company's internal website, to promote transparency and a shared accurate understanding.

This Quality Policy was approved at the Board of Directors' Meeting No. 12/2025 on 11 March 2026 and shall be effective from 11 March 2026 onwards.

Anuchit Anuchitanukul

(Anuchit Anuchitanukul Ph.D.)
Chairman of the Board of Directors
Chairman of the Corporate Governance
and Sustainable Development Committee