

Roles and Responsibilities of Investor Relations (IR)

Investor Relations (IR) plays a pivotal role in bridging communications between "The Company" and "External stakeholders," including shareholders, investors, financial institutions, securities analysts, and the media. The core responsibility of IR is to manage information and build confidence, ensuring that the company's share price accurately reflects its true value and achieves sustainable growth. The primary roles and responsibilities are as follow:

1. Communication & Disclosure

- **Earnings Disclosures:** Prepare and present quarterly and annual financial performance updates (e.g., via Opportunity Day or Analyst Meetings).
- **Data Analysis:** Translate complex financial figures and business strategies into clear, concise, transparent, and easily digestible information for investors.
- **Information Management:** Ensure all disclosures comply with the regulations of the Stock Exchange of Thailand (SET) and the Securities and Exchange Commission (SEC) to strictly prevent the misuse of inside information.

2. Relationship Management

- **Inquiry Handling:** Serve as the central point of contact to address queries from retail investors, institutional investors, and analysts via telephone, email, or direct meetings.
- **Investor Engagement:** Organize investor relations events, such as domestic and international roadshows, as well as corporate site visits (Company Visit / Site Visit).
- **Shareholder Relations:** Foster long-term relationships to retain the current shareholder base and present compelling investment cases to attract prospective investors.

3. Feedback & Advisory

- **Market Intelligence:** Gather feedback, expectations, and concerns from the investment community to provide strategic insights to senior executive management.
- **Competitor and Industry Analysis:** Monitor peer stock movements, industry trends, and research analyst reports to support the company in refining its business strategies.

4. Compliance & Logistics

- **Shareholders' Meetings:** Coordinate with the Corporate Secretary office to organize the Annual General Meeting of Shareholders (AGM).
- **Annual Report Preparation:** Oversee and develop content for the Annual Report (Form 56-1 One Report), specifically regarding the business overview and operating performance.