



Quarterly update in second quarter of 2026

JUMP+ Plan

Year 2026 - 2028



SEI MEDICAL PUBLIC CO., LTD.

(SEI)

at 30 June 2026

This report was disseminated on 18/08/2026

Table of Contents

	Page
Executive Summary	1
Section 1 Business Plan	2
Target in 2028	3
Strategic Plan : Integrated Medical Business Growth Strategy	4
Section 2 Governance Plan	11
Ensuring the independence of the board of directors	12
Increasing the diversity of the board of directors	13
Enhancing anti-corruption and fraud prevention efforts	15
Attachment	19



SEI MEDICAL PUBLIC CO., LTD.

mai	CG Report : -
Consumer Products	SET ESG Ratings: -
	Anti-Corruption Certification (CAC): -

Business Type

Distributor of medical devices, disposable medical devices, and scientific devices

Financial Statement				
Year	2025	2024	2023	-
Income Statement (MB)				
Revenues	452.80	447.40	394.41	N/A
Expenses	392.17	378.77	363.63	N/A
Net Profit	46.50	52.23	21.87	N/A
Balance Sheet (MB)				
Assets	514.99	461.10	302.43	N/A
Liabilities	202.98	179.41	223.20	N/A
Shareholders' Equity	312.01	281.70	79.23	N/A
Cash Flow (MB)				
Operating	71.03	53.24	-15.52	N/A
Investing	-51.98	-10.19	-8.75	N/A
Financing	-16.63	122.67	-1.77	N/A
Financial Ratio				
EPS (Baht)	0.27	0.39	0.20	N/A
GP Margin (%)	34.99	35.06	29.55	N/A
NP Margin (%)	10.27	11.67	5.55	N/A
D/E Ratio (Times)	0.65	0.64	2.82	N/A
ROE (%)	15.66	28.94	27.60	N/A
ROA (%)	12.42	17.98	10.18	N/A

JUMP+ Plan

Business Plan

Target in 2028

Net Profit	92.00 Million Baht
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Strategic Plan	Growth	Profitability & Efficiency	Stability
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1. Strategic Plan : Integrated Medical Business Growth Strategy
- ✓

Governance Plan

1. Ensuring the independence of the board of directors
2. Increasing the diversity of the board of directors
3. Enhancing anti-corruption and fraud prevention efforts

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Quarterly update

Section 1

Business Plan

Quarterly update : Section 1 Business Plan

Target in 2028

Title	Target	Actual Result	
	2028	2025	6M/2026
Net Profit (Million Baht)	92.00	46.50	14.46

From a medical device perspective, the SEI Medical Public Company Limited 's growth strategy emphasizes the expansion of new medical technologies alongside continuous innovation within its existing business units. The objective is to strengthen the integrated value of the core medical device business and to upgrade equipment performance to meet international standards for safety, quality, and clinical effectiveness

The company also plans to extend into new, related healthcare segments that leverage its existing technological and operational strengths. In parallel, it has adopted new business models in the medical device market, including hire-purchase programs, equipment leasing, reagent- and consumable-based distribution models (without upfront equipment costs), and enhanced after-sales and service solutions. These initiatives aim to build long-term partnerships with healthcare providers and users.

The company targets sustainable growth, with a net profit of no less than THB 92 million by 2028.

Progress description

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The company targets sustainable growth, with a net profit of no less than THB 92 million by 2028.

Growth plan/Increase business value

Strategic Plan : Integrated Medical Business Growth Strategy

The Company aims to implement an integrated growth strategy in the medical device business by focusing on three key pillars: product expansion, customer base expansion, and service revenue development. This approach is designed to diversify revenue sources and enhance long-term business stability.

On the product side, the Company plans to strengthen its existing product portfolio while continuously identifying and introducing new medical technologies and innovations that align with market trends and the evolving needs of healthcare providers. This will support the Company’s capability to deliver comprehensive medical solutions.

In terms of market expansion, the Company intends to broaden its customer base beyond existing hospital clients to include a wider range of healthcare providers, particularly specialized clinics. This strategy will enable the Company to capture opportunities in growing healthcare segments and expand its market presence.

At the same time, the Company will further develop service-based offerings, including after-sales services, equipment maintenance, and medical equipment rental models. These initiatives are intended to generate recurring income while strengthening long-term relationships with customers.

Through the implementation of this strategy, the Company aims to support sustainable business growth and strengthen its position as a comprehensive medical technology solution provider.

Targets

• Corporate Financial Targets

Title	Target			Actual Result	
	2026	2027	2028	2025	6M/2026
Revenue Growth (%) YoY Growth Rate	>20%	>18%	>16%	1.20	-15.18
Net Profit Growth (%) YoY Growth Rate	>30%	>26%	>22%	-10.97	-51.94

Progress description

During the first six months of 2026, the Company’s revenue and net profit declined compared with the same period of the previous year. This was partly attributable to investments made to support the Company’s business expansion strategy and establish the foundation for long-term growth. During the period, the Company increased its investment in human resources to strengthen its capabilities, particularly in sales, service, and product expertise. The Company also increased investments in sales and marketing activities, market research and new product development, as well as demonstration materials and equipment to enhance product presentations and support customer engagement. These investments are intended to support customer base expansion and the introduction of new products and innovations in the Company’s target business segments.

Such investments represent initial expenditures to strengthen the Company’s capabilities and prepare for future business expansion. As a result, certain operating expenses increased during the first half of 2026, while the revenue and returns from expanded customer coverage, new product opportunities, and the development of service-related businesses are still in the process of being developed and are expected to be recognized progressively in subsequent periods. Therefore, the benefits from these investments have not yet been fully reflected in the Company’s operating results during the first half of 2026.

Nevertheless, the Company believes that these investments are essential to strengthening its human resources, enhancing product and service presentation capabilities, expanding sales opportunities, and building long-term customer relationships. Going forward, the Company will continue to focus on cost management and operational efficiency while accelerating revenue generation from new products, customer base expansion, and service development. These initiatives are expected to enable the investments made during the period to generate more tangible returns over time and support the Company in achieving its target of net profit of no less than THB 92 million in 2028 (B.E. 2571), in line with its strategic plan.

Strategic Initiative

Strategic Initiative 1 : Growth expansion strategy through new products and product lines.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	Establishing the Foundation and Initiating Market Expansion 1. Conduct market research and analysis of trends in the medical device industry, including the evolving needs and purchasing behavior of healthcare providers, in order to identify and select new products with strong long-term growth potential. 2. Strengthen the existing product portfolio by expanding into related product categories, such as consumables and complementary accessories, to support the utilization of core medical equipment and enhance the company’s capability to deliver integrated medical solutions. 3. Proactively source and evaluate innovative medical technologies that align with industry trends and respond to market demand, with the objective of creating differentiation and strengthening the company’s competitive advantage. 4. Expand the company’s product portfolio into new business segments with strong growth potential. In 2026, the company will prioritize the introduction of Medical Imaging Solutions and Urology	In 2026, the Company has focused on expanding and developing its medical device product portfolio in line with industry growth trends and the evolving needs of healthcare providers. The Company’s strategic objective is to transform its business from a medical device distributor into a comprehensive Medical Solution Provider by expanding its product portfolio, strengthening partnerships with business partners, enhancing employee capabilities, and broadening its customer base into new market segments. During the first six months of the year, the Company undertook several key initiatives to support these objectives, as follows: 1. Building and Strengthening Partnerships with Business Partners and Medical Device Manufacturers The Company has initiated strategic collaborations with potential business partners and medical device manufacturers by

Year	Expected Outcomes	Actual Result
	Solutions, which align with increasing demand for advanced diagnostic and specialized treatment technologies. These segments are further supported by the adoption of modern technologies, including artificial intelligence applications, as well as macro trends such as an aging population and the growing demand for treatments that reduce recovery time. 5. Identify and establish partnerships with reputable medical device manufacturers and business partners that meet international standards and certifications in order to strengthen the product portfolio and enhance market credibility. 6. Develop the capabilities of the sales and technical teams by enhancing their knowledge and expertise in newly introduced products, enabling them to effectively support market expansion and provide professional technical consultation to customers. 7. Introduce new products to existing hospital clients in order to increase cross-selling opportunities and expand existing projects, while also extending market reach to new customer segments such as specialized hospitals, aesthetic clinics, and wellness centers. 8. Establish the foundation for transitioning the company’s business model from a Product Distributor to a Medical Solution Provider, focusing on integrating medical equipment, accessories, consumables, and services to deliver greater value to healthcare providers.	establishing partnerships and obtaining Distributor Authorization (DA) for selected medical products and technologies that are well aligned with market opportunities and customer requirements. These initiatives are intended to strengthen the Company’s product portfolio and enhance its ability to provide comprehensive solutions that effectively address the evolving needs of healthcare providers. These partnerships also provide a foundation for introducing new medical products and innovative technologies to the market over the long term. The Company places strong emphasis on selecting products that meet international standards and quality requirements, while incorporating technologies capable of creating differentiation and strengthening the Company’s competitive position. 2. Expanding the Product Portfolio into Medical Imaging Solutions and Urology Solutions The Company has begun expanding its business into new product and solution categories, with a particular focus on Urology Solutions and Medical Imaging Solutions. These segments have strong growth potential, driven by increasing demand for advanced diagnostic and specialized treatment solutions, as well as the adoption of modern medical technologies and Artificial Intelligence (AI) to enhance diagnostic and treatment capabilities. To support this business expansion, the Company has established and expanded dedicated sales and technical teams to strengthen its capabilities in product presentation, technical consultation, implementation, and customer support. This expansion also aims to develop specialized expertise within each product segment and enhance the Company’s ability to provide value-added solutions to healthcare professionals. 3. Investment in Demonstration Equipment and Enhancing Healthcare Professionals’ User Experience The Company places significant emphasis on introducing new technologies and innovations through the investment in Demo Equipment for product demonstrations at hospitals and healthcare facilities. This approach provides physicians and healthcare professionals with opportunities to experience and evaluate the actual use and benefits of the technologies prior to making investment decisions. Such initiatives enable customers to gain a better understanding of product performance and practical applications. At the same time, they allow the Company to demonstrate the value of its products in terms of improving treatment efficiency and enhancing healthcare services in a tangible manner. The use of demonstration equipment is also an important mechanism for

Year	Expected Outcomes	Actual Result
		supporting the market introduction of innovative products and building acceptance among healthcare professionals. 4. Expanding into Consumables to Establish Recurring Business The Company has begun expanding its product portfolio into medical consumables, particularly products that are related to the utilization of core medical equipment and have the potential to generate recurring revenue through repeated usage. The expansion into consumables is intended to enhance the continuity and stability of the Company’s revenue base and reduce reliance on one-time medical equipment sales. To support the growth of this business segment, the Company has established a dedicated team focusing on the development and commercialization of consumable products. The team is responsible for building a customer base, expanding products that complement the Company’s existing business, and developing solution-based offerings that can more comprehensively address customers’ operational and clinical requirements. 5. Expanding the Customer Base into New High-Growth Market Segments In addition to its existing hospital customer base, the Company has begun expanding into new customer segments with strong growth potential, including Wellness Centers, Aesthetic Businesses, Private Hospitals, and Aesthetic Clinics. This strategy is intended to create new business opportunities, diversify the customer base, and reduce customer concentration. The Company has expanded its workforce to support growth in these markets, with a focus on developing a deeper understanding of the specific needs and business models of each customer segment. This enables the Company to identify and offer products and technologies that are appropriately aligned with the services and requirements of each target customer. 6. Enhancing Employee Capabilities to Support Business Expansion To support the expansion of its product portfolio and entry into new markets, the Company has invested in expanding its sales and related teams to ensure organizational readiness for new products and technologies, particularly in the areas of Urology, Medical Imaging, Consumables, and Aesthetic & Wellness. The expansion of personnel and development of specialized expertise are aimed at enabling the Company’s teams to provide effective product and technical consultation to customers and to serve as trusted advisors to healthcare professionals, rather than

Year	Expected Outcomes	Actual Result
		focusing solely on product sales. This approach is consistent with the Company’s strategic objective of transitioning its business model toward becoming a Medical Solution Provider. 7. Establishing the Foundation for Becoming a Medical Solution Provider The Company’s operations during the first six months of 2026 demonstrate a clear direction toward transforming its business model from a Product Distributor into a Medical Solution Provider. The Company has begun integrating various components of its offerings, including core medical equipment, accessories, consumables, demonstration equipment, technical support, and related services, into a more comprehensive solution for customers. Furthermore, the expansion of partnerships, investment in demonstration equipment, establishment of dedicated specialist teams, and expansion into new customer segments represent important foundations for supporting long-term business growth. These initiatives enhance the Company’s ability to provide solutions that address not only clinical and treatment efficiency, but also user experience and the overall business value delivered to healthcare providers. Overall, the Company’s activities during the first half of 2026 represent an important foundation for its next phase of business expansion. Key areas of progress include broadening the product portfolio, developing recurring revenue streams through the Consumables business, expanding into new customer segments, strengthening specialized capabilities, and developing strategic partnerships. These initiatives are expected to enhance the Company’s competitiveness and support sustainable long-term growth.

Strategic Initiative 2 : Business Plan for Expanding the Customer Base to New Customer Segments

Status ● On track		
Year	Expected Outcomes	Actual Result
2026	Initial Expansion into the Specialized Clinic Market In 2026, the Company plans to initiate its expansion into the body contouring and aesthetic clinic market, with a focus on establishing strategic clinic partnerships and developing reference sites to build confidence in the Company’s technologies and solutions. Key initiatives include: 1. Conducting market research and analysis of the specialized clinic and aesthetic clinic sectors to identify high-potential target customers 2. Selecting clinics led by experienced medical specialists to develop Reference Sites for demonstrating the Company’s technologies and equipment 3. Establishing	In 2026, the Company has initiated its expansion into specialized clinics, particularly body contouring and aesthetic clinics, with a focus on building a network of strategic clinic partners and developing Reference Sites to strengthen market confidence in the Company’s products and technologies. The initiative also aims to facilitate knowledge sharing and demonstrate the practical applications and benefits of the Company’s medical technologies to healthcare professionals. During the first half of 2026, the Company conducted market analysis to identify potential target segments within the

Year	Expected Outcomes	Actual Result
	partnerships with selected clinics to support the practical implementation of the Company’s technologies 4. Organizing product demonstrations and educational activities for physicians and medical professionals 5. Developing case studies and treatment outcomes from reference sites to strengthen product credibility and market confidence Expanding the network of partner clinics or hospitals to approximately 15 sites	specialized clinic and aesthetic healthcare markets, with the objective of developing a focused market expansion strategy and identifying healthcare providers with strong potential for long-term partnership. As part of this initiative, the Company has established one Reference Site in collaboration with a medical specialist. The Reference Site serves as a platform for demonstrating the practical application of the Company’s equipment and technologies, as well as facilitating knowledge exchange and sharing of real-world experience among healthcare professionals. In addition, the Company has developed marketing Case Studies in collaboration with medical specialists and the Reference Site. These initiatives focus on sharing clinical knowledge, treatment techniques, and practical experience in the use of the Company’s equipment and technologies. The content is intended to provide healthcare professionals with greater insights into the applications and potential benefits of the technologies, while strengthening market awareness and confidence in the Company’s products. The Company has also continued to strengthen its network of strategic partners by establishing relationships with aesthetic clinics and aesthetic hospitals. As of the first half of 2026, the Company has developed partnerships with 8 clinics and hospitals, representing meaningful progress toward its target of approximately 15 partner clinics. The progress achieved during the first half of the year demonstrates the Company’s initial success in establishing a presence within the specialized clinic and aesthetic healthcare market. The development of a Reference Site, creation of real-world Case Studies, and expansion of the partner network provide important foundations for building market credibility, increasing product adoption, and supporting future business growth in the Aesthetic and Wellness segments. Going forward, the Company will continue to expand its network of clinic partners, strengthen the utilization of Reference Sites, and develop additional Case Studies and knowledge-sharing activities with medical specialists. These initiatives are expected to enhance the Company’s market positioning, accelerate customer adoption, and support the long-term expansion of its specialized clinic business.

Strategic Initiative 3 : Service Revenue & Recurring Income

Status ● On track		
Year	Expected Outcomes	Actual Result
2026	• Enhance and expand medical equipment rental services to	The company's operations, as planned for 2026, have met the

Year	Expected Outcomes	Actual Result
	include a wider range of options, such as short-term rental, medium-term rental, long-term rental, and leasing models, in order to accommodate the diverse operational needs of hospitals and clinics. 1. Improve the rental equipment management system and asset utilization monitoring, ensuring efficient management of the Company’s equipment portfolio. 2. Expand Preventive Maintenance services for existing customers to cover a broader range of installed medical equipment. 3. Develop and strengthen after-sales service and maintenance standards to ensure consistent and high-quality service delivery.	following objectives: 1. The company has established a framework for managing rental equipment and tracking systems, defining various care and rental models to align with budgets and customer satisfaction. All operations are monitored and evaluated for development and improvement. This includes on-site inspections to analyze data for correct usage, identify areas for adjustment, and provide recommendations to customers for optimal efficiency, safety, reliability, and continued service. 2. The company has expanded its Preventive Maintenance services to meet the current high level of market competition. This involves clear segmentation, studying user behavior and needs to create targeted solutions, both standard and comprehensive, including spare parts. The key focus is balancing customer satisfaction and needs with cost-effectiveness and profitability. Currently, the company offers comprehensive services across all its core products, receiving very positive feedback. 3. The company recognizes the importance of developing its after-sales service capabilities. This year, we are developing both our personnel and equipment to meet operational standards, extending key aspects of our customers' purchasing decisions. We conduct internal training to foster brainstorming and problem-solving, both short-term and long-term, and continuously send employees for training overseas in our product-focused areas. This ensures our service standards meet the required levels and builds customer confidence-each of these crucial aspects is indispensable.

Quarterly update
Section 2
Governance Plan

Quarterly update : Section 2 Governance Plan

Board Structure and Qualifications

Ensuring the independence of the board of directors

The Company places significant importance on maintaining the independence of the Board of Directors, particularly the Independent Directors, in order to ensure effective, transparent, and fair corporate governance in accordance with the principles of Good Corporate Governance. The Company has established policies and guidelines to promote and preserve the independence of the Board as follows: The Company has defined the qualifications of Independent Directors in compliance with the regulations of the Securities and Exchange Commission and the Stock Exchange of Thailand. Independent Directors must not have any business, financial, or other relationships with the Company, its subsidiaries, management, or major shareholders that may impair their independent judgment. The Company conducts an annual review of the qualifications and independence of the directors and discloses relevant information regarding Independent Directors transparently in the annual report and other related documents. In addition, the Company promotes the participation of Independent Directors in key sub-committees, such as the Audit Committee and the Corporate Governance Committee, in order to strengthen the corporate governance framework.

Targets

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The Chairman of the Board is an Independent Director	-	-	-	Complete	Success

Progress description

The Company has continuously implemented its corporate governance plan by maintaining the Chairman of the Board as an Independent Director in accordance with its established policy. This supports transparency, independent oversight, and an appropriate balance of authority in the Company's governance structure.

The Company regularly reviews the qualifications and independence of its directors in accordance with the requirements of the Securities and Exchange Commission (SEC) and the Stock Exchange of Thailand (SET). In addition, the Company continues to maintain a Board structure that is aligned with the principles of Good Corporate Governance. As a result, the Company has successfully achieved its target and continues to maintain this governance standard on an ongoing basis.

Strategic Initiative

The Chairman of the Board, in his/her capacity as an Independent Director, aims to oversee the Company’s operations in accordance with good corporate governance principles, ensuring transparency, fairness, and accountability to shareholders and all stakeholders. The Chairman emphasizes the performance of duties with independence, impartiality, and freedom from conflicts of interest, in order to support the Company’s sustainable and stable growth over the long term.

Strategic Initiative : The preparation and enhancement of the Board performance evaluation framework to comprehensively cover issues relating to directors’ independence and the Board’s oversight role over management.

Status ● On track		
Year	Expected Outcomes	Actual Result
2026	- Directors have an enhanced understanding of their roles, duties, and scope of responsibilities. - The Board is able to express opinions and provide recommendations to management with greater independence and due consideration.	The Company has developed and reviewed the Board performance evaluation framework to ensure that it comprehensively covers directors' independence and the Board's oversight role over management. This enhancement aims to ensure that the evaluation process is appropriate and aligned with the principles of Good Corporate Governance. In addition, the Board has continued to perform its duties independently by providing constructive and prudent opinions and recommendations to the management in determining the Company's strategic direction and business operations. As a result, the implementation of this initiative remains on track, and the Company expects to achieve the established objectives within the planned timeframe.

Increasing the diversity of the board of directors

The Company recognizes the importance of diversity within the Board of Directors, encompassing gender, age, professional background, expertise, and diverse perspectives, in order to enhance corporate governance effectiveness and strategic decision-making. Accordingly, the Company has established a strategic plan to promote board diversity with the objective of achieving a balanced board composition that reflects the evolving business environment. The Company considers candidates with diverse professional backgrounds, including finance, medical services, technology, risk management, and legal expertise, while promoting gender equality and equal opportunities for qualified individuals. This approach aims to enable the Board to deliberate comprehensively and make well-informed decisions in the best interests of the Company and its shareholders.

Targets

The Company aims to enhance the diversity of its Board of Directors in order to strengthen the effectiveness of corporate governance and strategic decision-making. In this regard, the Company takes into account diversity in terms of qualifications, skills, experience, professional expertise, perspectives, and backgrounds, which enables the Board to consider matters in a comprehensive and independent manner and to respond appropriately to an evolving business environment. The Company is committed to promoting a balanced and appropriate Board structure in line with good corporate governance principles. Enhancing Board diversity supports effective checks and balances, mitigates the risk of decisions being made from a limited range of perspectives, and contributes to the Company’s stable and sustainable long-term growth.

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company aims to achieve a minimum of 30% female representation on the Board of Directors by 2028.	-	In Progress	Success	Not Started	In Progress

Progress description

During the first six months of 2026, the Company continued to implement its Board diversity plan. The Nomination and Remuneration Committee reviewed the composition of the Board, including directors' qualifications, skills, experience, and gender diversity, to serve as a guideline for the nomination and selection of directors when changes to the Board composition arise.

The Company places great importance on promoting equal opportunities in the selection of qualified candidates, particularly female candidates with appropriate qualifications and expertise, to support its target of achieving at least 30% female representation on the Board by 2028. The implementation remains on track, and the Company will continue to monitor progress and pursue appropriate actions to achieve the established target within the planned timeframe.

Strategic Initiative

Strategic Initiative : The Company has a plan to enhance the diversity of the Board of Directors by taking into account differences in qualifications, knowledge, skills, experience, expertise, gender, and perspectives, in order to promote effective corporate governance and strategic decision-making in line with good corporate governance principles and to support the Company’s sustainable growth. The Company will monitor and appropriately disclose the progress of such implementation.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	Review the Board structure.	The Company has reviewed the structure and composition of the Board of Directors by assessing the appropriateness of directors' qualifications, knowledge, skills, experience, expertise, and diversity to ensure alignment with the Company's business direction and growth strategy. In addition, the Nomination and Remuneration Committee has used the results of this review as a guideline for future Board succession planning and director nomination. The Company continues to emphasize enhancing Board diversity, including promoting gender balance, in order to strengthen good corporate governance and support effective strategic decision-making. The implementation of this initiative remains on track and is progressing as planned.

Accountability and Transparency Governance

Enhancing anti-corruption and fraud prevention efforts

The Company has established a comprehensive strategic plan to enhance its anti-corruption and anti-bribery framework in order to strengthen good corporate governance and foster a corporate culture based on integrity, transparency, and accountability at all levels of the organization. The plan aims to prevent, mitigate, and manage corruption-related risks arising from the Company’s business operations. This strategic plan encompasses the formulation of clear policies and procedures, continuous communication and awareness programs for the Board of Directors, management, and employees, as well as the development of effective internal control and audit mechanisms. In addition, the Company has implemented secure and confidential whistleblowing channels to encourage the reporting of any suspected misconduct or unethical practices. Furthermore, the Company regularly monitors, evaluates, and reviews its anti-corruption measures to ensure compliance with applicable laws, principles of good corporate governance, and internationally recognized standards. These efforts are intended to enhance stakeholder confidence and support the Company’s sustainable growth in the long term.

Targets

To enhance Board diversity by considering differences in qualifications, skills, experience, expertise, and perspectives, in order to strengthen the effectiveness of corporate governance, the system of checks and balances, and strategic decision-making in line with good corporate governance principles and the Company’s sustainable growth.

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
The company has established an anti-corruption policy and practices.	In Progress	In Progress	Success	In Progress	In Progress
An anti-corruption and anti-bribery policy has been developed to comprehensively cover the organization's business operations,formally approved by the Board of Directors,and supported by clear and practical implementation guidelines	In Progress	In Progress	Success	In Progress	In Progress
The company conducts regular monitoring and evaluation of compliance with its anti-corruption and anti-bribery policy and procedures. Audit results are reported by internal auditors to the Board of Directors at least annually. In the event of any violations,corrective actions and preventive measures are clearly defined to prevent recurrence	In Progress	In Progress	Success	In Progress	In Progress
The company conducts an annual review of its anti-corruption and anti-bribery policy and practices with the Board of Directors	In Progress	In Progress	Success	In Progress	In Progress
Achieve CAC certification from the Thai Institute of Directors (Thai IOD)	Not Started	Signatory	Certified	Not Started	Not Started

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
Enhancing Internal Whistleblowing Mechanisms for Reporting Ethical Misconduct and Corruption	-	-	Success	-	During the first six months of 2026, the Company initiated the enhancement of its whistleblowing system for reporting ethical misconduct and corruption by reviewing its reporting channels and complaint management process to ensure accessibility, transparency, and appropriate protection of whistleblower confidentiality. In addition, the Company is developing whistleblower protection guidelines, as well as standardized procedures for receiving, investigating, and reporting complaints. These initiatives are intended to

Title	Target			Actual Result	
	2026	2027	2028	Before Project Participation	6M/2026
					strengthen the Company's corporate governance framework and anti-corruption risk management. The implementation is progressing as planned.

Progress description

During the first six months of 2026, the Company continued to implement its anti-corruption plan. The Company is in the process of developing and reviewing its Anti-Corruption and Anti-Bribery Policy and related practices to ensure comprehensive coverage of the Company's business operations. In addition, the Company is establishing a systematic framework for monitoring and evaluating compliance with the policy, including regular reporting of the implementation results to the Board of Directors.

Furthermore, the Company has initiated the enhancement of its whistleblowing system and reporting channels for ethical misconduct and corruption. This includes developing whistleblower protection measures and standardized complaint investigation procedures to strengthen the Company's corporate governance framework and anti-corruption risk management. The Company also plans to declare its intention to join the Thai Private Sector Collective Action Against Corruption (CAC) within the established timeline. Overall, the implementation of these initiatives is progressing as planned.

Strategic Initiative

The Company has clearly established policies, guidelines, and internal control procedures relating to the prevention of corruption and bribery.

Strategic Initiative : The Company has clearly established policies, guidelines, and internal control procedures relating to the prevention of corruption and bribery.

Status ● On track

Year	Expected Outcomes	Actual Result
2026	Review and update the anti-corruption and bribery policy to ensure alignment with applicable laws, good corporate governance principles, and best practices.	During the first six months of 2026, the Company reviewed and updated its Anti-Corruption and Anti-Bribery Policy and related guidelines to ensure alignment with applicable laws and regulations, the principles of Good Corporate Governance, and recognized best practices. The Company also revised the policy to comprehensively cover its business operations and to establish clear implementation guidelines for directors, executives, and

Year	Expected Outcomes	Actual Result
		employees. The Company is currently proceeding with the policy review and approval process, while also preparing a communication and awareness plan to promote understanding and effective implementation throughout the organization. The implementation is progressing as planned.

Quarterly update
Attachment

Quarterly update : Attachment

JUMP+ Plan

URL Link to the Document : https://jumpplusmedia-setlink.setgroup.or.th/planSubmission/SEI0_JUMP%2B_Plan_Year_2026-2028_EN.pdf

