

Scope of Duties and Responsibilities of CEO

The Chief Executive Officer (CEO) has been authorized by the Board of Directors of i-Tail Corporation Public Company Limited (“**The Company**”) with powers to manage the Company’s businesses and to determine policies to make decisions and exercise the absolute powers of management of the Company, with duties, as follows:

1. Determine vision, business directions, business policies, business strategies, goals, business plans and annual budgets of the Company and subsidiaries; and determine structure and authority of management to be presented to the Executive Committee and/or the Board of Directors for approval
2. Communicate regarding the vision, business directions, policies and strategies of the Company as approved by the Board of Directors for use by the top management as a framework for business plans and business management of each unit
3. Business management and the Company’s operations to be in accordance with the prescribed work plans; supervise the management and the general administration of the Company in terms of finance, marketing, human resources and other operations to be in accordance with objectives, policies and business plans of the Company and the Group Company as approved by the Board of Directors’ Meeting and/or the Shareholders’ Meeting and to be in accordance with the laws, rules and regulations of related units, as well as the Company’s rules and regulations and leading to the operating results as targeted in terms of financial goals and non-financial goals
4. Provide the Company with a financial reporting system and accurate, complete, and timely disclosure of financial data, and with a proper internal control system, and report to the Board of Directors and/or the Audit committees as assigned by the Board of Directors to supervise such matters regularly
5. Monitor, audit and control the operating results of the Company and the Group Company for good operating results in accordance with the prescribed goals, and report the operating results including the progress of operations in accordance with business plans to the Executive Committee and the Board of Directors regularly, and recommend guidelines and strategies in conformity with objectives and business plans to support sustainable growth of businesses of the Group
6. Manage the Company to have a proper internal control system according to guidelines as assigned by the Audit Committee and/or the Board of Directors
7. Manage the Company to have proper risk management and risk mitigation system according to guidelines as assigned by the Risk Management Committee and/or the Audit Committee and/or the Board of Directors
8. Authorize to enter juristic acts to be binding the Company as per the scope prescribed in the Company’s policies, regulations and procedures on the authority for operations
9. Authorize to release of orders, rules, notifications, memorandums and regulations to be in conformity with the policies and for the benefits of the Company and for maintaining the work disciplines within the organization, and supervise for good governance and compliance with the laws, business ethics and anti-corruption policy
10. Act as the Company’s representative in publicizing the organization to the general public and maintain good relationships with shareholders, customers, and stakeholders to create a relationship network and good image of the organization at a national and international level.
11. Support the proper and regular communication channels with shareholders and provide the standard and transparent disclosure of data

12. Be authorized to sub-authorization and/or delegate others to perform any particular work on his behalf; whereby, such sub-authorization and/or assignment shall be within the scope of authorization under the given power of attorney and/or in accordance the rules and requirements and must not be in a manner of authorization or sub-authorization enabling CEO or the attorney-in-fact of CEO to approve transactions which may have conflicts, interests or benefits in any manner, or may have conflicts of any other interests with the Company or subsidiaries of the Company, except for approval of transactions which are in accordance with the policy and the criteria considered and approved by the Shareholders' Meeting or the Board of Directors' Meeting and approval of transactions of normal business and trading conditions in accordance with notifications of the Office of the Securities and Exchange Commission and/or notifications of the Capital Market Supervisory Board and/or of the Stock Exchange of Thailand and/or as prescribed by the related units
13. Perform other duties as assigned by the Board of Directors and/or subcommittees, and authorize to take any action which is necessary for the performance of such duties under the Company's rules and regulations, Securities and Exchange Act as well as notifications, regulations and the related criteria of the Capital Market Supervisory Board, the Securities and Exchange Commission and the Stock Exchange of Thailand

Positions held by the Chief Executive Officer in other companies

The Board has a policy that the Chief Executive Officer is also required to hold the position of executive director, that is the director who holds the executive position, shall not serve on more than 3 companies in non-affiliated companies, by holding such positions shall not affect the duty and performance of the Company's duties and be approved by the Nomination Remuneration and Corporate Governance Committee.

However, the Chief Executive Officer is prohibited from holding the position in other listed companies. This is so that the Chief Executive Officer can devote time to performing his duties efficiently.

This Policy has been approved by the Board of Directors and will be effective July 1, 2024.

-Mr. Cheng Niruttinanon-
Chairman of the Board of Directors
i-Tail Corporation Public Company Limited