

Roles, Responsibilities, and Code of Conduct of Investor Relations at Pruksa Holding

Objective

The Investor Relations Department of Pruksa Holding (the “Company”) serves as the primary liaison between the Company and its shareholders, investors, analysts, bondholders, financial institutions, and other capital market stakeholders. The Department is responsible for fostering confidence, transparency, and a strong corporate reputation, while supporting the Company’s efficient access to capital markets and funding sources.

Roles and Responsibilities

1. Disclosure and Communication with Capital Markets

Investor Relations is responsible for the disclosure of material financial and non-financial information, including operating results, strategic and business plans, investment projects, and other significant corporate developments. The Department prepares communication materials and plans for earnings calls and other investor-related activities involving shareholders, investors, analysts, bondholders, financial institutions, and other capital market participants, through regulatory disclosure channels, Company events, or securities firm-hosted meetings. All communications must be accurate, complete, timely, and fair in accordance with applicable regulations. In cases of rumors, leaked information, or market speculation, the Company shall promptly clarify factual information to ensure accurate market understanding. Investor Relations also manages investor communication channels, including the corporate website, telephone, email, Line Chat, and investor inquiries, ensuring information remains current and responsive to market developments.

2. Investor and Shareholder Relationship Management

Investor Relations shall maintain strong and constructive relationships with institutional investors, retail investors, analysts, bondholders, and credit rating agencies. The Department shall actively collect investor feedback, expectations, and perspectives, and present such information to management and the Board of Directors on a monthly or quarterly basis, as appropriate. The Department shall also ensure that stakeholders have timely and appropriate access to relevant information in order to support confidence in the Company’s operations and long-term strategic direction.

3. Market Intelligence and Management Support

Investor Relations shall monitor and report on capital market conditions, related news, and industry trends in the real estate, healthcare, and related sectors, as well as investor sentiment toward the Company and its peers. The Department shall prepare analytical reports covering stock trading activity, enterprise valuation, peer performance comparisons, shareholder structure, and investor behavior. Investor feedback and market insights shall be presented to support management in developing communication strategies and enhancing corporate reputation and market perception.

Code of Conduct for Investor Relations

1. Professionalism, Accuracy, Transparency, and Fairness

Investor Relations personnel shall ensure that all disclosures are accurate, complete, and not misleading. All investors and stakeholders shall be treated fairly and equitably, and selective disclosure of material non-public information shall be strictly prohibited. Personnel shall refrain from disclosing any material non-public information that may affect the Company's share price. Continuous professional development in capital markets, regulatory frameworks, and industry trends is required to maintain the Company's credibility and reputation, while ensuring that all actions are aligned with the long-term interests of stakeholders.

2. Confidentiality and Inside Information

Investor Relations personnel shall maintain strict confidentiality over all internal, financial, and strategic information. The use of inside information for personal gain or the benefit of others is strictly prohibited. Personnel shall comply with the Company's Silent Period policy, under which communication of earnings-related information with external parties is prohibited for 14 days prior to quarterly and annual earnings announcements. Personnel shall also comply with the Company's Blackout Period policy, under which trading, transferring, or receiving transfers of Company shares is prohibited during the 30 days prior to earnings announcements and for 24 hours following such announcements.

2. Governance and Oversight

Investor Relations shall coordinate closely with the Finance, Accounting, Company Secretary, Corporate Communications, and relevant business and strategy units to ensure that all disclosures and capital market communications are conducted effectively and in compliance with applicable laws and regulations. The Department shall regularly review its roles, responsibilities, and code of conduct to ensure alignment with the Company's business strategy, evolving capital market conditions, and regulatory requirements.

Investor Relations may be contacted via email at IR@pruksa.com or through the Company's website at www.psh.co.th, which provides updated information in both Thai and English and is regularly maintained to ensure accuracy and completeness.