

BUSINESS ETHICS

Of

Samart Telcoms Public Co., Ltd.

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Message from the Chairman

In achieving good corporate governance, the Company has published handbooks concerning business ethics for all members of the Board of Directors, managerial team and our employees. These handbooks serve as guidance for everyone to perform his/her duty with honesty, integrity, transparency, and of course under the legal restrictions, regulation and other related discipline. Importantly, the Company expects maximize benefits/value and ethical practice not only to Stakeholders but to society as well.

Samart Telcoms strongly believes that the propensity to apply ethical practices to the organization will certainly enhance growth within the Company and gain acceptance from all related members.

(Mr. Pradang Preechayangkul)
Chairman

Conflicts of Interest

To prevent conflicts of interest, the Company has drawn out guidelines for directors and employees to follow.

1. Avoid all actions that may cause conflicts of interest with the Company;
2. In case that directors or employees commit any action related to the Company, the particular director and employee will be treated like an outsider, and will play no part in decision-making process;
3. Refuse to use Company's information obtained in their posts for an opportunity to derive personal benefits by creating rivalry with the Company or involving in related businesses;
4. Refuse to use Company's information to buy shares for personal benefits or to leak Company's information to outsiders for their benefits;
5. Refuse to reveal Company's classified information (e.g. electronic information, financial situation, work's plans, business information and Company's future plans) during and after their posts.

Responsibilities to shareholder

The Company upholds a principle to treat every shareholder without any discrimination.

1. Operate all business affairs with moral conducts. All decisions are carefully made with fullest attention to accomplish fair deal and maximum benefit to every shareholder;
2. Monitor and operate to ensure that appropriate transactions from financial management to administrative strategies are properly carried out to protect and raise benefit for shareholders;
3. Determine to maintain sustainable growth and stability of the Company, thus all shareholders can enjoy long-lasting benefits due to Company's superb performance and its efficiency and effectiveness in delivering all tasks;
4. Respect shareholder's right to information for evaluation purposes. Oblige to truthfully reveal annual income, financial status with other supporting documents with accuracy. Such practice is mandated by the Stock Exchange of Thailand and Office of Securities and Exchange Commission.

Employee policies

The Company highly regards all of the employees as invaluable resources and indispensable factor that propel the Company to meet all objectives and future successes. Henceforth, the Company is responsible to provide just opportunity, reasonable remuneration, promotion, appointment, transfer and development of potential by:

1. Treat every employee with respect to his/her right, honor and privacy;
2. Maintain working atmosphere that is conducive to promote better safety for their lives and properties;
3. Promoting, transferring, awarding and punishing, of employees are conducted with sincerity, and based on each employee's knowledge, effort, and appropriateness;
4. Pay importance on developing skills and potential of employees by constantly organizing various activities, for instance, seminars, training, and handing out scholarships for employees;

5. Avoid all unfair actions that may cause instability of employee's position;
6. Propose reasonable remuneration packages and compensation according to market situations, business competitions, job descriptions, work qualities, and Company's capability to pay for that remuneration packages;
7. Provide opportunities for employees to express opinions and file complaints related to their jobs. Those suggestions and complaints will be seriously taken into consideration for formulating solutions. This important policy is meant to draw benefits to all parties and spawn camaraderie in the office.

Customer policies

The Company strongly believes in building confidence and bringing satisfaction to all of the customers. Since their trusts are critical to our business, the Company promotes the following policies:

1. Determine to provide and produce commodities and services that are trendy to satiate customers' needs;
2. Provide high-quality products and services at reasonable price;
3. Provide accurate information without any exaggeration that may cause misunderstandings on product's quality and quantity, or special conditions for each product and service;
4. Formulate procedures that permit customers to inform about drawbacks of the products or improper services, because those complaints are valuable for the Company to come up with immediate remedy and improvement for problematic products and services;
5. Provide effective after-sale services for customer's convenience;
6. Guard all customers' information as top secret and refuse to use them for personal benefits;
7. Support all activities that will strengthen, as well as maintain, lasting and healthy relationship between Company and customer.

Trade partners policies

The Company must instigate fair treatment and mutual benefits to all trade partners because they are essential in contributing success to the Company. The Company has duty to:

1. Systematically provide products and services with the highest standard under these principles:
 - Must compete based on congruent information;
 - Must have clear-cut rules in evaluation and selection of trade partners;
 - Must formulate fair agreements with trade partners;
 - Must provide systematic operating and monitoring processes to ensure that all conditions stated in the agreement are strictly followed, and at the same time, to prevent corrupt practices that may occur during each process;
 - All payments for business partners must be issued with punctuality and accuracy according to all conditions stated in the agreements
2. Develop and maintain good relationship between all partners with trust and confidence;
3. Refuse to accept any personal benefit offered by partners;
4. Refuse to fabricate or falsify information that will cause misunderstandings to partners.

Counterpart policies

The Company conducts all business affairs under just rules and competitions by holding the following principles:

1. Refuse to search for rivals' secret information by all means, dishonestly or inappropriately;
2. Refuse to ruin counterparts' reputations by accusing them of wrongful actions;
3. Refuse to violate intellectual property rights of business' counterparts.

Responsibility to society as a whole

The Company recognizes that it can survive and grow in a society that is vigorous and prosperous. Therefore to bring about societal progress, the Company have policies to:

1. Participate in societal improvements with financial support to all activities that aim to maintain beneficial cultures, customs and rituals. Moreover, the Company will involve in religious activities regularly, and bring developments to the society and educational system for the country to stride forward;
2. Be responsible to utilize natural resources in form of raw materials, investments, human resources, and energies in prudent manners;
3. Support conservation and environmental protection efforts with persistence;
Operate all business affairs with awareness on preserving environment, managing safety measures, being good Samaritan, and adhering to all related laws and regulations.

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