

PRIVACY POLICY FOR SHAREHOLDER' MEETING

MASTER AD PUBLIC COMPANY LIMITED AND AFFILIATED COMPANY

MASTER AD Public Company Limited and affiliated company <https://investor.masterad.com/th/corporate-info/shareholding-structure>) (the "Company", "we", "us", or "our") recognizes the importance of the protection of personal data. We follow security procedures when collecting, using, and/or disclosing your Personal Data (as defined below).

This privacy policy ("Privacy Policy") was made to inform you the Company collects, uses and/or discloses your personal information as a shareholder, Proxy Custodian or a person authorized to act on behalf of a shareholder who is a juristic person for the meeting of shareholders / securities holders of the Company.

From time to time, we may change and/or update this Privacy Policy. We will provide additional notice of significant changes and/or updates. We will post the date on which our Privacy Policy was last updated at the below of the Privacy Policy. We encourage you to read this Privacy Policy carefully and to check Privacy Policy regularly to review any changes and/or updates we might take in accordance with the terms of this Privacy Policy which you can follow and read on the Company's website.

1. WHAT PERSONAL DATA WE COLLECT

For the purposes of this Privacy Policy, "**Personal Data**" means any identified or identifiable information about you as listed below.

We may directly or indirectly collect your Personal Data from other sources. For example, we may directly collect your Personal Data (for example, when you interact through the Company's online platform through the company's website or mobile application communication by e-mail, telephone, questionnaires, business cards, postal mail during meetings and events appointment to meet with you or from a source in the system central drive system/central database of the Company or transport software and/or electronic files)

We may also indirectly collect your personal information for example from affiliated company <https://investor.masterad.com/th/corporate-info/shareholding-structure>) and affiliated company in the BTS group (<https://www.masterad.com/about/structure>) (according to the definition in the topic "Who does the

company disclose your personal information to” this way below) or public sources (such as social media and websites of third parties or relevant government agencies) The personal information that the company Collected depends on your relationship with the Company. or from affiliated company <https://investor.masterad.com/th/corporate-info/shareholding-structure>) and affiliated company in the BTS group (<https://www.masterad.com/about/structure>) By the example of your personal information that the company may be collected are the following:

- 1) **Personal details**, such as title, name, surname, gender, age, nationality, date of birth, signature, photo, VDO records, Signature, ID card number Passport number Tax Identification Number Government ID card number Certificate of registration of juristic person Business license (such as Custodian) including information from a driver's license or information on any other card issued by government agency Details of shareholding/securities (e.g. issuing company, number of shares held, number, type, percentage of holding), details of proxy (name, address of proxies) name of independent directors of the Company), information on the resolution of the meeting (such as the exercise of your right to vote in each agenda as agree, disagree or abstain, etc.), and/or the amount of dividends;
- 2) **Contact details**, such as address, phone number, business phone number, mobile phone number, and/or email
- 3) **Financial details**, such as bank account information (e.g. account name, account number, bank account opening, swift number, account address) and/or relevant contract details, (Share Purchase Agreement)
- 4) **Sensitive data**, such as health information (for screening and controlling communicable diseases or epidemics)

We do not intentionally collect your sensitive data. However, in case that we do, we will only collect, use, and/or disclose Sensitive Data on the basis of your explicit consent or where permitted by law.

If you provide Personal Data of any third party (such as parent, spouse, children, emergency contact, or referral person, guest) to us, e.g., their name, family name, address, relationship, contact details, and related documents, you represent and warrant that you have the authority to do so by (i) Informing such other

persons about this Privacy Policy; and (ii) Obtaining consents (where required by law or necessary) to permit us to use such Personal Data in accordance with this Privacy Policy.

2. WHY WE COLLECT, USE AND/OR DISCLOSE PERSONAL DATA

In addition to obtaining your consent where required by law, the Company may rely on or refer to: (1) The performance base of the contract; For initiating a contract or entering into a contract or performing a contract with a Personal Data Subject (2) Legal Compliance Base for the performance of the Company's legal duties; (3) The Company's legitimate interests and of outsiders in proportion to the interests and fundamental rights and freedoms in relation to the protection of your personal data; (4) The base for prevention or suppression of harm to life, body or health of persons; (5) The base of public interest. For carrying out missions in the public interest or performing duties in the exercise of state power or other legal bases as permitted by the Personal Data Protection Act. (Depending on the case), depending on the relationship between you and the Company, the Company may collect, use and/or disclose your personal information for the following purposes:

- 1) Verification, identity verification and the processing of your request
- 2) Holding a shareholders' meeting /securities holders and operations relating to voting and vote counting at the meetings
- 3) Registration of shareholders/securities holders or preparation of documents for the right to hold or transfer, issue new share certificates/securities and/or split share certificates /securities for trading and/or exchanging shares/securities
- 4) Process for paying dividends to shareholders/securities holders
- 5) Safety and security in the Company's business
- 6) Performance of duties in accordance with the Company's rules, regulations and regulations, including the law and/or lawful orders of the courts. Regulatory authority, government agency and/or government organization
- 7) Performance of duties in accordance with the rules, regulations and regulations of the Company, including the law and/or lawful orders of the courts. Regulatory authority, government agency and/or government organization
- 8) Exercise of rights or protect the legitimate interests of the Company as necessary, such as to detect and prevent fraud, crime or non-compliance with the law.
- 9) Public interest to protect other persons in the area or premises under the Company's control

- 10) Prevent or suppress harm to life, body, health or property of you or others (as the case may be), for example, for the control of communicable diseases or epidemics

In the event that the company It is necessary to collect personal data to comply with a law or contract. or to enter into a contract with you and if you are unable to provide personal information as requested by the Company, the Company may not be able to allow you to attend the meetings that the Company organizes.

3. TO WHOM WE MAY DISCLOSE OR TRANSFER PERSONAL DATA

The Company may disclose your personal information to companies in the group Securities depository, service providers (such as registration and vote counting companies), consultants, law enforcement agencies, courts, officials, government agencies and relevant regulators.

4. TRANSFRS OF YOUR PERSONAL DATA ABROAD

The Company may disclose or transfer your personal data to foreign countries where the destination country may or may not have the same personal data protection standards as Thailand. The Company will proceed according to the procedures required by law.

5. HOW LONG DO WE KEEP PERSONAL DATA

We retain Personal Data for as long as is reasonably necessary to fulfil purpose for which we obtained them and to comply with our legal and regulatory obligations. However, we may have to retain Personal Data for a longer duration, as required by applicable law.

6. COOKIES AND USE OF COOKIES

If you visit our website we automatically collect information from you using tracking tools and cookies. (including but not limited to Google Tag Manager, Google Analytics, Hotjar Matomo, Zendesk, Facebook Pixel Analytics, Facebook Ad Manager and Google Cloud) Cookies are tracking technologies used to analyze trends, manage our website track the movement of website users, or remember user settings Some cookies are necessary because without them the website will not function properly, Other cookies are for the convenience of visitors such as, a cookie that remembers your username, your safety including the language you use Most Internet browsers allow you to control them, whether you accept cookies If you refuse cookies Your ability to use some or all functions of our website may be limited, Please find more details in our Cookie Policy at <https://www.masterad.com/about/privacypolicy>.

7. DATA SECURITY

As a way to protect personal privacy of your Personal Data, we maintain appropriate security measures, which include administrative, technical and physical safeguards in relation to access control, to protect the confidentiality, integrity, and availability of Personal Data against any unlawful or unauthorized loss, alteration, correction, use, disclosure or access, in compliance with the applicable laws for more details about the Company's security measures Please see the Company's full privacy policy at <https://www.masterad.com/about/privacypolicy>

8. YOUR RIGHT AS THE SUBJECT OF PERSONAL DATA

Subject to the provisions of the law and the relevant legal exemptions You may have the right to request access, obtain a copy or request that the Company disclosure of the acquisition of your personal data that you do not give consent to the company, request to be transferred, corrected, deleted, destroyed or made non-personally identifiable information, Which your personal information including may object and suspend the collection, use and/or disclosure of your personal information in some cases, and if the company by your consent You may withdraw your consent, Does not comply with the law on personal data protection You have the right to lodge a complaint to the relevant government agency as required by law.

9. OUR CONTACT DETAILS

If the data subject wishes to contact us to exercise the rights relating to your Personal Data or if there are any queries about your Personal Data under this Privacy Policy, please contact our Data Protection Officer (DPO) at:

- (1) MASTER AD Public Company Limited and affiliated company
- (2) Company's office: 21, TST TOWER , 21st – 22nd Floor, Viphavadi Rangsit rd., Chom Phon, Chatuchak, Bangkok 10900
- (3) Phone number: 02-938-3388 Office hours: Monday - Friday from 9:00 a.m. - 6:00 p.m.
- (4) Email: dpo@masterad.com , privacy-policy@masterad.com

This Privacy Policy is effective as of May 23, 2022 onwards.