



**Invitation to the Annual General Meeting of Shareholders
for the year 2025 of**

Beauty Community Public Company Limited

Friday, 25 April 2025, at 14.00 Hrs.

The meeting will be arranged in electronic meeting format (E-AGM) via video conference from the meeting room of Beauty Community Public Company Limited at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230

The shareholders can register to E-AGM from 13.00 Hrs. onward

The Shareholders who intend to attend the meeting, please send E-AGM Registration Form and/or Proxy Form with identification documents to the Company within **Wednesday, 23 April 2025** through:

- Email: contact@beautycommunity.co.th; or
- Mailing Address: Company Secretary Beauty Community Public Company Limited at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230

Beauty Community Public Company Limited

Head Office at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district,

Bungkum District, Bangkok 10230

Telephone: 02 946 0700-6

Website: www.beautycommunity.co.th

Date: 4 April 2025

Re: Invitation to the Annual General Meeting of Shareholders for the year 2025

To: Shareholders of the Company

Attachment:

1. Copy of Minutes of the Annual General Meeting of Shareholders for the Year 2024 (Attachment 1);
2. Form 56-1 One Report (Annual Report for the year 2024) in QR Code Form (Attachment 2);
3. Copy of the Statements of Financial Position and Statements of Comprehensive Income for the fiscal year 31 December 2024 in QR Code format (Attachment 3) ;
4. Details of the Persons who nominated to be elected as Directors (Attachment 4);
5. Definition of Independent Directors (Attachment 5);
6. Proxy Form A, B, and C (Attachment 6);
7. List of Documents and Evidence to be presented on the Meeting (Attachment 7);
8. Profiles of Nominated Independent Directors selected by the Company to be the Shareholder's Proxy Holder for the Purpose of Consideration to appoint such Independent Directors as his/her Proxy Holder (Attachment 8);
9. Articles of Association of the Company regarding the Shareholder's Meeting (Attachment 9);
10. Guideline for attending the Annual General Meeting of Shareholders through Electronic Meeting ("E-AGM") (Attachment 10);
11. Guideline for Voting, Vote Counting, Voting Results Report, and Asking Question in E-AGM (Attachment 11); and
12. E-AGM Registration Form the Annual General Meeting of shareholders for year 2025 (Attachment 12).

The Board of Directors Meeting No. 1/2025 of Beauty Community Public Company Limited (the "**Company**") had a discretion to convene the Annual General Meeting of Shareholders for the year 2025 through electronic meeting (E-AGM) on Friday, 25 April 2025, at 14.00 Hrs., via video conference from the meeting room of Beauty Community Public Company Limited at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230, and the registration time will commence at 13.00 Hrs.

The Company has announced the schedule and agendas of the Annual General Meeting of Shareholders for the year 2025 on the Stock Exchange of Thailand (www.set.or.th) since 26 February 2025. In compliance with the Principle of Good Corporate Governance, the Company posted on its website (www.beautycommunity.co.th), in advance, the Thai language and English language version of invitation to the Annual General Meeting of Shareholders for the year 2025 since 4 April 2025 in order to provide sufficient time for the shareholders to consider the meeting materials before a hard copy is sent to shareholders.

¹In compliance with Thai Investors Association's policy ("Association") which encourages the listed companies to not distribute the souvenir during the shareholders' meeting of the company because the Thai Investors Association realizes that the purpose of convening the shareholders' meeting is to offer the opportunity to the shareholders to attend the meeting and to acknowledge the company's operating performance

The Board of Directors sets forth the agenda as follows:

Agenda 1 To consider the verification of the Minutes of the Annual General Meeting of Shareholders 2024

Objective and reason

The Secretary of the Meeting prepared the Minutes of the Annual General Meeting of Shareholders 2024 held on 25 April 2024 and submitted to the Stock Exchange of Thailand and the Department of Business Development, Ministry of Commerce, within the period as prescribed by laws and has been disclosed on the Company's website. The copy of Minutes of the Annual General Meeting of Shareholders 2024 is as found in **Attachment 1**.

Opinion of Board of Directors The Board of Directors is unanimously of the opinion that the shareholders' meeting should verify such minutes.

This agenda requires affirmative resolution with a majority vote of the total number of votes of shareholders attending and casting at the Meeting.

Agenda 2 To acknowledge the overall performance of the Company's business operations for the year 2024 and the operational plan of the year 2025

Objective and reason

The Company provided a report on overall performance of the Company's business operations for the year 2024 and the operational plan of the year 2025 in Form 56-1 One Report (Annual Report for the year 2024) as found in **Attachment 2**.

Opinion of Board of Directors The Board of Directors is unanimously of the opinion that it is appropriate to propose to the shareholders' meeting to acknowledge the overall performance of the Company's business operations for the year 2024 and the operational plan for the year 2025.

The resolution is not required for this agenda since this agenda is a report for shareholders' acknowledgement.

Agenda 3 To consider and approve the Statements of Financial Position and Statements of Comprehensive Income for Fiscal Year Ended 31 December 2024

Objective and reason

According to Section 112 of the Public Limited Company Act B.E. 2535 ("**Public Limited Company Act**"), and Article 63 of the Company's Articles of Association, in which stipulate that the Board of Directors shall prepare the balance sheet and the profit and loss statement as of the last day of the fiscal year of the Company for submission to the Meeting of Shareholders at the Annual General Meeting of Shareholders for consideration and approval. The Statements of Financial Position and Statements of Comprehensive Income for fiscal year ended 31 December 2024 were audited and certified by the certified auditor per details in the copy of Statements of Financial Position and Statements of Comprehensive Income for the accounting period ended 31 December 2024, as found in **Attachment 3**. The summary is as follows:

(Unit: Baht)

Particulars	Statements of Financial Position and Statements of Comprehensive Income ended 31 December 2024
Total Assets	689,565,082.65
Total Liabilities	144,816,612.61
Shareholders' Equity of the Company	544,748,470.04
Total Revenue	435,802,165.66
Earnings Before Interest and Income Tax	(40,865,004.26)
Net Profits	(115,821,604.85)
Earnings per Share	(0.039)
Weighted Average Number of Share(s) (Share)	2,994,193,535

Opinion of the Board of Directors The Board of Directors is unanimously of the opinion that it is appropriate to propose to the shareholders' meeting to consider and approve the Statements of Financial Position and the Statements of Comprehensive Income for fiscal year ended 31 December 2024.

This agenda requires affirmative resolution with a majority vote of the total number of votes of shareholders attending and casting votes at the Meeting.

Agenda 4 To consider and approve the omission of dividend payment for the year 2024

Objective and reason

The Company has a dividend payment policy based on annual operating results and long-term returning to shareholders. According to Section 115 of the Public Limited Company Act, and Article 55 of the Company's Articles of Association, in which stipulate that dividends shall not be paid other than out of profits. In the case where the company still has an accumulated loss, no dividends shall be paid.

For the year 2024, the Company reported net loss of 115,821,604.85 Baht (One Hundred Fifty-Five Million Eight Hundred Twenty-One Thousand Six Hundred and Four Point Eighty-Five) which result in the omission of dividend payment for the year 2024 and also no allocation of legal reserve because the Company has completely appropriated its legal reserve of 30,226,100.00 Baht (Thirty Million Two Hundred Twenty-Six Thousand and One Hundred Baht), which is not less than ten percent of the Company's registered capital of 299,419,353.50 Baht (Two Hundred Ninety-Nine Million Four Hundred Nineteen Thousand and Three Hundred Fifty-Three Point Five) according to Section 116 of the Public Company Limited Act, and Article 58 of the Company's Articles of Association in which stipulate that the Company must allocate part of the annual net profit as legal reserve in an amount not less than five (5) percent of the annual net profit less the sum of accumulated loss brought forward (if any) until the legal reserve attains an amount not less than ten (10) percent of the registered capital.

Opinion of Board of Directors The Board of Directors is unanimously of the opinion that it is appropriate to propose to the shareholders' meeting to consider and approve the omission of dividend payment for the year 2024.

This agenda requires affirmative resolution with a majority vote of the total number of votes of shareholders attending and casting votes at the Meeting.

Agenda 5 To consider and approve the director's remuneration for the year 2025

Objective and reason

According to Article 25 of the Company's Articles of Association, the director's remuneration and consideration shall be fixed by the Meeting of Shareholders. The directors are entitled to receive considerations from the Company in form of gratuity, meeting allowance, remuneration, bonus or other benefits in accordance with the Articles of Association or as specified by the Meeting of Shareholders irrespective of whether such consideration is specified as the fixed amount or as specified based on rules from time to time or to be effective unless otherwise changed. In addition, the directors are entitled to receive allowances and welfare benefits according to the Company's regulations.

The Board of Directors' Meeting No. 1/2025 on 25 February 2025 considered the proposal of the Nomination and Remuneration Committee Meeting No. 1/2025 on 25 February 2025, which considered very thoroughly various aspects and deemed that it is appropriate to fix the director's remuneration for the year 2025 with details as follows:

1. Proposal for the remuneration of meeting allowance for directors for the year 2024 at the same rate as the year 2024 from the resolution of the Board of Directors' Meeting No. 1/2024 dated 27 February 2024 and the Annual General Meeting of Shareholders for the year 2024 dated 25 April 2024 with details as follows:
- 2.

The Remuneration of Meeting Allowance for Directors	Proposal for Year 2025 (rate per each meeting)	Previous Year 2024 (rate per each meeting)
1. Meeting allowance of Director <ul style="list-style-type: none"> Chairman of the Board of Directors Director 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
2. Meeting allowance of Audit Committee <ul style="list-style-type: none"> Chairman of the Audit Committee Audit Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
3. Meeting allowance of Nomination and Remuneration Committee <ul style="list-style-type: none"> Chairman of the Nomination and Remuneration Committee Nomination and Remuneration Committee 	Baht 19,325 Bath 14,494	Baht 19,325 Bath 14,494

The Remuneration of Meeting Allowance for Directors	Proposal for Year 2025 (rate per each meeting)	Previous Year 2024 (rate per each meeting)
4. Meeting allowance of Risk Management Committee		
• Chairman of the Risk Management Committee	Baht 19,325	Baht 19,325
• Risk Management Committee	Baht 14,494	Baht 14,494

In this regard, the Board of Directors which is a member of Executive Directors will not be entitled to the remuneration of meeting allowance since they already receive monthly remuneration as Executives. The Company disclosed the the Board of Directors' remuneration by separating by individuals and types of remuneration for publicly acknowledgement in the One Report (Form 56-1) for the purpose of transparency and to comply with the good corporate governance principle.

2. Proposal for the bonus remuneration of the directors payable in the year 2025 from the business performance of 2024 due to the Company has accumulating loss at the amount of 115,821,604.85 Baht (One Hundred Fifty-Five Million Eight Hundred Twenty-One Thousand Six Hundred and Four Point Eighty-Five). Therefore, in accordance with the company's remuneration policy, which states that directors' bonuses shall be determined based on the company's performance, the Board of Directors shall not receive remuneration in the form of a directors' bonus for the business performance of 2024, payable in 2025.

Opinion of Board of Directors The Board of Directors concurs with the proposal of the Nomination and Remuneration Committee and is unanimously of the opinion that it is appropriate to propose to the shareholders' meeting to consider and approve the director's remuneration for the year 2025.

This agenda requires affirmative resolution with at least two-thirds of total number of votes of shareholders attending in the Meeting. The shareholder who has a vested interest in this agenda shall not be entitled to vote.

Agenda 6 To consider and approve the appointment of the auditors and their remuneration for year 2024

Objective and reason

According to Article 49 of the Company's Articles of Association, the auditors and their remuneration shall be appointed by the Annual General Meeting of Shareholders. In order to comply with the qualifications of a listed company on the Stock Exchange of Thailand, it is necessary for the Company to appoint auditors approved by the Office of the Securities and Exchange Commission and fix their remuneration for the year 2025. Therefore, the Company appointed the auditors from D I A International Audit Company Limited to be the Company's auditors and fix their remuneration as set in the auditor's proposal to the Company in the total amount of 1,100,000 Baht (One Million and One Hundred Thousand Baht), equaling the year 2024.

<u>Name of Auditor</u>	<u>License Number</u>
(1) Miss Kamolmett Chrityakierne	10435
(2) Mrs. Suvimol Chrityakierne	2982
(3) Mr. Wirote Satjathamnukul	5128
(4) Mr. Nopparook Pissanu Wong	7764

The comparison of the remuneration of Auditors between the year 2024-2025 are as detailed below:

The Remuneration of Auditors	Year 2025 (Proposal) (Baht)	Year 2024 (Previous Year) (Baht)
Audit Fee	1,100,000	1,100,000
Non-Audit Fee	None	None
Total	1,100,000	1,100,000

These auditors of D I A International Audit Company Limited are approved by the Office of the Securities and Exchange Commission and are the Company's auditors. Their performance are considered as a good performance. The auditors have no relationship with and no vested interest in the Company, Executives, major shareholders or the connected persons to the aforementioned persons. Therefore, the aforementioned auditors can independently audit and express their opinion on the Company's Financial Statements.

Opinion of Board of Directors The Board of Directors is unanimously of the opinion that it is appropriate to propose to the shareholders' meeting to consider and approve the appointment of auditors from D I A International Audit Company Limited to be the Company's auditors and their remuneration for year 2025 in the total amount of 1,100,000 baht.

This agenda requires affirmative resolution with a majority vote of the total number of votes of shareholders attending and casting votes the meeting.

Agenda 7 To appoint new directors to replace directors who retire by rotation

Objective and reason

According to Public Limited Company Act in connection with the Company's Articles of Association, "at every annual general meeting, one-third (1/3) of the directors shall retire." For this Annual General Meeting of Shareholders for the year 2025, there are 3 directors who will retire by rotation as follows:

- | | | |
|----|------------------------------|---|
| 1. | Assoc. Prof. Dr. Vichit U-on | Independent Director and Chairman of Audit Committee |
| 2. | Col. Attapon Srisangwarn | Independent Director |
| 3. | Ms. Tanyapon Kraibhubes | Director, Exclusive Committee Chairman, and Managing Director |

Opinion of Board of Directors The Board of Directors is unanimously of the opinion that it is appropriate to propose to the shareholders' meeting to consider and appoint directors who retire by rotation to resume their positions for another term. Information of the nominees for directorship and definition of independent directors are specified in **Attachments 4 and 5**.

Pursuant to the Company's Articles of Association, this agenda requires affirmative resolution with a majority vote of the total number of votes of shareholders attending and casting votes at the meeting with the following rules and procedures.

- (1) Each shareholder shall have one (1) vote for one (1) share;**
- (2) Each shareholder shall exercise all the votes he has under (1) to appoint one or several person(s) to be director(s), provided that he cannot divide his votes to any person to any extent;**
- (3) Persons receiving the most votes are those who are elected to be directors, in descending order, to the number of directors who are to be elected. If there is a tie in the last to be elected and this exceeds the said number of directors, the presiding chairman shall have an additional casting vote. In order to comply with the good corporate governance principle, the Company provides opportunities for shareholders to vote on individual nominees by proposing the shareholders' meeting to cast the vote on an individual basis.**

Agenda 8 To transact other business (if any)

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In addition, the Company has prepared the Form 56-1 One Report (Annual Report for the year 2024) in QR Code format and delivered to the shareholders as enclosed with **Attachment 2**.

Yours Truly,



(Dr. Suwin Kraibhubes)
Chairman of the Board of Directors



(Mrs. Daranee Pathetang)
Company Secretary

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**COPY OF MINUTES OF THE ANNUAL GENERAL MEETING OF
SHAREHOLDERS FOR YEAR 2024**



Minutes of the 2024 Annual General Shareholders' Meeting

of

Beauty Community Public Company Limited

Meeting Venue

Via video conference from
Beauty Community Public Company Limited's meeting room
at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-District,
Bungkum District, Bangkok 10230

Thursday April 25, 2024, at 1.30 p.m.



Beauty Community Public Company Limited
50/1-3 Nuanchan 34, Nuanchan, Buengkum, Bangkok 10230
TEL. 02- 9460700-6, 02-9461446-9, 02-9461573-4 FAX: 02-9461571

**Minutes of the 2024 Annual General Shareholders' Meeting
of
Beauty Community Public Company Limited**

Date, Time, and Place

The Meeting was held on April 25, 2024, at 1:30 p.m., in the form of electronic meeting (E-AGM) via video conference from Beauty Community Public Company Limited's meeting room at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-District, Bungkum District, Bangkok 10230.

Attending Committee

- | | |
|----------------------------------|--|
| 1. Mr. Suwin Kraibhubes | Chairman of the Board of Directors and Director |
| 2. Assoc. Prof. Dr. Vichit U-on | Chairman of the Audit Committee and Independent Director |
| 3. Mr. Viboon Pojanalai | Independent Director |
| 4. Col. Attapon Srisangworn | Independent Director |
| 5. Dr. Peerapong Kitiveshpokawat | Executive Committee Chairman and Director |

Attending Committee via electronic means

Ms. Monsoothatip Malaukaramun	Director
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Absent Committee

Ms. Tanyapon Kraibhubes	Director
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Attending Executive Officer

Mr. Pisan Taraphat	Chief Executive Officer and Executive Director
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Auditor

Mrs. Suvimol Chrityakierne	D I A International Auditing Company Limited
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Legal Consultant

Mr. Krittin Pollagan	JTJB International Lawyers Co., Ltd.
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Secretary of the Meeting

Mrs. Daranee Pathetang	Secretary of the Meeting
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Preliminary Proceedings

The Chairman of the Meeting assigned **Ms. Natthamol Pulpipattanan** (the “MC”) to conduct the 2024 Annual General Shareholders’ Meeting.

The MC informed the Meeting that the Company had taken photos, together with video and sound records of the shareholders’ meeting for the purpose of transparency and evidence of this shareholders’ meeting.

The Board of Directors’ Meeting No. 1/2024 which held on February 27, 2024, resolved the 2024 Annual General Shareholders’ Meeting to be held in the form of electronic meeting (E-AGM) via video conference from Beauty Community Public Company Limited’s meeting room on Thursday, April 25, 2024, at 1.30 p.m.

The MC further informed the Meeting of the measure for **inquiring questions of the shareholders** where each shareholder would be able to send the questions via chat window to inquire questions and the Company will answer all the questions in Agenda 8.

The MC informed the Meeting on the measure for question submission as follows:

1. The E-AGM system would accept the question relating to each Agenda where the shareholder should type the question and submitted on chatting window.
2. Click on “Ask Question” button then type the question and either press “Enter” (if using computer) or press “send” twice (if using mobile phone);
3. Once the Company’s staff received the inquiries, the director, or assigned person from the director would read the questions after all agendas had been discussed and considered, which other shareholders would be able to acknowledge the questions and answers from the director or assigned person from the director via video conference. However, none of shareholder would be able to see the questions that were sent except the Company’s staff, director, or assigned person from the director;
4. In this Meeting, the votes are openly cast online via the E-AGM service provider’s system. In casting the votes, each shareholder would have 1 vote per 1 share held by them.

Furthermore, the MC informed the Meeting of **the voting procedure for each agenda of the Meeting** as follows:

1. click “Vote” in the voting menu;
2. All attendances of the Meeting could view the entire agendas, and the shareholders or proxy holder could vote at any time as long as the agenda had not been closed. Once the agenda had been discussed and the agenda was closed, the vote could not be changed;

3. Once clicking at the voting menu, the system would have a button for casting the vote in each agenda that was opening for the vote. The shareholders would be able to cast the vote for such agenda by pressing any of these buttons; “approve”; “disapprove”; or “abstain” then click “send”. Once the vote was submitted, the pop-up window would show “the vote is completed”.

In case **where any of the shareholders** disapprove or abstain, please cast the vote as disapprove or abstain. Otherwise, it would be assumed that those shareholders “approve” such agenda automatically.

In case that **no shareholder** disapprove or abstain, it would be deemed that all shareholders were approved the agenda or resolved unanimously as proposed. In this regard, details of voting procedure were sent to the shareholders via e-mail together with username and password for this E-AGM prior the Meeting.

The shareholders or proxy holder would be able to inspect the quorum and voting result by clicking at voting result menu at any time. Upon clicking such menu, voting result would appear only after the agenda was closed, and details of which were sent to the shareholders via e-mail together with username and password for this E-AGM prior the Meeting.

In case of any technical problem in relation to the E-AGM system, please contact Quidlab Company Limited, the service provider for this shareholders’ meeting, via telephone No. 02 013 4322 or 0 800 087 616, or via e-mail at info@quidlab.com.

The MC informed the Meeting in relation to the vote of each agenda of this Meeting:

Except Agenda 2 and Agenda 5 would be approved by majority vote of the shareholders attending the Meeting and entitled to vote.

For Agenda 2: it was for acknowledgement and **not required** to vote;

For Agenda 5: it would be approved by **at least** two-thirds of the total number of votes of shareholders attending the Meeting, whereby the shareholders who have vested interest in the remuneration of meeting allowance and bonus of directors, their votes would not be counted for this agenda;

In case of a tied vote, the Chairman would have the casting vote.

In opening the Meeting, the total number of shareholders in attendance in person and by proxy were 48 persons, representing 1,062,225,824 shares considered 35.4762 percent of the total shares sold (the total shares sold of the Company are 2,994,193,535 (Two Thousand Nine Hundred and Ninety-Four Million, One Hundred and Ninety-Three Thousand, Five Hundred and Thirty-Five Shares)).

Chairman of the Board of Directors, served as Chairman of this Meeting (the “**Chairman**”), declared the Meeting to be duly convened and considered the following agendas:



Beauty Community Public Company Limited
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TEL. 02- 9460700-6, 02-9461446-9, 02-9461573-4 FAX: 02-9461571

Agenda 1 To certify the Minutes of the 2023 Annual General Shareholders' Meeting

The Chairman proposed the Meeting to certify the Minutes of the 2023 Annual General Shareholders' Meeting held on April 26, 2023 as detailed in the copy of Minutes of the 2023 Annual General Shareholders' Meeting submitted to the Stock Exchange of Thailand and the Department of Business Development, Ministry of Commerce, within the period as prescribed by laws and disclosed on the Company's website including attached to the invitation to the Meeting.

The Chairman respectively requested the Meeting to certify the Minutes of the 2023 Annual General Shareholders' Meeting. The Meeting considered the same and resolved as follows:

Resolution The minutes of the 2023 Annual General Shareholders' Meeting held on April 26, 2023, was approved as proposed by the Chairman with a majority vote of the shareholders attending the meeting and entitled to vote, with voting result of this agenda was as follows:

For this agenda, there were shareholders attending the meeting and casting vote totaling 1,062,227,824 shares.

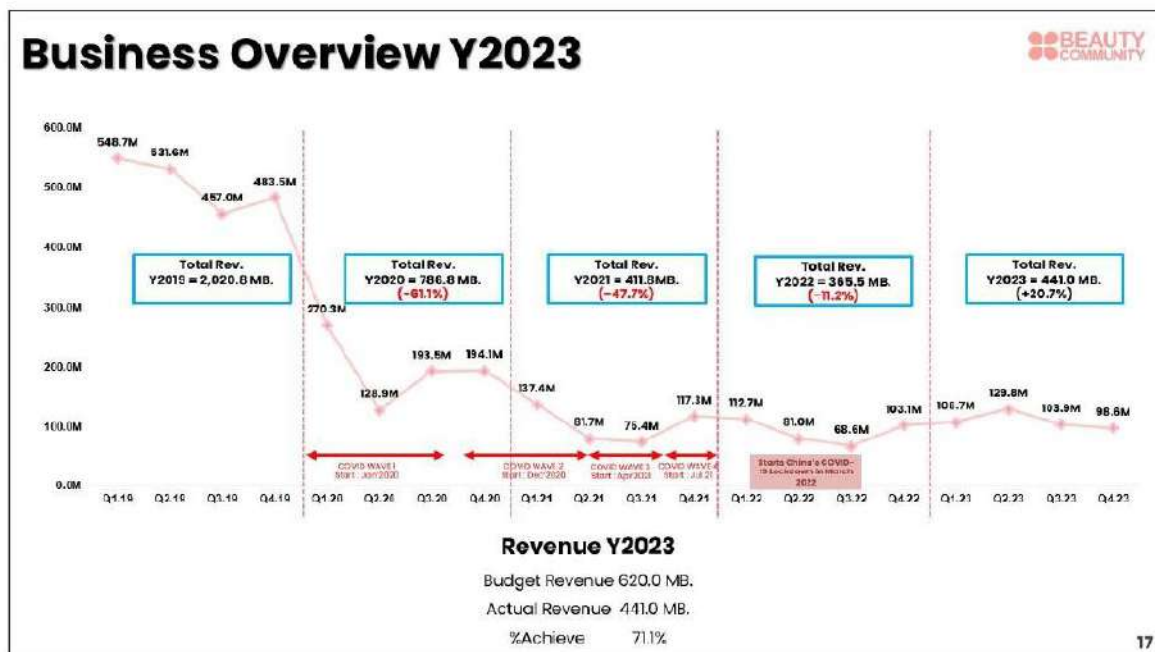
	Shareholders	Amount (Vote)	Percentage
(1)	Approve	975,263,726	91.8130
(2)	Disapprove	0	0.0000
(3)	Abstain	86,964,098	8.1870
	Total	1,062,227,824	100.0000

Agenda 2 To acknowledge the overall performance of the Company's business operations for the year 2023 and the operational plan of the year 2024.

The Chairman assigned Mr. Pisan Taraphat, Chief Executive Officer, to report the Meeting on the overall performance of the Company's business operations for the year 2023 and the operational plan of the year 2024.

Mr. Pisan Taraphat then proposed to the Meeting as follows:

The Overall Performance of the Company's Business Operations for the Year 2023



During the fiscal year 2023, the Company recorded an income of Baht 441 million, reflecting a growth of 20.7% compared to the previous year, 2022. Notably, the fiscal year 2023 marks the Company's first year of growth, achieving its target by approximately 71%. This progress is significant in light of the challenges faced by the Company's operations during the COVID-19 outbreak from 2020 to 2022, as illustrated in the diagram provided.

Business Overview of the year 2023

Business Overview Y2023


Unit: MB.

Detail	Y2023	Y2022	YOY	%YOY
Revenue	440.97	365.46	75.51	20.7%
GP	211.97	174.53	37.44	24.5%
%GP	48.9%	49.5%		
Expense	255.85	271.90	-16.05	-5.9%
%Expense	58.0%	74.4%		
NPAT	-45.67	-67.68	22.01	32.5%
%NPAT	-10.4%	-18.5%		

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In 2023, the Company's Gross Profit increased by 24.5%. This was achieved through better control of Company expenses, which decreased by 5.9% or approximately Baht 16 million compared to 2022. Consequently, while the Company's profits remained negative in 2023, at around Baht 45 million, this represents a notable improvement from 2022, when the Company incurred negative profits of approximately Baht 67 million. Thus, the Company experienced a profit growth of 32.5%.

BEAUTY Overview Y2023



- **Brand Awareness** gradually disappears. Marketing campaigns cannot reach all customer groups.
- **A low number of new products** are released with no response to the changing needs of customers.
- The Chinese tourists have not yet returned.
- **Overseas sales do not meet the target** due to a decrease in demand for the company's products.
- The purchase orders from China have not reached the target because orders for the Milk plus product group slowing down because China has a policy prohibiting the use of the word "Whitening". Therefore, all products in this group must be registered with CFDA. Expected to be completed in January 2024.
- There is a **decrease in retail sales due to the closing of unprofitable branches**. However, the growth rate of remaining branches increases.
- **Traditional trade sales channel do not meet the target** because the products still do not meet the needs in distribution channels. The distributors are not skillful in selling products under the beauty category.
- **Cash flow does not achieve** the target because Sales do not in compliance with the specified plans.
- **The overall cost control** is in accordance with the target.

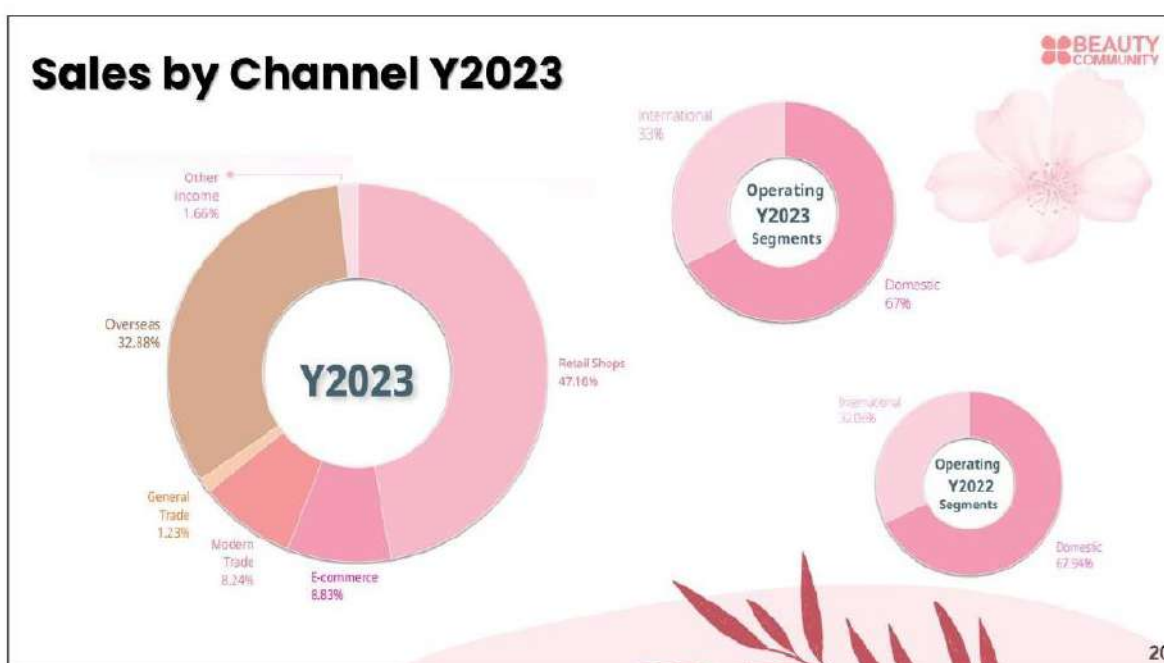
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In the year 2023, the Company conducted a review and learned from the operational outcomes in the following areas:

1. The Company's brand awareness has somewhat deteriorated due to inadequate marketing efforts, resulting in the inability to reach all customer segments.
2. Production levels of the Company's products were relatively low in recent year, potentially leading to unmet customer demand.
3. The return of Chinese tourists did not meet the expected levels.
4. The international market did not respond favorably, likely due to global economic challenges.
5. New China Food and Drug Administration (CFDA) regulations in China impacted product purchasing processes, requiring considerable time to obtain permission. Some products took up to a year. However, as of 2024, the Company has obtained the necessary permissions.
6. Partial shutdowns of the Company's retail stores adversely affected sales. Nonetheless, sales at existing retail stores continued to grow.

7. Sales in other regions of the country were not as successful as anticipated.
8. The Company's insufficient cash flow hindered goal achievement, largely due to unmet sales targets. However, the Company maintained a cash flow of over Baht 300 million, sufficient for management purposes.
9. The Company improved expense control, enabling it to meet its set goals.

Sale Channels



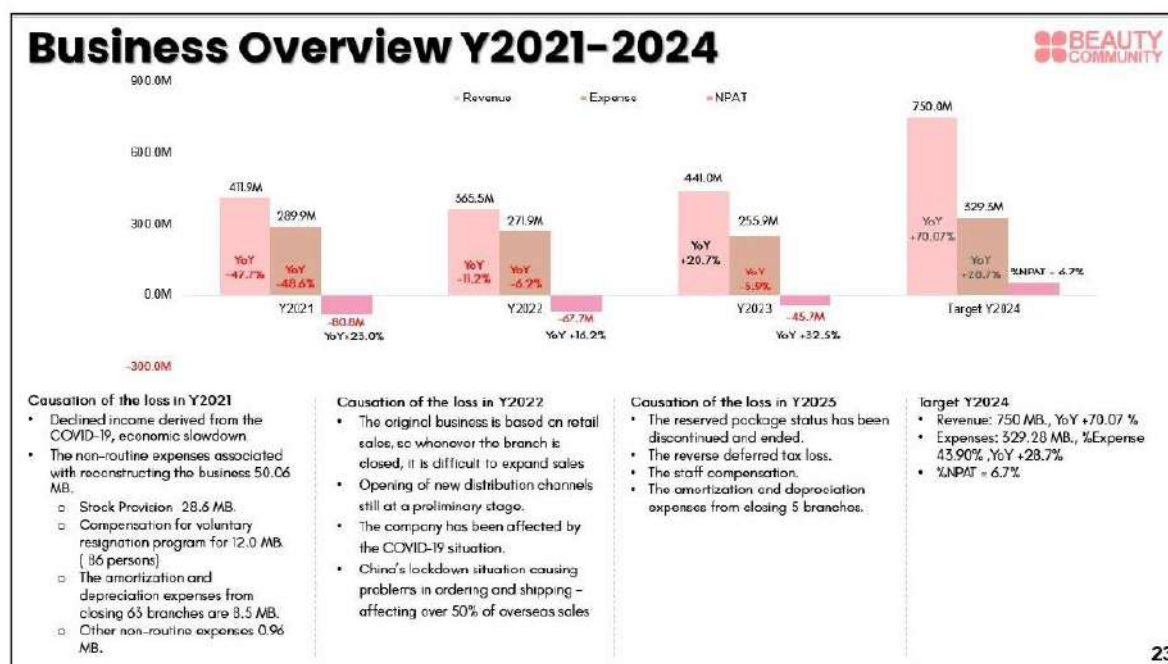
The sales distribution between domestic and international business sectors remained quite similar when comparing 2022 and 2023, with 67% attributed to domestic sales and 33% to international sales.

Domestic sales encompass sales through (1) retail stores, (2) e-Commerce, (3) Modern Trade, and (4) General Trade channels. Sales from retail stores contribute to domestic sales. International sales are primarily from China.

Products Groups

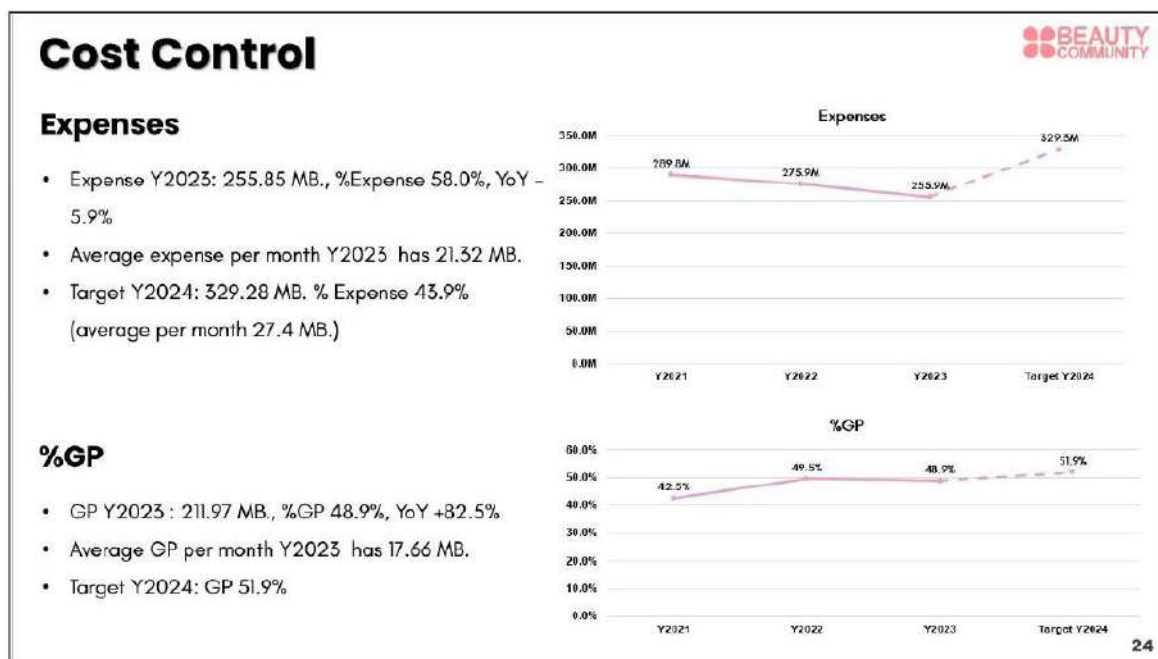


An overview of the product groups sold by the Company in 2023 indicates that 70% of sales are derived from skincare products, predominantly facial cleansing foam products. In addition, a growing popular product group includes dietary supplements, which encompass coffee-related products.



Furthermore, the Company's business results in 2021 - 2022 were impacted by the COVID-19 outbreak, directly affecting its operations. In 2024, the Company set revenue targets at Baht 750


million, reflecting an increase of approximately 70% from 2023. Moreover, the Company aims to control expenses at Baht 329 million (Year over Year increase of 28.7%), in line with sales. Regarding net profit after tax, the Company has set a target of 6.7%.



Regarding the Company's expenses in 2024, the Company plans to control expenses by targeting approximately Baht 329 million, which represents a reduction of 43.9% compared to 2023. As for Gross Profit (GP), the Company sets a target of approximately 51.9%, which is an increase compared to 2023 at 49%, in 2022 at 49.5%, and in 2021 at 42.5%.




Moreover, the Company plans to control its workforce size, aiming to maintain 233 employees, an increase from the previous year's 190 employees. The increase in the number of employees is aligned with the Company's expansion plans, intending to open more stores. While 47 stores were closed in 2023, the Company aims to open new stores and renovate existing stores into new designs in 2024, targeting a total of 56 stores by the year's end to accommodate the increased workforce.

CAPEX Y2024 (Capital Expenditure)			
Description	Budget Y2024	Actual Y2023	
1. Shop Expansion (Renovate & Relocate)	15	2	
2. Infrastructure & Equipment	8	4	
Total CAPEX	22	7	

Regarding Capital Expenditures, the Company has allocated a budget of Baht 22 million. This allocation is intended to support the opening of new stores and to cover the enhancement and improvement of various existing stores.

Cash Flow

 CASH FLOW Y2019 – Y2024						
Description	Y2019	Y2020	Y2021	Y2022	Y2023	Budget Y2024
The beginning of period (MB)	648.8	477.9	418.3	422.9	382.1	335.9
Cash flow in	2151.8	904.9	473.2	402.1	465.8	739.5
Cash flow out	2322.7	964.5	468.6	442.9	(502.1)	(687.1)
The end of period (MB)	477.9	418.3	422.9	382.1	335.9	366.0

The Company has Strong cash flow – sufficient for long-term business operations.

For the Company's cash flow this year, at the beginning of the fiscal year, the Company had a cash flow of Baht 335.9 million. It is projected that there will be a total cash inflow of Baht 739.5 million and a cash outflow of Baht 687.1 million. The Company aims to maintain a cash flow of Baht 366 million.

The Operational Plan of the Year 2023



The Company has planned a strategy for operations in 2024, setting a clear revenue target of Baht 750 million. The details are as follows.

- **Business Performance**

1. New Product

Following the previous year's production of several new products, the Company has recognized consumer anticipation for beauty-related products. Therefore, plans have been made to increase the production of new products, with further details to be presented at a later meeting.

2. Marketing

The Company has revamped its marketing model, introducing new methods to promote products and brands.

3. Retail Shop

The Company has clearly defined indicators ("KPIs") and carefully considered the consequences.

4. E-commerce

The Company aims to expand its presence in this market, reviewing suitable product types and refining the process of introducing new products to gain popularity.

5. Modern Trade

The Company has set a clear business plan for operations in 2024.

6. General Trade

The Company will shift its operation towards a hybrid system, utilizing both Sales Teams and Distributors in marketing.

7. Overseas

The Company has established a business plan with Chinese partners including other countries that are business partners with the Company.

- **Cost Efficiency**

1. The Company has clearly determined Gross Profit (GP) from 50% to 52% in 2024.

2. The Company has set clear Key Performance Indicator (KPIs) for products produced for new markets by setting Gross Margin at more than 70% in order to achieve greater efficiency and profits.

3. The Company has negotiated with various transportation companies to improve transportation costs. It has decreased from 6.4% to 4.46%.

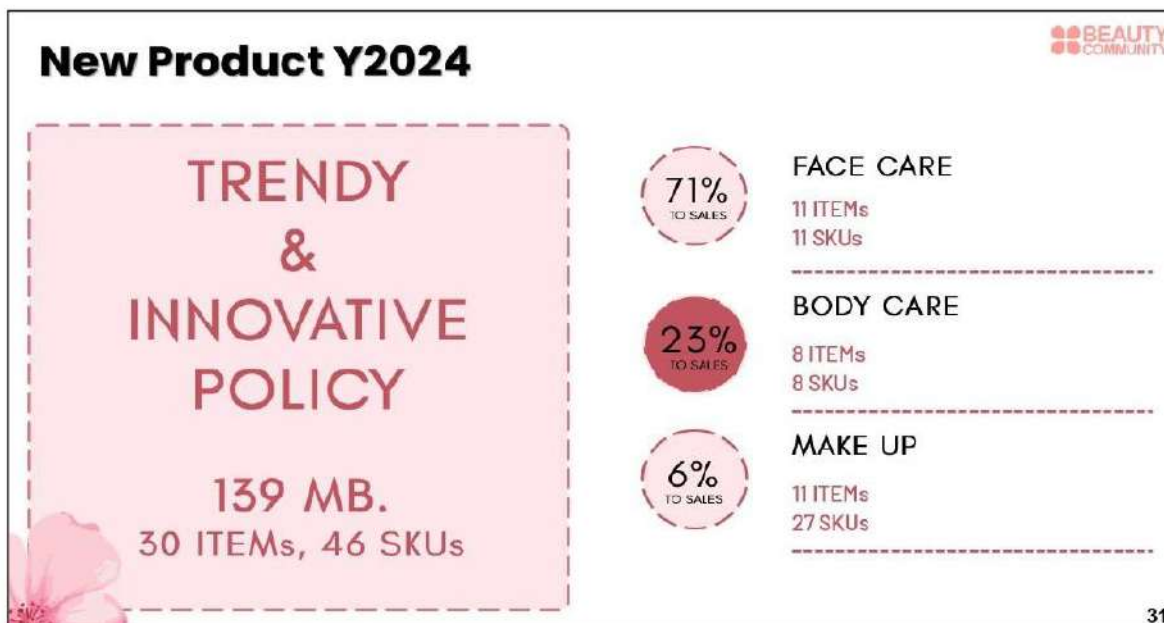
4. The Company sets spending equal to 1% on premium products.

5. The Company uses technology and IT systems by initiating the use of Sales Tool to control and monitor sales data.
6. The Company has management of finished products to control them in appropriate quantities and has management of product packaging.
7. The Company has made an effort to reduce the cash conversion cycle (“Cash Conversion Cycle”) or (“CCC”) from 130 days to 115 days.

• **People Management**

1. The Company will increase the number of employees from 200 people to 233 people.
2. The Company has set KPIs to build teamwork and achieve goals as the Company desires.
3. The Company aims to build bonds with employees to promote their commitment to the organization.
4. The Company will develop employees by training and learning from actual work.
5. The Company will determine rewards for employees according to their knowledge and abilities.

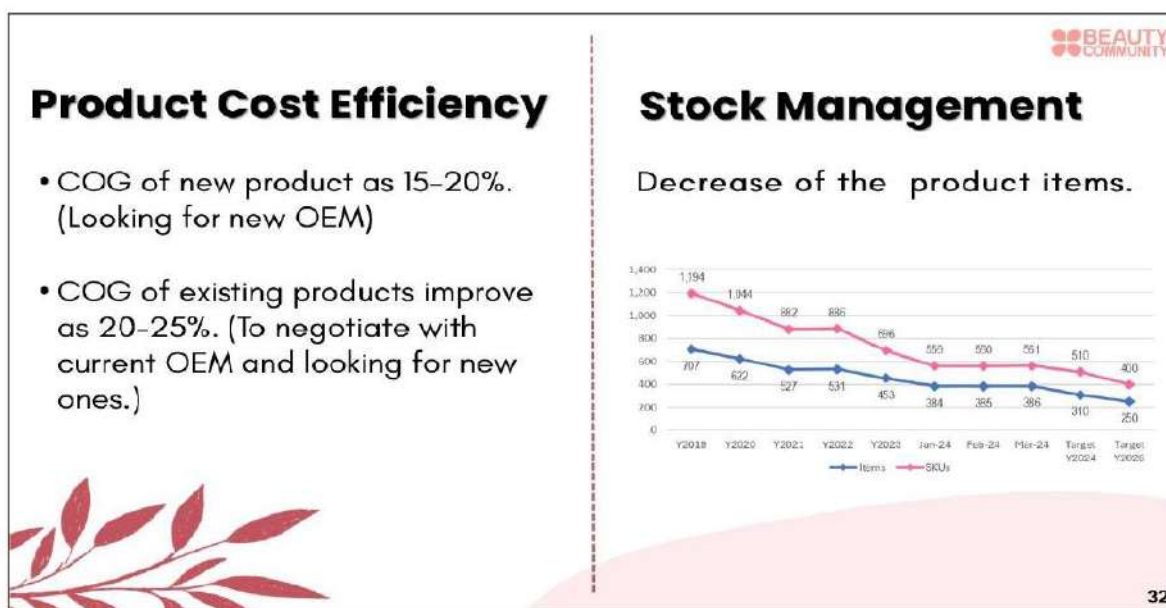
New Product



In 2024, the Company aims to generate sales from new products totaling approximately Baht 139 - 140 million. The Company plans to launch 30 new products and 46 Stock Keeping Units (SKUs), focusing on innovation and trendy products to meet evolving customer needs. Some of these products are already available in the market, categorized as follows:

- (1) Face Care Group consisting of 11 items and 11 SKUs, with sales targeted at 71%.
- (2) Body Care Group consisting of 8 items and 8 SKUs, with sales targeted at 23%.
- (3) Makeup Group consisting of 11 items and 27 SKUs, with sales targeted at 6%.

Product Cost Efficiency & Stock Management

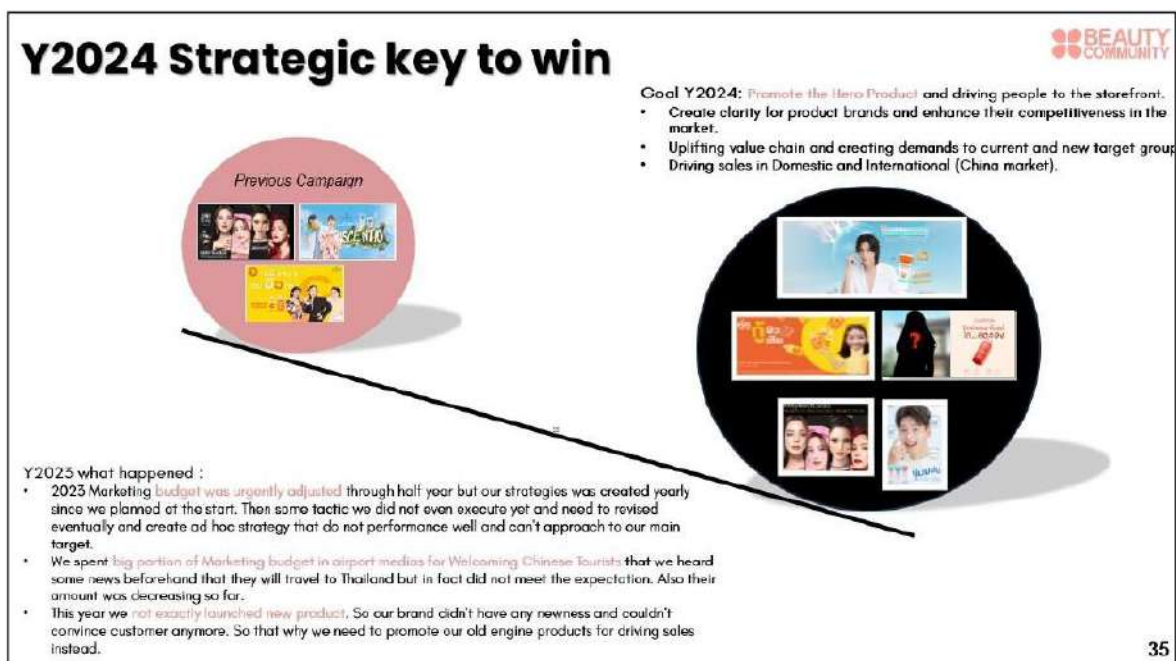


The Company has set a goal to increase the Gross Profit Margin by implementing a strategy involving negotiations with suppliers and setting the Cost of Goods (COG) at a level of 15 - 20%. The Company has successfully executed this strategy, including with new types of products.

Regarding existing products, the Company has engaged in negotiations with suppliers aligned with the Company's objectives. These negotiations have been mutually beneficial to both the Company and the suppliers.

For the product stock management system, the Company aims to reduce the number of items to 310 and SKUs to 510 this year. This represents a significant reduction compared to the previous year 2023, demonstrating the Company's commitment to streamline its inventory management.

Marketing



Based on the business results of the past year, the Company underwent an urgent budget adjustment due to insufficient funds to market its products effectively. A significant portion of the budget was allocated to management to support foreign customers, particularly the sizable number of Chinese customers. However, with Chinese tourists not returning to Thailand in large numbers,

the Company did not benefit as expected from these operations. Furthermore, the Company has not yet introduced new products and has not allocated sufficient budget for product promotion, resulting in limited consumer attention.

However, in 2024, the Company plans to intensify its product and brand promotion efforts. Clear explanations and presentations have been made regarding the types of products to be produced and methods for presenting them to consumers.

In addition, the Company plans to establish a Value Chain to stimulate demand from both existing and new consumers, a process already underway for the past 3 - 4 months. Detailed updates on this will be provided in subsequent meetings.

Finally, the Company aims to utilize marketing strategies to boost product sales both domestically and internationally, with a primary focus on the domestic market and targeting Chinese customers for the international market.

Y2024 How to... WIN

Y2023 Campaign



Y2024 Campaign

- Key visual more Quality and Innovation keep the unique position of quality products (Product Benefits and RTB) but work on price reasonable.




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For products in 2024, the Company will adopt a strategy to produce and promote products in ways that enhance their value proposition. While in the past, the Company relied heavily on the reputation of celebrity presenters or actors, this year, there will be a shift towards aligning product presentation with the characteristics and qualities of the presenters. Emphasis will be placed on clearly communicating the benefits and properties of the products to consumers, detailing how they address consumer needs and offer unique advantages. This approach will include highlighting the reasons for using the product and presenting clear evidence of the benefits and positive results that consumers can expect, akin to those experienced by the presenter.

Marketing Campaign Y2024

2 Big Campaigns




Carissa Project (6 SKUs)




Invisible Sunscreen (1 SKU)


3 Small Level Campaign



SCENTIO Vitamin C (5 SKUs)



SCENTIO Milk Plus (4 SKUs)



GINO MCCRAY (4 SKUs)

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Furthermore, the Company's expenses increased by 27% compared to last year, mainly due to additional marketing budget allocations. These expenses have been incorporated into the Company's business plan for 2024 to enhance sales and bolster brand awareness. However, the Company does not intend to increase expenses related to personnel management in any way. The diagram above illustrates the Company's major campaigns, which will introduce new types of products to the market this year.

Retail Shop

Company Strategy Y2024 : Retail Shop

Revenue = 355 MB.

Y2023 what happened :

1. Stagnant sales from low footfall, severe competition and others
2. Fixed costs remain constant and are expected to increase by 5%-10% per year.
3. Limited introduction of new products in 2023.

Y2024 KPI's :

- Increasing of No. of bills, average transaction value and units per transaction to achieve target sales/sqm (18,000/sqm.) as Retail excellence

Year	Bill/Month	Bill/Store/Day	Average Transaction Value	Units Per Transaction	Total Sale (Net)	Sale/SQM. (Gross)
2022	22,634	13.81	621	4.41	173,305,114	9,238
2023	18,802	11.81	757	4.56	208,000,000	10,905
2024	32,430	19.00	650	4.70	335,906,000	16,900
2024 V6, 2023	73%	61%	12%	3%	71%	65%

Unit : THB

Note: SSS +44.8%



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Regarding the retail business plan strategy, the Company aims to generate revenue of Baht 355 million from retail stores. Learning from various issues encountered in the past year, the Company has established clear KPIs and communicated to employees the daily sales targets. This serves as a guideline to help the Company achieve its defined goals and KPIs.



Company Strategy Y2024 : Retail Shop

To bridge gap 2023 vs Target 2024 :

- Refreshment staff training by quarterly
- Staff rotation
- Special incentive keep staff retention and motivation.
- Promotions
- Master satellite : Shops can sell products to wholesaler.
- New Store opening : +12 stores in prime location and
- Store renovation +4 stores
- Increasing new Hero products to create store excitement.
- New Product Development Monitor



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To align with the described business plan, the Company has conducted training sessions and organized various promotions to assist employees in sales. Moreover, employees have been tasked with contacting wholesale stores to sell products. The Company plans to improve existing retail stores, open new ones, and create new products, some of which have already been implemented. The efficiency and effectiveness of new products entering the market will be evaluated.

E-Commerce

Company Strategy Y2024 : E-Commerce
Revenue = 80 MB.



STRATEGY

- ✓ Increase Sales +40 MB : Growth 100%
- ✓ Increase Bills from 84,000 to +154,000 Bills : Growth 82%
- ✓ Increase AOV from 470 THB to 518 THB/Bill
- ✓ Increase Visitor from 1.6 to +2.4 M (+103%)
- ✓ Increase Follower 73K to 160K : Growth 119%

Y2024 :

- 1 Monthly & Mega Campaign
- 2 To support reasonable Budget & Digital Marketing

BRANDING

- Branding
- Content is King
- Exclusive online products
- Brand Collaboration / Brand Day

E-COMMERCE

- Barter Visibility
- Join Package / Award
- Gaming (Mega Campaign)
- Affiliate Marketing
- Live Streaming
- Online Exclusive Product
- Increase Online Membership Program
- Omni Channels : draw traffic to offline stores
- New Channels : affiliate on social platform

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In terms of the E-Commerce business plan, the Company has set a revenue target of Baht 80 million. The platforms currently in operation include Beauty Buffet, owned by the Company itself, and collaborations with other companies such as Shopee, Lazada, and Convy. Furthermore, in the past, the Company has collaborated with influencers such as Khun Nack Charlie, and Khun Gamin to boost brand visibility and stimulate sales online. This strategy has resulted in significant sales and has helped reach new consumer groups. The Company plans to further develop this sales approach to align with current social trends.

Trading Business

Trading Business Y2024



Develop

- Trading system
- Strong operation team
- Trading agreement

Distribution

- Increase existing products to all channels
- New channels
- New Potential distributors

Drive New Product

- New products launching
- Product assortment

Display

- Create awareness and induce visibility in stores
- Impact communication to customer target group

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In terms of trade, the Company has established four goals: (1) development, (2) distribution, (3) introducing new products to the market to cater to consumer groups and enhancing sales efficiency in the Modern Trade and General Trade markets, and (4) displaying and presenting products to create brand awareness.

Modern Trade

Company Strategy Y2024 : Modern Trade
Revenue = 70 MB.



Key projects :

- 1. Fire storm project in 7-11**

- 2. Exclusive product with Excellent visual in King Power**


WOW :

- New Products to Existing Channels (New Product : UV, Gino and reactive products)
- Expanding distribution to new customers.
- Yearly business plan by Channels VS. Customers.
- Revise Trading term agreement.
- Merchandising Focus : Visibility in stores, Planogram increase facing and space

Regarding the business plan strategy for Modern Trade, the Company has set a revenue target of Baht 70 million. Negotiations have been conducted with customer groups such as 7-Eleven and King Power. The Company has prepared a business plan to launch new products in collaboration with 7-Eleven, which has already been approved. Selling of these new products will commence in June.

Furthermore, the Company plans to develop Exclusive Products in partnership with King Power, particularly in the pain relief category. This product has garnered significant attention and has been successful in reaching customer groups from China. Currently, the product is undergoing testing.

General Trade

Company Strategy Y2024 : General Trade
Revenue = 50 MB.

"Hybrid Team"

WOW :

- Hybrid business : New 4 potential distributors in North East and South with 150-200 stores.
- Product assortment by store types.
- Expanding distribution channels (Direct accounts 30 → 100 stores).
- Merchandising Focus : Visibility in stores to drive off take.
- Business driven : promotion plan supports.
- Traditional Trade team fulfillment & professionalization.

Distributor = 1 (By 1 manager)
 Salesman = 3

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For provincial markets or Traditional Trade, the Company will operate using a hybrid system. It has been recognized that combining the use of Distributors and Salesmen is necessary. However, the primary focus remains on sourcing products suitable for the market and continuing to develop sales in the area of Traditional Trade, despite the ongoing economic challenges.

Overseas

Company Strategy Y2024 : Overseas
Revenue = 190 MB.

WOW

- New CFDA products : Made in Nature 3 SKUs + Coffee 1 SKU
- Exclusive product by countries
- CRM program to increase sales : Rebate
- Closely working business plan with distributors.
- Build and grow branding and global marketing campaign
 - Global marketing materials
 - KOL and influencer supports on social platforms.
- Looking for new distributors separated by market segmentation (offline and online)

New Product Exclusive Distributor

CFDA: Coffee and Made in Nature 3 SKUs

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For the international market, the Company has obtained CFDA approval, marking a positive start for its business. Future plans will include negotiations. Considering the Company's marketing plan, it is anticipated that the Company will be able to achieve its revenue target of Baht 190 million.

Human Resources

Company Strategy: Human Resources

1. Headcount and Staff Cost:

- Control 233 Headcounts (Current 200 + New shop 24 and New Office 9)
- Control Staff cost 132.1 MB. (11.0 MB./Month)
- % Turn Over: Corporate 4% (Office 2%, Shop 5%)


2. Engagement

- Flexible Hour: Employees can choose their start and end times within a specified range, such as starting work between 7 am and 10 am and finishing between 3 pm and 6 pm.
- Work from home, Work from store: Employees can the flexibility of working and support stores team.
- Talent Project: This could focus on the ongoing growth and development of existing employees. This might involve training programs, mentorship initiatives, and career development pathways to help employees enhance their skills and contribute more effectively to the organization.
- Adjusting the working environment: Create a comfortable and ergonomic workspace within the office, with attention to factors such as lighting, seating, and desk setup.


3. KPI 2024

- Cross Function KPI
- Corporate KPI

4. Rewards Bonus base on KPI 2024



KPI	Target - KPI Approval (100%)		Achievement			
	Weighted KPI	Target	100%	90% (8.1K)	75% (6.75K)	100(115) - 100(115)
Revenue	80	700	5.00K	4.50K	3.75K	100(115) - 100(115)
ROI	10	10	10	10	10	100(115) - 100(115)
Customer Satisfaction	10	10	10	10	10	100(115) - 100(115)
Employee Retention	10	10	10	10	10	100(115) - 100(115)
Marketing Spend	10	10	10	10	10	100(115) - 100(115)
Overall Score	100	100	100	100	100	100(115) - 100(115)



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Finally, regarding human resource management, it is considered a crucial aspect of the Company's business operations. The target is for the Company to have 233 employees this year due to the opening of new retail stores. However, if the Company is unable to open or expand the number of stores as expected, the number of employees will be adjusted accordingly under budget control.

Moreover, the Company has a policy to foster bonds with employees to enhance their commitment to the organization. It also aims to adjust the working environment according to strategic principles (Ergonomics) and set clear KPI. If sales meet the target, the Company will generate profits and employees will receive bonuses to boost morale and encourage continued dedication.

The MC informed the Meeting that this agenda was for acknowledgement. In case any shareholders intended to inquire any question, please inquire in Agenda 8: To transact other business, and it was considered that the Meeting had acknowledged the overall performance of the Company's business operations in 2023 and the operational plan for 2024.

Agenda 3 To consider and approve the Statements of Financial Position and Statements of Comprehensive Income for Fiscal Year Ended 31 December 2023

The Chairman assigned Miss Netnapha Sae-lim, Financial and Accounting Director, to give the details on this agenda.

Miss Netnapha Sae-lim then proposed to the Meeting to approve the statement of financial position and statement of comprehensive income as of December 31, 2023 which was audited and certified by the auditor and approved by the resolution of the Board of Directors' Meeting No. 1/2024 held on February 27, 2024 with the following details in summary:

(Unit: Baht)

Particulars	Statements of Financial Position and Statements of Comprehensive Income ended December 31, 2023
Total Assets	839,578,991.58
Total Liabilities	179,323,294.46
Shareholders' Equity of the Company	660,255,697.12
Total Revenue	440,966,530.50
Loss Before Interest and Income Tax	(28,990,866.29)
Net Loss	(45,674,044.40)
Loss per Share	(0.02)
Weighted Average Number of Share(s) (Share)	2,994,193,535

Details were as appear in the copy of Statements of Financial Position and the Statements of Comprehensive Income for the accounting period ended December 31, 2023 which was provided to the shareholders together with the invitation to the Meeting in QR CODE format.

The Chairman requested the Meeting to approve the Statements of Financial Position and Statements of Comprehensive Income as of December 31, 2023. The Meeting considered and resolved as follows:

Resolution Be approved the Statements of Financial Position and Statements of Comprehensive Income as of December 31, 2023, as proposed by the Chairman with a majority vote of the shareholders attending and entitled to vote. The voting result of this agenda was as follows:

For this agenda, there were shareholders attending and casting vote totaling 1,071,827,824 shares.



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TEL. 02- 9460700-6, 02-9461446-9, 02-9461573-4 FAX: 02-9461571

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	984,618,726	91.8635
(2)	Disapprove	0	0.0000
(3)	Abstain	87,209,098	8.1365
	Total	1,071,827,824	100.0000

Agenda 4 To consider and approve the omission of dividend payment for the year 2023

The Chairman assigned Miss Netnapha Sae-lim, Financial and Accounting Director, to give the details on this agenda.

Miss Netnapha Sae-lim informed the Meeting that the Company had a dividend payment policy based on annual operating results and long-term returning to shareholders. According to the Public Limited Companies Act B.E. 2535 (“**Public Limited Companies Act**”), Section 115, and Article 55 of the Company’s Articles of Association, dividends shall not be paid other than out of profits. In the case where the company still had an accumulated loss, no dividends would be paid.

For the year 2023 the Company reported net loss of 45,674,044.40 Baht (Forty-Five Million Six Hundred Seventy-Four Thousand Forty-Four Baht and Forty Satang) which result in the omission of dividend payment for the year 2023 and also no allocation of legal reserve because the Company has completely appropriated its legal reserve of 30,226,100 Baht (Thirty Million Two Hundred Twenty-Six Thousand and One Hundred Baht), which is not less than ten percent of the Company’s registered capital of 299,419,353.50 Baht (Two Hundred Ninety-Nine Million Four Hundred Nineteen Thousand Three Hundred and Fifty-Three Baht Fifty Satang) according to Section 116 of the Public Limited Companies Act, and Article 58 of the Company’s Articles of Association in which stipulate that the Company must allocate part of the annual net profit as legal reserve in an amount not less than five (5) percent of the annual net profit less the sum of accumulated loss brought forward (if any) until the legal reserve attains an amount not less than ten (10) percent of the registered capital.

Therefore, there shall be the omission of dividend payment for the Company’s performance in 2023.

The Chairman respectively requested the Meeting to consider and approve the omission of dividend payment for the Company’s performance in 2023. The Meeting considered and resolved as follows:

Resolution Be approved the omission of dividend payment for the Company’s performance in 2023. As on December 31, 2023, the Company has completely appropriated its legal reserve of 30,226,100 Baht which is not less than ten percent of the Company’s registered capital of 299,419,353.50 Baht. The Company is then not required to allocate legal reserve, and dividend payment for the Company’s performance in 2023 with a majority vote of the shareholders attending the Meeting and entitled to vote. The voting result of this agenda was as follows:

For this agenda, there were shareholders attending and casting vote totaling 1,071,827,824 shares.



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	Shareholders	Amount (Vote)	Percentage
(1)	Approve	984,588,726	91.8607
(2)	Disapprove	30,000	0.0028
(3)	Abstain	87,209,098	8.1365
	Total	1,071,827,824	100.0000

Agenda 5 To consider and approve the director's remuneration for the year 2024

The Chairman informed the Meeting that this agenda requires two-thirds of the votes of the shareholders attending the Meeting. Those shareholders who were interested parties regarding the meeting allowance and bonus for directors, their vote would not be counted for this agenda.

According to Article 25 of the Company's Articles of Association, the director's remuneration and consideration shall be fixed by the Meeting of Shareholders. The directors are entitled to receive considerations from the Company in form of gratuity, meeting allowance, remuneration, bonus or other benefits in accordance with the Articles of Association or as specified by the Meeting of Shareholders irrespective of whether such consideration is specified as the fixed amount or as specified based on rules from time to time or to be effective unless otherwise changed. In addition, the directors are entitled to receive allowances and welfare benefits according to the Company's regulations.

The Board of Directors considered the proposal of the Nomination and Remuneration Committee Meeting No. 1/2024 on 19 February 2024, which considered very thoroughly various aspects and deemed that it is appropriate to fix the director's remuneration for the year 2024 with details as follows:

1. Proposal for the remuneration of meeting allowance for directors for the year 2024 at the same rate as the year 2023 from the resolution of the Board of Directors' Meeting No. 2/2023 dated 27 February 2023 and the 2023 Annual General Shareholders' Meeting dated 26 April 2023 with details as follows

The Remuneration of Meeting Allowance for Directors	Year of Proposal Year 2024 (rate per single attendance) (Baht)	Previous Year Year 2023 (rate per single attendance) (Baht)
1. Meeting allowance of Director		
• Chairman of Board of Director	Baht 19,325	Baht 19,325
• Director	Baht 14,494	Baht 14,494

The Remuneration of Meeting Allowance for Directors	Year of Proposal Year 2024 (rate per single attendance) (Baht)	Previous Year Year 2023 (rate per single attendance) (Baht)
2. Meeting allowance of Audit Committee <ul style="list-style-type: none"> Chairman of the Audit Committee Audit Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
3. Meeting allowance of Nomination and Remuneration Committee <ul style="list-style-type: none"> Chairman of the Nomination and Remuneration Committee Nomination and Remuneration Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
4. Meeting allowance of Risk Management Committee <ul style="list-style-type: none"> Chairman of the Risk Management Committee Risk Management Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494

In this regard, the Board of Directors which is a member of Executive Directors will not be entitled to the remuneration of meeting allowance since they already received monthly remuneration as Executives. The Company disclosed the Board of Directors' remuneration by separating by individuals and types of remuneration for publicly acknowledgement in the Form 56-1 and the Annual Report for the purpose of transparency and to comply with the good corporate governance principle.

- Proposal for the bonus remuneration of the directors payable in the year 2024 from the business performance of 2023. Due to the Company has accumulating loss at the amount of 45,674,044.40 Baht (Forty-Five Million Six Hundred Seventy-Four Thousand Forty-Four Baht and Forty Satang). Therefore, in order to mitigate such loss, the Board of Directors intend to not receive the bonus remuneration payable in the year 2024 from the business performance of 2023.

The MC further informed the Meeting that there are shareholders who were interested parties regarding the meeting allowance and bonus for directors payable in the year 2024 agenda which are Mr. Suwin Kraibhubes, Ms. Tanyapon Kraibhubes, and Ms. Monsoothatip Malaukaranun.

The Chairman respectively requested the Meeting to approve the Director's remuneration under each of the items. The Meeting considered and resolved as follows:

Resolution Be approved the director's remuneration for 2024 as proposed by the Chairman with a majority vote which not less than two-thirds of the shareholders attending to the

Meeting, and the vote of shareholders who are interested party to this agenda would not be counted. The voting result of this agenda was as follows:

1. The remuneration of meeting allowance for directors for the year 2024 at the same rate as the year 2023 from the resolution of the Board of Directors' Meeting No. 1/2024 dated 27 February 2567 and the 2023 Annual General Shareholders' Meeting dated 26 April 2023 with details as follows:

The Remuneration of Meeting Allowance for Directors	Year of Proposal Year 2024 (rate per single attendance) (Baht)	Previous Year Year 2023 (rate per single attendance) (Baht)
1. Meeting allowance of Director <ul style="list-style-type: none"> Chairman of Board of Director Director 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
2. Meeting allowance of Audit Committee <ul style="list-style-type: none"> Chairman of the Audit Committee Audit Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
3. Meeting allowance of Nomination and Remuneration Committee <ul style="list-style-type: none"> Chairman of the Nomination and Remuneration Committee Nomination and Remuneration Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494
4. Meeting allowance of Risk Management Committee <ul style="list-style-type: none"> Chairman of the Risk Management Committee Risk Management Committee 	Baht 19,325 Baht 14,494	Baht 19,325 Baht 14,494

In this regard, the Board of Directors which is a member of Executive Directors will not be entitled to the remuneration of meeting allowance since they already receive monthly remuneration as Executives. The Company disclosed the Board of Directors' remuneration by separating by individuals and types of remuneration for publicly acknowledgement in the Form 56-1 and the Annual Report for the purpose of transparency and to comply with the good corporate governance principle.

2. The bonus remuneration of the directors payable in the year 2024 from the business performance of 2023. Due to the Company has accumulating loss at the amount of 45,674,044.40 Baht (Forty-Five Million Six Hundred Seventy-Four Thousand Forty-Four Baht and Forty Satang). Therefore, in order to mitigate such loss, the Board of Directors intend to not receive the bonus remuneration payable in the year 2024 from the business performance of 2023.

- 5.1 Approved meeting allowance of Directors for year 2024 with the voting result of this agenda as follows:

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	326,916,726	77.1474
(2)	Disapprove	9,875,000	2.3304
(3)	Abstain	86,964,098	20.5222
	Total	423,755,824	100.0000

- 5.2 Approved meeting allowance of Audit Committee for year 2024 with the voting result of this agenda as follows:

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	974,988,726	90.9651
(2)	Disapprove	9,875,000	0.9213
(3)	Abstain	86,964,098	8.1136
	Total	1,071,827,824	100.0000

- 5.3 Approved meeting allowance of Nomination and Remuneration Committee for year 2024 with the voting result of this agenda as follows:

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	689,252,726	87.6809
(2)	Disapprove	9,875,000	1.2562
(3)	Abstain	86,964,098	11.0628
	Total	786,091,824	100.0000

- 5.4 Approved meeting allowance of Risk Management Committee for year 2024 with the voting result of this agenda as follows:

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	689,252,726	87.6809
(2)	Disapprove	9,875,000	1.2562
(3)	Abstain	86,964,098	11.0628
	Total	786,091,824	100.0000

- 5.5 Approved the bonus remuneration of the directors payable in the year 2024 with the voting result of this agenda as follows:

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	336,516,726	79.4129
(2)	Disapprove	30,000	0.0071
(3)	Abstain	87,209,098	20.5800
	Total	423,755,824	100.0000

Agenda 6 To consider and approve the appointment of the auditors and their remuneration for year 2024

The Chairman informed the Meeting that Article 49 of the Company's Articles of Association, the auditors and their remuneration shall be appointed by the Annual General Shareholders' Meeting. In order to comply with the qualifications of a listed company on the Stock Exchange of Thailand, it is necessary for the Company to appoint auditors approved by the Office of the Securities and Exchange Commission and fix their remuneration for the year 2024. Therefore, the Company appointed the auditors from D I A International Audit Company Limited to be the Company's auditors and fix their remuneration as set in the auditor's proposal to the Company in the total amount of 1,100,000 Baht (One Million One Hundred Thousand Baht) which is equivalent to the year 2023.

<u>Name of Auditor</u>	<u>License Number</u>
(1) Miss Kamolmett Chrityakierne	10435
(2) Mrs. Suvimol Chrityakierne	2982
(3) Mr. Wirote Satjathammukul	5128
(4) Mr. Nopparuek Pitsanuwig	7764

When compared with the auditors' remuneration for 2024, with details as follows:

Auditor's Remuneration	2024 (Year of Proposal) (Baht)	2023 (Previous Year) (Baht)
Audit Fee	1,100,000	1,100,000
Non-Audit Fee	None	None
Total	1,100,000	1,100,000

These auditors of D I A International Audit Company Limited are approved by the Office of the Securities and Exchange Commission and are the Company's auditors. Their performance are considered as a good performance. The auditors have no relationship with and no vested interest in the Company, Executives, major shareholders or the connected persons to the aforementioned persons. Therefore, the aforementioned auditors can independently audit and express their opinion on the Company's Financial Statements.

The Chairman respectively requested the Meeting to approve the appointment of the auditors and their remuneration for year 2023. The Meeting had considered and resolved as follows:

Resolution Be approved the appointment of Miss Kamolmett Chrityakiern, license number 10435, Mrs. Suvimol Krittayakiern, license number 2982, Mr. Wirote Satjathamukul license number 5128, and Mr. Nopparuek Pitsanu Wong, license number 7764 from D I A International Audit Company Limited to be auditors of the Company for year 2024, and fixing their remuneration at the amount of 1,100,000 Baht (One Million One Hundred Thousand Baht) as proposed by the Chairman with a majority vote of the shareholders attending the Meeting and entitled to vote. The voting result of this agenda was as follows:

For this agenda, there were shareholders attending and casting vote totaling 1,076,255,066 shares.

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	984,618,726	91.8635
(2)	Disapprove	0	0
(3)	Abstain	87,209,098	8.1365
	Total	1,071,827,824	100.0000

Agenda 7 To appoint new directors to replace directors who retire by rotation

The Chairman informed the Meeting that there were directors of the Company who had to retire by rotation in 2024 which are Mr. Suwin Kraibhues, Mr. Viboon Pojanalai and Ms. Monsoothatip Malaukaranun, and they were interested party to this agenda. The Chairman then requested these directors to leave the meeting room for transparency in proceeding for this agenda.

After those directors left the meeting room, the MC informed the Meeting that there were 3 following directors who had to retire by rotation in 2024, one-third of the Company's directors:

1. Mr. Viboon Pojanalai Independent Director
2. Mr. Suwin Kraibhues Chairman of the Board of Directors and Director
3. Ms. Monsoothatip Malaukaranun Director

The Company deemed it is appropriate to propose to the shareholders' meeting to consider and appoint following directors who retire by rotation to resume their positions for another term.

- Mr. Viboon Pojanalai Independent Director
- Mr. Suwin Kraibhues Chairman of the Board of Directors and Director
- Ms. Monsoothatip Malaukaranun Director

The details and profiles of the nominees for directorship were contained in the document provided to the shareholder together with the invitation to the Meeting.



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50/1-3 Nuanchan 34, Nuanchan, Buengkum, Bangkok 10230
TEL. 02- 9460700-6, 02-9461446-9, 02-9461573-4 FAX: 02-9461571

The Chairman proposed the Meeting to approve the appointment of directors who retired by rotation to resume their positions for another term. The Meeting had considered and resolved as follows:

Resolution Be approved with a majority votes of the shareholders attending the Meeting and entitled to vote to appoint Mr. Viboon Pojanalai to be the Independent Director, Mr. Suwin Kraibhubes to be the Chairman of the Board of Directors and Director, and Ms. Monsoothatip Malaukaranun to be the Director for another term. The voting result of this agenda was as follows:

(7.1) Mr. Viboon Pojanalai as the Independent Director

There were Shareholders attending and casting vote totaling 1,071,827,824 shares.

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	975,018,726	90.9678
(2)	Disapprove	9,600,000	0.8957
(3)	Abstain	87,209,098	8.1365
	Total	1,071,827,824	100.0000

(7.2) Mr. Suwin Kraibhubes as the Chairman of the Board of Directors and Director

There were Shareholders attending and casting vote totaling 786,091,824 shares.

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	689,252,726	87.6809
(2)	Disapprove	9,875,000	1.2562
(3)	Abstain	86,964,098	11.0628
	Total	786,091,824	100.0000

(7.3) Ms. Monsoothatip Malaukaranun as Director

There were Shareholders attending and casting vote totaling 1,061,827,824 shares.

	Shareholders	Amount (Vote)	Percentage
(1)	Approve	965,018,726	90.8828
(2)	Disapprove	9,600,000	0.9041
(3)	Abstain	87,209,098	8.2131
	Total	1,061,827,824	100.0000

Agenda 8 To transact other business

There was no other business to be considered. However, there were shareholders who had questions concerning the business operation of the Company. Details of the Q&A session were as follows:

1. **Khun Sumet Yongpipat**, a shareholder, inquired that:

1.1 Due to the increase in Chinese tourists visiting Thailand this year, are those tourists still purchasing the company's products as they did before?

Mr. Pisan Taraphat responded to the question of the shareholder that, in the past year, Chinese tourists' travel behavior has been changing. It is noticeable that they are traveling as a couple or family rather than in tour groups as in the past, and they are travelling independently without travel agents, showing a clear difference of tourism. Furthermore, Chinese tourist's travel behavior becomes more modern, with a focus on visiting cafes and restaurants that are popular on social media. As a result, referring to King Power's revenue which increased hundreds of times, it shows that Chinese tourists continue to purchase the Company's products but their purchasing behavior has changed comparing with the past.

1.2 Are there any new products that the Company plans to produce in this year?

Mr. Pisan Taraphat responded to the question of the shareholder that, we have presented and explained the details regarding our production plan in Agenda 2 that, this year, the Company plans to produce a large number of new products comparing with the past several years. The Company also plans to produce approximately 30 new products this year, including Facial Care and Skin Care products with the goal to generate the sales revenue from such new products at approximately Baht 139 million.

1.3 Which quarter of this year will the Company return to make profit?

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company set a goal to generate Baht 750 million in sales revenue this year. In the first quarter, the Company expects to lose around Baht 3 million. After that, the Company expects the profit to constantly grow in every quarter and set a net profit target for the entire year at 6.5%.

2. **Khun Usa Waisarikij**, a shareholder, inquired that:

2.1 With reference to the Company's goal for sales revenue in 2024 at Baht 750 million, how can the Company's executives ensure that the Company will be able to achieve this goal?

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company has presented the goals for sales revenue in 2024 and suggest that the shareholder follow the launching of our new products, including sales revenue from such products. Additionally, the launching of such new products and the increase of marketing budget for both in Thailand and international will help the Company to achieve our goals.

2.2 Will the Company make profit this year?

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company will certainly earn profits as we have previously presented and clarified to shareholders' inquiries. Moreover, the Company expect that the profit after tax will increase by 6.5%.

3. **Khun Chutarat Potiwan**, a shareholder, inquired that:

3.1 How are the sales revenue from Chinese tourists?

Mr. Pisan Taraphat responded to the question of the shareholder that, regarding the Chinese tourists' travel behavior and the number of Chinese tourists announced by the government, it can be said that Chinese tourists have returned to travel in Thailand, but their travel behavior has changed.

3.2 Are the Company's products still popular among Chinese tourists?

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company's products are still popular among Chinese tourists, especially, Milk Plus products. Moreover, in June 2024, the Company plans to do more marketing in China.

4. **Khun Supreerarat Kaweewat**, a shareholder, inquired that:

Does the Company plan to do marketing with influencers? Is there a plan to sell products on other platforms, such as, to have beauty pageant contestants sell the products in live channel through various platforms.

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company is open for collaboration with influencers if the products are appropriate for each influencer. However, the Company has already selected the presenters for all the products that will be launching. Nonetheless, the Company is still open for opportunities and ready to consider any appropriate models.

5. **Khun Anurat Wisitsora-At**, a shareholder, inquired that:

What are the Company's strategies to make profit in this year and what are the plans to reduce expenses in order to compensate the continuous losses over the past 4 years?

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company already discussed and explained this issue in Agenda 2 which shows the cost control and reduction of the Company. In addition, managerial expenses are also not increased but the Absolute Value will be increased to match with the sale revenue goal of Baht 750 million.

6. **Khun Piyauek Klinbua**, a shareholder, inquired that:

Since many retail shops of the Company were closed, what online channels does the company plan to sell products through and what is the trend?

Mr. Pisan Taraphat responded to the question of the shareholder that, the Company sells products through online channels in various platforms including Lazada, Shopee, Konvy as well as our own platform, with a growth trend of 100%.

7. **Khun Supreerarat Kaweewat**, a shareholder, inquired that:

Does the Company have any concerns in the current economic situation where purchasing power of consumers declines.

Mr. Pisan Taraphat responded to the shareholder that, the Company has carefully implemented the plan by controlling every factor, such as raw materials and procurement of suppliers, to be within the range of reasonable cost and in line with the fluctuations of the



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domestic economy, as well as setting clear KPIs. Therefore, we are confident that the Company will be able to control such situations that may be occurred.

8. **Khun Usa Waisarikij**, a shareholder, inquired that:

As many retail shops of the Company were closed, how many retail shops of the Company that are currently open and will there be more retail shops expansion, and how many?

Mr. Pisan Taraphat responded to the question of the shareholder that, currently, the Company has 47 retail shops both in Bangkok and other provinces. The Company also plans to launch additional retail shops this year. The total retail shops will be increased to 56 shops this year. However, the Company will consider the proper locations, economic conditions, and other factors before expansion.

9. **Khun Songpol Jungmankong**, a shareholder, inquired that:

9.1 If the Company achieves the revenue goal at Baht 750 million, how can the executive be confident that the Company will make profit at 6.5%, as in 2020, the Company continued to make loss despite the sales revenue at the total of Baht 787 million.

Mr. Pisan Taraphat responded to the question of the shareholder that, according to the business operation in 2020, the Company had a loss due to the expenses that could not be adjusted, such as space rental fees and employee wages. However, over the past 2-3 years, the Company has effort to continuously reduce such expenses. As a result, the Company's expenses were decreased by more than Baht 200 million. Therefore, as a result of cost reduction and business plan as presented to the meeting, the Company expects to achieve its goals.

9.2 If the Company is able to achieve its sales revenue and make profit in this year, what are its goals for the coming years?

Mr. Pisan Taraphat responded to the question of the shareholder that, in overall, sales revenue of the Company increased by 20% in the past year. The Company aims to increase sales revenues by 40% in this year and the will constantly increase in the following years but the rate of increase is unable to be determined at this moment.



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There was no additional question raised in the Meeting. The Chairman thanked the shareholders and participants who attended the 2024 Annual General Shareholders' Meeting. With concern of health, the Chairman wished the shareholders and participants to take care of health, and declared the Meeting closed at 3.30 p.m.

(Mr. Suwin Kraibhubes)
Chairman of the Board of Directors and Chairman of the Meeting

(Mrs. Daranee Pathetang)
Company Secretary

**FORM 56-1 ONE REPORT (ANNUAL REPORT FOR THE YEAR 2024)
IN QR CODE FORM**



**COPY OF THE STATEMENTS OF FINANCIAL POSITION AND THE STATEMENTS OF
COMPREHENSIVE INCOME FOR THE FISCAL YEAR ENDED 31 DECEMBER 2024
IN QR CODE FORMAT**



INFORMATION OF THE NOMINEES FOR DIRECTORSHIP


1. Assoc. Prof. Dr. Vichit U-on, Proposed Position: Director

	Age	58 years	
	Education	<ul style="list-style-type: none"> - Bachelor Degree in Science (Agricultural Economics), Kasetsart University - Master Degree in Science (Agricultural Economics), Kasetsart University - Doctor of Business Administration (Marketing), The University of Sarasota, USA - Doctor of International Business Administration (D.I.B.A), Nova Southeastern University, Florida, USA 	
Director Seminars Attended		Enrollment in Director Accreditation Program (DAP), The Thai Institute of Directors	
Shareholdings in the Company		- None -	
Director Experience		1 years 11 months (26 April 2023 - 25 April 2025)	
Position in other companies or other businesses		<u>Businesses that are public listed companies</u> - None - <u>Businesses that are not public listed companies</u> - None -	
Positions or other businesses that may create a conflict of interest		- None -	
Professional Experience (previous 5 years)		<i>Time Period</i>	<i>Position</i>
		2017-Present	Audit Committee and Independent Director of Beauty Community Public Company Limited
		2013-Present	Dean, Graduate College of Management, Sripatum University
		2009-2012	Member of Policy Executive Board and Working Group, Panyasamaphan for Public Opinion Research of Thailand
Attendance at meetings 2023		Attended 5 out of 5 meetings of the Company's Board of Directors Attended 4 out of 4 meetings of the Audit Committee	
Criteria for a nomination of Directorship		The Company has considered the proposal of the Nomination and Remuneration Committee and opined that Assoc. Prof. Dr. Vichit U-on has the proper qualifications pursuant to the Public Company Limited Act and also possess the knowledge, expertise and experience in businesses relating to the operation of the Company, and able to assist the Company. Therefore, the Company deemed that it appropriate to elect as a director of the Company.	

1. Assoc. Prof. Dr. Vichit U-on, Proposed Position: Director (Continue)

- Family relationship with the management, major shareholders of the Company or its subsidiaries	None
- Relationship with the Company or its subsidiaries that may give rise to a conflict of interest in the present or previous 2 years	None
- Have you ever held any of the following position in the Company that pay a monthly salary: director involved in management, employee, laborer or consultant?	No
- Provided professional services for the Company or its subsidiaries currently or in the previous 2 years?	No
- Business relationships that may have a significant effect on the ability to perform duties independently	None
- Conduct any business that is in the same industry, or a directly competitive industry, with the business of the Company	None


2. Senior Col. Attapon Srisangwarn, Proposed Position: Director

	Age	58 years	
	Education	Bachelor Degree, Faculty of Law, Rankhamhaeng University	
Director Seminars Attended		<ul style="list-style-type: none"> - Enrollment in Director Accreditation Program (DAP), The Thai Institute of Directors - Army War College, Class 58 - Public Sector Legal Affairs, Office of the Council of State, 2009 	
Shareholdings in the Company		None	
Director Experience		3 years (27 April 2022 - 25 April 2025)	
Position in other companies or other businesses		<u>Businesses that are public listed companies</u> - None - <u>Businesses that are not public listed companies</u> - None -	
Positions or other businesses that may create a conflict of interest		- None -	
Professional Experience (previous 5 years)		<i>Time Period</i>	<i>Position</i>
		2017-Present	Special Operations Officer, Army Inspector General Department
		2017-Present	Head of Legal Department, Army United Football Club
		2016-Present	Assistant to a Member of the National Legislative Assembly
		2014-Present	Committee Member, Army Legal Affairs Board
		2011-Present	Audit Committee Member and Independent Director of Beauty Community Public Company Limited
Attendance at meetings 2023		Attended 5 out of 5 meetings of the Company's Board of Directors Attended 4 out of 4 meetings of the Audit Committee	
Criteria for a nomination of Directorship		The Company has considered the proposal of the Nomination and Remuneration Committee and opined that Senior Col. Attapon Srisangwarn has the proper qualifications pursuant to the Public Company Limited Act and also possess the knowledge, expertise and experience in businesses relating to the operation of the Company, and able to assist the Company. Therefore, the Company deemed that it appropriate to elect as a director of the Company.	

2. Senior Col. Attapon Srisangwarn, Proposed Position: Director (Continue)

- Family relationship with the management, major shareholders of the Company or its subsidiaries	None
- Relationship with the Company or its subsidiaries that may give rise to a conflict of interest in the present or previous 2 years	None
- Have you ever held any of the following position in the Company that pay a monthly salary: director involved in management, employee, laborer or consultant?	No
- Provided professional services for the Company or its subsidiaries currently or in the previous 2 years?	No
- Business relationships that may have a significant effect on the ability to perform duties independently	None
- Conduct any business that is in the same industry, or a directly competitive industry, with the business of the Company	None

3. Ms. Tanyapon Kraibhubes, Proposed Position: Director

	Age	56 years	
	Education	<ul style="list-style-type: none"> - Diploma in Nursing, Boromarajonani College of Nursing, Phayao - Academy of Business Creativity (ABC), Sripatum University 	
Director Seminars Attended		Enrollment in Director Accreditation Program (DAP), The Thai Institute of Directors	
Shareholdings in the Company		373,836,000 shares Represent 12.49% of the total shares with voting rights as of 14 March 2025.	
Director Experience		1 years 11 months (26 April 2022 - 25 April 2025)	
Position in other companies or other businesses		<u>Businesses that are public listed companies</u> <ul style="list-style-type: none"> - Masati Group Co., Ltd. - Porn Estate Co., Ltd. - Solvary Resort Co., Ltd. - Tortuga Legend Co., Ltd. <u>Businesses that are not public listed companies</u> <ul style="list-style-type: none"> - None - 	
Positions or other businesses that may create a conflict of interest		- None -	
Professional Experience (previous 5 years)		<i>Time Period</i>	<i>Position</i>
		2024-Present	Director, Chairman of the Executive Board, and Managing Director, of Beauty Community Public Company Limited
		2018-2024	Director of Beauty Community Public Company Limited
Attendance at meetings 2023		Attended 4 out of 5 meetings of the Company's Board of Directors	
Criteria for a Nomination of director		The Company has considered the proposal of the Nomination and Remuneration Committee and opined that Ms. Tanyapon Kraibhubes has the proper qualifications pursuant to the Public Company Limited Act and also possess the knowledge, expertise and experience in businesses relating to the operation of the Company, and able to assist the Company. Therefore, the Company deemed that it appropriate to elect as a director of the Company.	

**DEFINITION OF INDEPENDENT DIRECTORS
OF
BEAUTY COMMUNITY PUBLIC COMPANY LIMITED**

The Company has defined the qualification of Independent Directors in the standard equivalent to the minimum requirement of the Securities and Exchange Commission (SEC) and the Stock Exchange of Thailand (SET) as follows:

- (1) Holds not more than 1% of the total number of voting shares of the Company, its parent company, its subsidiaries, its associated companies, its major shareholders or its controlling persons, including shares held by connected persons of the independent director;
- (2) Is not or has not ever been an executive director, employee, staff member, advisor who receives a regular salary or controlling persons of the Company, its parent company, its subsidiaries, its associated companies, same-level subsidiaries, its major shareholders or its controlling persons unless such an independent director has not been a person referred to above for at least two years prior, provided always that such restriction or prohibition shall not apply to an independent director who has been a governmental officer or an advisor of government authority, which is the major shareholder of the Company or the persons having controlling power of the Company;
- (3) Is not a person related by blood or legal registration, such as father, mother, spouse, siblings and children, including spouse of the children, executives members, major shareholders, controlling persons, or persons to be nominated a executives member or a controlling person of the Company or its subsidiaries;
- (4) Has not or has not had a business relationship with the Company, its parent company, its subsidiaries, its associated companies or a major shareholder, or with the controlling persons of the Company in which his/her independent discretion might be affected, and not be and have not been a substantial shareholder² or a controlling person of the person who has business relationship with the Company, or the parent company, subsidiary, associated company, major shareholders, or the person who having power to control the Company unless such an independence director has not been a person referred to above for a least 2 years prior;

The term ‘business relationship’ aforementioned according to paragraph one includes any ordinary course of business transaction, rental or lease of immovable property, transaction relating to assets or services or grant or receipt of financial assistance through receiving or providing loans, guarantee, providing assets as collateral, including any other similar actions, which result in the Company or his counterparty being subject to indebtedness payable to the other party in the amount of 3 percent or more of the net tangible assets of the Company or Baht 20 million or more, whichever is lower. The amount of such indebtedness shall be calculated according to the calculation method for value of connected transactions under the Notification of the Board of Governors of the Stock Exchange of Thailand Re: Disclosure of Information and Act of Listed Companies concerning the Connected Transactions mutatis mutandis. The combination of such indebtedness shall include indebtedness taking place during the course of 1 year prior to the date on which the business relationship with the person commences;

² Substantial Shareholder means a shareholder who hold shares more than 10% of the total number of voting shares of the Company including the number of shares held by any related person

- (5) Is not or has not ever been an auditor of the Company, its parent company, its subsidiaries, its associated companies, a major shareholder or a controlling person of the Company, and not being a substantial shareholder, a controlling person or a partner of an audit firm which employs auditors of the Company, its parent company, its subsidiaries, its associated companies, a major shareholder or a controlling person of the Company unless the foregoing relationship has ended for more than 2 years.
- (6) Is not or has not ever been any professional advisor including legal or financial advisor who receives an annual service fee exceeding Baht 2 million from the Company, its parent company, its subsidiaries, its associated companies, a major shareholder or a controlling person of the Company, and is not a substantial shareholder, a controlling person or a partner of the professional advisor which is the juristic person unless the foregoing relationship has ended for more than 2 years;
- (7) Does not represent a nominee of the Company's directors, its major shareholders or a shareholder who is related to the Company's major shareholder;
- (8) Has not undertaken commercial transactions of the same nature as and competing with that of the Company or its subsidiaries, has not been the substantial partner of the partnership or has not been a managing director, an employee, a staff member, an advisor who receives salary or holds more than 1% of total voting shares of the other company which operates on the same nature as and competing with the Company or its subsidiaries;
- (9) Has not any characteristics which make him incapable of expressing independent opinions with regard to the Company's business.

20 Baht of
Stamp
Duty to be
affixed

PROXY Form A.
(General Form which is simple and uncomplicated)

Shareholders' Registration No. _____

Written at _____

Date _____ Month _____ Year _____

(1) I/We _____ Nationality _____
Address _____ Road _____ Sub-district _____
District _____ Province _____ Zip Code _____

(2) Being a shareholder of **BEAUTY COMMUNITY** Public Company Limited,
holding the total amount of _____ shares, equivalent to _____ voting rights as follows
Ordinary share _____ shares equivalent to _____ voting rights
Preference share _____ shares equivalent to _____ voting rights

(3) Hereby appoint
(1) _____ Age _____ Years Address _____
Road _____ Sub-district _____ District _____
Province _____ Zip code _____ or
(2) _____ Age _____ Years Address _____
Road _____ Sub-district _____ District _____
Province _____ Zip code _____ or
(3) _____ Age _____ Years Address _____
Road _____ Sub-district _____ District _____
Province _____ Zip code _____

anyone of the above as my/our proxy holder to attend and vote at the Annual General Shareholders' Meeting of the year 2025 to be held on 25 April 2025 at 14.00 Hrs. ~~at~~ via video conference from Beauty Community Public Company Limited's meeting room at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-District, Bungkum District, Bangkok 10230 or on the date and at the place as may be postponed or changed.

I/We shall be fully liable for any action taken by the proxy holder at the meeting.

Signature _____ Proxy Grantor
(_____)

Signature _____ Proxy Holder
(_____)

Signature _____ Proxy Holder
(_____)

Signature _____ Proxy Holder
(_____)

Remarks:

A Shareholder shall appoint only one proxy holder to attend and vote at the Meeting. A shareholder may not appoint more than one proxy holder, each with the voting right in respect of a certain portion of shares.

PROXY Form B.

(Providing the fixed particulars of granting proxy)

20 Baht
of Stamp
Duty to
be
affixed

Shareholders' Registration No. _____

Written at _____
Date _____ Month _____ Year _____

(1) I/We _____ Nationality _____
Address _____ Road _____ Sub-district _____
District _____ Province _____ Zip Code _____

(2) Being a shareholder of **BEAUTY COMMUNITY** Public Company Limited,
holding the total amount of _____ shares, equivalent to _____ voting rights as follows
Ordinary share _____ shares equivalent to _____ voting rights
Preference share _____ shares equivalent to _____ voting rights

(3) Hereby appoint

(1) _____ Age _____ Years Address _____
Road _____ Sub-district _____ District _____
Province _____ Zip code _____ or

(2) _____ Age _____ Years Address _____
Road _____ Sub-district _____ District _____
Province _____ Zip code _____ or

(3) _____ Age _____ Years Address _____
Road _____ Sub-district _____ District _____
Province _____ Zip code _____ or

anyone of the above as my/our proxy holder to attend and vote at the Annual General Shareholders' Meeting of the year 2025 to be held on 25 April 2025 at 14.00 Hrs. ~~at~~ via video conference from Beauty Community Public Company Limited's meeting room at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-District, Bungkum District, Bangkok 10230 or on the date and at the place as may be postponed or changed.

(4) I/We therefore would like to vote for each agenda item as follows:

☐ **Agenda Item 1: To consider the verification of the Minutes of the Annual General Meeting of Shareholders 2024**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item 2: To acknowledge the overall performance of the Company's business operations for the year 2024 and the operational plan of the year 2025**

- The resolution is not required for this agenda.

☐ **Agenda Item 3: To consider and approve the Statements of Financial Position and Statements of Comprehensive Income for Fiscal Year Ended 31 December 2024**

- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ **Agenda Item 4: To consider and approve the omission of dividend payment for the year 2024**

- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ **Agenda Item 5: To consider and approve the director's remuneration for the year 2025**

- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ Proposal for the approval of the meeting allowance of Director

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ Proposal for the approval of the meeting allowance of Audit Committee

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ Proposal for the remuneration of meeting allowance of Nomination and Remuneration Committee

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ Proposal for the approval of the meeting allowance of Risk Management Committee

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ Proposal for the approval of the bonus remuneration in the year 2024

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ **Agenda Item 6: To consider and approve the appointment of the auditors and their remuneration for year 2025**

- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ **Agenda Item 7: To appoint new directors to replace directors who retire by rotation**

- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ Appoint all the nominated candidates as a whole

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ Appoint an individual candidate

Candidate Name: **Assoc. Prof. Dr. Vichit U-on**

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name: **Col. Attapon Srisangwarn**

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name: **Ms. Tanyapon Kraibhubes**

☐ In Favor ☐ Not In Favor ☐ Abstain

☐ **Agenda Item 8: To transact other business (if any)**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor ☐ Not In Favor ☐ Abstain

(5) Voting of proxy holder in any agenda which is not in accordance with this proxy shall be considered as invalid and not deemed as my vote as a shareholder.

(6) In case I have not declared a voting intention in any agenda or my determination is not clear or in case the meeting considers or passes resolutions in any matters apart from those agendas specified above, including in case that there is any amendment or addition of any fact, the proxy holder shall have the right to consider and vote as to his/her consideration.

I/We shall be fully liable for any taken by the proxy holder at the meeting except for vote of the proxy holder which is not in accordance with this Proxy Form.

Signature.....Proxy Grantor
(.....)

Signature.....Proxy Holder
(.....)

Signature.....Proxy Holder
(.....)

Signature.....Proxy Holder
(.....)

Remarks:

1. A shareholder shall appoint only one proxy holder to attend and vote at the meeting. A shareholder may not split shares and appoint more than one proxy holder in order to split votes.
2. In agenda regarding the appointment of new directors, the ballot can be either for all nominated candidates as a whole or for an individual candidate.
3. In case there is any further agenda apart from specified above brought into consideration in the Meeting, the proxy holder may use the Attachment to Proxy Form B.

Attachment to Proxy Form B.

The Proxy of the shareholder of Beauty Community Public Company Limited
 In the Meeting of the Annual General Shareholders' Meeting of the year 2025 to be held on
 25 April 2025 at 14.00 hrs. ~~at~~ via video conference from Beauty Community Public Company
 Limited's meeting room at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District,
 Bangkok 10230 or on the date and at the place as may be postponed or changed.

- ☐ Agenda Item: _____ Subject: _____
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor ☐ Not In Favor ☐ Abstain
-
- ☐ Agenda Item: _____ Subject: _____
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor ☐ Not In Favor ☐ Abstain
-
- ☐ Agenda Item: _____ Subject: _____
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor ☐ Not In Favor ☐ Abstain
-
- ☐ Agenda Item: _____ Subject: _____
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor ☐ Not In Favor ☐ Abstain
-
- ☐ Agenda Item: _____ Subject: _____
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor ☐ Not In Favor ☐ Abstain

☐ Agenda Item:.....To approve the appointment of new directors (Continued)

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

Candidate Name.....

☐ In Favor ☐ Not In Favor ☐ Abstain

PROXY Form C.
(Only for the Foreign Shareholders and Appointing the Thai Custodian)

20 Baht
of Stamp
Duty to
be
affixed

Shareholders' Registration No. _____

Written at _____
 Date _____ Month _____ Year _____

(1) I/We _____ Nationality _____
 Address _____ Road _____ Sub-district _____
 District _____ Province _____ Zip Code _____

As the Custodian for _____ who is the
 shareholder of **Beauty Community** Public Company Limited, holding
 the total amount of _____ shares and equivalent to _____ voting
 rights as follows

Ordinary share _____ shares equivalent to _____ voting rights
 Preference share _____ shares equivalent to _____ voting rights

(2) Hereby appoint

(1) _____ Age _____ Years Address _____
 Road _____ Sub-district _____ District _____
 Province _____ Zip code _____ or

(2) _____ Age _____ Years Address _____
 Road _____ Sub-district _____ District _____
 Province _____ Zip code _____ or

(3) _____ Age _____ Years Address _____
 Road _____ Sub-district _____ District _____
 Province _____ Zip code _____

anyone of the above as my/our proxy holder to attend and vote at the Annual General Shareholders' Meeting of the year 2025 to be held on 25 April 2025 at 14:00 hrs. ~~at~~ via video conference from Beauty Community Public Company Limited's meeting room at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230 or on the date and at the place as may be postponed or changed

(3) I/We would like to grant proxy holder to attend and vote in the Meeting as follows:

- ☐ Grant proxy the total amount of shares holding and entitled to vote.
- ☐ Grant partial shares of
- ☐ Ordinary share _____ shares, entitled to voting right _____ votes
- ☐ Preference share _____ shares, entitled to voting right _____ votes
- Total voting rights _____ votes

(4) I/We therefore would like to vote for each agenda item as follows

☐ **Agenda Item 1: To consider the verification of the Minutes of the Annual General Meeting of Shareholders 2024**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item 2: To acknowledge the overall performance of the Company's business operations for the year 2024 and the operational plan of the year 2025**

- The resolution is not required for this agenda.

☐ **Agenda Item 3: To consider and approve the Statements of Financial Position and Statements of Comprehensive Income for Fiscal Year Ended 31 December 2024**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item4: To consider and approve the omission of dividend payment for the year 2024**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item 5: To consider and approve the director's remuneration for the year 2025**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ Proposal for the approval of the meeting allowance of Director

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ Proposal for the approval of the meeting allowance of Audit Committee

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ Proposal for the remuneration of meeting allowance of Nomination and Remuneration Committee

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ Proposal for the approval of the meeting allowance of Risk Management Committee

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ Proposal for the approval of the bonus remuneration in the year 2024

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item 6: To consider and approve the appointment of the auditors and their remuneration for year 2025**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item 7: To appoint new directors to replace directors who retire by rotation**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ Appoint all the nominated candidates as a whole

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ Appoint an individual candidate

Candidate Name: **Assoc. Prof. Dr. Vichit U-on**

☐ In Favor

☐ Not In Favor

☐ Abstain

Candidate Name: **Col. Attapon Srisangwarn**

☐ In Favor

☐ Not In Favor

☐ Abstain

Candidate Name: **Ms. Tanyapon Kraibhubes**

☐ In Favor

☐ Not In Favor

☐ Abstain

☐ **Agenda Item 8: To transact other business (if any)**

☐ (A) The proxy holder shall vote independently as to his/her consideration.

☐ (B) The proxy holder shall vote according to the shareholders' requirement as follows.

☐ In Favor

☐ Not In Favor

☐ Abstain

(5) Voting of proxy holder in any agenda which is not in accordance with this proxy shall be considered as invalid and not my voting as a shareholder.

(6) In case I have not declared a voting intention in any agenda or my determination is not clear or in case the meeting considers or passes resolutions in any matters apart from those agendas specified above, including the case that there is any amendment or addition of any fact, the proxy holder shall have the right to consider and vote as to his/her consideration.

I/We shall be fully liable for any taken by the proxy holder at the meeting except for vote of the proxy holder which is not in accordance with this Proxy Form.

Signature_____Proxy Grantor Signature_____Proxy Holder
() ()

Signature_____Proxy Holder Signature_____Proxy Holder
() ()

Remarks:

1. Only foreign shareholders as registered in the registration book who have custodian in Thailand can use the Proxy Form C.
2. Evidences to be enclosed with the proxy form are:
 - (1) Power of Attorney of shareholder authorizing a custodian to sign the Proxy Form on behalf of the shareholder
 - (2) Letter for certification to certify that the signer in the Proxy Form have a permit to act as a Custodian.
3. A shareholder shall appoint only one proxy holder to attend and vote at the Meeting. A shareholder may not split shares and appoint more than one proxy holder in order to split votes.
4. In agenda regarding the appointment of new directors, the ballot can be either for all the nominated candidates as a whole or for an individual nominee.
5. In case there is any further agenda apart from specified above brought into consideration in the Meeting, the proxy holder may use the Attachment to Proxy Form C.

Attachment to Proxy Form C.

The Proxy of the shareholder of Beauty Community Public Company Limited
 In the Meeting of the Annual General Shareholders' Meeting of the year 2025 to be held on
25 April 2025 at 14.00 hrs. ~~at~~ via video conference from Beauty Community Public Company
Limited's meeting room at No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District,
Bangkok 10230 or on the date and at the place as may be postponed or changed.

- ☐ Agenda Item:.....Subject:.....
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes
- ☐ Agenda Item:.....Subject:.....
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes
- ☐ Agenda Item:.....Subject:.....
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes
- ☐ Agenda Item:.....Subject:.....
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes
- ☐ Agenda Item:.....Subject:.....
- ☐ (A) The proxy holder shall vote independently as to his/her consideration.
- ☐ (B) The proxy holder shall vote according to the shareholder's requirement as follows.
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes
- ☐ Agenda Item:.....To approve the appointment of new directors (Continued)
- Candidate Name.....
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes
- Candidate Name.....
- ☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

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Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

Candidate Name.....

☐ In Favor....votes ☐ Not In Favor.....votes ☐ Abstain.....votes

LIST OF DOCUMENTS AND EVIDENCES TO BE PRESENTED ON THE MEETING DATE**1. Shareholders attending the Meeting in person****1.1 Ordinary Shareholders**

Identification Card or Official Government Identification Card with photograph of shareholders or passport (for non-Thai nationals) must be presented for registration.

1.2 Juristic Person

- (1) Juristic person's representative presents documents of the representative as specified in item No. 1.1.
- (2) Juristic Person's representative submits a copy of the Shareholder's Affidavit certified true copy by the Juristic Person's representative (Authorized Director) showing that the Authorized Director has the power to act on behalf of the Juristic Person, who is the shareholder.

2. Shareholders attending the Meeting by appointing a Proxy Holder

- Company recommends that shareholders use Proxy Form B and pre-cast their votes in each agenda item.
- On the Meeting date, the Company shall facilitate in affixing the stamp duty upon shareholders' registration for the Meeting.

2.1 In case Proxy Grantor is Ordinary Shareholders

- (1) Proxy Holder submits one of the Proxy Forms (Attachment 6) completely and clearly filled in and signed by the Proxy Grantor and the Proxy Holder.
- (2) Proxy Holder submits documents as specified in item No. 1.1 of the shareholders on which the shareholders duly signed and certified true copy.
- (3) Proxy Holder presents the documents as specified in item No. 1.1 of the Proxy Holder.

2.2 In case Proxy Grantor is Juristic Person

- (1) Proxy Holder submits one of the Proxy Forms (Attachment 6) completely and clearly filled in and signed by the Juristic Person's representative (Authorized Director) as the Proxy Grantor and the Proxy Holder.
- (2) Proxy Holder submits a copy of the Shareholder's Affidavit certified true copy by the Juristic Person's representative (Authorized Director) showing that the Authorized Director has the power to act on behalf of the Juristic Person, who is the shareholder.
- (3) Proxy Holder submits the documents as specified in item No. 1.1 of the Juristic Person's representative (Authorized Director) who is the Proxy Grantor on which the Proxy Grantor duly signed and certified true copy.
- (4) Proxy Holder presents the documents as specified in item No. 1.1 of the Proxy Holder.

2.3 In case proxy grantor is Custodian in Thailand (Please use Proxy Form C)

- (1) Proxy Holder submits and presents documents as specified in item No. 2.2 (1) – (4) certified true copy by the Juristic Person's representative (Authorized Director) or the executive or the authorized employees of the Custodian.
- (2) Proxy Holder submits a copy of the Power of Attorney (POA) of foreign shareholders authorizing the Custodian to sign the Proxy Form on its behalf. POA must be certified true copy by the juristic person's representative (Authorized Director) or the executive or the authorized employees of the Custodian.
- (3) Proxy Holder submits a copy of the POA of the Custodian authorizing the Authorized Director or the executive or the authorized employees of the Custodian to attend the meeting as well as to authorize any person to be its sub-attorney (if any). Copy of POA must be certified true copy by the juristic person's representative (Authorized Director) or the executive or the authorized employees of the Custodian.
- (4) Proxy Holder submits a copy of the letter of confirmation or a copy of the business license of Custodian which is certified true copy by the juristic person's representative (Authorized Director) or the executive or the authorized employees of the Custodian.

Remarks: In case the original documents are not made in Thai or English, the English translation shall be required and must be certified by the shareholders or the juristic person's representative (Authorized Director) or the executive or the authorized employees of the Custodian. In case any documents are produced or executed outside Thailand, such documents must be notarized by a notary public.

3. Appointment of the Company's independent directors as Proxy Holders

A shareholder may appoint any of the following independent directors of the Company as the Proxy Holder and the Company recommends that the shareholder uses Proxy Form B to clearly pre-cast the votes in each agenda:

- | | | |
|----|------------------------------|----------------------|
| 1. | Assoc. Prof. Dr. Vichit U-on | Independent Director |
| 2. | Col. Attapon Srisangwarn | Independent Director |
| 3. | Mr. Viboon Pojanalai | Independent Director |

Remarks: For your convenience, please deliver the proxy form together with the relevant documents as specified in item No. 1 or 2 for examination to the Company at least three (3) days prior to the Meeting date.

4. Other

In case the meeting participant changes his/her title, name or surname, please present the copy of evidence to verify that change and certified by the related persons.

**PROFILE OF NOMINATED INDEPENDENT DIRECTORS SELECTED BY THE COMPANY
TO BE THE SHAREHOLDER'S PROXY HOLDER FOR THE PURPOSE OF CONSIDERATION
TO APPOINT SUCH INDEPENDENT DIRECTORS AS HIS/HER PROXY HOLDER**



1. Assoc. Prof. Dr. Vichit U-on

Position: Independent Director

Age: 58 years

Residing at: No. 30/122 Sukontasawat, Ladphrao Sub-district,
Ladphrao District, Bangkok 10230

(The Director holds a significant stake in Agenda item 5, which involves the consideration and approval of the directors' remuneration for the year 2025, as well as Agenda item 7, which involves determining the names of directors retiring by rotation and appointing their replacements. This holds particular significance for the Director as his current term is concluding this year, and the Director being considered for re-election to serve another term.)



2. Col. Attapon Srisangwarn

Position: Independent Director

Age: 58 years

Residing at: No. 459/8 Ladphrao Road, Jompol Sub-district,
Jatujak District, Bangkok 10900

(The Director holds a significant stake in Agenda item 5, which involves the consideration and approval of the directors' remuneration for the year 2025, as well as Agenda item 7, which involves determining the names of directors retiring by rotation and appointing their replacements. This holds particular significance for the Director as his current term is concluding this year, and the Director being considered for re-election to serve another term.)



3. Mr. Viboon Pojanalai

Position: Independent Director

Age: 49 years

Residing at: No. 268, Soi Pattanakarn 20, Suanluang Sub-district,
Suanluang District, Bangkok 10250

(The Director holds a significant stake in Agenda item 5, which involves the consideration and approval of the directors' remuneration for the year 2025.)

COMPANY'S ARTICLES OF ASSOCIATION REGARDING THE SHAREHOLDERS' MEETING

Chapter 1 General Provisions

Article 3

The Company may amend its Memorandum of Association or Articles of Association only when a resolution has been passed at the Meeting of Shareholders.

Chapter 3 Transfer of Shares

Article 20

In the Meeting of Shareholders, the person who entitles to vote shall be shareholders whose names appears in the Shareholders Register Book on the date specified by the Board of Directors and the number of shares each shareholder has in order to vote shall be in accordance with the Share Register Book on the same date. In any event, the right of such person shall not be affected if the particular information in Share Register Book on the date of Meeting of Shareholders has changed.

The date as specified by the Board of Directors in the first paragraph shall not be more than two months before the date of the Meeting of Shareholders. However, the date shall not be before the date that the Board of Directors approved of the calling of the Meeting of Shareholders. The Board of Directors may not change the date which specified the shareholders who entitle to attend the Meeting of Shareholders.

Article 21

The Company may cease to accept registration of share transfers during the period of twenty-one (21) days prior to each Meeting of Shareholders, by notifying the shareholders in advance at the head office and at branch offices of the Company not less than fourteen (14) days prior to the commencement date of cessation of the registration of share transfers.

Chapter 4 Board of Directors and Their Authorities

Article 23

The Meeting of Shareholders may elect the directors in accordance with the rules and procedures set out below:

- (1) Each shareholder is entitled one vote per share.

- (2) The shareholder may vote for directors individually and such shareholder must exercise all the votes he or she has under item (1) above but may not split his or her votes in any number.
- (3) The candidates shall be ranked in order descending from the highest number of votes received to the lowest, and shall be appointed as directors in that order, until all of the director positions are filled. In case of a tied vote for candidates in descending order causing the number of directors to be excessive then the Chairman of the Meeting shall have an additional vote as a casting vote.

Article 24

At every annual general Meeting, one-third (1/3) of the directors shall retire. If the number of directors is not a multiple of three, the number of directors closest to one-third (1/3) shall retire.

The directors retiring from office in the first and second years after the Company registration shall be selected by drawing lots. In subsequent years, the director who has held office longest shall retire.

A director who retires may be re-elected.

Article 25

The director's remuneration and consideration shall be fixed by the Meeting of Shareholders.

The directors are entitled to receive considerations from the Company in form of gratuity, meeting allowance, remuneration, bonus and other benefits from the Company according to the Articles of Association or as specified by the Meeting of Shareholders irrespective of whether such consideration is specified as the fixed amount or as specified from time to time based on rules or to be effective unless otherwise changed. In addition, the director's are entitled to receive allowances and welfare benefits according to the Company's regulations.

The previous paragraph does not affect the right of the staff or employee of the Company who is elected to be the Company's director to separately

receive the remuneration and benefit as the staff or the employee.

The payment of considerations under the first and second paragraph must not contradict or contravene the qualifications of Independent Directors pursuant to the Law on Securities Exchange.

Article 30

The Meeting of Shareholders may pass a resolution removing any director from office prior to retirement by rotation by a vote of not less than three-fourths (3/4) of the number of shareholders attending the meeting and entitled to vote and having shares collectively not less than half (1/2) of the number of shares held by shareholders attending the meeting and entitled to vote.

Article 31

The Board of Directors shall supervise and manage the Company's business and have authorities in accordance with the laws, the Company's objectives, the Articles of Association and the resolutions of the Meeting of Shareholders.

The Board of Directors may empower to appoint a director, a number of directors or any person in order to operate one or more businesses for the Board of Directors or conduct electronic meeting as deem appropriate by following the requirements and methodologies of the laws and measures as required by laws, and according to information technology security standards stipulated in the law.

Chapter 5 Meeting of Shareholders

Article 40

The Meeting of Shareholders of the Company shall be held in the locality of the head office where the Company is situated or in a neighboring province or any other place as the Board of Directors deem appropriate.

Article 41

The Board of Directors shall call a Meeting of Shareholders at least once (1) a year. Such meeting shall be called "an Annual Ordinary Meeting of Shareholders" which shall be held within four (4) months of the last day of the accounting year of the Company. The Meeting of Shareholders other than the one referred to shall be called "Extraordinary Meetings".

The Board of Directors may call an Extraordinary Meeting of Shareholders any time the Board of Directors consider it expedient to do so or shareholders holding shares amounting to not less than one-fifth (1/5) of the total number of shares sold or shareholders amounting to not less than twenty-five (25) persons holding shares amounting to not less than one-tenth (1/10) of the total number of shares sold may, by subscribing their names, request the Board of Directors to call an Extraordinary Meeting at any time, but the reasons for calling such meeting shall be clearly stated in such request. In this regard, the Board of Directors shall proceed to call a Meeting of Shareholders to be held within one (1) month as from the date the request is received from the shareholders.

Article 42

In summoning a Meeting of Shareholders, the Board of Directors shall prepare an invitation letter fixing the meeting venue, date, time, the meeting agendas and the matters to be proposed to the meeting together with sufficient detail by clearly indicating whether it is the matter proposed for acknowledgement, for approval or for consideration, as the case may be, including the opinions of the Board of Directors in the said matters, and such invitation shall be delivered to the shareholders and the public company limited registrar no less than seven (7) days prior to the date of the meeting. The notice calling for the summoning of the meeting shall also be published in a newspaper not less than three (3) days prior to the date of the meeting. The publishing shall be for three (3) consecutive days. The delivery of the meeting invitation letter and disclosure of the notice of an appointment for the meeting, either in person or electronic meeting, shall comply with the requirements, rules, and relevant laws.

The Board of Directors shall set the date, time and place of the Meeting of Shareholders. The place where the meeting will be held shall be in the province in which the head office of the Company or branch office is located or in a nearby province or province or conduct electronic meeting in which the Board of Directors deem appropriate by following the requirements and methodologies of the laws and measures as required by laws, and according to information technology security standards stipulated in the law. However, in delivering an invitation letter for electronic meeting, Chairman of the Board or the person having the duty to organize the meeting shall send a written

notice summoning a meeting by e-mail to the shareholders within the above notice period. Provided that Chairman of the Board or the person having the duty to organize the meeting shall maintain a copy of the invitation letter and documents related to the meeting as evidence, which can be stored in the form of electronic data.

Article 43

To form a quorum of a Meeting of Shareholders either in presence or electronic meeting, there shall be shareholders and proxies (if any) attending at the meeting amounting to not less than twenty-five (25) persons or not less than half (1/2) of the total number of shareholders and in either case such shareholders shall hold shares amounting to not less than one-third (1/3) of the total number of shares sold.

At any Meeting of Shareholders, if one (1) hour has passed since the time for which the meeting is scheduled and the number of shareholders attending the meeting is still inadequate for a quorum as prescribed under paragraph one, if such Meeting of Shareholders was called as a result of a request by the Shareholders, such meeting shall be cancelled. If such Meeting of Shareholders was not called as a result of a request by the shareholders, the meeting shall be called once again and the notice calling such meeting shall be delivered to shareholders not less than seven (7) days prior to the date of the meeting. In the subsequent meeting, a quorum is not required.

Article 44

In a Meeting of Shareholders, shareholders may also authorize other persons as proxies to attend and vote at any Meeting of Shareholders on their behalf. The proxy appointment shall be made in writing and signed by the principal according to the form specified by the public company limited registrar. It shall be submitted to the Chairman of the Board of Directors or the person designated by the Chairman at the place of the Meeting of Shareholders before the proxies attend the meeting. The proxy shall contain at least the following information;

- (1) Number of shares held by proxies
- (2) Name of the proxies
- (3) The number of the Meeting of Shareholders that the proxy will attend and vote

The proxy shall be given to the Chairman of the Board of Directors or the person designated by the Chairman before the proxies attend the Meeting of Shareholders.

Article 45

The Chairman of the Board shall be the chairman of the meeting. If the Chairman of the Board is not present at the meeting or unable to perform his duty, the Vice-Chairman present at the meeting shall be the chairman of the meeting. If there is no Vice-Chairman or there is a Vice-Chairman who is not present at the meeting or unable to perform his duty, the shareholders present at the meeting shall elect one (1) shareholder to be the chairman of the meeting.

Article 46

The chairman of the meeting shall have the duty to conduct the meeting in compliance with the laws and Articles of Association of the Company relating to meeting. Thus, the chairman of the meeting shall follow the sequence of the agenda stipulated in the notice calling for the meeting, unless the meeting pass a resolution allowing a change in the sequence of the agenda with a vote of not less than two-third (2/3) of the number of the shareholders present at the meeting.

When the consideration of the matters under paragraph one is finished, the shareholders holding shares amounting to not less than one-third (1/3) of the total number of shares sold may request the meeting to consider matters other than those indicated in the notice calling for the meeting.

In the case where the meeting has not concluded the consideration of the matters according to the sequence of the agenda under paragraph one or the matters raised by shareholders under paragraph two, as the case may be, and it is necessary to postpone the consideration of the meeting, the meeting shall determine the place, date and time for the next meeting and the Board of Directors shall deliver the notice calling the meeting which indicates the place, date, time and agenda of the meeting to the shareholder not less than seven (7) days prior to the date of the meeting, provided the notice calling the meeting shall also be published in a newspaper not less than three (3) days prior to the date of the meeting. The publishing shall be three (3) consecutive days.

Article 47

In the Meeting of Shareholders, each shareholder holding one (1) share is entitled to one (1) vote.

Any shareholder who has a vested interest in any matter shall not be entitled to vote on such matter, except for voting on the election of directors.

Article 48

A resolution of the Meeting of Shareholders shall be made by the majority vote of the shareholders who attend the Meeting of Shareholders and entitled to vote. In case of an equality of votes, the chairman of the meeting shall have an additional vote as a casting vote unless specified otherwise in this Articles of Associations or other cases as specify by law. In the following cases, a vote of not less than three-fourth (3/4) of the total number of votes of shareholders who attend the Meeting of Shareholders and entitled to vote is required:

- (1) Sale or transfer of the entire or important parts of the business of the Company to other persons;
- (2) Purchase or acceptance of transfer of the business of other public companies or private companies by the Company;
- (3) Entering into amending or terminating of contracts with respect to the granting of a hire of the whole or important parts of the business of the Company,
- (4) Entrustment of the management of the business of the Company to any other person or
- (5) Merging of the business with other persons with the purpose of profit and loss sharing;
- (6) Amendment of the Memorandum of Association or Articles of Association of the Company;
- (7) Increases and reductions of capital;
- (8) Issuance of debentures;
- (9) Amalgamation of the Company or dissolution of Company;
- (10) Other matters specified by the law.

Article 49

The matters to be considered at the Annual Ordinary Meeting are:

- (1) To consider the Board of Directors' report presented to the Meeting of Shareholders, indicating the affairs undertaken by the Company during the past year;
- (2) To consider and approve the balance sheet and the profit and loss statement;
- (3) To consider the allocation of profit and payment of dividends to Shareholders;
- (4) To elect a director who retires by rotation and specifying their compensation;
- (5) To appoint an auditor and their remuneration;
- (6) To transact other business.

Chapter 8 Dividend Payment and Reserve Fund**Article 55**

Dividends shall not be paid other than out of profits. In the case where the Company still has an accumulated loss, no dividends shall be paid.

A dividend announcement cannot be made except by the resolution of the Meeting of Shareholders or of the Board of Directors' Meeting in case of the interim dividend payment. The payment of dividends shall be made in writing notifying the shareholders and such notice shall also be published in a local newspaper for the period of not less than three (3) consecutive days. The payment of such dividend shall be made within one (1) month as from the date of the resolution of the Meeting of Shareholders or of the Board of Directors' Meeting, as the case may be.

Article 56

The Board of Directors may from time to time pay the interim dividend to the shareholders if the Board of Directors deem that the profits of the Company justify such payment. After the dividend payment, the Board of Directors shall report to the Meeting of Shareholders at the next Meeting of Shareholders.

Article 57

Dividends shall be distributed according to the number of shares on an equal basis unless specified otherwise in this Articles of Association for preferred shares.

Article 58

The Company shall allocate not less than five (5) percent of its annual net profit less the accumulated losses brought forward (if any) to a reserve fund until this fund attains an amount not less than ten (10) percent of the registered capital.

Other than such reserve fund, the Board of Directors may propose the Meeting of Shareholders to resolve on other reserves as the Meeting of Shareholders deem appropriate for the operation of the Company.

If the Company is approved by the Meeting of Shareholders, the Company may transfer other reserve fund, legal reserve, and share premium to compensate for the Company's accumulates loss.

Chapter 10 Books, Accounts and Audit

Article 62

The Company shall prepare and maintain accounts including the auditing of accounts lawfully as required by the relevant law and shall prepare the balance sheet and the profit and loss statement at least once during each twelve (12) month period which is an accounting year of the Company.

Article 63

The Board of Directors shall prepare the balance sheet and the profit and loss statement as of the last day of the fiscal year of the Company for submission to the Meeting of Shareholders at the Annual General Meeting of Shareholders for consideration and approval. The Board of Directors shall have the balance sheet and the profit and loss statement examined by an auditor prior to submission to the Meeting of Shareholders.

Article 64

The Board of Directors shall deliver the following documents to the shareholders along with written notices calling for an Annual General Meeting of Shareholders:

- (1) Copies of the balance sheet and the profit and loss statement which have been examined by the auditor, together with the audit report of the auditor;
- (2) Annual report of the Board of Directors and the documents showing particulars.

Article 65

The Board of Directors shall maintain the Register of Directors, the Minutes of Meetings of the Board of Directors, the Minutes of the Meeting of Shareholders and all resolutions and maintain them at the head office of the Company. However, the Company may authorize any other person to maintain the said documents behalf of the Company at the locality of the head office or nearby province, but the Company must notify the public company limited registrar prior to the authorization.

Article 66

The auditor has the duty to attend every Meeting of Shareholders which considers the balance sheet, the profit and loss statements, and any problem regarding the Company's accounts in order to clarify the audit to the shareholders. The Company shall also deliver all the reports and documents which the shareholders are entitled to receive for such meeting to the auditor.

The auditor shall not be a director, staff, employee or person holding any position or having any duty in the Company.

Article 67

The auditor has the power to examine books and accounts and other evidence relating to the revenues and expenditures as well as assets and liabilities of the Company during its office hours. In this case, he shall have the power to interrogate the directors, staff, employees, officers in any positions and representatives of the Company, and to instruct them to give necessary statements or documents relating to the compliance of the auditor.

The auditor has to make a written report about the balance sheet, profit and loss statements in accordance with laws regarding the auditing for submission to the Annual Meeting of Shareholders and must state in such report whether the balance sheet is prepared accurately and exhibit a true and correct view of the state of affairs of the Company or not.

GUIDELINE FOR ATTENDING THE ANNUAL GENERAL MEETING OF SHAREHOLDERS THROUGH ELECTRONIC MEETING (E-AGM)

1. In case the shareholders attending the E-AGM by themselves.

- 1.1 Please fill the registration form for attending the AGM through Electronic Media (E-AGM) (Attachment 12). **Kindly fill your email and cell phone number clearly in order to be used for the meeting registration** and attach identification document to confirm the attendance of E-AGM as follows:
 - **In the event that the shareholder is an individual** – a valid certified true copy of ID card, passport, or other official documents issued by government authority.
 - **In the event that the shareholder is a juristic person** – an executed version of the power of attorney or a proxy form and supporting documents as per the detail in item “supporting documents for the appointment of proxy” next page.

Please submit the registration form for the meeting through electronic media (E-AGM) and such identification document to the Company **within 23 April 2025** via the following channels:

- Via Email address: contact@beautycommunity.co.th
 - Via Registered Mail To: Company Secretary. Beauty Community Public Company Limited No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230.
- 1.2 When the Company receives document as per item 1.1 from you, the Company will proceed with inspecting document for confirming the meeting attendance. Once the inspection is completed, the Company will send username and password, together with Web Link for attending the E-AGM via provided e-mail. Kindly refrain from giving your username and password provided for the shareholder to another person. In the case that your username and password are lost or you have not received it within 25 April 2024, please immediately contact the Company.
 - 1.3 The Company will send details of a manual for using the E-AGM system via e-mail. The system will be opened 60 minutes prior to the meeting in advance so that the shareholder can register for attending the meeting. However, the live broadcast will only begin at 13.30 hrs.
 - 1.4 For casting the vote during the E-AGM, a shareholder may cast his or her vote in each agenda to either approve, disapprove, or abstain from voting. For the shareholders who do not vote in any agenda, the system will automatically count your vote as “approve”.
 - 1.5 If you have encounter with any technical problem in using the E-AGM system before or during the meeting, please contact Quidlab Company Limited who will be the Company’s service provider for the Company’s E-AGM. The Company will specify a contact channel to Quidlab Company Limited in the email sending username and password to you.

2. In case the shareholders appointing proxy to attend the E-AGM.

In case that a shareholder is unable to attend the meeting, he/she may authorize another person or the Company’s independent director, to attend and vote on his/her behalf. The name of independent directors are as follows:

- Assoc. Prof. Dr. Vichit U-on Position: Independent Director, Age: 58 Years
- Col. Attapon Srisangwarn Position: Independent Director, Age: 58 Years
- Mr. Viboon Pojanalai Position: Independent Director, Age: 49 Years

In this regard, the Company would like to request shareholders to fill statement and sign in the proxy, details of which appear in Attachment 6, 7, 8 of the invitation letter and send the proxy together with supporting documents for the appointment of proxy (as specified below) to the Company **within 23 April 2025** via the following channels:

- Via Email address: contact@beautycommunity.co.th
- Via Registered Mail To: Company Secretary. Beauty Community Public Company Limited No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230.

Personal Data Protection Notice

Beauty Community Public Company Limited (“the Company”) gives great importance to the privacy of your personal data and in compliance with the Personal Data Protection Act B.E. 2562 (2019)

1. Objective and collecting personal data

The Company will collect your personal data that submit to the Company such as name, surname, address, telephone number, and identification number, to be used for the following purposes:

- Verified the right to attend the Annual General Meeting of Shareholders for the year 2025
- Submitted invitation letter and supporting documents
- Delivered annual report as per shareholder’s requested
- Record inquires, comments, suggestion, in the minutes of the Annual General Meeting of Shareholders for the year 2025

2. Retention periods for collected personal data

The Company will keep and use your personal data to serve the purposes of the above mentioned activities.

3. Rights of the data owner

As data owner, you have the rights as stipulated in the Privacy Protection Act B.E. 2562 (2019), including the rights to withdrawing the consent, requesting to access and obtain a copy of your personal data, requesting to correct, delete or destroy your personal data, refuse to processing your personal data, requesting to transfer your personal data as stipulated by law, and rights to object to the processing or disclosing your personal data.

GUIDELINE FOR VOTING, VOTE COUNTING, VOTING RESULTS REPORT, AND ASKING QUESTION IN E-AGM

Voting at the Meeting of Shareholders:

The shareholders, proxy holder, may cast the vote in each agenda to “approve” or “disapprove” or “abstain” For shareholders, proxy holder who do not vote in any agenda, the system will automatically count your vote as “approve”. If you have any technical problem in using the E-AGM meeting, please contact Quidlab Company Limited who will be the Company’s service provider for E-AGM at telephone number 02 013 4322.

Vote counting and report voting results

The Company Secretary will clarify voting procedure prior to the commencement of the meeting. The Company will count the votes in each agenda from the voting of the shareholders or proxy holder who present in the meeting and have the right to vote. The voting result of every agenda shall be informed to the meeting before the meeting adjourned.

Asking question

Shareholders can send your question through message boxes. The directors will answer your questions in Q&A session of Agenda 8 to transaction other business (If Any). In addition, shareholders can submit your question in advance through email: contact@beautycommunity.co.th

E-AGM REGISTRATION FORM
THE ANNUAL GENERAL MEETING OF SHAREHOLDERS FOR YEAR 2025

Written at _____

Date _____ Month _____ Year _____

I/We _____ Nationality _____

Address _____ Road _____ Subdistrict _____

District _____ Province _____

Postal code _____ Email Address _____

Mobile _____ Shareholder Registration Number _____

as a shareholder of Beauty Community Public Company Limited (the “Company”) holding to total number of shares _____ shares

I hereby confirm that I will attend the Annual General Meeting of Shareholders 2025 using an electronic approach on 25 April 2025, at 14.00 hrs. and choose the following option:

☐ Attend in person and request the Company to send username, password and web link to

E-mail : _____

☐ Proxy to Mr./Mrs./Miss _____ as proxy to attend the E-AGM on my behalf and request the Company to send username, password and web link to E-mail _____

Sign _____ Shareholder
 (_____)

Sign _____ Proxy
 (_____)

Important Remark: Please send this E-AGM Registration Form which is completely filled together with identification document to identify your right to attend the meeting to the Company within 23 April 2025 through the following channel:

- Email: contact@beautycommunity.co.th; or
- Mailing Address: Company secretary, Beauty Community Public Company Limited No. 50/1-3, Soi Nuanchan 34, Nuanchan Sub-district, Bungkum District, Bangkok 10230
- For more information please contact Tell: 02-9460700-6 ext. 105,106