

(Translation)



Human Resource Management Policy

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SENA Development Public Company Limited and its subsidiaries ("the company") aim to develop and grow into a sustainable organization to achieve business success while not neglecting stakeholders. SENA places great importance on human resource management and provides opportunities to encourage employees to understand their own abilities and see a clearer career path. At the same time, the company promotes happiness for employees in every aspect through the HR Transformation strategy. This has resulted in SENA being recognized as the number one real estate brand that the younger generation wants to work with the most. The main human resource management policies are as follows:

1. Workforce and Recruitment Management

To align with global trends and business operations, SENA has developed a workforce plan that is suitable for the growth of the business, ensuring the preparedness of personnel to support the company's policies and business strategies. SENA places importance on the recruitment and selection process, with the belief that personnel will be key in helping to develop the organization in the best possible way. The goal is to hire employees who align with the company's culture. The recruitment team will begin the initial screening process by engaging with candidates to assess their characteristics, which include:

- The ability to have self-motivation to continuously learn and develop oneself.
- Determination to achieve success.
- Courage to think critically and make decisions.
- Work discipline and work well with others.
- Additionally, being a Good Citizen who is responsible to society, cares for the environment, and respects the rights of others. These qualities will be part of the criteria in the employee selection process, through interviews, to ensure the recruitment of candidates who align with the organization's needs. This also includes recruitment through online platforms to attract high-potential individuals to become valuable assets for the company in the future.

2. Elevating Employee Engagement to Commitment in Creating Value in Work

SENA aims to create a work environment that encourages employees to have the energy and inspiration to produce valuable work, both for themselves and for the organization. It promotes a sense of value in the work employees do and fosters pride in their contributions to the growth and sustainable development of the organization. This is achieved through the four key strategies of the Human Resources department:

1) Leadership

Leadership development is a key focus for the company. We aim to develop all executives into effective leaders by offering internal development programs that focus on fostering growth within teams, creating a work environment that allows teams to perform efficiently and happily, as well as ensuring appropriate employee compensation within the organization's framework.

2) Work Smart

To ensure that all employees work with high quality and happiness, the company emphasizes planning and executing tasks with maximum efficiency, as well as providing appropriate break times.

3) Communication and Empathy

The company provides internal training to ensure that all employees understand the entire work process of the organization from the first day of employment, before they begin actual work. This helps them gain knowledge about their own tasks and also understand their colleagues or other departments within the business value chain. When everyone has a clear understanding of the work processes, communication becomes more effective.

4) Career Path

An important factor that keeps employees with the organization for a long time is the significant role of supervisors in performance evaluation, as well as in salary adjustments and promotions. Additionally, the company offers opportunities for talented individuals with outstanding performance to grow quickly in their careers through the Fast Track Program. This program helps employees develop the ability to take on a wider variety of tasks, build leadership skills, and gain recognition from all relevant parties. It also focuses on creating work processes and training programs that empower employees to increase their knowledge and capabilities, preparing them for career growth within their current role or even across different departments.

3. Diversity and Equality Management

The company operates under the principles of corporate governance, focusing on and being attentive to all stakeholders, including customers, employees, society, and shareholders. These principles guide the organization's development and growth in a sustainable manner. The company provides opportunities for employees at all levels, regardless of age or gender, to demonstrate their potential in an equal and fair manner. It also ensures the recruitment and development of employees in an efficient, transparent, and standardized way, in alignment with human rights principles, Thai laws, and international standards.

This Policy has been considered and approved by the Board of Directors at the meeting No. 1/2025 on 28 February 2025 onwards.

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Mr. Vichien Ratanabirabongse

Chairman of the Board of Directors

SENA Development Public Company Limited