

(-Unofficial English Translation-)

Responsible Artificial Intelligence Policy



BTS GROUP HOLDINGS PUBLIC COMPANY LIMITED

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Responsible Artificial Intelligence Policy

BTS Group Holdings Public Company Limited (the “Company”) recognises that Artificial Intelligence (“AI”) can support innovation, productivity, decision-making, customer service, operational efficiency, and business competitiveness. At the same time, AI may create risks relating to data privacy, confidentiality, cybersecurity, misinformation, intellectual property, bias, unfair treatment, regulatory non-compliance, reputational damage, and inappropriate reliance on automated outputs.

This Policy is established to provide rules and principles for the acceptable use of AI by all users within the Company. It aims to ensure that AI is used safely, responsibly, lawfully, ethically, transparently, and in a manner consistent with the Company’s values, internal policies, applicable laws, and AI ethics principles. All AI usage within the Company must adhere to the following policies:

1. **Respecting Data Privacy** – The Company is committed to safeguarding personal data in the use and development of AI systems throughout their lifecycle. The Company complies with applicable data protection laws and regulations and implements appropriate measures to protect data from unauthorised access, misuse, or disclosure.
2. **Ensuring Cybersecurity** – The Company implements robust cybersecurity measures to protect AI systems from potential threats and vulnerabilities. This includes practices such as secure system design, encryption, penetration testing, and incident response protocols, as well as safeguards to prevent the generation of harmful or inappropriate content. This includes safeguards against AI-specific risks such as adversarial attacks, data poisoning, model inversion, and prompt injections.
3. **Preventing Bias and Promoting Fairness** - The Company places importance on regularly reviewing and mitigating potential biases in data and algorithms, conducting necessary assessments of bias-related risks, and promoting the use of diverse and representative data.
4. **Maintaining Human Oversight** - The Company ensures that appropriate human oversight is maintained in AI-driven processes, particularly for critical or high-impact decisions. The Company defines oversight levels depending on risk, including human-in-the-loop (approval), human-on-the-loop (monitoring), and human-in-command (final authority). The Company’s approach incorporates human-in-the-loop mechanisms, enabling individuals to monitor, review, and intervene in AI outputs where necessary, and ensuring that AI does not operate autonomously in high-stakes scenarios without human control.
5. **Promoting Transparency and Explainability** - The Company is committed to transparency in the use of AI systems. The Company provides clear disclosure when AI is being used, along with appropriate information on its capabilities, limitations, and risks. Users are clearly informed when interacting with AI systems, particularly where outputs may influence decisions. The Company strives to ensure that AI-generated outputs are explainable and understandable to relevant stakeholders.

6. **Establishing Accountability** - The Company defines clear roles and responsibilities for the development, deployment, and outcomes of AI systems to all relevant users and/or deployers, with defined processes for incident investigation, escalation, and remediation. The Company ensures accountability for decisions influenced by AI and maintain processes for investigating and addressing any adverse impacts or unintended consequences.
7. **Defining Boundaries of AI Use** - The Company establishes clear boundaries regarding the appropriate use and capabilities of AI systems. This includes implementing guardrails, usage policies, and control mechanisms to prevent misuse, unintended applications, or operation beyond intended purposes. AI may be used to support the Company's work where it improves productivity, quality, analysis, or communication, including tasks such as drafting, summarising, translation, research, reporting, business analysis, software development, and internal communications, provided users comply with this Policy and the Company's applicable policies. For high-impact areas, AI deployment and output must be reviewed and approved by the responsible function and used only as a supporting tool. AI must not be used as the sole basis for critical decisions or beyond the approved scope and safeguards. All AI use cases must be assessed and approved based on defined risk criteria prior to deployment.
8. **Promoting Environmental Responsibility** - The Company recognises the environmental impact of AI technologies and is committed to minimising their ecological footprint. The Company promotes energy- and resource-efficient practices, including responsible water use and waste management, optimises computational resources, and encourages the use of sustainable infrastructure and renewable energy sources for the Company's own and third-party AI data centres. The Company monitors and aims to reduce energy consumption and carbon emissions intensity.
9. **Prohibited AI Practices** - AI must not be used in ways that create legal, ethical, security, privacy, or reputational risks, including generating harmful or misleading content, violating laws or policies, impersonation or data misuse, or entering sensitive information into unapproved tools.

The Company strictly prohibit the development or deployment of AI systems that engage in manipulative or deceptive behaviour, exploit individual vulnerabilities, or involve unauthorised biometric surveillance. The Company aligns with internationally recognised standards and regulations to ensure ethical AI use. Any breach of these prohibitions will be subject to internal review and disciplinary action in accordance with Company's policies.

-Mr. Keeree Kanjanapas-
Chairman of the Board of Directors