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Customer Experience & Service Excellent Policy

Index Living Mall Public Company Limited and its subsidiaries are committed to offering products and services that prioritize quality and maximum benefits to ensure customer satisfaction and a positive experience. We are dedicated to providing professional, heartfelt, and responsible service to our customers, emphasizing the importance of building strong relationships and actively engaging with them to understand their needs and develop products and services that cater to their lifestyles. Our customer-centric policies and practices include:

1. Prioritizing the customer experience at every touchpoint, from the ambiance of our stores to the quality and variety of furniture, home decor, and related services offered. We ensure complete satisfaction by providing comprehensive services from delivery to installation, as well as after-sales support and data security.
2. Providing ongoing training to all employees to enhance their knowledge, understanding, and sales and service skills.
3. Continuously innovating and developing new products to meet customer demands and preferences across diverse demographics.
4. Ensuring products meet international safety standards and regulations, designing, creating, and continuously improving products to instill confidence in their quality and safety.
5. Offering warranties and guarantees on product quality, covering material defects and manufacturing flaws as per specified terms.
6. Strategically managing customer relations and marketing to maintain existing customer relationships, attract new customers, and build brand credibility through transparent and accurate communication.
7. Implementing rigorous quality control and efficient inventory management processes, from receiving to storage and distribution.
8. Focusing on delivering high-quality, accurate, and timely product shipments through a professional team and efficient Transportation Management System (TMS), allowing customers to select convenient delivery times and providing navigation services to their doorstep. In addition, our navigation system ensures accurate delivery to customers' homes, allowing real-time tracking of delivery vehicles to ensure safe and on-time delivery. Furthermore, as an environmentally conscious organization, we minimize the use of various documents such as Proof of Delivery by utilizing tablets. We also provide customers with the opportunity to evaluate their satisfaction after delivery to continually improve service quality efficiently.

9. We have dedicated departments overseeing customer relationship management along with technology to strengthen customer relationships. This includes actively listening to customer feedback, suggestions for improvement, and complaints regarding product quality and company services through various feedback channels. We also implement measures to address customer needs and concerns promptly and effectively.
10. We analyze data and conduct Voice of Customer surveys to understand customer satisfaction effectively and promptly. This ensures our company can efficiently meet customer needs and continually improve both products and services based on authentic customer feedback.
11. We establish policies for protecting personal data and have processes to manage and maintain data security in compliance with the Personal Data Protection Act. We ensure customer data is not used in unauthorized ways.

We are committed to developing and providing the best services and customer experiences. Our operations are driven by clear goals, metrics, control, and measurement capabilities.

Our Commitment to Great Services and Customer Experience:

1. Setting objectives and key performance indicators for customer satisfaction from company products and services, utilizing systems for immediate customer feedback evaluation across all sales channels, including in-store and online sales, as well as delivery and installation services, to measure Customer Satisfaction Scores (CSAT).
2. Maintaining consistent service quality standards across all Index Living Mall stores through regular audits conducted by external auditors, such as Mystery Shoppers.
3. Defining and measuring service level agreements (SLAs) for all customer service-related processes, including after-sales service, to evaluate service delivery satisfaction.

- **Contact Channels:**

Customer Contact Center: 1379

Line: @indexlivingmall

Email: customerservice_online@indexlivingmall.com

Head Office Phone: 0-2898-6420-5

Whistleblowing: <https://investor.indexlivingmall.com/th/cg/whistleblowing-channel>

Therefore, this announcement is made for general information.

This was announced on December 1, 2023.

--Ms. Kridchanok Patamasatayasonthi--

(Ms. Kridchanok Patamasatayasonthi)

Managing Director

Index Living Mall Public Company Limited