



Code of Conduct for All Personnel

Bangkok Life Assurance Public Company Limited and subsidiaries

For the Year 2026

Purpose

To encourage people to obtain life insurance that suits their life goals for the sustainability of their families and Thai society.

Vision

To be the Most Caring Life Insurance Company.

Mission

Caring about Customers

To deliver exceptional customer experience while empowering them to build security and wealth through our sincere personnel and modern technology and by delivering products, services and benefits tailored from a genuine understanding to meet customers' diverse needs.

Caring about Agents and Financial Advisors

To enhance the potential of our agents and financial advisors, empowering them to thrive without limitations and be ready for rapidly changing market conditions, while pursuing secure growth, happiness and pride in their work, through teamwork promotion, intensive training and modern digital tools.

Caring about Partners

To drive collective growth and success by understanding every partner's goals and directions, designing coordinated processes, and fostering continuous mutual improvements.

Caring about Employees

To promote employees' happiness, career advancement and job security by continuously enhancing their skills in diverse aspects and providing a work environment that respects diversity, honors equity, fosters teamwork, encourages inclusion, and ensures that everyone feels they belong.

Caring about Shareholders

To generate appropriate returns for shareholders with a focus on long-term secure and sustainable growth by building Bangkok Life Assurance into a leading life insurance brand known for its commitment to caring, all while adhering to principles of good corporate governance.

Caring about Society

To contribute to the improvement of the overall quality of life in Thai society by promoting financial planning literacy, raising awareness of life insurance benefits, and encouraging good health among the public.

Caring about Environment

To guide the organization toward carbon neutrality with an emphasis on the development of processes for managing energy consumption, water usage and waste.

Core Values

C - Care

To attentively listen to the opinions and concerns of others, while also care about the well-being of colleagues and the broader community.

A - Assistance

To demonstrate willingness to help others and readiness to share knowledge and experiences.

R - Reliability

To possess expertise in one's field and take full responsibility for one's words and commitments.

E - Empathy

To understand diverse opinions, avoid self-centeredness and prioritize the opinions and feelings of others.

Message from Chairperson of Corporate Governance and Sustainability Committee

Over 74 years, Bangkok Life Assurance PCL (“the Company”) has continued our unwavering determination in establishing security in finance and life for all groups of people. We are trusted by our customers to provide security and stability to their life and family, as well as by our shareholders, regulatory agencies and all groups of stakeholders thanks to our fair business operations.

The Company’s corporate governance structure and standards are in line with international practices. We conduct regular review and update them to correspond with changing environment. This is to ensure the benefits and best interest of all involved parties, to maintain trust from all groups of stakeholders, and to sustainably support the Company’s growth.

The Code of Conduct for All Personnel indicates corporate values that executives and employees adhere to, all of which provide a foundation for maintaining and strengthening financial and life security for our customers and the confidence of our stakeholders which we have continuously received. This Code of Conduct for All Personnel is reviewed to ensure correspondence to the Company’s business operations and guidelines clarity, all of which have the function to support the Company’s operation to achieve its goals and missions more efficiently.

I seek cooperation from all executives and employees to study this Code of Conduct and adhere to the Company’s corporate values. Your commitment will contribute to the Company’s sustainable growth, and achieve the vision of making people realize the benefits of life insurance and choose insurance coverage which is suitable for their financial position and value of life.



Mrs. Komkai Thusaranon

**Chairperson of Corporate Governance
and Sustainability Committee**

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Applicable Persons

1. Directors serve as role models for employees.
2. Executives and employees of Bangkok Life Assurance Public Company Limited and its subsidiaries established in Thailand and overseas shall strictly comply with this Code of Conduct.

Executives and employees are expected to perform their duties at a high standard of ethical professionalism and honesty to promote the Company's values. This Code provides executives and employees the guidance, principles, and practices to follow when faced with several circumstances, to act in line with the Company's values. If this Code of Conduct does not cover any situation, or you have any questions or concerns, you should contact the Compliance Office or the Human Resource Department.

Executives and employees must follow procedures, as follows:

- Complying with the Company's policies and work manuals, including related laws
- Participating in Code of Conduct training and confirming Code of Conduct acknowledgement annually
- Reporting potential or actual incidents involving violation of Code of Conduct

In addition, as leaders, all executives must be role models for employees in actions, determination, and problem solving, to reinforce trust of customers and stakeholders.

Additional responsibilities for executives include:

- Being role models and encouraging others to do right things
- Hearing problems and providing correct suggestion to employees and those under supervision
- Supporting building of the Company's reputation and maintenance of good image
- Governing and not ignoring incidents that may lead to violation of Code of Conduct and/or inappropriate behavior

Code of Conduct

1. Human Rights, Society, Environment and Safety

1.1 Human rights

The Company supports the protection of human rights, freedom, and equality of all stakeholders inside and outside the organization based on the universal declaration of human rights.

The Company does not accept any actions involving human trafficking and labor exploitation, and refuses to conduct business with any business partners or individuals committing such activities.

The Company values and endorses diversity in skills and abilities of employees to respond to every dimension of its operations. Bangkok Life Assurance respects differences of every individual as well as the value of diversity regarding race, religion, gender, age, education etc. The Company does not tolerate discrimination, nor sexual harassment in any form and upholds to strict compliance with applicable regulations in all of the Company's activities and operations.

You can study additional details from the Human Rights Policy.

<https://bangkoklife.com/en/about/child/139>

1.2 Society, Environment and Safety

1.2.1 Social Development and Harmonious Living

The Company is determined to build stability for people in the society and endorses the idea of everyone having security in every life stage and enhancing their knowledge, quality of life and self-sufficiency. The Company requests that its personnel be aware of the mission and take part in activities to promote social and environmental development on an ongoing basis.

1.2.2 Environmental Conservation and Use of Natural Resources

The Company upholds the importance of environmental conservation. It employs suitable technology to reduce natural resource consumption and builds environmental awareness among employees and others.

You can study additional details from the Human Rights Policy.

<https://bangkoklife.com/en/about/child/138>

1.2.3 Hygiene and Safety

The Company places great importance on all personnels' good mental health, hygiene, and safety. It evaluates situations that may affect hygiene and safety before carrying out any actions. It also ensures that the organization, work processes, and office equipment and tools are safe for use.

2. Legal and Regulatory Compliance

The Company is determined to conduct its business in accordance with the governing laws and regulations in order to maintain trust and confidence among regulators and stakeholders. Complying with laws and regulations is paramount to business operation. Everyone must strictly abide by the laws and regulations because you are representing or acting on behalf of the Company.

You can study additional details from the Compliance Policy.

<https://www.bangkoklife.com/en/about/child/133>

3. Risk Management

Risk management is a key component of good corporate governance. The Company is committed to and prioritizes risk management, including building and cultivating a risk management culture throughout the organization, in order to achieve its objectives and goals, and to manage risks to an acceptable level.

4. Integrity of Financial Reporting

Accuracy and timeliness of financial reports are parts of main factors for efficient management. The Company sets up appropriate internal control to maintain accuracy and reliability of its financial reports. The Company complies with regulations related to financial documentation and reporting, and sets up measures to prevent non-compliance with such regulations.

5. Responsibility to Customers¹

5.1 Customer Fair Treatment

The Company places importance on the customers' interest and satisfaction by offering products and services of high quality that can meet the needs of customers of all ages. It helps strengthen customers' security, wealth, stability, and sustainability. The Company encourages all kinds of transparent, clear, and fair communication to customers, such as advertisement, sales offering document, etc.

You can study additional details from the Fair Customer Treatment Policy.

<https://bangkoklife.com/en/about/child/159>

¹ Customers mean the policyholders, those related to the policyholders, unitholders, etc.

5.2 Customer Personal Data and Security

The Company respects privacy of personal data² owners, and is aware of trust received for the Company to collect and use in operation. The Company uses personal data carefully and has safety protocols to prevent them from being used, disclosed, and transferred to others that would be considered illegal.

You can study additional details from the Personal Data Protection Policy.

<https://www.bangkoklife.com/en/about/child/183>

6. Conflict of Interest³

Employees must not use their positions to seek benefits or advantages for themselves or others. If conflict of interest occurs, employees must report to your supervisor to manage such risk.

You can study additional details from the Prevention of Conflict of Interest Policy.

<https://www.bangkoklife.com/en/about/child/134>

7. Management of Inside Information and Insider Trading

Information regarding operating results or material publicly undisclosed information is considered confidential. If such information is disclosed, the Company or its stock price may be affected. The Board, the management, and all staff must maintain the confidentiality of such information, not disclose to others the internal information obtained from performing duties, and not use inside information to trade securities or cause the Company to lose benefits whether directly or indirectly.

You can study additional details from the Regulation No. 2/2568 (2025) Re: Use of Inside Information and Securities Trading.

<https://www.bangkoklife.com/en/about/child/160>

8. Communication with the Public

The Company strives to express its responsibilities towards society by selecting appropriate issues and refusing to feature or present issues which may cause social conflicts. It also appoints specific personnel to communicate on behalf of the Company for accurate, complete, and clear communication with outsiders.

² Personal data means personal identifiable information such as name-last name, date of birth, address, telephone number, health record, criminal record, work history, etc.

³ Conflict of interest means a situation or action in which directors, executives, or employees have personal interest that influences them in making a decision or carrying out their duty. Such situation or action has direct and indirect effect on the Company.

9. Offering and Receiving Gifts and Other Benefits⁴

Receiving or offering gifts, whether in the form of property, services, entertainment, or participating in seminars with other businesses, should be customarily reasonable or in line with business traditions of that particular locality or country. The value of the gifts must be reasonable, and should not influence unlawful decision making or create the impression of assistance of obligation between the giver and the receiver.

You can study additional details from the Anti-Bribery and Corruption Policy.

<https://www.bangkoklife.com/en/about/child/47>

10. Information Technology and Intellectual Property

10.1 Information Technology

The Company places great emphasis on the security and effective use of its information technology systems and property. They shall be maintained and protected from unauthorized access. Management and employees must not disclose crucial business information to unrelated parties, and must not misuse the Group's information by any means that may be harmful to the reputation and property of the Company.

10.2 Intellectual Property

Intellectual property is a valuable asset for the Company. All employees must protect it from unauthorized use, disclosure, and misuse. They shall not infringe others' intellectual property.

11. Conducting Business Overseas

When conducting businesses overseas, the Company is determined to comply with applicable laws of the countries in which it operates and performs its duty as a good citizen. It also takes into account local environment, culture, and traditions.

12. Trade Competition

The Company operates on the basis of integrity and honesty. It supports fair competitions and does not undertake any actions which are in breach of the antitrust law. It does not carry out any actions in unfair manner that could cost its competitors their business opportunities.

⁴ Gifts include money, assets, or any other benefits given to strengthen a relationship or as a prize, gratuitous gift, donation, or incentives. Other benefits include activities participation, such as training course, seminar, or welcoming events, etc.

13. Anti-Fraud, and Anti-Corruption and Bribery

The Company encourages all staff to be aware of anti-fraud and anti-corruption, and strives to comply with anti-fraud and anti-corruption and bribery regulations by setting up internal control system to prevent fraud and corruption.

You can study additional details from the Anti-Fraud Policy,

<https://www.bangkoklife.com/en/about/child/45>

and the Anti-Bribery and Corruption Policy.

<https://www.bangkoklife.com/en/about/child/47>

14. Anti-Money Laundering and Counter Terrorist Financing

The Company is aware of importance of regulations regarding anti-money laundering and terrorism financing, and sets up guidelines to be in line with the Act of Anti-Money Laundering. The Company strives to protect itself from being a tool for money laundering or terrorism financing, gives importance to monitoring and whistleblowing, and monitors to retain accurate documentation of financial records and facts to comply with domestic and foreign regulations.

You can study additional details from the Anti-Money Laundering and Combating the Financing of Terrorism and Weapons of Mass Destruction Policy.

<https://www.bangkoklife.com/en/about/child/158>

15. Participation in Political Activities

The Company is politically neutral and does not carry out any actions to support any political movements, parties, alliance, politically influential groups, or political candidates either directly or indirectly. The Company respects its employees' political rights and freedom as citizens under the Constitution.

Reporting Violation

Violating or supporting violation of the Code of Conduct may result in disciplinary actions. Not reporting violation that you are aware of may also be considered violating the Code of Conduct. The Company may consider disciplinary actions, termination, and loss of benefits related to employment.

If you notice actual or potential violation of the Code of Conduct, you can report to or consult the following:

Internal Audit Department

Tel. 0-2777-8230

E-mail: auditor@bangkoklife.com

Compliance Office

Tel. 0-2777-8861

E-mail: compliance@bangkoklife.com

Human Resources Department

Tel. 0-2777-8852

If your report on violation against or non-compliance with the Code of Conduct is not taken care of, or involves directors or executives, you can directly report to:

Chairperson of the Internal Audit Committee

E-mail: audit_committee@bangkoklife.com

You can study the details of ‘Whistleblowing’ and ‘Measures to protect those who provide useful information’ in the Whistleblowing Policy. <https://www.bangkoklife.com/en/about/child/65>

