Artificial Intelligence Policy

Important Information

Approved on:	**Approval by ThaiBev Board of Director on 21 November 2024**
Function:	**Guidance**
Accountability:	**Digital and Technology under the supervision of Sustainability and Risk Management Committee**
Monitoring and Reporting function:	**Digital and Technology**

Principle and Rational

Artificial Intelligence ("**AI**") technologies are currently playing an increasingly important role in various activities, including management systems, data processing, and data compilation. To ensure the effective and efficient application of AI in the operations, research, and business operation of Thai Beverage Public Company Limited and its subsidiary companies ("**ThaiBev**") to achieve ThaiBev's sustainable growth and to manage potential risks arising from the development and utilization of AI and software or applications that employ AI ("**AI solutions**"), whether developed by ThaiBev or by third parties and utilized by ThaiBev (hereinafter AI and AI solutions are collectively referred to as "**AI systems**"), it is necessary to establish the AI policy.

Scope of the policy

This policy applies to all ThaiBev's directors ("**Directors**"), ThaiBev's executive officers (employees ranging from Assistant Vice President level to Group Chief Executive Officer) ("**Executives**"), all employees ("**Employees**") who utilize AI systems and/or are involved in AI system-related projects and activities undertaken by or on behalf of ThaiBev, including its subsidiary companies and Joint Ventures.

ThaiBev expects and encourages its Supplier and Business Partners which ThaiBev does not have management power over to support and comply with the policy.

This policy covers all types and forms of AI, both those that currently exist and those that will be developed in the future, regardless of what they may be called, including but not limited to Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Speech Recognition, and Robotics.

Definitions

"**Artificial Intelligence**" means a discipline that gathers knowledge from various fields, particularly in science and engineering, to develop machines or computer systems that are intelligence and capable of thinking, calculating, analyzing, learning, and making decisions using reasoning that resemble the human brain. It can also learn, develop, and improve work processes to enhance the capabilities of artificial intelligence.[1]

---

[1] Digital Thailand AI Ethics Guideline by Ministry of Digital Economy and Society

"Suppliers" means contractors, subcontractors, distributors, wholesalers, manufacturers, primary producers, franchisees or licensees, brokers, and advisors who engage in transactions with ThaiBev.

"Business Partners" means ThaiBev's dealers, joint venture partners, and customers.

Purposes and practice guidelines of the policy are as follows:

1. ThaiBev shall use AI systems that are researched, designed, developed, provided, and used while taking into account the following principles of artificial intelligence ethics:

    1.1 AI systems must be ethically researched, designed, developed, provided, deployed, and used, in accordance with laws and generally accepted standards.

    1.2 AI systems must be designed and implemented to prevent biases, which could lead to unfair discrimination. ThaiBev shall establish a regular audit system to detect and mitigate potential biases.

    1.3 ThaiBev shall establish clear accountability for the decisions and actions of AI systems. Designated personnel will be responsible for overseeing compliance with laws and ethical considerations related to AI systems.

    1.4 AI systems must be transparent, meaning their processes and decisions must be explainable retrospectively, allowing stakeholders to understand and anticipate outcomes. Clear documentations and explanations must be provided to stakeholders.

    1.5 ThaiBev respects and protects the privacy and the personal data of AI systems users. AI systems must be designed and developed in accordance with personal data protection laws. Robust security measures which are aligned with Personal Data Protection Policy of ThaiBev will be implemented to protect the privacy of personal data.

    1.6 ThaiBev shall ensure human oversight and intervention in the decision-making processes of AI systems. Guidelines will be established to define when and how human intervention should occur.

    1.7 ThaiBev shall regularly evaluate AI systems for performance, effectiveness, ethical implications, and compliance with this policy. ThaiBev shall also foster a culture of continuous learning and improvement.

    1.8 ThaiBev shall gather opinions from a diverse range of stakeholders for the development and review of policies, regulations, standard operating procedures, and operational processes related to AI systems.

2. ThaiBev shall comply with all relevant legal and regulatory requirements of any countries in which ThaiBev operates its businesses and will adhere to ethical standards concerning AI system development and/or use. ThaiBev shall clearly address intellectual property rights related to AI system technologies.

3. ThaiBev shall follow established standards for developing AI systems, including rigorous testing, validation, and comprehensive documentation. ThaiBev shall adhere to procedures for deploying AI systems.

4. ThaiBev shall implement appropriate digital and technology-related security measures to protect AI systems from unauthorized access, cyberattacks, and other threats to cybersecurity and shall develop protocols for responding to security incidents involving AI systems.

5. ThaiBev shall establish methods for monitoring the performance and effectiveness of AI systems, including risk assessments and impact evaluations and shall implement reliable procedure and/or processes for content provenance and authentication that allow users to recognize which content was generated by AI systems and which was not.

6. ThaiBev shall provide ongoing training for Directors, Executives, and Employees on AI systems, principles of AI ethics, and compliance with relevant laws, policies, rules, standard operating procedures, and operational processes. ThaiBev shall also promote awareness of the implications of AI systems and best practices for their development and use within ThaiBev.

7. ThaiBev shall maintain thorough documentation of AI systems, including research, design, development, provision, deployment, and operational use and shall implement mechanisms for reporting AI systems-related issues, including ethical concerns and performance anomalies.

8. ThaiBev shall implement rules, standard operating procedures, and operational processes related to the development and/or use of AI systems to establish a governance framework for managing the implementation, usage, and significant external impacts of AI systems with cautions, and to prevent and mitigate ThaiBev's risks that arise or may arise from AI systems. This is to ensure that Directors, Executives and Employees comply with relevant laws, regulations, and ethical standards governing AI systems development and/or use. The Digital and Technology shall be responsible for establishing and revising the rules, standard operating procedures, and operational processes and for submitting them to ThaiBev's Group Chief Executive Officer for approval and further implementation.

9. The Digital and Technology shall be responsible for monitoring and coordinating to ensure that the Directors, Executives and Employees strictly comply with relevant legal and regulatory requirements in the countries where business operations are conducted, including ethical standards and policies, rules, standard operating procedures, and operational processes concerning AI systems envelopment and/or use.

10. ThaiBev shall foster and support the creation and development of AI-related innovations that align with the policy.

11. ThaiBev shall review and update the policy to ensure its continued relevance as appropriate.