



**SIAM DIAL CO., LTD.**

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Business Registration / TIN no. 0105536072934

### Quality Policy

SIAM DIAL CO., LTD. is committed to being a leader in the manufacturing of watch dials and components. Our focus lies in continuously enhancing production processes, strengthening personnel skills and knowledge, and ensuring efficient management. We are dedicated to the effective integration of advanced innovations and technologies that keep pace with current market dynamics. Our goal is to deliver high-quality products that meet customer specifications and expectations, supported by exceptional service that maximizes customer satisfaction and fosters sustainable business growth.

To ensure the effectiveness of our quality management system and its alignment with the company's strategic objectives and direction, the following quality policy has been established as a guiding framework:

1. Strive for excellence in all business operations through the implementation and monitoring of Key Performance Indicators (KPIs) for each department, with a strong commitment to achieving defined goals.
2. Emphasize meticulous attention to detail throughout all processes—from design, manufacturing, and quality control to the delivery of products that meet customer and relevant regulatory requirements.
3. Continuously develop employee skills, knowledge, and expertise, while also advancing manufacturing technologies to maintain a modern and competitive production environment.
4. Utilize production resources efficiently and pursue ongoing improvement of the quality management system to minimize waste in all processes.
5. Ensure the highest level of customer satisfaction through quality service, supported by regular monitoring and assessment of customer feedback.

This policy is communicated and made clearly understood among all employees and relevant stakeholders involved in the company's quality management system to ensure awareness, compliance, and consistent application.

Announced on June 17, 2025

Mr. Panna Sethvarangkul  
Chief Executive Officer

