



## **INNOVATION IN ORGANIZATION PRACTICE AND GUIDELINES**

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**ALLY FREEHOLD AND LEASEHOLD REAL ESTATE INVESTMENT TRUST**



## **Innovation in Organization Practice and Guidelines**

ALLY REIT MANAGEMENT CO., LTD., in its capacity as the REIT Manager, has established guidelines to develop and promote a culture of innovation within the organization and in the management of the REIT business. The scope of innovation development for the Company and the REIT encompasses operations at the Firm Level, REIT/Fund Level, and Asset Level under the REIT management. The following management practices have been defined accordingly.

### **1. Maximizing the management of infrastructure and information systems**

The Company shall implement operational plans for managing system infrastructure and information to address and mitigate risks associated with cyber threats. This also encompasses risks related to personal data protection in compliance with the Personal Data Protection Act (PDPA). The organization will be prepared to respond promptly in the event of any incidents.

### **2. Guidelines for Store Management and Development**

2.1 The Company and the REIT utilize the “ALLY SKY MERCHANT APPLICATION” to enable tenants to manage their stores, communicate with the management, report repairs or additional services, and conveniently and promptly make rental and service payments within the shopping center.

2.2 The Company and the REIT appoint dedicated tenant service personnel within the shopping centers or office projects to facilitate communication, promptly resolve issues, and assist tenants effectively

### **3. Providing Services to Customers through Digital Technology Experience**

3.1 The Company and the REIT utilize the “ALLY SKY REWARD APPLICATION” to allow customers (Shoppers) to accumulate points, which can be redeemed for discounts and special privileges at participating stores.

### **4. Disclosure and Communication of Guidelines for Developing and Promoting an Organizational Culture of Innovation**

Support the disclosure and communication of these guidelines at all levels, including the Board of Directors, management, and employees of the Company.

**This guideline is hereby announced as the operational framework effective from January 1, 2025 onward.**

**ALLY REIT MANAGEMENT CO., LTD.  
AS THE REIT MANAGER**