

THE BRANDHOSUE LTD

POSITION STATEMENT OF THE CHIEF EXECUTIVE OFFICER

The Chief Executive Officer is responsible for providing strategic leadership for The BrandHouse Ltd (the “Company” or “TBH”) by working with the board of directors of The BrandHouse Ltd (“Board”) and the executive management team of the Company to define long-term strategies, plans and policies.

The duties of the Chief Executive Officer shall include but shall not be restricted to:

- Leading and directing the implementation of business strategy, performance delivery and compliant execution of the Company’s business in line with the policies set by the Board;
- Delivering long-term value for shareholders through consistent performance delivery while maintaining the confidence of other key stakeholders such as employees, customers, investors and regulators;
- Ensuring the maintenance of a sound internal control system;
- Protecting, building and enhancing the brand value of the Company;
- Ensuring that the structure required for the identification, assessment and mitigation of risks has been identified;
- Building of the management team to ensure that it is competent to run and develop the business and maintain business continuity; and
- Maintaining a close working relationship with the Board to keep them informed of key developments and opportunities, performance, risk and human resourcing concerns and seeking guidance and support as and when necessary.