

Communications Policy



Communications Policy

The reputation of our organisation is a critical core value that we must guard jealously. Our actions and statements in any situation play a crucial and significant role in how we manage this reputation. This policy provides simple principles to guide our internal and external communication. Given the fluid and dynamic nature of our business, kindly note that this policy document provides a framework for communication best practice and is subject to periodic review. Business Unit Heads are encouraged to read the Communications Policy and be familiar with it.

1. **General: Safeguarding Our Corporate Reputation**

We are an integrated Total Beverage Business operating in the beverage market. The nature of our business brings us into intimate contact with our customers, suppliers, the community at large and many

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other stakeholders. Our behaviour and actions must reflect our professional ethos and singular sensitivity to our operating environment and the needs of our communities. Our reputation is indivisible and relies on the actions and statements of employees. In any and every case, the Chief Executive Officer (CEO) or his chosen representative is the chief spokesperson for Delta Corporation. All external communication is managed by the Corporate Affairs Director (CAD), to whom all enquiries generally and, in particular, media relations matters, must be referred in the first instance. Heads of Business Units are advised not to speak to the media unless specifically authorised to do so.

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2. **Guiding Principles for Communicating Internally and Externally**
 - a. Internal Communication
 - i) Heads of Business Units may only transmit policy messages after sanction by Group Executive.
 - ii) Heads of Business Units may hold regular briefings for their subordinates depending on practicality but in any case, at least once a month.
 - iii) The company shall, as far as is practically possible, use traditional and modern forms of communication such as the Service Desk (our intranet) and bulletin boards to transmit corporate announcements.
 - iv) Sports and irregular recreation may be used to improve internal interface.

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- v) Heads of Business Units are discouraged from discussing sensitive executive matters with lower-level staff, no matter how “trivial”. It is easy for issues to be taken out of context or distorted in dissemination through the company grapevine, whose reach may be external.
 - b. External Communication
 - i) Media Relations
 - a. No one may act as spokesperson for Delta Corporation or its business units without first consulting the CAD.
 - b. Any other spokesperson must be approved by the CEO. The CAE will brief the designated spokesperson before granting interviews.

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- c. Media constitutes, but is not restricted to, print (eg newspapers, magazines, etc), electronic (e.g radio, TV, etc) and digital/online (including intranets, internet sites, blogs, social networking sites such Facebook, Twitter, Instagram, Youtube, etc) communication channels that disseminate messages to specific or mass audiences/publics.
- d. All media material (including, but not limited to, press releases, holding statements, background information, speeches, FAQs, fact sheets, interviews, articles and official profiles, etc) must be approved in advance by the CAD (and, where appropriate, in concert with the Business Unit Head), to allow for co-ordinated planning in the context of the full implications across the Group. It is important to note that we manage our

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- reputation across multiple markets. What may be good for one market may have negative implications in another.
- e. All media material will be edited by the CAD for clarity and contextual relevance.
- f. We do not provide comment on information that the company considers non-public information. This policy must be used consistently, as any inconsistency may allow the media to infer an answer that may be tantamount to selective disclosure. If you are unclear about what the company considers non-public information, please consult the CAD.
- g. Meetings with the media may only be made through the CAD. This includes media visits or plant tours.

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ii) Issues and Crises

- a. All heads of Business Units are responsible for ensuring that there are clearly understood processes linked with business risk at market level for handling incoming media enquiries, particularly in the event of an issue or a crisis.
- b. Issues which are or could easily become critical or widespread must be notified at an early stage to the designated Crisis Management Co-ordinator. He/She will prepare an appropriate response along set guidelines.
- c. Units must follow the crisis management guidelines that are already in place.

iii) Brand Management

- a. Only approved signs or marks of the company may be used in all corporate material, on banners, stationery or livery.

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- b. Variations of the corporate logo are expressly forbidden, except where animation rendering has been approved by the CAD, after consultation with the CEO and the Head of Marketing for creative impact in advertising or multimedia presentations.
- c. Variations of the corporate colours are strictly forbidden.
- d. The corporate logo may only be used in conjunction with another in a partnership announcement scenario that has specific Board or Executive Management approval, otherwise the corporate logo must always stand on its own.
- e. Vending of the corporate brand or use other than on corporate material is forbidden.

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- iv) Public Affairs
 - a. Contacts with legislators, parliamentarians and other influential members of society may only be co-ordinated through the office of the CAD.
 - b. Public Affairs contacts for the sake of Stakeholder Engagement may not be the subject of any unsanctioned announcement lest they prejudice the company's interests.
 - c. Matters discussed with public officers must be treated as strictly confidential and staff members are discouraged from discussing them even with “trusted” colleagues.
 - d. We do not offer favours or “incentives” to public officials as these may be open to unfavourable interpretation. Business

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Heads must seek guidance from the CAD in appropriate cases where tokens of appreciation are felt necessary and essential (e.g. for a special guest at a corporate function, etc).

- v) Working with External Consultants and Agencies (Marketing/Advertising)
 - a. Public Relations Consultancies, Marketing and Advertising Agencies or other third parties may not act as spokespersons for Delta Corporation, its Business Units, brands or activities. It is not appropriate for us to delegate communication ownership to an external firm.
 - b. All work done by third party on our behalf must obtain final sign-off from the CAD and/or authorised marketing team member or Business Unit Head. This includes, but not

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limited to, work done with respect to communication channels such as internal newsletters, content for the Service Desk or our website and other corporate and/or brand communication.

- vi) Other Third Party Supplier Requests
 - a. Vendor requests that come in the form of supplier press releases (where the supplier seeks to add authority to products/services), or advertising and promotional support shall be turned down on the basis that, once approved, we have no control over the use of any publicity material where our brand is being used.
 - b. Other requests will be considered on merit and will only be approved by prior arrangement or in exceptional circumstances.

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3. Conclusion

The development of a Communications Policy is an essential way of managing our business reputation. These guidelines provide a proactive approach in handling all our internal and external communication. If you are in any doubt regarding interpretation or implementation of any aspect of these policy guidelines, please consult the Corporate Affairs Director in the first instance.



We are Delta Corporation – Brighter Together