

Stanbic IBTC Bank Communication Policy

1. Policy statement

Stanbic IBTC Bank Limited (“Stanbic IBTC Bank” or “The Bank”) recognises that internal and external communication activities are key aspects of how Stanbic IBTC Bank is perceived in the market. The Stanbic IBTC Bank Communication Policy (“The Policy”) covers, among other issues, rules of communication, use of the organisation’s communication facilities, representation of the organisation in the media and other third party platforms, and confidentiality of organisational information and procedures. This Policy applies to members of Stanbic IBTC Bank and its subsidiary(ies).

2. General principles and guidelines

2.1 All spokespersons or their designates who speak on behalf of The Bank, its business units or subsidiary(ies) must make media statements that are in the best interest of the organisation and in line with the values of Stanbic IBTC Bank.

2.2 Employees that are not official spokespersons must **NOT** communicate with the media; and upon receipt of a media enquiry, must refer such to the Head of Brand and Marketing and Communication or the Brand Strategy and Communication Manager.

2.3 Financial results and annual reports are to be reviewed by Stanbic IBTC Bank’s board audit committee and the external auditors and recommended to the main board for approval before publication. The office of the Chief Financial Officer (CFO) will then be required to secure regulatory approvals. It shall be the CFO’s responsibility to ensure that The Bank’s financial statements fairly present the state of affairs of The Bank as at the end of the financial year; and that of the profit or loss and cash flows for that period. Stanbic IBTC Bank’s Chief Executive (CE) has the responsibility of getting final sign-off from the board before publishing.

2.4 **Internal communications**

The Head of Brand and Marketing is responsible for coordinating all internal communications within Stanbic IBTC Bank. Any new initiatives should have the approval of the Head of Brand and Marketing, who is responsible for ensuring co-ordination of all communications such as newsletters, audio visual and video communication briefings, internal directories, and so on.

2.5 **External communications**

All external publications must receive written approval of the Head of Brand and Marketing to ensure conformity with the organisation's regulations.

2.6 **Media relations**

Departments or individuals are **NOT** authorised to speak or write in the media directly or indirectly on matters concerning Stanbic IBTC Bank unless so authorised by the Chief Executive of Stanbic IBTC Bank. The Head of Brand and Marketing is responsible for all official contacts with the media.

2.7 **Reputational risk management**

Stanbic IBTC Bank, its business units and subsidiary(ies) are **NOT** to respond in writing to letters of criticism that are sent to the media by employees, stakeholders or customers without consulting their Chief Executive and Head of Brand and Marketing. Where possible, The Bank prefers to come in direct contact with the writers of such letters in order to resolve any issue.

2.8 **Crisis communication**

Stanbic IBTC Bank recognises the importance of effective communication to employees, customers, the media and other stakeholders during a crisis situation. In general, a crisis can be any incident that is likely to have a significant, severe or catastrophic impact on the business or reputation of The Bank and its business units or subsidiary(ies). During a crisis, the Chief Executive of Stanbic IBTC Bank and the Executive Directors of The Bank (where relevant) are the **ONLY** authorised spokespersons for Stanbic IBTC Bank. Other spokespersons may be selected and assigned to communicate with any of the following groups: employees, customers, and shareholders, in line with the Business Continuity Management Policy.



2.9 Outside business interest communication

Stanbic IBTC Bank recognises that staff members may have outside business interests or hobbies that they engage in outside official office hours. When a staff member gets a media request (print, electronic or digital) to speak on their personal business interests or hobbies, they **MUST** get clearance from the Compliance team with appropriate notification to the Head of Brand and Marketing, as well as the Brand Strategy and Communications Manager. Staff members are also to ensure that they state categorically, through a caveat statement, that their views or utterances are personal and in no way representative of the views of their employer. Where a member of staff who is part of an interest group or is representing an interest group as a spokesperson is requested to engage the media as part of his representation, the staff is required to seek approval from the Chief Compliance Officer, notifying the Head of Brand and Marketing.