

Extract of Company Policy on External Communication.

Dear Colleagues,

Following our phone conversations and as part of our working culture, this is to expressly inform you of the Proctor House Group (The Organisation) policy and procedure with respect to the above subject.

Purpose:

The purpose of this Policy is to define and provide guidelines on the extent, quality and output of communication with the organisation's external stakeholders and on the adherence to quality of communications in line with approved Standards.

All releases have potential implications, which if not coordinated may prove embarrassing to the organization and the management. Therefore, the following policy is provided to help us:

- avoid significant liability for the organization and yourself.
- avoid damage to the organization's brand name and reputation.

Thus, below is the extract of the external communication policy and process to be followed in our interactions, engagement with the targeted public and dissemination of promotional activities via any form of communication channel.

The communication channels are:

- Print media (Brochure, Bill boards, Leaflets, Flyers, A-boards, News Magazines, Newspapers etc.)
- Broadcast News (Radio and Television), Press releases and Statements etc.
- SMS and Social Media (websites, blogs and Social Networking platforms).

PROCESS:

- 1) All presentations/materials for external use, advert, sales and promotional materials must be reviewed by the HOTEL MANAGER prior to exposing these documents to the stakeholders to ensure brand compliance, accuracy and quality of information related to the Company. This includes presentations to external stakeholders at meetings, seminars, conferences, etc. and materials to be uploaded to the website.
- 2) The Hotel Manager would thereafter present the referenced documents/materials for the consideration and approval of the **Chairman/designated person** before such information/ presentations are made public.
- 3) Prior to 1 and 2 above, each business unit management team (i.e Hotel Manager, Assistant Manager, the Financial Controller, etc.) and the Sales Team (consultant inclusive) are expected to have considered the materials and write-ups before presentation to the chairman/designated person.

VIOLATION OF THIS POLICY:

This Policy applies to all Company employees and officers. Any violation of this Policy should be brought to the attention of the Management or legal affairs or an Authorized Spokesperson and may constitute grounds for termination of employment.

POLICY – Extract of Company Policy on External Communication.

Document Control

Name: Extract of Company Policy on External Communication.		Version: 1	
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Dept: HR	Sensitivity : Internal
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Apply To: Group & Divisions.

Revision no	Change date	Change Description History	Revision	Originator	Approved By	Approved Date
1	04.10.2021	Policy Creation		M.A		