

Board Paper No.2024/676/04/A

Board Meeting No 72

Date 05.04.2024

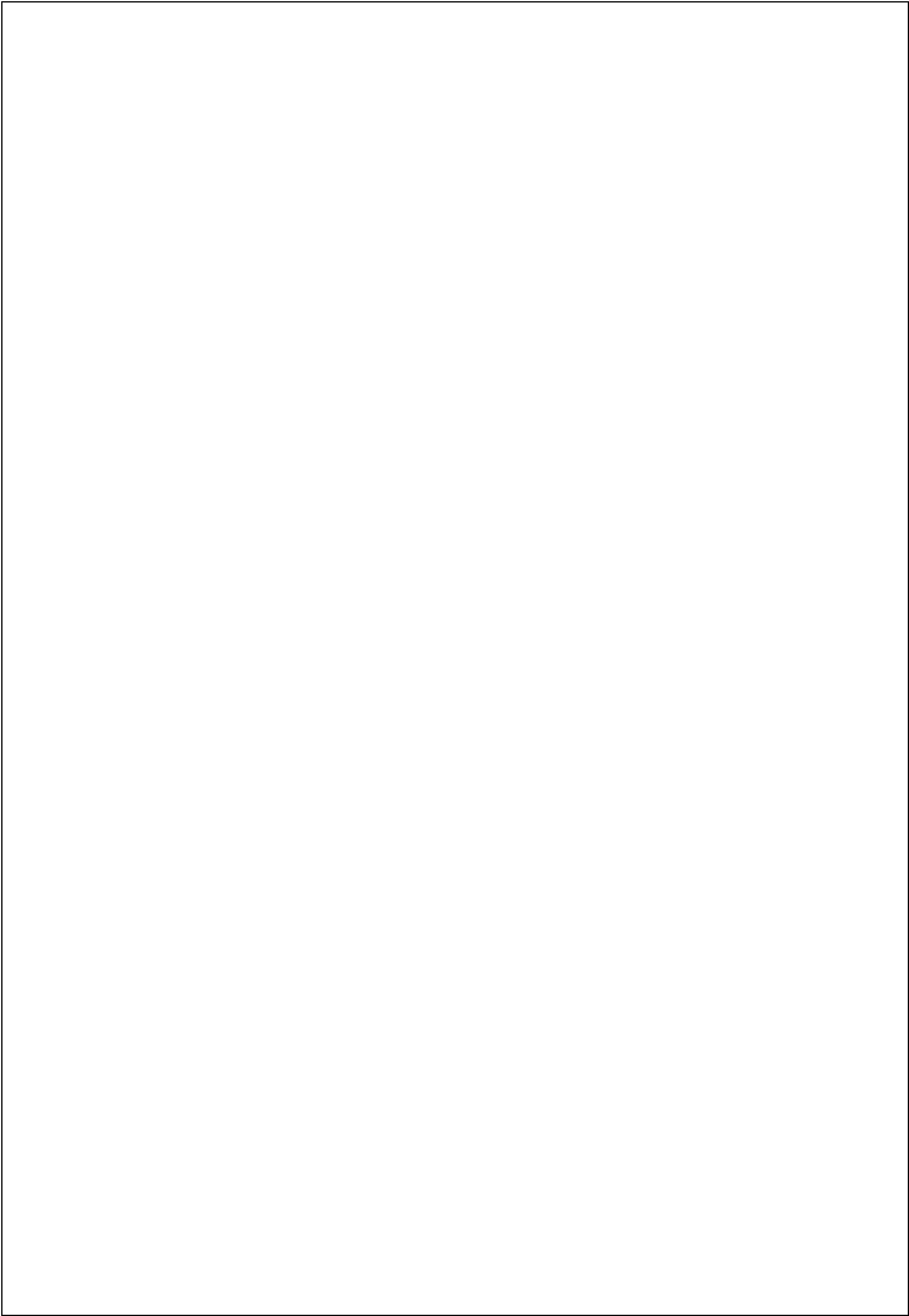


COMMUNICATION POLICY & PROCEDURES MANUAL

Owner- Administration & Operations

Approval;- f Board of Directors

Date of Approval 5th April 2024



1. POLICY

This Communications Policy sets out the guidelines governing communication with the internal customers and external stakeholders of Lanka Credit & Business Finance PLC (herein after referred to as “The Company”)

2. DESCRIPTION

This Policy is part of company’s Corporate Policies. It outlines the guidelines governing internal and external communications in the company.

3. DEFINITIONS

For purpose of this Policy, the following definitions apply:

- a) “Authorized Persons” are
 - Chief Executive Officer / Executive Director;
 - Deputy General Managers
 - Assistant General Managers
 - Heads of Departments
 - Legal Officials
 - Regional / Senior / Branch Managers
 - Individuals specifically approved by the CEO Executive Director from time to time for specific kinds of communications on behalf of the Company.
 - Authorized persons could communicate with Staff members and external parties who fall within their approved job description
- b) “Basic Company Information” is any information about the company including its business, markets, products, services, finances, financing plans, operations, objectives, Staff Members and other business relationships, personnel, and financial and operating results
- c) “Confidential Company Information” is any Company Information that has not been made publicly available by the company, as well as information of customers and third parties that the company is obligated to keep confidential by regulatory directives or statutes.
- d) “External Communication” is the dissemination of information to Regulators, Government and other statutory Authorities; Customers, Media, Service Providers, and the general public,

- f) **“Internal Communication”** is the dissemination of information to company’s Staff, and Board of Directors
- h) **“Press Media”** are the company’s media partners that focus on delivering news to the general public or a target public. These include print media (newspapers, newsmagazines), broadcast news (radio and television), and the Internet (online newspapers, news blogs, etc.)

4. PURPOSE

The purpose of this Policy is to define and provide guidelines on the extent, quality and output of communication with external parties and internal communications.

5. POLICY STATEMENT

The Company is committed to the dissemination of timely, accurate and quality information to its staff (internal) customers and external stakeholders. All internal and external communications should be aimed towards the achievement of the company’s objective, and should be in line with its approved business planes.

6. Guiding Principles

The company recognizes that active communication with Customers, different stakeholders and the general public is an integral part of its Strategy. in order to reach its overall goals for communication, the following guiding principles should always be adhered to:

- a) Only Authorized Persons shall be permitted to have formal engagements with staff, customers and external stakeholders via letters .emails media engagements and press releases
- b) All requests for information by customers and stakeholders shall be responded to without unnecessary delays.
- c) A turnaround time of two (2) working days shall apply to all requests; where the information sought may require more time to deliver, an acknowledgement of the request must be made immediately
- d) All information disseminated to securities exchange and Regulatory and Statutory authorities organization and Staff shall be accurate, transparent and open as possible, while considering the need to protect the company’s confidential information

- e) All authorized official'ss shall proactively develop contacts with its target market stakeholder and ensure timely, open and constant communication
- f) All communication must be clear, concise and intentional
- g) Regular feedback is encouraged from company's staff and will be applied towards ensuring better service delivery
- h) All company's communications must be consistent in style and message to build trust in the company

7. Guidelines for External Communication

The support and participation of the company's customers & external stakeholders are crucial to its long- term success and is therefore always desired.

All communication to Customers / External stakeholders should be anchored on this premise and aimed at making the Customer stakeholders feel involved and not alienated. External communication should also promote overall knowledge and awareness of the company its markets, products, services etc., among the customers /external stakeholders.

All external communication must be approved by the CEO/ Executive Director or a Deputy General Manager, which are inclusive of confidential or sensitive information. Exceptions may exist in situations where such communication is part of the company's functions; for example, marketing communication with its potential clients and service providers.

All presentations/materials for external use must be reviewed by CEO/ Executive Director prior to exposing these documents to the customers / stakeholders to ensure brand compliance and accuracy of information related to the Company. This includes presentations to external Investors, stakeholders at meetings, seminars, conferences, etc. and materials to be uploaded to the website.

The Company's relationship with the Press Media, particularly business reporters, is at the heart of its success. The media, which serves as the medium through which the company reaches its prospective customers / external stakeholders, is accorded high priority in the company.. As such, communication with media is to be handled with the highest levels of sensitivity and professionalism and must always be handled by CEO / Executive Director.

Only Authorized Persons is permitted to grant interviews of any sort (print, TV, online)

8. Guidelines for Internal Communication

The Company's internal communication is targeted at all its staff members, towards the achievement of its overall objectives.

Furthermore, internal communication is aimed at strengthening the organizational culture and feeling of commitment among the staff, thereby increasing active participation and team spirit.

Internal communication shall be handled by the CEO/ Executive Director if necessary with a Deputy General Manager or a Head of a concerned Department (Instruction are - Circulars, Internal Memos. Letter and Policy and Procedures Manuals etc.

Communication between and amongst Staff members must be professional at all times. Staff members are to be addressed by either their first names or by their initials in all written communication, except letters which must bear the full name of the Staff member.

9. Disclosure of Confidential Information

The Company is committed to providing timely, accurate, and complete disclosure of its basic company information in an appropriate manner. Disclosure of confidential information is

however strictly prohibited as detailed in the company's Oath of Secrecy which is executed by all Staff members upon assumption of duty. Violation of this oath may attract legal redress from affected parties

10. Public Statements of Personal Opinion

The company's Staff members should refrain from making public statements of personal opinion regarding the company its markets and strategies and from presenting personal opinion regarding the company. Such public statements may include quotes given to media, contribution to blogs, published articles, etc. All public statements and publications should be approved by the CEO/ Executive Director before publication.

11. Communication Channels

	CATEGORY	COMMUNICATION CHANNELS
1 •	Customers / General Public Members	Seminars, bilateral contacts, website, letters, email,correspondence, newsletter, media publications interviews, , other publications, brochures, leaflets and advertisements with regulatory approval as applicable
2 •	Investors / Shareholders	Financial Reports/General Meetings / website, / media / investor presentations / brochures / leaflets and advertisements
3 •	Regulators / Government Authorities / CSE	Periodical Mandatory Reports / Meetings / website, / Periodical Financial Statements / Periodical Returns /and general correspondence / Disclosures
4	Media	Press releases, interviews, speeches, website.
5 •	All Staff	Emails, Training Programs, staff meetings, website, Instruction Circulares, Internal Memos. Operational Manuals , circulars

6 .	Board of Directors	Board Meetings / Board Papers , Mandatory Performance Reports/ Reports to Board appointed Committees/ Implement decisions
7	Shareholders	Email, letters, General Meetings, Financial Reports

Any matter not covered relating to communication should be referred to CEO/Executive Director for a decision through the respective Deputy General Manager .

This manual should be updated and Board approval obtained annually.

Approval Sought

We seek the approval of the Board of Directors to adopt this Manual on Communication Policy of the company.

CEO/ Executive Director