



CORPORATE COMMUNICATIONS HANDBOOK

Guidelines, Processes and Templates for
Megawide Employees

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1.0 PURPOSE AND SCOPE

To enhance Megawide's reputation in Engineering A First-World Philippines through efficient communication written and verbal communication with internal and external stakeholders. Through this, we can create strong relationships that are strategic for the business.

Corporate Communications works closely with Branding and Corporate Affairs by ensuring the delivery of copy and media requirements.

Key Objectives of the Manual

This manual is created to be used by employees of the Megawide Corporate Office, its Business Units, its subsidiaries (BUs) and its affiliates (Megawide Group), for the following purposes:

- Resource for Media Relations
- Guidelines for Basic Business Communication
- Process for creating and maintaining corporate internal communications portals
- Reference for Crisis Communications

2.0 ROLES AND RESPONSIBILITIES

To ensure that the guidelines set in this Corporate Communications Handbook shall be executed as designed, the following roles and responsibilities are outlined:

Corporate Communications Affairs Branding and Foundation (CCABF) Committee

- Create, revise and align policy and guideline documents, and their distribution
- Monitor adherence to requirements and discuss issues/projects that may affect Group reputation
- Reporting through the CCABF Committee as detailed in the committee charter Reporting format. Link to the complete charter is found in Annex 1

Corp Office - Corporate Communications (CorpComm or CC)

- Create and execute the consolidated PR calendar and public relations strategies to various SBUs
- Oversee and monitor execution of SBU campaigns related to copy and messaging
- Provide guidance and assistance to SBUs in terms of messaging and writing requirements
- Create copy for Corporate requirements

Business Units (EPC, PCS)

- Provide calendar of milestones and activities to be included in PR calendar
- Provide information for PR items regarding their business
- Through the business head, approve all materials prior to media release

Subsidiaries and Affiliates

- Provide calendar of milestones and activities to be included in PR calendar
- Provide information for PR items regarding their business
- Through the business head, approve all materials prior to media release (for requested media materials/events)
- Through the business head, approve all materials prepared for Corporate mentioning the subsidiary or affiliate prior to media release

3.0 DEFINITION OF TERMS

Annual Media Engagement Plan. A plan containing all PR efforts for the year, including calendar of activities for total Megawide, planned spokespersons, and other events/activities.

Beat. In media, a beat is the topic/niche that reporters have been assigned to cover.

Corporate Communications. How a company like Megawide shares information, news or ideas with various audiences, usually called “stakeholders.”

Crisis Communications. A set of steps and protocols that enables the company efficient communication with stakeholders during a crisis.

Cyberattack. An attempt by cybercriminals to damage a computer, network or server.

Data breach. An incident where data or information is stolen without the owner’s knowledge or authorization.

External Communications. The exchange of Information with External Stakeholders.

External Stakeholders. People who are not directly employed by the company but affected by the actions and outcomes of the business (ex. stockholders/investors, clients, partner communities, subcontractors, etc.).

Internal Communications. The exchange of information with Internal Stakeholders.

Internal Stakeholders. People who are directly employed or have a direct interest in the company (ex. shareholders/owners, employees, directors).

Intranet. A private network for sharing information within an organization.

Malware. A program or file that intentionally damages a computer, network or server.

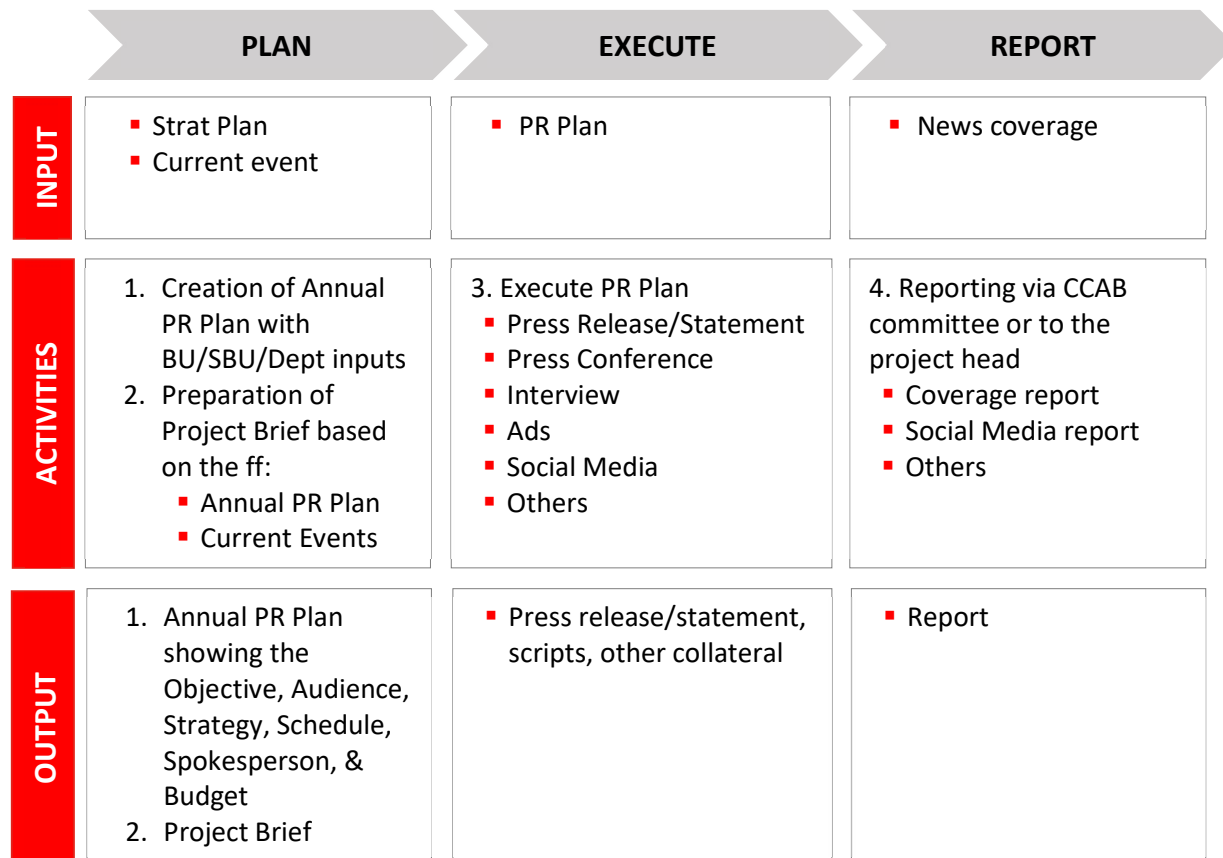
Media. Communication channels through which we disseminate information. Includes news, disseminated through journalists; websites, social media, or printed materials.

Public Relations (PR). A strategic communication process that builds mutually beneficial relationships between the organization and its publics. Has multiple activities that strengthen image and relationships, including media relations, news and features, events and awards, etc.

Secure Sockets Layer (SSL). – a standard security technology for safeguarding sensitive data shared by different systems.

4.0 CORPORATE COMMUNICATION PROCESS

The following is a process of CorpComm for creating and executing the PR Plan. This is adjusted as needed.



5.0 CORPORATE COMMUNICATION PLANNING

The following are guidelines observed for Corporate Communications planning. The PR Plan template is found in Annex 2.

- Schedule.** Developed during the Strategic Planning for the following year or 4th Quarter of the current year to anticipate activities for the coming year.
- Objective.** Consolidate and maximize the reach of milestones and stories of Megawide businesses and affiliates for efficient execution, monitoring and reporting.
- Input.** Annual media plans of concerned departments and SBUs, or their milestones that require assistance in media and other communications.
- Output.** A PR Plan with a calendar that informs the year's PR activities and budget. The plan must include a grid view and a calendar view for efficient monitoring.

6.0 INTERNAL COMMUNICATIONS

Internal Stakeholders, such as employees, perform company functions to achieve business goals. Sharing vital information such as objectives, policies, and developments in a clear and timely manner can help strengthen the belief of employees in the company and make informed decisions.

In Megawide, HR leads all internal events while CorpComm provides messaging, program inputs, and any copy/communication requirements.

6.1 Intranet

MegaNet is the official intranet of Megawide Corporate, a one-stop-shop for company developments, employee-relevant information and engagement strictly for internal use.

Content is managed by Megawide Corporate administrators—a Communications Officer and an HR Officer—using a content calendar.

MegaNet is developed and run through a compatible web hosting application called “AwardSpace” and programmed as the default landing page on Edge and Chrome browsers, of Megawide employees. The Intranet Manual is found in Annex 3.

6.2 Daily News Summary

A consolidated daily summary of news about and related to the Megawide Group. This is sent daily to executives and key officers. Links to the template and list of recipients are found in Annex 4.

Daily News Summary Guidelines	
Group news according to sentiment	<ul style="list-style-type: none">▪ Green alert (positive news) - Articles mentioning Megawide and its affiliates▪ Orange alert (neutral news) - Articles mentioning Megawide and its affiliates▪ Red alert (negative news) - Articles mentioning Megawide and its affiliates▪ Yellow alert - Articles not mentioning Megawide and its affiliates but have indirect impacts to the company
Prioritize according to relevance	<ul style="list-style-type: none">▪ Section 1: Company news▪ Section 2: Competitor news▪ Section 3: Industry news
Show highlights at a glance	<ul style="list-style-type: none">▪ Headline▪ Publisher▪ Author▪ Article excerpt▪ URL (for news published online)
Ensure timely release	Send to mailing list via email and Microsoft teams on or before 11:00 a.m.

7.0 BUSINESS COMMUNICATIONS

Proper and clear business communications are essential to the day-to-day work of the company. Since Megawide deals with local and international business partners, clarity of format and language are necessary for the company's operations and image.

7.1. Types and Uses of Business Communication

For Business Communication Samples, refer to Annex 5.

Letters

Business letters are used by individuals or organizations for professional communication with other entities. These may be for formal financial, legal, human resource or sales purposes, among others.

Basic Parts of a Business Letter

Part	Definition	Details
Contact Details	Sender's contact information. Skip this step if the details are already in your letterhead.	Company Name Address Phone number Email address
Date	Date when you are writing the letter.	Day Month Year ex. 28 February 2023
Recipient Address	Recipient contact details so that the letter is properly delivered. Useful if the recipient is part of a large organization, such as government or a large company.	Full name Job title Company Address
Salutation	Varies on 1) your familiarity with the recipient and 2) the rank of the recipient	<ul style="list-style-type: none"> ▪ if unsure about who will receive and read letter: "To whom it may concern" ▪ If recipient is known formally: "Dear [Title if applicable] and [last name]" ▪ If recipient is known informally: "Dear [first name]"
Letter Body	Main part of the business letter and includes all necessary details of your communication	<ul style="list-style-type: none"> ▪ Use single line spacing for readability ▪ Use extra lines between paragraphs, after the salutation and above the closing salutation ▪ Ensure that sentences are clearly worded and easily understood by the reader
Closing Salutation	Depends upon how formal or informal your relationship is with the recipient.	Examples: Sincerely, Cordially, Best, Kind regards, Regards and All the best
Signature	Formal letters must have a handwritten signature for rapport with the recipient. Write your full name and title below the signature.	Signature Full name Title

Email

Email is an essential, day-to-day method of business communication for companies, especially when dealing with people outside of the company. It is fast, cheap, accessible and easily stored.

SMS/Chat

While SMS/Chat is also a fast, cheap and accessible mode of communication, it is best used for shorter updates or smaller pieces of information. Chats are easily deleted by senders or recipients, however.

Calls

Calls are suitable for more personal updates, or quick updates that require a lengthier explanation. There are no records of calls unless one of the parties writes down notes from the call.

Marketing Collateral (refer to Brand Book and Social Media Manual)

Marketing collaterals are used to promote a product and are created specifically to be effective for their target markets. For information on creating marketing collaterals, refer to the Corporate Branding Manual and Megawide Brand Guidelines.

8.0 MEDIA RELATIONS

Press coverage has a profound impact on Megawide reputation with investors, partners, and the general public. It's a two-way relationship so we strive to create a mutually-beneficial arrangement. Primary individual stakeholders are listed in the Stakeholder Map (Annex 6), updated annually. Access to the Stakeholder Map is controlled by Corporate Affairs.

8.1. Building Media Relationships

There is a need to build close media relationships to achieve the following:

- Headlines and coverage affect company perception
- Ease of correcting stories
- Ease of pulling down negative stories or publishing our response

8.2. Media Designations

There are key persons that have different levels of power within their own institutions and can sometimes extend to their influence in beats and industries. The following are the different designations in the media industry:

- **Owner.** While without any official editorial control, can influence the editors.
- **Publisher.** Some publications have publishers who normally balance editorial and financial goals. Usually has the final say in what gets published. Can correct or pull-down stories.
- **Editor.** Determines which stories get published on a daily basis and what headlines to write. Can correct or pull-down stories.
- **Reporter.** Writes the stories and pitches the angles to use to editors. Usually the first people to receive stories or see stories, and ask for comment/clarifications.
- **Advertising.** Facilitates publication of ads. Can be an ally for advertisers if there's an editorial request.

8.3. Media Engagement

In-depth guidelines for the development of media engagements are found in Annex 7, including samples for press releases, interviews and press conferences, among others

Beats

The following are the usual, **but not limited to**, media engaged by Megawide. Other media may be engaged by other affiliates, and Megawide may engage outside of the following on a need-to basis.

National	Regional
Major broadsheets and online publications, and the following beats: <ul style="list-style-type: none"> Philippine Stock Exchange (PSE) – Securities and Exchange Commission (SEC) Transport and Telco Property 	Regional media covering Megawide projects <ul style="list-style-type: none"> Cebu City Hall Beat Cebu Lapu-Lapu City Beat Pampanga media

How to Approach Media

The following are broad approaches to media engagement. For the year’s operational plan, consult the Stakeholder Map (Annex 6) and PR Plan (access granted by Corporate Communications).

Formal	Informal
Press Releases and Press Conferences	Gifts
Advertising	Lunch/dinner engagements
Sponsorships	Familiarization trips
Consultancies	

Formal Engagements

These are engagements made through formal channels by the company. These will have a form of documentation and/or official payments. Links to templates are available in the Media Engagements Guidelines (Annex 7).

Engagement	Definition	Details
Press Release	Updates on official company developments issued to relevant media groups.	Announce company milestones. Details events, important financial transactions, project launches, and other “newsworthy” happenings in the company.. Approved prior to release Megawide is bound by rules governing publicly listed companies so all press releases must be approved, at minimum, by: <ul style="list-style-type: none"> SBU Head Investor Relations Corporate Secretary (CorpSec) Other necessary departments (e.g. Business Development). Disclosed to the Philippine Stock Exchange (PSE): Major transactions/events that are considered market-moving are disclosed to the PSE through the CorpSec for compliance.
Statements/ Clarifications	Usually reactionary to an event or issue and issued only as needed. Shorter than a press release.	Approvals needed. Handled by the CorpComm Manager and must be approved by the SBU Head, and, if affecting the total group, the Chief CCAB Officer. Consult other departments. Approvals by departments such as Finance, Legal, and Corporate Affairs are needed

		<p>if the statement has an impact on shareholders, partners and/or regulators</p> <p>No need to comment on every inquiry. The company can decline to issue statements as necessary, though communicated politely. Consult Annex 11 (Crisis Communications Holding Statements) for guidelines on politely declining to comment.</p>
Press Conference	Reserved for major announcements or addressing major issues in the public sphere.	Complete guidelines found in Annex 6.
Interviews	Used for in-depth explanations and clarifications. Having an official representative lends credibility and a personal touch. May be scheduled or spontaneous.	<p>Live: On-air during the interview proper. Usually in short formats for news ranging from 5 to 20 minutes. What you say on air is immediately captured. May be in-studio, on location, or remote.</p> <p>Recorded: Can have multiple takes with actual recording running from 1-2 hours. May be in-studio, on location, or remote.</p> <p>Written: Questions are sent by writers and responses are drafted. Company has more control over the answers.</p>
Advertising	Used to promote a certain event/message, or announcements requiring placement in official news channels. Ad budgets are care of the requesting SBU/department.	<p>Formal Company Notices: These are placed by the CorpSec as regulatory/reporting compliance. Content and format come from the CorpSec.</p> <p>Megawide Omnibus Advertisement: This is the template Megawide advertisement and can be used in instances of advertising sponsorships.</p> <p>Thematic Advertisements: Usually placed to mark company milestones/events or to promote products. Samples are found in Annex 8.</p> <p>Guidelines for advertising placements:</p> <ul style="list-style-type: none"> Each SBU must evaluate advertising cost and returns to the company and allocate the proper budget. Ads without allocated budget are subject to the approval of the SBU head. Corporate may assist in recommending advertising channels to the SBU.
Sponsorships	Support for media solicitations, usually monetary. Must be approved by the Chief CCAB Officer.	<p>Guidelines for accepting sponsorships:</p> <ul style="list-style-type: none"> Must be included in the Annual Media Plan with anticipated budgets Must have maximum impact for the company in terms of mileage or relationship (e.g., publication must have a xxx following or solicited by one of the beats that cover Megawide)
Consultancies	Media may be engaged as resource persons for trainings or other projects.	Must adhere to contract requirements as much as possible. Any special negotiations must have proper approval. Contract templates are found in Annex 2.

Informal Engagements

Informal engagements do not require any formal press release or program for an event. They are intended to build closer relationships with media beyond formal transactions. These include gifts, lunch or dinner arrangements, or other arrangements.

Informal engagements that are outside the Annual Operating Plan / Annual Publicity Plan (i.e. outside of budget) must obtain proper approvals.

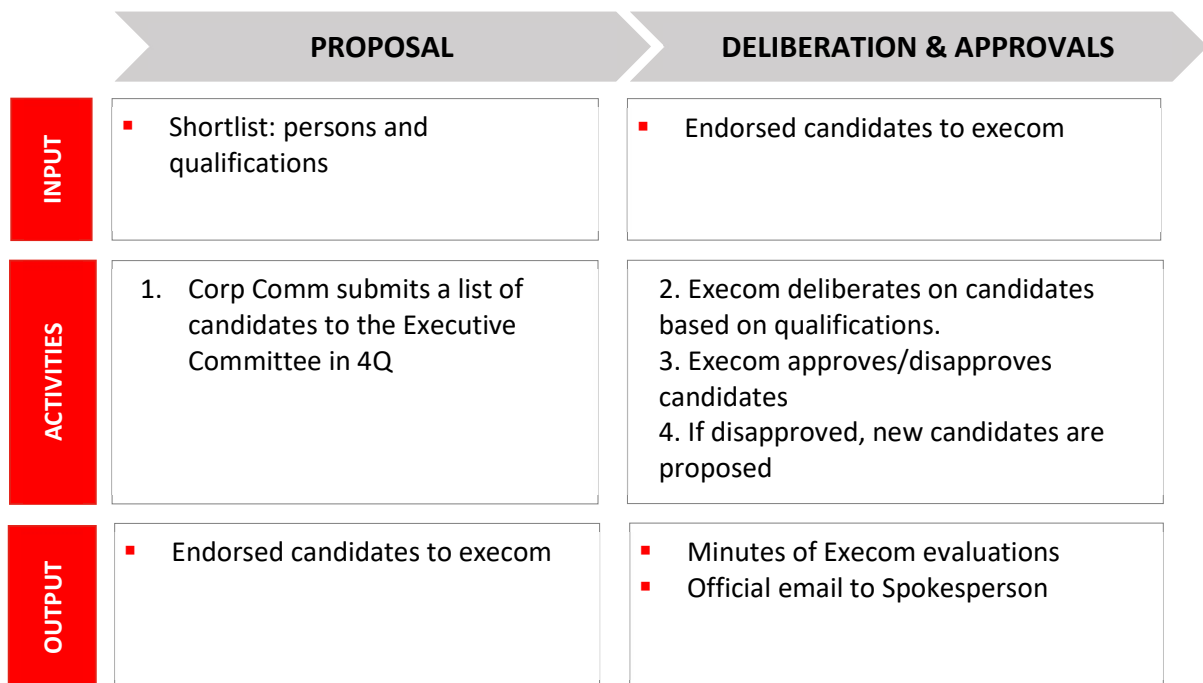
9.0 COMPANY SPOKESPERSON

The Spokesperson represents the company in the media, presenting a "face" and consistent message for the company. They are the only people authorized to speak on behalf of the company during official media engagements.

9.1. Appointment

Appointment of company spokespersons is done through a review and approval process by the SBU's Executive Committee or equivalent body. The official spokesperson may be different from the Crisis Management Team Spokesperson (see Section 10.1).

Process



Authorities

Official Spokespersons	<ul style="list-style-type: none"> Media may go directly to them for comments and they may reply directly. As a general rule, forward-looking statements and new business announcements must not be given prior to disclosure to the Philippine Stock Exchange. May only speak about updates related to their SBU unless they are designated as “Total Business” spokespersons
Resource Persons	<ul style="list-style-type: none"> May be used as talking heads in official press releases/articles but may not issue statements independent of Corp Comm

Appointed Spokespersons

SBU	NAME	ROLE
Megawide Corp	Edgar Saavedra, CEO	Total Business Spokesperson
	Louie Ferrer, ED for Infrastructure Dev’t	Total Business - Infrastructure Development Spokesperson
	Joan Cosico, Chief IR Officer Jez dela Cruz, VP Corporate Finance Rolando Bondoy, AVP Investor Relations	Resource - Finance
	Raymund Gomez, Chief Legal Officer Anthony Topacio, AVP Legal	Resource - Legal
	Atty. Jaime Feliciano, Chief Business Development Officer	Resource - BD
	Frederick Tan, Construction COO Miguel Flores, Construction Project Management Head	Resource - Construction
	Markus Hennig, EVP Precast and Construction Solutions Jeralbine Nuguid, AVP Precast Rexford Ilagan, AVP Ready Mix Concrete	Resource - PCS
	Jason Torres, AVP Corporate Affairs	Resource – Corporate Affairs
	Anna Salgado, Manager Corp Comm	Official Press Statements
MWM	Atty. Jaime Feliciano, President	Total MWM Spokesperson
	Jason Salvador, Head of Corporate Affairs	Total MWM Spokesperson – Operations Updates
	Mohit Malhi, Chief Executive Adviser	Resource – Operations and Commercial
GMCAC	Rafa Aboitiz, AIC Head of Airports	Total GMCAC Spokesperson
	Louie Ferrer, Megawide Director	Resource – Megawide matters
	Athanasios Titonis, CEO	Total GMCAC Spokesperson
	Edilyth Maribojoc, Corporate Affairs Manager	Official Press Statements
C2W	Louie Ferrer, President	Total C2W Spokesperson
	Lydwena Eco, Deputy General Manager	Total C2W Spokesperson
	Joworski Alipon, Corporate Affairs Lead	Official Press Statements

9.2. Training

Official Company spokespersons are required to attend a Spokesperson Training session, organized once a year by the Corporate Communications Unit. The current curriculum is included in Annex 9

9.3. Reminders

Before the interview

- **Know your audience.** Your message will be more effective if you tailor your language and examples to the people who need to understand your message.
- **Develop your main message.** This is what you want your audience to take away from your interview.
- **Know the media you will face.** Research the media outlet and journalist review past articles to know where they stand on a topic or the type of questions they will ask.
- **Ask for topics in advance.** While many journalists will not give you all or exact questions, a list of the topics will help you prepare responses and any data you may need.
- **Prepare & practice the Q&A.** Anticipate all possible questions related to the project/issue and prepare a q&a vetted by relevant officers/resource persons. Practice responding to the questions and anticipate that they may be delivered differently by the reporter.

During the interview

- **Stay in control.** Remember that you are the expert on the topic, no matter how well-informed the reporter is. Do not be pressured into agreeing with them or going off-message. Remember also there is no such thing as “off the record.”
- **Be aware of your words and body language.** Ensure the words you use are clear. At the same time, create a connection with your interviewer by maintaining eye contact, sitting up straight, relaxing your hands, and smile if the topic is pleasant.
- **Share compelling personal experiences.** These can grab the attention of journalists and audiences, add credibility, and make the message more poignant.
- **Use PEP.** Point-Explanation-Point is an effective tip to enable audiences to remember your main message.
- **Pivot back to your main message.** Journalists may often ask questions that are leading or contrary to your main message.

After the interview

- **Say thank you.** Thank the interviewer and ask them to share a copy of the story.
- **Offer additional resource materials.** Shows often need visual materials and additional information to enrich the story.

10.0 CRISIS COMMUNICATIONS

Crisis Communications are part of the company’s overall Crisis Management Plan (CMP) (Annex 10). The CMP is activated if the company’s reputation is facing serious risk. Timely communication with stakeholders, including media and the larger public, is essential during a crisis. It is vital in controlling public opinion and ensuring the timely and proper release of information.

10.1. Roles

Releasing information about an incident or during crisis should be strictly controlled and follows the correct protocols. No personnel may speak to the press or release information via social media unless authorized by the Crisis Management Team (CMT) Director. The Company's Social Media Guidelines are found in Annex 11.

Unauthorized Spokespersons

- Personnel that may have been appointed by the ERT Commander to assist handling crowds/external stakeholders during a particular incident.
- These persons may only issue the holding statements for Unauthorized Spokespersons as found in Section 2 of Annex 12. They are not allowed to release any information pertaining to the incident.
- These persons are only allowed to collect questions and contact information to be relayed to the authorized spokesperson.

Emergency Response Team (ERT) Spokesperson

Based on the CMP, the ERT are first responders to any incident or emergency. Their focus is on emergency response, incident control and site security. In project sites, the role is assigned to the Office Manager with the alternate designated by the ERT Commander.

As far as communications are concerned, their role is limited to the following:

- Collecting contact details and questions
- Issuing an ERT Holding Statement (Annex 12) to media
- Issuing relevant on-site updates upon direction of the CMT Communications Adviser

Crisis Management Team (CMT) Spokesperson

If an incident is declared a Crisis (based on conditions stated in the CMP), the CMT takes over the situation. CMT Spokespersons may only release information approved by the CMT Director through the following Spokespersons:

- **Internal Spokesperson.** Releases information and fields inquiries from internal stakeholders such as employees during crisis. The CMP identifies each SBU's VP-level HR as internal spokespersons. An alternate spokesperson must be appointed.
- **External Spokesperson.** Releases information and fields inquiries from the press/media during crisis. The CMP identifies the Communications and Government Affairs Advisor as external spokesperson. This may be the VP for Corporate Affairs as the main external Spokesperson with the the Corporate Communications Manager as alternate. This may be overridden in some situations with the CMT Director assuming the role.

10.2. Training

Appointed Crisis Communicators are required to attend a Crisis Communications Training session, organized once a year by the Corporate Communications Unit. The current curriculum is included in Annex 9. Training basics must include:

- Crisis Communication protocols
- Developing and communicating proper messaging
- Tips for a successful interview
- On camera practice

11.0 ANNEXES

- 11.1 Annex 1 - [CCABF COMMITTEE CHARTER](#)
- 11.2 Annex 2 - [TEMPLATES](#)
- 11.3 Annex 3 - [INTRANET MANUAL](#)
- 11.4 Annex 4 - [DAILY NEWS SUMMARY](#)
- 11.5 Annex 5 - [BUSINESS COMMUNICATION SAMPLES](#)
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- 11.10 Annex 10 - [CRISIS MANAGEMENT PLAN](#)
- 11.11 Annex 11 - [SOCIAL MEDIA GUIDELINES](#)
- 11.12 Annex 12 - [CRISIS COMMUNICATIONS HOLDING STATEMENTS](#)