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## **RELATED PROCEDURES**

- (i) *Policies and Procedures Manual : Contracts & Procurement Division (CPD Manual)*
- (ii) *Standard Operating Procedures : Finance and Treasurer Division (FTD SOP)*
- (iii) *Corporate Social Responsibilities Procedure (CSR Procedure)*
- (iv) *Emergency Response Plan Procedure (ERP Procedure)*
- (v) *Corporate Identity Manual (CI Manual)*
- (vi) *Handling Donation Procedure (HD Procedure)*

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## 1. INTRODUCTION

- 1.1 The purpose of this document is to detail out the formulation and maintenance of the company's standardization of image via media relations and editorial works that the company, its associate and subsidiaries participate in, and ensure that they are in line with the company's business focus and strategy.
- 1.2 The procedure shall be applicable to all matters concerning media and editorial management of the company, its associate and subsidiary companies.

## 2. RESPONSIBILITY


- 1.3 It is the responsibility of Group Corporate Communications Department (GCCD), the company, its associate and subsidiary companies to comply with this procedure.
- 1.4 This procedure may change over time and it is the responsibility of the Head of GCCD is to update the changes and carry out the amended circulation to all relevant parties.

## 3. TERMINOLOGY

- |           |   |
|-----------|---|
| a. GEC    | - Group Executive Chairman                          |
| b. EXCO   | - Board Executive Committee                         |
| c. ED     | - Executive Director                                |
| d. CEO    | - Chief Executive Officer                           |
| e. COO    | - Chief Operating Officer                           |
| f. HBU    | - Head of Business Unit                             |
| g. HOD    | - Head of Department                                |
| h. BU Rep | - Business Unit Representative                      |
| i. GCCD   | - Group Corporate Communications Department         |
| j. HGCCD  | - Head of Group Corporate Communications Department |
| k. MMEU   | - Media Management & Editorial Unit                 |
| l. HUMME  | - Head of Unit, Media Management & Editorial        |
| m. HUSEE  | - Head of Unit, Stakeholder Engagement and Events   |

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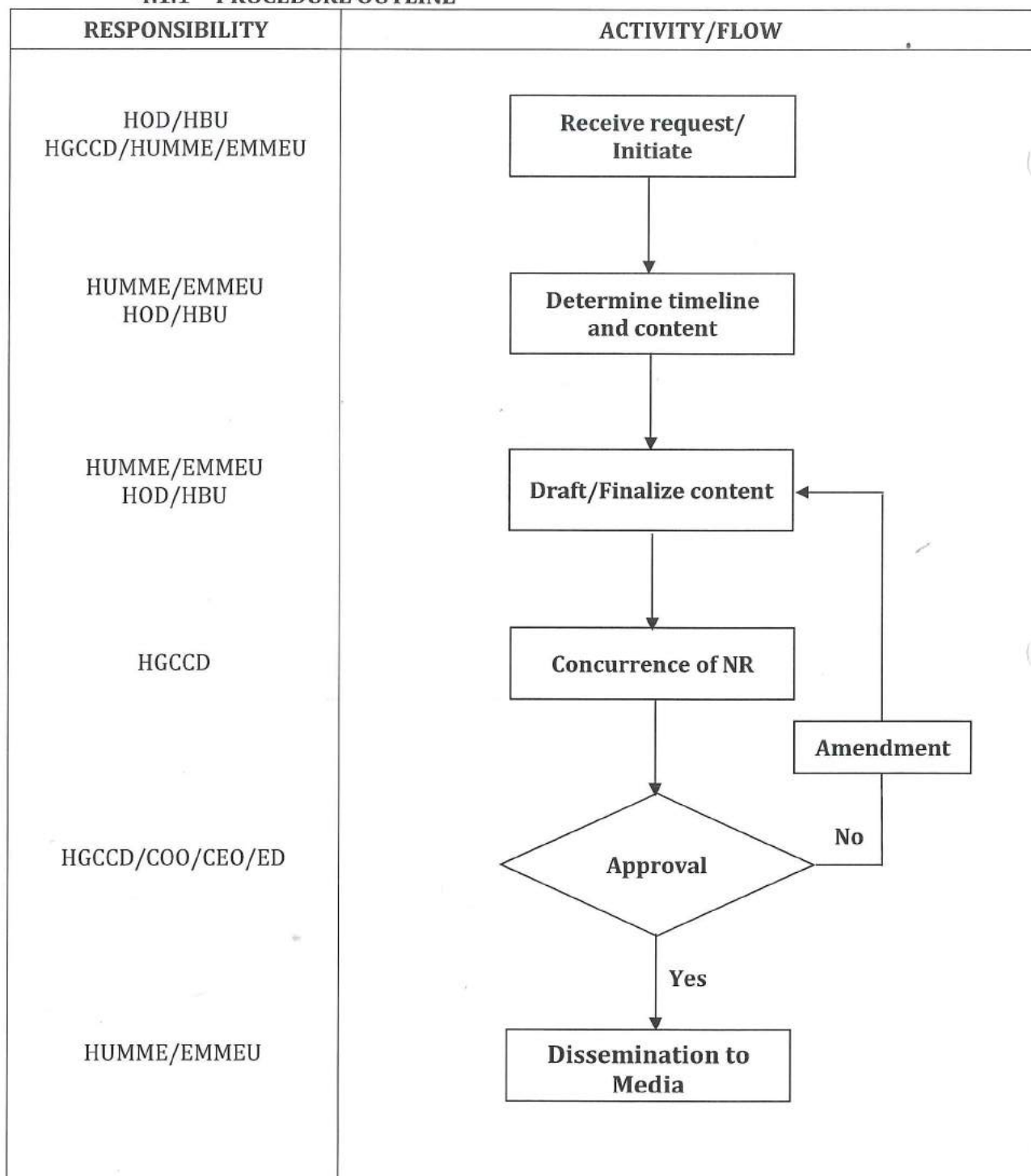
- n. EMMEU - Executive, Media Management & Editorial Unit
- o. SEE - Stakeholder Engagement & Events Unit
- p. NR - News Release
- q. OS - Official Statement
- r. Deck - A folder containing media collaterals
- s. Media Collaterals - A term referring to a collection of media related documents such as media invitation, NR, FAQs and factsheet, used to support coordination of an event
- t. Corporate Collaterals - A term referring to a collection of corporate information Such corporate profile, slides presentation, pamphlet, brochure, booklet, leaflet, flyers, advertising materials, marketing materials, promotional materials, handout etc.

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#### 4. PROCEDURE OUTLINE AND DETAILS

##### 4.1 EDITORIAL : NEWS RELEASE

##### 4.1.1 PROCEDURE OUTLINE





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#### 4.1.2 PROCEDURE DETAILS


##### INTRODUCTION

The most common method for providing information to the media is by NR, otherwise known as a press release. These contain the 5Ws and 1H (who, what, where, when & how) plus a quote and some background information. Hence, the ideal time for GCCD to complete the process in producing a NR is 14 working days prior to announcement/event date. Below is the summary of the process:-

- i. HGCCD/HUMME/EMMEU receives/initiates or is to be officially informed on request to produce a NR by HOD/HBU for an event in writing/via email and HUMME/EMMEU to subsequently seek HGCCD's permission to proceed.
- ii. HUMME/EMMEU is to liaise with the respective HOD/HBU for the content of the NR which is within fourteen (14) working days prior to announcement/event date.

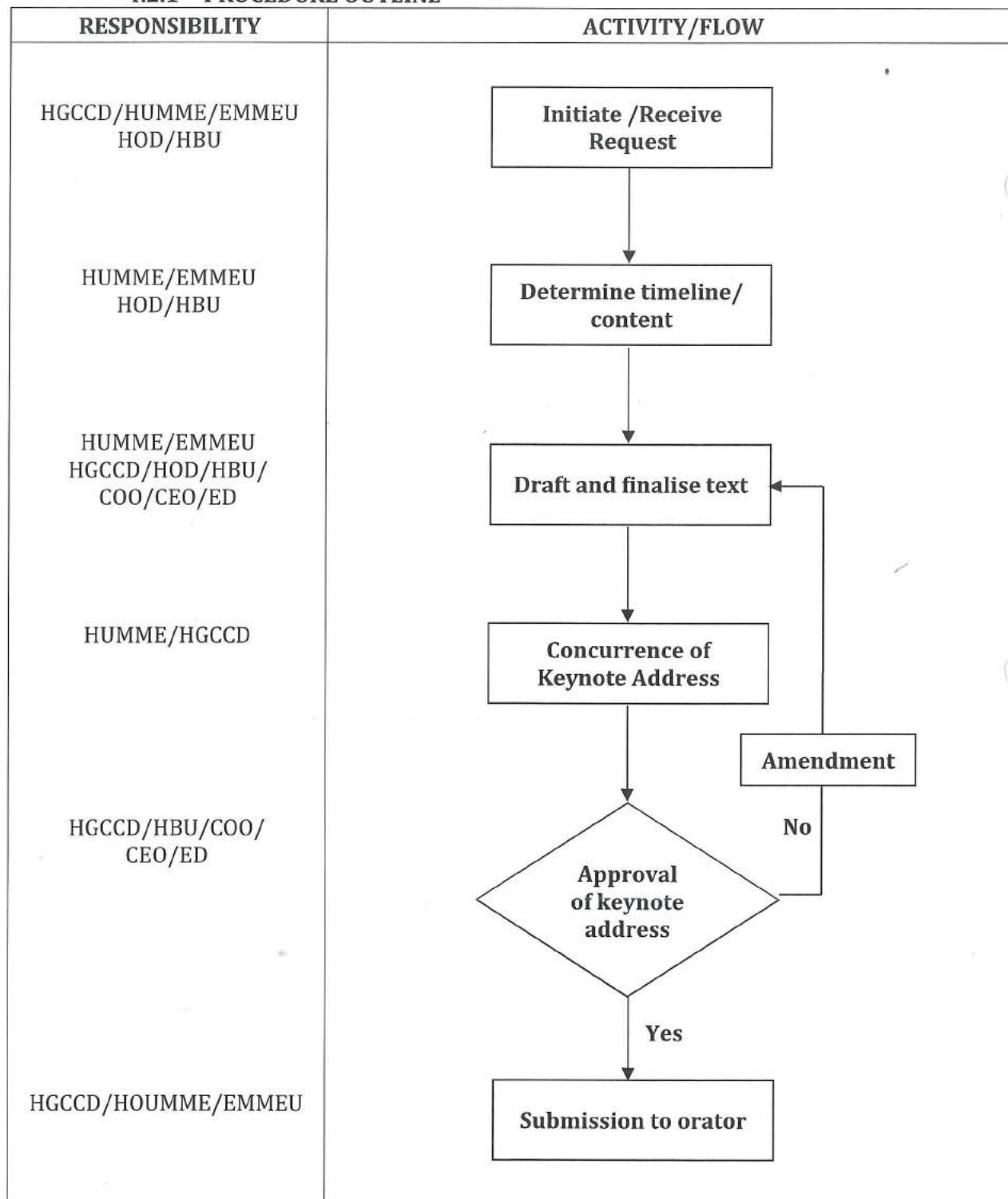
**Note :** *As for a request of an ad hoc event, an impromptu, last-minute way, GCCD will produce the NR based on the availability of the information and situation.*


- iii. Upon receiving the required information, HUMME/EMMEU is to draft the NR including official quotes from company's spokesperson and to obtain endorsement from the respective HOD/HBU.
- iv. Upon finalization, the draft NR is to be vetted by HUMME and concurred by HGCCD. HGCCD is to seek comments/ final approval from COO/CEO/ED two (2) working days prior to dissemination date.
- v. The approved NR is to be sent to the relevant/identified media accordingly.

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## 4.2 EDITORIAL : KEYNOTE ADDRESS

### 4.2.1 PROCEDURE OUTLINE



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#### 4.2.1 PROCEDURE DETAILS

##### INTRODUCTION

The keynote address is one of the terms for a communication to an audience of an event. It will set the tone for an event, and will summarize the core message. As such, a proper research is mandatory in order for GCCD to produce a keynote address to capture the essence of an event and to effectively highlight it to the audience in a short period of time. Towards this, the ideal time for GCCD to complete the process in producing an effective keynote address is within fourteen (14) working days prior to the event date. Below is the summary of the process:-

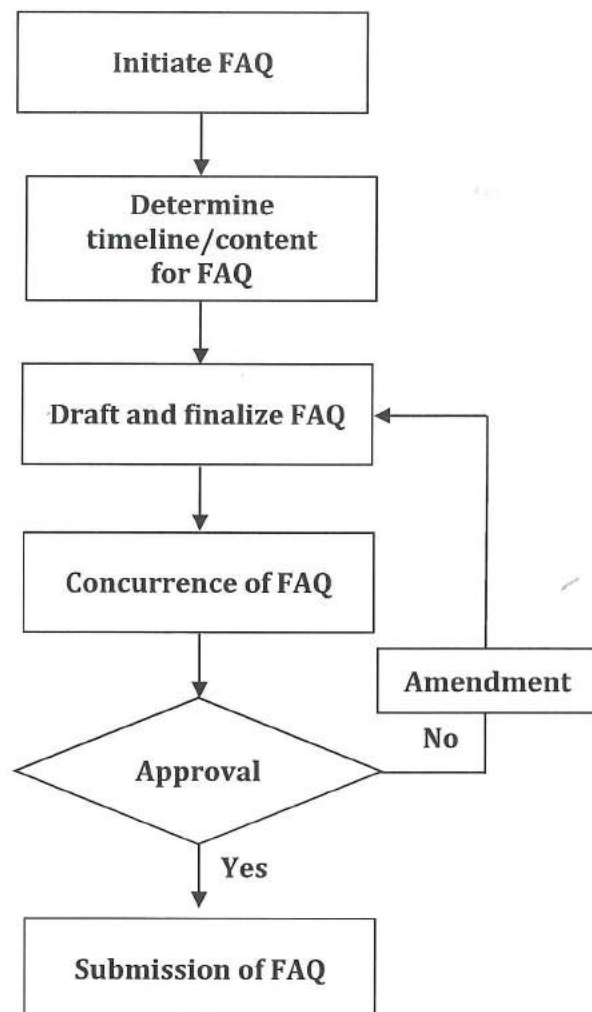
- i. HGCCD/HUMME/EMMEU receives/initiates or is to be officially informed on request to produce a keynote address for an event by HOD/HBU in writing/via email.
- ii. HUMME/EMMEU is to notify/determine the ideal timeline to HOD/HBU which is fourteen (14) working days prior to the event date. For crisis management, please refer to the **Emergency Response Plan Procedure (ERP Procedure)**.
- iii. HUMME/EMMEU is to liaise with HOD/HBU to obtain necessary details and inputs for the keynote address. It is important to keep in mind that HGCCD/HOD/HBU must obtain clearance on the content of the keynote address from COO/CEO/ED.
- iv. HUMME/EMME is to draft the keynote address upon obtaining required details and inputs from HOD/HBU. The draft of the keynote address is to be vetted by HUMME and concurred by HGCCD. HGCCD is to seek final comments/approval from HBU/HBU/COO/CEO/ED within five (5) working days prior to dissemination date.
- v. Upon finalization, HGCCD/HUMME/EMMEU is to submit the speech to the respective orator three (3) working days prior to event date.

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#### 4.3 EDITORIAL : FREQUENTLY ASKED/POTENTIAL QUESTIONS

##### 4.3.1 PROCEDURE OUTLINE

RESPONSIBILITY	ACTIVITY/FLOW
HGCCD/HUMME/EMMEU	Initiate FAQ
HUMME/EMMEU HOD/HBU	Determine timeline/content for FAQ
HUMME/EMMEU	Draft and finalize FAQ
HGCCD	Concurrence of FAQ
HGCCD/HOD/HBU/ COO/CEO/ED	Approval
HGCCD/HUMME/EMMEU/ HOD/HBU/COO/CEO/ED	Submission of FAQ





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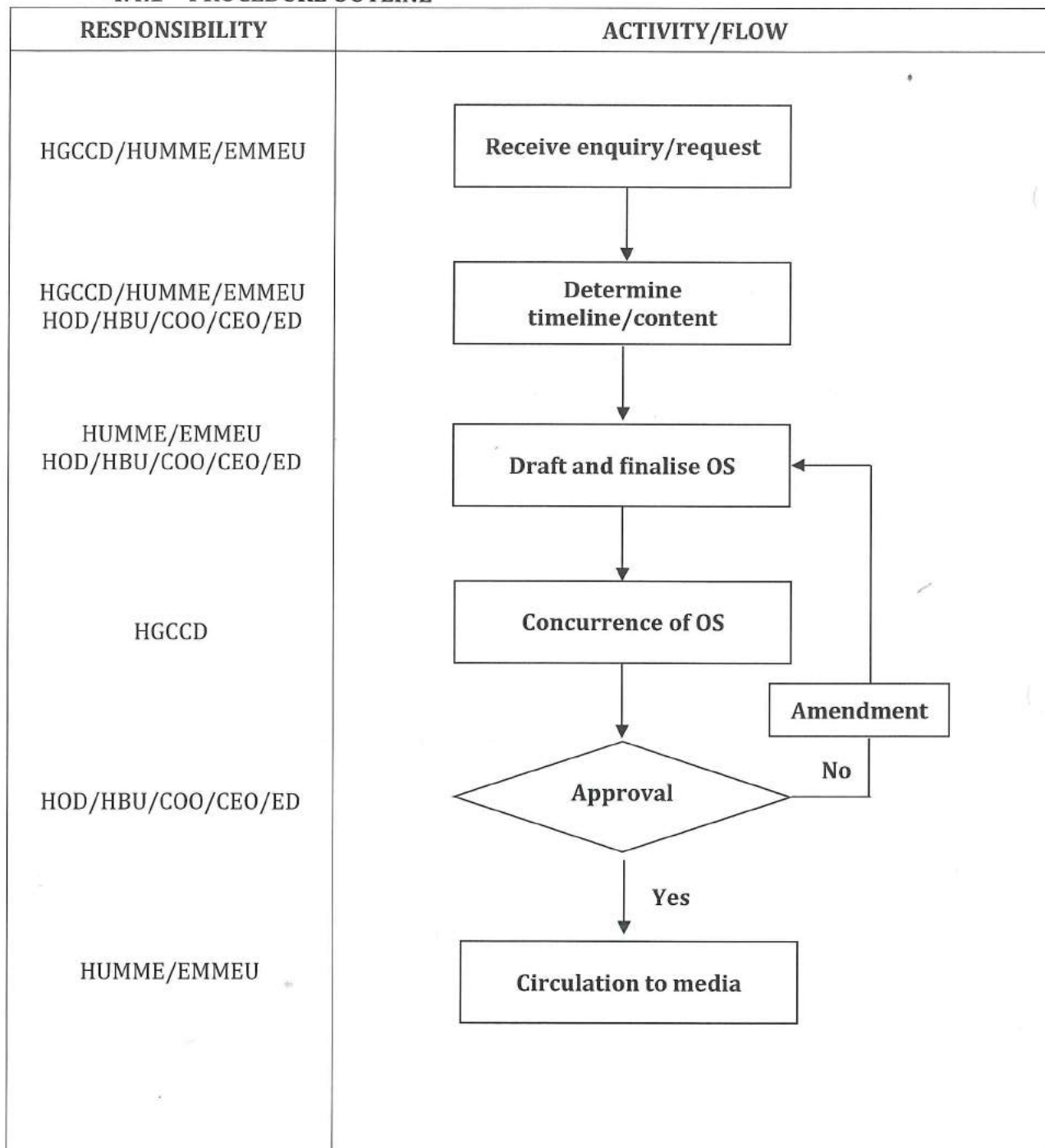
#### 4.3.1 PROCEDURE DETAILS

- i. HGCCD/HUMME/EMMEU to initiate FAQ for all media events.
- ii. HUMME/EMMEU to liaise with HOD/HBU and determine deadline for submission which is at least within five (5) working days prior to event date. HUMME/EMMEU is to liaise with HOD/HBU for necessary details and inputs on the questions.
- iii. FAQ is to be vetted by HUMME and concurred by HGCCD.
- iv. HGCCD is to seek the approval from HOD/HBU/COO/CEO/ED on the content of the frequently asked/potential questions.
- v. HGCCD/HUMME/EMMEU is to submit the final materials to HOD/HBU/COO/CEO/ED for reference.

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#### 4.4 EDITORIAL : MEDIA ENQUIRY/OS


##### 4.4.1 PROCEDURE OUTLINE



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#### 4.4.2 PROCEDURE DETAILS

- i. HGCCD/HUMME/EMMEU receives enquiry or request for an OS from media pertaining to the company, its associate and subsidiaries. In view of this, HUMME/EMMEU is to seek HGCCD's permission to proceed OR escalate the request to HOD/HBU/COO/CEO/ED for their notification and perusal.
- ii. Upon receiving the permission, HUMME/EMMEU is to liaise with the requestor and notify them on the timeline. Internally, HUMME/EMMEU is to coordinate with HOD/HBU/COO/CEO/ED for inputs to draft the media enquiry/official statement.
- iii. HUMME/EMMEU to draft the OS based on the inputs from HOD/HBU/COO/CEO/ED
- iv. Draft response is to be vetted by HUMME and concurred by HGCCD latest one (1) day prior to dissemination date to the respective media.
- v. HGCCD is to obtain approval from HOD/HBU/COO/CEO/ED on the content, if necessary.
- vi. The approved OS is to be circulated to the media.

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**4.5 EDITORIAL : MEDIA INTERVIEW/PHOTOSHOOT/TV SHOOT REQUESTS**  
(One-on-one interview of HOD/HBU/COO/CEO/ED or other Authorized Spokesperson)

**4.5.1 PROCEDURE OUTLINE**

RESPONSIBILITY	ACTIVITY/FLOW
HUMME/EMMEU HGCCD	Receive request/ Seek clearance to proceed
HUMME/EMMEU MEDIA/HOD/HBU/ COO/CEO/ED	Determine date, time, venue, topic, angle/key messages, etc.
HUMME/EMMEU MEDIA/HOD/HBU/ COO/CEO/ED	Draft/finalize answers and deck
HUMME/HGCCD	Approval of the answers
	Amendment No
HUMME/HGCCD HOD/HBU/COO/CEO/ED	Yes Submission of interview deck to Authorized Spokesperson
HGCCD/HUMME/EMMEU	Interview / Photography Session
EMMEU HOD/HBU/COO/CEO/ED	Circulation of daily news clippings



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#### 4.5.2 PROCEDURE DETAILS

i. HUMME/EMMEU receives request from media for a media interview/ photoshoot/TV shoot or one-on-one interview. Before agreeing on the request, HUMME/EMMEU is to seek for HGCCD's permission to proceed.

ii. Upon receiving the permission, HUMME/EMMEU is to liaise with the media and HOD/HBU/COO/CEO/ED, in identifying the suitable venue, date and time of the interview/photoshoot/TV shoot.

Concurrently, HGCCD/HUMME/EMMEU is to organize the following matters with the media in preparing the potential questions and answers (Q&A) for the HOD/HBU/COO/CEO/ED:

- a) Topic/angle/key messages/list of interview questions;
- b) Details of photography/TV Shoot – concept, attire, make-up artiste, date, time & venue.

iii. At this stage, HUMME/EMMEU is to prepare and finalize the "interview Q&A" and "deck" at least fourteen (14) working days prior to the interview date. Therefore, HUMME/EMMEU is to liaise with HOD/HBU/COO/CEO/ED for necessary details, to be included in the "deck". Upon obtaining the necessary answers, HGCCD/HUMME/EMMEU is to finalize details of the Q&A with HOD/HBU/COO/CEO/ED.

iv. Draft answers are to be vetted by HUMME and approved by HGCCD three (3) working days prior to event date.

v. Upon completion of the vetting process, HUMME/HGCCD is to submit the "interview Q&A deck" two (2) working days prior to event date to HOD/HBU/COO/CEO/ED as the authorized Spokesperson

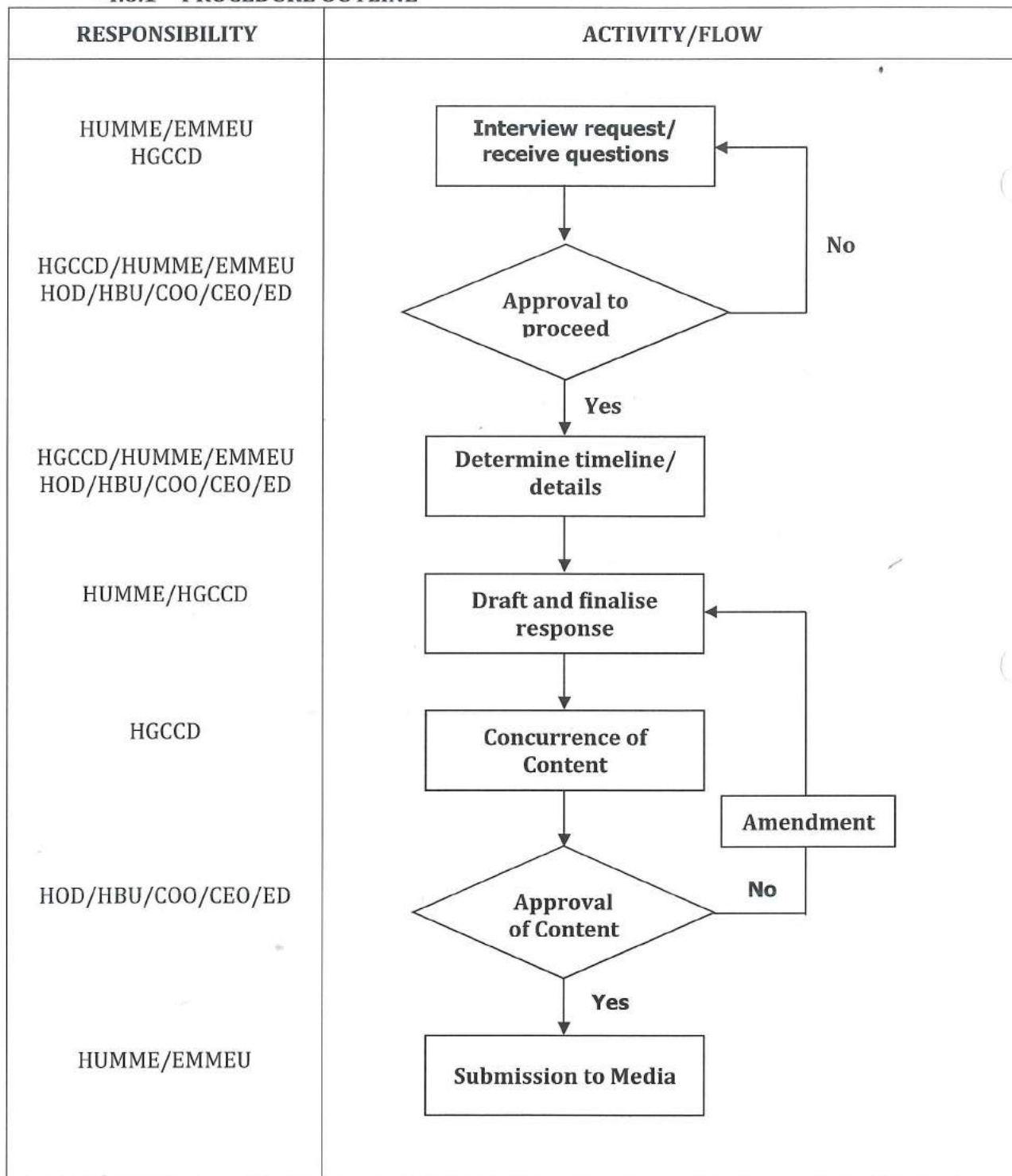
vi. On the event day, HGCCD/HUMME/EMMEU is to be present during the interview/ photography/TV shoot sessions and ensure the full interview is being recorded and kept accordingly.


vii. EMMEU is to confirm with the media the "publication date" of the interview/photoshoot/TV shoot and obtain the copy of the publication via newspapers or television for information checking and avoid misreporting. Copy of the article is to be circulated to HOD/HBU/COO/CEO/ED authorized spokesperson in the daily news report/ news clippings produced by GCCD. If there is an event of misreporting, HUMME/EMMEU will clarify with the respective media and request the media to produce the errata accordingly.

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#### 4.6 EDITORIAL : MEDIA INTERVIEW REQUEST (Via email)


##### 4.6.1 PROCEDURE OUTLINE



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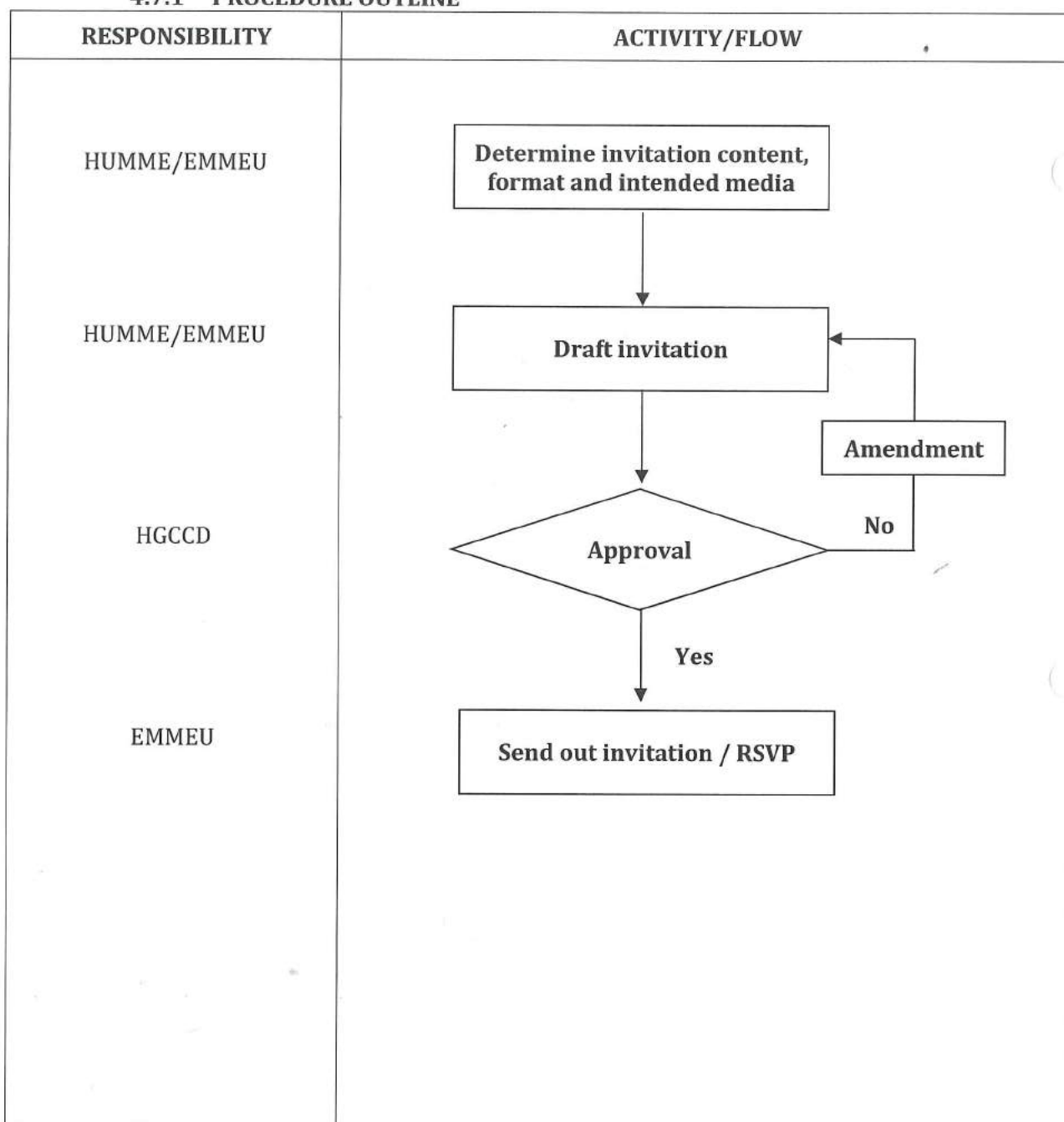
#### 4.6.2 PROCEDURE DETAILS

- i. HUMME/EMMEU receives request via email from media for an interview. Before agreeing to the request, HUMME/ EMMEU is to seek for HGCCD's opinion and obtain further approval from HOD/HBU/COO/CEO/ED whether to proceed or otherwise.
- ii. Upon obtaining the relevant approval, HUMME/EMMEU is to liaise with the requestor to determine the timeline, which is a minimum of fourteen (14) working days prior to the interview date. HUMME/EMMEU is to liaise with HOD/HBU/COO/CEO/ED on the interview content.
- iii. Upon agreement of timeline from both interviewer and interview, HUMME/EMMEU is to draft the interview content.
- iii. The content will then be submitted to HGCCD for review and concurred.
- iv. If necessary, HGCCD is to further submit the content to HOD/HBU/COO/CEO/ED for final approval.
- v. The final content is to be shared via e-mail to the media for publication.

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#### 4.7 EDITORIAL : MEDIA INVITATION TO EVENTS BY MTD GROUP, ITS ASSOCIATE AND SUBSIDIARY COMPANIES

##### 4.7.1 PROCEDURE OUTLINE






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#### 4.7.2 PROCEDURE DETAILS


- i. HUMME/EMMEU is to draft the media invitation based on the following format:
  - a) Format 1 : General invitation to News Editor/Assignment Editor. This is to be sent minimum five (5) working days prior to event date.
  - b) Format 2 : Exclusive invitation to Media Chiefs to specific event. This is to be sent one (1) week prior to the event date.
- ii. HUMME/EMMEU is to draft the invitation for HGCCD's approval.
- iii. Upon approval from HGCCD, EMMEU is to issue out the media invitation to the identified media members. RSVP is to be made latest one day (1) day prior to event date.

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**4.8 MEDIA RELATIONS : EVENT SPONSORSHIP**  
(To refer to SEE's Handling Donation Procedure)


**4.8.1 PROCEDURE OUTLINE**

RESPONSIBILITY	ACTIVITY/FLOW
HGCCD/HUMME/EMMEU	Receive request from media
HUMME/EMMEU	Obtain full details
HUMME/EMMEU	Evaluation
HGCCD/HUMME/EMMEU	Recommendation and concurrence
HGCCD/HUMME/EMMEU HOD/HBU/COO/CEO/ED	Approval
HGCCD/HUMME/EMMEU	Yes
HUMME/EMMEU	Arrangement for contribution
EMMEU	Collection/Delivery
	No
	Notify Media
	End

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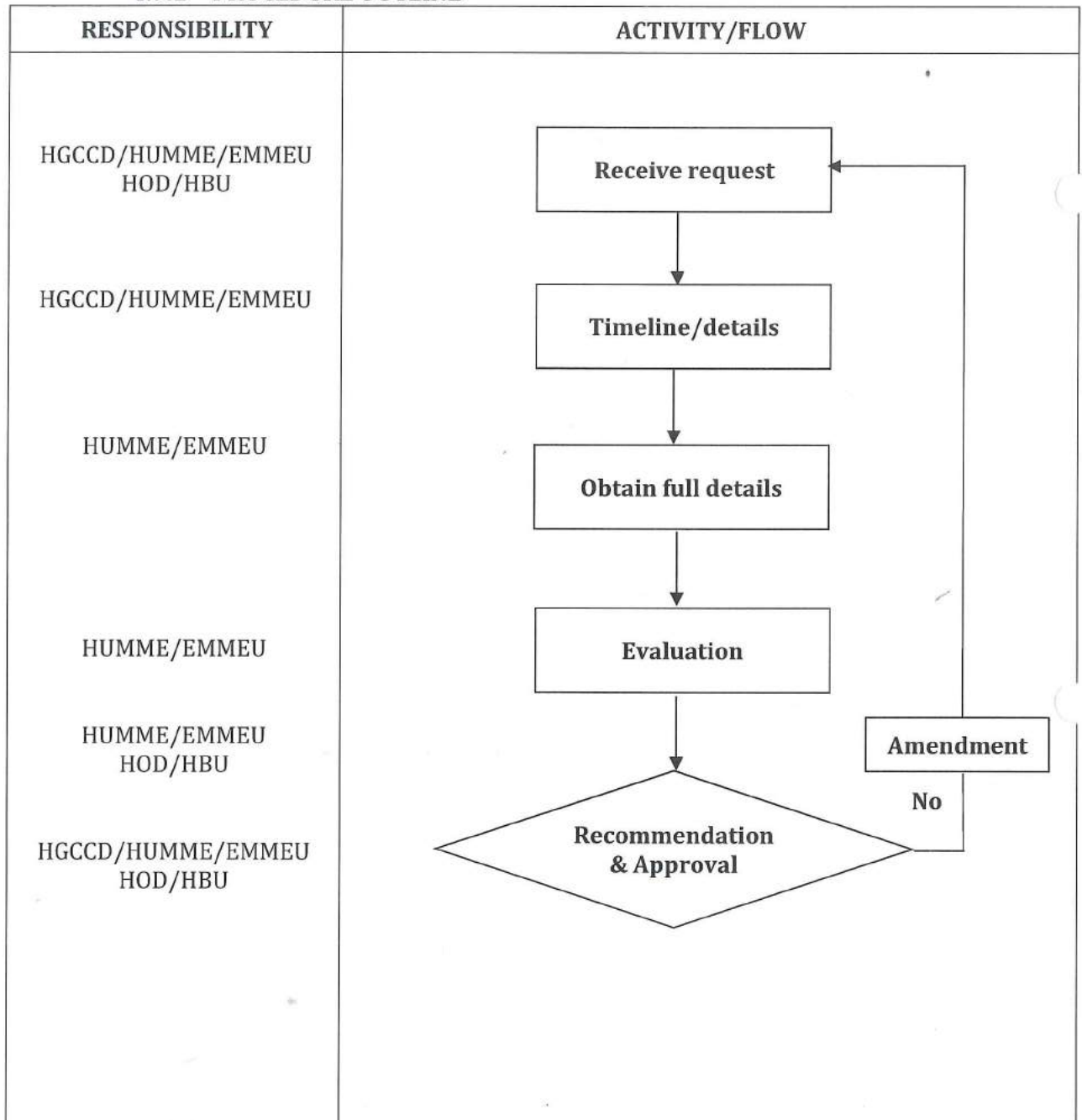
#### 4.8.2 PROCEDURE DETAILS

- i. HGCCD/HUMME/EMMEU receives request from media on event sponsorship.
- ii. Before agreeing to the request, HUMME/ EMMEU is to obtain the full details of the sponsorship from the media.
- iii. Upon obtaining the required details, HUMME/EMMEU is to start the evaluation process based on the sponsorship letter and concurrently carry out background check, including the relevance of the event to the Group, its associate and subsidiary companies.
- iv. Upon confirmation of evaluation result, HUMME/EMMEU is to prepare recommendations and budget in the form of memo/management paper for HGCCD's concurrence.
- v. Once the memo/management paper has been finalized, HUMME/EMMEU is to submit and subsequently obtain the approval from HOD/HBU/COO/CEO/ED.
- vi. In the case where the request is rejected, HUMME/EMMEU is to notify media accordingly.
- vii. Upon approval, HUMME/EMMEU is to confirm participation with the media organization by filling up the required form, emailing and/or making phone calls and subsequently arrange the necessary works for the sponsorship based on the followings:
  - a) Cash : Prepare memo for finance, for cheque issuance together with original copy of management paper/memo. SEE is to keep a copy of the documents for reference and filing purposes.
  - b) In kind: Arrangement on purchases of items based on the approved budget or on the collection of GCCD's existing stocks.
- viii. Upon the agreement of collection or delivery date, EMMEU is to prepare item/cheque acceptance form for record. The form is to be filled up and acknowledged by representatives of the media organization during collection/delivery.

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#### 4.9 REVIEW OF CORPORATE COLLATERALS (To refer to Corporate Identity Manual)

##### 4.9.1 PROCEDURE OUTLINE





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#### 4.9.2 PROCEDURE DETAILS

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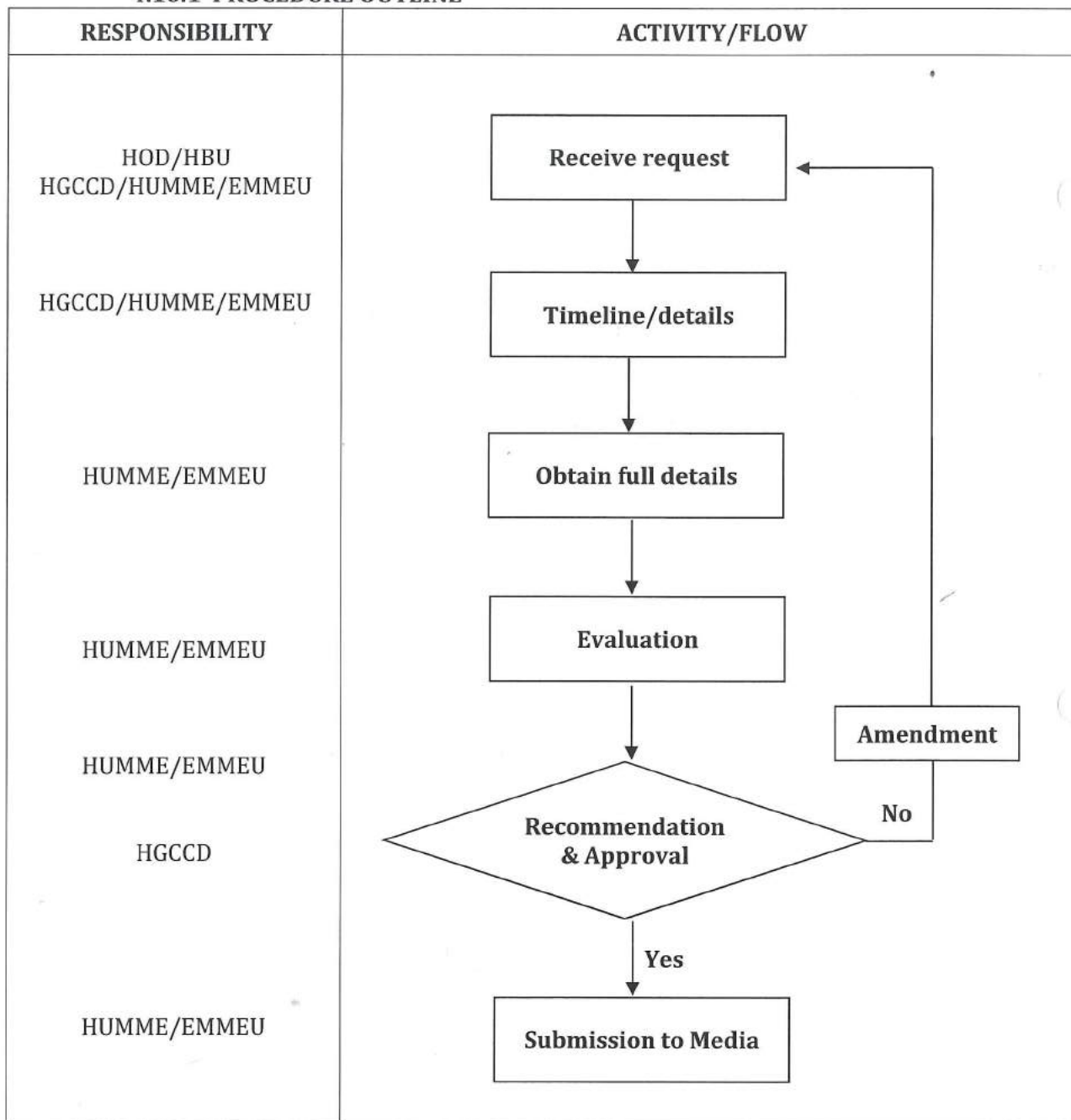
Corporate collateral is a collection of media used to promote the brand and support the sales and marketing of a product or service. It is fundamental to make sure employees who have contact with current and potential customers communicate the company's brand consistently. To review corporate collateral and to ensure that it integrate/synchronise with the Company's Corporate Identity's (CI) Manual, fourteen (14) working days period is needed to complete the process. Below is the summary of the process:


- i. HUMME/EMMEU receives request from HOD/HBU to review the "corporate collaterals" via e-mail and is to notify the respective parties based on the followings:
  - a) For design purposes, the request by HOD/HBU is to be made seven (7) working days prior.
  - b) For review of corporate collaterals, the request is to be made fourteen (14) working days prior.
  - c) For special cases i.e. natural disaster or crisis, the response by GCCD is immediate.
- ii. In order for GCCD to start reviewing the "corporate collaterals", HUMME/EMMEU is to collaborate with the respective parties and obtain further details (where necessary) of the request.
- iii. Upon obtaining full details, HUMME/EMMEU is to come out with recommendations. The recommendations are to be submitted to HGCCD for review and approval. In the case where amendments are needed, the HOD/HBU needs to finalize the changes within three (3) working days and revert to GCCD for HGCCD's final approval.

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#### 4.10 REQUEST FOR ANNOUNCEMENT TO THE MEDIA

##### 4.10.1 PROCEDURE OUTLINE



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#### 4.10.2 PROCEDURE DETAILS

- i. HUMME/EMMEU receives request from HOD/HBU for an announcement of product, development and direction to the media via e-mail. HUMME/EMMEU is to determine the timeline with the respective parties based on the followings:-
  - a) For request of announcement, request is to be made 14 working days prior.
  - b) For request of announcement on special cases i.e. natural disaster and crisis, the announcement is immediate.
- ii. HUMME/EMMEU is to obtain further details (where necessary) of the request from the requestor.
- iii. HUMME/EMMEU is to evaluate the request and submit to HGCCD for approval.
- iv. In cases where amendments are required, HUMME/EMMEU is to make the required amendments and re-submit to HGCCD for review and approval.
- v. The final content is to be shared via e-mail to the media for publication.