GROUP CORPORATE COMMUNICATIONS DEPARTMENT (GCCD)

STANDARD OPERATING PROCEDURES

1.0 INTRODUCTION

This policy & procedures manual aims to establish guidelines for the Group Corporate Communications Department (GCCD) in managing communications, including the release of material information in relations to the MTD Group, its associate and subsidiary companies to the stakeholders.

2.0 RESPONSIBILITY

It is the responsibility of all employees within the Group to comply with this Procedure.

This SOP may change over time, and the Head of GCCD is responsible in updating the changes and the circulation of the said changes to all relevant parties.

3.0 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)	SEEU	-	Stakeholders Engagement & Event
(m)	HUMME	-	Head of Unit, Media Management & Editorial
(n)	HUSEE	-	Head of Unit, Stakeholder Engagement and Events
(o)	Comm Plan	-	Communications Plan

4.0 OBJECTIVE

The objectives are as follow:

1. To define the role of GCCD and relevant parties under the Group in engaging or managing the media and events.

2. To ensure all communications between the Group and the stakeholders are of high standards and are disseminated appropriately.

3. To ensure all of the above are carried out professionally and can further enhance the Group's image and brand identity, leading to a strong presence and reputation in the industry.   .

4. To outline the workflow for all the above.

5.0 TERMS OF REFERENCE

GCCD is essentially in charge of all areas related to:

A. Brand Management
B. Media Management and Editorial
C. Corporate Social Responsibility
D. Event Management
E. Stakeholders Engagement
F. Handling Donation

6.0 DOCUMENT & PROCEDURES

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