

COMMUNICATION POLICY

main provisions

This document outlines the guidelines for effective and professional communication within our organization and with our stakeholders.

May, 2024.

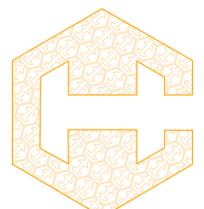
INTRODUCTION



Accurate communication within the team and with external stakeholders, including the general public, is critical to our vision and can shape our reputation and outcomes. Open and transparent communication is the base of a thriving work environment and strong, long-lasting partnerships. It enhances organizational knowledge, fosters team engagement, and cultivates trust and loyalty among our partners.



The aim of the communication policy is to outline the guidelines and expectations regarding internal and external communications of our team to ensure consistency, clarity, and professionalism in all interactions.



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BASIC COMMUNICATION PRINCIPLES



1

OUR VALUES FIRST

We seamlessly implement all our core values into our internal and external communications.

2

INCLUSIVITY

We are respectful in our tone of voice. We value different and challenging opinions as our own and take them into consideration when making decisions.

3

SOLUTION-ORIENTATION

We perform and communicate without creating tension and conflicts. We resolve challenges in a constructive and empathetic manner. We focus on solutions, not omissions.

4

AGILITY

In our agile organization, we acknowledge the importance of streamlined communication for enabling our team to deliver at their highest capacity.

5

MINDFULNESS

We prioritize a mindful communication, ensuring that information shared is relevant and tailored to the specific needs of our audience.



PRINCIPLES' RELEVANCE

Our communication principles, also embedded in our code of conduct, apply to:

- E-mail communications and other internal and external communication platforms and channels
- Group and 1 on 1 meetings
- Advertising and promotion
- Social media
- Conferences, congresses and other professional meetings
- Public speaking engagements



E-MAILS

All written communication must be clear, concise, and to the point. The tone should be professional regardless of the nature of communication.

Responding to emails and meeting requests should be prompt (within 24h), respecting the time and urgency of the matter.

As e-mail should facilitate communication and decision-making, all team members should strive to minimize unnecessary correspondence, prioritizing efficiency and productivity.



MEETINGS

Meetings should be conducted with defined objectives to ensure that time is used efficiently and effectively. Attendance at scheduled meetings, whether virtual or in person, is expected to be punctual. It is encouraged to actively participate and engage in meetings while staying focused on the meeting's purpose. Open dialogue and constructive communication drive innovation and problem-solving.

For virtual meetings, we are fully present at each meeting we choose to attend – we keep our cameras on during the meeting, we do not reply to mails or do operational tasks. When we cannot actively contribute to the meeting, we prioritize and timely decline our presence with a clear reason.

After each meeting, an organizer is accountable for distributing clear and actionable follow-up tasks and decisions to participants and relevant stakeholders via email.



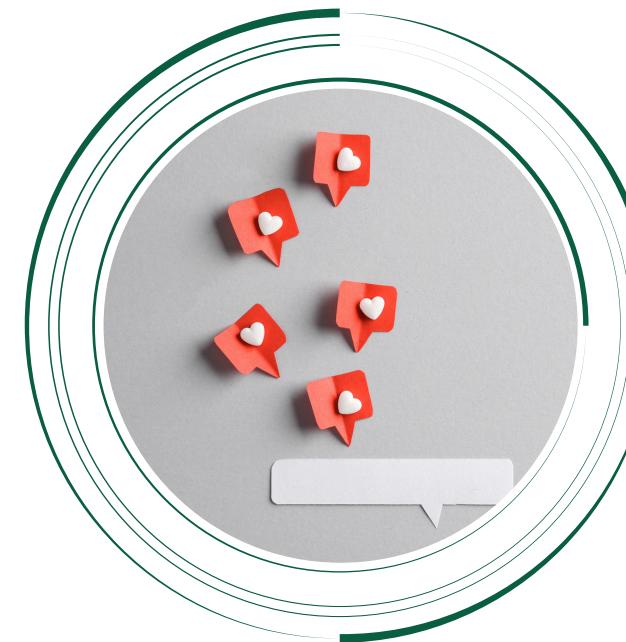
ADVERTISING AND PROMOTION



For all marketing communications, it is imperative to adhere rigorously to the company's brand book and communication guidelines.

These documents serve as the framework for maintaining a consistent and cohesive brand identity across all channels and interactions with external stakeholders.

For all advertising and promotion purposes, we ensure that our services are presented accurately and in a professional tone. Any advertising, claims, and other marketing materials, regardless of the format, undergo rigorous approval processes to maintain compliance and uphold our standards.



SOCIAL MEDIA (1)

Helmchron brand is present across a variety of social media platforms in order to create brand awareness, showcase our brand personality and values, educate the general public on the topics within our scope of business, promote our expertise and services, and engage with our audience. Social media platforms, such as LinkedIn, Twitter, or Instagram, offer opportunities to build dialogs and communities, but also entail risks. In order to minimize these risks, only authorized team members represent company on social media platforms.

We engage in social media and digital communication platforms in a compliant manner for both professional and personal communication needs. We strictly adhere to guidelines and regulations, ensuring that social media is never utilized to improperly promote our services and brand. Our tone of voice remains uniform across all platforms, and our content is aligned with our brand identity and the insights gained from our audience.

For business-related communication, we exclusively employ digital platforms approved by Helmchron leadership.



SOCIAL MEDIA (2)

All social media content is managed by a designated marketing team member and is subject to pre-approval prior to posting. Our social media interactions are monitored daily to promptly address any misinformation, feedback, or reputational risks.

We advocate for the responsible use of digital platforms and new technologies that improve the quality of life and prohibit any instances of abuse, harassment, and other forms of inappropriate conduct. We refrain from engaging in controversial topics on social media to maintain a professional online presence. This includes avoiding discussions related to politics, religion, and social issues.



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CONFERENCES AND CONGRESSES



Participation in professional meetings should be directly related to our field of expertise and industry and should contribute to our strategic goals.

Employees representing our organization at congresses and similar events are expected to accurately and positively portray our brand, services, and values. All interactions and engagements during these events must uphold the highest standards of professionalism, integrity, and ethical conduct, reflecting positively on our organization.

Prior to participation, team members must familiarize themselves with the agenda, and our participation objectives to ensure meaningful contributions and interactions.

Following attendance, team is encouraged to provide insights, feedback, and any relevant information for knowledge sharing and future planning.





SUPPORT

For any questions related to communication policy and principles, please refer to [communication officer](#).



Helmchron reserves the right to update or amend this policy as necessary to reflect changes in laws, regulations, or business practices.

