

CORONATION

Marketing and Communication Policy

Table of Contents

Document History	2
Document Review/ Approval.....	2
1. Policy Background and Context	4
1.1 Overview	4
1.2 Purpose	4
1.3 Scope	4
1.4 Compliance.....	5
2. Roles and Responsibilities	5
2.1 Board of Directors	5
2.2 Marketing & Communications.....	5
2.3 Head, Marketing & Communications	5
3. Minimum requirements	7
3.1 Marketing and Communication budgeting and planning	7
3.2 Multi-business unit and geography Marketing and Communication campaigns	7
3.3 Ethics and conduct	7
3.4 Confidentiality	8
3.5 Joint ventures.....	8
3.6 Regulatory compliance	8
3.7 Procurement of marketing and communication services.....	8
3.9 Corporate Social Relevance (CSR)	9
4. Compliance and Enforcement.....	9
5. Waivers	10
6. Related information	10
7. Frequency of Renewal	10

1. Policy Background and Context

1.1 Overview

In this policy, the Coronation Merchant Bank is called the "Bank". The "Bank" refers to the business units, associated companies, and joint ventures.

The "Bank" recognizes that the Marketing unit helps it to grow by promoting its products and services. Marketing and Communications are powerful tools that change the way that stakeholders such as customers, employees, investors, communities, and governments view the "Bank."

The "Bank" markets and communicates to different stakeholders in several locations, which means it may operate in different legal, regulatory, and cultural environments. This influences the way in which it markets its products and services, although overall the "Bank" aims for elements of consistency across all marketing and communication.

The "Bank" also knows that its marketing and communication activities have a socio-cultural influence on people. It must therefore show the necessary social sensitivity that goes with responsible marketing and communication practices.

1.2 Purpose

The Marketing and Communication Policy is the principal document that defines the framework within which the "Bank" executes marketing and communication functions. The policy is owned by the Head, Marketing & Communications. This policy provides a framework within which to carry out marketing and communication activities.

1.3 Scope

The policy applies to marketing and communication activities carried out by the "Bank" and all Business Units in Coronation Merchant Bank.

1.4 Compliance

- I All Employees must comply with this policy. It may happen that an employee or business unit needs to do something that falls outside this policy or needs exemption from parts of it. The business unit or staff member must send a justification to the Head, Marketing & Communications, and the MD/CEO for approval.
- II A business unit may require additional marketing and communication policies or operating standards for its own needs, which are not covered by this policy. That business unit must get the approval of the Head, Marketing & Communications, and the MD/CEO before finalizing or implementing any additional policy or operating standards, so that best practice can be followed, exceptions documented, and learnings shared with the broader marketing and communication function.
- III Whenever employees or contractors act as agents of the organization or present themselves as acting as agents of the "Bank", they must comply with this policy.
- IV Disciplinary action may be taken against any staff member who does not comply with this policy.

2. Roles and Responsibilities

2.1 Board of Directors

The Board of Directors shall approve this policy and any updates that may be made to it.

2.2 Marketing & Communications

The Marketing & Communications department is responsible for ensuring compliance with the minimum requirements of this policy.

2.3 Head, Marketing & Communications

The Head, Marketing & Communications must:

- Take responsibility for marketing and communication requirements within the "Bank" and represent the marketing and communication function at any relevant senior executive management committees, board/board committees and corporate functions.
- Guide and steer the Marketing & communications team and all marketing and communication activities across the "Bank".

- Oversee training to ensure that marketing and communication know-how is shared throughout the "Bank".
- Ensure that current and relevant marketing and communication policy, strategy, standards and guidelines are in place, enabling the "Bank" to implement marketing and communication activities in all the regions it operates.
- Lead the co-ordination of preferred marketing and communication suppliers across the organization.
- Measure, assess and report to the Executive Management Committee on the performance of the Marketing and Communication function, including business unit Marketing and Communication functions.
- Act as the "Bank's" spokesperson on various issues or recommend suitable experts to do so with the approval of the MD/CEO.
- Assess justifications referred to in 1.4 (i) above and seek approval from the MD/CEO for such requests;
- Decline or recommend for the MDs approval, the use of suppliers who are not on the preferred supplier list for the provision of Marketing and Communication services to the "Bank", provided that the onboarding of such suppliers complies with the "Bank's" procurement and expense management policies.
- Take responsibility for the management of the "Bank's" Marketing and Communication budget;
- Advise business units of any important marketing and communication activities, opportunities or threats that could affect them.

3. Minimum requirements

All members of staff must comply with the minimum requirements below.

3.1 Marketing and Communication budgeting and planning

- The Head, Marketing & Communications must work with all the units in the "Bank" to create a marketing & communications budget for each financial year
- Upon approval of the Marketing & Communications budget, the Head, Marketing & Communications must share the budget with relevant units and will be responsible for implementing the budget.
- The allocation and spending of the marketing and communications budget must be managed by the Head, Marketing & Communications.
- The approval of the Chief Financial Officer and MD/CEO must be obtained to undertake any item not covered in the approved marketing & communications budget

3.2 Multi-business unit and geography Marketing and Communication campaigns

If any function or department wants to develop a marketing and communication campaign that stretches across business units or geographies, it must discuss such plans with and obtain the buy-in of the Head, Marketing & Communications.

3.3 Ethics and conduct

- Ethical marketing and communication practices based on the values of the "Bank" must be implemented. When thinking about the ethics of a marketing and communication activity, the "Bank" must consider the intended as well as the unintended consequences of the activity.
- The "Bank" has a duty of care to ensure that the execution of the marketing and communication activities are mindful of social, economic and political ideologies of its target audience.
- Staff members employed in the Marketing & Communications department must comply with the "Bank's" policies about disclosing conflicting interests. The same applies for gifts or favours received from or given to a supplier, subcontractor or contractor to the "Bank."
- Staff members employed in the Marketing & Communications department may not use their position or employment in the "Bank" to get business or contracts that

would benefit them personally that is, outside of the duties they have as employees of the "Bank."

3.4 Confidentiality

- Staff members must not disclose to competitors, the media or outside parties anything about proprietary marketing and communication approaches (for example, 'Marketing The Coronation Way' or our market segmentation models) or about any Marketing and Communication strategies or plans.
- Staff members must make sure that documents with marketing and communication strategies, plans or proprietary approaches are safeguarded in line with the "Bank's" guidelines on protection of information, including keeping such documents in a safe place.
- The Head, Marketing & Communications must obtain a signed non-disclosure agreement from all marketing and communication suppliers (contractors) used by the "Bank," business units or partner companies.

3.5 Joint ventures

If a business unit plans to go into a joint venture with an outside party, the business unit must discuss the brand implications with the Head, Marketing & Communications before making any contractual commitments to the outside party.

3.6 Regulatory compliance

All Marketing and Communication policies, operating practices (standards), strategies and activities must comply with the law, financial services industry regulations, and marketing and communication industry regulations that govern the country in which they are applied and carried out.

3.7 Procurement of marketing and communication services

- When procuring marketing and communication services from outside the "Bank," the Head, Marketing & Communications must ensure that only creative and media agencies, PR agencies or partner agencies that are approved by the "Bank's" Vendor Management Committee can be used for any M&C activity.
- Any deviation from Point above requires the written approval of the MD/CEO

- The appointment and use of an agency must be coordinated across the "Bank" by the Head, Marketing & Communications to ensure management has control over the "Bank's" reputation and cost-effective marketing programs are followed.
- The Marketing and Communication function controls the selection and de-selection process for any marketing and communication brand, PR, creative, media, digital or social media agency partner with the approval of the MD.
- Where needed, preferred service providers may be sourced and appointed, based on whether they can deliver on the specific business' requirements, by the Head, Marketing & Communications upon approval of the MD/CEO. Their appointment must be in line with the legal and regulatory requirements of the country within which the "Bank" carries out its business, as well as any of the "Bank's" vendor management processes.

3.8 Sponsorships

- Sponsorships form part of the "Bank's" marketing mix as a long-term strategic marketing tool. It enables the "Bank" to build relationships with customers, clients, stakeholders, and staff so that it can reach its business objectives through shared passions.
- The Head, Marketing & Communications oversees the companies' sponsorship strategy

3.9 Corporate Social Relevance (CSR)

Social relevance is a key imperative for the "Bank" and contributes significantly to customer attraction, stakeholder positioning, brand building and establishing the reputation of the organization. CSR should be leveraged in marketing and communication where the opportunity lends itself to driving the outcome of business, reputation, or brand positioning. In all instances, CSR marketing and communication must be in line with the "Bank's" approved CSR policy. The approval of the MD/CEO must be obtained for any deviation outside the approved CSR policy.

4. Compliance and Enforcement

The MD/CEO is ultimately responsible for ensuring compliance with this policy. The policy will be enforced by the Head, Marketing & Communications.

5. Waivers

Any requirement of this Marketing and Communication Policy may be waived conditionally on a case-by-case basis in exceptional circumstances with written approval from the MD/CEO.

6. Related information

Standards and guides that support the Marketing and Communication Policy are:

- Brand Policy
- Corporate Identity and Visual Language guidelines
- Communication Policy.
- Spokesperson and media relations policy
- Digital, direct and social media marketing policy

7. Frequency of Renewal

This policy will be renewed every two years.