

Communications and Media Policy and Guidelines

Overview

Colart is an established and highly respected company. We have a reputation for providing excellent and reliable products and services and we enjoy strong relationships with our customers as their destination for (describe the services Colart provides). While providing this service, the news media is frequently interested in Colart. We have a responsibility to be open and responsive to their information requests because the media are among the many ways our customers and business partners build their individual perceptions of Colart and the work we do in the communities we serve.

Purpose

This policy exists to assure that information disclosed by Colart is timely, accurate, comprehensive, authoritative and relevant to all aspects of Colart. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information. This document outlines key guidelines and principals that will facilitate the attainment of business aims while adhering to the company's core values.

Scope

This media policy applies to all employees of Colart and its subsidiaries and divisions, its contractors, as well as members of its Board. This policy covers all external news media including broadcast, electronic and print and all internal communication tools.

Designation of Company Spokesperson

The Communications Team is designated as Colart principal media contact and company spokesperson. This department has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. The Communications Team will convey the official Colart position on issues of significance or situations that are particularly controversial or sensitive in nature.

Colart Group Communications Activities will:

- Comply with relevant laws and statutes as well as with prevailing communications industry norms and standards
- Seek to forge closer relationships with key stakeholders
- Be characterized by openness and transparency
- Be morally and ethically sound
- Be well-planned, well-organised and well-executed

Amongst the Communications Team Responsibilities

- Increase public awareness and understanding of Colart, the services that we provide our communities and our future prospects for growth.
- Promote a positive public image of Colart and the work we do to the audiences that are important to Colart, which includes existing and prospective customers, employees and vendors as well as government officials, banks, shareholders and our industry peers.

Internal Communications

Purpose

Internal Communications activities aim to build awareness of and consensus around Colart Group's core values, strategies and business objectives. This, in turn, will bolster commitment and loyalty to the brand and its ultimate goals. The activities will also help to facilitate recruitment efforts and ambassadorship among current employees.

Principles

Colart Group employees will receive critical information prior to, or at least simultaneously with, external audiences.

Guidelines for Talking to the Media

A reporter, producer or other news media may contact you for a number of reasons, for example:

- To get information about Colart.
- To get information about a recent unexpected event such as natural disasters, thefts or arrests, accidents or injuries; customer or employee complaints, federal, state or local regulatory actions; etc.
- To get information or comment about an action or event that could impact our industry, new competitive entrants, new product launches, changes in government or Company policies.
- To get general information on a topical story in your community such as changes in local governmental officials or policies, problems or issues specific to the community you serve, etc.

Refer all media calls to The Communications Team.

Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "Colart policy is to refer all media inquiries to The Communications Team. You can reach them at (telephone number)."

Whenever taking a call from the media, the same courtesy and professionalism in which we approach customers should be displayed toward the media.

Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of Colart and that first impression may end up in the story published or the news segment broadcast. In order to promote our customer service image, it is important to respond quickly, courteously and professionally to all media calls.

Please remember to contact The Communications Team if and when you have been approached by the media. Even though you have referred the media, the Communications Team will need your help to prepare a response.

Do not let a reporter compel you to answer questions on the spot.

It is always beneficial to prepare in advance in order to provide accurate and relevant information.

Guidelines for photographs and Films

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside our facilities.

Refer the caller to The Communications Team. No one will be given access to your facility for a photo or filming without approval from The Communications Team, and equally important, The Communications Team will not give approval without talking in advance with the manager of the facility.

This is a joint decision between the facility and The Communications Team. Decisions will be based upon a number of considerations including but not limited to:

- What does Colart have to gain from the photo and filming?
- How much disruption will this cause to operations?
- What is the age and condition of the facility?
- Does the facility look "picture perfect" good?

A reporter or camera crew may show up unannounced at your facility. This is most likely to occur in crisis situations at one of our facilities or within one of the communities we serve. Or, it could occur if the media learned about an event at your facility from an external source who has organized a demonstration or boycott.

Please know that The Communications Team will not send the media to any company operating facility without prior approval by the facility manager. When dealing with reporters and camera crews who may show up unannounced, the facility manager and staff should act with the same courtesy and professionalism as we approach customers. Contact The Communications Team immediately and let them know which news source is there. The Communications Team will contact the camera crew's news room or the print photographer's editor for clarification.

We cannot prevent the filming or photographing of common areas outside of our facilities which we do not operate. Examples would include public parking lots, courtyards and walk ways.

The following guidelines should be used when television camera crews or print photographers show up unannounced at your facility.

- Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their news room and/or editors for clarification.
- The media cannot enter our facility to photograph or film without permission.
- The media cannot block the entrance to our facility or prevent people from entering our facility or conducting business as usual.
- We can inform the media if our customers complain about the inconvenience caused in the parking lot or walkways.

Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

Guidelines for photographs and Films

In circumstances in which you believe you have a positive news story to share with the public, contact The Communications Team. It is the only department authorized to distribute Colart news releases, pitch coverage of particular events or hold news conferences.

- Do not call a reporter directly without first consulting The Communications Team.
- The Communications Team will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.
- Some news items may be more appropriate for internal publicity such as the Colart employee newsletter or other forms of employee communications.

These guidelines apply to our landlords, tenants and third party vendors or contracted services.

Social Media Guidelines

Facebook, YouTube, Wikipedia, Weibo, forums and blogs are just a few examples of social media – online networks which enable social engagement and content sharing. More and more internet websites also offer social features which encourage us to share content. Given the growing importance of such social media, it is crucial that we have guidelines in place at Colart to define suitable online social behaviours both during office hours and otherwise. These guidelines cover any form of content sharing, opinion or point of view online.

Social media has a big impact on Colart and we have launched official Colart social media accounts. Only the Communications Team may represent Colart on any social media channels.

The following guidelines apply to all of us at Colart – both at work and elsewhere:

1. Always respect the confidentiality obligations in your employment contract and all other applicable obligations. Don't disclose any confidential or proprietary information and materials belonging to Colart
2. Use of the Colart visual brand identity such as logos shall be confined to Colart's official social media profiles
3. In a situation where there is a company crisis, accident or incident all staff must avoid generating speculation or rumour on social media
4. Be discreet on social media channels about your job activities and responsibilities at Colart. This is a form of company intelligence and as such is recognised as sensitive information

5. Always be honest online. Don't create or use fake identities - impersonation and deceit is as unacceptable online as it is offline
6. As a Colart employee, you're an ambassador for Colart. Always be aware that your personal social media activity could be interpreted as being representative of Colart e.g. Facebook status updates or LinkedIn group activity, and as such respect Colart values
7. Follow the same standards of behaviour and courtesy online as you would elsewhere

We need to remember that social media is a very open environment; online comments are public and stay online permanently.

If you need any further information on Colart-related topics on social media despite these golden rules, please contact the Communications Team, comms@colart.com

Make sure you contact the right person for assistance. If in doubt the Global Business Transformation Director will determine the right point of contact. Adequate time should be allowed for any contact where action/ response is required.

General Enquiries on Colart Group Issues	
CEO	Dennis Van Schie
Telephone	+44 208 242 3295
Mobile	+44 795 866 3003
Email	d.vanschie@colart.co.uk
Coordination of Group Communications, general enquiries on group issues regarding the implementation of this policy and whom to contact:	
Global Business Transformation and Communication Director	Karin O'Connor
Telephone	+44 208 424 3236
Mobile	+44 758 435 5701
Email	k.oconnor@colart.co.uk
Enquiries concerning economic and financial conditions :	
CFO	Jonathan Spight
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Enquiries concerning Commercial from all external contacts including media :	
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