



BERNAS

**BRAND
COMMUNICATIONS
POLICY &
PROCEDURE**





	Subject: Brand Communications Policy & Procedure	Document Number: CCD/CP/BCPP/001 Effective Date: 13 APRIL 2022
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CORPORATE COMMUNICATIONS DEPARTMENT


BRAND COMMUNICATIONS POLICY & PROCEDURE

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VERSION CONTROL

NO.	VERSION	DATE	DESCRIPTION	PREPARED BY
1	01	13/4/22	Initial Release	Indradevi Gengatharan

Confidentiality

All of the Group's documentation, physical data and correspondence of company-related information must be protected and handled responsibly. Most importantly, all information must be kept confidential, unless and until it is made publicly available. Handling non-public information relating to suppliers, customers, employees, partners, vendors, consultants, and others to be similarly protected, abiding by legal and contractual requirements, including the Group's Personal Data Protection Act (PDPA) and Code of Business Conduct, where applicable.

Should you have further enquiries or concerns pertaining to this policy, please contact the Corporate Communications Department.

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1.0 PURPOSE

This policy provides a framework to ensure the Group's internal and external communications are consistent with its corporate brand identity and values. It also includes guidelines that will assist the Group to maintain a clear, consistent and unique corporate brand identity, enhancing its reputation, and supporting its strategic planning, goals and vision.

2.0 SCOPE

This policy applies to all elected members of the Group's Board, Senior Management Team and employees including full-time, part-time, contractual and interns. It also applies to consultants, vendors, contractors and all types of service providers.


The Group expects all parties mentioned above, whether directly or indirectly involved with its businesses to adhere to this policy. By "brand communications", the Group are referring to a variety of mediums and methods, both online and offline utilized to convey messages about its products and brands. This policy is built around three different elements:

1. Brand and product communications
2. Brand placement in communications
3. Promotional events and activities.

3.0 DEFINITION

- a) **The Group** in this policy refers to Padiberas Nasional Berhad (BERNAS) and Central Sugars Refinery Sdn Bhd (CSR) and the subsidiaries. Under this designation, both companies shall be referred individually, collectively and/or interchangeably, whichever applies.
- b) **Employee(s)** in this policy stands for all elected members of the Group's Board, Senior Management Team and employees including full-time, part-time, contractual and interns.

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4.0 POLICY ELEMENTS

4.1 Brand and Product Communications

- a) Product marketing communications refers to both digital and traditional advertising copies, product packaging, digital promotion copies, and public relations copies.
- b) The Marketing and/or Commercial Division respectively will remain the sole custodian of the entire project and processes. However, as per the Group's Management Delegation of Authority (MDA), all branding activities are to be carried out in consultation with the Corporate Communications Department and the prevailing Corporate Identity Manual.
- c) As and when the representation of the company's product and brand in writing and/or imagery is present, hence the Corporate Communications Department must be consulted for review and comment prior to finalisation or publication. This is to ensure the copies that are being published do not carry misleading, misleading, and/or wrong connotations of the Group's reputation and image.
- d) In the event where a Third Party is appointed to provide brand-related creative or communication services including but not limited to designers, graphic artists, photographers, videographers, and public relations service providers, all drafts of communications shall be reviewed by the Corporate Communications Department. This will allow the Group to mitigate any possible risk that may arise from inaccurate or improper copies.

4.2 Brand Placement for Communication

- a) A brand is a representation, naming and structure of the Group guided by principles and requirements which establish, implement, and protect all elements of the company. In this policy, the Brand will refer to the usage of BERNAS and CSR logos. The Corporate Identification Manual/Brief acts as the internal tool to guide and ensure consistency in how the Group communicates, both visually and with language.

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- b) Brand placement in a copy should always represent the Group unambiguously nor it should be associated with other elements.
- c) The brand should always appear in whole as one complete unit containing all of its elements and should never be altered in any ways or means, nor should it be altered in its official form i.e. colour, fonts, and components placement.
- d) Consent must be obtained from the Corporate Communications Department prior to the application of the Group's brand identities for external communication purposes. This direction applies to all parties including the Group's employees, partners, suppliers, vendors, contractors, consultation agencies and so forth.
- e) Written request for the use of the brand by external parties is compulsory and the final decision on the use of the brand rest with the Group. All agreements and contracts with the external parties must contain a provision that consent must be obtained from the Group.
- f) In applying for the use of the brand, the external party must declare the purpose of use, namely:
 - i. Who: Their relationship with the Group;
 - ii. What: The usage of the brand;
 - iii. How: The proposed brand placement and format to be used;
 - iv. When: The date or period of the use;
- g) All final artwork must be vetted by the Corporate Communications Department of the Group before being used.
- h) Please refer to the Group's Corporate Identification Manual/Brief for the correct use and application of the respective logos.

4.3 Promotional Events & Activities

- a) The Corporate Communications Department must be kept informed of events that may attract media attention. This includes events with the company involvement, members of the media approaching employees for comment, or employees wishing to speak to the media.

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- b) Employees are required to advise the Corporate Communications Department of any expected media visits or upcoming media opportunities as soon as possible and preferably at least **14 working days** before the visit/opportunity.
- c) Employees should also contact the Corporate Communications Department as promptly as possible if they anticipate an issue that may become contentious or of interest to the media.

5.0 CONSEQUENCES OF NON-COMPLIANCE

- a) Any brand communications activities mentioned in this policy that the Group has not approved are considered unauthorised activities.
- b) All inappropriate and unauthorised brand communication activities will be investigated by the Group.
- c) Any employee/individual or group found guilty of committing such violation will be subjected to penalty/termination/disciplinary action.
- d) The Director of Marketing and/or Commercial Division, the Head of Corporate Communications Department, or their authorised representative(s) is responsible for resolving the non-compliance issues. A reasonable timeframe has to be specified for the individual or group to resolve the issues.
- e) If necessary, the unauthorised brand communications activity/material will be cancelled or blocked with immediate effect without prior warning and the individual or group responsible for non-compliance will bear all the expenses incurred.
- f) Within the timeframe given, the individual or group responsible for the non-compliance must resolve the issue and ensure all necessary measures are taken to avoid such infringement from recurring.
- g) If non-compliance is not resolved within a reasonable timeframe, the Group reserves the right to take legal action.

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6.0 MONITORING & COMPLIANCE

The Corporate Communications Department (CCD) is responsible for reviewing, updating and implementing the Brand Communication Policy and Procedure within the Group. Non-compliance with the Policy will be addressed through discussions between the Group Managing Director/Chief Executive Officer, Head of Corporate Communications Department, Director of Marketing/Commercial Division and Senior Management Committee, where applicable.