



Power Assets Holdings Ltd.
電能實業有限公司

Media, Public Engagement and Donation Policy

February 2021



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1. Purpose and Scope

- 1.1 Power Assets Holdings Limited (“PAH”) places high value on its reputation in the countries and communities where it operates. We strive to ensure we have the best image and profile in our key markets and that we communicate effectively our corporate messages to key stakeholders.
- 1.2 To ensure the market receives timely and accurate information about PAH and its subsidiaries (the “Group”), we strive to provide clear, consistent and congruent messages about our businesses through the media in a speedy, professional and well-coordinated manner. We also encourage our associates and joint ventures to follow the guidance in this Policy to develop their own approaches and practices that are most appropriate to their operations.
- 1.3 This Policy also establishes a framework for handling incoming requests for corporate donation and sponsorship activities.
- 1.4 This Policy applies to all employees across the Group. If any employee has questions regarding the contents of this Policy, he/she should contact the head in charge of the Group’s public affairs functions (the “Head of PA”) for assistance.

2. Media

- 2.1 To keep its stakeholders informed of the Group’s latest developments in its operations and performance, the Group will publish press releases on its corporate website and through various communication channels for efficient and effective communication to the media and the general public.
- 2.2 A media protocol has been established within the Group. Only PAH Chairman, Chief Executive Officer and other Executive Directors and their designated executives, as well as the Head of PA may act as spokespersons. No one can speak to the media on behalf of the company unless authorised.
- 2.3 Any employees approached by the media for enquiries or responses should refer such to the Head of PA. Please do not speak to the media unless authorised.
- 2.4 If the media turn up at our offices or sites without prior notification, please inform the Head of PA. Employees should treat the media with courtesy but should not attempt to entertain their requests prior to receiving instruction from the Head of PA.

3. Engagement with the Public

- 3.1 Employees should obtain approval from their respective department head and notify the Head of PA if deemed necessary prior to accepting any public speaking opportunity as a Group representative.



- 3.2 Employees approached by any public bodies or external parties for assistance in your capacity as a Group employee should obtain prior approval from their respective department head and notify the Head of PA if deemed necessary.
- 3.3 Employees must not post materials on personal web pages or social media pages that may compromise the Group's image or competitive edge. The general rules relating to confidentiality as set out in PAH's Code of Conduct are applicable to these situations.

4. Donation and Sponsorship

- 4.1 The Group recognises the diversity of people, culture and social needs. It seeks to make contributions to programmes that have a positive impact on community development and reflect Group values and sustainability objectives with a profound respect of all cultures and the unique social needs of different communities.
- 4.2 The Group supports strategic charitable contributions and encourages and supports programmes to facilitate employee giving. In addition, charitable contributions are to be executed within a controlled framework that ensures fairness in the consideration of prospective beneficiaries and complies with all applicable laws.
- 4.3 All requests for donation, sponsorship and charitable advertising should first be screened by the operating head of the receiving business units. Should a business unit receive or identify appropriate projects it would like to donate to or sponsor, the operating head of the business unit should submit such request for approval in accordance with the protocol established by the Group before committing. Upon approval, the Head of PA will handle and follow up with such requests as necessary.
- 4.4 It is the Group's general policy not to make any form of donation to political associations or individual politicians. If any requests are made for political contributions by the Group, such request should be submitted, via the Head of PA, to the Chief Executive Officer or other Executive Officers for approval. However, the Group does not restrict its employees from making donations to political associations or individual politicians in their personal capacity, but they must indicate clearly that such donations are personal.

5. Usage of Company Logo

- 5.1 The Group has in place strict Corporate Identity Guidelines as to the usage of the brands and logos of Group companies. In order to maintain brand consistency, please check with the Head of PA for the guidelines as and when necessary.



6. Company Website(s)

- 6.1 The Group should ensure that all information on the PAH website is accurate and up to date.
- 6.2 Stakeholders, including the media, analysts, customers and other third-party person(s), will refer to information on the PAH website as the basis of their reports and decision making. There may be potential liabilities for disseminating inaccurate or defunct material as well as for damaging the image and integrity of the Group.
- 6.3 Each responsible unit of the Group must ensure the content and delivery of the information on the PAH website comply with applicable laws. Examples of such laws include those relating to collection and use of personal data, privacy, copyright, as well as the Trade Descriptions Ordinance. In case of doubt, the Group Legal and Company Secretarial Department should be consulted for advice.
- 6.4 The Head of IT services is responsible for ensuring that the domain registrations are renewed and maintained as appropriate.

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