



الشركة السعودية للخدمات الأرضية  
Saudi Ground Services Company

واجهة وطن  
FACE OF A NATION

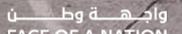
## Public Relations & Corporate Communication Department Manual

Public Relations & Corporate Communication  
Department

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## Company Authority

This manual is issued under the authority of the Vice president of corporate affairs of Saudi Ground Services Company (SGS), who has authorized its use.

Any questions, suggestions and comments regarding this manual must be directed to Public Relations & Corporate Communication Manager.

## Document Date

### Document Control & Ownership

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### 1. Introduction

Effective communication is the cornerstone of any successful organization. At Saudi Ground Services (SGS), the way we convey information both internally and externally plays a pivotal role in shaping our image and reputation among shareholders, employees, customers, suppliers, government entities, and the general public. Every message we share, whether within our organization or in the public domain, influences how our stakeholders perceive us. This perception, in turn, affects our ability to build trust, maintain respect, and ultimately, secure our market position.

Public Relations & Corporate Communication Manual is a crucial tool for managing SGS's communication with stakeholders, helping to build and maintain strong relationships with customers, employees, investors, and other key stakeholders. By establishing clear guidelines and procedures for communication, SGS can ensure that its messaging is consistent, effective, and aligned with its overall strategy and values.

As such, communication must be a fundamental pillar of SGS's business strategy. Properly managed communications are essential for sustaining public confidence and gaining market share. Our reputation among key stakeholders is crucial to our business success, and maintaining the integrity of this reputation requires that all information disseminated by SGS is accurate, clear, and consistent.

In an era where information spreads rapidly and globally, the role of the Public Relations & Corporate Communication Department is more critical than ever. It ensures that all forms of communication—whether written, visual, or verbal—are coordinated and aligned with the company's vision and overall strategy. SGS recognizes that its reputation and image are vital assets, forming the backbone of its brand equity and value.

The Corporate Public Relations & Corporate Communication Manual is designed to provide a structured and effective framework for the Public Relations & Corporate Communication Department. It aims to facilitate the seamless exchange of information between SGS and its stakeholders, ensuring that

communication serve the overall benefit of the organization. Through this Manual, SGS commits to upholding the highest standards of communication to enhance our reputation and support our strategic objectives.

## 2. Manual Framework

### 2.1. Overview

**2.1.1.** This Manual provides essential guidelines and instructions for the Public Relations & Corporate Communication Department (PUBLIC RELATIONS & CORPORATE COMMUNICATION) staff to ensure consistent and compliant execution of their activities. Adhering to a structured and well-defined governance framework enhances oversight and coordination, leading to optimal decision-making processes that align with the strategic objectives of Saudi Ground Services (SGS) and enforce adequate controls to minimize errors.

### 2.2. Document Guidelines

**2.2.1. Applicability:** This Manual provides essential guidelines and instructions for the Public Relations & Corporate Communication Department (PUBLIC RELATIONS & CORPORATE COMMUNICATION) staff to ensure consistent and compliant execution of their activities. Adhering to a structured and well-defined governance framework enhances oversight and coordination, leading to optimal decision-making processes that align with the strategic objectives of Saudi Ground Services (SGS) and enforce adequate controls to minimize errors.

**2.2.2. Interpretation:** All inquiries regarding the interpretation and understanding of this Manual should be directed to the PUBLIC RELATIONS & CORPORATE COMMUNICATION Manager via email.

**2.2.3. Compliance:** Any deviation from this Manual will be regarded as non-compliance and must be reported to the relevant stakeholders for corrective action.

**2.2.4. Reference:** This manual is consistent with SGS's Policies and Procedures Guidelines and any relevant announcements and decisions from the Vice President.

**2.2.5. Amendments:** Amendments to this Manual will be issued by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department as needed. All amendments will be formally communicated to users and relevant

**2.2.6.** stakeholders via email.

**2.2.7. Review & Update:** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Manual shall be reviewed and updated annually or as necessary, as determined by the Head of PUBLIC RELATIONS & CORPORATE COMMUNICATION. On an annual basis or ad-hoc basis if required, the PUBLIC RELATIONS & CORPORATE COMMUNICATION team will review the manual to ensure that it is in compliance and up to date with consideration of the following:

2.2.7.1. Changes in regulations affecting Public Relations & Corporate Communication processes.

2.2.7.2. Requests for updates from end users.

2.2.7.3. Changes in the operating model of SGS.

### 2.3. Control Aspects

#### 2.3.1. Operational Risks

2.3.1.1. Identifying, assessing, and monitoring risks related to compliance with laws and regulations, as well as policies, procedures, and operational risks, is an essential part of any department/function, including ongoing self-assessments. Operational Risk management assists in the analysis and prioritization of risk areas; typically, the highest risk areas are assigned resources for thorough review.

#### 2.3.2.2.1 Compliance and Audit Monitoring

2.3.2.1. If any audit or compliance review reveals observations, potential violations, or areas for improvement, the responsible area in Compliance and Audit will take appropriate action following the escalation and reporting processes. Addressing such observations is the responsibility of the relevant area, which is expected to develop a corrective action plan in coordination with Compliance and Audit and modify policies or take other necessary actions. Compliance and Audit may, without limitation, conduct investigations, recommend enforcement and discipline if warranted, and, to the extent feasible, report to other government agencies if required.

### 2.3.3.3. Archiving

All original Manual documents are maintained by the Internal Governance (Policies and Procedures Department), and electronic copies are stored in shared folders under the administration folder for a period of 3 years after the last update. Manual owners are responsible for ensuring that documents are appropriately labeled in accordance with information classification standards and treated with the required level of confidentiality and security. Documents should be systematically organized, with clear indexing and labeling, to facilitate easy retrieval when needed. For general documentation, the PUBLIC RELATIONS & CORPORATE COMMUNICATION team will archive electronic copies for up to 3 years. However, considering the critical role of PUBLIC RELATIONS & CORPORATE COMMUNICATION in hosting ceremonies, events, and announcing milestones on behalf of the company, the VP of Corporate Affairs will determine which documents, photos, and announcements for major achievements will be stored electronically on a permanent basis. Such records may include, but are not limited to, modifications to the company's logo, photos of historical milestone events, photos of historical committees and senior management, and critical milestone announcements. The PUBLIC RELATIONS & CORPORATE COMMUNICATION team will ensure that all archiving methods—both electronic and physical—are reviewed and verified with the concerned departments once fully established, maintaining alignment with confidentiality and security standards. Documents should be systematically organized, with clear indexing and labeling, to facilitate their easy retrieval when needed. The PUBLIC RELATIONS & CORPORATE COMMUNICATION team will send an email to the department concerned to review and verify the electronic and physical archiving methods once they are fully established.

[Public relations- Photos- All Documents](#)

### 3. Purpose of Manual

- 3.1. To establish a comprehensive framework for how Saudi Ground Services (SGS) communicates with its stakeholders, including customers, employees, investors, media, and the public. This framework ensures that all communications are strategic, effective, and contribute to the overall success of the organization.
- 3.2. To define SGS's approach to communication, detailing key elements such as messaging, tone of voice, and communication channels. This Manual also provides explicit guidance on managing various communication scenarios, including crises, financial crises, business disruptions, negative publicity, and stakeholder complaints, ensuring a professional and cohesive response.
- 3.3. To ensure that all communication efforts are aligned with SGS's overarching strategy and core values. By adhering to these guidelines, SGS aims to build and maintain a positive reputation, fostering trust and confidence among its stakeholders.
- 3.4. To guarantee consistency in communication across all channels and departments within SGS. This uniformity strengthens the corporate image and ensures that all messaging reflects SGS's strategic goals and values, enhancing the credibility and reliability of our Public Relations & Corporate Communication activities.

### 4. Abbreviations & Definitions:

Name	Summary Modified
SGS	Saudi Ground Services
CEO	Chief Executive Officer
VP	Vice President
Public Relations & Corporate Communication (PUBLIC RELATIONS & CORPORATE COMMUNICATION)	Strategic communication to manage and enhance an organization's public image through media relations, community engagement, and crisis management.
Newsletters	Regular updates sent via email or print to keep subscribers informed and engaged with a company or industry.
Corporate Communication (CC)	manage internal and external messaging to ensure a consistent and cohesive image of the organization, covering areas like internal communications, stakeholder engagement, and reputation management.
Brand	The identity of a company or product, reflected in its name, logo, and messaging, shaping consumer perceptions and loyalty.
Corporate Social Responsibility (CSR)	Corporate Social Responsibility (CSR) refers to a company's efforts to positively impact society and the environment through ethical practices, sustainable initiatives, and community engagement.
Stakeholders	People with a direct interest or indirect interest in SGS
RFP	Request for Proposal
HR	Human Resources
IT	Information Technology
JD	Job Description
KPI	Key Performance Indicator
AV	Audio-Visual



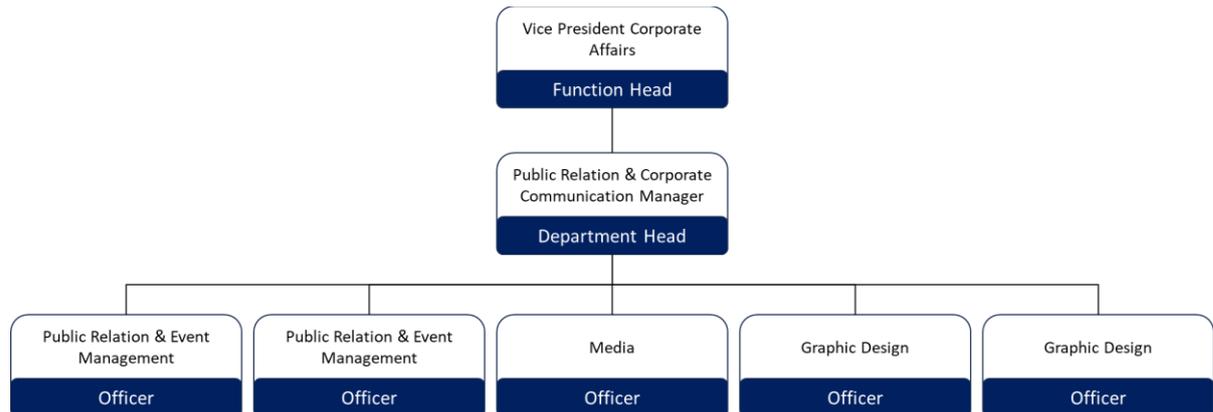
## Public Relations & Corporate Communication

### Manual

#### 5. Scope

- 5.1. The Manual is applicable to all entities, departments and individuals involved in communication with stakeholders, including employees, managers, and executives.
- 5.2. This Manual applies to all Public Relations and Corporate Communication activities that are defined and described in this manual or the relevant procedures.

## 6. ORGANIZATION



## 7. Roles & Responsibilities

Shown in the organization chart are the various operational job titles with the respective ranking order. Mentioned below are the key roles and responsibilities of the job titles.

Detailed job description of each job title is available in the SGS Job Description (JD) Manual.

### 7.1. Public Relation & Corporate Communication Manager

Strategic

**7.1.1.** Contribute to the formulation of SGS's Corporate Affairs Department strategy.

**7.1.2.** Ensure alignment of department efforts in implementing SGS's Corporate Affairs Department strategy.

**7.1.3.** Propose recommendations to improve policies and procedures for the department and oversee the implementation to ensure compliance with SGS policies and procedures.

**7.1.4.** Monitor the performance of department efforts against KPIs and objectives on a regular basis. Recommend improvements and efficiencies in line with SGS's corporate priorities.

**7.1.5.** Support in the development of the annual budget with the finance function and control of the cost.

### Operational

- 7.1.6. Develop timely and periodic reports on Public Relations & Corporate Communication short-term objectives and strategies for senior management.
- 7.1.7. Develop and maintain strong relationships with media channels from national and international journalists.
- 7.1.8. Support in the publishing of the CEO's news and communications and ensure the proper training of spokespersons to deliver the right messages to media channels.
- 7.1.9. Plans, prepares, and distributes original promotional content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the organization.
- 7.1.10. Ensures that all materials present a clear, unified, and positive image for the organization and/or brand.
- 7.1.11. Promotes and attends special events and functions; promotes and reports on corporate milestones and activities such as company goals and projects; new products or services; community service activities; and new hires, promotions, and retirements.
- 7.1.12. Develop and implement targeting PUBLIC RELATIONS & CORPORATE COMMUNICATION relevant online and offline media to establish and maintain a positive organization image and identity and promote the organization's initiatives.
- 7.1.13. Oversee the research and write press releases, picture stories, features, letters, and other editorial material for external publication.
- 7.1.14. Proactively generate creative ideas and implement best practices to communicate with internal and external stakeholders and deliver the information effectively and efficiently.
- 7.1.15. Contribute to the development of clear policies and procedures and oversee the implementation for dealing with media inquiries and public relations issues in general so that all managers and staff are aware of the correct approach to take and support them when necessary.
- 7.1.16. Collaborate with customers, suppliers, procurement, HR, and other departments as appropriate to implement and manage social, ethical or environmental activities in the supply chain. Including, but not limited to engaging in their responsible sourcing programs, working with procurement and suppliers to effectively audit and maintain social/ethical performance.
- 7.1.17. Collaborate with communications teams to promote CSR and sustainability initiatives to stakeholders, including potential and current team members, clients and the community-at-large through various channels, including social media.

**7.1.18.** Support the Marketing team to manage communications on SGS's social media platforms.

**7.1.19.** Support in providing protocol guidance to internal and external stakeholders as and when needed.

**7.1.20.** Support SGS leadership and business continuity teams during planned and unplanned events / crises, to manage their impact on SGS's reputation and brand.

### People Management

**7.1.21.** Provide professional development support/coaching and perform periodic performance reviews for direct subordinates based on SGS's Performance Management System.

**7.1.22.** Develop and implement workforce plans and succession plans for key positions in HR.

**7.1.23.** Recommend training needs for subordinates and evaluate the outcomes of training courses.

**7.1.24.** Collaborate with the Human Resources Function for recruitment of talent within the Corporate and Growth Strategy Department.

## 7.2. Media Officer

**7.2.1.** Working closely with Marketing: Reviewing external communications across all divisions within the business.

**7.2.2.** Conduct regular meetings: With division and department leaders to assess specific needs, support required, and ideas for content creation such as press releases, whitepapers, case studies, newsletters, and other web content.

**7.2.3.** Assist in creating an external/internal communications plan: To align communications based on corporate business objectives.

**7.2.4.** Produce customized PR & CSR templates: To be used across divisions.

**7.2.5.** Draft content: To be shared with domain experts for their review and inputs.

**7.2.6.** Independently research subject matter: To link global developments and policies to the practical work that SGS does for its clients.

**7.2.7.** Ensure copy tone and styles: Are consistent with brand guidelines and the Vision, Mission, and Values of SGS.

**7.2.8.** Job Description

- 7.2.9.** Edit content: For grammar, accuracy, clarity, readability, consistency, and coherence.
- 7.2.10.** Work on special projects, initiatives, promotions, and other programs: As needed at the direction of the PR & CSR Manager.
- 7.2.11.** Produce original, clear, and credible ideas/messages/scripts: And present these to clients and colleagues.
- 7.2.12.** Work across a range of media and formats: Interpreting account briefs to compose advertorial content such as slogans, catchphrases, tweets, and scripts.
- 7.2.13.** Write and edit copy: In short-form and longer-form internal PR & CSR collateral across a wide range of materials and platforms, including digital, print, and video.
- 7.2.14.** Interact with a variety of internal clients: Forming successful partnerships across multiple areas of the company, including design to ensure capturing of ideas and directions to be reflected in the content creation process.

### 7.3. Graphic Design Officer

- 7.3.1.** Create highly engaging complex animations for a diverse array of media, including smartphones, tablets, and the web.
- 7.3.2.** Select appropriate audio, graphics, and animation styles for the project.
- 7.3.3.** Encode, convert, edit videos and add effects/elements to enhance motion graphics.
- 7.3.4.** Keep abreast of advancements in animation as well as new technologies and techniques, contemporary trends.
- 7.3.5.** Conceptualize and create all the collateral material of the organization (including brochures, fliers, mailers, newsletter template, promotional materials, etc.).
- 7.3.6.** Document best practices and update branding guidelines as needed.
- 7.3.7.** Assist in protecting the integrity of SGS brand and all uses and communicate branding guidelines across the organization.
- 7.3.8.** Assist in the establishment and maintenance of resident company branding and marketing initiatives.
- 7.3.9.** Create effective and efficient show-marketing graphic designs and participate in communications with clients and liaisons, as needed.

**7.3.10.** Work on special projects, initiatives, promotions, and other programs as needed in the direction of the PR & CSR Manager.

### 7.4. Public Relation & Event Management Officer

**7.4.1.** Create and/or refresh relevant, timely messages to differentiate SGS events and help shape all communications, ensuring consistent brand experience.

**7.4.2.** Working with the Communications and Marketing team, leading the execution of events from concept to implementation.

**7.4.3.** Create and manage project timelines; ensure deliverables and milestones are met and act as the primary point of contact for these events.

**7.4.4.** Develop and manage the annual event budget.

**7.4.5.** Schedule meetings, assign actions, summarize status, and create presentations outlining progress for all projects.

**7.4.6.** Manage RFPs; negotiate vendor contracts, venue selection, event theme development, cost negotiations, and related travel arrangements.

**7.4.7.** Build, maintain and communicate master event calendar.

**7.4.8.** Provide guidance and training to staff in advance of the event.

**7.4.9.** Execute debrief following every event to collect feedback, ideas for improvement, and goals for future events.

**7.4.10.** Collaborate with the extended SGS team to create pre- and post-event communications that build awareness and engage stakeholders, utilizing PUBLIC RELATIONS & CORPORATE COMMUNICATION tools, the company website, and media outreach.

**7.4.11.** Collaborate with extended SGS team to analyze and report on event metrics, including new lead generation and customer engagement.

**7.4.12.** Collaborate with corporate partners to execute joint events, seminars, sponsorships, and other co-marketing programs.

**7.4.13.** Consistently drive process improvement, streamlining and optimizing the event planning and evaluation process.

**7.4.14.**

### 8. PUBLIC RELATIONS & CORPORATE COMMUNICATION Standards Policy

#### 8.1. Mission and values:

**8.1.1.**SGS's public relations & Corporate Communication Manual shall be consistent with the company's mission and values. This means the Manual must reflect the organization's goals, priorities, and beliefs. It should also align with SGS's culture, brand identity, and reputation.

**8.1.2.**All public relations & Corporate Communication activities and efforts must comply with legal and ethical standards. This includes avoiding misleading or deceptive communication, respecting the privacy and confidentiality of stakeholders, and adhering to relevant regulations and laws.

**8.1.3.**Public relations & Corporate Communication efforts should be sensitive to cultural differences and preferences. This includes understanding the communication norms and practices of different cultures and adapting the company's communication accordingly.

**8.1.4.**Public relations & Corporate Communication activities and efforts must align with SGS's brand identity. This includes ensuring that SGS's visual identity, messaging, and tone of voice are consistent across all communication channels.

**8.1.5.**The public relations & Corporate Communication Manual encourages collaboration with all other departments, this collaboration helps ensure that communication efforts are aligned with the organization's overall strategy and goals.

**8.1.6.**Public relations & Corporate Communication activities and efforts shall emphasize managing SGS's reputation. This includes monitoring and responding to online reviews and feedback, as well as developing strategies to address negative publicity.

**8.1.7.**The public relations & Corporate Communication Manual underscores the importance of transparency and honesty in communication with stakeholders. This includes being truthful and transparent in all communications, even when the news is negative.

**8.1.8.**Public relations & Corporate Communication activities and efforts must address data privacy and security considerations. This includes securely storing and managing stakeholder data and complying with relevant data privacy regulations.

**8.1.9.**Public relations & Corporate Communication activities should include training and development programs for employees involved in public relations & Corporate

Communication, in coordination with the HR Department. This includes media training, crisis communication training, and other relevant skills.

### 8.2. Stakeholder analysis:

**8.2.1.** To develop an effective public relations & Corporate Communication strategy and activities, SGS shall understand its stakeholders. This includes customers, employees, suppliers, partners, regulators, and the media. SGS shall identify each stakeholder group's needs, interests, and concerns, and tailor the communication activities accordingly.

**8.2.2.** Public relations & Corporate Communication efforts should address how to ensure that communication is accessible to all stakeholders. This includes using accessible formats and technologies, as well as complying with relevant accessibility regulations.

**8.2.3.** It is SGS's public relations & Corporate Communication Manual to specify how to segment stakeholders based on their needs and interests. This includes developing targeted communication strategies for different stakeholder groups.

### 8.3. Photo-shooting/video shooting of occasions (events)

**8.3.1.** Departments or units wishing to arrange photo-shooting or video shooting services for events must submit a formal request to the PR Department at least two weeks prior to the event date.

**8.3.2.** The request must include event details such as date, time, location, and the type of coverage required (photography, video, or both).

**8.3.3.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION department will coordinate with the PR agency to arrange for photographers to cover SGS events at the specified time and location.

**8.3.4.** All photos and videos must be of high quality and reflect the professional image of SGS.

**8.3.5.** Photographers must adhere to SGS's specified standards and guidelines to ensure consistency in coverage.

**8.3.6.** All photos and videos taken are the property of SGS.

**8.3.7.** All materials must be archived electronically by the PUBLIC RELATIONS & CORPORATE COMMUNICATION department for future use. These materials should be retained for 5

years, after which they will be reviewed for relevance and either securely deleted or retained based on the organization's archival policy.

**8.3.8.** Photos and videos can be used for promotional, marketing, and educational purposes related to SGS events.

**8.3.9.** Prior approval from senior management is required before publishing any materials on public platforms or media.

**8.3.10.** The privacy rights of individuals participating in the events must be respected, and no photos or videos should be published without proper consent.

#### 8.4. Spokesperson

**8.4.1.** The official spokespersons of SGS are the Chairman of the Board, the Chief Executive Officer, and VP.

**8.4.2.** VP can speak for SGS with the full consent of their respective Sector Heads.

**8.4.3.** Function Heads and Business Unit/Department Heads of support divisions or non-core/independent functions (e.g., Risk, CFO, HR, IT) that report directly to the VPs can officially represent their areas with the appropriate approval.

**8.4.4.** They must speak within the parameters of their field of expertise and cannot comment on other areas unless given approval in advance.

**8.4.5.** Approval must be obtained from the relevant Sector Head or Chief Executive Officer before any public statements are made.

**8.4.6.** For Internal Audit Director, approval must be obtained from the Audit Committee before any public statements are made.

**8.4.7.** Spokespersons must limit their comments to their specific areas of expertise.

**8.4.8.** Under no circumstances should they comment on areas outside their expertise without prior approval.

**8.4.9.** All spokespersons must ensure that their statements are consistent with SGS's overall messaging and corporate strategy.

**8.4.10.** All designated spokespersons must undergo regular media training to ensure they are well-prepared to represent SGS effectively.

**8.4.11.** In the event of a crisis, the Vice President Corporate Affairs are the primary spokespersons.

**8.4.12.** Other designated spokespersons may be called upon to speak, depending on the nature of the crisis and their area of expertise. However, they must obtain explicit approval from relevant executive management, except for the CEO who has standing authority to represent SGS in their respective domains.

**8.4.13.** Any spokesperson who violates these policies or speaks without the necessary approval may be subject to disciplinary actions, including revocation of spokesperson privileges.

### 8.5. SGS Events and the Corporate Calendar

**8.5.1.** Any employee who receives an invitation to represent SGS at an event or a request for financial support/sponsorship must immediately forward the invitation to the Public Relations & Corporate Communication Department.

**8.5.2.** Based on the event's requirements, the PUBLIC RELATIONS & CORPORATE COMMUNICATION team will liaise with the parties concerned for their input and involvement.

**8.5.3.** The Manager of PUBLIC RELATIONS & CORPORATE COMMUNICATION is in charge of the final quality of the major events that the department participates in, even if an external agency and/or other departments of SGS are involved.

**8.5.4.** Along with the forwarded invitation, employees should include any recommendations or comments they may have regarding the event or sponsorship opportunity.

**8.5.5.** The Public Relations & Corporate Communication Department will review all invitations and sponsorship requests to evaluate their alignment with SGS's strategic objectives and brand values.

**8.5.6.** The department will coordinate with relevant stakeholders to assess the potential benefits and risks associated with the event or sponsorship.

**8.5.7.** Final approval for participation in events or providing sponsorship will be granted by senior management based on the recommendations from the Public Relations & Corporate Communication Department.

- 8.5.8.** Only designated spokespersons and approved representatives are authorized to represent SGS at external events.
- 8.5.9.** Representatives must adhere to SGS's code of conduct and ensure they communicate consistent and accurate messages aligned with SGS's corporate strategy.
- 8.5.10.** The Public Relations & Corporate Communication Department will maintain a corporate calendar that includes all approved events and sponsorship activities.
- 8.5.11.** The corporate calendar will be regularly updated and shared with relevant departments to ensure coordination and avoid scheduling conflicts.
- 8.5.12.** After attending an event or completing a sponsorship activity, representatives must provide a detailed report to the Public Relations & Corporate Communication Department, including outcomes, insights, and any follow-up actions required.
- 8.5.13.** All events and sponsorship-related documentation must be archived by the Public Relations Department for future reference and analysis.
- 8.5.14.** The Public Relations & Corporate Communication Department will periodically review and update the event policies to incorporate best practices and lessons learned.
- 8.5.15.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Team monitors the event budget and timelines and ensures successful execution within the budget and deadlines. Any variation to the budget will need to be reviewed by the PUBLIC RELATIONS & CORPORATE COMMUNICATION team and approved by the Head of PUBLIC RELATIONS & CORPORATE COMMUNICATION or the end-user as relevant.
- 8.5.16.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Team will take appropriate measures to evaluate the event's progress and highlight any potential corrective actions when needed, in consultation with the Head of PUBLIC RELATIONS & CORPORATE COMMUNICATION or the end-user.
- 8.5.17.** All event activities must comply with SGS's confidentiality policies and any applicable legal and regulatory requirements.
- 8.5.18.** Employees must ensure that any information shared at events or through does not compromise SGS's competitive position or disclose sensitive information.

### 8.6. Crisis Communication

- 8.6.1.** No internal or external statement, verbal or written, shall be made on behalf of SGS without the prior approval of the Public Relations & Corporate Communication Department.
- 8.6.2.** SGS will respond only to fact-based situations, not rumors. Responses will be made only if necessary or if there is a factual error in published coverage that requires correction.
- 8.6.3.** Internal and external messaging shall be aligned under all circumstances to ensure consistency and accuracy (where applicable).
- 8.6.4.** Verbal statements shall be provided using an approved script or bullet points agreed upon with the Public Relations & Corporate Communication Department when deemed necessary.
- 8.6.5.** The Public Relations & Corporate Communication Department shall monitor media coverage continuously to identify any potential crises or inaccuracies that need addressing.
- 8.6.6.** Public relations & corporate communication Manger shall be responsible for developing, maintaining, and executing the crisis communication plan. This includes outlining clear procedures for assessing the situation, coordinating with relevant stakeholders, drafting key messages, and ensuring swift and effective responses through appropriate communication channels. The plan should be regularly reviewed and updated to address new potential risks and scenarios.
- 8.6.7.** Public relations & Corporate Communication efforts should include escalation procedures for crisis communication. This involves specifying when and how to escalate communication to higher levels of management or to external agencies.
- 8.6.8.** All information related to the crisis shall be handled with the utmost confidentiality and sensitivity to protect the interests of SGS and its stakeholders.
- 8.6.9.** Employees are required to refrain from discussing the crisis with external parties unless explicitly authorized by the Crisis Response Team, which typically includes the CEO, Head of PUBLIC RELATIONS & CORPORATE COMMUNICATION, and other relevant senior executives depending on the nature of the crisis.

- 8.6.10.** After the resolution of a crisis, a thorough review shall be conducted to assess the effectiveness of the communication strategy and identify areas for improvement.
- 8.6.11.** Lessons learned from the crisis shall be documented and incorporated into future crisis communication plans to enhance SGS's preparedness.
- 8.6.12.** Equipment's necessary to run operations while in IT crisis are requested and in holds with PUBLIC RELATIONS & CORPORATE COMMUNICATION Team such as laptops that are not connected to SGS server, Links and phones associated with SGS Social Accounts, etc...
- 8.6.13.** On a yearly basis, with the association with Risk Management Department, the PUBLIC RELATIONS & CORPORATE COMMUNICATION Team will run a crisis management drill to ensure the capability of the team to manage crisis.

#### 8.7. Internal and External Communication Strategies

- 8.7.1.** Senior Management deemed relevant shall be advised of any significant communication in advance of its release for informational purposes.
- 8.7.2.** The distribution of all communications shall be handled exclusively by the Public Relations & Corporate Communication Department.
- 8.7.3.** All communications addressing high-ranking government officials with (Excellency) designations, or non-government figures with (Royal Highness) or (Highness) designations, must be approved by the CEO or Chairman or their assigned delegate.
- 8.7.4.** All internal and external communications must be consistent and aligned with SGS's corporate strategy and values.
- 8.7.5.** All internal circulars must be issued by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department, except in cases where HR or another authorized department has been granted permission to send company-wide communications. These departments must coordinate with the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department to ensure that the content aligns with the company's communication standards.
- 8.7.6.** All communications must be handled with the utmost confidentiality and security to protect the interests of SGS.

**8.7.7.** Sensitive information must be shared only with authorized personnel and should not be disclosed to external parties without proper authorization.

**8.7.8.** Feedback collected shall be reviewed by the Public Department to improve future communications.

**8.7.9.** All interactions with media outlets must be coordinated through the Public Relations & Corporate Communication Department.

**8.7.10.** Only designated spokespersons are authorized to speak on behalf of SGS to the media.

**8.7.11.** PUBLIC RELATIONS & CORPORATE COMMUNICATION Employees department will be equipped with the necessary skills and knowledge to handle communication tasks effectively.

**8.7.12.** Inter-company communication steps, including the timelines for internal approvals and dissemination, should be followed as per the guidelines outlined by the Public Relations & Corporate Communication Department. The Department ensures that internal communications are timely, effective, and aligned with SGS's broader strategy.

**8.7.13.** A communication plan for website updates is an essential part of SGS's ongoing content strategy. The plan will outline the process for updating the corporate website, including timelines, approval procedures, and responsible personnel within the Public Relations & Corporate Communication Department

## **8.8. Communication channels:**

**8.8.1.** The following channels are designated as official communication platforms for SGS:

8.8.1.1. Company email

8.8.1.2. Official SGS social media accounts (e.g., X, LinkedIn)

8.8.1.3. SGS corporate website

8.8.1.4. Press releases through newspapers and digital news channels

8.8.1.5. Internal bulletins and newsletters

8.8.1.6. Etisal program

**8.8.2.** All communications through official channels must be clear, accurate, and aligned with SGS's corporate values and strategies.

- 8.8.3.** Employees must obtain prior approval from the Public Relations & Corporate Communication (PR&CC) Department before disseminating any official information through communication channels. This ensures consistency and compliance with the company's communication policies and standards.
- 8.8.4.** Only authorized personnel are permitted to post or share information on SGS's social media accounts.
- 8.8.5.** Social media content must be planned and approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department to ensure consistency and alignment with SGS's brand image.
- 8.8.6.** All press releases must be drafted by or in consultation with the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department and approved by senior management before distribution.
- 8.8.7.** Internal communications such as bulletins and newsletters and announcement must be approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department as design and guide line the remain department responsible about the contents.
- 8.8.8.** These communications should provide clear and useful information to employees, fostering transparency and engagement.
- 8.8.9.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will monitor the effectiveness of communication channels and make necessary adjustments to improve outreach and engagement.
- 8.8.10.** Regular reviews and updates of this Manual will be conducted by the Internal Governance (Policies and Procedures Department) to ensure its relevance and effectiveness. This process will involve collaboration with relevant stakeholders and subject matter experts to address any necessary revisions or improvements.
- 8.8.11.** All correspondence must adhere to SGS's corporate format and style guidelines, including the use of official letterhead, fonts, and signatures.
- 8.8.12.** Communications should be clear, concise, and free of jargon or ambiguous language.
- 8.8.13.** Confidential or sensitive information must be managed with the utmost security and shared exclusively with authorized recipients who have been explicitly approved by the information owner or a relevant authority to access the specific document or data.

- 8.8.14.** Copies of all official correspondence must be archived electronically and/or physically by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department for future reference and compliance purposes.
- 8.8.15.** All correspondence must be handled promptly to ensure timely communication with stakeholders.
- 8.8.16.** All correspondence must reflect the professionalism and values of SGS, maintaining a respectful and courteous tone.
- 8.8.17.** All correspondence must comply with relevant legal and regulatory requirements, including data protection and privacy laws.
- 8.8.18.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department must stay informed about any changes in regulations that may impact correspondence practices.
- 8.8.19.** External communications should accurately represent SGS's position and interests.
- 8.8.20.** Internal correspondence should promote transparency, collaboration, and effective communication within the organization.
- 8.8.21.** Important internal communications should be shared with relevant departments and personnel to ensure alignment and awareness.
- 8.8.22.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will periodically review correspondence practices and solicit feedback to identify areas for improvement.
- 8.8.23.** Lessons learned from correspondence handling should be documented and used to enhance future practices.
- 8.8.24.** All employees must comply with this policy. Non-compliance may result in disciplinary action as per SGS's regulations.

### 8.9. Branding

- 8.9.1.** SGS's brand identity, including logos, colors, fonts, and design elements, must be consistently used across all communication and marketing materials.
- 8.9.2.** Any modifications to the brand identity must be approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department and senior management.

- 8.9.3.**Detailed brand guidelines must be developed and distributed to all employees and external partners by PUBLIC RELATIONS & CORPORATE COMMUNICATION Team.
- 8.9.4.**These guidelines should include instructions on the correct use of the SGS logo, color schemes, typography, and other brand elements.
- 8.9.5.**Unauthorized use of SGS branding is strictly prohibited and subject to disciplinary action.
- 8.9.6.**All communications must align with SGS's brand values and messaging to ensure a consistent brand image as PUBLIC RELATIONS & CORPORATE COMMUNICATION is responsible for branding the identity of the company and with the launch of it with an official email when it is updated.
- 8.9.7.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will issue regular announcements to all Directors and managerial staff regarding the approved format, colors, logo, and images to be used in presentations and other materials. These guidelines will be updated whenever there are changes to SGS's branding elements. The procedure will be submitted to the CEO for approval of the logo color change, and once approved, an email will be sent to all company employees to comply with the guidelines.
- 8.9.8.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department is responsible for ensuring that all messaging is clear, professional, and reflects SGS's mission and vision.
- 8.9.9.**All external partners and vendors who use SGS branding must adhere to the brand guidelines, which will be provided by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department. If no official brand guidelines have been issued, the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department is responsible for developing and distributing them to ensure consistent use of SGS branding.
- 8.9.10.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will provide necessary resources and support to ensure compliance with SGS branding standards.
- 8.9.11.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will continuously monitor the use of SGS branding across all channels to ensure compliance with brand guidelines.
- 8.9.12.** Any deviations or misuse of the brand should be addressed immediately and corrective actions taken.

- 8.9.13.** All events and sponsorship activities must prominently feature SGS branding in accordance with the brand guidelines.
- 8.9.14.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will oversee the placement and representation of SGS branding in all event materials and sponsorship communications.
- 8.9.15.** Feedback on branding effectiveness should be collected from employees, customers, and stakeholders.
- 8.9.16.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will review and update the branding strategy annually based on feedback and market trends.
- 8.9.17.** All branding activities must comply with relevant intellectual property laws and regulations.
- 8.9.18.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department must ensure that SGS branding does not infringe on the trademarks or copyrights of other entities.
- 8.9.19.** In the event of a brand-related crisis, the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will manage the response to protect SGS's brand reputation.
- 8.9.20.** A crisis communication plan should be in place to address any branding issues promptly and effectively.
- 8.9.21.** The Public Relations & Corporate Communication Department will issue regular announcements to all Directors and managerial staff regarding the approved format, colors, logo, and images to be used in presentations and other materials. This communication ensures uniformity and consistency across all SGS-branded content.

### 8.10. Awards

- 8.10.1.** Approval Process: All awards for non-employees must receive approval from the PR&CC Department and senior management before issuance.
- 8.10.2.** Authorization: Only designated personnel are authorized to announce or present awards on behalf of SGS.

- 8.10.3.** Criteria Establishment: Clear and comprehensive criteria for each award must be defined and communicated to all employees.
- 8.10.4.** Recognition Standards: Awards should acknowledge achievements, contributions, and excellence in alignment with SGS's core values and objectives.
- 8.10.5.** Nomination Transparency: The nomination process should be transparent and inclusive to ensure fair consideration of all eligible candidates.
- 8.10.6.** Impartial Selection: Selection processes must remain impartial and strictly adhere to the established criteria.
- 8.10.7.** Coordination of Ceremonies: The PR&CC Department will oversee the logistical aspects of award ceremonies and ensure effective communication with all stakeholders.
- 8.10.8.** Publicity Management: All publicity related to awards, including internal announcements, press releases, and social media posts, will be managed by the PR&CC Department.
- 8.10.9.** Promotional Materials: Promotional materials should spotlight the achievements of award recipients, reinforcing SGS's dedication to excellence.
- 8.10.10.** Feedback Collection: Solicit feedback from participants and stakeholders on the awards process to identify areas for enhancement.
- 8.10.11.** Annual Review: The PR&CC Department will annually review the awards process to make necessary adjustments for improved effectiveness.
- 8.10.12.** Compliance: All award processes must comply with SGS's policies, as well as relevant legal and regulatory requirements.
- 8.10.13.** Non-compliance Consequences: Non-compliance with the awards policy may lead to disciplinary action as outlined in SGS's regulations.
- 8.10.14.** International Awards Nomination: All nominations for international awards must undergo review and approval by the PR&CC Department.
- 8.10.15.** Structured Nominations: Nominations for international awards must be submitted in a structured format, including achievements, supporting documents, and justification.
- 8.10.16.** Approval Process for International Awards: The PR&CC Department, in collaboration with senior management, must approve all nominations before submission.

- 8.10.17.**Authorization for Nominations: Only authorized personnel are allowed to submit nominations for international awards on behalf of SGS.
- 8.10.18.**Eligibility Criteria: The PR&CC Department will establish clear eligibility criteria for international awards to ensure nominees meet all requisites.
- 8.10.19.**Exceptional Nominees: Nominees should embody SGS's values and showcase outstanding performance and substantial contributions to the company and industry.
- 8.10.20.**Information Coordination: Collaboration with relevant departments is essential to gather necessary information and supporting documents for nominations.
- 8.10.21.**Publicity for International Awards: The PR&CC Department will oversee all publicity related to international awards, including internal announcements, press releases, and social media posts.
- 8.10.22.**Coordination for International Ceremonies: Coordinate attendance at international award ceremonies, including travel arrangements and company representation when necessary.
- 8.10.23.**Professional Representation: Company representatives must adhere to the code of conduct and professionally represent SGS at international award events.
- 8.10.24.**Annual Strategy Review: The strategy for international awards will be reviewed annually, with adjustments made to enhance its effectiveness.
- 8.10.25.**Recognition of Winners: Celebrate and recognize international award winners within SGS through internal communications and special events.
- 8.10.26.**All non-employees' awards must be approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department and, if necessary, by senior management before being issued.
- 8.10.27.**Only authorized personnel are permitted to announce or present awards on behalf of SGS.
- 8.10.28.**Clear criteria for each external award must be established and communicated to all relevant stakeholders. The focus should be on external awards that highlight the company's achievements and contributions. These criteria must be developed in collaboration with the HR department to ensure alignment with organizational goals and standards.

- 8.10.29.**Awards should recognize achievements, contributions, and excellence in line with SGS's values and objectives.
- 8.10.30.**The nomination process must be transparent and inclusive, allowing for fair consideration of all eligible candidates.
- 8.10.31.**The selection process must be impartial and based on the established criteria.
- 8.10.32.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will coordinate the logistics of award ceremonies and ensure proper communication with all stakeholders.
- 8.10.33.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will handle all publicity related to awards, including internal announcements, press releases, and social media posts.
- 8.10.34.**Promotional materials should highlight the achievements of award recipients and reinforce SGS's commitment to excellence.
- 8.10.35.** Feedback on the awards process should be solicited from participants and stakeholders to identify areas for improvement.
- 8.10.36.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will review the awards process annually and make necessary adjustments to enhance its effectiveness.
- 8.10.37.** All award processes must comply with SGS's policies and any relevant legal and regulatory requirements.
- 8.10.38.** Non-compliance with the awards policy may result in disciplinary action as per SGS's regulations.
- 8.10.39.**All nominations for international awards must be reviewed and approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department.
- 8.10.40.** Nominations must be submitted in a structured format, including the nominee's achievements, supporting documents, and justification for the nomination.
- 8.10.41.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department, in coordination with senior management, must approve all nominations before submission to the awarding body.
- 8.10.42.**Only authorized personnel are permitted to submit nominations on behalf of SGS.

**8.10.43.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will establish eligibility criteria for international awards to ensure nominees meet all requirements.

**8.10.44.**Nominees must reflect SGS's values and demonstrate outstanding performance and significant contributions to the company and industry.

**8.10.45.**Coordination with relevant departments is required to gather necessary information and supporting documents for the nomination.

**8.10.46.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will oversee all publicity related to international awards, including internal announcements, press releases, and social media posts.

**8.10.47.**Coordination for attendance at international award ceremonies, if necessary, including travel arrangements and representation of the company.

**8.10.48.**Company representatives must adhere to the code of conduct and represent SGS professionally.

**8.10.49.**International awards will undergo an annual review to assess their relevance, impact, and alignment with the organization's objectives. Based on this review, necessary adjustments will be implemented to enhance their effectiveness and ensure continued value to the organization.

**8.10.50.**Celebrate and recognize international award winners within SGS through internal communications and special events.

### **8.11. Social Media Management**

**8.11.1.** Only authorized personnel within the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department are permitted to access and manage SGS's official social media accounts.

**8.11.2.** Access credentials must be securely stored and regularly updated to prevent unauthorized access.

**8.11.3.** All content to be posted on social media must be reviewed and approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department before publication.

**8.11.4.** Content must align with SGS's brand values, corporate messaging, and overall communication strategy.

- 8.11.5.** Ensure that all social media posts are consistent in tone, style, and messaging across all platforms.
- 8.11.6.** Use approved templates and guidelines to maintain a uniform brand image.
- 8.11.7.** Respond to comments, messages, and inquiries promptly and professionally.
- 8.11.8.** Use an approved script or guidelines for common interactions to ensure consistency and accuracy.
- 8.11.9.** Develop a content calendar to plan and schedule posts in advance, ensuring a regular and balanced mix of content types.
- 8.11.10.** Incorporate a variety of content formats, such as text, images, videos, and infographics, to engage different audiences.
- 8.11.11.** Implement a social media crisis management plan to handle negative comments, crises, or any potential PUBLIC RELATIONS & CORPORATE COMMUNICATION issues.
- 8.11.12.** Ensure all social media activities comply with relevant legal and regulatory requirements, including data protection and intellectual property laws.
- 8.11.13.** Avoid sharing confidential or proprietary information on social media platforms.
- 8.11.14.** Regularly monitor social media channels for feedback, mentions, and engagement metrics.
- 8.11.15.** Use analytics tools to track performance and report on key metrics, such as reach, engagement, and sentiment analysis.
- 8.11.16.** Provide guidelines for employees on the appropriate use of social media, both personally and professionally, to protect SGS's reputation.
- 8.11.17.** Employees must disclose their affiliation with SGS when discussing company matters online.
- 8.11.18.** Conduct regular training sessions for the social media team on best practices, platform updates, and new tools.
- 8.11.19.** Encourage continuous learning to keep up with the latest trends and changes in social media.

**8.11.20.** Maintain the confidentiality of sensitive information and secure social media accounts against unauthorized access.

**8.11.21.** Implement security measures, such as two-factor authentication and regular password updates.

**8.11.22.** Collect and analyze feedback from social media interactions to identify areas for improvement.

**8.11.23.** Content published across all SGS social media channels is subject to approval by the Manager of Public Relations & Corporate Communication.

**8.11.24.** All social media posts and announcements must undergo a formal review process by the Public Relations & Corporate Communication Department to ensure alignment with SGS's corporate strategy and values. The responsibility for reviewing and approving content lies with the PR&CC Department Manager or designated personnel within the team.

## **8.12. Drafting PUBLIC RELATIONS & CORPORATE COMMUNICATION Materials**

**8.12.1.** All PUBLIC RELATIONS & CORPORATE COMMUNICATION materials must be reviewed and approved by the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department before dissemination.

**8.12.2.** Significant PUBLIC RELATIONS & CORPORATE COMMUNICATION materials, such as press releases and official statements, require approval from senior management, which includes the CEO, VP, Head of PUBLIC RELATIONS & CORPORATE COMMUNICATION, and any other relevant department heads depending on the nature of the content.

**8.12.3.** Ensure all information included in PUBLIC RELATIONS & CORPORATE COMMUNICATION materials is accurate, up-to-date, and verified.

**8.12.4.** Fact-check all data, quotes, and statistics before publication.

**8.12.5.** All PUBLIC RELATIONS & CORPORATE COMMUNICATION materials must adhere to SGS's brand guidelines, including tone, style, and visual elements.

**8.12.6.** Use approved logos, colors, and fonts to maintain a consistent brand image.

- 8.12.7.** Write in clear, concise, and easy-to-understand language suitable for the target audience.
- 8.12.8.** Avoid jargon, technical terms, and complex sentences that may confuse readers.
- 8.12.9.** Tailor PUBLIC RELATIONS & CORPORATE COMMUNICATION materials to the specific needs and interests of the target audience.
- 8.12.10.** Consider cultural, demographic, and psychographic factors when drafting materials.
- 8.12.11.** Ensure all PUBLIC RELATIONS & CORPORATE COMMUNICATION materials comply with relevant laws, regulations, and industry standards.
- 8.12.12.** Avoid misleading information, false claims, and any content that could harm SGS's reputation.
- 8.12.13.** Do not disclose confidential or proprietary information without proper authorization.
- 8.12.14.** Ensure sensitive information is protected and only shared with authorized individuals.
- 8.12.15.** Ensure all PUBLIC RELATIONS & CORPORATE COMMUNICATION materials align with SGS's strategic objectives, key messages, and corporate values.
- 8.12.16.** Maintain consistency in messaging across all communication channels.
- 8.12.17.** Follow a standard format and structure for different types of PUBLIC RELATIONS & CORPORATE COMMUNICATION materials (e.g., press releases, fact sheets, speeches).
- 8.12.18.** Include essential elements such as headlines, subheadings, bullet points, and contact information.
- 8.12.19.** Ensure PUBLIC RELATIONS & CORPORATE COMMUNICATION materials are drafted, reviewed, and approved in a timely manner to meet deadlines.
- 8.12.20.** Monitor news cycles and industry trends to issue timely and relevant PUBLIC RELATIONS & CORPORATE COMMUNICATION materials.
- 8.12.21.** Allow time for feedback and revisions from relevant stakeholders before finalizing PUBLIC RELATIONS & CORPORATE COMMUNICATION materials.
- 8.12.22.** Incorporate constructive feedback to improve the quality and effectiveness of the materials.

**8.12.23.** Maintain a centralized archive of all PUBLIC RELATIONS & CORPORATE COMMUNICATION materials for future reference and compliance.

**8.12.24.** Document the drafting, approval, and distribution processes for accountability and transparency.

**8.12.25.** Regularly review and update drafting guidelines to reflect best practices and industry standards.

**8.12.26.** Encourage feedback from the PUBLIC RELATIONS & CORPORATE COMMUNICATION team and other stakeholders to identify areas for improvement.

**8.12.27.** Ensure the correctness of the language used and ensure that it is free of grammatical and spelling errors.

**8.12.28.** Ensure the correctness of the language used and ensure that it is free of grammatical and spelling errors.

### **8.13.** **SGS Annual Report**

**8.13.1.** Establish a detailed timeline for the preparation of the annual report, including milestones for drafting, review, approval, and publication.

**8.13.2.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will coordinate with all relevant departments to ensure timely submission of their respective sections.

**8.13.3.** Each department must submit their contributions, including financial data, achievements, and highlights, by the specified deadlines.

**8.13.4.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will ensure that all submitted content aligns with SGS's branding and messaging standards.

**8.13.5.** Financial data and other technical sections should be accurately represented and reviewed by the respective departments for correctness.

**8.13.6.** The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will oversee the design and layout of the annual report, ensuring it is visually appealing and aligns with SGS's brand guidelines.

**8.13.7.** High-quality images, graphics, and infographics should be used to enhance the presentation of information.

**8.13.8.** The draft annual report must be reviewed and approved by senior management and the Board of Directors before publication.

**8.13.9.** Ensure all information in the annual report is accurate, up-to-date, and consistent with other corporate communications.

**8.13.10.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will verify all data and statements to avoid any discrepancies.

**8.13.11.**The annual report must comply with all relevant legal and regulatory requirements, including financial reporting standards.

**8.13.12.**Ensure that all necessary disclaimers and disclosures are included.

**8.13.13.**Determine the distribution channels for the annual report, including printed copies, digital formats, and online publication.

**8.13.14.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will coordinate the distribution to stakeholders, including employees, partners, and regulatory bodies.

**8.13.15.**Develop a communication plan to promote the annual report, including press releases, social media posts, and website updates.

- Uploading content every quarter for example the financial reports.
- Uploading the Annual Report yearly.
- Updating the content based on directions from the Management

**8.13.16.**Highlight key achievements and milestones in the promotional materials.

**8.13.17.**Collect feedback from stakeholders on the annual report to identify areas for improvement.

**8.13.18.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will review the feedback and incorporate it into the planning for the next annual report.

**8.13.19.**Maintain a digital archive of all annual reports for future reference and regulatory compliance.

**8.13.20.**Ensure easy access to previous reports for internal and external stakeholders.

8.13.21. Stay updated with industry trends and innovations in annual report presentation.

### 8.14. Design

8.14.1. All design requests from other departments must be submitted by sending the official design request.

8.14.2. Requests should be submitted at least two weeks in advance to allow sufficient time for review and completion.

8.14.3. Each design request must include a detailed description of the required design, including objectives, target audience, key messages, and any specific elements to be included (e.g., logos, images, colors).

8.14.4. The request should also specify the format (e.g., digital, print), dimensions, and any deadlines or important dates.

8.14.5. The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will review all design requests to ensure they align with SGS's brand guidelines and strategic goals.

8.14.6. Design requests will be prioritized based on urgency, impact, and alignment with company objectives. The PUBLIC RELATIONS & CORPORATE COMMUNICATION Manager will have the final say in prioritization.

8.14.7. The requesting department will be provided with an initial draft of the design for feedback.

8.14.8. Any revisions must be communicated back to the PUBLIC RELATIONS & CORPORATE COMMUNICATION Department within a specified timeframe to ensure timely completion.

8.14.9. The final design must be approved by the requesting department and the PUBLIC RELATIONS & CORPORATE COMMUNICATION Manager before it is released for use.

8.14.10. Any significant changes after final approval must go through the same review and approval process.

8.14.11. All designs must adhere to SGS's brand guidelines, ensuring consistency in visual identity across all materials.

**8.14.12.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will maintain a record of all design requests, including details of the request, feedback, revisions, and final approval.

**8.14.13.**Completed designs will be archived for future reference and reuse where applicable.

**8.14.14.**Regular updates on the status of design requests will be communicated to the requesting department.

**8.14.15.**Any delays or issues encountered during the design process must be promptly communicated to the requesting department and resolved as soon as possible.

**8.14.16.**The PUBLIC RELATIONS & CORPORATE COMMUNICATION Department will allocate resources, including designers and tools, based on the complexity and requirements of each design request.

**8.14.17.**Additional resources may be requested from senior management if needed to meet deadlines or handle high-priority projects.