



## **FRIESLANDCAMPINA WAMCO NIGERIA COMMUNICATION POLICY**

### **PURPOSE**

FrieslandCampina WAMCO Nigeria PLC is committed to protecting her integrity. This policy therefore aims to effectively manage communication through formal, clearly defined channel in order to mitigate crisis or serious negative repercussions on the company. This policy establishes specific guidelines and responsibilities regarding appropriate actions that must be followed for every external communication and crisis situation including: Industrial strikes, Re-organization, Environment, Customer Safety Issues, Human Rights Issues, etc.

### **COMMUNICATION RESPONSE TEAM**

- Managing Director
- Executive Director, Corporate Affairs
- Corporate Communication and Sustainability Manager

### **PROCEDURE**

\*All external communication on behalf of FrieslandCampina WAMCO are approved by the Executive Director, Corporate Affairs.

The Managing Director is the crisis lead person, directing and coordinating all aspects of the organization's response. The Executive Director, Corporate Affairs, is responsible for managing every aspect of crisis communication and the media.

All media, public inquiries on any crisis situation should be directed to the Executive Director, Corporate Affairs immediately, who has the sole responsibility of reacting to such.

Only the Managing Director and the Executive Director, Corporate Affairs are authorized to release information to the media and to the public. All other staff and board members should be professional and helpful to the media/public by connecting them with the Corporate Affairs Team, but will neither speak to the media/public, nor provide any information.

All comments should be guided by professionalism and transparency, and serve to mitigate the crisis. Responses should be proactive, responsive, and action-oriented.



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In the event of a crisis, the Crisis Communications Team will develop factual, responsive communication kit to be used as necessary.

Communication kit should consider need for additional materials such as a Hold Statement, Fact sheet, Backgrounder, Web site resources (pictures if required), FAQs, channels for enquiries etc.

Message should be prepared based on situation description to be used immediately for media inquiries, stakeholder updates and phone calls etc.

Media Releases - If determined necessary, Executive Director, Corporate Affairs will distribute a release to media. The prepared written statement should guide all interviews.

Media access to Company's facilities (if relevant) should be supervised.

If appropriate, consult with other organizations involved to ensure consistent communication and conformity of responses.

Secure Loose Ends - Appropriate communications should be made outlining the resolution of the crisis to appropriate audiences.