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## **CK Asset Holdings Limited**

### **Media, Public Engagement and Donation Policy**

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## 1. Purpose and Scope

CK Asset Holdings Limited (“CKA”) places high value on its reputation in the communities and countries where it operates. We work hard to ensure we have the best image and profile in our key markets and that we communicate effectively our corporate messages to key stakeholders.

To ensure the market receives timely and accurate information about CKA and all its subsidiaries (the “Group”), the CKA Corporate Affairs Department (“CAD”) and subsidiary corporate communication/public relation departments are here to help the management provide clear, consistent and congruent messages for our businesses through the media in a speedy, professional and well coordinated manner.

This Policy also establishes a framework for handling incoming requests for corporate donation and sponsorship activities. A common and coherent approach among all Group companies is important to ensure that Group resources are deployed effectively and contribute to the development of communities the Group serves.

This Policy applies to all employees across the Group. For Group overseas companies/business units, the heads on the relevant oversea companies/business units shall ensure the local companies/business units adopt this Policy locally accordingly. If an employee has questions regarding the contents of this Policy, CAD or the relevant Group company’s corporate communication/public relation should be contacted.

## 2. Media

- 2.1 Only CKA Executive Directors and their designated executives may act as spokespersons. No one can speak to the media on behalf of CKA or the Group unless authorised.
- 2.2. If you were approached by the media with enquiries or requests to make comments, refer all such enquiries and requests to your corporate communication/public relation department or the CAD. Please do not answer media questions unless you are authorised.
- 2.3 If the media turn up at our offices or sites without prior notification, please inform your corporate communication/public relation department or the CAD. Treat the media with courtesy but please do not attempt to entertain their requests prior to receiving instruction from CAD or your corporate communication/public relation department.

## 3. Engagement with the Public

- 3.1 Obtain approval from your department head and notify CAD prior to accepting any public speaking opportunity as a Group representative.

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- 3.2 If you were approached by any public bodies or other external parties for assistance in your capacity as a Group employee, please obtain prior approval from the relevant business unit/department head or a CKA Executive Director to whom your department reports to and notify CAD.
- 3.3 Obtain approval from the relevant business unit/department head or a CKA Executive Director to whom your department reports to before you commit any monetary donations and sponsorship on behalf of the Group.
- 3.4 Do not post materials on personal web pages and internet social sites that may compromise the Group's image and competitive edge. The general rules relating to confidentiality as set out in CKA's Employee Code of Conduct and other policies on the subject are applicable to personal blogs/websites/internet social sites etc.

## 4. Donation and Sponsorship

### 4.1 Contribution to Charitable Organisation

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. The Group supports strategic charitable contributions, with emphasis in the areas of Environment, Education, Health, Arts and Culture and the Community, and also 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, complies with all applicable laws, and reflects Group values and sustainability objectives. It is not uncommon for appeals from the same charities and other causes to be sent to multiple Group companies. To avoid duplication in contributions to charitable organizations, it is important that all such activities should be coordinated via the CAD as follows:

#### *Charitable Donations*

Initial requests in Hong Kong for charitable donation should first be screened by the head of the receiving business units/departments. Should a business unit/department identify appropriate projects it would like to donate to or sponsor, the head of the business unit should submit such request to the CKA Executive Director in charge of the business unit / department, copying the CAD, for approval. Donations of products and services, however, are at the discretion of the CKA Executive Director in charge of the business unit/department.

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For overseas Group companies/business units, donation/sponsorship/contribution requests should be submitted to the heads of the overseas group companies/business units, copying relevant Group company's corporate communication/public relation department, for approval.

### *Charitable Advertising*

All solicitations for charitable advertising, which in general will be undertaken at CKA corporate level, should be submitted to the CAD for approval.

#### 4.2. Contribution to Politicians / Political Associations

It is the Group's general policy not to make any form of donation to political associations or individual politicians. Any request to the Group for political contributions received by a business unit/department should be submitted to the CKA Executive Director in charge of the business unit/department, copying the CAD, for consideration.

### 5. Usage of Company Logo

Each relevant Group company shall have in place appropriate corporate guidelines as to the usage of the brands and logos of the Group company. In order to maintain brand consistency, please check with the marketing or administrative departments of the relevant business unit for the guidelines as and when the need arises.

### 6. Company Website(s)

#### 6.1 Company Information

It is the responsibility of each Group company/business unit to ensure that the information, be it corporate overview or products/services information, on their websites are kept up to date.

Media, analysts, customers and other third party person(s) will refer to information on websites as the basis of their reports and decision making. There are potential liabilities for disseminating inaccurate or defunct material as well as for damaging the image and integrity of the Group.

## 6.2 Designated Webmaster

The head of each business unit/department must designate a person (webmaster) to ensure the information on the relevant Group company's websites are up-to-date and accurate. The webmaster also serves as the main contact point together with the relevant corporate communication/public relation department and the CAD. Any change to this webmaster should be reported to the relevant corporate communication/public relation department and the CAD on a timely basis.

## 6.3 References to CKA and its Chairman/Directors

The webmaster is responsible for checking with the CAD periodically for updates (at least twice a year) on references to the Group, CKA and its Chairman/directors.

## 6.4 Rights, Policies, Obligations

Each Group company must take responsibility for ensuring that the content and delivery of the information on its website comply with local and international laws. Examples of such laws include those relating to collection and use of personal data, privacy, copyright, as well as any trade descriptions legislation. In case of doubt, the legal team of the business unit/Group company concerned should be consulted for advice.

## 6.5 Domain Registration

Each Group company is responsible for ensuring that its domain registrations are renewed and maintained.