



**Key Elements of Significant Policies Governing Communication and Disclosure of Information at MCB Bank Limited**

## **Key Elements of Corporate Communication and Marketing Policy**

**Objective:** To build brand awareness and consistency in Bank's communication when developing new concepts in the areas of Corporate Image Building, Products and Services promotion, Corporate Social Responsibility, good Corporate Governance, profiling through Media, Financial Reporting, Marketing Collateral and Signage.

**Corporate Communication & Public Relations:** Establishes guidelines and identifies key communication channels for use in the internal and external communications of the Bank.

**Responsibility for Communication:** Designates representatives authorized to engage in various forms of communication on Bank's behalf.

**Crisis Communications:** Establishes responsibility for covering varying aspects of communication in a crisis situation; in coordination with relevant stakeholders.

**Social Media Engagement:** Underlines specifics of social media engagement, employee behavior on social media and general social media best practices.

**Corporate Website Management:** Designates responsibility to maintain a functional website that gives the public access to announcements, company's presentations, contacts and other relevant information on a timely basis.

**Communication Principles:** Prescribes principles that shall embody and govern all communication activities undertaken for marketing purposes.

## **Key Elements of Investors Relations Policy**

**Objective:**

- To create a climate of clear and open communication with all existing and prospective shareholders/investors;
- To provide a disciplined, professional approach to the flow of information from the Bank to its existing and prospective shareholders/investors.

**Scope:** To ensure that all investors are able to access information of the Bank, including the Bank's business strategies and updates, stock and financial performance, corporate management and governance structure etc., in a timely manner.

**Communication Channels:** Prescribes communication channels to be used by the Bank in engaging shareholders and the investment community on a regular basis.

**Responsibility for Communication:** Designates responsibility for correspondence with Pakistan Stock Exchange, regulators and shareholders on Bank's behalf.

**Corporate Website Update:** Specifies information to be placed on the investor page/section of Bank's corporate website.

**Scheduled communications:** To comply with the statutory guidelines, specifies scheduled communication of annual and quarterly financial statements to shareholders and the public in general.