



AKD Securities Limited

Corporate Communications Policy

OBJECTIVE

The objective of this policy is to provide guidelines to assure that information disclosed by AKD Securities Limited is accurate, comprehensive and relevant to all aspects of the company and does not in any way breach the confidentiality of information acquired while being the employee of AKDSL Securities Limited.

SCOPE

This Corporate Communications Policy applies to all directors, accredited representatives and employees of AKD Securities Limited. This policy covers all external news media including broadcast, electronic and print together with marketing activities undertaken by the company.

CORPORATE COMMUNICATIONS TEAM (CCT)

The corporate communications team comprises of COO, Head of Equity Brokerage, Head of Business Development, Head of Retail and Head of Research.

The CCT shall be permitted to speak to media or any outside party without prior approval of the CEO. Other employees, accredited representatives and directors shall only be permitted where specifically approved by CEO on a particular subject for a particular duration.

COURSE OF ACTION FOR INTERACTING WITH THE MEDIA

When a reporter, producer or any other media person approaches any employee or other representative of the Company, the same should be immediately referred to CEO / Corporate Communications Team. Other than the (CCT), it is strictly required to comply with the following:

- Notify topic of discussion to the CEO / Corporate Communications Team and obtain their consent in writing. Written consent may be obtained from the CEO singly, or any three members of the CCT jointly.
- Obtain input from the Corporate Communications Team and analyze points of discussion.
- Ensure that no information that should be kept confidential is discussed with the media persons.
- Employees or other representatives shall not promise or guarantee any return or make any exaggerated statement on presentation to exploit an individual's lack of experience and knowledge and should not include any other thing which otherwise is prohibited.



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In cases, where a newspaper or magazine approaches any of the employee or other representative of the company with a proposal to print AKD Securities Limited's content, the same should be referred to the Corporate Communications Team. The team shall then be responsible to evaluate the benefit and consider the cost. Written approval from Chief Executive Officer should be obtained before finalizing the terms.

DISCIPLINARY ACTION

Failure to comply with any part of the Corporate Communications Policy will result in appropriate disciplinary action. The party responsible for non-compliance will be subject to repercussions that vary in regards to the severity of the violation. Possible consequences will include reprimand, detraction of benefits for a definite or indefinite time, demotion, suspension or termination for more serious offences. Legal action may have to be pursued in cases determined appropriate by the Senior Management.