



# **AMW CAPITAL LEASING & FINANCE PLC**

## **Summary of the Communication Policy**

This policy covers the requirements specified under point 9.2.1 of the CSE Listing Rules Section 9 on Corporate Governance. The contents of this policy address the requirement ‘(g) Policy on Relations with Shareholders and Investors’ and requirement ‘(j) Policy on Corporate Disclosures’.

The following sections provide a summary of the content in the Communication Policy under each topic.

## **1.0 Approvals & Sign Off**

The Communication Policy (“the policy”) was approved on 22<sup>nd</sup> September 2023 by the Board of Directors of AMW Capital Leasing and Finance PLC (“AMWCL”).

## **2.0 Policy Statement**

AMWCL recognizes the critical role of internal and external communication in shaping its reputation and operations. This policy ensures consistent, clear, and compliant communication with all stakeholders, including depositors, creditors, shareholders, and borrowers.

The policy covers:

- Communication principles and spokesperson authorization.
- Use of company communication channels.
- Representation of AMWCL in media and third-party engagements.
- Confidentiality and crisis communication procedures.

## **3.0 General Principles and Guidelines**

### **3.1 General Principles**

- Only designated spokespersons may represent the company in media or external platforms.
- Employees must redirect all media inquiries to the relevant department for proper handling.

## **3.2 Guidelines**

### **3.2.1 Annual Reports and Financial Statements**

- Before publication of financial statements, they must be approved by the relevant managers, department heads and Sub-Committees, and external auditors as applicable.
- The Head of the Department at Finance ensures accurate financial reporting.

### **3.2.2 Internal Communication**

Internal communications aim to enhance employee engagement and ensure alignment with organizational goals. Tools include:

- Emails, newsletters, intranet updates, staff notices, and meetings. The Head of the department of Marketing oversees all internal communication initiatives to ensure consistency and coordination.

## **4.0 External Communication**

### **4.1 Shareholders**

The Director/CEO, Company Secretary, and Head of Department of Finance are responsible for shareholder communication.

- Both the interim financial statements for each quarter and the annual audited financial statements are prepared and published in compliance with the formats prescribed by regulatory and supervisory authorities, as well as applicable accounting standards.
  - These statements are submitted to statutory bodies such as the Colombo Stock Exchange (CSE) and the Central Bank of Sri Lanka (CBSL).
  - They are also made available for public access on the company's website, and the CSE website under AMCL.
  - In addition, as per regulations, abridged versions of the half-yearly and annual audited financial statements are published in Sinhala, Tamil, and English newspapers.
- Other corporate, operational, and regulatory information is detailed in the company's Annual Report, which is distributed to shareholders and brokering firms registered with the CSE.
- The Annual General Meeting (AGM), held each year, provides shareholders with copies of the company's accounts, an opportunity to review the financial performance of the past year, and a forum to ask questions about the company's strategic direction and future plans.

## **4.2 Depositors**

Communication with depositors focuses on business and regulatory requirements, managed by the Head of Department of Deposits. Key aspects include:

- Publishing deposit interest rates on the company website and in approved media.
- Providing timely notifications on deposit maturity and regulatory changes.
- Ensuring compliance with Central Bank of Sri Lanka (CBSL) requirements for deposit communications.

## **4.3 Creditors**

The CEO and Head of Department of Finance are the key contacts for creditor inquiries. Employees must refer all creditor queries to the Finance Division for appropriate handling.

## **4.4 Borrowers**

Communication with borrowers supports customer relations, retention, and outreach. This includes:

- Marketing campaigns, press releases, newsletters, and other promotional materials.
- External channels such as seminars, bilateral meetings, and digital platforms to build relationships and attract potential customers. The Head of Department of Credit & Operations oversee these activities.

## **5.0 Applicability**

This policy applies to all staff (full-time employees; non-full-time employees; temporary and contract employees), contractors, and/or temporary assignments in the company.

## **6.0 Minimum requirements to comply with this Policy**

### **6.1 Print Publication and External Media Relations**

All external publications must be pre-approved by the CEO and must adhere to company branding standards.

All official company publications using the company's logo must ensure that the logo is in the format and colours approved as per the policy.

Only designated spokespersons may engage with the media.

Publications related to soliciting deposits shall strictly adhere to regulatory requirements and where applicable should obtain approval from the regulator prior to publication.

## **6.2 Reputational Risk Management**

To safeguard AMWCL's reputation:

- Employees must inform the **CEO** or **Head of Compliance** of any negative media coverage.
- Responses to media criticism or public concerns must be coordinated with senior management.

## **6.3 Crisis Communication**

In crisis situations, the **CEO** and **Head of Compliance** are the only authorized spokespersons. Effective communication with employees, customers, and stakeholders is prioritized to minimize reputational and operational impact.

When a crisis arises, the CEO will communicate the crisis to the Board of Directors of AMWCL as soon as practically possible.

## **6.4 Outside business interest communication**

Employees engaging with media on personal business matters must seek approval from the **Head of Compliance** with appropriate notification to the CEO of AMWCL, ensuring their views are clearly stated as personal and not representative of AMWCL.

## **7.0 Disciplinary Action**

Violations of the communication policy may result in disciplinary action, including:

- Warnings, suspension, or dismissal.
- Legal action, where applicable.

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