External Communication Policy

1.0. SCOPE & PURPOSE

1.1. Policy Statement

At Leadway Pensure, effective communication is fundamental to building trust, safeguarding our reputation, and fostering strong relationships with all stakeholders. This policy establishes the framework for clear, consistent, accurate, and timely communication with our internal and external stakeholders, including customers, regulators, investors, partners, employees, and the media.

We are committed to ensuring that all communications reflect our corporate values of integrity, transparency, accountability, and customer centricity.

1.2. Media Channels for Stakeholder Communication

Leadway Pensure recognizes the importance of leveraging multiple media channels to effectively reach and engage our diverse stakeholders. Approved communication channels include, but are not limited to:

1. Owned Media

- Corporate Website- www.leadway-pensure.com
- Official Social Media Platforms (LinkedIn, Twitter/X, Facebook, Instagram, YouTube)- @leadwaypensure
- Leadway Pensure Mobile App
- LISA - 07018000800
- Email address- info@leadway-pensure.com
- Live Chat- Available via our website from Mondays- Fridays www.leadway-pensure.com

2. Earned Media

• Press Releases through Accredited Media Houses

• Media Interviews and Features

• Thought Leadership Articles and Industry Publications

• Event Participation (Industry Conferences and Webinars)

3. Paid Media

• Sponsored Content and Advertising (Digital, Print, Outdoor, Broadcast)

• Paid Social Media Campaigns

• Search Engine Marketing (SEM) and Display Ads

4. Shared Media

• Partnerships with Influencers

• Community Platforms and Forums

• User-Generated Content shared via our official platforms

5. Direct Channels

• Customer Service Touchpoints (Call Center, LISA, Email Support)

• Investor Relations Communications

• Direct Communications with Authorities

• Client-facing Sales and Relationship Management Teams

2.0 EXTERNAL COMMUNICATIONS

2.1 It is the Company's policy that all its communications outside the organization are Transparent, Relevant, Fact based, Consistent and Timely.

2.2 Speaking to The Media

2.2.1 Authority to speak and grant Interview

a. The operating practice in place is that no staff members should speak with the media.

b. The authorized spokesperson for the Company is TLBC, while the MD/CEO is the face of the brand. However, as part of the strategic initiative to position the senior management as thought leaders and subject-matter experts in their fields, senior management staff are allowed to speak to the press, grant interviews and present papers on behalf of the Company, with approval from the MD/CEO.

2.3 Crisis Communication

In an emergency or a crisis involving Leadway Pensure activity, operation or employee, our general policy shall be to provide internal and external publics with full, verifiable and accurate information as soon as possible.

The Business Continuity Plan (BCP) Team, headed by a crisis command manager, will serve as the primary coordinating body for dealing with crisis while Team Lead, Brand & Corporate Communication serve as primary media contact and spokesperson for Leadway Pensure.

2.4 Communication with Policyholders

2.4.1 General Communication: Our customers are the focal point of everything we do and a foundation block for long-term growth and profitability. Communication with them will be consistent, effective and honest, conveying our values and endorsing our credibility as an efficient and reliable financial services institution. General communication will be through emails, calls and text messages (as provided in their KYC documents) as well as through traditional media, our website and digital channels. Other platforms include face-to-face/online meetings and events (as appropriate) as well as marketing materials such as brochures, newsletters, information about new products and related events, webinars and seminars.

3.0. PERSONAL OPINIONS AND PRIVATE MEDIA APPEARANCES

3.1 Every staff has the right to express an opinion in public debates, letters to the editor, calls to talkback radio, on social media etc. Employees also have the right to join political parties and hold and express political views as any other Nigeria citizen.

3.2 However, personal opinions and political activities must be expressed or undertaken in the capacity of a private citizen and not as an employee of Leadway. Any comments made must not be seen to represent the official view of Leadway

3.3 Staff are not permitted to refer to their position when expressing an opinion or participating in public debates in a private capacity. They are not to wear the company's approved merchandise such as promo T-shirts, Ties or lapels when expressing private opinions. In situations where public comment, although made in a private capacity, may appear to be an official comment on behalf of the company, staff are expected to state that the comments are made in a private capacity and do not represent the official view of the company.

4.0. APPROVED FINANCIAL REPORT

4.1 Annual Reports: These are comprehensive reports detailing diverse aspects of the company's activities over a specified period. These reports are intended for use by internal and external stakeholders.

4.2 Investor Reports: This contains corporate information supplementary to the regulatory mandated corporate annual report. This is made available to investors in the fund on a quarterly, bi-annual and/annual basis. It discloses certain aspects of a fund's strategic focus, objectives, operations and financial condition. Such an investor report, along with the funds' prospectus and statement of additional information, is a source of multi-year fund data and performance, which is made available to current and prospective investors.

Authority for communication about the Financial Reports lies with the Company Secretary and the CFO.

5.0 REVIEW OF THIS POLICY:

The Nomination, Remuneration and Governance Board Committee and where the Committee is not in place, the Board shall review the Policy every three (3) years to ensure its continued appropriateness and applicability and recommend any changes to the Leadway's Board for approval. Any changes to the policy shall be communicated immediately to all Board members.