

SCHWENK LATVIJA

EXTERNAL COMMUNICATION POLICY

In force since June 1, 2021

1. OVERVIEW

SCHWENK Latvija is one of the main building material's producers and the only cement producer in Latvia. Company holds an open and responsible position towards communication with internal and external stakeholders in various types of channels: controlled (web page), shared (social media), earned (publicity in traditional media) and paid (advertising).

All communication practices are based on SCHWENK Latvija values, but principles described in communication strategy.

SCHWENK Latvija values:

1. **HEALTH & SAFETY:** our mission is zero harm – everyone should return home safe and sound. We constantly work to transform corporate value of H&S practices into a personal one.
2. **COLLABORATION:** respecting individuality and diversity, we collaborate for a shared value – within a team, with our customers and communities. Collaboration goes beyond cooperation, it is co-creation, mutual trust and long-term work with the approach of shared value.
3. **GROWTH:** growth and development of business, communities and individuals. With bold, but thoroughly assessed investment and innovations we achieve continuous growth and development. We evaluate courage and initiative, which goes hand in hand with individual and corporate responsibility. We believe in regional strength, in human power and bright minds.
4. **RESPONSIBILITY:** we continue with pride and build with responsibility for next generations to come. We live the material we use – we love it and respect it. Each individually and as a company we take full responsibility for our decisions and actions. We honour our long roots and act with responsibility towards our customers, communities and planet Earth in order to build for a lifetime and leave the best legacy we can for next generations.

2. POLICY OBJECTIVE AND SCOPE

External communication policy of SCHWENK Latvija applies to all earned and shared communication in Latvia – social media and media relations. It determines core principles and procedures of communication, company spokespeople, their rights and obligations. Its aim is to ensure positive and aligned external communication that represents company values, business and communication strategy and supports positive reputation building.

3. SOCIAL MEDIA

- 3.1. SCHWENK Latvija is represented in four social media channels with the goal to use platforms in communicating its important topics and issues to the stakeholders.
 - 3.1.1. Facebook: company page covering goals for community engagement and advocacy, corporate reputation, brand recognition and marketing.
 - 3.1.2. LinkedIn: company page with the aim to strengthen corporate reputation and employer branding, communicate PA goals.
 - 3.1.3. Twitter: account for communicating PA and corporate reputation related topics and issues.
 - 3.1.4. Youtube: platform for storing corporate videos and use them in various needs.

3.2. SCHWENK Latvija representation and tone of communication in social media is open, transparent and friendly, but also corporate and professional. We encourage stakeholders to interact with the company with both positive and critical reasoning. In order to maintain on-going information flow, the average planned post regularity is 2-3 times weekly and ad-hoc shares and reports. Social media plan for Facebook and LinkedIn is prepared in prior month's last week.

3.3. Corporate accounts are controlled and maintained by SCHWENK Latvija Communication department. All employees are encouraged to share and engage with Company's content from their personal profiles.

3.4. Do's and don'ts for all brand related social media users:

Do's For corporate accounts	Don'ts For corporate accounts	Do's and don'ts for individual social media users - employees
Be correct and honest – publish only checked facts and figures.	Do not ignore criticism about SCHWENK in any of social media, in case company's account is tagged or approached directly.	In case of participating in a public event as SCHWENK representative, take photos and send them to Communication department. It is helpful for page promotion that corporate account is the first publication channel and then can be shared via personal accounts.
Share information only from legit and trusted sources, don't multiply false news	Don't use slang, sarcasm and jargon.	When sharing any company posts from personal account, try to add a personal caption, when it is possible. It is more engaging for your audience than just a share.
Be GDPR safe – confirm with individuals highlighted in Company posts their participation. Make sure that people attending company events are informed in accordance with GDPR standards about their photos being taken and published.	Don't use jokes, unless in extremely rare and specific cases and thoroughly evaluated.	It is also OK to post positive personal posts related to your work-life and events at the company but be very careful with the content – make sure it is not sensitive and confidential.
Make sure that all pictures are compliant with SCHWENK H&S and other standards.	Don't discuss specific industry members, criticize politicians or opinion leaders directly (ideas and political movements can be correctly disputed and contra-argued)	In case of spotting negative mention of the brand, do not engage in private discussions, but report this to Communication department.
Engage and be open to discuss also critical matters (each situation to be discussed and evaluated separately)	Don't criticize competitors or their products	On daily bases, when posting on your personal social media accounts, please remember that your activity on social media might also be linked to

		the company. Therefore avoid aggressive, unpolite or rude tone of voice, posting inappropriate pictures and content that violates company values.
Protect copyrights, trademarks and proprietary information and contact Communication or Legal department when in doubt about intellectual property rights of content planned to be published		
Reply to all neutral and positive direct messages within one day, to negative – ASAP.		
All critical remarks to be reported to Communication manager.		
Use tagging, when possible, including employees of the company, who are its official spokespeople (as defined here). First confirm tagging with the people in question.		
Use correct language and punctuation. Emojis are acceptable as well but suggested only one at a time.		
Use relevant hashtags, defined in guidelines for each respective channel.		

3.5. Critical public mentions

3.5.1. Comments in social media can escalate in crisis situation, therefore all critical and negative mentions should be taken seriously.

3.5.2. All critical mentions both tagged and not tagged are monitored closely.

3.5.3. In conversations and posts, where SCHWENK Latvija official pages are tagged, the reaction should follow. Its content is generated separately case by case.

3.5.4. In conversations, where Company page is not mentioned, comment is monitored following three main principles. Based on evaluation, the decision is made about further steps.

3.5.4.1. Content: what has been said?

3.5.4.2. Influence: who has said it?

3.5.4.3. Volume: how much engagements and mentions?

3.5.5. In case of negative, but ungrounded, irrational and illogical comments there might be a consideration to hide them from public feed.

3.6. These guidelines refer to all SCHWENK Latvija corporate accounts and should be revised annually.

4. TRADITIONAL MEDIA RELATIONS

- 4.1. SCHWENK Latvija holds an open and responsible position towards communication with mass media. Company responsibly implements proactive communication on its important issues and openly communicates reactively, answering all media questions and inquiries.
 - 4.1.1. The main contact for media inquiries is Communication manager. In case any media inquiries are received by other employees of SCHWENK Latvija, apart from official spokespeople defined in section 4.2., they should be directed to Communication department.
- 4.2. Official spokespeople of SCHWENK Latvija are media trained and have the rights to represent Company's position in media. Company's spokespeople are as follows:
 - 4.2.1. Reinhold Schneider, Chairman of the Board SCHWENK Latvija, CEO SCHWENK Northern Europe: management position, representation of the Group, Northern European business aspects, foreign investment, green economy.
 - 4.2.2. Stephan Pott, Member of the Board SCHWENK Latvija, CFO SCHWENK Northern Europe: management position, Northern European finance aspects, compliance.
 - 4.2.3. Jegors Golubevs, Member of the Board SCHWENK Latvija: management position Latvija, materials production, grey economy, green economy.
 - 4.2.4. Māris Gruzniņš, Member of the Board SCHWENK Latvija: management position Latvija, cement export and logistics Northern Europe, third country trade relations, foreign investment, green economy.
 - 4.2.5. Linda Šedlere, Member of the Board SCHWENK Latvija: management position Latvija, human resources, health and safety, corporate social responsibility.
 - 4.2.6. Evita Goša, Member of the Board SCHWENK Latvija: management position Latvija, compliance, environment, corporate social responsibility.
 - 4.2.7. Santa Kļava, Environmental Manager SCHWENK Latvija: expert's comments on environmental issues.
 - 4.2.8. Antra Savleviča, Communication manager SCHWENK Latvija: written answers and coordination of unified messaging and communication strategy among spokespeople.
- 4.3. Rights and obligations for media spokespeople:
 - 4.3.1. All board level spokespeople have rights to represent the Company and express public opinion without confirmation with Communication department. However, it is suggested to consult with Communication department to keep aligned external messaging and ensure communication in accordance to the strategy.
 - 4.3.2. All communication from any of the spokespeople of SCHWENK Latvija, also when communicating as an individual, should be polite, correct and well considered. It refers both to earned publicity in media and individual social media accounts.
 - 4.3.3. Both in corporate and individual public communication any of the spokespeople of SCHWENK Latvija should avoid emotionally ungrounded and impolite comments, should not discuss specific industry members, criticize politicians or opinion leaders directly.
 - 4.3.4. Spokespeople can express critical opinion both on corporate and individual communication level, but it should be grounded, polite and respectful, ideas and political movements can be correctly disputed and contra-argued.
 - 4.3.5. All communication from any of the spokespeople of SCHWENK Latvija should be aligned with company values and principles. Also, when communicating as individuals, they partly represent the brand and values of SCHWENK.

4.4. Rights and obligations of other employees in case of any media inquiries

4.4.1. In case any media inquiries are received by employees of SCHWENK Latvija not described as spokespeople in this policy, they should be immediately directed to communication department via email antra.savlevica@schwenk.lv, phone: (+371) 26422891.

Additional information: Antra Savleviča, SCHWENK Latvija Manager of Communications and Corporative Social Responsibility. E-mail: antra.savlevica@schwenk.lv, phone: (+371) 26422891.

Approved by:

Linda Šedlere, SCHWENK Latvija Director of Human Resources, Communication and Health & Safety, Member of the Management Board SCHWENK Latvija

Reinhold Schneider, CEO SCHWENK Northern Europe and Chairman of the Management Board SCHWENK Latvija