



**SSG – SUPPORT SERVICES GROUP LIMITED**

## **GUIDELINES ON TALKING TO THE MEDIA**

### **Overview**

SSG Support Services Group Limited is an established and respected Security Services provider, continually striving to provide excellent, professional services. We value our relationships with our customers.

While providing this service, a situation may arise whereby the news media is frequently interested in SSG Support Services Group Limited. We have a responsibility to be open and responsive to their information requests because the media may influence the way our customers and business partners build their individual perceptions of SSG, the work we do and the level of quality we provide.

### **Purpose**

This policy exists to assure that information disclosed by SSG Support Services Group Limited is timely, accurate, comprehensive, authoritative and relevant to all aspects of the company. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information.

### **Scope**

This media policy applies to all employees of SSG as well as members of its Board of Directors. This policy covers all external news media including broadcast, electronic and print.

### **Designation of Company Spokesperson**

The CEO is designated as the company's principal media contact and company spokesperson. He has expertise in media relations and weighs each media inquiry to determine the best way to provide information in relationship with other information that is not yet public. The CEO will convey the official company position on issues of significance or situations that are particularly controversial or sensitive in nature.

### ***Among his responsibilities:***

- Increase public awareness and understanding of SSG Support Services Group Limited, the services that we provide and our future prospects for growth.
- Promote a positive public image of SSG Support Services Group Limited and the work we do to the audiences that are important to the Company, which

includes existing and prospective customers, employees and suppliers as well as government officials, banks, shareholders and our industry peers.

Depending on the situation, an individual other than the CEO may be asked to be a spokesperson on a particular issue due to their knowledge, experience and expertise. The CEO will work with that designated spokesperson to prepare them for the media interview as needed. Preparation may include developing talking points as well as counselling, training and practicing for the interview.

### **Talking with the Media**

A reporter, producer or other news media may contact you for a number of reasons, for example:

- To get information about SSG Support Services Group Limited.
- To get information about a recent unexpected event such as natural disasters, thefts or arrests, accidents or injuries; customer or employee complaints, etc.
- To get information or comment about an action or event that could impact our industry, new competitive entrants or changes in government policies.
- To get general information on a topical story in your community such as changes in local governmental officials or policies, problems or issues specific to the community you serve, etc.

Refer all media calls to the CEO. Please do not say you are not allowed to talk to a reporter or have to get permission to do so. Instead, tell the reporter: "SSG Support Services Group Limited policy is to refer all media inquiries to the CEO. You can reach them by calling 02085910330".

Whenever taking a call from the media, the same courtesy and professionalism in which we approach customers should be displayed toward the media. Please act quickly when approached by the media to ensure that the reporter's deadline is met. This is important because the way this call is handled may be the reporter's first impression of SSG Support Services Group Limited and that first impression may end up in the story published or the news segment broadcast. In order to promote our customer service image, it is important to respond quickly, courteously and professionally to all media calls.

Please remember to contact the CEO if and when you have been approached by the media.

Even though you have referred the CEO will need your help to prepare a response. Do not let a reporter compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information.

### **Guidelines for Photographs and Film**

A similar process as described above will be used when someone from the media is requesting permission to take photographs or to film inside our facilities.

Refer the caller to the CEO. No one will be given access to your facility for a photo or filming without approval from the CEO, and equally important, the CEO will not give approval without talking in advance with the manager of the facility. This is a joint decision between the facility and the CEO. Decisions will be based upon a number of considerations including but not limited to:

- What does the Company have to gain from the photo and filming?
- How much disruption will this cause to operations?
- What is the age and condition of the facility?
- Does the facility look “picture perfect” good?

A reporter or camera crew may show up unannounced at your facility. This is most likely to occur in crisis situations at one of our facilities or within one of the communities we serve. Or, it could occur if the media learned about an event at your facility from an external source who has organized a demonstration or boycott.

Please know that the CEO will not send the media to any company operating facility without prior approval by the facility manager. When dealing with reporters and camera crews who may show up unannounced, the facility manager and staff should act with the same courtesy and professionalism as we approach customers. Contact the CEO immediately and let them know which news source is there. The CEO will contact the camera crew’s news room or the print photographer’s editor for clarification.

We cannot prevent the filming or photographing of common areas outside of our facilities which we do not operate. Examples would include public parking lots, courtyards and walk ways.

The following guidelines should be used when television camera crews or print photographers show up unannounced at your facility.

- Although we cannot prevent the media from photographing or filming the exterior of our facilities, we will contact their news room and/or editors for clarification.
- The media cannot enter our facility to photograph or film without permission.
- The media cannot block the entrance to our facility or prevent people from entering our facility or conducting business as usual.
- We can inform the media if our customers complain about the inconvenience caused in the parking lot or walkways.

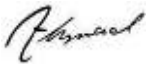
Be courteous and friendly, but also remember that no matter how congenial or affirming the reporter, photographer or camera crew are, everything you say and do may be observed and reported by the media representative who is trying to make the facility come alive for his/her audience.

### **Guidelines for Seeking Media Coverage**

In circumstances in which you believe you have a positive news story to share with the public, contact the CEO. He is the only authorized person in the company to distribute Company news releases, pitch coverage of particular events or hold news conferences.

- Do not call a reporter directly without first consulting the CEO.
- The CEO will work with you to gather information and determine if and how the news media should be contacted. Similar measures used by editors and reporters will be considered to determine if your story is newsworthy.

Approved By



Ahmad Rafique (C.E.O.)

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