

The subject of this policy is all media relations activity in connection with Hercules PLC employees, learners, activities or projects or mentioning Hercules PLC in any context. Media relations activities include press conferences and media briefings, media enquiry responses, news releases and media features, quotes from our employees, endorsement of our suppliers or subcontractors, Hercules PLC logo use, marketing channel references including websites, brochures and social media channels.

As a publicly listed company, Hercules' communications with the media have associated reputational, regulatory and legal risks. To manage these risks, we need to ensure that we control who can speak to the media and how these interactions are managed. Hercules complies with the disclosure obligations which apply to listed companies and is required to keep investors informed about developments which may affect its share price. All communications (whether internal or external) issued on behalf of Hercules need to be accurate, not misleading, clear and unambiguous, and comply with applicable law and regulation.

This policy applies to all Hercules employees (whether full- or part-time), as well as to temporary workers.

External Communications

- Only authorised spokespersons are permitted to engage with the media. Hercules Board of Directors are responsible for working with the PR Team to authorise individuals and subject areas.
- Authorised spokespersons will have undertaken appropriate training on handling the media prior to any meeting or engagement.
- All media enquiries or visits should be immediately directed to the Hercules Head of Communications based at Hercules Head Office. Formal interviews and meetings with the media should only be arranged by the PR Team.
- Employees who are authorised to do so may use Hercules social media accounts. When doing so, they must follow the guidelines set out in Hercules Social Media Policy PD 13.
- If an individual is invited to or would like to speak at a conference in an official Hercules capacity, prior to accepting any invitation, individuals must obtain permission from their line manager, the Hercules PLC Head of Communications, and the PR Team.
- Where individuals are requested to engage with the media by clients, to support media relations opportunities, the Hercules PLC Head of Communications and PR Team must be notified.
- If a media enquiry could potentially be viewed as containing inside information, the Hercules PLC Head of Communications will inform the CEO and CFO so that appropriate action can be taken.

Internal Communications

- Internal communications are designed to help colleagues understand the depth and breadth of our capabilities across Hercules, while improving knowledge sharing, best practice and lessons learned across teams and departments.
- All internal communications must be accurate, not misleading, clear and unambiguous and comply with applicable law and regulation.

Marketing

- The Hercules' brand guidelines are necessary to ensure that its brand is correctly and consistently used and applied.
- Employees should not use their own personal social media accounts to comment on issues relating to Hercules. It must be clear that any such views or comments are their own and not those of the Company. Employees must not bring Hercules into disrepute when using social media accounts and must follow the guidelines for behaviours on personal use of social media as detailed in Hercules PLC Social Media Policy PD 13.

Suppliers and subcontractors:

- Suppliers or subcontractors may not carry out any media or marketing activity relating to their work for Hercules PLC without prior permission from Hercules PLC.

Disciplinary action

Non-compliance with this policy by employees may result in disciplinary action being taken and may also be a breach of law or regulation and therefore result in civil and criminal penalties.

Questions?

If you have any questions about this policy or would like further guidance, please contact Hercules PLC Head of Communications. The CEO shall review this policy annually or following significant changes.



Brusk Korkmaz
Chief Executive Officer
Hercules PLC

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