



**TENAGA
NASIONAL**

Better. Brighter.

TNB Corporate Communications Policy

Updated as of 1st September 2023

TABLE OF CONTENTS

1.	INTRODUCTION.....	3
2.	OBJECTIVE.....	3
3.	STATEMENT OF POLICY	3
4.	DEFINITIONS	4
5.	GUIDING PRINCIPLES.....	6
6.	CONFIDENTIALITY AND LIMITATIONS.....	7
7.	SPOKESPERSON	8
8	COMMUNICATIONS: EXTERNAL.....	9
9	COMMUNICATIONS: INTERNAL.....	11
10	MEDIA CONFERENCE GUIDELINES	12
11	VERSION UPDATES	13
12	CONTACT INFORMATION.....	13
13	EFFECTIVE DATE.....	14
14	ABBREVIATION / GLOSSARY	14
15	TRACK CHANGES.....	15
	APPENDIX 1	16
	Guidelines for Corporate Branding	16
	APPENDIX 2	19
	Guidelines for Advertising and Publication	19
	APPENDIX 3	21
	Guidelines for the Dissemination of Information to Media	21
	APPENDIX 4	26
	Guidelines for Digital Communications	26
	APPENDIX 5	29
	Guidelines for Internal Publications	29
	APPENDIX 6	33
	Additional Resources	33

1. INTRODUCTION

As a public listed company, Tenaga Nasional Berhad (TNB) has an obligation to its shareholders and stakeholders to ensure that all information that is disseminated is factual, accurate, timely and complies with all applicable state and federal legislations, regulations, standards, and agreements relating to the energy industry, customers, and terms of employment.

The TNB Corporate Communications Policy (hereinafter referred to as “Policy”) is an important aspect of our continuous efforts to build trust in the corporate brand. In today’s global information society, requirements and standards are constantly changing. Therefore, the Policy will be reviewed and revised accordingly on an ongoing basis, as and when necessary.

2. OBJECTIVE

The Policy provides guidelines on communication, dissemination or disclosure of any information related to TNB by employees to the various target audiences and stakeholders. In addition, the Policy is aimed at increasing the level of understanding among all employees on how TNB communicates with its various stakeholders and target audiences.

3. STATEMENT OF POLICY

3.1 The Policy is hereby adopted by the Board of Directors (BoD) and is applicable to all its Directors and Employees. Each such person shall execute an acknowledgement that they have read, understood, and shall comply with the Policy.

3.2 The Policy governs all communication via one or more of TNB’s Corporate Communication Channels and all official channels Companywide and/or in whatever form and respective frequency to the target audiences, locally and internationally. This includes but is not limited to material information contained in:

- (a) Periodic reports
- (b) Proxy statements
- (c) Officer / director reports
- (d) Filings with Securities Commission Malaysia (SC), Bursa Malaysia Berhad, Companies Commission of Malaysia (CCM)
- (e) News and earnings releases
- (f) Communication between TNB and financial or industry analysts, investors and news media
- (g) Senior management speeches
- (h) Presentations to any party
- (i) Information on TNB’s website, Internet, and Intranet and
- (j) Discussion of material information and non-public information in public or quasi-public areas where conversations may be overheard.

All Employees shall not participate in, host or link to internet chat rooms, bulletin boards, blogs or other similar media which discuss TNB's products, services, business, operation, or technology, in any manner, with the exception of creating links as required in the performance of such Employee's duties and in accordance with the Policy.

4. DEFINITIONS

4.1 When used in the Policy, unless the context otherwise requires:

'Authorised Spokesperson' shall mean persons who are specifically authorised in this Policy or by the Chairman and/or President/Chief Executive Officer (CEO) to communicate on behalf of TNB (as specified in clauses 7.1).

'BoD' shall mean the Board of Directors of TNB.

'Corporate Communication Channels' shall mean:

(a) *Print Materials:*

This includes but is not limited to circulars, letters, newspapers, bulletins, flyers, buntings, banners, advertisements, billboards, corporate publications, annual reports, speeches, and notices.

(b) *Electronic/Digital Channels:*

This includes but is not limited to all communication of information via the Intranet and/or Internet (eg: Facebook, Instagram), video, video conference, TV commercials, radio, short messaging service (SMS), telephone (landline and/or mobile), smartphone applications (eg: Whatsapp), facsimile, and emails.

(c) *Events:*

This includes but is not limited to all communication of information via press conference, interviews, dialogues, meetings, seminars, webinars, training, workshop, conference, video conference (live feed), corporate events (e.g Annual General Meetings), corporate visits, corporate functions, exhibitions, employee gatherings, sports, TNB Union / Societies, and retreats.

'All Official Channels Companywide' shall mean channels that are used officially by each division in TNB, either print and/or electronics/digital.

'Departments' shall mean an approved organisational department in a division in TNB.

'Directors' shall mean appointed members of the BoD of TNB.

'Divisions' shall mean an approved division comprising organisational departments in TNB's structure.

'Employees' shall mean all employees of TNB and its wholly owned subsidiaries (whether employed on permanent, contractual, or temporary basis), TNB personnel that are seconded or assigned to other companies or organisations, including employees from other organisations seconded or assigned to TNB.

'Frequency' shall mean communication that is carried out on a:

- (a) *Regular basis* – (usually with employees): Information on TNB's initiatives, Tenagawan, events and activities that are communicated daily and weekly through Internal Communication Channels
- (b) *Quarterly basis* – e.g. financial announcements
- (c) *Yearly basis* – e.g. operational and financial reports that are compiled and reported in the form of TNB's annual report
- (d) *Ad-hoc basis* – e.g. crisis communication, breaking news, press releases, awards, top management movement
- (e) *Event based* – e.g. press conferences

'Head of Department' or **'HoD'** shall mean the person appointed by TNB who is heading a department and reporting directly to Head of Division, including Head of State Stakeholder Affairs, Head of Retail State or Head of Power Plants.

'Head of Division' or **'HoDiv'** shall mean the person who is an Employee of TNB and a C-suite leader, as well as all Heads of Department reporting directly to the President / CEO.

'Management' shall mean the management of TNB.

'Material Information' shall mean information whether positive, negative or information that forecasts whether or not an event may occur that is likely to have an impact on TNB's securities, operations, financials, or business and shall include but is not limited to:

- (a) Announcements of earnings or losses
- (b) An actual change in earnings or in forecasted earnings that is higher or lower than the forecast
- (c) The launch of a new product and/or services or business
- (d) A pending or prospective merger, acquisition, or tender offer
- (e) A pending or prospective divestment
- (f) The sale of significant assets, or of a significant subsidiary
- (g) The gain or loss of a substantial customer or supplier
- (h) Major changes in senior management
- (i) Significant developments in actual or threatened litigation; or
- (j) New equity or debt offerings
- (k) Major changes in company structure

'Mobile applications' shall mean a computer program designed to run on smartphones, tablet computers and other mobile devices through an application or applications such as Facebook, YouTube, Instagram, Skype, Twitter, Tik Tok, Telegram, Vibrant News, myTNB and others.

'SMS Broadcast' shall mean dissemination of information through a 'short messaging system' provided by telecommunication companies (Telcos).

'Subsidiary' means wholly owned TNB Subsidiaries.

‘Section’ means any section or station within the Company’s organisation structure whereby the head reports directly to Head of Department.

‘Social website’ shall include but are not limited to blogs, websites, YouTube, Facebook, Twitter, TikTok, internet / discussion forums, Instagram, LinkedIn, podcasts, instant messaging services such as WhatsApp, Telegram, and email.

‘Target Audience’ shall mean:

- (a) *Stakeholders* – any person, group or organisation that has a direct or indirect stake in TNB because it can affect or be affected by TNB’s actions, objectives, and policies. Key stakeholders in TNB include customers, directors, employees, government (and its agencies), owners (shareholders), suppliers, unions, parties with whom TNB has any form of business dealings and the community from which TNB draws its resources
- (b) *Government Agency/Civil Servants* – includes all local authorities and the government
- (c) *Media* – includes all print and electronic media with a capacity to inform and influence its readers (news conferences, news releases, special events or other functions where there is media coverage)
- (d) *Investors* – includes all entities local or abroad that have an interest and stake in TNB’s securities (shares or other forms of equity participation in TNB)
- (e) *Customers* – includes all registered TNB account holders
- (f) *Employees* – as defined herein; and
- (g) *Directors* - as defined herein

‘TNB’ shall mean Tenaga Nasional Berhad 199001009294 (Co. No. 200866-W) a company incorporated in Malaysia under the Companies Act 1965, having its registered office at Company Secretary, Tenaga Nasional Berhad, Level 16, Tower A, TNB Platinum, No. 3, Jalan Bukit Pantai, Bangsar, 59100 Kuala Lumpur, and TNB’s group of companies.

‘Units’ shall mean an approved organisational unit in a department in TNB

4.2 The Policy shall be read together and referred to in accordance with all other TNB circulars and policies. In the event of any inconsistency between the Policy and other policies of TNB in relation to matters covered by the Policy, this Policy shall prevail.

5. GUIDING PRINCIPLES

All communications via Corporate Communication Channels including, but not limited to those governed by the documents contained in the appendices shall be read together with the following Guiding Principles which shall prevail in the event of any conflict or uncertainty.

5.1 Transparency

TNB in its communication with the Target Audience strives to be as transparent and open as possible to maintain a high level of accountability.

5.2 Integrity and Mindfulness

All information shared must be grounded in verified data and factual evidence. Prioritizing TNB's best interests, disseminating information should be carried out with utmost consideration. TNB's communication approach should avoid creating misunderstandings and should exercise caution in responding to situations that could potentially harm TNB's reputation.

5.3 Consistency

Consistency of information is crucial to maintain the correct flow of the information at all times. It is essential to TNB's reputation that all messages are in line with an agreed upon company position and based on TNB's Messaging Playbook (pls refer at TNB Livewire).

5.4 Timely

All information must be disseminated in a timely manner. TNB must demonstrate openness to issues and address problems in a timely fashion as and when they occur.

5.5 Feedback

TNB shall actively and regularly seek feedback on its image and communication activities from the Target Audience. This feedback is used to fine-tune communication activities.

5.6 Language

TNB's official languages for communication are Bahasa Malaysia and English.

5.7 Law

All information disseminated and disclosed must not contain any statement or reference which may breach any applicable law and expose TNB to any legal claims by any third party.

6. CONFIDENTIALITY AND LIMITATIONS

- 6.1 Internal and external communications are subject to various restrictions resulting from legislation, regulations, standards, and agreements relating to the energy industry, customers, and terms of employment. As such, the confidentiality of the information disseminated will be maintained at all times and such information shall be protected to prevent any unauthorised use, dissemination, or publication. Any disclosure of such information shall be governed by *Polisi Kerahsiaan Untuk Tenaga Nasional Berhad (Pekeliling Pengurusan Sumber Manusia Bilangan 7 Tahun 2009*, reference no: TNB/JHED.015/11/5(12)). This circular can be retrieved from TNB Intranet.
- 6.2 Employees are to note that any unauthorised "sharing of sensitive information" that may have a negative impact on the company's brand or reputation, that too when pertaining to external audiences will be taken seriously and escalated to the Legal Services Department and / or Integrity Department for further action.
- 6.3 Similarly, any "leakage" of confidential information if reported will be taken up with Integrity Department and Legal Services Department for further action.

- 6.4 Unauthorised use of information, in particular material information by any other person for any purpose, including, but not limited to:
- (a) Reproducing and storing in a retrieval system by any means, either by way of electronic or mechanical means or photocopying; or
 - (b) Using the information for any private, commercial, or political mailing or application; is strictly prohibited and constitutes misappropriation of private information. Such unauthorised use shall make such person liable to disciplinary and/or legal action.
- 6.5 **Private information inclusive of protection of personal data for all individuals is enforced under Personal Data Protection Act (PDPA) 2010. TNB's guide on PDPA is from Legal Services Department Circular No. 02 Year 2020, reference no: TNB/JPU 1/1/6 (06/2020-DPS) *Pematuhan Terhadap Tataamalan Perlindungan Data Peribadi Sektor Utiliti (Elektrik)*.** This memo can be retrieved from TNB Intranet.

7. SPOKESPERSON

7.1 Authorised Spokesperson

- 7.1.1 No persons are authorised to communicate on behalf of TNB unless such person is specifically authorised in the Policy or authorised by the Chairman and/or CEO of TNB. Only an authorised spokesperson may engage in discussions about TNB to the stakeholders. An authorised spokesperson may not depart from the principles set forth in the Policy without the explicit prior approval of the CEO.
- 7.1.2 Any Employee who is contacted by the media must first refer and seek higher approval (as defined in below points, whichever is applicable). Such Employee is NOT permitted to make statements on behalf of TNB. If an Employee wishes to make a personal statement about TNB whether in writing or verbally, he or she must state clearly that such statement does not reflect the views or opinions of TNB or the Management.
- 7.1.3 In crisis category 1 and 2, each Division should refer to its Business Continuity Management (BCM) Document. However, for crisis category 3, the TNB Corporate BCM Document will prevail.
- 7.1.4 Any Employee who would like to speak at any conference / forum / events must seek approval from their respective Chiefs.
- 7.1.5 The following persons are **Authorised Spokespersons**:

(a) Chairman

The Chairman may issue statements on pertinent issues arising from the Board's responsibility for ownership issues, strategies, nominations, appointments, compensation, and corporate governance of TNB. Other Board Members are not permitted to make statements without prior consultation and approval from the Chairman.

(b) President / Chief Executive Officer (CEO)

The CEO is the principal spokesperson for TNB on group-wide matters, including the Group's financial position, business strategies and other relevant information. The CEO is ultimately responsible for ensuring that TNB communications comply with the Policy. Other C-Suites are not permitted to make statements without prior consultation and approval from the Chairman/President/Chief Executive Officer.

8 COMMUNICATIONS: EXTERNAL

8.1 Introduction

External communication is any communication and/or exchange of information to and from parties outside TNB which facilitates cooperation and affinity with individuals and/or groups; and creates a favorable image of TNB and its products and services.

8.2 Branding

Part of TNB's success is dependent on maintaining a good corporate image or identity. It is therefore essential for TNB to equip itself with a dynamic corporate image that implies professionalism and high efficiency, to further enhance the positive perception towards TNB.

To provide a reference and guideline to ensure uniformity and clarity of the TNB corporate image system and ensure smooth and effective implementation of TNB's corporate identity programs, all matters relating to branding shall be governed by the provisions of the TNB Brand Manual which can be retrieved from TNB Intranet and Guidelines for Corporate Branding as set out in **Appendix 1** and Guidelines for Advertising and Publications as set out in **Appendix 2** herein.

Moreover, all branding items and proposals for new branding initiatives must be advised by the Group Corporate Communications (GCC) under Corporate Branding Unit, specifically.

8.3 Media Relations

All matters relating to media relations shall be governed by the provisions of the Guidelines for the Dissemination of Information to the Media as set out in **Appendix 3** herein.

8.4 Stakeholder Relations

All information communicated to stakeholders shall first be approved by the relevant HoDiv and/or HoD and shall comply with the Guiding Principles as set out in Clause 5 herein. Such information shall also be prepared in line with relevant legislation and regulations as may be in force from time to time.

8.5 Publications

All information contained in any Publication or Print Material must first be approved by the relevant HoDiv and/or HoD, and needs to refer to the TNB Brand Identity Manual.

Publications or printed materials by Divisions / Departments / States / Power Stations / Business Units / Wholly owned Subsidiaries for external circulation should not contain sensitive topics which can affect the Company's image and reputation.

Content of publications/printed materials should focus on general aspects of operations. A copy of all publication or printed materials is to be extended to the GCC, Corporate Branding Unit.

8.6 Crisis Communications

i. Crisis Communication Principles

- (a) During a crisis, the Crisis Management Team (CMT) serves as the centralized point of information. To ensure consistency and legitimacy of information, all company communications must be channeled through this single source. The CMT verifies and approves the information to be disseminated.
- b) External communications through official channels, including TNB's social media platforms, press statements, or an assigned TNB spokesperson.
- c) The CMT appoints spokespersons to represent TNB during a crisis. These individuals include, the Chairman of the Board of Directors (BoD), and CEO. It is strictly prohibited for any employees or individuals associated with the company, other than those authorised by the CMT, to make statements to the media or other parties on behalf of the organization.

(b) Do and Don'ts

DO
<ul style="list-style-type: none"> • If there is commentary or public sentiment considered material, it should be shared with the Company Secretary (CoSec) and/or the Head of GCC. • Official TNB communications regarding the crisis should be shared only with authorised individuals, such as friends, family, and acquaintances, in response to queries or commentaries received. • Redirect queries to TNB's official communication channels, including social media platforms, and inform others that you are not an official spokesperson for the Company. Encourage them to seek more information from the appropriate channels. • Offer reassurance that TNB's CMT is effectively managing the crisis and request understanding and cooperation. • Encourage others not to share unverified information about the crisis, emphasizing the importance of relying on official sources for accurate information.

DON'T
<ul style="list-style-type: none"> • Refrain from forwarding or sharing messages, videos, or audios that contain unverified information about the ongoing crisis to others. It is essential to rely on verified and official sources for accurate information. • Avoid speaking with the media regarding the crisis, even in an unofficial capacity or "off the record." Instead, direct the media to the Head of GCC, clarifying that you are not an official spokesperson for the Company. Offer to connect them with the appropriate representative, saying, "I am not an official spokesperson for the

Company, but let me connect you with..." This ensures that communications are handled by authorised individuals who can provide accurate and official information.

8.7 Electronic / Digital Communications

All communication via Electronic / Digital Channels shall be governed by the provisions of the Guidelines for Digital and Social Media, as set out in **Appendix 4** herein.

9 COMMUNICATIONS: INTERNAL

9.1 Introduction

Internal communications refer to any communication of information within TNB and between any number of employees, Board of Director, Divisions, Business Units and/or Departments that may take place one-way or two-way via multiple channels. It shall include but is not limited to all matters set out in Clause 9.2 herein.

9.2 Electronic/Digital Communications

All communication via Electronic/Digital Channels shall be governed by the provisions of:

- 9.2.1 Guidelines for Corporate Branding as set out in **Appendix 1** herein; and
- 9.2.2 Guidelines for Advertising and Publication as set out in **Appendix 2** herein.
- 9.2.3 Guidelines for Dissemination of Info to the media as set out in **Appendix 3** herein.
- 9.2.4 Guidelines for Digital Communications as set out in **Appendix 4** herein.
- 9.2.5 Guidelines for Internal Publications as set out in **Appendix 5** herein.

9.3 Publications

All matters relating to internal publications shall be governed by the provisions of the Guidelines for Internal Publications, as set out in **Appendix 5**. Guidelines for Corporate Branding as set out in **Appendix 1** and Guidelines for Advertising and Publication as set out in **Appendix 2** herein.

9.4 SMS Broadcasts

SMS Broadcasts enable a prompt, coordinated and effective dissemination of information to employees using text messages service provided by Telcos. Only GCC has the authority to disseminate SMS Broadcasts internally.

9.5 Parallel internal communications during crisis

It is imperative for internal stakeholders, which include the BOD and employees to be aligned in terms of the company's position during a crisis. Therefore, internal communications will run in parallel to disseminate communique approved by the CMT. CoSec is responsible to keep the BoD abreast of approved communique during a crisis, while GCC is responsible for communications to all employees via official internal channels.

10 MEDIA CONFERENCE GUIDELINES

The Media Conference Guidelines is a reference to guide TNB staff on the best practices and the process to be followed during a TNB-organised press conference or media briefing.

10.1 Responsibility for Communication

- (a) **Group Corporate Communications (GCC)** holds the responsibility for TNB's communication endeavours and acts as the custodian of its communication initiatives. As the gatekeeper, GCC's primary role is to safeguard TNB's image and brand, ensuring that communication efforts align with the brand and its core values. In the case of any media conference organized by TNB's divisions or subsidiaries, prior approval must be sought from the President / Chief Executive Officer (CEO), and GCC should be informed in advance, with a minimum notice of seven (7) working days.
- (b) For matters related to the Group's policy, the spokespersons are the Chairman and the CEO.

10.2 Best Practices: Media Conference

- a) It is crucial to establish a clear objective for a media conference, taking into account potential sensitivities that may arise during the planned press conference.
- b) Organizing a media conference holds significant importance for various reasons, including:
 - Announcing strategic collaborations or significant business milestones, such as new business partnerships.
 - Sharing updates on key milestones, for example, groundbreaking ceremonies of major projects or the commencement of commercial operations at power plants.
 - Addressing issues or crises, such as a nationwide blackout, and providing necessary information to the media.
 - Reacting to a relevant event, such as the release of a national report directly related to the subject matter.

By adhering to these best practices, TNB can ensure effective and purposeful media conferences that align with its communication goals.

- c) Media conferences are typically accompanied by corresponding media releases.
- d) Any photos or videos supplied by the AV Team must credit TNB, either through a watermark or written credit source, eg; "Image: TNB."
- e) The project owner of the event should prepare a set of talking points for the TNB spokesperson. For instance, in the case of an MoU between TNB Retail and

[company], TNB Retail, as the project owner, should prepare talking points for the TNB spokesperson. If the media asks questions unrelated to the event, the authorized spokesperson should refer to the training guidelines provided for spokesperson training.

10.3 Media Kit Checklist

10.3.1 GCC is responsible for overseeing the preparation of the media kit for a press conference. This ensures that all documents included in the media kit align with the direction, strategy, and core messages of TNB.

10.3.2 Media Kit Checklist:

- (a) Media release
- (b) Fact Sheet / Corporate backgrounder
- (c) Speeches (if relevant)
- (d) Pictures/ Videos (if relevant)
- (e) Softcopy of the documents (via email or cloud)
- (f) Folder / Bag with TNB logo (to store documents/ pen drive/ gift)

11 VERSION UPDATES

The Head of GCC is responsible for ensuring that the Policy is developed, updated, distributed, and complied with, in consultation with the CEO and other members of TNB Management.

Version	Date	Updated By
1	11 th March 2019	Group Corporate Communication Division
2	1 st September 2023	Group Corporate Communication Division

12 CONTACT INFORMATION

All queries regarding the TNB Corporate Communications Policy shall be directed to: -

Head of GCC

Group Corporate Communications

2nd Floor, TNB Platinum

No. 3, Jalan Bukit Pantai

Bangsar

59100 Kuala Lumpur

13 EFFECTIVE DATE

This policy is approved by the Head of Group Corporate Communications effective from 1st September 2023.

14 ABBREVIATION / GLOSSARY

MEDIA PLATFORM	DEFINITION
PRESS RELEASE	An official statement issued to the media giving information on a particular matter.
MEDIA CONFERENCE	An interview given to the media by a spokesperson to make an announcement and share information.
SPEECH	A formal address given to an audience, typically given by the host and guest(s) of honour.
FACT SHEET	A document providing useful information, key facts and figures on a particular issue. <i>GCC to advise whether it can be issued to media, or for internal use only.</i>
MEDIA ENQUIRY & RESPONSE	Question(s) posed by the media to seek clarification or for comments on a particular matter.

PDPA	Personal Data Protection Act
SMS	Short Messaging Service
Telcos	Telecommunications companies
TNB	Tenaga Nasional Berhad
SC	Securities Commission Malaysia
CCM	Companies Commission of Malaysia
BoD	Board of Directors
CEO	President / Chief Executive Officer
CRSMO	Chief Regulatory Stakeholder Management Officer
MD	Managing Director
GCC	Group Corporate Communications
GM	General Manager
HoD	Head of Department
HoDiv	Head of Division
CoSec	Company Secretary
AV	Audio Visual

15 TRACK CHANGES

No.	Changes	Date	By
1.	<ul style="list-style-type: none"> Updated on Guiding Principles Media Conference Guidelines, Authorised Spokesperson, Crisis Communications, new address at TNB Platinum, Company Secretary Office. Abbreviation, Guidelines for Corporate Branding, Guidelines for Digital Communications, Guidelines for Dissemination Info to the Media, and Guidelines for Internal Publications. 	1 st September 2023	Strategic Communication, GCC

APPENDIX 1

Guidelines for Corporate Branding

Guidelines for Corporate Branding

1. All visuals pertaining to media buys, including those of subsidiaries, with the exception of notice ads must be approved by GCC, Corporate Branding Unit, before proceeding to production or publication.
2. For all Below-the-Line materials (e.g. leaflets, banners, backdrops, buntings, posters and any event-related publicity materials that are not meant for external audiences), the requestor is allowed to proceed without seeking prior approval from GCC, Corporate Branding Unit. However, all of these materials must adhere to the requirements as stated in the TNB Brand Manual. which can be retrieved from TNB Livewire.
3. For all Below-the-Line materials (e.g. leaflets, banners, backdrops, buntings, posters and any event-related publicity materials that are meant for external audiences), the requestor needs to seek prior approval from GCC, Corporate Branding Unit.
4. GCC, Corporate Branding Unit shall be the focal point for any branding related advisory on a case-to-case basis, for situations not stated in Items 1 and 2 above.
5. Specifically, for all new brand developments being considered, GCC, Corporate Branding Unit, advice must be sought. This would include development of the brand strategy and communication plan, brand identity and logo development. This can be further extended to marketing plans and collaterals for the new brand development. Applicable for TNB and its subsidiaries.
6. The same would be applicable as point no. 4 for existing brands within TNB that are looking to refresh its brand and communication efforts.
7. TNB's branding specifications shall be incorporated in the TNB Brand Manual.

Trademark

1. Definition

Trademark is defined as the word, name, logo, symbol, design, device, brand, heading, label, ticket, signature, letter, or any combination thereof that identifies and distinguishes a company, its goods, and services, and related. Trademark can also be referred to as a name and/or symbol that indicates a source of goods or services and prevents confusion in the marketplace, a legally protectable form of intellectual property.

2. Company Wide Audience

All Divisions including TNB owned (wholly owned / partially owned) entities shall abide by TNB's trademark policy.

3. Breach of usage/trademark infringement

3.1 Breach of usage of **Trademark** infringement is the unauthorised use of a **trademark** or service mark on or in connection with goods and/or services in a manner that is likely to

cause confusion, deception, or mistake about the source of the goods and/or services. Some examples of this is when the trademark is used by other third parties not belonging to TNB or when the trademark is used wrongly by intent to capitalize on TNB's reputation by other parties (e.g. uniforms, jackets, etc).

- 3.2 Trademark infringement also includes misuse by TNB employees for their own commercial or business interest, such as using the TNB logo on items like clothes, etc being sold for money.
- 3.3 For any misuse of TNB's trademark policy internally or by external parties, employees are requested to alert GCC at gcc.trademark@tnb.com.my. GCC will liaise with Integrity Department to conduct investigation and Legal Services Department shall take necessary action if required.

APPENDIX 2

Guidelines for Advertising and Publication

Guidelines for Advertising and Publication

1. Advertising materials comprise of:
 - (a) Corporate Advertisements (print, electronic, digital, and outdoor)
 - (b) Advertorials
 - (c) Other notices, eg. scheduled maintenance & supply disruption (shutdown notices) financial announcements; and
 - (d) Advertisements of Products & Services (print, electronic, digital, and outdoor).
2. GCC has the full authority on placement (media buying) of Corporate Advertisements for the Group. Except for subsidiaries, other divisions within the Group are required to refer to GCC with regard to Corporate Advertisements. However, subsidiaries must adhere to the TNB Brand Manual when the TNB brand is represented in subsidiaries' advertisements.
3. Booking of corporate ad / advertorial placements (media buying) must be handled by GCC, Corporate Branding Unit.
4. However, subsidiaries are empowered to make their own corporate ad/advertorial decisions including media buying for their branding and marketing purposes through the approval of the relevant approval authority. It is advisable to consult GCC, Corporate Branding Unit, if they need any advice or consultation. However, a copy of the same should be shared with GCC for reference.
5. Procurement tender notices including media buying are decentralised. The project owner is responsible to make the necessary booking and arrangements up to payment with the media organisations. However, GCC Corporate Branding Unit, must be notified for tracking purposes.
6. For products & services advertisements, media buying, media booking, and approvals fall under the respective divisions and subsidiaries. Nevertheless, GCC, Corporate Branding Unit must be consulted when the TNB brand is present and the TNB Brand Manual must be adhered to. GCC must also be consulted with regard to the recommended list of media channels.
7. Where external artwork production (creative agencies) is needed, the divisions and subsidiaries of the Group are required to obtain approval on the appointment of creative agencies with their respective budget allocation. GCC, Corporate Branding Unit is to be consulted in the recommendations of creative agencies and on branding in particular. Designs and artwork to be shared with GCC, Corporate Branding Unit to be aligned.

APPENDIX 3

Guidelines for the Dissemination of Information to Media

Guidelines for the Dissemination of Information to Media

1.0 Purpose

GCC is responsible for all dissemination of information relating to TNB through print, electronic and online media. As such other divisions and subsidiaries are required to go through GCC as some of the information requested by the media may be sensitive in nature, including to investors.

2.0 Roles and Responsibilities

- 2.1 The dissemination of information and response to media enquiries fall under the purview of GCC, which is responsible for giving correct statements and ensuring close rapport with media organisations.
- 2.2 All divisions, departments, stations, units, and subsidiaries are to cooperate in giving information to GCC pertaining to matters that have impact on TNB's reputation and perception. Thus, cooperation must be given to GCC particularly in matters that may develop into a crisis or issues, which either directly or indirectly have the potential to affect the Company's image.

3.0 Instructions on Giving Information to the Media

- 3.1 All verbal or written statements given on behalf of the Company to the media must be solely by the following authorised spokespersons (as defined in Clauses 7.1, whichever is applicable).
- 3.2 With respect to isolated cases of unscheduled supply disruption, notification to the public should be handled by TNB CareLine to contain negative press reports about TNB operations. However, when there are press enquiries, the response on TNB's action to restore supply with updates when power has been fully recovered, by GCC (if press release is required).

4.0 Replying to Written Questions from the Media

It is preferable that all information or feedback to the media are done in written form (e.g. press releases, official emails, Short Messaging Services) to avoid misinterpretation of any information. Statements issued to the media are subject to **OPERATIONAL ISSUES ONLY** and should not touch on Company policies.

5.0 Media Statements

- 5.1 Statements to the media issued by GCC usually cover the following aspects:
 - 5.1.1 Supply disruption including scheduled maintenance
 - 5.1.2 Consumer complaints in print, electronic and online media
 - 5.1.3 Electrical accidents involving loss of lives or property (as and when required)
 - 5.1.4 Other forms of operational issues
- 5.2 Statements issued for the abovementioned purposes should contain only relevant or vital information.

ATTACHMENT A

Glossary for use in press releases

Bahasa Malaysia	English
Penjanaan	Generation
Penghantaran	Transmission
Pembahagian	Distribution
Pencawang Elektrik (PE)	Substation
Pencawang Pembahagian Utama (PPU)	Main Distribution Substation
Pencawang Masuk Utama (PMU)	Main Intake Substation
Stesen Janaelektrik	Power Plant
Menara Penghantaran	Transmission Tower (pylon)
Tiang Pembahagian	Distribution Pole
Set Janakuasa Mudah Alih	Portable Generator Set
<i>Pancaran Arca</i>	*Flashover ⁽¹⁾
Kerosakan Kabel	Cable Fault
<i>Terpelantik</i>	*Tripping ⁽²⁾
Alatubah	Transformer
Voltan Tinggi	High Voltage
<i>Rentis</i>	*Rentice ⁽³⁾
Alat suis	Switchgear
Pemasangan	Installation
Grid Nasional	National Grid
Talian Penghantaran	Transmission Line
Kapasiti	Power Capacity
Permintaan Tenaga	Power Demand
Kualiti Tenaga	Power Quality
Penyelenggaraan	Maintenance
Peralatan	Equipment
<i>Basbar</i>	*Busbar ⁽⁴⁾
Tembaga	Copper
Tenaga Boleh Baharu	Renewable Energy
Pembekalan elektrik luar Bandar	Rural Electrification
Tanggungjawab Korporat	Corporate Responsibility

Kecekapan tenaga	Energy Efficiency
------------------	-------------------

Bahasa Malaysia	English
Pengeluar Penjana Bebas	Independent Power Producer (IPP)
Perjanjian Pembelian Elektrik/Tenaga	Power Purchase Agreement (PPA)
Syarikat Berkaitan Kerajaan	Government Linked Company (GLC)
Penggerak Kemajuan Negara	Powering The Nation
Pusat Pengurusan Panggilan	Call Management Centre (CMC)
Pusat Kawalan Muatankuasa Nasional	National Load Dispatch Centre (NLDC)
Pusat Kawalan Wilayah Utara dan Timur	North Eastern Regional Control Centre (NERCC)
Pusat Kawalan Wilayah Metro dan Selatan	Metro and Southern Regional Control Centre (MSRCC)
Projek Pengukuhan Kawasan Tengah	Central Area Reinforcement Project (CAR)
Warga Korporat	Corporate Citizen
Indeks Tempoh Gangguan Sistem Purata	System Average Interruption Duration Index (SAIDI)
Sistem Kawalan Penyeliaan dan Perolehan Data	Supervisory Control and Data Acquisition (SCADA)
Projek Bekalan Elektrik Luar Bandar (BELB)	Rural Electrification Project
Kilo Volt	Kilo Volt (kV)
Mega Watt	Mega Watt (MW)
Turbin	Turbine
Turbin Angin	Wind Turbine
Panel Suria	Solar Panel
Sistem Hibrid	Hybrid System
Teknologi Arang Batu Bersih	Clean Coal Technology
Tenaga Mapan	Sustainable Energy
Kitar Padu	Combine Cycle

Turbin Stim	Steam Turbine
Arang Batu	Coal

Reference No. for State Codes

State	Code
Ibu Pejabat	HQ
Wilayah Persekutuan	WP
Selangor	SEL
Perak	PRK
Pulau Pinang	PNG
Kedah	KDH
Perlis	PRS
Kelantan	KEL
Terengganu	TRG
Pahang	PHG
Johor	JHR
Melaka	MLK
Negeri Sembilan	N9
Sabah	SESB

(1) ***Flashover** is an unintended high voltage electric discharge over or around an [insulator](#) or insulation breakdown of an electrical apparatus.

(2) ***Tripping**-relates to the opening of a circuit breaker. Commonly this is due to three reasons

- a. Circuit overload because of abnormalities
- b. Short circuit on the outgoing feeder or circuit
- c. Ground fault on the outgoing feeder or circuit

(3) ***Rentice** is a clearance under a transmission lines. It is also known as right-of-way, reserve, wayleave, buffer zone and easement. The size of the rentice varies according to voltage levels.

(4) ***Busbar** is thick strips of [copper](#) or [aluminium](#) that conduct [electricity](#) within a [switchboard](#), [distribution board](#), substation, or other electrical apparatus. Electrically it is a node of common voltage.

APPENDIX 4

Guidelines for Digital Communications

Guidelines for Digital Communications

1.0 Purpose

These guidelines are designed to assist employees to make responsible judgments and decisions before posting and/or forwarding content, opinions, videos, graphics, photos, audio etc on digital and social media, which may affect the Company's image and reputation.

2.0 Roles and Responsibilities

2.1 Divisions / Departments / Stations / Business Units / Wholly owned Subsidiaries / Employees are responsible for any content posting or forwarding as stated in the above paragraph.

2.2 All employees are advised not to discuss any sensitive topics which can affect the Company's image and reputation. Examples of sensitive topics are but not limited to the following:

- (a) The Company's confidential information, e.g. employee details, strategic matters
- (b) The Company's business performance
- (c) Legal disputes or claims relating to the Company
- (d) Unpublished Company financials
- (e) Company policies
- (f) Controversial remarks/hate speech about political, religious, racial, cultural, gender-based topics and royal institutions.
- (g) Wrong/incorrect facts and information.
- (h) Other topics as per stated in the '*Buku Prosedur Tata tertib, Ke Arah Salah Laku Sifar*'.

2.3 Statements on the Company's policies should only be made by the authorised spokesperson listed in the TNB Corporate Communication Policy.

2.4 All comments must be based on facts and must place the Company's interest above all. If there is any doubt, please refer to GCC.

2.5 Any person being found to be exhibiting such negative behavior on social media channels will be reported to Group Human Resource and Integrity Department.

2.6 Please do not share company related posts or messages shared via Messaging Apps (WhatsApp/Telegram etc) among internal staff or employees with external parties or audiences (including family and friends).

2.7 Groups on social media

Divisions / Departments are permitted to set up social networking groups to connect and exchange information amongst TNB employees or alumni. If such groups are branded as associated to TNB, the administrator must comply to the following guidelines:

- (a) The purpose of the group must be clearly laid out to all members.
- (b) Members must easily be able to find out whether the group and the content is open to non-TNB personnel.
- (c) A disclaimer must be clearly and prominently displayed on the site. An example of the disclaimer is: *“The views expressed in this group are those of the members and do not reflect the views of TNB”*.
- (d) When the administrator leaves the group, he/she must hand over ownership of the group to another TNB employee;
- (e) Any usage of the TNB logo or TNB images must adhere to TNB’s Brand Identity Manual
- (f) The group must allow at least one representative of GCC to be a member; and
- (g) The administrator should not allow extreme or hateful statements.

3.0 Do’s and Don’ts

- 3.1 Involvement in social media should not affect employee’s daily duties and commitment to TNB customers/other stakeholders.
- 3.2 Posting of false, invalidated information or content that negatively impacts TNB’s corporate reputation is strictly prohibited.
- 3.3 Employees should refrain from responding to media and analyst inquiries. Instead, please refer the inquiries to the Company’s authorised spokespersons as in Clause 7.1 of this policy.
- 3.4 In line with the PDPA in Clause 6.5 of this policy, employees should not disclose, post or share business-related confidential information that belongs to TNB, its customers, vendors, suppliers etc. There will be legal consequences as per the law if this is found to be validated.
- 3.5 Personal opinions about the Company (other than those listed in Paragraph 2.2) must be accompanied by a disclaimer such as the following:
“The postings on this site are my own and don’t necessarily represent TNB’s positions, strategies or opinions.”
- 3.6 Use of the Company’s logo is prohibited unless consent is obtained from GCC.
- 3.7 The use of vulgar and abusive language is prohibited.
- 3.8 Employees must consider and respect the views and positions of other parties when discussing or giving views on political, religious, racial, cultural and gender-based topics.
- 3.9 All official internal TNB Facebooks must be closed groups and not open to the public.
- 3.10 Any comment made by TNB employees on external social media channels must have the disclaimer that all opinions shared are those of the individual and not that of the company.

APPENDIX 5

Guidelines for Internal Publications

Guidelines for Internal Publications

1.0 Objective

The objective of this guideline is to ensure effective and prompt communication of the latest information and news related to TNB and its subsidiaries to all employees.

2.0 Scope of usage

This guideline is issued for the use of all employees including wholly owned subsidiaries of TNB.

3.0 Background

Internal publications comprise but are not limited to:

- 3.1 TNB Livewire – TNB intranet site
- 3.2 Internal News Flash (INF) – daily announcements via emails
- 3.3 *Tenagawan* – news via emails
- 3.4 SMS Blast
- 3.5 TNB Powerfaces

4.0 Best Practices of Internal Publications

4.1 TNB Livewire

- (a) Department / Division / Subsidiaries may request to publish any relevant announcement / content must be submitted within three (3) days in advance prior to the publications date.
- (b) Any publicity materials such as banner or any poster design must comply to TNB Brand Manual.
- (c) If there is any attachment to accompany the banner / poster, kindly provide the valid link.

4.2 Internal News Flash (INF)

- (a) Department / Division / Subsidiaries may request to publish any relevant announcement / content must be submitted within three (3) days in advance prior to the publications date.
- (b) Kindly provide relevant details (Title, Proposed Write Up, Call to Action, poster & link if any)

4.3 *Tenagawan*

- (a) Department / Division / Subsidiaries may submit their request to publish an article minimum one (1) week prior to the target publication date, but it subject to editorial team and based on below requirements:
- (b) Kindly provide relevant details of the article / write up.
- (c) Kindly provide attachment (photos in hi-resolution) for creative works
- (d) Photos must be shared in format of jpg or png.
- (e) Editorial Team owns the right to amend the write up as to fit the in-house style

4.4 Audio Visual (AV)

- (a) AV will provide coverage of corporate programs /initiatives/ events only.
- (b) Any request, Department / Division / Subsidiaries need to fill in the form and submit the request through email with the charging code for further purposes (outstation cost, travelling cost, and etc)

4.5 TNB Powerfaces

- (a) Admin will cover posting related to corporate programs/ initiatives / events only.
- (b) Any Department / Division / Subsidiaries content shall leverage on their own internal platform such as portal.

5.0 Exclusions

5.1 All Divisions / Departments / Stations / Subsidiaries of TNB are responsible for ensuring news sent is according to the following guidelines:

- (a) The news disseminated shall not be provocative in nature and must be sensitive towards religion, politics, race, culture, gender, and other aspects/subject matters deemed inappropriate by management.
- (b) No pictures and/or videos shall be published if such visuals/graphics may hurt or embarrass a person intentionally or otherwise. The selection of pictures and videos must be done meticulously so that pictures shown reflect corporate excellence.
- (c) No classified / confidential information shall be published.
- (d) All employees to check facts before passing on information to other Divisions by obtain the final approval from their HoD/HoDiv.

6.0 Language Used

Bahasa Malaysia is the main choice of language while English is the alternative language.

7.0 Format

7.1 Printing

All Departments / Divisions / Subsidiaries are encouraged to use digital format for any internal communication materials.

7.2 Creative Design

GCC is responsible for the creative designing of materials related to corporate initiatives only.

Creative design request materials related to their Departments / Divisions / Subsidiaries for internal audiences may be undertaken directly by the relevant parties with advisory from GCC and / or an external agency recommended by GCC.

The materials look and feel must comply to TNB Brand Manual, or Departments / Divisions / Subsidiaries may consult GCC for guide and advise.

APPENDIX 6

Additional Resources

Additional Resources

No	Policy	Date
1	<i>Garis Panduan Komunikasi Digital & Media Sosial</i>	17 th April 2017
2	TNB Brand Manual	15 th October 2021
3	TNB Ethics & Integrity Policy	12 th April 2023
4	Code of Ethics	-