

CONFIDENTIAL

**Policy Name:** Stakeholder Engagement and Communications Policy (SEC)

**Type:** External

**Owner:** Marketing and Corporate Communications

**Approved by:** MANCOM

**Date:** 05 November 2024

**Approved by:** Board Risk Management Committee (BRMC)

**Date:** 24 January 2025

**Approved by:** The Board

**Date:** 30 January 2025

**Document Number:** FBNQMB/SEC/001

**Review Date:** 2 years

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## 1. Policy Statement

- 1.1. Effective communication with our stakeholders is crucial to the success and reputation of FBNQuest Merchant Bank. This policy firmly establishes our commitment to transparent, timely, and accurate communication with all stakeholders, including customers, employees, investors, regulators, and the community.
- 1.2. Stakeholder engagement is an essential pillar of strong corporate governance practices. It empowers the Bank to understand, influence, and manage stakeholder expectations clearly. Considering our commitment to proactive engagement, the Bank establishes the purpose of this policy as follows:

**Transparency:** We must create an open environment that allows stakeholders to access relevant information about our Bank's operations, performance, and impacts.

**Engagement:** Actively involve stakeholders in meaningful conversations to understand their needs and expectations.

**Responsiveness:** Promptly and effectively address stakeholder inquiries and concerns.

**Consistency:** Maintain consistent messaging and branding across all communication channels.

**Compliance:** Follow all applicable laws, regulations, and industry standards related to communication.

## 2. Applicability

- 2.1. This policy explicitly applies to all Bank stakeholders, encompassing customers, employees, shareholders, media, creditors, vendors, service providers, regulators, government agencies, host communities, and the general public.

## 3. Stakeholder Identification and Engagement Channels

- 3.1.

S/N	Type of Stakeholder	Purpose of Engagement	Form of Engagement
1	Clients/Customers	To provide clients and customers with relevant and accurate information.	Annual Report

		<p>To manage the client's expectations.</p> <p>To nurture strong relationships with clients and keep them informed on current developments at the Bank.</p> <p>To ensure effective corporate governance.</p> <p>To enhance customer satisfaction and loyalty.</p> <p>To gather feedback on products, services, and customer experiences.</p> <p>To address customer inquiries, concerns, and complaints promptly and effectively.</p>	<p>The websites and social media platforms</p> <p>Email Marketing/Formal written correspondence</p> <p>Customer Service Channels</p> <p>Interactions through Relationship Managers (Ongoing calls and Courtesy Visits)</p>
2	Employees	<p>To enhance internal communication effectiveness.</p> <p>To provide employees with strategic direction and information regarding company policies, procedures, and organisational changes.</p> <p>To promote a culture of transparency, collaboration, and employee engagement.</p> <p>To address employee concerns and feedback effectively.</p>	<p>Internal Communication Channels: Intranet portal, Emails, Townhalls and other engagement Sessions</p> <p>Internal Policies</p> <p>Performance review</p> <p>The websites and social media platforms</p>
3	The Board/Shareholders	<p>To provide board members and shareholders with relevant and timely information.</p> <p>To manage expectations.</p> <p>To foster strong relationships with Board members and shareholders, and to provide strategic direction for the various businesses within the Bank.</p> <p>To ensure good corporate governance.</p>	<p>Board Meetings</p> <p>Annual General Meetings</p> <p>Annual Report</p> <p>The Banks' websites and social media platforms</p>
4	Regulators and Government Agencies	<p>To ensure adherence to regulatory requirements and standards.</p>	<p>Rendition of statutory and regulatory reports</p>

		<p>To remain updated on changes in regulations and industry best practices.</p> <p>To foster positive relationships with government agencies and regulators.</p>	<p>Annual Report</p> <p>Regulatory Audits and Visits</p> <p>The Banks' websites and social media platforms</p>
5	Host Community and the General Public	<p>Brand Awareness</p> <p>To build and strengthen relationships with our host community and the general public.</p>	<p>Corporate Social Responsibility</p> <p>Community based initiatives</p> <p>Press Releases</p> <p>The Banks' websites and social media platforms</p>
6	The Media	Managing the perception of the brand externally	<p>Press Releases</p> <p>Press conferences</p> <p>Media Parleys or Media Engagement sessions</p>

#### 4. Engagement Channels

- 4.1. Website: Our official website will serve as the primary portal for information regarding products, services, and corporate updates.
- 4.2. Social media: Active use of platforms such as Facebook, Twitter, LinkedIn, and Instagram to communicate timely updates and engage with stakeholders.
- 4.3. Annual Reports: We will share comprehensive reports detailing our financial performance and strategic direction with investors and regulators.
- 4.4. Press Releases: Press releases will be used to disseminate critical information about the Bank
- 4.5. Email Marketing: Active use of emails to communicate timely updates and engage with stakeholders.

## **5. Communication Guidelines**

- 5.1. Timeliness: All communication should be issued promptly to ensure stakeholders receive current and relevant information.
- 5.2. Clarity: Communication should be clear and concise to ensure understanding by all stakeholders.
- 5.3. Accuracy: Ensure all information shared is fact-checked and accurately reflects the Bank's position.
- 5.4. Respectful Engagement: All communication should be conducted with respect and professionalism, acknowledging the diverse perspectives of our stakeholders.
- 5.5. Feedback Mechanism: Establish mechanisms for stakeholders to provide communication feedback, allowing for continuous improvement.

## **6. Responsibility and Spokesperson**

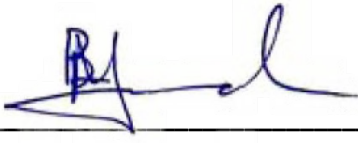
- 6.1. The Managing Director (MD), in partnership with the Management Committee (MANCOM), will manage communication and information dissemination.

## **7. Review and Amendments**

- 7.1. The Stakeholder Engagement and Communications Policy will be reviewed every two years to ensure its relevance. The Board, with support from Marketing and Corporate Communications, can make amendments to the policy.

**APPROVAL PAGE**

The Stakeholder Engagement & Communications Policy was approved by the Board on 30 January, 2025.

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**CHAIRMAN**