

SUPPLY CHAIN MEDIA, PR & MARKETING POLICY

All media and marketing activities initiated by our suppliers or subcontractors in connection with Balfour Beatty employees, activities or projects, or which mention Balfour Beatty in any external context, are subject to the Balfour Beatty supply chain Media, PR and Marketing policy.

PR, media and marketing activities include but are not limited to;

- press conferences and media briefings
- media enquiry responses
- news releases and media features
- quotes from our employees
- endorsement quotes for our suppliers or subcontractors
- Balfour Beatty logo use
- marketing channel references including websites, brochures and social media channels
- Advertising opportunities
- External blogs

OUR APPROACH

Balfour Beatty works with circa 8,000 supply chain partners across the UK at any one point in time.

Therefore, we prioritise media, PR and marketing activities that deliver strategic value for our company, our customers and our strategic partners, whilst protecting and enhancing the reputation and integrity of our brand.

We value our supply chain partner relationships and where appropriate, we will refer to our supply chain partners in relation to project milestones or achievements we have delivered together.

We recognise the need for our supply chain partners to be able to build their reputation and the mutual benefit of having a strong supply chain which is able to attract and retain skilled employees.

Therefore, Balfour Beatty provides the option to create case studies for use on supply chain partners' websites. Balfour Beatty does not provide endorsements from individuals and any, media, PR or marketing activity related to Balfour Beatty must be approved in advance, Approval will normally only be granted where there is a strategic value to Balfour Beatty.

PROCESS

Suppliers or subcontractors may not carry out any media, PR or marketing activity relating to their work for Balfour Beatty without prior permission from the Balfour Beatty corporate communications team.

Permission is also required from the supply chain partners' most senior Balfour Beatty relationship manager.

Balfour Beatty will support its supply chain partners in the creation of case studies for marketing purposes which can be used across marketing channels including websites and brochures subject to Balfour Beatty approval as set out in this policy.

Case studies may only contain factual information about the work carried out for Balfour Beatty over a specific and defined time period – please see example [here](#).

We will consider such case studies once our supply chain partners' work is complete and the defects liability period has closed. Prior to submitting case studies for approval to our marketing team at marketingcomms@balfourbeatty.com, please obtain e-mail approval from your primary Balfour Beatty relationship manager which you should include as an attachment along with your case study.

We do not permit the use of our logo on any supplier or subcontractor marketing materials or communications unless you have been granted a valid licence from Balfour Beatty plc to do so.

A five day approval period: Once agreement has been made to proceed with any media or marketing activity, all materials or approaches will require approval from our supply chain partners' relationship manager and the Balfour Beatty corporate communications team with a minimum five-day review period prior to release.

Media enquiries: Any media enquiries directed to our supply chain partners relating to work they are carrying out for us must be immediately referred to the Balfour Beatty press office on 0207 963 2150 without comment.

AUTHORISATION



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