

# TALKING TO THE MEDIA & EXTERNAL SPEAKING OPPORTUNITIES



The subject of this policy is all media relations activity in connection with Balfour Beatty employees, activities or projects or mentioning Balfour Beatty 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
- Balfour Beatty logo use
- Marketing channel references including websites, brochures and social media channels

## INTRODUCTION

As a publically listed company, Balfour Beatty's 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.

The role of the Media Relations Team is to maintain the effective management of the media and to ensure the best possible perception of the company at all times. Media relations initiated by the Media Relations Team follow approved processes and take account of any wider Group or stakeholder implications. Establishing positive relationships with the media is key to the success of our communications strategy.

## OUR APPROACH

Only authorised spokespersons are permitted to speak to the media. Subject areas will have been previously agreed with a line manager and the Media Relations team.

All media enquiries should be immediately directed to your Media Relations Team.

Authorised spokespersons will have undertaken appropriate training on handling the media prior to any meeting or engagement.

Formal interviews and meeting with the media (including "off the record" meetings) should only be arranged by the Media Relations team.

Our default position is that a member of the Media Relations team should be present at all meetings. The Media Relations team must approve all exceptions to this position. Irrespective of whether a member of the media team is present, a brief note of the meeting (including "off the record" meetings) should be produced and held on file by the Media Relations team.

### *Customer requests for Balfour Beatty individuals to engage with media:*

Individuals are often asked to support media relations opportunities initiated by Balfour Beatty's customers. The same rules apply with all involvement requiring notification to our Media Relations Team

### *Inside information:*

If a media enquiry could potentially be viewed as containing inside information, Media Relations will inform Investor Relations and the Group Finance Director so appropriate action can be taken.

### *Speaking at Conferences or attendance at roundtables:*

If an individual would like to speak at a conference in an official Balfour Beatty capacity or is invited to speak at a conference organised by an external body, prior to accepting any invitation, individuals must obtain written permission from their line manager and the Media Relations team – both on attendance and the content of the presentation / speech.

The Media Relations team may provide guidance or require additional approvals (e.g., Legal, Investor Relations)

Attendance and contribution to industry or topic roundtables, often but not always organised by media outlets, also requires approval via the Media Relations team prior to acceptance. (NB Events arranged under the Chatham House Rule do not mean they will not be reported. The rule states that the source of comments should not be revealed but the content may be).

If you are attending any industry event you should ensure that you are familiar with the matters covered in Balfour Beatty's Code of Ethics.

### ***Joint venture projects:***

All joint ventures require a lead parent company with responsibility for media relations. It is Balfour Beatty's preference to take on this lead position. All project and bid teams are asked to engage with the Media Relations team at the earliest opportunity to formalise this arrangement for all joint venture projects.

### ***Suppliers and subcontractors:***

Suppliers or subcontractors may not carry out any media or marketing activity relating to their work for Balfour Beatty without prior permission from Balfour Beatty. This is in accordance with our Supply Chain Media, PR and Marketing policy and is written into our formal contracts with our supply chain.

### ***Social Media:***

All employees need to act in accordance with Balfour Beatty's Social Media policy. Individuals interacting with social media such as blogs, message boards or discussion sites either in a personal capacity or for an authorised business purpose should ensure their actions are in accordance with the Balfour Beatty Social Media policy. Comments relating to Balfour Beatty, competitors or clients should never be made even under an assumed identity or by employees claiming to be someone independent of the issue concerned.

## **AUTHORISATION**

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