

Media Relations

Operational Policy

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References within this document

Within this document, a reference to Helia or 'the Company' refers to Helia Group Limited and its subsidiary companies.

References to the Board are to the Boards of Directors of Helia and its subsidiary companies unless a specific Board is specified. All References to amounts are in Australian Dollars (AUD).

1. Policy overview

1.1 Policy statement

This Helia Media Relations Policy Statement ("Policy Statement"):

- Sets out Helia's high level requirements for engaging with the media.
- Defines the standards to be adhered to in engaging with the media.
- Defines employees' responsibilities in this regard.

1.2 Purpose

This document details Helia's policy on Media Relations and provides a detailed explanation of the responsibilities of employees.

This policy should be read in conjunction with the Helia Disclosure Policy.

1.3 Scope

This document specifically addresses:

- Media Relations activities.
- Individual and team responsibilities with reference to these activities.

Communications covered by this policy are:

- All information provided to the media, including but not limited to written statements, verbal statements, images/data and interviews.

Out of scope for this policy is media relations during a crisis, which is covered separately in the Helia Business Continuity Management Policy.

2. Legal and Compliance requirements

2.1 Legal and Compliance requirements

In all discussions with representatives of the media, Helia Employees must comply with this policy. Adherence with this policy may from time to time be subject to review and audit.

2.2 Penalties and consequences

Non-compliance with this policy may expose the Company to regulatory sanctions including fines. Additionally, non-compliance with this policy may lead to brand damage which may have either reputational or financial implications for the Company.

2.3 Review and update of the policy statement

This Policy Statement and associated Helia Policies are reviewed at least once every three years by Helia to ensure:

- the business meets its compliance obligations, and the Policy is reviewed in the context of any changes in law or market practice;
- it maintains its relevance to the business' current and planned operations; and
- it remains consistent with other related Company policies and procedures (such as the Disclosure Policy).

3. Operating principles and guidelines

3.1 Privacy

Personal information held by Helia will be managed in compliance with Helia's Privacy Policy.

3.2. Media Relations standards

- Helia maintains an open policy with the media; the Company proactively engages the media on relevant updates and responds to all media inquiries expeditiously and respectfully.
- Only authorised spokespersons may represent the Company to the media. No employee may represent the Company to the media, except as indicated below.
- Other employees may be approved by the CEO from time to time to represent the Company to the media for a particular matter or on a particular occasion.
- Company employees must immediately inform the Head of Communications if a member of the media contacts them.
- Helia does not publicly speculate or comment on marketplace rumours or speculation about the Company's business intentions; nor will we publicly discuss shareholder attitudes or opinions about the Company. See also the Disclosure Policy (section 3.8) in relation to market rumours that are based on credible market sensitive information and that may have a material impact on the price of, or trading volumes in, Helia's shares.
- It should be assumed that all communication with the news media will be "on the record" unless prior arrangements are made.

3.3. Approval of information provided to media

All information provided to the media is required to be:

- reviewed by the Head of Communications, General Counsel, CEO and relevant Senior Leadership Team member.
- approved by the CEO or delegate appointed.
- compliant with the requirements of the Disclosure Policy in relation to the information contained therein.

4. Roles and responsibilities

This section identifies the individual roles (by title) and responsibilities associated with the management/implementation of this policy.

4.1 Authorised spokespersons

The Helia employees who have been authorised as spokespersons for media, are as follows.

Employee	Approved Subject Matter
Chair	All issues pertaining to Helia
Chief Executive Officer	All issues pertaining to Helia
Chief Financial Officer	All financial issues pertaining to Helia
Chief Commercial Officer	All Commercial issues pertaining to Helia
Chief Strategic Development Officer	All strategy and government issues pertaining to Helia
Head of Communications	All issues pertaining to Helia
Head of Investor Relations	Matters relating to Helia disclosures

4.2. Employee responsibilities

Helia employees wishing to express their own opinions to the media on an issue must do so in a manner that makes it clear they are not representing the Company and in accordance with the Disclosure Policy.