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		MEDIA & SOCIAL MEDIA Form-001
		(2023.09.14)

MEDIA

1.1 POLICY STATEMENT

Only the CEO, the appointed public/investor relations service provider, or members of the EXCO who have specifically been mandated by the CEO may communicate to the media and/or shareholders regarding public affairs.

1.2 SCOPE

This policy applies to all levels of management and staff, when approached by the media, fund managers or analysts to comment or respond to issues raised, or when a need arises to make an announcement of any nature, other than *bona fide* marketing communications.

The use of the term “media” in this document should be understood to mean journalists or bloggers acting on behalf of the written media, radio stations, television stations, regional newspapers, or even social media sites. The steps that pertain to the “media” category should also be considered if a shareholder, potential shareholder, retail shareholder, fund manager, analyst or activist might call Afrimat.

1.3 POLICY

a. APPROACHES BY THE MEDIA, FUND MANAGERS OR ANALYSTS

When approached by the media to comment on a matter, the media representative is to be referred to the CEO who on their turn will determine whether he himself will address the matter, or whether the matter is to be referred to the board, delegated to a member of staff or directed to the public relations or investor relations service provider for preparation of a formal written response, a holding statement or the best possible revert, given the magnitude of the enquiry. When the CEO is not available, the matter is to be referred to a member of the EXCO of Afrimat.

The individual who has been approached by the media is to take the following steps:

- Advise the media representative that the enquiry is referred to the office of the CEO for a formal reply,
- Take the full contact details of the media representative (name, surname, designation, contact number, email address and deadline date and time) and forward it without delay to the CEO’s Personal Assistant, and copy the National Marketing Officer and/or a representative from the public/investor relations service provider.
- Note all details of the enquiry, as well as any information related to the enquiry that may be of use to the CEO and forward it urgently to the office of the CEO, along with the contact details of the media representative.
- At no time should any promise of response be conveyed, and it must be made clear to the media that the person taking the call is not authorised to comment on behalf of Afrimat.

b. APPROACHING THE MEDIA

Only the CEO, the appointed public/investor relations service provider or individuals who have personally been mandated by the CEO may approach the media to make any public announcement or conduct interviews. An individual who wishes to make such an announcement or conduct interviews must provide the CEO with motivation and full details of the proposed announcement or interview. Normally an announcement or interview will be scrutinised by the public/investor relations service provider before it will be authorised for release. Should the press release or interview contain any information that could be deemed price sensitive, it should be reviewed by the investor relations service provider.

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SOCIAL MEDIA

2.1 SCOPE

Afrimat’s social media policy pertains to all individuals who are involved with Afrimat through employment or service contracts (including temporary employees, bursars, and interns) as well as contractors and subcontractors. Referral to “Afrimat” includes Afrimat Limited plus all subsidiary Companies in the Group.

This policy applies to:

- Individuals using personal social media at work, and
- Individuals representing our company through social media.

In this policy, social media refers, but is not limited, to:

- Social networks such as Facebook, X (*formerly Twitter*), TikTok, Pinterest, Instagram, Threads, and YouTube
- Professional social networks such as LinkedIn
- Discussion forums
- Blogs
- Review systems such as Google Reviews

2.2 PURPOSE OF POLICY

This social media policy exists to ensure that individuals, regardless of their function within Afrimat, use both personal and corporate social media accounts in a safe and effective manner, and does not cause harm to Afrimat. Although social media is seen as an essential business tool as part of the Afrimat marketing strategy, poorly judged or poorly timed activity can hurt the company’s reputation.

This policy is for the mutual protection of the Company and its employees and is not intended to prevent, discourage, or unduly limit employees’ expression of opinion or online activities.

2.3 POLICY

a. USING PERSONAL SOCIAL MEDIA

Afrimat expects employees to utilise their personal social media accounts in a responsible manner, representing Afrimat's values at all times.

Individuals may access their personal accounts during working hours from their personal devices taking into account the IT policy as well as the Health and Safety policy pertaining to each individual operation.

Where guided by policy, employees may not access their accounts when in an area where the use of cellular handsets is prohibited as stipulated by Site Managers and Health and Safety plans.

Whether an individual uses their social media accounts for business- or for personal purposes, they may easily get side-tracked and not be attentive on Afrimat’s premises.

Where the use of cellular handsets is allowed, individuals are to limit their activity on personal social media accounts while at work.

Whilst Afrimat reserves the right to allow or disallow private activities such as participation on social media at Afrimat’s premises, Afrimat will not police personal social media accounts, but expects all employees to always

adhere to the Afrimat privacy and confidentiality policies. Afrimat also cautions individuals against violating the Afrimat -as well as the South African anti-harassment policies, when uploading a post which might make their collaboration with other individuals associated with Afrimat, or Afrimat's customers, Government bodies, political parties, investors, etc. more difficult (e.g., hate speech against groups to which colleagues belong).

All individuals associated with Afrimat are advised to:

- **Ensure others know that the individual's personal account or statements do not represent that of Afrimat.**
 - Individuals should not state or imply that their personal opinions and content are authorised or endorsed by Afrimat.
 - We advise using a disclaimer such as "my views represent my own" to avoid misunderstandings.
- **Avoid sharing intellectual property** like trademarks on a personal account without approval.
- **Avoid sharing confidential information.**
 - Individuals are not to publish, post or release any information that is considered confidential or that is not public.
 - If there are questions about what is considered confidential, employees should check with the National Brand and Marketing Department.
- **Before photos and/or videos that include colleagues may be posted on social media**, the individual who wishes to post the content must first **ask the applicable colleagues for their consent** to have the content posted.
- **Avoid any defamatory, pornographic, proprietary, harassing, offensive or derogatory content and pictures.**
 - It may be considered a violation of Afrimat's anti-harassment policy if directed towards colleagues, clients, partners, or any other individuals that are associated (directly or indirectly) with Afrimat.
 - To this end individuals are reminded that Afrimat is a public, listed company.
- **Do not use social media to address work issues:**
 - Work-related problems and issues are ONLY to be addressed via internal communication -and (where applicable) grievance procedures and may not be brought into the public domain (i.e., via social media). For guidance on the correct internal procedures to follow, employees are to take their enquiry up with their line manager or through their Human Resources department, and other individuals are to take their enquiry up with their contact person within Afrimat (e.g., key account Manager, Marketer, Buyer).
 - External individuals are also welcomed to use the hotline if they wish to raise issues confidentially.

2.4 USE OF COMPANY SOCIAL MEDIA ACCOUNTS

- All Afrimat and affiliated social media accounts must be approved by the head of the National Brand and Marketing Department for the purpose of being compliant with the desired company image.
- The National Brand and Marketing Department will however discourage independent Afrimat social media accounts and will endeavour to channel all posts through the national accounts.

2.5 APPROVED USERS/ACCOUNTS

- Authorisation will be considered where media inputs are in line with Afrimat's social media and marketing strategies.
- Credit will be given to the original content creators.
- The company appoints specific employees to interact on media (including social media) on behalf of Afrimat. This ensures that the social media voice and approach of Afrimat stay consistent and in alignment with marketing and customer service objectives.

Employees who detect an opportunity to create a social media account that supports company goals are invited to pitch their ideas via their Cluster Head, and if supported, then to the Brand and Marketing Department at the National Support Office (Tyger Valley).

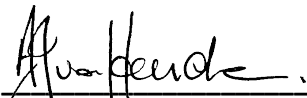
2.6 DISCIPLINARY CONSEQUENCES

Afrimat will monitor social media postings on the company's account, as well as public postings. Where postings are made in contravention of this policy, corrective actions may be taken against contravening individuals, which may include disciplinary, -civil or criminal investigations.

Examples of non-conformance with this policy include, but are not limited, to:

- Disregarding job responsibilities and deadlines to use social media at work.
- Disclosing confidential information through personal or corporate accounts.
- Directing offensive comments towards other members of the online community.

APPROVED



Andries van Heerden
Chief Executive Officer