POLICY NAME	MAS Branding Policy
POLICY OWNER	DIRECTOR – CORPORATE COMMUNICATION
POLICY DATE	January 2019
APPROVED BY	MAS APPAREL BOARD
LAST REVIEW DATE	October 2026

MAS
CHANGE IS COURAGE

MAS BRANDING POLICY

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1. PURPOSE

1.1. The purpose of the policy is to set forth the standard guidelines and responsible practices for protecting and preserving all features which symbolise the identity of the MAS brand.

These features are protected as parts of intellectual property solely owned by MAS.

2. SCOPE

2.1. The policy applies to all MAS employees, advisors, customers, suppliers, strategic partners and visitors, while executing duties for, or engaging with MAS within and outside its company premises and all media channels.

3. MAS BRANDING

3.1. MAS branding refers to all elements, features and processes which represent the identity of MAS. It communicates our well-established promise to our stakeholders and distinctly provides identity to our products and services.

3.2. MAS branding includes, but is not limited to:

- MAS logo
- Logos of Value Streams or Subsidiary Units of MAS
- Distinctive marks or symbols of MAS (e.g.: MAS logo icon, WGB Logo etc.)
- Owned brand logos
- MAS owned and associated brand slogans/ taglines
- Domain name(s) owned by MAS
- MAS patterns and colours
- Typography
- Registered trademarks
- Created Content

3.3. To maintain successful corporate standards, MAS owned brands and associate brands are expected to conform to the MAS Branding Policy when communicating about the brand MAS.

3.4. The policy draws reference to the following MAS policies and documents which must be referred to, when engaging in branding activities for MAS.

- MAS Brand Manual
- Confidentiality Policy
- Information System Usage Policy
- IP Policy

4. MAS LOGO

4.1. The MAS logo, which consists of the red icon and the wordmark, represents the symbolical identity of MAS Holdings

4.2. The logo icon was filed for protection as a trademark of MAS Holdings (Private) Limited on 14th November 2003 and the "MAS" wordmark was filed for trademark protection on 29th November 2004, under all NICE trademark classes of goods and services in Sri Lanka. The MAS mark is a registered trademark in India, US, UAE and Jordan in NICE class 25. 'MAS' along with the relevant plant/value stream name is also registered or filed for protection in countries where MAS has a presence (i.e. MAS Active, MAS Intimates, MAS Arya, MAS Sumantra, etc.).

4.3. The proper usage (E.g.: size, colour, positioning) of the logo and stand-ins of its primary visual expressions, such as the typography and taglines, is governed by the MAS Brand Manual and is mandatory for internal and external communications.

4.4. All official documentation including, but not limited to, letterheads, business cards, identity cards, MAS branding material and communication through different media, must adequately reflect the MAS logo and the stand-ins of its primary visual expressions (E.g.: a promotional booklet produced by MAS must include the MAS logo and may include any approved MAS visual representations such as corporate imagery).

4.5. Any images/videos used on corporate material that is being published externally must be acquired to ensure the company has the rights to use such images/videos.

4.6. The MAS logo(s), taglines and all branding material are strictly restricted to official use. No person is permitted to use these for any personal purposes.

4.7. If unclear, or in doubt, all persons are requested to seek direction from Group Corporate Communications.

5. PROMOTIONAL CONTROLS

5.1. Promotional controls refer to guidelines for the use of MAS branding in external communications and promotional material.

5.2. Usage of MAS branding in all internal and external activities including, but not limited to, presentations, advertising, sponsorships, campaigns, promotional extensions (marketing collateral), digital communications and publications of any kind (print or online) must conform to the guidelines and specifications of the MAS Brand Manual, Social Media Policy, Information System Usage Policy, Communications Policy and Confidentiality Policy of MAS.

5.3. All presentations/materials for external use must be reviewed by relevant Value Stream Communications teams and cleared through Group Corporate Communications prior to exposing these documents to the stakeholders to ensure brand compliance and accuracy of information related to the Company.

5.4. In the event the MAS logo(s), taglines and any branding substances are shared with third parties for a specified purpose / limited usage only, the following criteria must be fulfilled:

- The logo and its primary visual expressions should be released to third parties only with written approval from Group Corporate Communications.
- Signing of a Right to Use letter is mandatory for the aforementioned purpose. In the case of external service providers working with MAS on a regular basis, an annual service agreement covering confidentiality clauses must be signed.
- In the case of external service providers used regularly for MAS branding and communication purposes (E.g.: printers, photographers, videographers, event planners etc.), a contractual agreement must include a non-disclosure section which prevents disclosing or publishing of exclusive content such as internal MAS material.
- Internal artwork provided to third parties must be provided in non-editable format, at all possible times, to prevent misinterpretation and counterfeiting of unique characteristics of MAS branding.

- Prior to release, all finalised branding materials which portray the MAS brands/logo must be approved by the Director Corporate Communications.
- In the case of using models for advertising purposes, it is imperative to obtain their consent for release prior to publication. If the model is a minor, ensure to obtain approval from a parent/ guardian.

6. CORPORATE SPONSORSHIPS

6.1. Sponsorships provided to any external institutions, groups, events or individuals where the MAS name is tagged or implied, must be evaluated and approved by Group Corporate Communications and priority will be placed on events of national significance.

(E.g. providing sponsorships for a women's empowerment programme held in the locality of an MAS SBU)

6.2. Any sponsorships over the value of LKR 500,000 must be approved by Group Corporate Communications and Group Human Resources, via the communications and/or HR leads in the respective SBU/ Value Stream. Other sponsorship related activities below LKR 500,000 must be notified to Group Corporate Communications.

6.3. All sponsorships must be authorized by the respective SBU's CEO, and they must be branded with the MAS logo. If the advertising is done in the locality of the respective SBU, then it can contain the Value Stream and/or SBU logo in addition to the MAS logo. Refer the Brand Manual for logo placement guidelines.

6.4. All sponsorship related branding should be shared with Group Corporate Communications for approval prior to release.

7. COMPETITIONS AND AWARDS

7.1. If a Strategic Business Unit (SBU) within MAS (Wholly Owned Subsidiary, Joint Venture, or Value Stream entity) wishes to consider entering a Competition or an award being assessed by an organization outside of MAS, this should be discussed with the relevant Group Function, the respective Value Stream Communications Unit (and through this), Group Corporate Communications, in order to obtain necessary clearances prior to commencing the entry process.

7.2. Accordingly, the relevant group function would determine whether the entry should proceed as a group entry or value stream entry.

7.3. In the event there is no group function, they should inform Group Corporate Communications regarding the entry for further advise.

8. USAGE AND DISPOSAL OF MAS BRAND(S) RELATED MATERIAL

8.1. In order to ensure the MAS brand integrity, promotional products such as t-shirts, distributed internally and exclusively for the use of employees for various events and purposes, cannot be shared with external parties.

8.2. Such branding material (Eg: t-shirts) should be discarded following the end of its durable use in a responsible manner which would not cause harm to the integrity of the brand MAS.

8.3. All material displaying MAS branding which is used for company events within and outside of MAS premises including, but not limited to, banners, cut-outs, notebooks, decor, notices, bills and notes must be removed from the premises following its conclusion and disposed of appropriately.

8.4. All discontinued or outdated MAS branding material must be disposed of, under the purview of the Communications team in the respective plants and SBUs.

8.5. Do not use MAS logos or branding for endorsements without prior approval from the Director Corporate Communications.

9. NON-COMPLIANCE

9.1. Report non-compliance of the policy via one of the following channels;

- Contact the Group Corporate Communications Team
- Speak to your SBU, Value Stream or Group Code Officer
- Lodge a complaint via the DNA Helpdesk masdnahelpdesk.ethicspoint.com
- Lodge a complaint via the DNA hotline – 0723005005 (Hutch)
  0758005005 (Airtel)
  0117395005 (Dialog)

9.2. Complaints will not be dismissed or downplayed under any circumstance. The Code Officers and other accountable parties will maintain the confidentiality of all parties involved in the recording and investigation of the complaint

It is your responsibility to support ongoing investigations by being open, honest and maintaining confidentiality, in the event you are contacted by a Code Officer.

9.3. Retaliation against an individual for lodging or attempting to lodge a complaint and/ or supporting a victim or for participating in investigations, amounts to non-compliance of The MAS DNA (Code of Conduct) and the policy.

9.4. Reporting unfounded false allegations with wrongful intentions of malice, in a bid to tarnish reputations, amounts to non-compliance of The MAS DNA.

9.5. Non-compliance of the policy will be addressed based on the guidelines set in the MAS Consequence Management Framework. Persons who are found to have violated the policy will be subjected to disciplinary action up to and including termination of employment. Penal sanctions will be applicable in the event the offence is covered under the Penal Code of Sri Lanka

10. RESPONSIBILITY

Party	Responsible Actions
MAS Apparel Board	Approval and sign-off.
Director - MAS Group Human Resources	Ownership and authority to make amendments.
MAS Governance Committee	Addressing non-compliance. **Monitor Compliance** • Ensure the respective unit adheres to the policy and provides further support if and when required. ○ Be familiar with the Branding Manual and ensure it is accessible and available to read as and when needed. **Manage Non-Compliance** • Reach out to the Group Corporate Communications team for any further clarifications. • Record and investigate all violations in a timely manner.
Code Officers	**Sustainability** • Ensure to regularly communicate and have educative sessions within the respective units on the Branding Policy, utilizing the resources provided by the Group HR team • Work with HR to ensure new recruits receive mandatory education about the importance of adhering to the Branding policy. • Liaise with Group HR and provide regular feedback on the policy and process via policyinfo@masholdings.com.
Line Managers	**Educate** • Educate your team on the Branding Policy and ensure they adhere to the same. **Discuss**

	• Have an annual discussion with the team emphasizing the importance of adhering to the policy. • Review the material before granting approval for any branding related activities and ensure they are in compliance with the Branding policy. **Manage Non-Compliance** • Reach out to the Group Corporate Communications team for any further clarifications. • Report any violations immediately to an SBU/ Value Stream/ Group Code Officer or via the DNA help desk.
Employees	**Adherence** • Read, understand and comply with the Branding Policy. • Ensure to refer the Branding Manual when engaging in any branding related activity. • Ensure to obtain necessary approvals from your Line Manager beforehand. **Managing Non-Compliance** • Reach out to the Group Corporate Communications team for any further clarifications • Report any activity that may not comply with the Branding Policy to an SBU/ Value Stream/ Group Code Officer or via the DNA Help Desk • In the event you are asked to support an ongoing investigation; be open, honest and maintain confidentiality to conduct an effective investigation • If in doubt regarding the policy, contact Group HR on policyinfo@masholdings.com

11. DEFINITIONS

Associate brands	Separate and complementary brands which are linked with MAS. These include but are not limited to MAS subsidiary and owned brands; • Value Streams: i.e. Activewear, Bodywear. • SBU brands: i.e. Asialine, Slimline, Casualline, etc. • MAS fully owned brands: femography, softmatter, etc. • Joint ventures: i.e. Linea Aqua, etc.
Customers	All MAS customers and their agents.
Employees	Permanent employees (full-time, part-time and casual) and non-permanent employees (Eg: on probation, consultants, interns and trainees) engaged with MAS under contractual terms or letters of engagement.
MAS	MAS Holdings (Private) Limited and its subsidiaries, affiliates and joint venture companies.
MAS brand	The parent brand and associate brands of MAS.
MAS Brand Manual	Describes the brand guidelines for internal and external use in edited and illustrated form and defines the standard corporate image and identity of MAS. The manual is available with every Head of Human Resources, Cluster Heads at every SBU, and at Group Corporate Communications as well as Value Stream Communications Units.
MAS branding material	Any material or promotional products which hold or represent the MAS brands, the signature MAS pattern, visual identity or typography.
MAS intellectual property	Any trademarks, service marks, trade dress, trade secrets, patents, labelling, packaging, hang-tags, trade names, distinctive words, logos, drawings, art work, product ideas and concepts, pictures, colours, formulae, discoveries, inventions, specifications, proprietary information, processes, designs, design and/or utility models or copyrights, or any marks or works similar thereto, any and all applications for the foregoing, and any and all modifications, derivations, improvements or adaptations thereof.
MAS parent brand	The symbolic embodiment of the MAS brand from which all other brand extensions arise from.

MAS SBU	A subsidiary or affiliate of MAS, regardless of whether the business unit is a registered legal entity or an unregistered unit in which business is conducted.
Person/s	Employees, advisors and third parties.
Suppliers	All suppliers, direct and indirect service providers, subcontractors and their agents MAS deals with.
Third parties	Joint venture partners, all service providers, media houses, subcontractors, agents which MAS deals with and who, in the course of their relationship with MAS, have been provided access to information owned by MAS.
Visitors	All business and individual visitors to MAS premises.

12. CONTACT US

If you have any questions with regard to the policy, please get in touch with your SBU, Value Stream or Group Code Officers, or the DNA Helpdesk. We are happy to help you!

- Email us on – policyinfo@masholdings.com
- Log on to – masdnahelpdesk.ethicspoint.com