POLICY NAME	Social Media Policy
POLICY OWNER	DIRECTOR – CORPORATE COMMUNICATION DIRECTOR – HUMAN RESOURCES
POLICY DATE	May 2018
APPROVED BY	MAS APPAREL BOARD
LAST REVIEW DATE	October 2026

MAS
CHANGE IS COURAGE

Social Media Policy

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1. PURPOSE

1.1. MAS supports the view that the existence of today's businesses and communities extends beyond the physical world, and into the virtual world.

1.2. This policy sets out MAS' expectations with regards to the usage of social media by its Employees, both within and outside of the work environment.

1.3. MAS encourages its Employees to approach the online world in the same way they do the physical world by using sound judgement, respect, and common sense.

1.4. Employees are required to use social media in a manner that does not interfere with primary work duties and is in alignment with the MAS DNA and related policies.

1.5. Due regard should always be given to the confidentiality and IT policies of MAS when using any form of social media.

2. SCOPE

2.1. This policy applies to the Management, Executive, Staff and Team Member Cadre of MAS Holdings, and all its subsidiary and affiliate companies, referred to herein as 'Employees'.

3. DEFINING SOCIAL MEDIA

3.1. Social media can be defined as any internet-based application that allows individuals to publish information, share content and interact with others in a public manner, communicating to a wide audience extending beyond private online communications such as private messages.

3.2. Social Media includes, WhatsApp, Snapchat, Facebook, Twitter, Instagram, YouTube, Viber, IMO, TikTok, LinkedIn, Threads, Reddit and any other format/platform that can be described as mentioned in 3.1.

4. PRIVACY AND RESPONSIBLE USE OF SOCIAL MEDIA

Personal conversations within social media networks have the possibility of being exposed to the public, even with privacy settings in place. Therefore, MAS encourages its Employees to use common sense and good judgement when indulging in social media activities. When in doubt, a

good rule of thumb would be to ask, "How would this affect me personally or professionally if this was made public?"

E.g.: A post that is only visible to an individual's contacts can be forwarded by one of them to another party, who might post it and make it visible to the public.

5. GUIDING PRINCIPLES

All Employees must ensure adherence to the following guidelines when using social media.

5.1. Post Responsibly

Before posting any content that may be associated with MAS, your department, a colleague, or a project you are working on, it is essential to abide by the following guidelines. This also applies to blogs, vlogs and similar online publications.

- Ensure that no confidential information is revealed in any part of the text, caption, image, or video posted online. Refer section 5.5 for further guidelines on confidential information.
- Ensure that no component of the text, caption, image, or video posted online contains elements that will be found offensive or inappropriate by users online.
- Ensure that no component of the text, caption, image, or video posted online contains elements violating the MAS DNA or is not aligned with MAS' values (Refer Annexure 2).
- Ensure that no component of the text, caption, image, or video posted online contains elements that could tarnish the reputation of MAS or be maliciously used against MAS.

5.2. Avoid using the MAS logo

- Do not place the MAS logo as any part of the profile image of your blog or social media page. Avoid using photos where the MAS logo is dominantly visible as profile images or cover images as this may give the profile or blog the appearance of an official company page. Superimposing the MAS logo onto any personal content is strictly prohibited. However, publishing images at work with the logo seen in the background as posts and not as profile images or cover images is acceptable.
- If the post is regarding an official matter and the use of the MAS logo is required (e.g.: promoting an event, community work, charity work, etc.), ensure that Employees

consult the Corporate Communications Team and the appropriate MAS branding guidelines are adhered to.

- Employees are advised to use good judgement in selecting images they choose to post on social media where they/their colleagues are wearing MAS t-shirts.
- Employees must not create, feature in, or contribute to promotional content intended for personal social media pages or promotional materials, within MAS premises or while wearing MAS-branded apparel, including MAS T-shirts, which could portray the page as an official MAS page.

5.3. Public Statements made about MAS

- Employees are advised against including information about MAS or the role they play at MAS in the “About Me” section of their personal blogs or social media profiles. It is advised to tag the company in the “Experience”, ”Employment” or ”Work” sections of social media pages, but not in the “About” section of any personal pages, which could portray the page as an official MAS page.
- Employees who make public statements must be aware of the difference between a statement about MAS, made in their personal capacity and in an authorized capacity.
- A formal statement to the press or public about any company policy, directives, or a formal response to questions about the same, may only be made by an authorized spokesperson of MAS. This role is generally limited to the Chairman, Deputy Chairman, Group CEO, SBU CEOs, Director Corporate Affairs, Director Human Resources, or the Head of Corporate Communications of MAS.

5.4. Posts Associated with MAS

- Employees are advised to use their discretion in resharing any post/ article regarding MAS or an individual profiled as an MAS employee, which has not originated through official MAS channels, regardless of its nature being negative or positive. Any employee found to be posting content which is deemed harmful to MAS will be requested to remove such posts by HR or Corporate Communications (Refer Annexure 1).
- Any employee found in connection with posting malicious content that violates the MAS DNA; or defames MAS, any of its Employees, customers, or competitors on any sites directly or through external parties , will be subjected to strict disciplinary action. Employees are encouraged to direct any work-related complaints and grievances through the respective HR department, a Code Officer, DNA Hotline or the DNA Help Desk (Refer Case in Annexure 2).

5.5. Confidential Information

- Employees are advised to refrain from publishing posts containing sensitive information concerning MAS, including but not limited to design plans, future strategies, internal operations, and legal matters.
- Citations or references to clients, partners, suppliers, agents, and other parties related to MAS on business matters are strictly prohibited, unless approval to do so is acquired by the relevant party in writing.
- Personal information about customers, Employees or other parties connected to MAS, must not be discussed or published on social media.
- Employees must ensure that any content that is published does not cause any damage or inconvenience to the party's relationship with MAS (Refer Case in Annexure 2).
- Content for personal pages must not be created within any restricted areas of MAS.

5.6. Give Credit Where it is Due

Employees must be aware of the copyright and reference laws that should be observed when posting online and act accordingly.

5.7. Observe IT Security Rules

Employees are advised to be mindful not to download or install software that they find through social networks on their work computer. For more information - refer the MAS ICT Policy.

5.8. Internal Networks

All posts shared on internal networks (such as OneMAS, Internal e-mails, SharePoint, Viva Engage (Yammer), Internal Discussion Groups, Company WhatsApp groups, etc.) are meant only for internal MAS Employees. These posts should not be published on social media platforms or forwarded to anyone who is not employed at MAS.

5.9. Corporate Event Updates on Social Media

Photos or videos from Corporate Events where the material may be considered sensitive, must not be posted on social media unless otherwise specified by MAS' event organizers with clear written guidelines. It is important to note that any content which includes organization

information should not be posted on social media. (e.g.: Photos of slideshows, videos of MAS Speakers at events, etc.).

5.10. Focus on the Job

While social media can be a valuable resource in the corporate world, Employees must ensure that time spent on social media does not affect their productivity at work (Refer Case in Annexure 2).

5.11. Observe Neutrality

Views regarding sensitive issues (e.g.: political, religious) must be expressed cautiously and others' opinions on such matters must be treated with respect. Employees must ensure to express views in a way that it does not bring disrepute or harm to the organization and the values of the organization.

5.12. If It Is Not Right, Say Something

Employees are encouraged to disclose any activity (of MAS Employees on social media) that may not comply with the MAS Social Media Policy. Reporting of such an incident can be done via HR, a Code Officer or the DNA Help Desk.

6. BEST PRACTICES

6.1. Leadership

Employees that are identified as managers of a function or a group of individuals by their position, must be mindful of the fact that personal thoughts which are published, even in clearly personal venues, may be misunderstood as expressing MAS' positions.

All those in this category of employment should assume that their team and those outside MAS will read what is written. Hence, they should refrain from discussing, liking or commenting on any topic/subject/person/issue that would reflect negatively on MAS

6.2. Respect Privacy

Employees are encouraged to network with each other on social media. However, one must not compel or force another colleague to connect on social media; or retaliate against a colleague for rejecting a "friend request" or "link".

6.3. Add value.

Efforts should be made to promote honest, healthy, and pleasant discussions online. MAS encourages its Employees to add value by posting worthwhile information and perspective. Disciplinary action will be taken against any person that posts content which can be construed as racial, ethnic, religious, and physical disability slurs.

6.4. Spread the Word.

MAS encourages its Employees to talk about the successes of other colleagues in addition to their own achievements. Connect with each other through social networks and spread success stories and connect as One MAS.

6.5. Use Best Judgement

Usage of social media for official purposes should be done efficiently and for the right reasons. If a post has the tendency to generate a negative outcome on either an individual or MAS, Employees are required to use their best judgement and refrain from publishing such posts (Refer Case in Annexure 2).

6.6. Be Yourself

MAS encourages its Employees to be honest about who they are and what they do. Further, Employees can disclose their workplace on social media.

6.7. Use a Disclaimer

When discussing work-related issues, Employees are required to use a disclaimer to brand the posts as their own and take complete responsibility for the content, where MAS will not be held liable for any outcome it might generate.

Be aware that this disclaimer does not free any individual from the obligations they have under the MAS Code of Conduct.

6.8. Be the First to Admit a Mistake.

Employees are encouraged to be upfront about and correct any mistake they have made.

6.9. The Internet Never Forgets

Employees must be aware that everything which is posted online is digitally archived and can be discovered. Accordingly, even deleted posts can be searched and viewed. Therefore, individuals must be cautious to post accurate and acceptable content.

6.10. Get Advice

- No pages with the MAS name and or any SBU, or Subsidiary organization's name should be created without the prior written approval of the Head of Group Corporate Communications
- Employees are not permitted to create publicly accessible social media profiles, groups, and pages or interact with individuals on behalf of MAS without prior business approval from the Head of Group Corporate Communications.
- In the event a chat-group is created on a closed platform (e.g.: within teams, departments etc.), ensure that the respective line manager is informed and is aligned with the information posted on the said group, to avoid miscommunication.
- If a department, SBU or Value Stream wants to use social media to promote any MAS related activities, please contact the Corporate Communications Team to obtain the necessary guidelines.
- In the event of coming across any negative information about MAS, Employees are advised to refrain from reacting/ responding to the post. Instead, the post should be brought to the attention of a Code Officer or the Corporate Communications Team (Refer Annexure 3).

7. MANAGING NON-COMPLIANCE

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

- Speak to your SBU, Value Stream or Group Code Officer
- Lodge a complaint via the DNA Helpdesk
- Log on to masdnahelpdesk.ethicspoint.com
- Call the DNA Hotline- – 0723005005 (Hutch), 0758005005 (Airtel), 0117395005 (Dialog)

7.2. The Central MAS DNA Team, respective Code Officers, HR, and other accountable parties will maintain the confidentiality of all parties involved in the recording and investigation of the complaint.

7.3. It is your responsibility to support ongoing investigations by being open, honest, and maintaining confidentiality, in the event you are contacted by a member of the Central MAS DNA Team or a Code Officer.

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

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

8. RESPONSBILITY

8.1. 8.1. It is the responsibility of every unit head / manager to ensure all Employees in the executive cadre are educated on and adheres to this policy; and take immediate and appropriate action against violations of the policy, if brought to their attention or observed.

9. ANNEXURES

Below are some examples on the necessity of following the protocol set out in this policy.

Annexure 1

IVY PARK

Beyoncé's new sportswear label Ivy Park has denied claims its clothes are produced by sweatshop labourers who reportedly earn 44p an hour and £4.30 a day in Sri Lanka.

The Sun on Sunday reported the clothing range, which is sold by Topshop, was made by workers at MAS Holdings factory in Sri Lanka.

The tabloid claimed one of the labourers earned 18,500 rupees (£82.26) a month - just over half the Sri Lankan average wage of £164. This particular worker said she worked as a sewing machine operator for nine and three-quarter hours a day, five days a week and worked overtime.

MAS is not breaking the law because it pays over the legal minimum wage of 13,500 rupees a month. Anti-Slavery International say the working conditions described in the original article are typical of the wider garment sector across South East Asia.

"The particular chain in question has a reputation for paying above minimum wage and for empowering women in the supply chain which is presumably why Ivy Park chose the company," explained Aidan McQuad, the Director of the anti-slavery charity.

Source: Oppenheim, M. (2016, May 18). Beyonce's Ivy Park sportswear line denies claims its clothes were produced by 'sweatshop workers paid £4.30 a day'.

Retrieved from http://www.independent.co.uk/news/people/beyonces-ivy-park-sportswear-line-denies-claims- its-clothes-were-produced-by-sweatshop-workers-a7035926.html

Advisory note

This was an article published about MAS. If any such article appears on social media kindly refrain from responding and follow protocol as laid out in the "Get Advice" section.

Annexure 2

BURGER KING

A young Burger King employee in Japan recently posted a picture of himself laying down on a pile of hamburger buns to Twitter.

Uploaded by Twitter user @inotayuta, who slung Whoppers for the burger giant in Japan, the picture shows the young Japanese sloucher relaxing with a huge grin on his face and the caption 'How many Whopper Juniors do you think I've made? See if you can figure it out for yourself.'

As upsetting as the image of an employee lounging on buns is, several people were also upset by the filthy bucket next to the buns, in a posting of the picture to the Japanese website 2ch.

The same Twitter user also posted a picture of himself sitting in a trash can while on the job.

Kotaku rightly pointed out that the outrage among Japanese stems from a culture where food and excellent customer service are considered very important. For an employee to deface the food in such a manner is reprehensible, if not unforgivable.

Users on 2ch, the country's largest online forum, emailed the company en masse, demanding action be taken.

In a statement, Burger King Japan assured customers that the buns were trash and not served for consumption. The fast-food chain apologized, and the employee was fired for his actions, according to a statement posted online.

Source: Gorman, R. (2013, August 02). Employee who pictured himself lying on pile of burger buns in Burger King is sacked.

Retrieved from http://www.dailymail.co.uk/news/article-2383869/Employee-pictured-lying-pile-burger-buns- Burger-King-sacked.html

Advisory Note

Always consider repercussions to yourself personally and the company professionally before you post a pic.

Refer the following rules:

- Would this affect me professionally?
- Would this harm another person/my company?

Annexure 3

UBER

In August 2016, police arrested an Uber driver on the charges of molestation after a Facebook user's post narrating the gruesome experience of her friend went viral. In a similar incident, a shocking Facebook post by a Delhi woman is now making the rounds on the Internet.

*The woman, who works in Gurgaon, had apparently booked an Uber to reach her office. But the overtly friendly driver soon made her suspicious. While he allegedly kept prodding her by asking questions like "Madam, where do you stay and where are you from? Do you stay alone?", she avoided him by talking on the phone and later asked him to be a professional. After this she claimed that he suddenly began to drive in a rash manner and even threatened to wreck the car. The driver then allegedly asked her to get down in the middle of the road, following which he kept following her in the car. It was only when she pretended to take down the car number, that he fled.

According to her post, when she dropped a complaint as feedback, she was assured by Uber that they'll get back to her, only to get a call from an unknown number. The person at the other end seemed suspicious to her." I asked the person if he is from Uber and he was first confused and then told me he was from head office. When I was about to complain, he interrupted me and told me that the driver has made a complaint against me," she wrote. When she got a friend of hers to call back on the same number, the person claimed he was in fact an Uber driver.

In response to the incident, an Uber spokesperson told indianexpress.com over mail that "what has been described has no place on the Uber app. The driver has been barred from accessing the app and we are investigating the matter." Further, the spokesperson claimed her post contains certain inaccuracies. They said that the initial call she received was not from Uber and that it could have been the driver calling her, posing as an executive.

They further said that Uber's support team had contacted her separately and action was taken against the driver as soon as this was brought to their attention.

Source: Desk, T. (2017, March 16). Delhi woman's harrowing Facebook post about her experience with Uber driver is going viral.

Retrieved from http://indianexpress.com/article/trending/trending-in-india/this-delhi-girls-harrowing-facebook- post-about-uber-driver-experience-with-an-uber-driver-is-going-viral-4571338/

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Advisory note

If any person internal or external complains about MAS on social media, please refrain from trying to solve it instead inform the respective Code Officer at your unit or use the DNA Help Desk immediately or contact the Group corporate communications team. Failure to report an incident does not absolve you from disciplinary action.