

Our Objectives

- Consulting With the Media and Investor Community
- Communicating With the Media, Industry Analysts and Investor Communications

Our relationships with the global business media and industry analysts are important ones. We work with both audiences to build awareness of Markaz's business, services, and expertise in Investment Banking and Asset Management.

Our policy is that all Investor and industry analyst communications must be managed by the Investor Relations Unit and Media & Communications Departments. It is imperative that all personnel adhere to this policy. Interactions with a reporter or industry analyst should not occur without the presence of the Company's Media & Communications representative. If you should receive an inquiry from a reporter or industry analyst about Markaz, you must contact one of our Media & Communications representatives immediately. If you become aware of a situation that has the potential to impact the firm's reputation, please contact a member of the Media & Communications team as soon as possible so that the most appropriate course of action can be determined.

As a publicly held company, Markaz has certain obligations with respect to our communications with the investment community at large, the financial analyst community, and our shareholders. In addition, Markaz must comply with applicable laws and regulations of the Central Bank of Kuwait, the Kuwait Capital Markets Authority, Boursa Kuwait, and any other regulatory bodies governing the nature and timing of our communications with such constituencies. Therefore, communications related to high level strategic information that are made by and on behalf of the company are only to be made by Markaz's Chairman, Chief Executive Officer, Managing Director-Wealth Management & Business Development, Head-Investor Relations or Head-Media & Communications, or persons designated by the aforementioned (collectively, "Authorized Spokespersons") and the business related information on particular product performance is given out by the respective department on being reviewed by Compliance, Risk, Legal and Finance team. Our policy is that no other person shall issue or participate in any such communication on behalf of Markaz without the express prior consent of an Authorized Spokesperson.

The "Authorized Spokespersons" list comprises of three levels:

Level one: High Strategic information

- Chairman
- CEO
- Managing Director of Wealth Management & Business Development
- Head of Investor Relations
- Head of Media & Communications

Level Two: Product Performance

- Head of Department for Business units
 - MENA Equities
 - MENA Real Estate
 - International Real Estate
 - Advisory
 - Capital Markets
 - Research

Level Three: Market Analytics and General Communications

- Analysts dealing with Market trends and patterns
- Information on Markaz's implementation of IT Systems

For further information, please contact: info@markaz.com

Spokesperson Selection Criteria

Markaz spokesperson should have the following characteristics:

- Preferably young, national professionals
- Great communication skills
- Great expertise and knowledge in their field
- Bilingual if possible
- Professional and organized
- Well-prepared and ready to answer media requests
- Can connect with the stakeholders
- Demonstrates transparency and sincerity
- Understands Markaz's vision, mission and values
- Ability to stay calm under pressure and to handle negativity

Spokesperson Selection Procedures

- MCD to share a list of proposed spokespersons with the Management for approval
- Once approved, MCD will inform the approved spokespersons about their selection
- MCD will arrange for providing them with the required communication training through a third party on:
 - Markaz identity and brand
 - Presentation skills
 - Language to use
 - How to answer media questions
 - How to respond to rumors or negative attitude
- Post interviews, MCD will conduct assessment to assess the performance of the spokesperson and find improvement opportunities for next interviews