




دلالة القابضة
DLALA HOLDING

Dlala Brokerage and Investment Holding Company

Policies and Procedures


Corporate Communications

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Corporate Communications

1. Introduction

1.1 Policy Statement

Dlala Brokerage and Investment Holding Company (“DH” or the “Company”) is committed to providing timely, updated and accurate information to all its stakeholders (including internal and external). DH recognizes the importance of establishing a prudent brand image consistent with the business objectives, vision and mission of DH.

1.2 Purpose

As DH believes in the need to adhere to best communication practices to fulfil the principles, rules of governance, integrity and transparency, the Board has adopted a clear policy of communication to mark a sign of transparency and integrity with current and potential shareholders, by keeping them updated with the company's developments to encourage investment in the company's shares and reassure them about what they have invested in the company. The policy and procedures also define the protocols that will be followed in communicating with stakeholders, level and degree of information that can be divulged, and defining a structure / timeframe in responding to any concerns raised by stakeholders.

1.3 Scope / Applicability

The Corporate Communications Policy and Procedures (“the Manual”) of DH provided hereinafter shall come into force as of the date on which it is approved by the Company’s Board of Directors (BOD).

This Manual is applicable to the Board, Executive Management and all DH employees. The provisions of the Manual are fundamental and must be briefed to and adhered to by all employees.

Wherever the provisions of this Manual contradict with any newly issued statutory or regulatory requirements, the statutory and regulatory requirements will take precedence over the provisions of this Manual until the Manual is properly updated and approved.


1.4 Review and Update of the Manual

This Manual shall be reviewed periodically, based on evolving trends and applicable regulations, to ensure its coverage, relevance and suitability for the purpose.

1.5 Custodian of Manual

The Investor Relations Officer is the custodian of this Manual and is responsible to manage revisions to the Manual.

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2. Corporate Communication Strategy

Close and persistent communication with stakeholders helps DH gain correct perception and build good relationship with them.

- DH shall establish an approved corporate communication strategy, based on mutual understanding of needs, objectives and concerns pertaining to different stakeholders.
- The corporate communications strategy shall be regularly reviewed by the Marketing and Communications Department and Investment Relations Officer, approved by the Board.
- The adoption of specific corporate communication strategy, methods, formats, and procedures are determined by the degree of damage or the possible impact that will be incurred from negligence or inaction towards a particular group of stakeholders.
- DH shall create effective communication channels with shareholders and ensure to make their opinions heard to the Board¹

3. Communication and Disclosure of Information

DH shall communicate and share information accurately, transparently, and comprehensively in order to assure that the stakeholders receive sufficient, consistent, and timely information.


3.1 Obligations and Responsibility

- DH shall comply with the rules and conditions governing disclosure and inclusion as prescribed by Qatar Stock Exchange (QSE) and as per Law No 11 of 2015, Promulgating the Commercial Companies Law. DH shall comply with all disclosure requirements, including disclosure of the number of shares of board members, executive directors and senior / controlling shareholders.
- DH shall publish audited annual and semi-annual financial statements (balance sheet, calculation of profits and losses, the report of the Board of Directors, and the full text of the auditors' report, including clarifications and company disclosures contained in it) in two local newspapers (at least one of which shall be in Arabic language), and on the company website at least 15 days prior to the date of the General Assembly.²
- Annually, DH shall publish the governance report on its website and distribute copies of it at the General Assembly meeting.
- DH shall make information that concerns shareholders available on its websites in a way that ensures that it is easily accessible and updated periodically.
- DH shall disclose any material information relating to the company's current projects, the projects it intends to enter into, or any projects or information affecting the share price in the annual report.
- DH shall issue a press release and disclosure, whenever necessary, to include the disclosure of important and essential information, including disclosure of financial results, new strategic projects, partnerships, disclosure of relevant claims and provisions.
- DH shall disclose the names of the Board Committee members, the framework and systems of its work.

¹ Article (11) – QFMA Governance Code for Companies & Legal Entities Listed on the Main Market

² Article (126) and (184) – Law No. 11 of 2015, Promulgating the Commercial Companies Law; Further Refer Investor Relations Policy of DH for details

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- In case of the company being under liquidation, DH shall ensure that this information is communicated to all stakeholders by affixing the expression “under liquidation” to the name of the company, on all correspondences with stakeholders during this period.³

3.2 Appointment of Spokesman

- DH shall appoint the spokesperson of the company who shall be authorized to release statements, press releases, announcements and other information with respect to matters related to DH.

3.3 Handling Correspondence Received from Regulators

- The authorized point of contact appointed by the CEO regularly receives circulars and correspondence from regulators which include, among other, Qatar Financial Markets Authority (QFMA), Qatar Stock Exchange (QSE) and Ministry of Business and Trade (MB&T).
- These include but are not limited to:
 - Circulars relating to the new regulations / guidelines addressed to all listed companies on QSE
 - Other letters specifically addressed to DH on particular subjects / issues;
 - QSE inspection reports
 - Other Correspondence.
- The authorized point of contact (or “spokesperson/s”) appointed by the CEO shall pass the correspondence to the Investor Relations Officer to disseminate the correspondence to relevant Heads of Departments for them to take appropriate action within the specified time frame.
- Investor Relations Officer shall ensure to respond to queries and requests from the Regulator within 2 business days from date of receipt of correspondence; or within the stipulated timeline as the case may be.

3.4 Communication with Qatar Stock Exchange

- DH shall appoint a point of contact as the authorized spokesperson/s and a substitute, to be responsible for ongoing communications with QSE.⁴
- All applications and communications with QSE and the documents to be submitted thereto shall be in Arabic or in English (with the prior approval of the Exchange).⁵
- QSE point of contact from DH shall ensure to respond to queries and requests from QSE within 2 business days from date of receipt of correspondence; or within the stipulated timeline as specified in the correspondence from QSE as the case may be.

3.5 Communication with Investors and Financial Analysts

- Only the Investor Relations Officer and the CEO have authority to contact investors and financial analysts.⁶


³ Article (304) – Law No. 11 of 2015, Promulgating the Commercial Companies Law

⁴ Part Five - Qatar Stock Exchange Rulebook, August 2020

⁵ Part Two - Qatar Stock Exchange Rulebook, August 2020

⁶ Refer Investor Relations Policy of DH

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4. Brand Identity and Branding Strategy

DH shall foster consistent and favorable recognition of the group's brand and capabilities among its internal and external stakeholders, by creating an effective brand identity through branding and marketing efforts.

4.1 Brand Identity

DH's identity is designed to accord with and facilitates the attainment of the Company's mission, vision and objectives. As part of building and protecting its brand, DH should represent itself in a manner that is open, trustworthy, cooperative and respectful.

DH's brand is the proprietary visual, emotional, rational, and cultural image associated with the Company and the products / services.

DH shall ensure that the its brand name is one that is distinctive and memorable and that evokes positive associations in the minds of those who encounter it.

DH brand identity includes brand names, visual elements such as logos, positioning activities, brand associations, and a brand personality which captures the values of DH.


- *Marketing and Communications Department shall establish a Brand Identity Manual (approved by the Board) containing, but not limited to the following:*
 - *DH Logo and different versions of the same to be affixed in different forms of communication*
 - *Approved brand colors that can be used in various forms of communication*
 - *Approved templates for different types of communication*
 - *Approved visual elements that can be used*
 - *Details of brand associations*
- *The Brand Identity Manual shall be approved by the Board.*
- *DH shall ensure that use of the visual signifiers of an identity (logos etc.) are applied with uniformity and consistency.*
- *Only approved signs or marks of DH may be used on all corporate material, on banners, stationery or livery.*
- *Variations of the corporate logo are expressly forbidden, except where animation rendering has been approved by the Head of Marketing and Communications Department for creative impact in advertising or multimedia presentations.*
- *Variations of the corporate colors are strictly forbidden.*
- *The corporate logo may only be used in conjunction with another company's logo in a partnership announcement scenario that has specific approval from the Board of Directors or Executive Management (As per defined Delegation of Authority); otherwise the corporate logo must stand on its own.*
- *Vending of the corporate brand or use other than on corporate material is strictly forbidden.*
- *Management and employees are forbidden to use DHs official stationery for any purpose other than official business use.*

4.2 Branding Strategy

DH shall establish a strong branding strategy. The following elements shall be considered and incorporated into the branding strategy.

- *The positions occupied by DH and DH's competitors in the minds of target market segments.*

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- *DH's products / services differentials, real or perceived, by target market segments.*
- *Expectations of target market segments about products / services offered by DH.*
- *The social norms of customers and regulatory requirements of the Government.*
- *Credibility and continuity of the brand and its many elements as perceived by the market.*
- *The programs, activities and standards in support of DH's brand. These include names, logos, slogans, advertisement content, advertising media, trade shows, spokespersons / celebrity associations, contests / events sponsored, public relations, promotions, distribution channels used, charities and causes supported, web site activity, co-branding activities, graphic standards etc.*

The branding strategy shall be approved by the Board.

5. External Communication

DH is committed to effective dissemination of information to external stakeholders including customers, shareholders, the financial community and others.

DH shall utilize various forms of communication with external stakeholders based on specific requirements and they include communication through marketing and advertisement campaigns, conducting various events, DH website, press releases and press conferences.

5.1 Marketing Campaigns and Advertisements

- *Marketing and Communications Department shall implement the marketing and advertising strategies in conjunction with various departments and ensure standardization and synchronization of all communications pertaining thereto.*
- *Usage of any templates or corporate signature shall be in compliance with DH's Brand Identity Manual*

5.2 Events

- *Events hosted by DH, are focused on corporate image promotion, achieving brand awareness, corporate social responsibilities, uplifting business relationships and to engage customers, business partners and government officials and make them feel valued.*
- *Events hosted by DH shall be coordinated by the Marketing and Communications Department under the supervision of the Head of Marketing and Communications Department.*


5.2.1 Annual Events Calendar

- *DH shall establish an annual events calendar.*
- *The annual events calendar shall be in line with the approved annual Marketing and Communications Plan approved by the Head of Marketing and Communications Department.*
- *New events and subsequent update to events calendar during the course of a year shall be approved by Head of Marketing and Communications Department and Finance Department for budget considerations and updated in the Marketing and Communications Plan.*
- *The event calendar shall be reviewed and updated on a quarterly basis by the Marketing and Communications department*

5.2.2 Invitee list

- *The event invitee list shall be prepared by the Marketing and Communications Department in conjunction with relevant departments, based on the specifics of the event.*
- *The Heads of Departments shall suggest a list of invitees in accordance with the guidelines prescribed by the Marketing and Communications Department.*

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- *The invitee list shall be reviewed and approved by the Head of Marketing and Communications Department.*
- *The Marketing and Communications Department shall send out invites to the approved invitees at least 7 days prior to the event date, in the format prescribed in the Brand Identity Manual.*
- *Marketing and Communications Department shall make announcements regarding the planned event on the DH website.*

5.2.3 Execution of the event

- *Marketing and Communications Department shall co-ordinate the events in conjunction with the relevant departments within DH.*
- *DH shall ensure photography / videography coverage of all events.*
- *DH shall ensure that the events organized do not violate any social norms and regulations.*

5.2.4 Event Summary and Reporting

- *Marketing and Communication Departments in Conjunction with the relevant Departments shall provide a summary report of the event to the CEO after each event. This report should contain details of the event, the outcomes, learnings and expenditure summary.*
- *A report on the budgeted expenditure versus the actual spend shall be submitted to the Finance Department for review.*
- *Further, the details of the events along with photographs and video graphs shall be uploaded on the intranet and the website, as applicable.*

5.3 DH Website


DH's website shall serve as one of the primary links between DH, the corporate community and its stakeholders. DH shall ensure that appropriate information is available and maintained on DH's website.

- *The website shall be structured systematically to allow different stakeholder groups to navigate and easily find the required information.*
- *The website shall contain bilingual content - English and Arabic⁷*
- *The website shall contain the following information at a minimum (but not limited):*
 - *A general overview of DH*
 - *Group organization and management profile*
 - *Information to investors - Annual Reports, and other disclosure obligations⁸*
 - *Corporate Governance Manual and Corporate Governance Report*
 - *Other significant information such as - press releases, community news, corporate social responsibility report*
 - *Careers and related information*
 - *Economic indicators*
 - *Frequently Asked Questions (FAQs)*
 - *Contact information*
 - *Complaints / Feedback channels*
- *Creation of a new layout for the website is the responsibility of the Marketing and Communications Department and shall be duly approved by the Head of Marketing and Communications Department.*

⁷ Part Eight - Qatar Stock Exchange Rulebook, August 2020

⁸ Refer Investor Relations Policy

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- All additions / amendments to the website content shall be reviewed by the Marketing and Communications Department and duly approved by the Head of Marketing and Communications Department, prior to processing the request / proposition.
- Audited Financials and other financial reports of DH shall be published on the DH website only after obtaining adequate approvals from the Board Secretary.

5.4 Public Relations (Press and Media Relations)

5.4.1 Press and Media Relations

- The authorized spokesperson shall conduct all press interviews, announcements and broadcast appearances.
- Exceptions may be granted but should be first approved by the Head of Marketing and Communications Department who will then assign an alternative spokesperson.
- The Marketing and Communications Department shall coordinate with the respective external advertising / PR agencies and assist in managing the associated budgets.
- All requests from the media should be recorded accurately and passed on immediately to the Head of Marketing and Communications Department. This includes formal requests for interviews and enquiries from all media - TV/Radio, newspapers, magazines, local/national and trade media and internet sites.
- All public statements, agreements to interview and telephone comments shall be made only with the consent of the Head Marketing and Communications Department and in accordance clause 1 under Press and Media Relations.

5.4.2 Press Releases


- It is mandated that the Head of Marketing and Communications Department together with the relevant Head of Department shall approve all press releases prior to issue.
- Head of Marketing and Communications Department shall in exceptional cases (e.g. major announcements, areas of sensitivity) seek the CEO's approval.
- With respect to release of Audited Financials of DH, the Board-approved audited financials shall be handed over to the Marketing and Communications Department by the Board Secretary, for publication.
- Marketing and Communications Department shall ensure, if necessary, that separate versions of the same press releases are drafted, one in English and one in Arabic.
- Marketing and Communications Department shall disseminate information contained in the press release to all the relevant members of staff through e-mail, one day before the press release date.
- The Legal Department's endorsement is required on all contractual terms and conditions which may be contained in external communications.
- Employees shall not be permitted to make any public postings of confidential or proprietary information related to any aspect of DHs business on the Internet.

5.4.3 Communication in times of Crisis

- The authorized spokesperson/s by the Board shall be the single spokesperson/s in the event of the news breaking and the Marketing and Communication Department shall inform relevant staff members on how to respond to customer enquiries / concerns.

5.4.4 Press Conferences

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- *Press conferences shall be arranged for DH related events, sponsorships, donations, CSR, product / service, financial results and various other announcements as deemed appropriate.*
- *The Marketing and Communications Department shall be in charge of co-ordination with respective invitees, media, shareholders and alliances.*
- *Selection of media channels and the list of attendees shall be reviewed and approved by the Head of Marketing and Communications Department.*
- *Communication with the press shall be carried out by the authorized Spokespersons.*

6. Internal Communication

DH shall ensure effective maintenance and dissemination of information within DH through internal communication channels. Internal resources shall be utilized effectively to promote knowledge sharing across DH and increase transparency.

6.1 Intranet

- *The corporate intranet shall be promoted as the primary channel of communication and collaboration amongst all employees of DH. The intranet shall serve as one of the primary tools for knowledge sharing.*
- *Layout of the intranet shall be structured systematically (department wise) to allow employees from different departments to navigate through it with ease and find the required information.*
- *All relevant and current DH related information such as policies, procedures, guidelines, forms, templates, standards, organizational changes, vacancies and articles shall be disseminated via the intranet.*
- *All employee services' application for business use shall be accessible from the intranet.*

6.2 Internal Publications and Presentations


6.2.1 Internal Publications

- *All DH publications such as surveys, reports, handbooks, etc. shall be prepared / developed with the assistance of internal professional resources or external agencies with special attention to content and formatting in line with DH's Brand Identity Manual and corporate values.*
- *The life cycle of information publishing is split into four stages:*
 - **Knowledge Capture:** *Marketing and Communications Department receives information from data owners, from various departments.*
 - **Knowledge Presentation:** *Marketing and Communications Department shall format the data provided as per the defined Brand Identity Manual.*
 - **Knowledge Storing:** *Marketing and Communication department shall categorize and save information on the intranet.*
 - **Knowledge Transfer:** *Marketing and Communications Department shall publish data through the various communication channels available, depending on the nature and purpose of information given.*

6.2.2 Presentations

- *All internal presentations shall be prepared using standard templates developed for this purpose, as provided in the Brand Identity Manual.*

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6.3 E-mail, Letters, Memos and Circulars

6.3.1 Email

- *DH shall provide authorized official email IDs to all employees.*
- *DH shall ensure that these assigned email IDs are used solely for purposes that directly benefit DH (business related communications).*
- *Any regulatory requirements for written / verbal communications shall also apply to email communications.*
- *DH employees shall:*
 - *Use the standard email templates defined in the Brand Identity Manual*
 - *Ensure that all their emails include a subject, body and email signatures with their job title and contact details.*
 - *Ensure that the message in the email is clear, concise and relevant.*
 - *Respond to all emails within an appropriate turnaround time or forward the email on to the appropriate person ensuring that they have taken ownership of the message.*
 - *Activate the email 'out of office assistant' status when away from the office for more than one working day.*


6.3.2 Letters and Memo

- *Letters and memos may be sent either by email as attachments or by fax.*

6.3.3 Circulars:

- *Circulars shall be prepared and issued solely by Marketing and Communications Department, based on requests from different departments.*
- *Circulars shall be published on the intranet with appropriate links sent to all staff to ensure awareness.*

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7. Procedures

7.1 Development and Annual Review of Corporate Communications Strategy

Sl.No	High Level Procedures	Responsibility
1	Identify and analyze needs, objectives and concerns pertaining to different category of stakeholders.	Marketing and Communications Department
2	Prepare the Corporate Communications Strategy document detailing the communication strategy for each category of stakeholder.	Marketing and Communications Department
3	Submit the Corporate Communications Strategy document to Head of Marketing and Communications Department for review and approval.	Marketing and Communications Department
4	Review and approve the Corporate Communications Strategy.	Head of Marketing and Communications Department
5	Once approved, send the Corporate Communications Strategy to the CEO for review.	Head of Marketing and Communications Department
6	Review the strategy taking into consideration the overall business strategy and objectives for the year.	CEO
7	Present the Corporate Communications Strategy to the Board of Directors for approval.	Board
8	Perform annual review of the Corporate Communications Strategy to ensure that it is in line with the approved business strategy and objectives.	Marketing and Communications Department
9	Update the strategy based on the review, if required.	Marketing and Communications Department
10	Follow steps 3 – 7 mentioned above for approval and finalization.	N/A

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7.2 Handling Correspondence Received from Regulators (other than QSE)

SI.No	High Level Procedures	Responsibility
1	Receive circulars, information, query or other correspondences from various Regulators.	Authorized Spokesperson/s / Investor Relations Officer
2	Affix / stamp the date and time of receipt of correspondence on the correspondence received from the Regulator.	Authorized Spokesperson/s / Investor Relations Officer
3	Forward the correspondence received to the authorized person for compliance matters. (if the correspondence is received by Authorized Spokesperson/s)	Authorized Spokesperson/s
4	Enter details of the correspondence received in the 'Regulators' correspondence tracker' maintained.	Investor Relations Officer
5	Disseminate the correspondence received to the relevant Heads of Department for their action.	Investor Relations Officer
6	Comply with the requirements as specified by the Regulator or provide the required information to the authorized person for compliance matters within stipulated timeline.	Relevant Departments
7	Collate information from all departments and respond to the Regulator within stipulated timeframe or within 2 days from date of receipt of correspondence.	Investor Relations Officer
8	Update the 'Regulators' correspondence tracker' with status of closure of activity.	Investor Relations Officer
9	Review the 'Regulators' correspondence tracker' on a quarterly basis to ensure that the Turn Around Time for correspondence is being adhered to.	Investor Relations Officer

7.3 Communication with Qatar Stock Exchange


SI.No	High Level Procedures	Responsibility
1	Assign a point of contact (as well as a substitute) who would be responsible for correspondence and communication with Qatar Stock Exchange (QSE).	CEO

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Sl.No	High Level Procedures	Responsibility
2	<i>Notify QSE regarding the appointment of point of contact (as well as a substitute).</i>	CEO Office
For Queries, requests, information received from QSE		
3	<i>Receive circulars, information, query or other correspondences from QSE.</i>	Authorized Spokesperson/s
4	<i>Affix / stamp the date and time of receipt of correspondence on the correspondence received from QSE.</i>	Authorized Spokesperson/s
5	<i>Enter details of the correspondence received in the 'Regulators' correspondence tracker' maintained.</i>	Authorized Spokesperson/s
6	<i>Disseminate the correspondence received to the relevant Heads of Department for their action.</i>	Authorized Spokesperson/s
7	<i>Comply with the requirements as specified by the Regulator or provide the required information to the point of contact within stipulated timeline.</i>	Relevant Departments
8	<i>Collate information from all departments and respond to the Regulator within stipulated timeframe or within 2 days from date of receipt of correspondence, based on the category of response to be provided to the Regulator.</i>	Authorized Spokesperson/s
9	<i>Update the 'Regulators' correspondence tracker' with status of closure of activity.</i>	Authorized Spokesperson/s
For filing returns / application to QSE		
10	<i>Provide necessary information / application to be filed with QSE.</i>	Relevant Department
11	<i>Review and ensure accuracy of documents to be submitted and information therein.</i>	Authorized Spokesperson/s
12	<i>File the relevant document with QSE in a timely manner.</i>	Authorized Spokesperson/s
13	<i>Update the 'Regulators' correspondence tracker' with status of application / information filed.</i>	Authorized Spokesperson/s
14	<i>Review the 'Regulators' correspondence tracker' on a quarterly basis to ensure that the 'Turn Around Time' for correspondence is being adhered to.</i>	Investor Relations Officer

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7.4 Brand Strategy and Brand Identity Manual

SI.No	High Level Procedures	Responsibility
1	<i>Identify and analyze needs, objectives and plans of DH in the light of the business strategy and business plans of DH.</i>	<i>Marketing and Communications Department</i>
2	<i>Prepare the Branding Strategy document and the Brand Identity Manual (based on the strategy).</i>	<i>Marketing and Communications Department</i>
3	<i>Submit the Branding Strategy document and Brand Identity Manual to Head of Marketing and Communications Department for review and approval.</i>	<i>Marketing and Communications Department</i>
4	<i>Review and approve the Branding Strategy and Brand Identity Manual.</i>	<i>Head of Marketing and Communications Department</i>
5	<i>Once approved, send the Branding Strategy and Brand Identity Manual to Chief Executive Officer (CEO) for approval.</i>	<i>Head of Marketing and Communications Department</i>
6	<i>Review the Branding Strategy and Brand Identity Manual taking into consideration the overall business strategy and objectives for the year and forward it to Board of Directors for their final approval</i>	<i>CEO</i>
7	<i>Approve the Branding Strategy and Brand Identity Manual.</i>	<i>Board</i>

7.5 External Communication: Marketing Campaign and Advertisements

Refer Marketing Manual for detailed procedures.


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7.6 External Communication: Events

Sl.No	High Level Procedures	Responsibility
1	Prepare annual events calendar in alignment with the Annual Marketing Plan and send for approval.	Marketing and Communications Department
2	Review and approve the annual events calendar.	Head of Marketing and Communications Department
3	Submit the same to Finance Department for Budget approval.	Head of Marketing and Communications Department
3	In case of a new event request, obtain approval from Head of relevant department and budget approval from Finance Department.	Relevant Department
4	When event falls due, co-ordinate with relevant departments and conduct planning discussion.	Marketing and Communications Department
5	Prepare event guest list in consultation with relevant department and send for review.	Marketing and Communications Department
6	Review and approve the event guest list.	Head of Marketing and Communications Department
7	Send the invites to all relevant guests and VIP guests; and monitor RSVPs.	Marketing and Communications Department
8	Make adequate announcements regarding the event in the newspaper, website, intranet etc. (as applicable).	Marketing and Communications Department
9	Execute the event as planned in conjunction with relevant department.	Marketing and Communications Department
10	Update information / report, photographs and video of the events on the intranet and DH website (if applicable).	Marketing and Communications Department

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SI.No	High Level Procedures	Responsibility
11	<i>Finalize and submit the details of actual amount spent versus the estimated approved budget for the event to the Finance Department. If any difference there with the budget, it should be justified.</i>	<i>Marketing and Communications Department</i>
12	<i>Prepare a summary report of the event and submit to CEO (including details of the event, the outcomes, learnings and expenditure summary).</i>	<i>Marketing and Communications Department</i>


7.7 External Communication: Publishing information on the website

SI.No	High Level Procedures	Responsibility
1	<i>Provide information (approved by head of relevant department) to be published on DH website to the Head of Relevant Department or board secretary (financial reports) for approval.</i>	<i>Relevant Department</i>
2	<i>Review and approve matter to be published on the website.</i>	<i>Board Secretary / Head of Relevant Department</i>
3	<i>Provide the approved matter to the Marketing and Communications Department in DH.</i>	<i>Relevant Department</i>
4	<i>Publish the approved matter on DH website.</i>	<i>Marketing and Communications Department</i>

7.8 External Communication: Editing Layout of Website

SI.No	High Level Procedures	Responsibility
1	<i>Prepare updated layout drawing of the DH Website.</i>	<i>Marketing and Communications Department</i>
2	<i>Submit for review and approval to Head of Marketing and Communications Department.</i>	<i>Marketing and Communications Department</i>
3	<i>Review and approve the revised website layout.</i>	<i>Head of Marketing and Communications Department</i>

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SI.No	High Level Procedures	Responsibility
4	Update the website in conjunction with the IT Department / External Service Provider (Website developer).	Marketing and Communications Department


7.9 External Communication: Press release

SI.No	High Level Procedures	Responsibility
1	Prepare matter for press release.	Marketing and Communications Department / Relevant Department
2	Submit the matter for press release to the Legal team for vetting (where applicable) and Head of Marketing and Communications for review and approval. (In case of Audited Financials of DH, the Board approved audited financials will be sent to Marketing Department for publication by Board Secretary)	Marketing and Communications Department
3	Review and approve matter for press release.	Head of Marketing and Communications Department / CEO
4	Send the matter to press for publication.	Marketing and Communications Department
6	Disseminate information contained in the press release to all the relevant members of staff through e-mail, one day before the press release date.	Marketing and Communications Department
5	Co-ordinate with Finance Department for releasing payments.	Marketing and Communications Department

7.10 External Communication: Press Conference

SI.No	High Level Procedures	Responsibility
1	Receive request for arranging press conference from relevant department.	Marketing and Communications Department

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Sl.No	High Level Procedures	Responsibility
2	<i>Prepare a list of media channels and list of attendees and send for approval from Head of Marketing and Communications Department.</i>	<i>Marketing and Communications Department</i>
3	<i>Review and approve the list of media channels and list of attendees.</i>	<i>Head of Marketing and Communications Department</i>
4	<i>Make arrangements for the press conference.</i>	<i>Marketing and Communications Department</i>
5	<i>Assign alternate spokesperson, if the CEO or Board Secretary is unavailable.</i>	<i>Head of Marketing and Communications Department</i>
6	<i>Conduct press conference.</i>	<i>Board Secretary (spokesperson) / CEO</i>


7.11 External Communication: During Crisis

Sl.No	High Level Procedures	Responsibility
1	<i>During a crisis, potential crisis or the possibility of negative publicity immediately inform the Marketing and Communications Department.</i>	<i>Head of Relevant Department</i>
2	<i>Make arrangements for a press release or press conference.</i>	<i>Marketing and Communications Department</i>
3	<i>Conduct press release / press conference as per respective procedures mentioned in Section 7.9 and 7.10 above.</i>	<i>Marketing and Communications Department</i>

7.12 External Communication: Interview / media Appearances

Sl.No	High Level Procedures	Responsibility
1	<i>Receive interview / media appearance requests from media.</i>	<i>Marketing and Communications Department</i>

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SI.No	High Level Procedures	Responsibility
2	Record all requests from media and pass on immediately to Head of Marketing and Communications for approval.	Marketing and Communications Department
3	Obtain approval from the Head of Marketing and Communications Department to proceed with the request.	Marketing and Communications Department
4	Co-ordinate with Board Secretary / CEO and obtain their schedule.	Marketing and Communications Department
5	Communicate the same to media house and help in arranging for the interview / media appearance.	Marketing and Communications Department
6	Appear for interview / media event.	Board Secretary / CEO

7.13 Internal Communication: Internal Publication and Presentation


SI.No	High Level Procedures	Responsibility
1	Share information pertaining to surveys conducted, reports, handbooks, etc.	Relevant Department
2	Ensure that the content received for internal publication is in line with DH's Brand Identity Manual (standard templates).	Marketing and Communications Department
3	Obtain approval from Head of Marketing to publish the information.	Marketing and Communications Department
4	Publish the content on the intranet.	Marketing and Communications Department

8. Abbreviations and Definitions

8.1. Definitions, Key Terms, and Acronyms

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8.2. Review Record

Ver	Date	Reviewed by	
		Name	Title

8.3. Approval Record

Ver	Date	Approved by	
		Name	Title

8.4. Revision Record

Ver	Name	Date	Revision Description

9. References

9.1 Related Procedures, Guidelines, and Standards

Type	Document Number	Description	Hotlink
Standard		QFMA Governance Code for Companies & Legal Entities Listed on the Main Market	

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<i>Standard</i>		<i>Law No. 11 of 2015, Promulgating the Commercial Companies Law</i>	
<i>Standard</i>		<i>Qatar Stock Exchange Rulebook, August 2020</i>	
<i>Procedure</i>		<i>Investor Relations Policy</i>	
<i>P = Procedure; G = Guideline; S = Standard</i>			

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