



Media and Public Relations Policy – Global

1. Overview

- (a) CTM will provide timely and accurate information to the media that is professional, consistent, fair, seeks to enhance CTM's reputation and strategic agenda, limits the possibility of misinformation and maintains positive relations with the media.

2. Company position on non-industry and political related matters

- (a) It is CTM's position to be impartial and politically neutral and not provide any comment on non-industry related and political matters unless they directly impact our business.

3. Purpose and scope

- (a) This Policy applies to all CTM directors, officers, employees and contractors and to any individuals or organisations (CTM Personnel) CTM designates to engage in public relations and marketing, including brand related activities, on its behalf.
- (b) This Policy aims to:
 - (i) ensure all media releases, statements and responses to enquiries relating to or on behalf of CTM are managed professionally and appropriately;
 - (ii) set out the relevant CTM processes and responsibilities that support the effective management of CTM's public relations and marketing activities;
 - (iii) ensure any communication between CTM Personnel and the media is only made by authorised spokespersons.

4. Background

- (a) The Corporations Act 2001 and the ASX Listing Rules require that a company disclose to the market matters which could reasonably be expected to have a material effect on the price or value of the company's securities.
- (b) Management processes are in place throughout CTM to ensure that all material matters which may potentially require disclosure are promptly reported to the Managing Director and Company Secretary, through

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established reporting lines or as a part of Executive Leadership Team deliberations.

- (c) The Company Secretary is responsible for communications with the ASX and for ensuring that such information is not released to any person until the ASX has confirmed its release to the market.

5. Market Speculation and Rumours

- (a) Market speculation and rumours, whether substantiated or not, have the potential to impact CTM. Speculation may result in the ASX formally requesting disclosure by CTM on a matter.
- (b) CTM's general policy on responding to market speculation and rumours is that "CTM does not comment on market speculation or rumour".
- (c) No material information or price sensitive information will be released to the media or any other external communication channels (even on an embargoed basis) until CTM has released the information to the market by disclosing it to ASX.

6. Authorised CTM Spokespersons

- (a) The Managing Director and Chairman of the Board are CTM's official spokespersons on all matters relating to corporate governance, strategy, financial performance and any other matters relating to the Company's ASX listing.
- (b) Any briefings to analysts, investors or any section of the market can only be given by the Managing Director and Global Chief Financial Officer and only those executives specifically authorised by the Managing Director.
- (c) Only the Managing Director, Chairman of the Board, Global Chief Financial Officer, or Company Secretary or persons specifically authorised by the Managing Director are authorised to speak to the media.
- (d) No other CTM Personnel are authorised to respond to media representatives on behalf of CTM, except if approved by the Managing Director, Chairman of the Board, or Company Secretary.

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7. Role and Responsibilities

Global Marketing Team – Group and ANZ media

- (a) The global (or group) marketing team is responsible for any group and ANZ region related media engagement and communications and will liaise directly with relevant global and regional leadership to manage and assess opportunities, and where necessary seek approval/s.
- (b) Approval and advice must be sought from the Managing Director and Company Secretary prior to the making or publishing of any external corporate communications that may be market sensitive.
- (c) The global (or group) marketing team manages both proactive and reactive media opportunities.
- (d) The global marketing team is responsible for providing any necessary training and support with respect to CTM's corporate communications.

Regional Marketing Teams – Asia, North America and UK/Europe

- (a) The regional marketing teams are responsible for the coordination of any regional media engagement and communications, and will liaise directly with the Global Chief Marketing Officer and relevant regional leadership to manage and assess opportunities and, where necessary seek approval/s.
- (b) The regional marketing teams manage both proactive and reactive media opportunities.
- (c) Any external media / public relations communications must receive prior approval from the Global Chief Marketing Officer or regional CEO to ensure the information published by CTM is accurate and in line with this Policy.

8. Dealing with the Media

- (a) Subject to Paragraph 6, CTM Personnel are not permitted to approach or speak to the media on behalf of the company. This includes conversations described as 'off the record' or 'on background'.
- (b) All media enquiries must be immediately directed to the Managing Director, Company Secretary or Global Chief Marketing Officer (as the case may be) or the relevant global or regional marketing team for assessment and response.

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- (c) All media activity at any CTM worksite or function is to be coordinated through the relevant regional marketing team.
- (d) The global and regional marketing teams will assess any enquiry and draft the most appropriate response or action. As part of this assessment, they will also identify the most appropriate spokesperson and seek approval/s. Depending on the nature of the query, approval must be sought from the Global Chief Marketing Officer, Managing Director and/or the Company Secretary.
- (e) If contacted by the media, CTM Personnel must:
 - (i) advise media that they do not have authority to provide comment but will forward the enquiry to the relevant regional or global marketing team.
 - (ii) record full name, media outlet, contact number, email address (if applicable).
 - (iii) confirm context of enquiry (i.e. story angle, line of query) and media deadline.
 - (iv) notify the media that a CTM representative will respond to their query as soon as possible.
 - (v) pass on all details to the relevant regional or global marketing team in writing immediately.
- (f) ASX Media releases notifications, reports and statements must be approved by the Board, Managing Director and the Company Secretary.
- (g) CTM Employees may appear in images or video footage taken by the media at CTM events if they are there in their capacity as CTM Personnel, and unless the employee explicitly requests to be excluded prior to the CTM events.
- (h) The global and regional marketing teams may provide approved images and footage to the media.

9. Web-Based Communications

- (a) CTM's website is constantly updated with information about CTM and its business. This information can be classified generally into two categories:
 - (i) Topical information including price sensitive information (that is, information that when released would be expected to have a material impact on the price or value of CTM's shares) that has been released to the market through the ASX; and
 - (ii) Other useful information which provides easy access for shareholders, media, customers and the community to learn about CTM's business.

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- (b) Topical information on CTM's website includes, but is not limited to:
- Results announcements and presentations
 - Relevant press releases
 - Management presentations: on CTM's strategy, at specialist industry forums, at broker/investor conferences
 - Annual General Meeting information
 - Annual Reports and Sustainability Reports
- (c) Other useful information available on CTM's website includes, but is not limited to:
- CTM's share price
 - CTM's profile, strategy and brands
 - Biographies of CTM's Board of directors, Global and Regional Leadership Teams
 - The history of CTM
 - CTM's various Corporate Governance Policies
 - CTM's financial calendar
 - Links to external websites such as the ASX
 - Link to CTM's share registry
 - Dividend - payment information and history
 - Trends and insights
 - Thought-leadership content
 - Employee profiles
 - CTM Events

10. Access to this Policy

- (a) This Policy is available on CTM's intranet and website.
- (b) All new CTM employees are required to read this policy as part of the induction process.

11. Approval

- (a) This Policy has been approved by the CTM Board of Directors.

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