

Type:	<i>Policy Summary</i>
Name:	<i>Sponsorship Policy Summary</i>
Key search terms:	<i>Marketing/ Reputation/ Brand Management</i>

## 1. Policy Statement

The Standard Bank Group Limited (the Group) recognises that sponsorship is a marketing tool that is able to shape our reputation, and create strong emotional connections with our clients, our people, stakeholders, communities and societies in which we operate. This document is an embodiment of our commitment to sound governance, business integrity and transparency in accordance with the Code of Ethics and other related Policies.

## 2. Policy Scope

This policy summary applies to all employees of Standard Bank Group Limited (excluding Liberty Holdings Limited and its subsidiaries) regardless of location or business unit and should be applied by all employees involved with assessing funding requests including event or project owners and other relevant stakeholders.

## 3. Purpose of this Policy

This policy summary provides the Group with the framework to select, govern, manage and report on the performance of our sponsorship properties.

### **Sponsorship Governance:**

- The Group recognises the need to govern sponsorship decision making at different business levels to ensure consistency and to guard against possible reputational damage.
- Sponsorship decisions will be made in consultation with all relevant business units, with the final decision being made by Group Marketing Exco or similarly constituted forum.
- In-country decisions will be made by the relevant, properly constituted country Executive Committee with sign-off by country Chief Executive
- Commercial sponsorship decisions will be made by the relevant and properly constituted business unit executive committee and signed off with the relevant Segment Brand & Marketing Head.

- Full due diligence must be carried out on the rights holder's status before the sponsorship contract can be adopted or accepted. This includes financial health, leadership, reputation, marketability in accordance with the Third-Party Risk Management (TPRM) Framework (through Aravo).
- Contracts must include provision for auditing to ensure compliance to agreed terms of the contract, which must be monitored frequently. Agreements to be reduced to writing through a sponsorship agreement drafted by Legal and signed by both parties.

#### 4. Roles and Responsibilities

All employees must adhere to the following minimum requirements:

Sponsorship is a highly visible platform which requires stringent procurement and legal due diligence, to minimise legal and reputational risk. Any breach of these guidelines may lead to disciplinary action.

Sponsorships may not be used for bribery. The Group prohibits the entering into reciprocal agreements where the Group directly or indirectly may get something of value in return, unless they are legitimate business arrangements which are properly documented and approved by line management.

##### **Head: Group Sponsorships must:**

Define and execute the Group Sponsorship Strategy across the organisation, and establishing a sponsorships centre of excellence;

- Ensure appropriate collaboration takes place between the Group Sponsorship team, and the Segments in managing our sponsorship portfolio and sponsorship spend
- Build the capacities and capabilities to manage an appropriate sponsorship strategy and portfolio;
- Ensure an appropriate sponsorship portfolio is in place and that the properties we own are delivering on our social, ethical and economical objectives;
- Provide relevant evaluation mechanisms for assessing brand fit and return on investment (ROI) or return on objectives (ROO) for any commercial and in-country sponsorship, regardless of commercial value.

##### **Head: Sponsorship must:**

- Monitor adherence to the policy and strategy through a strategic counsel process;
- Formulate the standards, guidelines and evaluation tools necessary for the implementation and application of sponsorship;
- Regularly monitor and review the sponsorship properties owned by the Group in order to report total sponsorship spend across the Group;
- Provide guidance and support to business on sponsorship selection;
- Sponsorship Proposal Management and reporting.