

# SUPPLY CHAIN MEDIA, PR & MARKETING POLICY

All media and marketing activities initiated by our suppliers or subcontractors in connection with Balfour Beatty employees, activities, or projects, or which mention Balfour Beatty, are subject to the Balfour Beatty Supply Chain Media, PR and Marketing policy.

PR, media, and marketing activities include but are not limited to:

- Press conferences and media briefings
- Media enquiry responses
- News releases and media features
- Quotes from our employees
- Endorsement quotes for our suppliers or subcontractors
- Balfour Beatty logo use
- Marketing channel references including websites, brochures, and social media channels
- Advertising opportunities
- External blogs

### OUR APPROACH

Balfour Beatty works with thousands of supply chain partners across the UK. As a result, we prioritise media, PR and marketing activities that deliver strategic value for our company, our customers, and our strategic partners, whilst protecting and enhancing the reputation and integrity of our brand.

We value our supply chain partner relationships and where appropriate, we will refer to our supply chain partners in relation to project milestones or achievements we have delivered together.

We recognise the need for our supply chain partners to be able to build their reputation and the mutual benefit of having a strong supply chain which is able to attract and retain skilled employees.

Therefore, Balfour Beatty provides the option to create case studies for use on supply chain partners' websites. Any, media, PR, or marketing activity related to Balfour Beatty must be approved in advance. Approval will only be granted where there is a benefit to Balfour Beatty.

### PROCESS

Suppliers or subcontractors may not carry out any media, PR or marketing activity relating to their work for Balfour Beatty without prior permission from the Balfour Beatty corporate communications team.

Permission is also required from the supply chain partners' most senior Balfour Beatty relationship manager.

Balfour Beatty will support its supply chain partners in the creation of case studies for marketing purposes which can be used across marketing channels including websites and brochures subject to Balfour Beatty approval as set out in this policy.

Case studies may only contain factual information about the work carried out for Balfour Beatty over a specific and defined time period – please see example [here](#).

We will consider such case studies once our supply chain partners' work is complete. Prior to submitting case studies to our Communications team at [marketingcomms@balfourbeatty.com](mailto:marketingcomms@balfourbeatty.com), our supply chain partners should obtain e-mail approval from your primary Balfour Beatty relationship manager which you should include as an attachment along with your case study.

Approval should also be sought for the inclusion of the Balfour Beatty logo on any digital or printed materials.

**A 48-hour approval period:** Once agreement has been made to proceed with any media or marketing activity, all materials or approaches will require approval from our supply chain partners' relationship manager and the Balfour Beatty corporate communications team with a 48-hour review period prior to release.

**Media enquiries:** Any media enquiries directed to our supply chain partners relating to work they are carrying out for us must be immediately referred to the Balfour Beatty press office on +44 (0) 203 810 2345 without comment.

### AUTHORISATION

**Louise McCulloch**

Group Director of Communications & Corporate Affairs

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