

# MANAGEMENT POLICY OF EXTERNAL COMMUNICATIONS

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1<sup>st</sup> Version – January 2017



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The terms referred to in this policy are defined in the Corporate Glossary.

## 1. OBJECTIVE

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This Policy aims to establish the communication guidelines of Colbún and its subsidiaries (hereinafter Colbún or Company) with the media and public in general.

## 2. SCOPE

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It applies to all Company departments, whenever it is necessary to contact the media or use channels to establish communication between Colbún and the public.

This Policy is not applicable to communications with Investors or obligations and regulations related to open corporations, whose guidelines are defined in the Investor Relations Policy and Handbook of Information Management of Interest to the Market, respectively.

## 3. BASIC PRINCIPLES

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### 3.1. GENERAL COMMUNICATION PRINCIPLES

- All information provided to the media and / or the general public must be channeled through the Communications Office, which will provide guidelines to apply the following communication principles of Colbún:
  - **Transparency:** Colbún promotes transparency. Therefore, it seeks to disclose its vision, mission and objectives, as well as the economic, social and environmental impacts that could affect its stakeholders, while protecting information that due to its commercial, financial or strategic nature should be kept confidential.
  - **Dialogue:** Colbún will provide easily accessible two-way communication channels to enable a transparent and empathetic communication that fosters mutual trust with the media and public opinion in general. Colbún

respects the opinions of the various individuals or organizations and gives them respectful and non-discriminatory treatment.

- **Timely:** Colbún will listen and respond to the requirements of the media and public opinion within a reasonable time and with accurate and truthful information.
- **Collaboration:** Colbún firmly believes that an adequate communication with its stakeholders is the foundation of a collaborative relationship.
- Internal confidential information may only be spread with the approval of the General Management and Communications Management.

### 3.2. AUTHORIZED SPOKESPERSONS

- The official spokesperson of the Company will be the Chairman of the Board, the General Manager; or in his absence, whoever is designated by Communication Management, authorized by the General Management.
- The local spokesperson for projects and plants will be the Project Manager / Manager or Head of Public Affairs, after coordination with the Communications Department.
- Any request or contact from the media must be informed to the corresponding supervisor, and the latter must inform the Communications Department for proper analysis and response, if applicable.

### 3.3. SEMINARS AND PUBLIC PRESENTATIONS

Presentations made at conferences, seminars and other public events on behalf of the Company will be previously coordinated with the Communications Department, without prejudice to the provisions of the Investor Relations Policy.

### **3.4. SOCIAL NETWORK MANAGEMENT AND USE OF CORPORATE IMAGE**

- All content informed through social networks through the corporate accounts created by Colbún will be aligned to the principles set forth in this Policy and its publication will be managed by the Communications Management.
- All opinions expressed in social networks through personal accounts of Directors, Executives or employees of the Company, will be the exclusive responsibility of the issuing person and will not necessarily represent the opinion of Colbún.
- The use of Colbún's logo in any event of communication outside the Company (advertising, auspices, public events, stands), must be approved in advance by the Communications Department.

## **4. ROLES AND RESPONSIBILITIES**

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### **4.1. COMPANY MANAGERMENTS**

- To apply this Policy, promptly informing the Communications Department on requirements related to communication between Colbún and the media or public opinion.
- Communicate to the media or public opinion only the information validated by the Communications Department, through the approved spokespersons.

### **4.2. COMMUNICATIONS MANAGEMENT**

- Define the messages to be transmitted in conjunction with Management.
- Define, design, implement and spread effective practices to comply with this policy.

### **4.3. GENERAL MANAGEMENT**

- Represent Colbún as official spokesperson.
- Allocate the necessary resources for the adequate application of the present policy.

#### 4.4. BOARD

- The president of the board represents Colbún as the official spokesperson.
- Approve the present policy.

## 5. EXCEPTIONS

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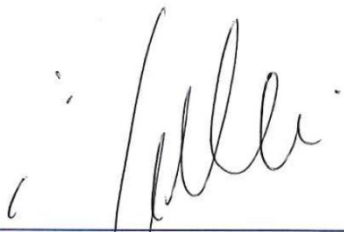
Exceptions must be documented and approved by the General Manager and reported to the Board.

## 6. NON-COMPLIANCE

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If a person other than the ones designated contacts the media or provides information that has not been validated by the Communications Department, the sanctions stipulated in Colbún's Internal Regulations of Hygiene and Safety may be applied.

**This policy has been approved by the Board of Colbún on January 31, 2017.**



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Thomas Keller L.  
Gerente General Colbún

## 7. ATTACHMENTS

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The following documents complement the application of this Policy:

- Brand manual
- Logotype use manual
- Communication guidelines for crisis management
- Media contact protocol