

Communications Policy

Purpose and Scope

Mitie is a publicly listed company with a highly visible brand and a large high-profile customer base across the country. We therefore attract a significant amount of interest from the media.

The media, across all social, print, digital and broadcast platforms, is read by our customers, our staff, our investors, our competitors, government and other stakeholders. Both positive and negative comment on our business directly impacts our relationships with this diverse group of interested parties.

This document provides specific guidance which is designed to protect, manage and enhance our reputation and it is critical that Mitie engages with all forms of media in a considered, ordered and consistent way.

Protocol – Mitie External Communications

- All media communications concerning any aspect of Mitie including our operations, our performance, our customers and our employees must be done through the Mitie Press Office.
- As representatives of the Mitie business, Mitie employees should first speak to the Press Office if they wish to engage with print or broadcast media in a personal capacity.
- Executives and colleagues should not provide comment, formally or informally, on or off the record, on any company activity without first speaking to the Press Office.
- All incoming calls from journalists or the media, should be sent to the Press Office on: press.office@mitie.com / 020 3123 8682. Simply direct the caller/ the journalist to the press office, or take their details - name, publication, telephone number/email address and what their query is regarding - and forward them to the Mitie Press Office.
- All proactive communications, such as press releases, quotes for publication, by-lined articles or broadcast appearances must be prepared in conjunction with, and approved by, the Mitie Press Office: press.office@mitie.com / 020 3123 8682.
- Mitie spokespeople are listed below. No other colleagues or executives at Mitie are permitted to talk to the media:
 - Phil Bentley – Group CEO
 - Claire Lovegrove – Head of Media Relations
 - Members of the MGX and some senior management are permitted to provide press comment, provided they have had media training, and do so in consultation with the Mitie Press Office
 - Other employees who are considered ‘expert’ spokespeople may also speak on behalf of Mitie but only with the express permission, and in conjunction with the Mitie press office

Social Media Policy

Protocol – Social Media and Website

- All activity on social and digital media concerning any aspect of Mitie including our operations, our performance, our customers and our employees must be done in collaboration with the Mitie Press Office/Group Marketing
- Unless prior agreement has been given by the Mitie Press Office/Group Marketing, personal social media and other digital platforms may not be used represent Mitie's viewpoints or activities:
 - This PROHIBITS responding to any negative comments about Mitie – if you do see any negative comments, please email Group Marketing at SocialMedia.Group@mitie.com and the team will investigate further and respond if appropriate
 - This DOES NOT PROHIBIT engaging with content from Mitie's official social media channels – in fact for this content, we encourage you to Share/Re-post, Like and add positive comments
- No Mitie branded 'Groups' or 'Chat forums' may be created without approval of the Mitie Press Office/ Group Marketing
- Employees are not permitted to open Mitie-branded social media accounts or use the Mitie name or logo within social media profiles. For example, a Twitter handle titled "@MitieJoe" is not permitted.
- All Mitie social and digital marketing activity should be done in consultation with Group Marketing
- No Mitie websites may be created without approval from Group Marketing
- Do not share commercially sensitive or confidential information
- Do not use social media to criticise Mitie, your colleagues, our suppliers or customers
- Do not post any team or client site comments and photos without client or your colleague's consent
- Where applicable ensure comments and photos demonstrate the wearing of PPE when required
- Remember – anything can be shared on social media by screenshotting, so please be mindful about other forms of digital communication that could be captured and shared online
- Please report any social media issues to Group Marketing at SocialMedia.Group@mitie.com

Responsibilities

- The CEO is responsible for:
 - Reviewing, endorsing and achieving this policy's aims.
- The Chief Marketing Officer and Head of External Communications are responsible for:
 - Administering this policy on behalf of the CEO; and
 - Developing and rolling out the supporting strategies.
- The Press Office and Group Marketing teams are responsible for:
 - Supporting the implementation of the policy.
- Divisional/Business Managing Directors are responsible for:
 - Ensuring that this policy and supporting strategies and procedures are distributed, implemented and complied with; and
 - Leading by example in protecting the Mitie brand and communicating effectively.
- Managers are responsible for:
 - Implementing and enforcing the processes and procedures;
 - Ensuring that their people are aware of their responsibilities and receive appropriate training; and
 - Addressing any inappropriate behaviour.

- Employees are responsible for:
 - Carrying out their work in line with this policy and associated procedures;
 - Challenging any behaviour that falls short of the expectations of this policy; and
 - Identifying any breaches of this policy and reporting them to their line manager.
- What will successful implementation of this policy achieve?
 - Consistent reporting resulting in improved stakeholder confidence; and
 - Maintenance of brand standards.



Phil Bentley
Chief Executive Officer
Mitie Group PLC

14 March 2022